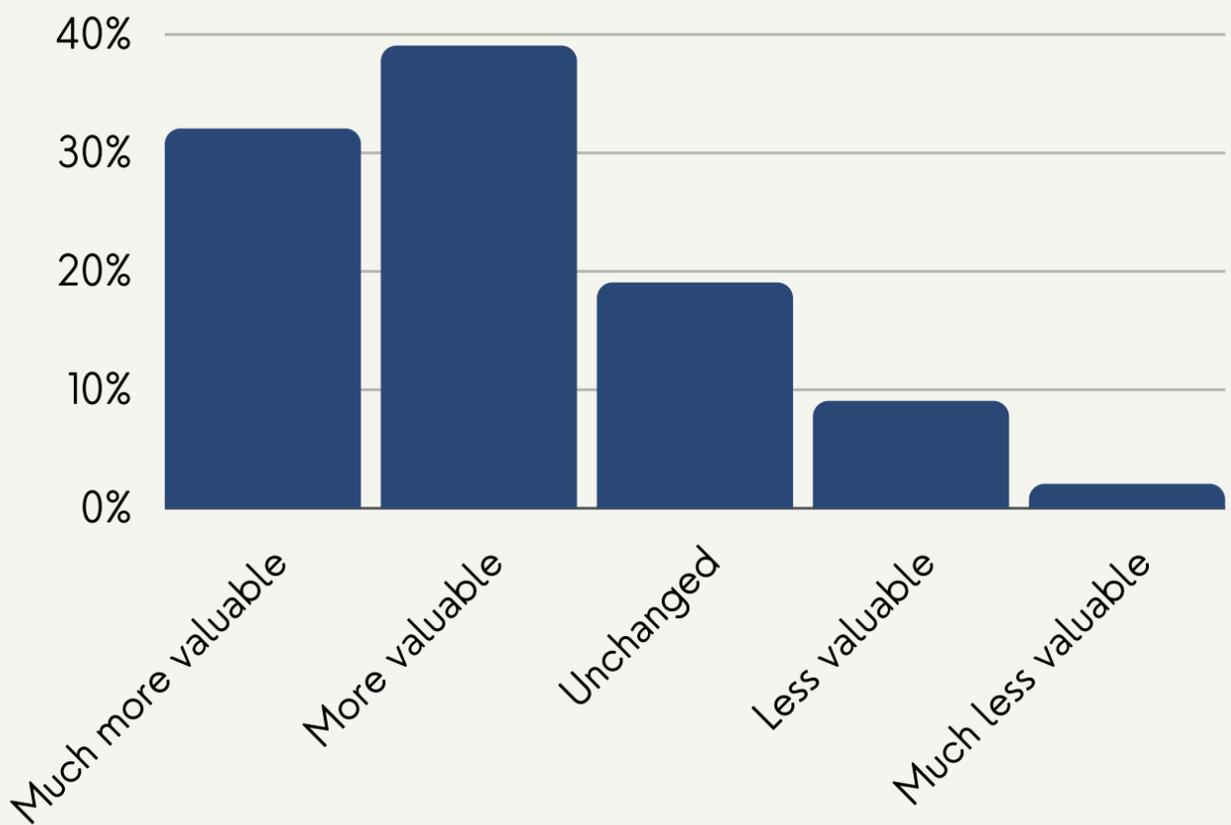


PANDEMIC EFFECT SNAP POLL

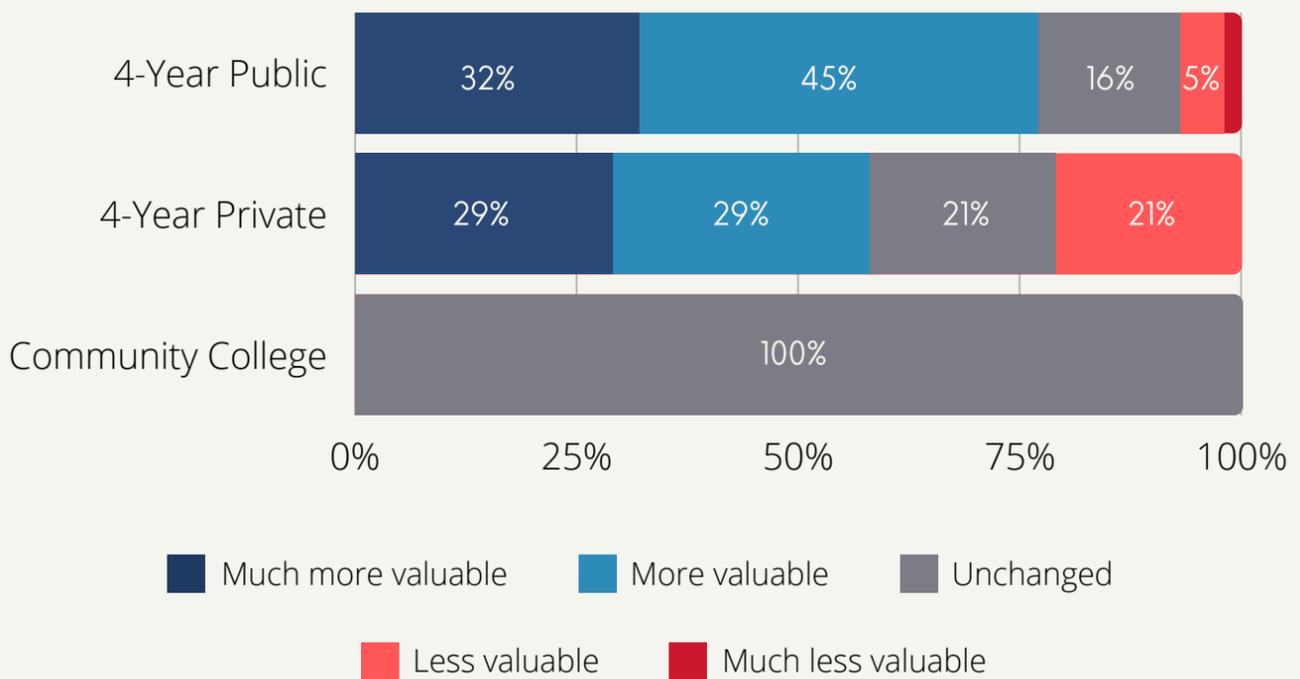
In February 2021, individuals from 54 institutions took a brief survey on the effect of the pandemic on their PCO units in 2020 and beyond. Invitations were sent out via UPCEA's Member Matters newsletter and a link was posted on the UPCEA CORE discussion site.



As a result of the pandemic, 38 of the 54 respondents (70%) noted that the PCO unit at their institution has become more or much more valuable.



4-year public institutions have seen the greatest value increase at 77%, with 4-year private institutions seeing a 58% increase.



For more information, visit core.upcea.edu.



