



# Trends in Higher Education

July 2007

The Society for College and University Planning publishes this environmental scanning report as one outcome of routine work which informs our board of directors. We share this in the interest of providing our members and the broader higher education community with an ongoing analysis of trends that affect integrated planning in institutions. For your convenience, trends are categorized as Demographics, Economy, Environment, Global Education, Learning, Politics, and Technology. Within each category we share some facts from our environmental scanning and we also share with you some of our thoughts about the implications of those facts.

We hope that you find it useful and welcome your thoughts and comments; share them by email at [trends@scup.org](mailto:trends@scup.org). This report and others in the series can be found in SCUP's website.

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## Demographics

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### Observation

**Labor shortages are predicted across the educational landscape.**

- Forty percent of public school teachers say they don't expect to be in the classroom five years from now; 50 percent of our present high school teachers don't plan to be in teaching after 2010 (Herman Trend Alert, September 27, 2006, [www.hermangroup.com](http://www.hermangroup.com)).
- An estimated 6,000 administration jobs in postsecondary education will need to be filled before 2014; 79 percent of community college presidents plan to retire before 2011 (*The Chronicle of Higher Education*, v 53, issue 2, p A51).

### Our Thoughts

**How will institutions respond to this looming change in its talent pool of students, faculty members, and administrators? Immigration discussions in Washington, the stock market, the baby "boomlet", and the rise of global education all play a role in how these questions will be answered.**

- Scientists and engineers are increasingly being wooed back to their home countries, leaving the US institutions that train them with a shortage of faculty and corporations without research and development (Herman Trend Alert, May 10, 2006; *Inside Higher Ed*, July 2, 2007, [insidehighered.com/layout/set/print/views/2007/07/zimmer](http://insidehighered.com/layout/set/print/views/2007/07/zimmer)).
- When the Society of Women Engineers surveyed girls in 2005, the results indicated that just 10 percent have ever seriously considered engineering as a future career option (*The Greentree Gazette*, May 2006, p 29).



- Immigrants now make up 12.4 percent of the nation's population, up from 11.2 percent in 2000 (Public Agenda Online Alert, August 16, 2006); a decline in literacy rates is expected to accompany the increase in immigrants (*Christian Science Monitor*, February 6, 2007, [www.csmonitor.com/2007/0206/p02s01-legn.html](http://www.csmonitor.com/2007/0206/p02s01-legn.html)).
- There are 33 million university-educated young professionals in developing countries—double the number found in developed ones (McKinsey on Strategy, January 2006).

## Observation

**Incoming students are not making decisions about college attendance in the same ways their parents did.**

- The 80 liberal arts institutions of the Annapolis Group, primarily eastern colleges, have recommended that members no longer participate in completing the reputation rankings portion of the US News and World Report college survey (*The New York Times*, June 20, 2007, [www.nytimes.com/2007/06/20/education/20colleges.html](http://www.nytimes.com/2007/06/20/education/20colleges.html)).
- While 'academic ranking or reputation' was considered an 'important' Factor in applying to a school by 89 percent of respondents in a recent survey, it was rated as 'most important' by only 37 percent; instead, 'strength in intended major' and 'financial aid availability' were viewed as the 'most important' Factors by 59 percent and 56 percent of respondents, respectively (February 6, 2007, [www.mycollegeguide.org](http://www.mycollegeguide.org)).

## Our Thoughts

**Everyone agrees that the Millennials are more than just digital natives. They bring explicit values to college, including increased volunteerism and a sense that college should lead to a fulfilled life, not just a monetarily successful one (Cooperative Institutional Research Program (CIRP), reported at the NASPA/ACPA Conference in Orlando, FL, April 2, 2007).**

- Students born after the mid-1980s may be highly competitive for places in higher education, but the Ivy League is far from the only 'place worth going'. Will we continue to see a resurgence in attendance at small, liberal arts colleges, including religiously based institutions? Students like the personal attention and ability to customize their majors.
- Underlying these trends is the critical issue of access. Millennials understand that the investment in higher education is large, the returns last a lifetime, but paying for college, including the loans, is increasingly the determining factor in selecting a campus.



