



PRESENTATION HANDOUT

Is Higher Education Dying or Dynamic?

Perceptions of ROI Change During COVID

RNL National Conference
Friday, July 15, 2022
8:15 – 9:15 a.m. #15E60

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Higher Education Dying or Dynamic?

Abstract:

- ▶ Many institutions are suffering as the number of high schoolers likely to go to college has taken a nosedive to only 48% from 71% in 18 months.
- ▶ Price-conscious students and parents who are now more open to alternatives must be convinced the degree is worth it and will lead to good careers.
- ▶ To match the moment, dynamic changes must be authentic, provable, and lead to successful careers.

Higher Education Dying or Dynamic?

Learning Objectives:

1. What changed to make students upend long-standing trends in higher education?
2. How to address the reasons why students and parents are deciding to forgo the college experience?
3. Can strategic enrollment planning help steer your university's evaluation of motivators, pathways, and your school's direction?

Higher Education Dying or Dynamic?

I've Seen Disruptions

- ❖ Local TV News Anchor while cable and alternatives grow.
“Good” now 10% rating, was 50%
- ❖ World's Largest Movie Theatre Chain with growing alternatives.
“3-inch screen or 3 stories tall”



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Disruptive Change

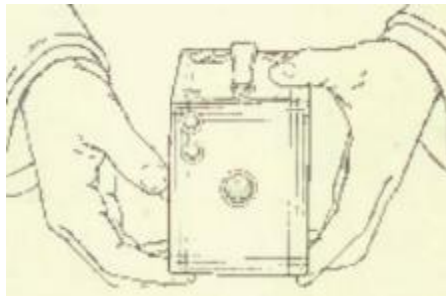
- ❖ 1975: Steve Sasson invented the handheld electronic still camera.
- ❖ 2012: A \$525-million sale of 1,000+ digital camera patents.
- ❖ 2012: That patent-holding company also filed bankruptcy.



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Kodak Moments

- ❖ 1990s: Kodak algorithms and miniaturization aid development.
- ❖ 2000s: Smartphone cameras are a low-cost add-on. Kodak EasyShare cameras are not very profitable.
- ❖ 2010: Instagram offers a photo sharing channel for consumers.



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Xerox Innovations

- ❖ 1969: PARC labs in silicon valley invented the Xerox Alto PC.
- ❖ 1979: Steve Jobs toured the labs in exchange for 100,000 Apple shares.
- ❖ 1981: Xerox Star Office included a GUI, menus, mouse, and windows for expert users not consumers.



