



Interstate Recruitment in a Tightening Enrollment Environment

KNOCKING.WICHE.EDU



April 16, 2024
Peace Bransberger
Margo Colalancia

WHAT TO KNOW

- ▶ **Imminent, immutable declines in number of traditional age students**
Few states excepted
- ▶ **Interstate migration relevant, but can't fully offset declines**
Competition increases from other states experiencing declines
- ▶ **New levels of diversity**
Could mean more students with lesser resourced financial, educational profiles
- ▶ **May be decrease in average academic preparation**
- ▶ **Many other reasons for inevitable changes in student populations**

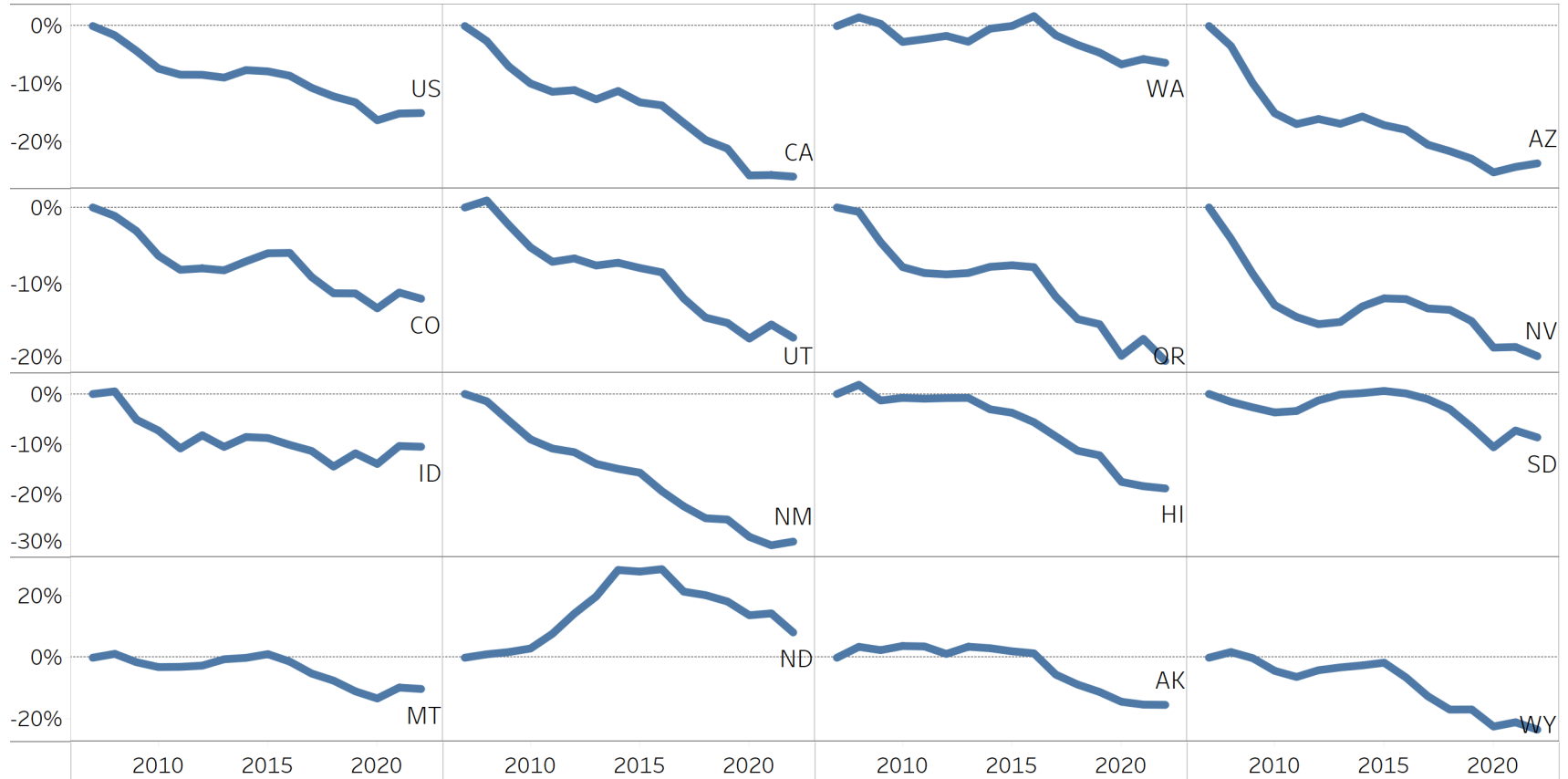


Download the slides

Things are good	HS rep, serve students going to college	College rep, etc.
Things are challenging	HS rep, serve students going to college	College rep, etc.

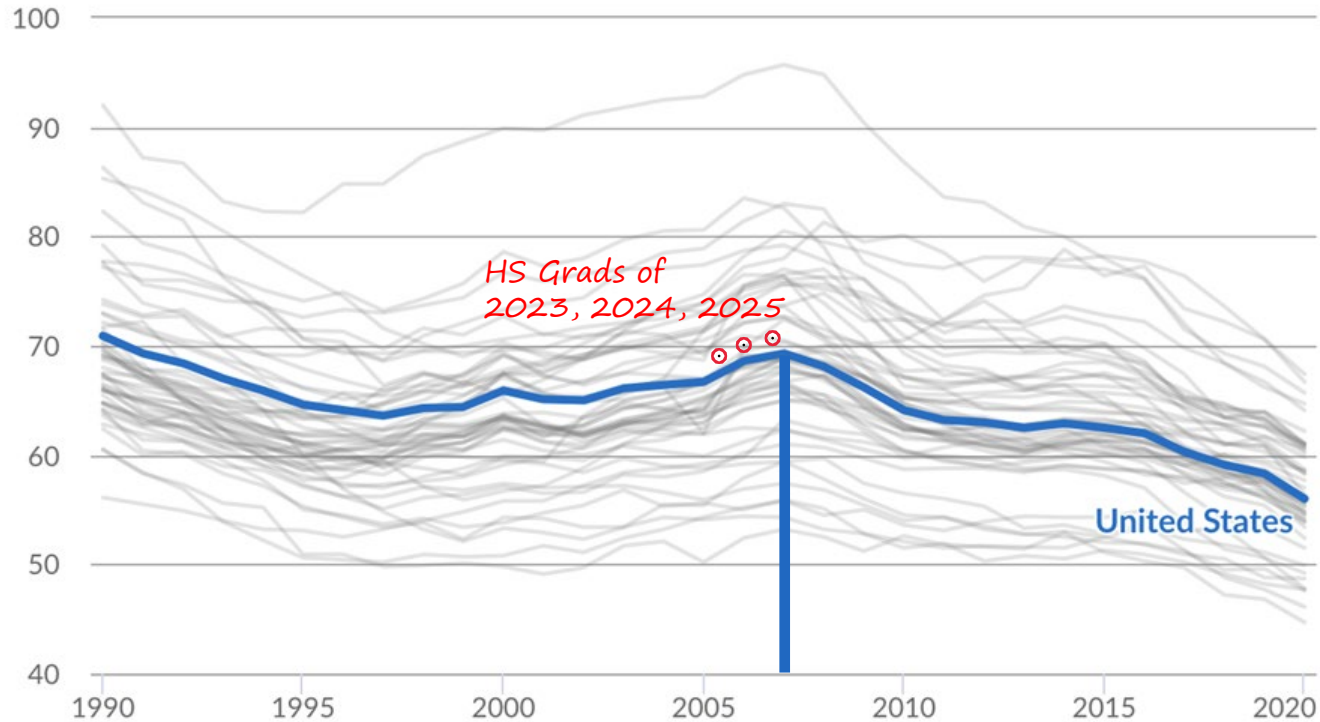
DRIVING FORCE IN PROJECTED DECLINES:

Change in Number of Births 2007 to 2022, U.S. and Western States



DRIVING FORCE IN PROJECTED DECLINES:

General Fertility Rate Declines



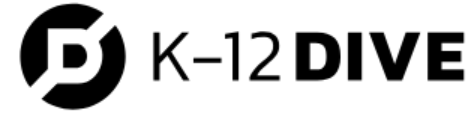
Note: The general fertility rate is the number of births per 1,000 women 15 to 44 years old.

