



Pathify

Top Problems in Higher Ed and How Pathify Solves Them

Introduction: Dr. Kasandrea Sereno



19+ years in Higher Education



Currently Executive Director and Founder of Higher Ed Social

- 11,632 members across 80 countries



Past positions:

- Academic Advising at University of South Florida
- Living Learning Community Director
- Technology Commission Chair for NACADA 2019/21
- Board Member National Institute for Social Media
- Vice President of the Board at Cetera



Introduction: Mike Palmer



20+ Years in Learning Design, Media and Education:

- Former VP of Digital Media at Kaplan
- Proud Graduate of New College of Florida



Currently Founder/CEO of Palmer Media:

- Host and Founder of *Trending in Education* podcast
- Trendspotting, Future of Work, Emerging Technologies
 - 530 Episodes and Counting
- Media Consultant, Producer, Thought Partner



Past Accomplishments:

- Wrote multiple books and online courses for Kaplan
- Produced scores of courses and products across varied domains



Top 5 Problems in Higher Ed Today

- Personalization
- Safety & Privacy
- Community & Belonging
- Adult Learner Recruitment & Retention
- Disjointed Tech Stacks

Personalization

The Problem

- Information Overload

The Solution

- Personalization/Filtering



Safety and Privacy

The Problem

- A Crisis of Trust
- Danger out in the Wild

The Solution

- Create a Safe Space for Students
- Respect Their Privacy



Community and Belonging

The Problem

- Feeling Loneliness, Disconnection, Disengagement

The Solution

- Build On-Ramps to Connection and Belonging



Adult Learner Recruitment & Retention

The Problem

- No one has time for anything
- Work / Life / Learn Blend

The Solution

- Simplify the Experience
- Create a Digital One Stop Shop



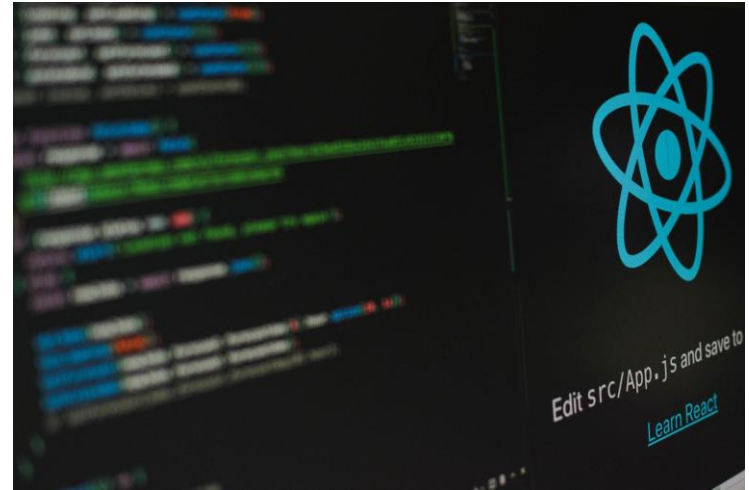
Disjointed Tech Stacks

The Problem

- Inefficient Backend Systems
- Disjointed Data

The Solution

- Streamline for Staff and Admins
- Maintain Continuity



Thank You!



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