



What Keeps Campus Leaders Up at Night

Webcast on *Inside Higher Ed*/Gallup
2018 Survey of College and University Presidents
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Presenters

- Doug Lederman, editor, *Inside Higher Ed*
doug.lederman@insidehighered.com
- Scott Jaschik, editor, *Inside Higher Ed*
scott.jaschik@insidehighered.com

Methodology

- Questions prepared by *Inside Higher Ed*, in collaboration with Gallup. Polling conducted by Gallup in January-February.
- Results from 618 presidents or chancellors.
- Complete anonymity for respondents, but answers coded to allow for breakdown by sector, etc.

Big Issue 1: Public Perception

- Why It Is Declining
- Fair or Not?
- What to Do About It



'Don't Let Me Be Misunderstood'

- Only 13% of presidents agree that "most Americans have an accurate view of the purpose of higher education."
- 16% say the public has an accurate view of the purpose of their *sector* of higher education; 5% at public doctoral universities, 22% at community colleges.

Major Misperceptions

- 86%: news media and political focus on student debt has "led many prospective students and parents to think of college as less affordable than it is."
- 84%: attention to institutions with large endowments creates "perception that most colleges are wealthier than they are."
- 78%: "amenities" create perception of colleges' "misplaced priorities."



Perceived Liberal Bias

- More campus CEOs cite concerns about affordability (98%) and failure to prepare students for careers (95%) than liberal bias (86%) as damaging public support.
- But: 32% of presidents agree with perception that colleges are “intolerant of conservative views” (49% disagree) and 16% disagree that classrooms are “as welcoming to conservative students” as to liberal ones.



The Trump Effect, a Year Later

From 2017 to '18, uptick in % of presidents saying they see:

- Rise in anti-intellectual sentiment (69 to 77%)
- They see damage to flow of international students (58 to 69%)
- Pullback on diversifying higher ed (55 to 61%)
- And agreeing Trump “does not accept scientific consensus” (76 to 84%)



