



# Webinar

## What's Ahead in Higher Ed: AI, Enrollment & Student Wellness



**Dr. Jeff Seaman**  
Director, Bayview Analytics

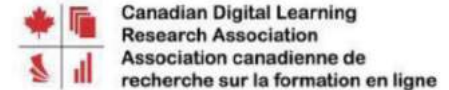


**Kim Russell**  
Vice President, Research, Cengage



**Dr. Joshua Kim**  
Director of Online Programs and  
Strategy, Dartmouth College  
(Moderator)

# DIGITAL LEARNING PULSE SURVEYS



Spring 2020

Summer 2020

Fall 2020

Spring 2021

Fall 2021

Spring 2022

Fall 2022

Fall 2023



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# POLL

When you think about the next few years, what topic is most urgent to you?

- Enrollment
- AI and Emerging Technologies
- Digital Learning
- Student Mental Health
- Affordability
- Other



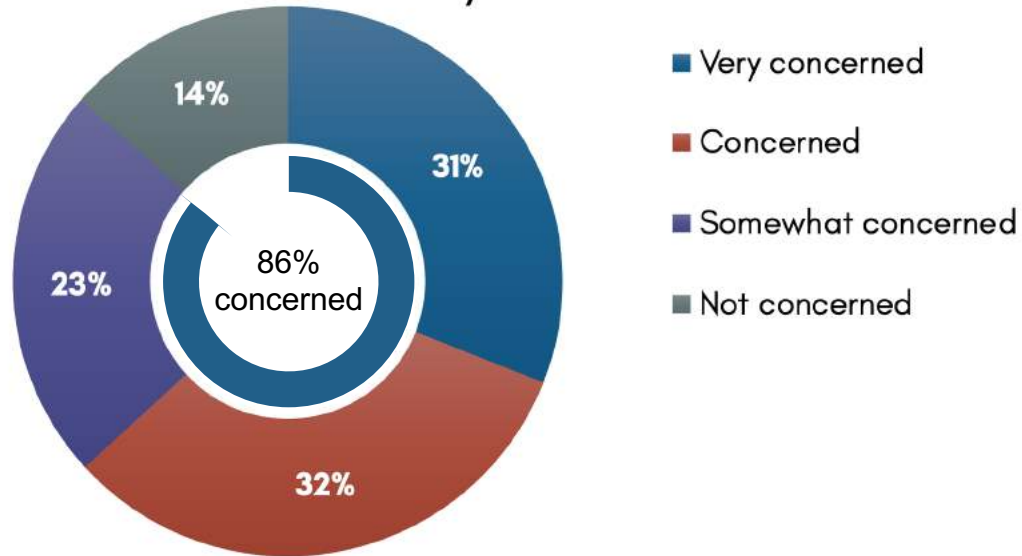


# Enrollment Concerns

**College Administrator:** *“We are seeing declining enrollments and have tried to combat it with more online education and by admitting more students.”*

