



APSCU

ASSOCIATION OF
PRIVATE SECTOR COLLEGES
AND UNIVERSITIES

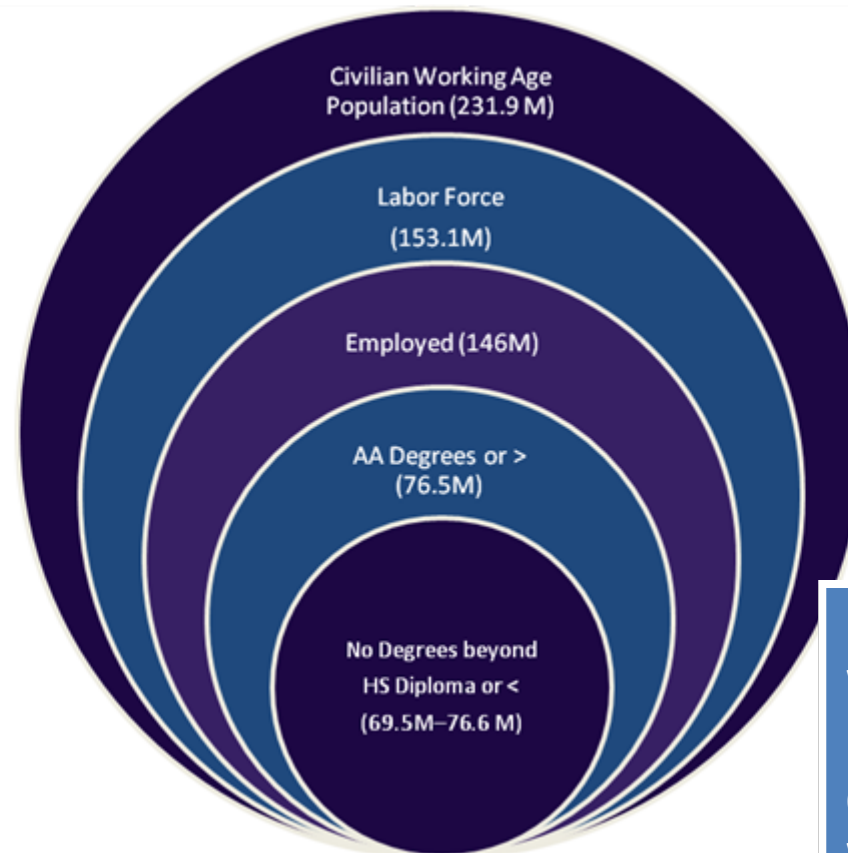
**The Classroom of the Future
Can Technology Restore Our
Competitiveness?**

