

PSU Enrollment Management Fall Conference
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Shaping the Class: The National Perspective

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COLLEGE *of* EDUCATION

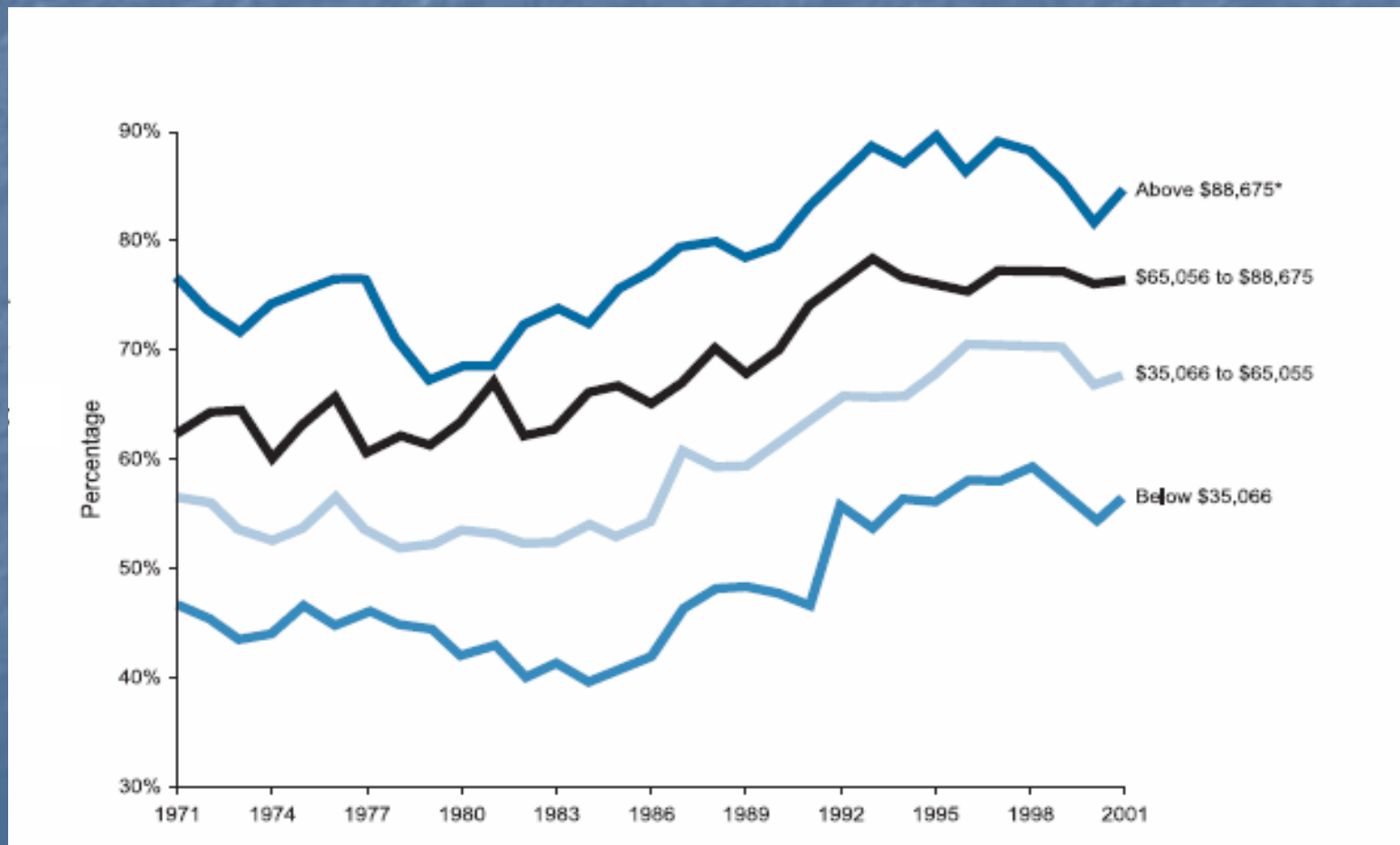
CENTER FOR THE STUDY OF HIGHER EDUCATION

The trends

- College participation and attainment
 - Increasing, but with increasing inequality
- Economic factors
 - Constrained, or even shrinking, public support
 - A shift in priorities
 - Growing demand
- Academic preparation
 - No Child Left Behind
 - Standardized testing
- Labor market returns to higher education

