



FAFSA Filing 2022 and Beyond: Intersection of Demographics, Economy, a Pandemic, and Affordability

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Executive Consultants

FAFSA Filing 2022 and Beyond

1. Introduction
2. Changes to FAFSA Filing: Rates and Policy
3. Intersection of Demographics, a Pandemic, and Affordability
4. Points to Ponder
5. Strategies for Moving Forward

Session Goals



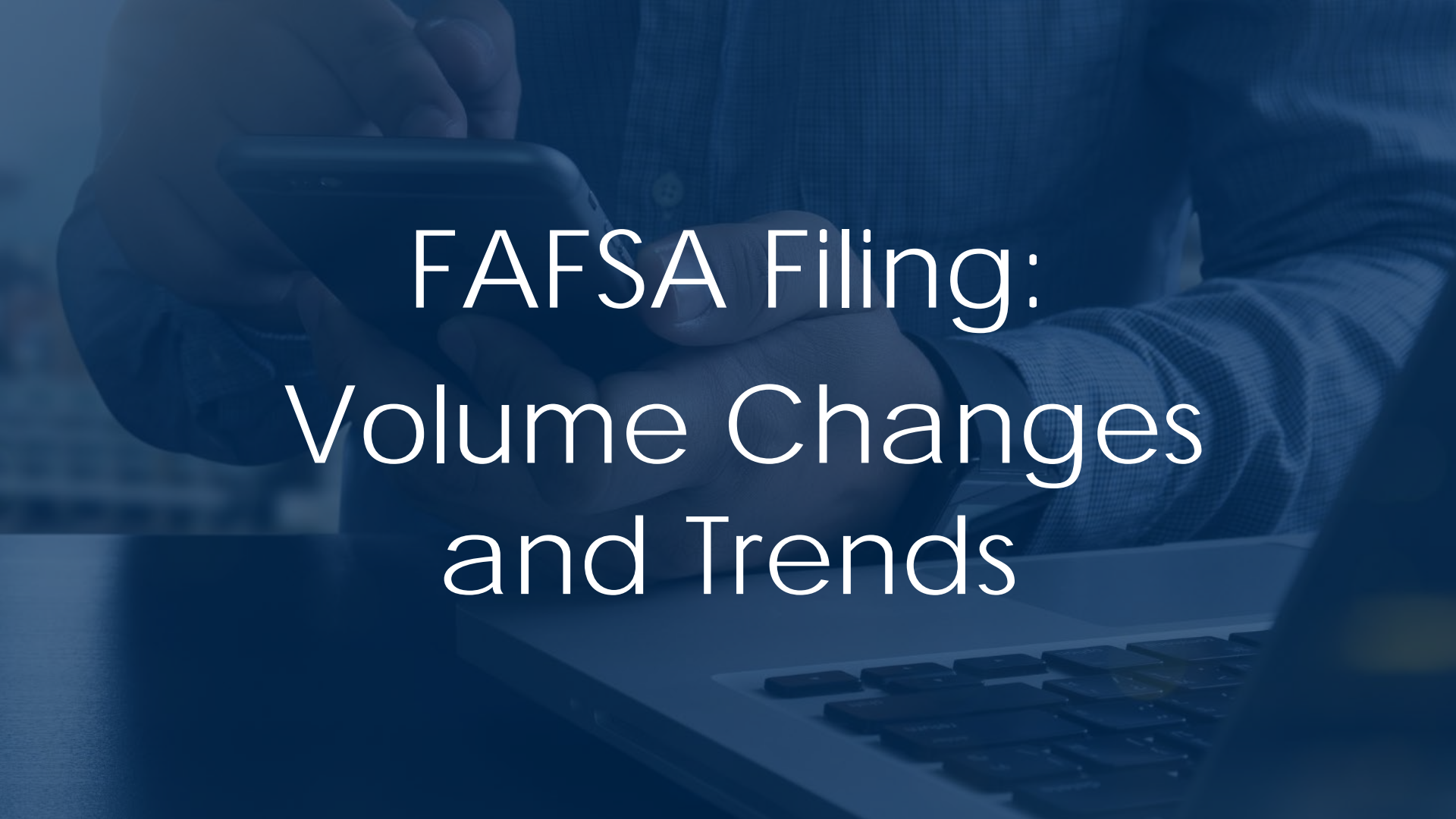
Understand the current market.



Think through some strategies and initiatives that will help maximize enrollment, improve retention and better prepare for the next decade.

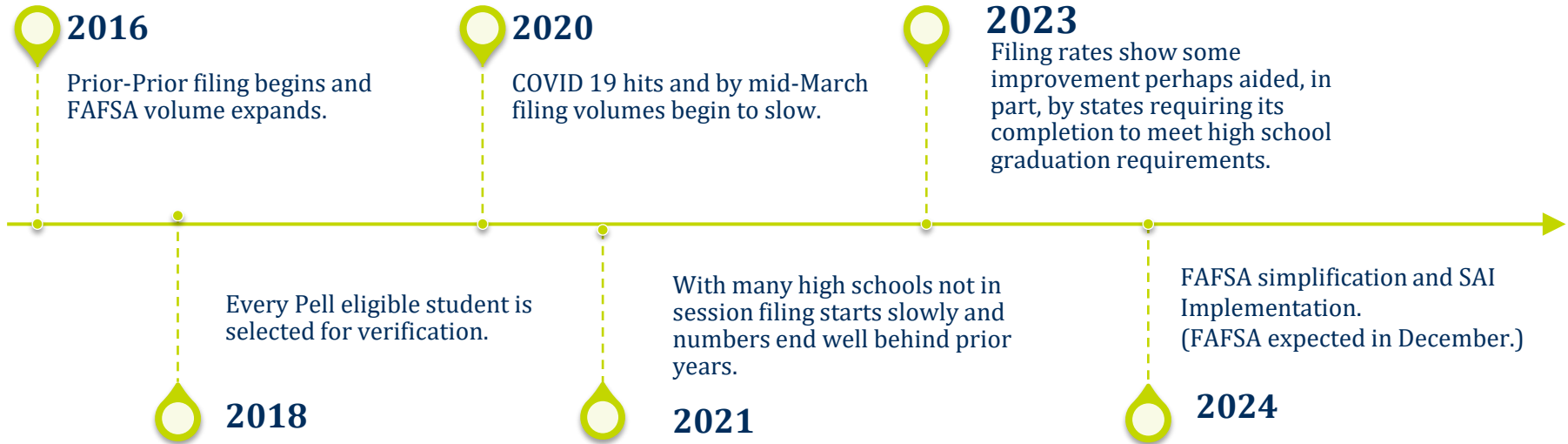


Consider a few resources that can help you identify opportunities and challenges faced on your individual campus.

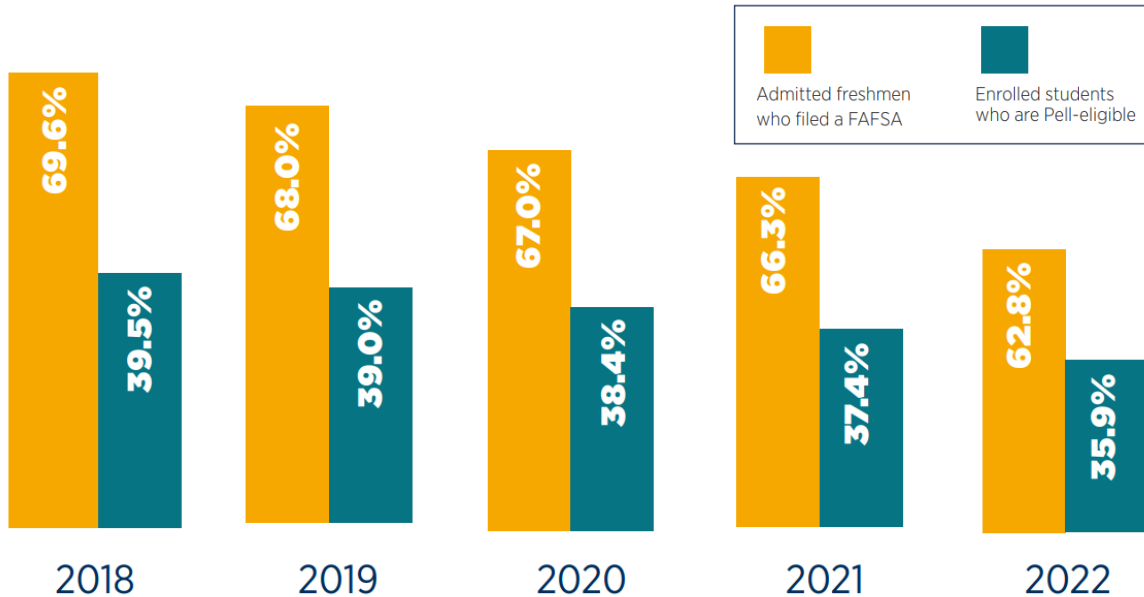
A person wearing a blue button-down shirt is holding a smartphone in their right hand, positioned over a laptop keyboard. The scene is dimly lit and has a strong blue color cast. The text 'FAFSA Filing: Volume Changes and Trends' is overlaid in white, centered on the image.

FAFSA Filing: Volume Changes and Trends

FAFSA Filing – A Review of the Last Five Years



Five-Year Trend: FAFSA Filing and Pell-Eligible Enrollment



FAFSA filing of admitted students is at the lowest level since RNL started tracking in 2010.

The percent of enrolled students who are Pell eligible also continues to decline, and these two trends could signify that fewer students with high financial need are pursuing enrollment at private colleges.

FAFSA filing is critical to increasing yield and reducing melt rates.

Students who filed a FAFSA had a yield rate five times greater than students who do not.

Filed FAFSA

27.2%

Yield

11.7%

Melt Rate



No FAFSA

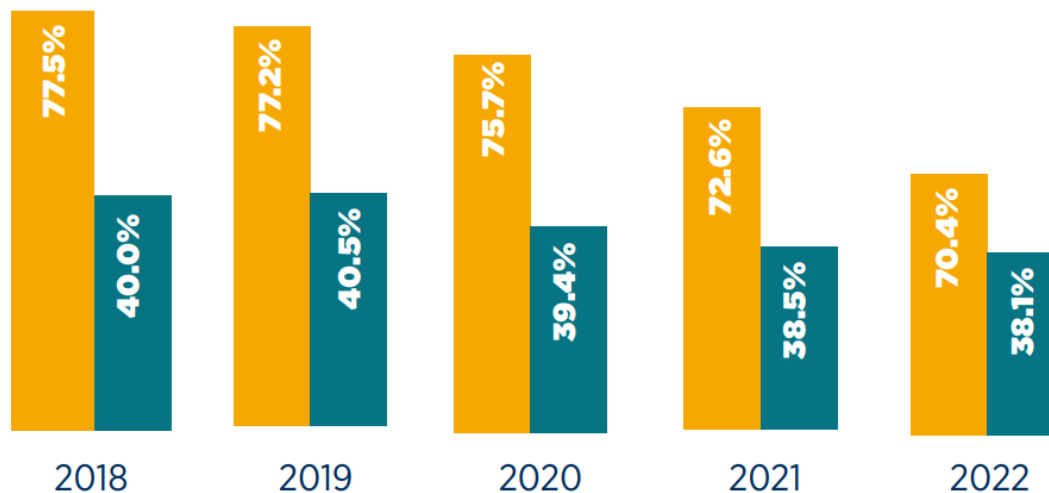
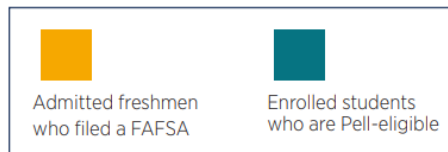
5.9%

Yield

30.6%

Melt Rate

Five-year Trend: FAFSA Filing and Pell-Eligible Enrollment (residents): Public Institutions



FAFSA filing is critical to increasing yield and reducing melt rates.

