

# College (Un)bound

The Future of Higher Education


# My frame of reference





## Jeff Selingo


Editorial Director & Vice President at The Chronicle of Higher Education | Author | Speaker  
Washington D.C. Metro Area | Publishing

Current Editorial Director & Vice President at The Chronicle of Higher Education 


Editor at The Chronicle of Higher Education 

Past Freelance Writer at The Washington Post 

Freelance Writer at The New York Times 

Reporter at Star News 

Technology Business Reporter at The Arizona Republic 

Researcher at U.S. News & World Report 

Reporter at Ithaca Journal

[see less](#) ^

Education The Johns Hopkins University  
Ithaca College



Class of 2031 | Class of 2033

# Road Map

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- **How We Got Here**
- **The Decade Ahead: 5 Disruptive Forces**
- **The Value Gap**
- **Disrupting College**
- **Discussion: What It Means For You**

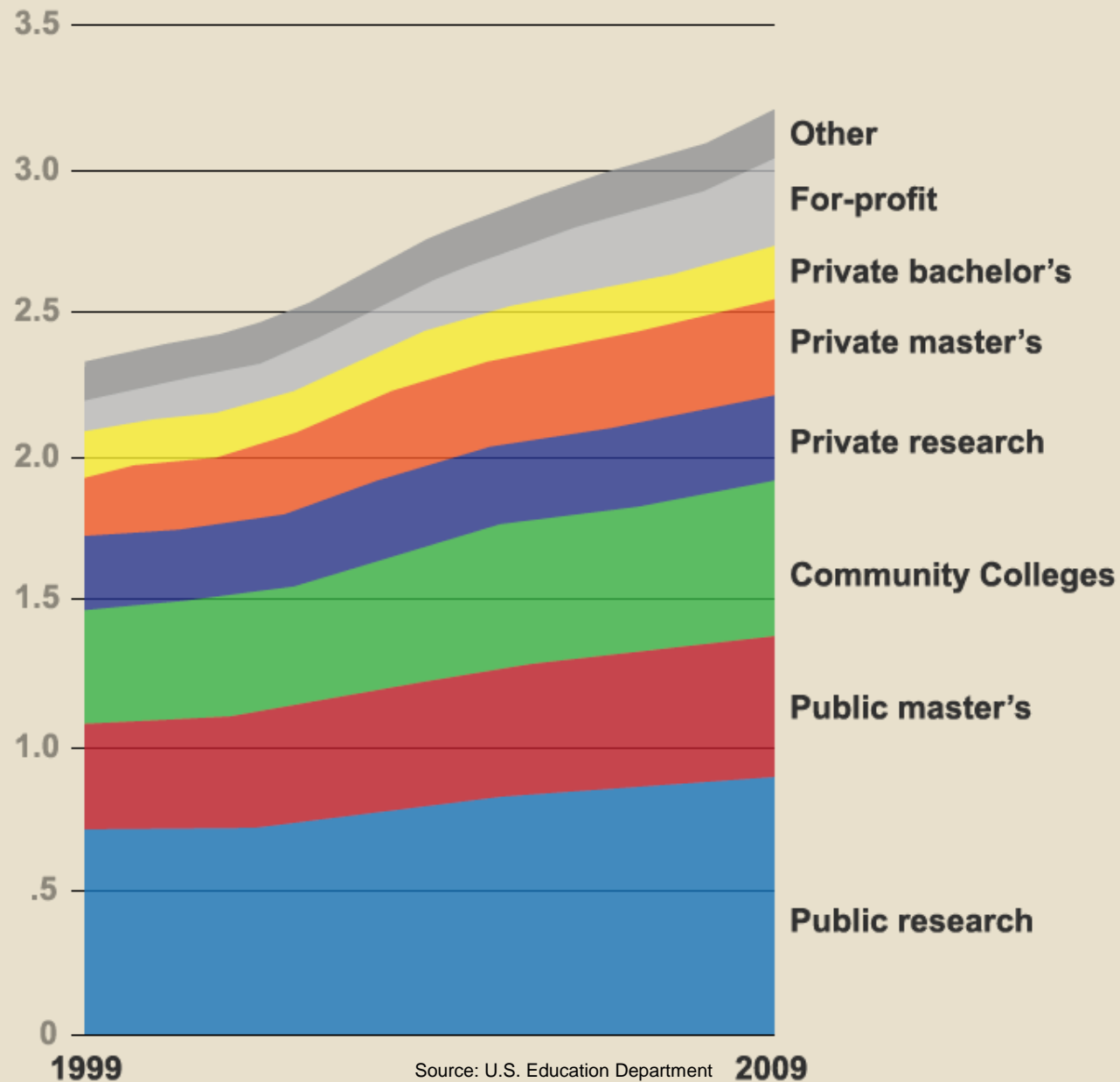
# 1999-2009

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**A Decade of More**

# More Students, More Degrees

Number of  
students  
up by 1/3  
since late  
1990s



**2 in 5 titles on government list of academic programs didn't appear on it in 1990**

**21% increase in titles since 2000**

**More Credentials**

# More Tuition

Median total of tuition and fees, adjusted for inflation.