Source: The Pew Charitable Trusts, [The Long-Term Decline in Fertility—and What It Means for State Budgets](#), Dec. 5, 2022

FIRST SIGNS: K-12 SCHOOLS

By the Numbers: What's behind public school enrollment declines?

(February 2023)



Enrollment in US schools hasn't bounced back since pandemic, data shows

(May 2023)



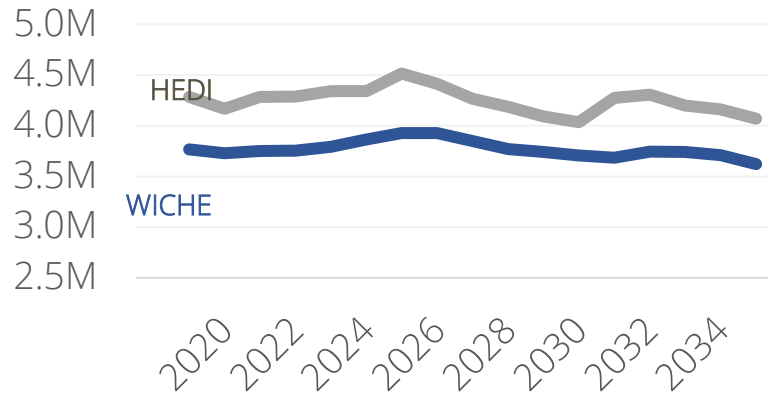
Where Have All the Students Gone?

(April 2023)



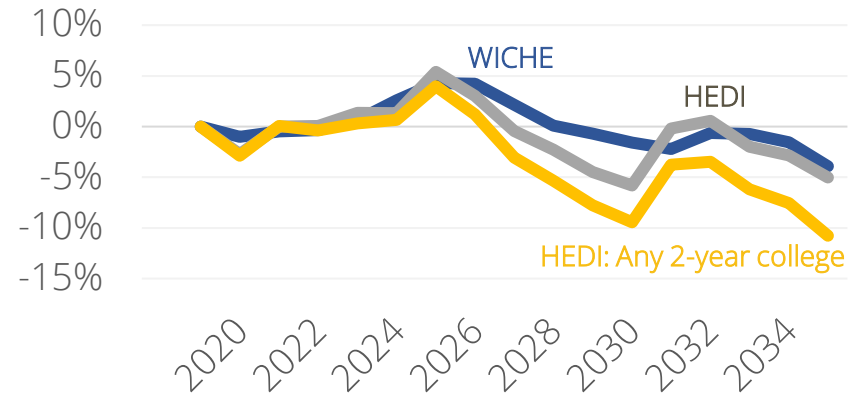
PROJECTED U.S. TRADITIONAL-AGE COLLEGE POPULATIONS

Projected Number



WICHE: High school graduates
 HEDI: College-going 18-year-olds

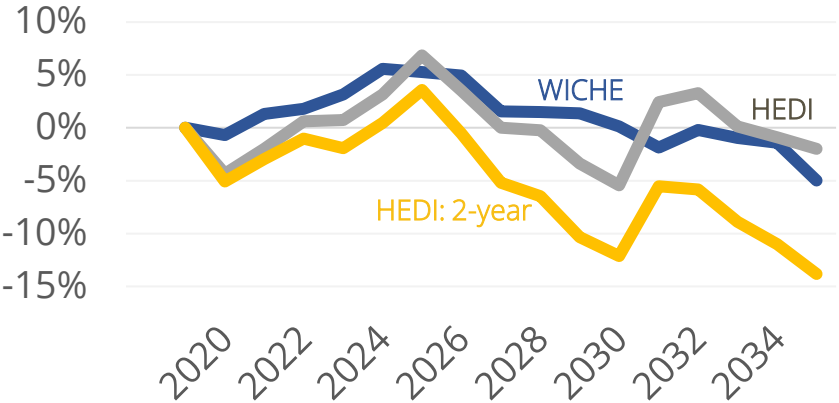
Projected Cumulative Change



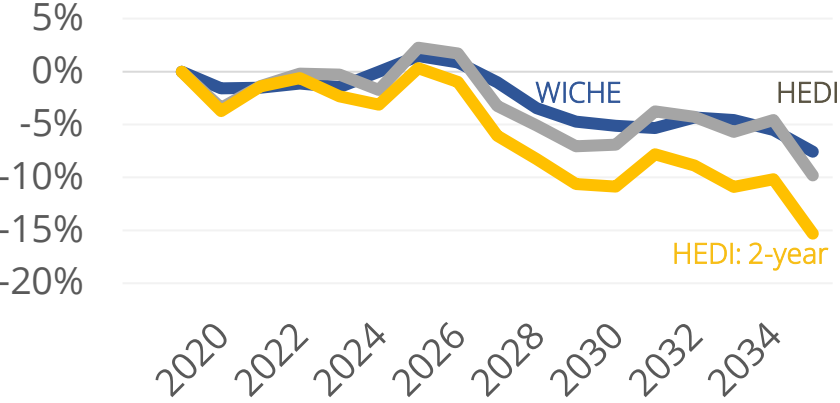
HEDI: 2-year college-going 18-year-olds

VARIATION BY REGION, SIMILAR TREND

WEST



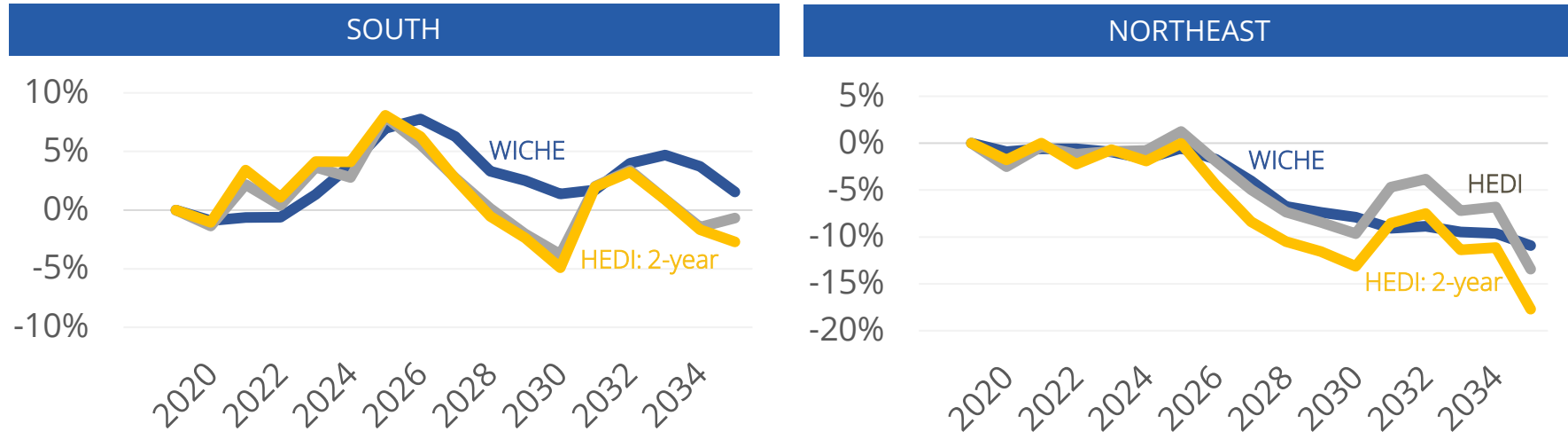
MIDWEST



WICHE: High school graduates
 HEDI: College-going 18-year-olds
 HEDI: 2-year college-going 18-year-olds

