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Higher Education Landscape: *Implications for Athletic Training Education*

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Research Professor, School of Osteopathic Medicine

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Acknowledgements

- Ashley Ahearn, MS, ATC
 - Senior Accreditation Associate, CAATE
- Julie Cavallario, PhD, ATC
 - Graduate Program Director, Athletic Training Program, School of Rehabilitation Sciences, Old Dominion University

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Disclosures

- I have relevant relationships regarding the content discussed in this presentation.
 - Commission on Accreditation of Athletic Training Education (CAATE)
 - I have a financial relationship as the President.
 - I receive financial compensation for this role.
 - Views expressed here are my own and do not reflect those of the Commission unless they are stated policies/standards of the Commission.

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Presentation Overview

- Higher Education Landscape
- Implications for Athletic Training Education
- Discussion Ideas

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#RelentlesslyPositive

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Higher Education Landscape

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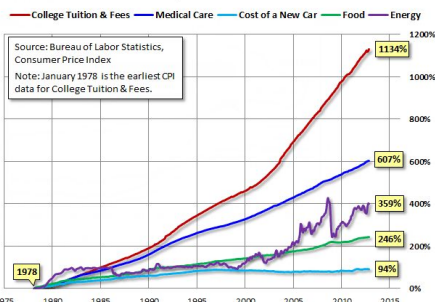
Higher Education Landscape

- High Cost of Earning a Degree
- Student Debt
- Access and Equity Concerns
- Social Justice/Racism
- Poor Retention & Completion Rates
- Declining Student Enrollment
- Institutional Financial Concerns
- Declining International Enrollments
- Lower World Rankings
- Fewer High School Graduates
- Decreased State Funding
- Expanding Liability
- Sexual Assault on Campuses
- Free Speech

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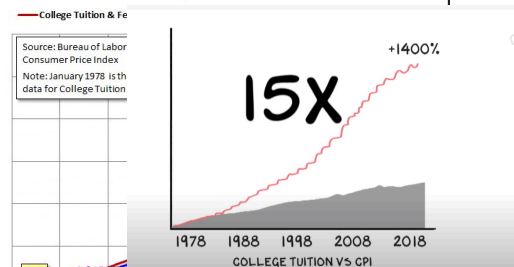
Inflation Comparison: Percent Growth



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Inflation Comparison: Percent Growth



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No College Kid Needs a Water Park to Study

James V. Heath
JANUARY 6, 2018



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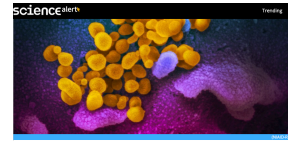


Colleges Face Rising Revolt by Professors

Most universities plan to bring students back to campus. But many of their teachers are concerned about joining them.



19



Major Study Casts Doubt on COVID-19 Herd Immunity After Patient Antibodies Disappear

Population-wide immunity to the novel coronavirus could be "unachievable" with antibodies to the virus disappearing after just a few weeks in some patients, according to a major new Spanish study.

20

MIT Technology Review

Immunology Jul 13 Immunity to covid-19 could disappear in months, a new study suggests



The lockdown immunity to covid-19 may be short-lived, according to a new longitudinal study of people who have caught the disease and recovered.

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After Cruise Ships and Nursing Homes, Will Universities Be the Next COVID-19 Tinderboxes?



A "COVID-19 Response Campus Requirements" sign is displayed at the University of California San Diego on July 9, 2020. (NYT)