1999-2000

2011-2012



NOTE: In-state figures for public institutions

# More Debt

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**\$307,000,000,000**

**Amount of debt  
taken on by  
colleges, which has  
almost doubled just  
since 2001**





**Students were willing to go to any college and  
pay almost anything for a degree**

# 2008

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The collapse of  
the decade of  
more.

1999-2009:  
A **Lost Decade**  
for higher  
education?



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# The Decade Ahead: 5 Disruptive Forces

## Completion

- Low completion rates
- More skilled jobs
- Flat attainment

## Demographics

- More diversity
- Less prepared
- The swirl

## Sea of Red Ink

- Institutional debt
- State role in higher ed
- Family ability to pay

## Improved Alternatives

- Next generation learner
- Flipped classroom
- The great unbundling

## Value

- What am I learning?
- Will I get a job?
- Make enough to pay debt?

# Completion | Public Colleges

## Graduation rates by state

Public four-year colleges

Public two-year colleges

Private four-year colleges

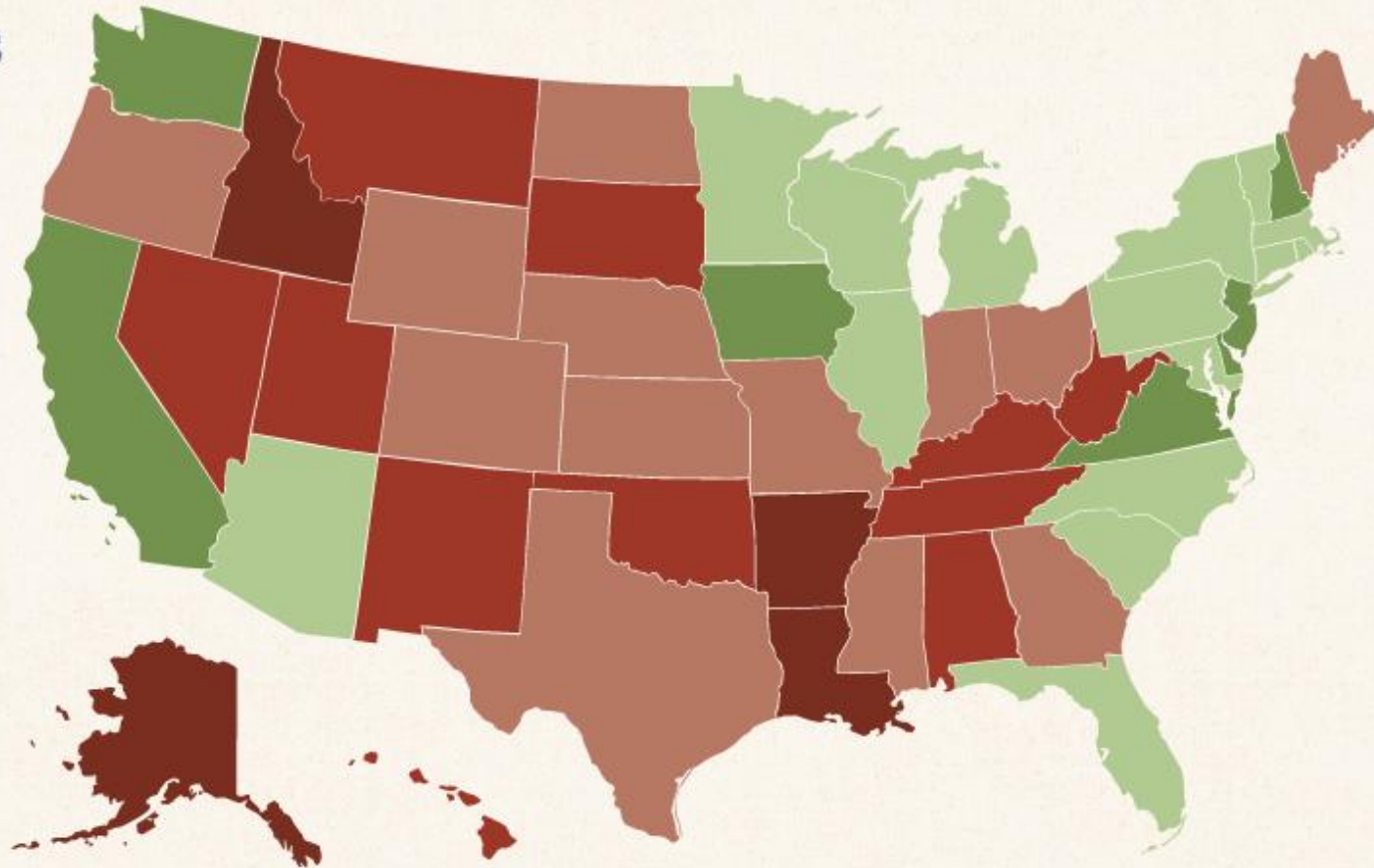
For-profit four-year colleges

For-profit two-year colleges

Six-year graduation rates, 2010



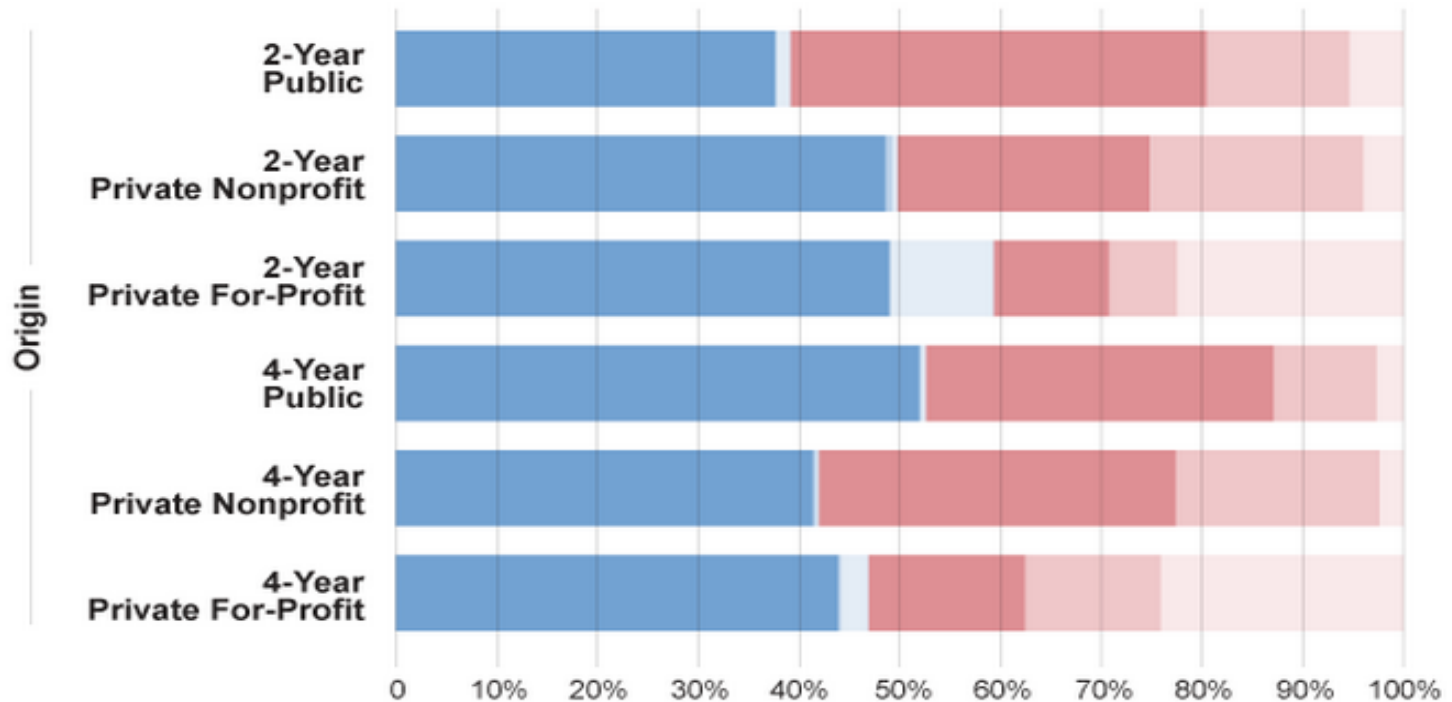
Percentage points from the  
National average



# Demographics | Student Swirl

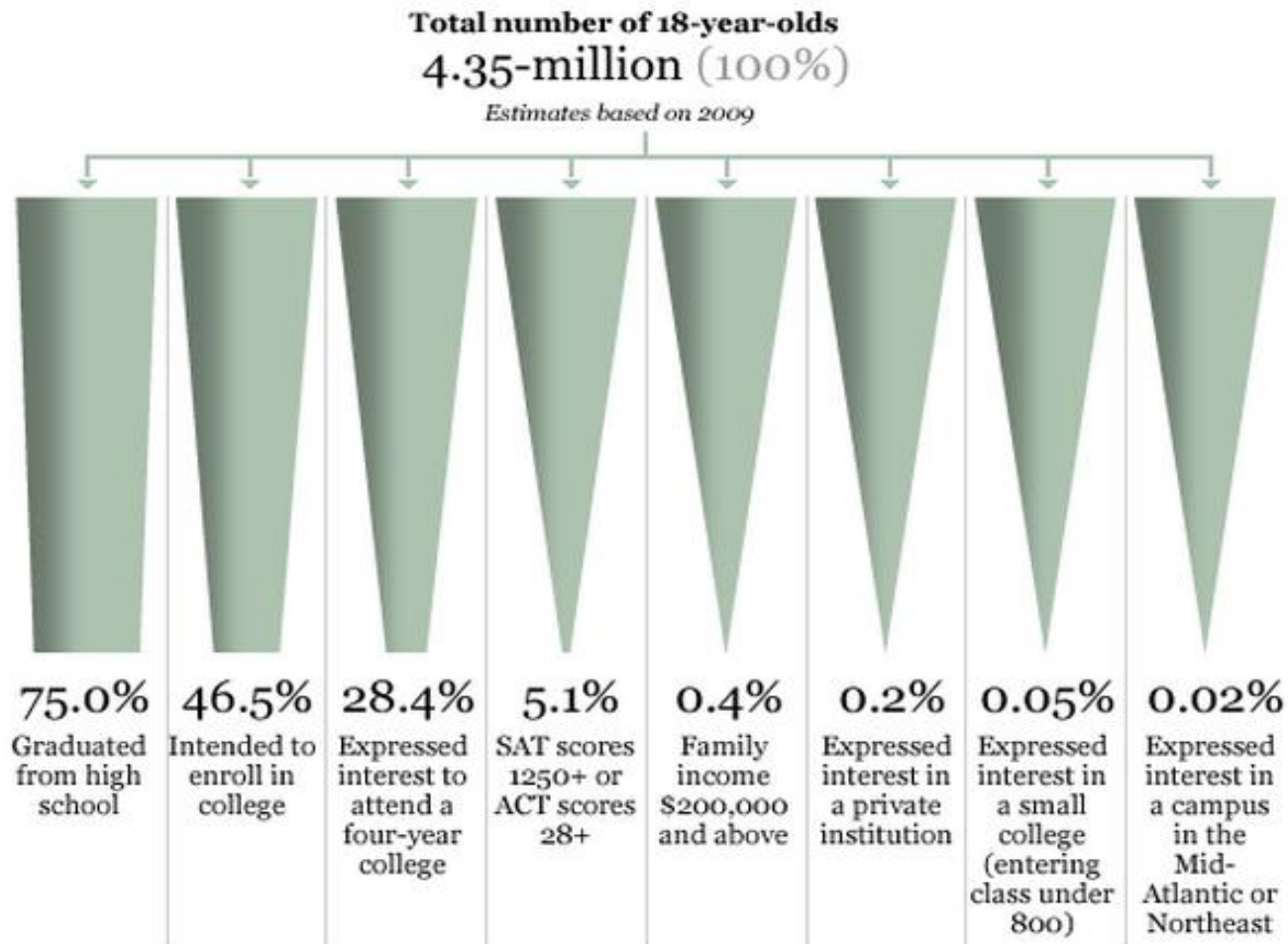
## Origin and Destination of Initial Transfer by Institution Type