Source: WICHE, *Knocking at the College Door*, 2020. Nathan Grawe, *The Agile College*, 2020, higher education demand index projections (HEDI).

SOUTH REGION: EXCEPTION, BUT ALSO DOWN



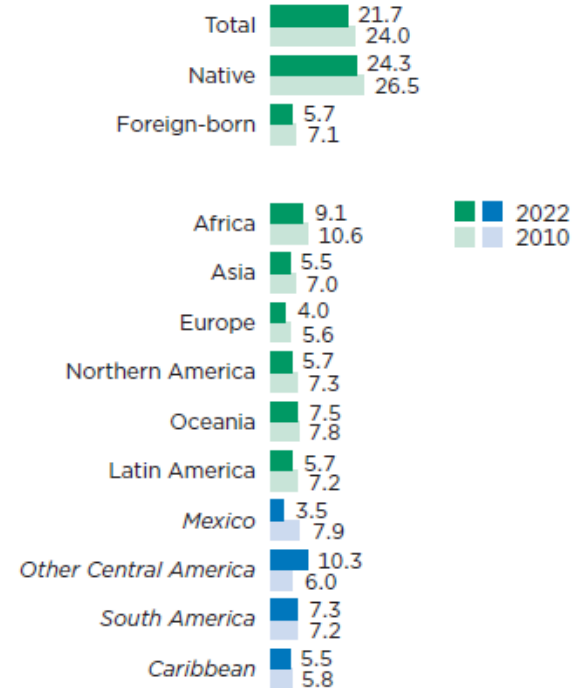
WICHE: High school graduates
HEDI: College-going 18-year-olds
HEDI: 2-year college-going 18-year-olds

MIGRATION ALTER THESE TRENDS?

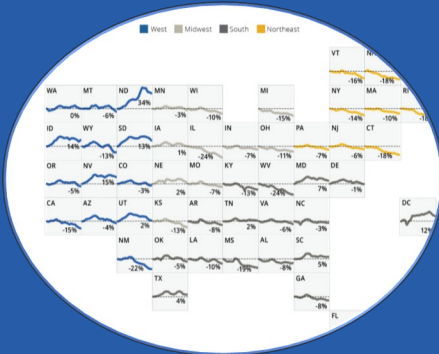
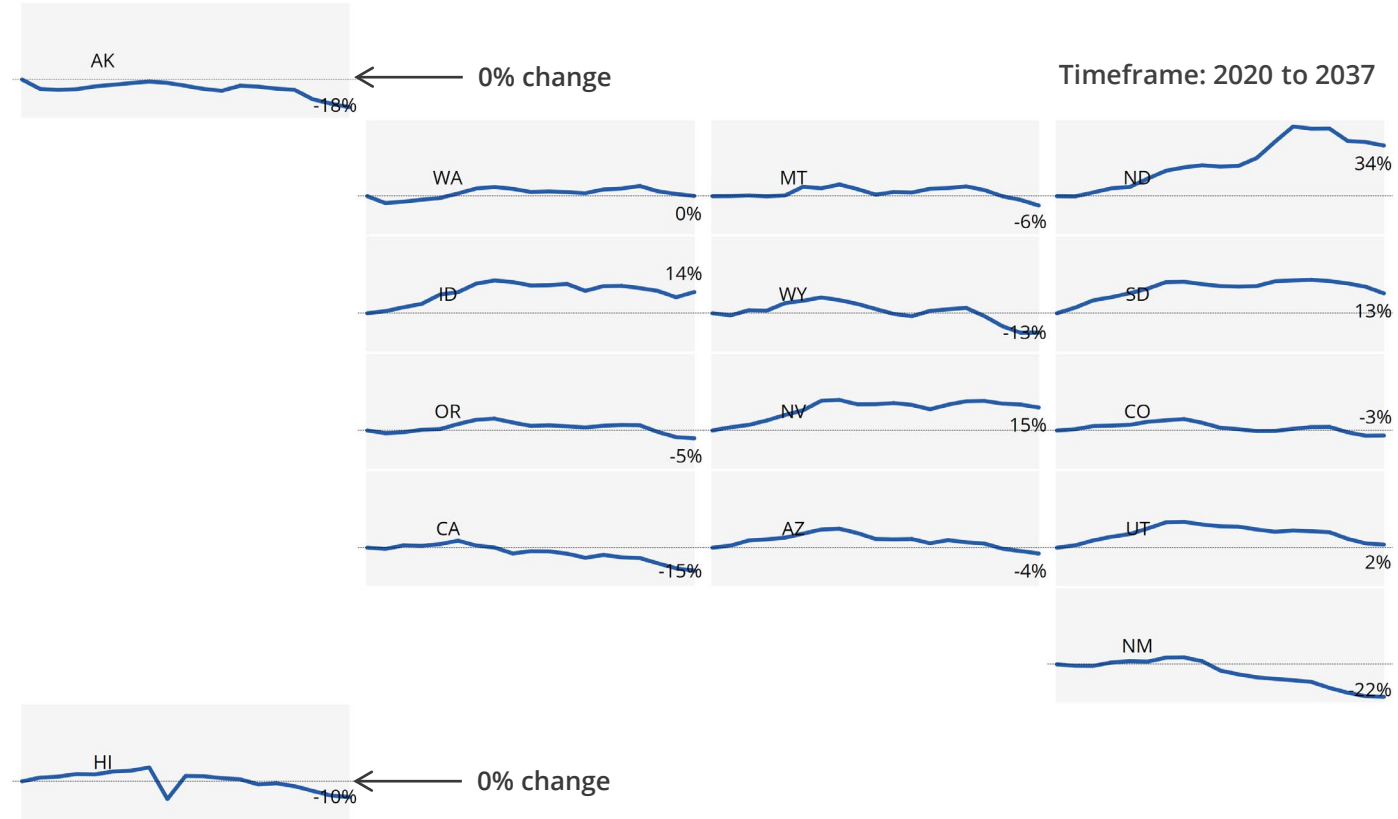
MAYBE IN THE FAR FUTURE, MAYBE AT LOWER THAN RECENT RATES

- The under-18 foreign born population decreased from 2010 to 2022
- Recent migrant increases will impact certain locales more
- Newcomers less likely to be near-term college students

% of U.S. Population That is Under 18, by Origin



VARIATION BY STATE, SIMILAR DIRECTION

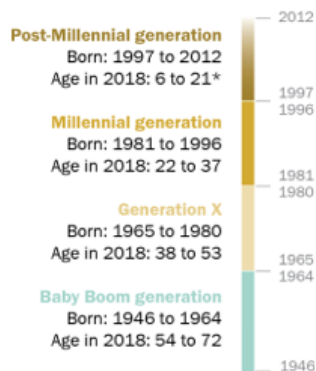


View details and all states [online](#)

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

NEW LEVELS OF DIVERSITY

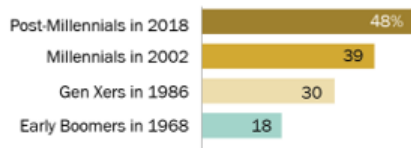
The generations defined



*No chronological endpoint has been set for this group. For analytical purposes, post-Millennials are defined as those ages 6 to 21 in 2018.

