



**NASPA®**

Student Affairs Administrators  
in Higher Education

# Desafíos y Sentido

## 10/23/2017

Kevin Kruger  
President



# NASPA Founded in 1918

100 Year Anniversary!!



# NASPA

## “Student Affairs Administrators in Higher Education”

- 16,000 members
- 2,000 Colleges – 30 Countries
- LAC - MENASA - China
- 70 Conferences & Workshops
- Annual Conference – 7,000
- Book, Journals, Magazine, Online Learning



# A Skydiving Story





# A Skydiving Story





??? !!!







“Don’t Spend The Rest Of Your Life  
Untangling Your Parachute”





# Skydiving Lessons:

Focus on the the important goals - don't waste  
precious time on the extraneous



# BIG ISSUES IN HIGHER EDUCATION

Mental Health

Suicide

Alcohol & Other Drug Prevention

Sexual Violence

Protest & Activism

Social Justice & Equity



# REALLY BIG ISSUES

Achievement Gap

Creating Personal Learning Environments

Leverage Technology

Develop Cross-Cutting Skills

Career Services - Job Readiness

Documenting Learning

Affordability



Achievement Gap

Finance

Activism

Mental Health

Jobs



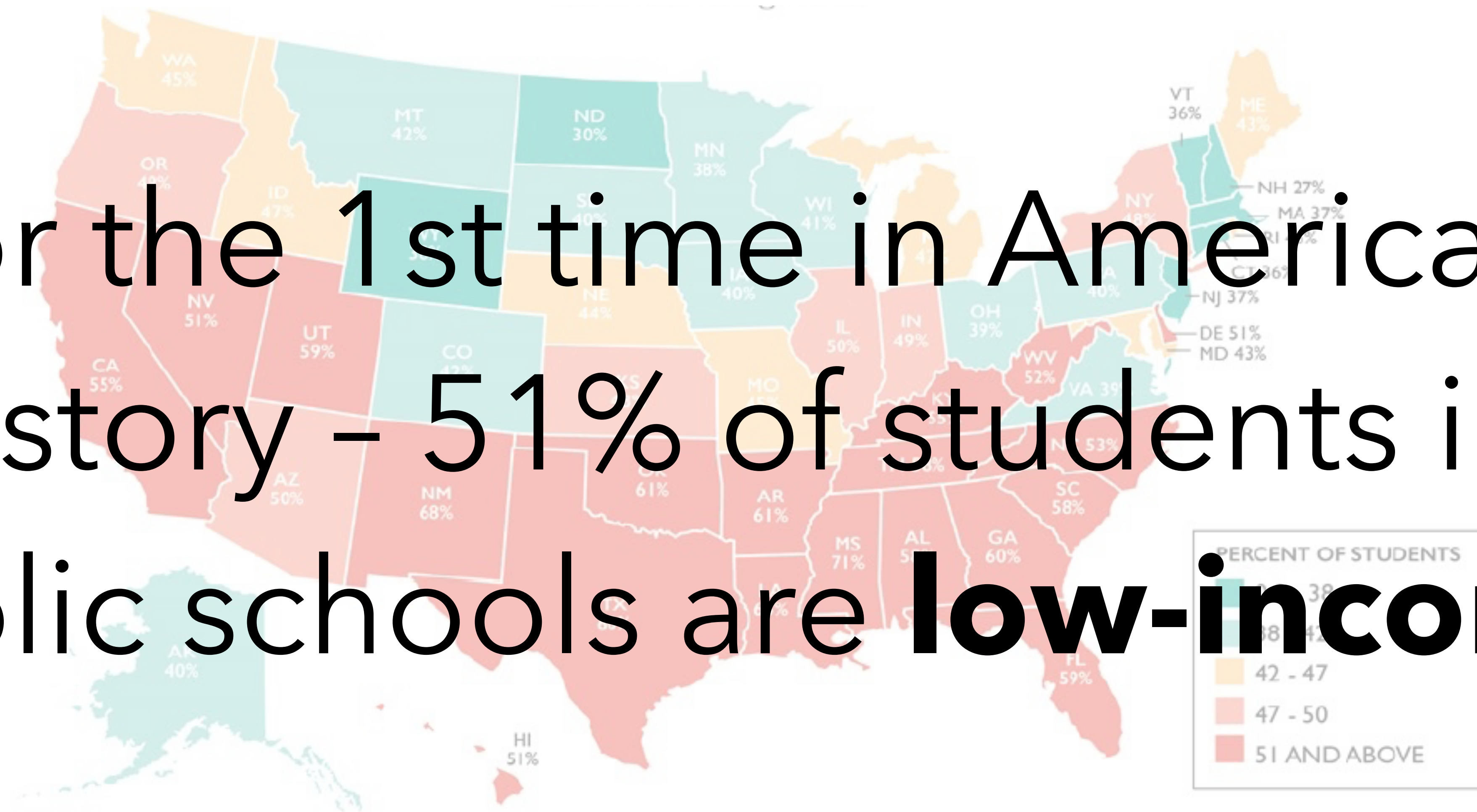
# 33%

## Achievement Gap

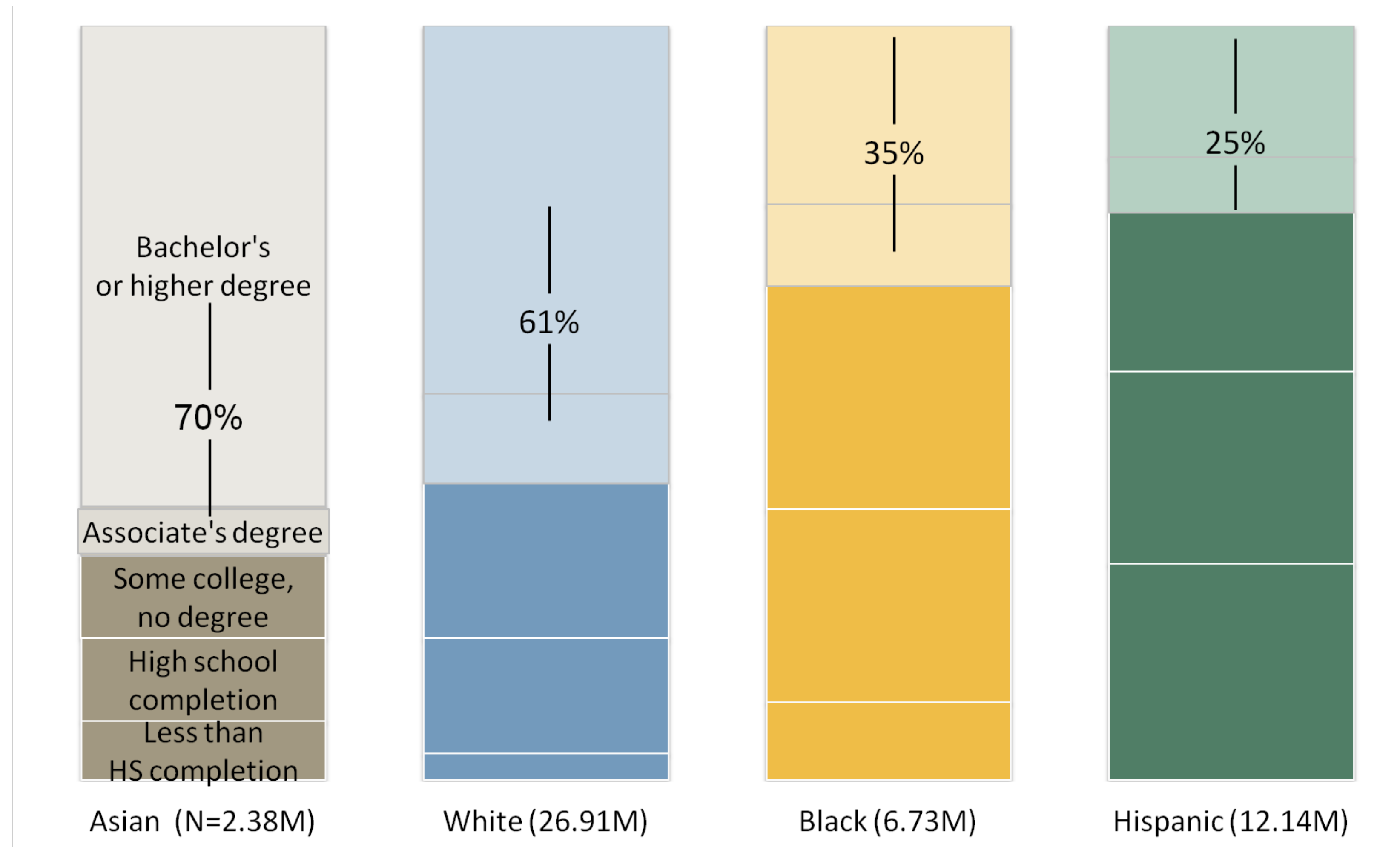
Latin American students from the highest income quintile have a secondary school graduation rate 33 percentage points higher than students from the lowest income quintile."



