

Deep Dive: Federal Financial Assistance Advocacy in the Time of COVID-19

May 18, 2020

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DIAL: 1-866-818-6844 AND ENTER CONFERENCE CODE: 5785234898#

Today's Panelists



- **Rachel Banks**, Senior Director, Public Policy & Legislative Strategy, NAFSA
- **Kasey Penfield**, Associate Director, Public Policy, NAFSA
- **Rebecca Morgan**, Senior Director, Media Communications & Advocacy, NAFSA

Moderator

- **Erica Stewart**, Director, Advocacy & Media Outreach, NAFSA



Rachel Banks
Senior Director, Public
Policy & Legislative
Strategy, NAFSA



U.S. Study Abroad

- With programs paused, institutions & organizations are looking at reduced staff hours, furloughing staff, or eliminating positions
- Many programs are fee-funded; without fee revenue, operating budgets are being impacted
- Unexpected expenses to bring U.S. students home on short notice as the United States and other countries moved to close borders

International Student Enrollment

- Emergency funds to support international students who remained on campus
- Fall 2020 enrollment uncertain; estimated 25% decline
- 25% decline = potential loss of \$10 billion and over 100,000 jobs

2018-19 Academic Year



www.nafsa.org/economicvalue

COVID-19 Financial Impact Survey

- Survey ran April 7 – 14; nearly 350 U.S. higher education institutions responded
- Estimated total financial cost to U.S. higher education at least \$4.5 billion
- Includes losses due to anticipated drop in enrollment this fall



COVID-19 Financial Impact Survey

Study Abroad

- 94% of institutions with study abroad programs reported shortened or canceled spring and summer programs
- 61% expressed uncertainty if study abroad programs will be offered for fall 2020, while 15% anticipated cancelations
- 65% responded that staff positions have already or may be impacted
- Responses reported \$115 million in losses due to canceled programs; when estimated across all of U.S. higher education, total is **nearly \$1 billion**

COVID-19 Financial Impact Survey

International Students

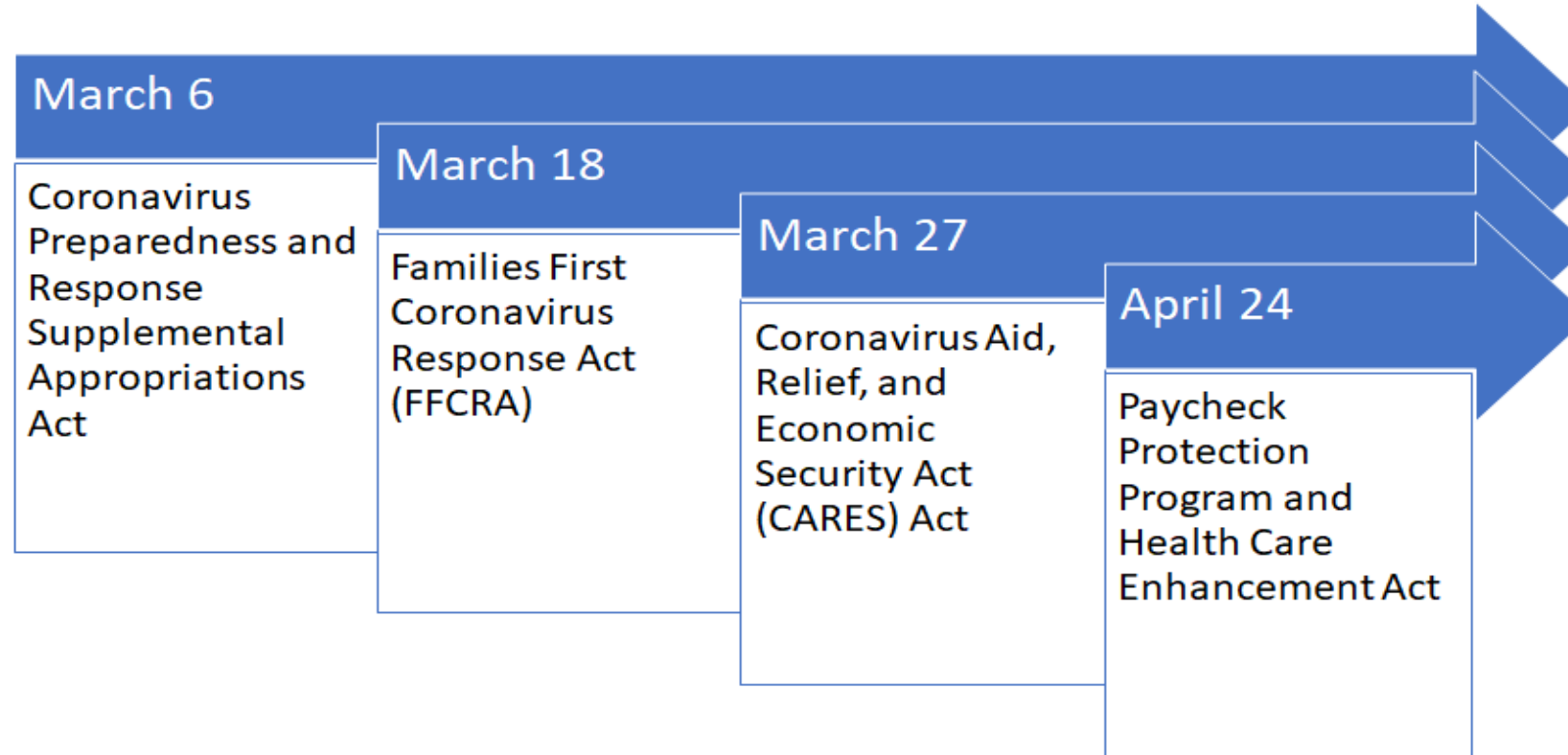
- 38% responded 'yes' to providing financial support to international students who remained on campus
- Types of support: housing, scholarships, food, rent, airfare, tuition refunds
- Total expenditures \$41.7 million; estimated across all U.S. higher education nearly **\$420 million**
- 78% expect enrollment to decline this fall; estimated loss to U.S. higher education = **\$3 billion**