### Destination



National Student Clearinghouse Research Center

# Demographics



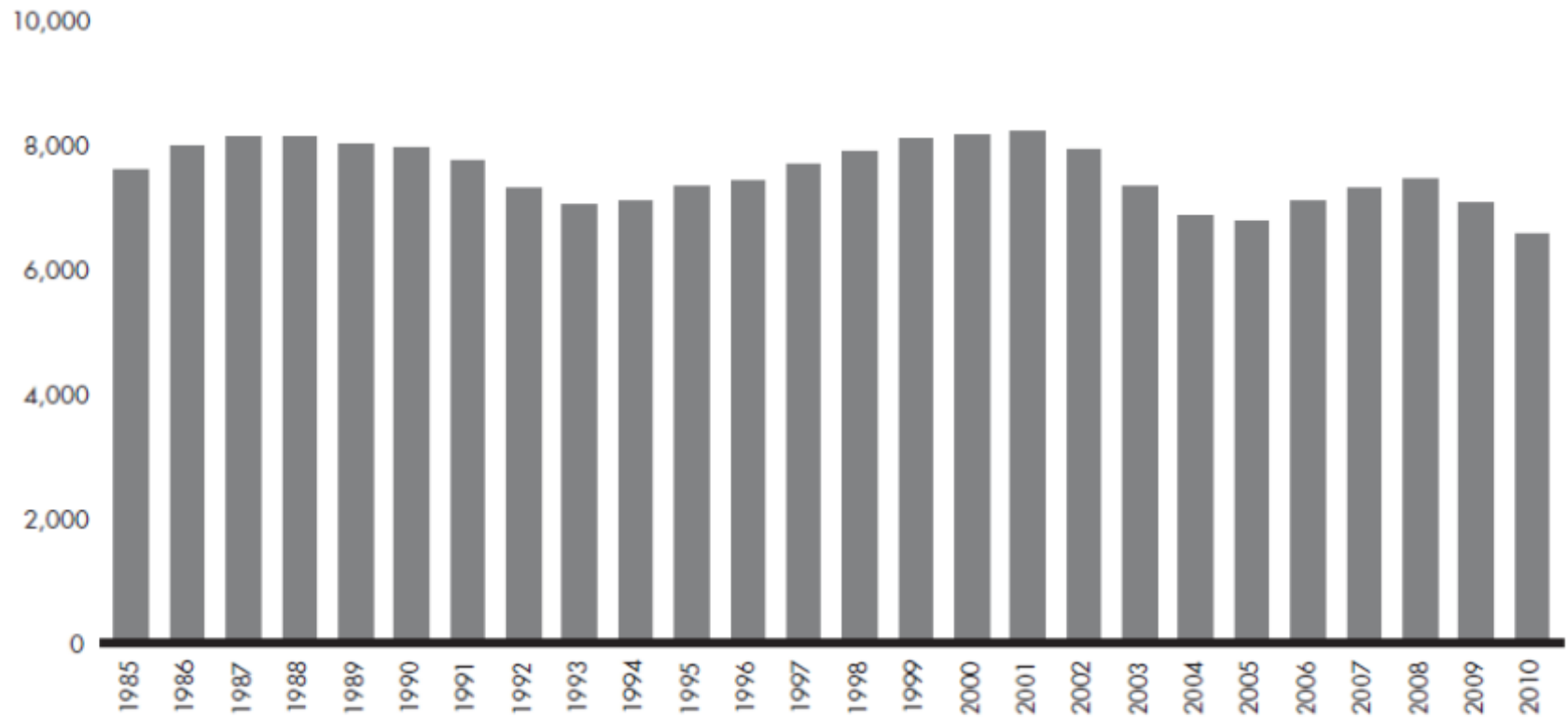
Source: The Education Consultancy

# Sea of Red Ink

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Educational appropriations per FTE (fiscal 1985-2010)

Educational appropriations per FTE (constant \$)



Source: State Higher Education Executive Officers



# Sea of Red Ink

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**Based on the trends since 1980, average state fiscal support higher education will reach zero across the U.S. in 2059**

**Colorado will reach zero first in 2022**

# Improved Alternatives

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# What am I paying for?

