



# The Pandemic Ripple Effect

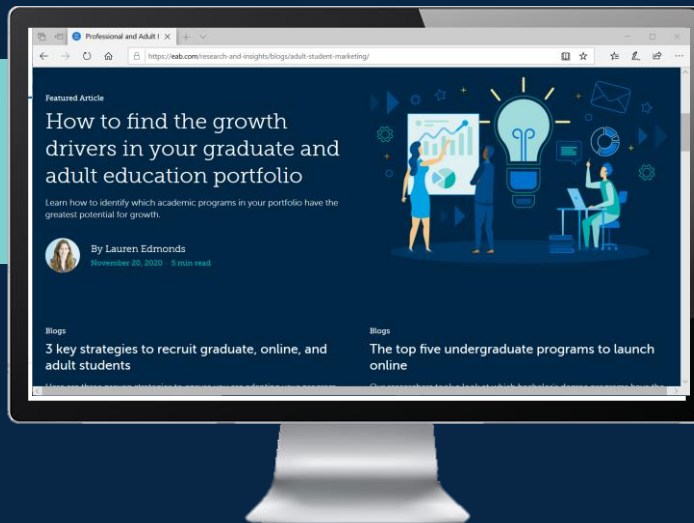
What the Data Say About Long-Term Disruption and How to Take Action Now

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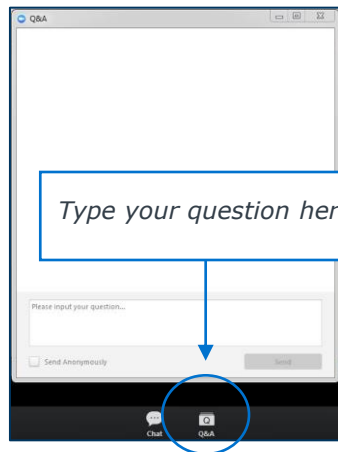


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## Asking a Question



## Brief Exit Survey



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# The Pandemic Ripple Effect

What the Data Say About Long-Term Disruption and How to Take Action Now

# Keynote Presenter



## Ed Venit

Managing Director

[EVenit@eab.com](mailto:EVenit@eab.com)

Connect with me on Twitter

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@HigherEdVenit

# Our Value to People and Society

## Postsecondary Education Is the Foundation of a Stronger and More Prosperous Future

### The Value of Attaining a Postsecondary Degree

Georgetown University Center on Education and the Workforce  
The Postsecondary Value Commission

