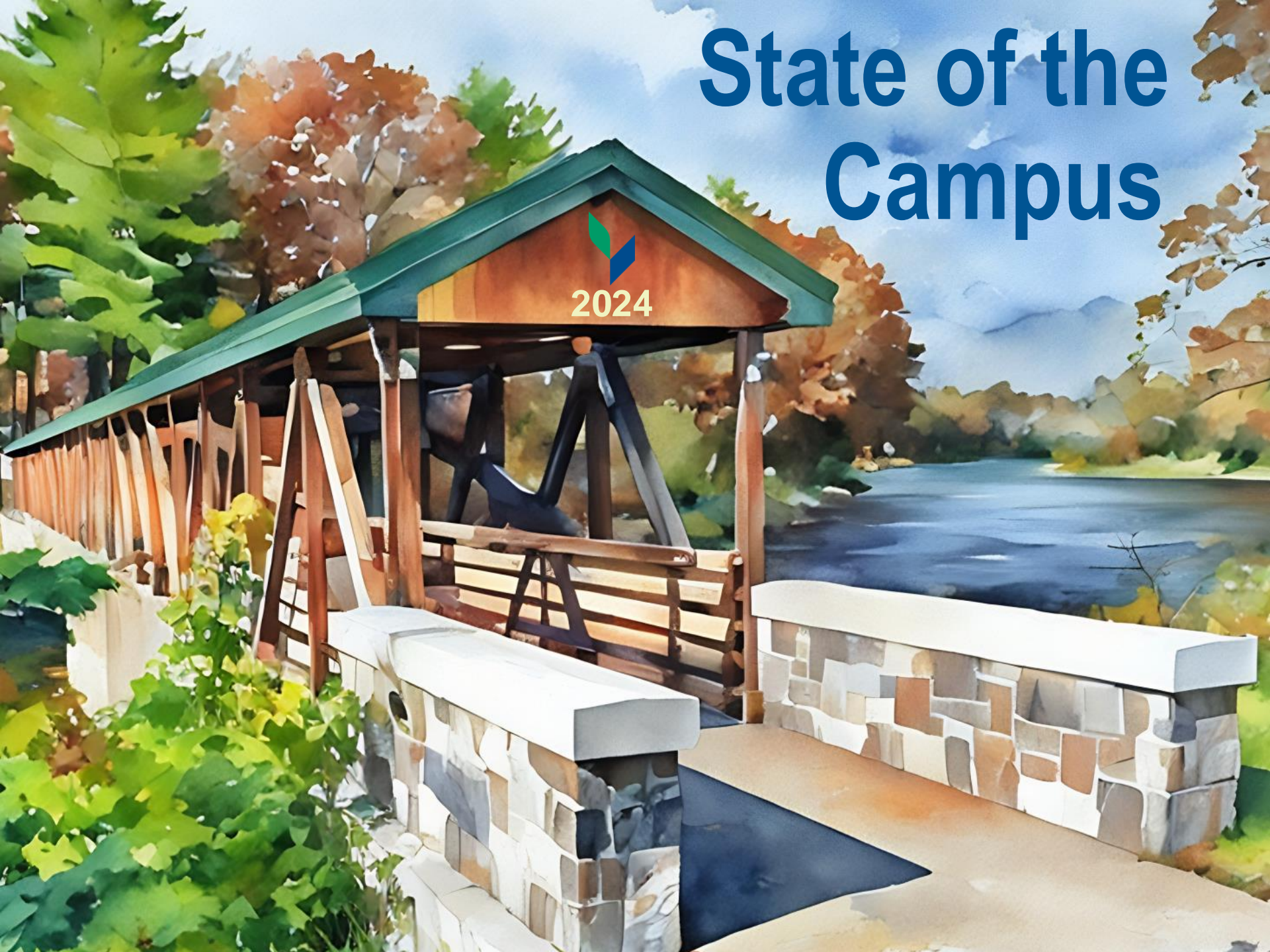# State of the Campus

2024

Top Six Challenges Facing Colleges

Culture Wars

2024 National Election

Demographic Cliff

Looming Financial Crisis

Changing Face of Athletics

Growing Importance of Artificial Intelligence

Culture Wars

Q: Do you have confidence in higher education?

