

# ASU: 2025

**Michael M. Crow**

11<sup>th</sup> Annual Trends Day Conference

Urban Land Institute

January 20, 2016



# Where We've Been

	<u>Fall 2005</u>	<u>Fall 2015</u>
Full-Immersion Undergraduate and Graduate Students	61,033	71,338
First-time Freshmen	8,467	12,023
New Transfer Students	5,395	14,000
Out-of-state Students	11,591	16,000
International Students	3,055	9,600
Online Students	N/A	19,000
Student Credit Hours	724,922	1,006,814



# Where We Are

# #1 in the U.S. for innovation

2016 U.S. News & World Report

#1 ASU

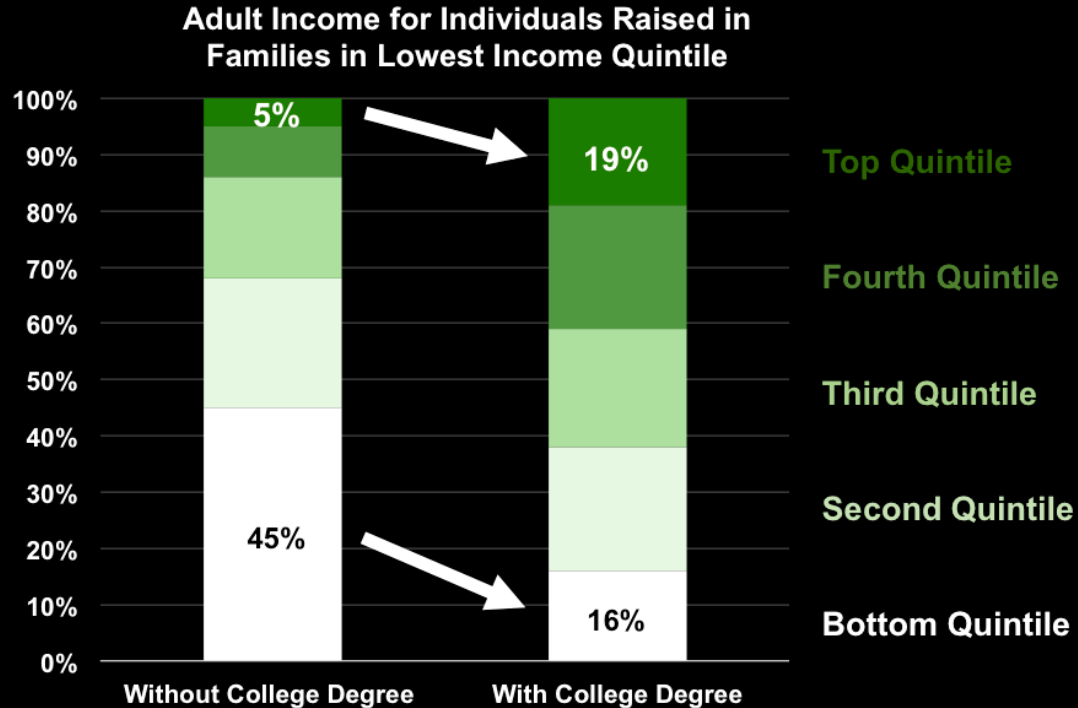
#2 Stanford

#3 MIT



# Why Is This Important?

# Higher Education and Social Mobility



Source: Isaacs, Julia; Sawhill, Isabel and Ron Haskins. *Getting Ahead or Losing Ground: Economic Mobility in America* (pp. 91-104). Washington, DC: Pew Charitable Trusts.

