



**BOLD | INNOVATIVE | FOCUSED**

**St. Cloud State University's Bright Future:  
A Conversation with President Robbyn Wacker**

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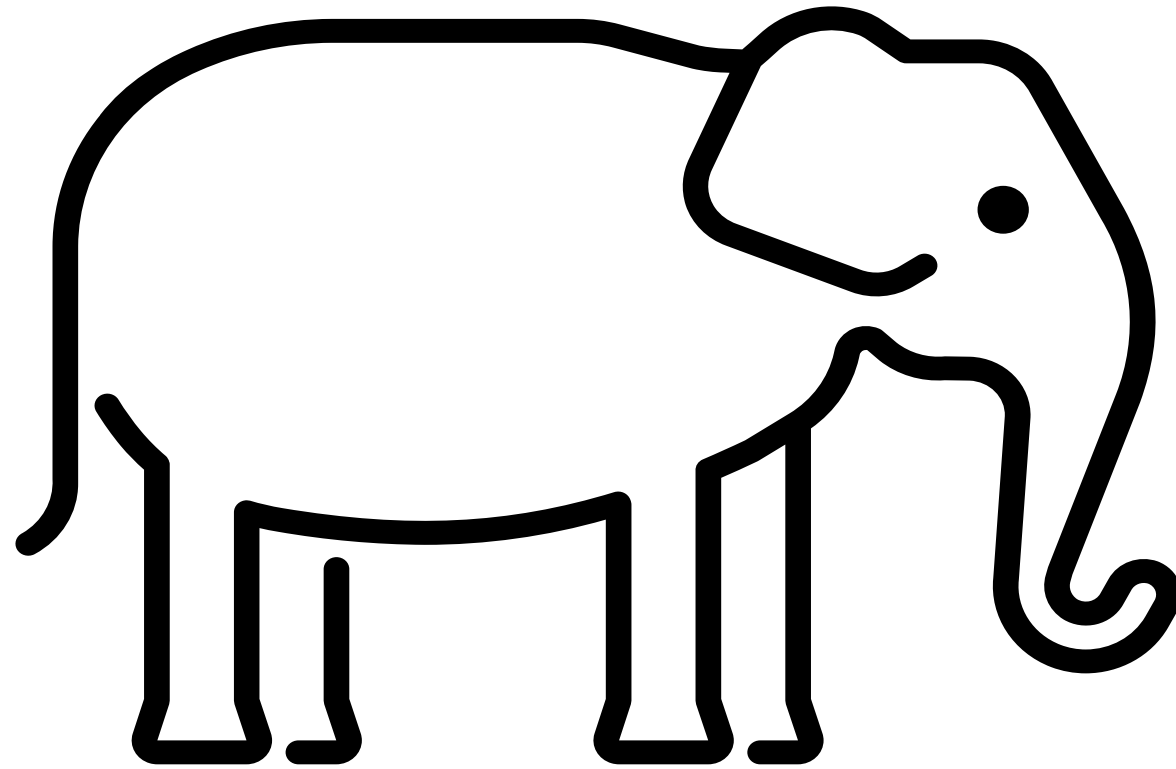


St. Cloud State University's  
**Bright Future**

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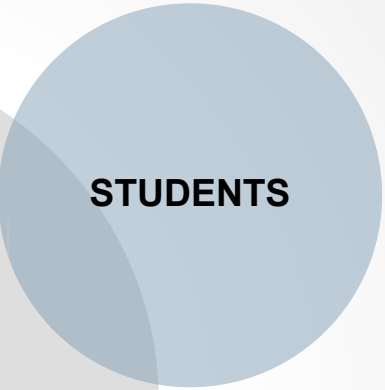
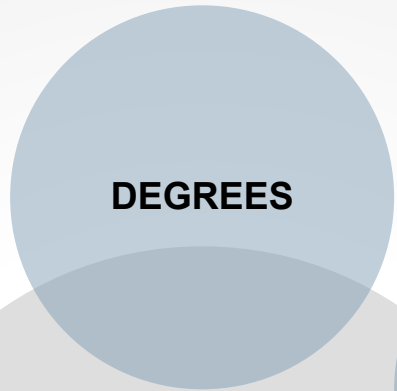
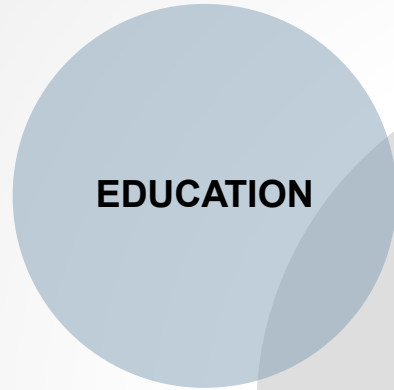
***STUDENT  
PROFILE***

***ECONOMIC  
IMPACT***



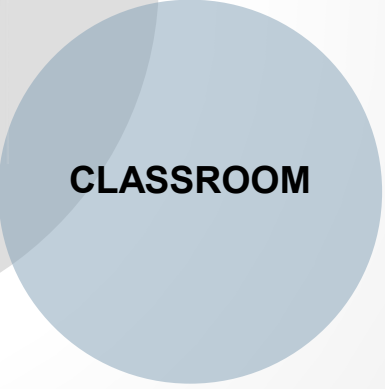
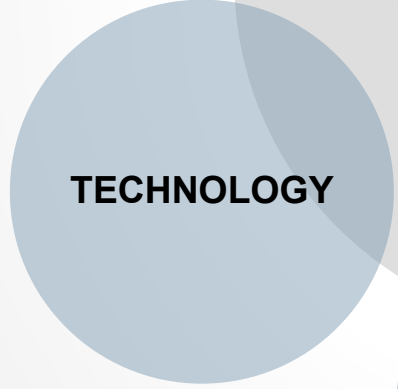
Decades-Old  
**Business Model**

*Content driven,  
information  
giving*

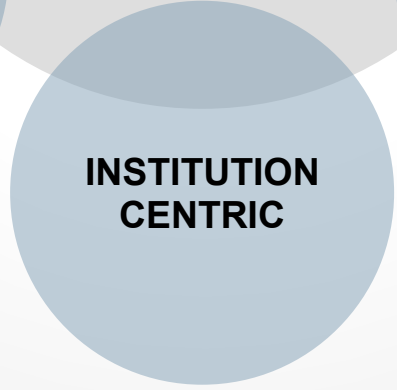


*Aged 18-24;  
Came directly  
from high school*

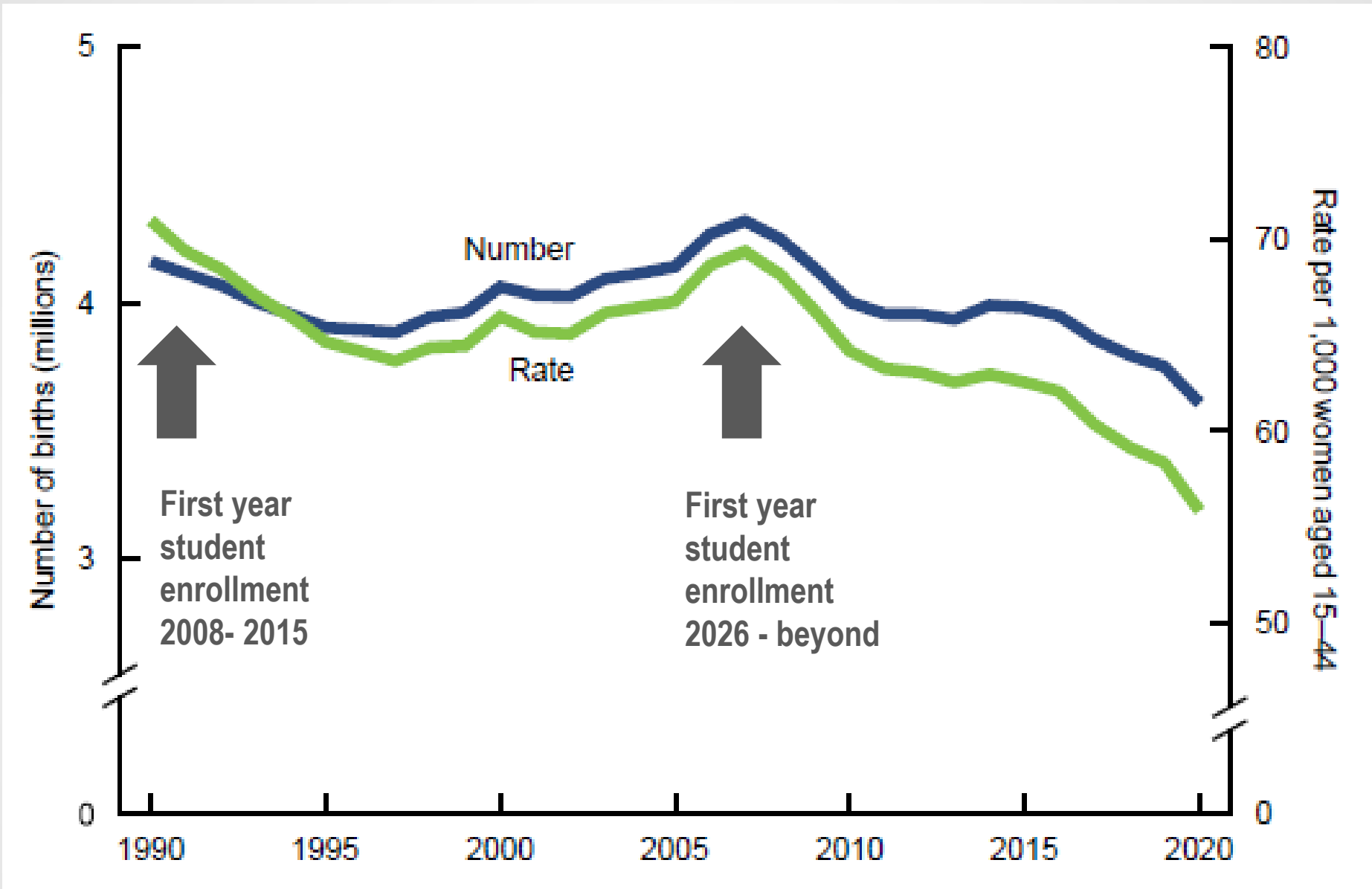
*Secondary to  
instruction and  
processes*



