

# Survey: The Financial Impact of COVID 19 on Private, Nonprofit Colleges

The National Association of Independent Colleges and Universities ([NAICU](#)), which represents private, nonprofit colleges and universities and associations, sought information from an array of member institutions to gain a more precise understanding of the financial magnitude and impact of the crisis on our college campuses. The survey was conducted from Nov. 9-Dec. 2, and includes 68 responses.

## Key Findings

Almost all institutions reported losses in tuition/fees, room/board, and auxiliary services revenue this fall, regardless of the size or type of institution. NAICU institutions are deeply appreciative of the support Congress provided through the CARES Act. However, the survey found that, while the funding helped, 100% of respondents said the amount they received was not enough to cover combined revenue losses and additional expenses related to COVID. Two-thirds of institutions reported that CARES funding covered less than 25% of combined revenue losses and additional expenses.

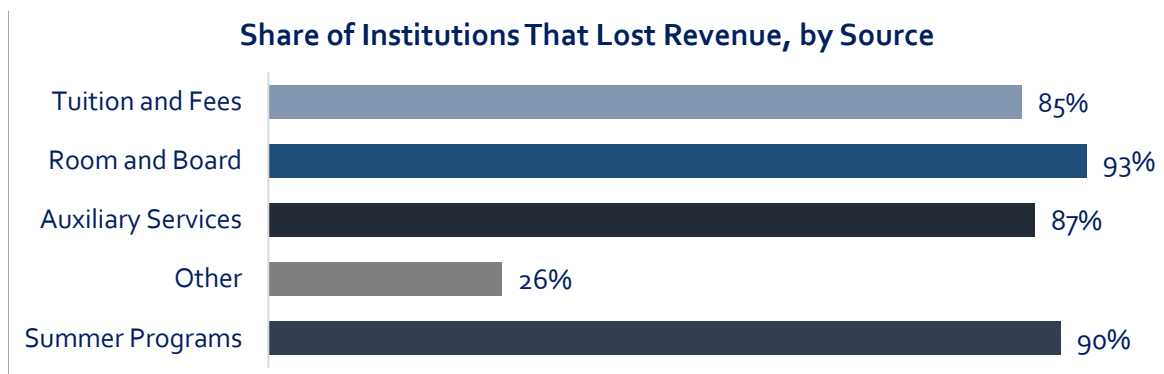
By far, more than any other cost, institutions were surprised by the expense of testing students, and, in particular, the required frequency. The largest expenses incurred by institutions were related to technology and related training, student financial assistance, and regular testing.

The survey results also highlight anecdotes from colleges that were willing to share their stories with Congress. They have had to sell assets, furlough staff, and limit degree offerings to manage the impact of the pandemic. Many are concerned about support services, especially for their low-income and/or housing-insecure students.

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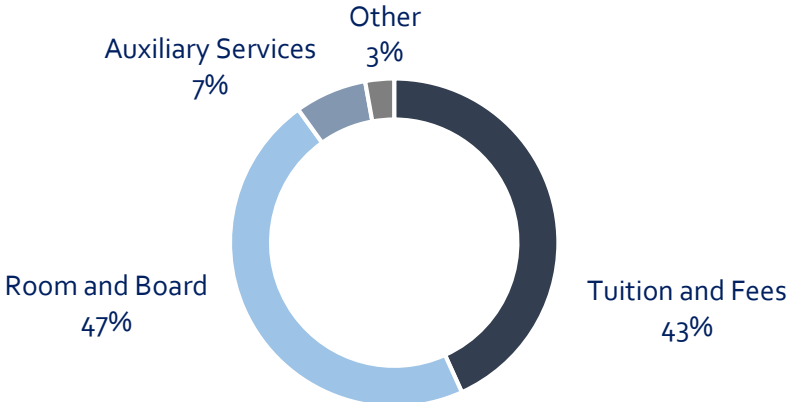
## Revenue

- Almost all institutions reported losses in tuition/fees, room/board, and auxiliary services revenue this fall. Nine out of ten lost revenue this past summer.



