
**Focused on the Future:
The Increasing Value of Higher Education**



**Dr. Roslyn Clark Artis
President – Benedict College**



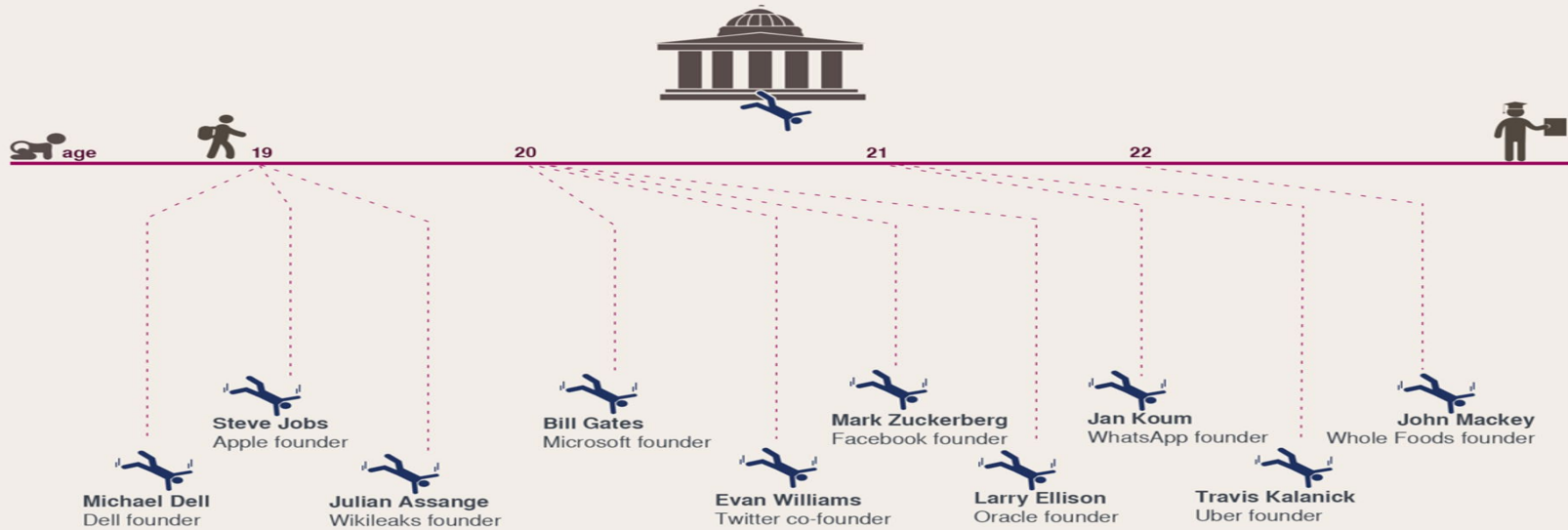
Higher Education Is Under Attack!

