The State of Innovation in Higher Education

Insights from a Survey of College and University Deans / June 2017
2U partners with great colleges and universities to build what we believe is the world’s best digital education.
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<th>AMERICAN UNIVERSITY (Washington, DC)</th>
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<td>Northwestern University</td>
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<td>Washington University in St. Louis</td>
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18 Universities
41 Announced Domestic Graduate Programs
24 Verticals
12 Multiple Program Verticals
Methodology

Survey Breakdown:
- Deans of 4-year colleges and universities
- 20-question survey
- 109 deans responded in late March and early April
- 61% of respondents were from public universities
- 60% of respondents have been in their jobs at least five years
Deans are confident in the U.S. higher education system but uncertain about the future.
Views on Global Competitiveness
Despite increasing global competition, deans say American higher education remains among the best in the world…

Q: Where do you think the U.S. higher education system ranks in the world right now?

- One of the best in the world: 58%
- The best in the world: 25%
- Above average: 14%
- Average: 1%
- Below average: 2%

Survey of College and University Deans / June 2017

Figures may not add up to 100% because of rounding
61% believe the U.S. higher education system will be one of the best in the world in the decade ahead.

Q: Where do you think the U.S. higher education system will rank in the world 10 years from now?

- One of the best in the world: 54%
- The best in the world: 7%
- Above average: 25%
- Average: 10%
- Below average: 3%
- Not sure: 1%

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Views on Value
Amid ever increasing tuition prices and student debt, most deans still believe that higher education is a good return on the investment.

Q: How would you rate the U.S. higher education system in terms of providing value for the money spent by students and their families?

- Excellent: 12%
- Very good: 35%
- Good: 35%
- Fair: 16%
- Poor: 3%
- Not sure: 0%

Survey of College and University Deans / June 2017

Figures may not add up to 100% because of rounding.
3 out 4 of deans praise colleges and universities for fostering academic innovation.

Q:
How would you rate U.S. colleges and universities in terms of fostering academic innovation?

- Excellent: 9%
- Very good: 36%
- Good: 33%
- Fair: 18%
- Poor: 3%
- Not sure: 1%
Views on Change in Higher Education
A decade from now, more than two-thirds of deans say that their institutions will be much different than they are today.

**Q:** Please indicate how much you agree or disagree with this statement: Ten years from now, my institution will not be much different from the way it is today.

- **Strongly agree:** 4%
- **Agree:** 23%
- **Neither agree nor disagree:** 5%
- **Disagree:** 44%
- **Strongly disagree:** 22%
- **Not sure:** 1%

Survey of College and University Deans / June 2017

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Despite their upbeat assessment of the value and competitiveness of U.S. higher education, only 1 in 4 say it is headed in the right direction.

How deans compare?
60% of presidents say higher education is headed in the right direction.¹

Q:
In general, do you think the U.S. higher education system is heading in the right direction or wrong direction?

- Right direction: 25%
- Wrong direction: 44%
- Not sure: 30%

¹ 2014 Chronicle of Higher Education survey of presidents. Figures may not add up to 100% because of rounding.
More than a third of deans describe the pace of change at their own institutions as “too slow.”

Q: How would you describe the pace of change your institution is undergoing?

- Just about right: 55%
- Too slow: 37%
- Too fast: 5%
- Not sure: 2%

Figures may not add up to 100% because of rounding.
Biggest hurdle to change? Lack of money

Q: How big of a hurdle is each of the following when trying to make changes necessary to be more innovative?

- Too few new dollars for investments
- Resource constraints on faculty and staff
- Resistance or aversion to change
Views on Disruptive Technology
9 in 10 deans expect the number of online programs at their institution to increase in the next decade...

How deans compare?
82% of provosts report that they are likely to expand online programs in the next year.4

Q: Which of the following best describes how many online programs you think your institution will offer 10 years from now?

- More than we offer today: 91%
- About the same we offer today: 5%
- Not sure: 3%

4 2017 Inside Higher Ed Survey of College & University Chief Academic Officers

Figures may not add up to 100% because of rounding
Deans are divided 50/50 on whether faculty members get enough support in teaching courses online.

How deans compare?
81% of professors think that the amount of training faculty receive before teaching online is an important indicator of quality of online courses.¹

Q:
Please indicate how much you agree or disagree with the following statement: Faculty currently get enough support to rethink how they teach their courses in online formats?

- Strongly agree: 7%
- Agree: 33%
- Neither agree nor disagree: 14%
- Disagree: 32%
- Strongly disagree: 11%
- Not sure: 3%

¹ 2016 Inside Higher Ed Survey of Faculty Attitudes on Technology
...with much of that growth likely to come in graduate programs and certificates.

Q: Which one of the following areas has the highest potential for growth in online programs at your institution?

- Professional schools: 15%
- Part-time graduate programs: 24%
- Full-time graduate programs: 14%
- Certificates: 26%
- Full-time undergraduate programs: 10%
- Short-term programs, like boot camps, that last a few weeks: 6%
- Not sure: 5%

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The opinions of deans are also about 50/50 when it comes to the quality of online courses.

How deans compare?
71% of chief academic officers rate the outcomes in online as the same or superior to those in face-to-face instruction.³

Q:
Please indicate how much you agree or disagree with the following statement:
A course taken fully online provides an equal educational value compared to one taken in the classroom.

- Strongly agree: 10%
- Strongly disagree: 10%
- Agree: 22%
- Disagree: 26%
- Neither agree nor disagree: 30%
- Not sure: 3%
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Questions?

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