#### Monetary Benefits



Individual Earnings



Individual Savings

#### Non-monetary Benefits



Health and Well-being



Fewer Crimes



Family Structure



Civic Engagement



Antiauthoritarianism



Critical Thinking Skills



Pluralistic Orientation



Agency and Empowerment



Happiness

#### Monetary Benefits to Society



Tax Revenue



Higher GDP



Criminal Justice Savings



Public Health Savings



Public Assistance Savings

#### GCEW Thought Experiment:

*What is the economic return from completely closing attainment gaps?*

Annual Tax Revenue: **\$308 billion**

Annual GDP Increase: **\$542 billion**

Annual Public Savings: **\$106 billion**

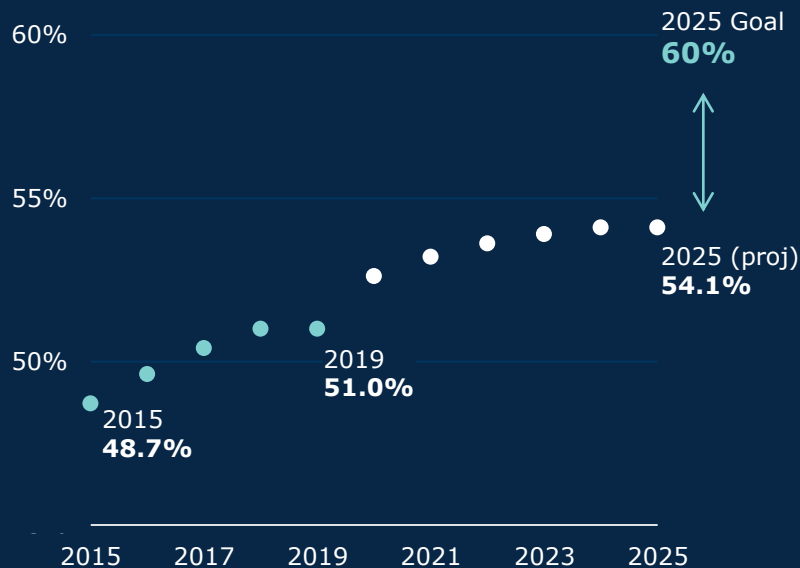
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Total annual return: **\$956 billion**

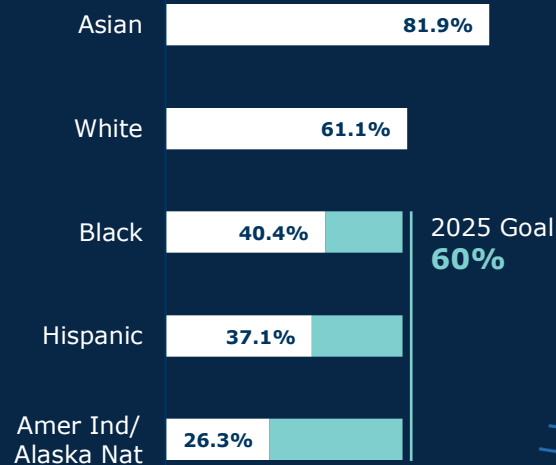
# Powering the Knowledge Economy

## Lumina Foundation “A Stronger Nation”

### Adults 25-34 with a Postsecondary Credential Bachelor's, Associate, or Certificate



### 2025 Projections







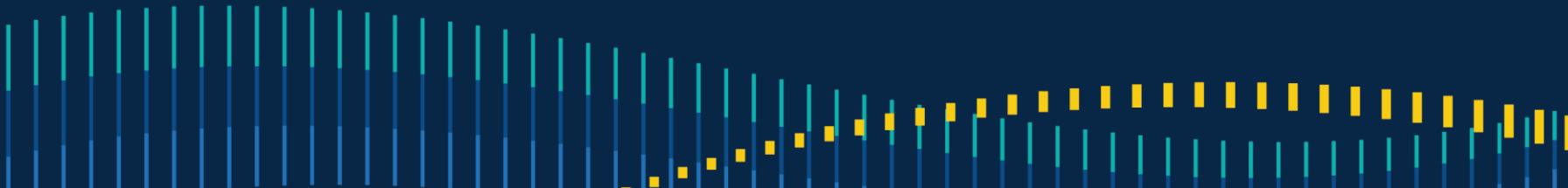


# Some Positive Ripples

Reasons We May Emerge from the Pandemic Stronger than Before

SECTION

1



# Innovation in a Time of Crisis

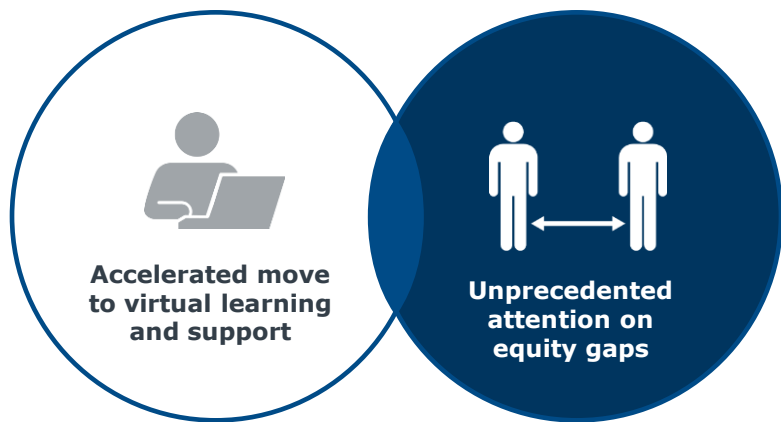
## The Pandemic Accelerated Long-Overdue Investment and Reform in Education



