BIG CHANGES WITH HIGH SCHOOL GRADUATES

www.knocking.wiche.edu / Peace Bransberger / pbransberger@wiche.edu
Slowdown in HS Graduates

Public & Nonpublic Graduates (Millions)

Reported counts
Knocking 2016 Projections


1976
1986
1996
2006
2016
2026
2031

2.0
2.5
3.0
3.5

3.47
3.56
3.25

2013
2025
Private Schools Losing Share

Private HS Graduates in Decline

- 314k (2008-09)
- 302k (2010-11)
- 244k (2024-25)
See Knocking pages 20-23 for Top 10 States & state annual change.
All Increase Will Come from Minorities

Non-White HS Grads Increased 10% of Total 2001 to 2011; 7% More by 2025

See Knocking, pages 24-25 for Regions, pages 28-29 for States.
All Increase Will Come from Minorities

Projected public high school graduates compared to 2013

Hispanic, 43%
Asian/PI, 14%
Black, -1%
Am. Ind., -19%
White, -6%

See Knocking, pages 15-17 for detail.
Variation in Total Change, But Decline of Whites & Increase of Minorities is Common

14 states (-49k) to 37 states (+190k grads)
Variation in Total Change, But Decline of Whites & Increase of Minorities is Common
A CHANGING YOUTH POPULATION
College Enrollment of Traditional Age Students

Black & Hispanic Rates Up 10% by 2014 from 1995, but Lag Whites by 5%

Even Greater Variation by Income

NCES Digest of Education Statistics 2015. Percent of 16-24 year olds who completed HS in a given year enrolled in college by October of that year.
College Enrollment Projections to 2024

NCES Projections of Education Statistics to 2024

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2010 to 2015</th>
<th>2010 to 2019</th>
<th>2019 to 2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>All students</td>
<td>-4%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>18 to 24 years old</td>
<td>3%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>25 or older</td>
<td>-14%</td>
<td>12%</td>
<td>9%</td>
</tr>
</tbody>
</table>
Increasingly Likely 1st Generation Students

Children Age 5-17 by Parents’ Highest Level Educational Attainment, U.S., 2015

Increasingly from Lesser Means

Income Distribution of Households With Children, U.S., 2010-2014

Each bar segment is 20%, up to 95%

Medians
- All Households
- HHs with children

American Community Survey PUMS Five-Year Estimates
Change in Graduates by 2025 Relative to Income

426K more graduates from families with lower than average income in 2014

138K more graduates from families with higher than average income

37K fewer graduates from families below average income

100K fewer graduates from families above average income
HSG TRENDS UNDERPIN NEED FOR TRANSFER SOLUTIONS

*Successful Student Transfer, WICHE, 2014*

[www.wiche.edu/passport](http://www.wiche.edu/passport)
Interstate Passport Initiative
Pat Shea / PShea@wiche.edu
www.knocking.wiche.edu

- Full report
- Supplements, coming Summer-Fall ‘17
  - Private school analysis
  - Male and female graduates
  - Student distribution within state

- Data files
- Dashboards
- Webinars (live & recorded)
- Detailed methodology

www.wiche.edu/passport
Transfer in the Context of Changing Demographics

Roxie M. Shabazz
University of Hawaii Mānoa
Assistant Vice Chancellor for Enrollment Management
34 Years in Higher Education with 30 of those in Admissions and Enrollment Management
University of Hawai‘i Mānoa

- Located in Hawai‘i on the Island of Oahu
- Hawaii is the most isolated population center on the face of the earth.
- High Research I Flagship
- 73% undergraduate
- 27% graduate
- Admit 79% of the students who apply, 30% yield rate and 11-21% summer melt
University of Hawai‘i Mānoa

• Unique Blend of Students
  42% Asian
  23% White
  15% Mixed Race
  14% Native Hawaiian
  2% Pacific Islander
  2% Hispanic
  2% Black

• 71% In-state
• 29% Out-of-State
• 13% WUE States
• 7% International
UH Mānoa Unique Challenges

• Location – Vacation or Education
• Enrollment Declines
• Hawaiʻi Student Migration
• Social Phenomenon – leaving Hawaiʻi for secondary education is a rite of passage
  – First-time freshmen – Over 90% say they want to leave, 48% actually do leave
  – Transfer 33% leave and enroll into another community college
Hawaiʻi Graduation Rates

• Advantage – we are one of the few states that will see growth
  - 10% over the next 10 years
• BUT.....
• Minority student growth
  – 2% in our primary Asian market
  – Over 100% increase in a market we have not intentionally recruited to: Hispanic
• Student migration patterns
  – other schools heavily recruiting in Hawai'i
How to Proceed

• Step one – make sure your campus constituencies understand the data!
• Expand our geographic reach
• New emphasis on Hispanic students
• We know our competitors will be turning up the heat
• We need to change a cultural expectation
  – Pushing more out to parents
  – Outcome pieces
  – Good stories
  – Pushing domestic exchange/international exchange
Minority Student Growth

• Are we ready to recruit?
• Are campuses ready for the “influx”?
• What cultural adjustments do we need to make on our campuses?
• What services are we prepared to offer (or not ready to offer)
  – How will this influx effect mission driven institutions like HBCUs and Mānoa
Transfer Students

- More emphasis on reversing our declining transfer trend
- Like freshmen, we have to reverse the cultural expectation
- Seamless transfer options
- We are partnering within our system (small as it is) to keep our UHCC students home – combined advertising, seamless transfer, elimination of fees, automatic admission, transfer centers on our CC campuses (staffed by Mānoa and other 4-years)
- Transfer scholarships (from departments!) – three years of messaging and finally got one college to bite
Final Thoughts

• Although demographics say we will see increasing trends in some areas, have you carefully analyzed what this means for your efforts?
• How will your campuses maintain access and affordability?
• Minority trends – are our campuses ready for the “influx”?
• Transfer students – will campuses make more intentional efforts to attract transfer and adult students?
• Retention must continue to be key
Mahalo!