

THE CHRONICLE OF HIGHER EDUCATION

Challenges for Higher Education in 2011

A Higher Education Bubble?

➤Housing: Easy access to credit, fueled demand, fueled prices, fueled trading up...

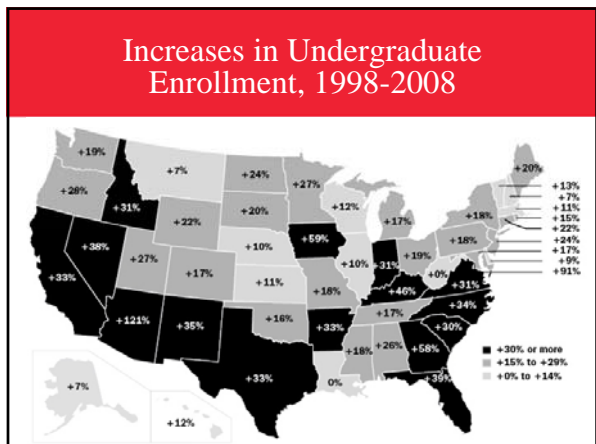
➤Higher Education: Easy access to credit for students, fueled demand for higher-priced colleges, fueled enrollment growth (especially at for-profits), fueled colleges to take on credit themselves

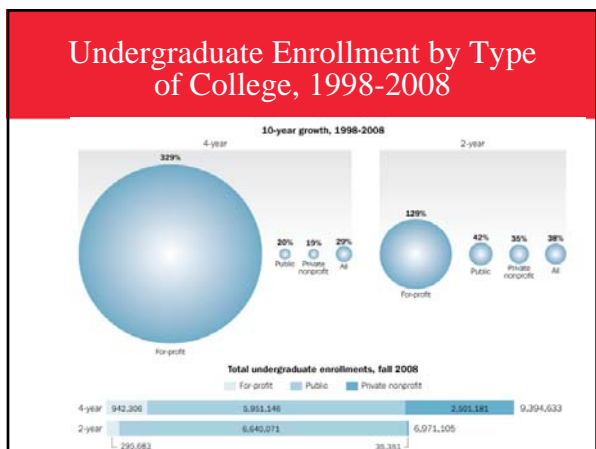
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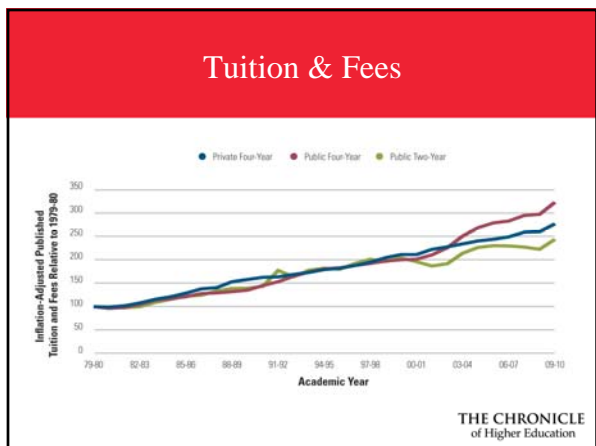
The End of the Climbing Wall-Era?

