Bismarck State College
Planning Assumptions
Spring 2012

Demographic Trends:
- The number of K-12 school students will increase in Bismarck
- There will be continued competition for college students
- College enrollments in North Dakota may drop as more young people take lucrative oil-related jobs
- Part-time college student enrollments will continue to increase
- The adult population (older than traditional students) will continue to grow as adults seek education and training for advancement or second careers
- Community college enrollments will continue to grow throughout the United States
- The number of elderly people in North Dakota will continue to increase
- Small communities in western North Dakota will experience population growth
- The state of North Dakota, as a result of industrialization, will experience significant population growth and increased diversity
- Major North Dakota cities and industrial areas will grow as the rural areas lose population

BSC Impact/Response:
- Marketing costs will rise to meet the increased competition for students
- There will be more marketing targeted to the adult population
- To meet adult educational needs more focus will be placed on assessing and awarding credit for prior learning
- There will be an increased focus on student retention

Economic/Business/Labor Trends:
- Oil exploration and development will increase revenues in North Dakota
- Some businesses in North Dakota will have increasing difficulties keeping skilled employees
- The high cost of attending college will be a continuing concern for students and parents, and may impact enrollment
- The national economy will struggle slowly for improvement
- Business and industry will be less concerned with degree attainment and more interested in securing employees with needed skill sets and certifications
- It will be difficult to meet the labor shortage in the state

BSC Impact/Response:
- An increased emphasis will be placed on providing a quality education that is affordable
- Short term training, both credit and non-credit, will need to be developed
- The college will need to increase efficiencies so the cost of providing education can be kept reasonable
- We will have to be creative in our content and delivery methods to meet business and industry needs

Social/Lifestyle/Values Trends:
- Many communities in western North Dakota will see significant changes due to oil-related activity
- Oil development will spark environmental and natural resources concerns
- North Dakota will become more diverse with the influx of workers and families from other parts of the country
North Dakota culture will change as a result of new residents and the burgeoning petroleum industry.
Society looks upon higher education with more skepticism than in the past.
Colleges and universities will be judged on outcomes and the value they provide society.
There is a greater emphasis on educating students for citizenship so students can contribute to creating a better society.

**BSC Impact/Response:**
- To overcome skepticism about higher education, BSC will need to be open and transparent.
- Student learning outcomes need to be clearly identified, measured, and reported.
- Program opportunities exist in the environmental arena.
- Public/Private partnerships will be essential for the development of programs and facilities to meet community needs.
- As an institution of higher learning, BSC must be a community leader in diversity education and integration of the diverse population.

**Technology Trends:**
- Distance learning and technologies to enhance learning will continue to increase.
- More use and reliance on technology will increase cost for colleges and universities.
- There will be a greater demand for electronic textbooks.
- Technology will significantly challenge traditional faculty roles in the teaching and learning process.
- Most businesses and jobs will demand technological competence from employees.

**BSC Impact/Response:**
- Training employees in the use of emerging technologies will be critical.
- Online learning will grow to meet the needs of a changing student population.
- Instructional technology will be increasingly important for improving course content and delivery.
- Re-allocation of resources from other areas may be needed to support technology needs.

**Political Trends:**
- There will be increased legislative scrutiny and oversight of higher education institutions in North Dakota.
- Performance funding will put pressure on colleges and universities to demonstrate their effectiveness and value.
- Regulations will increase and will impact the need for higher education institutions to spend more time and effort on compliance issues.

**BSC Impact/Response:**
- A focus on institutional effectiveness and data informed decision making will be important components in demonstrating the worth of the college.
- Careful development and monitoring of processes and procedures will mitigate business and operational risks.
- Public/private partnerships will be essential for the development of programs and facilities to meet community needs.
- BSC will have to develop new business models within the college relative to tuition, fees, and auxiliary services.