



BEYOND THE HORIZON
WHAT'S NEXT FOR HIGHER EDUCATION

JEFF SELINGO

 @jselingo

Impact of Internet to Date



Consumer



Business



**Security/Safety/
Warfare**



Education



Healthcare



**Government/
Regulation/ Policy
Thinking**

Source: Harvey Balls estimate degree to which Internet has changed behavior, outcomes in selected sectors of economy



THE GROWTH ERA
1968-1990



THE TECH ERA

— 1991-2010 —



THE COLLABORATION ERA?

— 2011-CURRENT —

WHAT WE LEARN?

WHO LEARNS?

WHEN AND WHERE WE LEARN?

HOW WE COMMUNICATE LEARNING?

WHAT WE LEARN?

Probability that **automation** will lead to **job losses** in next two decades



Accountants



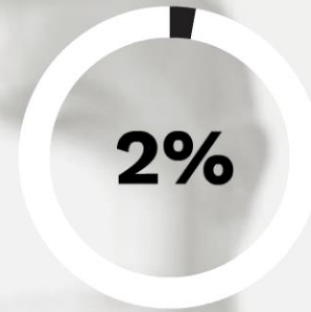
Technical
writers



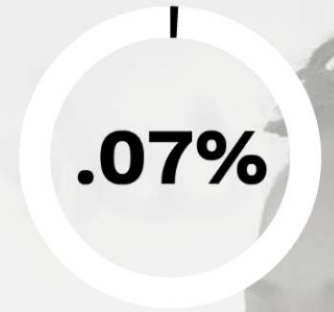
Commercial
pilots



Economists



Chemical
engineers



Athletic
trainers

**THE NEW
NORMAL**

“ WE NEED TO
RETHINK THE CONCEPT OF COLLEGE;
OF **HIGHER EDUCATION** IN GENERAL.”

 #AFTERCOLLEGE

A man with curly hair is sitting at a table in a cafe, reading a newspaper. The scene is dimly lit, with a window in the background. The text is overlaid on the image.

In **3 out of every 4** job ads,
just 25 skills appeared

top 5 skills in job postings

communication/
writing



organizational skills



customer service/
problem-solving



planning/
detailed-oriented



“ IN MANY WAYS THE MODERN WORK WORLD
LOOKS A LOT LIKE A **PRE-SCHOOL CLASSROOM**
WHERE **CURIOSITY, SHARING, AND NEGOTIATING**
ARE FRONT AND CENTER.”

 #AFTERCOLLEGE

What's the assignment?

When do we need to finish?

Do we need to work in teams?



How do we pick teams?

How will we be graded?

workplace of old



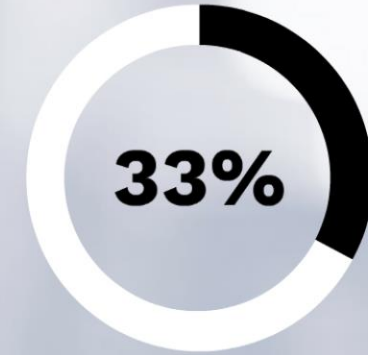
“PEOPLE KNOW HOW TO
TAKE A COURSE, BUT THEY **NEED TO**
LEARN HOW TO LEARN.”

JOHN LEUTNER, HEAD OF GLOBAL LEARNING AT XEROX

 #AFTERCOLLEGE

33% of students had
no learning gains

academically adrift



40% of college seniors **fail to graduate**
with the **complex reasoning skills**

collegiate learning exam



50% of college seniors said they **talked often**
with a faculty member about their career plans

national survey of student engagement



“ THERE ARE THINGS YOU’RE **TAUGHT**
AND THEN THERE ARE THINGS YOU **LEARN**.

A LOT OF WHAT COLLEGE COMES DOWN TO
IS NOT WHAT HAPPENS IN THE CLASSROOM.

IT’S ABOUT **NAVIGATING LIFE**
AND **BUILDING RELATIONSHIPS.** ”

Rick Settersten OREGON STATE

 #AFTERCOLLEGE

designed to **educate** a
small number of people.



apprenticeships trained
people for jobs.



this pathway was **never** designed
to serve **18 million students**



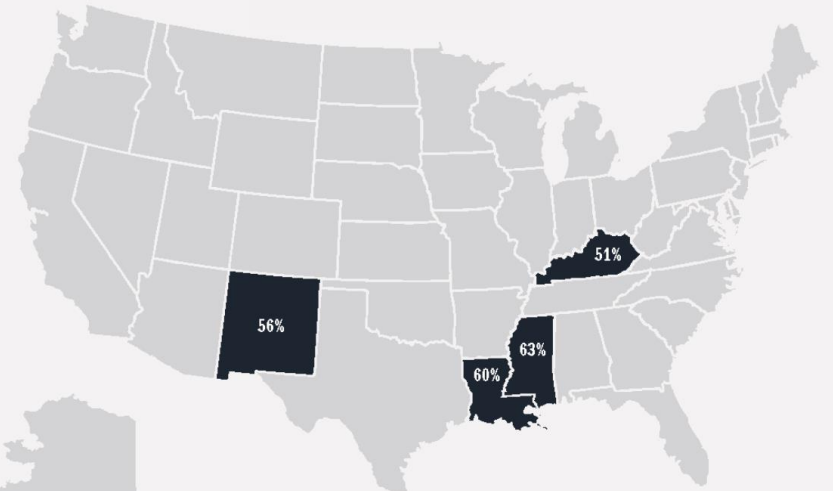
WHO LEARNS?

