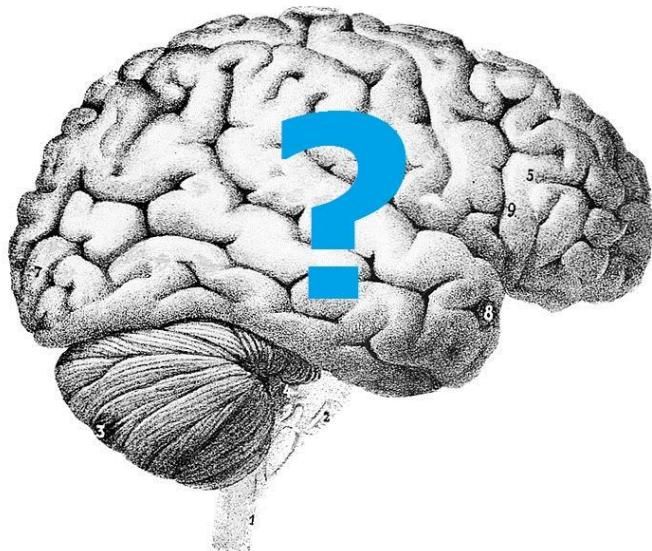


# Louisiana Colleges and Universities in the Public Mind



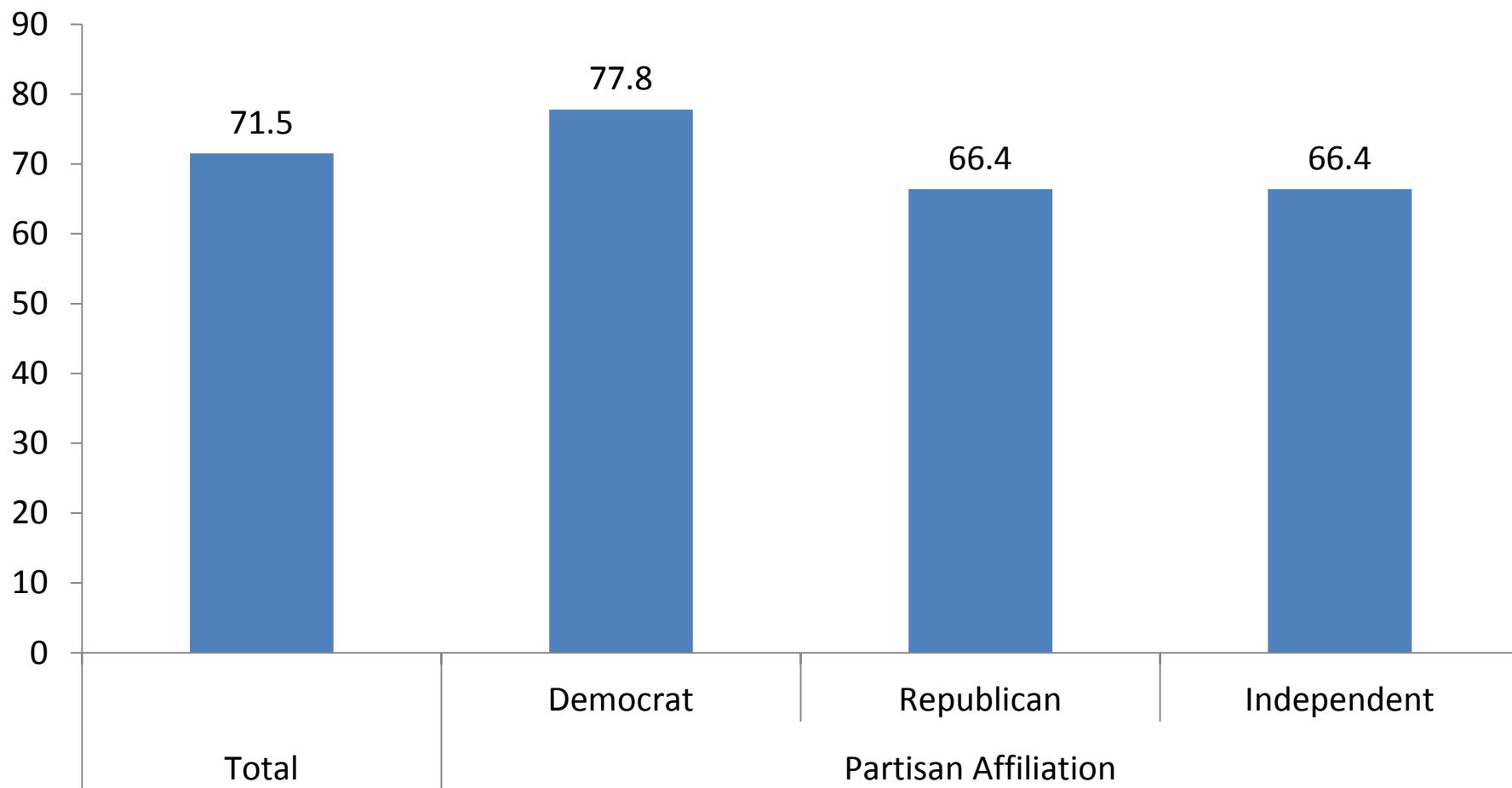
# The Higher Education – Public Opinion Puzzle



