2024 CIMA Business Meeting Lunch

July 15, 2024 | 12:00 – 1:15PM
Before we dive in...

Go to www.menti.com

Enter the code 6900 5493
What is CIMA?
CIMA Purpose

A collaborative, cross-functional group focused on driving effective and efficient use of data and fiscal resources in guiding campus planning and decision-making.

CIMA seeks to address the opportunities and challenges associated with the ever-evolving data and analytics landscape to inform and empower the APLU community.
Ways to Engage

Meetings
- APLU Annual Meeting (Nov 10-12, 2024)
- CIMA Summer Meeting

Committees
- Executive Committee
- Data and Policy Advisory Committee
- Program Planning Committee
- Nominating Committee

Webinars
- 2024 Cost and Value of Higher Education Town Hall Series
- 2024 AI Empowered Student Success Webinar Series
Membership

# of “Active” CIMA Contacts

NOTE: “Active” defined as on the CIMA Mailing list
2023-24 Recap of Activities
2024 Spring Town Halls: Reframing Cost & Value of Higher Ed

Collaboration with NACUBO's Analytics Advisory Group and APLU's Council on Strategic Communications

1. Demo of APLU and NACUBO tools
2. Discussed public sentiment/opinion data and related qualitative analysis
3. Shared national, state, institutional perspectives of cost, price, and value data
4. Explored effective communications using data

https://wakelet.com/wake/7sUP6ym9o6F7N41kaYfF7
2024 Summer Webinars: AI-Empowered Student Engagement & Success

Collaboration with APLU’s Council on Student Affairs

https://wakelet.com/wake/EuQp_H7oxXUY7kVUGi_yb

1
Provided introduction and landscape overview

2
Highlighted institutional applications and use cases

3
Shared implementation considerations and practices
Data and Policy Advisory

- IPEDS proposed changes to the data collection
- The College Transparency Act and establishing student-level data systems
- Department of Labor’s Overtime Rule
- Department of Education’s Gainful Employment/Financial Value Transparency regulations
- FAFSA changes and impact on data-sharing on campuses, particularly between financial aid and IR offices
CIMA Committee Updates
Thanks to these PPC members!

- Rudy Molina, *Chair* (James Madison University)
- Steve Coppola (UNC Charlotte)
- Michelle Pickett (Northern Illinois University)
- Eboni Pringle (Kent State University)
- Matt Riley (University of Illinois Chicago)
- John Stringer (University of Rhode Island)
- Jessica Turos (Bowling Green State University)
- Steve Wilkerson (UT San Antonio)
Outgoing EC members

Lisa Freeman  
*CIMA Chair*  
President  
Northern Illinois University

Valeria Garcia  
*CIMA Secretary*  
University of South Florida

John Fritz  
University of Maryland  
Baltimore County

Darryl James  
Texas Tech University

Chris Fastnow  
Montana State University

Michelle Pickett  
Northern Illinois University
# Call for Volunteers

<table>
<thead>
<tr>
<th>Role</th>
<th>Responsibilities</th>
<th>Term</th>
<th>Time Commitment</th>
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| Executive                     | • Guides CIMA’s strategic direction  
 • Discusses key topics and activities for CIMA to pursue | 2-year term   | Meets 4-5 times a year (2x in person; 2-3x virtually)     |
|                               | Officers serve 4-year terms                                                      |               |                                                           |
|                               | Meets 4-5 times a year (2x in person; 2-3x virtually)                            |               |                                                           |
| Data and Policy Advisory      | • Provides feedback and input on topics related to national, regional, and/or state data policy and legislative issues | 2-year term   | Meets virtually on an ad-hoc basis as legislative issues arise |
| Program Planning              | • Identifies topics and develops content for CIMA Summer Meetings and CIMA-sponsored sessions at the APLU Annual Meeting | 1-year term   | Meets virtually monthly from December—May                 |
| Nominating                    | • Determines candidates and facilitates the election process for new Executive Committee members | 1-year term   | Meets virtually monthly from August—November              |

Email [data@aplu.org](mailto:data@aplu.org) to volunteer!
Rebranding CIMA
Background

Sub-committee met from January to May to:

- Review existing CIMA operating guidelines to modernize the language.
- Ensure CIMA guidelines speak to campus leadership and is inclusive of all functions.
- Explore whether the commission’s branding should be updated.
Committee Members

• Can Saygin, University of Texas, Rio Grande Valley
• Jessica Turos, Bowling Green State University
• Michelle Pickett, Northern Illinois University
• Rick Burnette, Florida State University
• Rudy Molina, James Madison University
• Valeria Garcia, University of South Florida
Updated: Purpose

CIMA

Empowers member institutions to effectively serve their state, region, and nation, while reinforcing the core mission of education, research, community engagement, and operational excellence.

