

IN THE FIELD:
NC-SARA'S INSTITUTION
CONFERENCE

July 12-13, 2022



Distance Education in 2022: A Perspective on the Ever- Changing Landscape

Keynote Speaker:
Phil Hill (@PhilOnEdTech)



**National Council for
State Authorization
Reciprocity Agreements**

MHEC • NEBHE • SREB • WICHE

Distance Education in 2022:

A Perspective on the Ever-
Changing Landscape

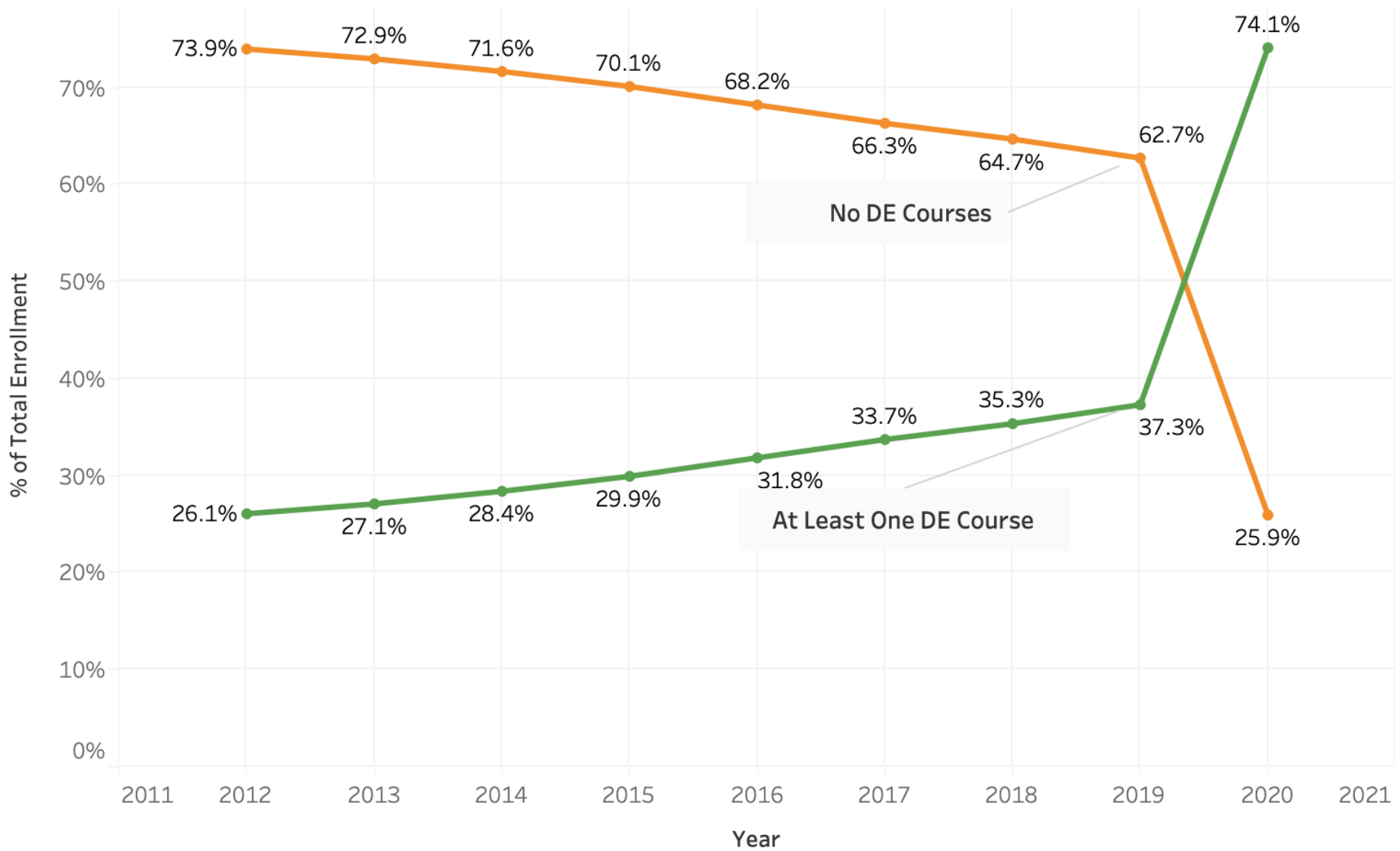
July 13, 2022

<http://bit.ly/ncsarahill22>

Phil Hill (@PhilOnEdTech)

