



Future Presidents Intensive

Welcome and Introductions

September 19, 2023

Future Presidents Intensive
Fall 2023 - Session I

Zoom Features and Settings

Update Your Name & Institution

The image shows a Zoom meeting interface. The main window displays a slide with the EAB logo and the text "EAB Virtual Meetings 2020". A small video thumbnail of the Meeting Host is visible in the bottom right corner of the main window. The Participants menu is open on the right side of the screen, showing two participants: "Test Participant (Me)" and "Meeting Host (Host)". The "Rename" button is highlighted for the "Test Participant (Me)". A dialog box titled "Rename" is open, prompting the user to "Enter a new screen name:" with the text "Jane Doe - Institution" entered in the input field. The dialog box has "OK" and "Cancel" buttons. The Zoom control bar at the bottom includes buttons for Mute, Stop Video, Invite, Participants, Share, Chat, Record, and Leave Meeting. The Zoom status bar at the top shows the meeting ID "841-573-482" and the text "You are viewing Meeting Host's screen".

Update your name and add your institution

Open Participants menu

Welcome, Meet Your Hosts



Hersh Steinberg
Managing Principal
HSteinberg@eab.com



Susan Woda
Managing Principal
SWoda@eab.com



- 1 Welcome and Opening Remarks
- 2 Meet your Facilitators
- 3 Future President Introductions and Breakout
- 4 Pandemic Ripple Effects
- 4 Closing Remarks and Next Session Reminder



Education's Trusted Partner to Help Schools and Students Thrive



Your Imperatives Determine Ours

INSTITUTIONAL STRATEGY

Prepare Your Institution for the Future

Executive guidance rooted in research to support your strategic priorities

MARKETING AND ENROLLMENT

Achieve Your Enrollment and Growth Goals

Tailored partnerships powered by a recruitment ecosystem with unrivaled reach to enroll your future classes

STUDENT SUCCESS

Build a Student-Centric Campus

Technology trusted by 850 schools to retain, graduate, and empower more students

DIVERSITY, EQUITY, AND INCLUSION

Advance DEI on Campus and in Your Community

Technology, research, and bold initiatives to strengthen your DEI strategy and eliminate equity gaps

DATA AND ANALYTICS

Embrace Digital Transformation

Data and analytics solutions built for higher education to guide decisions and accelerate innovation

We partner with **2,500+** institutions to accelerate progress and enable lasting change.

95%+ of our partners return to us year after year because of results we achieve, together.

Rules of Engagement

What you need to know...

- This is a safe space to discuss all topics, ideas, and insights: speak up, raise your hand, ask
- Consider this your favorite “BRAG-FREE” Zone
- Sessions will be recorded and shared in follow-up with all cohort participants
- Breakouts will NOT be recorded, but we will have notetakers join the discussion to take notes for follow-up, as appropriate
- PowerPoint slides, recordings and resources will be shared in follow-up



A Preview of the Intensive's Curriculum

VIRTUAL SESSIONS

September 19, 2023

1:00–3:00 pm ET

*Welcome and
Introductions*

October 3, 2023

1:00–3:00 pm ET

*President as
Advocate*

October 17, 2023

1:00–3:00 pm ET

*President as
Storyteller*

September 26, 2023

1:00–3:00 pm ET

*President as
Leader and Coach*

October 10, 2023

1:00–3:00 pm ET

*President as
Enrollment Strategist*

IN-PERSON SESSION | Day 1 & Day 2

Monday, October 23, 2023, at 12 pm ET

Tuesday, October 24, 2023, at 9 am ET

*President as
Visionary*

OPTIONAL SESSION (VIRTUAL)

Tuesday, October 31, 2023

1:00 am–3:00 pm ET

Search Firms Panel

Get to Know Your Cohort

A few things to note about this group...

