

Cliff Jumping: Higher Ed's Best Bet for Survival

June 22, 2023

Panelists



Miles Davis
President
Linfield University



Matthew Gann
Associate Vice
Chancellor for
Marketing, Digital
Strategy, and Public
Relations
Tennessee Board
of Regents



**Teresa Valerio
Parrot**
Principal
TVP
Communications



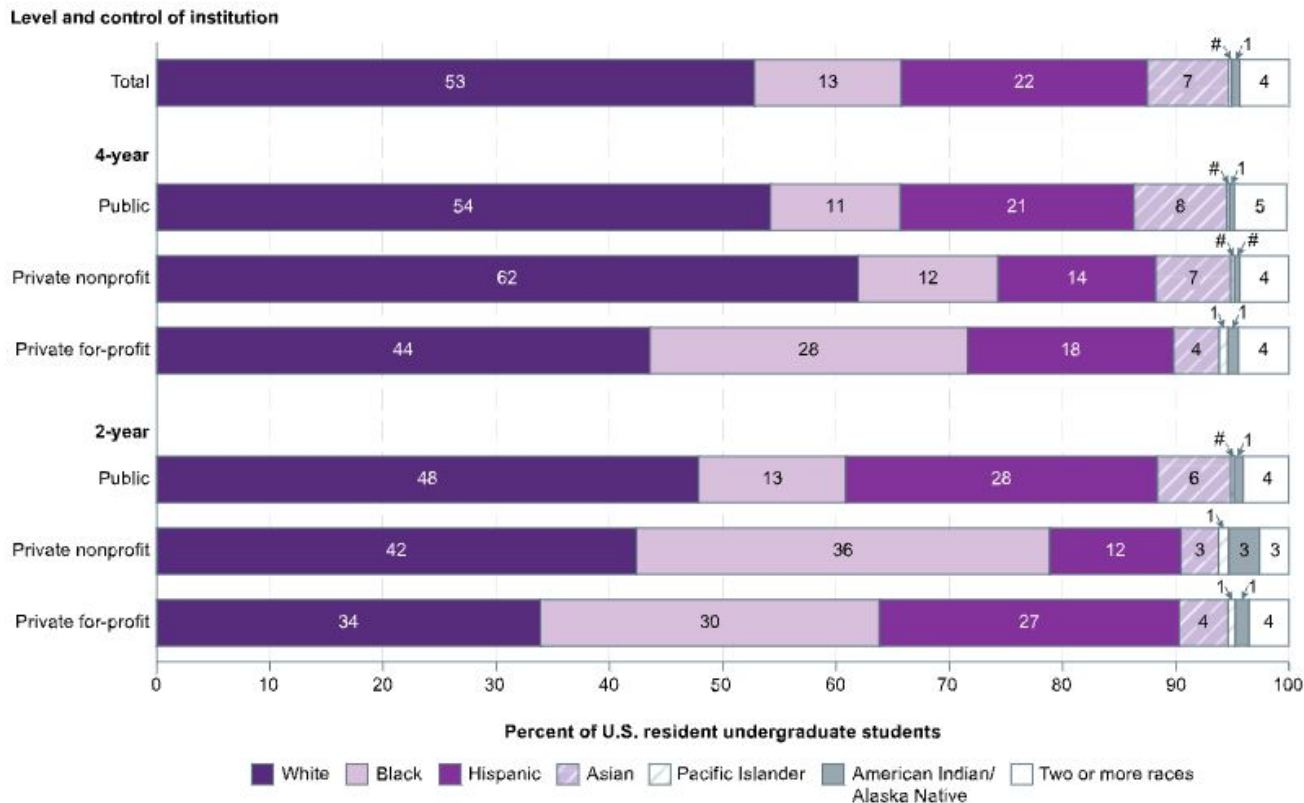
DJ Pepito
Senior Director of
Research and
Innovation
Society for College
and University
Planning