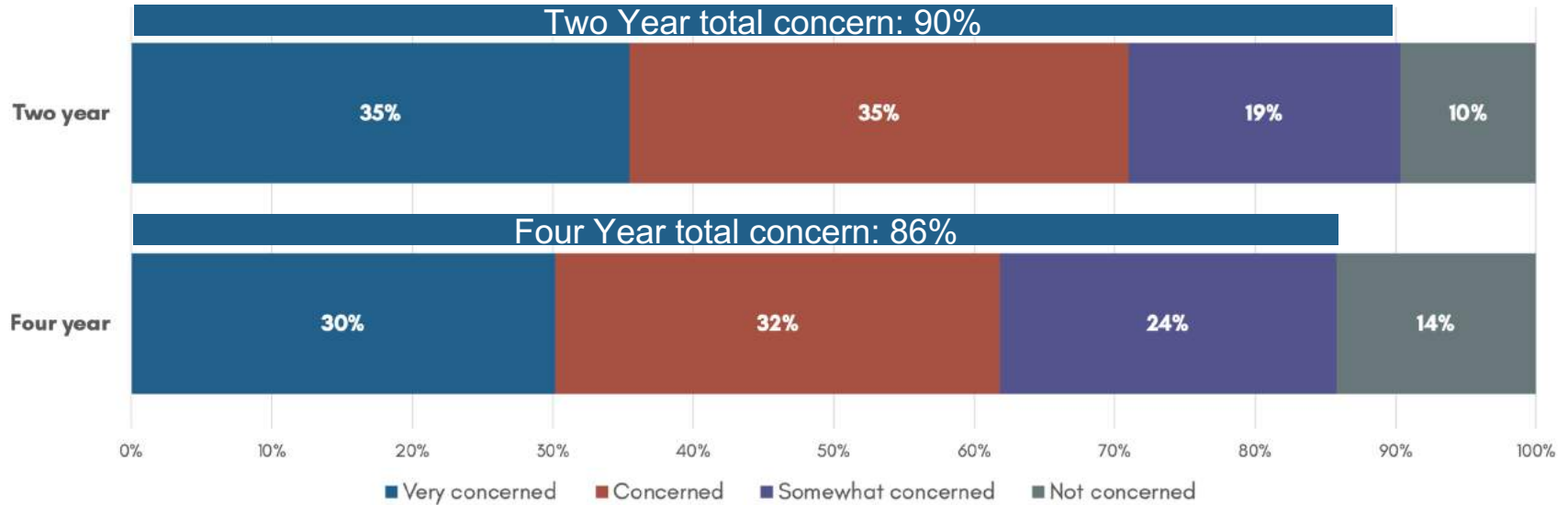
# ALMOST EVERYONE IS CONCERNED ABOUT ENROLLMENTS

How concerned are you about the level of future enrollments at your institution?



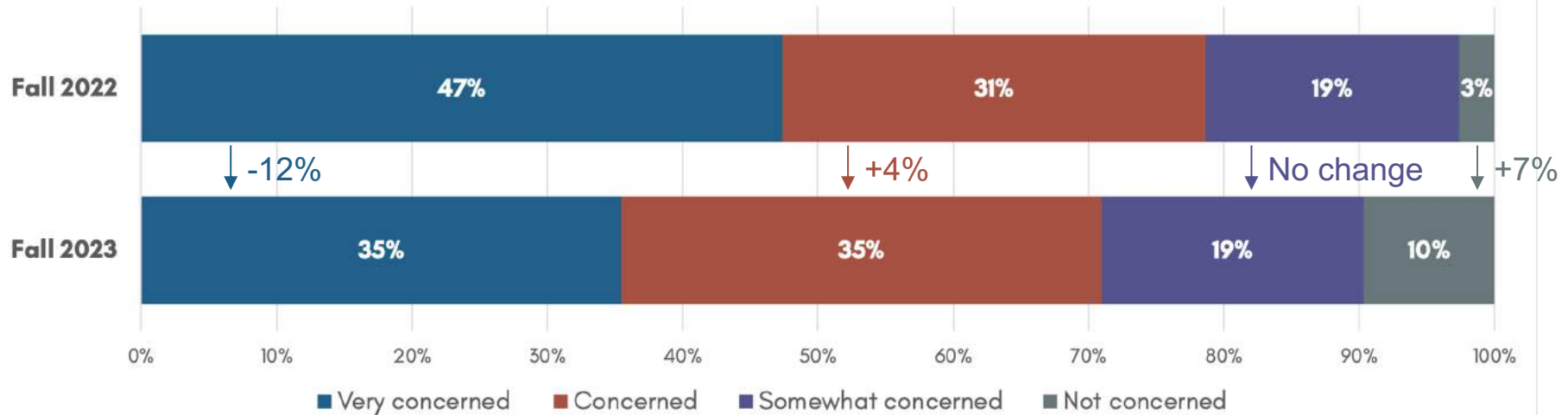
# GREATEST CONCERN AT TWO-YEAR INSTITUTIONS

How concerned are you about the level of future enrollments at your institution?



# CONCERN STILL CRITICAL, BUT DIMINISHING

Two-year Institutions: How concerned are you about the level of future enrollments at your institution?