*Public Support ≠ Better Funding*

# Support for Higher Education Crosses Party Lines

Support for Small Sales Tax Increase if Additional Money Went to Higher Education



# Support Consistent Across Years and Question Wording

- **The 2013 Louisiana Survey**
  - 82% agree or strongly agree **tax reform should offset cuts** to health care and higher education
- **The 2012 Louisiana Survey**
  - 72% improving graduation rates at state universities and colleges **very important for economic development**
- **The 2011 Louisiana Survey**
  - 61% want **no cuts to Louisiana colleges and universities** to balance the state budget.
  - 88% expressed **concern budget cuts would affect quality of academic programs**, including 52 percent who said they were very concerned.
  - 72% supported **changing state constitution to protect health care and higher education from cuts**

# Opinion Salience & Intensity

## Do We Care Enough?

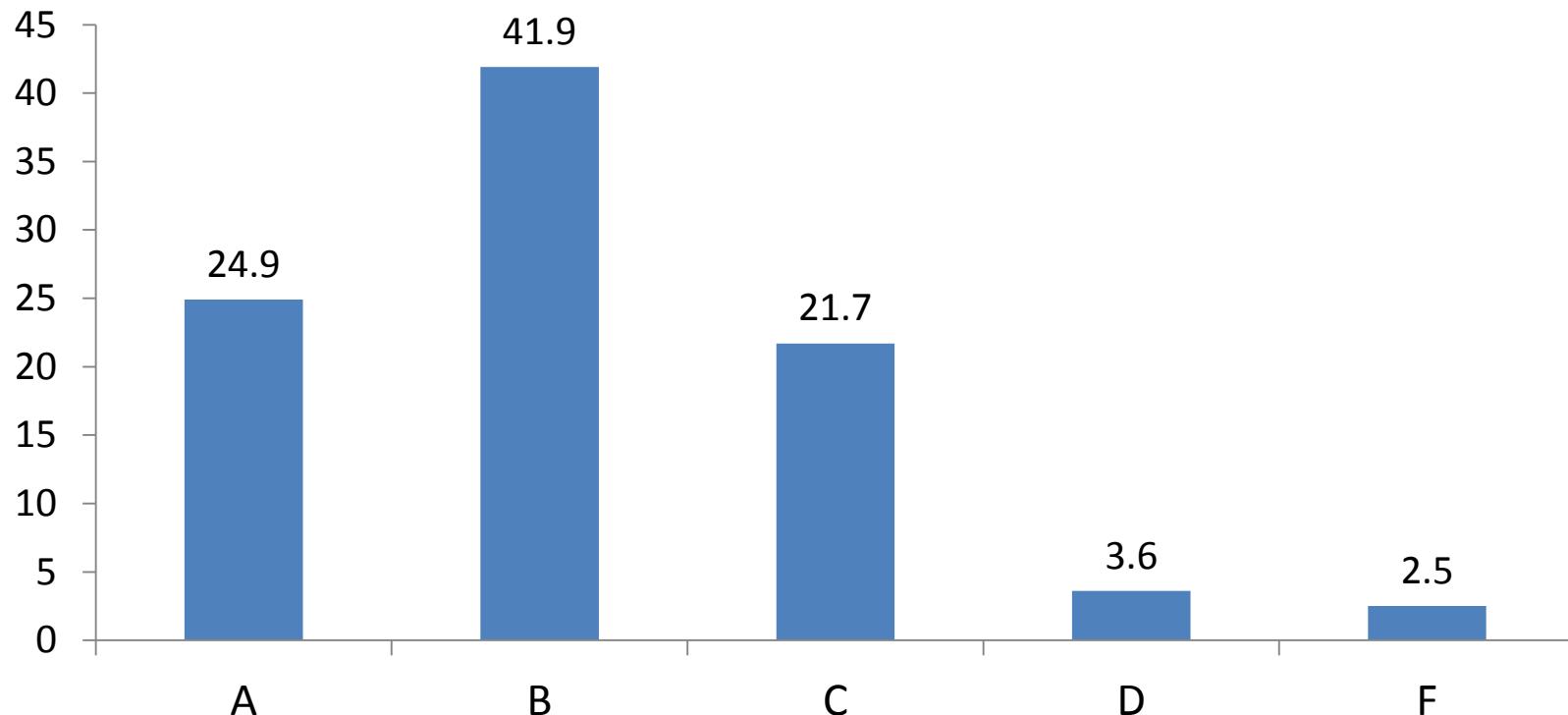


Source: Times-Picayune, 12-1-2010.

# Easy Graders?

Are Louisiana Colleges & Universities Good Enough Already?