We hope to achieve several goals as part of the Intensive:

Explore the intricacies of today's presidency, and consider how the role might fit with your own career aspirations

Hear from current college and university presidents about their experiences, style, strengths and challenges, and road to the position

Learn to navigate the recruitment, hiring, and transition process into the presidency

Expand your professional network, by connecting with senior-level executives and colleagues across the industry

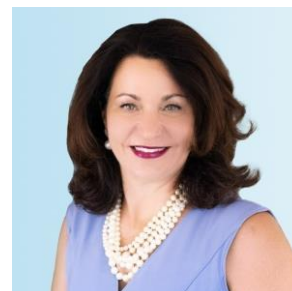
Your Facilitators



Vashae Dixon, Ph.D.
Senior Director
Strategic Research
Teal Cohort



Anthony Mitchell
Senior Director
Research Partner Success
Green Cohort



Amy Schwartz, Ed.D.
Principal & Managing Director
Office of the President
Orange Cohort



Hersh Steinberg
Managing Principal
Office of the President
Blue Cohort



Angela Street
Director
Research Advisory Services
Purple Cohort



Susan Woda
Managing Principal
Office of the President
Red Cohort

Breakouts/Introductions

Let's Connect in Our Breakouts!

1. Introduce yourself
2. Share what you hope to gain from this year's Intensive

Welcome Our Guest



Ed Venit, Ph.D.

Managing Director
EVenit@eab.com





The Pandemic Ripple Effects

A Long-Term Perspective on Student Success Following
the Pandemic and What Actions You Can Take Now



