What states can do to get students in college

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First... a few caveats

Policy making is a long game- don't expect immediate results

Know your audience- stakeholders, funders, detractors

There is urgency in today's ecosystem

Do what works- and can be sustained

Leverage other states/ systems- they love to share

Never let a crisis go to waste
Trends and opportunities
TREND

Workforce Alignment

• Focus on skills (upskilling, re-skilling, skills-based hiring, career focused programs)
• Credentials must have value in the marketplace (& aligned to high need, in demand industries)
• Continue flexible options for today's learners
OPPORTUNITY

Workforce Alignment

• Integrate work-based learning opportunities into higher ed programs (Internships, apprenticeships, cooperative learning)
• Align programs with high need, high demand industries- especially those that have been impacted by the pandemic
• Provide incentives for high demand programs - (loan forgiveness, stipends, tuition assistance)
• Provide more flexible learning options- stackable, micro- and incremental credentials, credit for prior learning, compressed or accelerated options
• The pandemic exposed both our vulnerabilities & our ability to pivot quickly
  • Students expect to have robust digital presence AND accessibility
  • The traditional classroom has changed.... forever
  • Some 'rules' don't make sense anymore
  • We must attend to basic needs

TREND
Meeting students where they are
• Review enrollment/admissions policies to ensure they meet needs of today's students
  • Test optional, shorter terms, rolling admissions, digital access in both student and academic services
• Continue hybrid options
• Transparency in costs/ditch the fees that hold students' enrollment & completion 'hostage'
• Get out of the way of innovation
• Expand caretaking options to address housing & food insecurity, mental health supports, access to safety net programs

OPPORTUNITY
Meeting students where they are
• Students/ Communities/ Legislatures want to have clarity to the VALUE of postsecondary education
• Branding/ marketing focused on unique assets of institutions
• Demonstration of affordability and return on a student's investment
• Movement toward community focus
• Alignment with future jobs/ careers
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Market what matters

• Survey students/ communities (prospective and enrolled)
• Market analysis of needs of communities and employers
• Identify and leverage key pipelines
• Transparency of pricing, assets, incentives, unique characteristics
• Focus on student supports
Leverage emergency resources for innovation and sustainability
Equity Focused - Data Driven Decision Making
Thank You!