

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 a changing marketplace.



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 July 2019, Jon joined Saint John’s Preparatory school as the Head of School. From 1999 to 2019, he was the Vice President for Planning and Public Affairs at the College of Saint Benedict and Saint John’s University in Minnesota. He served on the cabinet of both colleges and was responsible for research and analysis in support of enrollment and budget decision-making, strategic planning, state and federal government relations.



MORE ABOUT JON MCGEE

Jon has completed two books, *Breakpoint – The Changing Marketplace for Higher Education* and *Dear Parents: A Field Guide for College Preparation* (both published by The John Hopkins University Press). He speaks nationally on demographic trends, the economics of higher education, and the intersection of mission, market, and institutional values. McGee has co-presented with Chris Farrell, economist with American Public Media, Minnesota Public Radio and National Public Radio.

McGee serves as a trustee of the College Board and on its national CSS/Financial Aid Assembly Council (one of the Board's three national governance councils). He is also on the faculty of the Harvard University Summer Institute on College Admissions.

He is a 1984 graduate of Saint John's University in Minnesota and lives with his family in Cold Spring, Minnesota – a small town with a real hardware store, a small craft brewery, and a great bakery. His four children will be in college consecutively from 2015 to 2027.

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

Jon's presentations are perfect for:

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

Here's what others are saying about Jon:

"Jon is the equivalent of your higher education Sherpa. He has brilliantly succeeded in making the complex and nerve-racking expedition into college search and selection easier to understand."

– *President, Whitworth University, Spokane, WA*

"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**