

# WESTERN ACADEMIC LEADERSHIP FORUM

2024 FORUM ANNUAL MEETING  
APRIL 3-5, 2024

**Bridging Place and Purpose**

# The National Student Clearinghouse:

Non-profit, founded by higher education, with 30+ year history of enabling TRUSTED and permissioned access to verified education data



3,600+  
colleges &  
universities



97%  
postsecondary  
enrollment



23,500+  
high schools



70%  
secondary enrollment



5.7 billion  
data transactions  
per year



+25 million  
enrollment records  
received monthly



45 States

Working with 45 state's  
K12 or postsecondary  
education department in a  
research capacity



THE  
GOOD OLD  
DAYS

2011

# The College Payoff

Education, Occupations, Lifetime Earnings

Anthony P. Carnevale, Stephen J. Rose and Ban Cheah

THE GEORGETOWN UNIVERSITY CENTER ON EDUCATION AND THE WORKFORCE

EDUCATION  
OCCUPATIONS  
LIFETIME EARNINGS

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GEORGETOWN UNIVERSITY

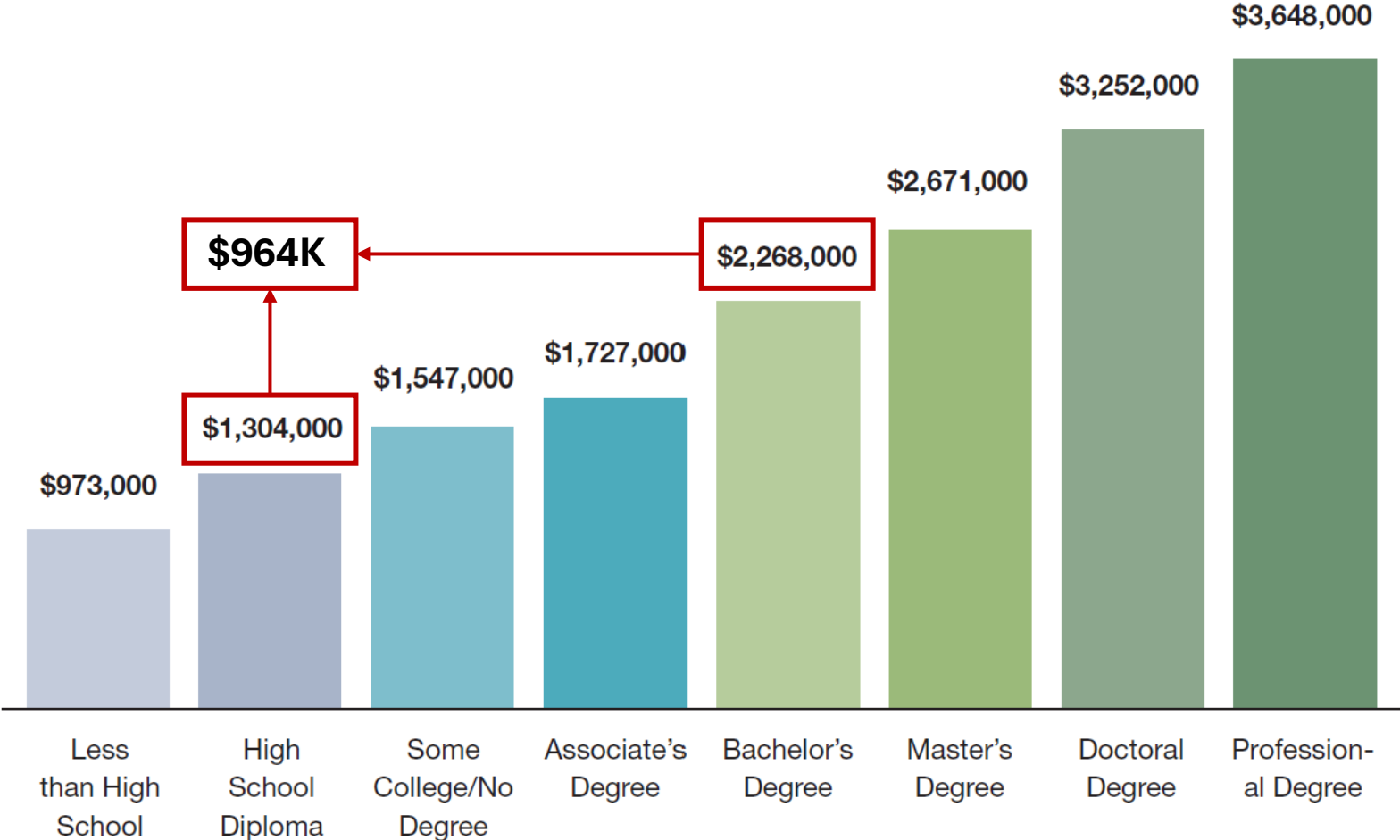


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Center  
on Education  
and the Workforce

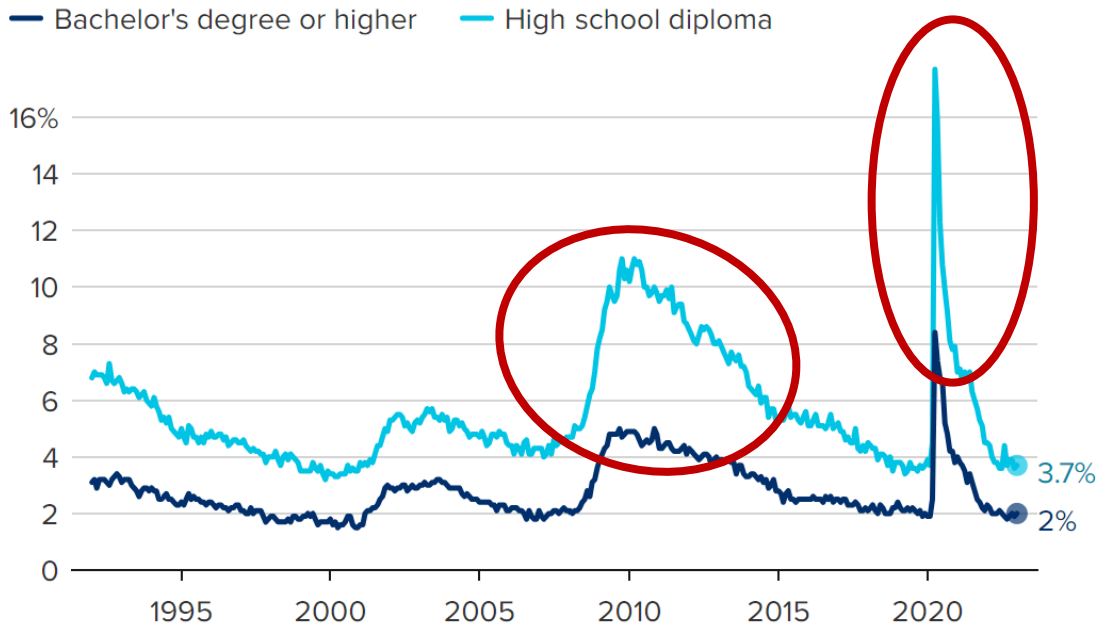
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**FIGURE 1: MEDIAN LIFETIME EARNINGS BY HIGHEST EDUCATIONAL ATTAINMENT, 2009 DOLLARS**



## Unemployment rates by education level

Historically, unemployment rates for workers with only high school diplomas are about double what they are for those with more schooling.



Note: For workers 25 years and older  
Seasonally adjusted

Chart: Gabriel Cortes / CNBC

Source: [U.S. Bureau of Labor Statistics](#) via [FRED](#)

Data last updated Feb. 3, 2023



# Enrollments were at near all time highs.....

FALL 2012

**Table 1:** Estimated National Enrollment by Sector (Title IV, Degree-Granting Institutions)

Sector	FALL 2012		FALL 2011		FALL 2010	
	Enrollment	% Change from Prior Year	Enrollment	% Change from Prior Year	Enrollment	% Change from Prior Year
<b>Total Enrollment, All Sectors</b>	20,195,924	-1.8%	20,556,272	0.2%	20,510,526	2.3%
<b>Four-Year Public</b>	7,769,609	-0.6%	7,819,806	1.4%	7,712,447	1.6%
<b>Four-Year Private Nonprofit</b>	3,714,967	0.5%	3,697,254	3.3%	3,579,325	2.7%
<b>Four-Year For-Profit</b>	1,463,097	-7.2%	1,577,290	-3.8%	1,639,196	14.8%
<b>Two-Year Public</b>	6,706,913	-3.1%	6,918,915	-1.6%	7,030,516	0.3%
<b>Unduplicated Student Headcount</b> (All Sectors)	19,791,149	-1.7%	20,139,348	0.3%	20,079,147	2.3%

# Enrollment intensity data Fall 2012: 4yr FT learners = 73.2%

FALL 2012

**Table 2:** Estimated National Enrollment by Sector and Intensity Level (Title IV, Degree-Granting Institutions)

Sector	Enrollment Intensity	FALL 2012		FALL 2011		FALL 2010	
		Enrollment	% Change from Prior Year	Enrollment	% Change from Prior Year	Enrollment	% Change from Prior Year
<b>All Sectors</b>	<b>Full-Time</b>	12,694,838	-2.1%	12,965,914	-0.1%	12,978,618	2.9%
	<b>Part-Time</b>	7,501,086	-1.2%	7,590,358	0.8%	7,531,909	1.4%
<b>Four-Year Public</b>	<b>Full-Time</b>	5,685,696	-0.2%	5,699,533	1.4%	5,622,316	1.7%
	<b>Part-Time</b>	2,083,912	-1.7%	2,120,273	1.4%	2,090,130	1.2%



2010  
College is the way

2010  
Threats were tied to  
declining birthrates  
and demographics

Peak enrollments by  
sector

Recession proof

Lifelong economic  
benefit

Enrollment cliffs and  
shifts in learner  
demographics

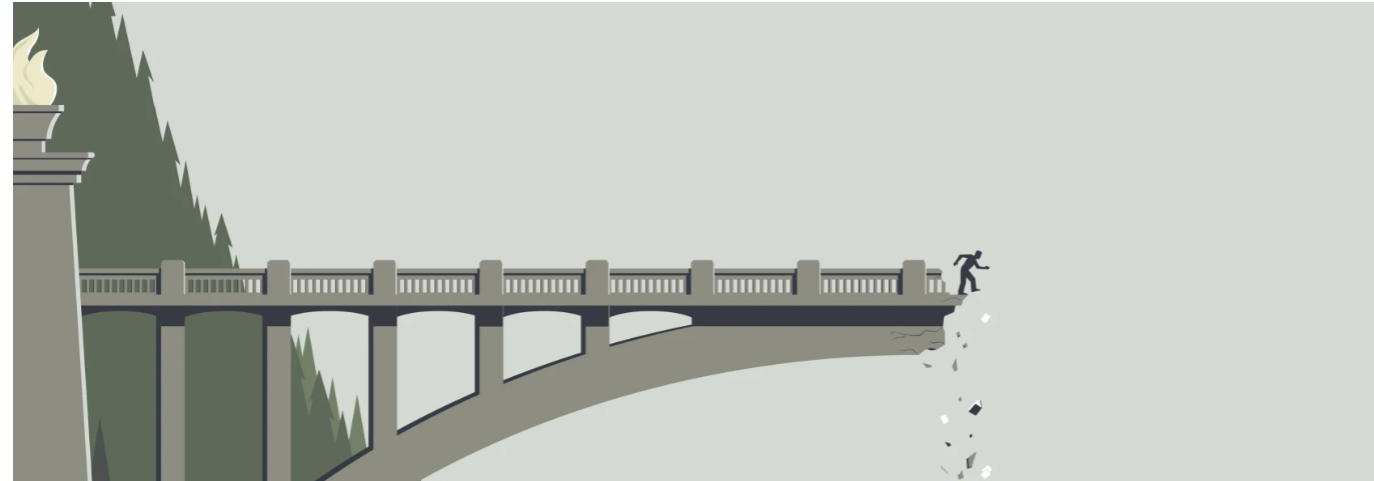


DOUBLE DIP?



# Colleges Were Already Bracing for an ‘Enrollment Cliff.’ Now There Might Be a Second One.

By *Dan Bauman* | FEBRUARY 7, 2024



# Beyond The Doctrine Of “College Is For Everyone”

Nicholas Wyman Contributor ⓘ

*I write about job skills in the 21st-century wo*



THE WALL STREET JOURNAL.

SIGN IN

SUBSCRIBE

## Peter Thiel’s \$100,000 Offer to Skip College Is More Popular Than Ever

More Americans are rethinking the value of a college education



Peter Thiel has offered to pay students to drop out of school to start companies or nonprofits.

MARCO BELLO/GETTY IMAGES



National Student  
Clearinghouse

## College degree requirements in job postings are slowly, but surely, becoming a thing of the past

BY [JANE THIER](#)

February 27, 2024 at 5:05 AM EST



The image shows a dark blue navigation bar from the CNBC website. On the left is the CNBC logo. To its right is a search bar with the text "Search quotes, news & videos" and a magnifying glass icon. Further right is a "WATCHLIST" button. Below these are several menu items: "MARKETS" (with a yellow underline), "BUSINESS", "INVESTING", "TECH", "POLITICS", "CNBC TV", "INVESTING CLUB", and "PRO" (with a lock icon).

PERSONAL FINANCE

## Now hiring: 'New-collar' workers, no degree necessary

PUBLISHED WED, JAN 17 2024•11:23 AM EST | UPDATED WED, JAN 17 2024•11:55 AM EST



FUTURE OF WORK

# Davos 2024: 6 innovative ideas on reskilling, upskilling and building a future-ready workforce

Jan 18, 2024



# Talent Disrupted

**College Graduates, Underemployment, and the Way Forward**

# The well researched and funded narratives on scrutiny of return on college degree education and investment continue to grow

Most people enroll in college because they believe it will help them secure a good job and open the door to economic opportunity. In “Talent Disrupted,” a new and updated version of the 2018 report, “The Permanent Detour,” Strada Institute for the Future of Work and The Burning Glass Institute show that a college degree is not always a guarantee of labor market success.

Underemployment is a large and persistent problem. Underemployment is defined as college graduates working in jobs that do not require a college degree.

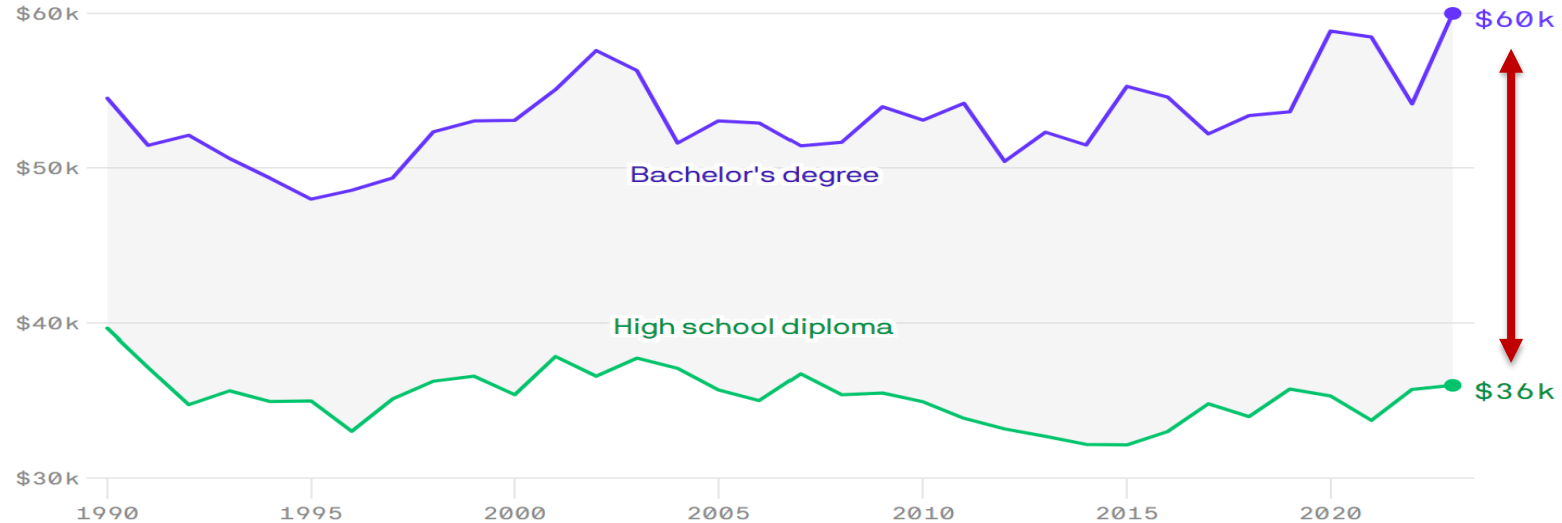
- 50% of graduates are underemployed
- The first job after graduation is critical as underemployment is sticky, 75% are underemployed a decade later
- Underemployment carries a heavy financial cost.
- Underemployment rates vary greatly by college major.
- STEM is not a silver bullet.



