



Live Webinar

Admin, Faculty and Student
Perspectives on Digital Learning
in Fall 2022

November 1 @ 2:00 p.m. ET

Join Us



Shaloun Mims

- Business major
- Cengage Student Ambassador

The University of Wisconsin
- Milwaukee



Cengage:

Cengage helps higher education instructors, learners and institutions thrive with course materials built around their needs, helping community college leaders across the country face the challenges of affordability and digital transformation.

The Research

The PTK Perspective

The Admin and Student Perspectives

The Research: Partners



Bay View Analytics®



CENGAGE



COLLEGE PULSE



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HONOR SOCIETY

Survey Goals and Respondents

Goals

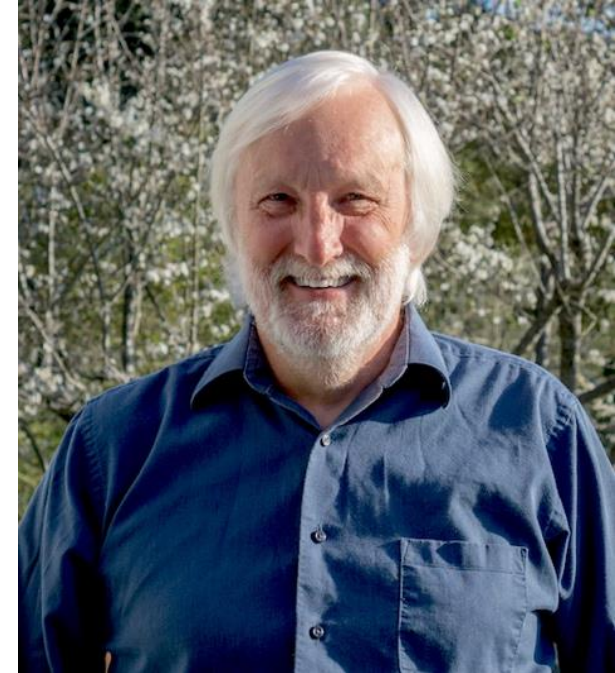
- To understand the impact on the COVID-19 pandemic on two and four year institutions
- To understand what changes can be expected to continue

Respondents

- College Administrators, Faculty, and Students
- Nationally representative for geography and type of institution

Bay View Analytics

Bay View Analytics, formerly known as Babson Survey Research Group, brings nearly two decades of research design, sampling, survey design, and statistical analysis expertise.