Growing Financial Need

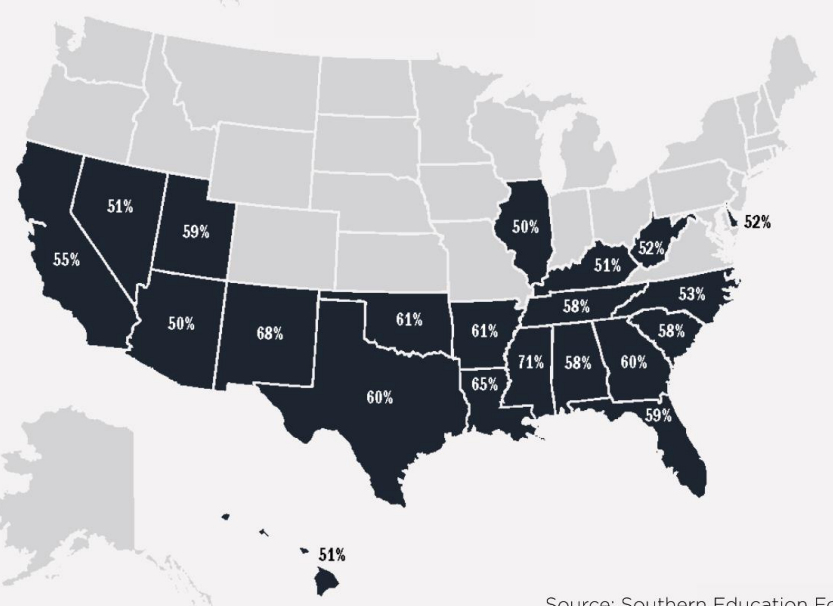


States where low-income students (family income \$20,000-\$40,000) exceed **50%** of the total student population.

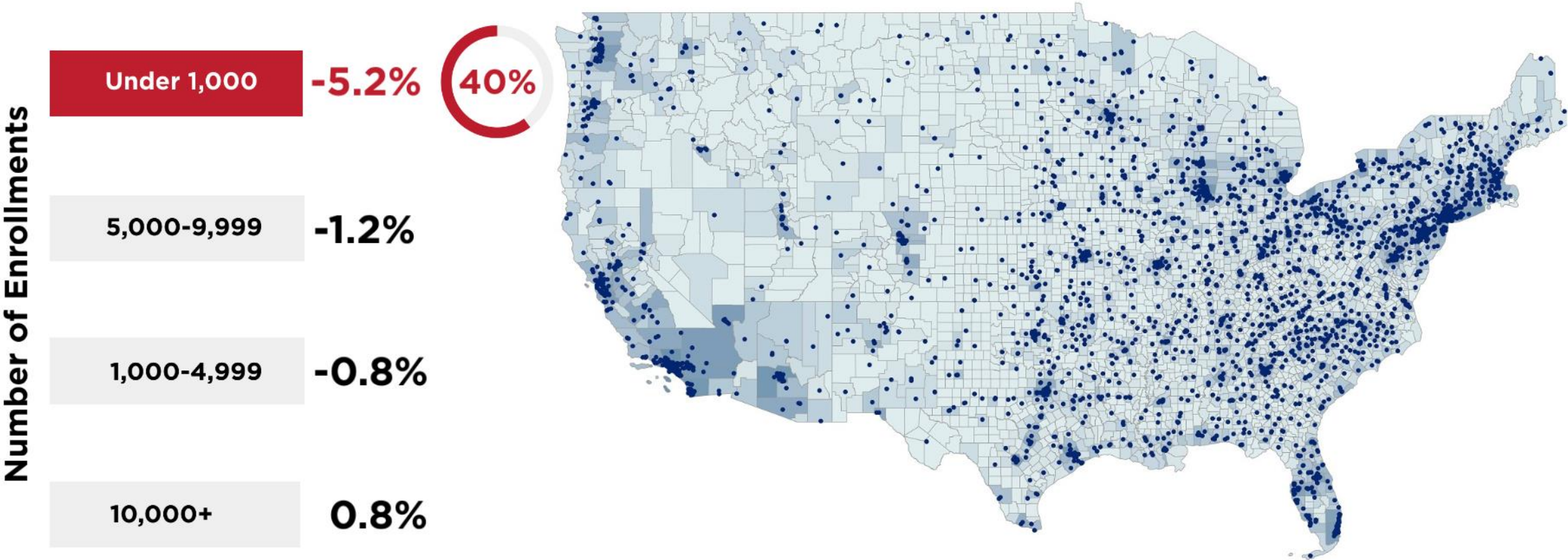
2000



2013



Enrollment Trends By Size Institutions 2010-2013



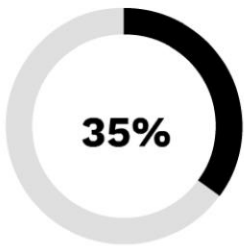
Source: <https://www.brookings.edu/research/mapping-the-market-for-higher-education/>

Age of **Financial Independence**
for College Graduates

1983: Age 26

Now: Age 30

Georgetown Center on Education & the Workforce



SPRINTERS

jump right in



WANDERERS

take their time



STRAGGLERS

press pause





3 factors

define their years
after high school



DEBT



INTERNSHIPS



CREDENTIAL

DEBT



43%

43% of **Sprinters** had **less than \$10,000** worth of debt at commencement — far short of the **\$37,000** average debt of the **Class of 2016**.

