



NASPA[®]

Student Affairs Administrators
in Higher Education



**FRATERNITY
EXECUTIVES**
ASSOCIATION

How the COVID-19 Pandemic is Shaping the Future of Higher Education

Kevin Kruger
President

2022 Annual Banished Words List

- Wait, what?
- No worries
- At the end of the day
- That being said
- Asking for a friend
- Circle back
- Deep dive
- New normal
- Supply Chain
- You're on mute

https://www.lssu.edu/traditions/banishedwords/?fbclid=IwAR1MnWUUyO_AFu1Mu1eLaUlxCxyqo7ZJ9RIGX1LoUdLo5dPcqu4aYnia2i8#toggle-id-4

APOLLO 13





Apollo 13: Fifty Years Ago

“Houston: We have a problem.”

**“I suggest you figure out
a way to put a square peg
in a round hole”**





TEA LEAF
AN ILLUSTRATED GUIDE TO THE MESSAGES OF YOUR CUP
READING

DOES IT ALL THE TIME.
FOCUS AND KEEP AIMING
GIVE OF YOUR MAGIC
You are always

... NEXT. DECIDE WHAT HAPPENS NEXT.
... FOCUS AND KEEP AIMING ...
DOES IT ALL THE TIME.
GIVE OF YOUR MAGIC
You are always

What's in the news?

Credit Agency Fitch Upgrades Higher Ed

- Higher Education upgraded to stable.
- Improved state budgets.
- Return of in-person instruction and auxiliary and student fees.
- Highly selective and flagship institutions will fare better than smaller, less selective colleges.

University of Wyoming proposes cuts, including 75 layoffs

July 13, 2021



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LARAMIE, Wyo. (AP) — The president of the University of Wyoming is proposing several academic changes and up to 75 layoffs as the university absorbs budget cuts due to a decline in state support over the last several years.

President Ed Seidel will present the plan to the university's Board of Trustees this week and they are expected to take public comment before voting on it in November, the university said.

The proposal would eliminate some programs with low enrollment and consolidate and reconfigure some of its colleges to better combine degree programs that have overlapping courses while reducing redundancies, officials said.

The changes will lead to the layoff of at least 10 department heads. However, the university will look to rehire some of them for new departments that are created, university spokesperson Chad Baldwin said Tuesday.

Seidel's administration is proposing adding a School of Computing, a Center for Entrepreneurship and Innovation, and the Wyoming Outdoor Recreation, Tourism and Hospitality Initiative. Those programs are aimed at training students for future jobs in the state.

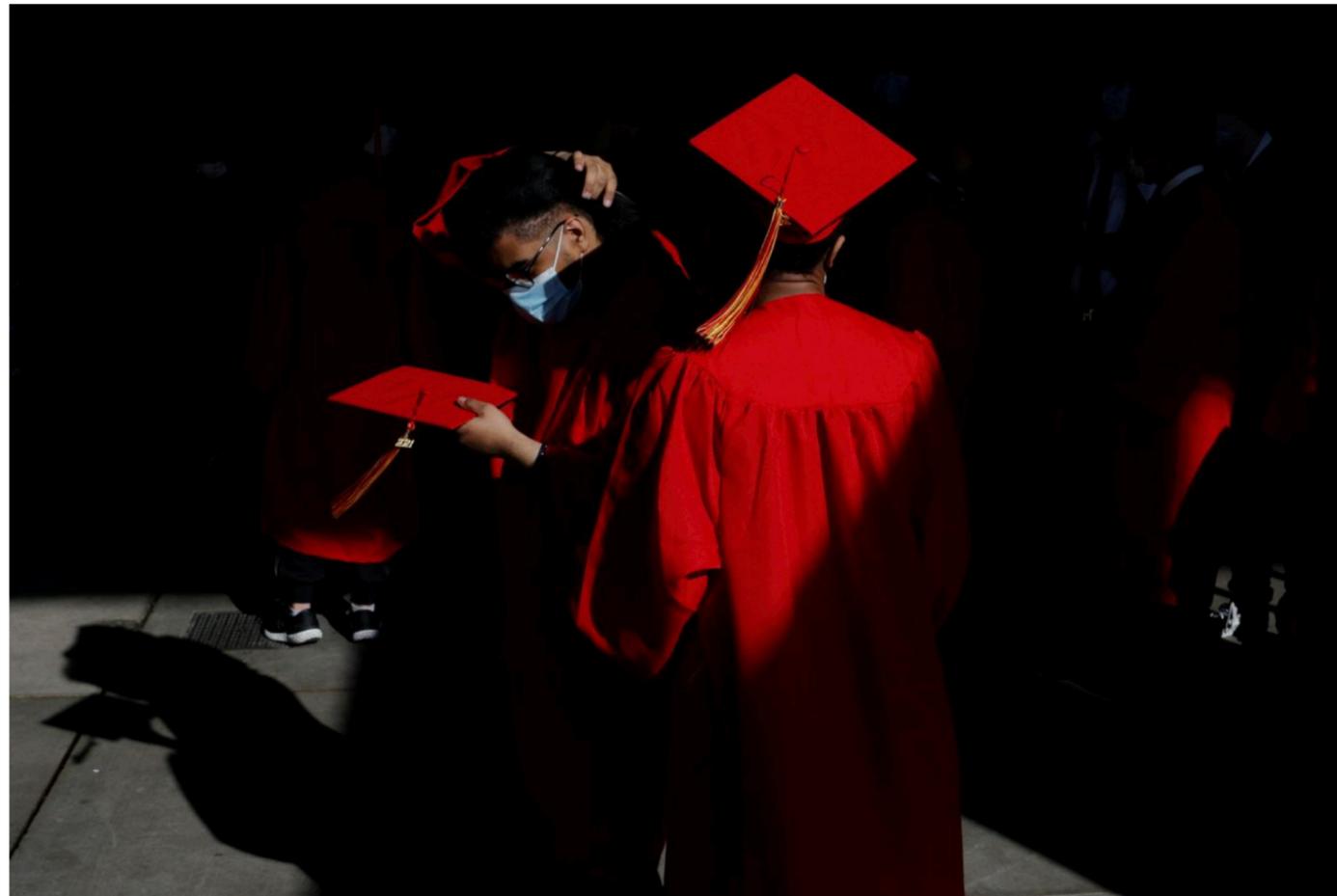
With Capital Group, I can rely on deep fundamental research. [SEE HOW](#)



U.S. | EDUCATION

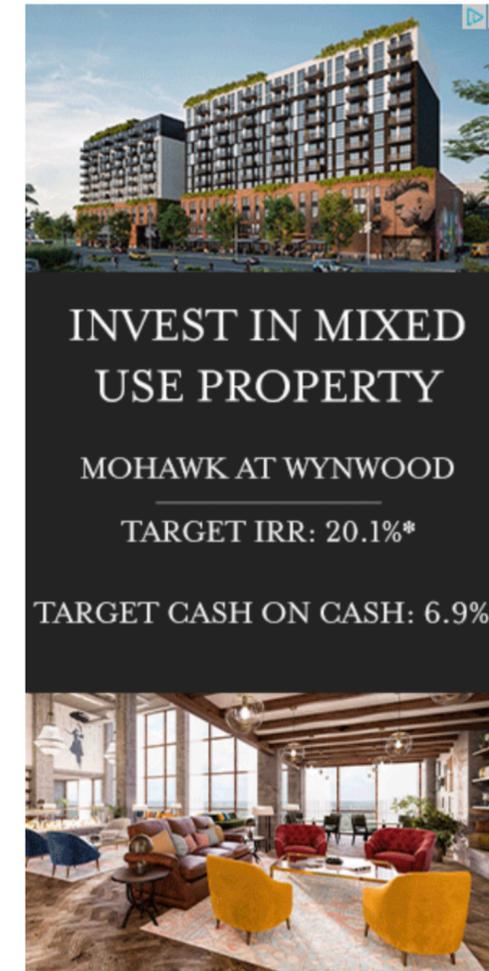
Hunt Is On for High-School Graduates Who Left the College Path

Schools use phone calls and scholarships to lure pandemic graduates back to campus



Counselors say the longer graduates are away from formal education, the harder it could be to bring them into the fold.

PHOTO: BRIAN SNYDER/REUTERS



INVEST IN MIXED USE PROPERTY

MOHAWK AT WYNWOOD

TARGET IRR: 20.1%*

TARGET CASH ON CASH: 6.9%*

BRIEF

Florida governor signs bill requiring 'viewpoint diversity' survey at public colleges

Published April 8, 2021 • Updated June 23 2021, 3:58 p.m. EDT



[Jeremy Bauer-Wolf](#)

Reporter



The image by DonkeyHotey is licensed under [CC BY 2.0](#)



Many CSU students see big upsides to online learning. Now, there is a push to expand it



CORONAVIRUS, VACCINES AND PANDEMIC >

Los Angeles County reports 15 COVID-19 deaths, 285 new cases of the virus

Cruise ships restart in Venice; protesters decry their risks

Gavin Newsom's wheel of vaccine fortune: When a game show is as good a metaphor as any

Coming June 15: Tracking reopenings

Latest on vaccines and pandemic

ADVERTISEMENT

Long Lines and Short Fuses in the Dining Halls

Institutions across the U.S. face a shortage of dining hall workers. Can Grubhub, Panda Express and spatula-wielding professors fill the gap?

By [Maria Carrasco](#) // October 21, 2021



GETTY IMAGES

Institutions from California to Rhode Island are facing struggles in finding dining hall workers.

What we don't know

- Will high school college-going rates rebound to pre-COVID levels?
- What will be the impact of increases in numbers of universities who become “test-optional”?
- Will community college enrollments begin to recover? Will the decreases in community college enrollment erode transfer rates/numbers?
- Will international student enrollments continue their decline?
- What is effect of delayed adolescence for graduation high school seniors?
- Have we seen the worse of the mental health demands and increases? Will mental health issues decrease as the pandemic comes to an end?
- What are the long-term effects of the “Great Disillusionment”?
- Will drops in enrollment in graduate preparation programs will change the student affairs workforce?

COVID and College Enrollment



Common App Trends for Fall 2021

- Applications to the largest campuses (>20K students enrolled) increased by by 16%.
- Applications at the smallest campuses(<1K enrollment) fell 4%.
- Applications at more selective institutions (<50 percent admit rate) saw larger increases than did less selective institutions."
- Applicants are also applying to more colleges this year. With a 9 percent increase in the application per applicant. Yield models will be more challenged this year.
- Colleges in the Southwestern part of the country are seeing the most growth (21.3 percent). Colleges in the Mid-Atlantic are seeing the least growth (6.1 percent).