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Rate the job the higher-education system is  
doing in providing value  
for the money spent?

**57%** of public says **fair/poor**

**76%** of college presidents say **excellent/good**

**1 in 3**

**Number of presidents who said there is  
no one single effective measure to judge  
the quality of a college degree**

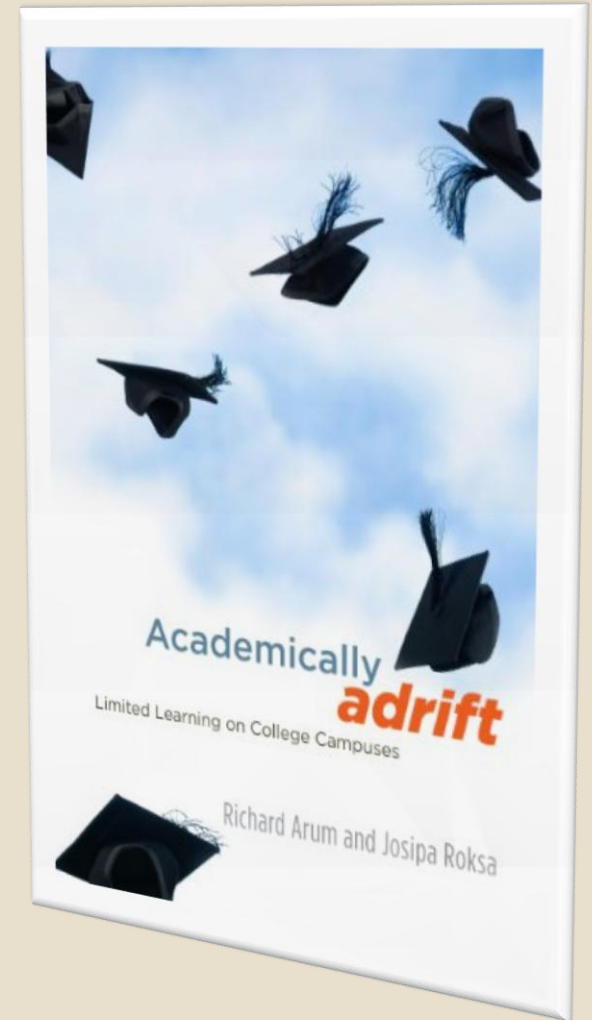
Source: Pew Research Center/The Chronicle