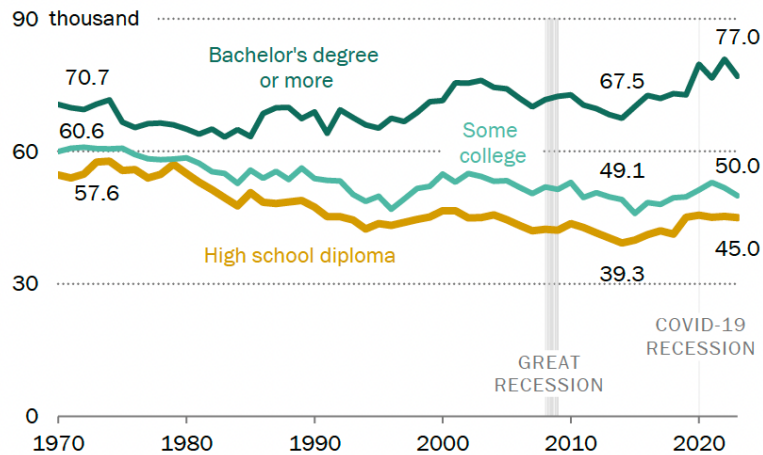|	2015	2023	Change
Republicans	56%	19%	-37% (drop of 66%)
Democrats	68%	59%	-9% (drop of 13%)
Independents	48%	32%	-16% (drop of 33%)
18–34-year-olds	60%	42%	-18% (drop of 30%)
55 and older	55%	31%	-24% (drop of 44%)

Data from Gallup/Lumina Foundation "State of Higher Education 2024" report

Is College Worth It?

Earnings of young men without a college degree have trended upward over the past 10 years

Median annual earnings of men ages 25 to 34 working full time, full year, in 2022 dollars

Note: Data is labeled for the years 1973, 2014 and 2023. Median annual earnings are based on earnings and work status during the previous calendar year and limited to 25- to 34-year-old civilians who worked full time, full year.
Source: Pew Research Center analysis of Current Population Survey Annual Social and Economic Supplement (IPUMS).
"Is College Worth It?"

PEW RESEARCH CENTER

Earnings of young women without a college degree have trended up in the past decade

Median annual earnings of women ages 25 to 34 working full time, full year, in 2022 dollars

Note: Data is labeled for the years 1973, 2014 and 2023. Median annual earnings are based on earnings and work status during the previous calendar year and limited to 25- to 34-year-old civilians who worked full time, full year.
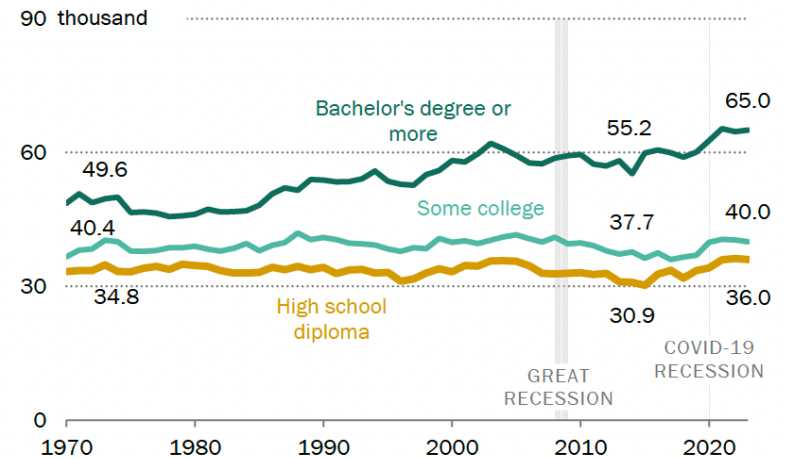Source: Pew Research Center analysis of Current Population Survey Annual Social and Economic Supplement (IPUMS).
"Is College Worth It?"