Jeff Seaman, Ph.D.
Director, Bay View Analytics

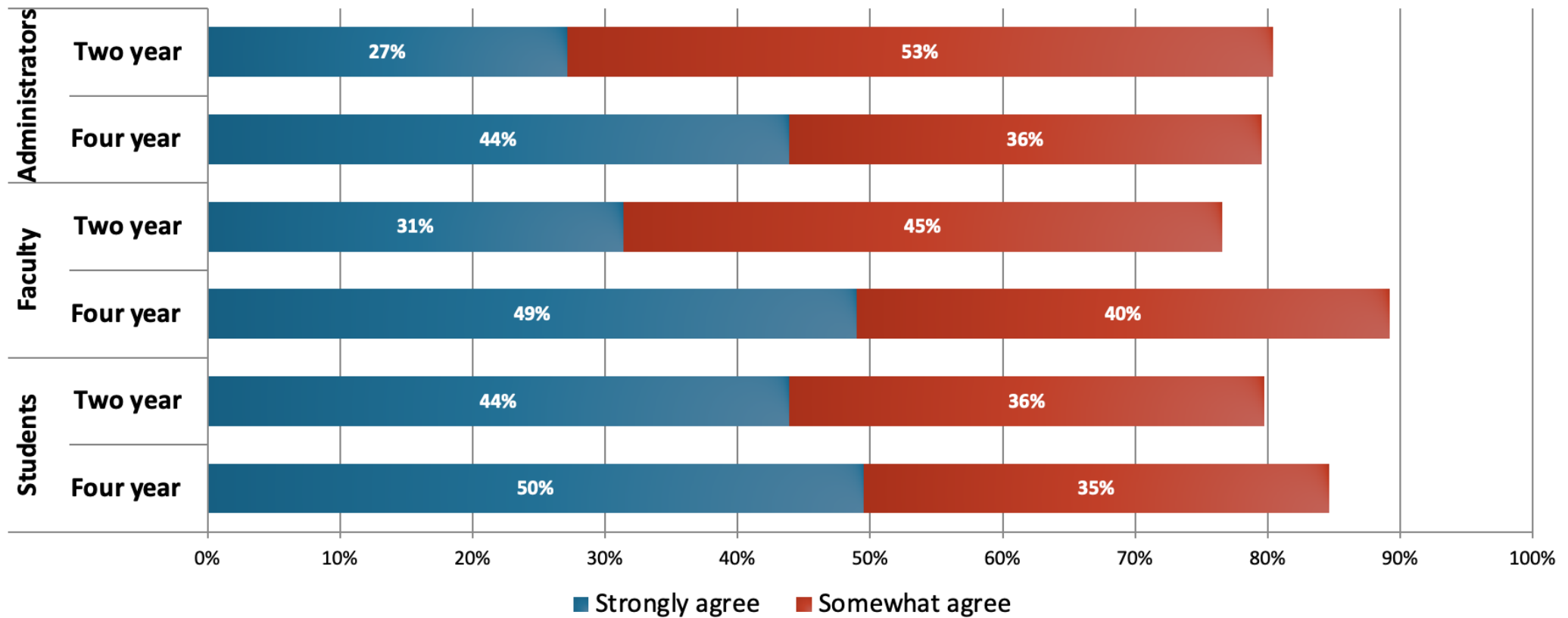
Digital Learning Pulse Surveys



- **April 2020: 897 faculty and administrators, 672 institutions from 47 states.**
- **August 2020: 887 faculty and administrators, 597 institutions from 45 states.**
- **December 2020: 1,702 faculty and administrators, 1,204 institutions from 50 states.**
- **April 2021: 1,286 faculty and administrators, 1,469 students, 856 institutions from 47 states.**
- **October 2021: 2,080 faculty and administrators, 2,266 students, 1,386 institutions from 50 states.**
- **April 2022: 1,283 faculty and administrators, 2,285 students, 1,181 institutions from 50 states.**
- **September 2022: 1,206 faculty and administrators, 2,358 students, 1,252 institutions from 50 states.**

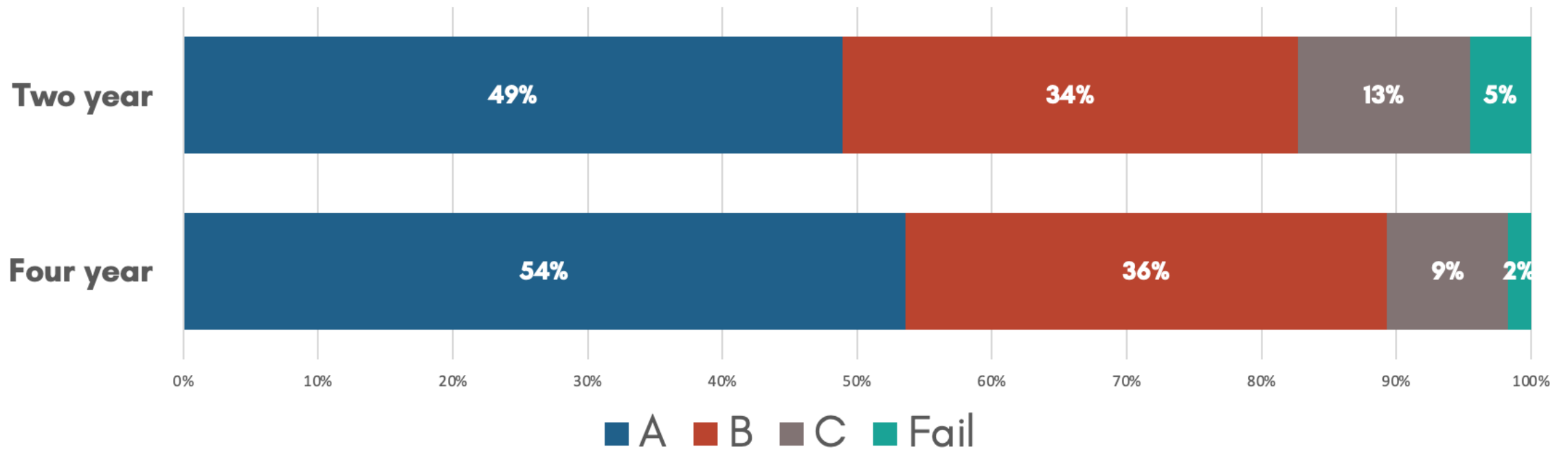
There is considerable concern about the rising cost of higher education.