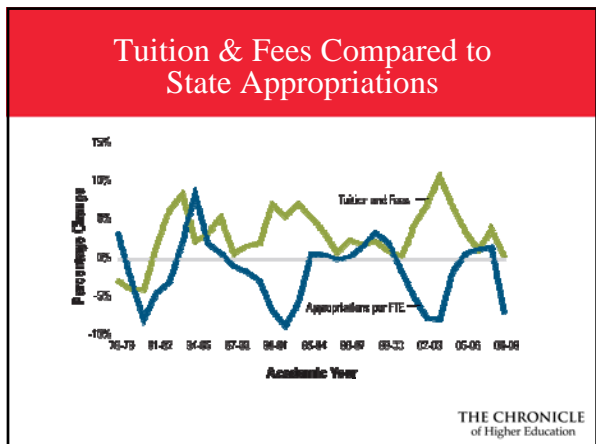


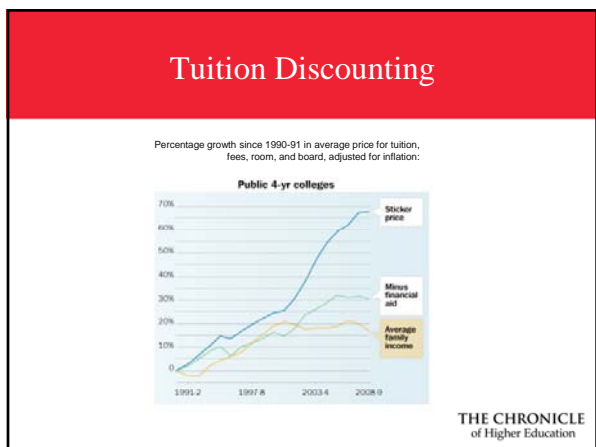
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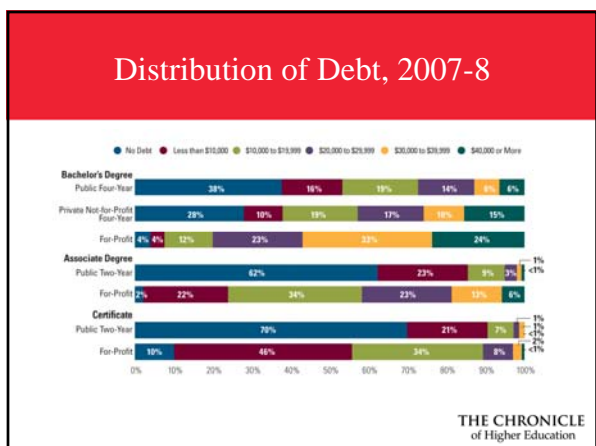


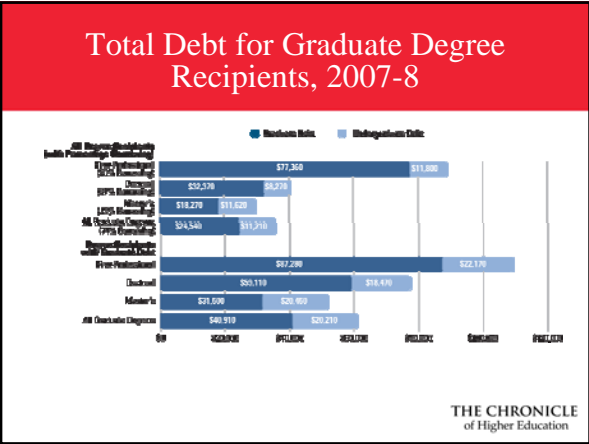


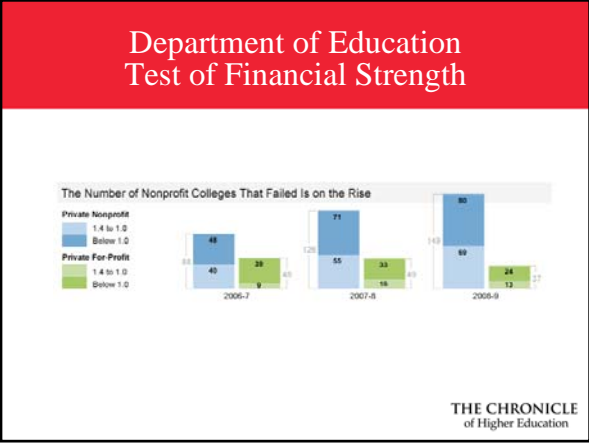


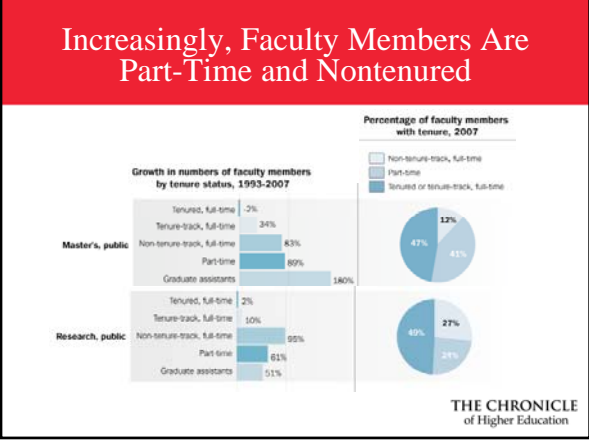












Is The Bubble Bursting? The Challenges Ahead

- **Price-sensitive students and families. What are we paying for? Quality. Job-placement.**
- **Reduced role for federal/state governments**
 - Growth in Pell Grant paid for by move to direct lending
 - State budgets in trouble
- **Rise of Alternative Models of Education**
 - Online/Hybrid
 - For-profit
 - 3-year degrees

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We're Both in the Information Delivery Business

What Are the Signs?

Newspapers had a decade to transform themselves before being overtaken by the digital future. They had a lot of advantages: brand names, highly skilled staff members, money in the bank. They were the best in the world at what they did — and yet, it wasn't enough. The difficulties of change and the temptations to hang on and hope for the best were too strong.

-Kevin Cary
The Chronicle, April 3, 2009

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