Undergraduate enrollment saw declines across the board

Year-over-year enrollment declines by sector

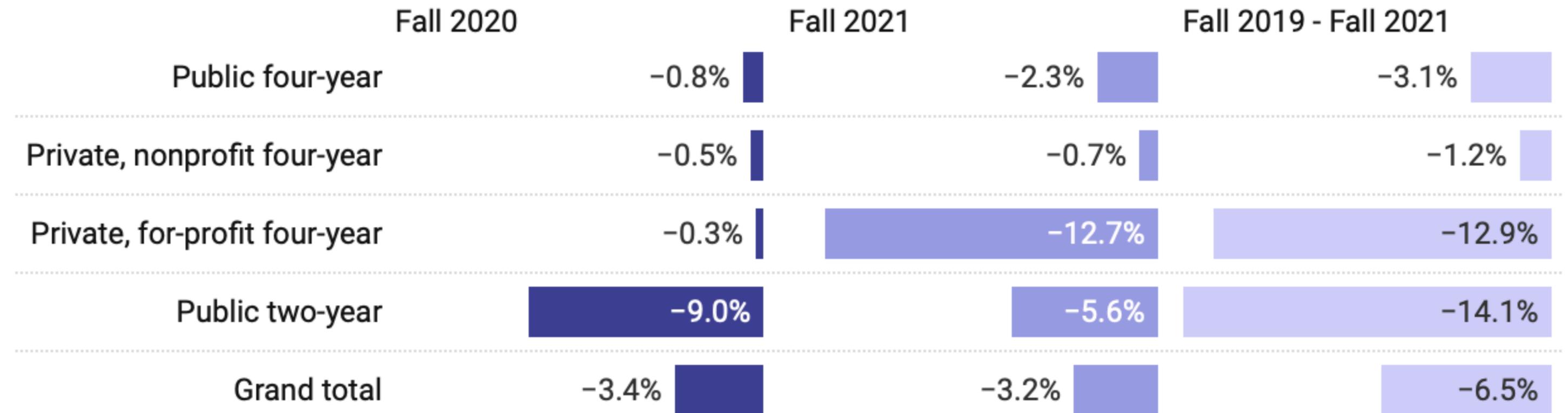
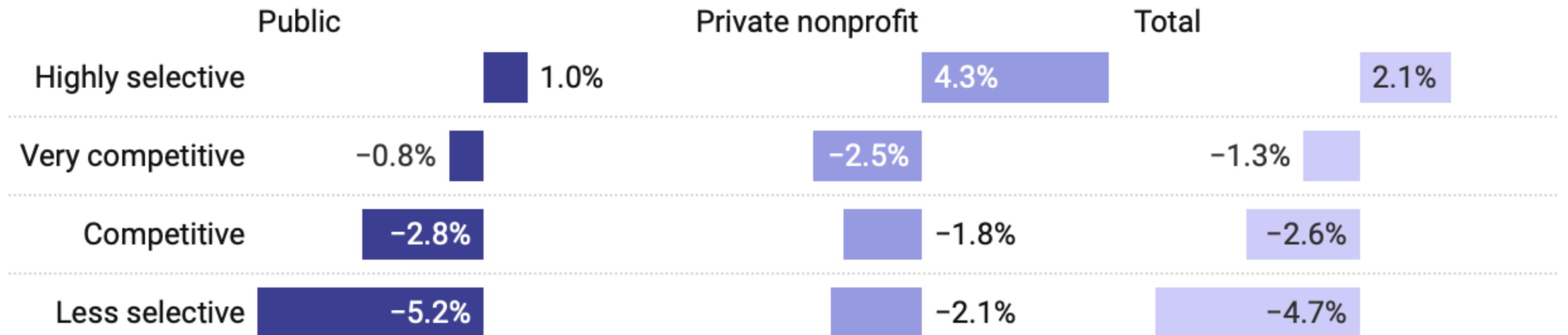


Chart: Natalie Schwartz/Higher Ed Dive • Source: National Student Clearinghouse Research Center • [Get the data](#) • Created with [Datawrapper](#)

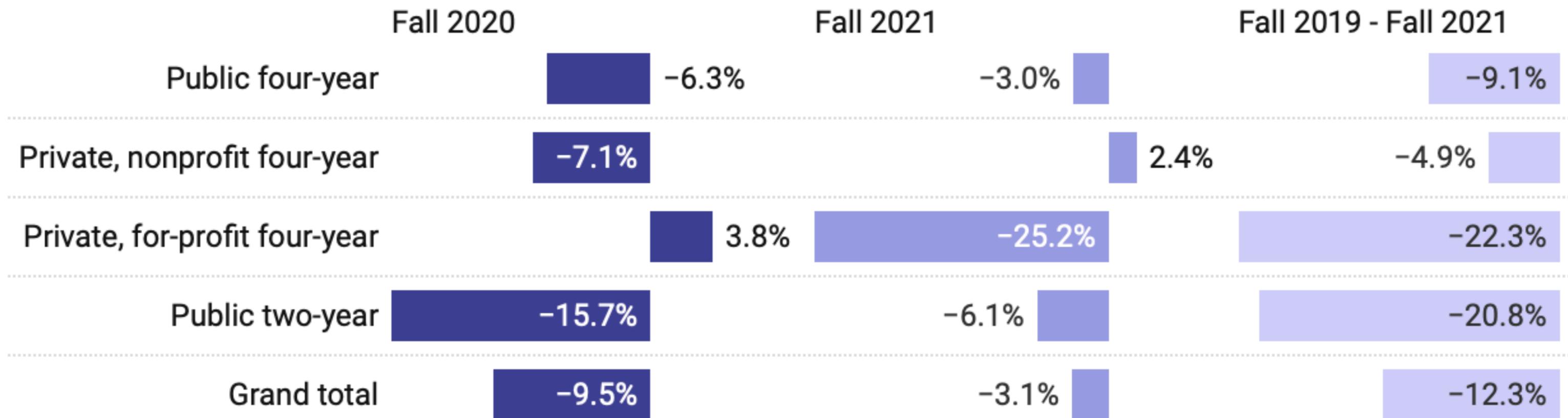
Selective Colleges = Fewer Enrollment Declines

Fall 2021 enrollment declines at four-year colleges by selectivity



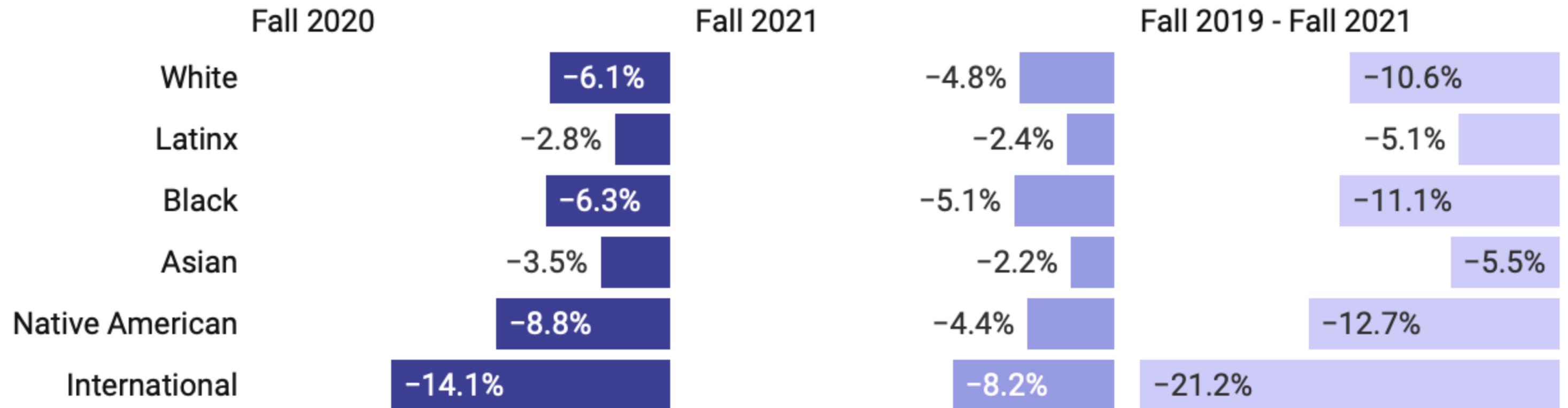
Community Colleges Experienced Significant Enrollment Declines

Year-over-year enrollment declines by sector



Equity Challenges Ahead

Year-over-year undergraduate enrollment changes by student group

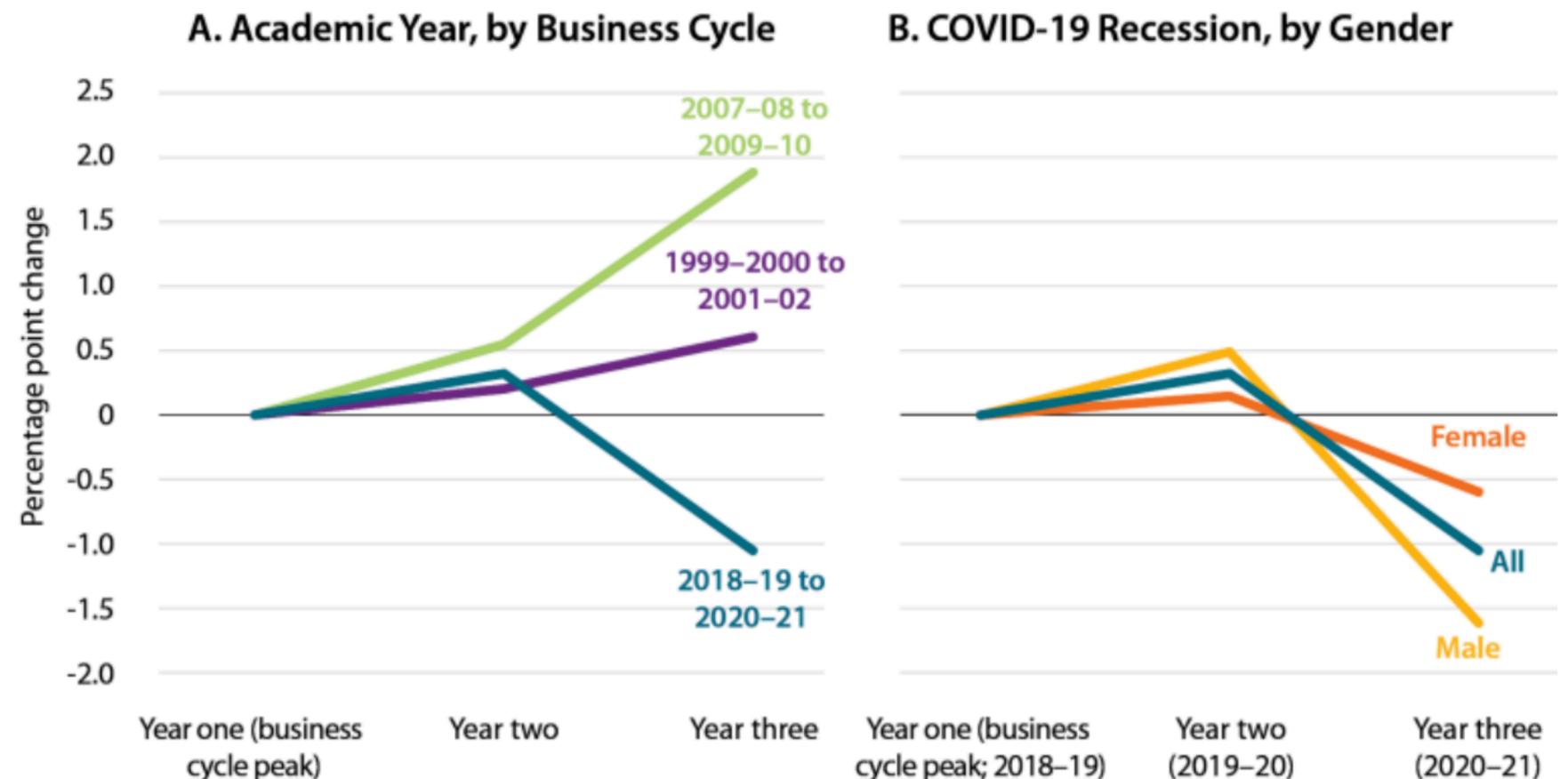


Where did the students go?