PEW RESEARCH CENTER

Is College Worth It?

Half of Republicans say a college degree is not too or not at all important in order to get a well-paying job

% saying it's _____ important for someone to have a four-year college degree in order to get a well-paying job in today's economy

	Extremely/ Very	Somewhat	Not too/ Not at all
All adults	25	35	40
Rep/Lean Rep	17	33	50
Dem/Lean Dem	33	38	30
HS or less	22	30	47
Some college	21	34	45
Bachelor's+	30	40	30

Note: Share of respondents who didn't offer an answer is not shown. "Some college" includes those with an associate degree and those who attended college but did not obtain a degree.
Source: Survey of U.S. adults conducted Nov. 27-Dec. 3, 2023 "Is College Worth It?"

PEW RESEARCH CENTER

Views on the importance of a college degree now versus 20 years ago vary by age

% saying that, compared with 20 years ago, it is _____ today for someone to have a four-year college degree in order to get a well-paying job

	Less important	More important	About as important
All adults	49	32	17
Ages 18-29	40	44	15
30-49	53	29	17
50+	51	30	19

Note: Share of respondents who didn't offer an answer is not shown.
Source: Survey of U.S. adults conducted Nov. 27-Dec. 3, 2023. "Is College Worth It?"

PEW RESEARCH CENTER

Key Factors for Students:
Is Their Degree Worth The Cost?

Factors in Rank Order	SUNY Canton Position
Preparation for life after college	Career-focused majors; paid internships; Increasing focus on entrepreneurship; strong Career Services and job placement
The ability to express oneself freely on campus	Policies, procedures, and practices supporting free speech and academic freedom
Opportunity to interact with people with different views	Diverse student body; training in Title VI and implementing new core requirement re: civic and civil discourse
Perceptions of physical safety	We have always been known as a safe campus. Policies on camping; posting; time, place, and manner; and identity cards
Extent to which professors care about students as people	Strong and supportive faculty, as well as strong student support services
Perceptions of belonging	"Everyone is Welcome Here" ethos

From https://news.gallup.com/poll/506384/current-college-students-say-degree-worth-cost.aspx, based on survey collected March 13-30, 2023, from 2,430 students pursuing their bachelor's degree at a four-year U.S. institution.

Culture Wars – Title VI

- Part of the Civil Rights Act of 1964

- Prohibits discrimination on the basis of race, color, national origin, including shared ancestry or religion

- Requires Colleges to respond to "hostile environment or different treatment"

- Responses may not violate First Amendment rights

- Major focus for SUNY this academic year

The Culture Wars—Title VI In the News

- Protests highlight difficulties in addressing First Amendment and Title VI issues

- Heightened governmental scrutiny

- DOE OCR Title VI investigations at 40 colleges (including SUNY Binghamton & Rockland CC)

- OCR resolution agreements at 7 colleges

The Culture Wars—Title IX

- "Final Rule" updates to Title IX effective Aug. 1
- Major changes:
  - Broader definition of "sex discrimination"
  - Prohibits sex discrimination in education programs/activities
  - Mandatory supportive measures to respondents
  - Response must be prompt and effective
  - Presumption that respondent is not responsible

The Culture Wars
Title IX at SUNY Canton

- Title IX Final Rule blocked by 15 states

- Court injunction from "Moms for Liberty" case blocked implementation at 800 colleges – including us

