

Jon McGee: Educationomics

Educationomics describes the interaction and oversight of mission, market and management in the context of economic, demographic and cultural change. Jon refers to it as “navigating in the new marketplace for higher education.” Think of it as a triangle linking the impact of changing economics, changing demographics, and changing cultural values at colleges and universities in America. No college will escape their effects.



Drawing from an extensive assessment of demographic and economic trends, McGee presents a broad and integrative picture of these changes while stressing the importance of decisive campus leadership. He describes the key forces that influence higher education and provides a framework from which trustees, presidents, administrators, faculty, and policy makers can address pressing issues in the aftermath of the Great Recession.

Jon McGee has worked in higher education research and policy since 1988. After earning a Master of Arts degree in Public Affairs from the University of Minnesota, he worked in Minnesota’s Department of Finance as a budget analyst, where he was responsible for planning and development of public sector postsecondary operating and capital budgets. From 1992 to 1999, he was Vice President for Research and Policy Development at the Minnesota Private College Council, where he was responsible for analysis of state and federal higher education policy, particularly as they related to education finance and student financial aid, as well as collection and analysis of institutional enrollment and financial data. Much of his work and writing focused on demographic and economic trends and their impact on higher education and public policy.

In 1999, McGee joined the College of Saint Benedict and Saint John’s University in Minnesota. Currently he is the Vice President for Planning and Public Affairs. He serves on the cabinet of both colleges and is responsible for research and analysis in support of enrollment and budget decision-making, strategic planning, leadership in support of campus visibility and marketing, planning, and state and federal government relations.



[MORE ABOUT JON MCGEE](#) ►

Jon recently completed the book, *Breakpoint – The Changing Marketplace for Higher Education* (published by The John Hopkins University Press), which examines key forces of disruption in higher education and offers a framework to colleges and universities for addressing those issues. He is a regular writer of essays and white papers for Hardwick Day and The Lawlor Group and is a frequently invited speaker nationally on demographic trends, the economics of higher education, and the intersection of mission, market, and institutional values. McGee periodically co-presents with Chris Farrell, economist with American Public Media, Minnesota Public Radio and National Public Radio.

McGee serves on the College Board Midwest Regional Council and as a member of the College Scholarship Service Assembly Council (one of three governance assembly councils) where he is national chair-elect and a future trustee. He is also on the faculty of the Harvard University Summer Institute on College Admissions.

McGee is actively involved in community work, serving on the boards of Casa Guadalupe Multicultural Community and the Stearns History Museum and Research Center. He is a 1984 graduate of Saint John's University in Minnesota and lives in Cold Spring, Minnesota – a small town with a real hardware store, a small craft brewery, and a great bakery – with his wife and their four children.

In the fall of 2015, Jon and his wife, Ann will begin 12 consecutive years (at least) of undergraduate tuition payments.

Jon's presentations are perfect for:

- ★ Faculty
- ★ Cabinet & Executive Leaders
- ★ Board of Directors
- ★ Middle Managers
- ★ Retreats, Convocations, Planning Seminars & More!

Here's what others are saying about Jon:

"Those in attendance commented to me that Jon was one of the best facilitators they have experienced and they particularly enjoyed his wittiness and ability to keep the day rich with discussion yet fun and moving."

– *Provost & VP for Academic Affairs, South Dakota State University, Brookings*

"His presentation set the ground work for a strategic process our Board is undertaking. His wisdom, insight, ability to respond to issues, and his passion in presenting material relevant to our deliberations was a gift to our Board."

– *President, Bethel University, St. Paul, MN*

**For more information about Jon McGee,
call 320.259.8222 or visit www.HighImpactTraining.net.**