**Accelerated move  
to virtual learning  
and support**

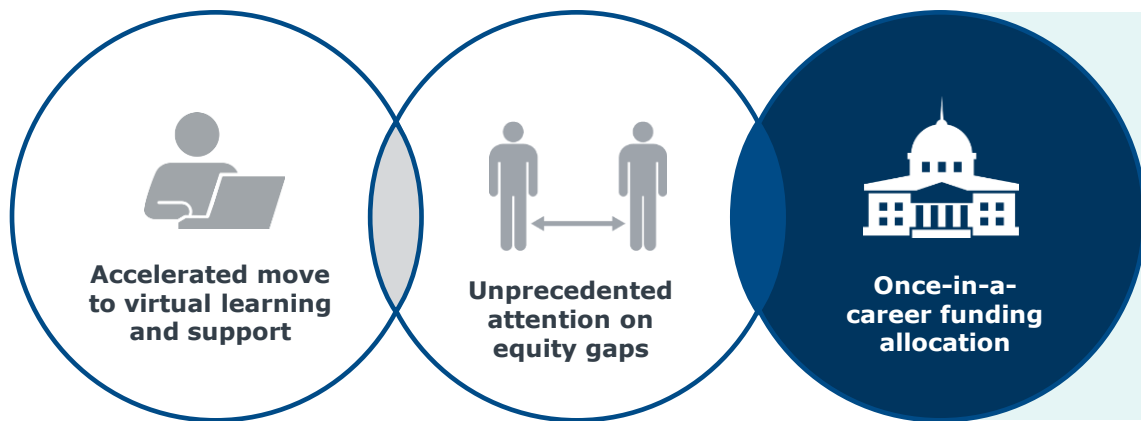
# Innovation in a Time of Crisis

## The Pandemic Accelerated Long-Overdue Investment and Reform in Education



# Innovation in a Time of Crisis

## The Pandemic Accelerated Long-Overdue Investment and Reform in Education



**\$77**  
billion

**Higher education  
pandemic relief  
funding to date**

“The funds did not solve the problems that existed pre-pandemic, but they bought us time. It’s up to us how we use that time.”

“Seizing the Moment”  
Inside Higher Ed, 6/25/2021



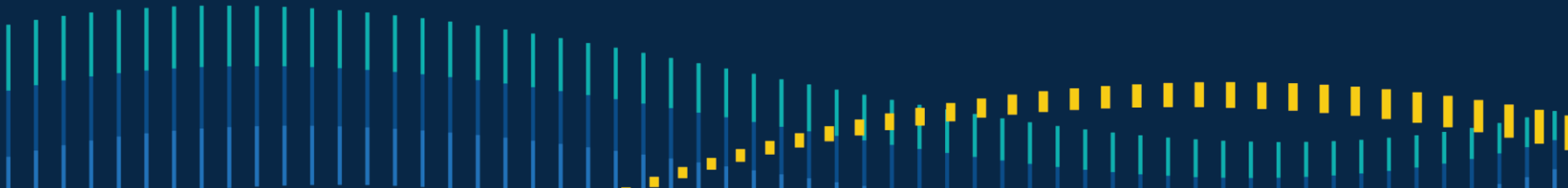
# Some Negative Ripples We May Need to Guard Against

