

# TOP TRENDS



NOW & NEXT 2022 – 2023 | HIGHER EDUCATION

As society continues to face macro-economic and social challenges, industries are being shaped by people's shifts in mindset and behavior. This deck outlines five of the top general and higher education trends that impacted the past year and are likely to influence 2023 and beyond, with each trend including a predicted staying power starting now and continuing through the near to long term.

Despite long standing norms in the higher education space, universities are being forced to adapt to the changing world around them. Institutions are questioning the value of rankings and also challenged with tailoring their process to serve broader audiences, and match the diversity of their students with the makeup of their faculty. Amidst ongoing economic challenges, colleges and universities are tasked with recruiting and maintaining talent and expanding their offerings to meet the needs of future students and employers.

#### Top General Trends

1. Craving Optimism
2. Evolving American Dream
3. Online Identity Crisis
4. Responsibility Embraced
5. Intentional Livelihoods & Living

#### Top Higher Education Trends

1. Re-thinking the Importance of Rankings
2. One Size Does Not Fit All in the Higher Ed Process
3. Expanding DEI Efforts Beyond Student Recruitment
4. Higher Ed Hiring Challenges in a Shifting Job Market
5. Expanding Academic Offerings to Meet Future Demands

# TOP GENERAL TRENDS





# CRAVING OPTIMISM

## STAYING POWER: NOW - NEAR TERM

As Americans face ongoing disruptions a craving of optimism has been perpetuated in culture. Brands present happy, lighthearted and optimistic visions as aspirations, and consumers express a desire to find the bright side of life – seeking happy moments of escape.

# 88%

88% of Americans want new experiences that make them laugh or smile.

- KANTAR U.S. MONITOR

Optimism has gained cultural cachet as every-day and luxury brands from Bubly to Hermès highlight lightheartedness, smiles, and optimism as the most enviable goods.

- THE DRUM AND HERMÈS

# 78%

78% of Americans will pay a premium for true happiness.

- KANTAR U.S. MONITOR

# 80%

80% of Americans agree “Every day it feels like there’s something new to worry about in the world.”

- KANTAR U.S. MONITOR

# 13%↑ 9%↑

Americans’ media consumption shows a craving for excitement and happy endings with a **13%** rise in viewership for Action and **9%** rise for Romance/romcoms.

- GWI

The #1 quality that has become more important in personal lives since inflation went up is “maintaining a positive attitude.”

- KANTAR U.S. MONITOR



# EVOLVING AMERICAN DREAM STAYING POWER: NOW - MEDIUM TERM

In the face of a changing economic and cultural environment, Americans are redefining collective aspirations by seeking value over exclusivity and celebrating realism over superficial status. From preferring second-hand clothing that is better for the environment over logo-spattered fashion, to desiring durability over exclusivity, the narrative for American aspirations is shifting to a more pragmatic vision.

Value was ranked as a #1 trend heading into 2023, replacing sustainability as the top trend of 2022 according to a recent market research report.

- INNOVA RESEARCH IN FOOD BUSINESS NEWS

## 76% 60%

**76%** of Americans have switched to less expensive clothing brands and **60%** have bought something secondhand.

- KANTAR U.S. MONITOR

#ThriftFlip has garnered over 2.8 billion views on TikTok.

- GWI

Consumers now favor durability (**84%**), differentiation (**71%**), and customization (**66%**) over factors like exclusivity (**50%**) or elevating their social status (**32%**).

- KANTAR U.S. MONITOR

Since mid-2021, there has been an **8%** drop in the number of consumers who want brands to be “exclusive,” which means that some high-end brands won’t be able to rely on their logo as much as they used to.

- GWI

Many car owners see their vehicles as less of a way to express their personality (**-9%**) and status (**-14%**) while value for money gains prominence with a desire for cheap and easy to maintain vehicles up **7%** since Q2 2021.

- GWI

## 75% vs 11%

**75%** of consumers say beauty is more about what you feel on the inside vs. **11%** who say it is more about how you look on the outside.

- KANTAR U.S. MONITOR

## 55% vs 45%

More Gen Zs prefer to see people “living realistic, balanced lives” (**55%**) vs. people “achieving all their hopes and dreams” (**45%**).

