

ALLIANCE ANNUAL MEETING

CHANGING DEMOGRAPHICS IN HIGHER ED

WICHE
October 27, 2022



OVERVIEW

- Upcoming K-12 populations, pandemic changes



What strikes you?

- Pandemic, new college enrollment patterns



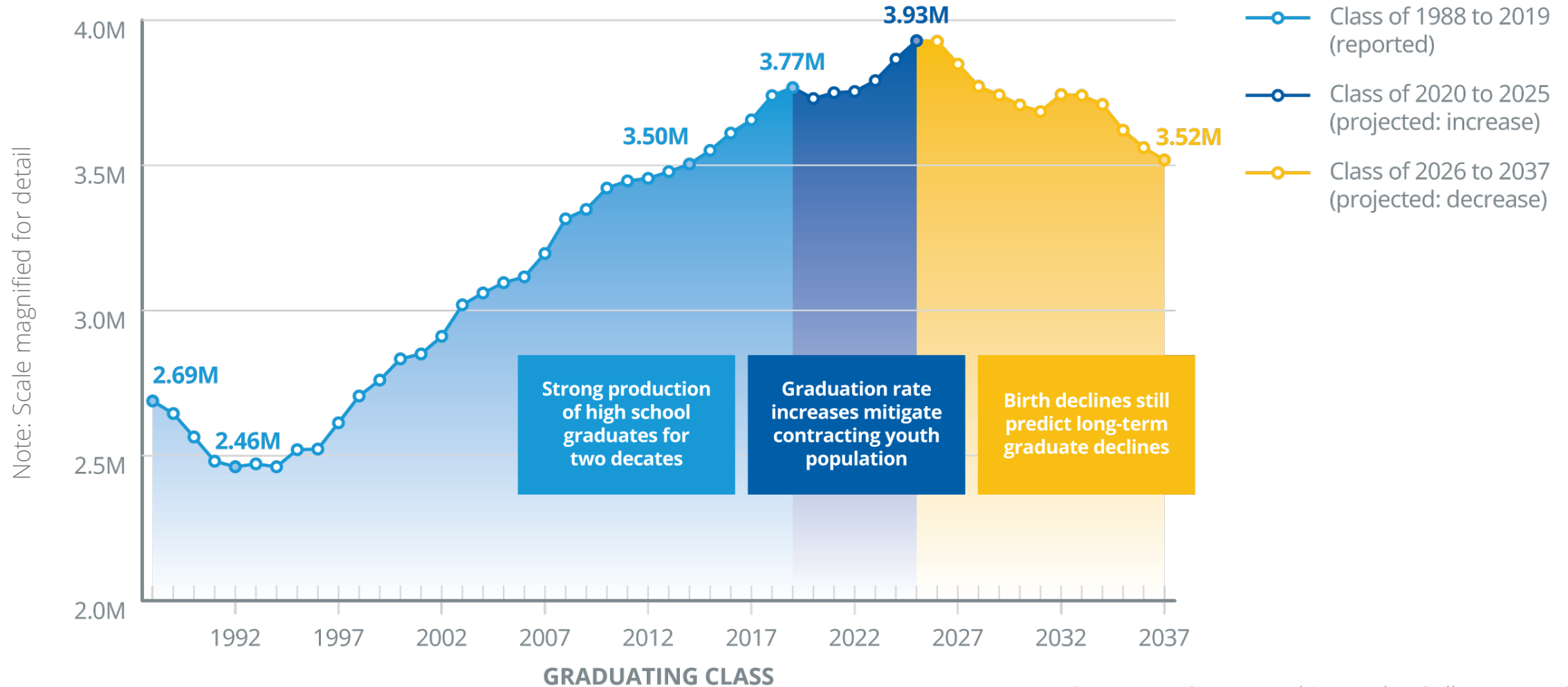
Strategic responses





HIGH SCHOOL GRADUATE PROJECTIONS

TREND #1 SLOWING NUMBER OF U.S. HIGH SCHOOL GRADUATES, THEN DECLINE



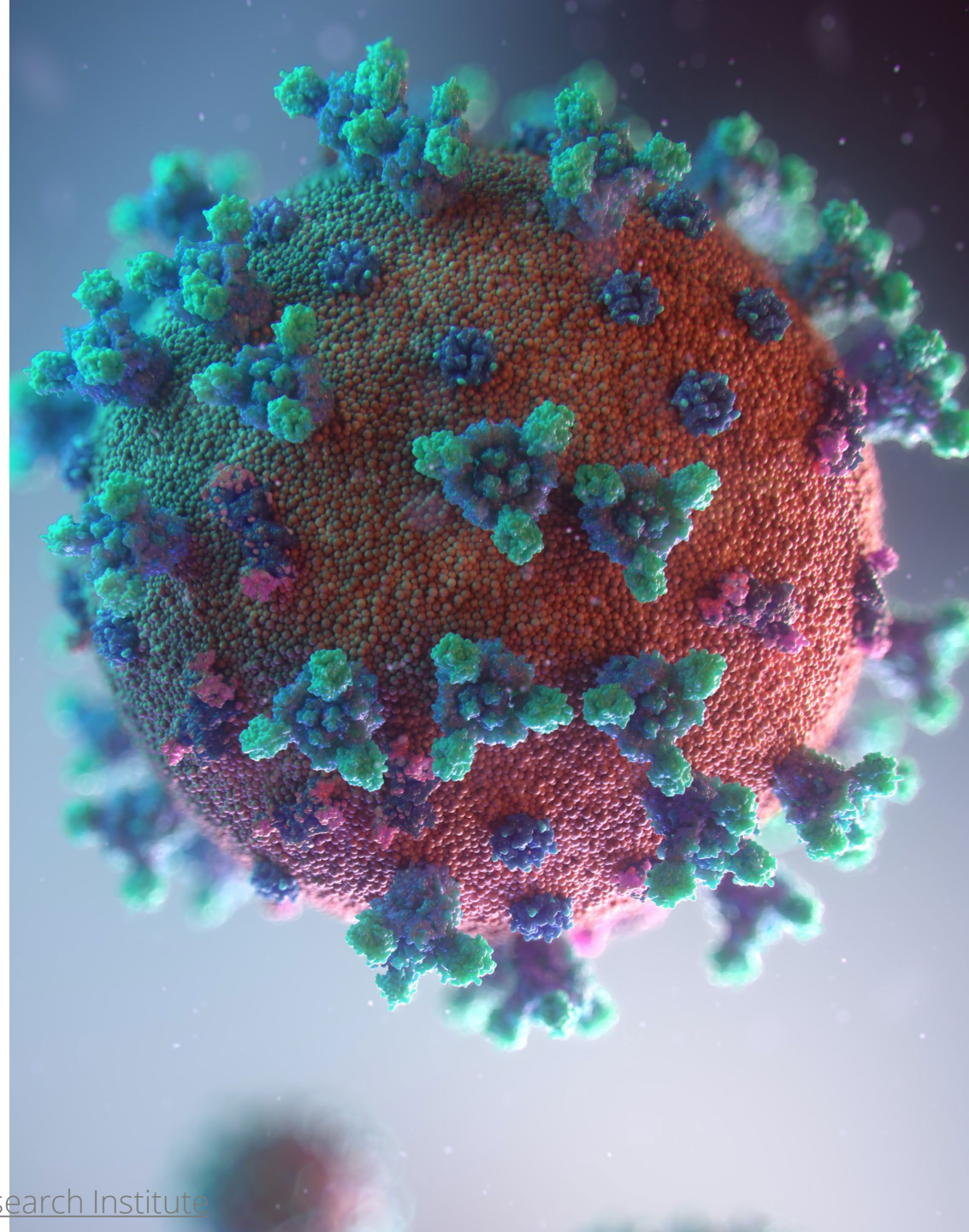
Source: WICHE, *Knocking at the College Door*, 2020.

CAVEATS

- Predicted trends reflect data through SY 2019-20 (Class of 2019)
- COVID-19 likely to have significant and long-lasting impacts on education pathways

In the 2020-21 school year (estimated):

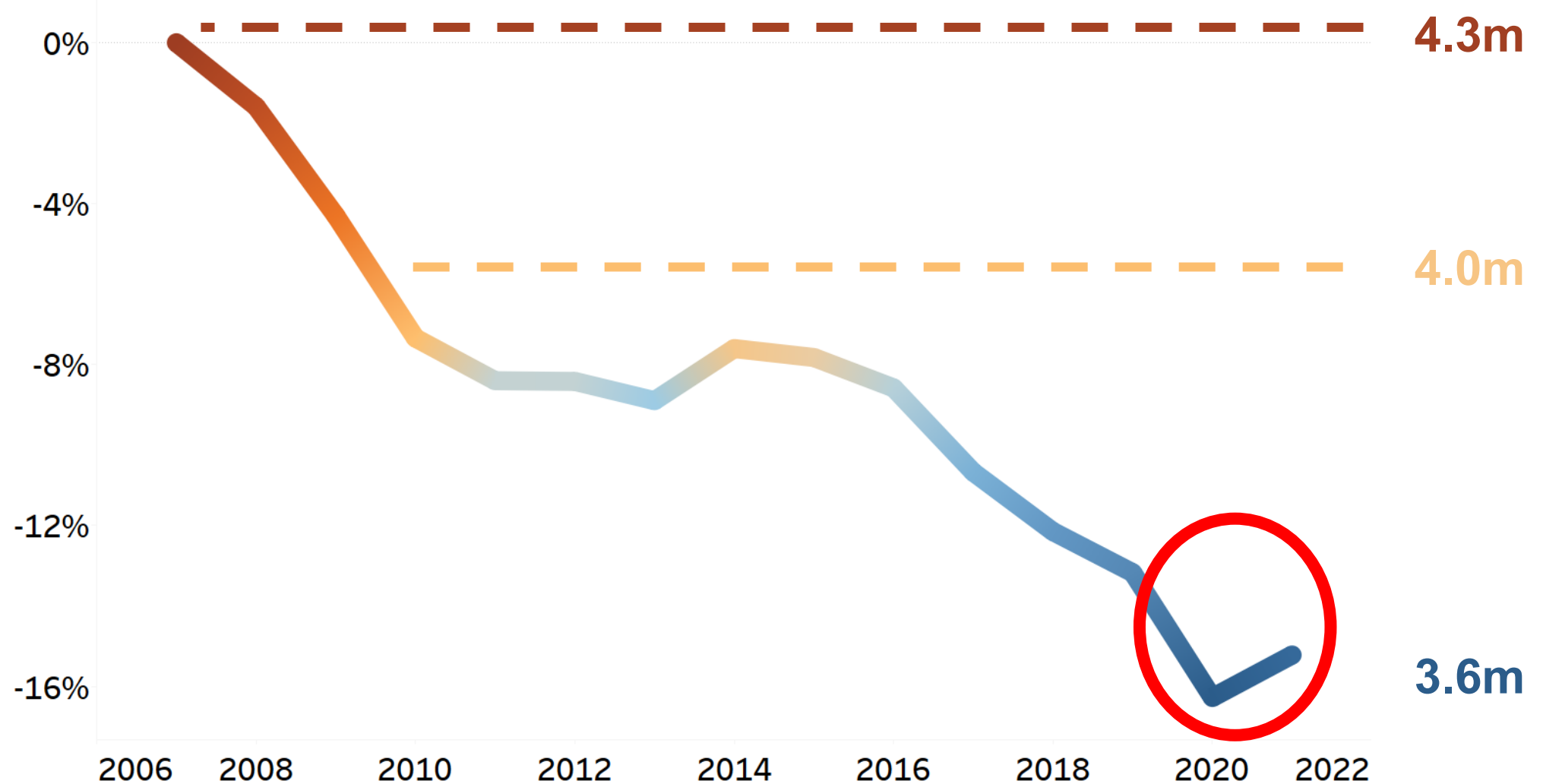
- 86% - 87% public schools
- ~8% private schools
- 5% - 6% were homeschooled



WHAT'S DRIVING TREND #1?