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# Economics

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## Observation

The world's economy continues to grow, even with looming environmental and infrastructure issues in China and India. The US economy, however, is likely to slow down or grow only marginally.

- The global economy is set for a good 2007, with strong growth in Europe and the Asia Pacific region balancing a possible slowdown in the US (June 25, 2007, [news.bbc.co.uk/2/hi/business/6294661.stm](http://news.bbc.co.uk/2/hi/business/6294661.stm)).
- The US housing market is softening and mortgage rates are rising (June 13, 2007, [www.buildingforecast.com/index\\_asp?layout=articlePrint&articleID=CA6452860](http://www.buildingforecast.com/index_asp?layout=articlePrint&articleID=CA6452860))
- Western economies may also be hurt by high trade deficits (June 25, 2007, [news.bbc.co.uk/2/hi/business/6294661.stm](http://news.bbc.co.uk/2/hi/business/6294661.stm)).

## Our Thoughts

Many Factors continue to threaten the global economy and some tumble down with local effects. The construction supply and labor markets are no longer just local or regional, as Katrina and Rita have shown.

- The cost of construction may ease on some campuses, as supplies become more available, but Brazil's housing market is heating up (*NY Times Digest*, July 5, 2007; [www.nytimes.com](http://www.nytimes.com)).
- Labor costs will continue to be regionally determined (*Herman Trend Alert*, January 17, 2007). The effects of disasters continue to be felt in southeast markets.
- The cost of oil is still a wild card. While we haven't yet seen the \$100 a barrel some feared, the Middle East and Nigeria continue in turmoil.

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## Observation

Even if the US Congress increases financial aid, as both houses appear set to do, it's hard to say if that will help higher education more broadly, or even access for students individually.

- The Senate education committee approved a pair of bills that would cut lender subsidies by \$18 billion, modest increases in student aid, and finally reauthorize the Higher Education Act (*The Chronicle of Higher Education*, June 29, 2007; [cronicle.com/cgi2-bin/printable.cgi?article=http://free/v53/143/43a01701.htm](http://cronicle.com/cgi2-bin/printable.cgi?article=http://free/v53/143/43a01701.htm)).
- Thirty states have proposed \$5.5 billion in higher education cuts; At least ten states considered double-digit tuition increases, which could mean that as many as 110,000 or the 2.8 million students who graduated from high school this spring may not be able to afford to attend public institutions next fall (*Academic Leadership*, February 13, 2007; [www.academicleadership.org/leader\\_action\\_tips/Budget\\_Woes\\_in\\_Higher\\_Education\\_A\\_Call\\_for\\_Leadership\\_printer.shtml](http://www.academicleadership.org/leader_action_tips/Budget_Woes_in_Higher_Education_A_Call_for_Leadership_printer.shtml)).
- Compared to 1971's median parental income for freshmen of 46 percent above the national average, 2006 finds freshmen even more advantaged. Now the median income of parents is 60 percent above the national average. Interestingly, the income of parents who send students to public institutions is rising faster than that for students at private institutions (*Inside Higher Ed*, April 9, 2007; [insidehighered.com/layout/set/print/news/2007/04/09/cirp](http://insidehighered.com/layout/set/print/news/2007/04/09/cirp)).



## Our Thoughts

**A mixed picture in the economy nationally is decidedly unmixed in some states. States simply don't have the revenues to meet all of their obligations and higher education is among the easiest to justify cutting.**

- Higher education has 'sold' its benefit as increased lifetime income—a decidedly individual benefit—that has made spending for the social good a more difficult sell. Add record numbers of high school graduates for the next four to six years and states see no reason not to use market demand to raise tuition.
- A survey of secondary school counselors found that 78 percent say that students' and parents' concerns about loan debt affect whether and where students go to college (Balancing acts: How high school counselors view risks and opportunities of student loans, National Association for College Admission Counseling, June, 2007).
- Even if Pell Grants are increased to the \$4700 the House proposed, they won't cover tuition costs at most institutions.
- At a time when education beyond secondary school has become critical for the overall economy, it's still seen as discretionary spending by states.

