

BROOKINGS

Advancing Higher Education in our States: The Case for Engagement

The state of higher education and state governments

Katharine Meyer

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A blue-tinted photograph of the Brookings Institution building, a large, classical-style stone structure with a prominent arched entrance and multiple windows. The image is overlaid with a semi-transparent blue filter.

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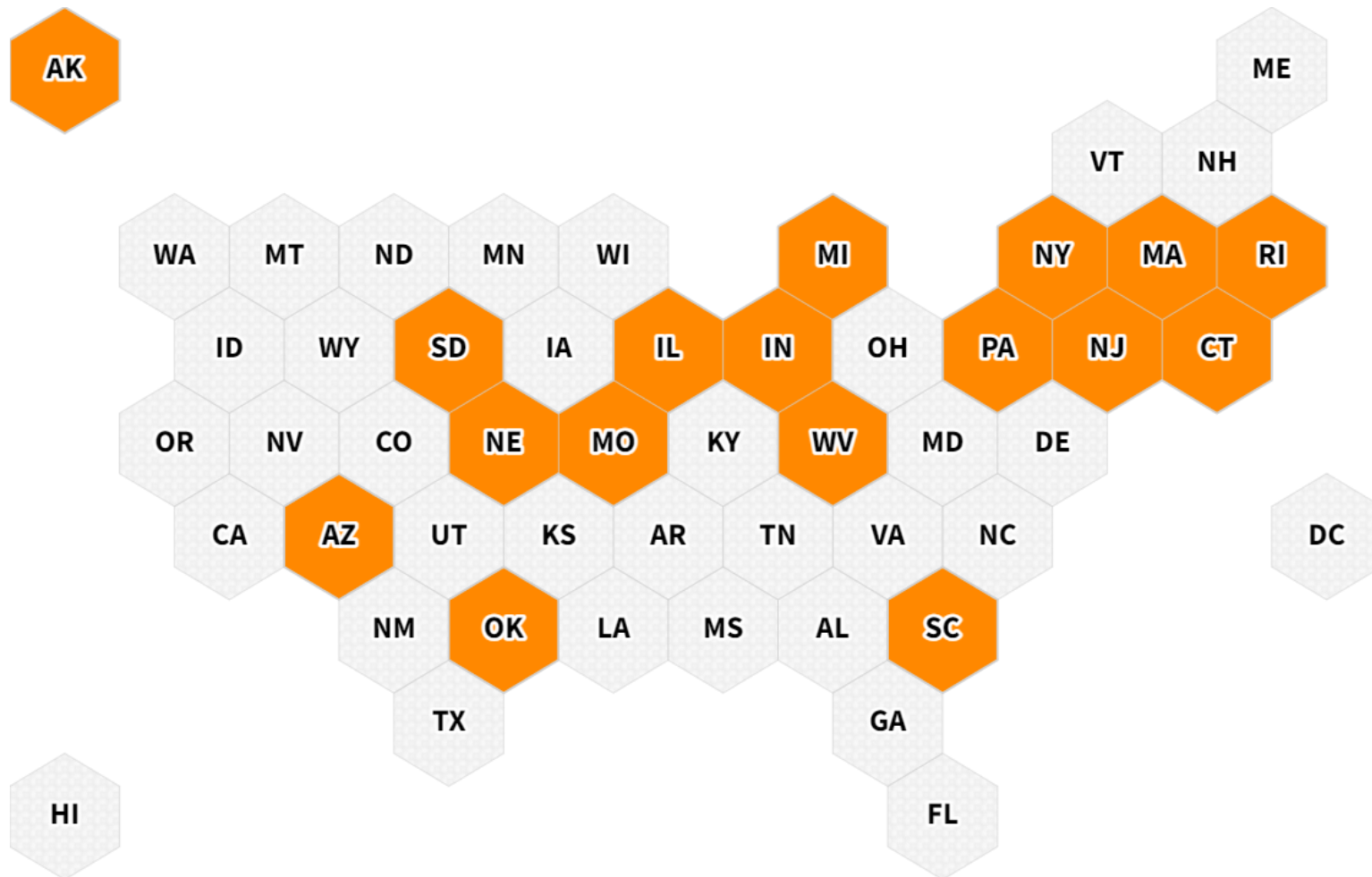
State Postsecondary Priorities 2024

