

This survey is being conducted among institutional leaders like yourself all across the country. We want to get your candid and informed opinion about the state of higher education in the United States. Again, all of your answers will be kept completely anonymous and your specific information will not be shared. To begin, the following questions are about you and your institution.

Q1. How long have you been working in higher education?	Less than one year.....	5%
	1-5 years.....	14
	6-10 years.....	22
	11-20 years.....	25
	More than 20 years	35
Q2. The higher education institution I work for would best be described as:	A public institution	46%
	A private, non-profit institution.....	34
	A proprietary or for-profit institution	20
Q3. The higher education institution I work for would best be described as:	A four-year college or university.....	58%
	A community college	22
	A vocational or trade school.....	20
Q4. Do most of the students at your institution attend classes online or in-person?	In-person	79%
	Online.....	21
Q5. The students at the higher education institution I work for predominately earn:	Bachelor's Degrees or above.....	55%
	Associate's Degrees.....	25
	Training certificates	20
Q6. Which of the following best describes your role at the higher education institution you work for?	President	18%
	Provost or Chancellor.....	9
	Dean.....	37
	C-Suite	27
	Other administration	8

S1. You will now see the names of some different people and organizations. Please indicate how favorable or unfavorable you feel toward each. Some of the names and organizations are fairly broad and others are more specific but do your best to give us your opinion on each. If you haven't heard of them or don't know enough about them to give a rating, please select that option.

	FAVORABLE		UNFAVORABLE		CR	HH	NET		
	Very	Some	Some	Very			FAV	UNFAV	FAMILIAR
• Public community colleges in the United States.....	37%	45	9	4	3	1	82%	13	95
• Four-year colleges and universities in the United States	38%	43	8	6	4	1	81%	14	95
• Vocational or trade schools in the United States	28%	51	9	6	3	2	80%	15	95
• The higher education system in the United States	22%	51	16	6	3	2	73%	22	95

S1. You will now see the names of some different people and organizations. Please indicate how favorable or unfavorable you feel toward each. Some of the names and organizations are fairly broad and others are more specific but do your best to give us your opinion on each. If you haven't heard of them or don't know enough about them to give a rating, please select that option.

	FAVORABLE		UNFAVORABLE		CR	HH	NET		
	Very	Some	Some	Very			FAV	UNFAV	FAMILIAR
• The U.S. Department of Education.....	16%	38	26	14	5	1	54%	40	94
• Democrats in Congress.....	20%	33	18	23	5	1	53%	41	94
• Proprietary or for-profit colleges in the United States .	15%	30	22	25	5	3	45%	47	92
• Republicans in Congress.....	15%	20	21	36	5	2	35%	57	92
• Donald Trump.....	16%	18	11	49	5	1	34%	60	94
• Betsy DeVos.....	14%	16	18	36	7	9	29%	54	83

Q17. How would you rate the job that higher education institutions in the United States are doing to provide students a return on their investment?

Very good.....	25%
Good.....	58
Poor.....	13
Very poor.....	4
GOOD (NET).....	83%
POOR (NET).....	17

Q18. How would you rate the job that the higher education institution at which you work is doing to provide students a return on their investment?

Very good.....	39%
Good.....	53
Poor.....	6
Very poor.....	1
GOOD (NET).....	92%
POOR (NET).....	8

S2. Now you are going to see a few statements. For each, indicate whether you agree or disagree.

	AGREE		DISAGREE		NET	
	Strongly	Somewhat	Somewhat	Strongly	AGREE	DISAGREE
• Students who attend higher education should be able to repay their student loans and get jobs that earn more than a high school graduate.....	60%	31	7	2	91%	9
• The skills required to be successful in today's job market are very different than those from just a decade ago.....	57%	34	6	3	91%	9
• Through my career in higher education, I make a positive difference in the lives of students.....	54%	35	9	2	89%	11
• The federal government could do more to help make sure students succeed in higher education.....	43%	36	15	5	80%	20

S2. Now you are going to see a few statements. For each, indicate whether you agree or disagree.