# Why Should Arizona Care?

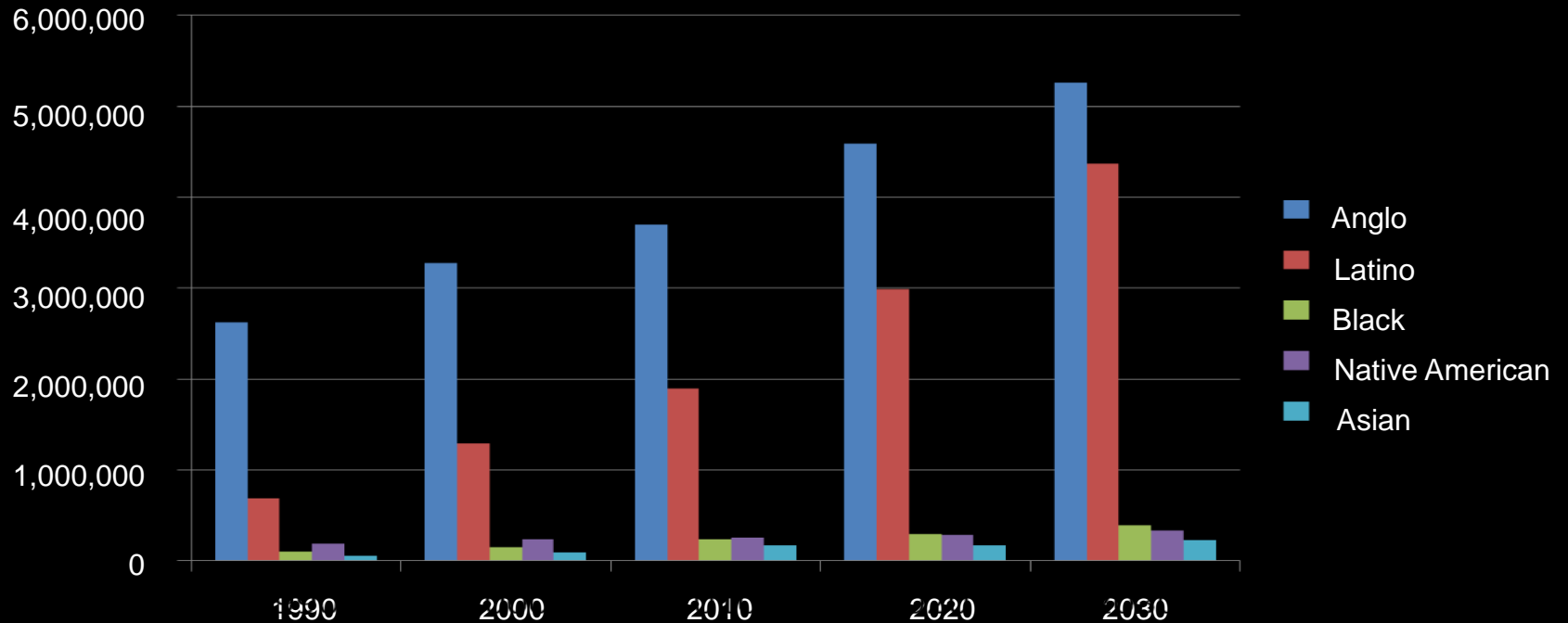


Between 2000-2010, Arizona experienced a **25%** increase in population, the **6<sup>th</sup>** largest increase nationally.

U.S. Census Bureau



# Arizona Population Growth by Ethnicity – 1990-2030



# Arizona: Who are we?

	<u>AZ</u>	<u>U.S.</u>
White (not Hispanic)	56.7%	62.6%
Latino/Hispanic	30.3%	17.1%
Black/African American	4.6%	13.2%
American Indian/Alaska Native	5.3%	1.2%
Asian alone	3.2%	5.3%
Native Hawaiian/Pacific Islander	0.3%	0.2%
Two or more races	2.6%	2.4%

2013 Census Update



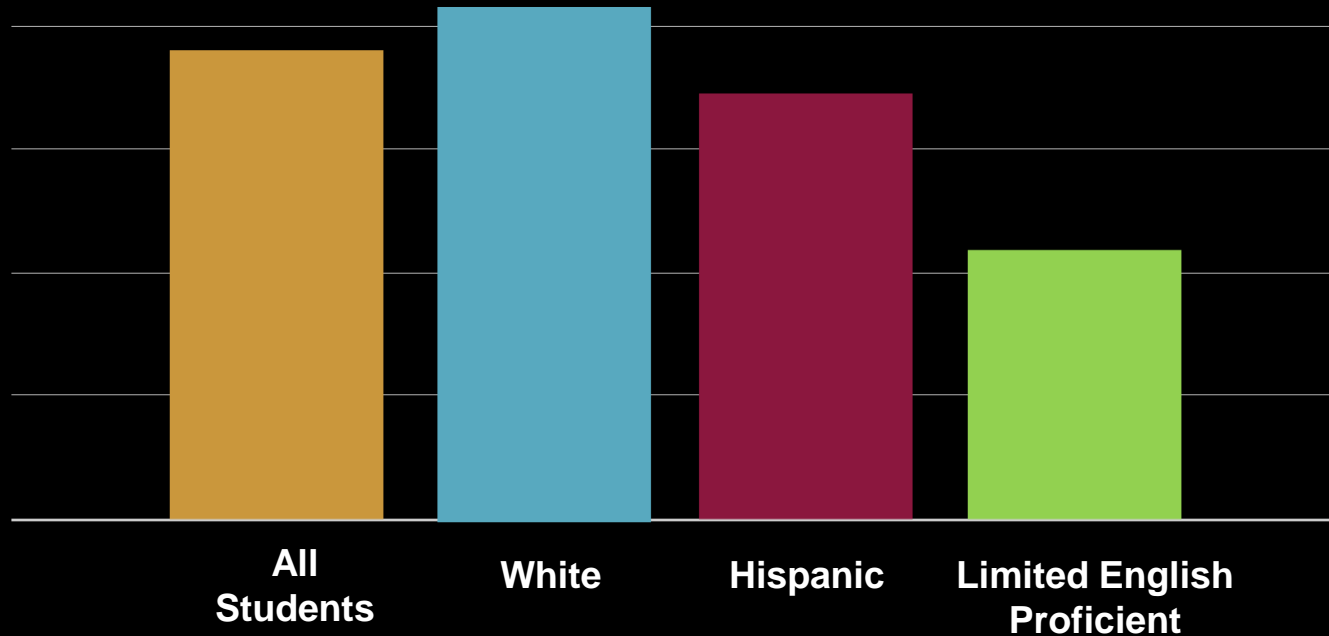
**88%** of Arizona Latinos under age 20 are naturalized citizens or born in U.S.

