







Huron produces regular **Findings Updates** summarizing relevant trends and headlines related to the COVID-19 pandemic and its impact on higher education.

### Latest Trends and Headlines

Trend Category	Trend Summary	Today's Headlines
 <p><b>Re-Opening Operations</b></p>	Universities continue to announce, revise, and execute operating plans that were disrupted by the pandemic.	<ul style="list-style-type: none"> <li>A <i>New York Times</i> article summarizes <a href="#">COVID-19 outbreaks at universities and their wider communities</a> this past semester.</li> <li><a href="#">Notre Dame</a> releases a statement outlining the pre-matriculation testing requirements for students returning to campus for the spring semester.</li> <li>The <a href="#">California State University</a> system anticipates a return to in-person classes for Fall 2021.</li> <li><a href="#">George Washington University</a> President says a full return to campus next fall seems “unlikely.”</li> </ul>
 <p><b>Student &amp; Enrollment Impact</b></p>	The pandemic has created unprecedented challenges for students, and in turn, enrollment risks for many institutions.	<ul style="list-style-type: none"> <li>Two small FL colleges – <a href="#">Florida Institute of Technology and the University of Findley</a> – both reported increased freshmen enrollment, citing their communications plans as the key to their success.</li> <li>Fewer <a href="#">low-income students</a> went straight to college after graduating high school this year.</li> </ul>
 <p><b>Financial Impact</b></p>	Universities continue to use cuts, spending freezes, and other means to address funding gaps created by the pandemic.	<ul style="list-style-type: none"> <li>A <i>Higher Ed Dive</i> summarizes how <a href="#">flagship universities</a> haven't been spared from budgetary challenges this year.</li> </ul>
 <p><b>Research Impact</b></p>	Universities continue to conduct research activities, including activities directly related to COVID-19 research.	<ul style="list-style-type: none"> <li><a href="#">Georgia Tech</a> slightly expands the number of people permitted in labs.</li> <li><a href="#">Stony Brook University</a> explores the use of endothelial cells to help restore normal lung function in COVID-19 patients.</li> </ul>
 <p><b>Potential Transformation to Higher Ed</b></p>	The pandemic's financial and social impact could accelerate transformational change in higher education.	<ul style="list-style-type: none"> <li>A study released by the <a href="#">Lumina Foundation and Gallup</a> provides insight into how COVID-19 has impacted students pursuing associate and bachelor's degrees during the Fall 2020 semester.</li> </ul>
 <p><b>Other Emerging Trends</b></p>	Universities continue to address emerging trends while operating through the pandemic.	<ul style="list-style-type: none"> <li><i>No updates for today's newsletter.</i></li> </ul>

## Today's Article Summaries

### A. Re-Opening Operations

- [Young People Have Less Covid-19 Risk, but in College Towns, Deaths Rose Fast](#)
  - A Times survey indicates that American campuses have seen over 370,000 infections at more than 1,800 campuses. Campuses have seen over 90 deaths involving college employees and students.
  - The New York Times analyzed 203 counties where students made up at least 10% of the population and concluded that coronavirus deaths had risen faster than national data.
  - Although it is difficult to trace, public-health officials warned of potential transmission between students and the broader community.
- [COVID-19 Pre-matriculation Testing for Spring](#)
  - The University of Notre Dame released their spring pre-matriculation plan that requires undergraduate and professional students to complete a pre-matriculation COVID-19 test as soon as they return to campus and the local area.
  - Move in for on-campus students will be staggered as testing occurs. Roommates will not be permitted to move in on the same day, and no more than 20% of a residence hall will arrive on the same day.
  - Students will be required to avoid contact with others until they receive their test results.
- [The California State University system anticipates a return to in-person classes for the fall 2021.](#)
  - The California State University (CSU), which had previously announced it would be primarily online for the entire 2020-2021 academic year, has announced that it is planning for an anticipated return to delivering courses primarily in-person starting with the fall 2021 term.
  - CSU Chancellor-select Joseph I. Castro states that while the 2020-2021 academic year will continue to be held in the virtual space, "it is too soon to determine what the science will allow for the 2021 summer term. That determination will be made closer to the deadlines for summer 2021 student registration."
- [George Washington University: President LeBlanc says full return to campus next fall seems 'unlikely'](#)
  - George Washington University President says it is 'unlikely' to see a full return to campus next fall.
  - In a Faculty Senate meeting on Friday, LeBlanc noted that not all staff and students will have access to a vaccine by the fall; however, he is hopeful to "do more than we're doing now" on campus.
  - LeBlanc shared that GW saw an increase in the request for COVID-19 tests and a "modest" increase in positive cases among the on-campus cohort following Thanksgiving break.
  - GW recently announced a second round of layoffs for over 330 employees in an attempt to close a budget gap of \$180 million.