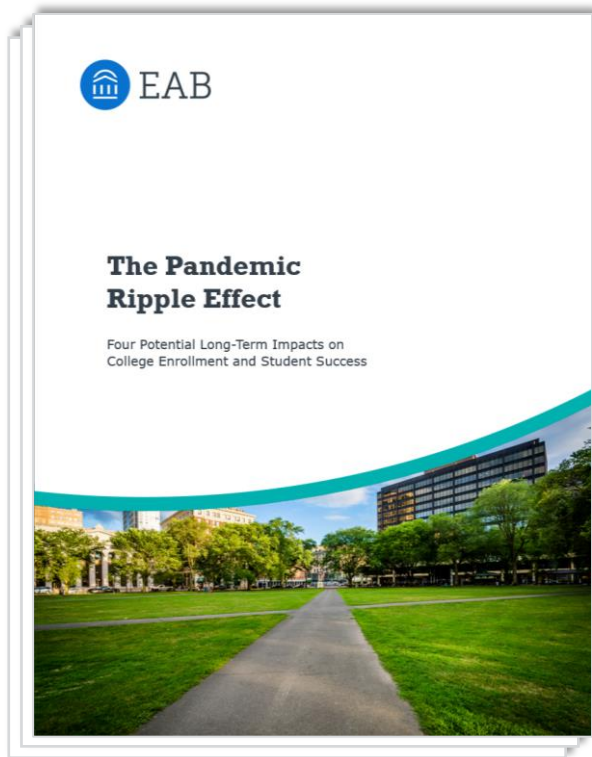
(This Is Not a Forecast)

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SECTION

2





# Coming Soon

**RIPPLE 1**

The background of the slide features a close-up of a water droplet just as it has hit a surface, creating a series of concentric ripples. The water is a deep blue, and the ripples are highlighted with a bright, almost white light, giving a sense of motion and impact. The overall color palette transitions from a light blue on the left to a warm orange on the right.

# **SOCIAL DISENGAGEMENT**

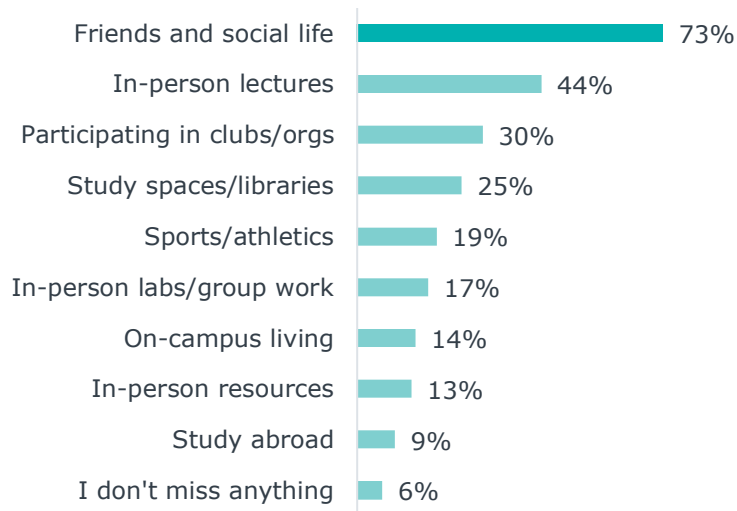
# Ripple 1: Social Disengagement

17

Sorely Missed Last Year, Student Social Life Has Not Fully Rebounded

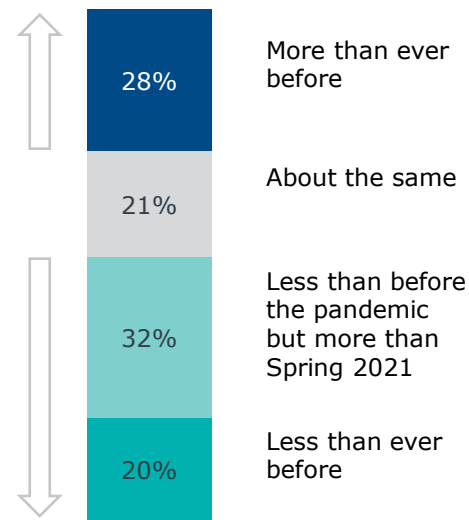
## What Do You Miss Most? (choose up to three)

Inside Higher Ed / College Pulse survey, Spring 2021



## In Fall 2021, Students Socialized...

Inside Higher Ed / College Pulse survey



Source: <https://www.insidehighered.com/news/2021/03/24/student-experiences-during-covid-and-campus-reopening-concerns>; <https://www.insidehighered.com/news/2021/12/20/what-students-say-about-fall-2021-college-experience>; EAB interviews and analysis.