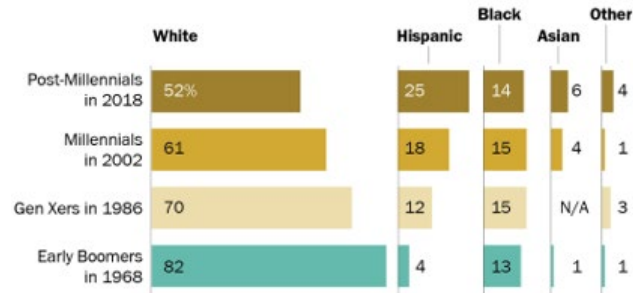
Nearly half of post-Millennials are racial or ethnic minorities

% of 6- to 21-year-olds who are nonwhite



One-in-four post-Millennials are Hispanic

% of 6- to 21-year-olds who are ...



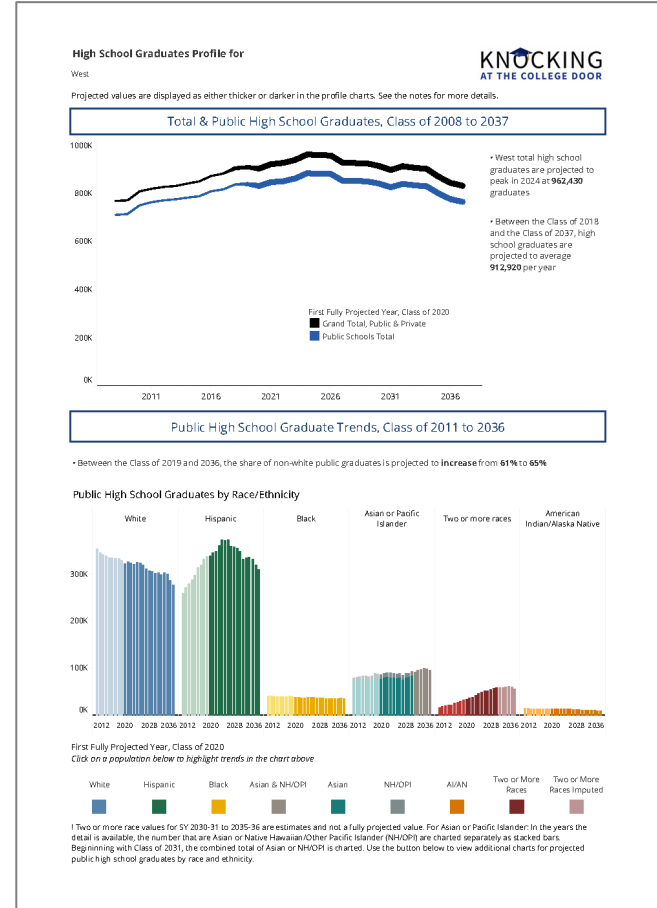
Note: Racial groups include only single-race non-Hispanics. Hispanics are of any race. Asians include Pacific Islanders. The CPS did not separately identify Asians until 1988. Hispanic origin was not collected until 1971. The racial and ethnic composition of Boomers in 1968 was imputed on the basis of 8- to 23-year-olds in the 1970 census.

What state do you need to know about?