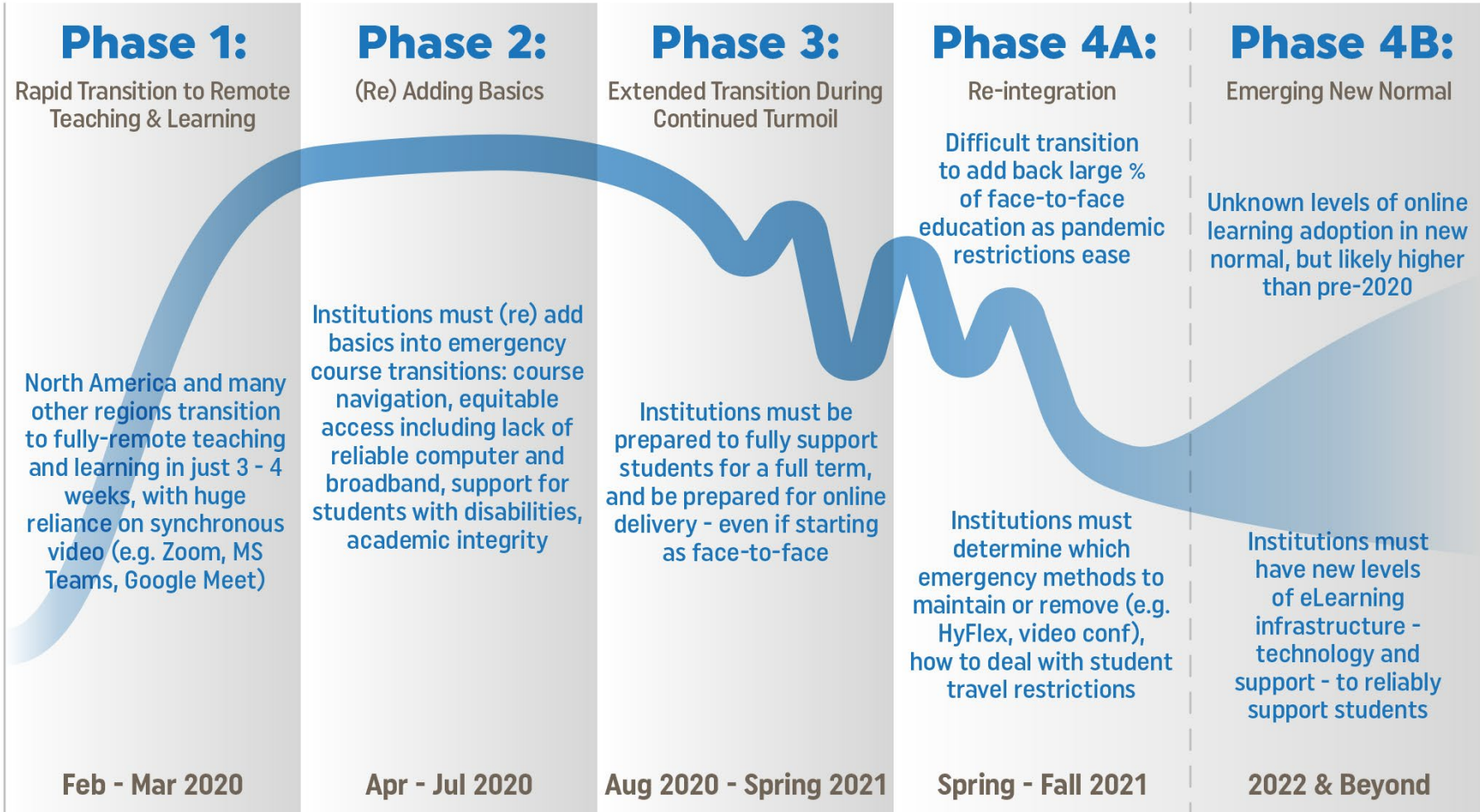
% of US Higher Ed Enrollment, Fall 2012 - 2020 of Students Taking At Least One (ALO) Online Course