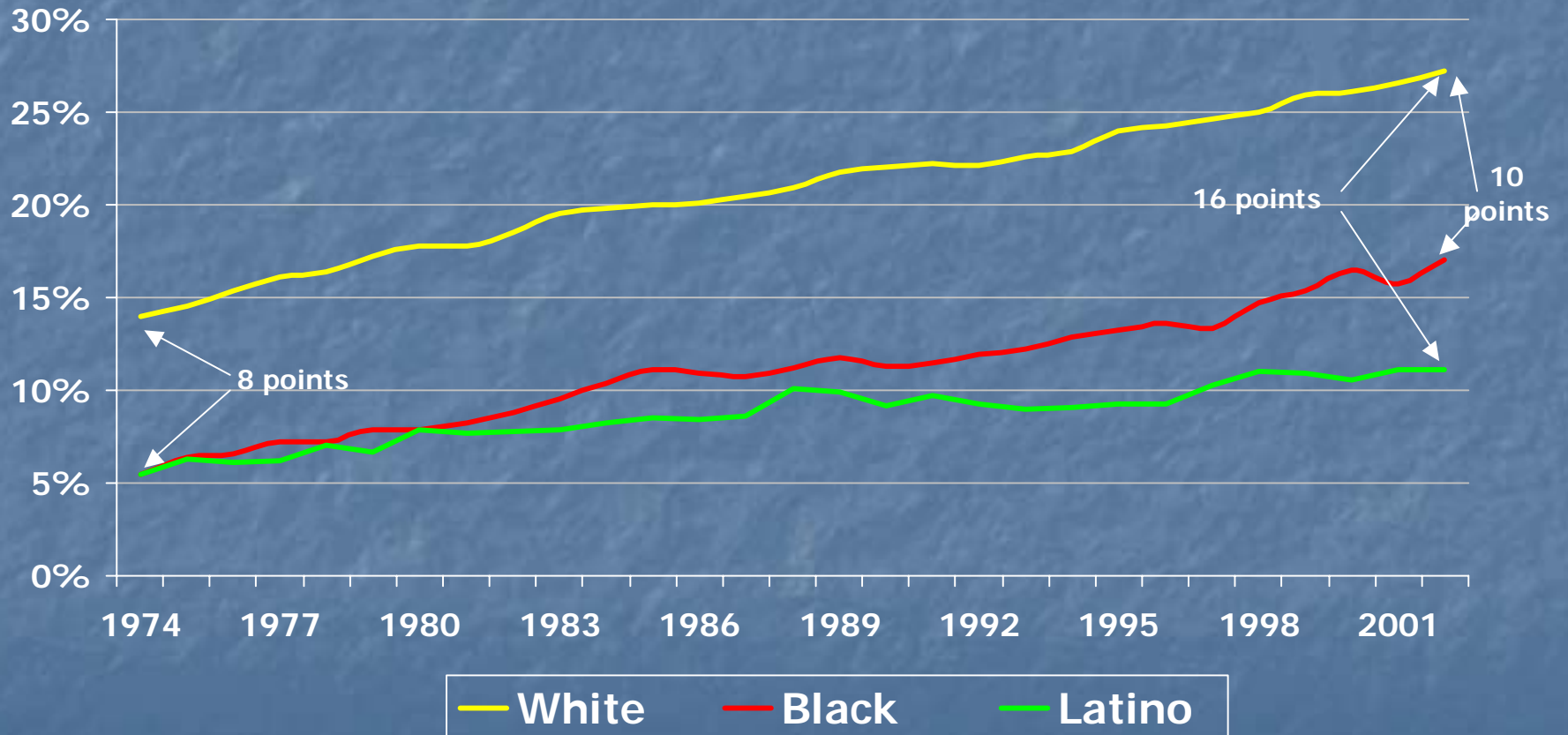
College participation by income quartile