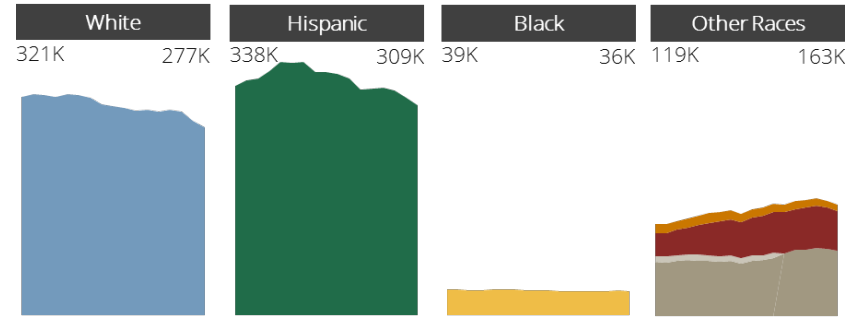
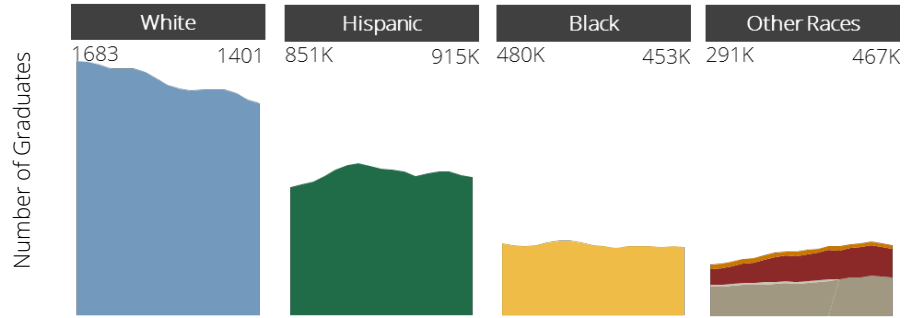
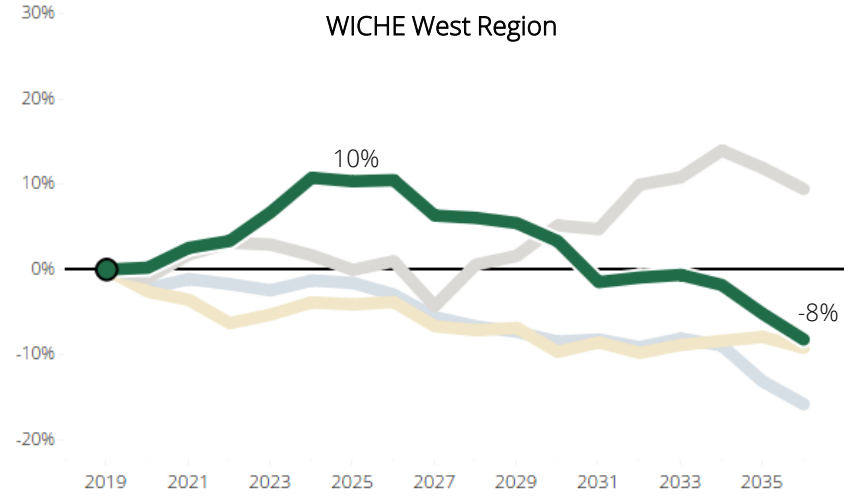
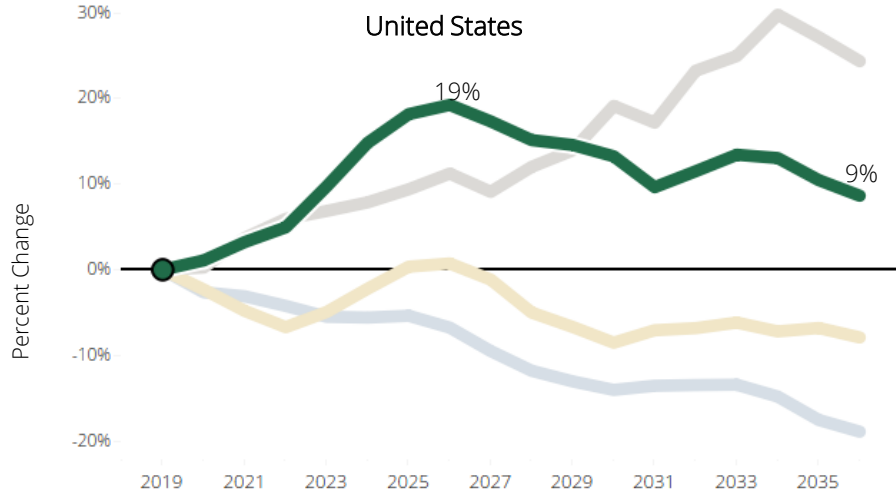
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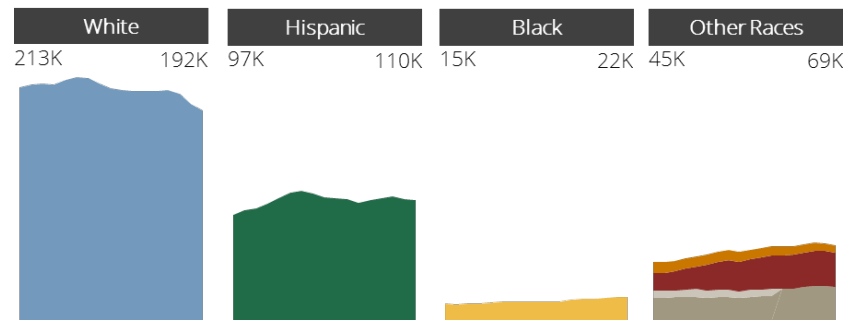
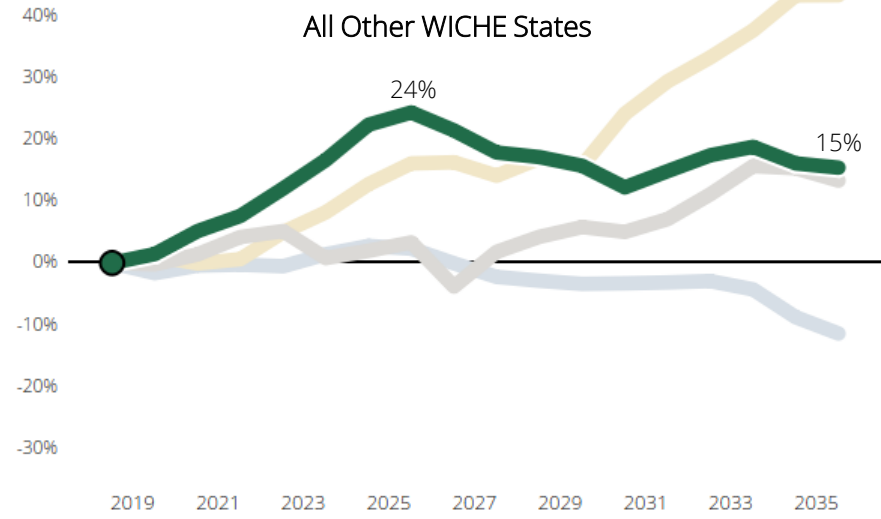
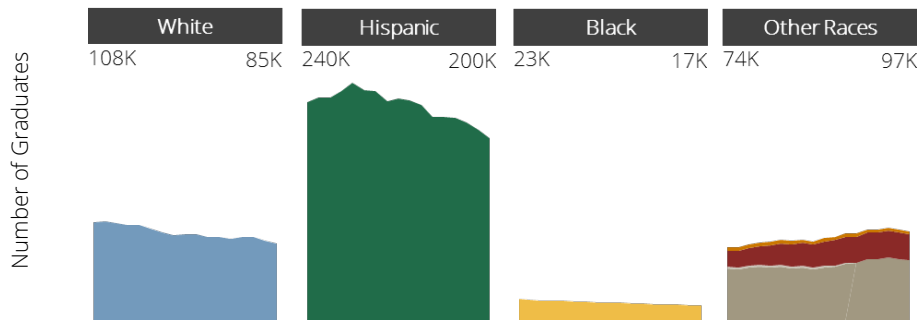
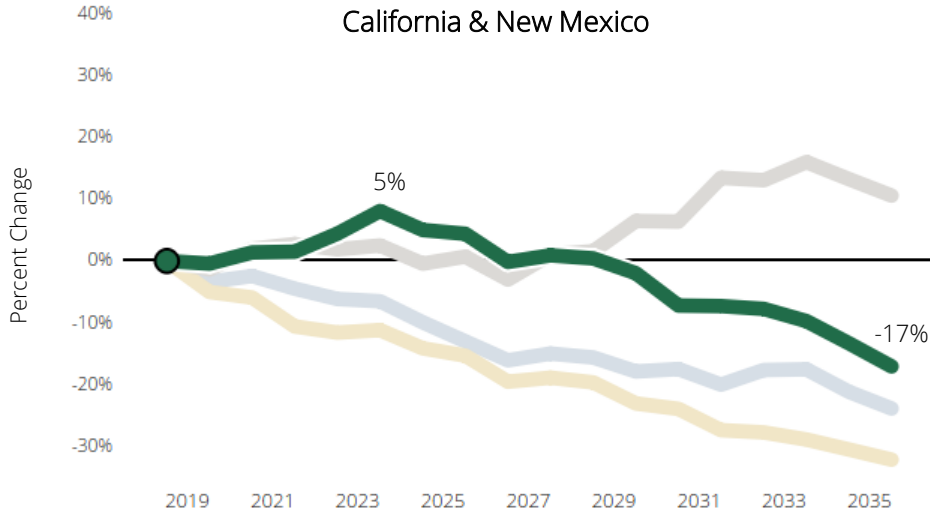
- Report
- [State Profiles](#) (interactive & PDF)
- Tool to View [Trends Across States](#)
- Datasets & PDF Data Tables
- Webinar Recordings
- Subscribe



