# Academic Affairs visioning retreat

Jose Herrera, Ph.D.

Provost and Executive Vice President for Academic Affairs

University of Northern Iowa

# Where should we be headed?

We should have anchoring values that serve our communities.  These values should be expressed in our vision and mission statements
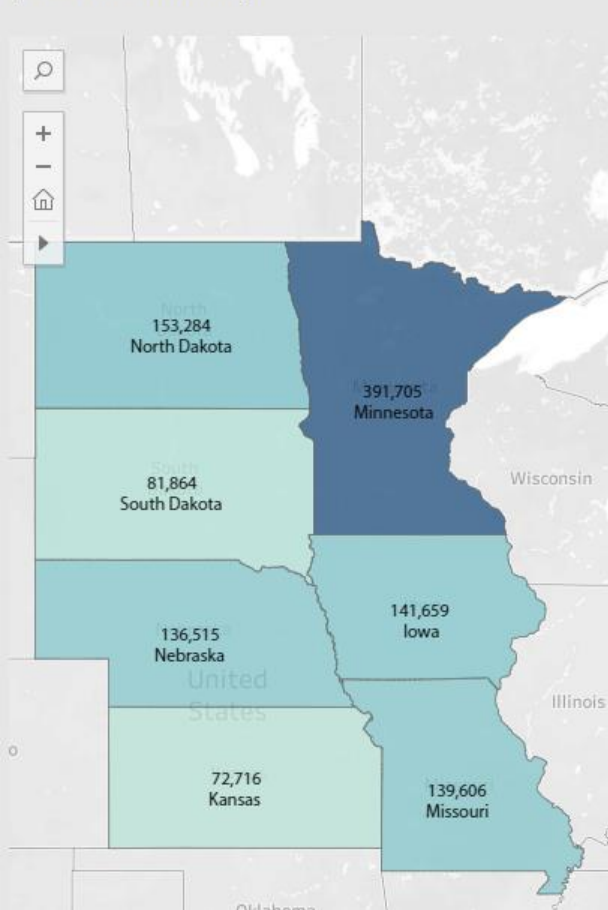
**In our current mission:**  Creates, empowers and *innovates* to enrich Iowa and beyond

**In our current vision:**  Serve public good through equitable and inclusive excellence in teaching, learning, scholarship and service
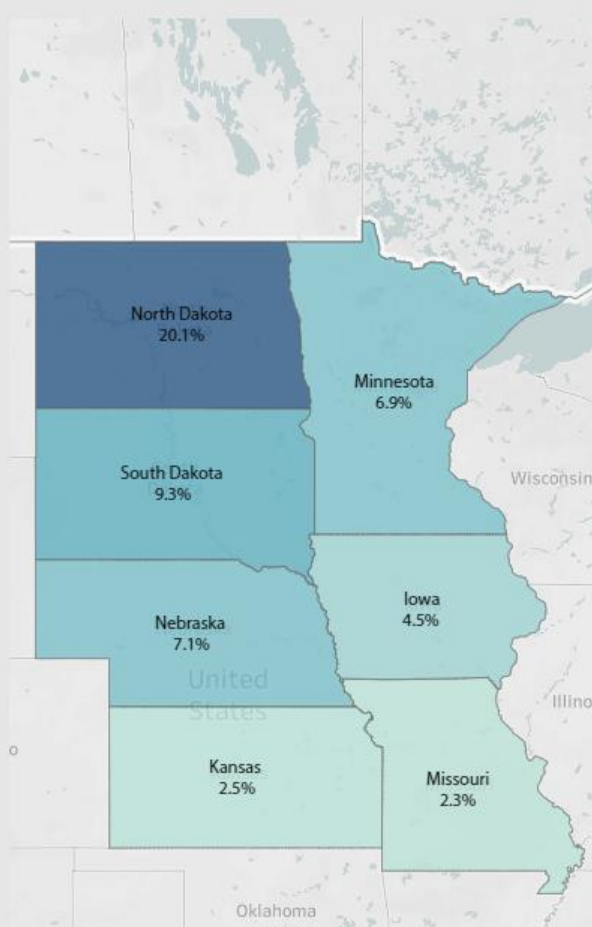
**Values:**  Academic Freedom, Access, Integrity, Collaboration, Community, Equity, Empowerment, Excellence, Sustainability

