

# WHO ATTENDS COLLEGE ISN'T JUST A DEMOGRAPHIC QUESTION

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# TODAY'S ROADMAP

- Learning Outcomes
- The Cliff
- The College Cascade (and more)
- Environmental Factors
- Enrollment Management: College Strategies
- Discussion: Campus Examples, Planning Ramifications, Q&A
- Acknowledgements

# LEARNING OUTCOMES

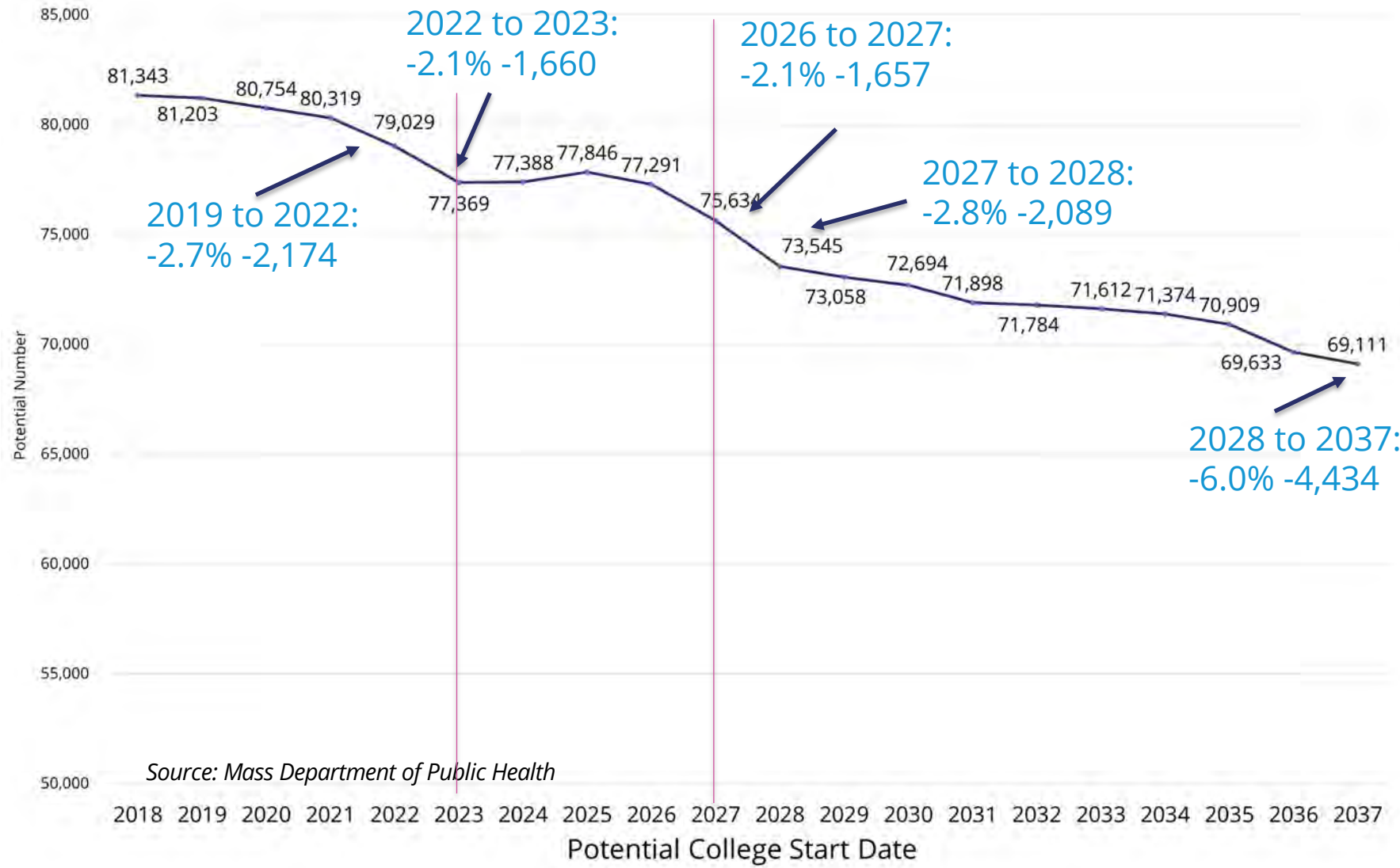
- Circumvent the gloom and doom hype of the demographic cliff with a better understanding of the demographic facts.
- Understand the broader context of enrollment beyond sheer demographics.
- Contribute more deeply to the campus conversation by moving beyond simple enrollment numbers to differences by gender and race/ethnicity.
- Use specific lessons learned from peer strategies as a catalyst for campus discussion.

An aerial photograph of a university campus, likely the University of Utah, featuring a large stadium in the foreground, a central green field, and various academic buildings. The image is overlaid with a semi-transparent blue filter. The text "THE CLIFF" is prominently displayed in white, bold, sans-serif font on the left side of the image.

# THE CLIFF

# THE ROLLING CLIFF

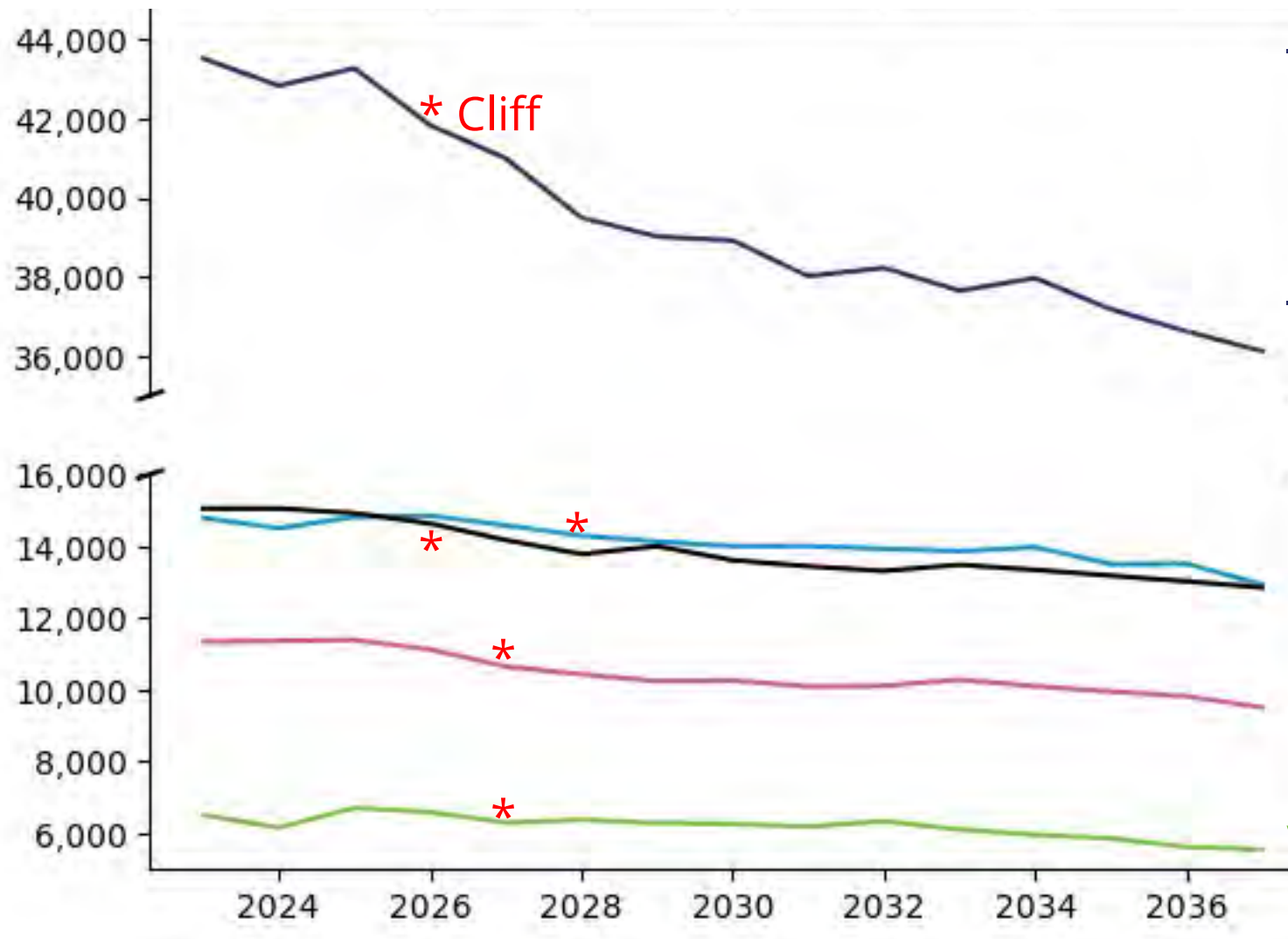
## MASSACHUSETTS BIRTHS, AND POTENTIAL COLLEGE START DATE



- Slow decline, then first drop in 2022
- Significant drop in 2023, and stable thru 2026
- Significant drop and steep decline starting in 2027
- 2022 to 2037: 10,000 fewer potential MA college students

# THE CLIFF IN NEW ENGLAND STATES

## PROJECTED HIGH SCHOOL GRADUATES, SPRING 2023 TO 2037



	2023	2037	Difference
<b>Connecticut</b>	43,530	36,120	-7,410
<b>Maine</b>	14,790	12,930	-1,860
<b>New Hampshire</b>	15,050	12,850	-2,200
<b>Rhode Island</b>	11,340	9,510	-1,830
<b>Vermont</b>	6,510	5,550	-960