- SUNY Canton must continue to operate under 2020 rules until injunction is lifted
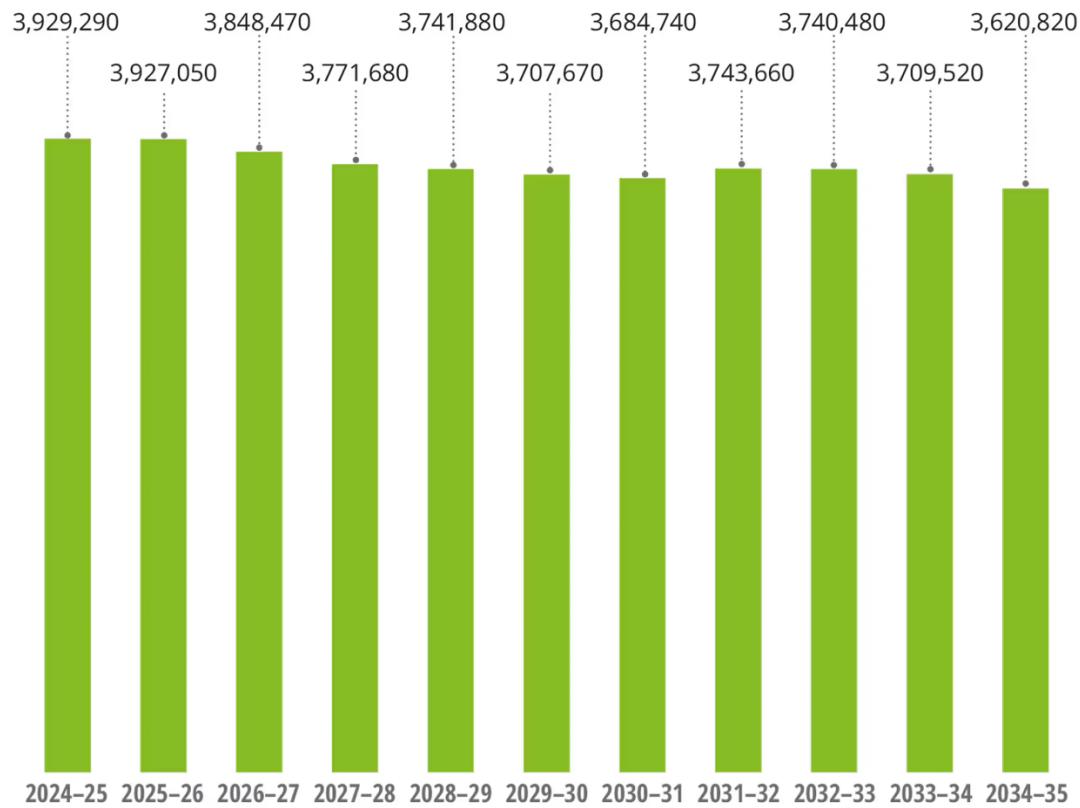
2024 National Election

- Increased polarization and violence following 2020 election
- Effects on Colleges, depending on outcome
  - Financial (Pell grants, debt forgiveness, endowments, etc.)
  - Issues of academic freedom
  - Tenure
  - Issues of DEI, LGBTQ+ rights, reproductive health
  - Interpretations of Title VI and Title IX

Demographic Cliff

FIGURE 2

The projected demographic decline in the number of high school graduates through early 2030s

