



# Surviving to Thriving: Student Success as the Cornerstone of the Post Pandemic University

Rob Buelow

*Senior Vice President, Higher Education and Impact, EVERFI*

Peter Lake

*Director, Center for Excellence in Higher Education Law and Policy*

Kimberley Timpf

*Senior Director, Impact & Education, EVERFI*



EVERFI

# Starting With “Why?”



# Distinguishing Investments from Expenses

Campuses must be strategic in determining how (and whether) to cut programs



THE CHRONICLE OF  
HIGHER EDUCATION

21ST-CENTURY HIGHER ED

By Lee Gardner | FEBRUARY 15, 2021

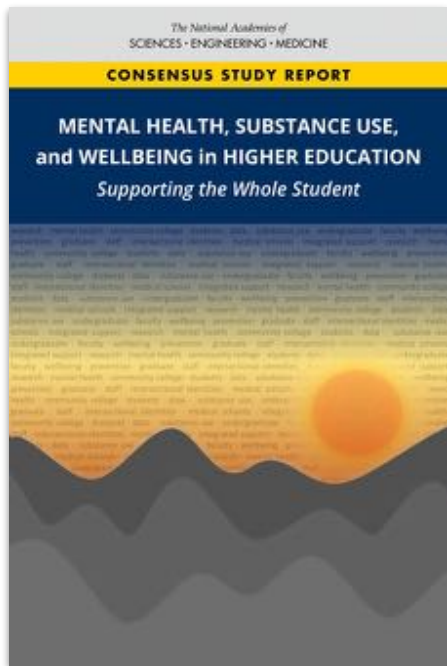
“ One of the biggest, most important things here is that the analysis that underlies these changes is sound. *It's not a time when you can afford to make cuts that are the wrong cuts.*”

-- Robert G. Atkins, chief executive of Gray Associates

“ And cuts alone will not be enough to turn around a college's troubled fortunes. For long-term financial stability, Atkins says, *'you have to find ways to grow.'*”

# Distinguishing Investments from Expenses

Campuses must be strategic in determining how (and whether) to cut programs



“*The negative effects of mental health and substance use problems on student retention suggest that **institutional investments in student mental health are likely to generate both increased tuition revenues for institutions and higher earnings for students who attain a college degree.***”

“*...in spite of these economic pressures, the committee believes that **mental health, substance use, and wellbeing issues are sufficiently important that increased funding will have to be devoted to them.***”



**DISCUSSION**

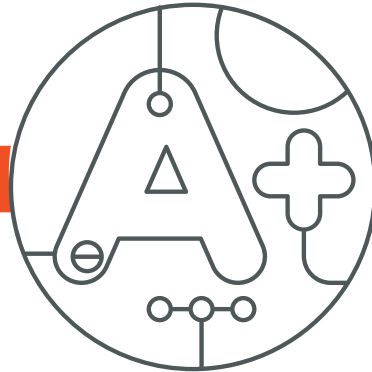
---

# The ROI of Prevention

Safety, well-being, and inclusion strengthen higher ed's mission and business



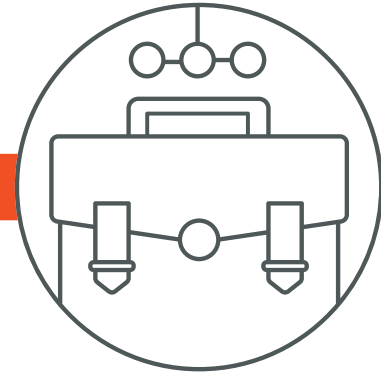
Brand & Enrollment



Academic Success



Retention



Career Readiness

# Brand & Enrollment

Meeting the socially-conscious expectations of Gen Z

*“This generation makes sophisticated choices about identity, purpose, and values ... They are a generation driven by values ... and this directly impacts their buying behavior ... Over 50% state that knowing a brand is socially conscious influences purchase decisions.”*

Source: MNI Targeted Media (2018)

**Scandals Covered in Long-Form Article Linked to 10% Drop in Applications Received**

Source: Harvard Business School (2016)