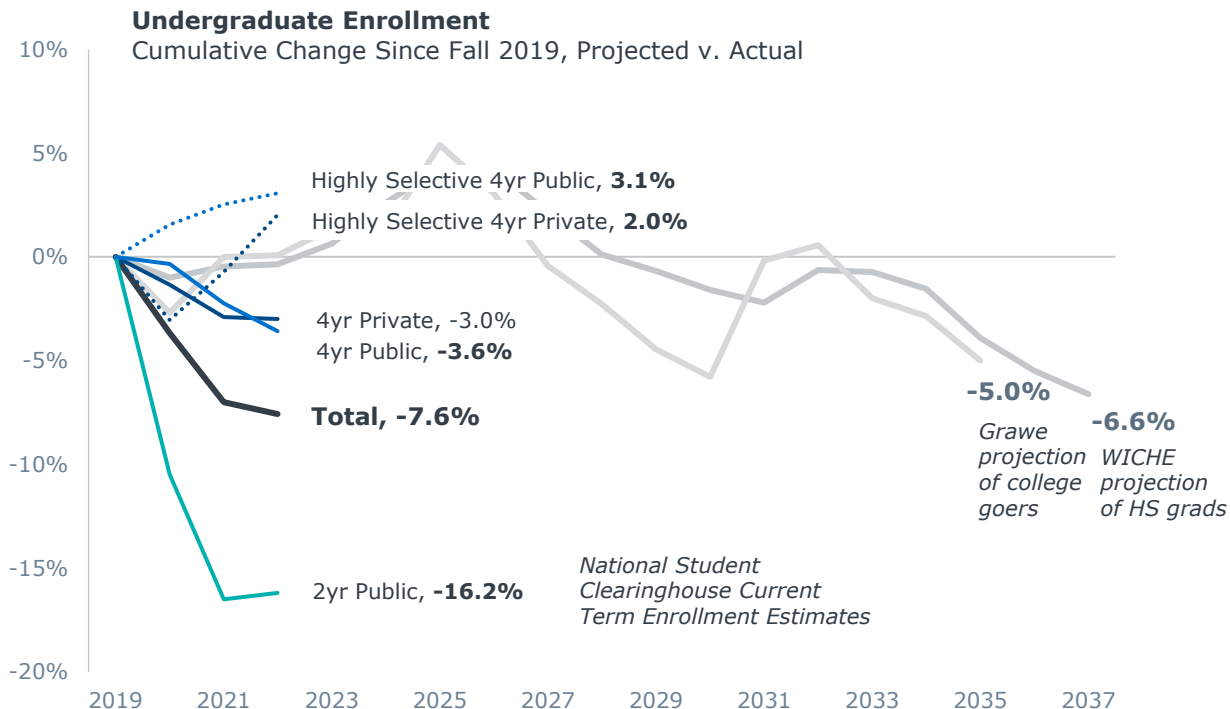


**KEEP HOPING
FOR A RETURN
TO THE PAST**

**BUILD A NEW
EXPERIENCE FOR
TOMORROW**

Pandemic Enrollment and Beyond

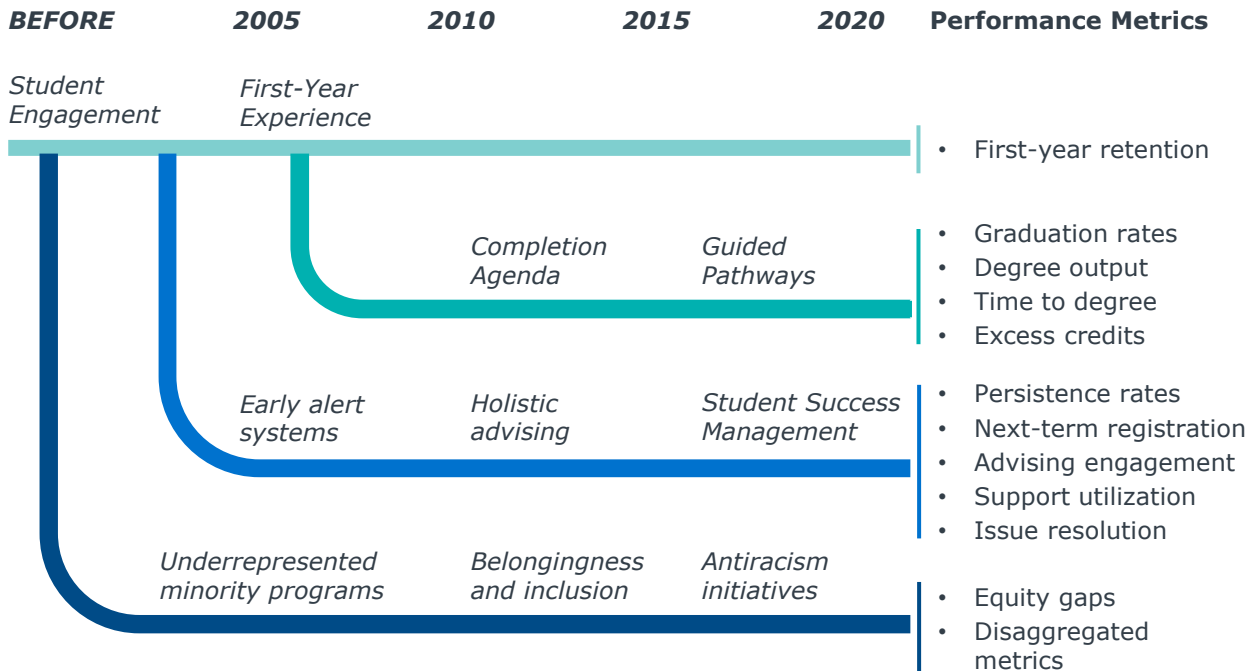
The Demographic Cliff Is Already Here



Sources: National Student Clearinghouse "Current Term Enrollment Estimates, Feb 2, 2023"; WICHE "Knocking at the College Door"; Nathan Grawe "The Agile College"; EAB interviews and analysis.