College participation rates of unmarried 18-24 year olds



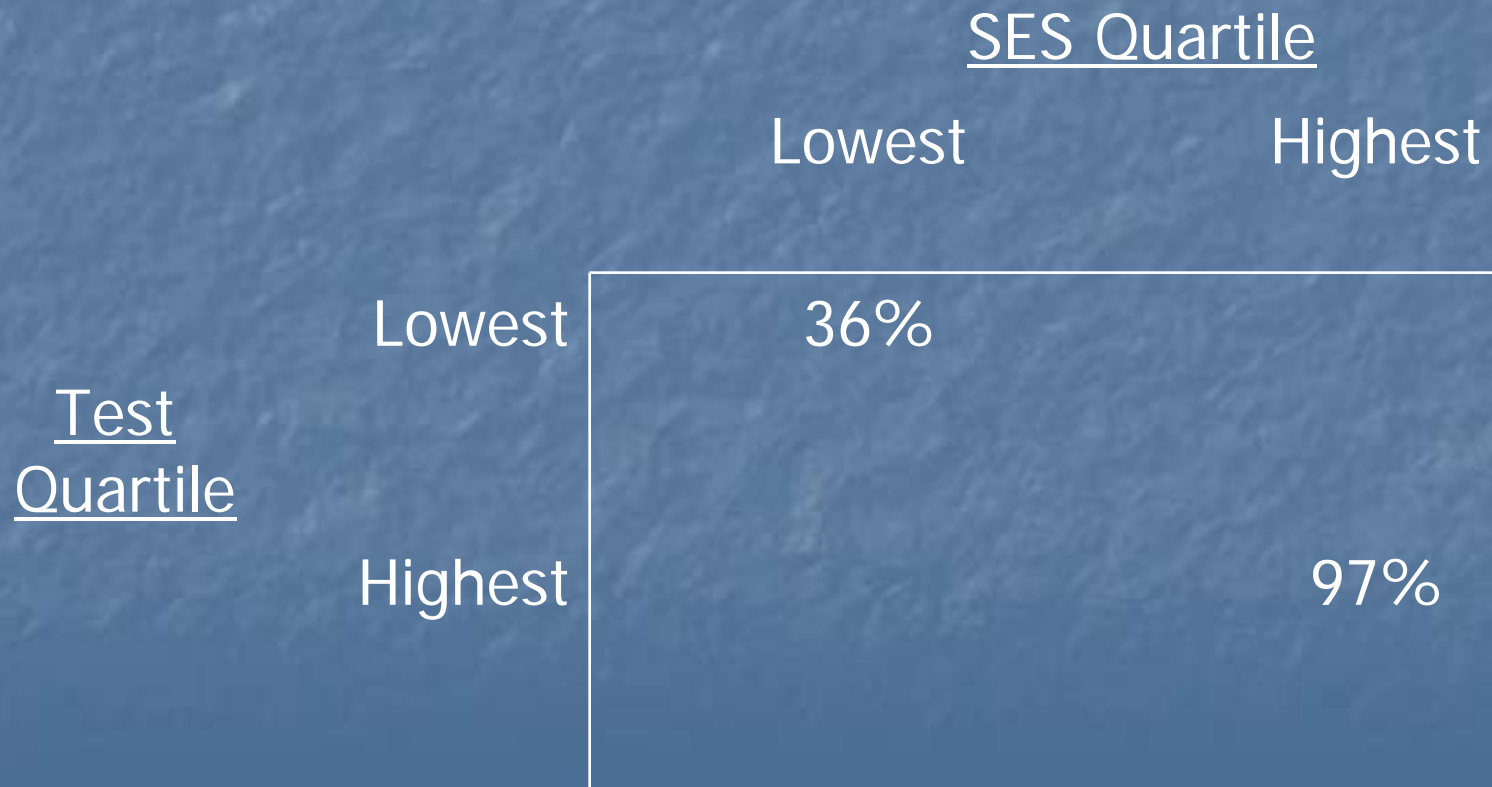
Gap in educational attainment by race

Proportion of population 25 years or older with at least 4 years college



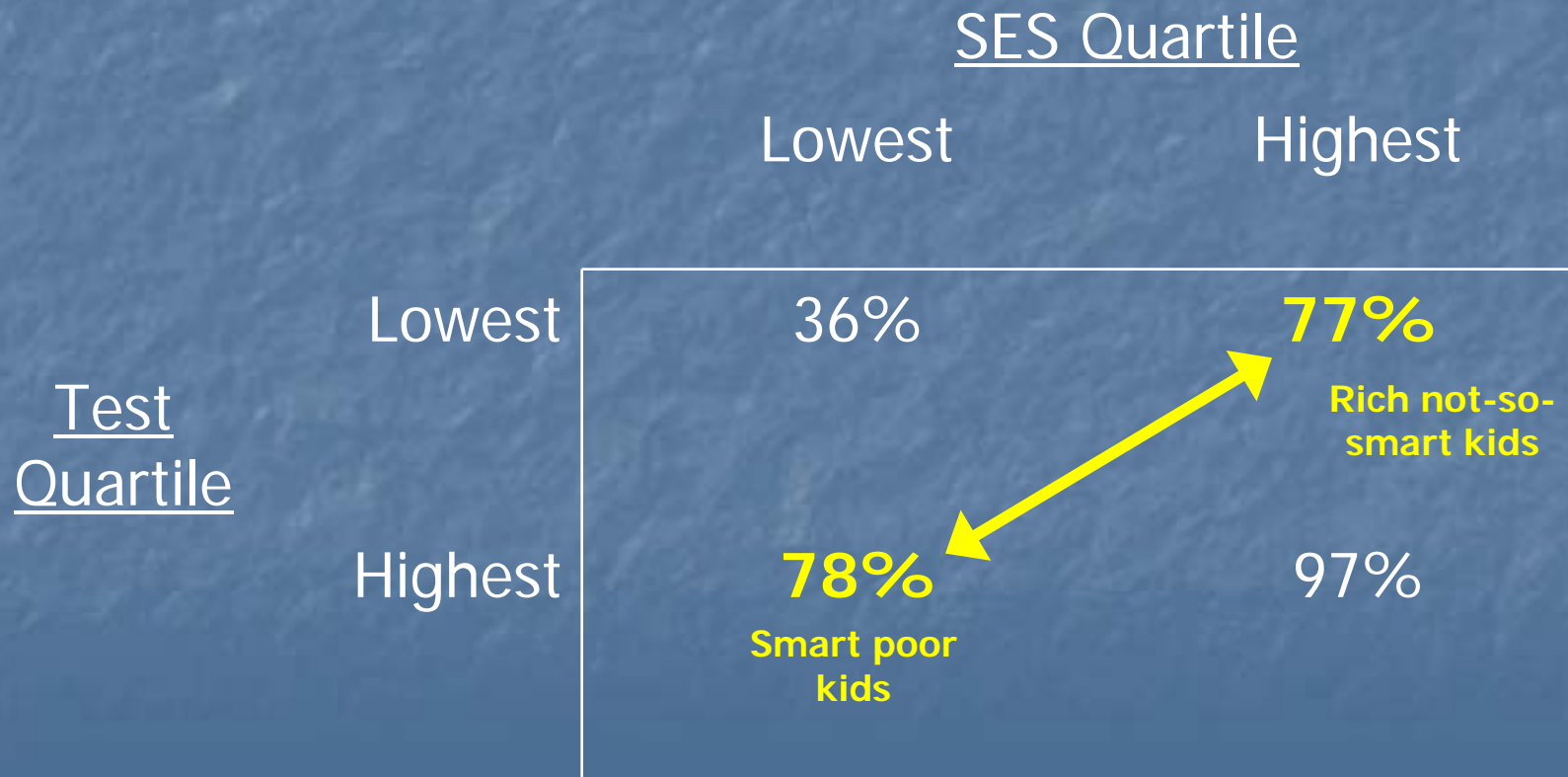