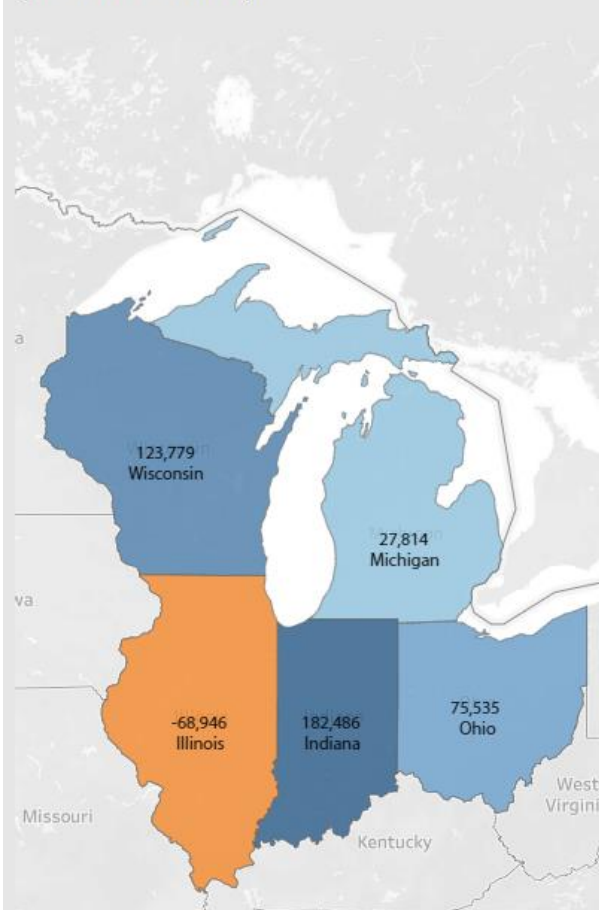# Projected change in census for Midwest basin (2019 – 2030)



Map: State Race Absolute Change 2019-2030:
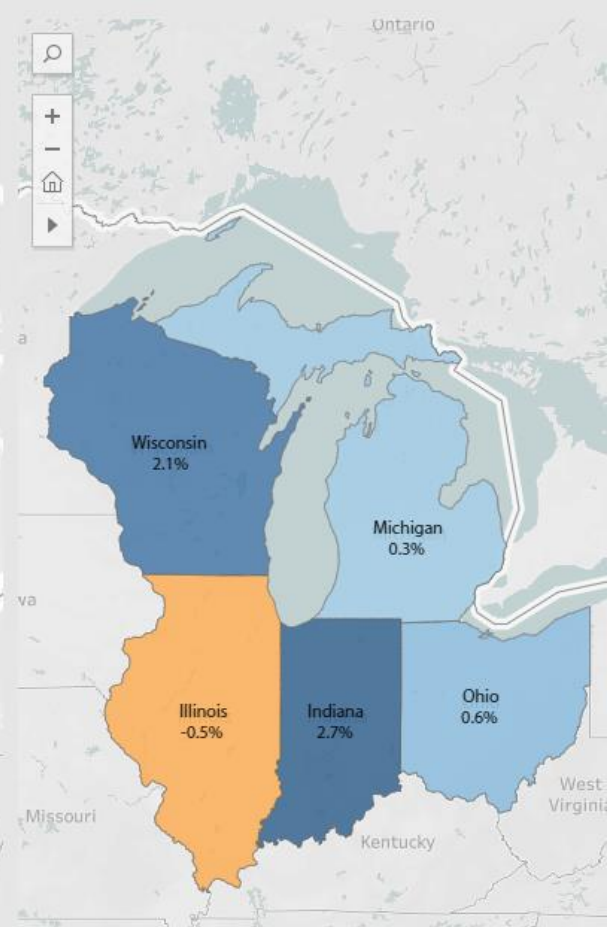**West North Central**- *All*
(Medium Scenario)

