



*College Planning and the Perceptions of Parents After COVID-19.*

# Survey Methodology

- Ruffalo Noel Levitz, CampusESP, Cappex, and NAIA partnered to survey parents of college bound high school juniors and seniors electronically.
- Survey deployed beginning 04/14/20 and closed 04/23/20.
- Total completed responses **3,827**



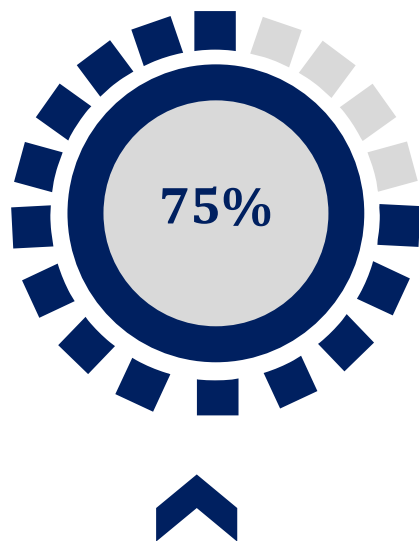
# Respondent Demographics

High school or less	29%
2 year degree	9%
Bachelor's degree	37%
Graduate degree	26%

11th (Class of 2021)	10 %
12th (Class of 2020)	90%

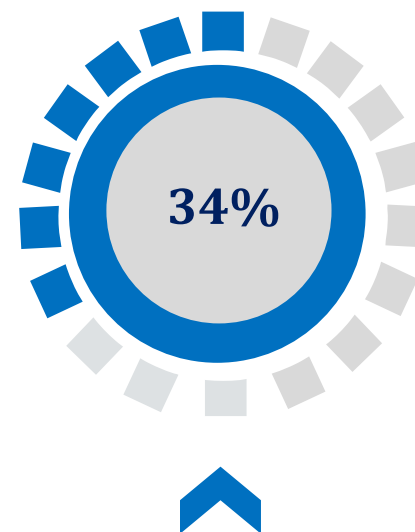
White	68%
Hispanic	14%
Black	11%
Asian	5%
Prefer not to disclose	5%
Multi-racial	3%
American Indian	1%
Other	1%
Middle Eastern	0%