CSF Summit

September 29, 2010,

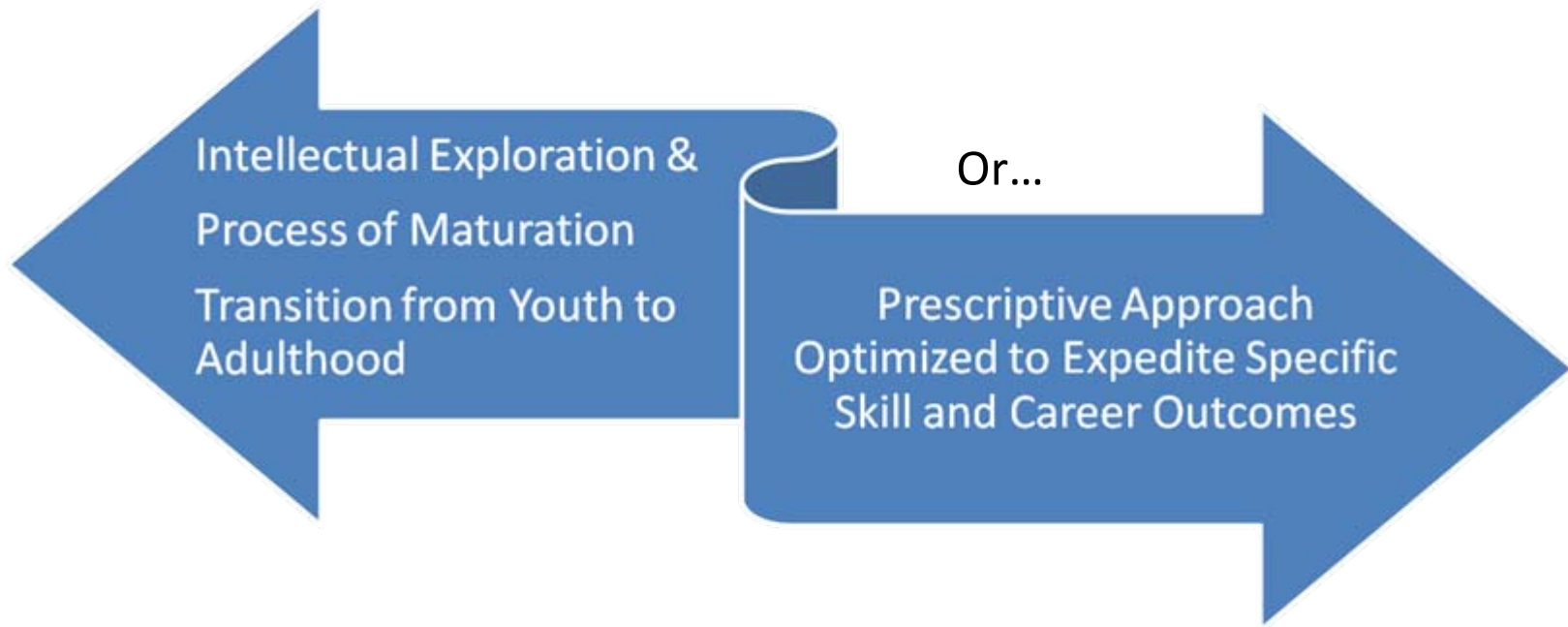
Harris N. Miller, President, APSCU

- **Representing Over 1,500 Institutions of Higher Education**
- **Career-Focused Postsecondary Emphasis**
- **Public Policy Advocacy, Public Relations and Membership Programs**
- **Annual Convention and Meetings Throughout Year**



Half of American Workforce has No Postsecondary Credential Whatsoever

Should Higher Education be...



HOW DID WE GET HERE?

- Knowledge base broadened
- Student body diversified
- Means of delivery exploded
- Global demand changed the game

- Adapt to market demands more quickly
- Better graduation rates than community colleges
- Serve students who've chosen their career path

OUR SCHOOLS GET JOB DONE...



- 12% of total higher education student population (and growing)
- More than 75% are employed while in school
- 43% minorities
- 50% first generation pursuing higher education

OUR SCHOOLS GET JOB DONE...



	1997-1998	2007-2008	Projected 2019-2020
Public Total	66.9%	63.1%	66.1%
Public Associate's	81.5%	77.1%	74.6%
Public Bachelor's	66.2%	63.7%	62.2%
Not-for-Profit Total	29.8%	28.5%	21.7%
Not-for-Profit Associate's	8.5%	6.0%	3.8%
Not-for-Profit Bachelor's	32.6%	31.4%	30.2%
For-Profit Total	3.3%	8.4%	12.1%
For-Profit Associate's	10.0%	16.9%	21.6%
For-Profit Bachelor's	1.2%	4.9%	7.7%

PUTTING STUDENTS FIRST

Putting Students First

Putting Students First

Technology Plays an Important Role

- Recruitment
- Records Management
- Distance Learning/Course Delivery
- Digital Media

- Technology Integrates with other Innovations:
 - Year Round Class Scheduling
 - Short Term Classes
 - Logical, Well Aligned and Readily Accessible Curriculum

- Technology Integrates with other Innovations:
 - Concentration on Career Field
 - Immersive, Hands On Learning
 - Instruction by Seasoned Experts
 - Electives Kept to Minimum

How Can We Build a Better Dialogue?

- Private Sector Colleges and Universities Viewed as Positive Alternatives for Bringing Non-Traditional Students into Postsecondary Education

IN SUMMARY

- Postsecondary Education is at a crossroads
- Demand is driven by current unemployment, global competition and wage pressures
- More diverse populations, knowledge base and means of delivery require better solutions
- Affirmative Steps Needed Across a Wide Spectrum of Issues to Achieve Full Benefits of Career Education for Our Students



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