153,284 North Dakota

391,705 Minnesota

81,864 South Dakota

136,515 Nebraska

141,659 Iowa

72,716 Kansas

139,606 Missouri

Map: State Race % Change 2019-2030:
**West North Central**- *All*
(Medium Scenario)

North Dakota 20.1%

Minnesota 6.9%

South Dakota 9.3%

Nebraska 7.1%

Iowa 4.5%

Kansas 2.5%

Missouri 2.3%

Map: State Race Absolute Change 2019-2030:
**East North Central**- *All*
(Medium Scenario)

123,779 Wisconsin

27,814 Michigan

-68,946 Illinois

182,486 Indiana

75,535 Ohio

Map: State Race % Change 2019-2030:
**East North Central**- *All*
(Medium Scenario)

Wisconsin 2.1%

Michigan 0.3%

Illinois -0.5%

Indiana 2.7%

Ohio 0.6%

## 4-Year Regional Colleges
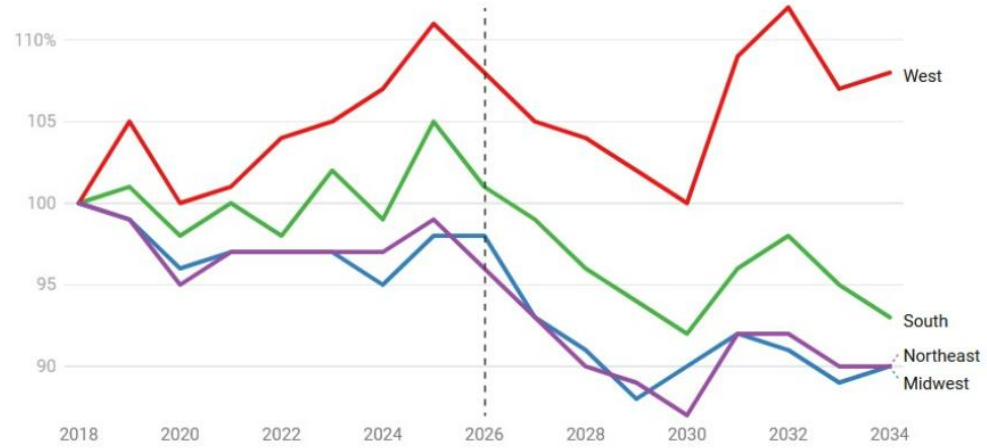


West
South
Northeast
Midwest

## 4-Year National Colleges
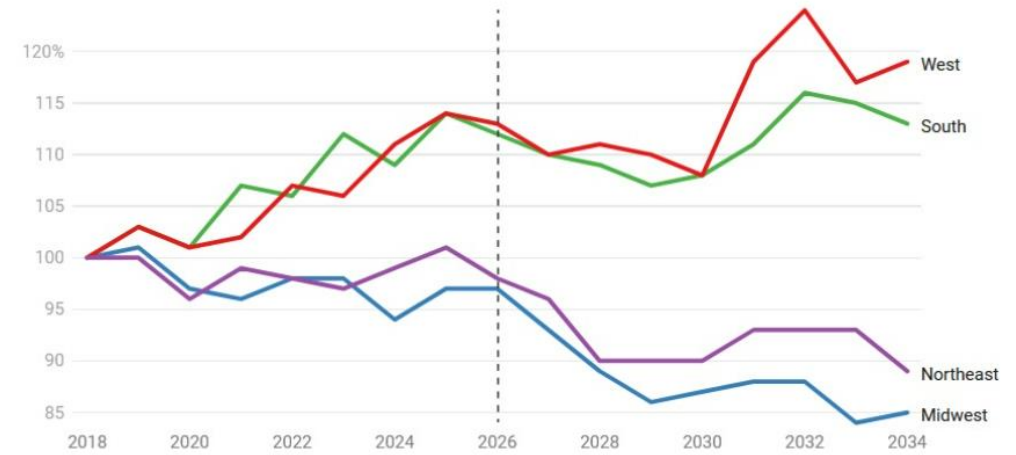


West
South
Northeast
Midwest

## 4-Year Elite Colleges
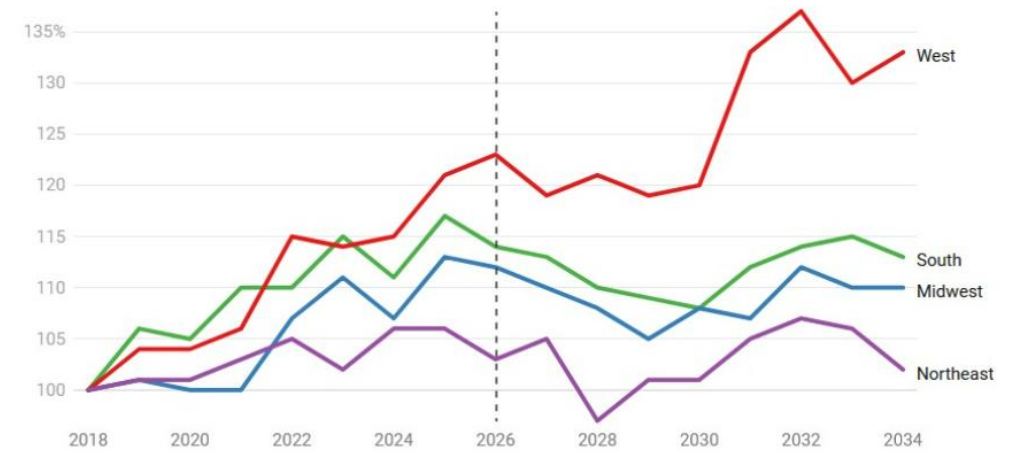


West
South
Midwest
Northeast

*The*
# AGILE
# COLLEGE
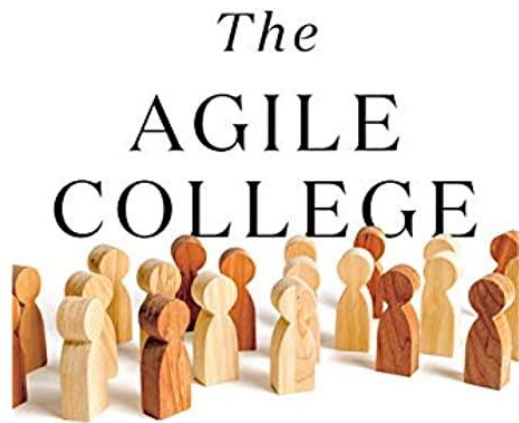
HOW INSTITUTIONS SUCCESSFULLY NAVIGATE
DEMOGRAPHIC CHANGES