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The Washington Post

Five takeaways from The Post's investigation of college health centers

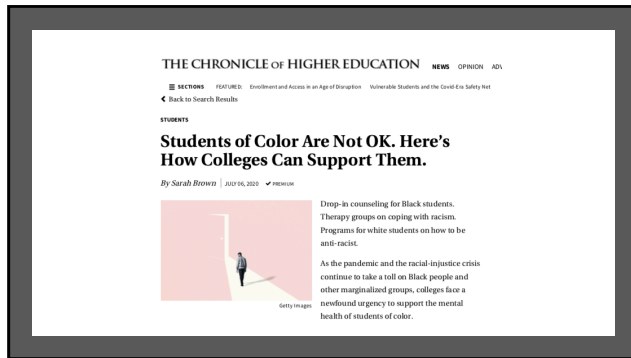
By Iona Rabinson and Heidi Shugart

July 13, 2020 at 6:58 a.m. EDT

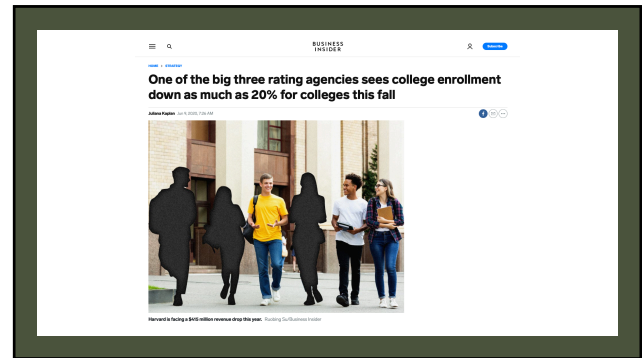
As millions of students plan to return to college campuses amid a pandemic, the ability of university health services to safely care for students will be tested as never before.

To assess the landscape of student health services at roughly 1,700 four-year residential campuses, The Washington Post interviewed more than 200 students, parents and health officials and examined thousands of pages of medical records and court documents and 5,000 reviews of student health centers posted on Google.

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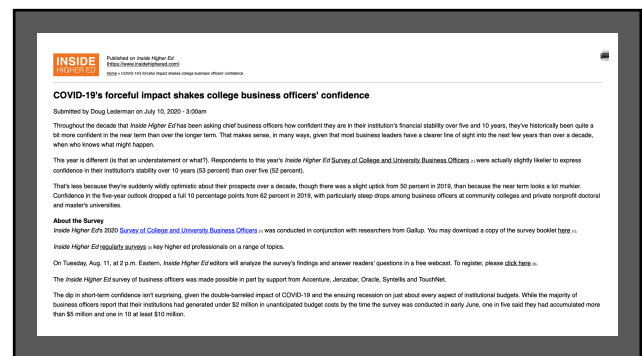
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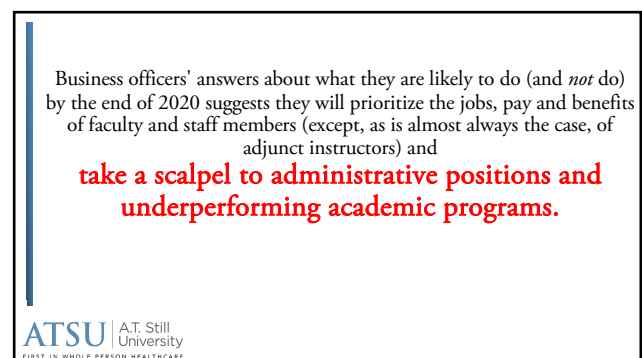


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Which of the following most closely reflects your institution's future in relation to the COVID-19 pandemic and economic recession?

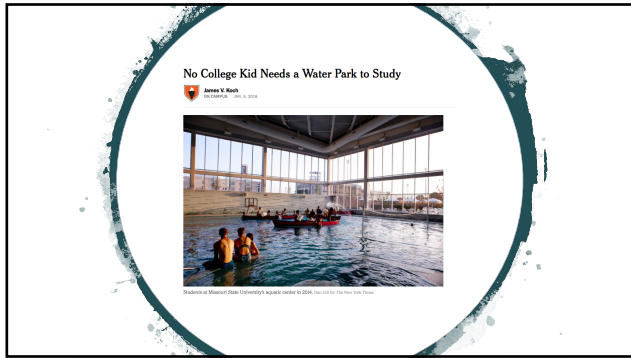
	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Return to normal: My institution can ride out the current difficulties and return more or less to normal operations within 12-18 months.	26	30	23	21	32	34	23	25
% Shrink institution: My institution should use this period to lighten its focus to come out of the recession smaller but better.	6	3	0	0	3	5	7	11
% Reset for growth: My institution should use this period to focus more on what it does best so it can invest and grow in those areas once the recession ends.	21	19	23	36	21	14	24	25
% Transform institution: My institution should use this period to make difficult but transformative changes in its core structure and operations to better position itself for long-term sustainability.	47	40	46	43	44	47	46	30

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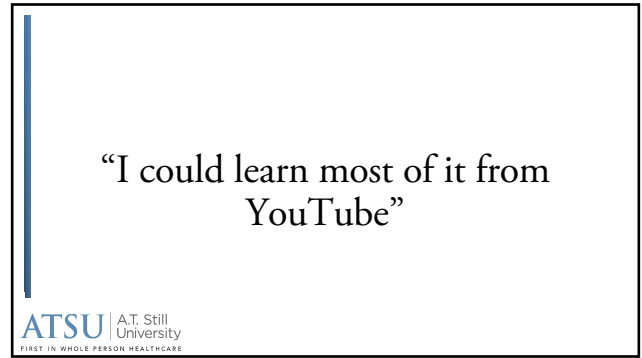


