



# The Future of Student Success

Four Possible Scenarios

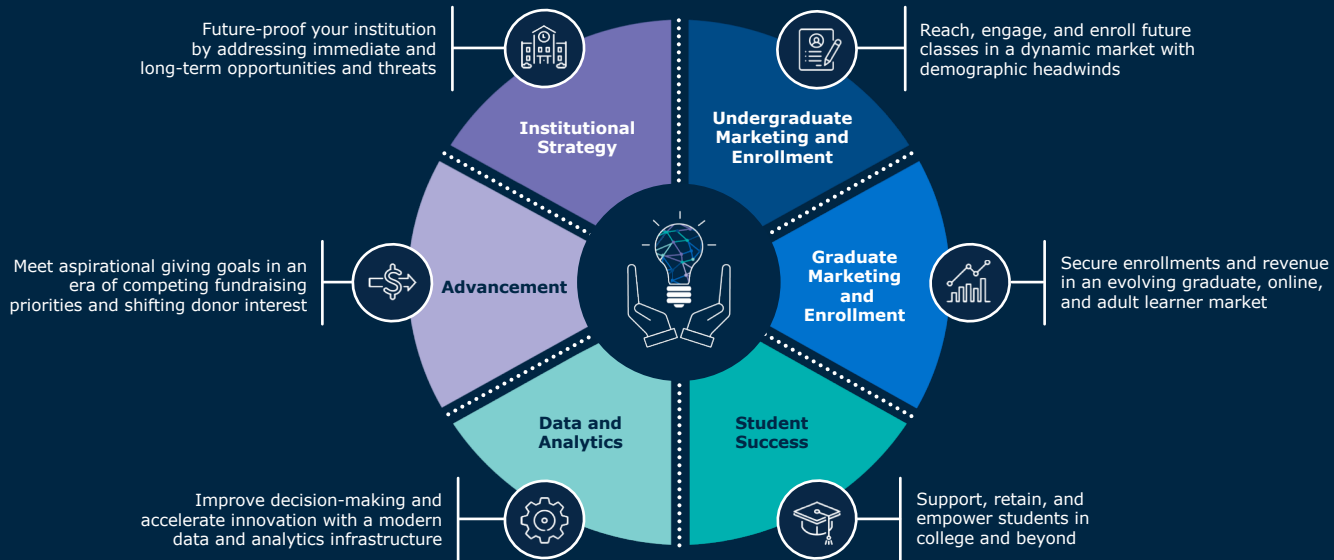


# Ed Venit

Managing Director

[EVenit@eab.com](mailto:EVenit@eab.com)

## Insight-powered Solutions for Your Top Priorities and Toughest Challenges



We partner with **2,800+** institutions to accelerate progress, deliver results, and enable lasting change.

**95%+** of our partners return to us year after year because of results we achieve, together.

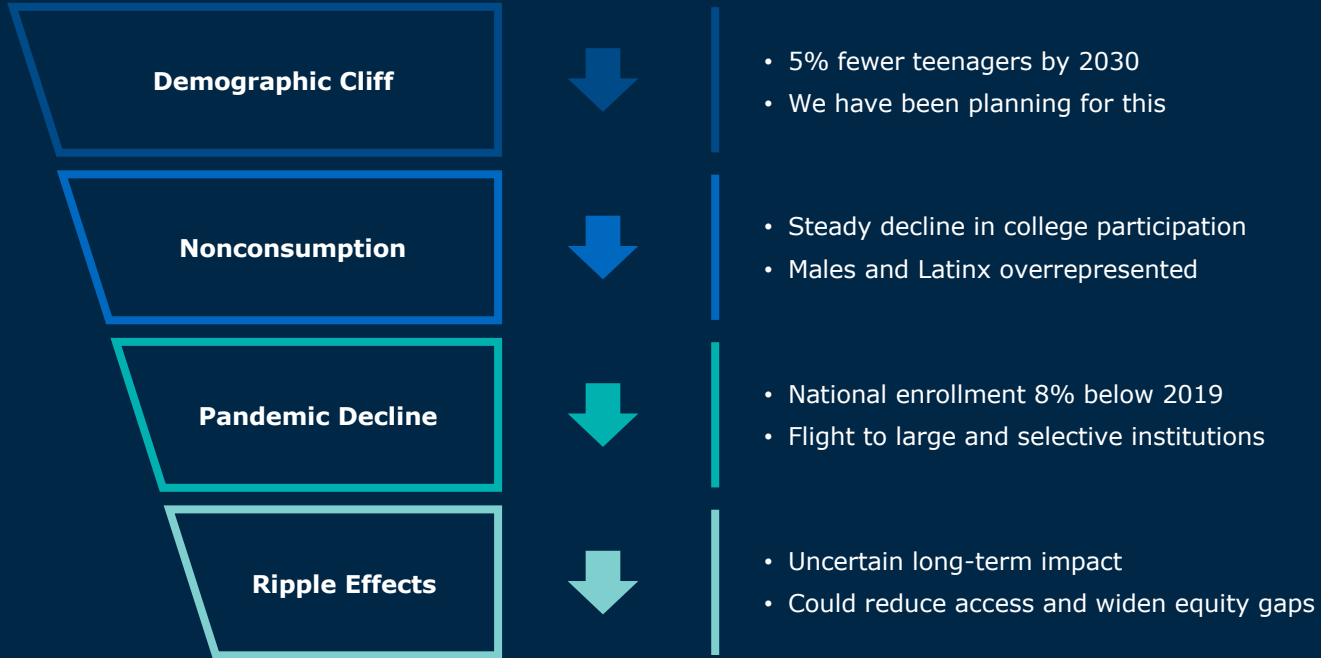
# Opening Poll

**How do you feel about the next 5-10 years in higher education?**

- 1) Very Optimistic**
- 2) Somewhat Optimistic**
- 3) Neutral**
- 4) Somewhat Pessimistic**
- 5) Very Pessimistic**

