

# Higher Ed Trends at a Glance

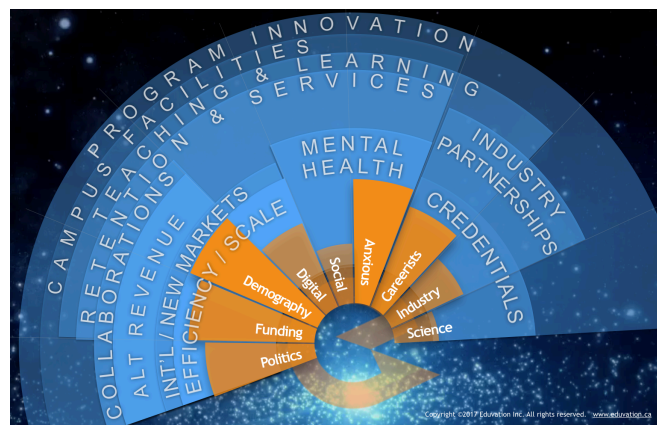
For 25 years now, **Ken Steele** has monitored the higher ed landscape with particular attention to the forces driving change in the sector, and the wide range of innovations undertaken by colleges and universities around the world in response. (*Captured in the visual map above; for more detail see the episodes of **Ten with Ken** on [9 Forces for Change](#) and [The Innovation Spectrum](#).*) His research fuels a constantly-evolving master deck of more than 7,000 slides, including data, trends, concrete examples and video clips.

It would take at least *ten full days* to cover all the possible content in depth, so every presentation, workshop or retreat must *necessarily* be selective. To help identify priorities for your institution, and the particular group, at the present time, this checklist attempts to list all possible topics. (Many can be entire workshops on their own.) Your feedback will help ensure that our session contributes to your objectives for the day!

Please:

- X** **Cross off** topics that are **irrelevant** to this group
- ✓** **Check** topics worth a 5-minute **mention** at this time
- ★** **Star** topics worth more **detailed discussion**

Then return this checklist by fax or email, or arrange to discuss it further by phone.



## Politics

- ☐ Performance-Based Funding
- ☐ Political Interference
- ☐ Board Governance
- ☐ Strategic Planning
- ☐ Bicameral Governance
- ☐ Municipal Partnerships
- ☐ Academic Freedom
- ☐ Gender Issues
- ☐ Truth & Reconciliation
- ☐ KPIs & Accountability
- ☐ Nurturing a Culture of Innovation

## Finances

- ☐ Government Funding
- ☐ Tuition Trends
- ☐ New Budget Models
- ☐ Efficiency Initiatives
- ☐ Automation
- ☐ Outsourcing
- ☐ Faculty Retirement
- ☐ Contingent Faculty
- ☐ K-12 Collaborations
- ☐ PSE Collaborations
- ☐ Shared Services
- ☐ Public-Private Partnerships
- ☐ Alternative Revenue Streams
- ☐ Land Development

## Advancement

- ☐ Trends in Alumni Relations
- ☐ Online Donations
- ☐ Crowdfunding
- ☐ Days of Giving

## Evolving Students

- ☐ Demographic Projections
- ☐ Millennials & Generation Z
- ☐ Increasing Diversity
- ☐ Indigenous Students
- ☐ Mature / Adult Learners
- ☐ Working / Part-time Students
- ☐ Students with Disabilities
- ☐ International Recruitment
- ☐ International Campuses
- ☐ Religious Affiliation
- ☐ Social Learners
- ☐ Student Mental Health
- ☐ Careerism & Focus on ROI
- ☐ Changing Service Expectations
- ☐ Microaggressions
- ☐ Trigger Warnings
- ☐ Sexual Harassment & Consent

## Student Services

- ☐ Mobile Online Tools
- ☐ Student Service Chatbots
- ☐ Student Retention Initiatives
- ☐ Early Detection Systems
- ☐ Mental Health Supports
- ☐ International Student Supports
- ☐ Success Coaching
- ☐ Peer Mentoring
- ☐ Learning Communities
- ☐ Career Advising
- ☐ Co-Curricular Records