**97%** of Arizona Latinos under 5 are naturalized citizens or born in U.S.

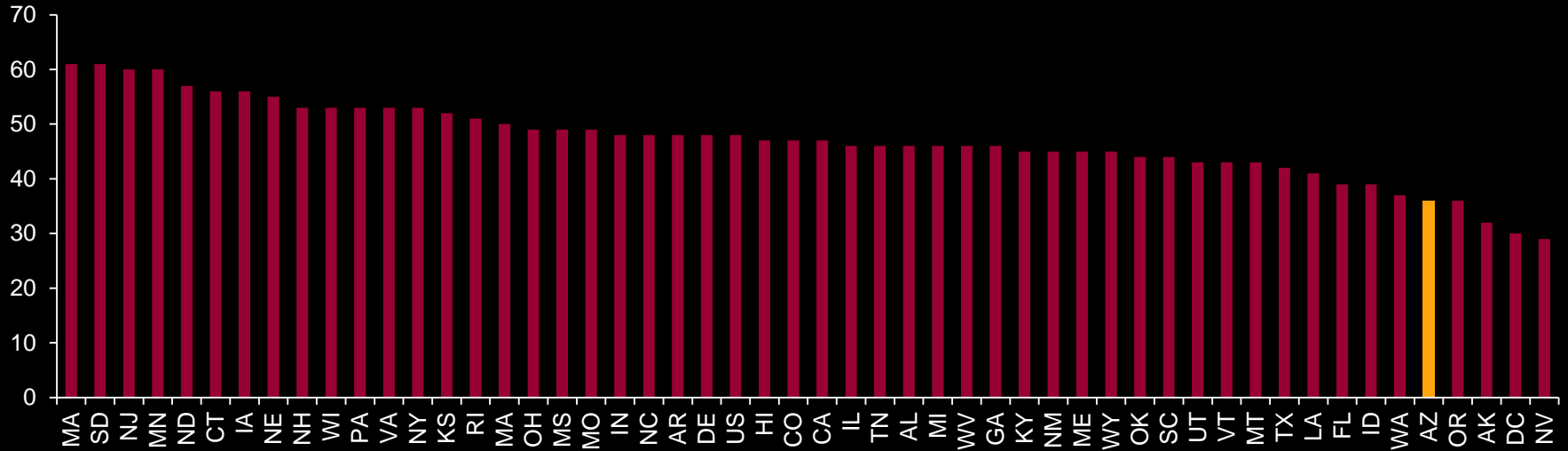
**44%** of Arizona's K-12 age children are Latina/o