# That said there is countervailing data contributing to the confusion in the marketplace.

## Median annual wage for recent graduates

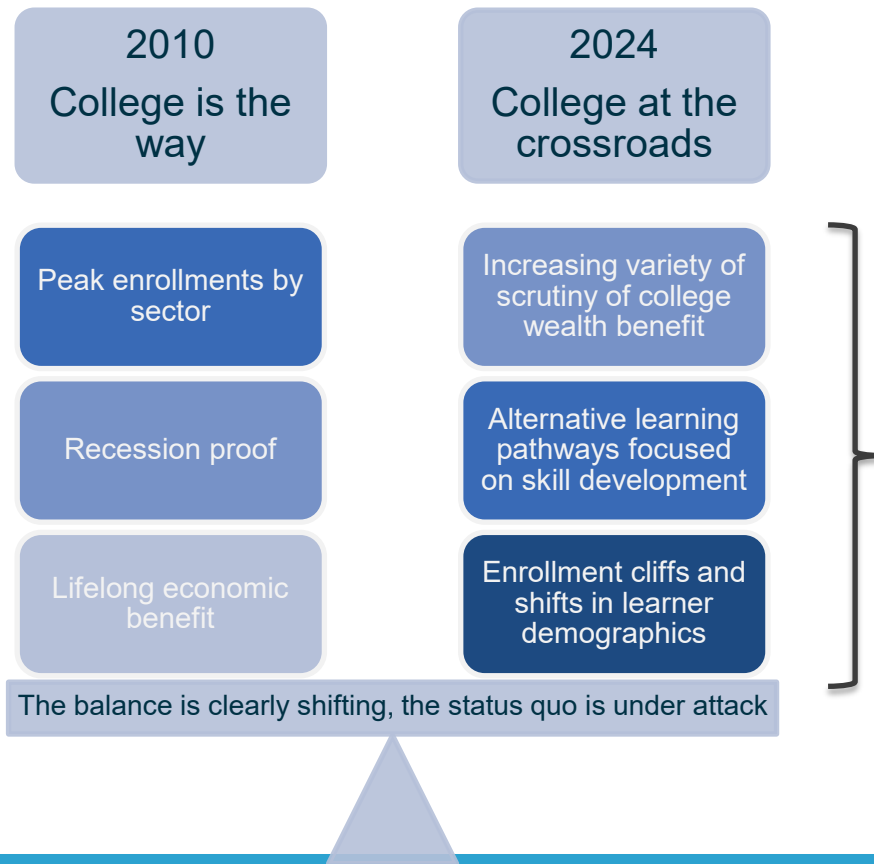
Annually, in 2023 dollars; 1990 to 2023



Data: Federal Reserve Bank of New York; Chart: Axios Visuals

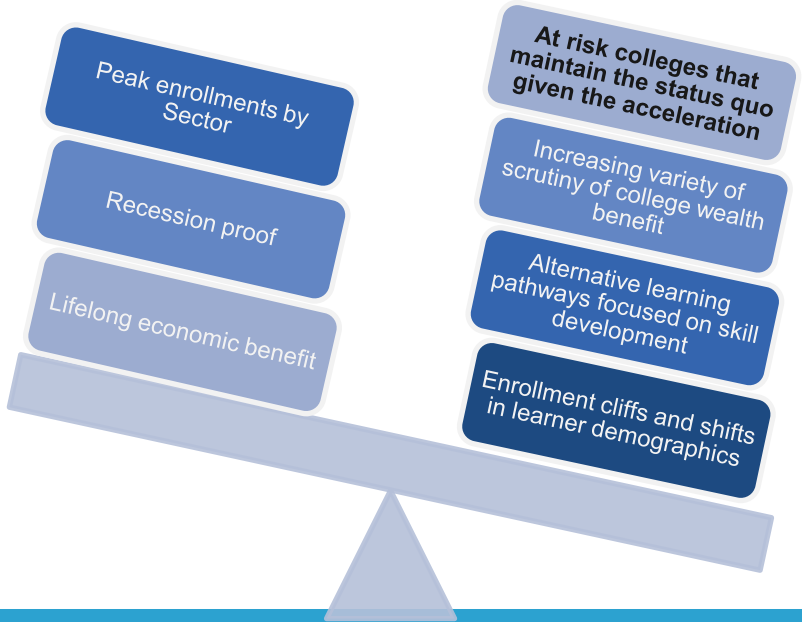
Yes, college is still worth it: The [wage gap](#) between recent college and high school grads has been widening for decades, and grew even more last year, per [new Federal Reserve data](#).

# Trends tipping the balance were present but greatly accelerated as a result of the pandemic



2010  
College is the way

2024  
College at the crossroads



Staying the course for many institutions is not an option.

something small...

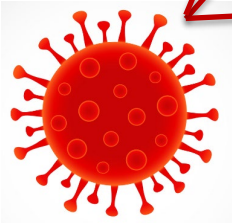
We all knew that enrollment cliffs were coming...but other factors (such as costs and accessible alternatives) contributed greatly to the current state

gets bigger...

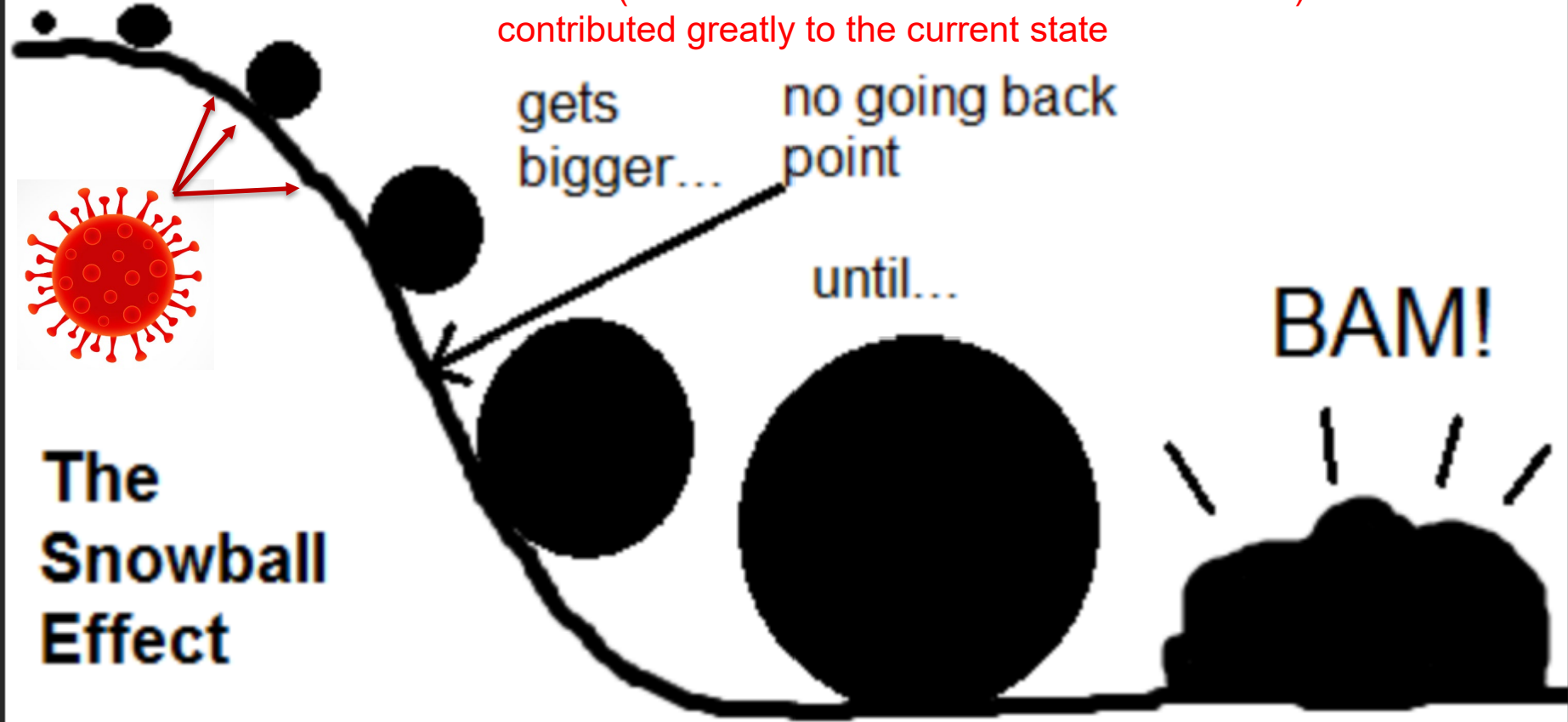
no going back point

until...

**BAM!**



# The Snowball Effect



Jan 20, 2022

## Higher Ed's Evolutionary – Not Revolutionary – Pandemic Response

The sector is slowly adapting to recent enrollment declines.

Retrench

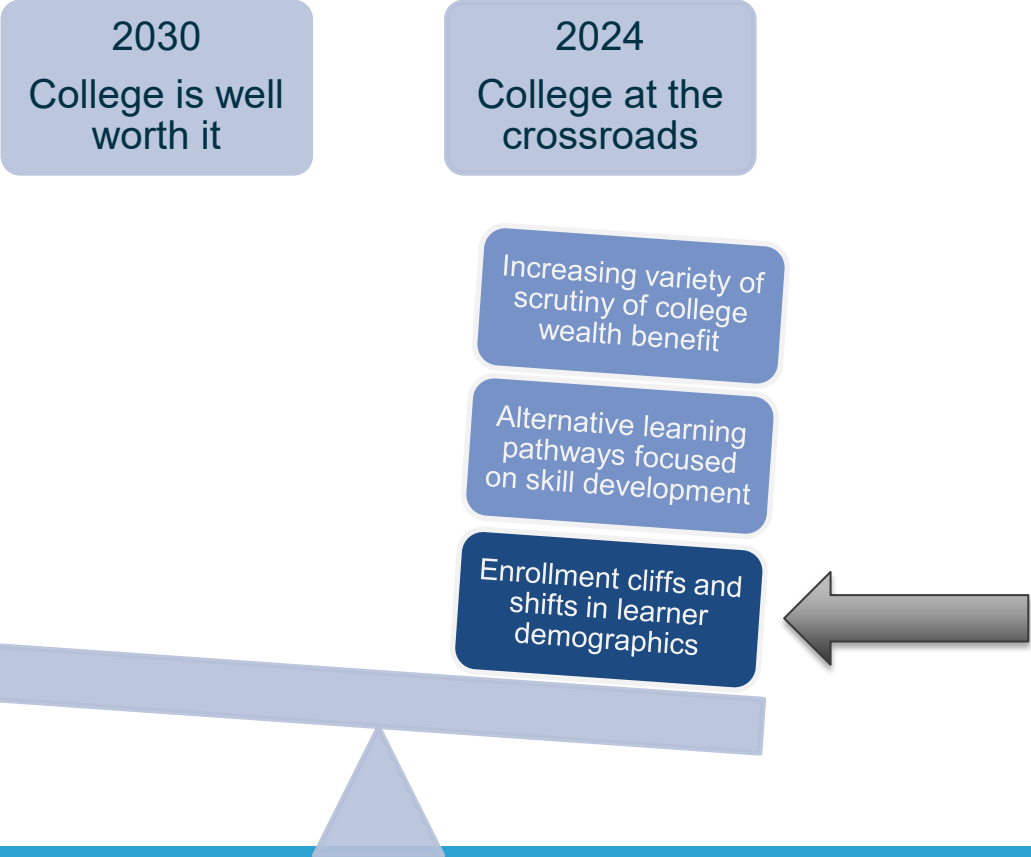


Evolve



Transform

# Let's focus on the enrollment shifts to begin to conceptualize the way forward



## Enrollment cliffs and shifts in learner demographics

**Fall Term enrollments – Total Enrollments over time**

**Fall term enrollments – Top majors over time in 4 year institutions**

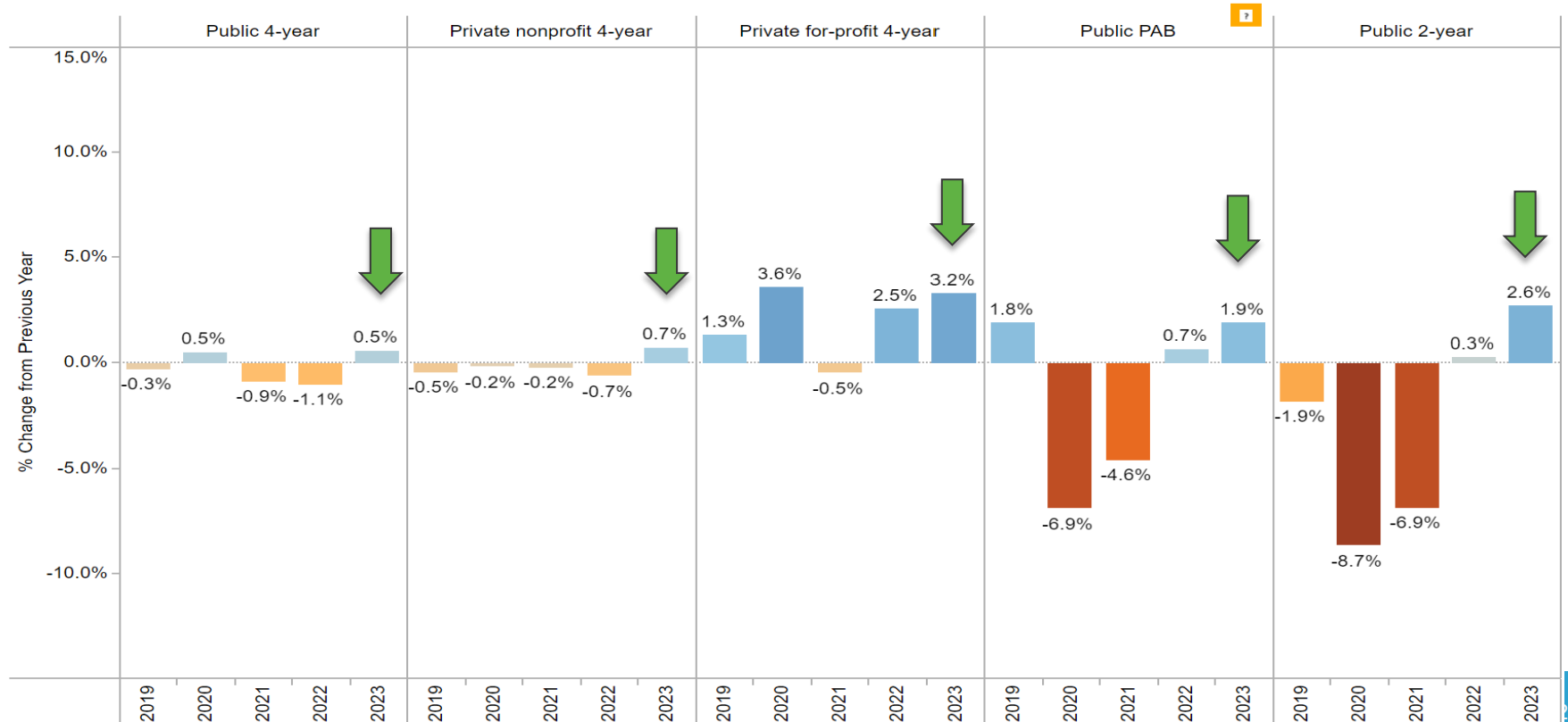
**Fall Term enrollments – First year students over time**

**Transfers**

**Some College No Credential**

# All sectors experienced fall term year over year growth

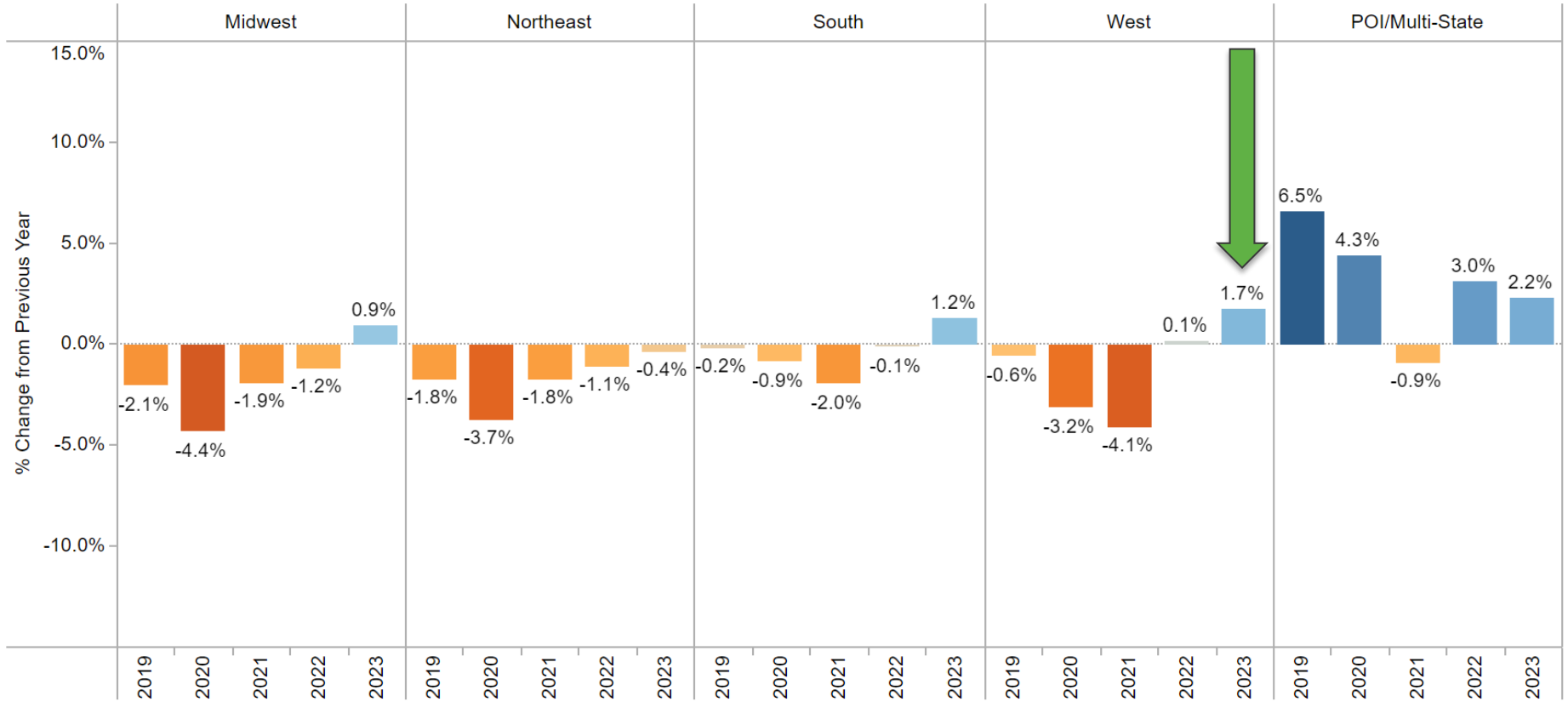
Figure 1.1 Annual Percent Change in Fall Total Enrollment by Sector