Public Institutions, Residents

Filed FAFSA

40.4%

Yield

8.2%

Melt Rate



No FAFSA

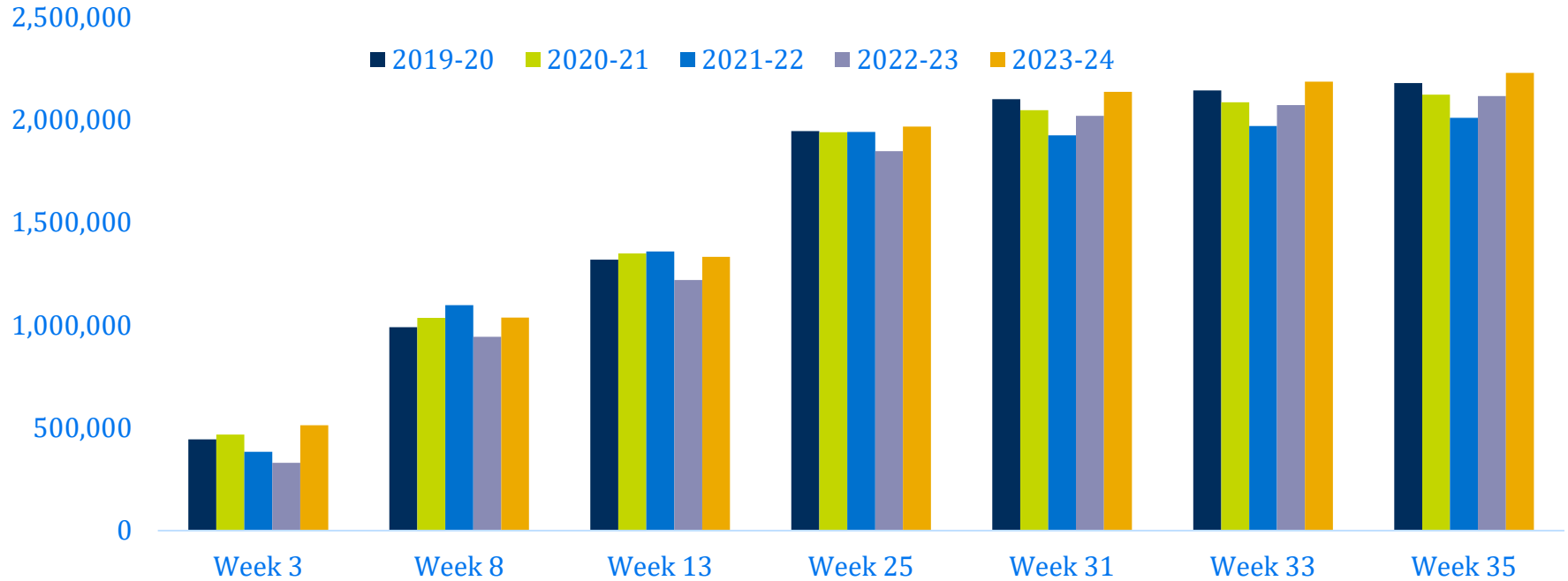
15.1%

Yield

21.4%

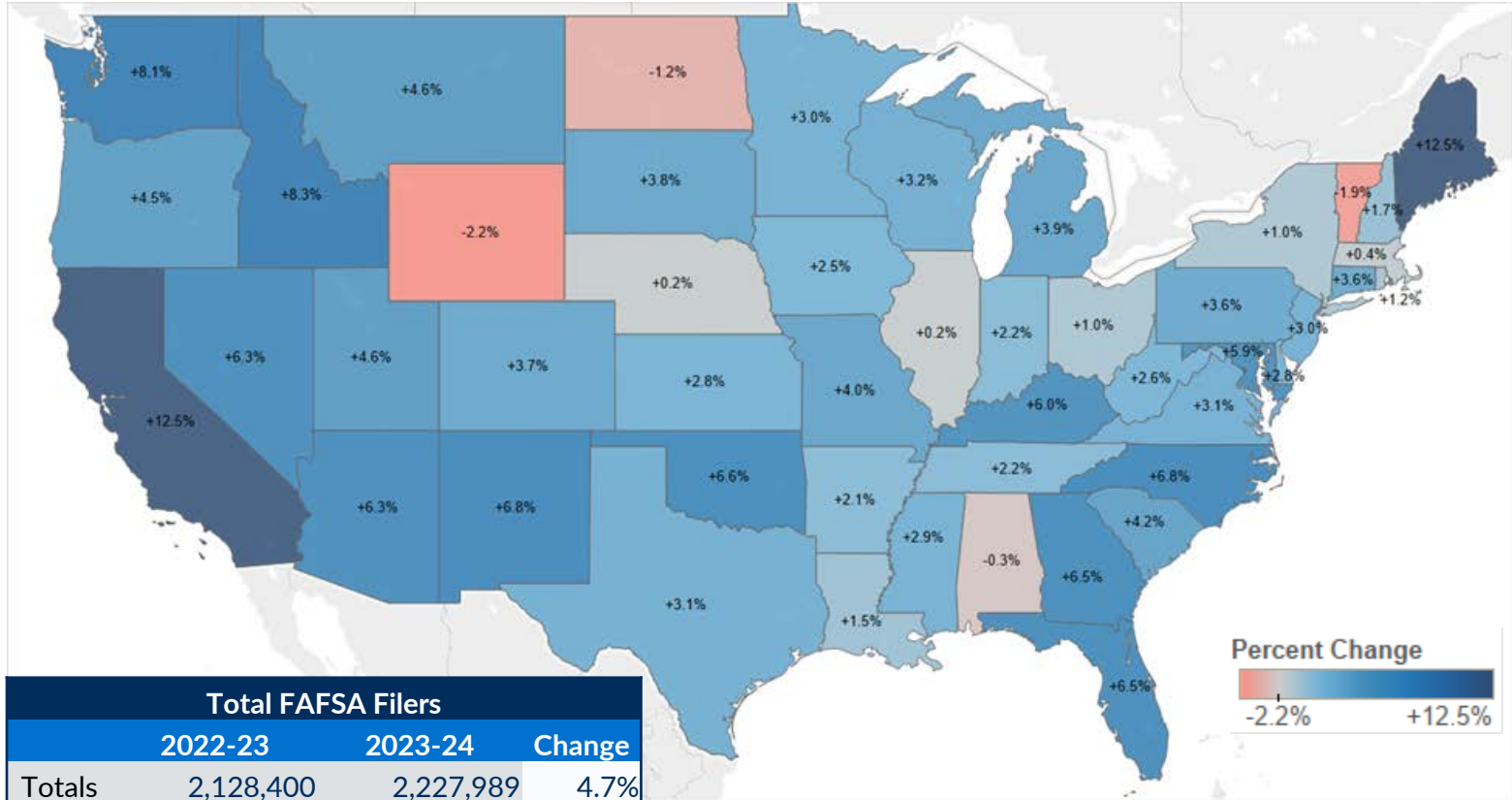
Melt Rate

FAFSA Filing 2019 to 2023



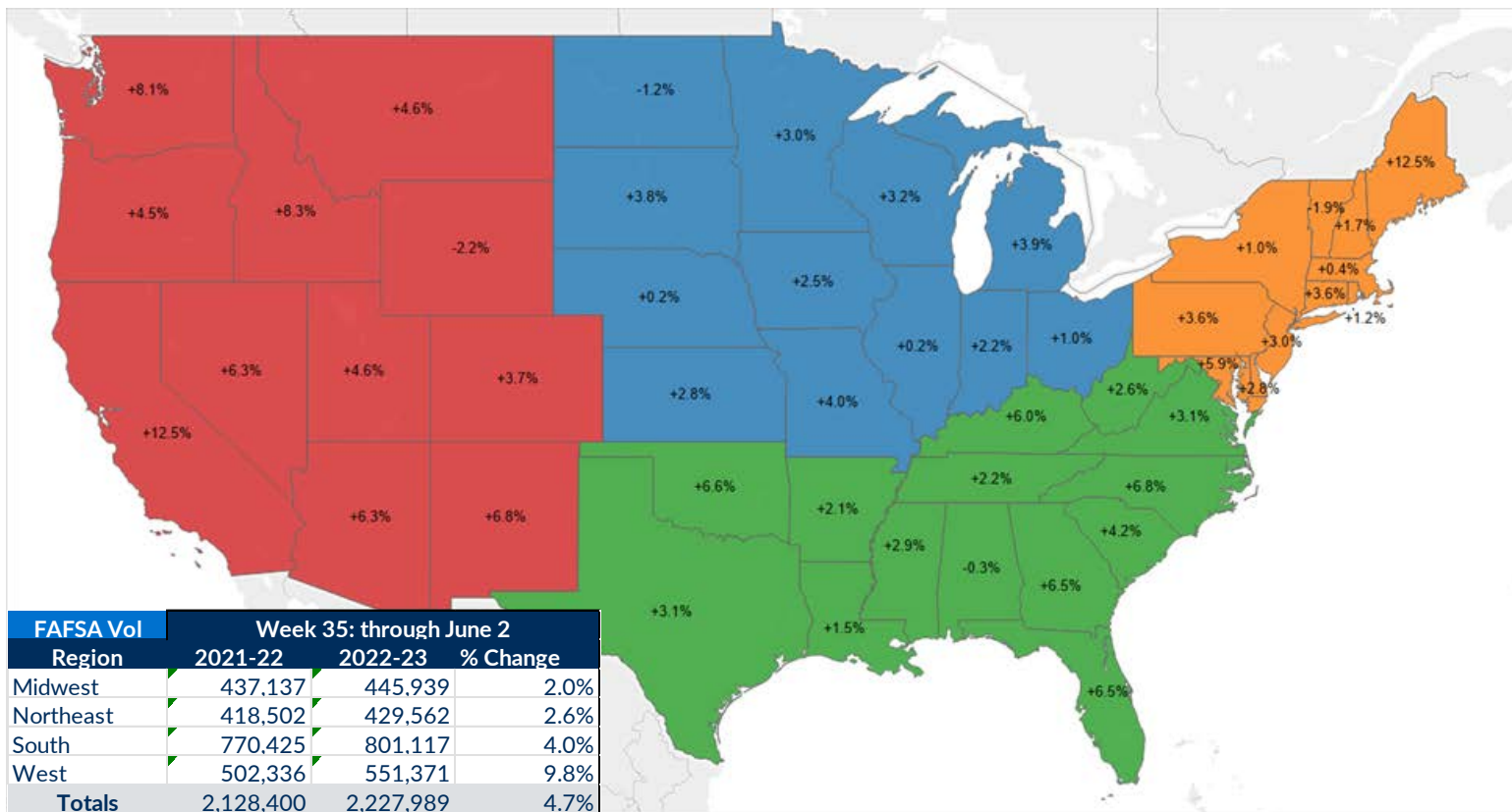
FAFSA Submission Volume

Change in FAFSA Volume – Week 35 – through June 2



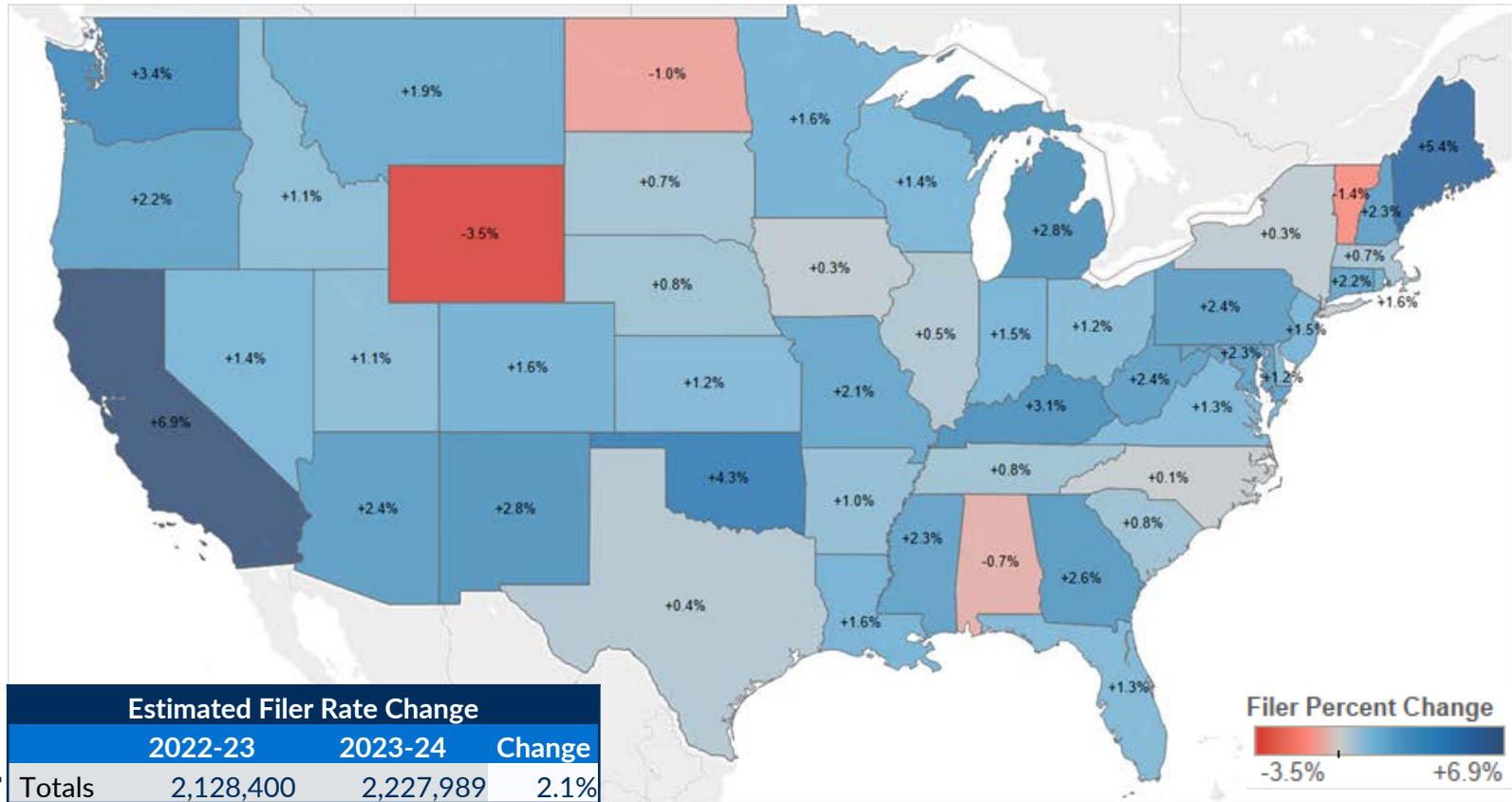
FAFSA Submission Volume by Region

Change in FAFSA Volume – Week 35 – through June 2



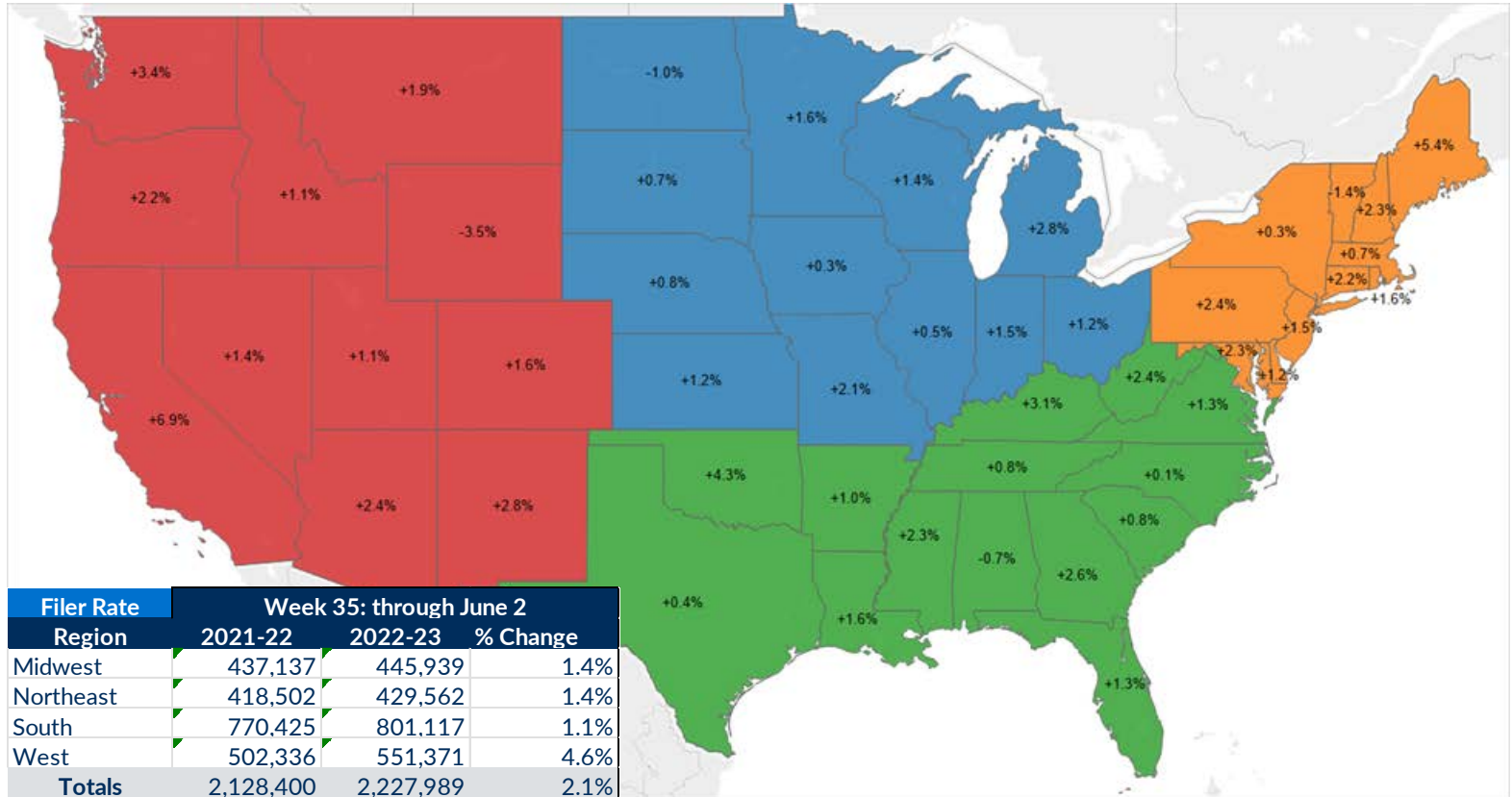
Estimated FAFSA Filing Rates

Change in Estimated Filing Rate – Week 35 – through June 2



Estimated FAFSA Filing Rates by Region

Change in Estimated Filing Rate – Week 35 – through June 2



FAFSA Filing – Fall 2023

- As of June 2, the Fall 2023 filing volumes were 4.7% ahead of last year with a volume increase of almost 100,000 submissions.
- Two states are responsible for almost 38% of this change: California increased by 37,672 submissions followed by Texas with an increase of 7,898 submissions.
- There are four states down in FAFSA volume for a total of 289 fewer submissions: ND, VT, AL and WY.
- Also as of June 2, the FAFSA filer rate (percentage of high school seniors filing a FAFSA) was up by 2 percentage points compared to last year (58.7% vs 56.7%).
- Some signs that filing behaviors seem to be returning to pre-pandemic levels, perhaps signaling a return of students with higher need as access to support improves and an increasing number of states impose requirements.

A person is shown from the chest down, wearing a blue checkered shirt. They are holding a smartphone in their right hand and have their left hand on a laptop keyboard. The entire image is overlaid with a semi-transparent blue filter. Centered over the image is the text "Changes to Filing Requirements and Need Calculation" in a white, sans-serif font.

Changes to Filing Requirements and Need Calculation

Consolidated Appropriations Act 2021

2024



Changes to
determine aid
eligibility

- FAFSA simplification: now 33 questions (from 108)
- Pell eligibility determined first
- Student Aid Index replaces EFC for any calculated Pell award
- Data automatically transferred from IRS

Number of Questions Reduced

Pell First



Maximum Pell:

AGI <60,000 with no Tax Schedule
or Schedule C with <\$10,000 now
automatic Pell

SAI is used for calculated Pell only

New Questions:

- Ethnicity/race/gender
- Farm and small business assessment

Deleted Questions

- Taxable income and some types of untaxed income
- Housing questions (on campus/off/with parents)
- Number in family (now imported from tax data)

Re-thinking Need: Will this improve filer rates?

Student Aid Index

- Pell eligibility is now automatic at certain income levels, allowing students to preview their eligibility using AGI and household size. Estimates can be more easily obtained prior to filing a FAFSA.
- The SAI will be used to calculate need and determine eligibility for those not automatically qualified.
- A negative SAI is now possible and will identify the neediest students.
 - The negative SAI establishes a framework to allow the very neediest students to be considered for additional aid (up to the cost of attendance)
 - Maximum negative index is -\$1,500.

What we know so far

There will be **more**
Pell Eligible
Students



Most students
generally receive
the same or slightly
more Pell grant

However, some families who might be negatively impacted include:

- More than one family member in college
- Farm and small business owners

A person is shown from the chest down, wearing a blue button-down shirt. They are holding a smartphone in their right hand and looking at the screen. In the foreground, the keyboard of a laptop is visible. The entire image is overlaid with a semi-transparent blue filter.