- KANTAR U.S. MONITOR

# ONLINE IDENTITY CRISIS

## STAYING POWER: NOW - MEDIUM TERM

The fusion of online and in-person identities continues with the prevalence of digital platform usage. From proto-metaverses to VR and social media, there is no shortage of ways for people to express themselves, or an avatar version of themselves, online. However, as these mediums evolve, tensions between the opportunities and the negative impacts remain as outputs of our increasingly digitized culture. Brands will need to use discernment in employing a balance of offline and digital tactics available that align best with their business.

**Three-quarters** of Americans have used Facebook in the last six months, with **(71%)** using YouTube and **(51%)** using Instagram. For Gen Z, YouTube is king **(83%)**, followed by Instagram **(74%)** and TikTok **(64%)**.

- THE HARRIS POLL

## 38% ↑

In the past year, 15 million views were tracked across platforms mentioning AR or VR, up **38%** from the previous year, suggesting that social audiences are getting more engaged in the topic.

- TUBULAR DATA IN DIGIDAY

**62%** of millennials and **60%** of Gen Zers think “how you present yourself online is more important than how you present yourself in person.”

- THE HARRIS POLL

## 55%

Globally, **55%** of consumers agree that they have trouble sifting fact from fiction in the digital world.

- DENTSU

## 76%

**76%** of Americans are interested in avatars and in customizing the physical appearance of their character.

- GWI

Online to in-person: Nearly a third of Gen Z users look forward to in-person experiences—like creator conventions and meet and greets—with their favorite online influencers.

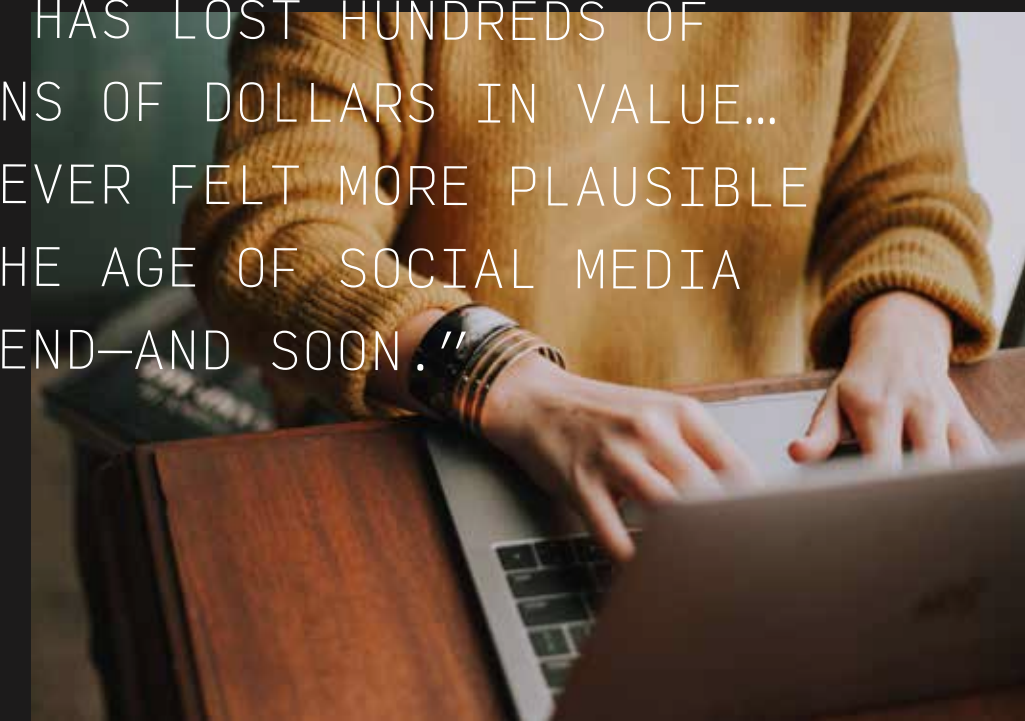
- INSTAGRAM WITH WGSN

**(87%)** of Americans want increased control of personal data, decentralized social media platforms **(77%)**, and an open web free from walled gardens **(77%)** in the next iteration of the internet.