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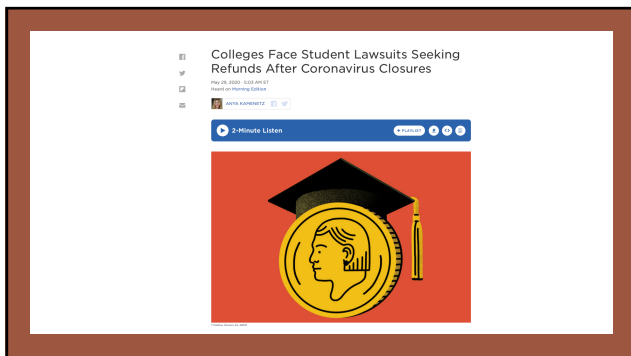




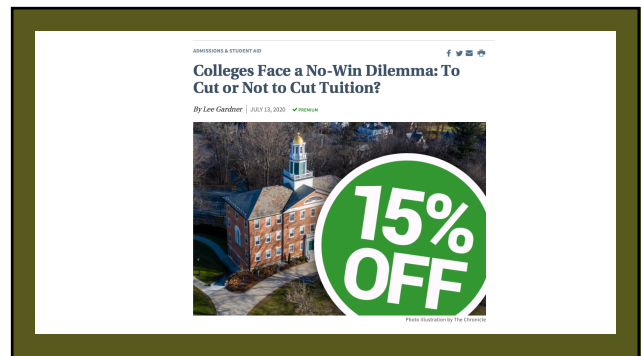
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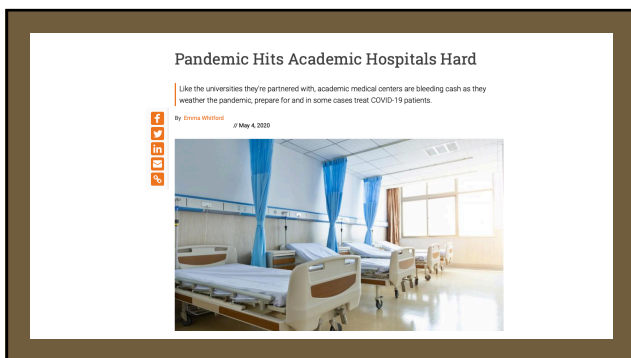
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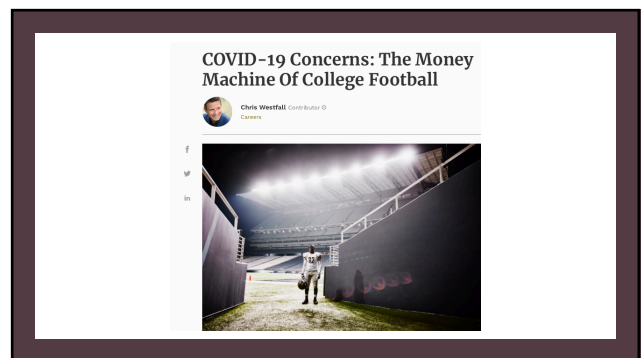
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Athletic Adjustments

Pac-12 will only play other conference members. NESCAC cancels fall athletics. Carleton and U of Bridgeport won't play sports this fall. Nor will California community colleges.



By Scott Jaschik

// July 13, 2020

The Pacific-12 Conference **announced** Friday that it would only schedule in-conference athletic events this fall for football, men's and women's soccer, and women's volleyball. It also said it would delay the start of mandatory athletic activities 'until a series of health and safety indicators, which have recently trended in a negative direction, provided sufficient positive data to enable a move to a second phase of return-to-play activities.'

The decision follows a similar **announcement** by the Big Ten, a Power Five conference often aligned with the Pac-12, as colleges confront the difficulties of athletics during the **pandemic**.



ETOCK

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IVY LEAGUE OUTLINES INTERCOLLEGIATE ATHLETICS PLANS; NO COMPETITION IN FALL SEMESTER

7/8/2020 5:45:00 PM



INCOMING STUDENT-ATHLETE FAQ | RETURNING STUDENT-ATHLETE FAQ

PRINCETON, N.J. -- Amidst continuing health and safety concerns due to the global COVID-19 pandemic, the Ivy League Council of Presidents has set in place plans for intercollegiate athletics activity in the upcoming fall semester.

