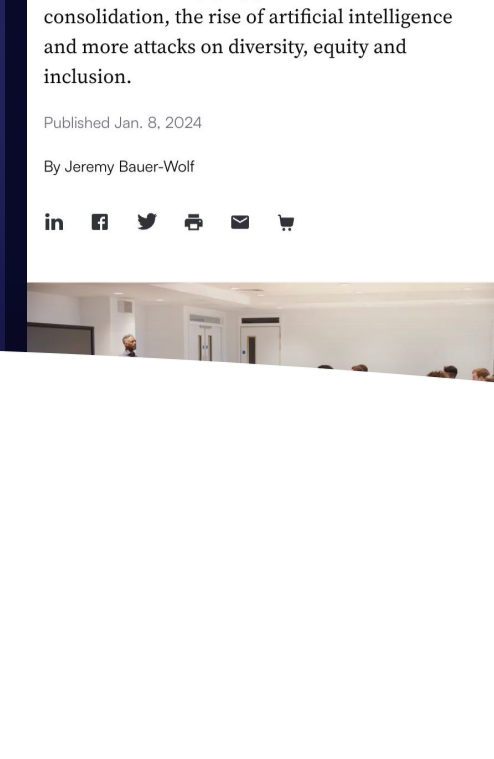


Higher Ed Dive is a news publication designed specifically for leaders and decision-makers for higher education such as colleges, universities, trade schools, and non-traditional learning, covering topics such as online learning, policy, legal, leadership, enrollment, and more.

