

## The Coronavirus COVID-19 and Higher Education - The Short Term Effect and Long Term Impact

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While the economy, social norms, and educational delivery around the world was relatively “normal” in the beginning of 2020, the world changed dramatically in March due to the global spread from the COVID-19 illness. Restaurants, retail stores, and businesses shut down to mitigate the spread of the virus. “Social distancing” and “Flattening the Curve” became everyday nomenclature as people were asked to “Stay at Home” during the crisis. As the economy suffered with businesses closing and employees being furloughed from their jobs, the majority of the college population worldwide moved towards a dedicated online delivery to students.

The keynote talk will discuss the short term effect, long term impact, and my personal experience in how universities are addressing the COVID-19 virus:

- Short Term: What has been the effect over the past month or two of delivering education totally online? What effect did it have in reassessing how students can attain an education? Parents and students now see how a different way of educational delivery that may actually work with courses online, and they may like it. A student can attain the same degree, at a lower cost, via an online virtual delivery method.
- Long term: Prestigious schools have large endowments while state and government related institutions have legislators who provide financial funding for those schools. But what about those middle tier, private schools, with decreasing enrollment and minimal endowment funds. How do they compete in the future marketplace that warrants more online delivery? And if more courses and programs are offered online, what happens to the physical buildings on campus?
- A University Experience: My university moved heavily into an online delivery mode for bachelor programs in 2016. The strategy dramatically, and negatively, impacted some on-campus programs. Then with the COVID-19 virus, all spring courses university wide were migrated to an online delivery for the remainder of the spring 2020 term. In the interim, administrators continue to plan to provide more, if not all, courses online to students for the fall 2020 term.