*said the Preacher
to the Choir...*

LEARNING WITHOUT SCHOOL

ENTREPRENEURS WHO DROPPED OUT OF COLLEGE

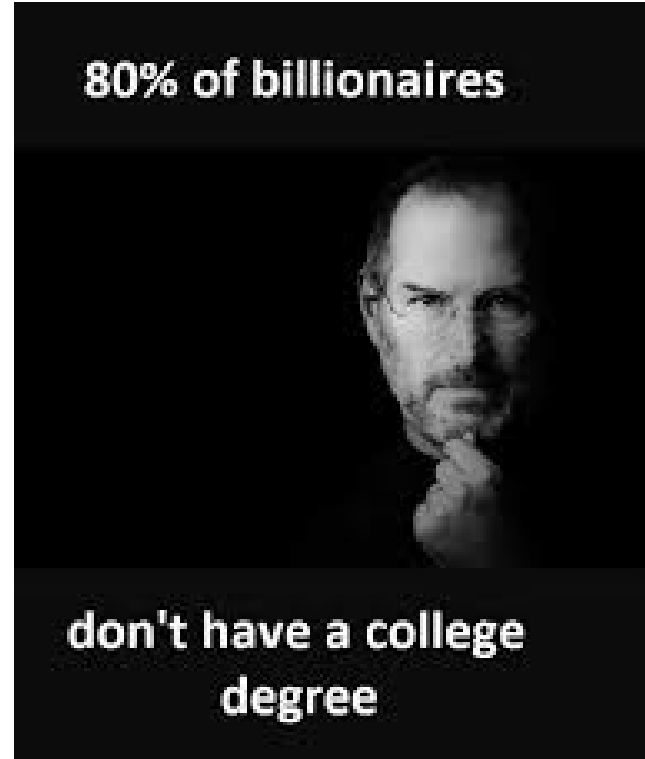
by Anna Vital



I HAVE
NEVER LET SCHOOL
INTERFERE WITH MY EDUCATION.
Mark Twain

Characteristics of Billionaires

- **Insatiable desire for money and success**
- **Entrepreneurial mindset**
- **Relentless Work Ethic**
- **Creativity**
- **Ability to Motivate Others**
- **Constant Dissatisfaction**
- **Willingness to Take Risks**
- **Coachability & Hyper-focus**
- **Big-Picture thinking**
- **Overwhelmingly White...**



Black Billionaires

- Of the 2,043 people who made it to the 2018 FORBES list of the World's Billionaires, **11 of them are black**. The Nigerians take the lead.
- As of 2019, there are **15 black** or mixed black billionaires in the world, out of a total of 1,810 billionaires.
- **In short, less than 0.77% of the billionaires in the world are Black.**

• **Black billionaires in the United States:**

- David Steward – Central Missouri State University
- Oprah Winfrey- Tennessee State University
- Robert Smith – Cornell University
- Michael Jordan – University of North Carolina at Chapel Hill
- Jay-Z

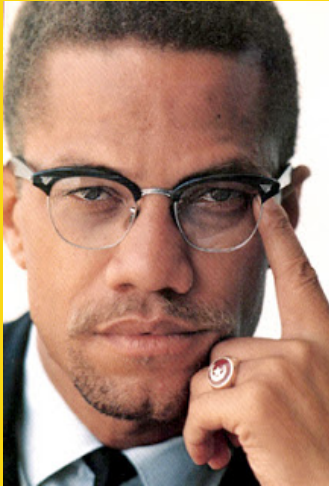
Unless you are Jay-Z...



Education is still the surest path to financial and social equality in America.

- “Education is the most powerful weapon which you can use to change the world.” Nelson Mandela
- “Education, then, beyond all other devices of human origin, is the great equalizer of the conditions of men, the balance wheel of the social machinery.” Horace Mann
- “In America, education is still the great equalizer.” Arnie Duncan

**“Education is the
passport to the future,
for tomorrow belongs
to those who prepare
for it today.”
Malcom X**



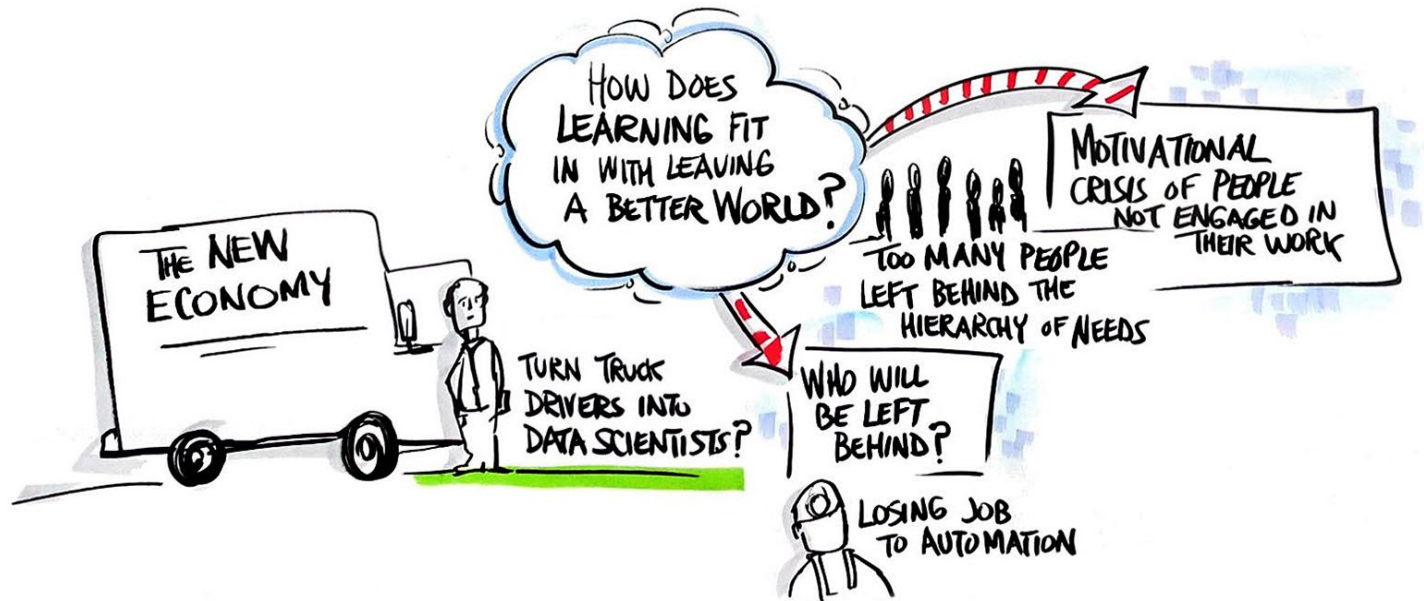
*The jobs of the
future will be given
to those with a valid
passport...*

