OPPORTUNITIES SET THE DIRECTION

ANDREW KETSDEVER

CSU-PUEBLO

COLORADO STATE UNIVERSITY – PUEBLO

One system with 3 distinct campuses

Pueblo
Fort Collins
Global

Distinction is critical – degree programs in high demand jobs

Relationships are critical

FIRST OPPORTUNITY: RELATIONSHIP WITH COMMUNITY

What is Pueblo Colorado famous for?

Pueblo is **the home of the Colorado State Fairgrounds, the Colorado Mental Health Institute, and Colorado State University–Pueblo**. Important tourist destinations include the Historic Arkansas River Project (or HARP, a river walk in downtown Pueblo) and the Pueblo Zoo.

Feb 9, 2023

coloradoencyclopedia.org
https://coloradoencyclopedia.org › article › pueblo-0

VISION 2028

- Opportunity to build the University of the future
- Guiding Principles are the lenses
- What won't you do is as important as what you will do
- In 50 years do you look more like CSU-Fort Collins or far less?

Guiding Principles

Develop People

CSU-Pueblo develops people who have meaningful lives and make significant contributions to their families, communities, and world.

Transform Learning

CSU-Pueblo creates new opportunities by reimagining academic experiences.

Live Sustainably

CSU-Pueblo dedicates resources and focus toward programs and policies that support sustainable living.

Cultivate Entrepreneurship

CSU-Pueblo creates educational, economic, cultural, and global innovators.

Engage Place

CSU-Pueblo embraces our regional histories, diverse cultures, socioeconomic realities, and physical location.

Build Knowledge

CSU-Pueblo advances research and scholarship that serves the public good.

Empower Students

CSU-Pueblo empowers whole-student success in and out of the classroom.

Impact Society

CSU-Pueblo elevates the region through our commitment to the health and well-being of our people and our communities.
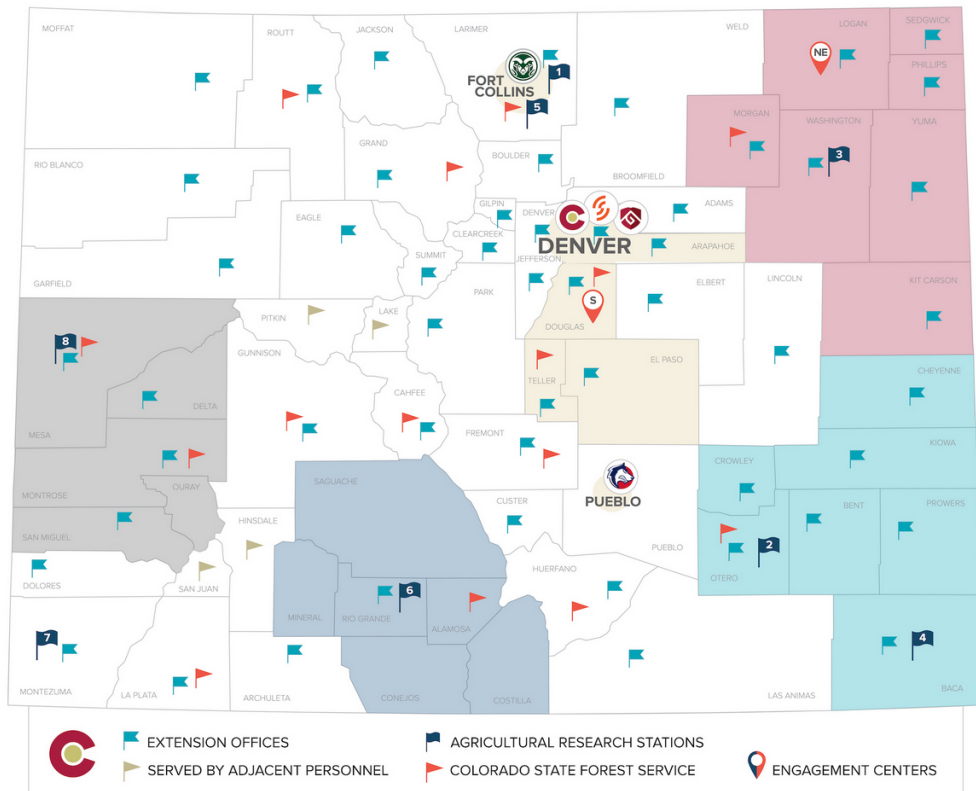
BUILDING DIFFERENTIATION: VISON 2028

CSU already has a great brand

Differentiation for the Pueblo campus

- Innovation – Pedagogical testbed
- Research – Unique, local impact research areas
- Outreach – Land Grant University
- Experiential Learning – Extend, examples
- Industry Involvement – Organizations in Southern and Central Colorado
- Career Development – Address ROI head-on
- Economic Development – Land Grant Mission

PARTNERING WITH EXTENSION – THE LAND GRANT MISSION FOR THE NEXT CENTURY

The CSU System serves every Colorado county.

