Membership Year 2006

September Survey

RE: Survey Results: *What Do CEOs Want to Know About . . . Key Trends in the Community College?"*

The Trends 2006 recent results are provided below. This survey of League Alliance CEOs explored key trends in the community college field. As has been the case with our past key trends surveys, this survey yielded a strong positive response.

Here are some key issues:

- There is a strong trend toward community college presidents becoming leaders in private fundraising.
- Web-based tools will increasingly be used as a key part of student success.
- An increasing priority will be the facilitation of successful transitions between community colleges and other educational sectors and between the community colleges and the workplace.
- Presidents will be increasingly interested in finding good benchmarks for their college programs and services.
- It will become essential for colleges to help foster a culture that can positively manage change.
- The need for public service workers (e.g., teachers, nurses, police officers, EMTs) will increase.
- Blended course offerings will be expanded (some online, some face-to-face).
- Student expectations will drive even greater technology use.
- Colleges will expand the use of data systems and analytics to drive decisions.
- The use of mobile learning strategies (e.g., wireless laptops, iPods, PDAs, and cell phones) will increase.

What Do CEOs Want to Know About . . .
Key Trends in the Community College

A Survey of and for League Alliance CEOs

This survey is a follow-up to our extensive 1997, 2000, and 2003 studies of key trends in the community college. Like the previous studies, it is composed of questions exploring major trends as identified in current national literature and conference programs.

> These survey results are composed of the responses submitted by your fellow CEOs as part of the *Alliance* quarterly CEO survey service. The response rate for this survey was 31% (n=194).

A. Demographic Information: 62.9% Male 37.1% Female

B. Age: 57 (mean)

C. Tenure as President in Years: 8.6 (mean)

D. Do you believe that in the next 3 years at your institution:

	YES	Yes	yes	?	no	No	NO	Total % Responded
Credit enrollment will increase?	23%	28%	31%	6%	9%	1%	0%	**98%**
Noncredit, workforce enrollment will decrease?	7%	11%	8%	4%	15%	31%	21%	**97%**
Minority enrollment will increase?	23%	37%	28%	6%	1%	1%	0%	**96%**
Dual-credit programs with local high schools will expand?	28%	39%	20%	4%	4%	1%	0%	**96%**
Traditional (18-22) student populations will decrease?	5%	10%	15%	7%	26%	19%	13%	**95%**
The digital divide (i.e., uneven preparedness with and access to technology) is no longer an issue for our students?	2%	7%	13%	7%	29%	26%	12%	**96%**
More incoming students will already hold at least a bachelor's degree (e.g., in programs such as allied health, technology)?	3%	16%	41%	13%	15%	4%	4%	**96%**
Your institution will experience significant employee turnover?	16%	24%	29%	3%	14%	7%	4%	**97%**
You will work toward fostering a culture of authenticity for faculty and staff within your institution?	28%	30%	19%	18%	0%	0%	0%	**95%**
Student expectations will drive even greater technology use?	33%	43%	17%	2%	0%	0%	0%	**95%**
Alumni relations will become a priority?	24%	27%	30%	8%	5%	1%	1%	**96%**
The number of part-time faculty will decrease?	0%	2%	9%	6%	38%	29%	11%	**95%**

Recruiting and retaining diverse faculty and staff will be a priority for your institution?	29%	37%	25%	4%	1%	1%	0%	**97%**
Web-based tools will increasingly be used as a key part of Student Services?	43%	39%	11%	2%	0%	0%	0%	**95%**
You will replace at least part of your Student Information System, HR System, or Finance System?	25%	20%	17%	9%	12%	8%	6%	**97%**
Governing boards and legislatures will be less interested in seeing a return on investment from information technology?	1%	2%	10%	13%	22%	24%	23%	**95%**
There will be a greater need for public service workers (e.g., teachers, nurses, police officers, EMTs) in your service area?	40%	37%	14%	3%	1%	1%	0%	**96%**
Budget cuts will force program closings and redesigns?	10%	19%	27%	10%	21%	6%	3%	**96%**
You will reduce your use of online courses?	1%	2%	1%	3%	19%	29%	41%	**96%**
You will expand your offerings of blended courses (some online, some face-to-face)?	34%	42%	17%	0%	2%	1%	1%	**97%**
Developing and maintaining entrepreneurial partnerships with local corporations will become less important?	4%	2%	3%	1%	13%	29%	43%	**95%**
Supporting foundation efforts to raise funds to support institutional activities will be a key expectation for the CEO?	59%	25%	11%	1%	1%	1%	0%	**98%**
Better facilitating successful transitions between the college and other educational sectors, and between the college and the workplace, will be an increasing priority?	45%	37%	13%	2%	0%	0%	0%	**97%**
For-profit educational providers will expand their operations in your service area?	21%	25%	25%	11%	10%	2%	1%	**95%**
Legislators will call for less accountability from colleges?	1%	0%	2%	1%	5%	18%	70%	**97%**
We are interested in starting (or are already running) an early-college high school or middle school?	22%	20%	20%	12%	9%	6%	9%	**98%**
Helping foster a culture that can positively manage change will become essential?	49%	30%	16%	1%	1%	0%	1%	**98%**
Recruiting professionals for leadership positions will become increasingly difficult?	27%	35%	19%	2%	8%	4%	0%	**95%**
You will adopt (or continue to leverage) strategies from the learning-centered education movement?	28%	41%	20%	5%	1%	0%	1%	**96%**

————————— *Thank you for taking the time to complete this survey* —————————
Survey #36: Key Trends

Mobile learning strategies (e.g., wireless tablets, ipods, PDAs, and cell phones) will be increasingly used?	33%	40%	20%	3%	0%	1%	1%	**98%**
You will be increasingly interested in finding good benchmarks for your programs and services?	43%	37%	13%	2%	1%	0%	0%	**96%**
You will explore using digital gaming in courses, outreach, or both?	12%	20%	30%	26%	4%	2%	2%	**96%**
Steps will be taken to modify the general education core to meet the learning needs of the 21st century student?	25%	36%	26%	6%	3%	0%	0%	**96%**
The mission of workforce training will become less important?	1%	1%	1%	2%	12%	26%	55%	**98%**
Basic skills/developmental programs will increase in enrollment?	22%	39%	23%	6%	3%	1%	1%	**95%**
The number of certificate programs will decrease?	1%	2%	5%	6%	22%	36%	24%	**96%**
A significant emphasis will be placed on science, technology, engineering, and math (STEM) programs?	26%	31%	30%	5%	3%	0%	0%	**95%**
Your college will expand the use of data systems and analytics to drive decisions?	36%	38%	18%	3%	1%	0%	0%	**96%**
New facilities will be built for campus-based programs?	33%	23%	24%	7%	7%	1%	1%	**96%**
You will explore or continue to engage in international partnerships (e.g., joint degree programs, shared courses, and joint ventures)?	20%	19%	27%	12%	11%	7%	2%	**98%**
English as a second language programs will decrease?	0%	1%	4%	9%	22%	26%	34%	**96%**
Small businesses and entrepreneurial programming will increase?	23%	35%	28%	6%	2%	1%	1%	**96%**
You will explore offering or will offer bachelor's degrees in specific programs?	10%	5%	8%	15%	17%	13%	29%	**97%**
Your institution will significantly increase tuition?	3%	9%	30%	8%	26%	12%	7%	**95%**