## College and the Black Lives Matter Movement: How to Find a School That Values Diversity and Antiracist Policies

FAMILY FINANCE > COLLEGE

BY MALLIKA MITRA AUGUST 25, 2020



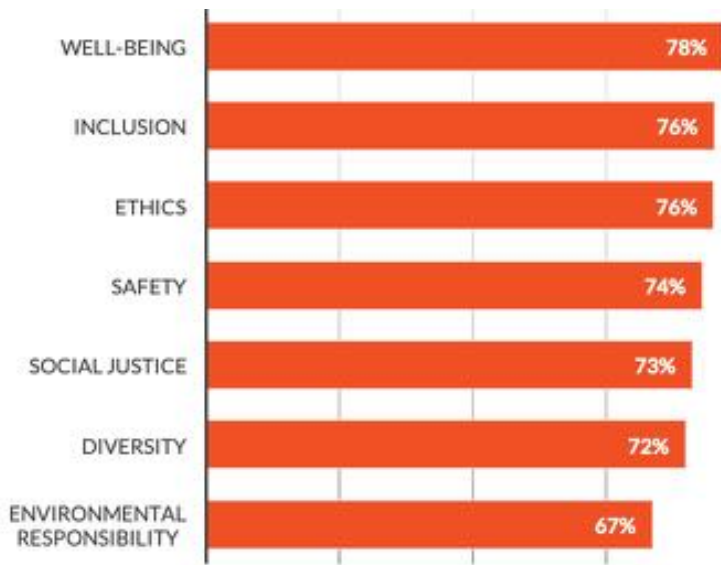
Source: <https://money.com/colleges-support-diversity-black-on-campus/>

Nicolas Ortega

# Brand & Enrollment

Meeting the socially-conscious expectations of Gen Z

“Moderately” or “Very” Important  
when deciding which college to attend



82%

Safety, wellbeing, and inclusion are as important as academic rigor.

72%

Colleges/universities need to be doing more for the wellbeing of their students.



**34%** are more likely to attend a campus that has achieved the *CPN Seal of Prevention*

# Academic Success

Preventable harms derail student outcomes

## SUBSTANCE MISUSE <sup>1</sup>



## MENTAL HEALTH <sup>2</sup>

Mild or severe depression	- 0.20 GPA
With co-occurring anxiety	-0.48 GPA

## SEXUAL ASSAULT <sup>3</sup>



1.4x

1.6x

2.0x

### SURVIVORS

perform poorly on assignments

get behind in schoolwork

miss class



1.9x

1.6x

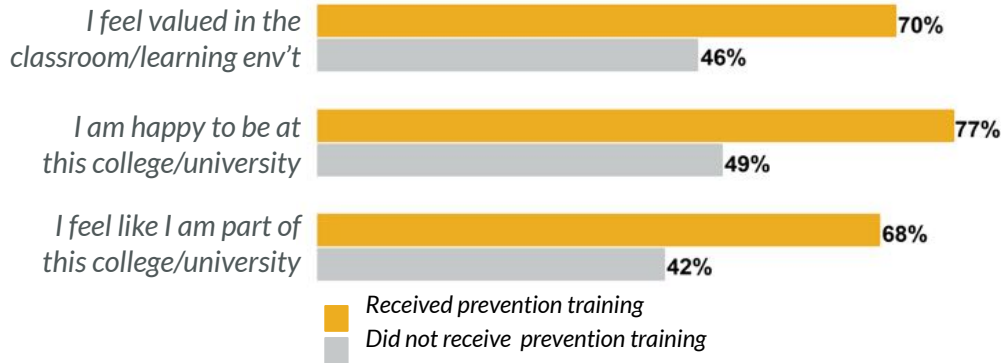
1.9x

Sources: 1. Porter & Pryor (2007); 2. Eisenberg, D., Golberstein, E., & Hunt, JB (2009); 3. EVERFI course + climate survey data