EXTENSION OFFICES

SERVED BY ADJACENT PERSONNEL

AGRICULTURAL RESEARCH STATIONS

COLORADO STATE FOREST SERVICE

ENGAGEMENT CENTERS

The CSU System has permanent employees living and working throughout the state of Colorado, providing direct services to every county in the state.

With seven Agricultural Experiment Stations, 19 Colorado State Forest Service district and field offices, two engagement centers, and Extension offices in almost every county, the CSU System provides services to 64 counties — every corner of Colorado.

EXPLORE THE MAP

HIGHER EDUCATION TRENDS

Demographic cliff and lower numbers of transfer students nationwide

Lower affordability

Credentials, Micro-credentials, Certificates

NSF Accelerating Research Translation (ART)

Innovation and Entrepreneurship in Higher Education

HIGHER EDUCATION NARRATIVES

Do not need a 4-year degree to get a good job

Questioning Return on Investment

High amounts of student debt

Graduate skills are not what industry needs

Research is a key economic development piece driven by innovation

TREND: DEMOGRAPHIC CLIFF

- The number of traditional-age students in the U.S. is expected to peak in 2025 or 2026 and then decline precipitously

- TX, PNW, NV, UT may be opportunities

- EVPAA needs to be a meaningful partner with admissions and student success

- Recruiting and Retention is EVERYONE'S business
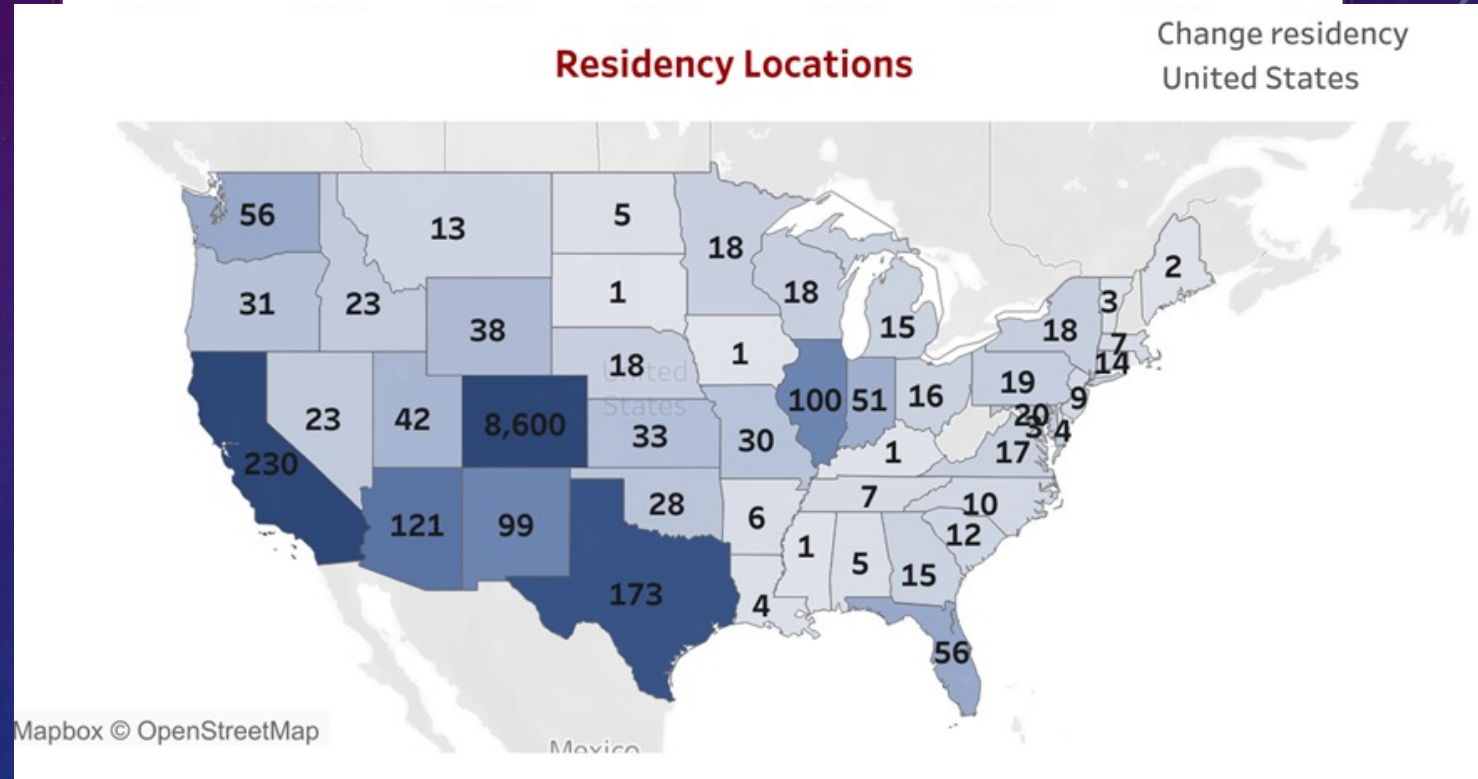
College age graduating seniors – projection (begin 2025)