*Insights from state executive and
legislative branches*

Gubernatorial Priorities in 2024

“State of the State”

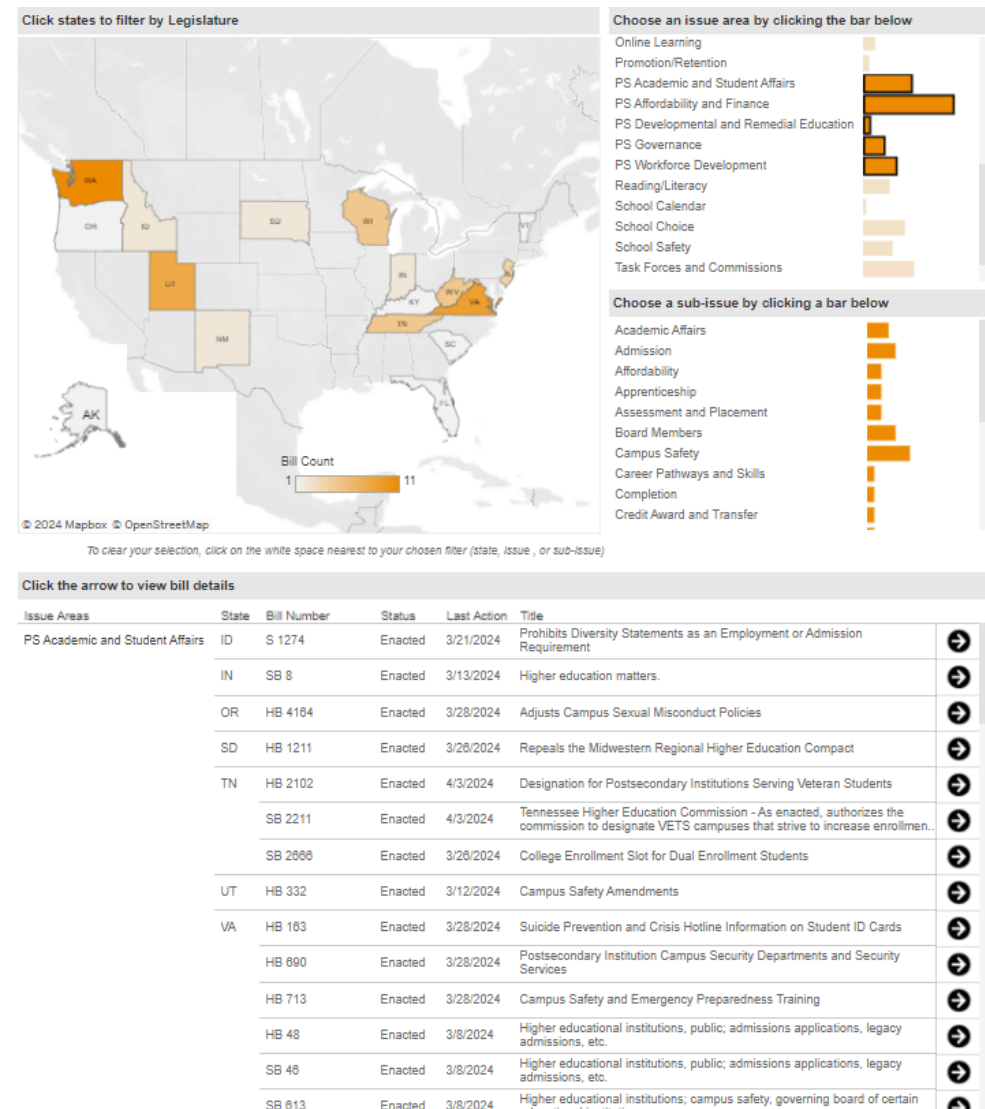
- FutureEd and Education Commission of the States track “state of the state” addresses
- 17 governors outlined higher education priorities in 2024
- Cost of college: Free college proposals, freeze tuition
- Accountability: Performance- or outcomes-based funding
- New programs: AI, cybersecurity, healthcare



<https://www.future-ed.org/governors-education-priorities-in-their-2024-state-of-the-state-addresses/>