*Sit and get*

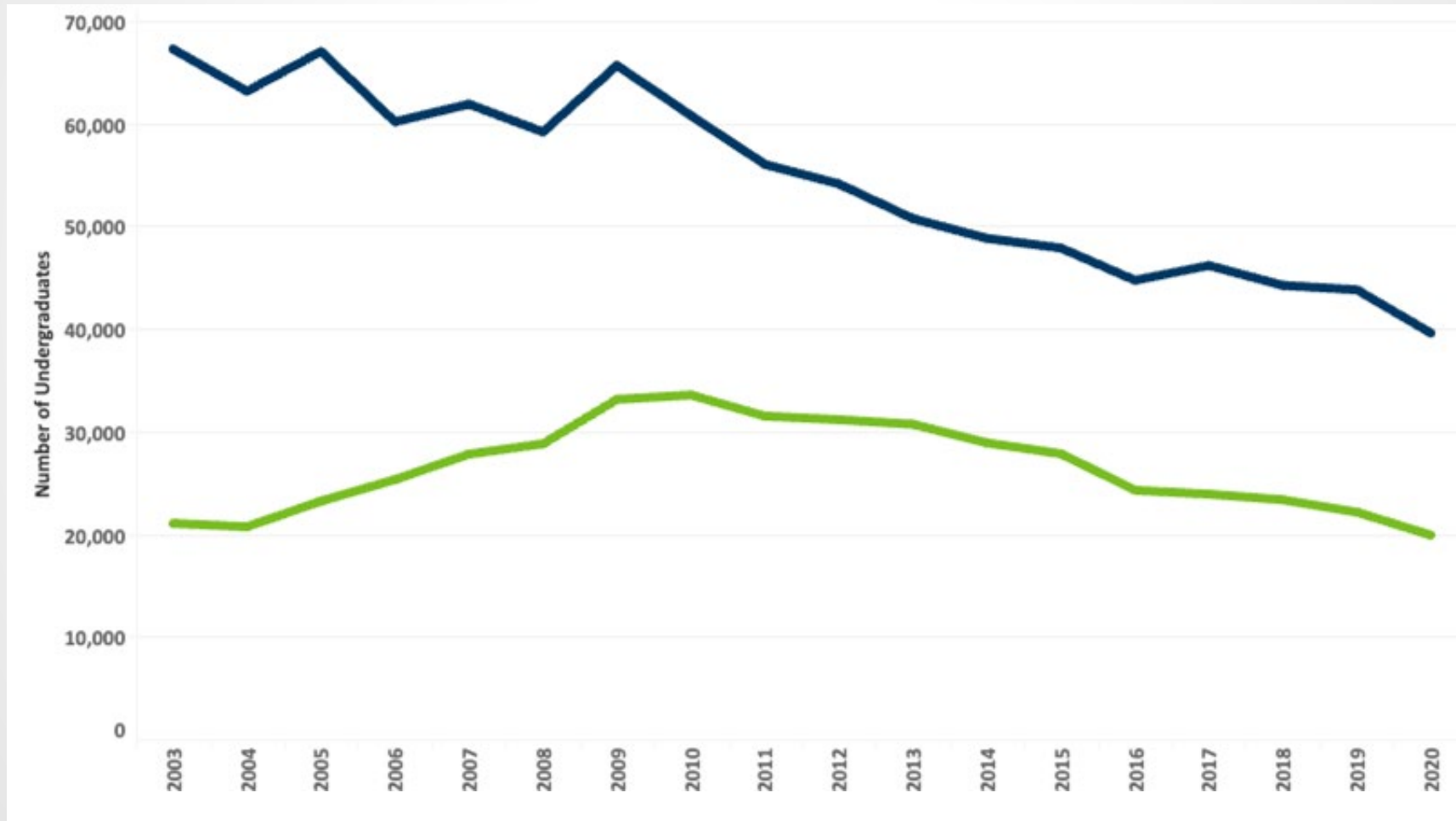


*Our timeline, our schedule,  
our place, our structure*



SOURCE: National Center for Health Statistics, National Vital Statistics System, Natality.

# New Entering Freshmen and Transfer Students Undergraduates



**Nearly  
1.4 million  
students –  
nearly 9.4% of all  
undergraduates  
have disappeared  
from American  
colleges.**



**Public sector  
institutions have  
seen a  
5% drop in  
enrollments and  
community  
colleges,  
a 7.8% drop.**



**Diversity has  
suffered, with the  
number of  
black freshmen  
having dropped  
by 6.5% last year  
and 18.7%  
since 2020.**