Connecticut

Maine

New Hampshire

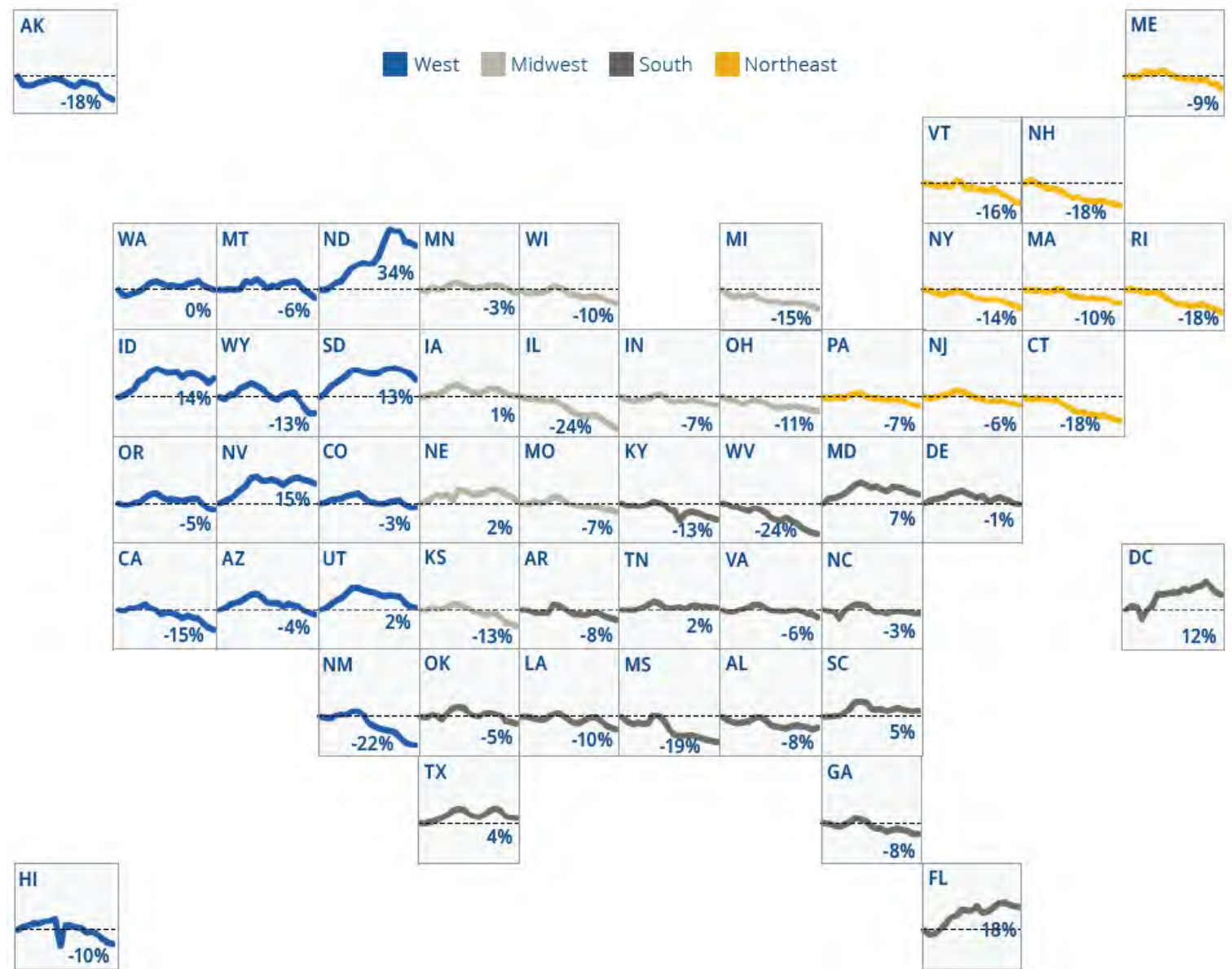
Rhode Island

Vermont

Source: WICHE 2020  
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# NATIONWIDE PROJECTIONS OF HIGH SCHOOL GRADUATES

BY STATE, SPRING 2020 TO 2037



Growth States	%
North Dakota	34%
Florida	18%
Nevada	15%
Idaho	14%
South Dakota	13%
Maryland	7%
South Carolina	5%
Texas	4%
Tennessee	2%
Nebraska	2%
Iowa	1%

Source: WICHE 2020  
© Copyright 2023

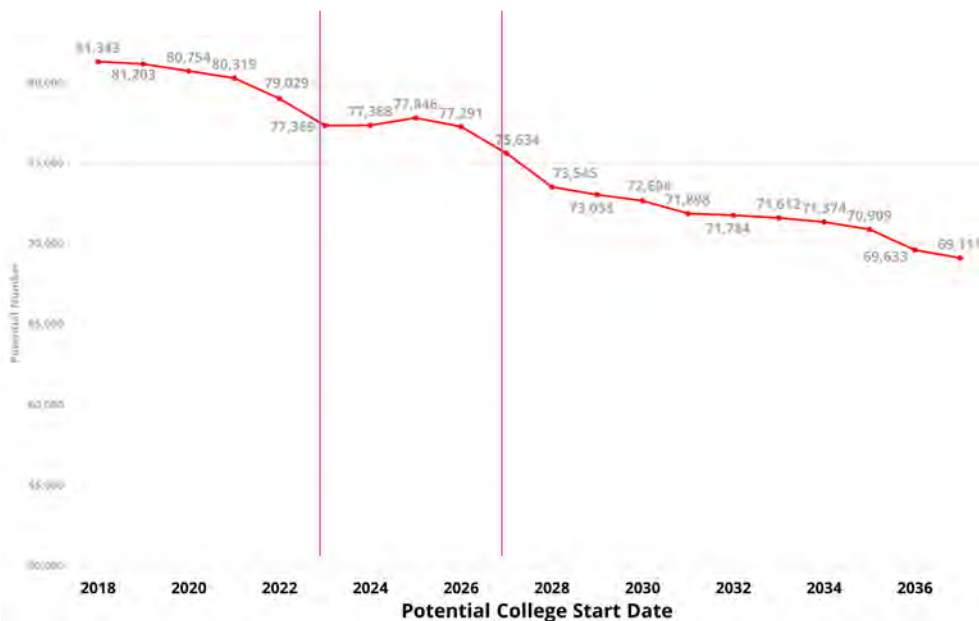
An aerial photograph of a university campus, likely Washington State University, featuring a large green field in the foreground, several large academic buildings, and a central courtyard. The background shows a dense forest and distant mountains under a clear sky. The image is overlaid with a semi-transparent blue filter.

# **THE COLLEGE CASCADE (AND MORE)**



# BEYOND BIRTHS: THE COLLEGE CASCADE

## BIRTHS, AND POTENTIAL COLLEGE START DATE



Source: Mass Department of Public Health

### Birth to College Attendance: possible factors for change

#### Demographic Factors

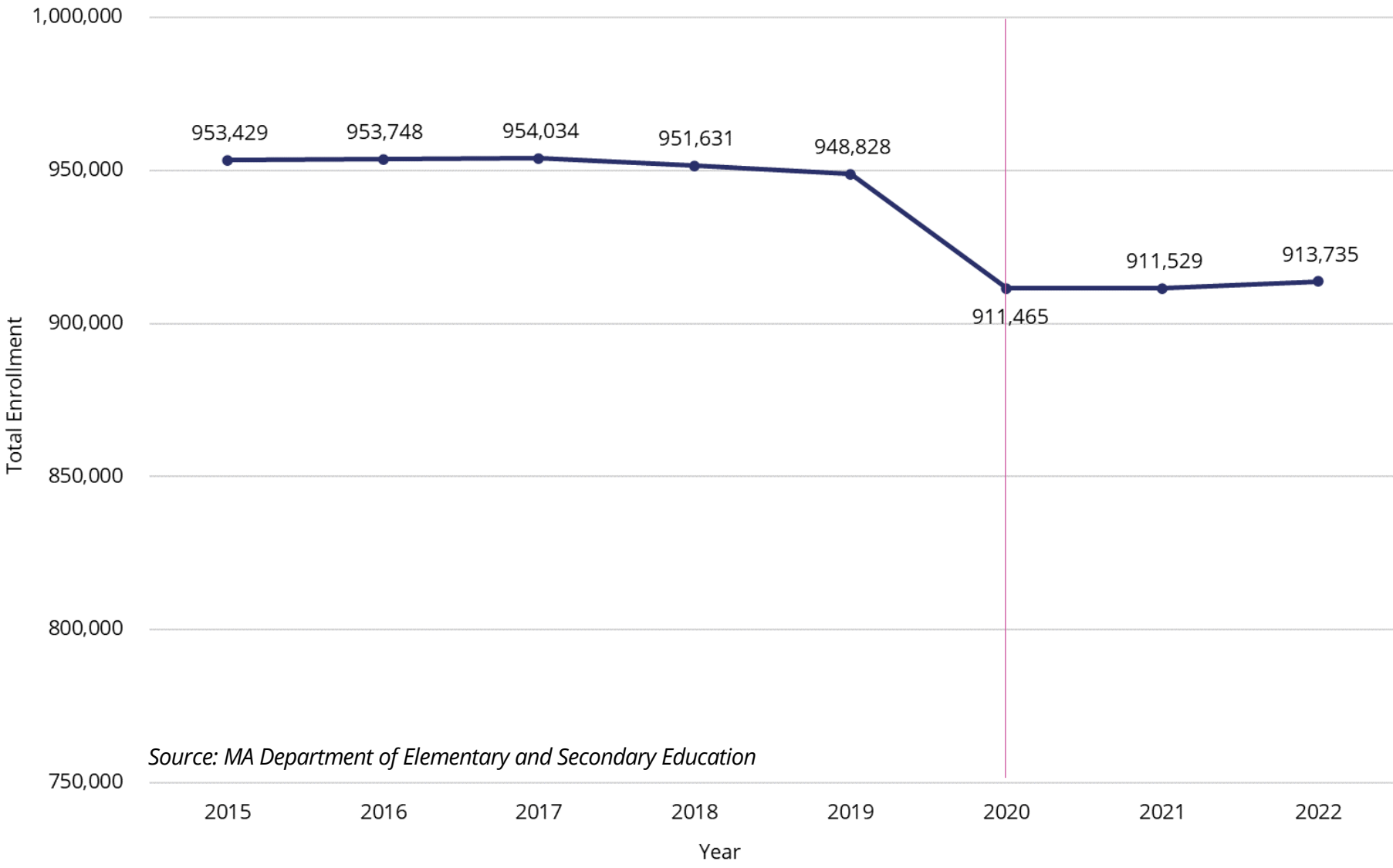
- In-state/out-state migration, domestic and international
- Change in age at marriage or birth rate

#### College Choice Factors

- High School graduation rate, and who graduates
- College attendance rate, and who attends
- Choice of college level: 2-year, 4-year
- Public/private school choice
- Choice of in-state/out-of-state
- In-state choice of 4-year college level: Community College, State system, Flagship system
- College retention and graduation