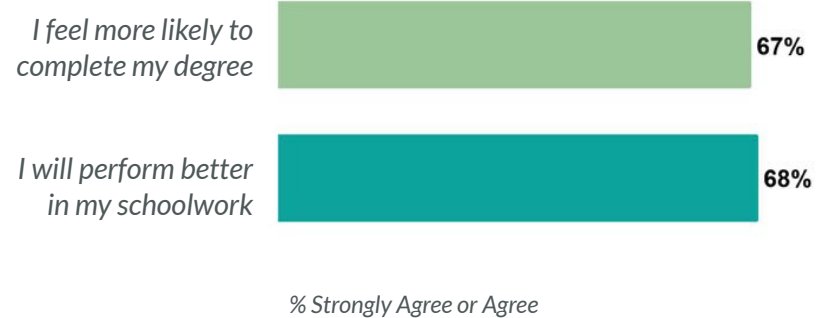
# Academic Success

## Prevention work bolsters student outcomes

### Prevention training connected to belonging and satisfaction



### After completing AlcoholEdu for College, students say:



Source: EVERFI course + climate survey data



# Career Readiness

Creating the conditions for graduates and workplaces to thrive

Experiences of diversity and inclusion are linked to the development of valued skills:

- *critical thinking*
- *self-motivation*
- *problem solving*
- *collaboration*
- *cultural engagement*

Upon completing AlcoholEdu:

- *59% of students felt more qualified and prepared for future jobs*
- *51% felt more likely to donate or contribute as an alum*

Women who have been harassed are **6x** more likely to leave their jobs

**\$22,500** lost productivity cost per person on teams impacted by harassment

Annual cost of mental health and substance misuse for US companies **\$80-100 billion**

# POLL

Which of these insights make the strongest case for increased prevention resources?

- Brand / enrollment
- Academic success
- Retention
- Career readiness

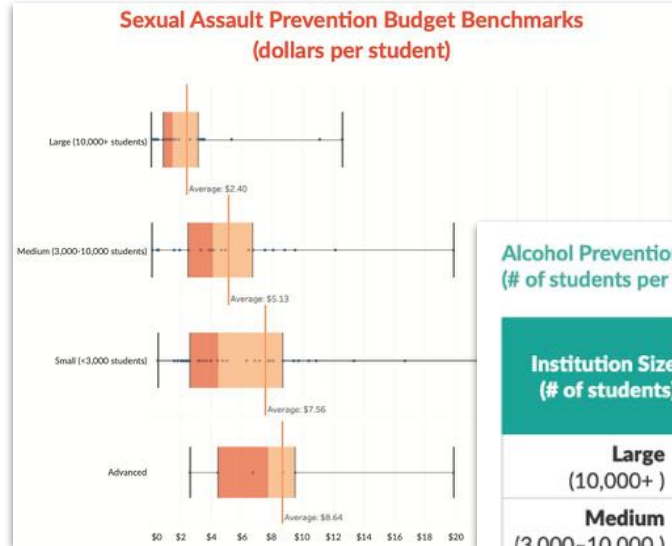
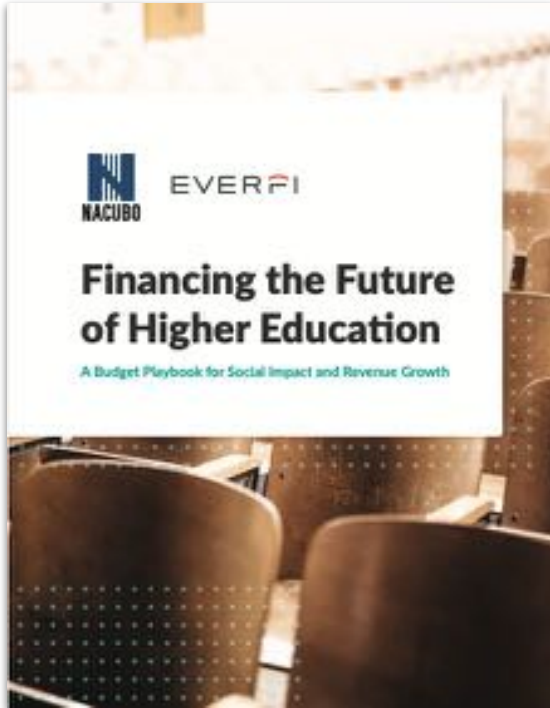
A grayscale photograph of a person sitting at a desk, typing on a laptop. A smartphone is placed on the desk to the right of the laptop. The image is dimly lit and serves as a background for the text.