With the safety and well-being of students as their highest priority, Ivy League institutions are implementing campus-wide policies including restrictions on student and staff travel, requirements for social distancing, limits on group gatherings, and regulations for visitors to campus. As athletics is expected to operate consistent with campus policies, it will not be possible for Ivy League teams to participate in intercollegiate athletics competition prior to the end of the fall semester.

Practice and other athletic training opportunities for enrolled student-athletes will be permitted provided they are structured in accordance with each institution's procedures and applicable state regulations. The Ivy League will also issue guidelines on a phased approach to conditioning and practice activities to allow for interaction among student-athletes and coaches that will begin with limited individual and small group workouts and build to small group practice sessions, if public health conditions permit.

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Cincinnati, Stanford, and 17 other Division I schools are permanently eliminating dozens of sports programs in an unexpected loss from the pandemic

NewsWithCash Jul 8, 2020, 1:12 PM



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Stanford Permanently Cuts 11 Sports Amid Coronavirus Pandemic

The university said in a statement that it faced a \$70 million shortfall over the next three years.

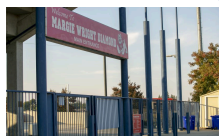


By Will Wilentz and William H. Wood

and one

Stanford University, which has built the most successful basketball program in the country, said on Wednesday that it would now permanently eliminate 11 sports because of the coronavirus pandemic, and that it would permanently drop 11 sports to help offset what it projected would be at least a \$70 million deficit over the next three years.

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Fresno State Athletics furlough over 50 employees in second round of cuts

By Jason Smith 7/8/20 10:30 AM

Fresno State announced in a statement on Friday that the Athletics Department is furloughing about 50 employees in the second round of cuts.

"As a result of the significant financial impact of COVID-19 and the University's transition to virtual instruction due to the coronavirus pandemic, we are making difficult decisions to bring long-term sustainability to our university's operations for the future," the statement said in a statement.

The furloughs include non-athletic employees in athletic training, communications, compliance, scheduling, student support, equipment and strength and conditioning.

LIFE & ARTS | SPORTS | COLLEGE FOOTBALL

Preseason Workouts Provide Frightening Preview for Colleges

The number of positive tests for student-athletes has risen as schools decide whether students can return to the field.



A view of David R. Rogers Stadium at Southern Arizona, Tucson, Arizona, during a football game.

By Lacey Hixson and Melissa Ryan

July 2, 2020 9:56 am ET

In recent weeks, universities across the country have conducted an unplanned experiment: as whether students can return to campus this fall, using football players and other athletes reporting for voluntary workouts as guinea pigs.

It hasn't gone very well.

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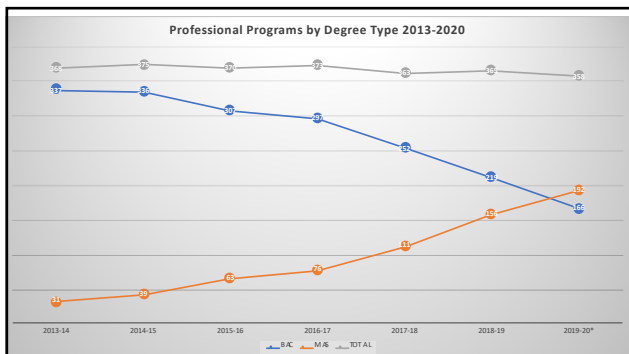
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Overview of AT Education Landscape

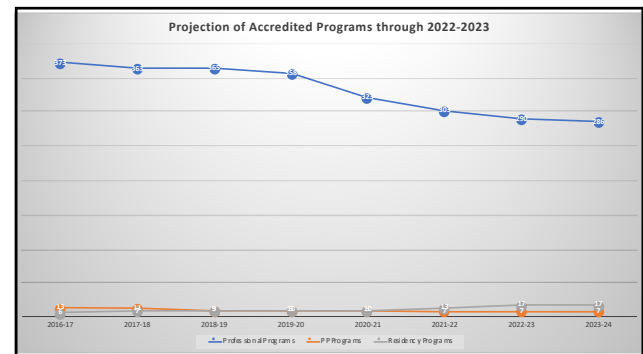
- National AT Program Data Show:
 - Declining Number of Programs
 - Declining Student Enrollment
 - Financially Weak Programmatic Positioning
- Macro-Impact of COVID-19
 - Program Closures
- Micro-Impact of COVID-19
 - Clinical Placements
 - Hands-On Teaching and Learning

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Admissions Capacity and Enrollment

- Professional programs saw a 19% decrease in submitted applications, after a 23.5% decrease in the previous year.
- There was a 18.8% decrease in the total number of admitted students during the 18-19 academic year.
 - Undergraduate programs reported a 36.5% decrease in applications completed, while graduate professional programs reported a 19.9% increase in applications completed.