# STATEWIDE PUBLIC SCHOOL ENROLLMENT

MASSACHUSETTS PUBLIC K-12 STUDENTS, FALL 2015 TO 2022

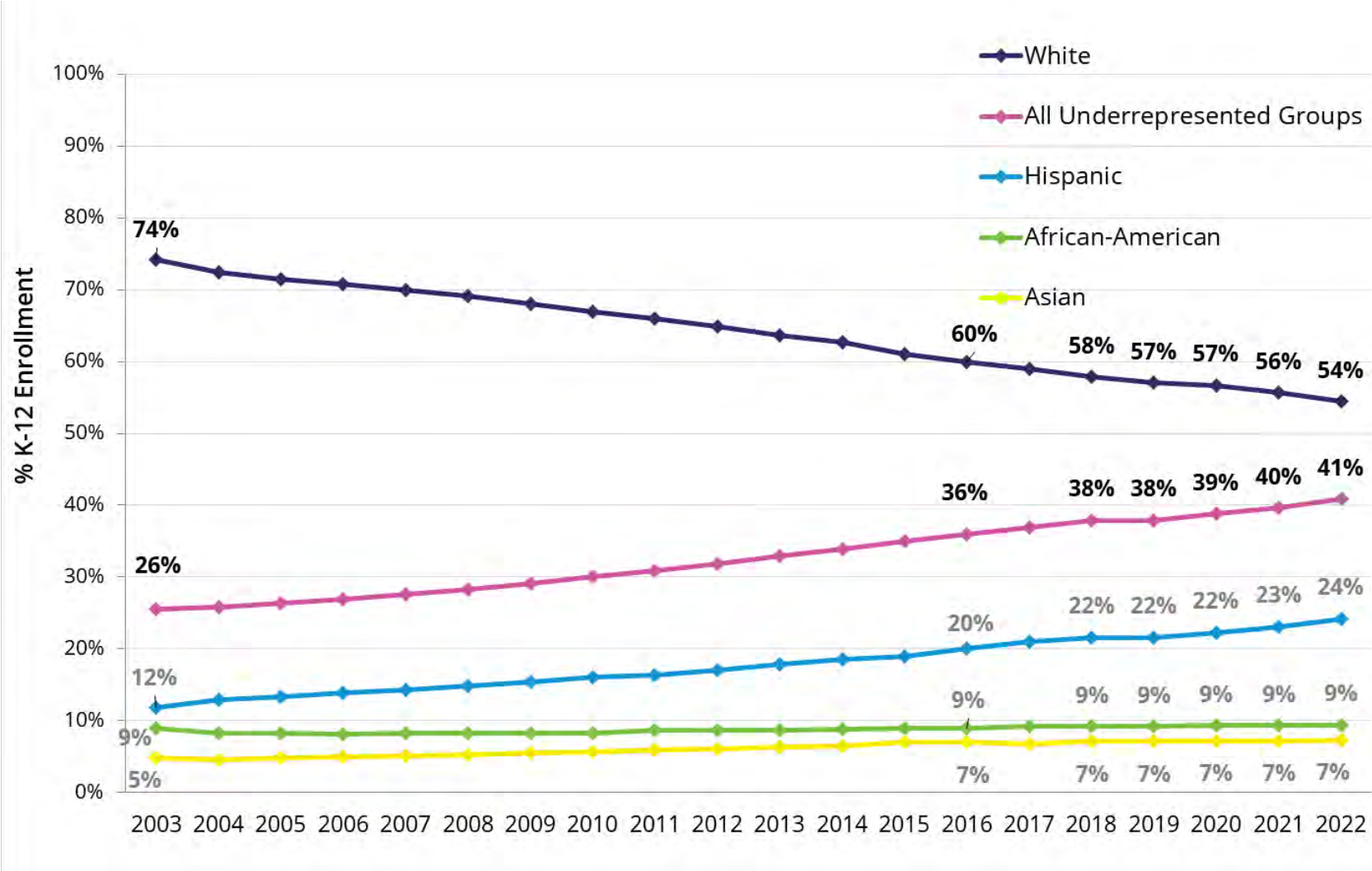


Source: MA Department of Elementary and Secondary Education

- Pandemic effect mingled with expected birthrate drop
- 2019 to 2020: -37,363

# STATEWIDE PUBLIC SCHOOL ENROLLMENT, BY RACE/ETHNICITY <sup>11</sup>

MASSACHUSETTS PUBLIC K-12 STUDENTS, FALL 2003 TO 2022

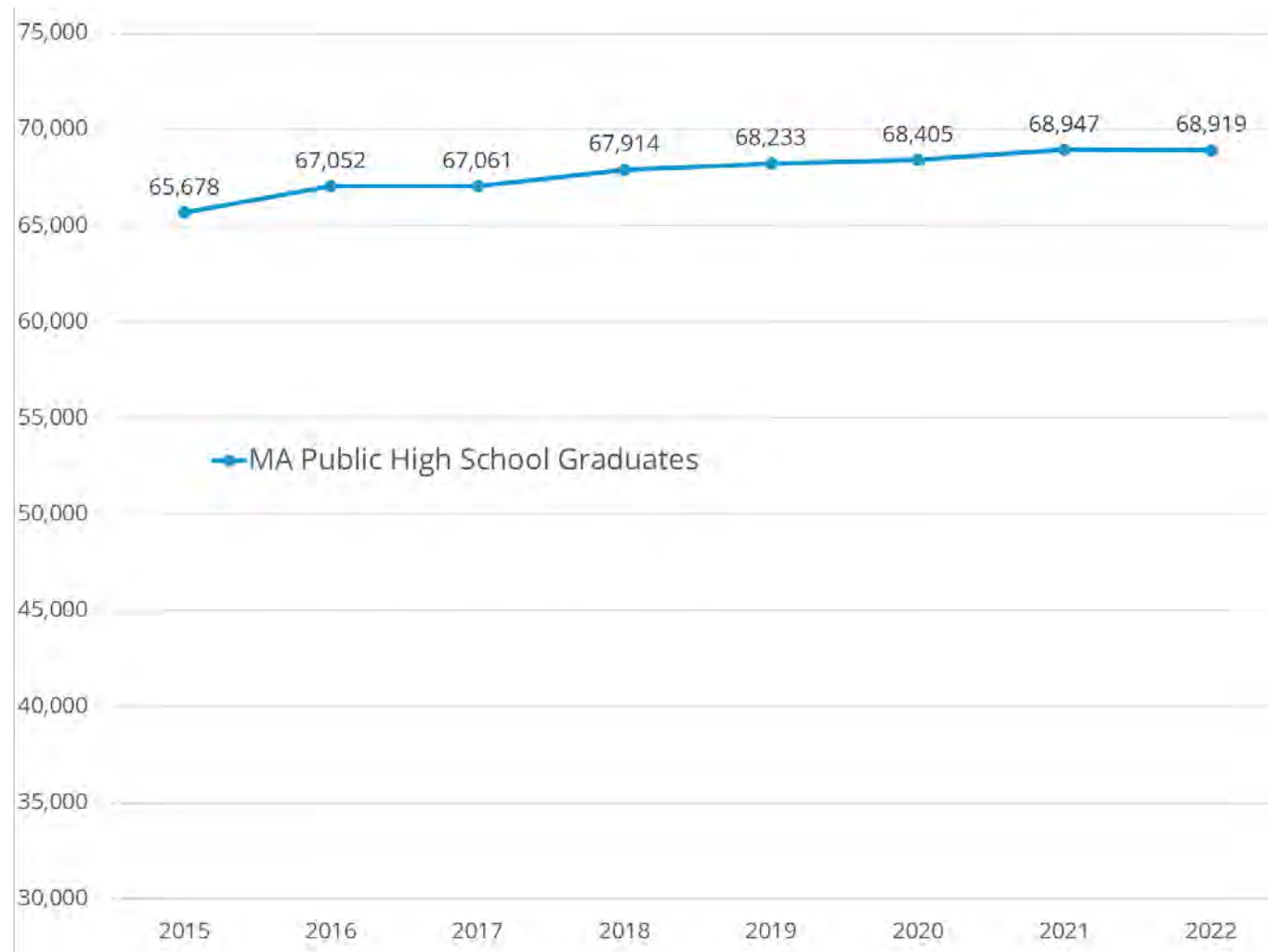


- Dramatic cultural landscape change

Source: MA Department of Elementary and Secondary Education

# NUMBER OF PUBLIC HIGH SCHOOL GRADUATES

MASSACHUSETTS PUBLIC HIGH SCHOOL STUDENTS, 2015 TO 2022

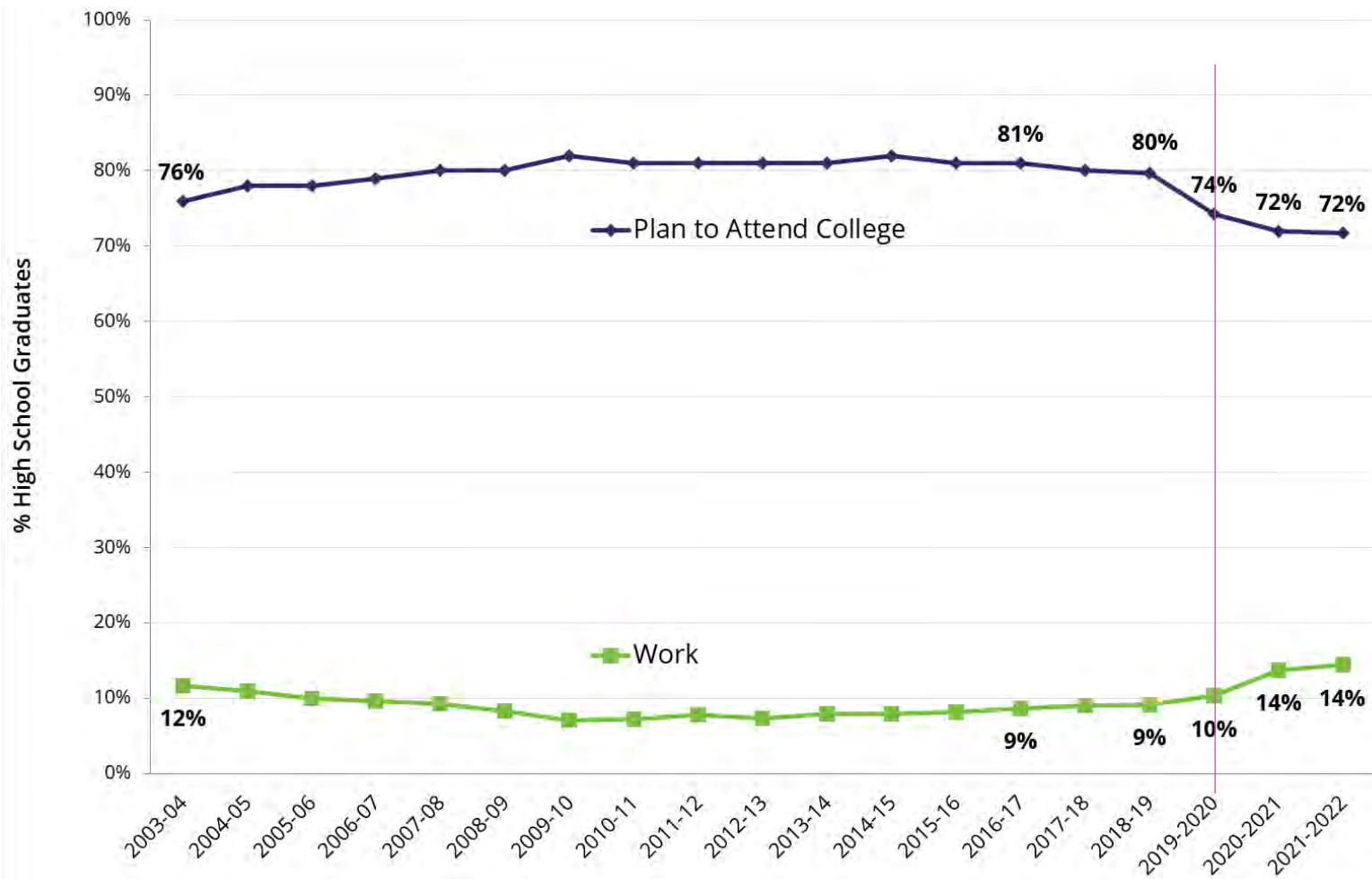


Source: MA Department of Elementary and Secondary Education

- # Public H.S. Graduates stable
- Public H.S. Graduation *Rate* slightly increasing
  - 2019: 88%
  - 2022: 90%
- All rates differ by gender, race/ethnicity, socioeconomic status

# GRADUATION PLANS

MASSACHUSETTS PUBLIC HIGH SCHOOL GRADUATES, SPRING 2004 TO 2022



Is this a COVID-induced trend that can be ameliorated? Will it continue?

