



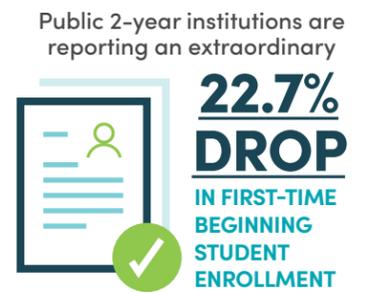
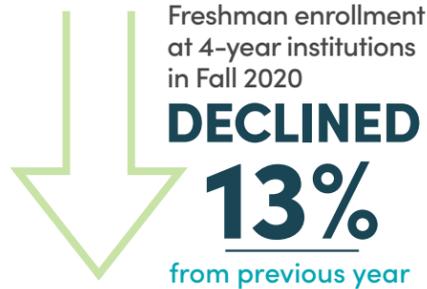
PRESSURES Converging on Higher Education

Higher education is at a crossroads. While strained budgets and overstretched resources is nothing new, there is increased urgency to address enrollment and financial viability challenges. The shift to virtual combined with the growing needs of students creates a "perfect storm" where the urgency to attract, enroll, and retain students has never been so high.

1 THE ECONOMIC AND PRACTICAL IMPACT ON STUDENTS FROM THE GLOBAL PANDEMIC



53% of families' finances affected by pandemic



2 CHANGING STUDENT DEMOGRAPHICS AND SENTIMENT

DEMOGRAPHICS



Population Trends

- Global fertility rates have **decreased 50% since 1960**, potentially leading to fewer students and presenting fiscal challenges
- U.S. population trends project a more than **10 percent reduction in college enrollments** by the end of the 2020s



Student Debt

- **Americans owe over \$1.71 trillion in student loan debt**, spread out among about 44.7 million borrowers. That's about \$739 billion more than the total U.S. credit card debt.
- **17% of all borrowers** with federal loans being **severely delinquent**

SENTIMENT



63% of students feel the switch to **remote learning** is worse or a lot worse vs. a **normal learning environment**

3 DECLINING INSTITUTIONAL FUNDING AND DEPARTMENTAL BUDGETS

16% FEWER

FAFSA completions vs. last year
19% for Title 1 high schools



State spending on higher education at two- and four-year public colleges nationwide fell

\$1,220 PER STUDENT

or 13%, after adjusting for inflation (2008 - 2018)

4 ABILITY FOR ADVISORS AND ADMINISTRATORS TO DRIVE IMPACT HAS PLATEAUED

“Do more with less”

A “do more with less” challenge is nothing new to those on the ground working with students. With all hands on deck it's only more weight on the shoulders of these advisors and administrators to find creative ways to support students. Yet, there are significant capacity limitations at work here: *as there are only so many hours in the day to provide student support.*

So what can you do to combat these pressures?

Schools must find a path forward that works within - and around - these constraints. They have to adapt to today's environment and meet modern students both when and where they are. The success of both student and institution depends upon it. AI-powered tools are a great place to start...

- **LEVERAGE TECHNOLOGY:** Technology is affordable, scalable, and can be an "infinite set of extra hands" you're looking for.
- **PRIORITIZE ENGAGEMENT:** Every student counts. Engage with them in a modern way they respond to (via text, chatbot, video, etc.) and guide them to success throughout their educational journey.
- **MAXIMIZE IMPACT:** Technology will extend service hours from 9-5 to 24/7 and enable staff to focus on critical student issues and programs.