The Future of Work...

According to data released by the World Economic Forum:

- 50% of workforce activities can be automated today
- 30% of current workers in U.S. will need to change jobs or upgrade skills by 2030
- 65% of current primary school students will have to perform a job that does not exist today (by 2030)
- 85% large companies in the US and Europe are not prepared to address the impending skills gaps
- All workers will need to adapt as machines take over routine and some physical tasks as demand grows for work involving socioemotional, creative, technological and higher order cognitive skills.

Adapting to a changing workplace



Graphic illustrations created by Leah Silverman, Crowley & Company

Who is most vulnerable...

African-Americans and other minorities will be particularly vulnerable in this shift, the majority of whom work in support roles (56%), where jobs have the lowest pay, are less likely to grow and most likely to be automated.

Ensuring that economic growth is inclusive for all is one of the top challenges facing business leaders and policy makers (i.e. The Future of Work Challenge).

From McKinsey's report: "The Future of Work and Reskilling: AI, Automation, Employment, and Productivity" (Feb 2019), published by the McKinsey Global Institute

Good News for Higher Education...

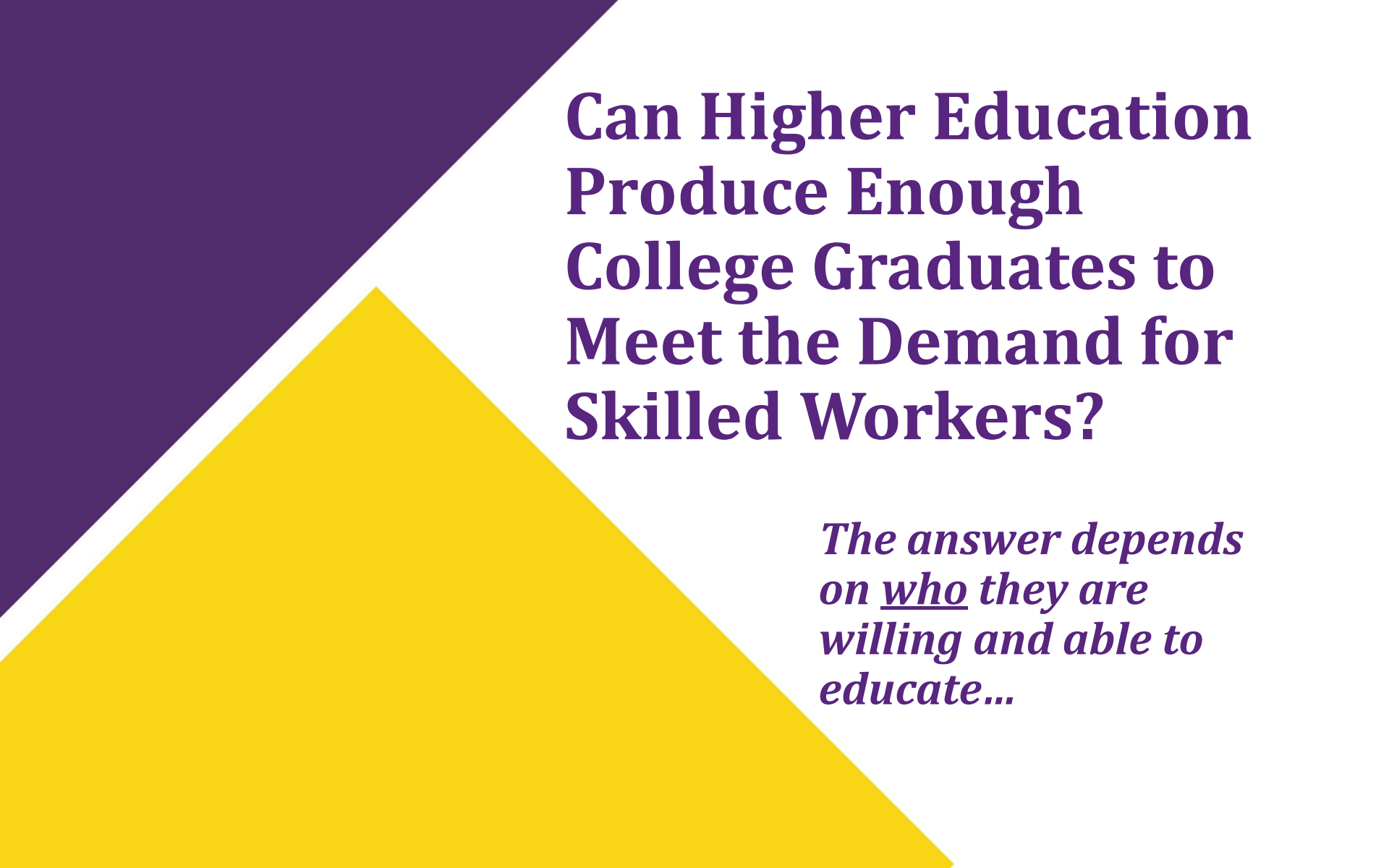
McKinsey's model shows employment in low-wage jobs declining by 0.4 percentage points, while employment in the highest-wage jobs grows by 3.8 percentage points. But the growth of high-wage opportunities can be realized **only if workers can obtain the necessary education and skills.**