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# Environment

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## Observation

**Committing to reduction in carbon emissions has become politically advantageous and more and more entities are making the statement that changing climate starts with their organization.**

- The Mayors Climate Protection Agreement has been signed by 532 US mayors, representing 66 million Americans (*Energy Ace Newsletter*, June 2007).
- Over 300 US college presidents have signed the Presidents Climate Commitment (June 12, 2007, [eschoolnews.com/news/PRshowstory.cfm?ArticleID=7167](http://eschoolnews.com/news/PRshowstory.cfm?ArticleID=7167); [presidentsclimatecommitment.org](http://presidentsclimatecommitment.org)).
- The European Union has drafted an agreement to set binding targets of greenhouse gas emissions (*The Globe and Mail*, March 9, 2007, [theglobeandmail.com/servlet/story/RTGAM.20070309.w2euenvir0309/BNSStory/International/?cid=al\\_gam\\_nletter\\_newsUp](http://theglobeandmail.com/servlet/story/RTGAM.20070309.w2euenvir0309/BNSStory/International/?cid=al_gam_nletter_newsUp)).

## Our Thoughts

**SCUP members have long been at the forefront of sustainability initiatives. The momentum is building and we expect it to continue into the foreseeable future. Students are strongly supportive of sustainable practices on campuses and they'll continue to push hard.**

- The Campus Climate Challenge consists of over 35 national and state organizations and 500+ local groups—the goal is to enlist high school and college youth “to fight for and win clean energy and climate policies throughout U.S. and Canada” ([climatechallenge.org/home](http://climatechallenge.org/home)).
- We anticipate an increase in colleges using sustainability/environmental practices as a recruiting tool, since students are increasing their own fees to accomplish environmental goals (*Inside Higher Education*, May 18, 2007, [insidehighered.com/layout/set/print/news/2007/05/18/fees](http://insidehighered.com/layout/set/print/news/2007/05/18/fees)).



- Architecture and engineering firms that can help campuses meet their goals, whether or not a campus seeks Leadership in Energy and Environmental Design (LEED) certification, will have a distinct advantage in bidding.

## Observation

The Department of Homeland Security (DHS) is considering colleges and universities in the same category as chemical plants for purposes of assessing risk and then requiring remedial measures to ensure security ([dhs.gov/xlibrary/assets/chemsec\\_csattopscreenquestions.pdf](http://dhs.gov/xlibrary/assets/chemsec_csattopscreenquestions.pdf)). Just as the Environmental Protection Agency (EPA) began considering campuses in a different light with its investigations into environmental practices, DHS sees them as hotbeds of potential terrorism.

- Campus Safety Health and Environmental Management Association (CSHEMA) members, a division of the National Safety Council, are doing their best to convince DHS to not include campuses. CSHEMA believes that accounting for small amounts of chemicals on campus (milligrams in some cases), let alone “securing perimeters” are non-starters (June 11, 2007, CSHEMA-L@LISTS.UMN.EDU).
- If campuses are included, then it’s estimated that the cost of even just being screened out of the requirements will cost campuses between \$60,000 and \$100,000 a year (June 11, 2007, CSHEMA-L@LISTS.UMN.EDU).

## Our Thoughts

Just as the Patriot Act added reporting burdens to campuses, the DHS is following EPA’s lead and we’re seeing a trend of increased federal regulations. The Spellings’ Commission’s emphasis on accountability just confirms this trend.

- Federal funding for research and student aid is increasingly perceived as a lever for a far more intrusive federal presence on campuses.
- Higher education is no longer immune from scrutiny and we predict that health care education will be the next place that is subject to increased regulation. Support for training of doctors is an existing battleground, and we can expect more difficulties on campuses as long as health care funding remains in flux.

