

# For-profit higher education in Brazil: Strategies, movements and consequences, 4 March 2021



00:34:42 Israel Gottschalk: You have mentioned that for profit education providers have been reducing the number of qualified academic staff and the working conditions are deteriorating. I wonder if you have any data to support these claims? I have the impression that the information of the latest HE Census disprove that claim.

00:40:37 Israel Gottschalk: Large corporate groups are normally guided by shareholder value maximization. Larger education groups in general have better quality standards than small isolated providers, and deliver education at a lower cost. Do you have any evidence supporting the claim that shareholder value pursuit is an enemy of students' benefit?

00:41:37 Marianne Jensen: Are not Research quality incentivized and a competitive factor in recruiting students and staff for the private insitutions?

00:41:41 JORGE DAVID PEREZ RIVERA: What is the relevance of CAPES in the financing of higher education institutions in Brazil?

00:42:34 Syed Farhan Shakeel: What is CAPES?

00:42:45 Aliandra Barlete: Thank you for this very interesting presentation, Cristina. I am curious about the regulatory framework that allows the market-makig activities in Brazil. Is it a case of regulatory loop that enables transactions such as international companies purchasing Brazilian HEIs, but preventing TNE activites, for instance?

00:43:32 André Martins: CAPES is a federal research funding agency in Brazil

00:43:50 Hongwei Gu: Recently , a student consumer culture has been on the rise for higher education in Brazil , my question is how are institutions coping with the evolving needs and expectations of the student- consumer?

00:44:01 Ana Maria de Moreira: Excelent presentation, thnaks Cristina.

00:44:02 Andrea Detmer: How do you think the pandemic may affect the government, non-profit and for-profit distribution in enrolment? What are the implications for quality and equity? How are public HEIs responding?

00:44:26 Aliandra Barlete: Syed, CAPES is an agency that funds and regulates a few aspects of Brazilian HE, such as postgraduate programmes

00:44:41 Clarissa Tagliari: Cristina, thank you very much for your presentation. How do you understand the CADE decisions regarding mergers in Brazil? I would like to hear more about it.

00:44:42 Syed Farhan Shakeel: ok, thank you

00:44:46 Dante Salto: Dear Cristina,

Are there any indicators or educated guesses about how the for-profit higher education sector in Brazil has fared the COVID-19 pandemic? You mention that the sector adjusted rapidly. However, the sector also relies on ample federal funding through the student loan (FIES) and tax incentives PROUNI programs. Have there been any changes in these programs due to the pandemic?

And as a follow up question: Have there been any public policies assisting the nonprofit and for-profit sectors during the pandemic?

Thank you,

Dante Salto.

University of Wisconsin-Milwaukee.

00:44:57 Hongwei Gu: thank you Cristina for your presentation.

00:46:24 Victorița Trif: What are public policies in Brazil concerning the social returns to education?

00:47:43 Rodolfo Cabral: Thank you for your presentation, Cristina. Very interesting work. Would you have data relating to the impacts of these economic movements in the for-profit sector on quality indicators?

00:48:04 Soyoung Lee: If higher education is highly marketised, how the value of higher education degree is considered by students and also by the employers? Is there any chance that the corporate-like HE systems reduce the value and quality of HE in Brazil?

00:49:18 Brian Pusser: Cristina, thank you for an excellent presentation. Many of your findings on for-profits are consistent with what is happening in the United States. I look forward to your working paper for CGHE.

00:54:45 Aliandra Barlete: I meant 'loophole' in my question above (not 'loop')

00:54:48 Brian Pusser: While the credentialing of academic faculty in higher education organizations is a vital issue, other questions matter as well, such as the part-time or full-time status of faculty, their degrees of autonomy, the support provided, and in the U.S. case, the percentage of revenue spent on direct educational activities compared to marketing and administrative costs. In the U.S. the Congressional committee chaired by Senator Harkin in 2010 found for-profits often spending more on marketing than on educational expenditures. That resource allocation process is reflected in less than desirable outcomes for many students.

00:59:16 André Martins: Thank you for your presentation, Cristina. Some researchers have argued that the Federal evaluation and regulation of HE have favored the capital concentration.

According to this view, "Instead of controlling market behaviour and making it work better, the quality assurance policies provoked the capture of private HE by investment funds and global groups".

I would like to hear you about this statement.

01:14:40 CGHE Webinars: Thank you for joining today. A recording of this webinar will be on the CGHE site tomorrow morning: <https://www.researchcghe.org/events/cghe-seminar/for-profit-higher-education-in-brazil-strategies-movements-and-consequences/>

01:15:54 CGHE Webinars: Our next webinar will be on Tuesday, 'Elite journals, publishing as prestige-generation, and implications for academic careers'. You can register here: <https://www.researchcghe.org/events/cghe-seminar/elite-journals-publishing-as-prestige-generation-and-implications-for-academic-careers/>

01:21:39 Lisa Lucas: Thanks Cristina and Simon for a fascinating session.

01:22:12 Clarissa Tagliari: Thank you, Cristina!

01:23:05 Dante Salto: Obrigado, Cristina!

01:24:18 Simon Marginson: fabulous questions from everyone - thanks!

01:24:26 Marianne Jensen: Great session Cristina and Simon, thank you!