## Grading Louisiana Colleges and Universities

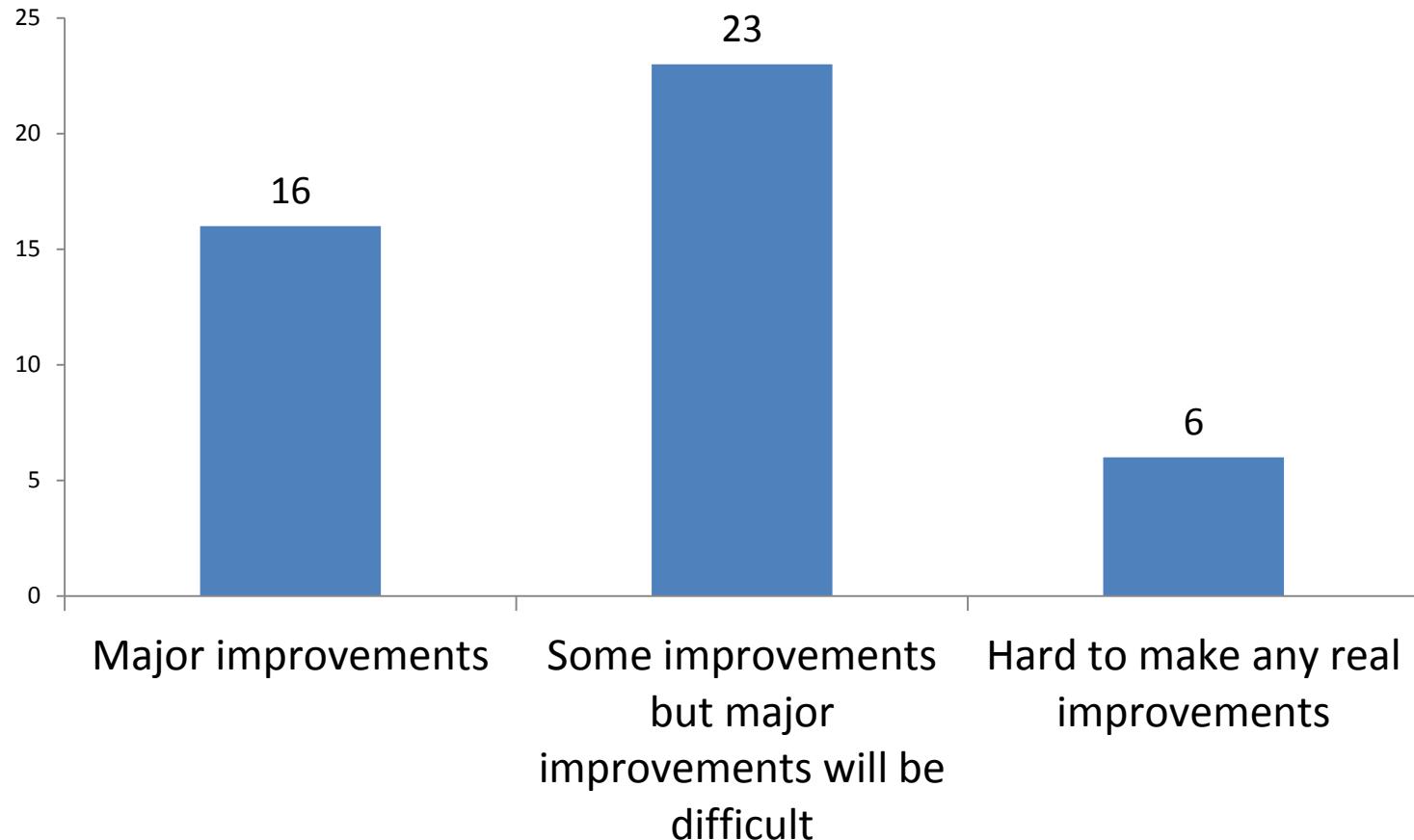


GPA=2.9; Finished ahead of every other area of evaluation, including ratings for Louisiana as a place to live.

# Change We Don't Believe In

Improving the national rankings of Louisiana's colleges and universities

Maybe  
we can't  
do any  
better?