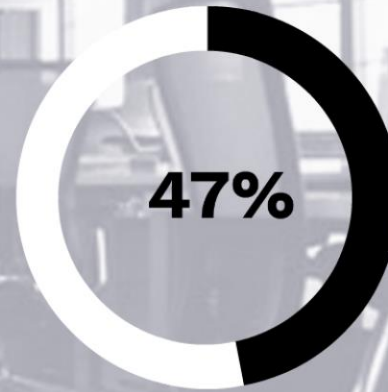


INTERNSHIPS

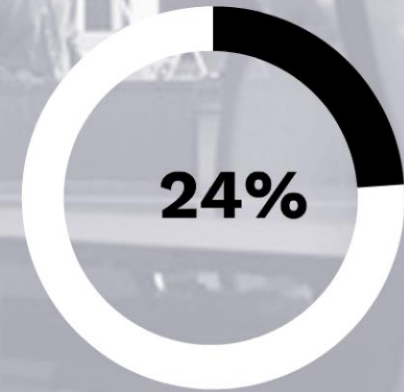
SPRINTERS



WANDERERS



STRAGGLERS



had at **least one internship** in college

CREDENTIAL

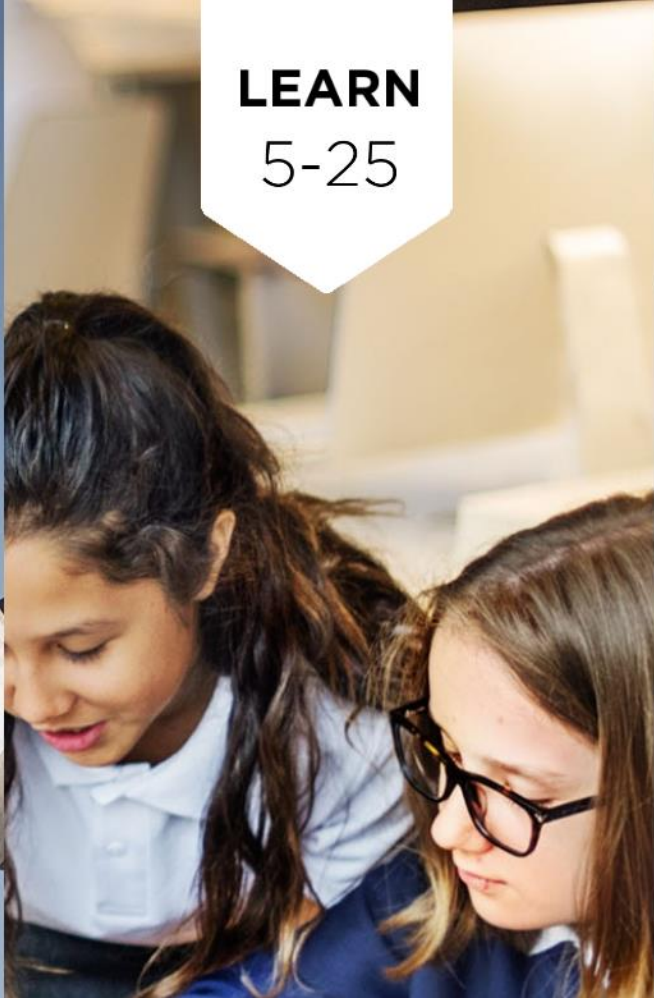


Those in their **20s** make up the largest share **(12 million) of the 31 million** adults in the U.S. who left college **without a degree.**