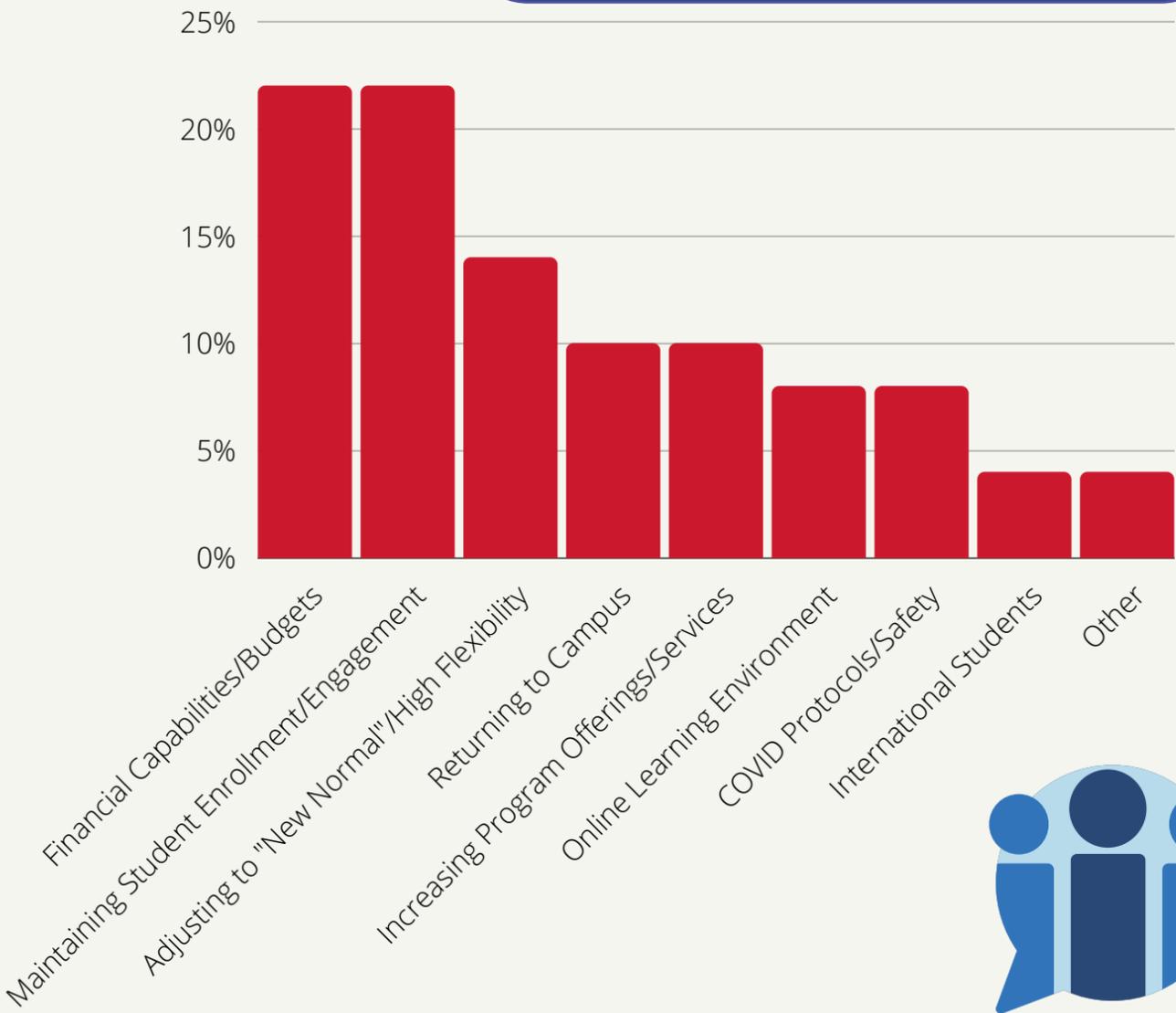
PANDEMIC EFFECT SNAP POLL

Respondents were asked what they anticipate being their institution's greatest challenge in 2021. The most