

# Strategic Transformation in Public Higher Education

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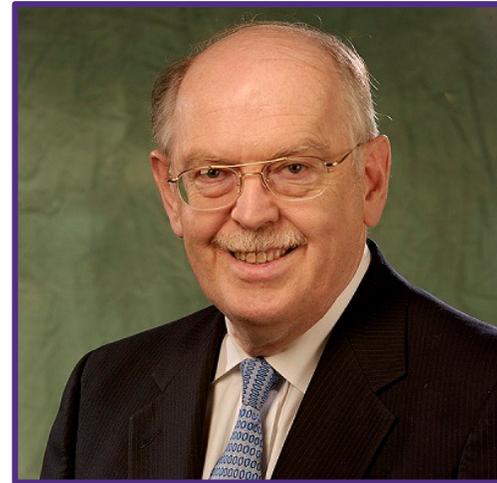
*President*  
Association of Public and land-  
grant Universities (APLU)

## Your co-hosts for this discussion:



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## Strategy Transformation Discussion\*:

### Why do we need transformation?

- Declining high-school graduates
- Unsustainable business models
- Inadequate outcomes

### What will happen over the next decade?

- Campus closures/mergers for several schools
- Dramatic shift in product offerings (e.g. More online/hybrid and more adult focused)
- Increase in partnerships and outsourcing

### How should universities transform?

- Renewed vision (Clarify differentiation in strategy)
- Cut and invest
- Strategic leadership

\* Great differences in colleges and universities

## Q&A with Attendees:



## AGB Resources:

- ["COVID-19 Crisis: What's a Strategic Public University System Board to Do?"](#)
- ["The Strategic Transformation Workshop Series"](#)
- ["Achieving Transformation and Prosperity: Strategic Partnerships and Other Long-Term Alternatives"](#)

## APLU Resources:

- [Digital Transformation of Higher Education](#)
- [APLU Center for Public University Transformation](#)

## Dr. Friga's Resources:

- ["'This Is an Existential Time for Higher Ed': an Interview With Gordon Gee"](#)
- ["Strategic Transformation Workshop 1: It is Time for A New Public Higher Ed"](#)
- ["Strategic Transformation Workshop 7: Reimagining Long-Term Strategy"](#)
- ["It's Time to Transform Your University"](#)

For additional articles, blogs, and videos visit [Paul's Website](#)