# How and what will I learn?

36%

Reading and writing

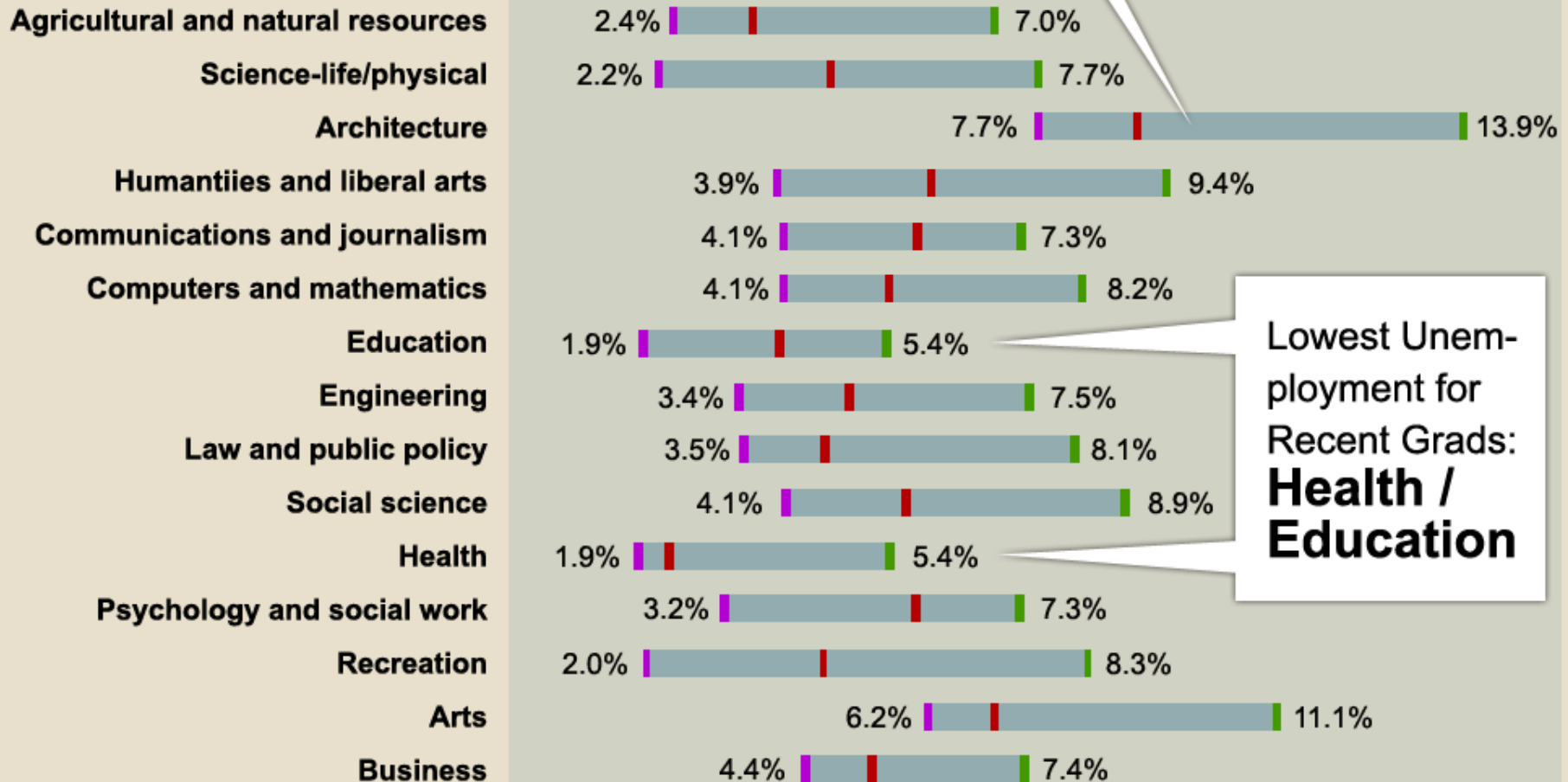
Field of study matters



# Will I get a job?

Highest Unemployment for Recent Grads:  
**Architecture**

■ Graduate degree holder ■ Experienced college graduate ■ Recent college graduate