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Admissions Capacity and Enrollment

- Undergraduate student admissions decreased by 36.9%
- The number of graduate students admitted increased by 24.1%.
 - The relative percent change in students admitted is likely in part due to a decreased number of undergraduate programs and increased number of graduate programs compared with the previous year.

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Program Enrollment

	All Professional Programs		Baccalaureate Programs		Master's Degree Programs	
	Mean	Total	Mean	Total	Mean	Total
Admission Slots Available	15.5	5643	14.5	3034	16.8	2609
Completed Applications	16.7	6063	15.7	3280	18.0	2783
Students Offered Admission	11.5	4108	10.6	2222	12.6	1958
Students Accepting Offer	8.6	3127	8.2	1708	9.2	1419

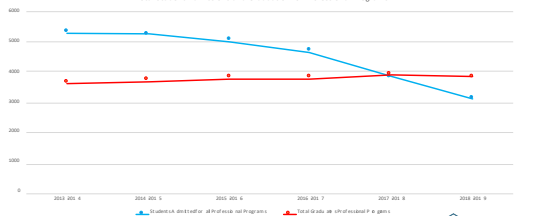
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Admissions Capacity and Enrollment

- The average number of students admitted per program by graduate programs decreased from 10.3 to 9.2 (-10.7%).
- During the 18-19 reporting period, baccalaureate programs admitted students to fill 56.3% (down from 63.6% last year) of their available student spots
- Master's degree programs admitted 54.4% of their reported capacity** (down from 56.4% last year).

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Total Student Admissions and Graduation for Professional Programs



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	All Professional Programs		Baccalaureate Programs		Master's Degree Programs	
	Mean	Sum	Mean	Sum	Mean	Sum
Total Student Enrollment	26.9	9,797	27.9 +/- 18.5 Mode = 20 Range: 2-84	5,840	25.5 +/- 15.7 Mode = 12 Range: 1-91	3,957
Female Student Enrollment	17.0	6,202	17.7	3,708	16.1	2,494
Male Student Enrollment	9.7	3,538	9.9	2,076	9.4	1,462
Transgender Student Enrollment	0.01	4	0.01	3	0.01	1

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Faculty Numbers

	All Professional Programs		Baccalaureate Programs		Master's Programs	
	Mean $\pm$ SD	Mode	Mean $\pm$ SD	Mode	Mean $\pm$ SD	Mode
Core Faculty	3.0 $\pm$ 1.5	2	2.8 $\pm$ 1.5	2	3.3 $\pm$ 1.4	3
Associated Faculty	2.5 $\pm$ 3.3	0	3.1 $\pm$ 4.0	0	1.9 $\pm$ 2.3	0
Adjunct Faculty	2.6 $\pm$ 3.0	0	2.7 $\pm$ 3.3	0	2.4 $\pm$ 2.7	0

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Faculty Costs

	All Professional Programs	Baccalaureate Programs	Master's Programs
	Mean $\pm$ SD	Mean $\pm$ SD	Mean $\pm$ SD
Faculty Costs	256,758 $\pm$ 163,412	224,618 $\pm$ 151,560	286,190 $\pm$ 168,667

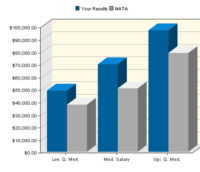
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NATA 2018 Salary Survey Query Results

Your Filtering Criteria

Work Setting: College/University - Faculty/Academic/Research
Full-Time: Yes
Credentials: ATC

Item	Your Results	All NATA	% of All
Salary (+ Bonus)			
Lower Quartile Median Annual Salary:	\$49,209	\$38,000	129.5%
25% Have Salary Less Than:	\$56,777	\$42,650	133.1%
Median Annual Salary:	\$70,000	\$51,000	137.3%
25% Have Salary Greater Than:	\$85,000	\$65,000	130.8%
Upper Quartile Median Annual Salary:	\$97,183	\$79,000	123.0%
Stipend			
Median Stipend:	\$1,000	\$7,000	14.3%
Hourly			
Median Hourly Rate:	\$44	\$25	176.0%



Standard 41 – Number of Faculty

Program faculty numbers are sufficient to meet the needs of the athletic training program and must include a minimum of three core faculty.

Annotation

Program faculty may include core faculty, associated faculty, and adjunct faculty. The needs of the program include advising and mentoring students, meeting program outcomes, scholarship, program administration, recruiting and admissions, and offering courses on a regular and planned basis.

