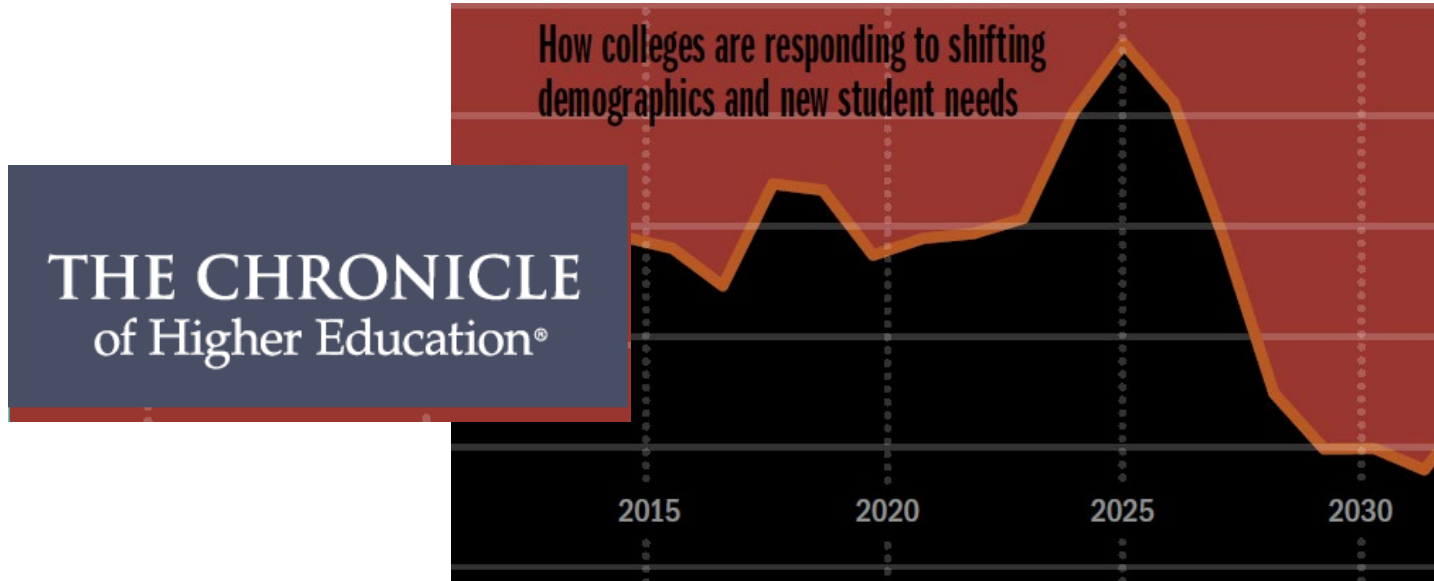


The Looming Enrollment Crisis



Prepared for the Strategic Planning Committee

By Wendy Present and Tom Hughes

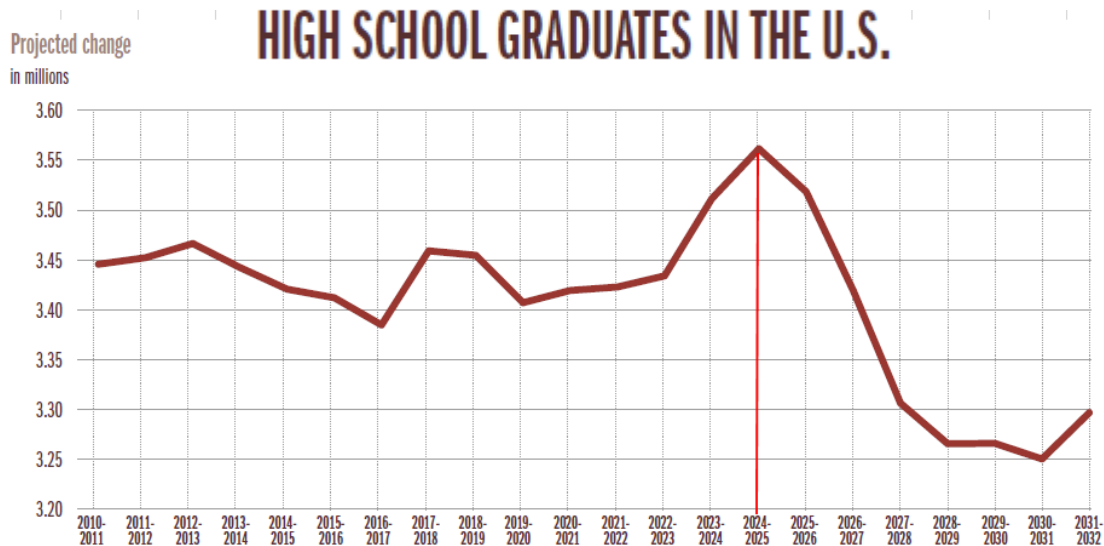
Takeaways

Declining birthrates, financial concerns, and questions about the value of college are widely expected to lead to an enrollment crisis

United States is expected to have a majority-minority population by 2043

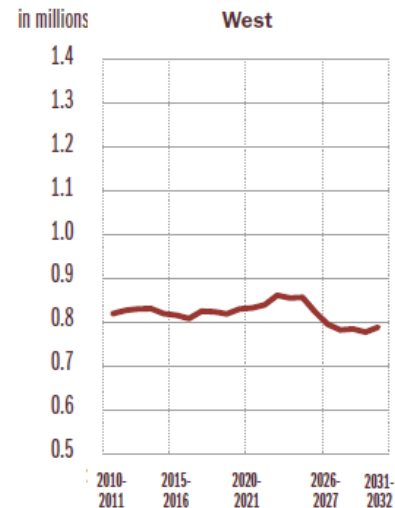
The pool of likely students is expected to become much smaller and more racially diverse