Northeast	22%
Midwest	19%
South	31%
West	28%



Parents who have personally or financially been impacted by COVID-19

81% Juniors  
74% Seniors

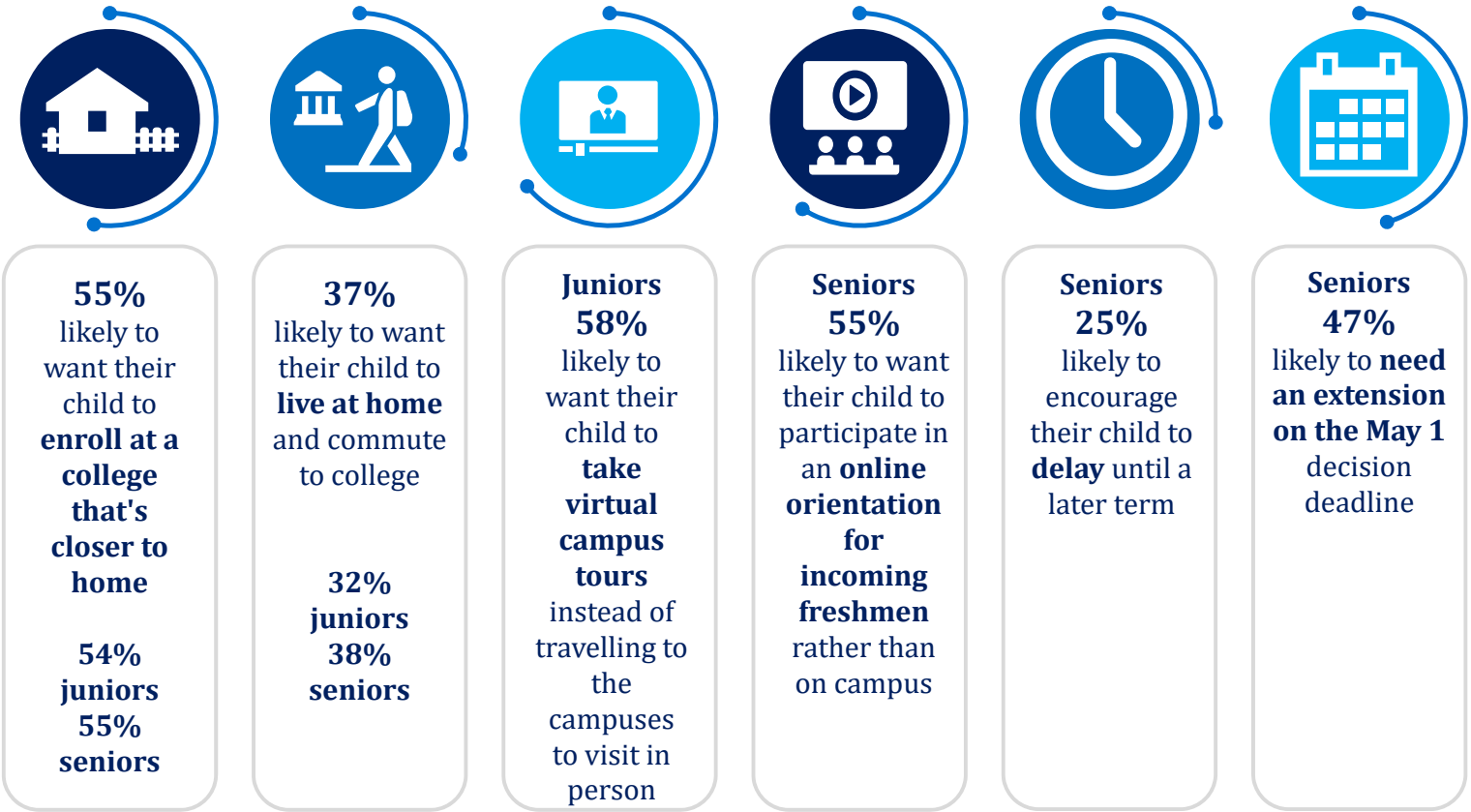


Parents of seniors who responded COVID-19 impacted their student's decision to enroll in college in the fall