For the 1st time in American history - 51% of students in public schools are **low-income**

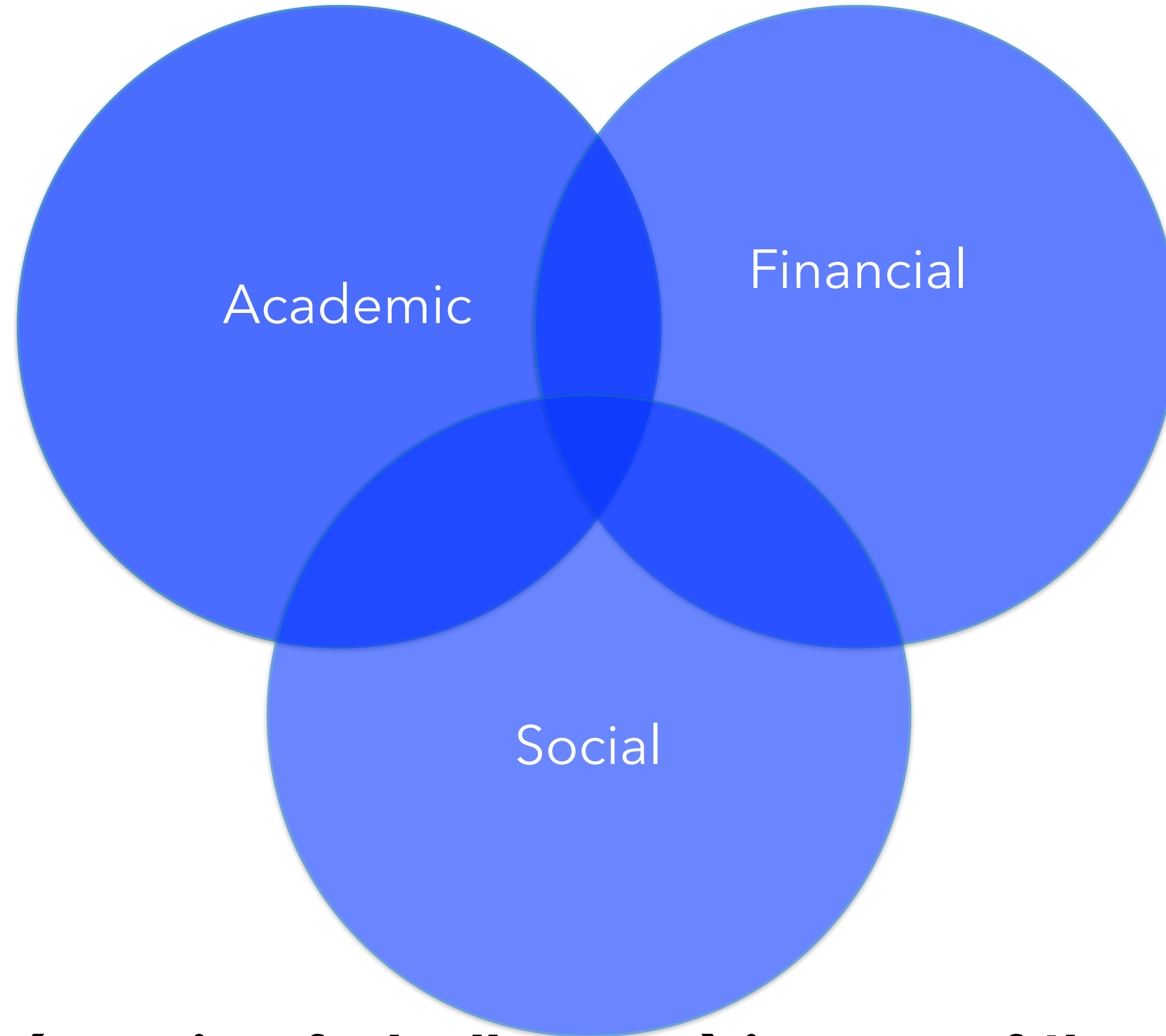


# Children Age 5-17 by Parents' Highest Level Educational Attainment, U.S., 2015





# Why Do Students Fail?

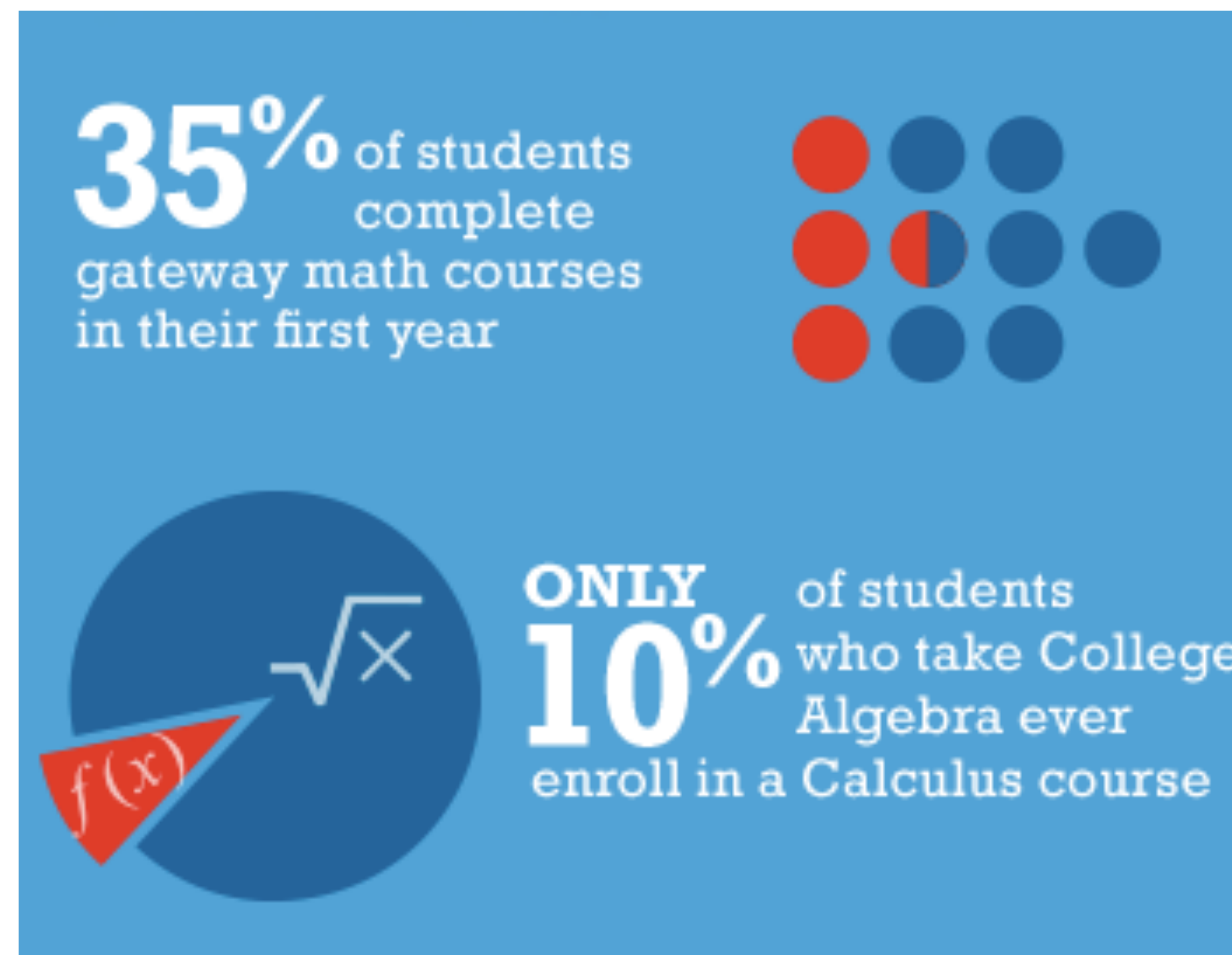


**A challenge (or mix of challenges) in one of three primary areas**



Academic

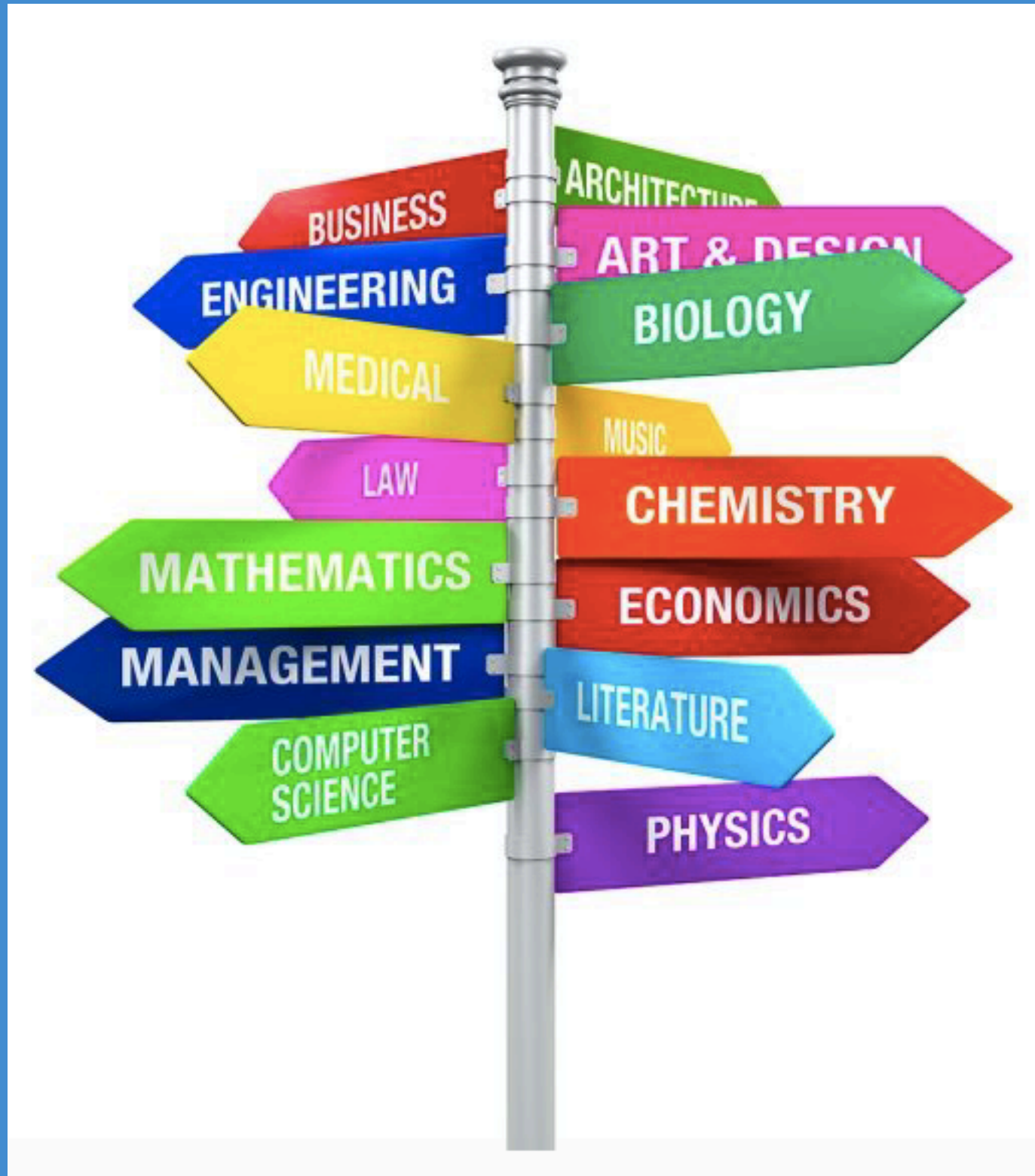




Students complete their introductory college-level math course within the first academic year.

End the practice of advising students into College Algebra if they don't need Calculus for their program.

# Guided Pathways



“Offering students multiple courses and degree options, major choices, and course delivery models . . . may overwhelm students, create barriers to their success, and contribute to their ultimate failure.”



