An Early Glimpse at Knocking at the College Door: Projections of High School Graduates

WICHE Commission Meeting
November 13, 2012 ~ Salt Lake City, UT
Background

• Eighth edition to be released this winter
• Projections of high school graduates by state and race/ethnicity, including nonpublic graduates
• Actual data through 2008-09; projections spanning 2009-10 through 2027-28

• Audience
  • Federal, state, and local policymakers and agency staff
  • Institutions: colleges and universities, public and private schools
  • Media
  • Researchers
  • Others
Methodology Review

• Questions
  • Are we employing the best possible forecasting methods, given data availability, level of effort, and other tradeoffs?
  • In what ways might we extend the analysis to make it more useful to policymakers and planners?

• Process
  • Background paper
  • Technical review panel
  • End user review panel

• What we learned
  • Retain cohort survival rate as basic methodology
  • Transparent, straightforward, and consistent arithmetic
  • Analysis unclouded by broad implications
  • More regular updates would be helpful
  • Resist the temptation to be Nostradamus
Caveat Emptor

• Assumed existing patterns continue indefinitely
• Policy changes not explicitly modeled
  • Changes in accountability policies (i.e., high-stakes tests)
  • Variations in funding levels that affect progression
• Underlying data
  • Reflect the 2008 recession but not all years of continued economic slump
  • May reflect small ‘bumps’ from the Federal race/ethnicity classification change
• Focus is on the traditional pipeline exclusively
A Few Contextual Features

- Fertility rates declining across the board

- Slowing immigration among Latinos (Pew, Census Bureau)

- Impacts of the recession shifting students around

Notes: Fertility rates measure the number of live births per 1,000 women aged 15 to 44. Birth and fertility rates for 2001–2009 shown in this report were revised using (intercensal) population estimates based on the 2000 and 2010 census. The revised rates may differ from the rates published previously, which were based 2000 (postcensal) population estimates.

Source: National Vital Statistics Report, Volume 61, Number 1, August 2012, Tables 1 and 5.
Projections of Postsecondary Enrollment of Adults 25 and Older

- Adult enrollment is projected to grow by 25.4 percent between Fall 2008 and Fall 2019.

U.S. Public and Nonpublic High School Graduates, 1996-97 to 2027-28
U.S. Public and Nonpublic High School Graduates, Comparison of 2008 & 2012 Projections
Public and Nonpublic High School Graduates by Region, Cumulative Percent Change from 2008-09

<table>
<thead>
<tr>
<th>Region</th>
<th>Cumulative Percent Change from 2008-09</th>
</tr>
</thead>
<tbody>
<tr>
<td>South</td>
<td>15%</td>
</tr>
<tr>
<td>West</td>
<td>5%</td>
</tr>
<tr>
<td>Midwest</td>
<td>10%</td>
</tr>
<tr>
<td>Northeast</td>
<td>-5%</td>
</tr>
<tr>
<td>Northeast</td>
<td>-15%</td>
</tr>
</tbody>
</table>

The chart shows the cumulative percent change from 2008-09 for public and nonpublic high school graduates by region, with the following trends:

- The South region shows a steady increase, peaking in 2021-22.
- The West region shows a decrease, falling to -15% in 2024-25 and recovering slightly.
- The Midwest region remains relatively stable, with small fluctuations.
- The Northeast region shows a significant decline, dropping to -10% in 2022-23 and recovering to -5% in 2024-25.
Percent Change Between 2008-09 and 2019-20 in Total High School Graduates, by State

- 2008-09 (Actual):
  - White non-Hispanic: 55%
  - Black non-Hispanic: 58%
  - Hispanic: 63%
  - American Indian/Alaska Native: 7%
  - Asian/Pacific Islander: 6%

- 2014-15 (Projected):
  - White non-Hispanic: 55%
  - Black non-Hispanic: 58%
  - Hispanic: 63%
  - American Indian/Alaska Native: 6%
  - Asian/Pacific Islander: 14%

- 2019-20 (Projected):
  - White non-Hispanic: 55%
  - Black non-Hispanic: 58%
  - Hispanic: 63%
  - American Indian/Alaska Native: 6%
  - Asian/Pacific Islander: 15%
  - Black non-Hispanic: 14%