Access Denied

Percentage of 1992 High School Graduates
Attending College by 1994

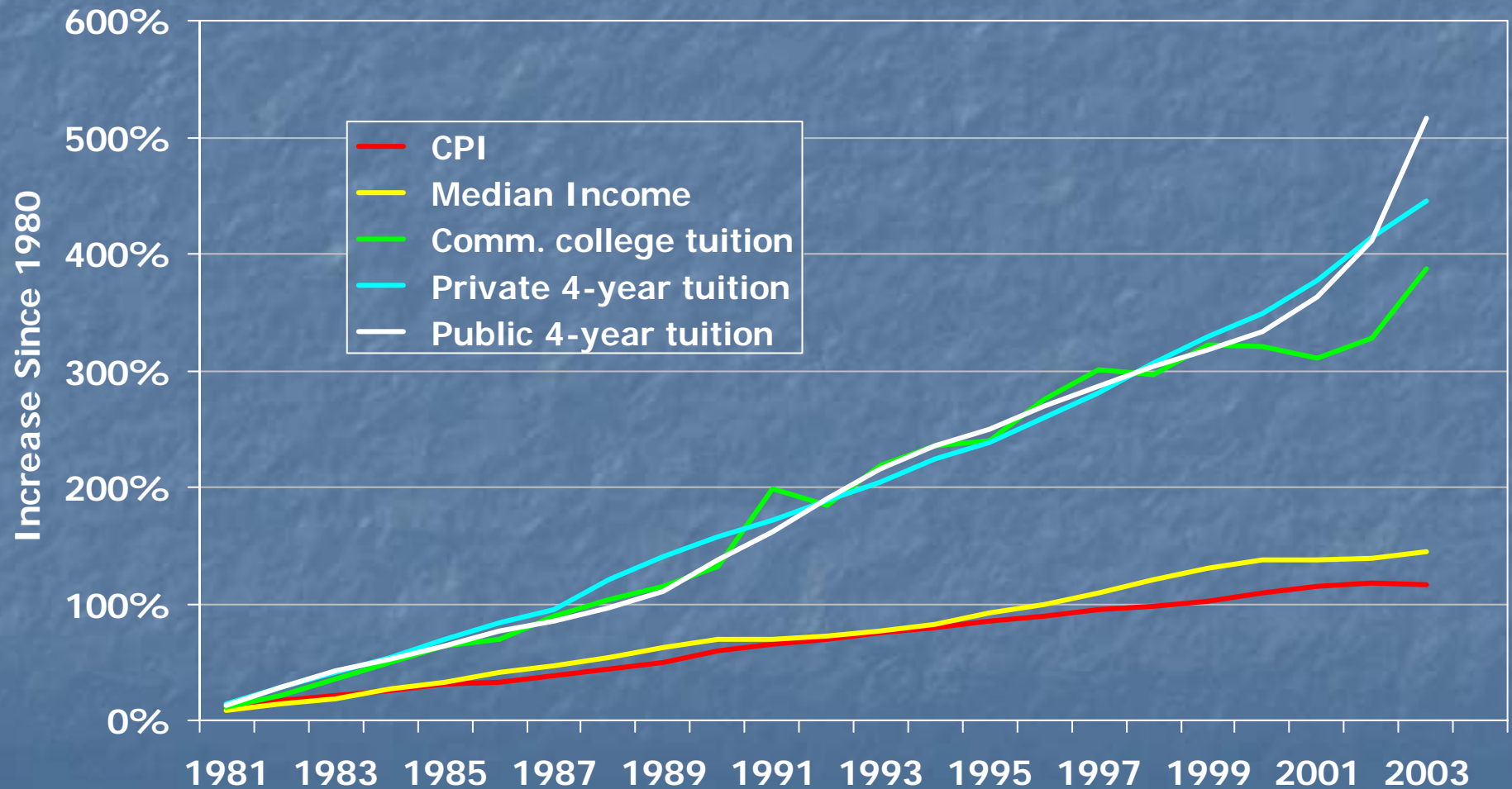


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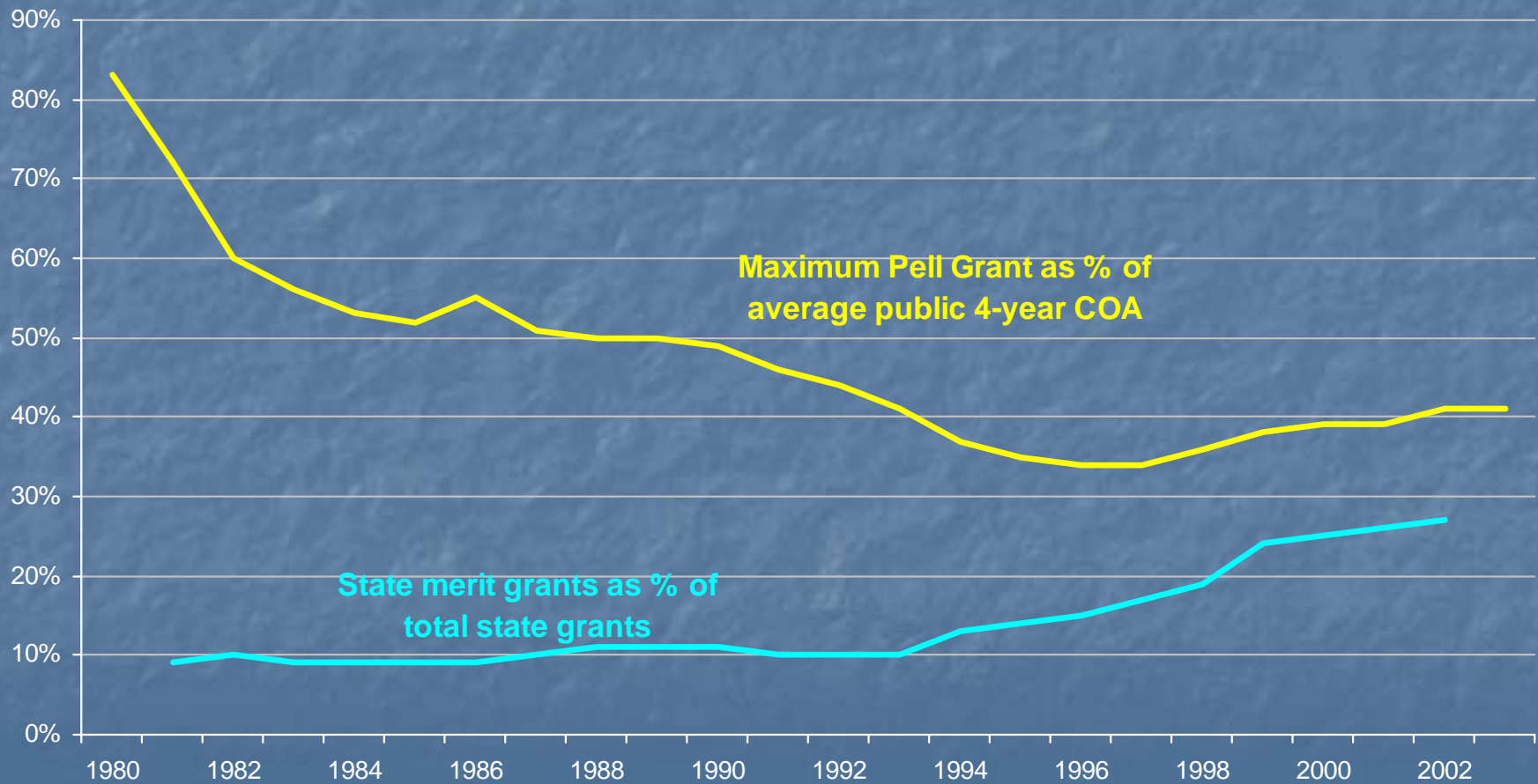
Changes in tuition prices and ability to pay