We know a lot of about  
how to help low-income  
and 1st generation  
students **succeed.**





# Personal Contact

Mentoring

Coaching

Personal Attention





# Engagement

Come to campus early

Mandatory first-year programs

Involvement in campus activities

Family Involvement





# Academic, Financial & Career Support

Learning Communities

Early Focus on Career

Progress Towards Degree

Reduce Financial Barriers

Return on Investment & Net Value of Career







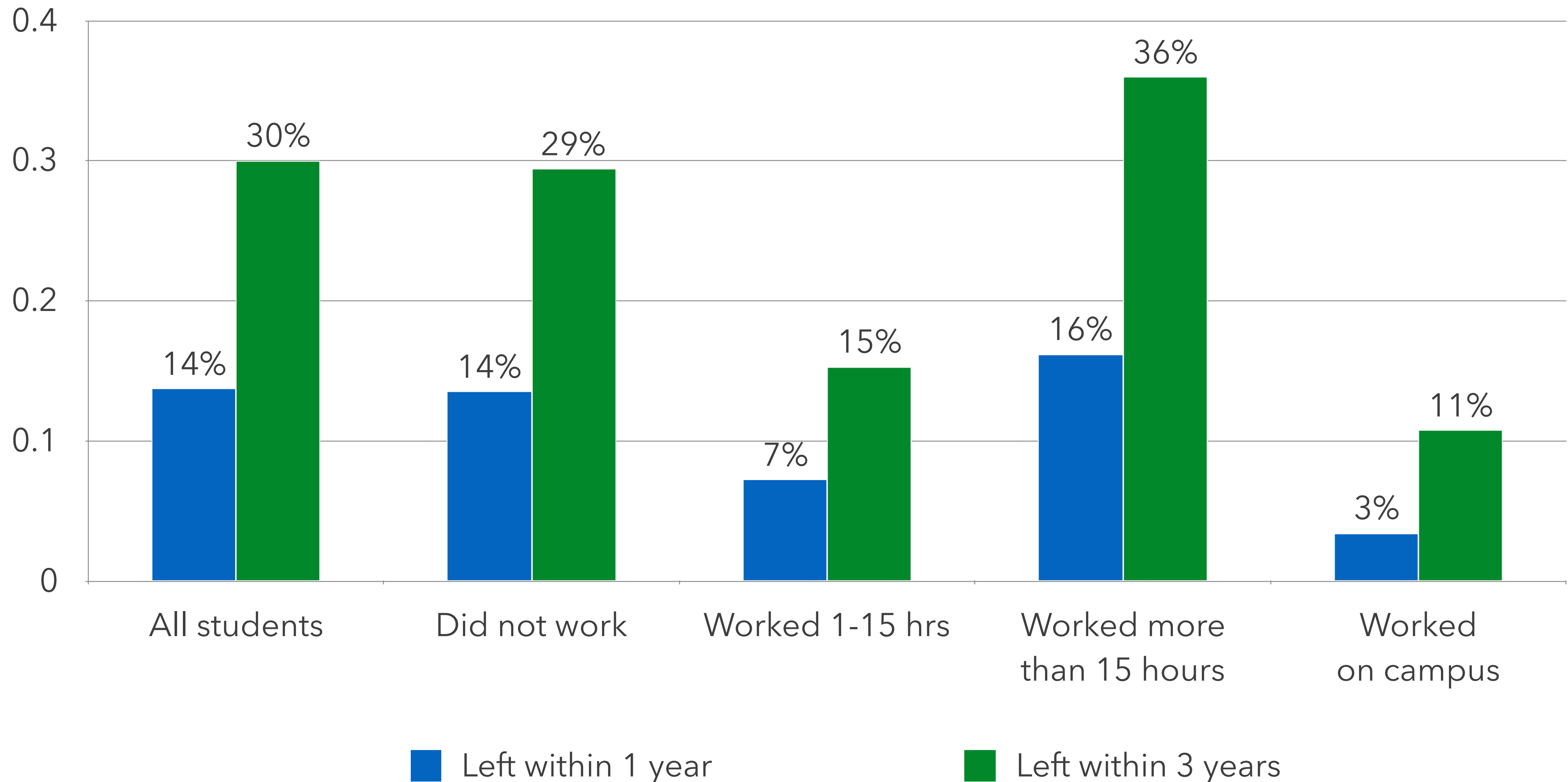
Financial

## A Gallup/Strada poll (2015)

- 60% of college students who left college did so for financial reasons.
- 11% indicated the only reason for dropping out was financial.