© 2021

NATHAN D. GRAWE
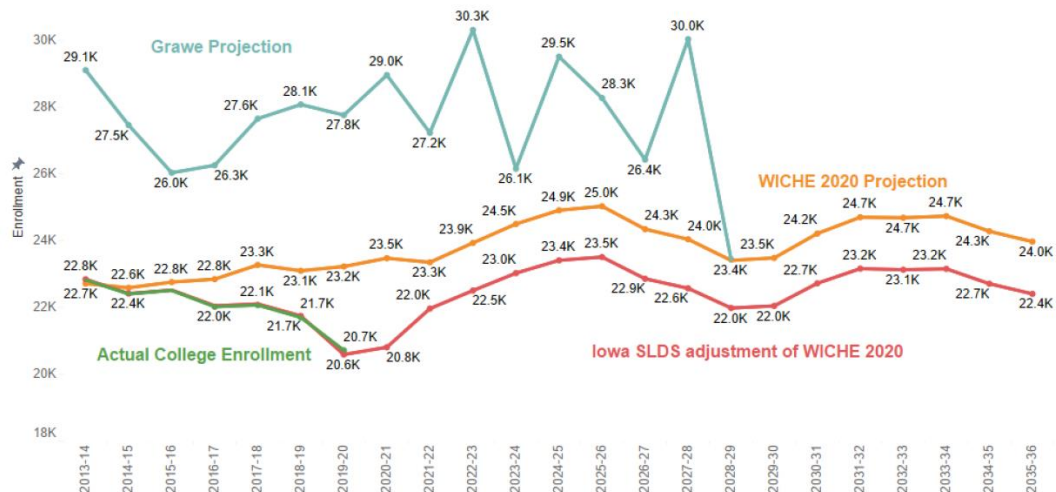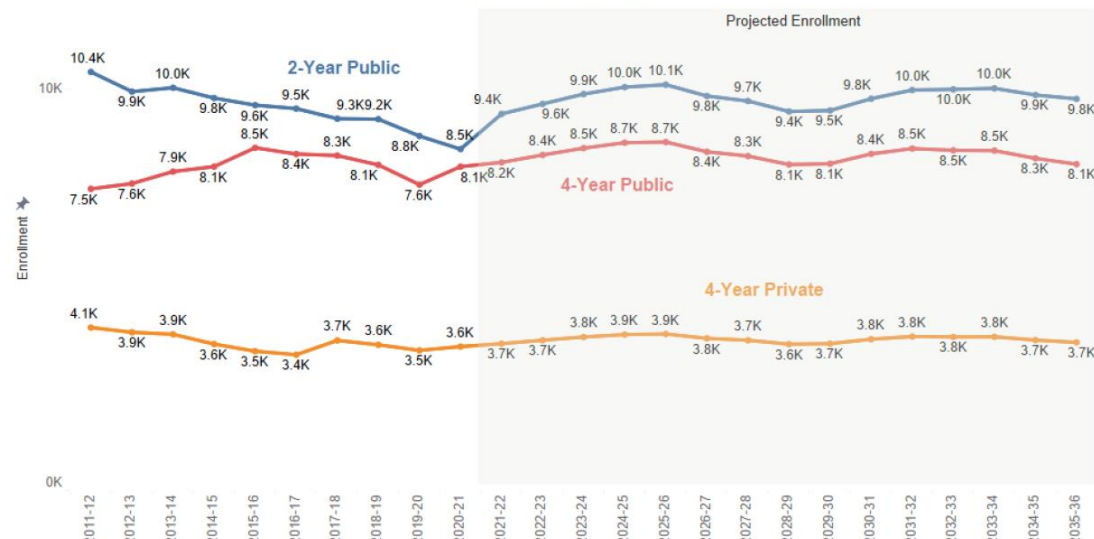AUTHOR OF *DEMOGRAPHICS AND THE DEMAND FOR HIGHER EDUCATION*