EVERFI

# Prevention Funding and Staffing

# Prevention Budget and Staffing Benchmarks

Snapshot from *Financing the Future of Higher Education* report



### Alcohol Prevention Staffing Benchmarks (# of students per full-time equivalent)

Institution Size (# of students)	Average Students per FTE	Median Students per FTE	Minimum Students per FTE	Maximum Students per FTE
<b>Large</b> (10,000+)	20,761	15,052	1,682	82,887
<b>Medium</b> (3,000-10,000)	9,810	6,056	1,098	30,000
<b>Small</b> (<3,000)	4,389	3,200	200	11,600
<b>Advanced</b>	6,064	4,267	1,290	24,325

# Prevention Budget Benchmarks

Averages and recommended ranges across campus size

Sexual Assault Prevention Budget <i>(dollars per student)</i>		
Campus Size	Average	Recommended
Large (10k+)	\$2.40	\$2 - \$4
Medium (3-10k)	\$5.13	\$4 - \$6
Small (<3k)	\$7.56	\$5 - \$9
Advanced	\$8.54	--

Alcohol Prevention Budget <i>(dollars per student)</i>		
Campus Size	Average	Recommended
Large (10k+)	\$2.79	\$2 - \$4
Medium (3-10k)	\$6.41	\$5 - \$8
Small (<3k)	\$7.68	\$6 - \$9
Advanced	\$6.61	--

# Prevention Staffing Benchmarks

Averages and recommended ranges across campus size

Sexual Assault Prevention Staffing <i>(students per prevention FTE)</i>		
Campus Size	Average	Recommended
Large (10k+)	13,792	6,000 - 10,000
Medium (3-10k)	6,299	3,000 - 6,000
Small (<3k)	2,564	1,000 - 3,000
Advanced	2,719	--

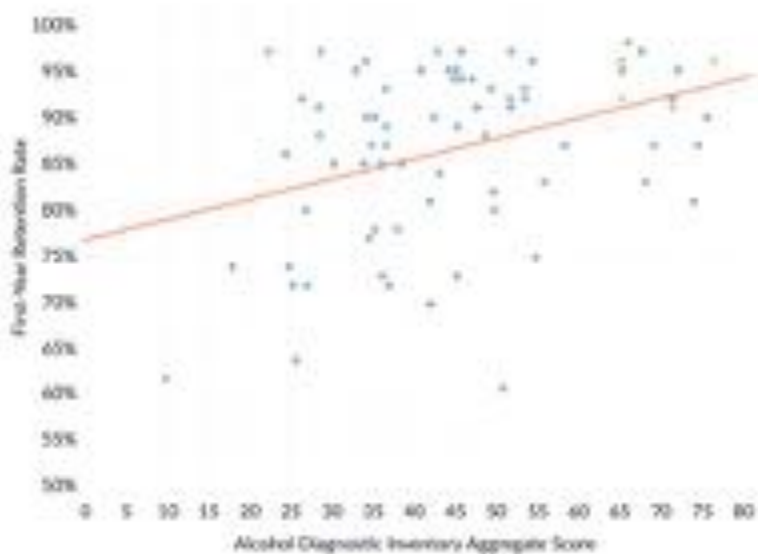
Alcohol Prevention Staffing <i>(students per prevention FTE)</i>		
Campus Size	Average	Recommended
Large (10k+)	20,761	8,000 - 12,000
Medium (3-10k)	9,810	5,000 - 8,000
Small (<3k)	4,389	2,000 - 4,000
Advanced	6,064	--