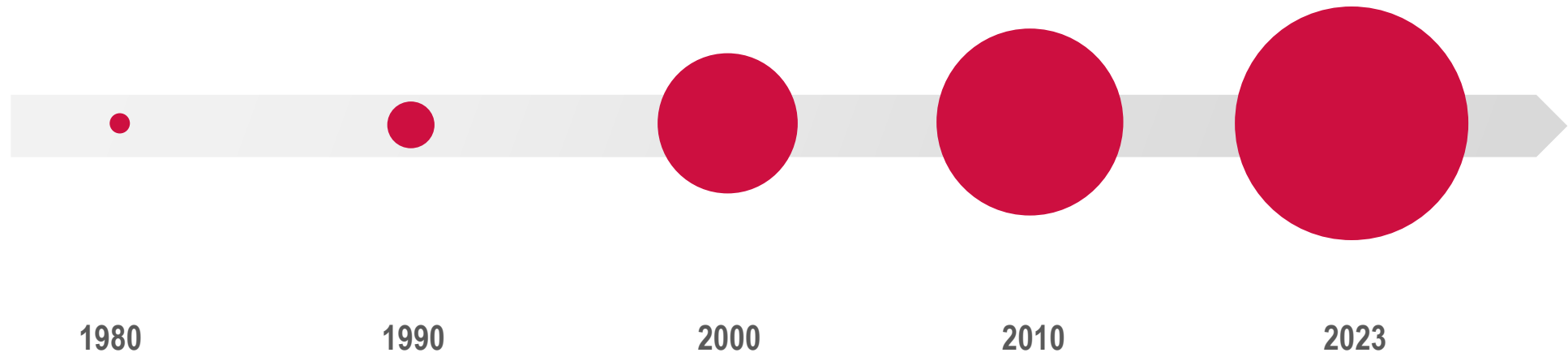


**These are the  
steepest  
two-year  
enrollment  
declines  
in 50 years.**

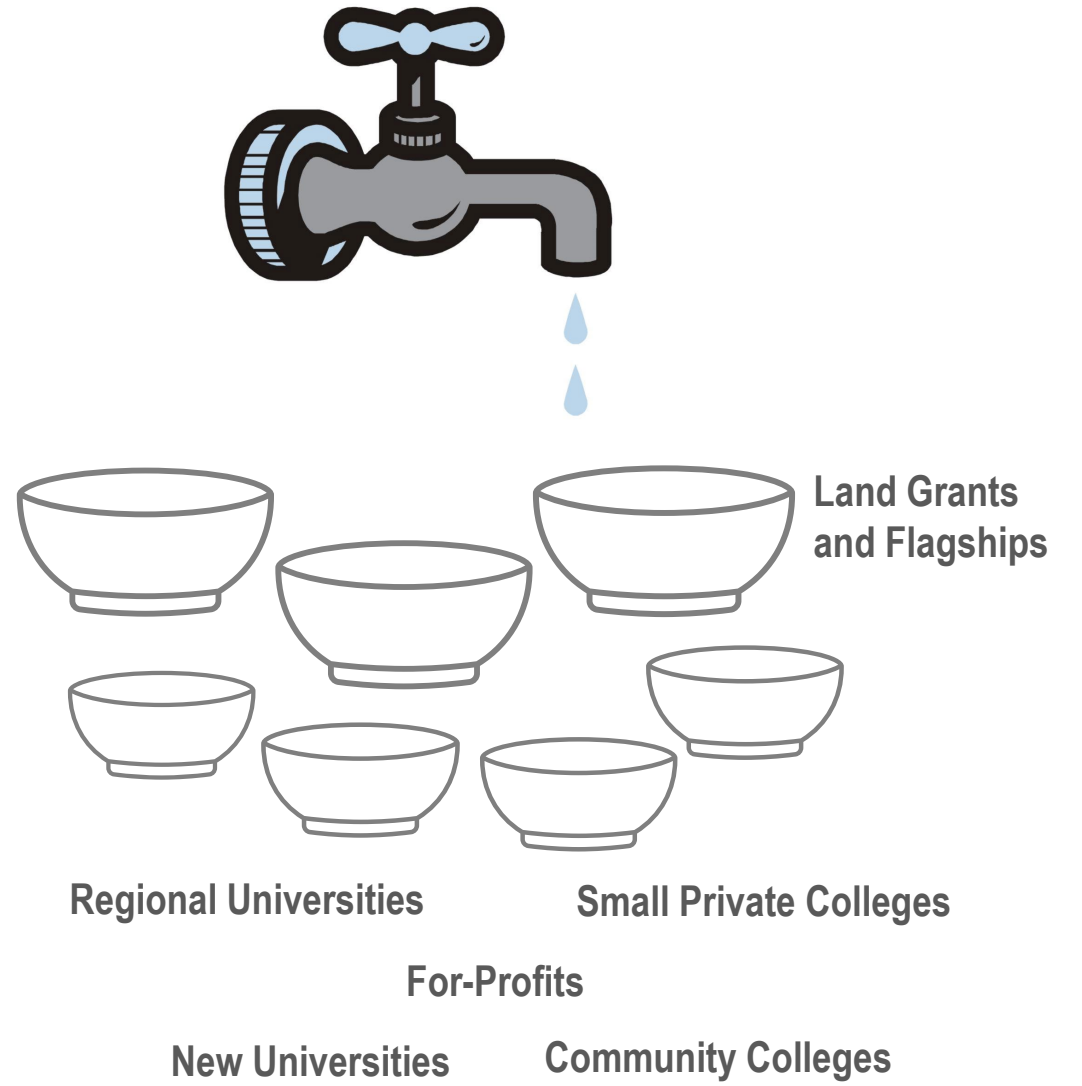
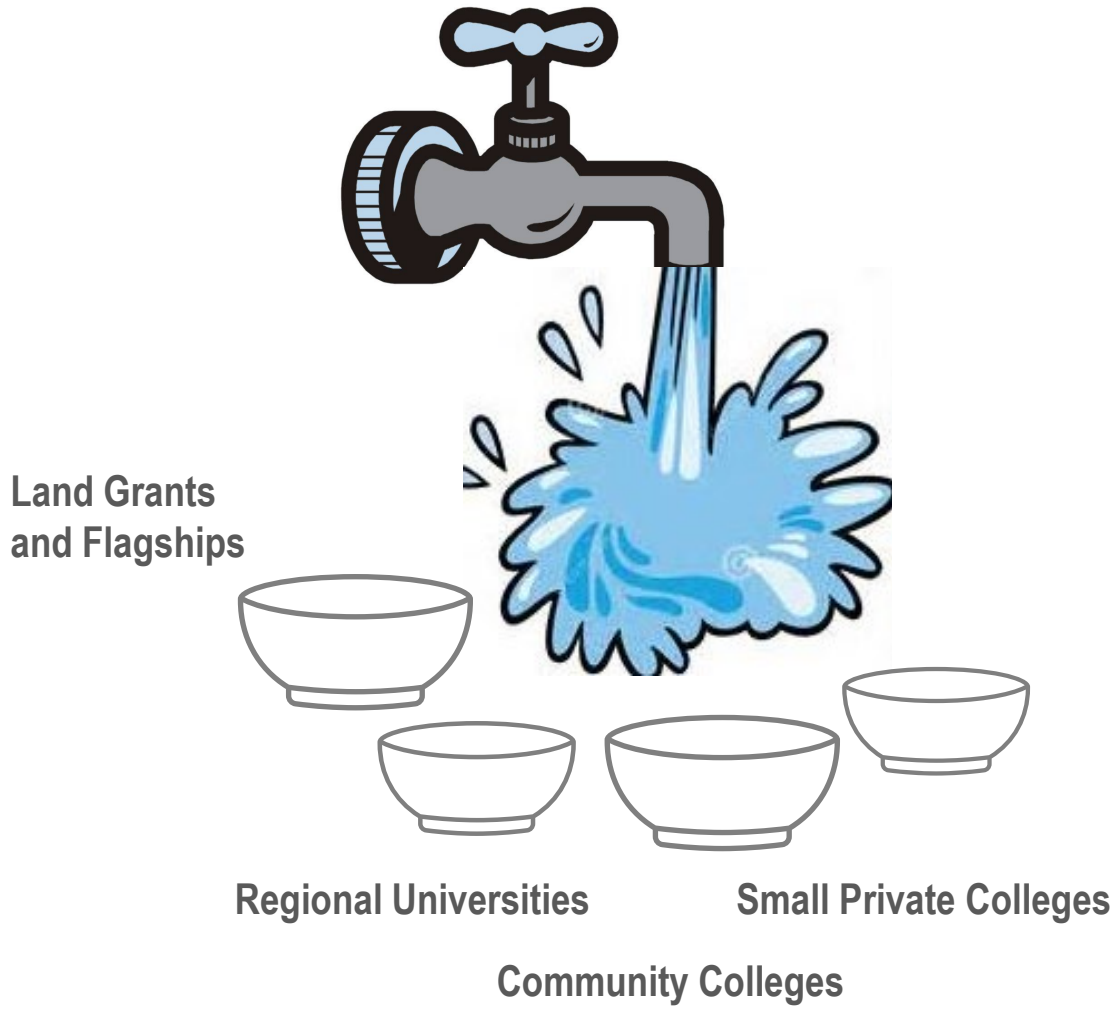


