**Title: *Contemporary Management Challenges: Building a Bridge to the Future***

**Abstract**

The higher education landscape of the 21st century is dramatically evolving. Universities are faced with an enrollment cliff forecasted to produce a 15% decline in enrollment beginning in 2025. Business colleges/schools are challenged with doing more with less. Shortage of resources, shifting work preferences, and increasing workload have impacted the quality of work/life balance for many faculty and staff. The resulting outcome has led to decreased motivation, burnout, and in some cases, increased turnover. At the same time, emerging technologies and shifting preferences for the delivery of educational programming have presented challenges for meeting the demands of the future student.

*Keywords:* 21st century education; work/life balance; future student

**Session Description.** In this interactive roundtable session, the participants will discuss the higher education landscape of the 21st century and how it is dramatically evolving. Featured topics of discussion will be (1) the impending enrollment cliff facing higher education and what universities are doing in response; (2) business college/school resource allocation in response to financial shortages, shifting work preferences, and increasing workloads; (3) challenges for meeting the demands of the future student related to emerging technologies and shifting preferences for delivery.

**Session Type:** Round Table

**Introduction**. In this interactive roundtable session, the participants will discuss the higher education landscape of the 21st century and how it is dramatically evolving. Featured topics of discussion will be (1) the impending enrollment cliff facing higher education and what universities are doing in response; (2) business college/school resource allocation in response to financial shortages, shifting work preferences, and increasing workloads; (3) challenges for meeting the demands of the future student related to emerging technologies and shifting preferences for delivery.

**Theoretical Foundation/Teaching Implications**. Roundtable discussion topics are based on, but not limited to, the following relevant background literature:

Association of University Programs in Health Administration (AUPHA). 2021/2022, AUPHA environmental scan and trends report. <https://higherlogicdownload.s3.amazonaws.com/AUPHA/5c0a0c07-a7f7-413e-ad73-9b7133ca4c38/UploadedImages/benchmarking/AUPHA-2022-Trends-Report_Final.pdf>

Bisoux, T. (2022). What trends are shaping business education? <https://www.aacsb.edu/insights/articles/2022/02/what-trends-are-shaping-business-education>

Kline, M. (2019). The looming higher ed enrollment cliff. <https://www.cupahr.org/issue/feature/higher-ed-enrollment-cliff/>

**60-Minute Session Overall Session Timeline:**

* **Topic Overview (15 Minutes)**
	+ Enrollment Cliff (5 Minutes)
	+ Business college/school resource allocation challenges (5 Minutes)
	+ Challenges for Meeting Future Student Demands (5 Minutes)
* **Interactive RoundTable Breakouts (30 Minutes)**
	+ Participants will be broken into breakout tables and given questions (that relate to the overall topics) to discuss in the context of their university’s response, related impact, and potential solutions.
* **Report Out and Q&A (15 Minutes)**
	+ The larger group will convene to discuss overall feedback from the smaller groups related to the topics discussed concerning personal university impact and potential solutions.