Changes in Demographics

Region	States	High School Graduates (est)		
		2022	2023	Difference
Midwest	IA	37,090	37,850	2.0%
Midwest	IL	148,830	148,120	-0.5%
Midwest	IN	77,270	76,810	-0.6%
Midwest	KS	36,880	36,960	0.2%
Midwest	MI	107,390	106,020	-1.3%
Midwest	MN	68,940	68,890	-0.1%
Midwest	MO	71,820	71,620	-0.3%
Midwest	ND	7,650	7,710	0.8%
Midwest	NE	25,950	25,640	-1.2%
Midwest	OH	132,230	130,560	-1.3%
Midwest	SD	10,080	10,320	2.4%
Midwest	WI	66,410	66,640	0.3%
Northeast	CT	43,520	43,530	0.0%
Northeast	DC	4,090	4,410	7.8%
Northeast	DE	10,800	10,890	0.8%
Northeast	MA	78,760	78,180	-0.7%
Northeast	MD	71,830	72,950	1.6%
Northeast	ME	14,450	14,790	2.4%
Northeast	NH	15,480	15,050	-2.8%
Northeast	NJ	114,770	115,250	0.4%
Northeast	NY	206,590	207,770	0.6%
Northeast	PA	145,000	143,720	-0.9%
Northeast	RI	11,490	11,340	-1.3%
Northeast	VT	6,440	6,510	1.1%

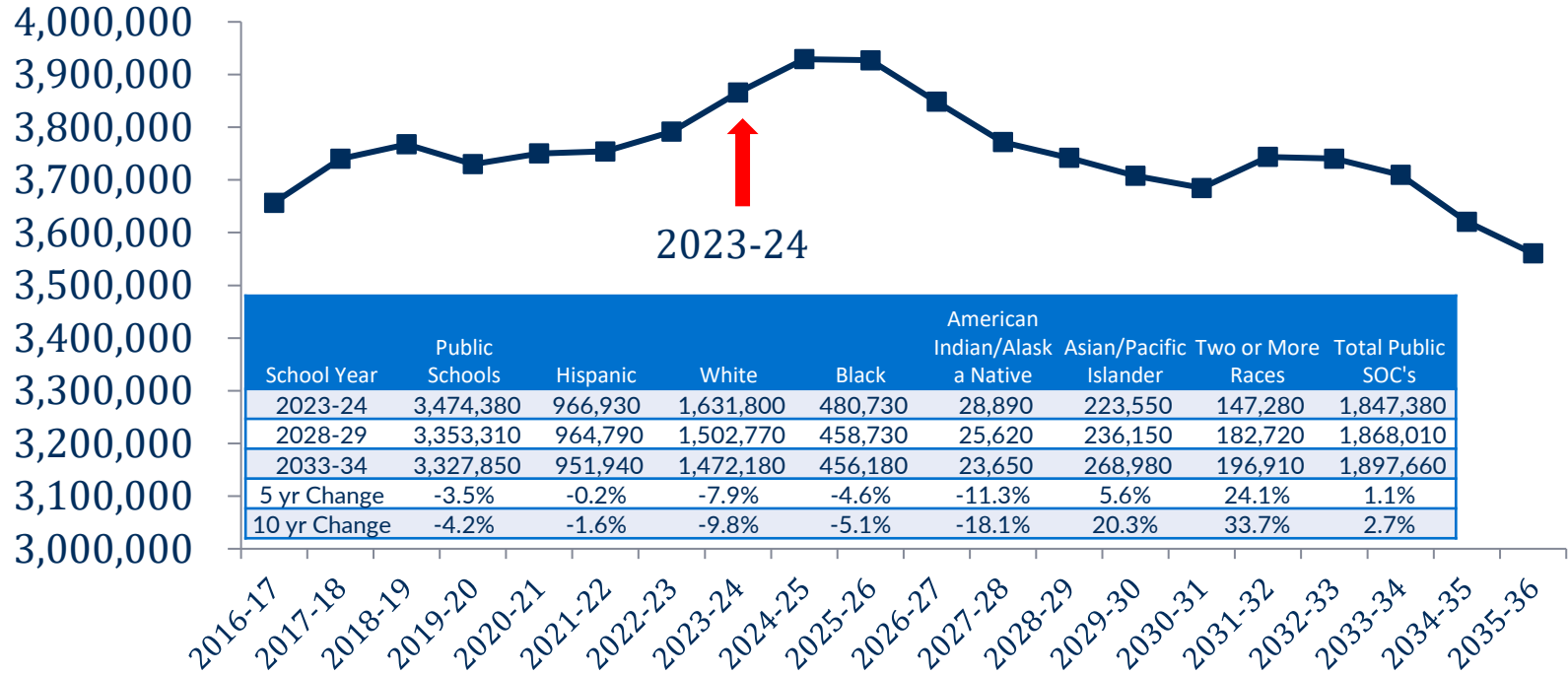
Region	States	High School Graduates (est)		
		2022	2023	Difference
South	AL	51,410	51,770	0.7%
South	AR	32,950	33,000	0.2%
South	FL	220,030	227,850	3.6%
South	GA	119,360	121,190	1.5%
South	KY	50,200	50,250	0.1%
South	LA	50,680	50,380	-0.6%
South	MS	31,000	30,760	-0.8%
South	NC	107,630	114,610	6.5%
South	OK	45,900	44,420	-3.2%
South	SC	53,120	54,450	2.5%
South	TN	72,480	73,310	1.1%
South	TX	382,650	392,010	2.4%
South	VA	96,080	96,700	0.6%
South	WV	18,150	17,850	-1.7%
West	AK	8,050	8,210	2.0%
West	AZ	79,770	80,570	1.0%
West	CA	490,170	495,930	1.2%
West	CO	63,130	63,460	0.5%
West	HI	15,170	15,140	-0.2%
West	ID	21,680	22,940	5.8%
West	MT	9,880	9,940	0.6%
West	NM	21,140	21,290	0.7%
West	NV	31,610	32,680	3.4%
West	OR	41,880	42,040	0.4%
West	UT	47,480	48,240	1.6%
West	WA	75,400	76,250	1.1%
West	WY	5,830	6,110	4.8%



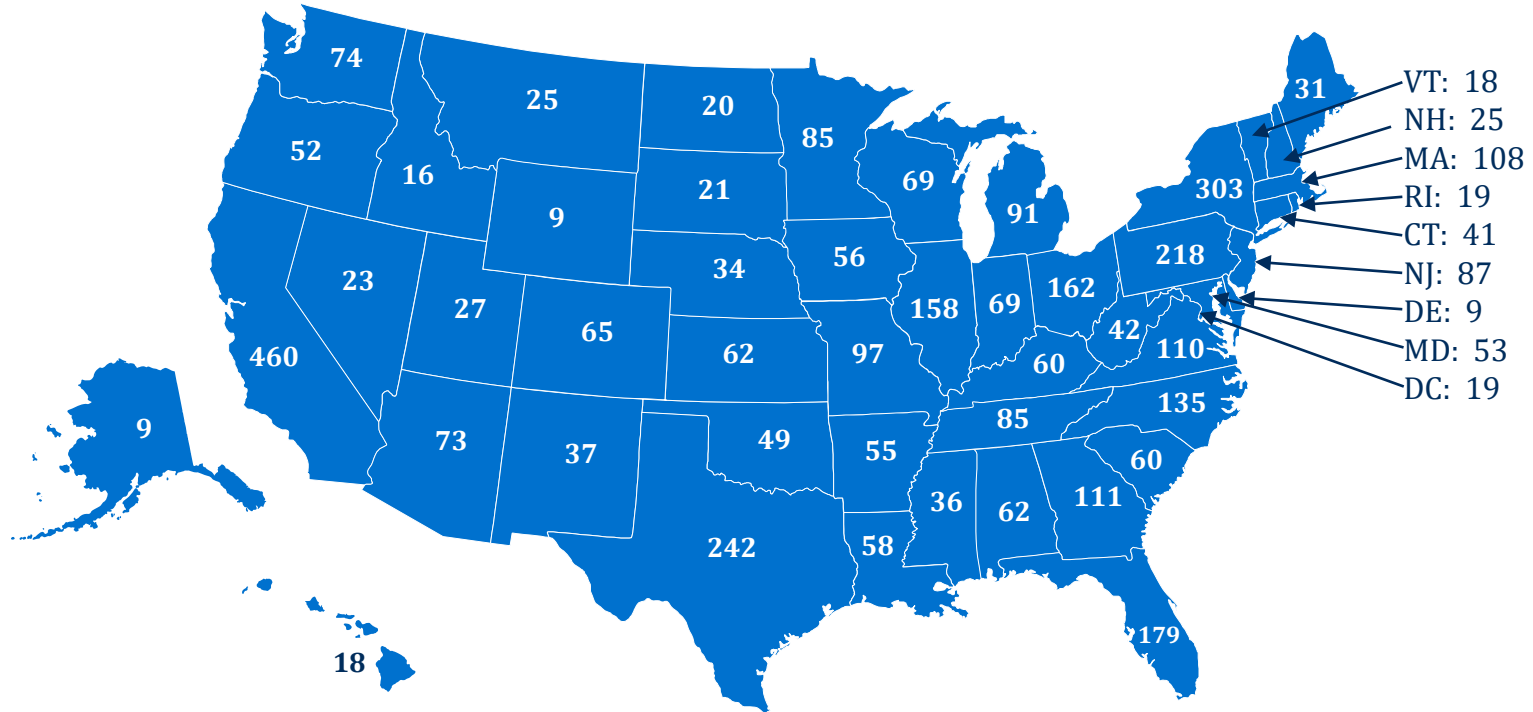
Totals 3,756,590 3,792,880 0.97%

Projected Change in High School Graduates

United States 2017-36



Number of Colleges and Universities, 2022-23



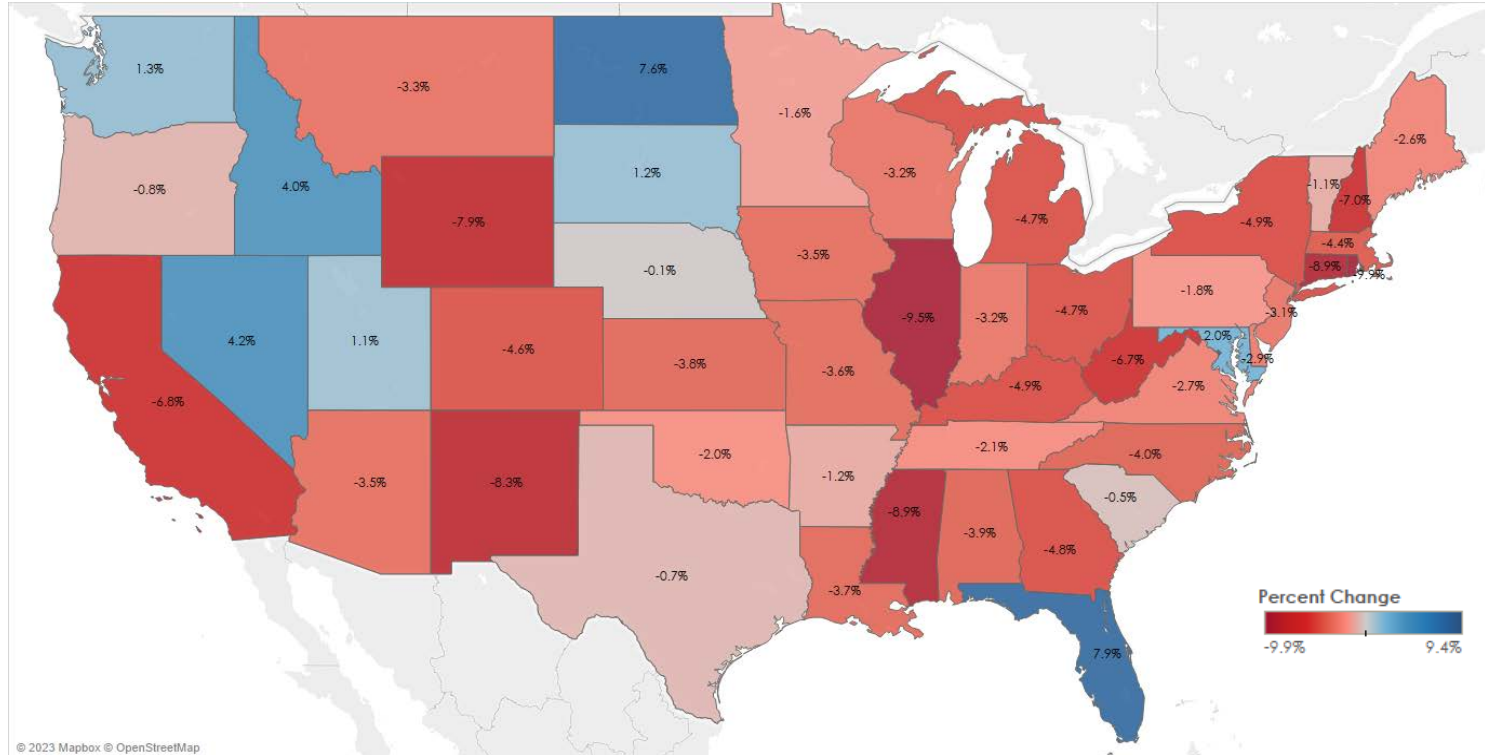
Chronicle analysis of U.S. Department of Education Data.
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A blue-tinted photograph of three people in a meeting. A woman with curly hair is smiling and looking towards the left. A man in a suit is partially visible on the left, looking towards the woman. Another man is on the right, looking down. The text "5-year Change" is overlaid in white in the center.

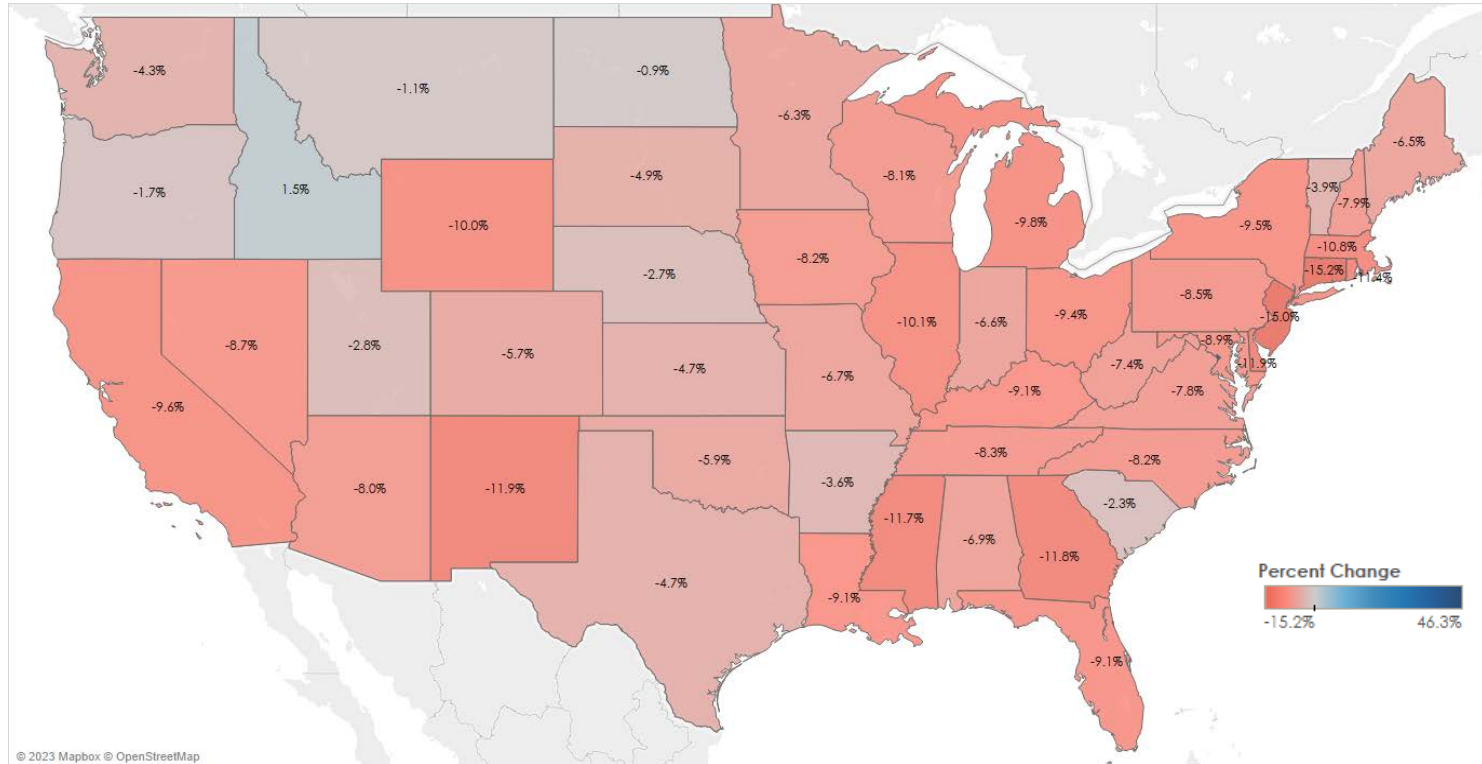
5-year Change

Projected Change in High School Graduates

Public and Non-Public, 2023-24 to 2028-29

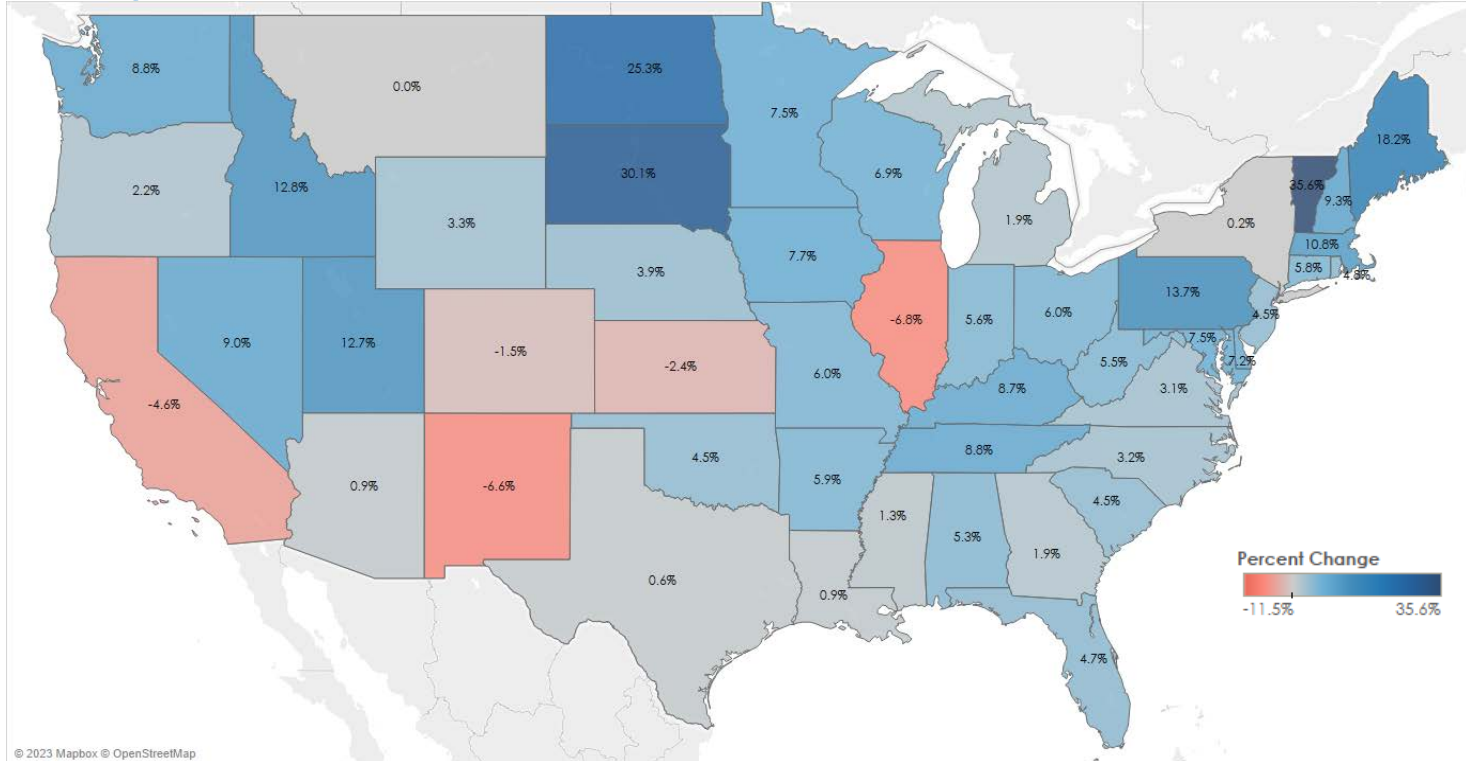


Projected Change in High School Graduates *White, Non-Hispanic, 2023-24 to 2028-29*