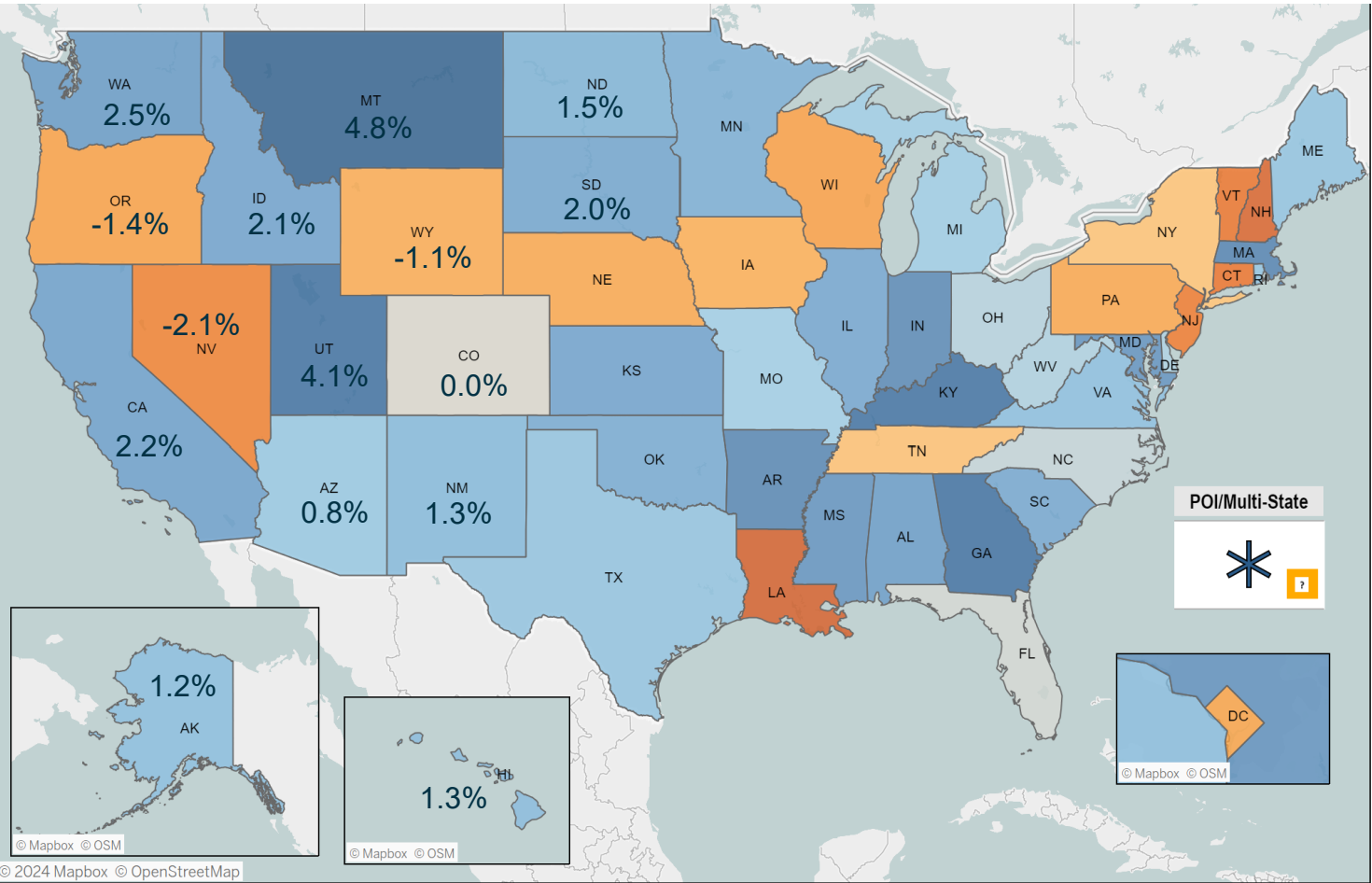




# The Western region led the regions in enrollment growth

Figure 5.4 Total Enrollment by Region

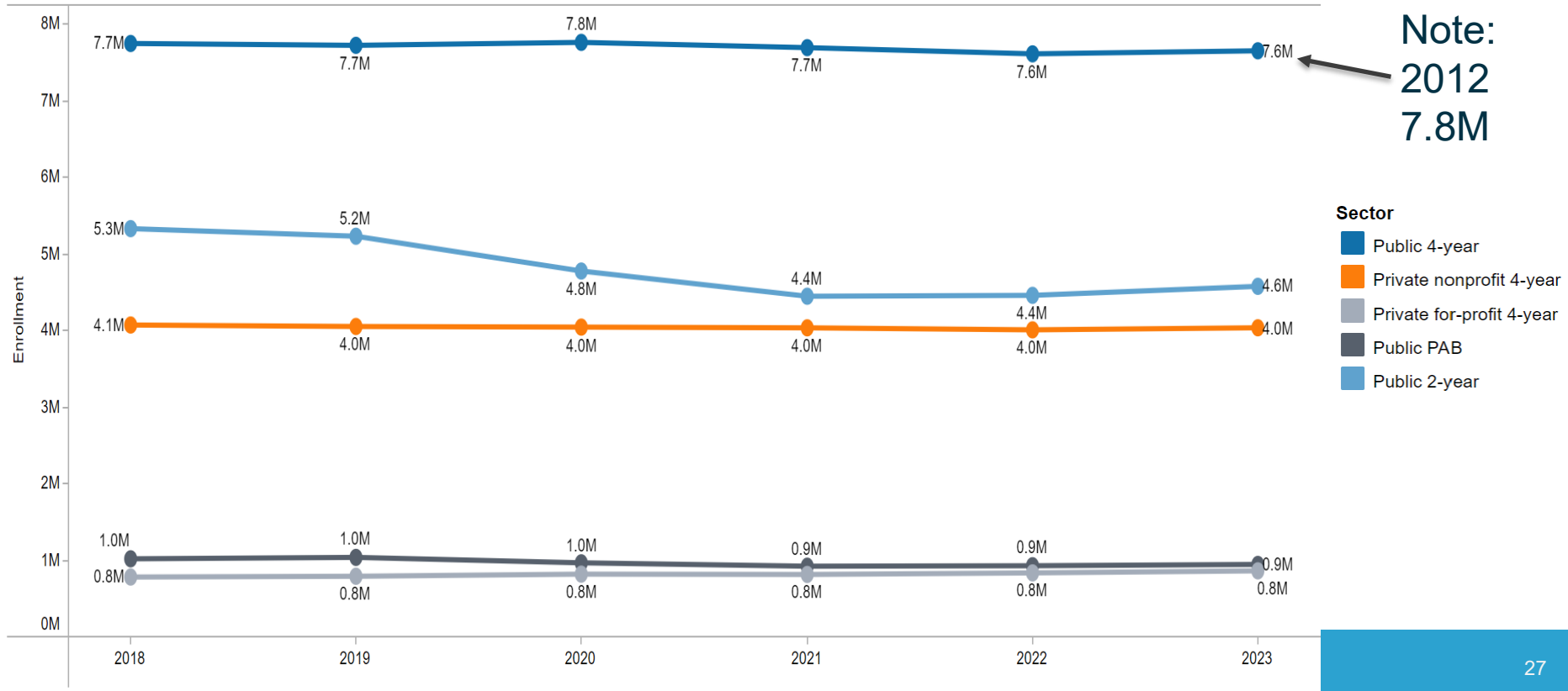




Most western states saw year over year fall term enrollment gains

# Total enrollments in the public 4yr sector have remained flat over time

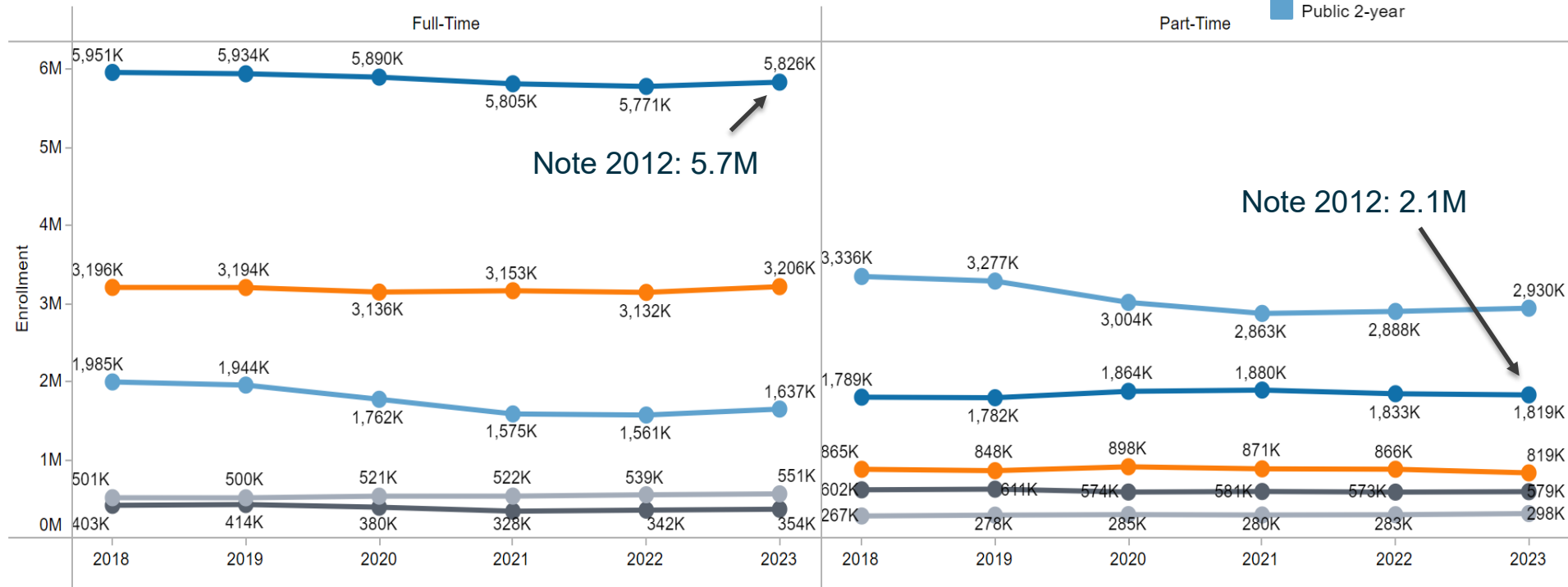
Figure 1.2 Fall Total Enrollment by Sector



# 4yr FT learners = 76.2% up from 73.2% in 2012

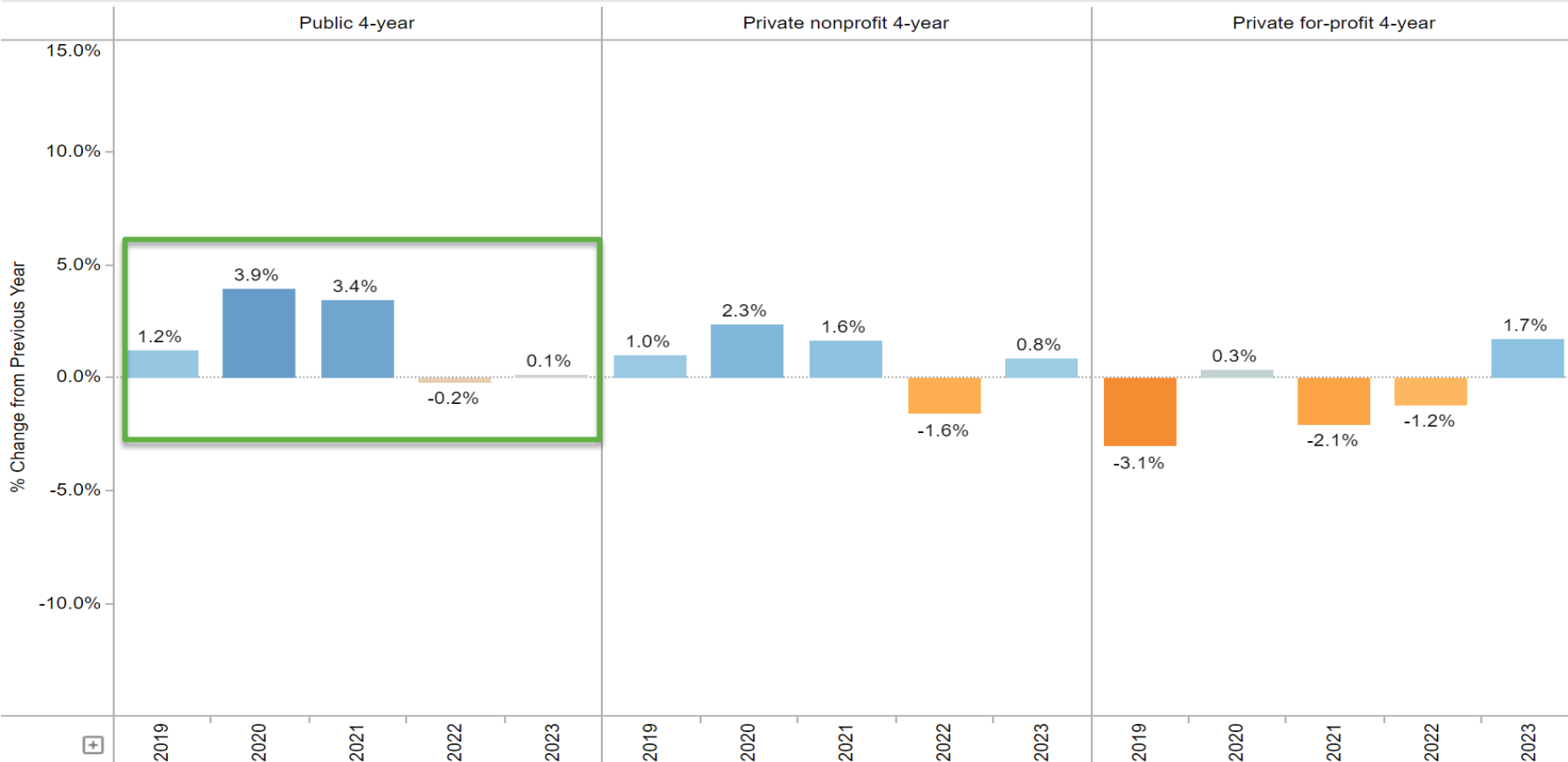
- Sector**
- Public 4-year
  - Private nonprofit 4-year
  - Private for-profit 4-year
  - Public PAB
  - Public 2-year

Figure 1.4 Fall Total Enrollment by Sector and Enrollment Intensity



# Increased grad student enrollment levels seem to be sustaining

Figure 1.1 Annual Percent Change in Fall Graduate Enrollment by Sector



## Enrollment cliffs and shifts in learner demographics

**Fall Term enrollments – Total Enrollments over time**

**Fall term enrollments – Top majors over time in 4-year institutions**

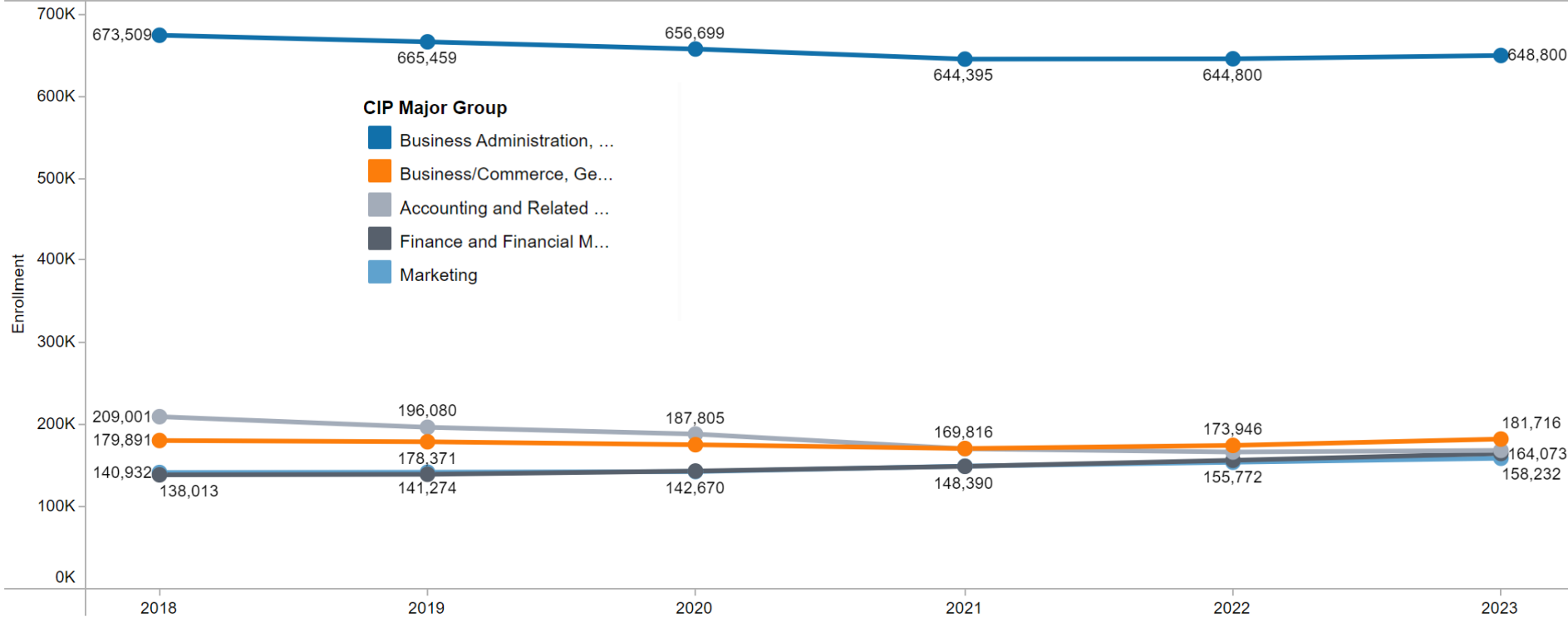
**Fall Term enrollments – First year students over time**