# Projections are varied and are impacted by workforce decisions



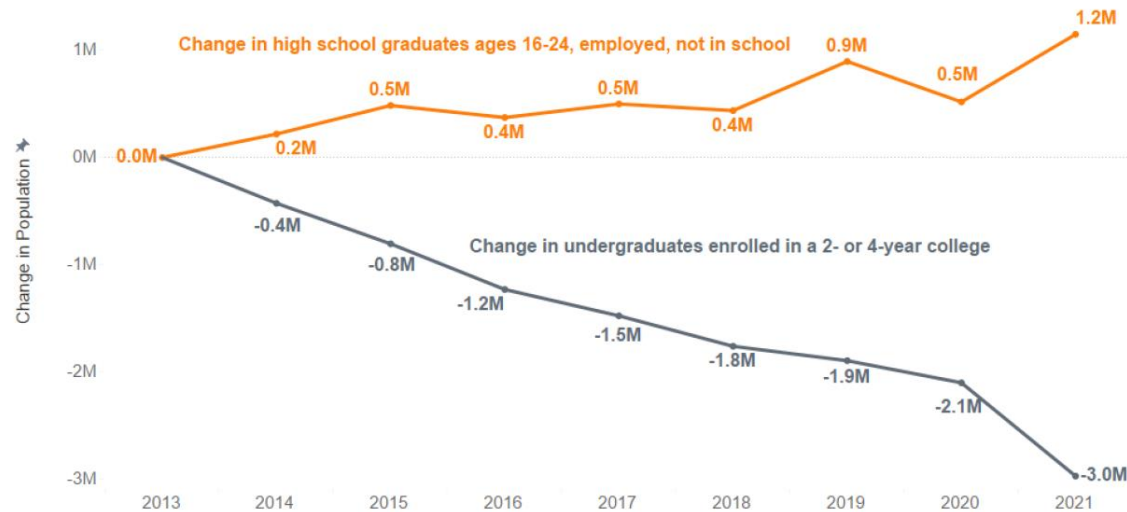Predicted Counts of Iowa High School Graduates Enrolling in Any College
2013-14 to 2035-36



