**Survey: College Presidents globally signal pressure on business model and enrollment, report widespread shifts in delivery model.**

***International Association of University Presidents (IAUP) survey of over 700 higher ed leaders globally highlights shifts in landscape due to pandemic and economic pressure***

**In a new survey, college presidents across the globe report widespread pressures on university business models and enrollment, while signaling the potential for lasting shifts in delivery models and international education in response to the fallout from the coronavirus pandemic.**

**The survey, fielded by the International Association of University Presidents (IAUP) and Santander Universidades, in partnership with multiple higher education organizations, including but not limited to the Hispanic Association for Colleges and Universities (HACU), received over 700 responses from higher ed leaders in almost 90 countries on six continents.**

**“As we moved past the initial pandemic response, we’re now getting a robust glimpse of its long-term impacts for institutions across the globe,” said Fernando León García, president-elect of IAUP and current president of CETYS University, a private, non-profit institution in Baja California, Mexico.**

**“Beyond pressures on fundraising and enrollment, the effects of the pandemic have also up-ended how institutions ability to collaborate with industry partners and suggest potentially major shifts in trends for international education.”**

**Respondents noted widespread financial pressures, with some predicting a need for significant changes to their financial model.** In addition, more than 73% of institutions anticipate revenue declines, with 59% anticipating drops in enrollment, and 49% in fundraising. A decline in institutional revenues was the top response across all regions that were surveyed.

Contrasting with these potential declines, 45% of respondents were anticipating an increase in financial support for students. Beyond the obvious need for investment in infrastructure, especially linked to technology, leaders foresaw possible increases in continuing education, programs supporting student employability, and programs supporting entrepreneurship. There were differences across regions as a rise in financial support of students was at the top of the list for the Americas and Europe, while for Asia/Oceania is was investment in infrastructure and for Africa/Middle East it was programs supporting student employability.

“Worldwide, the pandemic has been a catalyst, accelerating changes that were already urgent in higher education institutions, including alternative income models and, very importantly, new pedagogic student-centered approaches, that have at their core a broad digitalization of the whole academic institution”, added Arturo Cherbowski, Executive Director of Santander Universidades México. “Our hope is that the results will help to inform and better prepare leaders to not only face the challenges that the COVID-19 has put forward, but also to begin to address major transformational needs in higher education.”

In relation to COVID-19, the IAUP Survey focused on Initial Institutional Reaction, Preparing for 2020-2021, and Looking Forward. Initial Institutional Reactions refers essentially to the first half of 2020. Preparing for 2020-2021 comprises the period immediately before the start of and for some the Fall academic period in progress. Looking Forward concerns what leaders envision three or more years from now.

**Other key findings include:**

* Just 37% of respondents considered their institution ready for COVID-19. Asia and Oceania reported the highest level of preparedness (49%), with North America the lowest (29%).
* COVID is also deeply impacting university collaboration with business and industry, with 56% of respondents anticipating declines in university-industry collaboration this year.
* Leaders also appear to be – at least temporarily – embracing a broader perspective on internationalization with the expansion of e-mobility (or virtual mobility). In addition, they underscored the importance of partnerships.
* The top concerns among respondents were student success (68%), overall financial stability (57%), maintaining student engagement (51%), inclusion (49%), and a decline student enrollment (44%).
* A higher number of institutions indicated that they were focusing on addressing temporary needs (47%) rather than restructuring (39%) or reinventing (36%). A focus on short term and superficial appears to be above long term and substance. This was true across all regions that were surveyed and among public institutions as well as private ones.
* Respondents also reported envisioning a future where programs would involve a combination of online, hybrid, and face-to-face programs (71%); hybrid programs (70%), online programs (67%), and alternative delivery models (66%).

A more extensive report will be forthcoming over the next couple of weeks. It will include more comparisons by regions, as well as data for a select group of countries. Our hope is that the results will further inform and better prepare leaders to not only face the challenges of the continuation of COVID-19 but also to begin to address major transformational needs in higher education.

**ABOUT THE INTERNATIONAL ASSOCIATION OF UNIVERSITY PRESIDENTS (IAUP)**

IAUP is an association of university chief executives from higher education institutions around the world. It is a Non-Governmental Organization (NGO) holding the highest (ECOSOC) consultation rights at the United Nations, and formal consultation rights with UNESCO. IAUP’s membership is limited to individuals who serve as Presidents, Rectors or Vice-Chancellors at regionally accredited colleges or universities.

IAUP was founded in 1965 and it has, ever since, strived for excellence in the following: To provide a well-informed forum for university leaders throughout the world; to contribute to a worldwide vision of higher education and strengthen the international mission of institutions throughout the world; increase the exchange of experiences, levels of collaboration and networking between university leaders; to support sustainable development in a context of global competency; to make every effort for the voice of educational leaders to be heard; and to promote peace and international understanding through education.

**ABOUT BANCO SANTANDER MÉXICO (NYSE: BSMX BMV: BSMX)**

Banco Santander México, SA, Institución de Banca Múltiple, Grupo Financiero Santander México (Banco Santander México), one of the main banks in Mexico, offers a wide range of financial products and services, including commercial banking and individuals, financial advisory services , and other investment activities. Banco Santander México offers a financial services platform aimed at the middle and high segments of the population and small and medium-sized companies. It also provides integrated financial services to large multinational companies in Mexico. As of June 30, 2020, Banco Santander México had total assets of $ 1,929 billion and more than 18.6 million customers. Headquartered in Mexico City, the company operates 1,406 branches and offices throughout the country and has a total of 20,062 employees.

**ABOUT THE HISPANIC ASSOCIATION OF COLLEGES AND UNIVERSITIES (HACU)**

HACU, founded in 1986, represents more than 500 colleges and universities in the United States, Latin America, Spain, and school districts throughout the U.S. HACU is the only national association representing existing and emerging Hispanic-Serving Institutions (HSIs). The Association’s headquarters are located in San Antonio, Texas, with regional offices in Sacramento, California and Washington, D.C.