

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



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





# 2022 Institute for Chief Academic Officers 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

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The Council of Independent Colleges  
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# Agenda

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- The Landscape
  - The Federal Hook
  - Pandemic Impacts
- The Perfect Storm
  - Anti-Higher Education Movement
  - Accountability and Transparency
- Looking Ahead
- About NAICU

# The Landscape

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# The Federal Hook: Because You Take the Cash.....

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- \$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

# The Federal Hook: What You HAVE to Comply With ...

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- Title IX
- Free inquiry
- Campus safety
- Fire safety
- Missing students
- IPEDS reporting
- Financial responsibility standards
- Foreign gifts reporting
- Constitution Day and voter registration activities



# Pre-Pandemic Issues

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

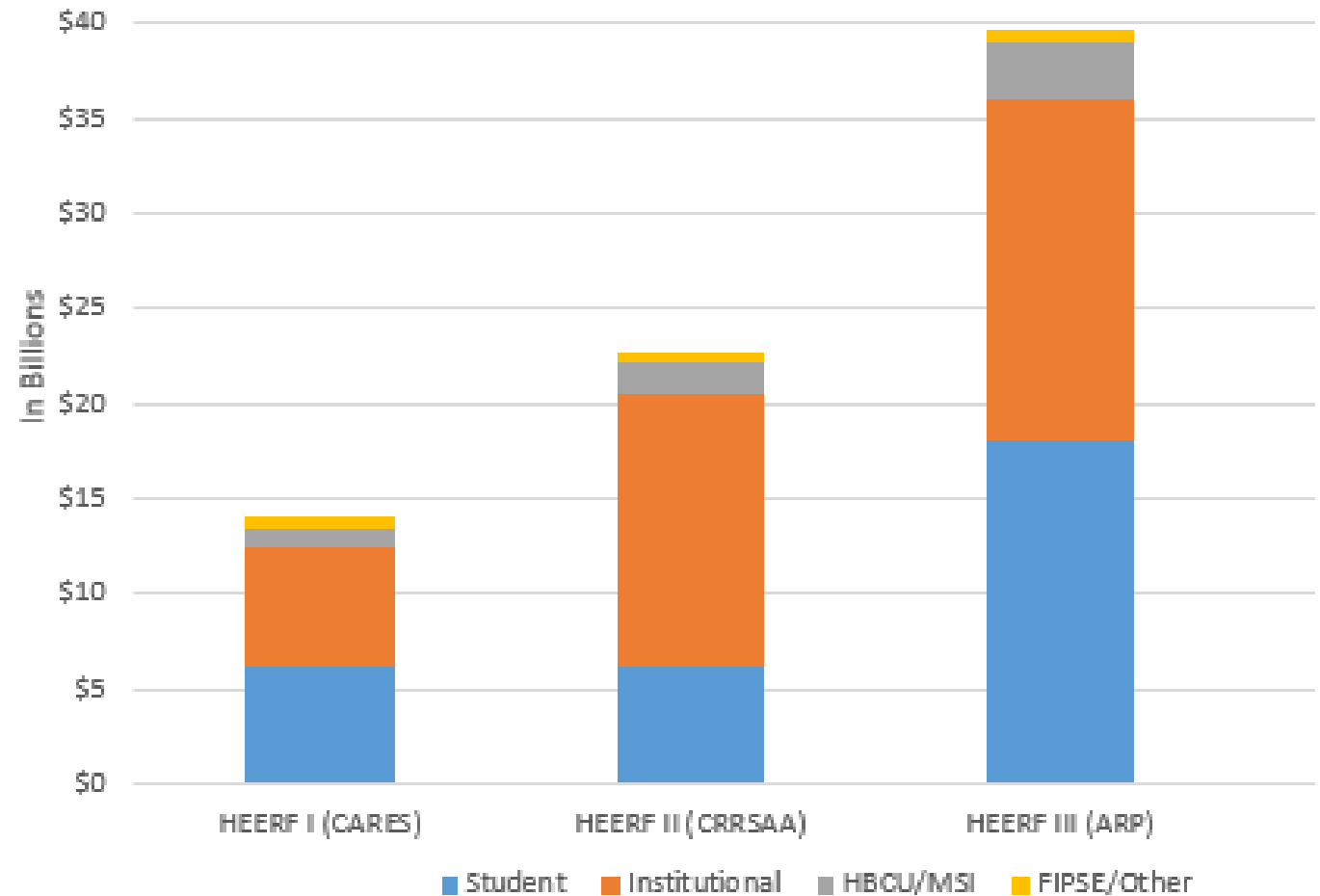
.....and the list goes on



# 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



# Discussion: Effects of the Pandemic on Your Campus

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Q. What has been the pandemic's impact on your institution's fiscal health?