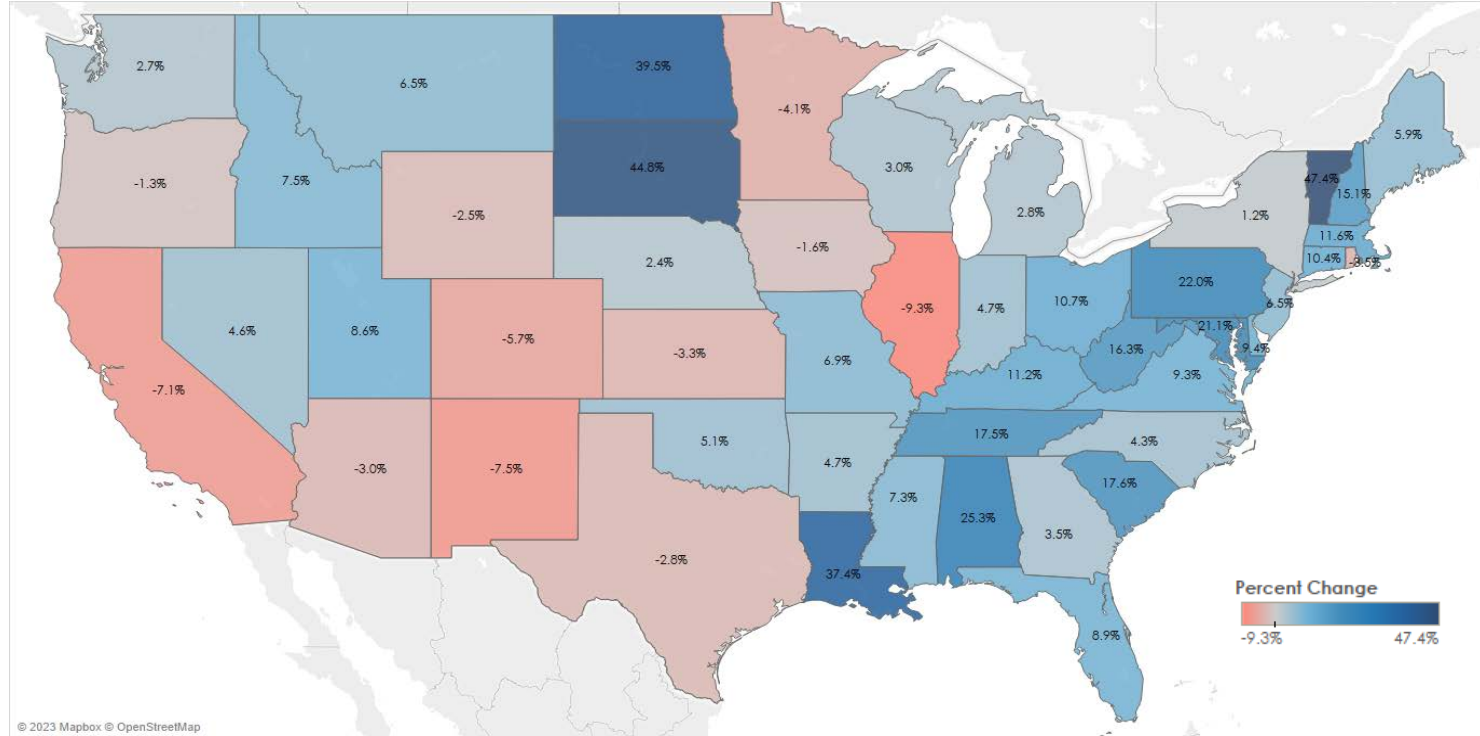
Projected Change in High School Graduates

Students of Color, 2023-24 to 2028-29



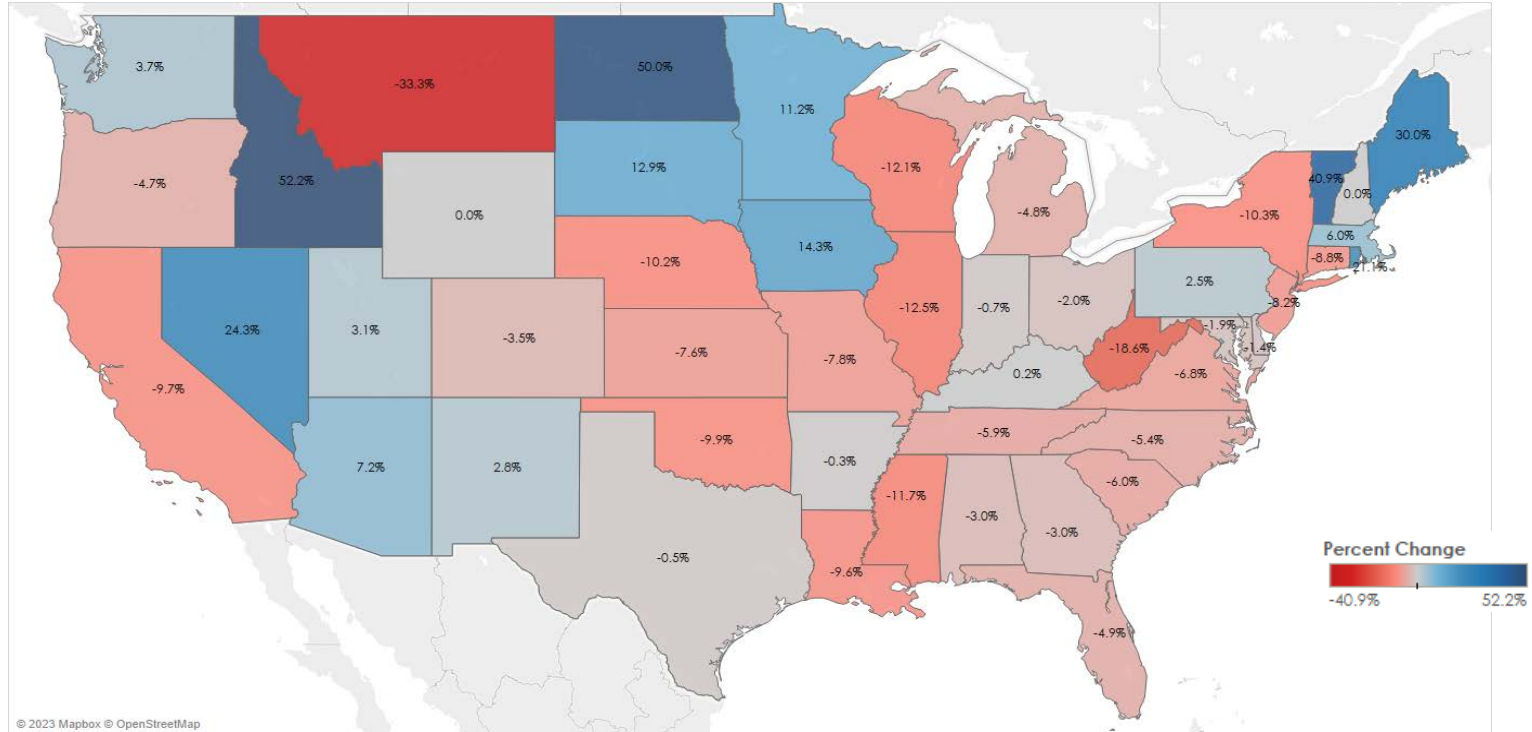
Projected Change in High School Graduates

Hispanic Students, 2023-24 to 2028-29



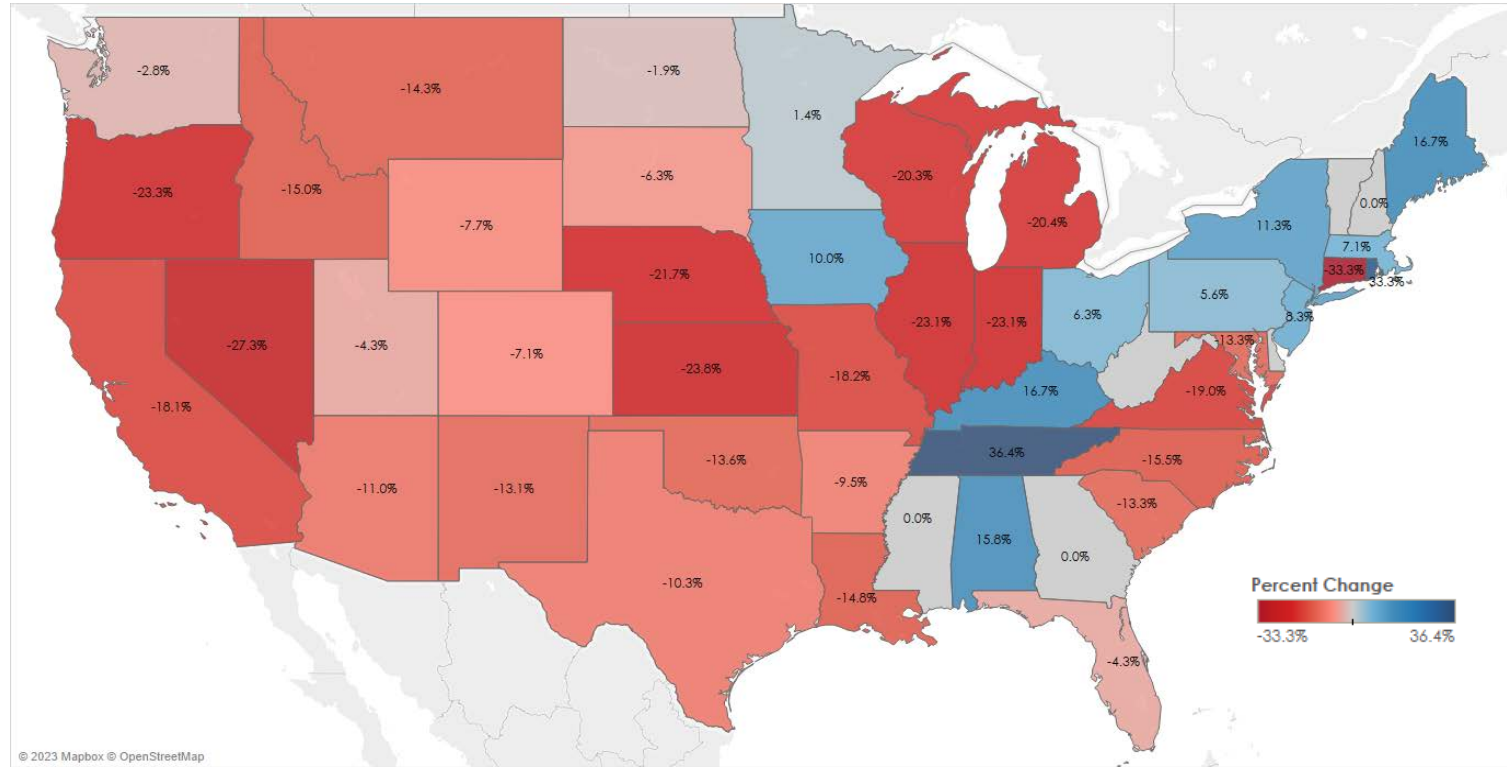
Projected Change In High School Graduates

Black Students, 2023-24 to 2028-29



Projected Change in High School Graduates

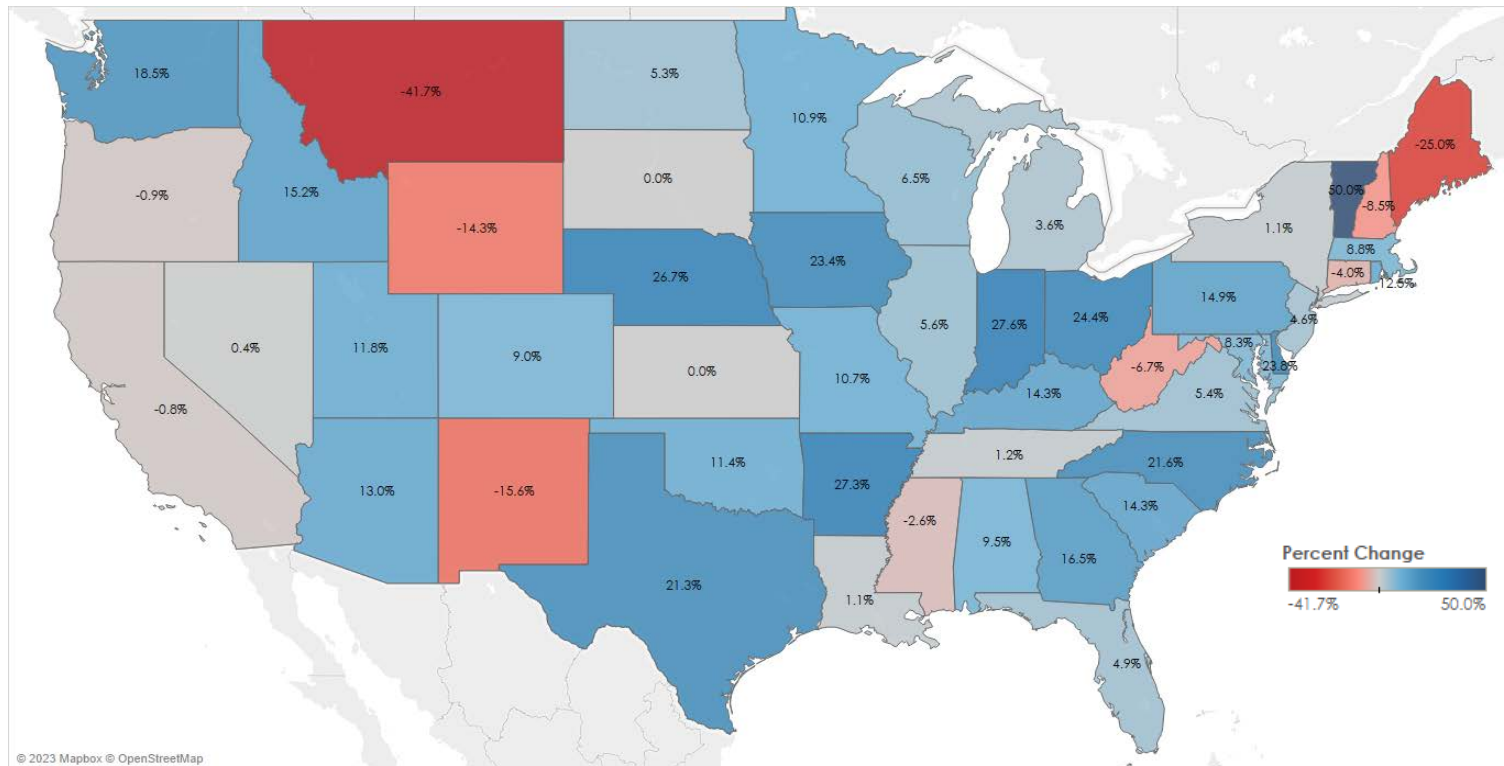
American Indian/AK Native Students, 2023-24 to 2028-29



Source: Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*, www.knocking.wiche.edu

Projected Change in High School Graduates

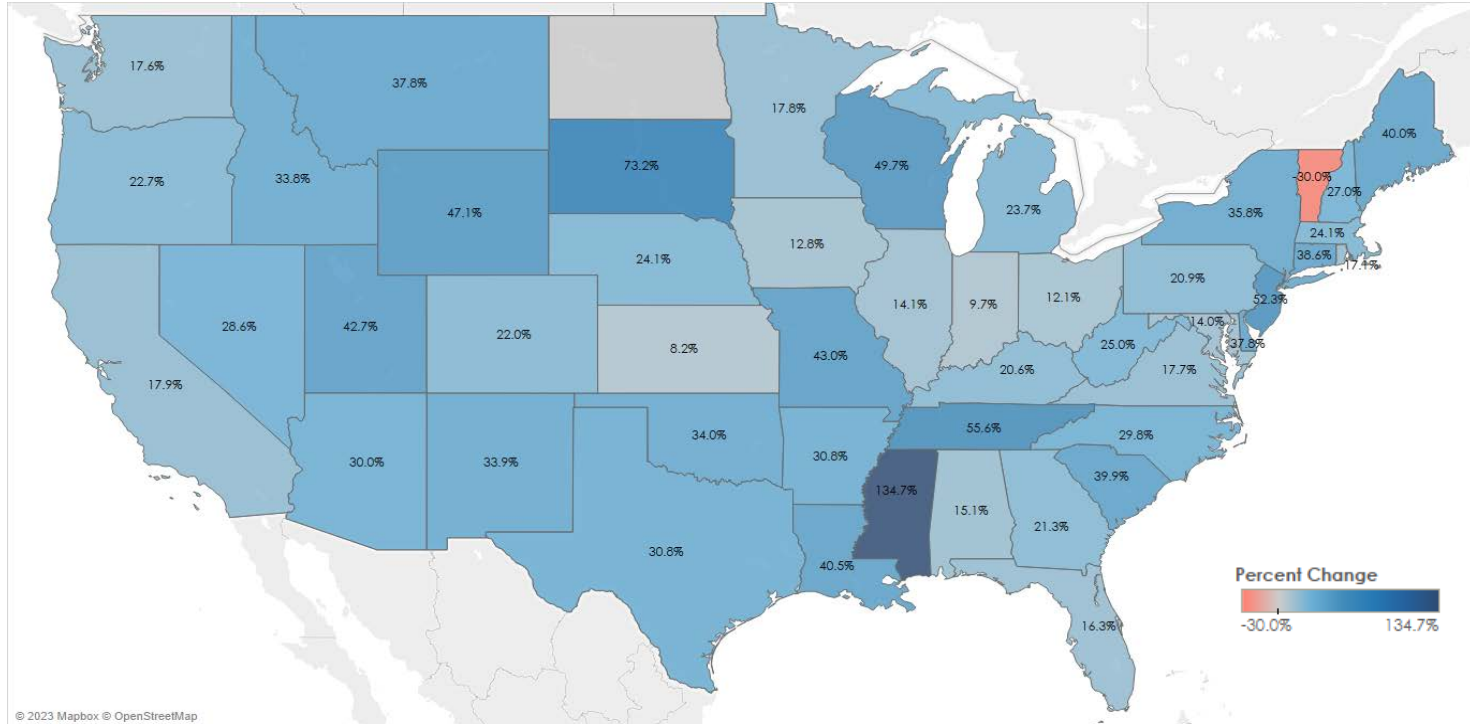
Asian/Pacific Islander Students, 2023-24 to 2028-29