---

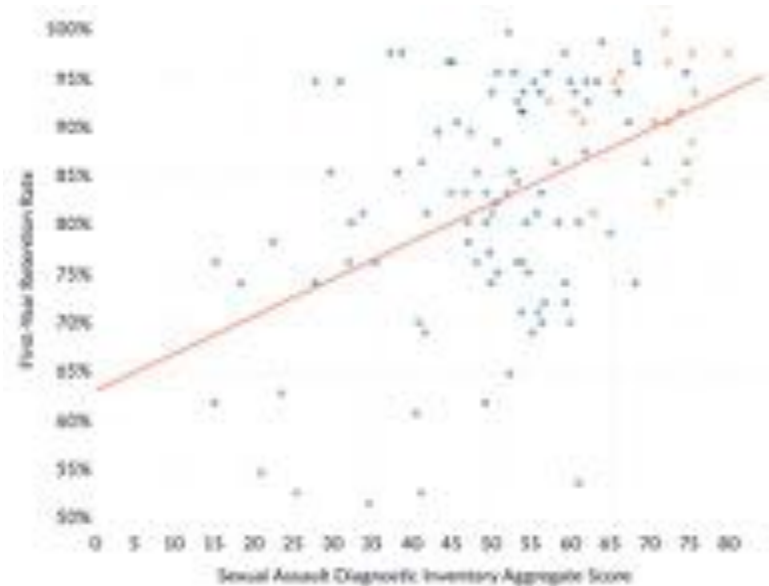
# Prevention Drives Retention

The tuition revenue ROI of prevention far exceeds institutional costs

ADI score accounts for **14%** of the variance in first-year retention rates



SADI score accounts for **20%** of the variance in first-year retention rates





**DISCUSSION**



EVERFI

# Understanding the “What?”

# What are the Outcomes We're Driving Towards?

**FOCUS:** Minimizing risks and meeting state/federal regulations

**OUTCOMES:** Compliance, policy acknowledgement, and tracking

**FOCUS:** Improving safety, well-being, and inclusion through comprehensive, evidence-based prevention strategies

**OUTCOMES:** Impact on knowledge, attitudes, behaviors, harms, and community climate

**FOCUS:** Creating a thriving campus community by removing barriers to student success and persistence

**OUTCOMES:** Improving enrollment, academic performance, student engagement and well-being, inclusion, retention rates, alumni and donor relations, and brand

**Strategic Focus and Outcomes**

**Compliance**

**Prevention**

**Institutional Success**

# POLL

What is your institution's primary focus?

- Compliance
- Prevention
- Institutional Success

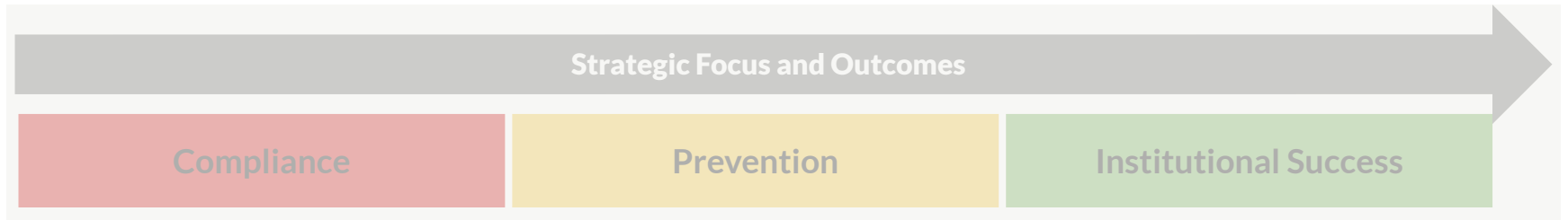
---

# The Legal Perspective

What is the role of *special relationships* when looking *beyond compliance*?