Q. How has it changed your students social, emotional and educational readiness?



Q. How has it changed your teaching and curriculum?



Q. How has it changed your institution as a workplace and as an employer?



# The Perfect Storm

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# Perfect Storm

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- Disruptors and Derailers
- Regulatory and Policy impacts
- Economic and Social forces



# Disruptors and Derailers

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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.

# The Tipping Point – Student Loan Forgiveness

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## HEERF

\$76.55 billion in COVID relief

- ~\$14 billion to PNPs and students

**X 10**

## 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

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## Tuition, Cost of Attendance, Value Targeted

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

### The College Pricing Game

In the wake of student debt relief, an exploration of how higher education costs became such a complex issue.

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

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- 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



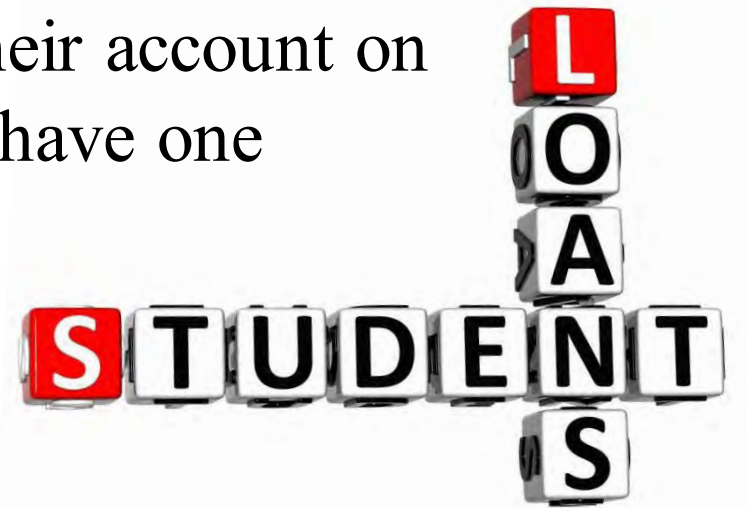


# Student Loan Forgiveness

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## 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

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## **Increasing Oversight ...**

- Institutional cost/risk sharing
- ROI: program-by-program, measured by students' ability to re-pay loans
- Completion rates

## **... Yet**

- Continued prohibition on anti-trust issues

# The Anti-Higher Education Storm

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- 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

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## **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

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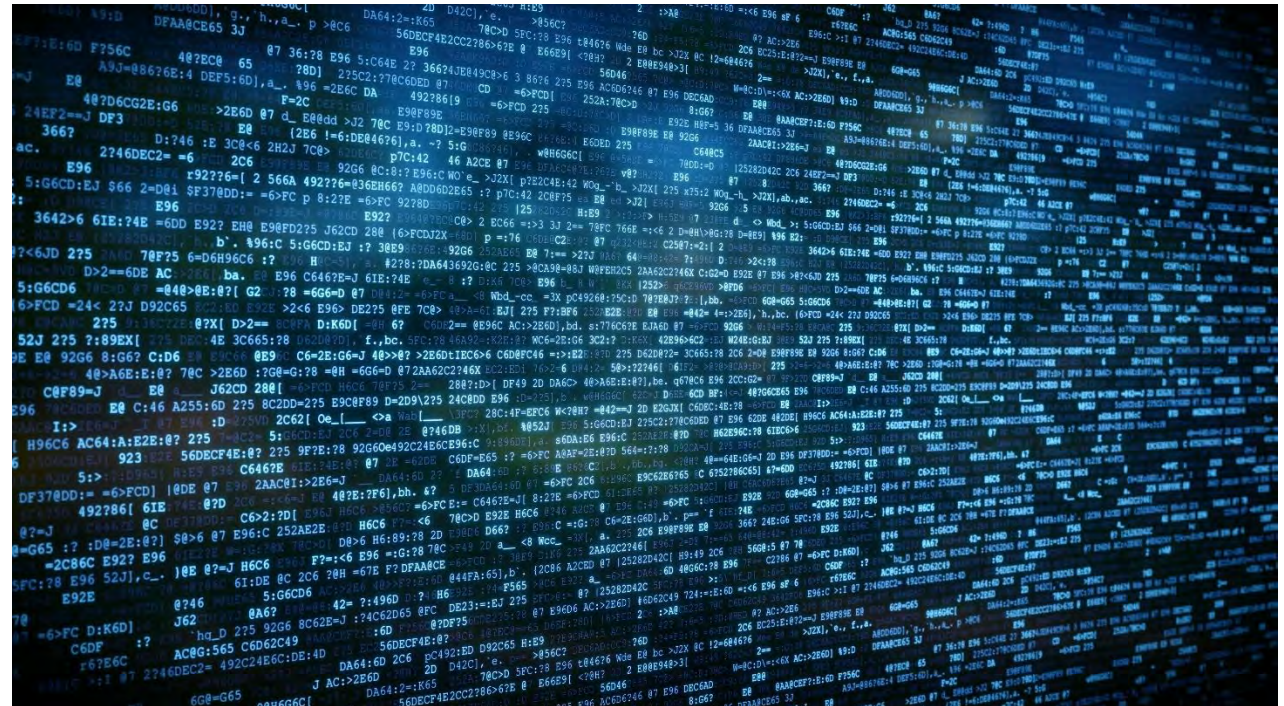