# IMPACT ON HIGHER EDUCATION'S TRADITIONAL BUSINESS MODEL

## DEMOGRAPHIC

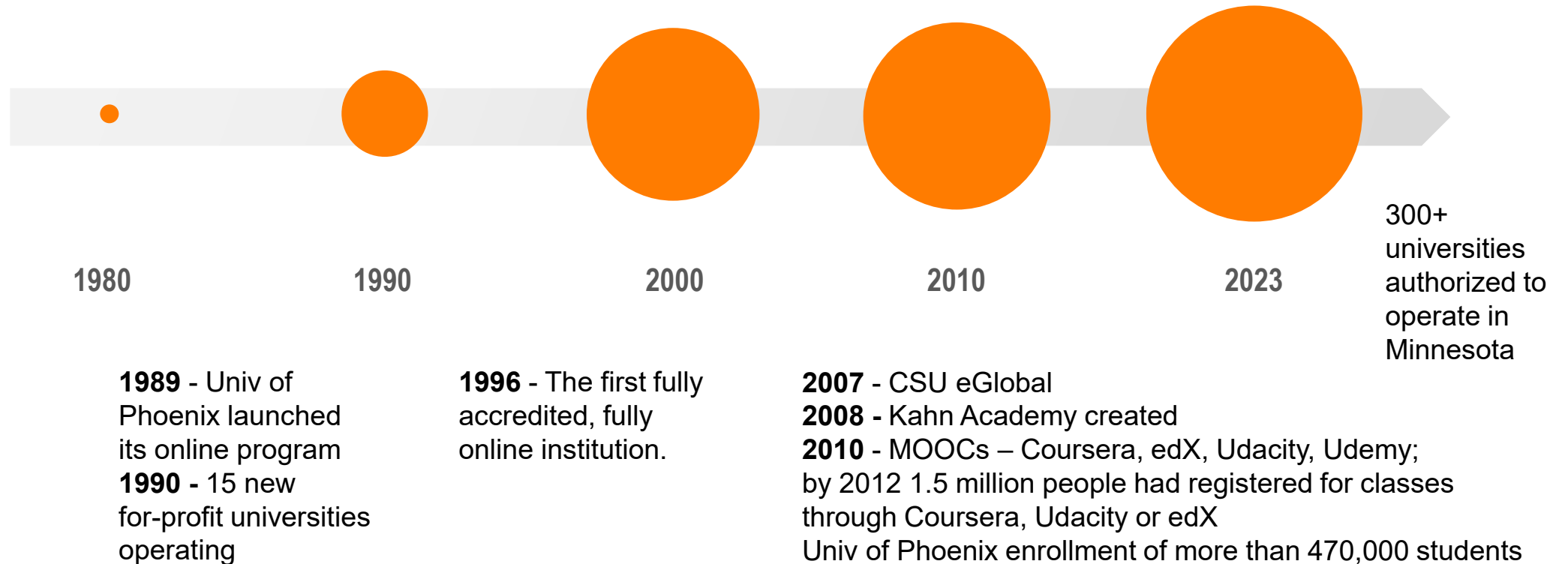




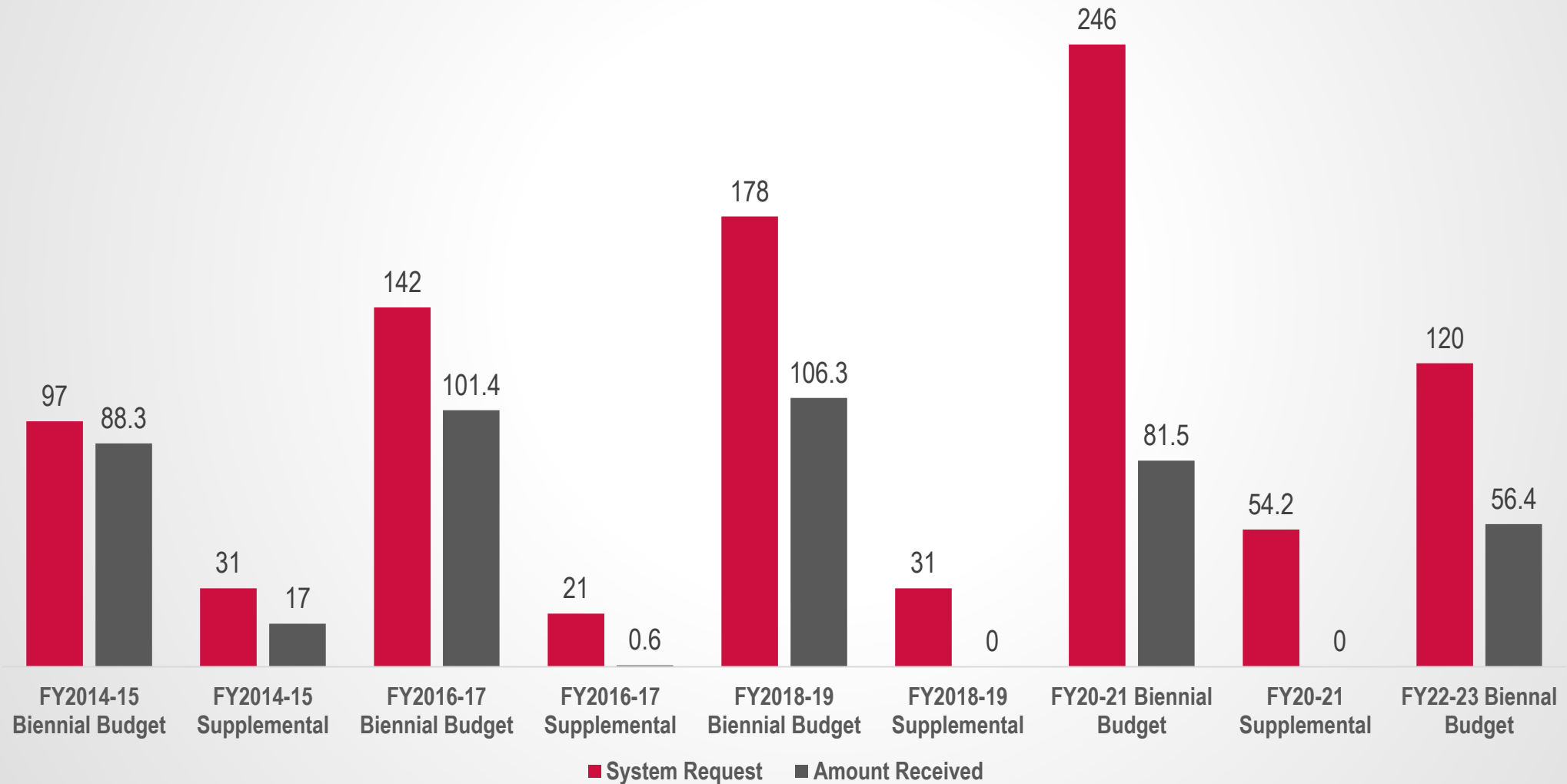


# IMPACTING HIGHER EDUCATION'S BUSINESS MODEL

## COMPETITION

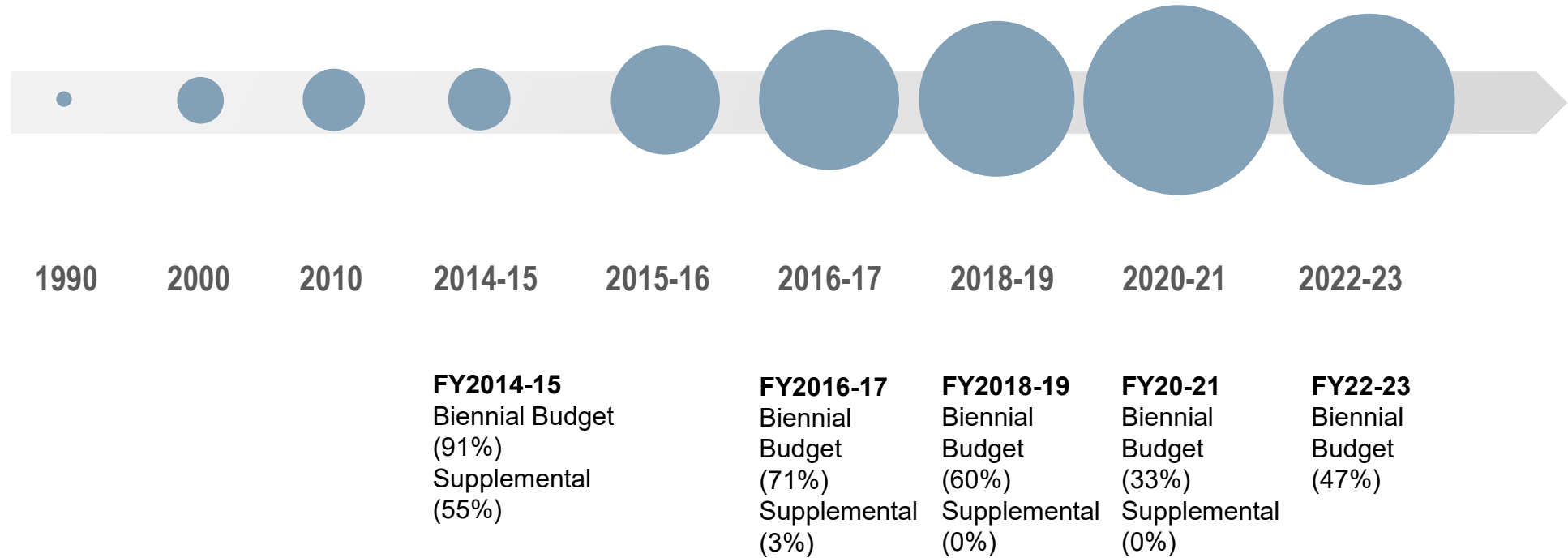


# Minnesota State Colleges and Universities Funding - Millions



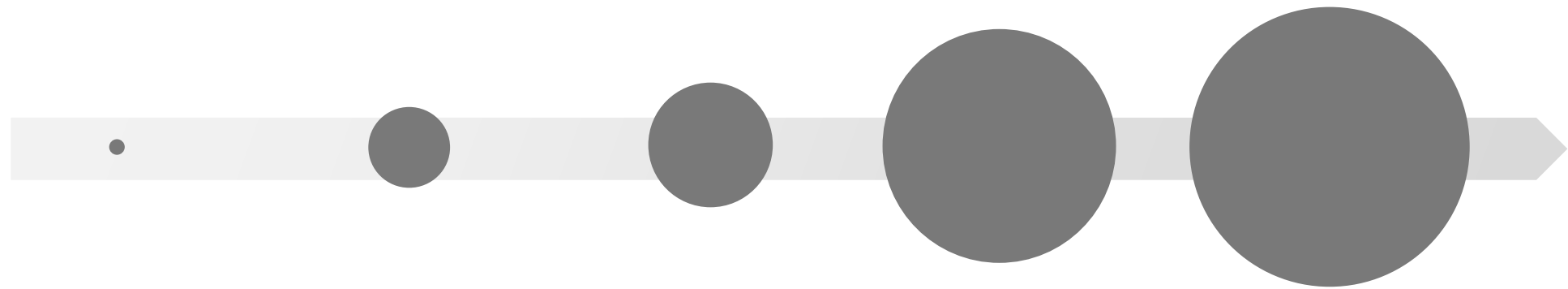
# IMPACTING HIGHER EDUCATION'S BUSINESS MODEL