Source: IPEDS database



Multiple Phases of Higher Education Response to COVID-19

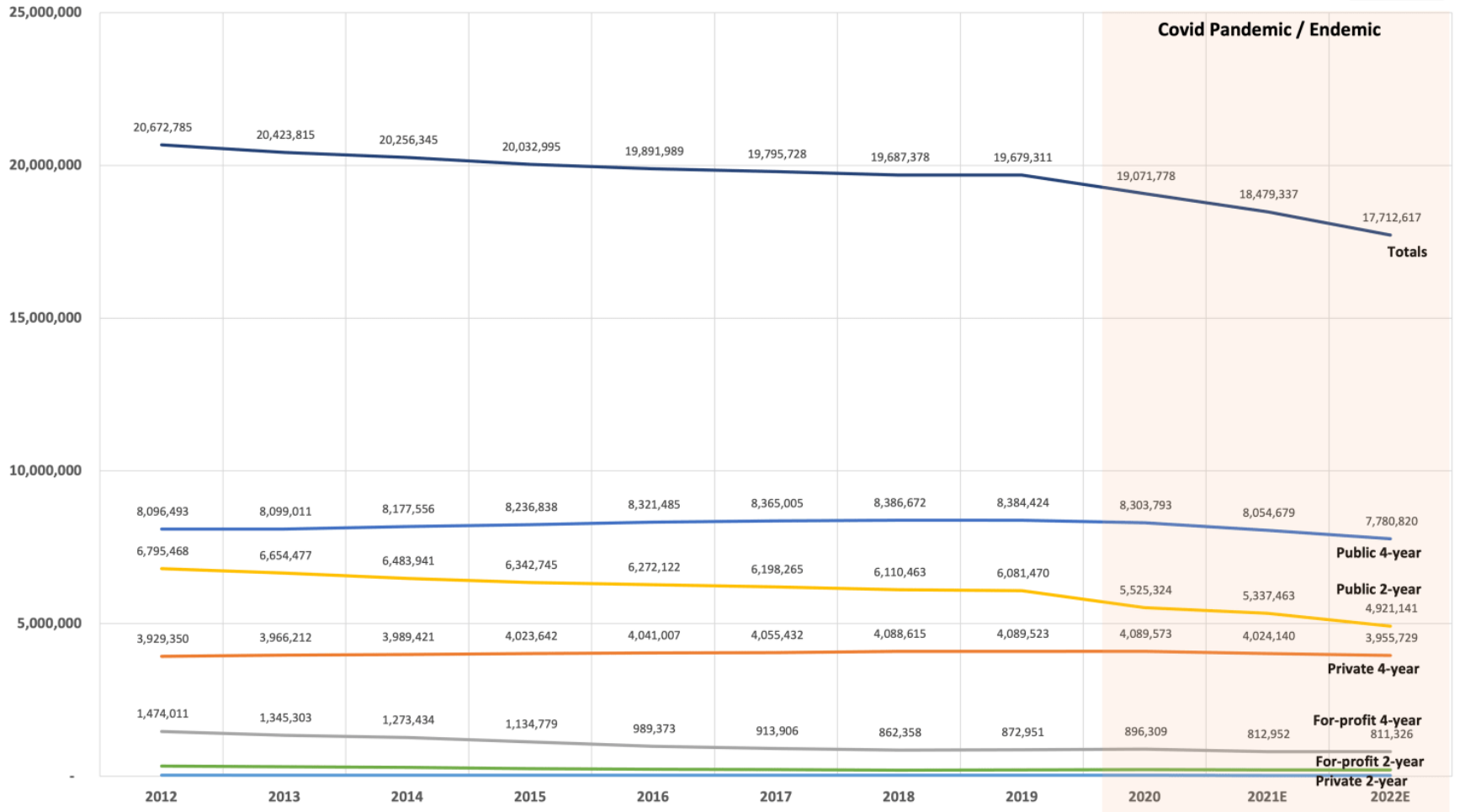
Online Learning Adoption



Outlook as of April 2021



MindWires Model of US Higher Education Enrollment by Adjusted Sector 2012 - 2022
 IPEDS data for Fall 2012 - Fall 2020; NSC extrapolations for 2021 - 2022
 Negates sector changes since 2012 for community colleges adding 4-year degrees and for nonprofit conver



We are in the midst of an inflection point in higher education driven by mainstream adoption, the pandemic, new business models, and a move beyond the digitization of traditional classroom.

We are in the midst of an inflection point in higher education driven by mainstream adoption, the pandemic, new business models, and a move beyond the digitization of traditional classroom.