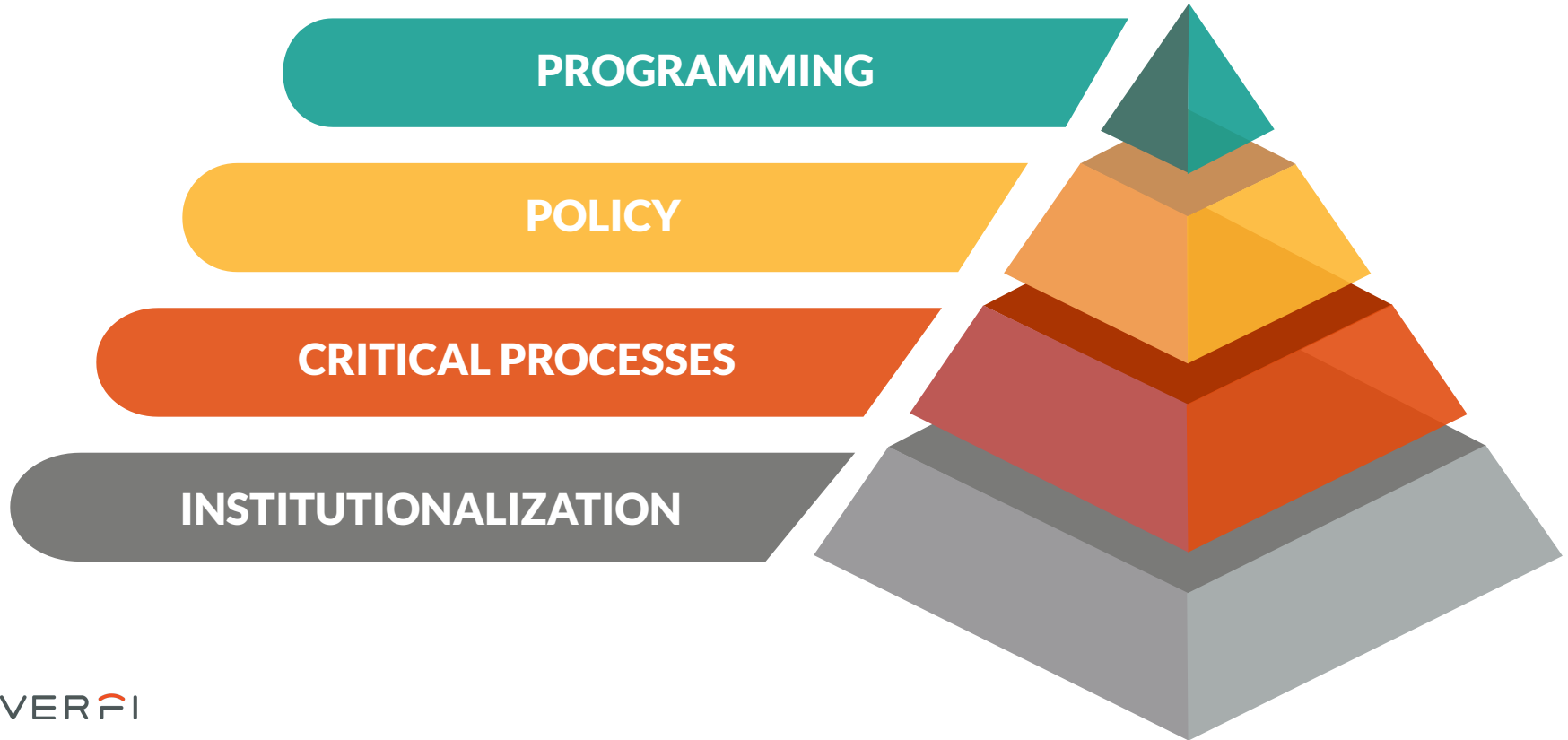
What are the trends in *regulatory compliance* that *support thriving* as an outcome?

What *steps* do we take to move from compliance *to institutional success*?



---

# Prevention is a Process, Not a Program



# Did You Know...?

## MENTAL HEALTH & WELLNESS

Only 3% of college students said they are most likely to talk to a counselor if they were experiencing mental health challenges, while 45% would most likely turn to a friend for help and support.

## SEXUAL & RELATIONSHIP VIOLENCE

88% of students said they would refrain from sexual activity if the other person was incapacitated, but only 42% felt their peers would do the same.

## DIVERSITY, EQUITY, & INCLUSION

While 82% of students said a focus on diversity, equity, and inclusion is important, only 51% have been provided with prior training on these topics.

## ALCOHOL & OTHER DRUGS

The number of incoming non-drinkers or abstainers has increased significantly over the past 15+ years, yet the overall high-risk drinking rate among college students has remained unchanged.