## Why Study the Future?

# How Do We Make Strategic Plans in an Uncertain Environment?



- 1 Futurism 101
- 2 Drivers of Our Future
- 3 Four Possible Futures
- 4 Guiding to Our Preferred Futures

CULLEN COLLEGE OF ENGINEERING

# TECHNOLOGY DIVISION | PROGRAMS AND DEGREES

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## Professional Certificate in Foresight

Professional Certificate in Foresight

Foresight Seminar

Meet the Instructors

Registration

## Contact Information

**Andy Hines, PhD**

Email: [ahines@uh.edu](mailto:ahines@uh.edu)

## PROFESSIONAL CERTIFICATE IN FORESIGHT



<https://www.houstonforesight.org/>

# Houston Foresight

<https://www.houstonforesight.org/>

## BASELINE

The system moves forward along its current trajectory. This is the “official future” and usually considered most likely.

**ENERGY MARKET EXAMPLE:**  
*Fossil fuels remain the primary source for the power grid with incremental “clean” and renewable energy growth.*

## COLLAPSE

The system falls apart under the weight of “negative” forces.

**ENERGY MARKET EXAMPLE:**  
*Hackers takeover the energy grid and people live without power.*

## TRANSFORMATION

The system is discarded in favor of a new one with a new set of rules.

**ENERGY MARKET EXAMPLE:**  
*Global policy changes ban fossil fuels and all energy is “clean” and renewable.*

## NEW EQUILIBRIUM

The system reaches a balance among competing forces that is significantly different from the current balance.

**ENERGY MARKET EXAMPLE:**  
*Market demand for renewable energy overtakes fossil fuels, which are only used to supplement during peak demand periods.*





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# Six Forces Driving the Future of Student Success Strategy

## The Future of Student Success



### Perception of College Value

**8 ppt** decline in college-going HS grads since 2016



### Enrollment & Demographics

**6.3%** decline in 15-19 year olds by 2030



### Mental Health & Wellness

**2x** increase in student anxiety since 2013



### Academic Preparation

**38%** of ninth graders on-pace for college math



### Sustainable Scope

**18%** of CBOs say they are poised to shrink



### Artificial Intelligence

ChatGPT reached 100M users in just **2 months**

# DRIVER 4: Academic Preparation

## An Unseen Threat Below the Surface...



### College Entering Classes

**Fall 2023**  
College first-years



**Fall 2027**  
Ninth-graders

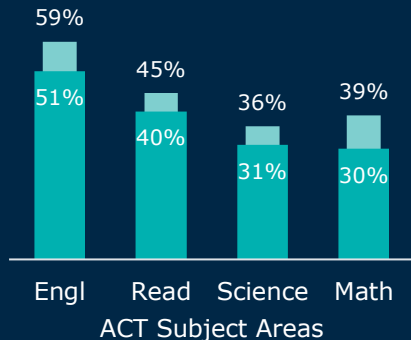


**Fall 2031**  
Fifth-graders



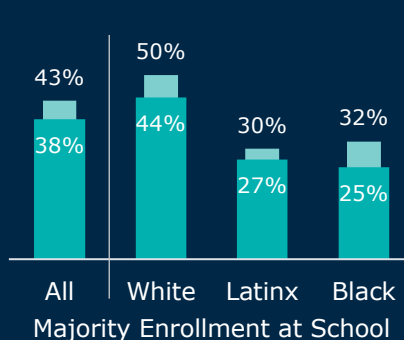
#### ACT College Readiness Among 2023 HS Grads

■ 2019 ■ 2023



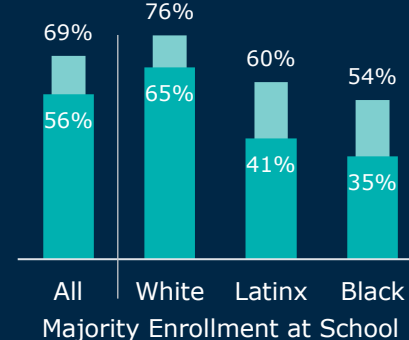
#### On Pace for College Math in 8<sup>th</sup> Grade (i-Ready)

■ 2019 ■ 2023



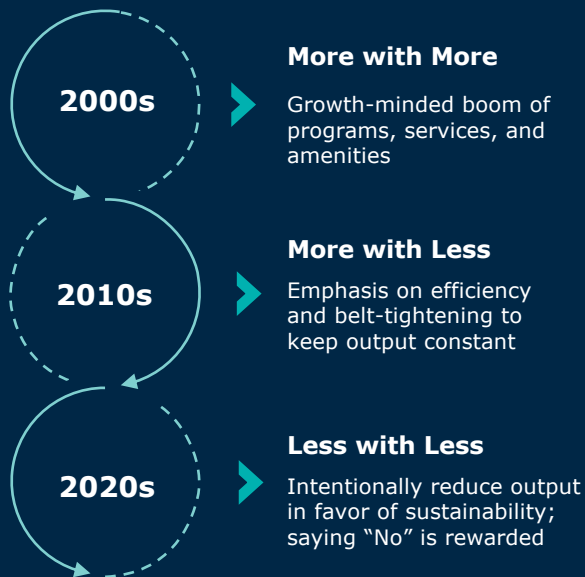
#### On Pace for College Math in 4<sup>th</sup> Grade (i-Ready)