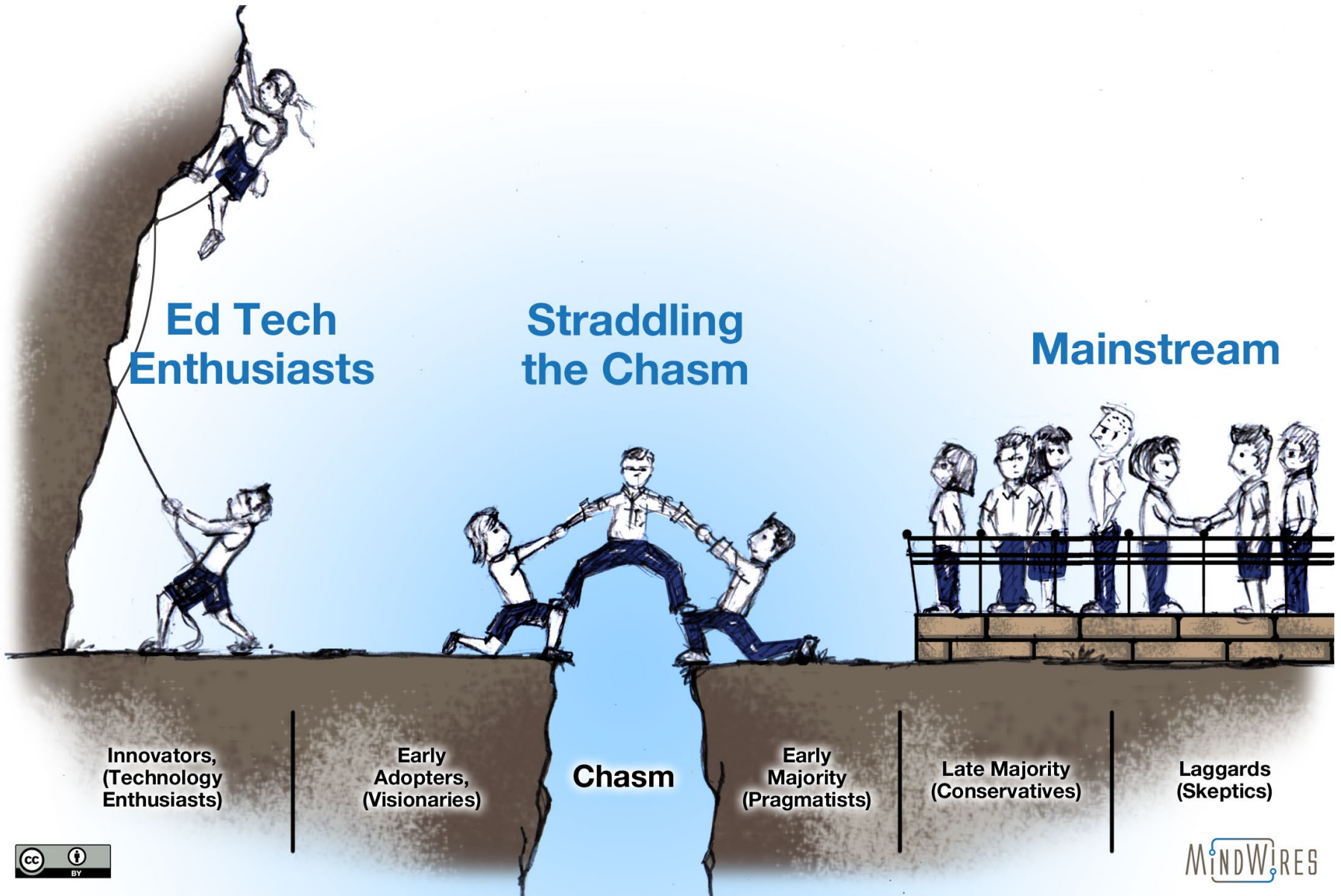
three children playing happily together



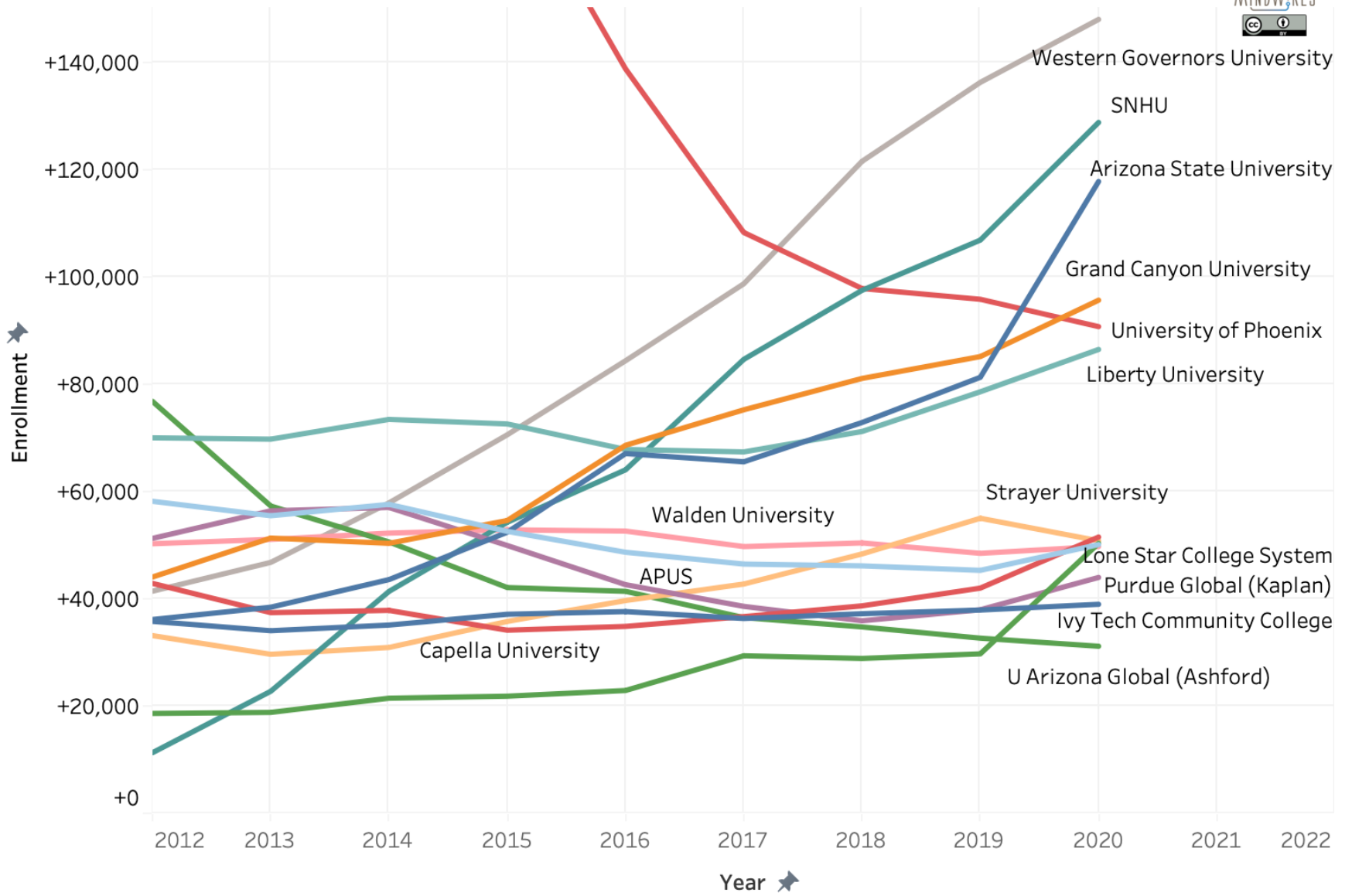




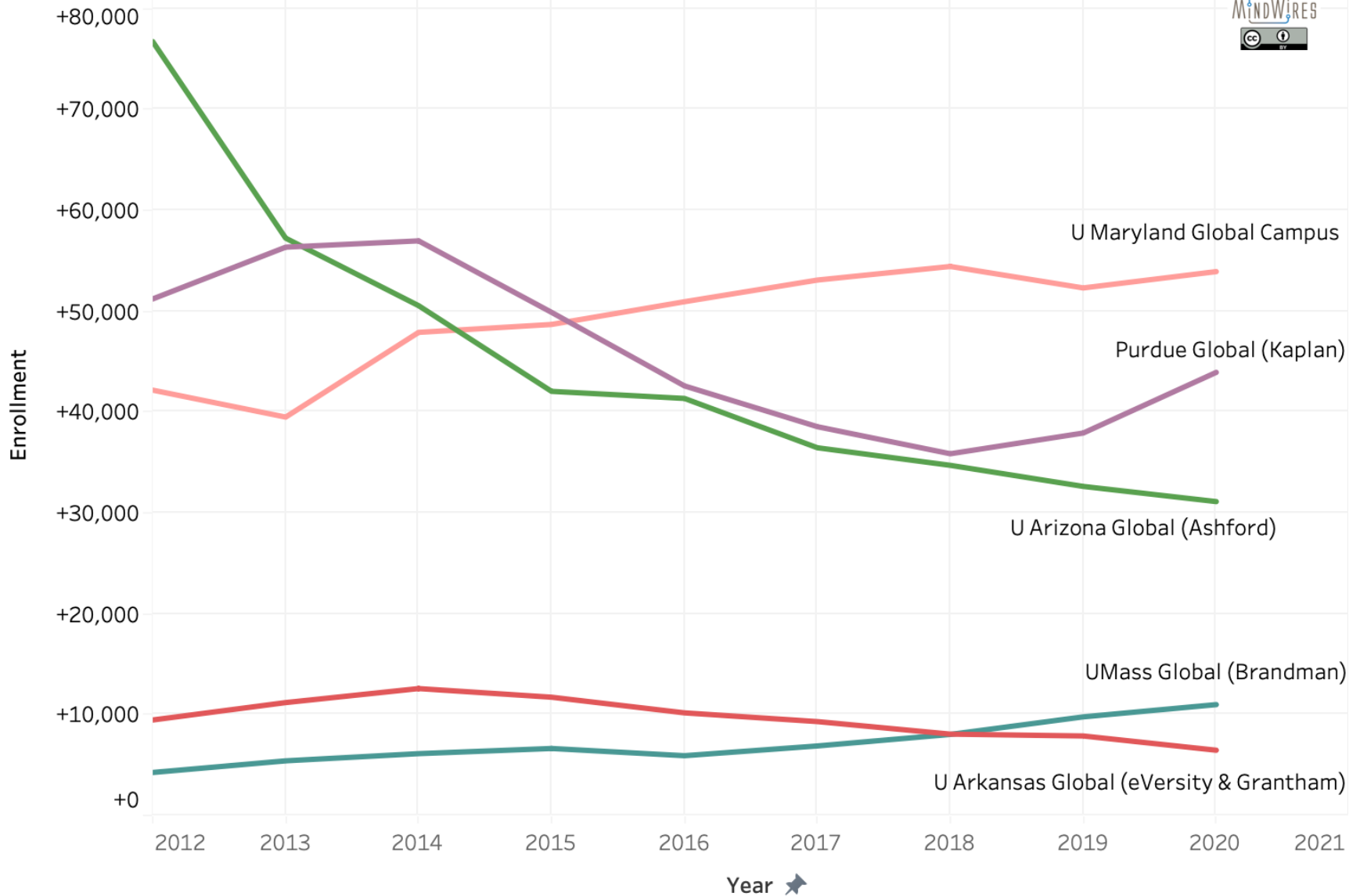
Everett Rogers: diffusion is the process by which an innovation is communicated over time among the participants in a social system