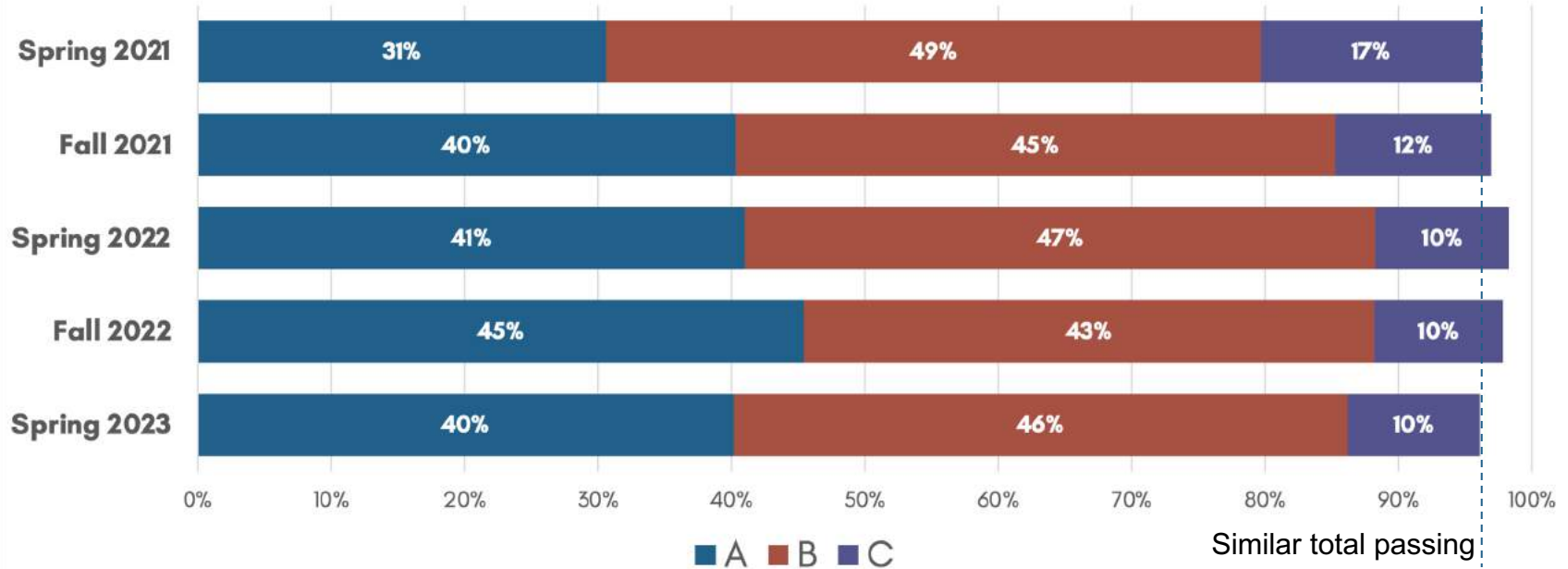


# Growth of Digital Learning



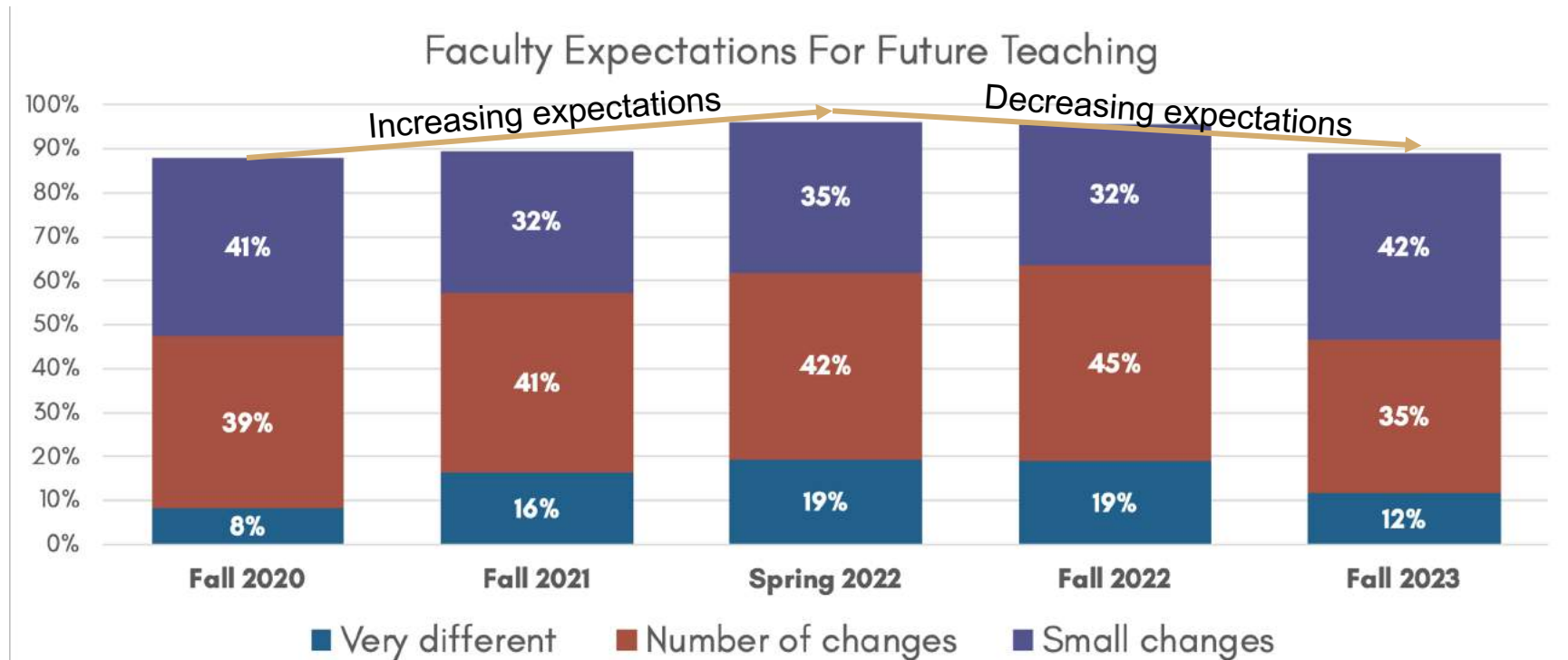
# HIGH GRADES FOR TECHNOLOGY

How effectively the technology worked



+9% A grades

