Future Demographic Trends: WICHE’s Knocking at the College Door

CACG Network Meeting
December 13, 2012 ~ Austin, TX
Background

- Eighth edition to be released January 10
- 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

![Graph showing the number of public and nonpublic high school graduates from 1996-97 to 2027-28.](chart.png)
U.S. Public and Nonpublic High School Graduates by Region, 2003-04 to 2027-28
Percent Change Between 2008-09 and 2019-20 in Total High School Graduates, by State

- Decline
- Growth

Map showing the percent change in total high school graduates by state, with states color-coded to indicate whether there was a decline or growth in the percentage change.
U.S. Public High School Graduates by Race/Ethnicity, 2008-09 (Actual); 2009-10 to 019-20

- White, non-Hispanic
- Hispanic
- Black, non-Hispanic
- American Indian/Alaska Native
- Asian/Pacific Islander
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)
Alaska Public High School Graduates by Race/Ethnicity, 1996-97 to 2008-09 (Actual); 2009-10 to 2027-28 (Projected)
Idaho Public High School Graduates by Race/Ethnicity, 1996-97 to 2008-09 (Actual); 2009-10 to 2027-28 (Projected)
Texas Public High School Graduates by Race/Ethnicity, 1996-97 to 2008-09 (Actual); 2009-10 to 2027-28 (Projected)
Utah Public High School Graduates by Race/Ethnicity, 1996-97 to 2008-09 (Actual); 2009-10 to 2027-28 (Projected)
Washington Public High School Graduates 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

Slowing production, Rapid diversification

Increasing production, Rapid diversification

Slowing production, Incremental diversification

Increasing production, Incremental diversification
Educational Attainment (Associate’s Degree or Higher) of 25-34 and 45-54 Year Olds by Race/Ethnicity

Source: American Community Survey (via NCHEMS)
Undergraduate Credentials and Degrees Awarded per 1,000 18 to 44 Year Olds with No College Degree by Race/Ethnicity – WICHE States Average (2010)
Composite NAEP Reading and Math Scores for 12th Graders in 2009, by Race/Ethnicity

Note: Composite scores are the average of the Math and Reading scores for 12th graders tested in 2009; Math scores (0 to 300) were converted to fit the Reading scale of 0 to 500.
Source: National Center for Education Statistics, NAEP Data Explorer
Average Annual Wage/Salary Income by Race/Ethnicity, 2006-2010

Source: American Community Survey 2006-2010 (via NCHEMS)
First-Time Undergraduate Enrollment of Racial/Ethnic Groups by Sector, 2010-11

<table>
<thead>
<tr>
<th>Racial/Ethnic Group</th>
<th>Public Four-Years</th>
<th>Private Non-profit</th>
<th>Public Two-Years</th>
<th>Private For-Profits</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian/Alaska Native</td>
<td>47.8%</td>
<td>12.0%</td>
<td>13.3%</td>
<td>31.3%</td>
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<tr>
<td>Asian/Hawaiian/Pacific Islander</td>
<td>36.0%</td>
<td>42.1%</td>
<td>17.5%</td>
<td>18.7%</td>
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<tr>
<td>Black non-Hispanic</td>
<td>42.8%</td>
<td>28.9%</td>
<td>13.4%</td>
<td>9.5%</td>
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<tr>
<td>Hispanic</td>
<td>49.1%</td>
<td>9.5%</td>
<td>30.2%</td>
<td>36.4%</td>
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<tr>
<td>White non-Hispanic</td>
<td>36.4%</td>
<td>39.0%</td>
<td>11.2%</td>
<td>5.9%</td>
</tr>
</tbody>
</table>

Note: Figures represent degree/certificate-seeking students at degree-granting Title IV-eligible institutions.
Source: NCES IPEDS.
Average Math Scores of 12th Graders on the National Assessment of Educational Progress (NAEP) by Race/Ethnicity

Source: NCES, Status and Trends in the Education of Racial and Ethnic Minorities, 2007; NAEP.
Percent of 18-24 Year-Olds Enrolled in Postsecondary Institutions by Race/Ethnicity

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

Share of Discretionary Revenue, United States, 1986-2011

<table>
<thead>
<tr>
<th>State</th>
<th>Net Tuition Revenue Share, FY2011</th>
<th>Change in % Points Since 1986</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colorado</td>
<td>65.0%</td>
<td>24.9</td>
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<tr>
<td>South Dakota</td>
<td>57.8%</td>
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<td>Oregon</td>
<td>56.4%</td>
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<td>Montana</td>
<td>52.8%</td>
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<td>North Dakota</td>
<td>49.6%</td>
<td>22.5</td>
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<td>Arizona</td>
<td>46.4%</td>
<td>22.7</td>
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<tr>
<td>Utah</td>
<td>44.8%</td>
<td>24.5</td>
</tr>
<tr>
<td>Texas</td>
<td>37.5%</td>
<td>17.6</td>
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<tr>
<td>Washington</td>
<td>34.5%</td>
<td>12.8</td>
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<tr>
<td>Hawaii</td>
<td>32.4%</td>
<td>23.6</td>
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<td>Idaho</td>
<td>31.4%</td>
<td>17.5</td>
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<td>Nevada</td>
<td>30.5%</td>
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<tr>
<td>California</td>
<td>27.4%</td>
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<td>Alaska</td>
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<td>New Mexico</td>
<td>21.9%</td>
<td>8.2</td>
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<tr>
<td>Wyoming</td>
<td>11.4%</td>
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</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
Areas of Emphasis for College Access Programs

• Evidence of success; identify and scale effective interventions
  • Meaningful disaggregations

• Communication
  • Consumer information, demystifying college
  • Public agenda
  • Relationship-building
    • Admissions
    • Employers

• Alignment
  • Academic preparation
  • What do students need to do to make themselves good investments?
Questions?

Brian T. Prescott, Ph.D.
Director of Policy Research,
Policy Analysis & Research
Western Interstate Commission for Higher Education
3035 Center Green Drive, Suite 200
Boulder, CO  80301-2204
303.541.0255
bprescott@wiche.edu