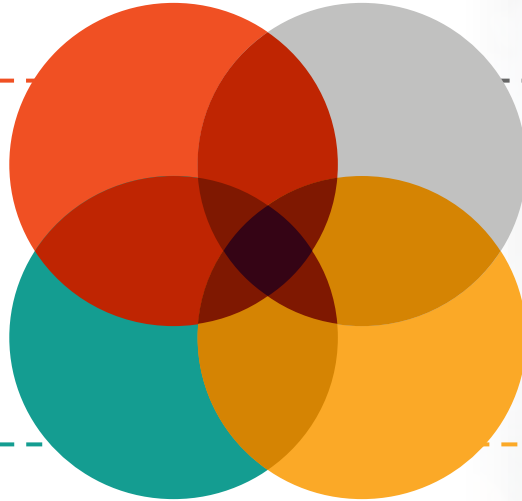
# Toward a More Holistic View of Prevention

## Substance Misuse

65% of students of color find the alcohol culture on their campus to have a negative impact on their college experience

## Sexual and Gender-Based Violence

Students who experience sexual assault have increased rates of depression and anxiety and are more likely to develop eating disorders.



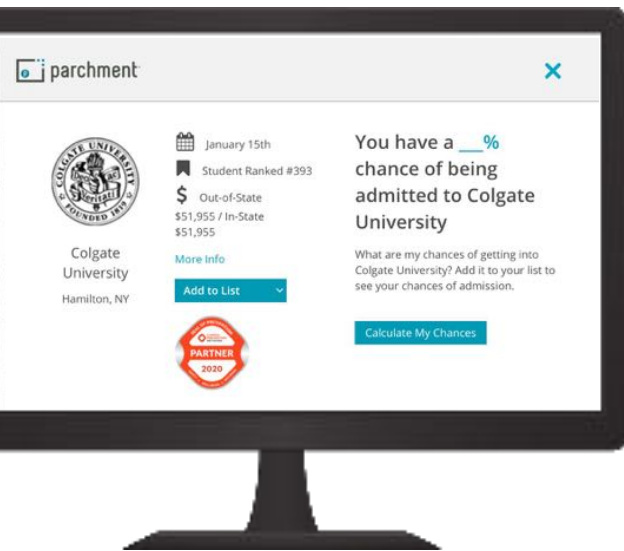
## Mental Health

Lack of time, financial concerns, and fear of stigma are the most commonly reported barriers to mental health treatment for students of diverse backgrounds.

## Diversity, Equity & Inclusion

Students who experience overt acts of racism and those who witness those acts are more likely to develop a substance use disorder.

# Campus Prevention Network Seal of Prevention



A designation given to institutions that demonstrate a commitment to comprehensive, evidence-based digital programs on issues of safety, well-being, and inclusion.

**594 campuses received the Seal this inaugural year.**

## Setting the Standard

- Seal criteria align technology metrics with evidence-based prevention principles
- Establishes guidelines for discerning quality online prevention education and implementation practices

## Elevating Visibility

- Clear mark of distinction sets apart leading campuses
- Connects prevention to key institutional outcomes
- External validation on college matching sites drives enrollment

## CPN Seal of Prevention Criteria

*adapted from Principles of Effective Prevention Programs (Nation, et al., 2003)*