Perspective on U.S. Policies

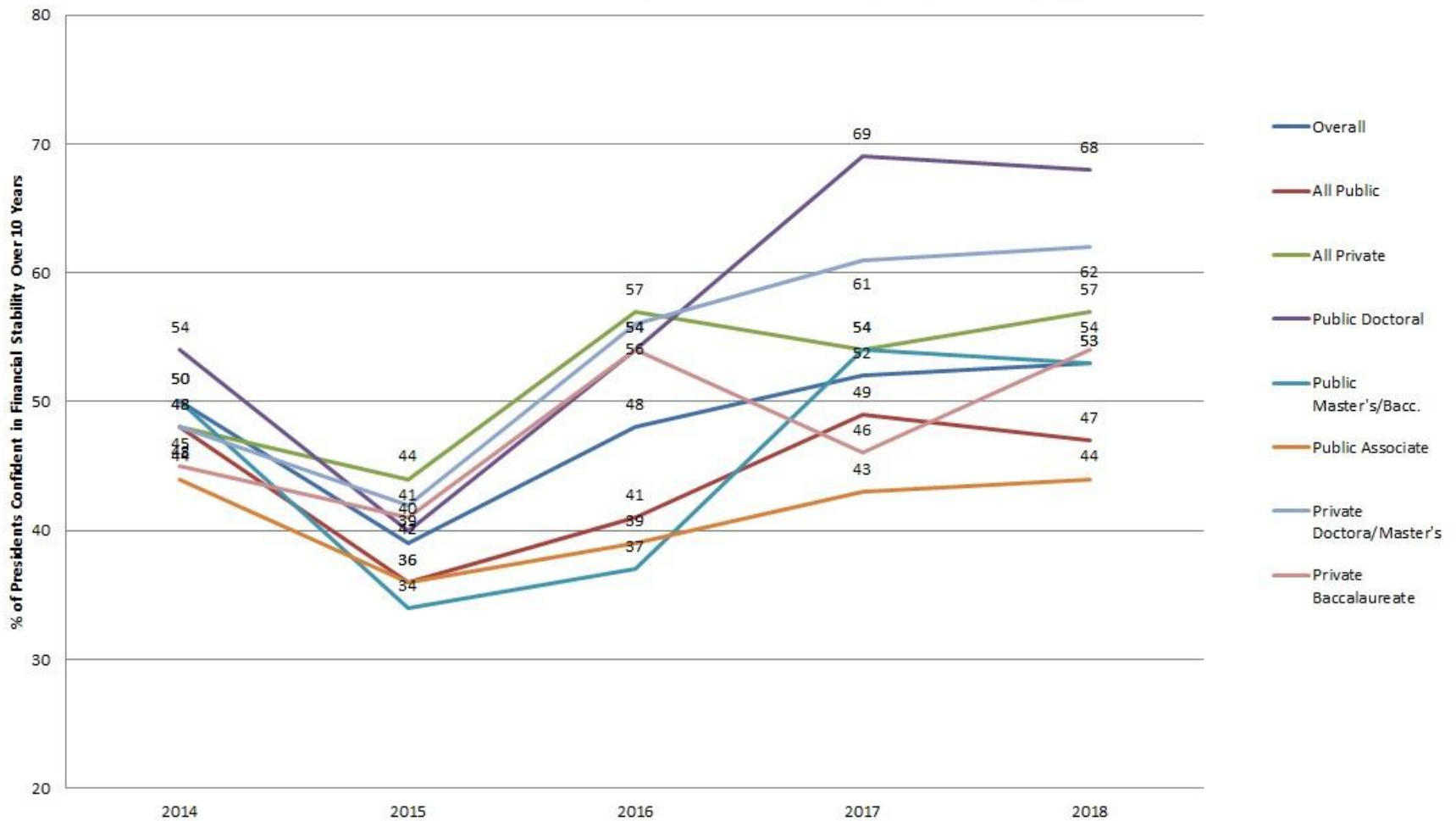
	Favor	Oppose
Offer of more flexibility on Title IX	44%	28%
Revoking of U.S. guidance on Title IX	36%	40%
GOP plan linking grants for minority institutions to >25% graduation rate	41%	30%
Weakening of “borrower defense” rules	27%	46%
Weakening of gainful employment and 90/10	24%	61%
Imposition of tax on large endowments	14%	62%

Big Issue 2: Money



Our 'Consumer Confidence' Index

Presidents' Confidence in Their Institution's Stability



Modest Predictions on Consolidations in 2018

	0	1-5	6-10	11-20	>20
Closures	<1%	30%	40%	19%	10%

	0	1-5	6-10	More Than 10
Private College Mergers	3%	56%	29%	13%
Public University Mergers	12%	55%	23%	9%

