



Dr. Susan Sciame-Giesecke

Spring Convocation

2020

Are we ready for this new decade?

2020

- *Forbes* magazine predicts that we all need to be ready for another wave of astounding, unforeseen events
- Who in 2000 could have foreseen 9/11 or the economic crisis of 2008? Or the election of our first African-American president?
- Or that in the past ten years that billions of people would possess handheld devices that are virtually supercomputers?



Forbes predicts that in the next decade...

- **Expect dramatic changes in higher education, galvanized by the scandalous explosion in student debt.** Unending increases in college sticker prices will cease, as people focus on the bloating of higher-ed bureaucracies and as institutions are forced to share some of the liability for loans to their students. This will help deal with another scandal: the pitiful graduation rate of students, even within six years.



Forbes Magazine predicts.....

- **Healthcare will experience enormous Uber/Lyft-like upheavals, providing entrepreneurs with an astounding array of opportunities.** The fundamental problem in this immense sector is the lack of free markets. The system has been dominated by third parties—insurers, government and employers.
- The prime propellant for radical change is the rapid rise of high-deductible company insurance plans. The amounts of money people are paying out-of-pocket for medical expenses is fast approaching the size of the U.S. travel industry. **Services providing price comparisons for various tests and procedures are coming, big-time. So are metrics that will enable patients to compare outcomes at various clinics and hospitals.**
- In addition, **expect big breakthroughs in cures** (especially for Alzheimer's), in cheap, personal and convenient delivery systems and in sweeping changes in how pharmaceuticals are manufactured.



What kind of institution will we become?

- I became Chancellor in 2012 – who would have known that we would have, in the past decade, experienced continued growth? That we would completely remodel the main building? Add a 22,000 square foot fitness center? A new advising center? A remodeled library? A new courtyard and coffee shop? A new gym downtown? A downtown art gallery? Public art on campus? Numerous new degree programs? Athletic teams? Our successful HLC visit affirmed all of our accomplishments in the last decade.
- So what does the next decade hold for us? What are your predictions? The *Forbes* article proposes that the 2020 elections will see the start of a profound debate about what kind of country we are to become. Our new strategic plan should do the same for us. What does the next decade look like for us? Who will we become?



2020 predictions.....

- We will need a continued campus-wide focus on **student success** if we are to effectively ride the wave of the “upcoming cliff.” Retention will be the foundation of our enrollment success. Hispanic Center is one new first step, more to come.
- The KEY program was designed to **distinguish us as a destination campus**. Our KEY program will need to continue to reinvent itself. We can’t sit idle and expect what works now will work for the next 10 years (coffee coupons).
- We will need to be innovative and entrepreneurial as we try to meet the needs of the students of this next decade. Right now the students who will enter our institution in the middle of this decade, 2025, are in 7th grade and those who will enter in 2030 are in 3rd grade. Who are these young people? What will impact their success? How do they learn? What majors will they be interested in? Will we be ready for them? How do we begin to think about and prepare for them?



2020 predictions.....

- As a regional campus we have been given the responsibility to be “stewards of place” for the region we serve – **Community Engagement**
- The projections for the Midwest (rural) is daunting
- I visit many high schools with declining enrollment

"We project significant slowing of the domestic economy and Midwest economy through 2020," Hicks said. "We anticipate declines in aggregate and manufacturing employment to continue through the second quarter of next year." How will these schools and communities survive?



So today we must begin Strategic Doing

- We need to stop planning and start doing
- Two examples: KEY Program and Athletics



“And now we welcome the New Year. Full of things that have never been.” — [Rainer Maria Rilke](#)



Today's Agenda

- We will continue our work on our new strategic plan/strategic doing – although we will focus on the next 3-5 years – we have to have a longer view of what we want to accomplish in the next decade
- Christina will share data on our enrollment and retention as it relates to our fall convocation theme of student success
- We will celebrate accomplishments and years of service