- Young adults have spent less time on education, spent more time in the work force, and experienced better wage outcomes than over the same period following the onset of the 2001 and 2008 recessions.
- Youth and teen disengagement, defined as time spent neither in education nor the labor force, has risen.

FIGURE 1.

Change in Postsecondary Enrollment among Young Adults, by Business Cycle



Source: Bureau of Labor Statistics Current Population Survey (n.d.); authors' calculations.

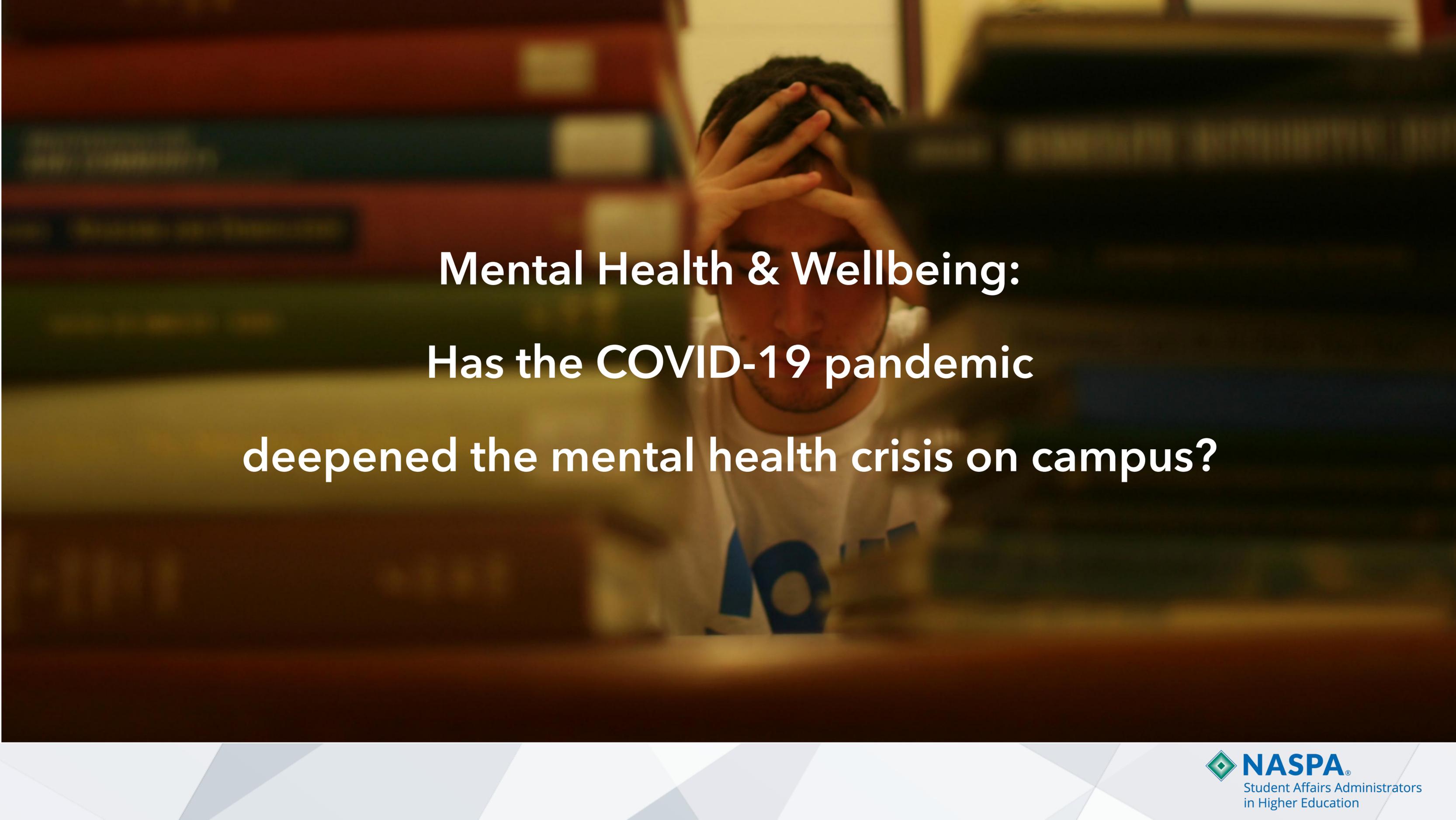
Note: Enrollment is restricted to months corresponding to academic school years (i.e. months September 1999–May 2000 is labeled Year One) for young adults between the ages of 16 and 24.

THE HAMILTON PROJECT
BROOKINGS

Changes in students needs one year later (March, 2021)



- ▶ Food, rent and job loss remain the top three reasons students need emergency aid
- ▶ Computer equipment, access to wifi and essential travel have increased in priority
- ▶ Students also note tuition, bills, car-related expenses and childcare among their top expenses, with loans and books increasing in priority as compared to 2020



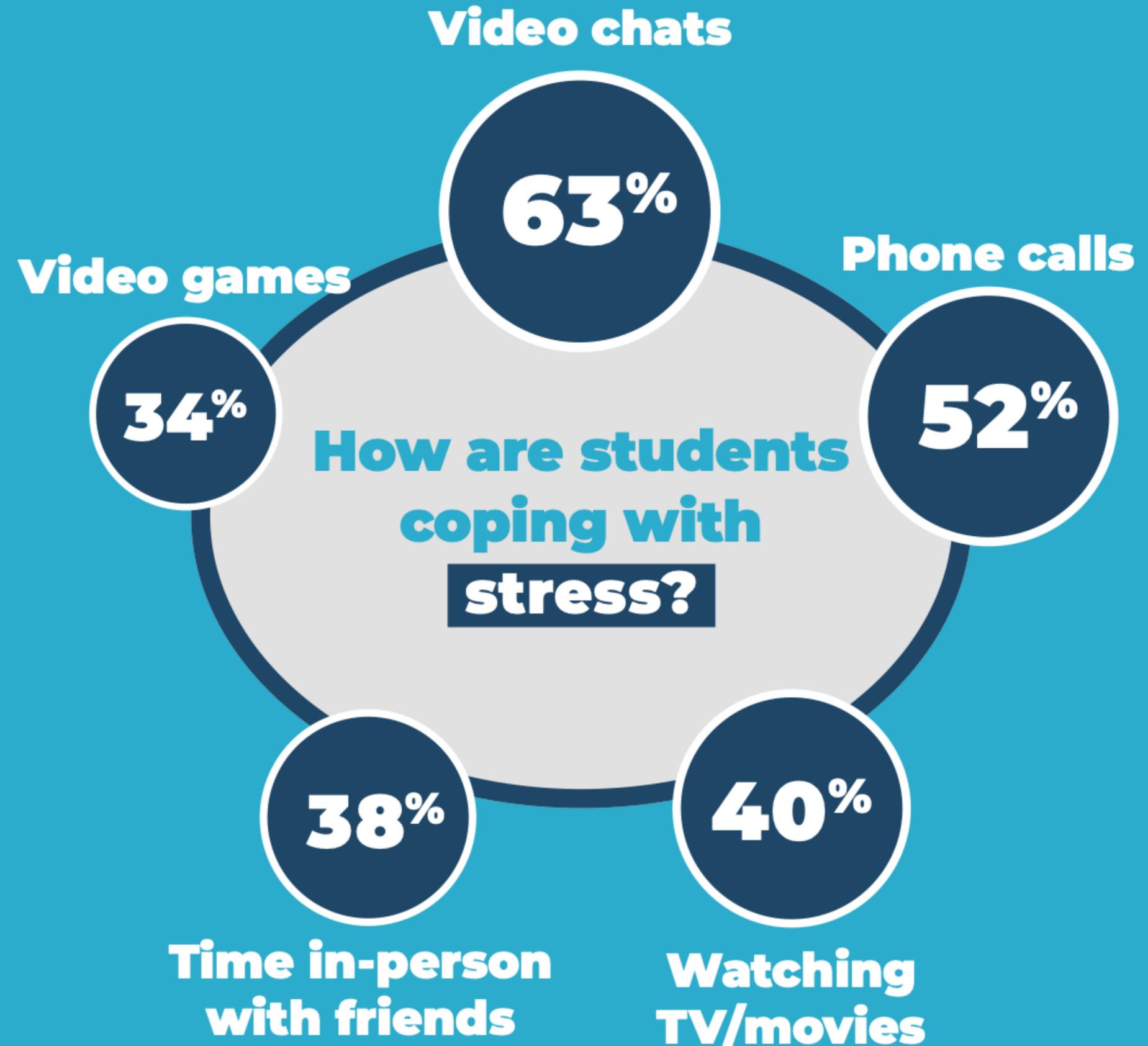
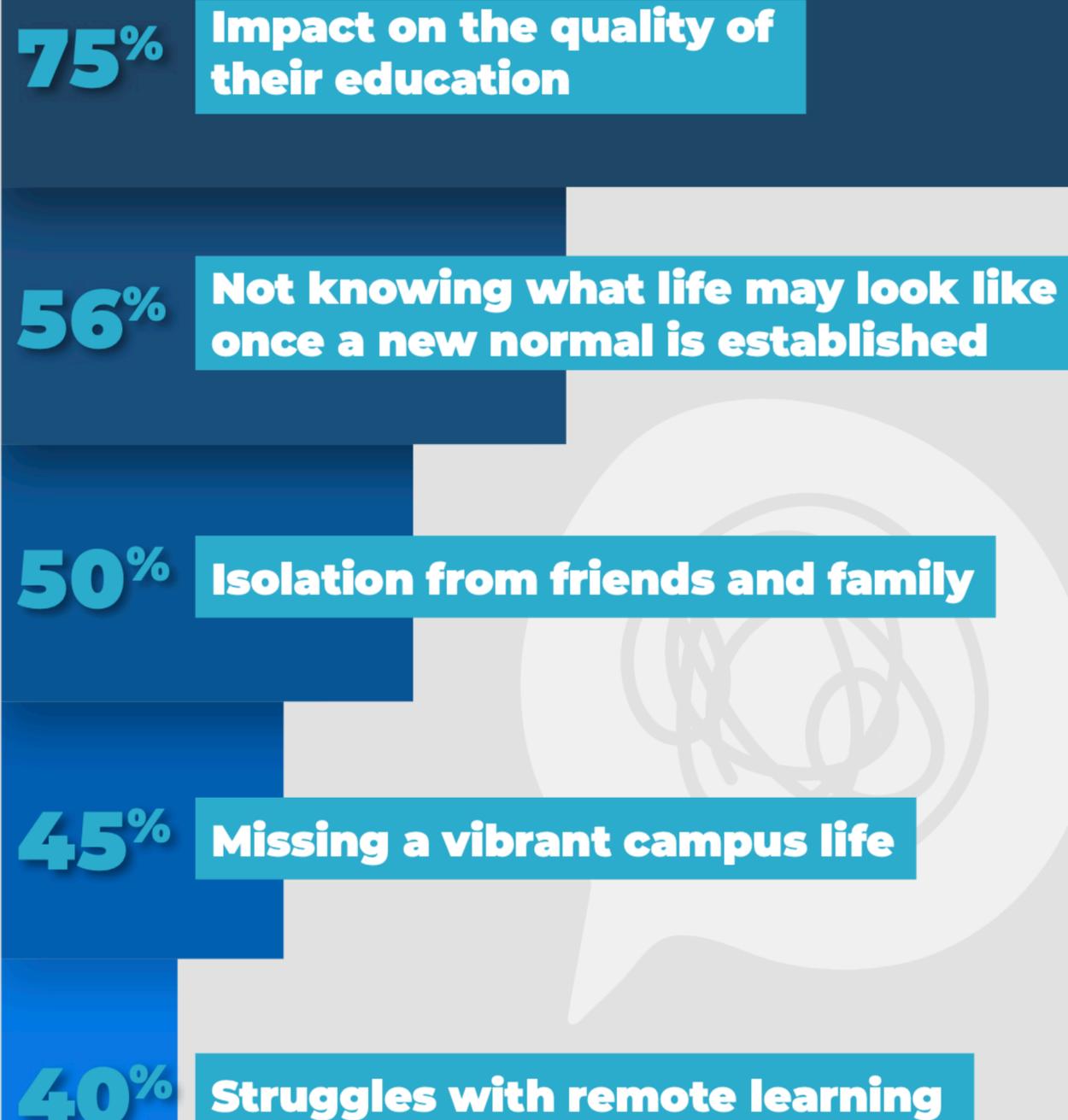
Mental Health & Wellbeing:
Has the COVID-19 pandemic
deepened the mental health crisis on campus?

