



**Partners for
College Affordability**

AND PUBLIC TRUST

Using IPEDS Data for State-level Public Policy Advocacy on College Affordability

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Agenda

- About Partners
- Projects
 - College Affordability Dashboard
 - Textbook Affordability Analysis
 - “Follow the Dollar”
 - Questions to Ask about College Affordability
- Considerations for IPEDES Keyholders
- Questions & Answers



About Partners

- Partners for College Affordability and Public Trust is a nonprofit, nonpartisan organization dedicated to making high-quality, affordable college education a reality for all Americans.
- We are committed to accelerating the widespread adoption of **public policies** and **institutional practices** that improve quality and lower costs at America's public colleges and universities.
- We **translate** good ideas into action by bridging the gaps between research, policy, and practice.
- We ensure that policymakers and college leaders are held accountable by an **informed and engaged public**.



Our Focus

- Institutional revenue and expense side rather than the student aid side of the college affordability equation



Our Theory of Change

Public policies that ensure more strategic public funding of colleges and universities

+

Adoption and scaling of more strategic institutional finance practices

=

More sustainable institutional transformation that reduces costs for students while improving educational quality and student success



What We Do

- We **advocate** for changes in public policy
- We **accelerate** the adoption of institutional best practices
- We **empower and amplify** the public voice



Our Policy Domains

1. Transparency
2. Strategic Institutional Finance
 1. Strategic Pricing
 2. Strategic Spending
3. Strategic Public Funding
4. Public Engagement and Accountability
5. Institutional Governance
6. Affordable Pathways
7. Innovation



VA: 2019 Legislative Outcomes

- 1. Fund and Freeze:** The General Assembly has allocated an additional \$52.5 million for public colleges and universities who agree to freeze in-state tuition for the coming year.
- 2. Public Comment:** Virginia's public colleges and universities will be required to hear from those most affected by decisions to raise tuition.
- 3. Transparency about Financial Aid:** Financial aid award letters will be easier for students and families to understand, helping them make better-informed financial decisions.



VA: 2019 Legislative Outcomes

- 4. Transparency about Other Expenses:** Colleges will now be required to clearly identify courses with low or no-cost textbooks or materials in course catalogs.
- 5. More Accountability:** Governing boards must now provide explanations for any unexpected increases in tuition and fees that deviate from projections in their six-year financial plans.
- 6. Enhancing Institutional Governance:** College governing boards will be trained on student debt trends and on their primary duty to the Commonwealth.



Projects

- College Affordability Dashboard
- Textbook Affordability Analysis
- “Follow the Dollar”
- Questions to Ask about College Affordability
 - Governing Boards
 - Students and Families



College Affordability Dashboard

- Compiles data from multiple sources to help the public compare how public colleges and universities stack up on measures of college affordability and value
- We selected metrics that we think represent institutional performance on factors that are important to students and families in making decisions about their investment in higher education



College Affordability Dashboard

Metric	Source
Average Net Price	U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS) Student Financial Aid Component
10-year Change in Tuition and Fees	U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS) Institutional Characteristics Component
In-state Students Enrolled	U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS) Fall Enrollment Component
Pell Grant Recipients	U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS) Student Financial Aid Component
Typical Total Debt after Graduation	U.S. Department of Education College Scorecard
5-year Cohort Default Rate	Center for American Progress Analysis of U.S. Department of Education Default Rate Data (https://www.americanprogress.org/issues/education-postsecondary/news/2018/08/30/457296/can-see-colleges-long-term-default-rate)
5-year Borrower in Trouble Rate	Center for American Progress Analysis of U.S. Department of Education Default Rate Data (https://www.americanprogress.org/issues/education-postsecondary/news/2018/08/30/457296/can-see-colleges-long-term-default-rate)
Salary 10 Years after Attending	U.S. Department of Education College Scorecard
Economic Mobility	New York Times Analysis of Mobility Report Cards: The Role of Colleges in Intergenerational Mobility (https://www.nytimes.com/interactive/projects/college-mobility)





College Affordability Dashboard: Virginia

The College Affordability Dashboard compiles data from multiple sources to help the public compare how state colleges and universities stack up on measures of college affordability and value.