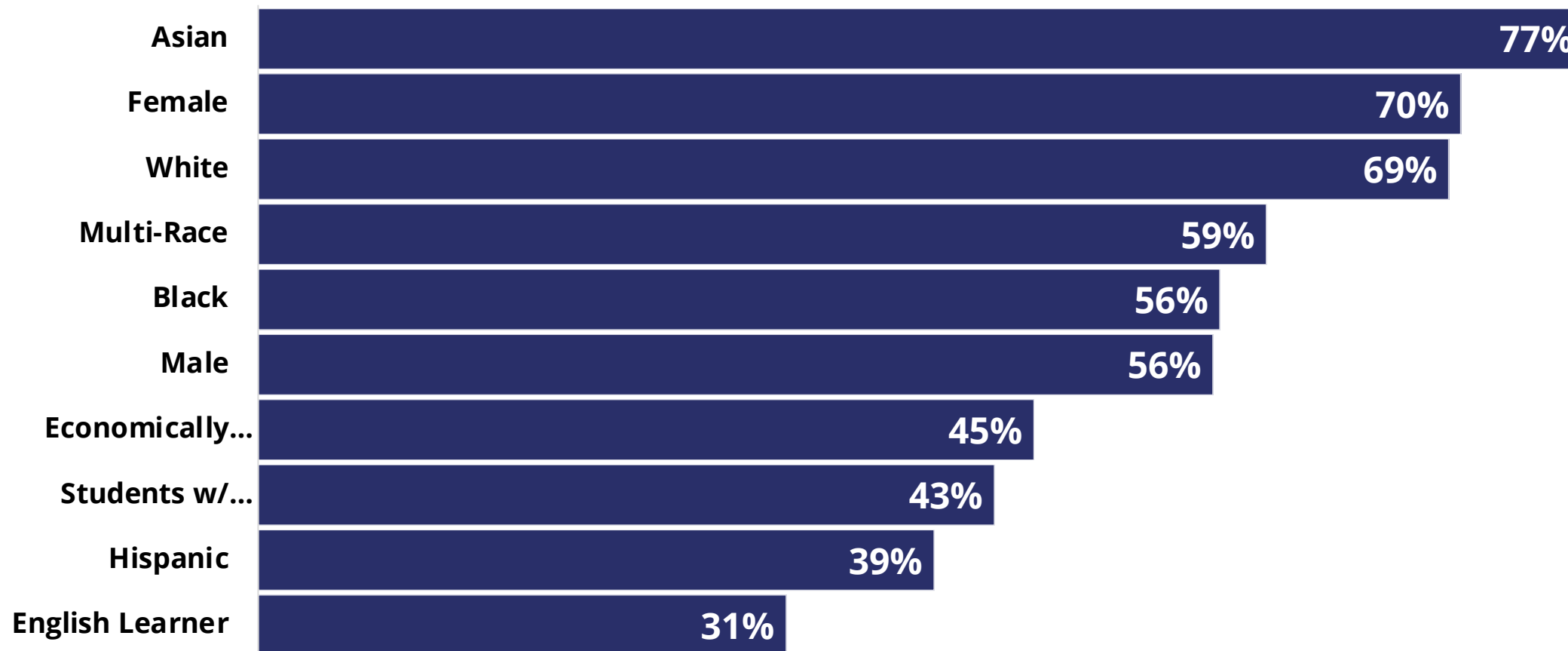
- Spring 2019: 80% college bound  
Spring 2022: 72% college bound
- All rates differ by gender, race/ethnicity, socioeconomic status

Some suggestion that more students are entering high-paying trades.

Source: MA Department of Elementary and Secondary Education

# COLLEGE ATTENDANCE: DIVERSE STUDENT IDENTITIES

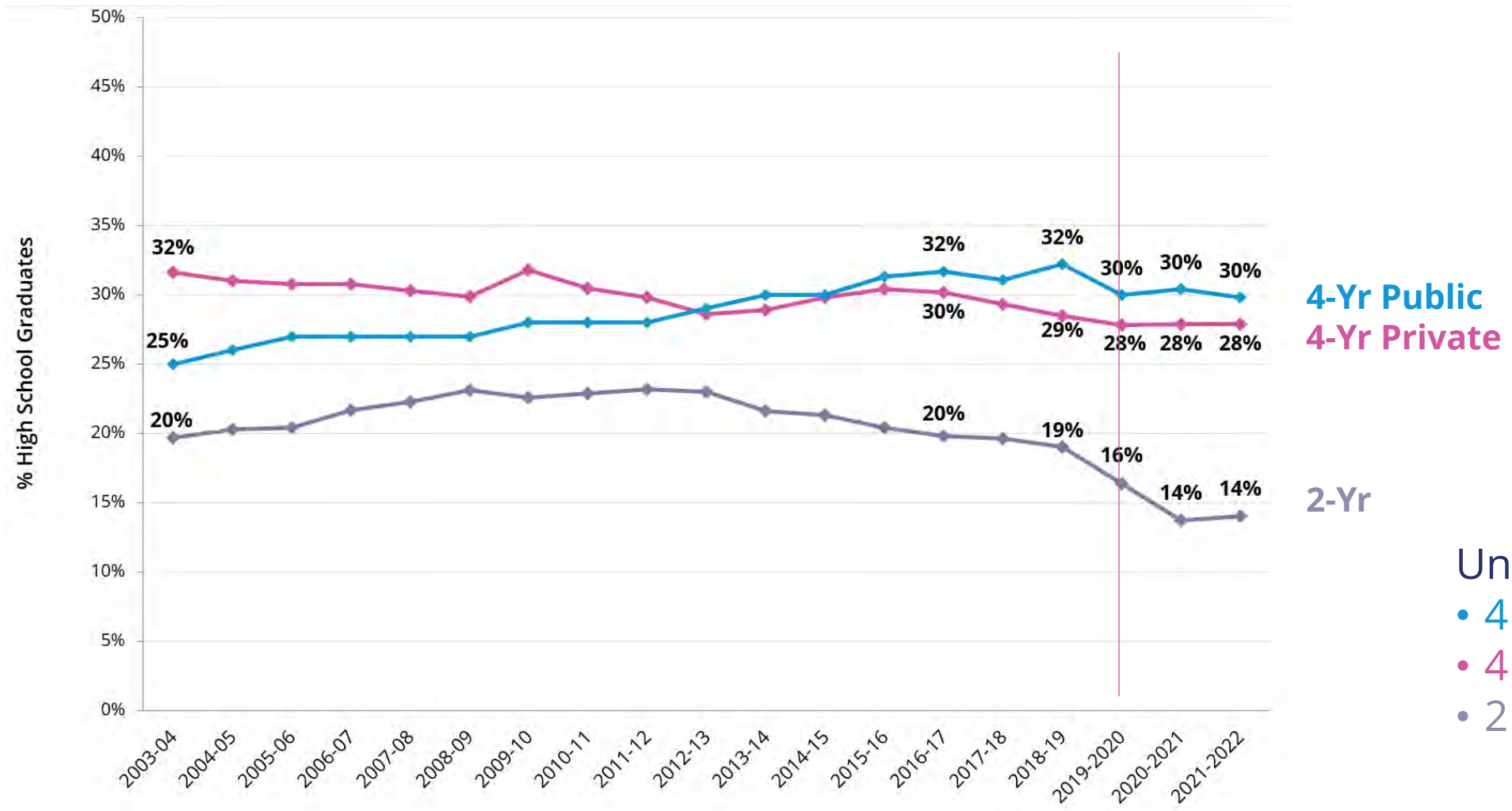
MASSACHUSETTS PUBLIC HIGH SCHOOL GRADUATES, SPRING 2021



Source: MA Department of Elementary and Secondary Education

# TYPE OF COLLEGE PLANS (ANY STATE)

MASSACHUSETTS PUBLIC HIGH SCHOOL GRADUATES, (SPRING 2004 TO 2022)

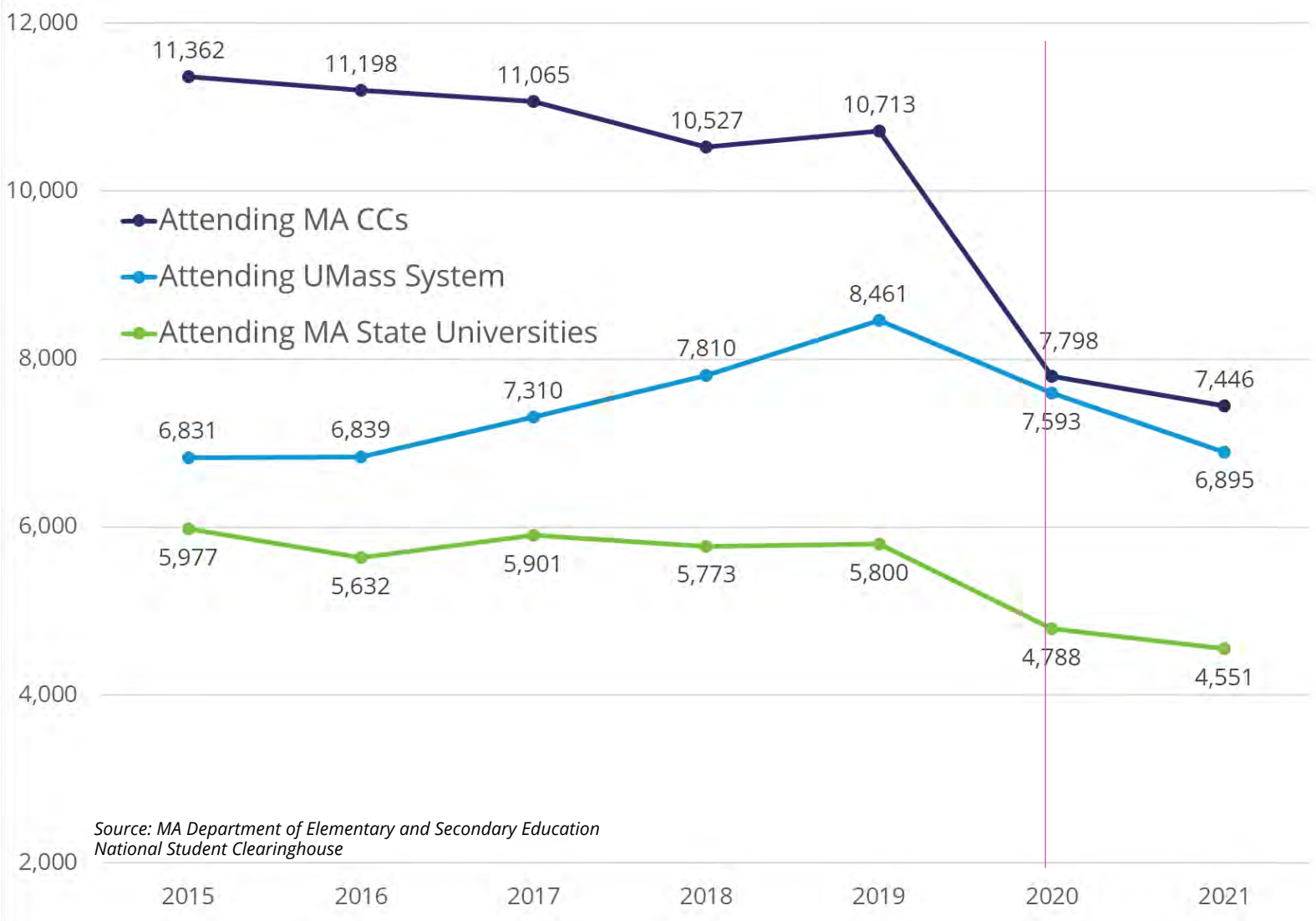


- Until Spring 2020:
- 4 Year Public: up
  - 4 Year Private: down
  - 2 Year: down

Source: MA Department of Elementary and Secondary Education

# MASSACHUSETTS PUBLIC COLLEGE ATTENDANCE

CHOICES OF MASSACHUSETTS PUBLIC HIGH SCHOOL GRADUATES, FALL 2015 TO 2021



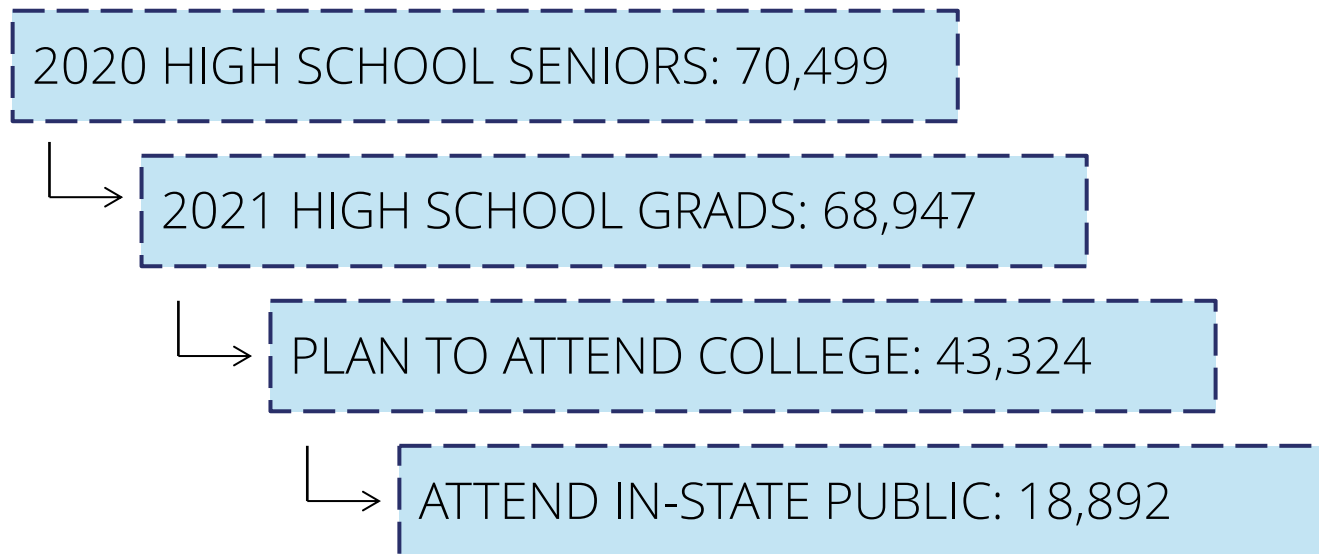
- Until Fall 2020:
- MA CC's down
  - U Mass up
  - MA State down