...ALSO, HISPANIC PUBLIC H.S. GRADUATES

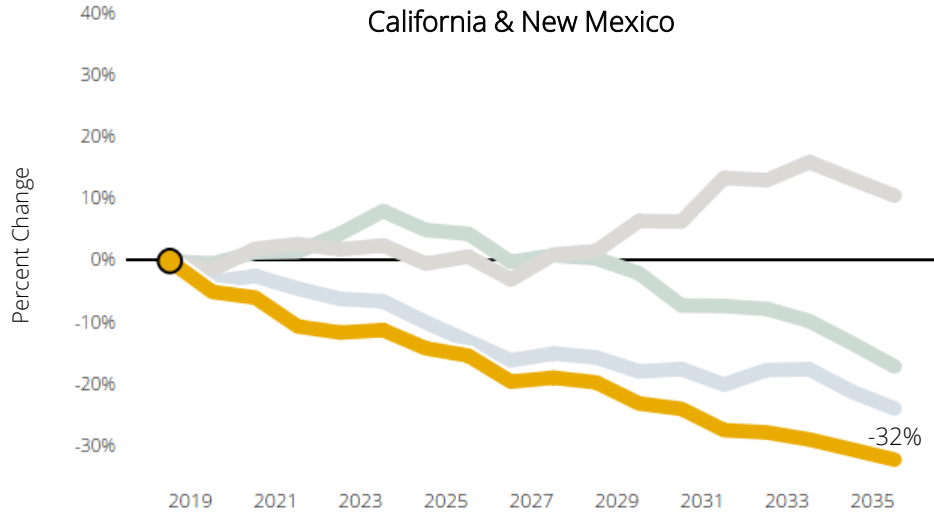


...BUT VARIABLE BY STATE

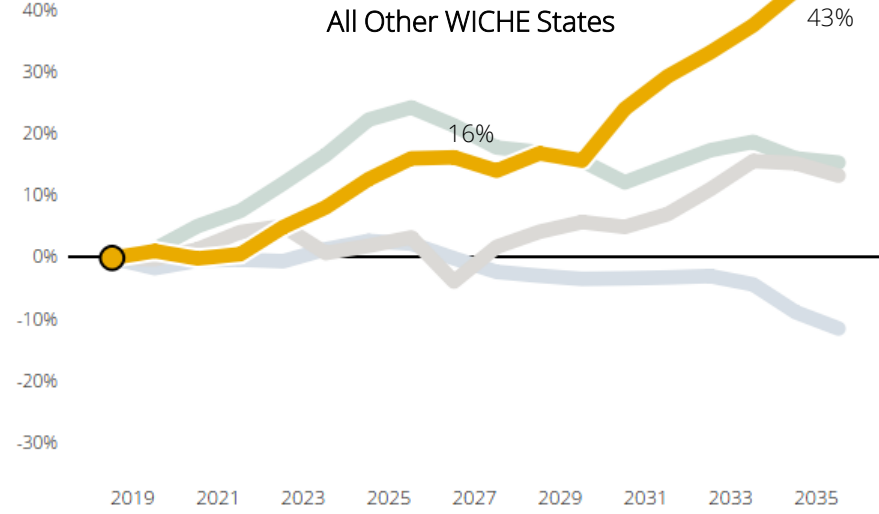


...AS WELL, **BLACK** PUBLIC H.S. GRADUATES

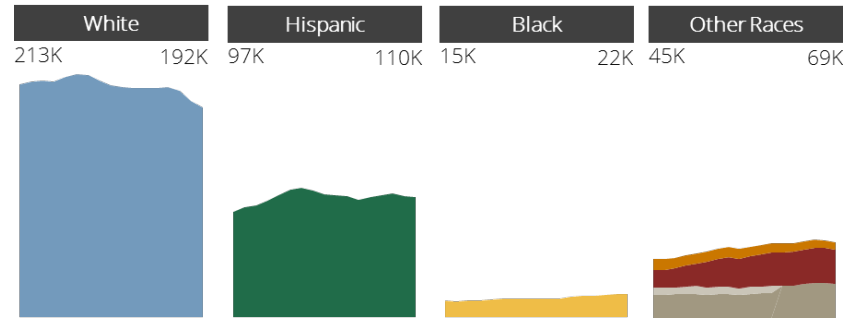
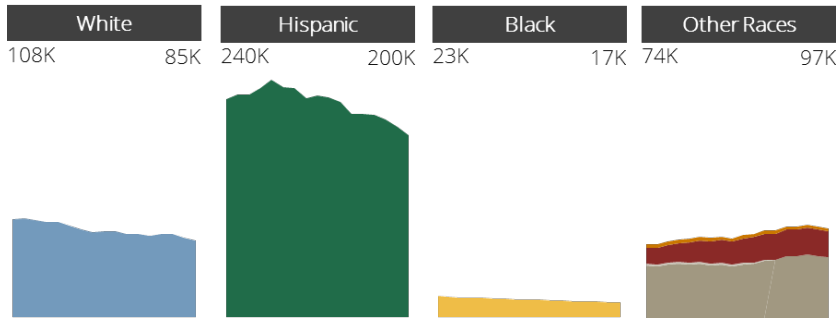
California & New Mexico



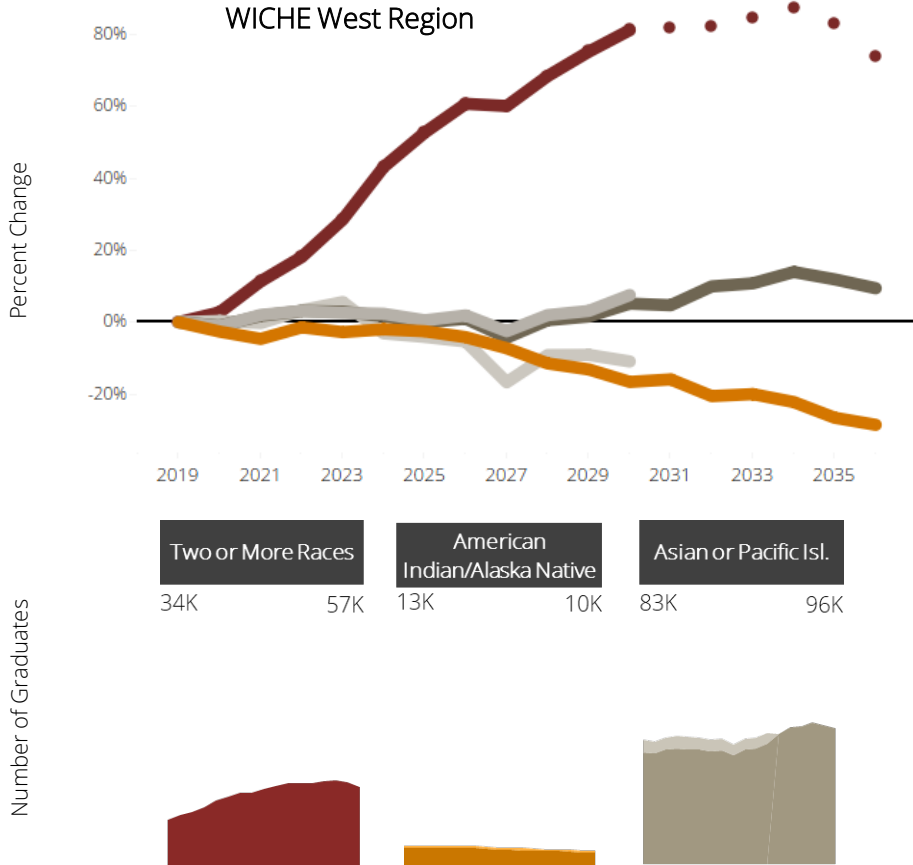
All Other WICHE States



Number of Graduates



...AND OTHER PUBLIC H.S. GRADUATES OF COLOR



- ▲ 80% more multi-racial graduates
 - Incl. some American Indian and Native Hawaiian/Other Pacific Islander, who are frequently multiracial
- ▲ 9% more Asian or Pacific Islander graduates
 - Driven by Asian graduates; ▼ -11% NH/OPI graduates projected (not incl. those of multiple race); differs for California
- ▼ -14% to -29% American Indian/Alaska Native graduates
 - May be ~10% more American Indian graduates from Bureau of Indian Education Schools
 - Other data would predict increases of graduates (or lesser decline), if multiple race American Indians were included

...AND THEN, COVID



Learning disruption since the pandemic may have affected enough children and teens that a quantitative impact on high school graduation is plausible on top of previously projected declines in the number of high school graduates — and postsecondary enrollment declines it will bring to some sectors. And youth who do persist and enter college may need academic accommodations for pandemic learning impacts.

