

As the higher education landscape continues to shift, many previous assumptions around enrollment, finances, and the student experience no longer apply. To move forward with clarity and confidence, higher education leaders must regularly revisit their strategic pillars, stay attuned to market changes, and pivot as new opportunities arise.

Prepare your institution for a successful 2022–23 academic year by keeping an eye on these evolving trends.

1. ACADEMIC PORTFOLIOS FOCUS ON EMPLOYMENT SKILLS

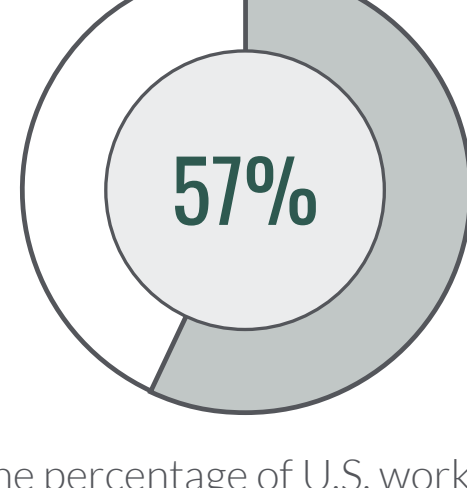
Colleges and universities continue reshaping academic offerings to better prepare graduates for a new era of work.



WHERE TO START

Launching successful degree, certificate, and other programs requires a thorough analysis of student demand data and labor market trends.

- ▶ Gather fresh data on potential students' academic preferences
- ▶ Discover unmet needs by conducting a competitive analysis of other institutions
- ▶ Investigate labor statistics and listen to employer expectations



The percentage of U.S. workers who are “very” or “extremely” interested in training to upgrade or learn new skills

Source: Amazon/Gallup

Compare your institution's academic portfolio to this year's **Top 10 Degrees on the Rise**.

2. ENROLLMENT STRATEGIES MEET STUDENTS WHERE THEY ARE

Institutions offer increased flexibility and transparency in student admissions and enrollment to accommodate a more diverse student body.



WHERE TO START

To remain competitive, institutions must show how they are reducing enrollment barriers and financial burdens, including more personalized application and aid guidance. Clarity around test-optional admissions is paramount.

- ▶ Be transparent about tuition and fees, so students understand the full cost of attendance
- ▶ Make your testing policies apparent and explain your rationale to mitigate hesitation or frustration
- ▶ Promote flexible in-person and virtual methods to connect students with advisors and financial aid staff



26%

The percentage of students who said a positive application experience was a top factor in whether they choose to enroll

Source: Hanover Research

Find out what's motivating the next class of students in **Hanover's 2022 Admitted Student Survey**.

3. BRAND VALUE FOCUSES ON PRACTICALITY OVER PRESTIGE

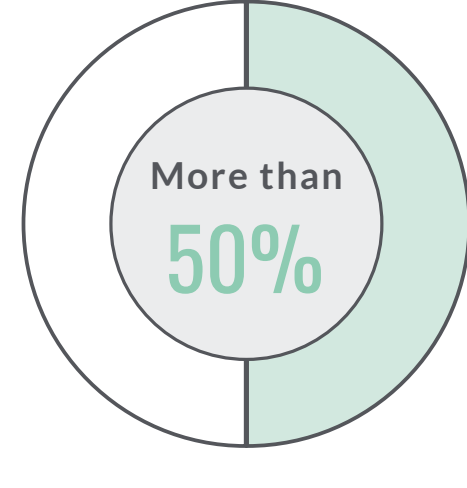
Institutions articulate and demonstrate the tangible benefits students gain from their studies, including a clear connection to career preparation.



WHERE TO START

To manage skepticism about the modern college experience, institutions must develop brand identities that speak to students' needs, preferences, and motivations.

- ▶ Analyze key institutional assessments, current brand perceptions, and market position data
- ▶ Identify your institution's distinctive features and use them to build consistent messaging pillars
- ▶ Highlight opportunities for engaged learning experiences such as internships, community work, and networking



The percentage of Generation Z (born 1995–2012) who say they are open to pursuing something other than a four-year bachelor's degree.

Source: Hanover Research

Demonstrate how your institution connects students to meaningful career paths by reviewing the **Top Career Skills for New Grads**.

4. GRANT FUNDING SUPPORTS PROGRAMMING AND HELPS STABILIZE INSTITUTIONAL BUDGETS

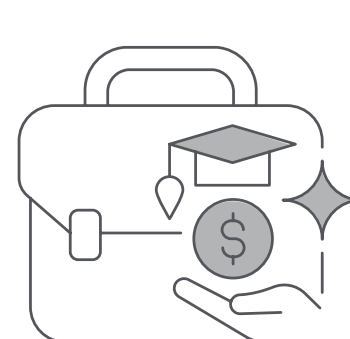
Colleges and universities look to creatively streamline existing expenses and identify new revenue sources, particularly with high-dollar public and private grant funding opportunities.



WHERE TO START

Institutions must develop new, system-wide solutions to balance their budgets for long-term stability, whether through new tuition pricing models or grants.

- ▶ Establish dedicated staffing, training, and campus-wide protocols for pursuing grant funding
- ▶ Increase faculty grant activity and encourage researchers to establish collaborative relationships
- ▶ Look for other ways to diversify revenue streams, including exploring new tuition models by benchmarking tuition across peer institutions



5,100

The number of U.S. Department of Education grants available to colleges and universities in 2021, not including American Rescue Plan funds

Source: U.S. Department of Education

Explore strategies for grant collaborations with the **Transitioning from Single- to Multi-Investigator Grants** webinar.

5. DEMONSTRATE MEASURABLE DIVERSITY, EQUITY, AND INCLUSION (DEI) RESULTS

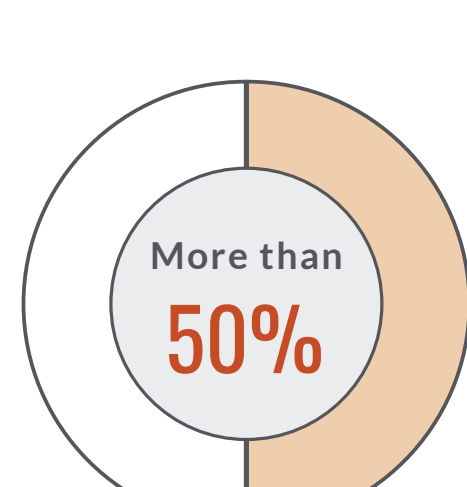
Institutions are examining their data and establishing meaningful ways to measure progress when it comes to closing equity gaps and fostering a sense of belonging on campus.



WHERE TO START

To improve DEI, institutions must evolve based on student and employee feedback. True DEI progress requires a thoughtful, data-driven approach to establish baselines, track metrics, and continuously improve.

- ▶ Employ multiple assessment methods, including administrator self-assessments, campus surveys, and course-level feedback
- ▶ Involve students directly in all facets of campus DEI initiatives
- ▶ Increase high-impact, co-curricular practices such as service learning, living-learning communities, and student support teams



The percentage of students who have felt negatively singled out at their institution based on their identity

Source: Hanover Research

Strengthen your DEI strategy to bring about meaningful change. Download **Hanover's 2022 Higher Education DEI Survey**.

Download the full 2022 Trend Report for deeper insights about this year's trends in higher education