# What Should We Do About It?

## Social Disengagement

1



**Investigate platforms  
your students use to  
make connections**

2



**Leverage use of social  
platforms you control  
(e.g. recruitment app)**

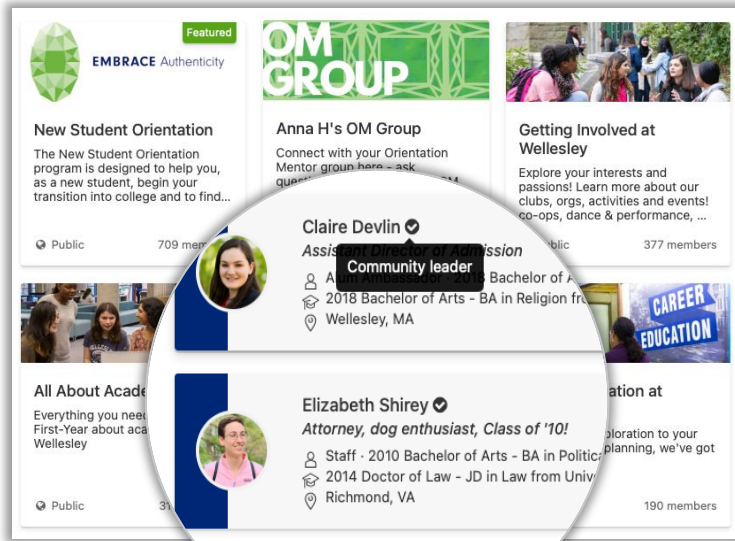
# Introducing WISR

## Virtual Student Community

### Connect with peers



### Connect with the community



# What Should We Do About It?

## Social Disengagement

1



**Investigate platforms  
your students use to  
make connections**

2



**Leverage use of social  
platforms you control  
(e.g. recruitment app)**

3



**Curate platforms  
to drive high-impact  
engagement practices**

The background features a gradient from light blue on the left to a warm orange on the right. Overlaid on this are several concentric ripples in a deep blue color, suggesting water. A small, dark sphere is positioned at the center of the largest ripple in the lower half of the image.

**RIPPLE 2**

# **STUDENT MENTAL HEALTH**

# Ripple 2: Student Mental Health

Already a Growing Crisis, Student Mental Health Took a Tremendous Hit During the Pandemic

## Already a Growing Crisis



14%

of adolescents reported a **major depressive episode** in 2018 (up from 8% in 2010)



32%

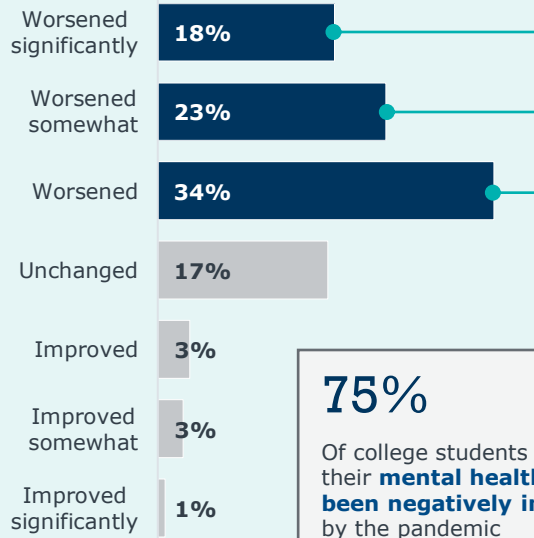
of adolescents meet the criteria for an **anxiety disorder** by age 18



