



# The Covid Generation

EWA HIGHER EDUCATION SEMINAR

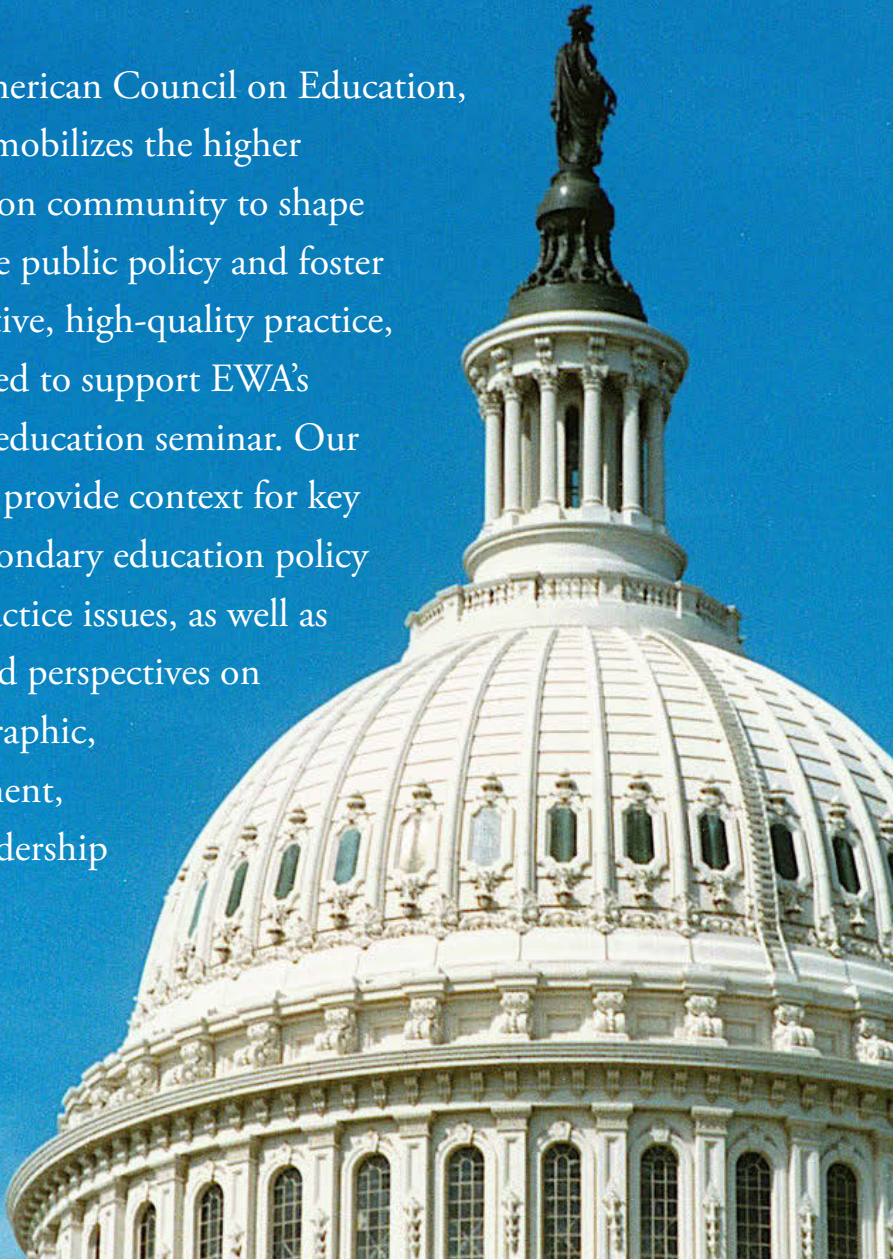


JANUARY 26 - 27, 2023 | ALEXANDRIA, VA



Contact ACE's Office of Public Affairs by going to [acenet.edu/news-room](http://acenet.edu/news-room).

The American Council on Education, which mobilizes the higher education community to shape effective public policy and foster innovative, high-quality practice, is pleased to support EWA's higher education seminar. Our experts provide context for key postsecondary education policy and practice issues, as well as data and perspectives on demographic, attainment, and leadership trends.



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DAY 1

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THURSDAY

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JAN.  
26

All Thursday events will take place  
in the Washington/Jefferson room.

EWA is grateful to Lumina Foundation for providing  
the major funding that made this seminar possible.

8 a.m. – 8:45 a.m.

## Breakfast + Welcome

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9 a.m. – 10 a.m.

## Confidence Game: The Public's Support of Higher Education

As higher education attempts to recover from the pandemic, it faces many challenges. Mounting concerns about affordability and accessibility coupled with shrinking enrollment raise questions about the value of a degree. How can colleges better demonstrate their value to the next generation of students as sentiment around higher education shifts? How do we define value for an individual – and for society?

**Sophie Nguyen**, *New America*

**Lynn Pasquerella**, *American Association of Colleges and Universities*

**Martin Van Der Werf**, *Georgetown University*

**Rebecca Koenig**, *EdSurge* (moderator)

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10:15 a.m. – 11:15 a.m.

## Rise and Fall: The Aftershocks of COVID Enrollment Trends

Student enrollment plummeted during the pandemic and colleges are still working to adapt. What successes have universities achieved in attracting and retaining students, and what do they continue to struggle with? How are students experiencing the consequences of declining enrollment? Who populates campuses most, and who is missing?

