

College of 2025

EMSA Directors Meeting – January 31, 2013

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Key Points:

- Increased diversity among students including global representation, multi-racial students, first generation students, English language learners
- Recruitment will focus more on community and educational pipeline, and we need to make sure that services we provide support those students
- More opportunities for partnerships across the nation and the globe, and public transportation may offer increased opportunities for distance learning or time spent abroad: a collaborative community of learners, regardless of distance
- Technology will continue to play a huge role and social skills themselves may adapt, but will still need to be taught.
- The role of student affairs professionals will adapt with changing campus culture, particularly in regard to building partnerships with faculty members.

Increased diversity - more than 25% of our students will be of diverse backgrounds, speaking predominately about ethnic diversity. Hispanic population is growing, African American population - that is where the country is going and New York as well. See an increase in first generation students as well. The needs will be different. We will also see more multi-racial students so we will need to offer programs and services that reflect that.

We also will have more global diversity, and away from Brick and Mortar, but more learning from people all over the world. We will also be looking at a more historical view, as opposed to the traditional "white Anglo-Saxon lens".

The recruitment of students will also change - social media will also impact that quite a bit. Athletics used to have a lock down on using social media, but now have the ability to use in recruitment.

Online classes - what is going to happen with that? The movement of online classes is huge. What does that mean for enrollment and campuses around here. If we have online accessibility, it will be a battle for campuses to continue. We may see more combined degrees. Students will want a far more diverse experience - we need to think about regional programs. How are we planning programs where students spend time studying in other areas or at other campuses. If we are preparing our students to be global leaders, we need to adapt. In the EU, students have the option to take courses all over, bachelors/masters blended, partner institutions.

What will students be like when they enter? They will have much of it done before they get here. Graduate school will become increasingly popular and students will spend a shorter amount of time in undergrad.

There is also an educational gap - hearing stories that there are not enough technical skilled employees. We need to provide more opportunities to have technical expertise. There will still be a desire to be in a campus community, but maybe they will be using iPads instead of books. Positions may go unfilled because we don't have a trained labor force.

How are we building the bridges? What is our role in the region to work with the local school systems to ensure that the young people in the schools systems are learning different ways of being. We have an incredible opportunity to impact this pipeline. We need to be building relationships. If we don't start building that bridge, we won't be doing that differently, we will be closing probably!

We need to start recruiting to the entire family - start working with community leaders, families, not just to the student. It will put us in a better position to compete. We need to be prepared for the conversation that when we bring people in, we need to support them. We need to make sure that if we bring over international students, for example, we are truly providing them access to the same programs that other students have. The same is said for other populations - students with disabilities, non english speakers, etc.

What will facilities look like - more communal spaces where faculty/staff/students gather - collision space. Will it be more apartments? There will be more blended spaces and more hubs. More classrooms in halls and push to not compartmentalize. What is mass transportation going to do for us? How are we structuring our classes? Onsite vs. offsite learning.

We will be connecting people remotely. A collaborative community of learners, regardless of distance. So what will the role of student affairs be in this case? How will we have intercollegiate teams, for example. The need for soft skills is not going to go away. We will have tech savvy people but maybe no people skills. Maybe we will have regional coaches - policies are going to end up changing and adapting. We need to be thinking about the fact that in our world right now, everyone shows up, but in the future, will they be there?

Between parents doing everything for them, and technology - so there will be a greater need for social skills. Between 2000 - 2012 we saw the introduction of texting, twitter, facebook, instagram - all this is new and students are living their lives on facebook. Maybe the softskills themselves will actually change, and we may need to adapt to the conversations they want to have. How accessible are we? Scheduling meetings - now people can send us a meeting request directly. Need to make sure we have the customer service available. They want us to be available. They want instantaneous responses.