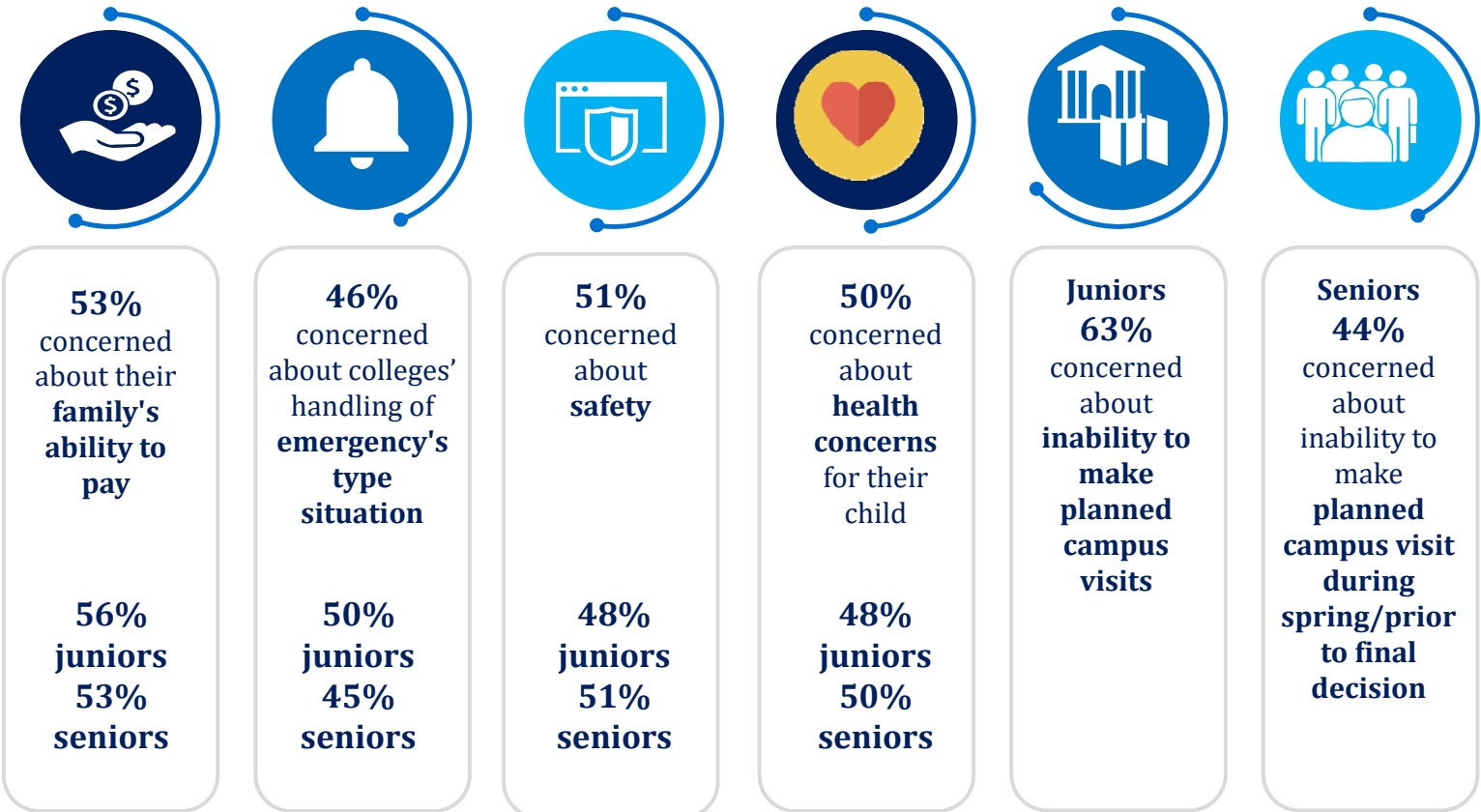
The background of the slide is a blue-tinted photograph of a person's hands typing on a laptop keyboard. The image is semi-transparent, allowing the text to be clearly visible. The person is wearing a dark-colored long-sleeved shirt. The laptop keyboard is visible in the lower right portion of the frame.

# Issues and Concerns

# As a result of COVID-19



# As a result of COVID-19



A close-up photograph of a person's hands typing on a laptop keyboard. The image is overlaid with a semi-transparent blue grid pattern. The text "Virtual Events" is centered in white, sans-serif font.