# VIRTUALLY ALL FACULTY EXPECT CHANGES



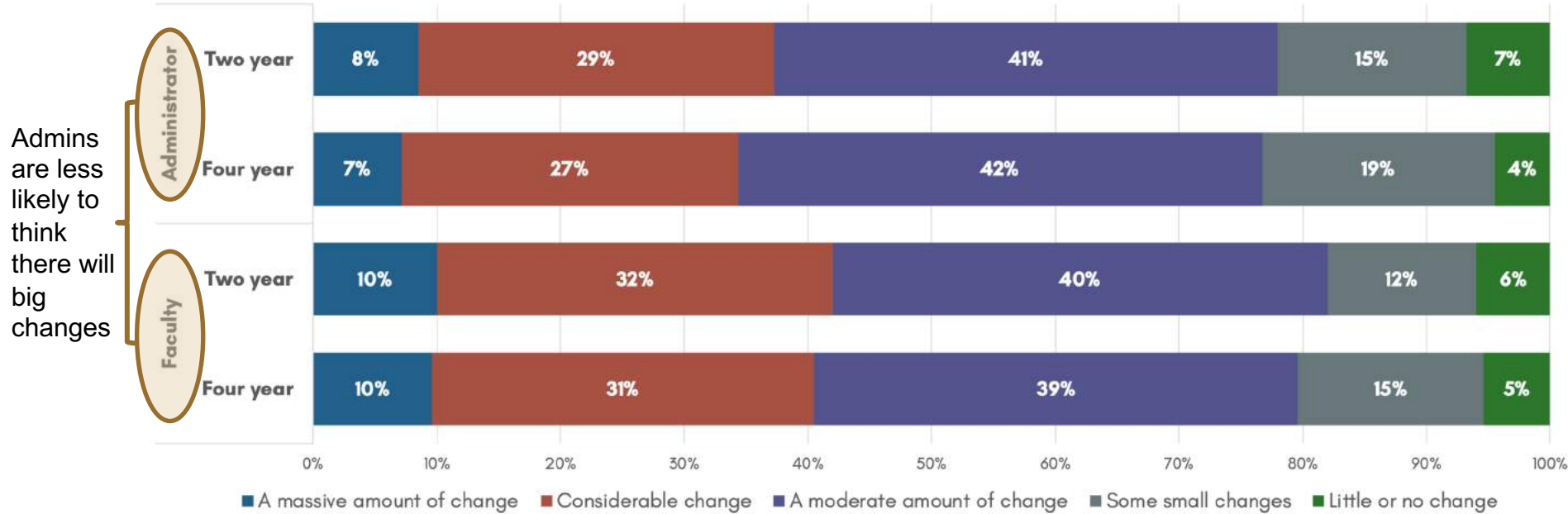


# The Impact of AI

**College Administrator:** *“I think that AI has already had a huge impact and we really don't know how big the change will be - but it is major.”*