Legend:
- American Indian/Alaska Native
- Asian/Pacific Islander
- Black non-Hispanic
- Hispanic
- White non-Hispanic
Proportion of Minority Public High School Graduates, 2019-20 (Projected)
Public High School Graduates in the West by Race/Ethnicity, 1996-97 to 2008-09 (Actual); 2009-10 to 2027-28 (Projected)
Production and Diversification of Western States’ Projected Public High School Graduates by 2020

- **Slow production, Rapid diversification**
- **Increasing production, Rapid diversification**
- **Slow production, Incremental diversification**
- **Increasing production, Incremental diversification**
Admissions Hysteria!!!!!

“Moms Quit Jobs for their Child’s College Dreams” (CNN.com, 4.27.2010)

“There are few experiences short of death, disease, injury or divorce that have as much potential for trauma for American families as the college admissions process. The first great rite of passage for young humans once was killing a wild animal. That was replaced by getting married, or getting a job. These days it is getting into college.” (Jay Mathews, washingtonpost.com, 5.23.2010)

“The [admissions] process is far too important to the nation to be left solely in the hands of a few college administrators who are reluctant to explain their selections standards or model.” (Andy Pettis, editorial in The Washington Post, 5.16.2010)
Public Institutions’ Growing Dependence on Net Tuition Revenue

<table>
<thead>
<tr>
<th>State</th>
<th>Net Tuition Revenue Share</th>
<th>Change in % Points Since 1986</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colorado</td>
<td>65.0%</td>
<td>24.9</td>
</tr>
<tr>
<td>South Dakota</td>
<td>57.8%</td>
<td>22.8</td>
</tr>
<tr>
<td>Oregon</td>
<td>56.4%</td>
<td>30.0</td>
</tr>
<tr>
<td>Montana</td>
<td>52.8%</td>
<td>35.9</td>
</tr>
<tr>
<td>North Dakota</td>
<td>49.6%</td>
<td>22.5</td>
</tr>
<tr>
<td>Arizona</td>
<td>46.4%</td>
<td>22.7</td>
</tr>
<tr>
<td>Utah</td>
<td>44.8%</td>
<td>24.5</td>
</tr>
<tr>
<td>Washington</td>
<td>34.5%</td>
<td>12.8</td>
</tr>
<tr>
<td>Hawaii</td>
<td>32.4%</td>
<td>23.6</td>
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<tr>
<td>Idaho</td>
<td>31.4%</td>
<td>17.5</td>
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<tr>
<td>Nevada</td>
<td>30.5%</td>
<td>8.4</td>
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<tr>
<td>California</td>
<td>27.4%</td>
<td>16.6</td>
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<tr>
<td>Alaska</td>
<td>27.1%</td>
<td>16.7</td>
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<tr>
<td>New Mexico</td>
<td>21.9%</td>
<td>8.2</td>
</tr>
<tr>
<td>Wyoming</td>
<td>11.4%</td>
<td>2.0</td>
</tr>
</tbody>
</table>

Source: SHEEO SHEF
Pressure to Devote Additional Resources to Recruitment

- Applications Up
- Yield Down
- Tepid HSG pool
- Cost shifting

Enrollment targets
Voices From the Enrollment Management Trenches

“None of us would ever want to see the day when we had to choose whether to spend our resources on excellence or access. Put more starkly: We never want our values to depend on the markets.”

- Raynard Kington, President of Grinnell College

“A lot of institutions are asking, ‘Can we afford our values?’ And the answer is: We can’t.”

- a vice president at a private non-profit college

“How do we back away from students who are least likely to succeed, and replace them with students who are most likely to succeed?”

- an enrollment management consultant
Percent of Dependent Students Receiving Grants and Average Amount Received by Source of Grant and Income Quartile, 2007-08

Source: NPSAS
Percent of Dependent Students at Public Four-Year Institutions Receiving Grants and Average Amount Received by Source of Grant and Income Quartile, 2007-08

Source: NPSAS
State Policy Areas to Address These Shifts

• State goals that include targets for underrepresented populations
• Standards alignment and equal expectations for all
• Appropriately targeted and incentivized state finance policies
• Enrollment management policies that are consistent with state goals
Questions?

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