capturehighered.com

TREND: TRANSFER STUDENTS

Transfer Enrollment Falls Sharply

A new study finds that transfer enrollment from two- to four-year institutions dropped precipitously across all demographics and institutions. The consequences could be stark for underserved students.

By Liam Knox Published: May 4, 2022

- 11% drop in just over a year nationwide

- Relationship maintenance/building with community colleges is key

  - Dual Enrollment Agreements and Degree Partnership Programs

  - Key affordability and access partners

- CSU smooth transfer pathways

Transfers

| Year	Value
2018	364
2019	320
2020	292
2021	302
2022	370

Total New Students

TREND: LOWER AFFORDABILITY

Accessibility: Getting In and Staying In

Strengthening supports for first generation, Pell Grant eligible, minoritized communities

Students leaving the university with debt and no degree is not equitable

Figure 1. Net Price as a Percent of Median Family Income, Public Four-Year Institutions, FY 2018
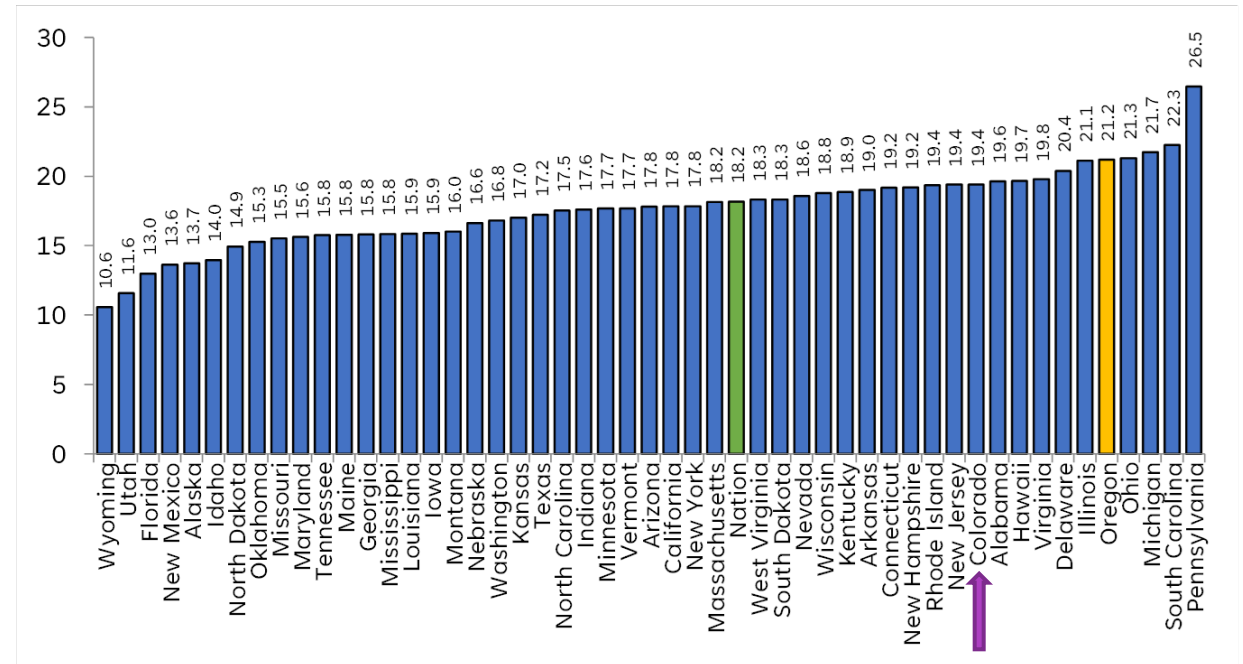
Note: Data are for first-time, full-time undergraduates who received Title IV aid and enrolled in the fall.
Source: NCES IPEDS.