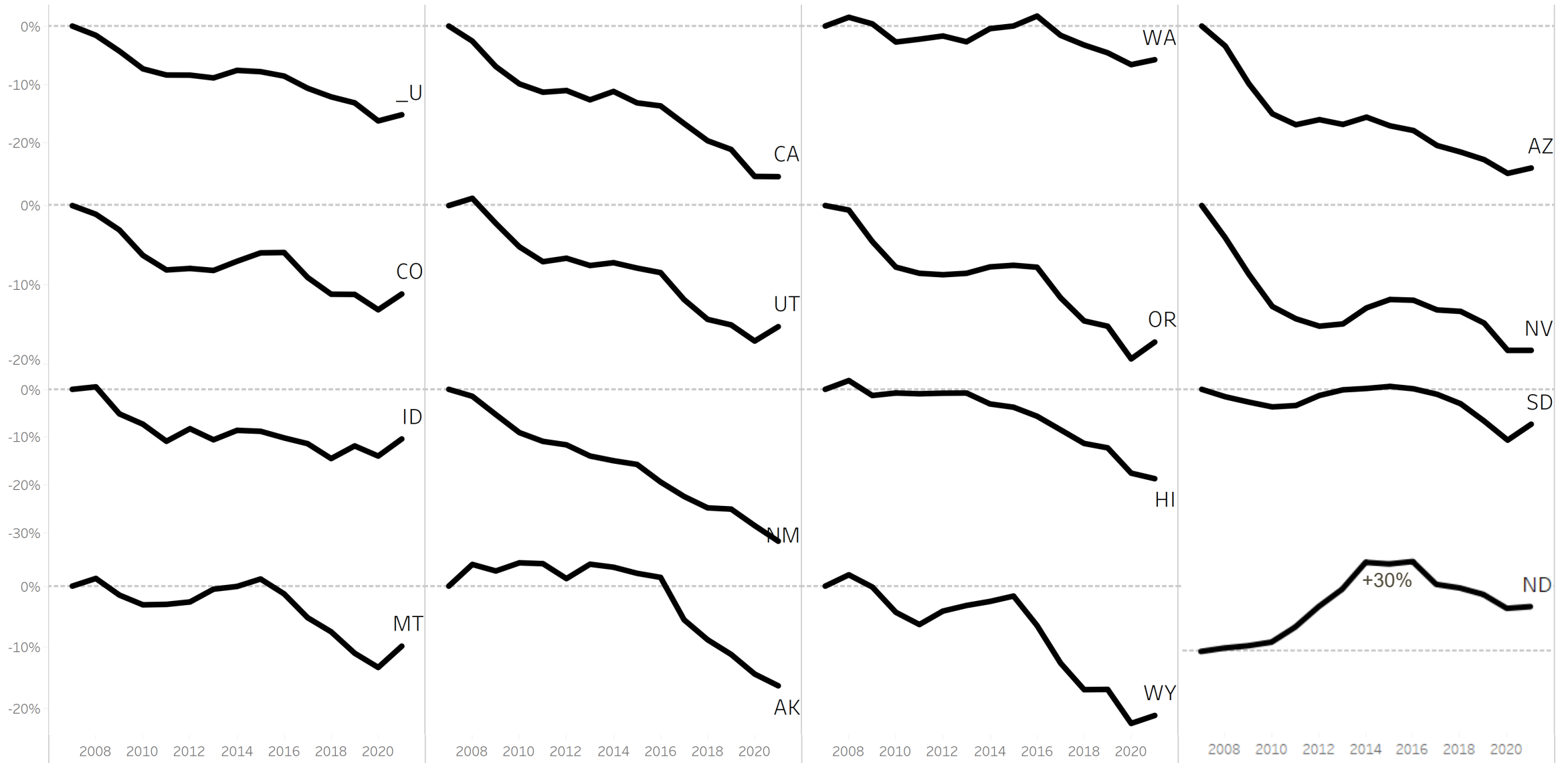


U.S. BIRTHS



Source: WICHE Analysis of data from Centers for Disease Control and Prevention

CHANGE IN BIRTHS, 2007 TO 2021



Source: WICHE Analysis of Data from Centers for Disease Control and Prevention



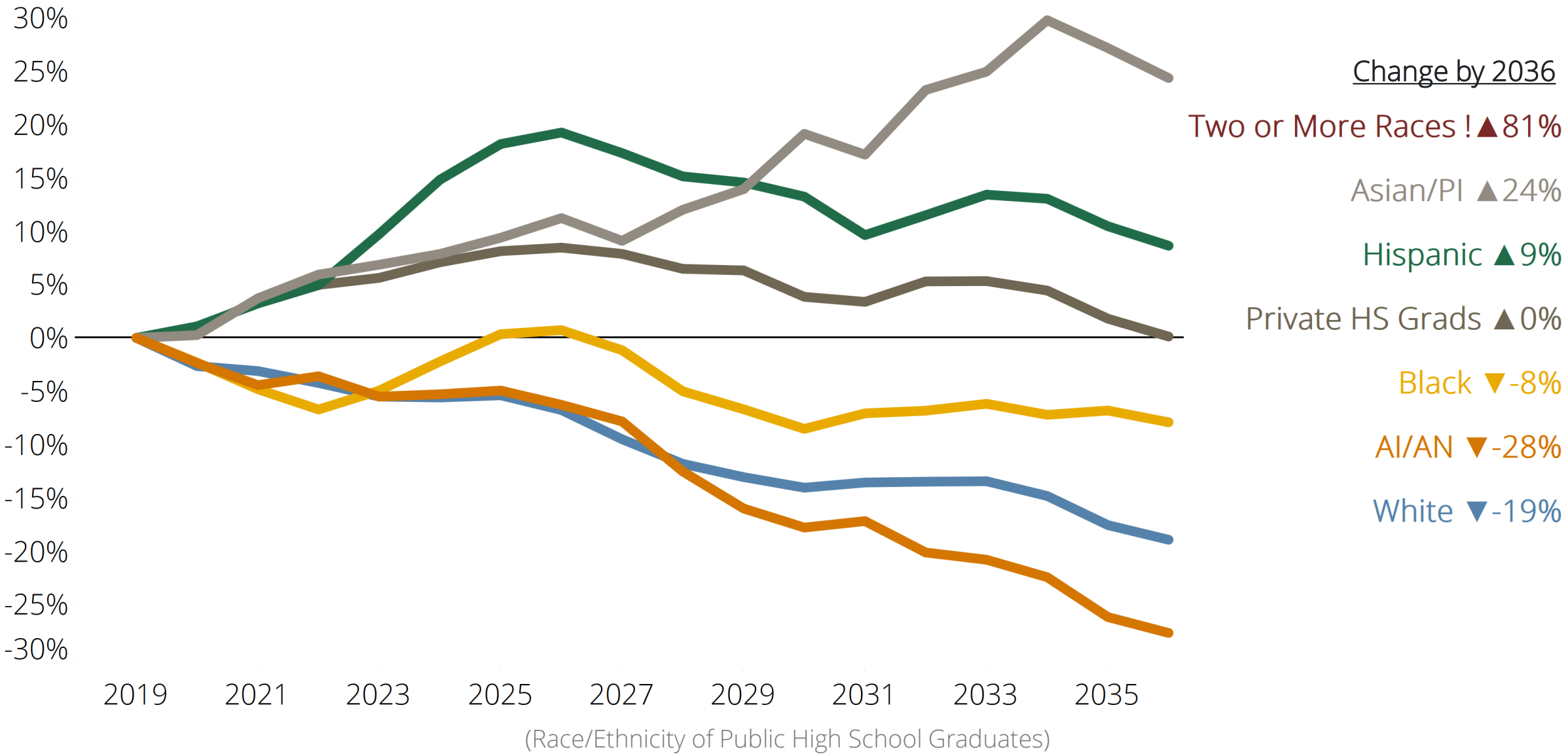
TREND #2: DIVERSIFICATION

“Toward Ending the Monolithic View of ‘Underrepresented Students’”

