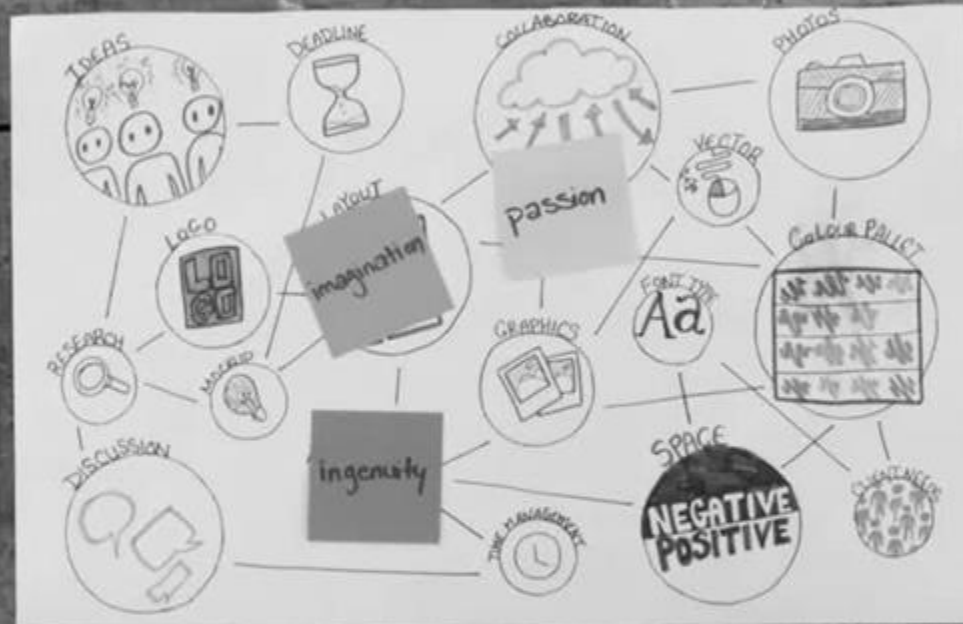


STRATEGIC PLANNING COMMITTEE PRESENTATION

FEBRUARY 1, 2022

PRESENTED BY: PATRICK BURNS & MEGAN
CROSSFIELD



ARTICLES REFERENCED

- Who's Missing from America's Colleges? Rural High School Graduates
- Fewer Students are Going to College. Here's Why That Matters
- More Than 1 Million Fewer Students are in college. Here's How That Impacts the Economy
- Persistence and Retention – Fall 2019 Beginning Cohort

MAIN CRITICAL ISSUE

- Enrollment Rates are Declining

- “Student enrollment at U.S. colleges down 11% since 2011”
- “U.S. colleges and universities saw a drop of nearly 500,000 undergraduate students in the fall of 2021”
- “Community college enrollment is down 13% since fall 2019”

Community college enrollment is down 13% since fall 2019



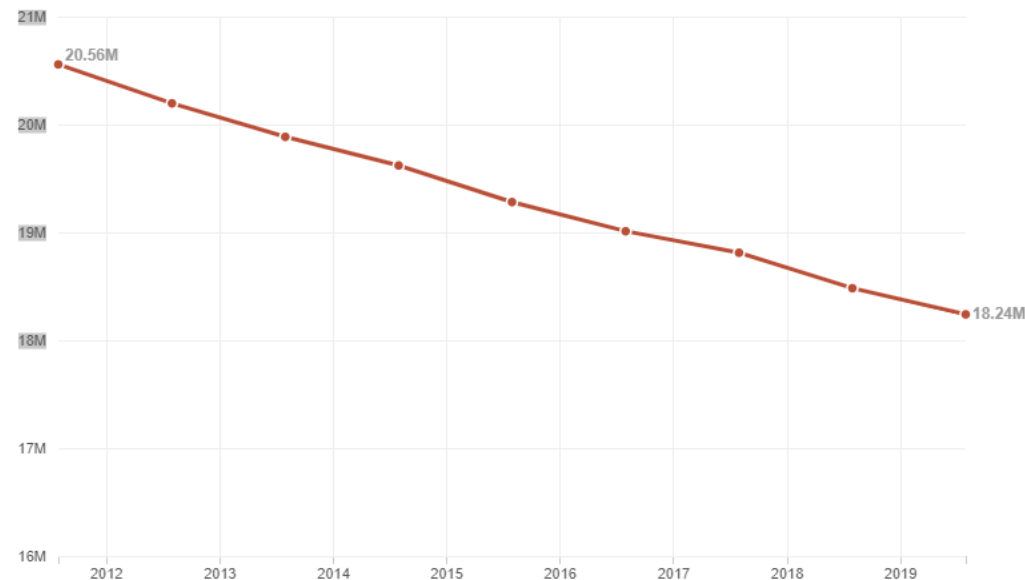
Source: National Student Clearinghouse Research Center

Credit: Tien Le/NPR

WHY IS THIS HAPPENING?