Fall 2022: The cost of education is becoming financially out of reach for students



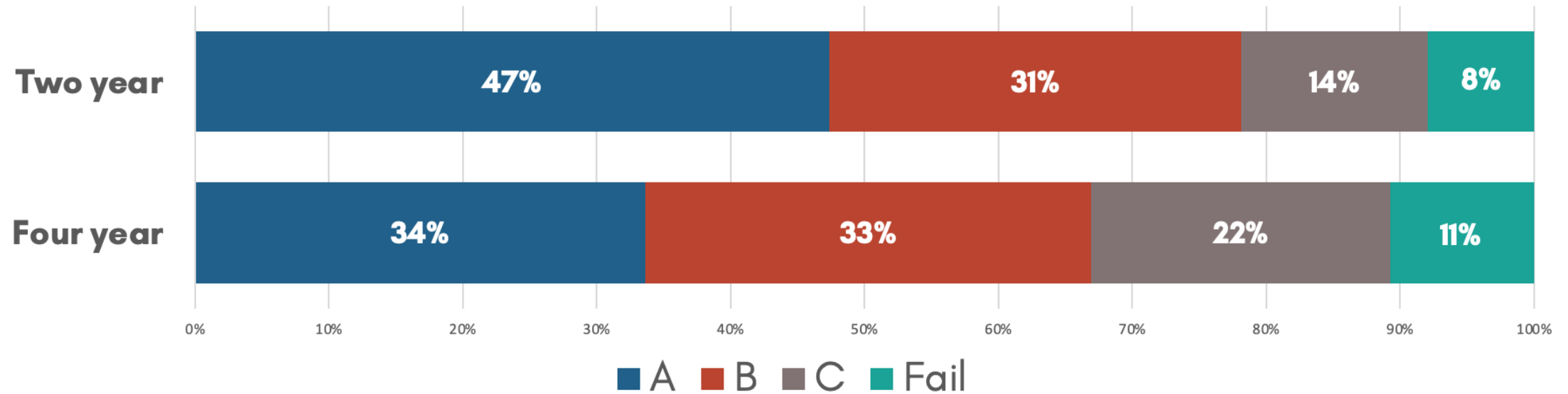
Students think that their classes are meeting their needs