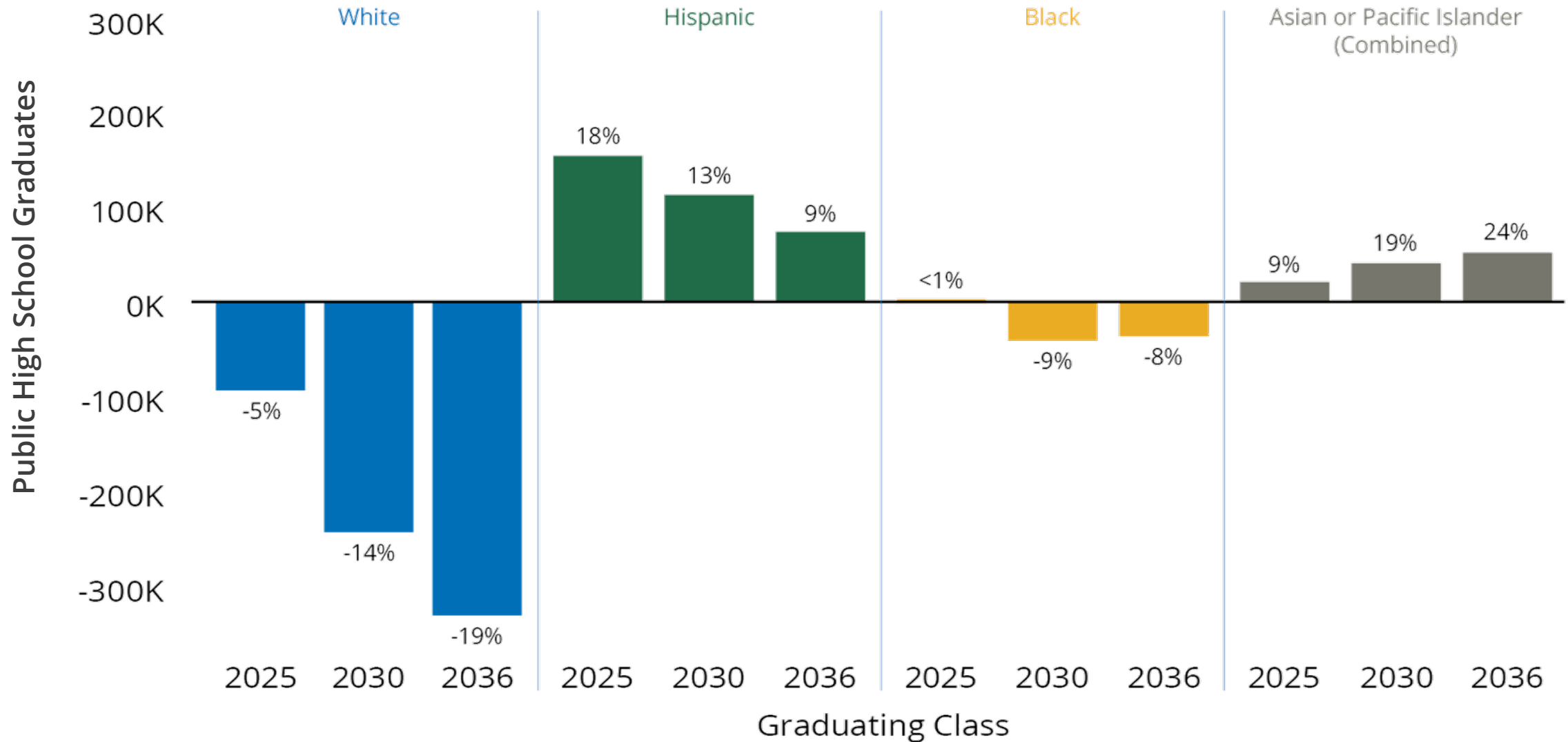
<https://www.everylearnereverywhere.org/wp-content/uploads/monolith-white-paper-FINAL-2.pdf>.

Common App, “Unpacking race and ethnicity”, <https://www.commonapp.org/about/reports-and-insights>.

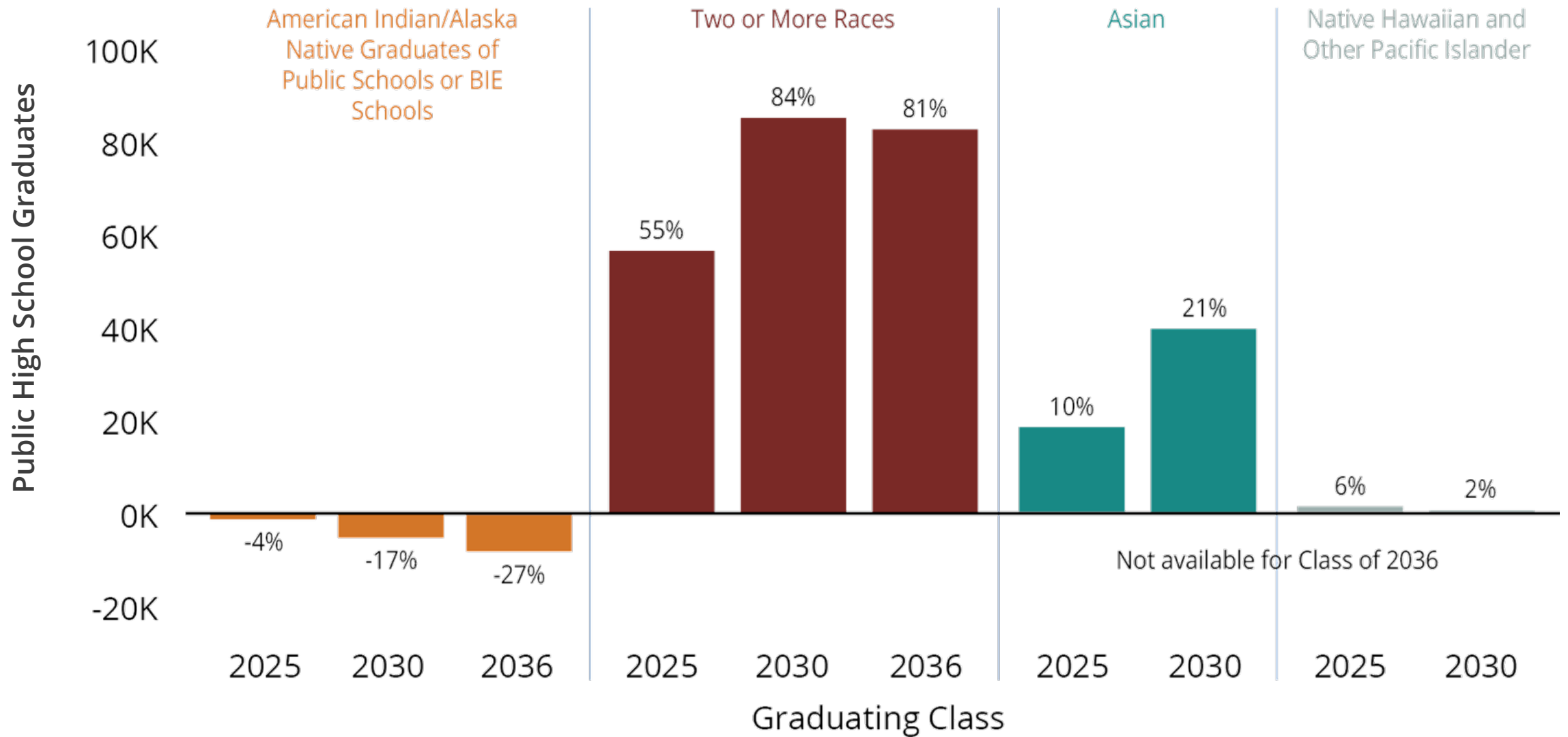
PROJECTED CHANGE IN GRADUATES VS. 2019



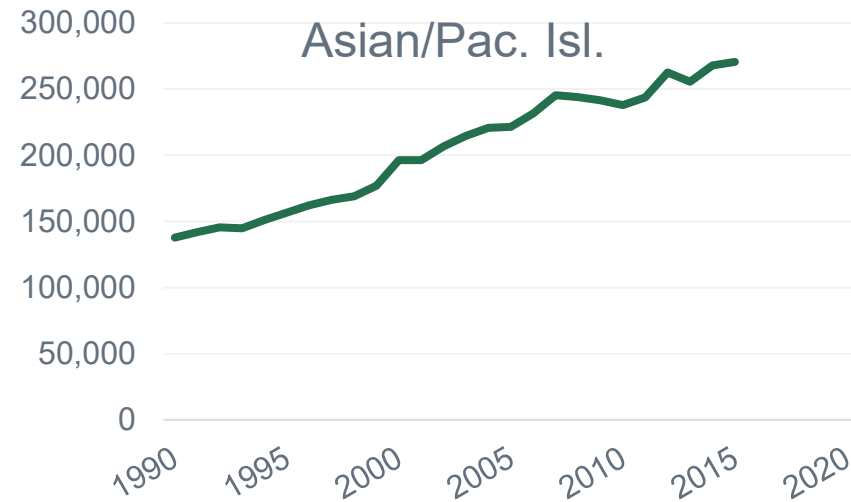
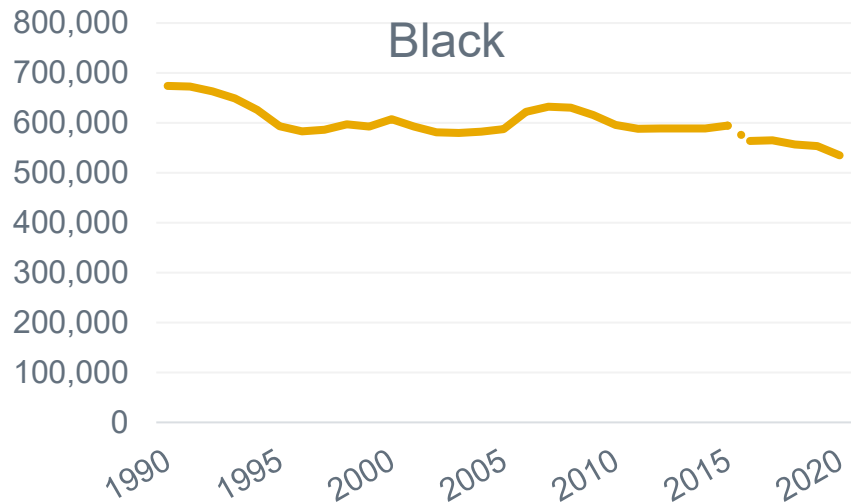
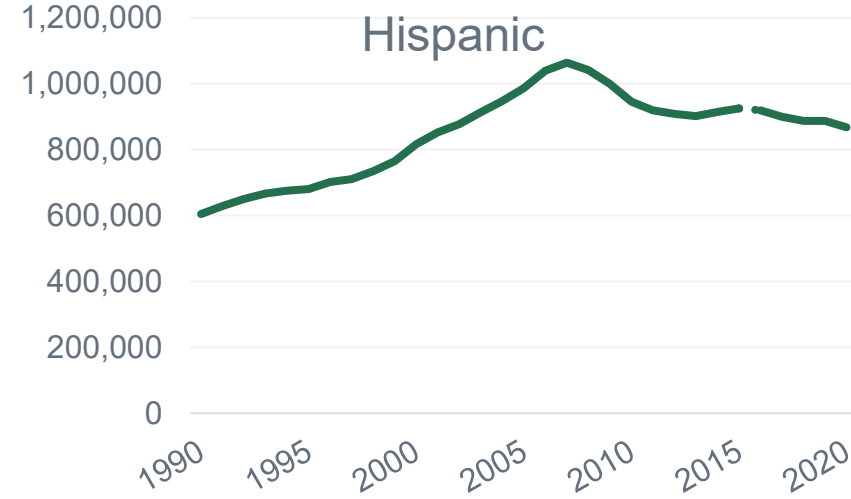
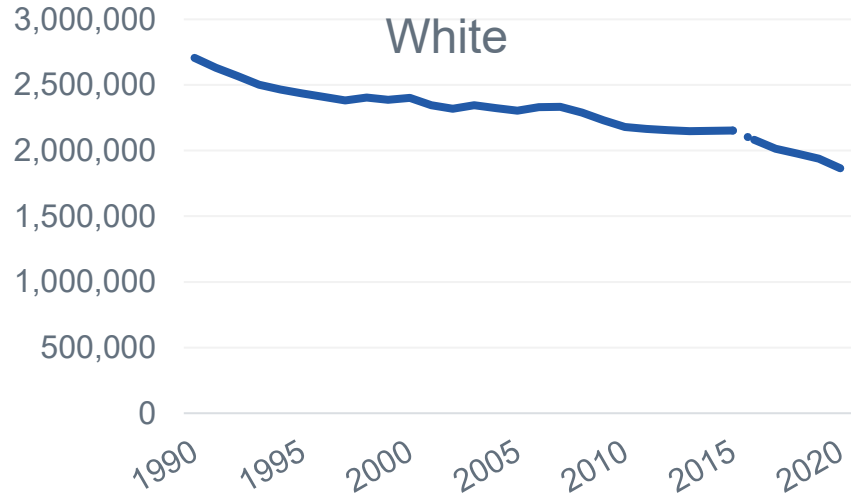
PROJECTED CHANGE FROM 2019 BY RACE/ETHNICITY