U.S. Higher Ed Demographics

Demographic Shift

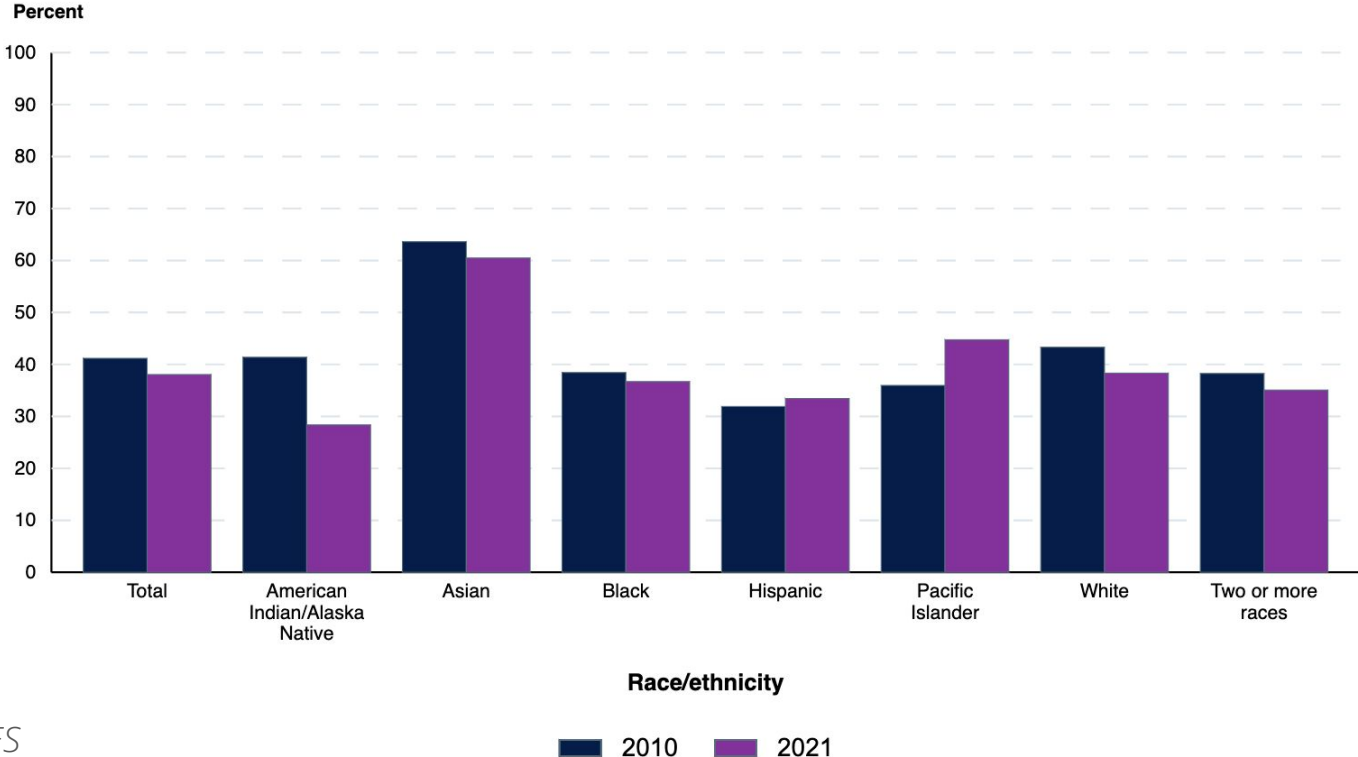
- 1 in 5 Gen Z adults identify as LGBT (born 1997-2003) (Gallup)
 - Millennials: 10.5%
 - Gen X: 4.2%
 - Baby Boomers: 2.6%
- 49% of Gen Z is non-white (U.S Census)
 - 25% Hispanic
 - 14% Black
 - 5% Asian
- White people will be the minority in the U.S. by 2045 (U.S Census)
- Underrepresented minority student applicants rose 31% this year compared to 2019-2020 (Common App)