## STATE FUNDING



# IMPACTING HIGHER EDUCATION'S TRADITIONAL BUSINESS MODEL

## TECHNOLOGY



1980

**1989** WWW is founded (dial up)



1990

**1996** Approximately 4 million people are using the Internet

2000

**2000** 40 million Americans – or 48% of internet users – purchased a product online.

2010



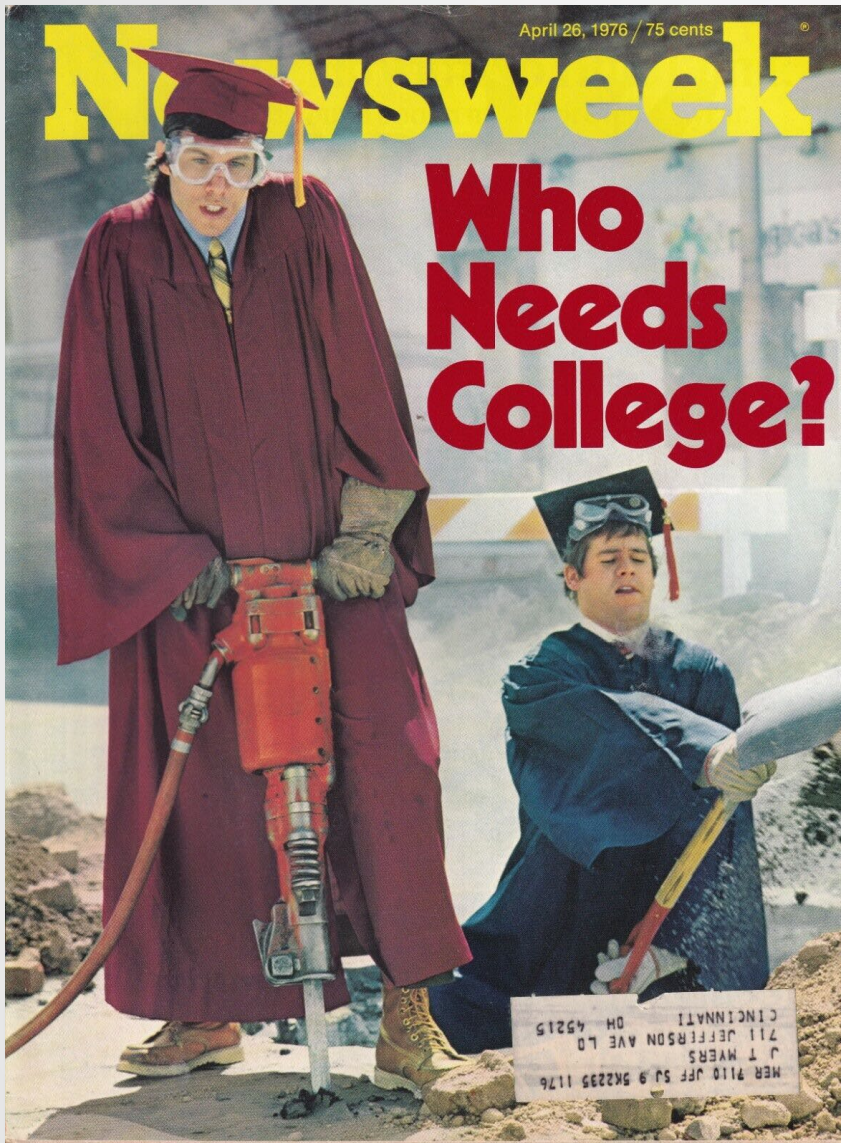
**2007** 1st iPhone on the market

2023

**2018** almost seven million students enrolled in distance education courses

**2020** - 91.5% of North Americans use the Internet

**2023** AI and ChatGTP



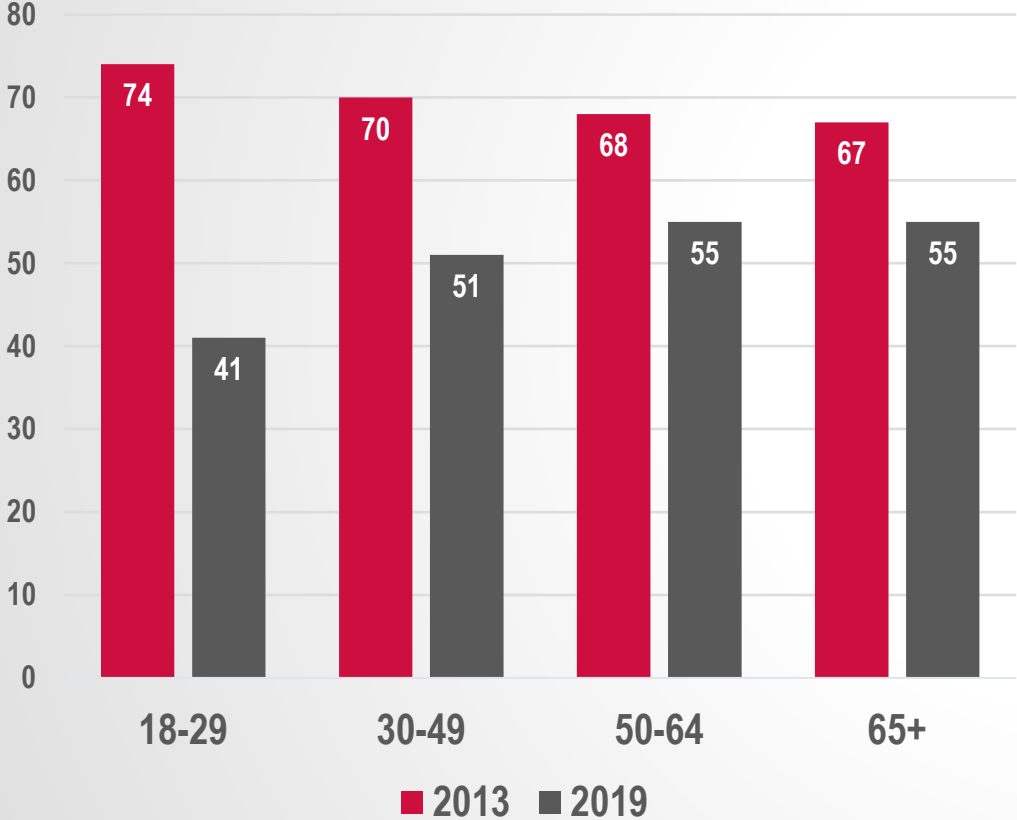
1976