# EVERYONE EXPECTS AI TO CHANGE THEIR INSTITUTION

How much will Artificial Intelligence (AI) tools change your institution over the next five years?

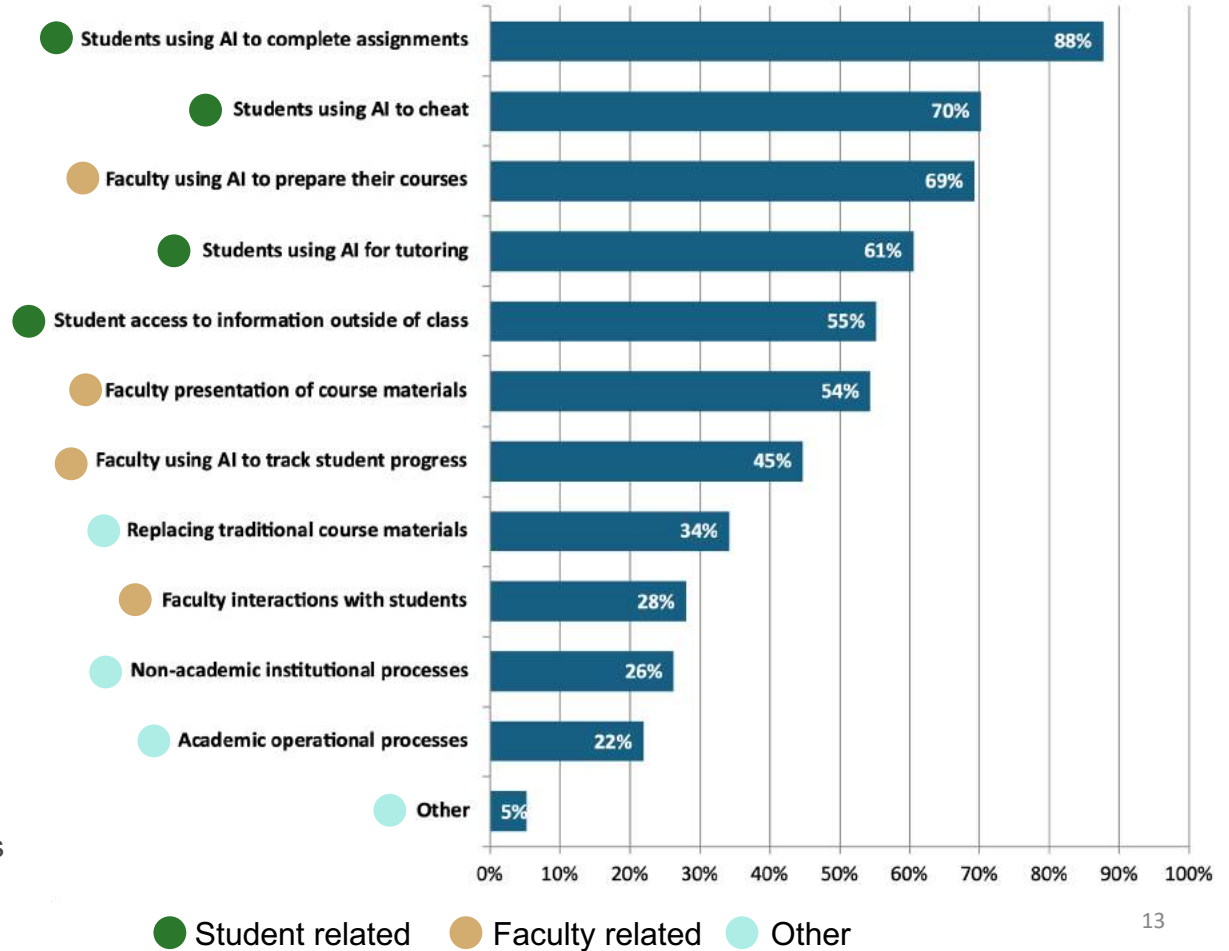


# AI EXPECTED TO IMPACT MULTIPLE AREAS

*“The other piece is the impact of AI in the classroom and student learning. I am for embrace what’s here. It’s not going to go away. We’re going to have to figure out ways to use it. Why fight it? Just embrace it and use it as a tool.”*