80% of college students
report that COVID-19 has
negatively impacted their
mental health

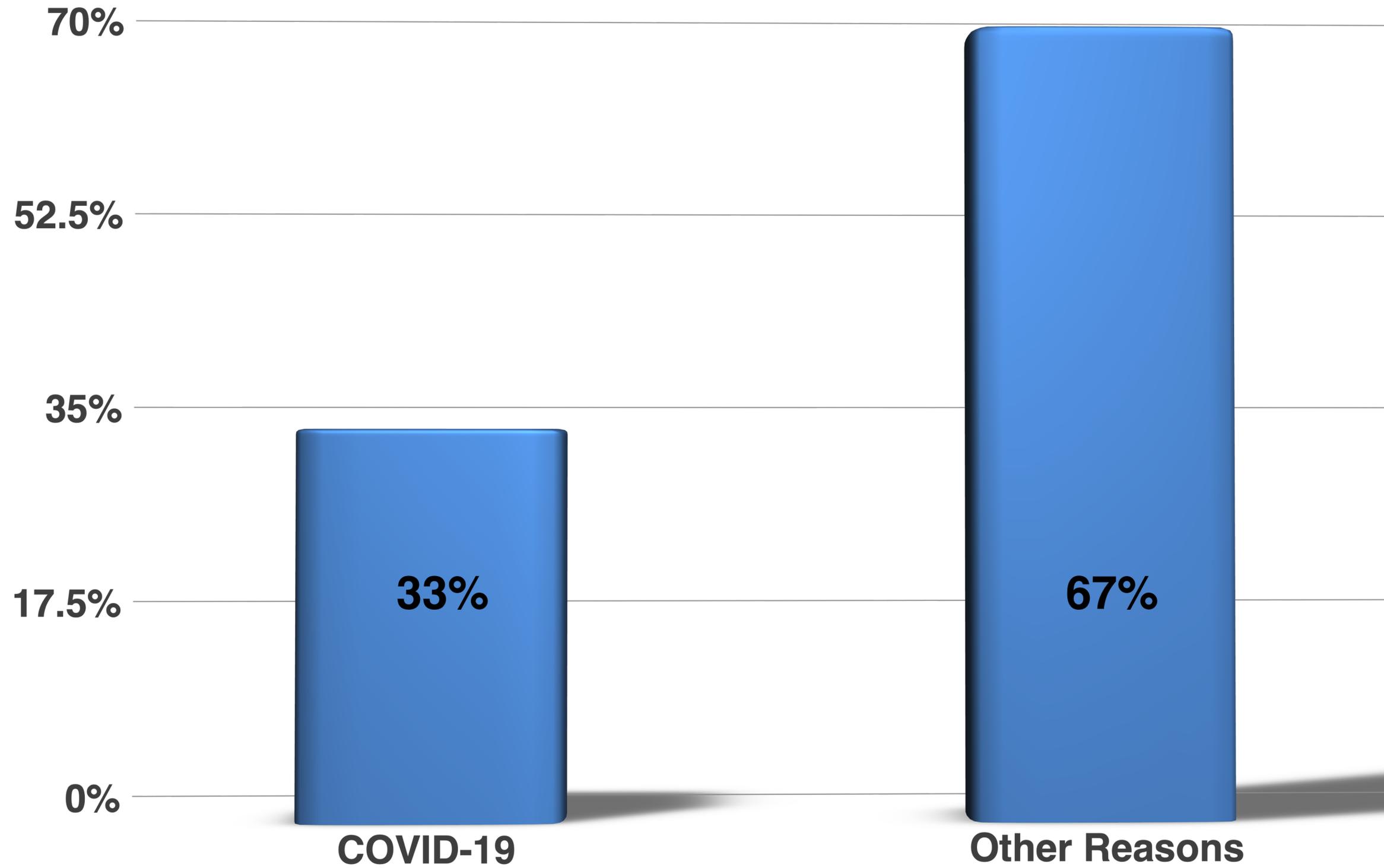


**ONE YEAR LATER:
4 OUT OF 5 COLLEGE
STUDENTS ARE STILL
STRESSED BY COVID-19**

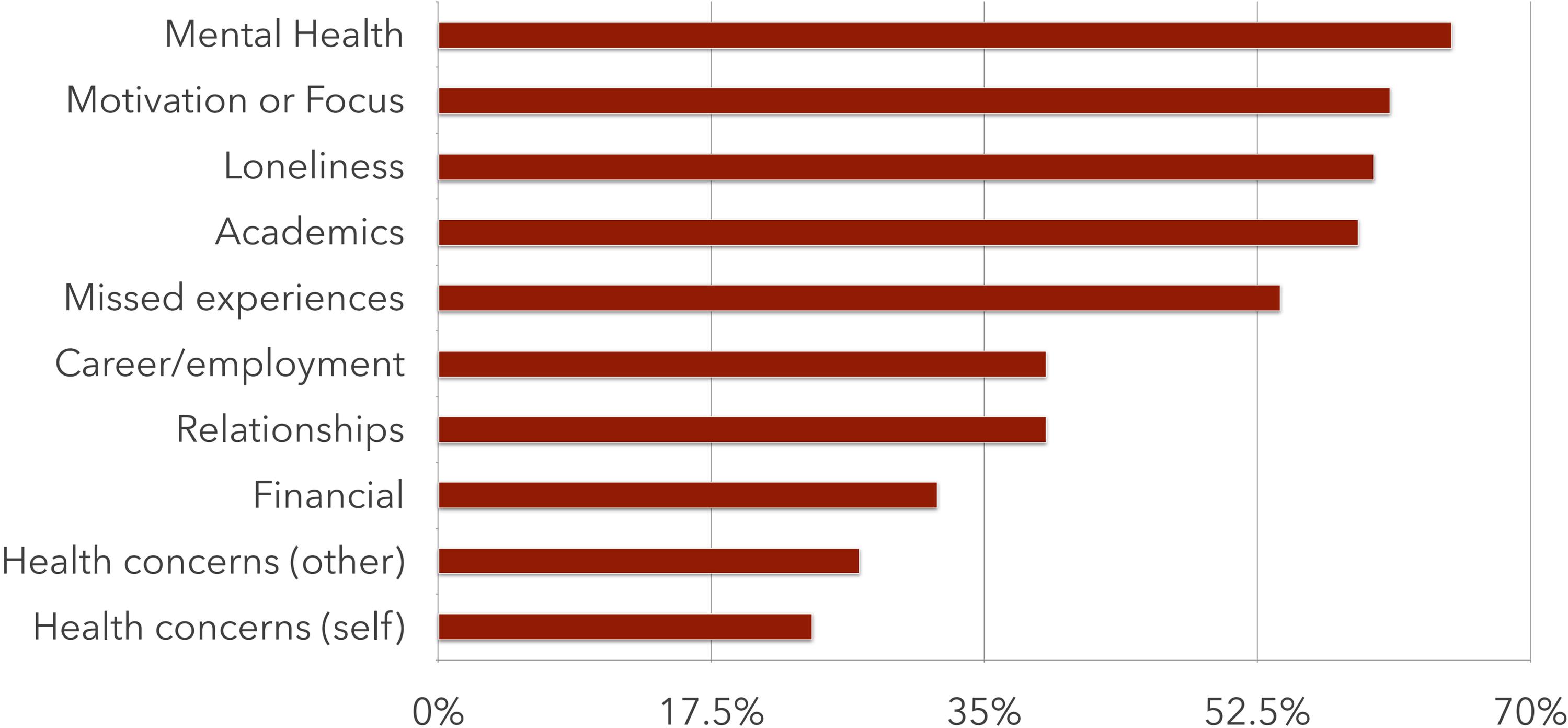
TOP 5 COVID-19 STUDENT STRESSORS:



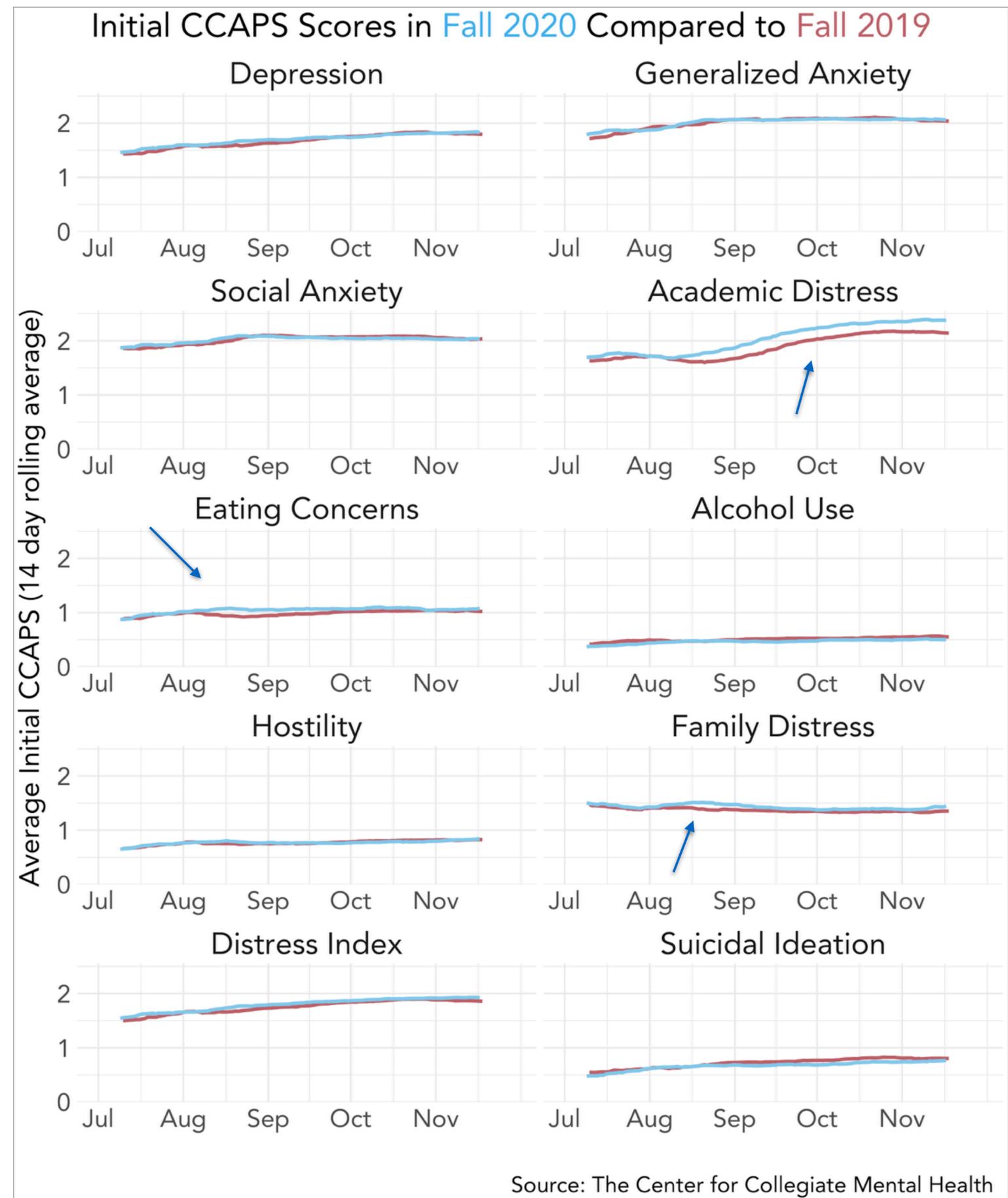
What proportion of students sought mental health treatment due to COVID-19?