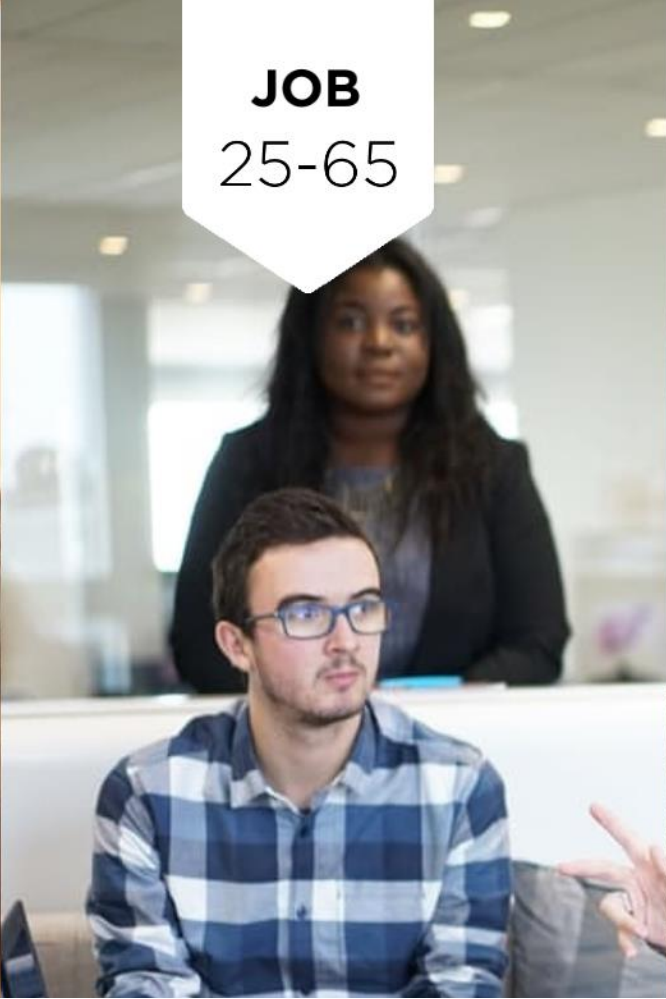
WHEN AND WHERE WE LEARN?



