



ANNUAL IMPACT REPORT

The Power and Value of Private,
Nonprofit Higher Education

2022

NAICU is the only national association advocating solely on behalf of private, nonprofit colleges and universities in Washington, DC. The association represents all 1,700 private, nonprofit colleges and universities and more than 5 million students. The power of our network and the economic strength of America's college towns are critical as we work to influence federal policies and regulations that affect our campuses, communities, and the students we serve.

NATIONAL MEMBERSHIP NETWORK

Nearly
1,000
colleges and universities



40
state associations, including the
District of Columbia and Puerto Rico



26
Secretariat members representing many
regional and special-purpose independent
college and university associations



Members in
392
Congressional Districts



YOUR PARTNER IN WASHINGTON, DC

NAICU

- ▶ Works regularly with Congress, the White House, and federal agencies
- ▶ Tracks, analyzes, and summarizes policy, legislation and regulations
- ▶ Provides tools, resources, legislative alerts, updates, and webinars to help members make the case for private, nonprofit higher education
- ▶ Serves as a convener and coalition builder

NAICU members have access to experts in

- ▶ Government relations, advocacy, and federal higher education policy
- ▶ Higher education research and analysis
- ▶ Communications, public relations, and public affairs



POLICY REVIEW

► Pandemic Relief and Support

NAICU and its members vigorously advocated for equitable treatment as \$77 billion in COVID relief funds were distributed to higher education.



ADVOCACY IN ACTION

Working together with our members during the pandemic, we were successful in ensuring that private, nonprofit higher education was treated equitably through both the Trump and Biden administrations to ensure stability for our students and institutions.



1,694

Number of private, nonprofit colleges and universities receiving HEERF support

\$14.2 billion

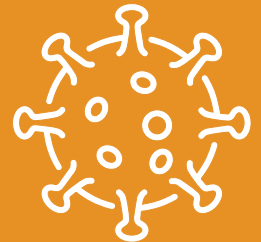
Allocated to private, nonprofit colleges and universities

\$1.9 million
CARES Act

\$2.9 million
CRRSAA

\$5.1 million
ARP

The average amount received by 4-year private, nonprofit colleges and universities increased with each act passed



\$9.9 million

Average amount 4-year private, nonprofit colleges and universities were allocated in total HEERF funds

► Student Aid Funding and Family and Student Tax Benefits

Ensuring that student aid programs and family and student focused tax benefits continue to provide all Americans with access to the college of their choice remains one of the core tenets of NAICU's policy mission.



ADVOCACY IN ACTION

NAICU worked to initiate, expand, and sustain tax benefits that help families save for college, pay tuition, and repay student loans. It's estimated that more than **\$28 billion** in tax benefits will be claimed by students and families pursuing a college education in 2022.



NAICU helped secure significant increases in the core student and institutional aid programs in the FY 2023 omnibus spending package.

- ✓ Pell Grant maximum award **increased by \$500**, the largest increase since 2009
- NAICU estimates this will provide **nearly \$500 million in additional funding** to low-income students at private, nonprofit colleges
- ✓ Supplemental Educational Opportunities Grants **increased by \$15 million**
- ✓ Federal Work-Study **increased by \$20 million**
- ✓ TRIO **increased by \$54 million**
- ✓ GEAR UP **increased by \$10 million**
- ✓ Titles III & V **increased by \$137 million**

► #DoublePell

During its first 50 years, the Pell Grant helped more than **80 million** students access a higher education. NAICU led the charge to double the maximum Pell Grant award to \$13,000 and helped organize the higher education community's unanimous support for the idea of the Double Pell Alliance, which has over 120 participating organizations.

#DOUBLEPELL

ADVOCACY IN ACTION

To date, the #DoublePell campaign has resulted in:

- Increased visibility and support among Members of Congress and the Biden Administration, which has pledged to double the maximum Pell Grant award
- 20,000+ letters sent from students to their representatives on Capitol Hill
- Op-eds and editorials supporting doubling Pell appearing in outlets such as The Washington Post, Politico, The Hill, major regional and local papers, and influential trade publications
- Nearly 150 student stories on the benefits of increasing the Pell Grant

► Veterans

The Ensuring the Best Schools for Veterans Act was signed into law in August, providing a true waiver from the 85/15 rule for all institutions with 35% or less student veteran enrollment. This long-overdue policy fix would not have happened without the persistence and advocacy efforts of the NAICU membership. This extraordinary step ensures veteran students can enroll in the courses they need.



ADVOCACY IN ACTION

NAICU member institutions that were affected by this rule are now protected courtesy of the new law.

LEADERS IN HIGHER EDUCATION POLICY

The expertise and relationships established by NAICU's team during decades of work in Washington, DC has allowed the interests of private, nonprofit colleges and universities to be front and center in key policy debates. We are effective negotiators, experienced researchers and communicators, and organizers and leaders of national coalitions, such as the Student Aid Alliance, the Section 127 Coalition, and the Committee for Education Funding.