38%

Increase in **counseling center demand** from 2009 to 2015

## Since the beginning of the pandemic, has your mental health...



# What Should We Do About It?

## Student Mental Health

1



**Modernize how students find and use best-fit resources**

2



**Elevate mental health access points throughout the student experience**

3



**Bring a DEIJ lens to campus mental health support**

4



**Leverage data to demonstrate impact and make strategic investments**

**RIPPLE 3**

The background of the slide features a blue gradient with concentric ripples emanating from a central point, suggesting a stone dropped into water. The ripples are more pronounced in the center and fade towards the edges.

# **TRANSFER STUDENTS**

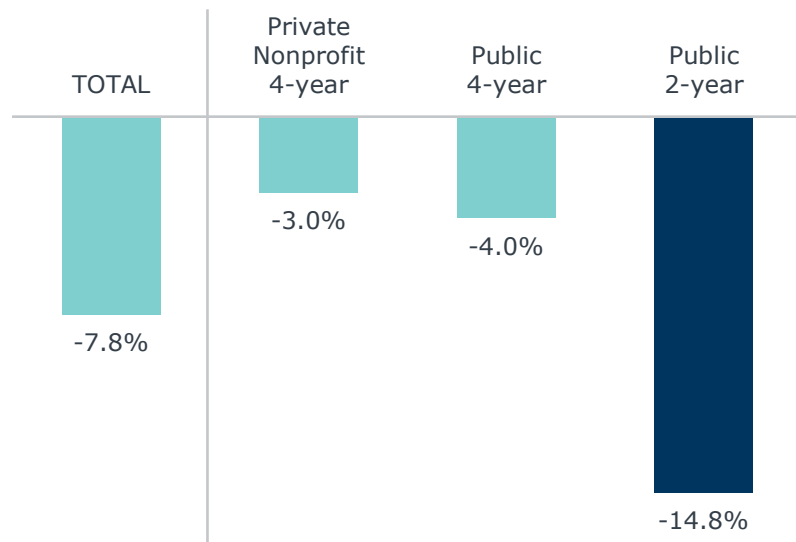
# Ripple 3: Availability of Transfer Students

25

Huge Decline in Two-Year Enrollments Will Soon Be Felt by Transfer-Dependent Institutions

## Change in Enrollment from Fall 2019

National Student Clearinghouse



## Anticipate Downstream Effects

**35%**

of students transfer from one institution to another

**49%**

of BA graduates have community college credits

**34%**

of students take college credit in high school



# What Should We Do About It?

## Availability of Transfer Students

1



**Align syllabi to reduce the number of credits lost during articulation**

2



**Automate the credit articulation process for prospective transfers**

3



**Build and expand 2+2 pathways with your transfer partners**

The background features a gradient from light blue on the left to light orange on the right. Overlaid on this are several concentric ripples in a darker blue, suggesting a stone dropped into water. A small, dark sphere is positioned at the center of the largest ripple in the lower half of the image.

**RIPPLE 4**

**UNFINISHED  
K-12 LEARNING**

# Ripple 4: Long-Term Consequences of Unfinished K-12 Learning

28

Disruptions Could Ripple Through Education for Years, but It's Far Too Early to Know the Extent