Actual and Projected Enrollment of Iowa Public High School Graduates by Institutional Type
2011-12 to 2035-36



National Trend: High School Graduates Entering the Workforce and Total College Enrollment, 2013-2021

Iowa Coordinating Council for Post-High School Education
October 27, 2022
Jason Pontius, Iowa Board of Regents

# Projected Iowa demographics for 18-24 year-olds

# Should we prepare for the 2026 enrollment cliff?



Actual and Projected Enrollment of Iowa Public High School Graduates by Institutional Type
2011-12 to 2035-36

Source: 2020 WICHE Knocking on the College Door projections adjusted by Iowa SLDS College-going rates by institutional type

White



This chart shows the historical and projected population of White, male and female, 18 - 24 year olds. The population projection is an average of various regression methods applied to historical data to project change out to 2030.
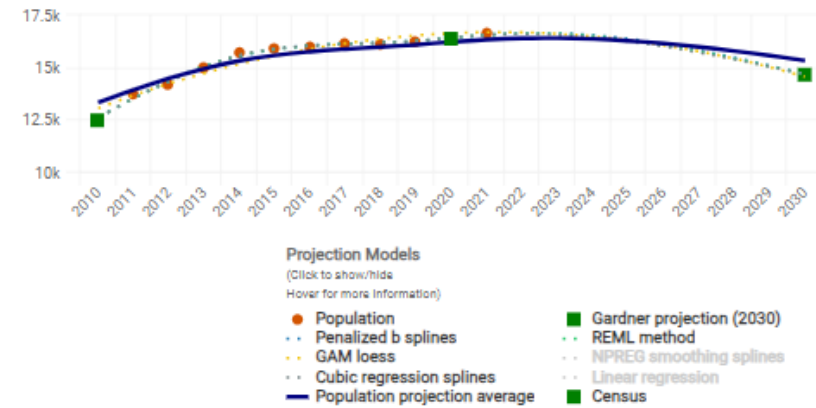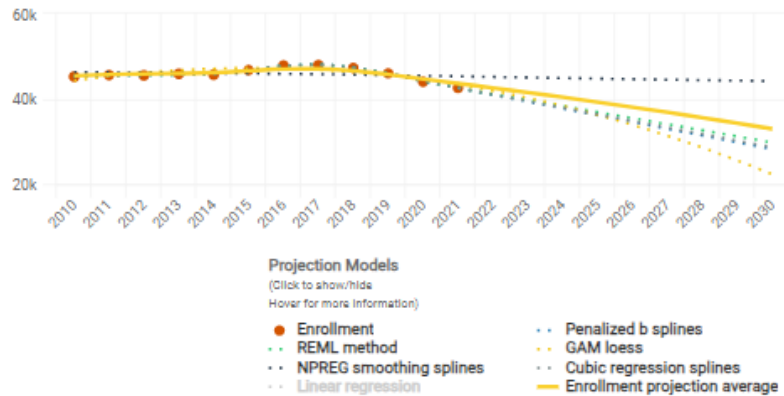
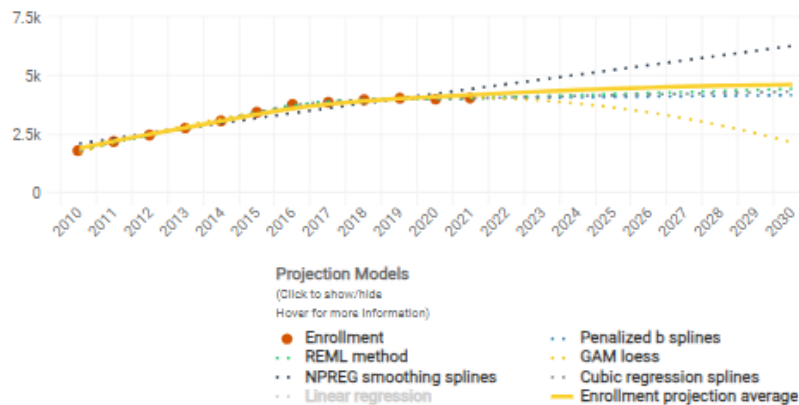Population Projection for Iowa
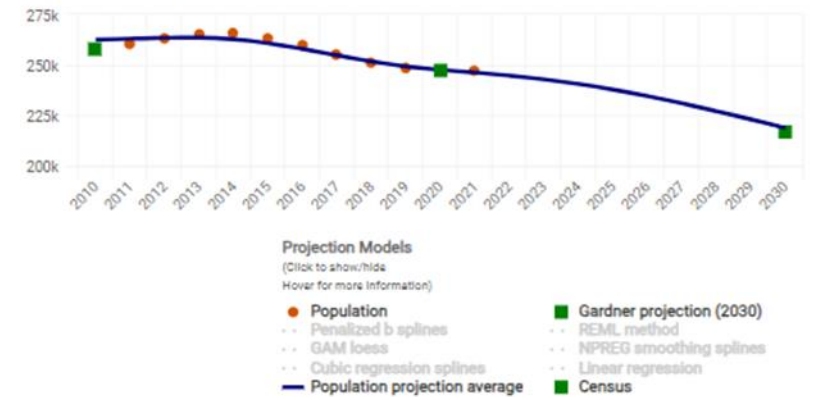


