



Society for College and University Planning

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**TRENDS IN HIGHER EDUCATION REPORT PUBLISHED BY
SOCIETY FOR COLLEGE AND UNIVERSITY PLANNING (SCUP)**

FOR IMMEDIATE RELEASE:

March 24, 2005, Ann Arbor, MI – The Society for College and University Planning (SCUP) publishes a quarterly report on trends in six key areas effecting higher education: demographics, economy, environment, learning, politics, and technology. The report is free and available to public as a PDF at http://www.scup.org/redirect/trends_05_03.html.

The report is compiled by SCUP’s director of planning and education, Phyllis T. H. Grummon, Ph.D., for use by the SCUP Board of Directors and staff in decision making.

An enhanced version of the report for SCUP members features links to articles and other online resources for each area.

The areas and their focus:

Demographics—trends in student recruitment, enrollment and retention and the impact that age, gender, ethnicity, income, and geographic distribution have on these areas. Hot topics include Generations X and Y, European “massification,” and the impact of the Patriot Act on international-student enrollment in the U.S.

Economy—trends in institutional budgeting practices and financial resource development, national and state education budgeting, financial aid, tuition, as well as global economic issues. Hot topics include the Higher Education Reauthorization Act (HERA), tuition increases, and the loss of international students to countries like Australia, China and India.

Environment—trends in environmental sustainability and green practices on campus. Hot topics include sustainability in the curriculum and the adoption of environmental practices, products and services by institutions.

Learning—trends in adult learning, how we learn, and campus and classroom design to support learning. Hot topics include the use of active learning and connecting emotions to learning.

Politics—trends in government and legislation as well as elections. Hot topics include cuts to financial aid and research funding.

Technology—trends concerning the use of information technology on campus. Hot topics include wireless networks, the use of electronic devices by the campus community, course management systems, and privacy protection.

Headquartered in Ann Arbor, MI, the Society for College and University Planning serves a diverse member base of nearly 5,000 professionals from public and private institutions, corporate partners, higher education systems, and government. Visit <http://www.scup.org/>.

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