The jobs of the future will require an educated workforce.

A seller's market...

- The US faces an immediate deficit of up to 6 million workers – that number could double by 2030.
- The demands of industries like financial technology, transportation, energy, agriculture, cybersecurity and data science are already creating thousands of unfilled jobs.
- Artificial intelligence, machine learning, quantum computing, robotics, and biotech will create new skills gaps.
- These labor shortages are predicted to create a potential loss of \$1.748 trillion in revenue (roughly 6% of the US economy).

From Korn Ferry's 2018 report: "The Global Talent Crunch", published by Korn Ferry (2019) 85.2+ Million Global Shortage of Skilled Workers by 2030



Can Higher Education Produce Enough College Graduates to Meet the Demand for Skilled Workers?

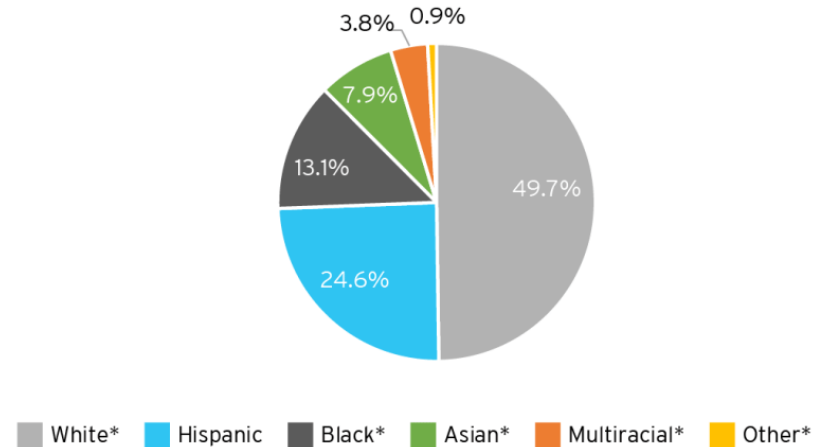
*The answer depends
on who they are
willing and able to
educate...*

Future Demographic Shifts

- New census projections confirm the importance of racial minorities as the primary demographic engine of the nation's future growth, countering an aging, slow-growing and soon to be declining white population.
- The new statistics project that the nation will become "minority white" in 2045. During that year, whites will comprise 49.7 percent of the population in contrast to 24.6 percent for Hispanics, 13.1 percent for blacks, 7.9 percent for Asians, and 3.8 percent for multiracial populations.

