Foundational Workshop: The Intersection of Government and Politics on Your Campus

2022 Institute for Chief Academic Officers with Chief Financial and Chief Enrollment Officers
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with Chief Financial and Chief Enrollment Officers

TENACIOUS. CONFIDENT. FORWARD-LOOKING.

The Council of Independent Colleges
guidebook
NAICU
The Intersection of Government and Politics on Your Campus

Barbara Mistick, President
Agenda

• The Landscape
  • The Federal Hook
  • Pandemic Impacts

• The Perfect Storm
  • Anti-Higher Education Movement
  • Accountability and Transparency

• Looking Ahead

• About NAICU
The Landscape
The Federal Hook: Because You Take the Cash……

• $120 Billion Annually to College Student to Pay Tuition and Related Costs (Used Most Frequently through the Higher Education Act)
  • Grants (Pell and SEOG)
  • Student Loans
  • Federal Work Study
• Various Grant Programs
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<th>The Federal Hook: What You HAVE to Comply With …</th>
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<td>• Title IX</td>
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<td>• Free inquiry</td>
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<td>• Campus safety</td>
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<td>• Fire safety</td>
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<td>• Missing students</td>
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<td>• IPEDS reporting</td>
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<td>• Financial responsibility standards</td>
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<td>• Foreign gifts reporting</td>
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<td>• Constitution Day and voter registration activities</td>
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Pre-Pandemic Issues

• Opening Up Regional Accreditation
• Free Speech
• Foreign Gifts
• FAFSA Simplification
• College Affordability Act with Free Community College

…….and the list goes on
Where We Have Been: The Pandemic and HEERF

$76.55 billion in COVID relief

• ~$14 billion to private, nonprofit colleges and universities and their students
<table>
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<th>Question</th>
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<td>Q. What has been the pandemic’s impact on your institution’s fiscal health?</td>
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<td>Q. How has it changed your students social, emotional and educational readiness?</td>
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<td>Q. How has it changed your teaching and curriculum?</td>
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<td>Q. How has it changed your institution as a workplace and as an employer?</td>
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The Perfect Storm
Perfect Storm

• Disruptors and Derailers

• Regulatory and Policy impacts

• Economic and Social forces
Disruptors and Derailers

DIGITAL LEARNING IN HIGHER ED

Purdue Buys For-Profit Kaplan University for $1 to Create New Kind of Public University

Carnegie Classifications move to ACE
System of categorizing colleges moves to the higher ed association, where leaders plan changes to account for social and economic factors.

‘A tipping point for higher ed’: Google launches new, low-cost online programs for high-demand jobs

Why Americans are increasingly dubious about going to college
An “alarming” number of people are rejecting college – and it could widen the fissures already polarizing American society.
## HEERF

- $76.55 billion in COVID relief
  - ~$14 billion to PNPs and students

## Loan Relief

- $400 billion
  - ~$142 billion to PNPs (~11 mil. borrowers)

### 31% of borrowers receiving relief will be from PNPs, accounting for 39% of all cancelled loans
Evolving College Cost Story

Tuition, Cost of Attendance, Value Targeted

Is College Worth It? Biden’s Loan-Forgiveness Plan Puts the Debate in Overdrive.

Lazy rivers and college costs: How Biden’s loan forgiveness subsidizes students’ play time

Student Debt’s Impact on Perceived Value of College

Younger Americans and those with student debt are far less likely than their peers to believe the benefits of getting a higher education outweigh the costs.
Student Loan Forgiveness

• August announcement:
  • $10,000 loan forgiveness for incomes of $125k single/$250k family
  • $20,000 loan forgiveness for Pell Grant recipients for same incomes
  • 5%, 10-year, IDR for all future students
• Cost estimates in excess of $400 billion (before IDR)
• Authority challenged in courts
• Future accountability measures for colleges
Student Loan Forgiveness

Complicated to Administer

• Online applications for forgiveness available

• Borrowers have until December 31, 2023, to apply

• To receive forgiveness, borrowers must log into their account on StudentAid.gov or create an account if they don’t have one
Regulatory and Policy Proposals

Increasing Oversight …

• Institutional cost/risk sharing

• ROI: program-by-program, measured by students’ ability to repay loans

• Completion rates

… Yet

• Continued prohibition on anti-trust issues
The Anti-Higher Education Storm

• Populism of both parties has led to anti-elitism
• Political and cultural wars affect higher education
• Value of college education under serious assault
  • The Right thinks we’re elite and brainwashing students
  • The Left thinks college should be free
Economic and Social Forces

The Environment …
• Inflation and economic angst
• Culture wars
• Anti-elite
• Post-pandemic

… Yet
• A college degree is the best path toward social and economic mobility
Perfect Storm

- Disruptors and Derailers
- Regulatory and Policy impacts
- Economic and Social forces
The Push for College Cost Data

Raw Data vs. Consumer Data

- IPEDS
- NPSAS
- Common Data Set
- IRS (earnings)
- “Data aggregators”
Pursuing Price Transparency

College Costs Are Notoriously Opaque. Use These Tools to See How Much You'll Pay Before Applying

- **EFC Calculator**: Get Started with EFC Calculator
- **TuitionTracker**: Revealing the true cost of college
- **Edmit**: Helping you choose a college for all that comes after.
- **U.S. Department of Education**: College Scorecard
- **Net Price Calculator Center**

[NAICU Logo]
Pursuing Price Transparency

Tuition, Cost of Attendance, Value Targeted

What the Biden administration can do next to tackle rising college tuition

“It's going to be up to Congress to control college costs. And again, not on the backs of students, but on massive institutions,” said Jared Bass, senior director of higher education at the Center for American Progress.