Evolution of How We Measure Student Success

Our Focus Has Expanded Over Time, as Have Our Key Performance Metrics



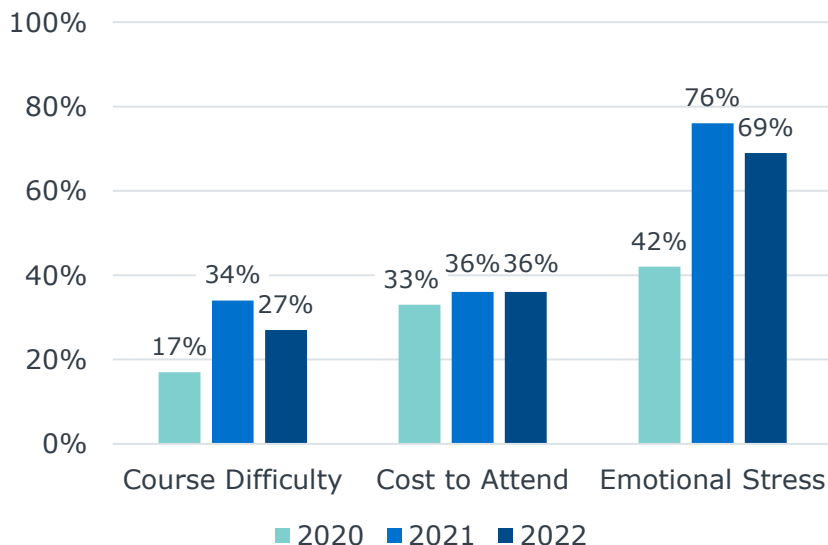
A Growing Threat to Retention

More Students Consider Stopping Out; Emotional Stress Is the Big Driver

BA/BS students who considered stopping out in the prior 6 mos



Top reasons cited by BA/BS students for why they considering stopping out



Source: Gallup [The State of Higher Education 2022 Report](#);
Gallup [The State of Higher Education 2023 Report](#); EAB interviews and analysis.

Unfinished K-12 Learning

Disruptions Could Ripple Through Education for Years, but It's Far Too Early to Know the Extent

Class of 2023

High School Seniors



Critical Milestones



High School
Graduation

Source: Brookings Institute, [How Has the Pandemic Affected High School Graduation and College Entry?](#); Curriculum Associates, [The State of Student Learning in 2022](#); Elaine Allensworth and John Q. Easton, *The on-track indicator as a predictor of high school graduation*, UChicago Consortium on School Research, 2005; Ann E. Casey foundation (2010), "[Early Warning: Why Reading by the End of Third Grade Matters](#)"; EAB interviews and analysis.

Unfinished K-12 Learning

Disruptions Could Ripple Through Education for Years, but It's Far Too Early to Know the Extent

Class of 2023
High School Seniors

Class of 2027
Eighth-Graders

Critical Milestones



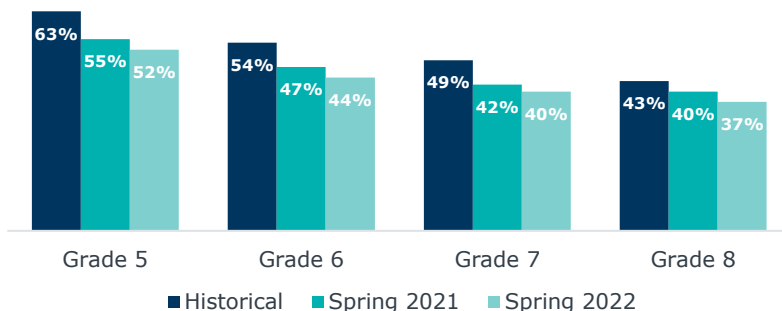
High School
Graduation



High School
Algebra

Foundational Math Further Declined in 2022

Percentage of Students Achieving Fundamental Math Skills



Source: Brookings Institute, [How Has the Pandemic Affected High School Graduation and College Entry?](#); Curriculum Associates, [The State of Student Learning in 2022](#); Elaine Allensworth and John Q. Easton, *The on-track indicator as a predictor of high school graduation*, UChicago Consortium on School Research, 2005; Ann E. Casey foundation (2010), ["Early Warning: Why Reading by the End of Third Grade Matters"](#); EAB interviews and analysis.