## Class of 2022 High School Seniors

**17%** of the class of 2021 abandoned college plans

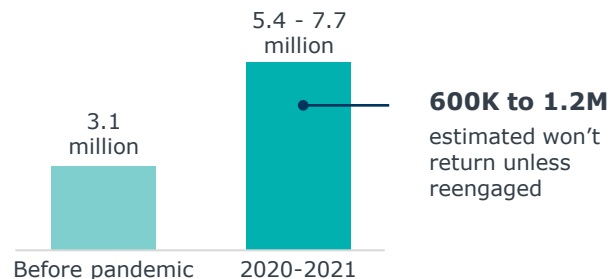
## Class of 2026 Eighth-Graders

**75%** of students who fall behind in HS fail to graduate

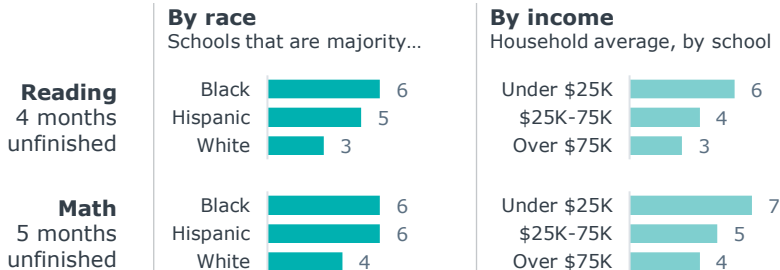
## Class of 2031 Third-Graders

- Students who are not reading-proficient by third grade are **half as likely** to go to college
- Just **one in four** catches up by the end of HS

### Number of chronically absent students, grades 8–12



### Cumulative months of unfinished learning, grades 1–6



# What Should We Do About It?

## Unfinished K-12 Learning

1



**Increase investment  
in advising and  
student support**

2



**Formalize pandemic  
innovations in virtual  
advising and support**

3



**Adopt a cocurricular  
developmental  
education model**

# Speculating About the Future

## Possible Pandemic Ripples

2021-2022

2022-2025

2026-2030

2031-Future

**Current Day**

**Early Decade**

**Late Decade**

**Beyond**

Demographic cliff intensifies

**Social Disengagement**

**Mental Health**

**Transfer Contraction**

**Impact of Unfinished HS**

**Impact of Unfinished K-8**

**Grad Enrollments Decline?**

**Social Inequity Expands?**

**US GDP Lags?**



## A Closing Thought: The Human Mind at Scale

### Collaboration Generates Outsized Innovation

“

The world has never learned so fast  
about anything, ever.

”

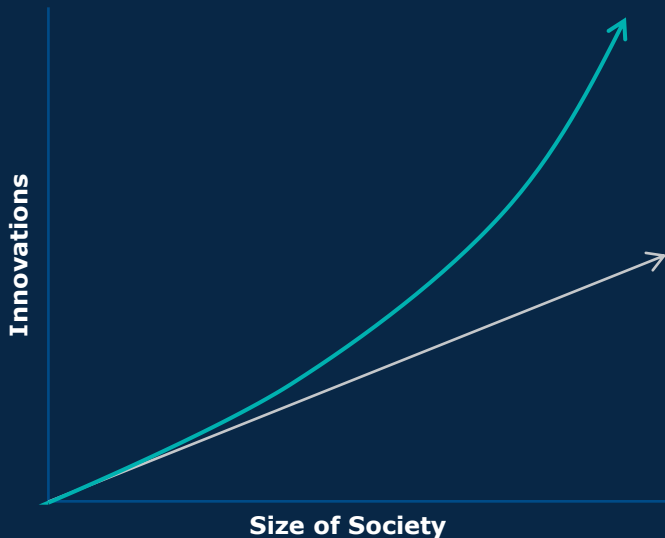
Thomas Pueyo,  
*Coronavirus: The Hammer and the Dance*,  
March 19, 2020

# A Closing Thought: The Human Mind at Scale

## Collaboration Generates Outsized Innovation

### The Innovation Power Law

We Are Exponentially More Creative the More We Collaborate



A society that grows ten  
times in size becomes  
**17x more innovative**



# Interested in More?

I'd like to speak to an EAB expert about...

- 1 Rebuilding student social engagement
- 2 Meeting the demand for mental health services
- 3 Recruiting and onboarding transfer students
- 4 Preparing for the elevated support needs of tomorrow's students

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# What's Next?

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Thank You



Ed Venit

Managing Director

[EVenit@eab.com](mailto:EVenit@eab.com)

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