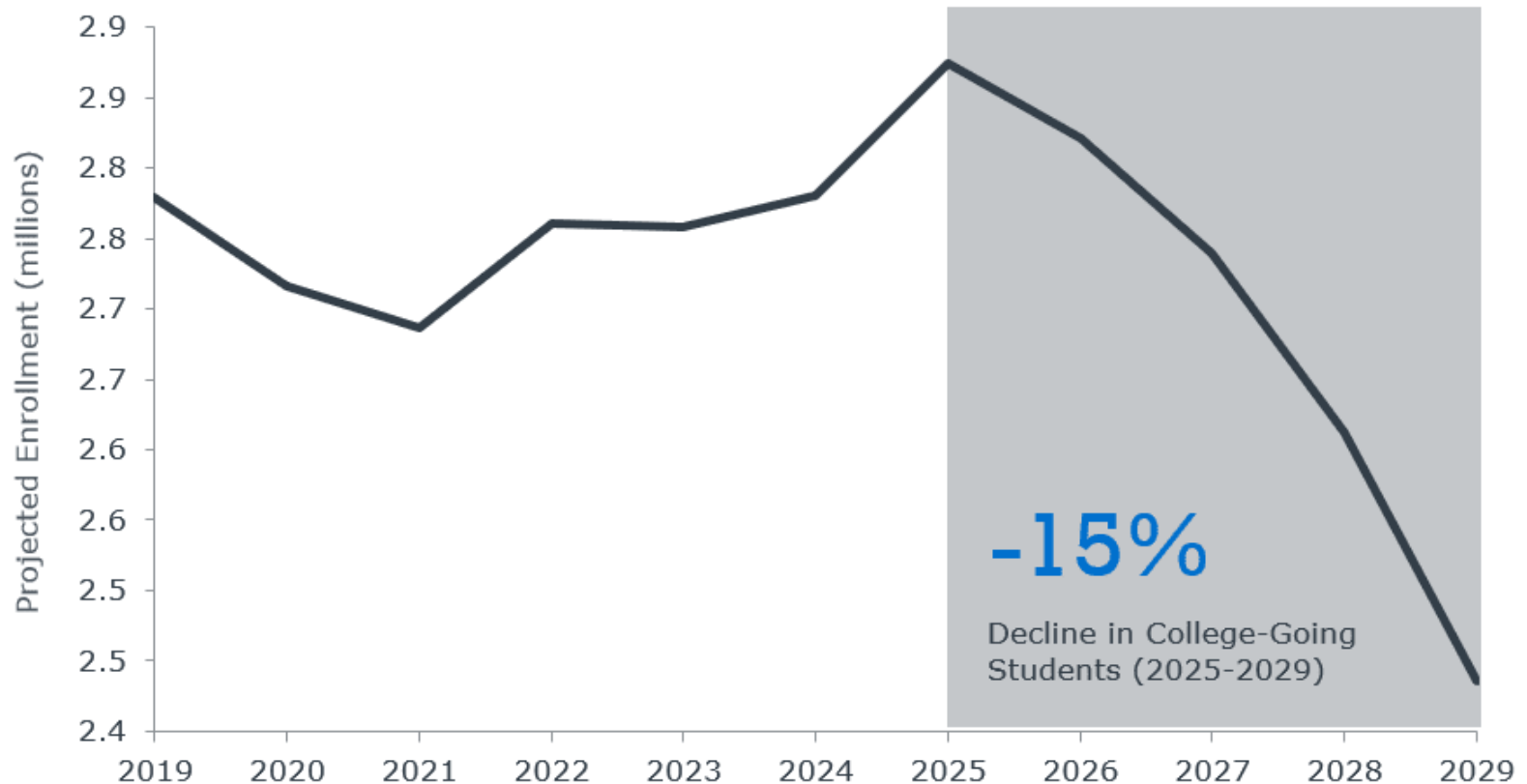|										
3,929,290	3,927,050	3,848,470	3,771,680	3,741,880	3,707,670	3,684,740	3,743,660	3,740,480	3,709,520	3,620,820
2024–25	2025–26	2026–27	2027–28	2028–29	2029–30	2030–31	2031–32	2032–33	2033–34	2034–35

Source: Western Interstate Commission for Higher Education.

Demographic Cliff

Enrollment Projected to Drop Sharply After 2025

Forecasted Number of College-Going Students in the U.S. (millions), by Year of High School Graduation

-15%

Decline in College-Going Students (2025-2029)

10 Strategies for Futureproofing the College

Strategy for Futureproofing*	SUNY Canton Response
Stand for something that students care about	Focus on student success and career-oriented majors
Create demand for your programs	Creating programs in emerging industries / Advertising
Focus and hone your degree programs	Review completed; implementation this year
Widen your recruitment base	Investment in Enrollment and PR strategic plan
Use content marketing to reach students earlier in the decision funnel	Have shifted to getting award letters out in Fall semester by November 1. FAFSA rollout has been a problem
Beat/leverage third-party aggregator sites (e.g. US News)	Our US News rankings continue to rise
Reduce applicant friction	Making progress toward ease of application/ acceptance. This is an issue in some programs
Simplify pricing and financial aid	Better messaging of low cost/high quality
Focus on student retention	Student support services are strong (EOP, TRiO, Jump Start) and growing (ACE/ASAP).
Tighten up your marketing spend with data	New PR marketing strategic plan given long-term funding to leverage data and focus on strongest markets