# High School Diploma Gap

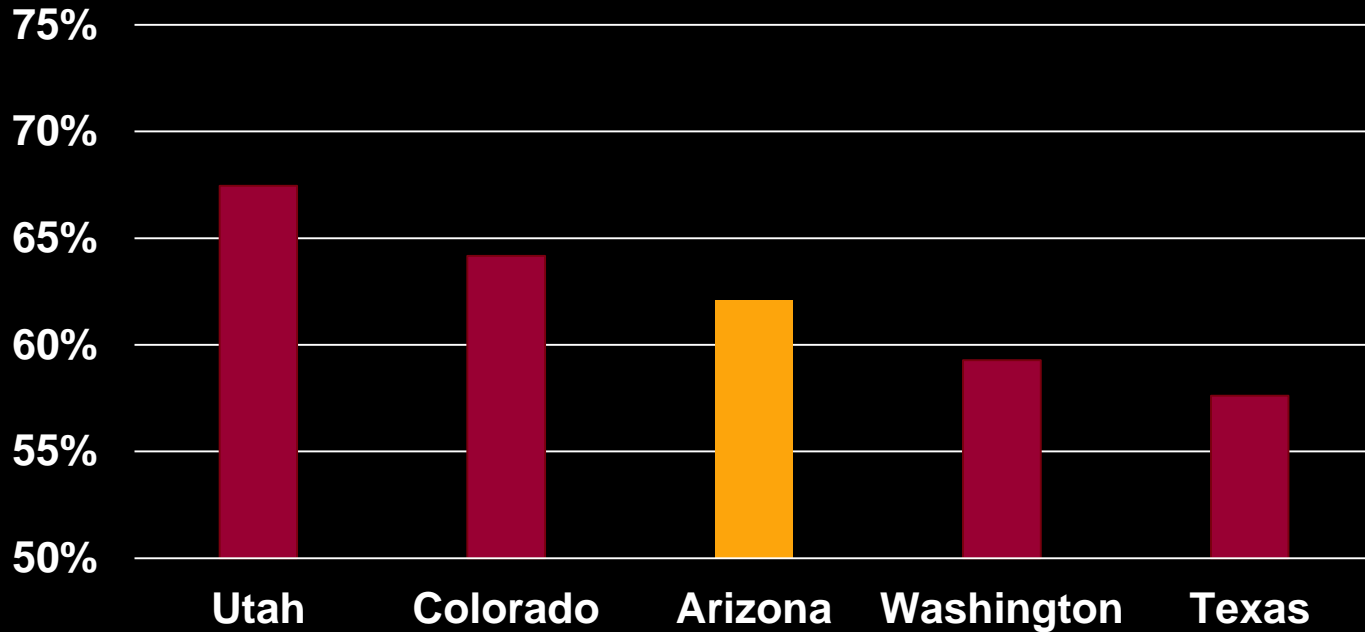
Arizona's Four-year High School Graduation Rate, 2009



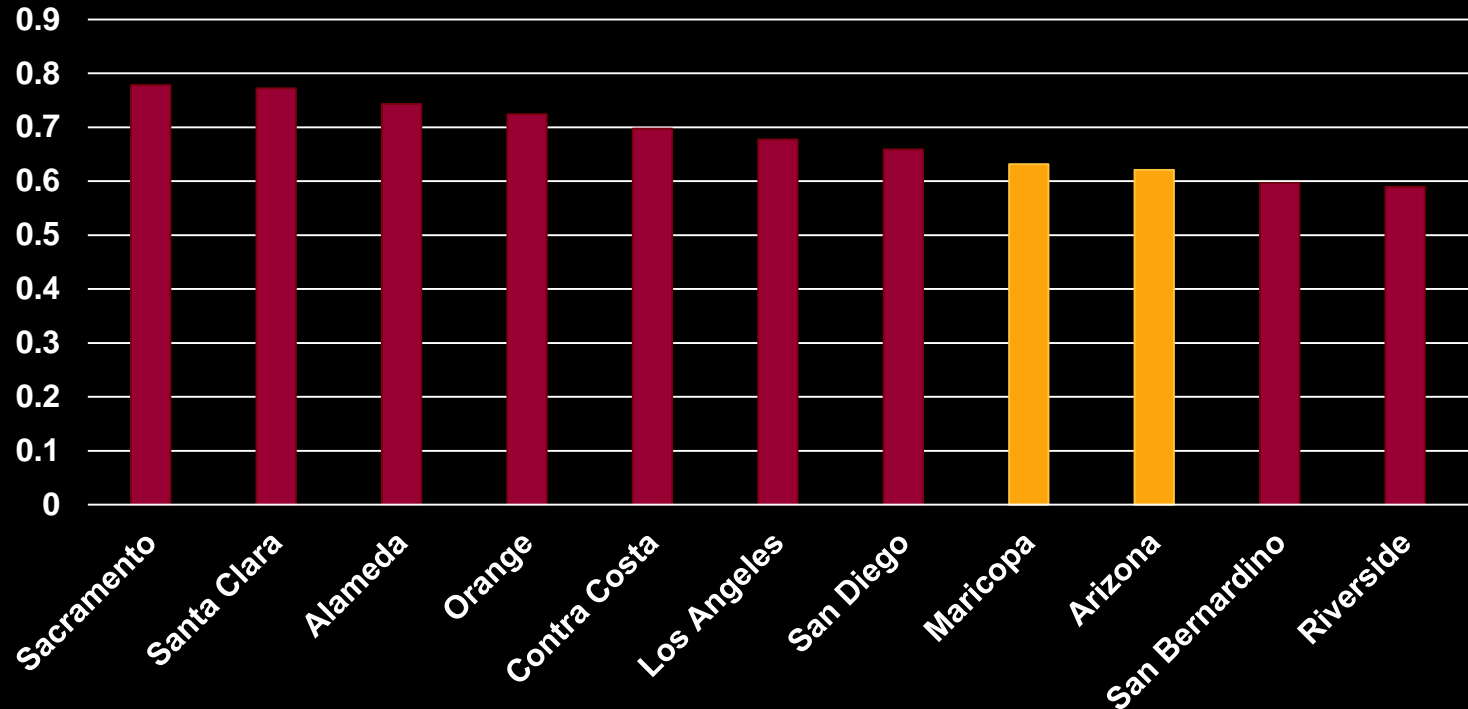
# Percentage of All Youths Enrolling in Postsecondary Education