# Employment and Attrition



Humanitarian

Food Pantries

Bookstore or Dining  
Vouchers

Unrestricted Small Grants

Emergency Loans

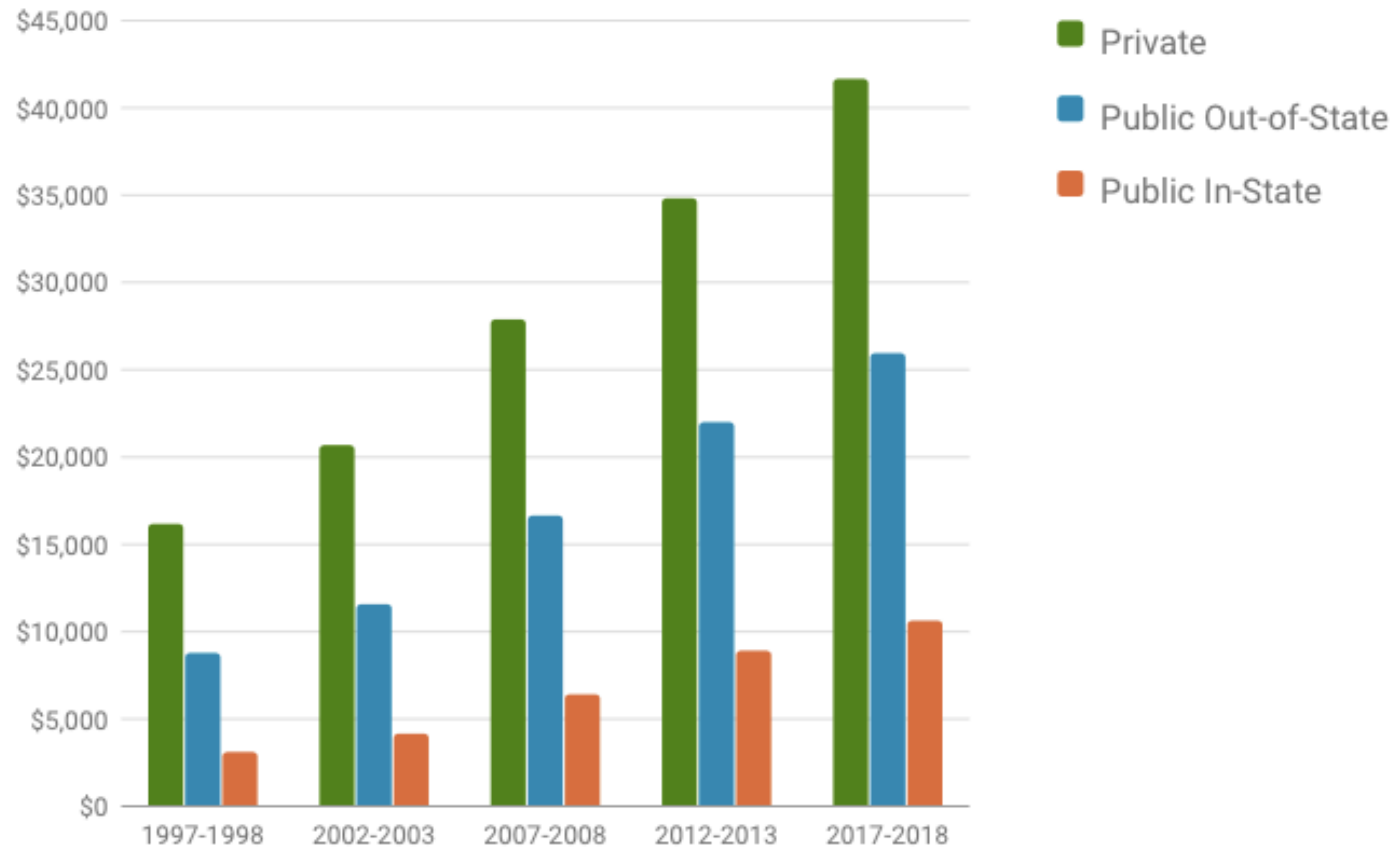
Retention

Completion Grants



# The Fiscal State of HE

# Tuition Growth at National Universities - 20 Years



“See 20 Years of Tuition Growth at National Universities” - US NEWS - 9/20/2017

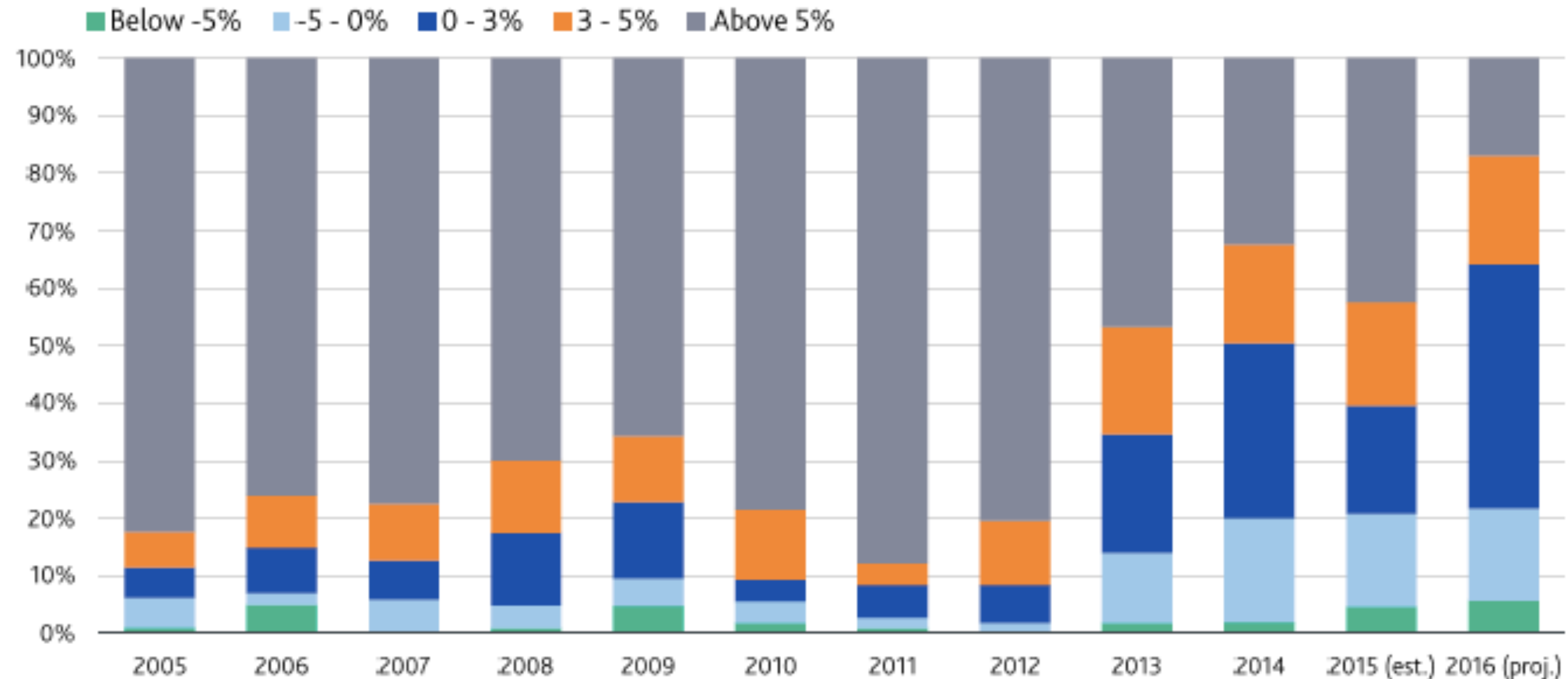


# Financial Stability - Business Officers

	Public	Private
I am confident my institution will be financially stable over the next 5 years.	60%	51%
I am confident my institution will be financially stable over the next 10 years.	46%	49%

# More Public Universities Confront Constrained Net Tuition Revenue Growth

Percent of Public Universities by Change in Net Tuition Revenue



Source: Moody's Investors Service



# 64%

of college and university business officers  
predict that new spending at their  
institution will come from reallocated  
dollars rather than an increase in net  
revenue.