# Virtual Events



# Virtual events-Parents of juniors

## Virtual college informational events

45% participated

57% satisfied/20% dissatisfied



## One-one-one virtual session with admissions representatives

21% participated

57% satisfied/17% dissatisfied



## College virtual tours/visits

48% participated

49% parents satisfied/24% dissatisfied



## Events for prospective students and/or their families

18% participated

42% satisfied/23% dissatisfied



## Virtual events-Parents of seniors

### Virtual college informational events

44% participated

62% satisfied/15% dissatisfied



### College virtual tours/visits

42% participated

55% parents satisfied/19% dissatisfied

### One-one-one virtual session with admissions representatives

29% participated

55% satisfied/15% dissatisfied

### Events for admitted students and/or their families

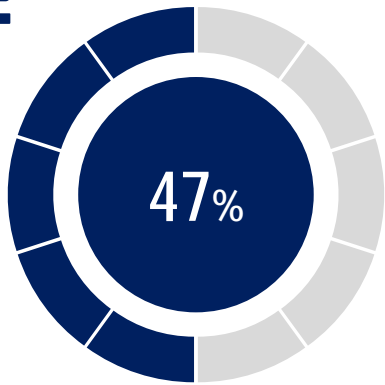
40% of participated

52% satisfied/22% dissatisfied

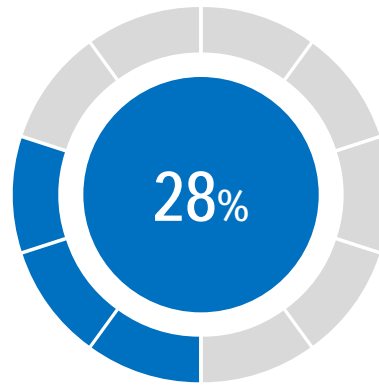


## Reason for not attending virtual events

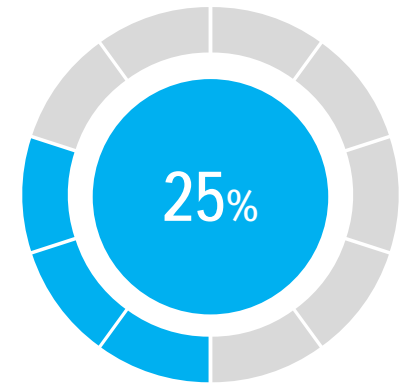
Juniors



The institutions my child is considering have not invited me as a parent

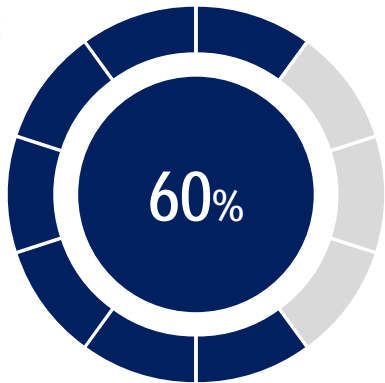


I was invited but they were at times that were not convenient for me

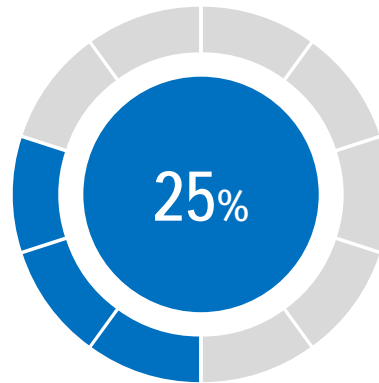


I did not think it was necessary

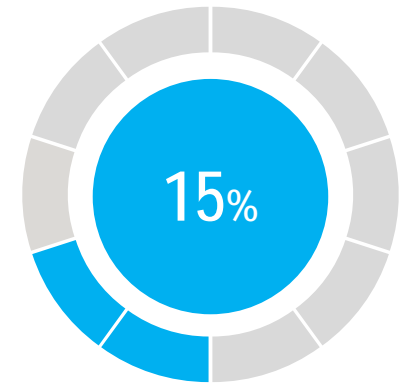
Seniors



The institutions my child is considering have not invited me as a parent



I was invited but they were at times that were not convenient for me



I did not think it was necessary

A blue-tinted, semi-transparent image showing a person's hands holding a smartphone over a laptop keyboard. The text "College Financing" is overlaid in white. The background is a dark blue, textured surface.

# College Financing

# Parents of Juniors

95% important

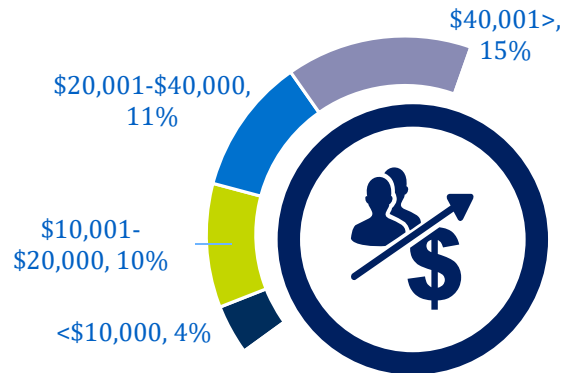


How important will financial aid & scholarships be in helping your child decide where to attend?

96% difficult



How difficult will it be to pay for your child's college education?



How much are you planning on borrowing to pay for your child's undergraduate education?