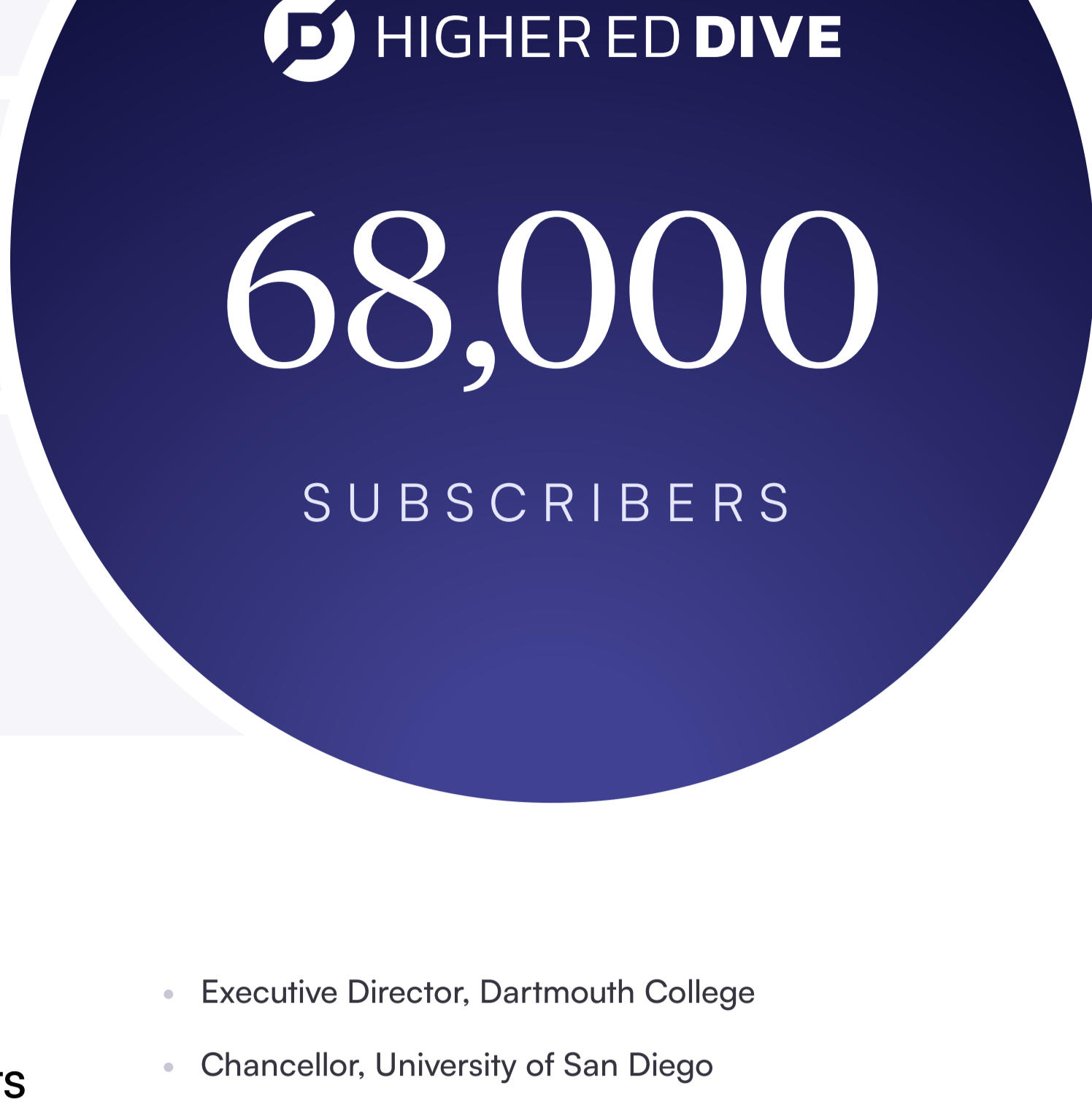


01 Audience

146K
 unique monthly visitors

49%
 of subscribers are in an executive leadership position

100%
 of the Top 100 US News Best National Universities and Liberal Arts Colleges read Higher Ed Dive



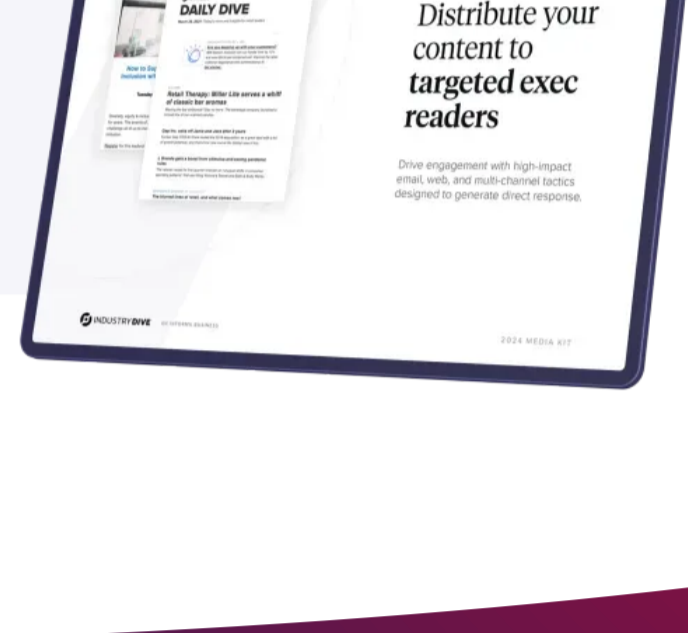
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02 Top-performing content

With the integration of AI in enrollment and classrooms, FAFSA delays, college and university closures, rollbacks in DE&I efforts, and the looming enrollment cliff, the scrutiny of the finer points of higher education has become more critical than ever before. Let's take a look at what higher education leaders have been focused on most.