Source: MA Department of Elementary and Secondary Education  
National Student Clearinghouse



# THE MASSACHUSETTS COLLEGE CASCADE

PUBLIC HIGH SCHOOL GRADUATES TO IN-STATE HIGHER ED PLANS , 2021



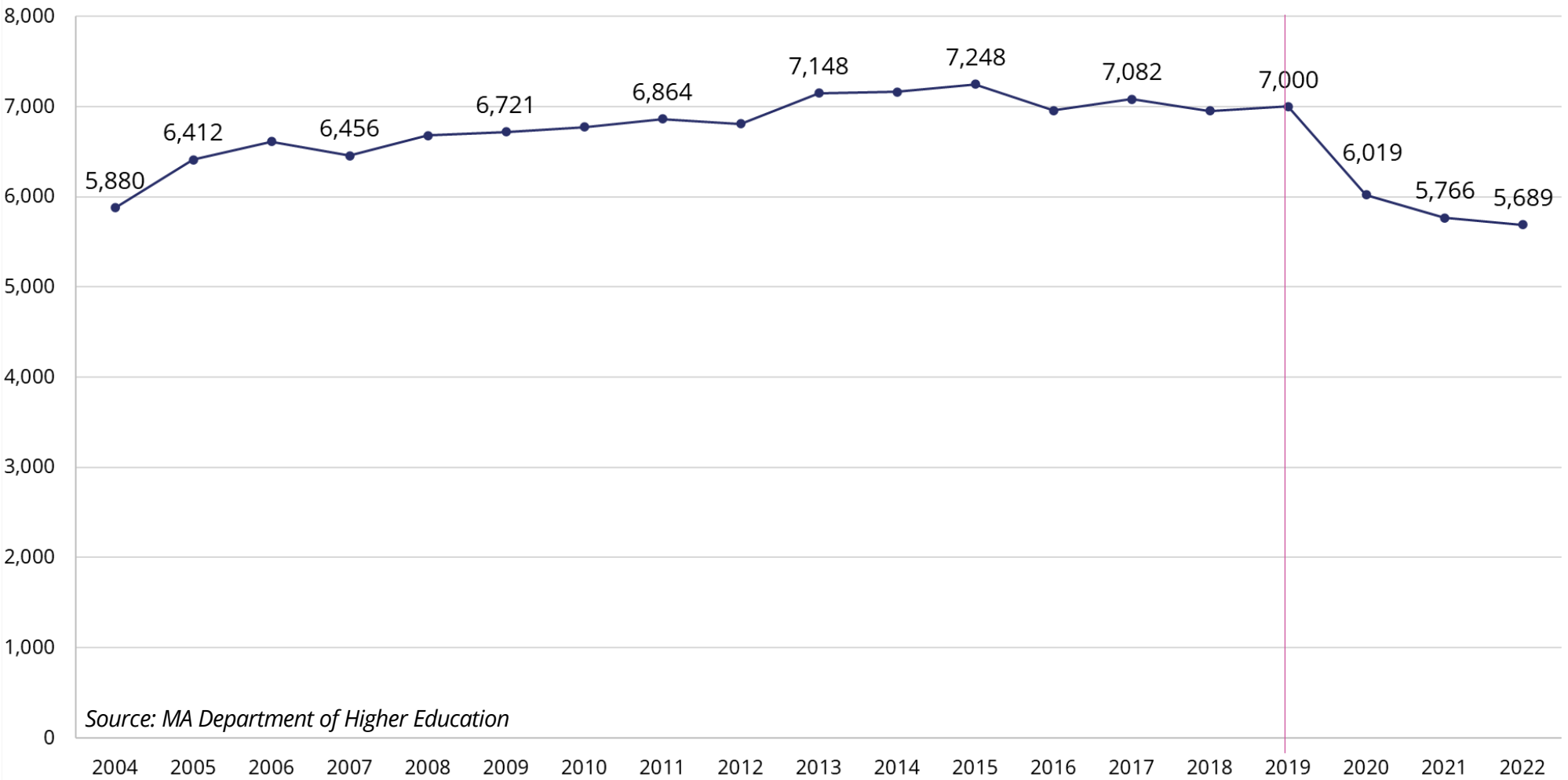
27%

In-state college attendance

Source: MA Department of Elementary and Secondary Education,  
National Student Clearinghouse