- THE HARRIS POLL

“FACEBOOK IS IN DECLINE, TWITTER IN CHAOS. MARK ZUCKERBERG’S EMPIRE HAS LOST HUNDREDS OF BILLIONS OF DOLLARS IN VALUE... IT’S NEVER FELT MORE PLAUSIBLE THAT THE AGE OF SOCIAL MEDIA MIGHT END—AND SOON.”

- THE ATLANTIC





# RESPONSIBILITY EMBRACED **STAYING POWER: NOW - LONG TERM**

Faced with numerous societal challenges, Americans are embracing a sense of responsibility to take action. They are seeking positive improvements for a more inclusive, equitable, and sustainable world and are working together with brands to create a greater collective impact.

“As consumers reassess the impact of existing social inequities and their consumption on the world, they are experiencing a rising need to hold themselves and others accountable for positive change.”

- KANTAR U.S. MONITOR

## 62%

62% of US consumers care about the impact of social justice issues.

- GWI

## 47%

47% say poor treatment of staff would discourage them from buying from a brand.

- GWI

Advance Auto Parts’ People with Disabilities hiring initiative has grown to include 17 distribution centers and stores in 14 metro markets across the US, as well as remote and in-person positions in their corporate offices.

- KANTAR U.S. MONITOR

As climate concerns rise, DIY clothing offers a sustainable alternative to fast-fashion with more than half of Gen Z respondents saying they plan to DIY their clothes in 2023.

- INSTAGRAM WITH WGSN

In response to Russia’s attack on Ukraine, Yale School of Management Professor Jeffrey Sonnenfeld and his research team created a tracker that identified businesses that had changed their dealings with Russia to create a sense of accountability.

- KANTAR U.S. MONITOR



# INTENTIONAL LIVELIHOODS & LIVING STAYING POWER: NOW - MEDIUM / LONG TERM

In response to ongoing volatility, people are focusing on what they can control and being more intentional about how they are structuring their lives. Americans are evaluating the fundamentals from their work to their schedules, homes and what organizations they engage with, seeking meaningful career options and conscious living choices that align with their values.

## 34%

**34%** of Americans say that being present for family and friends is their most important goal in life, an increase of **7%** YoY.

- GWI

## 64%

**64%** of Americans say work-life balance is most important to them in the workplace, the second highest factor behind only salary/compensation.

- GWI

'Work On Climate' is a Slack community focused on helping individuals find new careers centered on solving climate challenges.

- KANTAR U.S. MONITOR

## 33%

**33%** of Americans cited "support me to find the right option for me to lead a balanced life & live better" as a way brands can help them thrive.

- INTERBRAND

"Dream Job? I don't dream of labor" is a mindset of Gen Z as they redefine the working narrative.

- KANTAR U.S. MONITOR

People are reducing their ecological footprint through intentional yet elegant home aesthetics using natural materials that are beautiful but also safeguard against droughts and other natural disasters.

### Pinterest Searches

Rain water harvesting architecture	<b>+155%</b>
Drought-tolerant landscape design	<b>+385%</b>
Rain barrels ideas beautiful	<b>+100%</b>

- PINTEREST PREDICTS

The Women Owned Logo offers an official seal of authenticity to businesses that can prove they're at least **51%** owned by women.

- KANTAR U.S. MONITOR



# TOP HIGHER EDUCATION TRENDS



# RE-THINKING THE IMPORTANCE OF RANKINGS STAYING POWER: NOW - MEDIUM TERM

The process behind the development and the value of rankings have been met with skepticism and in some cases disdain, with prestigious law schools taking the first step in denouncing them through their withdrawal. Yet many universities still feel beholden to these badges of honor as signifiers of quality. While law school withdrawals is certainly an interesting development, the question is more pertinent as it relates to undergraduate institutions following suit—arguably, rankings matter much more to this set of universities. Additionally, prospective students and parents use these rankings as simplified heuristics in their decision-making process. However, with the complexity of choosing the right institution going far beyond a badge, and with Gen Z balancing prestige with their needs for pragmatism and equity, time will tell if new displays of university quality emerge or if USNWR rankings reign supreme.

“U.S. News is not the cause but a particularly unpleasant symptom of the way that higher education operates and is understood.”

- THE CHRONICLE OF HIGHER EDUCATION

## 88%

In response to the question ‘How important is the reputation of your institution among your peers in other educational institutions?’, **88%** of university administrators rated its importance “high.”