popular responses were financial and enrollment concerns.

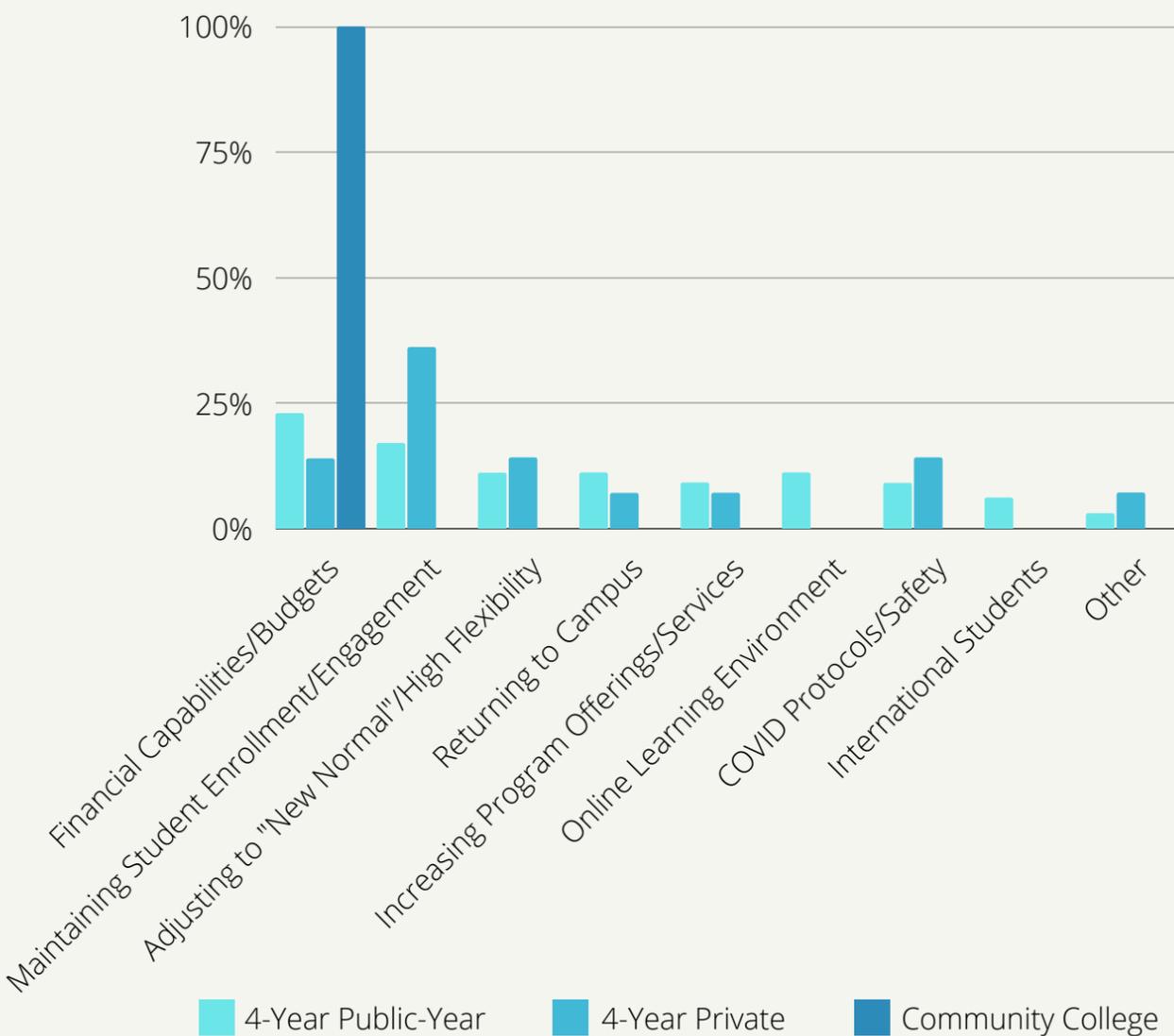
The most popular responses indicated financial and enrollment concerns:

22% - Financial Capabilities/
Budgets

22% - Maintaining Student
Enrollment/Engagement



Whereas public institutions indicated financial concerns as their greatest challenge in 2021, private institutions gave greater weight to student enrollment and engagement.



4-Year Public-Year 4-Year Private Community College

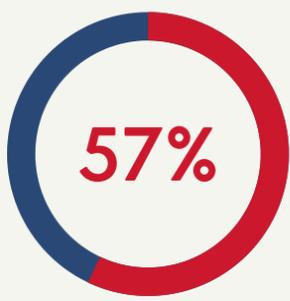
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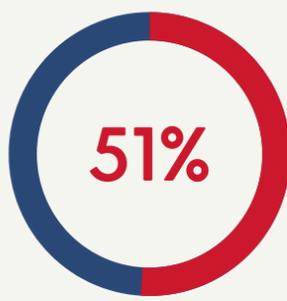
PANDEMIC EFFECT SNAP POLL

Respondents were asked to select what had become more important as a result of the pandemic and/or situation their institution has faced over the last year.

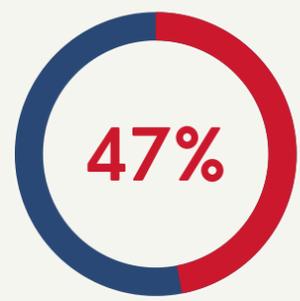
Online degrees and stackable credentials were paramount in importance among respondents.