	AGREE		DISAGREE		NET	
	Strongly	Somewhat	Somewhat	Strongly	AGREE	DISAGREE
• A Bachelor's degree is worth the investment and usually pays off.....	41%	48	6	4	90%	10
• Higher education institutions have a responsibility to ensure that most students who enroll graduate	40%	45	11	3	85%	15
• There are things higher education institutions can do to help more students graduate	40%	49	8	3	89%	11
• Rising student loan debt has made many students and families believe higher education is not worth it.....	39%	45	12	3	84%	16
• Many institutions spend too much time and money trying to enroll more students and not enough time on serving the ones they have.....	30%	43	19	8	73%	27
• An Associate's degree is worth the investment and usually pays off.....	30%	52	15	3	82%	18
• Most higher education institutions in America provide a high-quality education to their students.....	28%	56	15	1	84%	16
• Higher education institutions are doing a good job of training students for the careers of today and tomorrow.....	27%	51	20	2	78%	22
• [FORM B] Most Americans' views of the value of higher education are accurate.....	25%	47	25	2	73%	27
• A training certificate is worth the investment and usually pays off.....	25%	59	12	3	84%	16
• The higher education institution I work for could do more to help set students up for success.....	25%	50	19	7	74%	26
• All accreditors do a good job at evaluating the quality of institutions they approve	19%	45	28	7	64%	36
• The Trump Administration is working to improve higher education	18%	24	21	37	42%	58
• [FORM B] Students have all the information they need about how their money is spent by higher education institutions.....	17%	39	34	10	56%	44
• [FORM A] Most Americans' views of the purpose of higher education are accurate.....	13%	45	34	8	58%	42

S2. Now you are going to see a few statements. For each, indicate whether you agree or disagree.

	AGREE		DISAGREE		NET	
	Strongly	Somewhat	Somewhat	Strongly	AGREE	DISAGREE
• [FORM A] Students have all the information they need about student outcomes at higher education institutions.....	10%	42	36	11	52%	48

Q37. In your own words, what is the value of higher education today?
[OPEN END]



Q38. Which of the following comes closest to your definition of the value of higher education?

- The value of higher education is to set students up for success in their careers 25%
- The value of higher education is to broaden the perspectives of students and make them better and more informed citizens..... 23
- Both of these are good definitions of the value of higher education 48
- Neither of these..... 4

Q39. On a scale of 0 to 10, how much power do you think each of the following has when it comes to increasing graduation rates in higher education? For each, please indicate how much power you think they have on a scale from 0 to 10, where 0 means "no power at all" and 10 means "maximum power."

	POWER			NO POWER		NET		
	Maximum (9-10)	A lot (6-8)	Neutral (5)	Not that much (2-4)	None at all (0-1)	POWER	NO POWER	MEAN
• Students.....	44%	40	7	8	1	83%	9	7.68
• Colleges and universities.....	42%	43	9	6	*	85%	6	7.75
• Federal Government.....	21%	38	17	18	6	59%	24	6.13
• State Government.....	20%	44	14	17	5	64%	22	6.27

Q40. On a scale of 0 to 10, how much power do you think each of the following has when it comes to improving employment outcomes after higher education? For each, please indicate how much power you think they have on a scale from 0 to 10, where 0 means "no power at all" and 10 means "maximum power."

	POWER			NO POWER		NET		MEAN
	Maximum (9-10)	A lot (6-8)	Neutral (5)	Not that much (2-4)	None at all (0-1)	POWER	NO POWER	
• Students	36%	42	10	10	2	78%	12	7.31
• Colleges and universities	35%	49	11	3	2	84%	5	7.47
• Federal Government	24%	41	16	15	4	64%	19	6.48
• State Government	23%	46	12	15	4	69%	19	6.48

Q41. On a scale of 0 to 10, how much power do you think each of the following has when it comes to improving student loan repayment rates? For each, please indicate how much power you think they have on a scale from 0 to 10, where 0 means "no power at all" and 10 means "maximum power."

	POWER			NO POWER		NET		MEAN
	Maximum (9-10)	A lot (6-8)	Neutral (5)	Not that much (2-4)	None at all (0-1)	POWER	NO POWER	
• Federal Government	37%	39	11	11	2	76%	13	7.29
• Students	29%	36	13	16	6	65%	22	6.47
• Colleges and universities	24%	46	11	17	2	70%	19	6.64
• State Government	24%	49	13	10	5	73%	15	6.67

s3. Now you will see a list of obstacles that some higher education institutions face. For each, tell me how important of a challenge you think it is for your institution.

	IMPORTANT		Not much of a challenge	NET
	Most	Not most		CHALLENGE
• Lack of financial resources	45%	44	11	89%
• Students not prepared to do college-level work	38%	51	11	89%
• Not enough support from government	30%	49	21	79%
• Too much focus on enrollment and not enough on student success	30%	49	21	79%
• Supporting students with competing job and family demands	29%	62	9	91%
• Not enough connection to the job market to keep up with the skills needed in the changing economy	29%	51	20	80%

S3. Now you will see a list of obstacles that some higher education institutions face. For each, tell me how important of a challenge you think it is for your institution.

	IMPORTANT		Not much of a challenge	NET
	Most	Not most		CHALLENGE
• Too much interference by government.....	24%	46	30	70%
• Competition from other institutions	20%	53	27	73%

Q50. In your own words, what role should the federal government have in higher education? [OPEN END]

Controlling costs and student loans.....	37%
Oversight and regulation	23
Providing resources and funding.....	20
Limited or no role	14
Unsure/Other	20

Q51. Which of the following statements do you agree with more?