PROJECTED CHANGE FROM 2019 BY RACE/ETHNICITY

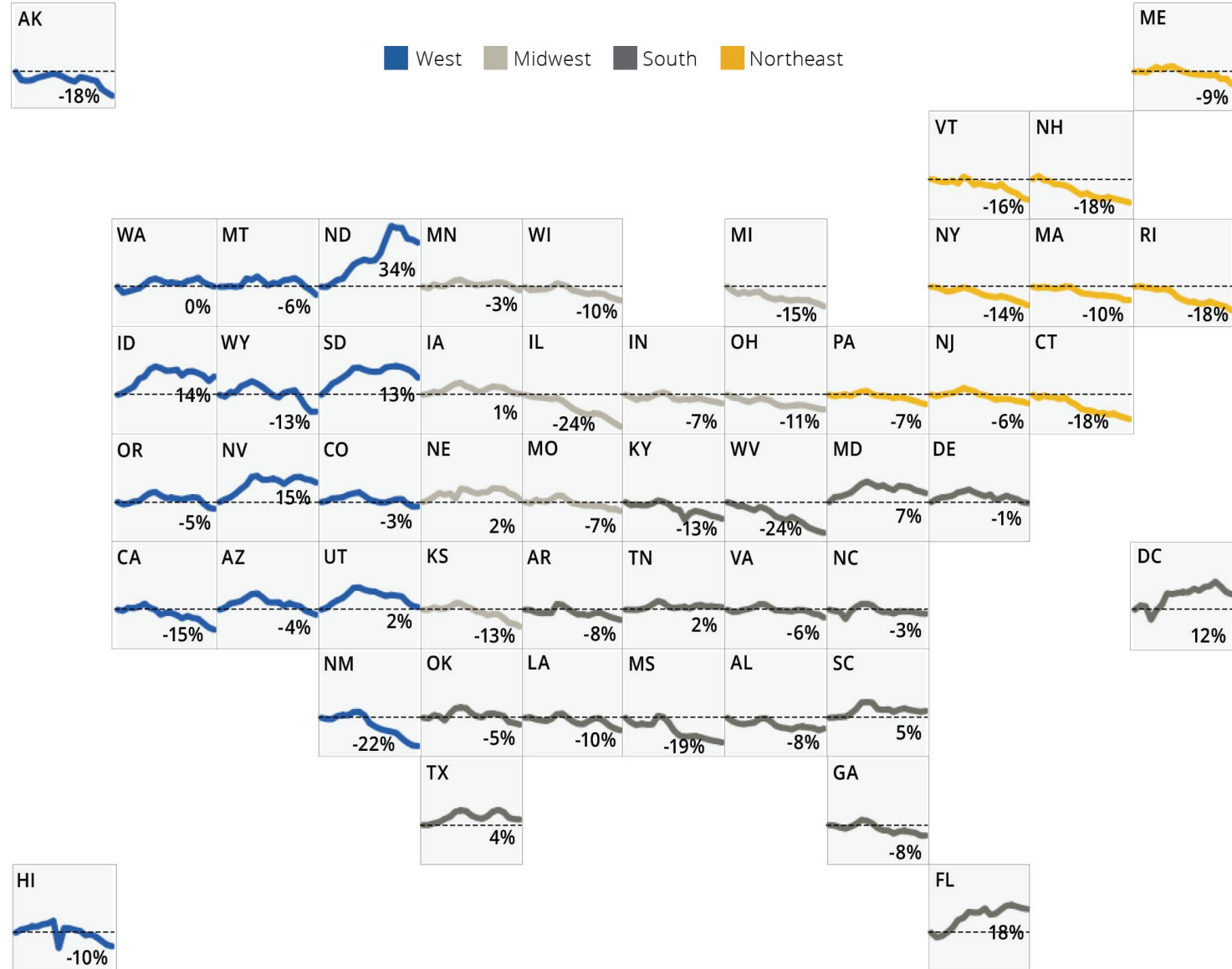


U.S. BIRTHS BY RACE & ETHNICITY

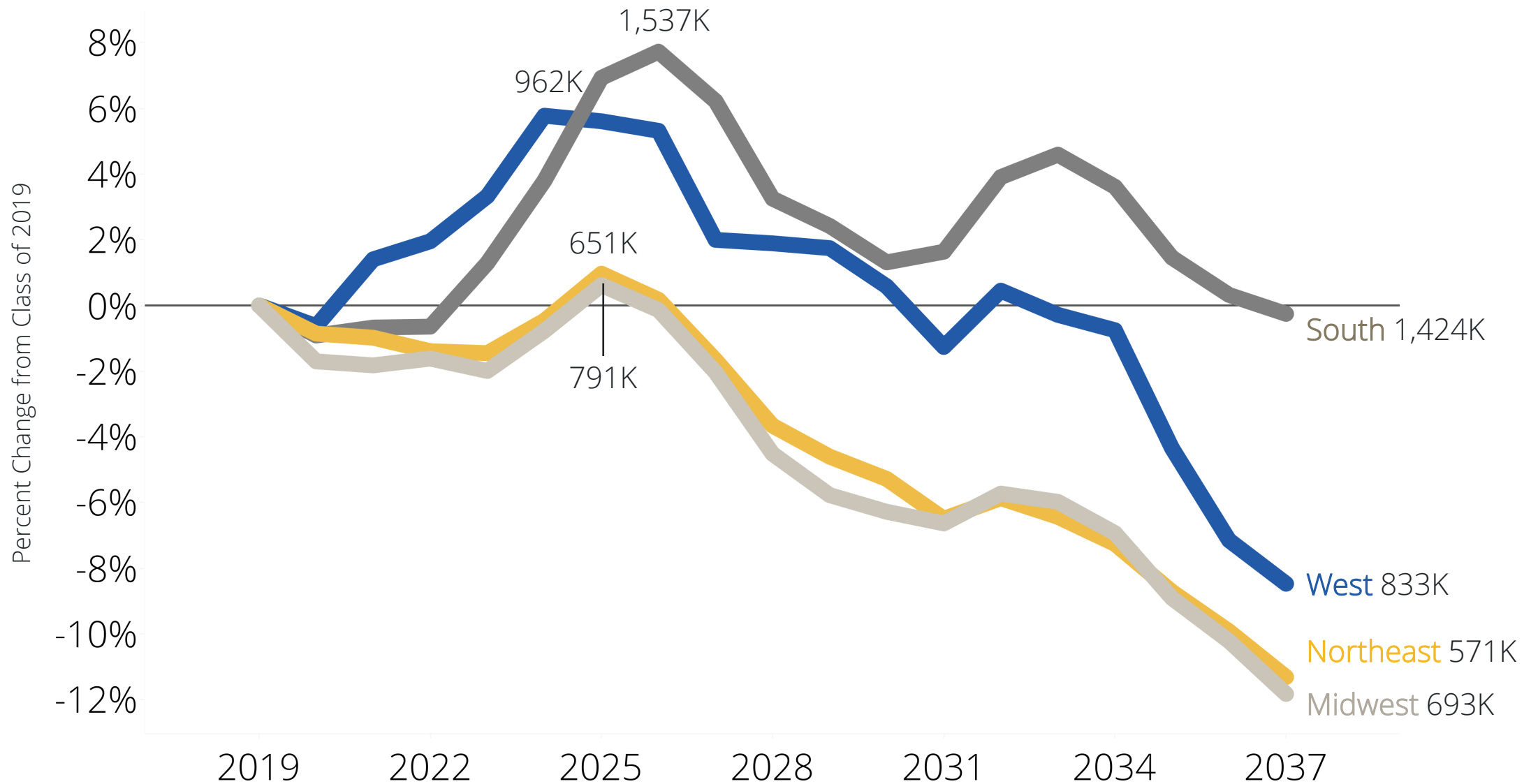


Source: WICHE Analysis of Data from Centers for Disease Control and Prevention

TREND #3 - VARIATION



REGIONAL VARIATION: TOTAL PUBLIC & PRIVATE GRADUATES



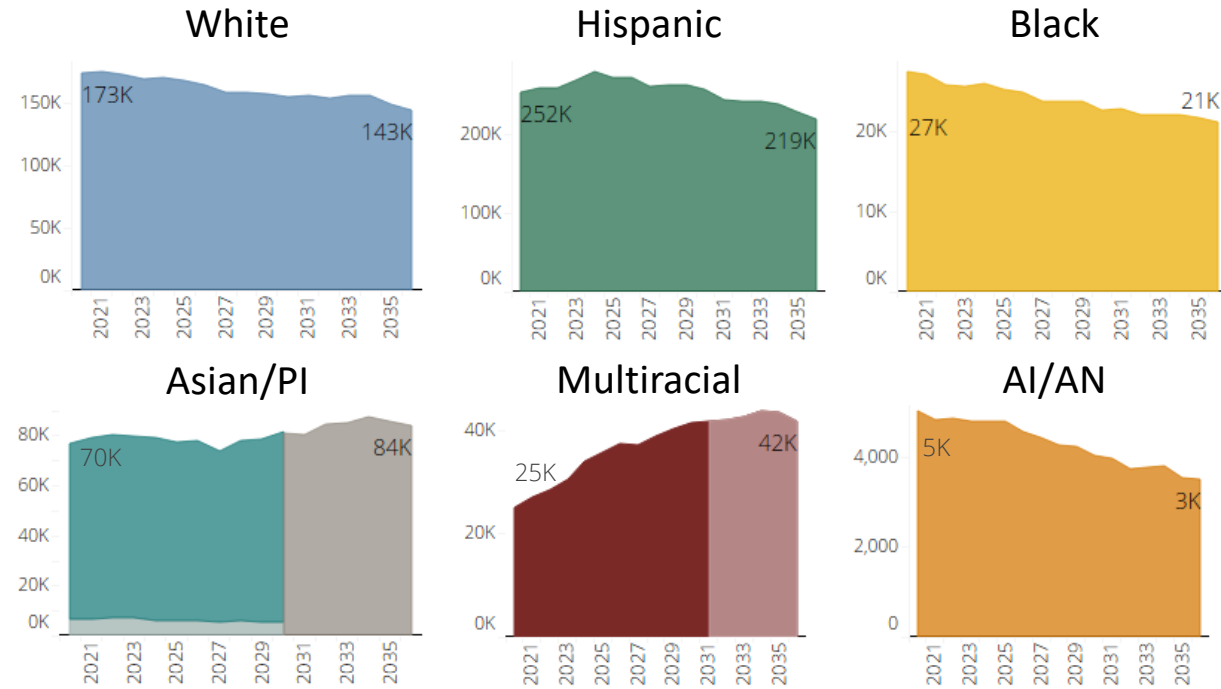
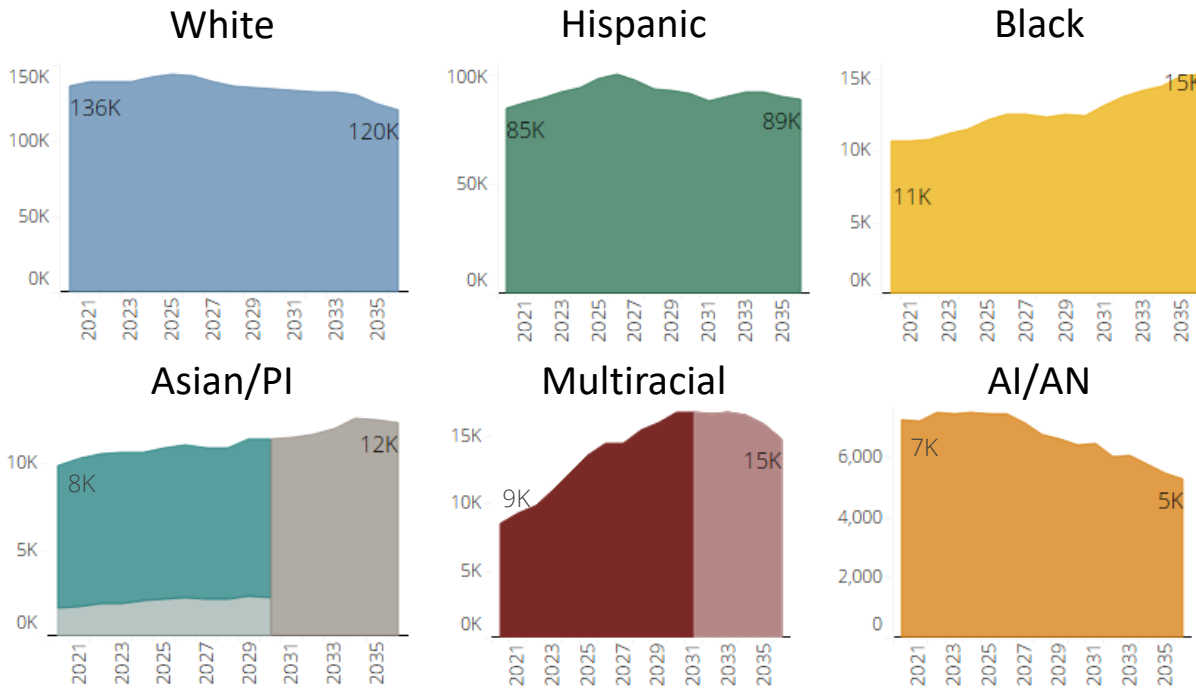
Source: WICHE, *Knocking at the College Door*, 2020.