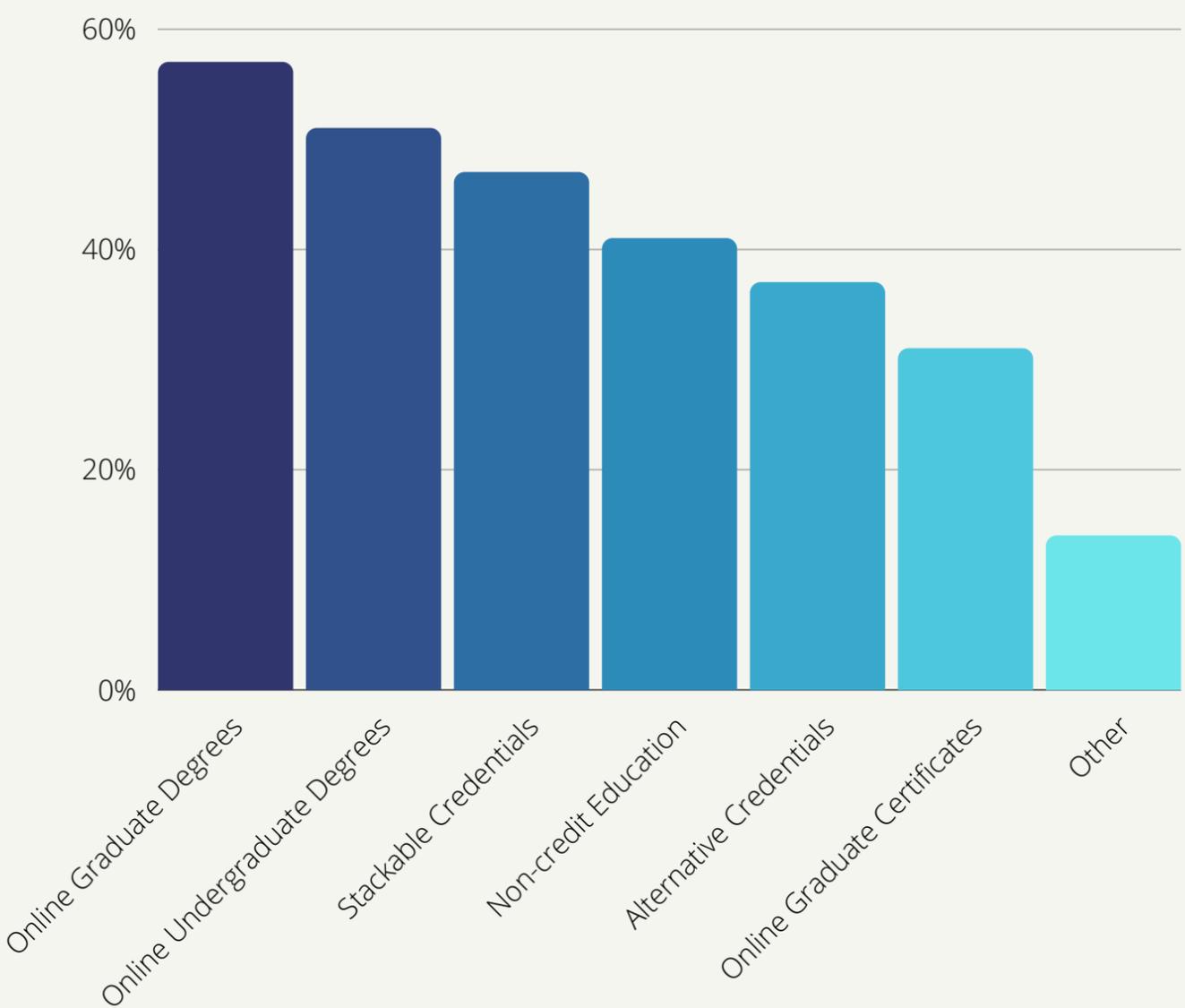
Online Graduate Degrees



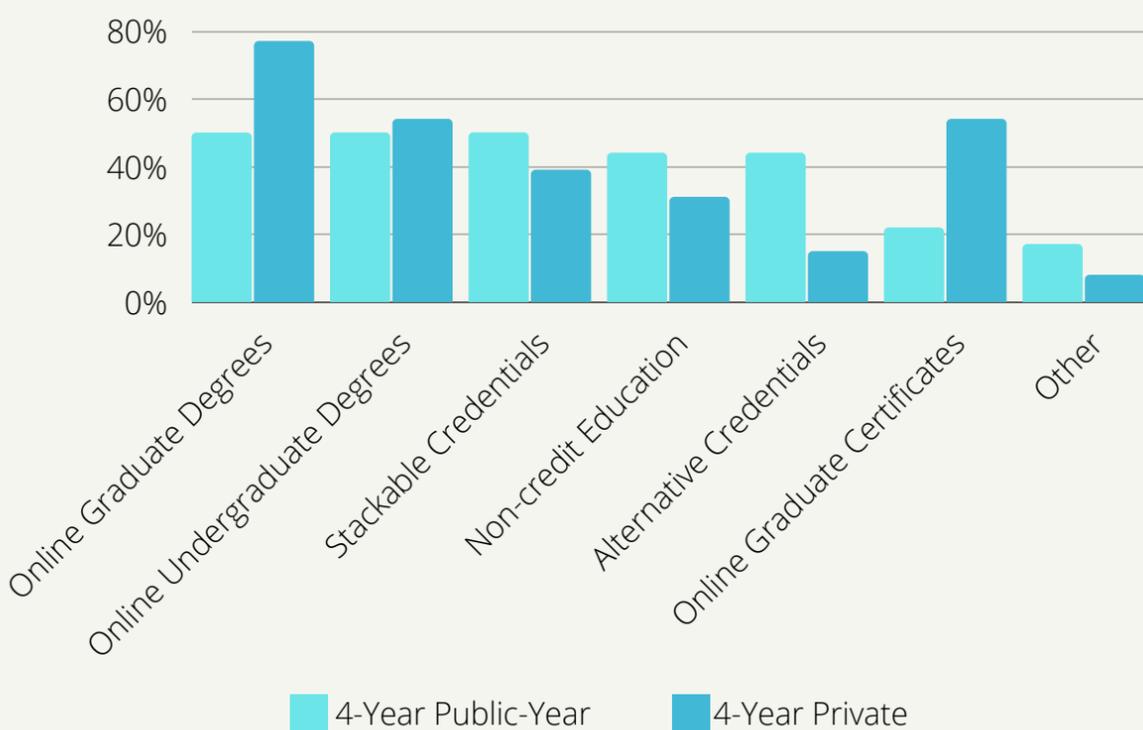
Online Undergraduate Degrees



Stackable Credentials



4-year public institutions gave equal weight (50%) to online degrees and stackable credentials. 4-year private institutions noted online graduate degrees taking on greater importance (77%) with online undergraduate degrees and online graduate certificates tying for second (54%).