PLAY
0-5



LEARN
5-25



JOB
25-65



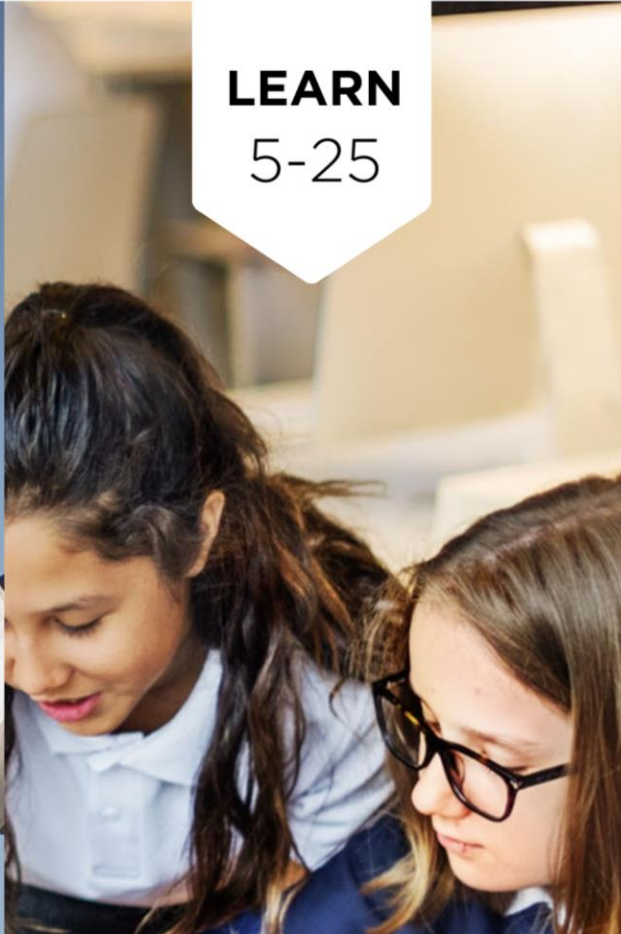
RETIRE
65+

LEARN

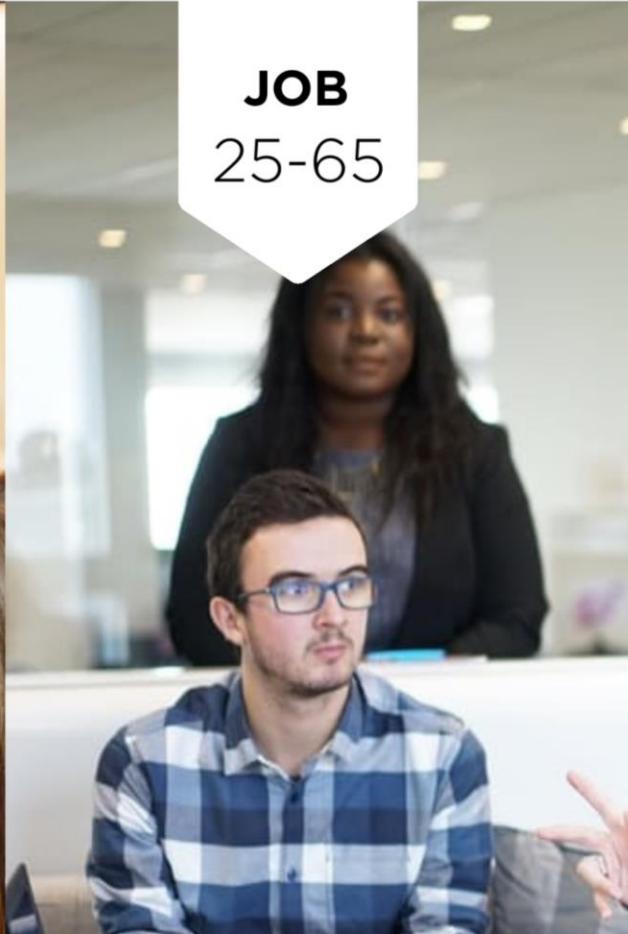
PLAY
0-5



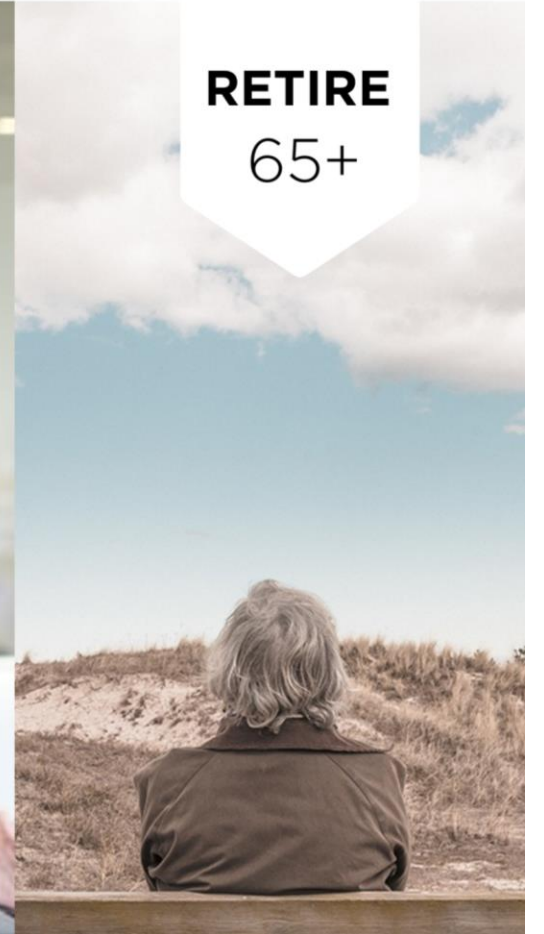
LEARN
5-25

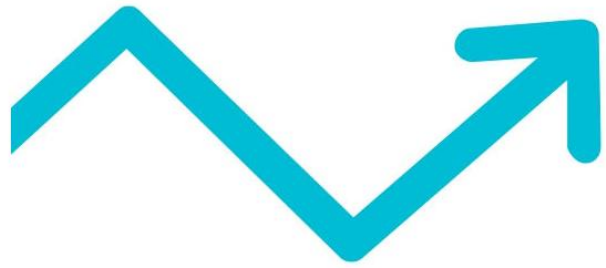


JOB
25-65



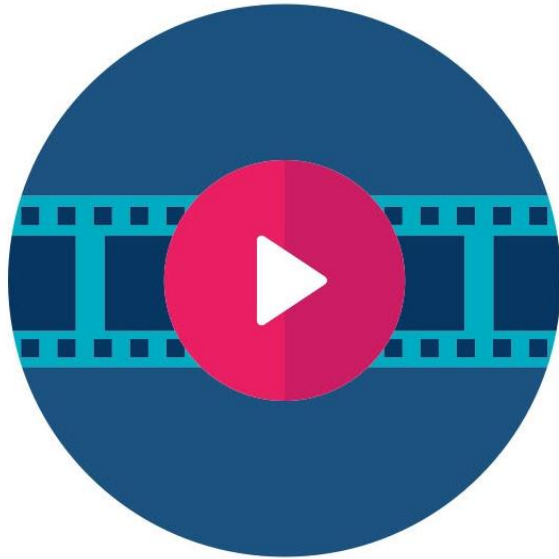
RETIRE
65+





Searches

related to “how to” on YouTube grew 70% YoY.



100M+

hours of “how-to” content was watched on YouTube in the first half of 2015.



of Gen Xers watch YouTube videos to learn how to do something.





Good Morning, Julianne

Check out what's trending in your industry below!

Skills you're currently learning: Business Strategy • Data Analysis • Presentations

Skills Analysis for Program Manager ▾

Here are 5 skills trending for your job title in your industry

Jane Smith, John Doe and others in your network have this skill.