VP, Student Services

## What areas of your institution do you expect AI to change?

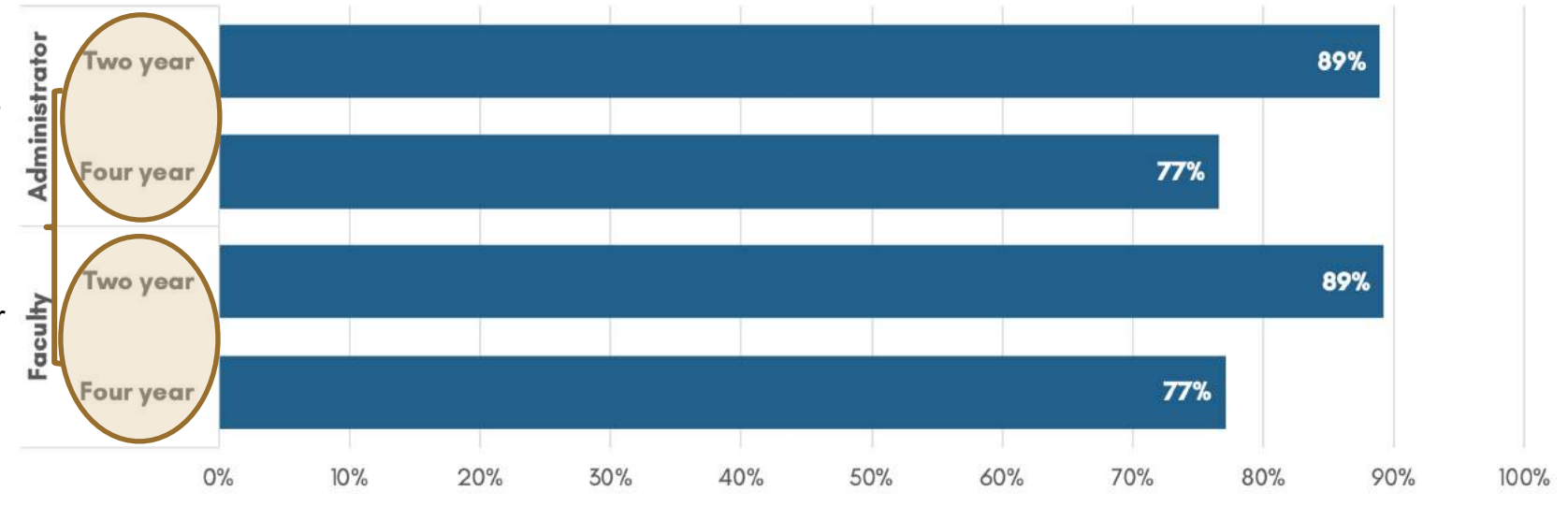




 **Poll:** Do you think your institution is ready for AI-related changes?

# A LOT OF CHANGE: BUT WE'RE NOT READY

My institution is not prepared for AI-related changes



Respondents at four year schools believe they are more prepared than two year ones