Tuition Resets and Freezes

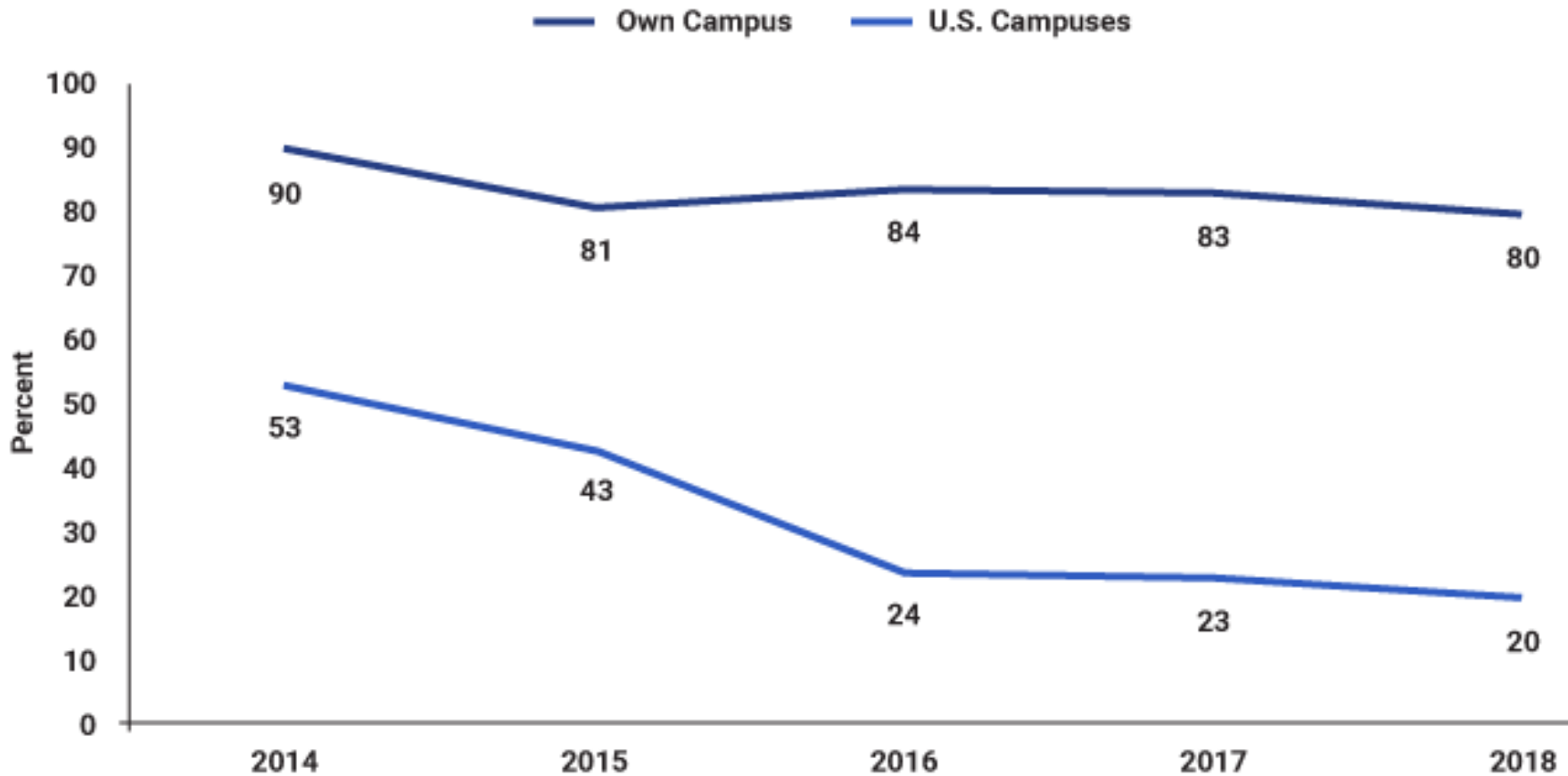
- 2/3 of presidents (67%, 17% strongly) predict more tuition resets at private institutions in 2018 – 81% of public college leaders say so, 60% of private.
- 62% of presidents anticipate more tuition freezes at public institutions -- larger majorities of public doctoral and four-year universities agreeing (76 and 75%), 61% of community college leaders.

Enrollment Doubts Linger

% of Presidents "Very Concerned" About Meeting Undergraduate Enrollment Goal

Institution Type	2017	2018
Public Doctoral Universities	23%	10%
Public Master's/Baccalaureate Institutions	51%	40%
Public Associate Colleges	47%	37%
Private Doctoral/Master's Universities	44%	45%
Private Baccalaureate Colleges	73%	60%

Race Relations Good or Excellent?



Other Findings

- 55% of presidents speaking out more on political issues (58% private, 51% public).
- 85% said colleges should embrace OER, but 44% agree/34% disagree about “changing textbooks or other materials to save students money, even if the lower-cost options are of lesser quality.”
- Presidents best-prepared for academic affairs, then financial management, then student affairs, then digital learning.

Questions / More Information

Survey article:

<https://www.insidehighered.com/surveys>

Survey report:

<https://www.insidehighered.com/booklet/2018-survey-college-and-university-presidents>

With Thanks



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