- For roughly half of institutions, the largest loss of revenue this fall was in room and board, followed closely by tuition and fees.

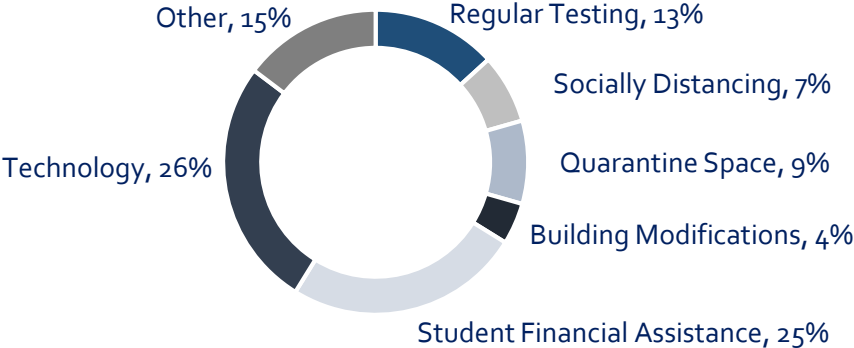
**Largest Source of Institutional Revenue Loss Reported by Institutions**



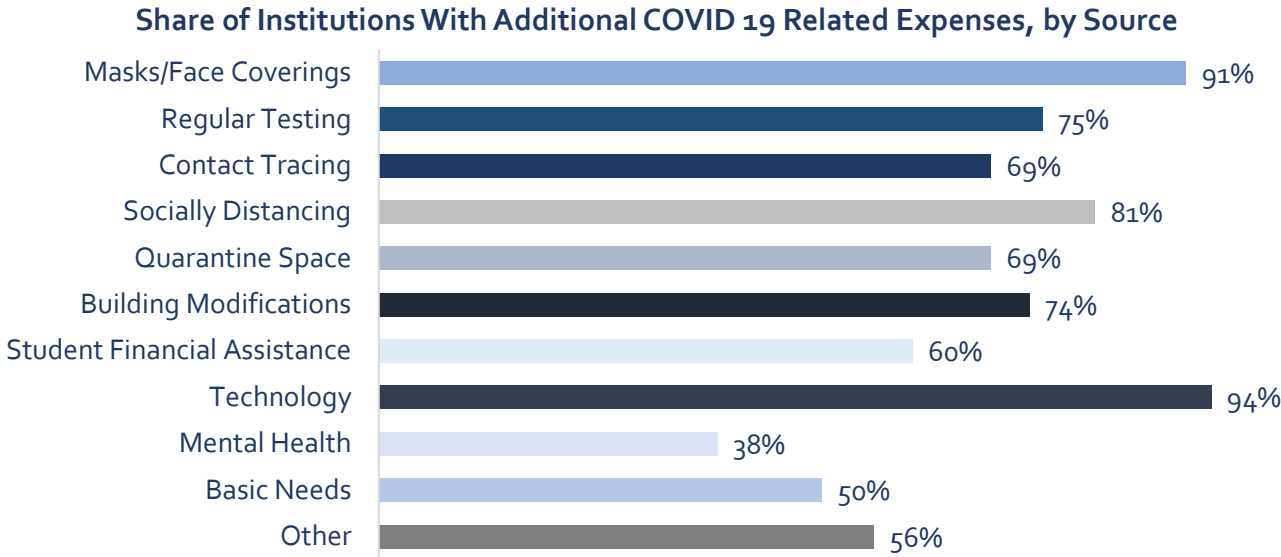
**Expenses**

- The largest COVID related expense mentioned most frequently by institutions was technology and related training, followed by financial aid to students not covered by CARES funds, regular testing, and dedicated quarantine space.