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# Global Education

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## Observation

China and India are experiencing significant problems in their higher education systems.

- India’s prime minister, Manmohan Singh revealed that an audit of its higher education system found 90 percent of its degree-granting colleges and 68 percent of its university were of middling to poor quality (*The Chronicle of Higher Education*, June 25, 2007, [chronicle.com/cgi-bin/printable.cgi?article=http://chronicle.com/daily/2007/06/2007062507n.htm](http://chronicle.com/cgi-bin/printable.cgi?article=http://chronicle.com/daily/2007/06/2007062507n.htm)); the lack of higher education institutions in many Indian states was also cited as a critical issue ([theindicancatholic.com/newsread.asp?nid=7760](http://theindicancatholic.com/newsread.asp?nid=7760)).
- Opinion polls in China rank higher education as a major target of growing public discontent, as up to 50 percent of graduates can’t find suitable employment and foreign business now rank skills shortages as their number one problem—even bigger than China’s famous bureaucracy (*Asia Times*, January 2, 2007, [atimes.com/atimes/China/HL21Ad01.html](http://atimes.com/atimes/China/HL21Ad01.html)).



## Our Thoughts

The lack of graduates qualified for global jobs is reducing the desire for businesses to locate in India and China. When combined with generally poor infrastructure and an emphasis on the number of grads not the quality of its education, these economic juggernauts could be heading for hard times.

- The need for new institutions could well provide architecture and construction firms with more work, but how long will it last if India and China can't assure quality graduates
- Even while its own higher education institutions are suffering, China is increasing its involvement in African higher education (June, 26, 2007, *The Chronicle of Higher Education*, [chronicle.com/cgi-bin/printable.cgi?article=http://chronicle.com/daily/2007/06/2007062607n.htm](http://chronicle.com/cgi-bin/printable.cgi?article=http://chronicle.com/daily/2007/06/2007062607n.htm)).
- China's burdened with domestic issues, nearly a fifth of the food and consumer products checked in a nationwide survey this year were found to be substandard or tainted (July 5, 2007, *NY Times Digest*, [nytimes.com](http://nytimes.com)).

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## Observation

Global competition for students continues unabated and international rankings do have an effect on students outside the US. In 2004, the Organization for Economic Co-operation and Development (OECD) reports that twice as many students as in 1995 attended institutions outside their home country—over 2.7 million students. ([oecd.org/documentprint/0,2744,en\\_2649\\_201185\\_37387877\\_1\\_1\\_1\\_1,00.html](http://oecd.org/documentprint/0,2744,en_2649_201185_37387877_1_1_1_1,00.html)).

- Three universities in Japan have declared bankruptcy recently, as the graying of the Japanese population is having a predictable effect through reduced enrollments, universities are responding by adding luxury residence halls and recruiting foreign students (June 22, 2007, *The New York Times*, [nytimes.com/2007/06/22/world/asia/22universities.html?](http://nytimes.com/2007/06/22/world/asia/22universities.html?)).
- The UK now hosts over 330,000 overseas students, nearly 14 percent of its total higher education enrollment (March 27, 2007, BBC news, [newsvote.bbc.co.uk/mpapps/pagetools/print/news.bbc.co.uk/1/hi/education/6498619.stm](http://newsvote.bbc.co.uk/mpapps/pagetools/print/news.bbc.co.uk/1/hi/education/6498619.stm)).
- Australian universities anticipate doubling the number of foreign students to 300,000 by 2010 (April 10, 2007, *The Peninsula: Qatar's Leading English Daily*, [thepeinsulaqatar.com/Display\\_news.asp?section=Local\\_Ne...ction=Qatar+News&month=April2007&file=Local\\_News2007041013459.xml](http://thepeinsulaqatar.com/Display_news.asp?section=Local_Ne...ction=Qatar+News&month=April2007&file=Local_News2007041013459.xml)).
- The House has passed a bill expected to be ratified by the Senate that would create a national study abroad program with the goal of having one million students studying overseas within ten years (June 5, 2007, National Association of International Educators, [nafsa.org/press\\_releases.sec/press\\_releases.pg/housebillpassed](http://nafsa.org/press_releases.sec/press_releases.pg/housebillpassed)).