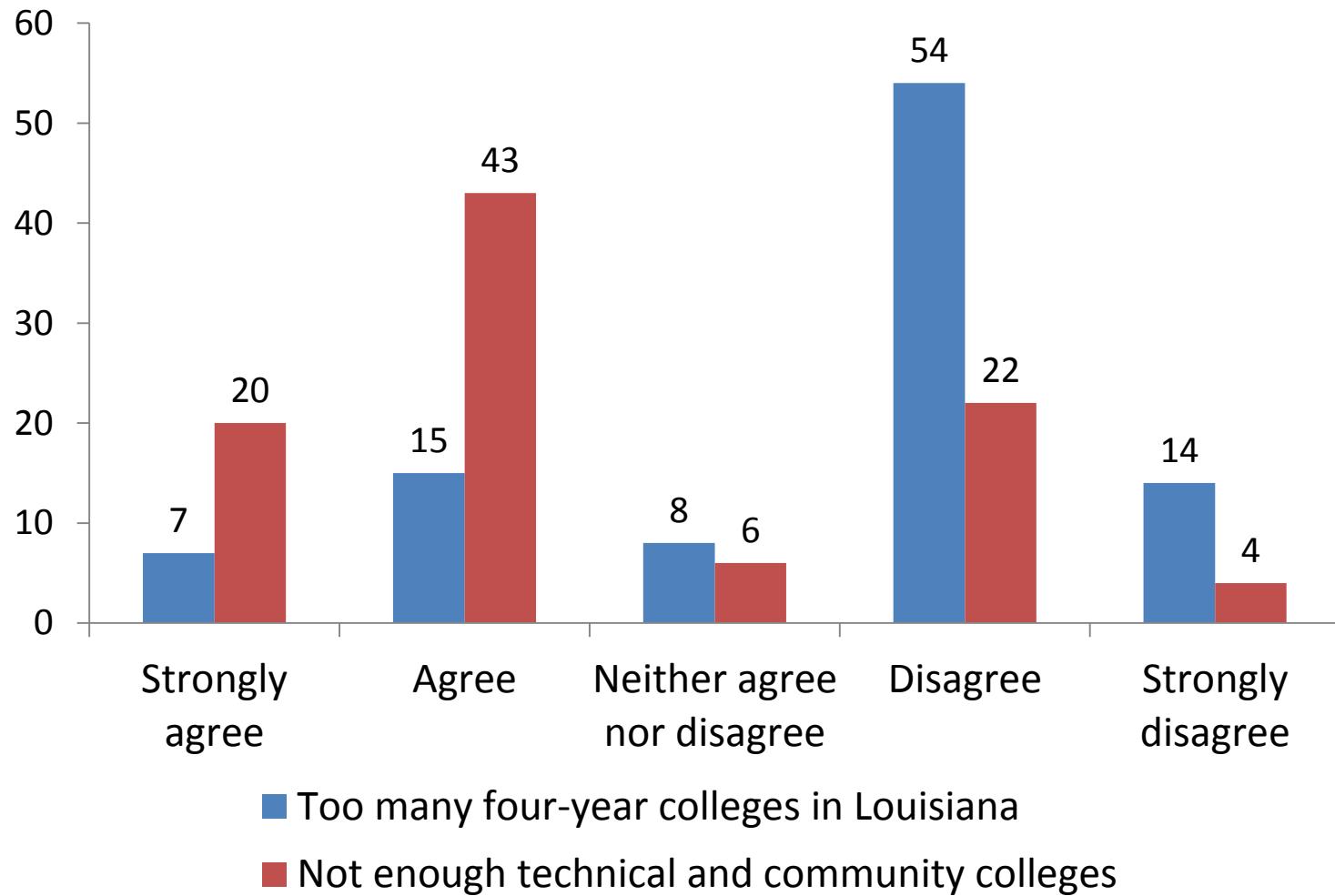


*Improving colleges and universities finished last in a list of thirteen items, behind improving public schools, reducing corruption, etc.*