We selected these metrics because we think they represent institutional performance on factors that are important to students and families in making decisions about their investment in higher education. We hope they also inform conversations about policies and practices that make college more affordable for more students. We used the latest publicly available data for these metrics.

Public Four-Year Institutions

Hide fields Filter Group Sort ...

	Institution	Net Price	Change in Tuition & Fees	In-State Students	Pell Recipients	Typical Debt
1	Christopher Newport University	\$22,770	95%	92%	15%	\$25,000
2	College of William and Mary	\$17,415	128%	62%	11%	\$19,340
3	George Mason University	\$18,629	66%	79%	28%	\$19,500
4	James Madison University	\$16,154	73%	72%	15%	\$20,500
5	Longwood University	\$18,227	57%	94%	22%	\$25,000
6	Norfolk State University	\$14,429	71%	68%	64%	\$31,000
7	Old Dominion University	\$15,213	57%	87%	37%	\$23,750
8	Radford University	\$13,573	72%	92%	33%	\$23,250
9	The University of Virginia's College at...	\$11,418	57%	92%	35%	\$20,000
10	University of Mary Washington	\$20,182	87%	88%	19%	\$20,500
11	University of Virginia-Main Campus	\$16,594	78%	66%	12%	\$19,000

Textbook Affordability Analysis

- *Shining a Brighter Light on Textbook Affordability* (June 2019)
 - We reviewed the allowance for books and supplies reported by public 2-year and 4-year institutions in the Institutional Characteristics component of IPEDS for the 2012–13, 2013–14, 2014–15, 2015–16, 2016–17, and 2017–18 academic years.
 - Data available in <https://public.tableau.com/profile/partners.for.college.affordability.and.public.trust#!/vizhome/TextbookAffordabilityDashboard/ByStateandSector>



Table 1. Average and Median Estimated Academic Year Expenses for Books and Supplies for Full-time Beginning Undergraduate Students, by State and Sector: 2012–13 and 2017–18

	Average			Median		
	2012–13	2017–18	5-year % Change	2012–13	2017–18	5-year % Change
Alabama						
Public, 2-year	\$1,446	\$1,580	9.3%	\$1,400	\$1,575	12.5%
Public, 4-year or above	\$1,291	\$1,348	4.5%	\$1,200	\$1,216	1.3%
Alaska						
Public, 4-year or above	\$1,187	\$1,452	22.3%	\$1,275	\$1,504	18.0%
Arizona						
Public, 2-year	\$1,234	\$1,401	13.6%	\$1,240	\$1,390	12.1%
Public, 4-year or above	\$1,056	\$1,103	4.5%	\$1,020	\$1,125	10.3%
Arkansas						
Public, 2-year	\$1,291	\$1,283	-0.7%	\$1,200	\$1,300	8.3%
Public, 4-year or above	\$1,260	\$1,330	5.6%	\$1,200	\$1,308	9.0%
California						
Public, 2-year	\$1,679	\$1,815	8.1%	\$1,665	\$1,854	11.4%
Public, 4-year or above	\$1,617	\$1,681	4.0%	\$1,665	\$1,854	11.4%
Colorado						
Public, 2-year	\$1,680	\$1,673	-0.4%	\$1,749	\$1,800	2.9%
Public, 4-year or above	\$1,532	\$1,573	2.6%	\$1,607	\$1,680	4.5%
Connecticut						
Public, 2-year	\$1,304	\$1,226	-6.0%	\$1,200	\$1,200	0.0%
Public, 4-year or above	\$1,038	\$1,050	1.2%	\$925	\$850	-8.1%
Delaware						
Public, 4-year or above	\$1,267	\$1,433	13.2%	\$1,500	\$1,600	6.7%

Table 2. Average Estimated Academic Year Expenses for Books and Supplies for Full-time Beginning Undergraduate Students at Texas Public 4-Year Institutions: 2012–13 to 2017–18