PUBLIC SCHOOL GRADUATES OF COLOR: ONGOING INCREASES

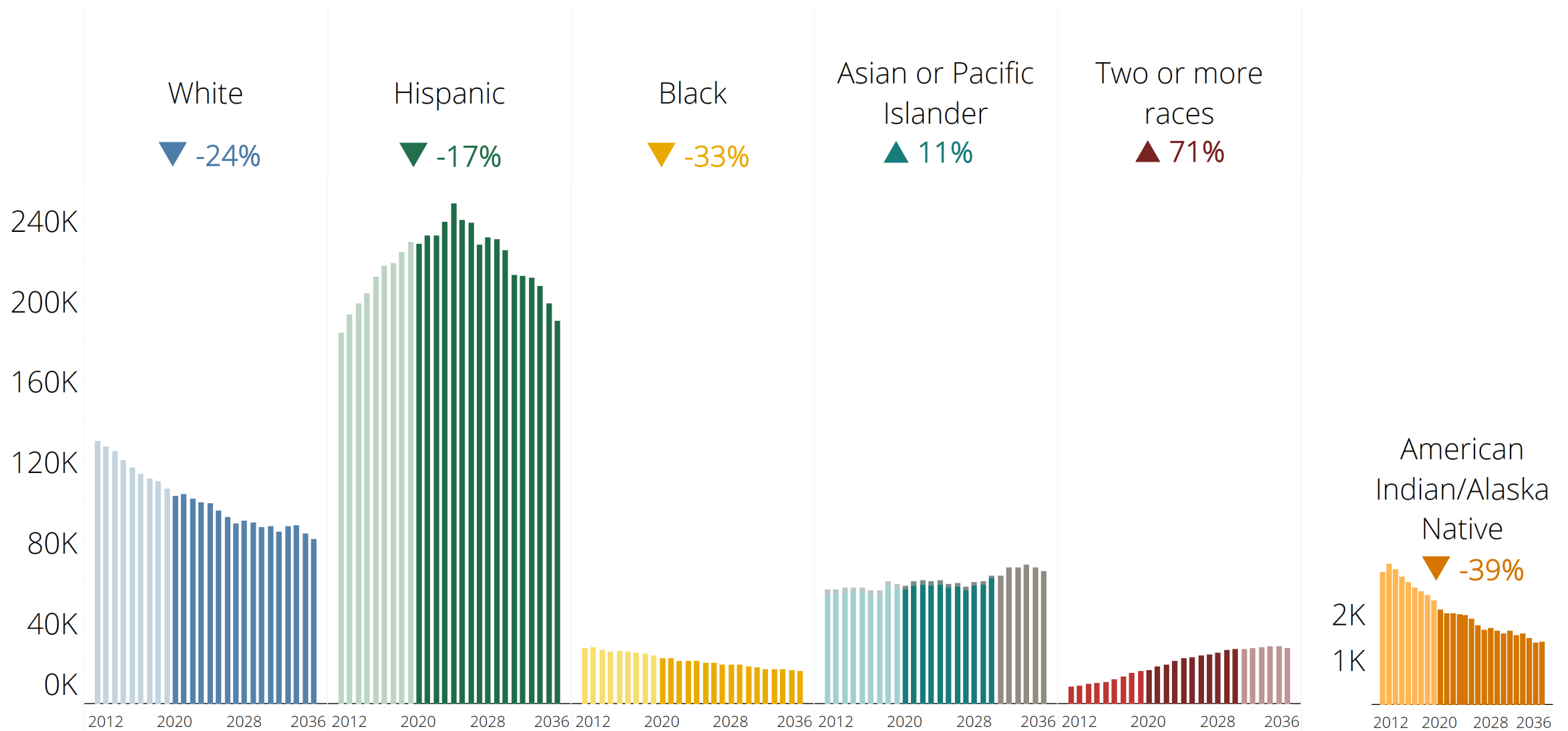
Projections

Mountain

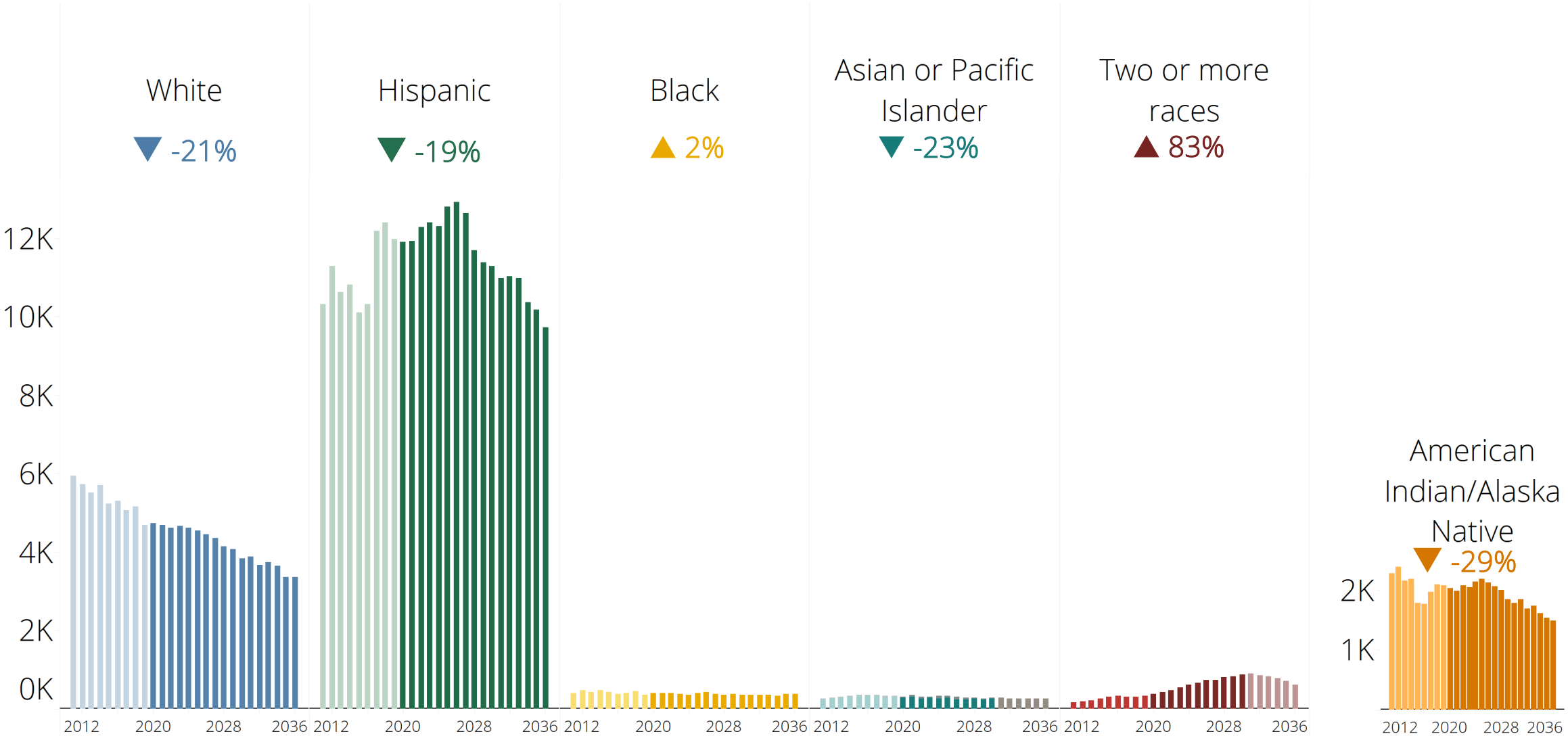
Pacific



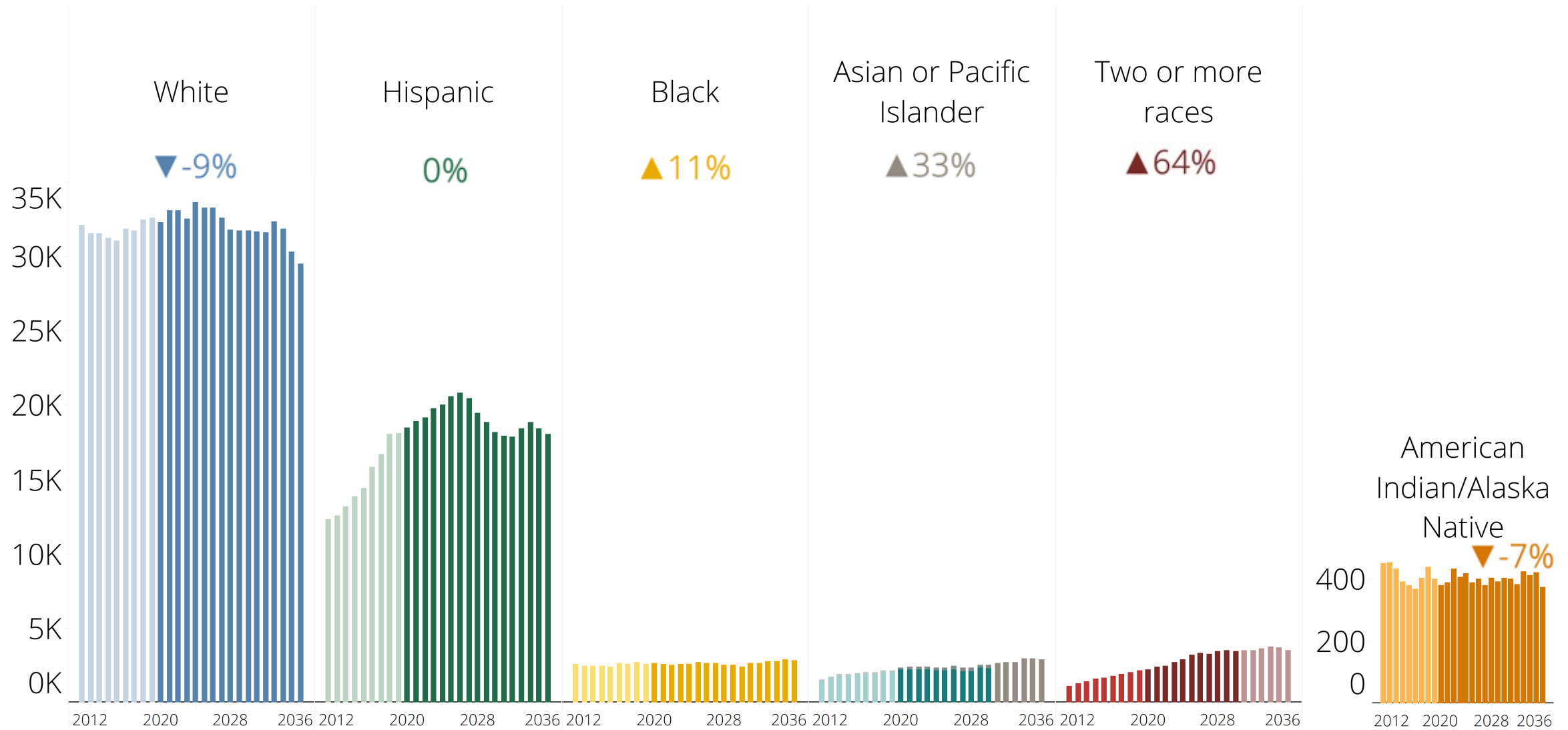
DECLINES IN CALIFORNIA



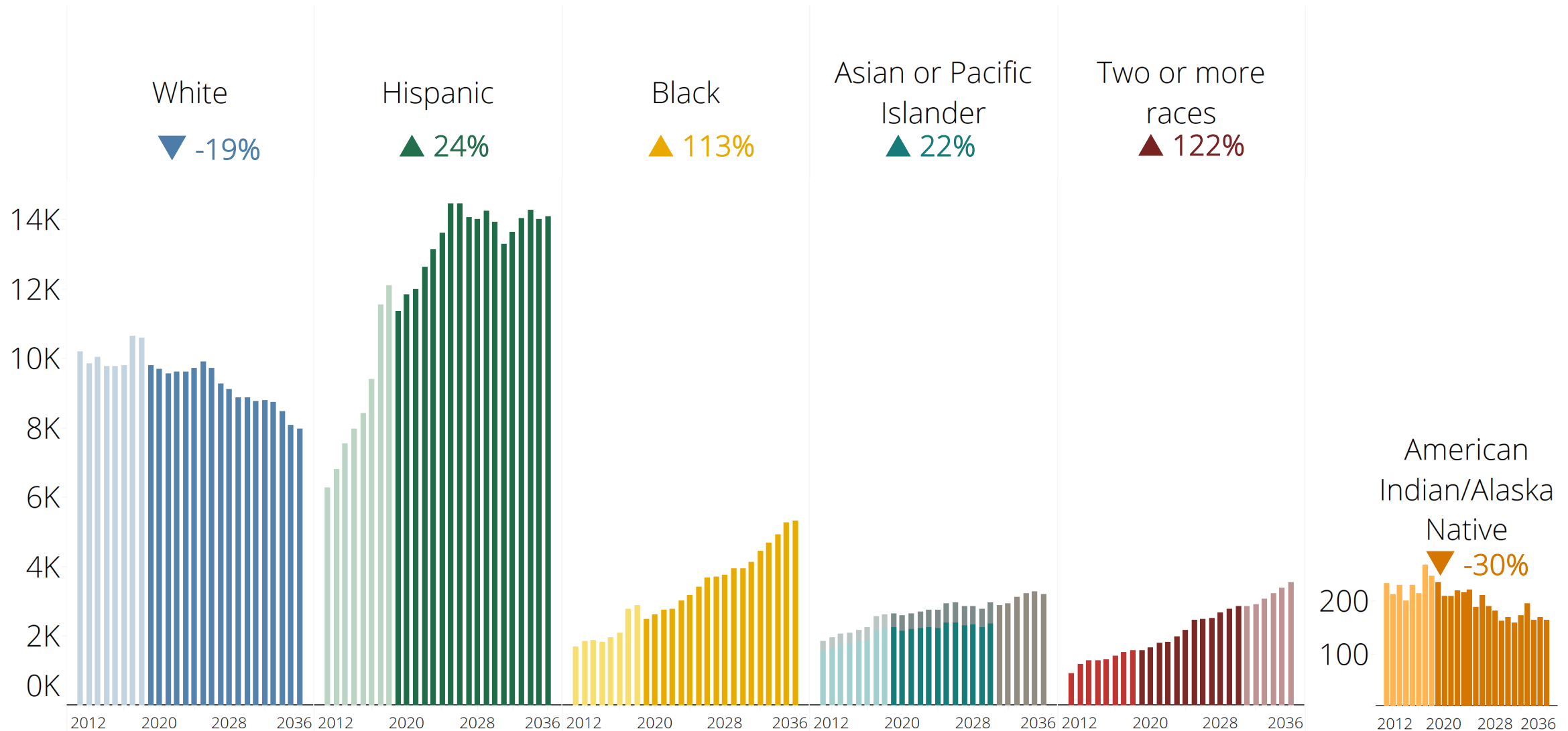
STRONG DECLINES IN NEW MEXICO



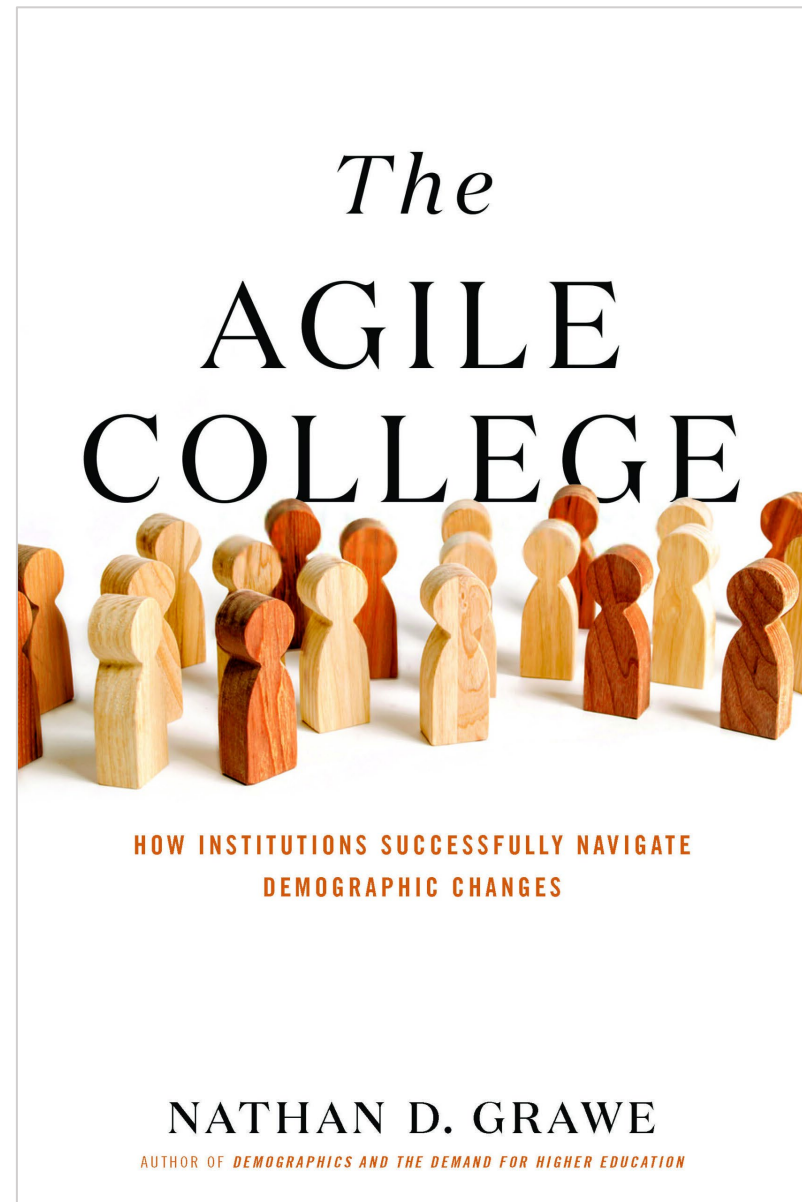
DIVERSIFICATION IN COLORADO



INCREASE & DIVERSIFICATION IN NEVADA

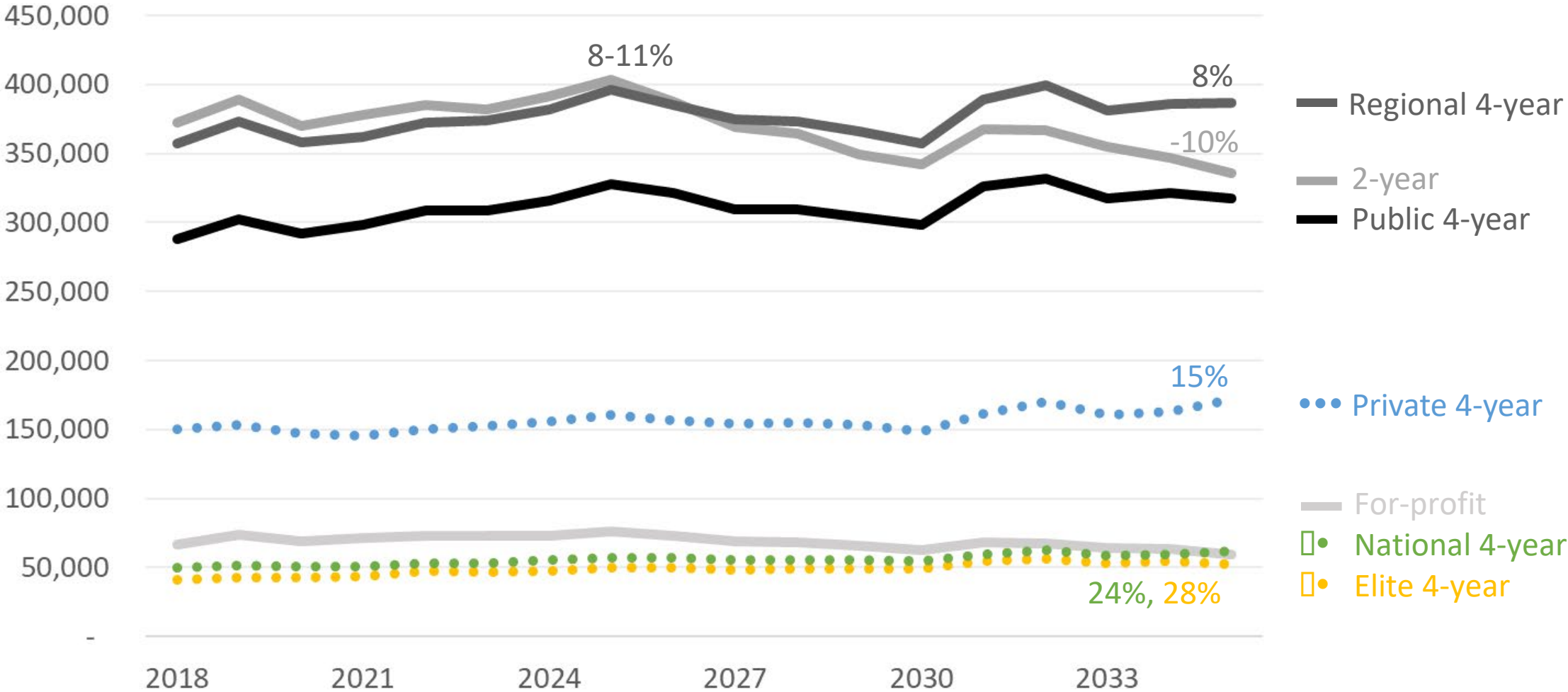


COMPETITION



COLLEGE DESTINATION, 18 Y.O.'S FROM WESTERN U.S. STATES

Projections, 2018 to 2034

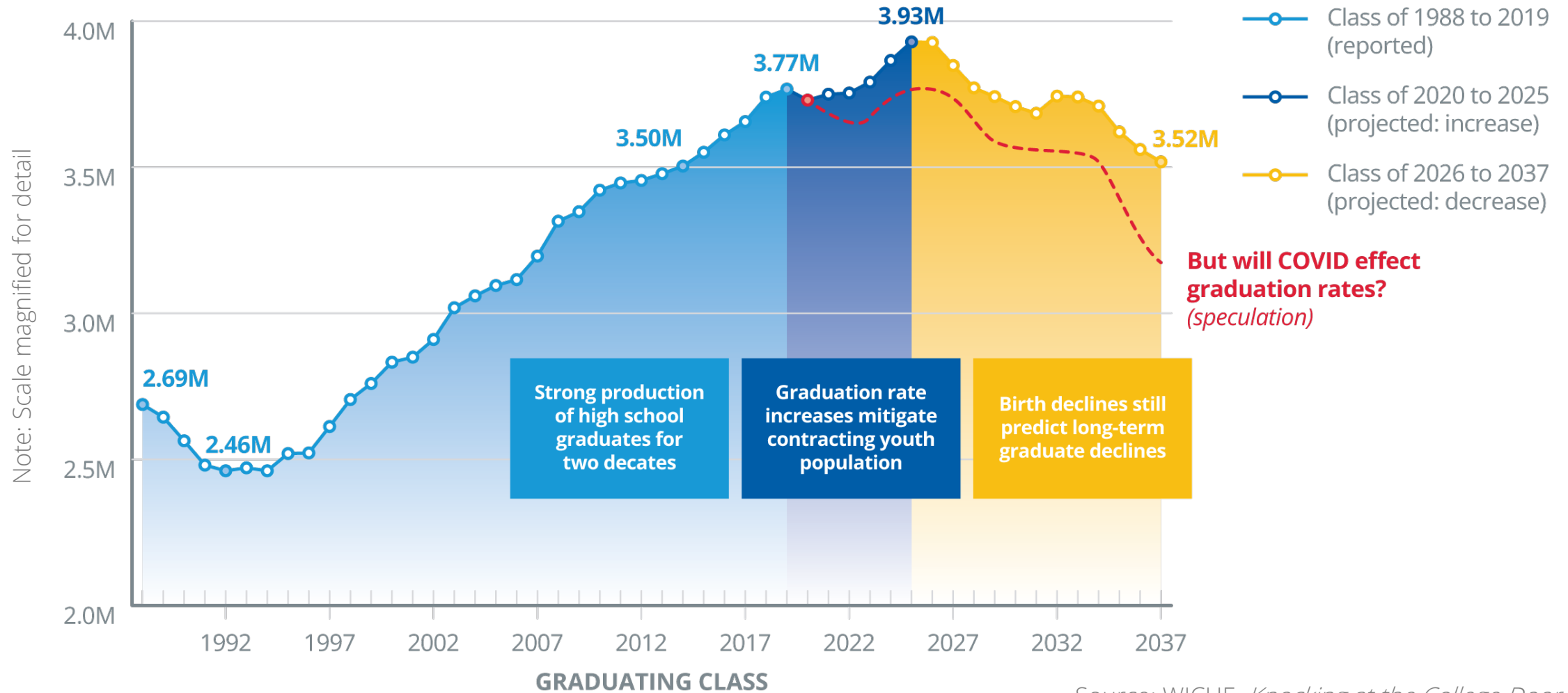


Source: WICHE illustration of data from Nathan Grawe, Higher Education Demand Index, <https://ngrawe.sites.carleton.edu/the-agile-college/>