■ 2019 ■ 2023

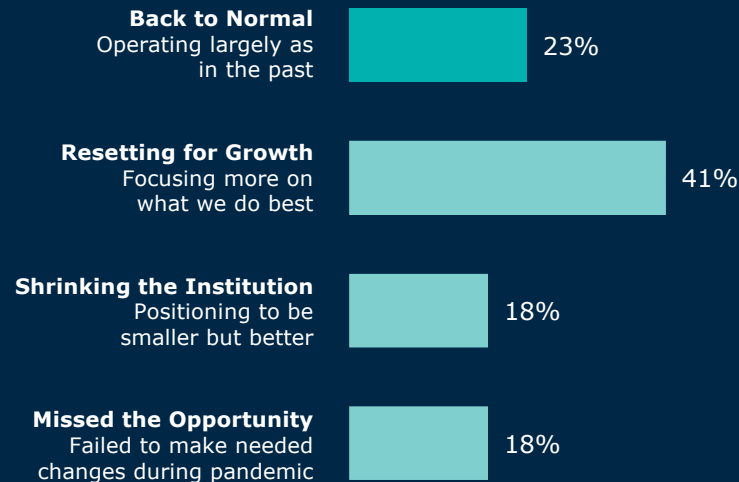


## DRIVER 5: Sustainable Scope

# Moving to “Less with Less” May Improve Quality and Experience



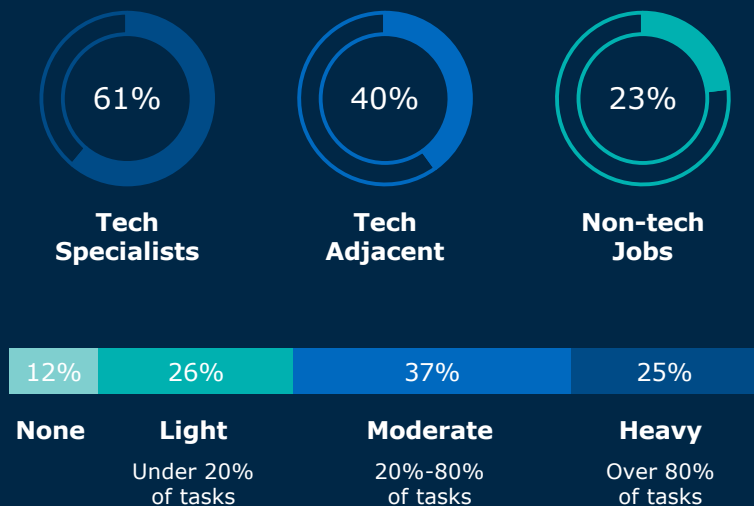
### How CBOs Describe Their Situation and Positioning



# DRIVER 6: Artificial Intelligence

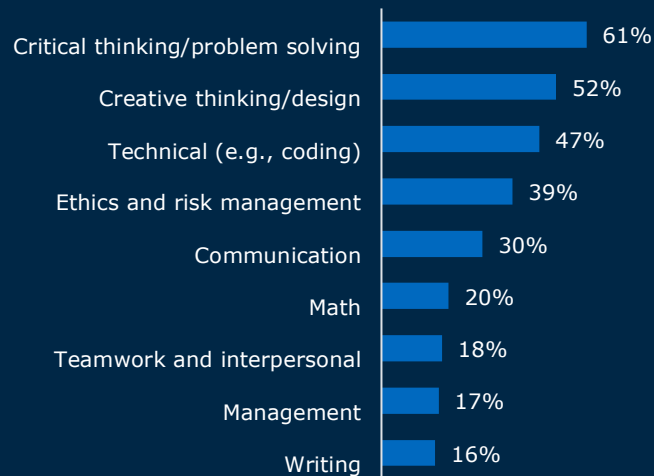
## The Fastest Ever Adoption of a New Technology

Anticipated Workforce Use of AI in 2028  
by Sector and Intensity



What Skills Will AI Workers Need?