**Aurelie Jean-Baptiste**, *Florida State University*

**Brian Kennedy II**, *Joint Center for Political and Economic Studies*

**Stratsi Kulinski**, *NewU University*

**Sara Weissman**, *Inside Higher Ed* (moderator)

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11:30 a.m. – 12:30 p.m.

## How I Did the Story

While many stories about student debt focus on policy changes and debates, it's important to consider borrowers and how they might be affected. Journalists share their strategies and tips for finding and including the voices of borrowers, and framing their stories around the real impact of student debt on a person's life.

**Jillian Berman**, *MarketWatch*

**Megan Pauly**, *VPM*

**Chris Quintana**, *USA Today*

**Kavitha Cardoza**, *Education Writers Association* (moderator)

## Lunch

12:30 p.m. - 1:30 p.m.

1:45 p.m. – 2:45 p.m.

## The Growing Need to Support Adult Learners

Faced with years of enrollment declines and a looming demographic cliff, an increasing number of institutions are trying to re-engage some of the 39 million adults who have some college education but no postsecondary credential. Learn how to best engage these returning students, and hear about promising practices from the field — and why “free college” is not enough.

**Jennifer Causey**, *National Student Clearinghouse Research Center*

**Miriam Swords Kalk**, *Education Design Lab*

**Lorraine Oyetubo**, *Trinity Washington University*

**David Wilson**, *Morgan State University*

**Olivia Sanchez**, *The Hechinger Report* (moderator)

3 p.m. – 4 p.m.

## A Renaissance Era for HBCUs? Exploring Recent Surges in Enrollment and Funding

Historically Black Colleges and Universities are engines for economic and social mobility — even though they've been underfunded throughout their history. Recently, HBCUs have seen positive trends in both enrollment and funding. What's driving more students to choose HBCUs, and how has the sociopolitical climate contributed? How are administrators allocating the recent influx of private and public dollars to bolster student outcomes in a sustainable way?

**Jarrett Carter Sr.**, *Howard University*

**Lodriguez Murray**, *United Negro College Fund*

**Jasper Smith**, *Howard University*

**Mirtha Donastorg**, *The Plug* (moderator)

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4:15 p.m. – 5:15 p.m.

## Reporter Roundtables on Student Mental Health

Experienced journalists lead small breakout group discussions on more ethical and compassionate ways to cover student mental health. Brainstorm ways to talk to students about their experiences with trauma, suicidal ideation and attempts, and mental health diagnoses.

**John Woodrow Cox**, *The Washington Post*

**Amanda Horn**, *Active Minds*

**Valeria Olivares**, *The Dallas Morning News*

**Olivia Sanchez**, *The Hechinger Report*

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5:30 p.m. – 6:30 p.m.

## Top 10 Issues to Watch in Higher Education

Scott Jaschik's predictions on issues to watch for in higher education have been a staple of EWA programming for years. Come away from this practical, engaging session with story ideas on various topics, such as declining enrollment, race-conscious admissions, and challenges facing community colleges.

**Scott Jaschik**, *Inside Higher Ed* (retired)

DAY 2

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FRIDAY

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JAN.  
27

Unless otherwise noted, all events take place in the Washington/Jefferson room.

8 a.m. – 8:45 a.m.

## Breakfast

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9 a.m. – 10 a.m.

### Covering Student Loans Beyond Cancellation

The student loan system is changing in significant ways. While there's been much discussion about the Biden administration's move to cancel up to \$20,000 of debt per student – and the legal challenges surrounding that effort – other components, like income-driven repayment, have garnered less attention. What other stories should reporters be telling about the student loan system, and what further changes can they expect in 2023? How can we tell whether those changes will better serve borrowers or improve flaws in the system?

**Michael Brickman**, *American Enterprise Institute*

**Victoria Jackson**, *The Education Trust*

**James Kvaal**, *U.S. Department of Education*

**Kat Welbeck**, *Student Borrower Protection Center*

**Naomi Harris**, *Open Campus* (moderator)

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10:15 a.m. – 11 a.m.

### Data Training 1

#### **Interviewing Data** - *Washington/Jefferson room*

Sarah Butrymowicz, investigative editor at The Hechinger Report, offers guidance on how to analyze data and find the stories.

#### **Demystifying IPEDS** - *Potomac A*

Scott Smallwood, CEO and co-founder of Open Campus, walks reporters through how to use the complex – but rich – data found in the Integrated Postsecondary Education Data System.

#### **Data on the Daily** - *Potomac B*

Jayne Fraser, a data reporter at USA TODAY, provides quick-and-easy analyzing tools for journalists to use for daily and weekly coverage.



11:15 a.m. – 12:15 p.m.

## The Costs of Community College

Community colleges draw more students than any other type of higher education institution, but they're often starved for dollars. Their financial standing is closely tied to the number of students enrolled as well as to complex, difficult-to-track funding formulas. Experts and policymakers explain the inequities in the system and promising practices to address them.

**Marcia Ballinger**, *Lorain County Community College* (Ohio)

**Ray Martinez III**, *Texas Association of Community Colleges*

**Kate Shaw**, *HCM Strategists*

**Amy Morona**, *Signal Cleveland* (moderator)

## Lunch

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## Data Training 2

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# Notes

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