- Programs are required to have sufficient numbers of faculty to meet the needs of the athletic training program by the date of the implementation of these standards.
- A minimum of 2 core faculty is required currently.
- A minimum of three core faculty is required after July 1, 2023.

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Program Financial Analysis Exercise

Master's Programs	Mode Enrollment	Median Enrollment
Combined Program	\$339,194	\$339,194
Expenses	+/- \$199,462	+/- \$199,462
Program Enrollment	12 (6/yr)	26
Annual Revenue/Student (Avg of in- & out-state)	\$24,035	\$24,035
Total Program Revenue	\$288,420	\$624,910
Estimated Overhead (30% of revenue)	\$86,526	\$187,473
Total Expenses + Overhead	\$425,720	\$526,667
Overhead Adjusted Net	-\$137,300	\$98,243

Program Financial Analysis Exercise

PT Programs	Public	Private
Combined Program		
Expenses (Avg 11 core faculty; 3.7x AT programs)	\$????	\$????
Program Enrollment (5.3x AT mean) (11.4x AT mode)	137	137
Annual Revenue/Student (Avg private AT = \$31,500)	\$21,808	\$39,046
Total Program Revenue	\$2,987,696	\$5,349,302
Estimated Overhead (30% of revenue)	\$896,309	\$1,604,791
Total Expenses + Overhead	\$????	\$????
Overhead Adjusted Net	\$????	\$????

Debt and the DPT: What Went Wrong?

July 30, 2018 - Debra - Heidi Jamenga

Share

Last month, my team and I released the results of our second annual State of Rehab Therapy industry survey, and while some of our findings aligned with expectations, there were several data points that left us pondering, and worrying about, potential implications for the profession as a whole. One such finding: The astounding levels of debt reported by DPT students. According to our survey results, which you can [see for yourself here](#), the majority of PT students cross more than half will have more than \$70,000 in student loan debt at the time of graduation, and over one-third will owe more than \$100,000.

Salary expectations for new grads aren't on par with other healthcare industry peers.

And if triple-digit student debt figures aren't enough to make your head spin, bear in mind that most starting therapist salaries pale in comparison to the price tag of a PT education. In fact, according to our survey, nearly 75% of students expect to earn between \$40,000 and \$60,000 during their first PT job after graduation, which also [aligns with current industry salary averages](#). To put that into perspective, the amount of debt medical students owe throughout their schooling is often comparable or double.

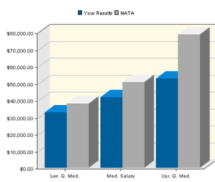


NATA 2018 Salary Survey Query Results

Your Filtering Criteria

Years in Profession: 1-5
Credentials: ATC

Item	Your Results	All NATA	% of All
Salary (+ Bonus)			
Lower Quartile Median Annual Salary:	\$33,000	\$38,000	86.8%
25% Have Salary Less Than:	\$37,150	\$42,650	87.1%
Median Annual Salary:	\$42,000	\$51,000	82.4%
25% Have Salary Greater Than:	\$48,500	\$65,000	74.6%
Upper Quartile Median Annual Salary:	\$53,000	\$79,000	67.1%
Stipend			
Median Stipend:	\$11,640	\$7,000	166.3%
Hourly			
Median Hourly Rate:	\$13	\$25	51.0%



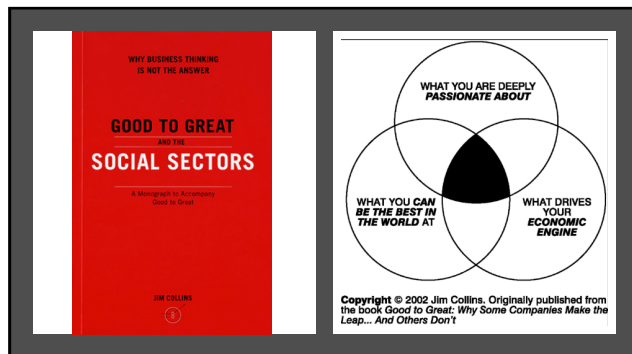
AT Education Concerns

- 23% reduction projected in the number of professional programs by 2023 - 2024.
- 19% reduction in the number of students admitted into AT program this past year.
- Programs are only admitting about 55% of their enrollment capacity.
- A 41% drop in the number of students admitted to professional AT programs in the last 6 years.
 - Most masters programs report an enrollment of only 12 students.
- The costs may exceed the revenues generated for many AT programs.

