

UNIVERSITY ENVIRONMENTAL SCAN

A RUBRIC TO ASSESS WHAT IS NEXT AND HOW TO GET THERE



Consumer Market – How would you characterize who you will serve in the future, and what do available projections tell you about the growth rate and geographic location of those potential students?

01



Competitive Landscape – Where do the students who don't choose you end up and why, and how will that difference become more pronounced if left unaddressed

02



Pedagogical Models – Who is doing interesting and innovative work in your field, and what would it look like to support, partner with, or otherwise incorporate that in your academic offerings?

03



Accreditation Trends – Where are accrediting bodies likely morphing over time and what do you need to do to adapt accordingly?

04



Student Preferences – What do you know about what future students want to study, what platforms they prefer to access those studies, and what else they want out of the campus experience?

05



Employer Needs – Can you articulate the fields, credentials, hard skills, and soft skills that your students' future employers seek?

06