WICHE, *Navigating Learning Loss and Changing Demographics in Education*, 2024

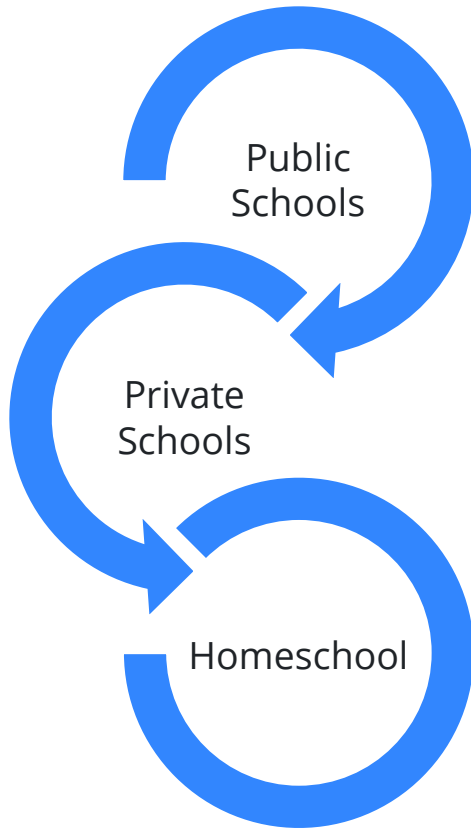
Get the Information You Need

Seek out [state](#), [district](#) and school detail about assessments, college-going, different student populations who are key to your student population.

- State-by-state [views](#) of 2022 NAEP math proficiency declines
- [The First Year of Pandemic Recovery: A District-Level Analysis](#) and [Data Explorer](#) provide detailed indicators about academic impacts from 2019 to 2023
- School, district and state chronic absenteeism [map views](#), data and [profiles](#)

And more detailed, tactical information at <https://knocking.wiche.edu/learning-loss-in-education/>

SHIFTS IN LEARNING ENVIRONMENTS



Difficult to discern new impacts from decline in youth overall (slide 4)

Unenrollment from public schools in 2020-21; full returns not yet evident

Strongest in elementary and middle schools

District schools <> Charter schools

Nontraditional populations now homeschooling

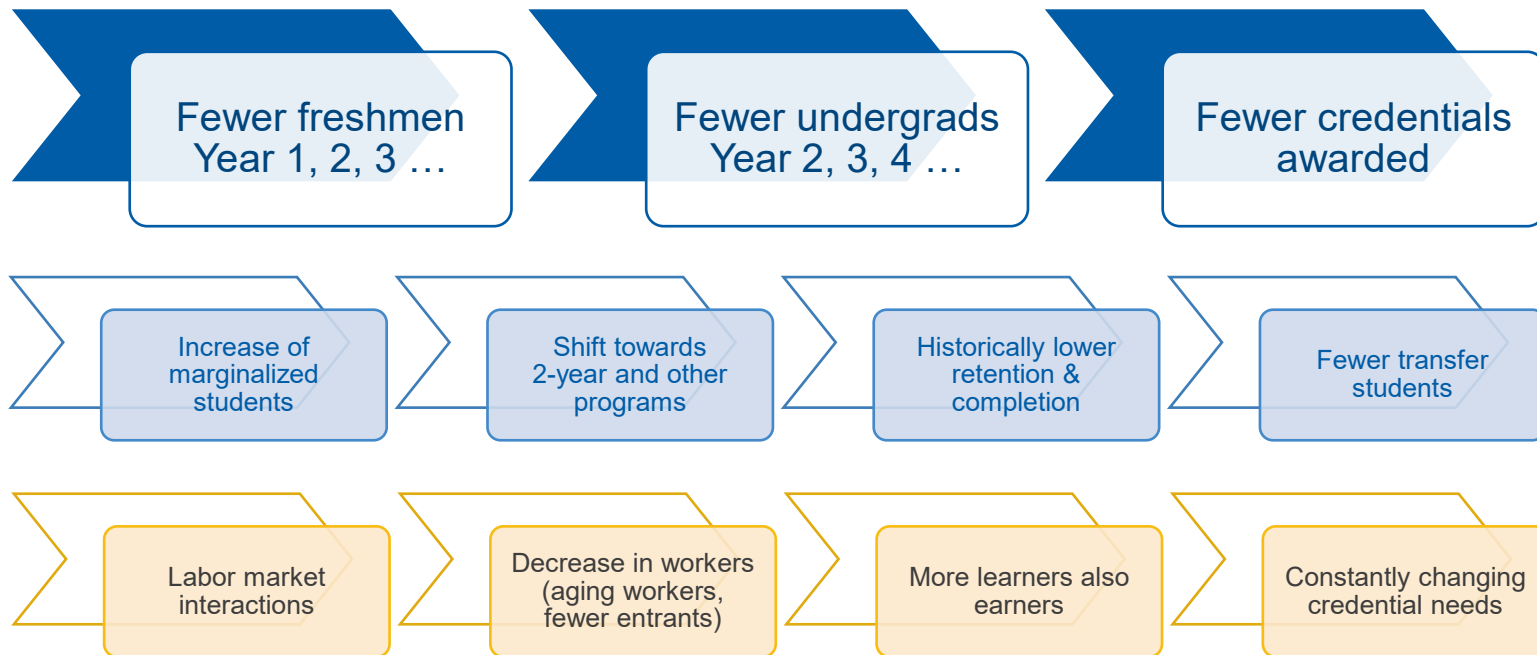
Less information about preparedness of homeschooled

Unknown number of students fully disengaged from school

Newcomers consequential in some places

THE 'DOWNSTREAM' EFFECT

“Degrees Earned Fall Again, Certificates Rise” *Inside Higher Ed*, April 11, 2024





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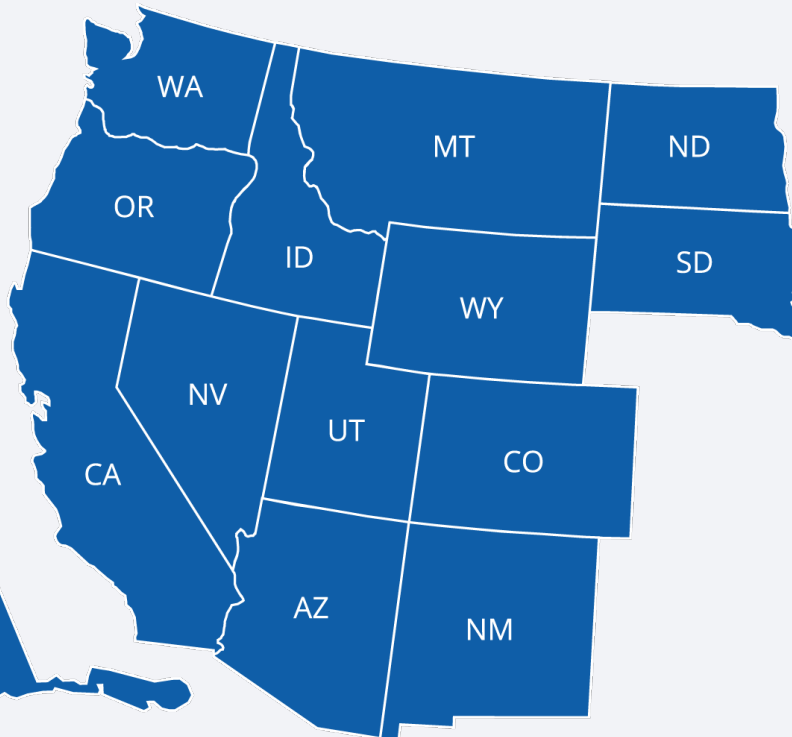
WUE: A Proven Tool to Grow Enrollment