Research on financial aid

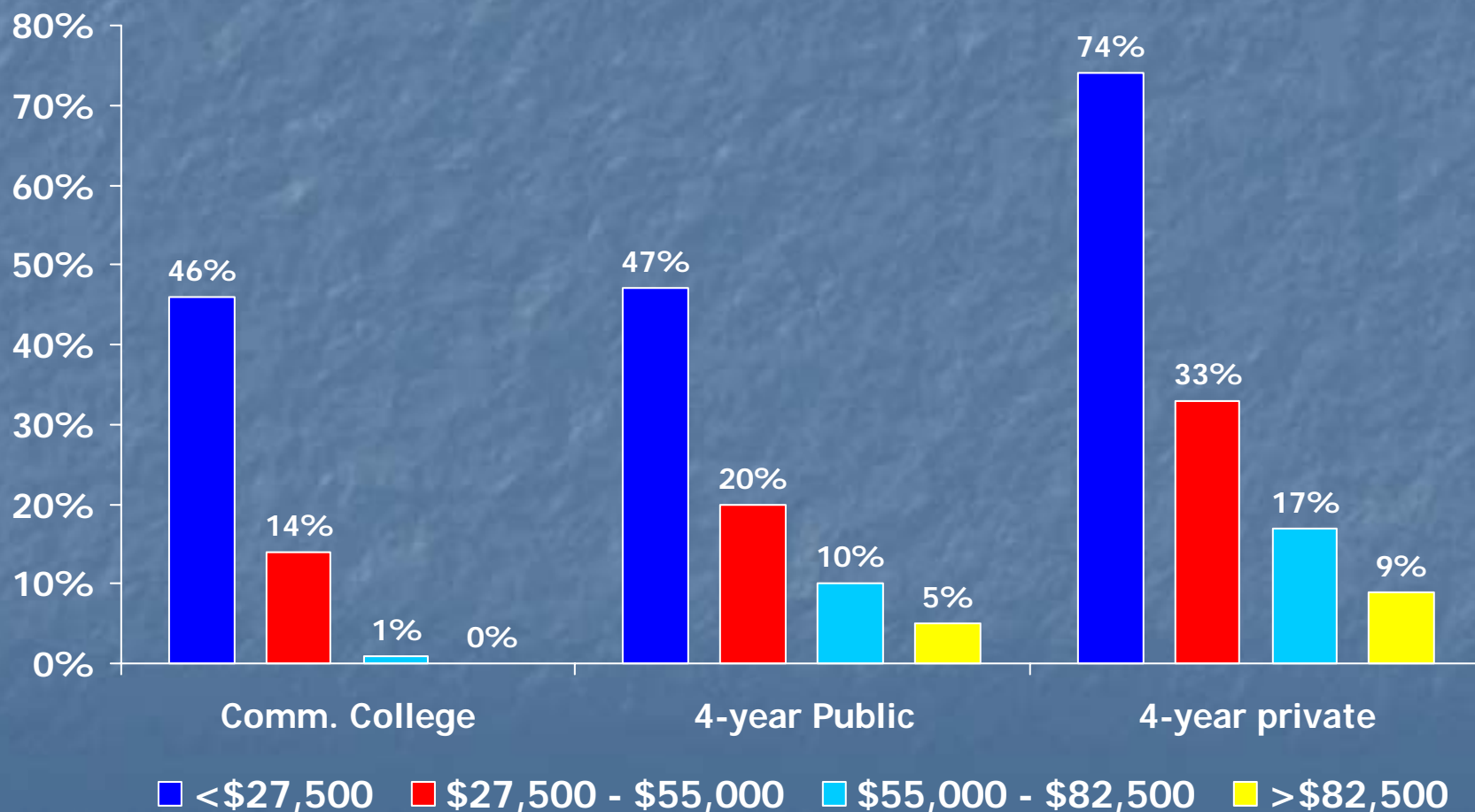
- Most influential on the college entry decisions of lower-income students
- Lower-income students are more responsive to tuition changes than changes in aid awards
- Higher-income students are largely unresponsive to aid in terms of college entry, but can be influenced in terms of college choice
- Grants are more influential than loans