*Strategies from: https://vitaldesign.com/enrollment-cliff/

Looming Financial Crisis

- Private college discount rate rising (average 56%)

- Increased college closures in NY (at least 9 since 2021)

- Many more 2-year for-profit colleges have closed since 2004; majority did not re-enroll at other college

- SUNY Canton's state support increased by 50%
  - Partly in lieu of tuition increases
  - Mostly directed (not general funding)
  - State support equals 2008 level

More in Budget Presentation in October

Changing Face of Athletics

- Athletics crucial for enrollment

- Major realignment of athletic conferences

- Name/Image/Likeness rule changes impacting Division I

- Rapidly increasing costs for transportation to games (increasingly compact conferences in Division III – like SUNY Canton joining SUNYAC)

Pervasiveness of Artificial Intelligence

- AI can increase efficiency; can also lead to plagiarism and other academic dishonesty

- NY attempting to lead in AI ($275M investment in FY 2025 in public-private partnerships)

- SUNY Canton greenlit to offer degree in Data Science & Analytics; other ideas for implementation

Campus Updates

Academic Affairs

- Working toward first Masters Degree in Cybersecurity

- Successful implementation of SUNY Funds
  - ACE/ASAP met all targets
  - Paid internships 50 → 120
  - New and renovated accessibility facilities; new hire

- EPIIC grant provides support for faculty research

- Successful Civil Rights Compliance Review

Student Affairs

- Transition to SUNYAC Conference
  - New FT coaches for Volleyball, Baseball, Softball
- Successful implementation of SUNY funds
  - Mental Health First Aid "Train the Trainer"
  - Additional mental health counselor hired; another soon
  - Partnership with SUNY Upstate for specialized care
- Food insecurity
  - Updated Renzi food Pantry
- Housing: theme living environments (dog floor; gender inclusive housing; eSports)

Administrative Affairs

- University Police
  - Apprenticeship program
  - Additional Bike Patrol Officer
  - $247,426 in grant funding for replacing/adding cameras
- College Association
  - Installing Amazon Locker outside MCC
  - Campus Store now selling Apple products
  - New meal plan for frequent travelers (e.g. athletes)
- New SUNY funding for IT:
  - Modernizing student experience; updating technology; remediating cybersecurity vulnerabilities
  - New campus intranet in the works

Facilities

- French Hall largely complete

- Chaney & MacArthur updates complete

- Clean Energy Master Plan developed

- Project creating walkways & covered stairs connecting Payson to residence halls

- Childcare Center siting

- Next major project: Payson Hall renovation

Strategic Relations & Communications

- Center for Workforce, Community, & Industry Partnerships
  - Dual Enrollment from 70 students in 2023-24 to projected 1000+ in 2024-25
  - New summer camps in summer 2024
  - New for-credit and non-credit microcredentials
- Public Relations won record 5 SUNYCUAD Awards
- Office of Research & Sponsored Programs
  - Helped secure/maintain $3M+ in funding
  - Pending applications total $10M+
- SBDC created economic impact of $4.6M in region
- Liberty Partnerships Program set to increase number of schools & students served

Advancement

- Raised $1,555,000 in 2023-24 (more than 130% of goal)

- $635,000+ added to Foundation endowment
  - 10 new endowment funds established

- Record $712,000 in scholarships aided 425 students

- $2.5M raised for the Canton Fund in the last 5 years
  - We rank first or second among colleges of technology in the 4 of the last 5 years

- Record $144,000 raised during Athletics Giving week from 1114 donors

- $562,000 raised for restricted funds

- 400+ campus support accounts are managed with monthly communications & improved tracking