## Our Thoughts

Cost and access are in a balancing game worldwide. Countries that seek to attract foreign students to boost revenues are beginning to face the reality that quality may become the determining factor in enrollments, not just getting out of your home country.

- UK ministers are urged to invest more in higher education to ensure quality or risk losing the UK's status as a top destination for students, as the government tries to boost college going rates to 50 percent of 18-30 year-olds (July 5, 2007, *BBC News*, [newsvote.bbc.co.uk/mpapps/pagetools/print/news.bbc.co.uk/1/hi/education/6270102.stm](http://newsvote.bbc.co.uk/mpapps/pagetools/print/news.bbc.co.uk/1/hi/education/6270102.stm)).
- As he left office, Tony Blair urged UK universities to increase their endowments and



promised that the government would match any funds from donors between August 2008 and July 2011 (June 27, 2007, *The Guardian*, [education.guardian.co.uk/print/0,,330089949-108229,00.html](http://education.guardian.co.uk/print/0,,330089949-108229,00.html)).

- France's new president plans to invest € 5 billion to increase the ability of France's universities to attract highly qualified students and raise in the world rankings.

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# Learning

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## Observation

**Online learning continues to grow for both secondary and postsecondary education. Some are seeing it as one of the few relatively unrestricted avenues for innovation in teaching and learning.**

- Two dozen states now have state-run programs in virtual schooling, mostly at the higher school level representing over 700,000 students (June 18, 2007, *eSchool News*, [eschoolnews.com/news/PFshowstory.cfm?ArticleID=7170](http://eschoolnews.com/news/PFshowstory.cfm?ArticleID=7170)).
- Postsecondary online education reached over 1.5 million students, a growth of 24 percent over 2005, with a projected growth to 11.5 percent of students in degree-granting institutions by 2008 (April 11, 2007, *Eduventures*, [eduventures.com/about/press\\_room/03\\_28\\_07.cfm?pubnav=about](http://eduventures.com/about/press_room/03_28_07.cfm?pubnav=about)).
- For-profit providers are expected to lose market share by 2008, from 37 percent to 32 percent (April 11, 2007, *Eduventures*, [eduventures.com/about/press\\_room/03\\_28\\_07.cfm?pubnav=about](http://eduventures.com/about/press_room/03_28_07.cfm?pubnav=about)).
- Tuition revenue from online offerings increased to about \$8.1 billion in 2006 (April 11, 2007, *Eduventures*, [eduventures.com/about/press\\_room/03\\_28\\_07.cfm?pubnav=about](http://eduventures.com/about/press_room/03_28_07.cfm?pubnav=about)).

## Our Thoughts

**Digital natives will continue to demand that more learning be delivered asynchronously, via whatever electronic telecommunications device they have handy.**

- Nearly two-thirds of online students live within the region of the institution they are attending and one-third live within 50 miles—even 'traditional' students may prefer online learning (April 11, 2007, *Eduventures*, [eduventures.com/about/press\\_room/03\\_28\\_07.cfm?pubnav=about](http://eduventures.com/about/press_room/03_28_07.cfm?pubnav=about)).
- Blended learning, including gaming, virtual reality, text messaging, and social networking sites, requires continued investment in supporting faculty to create these new learning venues—just having a tech ready podium is just not enough. Are campuses ready to keep putting money into creating these options, now that most faculty use power point and email?



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## Observation

The increasing use of contingent faculty is not just limited to for-profit and community/technical colleges. Every campus uses them, from Harvard with 56 percent of faculty outside the tenure system to the University of Maryland with nearly 70 percent.