Changes in federal and state financial aid



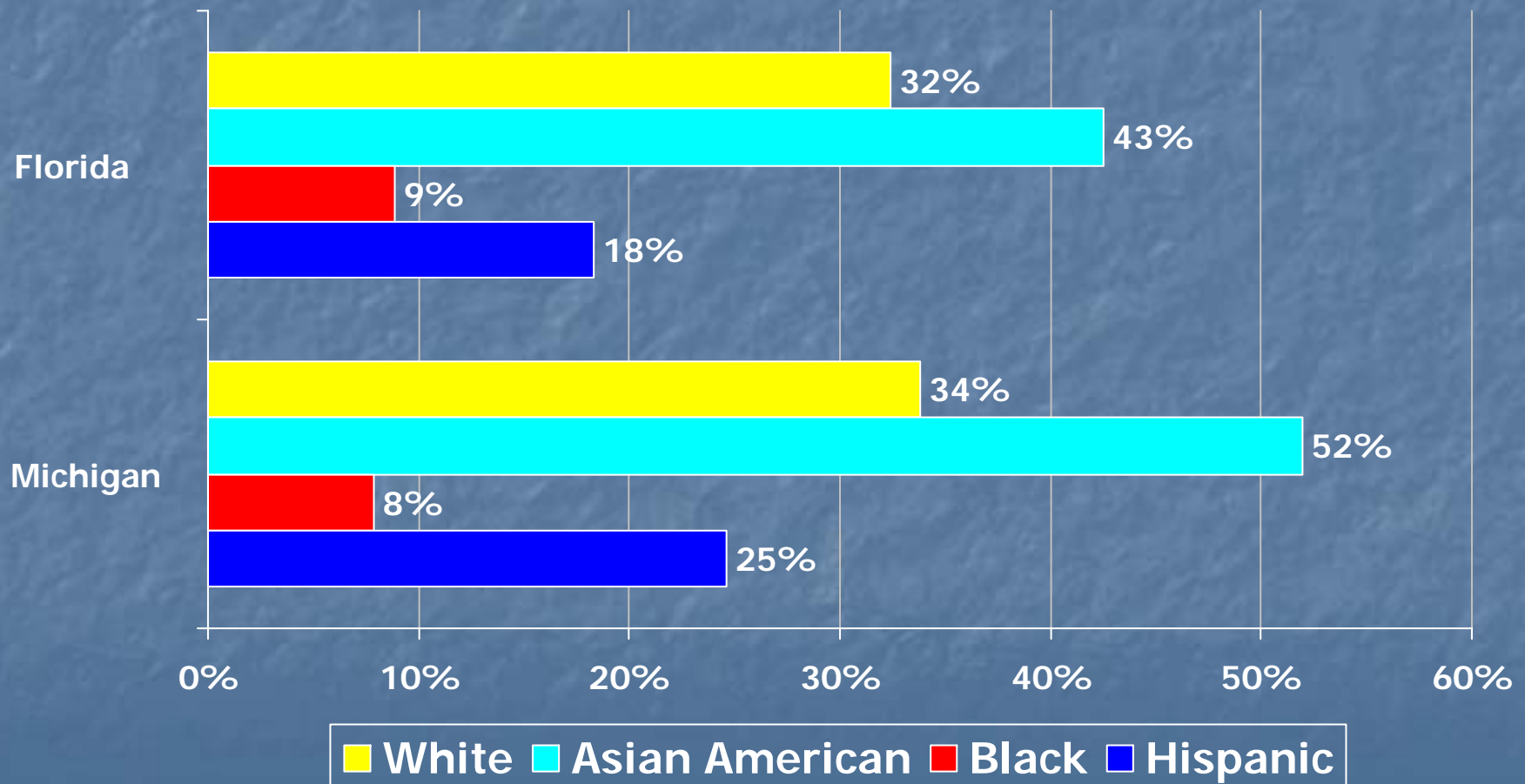
The impact of borrowing & unmet need

Loans + unmet need as a percentage of family income
1999-2000 full-time, full-year dependent students

