The Midwest and the Northeast: Advancing the Public College and University Mission Amid Regional Population Loss

October 5, 2017
Logistics

Your Participation

Open and close your control panel using the arrow in the orange box.

Choose Mic & Speakers or Telephone (Note: All attendees will be muted.)

Submit questions and feedback in the Questions panel.
Knocking at the College Door

High School Graduate Trends

www.wiche.edu/knocking

#Knocking2016
Slowdown in HS Graduates

U.S. Public & Nonpublic Graduates (Millions)

- 1976: 3.1
- 1986: 2.9
- 1996: 2.7
- 2006: 3.4
- 2013: 3.5
- Knocking 2016 Projections:
  - 2025: 3.6
  - 2031: 3.3
Regional Variation

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>South</td>
<td>2.6%</td>
<td>0.6%</td>
</tr>
<tr>
<td>West</td>
<td>2.1%</td>
<td>0.2%</td>
</tr>
<tr>
<td>Midwest</td>
<td>0.8%</td>
<td>-0.4%</td>
</tr>
<tr>
<td>Northeast</td>
<td>1.6%</td>
<td>-0.5%</td>
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[Line graph showing trends for each region]

[Map of the United States with states colored to represent regional variation]
State Variation

2013-2020
Nation: -0.1%

2013-2025
Nation: 4.7%

2013-2030
Nation: -4.0%

Compared to Class of 2013
Increase
- 10% or more
- 5% to 10%
- -5% to +5%
- -5% to -10%
- -10% or greater
Decrease

See Knocking pages 20-23 for Top 10 States & state annual change.
Fewer Grads in Total, but More non-White Grads

U.S. Graduates, Compared to 2012-13

Thousands

<table>
<thead>
<tr>
<th>Category</th>
<th>2019-20</th>
<th>2024-25</th>
<th>2031-32</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Total</td>
<td>-2%</td>
<td>-5%</td>
<td>-19%</td>
</tr>
<tr>
<td>White</td>
<td>-6%</td>
<td>-6%</td>
<td>-18%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>43%</td>
<td>24%</td>
<td>31%</td>
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<tr>
<td>Black</td>
<td>-5%</td>
<td>-1%</td>
<td>-14%</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>8%</td>
<td>14%</td>
<td>-25%</td>
</tr>
<tr>
<td>Private School</td>
<td></td>
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</tbody>
</table>
The Midwest: Strong Minority Graduate Increases But Steep Downturn of White Graduates

Average annual change from 2013 to 2025.
In the Northeast: Decreases for All States Except New York

Average annual change from 2013 to 2025.
Questions?
NMU Enrollment Success
Webinar for American Association of State Colleges and Universities
October 5, 2017
Northern Michigan University

Celebrating 10.8% freshman enrollment increase, fall 2017.

Enrollment success from multi-pronged action plan.
Strategic Planning

Multi-layered strategic planning process to drive enrollment and other change efforts

Core Values – community ● opportunity ● rigor ● environment ● inclusion ● connection ● innovation

Revised Mission and Vision – revised the university’s mission and vision statements to reflect core values

Create Strategic Plan – Title is “Investing in Innovation: The courage and vision to lead transformational change”
● 4 focus areas – academic excellence, student success, domestic and global outreach and engagement, and investment in innovation
● 4 strategic outcomes – enhancing prestige and distinction, establishing new and responsive approaches, expanding partnerships, and growing and managing enrollment
● international – started using faculty peer model

This year – Strategic Resource Allocation Project
Next year – Individual unit strategic plans that incorporate mission, vision, core values, strategic focus areas and outcomes and SRA recommendations

KEY FOCUS: INVESTING IN INNOVATION
Student Recruitment

Strategic focus on increasing enrollment has created a lot of “new” at Northern lately:

**New academic programs** – forensic anthropology ● medicinal plant chemistry ● cyber security ● neuroscience ● paralegal studies ● higher education administration – to name a few

**New initiatives** – autism and behavior analysis and research center ● new cyber security training partnership with State of Michigan ● construction management students formally working on new residence hall complex ● Sustainability Advisory Committee ● Strategic Allocation of Resources Project ● highly touted Educational Access Network (EAN)