### B. Student & Enrollment Impact

- [Florida Institute of Technology and the University of Findley \(FL\) both reported increased freshmen enrollment.](#)
  - Nationwide, private non-profit, four year schools saw a drop in freshmen enrollment of 8.5%; however, at the University of Findlay, the freshman class actually increased by about 15%, and at Florida Institute of Technology ("Florida Tech"), overall enrollment is up a bit over 3%, representing a jump of more than 250 students over last year.
  - Leaders at both schools cited their fall recruitment "communications plans" that were adapted to prioritize remote engagement through the recruiting process.
  - Florida Tech used data analytics and AI to guide their enrollment communications. At Findley, the Modo Labs app became a more critical part of their engagement platform and how they communicated with all their stakeholders, according to Rebecca Jenkins, Assistant Vice President of Enrollment Management and Marketing.
- [Fewer low-income students went straight to college this year.](#)
  - According to a new report from the National Student Clearinghouse Research Center, 21.7 percent fewer high-school graduates went straight to college. The sharpest decline of the "immediate college enrollment rate" was at community colleges (30.3 percent), compared with 28.6 percent at private colleges and 13.8 percent at public colleges.

- There was a 32.6 percent decline for graduates of high-poverty high schools, a 26.4 percent decline at high schools with a high percentage of minority students, and 5.1 percent decline for graduates of urban high schools.
- Across all types of institutions, immediate enrollment of students from low-income high schools fell 29.2 percent.
- “Upper-income students who took gap years, they will be enrolled next year,” said Doug Shapiro, the research center’s executive director. “But low-income students are stopping out for very different reasons — for financial reasons, or because they’ve been hit more directly by the health impact of COVID-19. It will be much harder for them to recover.”

### C. Financial Impact

- [Budget cuts aren't sparing flagship universities. But they have an edge.](#)
  - The University of Vermont proposed eliminating 27 academic programs as they navigate budget cuts.
  - The University of Kansas proposed employee buyouts, with 150 employees taking the offer, while numerous institutions across the country have had to lay off employees.
  - The University of Colorado Boulder's College of Arts and Sciences proposed replacing tenure-track faculty with other instructors for an estimated savings of \$6.2 million.
  - Education groups, led by the American Council on Education, have asked Congress for \$120 billion in postsecondary relief funding. Talks of additional aid packages have stalled since the CARES Act eight months ago.

### D. Research Impact

- [Georgia Tech: Research Ramp-Up Update](#)
  - Effective December 9, 2020, new laboratory guidelines out of Georgia Tech are in place.
  - [These guidelines](#) include “Limiting the number of people in the lab at one time to the greater of 4 people or 50% of baseline.” Additionally, there should be no instance in which the total number of people per lab is greater than one person per 150 sq. foot.
  - Social distancing and PPE requirements remain.
- [Research Could Offer Novel Way to Restore Lung Function to COVID-19 Patients](#)
  - A group of researchers at the Renaissance School of Medicine at Stony Brook University may have found a new way to restore lung function to COVID-19 patients.
  - Additional research is necessary to fully confirm their hypothesis, but “The research suggests the potential to therapeutically target activation, rather than infection of the endothelium, as a strategy for resolving coagulation and inflammatory Covid-19 symptoms.”
  - The research has been published in [mBio](#).

### E. Potential Transformation to Higher Education

- [Students happy with the quality of education despite challenges.](#)
  - In a report released by the Lumina Foundation and Gallup, 76% of surveyed students pursuing their associate and bachelor's degrees rate their quality of education as "excellent" or "very good."
  - Students that were fully in-person rated the experience the highest. In contrast, students who had moved to a fully remote setting rated the quality of the education as “slightly worse” or “much worse” than prior to the start of the pandemic.