VALUE OF A 4-YEAR DEGREE

INSIDE HIGHER ED

After a Decade of Growth, Degree Earners Decline

The number of undergraduate degree earners fell last year for the first time since 2012. Is it a bump in the road or a harbinger of a changing higher ed landscape?

By Liam Knox   Published: March 17, 2023

- Return on Investment being questioned
- Costly changes of major
- Not finishing degree
- Underemployment
- Solid academic and career advising
  - Check-ins
  - Interventions

CAREER INITIATIVES CAN HELP

Skills Employers are Looking for

- Address ROI head-on

- Expansion of Capstone and Experiential Learning into all majors

- Technology "general education" as an example
  - Computer Science
  - Data Analytics
  - AI
  - Ethics in Technology Application
  - Design

Career & Self Development

Communication

Critical Thinking

Equity & Inclusion

Leadership

Professionalism

Teamwork

Technology

RESPONSIVE DEGREE OFFERINGS

💼 Jobs in 10-15 years will change dramatically

📈 Track current trends

📊 Know when a trend has traction

✔️ Stay relevant

👂 Listen/Act

SKILLS MATCHING TO INDUSTRY

- 39% of 2022 graduates felt underqualified for their role because they had some, but not all, of the skills listed in the job's description*

- Graduates with traditional degrees were also less likely than those with certificates or other non-degrees to be confident in their education's connection to job skills*

- Undergraduate research

- Collaboration and partnerships

  - Capstone

  - Internships

  - Job Shadows

- Timeline matching

*Cengage 2022 report

TREND: STACKABLE MICRO-CREDENTIALS AND CERTIFICATES

Computer Science

Cybersecurity

Artificial Intelligence

Sustainable Design (Circular Economy)

Technical and Creative Writing

Ethics

Health Care Management

ENHANCING DEI AS AN HSI

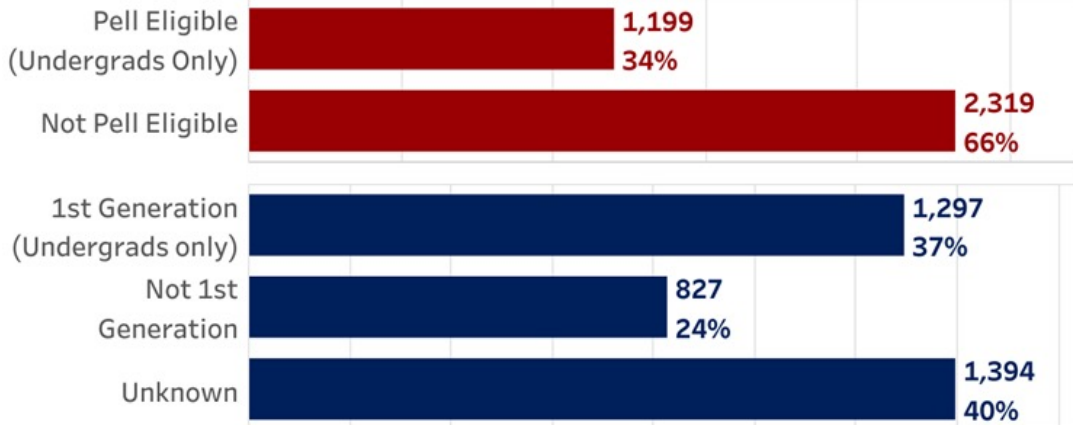**Sustainable and managed workloads**

Employee and student retention and supports

Hiring practices

Search Advocates / Diversity Champions

DEI training

Faculty and staff impact statements

Pell Eligible (Undergrads Only)	1,199	34%
Not Pell Eligible	2,319	66%

1st Generation (Undergrads only)	1,297	37%
Not 1st Generation	827	24%
Unknown	1,394	40%

LARGEST POTENTIAL OPPORTUNITY: SILOED UNIVERSITIES

- Breakdown (gently) of college structure to do meaningful collaborations and transdisciplinary curriculum development and research

- Breakdown silo of teaching/research & scholarship/service

- Breakdown silos between faculty and staff

- Collaboration Required

IT IS AMAZING WHAT YOU CAN ACCOMPLISH IF YOU DO NOT CARE WHO GETS THE CREDIT. – HARRY S. TRUMAN