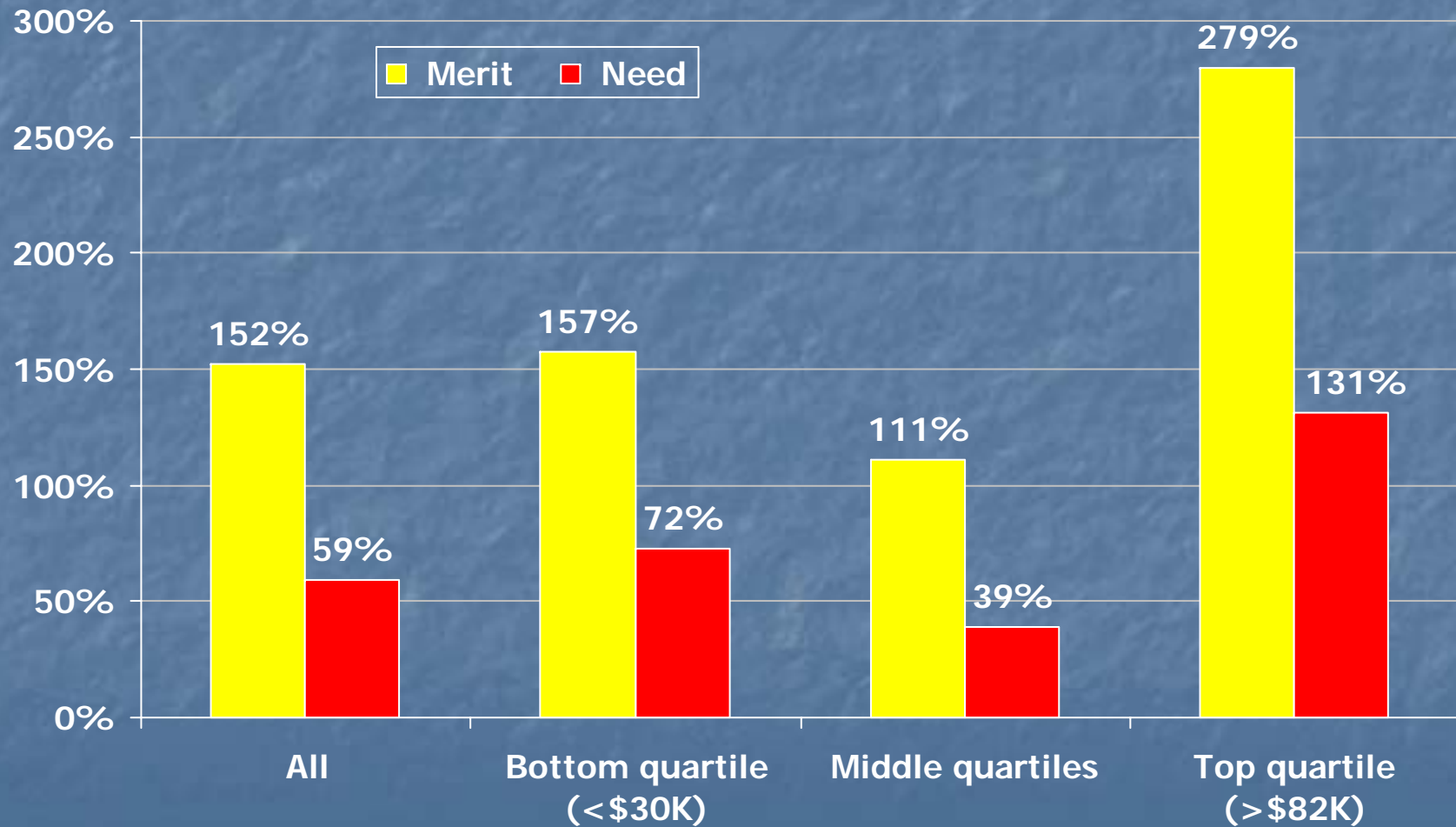


State merit scholarships

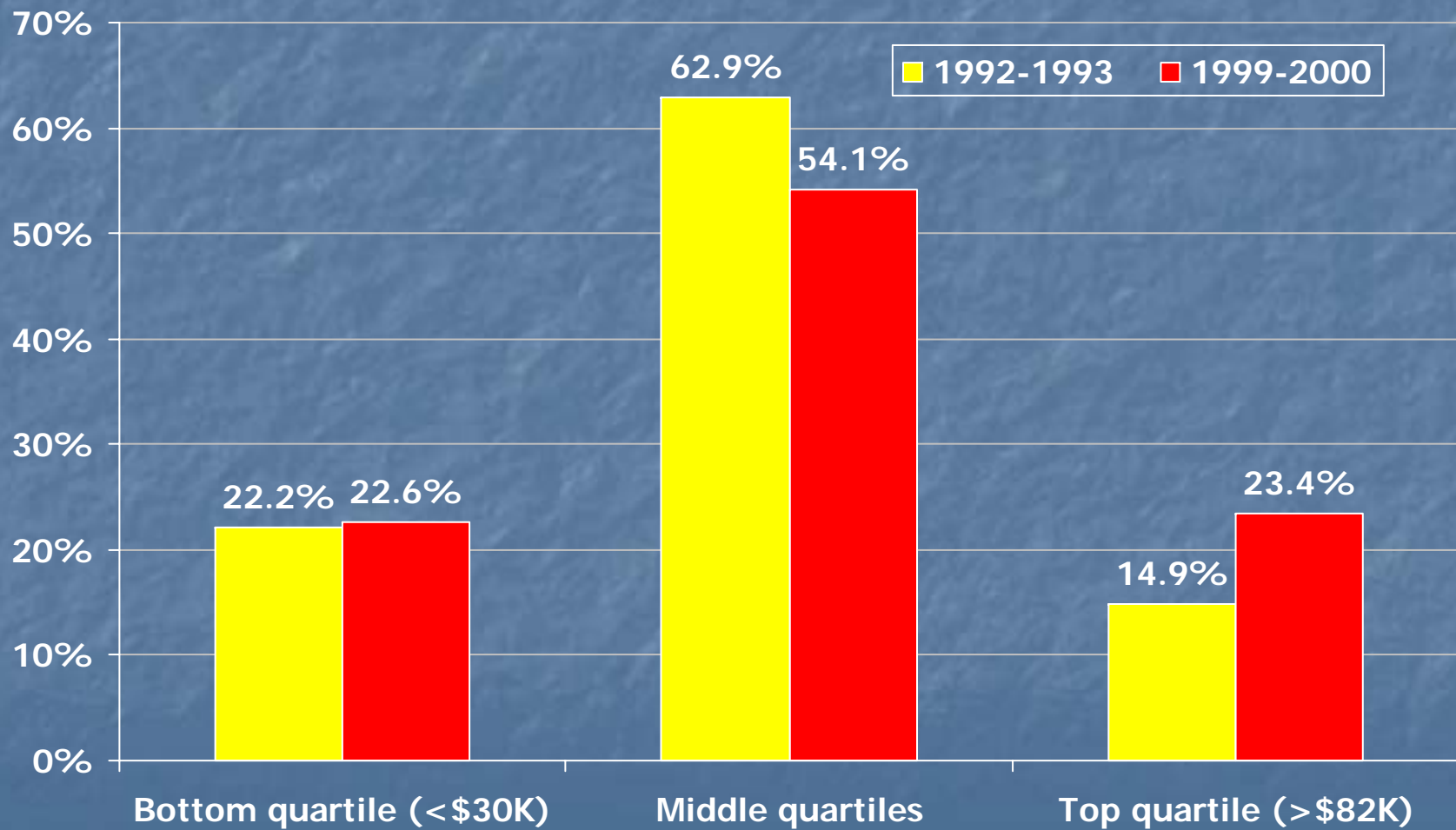
Proportion of students qualifying for merit scholarships