FIGURE 1

Racial profile of U.S. population, 2045



* Non-Hispanic members of race

Source: William H Frey analysis of U.S. Census population projections released March 13, 2018 and revised September 6, 2018

B Metropolitan Policy Program
at BROOKINGS

A Majority Minority Working Class

- Based on long-term labor force projections from the Bureau of Labor Statistics ***and continuation of trends in college completion among different demographic groups***, the working class is projected to become majority people of color in 2032. This is 13 years sooner than the Census Bureau projection for the entire population and nine years sooner than the transition for all working-age adults (18 to 64 years old).
- The prime-age working-class cohort, which includes working people between the ages of 25 and 54, is projected to be majority people of color in 2029.

Source: EPI analysis of educational attainment trends from 1993-2013 Current Population Survey Annual Social and Economic Supplement and Bureau of Labor Statistics' long-term labor force projections for 2005-2050

Summary

- Higher Education has a PR problem – the anti-intellectual narrative has driven down the perceived value of a college degree.
- This problem is exacerbated by the proliferation/promotion of the “uneducated billionaire” most of whom are white.
- Despite these outliers, the fact remains that education is the surest path to economic opportunity and social equality for people of color.

Summary

- Automation will result in the elimination of unskilled/low-skilled jobs and/or support roles, largely held by people of color.
- The future of work in America will increasingly require a more educated workforce.
- The demand will increase significantly for quantum computing, robotics, financial technology, transportation, energy, agriculture, engineering cybersecurity/data science.
- In short, the future of work will require higher order thinking skills and increased demand for college educated workers.

Summary

- The demographics in America are rapidly shifting towards a minority majority country.
- Failure to educate the growing minority populations will result in unfilled jobs, catastrophic losses on GDP and decreased competitive position within the world's economy.
- Translation: We all lose.

Problem Statement

If we juxtapose the demographic shifts, growing “minority working class” and the rapidly increasing need for highly educated workers to meet the evolving demands of the workforce, we come to the inescapable conclusion that our economy will be unable to sustain itself unless we interrupt the cycle by substantially increasing educational attainment for underrepresented minority populations.

The solution...

Bold, structural reforms that close gaps in student achievement and increase college access, affordability and completion will yield tangible, calculable, long-term benefits for the American economy.

The value of education, particularly for underrepresented minorities is increasing rapidly. This is, or should be, as they say, in our new “anti-intellectual” vernacular, a “no-brainer!”

Case Study: South Carolina

- South Carolina's African American population is slightly more than 1.3M people or 27.2% of the total population.
- The poverty rate for African Americans in SC is 26.7% compared to 11.2% for Whites.
- Bachelor's degree attainment for African Americans is 15.2% - a figure that is less than half the rate for Whites in SC (31.8%).

South Carolina's Corridor of Shame



Workforce Trends

- The unemployment rate for African Americans is 11.7%, compared to 5.5% for Whites.
- South Carolina is home to some of the most successful and innovative companies in the aerospace, agribusiness, automotive, manufacturing and technology industries.
- These jobs are rapidly evolving in the areas of automation and require a highly skilled workforce.

Case Study: Benedict College

- A small, private, Historically Black College located in Columbia, SC
- 2300 students – 64% hail from South Carolina
- 74% First Generation
- 85% Pell Eligible
- 96% Minority
- Like the demographic it serves, Benedict College was underperforming on virtually every key indicator.

Vision

Benedict College will be a leader in providing transformative learning experiences for a diverse student body, defined by superior cultural and professional competencies that are nurtured and developed by faculty, staff and stakeholders who value innovation, customer service, community and industry engagement.



Transformation...

- Tuition Reset
 - Tuition Lowered 26.4%
 - Net Tuition Increased
- Academic Standards Restored
 - SE – Squared Policy Eliminated
 - Admission Standards Implemented
 - ACT/SAT Required
- Academic Program Review Completed
 - Academic Schools Re-Organized
 - Increased Focus on high demand disciplines
 - Elimination of Unproductive Majors
- Summer Bridge Implemented
- First Year Experience/Orientation Revised
- Career Services
- Increased Emphasis on Student Life
 - Minority Male Initiative
 - Leadership Training
 - Study Abroad Experiences
 - Toiletry Closet Established
- Enhanced Marketing/Branding
 - #TheBESTofBC!