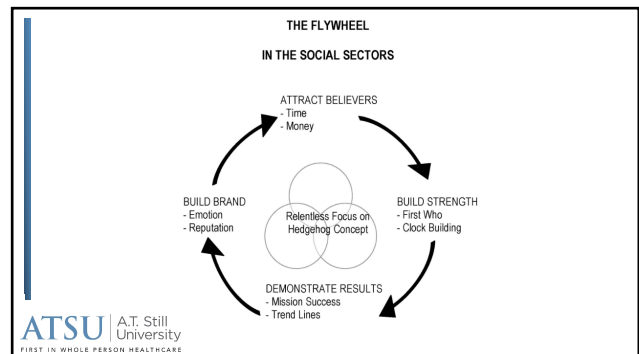
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What is Your Program's Long-Term Financial Stability?

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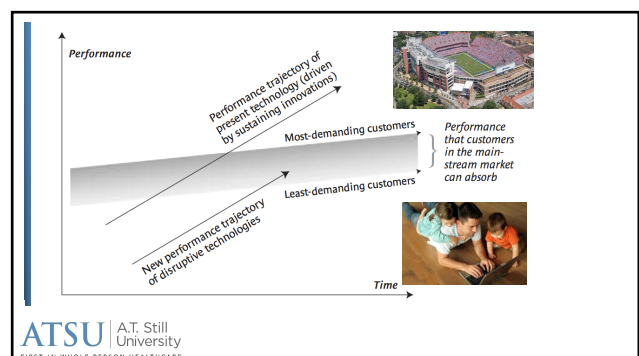
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CLAYTON M. CHRISTENSEN
HENRY J. EYRING
THE INNOVATIVE UNIVERSITY
Changing the DNA of Higher Education from the Inside Out

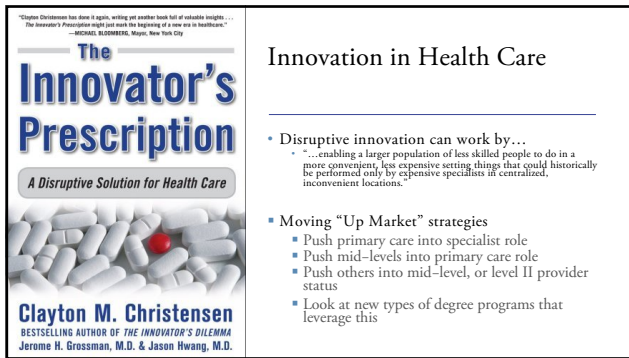
Innovation in Higher Education

- As many as half of all colleges and universities could be in bankruptcy or reorganization within 15 years
 - Published in 2011
- The DNA of many universities must evolve to survive
 - Especially mid-level, less selective public institutions who have out priced their customers

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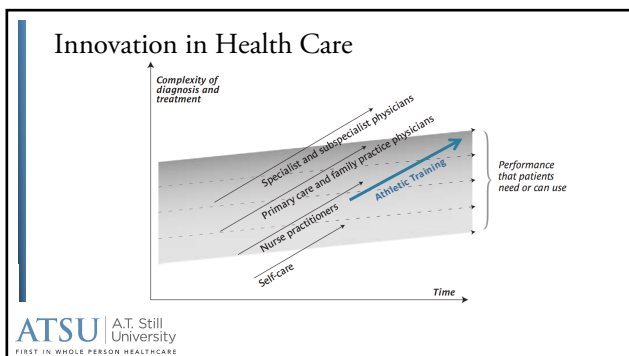
Innovation in Health Care

- Disruptive innovation can work by...
 - ...enabling a larger population of less skilled people to do in a more convenient, less expensive setting things that could historically be performed only by expensive specialists in centralized, inconvenient locations.
- Moving "Up Market" strategies
 - Push primary care into specialist role
 - Push mid-levels into primary care role
 - Push others into mid-level, or level II provider status
 - Look at new types of degree programs that leverage this