# Undergraduate Enrollment as Percent of Population Aged 18-24 Years

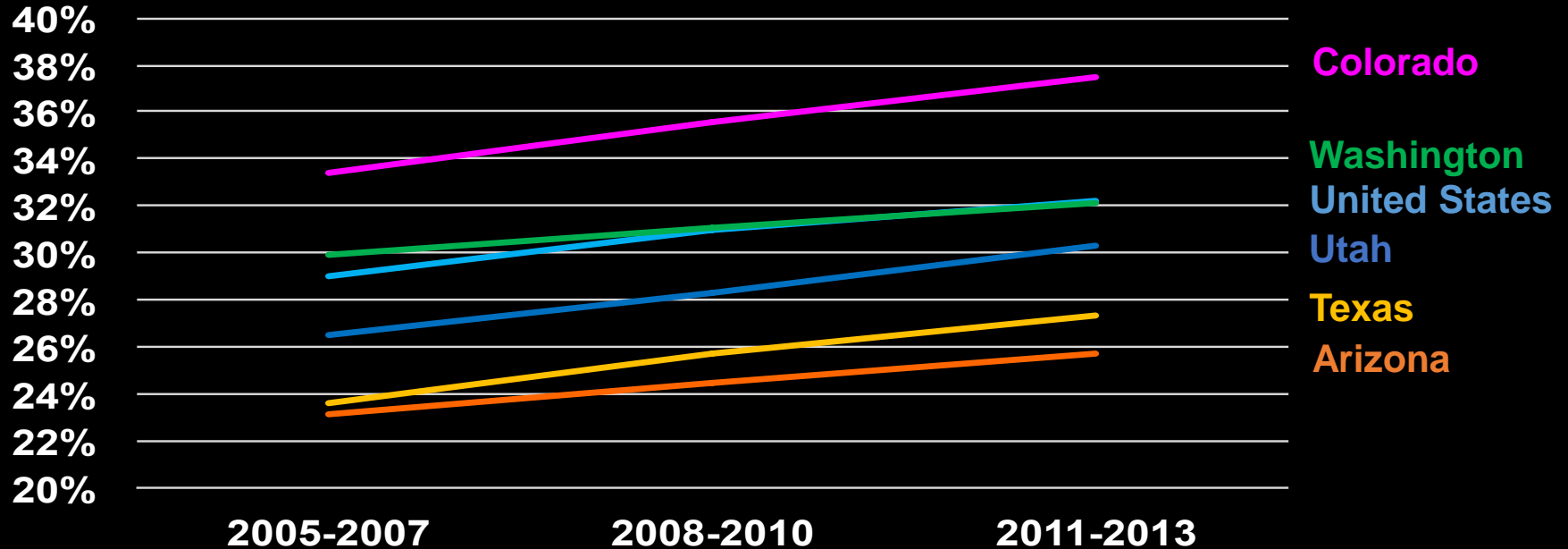


# Undergraduate College Enrollment as Percent of 18-24 Year Old Population, 2011-13



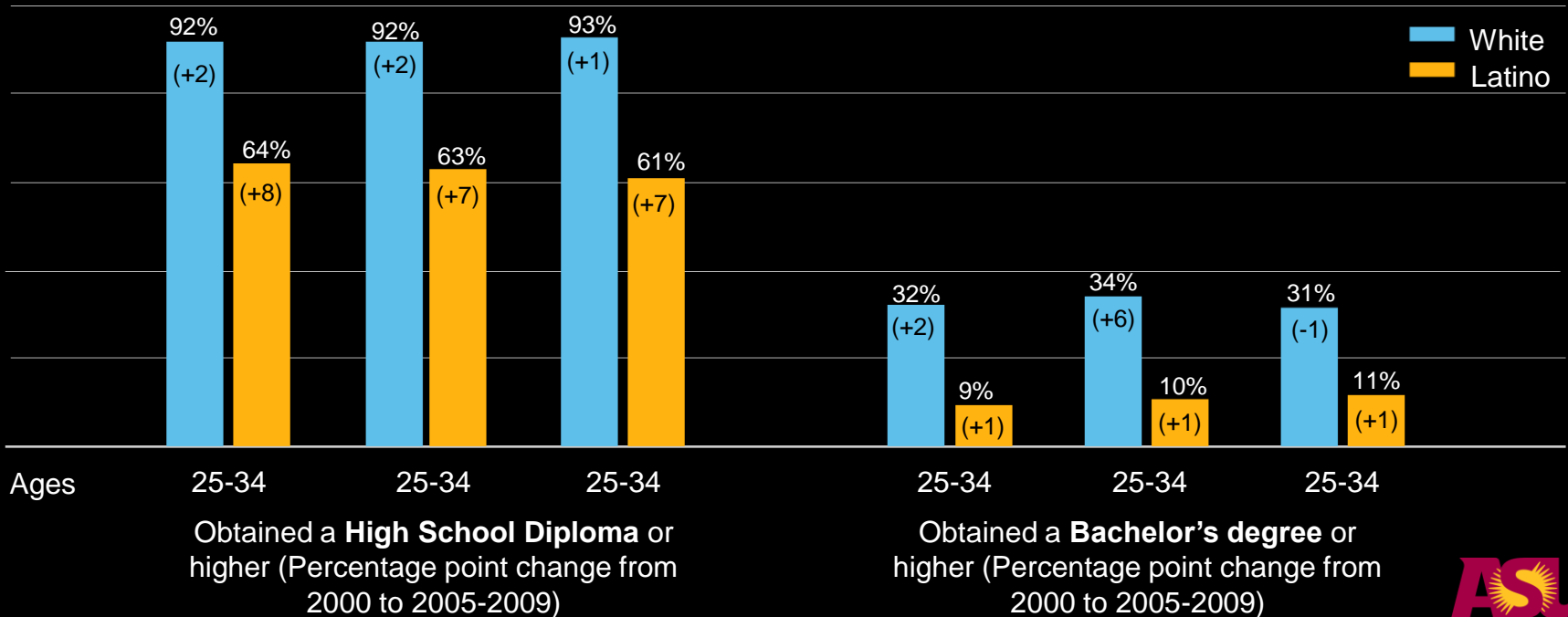


# Bachelor's Degree Attainment for Population Aged 25-34 Years



# College Attainment Gap

Percent educational attainment, 2005-2009, and Percentage Point Change in Arizona from 2000



## BANKING

# Arizona's 1981 per-capita income was projected at \$9,496 per year

Economic projections released by Valley National Bank in 1980 showed that by the end of the following year, Arizona would be looking at per-capita income of \$9,496.

The bank's report, released Dec. 9, 1980, was cited in one of the *Phoenix Business Journal's* first issues. Adjusted for inflation through 2013, that projection would equal \$24,521 in current dollars.

Since then, Arizonans' income has grown to \$25,667 per capita – a 35-year increase of only 4.7 percent from the adjusted 1981 figure.