# FIRST-TIME, FULL-TIME UNDERGRADUATES

MASSACHUSETTS STATE UNIVERSITY SYSTEM, FALL 2004 TO 2022

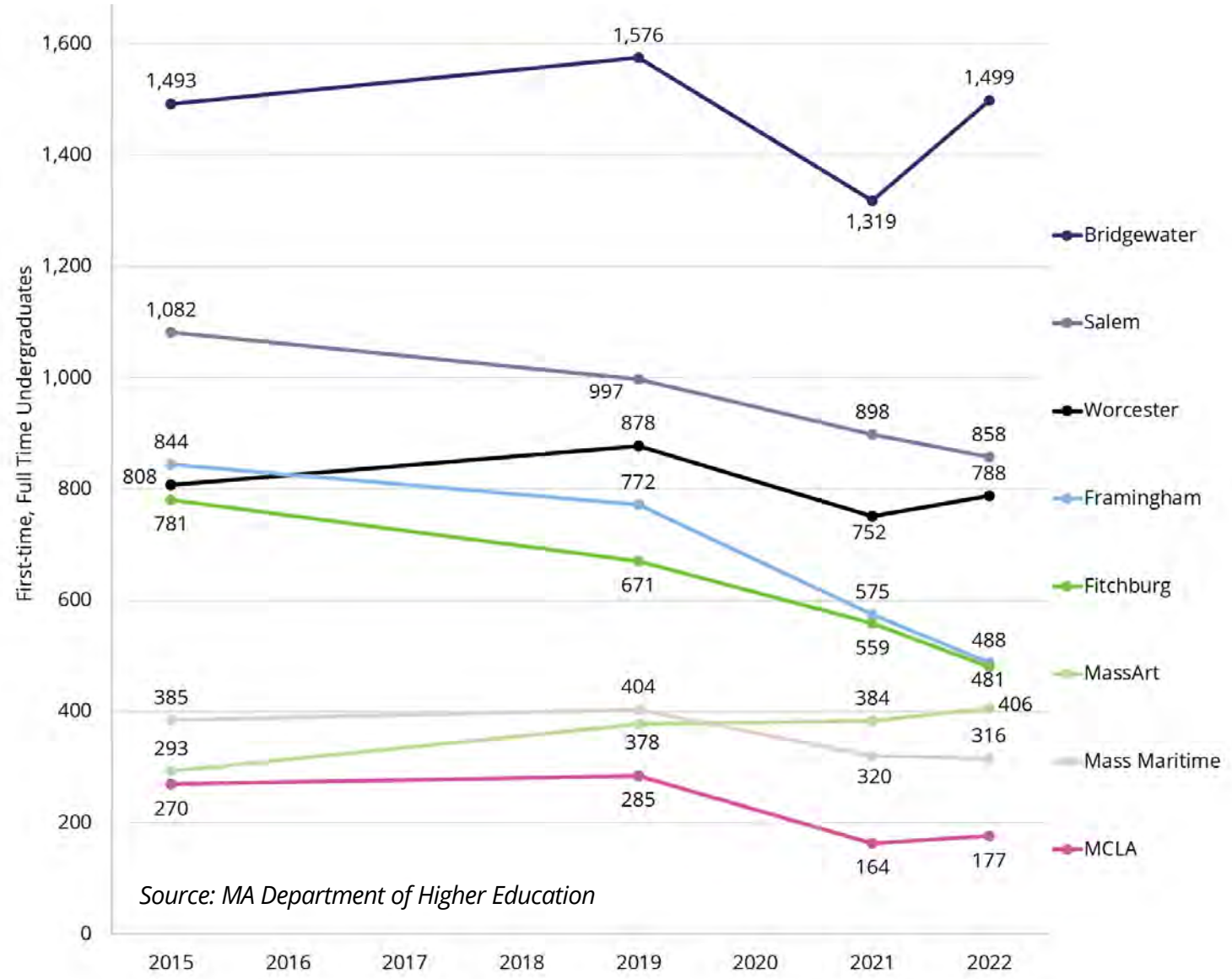


Source: MA Department of Higher Education

	2022 HS Grads	2022 First-time UGs
% White	60%	63%
% URGs	40%	36%

# FIRST-TIME, FULL-TIME UNDERGRADUATE ENROLLMENT

MASSACHUSETTS STATE UNIVERSITY SYSTEM, FALL 2015 TO 2022

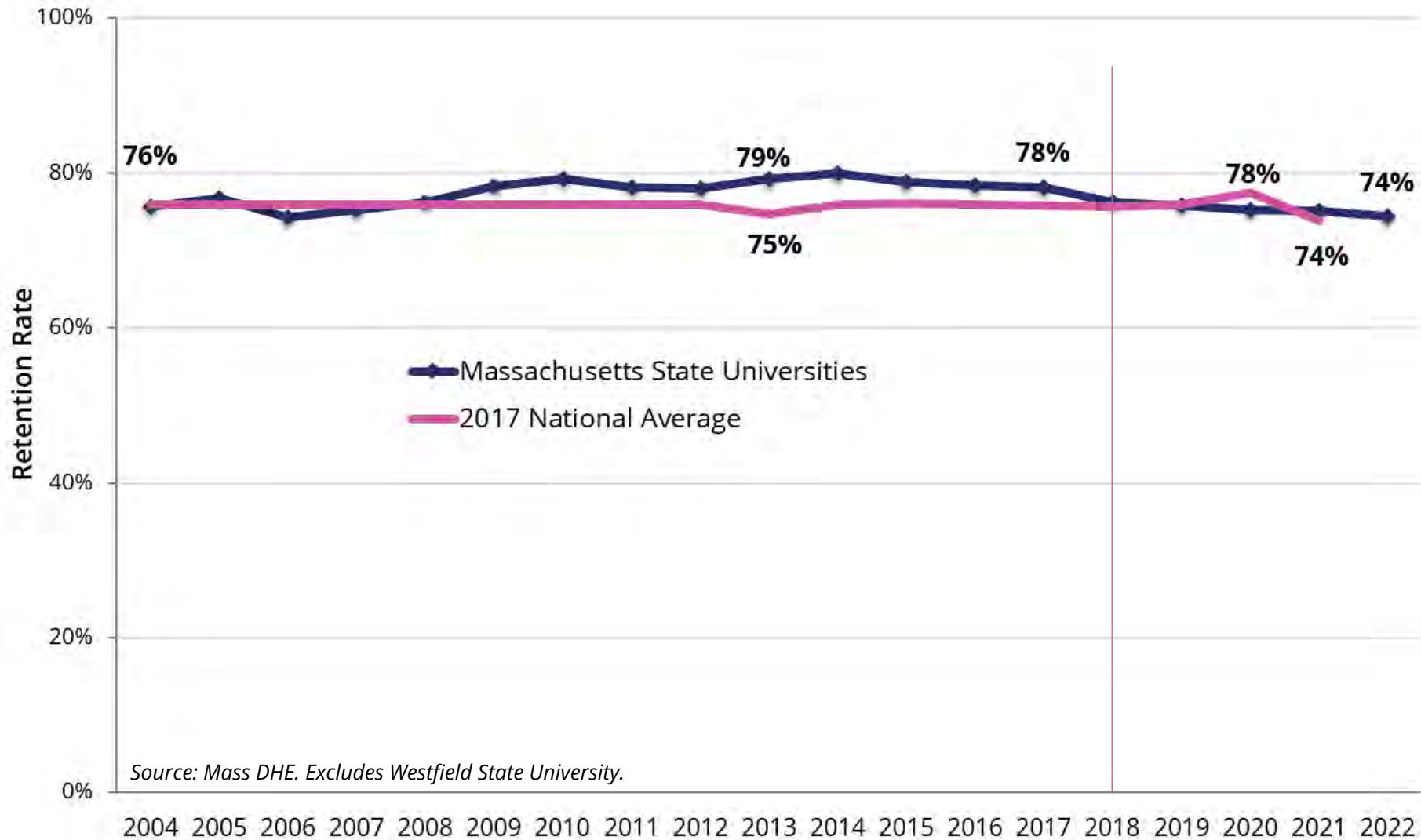


- Most State U's down
- Specialty U's are holding steady in 2022

Source: MA Department of Higher Education

# FIRST-TIME FULL-TIME RETENTION RATES

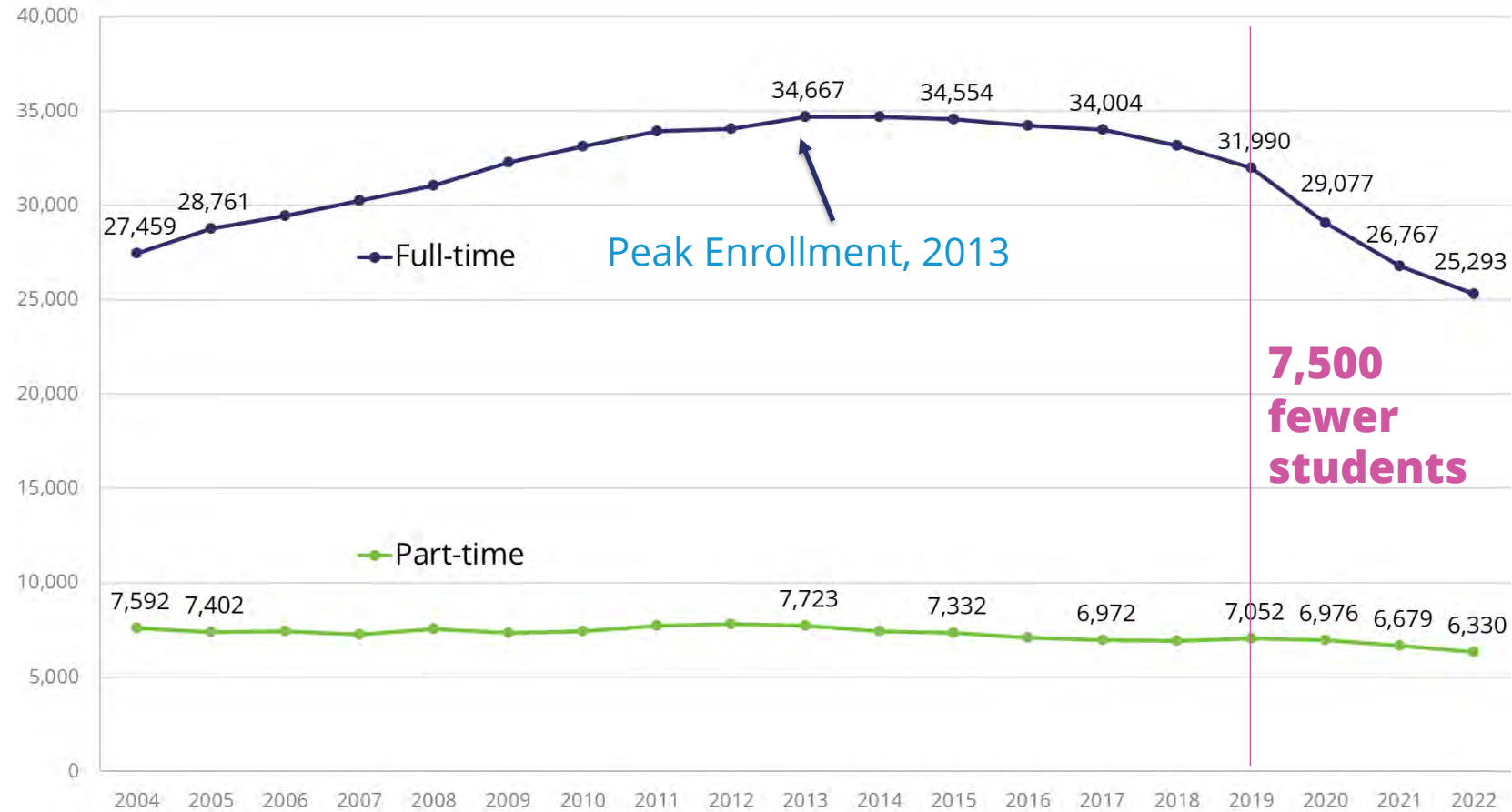
MASSACHUSETTS STATE UNIVERSITY SYSTEM, % OF PREVIOUS CLASS WHO RETURN TO CAMPUS



2017: 78%  
2022: 74%

# UNDERGRADUATE ENROLLMENT, FULL-TIME AND PART-TIME

MASSACHUSETTS STATE UNIVERSITY SYSTEM, FALL 2004 TO 2022



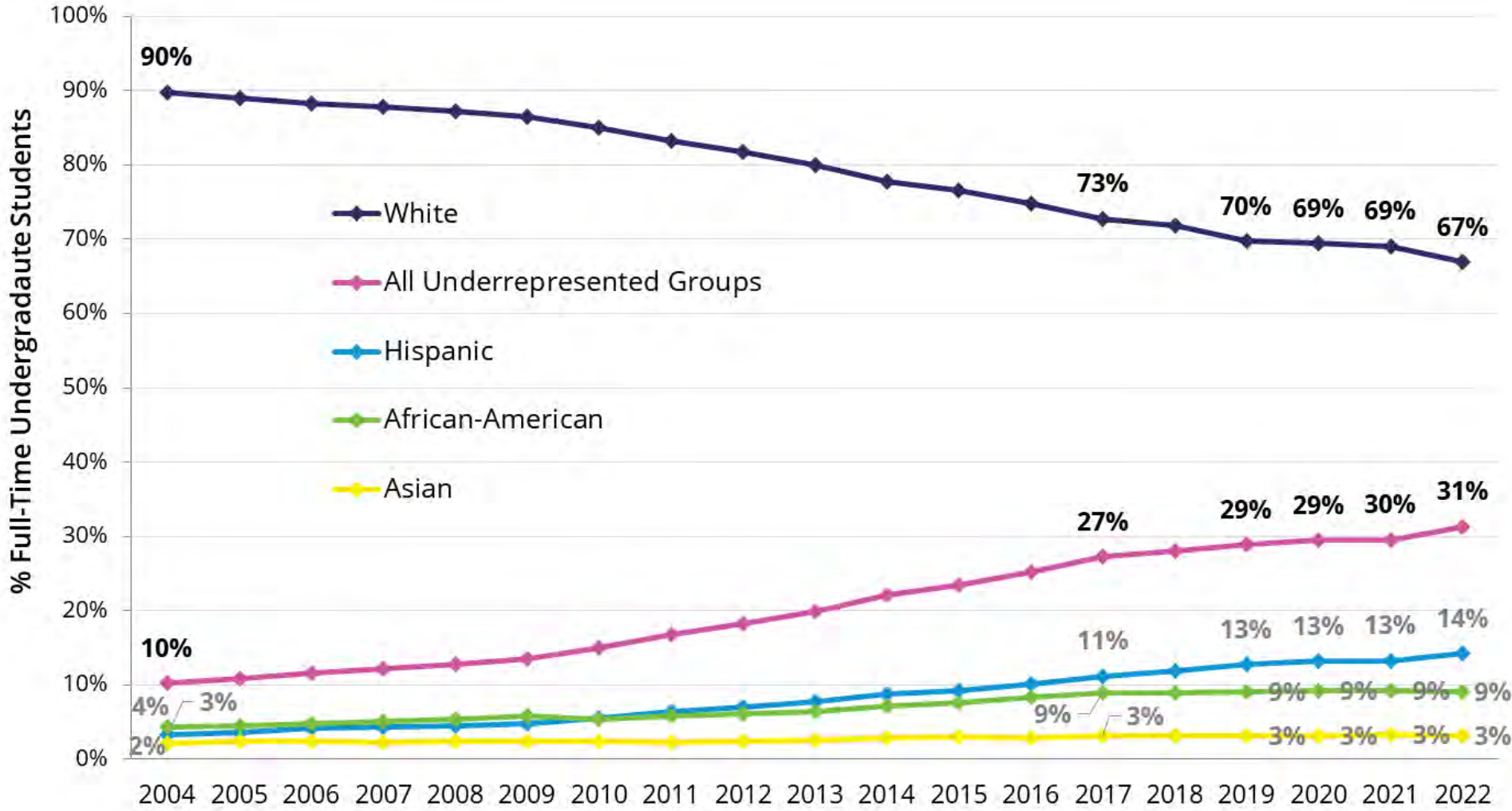
- Full-Time Enrollment Change  
2013 to 2019: -8% -2,677  
2019 to 2022: -21% -6,697

- Part-Time Enrollment Change  
2013 to 2019: - 9% -671  
2019 to 2022: -10% -722

