The Future of Work & Learning
And What It Means for Higher Education

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There Is Life After College

What Parents and Students Should Know About Navigating School to Prepare for the Jobs of Tomorrow

Jeffrey J. Selingo

author of College Unbored
Global Digital Information Economy
Fixed processes that were repeatable and scalable:
- The assembly line
- The fast food restaurant
- The computer code
Information economies focus on outcomes. Process and time are variables. The information economy is focused on learning.
WE NEED TO **RETHINK** THE CONCEPT OF COLLEGE; OF **HIGHER EDUCATION** IN GENERAL.
WHEN AND WHERE WE LEARN?

WHAT WE LEARN?

WHO LEARNS?
WHAT WE LEARN?
Probability that **automation** will lead to **job losses** in next two decades

- **Accountants**: 94%
- **Technical writers**: 89%
- **Commercial pilots**: 55%
- **Economists**: 43%
- **Chemical engineers**: 2%
- **Athletic trainers**: 0.07%

**THE NEW NORMAL**
In 3 out of every 4 job ads, just 25 skills appeared.
top 5 skills in job postings

- Communication/writing
- Organizational skills
- Customer service/problem-solving
- Planning/detailed-oriented
“People know how to take a course, but they need to learn how to learn.”

John Leutner, Head of Global Learning at Xerox
33% of students had no learning gains

academically adrift

40% of college seniors fail to graduate with the complex reasoning skills

collegiate learning exam

50% of college seniors said they talked often with a faculty member about their career plans

national survey of student engagement
“There are things you’re taught and then there are things you learn.

A lot of what college comes down to is not what happens in the classroom.

It’s about Navigating Life and Building Relationships.”

Rick Settersten Oregon State

#AfterCollege
WHO LEARNS?
Gen Z views college for career preparation

Which of the following best describes your attitude toward the goal of college?

- 43% To prepare its graduating students for life in general
- 57% To prepare its graduating students for a specific career

Source: Higher Education Research Institute, UCLA, 2018
...while job aspirations are also shifting

Source: Higher Education Research Institute, UCLA, 2018

<table>
<thead>
<tr>
<th>Role</th>
<th>1966</th>
<th>1990</th>
<th>2015</th>
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</thead>
<tbody>
<tr>
<td>College Faculty</td>
<td>5.6%</td>
<td>2%</td>
<td>0.4%</td>
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<tr>
<td>Education</td>
<td>23.3%</td>
<td>4.5%</td>
<td>2%</td>
</tr>
<tr>
<td>Doctor</td>
<td>11.6%</td>
<td>4.7%</td>
<td>8.2%</td>
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<tr>
<td>Health Professional</td>
<td>2.1%</td>
<td>3.3%</td>
<td>11.6%</td>
</tr>
<tr>
<td>Nurse</td>
<td>2.1%</td>
<td>3.3%</td>
<td>4.5%</td>
</tr>
</tbody>
</table>
Going to school has been an “enjoyable” experience compared

62% MILLENNIALS

40% GEN Z

Source: Harris Poll, 2018
Gen Z: Worried about paying for a degree

Source: Harris Poll, 2018

25% MILLENNIALS

Confident they had sufficient funds to pay for a degree

18% GEN Z
Age of Financial Independence for College Graduates

1983: Age 26

Now: Age 30

Georgetown Center on Education & the Workforce
SPRINTERS
jump right in

WANDERERS
take their time

STRAGGLERS
press pause
3 factors define their years after high school
43% of Sprinters had less than $10,000 worth of debt at commencement — far short of the $37,000 average debt of the Class of 2016.
INTERNSHIPS

- SPRINTERS: 79%
- WANDERERS: 47%
- STRAGGLERS: 24%

had at least one internship in college
Those in their 20s make up the largest share (12 million) of the 31 million adults in the U.S. who left college without a degree.
WHEN AND WHERE WE LEARN?
Gen Z: The YouTube Generation

Source: Harris Poll, 2018

59% of Gen Z Say YouTube is #1 preferred learning method

60% of Millennials Say Textbooks are a preferred learning method
America has nearly **quadrupled master’s degrees** earned since 1970.
an entire meal vs. an appetizer or entrée
Skills Analysis for Program Manager

Here are 5 skills trending for your job title in your industry.

FOR THE LEARNER
Suggestions based on your skill gaps
WHAT SHOULD COLLEGES AND UNIVERSITIES DO?
Understand Your Students and Segment Your Markets
The Skeptical Learner
 Doesn't think that school is for them. Somewhat older and feel like they have gotten by just fine without a degree. If they have to go to school they would prefer for it to be digitally to minimize inconvenience.

The Career Learner
 Highly values education, sees it as a stepping stone for success, but prefers to learn digitally, not just for economic reasons.

The Hobby Learner
 Learning just for the sake of learning, not with an end game in mind. Like the engagement of a high-touch environment.

The Reluctant Learner
 Learning because they have to, not because they want to. They struggle in school and therefore want a high-touch environment.

The Traditional Learner
 The biggest group of 18-24 year olds - going to brick and mortar institutions for the traditional college experience.
Rethink Legacy Structures
Develop a College for the Lifetime Learner
Designing a Universal Learning System

**Who**
- Traditional Students
- Workplace-Affiliated Learners
- Workplace-Affiliated Cohorts

**What**
- Undergraduate Degree
- Single Course
- Micro-credential
- Graduate Degree

**Why**
- Career Adaptation
- Personal Fulfillment
- Workplace Adaptation
- Social/Technical Adaptation
Applied Learning for Hard + Soft Skills
Jobs of the Future
Change in share of jobs, 1980-2012

- GREW
- ABOUT THE SAME
- FELL

Source: David Deming, Harvard University
Hybrid Jobs

Every job is digital

Journalism job postings increasingly require tech skills like analytics, SEO, and JavaScript

Bubble size reflects relative demand of each skill
THANK YOU.

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