Source: Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*, www.knocking.wiche.edu

Projected Change in High School Graduates

Multi-Race Students, 2023-24 to 2028-29



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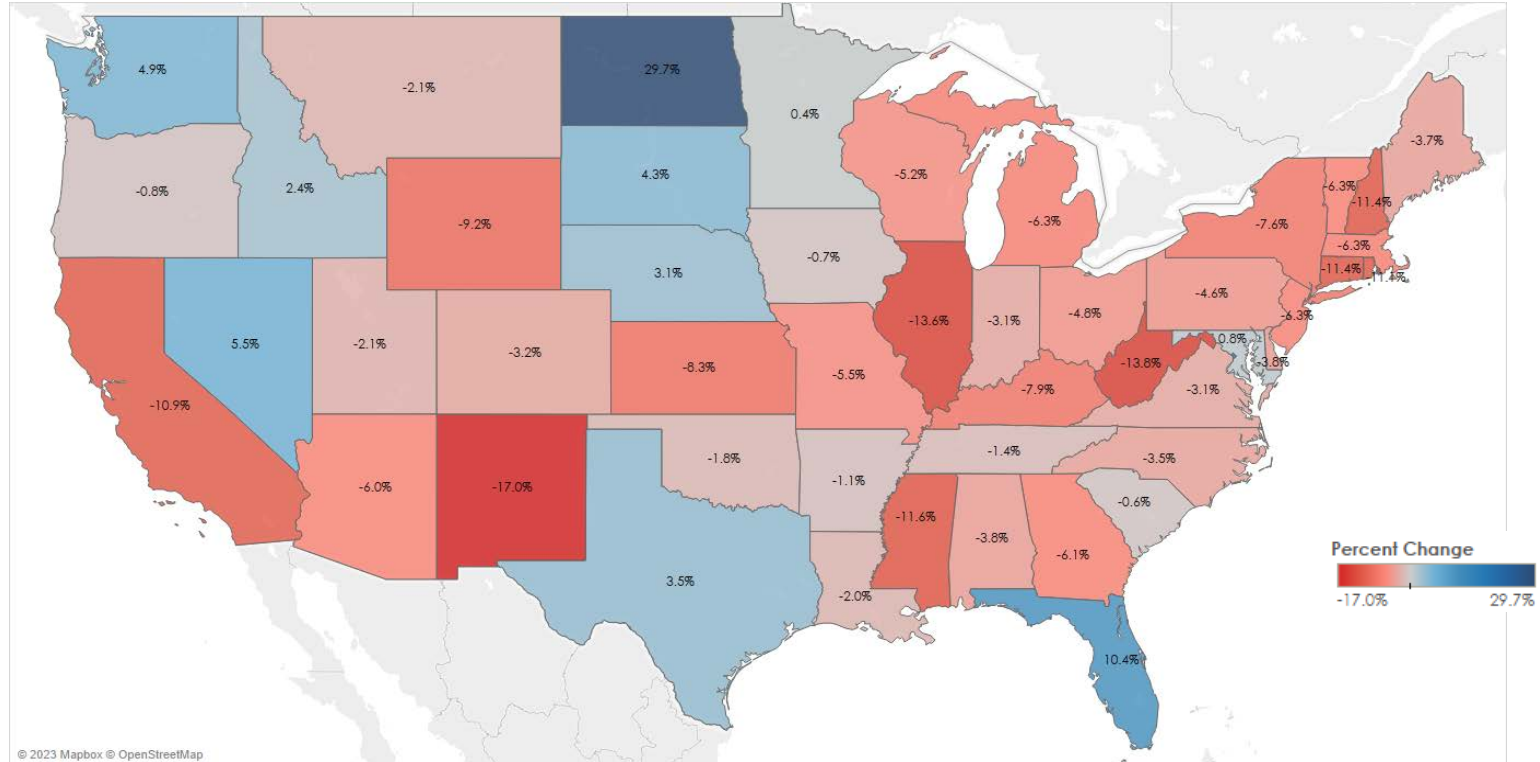
Source: Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*, www.knocking.wiche.edu

A blue-tinted photograph of three people in a meeting. A woman on the left is pointing at a document on a table. A man in the center is looking at the document. A woman on the right is writing on the document. There are laptops and papers on the table. The text "10-year Change" is overlaid in white.

10-year Change

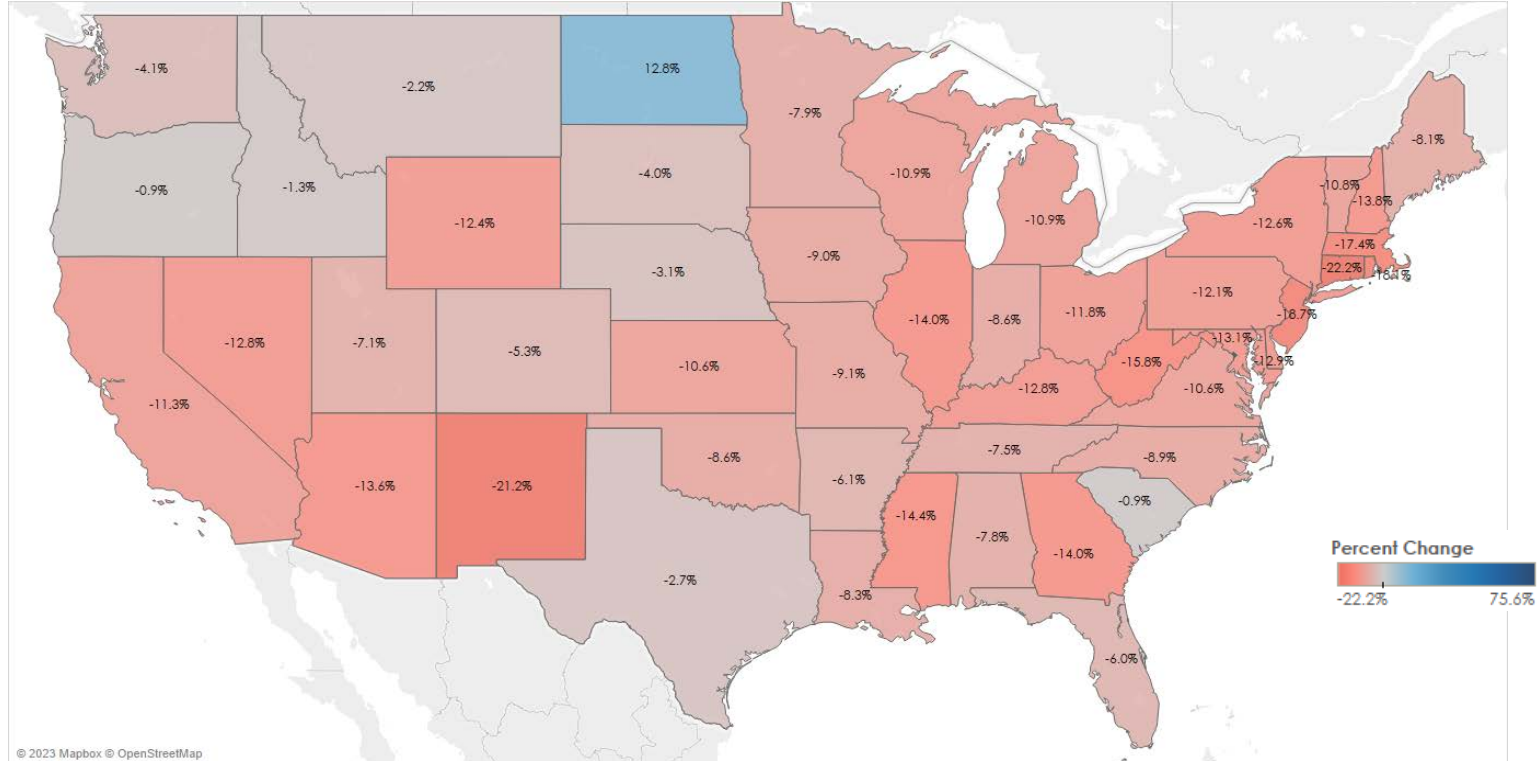
Projected Change in High School Graduates

Public and Non-Public, 2023-24 to 2033-34



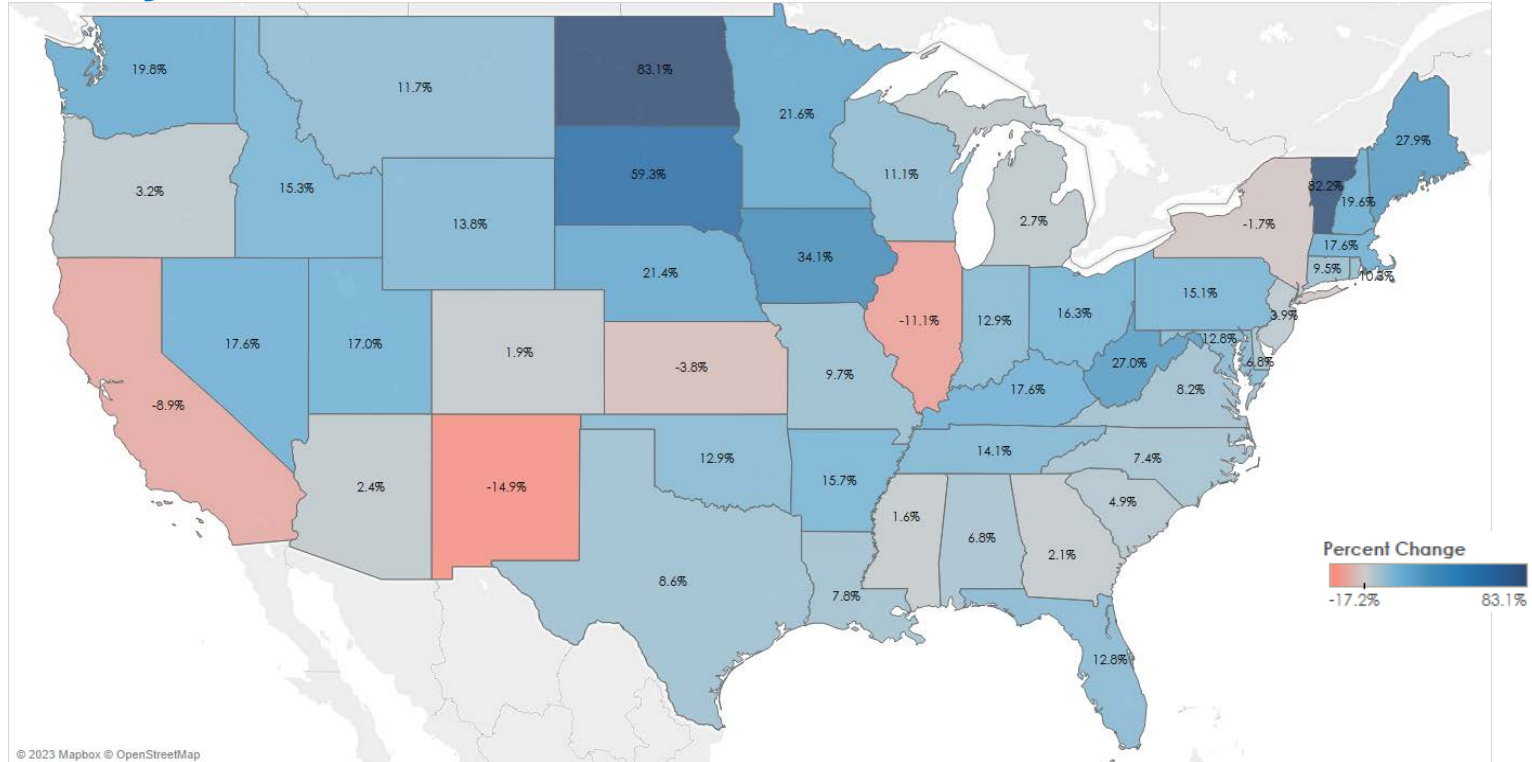
Projected Change in High School Graduates