# Mental Health



# Within The Last 12 Months...Students Report Feeling...

**86%**

overwhelmed

**59%**

lonely

**54%**

overwhelming  
anxiety

**42%**

hopeless

**32%**

So depressed it was  
difficult to function

ACHA/NCHA Summary 2013

# Within The Last 12 Months...

**8%**

Seriously considered  
suicide

**80%**

Campus suicides had not sought  
counseling center assistance

ACHA/NCHA Summary 2013, AUCCCD Survey, 2014

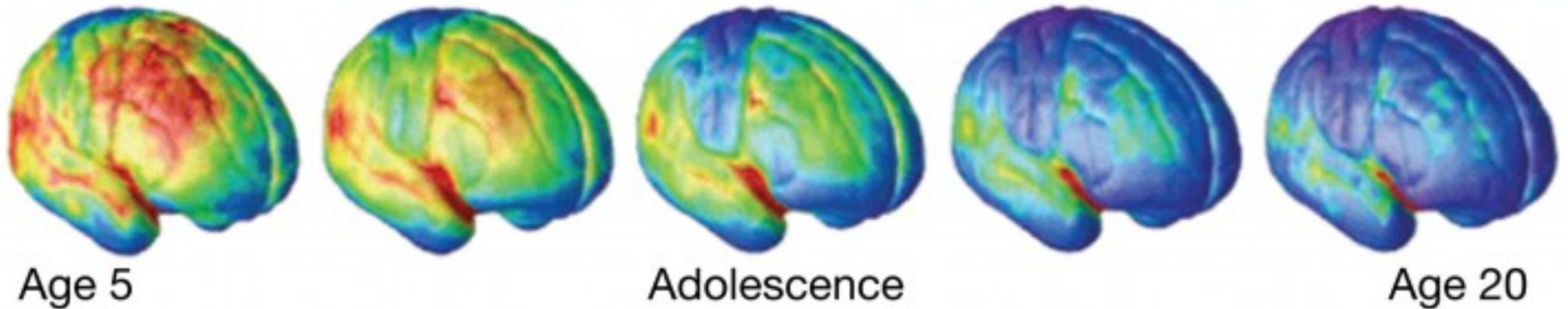


# Why so stressed?

- ♦ Badge of honor – “If I am not stressing, I am not achieving”
- ♦ Academic pressure increasing
- ♦ Uncertain economy
- ♦ Career pressure re: cost
- ♦ Decline in coping skills and less resilience
- ♦ Increased social alienation for an online generation
- ♦ Artificial connectedness
- ♦ Facebook experience – everyone is having a great time

# The Teenage Brain

## Dynamic mapping of human cortical development



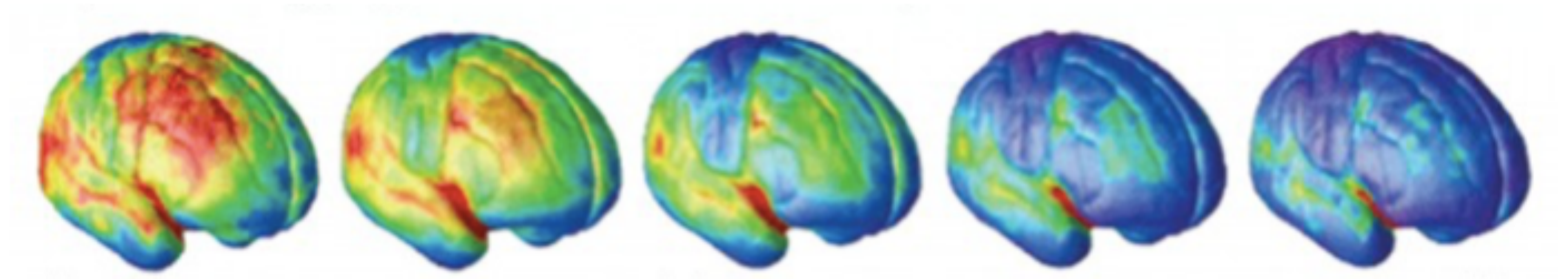
Source: "Dynamic mapping of human cortical development during childhood through early adulthood," Nitin Gogtay et al., Proceedings of the National Academy of Sciences, May 25, 2004; California Institute of Technology.