How well my courses are meeting my educational needs



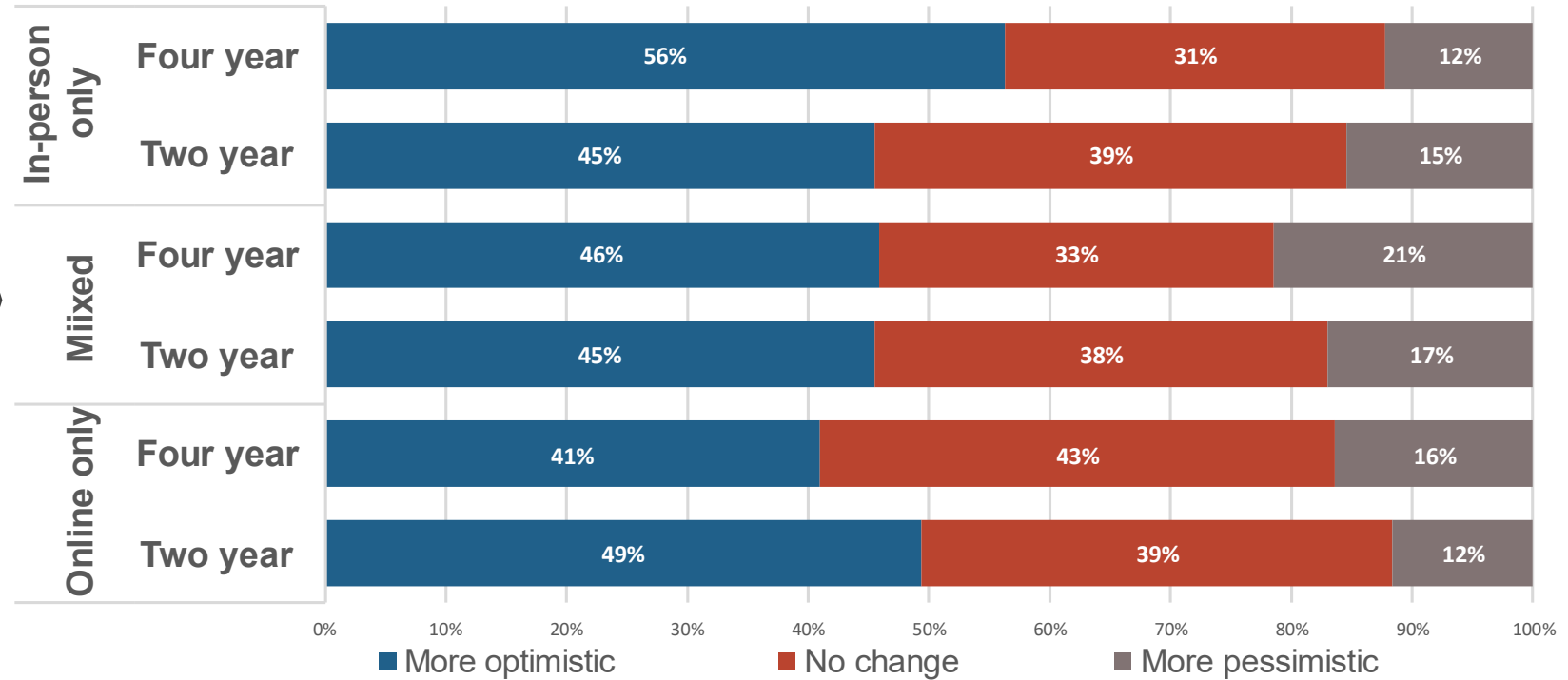
Students believe they are getting their money's worth