**Transfers**

**Some College No Credential**

# Overall Business majors declined 4.2% over 5 years

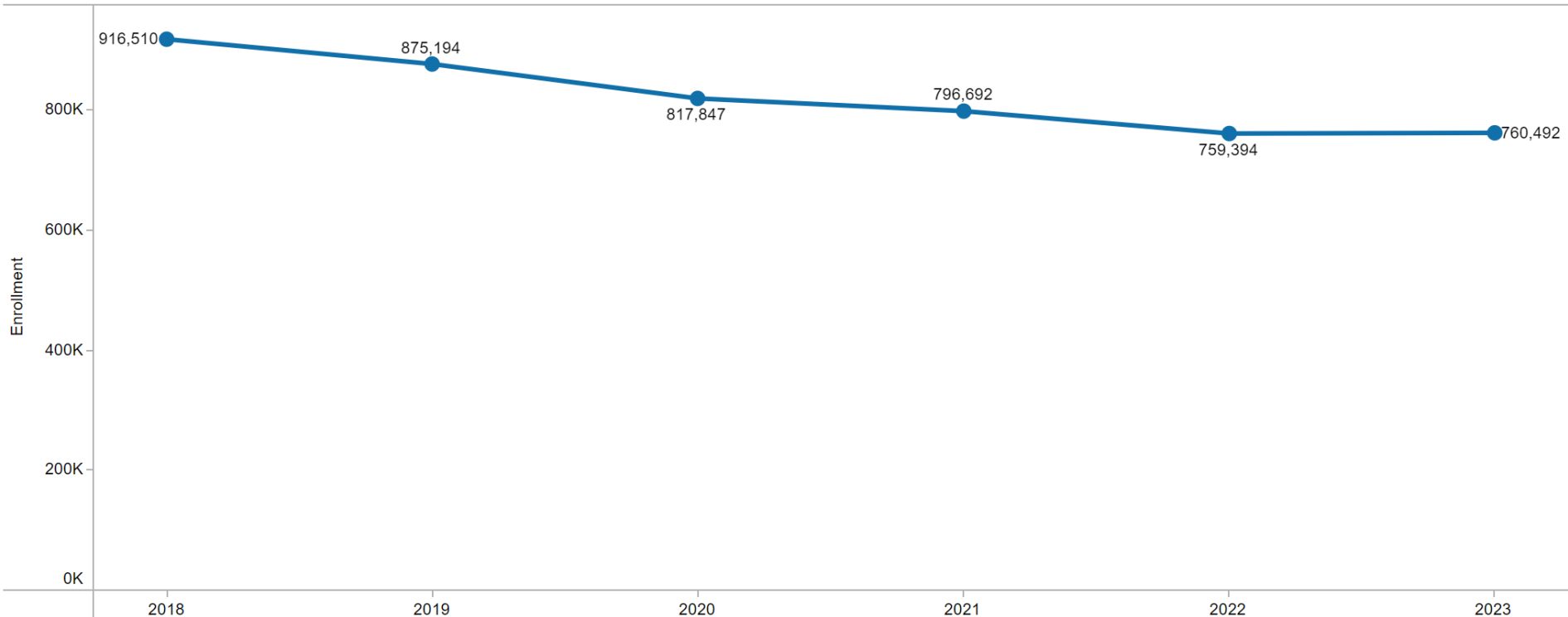
Figure 6.2 Enrollment in Top 5 Major Groups for Business, Management, Marketing, and Related Support Family at Undergraduate 4-year Institutions



# Liberal Arts majors declined by 17%; 155K learners

Figure 6.2 Enrollment in Top 5 Major Groups for Liberal Arts and Sciences, General Studies and Humanities Family at Undergraduate 4-year Institutions

7





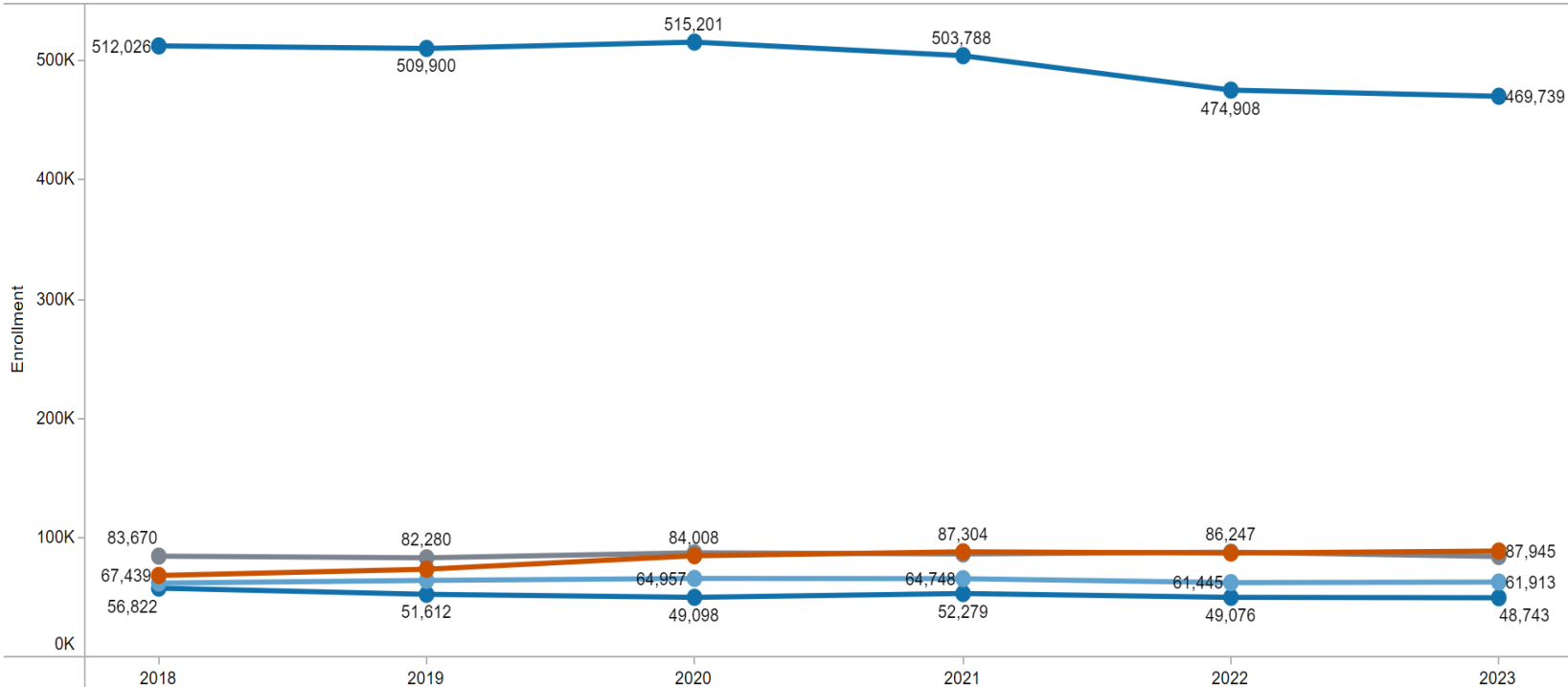
# Undergraduate Health Professionals declined by 3%

Figure 6.2 Enrollment in Top 5 Major Groups for Health Professions and Related Clinical Sciences Family at Undergraduate 4-year Institutions



## CIP Major Group

- Registered Nursing, Nur...
- Health Services/Allied H...
- Health and Medical Admi...
- Public Health
- Health/Medical Preparat...



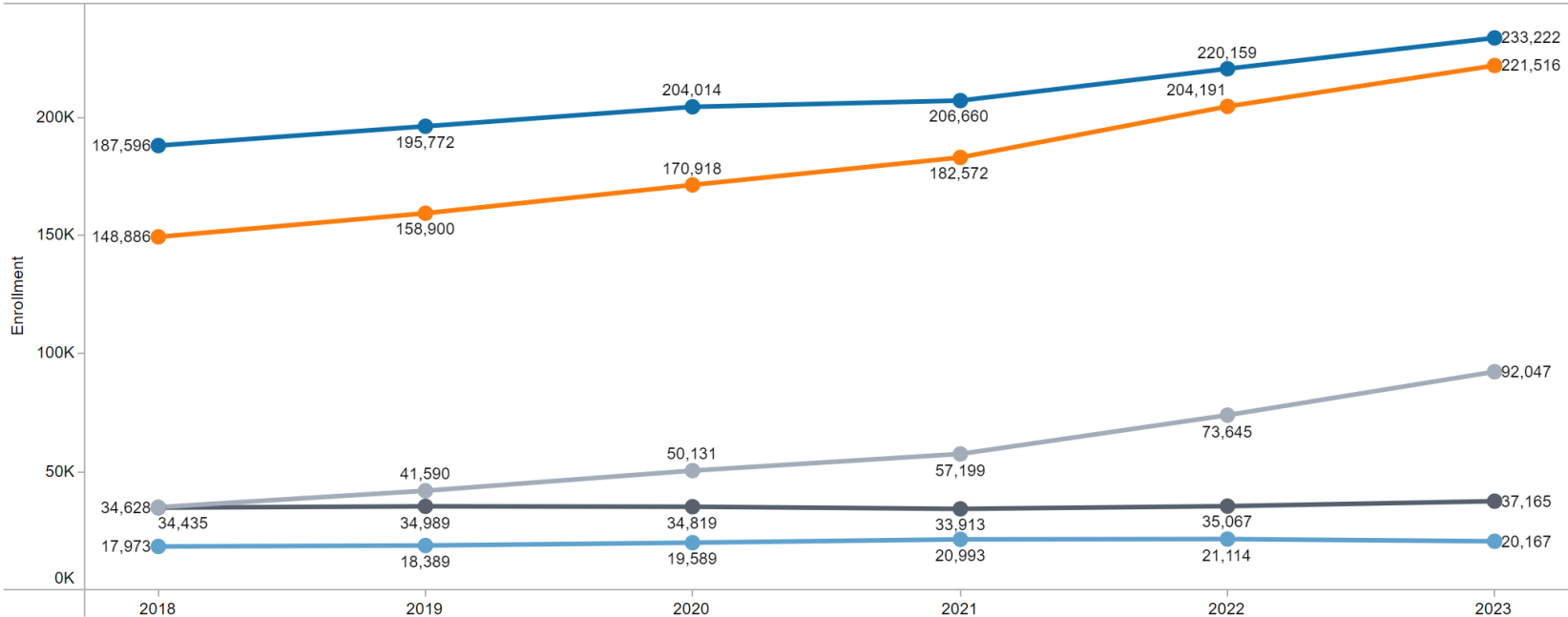
# Computer and info Science majors grew by 43% or 180K learners

Figure 6.2 Enrollment in Top 5 Major Groups for Computer and Information Sciences and Support Services Family at Undergraduate 4-year Institutions



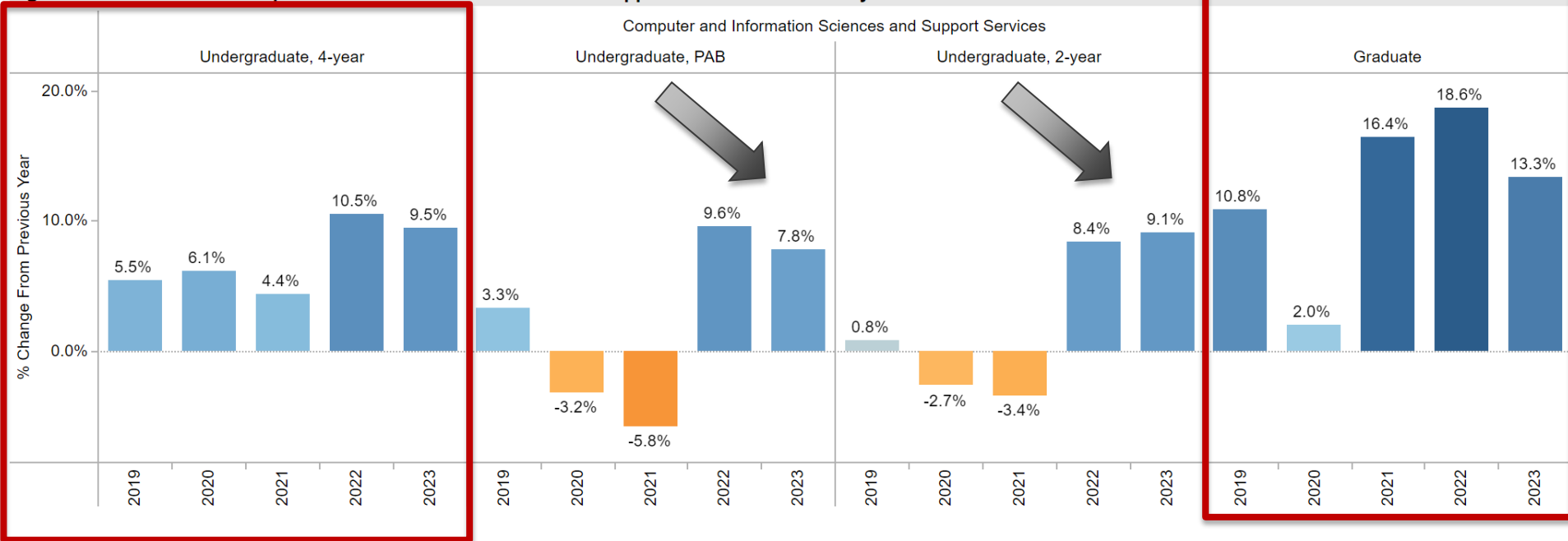
CIP Major Group

- Computer and Informatio...
- Computer Science
- Computer/Information Te...
- Information Science/Stud...
- Computer Software and ...



# A deeper look at Computer and Info Sciences show gains across the Board in ALL Sectors

Figure 6.3 Enrollment in Computer and Information Sciences and Support Services Field Family



Ties to previous page

## Enrollment cliffs and shifts in learner demographics

**Fall Term enrollments – Total Enrollments over time**

**Fall term enrollments – Top majors over time in 4-year institutions**

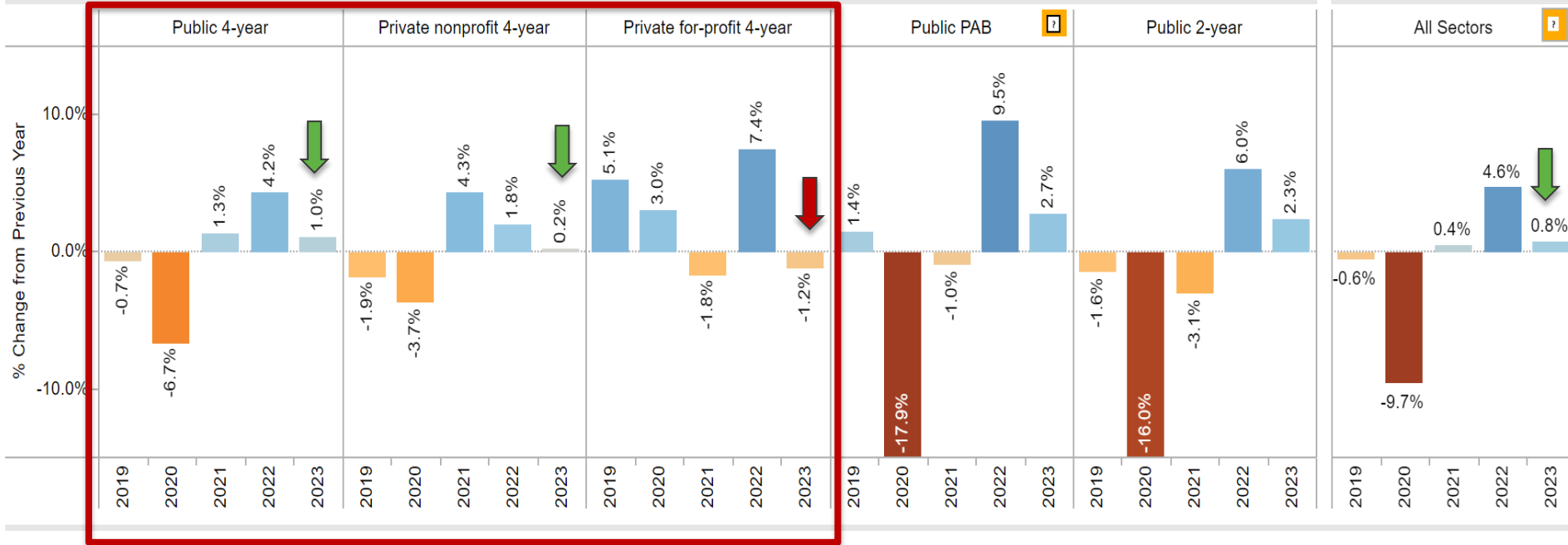
**Fall Term enrollments – First year students over time**