- The American Association of University Professors' (AAUP) released a study that indicates that between 1975 and 2003 the number of non-traditional faculty members (not on the tenure track) increased nationally from 43 percent to 65 percent of those providing instruction on all campuses (January 25, 2007, *Rocky Mountain News*, [rockymountainnews.com/drmn/cda/article\\_print/0,1983,DRMN\\_957\\_5296591\\_ARTICLE-DETAIL-PRINT,00.html](http://rockymountainnews.com/drmn/cda/article_print/0,1983,DRMN_957_5296591_ARTICLE-DETAIL-PRINT,00.html); December 15, 2006, *The Chronicle of Higher Education*, [chronicle.com/weekly/v53/i17/17a00801.htm](http://chronicle.com/weekly/v53/i17/17a00801.htm)).
- Research reported in the *Journal of Higher Education* on graduation rate differentials among community colleges found that those institutions with a higher percentage of adjunct or part-time faculty members also had lower completion rates for students (October 18, 2006, *Inside Higher Ed*, [insidehighered.com/layout/set/print/news/2006/10/16/partime](http://insidehighered.com/layout/set/print/news/2006/10/16/partime)).

## Our Thoughts

Budget issues have led to the increased use of contingent or adjunct faculty to teach, as department chairs struggle to meet their obligations with reduced resources. Contingent faculty can add to a student's learning when they bring experience from their profession, but when students have more than half of their classes taught by adjuncts, experience loses its potency.

- If the AAUP had included online courses taught by part-time faculty, our guess is that the ratio of contingent to tenure-stream faculty teaching would be even higher.
- Governmental mandates, whether federal, local, or state, may make this trend even more pronounced. While graduation rates may be a prime accountability benchmark, they don't reflect the complex process that is learning—or acknowledge the importance of full-time, tenured faculty in producing the results higher education needs and society demands.
- Will we see performance-based contracts for adjuncts—students don't meet learning objectives and no contract renewal? Can such turnover really help meet learning goals, particularly given the general lack of support for contingent faculty?



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# Politics

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## Observation

For years institutions have been waiting for the reauthorization of the Higher Education Act to occur. The Senate and House have each passed their versions, including budget recommendations, but they still have until September to reach reconciliation (June 29, 2007, *The Chronicle of Higher Education*, [chronicle.com/free/v53/i43/43a01701.htm](http://chronicle.com/free/v53/i43/43a01701.htm)).

- Lender scandals show up in the bill as reduced subsidies.
- Increase aid to a set of aid programs for low income students, although how much is unclear.
- Accountability and accreditation remain hot issues with no clear resolutions.

## Our Thoughts

The Spellings' Commission report didn't help the reauthorization process with the controversies it raised, particularly about accreditation. With less than two years to accomplish changes, The Department of Education sees accreditation as the best place to really make a difference.

- Higher education associations are creating their own accountability measures and reporting mechanisms in an effort to find a middle ground (January 24, 2007, National Association of State Universities and Land-Grant Colleges and the American Association of State Colleges and Universities, press release).
- *US News* is being abandoned by institutions as they try to make rankings mean more than just how college presidents view them. If the Department of Education doesn't create the rankings, how many will we have? (May 2, 2007, *Carnegie Perspectives*).
- No one has really talked to students, including the Commission, about how they see value and how they would like to be assessed—once again we've missed an opportunity to engage those we're supposed to be serving.

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## Observation

At the heart of many of the accountability debates is the reality that no one really knows how a student progresses, or doesn't, through higher education. Unit records, as they're known, may still be a long way off on a national basis, but that doesn't mean the Integrated Postsecondary Education Data System isn't trying to get to that level (February 19, 2007, *Inside Higher Ed*, [insidehighered.com/layout/set/print/news/2007/02/19/ipeds](http://insidehighered.com/layout/set/print/news/2007/02/19/ipeds))

- A Lumina Foundation report thinks that existing state data systems may provide information on nearly 80 percent of students, but the 40 states that have them aren't sharing much (January 2007, Lumina Foundation, [www.luminafoundation.org/publications/Critical\\_Connections\\_Web.pdf](http://www.luminafoundation.org/publications/Critical_Connections_Web.pdf)).
- The Family and Educational Rights and Privacy Act (FERPA) is being used by some institutions as a reason for not sharing individual student data, even though it was never meant to impeded educational research (February 12, 2007, *Inside Higher Ed*, [insidehighered.com/layout/set/print/02/19/2007/lumina](http://insidehighered.com/layout/set/print/02/19/2007/lumina)).