**Largest COVID 19 Expense Reported by Institutions**



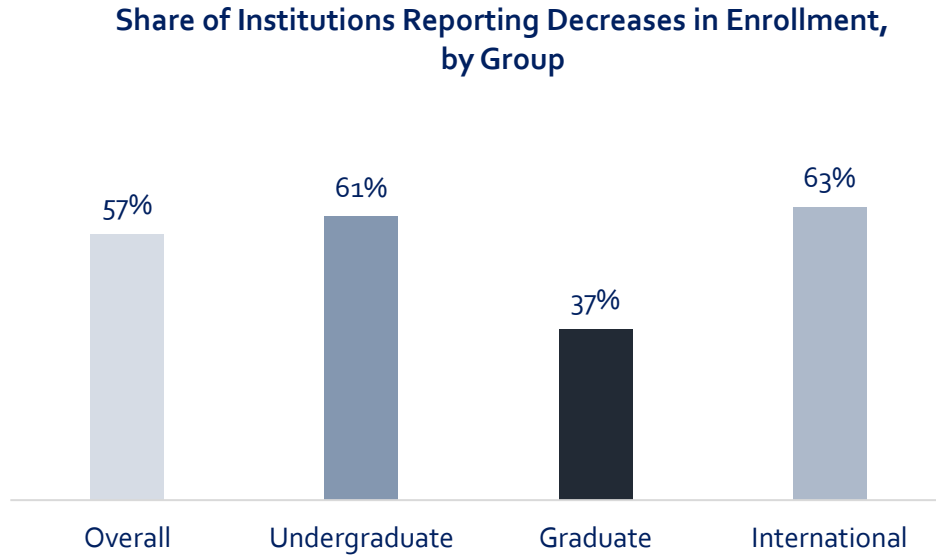
- Institutions reported multiple additional COVID 19 expenses, with at least half referencing face coverings, regular testing, contact tracing, social distancing, dedicated quarantine space, building modifications, financial assistance to students, technology, and basic needs (food, temporary assistance).



- By far more than any other cost, institutions were surprised by the expense of testing students, and in particular the required frequency. In addition, many cited the unexpected costs of teaching (e.g., outside) and housing (e.g., quarantine, hotels) students. Several institutions mentioned the surprising cost of remote learning, specifically acquiring and teaching technologies.
- **75%** The proportion of institutions that said COVID 19 expenses exceeded their estimates.

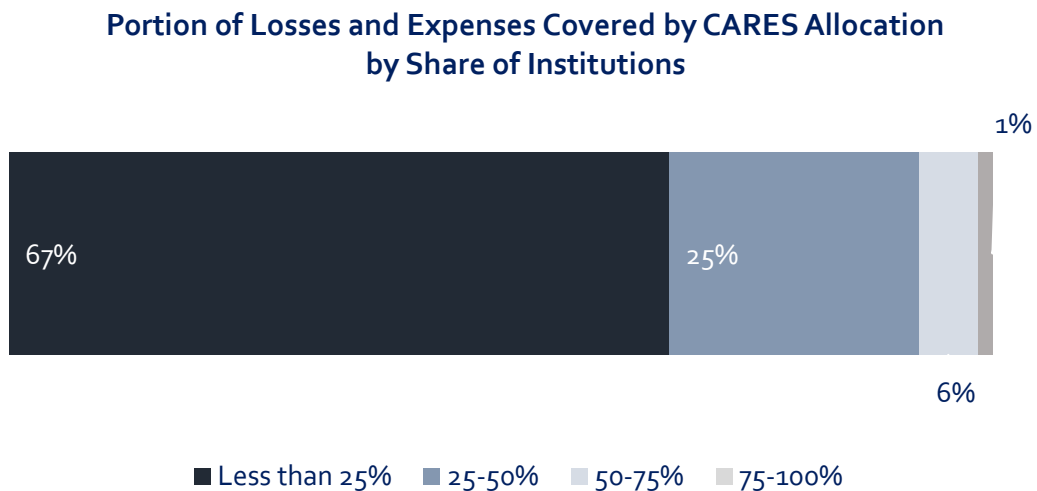
## Enrollment

- About half of institutions reported lower overall enrollment than last fall, and in particular undergraduate and international enrollment. Fewer institutions had decreases in graduate enrollment.