Which aspects of students' lives were negatively impacted by COVID-19?



Did students' self-reported psychological distress change from Fall 2019 to Fall 2020?

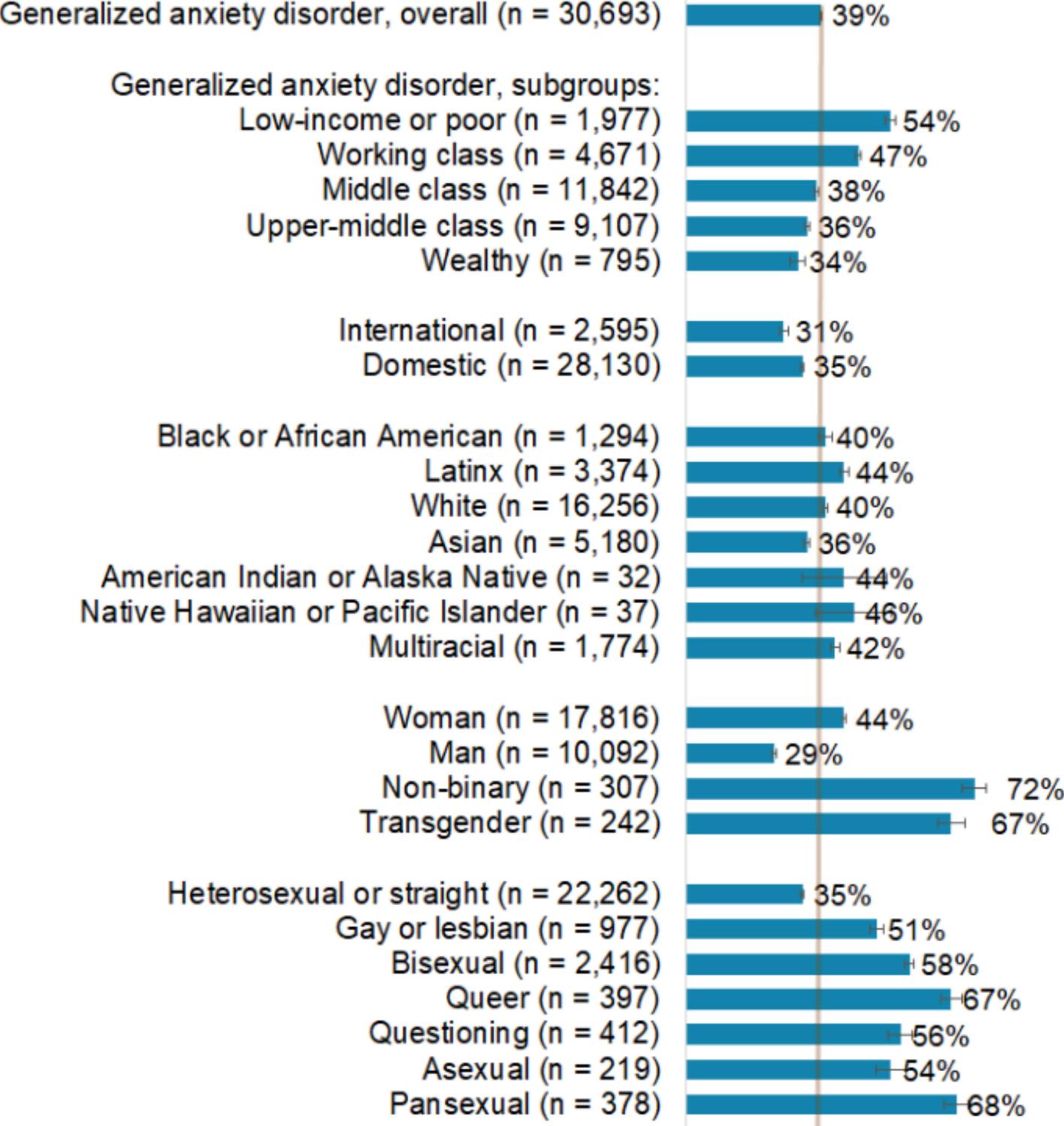
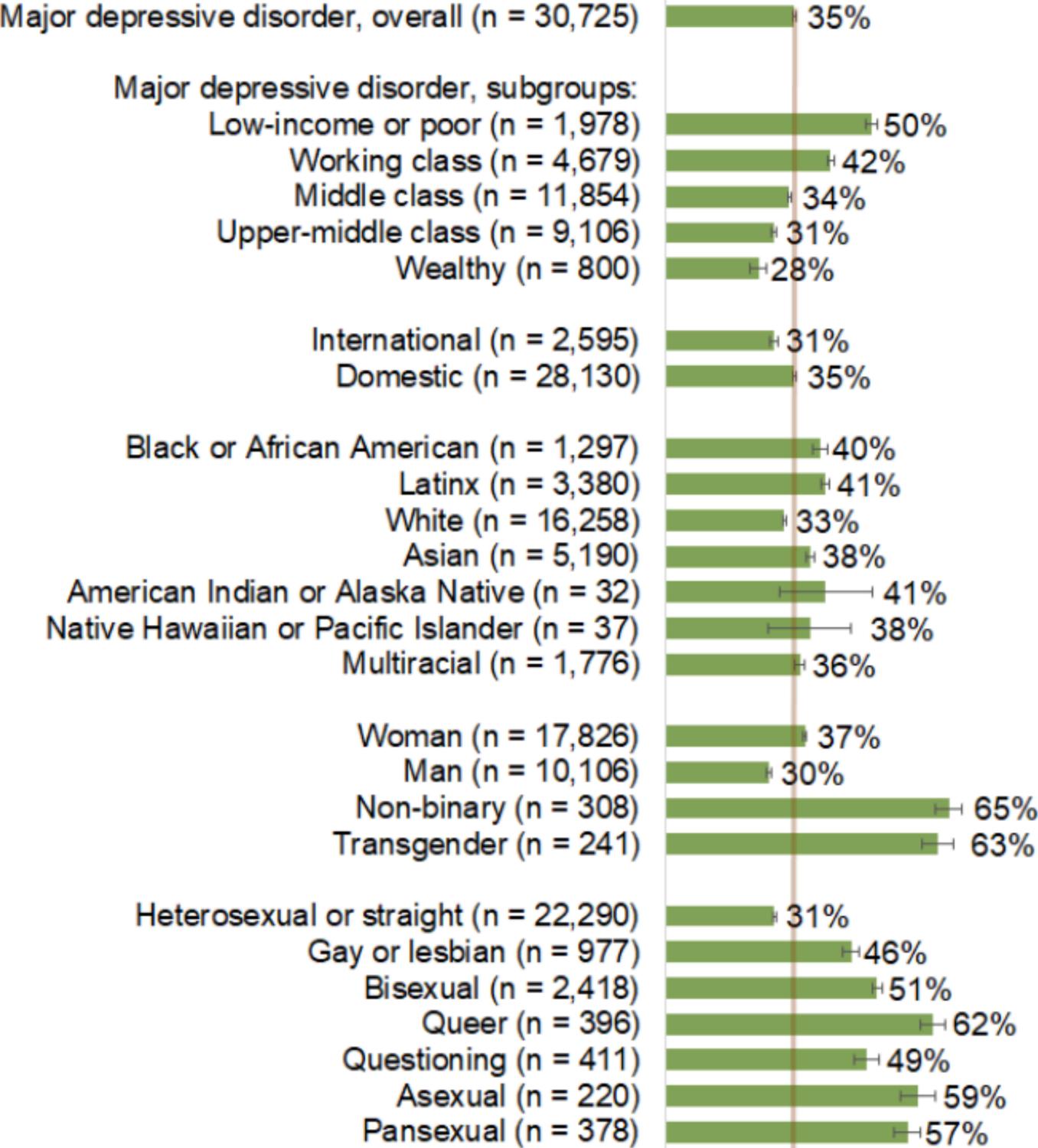


The Pandemic Effect on Mental Health

Major depressive disorder and generalized anxiety disorder rates are more pronounced for:

- low-income students
- students of color
- women and non-binary students
- transgender students
- gay or lesbian, bisexual, queer, questioning, asexual, and pansexual students

The Pandemic Effect on Undergraduate Mental Health



Generation Z:

More Activist

More likely to participate in protests



Socialist Worker
Black Lives Matter
Smash racism by any means necessary



STAND UP TO RACISM
BLACK LIVES MATTER
No justice
No peace
standuporacism.org.uk @StandUpToRacism