Unfinished K-12 Learning

Disruptions Could Ripple Through Education for Years, but It's Far Too Early to Know the Extent

Class of 2023
High School Seniors

Class of 2027
Eighth-Graders

Class of 2032
Third-Graders

Critical Milestones



High School
Graduation



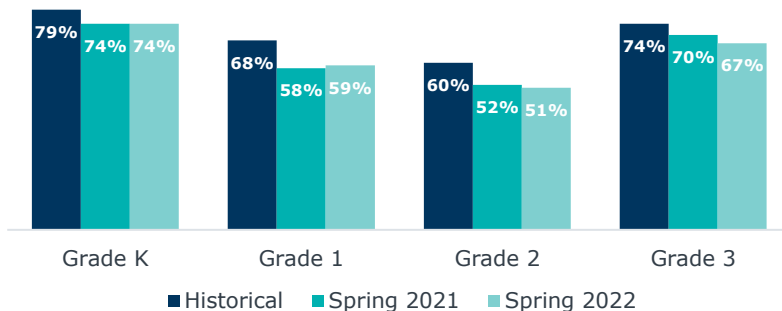
High School
Algebra



3rd Grade
Reading

Early Reading Showed No Improvement in 2022

Percentage of Students Achieving Fundamental Reading Skills



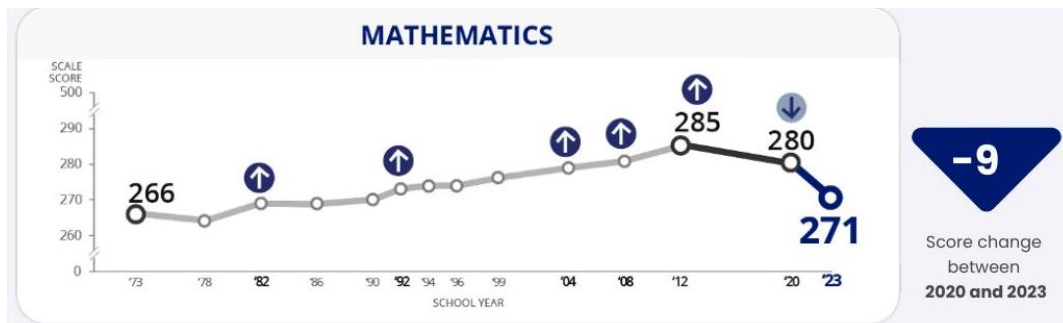
Source: Brookings Institute, [How Has the Pandemic Affected High School Graduation and College Entry?](#); Curriculum Associates, [The State of Student Learning in 2022](#); Elaine Allensworth and John Q. Easton, *The on-track indicator as a predictor of high school graduation*, UChicago Consortium on School Research, 2005; Ann E. Casey foundation (2010), ["Early Warning: Why Reading by the End of Third Grade Matters"](#); EAB interviews and analysis.

A Challenging Math Problem

Pandemic-Era Unfinished Learning May Impact Retention in the Late 2020s

National Assessment of Educational Progress (NAEP)

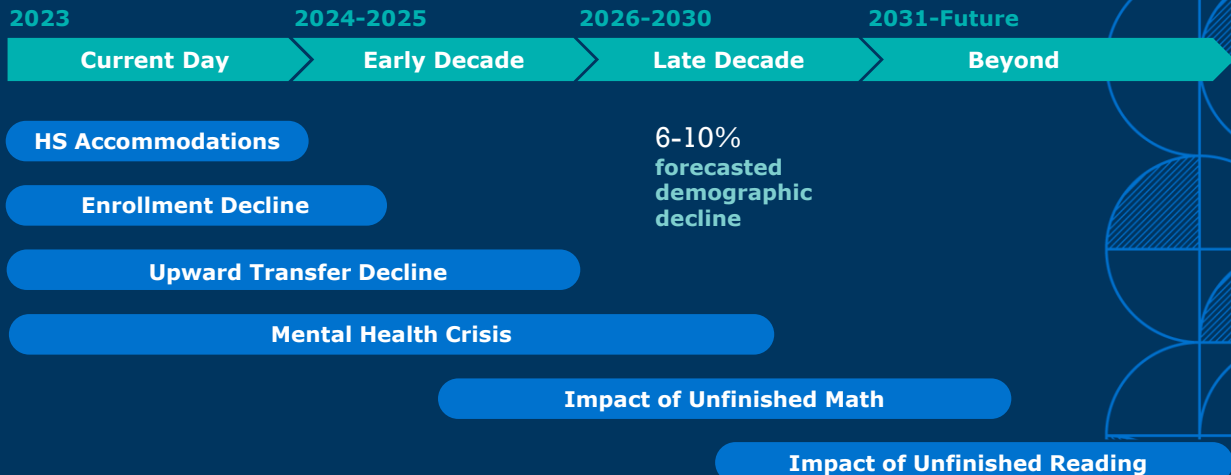
13 year-olds (entering 9th grade)