Organizational Leadership

3654 views



Show less

VIDEO • 3m 54s



Assess your leadership readiness

By Izzy Gesell



ARTICLE



Creating an Alliance with Employees

By Chris Yeh and Reid Hoffman



COURSE • 2h 23m



Building High-Performance Teams

By Mike Figliuolo



INTERVIEW • 5m 25s



Self Awareness Authenticity as Leadership

By Bill George

Program Management

2654 views

Show more

Agile Methodologies

2620 views

Show more

Microsoft Office

2589 views

Show more

FOR THE LEARNER

Suggestions based on your skill gaps

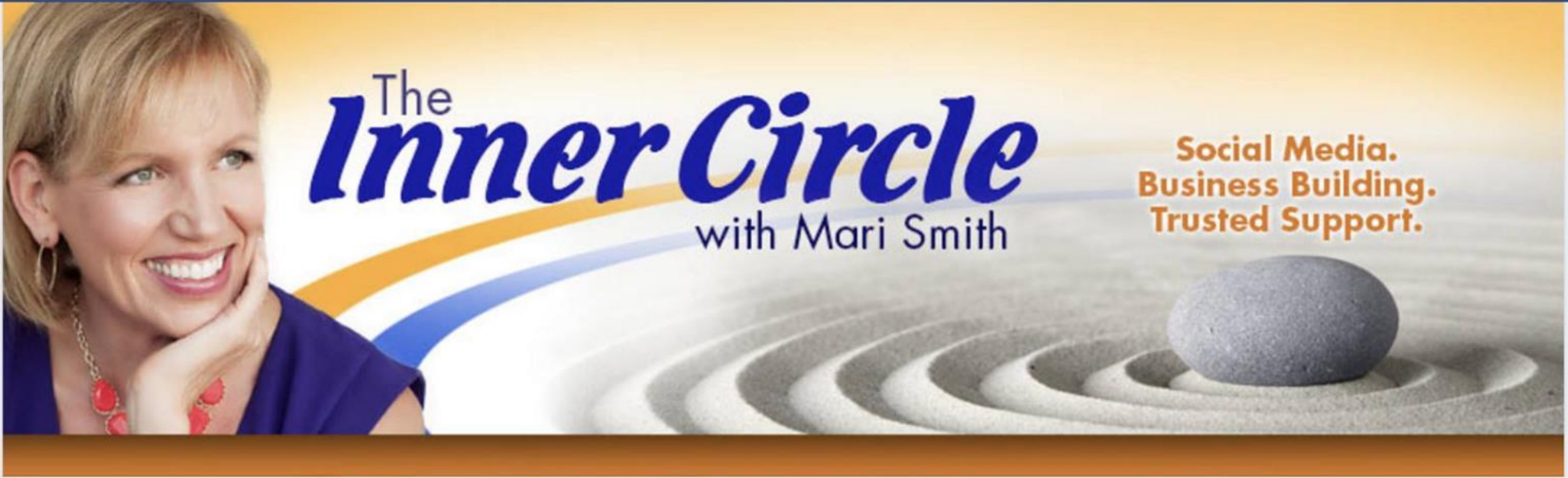
★ Inner Circle with Mari Smith

🔒 Closed Group

- Discussion
- Members
- Events
- Videos
- Photos
- Files
- Manage Group

Search this group 🔍

Shortcuts



Joined ▾ Notifications Share ...



Add a course unit

Create a Unit

Create Units to organize your posts.



ADD MEMBERS

+ Enter name or email address...

MEMBERS 342 Members (1 new)



SUGGESTED MEMBERS Hide

DESCRIPTION

The INNER CIRCLE with Mari Smith is a members only program designed to help business owners, entrepreneurs, and fellow social media professionals to keep on top of the latest technologies, techniques, platforms, best practices, resources, tools, events, trends, and more!!

... See More

DESCRIPTION Edit

The INNER CIRCLE with Mari Smith is a members

HOW WE COMMUNICATE LEARNING?



JK MOVING
SERVICES



Employers spend **\$22 billion** on tuition benefits annually.
What are they getting in return?

jetBlue
AIRWAYS®



STARBUCKS®

“ BUSY WORKERS **DON'T HAVE TIME** TO DISTINGUISH BETWEEN COLLEGES AND UNIVERSITIES.

WE'RE DOING THAT WORK FOR THEM AND
ELIMINATING SOME OF THE COMPLEXITY. ”

Bonny Simi, PRESIDENT AT JETBLUE TECHNOLOGY VENTURES.