- BVK

“Colleges don’t like being graded”.

- LINKEDIN

## 60%

**60%** of the top 10 public universities promoted their rankings on their highest visibility channels within hours or minutes of the USNWR embargo lift.

- BVK

“Parents rely on rankings because of the void of information they need to help their students make decisions. But rankings don’t tell the story of the university.”

- LINKEDIN USER, DIANE REVES OF THE OHIO STATE UNIVERSITY

Experts view law schools’ anti-U.S. News moves not as an immediate death sentence for the rankings, but rather a part of incremental change, like potentially empowering colleges to force U.S. News to rework metrics they find most objectionable.

- HIGHER ED DIVE

## 62% vs 81%

Prestige is still important, but practicality may win out. **62%** of prospective students say a college’s brand and name recognition influenced their decision, however **81%** said they eliminated colleges from consideration and did not apply because of the total cost.

- FORBES

# ONE SIZE DOES NOT FIT ALL IN THE HIGHER ED PROCESS

## STAYING POWER: NOW - LONG TERM

As the diversity of students and their needs continue to evolve, so too does the demand for more personalization in the higher education process. From flexible application requirements to enrollment, onboarding and student success support, universities are tasked with meeting the personalized demand of students through new processes and tools. These updates accommodate a more diverse and less time-and-place-bound student body that is the future of higher education.

# 30%

“Offer customized / personalized products” is one of the top actions that Gen Z expects from brands with **30%** expressing this as a desire.

- GLOBAL WEB INDEX

Cornell has waived application fees for M.B.A. programs for those recently unemployed by technology companies.

- INSIDE HIGHER ED

“Students benefit when they’re able to understand their academic and professional options in a highly personal manner” - Dr. Jeff Guan, Interim Dean at the UofL College of Business.

- YAHOO! FINANCE

# 1,700

More than **1,700** colleges and universities are not requiring students to submit SAT and ACT scores when they apply for admission for fall 2023.

- HIGHER ED DIVE

The University of Louisville (UofL) College of Business launched an AI powered advising tool that will enable students to forecast the labor market value of earning a graduate business degree, to make informed personal decisions.

- YAHOO! FINANCE

To meet the needs of its rural student base, Casper College in Wyoming offers a mobile app that allows students to access university information and download coursework to work on their phones even without connectivity.

- UNIVERSITY BUSINESS

One-size-fits-all-support under serves students who need intensive assistance while simultaneously over serving those who are more smoothly transitioning to higher education. This calls for universities to serve different tiers of students based on their needs to optimize use of student services resources.

- UNIVERSITY BUSINESS



# EXPANDING DEI EFFORTS BEYOND STUDENT RECRUITMENT **STAYING POWER: NOW - LONG TERM**

DEI is an ongoing demand in Higher Education that continues its prominence. Beyond the diversity of the student body, institutions are being called to create more inclusive spaces by employing faculty that is representative of the broad makeup of their student population. While the industry is currently falling short in this area, there are strongly appealing potential gains in student and university success that can be achieved for institutions who prioritize DEI action beyond promises across all of their internal audiences.

“The population as a whole is increasing in diversity, and student bodies are becoming more diverse as well. So many universities talk about the need for the faculty to start reflecting those changes.”

- INSIDE HIGHER ED

## 81% 40%

Diversity among faculty and staff is important among prospective college students with **81%** wanting it and **40%** of those saying it was a must-have feature.

- FORBES

## 3.5X

Colleges and universities will need to diversify their faculties at about **3.5 times** the current pace if they want the professoriate to reflect the U.S. population in terms of race by 2050.

- INSIDE HIGHER ED

Since 2007, the number of unhired Ph.D.s from underrepresented groups is equivalent to about **11%** of all tenure-line faculty members in the U.S. in 2020.

- NATURE HUMAN BEHAVIOR RESEARCH IN INSIDE HIGHER ED

Institutions with diverse faculty promote the collegiate and post-collegiate success of students. Research shows that women and non-White faculty are more likely than their counterparts to implement pedagogical methods that are student centered and known to improve student learning outcomes.