42% don't know how much they will borrow  
17% not borrowing



As a result of COVID-19 50% think college will cost more than it did before



# Parents of Seniors

95% important

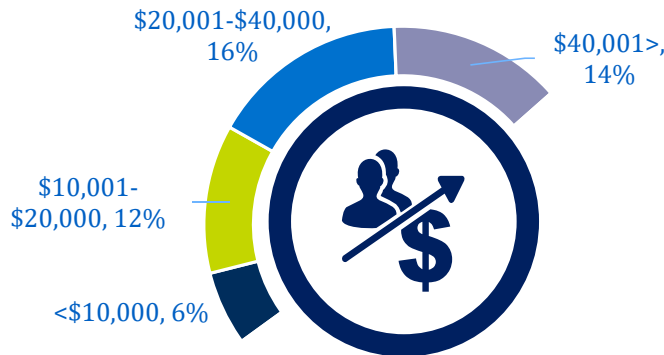


**How important will financial aid & scholarships be in helping your child decide where to attend?**

91% difficult



**How difficult will it be to pay for your child's college education?**



**How much are you planning on borrowing to pay for your child's undergraduate education?**

29% don't know how much they will borrow  
22% not borrowing



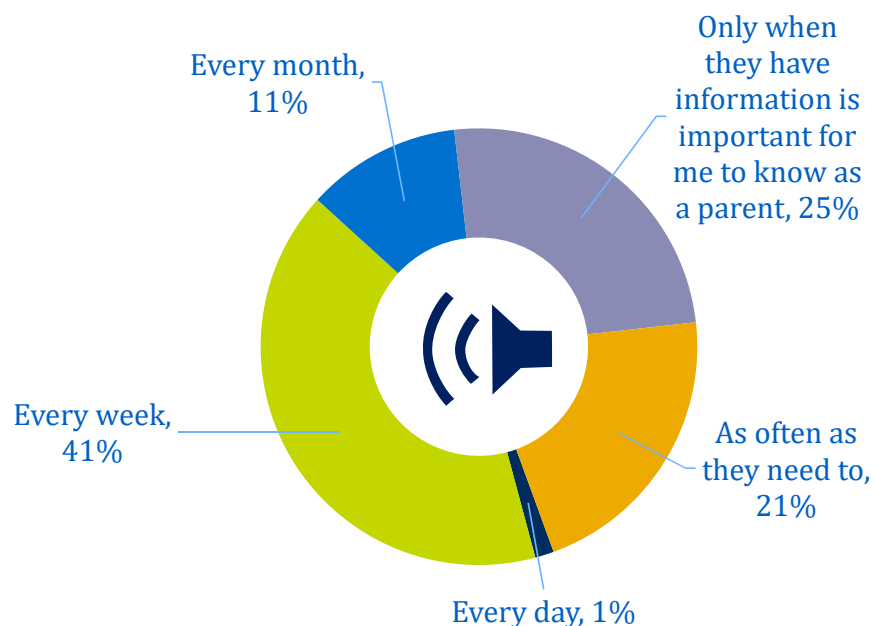
**As a result of COVID-19 36% think college will cost more than it did before**





# Communication

## How often should the college or university communicate with you?



**Eighty percent** of parents expect more communication regarding **additional financial aid available and half** expect communication on **deadline extensions**.



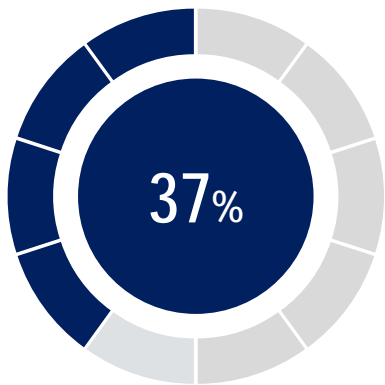
Topics the parents want to receive information about:



A blue-tinted, semi-transparent image showing a person's hands holding a smartphone over a laptop keyboard. The text "Student Athletes" is overlaid in white, centered on the image.