Provides space for APLU institutions to collaborate and create communities of practice around effective and efficient use of data and analytics to guide strategic decision-making.
To achieve its purpose, CIMA

<table>
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<tr>
<th>Explores emerging trends and practices related to data, technologies, measurement, and analytics to assist in strategic decision-making.</th>
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<td>Supports all roles in various areas, departments, or functions that contribute to strategic decision-making at the institutional level and using shared language that speaks to how these roles can leverage data.</td>
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<td>Creates space for cross-functional collaboration and decision-making using data and shared analytics.</td>
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Updated: Definitions & Assumptions

- Strategic Planning
- Modeling
- Strategic Decision-Making
- Technologies
- Analytics
Rebranded

Commission on Information, Measurement, and Analysis

Commission on Integrated Measurement and Analytics
What do you think?

• Are there any questions about the updated CIMA purpose and/or goals?
• Is the rebranded name more aligned with CIMA's focus?
• Does this clarify what CIMA does? Who we are?
Topics of Interest

Go to www.menti.com
Enter the code 6900 5493
Next Steps

Committee will synthesize feedback and incorporate into Operating Guidelines
Submit Guidelines to Executive Committee and APLU Leadership for approval
Share changes with CIMA broadly
Government Affairs Update

MacGregor Obergfell, Associate Director, Governmental Affairs
Government Affairs Update

- Higher Education Transparency Legislation
- Regulatory Update
- Pell Grant Funding
- Q&A
Higher Education Transparency Legislation
Education Committee Leadership

U.S. House of Representatives
Committee on Education & the Workforce

Virginia Foxx (R-NC)  
Chair

Bobby Scott (D-VA)  
Ranking Member

U.S. Senate
Committee on Health, Education, Labor and Pensions

Bernie Sanders (D-VT)  
Chair

Bill Cassidy (R-LA)  
Ranking Member
College Transparency Act
CCRA SLDN

- Captures 70% of enrolled students
- Institutions may be required to collect separate data for SLDN and IPEDS
- Revising data elements requires Congressional action

College Transparency Act

- Captures 100% of enrolled students
- Leverages existing IPEDS data collection
- ED able to revise data elements
End of Year Mystery Box
## Summer Race for Regs

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<tr>
<th>Implementation</th>
<th>Regulation(s)</th>
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<tr>
<td>July 1/Oct. 1</td>
<td>Gainful Employment/Financial Value Transparency</td>
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<tr>
<td>July 1</td>
<td>In-state Tuition Mandates</td>
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<tr>
<td>July 1/Jan. 1</td>
<td>Department of Labor Overtime Rule</td>
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<tr>
<td>July 31</td>
<td>NSF Foreign Gift and Contract Reporting</td>
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<tr>
<td>August 1</td>
<td>Title IX</td>
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<tr>
<td>TBD</td>
<td>VAWA Campus Climate Survey</td>
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DEPARTMENT OF EDUCATION
34 CFR Parts 600 and 686
[Docket ID ED-2023-OPE-0089]
RIN 1840-AD57

Financial Value Transparency and Gainful Employment

AGENCY: Office of Postsecondary Education, Department of Education.

ACTION: Final regulations.

SUMMARY: The Secretary establishes and amends regulations related to gainful employment (GE) to address ongoing concerns about educational programs designed to prepare students for gainful employment in a recognized occupation, but that instead leave them with unaffordable amounts of student loan debt in relation to their earnings, or with no gain in earnings compared to others with no more than a high school education. The Secretary separately seeks to enhance transparency by providing information about financial costs and benefits to students at nearly all academic programs at postsecondary institutions that are eligible to participate in Title IV of the Higher Education Act of 1965, as amended (HEA).

DATES: These regulations are effective July 1, 2024.
VAWA Campus Climate Survey
Pell Grant Appropriations
Pell Grant Costs Exceed Funding

Source: Committee for a Responsible Federal Budget based on Congressional Budget Office and U.S. Department of Education

CRFB.org
Pell Grant Reserves Will Soon Run Dry

Billions

Historic | Projected


Reserves Depleted 2026

Base Case Scenario

- $35 Billion

With FRA Cuts

- $60 Billion

If Max Award Grows with Inflation

- $70 Billion

With FRA Cuts and Inflation Growth to Max Award

- $95 Billion

Source: Committee for a Responsible Federal Budget based on Congressional Budget Office and U.S. Department of Education

CRFB.org
New Budget Forecast on Pell

Good News? Kind of, but not really

¯\_(ツ)_/¯
Q&A

MacGregor Obergfell, Associate Director, Governmental Affairs
mobergfell@aplu.org

• Climate in DC
• Scrutiny of Higher Ed Response to Protests and Antisemitism
• Research policy
• Appropriations
• Immigration
• Farm Bill
• Endowments
• End of Year Package
• Chevron
Thank You
Annual Meeting

“Our Public Purpose”
Orlando, Florida
November 10-12, 2024
Early bird ($1050) ends July 31st
Regular ($1125) ends Sep 30th
Late ($1300) starts Oct 1st

Registration is available here: https://www.aplu.org/meetings-and-events/annual-meeting/