White, Non-Hispanic, 2023-24 to 2033-34



Projected Change in High School Graduates

Students of Color, 2023-24 to 2033-34

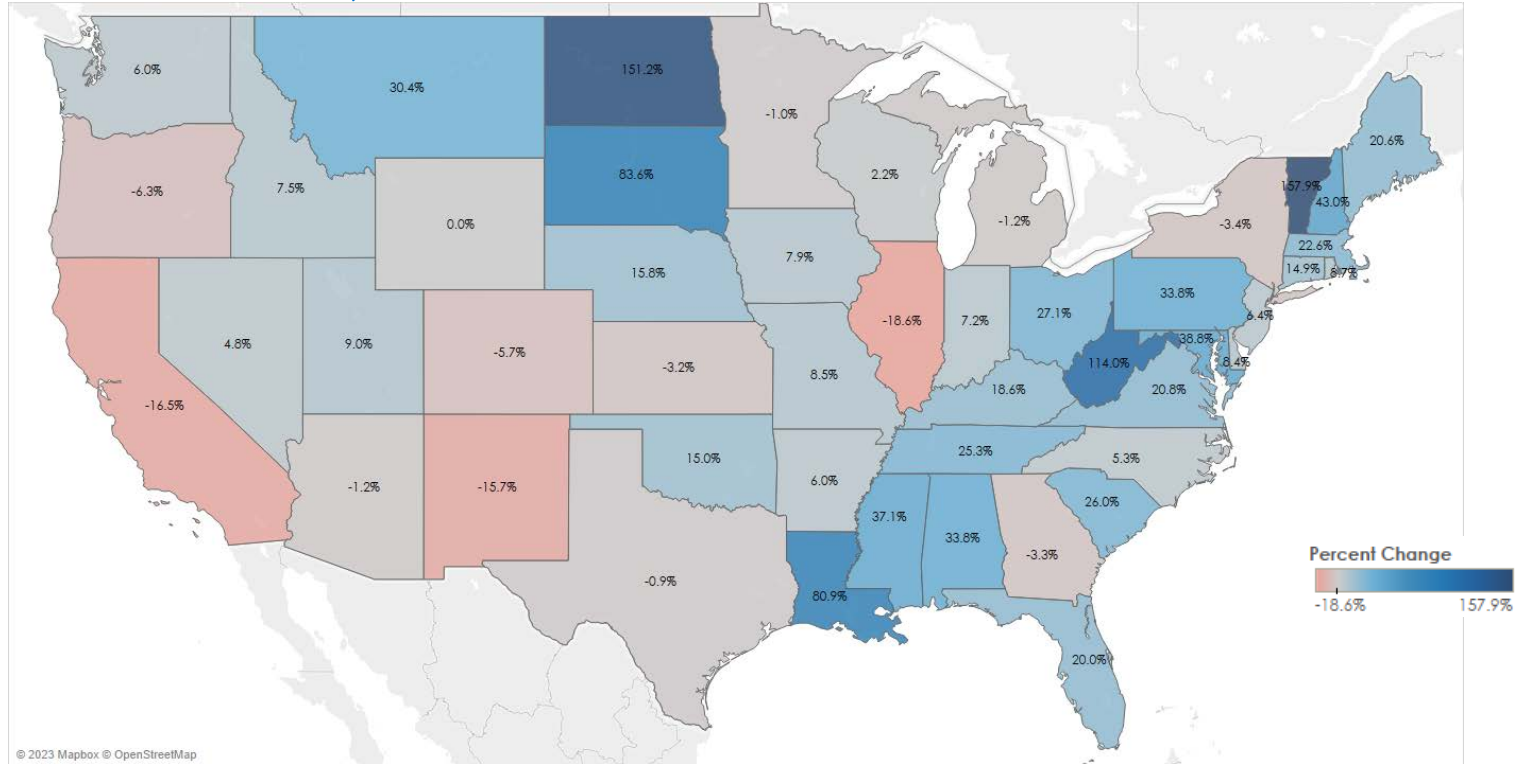


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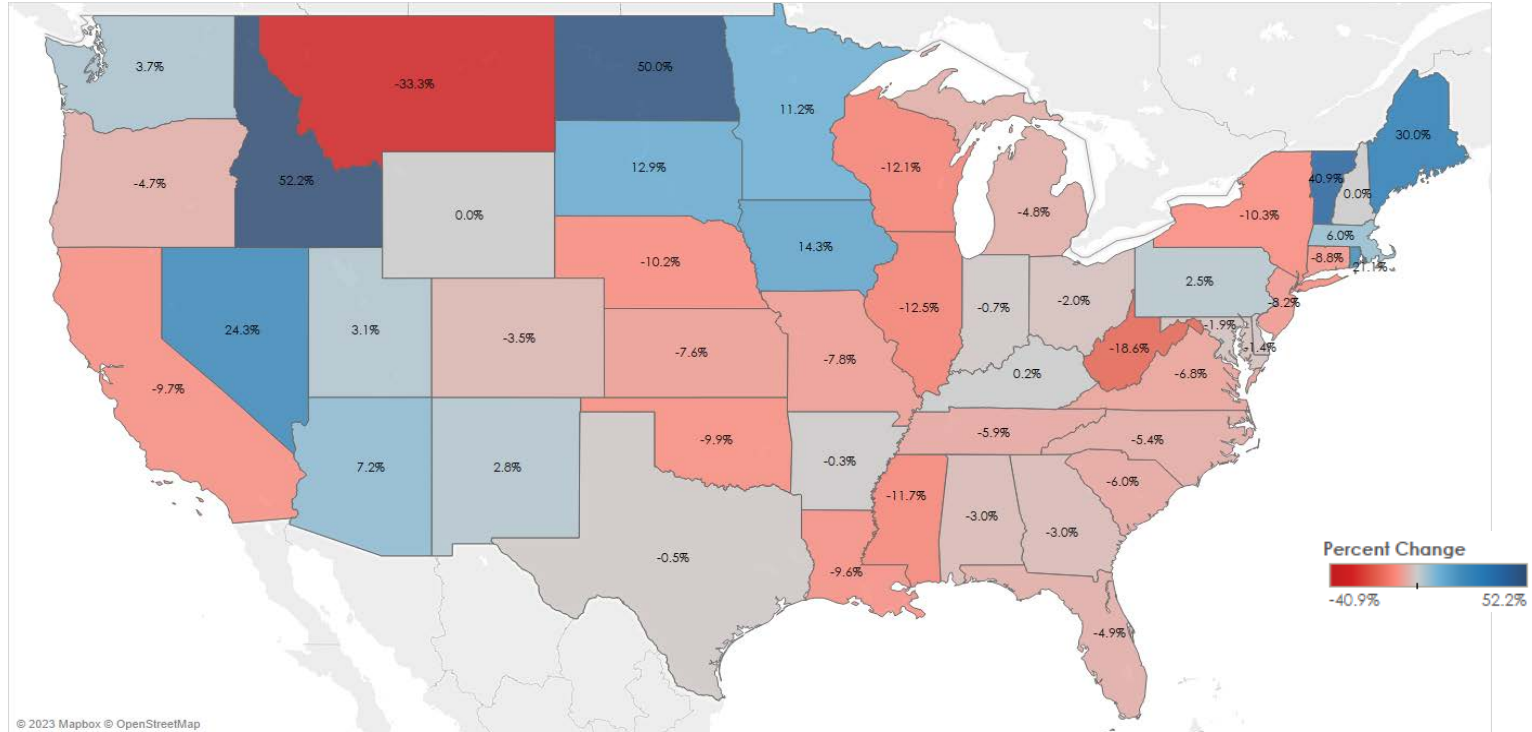
Projected Change in High School Graduates

Hispanic Students, 2023-24 to 2033-34



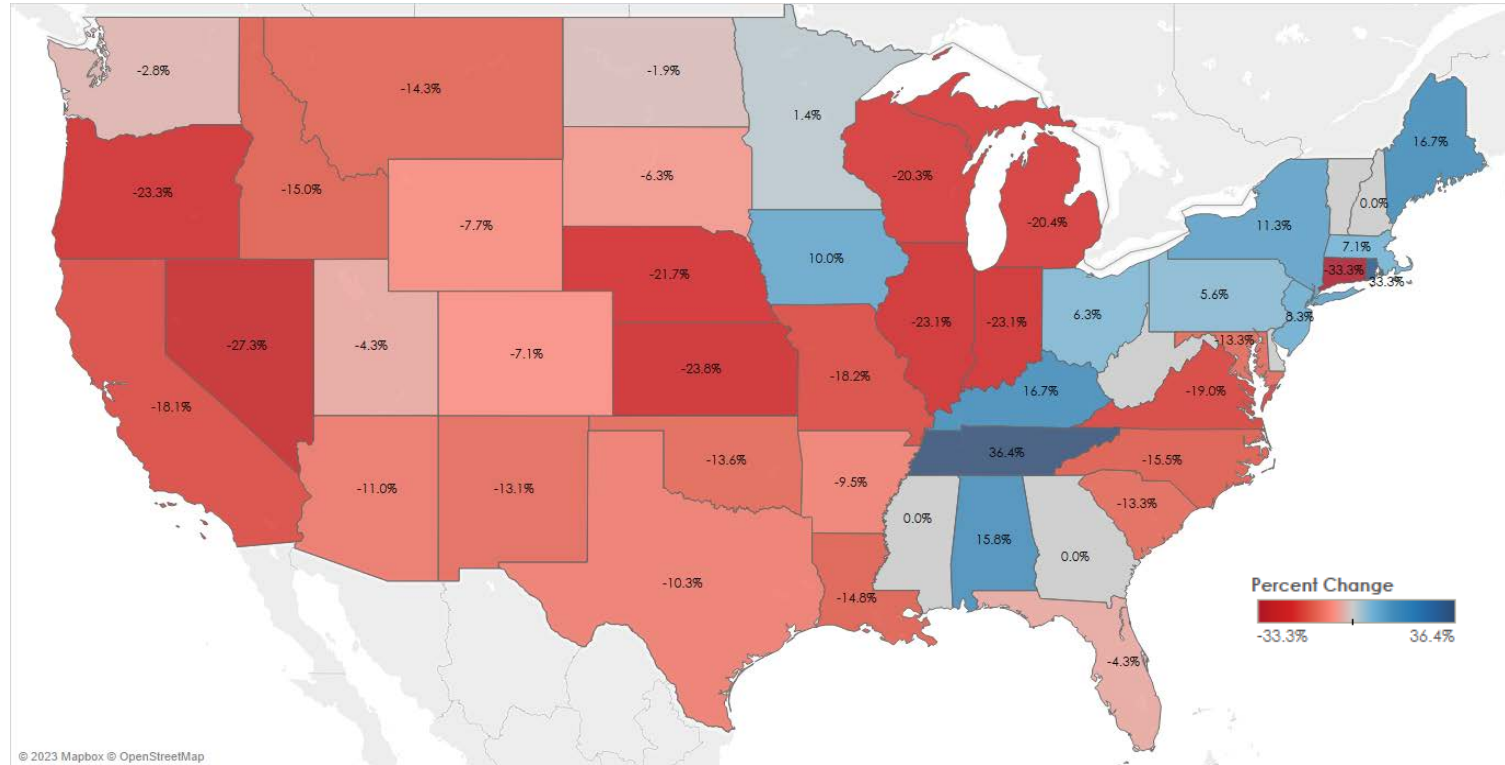
Projected Change In High School Graduates

Black Students, 2023-24 to 2028-29

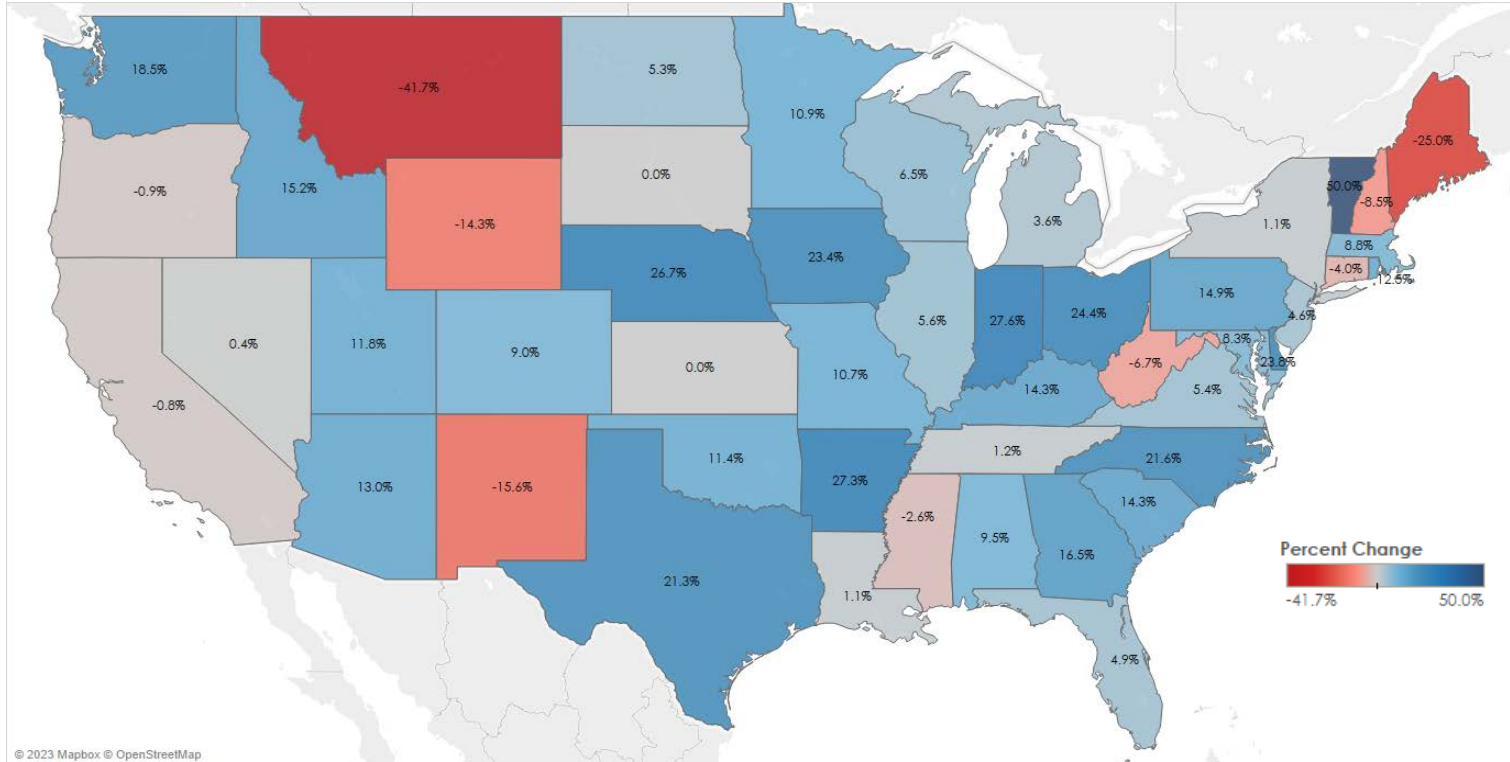


Projected Change in High School Graduates

American Indian/AK Native Students, 2023-24 to 2028-29



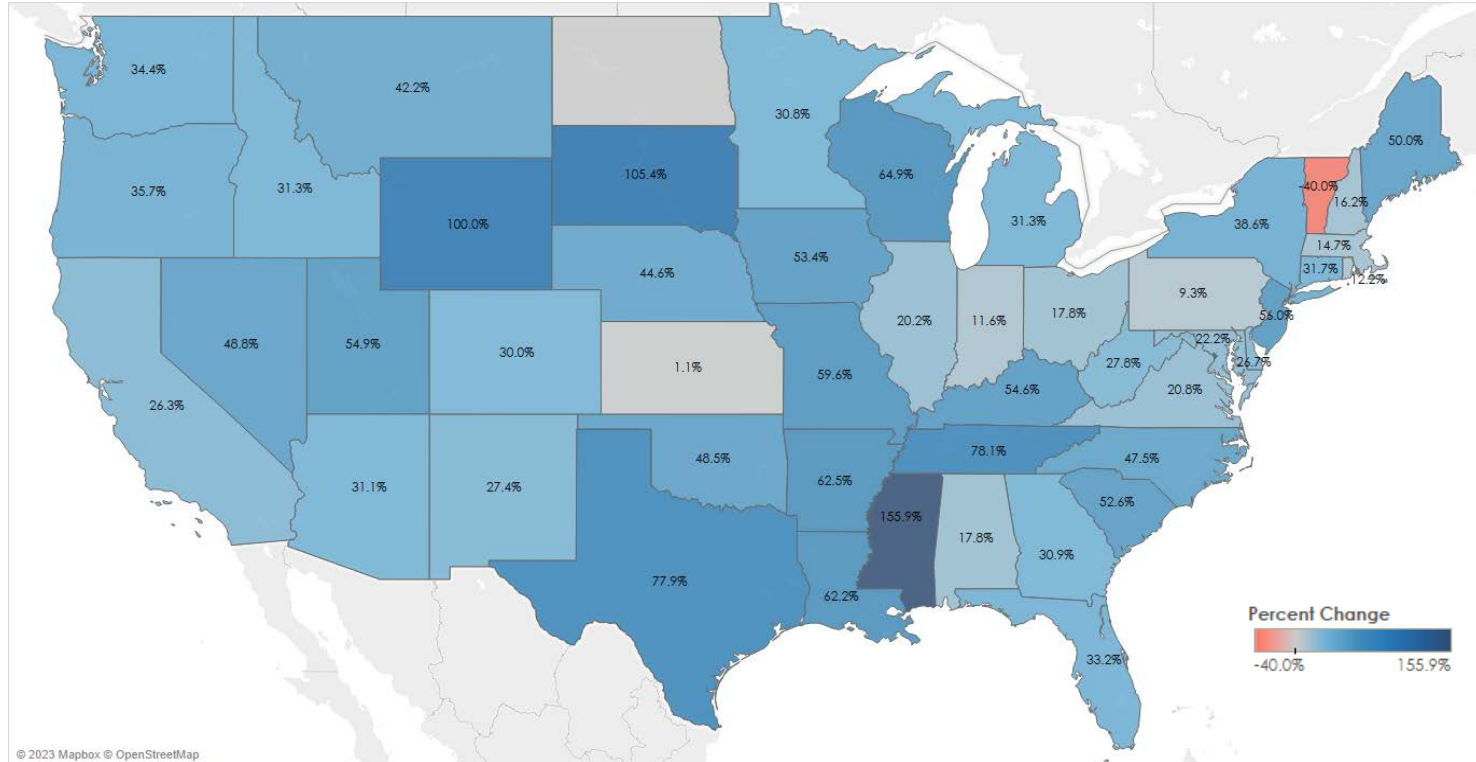
Projected Change in High School Graduates Asian/Pacific Islander Students, 2023-24 to 2028-29



Source: Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*, www.knocking.wiche.edu

Projected Change in High School Graduates

Multi-Race Students, 2023-24 to 2033-34



Source: Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*, www.knocking.wiche.edu

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State Migration – Which States Export the Most Students?



Top Five States by Proportion

Connecticut

The Competition Factor



	In-state Counts	Percentage	Rank
2023-24 High School Seniors*	42,840		29
Institutions of Higher Education**	52		33
College Continuation***	33,535	78.3%	3
Leave the State to Go to College***	13,778	32.2%	2

Largest Institutions***	In-state Freshman***	Estimated Market Share^
University of Connecticut	2361	8.96%
GateWay Community College	1177	5.86%
Naugatuck Valley Community College	1105	5.50%
Central Connecticut State University	1105	5.50%
Southern Connecticut State University	1030	5.13%

Remaining Students	Remaining Institutions	Students Per Institution
12,979	47	276

Sources:

*Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*, www.knocking.wiche.edu

**National Center for Education Statistics, IPEDS, 2022

***National Center for Education Statistics, Freshman Migration Data for 2020-21

Washington D.C.