BLM IS
LIFESTYLE
NOT A
TREND

PRO
ISA
AA
WE

STAND UP TO RACISM
BLACK LIVES MATTER
No justice
No peace



Political Views



2% Far right

18% Conservative

44% Middle-of-the-road

32% Liberal

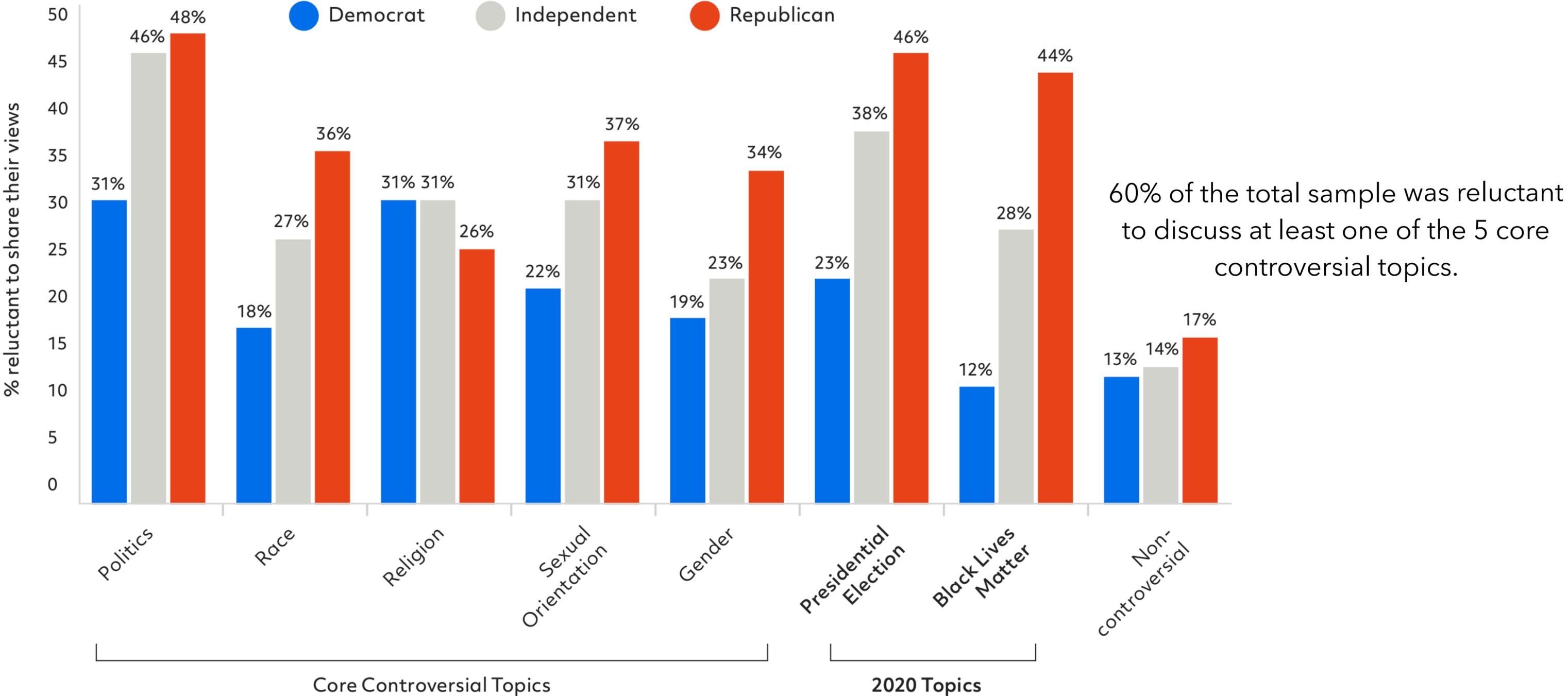
5% Far left



38%

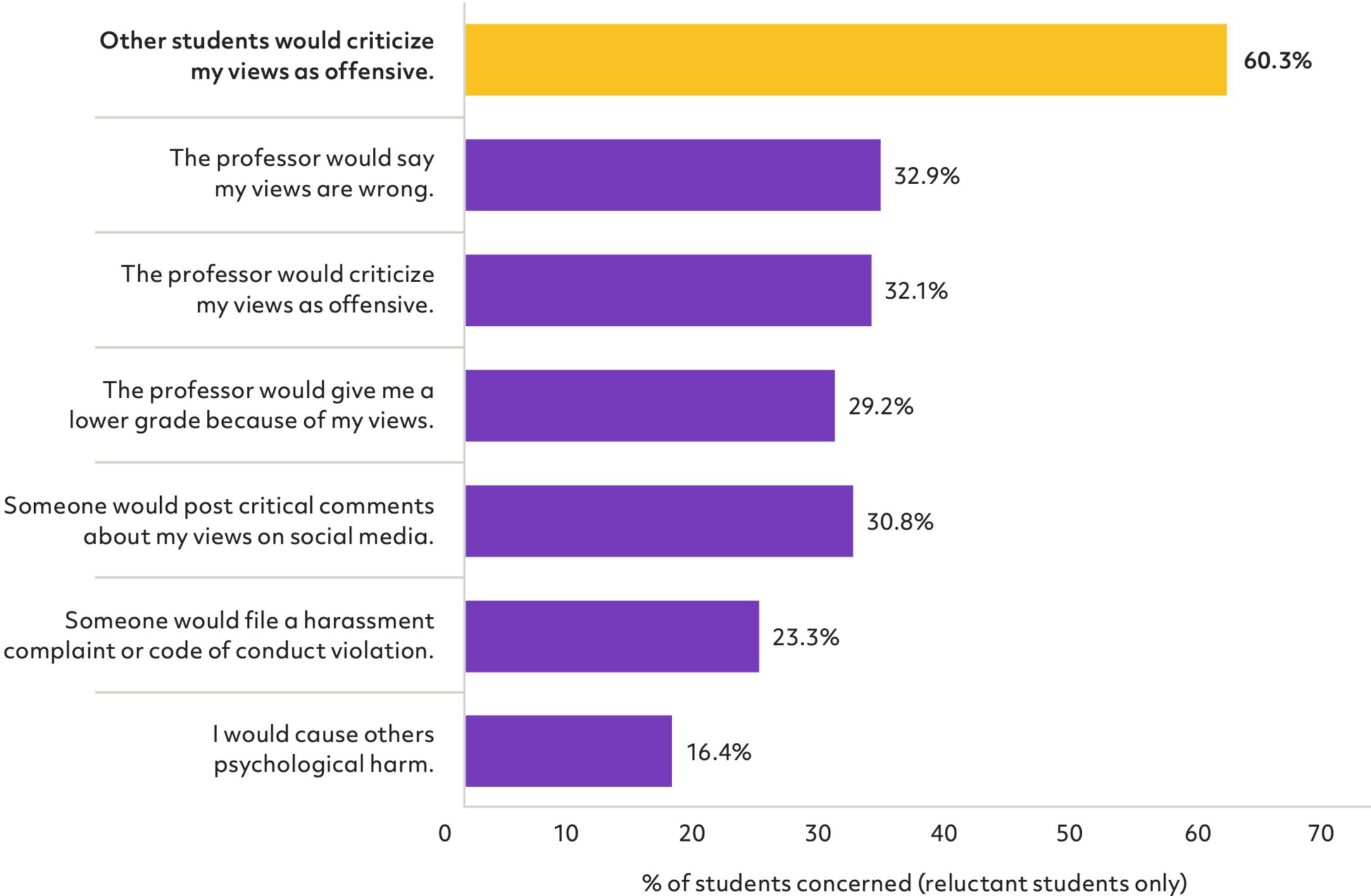
anticipate at least some chance
they will participate in student
protests or demonstrations

College students reluctant to discuss controversial topics



Stiksma, M. (2021). Understanding the Campus Expression Climate: Fall 2020. Heterodox Academy.

Perceived consequences of giving views on a controversial topic.



Stikma, M. (2021). Understanding the Campus Expression Climate: Fall 2020. Heterodox Academy.



2022

The year '2022' is rendered in a large, bold, blue sans-serif font with a white outline. It is set against a background of a stylized American flag, with blue and white stripes on the left and red and white stripes on the right. The stripes are slightly curved and have a textured, brush-stroke appearance. Below the year, there are two horizontal lines: a blue one on top and a red one on the bottom.

Elections

The word 'Elections' is written in a large, bold, red sans-serif font with a white outline. It is positioned below the year '2022' and the horizontal lines. The background of the word is the same stylized American flag as seen in the upper part of the logo.



This employment market will have a long-lasting impact on this generation of college students.

