

*Abstract for keynote presentation to the 2008 ARUCC Conference,
“Harnessing the Winds of Change,” June 25-28, Halifax NS*

Adjust Your Sails or be Blown Off Course: Emerging Trends in Canadian PSE

Today, Canada’s colleges and universities face an unprecedented pace of change in their political, demographic, technological, and competitive environment. Populations are shifting. Expectations are rising. Distinctions are blurring. Long-held assumptions about our students, our programs, and our very purpose need to be reconsidered in the face of inescapable shifts in the global economy and political climate.

In this challenging context, “business as usual” is almost certain to leave an institution adrift, off course, or worse – sunk. Plotting a strategic course, and successfully navigating it, demands greater vigilance and flexibility than ever.

Ken Steele will share his perspective on emerging trends in the higher education marketplace, and his conviction that we either draw inspiration from the winds of change, or get blown away.

Presenter:



Ken Steele is co-founder and Senior Vice-President of Academica Group Inc, based in Toronto and London, Ontario. Over the past decade he has redeveloped and expanded our flagship applicant studies, and consulted with dozens of Canada’s leading colleges and universities on recruitment marketing and brand strategy. In particular, Ken has led the development of our conceptual, data-driven framework for mapping institutional positioning and reputation.

Many ARUCC members also know Ken as the editor of Canada’s free daily PSE news digest, *Academica’s Top Ten*, which serves bite-sized summaries of the day’s news and ideas to thousands of subscribers across Canada.

Ken is also an active member of the International Association of Business Communicators (IABC), Council for the Advancement and Support of Education (CASE), and the Canadian Council for the Advancement of Education (CCAIE). He has authored or co-authored numerous research papers on student recruitment, written a syndicated column on graphic design, and presented research papers or facilitated workshops nationally and internationally, at conferences for the CCAIE, CACE, OACC, OURA, AARAO, ACAATO, SAA, and on dozens of university and college campuses across Canada.

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