## Technology

- ☐ Social Media
- ☐ Technology Expectations
- ☐ Mobile & BYOD
- ☐ Electronic Textbooks
- ☐ Open OER Textbooks
- ☐ Adaptive Learning Software
- ☐ AI Tutors
- ☐ Lecture Capture
- ☐ Virtual Telepresence
- ☐ Virtual & Augmented Reality
- ☐ Big Data & Predictive Analytics
- ☐ Privacy Implications

## Marketing

- ☐ Justifying the Marketing Function
- ☐ Institutional Differentiation
- ☐ Brand Chemistry™
- ☐ Reputation Management
- ☐ Undergraduate Recruitment Marketing
- ☐ Graduate Recruitment Marketing
- ☐ First Nations Marketing
- ☐ Major Recruitment Campaigns
- ☐ International Recruitment Marketing
- ☐ Strategic Enrolment Management
- ☐ Enrolment Conversion Strategies
- ☐ Digital Best Practices
- ☐ User-Generated Content
- ☐ PR Headaches
- ☐ Media Relations
- ☐ Trends in Media Buying
- ☐ Key Messages
- ☐ Influencing Rankings
- ☐ Cautionary Tales
- ☐ Market Research
- ☐ Marketing ROI
- ☐ Customer Relationship Management
- ☐ Effective Use of Video
- ☐ Enforcing MarComm Policies
- ☐ Web Governance
- ☐ MarComm Staffing & Structures
- ☐ The Marketing Technology Stack
- ☐ Building Cross-Campus Collaboration

## Evolving Workforce

- ☐ Labour Market Trends
- ☐ The Soft Skills Gap
- ☐ The “Fourth Industrial Revolution”
- ☐ AI & Automation
- ☐ The Gig Economy
- ☐ Industry Partnerships
- ☐ Incubators and Accelerators
- ☐ Workforce Training

## Program Innovation

- ☐ Program Prioritization
- ☐ Interdisciplinary Programs
- ☐ Cohort Programs
- ☐ Evening & Weekend Classes
- ☐ Accelerated Programs
- ☐ Articulation & Pathways
- ☐ Collaborative Programs
- ☐ Dual Enrolment
- ☐ Prospects for the Liberal Arts
- ☐ Entrepreneurship
- ☐ The Block Method
- ☐ Open Loop / Lifelong Learning
- ☐ Low Residency Programs
- ☐ Internationalization of Curriculum
- ☐ MOOCs
- ☐ Post-Degree Diplomas

## Credentials

- ☐ Stackable Credentials
- ☐ Credit Modularization
- ☐ Microcredentials
- ☐ MOOC & OER Credentials
- ☐ Badging
- ☐ Subscription Models
- ☐ Grading Algorithms
- ☐ Gamification
- ☐ Beyond Grading
- ☐ Competency-Based Learning
- ☐ Formative Feedback

## Teaching & Learning

- ☐ Insights from Cognitive Science
- ☐ The “Death” of Lecture
- ☐ Active Learning
- ☐ Blended Delivery
- ☐ Flipped Classrooms
- ☐ Work-Integrated Learning
- ☐ Community Service Learning
- ☐ Experiential Learning
- ☐ Peer Grading
- ☐ VR & Game-like Simulations
- ☐ Universal Design for Learning
- ☐ Social Media in the Classroom

## Research

- ☐ Interdisciplinary Research
- ☐ Open Journals
- ☐ Crowdsourced Research
- ☐ Digitizing Libraries & Museums
- ☐ Community Based Research
- ☐ Applied Research Trends
- ☐ Research Commercialization

## Facilities

- ☐ Deferred Maintenance
- ☐ Library Trends
- ☐ Residence Trends
- ☐ Campus Store Trends
- ☐ Campus Security Trends
- ☐ Environmental Sustainability
- ☐ Food Service Trends
- ☐ Social / “Third” Spaces
- ☐ Pedestrianization
- ☐ Campus Quality of Life
- ☐ MakerSpaces
- ☐ Construction Partnerships
- ☐ Downtown Satellite Campuses



When complete, please return this checklist to:

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