- POSTSECONDARY VALUE COMMISSION

Faculty of color are more likely to provide a set of learning experiences that promote students’ development of intercultural competence—a critical skill in today’s diverse workplace and global economy.

- POSTSECONDARY VALUE COMMISSION



# HIGHER ED HIRING CHALLENGES IN A SHIFTING JOB MARKET

## STAYING POWER: NOW - MEDIUM TERM

In addition to coming out of the pandemic and the many challenges that provided for institutions, the economy and subsequent job market is posing an industry-wide staffing crisis inhibiting the success of these organizations and their people. Colleges and universities will be tasked with not only creating environments desirable for students and faculty, but also a need to promote cultures of support and advancement for their staff in order to attract and retain the talent required to keep their institution functioning.

“COLLEGES HAVE DONE A SPECTACULARLY BAD JOB OF MANAGING TALENT.”

- THE CHRONICLE OF HIGHER EDUCATION

80% 84%

Nearly **80%** of college leaders, hiring managers, and administrators said their campus has more open positions this year than last, and **84%** said that hiring for administrative and staff jobs has been more difficult in the last year.

- THE CHRONICLE FOR HIGHER EDUCATION & HURON SURVEY

280%

The entire sector is grappling with heavy turnover as higher ed job postings spiked by **280%** in spring 2022.

- UNIVERSITY BUSINESS

“The organizational consequences of inaction will be dire: more conflict and mistakes, searches without deep pools of applicants, searches that don’t end with a hire, abnormally high turnover rates, interim titles all over the organizational chart. Not to mention all the ripple effects of this organizational turbulence.”

- THE CHRONICLE OF HIGHER EDUCATION

“The pandemic alone didn’t cause the low morale and turnover you might be seeing among your faculty and staff members just as the lack of personal protective equipment didn’t solely give rise to the Amazon Labor Union.”

- THE CHRONICLE OF HIGHER EDUCATION

Universities’ lack of advancement opportunities for staff results in their recruitment and retention challenges. A Pew Research Center survey showed among the top reasons why U.S. workers left their jobs, “no opportunities for advancement” was second only to low compensation.

- PEW RESEARCH CENTER DATA IN THE CHRONICLE OF HIGHER EDUCATION

# EXPANDING ACADEMIC OFFERINGS TO MEET FUTURE DEMANDS

## STAYING POWER: NOW - LONG TERM

To continue to prove higher education's value proposition, universities are expanding academic portfolios to meet the needs of today's changing culture and job market. Technology, gaming, and AI-oriented offerings are gaining prominence to serve the modern student and support employers' current needs. Universities are also keeping an eye on alternative means for additional revenue generation.

It is estimated that by 2025, **85 million** jobs may be displaced by a shift in the division of labor between humans and machines, while **97 million** new roles may emerge that are more adapted to the new division of labor between humans, machines and algorithms.

- WORLD ECONOMIC FORUM

# 89%

**89%** of college leaders are concerned about future enrollment, many responding by introducing more courses and academic programs in online or hybrid formats, adding microcredential offerings, and beefing up their recruiting of students who had previously stopped out of college.

- THE CHRONICLE OF HIGHER EDUCATION

# 54%

**54%** of U.S. adults think video gaming should be taught in schools.

- ONEPOLL IN HARPER'S

The fourth annual "Counting Credentials" report notes that there are now **1,076,358** unique credentials available across the country, up from **967,734** last year. The report also identifies more than **59,692** different credential providers.

- INSIDE HIGHER EDUCATION

The University of Florida has worked in partnership with the public and private sector to develop a curriculum, hire teachers, and offer computing resources to deploy AI across the curriculum.

- ECAMPUS NEWS

The University of Montana's esports program, Grizzly eSports has **300** members enrolled, and nearly 100 of them playing competitively by choice.

- UNIVERSITY BUSINESS

Universities worldwide forged at least **73** partnerships with boot camps from January through September of last year.

- HOLONIQ RESEARCH IN HIGHER ED DIVE

Oregon State University announced the Collaborative Innovation Complex—a 150,000 square foot facility scheduled to open in 2025. The CIC will include a new supercomputer as well as a robotics and drone playground and an extended-reality theater.

- ECAMPUS NEWS







250 w coventry court | milwaukee, wi 53217 | 414.228.1990 | [bvk.com](http://bvk.com)