



# ANNUAL IMPACT REPORT

The Power and Value of Private,  
Nonprofit Higher Education

It has been a tumultuous 12 months on the federal higher education policy and regulatory fronts. NAICU has analyzed, tracked, and advocated on dozens of bills, proposed regulations, and other policy initiatives that could impact nearly every facet of independent higher education.

## Student Aid Funding

Federal student aid funding... for **ALL** students... remains the top priority for NAICU, along with a continued focus on ▶



## PROTECTING STUDENT AID

The federal student aid programs make college possible for millions of students nationwide. In fact, the federal government is the largest donor to member institutions. Ensuring that all students, regardless of family income, have access to higher education is NAICU's #1 priority.



## Working with Policy Makers

Engaging with an ever-evolving House, a narrowly divided Senate, and a first-term administration requires the collective focus and determination of NAICU's entire membership. Together, this work makes the American Dream possible for our nation's students and families.

## Preparing for the Future

Independent higher education plays a vital role in preparing students for the workforce of today—and the future—while also contributing to the cultural, educational, and social vibrancy of communities across the country.

**Increased college degree attainment from 2010 to 2020 will fuel \$14.2 trillion gains in net lifetime earnings for U.S. workers.**

—Georgetown University Center on Education and the Workforce

NAICU proudly represents all 1,700 independent colleges and universities and more than 5 million students. The association is honored to serve as your partner and represent your interests and those of our sector in Washington, DC. We are better and stronger when we are together and united in purpose.



## ▲ NAICU ADVOCACY IN ACTION

- ▶ **\$1 BILLION** in increased Pell Grant funding over the last 2 years secured for independent higher education
- ▶ Secured additional proposed increases to Pell in the Senate, moving closer to the goal of doubling the maximum award to \$13,000
- ▶ Fighting, alongside the NAICU membership, to protect critical funding for Federal Work-Study and Supplemental Educational Opportunity Grants

## YOUR PARTNER IN WASHINGTON, DC

NAICU is instrumental both in shaping higher education policy and assisting its members with issues at the intersection of the institution and the federal government. NAICU ensures that its members are fully aware of the implications that actions taken in Washington have on students and institutions, what they can do to affect change, and how to comply with any new laws or regulations.

### NAICU

- ▶ Works regularly with Congress, the White House, and federal agencies on issues of greatest concern to independent colleges and universities
- ▶ Provides access to key Congressional and Administration leaders and staff
- ▶ Tracks, analyzes, and summarizes policy, legislation, and regulations
- ▶ Creates and provides tools, resources, legislative alerts, and the weekly *Washington Update* newsletter, to help members make the case for independent higher education
- ▶ Serves as a convener and coalition builder
- ▶ Creates tailored advocacy training for new and experienced presidents

### NAICU 2023 Webinars

**3,100** Participants in NAICU webinars, including presidents, provosts, and representatives from student affairs, financial aid, human resources, government relations, community relations, external affairs, enrollment, and alumni relations.



- ▶ Monthly briefings tailored for those with government relations responsibilities to keep them up to date on federal higher education policies and regulations.
- ▶ Multiple issue specific webinars on topics, including FAFSA, the Supreme Court's race-conscious admissions ruling, SECURE 2.0, personal liability guidance, the wide-ranging suite of regulatory proposals, and more.



### ◀ NAICU ADVOCACY IN ACTION

NAICU serves as a leader and convener on issues affecting all aspects of higher education. NAICU sent comments, along with our state executive and Secretariat networks, to Congress and the Administration highlighting the positions of independent higher education on issues such as **Appropriations, Financial Value Transparency, Personal Liability, the Overtime Rule, Workforce Pell and the Endowment Tax, Veterans Education, Accountability, and the Employee Retention Tax Credit.**

## ANNUAL MEETING & ADVOCACY DAY

The NAICU annual meeting is the premier policy and advocacy event for presidents and other senior leaders to learn about the most pressing issues affecting independent higher education. NAICU's Advocacy Day represents the single largest contingent of private college leaders taking to Capitol Hill to promote independent higher education.