# Brain is the Last Organ to Develop

Last part of the brain to develop is the pre-frontal lobe decision-making

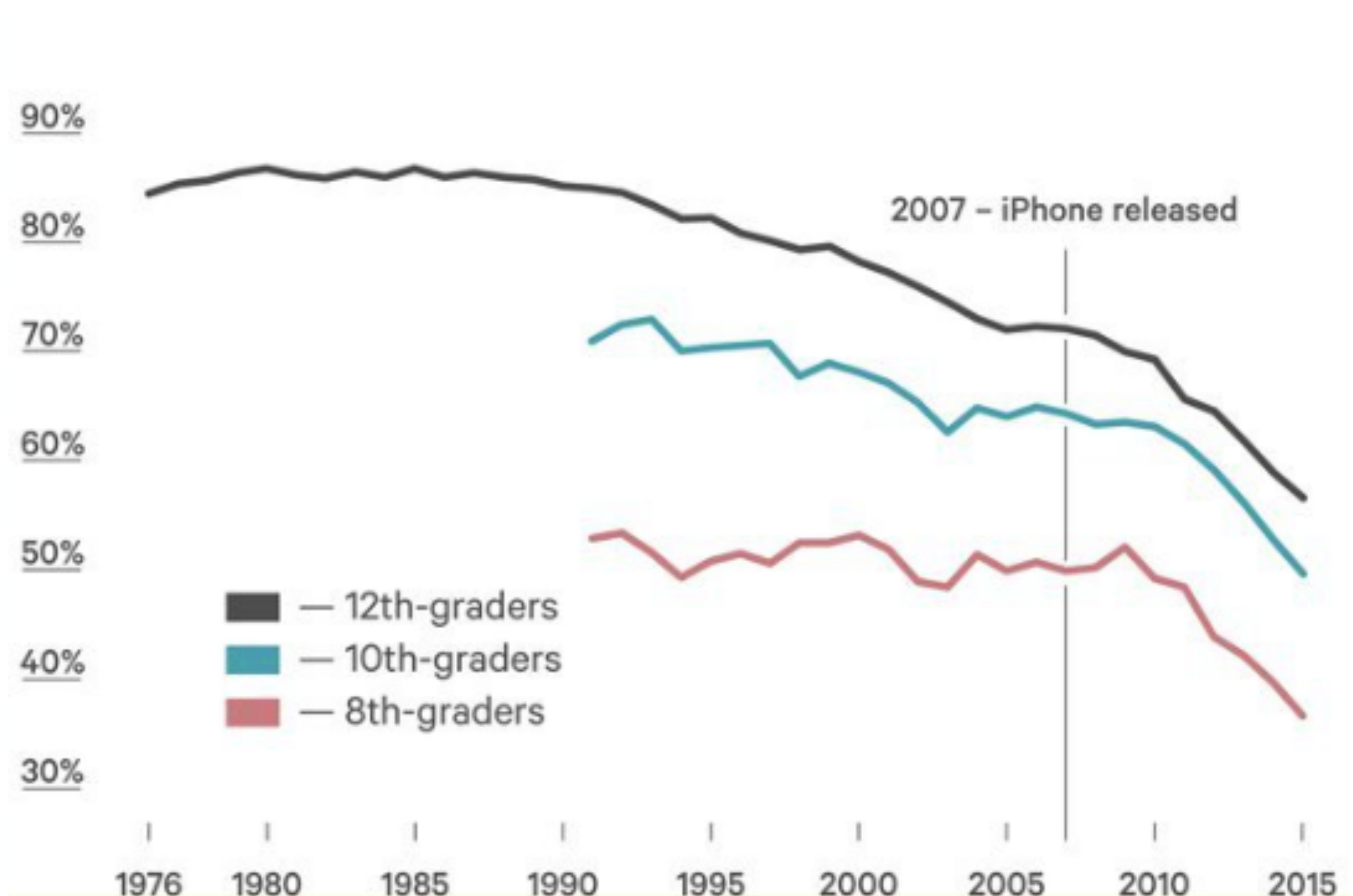
- Impulse-control
- Judgement
- Empathy



Temporal lobe is fully developed

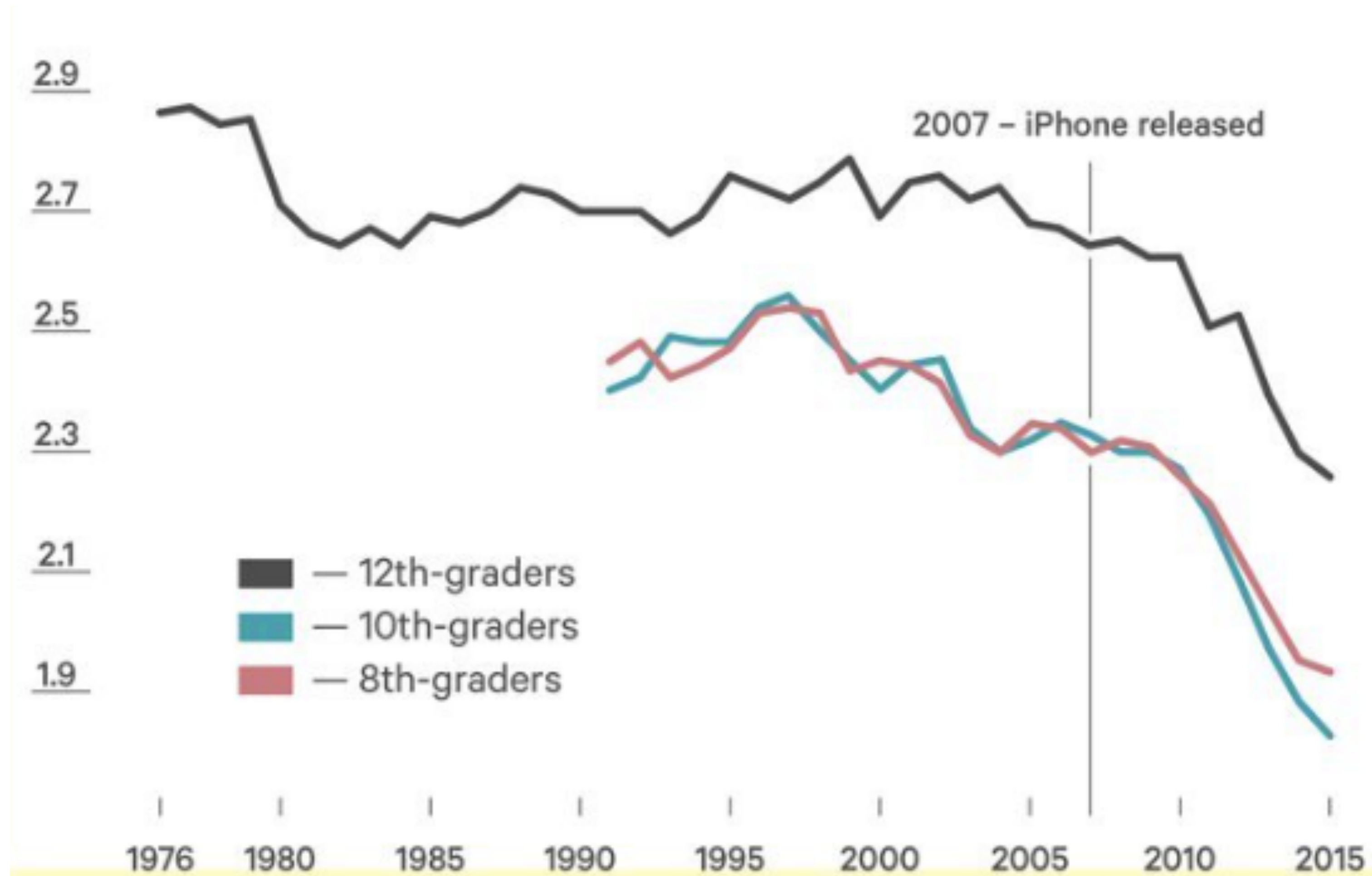
- Reward
- Emotion
- Sensation
- Novelty Seeking