Valley National Bank was the largest bank operating in Arizona back then. (It has gone through a couple of mergers since then, and now is part of JPMorgan Chase & Co.)

1980 had been slow for the state's

economy. But B. Paul Jones, senior vice president of investments and economic planning for the Phoenix Society of Financial Analysts (now known as CFA Society Phoenix), said the second half of 1981 was

expected to show better growth. This mirrored economists' predictions at the 2015 SRP Economic Forum co-sponsored by the *Business Journal* in October 2014.

Jones also said Arizona had unique

business opportunities and the state's population would come close to 2.8 million in 1981.

"In Arizona, we have not only land, but also copper, coal and various minerals, Ponderosa pine forests and other resources," he said. "Our mountain Southwest has the natural resources to support a much larger population base."

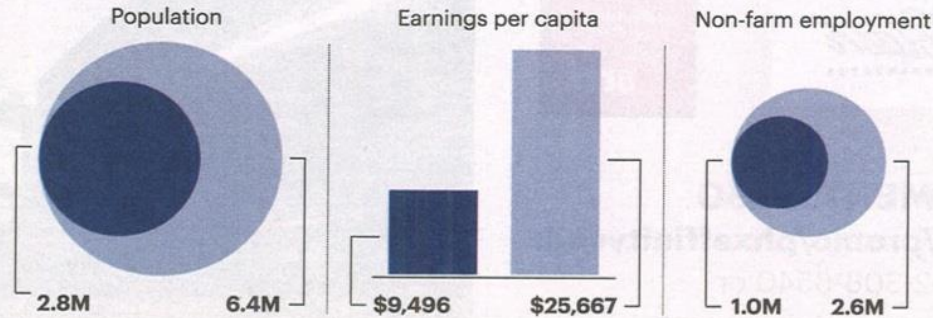
He was right about that. The U.S. Census Bureau projects a 2015 population of 6.4 million, and the Arizona Department of Administration projects a workforce of 2.6 million this year.

