



# COVID's Impact on Higher Education

*Exploring PR/marketing responses and the way ahead*

In this virtual seminar with live Q&A, learn how PR pros are:

- Addressing admissions and enrollment challenges
- Dealing with the disruption in teaching models
- Expanding classroom reach during the pandemic
- Helping ensure the future viability of their institutions



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**Tuesday**  
**May 18, 2021**

**12:00 pm – 1 pm**  
**Pacific Time**

*Free and open to the public*

Register to obtain the zoom link [here](#)

**PRSA** Public Relations Society of America  
Mid-Columbia