WICHE

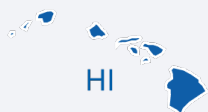
Created in 1953
to share higher ed
resources
in the West



U.S. PACIFIC TERRITORIES & FREELY ASSOCIATED STATES

- COMMONWEALTH OF THE NORTHERN MARIANAS ISLANDS
- GUAM
- REPUBLIC OF THE MARSHALL ISLANDS
- FEDERATED STATES OF MICRONESIA
- REPUBLIC OF PALAU

New in 2023: AMERICAN SAMOA

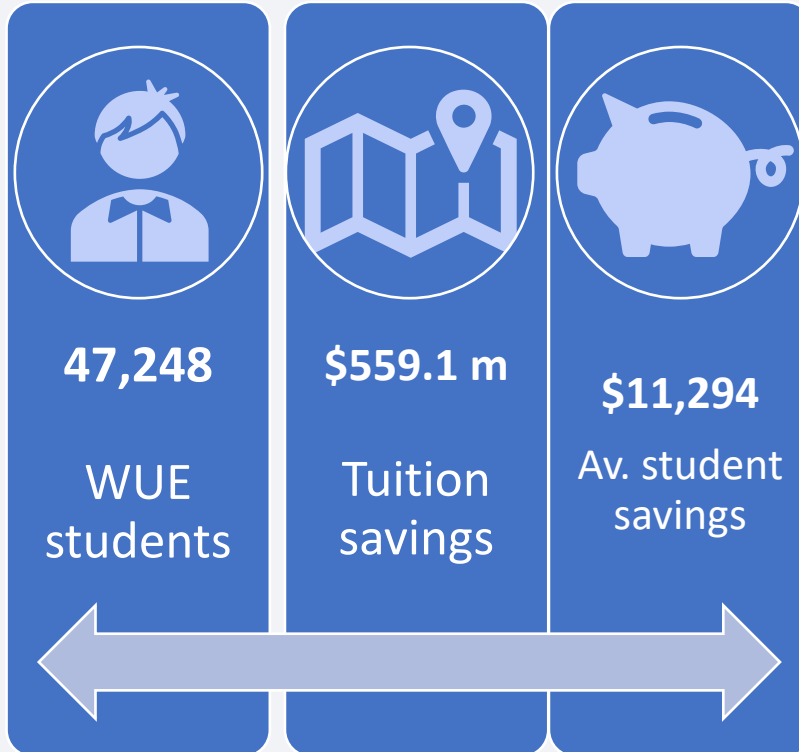


What is “WUE”?



- WUE: **Western Undergraduate Exchange**
- America’s largest regional interstate tuition savings program, since 1988!
- 169 2-year and 4-year institutions (publics only; no privates)
- Institutions located in the 15 states in West & U.S. Pacific Territories
- Earn certificates, associates, and bachelors degrees
- Tuition is never more than 150% of in-state tuition

WUE - AY2023-24



WUE Enrollment and Student Savings, AY 2019-23



Grow Your Nonresident Enrollment

Does your institution **participate** in WUE?

- A few institutions still don't participate. Join us! Put your toe in the water!

Is WUE solely a **merit** scholarship?

- Relax your admissions requirements

Is your WUE menu **limited**?

- Expand your list of "WUE eligible" majors

Do you **cap** the number of WUE seats?

- Increase your # of WUE seats

Grow Your Nonresident Enrollment, cont.



Freshman only?

- Consider transfer students for WUE

Early WUE application
deadlines?

- Eliminate or relax the deadlines

Other limiting
factors?

- Lack of on-campus housing

WUE info online

- Maintain your institution's WUE webpage



Welcome to Your WUE Savings Finder.

Search among hundreds of undergraduate degrees offered at the WUE rate of 150% of resident tuition (or less) by 160+ public colleges and universities across the West. Find the school



University of Colorado Colorado Springs



The University of Colorado Colorado Springs (UCCS) enrolls over 11,000 students in a variety of unique and challenging academic programs at an affordable cost. We offer you a high-quality education with small class sizes, opportunities to interact with professors, and amazing new facilities to enhance your learning experience. Schedule a visit today to see our spectacular campus and find out if UCCS is the place for you.



WUE-Eligible Programs

- Aerospace Engineering (Bachelor's)
- Anthropology (Bachelor's)
- Biochemistry (Bachelor's)
- Biology (Bachelor's)
- Business Administration (Bachelor's)

TUITION

- **Through WUE You'd Save: \$6,723**
- **WUE: \$20,247**
- **Resident: \$13,498**
- **Nonresident: \$26,970**

NOTE: Estimated tuition rates and savings shown are per academic year and are from WICHE's most recent Tuition & Fees Report for 2023-2024. Fees are additional.

IMPORTANT: Verify full estimated cost of attendance with the institution's bursar, admissions, financial aid or graduate admissions (for WRIGP) office. Tuition rates for more specialized undergraduate/graduate programs may be much higher than the tuition rate for standard programs. To receive the discounted tuition rate, program must be WUE- or WRIGP-eligible. You must apply by the school's deadlines and meet their academic eligibility and residency requirements.

WUE ADMISSIONS INFO*

- WUE Rate for Transfers: Yes, for specific majors
- Majors Avail. Online at WUE Rate: Varies by major
- Separate WUE Application Req'd: Yes
- Min. High School GPA: 2.5
- Min. SAT: 1010
- Min. ACT: 21
- Min. College GPA (Transfers): 2.4
- First-time freshman admission standards include a mix of factors established by the State of Colorado, which include high school GPA, academic course mix, and rigor of high school coursework. Standardized test scores are considered if available.

*Requirements may vary by major

LINKS

- [School Website](#)
- [Undergraduate Admissions](#)
- [WUE Program and Application](#)
- [About the WUE Program](#)



Ask your students to submit WUE testimonials!

<https://www.wiche.edu/tuition-savings/share-your-story/>



I am so thankful for the opportunity that WUE has given me. I would not have been able to major in Supply Chain Management without it. My home state of Hawaii relies heavily on imported goods. After graduation, I plan to return to Hawaii and use my expertise in the field to help improve my state's supply chain.

- **Justin**, Hawai'i resident, California State University - Sacramento, Class of 2026



What strategies is your institution using to attract nonresident enrollment?



Western Interstate Commission for Higher Education

Thank you!

Peace Bransberger
pbransberger@wiche.edu

Margo Colalancia
mcolalancia@wiche.edu | info-sap@wiche.edu