**Transfers**

**Some College No Credential**

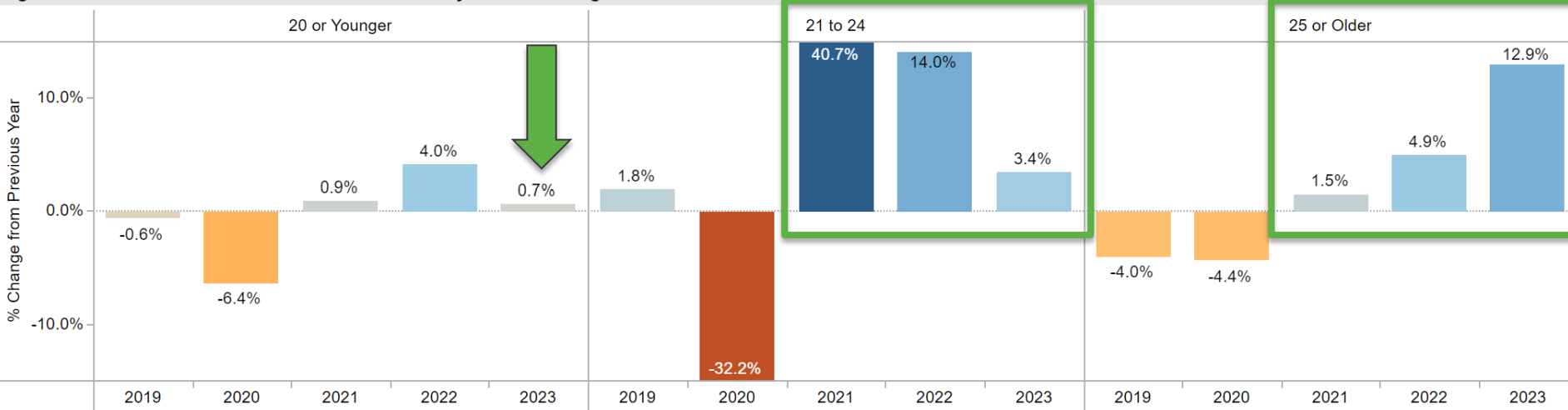
# Fall freshmen enrollments were slightly up from prior: 0.8%.... But relatively flat across the 4 year sectors

Figure 3.1 Annual Percent Change in Fall Freshman Enrollment for All Students by Sector



# Very little increase across the sectors for traditional age learners; enrollments of older aged learners continues an upward trajectory

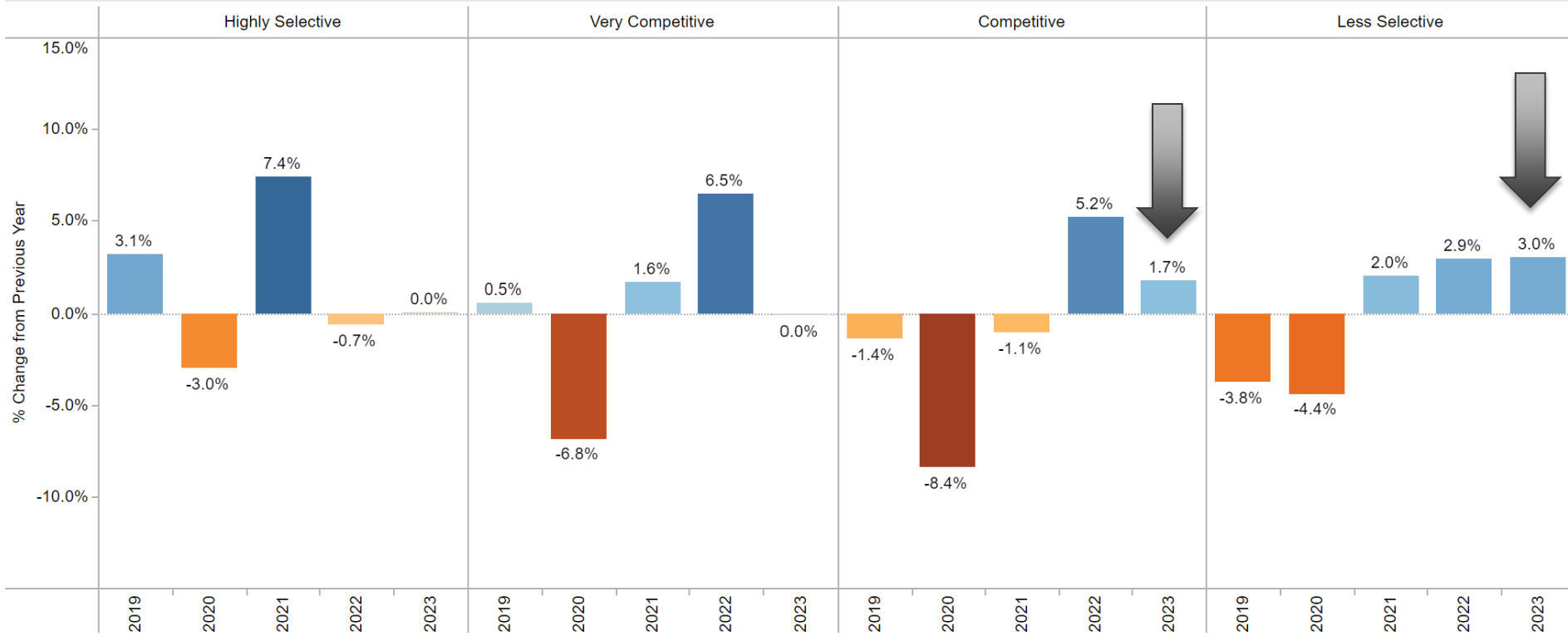
Figure 3.2 Freshman Enrollment for All Students by Sector and Age



# In the 4 year sector competitive and less selective schools saw larger increases in freshman enrollments

Figure 3.4 Annual Percent Change in Freshman Enrollment at Public 4-year Institutions for All Students by Admissions Selectivity (Unweighted)

7

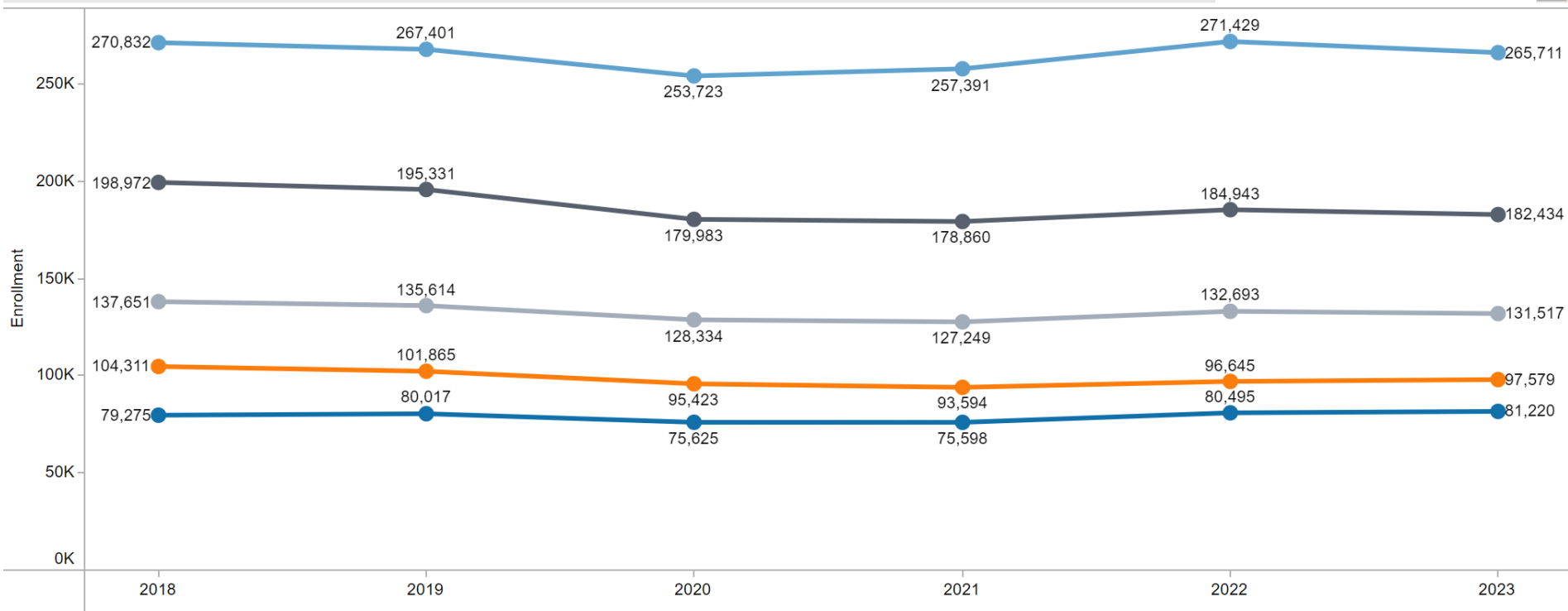


# Freshmen enrollment levels correlate with income quintiles in order of quintile (High to low)

## Neighborhood Income

- Top Quintile
- Upper Middle Quintile
- Middle Quintile
- Lower Middle Quintile
- Bottom Quintile

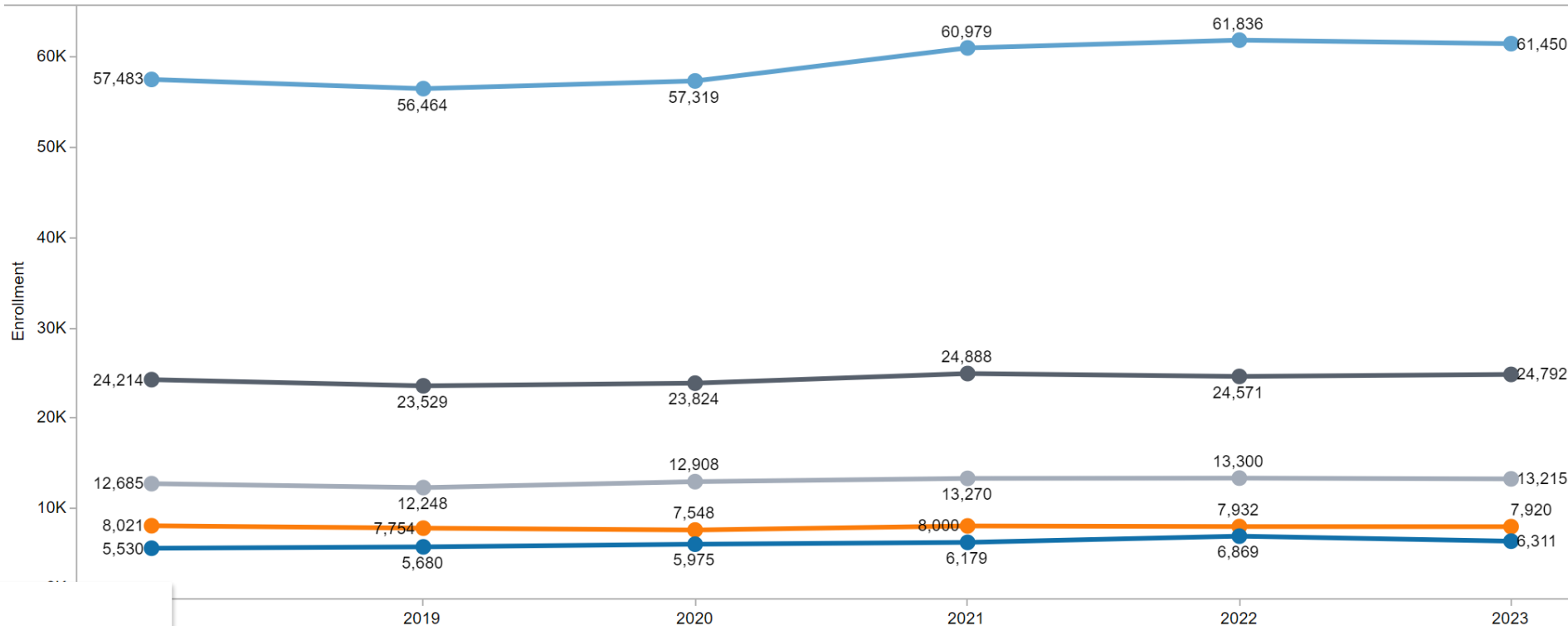
Figure 3.3 Freshman Enrollment at Public 4-year Institutions for All Students by Neighborhood Income (Traditional Age Only)





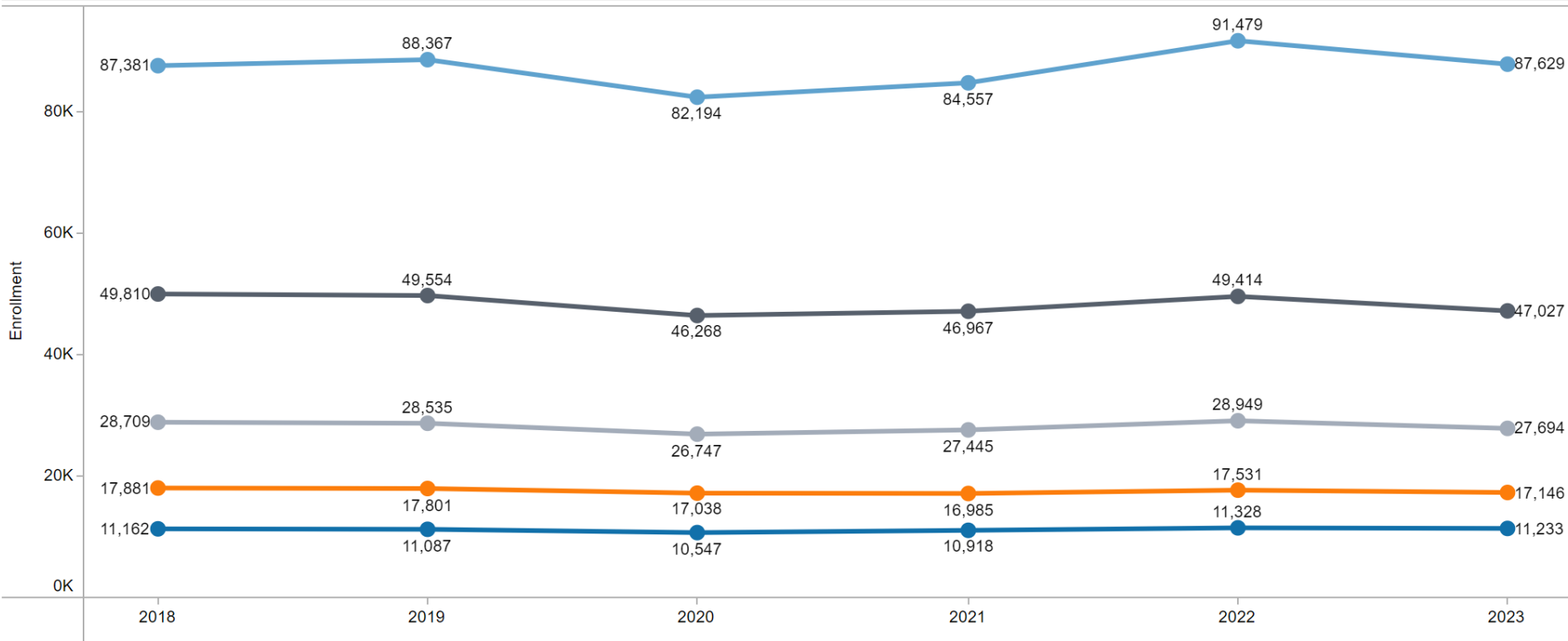
# At highly selective institutions the income quintile gap is very large between high end income and all other quintiles

Figure 3.5 Freshman Enrollment at Highly Selective Public 4-year Institutions by Neighborhood Income (Traditional Age Only; Unweighted)



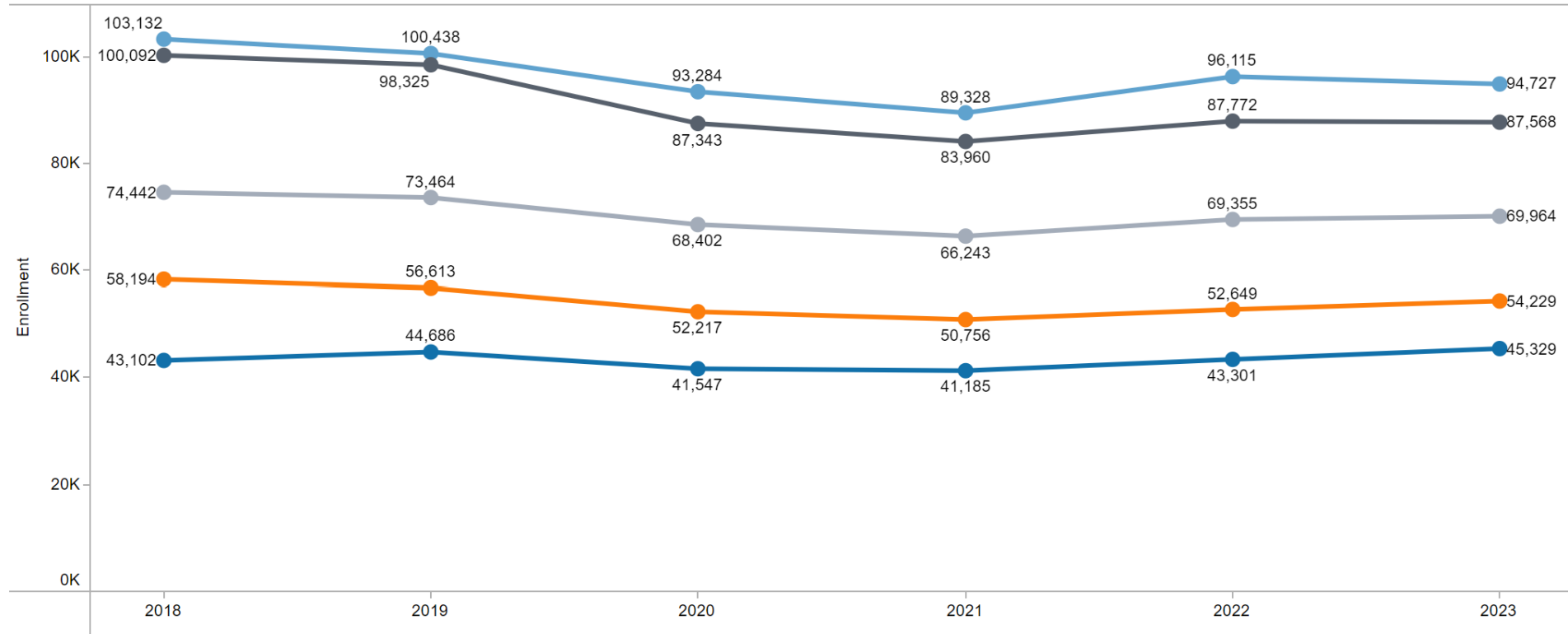
# At very competitive schools the gap shrinks somewhat but remains quite high