**New student target markets** – hired chief diversity officer and created new synergy for underrepresented student populations ● adult student – expanding graduate programs ● online – created Global Campus ● international – started using faculty peer model
**Student Recruitment**

New branding, logos, marketing materials and ways of marketing

**New sports and new coaches** – 4 new sports in the past 2 years
- women’s golf, men’s swimming and diving, men’s soccer and women’s lacrosse
- Increased enrollment by 150 students
- Important to choose sports that attract students from outside traditional recruiting areas

**New and renovated facilities**
- Jamrich Hall – largest academic building
- New labs for nursing simulation lab, radiography lab, digital media tutoring center
- Biggest and most influential project – new 6-building residence hall complex called The Woods
  - Opened 2 of the buildings this fall, 2 in winter and 2 next fall
- Having campus-wide discussions about major renovations of our University Center (Student Union), a new undergraduate research center and a business innovation center
  - Students are included in on the discussion and planning
New ways of doing business

- Our new residence hall complex is a **private-public partnership**
  - This PPP enabled us to reallocate funding to University Center renovation

- **Educational Access Network** - delivering education to rural students in a way not done before
  - Provides most important learning tool, the Internet, to 21st century students – kindergarten through lifelong learner
Educational Access Network

Global Campus – Northern Promise – Personal/Professional Development – NMU LTE
Educational Access Network

Global Campus – Northern Promise – Personal/Professional Development – NMU LTE

2016 UP K-12 Student Population Count by ISD
Total = 4,0891
The least expensive student to recruit is the one you already have on campus.

Retention is critical to enrollment growth

- NMU recorded highest first-time, full-time baccalaureate freshman retention rate in history of university

Retention Efforts

- Re-established the NMU Retention Committee
- Committee came up with 3 single-spaced pages of ideas related to retention – big and small things that can help or currently might hinder student progress
  - Developed a multi-phase plan to work on recommendations
- Went to centralized advising for freshmen, academic advising after first year
- Implemented Starfish student progress software to aid students, faculty and advisors
Marquette, Michigan is a fantastic place to live, learn, work and play.

• Surrounding area and its many natural assets are part of our outdoor learning environment

• One of the safest college towns in America

• Welcoming community

• NMU works hard at good town-gown relations

• 4-season playground – mountain biking, rock and ice climbing, downhill and cross-country skiing, sled dog racing
NMU Enrollment Success

• Being STRATEGIC: in focus, discussion, change and decision-making

• New ideas coming from all corners of campus and all ideas considered

• Enrollment is now part of EVERYONE’S job description and responsibilities
  • Enrollment growth incentives in labor union contracts
  • Mention it’s everyone’s job at every campus-wide gathering
  • Keep the university community informed of progress, challenges
  • Working to get better at celebrating our big and small successes
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Maine’s Demographic Challenges for Economic Growth

John Dorrer
Chief Workforce Strategist
Maine Community College System
“Over the long term, a country’s economic growth is determined by the rate of increase in the labor force and productivity growth. If fewer people are working, unless there is a surge in new workers or everyone suddenly become more productive, growth slows.”

Russ Koesterich, Head, BlackRock Global Allocation Fund
Economic growth rate is positively correlated to job creation

Maine Payroll Jobs Have Come Back Slowly and Finally Recovered to Pre Recession High

Source: Maine Department of Labor, Center for Workforce Research and Information
Hiring Activity in Maine 2007-2016, Local Employment Dynamics, QWI Explorers

https://qwiexplorer.ces.census.gov/static/explore.html#x=17&g=0
Worker Separation by Age Cohort, Maine, 2013-2015

11% Increase in Worker Separations Between 2013 and 2015 for Workers 55+

Source: U.S. Census Bureau, Local Employment Dynamics
Unemployment
Maine Labor Force

Source: http://www.maine.gov/labor/cwri/laus1.html
Employment Population Ratio
Maine’s Job Outlook 2014-2024

- Change in Total Employment: 5,318 Jobs or 0.8% Increase
- Average Annual Job Openings: 2,027 Due to Growth
- Average Annual Openings: 15,549 Due to Replacement Needs

Source: Maine Department of Labor, Center for Workforce Research and Information
Occupational Projections for Occupational Groups with High Concentrations of Post Secondary Degree Holders, Maine (2015-2025)