Higher education can add tremendous value to career options and earning potential and improving the quality of higher education programs should be the top priority for higher education institutions.....	58%
The cost of higher education is out of control and lowering costs should be the top priority for higher education institutions.....	42

Q52. Which of the following statements do you agree with more?

Higher education institutions need to keep up with the needs of the 21st Century economy and offer courses and degrees that allow students to be successful after graduation.....	66%
The student must keep up with the needs of the 21st Century economy and make informed choices on what institutions to attend and what classes to take to be successful after graduation.....	34

Q53. Which of the following statements do you agree with more?

The higher education institution I work for has done an excellent job in offering courses and training for students to be successful in the 21st Century economy after they graduate.....	51%
The higher education institution I work for could do a better job in offering courses and training for students to be successful in the 21st Century economy after they graduate.....	49

Q54. Which of the following statements do you agree with more?

The higher education institution I work for has done an excellent job of ensuring students complete their required course work and graduate on time.....	52%
The higher education institution I work for could do a better job of ensuring students complete their required course work and graduate on time.....	48

Q55. Which of the following statements do you agree with more?

The federal government should provide basic guardrails to ensure that students aren't encouraged to take out loans to attend predatory institutions that will leave them worse off than when they enrolled. 69%

The federal government should not try to influence where students choose to spend their taxpayer funded grants and loans..... 31

Q56. Which of the following statements do you agree with more?

The federal government should have different rules for for-profit higher education institutions because their profit motivations are different. 57%

The federal government should have the same rules for all types of higher education institutions. 43

Q57. Which of the following statements do you agree with more?

The federal government should regulate for-profit, non-profit, and public higher education institutions to make sure they are providing a good return on investment to their students. 63%

The federal government should only regulate for-profit higher education institutions to make sure they are providing a good return on investment to their students. 37

Q58. What sanctions should higher education institutions face if they are receiving federal money but are leaving most of their students unable to earn enough to pay back their loans? Select all sanctions you think may be warranted.

They should be required to submit a plan for improving their student outcomes to the Department of Education. 59%

They should be required to disclose their student outcomes publicly..... 57

They should face immediate review by their accreditor .. 44

They should lose access to federal financial aid 32

Other 6

They should not face any sanctions 8

S4. Now you are going to see a few potential factors that contribute to students in higher education not graduating. For each, please indicate how much of a contributing factor each one is when it comes to students graduating from their higher education programs on time at your institution.

	FACTOR		Not a contributing factor	Not sure	NET FACTOR
	The biggest	Not the biggest			
• The cost of tuition	40%	45	13	2	85%
• Students who are struggling to juggle the demands of school, work, and family ...	39%	45	13	3	84%
• Lack of resources for first-generation college students	24%	52	20	4	75%
• Students getting a good paying job and not needing the credential.....	23%	41	31	5	64%
• Lack of clear pathways to on-time graduation	22%	45	30	3	66%
• Classes so full that students can't get into the ones they need on time	20%	37	40	2	58%
• Lack of academic advising	20%	47	27	6	67%

S4. Now you are going to see a few potential factors that contribute to students in higher education not graduating. For each, please indicate how much of a contributing factor each one is when it comes to students graduating from their higher education programs on time at your institution.

	FACTOR		Not a contributing factor	Not sure	NET
	The biggest	Not the biggest			FACTOR
• Focus on enrolling new students over ensuring current ones complete a degree or certificate	19%	48	30	3	67%
• Siloed departments that do not communicate when it comes to student needs.....	17%	54	25	5	71%
• Students who only wanted to take a single class to learn about that subject	12%	36	45	6	48%

S5. Now you will see some policies that lawmakers in the federal government could focus on concerning higher education. For each, please indicate whether you would support or oppose that policy.

	SUPPORT		OPPOSE		Not sure	NET	
	Strongly	Somewhat	Somewhat	Strongly		SUPPORT	OPPOSE
• Increasing investment in the Pell Grant program so that more low- and moderate-income students have the resources to enter and complete college...	50%	28	14	3	4	78%	18
• Simplifying the FAFSA and ensuring that low- and moderate-income students only have to fill out the FAFSA one time.	42%	34	13	6	6	76%	18
• Allowing students to earn a year of full tuition at any public institution in exchange for every year of service through programs like AmeriCorps or the Peace Corps.....	41%	36	10	7	5	78%	17
• Establishing a new grant program that provides additional resources to higher education institutions dedicated to improving outcomes among low income students and students of color.	40%	33	11	9	6	73%	20
• Prohibiting institutions from accessing federal financial aid if their graduation rate is less than 15%.....	38%	33	15	8	6	72%	23
• Allowing students to use Pell Grants at programs that are less than 10 weeks in length that have proven records of good employment outcomes.	36%	36	16	4	8	72%	20
• Allowing the Department of Education to automatically enroll delinquent federal student loan borrowers in income-driven repayment plans where their payments may drop to a more affordable amount, allowing them to avoid default.	35%	36	15	7	8	71%	22

S5. Now you will see some policies that lawmakers in the federal government could focus on concerning higher education. For each, please indicate whether you would support or oppose that policy.