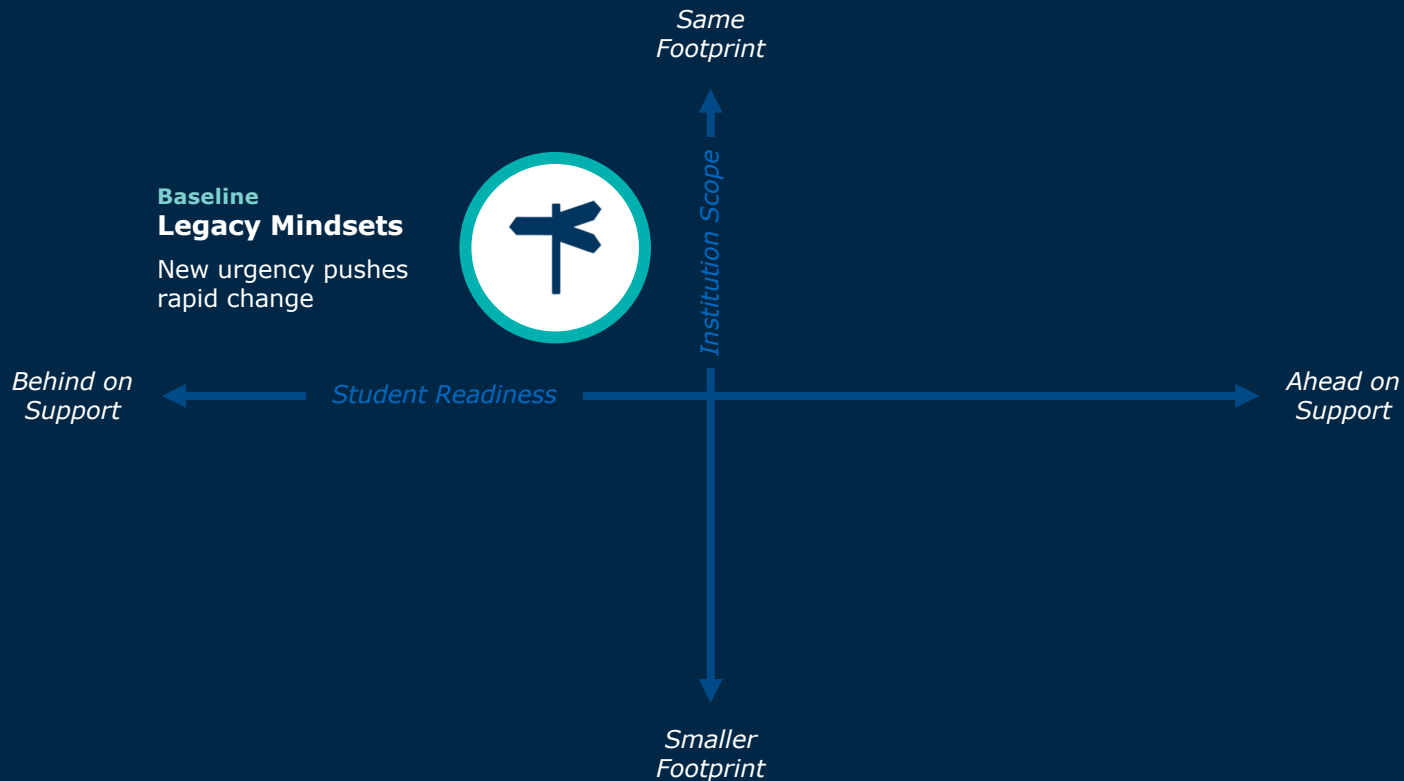
Share of Employers Ranking Skill in Top Three for AI



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# Imagining Our Futures

## Four Plausible Scenarios



# Legacy Mindsets

## Our Baseline Future: Keeping Pace With Breakneck Change

### Headlines from the Future

**2024**

"Over Half of CBOs Say Finances Are Worsening" [1]

**2027**

"NAEP 'Lost Generation of Learning' Reaches College" [3]

**2030**

"Demand for Mental Health Counselors Up 13% Since 2017" [5]

**2026**

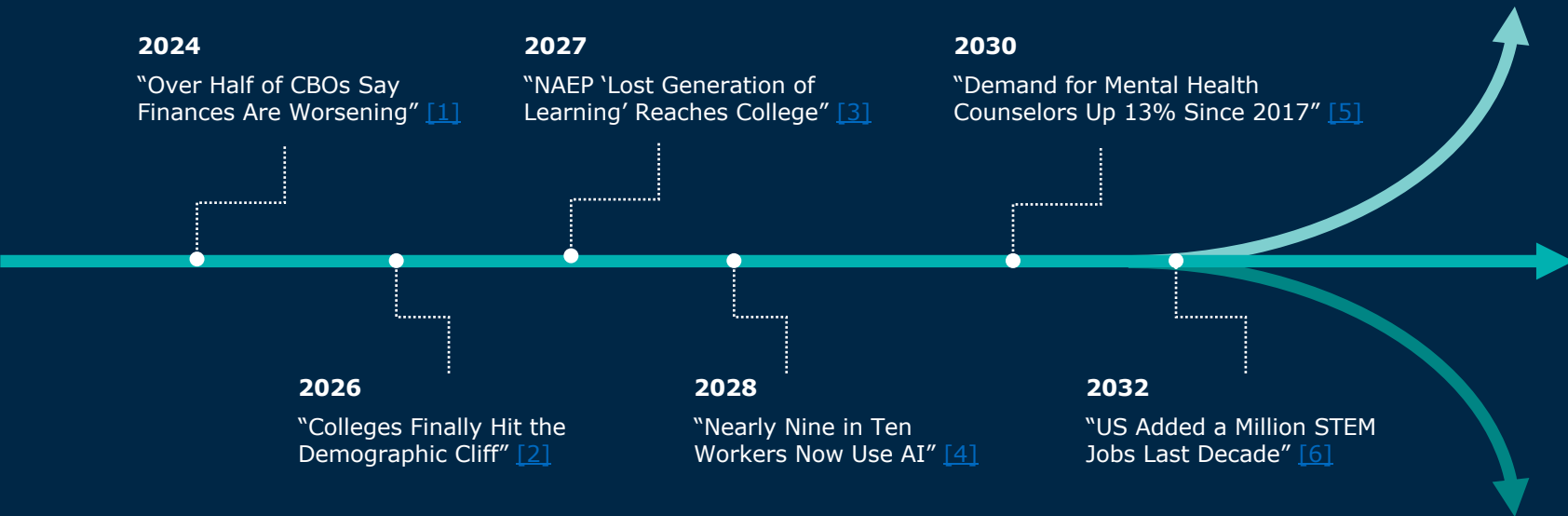
"Colleges Finally Hit the Demographic Cliff" [2]

**2028**

"Nearly Nine in Ten Workers Now Use AI" [4]