Emsi Q3 2017 Data Set
Between 2014 and 2032, Maine is projected to have 30,000 fewer people and between 2010 and 2032...
Population Cohorts in Maine 2014 and 2024 Projected

Source:
http://www.maine.gov/labor/cwri/outlookDemographic.html
Age Composition of Maine Workers 2013-2016

18% Increase in the Number of Workers over 55 Years of Age Between 2013 and 2016

Source: U.S. Census Bureau, Local Employment Dynamics
Figure 1. Total Number of U.S. Public and Private High School Graduates to Gradually Become Smaller

Maine School Enrollments and Maine’s Future Workforce

Chart 1
Attending Enrollment
Maine’s Public Schools
fall 1995 through fall 2012

Source: Maine Department of Education and The Maine Heritage Policy Center
Year, as of October 1
Figure 3. Projected percentage change in public elementary and secondary school enrollment, by state: Between fall 2014 and fall 2026.
6.4% Increase of those 25+ years of age with some college and no degree between 2010 and 2015

U-3, total unemployed, as a percent of the civilian labor force (this is the definition used for the official unemployment rate);

U-6, total unemployed, plus all marginally attached workers, plus total employed part time for economic reasons, as a percent of the civilian labor force plus all marginally attached workers.
Figure 4. Segments of the out-of-work population, 130 study jurisdictions

- Moderately educated older people, 12%
- Highly educated, high-income older people, 11%
- Highly educated and engaged younger people, 9%
- Diverse, less-educated, and eyeing retirement, 6%
- Motivated and moderately educated younger people, 14%
- Young, less-educated, and diverse, 11%
- Less-educated prime-age people, 38%
## Teens ages 16 to 19 not attending school and not working

Maine, 2011-2015

<table>
<thead>
<tr>
<th>Location</th>
<th>Data Type</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
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<tbody>
<tr>
<td>Maine</td>
<td>Number</td>
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<td>5,000</td>
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<td>4,000</td>
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<td></td>
<td>Percent</td>
<td>6%</td>
<td>8%</td>
<td>6%</td>
<td>6%</td>
<td>7%</td>
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Data provided by National KIDS COUNT
## Persons age 18 to 24 not attending school, not working, and no degree beyond high school

### Maine, 2011-2015

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<th>Location</th>
<th>Data Type</th>
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<th>2012</th>
<th>2013</th>
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<tr>
<td>Maine</td>
<td>Number</td>
<td>17,000</td>
<td>16,000</td>
<td>14,000</td>
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<td>13,000</td>
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<td>Maine</td>
<td>Percent</td>
<td>15%</td>
<td>14%</td>
<td>12%</td>
<td>12%</td>
<td>11%</td>
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Social Security Disability Insurance Enrollments, Age Cohort 18-64, Maine 2007, 2015

<table>
<thead>
<tr>
<th>Year</th>
<th>Enrollments</th>
<th>Pct of Labor Force</th>
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<tbody>
<tr>
<td>2015</td>
<td>27,937</td>
<td>4.9</td>
</tr>
<tr>
<td>2007</td>
<td>24,381</td>
<td>3.5</td>
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</table>

Source: Social Security Administration, Washington, DC
Civilian Labor Force by Age Cohort 2014 and 2024 Projected

Source:
http://www.maine.gov/labor/cwri/outlookDemographic.html
The Future of Jobs and Jobs Training

As robots, automation and artificial intelligence perform more tasks and there is massive disruption of jobs, experts say a wider array of education and skills-building programs will be created to meet new demands. There are two uncertainties: Will well-prepared workers be able to keep up in the race with AI tools? And will market capitalism survive?

BY LEE RAINIE AND JANNA ANDERSON
Five major themes about the future of jobs training in the tech age

**HOPEFUL THEMES**

**Theme 1** The training ecosystem will evolve, with a mix of innovation in all education formats

- More learning systems will migrate online. Some will be self-directed and some offered or required by employers; others will be hybrid online/real-world classes. Workers will be expected to learn continuously.
- Online courses will get a big boost from advances in augmented reality (AR), virtual reality (VR) and artificial intelligence (AI).
- Universities still have special roles to play in preparing people for life, but some are likely to diversify and differentiate.

