



BEYOND COVID-19: TRENDS & INNOVATIONS IN HIGHER EDUCATION

NORTH CAROLINA AGRICULTURAL AND TECHNICAL STATE UNIVERSITY,
BOARD OF TRUSTEES RETREAT, JULY 15, 2022

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CONTEXT BEFORE CONTENT

- UG enrollment declined by 1.4 million students
- Test optional admissions
- Moving beyond traditional academic calendar
- Focus on adult/returning students
- Mental health crisis
- “Is College Worth It?”
- Addressing Degree Inflation in Hiring

CONTEXT BEFORE CONTENT

- Education-as-a-benefit programs
- Increased employer demand for non-degree credentials
- Continued desire for online and hybrid learning options
- Shift from physical infrastructure to digital infrastructure

NON-DEGREE CREDENTIALS

Reskilling and Upskilling

Overview of NDC

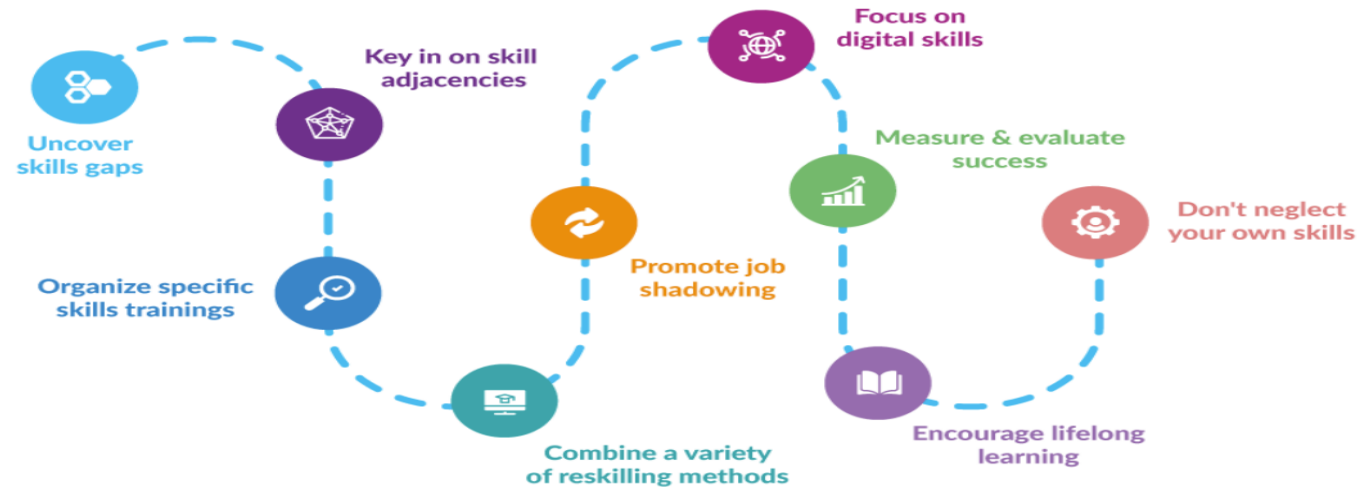
Benefits and Challenges

TYPES OF SHORT-TERM CREDENTIALS

	Certifications	Licenses	Certificates
Issuer	Industry or professional association, test publisher, or business	Government entity, usually state or local	Usually an educational institution, but also some professional associations
Assessment?	Always	Sometimes – may be paired with certification	Rarely – like degrees, earned on completion of a defined curriculum
Time-limited?	Usually	Usually	Never
Established skill standards?	Always – the basis of the certification exam	Sometimes – usually built on government regulations, not skills standards	Rarely, though expected learning outcomes may be set out

RESKILLING AND UPSKILLING

How HR Can Build a Successful Reskilling Program



BENEFITS

- 17% of all adults; 24% of employed adults
- Adults with BA/BS more likely to hold certification
- Higher Earnings
- Graduates more competitive
- Help educators create cutting-edge programs aligned with industry standards.
- Supply skilled workers for local economy

CHALLENGES

- Integration
- Funding
- Tracking results
- Durability (regional vs. national in scope; longevity)