| Cohort Entering College | What Do We Know? |
|-------------------------|---|
| 2024 | These cohorts likely had their algebra learning impacted, but the lack of high school assessments makes it hard to gauge the extent |
| 2025 | |
| 2026 | |
| 2027 | This cohort was deeply impacted and is recovering slowly |
| 2028 | Tests indicate that these cohorts were the most impacted in elementary school but are also showing a strong recovery |
| 2029 | |
| 2030 | |
| 2031 | Test scores suggest this is when things may return to “normal” |
| 2032 | |

Speculating About the Future

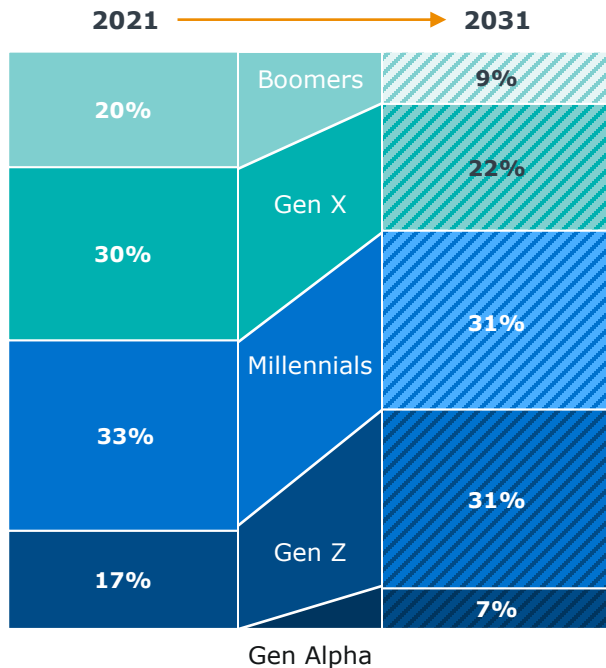
Possible Pandemic Ripples



Preparing for a Five-Generation Workforce

Talking 'Bout Your Generations

Current and Projected Higher Ed Workforce Composition by Generation, 2021-2031



Discussion:

What might the generational turnover in leadership mean for colleges?

Discussion:

What might the transition to a digital native workforce mean for student success?

Lifecycle Approach to Enrollment

Steps Your School Can Take to Reduce Barriers to Recruitment and Success



Challenges Encountered at Each Stage

Passive Marketing

Reliant on nontargeted methods like billboards and bus stops

Complex Onboarding

Many steps in the process increase melt before classes start

Staffing

High turnover and vacancy rates impact ability to serve students

Manual Processes

Lack of virtualization and automations discourage students

Proven Practices from EAB Partners Using Navigate

Outreach to all students who expressed interest in applying in the past several years with **accurate, actionable lists**