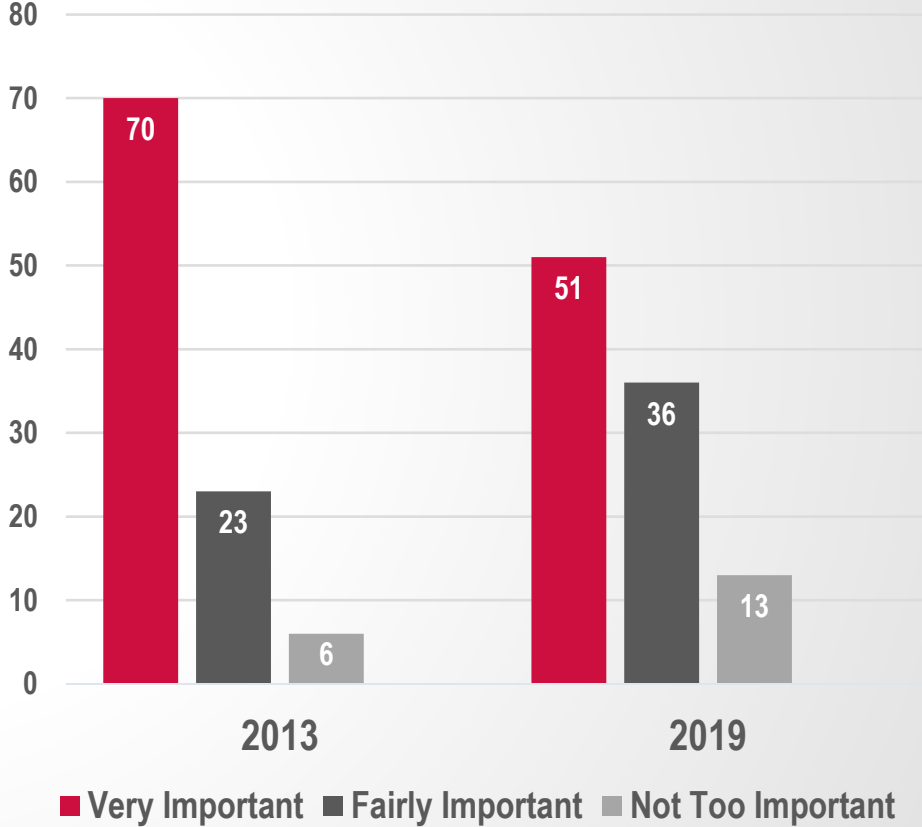
2012

# How Important is a College Education Today?

**% VERY IMPORTANT BY AGE**



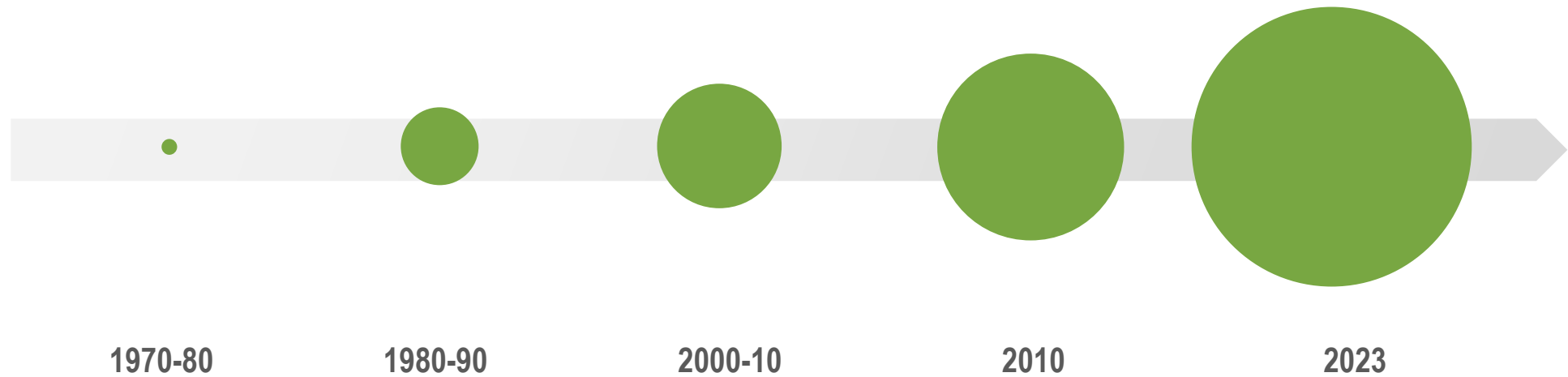
**ALL AGES**



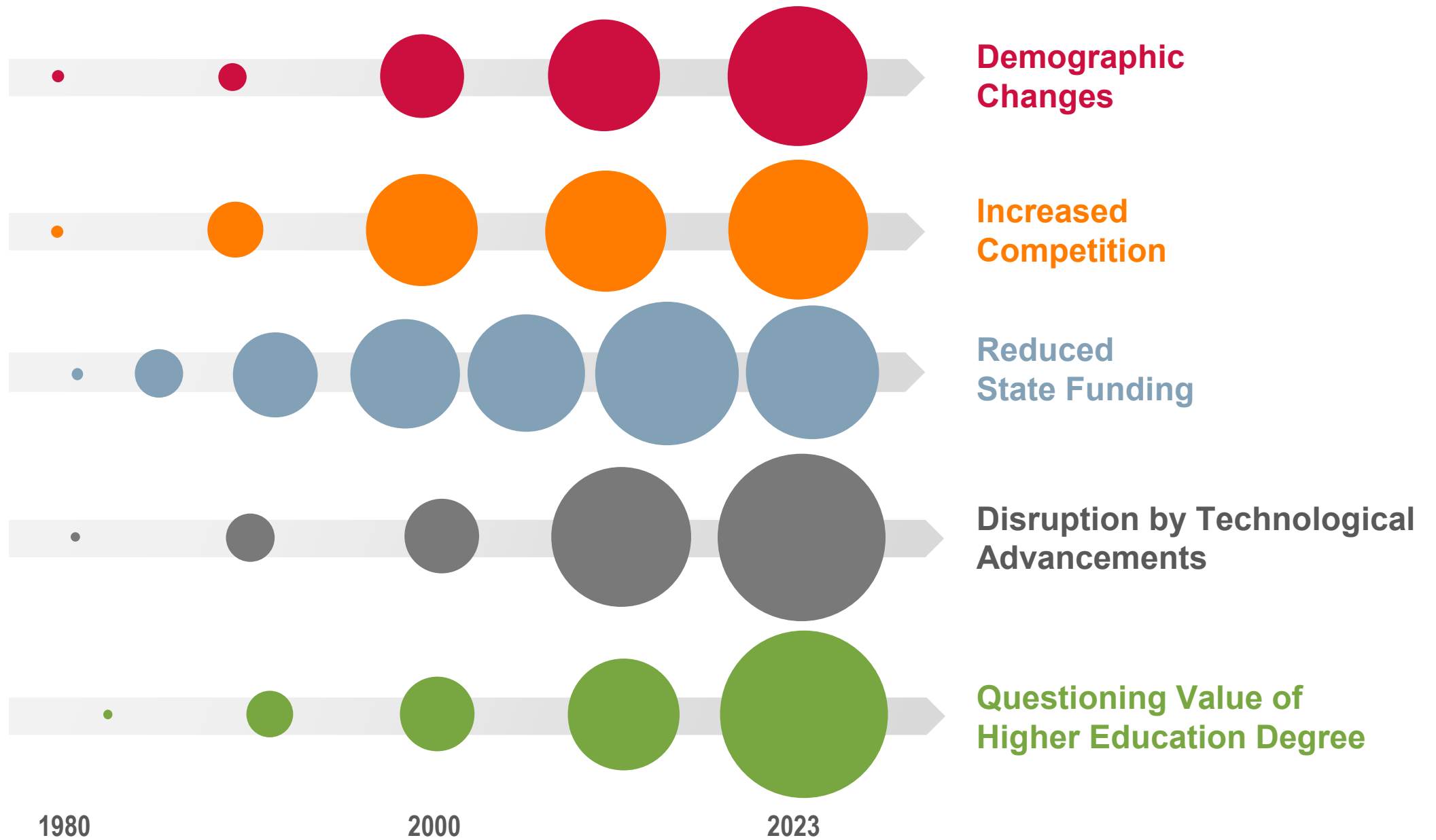
Gallup (12/30/19) Half in US Now Consider College Very Important <https://www.gallup.com/education/272228/half-consider-college-education-important.aspx>

# IMPACTING HIGHER EDUCATION'S BUSINESS MODEL

## ATTITUDE TOWARDS HIGHER EDUCATION







**Demographic Changes**

**Increased Competition**

**Reduced State Funding**

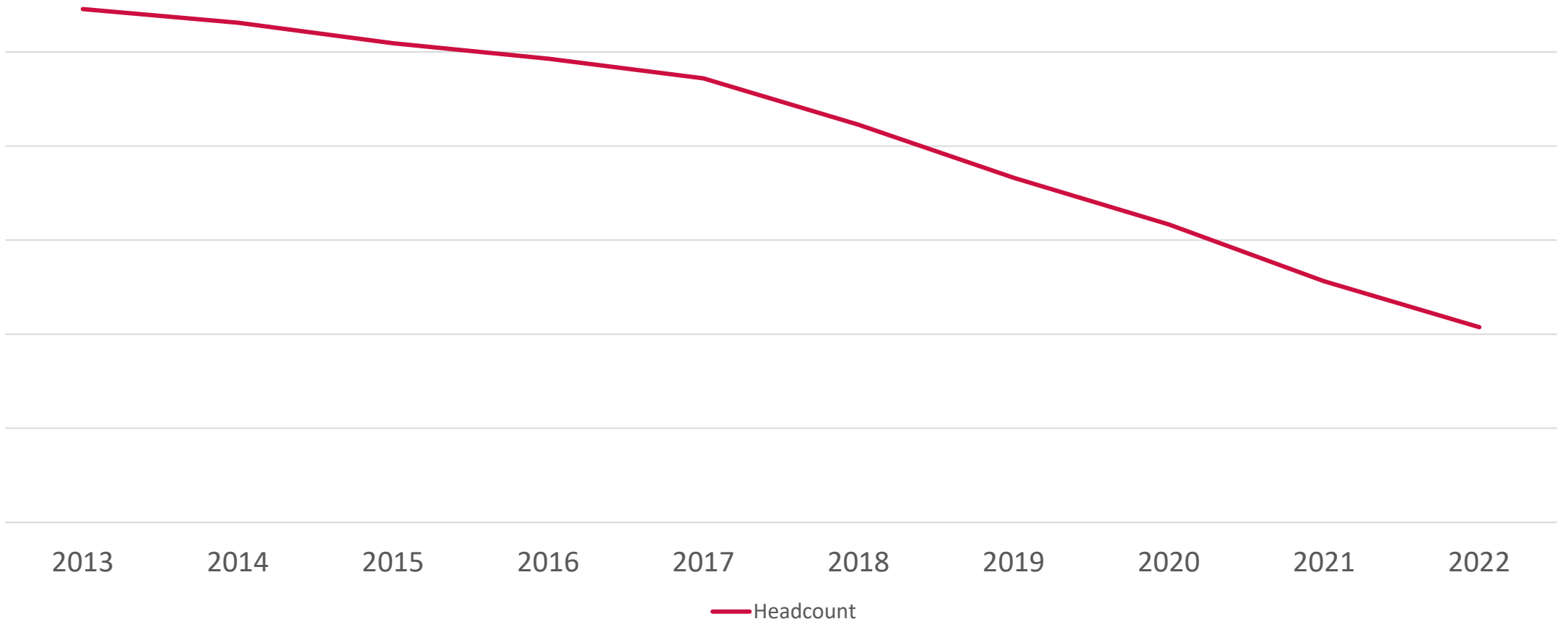
**Disruption by Technological Advancements**