High School Graduate Projections



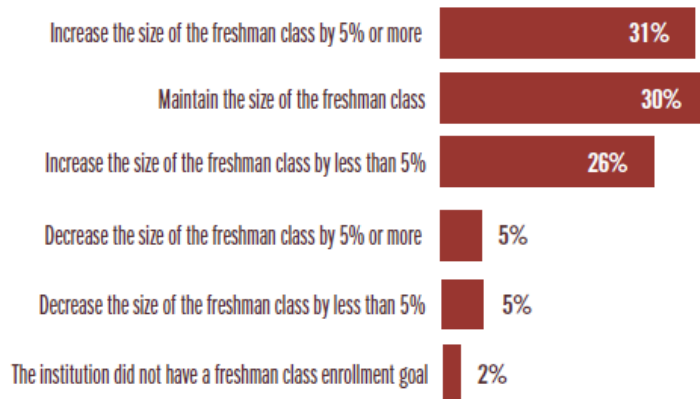
Note: The number for 2010-11 is the reported count. Projections begin with 2011-12. Totals include graduates of both public and private high schools but exclude home-schooled students.

Source: Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2016*, www.wiche.edu/knocking

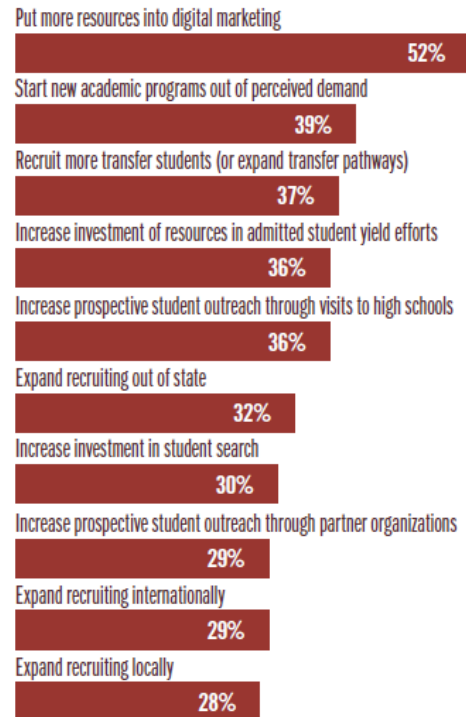


Highlights From Survey of Enrollment Managers

How would you describe your institution's goal for the class entering in fall 2019?