2020 U.S. Undergraduate Enrollment



Source: NCES

College Enrollment Rate, 18-24 Year Olds

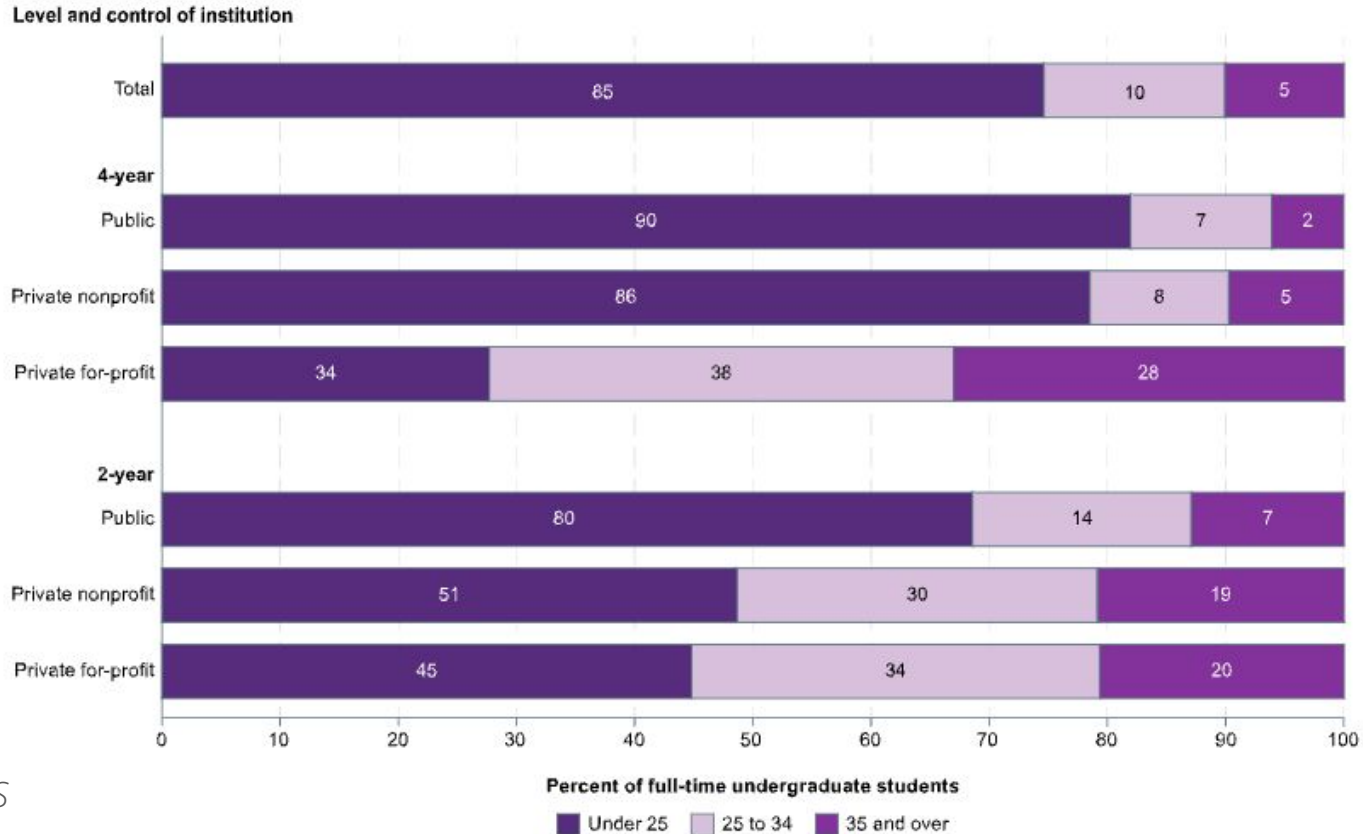


Source: NCES

Existing Market Opportunity

- Less than half of U.S. adults have a college degree
(U.S Census)
- 62.1% of adults over 25 **don't** have a bachelor's degree (U.S Census)
 - Asian: 39%
 - White (Non-Hispanic): 58.1%
 - Black: 71.9%
 - Hispanic: 79.4%

2019 U.S. Undergraduate Enrollment



Source: NCES

Panel Discussion

Do you think that U.S. higher education, as an industry, is effectively serving Black and brown, queer, and/or older learners right now?

What is one part of the internal strategy, structure, or business model of institutions you believe needs to be changed to better serve a shifting demographic of learners?

What should campus leaders consider in terms of our communication, marketing, and interactions with the public if we're focused on increasingly diverse populations of learners?

What do senior higher education leaders need to do differently to create truly inclusive institutions that effectively serve the needs of all learners?

How can we prepare ourselves and our teams to have constructive and honest conversations about the presence (or lack) of equity and inclusion in our institutional strategies, structures, and actions?

Audience Questions

Please use the Q&A box

It's a Demographic Shift, Not A Cliff