**Questioning Value of Higher Education Degree**

1980

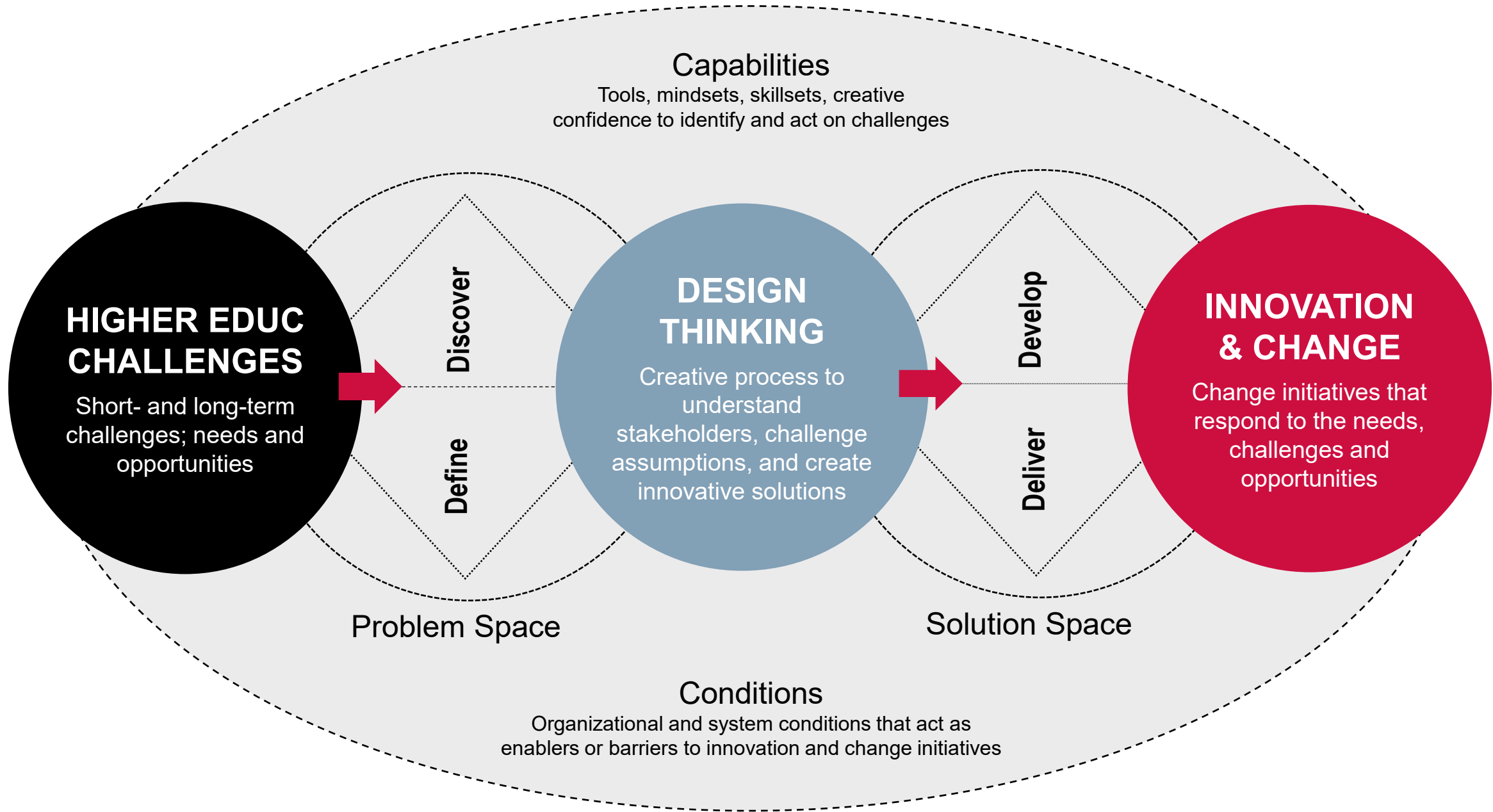
2000

2023









Adapted from: THE POTENTIAL OF DESIGN THINKING TO ENABLE CHANGE IN HIGHER EDUCATION. Trevor Vaughn, Threase Finnegan-Kessie, Peter Donnellan, Teghan Oswald, AISHE-J Volume 12, Number 3 (Autumn 2020)

# New (*REALLY NEW*) Business Model

*Degrees, badges, certificates,  
professional development*

*Students aged 16-99;  
Gap years, transfer,  
PSEO credits*

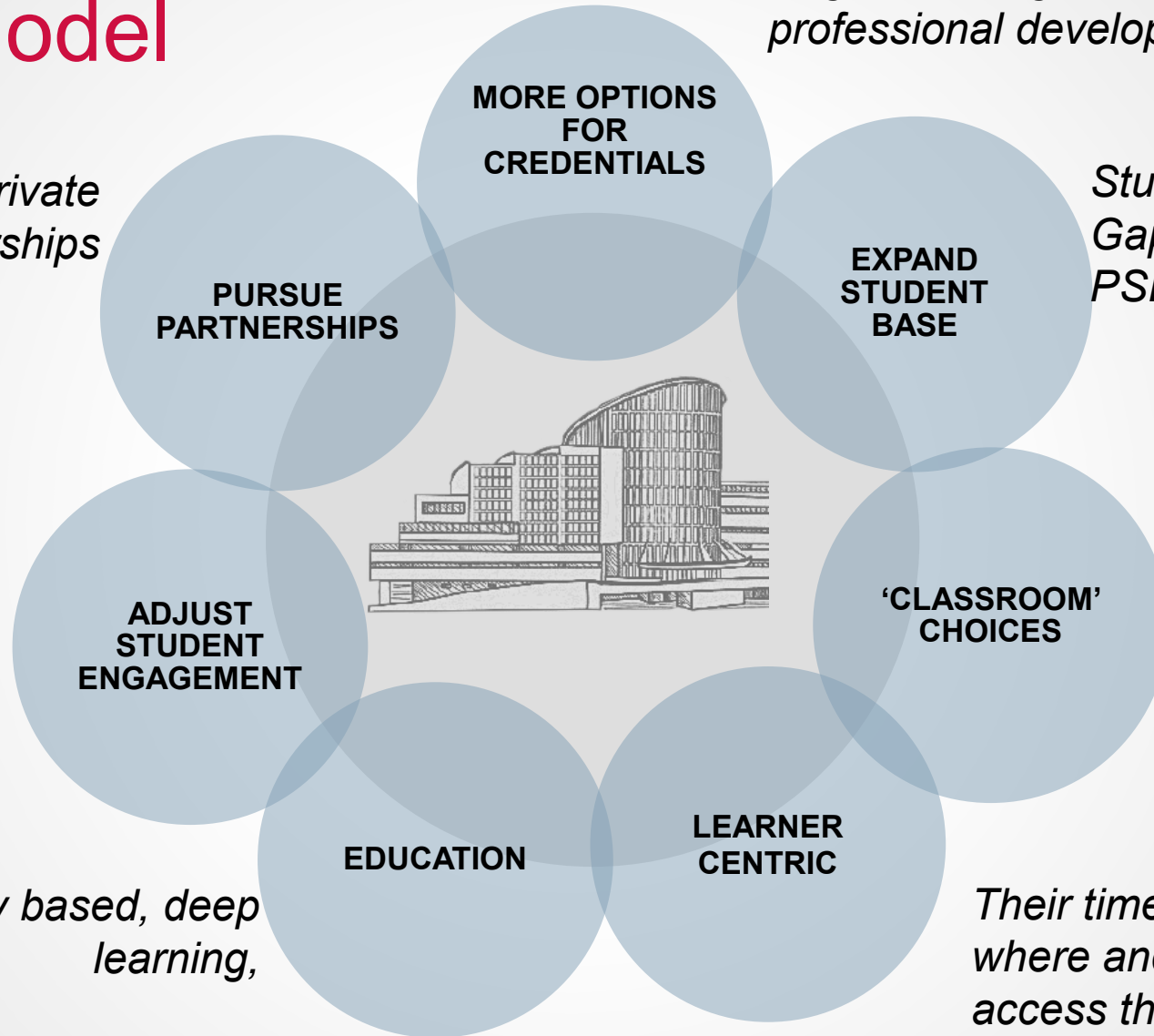
*In-person, hybrid,  
online*

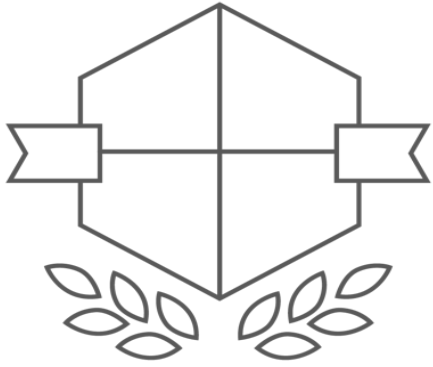
*Their timelines, their schedules,  
where and how they want to  
access their education and  
not complicated to access*

