TO: League Alliance CEOs

FROM: Mark David Milliron, President & CEO

DATE: March 15, 2000

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

Enclosed are the results of our recent survey of League Alliance CEOs about key trends in the community college field. This survey yielded a strong, positive response. Your numerous additional comments are being analyzed and will be included in the next stage of our research on these trends–thank you for your invaluable insights!

Here are some highlights of the findings. The data show that CEOs strongly believe that in the next three to five years:

- options for learning will increase;
- information technology literacy will become a requirement in most academic programs;
- e-commerce expectations by students, employees, and community members will increase;
- training faculty in the use of information technology will be an essential part of staff development;
- legislators will call for more accountability from colleges;
- workforce training/development offerings will continue to expand;
- developing and maintaining partnerships with local corporations will become even more essential; and
- aligning with K-12 and university institutions will be increasingly important.

We hope that you find these data useful in your planning discussions. We will be producing additional publications on these findings in the months to come. Thank you for your responses and continuing interest in the CEO survey service!

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 study of key trends in the community college. Like the 1997 study, it is composed of questions exploring major trends in the community college field 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 47% (n=331).

A. Demographic Information: Male: 78% Female: 22% Age: 55 (mean) Tenure as President in Years: 9.4 (mean)

B. Do you believe that in the next 3 to 5 years at your institution:

	YES!	Yes	yes	?	no	No	NO!
1. General enrollment will increase.	27%	37%	29%	2%	4%	0%	1%
2. Minority enrollment will decrease.	7%	6%	5%	2%	18%	34%	28%
3. Providing access to information technology for low-income students will be an increasing institutional priority.	20%	44%	30%	4%	2%	0%	0%
4. Incoming students will be better prepared to succeed academically than they have been in the last 3 to 5 years.	2%	12%	28%	16%	25%	12%	5%
5. More incoming students will already hold at least a bachelor's degree (e.g., in programs such as allied health, technology).	4%	18%	46%	13%	13%	5%	1%
6. Your institution will experience significant employee turnover.	20%	25%	25%	5%	14%	9%	2%
7. Finding and retaining information technology workers will become easier.	3%	4%	8%	2%	17%	31%	35%
8. More full-time faculty will retire in the next 3 to 5 years than did in the last 10 years.	25%	29%	22%	3%	14%	5%	2%
9. The number of part-time faculty will increase.	5%	21%	37%	9%	23%	5%	0%
10. Orienting and training new faculty will be an increasingly important institutional priority.	31%	46%	20%	1%	2%	0%	0%
11. Training faculty in the use of information technology will be an essential part of staff development.	56%	35%	8%	0%	0%	1%	0%
12. You will replace at least part of your Student Information System, HR System, or Finance System.	41%	24%	14%	6%	6%	6%	3%
13. Governing boards and legislatures will examine the cost of obtaining and maintaining information technology more closely.	16%	42%	26%	7%	6%	3%	0%
14. Steps will be taken to integrate your various online learning applications with your student information system.	33%	40%	18%	7%	1%	1%	0%
15. E-commerce capacity (e.g., registering and paying for courses; purchasing books and supplies) will be increasingly expected by students, employees, and community members.	48%	38%	13%	1%	0%	0%	0%

	YES!	Yes	Yes	?	no	No	NO!
16. Information technology literacy will become a requirement in most academic programs.	45%	40%	13%	1%	1%	0%	0%
17. Programs promoting life/work balance or mind/body wellness will be developed to help students and college employees deal with stress related to change and technology.	5%	26%	45%	15%	8%	1%	0%
18. Developing and maintaining partnerships with local corporations will become less important.	2%	2%	0%	0%	7%	28%	61%
19. Welfare reform will necessitate stronger linkages with local social services.	12%	42%	35%	4%	6%	1%	0%
20. Aligning educational offerings with local educational institutions (K-12 and university) will be an increasing priority.	34%	45%	18%	1%	1%	1%	0%
21. Increasing numbers of for-profit educational providers will enter your service area.	21%	40%	27%	5%	5%	2%	0%
22. Legislators will call for less accountability from colleges.	1%	1%	0%	1%	7%	21%	69%
23. Your funding increasingly will be tied to performance indicators.	31%	40%	22%	4%	2%	1%	0%
24. External pressure to curtail affirmative action efforts will increase.	4%	12%	19%	26%	24%	12%	3%
25. You will adopt strategies from the learning-centered education movement.	24%	42%	27%	6%	1%	0%	0%
26. Options for learning (times, places, and methods) will increase.	53%	38%	9%	0%	0%	0%	0%
27. Steps will be taken to modify the general education core to meet the learning needs of the 21st century student.	22%	41%	27%	6%	1%	1%	2%
28. Workforce training/development offerings will increase.	48%	35%	15%	1%	0%	1%	0%
.9. Basic skills/developmental programs will lose enrollment.	0%	1%	5%	6%	24%	36%	28%
30. The number of certificate programs will increase.	23%	42%	28%	3%	3%	1%	0%
31. The number of fast track or accelerated degree programs will increase.	30%	44%	21%	4%	1%	0%	0%
32. Intercollegiate athletic programs will increase.	1%	6%	10%	21%	29%	19%	14%
33. The number of services that you outsource will decrease.	0%	3%	4%	10%	45%	30%	8%
34. New facilities will be built for campus-based programs.	17%	25%	34%	8%	12%	3%	1%
35. You will explore offering 4-year degrees in specific programs.	9%	13%	14%	9%	21%	14%	20%
36. Your institution will significantly increase tuition.	2%	8%	18%	9%	36%	14%	13%

C. Listed below are other key trends affecting the community college field over the next 3 to 5 years that we should consider as part of this survey:

~ Thank you for your contribution to this survey ~
Survey#17: Key Trends in the Community College
4/24/00