One of his predictions fell short: He thought Congress would approve interstate banking on a regional basis rather than a contiguous state basis. Today, interstate banking has virtually no geographic limits.

– Eric Jay Toll

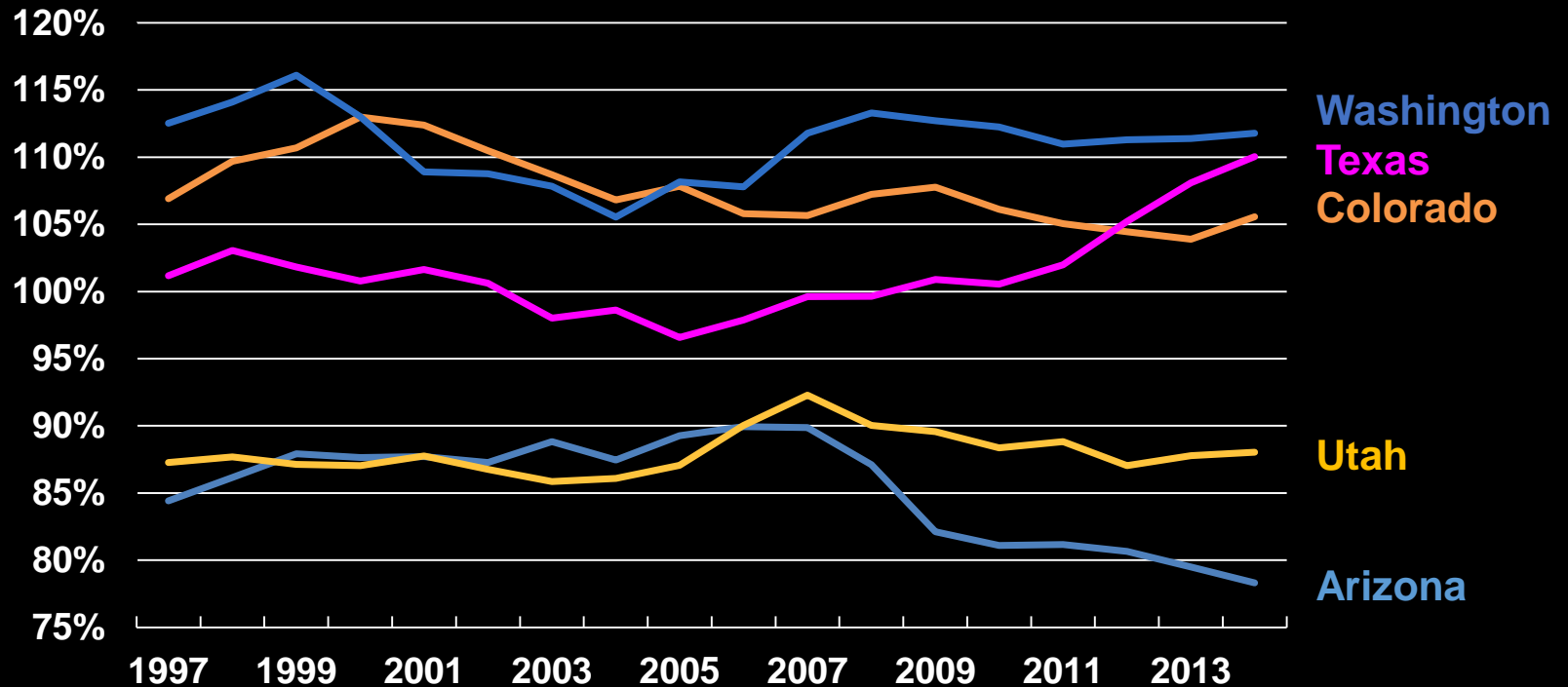
### Arizona's population and income growth

■ 1981 ■ 2015 (projected)



SOURCES: 1981: VALLEY NATIONAL BANK (NOW JPMORGAN CHASE & CO.); 2015: U.S. BUREAU OF CENSUS, ARIZONA DEPARTMENT OF ADMINISTRATION

# Per Capita GDP Relative to US Average, 1997-2014



An estimated **68%** of all jobs in Arizona will require post-secondary education by 2020.



**55,000** jobs open up every year requiring training beyond high school.

Arizona sends **32,000** high school graduates to college, and **25%** of those are not prepared for college-level work.

