

TRUST RESILIENCY GROWTH

Rising to the Challenge

By leveraging dynamic and longstanding networks of trust across the Big Ten, the staff and stakeholders of the BTAA rose to the challenges of the pandemic to support and engage students, faculty, staff, and campus communities.

IMPACT

Collaboration

BTAA universities come together to solve problems, save money, and increase opportunities.

SYNERGY

Shared Knowledge

Much of the strength of the BTAA comes from the shared knowledge of peer groups, who worked even closer together as campuses responded to unprecedented challenges.

Creating Opportunity

BTAA faculty have long shared administrative and faculty expertise through collaborative opportunities designed to enhance personal networks, scholarship, research, mentoring, and leadership potential.

8x



INCREASE IN
OVERALL BTAA
**STAKEHOLDER
ENGAGEMENT**

ADMISSIONS:

2000+

HIGH SCHOOL
COUNSELORS
PARTICIPATING



**IN VIRTUAL
OPEN HOUSES**

14x

LIBRARY STAFF
PARTICIPATING IN
MEETINGS



\$10.4
2017

\$10.7
2018

\$11.2
2019

2020

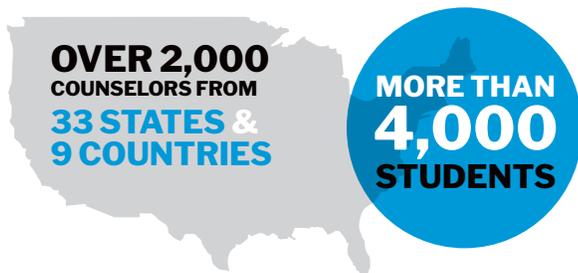
\$11.5 BILLION IN FUNDED RESEARCH

STUDENT IMPACT BY THE NUMBERS

Direct impact The BTAA has a long history of supporting students through programs such as FreeApp and SRQP, and faced with unprecedented challenges, stakeholders developed programs to share courses across universities, increase grad school preparation, and introduce HS counselors and students to the opportunities awaiting them in the Big Ten.

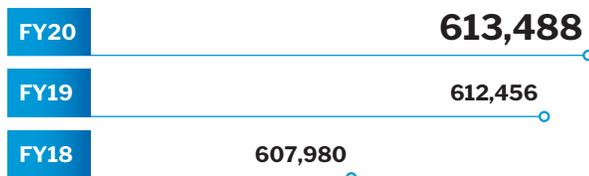
ADMISSIONS

Outreach Faced with a complete absence of in-person opportunities, BTAA Admissions Directors leveraged their network to develop online college fairs that reached far beyond traditional attendees.



TOTAL ENROLLMENT

Impact Spanning 11 states and 14 campuses, the universities of the Big Ten educate more than a half a million students a year.



PROGRAMS SERVING STUDENTS

BTAA's nationally renowned portfolio of dynamic programs and initiatives leverages the strengths of member institutions to increase diversity, equity, inclusion, and engagement across member institutions.