# Percent of Teenagers Who Ever Go On Dates

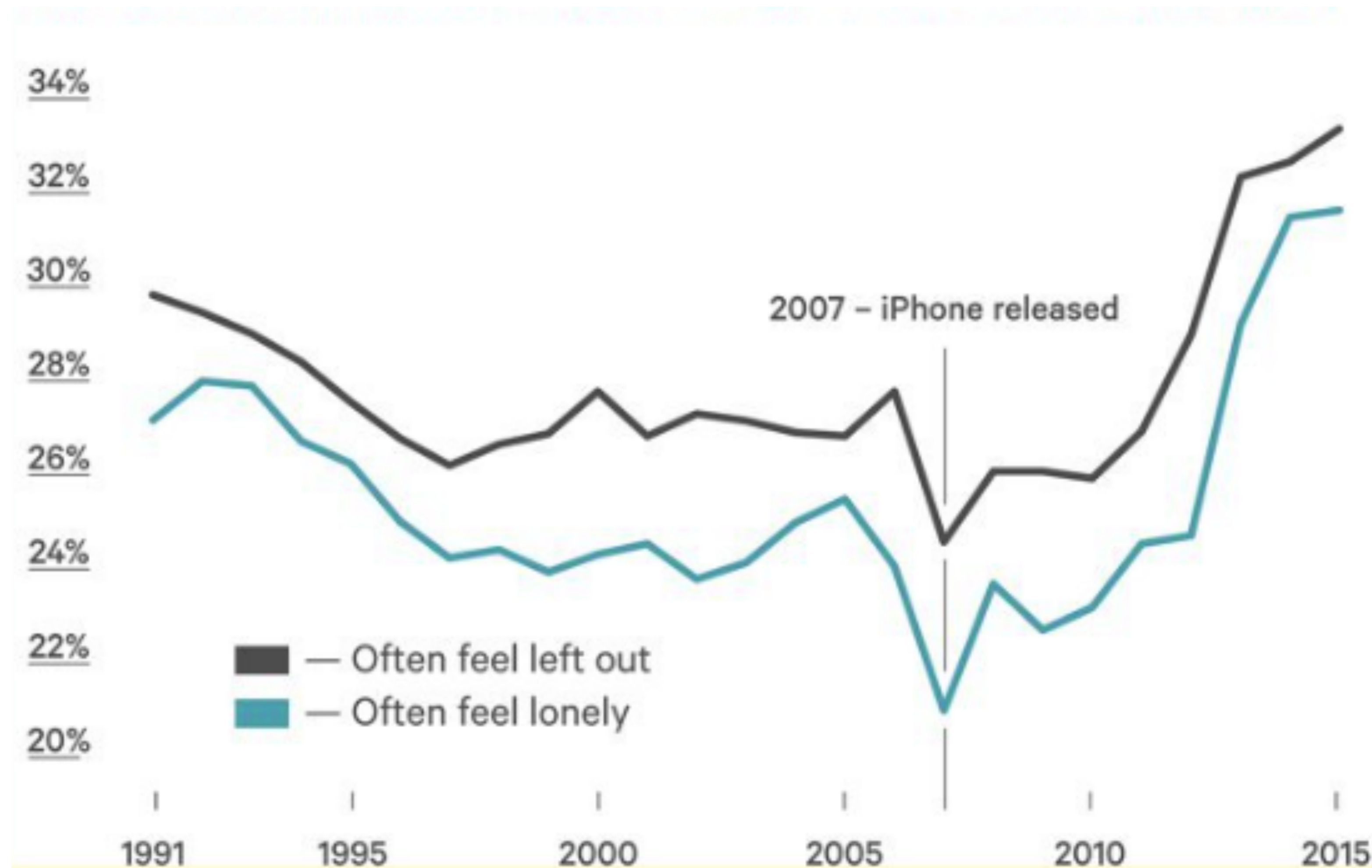




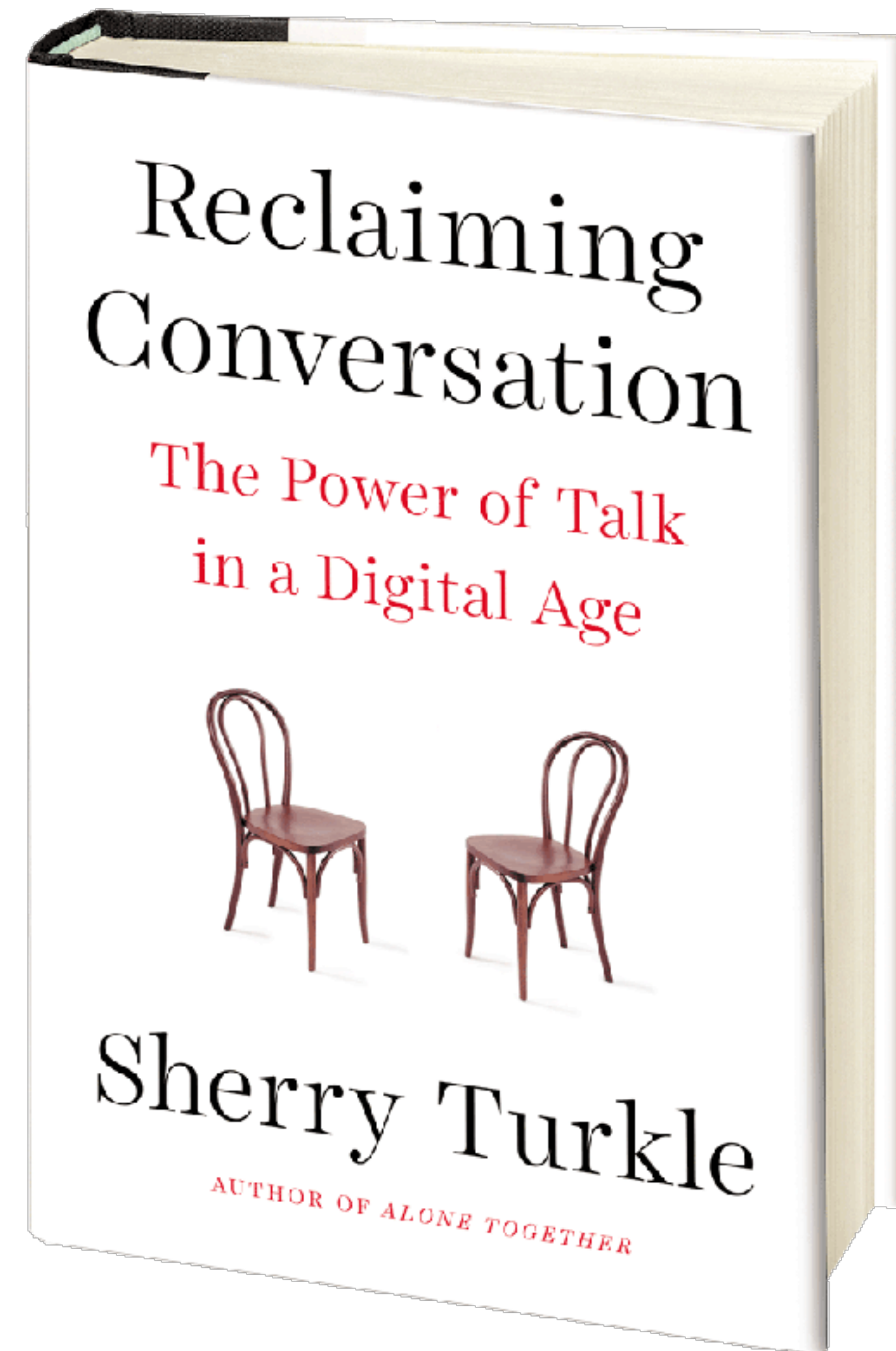
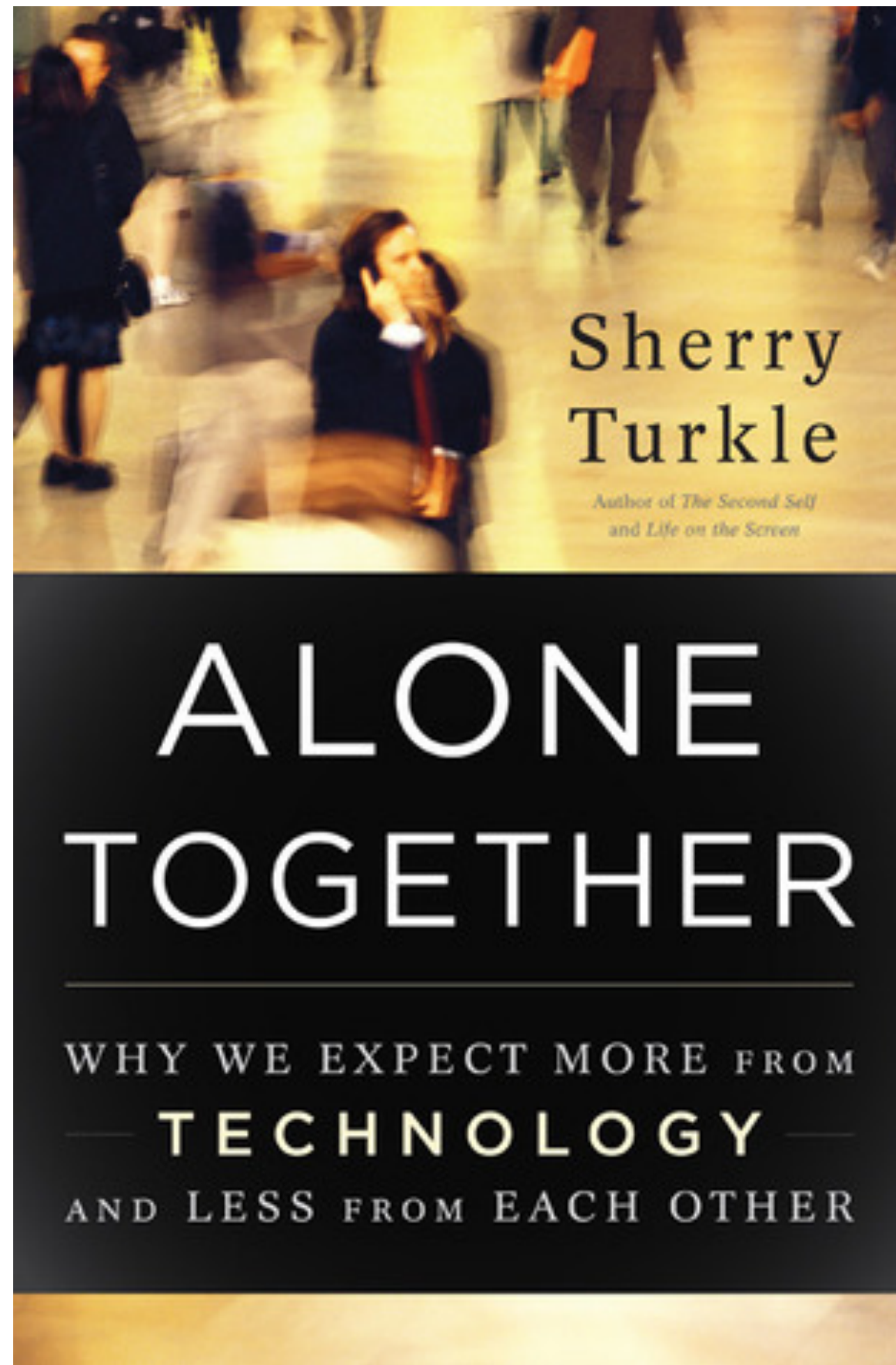
# Times Per Weeks Teenagers Go Out Without Their Parents



# Percentage of 10,11,12th Graders Who Agree or Mostly Agree “I Often Feel Left-out/I Often Feel Lonely”







# Warning Signs for Faculty -Staff

- ◆ Decline in academic performance
- ◆ Pattern of dropping classes
- ◆ Excessive, unexplained absences
- ◆ Severe reaction to poor grade on test or paper
- ◆ Any out-of-character behavior



# **A Focus on Mental Health**

1. Leadership
2. Manage Transitions
3. Educate about resources
4. Develop prevention resources for alcohol and other drugs
5. Educate around sexual violence
6. Understand failure and stress points (mid-terms, homesickness)
7. Mental health clinicians
8. Career guidance and support

Activism





FREE  
EDUCATION

FREE  
EDUCATION

FREE  
EDUCATION

History  
depends on who  
write it.





LA JUSTICIA EN LA  
EDUCACIÓN NO ES UNA UTOPIA





NOT MY  
PRESIDENT

LOVE  
TRUMP  
HATE

BLAME

FUCK

PUSSY GRABS  
BACK



# They Want to Design Their Own World

- **72%** - Colleges should allow students to design their own course of study or major.
- **63%** - College should teach students about entrepreneurship, including how to start a business.
- **42%** Want to work for themselves.





# Post-racial & Unskilled

- **91%** Believe in equality and everyone should be treated equally.
- **30%** of whites and **46%** of minorities say they were raised in families that talk about race.
- **73%** believe that we should talk “more openly” about bias, only **20%** say they’re comfortable doing so.

# The Career & Learning Connection





“Welcome to the Well-Educated-Barista Economy”  
- *Wall Street Journal*

# OECD 2016 Education at a Glance

Adults with a master's, doctoral or equivalent degree earn almost twice as much as those with upper secondary education across OECD countries

Those with a bachelor's or equivalent degree earn 48% more



# “What is College?”

## “It’s like high school, but it is higher”

Is Your First Grader College Ready? NYT - 2014



Which of the following comes closer to your view, even if neither is exactly right?