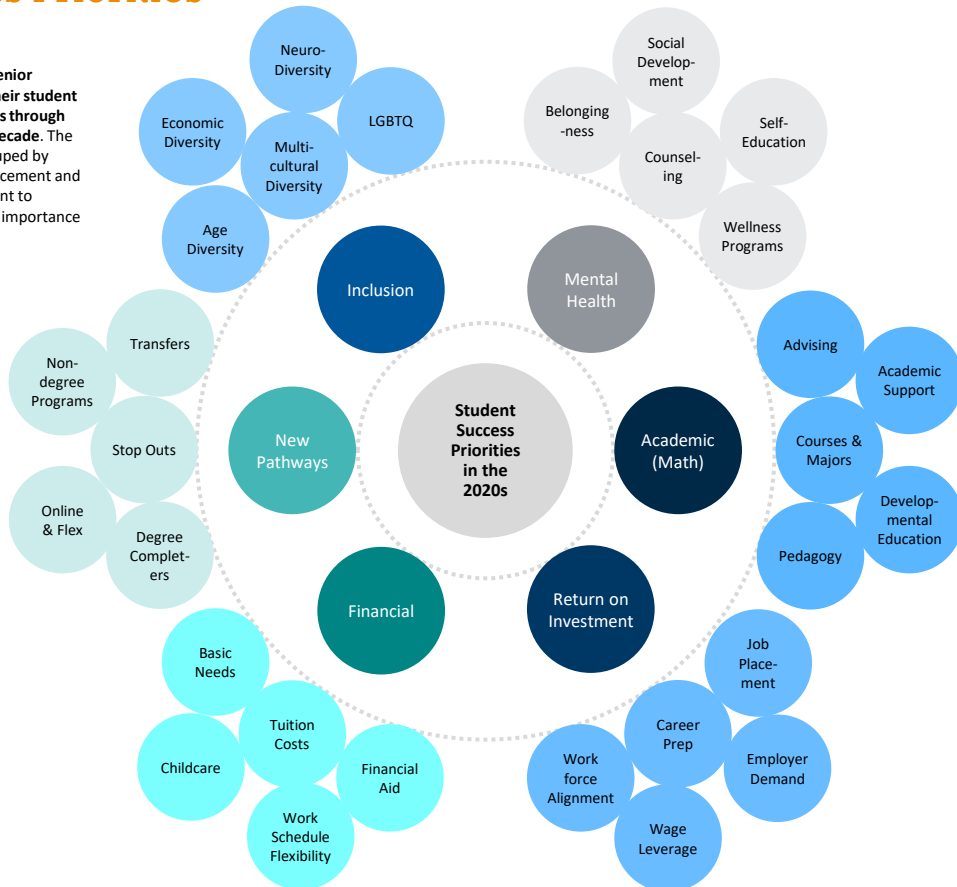
Proactively monitor enrolled students to reduce summer melt and support retention with **campaigns, early alerts, and more**

Support students at scale by creating **dynamic academic plans** and coordinating with other staff on **alerts and interventions**

Equip students with personalized to-do lists and other **self-service tools** to engage with campus resources and stay on track

Future of Student Success Priorities

We asked 30+ senior leaders about their student success priorities through the end of the decade. The bubbles are grouped by theme. Their placement and size are not meant to indicate relative importance or commonality.





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**BUILD A NEW
EXPERIENCE FOR
TOMORROW**

Looking Ahead...

I: Welcome and Introductions

Tuesday, September 19, 2023 (virtual)

II: President as Leader and Coach

Tuesday, September 26, 2023 (virtual)

III: President as Student Advocate

Tuesday, October 3, 2023 (virtual)

IV: President as Enrollment Strategists

Tuesday, October 10, 2023 (virtual)

V: President as Storyteller

Tuesday, October 17, 2023 (virtual)

VI: President as Visionary

Tuesday, October 23-24, 2023, in Washington, DC

Optional: Search Firm Panel

Tuesday, October 30, 2023 (virtual)



This Week's Journal Assignment

Take a few minutes to reflect in advance of next week...

1. As you review the Intensive's curriculum, which persona excites you most about the presidency? Which one brings you the most anxiety? And why...
2. Take a few minutes to read through the biographies of your fellow Intensive participants. Identify TWO individuals that you'd like to get to know more and/or reconnect with for a 30-minute virtual coffee.

Send them an email and start scheduling!

II: President as Leader & Coach | Board Relations

Tuesday, September 26 | 1 – 3 pm ET (virtual)



Dr. Chris Roellke
Stetson University
President



Savon Sampson
EAB Strategic Research
Senior Director



Dr. David Attis
EAB Strategic Research
Managing Director



Dr. Lori Stewart Gonzalez
Ohio University
President



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