COMPETITION

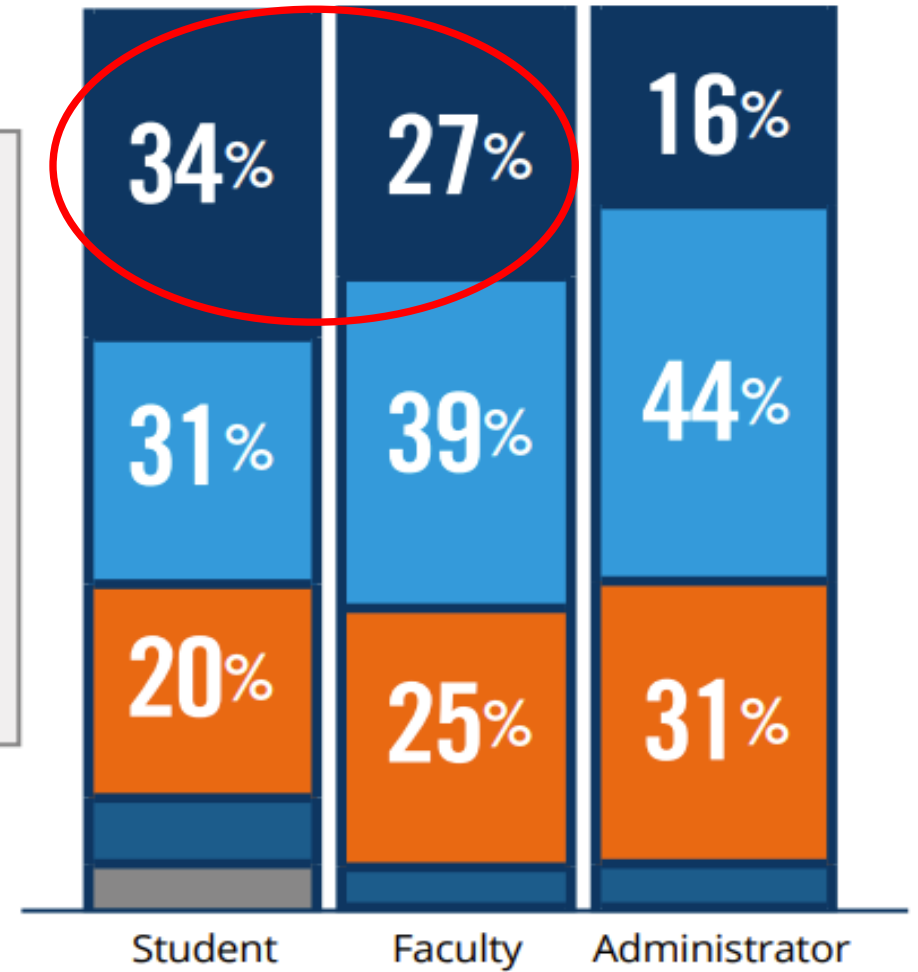
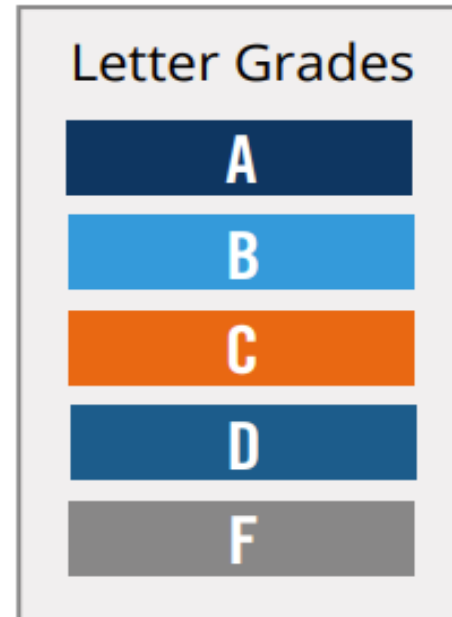
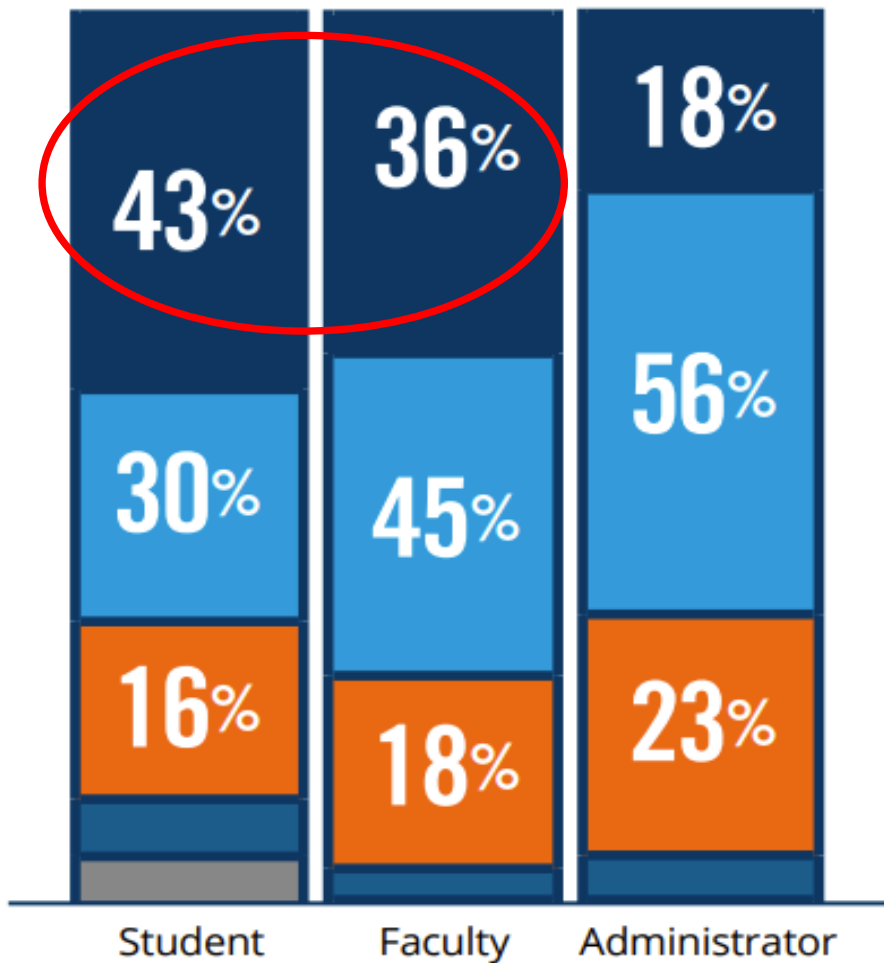
- Tech Companies
- For-profit/non-profit partnerships
- Boot Camps
- Low-cost or FREE!
- Narratives