## Our Thoughts

Individual unit records are a major issue because in order to be most helpful they need to follow individuals into the workplace, as well as throughout their academic careers. If we're promoting lifelong learning, shouldn't we all be registering our educational activities?

- The Millennials appear to have little compunction about sharing their social lives, so perhaps it's time to just use MySpace and Facebook to keep track of educational and other attainments—could an enterprising student make this happen?
- Social security numbers, which were the easiest way to track people, are no longer being used as the single identifier they once were—what might take its place?
- Privacy issues are likely to continue to be an area of contention throughout the world over the next few decades and if higher education doesn't actively participate, criminal justice systems may drive the outcomes.

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# Technology

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## Observation

Speed and access to the Internet matter to productivity, not just to individuals' satisfaction with their technology interactions. Campuses have been at the forefront of providing access and speed for their students, faculty, and staff, but the nation that invented the Internet as a whole lags behind the rest of the world in speed.

- Spam may now account for more than 90 percent of the email traffic in the world (December 20, 2006, Herman Trend Alert).
- The US has fallen from 1st to 16th in high-speed Internet penetration, with wide variability across the states (June 2007, *Speed Matters*, Communications Workers of America, speedmatters.org).
- Broadband adoption is affected by household income, reaching 68 percent of households with annual income over \$50,000 and only 39 percent of households under \$50,000 (July 3, 2007, *ClickZ Newsletter*, clickz.com/showPage.html?page=clickz.print&id=3626328).

## Our Thoughts

The digital divide continues to widen, but for access to wireless and broadband (high-speed) connections not for access to hardware. Nearly every K–12 school has computers in it, but getting to the web isn't always as easy.

- While we've come to expect that students will arrive on campus capable of readily interacting with online content, the reality may include a much more varied profile, with first generation rural, and low income students again at a disadvantage—will we leave it up to roommates to teach them how to use high speed for more than gaming and downloading?
- Campuses sometimes use narrowed bandwidth to residence halls as a way to combat illegal downloads, so we may be exacerbating the problem and reducing students' ability to work.
- As Web 2.0, ubiquitous wireless access, and converged technologies become the norm, at least in more densely populated areas, the difference between those who come with experience and those who don't will only grow wider.



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## Observation

EDUCAUSE's annual survey of Chief Information Officers offers some important insights into IT on campuses (**Current Issues Survey Report, 2007**, *EDUCAUSE QUARTERLY*, Number 2, 2007, pp 12-31).

- This year found electronic classrooms and course/learning management systems arriving in the top ten for the first time as necessary for the institution's strategic success, as a place where IT leaders are increasingly spending time, and as likely to become more significant.
- Security is taking less of IT leaders time, but it still tops the list of issues that have the potential to become more significant and is second in priority for achieving institutional success.
- Strategic planning remains as a priority for success and as a place where CIOs spend most of their time (ranked 3rd).

## Our Thoughts

**It's no surprise that EDUCAUSE created the Learning Initiative and that it includes a focus on the design of facilities for learning. SCUP members know that the physical environment has a significant effect on learning.**

- CIOs may now be a market for facilities design professionals, and at the very least, IT staff needs to be included sooner in discussions.
- Integrated planning, while still starting with academic needs, will become even more important as campuses understand that learning happens 24/7, and not just face-to-face.
- The for-profit sector, Google at the forefront, is selling itself as the provider of choice for Web 2.0 collaboration capabilities— will course management systems be 'mashing up' with Facebook as a way to advance collaborative learning?