**2032**

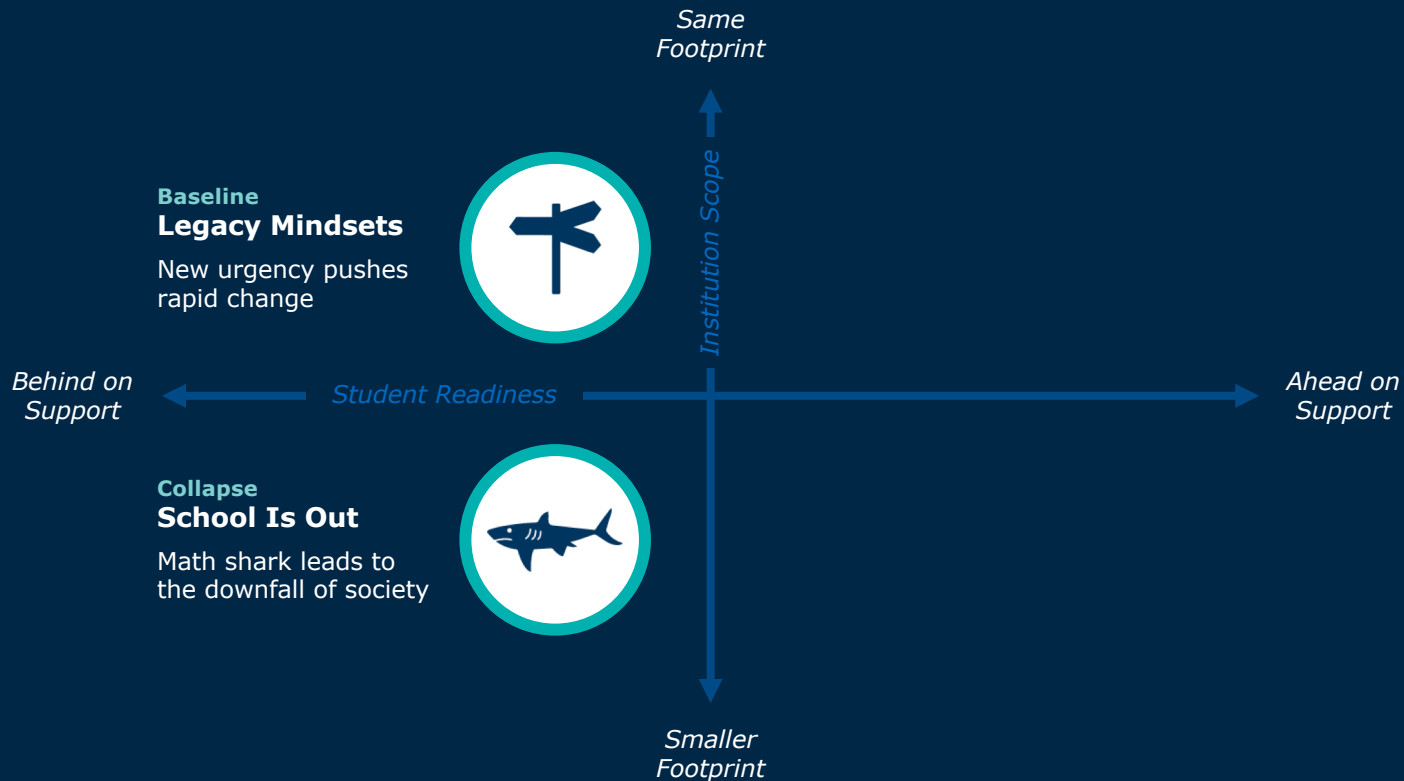
"US Added a Million STEM Jobs Last Decade" [6]





# Imagining Our Futures

## Four Plausible Scenarios



# School Is Out

## Our Collapse Future Is...



### SHARKNADO

Fewer undergrads qualify for STEM, Health, and Business majors **1**

Faculty concern rises, further straining morale **3**

Social inequity rises as college equity gaps reopen **5**

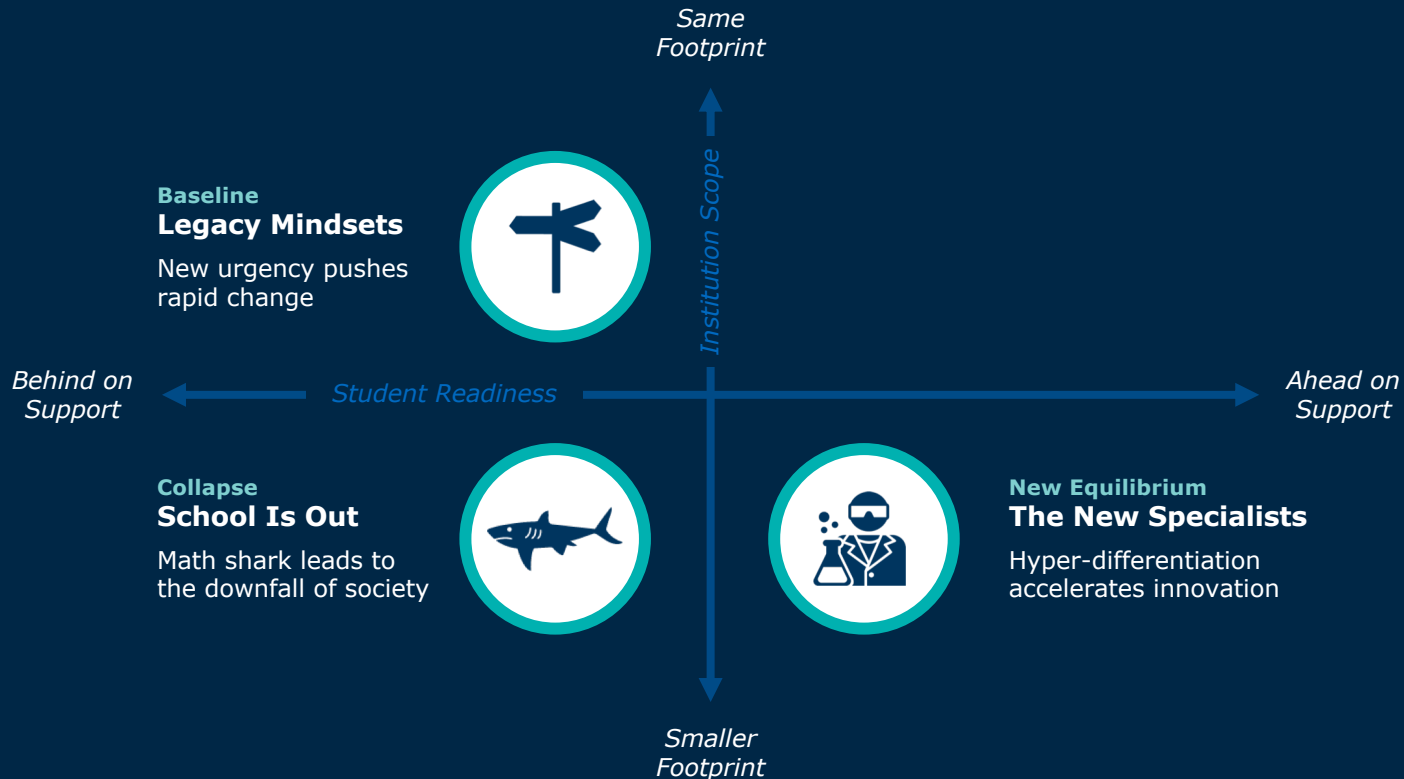
Discouraged students leave college and enrollments fall **2**

