The Chronicle of Higher Education & P3•EDU
2023 Public-Private Partnership Survey

Key Findings

PUBLIC-PRIVATE PARTNERSHIPS ON YOUR CAMPUS ARE
- Increasing (75%)
- Staying the same (23%)
- Decreasing (less than 2%)

IN WHAT AREAS IS YOUR INSTITUTION MOST INTERESTED IN PARTNERING WITH PRIVATE COMPANIES? (SELECT ALL THAT APPLY)
- Workforce development/employee training (70%)
- Health, telehealth or mental health services (48%)
- Skills training/bootcamps (35%)
- Data analytics/predictive analytics (30%)
- Online program expansion (29%)
- Artificial intelligence (24%)
- Energy/sustainability solutions (24%)
- Coaching/mentoring/tutoring (22%)
- International student recruitment (22%)
- Course materials or courseware platforms (22%)
- Student housing (20%)
- Career counseling (19%)
- Research, development, IP commercialization (18%)
- Other real estate development (18%)
- Other (5%)

TOP REASONS INSTITUTION HAS PARTNERED OR WOULD PARTNER WITH PRIVATE COMPANIES
- Unique competencies/superior service to in-house alternatives (74%)
- Speed of execution/speed to market (50%)
- Availability of investment capital (32%)

TOP CONCERNS
- Loss of Control (81%)
- Cost (70%)

Survey responses from ~385 college and university presidents/chancellors, provosts, and CFOs

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WHAT NEW EVENTS HAVE CHANGED YOUR VIEW OF PARTNERSHIPS WITH THE PRIVATE SECTOR?
(SELECT ALL THAT APPLY)

- New technology developments (54%)
- Recent U.S. Department of Education guidance around third-party servicers (24%)
- Rising interest rates (11%)
- Other (15%)
- None (27%)

DO YOU BELIEVE YOUR INSTITUTION WILL NEED TO PARTNER WITH THE PRIVATE SECTOR TO IMPLEMENT OR MANAGE NEW DEVELOPMENTS AROUND ARTIFICIAL INTELLIGENCE?

- Yes (64%)
- No (36%)

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