### 2023 ANNUAL MEETING BY THE NUMBERS

**450** Attendees



**300** Number of Capitol Hill meetings



**69** Percent of Congress covered by the Capitol Hill meetings



**37** Number of states covered by the Capitol Hill meetings





## KEY REGULATORY ACTIONS

The Biden Administration has issued thousands of pages of regulations and guidance that will impact every college and university campus with more than a dozen additional regulatory packages on the horizon for this year alone.

### Department of Education Regulations

#### Financial Value Transparency (FVT) & Gainful Employment (GE)

New regulations establishing an accountability framework for all higher education programs, including different rules for degree and certificate programs.

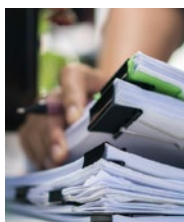


#### ▲ NAICU ADVOCACY IN ACTION

In the final rules, only graduate programs that fail one of the FVT metrics will be required to have students sign an acknowledgment. The advocacy of NAICU and its membership played an important role in ensuring that the original proposal to subject undergraduate programs to the acknowledgment requirement was dropped from the final rules.

#### Accountability

New regulations addressing the Department's concerns over institutional accountability and consumer protection. The new rules address regulatory provisions governing transcript withholding, career services, marketing expenditures, distance education compliance, and financial responsibility, as well as other key areas.



#### ▲ NAICU ADVOCACY IN ACTION

NAICU's team of policy experts analyzed thousands of pages of regulations and legislation, assessed their impact on independent higher education, and created regulatory summaries, tools, and resources to ensure members are fully aware of the implications and prepared for compliance.

### Department of Labor Regulation

#### Overtime Rule

New proposed rule on overtime pay for nonprofit and corporate employers, several key facets of which will impact higher education. The proposed rule would:

1. Raise the threshold to be considered exempt from overtime pay to \$55,068 (a 55% increase), although the final regulation could be closer to \$60,000.
2. Include automatic adjustments every three years.



#### ▲ NAICU ADVOCACY IN ACTION

Faculty and other campus teaching positions that are currently exempt from the pay requirements will continue to be excluded under the proposed rule.

### The Congressional Independent Colleges Caucus (CICC)



The CICC, co-chaired by Reps. David Joyce (R-OH) and Derek Kilmer (D-WA), celebrates and advances the diversity of the nation's independent colleges. Its members are dedicated to addressing issues affecting private, nonprofit colleges. NAICU's annual activities include:

- A Capitol Hill reception with CICC members and their staff.
- Briefings, co-hosted by NAICU and including NAICU member presidents, for Capitol Hill staff on key issues facing independent higher education.

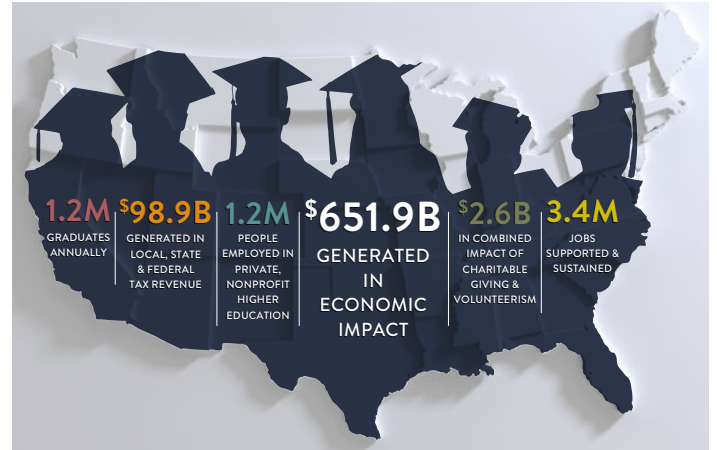
*NAICU co-hosted a Capitol Hill CICC briefing on how colleges are meeting the mental health needs of students. Pictured L-R: NAICU President Barbara Mistick, University of Findlay President Katherine Fell, Eureka College President Jamel Wright, and William James College President Nicholas Covino.*



