

# HOW THE PANDEMIC PRIORITIZED HIGHER ED VALUE



## THE VALUE OF HIGHER ED REMAINS HIGH DESPITE THE PANDEMIC

63% of nationwide voters, 64% of Black voters, 51% of Hispanic voters & 72% of institutional leaders feel the value of a degree has “stayed the same” or “become more valuable.”



## COVID HAS INCREASED VALUE'S STANDING AS A TOP PRIORITY FOR VOTERS

73% of likely voters believe colleges' primary focus should be “delivering degrees that set students up for success,” compared to 27% who feel “it’s more important than ever to make college free.”



## LIKELY VOTERS WANT INSTITUTIONS TO DELIVER BETTER & MORE EQUITABLE OUTCOMES FOR VOTERS

Nearly 70% of likely voters said “making college more affordable” & “ensuring students receive a degree that puts them on a path to success” are the two goals of higher education that are most important to them personally.



## INSTITUTIONS INDICATE A WILLINGNESS TO TAKE STEPS TO IMPROVE VALUE

74% of institutional leaders agree that colleges must keep up with the needs of the pandemic & offer courses that lead to successful post-grad outcomes.

