

2022... And Beyond Outlook

On-line programs – Many schools have navigated the COVID-19 challenges – many continue to plague us – and have found that their on-line programs are most robust and vibrant. **Has your school considered high school students as “dual-enrollment recruits?”**

Inflation – Currently (January 2022), inflation is running at about 8% annually. Food, services, and energy are somewhat higher. If your annual budget is \$800,000, that would mean more than a \$60,000 “built-in” increase in next year’s budget. **Have you factored heightened inflation levels into your strategy, planning, and budgeting?**

Title IX rules (new) – The U.S. Department of Education in April [2022] plans to release a highly anticipated draft rule governing Title IX, the federal law banning sex discrimination and violence in educational settings. Numerous schools invested heavily in the recent (August 2020) Title IX regulations/requirements. **Is your institution prepared to navigate new rules and requirements “banning sex discrimination?”**

Enrollment declines – Undergraduate enrollment as a whole plunged, declining by about 3.5% in fall 2021 from the previous year, according to data from the National Student Clearinghouse Research Center. This figure only reflects about three-fourths of reporting institutions, but aligns with patterns throughout the pandemic. **Is your school carefully monitoring enrollment and retention trends? NOW is the time! (We can help)**

Further COVID mandates – It is amazing to travel and see the restrictions (or lack thereof) when it comes to masks, vaccines, distancing, gathering, hand sanitizing, etc. Not only can these rules mean delays due to adherence, they can mean additional costs. For schools planning to attend or host events in states other than your home, it is imperative to check out what the localized rules entail. **Are you planning to attend events out-of-state in 2022?**

Increased regulatory compliance and reporting – 2021 showed us that documentation and compliance are HUGELY important when it comes to funding from HEERF, PPP1, PPP2, ERC20, ERC21, etc. Get ready for more and more in 2022. **Is your Finance Team up-to-date with knowledge regarding compliance and reporting?**

Stock Market volatility – 2022 has opened with some trepidation and fluctuation in the markets. The folks at the “Motley Fool” define this as, “Stock market volatility is a measure of how much the stock market's overall value fluctuates up and down. Beyond the market as a whole, individual stocks can be considered volatile as well. More specifically, you can calculate volatility by looking at how much an asset's price varies from its average price. Standard deviation is the statistical measure commonly used to represent volatility.” **Does your institution have qualified advisors to help navigate potential volatility with respect to your investments?**

Innovative Revenue Sources – It is a very strategic moment in time to consider activities and programs that will provide alternative revenue sources. There are amazing opportunities in this arena that leverage your God-given gifts, skills, knowledge, experience – including student involvement. **Has your school inventoried the “uniquenesses” that God has provided you?**