Changes in institutional grant dollars, 1993 to 2000



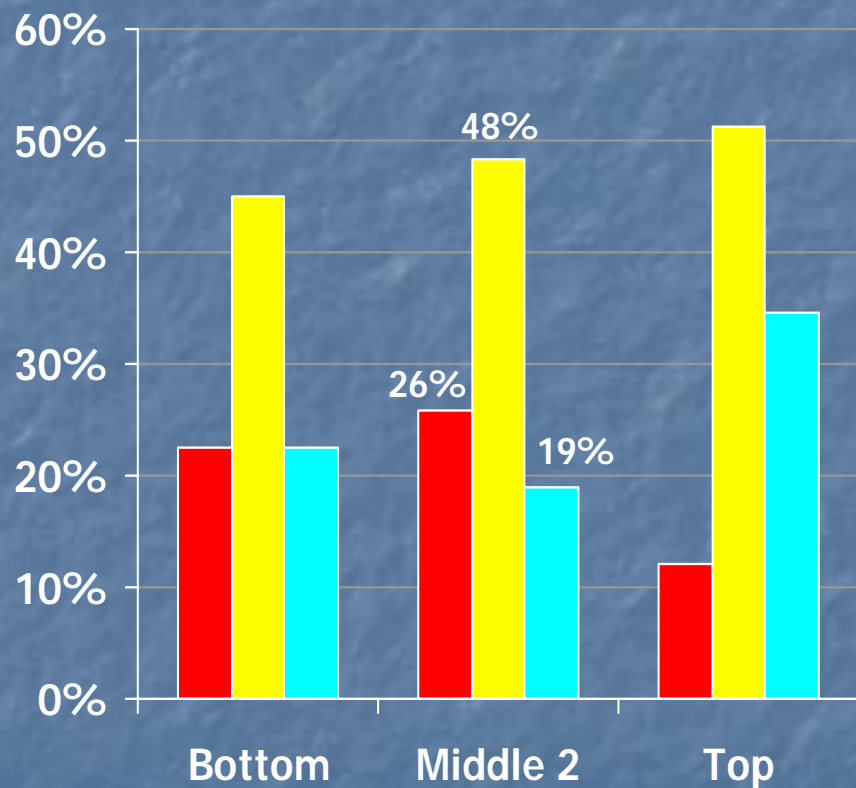
Proportion of total dollars received, 1993 to 2000 (merit and need grants combined)



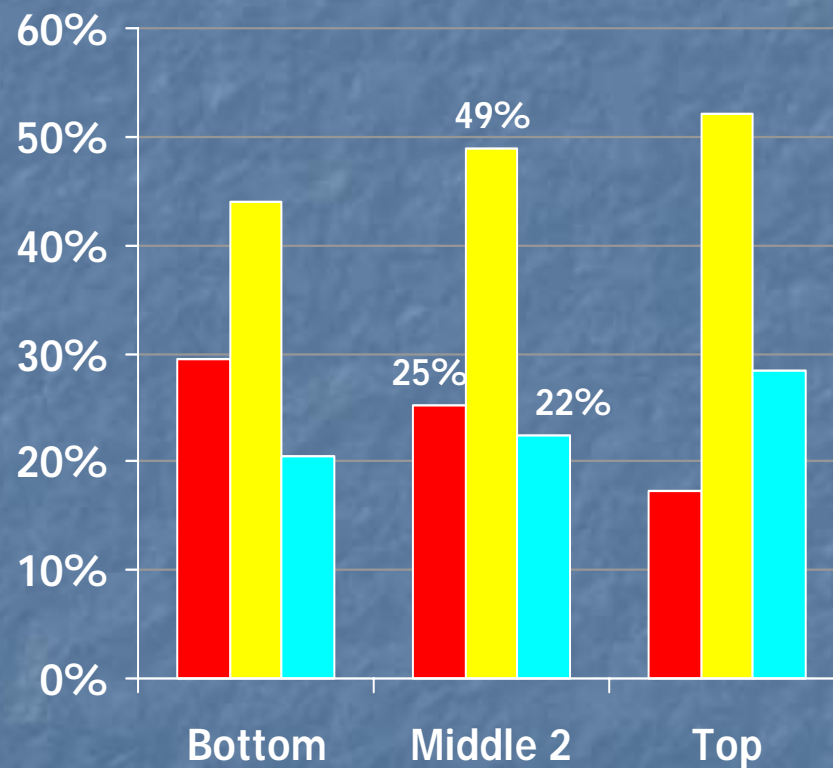
Middle income melt?

Enrollment by sector and income quartile

1992-1993



1999-2000



■ Comm. Colleges ■ Public 4-yr
■ Private 4-yr

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■ Private 4-yr

Growing demand for higher education

- Increasing demographics – change in number of HS grads, 2002 to 2014
 - All students +5%
 - White -11%
 - Black +6%
 - Latino +73%
 - Native American +16%
 - Asian American +44%
- At *current* participation rates, this means an additional 660,000 students in higher education

The challenges

- Managing the “perfect storm” (Deno Curris) of increasing demand and lagging resources
 - Operating expenditures
 - Capital expenditures
 - The promise of technology?
- Convincing policymakers and institutional leaders to target resources efficiently and effectively
- Unknown impact of NCLB on preparation, demand, and participation