External Environmental Scan Team

February 19, 2013
External Environmental Scan Team

- Conduct literature review of trends in Higher Ed
- Research relevant higher education associations about trends they see
- Analyze higher education market trends (i.e., online, hybrid, MOOCs, Khan Academy, etc.)
- Interpret feedback from listening tour
- Conduct review on Commonwealth and SCHEV’s future expectations of higher education
- Propose key future-based issues that should inform the creation of the university’s next strategic plan
- Prepare report for UPT
Consultants

Debra Humphreys, Ph.D.
Vice President for Policy & Public Engagement
Association of American Colleges & Universities

James S. McCoy
Vice President for Enrollment Management
University of New Haven

Cathy Sandeen, Ph.D., MBA
Vice President, Education Attainment & Innovation
American Council on Education
Perspective Going Forward

- Be caution in the interpretation of popular press, especially in regard to the value of a college degree and the value of a liberal arts degree.
- Make the case
  - “Institutions committed to liberal education must attend to both making the case clearly for that vision and documenting its impact in terms of outcomes assessment and longer-term measures of success for students.”
Perspective Going Forward

- “While the trends may be historical in nature, their utility lies in our ability to wisely extrapolate them into the future.”
- Trends are relative to higher education in general....not necessarily trends that will impact James Madison University
Ongoing Value of a College Degree

- “is it really worth it?”
- What are the measures of societal impact?
- Is JMU’s academic organizational structure adding value to the degree?
- As a public institution, are we providing multiple pathways to access the promise of a college education?
Higher Education’s Financial Model

- Is the current financial model sustainable?
- What does affordability look like?
- What are JMU’s responsibilities/expectations for accessibility?
- What are JMU’s revenue streams for the future?
Changing Student Body Demographic

- What is the “right” mix of undergraduate/graduate; in-state/out-of-state; international; transfer; non-traditional students?
- A more diverse composition means providing new, expanded and different services
Emerging Use and Access to Technology

- How will JMU utilize the new technologies we currently have available? How do we prepare for those technologies that are in the future?
- How do we assure the quality of experiences using technology?
- How does technology enhance student success?
Changing Makeup and Roles of Faculty

- What is the role of adjunct and part-time faculty?
- What is the future of tenure?
- How are faculty retained/rewarded?
- What will be the qualifications for faculty in the future?
Changing Nature of State Comprehensive Universities

- Clearer definitions for scholarship, research, service and creative activities are needed
- What is the future of a liberal arts education?
- What is the future of graduate programs at JMU?
Increased Regulatory Responsibilities

- What metrics should be used to best define success at and for JMU?
- Do we have the appropriate systems in place to respond to local, state, regional, and federal mandates and regulations?
Increasing Resource Investments in Environmental Impact Reduction

- Environmental stewardship/sustainability is currently a “hot” trend? Where can/will it take us?
- College applicants are looking at institutional environmental commitment.
- What is our obligation to the ACUPCC?
Higher Education’s Changing Measures of Success

- How do we market the institution? What do we market about the institution?
- What is the role of citizenship?
- What assessment initiatives are needed? How are they sustained?
The way we were

Where will we go and how will we get there?

THANK YOU TO OUR COMMITTEE MEMBERS FOR THEIR PERSERVANCE, PERSPECTIVE, AND TEAMWORK.