This chart shows the White, male and female, enrolled students (all ages) for the Public, 4-year or above sector in Iowa. The enrollment projection is an average of various regression methods applied to historical data to project change out to 2030.
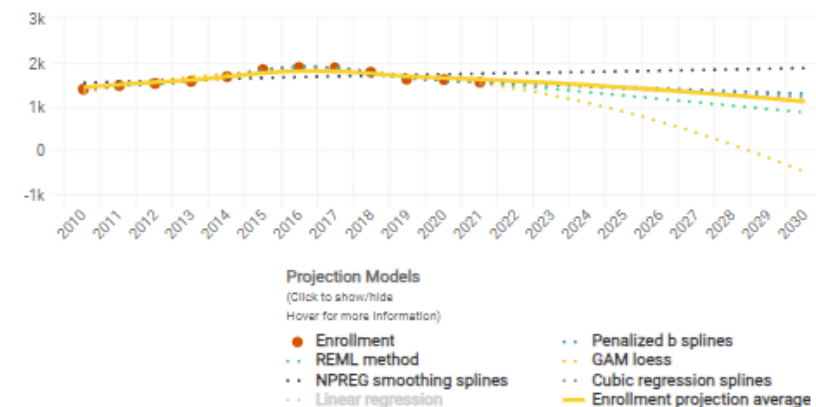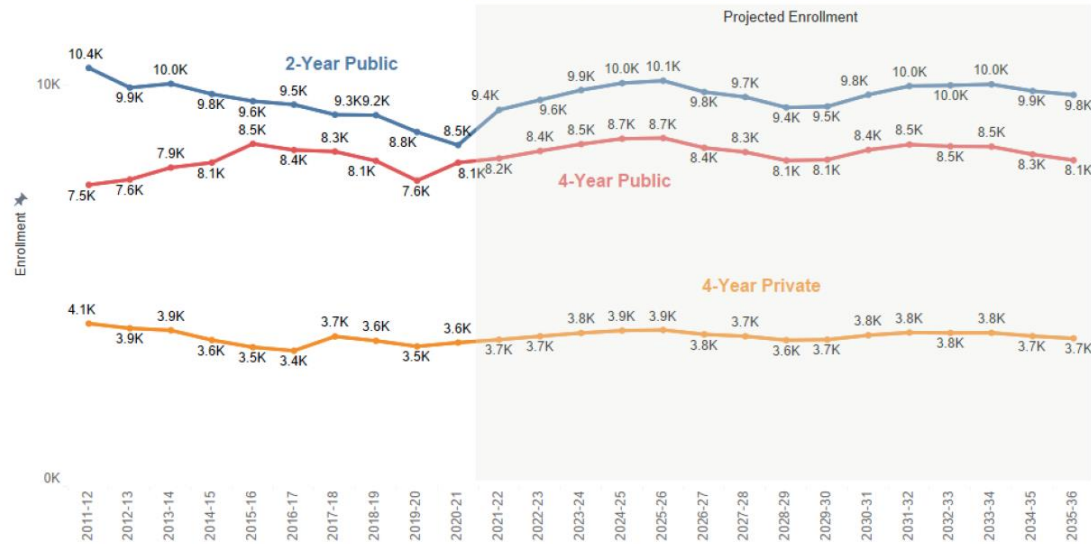
Enrollment Projection for Iowa
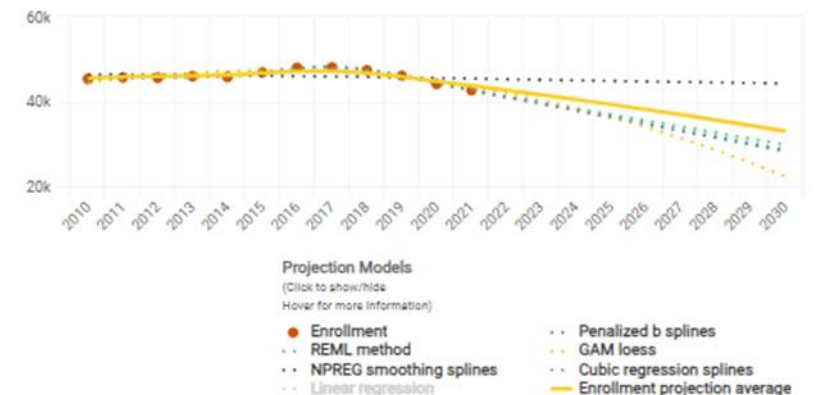
Yes, but the "cliff" more likely a swale.  More importantly, those high school graduates will increasingly differ in their:
- ethnicity
- excitement to attend college
- increased focus on career and career competencies
- financial standing to afford college
- demand for personalized, flexible education

# Where should we be headed based on enrollment, financial and political uncertainty?

## *A dynamic, iterative, and shorter-term strategic planning, aligned with our anchored vision and mission.*

**In our current mission:**  Creates, empowers and *innovates* to enrich Iowa and beyond

**In our current vision:**  Serve public good through equitable and inclusive excellence in teaching, learning, scholarship and service.

**Values:**  Academic Freedom, Access, Integrity, Collaboration, Community, Equity, Empowerment, Excellence, Sustainability

# Where should we be headed based on enrollment, financial and political uncertainty?

## *A dynamic, iterative, and shorter-term strategic planning aligned with our anchored vision and mission.*

1. Maintain the long-term financial health of UNI

2. Be mindful and carefully respond to disruptions, threats and opportunities

3. Strategically select programs and initiatives that will improve student success, value proposition and diversify revenue streams

4. Understand, value and use our core functions to help improve learning and student success.

5. Iteratively reassess your goals on a monthly basis.