The Competition Factor

	In-state Counts	Percentage	Rank
2023-24 High School Seniors*	4,580		51
Institutions of Higher Education**	9		50
College Continuation***	3,258	71.1%	14
Leave the State to Go to College***	2,587	56.5%	1

Largest Institutions***	In-state Freshman***	Estimated Market Share^
University of the District of Columbia	335	8.96%
Trinity Washington University	115	17.80%
Career Technical Institute	48	7.43%
George Washington University	33	5.11%

Remaining Students	Remaining Institutions	Students Per Institution
140	5	28

Sources:

*Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*. www.knocking.wiche.edu

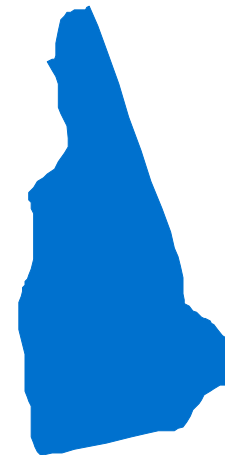
**National Center for Education Statistics, IPEDS, 2022

***National Center for Education Statistics. Freshman Migration Data for 2020-21



New Hampshire

The Competition Factor



	In-state Counts	Percentage	Rank
2023-24 High School Seniors*	15,050		41
Institutions of Higher Education**	25		41
College Continuation***	10,583	70.3%	16
Leave the State to Go to College***	4,637	30.8%	3

Largest Institutions***	In-state Freshman***	Estimated Market Share^
Southern New Hampshire University	1243	8.96%
University of New Hampshire-Main Campus	1162	19.54%
NHTI-Concord's Community College	573	9.64%
Plymouth State University	501	8.43%
Manchester Community College	386	6.49%

Remaining Students	Remaining Institutions	Students Per Institution
2,081	20	104

Sources:

*Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*, www.knocking.wiche.edu

**National Center for Education Statistics, IPEDS, 2022

***National Center for Education Statistics, Freshman Migration Data for 2020-21

New Jersey

The Competition Factor



	In-state Counts	Percentage	Rank
2023-24 High School Seniors*	117,140		9
Institutions of Higher Education**	103		13
College Continuation***	86,527	73.9%	6
Leave the State to Go to College***	33,716	28.8%	4

	In-state Freshman***	Estimated Market Share^
Largest Institutions***		
Rutgers University-New Brunswick	5467	8.96%
Montclair State University	2936	5.65%
Rowan University	2155	4.15%
Middlesex County College	2140	4.12%
Ocean County College	1947	3.75%

Remaining Students	Remaining Institutions	Students Per Institution
38,166	98	389

Sources:

*Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*, www.knocking.wiche.edu

**National Center for Education Statistics, IPEDS, 2022

***National Center for Education Statistics, Freshman Migration Data for 2020-21

Vermont

The Competition factor



	In-state Counts	Percentage	Rank
2023-24 High School Seniors*	6,360		49
Institutions of Higher Education**	19		47
College Continuation***	3,645	57.3%	46
Leave the State to Go to College***	1,822	28.6%	5

Largest Institutions***	In-state Freshman***	Estimated Market Share^
Community College of Vermont	651	8.96%
University of Vermont	578	30.98%
Castleton University	128	6.86%
Northern Vermont University	124	6.65%
Vermont Technical College	102	5.47%

Remaining Students	Remaining Institutions	Students Per Institution
240	14	17

Sources:

*Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*, www.knocking.wiche.edu

**National Center for Education Statistics, IPEDS, 2022

***National Center for Education Statistics, Freshman Migration Data for 2020-21

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Top Five States by Volume

Illinois

The Competition Factor



	In-state Counts	Percentage	Rank
2023-24 High School Seniors*	147,030		5
Institutions of Higher Education**	165		7
College Continuation***	101,939	69.3%	17
Leave the State to Go to College***	33,377	22.7%	12

Largest Institutions***	In-state Freshman***	Estimated Market Share^
University of Illinois Urbana-Champaign	5626	8.96%
University of Illinois Chicago	3220	4.66%
Illinois State University	3190	4.62%
College of DuPage	3024	4.38%
William Rainey Harper College	2204	3.19%

Remaining Students	Remaining Institutions	Students Per Institution
51,299	160	321

Sources:

*Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*. www.knocking.wiche.edu

**National Center for Education Statistics, IPEDS, 2022

***National Center for Education Statistics. Freshman Migration Data for 2020-21

New York

The Competition Factor



	In-state Counts	Percentage	Rank
2023-24 High School Seniors*	210,530		4
Institutions of Higher Education**	327		2
College Continuation***	166,196	78.9%	1
Leave the State to Go to College***	33,381	15.9%	21

Largest Institutions***	In-state Freshman***	Estimated Market Share^
CUNY Borough of Manhattan Community College	5078	8.96%
University at Buffalo	3855	2.94%
Suffolk County Community College	3623	2.76%
Stony Brook University	2935	2.24%
Nassau Community College	2699	2.06%

Remaining Students	Remaining Institutions	Students Per Institution
114,625	322	356

Sources:

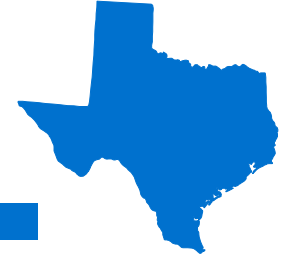
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**National Center for Education Statistics, IPEDS, 2022

***National Center for Education Statistics, Freshman Migration Data for 2020-21

Texas

The Competition Factor



	In-state Counts	Percentage	Rank
2023-24 High School Seniors*	398,030		2
Institutions of Higher Education**	254		3
College Continuation***	240,482	60.4%	45
Leave the State to Go to College***	33,203	8.3%	50

Largest Institutions***	In-state Freshman***	Estimated Market Share^
Texas A & M University-College Station	10530	8.96%
Lone Star College System	9663	4.73%
Dallas College	8027	3.93%
The University of Texas at Austin	7609	3.73%
Texas Tech University	6014	2.95%
Texas State University	5689	2.79%
Houston Community College	5466	2.68%

Remaining Students	Remaining Institutions	Students Per Institution
154,281	247	625

Sources:

*Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*, www.knocking.wiche.edu

**National Center for Education Statistics, IPEDS, 2022

***National Center for Education Statistics, Freshman Migration Data for 2020-21

Massachusetts

The Competition Factor



	In-state Counts	Percentage	Rank
2023-24 High School Seniors*	78,440		14
Institutions of Higher Education**	111		11
College Continuation***	58,052	74.0%	5
Leave the State to Go to College***	20,423	26.0%	6

	In-state Freshman***	Estimated Market Share^
Largest Institutions***		
University of Massachusetts-Amherst	3705	8.96%
University of Massachusetts-Boston	2004	5.34%
University of Massachusetts-Lowell	1851	4.94%
Bridgewater State University	1286	3.43%
Quinsigamond Community College	1224	3.26%

Remaining Students	Remaining Institutions	Students Per Institution
27,560	106	260

Sources:

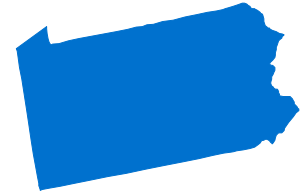
*Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*, www.knocking.wiche.edu

**National Center for Education Statistics, IPEDS, 2022

***National Center for Education Statistics, Freshman Migration Data for 2020-21

Pennsylvania

The Competition Factor



	In-state Counts	Percentage	Rank
2023-24 High School Seniors*	146,450		6
Institutions of Higher Education**	243		4
College Continuation***	95,470	65.2%	34
Leave the State to Go to College***	20,403	13.9%	26

	In-state Freshman***	Estimated Market Share^
Largest Institutions***		
The Pennsylvania State University	9860	8.96%
Temple University	3433	4.66%
Community College of Allegheny County	2626	3.56%
University of Pittsburgh-Pittsburgh Campus	2485	3.37%
West Chester University of Pennsylvania	2434	3.30%


Remaining Students	Remaining Institutions	Students Per Institution
54,228	238	228

Sources:

*Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*, www.knocking.wiche.edu

**National Center for Education Statistics, IPEDS, 2022

***National Center for Education Statistics, Freshman Migration Data for 2020-21

A person is shown from the chest down, wearing a blue button-down shirt. They are holding a black smartphone in their right hand, looking at the screen. In the foreground, the keyboard of a silver laptop is visible. The entire image is overlaid with a semi-transparent blue filter.

Indicators of Higher Education Equity in the United States

Purchasing Power of Federal Pell Grant and Direct Loan

Four-year Private

Year	Maximum Pell	Federal Loan	Pell + Direct	Average Tuition and Fees	P+D Tuition and Fees
2014-15	\$5,730	\$3,500*	\$9,230	\$31,231	29.6%
2015-16	\$5,775	\$3,500*	\$9,275	\$32,405	28.6%
2016-17	\$5,815	\$3,500*	\$9,315	\$33,480	27.8%
2017-18	\$5,920	\$3,500*	\$9,420	\$34,740	27.1%
2018-19	\$6,095	\$3,500*	\$9,595	\$35,680	26.9%
2019-20	\$6,195	\$3,500*	\$9,695	\$36,880	26.3%
2020-21	\$6,345	\$3,500*	\$9,845	\$37,270	26.4%
2021-22	\$6,495	\$3,500*	\$9,995	\$38,070	26.3%
2022-23	\$6,895	\$3,500*	\$10,395	\$39,400	26.4%



Purchasing Power of Federal Pell Grant and Direct Loan

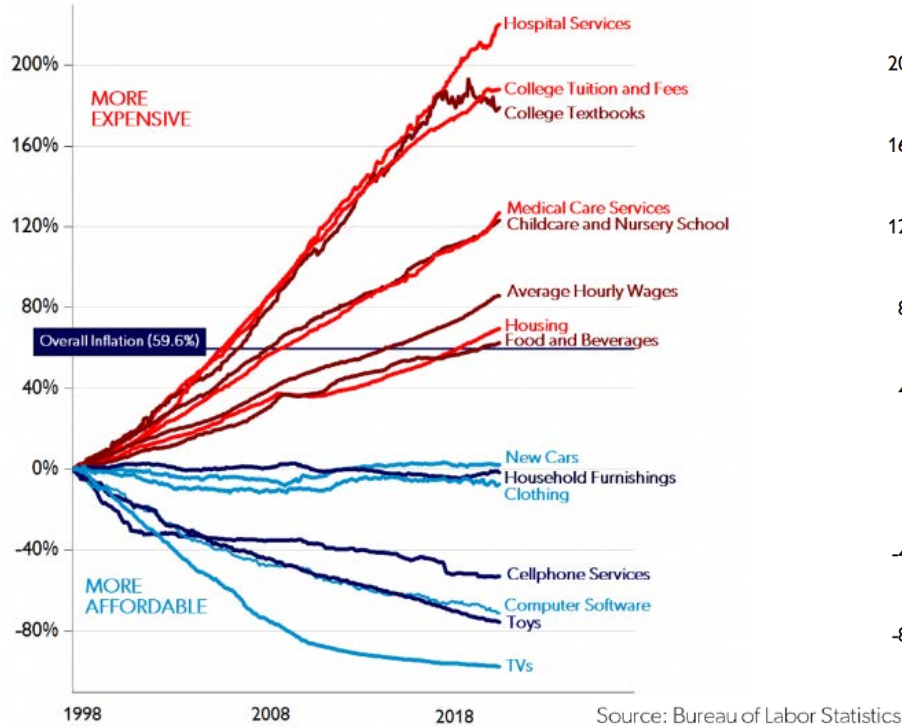
Four-year Public

Year	Maximum Pell	Federal Loan	Pell + Direct	Average Tuition and Fees	P+D Tuition and Fees
2014-15	\$5,730	\$3,500*	\$9,230	\$9,139	101.0%
2015-16	\$5,775	\$3,500*	\$9,275	\$9,410	98.6%
2016-17	\$5,815	\$3,500*	\$9,315	\$9,650	96.5%
2017-18	\$5,920	\$3,500*	\$9,420	\$9,970	94.5%
2018-19	\$6,095	\$3,500*	\$9,595	\$10,210	94.0%
2019-20	\$6,195	\$3,500*	\$9,695	\$10,440	92.9%
2020-21	\$6,345	\$3,500*	\$9,845	\$10,570	93.1%
2021-22	\$6,495	\$3,500*	\$9,995	\$10,750	93.0%
2022-23	\$6,895	\$3,500*	\$10,395	\$10,940	95.0%

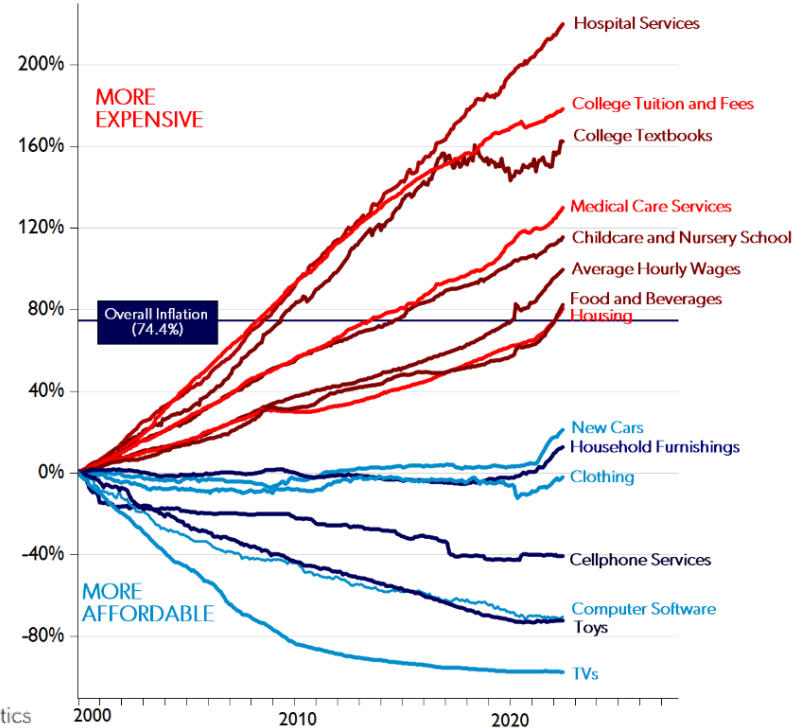


Price Changes of Selected U.S. Goods and Services

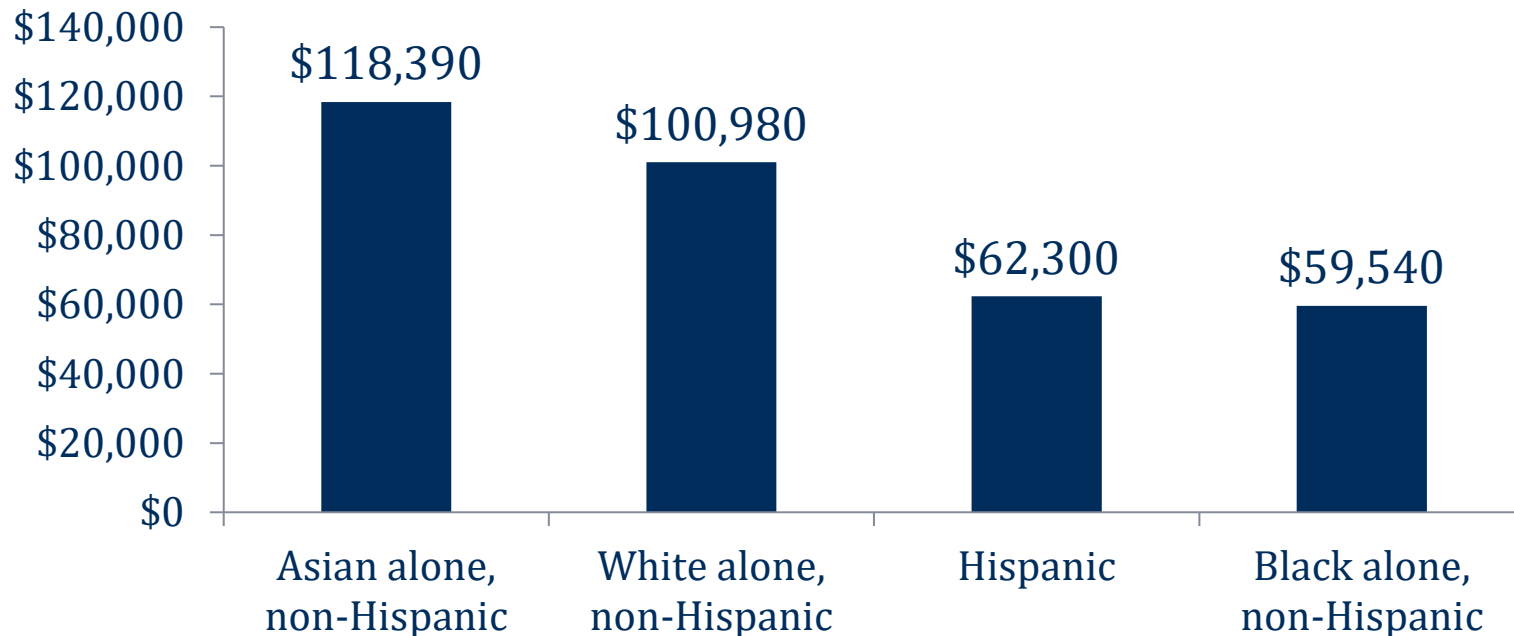
January 1998 – December 2019



January 2000 – June 2022



Median Family Income by Selected Characteristics 2021

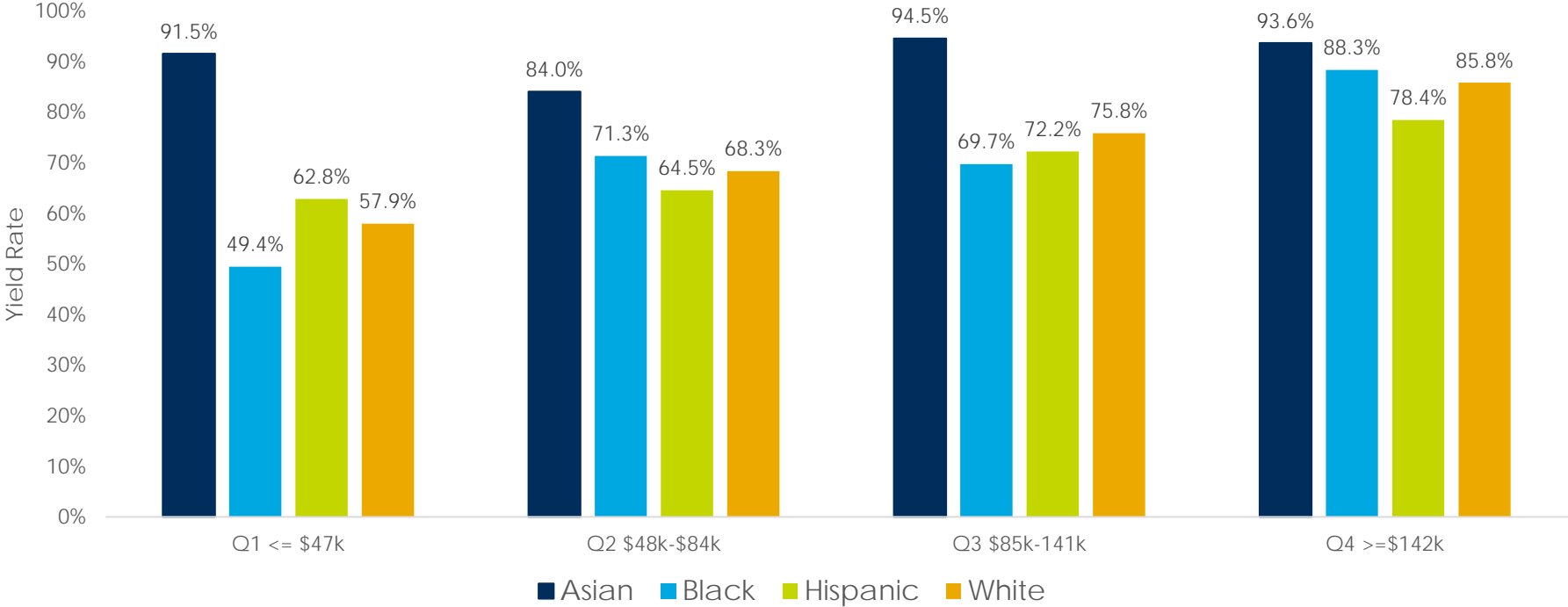


The ability to pay of prospective students plays a significant role in who will earn a bachelor's degree.