# Student Athletes

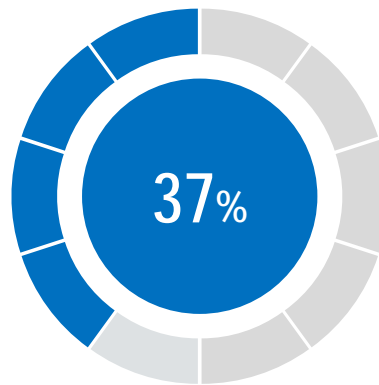
# Juniors



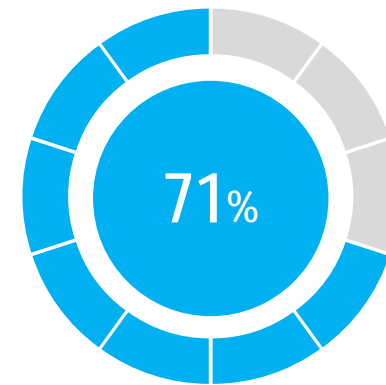
Students' being recruited to play intercollegiate athletics



Students offered an athletic scholarship

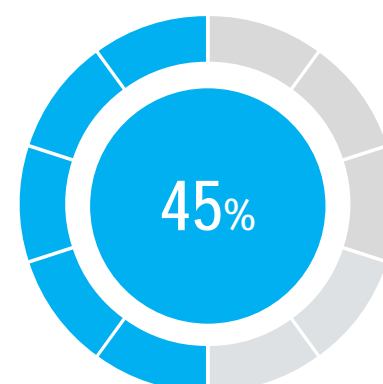
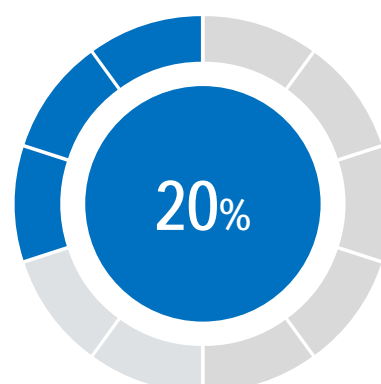
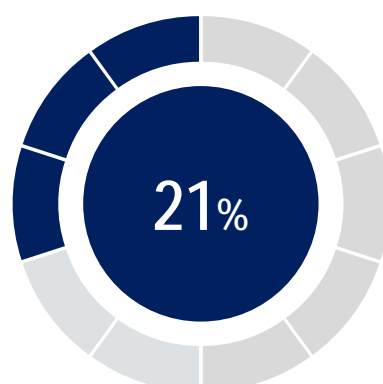
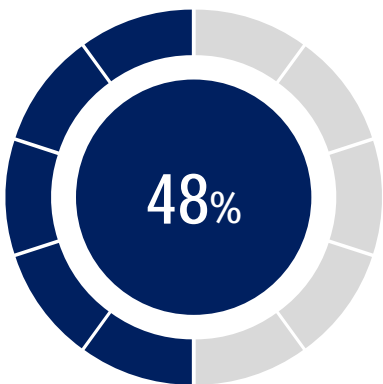