Source: MA Department of Higher Education

# FULL-TIME UNDERGRADUATE ENROLLMENT, BY RACE/ETHNICITY

MASSACHUSETTS STATE UNIVERSITY SYSTEM, FALL 2004 TO 2022

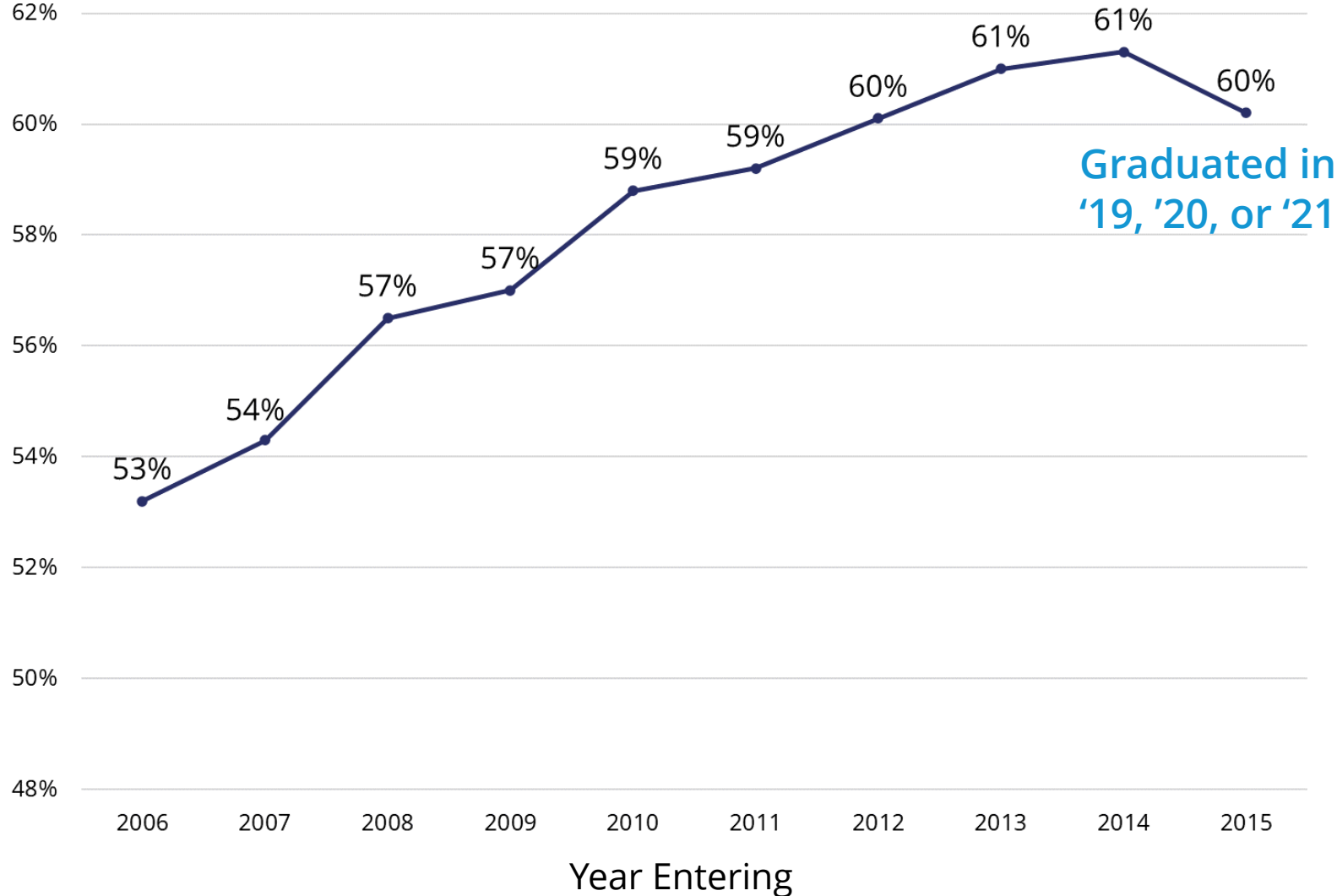


	HS Grads	Undergrads
% White	60%	67%
% URGs	40%	31%

Source: MA Department of Higher Education

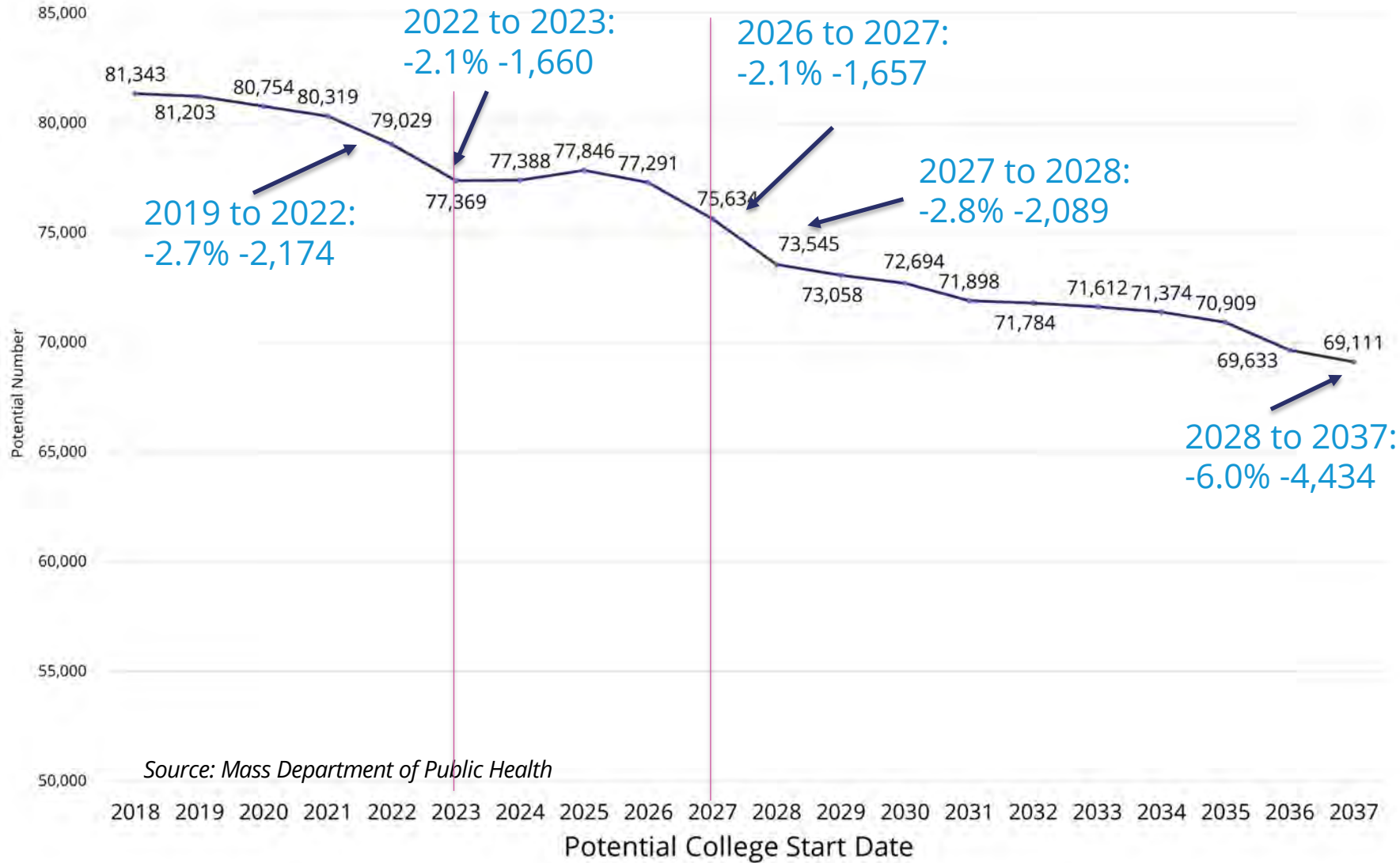
# 6-YEAR COLLEGE GRADUATION RATES

MASSACHUSETTS STATE UNIVERSITY SYSTEM, COHORTS GRADUATING IN 2012 TO 2021



# THE ROLLING CLIFF REVISITED

MASSACHUSETTS BIRTHS, AND POTENTIAL COLLEGE START DATE



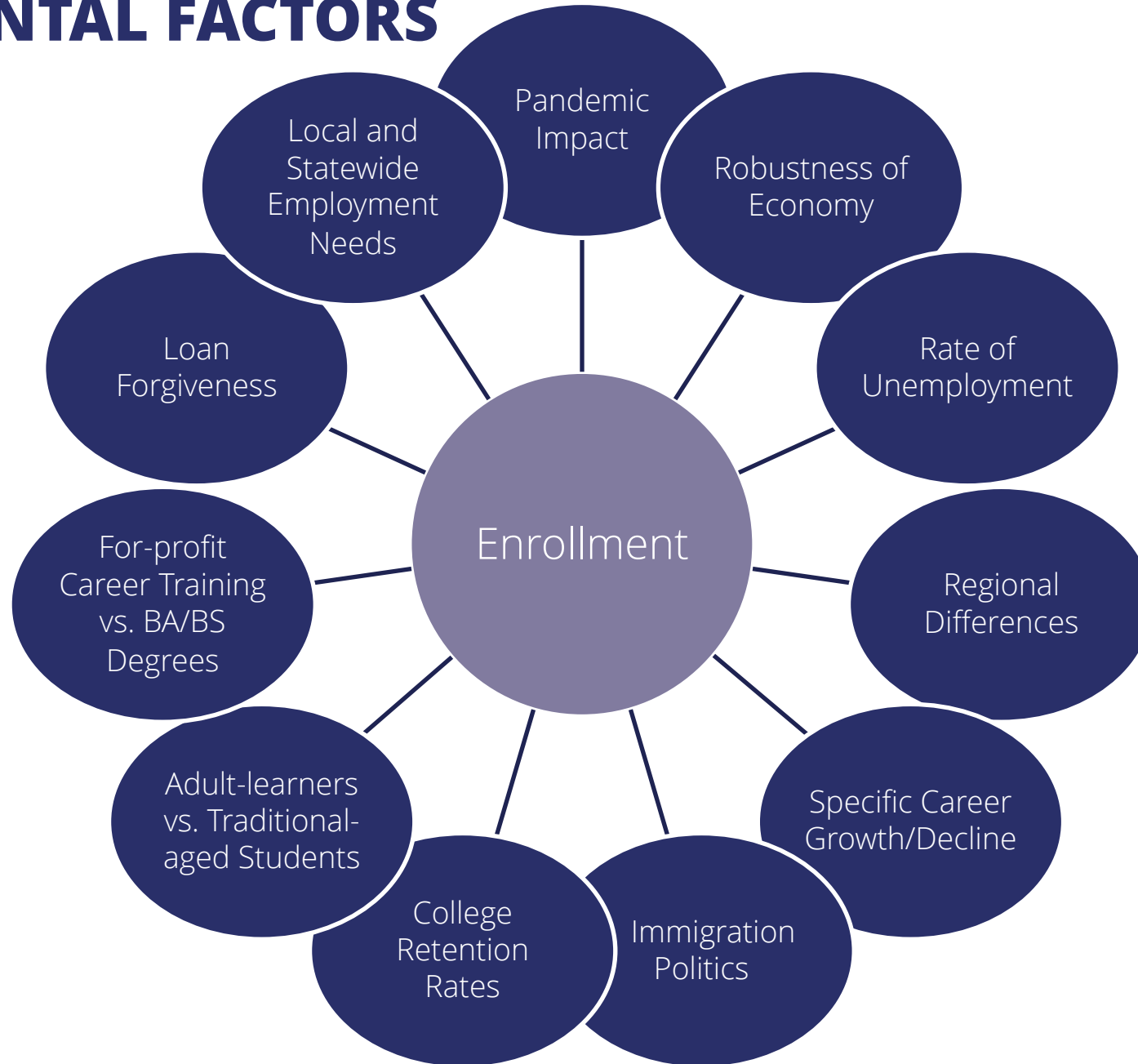
- PREVIOUS DECLINE  
2018 to 2023:  
-4,000 fewer
- NEAR FUTURE  
2023 to 2026:  
years of stability
- CLIFF AND BEYOND  
2027 to 2037:  
6,500 fewer potential  
MA college students



An aerial photograph of a university campus, featuring a large green field in the foreground, several large buildings, and a road with cars. The background shows a dense forest and distant mountains under a clear sky. The text "ENVIRONMENTAL FACTORS" is overlaid in white, bold, uppercase letters across the center of the image.