# What Do We Value in Colleges and Universities?

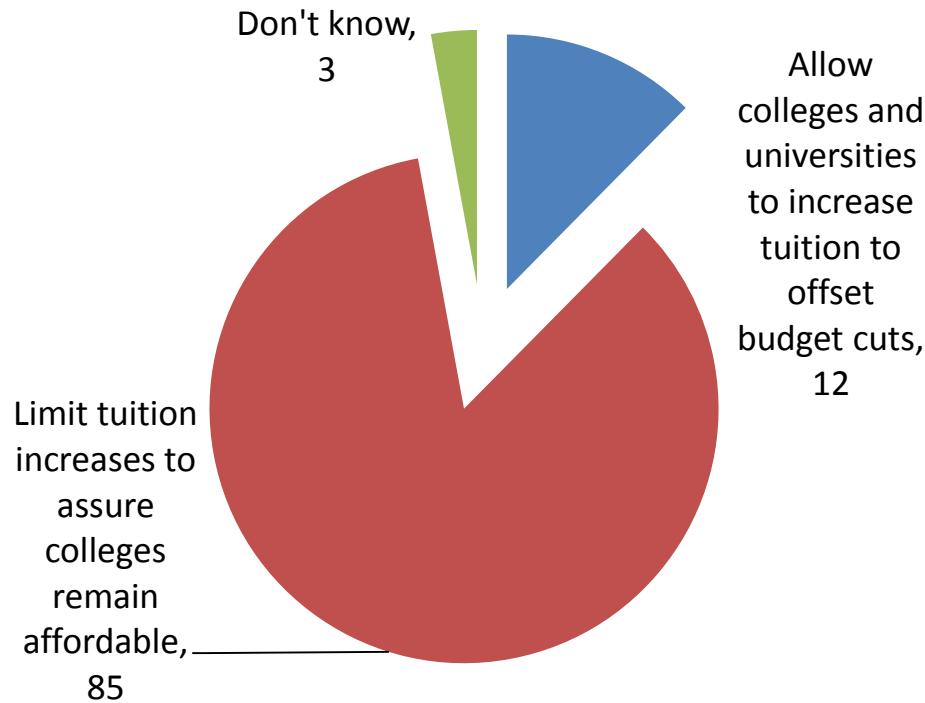
## Access

We reject the idea that there are too many four-year institutions AND want more community colleges