### F. Other Emerging Trends

- *No updates for today's newsletter.*

## Recent Huron Articles

Title	Author	Date
<b>Re-Opening Operations</b>		
<a href="#">Data Privacy and Gen Z: A Formula for Voluntary Contact Tracing on Campus</a>	Merritt Neale Matthew Tryniecki	08/31/2020
<a href="#">Reducing Athletics Programs' Compliance Risks</a>	Marisa Zuskar	08/17/2020
<a href="#">COVID Focuses the Spotlight on Academic Programs: There Is Room For Optimism</a>	Mike Cogan	08/05/2020
<a href="#">Infographic: Classroom Optimization</a>	Lee Smith	08/04/2020
<a href="#">COVID-19 and Hurricane Katrina: Higher Education Parallels and Lessons Learned</a>	Christopher Byrne Chris Powers	07/14/2020
<a href="#">Aligning Faculty Effort to the New Normal</a>	Mike Cogan	07/14/2020
<a href="#">The Flexible Future: Actionable Scenario Planning for Higher Education Leaders</a>	Mark Finlan	07/07/2020
<b>Student &amp; Enrollment Impact</b>		
<a href="#">Empower Students by Distancing from Traditional Financial Aid</a>	Steven Hahn	11/18/2020
<a href="#">Huron Social Alliance: Supporting Institutions that Support Low-Income Students</a>	Brenna Casey	11/09/2020
<a href="#">The Virtual Academic 'Building' All Students Enter</a>	Raghu Chagarlamudi Kristine Dillon Ben Chrischilles	11/06/2020
<a href="#">Pricing Today and Tomorrow</a>	Peter Stokes Steve Hahn	09/16/2020
<a href="#">Enrollment Success Includes an Integrated Transfer Student Strategy</a>	Kristine Dillon Steve Hahn	09/04/2020
<a href="#">Test Scores: Optional?</a>	Kristine Dillon Steve Hahn Ben Chrischilles	09/01/2020
<a href="#">Fall Is Not Lost: Student Engagement Strategies to Improve 2020 Enrollments</a>	Steve Hahn	08/10/2020
<a href="#">The Post-Pandemic Evolution of Student Data Privacy</a>	Merritt Neale Matthew Tryniecki	08/10/2020
<a href="#">Infographic: Tuition Pricing Strategies for the Fall</a>	Colin McWilliams	08/26/2020
<a href="#">3 Solutions For Improving The College Application Process</a>	Steve Hahn Laura Zimmermann	08/12/2020

<b>Financial Impact</b>		
<a href="#">Adapt University Budget Models to Provide Stronger Financial Future</a>	Jaime Ontiveros Kyle Blanco	11/18/2020
<a href="#">Manage Compliance and Financial Risks in Times of Change</a>	Laura Humberger	11/05/2020
<a href="#">Closing the Gap: Strategies for Aligning Instructional Resources with Financial Realities</a>	Mike Cogan Peter Hart	11/04/2020
<a href="#">Strategic Higher Education M&amp;A: Assessing Institutional Readiness</a>	Robert Spencer	09/11/2020
<a href="#">Thinking Different about Strategic Alliances in Higher Education</a>	Robert Spencer	08/25/2020
<a href="#">Major &amp; Minor Cuts: Academic Program Eliminations in the Age of COVID-19</a>	Jeremy Wolos	07/31/2020
<a href="#">Cut from the Team: Athletics Program Eliminations in the Age of COVID-19</a>	Clare Conaty	07/10/2020
<a href="#">Avoiding the Path to Closure</a>	Jennifer Ramey	07/09/2020
<b>Research Impact</b>		
<a href="#">Managing Research Compliance through COVID-19</a>	Huron Res. Team	10/26/2020
<a href="#">Research Enterprise Impacts and Opportunities</a>	Huron Res. Team	09/01/2020
<a href="#">Getting Back to Work: Ramping Up Your Research Programs During a Pandemic</a>	Rick Rohrbach	06/11/2020
<b>Potential Transformation to Higher Education</b>		
<a href="#">Why Cloud? Why Now?: Data-Driven Financial Reporting for Higher Ed</a>	Jaime Ontiveros Mike Champa Dave Klipa	11/09/2020
<a href="#">Unifying the Higher Ed Experience: Key Considerations for Advancement Technology Transformation</a>	Alex Faklis	11/05/2020
<a href="#">Why Cloud, Why Now? Continuing the Higher Education Cloud Journey</a>	Ryan McHugh	10/27/2020
<a href="#">Why Cloud? Why Now? Disruption Puts Spotlight on Data and Systems</a>	Ted Simpson	09/03/2020
<a href="#">The Value Proposition of Joint Ventures in Employer-Supported Strategic Education – Creating Opportunities for Working Adults</a>	Peter Stokes Jonathan Krasnov	08/07/2020
<a href="#">Empowering Agile Decision Making in Higher Education</a>	Mark Finlan	07/01/2020

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