







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>Re-Opening Operations</p>	<p>Universities continue to announce, revise, and execute plans for fall instruction, residence life, and athletics.</p>	<ul style="list-style-type: none"> A new study estimates that colleges and universities reopening for in-person instruction may have increased daily COVID-19 spread by over 3,000 new cases per day. UNC announces a new advisory committee including faculty, students, and community members to help guide planning for the spring semester. The University of California system is likely to remain remote until fall 2021, according to statements by the UC executive vice president. The American Association of University Professors (AAUP) has announced an investigation into a “crisis in academic governance” in the wake of the pandemic, focusing on seven institutions.
 <p>Student & Enrollment Impact</p>	<p>The pandemic has created unprecedented challenges for students, and in turn, enrollment risks for many institutions.</p>	<ul style="list-style-type: none"> Louisiana's public universities have seen increased enrollments despite concerns around COVID-19. SUNY enrollment dips amidst COVID concerns, continuing a downward enrollment trend at New York public colleges over the past decade. Students accused of breaking college COVID-19 rules are using lawsuits to fight back against punishments like suspensions without tuition refunds.
 <p>Financial Impact</p>	<p>Universities continue to use cuts, spending freezes, and other means to address funding gaps created by the pandemic.</p>	<ul style="list-style-type: none"> Seattle Pacific University announced it will “reimagine” its price tag, reducing tuition by 25% and capping future tuition increases at 4% in an effort to attract more students.
 <p>Research Impact</p>	<p>Universities continue to ramp-up research activities, including activities directly related to COVID-19 research.</p>	<ul style="list-style-type: none"> The University of Delaware has entered Phase 3 of its Research Ramp-up plan. The school has permitted additional in-person/human subject research and increased research space limits from 33 to 67 percent of normal occupancy. A collaboration between Arizona State University and Halberd Corporation has led a successful re-creation of the COVID-19 spike protein.
 <p>Potential Transformation to Higher Ed</p>	<p>The pandemic's economic and social impact could accelerate transformational change in higher education.</p>	<ul style="list-style-type: none"> <i>University World News</i> assesses nine forces shaping the future of global post-secondary education in the COVID era, from decreasing levels of international students to a greater demand for risk assessment capabilities.
 <p>Other Emerging Trends</p>	<p>Universities continue to address emerging trends while operating through the pandemic.</p>	<ul style="list-style-type: none"> No updates for today's newsletter

Today's Article Summaries

A. Re-Opening Operations

- [Reopening Colleges Likely Fueled Covid-19 Significantly, Study Finds](#)
 - New research conducted by the University of North Carolina at Greensboro, Indiana University, the University of Washington, and Davidson College suggests in-person classes led to thousands of additional cases each day in the U.S.
 - The researchers estimated that an extra 3,200 cases a day occurred in the U.S. that likely would not have happened had schools kept classes online.
 - To determine whether college's reopening influenced case counts in the larger community, the researchers used cellphone GPS tracking data to look at the movements of people—including an influx of students—and calculated the infection rates of the surrounding county from mid-July to mid-September, before and after students showed up.
 - Researchers found minimal uptick in case counts for those communities where students moved back to be near campus but were taking classes online. The biggest surge came near schools with in-person instruction, with spikes in places where students came from hot-spot zones elsewhere in the country.
- [UNC Introduces Approach to Spring Semester Planning Involving Students](#)
 - Following a controversial and ultimately unsuccessful return to in-person instruction this fall, UNC is taking a new approach to planning for the spring semester — which includes a new Campus and Community Advisory Committee made up of faculty, students and community members.
 - Three advisory groups will work together and report directly to Chancellor Kevin Guskiewicz regarding a potential return to campus.
 - Bob Blouin, executive vice chancellor and provost, said this new committee is a part of the University's goal to include voices that were not prominently included in the decision-making process going into the fall semester.
- [Coronavirus Precautions at UC System Likely Remain Until Fall 2021](#)
 - UC Health System's executive vice president has said that COVID-19's impact on public health will require the university to continue its modifications, which include mostly virtual classes and reduced on-campus housing capacity, through September of 2021.
 - This is the strongest indication that the UC could join the California State University in remaining largely online for the remainder of the academic year. Last week, Cal State Chancellor Timothy P. White said the system of more than 480,000 students would stay its mostly virtual course.
- [AAUP Launches a COVID-19 Governance Investigation](#)
 - The AAUP has authorized an investigation of the crisis in academic governance that has occurred in the wake of the COVID-19 pandemic.
 - The investigation will focus on seven institutions: Canisius College (NY), Illinois Wesleyan University, Keuka College (NY), Marian University (WI), Medaille College (NY), National University (CA), and Wittenberg University (OH).
 - The report, to be released in early 2021, will reach findings on whether there have been departures from AAUP-supported principles and standards of academic governance, as set forth in the *Statement on Government of Colleges and Universities*.