What Might Be Next?

• Calls for price/cost transparency?
• Greater accountability?
• Federal cost sharing with colleges?

• Increase parameters of the endowment tax?
• Uniform offer letters?
• Forced program closure?
Discussion: Transparency and Accountability on Your Campus

Q. What ideas are you talking about on campus to keep costs down?

Q. If the choice to lowering costs requires you to disrupt yourself or be disrupted by others would this change the conversation on your campus?

Q. If families want to have better pricing information (more transparency) what could you do to help them?
Pursuing Accountability and Transparency

Higher Ed in the Bullseye

- 1995: Contract with America
  - SOL: grassroots & grasstops
- 2006: Price controls
  - SOL: mobilize NAICU members/one-on-one w/electeds
- 2009: NCLB outcomes for higher education
  - SOL: inside the beltway arm twisting
- 2017: Endowment tax
  - SOL: grasstops/affected NAICU members
- 2021: Free public college
  - SOL: Double Pell & full-scale grassroots campaign
Pursuing Accountability and Transparency

**FACT**

We have, punched above our weight, and will continue to do so, when it comes to reducing costs, helping families, and graduating students.
Net Cost of Attendance

Net cost of college attendance for full-time students

In 2021 dollars; By year of spring semester, 2007–2022

\[ \text{Private 4-year} \rightarrow \$32.7k \]
\[ \text{Public 4-year, in state} \rightarrow \$19.2k \]
\[ \text{Public 2-year, in district} \rightarrow \$14.4k \]

Note: Net cost of attendance is published cost of attendance minus grant aid. Data: CollegeBoard; Chart: Erin Davis/Axios Visuals
Net Tuition Revenue

FACT

Average Net Tuition and Fees, Full-time Undergraduates at 4-Year Private, Nonprofit Colleges, 2007-08 to 2021-22
(in thousands of 2021 dollars)

Academic Year


16.5 15.9 15.3 15.4 15.8 15.8 15.8 16.0 16.3 16.5 16.1 15.6 16.2 15.6 15.0

NAICU
Double Pell: Critical Component of a Pro Active Agenda

INCREASING THE PELL GRANT ENJOYS STRONG BIPARTISAN SUPPORT

Support “Expanding” Pell
77% Republicans
91% Democrats

Support “Doubling” Pell
66% Republicans
88% Democrats
Double Pell

WHY #DOUBLEPELL?

1. HELPS 6.9 MILLION STUDENTS PAY FOR COLLEGE EACH YEAR

2. FAIREST & MOST EFFICIENT WAY TO HELP LOW-INCOME AND FIRST-GENERATION STUDENTS

3. OVER 80% OF RECIPIENTS FROM FAMILIES WITH INCOMES OF $40,000 OR LESS
Double Pell

80 Million Students
Double Pell

ENROLLING SIMILAR PROPORTIONS OF PELL GRANT RECIPIENTS
PELL GRANT RECIPIENTS AS A PERCENTAGE OF UNDERGRADUATE ENROLLMENT AT FOUR-YEAR COLLEGES AND UNIVERSITIES

PELL GRANT RECIPIENTS

Private, Nonprofit
41%

Public
43%
A Good Controversy

• Completion rates and student success
• Net price
• Double Pell
• Student and institutional aid
• Jobs created & sustained
• Economic impact
• Cost savings measures
• Transparency
Looking Ahead: Political and Congressional Landscape
The Rest of the Year Political Context

- Elections outcomes likely to lead to divided government
- Congress less likely to agree than ever
- Only thing Congress must do is fund the government by mid-December.
- Puts great power in the regulatory process
Regulations In Process or Under Consideration

- Title IX
- Overtime rule
- Transcript withholding
- Section 504 of the Rehabilitation Act
- Campus free speech
- Family Educational Rights and Privacy Act
- Title VI of the Civil Rights Act: discrimination based on shared ancestry or ethnicity
- Violence Against Women Act: campus climate survey
Finalization of Student Aid Regulations Currently in Process

• Highly technical issues that span more than 1,000 pages of regulatory proposals
• Many have to do with institutional accountability, including liabilities when schools close or students protest loan repayments
• Also included are proposed restrictions on which private entities private, non-profits can contract with
• Aim to get at for-profits that convert to non-profit
Accreditation is also Feeling the Impact

- Regional accreditation no longer required
- Middle States has withdrawn from CHEA
- Governor DeSantis is requiring Florida’s public institutions to switch accreditors
- ACICS closes
Divisive Concepts

School Book Bans by State
July 1, 2021-June 30, 2022

Data from PEN America Index of School Book Bans, July 1, 2021-June 30, 2022.

*There are no states with 51-250 bans
Divisive Concepts

America's Censored Classrooms

Gag Order Bills

2021
- 22 states
- 54 gag order bills

2022
- 36 states
- 137 gag order bills

Bills Targeting Higher Education:
- 30%
- 39%
Discussion: Merging of Gov’t and Politics on Campus

Q. How is the intersection of government and politics developing on your campus?
About NAICU
About NAICU

National Network

• Represent all 1,700 private, nonprofit colleges and universities

• >5 million students
About NAICU

NAICU Network

- Nearly 1000 member colleges and universities
- 40 state associations
- 26 Secretariat members representing many regional and special-purpose independent college and university associations
About NAICU

Your Voice in Washington, DC

• NAICU members in 392 Congressional Districts
About NAICU

We are better ... and stronger ... together
Feedback and Conversation
THANK YOU