What’s Ahead in Higher Ed: AI, Enrollment & Student Wellness

Webinar

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Cengage
When you think about the next few years, what topic is most urgent to you?

- Enrollment
- AI and Emerging Technologies
- Digital Learning
- Student Mental Health
- Affordability
- Other
College Administrator: “We are seeing declining enrollments and have tried to combat it with more online education and by admitting more students.”
Almost everyone is concerned about enrollments

How concerned are you about the level of future enrollments at your institution?

- 86% concerned
- 32%
- 31%
- 23%
- 14%

- Very concerned
- Concerned
- Somewhat concerned
- Not concerned
Greatest Concern at Two-Year Institutions

How concerned are you about the level of future enrollments at your institution?

Two Year total concern: 90%
- Very concerned: 35%
- Concerned: 35%
- Somewhat concerned: 19%
- Not concerned: 10%

Four Year total concern: 86%
- Very concerned: 30%
- Concerned: 32%
- Somewhat concerned: 24%
- Not concerned: 14%
CONCERN STILL CRITICAL, BUT DIMINISHING

Two-year Institutions: How concerned are you about the level of future enrollments at your institution?

- **Fall 2022**
  - Very concerned: -12%
  - Concerned: +4%
  - Somewhat concerned: No change
  - Not concerned: +7%

- **Fall 2023**
  - Very concerned: 35%
  - Concerned: 35%
  - Somewhat concerned: 19%
  - Not concerned: 10%

Bay View Analytics®
Growth of Digital Learning
HIGH GRADES FOR TECHNOLOGY

How effectively the technology worked

<table>
<thead>
<tr>
<th>Semester</th>
<th>A (%)</th>
<th>B (%)</th>
<th>C (%)</th>
<th>Total Passing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2021</td>
<td>31</td>
<td>49</td>
<td>17</td>
<td>100</td>
</tr>
<tr>
<td>Fall 2021</td>
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<td>45</td>
<td>12</td>
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<tr>
<td>Spring 2022</td>
<td>41</td>
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<tr>
<td>Fall 2022</td>
<td>45</td>
<td>43</td>
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</tr>
<tr>
<td>Spring 2023</td>
<td>40</td>
<td>46</td>
<td>10</td>
<td>100</td>
</tr>
</tbody>
</table>

Similar total passing scores across years

+9% A grades
Virtually all faculty expect changes

Faculty Expectations for Future Teaching

- Increasing expectations
- Decreasing expectations

<table>
<thead>
<tr>
<th>Year</th>
<th>Very different</th>
<th>Number of changes</th>
<th>Small changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2020</td>
<td>8%</td>
<td>39%</td>
<td>41%</td>
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<tr>
<td>Fall 2021</td>
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<td>19%</td>
<td>42%</td>
<td>35%</td>
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<tr>
<td>Fall 2022</td>
<td>19%</td>
<td>45%</td>
<td>32%</td>
</tr>
<tr>
<td>Fall 2023</td>
<td>12%</td>
<td>35%</td>
<td>42%</td>
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The Impact of AI

College Administrator: “I think that AI has already had a huge impact and we really don't know how big the change will be - but it is major.”
EVERYONE EXPECTS AI TO CHANGE THEIR INSTITUTION

How much will Artificial Intelligence (AI) tools change your institution over the next five years?

- **Two year**
  - Administrators: 8% A massive amount of change, 29% Considerable change, 41% A moderate amount of change, 15% Some small changes, 7% Little or no change
  - Faculty: 10% A massive amount of change, 32% Considerable change, 40% A moderate amount of change, 12% Some small changes, 6% Little or no change

- **Four year**
  - Administrators: 7% A massive amount of change, 27% Considerable change, 42% A moderate amount of change, 19% Some small changes, 4% Little or no change
  - Faculty: 10% A massive amount of change, 31% Considerable change, 39% A moderate amount of change, 15% Some small changes, 5% Little or no change

Admins are less likely to think there will be big changes.
AI EXPECTED TO IMPACT MULTIPLE AREAS

“The other piece is the impact of AI in the classroom and student learning. I am for embrace what’s here. It’s not going to go away. We’re going to have to figure out ways to use it. Why fight it? Just embrace it and use it as a tool.”

VP, Student Services
Poll: Do you think your institution is ready for AI-related changes?
A LOT OF CHANGE: BUT WE’RE NOT READY

Respondents at four year schools believe they are more prepared than two year ones.
Student: “My institution is incredibly expensive and it makes it hard to justify the cost.”

Cost

Faculty: “Higher education is not sustainable. It costs too much for students and they don't see the point of having a college education.”
EVERYONE AGREES - COST IS A SERIOUS ISSUE

The cost of education is becoming financially out of reach for students.

- **Student**: 32% (Strongly agree) 38% (Somewhat agree)
- **Administrator**: 40% (Strongly agree) 43% (Somewhat agree)
- **Faculty**: 45% (Strongly agree) 39% (Somewhat agree)
“Very challenging and stressful with no forgiveness”

Student Stress

“I work very hard to be a high achieving student but find that my stress levels are far too high for what I get out of them.”
STRESS IS A MAJOR BARRIER FOR STUDENTS

To what degree are feelings of stress a problem for you?

- 83% stressed
- 45% Not at all
- 38% Somewhat
- 13% A great deal
- 4% N/A

Bay View Analytics®
Students cite stress as their most pressing barrier, with a major reporting that they are suffering a “Great deal of stress.”

A third of students are unaware of any institutional supports.

Forty percent are aware but chose not to use the supports.

The small portion using the services generally find them to be effective.
Which topics are you interested in learning more about in the future?

- The Enrollment Cliff
- Higher Ed’s Role in Employability
- Re-engaging Stop-outs and Non-traditional Students
- How to prepare for Higher Ed’s Digital Future
- None of the above
Thank you!

https://www.bayviewanalytics.com/pulse.html

https://www.cengage.com/institutions/resources/digital-learning-pulse-survey/