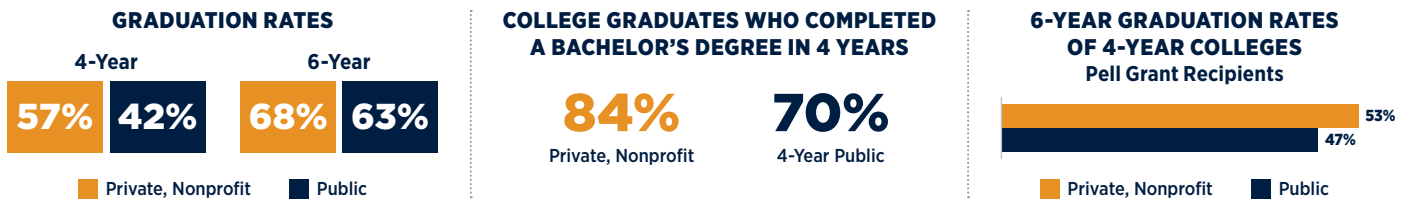
**REGULATORY ACTION ON THE HORIZON:** Overtime Rule, Student Debt Relief, Title IX, Transgender Sports, Sect. 504 Disability Discrimination, Accreditation, Distance Education, Third-Party Servicers, FERPA, Foreign Gifts, National Origin Discrimination

# THE POWER AND VALUE OF PRIVATE, NONPROFIT HIGHER EDUCATION

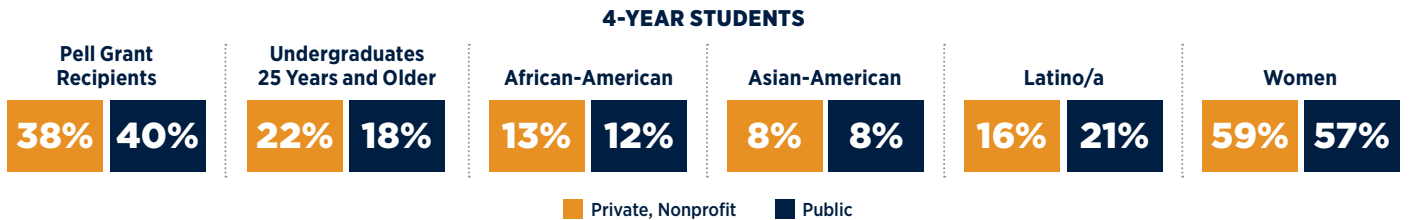
Independent colleges and universities are community anchors and play significant roles in the lives of those living and working in college communities. While employment, student growth, and total economic impact declined during the pandemic, the 2021–2022 updated NAICU national impact data show increases in economic impact, and local, state, and federal tax revenue from our 2020 report. Meanwhile, the other indicators all maintained their levels. The data demonstrate the resiliency of independent colleges and universities and the importance of their many contributions. In the **2021–22 academic year**, independent colleges and universities accounted for ▶



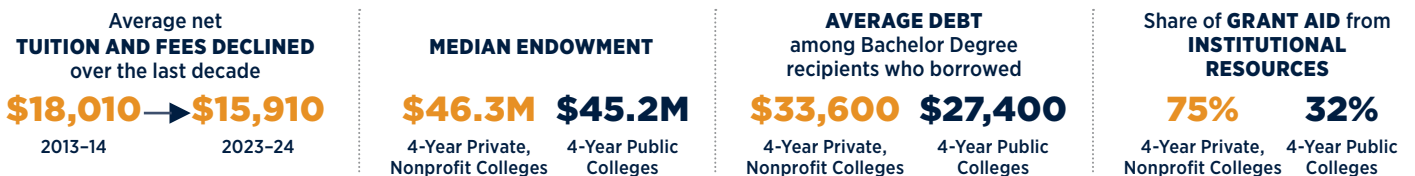
## Student Success\*



## Student Demographics\*



## Access + Affordability\*



\* Updated data courtesy of the U.S. Department of Education, National Center for Education Statistics: IPEDS, BPS, NPSAS; AY 2013–14 through 2021–22.



## NAICU NETWORK

- ▶ Nearly **1,000** colleges and universities
- ▶ **38** state associations, along with the District of Columbia and Puerto Rico
- ▶ **24** Secretariat members, representing many regional and special-purpose independent college and university associations
- ▶ Independent colleges and universities in **393** Congressional Districts

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[WWW.NAICU.EDU](http://WWW.NAICU.EDU)

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