B. Student & Enrollment Impact

- [Despite Gloomy Expectations Most Louisiana Colleges Report Increased Enrollments](#)
 - Public universities in Louisiana saw more students almost across the board for the fall semester.
 - Some of the increases were dramatic: LSU-Baton Rouge and Northwestern State University have reported record-breaking enrollments, and Nicholls State has its largest class since 1990.
 - UL System President Henderson pointed to jobs as the primary reason why Louisiana's postsecondary schools went against the national expectation, saying the economic shutdown and accompanying job

- losses motivated students to improve their credentials.
- The 2020 Inside Higher Ed Survey of College and University Admissions Officials, conducted by Gallup, also found that most colleges expect a decrease in enrollment this year.
- [SUNY enrollment dips amid COVID, continuing downward trend.](#)
 - Enrollment at SUNY's 64 campuses fell nearly 6% for this fall semester compared to last year.
 - The enrollment drop continues a downward trend of enrollment at New York public colleges over the past decade due to a decline in upstate population. SUNY enrollment is down 16% in total and 30% at community colleges over the past 10 years.
 - Nearly 20 community colleges reported more than 10% drop in enrollment so far this fall.
 - Some four-year colleges have reported significant dips: enrollment is down 11% at SUNY Purchase in Westchester; 9% at Cobleskill and 8% at Geneseo. SUNY officials said the decline this semester is actually less than they expected.
 - SUNY already predicts its finances have taken about a \$1 billion hit due to the pandemic.
- [Students Accused of Breaking College COVID-19 Rules Fight Their Punishments](#)
 - At institutions like Syracuse University and Northeastern University, students who violate COVID-19 restrictions have been met with severe penalties, including suspension without tuition refunds.
 - While students who violate the rules have faced strong criticism and punishment, the institutions themselves are also taking heat.
 - Attorneys say they have been hired to help students fight sanctions at other schools, from Syracuse University to New York University, Boston College, Penn State and many more.

C. Financial Impact

- [Seattle Pacific University Lowers Tuition by 25%](#)
 - Seattle Pacific University announced Tuesday that beginning next fall, they will reduce their undergraduate tuition rate by 25%. The university also has pledged to cap tuition rate increases to no more than 4% annually in an effort to attract more students.
 - The current tuition at SPU for undergraduate students is \$46,728 per year. Students who apply for the 2021 Autumn quarter will now pay \$35,100, the university said.
 - "We want to 'reimagine our price' to provide access and opportunity to students who might not see attending a nationally ranked, private university as a possibility," said SPU's President.
 - "We know from our own research that rising costs are a consistent barrier to students accessing the college of their choice," SPU's Vice President for Enrollment Management and Marketing Nate Mouttet said. "And we also know that future students see tuition as a barrier to accessing private colleges in general and often don't make it through the financial aid process."

D. Research Impact

- [University of Delaware: UD's Return to Research under COVID-19](#)
 - University of Delaware entered Phase 3 of its Research Ramp-up plan.
 - During Phase 3:
 - Labs can allow up to 67% of normal occupancy (up from 33%).
 - In-person clinical/human subjects research is also expanding from level outlined in Phase 2.
- [Arizona State University/Halberd Corp. Successful COVID Spike Protein Disease Antigen Re-Creation](#)
 - Arizona State University successfully re-created the coronavirus spike protein disease antigen.
 - The study team plans to create proprietary antibodies within the next two weeks.
 - Using the antibodies, researchers plan to create fluorescent antibody conjugates for the rapid detection and elimination of coronavirus.