Institution	2012–13	2013–14	2014–15	2015–16	2016–17	2017–18	5-year % Change
Tyler Junior College	\$1,170	\$1,188	\$1,800	\$1,500	\$1,800	\$1,800	53.8%
The University of Texas at San Antonio	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,500	50.0%
The University of Texas at El Paso	\$1,160	\$1,186	\$1,188	\$1,216	\$1,216	\$1,632	40.7%
Midland College	\$1,168	\$1,226	\$1,349	\$1,416	\$1,486	\$1,561	33.6%
Prairie View A & M University	\$1,000	\$1,000	\$1,300	\$1,300	\$1,300	\$1,302	30.2%
The University of Texas Rio Grande Valley	\$1,000	\$1,150	\$1,150	\$1,194	\$1,210	\$1,210	21.0%
Sul Ross State University	\$1,208	\$1,340	\$1,366	\$1,366	\$1,366	\$1,366	13.1%
University of Houston-Downtown	\$1,100	\$1,100	\$1,167	\$1,190	\$1,210	\$1,210	10.0%
The University of Texas of the Permian Basin	\$915	\$915	\$915	\$1,000	\$1,000	\$1,000	9.3%
University of Houston	\$1,200	\$1,200	\$1,200	\$1,300	\$1,300	\$1,300	8.3%
Texas Southern University	\$1,450	\$1,450	\$1,450	\$1,450	\$1,524	\$1,569	8.2%
Stephen F Austin State University	\$1,146	\$1,164	\$1,192	\$1,192	\$1,192	\$1,202	4.9%
The University of Texas at Arlington	\$1,160	\$1,160	\$1,206	\$1,206	\$1,206	\$1,206	4.0%
Texas A & M University-Kingsville	\$1,300	\$1,300	\$1,300	\$1,344	\$1,344	\$1,344	3.4%
Tarleton State University	\$1,174	\$1,174	\$1,200	\$1,200	\$1,200	\$1,200	2.2%
Brazosport College	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	0.0%
South Texas College	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	0.0%
Texas A & M University-Commerce	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	0.0%
Texas A&M University-Texarkana	\$1,400	\$700	\$1,000	\$1,400	\$1,400	\$1,400	0.0%
Texas Tech University	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	0.0%
Texas Woman's University	\$1,050	\$1,050	\$1,050	\$1,050	\$1,050	\$1,050	0.0%
The University of Texas at Dallas	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	0.0%
University of Houston-Victoria	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	0.0%
University of North Texas	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	0.0%

Recommendations

- Institutions should voluntarily disclose or report the methodology they use to calculate and report allowances for textbooks and supplies in the context notes provided in the IPEDS Data Collection System and on their websites.
- Institutions should voluntarily disclose the total cost of required textbooks for an entire academic program to help students and families budget more accurately.
- Institutions, through the Association for Institutional Research (AIR) and the National Association of Student Financial Aid Administrators (NASFAA), should develop and adopt a common methodology for calculating and reporting allowances for textbooks and supplies in IPEDS.
- Institutions, in partnership with textbook service providers and publishers, should develop better ways to collect data on textbook costs to better reflect the impacts of textbook affordability initiatives.



“Follow the Dollar”

- We reviewed core revenues and expenses for public 2-year and 4-year institutions in the Finance component of IPEDS
- Currently developing user-friendly interface so users can “follow the dollar”



Virginia Public 4-Year Institutions (Fiscal Years 2012 and 2017)

Christopher Newport University

Revenues				Expenses		
	FY2012	FY2017			FY2012	FY2017
Tuition and fees	\$0.26	\$0.40 ▲	} \$1.00	Instruction	\$0.51	\$0.55 ▲
State appropriations	\$0.23	\$0.34 ▲		Research	\$0.02	\$0.03 ▲
Local appropriations	\$0.00	\$0.00		Public service	\$0.00	\$0.00
Government grants and contracts	\$0.06	\$0.05 ▼		Academic support	\$0.14	\$0.14
Private gifts, grants, and contracts	\$0.01	\$0.02 ▲		Student service	\$0.11	\$0.11
Investment return	\$0.00	\$0.00		Institutional support	\$0.16	\$0.15 ▼
Other revenues	\$0.43	\$0.19 ▼		Other expenses	\$0.06	\$0.02 ▼