Fall 2022: My education is worth what I'm paying



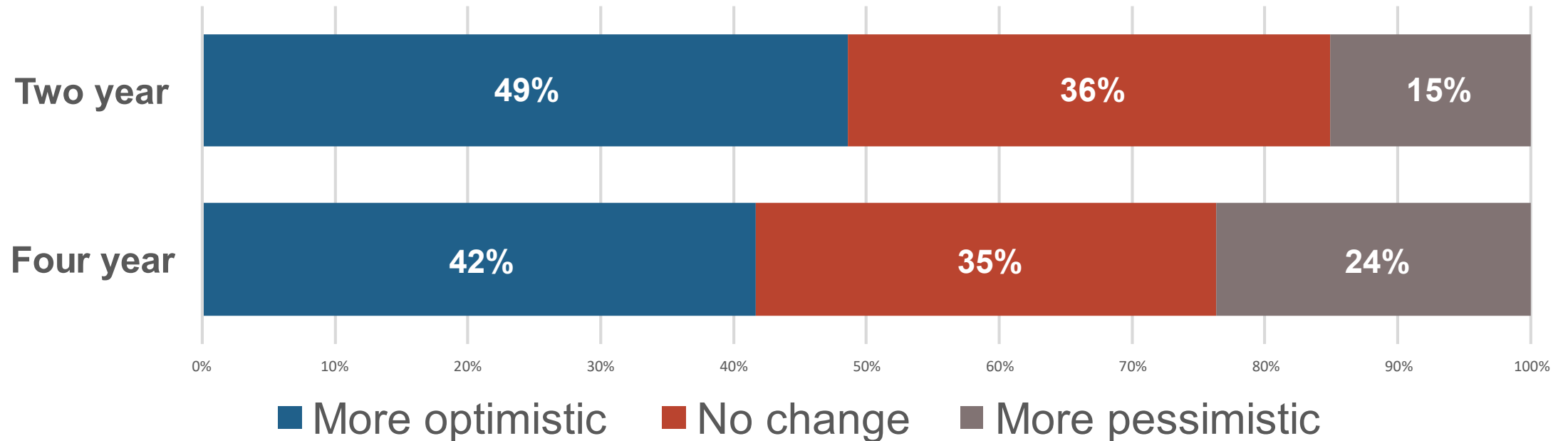
Growing optimism for digital materials

Change In attitudes towards digital materials over the past year: mode of course



Continued growth in online optimism

Have your attitudes towards online learning changed over the past year?



The Research

The PTK Perspective

The Admin and Student Perspectives

Enrollment Declines



At PTK we are amazed at the number of students in need of financial aid, but do not receive it.



High achieving CC students are most concerned about paying for four-year college. Costs at four-year are stifling enrollments at two-year colleges for students who intend to transfer.



Changes to **federal financial aid** in fall of 2012 through the Consolidated Appropriations Act triggered declines in two-year colleges.



Help is on the way through the FAFSA simplification Act Enacted in Consolidated Appropriations Act, 2021 **expands eligibility** to families making less than 60K a year – effective July 1, 2023. Damage is done. Education is key.



Stigma against community colleges has worsened over the past decade and is a bigger problem than we once thought.



Stigma Research

A 2019 survey of 2,200 high schools across the Nation found significant stigma among...

- 54% of students
- 60% of parents and other family members

A 2021 study of Illinois high school students found...

- CC stigma is as significant to college choice as other factors (cost, degree programs, academic achievements, personal aspirations, influence of parents and family)
- Findings held true across all socioeconomic groups, races, and among those who were and were not familiar with community colleges



Dr. Bradly Griffith – CC
Stigma Researcher

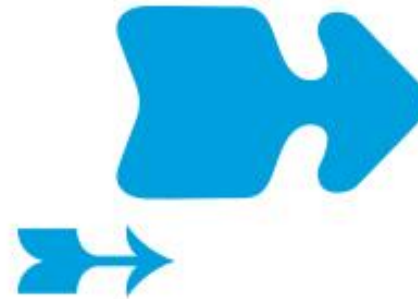
PTK's Response

Commitment 3: Caring for community colleges

In the past, many of the conversations surrounding the good work of community colleges has been focused inward—with conversations about research, student outcomes, and economic impact only taking place among community college leaders. But declining enrollments require all of us to take a more active and intentional role in elevating the work of our colleges.

Strategies:

- Shape national conversations about the work of community colleges
- Promote student-led advocacy for community colleges
- Provide a communications platform through CCSmart.org



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Resources:

- <https://www.bayviewanalytics.com/index.html>
- <https://www.ptk.org/>
- <https://stevenscollege.edu/>
- <https://uwm.edu/>
- <https://www.cengage.com/institutions/>

Thank you!