1990's



NOW



**WHAT SHOULD COLLEGES
AND UNIVERSITIES DO?**

Rethink Legacy Structures





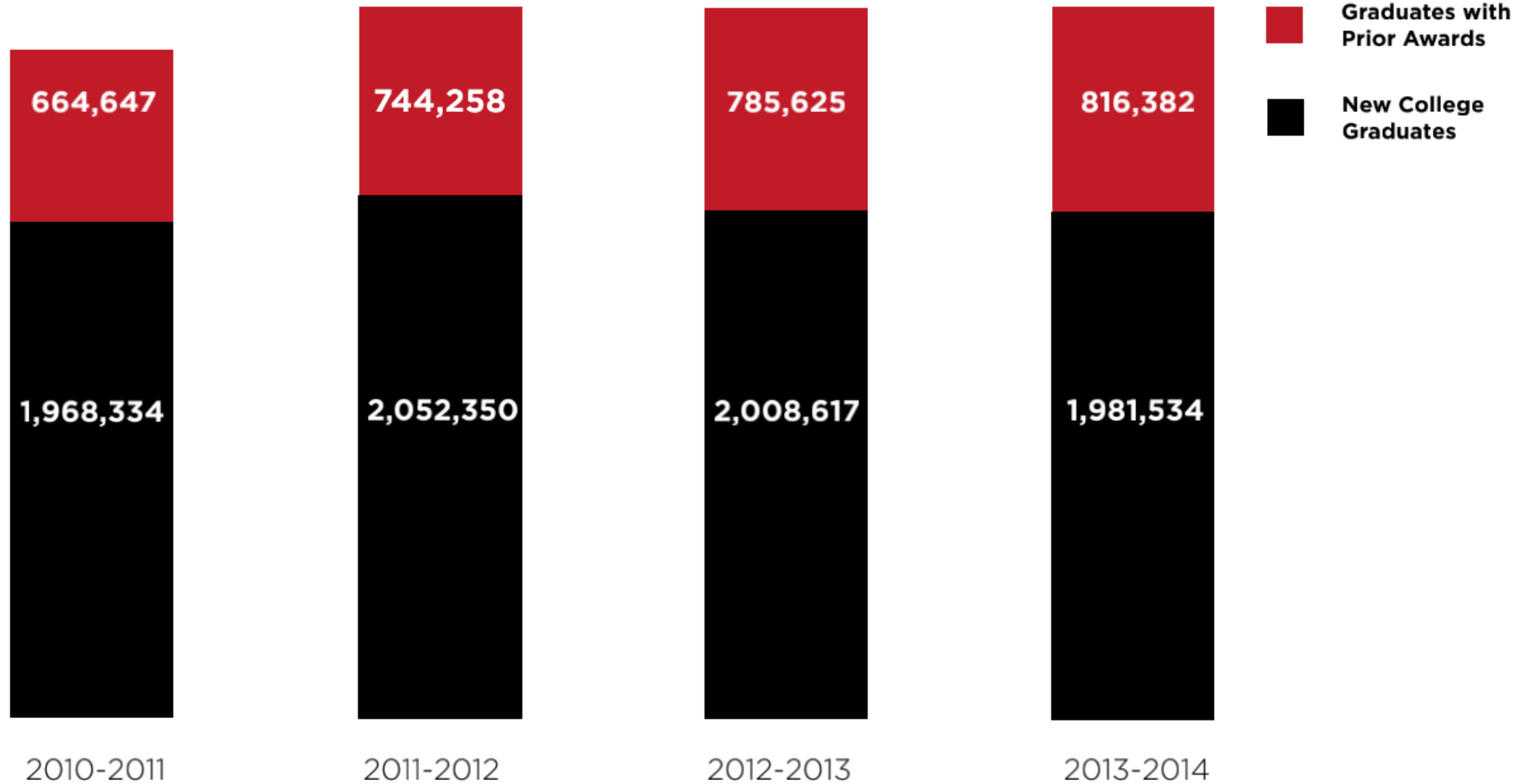


An Online Education Breakthrough? A Master's Degree for a Mere \$7,000

A Georgia Tech computer science program at drastically reduced prices could change the way we think about the problem of college costs.

NYTIMES.COM | BY KEVIN CAREY

New College Graduates and Graduates with Prior Awards (Bachelor's and Associate Degrees Combined)





