Digital Innovation as a Key to Student Success

Amy Gaimaro, Molloy College

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DIGITAL INNOVATION AS A KEY TO STUDENT SUCCESS

DR. AMY GAIMARO

2018 BRONX CUNY EDTECH SHOWCASE
IN THE YEAR 2020

Generation Z
(After 1995)
Will account for 20% of U.S. population

Millennials
Will account for approximately 40% of U.S. workforce

Generation X
(1965 – 1980)
Will account for 20% of U.S. workforce

Baby Boomers
(1946-1964)
Will account for 22% of U.S. workforce
The first generation of the 21st Century has arrived!
GENERATION Z TRAITS

Technology Gen Z has never known a world without smartphones and social media.

Privacy Unlike the more showy millennials, Gen Z is less interested in sharing their lives for the public record.

Diverse Gen Z embraces multiculturalism informing their attitudes on social issues.

Pragmatic Growing up in an uncertain world, Gen Z is drawn to safety.

Career-focused They focus on their future career earlier in their college experience.
POST-TRADITIONAL COLLEGE STUDENTS

Growing in population
Diverse
More likely to be women
Career-oriented credential
Flexible and accessible education
Building a student-centered higher education ecosystem

Today’s

74% of all undergraduate students

- Have at least one dependent: 28%
- Are enrolled in 2-year colleges: 35%
- Attend part-time: 43%

Student

Have at least one post-traditional characteristic

- Work either full or part time: 62%
- Are first-generation students: 63%
- Transfer between institutions: 66%

Today’s 74% of all undergraduate students have at least one post-traditional characteristic.

Building a student-centered higher education ecosystem

Design Principles for student centered higher education ecosystem

1. Guide students to achieve their goals
2. Help students make wise financial decisions
3. Prepare students for college-level work
4. Allow students to adjust the timing and format of education
5. Provide students with affordable access
6. Enable advisors to help students progress through technology
7. Collect and use real-time data to provide assistance to students
8. Allow students to build meaningful education pathways
9. Allow students to document their learning in portable ways
10. Create a network of learning

RECOGNIZING THE “NEW NORMAL”

‘New Normal’ Students in Higher Education

74% of all undergraduate students have at least one nontraditional characteristic

- 66% transfer between institutions prior to completion
- 62% work either full or part time
- 43% attend part time
- 28% have at least one dependent
- 35% are enrolled in two-year colleges
- 63% are first-gen students

STUDENT-CENTERED HIGHER ED ECOSYSTEM

- Learn with peers
- Flexible Location
- Flexible Schedule
- Upskilling at Work
DESIGN PRINCIPLES TO SUPPORT A STUDENT-CENTERED ECOSYSTEM

1. Guide students to achieve their goals
2. Help students make wise financial decisions
3. Prepare students for college-level work
DESIGN PRINCIPLES TO SUPPORT A STUDENT-CENTERED ECOSYSTEM

3. Allow students to adjust the timing and format of education
4. Provide students with affordable access
5. Enable advisors to help students progress through technology
DESIGN PRINCIPLES TO SUPPORT A STUDENT-CENTERED ECOSYSTEM

7. Collect and use real-time data to provide assistance to students

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KEY TAKEAWAYS

- Changes in student population
- Leverage technology to promote student success
- Data-driven decision making
- “This is how we’ve always done it” does not work
- Everywhere, all-the-time learning