	SUPPORT		OPPOSE		Not sure	NET	
	Strongly	Somewhat	Somewhat	Strongly		SUPPORT	OPPOSE
• Requiring college accreditors to consider student outcomes, such as graduation rates, loan repayment rates, and post-college employment, as part of their review of institutions.	34%	41	12	7	5	75%	19
• Providing additional resources to schools that are spending at least a third of tuition on student instruction.	33%	41	11	5	10	74%	16
• Increasing transparency by lifting the federal ban on collecting student-level data, to equip students and parents with the information to determine which school provides the best return on their investment before they enroll.	28%	44	15	5	8	73%	19
• Count GI benefits for veterans as federal money for purposes of the 90/10 rule, which limits how much money a for-profit college can get from the federal government to 90%.	28%	36	14	11	10	65%	25
• Allowing students to use Pell Grants on programs that are less than 10 weeks in length.	27%	42	18	6	8	69%	24
• Prohibiting institutions from accessing federal financial aid if their students cannot pay back at least 1 dollar of principal on their loans within 3 years of leaving school.	27%	28	18	15	12	55%	33
• Withholding some federal funding from higher education institutions that do not spend at least a third of tuition on student instruction.	27%	40	16	9	9	67%	24
• Eliminating tuition at community colleges to help more students access higher education.	26%	32	22	15	5	58%	37
• Funding career education programs regardless of student outcomes, so long as the institutions publicly disclose their students' average financial outcomes.	25%	28	23	16	8	53%	39
• Eliminating tuition at all public colleges and universities to help more students gain access to a college degree.	22%	32	19	21	7	54%	40

S5. Now you will see some policies that lawmakers in the federal government could focus on concerning higher education. For each, please indicate whether you would support or oppose that policy.

	SUPPORT		OPPOSE		Not sure	NET	
	Strongly	Somewhat	Somewhat	Strongly		SUPPORT	OPPOSE
• Allowing for-profit higher education institutions to receive more than 90% of their revenue from federal financial aid.....	20%	22	19	32	6	43%	51
• Prohibiting institutions from accessing federal financial aid if most of their graduates do not earn more than the typical person with only a high school degree.....	20%	36	24	14	7	56%	37
• Allowing colleges to offer degree programs even if a majority of instruction is conducted by a separate third party which may or may not be accredited.	20%	24	23	28	5	44%	51
• Requiring colleges with low loan repayment rates to pay back a portion of the federal funds they receive and give that money to other institutions that are better serving high-needs populations.....	18%	39	18	14	10	57%	32

QS6. Now you will see a few more areas where Congress could focus on improving higher education policies. On a scale of 1 to 5, where 1 means "not important at all" and 5 means "very important" how important do you feel it is for Congress to act on each of the following?

	IMPORTANT			NOT IMPORTANT		NET		MEAN
	Very (5)	Fairly (4)	Neutral (3)	Not that (2)	Not at all (1)	IMPORTANT	NOT IMPORTANT	
• [FORM A] Increasing guardrails to protect students from predatory and poor-performing schools.....	48%	26	21	3	3	73%	6	4.12
• Addressing the cost of higher education.....	47%	32	16	3	2	79%	5	4.18
• [FORM B] Ensuring higher education institutions are held responsible for student outcomes.....	40%	38	18	3	2	77%	5	4.10
• Ensuring higher education institutions are providing a return on investment to students.....	36%	34	22	5	3	70%	8	3.95

D100. What is your gender?

Male	49%
Female	51

REGION. In which state do you currently live?

Northeast.....	26%
Midwest.....	22
South.....	32
West.....	20

DRACE. To ensure we have a representative sample, please indicate your race. **[IF BLACK/WHITE/OTHER]** Do you consider yourself a Hispanic, Latino, or Spanish-speaking American?

Black/African-American	11%
White/Caucasian	72
Hispanic/Latino.....	11
Asian-American.....	4
Native American.....	1
Other	*

P1. When it comes to politics, do you generally think of yourself as a Democrat, a Republican, an independent, or something else? **[IF INDEPENDENT/SOMETHING ELSE]** Do you think of yourself as closer to the Democratic party, the Republican party or as completely independent?

Democrat	41%
Lean Democrat.....	12
Independent.....	12
Lean Republican	8
Republican.....	27
DEMOCRAT W/LEANERS (NET)	53%
REPUBLICANS W/LEANERS (NET).....	35

D105. When it comes to politics, do you generally think of yourself as:

Liberal.....	33%
Moderate	44
Conservative	24