Career goals **put on hold**



say their career goals have been set back by a month or more



expect a delay of over 6 months

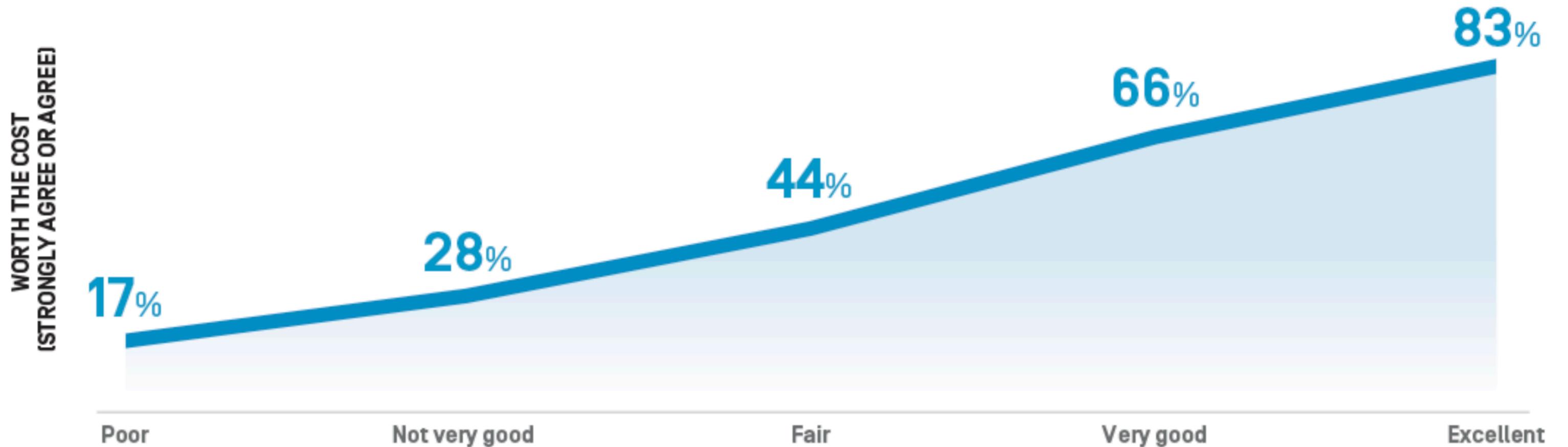


are not very optimistic that they'll get a job that fits their career goals

Internships Matter

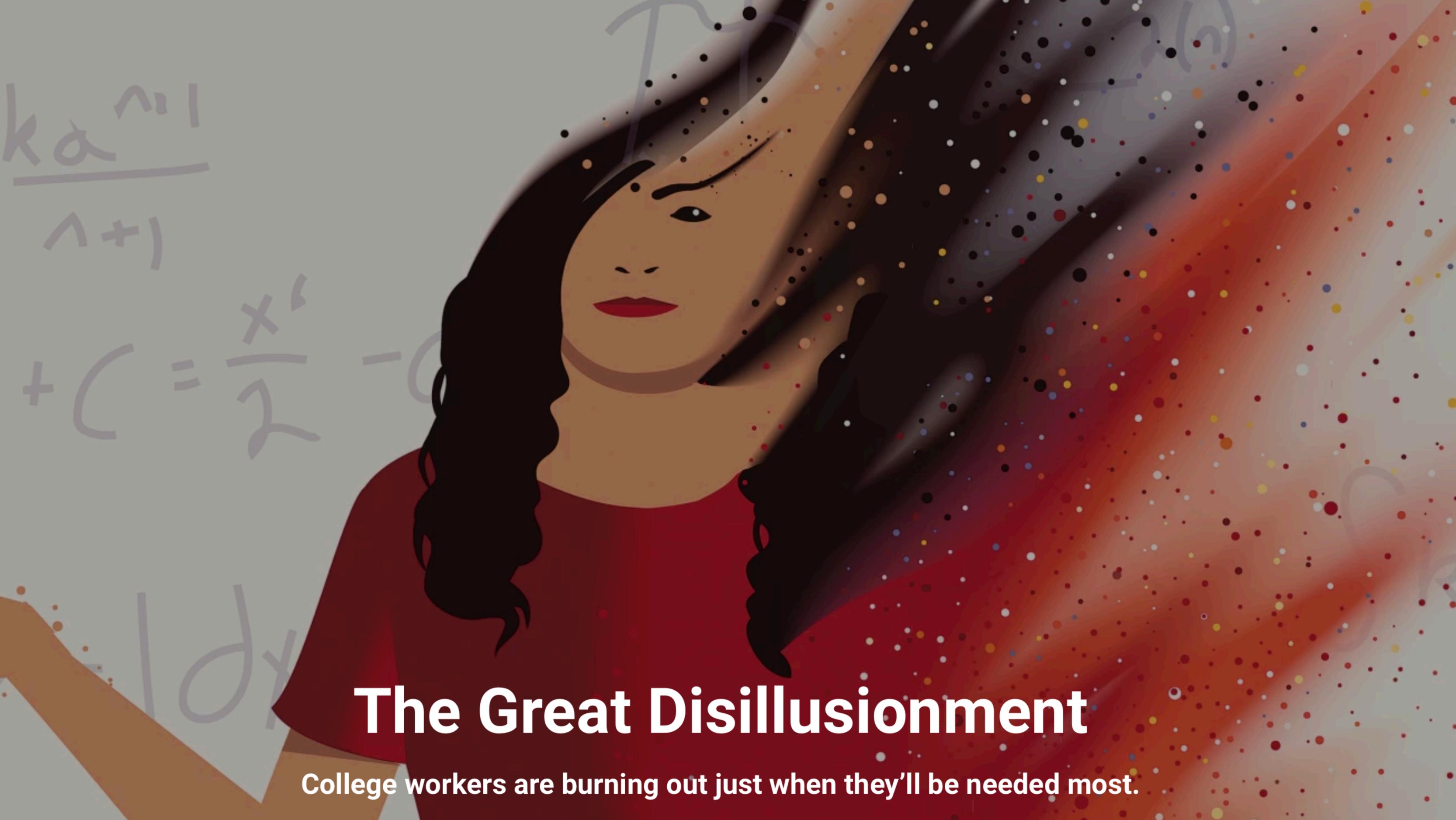
ATTRIBUTE	2021 AVERAGE INFLUENCE RATING*
Has completed an internship with your organization	4.5
Has internship experience in your industry	4.3
Major	3.8
Has held leadership position	3.6
Has general work experience	3.6
Has been involved in extracurricular activities (clubs, sports, student government, etc.)	3.4
High GPA (3.0 or above)	3.2
Has no work experience	3.2
Has done volunteer work	2.8
School attended	2.5
Is fluent in a foreign language	2.1
Has studied abroad	1.8
Other	3.9

Career Development and College Value



HOW WOULD YOU RATE YOUR COLLEGE OR UNIVERSITY'S SUPPORT FOR HELPING STUDENTS CONNECT THEIR EDUCATION TO A MEANINGFUL CAREER?

The Higher Education Workforce



The Great Disillusionment

College workers are burning out just when they'll be needed most.

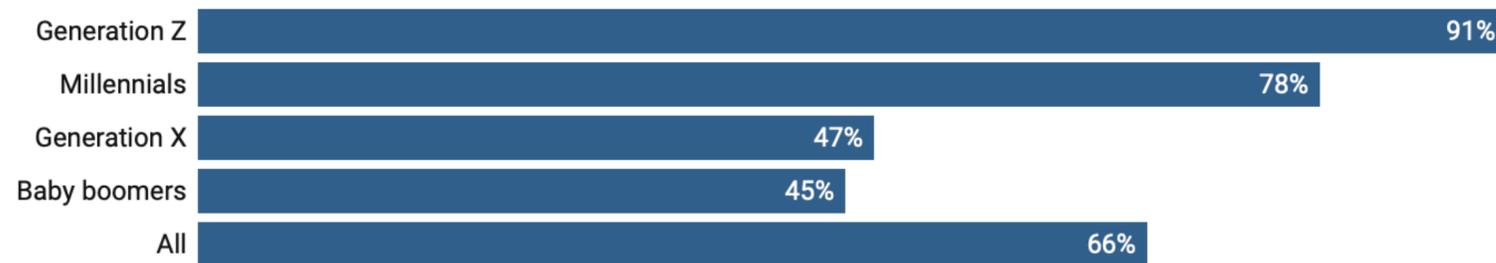
THE SHIFT

Welcome to the *YOLO* Economy

Burned out and flush with savings, some workers are quitting stable jobs in search of postpandemic adventure.

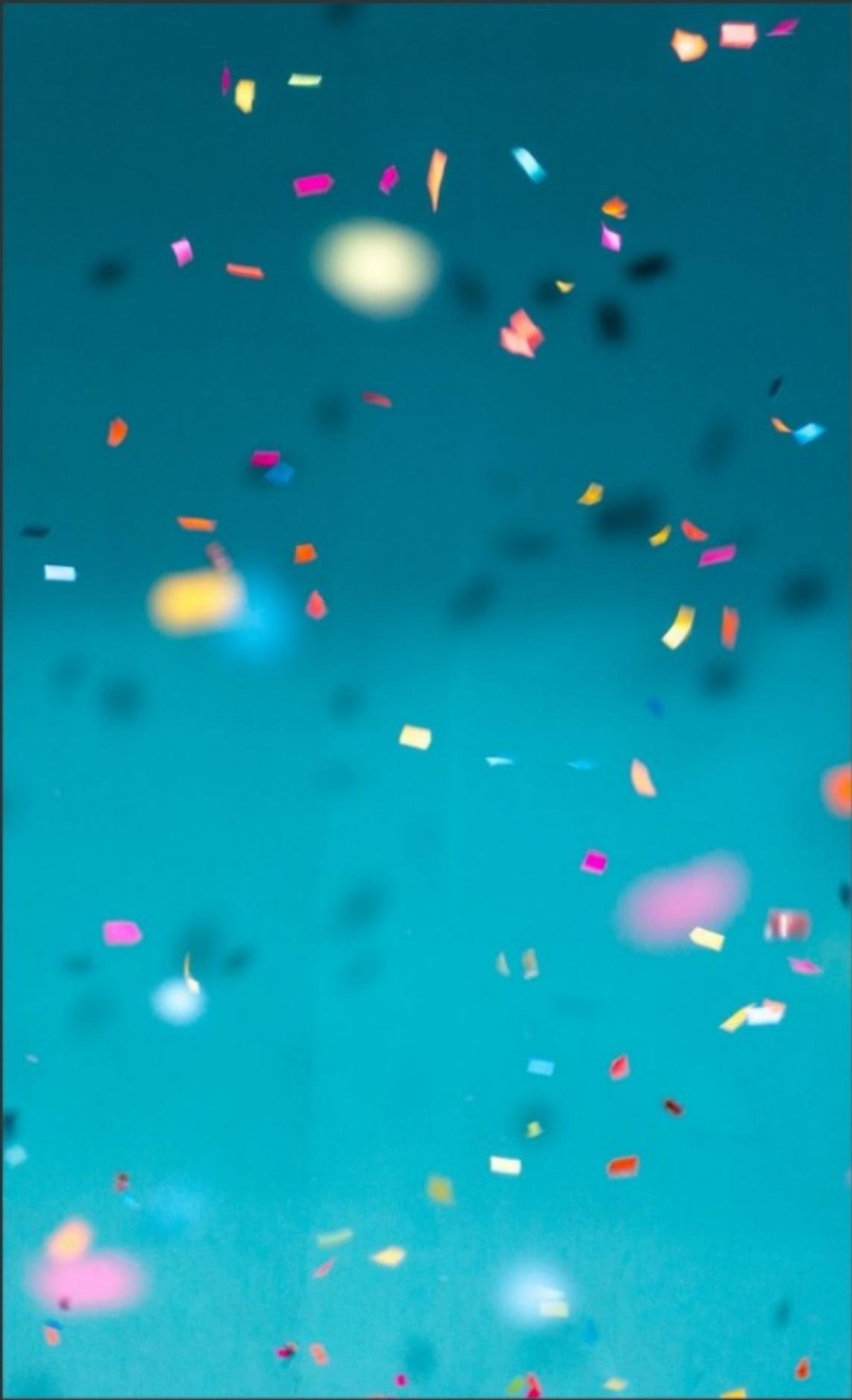
Ready for a Job Change

Two-thirds of Americans are interested in switching jobs right now, with younger generations the most committed to doing so.





Theme #5: Sustainability of the Student Affairs Profession



“ I've dedicated my educational attainment and career to becoming a student affairs professional.

I'm not going to turn my back on student affairs when there continues to be so much potential to contribute to the success of our institutions and students in the process making our world a better place for all.”

NASPA Future of Student Affairs Survey, Open-ended Response, June 2021



Dr. Christopher Conzen

@chrisconzen



Catching up with a friend who left a campus job (with no other job lined up). They are now actively looking and I asked if they would consider Higher Ed again. Their response: "I would rather run into traffic covered in bees than step foot back on a campus"