Academic Affairs

- Restructured Academic Programs and Schools
- Curriculum Revisions
 - Cybersecurity
 - Engineering
 - Logistics and Supply Chain Management
- Student Innovation Hub



Enhancement of Academic Supports

- Academic staff assigned to monitor, track, and assist Probationary students.
- Student Success Center opened
- Relocation of academic support staff to Student Success Center
- Director of Student Retention
- Reinstatement of the First-Year Experience Unit

Project Success

- **Career Interest Inventory.** This tool will help map students interest with the best majors early in the college experience.
- **Remediation Skills Assessment and Online Curriculum.** Through the Pearson *MyFoundationsLab* program all BC students will have access to learning materials that will help them achieve specified learning outcomes and to successfully complete math courses -- the first time!
- **Emergency Aid.** The Emergency Aid Program provides the College with \$5,000 per academic year to disperse to students in need. An online application and approval process has been developed for this program.



Career Pathways Initiative (CPI) & Service-Learning Program

- Funded by Lilly Endowment Inc. through the UNCF, the goal of CPI is to help four-year Historically Black Colleges and Universities (HBCUs) and Predominantly Black institutions (PBIs) strengthen institutional career placement outcomes by increasing the number of graduates who immediately transition to meaningful jobs in their chosen fields. Significant support has also been provided by the State of South Carolina. These efforts have been championed by Senator John Scott and Benedict Alum, Senator Jackson.
- Students use online career planning systems such as:
 - **Focus-2-Career** to engage in career exploration through self-assessments in order to select majors and make informed career choices.
 - **Purple Briefcase** to participate in career preparation and connect with employers.
 - **Clothing Closet** established to provide Career Clothing



Results...

- **Increased Enrollment** – largest incoming class since 2012
- **Revenue Goals Achieved** – exceeded revenue budget
- **Increase in Fund Development** - Exceeded all fundraising targets
- **Increase in Institutional Profile** – media coverage and national recognition
- **Expanded Study Abroad Opportunities** – 47 students in 2019 to 7 countries. 2%
- **Increase in Student Profile** – mean GPA 3.09
- **Increase in Student Retention** - 83% vs. 69% prior year
- **Increase in Student Internships** – New partnerships established with area/statewide companies.
- **Increase in Graduate Placement** – % of students going to work in their field or major increased 11% year over year.
- **Increase in Student Satisfaction**

Benedict College Receives 2019 American Council on Education (ACE) Award for Institutional Transformation!

The award was created to recognize institutions that respond to higher education challenges in innovative and creative ways and achieve dramatic results in a relatively short period of time.



BENEDICT
COLLEGE

CONGRATULATIONS!