**49%**

THE PURPOSE OF HIGHER EDUCATION IS TO TEACH PEOPLE HOW TO THINK



**49%**

THE PURPOSE OF HIGHER EDUCATION IS TO PREPARE PEOPLE FOR A SPECIFIC JOB



# Top 3 “Soft Skills” Employers Value

## **Problem Solving**

- Persist until a problem is solved instead of disengaging and giving up
- Resilient workers can evolve and adapt to challenges without casting blame

## **Emotional Control**

- Ability to manage stress and stay productive under pressure
- Manage anxiety, frustration and anger - Most common workplace emotional challenges

## **Purpose**

- Feeling connected to a mission beyond ourselves
- Reframe work in a larger context. Focus on contribution to overall mission of the organization



# GLOBAL UNIVERSITY EMPLOYABILITY STUDY

HIRE ME

**Communication skills**

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**Motivation**

**Adaptability**

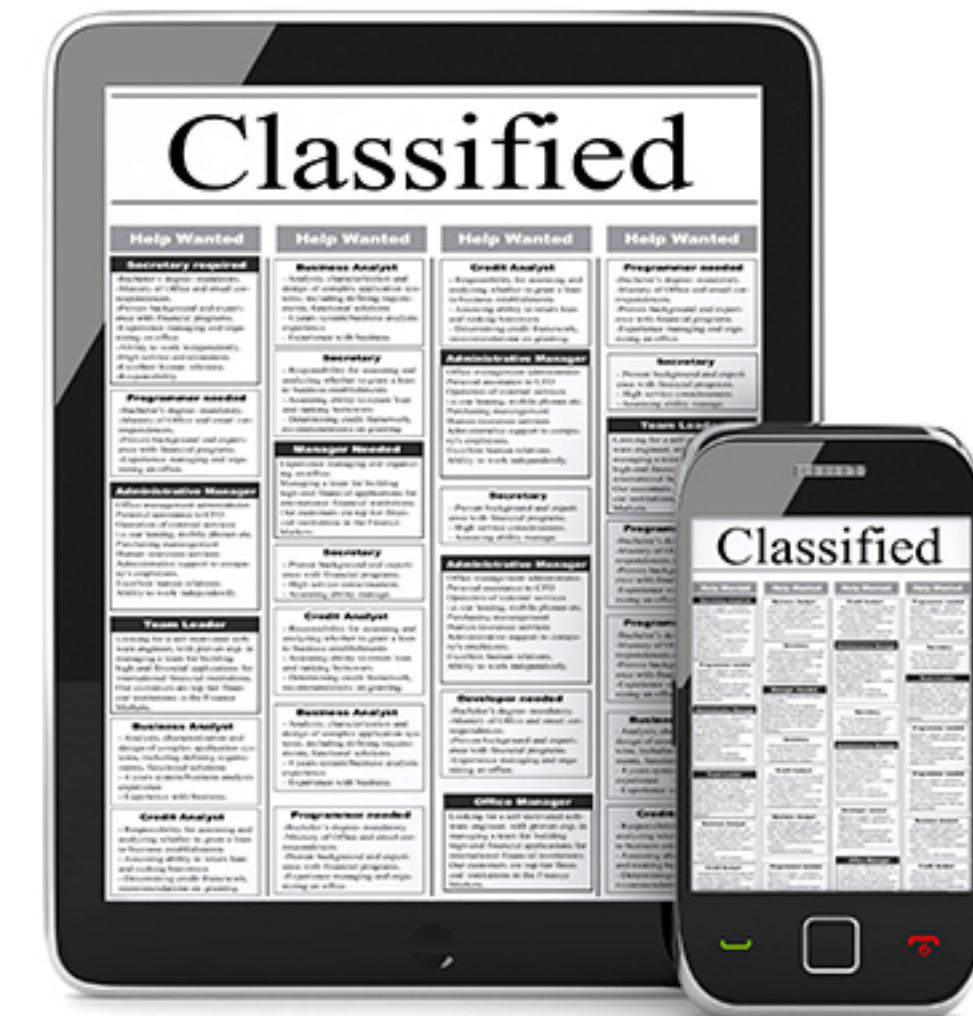
**Ability to work in a team**

**Flexibility**

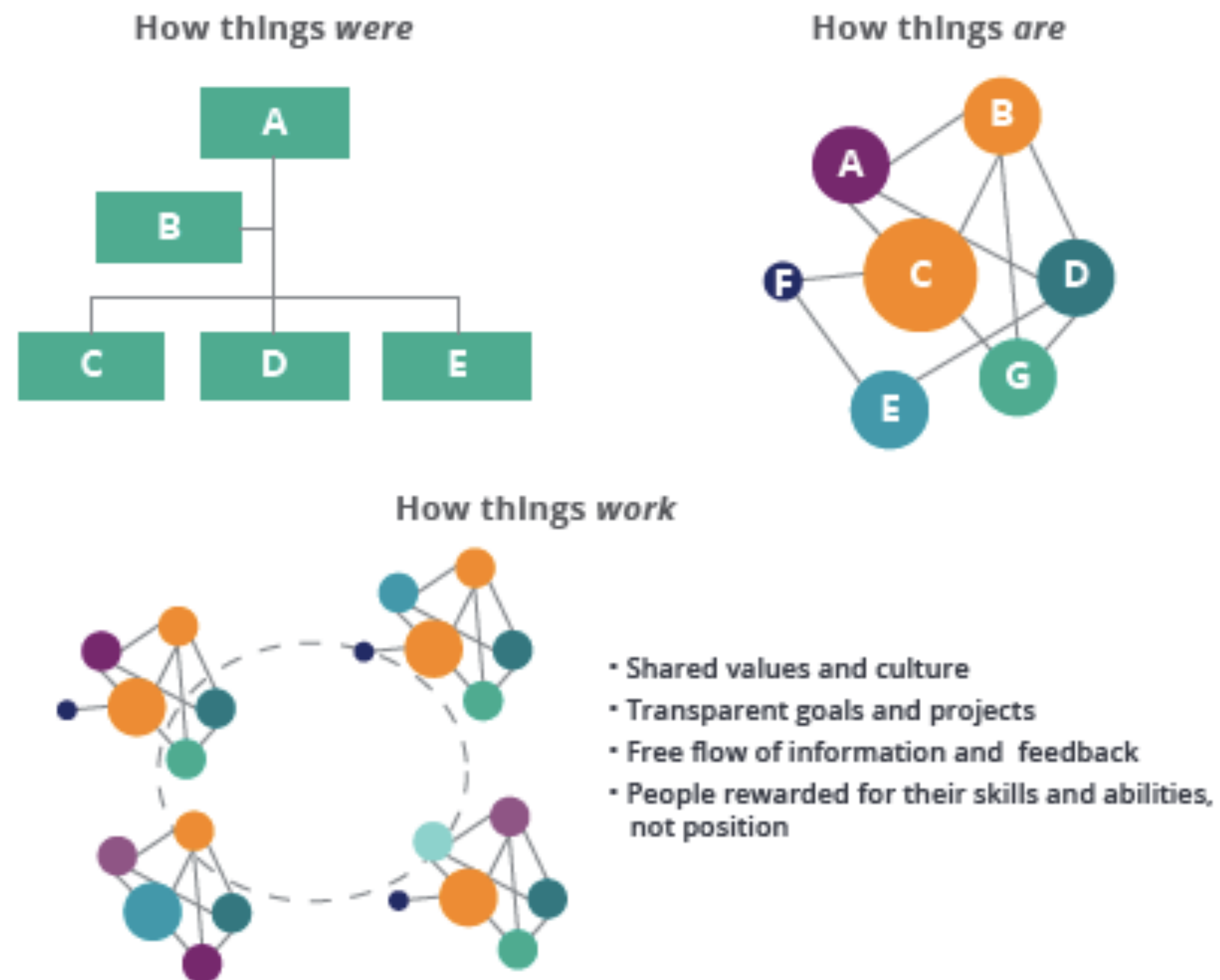




Communication Skills  
Organizational Skills  
Customer Services Skills  
Problem Solving  
Planning



32% of organizations say that they are now designing their organization to be more adaptable and team-centric.





# A Skydiving Story





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??? !!!





A photograph of a person in a skydiving suit hanging out of the side of a Cessna P172K aircraft. The person is wearing a black jumpsuit with red and white stripes on the legs. The aircraft is white with red and blue stripes. The background shows a landscape with fields and a bright sun in the sky.

# Are you ready?





# Skydiving Lessons:

Make a serious commitment –  
Together Student Affairs Has Serious Work To Do!

**A relentless focus on student success.**

**A commitment to measurable, high-value  
outcomes.**



# Muchas Gracias