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Serious Headwinds

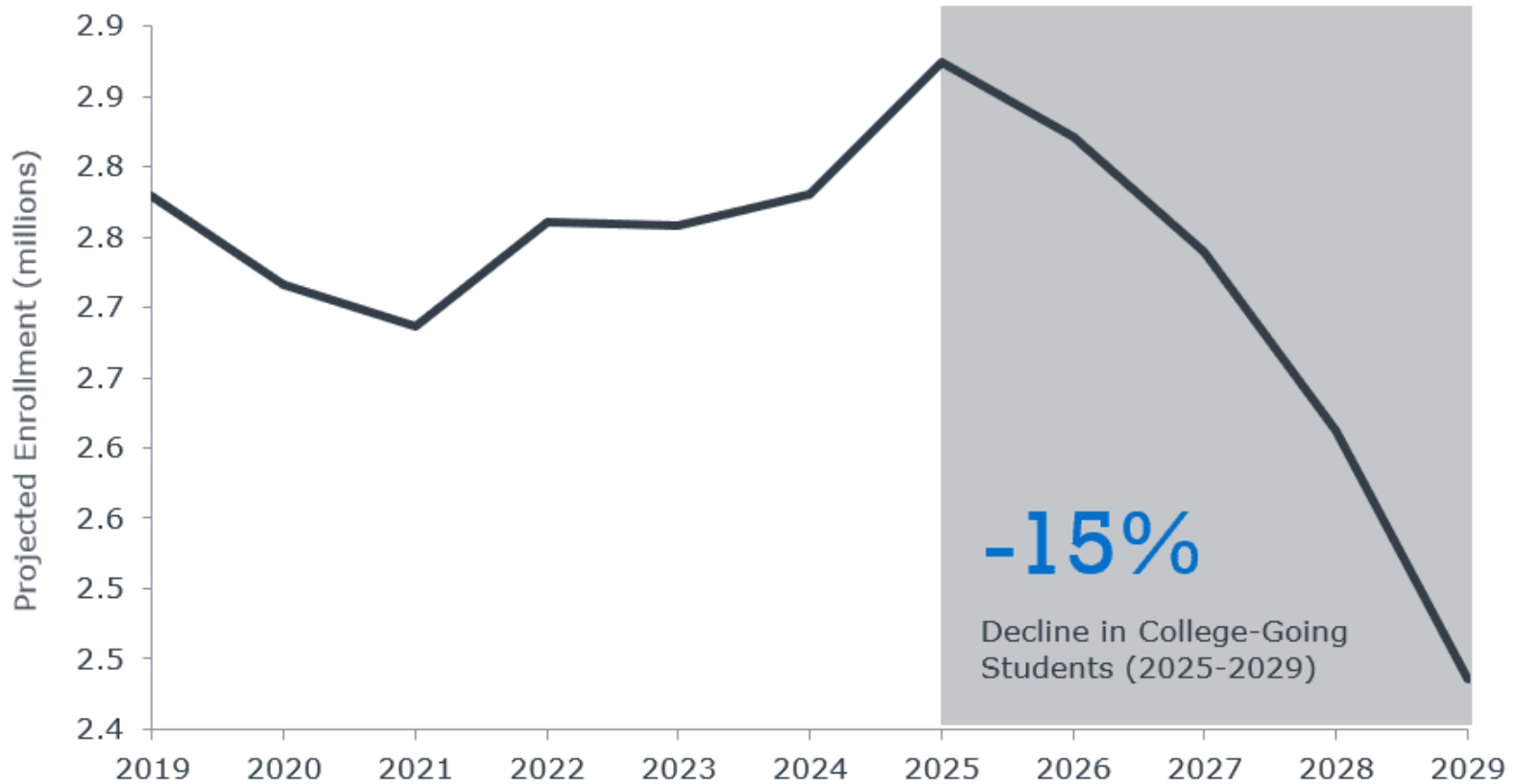
- ❖ Since 2016, 80 US colleges closed or announced mergers.
- ❖ Federal relief funds are keeping many campus budgets afloat, for now.
- ❖ Consumers in the digital age can shop around, and they do!



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Enrollment Projected to Drop Sharply After 2025

Forecasted Number of College-Going Students in the U.S. (millions), by Year of High School Graduation



- "Demographics and the Demand for Higher Ed" 2018, Nathan D. Grawe

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Moment of Disruption

- ❖ US enrollment dropped 9.4% since COVID, expediting a demographic cliff. The largest drop in 50 years.

- National Student Clearinghouse Research Center NSCRC

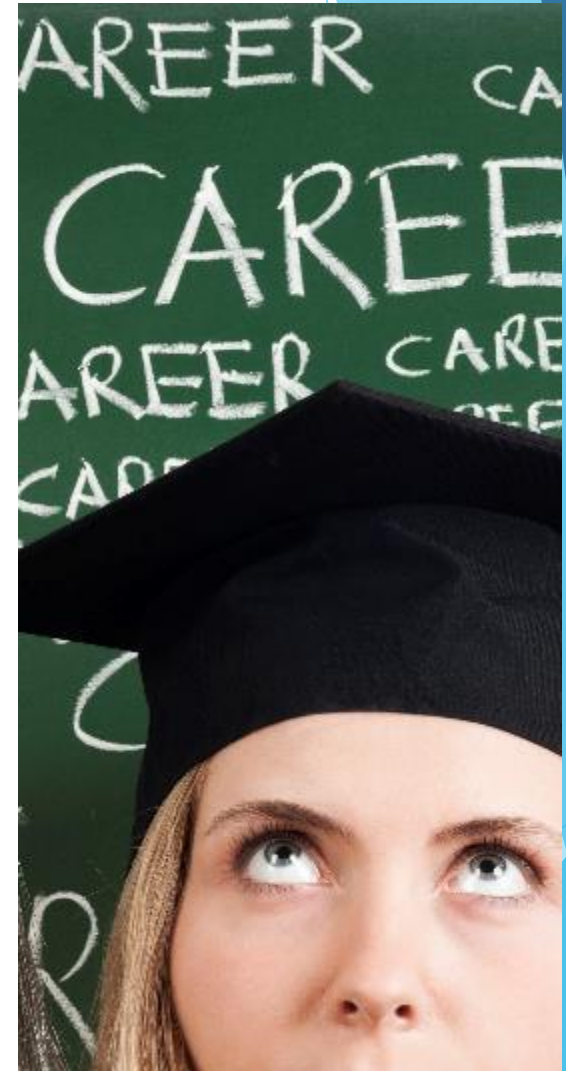
- ❖ Yet, more selective schools report increases after making tests optional during COVID.
- ❖ Big schools getting bigger based on their reputation as the best.