College of William and Mary

Revenues				Expenses		
	FY2012	FY2017			FY2012	FY2017
Tuition and fees	\$0.46	\$0.45 ▼	} \$1.00	Instruction	\$0.39	\$0.38 ▼
State appropriations	\$0.19	\$0.17 ▼		Research	\$0.21	\$0.18 ▼
Local appropriations	\$0.00	\$0.00		Public service	\$0.00	\$0.00
Government grants and contracts	\$0.14	\$0.11 ▼		Academic support	\$0.14	\$0.13 ▼
Private gifts, grants, and contracts	\$0.07	\$0.11 ▲		Student service	\$0.06	\$0.05 ▼
Investment return	\$0.00	\$0.02 ▲		Institutional support	\$0.10	\$0.13 ▲
Other revenues	\$0.13	\$0.13		Other expenses	\$0.09	\$0.12 ▲

George Mason University

Revenues				Expenses		
	FY2012	FY2017			FY2012	FY2017
Tuition and fees	\$0.47	\$0.47	} \$1.00	Instruction	\$0.53	\$0.54 ▲
State appropriations	\$0.18	\$0.19 ▲		Research	\$0.14	\$0.13 ▼
Local appropriations	\$0.00	\$0.00		Public service	\$0.04	\$0.03 ▼
Government grants and contracts	\$0.22	\$0.19 ▼		Academic support	\$0.11	\$0.12 ▲
Private gifts, grants, and contracts	\$0.04	\$0.04		Student service	\$0.05	\$0.05
Investment return	\$0.00	\$0.00		Institutional support	\$0.09	\$0.09
Other revenues	\$0.09	\$0.12 ▲		Other expenses	\$0.05	\$0.04 ▼

Questions to Ask

- One-pager of questions about college affordability for targeted audiences
 - [Members of governing boards of public colleges and universities](#)
 - Students and families (forthcoming)
- Informed by existing reporting and disclosure requirements



Members of governing boards of public colleges and universities should have the resources they need to make more informed decisions about college affordability. These are questions that board members should ask themselves and the institutions they govern.

My Role

- Do I have a clear understanding of the state's higher education **goals** and how the institution's **mission** aligns with those goals?
- Do I understand how to **balance my fiduciary duty to the taxpayers** I represent with the policies and practices of the institution I govern?

The Institution's Business Model

- Do I know how much it **costs** to educate a student at the institution?
- What are the **differences in cost** by degree level and by program?
- Do I know how the institution **earns** its revenue?
- Do I know how the institution **spends** its revenue?
- Do I know how the institution ensures **operational efficiency** while improving academic quality?
- Do I know how the institution ensures that the cost of **future investments** in **educational quality** and student success don't unnecessarily get passed on to students and families?
- Do I have the information I need to make decisions about the **fiscal sustainability** of the institution?

Tuition and Fees

- Do I understand how **tuition and fees** are determined at the institution?
- Do I understand the potential **impacts of changes** in tuition and fees that I approve?
- Do I have opportunities to **hear from students, families, and members of the public** before I make decisions about tuition and fees?

Affordability for Students and Families

- Do I know how much grant or scholarship **aid students receive**?
- Do I know how much students pay **out-of-pocket** to attend?
- Do I know how many take out **student loans**?
- Do I know how much **debt** they accrue when they leave—whether they graduate or not?
- Do I know how many of them **repay their student loans**?
- Do I know how many of them **default** on their loans?
- Do I know if they **earn a living** after they graduate?
- Do I know if there are differences based on a student's **race, ethnicity, or family income**?

Considerations for IPEDS Keyholders

- We regularly use IPEDS data for advocacy purposes!
- We combine data from different IPEDS components, so Keyholders need to continue ensuring data quality and consistency across different components
- Keyholders should continue cultivating relationships with other institutional units—in particular:
 - Business Affairs
 - Financial Aid
 - Human Resources
 - Marketing and Communications





**Partners for
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Questions & Answers