

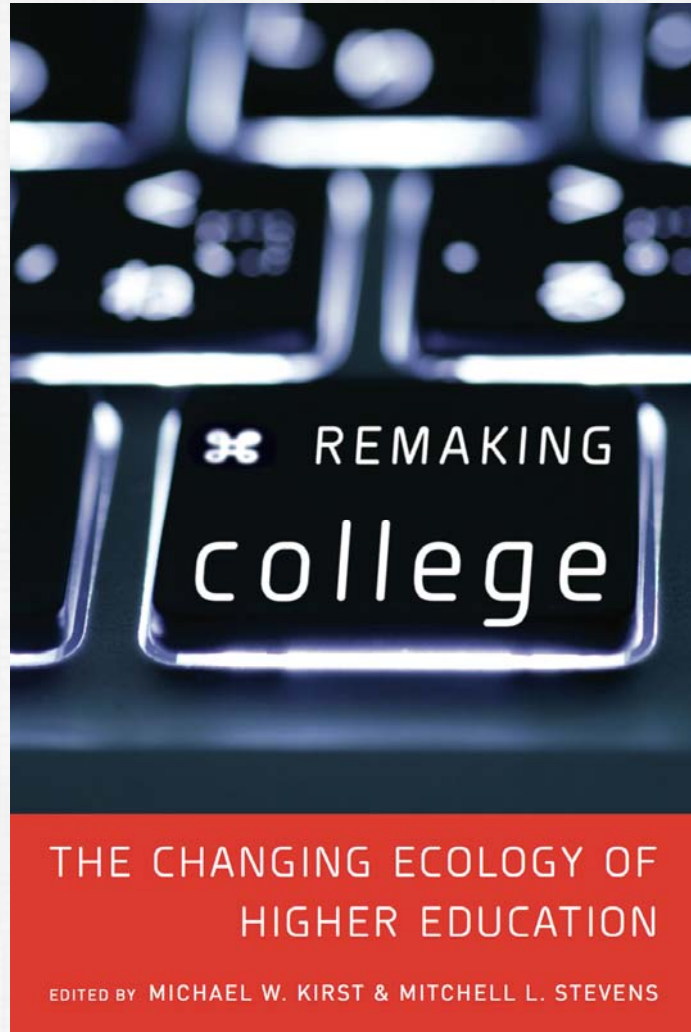
# THE CHANGING ECOLOGY OF US HIGHER EDUCATION

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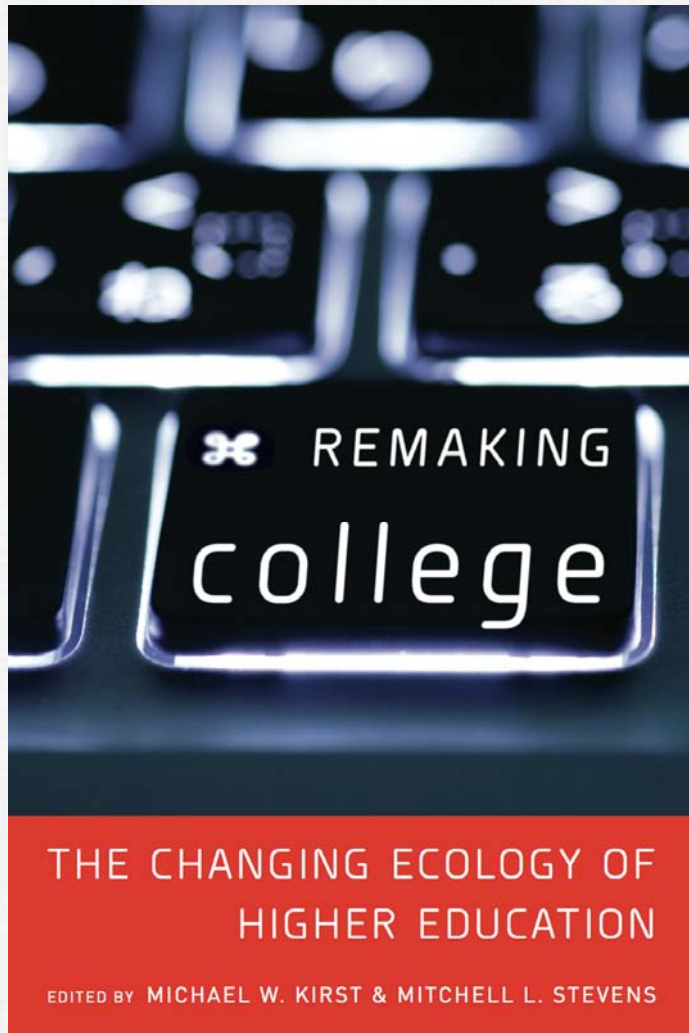
# e.col.o.gy

