

Parents May Delay College for High School Seniors Due to COVID-19

As industries across the globe contemplate how COVID-19 will impact business, colleges and universities are anxious to understand how the pandemic will affect the decisions of prospective students and ultimately the long-term viability of their institutions.

Brian Communications, a national strategic communications agency, announced the findings from an independent nationally representative survey of 405 parents of high school seniors evaluating how the COVID-19 crisis has impacted decisions about their child's academic future.

Among parents surveyed, many are worried about student safety, lack of communication from schools and proximity of universities to home. More than one third say the crisis may cause their child to delay going to college.

How Parents Surveyed Are Feeling

With parents feeling anxious, ill-informed and looking for clear communication on how institutions are handling and responding to the pandemic, it is more important now than ever for colleges and universities to quickly adjust their communications processes to instill confidence and prevent an unplanned melt of their incoming freshman class.

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The incoming freshman class is the lifeblood of a healthy university or college. What we're seeing in this survey indicates that parents of graduating seniors have deep concerns connected to this outbreak that could threaten the long-term viability of institutions if they don't respond in the near term.

Brian Tierney, CEO of Brian Communications

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Contact us for more on this national survey and strategically navigating communications in higher education.

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40%

say the pandemic may cause their child to delay going to college



60%

state they have not received any information on how institutions intend to ensure their child's safety next year



85%

need to know more about what colleges are doing to ensure student safety



40%

would now prefer their child to attend a college or university closer to home



65%

say the pandemic has made them more cautious about the financial impact of tuition

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