- Disruptors and Derailers
- Regulatory and Policy impacts
- Economic and Social forces

# The Push for College Cost Data

## Raw Data vs. Consumer Data

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





# Pursuing Price Transparency

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FAMILY FINANCE > COLLEGE COSTS

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



U.S. Department of Education

**Net Price Calculator Center**



*Edmit*

Helping you choose a college for all that comes after.

# Pursuing Price Transparency

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## 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

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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

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## 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

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## FACT

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

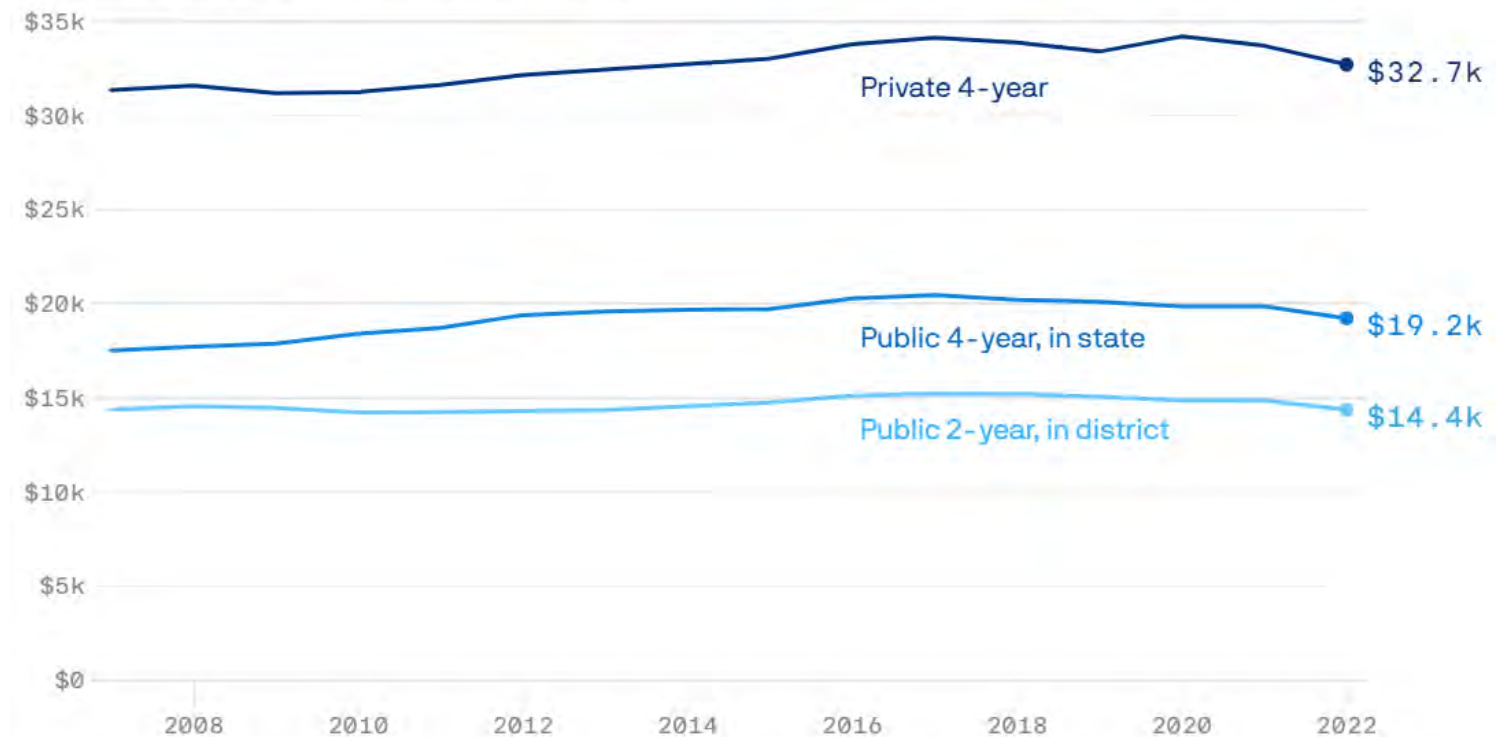


# Net Cost of Attendance

FACT

## Net cost of college attendance for full-time students

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



Note: Net cost of attendance is published cost of attendance minus grant aid. Data: [CollegeBoard](#); Chart: Erin Davis/Axios Visuals

# Net Tuition Revenue

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## 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)