 Note: ND and SD are not included in Western region in these data. 22



PANDEMIC TRENDS

COVID: INTERSECTS WITH SLOWING AND DECLINING NUMBER OF U.S. HIGH SCHOOL GRADUATES



Source: WICHE, *Knocking at the College Door*, 2020.

COVID: HIGH SCHOOL GRADUATES

- ▶ Spring 2020: Accommodations to graduate
- ▶ 2021: Census estimates indicate a possible 14% decrease in annual high school graduate numbers, nationally, 2019 to 2021 (State data just emerging)



COVID: HIGH SCHOOL GRADUATES

Disruptions to high school students' learning, grades, credit progress; absenteeism

- ▶ 'Bulge' in 9th graders
- ▶ [Potentially fewer grads](#) in next 2-3 years
- ▶ More students less equipped for college level work? ([ACT](#), [SAT](#))

Impacts to middle schoolers could deepen predicted declines after 2025

- ▶ Up to [5 years](#) to recover learning lost, impacting new learning in H.S.
- ▶ [Math](#) skills, in particular
- ▶ Impact future dual/concurrent?

Chronic
Absenteeism

[McKinsey](#) estimates:



If historical correlations hold, additional 1.7 to 3.3 million 8th–12th graders could drop out of school, nationally

Charter, Private
Homeschooled

Where did the students go?



5% to 10% may now be homeschooled

DISCUSSION #1

- Share this with your campus at your next Dean's meeting?
- Something especially interesting?
- Relating to what you see on the ground?



Profiles - Knocking

knocking.wiche.edu

ENROLLMENT CHANGES — PURPOSE CHANGES?



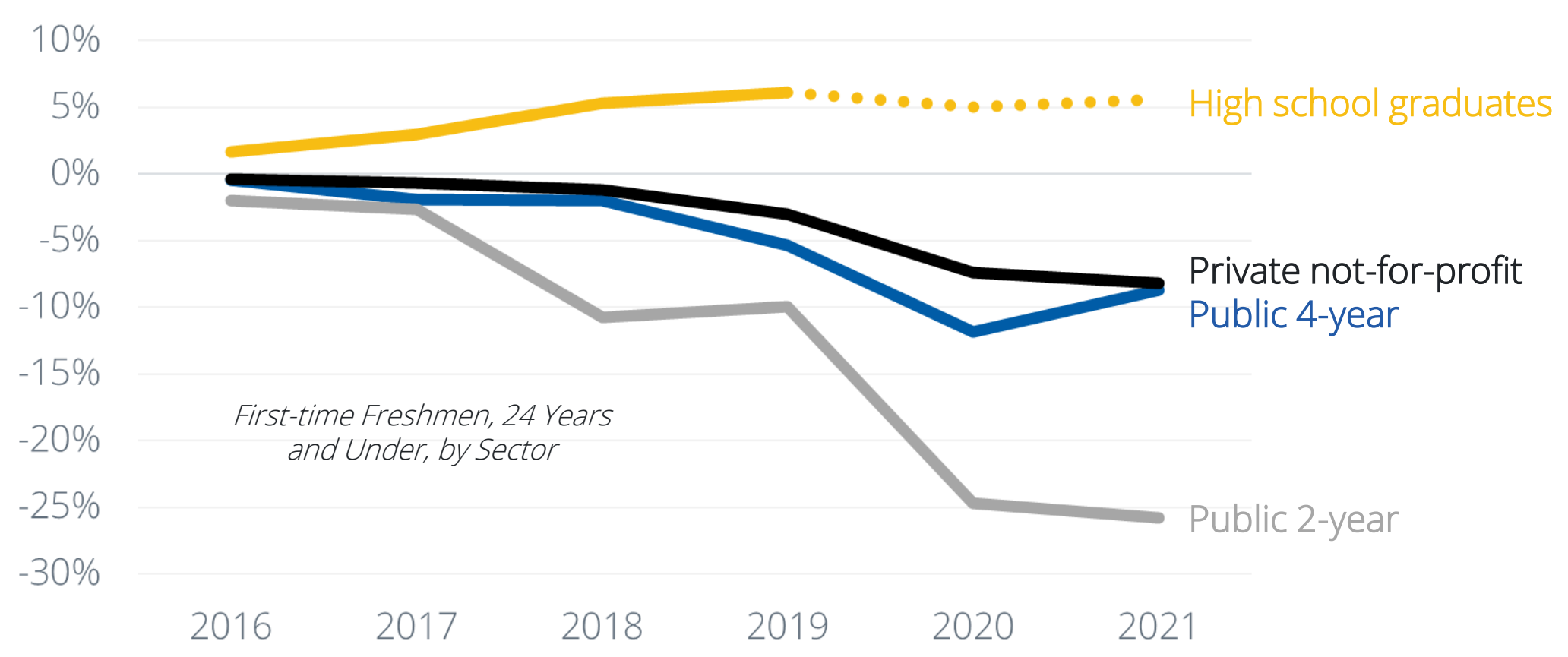
COLLEGE ENROLLMENT TRENDS MORE WORRISOME THAN DEMOGRAPHIC TRENDS?

