

COVID-19 | ONLINE CONVERSATION ANALYSIS

12/17/20

Conversation volume 12/10 to 12/16 (101,893) was **down 9%** vs. 12/3 to 12/9 (112,230)

TRENDING: LOOKING BACK

As the year draws to a close, news outlets are increasingly publishing reviews of decisions, approaches, successes and failures in university responses to the COVID-19 pandemic. Unsurprisingly, university and college presidents feature prominently in these analyses as the leading decision makers on campus. With leadership accounting for a significant portion of perceived brand value ([source](#)), now is a critical time to be collecting and analyzing conversation data about your university president and looking ahead at a strategic communications plan for 2021.

THE CHRONICLE OF HIGHER EDUCATION

Purdue Made It Through the Fall.
Does That Mean Mitch Daniels Was Right?



EDUCATION

COVID, Lawsuits And Racial Reckoning: The Year In Higher Education

“The year 2020 will go down as one that reshaped the landscape for colleges, with COVID-19 and the racial reckoning changing the state's campuses. The pandemic put financial pressure on local colleges, caused enrollment to dip and largely shifted teaching and learning from in-person to online. Schools' professed commitment to diversity and inclusion turned scrutiny on how much contracting they do with businesses owned by people of color.”

Source: [GBH](#)

KEY CONSIDERATIONS: LOOKING AHEAD

As strategic communications planning for 2021 continues, here are some topics/issues that are worth considering for university presidents.

1. Demonstrating progress in equity initiatives →

- What tangible progress has occurred in racial, digital and COVID-19 response equity efforts and how best to position the president as a leader?

2. Building bridges with faculty →

- Administrators have been at odds with faculty and staff on many campuses ([example](#)). How can inclusive processes and transparent communication mend divides?

3. Combating financial crisis

- How can leaders position investment in revenue generating sports (coaches' salaries, facilities, etc.) and administrative costs (salaries) in light of other cuts/freezes?

4. Innovating →

- How have/can reimagined digital education efforts reshape the education model/approach without undermining the value of an on-campus experience?

Dr. Rajiv J. Shah @rajshah

#HappeningNow

I'm joining @ASU president @michaelcrow for a discussion about effective leadership strategies to achieve a more innovative, equitable & sustainable #Covid19 response.

*“In recent months, the American Association of University Professors, which advocates for faculty and helped establish the modern concept of tenure in 1940, has received about **100 complaints from professors around the country alleging power grabs by college presidents**. The organization has labeled the changes at colleges a “national crisis.””*

Source: [WSJ](#)

The Atlantic

Are Universities Going the Way of CDs and Cable TV?

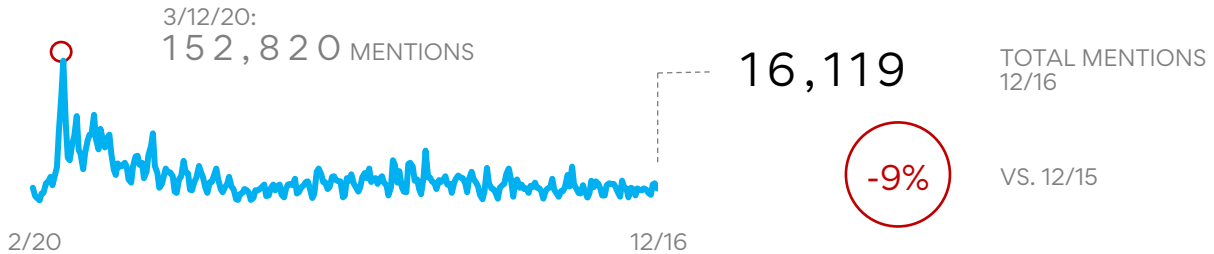
Like the entertainment industry, colleges will need to embrace digital services in order to survive.

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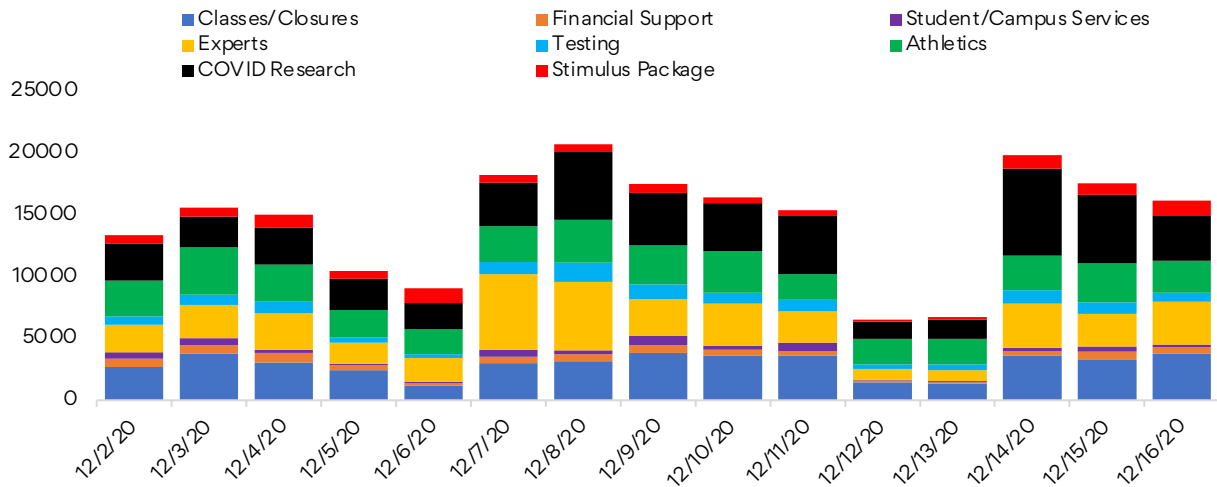
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This analysis captures publicly available online mentions of keywords associated with the higher education industry and leading North American institutions in conjunction with mentions of COVID-19/Coronavirus. Please note that this is a rapidly-evolving and nuanced conversation and therefore numbers captured herein should be viewed as approximations. Legend Labs will work to refine and improve data segmentation daily.

CONVERSATION VOLUME OVER TIME | 2/20 - 12/16



CONVERSATION VOLUME OVER TIME BY TOPIC | 12/2 - 12/16



TRENDS BY TOPIC

OVER LAST DAY (12/16)

STUDENT/CAMPUS SERVICES

+32%

"A Vanderbilt University epidemiologist on Tennessee's per-capita COVID-19 infection rate: "It's clear the house is on fire and we're still lighting matches."
(@AliGerb)

OVER LAST 3 DAYS

STIMULUS PACKAGE

+302%

"Bipartisan group in Congress is seeking \$20 billion in coronavirus relief for colleges and universities."
(@InsideHigherEd)

OVER LAST 7 DAYS

RESEARCH

+19%

"Dr. Kizzmekia Corbett helped developed the coronavirus vaccine. She's a native of Hillsborough, North Carolina AND a graduate of UNC! "The vaccine that you're going to be taking was developed by an African American woman." -Dr. Fauci."
(@WRALAaron)