# Double Pell: Critical Component of a Pro Active Agenda

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## INCREASING THE PELL GRANT ENJOYS STRONG BIPARTISAN SUPPORT



Support **"Expanding"** Pell



Support **"Doubling"** Pell

 Republicans

 Democrats



# Double Pell

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## 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

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# 80 Million Students

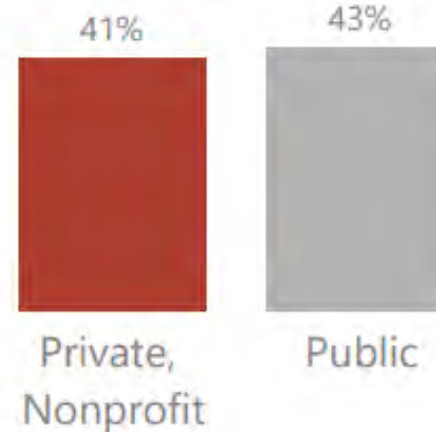


# Double Pell

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## ENROLLING SIMILAR PROPORTIONS OF PELL GRANT RECIPIENTS

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



# A Good Controversy

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- 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

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# The Rest of the Year Political Context

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- 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

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- 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

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- 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

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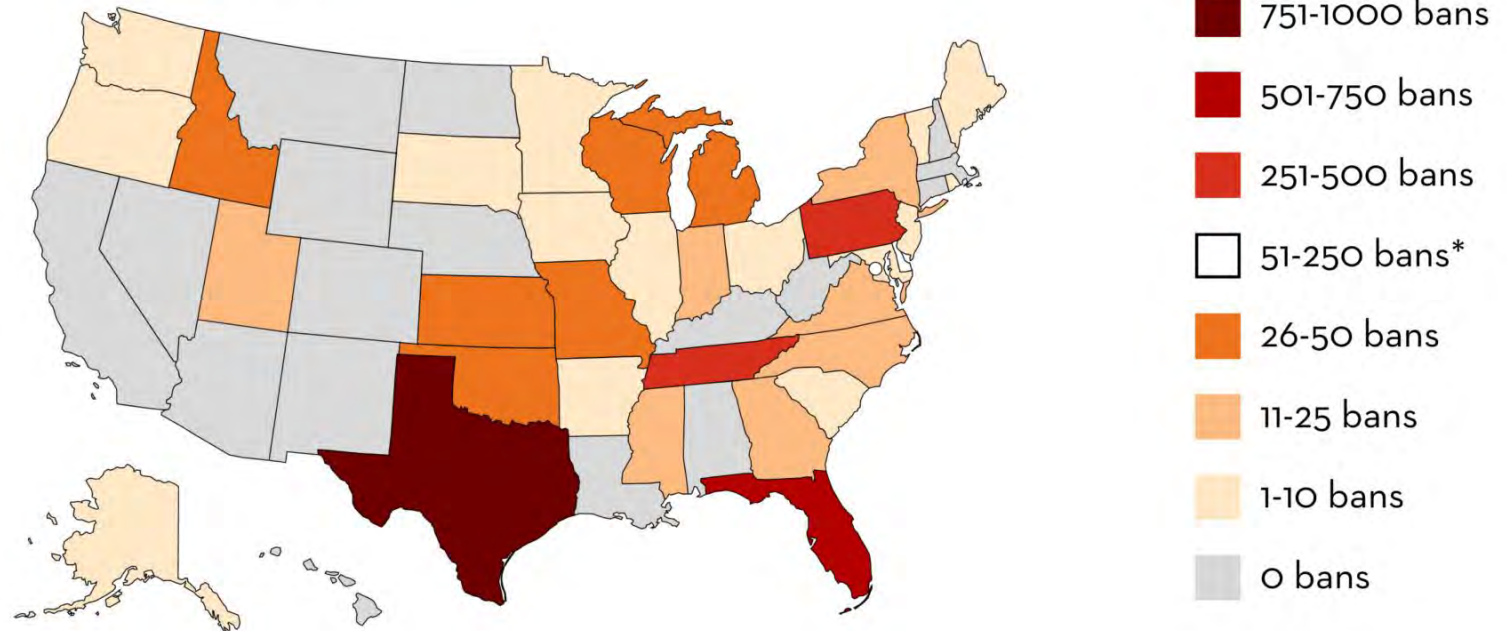
- Regional accreditation no longer required
- Middle States has withdrawn from CHEA
- Governor DeSantis is requiring Florida's public institutions to switch accreditors
- ACICS closes

