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.

► 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.

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

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.

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

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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.

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

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

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.

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 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

THE POWER AND VALUE OF PRIVATE, NONPROFIT HIGHER EDUCATION

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 Success**

**Graduation Rates**

<table>
<thead>
<tr>
<th>4-Year</th>
<th>6-Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private, Nonprofit</td>
<td>57%</td>
</tr>
<tr>
<td>Public</td>
<td>42%</td>
</tr>
</tbody>
</table>

**College Graduates Who Completed A Bachelor’s Degree in 4 Years**

- Private, Nonprofit: 84%
- 4-Year Public: 70%

**6-Year Graduation Rates of 4-Year Colleges**

- Pell Grant Recipients: 53%
- 4-Year Public: 47%

**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.

**4-Year Students**

<table>
<thead>
<tr>
<th>Pell Grant Recipients</th>
<th>Undergraduates 25 Years and Older</th>
<th>African-American</th>
<th>Asian-American</th>
<th>Latino/a</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private, Nonprofit</td>
<td>43%</td>
<td>22%</td>
<td>13%</td>
<td>16%</td>
<td>59%</td>
</tr>
<tr>
<td>Public</td>
<td>41%</td>
<td>18%</td>
<td>12%</td>
<td>21%</td>
<td>57%</td>
</tr>
</tbody>
</table>

**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