State Legislative Priorities in 2024

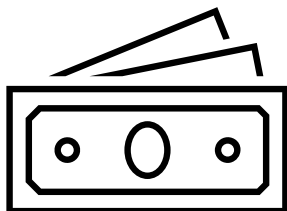
- National Conference of State Legislatures Postsecondary Bill Tracker
- Education Commission of the States State Education Policy Tracker
- *Academic and Student Affairs (16)*: Legacy admissions in VA, prohibiting diversity statements in ID, top X% admissions plan in WI
- *Affordability (30)*: Expanding aid to summer enrollment in NJ, aid to health care workers
- *Governance (7)*: Prohibiting DEI offices in UT
- *Workforce development (11)*: Teacher apprenticeship in SD, Native American apprentice assistance program in WA



<https://www.ncsl.org/education/postsecondary-legislation-database>

<https://www.ecs.org/state-education-policy-tracking/>

Trends in state higher education governance and future directions



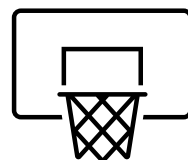
- Funding institutions: Performance-based funding, tuition freezes
- Funding students: Universal FAFSA, new scholarship programs

Money



- Admissions: Legacy (CO, VA, CT, MD, CA, MA, NY, MI), top X% plans
- DEI
- Governance / accountability

Mission



- Sports / NIL
- University employees: Retirement, unionization, federal labor laws

Workers



- AI: Governance and programs of study
- HS-->College: Dual enrollment, early college
- Workforce development