Quartile	Family Income*	College Attainment
Q1	\$46,697 or less	1 in 8 will earn a BA degree by age 24 (Approximately 12.9%)
Q2	\$46,698 to \$84,530	1 in 5 will earn a BA degree by age 24 (Approximately 20.7%)
Q3	\$84,531 to \$141,886	2 in 5 will earn a BA degree by age 24 (Approximately 38.8%)
Q4	\$141,887 and above	2 in 3 will earn a BA degree by age 24 (Approximately 62.0%)

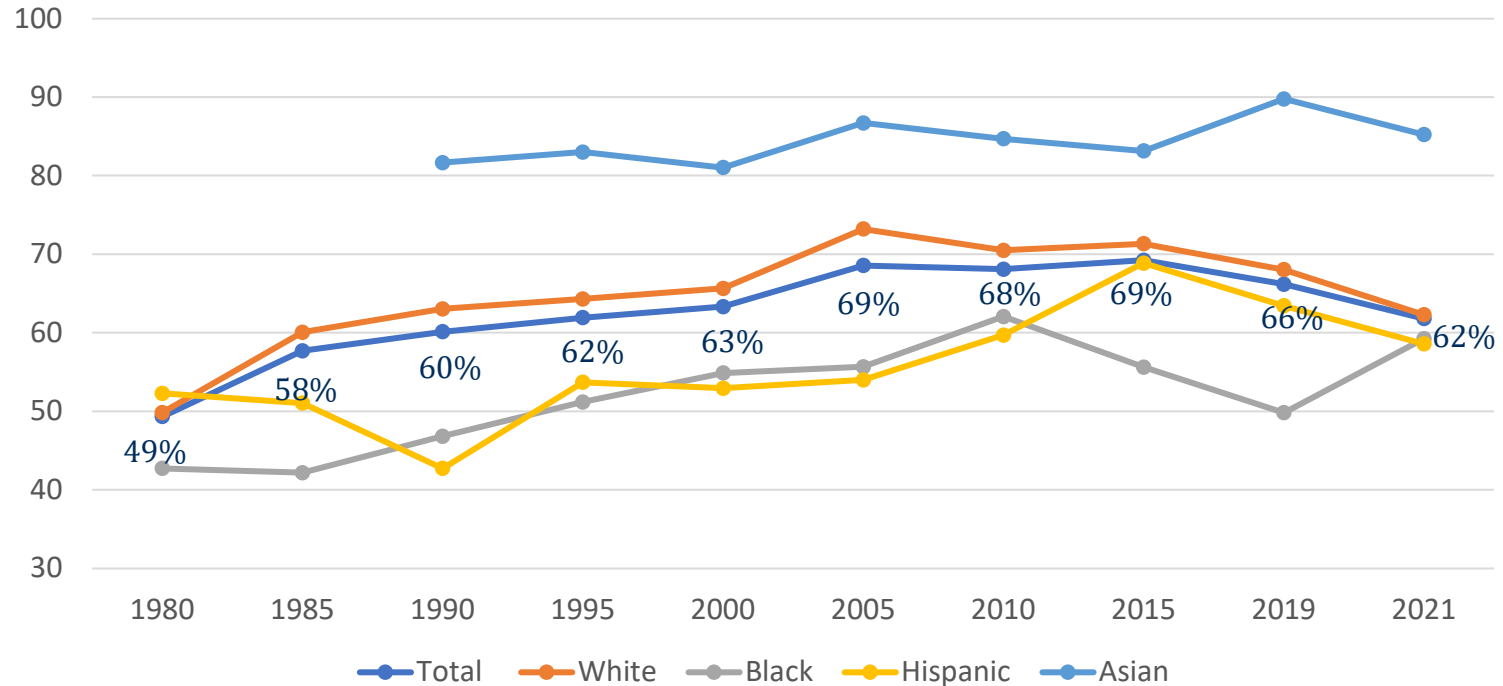


Equity Indicator: College Continuation Rates by Race/Ethnicity and Family Income Quartile: 2020



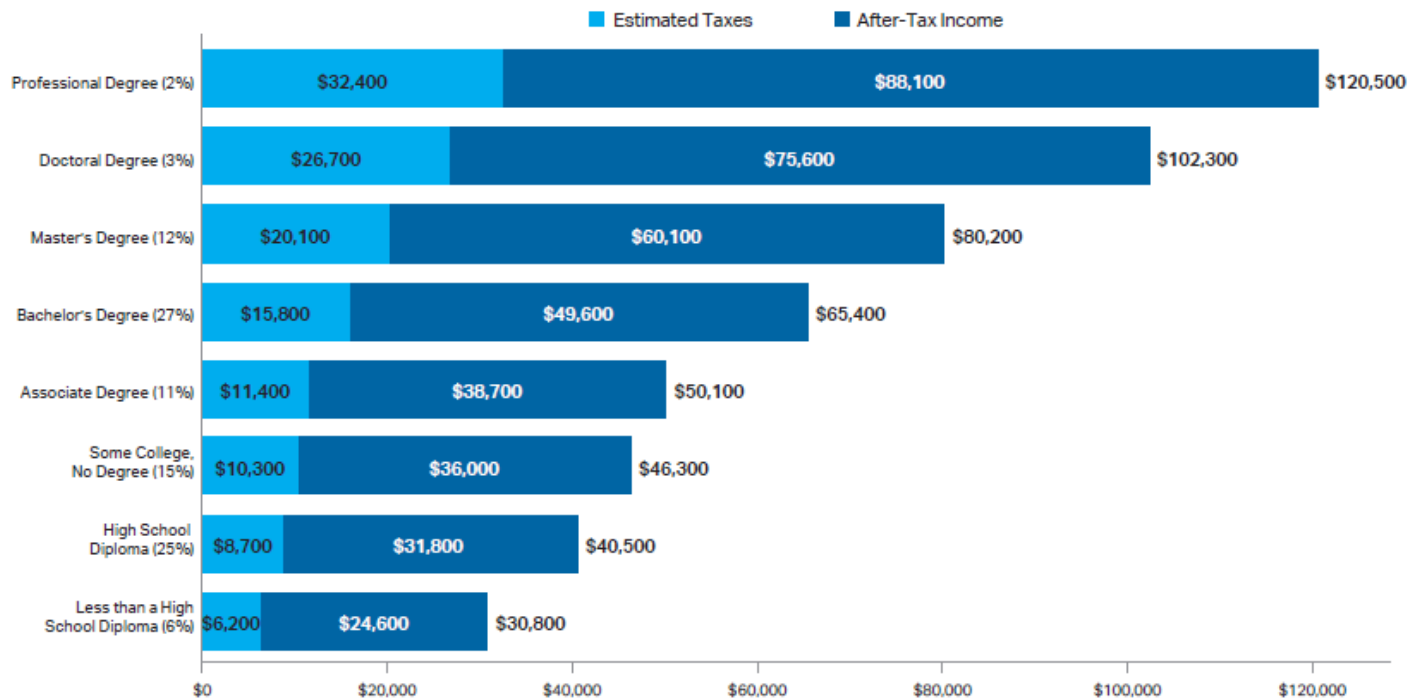
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College participation rates after high school graduation had been a key enrollment growth driver, however, they have decreased in recent years, especially after COVID.



Source: U.S. Department of Education. Institute of Education Sciences, National Center for Education Statistics.
Digest of Educational Statistics: Table 302.20

Median Earnings and Tax Payments of Full-time, Year-round Workers Ages 25 and Older, by Education Level, 2018



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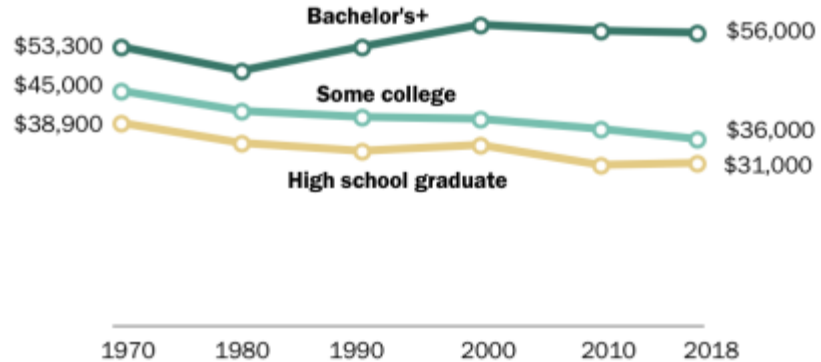


Educational Attainment and Income (ages 25 to 37)

Source: The Growing Partisan Divide in Views of Higher Education. Pew Research Center, Washington, D.C. (August 19, 2019)
<https://www.pewresearch.org/social-trends/2019/08/19/the-growing-partisan-divide-in-views-of-higher-education-2/>

Income gap between four-year college graduates and other workers has grown in recent decades

Median annual earnings among full-time workers ages 25 to 37, in 2017 dollars



Note: Median annual earnings include only wage and salary income (self-employment income is not included). Earnings are based on 25- to 37-year-olds who worked full time during the previous calendar year and reported positive income. "Full time" refers to those who usually worked at least 35 hours per week last year. "High school graduate" includes those who have a high school diploma or equivalent, such as a GED certificate. "Some college" includes those with an associate degree and those who attended college but did not obtain a degree. In 1970, 1980 and 1990, "high school graduate" includes those who completed 12th grade (regardless of diploma status) and "Bachelor's+" includes those who completed at least four years of college (regardless of degree status).

Source: Pew Research Center analysis of 1970, 1980, 1990, 2000, 2010 and 2018 Current Population Survey Annual Social and Economic Supplement (IPUMS).

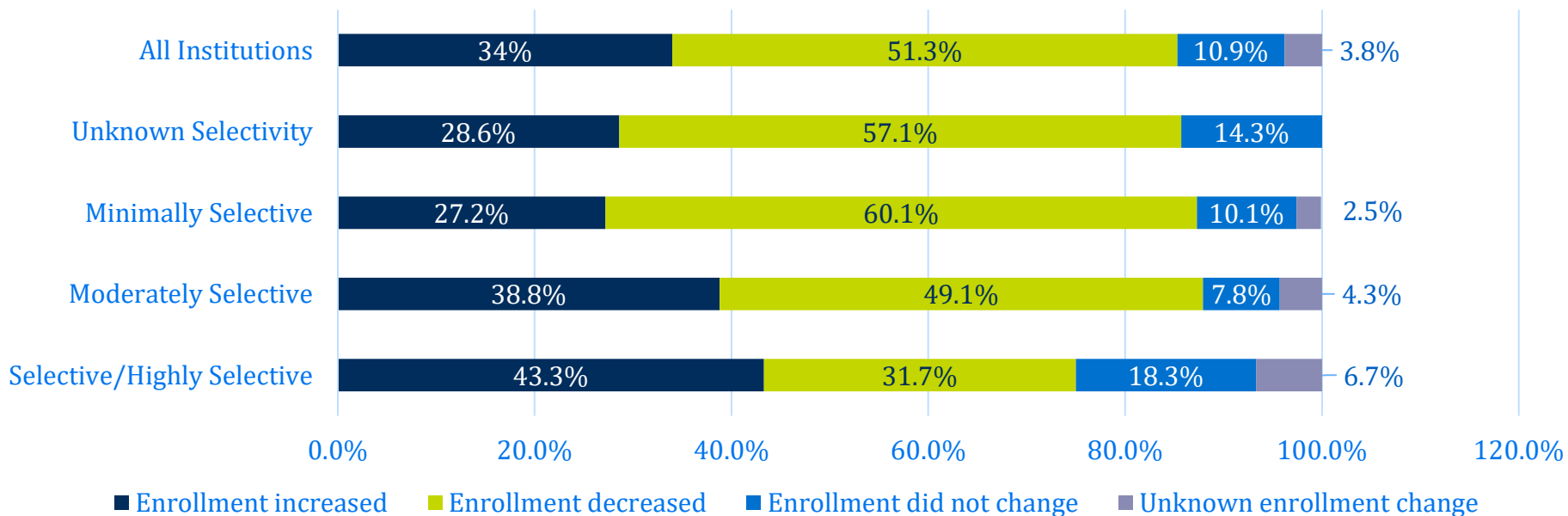
PEW RESEARCH CENTER

Unemployment Rates Among Individuals Ages 25 and Older, by Education Level, 2002-2022



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Distribution of Institutions that Reported Undergraduate Enrollment Changes Between AY 2021-22 and AY 2022-23*, by Admissions Selectivity



What does this mean?

- High school students are becoming increasingly diverse and needy
- College attainment can be the great equalizer in terms of income and help students and families reshape their futures
- Reliance on only the best academically prepared students with solid financial resources is not sustainable – and frequently not mission centric for either public or private institutions
- During the coming decade we need to:
 - maximize college participation rates among underserved students
 - provide strategic scholarships and financial aid
 - expand services in academic support and career advancement
 - Implement retention strategies to maximize college attainment rates

An aerial photograph of a vast, flat landscape, likely a salt flat or desert, with a blue color overlay. The terrain is mostly flat with some low-lying vegetation and small structures visible in the distance. The sky is a deep blue, and the overall image has a monochromatic blue tint.

Points to Ponder

Some High-School Grads Say No to College. Here's Why — and What Might Change Their Minds.

By *Audrey Williams June* | SEPTEMBER 28, 2022

Reasons:

1. Cost of college (40%)
2. Higher education isn't worth the money (20%)

Future plans:

1. Going or returning to college (46%)
2. Not going or retuning to college (41%)
3. Unsure (13%)

https://www.chronicle.com/article/some-high-school-grads-say-no-to-college-heres-why-and-what-might-change-their-minds?cid=gen_sign_in
Source: Exploring the Exodus From Higher Education. Edge Research, HCM Strategists, and the Bill & Melinda Gates Foundation. Spring 2022

Students' solutions to enrollment decline doesn't seem to be offering more money

Instead, they are looking for additional support with:

- a. Programs that fit schedule
- b. Free laptops and internet access
- c. Availability of academic counselors to help navigate which classes to take
- d. Availability of career counselors to find jobs

Majority of Americans Lack Confidence in Value of 4-Year Degree

All age groups are more likely to disagree than agree that getting a four-year degree is worth the cost, citing debt and doubts about skill development.

By Doug Lederman

Poll questions:

1. “A four-year college education is not worth the cost because people often graduate without specific job skills and with a large amount of debt to pay off.” **Respondents: 56% in 2023, up from 40% in 2013**
2. “A four-year college education is worth the cost because people have a better chance to get a good job and earn more income over their lifetime.” **Respondents: 42% in 2023, down from 53% in 2013**

More students are learning to be mechanics, chefs, and construction workers as college enrollment shrinks

Grace Mayer Apr 20, 2023, 4:30 AM EDT



Trade programs with the largest increase in enrollment between Spring 2021 and Spring 2022 at two-year colleges

1. Construction: 19.3%
2. Precision and Production: 16.7%
3. Culinary: 12.7%
4. Mechanic and Repair: 11.5%

<https://www.businessinsider.com/culinary-mechanics-construction-trade-program-increase-college-enrollment-decreases-study-2023-4>
Source: National Student Clearinghouse Research Center- CTEE Report Spring 2022



Resources and Strategies

FAFSA Filing Outreach

- High school level filing data:
 - <https://studentaid.gov/data-center/student/application-volume/fafsa-completion-high-school>
 - Monitor local and feeder school filer rates, paying attention to primary market.
- Develop an outreach program to support schools and counselors:
 - College search programming should begin in 9th and 10th grades.
 - Focus on college participation and completion.
 - Consider what academic coursework is good preparation.
- Set a calendar of FAFSA conferences and encourage counselors and families to attend.
- Update institution's website with new SAI information and add links for easy completion.
- Drop post cards with school code.

Develop a Financial Aid Strategic Plan

- Coordinate with admissions a communications flow for inquiries (seniors, juniors, sophomores), applicants, admits, parents, and high school counselors that facilitates financial literacy.
- Review historical filing rates and set monthly goals for admit pools within each territory to ensure appropriate submission pace.
- Consider streamlining merit and need-based aid strategies.
- Determine if financial aid nights are beneficial. If not, are there other strategies that might be successful? Zoom meetings that demonstrate value to parents – campus life, career services, academic support services, clubs and organizations – might be more engaging.
- Transparency on costs is paramount. Make sure admissions professionals have the tools to discuss awards, gap, and payment options early in the cycle.
- Develop a plan to complete more “aid consultations” with students and families. The goal is two-fold: maximize enrollment and increase retention rates.
- More than 66% of families report not receiving a call about financial aid. Of those who did receive the outreach, 32% reported it *very* helpful and 54% reported it helpful. Make the call.

Other Strategies to Consider

- Campuses need to prepare for the increasing need and diversity and the necessary support for success. Investment in staffing that increases retention will
- Prepare administration for higher discount rates. Focus on net tuition and overall revenue. In the coming decade – the vast majority of institutions will see increasing discount rates.
- Develop compelling stories of outcomes, value and affordability for prospective students.
- Determine which academic majors have declining interest (or increased competition) and look for creative ways to generate buzz – Faculty night? Alumni panel? Employer testimonials?
- Understand the impact that test optional admission has had on your enrollment, retention, and market before you decide to require test scores.
- Develop a campus “elevator speech” that every campus partner can believe in and share externally.

Other Sources

- Western Interstate Commission for Higher Education
 - <https://knocking.wiche.edu/data/knocking-10th-data/>
- The Pell Institute for the Study of Opportunity in Higher Education, “Indicators of Higher Education Equity in the United States – 2022 Historical Report”
 - <http://pellinstitute.org/>



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Source: Western Interstate Commission for Higher Education, Knocking at the College Door: Projections of High School Graduates, 2020, www.knocking.wiche.edu.

Thank you

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