COVID-19 changed child's plans to compete in college in the future



COVID-19 affected child's athletic opportunity

# Seniors



# How COVID-19 has affected athletic opportunity

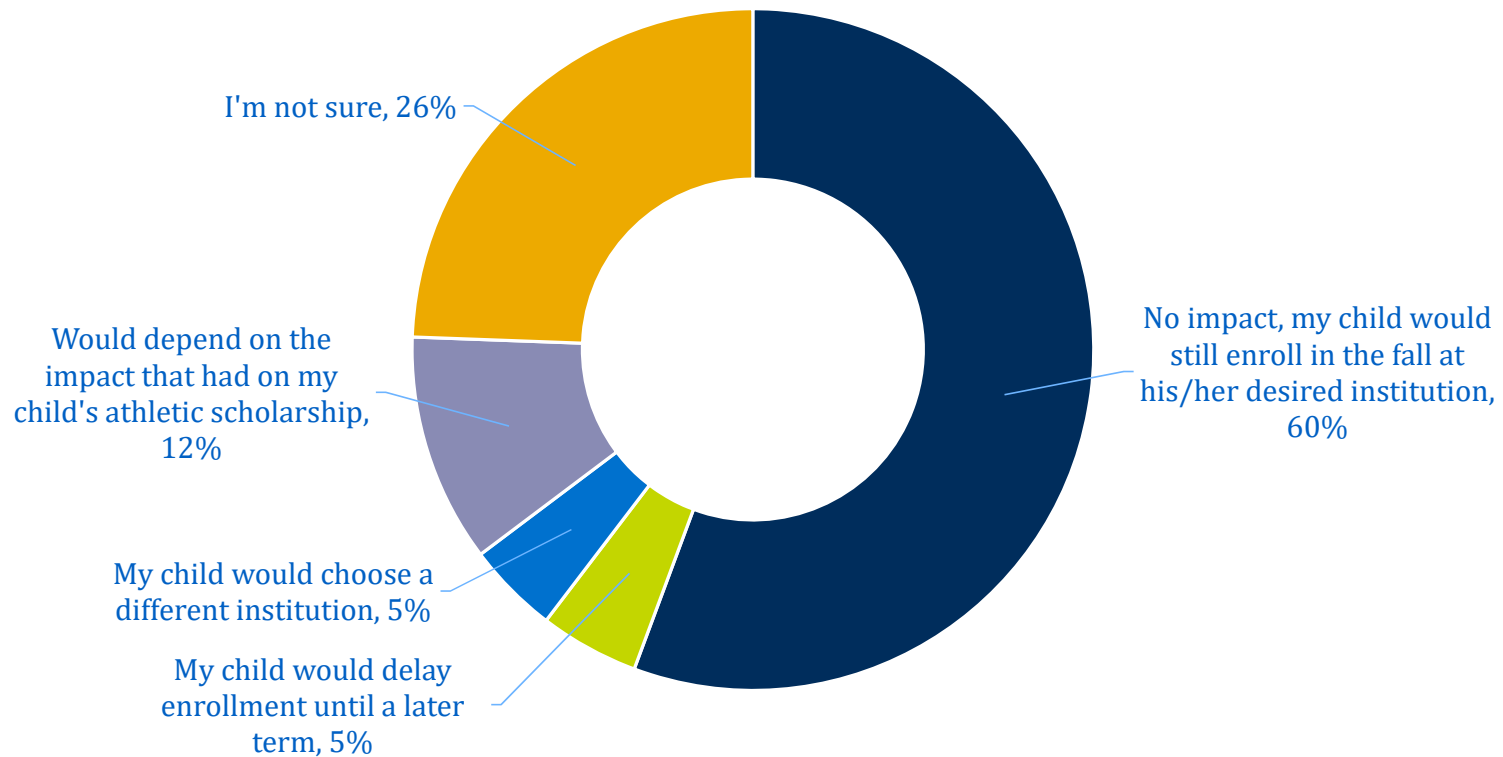
## Juniors

<b>Spring high school sports cancelled</b>	<b>75%</b>
<b>Spring club sport seasons cancelled or postponed</b>	<b>57%</b>
<b>College on-campus visits/tours cancelled</b>	<b>70%</b>
<b>Spring recruiting events cancelled</b>	<b>57%</b>
<b>Showcase tournaments cancelled</b>	<b>51%</b>
<b>Limited ability to connect with college coaches</b>	<b>48%</b>
<b>Summer sport camps cancelled</b>	<b>43%</b>

## Seniors

<b>College on-campus visits/tours cancelled</b>	<b>62%</b>
<b>Spring high school sports cancelled</b>	<b>60%</b>
<b>Limited ability to connect with college coaches</b>	<b>43%</b>
<b>Spring recruiting events cancelled</b>	<b>38%</b>
<b>Showcase tournaments cancelled</b>	<b>32%</b>
<b>Spring club sport seasons cancelled or postponed</b>	<b>31%</b>
<b>Cancellation of ACT/SAT testing opportunities</b>	<b>25%</b>

# If your child plays a fall sport and the upcoming sport season begins later due to COVID-19, what impact would that have on your college enrollment in the fall?



If you want to learn more about this  
research contact

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