Full survey results available on website later this week



Kasey Penfield
Associate Director,
Public Policy,
NAFSA

Legislative Response to Coronavirus



Federal Assistance Programs

- Paycheck Protection Program (PPP)
 - Private businesses & non-profit orgs eligible
- Main Street Lending Program
 - Private businesses only
- Funding for state & local governments



Financial Aid for Higher Ed



- Provided by the CARES Act:
 - Higher Education Emergency Relief Fund: \$14.25 billion for higher ed
 - At least 50% of funds set aside for students
- Requested:
 - \$46.6 billion
 - Increased flexibility for institutions

Congress of the United States
Washington, DC 20515

May 12, 2020

The Honorable Nancy Pelosi
Speaker of the House
United States House of Representatives
H-232, U.S. Capitol
Washington, DC 20515

The Honorable Kevin McCarthy
Minority Leader
United States House of Representatives
H-204, U.S. Capitol
Washington, DC 20515

Dear Speaker Pelosi and Minority Leader McCarthy,

As you consider future federal aid legislation to guide the nation's response to COVID-19, we write to request an additional \$47 billion in supplemental funding to stabilize universities and colleges and support students pursuing higher education. These institutions are essential to a strong recovery by ensuring that we have a highly-trained workforce and continue our global leadership in research and innovation.

American colleges and universities are facing unprecedented challenges as a result of the COVID-19 pandemic, including shouldering the financial burden of the transition to distance learning, refunding some room and dining expenses, and managing its associated impacts. Meanwhile, students are reevaluating their plans for the fall semester in light of rapid changes in



Congressional Asks for Study Abroad

Direct emergency aid to:

- Virtual exchanges
- The Increasing and Diversifying Education Abroad for U.S. Students (IDEAS) Program
- The Fund for the Improvement of Post-Secondary Education (FIPSE).

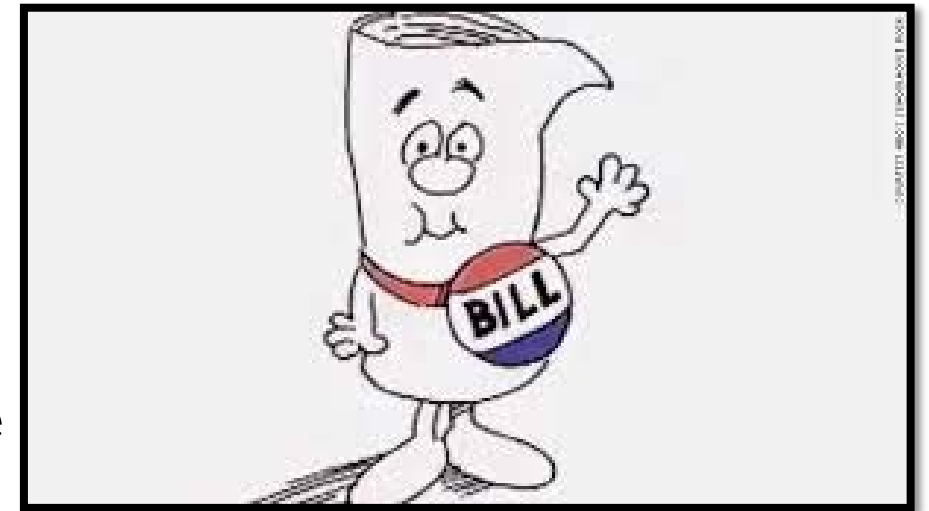
HEROES Act (H.R. 6800)