University for Life

Open Loop University

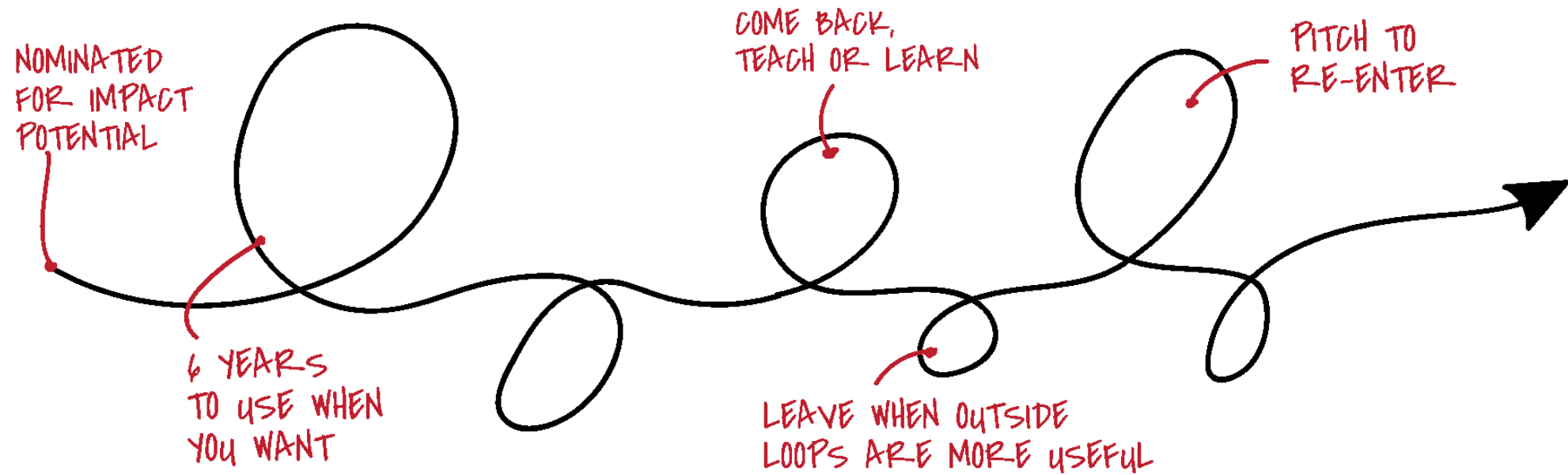


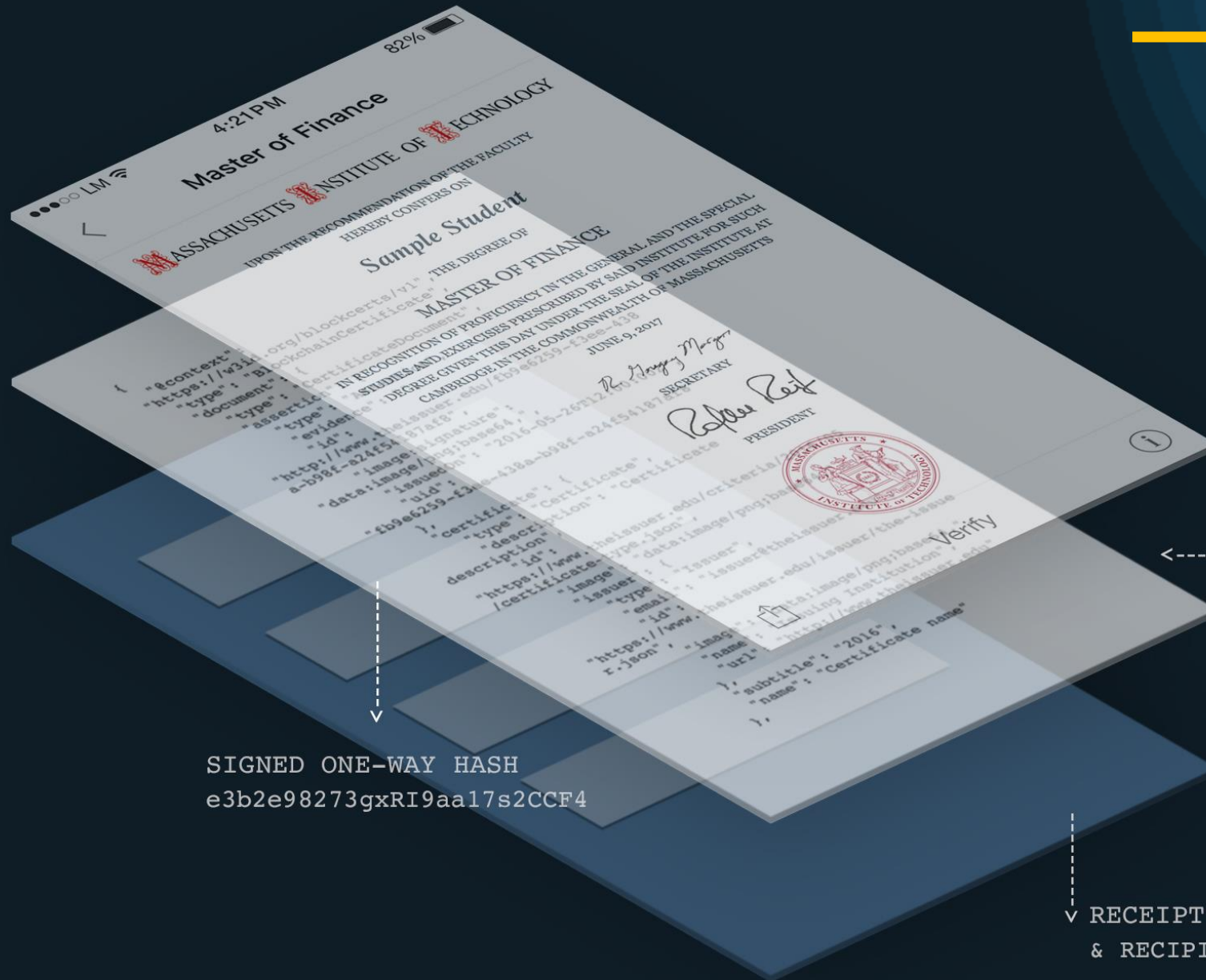
Image via @Stanford Project

Blockcerts

Presentation

Content

Receipt



Hybrid Education





“ BETWEEN 1980 AND 2012, JOBS WITH
HIGH SOCIAL SKILL REQUIREMENTS GREW
BY NEARLY 10 PERCENTAGE POINTS AS A
SHARE OF THE LABOR FORCE.

**MATH-INTENSIVE
BUT LESS SOCIAL JOBS SHRANK**
BY ABOUT 3 PERCENTAGE POINTS
OVER THE SAME PERIOD.”

David Deming PROFESSOR OF EDUCATION & ECONOMICS, HARVARD UNIVERSITY

 #AFTERCOLLEGE

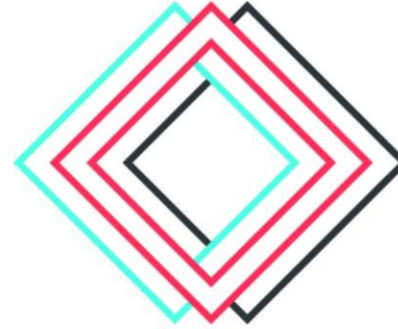


THE COLLABORATION ERA?

— 2011-CURRENT —



COALITION for ACCESS,
AFFORDABILITY, and SUCCESS



AMERICAN
TALENT
INITIATIVE

UNIVERSITY
INNOVATION
ALLIANCE



THE DECADE AHEAD WILL BE ABOUT **DEVELOPING PLATFORMS**
FOR SUCCESS—BOTH FOR STUDENTS & CAMPUSES—THROUGH
INSTITUTIONAL ALLIANCES AND THROUGHOUT
THE LIFECYCLE OF A STUDENT'S EDUCATION.



THANK YOU.

JEFF SELINGO



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jeffselingo.com