# 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.

Created with mapchart.net

\*There are no states with 51-250 bans

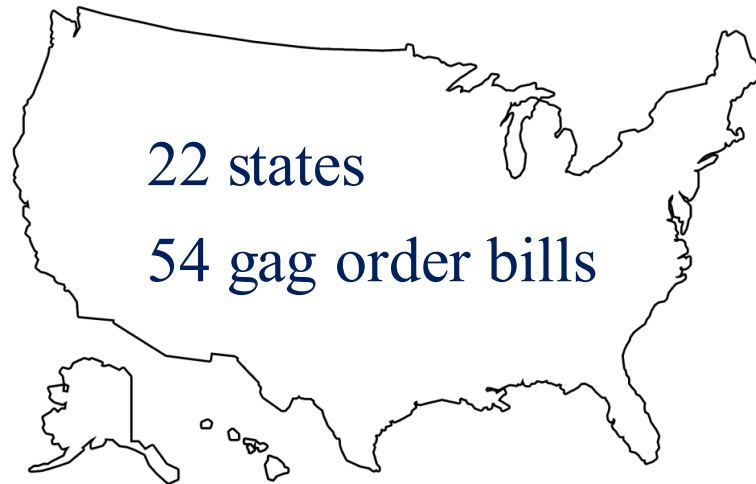
# Divisive Concepts

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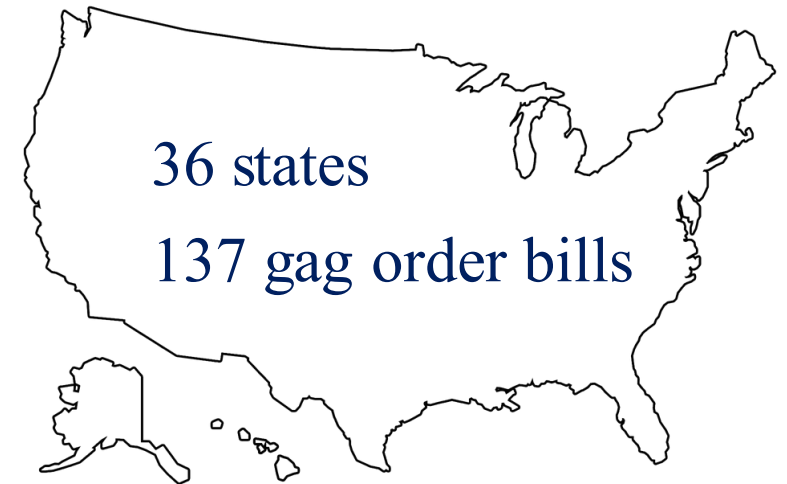


## Gag Order Bills

**2021**



**2022**



Bills Targeting  
Higher Education:

30%

39%

# Discussion: Merging of Gov't and Politics on Campus

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





# About NAICU

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# About NAICU

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## National Network

- Represent all 1,700 private, nonprofit colleges and universities
- >5 million students

# About NAICU

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## 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

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## Your Voice in Washington, DC

- NAICU members in 392 Congressional Districts





# About NAICU

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**We are better ... and stronger ... together**







# Feedback and Conversation

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# THANK YOU



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guidebook



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