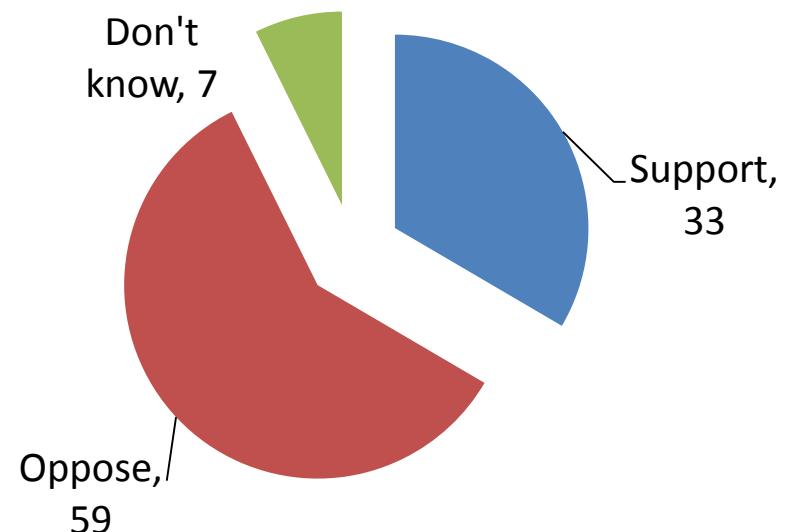
# What Do We Value in Colleges and Universities?

## Affordability



Just say no to tuition increases?

**Allow colleges and universities to set tuition without state legislative approval**

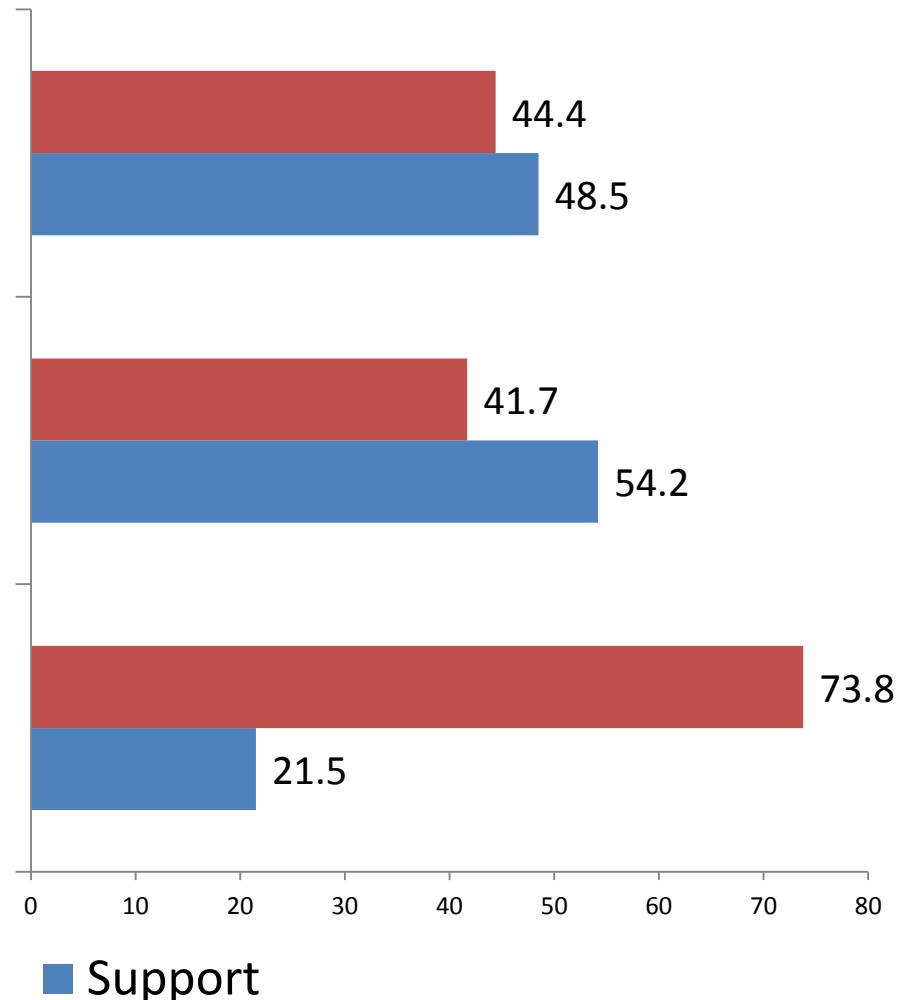


# Earning TOPS?

Providing a flat monetary award per student as opposed to the award being tied to tuition costs at a particular college or university.