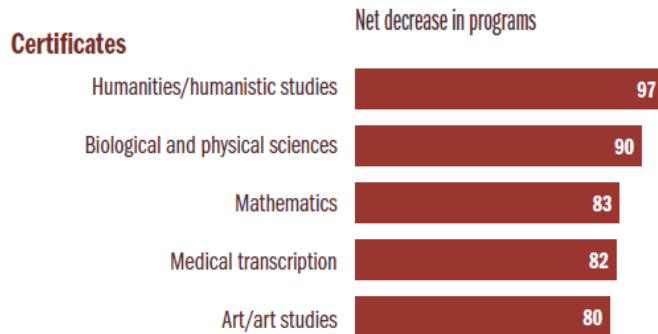
Which of the following strategies do you plan to try or continue in the near future to help bolster enrollment?



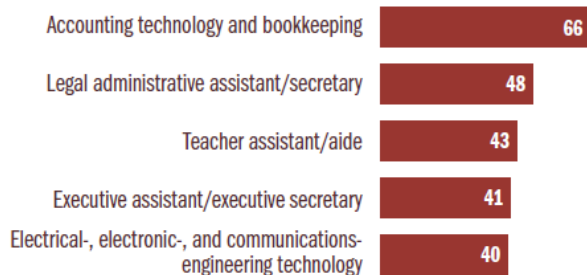
Highlights From Survey of Enrollment Managers

WHICH PROGRAMS ARE DWINDLING

These are the fastest-shrinking programs since 2010-11.

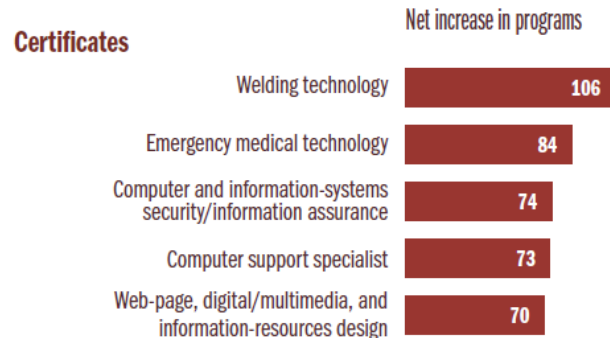


Associate degrees

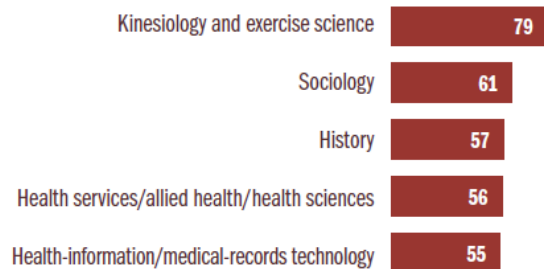


WHICH PROGRAMS ARE EXPANDING

These are the fastest-growing programs since 2010-11.



Associate degrees



Weathering the Storm - Takeaways

Many colleges will have to change their usual practices, and not just compete for the same students, to survive the enrollment crisis.

Colleges should carefully consider what value they offer students, while balancing revenue, cost, and the right mix of academic programs.

Colleges must update their program offerings to reflect student demand, but must handle program cuts with great care.

Some colleges are making an effort to recruit more international, adult, and lower-income students.

It takes a united board and leadership to bring about genuine transformation.

Insights and Strategies

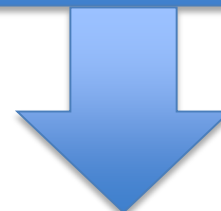
The fundamental thing college leaders must try to understand about their institutions is what is their value? What do they offer students? And, critically, is what they offer something students want?

Emphasize affordability, access, and acceleration

Eliminate Unpopular Programs

Add in Demand Programs

Transform Existing Programs:
Mathematics becomes



Data Analytics

Insights and Strategies Continued

In partnership with Columbus State Community College, we created a dual-admission program with shared academic advising that gives students a unified academic experience on two campuses, eliminates transfer barriers, and offers one of the most affordable pathways to a bachelor's degree.

“Many recent high school graduates, having come of age in the wake of the Great Recession, the intellectual benefits of college may be subordinate to connecting to the world of work. That means less Dickinson and more cyber security or data analytics.”

According to the CIRP Freshman Survey, students are going to college (and having their parents pay for college) to get a good job.

Focusing on dual enrollment programs and CLEP program

Enrollment Crisis Demands Urgent Attention

“Change in higher education moves at a snails pace, but this crisis requires expediency.” Angel B. Perez, Trinity College

“If colleges don’t make bold decisions, the market will make them for us.”
Madeleine Rhyneer, EAB

Questions & Discussion