Employers struggle to hire, and public skepticism rises **4**

Shortage of diverse knowledge workers impacts long-term economic competitiveness **6**

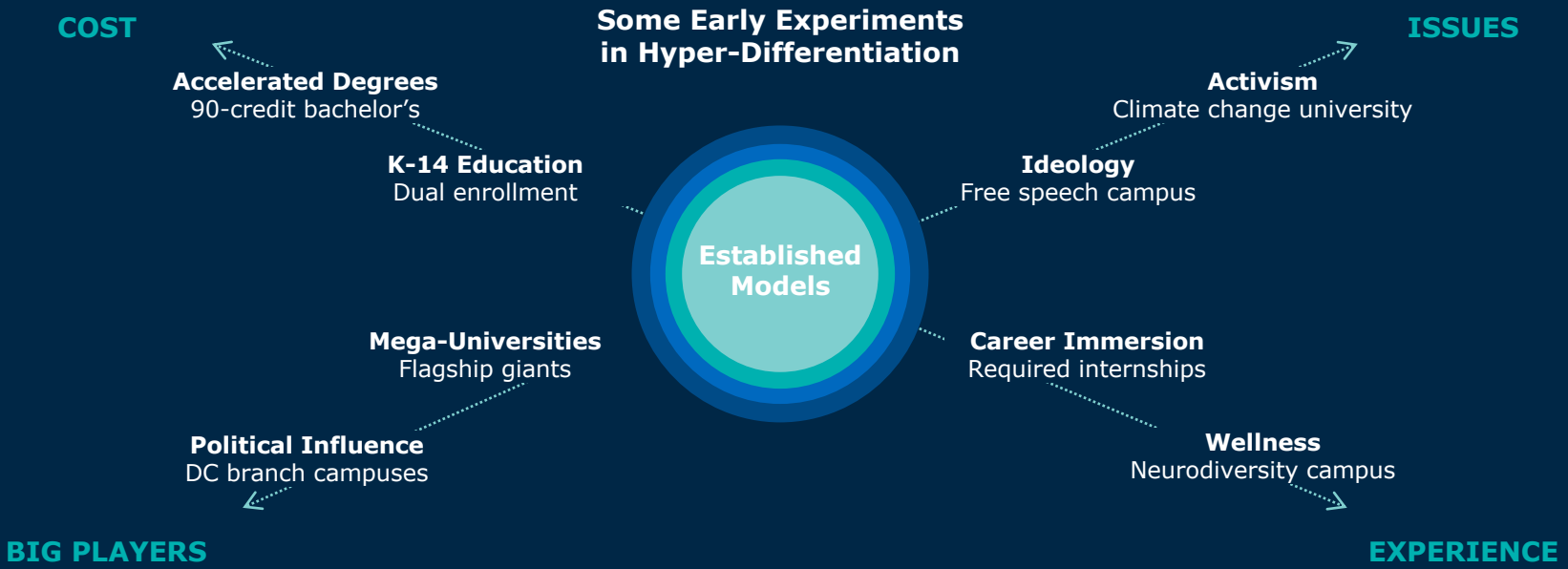
# Imagining Our Futures

## Four Plausible Scenarios



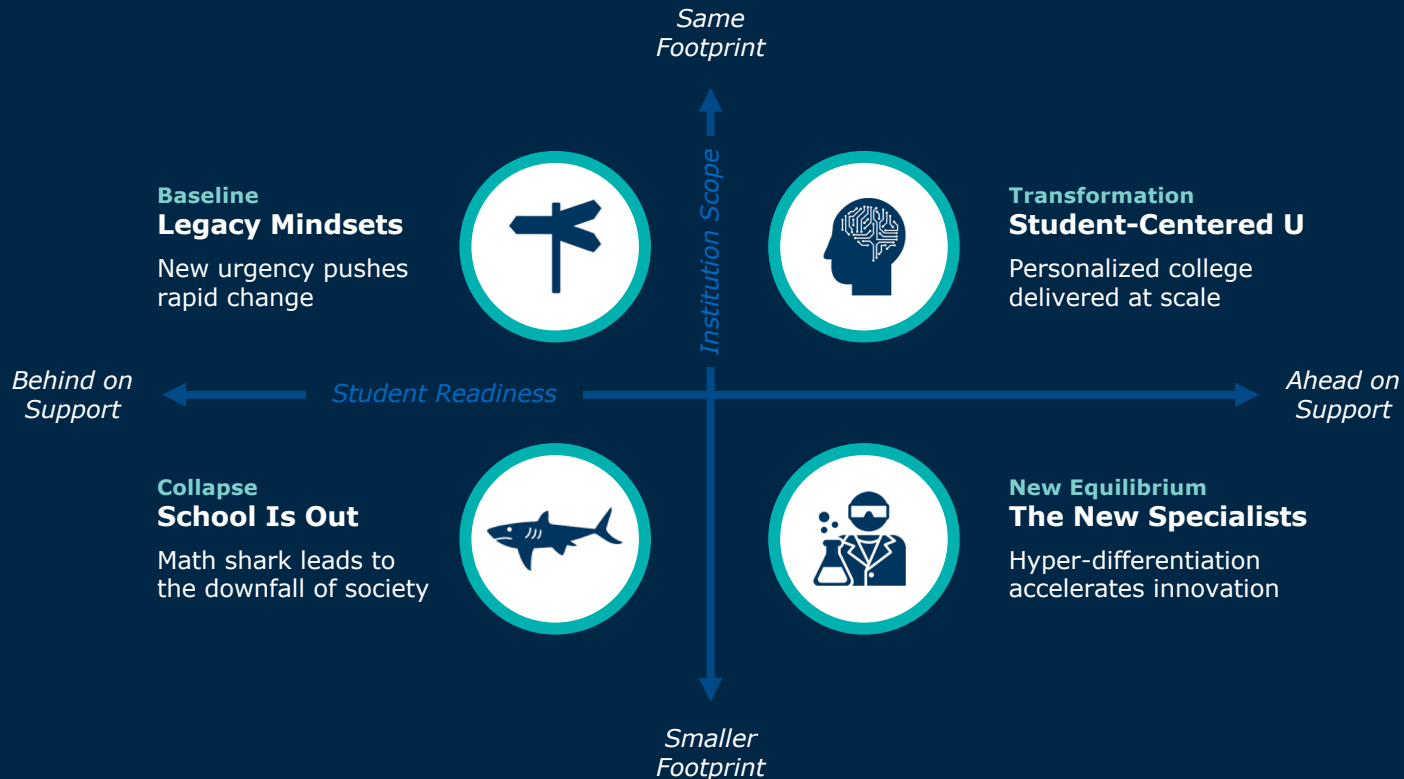
# The New Specialists

## Our New Equilibrium Future Is Hyper-Differentiation



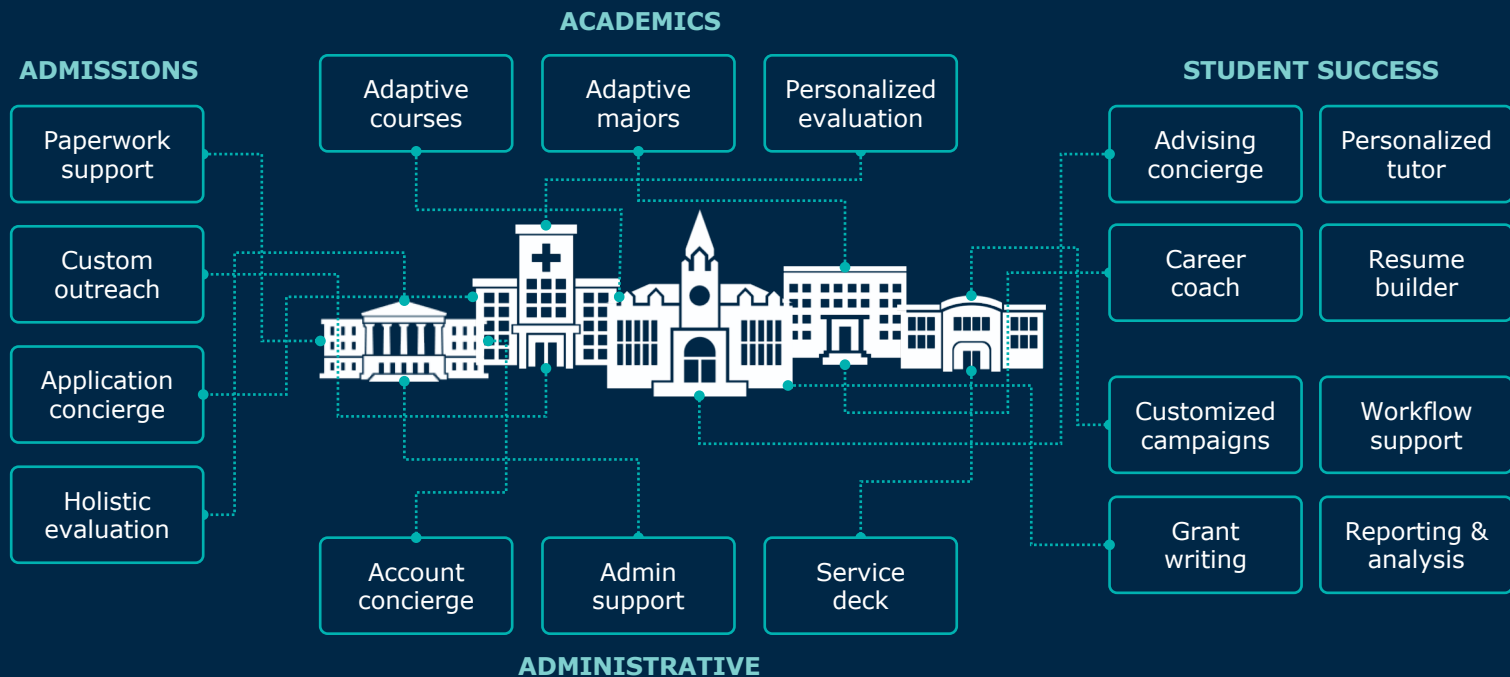
# Imagining Our Futures

## Four Plausible Scenarios



# Student-Centered University

## Our Transformation Future Is Hyper-Personalized by AI



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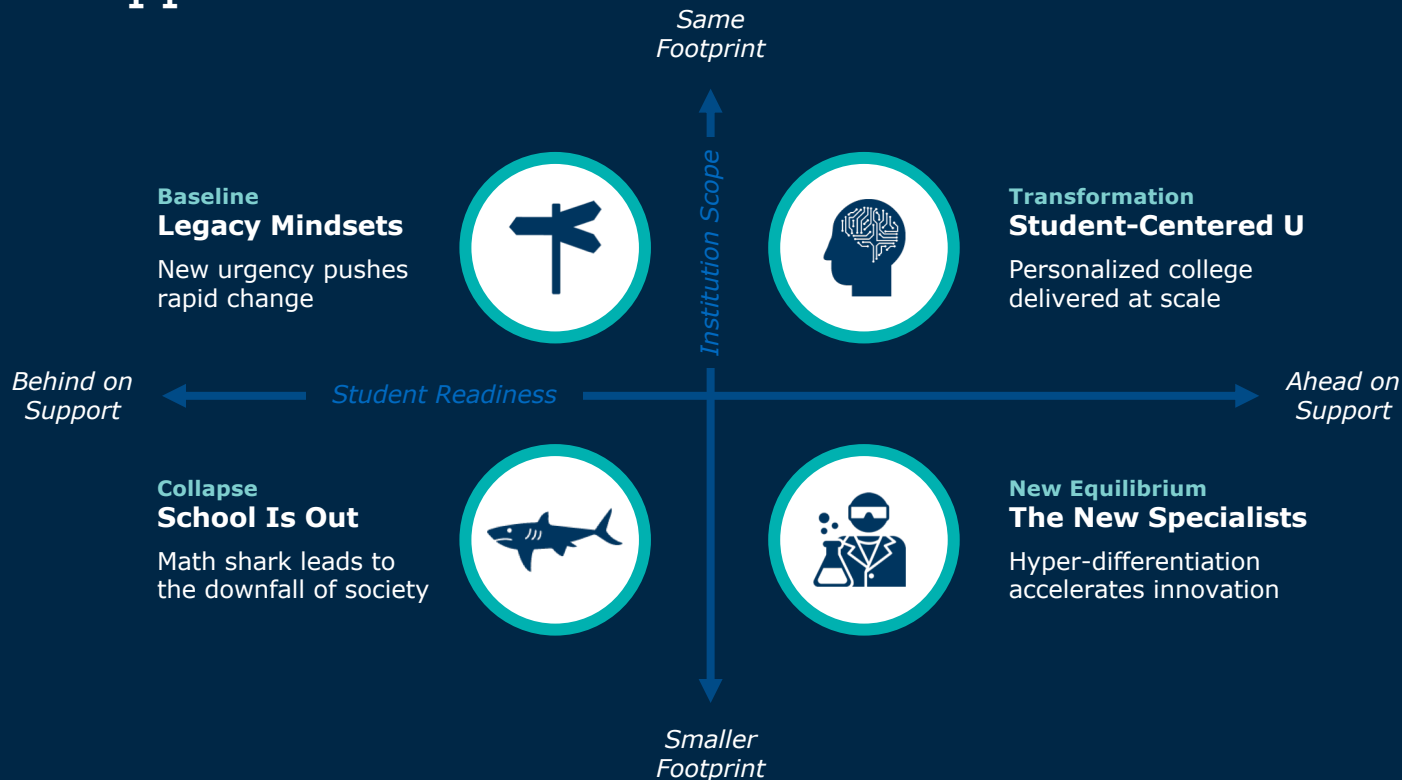
# Closing Poll

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# The Future Doesn't Happen to Us We Happen to the Future