Skills

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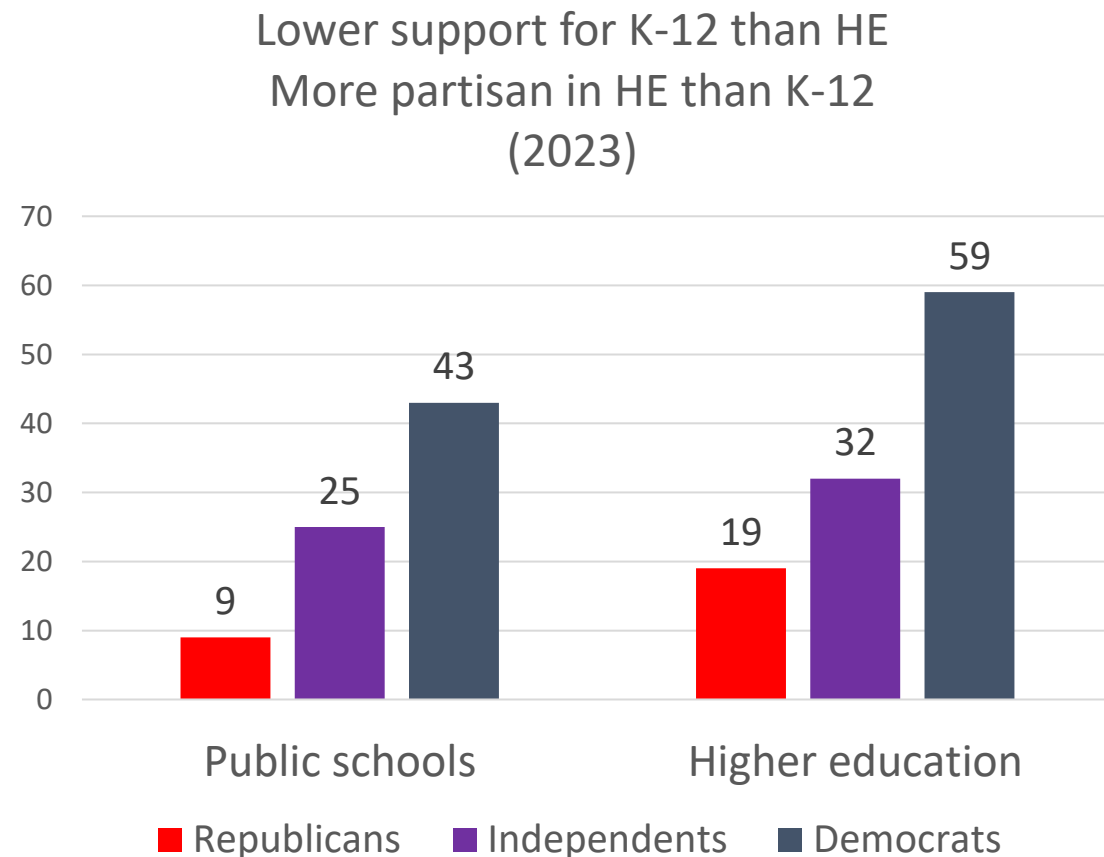
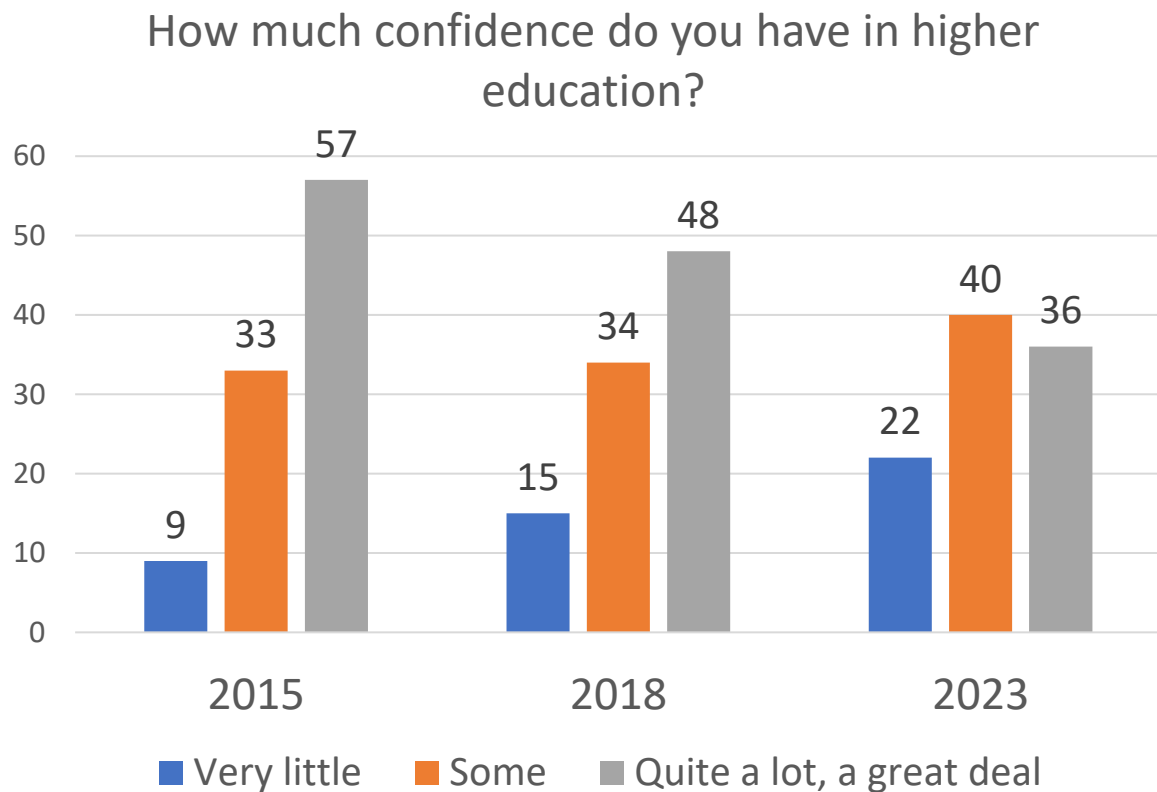
How to engage with the state policymaking process

*Policy actors, state timelines, and
communication resources*

Communicating important information to a policymaker / policy actor

- What does a policy actor need to know on this issue **from you**?
- Who are the policy actors:
 - Executive Branch: State agencies & boards, Secretaries, Governor & policy team
 - Legislative: Legislature members and staff, state legislative review committees
 - Office of the Attorney General (“state law firm”)
 - Public: Research organizations, membership associations, issue advocacy organizations, voters

Public actors: Crisis of confidence in higher education



Source: Gallup, 2023

<https://news.gallup.com/poll/508352/americans-confidence-higher-education-down-sharply.aspx>