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Differing Impacts

- ❖ 1.4 million fewer US undergrads since COVID.
- ❖ Community colleges -13.2%
- ❖ High prestige schools up:
 - Brown +9% applications
 - Harvard +7% applications
 - UVA +6% applications



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Percentage of Gen Z Teens Considering a Four-Year Degree

February 2020

65%

May 2020

71%

January 2021

53%

September 2021

48%

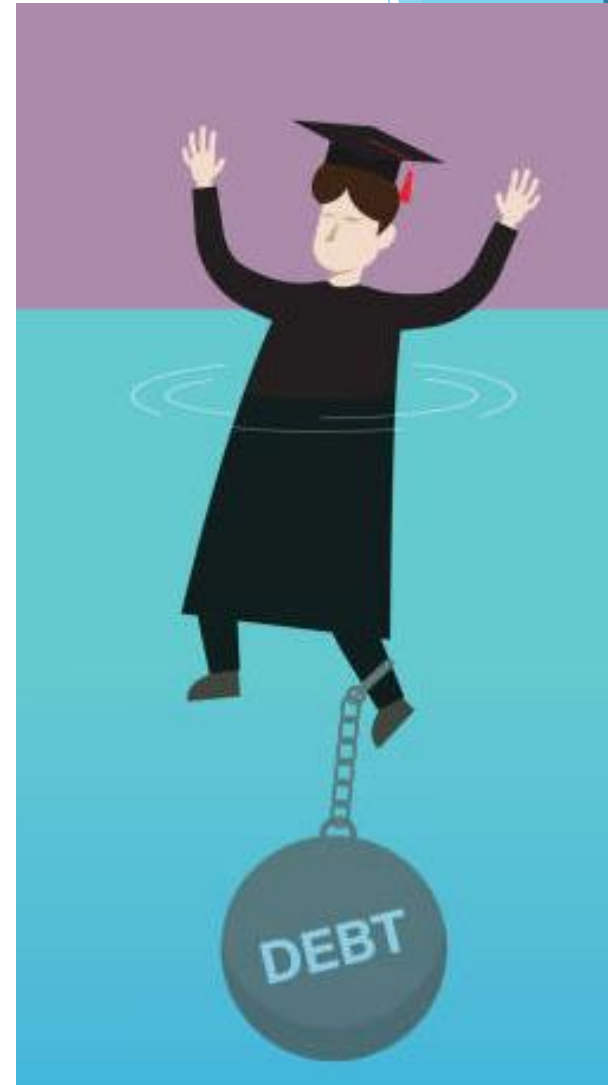
-23%

FROM MAY 2020 TO
SEPTEMBER 2021

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Why Forgo College?

1. Demand for a clear Career Path.
89% A good career is the goal.
2. Seek value and justify the cost.
66% Tuition cost limits options.
3. Unsure of ROI to payoff debt.
65% Loan debt is a barrier.



Higher Education Dying or Dynamic?

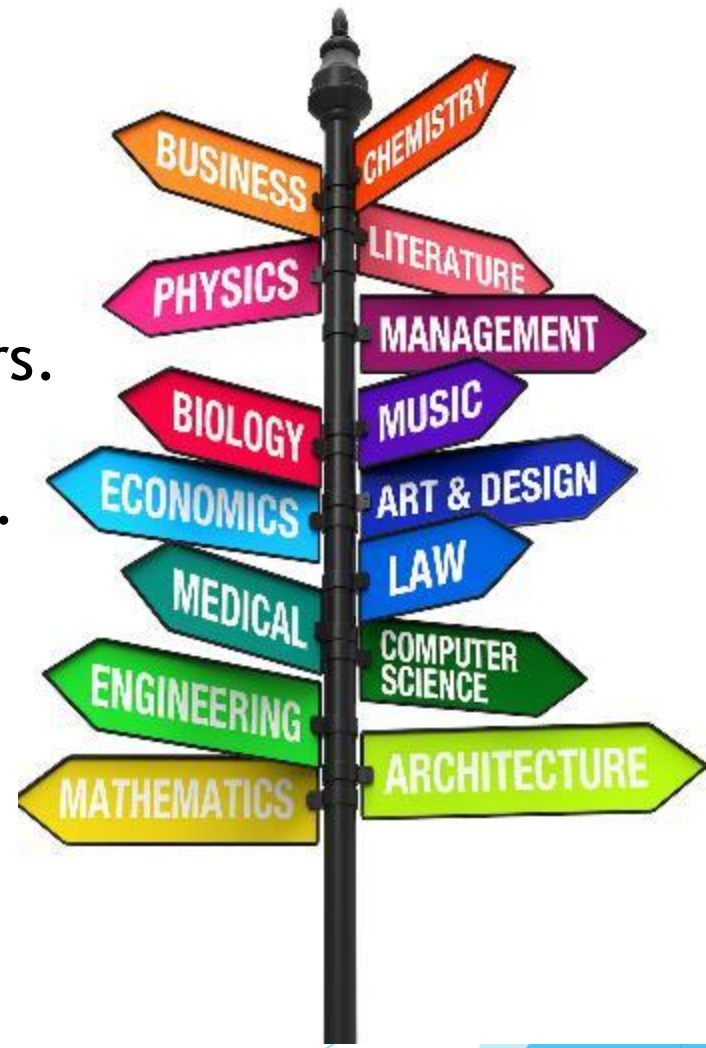
Why Forgo College?