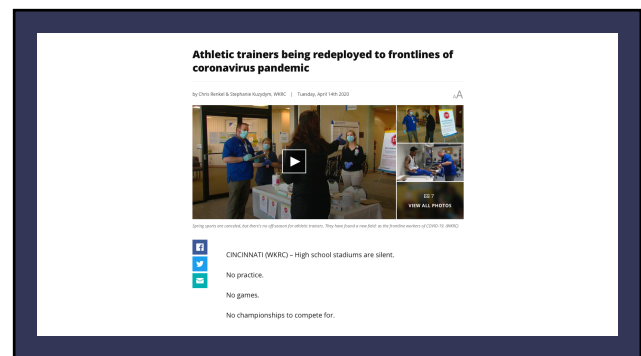
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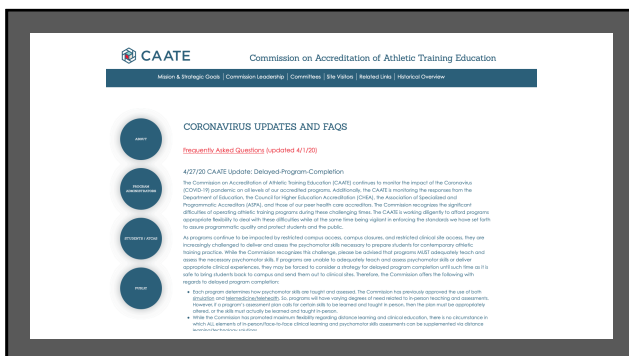
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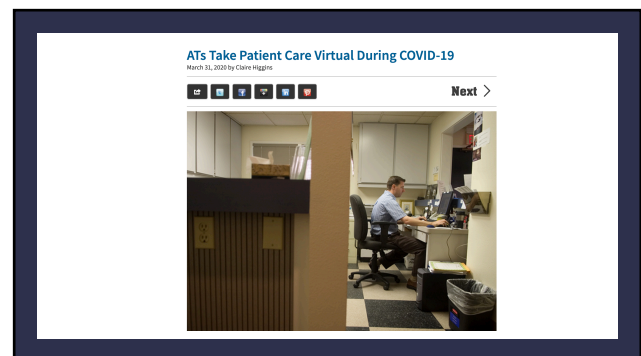
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World Federation of Athletic Training and Therapy

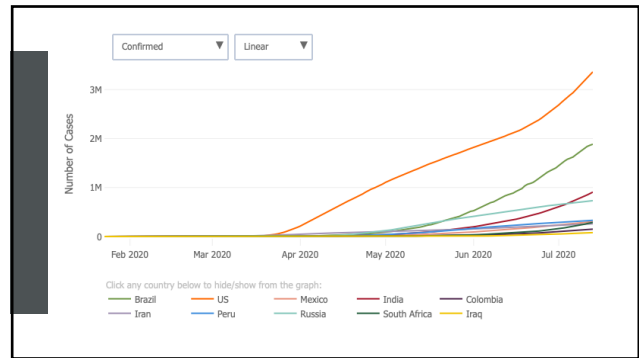
Webinar Registration

[f](#) [t](#) [in](#) [e](#)

Topic: Development of a Collaborative, Simulation-Based Virtual Athletic Training Clinic

Description: Development of a Collaborative, Simulation-Based Virtual Athletic Training Clinic with Dr. Luzila Vela, PhD, LAT, ATC, Assistant Professor and Clinical Education Coordinator at the University of Virginia.

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CORONAVIRUS UPDATES AND FAQs

[Frequently Asked Questions \(updated 4/1/20\)](#)

4/27/20 CAATE Update: Delayed-Program-Completion

The Commission on Accreditation of Athletic Training Education (CAATE) continues to (COVID-19) pandemic on all levels of our accredited programs. Additionally, the CA, Department of Education, the Council for Higher Education Accreditation (CHEA), IP, Programmatic Accreditors (ASPA), and those of our peer health care accreditors. The effectiveness of respective athletic training programs during these challenging times. The

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Potential Innovations in AT Education

- Significant Need to Create Financial Sustainability
 - Enrollment Growth
 - Consortium Programs?
- Expanded Use of Distance/Hybrid Learning
- Expanded Use of Technology
 - Patient Simulation
 - Telemedicine / Telehealth
- Transforming Your Program Identify
 - What do you want to be the best in the world at?

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Discussion Considerations

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What Does This Mean for AT Education?

- How will the global pandemic and higher education financial crisis impact AT education, both short and long-term?
 - Financial impact?
 - Distance learning impact?
- How will the significant changes to Fall collegiate sports activities impact AT education?
 - How will the furloughing of clinical AT's impact AT education?
 - What if all of this extends into the Spring and Fall of 2021 – 2022?

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What Does This Mean for AT Education?

- How can we collectively promote the profession of AT as a viable career choice to enhance application numbers?
 - How can we prevent, or should we prevent, the steady decline in the number of professional AT programs?
- How do we make AT programs financially sustainable for the long-term?
 - How do we market the unique strengths and opportunities of our individual AT programs?
- How do we, as educators, innovate in our programs in order to position our graduates to move up-market in the work force?

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Thank You!

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