Theory driven

Socio-culturally relevant

Appropriately timed

Sufficient reach/dosage

Outcomes evaluated

Comprehensive

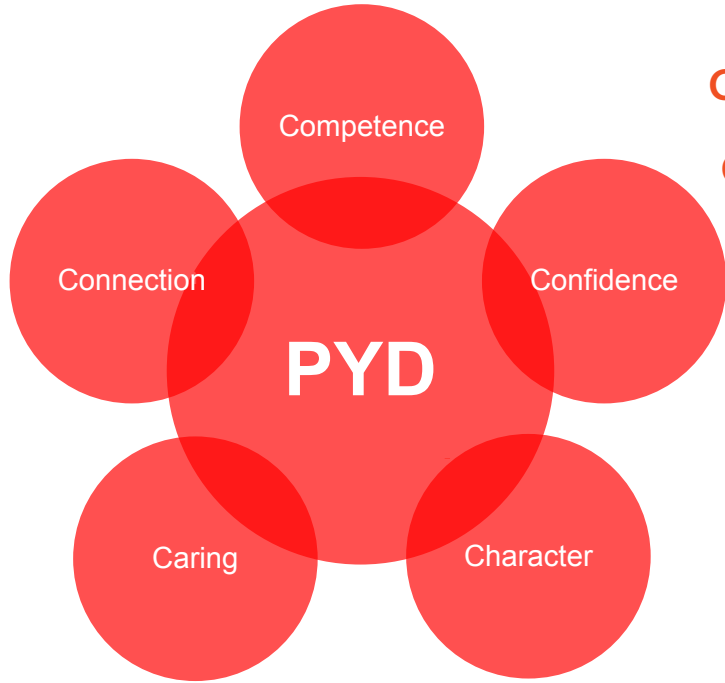
Positive relationships

Varied methods

Well-trained staff

# From PREvention to PROvention

## The Positive Youth Development Model



**Competence:** A positive view of one's actions in domain specific areas

**Confidence:** An internal sense of positive self-worth and self-efficacy

**Connection:** Positive bonds with people and institutions

**Character:** A sense of right and wrong, morality, integrity

**Caring:** A sense of sympathy and empathy for others

---

View students as *“resources to be developed”* rather than *“problems to be managed”*

# The Case for Strength Building v. Problem-Fixing

## Competence | Confidence | Connection

**LOWEST** in students who were *highly* impacted by their personal alcohol use.

## Character | Caring

**HIGHEST** in students *minimally* impacted by their personal alcohol use.

## Communicating Emotional Distress

Most students reported a willingness to talk to *someone* (friend, family, counselor support group).

Students who would talk to *no one* had **LOWER** scores across **ALL** of the Five C's

# How it Would Look



## Atmosphere:

of positive social norms  
of cultural appropriateness  
of safety and respect  
aligned with family and community

## Opportunities:

to enjoy supportive relationships  
to build skills  
to feel empowered  
to belong  
to feel like you matter

---

# No Longer Business as Usual

## Four Keys to Student and Institutional Success

- 1** Adopt a new business model.
- 2** View the legal landscape through a different lens.
- 3** Surviving requires thriving.
- 4** Both prevention and provention are a process.

“

An ‘all hands’ approach...that emphasizes shared responsibility and a holistic understanding...is needed if institutions are to intervene from anything more than a reactive standpoint.”

- *National Academy of Sciences, 2021*



# Surviving to Thriving: Student Success as the Cornerstone of the Post Pandemic University

Rob Buelow

*Senior Vice President, Higher Education and Impact, EVERFI*

Peter Lake

*Director, Center for Excellence in Higher Education Law and Policy*

Kimberley Timpf

*Senior Director, Impact & Education, EVERFI*



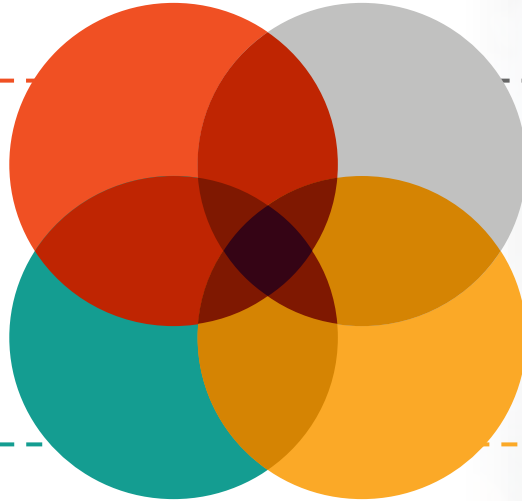
# Toward a More Holistic View of Prevention

## Substance Misuse

- Distance from "party school" reputation and culture
- Recognize alcohol's role in issues of race and social justice
- Now is the time for PROvention

## Sexual and Gender-Based Violence

- Avoid undermining prevention efforts by focusing solely on adjudication and response
- Create safe environments for students to connect socially



## Mental Health

- Move from preventing illness to helping students thrive
- COVID-19 driving a focus on basic needs
- Mental health through a DEI lens

## Diversity, Equity & Inclusion

- (Re)orient your campus to community values and expectations
- Mitigate the downstream effect of disrupted learning environments