4. Considering less than four years.

51% Certification good enough.

5. Financial stresses from COVID.

32% Less likely to enroll now.



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- "Student Loan Debt Jokes" July 2019, YouTube 15

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Message Changes



Digital revolution puts consumers in the driver's seat. All choices are as close as a keyboard.

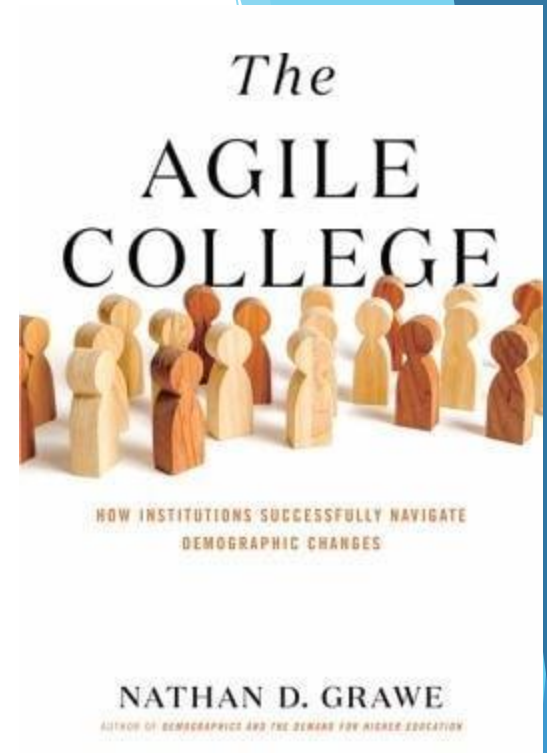
- ❖ Students want a “best fit” path for the future.
- ❖ Know your target audience and differentiate from other schools. Emphasize how you do certain things better than the rest.
- ❖ Find your way to be best!

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Systemic Changes

Students will know if messaging is not authentic. Is it time to reinvent?

- ❖ Focus financial aid for biggest bang.
- ❖ Reposition brand to match consumers.
- ❖ Target new audiences/markets if viable.
- ❖ Utilize remote campus, online, and/or hybrid.
- ❖ Add new degrees or certificates students want.
- ❖ Trim programs without potential for an audience.
- ❖ Consider competency-based assessments.



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Support for Change

Higher Education experts such as RNL may assist with a Strategic Enrollment Plan.



- ❖ Determine scope of reinvention or mere modification.
- ❖ Discuss Ansoff Matrix and situational awareness.
- ❖ Delegate with working groups and list participants.
- ❖ Define success with Key Performance Indicators KPI.
- ❖ Discover data needed to meet deadlines for SEM.
- ❖ Decide Six Ps:
Programs, place, price, promotion, purpose, & process.

Higher Education
Dying or Dynamic?

Thoughts?
Questions?
Observations?

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Education:

- **BS: Broadcast Journalism and Management
University of Tennessee**
- **MBA: Marketing Specialization
Southeastern Oklahoma State University**
- **Post-Masters Studies at Cornell, Rutgers,
and University of Illinois**

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Experience:

- **TV News Anchor ABC-6** - First responder interviews during crises, live broadcasts
- **Vice President MarCom Regal Cinemas** - 300+ media inquiries/day during crises
- **CMO SUNY Alfred State College** - Known for applied learning