Increasing the academic requirements to qualify for an award - for example requiring a higher grade point average and/or ACT score?

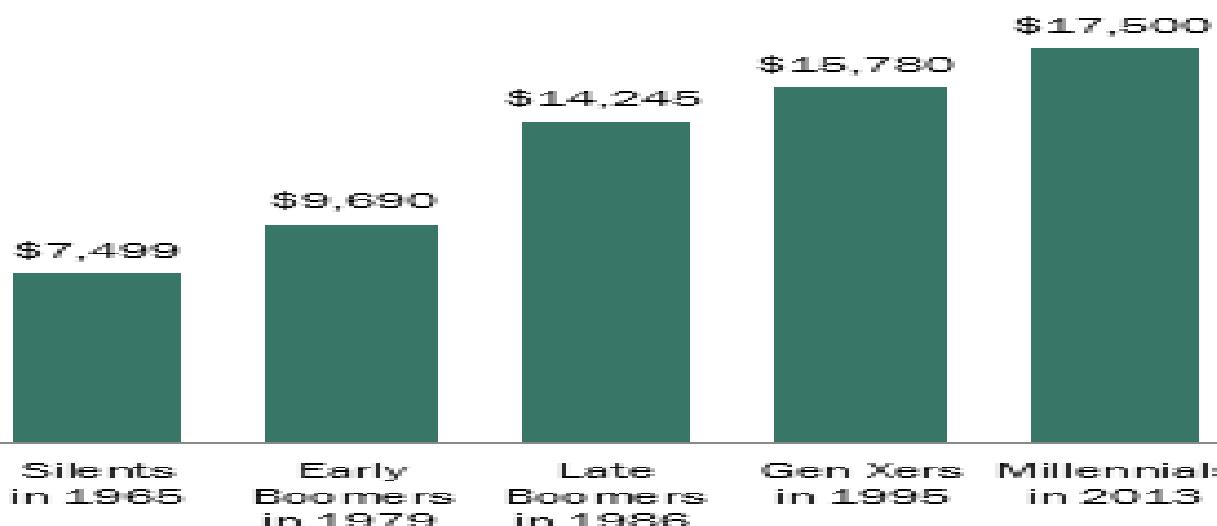
Reducing the total amount of money qualified students receive from the TOPS program



# Why It Matters? And Why It Matters More Now Than Ever Before

## The Widening Earnings Gap of Young Adults by Educational Attainment

*The difference in median annual earnings of college and high school graduates when members of each generation were ages 25 to 32*



Notes: Median annual earnings are based on earnings and work status during the calendar year prior to interview and limited to 25- to 32-year-olds who worked full time during the previous calendar year and reported positive earnings. "Full time" refers to those who usually worked at least 35 hours a week last year. "College graduates" are those with a bachelor's degree or more.

Source: Pew Research Center tabulations of 2013, 1995, 1986, 1979 and 1965 March Current Population Survey (CPS) Integrated Public Use Micro Samples

PEW RESEARCH CENTER

Percent college educated most reliable predictor of community economic success

People with less education do better in more educated communities.

# Lessons

- We get the colleges and universities we demand.
  - Access & Affordability
- Changing leadership is not enough, change the conversation
  - “Permissive” public opinion toward higher education funding means support does not automatically translate into policy outcomes, little penalty for not following majority preferences
- Connecting to economic development (but not just jobs)
  - Improve local community workforce
  - Provide services to businesses and local communities
- Connect to community engagement
  - Alumni by legislative district, community engagement
  - Engaging and serving community
- Demonstrate need & potential (easing apathy)
  - The possibility for major improvements