**Theme 2** Learners must cultivate 21st-century skills, capabilities and attributes

- Tough-to-teach intangibles such as emotional intelligence, curiosity, creativity, adaptability, resilience and critical thinking will be most highly valued.
- Practical, experiential learning via apprenticeships and mentoring will advance.

**Theme 3** New credentialing systems will arise as self-directed learning expands

- While the traditional college degree will still hold sway in 2026, more employers will likely accept alternate credentialing systems as self-directed learning options and their measures evolve.
- The proof of competency will likely be in the real-world work portfolios.

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Pew Research Center  
*Internet & Technology*
Five major themes about the future of jobs training in the tech age

**Theme 4**  Training and learning systems will not meet 21st-century needs by 2026
- Within the next decade, education systems will not be up to the task of adapting to train or retrain people for the skills that will be most prized in the future
- Show me the money: Many doubts hinge upon a lack of political will and necessary funding
- Some people are incapable of or uninterested in self-directed learning

**Theme 5**  Jobs? What jobs? Technological forces will fundamentally change work and the economic landscape
- There will be many millions more people and millions fewer jobs in the future
- Capitalism itself is in real trouble
Agree or disagree: It is easier to be successful with a college degree than without.

Total: 46% Agree, 29% Somewhat Agree, 6% Neither Agree nor Disagree, 12% Somewhat Disagree, 7% Strongly Disagree, 6% Don't Know

Generation Z (18-22): 51% Agree, 33% Somewhat Agree, 4% Neither Agree nor Disagree, 6% Somewhat Disagree, 5% Strongly Disagree, 5% Don't Know

Millennials (22-37): 40% Agree, 31% Somewhat Agree, 8% Neither Agree nor Disagree, 15% Somewhat Disagree, 5% Strongly Disagree, 5% Don't Know

X-ars (38-52): 48% Agree, 30% Somewhat Agree, 7% Neither Agree nor Disagree, 9% Somewhat Disagree, 5% Strongly Disagree, 5% Don't Know

Bannies (53-71): 43% Agree, 27% Somewhat Agree, 6% Neither Agree nor Disagree, 14% Somewhat Disagree, 9% Strongly Disagree, 5% Don't Know

Silent Gen. (72+): 54% Agree, 22% Somewhat Agree, 9% Neither Agree nor Disagree, 7% Somewhat Disagree, 7% Strongly Disagree, 5% Don't Know

Source: New America's annual public opinion survey of higher education. Base: Total Answering

About this Project

Americans believe in the tremendous potential of higher education—but they also feel that higher education is falling short of that promise. New America’s inaugural survey reveals a stark expectations gap between what higher education could—and should—be and what higher education currently is.
Agree or disagree: Higher education in America is fine how it is.

Total:
- Strongly Agree: 8%
- Somewhat Agree: 17%
- Neither Agree nor Disagree: 5%
- Somewhat Disagree: 27%
- Strongly Disagree: 41%
- Don't Know: 4%

Generation Z (18-22):
- Strongly Agree: 5%
- Somewhat Agree: 22%
- Neither Agree nor Disagree: 6%
- Somewhat Disagree: 31%
- Strongly Disagree: 35%
- Don't Know: 4%

Millennials (23-37):
- Strongly Agree: 10%
- Somewhat Agree: 7%
- Neither Agree nor Disagree: 31%
- Somewhat Disagree: 48%

X-ers (38-52):
- Strongly Agree: 10%
- Somewhat Agree: 16%
- Neither Agree nor Disagree: 27%
- Somewhat Disagree: 43%

Boomers (53-71):
- Strongly Agree: 9%
- Somewhat Agree: 19%
- Neither Agree nor Disagree: 27%
- Somewhat Disagree: 41%

Silent Gen. (72+):
- Strongly Agree: 15%
- Somewhat Agree: 24%
- Neither Agree nor Disagree: 8%
- Somewhat Disagree: 18%
- Strongly Disagree: 31%
- Don't Know: 5%

Source: New America's annual public opinion survey of higher education. Base: Total Answering
“The difficulty lies not in the new ideas, but in escaping from the old ones.”

John Maynard Keynes
Questions?