# Our Playbook for the Future

## Student Success Best Practices Enabled by EAB Technology

### Perception of Value

- Shorten time to degree and increase career exposure
- Tech: Career Simulations

### Student Mental Health

- Message healthy living and enable students to self-identify
- Tech: Mobile App "Hand Raise"

### Sustainable Scope

- Automate workflow for advisors and other student success staff
- Tech: Advising Chatbot

### Evolving Demographics

- Disaggregated student data along multiple vectors
- Tech: Advanced Search

### Academic Preparation

- Surface concerns and connect student to academic support
- Tech: Early Alert System

### Artificial Intelligence

- Aggregate data sets to prepare for mass-market academic AIs
- Tech: Data Governance Platform

## Download to Learn More

# Future of Student Success Resource Page

[eab.com/ACE](https://eab.com/ACE)



**Download the slides and resources**



**Insight Paper:** Six Drivers Shaping the Future of Student Success

**Infographic:** 4 Possible Futures for Student Success

**Blog:** 30 Student Success Priorities for the 2020s

**Blog:** Attack of the "Math Shark": Why Unfinished Learning Is a Lurking Threat to Student Success in the Late 2020s



## **Ed Venit**

Managing Director

[EVenit@eab.com](mailto:EVenit@eab.com)



202-747-1000 | [eab.com](http://eab.com)

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