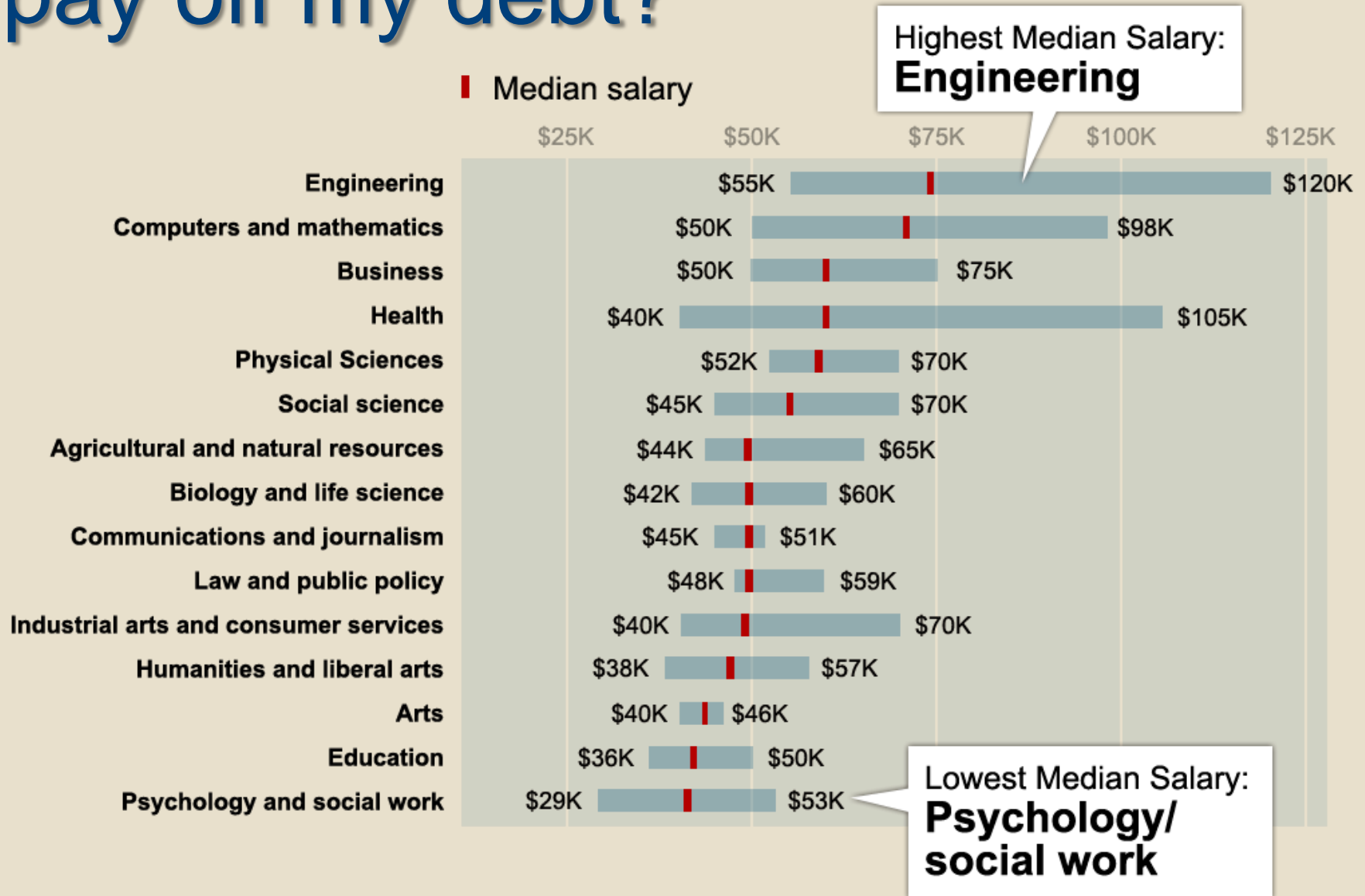


Lowest Unemployment for Recent Grads:  
**Health / Education**

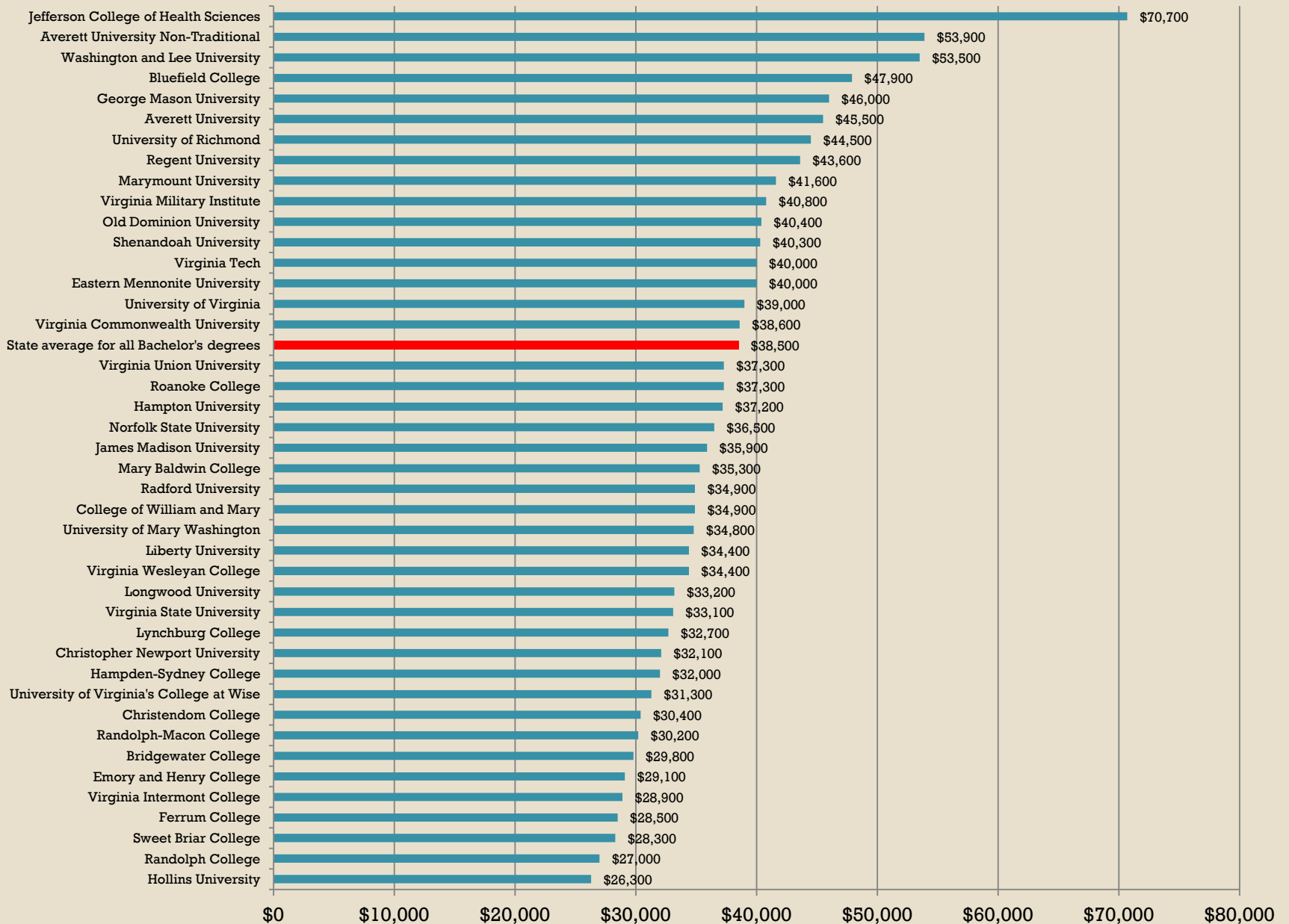
Source: Georgetown U. Center for Education & Workforce