How to engage

- Effective policy memos – about specific issues, recommend action
- Issue briefs – provide background needed to understand an issue
- Legislative forums – build relationships
- Editorials – raise awareness, outline arguments
- Legislative testimony – argue for or against specific bills

Why a college education is not a waste of time

Published: April 3, 2024, 11:23 a.m. MDT | Updated: April 3, 2024, 4:38 p.m. MDT

VIEW COMMENTS SHARE



University of Utah sophomores Asher Stewart, Neon Huff and Annie de Bry study in the J. Willard Marriott Library at the University of Utah in Salt Lake City on Wednesday, March 13, 2024. | Kristin Murphy, Deseret News

By Taylor Randall, Betsy Cantwell., Utah State University President

A college education remains one of the single most important indicators of a happy, healthy and economically stable society. Yet despite overwhelming evidence to the

It's time to adopt performance-based funding for Pa. higher ed | Opinion

Updated: Feb. 04, 2024, 10:11 a.m. | Published: Feb. 04, 2024, 9:59 a.m.



Neeli Bendapudi speaks during a meeting of the Penn State Board of Trustees, Thursday, Dec. 9, 2021, in State College, Pa. The Penn State Board of Trustees voted Thursday to hire Bendapudi as president. She's first woman and first person of color to serve in that role for Penn State. AP Photo/Matt Rourke

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College Sports Are a Treasure. Don't Turn Them Into the Minor Leagues.

March 23, 2023



By Angela Kirkwood

Share full article

By John I. Jenkins and Jack Swarbrick

Father Jenkins is the president of the University of Notre Dame, where Mr. Swarbrick is director of athletics.

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Where policy comes from

*Case studies of FAFSA, DEI, and
workforce development*

The Free Application for Federal Student Aid



Opinion
OP-ED CONTRIBUTORS

An Answer on a Postcard

By Lamar Alexander and Michael Bennet
June 18, 2014

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WASHINGTON — THIS year, more than 20 million college students will complete the dreaded 108-question Free Application for Federal Student Aid, commonly known as the Fafsa. Most do it again every year they're in school. Some pay someone to help them. Colleges hire thousands of staff members to assist students who are so intimidated by the form that they don't apply.