HBCU Digest Award Winner

HBCU of the Year

**Dr. Roslyn Clark Artis
President and CEO**



#TheBESTofBC™

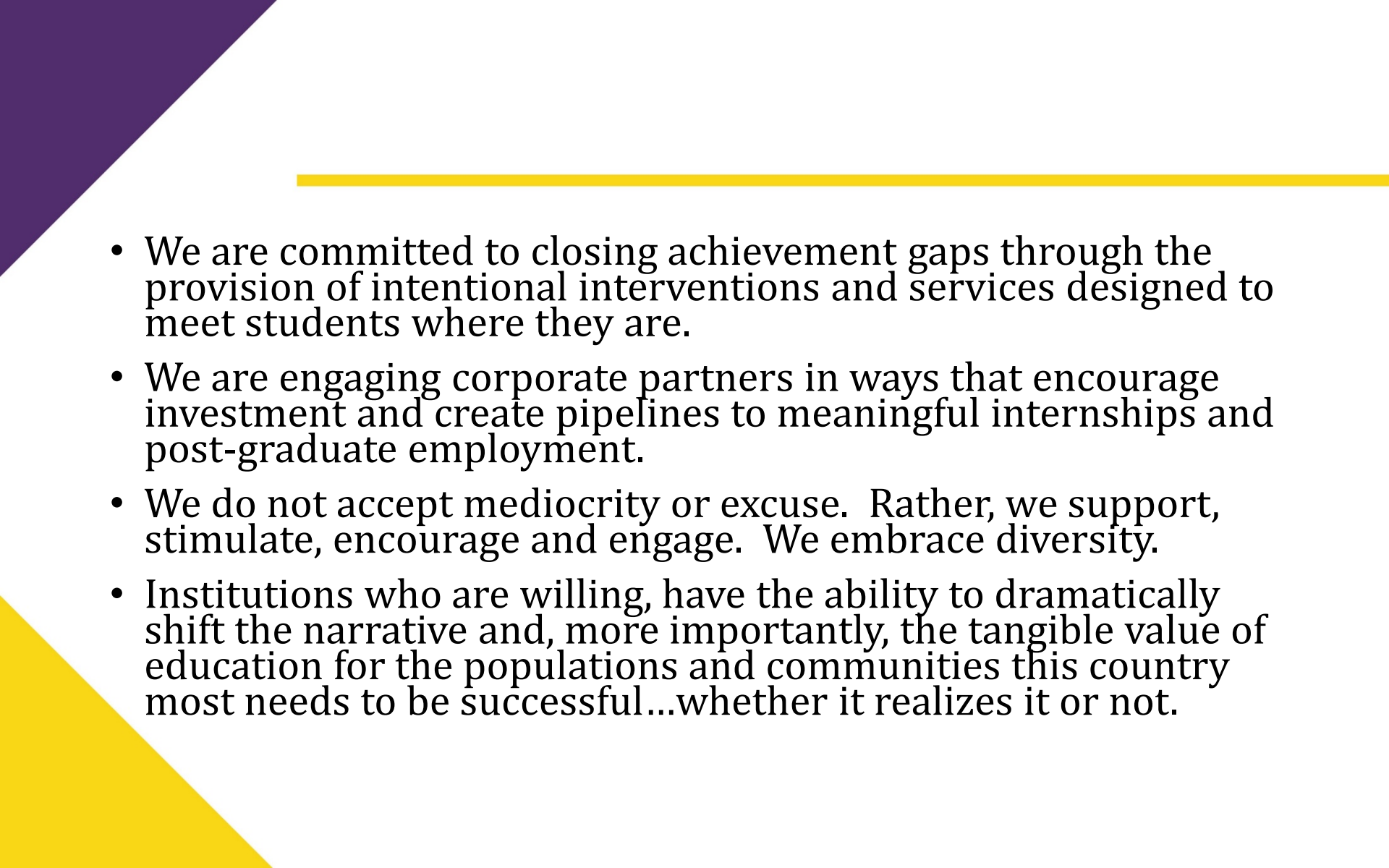


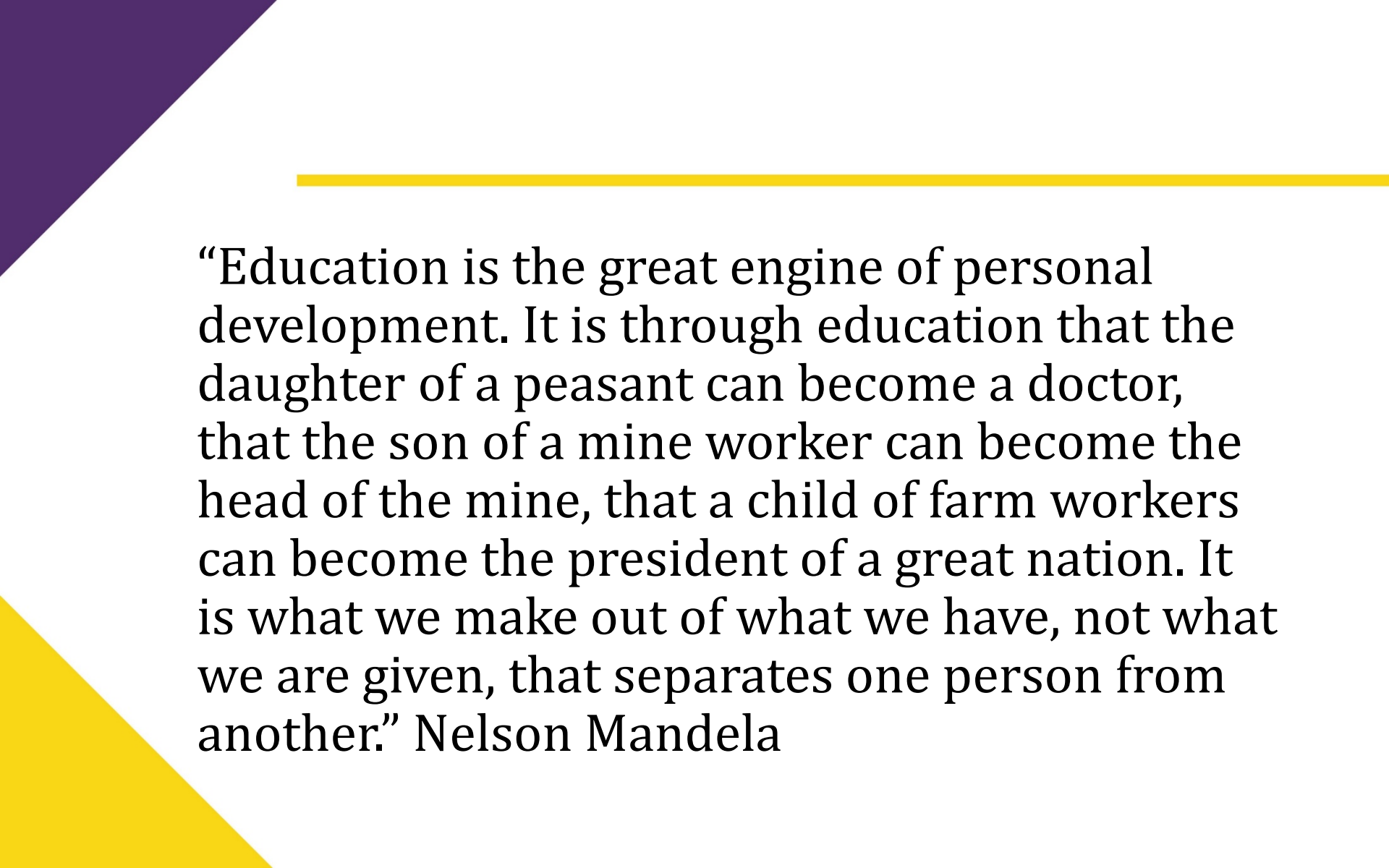
Increased Value of a BC Degree



Our Value Proposition

- We reject anti-intellectual narrative, particularly as it relates to people of color in this country.
- We embrace education as the surest means to economic and social equality.
- We are preparing students with the skills necessary to compete in a high tech, automated world while providing them the necessary critical thinking, problem solving and communication skills.
- We are intentional about recruiting and retaining students from the population demographic often overlooked, undereducated, under-resourced and under-represented in fields that reflect the jobs of the future.
- We are committed to disrupting the creation of an outsized working class population of black and brown people who will likely be displaced in the economy of the future.

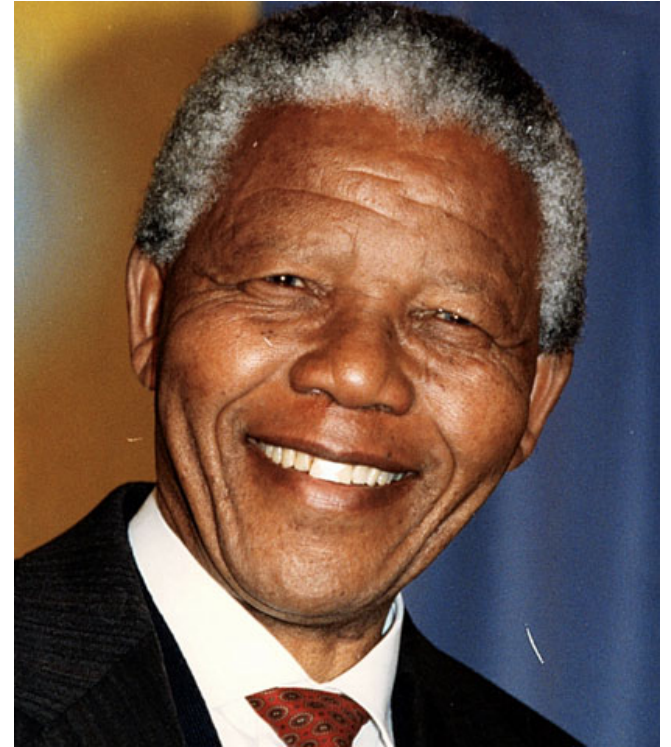
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- We are committed to closing achievement gaps through the provision of intentional interventions and services designed to meet students where they are.
 - We are engaging corporate partners in ways that encourage investment and create pipelines to meaningful internships and post-graduate employment.
 - We do not accept mediocrity or excuse. Rather, we support, stimulate, encourage and engage. We embrace diversity.
 - Institutions who are willing, have the ability to dramatically shift the narrative and, more importantly, the tangible value of education for the populations and communities this country most needs to be successful...whether it realizes it or not.



“Education is the great engine of personal development. It is through education that the daughter of a peasant can become a doctor, that the son of a mine worker can become the head of the mine, that a child of farm workers can become the president of a great nation. It is what we make out of what we have, not what we are given, that separates one person from another.” Nelson Mandela

“It is not beyond our power to create a world in which all children have access to a good education. Those who do not believe this have small imaginations.”

Nelson Mandela



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Questions?

Thank you!