► Influencing Policy and Regulations on Behalf of Independent Higher Education

- NAICU experts meet regularly with key committee staff on top priority issues
- NAICU members participated in more than 200 meetings with Members of Congress during our 2022 Advocacy Day
- On behalf of the sector, NAICU:
 - Supported Supreme Court amicus briefs on:
 - Affirmative action
 - Unionization of student athletes
 - COVID tuition refunds
 - Fiduciary duties under ERISA
 - Submitted comments on:
 - Title IX
 - Federal higher education funding
 - Tax-related issues
- NAICU signed on to letters on issues ranging from negotiated rulemaking to veterans and federal higher education funding to nonprofit governance



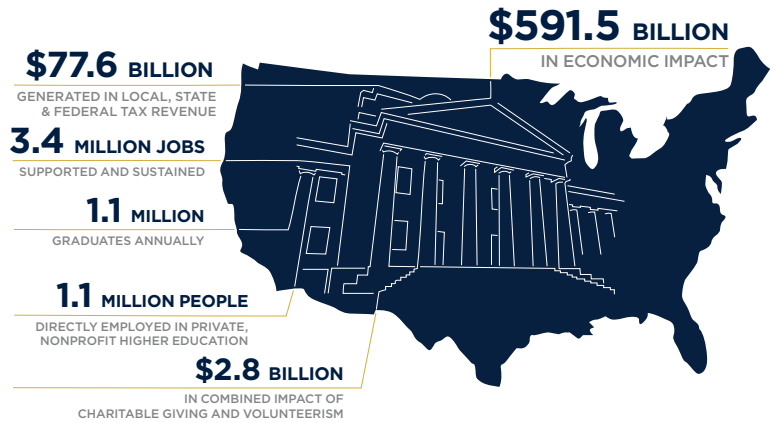
ADVOCACY IN ACTION

NAICU staff had a coveted seat as a negotiator on the 2022 negotiated rulemaking panel on institutional and programmatic eligibility and advocated for the sector with the Biden Administration as the committee discussed a range of issues that will impact private, nonprofit colleges and universities for years.

THE POWER AND VALUE OF PRIVATE, NONPROFIT HIGHER EDUCATION

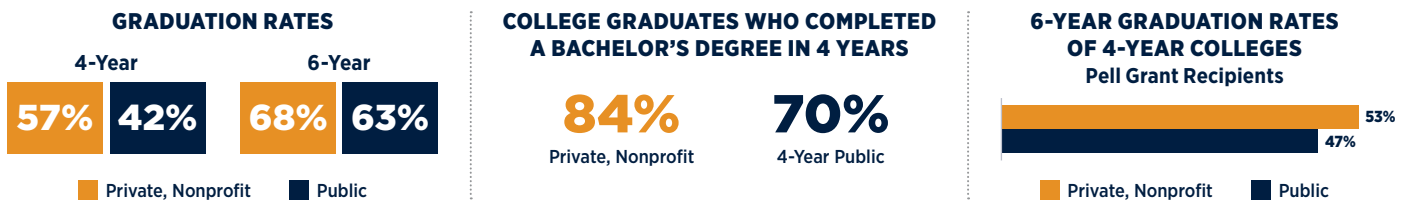
The contributions of private, nonprofit higher education extend far beyond an individual degree. These colleges and universities:

- ▶ Are anchors in their communities and play significant roles in the lives of those living and working in college communities
- ▶ Are important contributors to the nation and economic engines in their regions
- ▶ Provide pathways for so many in achieving their goals and aspirations



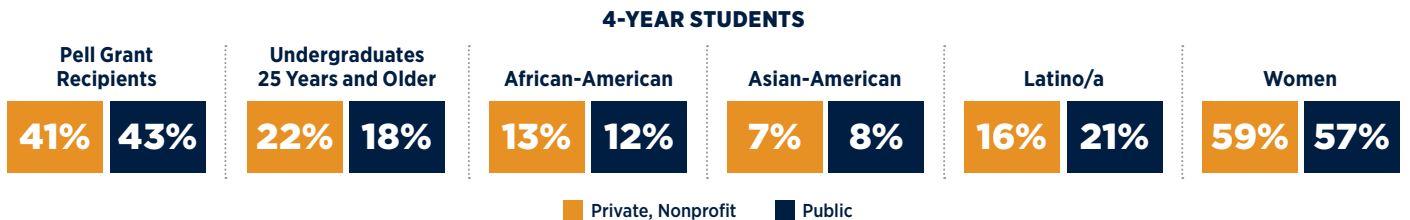
▶ Student Success

Private, nonprofit colleges and universities are graduating students at higher percentages and more quickly than public institutions, allowing graduates to enter the workforce and begin their career path sooner.



▶ Student Demographics

Private, nonprofit colleges and universities are accessible to students of ALL backgrounds, enrolling similar percentages of students from underrepresented groups as do four-year public colleges and universities.



▶ Access + Affordability



Private, nonprofit colleges and universities continue to make higher education accessible for students. During the past decade and across two global recessions, net tuition and fees have declined because institutions continue to provide considerable aid to enhance affordability.

AVERAGE INSTITUTIONAL GRANT
Awarded to Full-Time Students
Entering 4-Year Private, Nonprofit
Colleges in 2019-20

\$22,707



Private, nonprofit colleges and universities bring a wide range of benefits to our society in ways that are both quantifiable and invaluable. They are woven into the fabric of our communities, our families, and the well-being of our country. They provide students with an array of pathways to educational, economic, and social mobility and an on-ramp to successful jobs and careers that help them move closer to achieving their American dream.

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