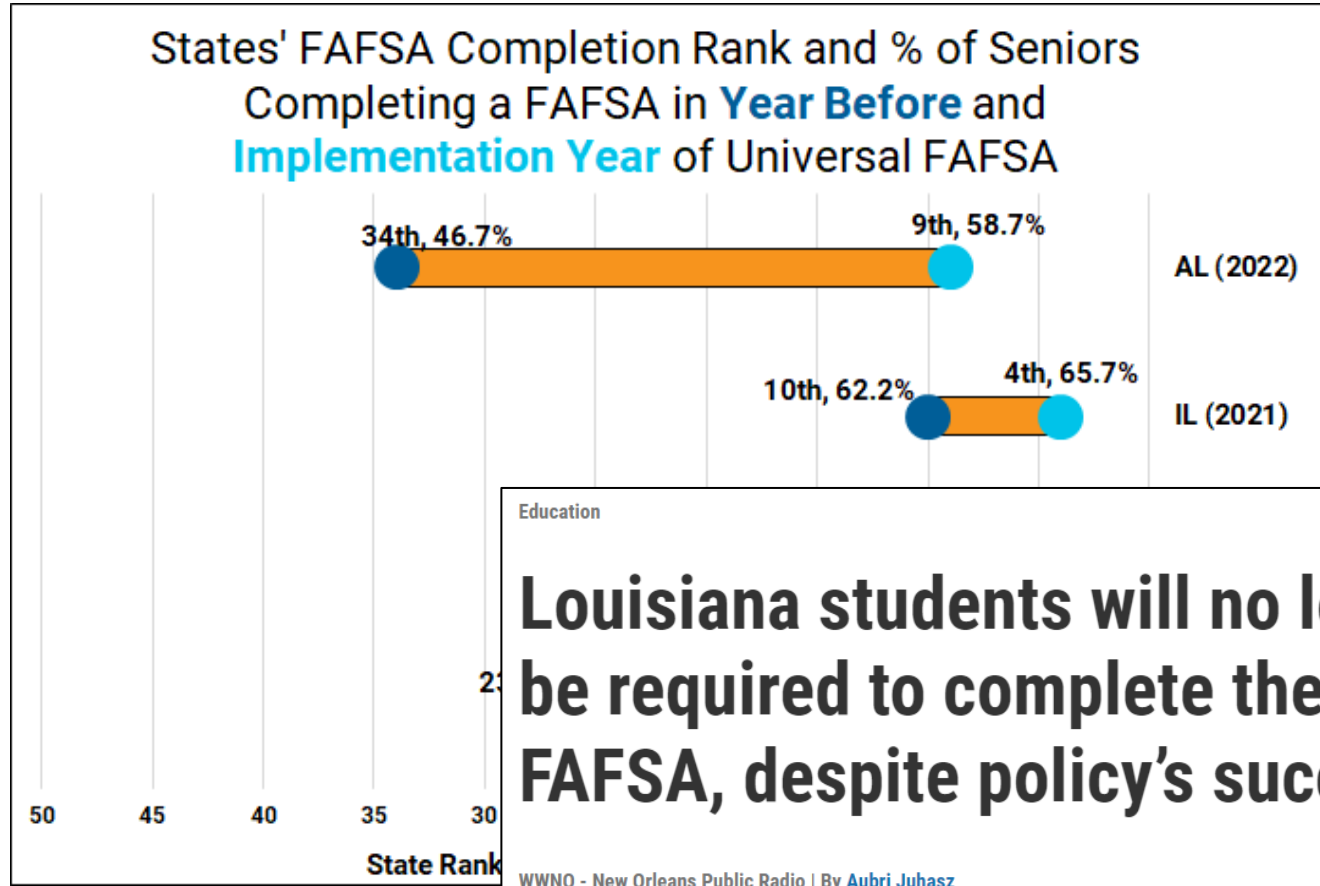
TheUpshot
ECONOMIC VIEW

Fafsa Follies: To Gain a Student, Eliminate a Form

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...taken belief that they...
...ch is intended to...
...increase opportunities for low-income students, is largely to blame.



Education

Louisiana students will no longer be required to complete the FAFSA, despite policy's success

WWNO - New Orleans Public Radio | By Aubri Juhasz
Published March 7, 2024 at 6:27 PM CST

LISTEN • 5:26

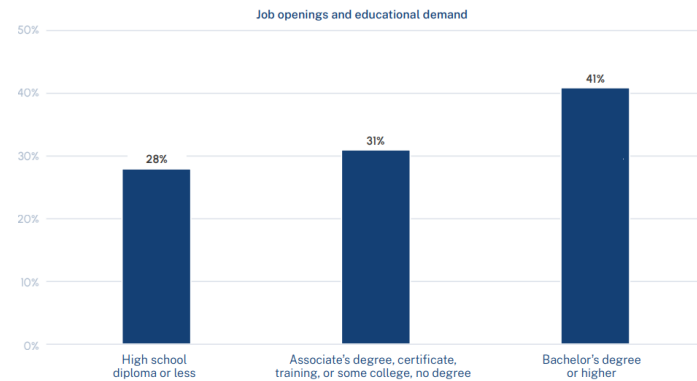
Source: National College Attainment Network
<https://www.ncan.org/news/news.asp?id=613062&hhSearchTerms=%22louisiana+and+high+and+low+and+income+and+FAFSA>

Workforce Development and Career Connections

FIGURE 1
PERCENTAGE OF RESPONDENTS INDICATING A 2024 ISSUE IS IMPORTANT OR VERY IMPORTANT



FIGURE 1. By 2031, 72 percent of job openings will require workers with at least some postsecondary education and/or training.



Source: Georgetown University Center on Education and the Workforce forecast using data from the US Census Bureau and Bureau of Labor Statistics, Current Population Survey (CPS); US Census Bureau, American Community Survey (ACS); US Bureau of Labor Statistics; IHS Markit; and Lightcast.

COMMENTARY

National Apprenticeship Week 2023: How can we scale earn-and-learn opportunities in the US?

Annelies Goger
November 16, 2023

- Align and work on a collective impact strategy
- Give industry a clear role, return on investment, and responsibility
- Prioritize messaging and outreach
- Recognize learning and assure quality

Thank you!

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