# ENVIRONMENTAL FACTORS

# ENVIRONMENTAL FACTORS





**ENROLLMENT MANAGEMENT  
COLLEGE STRATEGIES**

# ENROLLMENT MANAGEMENT

GRADE SCHOOL EXPOSURE

↳ HIGH SCHOOL OUTREACH

↳ CAMPUS VISITS AND "EARLY COLLEGE"

↳ FIRST-YEAR FIRST-TIME APPLICATIONS

↳ ADMITTED STUDENT PROGRAMMING

↳ PRE-ENROLLMENT PROGRAMS

↳ ORIENTATION EXPERIENCES

↳ RETENTION SUPPORT

↳ TRANSFER APPLICATIONS - RETURNEES

↳ CAREER PLANNING SERVICES

# UNIVERSITY OF MASSACHUSETTS LOWELL

## ENROLLMENT MANAGEMENT PROGRAMS

### Grade School Exposure:

- Campus visits starting in 5<sup>th</sup> to 6<sup>th</sup> grade, introduce students to college activities
- Whet their appetites for college
- Demystify terminology: what is a bursar?
- Partner with local youth organizations
- Help direct students in choosing High School classes that connect to desired college path



### Recruitment and Retention Strategies:

- “Enrollment management is everyone’s responsibility”: Departments of Housing, Financial Aid, Student Affairs, and Provost’s Office all work together closely
- First public institution in New England to go test optional
- On-campus housing a boon to retention
- Special effort to make accommodations available
- Put support services like food pantry in prominent locations – not an embarrassment!



# UNIVERSITY OF MASSACHUSETTS LOWELL



## High School Recruitment and Early College:



Commonwealth Collegiate Academy (CCA) offers no-cost classes that count for both High School and College, up to 30 credits

- Delivered remotely in high school classrooms and co-taught by a high school teacher, so fewer geographic barriers to Early College
- Courses in subjects not usually offered in high school, e.g. Forensics, Business Law
- Post-pandemic opportunity to ease transition from high school to college-level work

The “First to Launch” summer program of the River Hawks Scholars Academy targets incoming 1<sup>st</sup>-gen freshmen for mentorship

- Participants get access to an upper division fellow 1<sup>st</sup>-gen mentor and a coach
- Option to take a 3-credit summer course

# BINGHAMTON UNIVERSITY

## ENROLLMENT MANAGEMENT STRATEGIES

- As the top NY State university, have a large pool of applicants to attract – currently good cost value
- Chose to grow UG numbers during the pandemic
- Developed highly customized marketing strategies based on specific zip code data analysis, both in- and out-of-state
- Heavily utilizes alumni base for both recruitment and post-graduation job placement
- Establishes relationships with high school counselors
- Customized recruitment materials in Spanish
- Early alert program to support retention with professional Academic Case Managers in addition to volunteer faculty advisors
  - Triage: financial, academic, mental health
  - Conceived of as a part of Enrollment Management
- Invested in spectacular Fleishman Career Center, which is also tied to Enrollment Management



Photo booth for free professional headshots at Career Center

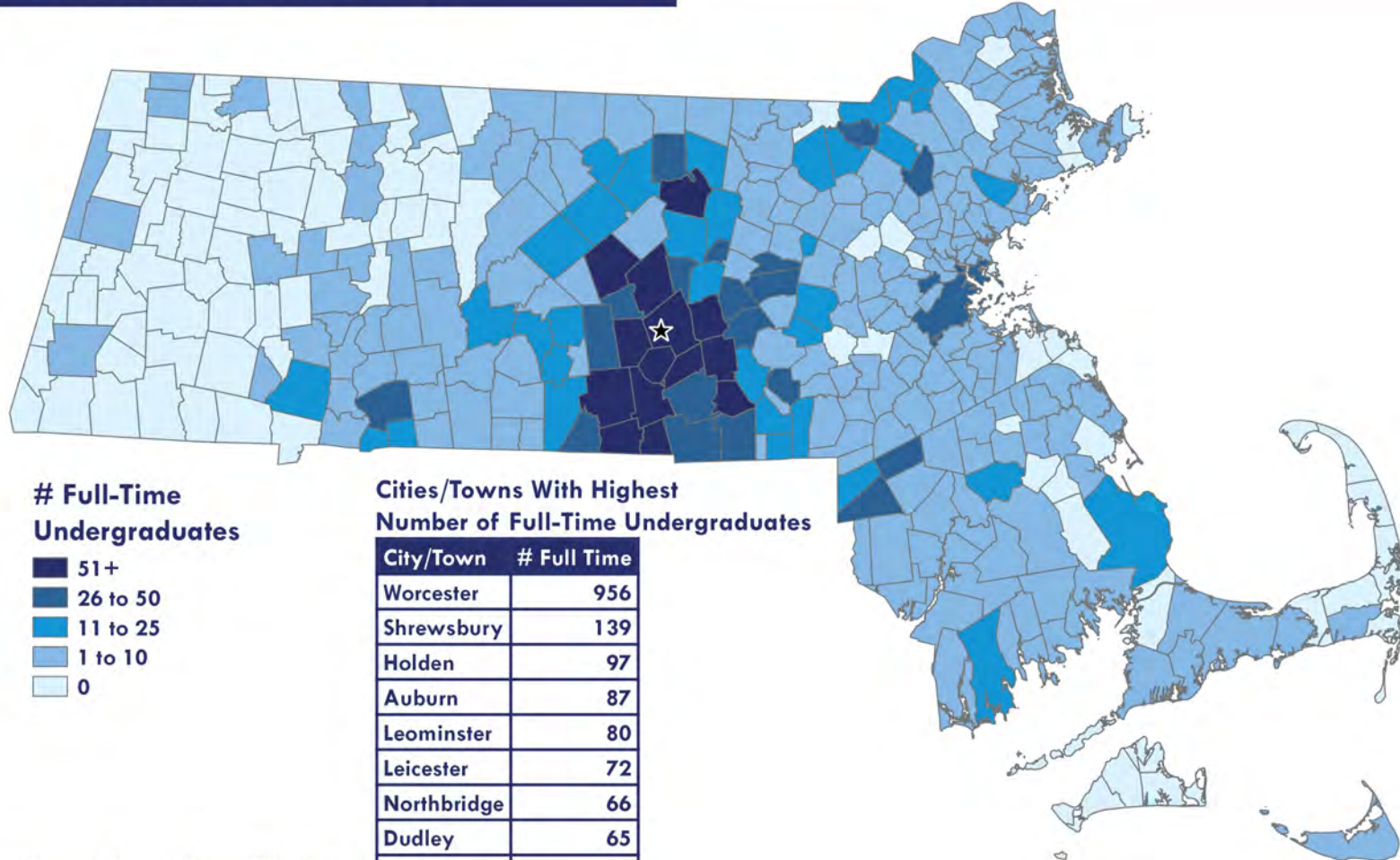






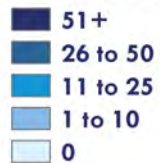
# UNDERGRAD GEOGRAPHIC DISTRIBUTION, 2018

## Worcester State University



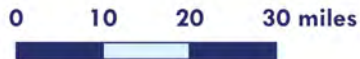
- 70% Worcester County
- 11% Middlesex County
- 0-5% Other counties

### # Full-Time Undergraduates



### Cities/Towns With Highest Number of Full-Time Undergraduates

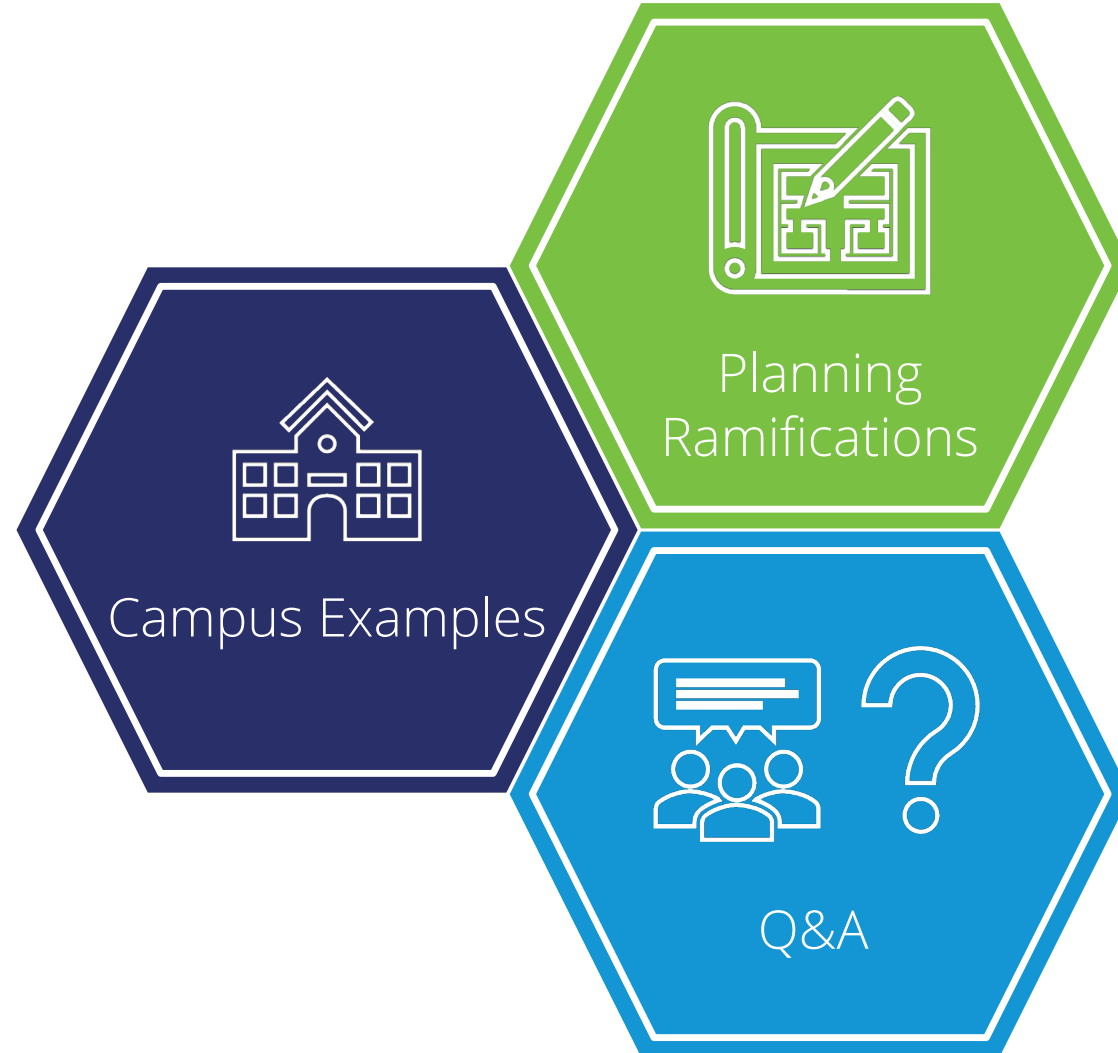
City/Town	# Full Time
Worcester	956
Shrewsbury	139
Holden	97
Auburn	87
Leominster	80
Leicester	72
Northbridge	66
Dudley	65
Oxford	64
Webster	64



An aerial photograph of a large university campus. In the foreground, a large, circular stadium with a green field is visible. The campus consists of numerous interconnected buildings, some with distinctive architectural features like tall, thin towers. The surrounding area is densely wooded, and in the far distance, a range of mountains is visible under a clear sky. The word "DISCUSSION" is overlaid in large, white, bold, sans-serif capital letters on the left side of the image.

# DISCUSSION

# DISCUSSION OPTIONS



# ACKNOWLEDGEMENTS

- Edward Adelman, Former Executive Director, Massachusetts State College Building Authority
- Ryan Forsythe, Vice President for Enrollment Management, Worcester State University
- Kerri Johnston, Dean of Enrollment Management, University of Massachusetts, Lowell
- Krista Medionte-Phillips, Assistant Provost for Enrollment Management Director of Undergraduate Admissions, Binghamton University
- Denzil Mohammed, Director of The Immigrant Learning Center Public Education Institute
- D



Providing data and analysis for strategy, communications,  
assessment, and for managing change.