- How many of the fewer 18 year olds will graduate high school?
- How many of those will go on to college?
- How many other students will try or resume college?
- Immigration policy?
- Economic conditions?
- Federal funding and policy?



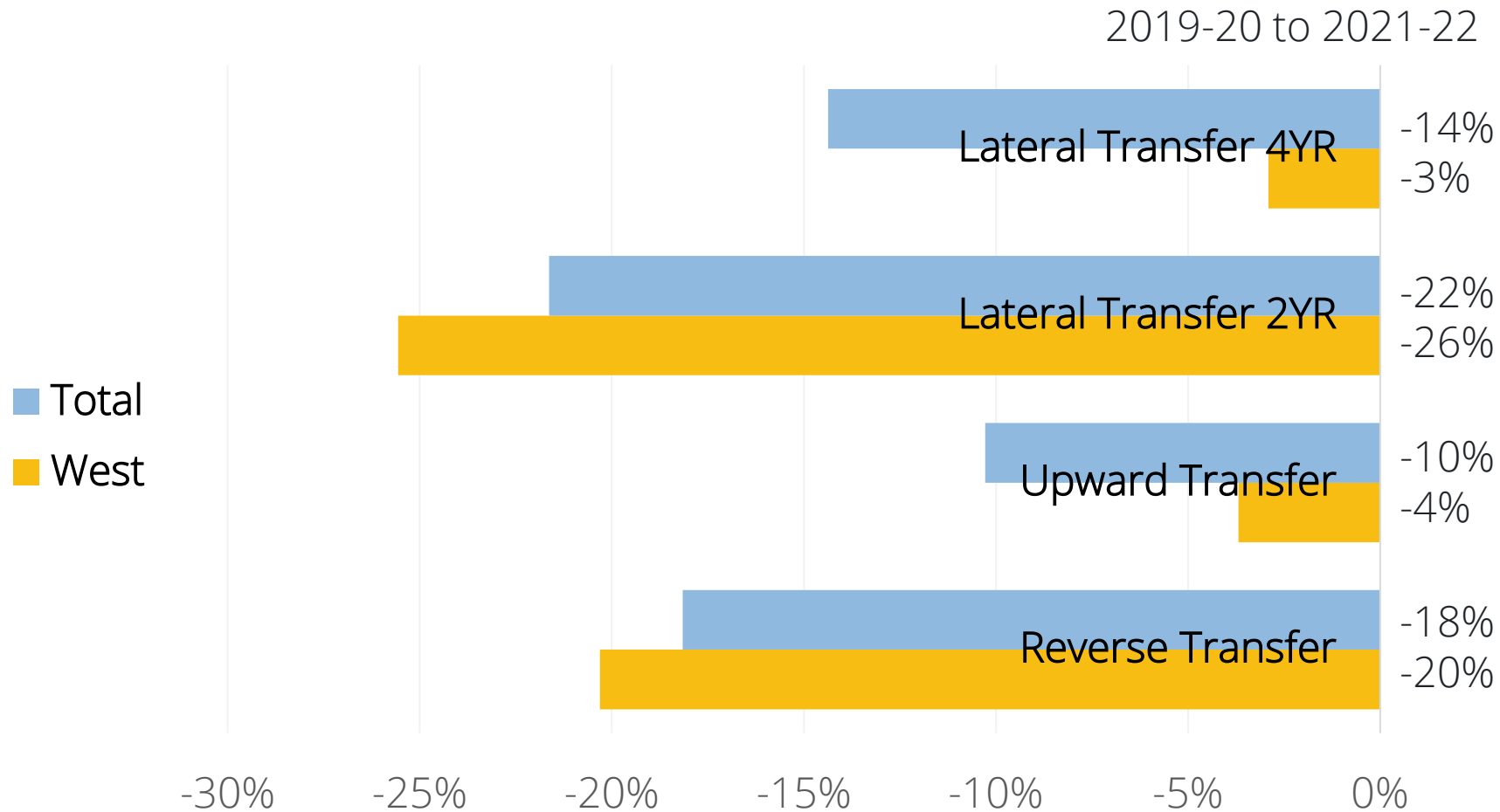
**WARNING:
CAVEATS
AHEAD**

COVID: RECENT HIGH SCHOOL GRADUATES & FALL COLLEGE ENROLLMENTS



Source: National Student Clearinghouse Research Center, *Current Term Enrollment Estimates*, <https://nscresearchcenter.org/current-term-enrollment-estimates>, and WICHE, *Knocking at the College Door*, 2020.

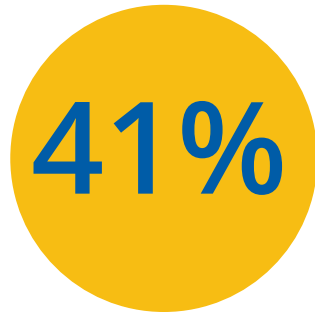
COVID: TRANSFER INTO 2-YEAR INSTITUTIONS DOWN DOUBLE-DIGITS



Source: WICHE, using data from "Transfer, Mobility & Progress", <https://nscresearchcenter.org/transfer-mobility-and-progress/>. Institutions with campuses in more than one state) and Primarily Online Institutions (POIs) not included in the region numbers.

POTENTIAL ADULT STUDENTS?

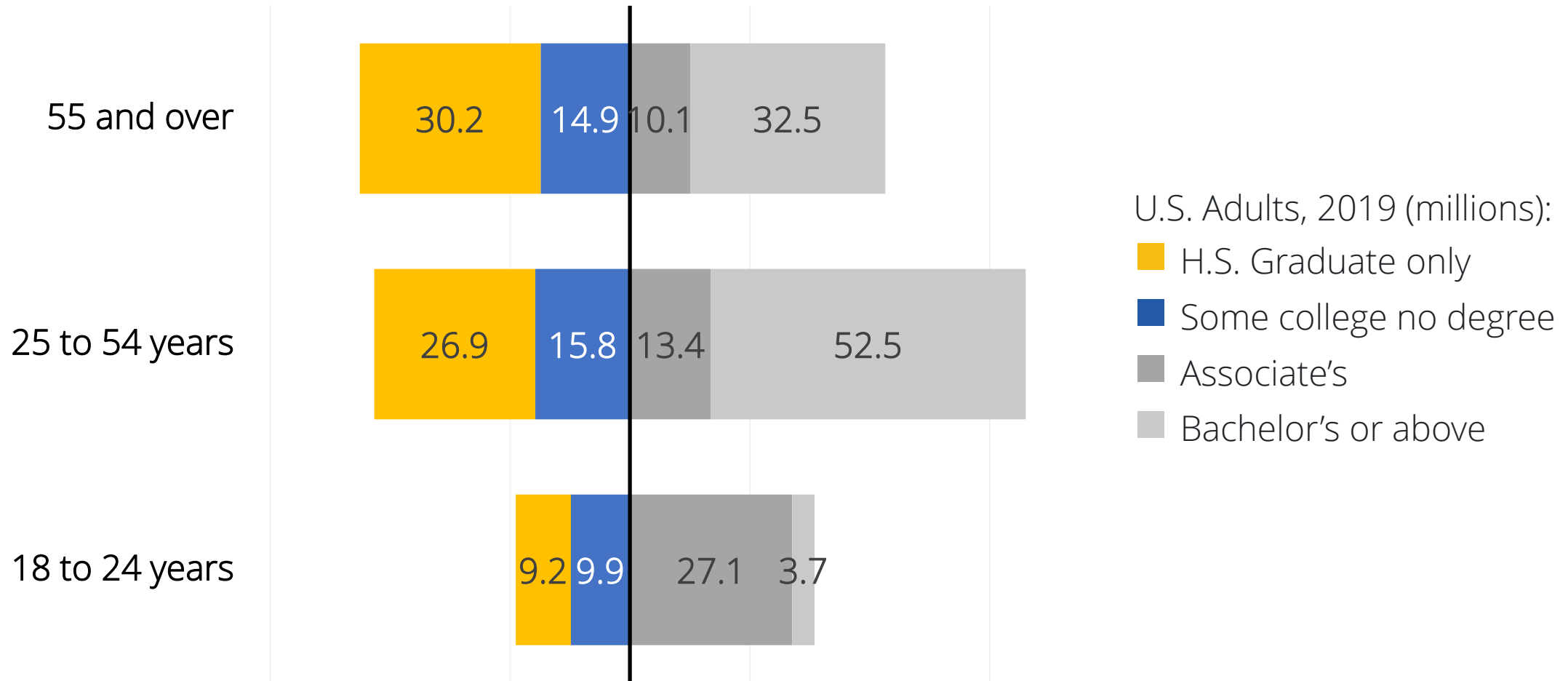
18-24 y.o.'s enrolled in
postsecondary education:



U.S. residents 25+,
some college no degree:



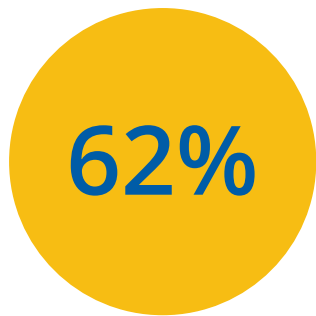
POTENTIAL ADULT STUDENTS?



Source: U.S. Census Bureau, Current Population Survey, 2021 Annual Social and Economic Supplement (CPS ASEC). See also https://nscresearchcenter.org/wp-content/uploads/SCND_Report_2019.pdf

PERSISTENCE & RETENTION MORE IMPORTANT THAN EVER

**Started
at public 2-years, fall 2020:**



Persisted at any
U.S. institution
52% at starting institution

**Transferred
into public 2-years:**



percentage points
from 2019

DISCUSSION #2: STRATEGIC RESPONSES

- Have tried this, and it worked...or it didn't
- Economic impacts, local opportunities?
- Students of color: more students, deeper impacts/needs, deepen responses?
- Impacts to costs, resources? Tuition? Faculty?

QUESTIONS AND FOLLOW-UP

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