**Student:** *“My institution is incredibly expensive and it makes it hard to justify the cost.”*

# Cost

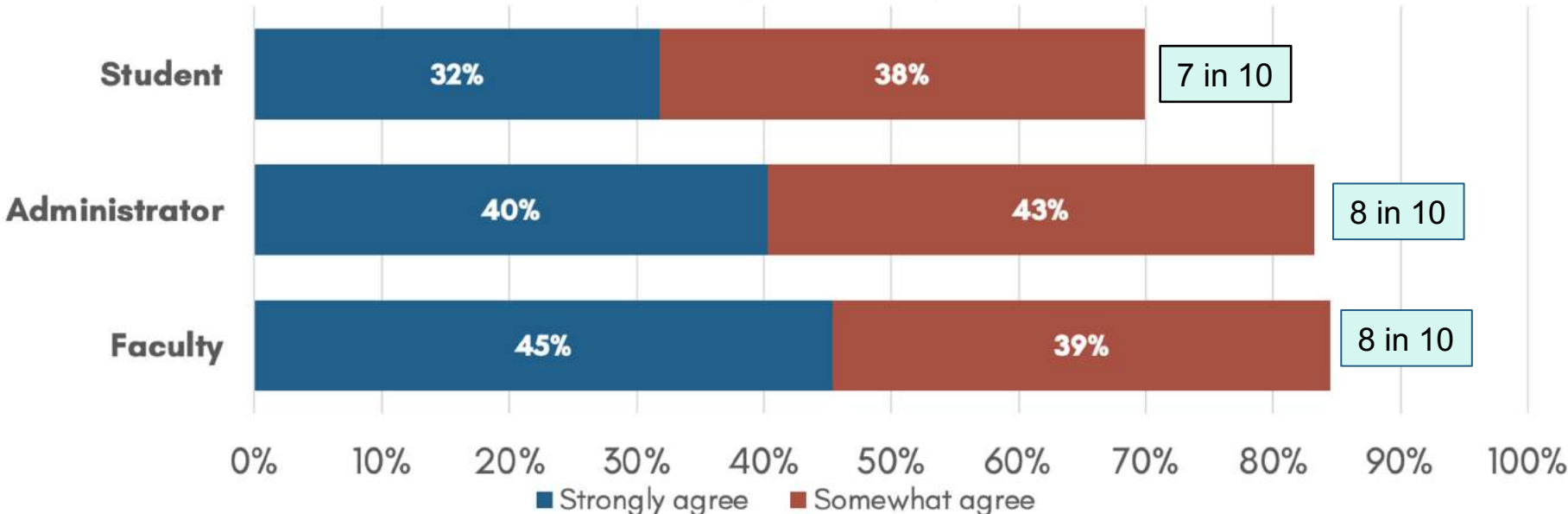
**Faculty:** *“Higher education is not sustainable. It costs too much for students and they don't see the point of having a college education.”*





# EVERYONE AGREES - COST IS A SERIOUS ISSUE

The cost of education is becoming financially out of reach for students.





*“Very challenging and stressful with no forgiveness”*

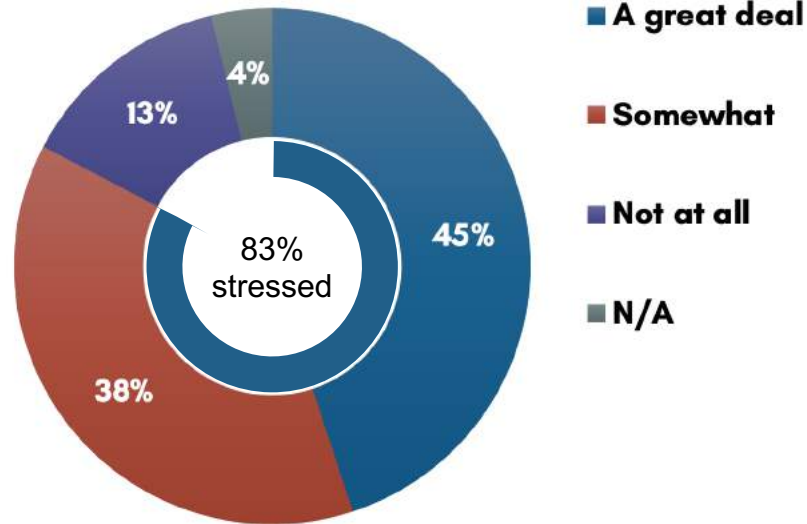


# Student Stress

*“I work very hard to be a high achieving student but find that my stress levels are far too high for what I get out of them.”*

# STRESS IS A MAJOR BARRIER FOR STUDENTS

To what degree are feelings of stress a problem for you?