Student Enrollment At U.S. Colleges Down 11% Since 2011

About 2.3 million fewer students enrolled in college this fall than in fall 2011.



Source: [National Student Clearinghouse Research Center](#)

Credit: Daniel Wood/NPR

- Economy is doing well with low unemployment rates, currently 3.5%.
- Lower birth rates from 20 years ago means fewer students.
- States are putting less money into higher education, requiring institutions to rely on tuition. As tuition goes up, grants and scholarships aren't keeping pace, the cost of college falls on students and their families.
- More high school graduates are choosing to work. Wages at the bottom of the economy have increased.

STUDENTS RETHINKING THE VALUE OF COLLEGE

- It's hard to turn away a paycheck
 - Wages at the bottom of the economy have increased dramatically – Minimum wage is an appealing alternative to college.
- Concerns:
 - Students are trading in a short-term gain for a long-term loss.
 - The longer they stay away the harder it is to start thinking about going back to school.



15% wage increase for leisure and hospitality over the last year.

HIGH HOURLY WAGE VS. OBTAINING A DEGREE

- Short-Term Benefits of High Hourly Wage vs. Long-Term Benefits of a Degree
 - Study from Georgetown University, bachelor's degree holders were found to earn \$2.8M during their career, 75% more than if they only had a high school diploma.
 - Other benefits linked to higher education include increased likelihood of civic participation, lower infant mortality rates, better maternal health and decreased likelihood of being unhoused or experiencing food insecurity, and more.

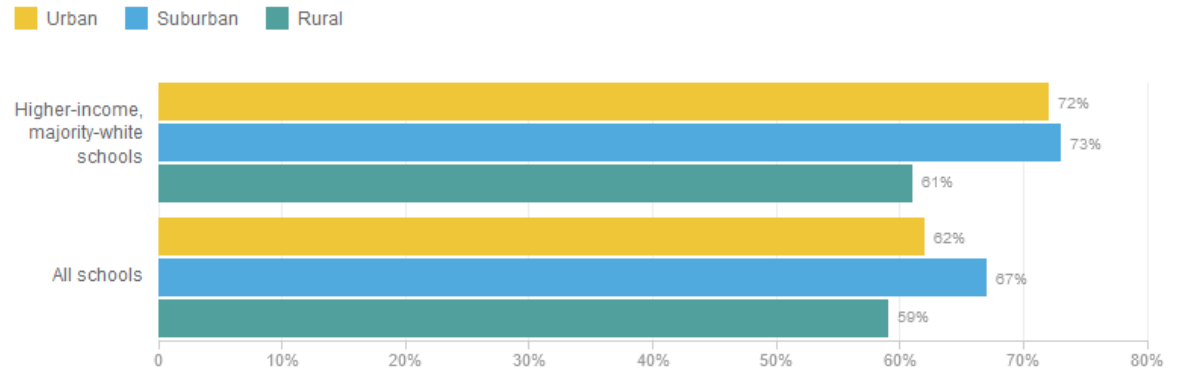
EFFECTING THE ECONOMY AT LARGE

- Fewer people graduating with the skills, credentials and degrees necessary for a higher-paying job.
 - US Manufacturing Skills Gap Could Leave As Many As 2.1 Million Jobs Unfilled By 2030, Deloitte and The Manufacturing Institute Study Finds
- Many of those jobs requiring credentials (four-year degree, associate degree, or skills/trades certificate) are not filled.

POTENTIAL SOLUTIONS

- Creative Recruitment
- Targeting specific populations, such as rural students
 - 59% of rural high school grads go to college the subsequent fall compared to 62% of urban and 67% of suburban graduates.
 - Fewer than 1 in 5 rural adults ages 25 and older have college degrees.
 - Many stay in their town and get jobs after high school.
- Focusing on persistence and retention
- College reentry programs, free class retakes, scholarships

COLLEGE ENROLLMENT RATES THE FALL AFTER HIGH SCHOOL GRADUATION



Source: [National Student Clearinghouse](#)

Credit: Clare Lombardo and Jasmine Mithani/NPR

WHY ARE RURAL HIGH SCHOOL GRADUATES NOT GOING TO COLLEGE?