“relationship between a group of living things and their environment.”

**relationship between a group of living things and their environments.**

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- local
- national
- global



# overview

1

three epochs of US  
higher education

2

why delivering higher  
education is harder  
now than ever before

3

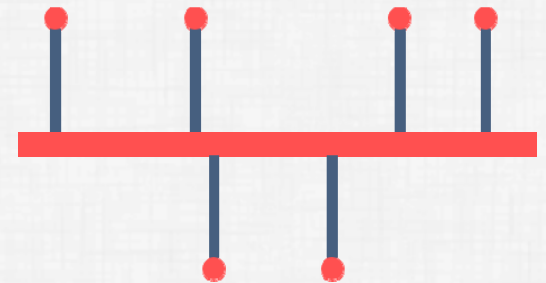
where US higher  
education is headed

4

why now is a great  
time to be in higher  
education

# 1

## THREE EPOCHS of US higher education



# associational

- colonial era forward
- entrepreneurial anarchy
  - multiple incentives to build schools
  - no national or inherited monopoly
  - growing population and expanding frontier
- associations specify identity and enable cooperation in a complicated ecology



# national service

- World Wars I, II, and Cold War
- higher education provides:
  - technical and managerial knowledge
  - reward and accommodation for veterans
  - arsenal to fight for geo-political supremacy
  - an American style of welfare
- schools as servants/arms of government



# market

- latter decades of 20<sup>th</sup> century
- gradual erosion of government support for basic infrastructure
- unabated cost/price escalation in tuition





# market

- transfer of costs to students and families
- ever more national/transnational flows of students
- new entrants into the ecology



2

why it's

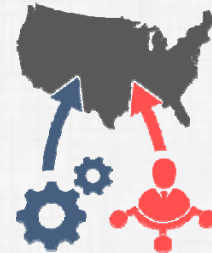
**HARDER NOW**

than ever



# why it's harder now than ever

- the epochs are cumulative— we now have all three simultaneously
- can't rely on steady funding from government sources
- need to be both service- and market-oriented
- need to operate locally, nationally, and globally



3

where we're  
**HEADED**

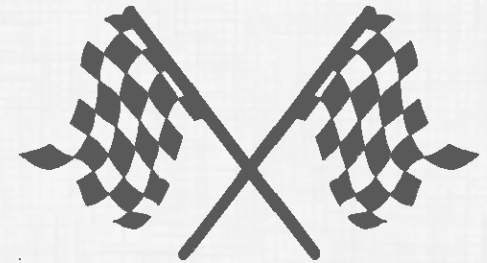


# where we're headed

- life-long learning
- multiple, hybrid learning platforms
- imperative to measure learning and tangible returns
- expectation of lower unit costs/prices
- ever more competition

4

why now is a  
**GOOD TIME**



# why now is a good time

- life-long learning !
- multiple, hybrid learning platforms !
- emphasis on learning !
- opportunity to measure learning and degree returns !
- expectation of lower unit costs/prices !
- ever more demand !

# learn more at

**Stanford's Year of Learning** | [vptl.stanford.edu/year-learning](https://vptl.stanford.edu/year-learning)

**Education's Digital Future** | [edf.stanford.edu](https://edf.stanford.edu)

**Stanford Lytics Lab** | [lytics.stanford.edu](https://lytics.stanford.edu)