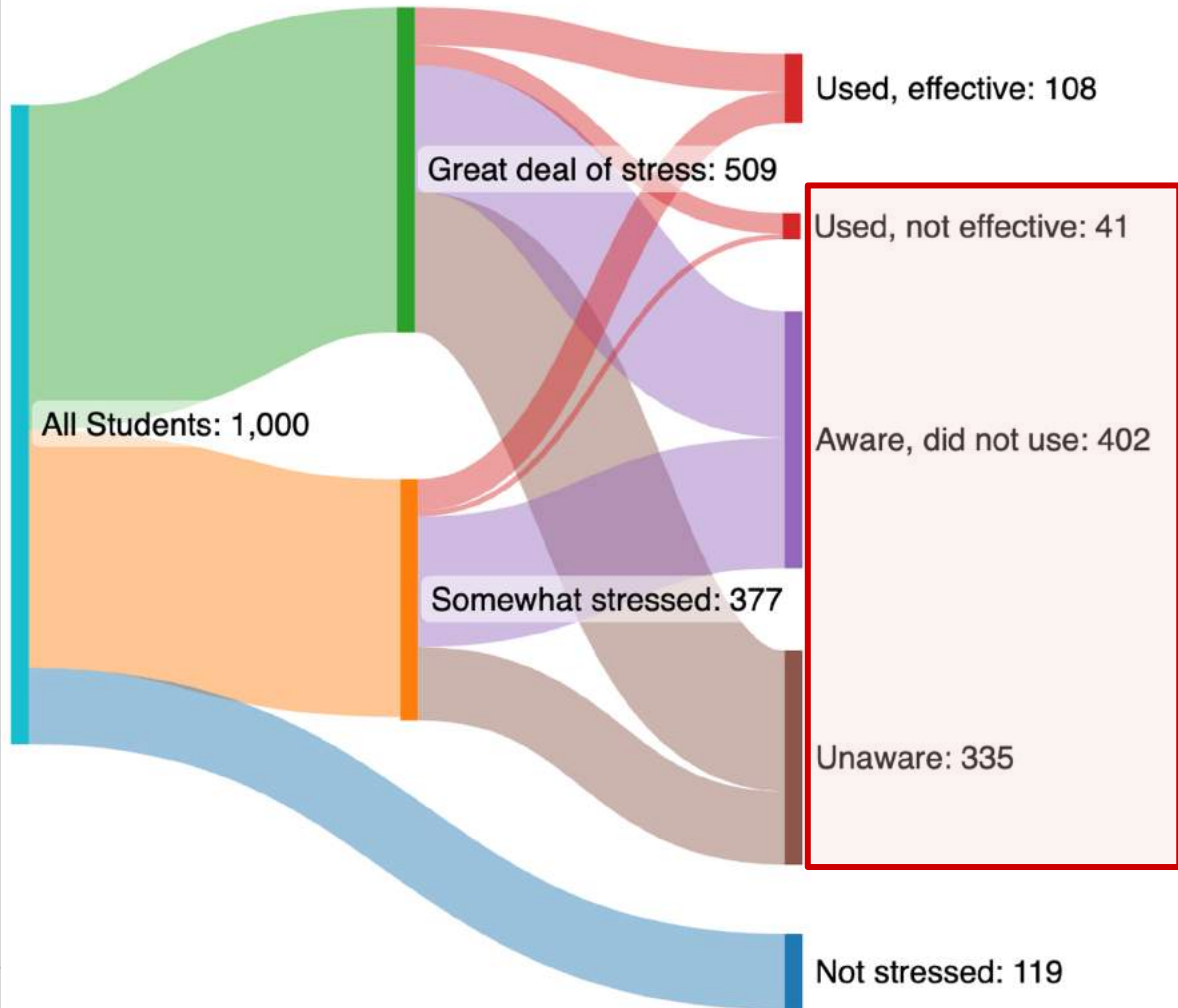


Students cite stress as their most pressing barrier, with a major reporting that they are suffering a “Great deal of stress.”

A third of students are unaware of any institutional supports.

Forty percent are aware but chose not to use the supports.

The small portion using the services generally find them to be effective.



# Q&A

Which topics are you interested in learning more about in the future?

- The Enrollment Cliff
- Higher Ed's Role in Employability
- Re-engaging Stop-outs and Non-traditional Students
- How to prepare for Higher Ed's Digital Future
- None of the above



# Thank you!

<https://www.bayviewanalytics.com/pulse.html>

<https://www.cengage.com/institutions/resources/digital-learning-pulse-survey/>