Top 5 topics

- Policy & legal
- Finance
- Students
- Enrollment
- Leadership

Top 10 Higher Ed Dive stories

11 states sue to stop Biden's new income-driven repayment plan	Florida Career College to close all campuses by mid-February
7 higher education trends to watch in 2024	Colleges won't receive FAFSA applicant info until March, Education Department says
University of New Hampshire to lay off 75 employees to help save \$14M	5 higher education lawsuits to keep an eye on in 2024
Black students who enroll at HBCUs have higher bachelor's degree attainment, research finds	Penn State plans nearly \$100M in cuts for FY26 budget
UNCG chancellor makes final call to cut 20 academic offerings	3 state policy trends that will shape higher ed in 2024

Keywords resonating right now

- university endowment returns
- college closures
- student mental health
- Title IX rule
- on-campus protests
- AI in education
- student loan forgiveness
- DE&I efforts

03 Trend analysis

Simultaneous financial stressors

- Tough decisions being made in wake of enrollment declines: major cutbacks on degree programs and academic offerings
- Educator layoffs: cuts to tenured faculty in extreme cases
- New FAFSA rollout simplifies process, but delays financial aid review and offers

Social & ethical concerns

- War against diversity, equity, and inclusion programs (Florida & Texas program-spending bans)
- Addressing generative AI disruptions (academic dishonesty/plagiarism in coursework, admissions essays, etc.)
- Navigating inflamed political tensions on campus — Israel-Palestine conflict protests; some institutions accused of spiking antisemitism

Policy & regulation

- Closely monitoring new overtime rules and Title IX regulations
- Fallout from Supreme Court's decision to end race-conscious admissions
- Continued battle over student loan forgiveness policies

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

- Employers don't practice what they preach on skills-based hiring, report finds
- Colleges need a deliberate online strategy to better serve first-generation students

AI pros and cons

While AI can be a tremendous tool in supporting learning and development, it also has drawbacks and considerations that faculty and staff must balance.

studioID tip

Demonstrate strategies and present case studies showcasing how education leaders can design coursework that teaches students how to best use AI to problem solve, all the while emphasizing the cultivation of human skills like emotional intelligence and ethical judgment. This ensures students are well-prepared for the workforce of the highly technical work force.

All things DE&I

Diversity, Equity, and Inclusion (DE&I) have taken center stage in many institutions — and the hot seat in others.

studioID tip

Engage in discussions with higher education professionals regarding the potential consequences of the absence or prohibition of DE&I programs at the college/university level. Brainstorm strategies for these institutions to facilitate open discourse and dialogue, ensuring that current and prospective students feel supported in matters concerning DE&I.

Eyes on enrollment

Student enrollment and retention are under intense scrutiny, particularly considering race-conscious admissions, debates over test-optional and legacy admissions, and more.

studioID tip

Support higher education leaders in developing resources and implementing best practices for students as they navigate these stressors before and after enrollment. And in turn, help leaders increase recruitment and retention. Collaborate with faculty members to add further credibility to these resources and create case studies for future reference.

04 Marketing insights

Create grade A marketing for this audience by reflecting the content preferences of over 68,000 Higher Ed Dive subscribers in your strategy:

Preferred content types

- Webinars/virtual events
- Playbooks
- Trendlines
- Infographics

Help set reliable guardrails for AI in education

Ultimately, higher education professionals aim to enhance their students' learning experiences to better equip them for post-graduation endeavors.

studioID tip

Identify optimal opportunities to integrate AI into the classroom. Quell the skeptics by explaining the benefits of AI and how it can empower students to pursue successful careers after graduation. Equally so, warn higher education leaders of the perils of AI so students and educators develop necessary skills and do not become overly dependent on the technology.

Create pathways for student success

The primary objective for higher education leaders this year will be demonstrating the value of obtaining a postsecondary degree.

studioID tip

Support these leaders in helping them differentiate their campus and educational experiences to support recruitment and retention efforts. Provide educators with information about leveraging data across campus functions, from improving operational efficiency, to dialing in course offerings, to bolstering their recruitment and retention efforts.

Spark optimism with solutions

Amidst the doomsday headlines, higher education leaders are looking for ways to stay afloat and set their institutions on a path toward success.

studioID tip

Assist higher education leaders in navigating financial challenges more effectively. Provide guidance on how to develop strategies for managing program cuts, closures, or budget constraints. Empower leaders with case studies and techniques for agile decision-making in uncertain circumstances.

studio / ID



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