DE Enrollment (At Least One Online Course): Large Institutions



DE Enrollment (At Least One Online Course): Global Campuses



Penn State Report on Online Program Management (OPM) Market

STUDENT ENROLLMENT CYCLE

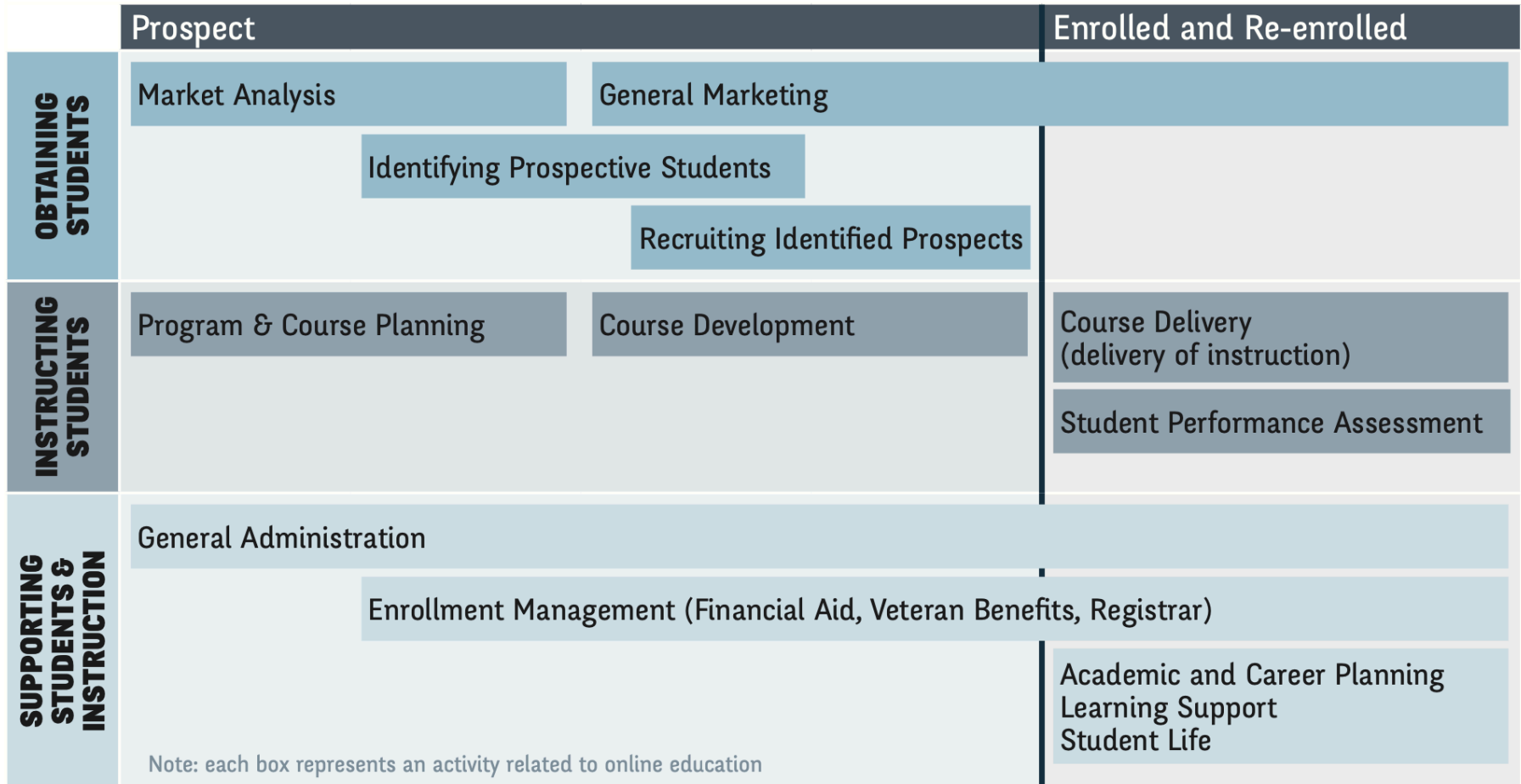


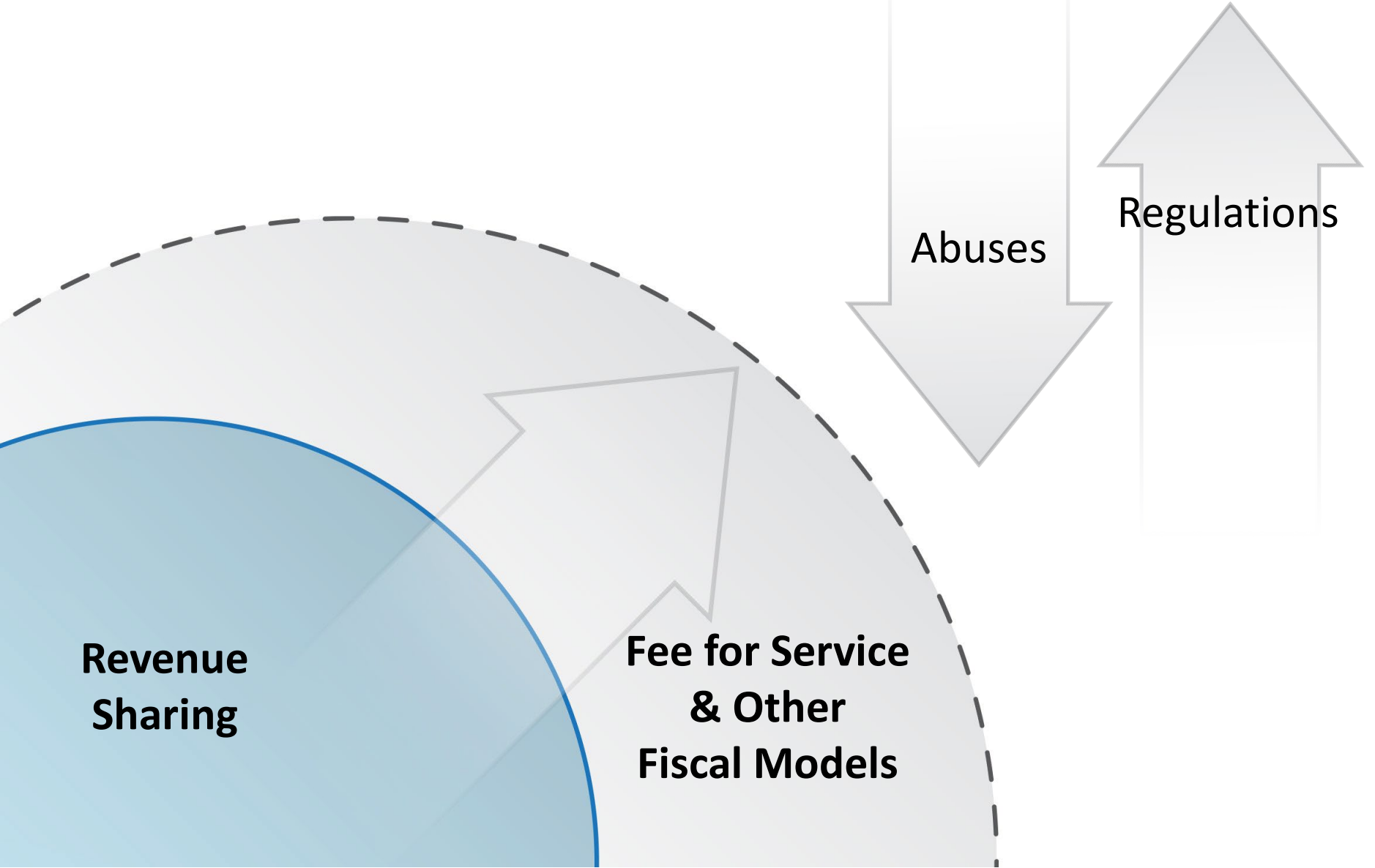
FIGURE 1: The Production of Online Education: Central Tasks

