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01 AUDIENCE

113K

unique monthly visitors

45%

of subscribers are in an executive leadership position

100%

of the top 100 U.S. News Best National Universities and Liberal Arts Colleges read Higher Ed Dive

HIGHER ED DIVE
65,200
SUBSCRIBERS

You'll find Higher Ed Dive's news and insights in the inbox of notable subscribers, like:

- Dean of Enrollment Management, Boston College
- Chancellor, University of San Diego
- President, Ohio University
- Director of Academic Affairs, NYU
- Dean of Grad School of Arts & Sciences, Fordham University
- Chancellor, University of Minnesota
- SVP University Affairs Chief Staff, Arizona State University
- Associate Dean of Undergraduate Studies, Clemson University
- Associate Dean, University of Florida
- Director of Financial Aid, UCLA

02 TOP-PERFORMING CONTENT

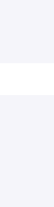
From the start of the pandemic to present day, the state of higher ed has been one big rollercoaster ride that continues to throw leaders for a loop. Record low enrollment rates between 2020-2021 finally bounced back in 2022, yet are dipping once again in 2023. Endowment returns went sky-high in 2021, only to plummet in 2022. Auxiliary revenue increased, while consistent public funding took a dive. Today, inflation, downward trends in enrollment, and government involvement serve as the latest culprits shaking up the industry. Let's take a look at what our readers have been focused on most.

Top 5 topics

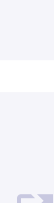
1. Policy & legal
2. Enrollment and recruitment
3. Finances
4. Leadership
5. Student success

Top 10 Higher Ed Dive stories

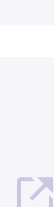
Texas bill would ban diversity offices at public colleges



What the potential acquisition of University of Phoenix says about the for-profit sector



University of Texas System pauses diversity, equity and inclusion policies, saying some 'have strayed'



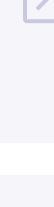
Are college e-scooter bans an overreaction to safety concerns?



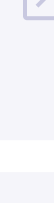
Are U.S. News undergraduate rankings at risk with the exodus of law schools?



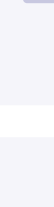
Endowment returns plunge into negative territory



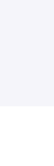
A year later, governor's revitalization plan for SUNY still getting off the ground



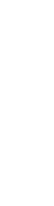
6 college admissions experts share their biggest predictions for 2023



High-scoring students applying to selective colleges drive up applications



Nearly 2 in 5 recent graduates said their colleges didn't prepare them mentally to transition to a workplace



Keywords resonating right now

Sweet vs Cardona 2U layoffs

academic problems faced by students

borrower's defense

lawsuits against student loan forgiveness

colleges closing

higher education trends

test optional colleges 2023

U.S. News college rankings

03 TRENDS

Regulation and policy

- Department of Education
- Student loan forgiveness
- DE&I issues and bans

Decreased enrollment

- Increase in applications
- Application changes
- Pandemic recovery

Market forces

- Low endowment returns
- College consolidations and closures
- Gap between large and small institutions

Our readers spent nearly 2x as long on these stories than the average story:

- [Legislators urge Education Department to expand race, legacy data in admissions](#)
- [How colleges can help Black students gain professional social capital](#)

Economic impacts

Coming off of a high from the first half of 2022, higher ed leaders are now grappling with decreased endowment returns due to high inflation and other economic disruptions. Even with consistent donations from large donors and the implementation of cost-saving measures, leaders struggle to stave off economic impacts.

The outlook is disproportionately worse for smaller institutions, whose budget is heavily influenced by tuition. The trend of college consolidations and closures will continue throughout 2023 as smaller institutions battle to stay afloat.

Rules, regulations, and policy

Higher ed is no stranger to government involvement, and this year is no different. All of the excitement swirling around Biden's landmark student loan forgiveness is being tempered by state-level intervention in the form of lawsuits, filed by a handful of states who claim the initiative is a major overstep.

Similarly, state governments are getting involved in the particularly hot topic of the role of race, diversity, and inclusion in admissions. Leaders fear that changes to current policy could marginalize certain applicants and decrease diversity across campuses nationwide.

Enrollment's downward spiral

Despite the increase in student applications, largely due to the mass adoption of the Common App, enrollment rates continue to decline into 2023. This dip hits extra hard as many institutions are still struggling to recover from the enrollment halt ushered in by the pandemic.

While there may be small hints of recovery for some institutions, many continue to see a definitive decline in enrollment as the number of high school students shrinks and the skepticism about the true value of a degree grows. Higher ed leaders are racking their brains to find inventive ways to turn this trend around.

04 MARKETING INSIGHTS

Deliver best-in-class content by reflecting the preferences of over 65,200 Higher Ed Dive subscribers in your strategy:

Content Characteristics

- Actionable
- Informative
- Up-to-date
- Solution-focused
- Affirmative

Content Types

- Insights on overarching trends via trendlines
- All-encompassing and on-demand resources like playbooks
- Interactive content like webinars

Keep them informed on the latest policies

Government involvement in higher ed is as prominent as ever, and that carries major implications. Keep this audience up-to-speed with the latest developments at both the federal and state level.

Cover not only the substance of these changes on an ongoing basis but be sure to add value by breaking down what the changes mean for them, along with critical dates and timelines.

Ease their worries with solutions

Higher ed professionals are well aware of the murky outlook ahead, clouded by an unstable economy and increasing skepticism in the value of the entire institution. Provide solution-based messaging with a positive tone to offset some of their biggest stressors and help them stay grounded through the ups and downs.

Dive deep on more theoretical topics with free whitepapers, and engage with in-person/virtual panels featuring other leaders to expand their outlook.

Minor in the past, but major in the future

Professionals in higher ed have faced countless obstacles over the years. So, avoid dwelling too long on the struggles of the past with retrospectives (unless they key directly into present-day and future-state concerns). And if you do talk about the past, make sure you frame it as lessons learned and keep the tone proactive.

Create future-forward content to help leaders focus on the task at hand and help them picture a brighter tomorrow.

studio / ID



How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

Contact us