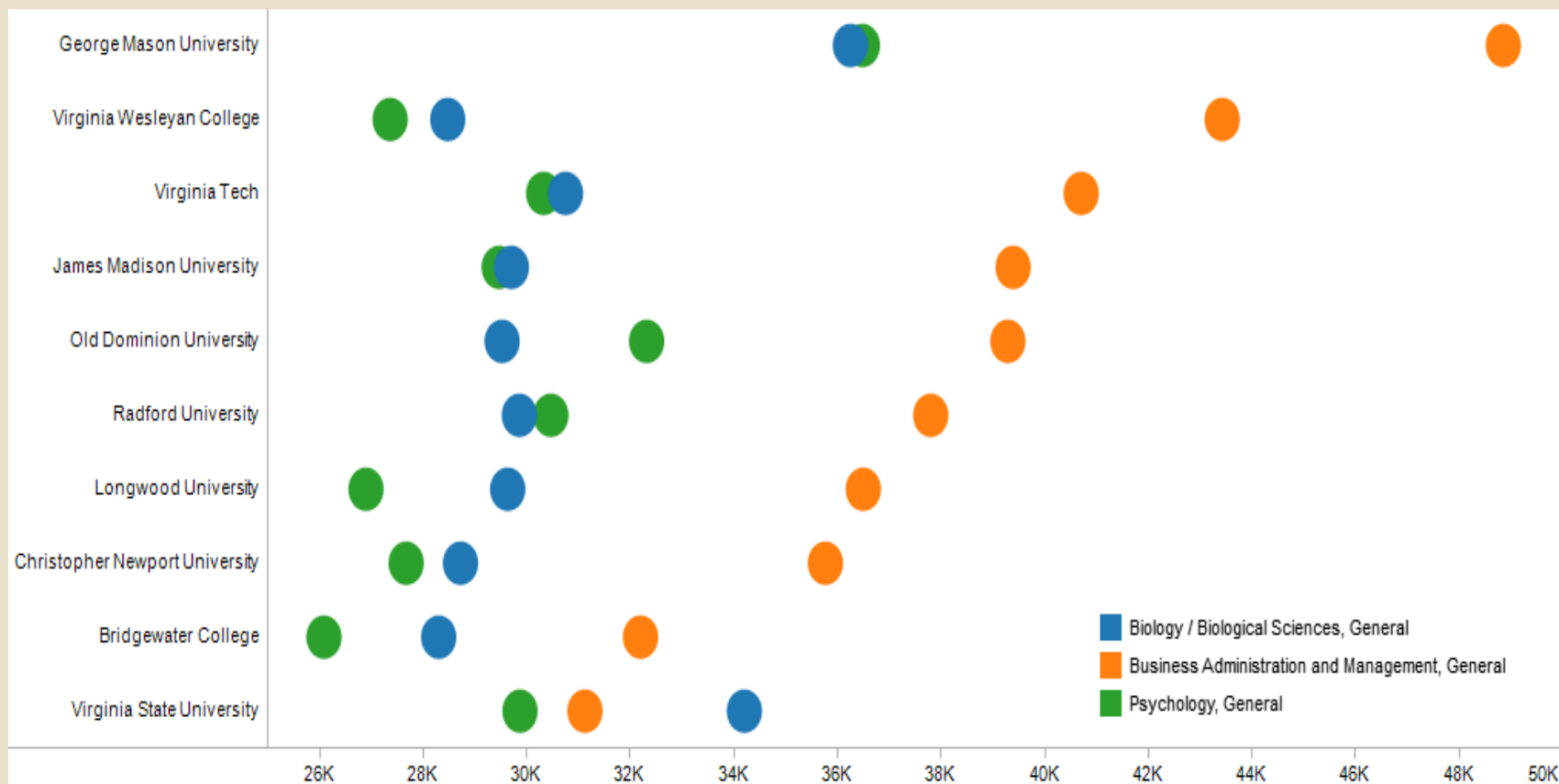
# Will I make enough money to pay off my debt?



# Average First Year Wages of Bachelor Degree Graduates, By Institution



## First-year Wages of Graduates from the Three Largest Bachelor's Programs of Study, by Institution (2008-2009)



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# Keys to Disrupting Legacy Industries

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## Hubris

**Skepticism of anything new**

**Unwilling to hear opposing viewpoints**

**“The only really necessary people in the publishing process  
now are the writer and the reader.  
Everyone who stands between those two  
has both risk and opportunity”**

**-Larry Kirshbaum  
Head of Amazon’s NY Publishing Unit**



## INTRODUCTION TO

# Artificial Intelligence

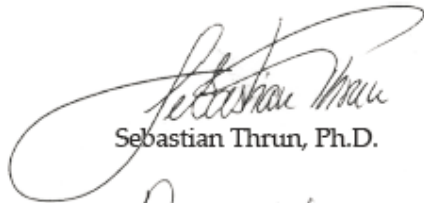
## Statement of Accomplishment

December 21, 2011

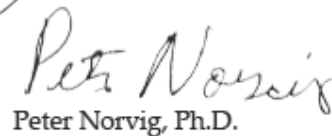
Dear Emilio Monti,

Congratulations! You have successfully completed the Advanced Track of Introduction to Artificial Intelligence in the top 1% of the class with a score of 100.0%. Your score is based on the average of your six best homework assignments (30%), a midterm examination (30%), and a final examination (40%).

Sincerely,



Sebastian Thrun, Ph.D.



Peter Norvig, Ph.D.



# Key Question:

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**What are the less tangible aspects  
that define your college experience  
that can't be easily be replaced  
by fragmented, simplified services  
on the Internet?**

# The Coming Disruption

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## Most at Risk

Commodity courses

The bundled,  
one-size-fits-all  
experience

The credential

## Least at Risk

Maturing students

Research

The student/professor  
relationship

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**COMING IN  
SPRING 2013**

**College (Un)Bound:  
The Future of Higher  
Education and What It  
Means for Students**