E. Potential Transformation to Higher Education

- [Keeping One Step Ahead of COVID-19's Likely Impact on Higher Ed](#)
 - *University World News* discusses nine factors likely to shape the trajectory of global higher education for years to come:
 - Decreasing numbers of international students and scholars

- Deeper funding cuts and constraints
- Increasing demand for partnerships between government, industry, and academia
- Decline of humanities and greater investment in STEM
- Increasing adoption of digital learning methods and technologies
- Greater investment in academic development
- Increased emphasis on data security and privacy
- Greater push for risk management perspectives and capabilities
- Growing concerns over geopolitical tensions

F. Other Emerging Trends

- No updates for today's newsletter.

Recent Huron Articles

Title	Author	Date
Re-Opening Operations		
Data Privacy and Gen Z: A Formula for Voluntary Contact Tracing on Campus	Merritt Neale, Matthew Tryniecki	August 31, 2020
Reducing Athletics Programs' Compliance Risks	Marisa Zuskar	August 17, 2020
COVID Focuses the Spotlight on Academic Programs: There Is Room For Optimism	Mike Cogan	August 5, 2020
Infographic: Classroom Optimization	Lee Smith	August 4, 2020
COVID-19 and Hurricane Katrina: Higher Education Parallels and Lessons Learned	Christopher Byrne & Chris Powers	July 14, 2020
Aligning Faculty Effort to the New Normal	Mike Cogan	July 14, 2020
The Flexible Future: Actionable Scenario Planning for Higher Education Leaders	Mark Finlan	July 7, 2020
Student & Enrollment Impact		
Pricing Today and Tomorrow	Peter Stokes, Steve Hahn	September 16, 2020
Enrollment Success Includes an Integrated Transfer Student Strategy	Kristine Dillon, Steve Hahn	September 4, 2020
Test Scores: Optional?	Kristine Dillon, Steve Hahn, Ben Chrischilles	September 1, 2020
Fall Is Not Lost: Student Engagement Strategies to Improve 2020 Enrollments	Steve Hahn	August 10, 2020
The Post-Pandemic Evolution of Student Data Privacy	Merritt Neale Matthew Tryniecki	August 10, 2020
Infographic: Tuition Pricing Strategies for the Fall	Colin McWilliams	August 26, 2020
3 Solutions For Improving The College Application Process	Steve Hahn, Laura Zimmermann	August 12, 2020
Financial Impact		
Strategic Higher Education M&A: Assessing Institutional Readiness	Robert Spencer	September 11, 2020
Thinking Different about Strategic Alliances in Higher Education	Robert Spencer	August 25, 2020
Major & Minor Cuts: Academic Program Eliminations in the Age of COVID-19	Jeremy Wolos	July 31, 2020
Infographic: Impacts on Intercollegiate Athletics	Jay Rowan	July 24, 2020
Cut from the Team: Athletics Program Eliminations in the Age of COVID-19	Clare Conaty	July 10, 2020
Avoiding the Path to Closure	Jennifer Ramey	July 9, 2020
Research Impact		
Research Enterprise Impacts and Opportunities	Huron Research Team	September 1, 2020
Getting Back to Work: Ramping Up Your Research Programs During a Pandemic	Rick Rohrbach	June 11, 2020

Potential Transformation to Higher Education		
Why Cloud? Why Now? Disruption Puts Spotlight on Data and Systems	Ted Simpson	September 3, 2020
The Value Proposition of Joint Ventures in Employer-Supported Strategic Education – Creating Opportunities for Working Adults	Peter Stokes, Jonathan Krasnov	August 7, 2020
Empowering Agile Decision Making in Higher Education	Mark Finlan	July 1, 2020



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