# **A New Economy Requires a New Kind of University**

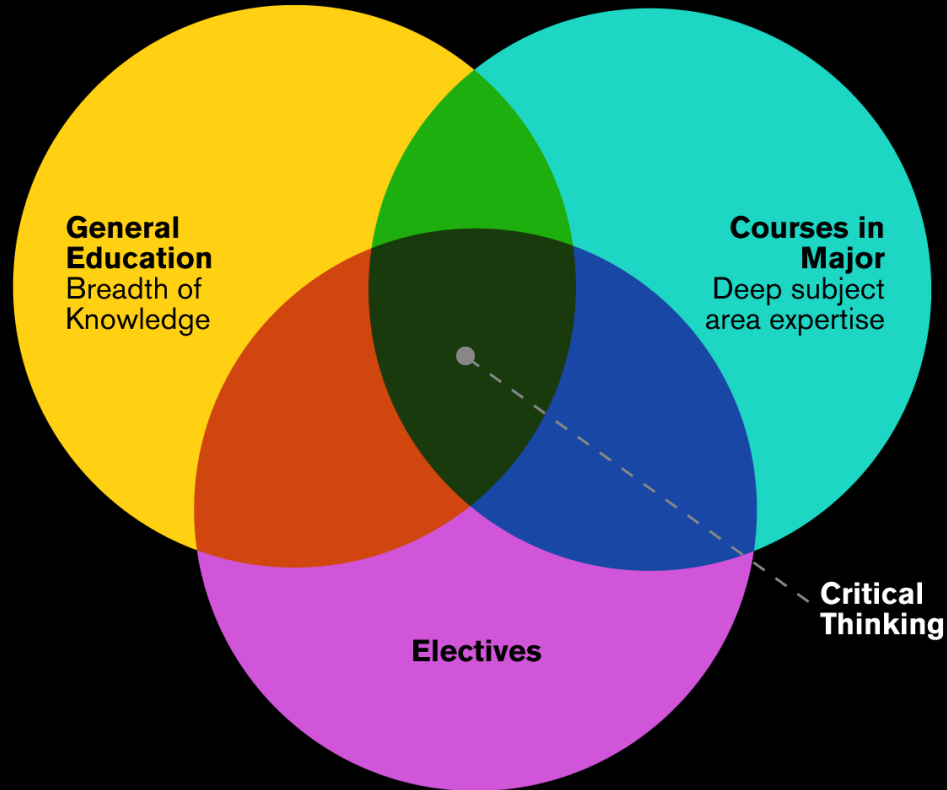
# ASU Charter

ASU is a **comprehensive public research university**, measured not by whom it excludes, but by **whom it includes** and how they **succeed**; advancing **research and discovery** of public value; and assuming **fundamental responsibility** for the economic, social, cultural, and overall health of the **communities** it serves.





# Master Learner/Adapter



# ASU Teaching and Learning Realms

**01**

Full Immersion

On-campus

Technology Enhanced

**02**

Digital Immersion

Online

Technology Enhanced

**03**

Digital Immersion

Massive Scale

Technology Enhanced

**04**

Education through  
Exploration

Technology Enhanced



# Teaching and Learning Realm #1



# Teaching and Learning Realm #2

## Starbucks College Achievement Plan

CAP was launched in June 2014 and expanded to all Starbucks partners in April 2015.

It provides 4 years of full tuition coverage to partners who attend one of ASU's 49 online degree programs.

4,500 partners have enrolled to date.

Goal: **25,000 graduates** by 2025



# Teaching and Learning Realm #2

## Global Freshman Academy

Students earn freshman credit after completing digital immersion courses hosted by edX and designed and taught by ASU.

More than **40,000** students from **163** countries participated in GFA since August 2015.



# Global Freshman Academy

## edX

edX was founded in 2012 by Harvard and MIT.

Mission: To increase access, teaching and learning innovation and the advancement of education through research.

ASU is an edX charter member, along with MIT, Harvard, Berkeley, Caltech and others.



Anant Agarwal, CEO, edX, & Professor, Electrical Engineering and Computer Science, MIT



# Teaching and Learning Realm #4

## Center for Education Through eXploration

New Teaching Philosophy:

- Explore the unknown instead of mastery of the known.
- Focus on transdisciplinary questions instead of disciplinary silos.
- Design, develop, deploy and research interactive, exploration-based learning using digital platforms and teaching networks.



**If We Only Do One Thing...**



# Impact of Ignoring the Latino Education Gap

- Inability for Arizona to compete economically
- Stagnating average incomes statewide
- Diminished purchasing power
- Sluggish consumer demand
- Flat per-capita tax revenues
- More poverty
- More unemployment
- More Arizonans without health insurance
- Greater demand for government services

How do we work together to achieve  
the **outcomes** Arizona needs?





ARIZONA STATE  
UNIVERSITY