FUTURE OF ONLINE LEARNING

Characteristics of Effective Programs and Courses

Fall 2020: How well did courses meet educational needs?

Fall 2020: How well were faculty engaged with students?

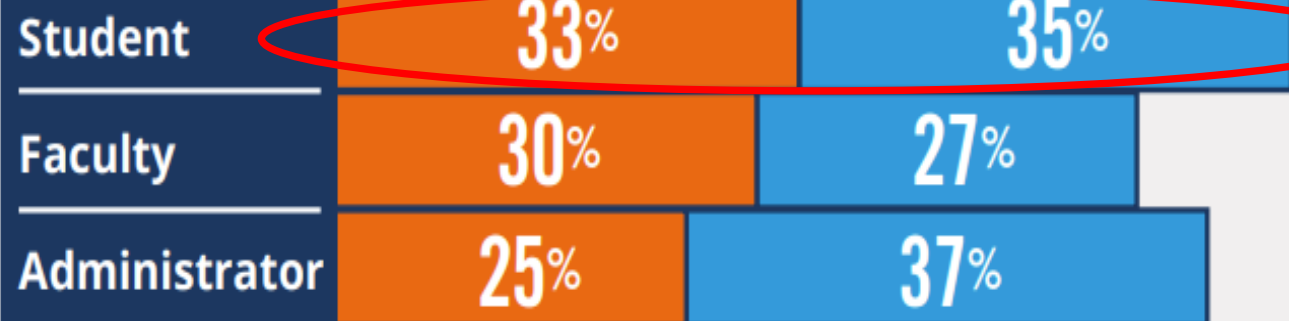


Looking Ahead to Teaching and Learning Post-Pandemic

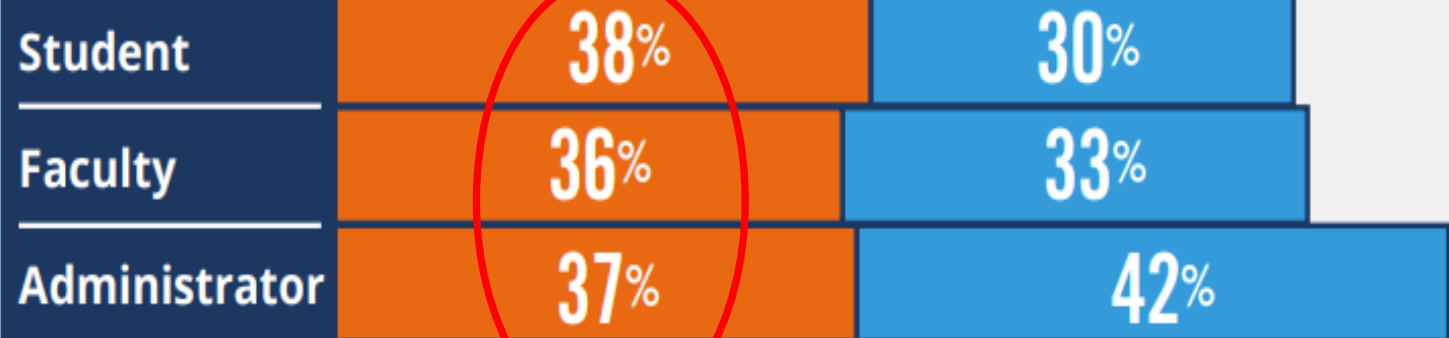
 = Strongly agree  = Somewhat agree



Take/teach some of my/our courses as a combination of in-person and online instruction



Have more technology use/use more technology in my/our fully in-person classes



I. SEAMLESS STUDENT JOURNEY

- Road map
- Seamless connections

II. ENGAGING TEACHING

- Varied learning formats
- Captivating experiences
- Adaptive learning tools
- Real world application of skills

III. CARING NETWORK

- Holistic supports
- Strong community

MOVING FROM CRISIS TO SUSTAINABILITY

- Assess current offerings
- Establish a goal related to online courses and programs
- Impact on University Culture
- Situate change within your strategic plan
- Investments

FLEXIBLE LEARNING

- Beyond the traditional academic calendar
- On-demand learning
- Pathways for returning adult students

Point to Ponder

- Until 1900 knowledge doubled every 100 years.
- By 1945, it doubled every 2 years.
- By 1982, every 12-13 months.
- By 2020, every 12 hours.



THANK YOU!

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