4:18 PM · Oct 19, 2021 · TweetDeck



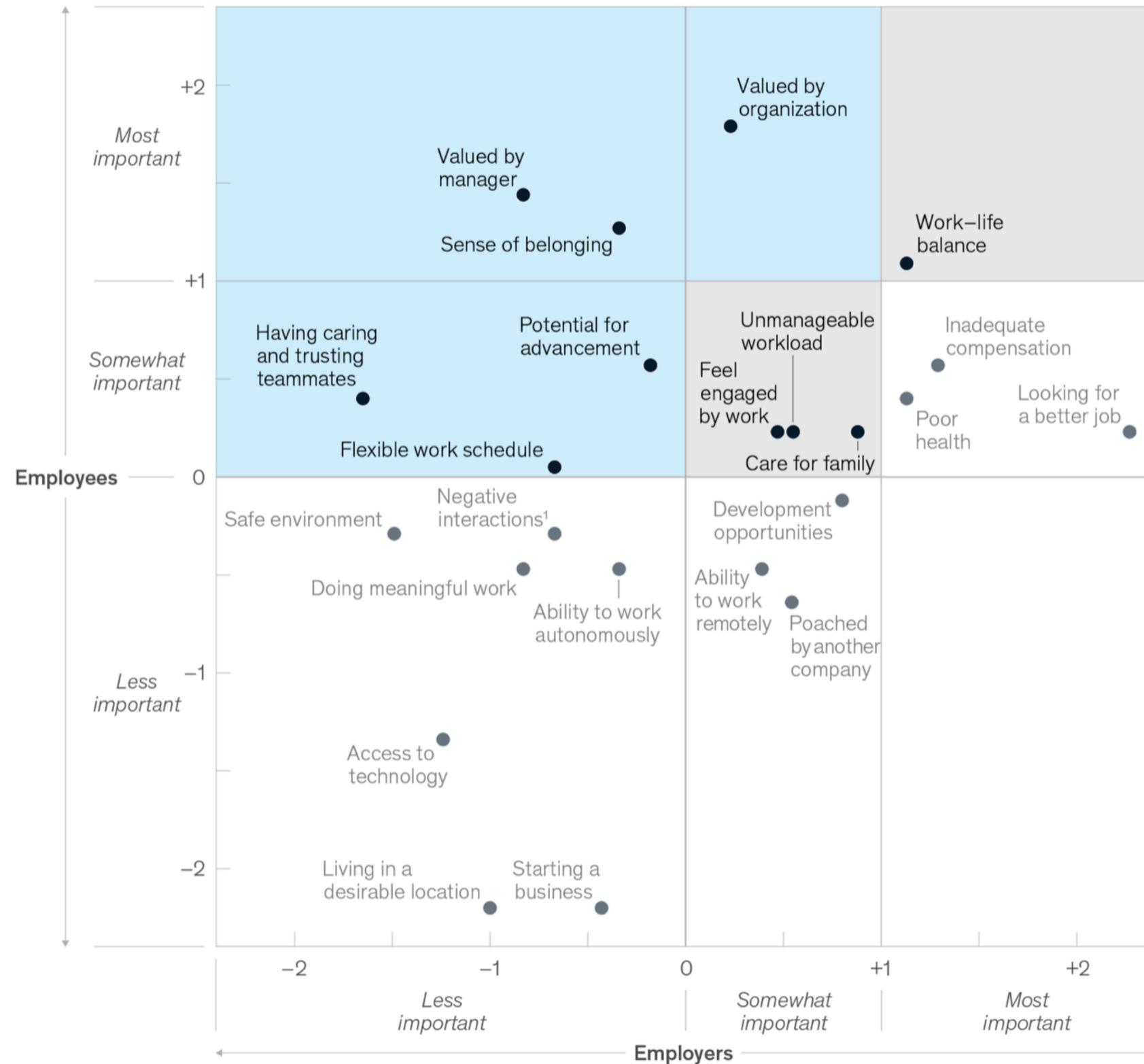
McKinsey Quarterly

‘Great Attrition’ or ‘Great Attraction’? The choice is yours

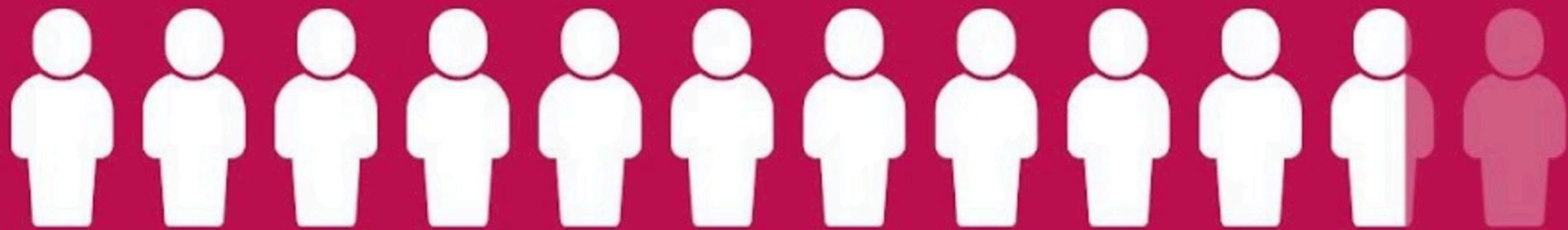
September 8, 2021 | Article

If the past 18 months have taught us anything, it's that employees crave investment in the *human* aspects of work. Employees are tired, and many are grieving. They want a renewed and revised sense of purpose in their work. They want social and interpersonal connections with their colleagues and managers. They want to feel a sense of shared identity. Yes, they want pay, benefits, and perks, but more than that they want to feel valued by their organizations and managers. They want meaningful—though not necessarily in-person—*interactions*, not just transactions.

What employees want from their work



88%

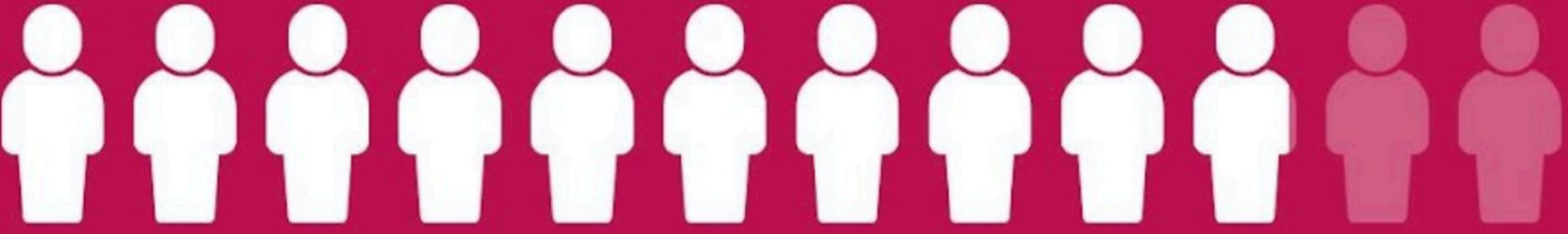


of professionals said they think **professionals will leave the field because salaries and/or compensation packages are not competitive** for experience and education required.

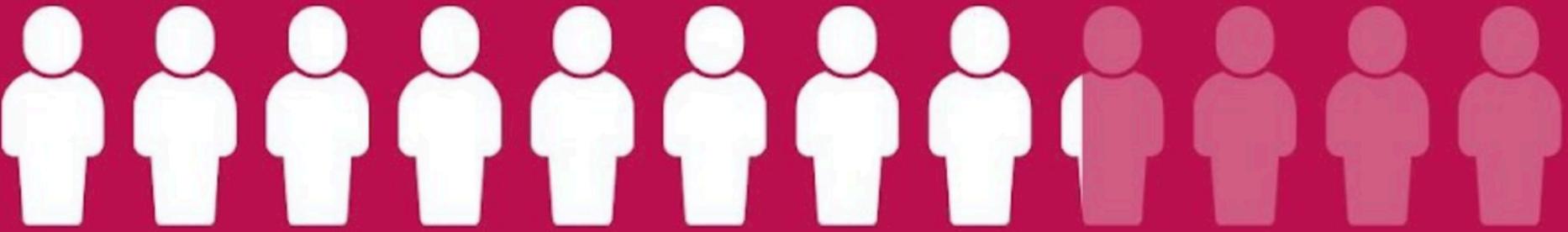
84%



of professionals said they think **professionals will leave the field because stress level and crisis management responsiveness required for the role leads to burn out.**

81% 

of professionals said they think **professionals will leave the field** because they feel **under-appreciated or undervalued** by their institution.

68% 

of professionals said they think **professionals will leave the field** because of the **amount of hidden responsibilities** that are not transparent in job descriptions or communicated up front.

61%

of professionals reported that they plan to continue working in the student affairs profession for the next 5 years.

57%

of professionals reported that they would encourage someone to enter the student affairs profession in the next 5 years.

29%



of professionals said they **don't know if they plan to continue working in the student affairs profession for the next 5 years.**

25%



of professionals said they **don't know if they'd encourage someone to enter the student affairs profession in the next 5 years.**

26%

Strongly disagree or disagree

“I am able to express opinions and perspectives without fear of retaliation”.

42%

Strongly disagree or disagree

“I am able to easily find mentorship at my institution with professionals who hold similar or shared identities with mine”.

How has your institution responded to changes in the Student Affairs workforce?

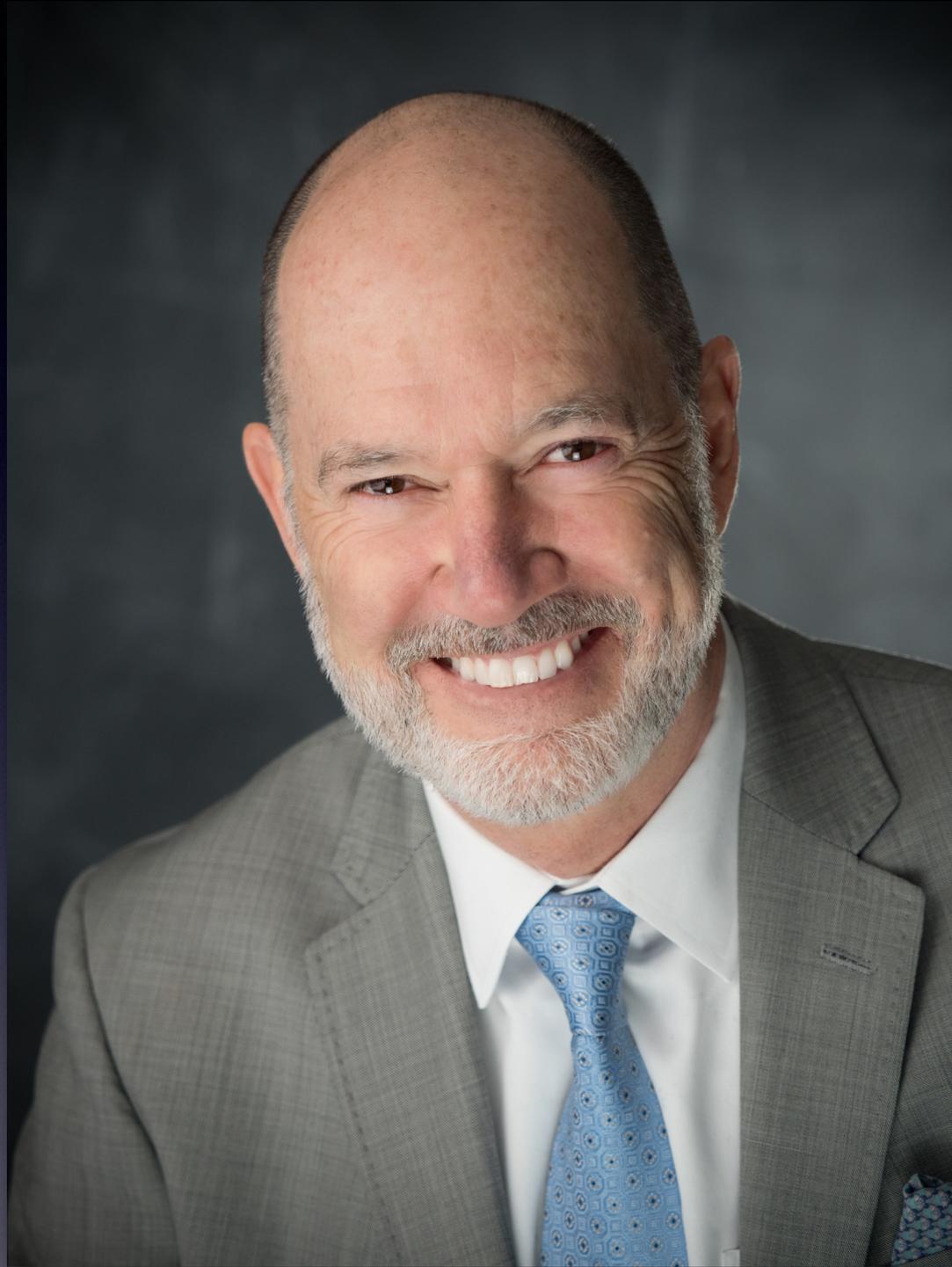
39% - Not discussed or prioritized.

20% - Aware, but no plan and/or resources in place to respond effectively.



In the movie *Cast Away*, after four years stuck on an island and uncertain of what to do once he returns home, Tom Hanks' character, Chuck Noland, says,

"I know what I have to do now. I've got to keep breathing, because tomorrow the sun will rise. Who knows what the tide could bring?"



THANK YOU