OPM MARKET DYNAMICS

SUMMER 2021



Trends – OPM's





THE GEORGE
WASHINGTON
UNIVERSITY
ESTABLISHED 1799

Search Define News Transcripts

PHIL SCH - Emergency Management & Crisis

Response

Communication Management

Evolution of Emergency Management

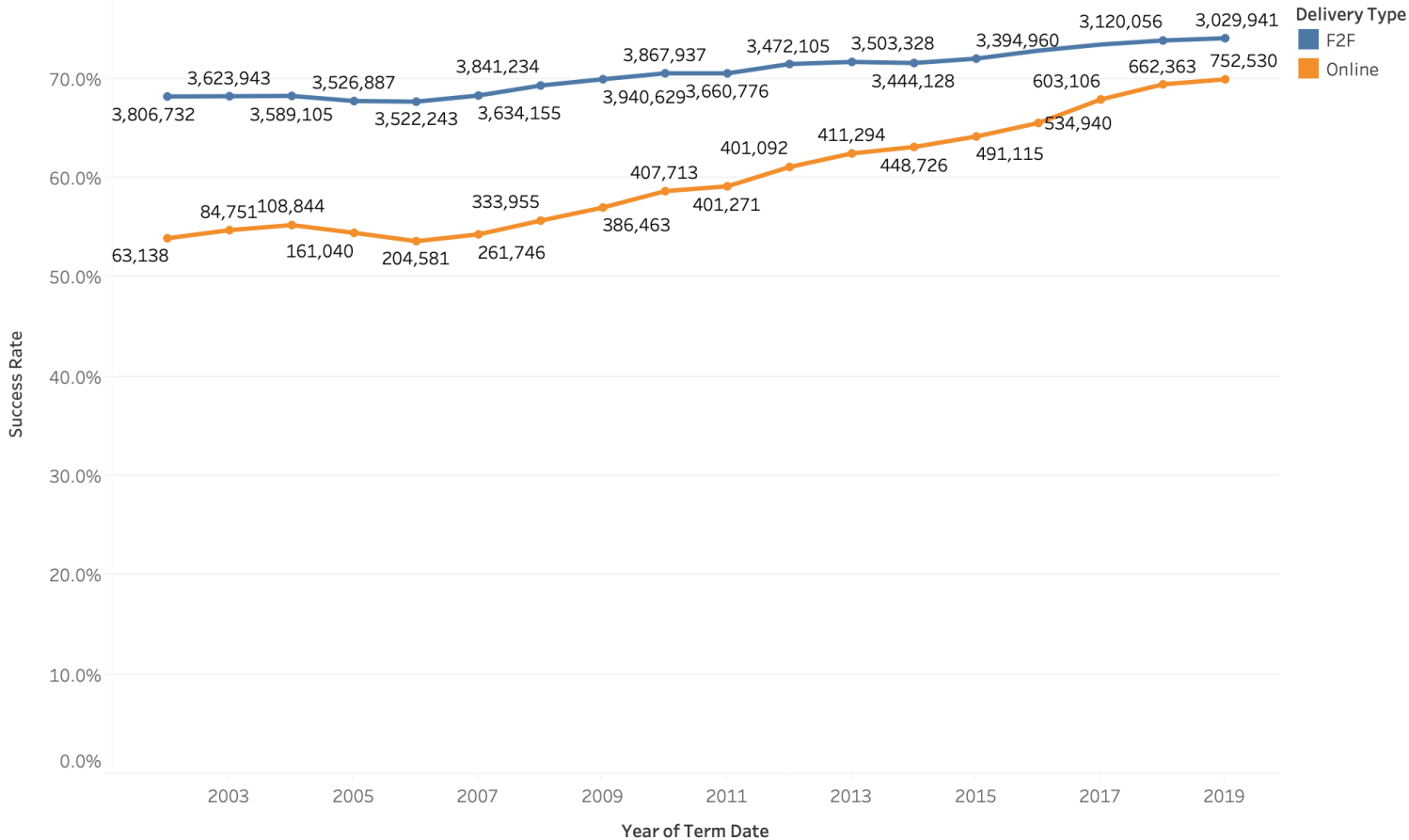
Communication Systems

Communication Transactions

- Messages
- Updates
- SITREPs
- New data, maps, information
- Requirements, problems, new issues
- Validation or clarification
- Advisories and warnings
- Official statements



CCCS Success Rate by Delivery Type



Source: <http://californiacommunitycolleges.cccco.edu>



Source: https://www.youtube.com/watch?v=fxZ4YVw2_NI

Clear Focus on Restricting For-Profits

- Witness DeVry U borrower defense and personal naming of CEO and President by ED
- Forcing University of Phoenix president to step down based on ED questions on Westwood
- Very consistent with regulatory public priorities
- Simply put, expect continued targeting of for-profits, requiring solid finances and sustainable enrollments to survive

State Attorneys General

- “We are pleased to see that the Department of Education’s most recent version of Issue Paper 6 concerning certification includes a basic requirement that programs comply with consumer-protection laws applicable to higher education in the states where students reside (to be promulgated as 34 C.F.R. § 668.14(b)(32)).”
- “We wish to express... our strong disagreement with the notion that institutions soliciting enrollment online are subject to sufficient consumer protections under reciprocity arrangements.”

ED Circa 2021

- James Kvaal, Under Secretary of Education
 - Previously president of The Institute for College Access & Success and Deputy Director of Domestic Policy for Obama Domestic Policy Council.
- Ben Miller, Senior Advisor to the Chief of Staff, ED
 - Previously VP for Postsecondary Education at the Center for American Progress; senior policy advisor at ED under Obama.
- Richard Cordray, Chief Operating Officer of Federal Student Aid
 - First director of the CFPB and former Attorney General of Ohio.
- Toby Merrill, Deputy General Counsel, Office of the General Counsel
 - Founded and directed the [Project on Predatory Student Lending](#) at the Legal Services Center of Harvard Law School, which represents low-income student loan borrowers in litigation against for-profit colleges and against the policies that enable them.

Aaron Lacy, Thompson Coburn, LLP

GAO Report on OPMs: ED Response

- *Response 2: The Department concurs with this recommendation. We agree to reinforce for institutions of higher education that the ban on incentive compensation applies to **all education programs that an institution offers and all contracts that an institution enters**. This will help the institutions better understand what documentation must be maintained and provided to auditors and program reviewers. The Department will amend its procedures for program reviews and propose changes to the Compliance Supplement. These modifications will identify the types of information that institutions must provide about contracts with third parties during audits and program reviews to improve enforcement of the ban on incentive compensation. **The information identified will address any third-party contracts that involve recruiting activities, such as OPMs.***

phil@mindwires.com

@PhilOnEdTech
philonedtech.com
mindwires.com