*Create public – private  
partnerships*

*New generation of  
students – diverse  
and tech savvy*

*Action learning, inquiry based, deep  
learning,*





Academic  
Distinction

INNOVATION AND CHANGE

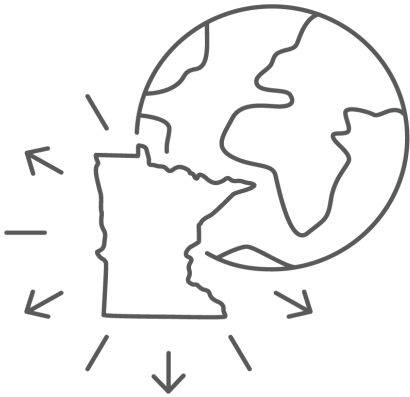


*It's Time*

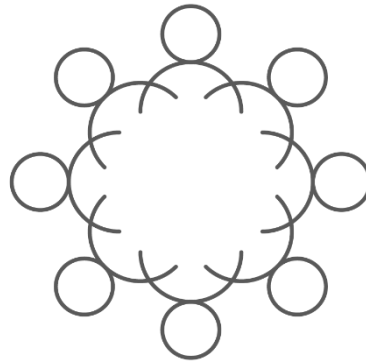
REDEFINING ST. CLOUD STATE UNIVERSITY



Individualized  
Student Support



Extended  
University Reach

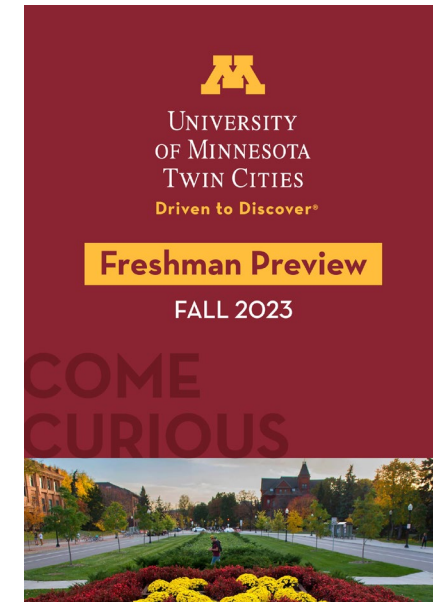
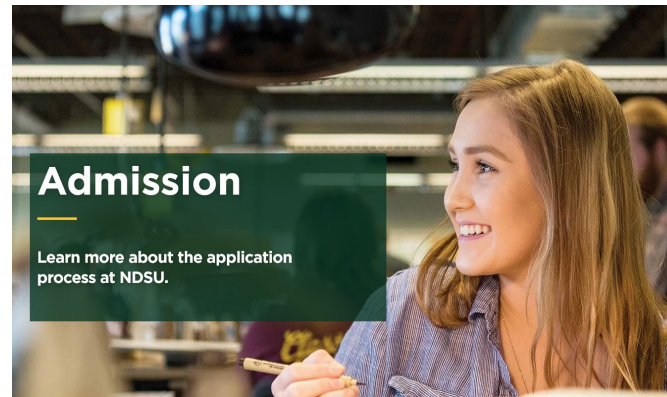


Prioritize Diversity, Equity & Inclusion



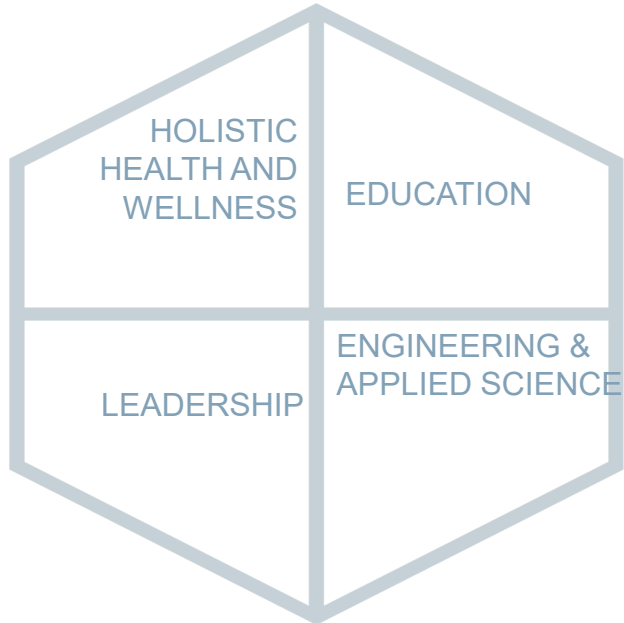
Inspiring  
Teacher-Scholars

# Same degrees, so many choices, why choose SCSU?





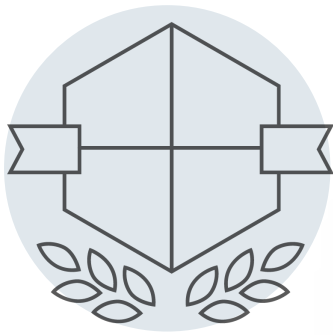
# Achieve Academic Distinction – Degree Portfolio



Academic Areas Of Distinction



**BOLD  
INNOVATIVE  
FOCUSED**



**ACADEMIC  
DISTINCTION**

### **Intelligent.com**

- No. 7 Best Masters in Clinical Research Degree Program
- No. 11 Best Masters in Behavioral Psychology Degree Program
- No. 19 Best Software Engineering Degree Program
- No. 34 Best Film Degree Program
- No. 38 Best Masters in Organizational Psychology Degree Program
- No. 39 Best Masters in Software Engineering Degree Program
- No. 45 Best Masters in Engineering Management Degree Program

### **U.S. News World and Report**

- No. 86 in Regional Universities Midwest
- No. 81 in Top Performers on Social Mobility
- No. 22 in Top Public Schools
- No. 62 (tied) in Best Online Masters in Engineering Programs
- No. 178 (tied) in Best grad Schools

### **Colleges of Distinction**

- Best Minnesota Colleges
- Best Public Colleges
- Best Education Colleges
- Best Career Development
- Best Nursing Colleges
- Best Engineering Colleges
- Best Business Colleges
- Best Military Support Colleges

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INNOVATIVE  
FOCUSED**



Dahlia Blake Kayli Hulbert Gretchen Greeder Nicholas Hosch

Students claim top honors at 2022 Professional Selling Competition



In Sports Production, St. Cloud State was ranked No. 4 in Sports Production, No. 33 in News and No. 21 in the Overall list.



SCSU Speech & Debate students win national championship in Team Parliamentary Debate; top honors at Minnesota State Championship Tournament



College Counseling and Student Development student recognized as Minnesota Graduate Student Rising Star

**BOLD**  
**INNOVATIVE**  
**FOCUSED**



**EXTENDED  
UNIVERSITY  
REACH**

## Lifelong Learning:

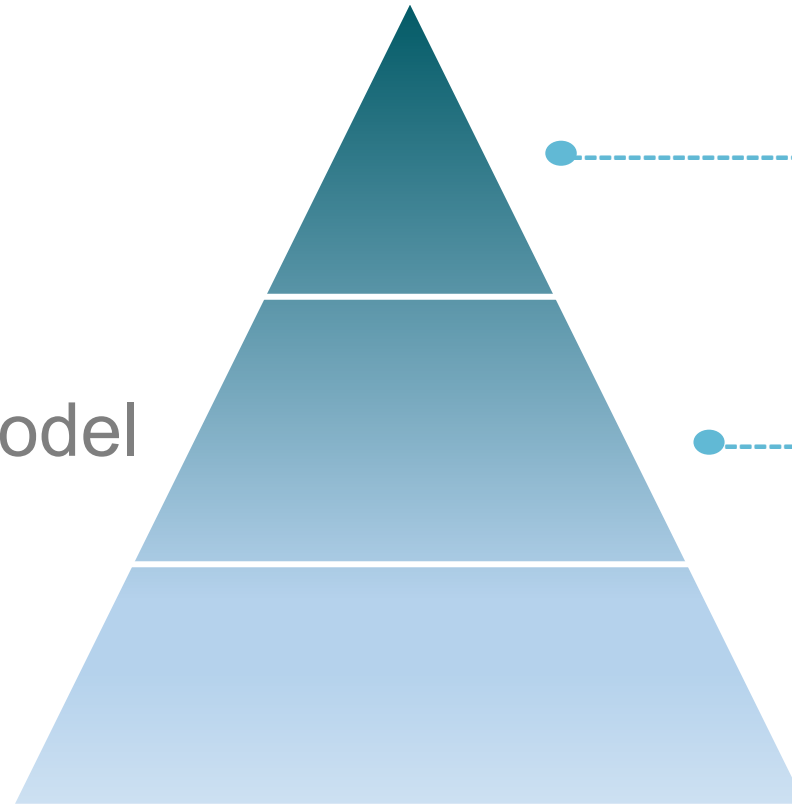
- Adult online market – 1<sup>st</sup> in MN State to offer accelerated Graduate programs
- Professional and continuing education

**PSEO  
Out of State  
International**

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INNOVATIVE  
FOCUSED**

# Retaining Students: Individualized Advising & Coaching at SCSU

- Standardized
- Holistic
- Embedded
- Differentiated Care Model



HIGH NEED

**High-Touch Care**

supported by coordinated network of support units

MODERATE NEED

**Proactive Monitoring**

to find and focus support efforts on hidden early problems

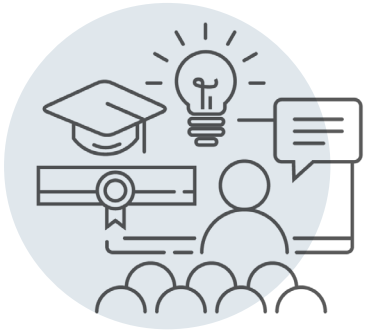
LOW NEED

**Preventative Care**

to extend support by automating and personalizing guidance



ST. CLOUD STATE UNIVERSITY



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**INSPIRING  
TEACHER-  
SCHOLARS**



# Implementation Continues



**Making  
adjustments  
to our  
operations**



**Grow  
enrollment to  
13,000 by  
2028**



**Invest in  
innovation &  
Public  
Private  
Partnerships**



**Focused on  
community  
engagement**



**Philanthropy**

A photograph of two students, a young man and a young woman, looking intently at a project they are working on. The image is overlaid with a semi-transparent red filter. The text is positioned in the lower-left quadrant of the image.

St. Cloud State University's  
**Bright Future**

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*Higher Education needs  
to run like a business.*

*We know what we are  
doing, and we are on it.*

*We are going to be okay  
– to thrive.*

*We need partnership  
with you.*





ST. CLOUD STATE  
UNIVERSITY

A member of Minnesota State

***THANK YOU!***





ST. CLOUD STATE  
U N I V E R S I T Y



MINNESOTA STATE

*St. Cloud State University,*  
A member of Minnesota State