Figure 3.5 Freshman Enrollment at Very Competitive Public 4-year Institutions by Neighborhood Income (Traditional Age Only; Unweighted)



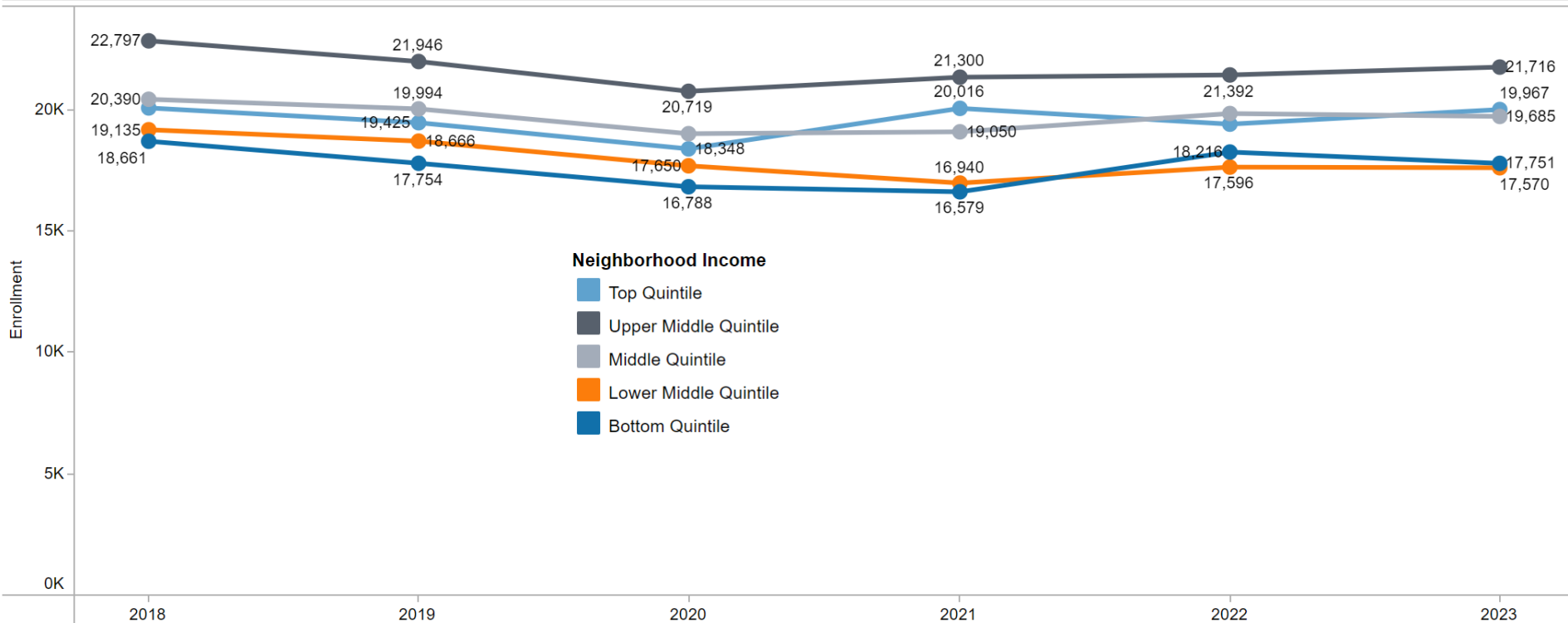
# At competitive institutions, the quintile alignment still holds but the gaps are greatly reduced

Figure 3.5 Freshman Enrollment at Competitive Public 4-year Institutions by Neighborhood Income (Traditional Age Only; Unweighted)




# At less selective institutions, the quintile order in fact changes and is much more closely packed together

Figure 3.5 Freshman Enrollment at Less Selective Public 4-year Institutions by Neighborhood Income (Traditional Age Only; Unweighted)

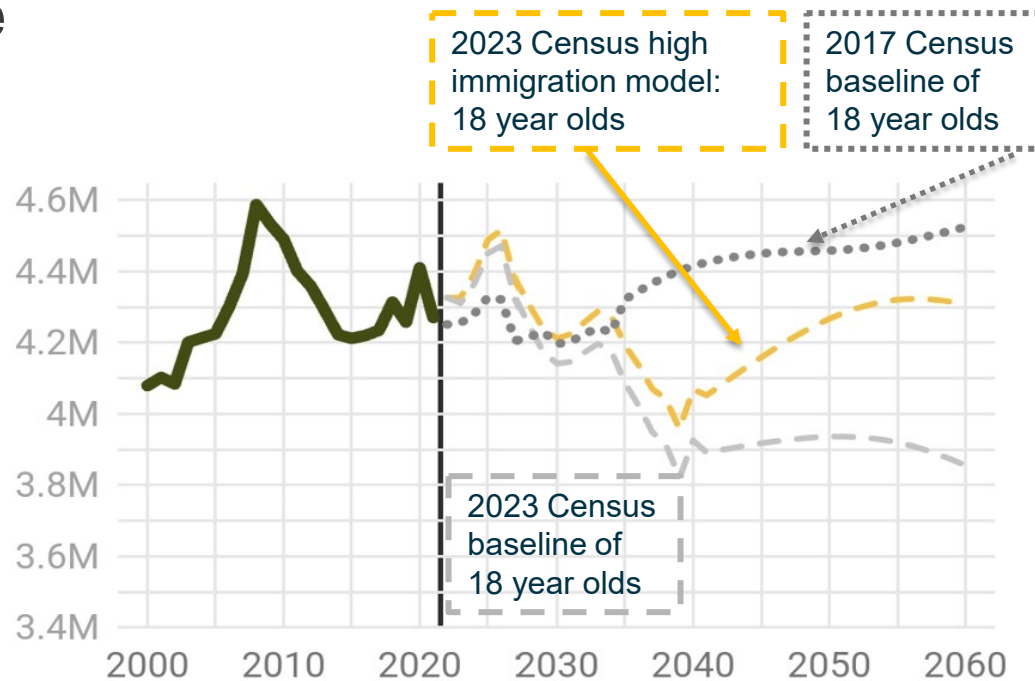


# First fall enrollment trends have declined over the past 7 years

	Class of 2015	Class of 2022	
High Poverty	51%	50%	
Low Poverty	76%	71%	
Low Income	54%	52%	
High Income	69%	63%	
High Minority	57%	54%	
Low Minority	68%	64%	

# Engaging with lower socioeconomic learners are a large opportunity for growth; immigration according to Census will not make up their difference from the 2017 baseline

	HS Grads not enrolling
High Poverty	50%
Low Poverty	30%
Low Income	48%
High Income	37%
High Minority	46%
Low Minority	36%



Source: U.S. Census Bureau • [Get the data](#) • Created with [Datawrapper](#)

## Enrollment cliffs and shifts in learner demographics

**Fall Term enrollments – Total Enrollments over time**

**Fall term enrollments – Top majors over time in 4-year institutions**

**Fall Term enrollments – First year students over time**

**Transfers**

**Some College No Credential**





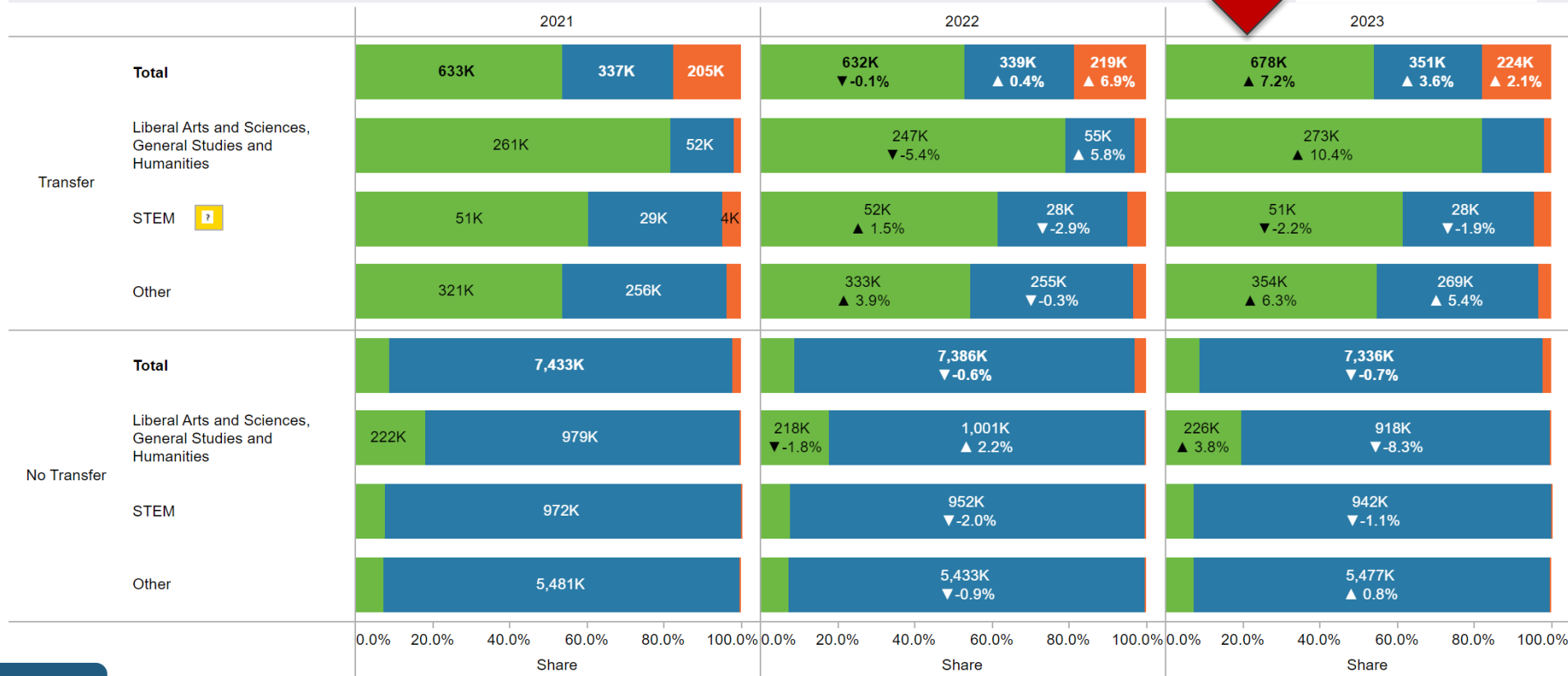
# Nearly half of transfers come with a change in major

Major Change Status  
Fig. 4.1

- Major Change
- No Major Change
- Missing



Figure 4.1 Major Change by Transfer Status and Prior Major Group



## Enrollment cliffs and shifts in learner demographics

**Fall Term enrollments – Total Enrollments over time**

**Fall term enrollments – Top majors over time in 4-year institutions**

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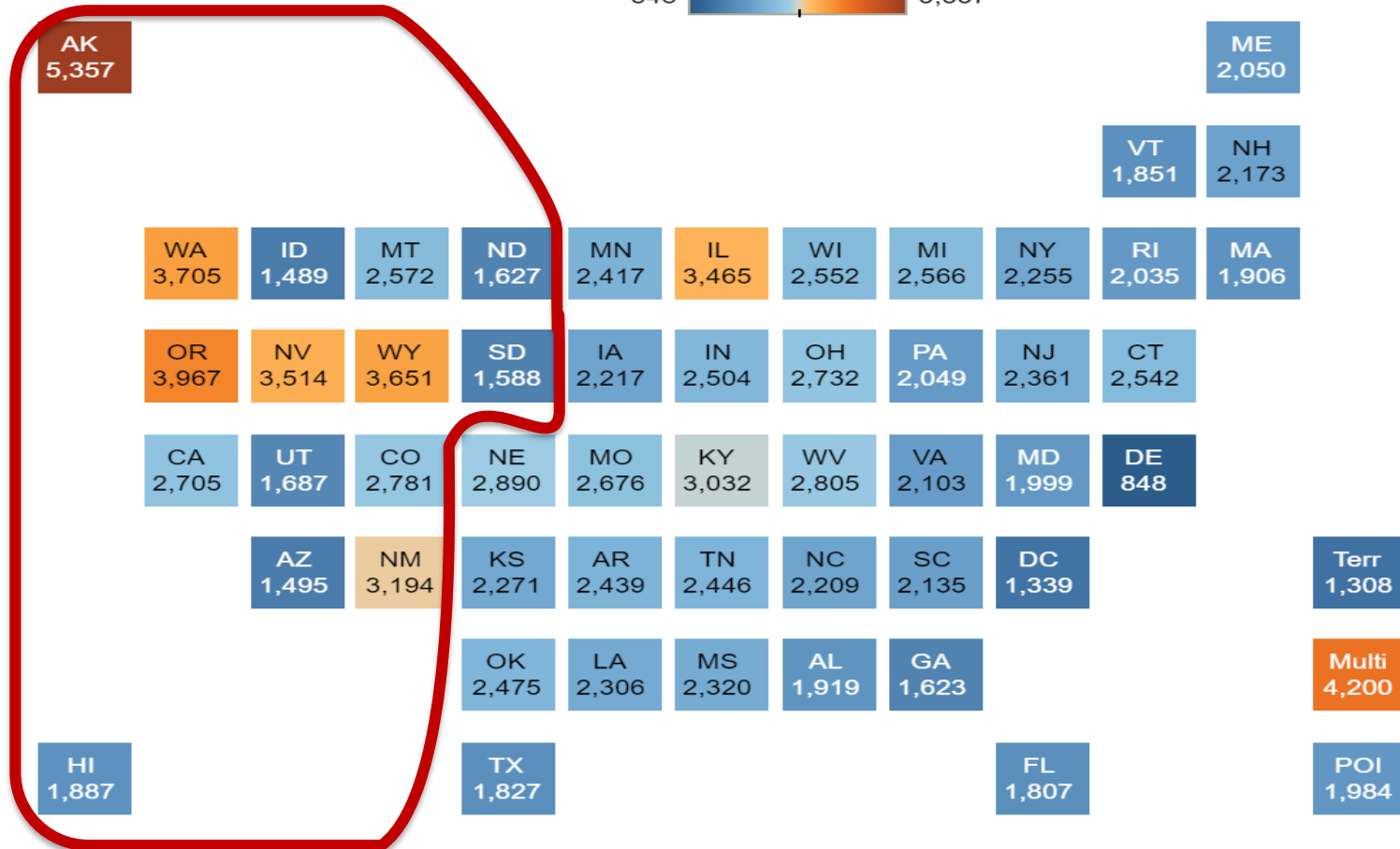
# According to NSC there are 40.5M individuals with Some College and No Credential: 53% between ages 25 and 44

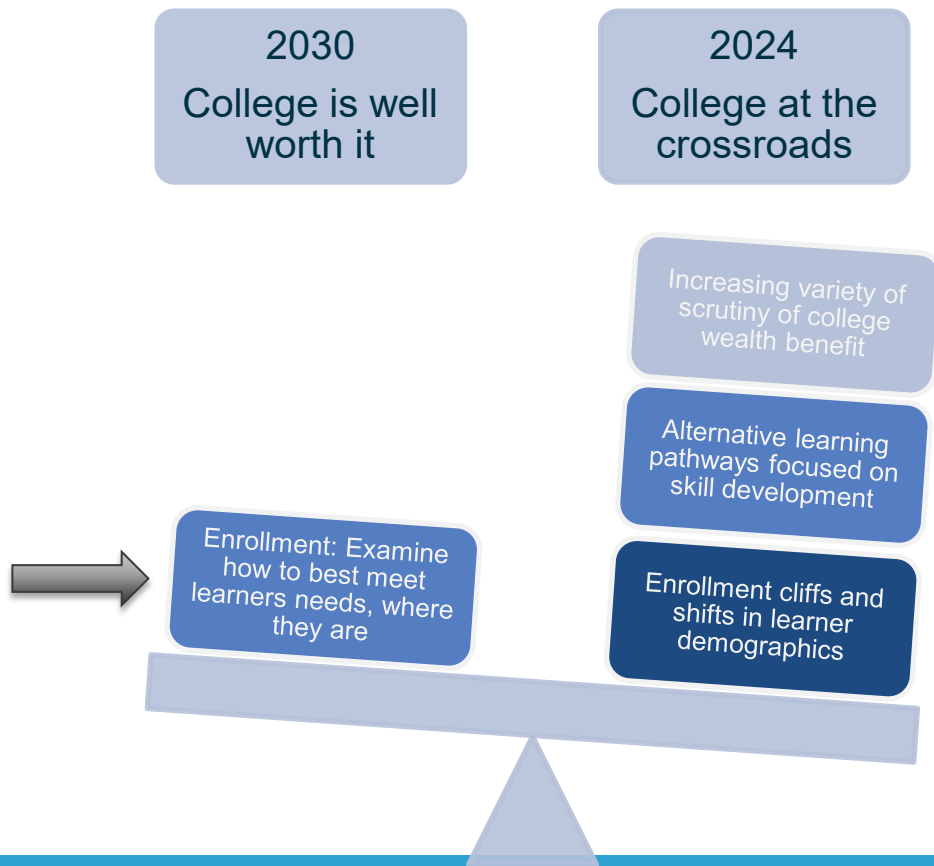
SCNC Population by Current Age					
	20 to 24	25 to 34	35 to 44	45 to 64	Over 65
Count	2.17M	11.15M	10.24M	10.73M	4.63M
Share	5.4%	27.5%	25.3%	26.5%	11.4%