## CARES Funding

- **100%** The proportion of respondents that said CARES funding to their institution was not enough to cover combined revenue losses and additional expenses related to COVID 19.
- Two-thirds of institutions reported that the CARES funding to their school covered less than 25 percent of combined revenue losses and additional expenses related to COVID 19.



## Comments

- A small, diverse college in the South of less than 1,000 students, 60 percent of which receive Pell Grants...  
*"Without federal support, including the PPP loan and the CARES act funds, we would be in peril and first generation minority students would have one less option to complete their higher education goals."*
- A large Mid-Atlantic research university with more than 1,700 employees...  
*"If...the University were not able to open for in-person instruction in the coming spring term, we expect that we would incur at a minimum an additional \$10M in losses. Additionally, it is important to note that losses in new student enrollment due to the pandemic will depress revenues for most colleges and universities for a number of years in the future. The revenue hit from enrolling a short freshman class (for instance) will remain with a university for four years."*
- A master's college in the Northeast with around 3,000 students, the majority of which receive Pell Grants and federal loans...  
*"Because we are a high-minority, high-poverty, high percentage of underprepared students school, we are short personnel to help keep in touch with students; to get students to tutoring support."*
- A small, diverse Mid-Atlantic master's college in (~1,300 students) with majority Pell Grant recipient enrollment...  
*"We are tuition/fees and room and board revenue dependent and any decline in enrollment and on campus residents creates a significant financial risk. The incremental costs associated with delivering classes, i.e., technology and related training in particular, present an additional strain on our cash balances. The incremental cleaning costs have had a significant impact also on our financials and cash."*

- A master's college in the West with around 3,500 students, the majority of which receive Pell Grants and federal loans...  
*"It costs more, not less, to provide remote education. Our students are low-income and hurting financially. We can't house our students yet they are not able to study as well from their homes due to many having multi-generational households and not enough private space or other challenges. Even with support we will have deficits that will result in cost cutting measures and adding to the unemployment issue. Higher Ed is a major employer. Many smaller schools may not make it, displacing and disrupting the education of their students. Students who step out of school due to finances or inadequate environments often don't return, resulting in a setback to our mission for improving the socioeconomic status of those most vulnerable, students of color and those from low income households."*
  
- A large doctoral university in the Midwest with high research activity and more than 5,000 employees...  
*"We have gone 2 years without raises, we temporarily suspended our 403b match and even had cuts for high paid employees. We have also increased the spend rate out of the endowment. If things continue to turn down it will be difficult to avoid reducing workforce. We may also start to lose employees as their pay has not grown and in some cases we are asking them to do more."*
  
- A master's college in the Midwest of about 8,000 students, one-third of which receive Pell Grants and half of which receive federal loans...  
*"[Our] University has provided special awards to students most impacted by COVID so that they could continue their educational goals. In addition, we have lost revenue due to decreasing activities; events; and the number of students that live on campus. We have increased expenses for technology and safety in order to provide an appropriate educational experience for our students. The lost revenue and additional expenses we incurred are not sustainable. Additional federal support will help replenish the resources we need to return to normal operations once the pandemic is over."*