- Lack of vocations for students to try and/or someone in their community they can aspire to.
- Rural areas contend with drugs and mental-health issues, poverty, and lack of high-speed internet.
- Rural areas cannot attract enough teachers to offer college-prep classes.
- Another reason is culture shock, going from small class size to a very large college campus, rural students are more likely to drop out.

PERSISTENCE & RETENTION

- Overall, first year persistence rates declined 2% in fall 2020 and community colleges showed the steepest decline of 3.5%.
- Retention rates declined the most in the community college sector.

Figure 6a. Persistence Rates by Starting Enrollment Intensity: Public Two-Year Institutions

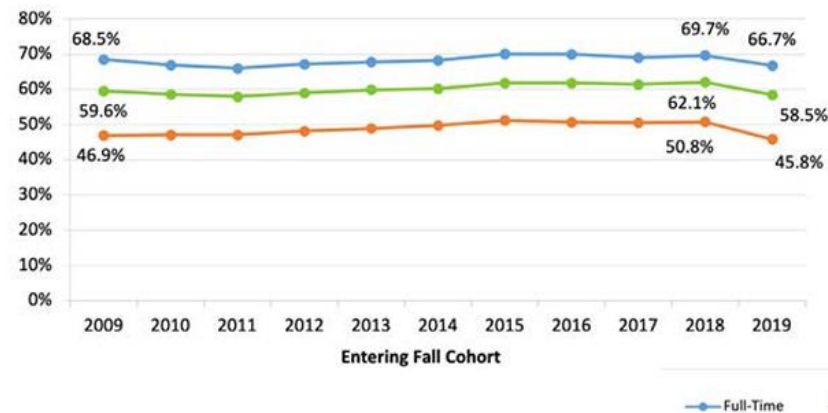
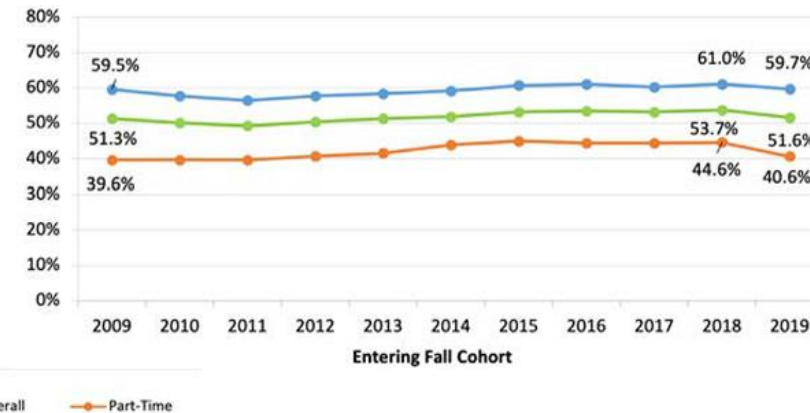


Figure 6b. Retention Rates by Starting Enrollment Intensity: Public Two-Year Institutions



TRANSFER OUT DATA

School Level Descriptors	Two-Year Institutions				
	% of Students	Transfer-Out Rate	Transfer-With-Award Rate	Transfer-Out Bachelor's Completion Rate	Community College Cohort Bachelor's Completion Rate
Urbanicity					
Rural	10.5%	30.5%	43.3%	48.4%	14.8%
Suburban/Town	41.1%	32.2%	42.2%	48.7%	15.7%
Urban	48.2%	29.9%	41.3%	45.9%	13.7%
Enrollment Intensity					
Exclusively Full-Time	20.8%	33.8%	52.3%	64.1%	21.7%
Exclusively Part-Time	12.6%	5.1%	51.0%	5.1%	0.3%
Mixed Enrollment	66.6%	34.8%	38.5%	43.5%	15.1%
Income					
Lower Income (Bottom 40%)	31.7%	24.5%	42.5%	40.3%	9.9%
Higher Income (Top 40%)	29.5%	39.9%	40.4%	53.7%	21.4%

DISCUSSION
OR
QUESTIONS