# SCNC Student Counts per 1,000 Undergraduates



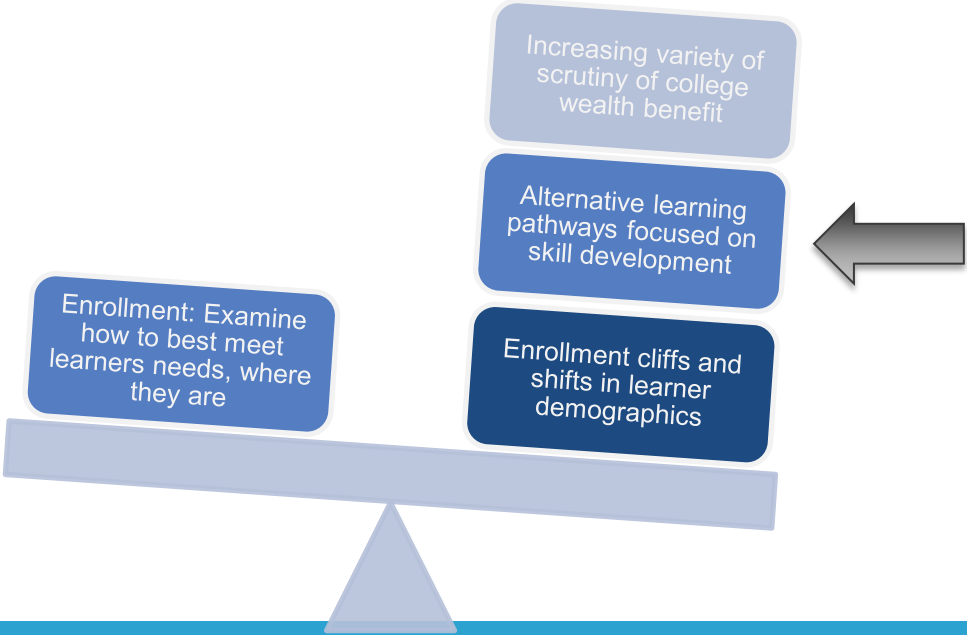
848 5,357



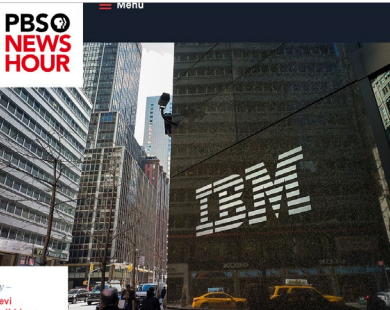


2030  
College is well worth it

2024  
College at the crossroads



# US Skilled Trades Worker Shortage Worsening Amid Soaring Demand & Workforce Crisis



There is no question that enterprises are taking matters into their own hands and aggressively pursuing newly skilled labor and pulling from traditional higher ed enrollees

IBM hired over 15,000 workers last year based on skills with NO post-secondary credential & just a HS diploma

Facing skilled worker shortage, U.S. companies try to train their own new labor pools

## Nearly half of American companies say they are short on skilled workers



By [Anneken Tappe, CNN Business](#)

Updated 12:01 AM ET, Mon October 25, 2021

## Excerpts from the [National Conference of State Legislators](#) site

- The Burning Glass Institute found that between [2017 and 2019](#), 46% of middle-skill and 31% of high-skill occupations showed declines for degree requirements on job postings.
- Opportunity at Work, estimates there are more than [70 million STARs](#) across the country who gain skills through alternative routes such as community college, military service, on-the-job learning, or workforce training programs.
- Through a mix of executive and legislative actions, at least 16 states no longer require a four-year degree for most state jobs.



THE WALL STREET JOURNAL

# More Students Are Turning Away From College and Toward Apprenticeships



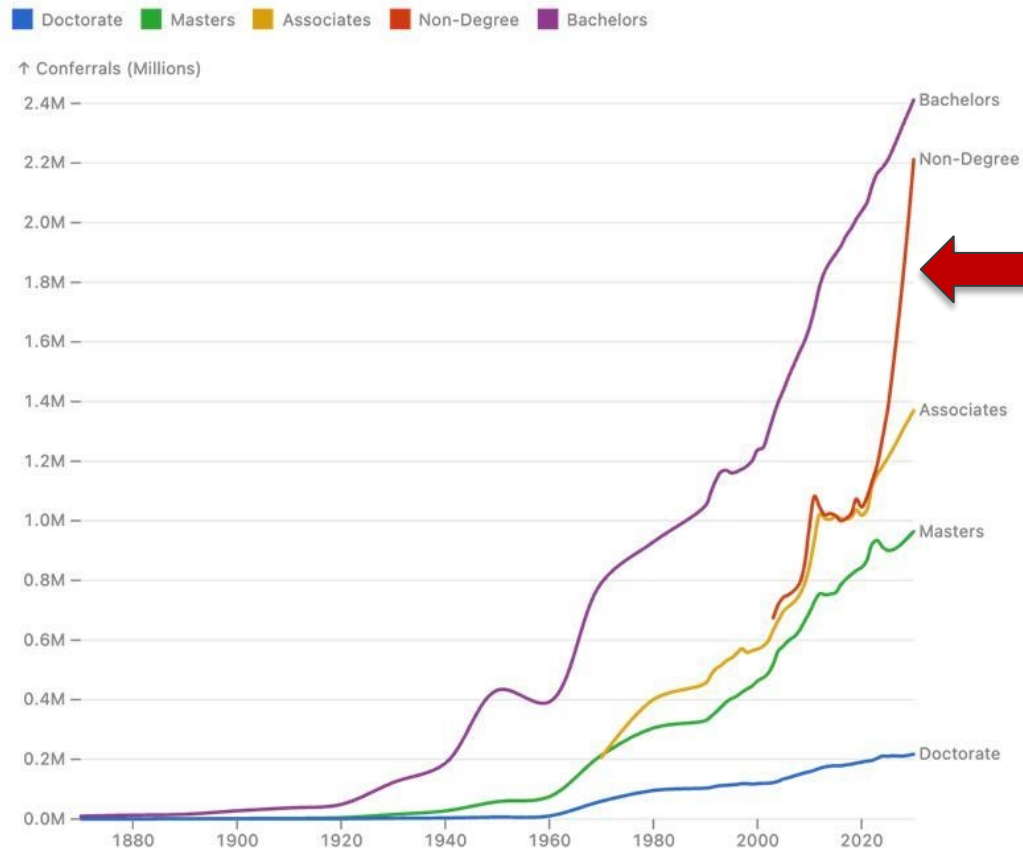
National Student  
Clearinghouse

“The gap between the number of students going to college and those selecting apprenticeships is closing as many employers are struggling to find workers in the tightest job market in half a century.

Meanwhile, more students say they are wary of enrolling in college for fear it will **leave them in debt** and holding a degree that **hasn't prepared them for a good job** in a fast-changing labor market. ”

## 150 years of US Higher Education Conferrals, now showing a sharp rise in non-degree credentials

US Higher Education Credentials Conferred, 1870 – 2030P (Millions of Conferrals)



Some estimates are that job worthy credentials awarded will be as common as bachelors degrees by 2030.

# There is an explosion of quality (job worthy) credentials happening across the country most outside of the traditional higher ed domain



A TOTAL OF  
**1,076,358** credentials

in the United States, including diplomas, badges, certificates, apprenticeships, certifications, licenses and degrees of all types and levels.

A TOTAL OF  
**\$2.133** trillion

is expended annually in the United States on the delivery and attainment of these credentials.

OFFERED BY  
**59,692** providers

across the U.S.

- Post-Secondary Educational Institutions— **350,412** degrees and certificates
- Massive Open Online Course (MOOC) Providers—**13,014** course completion certificates, micro-credentials, and online degrees from foreign universities
- Non-academic providers—**656,505** badges, course completion certificates, licenses, certifications, and apprenticeships
- Secondary Schools—**56,179** diplomas from public and private secondary schools, alternative certificates from secondary schools, and high school equivalency diplomas

# Number of NAO provided credentials increased by 19.5% in one year

Credential Type	2022 Count	2021 Count	Change in Count from 2021	Estimation or Enumeration*	Data Sources
<b>Non-Academic Organizations</b>	<b>656,753</b>	<b>549,712</b>	<b>107,041</b>		
Occupational Licenses	12,152	11,938	214	Estimate	ETA COS License Finder
Occupational Certifications	7,051	8,165	-1,114	Enumeration	ETA COS Certification Finder, Military COOL, ETA COS Competency Clearinghouse, ANSI, NCCA, ICAC
Registered Apprenticeships	27,385	23,400	3,985	Enumeration	ETA OA Registry
Unregistered Apprenticeships	448	50	398	Estimate	Jobs postings data set sample
Coding Bootcamp Course Completion Certificates	2,153	1,560	593	Partial enumeration	Course Report
Online Course Completion Certificates	177,292	123,038	54,254	Estimate	Udemy, LinkedIn Learning SkillSuccess, Alison, Skillshare, PluralSight, ANSI
Digital Badges	430,272	381,561	48,711	Enumeration	Certif-ID, Edalex, Idaho Division of Career Technical Education, Instructure, Participate, Pearson

# From Tyton Partners an example of the continuum of skill building businesses

March 31, 2022

Type University as partner ←-----→ Employer as partner

## Full-service



## Online bootcamps



## Specialists outside of coding/ IT skills



# Credential Engine Example: *Growing sophistication of credentials* Certificate in Cyber Fundamentals



Certification

## Cybersecurity Fundamentals

NOCTI

Last Updated Jun 1, 2022 2:26 PM

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The Cybersecurity Fundamentals industry-based credential is included in NOCTI's Job Ready assessment battery. Job Ready assessments measure technical skills at the occupational level and include items which gauge factual and theoretical knowledge. Job Ready assessments typically offer both a written [...more...](#)

3 Quality Assurance >

1 Related Assessment >

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7 Subjects >

24 Competencies v

Apply procedural concepts necessary to configure security systems and validate security

Apply procedural concepts required to discover evidence on different file and operating systems

Apply procedural concepts required to use forensic tools (e.g., hashes)

Communicate incident handling and the response process

Define social engineering

Describe an access control list

Describe different biometric devices

Describe different encryption and decryption methods

Describe procedures necessary for finding and containing malware and viruses

Describe vulnerabilities in information systems and file systems

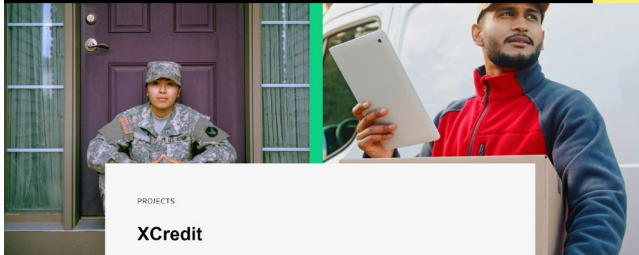
Detail >>

From assessment rubrics from entities such as EDL and AAC&U to new innovative collaborations new possibilities are being fueled

## The Lab's 21st Century Skills Micro-credentials



The Lab's 21st Century Skills Micro-credentials -  
Education Design Lab ([eddesignlab.org](http://eddesignlab.org))



PROJECTS

### XCredit

Validating a learner's life and working experiences as currency for future opportunities.

[XCredit - Education Design Lab](http://eddesignlab.org)  
([eddesignlab.org](http://eddesignlab.org))

## VALUE Rubrics | AAC&U ([aacu.org](http://aacu.org))

Civic Engagement - Local and Global	Creative Thinking	Critical Thinking	Ethical Reasoning
Foundations and Skills for Lifelong Learning	Global Learning	Information Literacy	Inquiry and Analysis
Integrative and Applied Learning	Intercultural Knowledge and Competence	Oral Communication	Problem Solving
Quantitative Literacy	Reading	Teamwork	Written Communication

The opportunity is to add these as micro-credentials – then tracking to employable skills

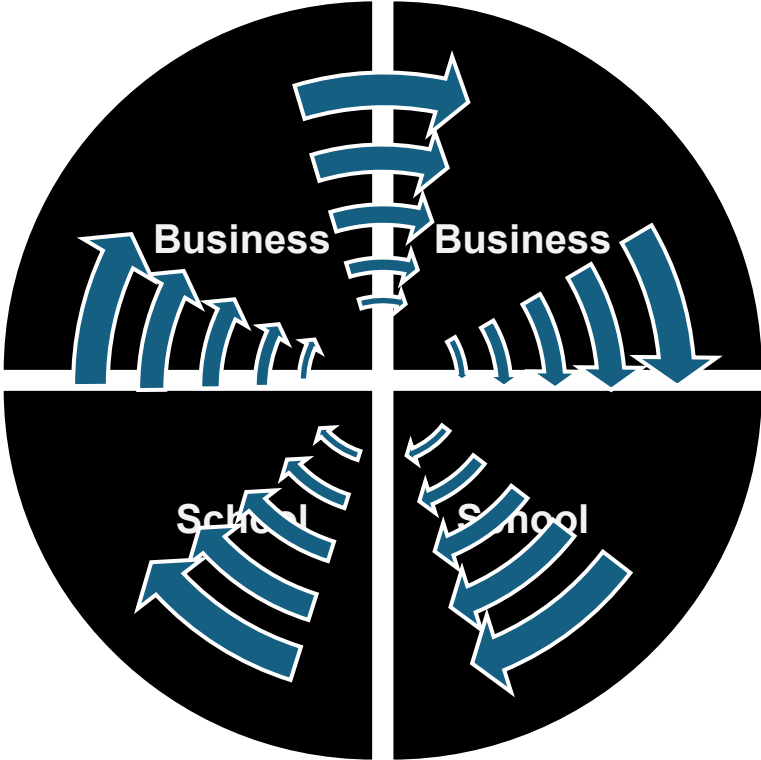
*“The UT System’s partnership with Coursera allows our students to pair a bachelor’s degree with a Google certificate – this leads to graduates who are both broadly educated and specifically skilled.”*

Several of the industry microcredentials come with [ACE Credit Recommendation](#), and in fact, several universities have recently begun integrating content on Coursera into their for-credit curriculum including UT Arlington, UT El Paso, UT San Antonio, and UT Tyler.



# Progressive Eco-system of school and workforce based skill attainment and growth – pipelines to jobs – LER/CLR's

MEANINGFUL  
PATHWAYS  
AND  
PIPELINES



MEANINGFUL  
PATHWAYS  
AND  
PIPELINES

## Change is needed: Some quotes from ASU+GSV – April 17-18, 2023

ASU + GSV SUMMIT  
April 17-19, 2023

**“We need to shift from institution building to focusing on students”**

**“State of Higher Ed = A dumpster fire”**

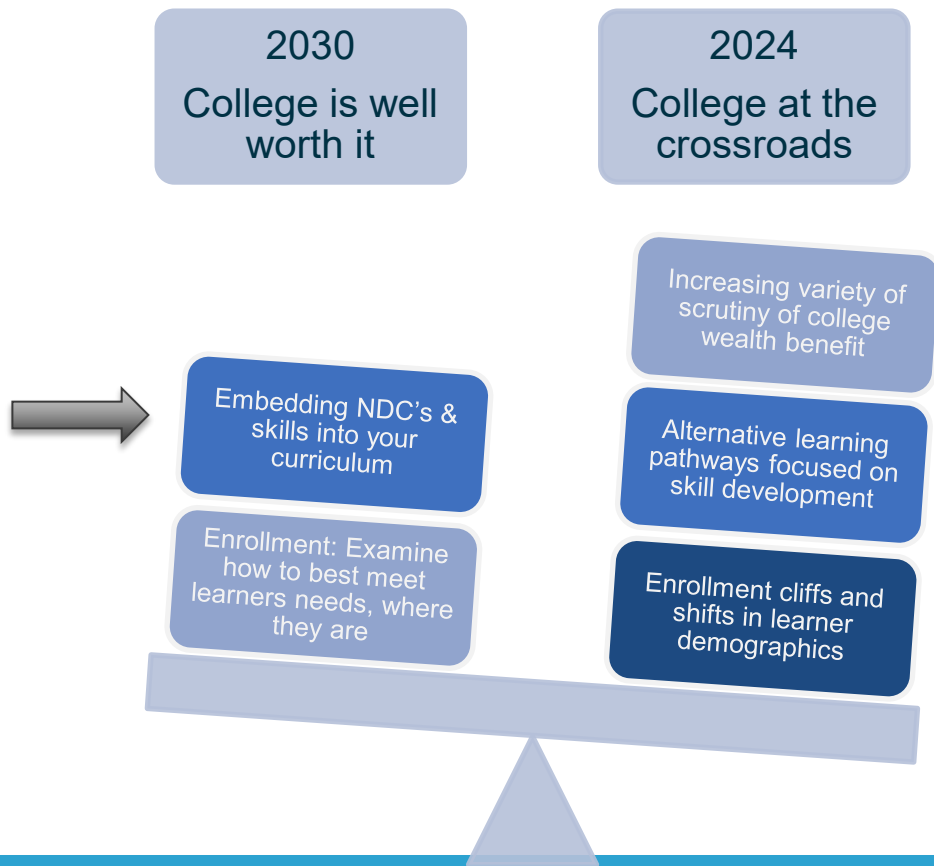
**“Velocity of technological change is numbing”**