■ 4-Year Public-Year ■ 4-Year Private

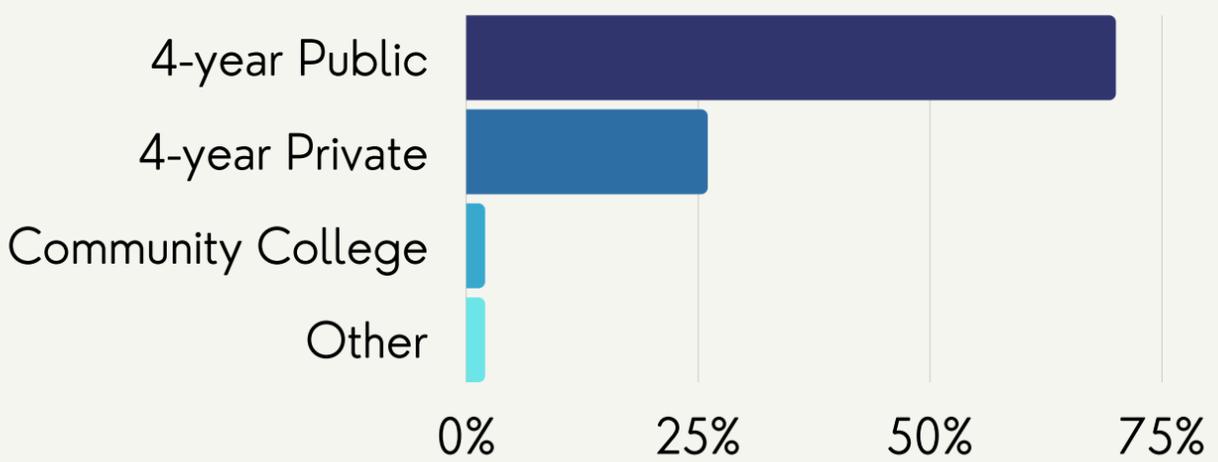
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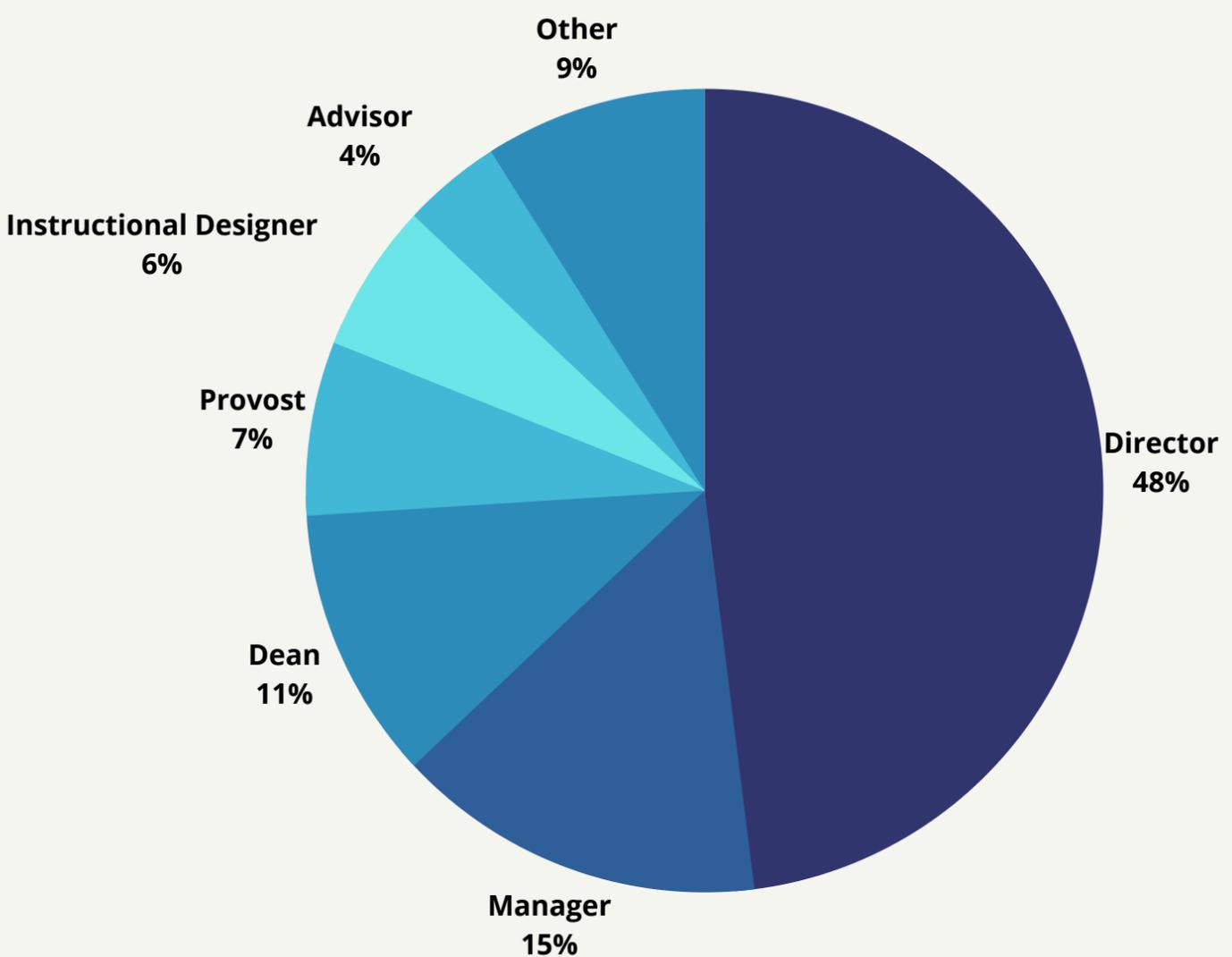
PANDEMIC EFFECT SNAP POLL

Demographics

The majority of respondents (70%) represent 4-year public institutions. Twenty-six percent are from 4-year private institutions. The remaining 4% are from a community college and a 4-year private graduate institution.



Almost half of respondents (48%) are directors, 15% are managers and 11% are deans. "Other" titles included assistant professor and CRM analyst, among others.



PANDEMIC EFFECT SNAP POLL

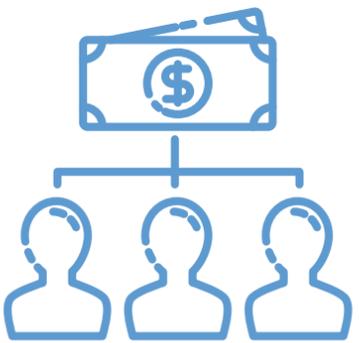
Key Takeaways



4-year institutions have seen a high increase in value of their professional, continuing, and online education units.



Private institutions are signaling a higher increase in value to their online graduate programs while public institutions give the edge to online degrees and stackable credentials.



Public institutions show greater concern for the financial implications of the pandemic, whereas private institutions are more focused on student enrollment and engagement.