## Estimated Losses/Costs, and CARES Allocation

Carnegie Classification	State	Students	Fall/Summer Losses & Costs	CARES Institutional Allocation
Special Focus Four-Year	CA	1,618	\$26,825,000	\$507,443
Special Focus Four-Year	GA	591	\$619,542	\$147,563
Master's College/University	CA	3,485	\$7,702,500	\$1,567,874
Master's College/University	CT	1,924	\$1,978,360	\$681,460
Master's College/University	FL	19,600	\$30,976,000	\$2,289,794
Master's College/University	IA	3,352	\$1,460,000	\$1,027,466
Master's College/University	IL	7,875	\$3,778,341	\$1,989,430
Master's College/University	KS	2,640	\$602,000	\$509,039
Master's College/University	MA	1,637	\$2,716,171	\$455,901
Master's College/University	MD	2,291	\$2,180,500	\$632,642
Master's College/University	MD	6,340	\$37,180,766	\$1,306,230
Master's College/University	MD	3,392	\$4,802,417	\$814,768
Master's College/University	MD	3,149	\$3,370,653	\$484,725
Master's College/University	MI	4,121	\$4,058,962	\$1,319,515
Master's College/University	MN	4,802	\$5,160,450	\$1,285,114
Master's College/University	NJ	2,180	\$14,525,000	\$675,262
Master's College/University	NJ	13,154	\$24,661,000	\$2,885,602
Master's College/University	NJ	6,704	\$12,425,000	\$2,467,650
Master's College/University	NJ	1,345	\$2,049,800	\$467,923
Master's College/University	NY	3,828	\$3,966,000	\$1,354,852
Master's College/University	NY	2,986	\$6,800,000	\$1,014,269
Master's College/University	NY	3,262	\$2,892,000	\$1,058,626
Master's College/University	NY	2,693	\$8,335,000	\$796,315
Master's College/University	OH	3,845	\$6,905,000	\$988,605
Master's College/University	PA	7,168	\$8,049,000	\$2,138,650
Master's College/University	PA	4,823	\$5,497,185	\$1,641,892
Master's College/University	TX	2,555	\$1,712,284	\$967,003
Master's College/University	WV	1,366	\$4,837,680	\$621,279
Doctoral/Professional University	CA	9,423	\$33,524,000	\$1,771,339
Doctoral/Professional University	FL	8,509	\$7,425,000	\$2,513,699
Doctoral/Professional University	LA	4,913	\$4,618,000	\$1,456,629
Doctoral/Professional University	NC	3,875	\$3,964,718	\$1,763,229
Doctoral/Professional University	NE	10,549	\$17,885,000	\$1,596,670
Doctoral University	CA	10,126	\$30,475,000	\$2,213,276
Doctoral University	DC	6,358	\$33,480,000	\$1,187,286
Doctoral University	IL	26,721	\$39,780,000	\$7,186,610
Doctoral University	MA	15,981	\$54,436,381	\$3,224,288
Doctoral University	MO	16,248	\$13,800,000	\$2,570,542
Doctoral University	NY	58,091	\$273,500,000	\$12,813,472
Doctoral University	OH	13,417	\$23,750,000	\$2,598,869
Doctoral University	PA	10,319	\$15,922,000	\$2,686,985
Doctoral University	WI	12,285	\$29,000,000	\$3,323,367
Baccalaureate College	CA	1,340	\$12,800,000	\$475,496

Baccalaureate College	IL	1,470	\$3,120,000	\$520,696
Baccalaureate College	IL	1,457	\$2,275,000	\$533,575
Baccalaureate College	LA	606	\$1,453,730	\$304,478
Baccalaureate College	MI	1,247	\$1,805,621	\$657,893
Baccalaureate College	MS	735	\$1,433,068	\$392,311
Baccalaureate College	MS	986	\$2,595,000	\$380,920
Baccalaureate College	NJ	1,815	\$5,995,324	\$1,425,518
Baccalaureate College	OH	636	\$2,336,455	\$331,340
Baccalaureate College	OH	1,358	\$2,007,500	\$435,236
Baccalaureate College	OH	2,453	\$2,951,300	\$1,104,794
Baccalaureate College	OR	2,275	\$4,642,987	\$720,663
Baccalaureate College	PA	2,075	\$3,381,633	\$1,284,784
Baccalaureate College	PA	2,859	\$2,310,000	\$1,012,948
Baccalaureate College	TN	985	\$930,000	\$481,731
Baccalaureate College	VA	371	\$1,438,500	\$136,245
Associate's College	SC	920	\$1,420,000	\$661,177
Associate's College	UT	2,760	\$2,895,000	\$711,262