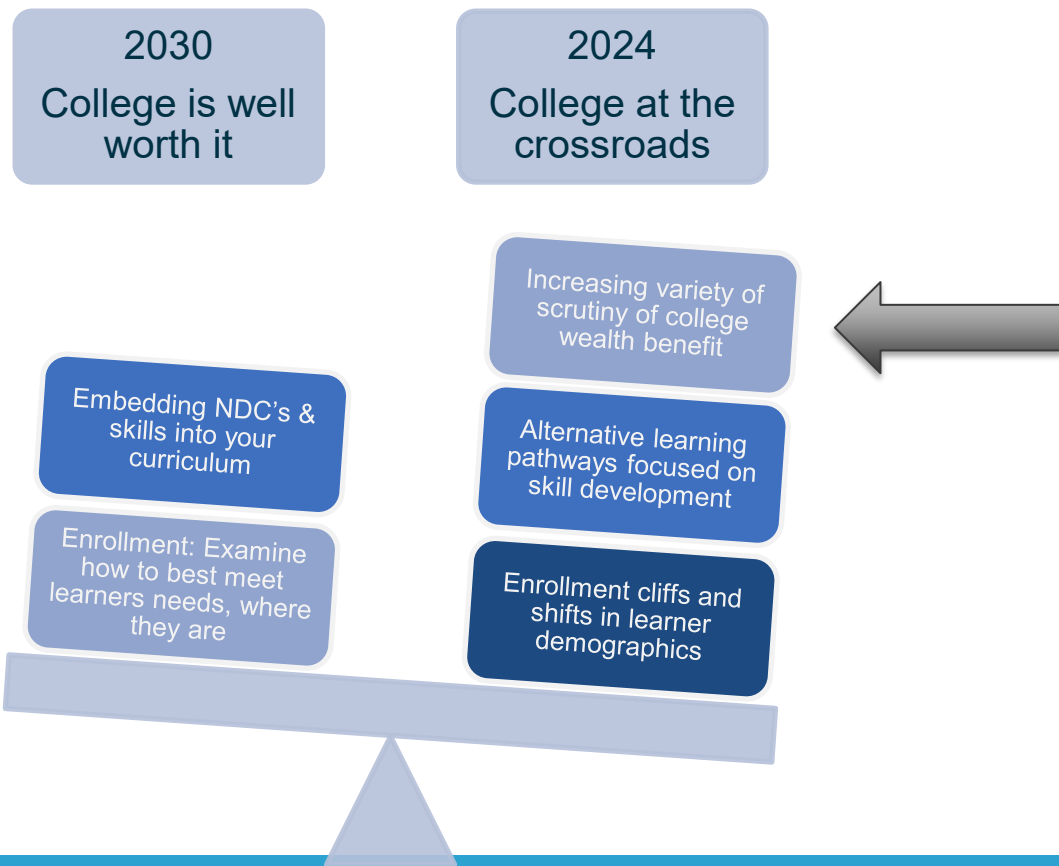
**“Leverage technology to embed skills”**

**“We are between worlds – static vs New skills-based reality”**

Imagining a new era in which all people  
have equal access to the future.

**“Collective participation is needed to affect change”**







## Ensuring a Living Wage Through Higher Education

The number one reason why students attend college is for greater employability to obtain a financially secure future. However, over the past several years, confidence in whether college is actually delivering on that promise has dwindled. In fact, most Americans now [doubt that college is worth the cost of attendance](#).

***Is it possible that college isn't producing the outcomes to inspire such confidence?***

# Unfortunately, headlines carry the day, but understanding and proactively countering the underlying detail matters

As with scorecard data generally, the report is vague on the definitions of “graduates” and of “colleges & universities”.

**Many of the students represented are dropouts** (never earned any credential at all). And 86% of the schools whose average earnings are below 150% of federal poverty line are for-profit and not degree-granting (exclusively or primarily certificate-granting, e.g. beauty and cosmetology schools).

Of the 1,022 institutions "below Earnings of HS grads":	
	65% are for-profit
	79% are predominantly cert-granting
	31% are beauty schools

## DIVE BRIEF

# Are policymakers overlooking key higher education data?

College earnings data often only includes students who graduated, but adding those who didn't can unearth revealing information, a recent report suggests.

Published Feb. 27, 2024



## College Completion and Earnings Including Noncompleters in Accountability Policies

## Beginning to blur the outcome and ROI lines looking at non-completers as well as completers

Median earnings at for-profit institutions that predominantly award bachelor's degrees would decline from \$49,120 to \$31,690 if non-completers were included, they found.

At public institutions, median earnings would decline from \$40,907 to \$32,694 for those that primarily award associate degrees and from \$39,021 to \$30,633 at those that mostly award certificates.



PERSONAL FINANCE

# College is still worth it, research finds — although these majors have the lowest rate of return

PUBLISHED THU, MAR 14 2024•9:52 AM EDT | UPDATED MOMENTS AGO



Jessica Dickler  
@JDICKLER

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## KEY POINTS

- The rising cost of college and ballooning student loan balances have caused more students to take a closer look at the return on investment.
- Earning a degree is almost always worthwhile, research shows, but some majors pay off more than others.

## TREN



Table 4 Internal Rates of Return for College Majors (Percentage) Evaluated at the Median

	College	Biology	Business	Computer Science	Education	Engineering	Health	Humanities	Mathematics	Social Sciences	Other
Female	9.88	9.56	11.91	14.76	8.56	18.87	13.72	7.22	11.03	8.02	9.12
Male	9.06	7.14	10.37	12.81	3.92	13.99	8.84	4.43	9.28	6.85	7.09
Asian female	11.04	10.49	12.38	18.36	8.41	17.92	13.91	8.20	10.07	9.39	9.81
Asian male	11.63	9.23	11.82	16.61	7.39	16.19	12.84	6.52	10.47	8.27	8.35
Black female	10.26	11.00	11.00	12.91	10.41	16.13	13.26	8.11	11.13	9.05	9.06
Black male	9.74	9.21	10.85	13.06	8.69	14.65	9.30	6.41	9.65	7.78	8.49
Hispanic female	10.25	9.91	11.37	13.56	9.40	21.01	13.22	7.85	12.77	9.39	9.32
Hispanic male	9.49	8.76	10.27	12.26	6.21	16.19	9.60	5.40	11.28	8.04	7.97
White female	9.62	9.30	11.93	15.09	8.22	18.42	13.68	6.91	10.91	7.37	8.87
White male	8.65	6.67	10.06	12.43	3.25	13.26	8.45	4.00	8.89	6.26	6.63
Other female	9.70	9.15	12.68	15.19	8.93	17.65	13.73	6.92	9.91	8.26	9.31

# Humanities is a good exemplar of both decline and pressure

- Several other public institutions have announced or **proposed cuts to programs, largely in the humanities**, including the University of Alaska, Eastern Kentucky University, North Dakota State University, Iowa State University and the University of Kansas, [according](#) to The Hechinger Report, an education journal.
- Miami University: Those (humanities) departments are dwarfed by computer science, finance, marketing, and nursing.
- **For the humanities faculty, “it’s an existential crisis,”** Elizabeth Reitz Mullenix, provost of Miami University, said in an interview. **“There’s so much pressure about return on investment.”**

On the plus side there is a simmering recognition that liberal arts matter



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TECH · A.I.

# IBM AI chief advises people who want a tech job in 2024 to learn the language and creative thinking skills you get with the liberal arts

BY **RYAN HOGG**

December 30, 2023 at 4:30 AM EST



# The opportunity is to meet learners *where they are* down the road for upskilling and reskilling

Research from other countries shows **that success may be short-lived**. Eric A. Hanushek, a Stanford University economist, said that the skills learned in an apprenticeship might not be of much help down the line.

“People get more specific skills in apprenticeship programs than they do in college and while that helps them enter the labor market with greater ease at the beginning of their careers, **later in life their skills depreciate**,” he said. “So at age 45 or 50 or 55, these people are less likely to stay in the labor market because their skills are less valuable.”



# Talent Disrupted

**College Graduates, Underemployment, and the Way Forward**

# Underemployment is a large and persistent problem, could under-employment be weighing down your ROI?

College-level employment rates are higher for those who complete an internship.

Institution type, race/ethnicity, gender, and geography matter with respect to post-graduation employment outcomes, but typically not as much as college major or internships.

# How to begin thinking differently:

- From Gettysburg College: A comment from Mark Drew regarding Liberal Arts and the future:
- “We have been really thinking hard about what it means to prepare students for today’s world,” he said, “because you know, it’s changing with such rapidity.” That means, he added, offering courses that could be **twinned** with “hands-on experiential opportunities.”





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# ED Publishes Final Gainful Employment, Financial Value Transparency Regulations

10/06/2023

# 2024 Gainful Employment Rule: July 1

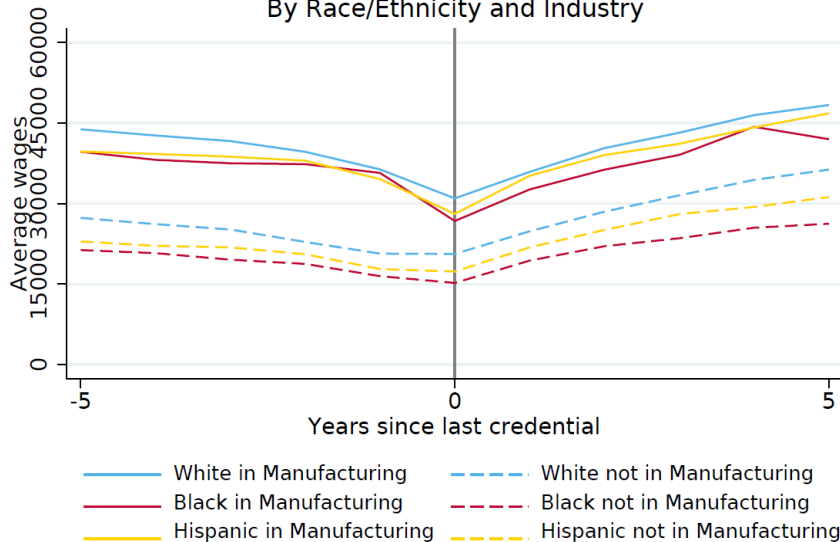
## Regulatory Requirements

- Includes two evaluation components for FSA eligibility:
  - **Financial Value Transparency—applies to GE and Non-GE Programs**
    - Assess Debt-to-Earnings & Earnings Premium measure
  - **Gainful Employment Accountability—applies only to GE Programs**
    - D/E Rates and EP impact eligibility
    - GE certification & requirements
- Student/Consumer warnings & acknowledgements

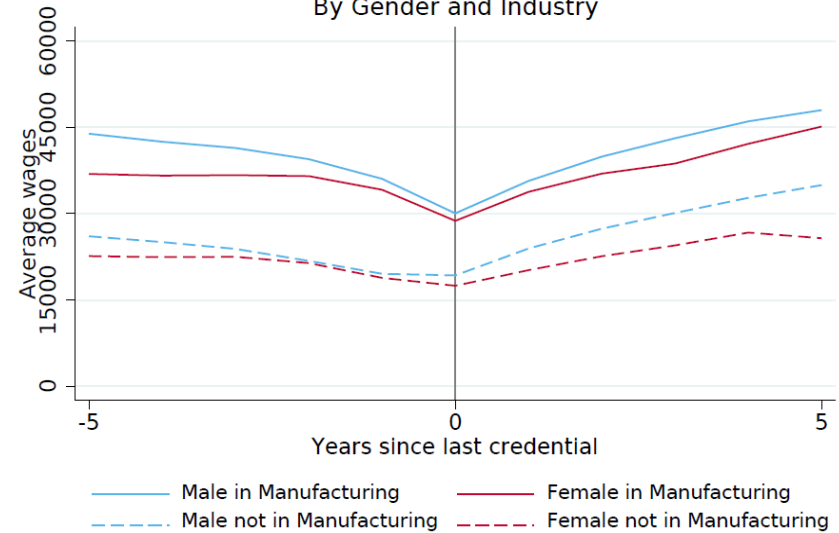
NSC is building a compliance reporting extension to our existing enrollment reporting service to support institutions to meet the new regs.

# NSC's work with Census and Non-degree credential issuers highlight additional complexities in ROI calculus: wage discrimination and workforce industry selection

Average wages since last manufacturing credential  
By Race/Ethnicity and Industry



Average wages since last manufacturing credential  
By Gender and Industry



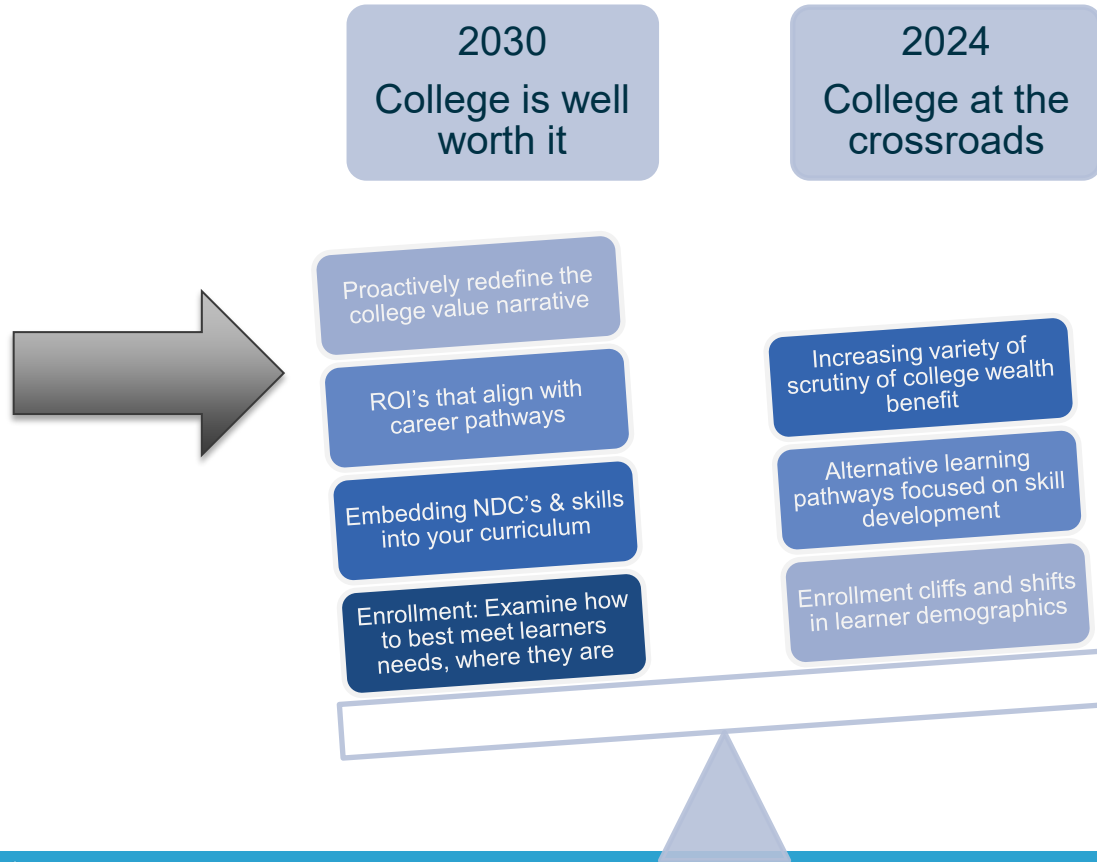
Big issue to untangle...ATTRIBUTION

# Multi institutional academic contributions

(and therefore related debt and cost attributions)

# to workforce wages and ROI

# Higher Ed should evaluate whether they feel it is time for a pivot?



Is it time to move from school strategies to collective impact strategies?

# Bridging Place and Purpose

is less about redefining mission,  
and more about evaluating how you choose  
to strategically deliver your mission  
to an evolving learner profile in a rapid,  
changing edu-workforce landscape



**Thank you**

# Links to source materials

Document title	Link	Comment
Census Study	<a href="#">CES-WP-22-15.pdf (census.gov)</a>	CENSUS May 2022
2023 Fall term enrollment report	<a href="#">Current Term Enrollment Estimates   National Student Clearinghouse Research Center (nscresearchcenter.org)</a>	NSC Jan 2024
2023 Transfer and Progress report	<a href="#">Transfer and Progress   National Student Clearinghouse Research Center (nscresearchcenter.org)</a>	NSC Feb 2024
2012 Fall term enrollment report	<a href="#">Current Term Enrollment – Fall 2012   National Student Clearinghouse Research Center (nscresearchcenter.org)</a>	NSC Dec 2012
Some College No Credential	<a href="#">Some College, No Credential   National Student Clearinghouse Research Center (nscresearchcenter.org)</a>	NSC Apr 2023
Talent Disrupted	<a href="#">Talent-Disrupted.pdf (stradaeducation.org)</a>	STRADA Feb 2024
Degrees of Return: Estimating Internal Rates of Return for College Majors Using Quantile Regression	<a href="#">Degrees of Return: Estimating Internal Rates of Return for College Majors Using Quantile Regression - Liang Zhang, Xiangmin Liu, Yitong Hu, 2024 (sagepub.com)</a>	AERA Mar 2024
Urban Institute: College Completion and Earnings	<a href="#">College Completion and Earnings   Urban Institute</a>	Urban Institute Feb 2024
The HEA Group Ensuring a Living Wage Through Higher Education	<a href="#">Ensuring a Living Wage Through Higher Education — The HEA Group</a>	The HEA Group Feb 2024
Immigrant Profiles in US Migration Policy Institute	<a href="#">Research: Immigrant-Origin Students in U.S. Higher..   migrationpolicy.org</a>	MPI Oct 2020