- Health and Economic Recovery Omnibus Emergency Solutions Act or the HEROES Act
- \$3 trillion relief bill
- Introduced by Democratic House leaders on May 12th
- Passed the House on May 15th
- Unlikely to be brought to the Senate floor for a vote

HEROES Act (H.R. 6800)

- \$100 Billion for K-12 and higher education
 - \$26.721 for public higher education institutions
- Main Street Lending Program
 - Non-profits eligible
- Paycheck Protection PPP
 - ALL non-profits eligible, regardless of size
 - Extends covered period of time through December 31st
 - No additional funds





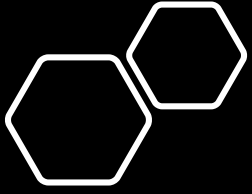
Rebecca Morgan
Senior Director, Media
Communications and
Advocacy, NAFSA

Advocacy Engagement

Advocacy is KEY in today's hectic political climate

- Every interest group is working to make their wants noted by policymakers
- International Education will be missed if constituents don't make their voices heard.
- Lawmakers need to hear from their constituents, not lobbyists





TAKE ACTION!

1. [Email your
Members of Congress](#)

CONNECTING OUR WORLD



2. Engage your lawmakers' immigration and education staffer

Urge Congress to Direct Covid-19 Resources to Support International Education

Reach out to the immigration & education staff supporting your elected officials.



Submit the form below and we will respond within 2-3 days with the immigration and education staffers' name, email address, and a sample message you may use to urge your lawmakers' support for COVID-19 resources for international education.

Please provide your complete home address so we may match you with your correct lawmakers and check the opt-in box if you wish to receive updates about all of NAFSA's advocacy campaigns.

Prefix

Issue Brief



Revive and Restore International Education Impacted by COVID-19

Executive Summary

NAFSA urges Congress to provide critical financial resources, oversight, and policy changes in order to revive and restore international student enrollment and study abroad programs at U.S. colleges and universities impacted by the COVID-19 pandemic and the global response to it.

International student enrollment is critical to U.S. higher education institutions' financial well-being. Many international students pay full tuition, providing a key revenue stream (nearly [\\$41 billion and 458,000 jobs during the 2018-2019 academic year](#)) that supports operating expenses, including financial aid programs for many U.S. students. New international student enrollment was already down before the coronavirus pandemic, and it will most certainly be exacerbated now. An estimated 25% decline in international student enrollment for fall 2020 would translate to a loss of approximately \$10 billion and 114,000 jobs to our nation's economy. If U.S. higher education institutions are forced to downsize or close due to enrollment declines, that would have a major multiplier effect as many of these institutions serve as key economic engines and job-creators in their communities.

Study abroad programs run by U.S. college and universities and private-sector providers equip American students with the essential global competencies and experiences needed to succeed in today's global workforce and are important employers in their own right. Already a number of major study abroad providers have had to lay off over 50% of their staff while higher education institutions across the country have reported that they are reducing hours, furloughing employees, and eliminating positions, which will result in thousands of job losses. Without these programs, students are losing a key component of their education and colleges and universities are losing an important source of revenue.

However, 2020 could turn into the year without study abroad, with spring semester study abroad programs cancelled or cut short and the likelihood that all summer programs (and possibly even fall programs) will be cancelled. Absent additional financial support, it could take years for study abroad to recover.

To this end, NAFSA requests that Congress implement the following stimulus and policy changes:

1. Direct emergency aid to support education abroad, specifically supporting virtual exchanges, the Increasing and Diversifying Education Abroad for U.S. Students (IDEAS) Program and the Fund for the Improvement of Post-Secondary Education (FIPSE).
2. Ensure that international students and scholars are able to return to U.S. institutions of higher education when in-person classes resume and mitigate continued decline in international student enrollment by exercising oversight of visa and immigration policies.
3. Direct \$46.6 billion in aid to students and higher education institutions with flexibility to support study abroad and international offices.





Questions?

Email: grassroots@nafsa.org

NAFSA Resources

- [NAFSA Coronavirus Critical Resources](#)
- [COVID-19 Legislation and Policy Resources](#)
- [Issue Brief: Revive and Restore International Education Impacted by COVID-19](#)
- [Take Action: Introduce Yourself to Your Lawmakers' Immigration and Education Staff](#)
- [2020 NAFSA eConnection](#)
- Today's presentation will be made available at nafsa.org/deepdive in 48 hours; our recent webinar recordings can be found there also.