

Where did all the students go?

The impending enrollment cliff and strategies to reach potential students.





Presenters

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Hawkeye Overview

- Comprehensive Community College in Waterloo, Iowa
- Meets the needs of the community, providing quality, affordable education and training for learners at all stages of life
- Serves more than 25,000 individuals and awards almost 1,500 diplomas and degrees annually
- Service area includes Benton, Black Hawk, Bremer, Buchanan, Butler, Chickasaw, Fayette, Floyd, Grundy, and Tama counties
- Fall 2022 Credit Enrollment 4,787 students (3,098 Arts & Sciences /1,689 Career & Technical)
- 62% Part Time and 38% Full Time
- Diverse Student Enrollment is 20% of total enrollment
- 98% from Iowa and 2% outside of Iowa



Wartburg Overview

- Regional, private liberal arts college located in Waverly, Iowa
- Enrollment- 1,444 students
- Offers Bachelor's and Master's degrees
- Geographical representation: 38 states and 55 countries, 18% diversity
- 100% of students receive institutional funding
- Top majors: Business Administration, Biology (preprofessional programs), Psychology, Elementary Education, Exercise Science
- Approximately 450 students are involved in music, more than 700 involved in athletics

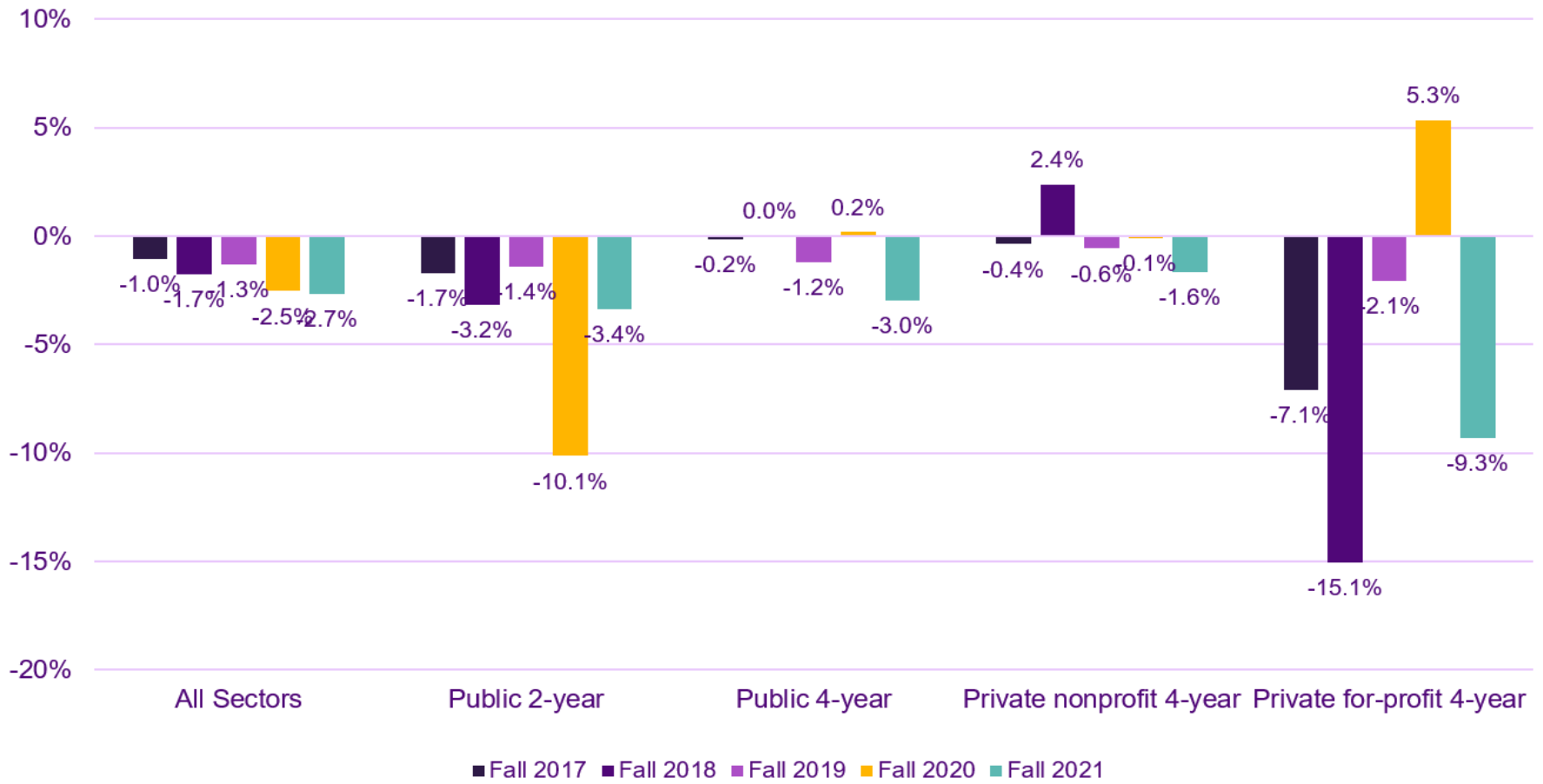


UNI Overview

- Regional, comprehensive public university in Cedar Falls, Iowa
- Ranked #2 Top Public Schools Regional University Midwest (*US News & World Report*)
- Offers bachelors, masters, and doctoral degrees
- Fall enrollment: 8,949 (7,739 UG / 1,210 Grad)
- 90% of students are from Iowa
- 25% Pell Eligible | 16% URM | about 1/3 Transfer Students
- Top majors: Education, Business, Biology, Psychology, Music

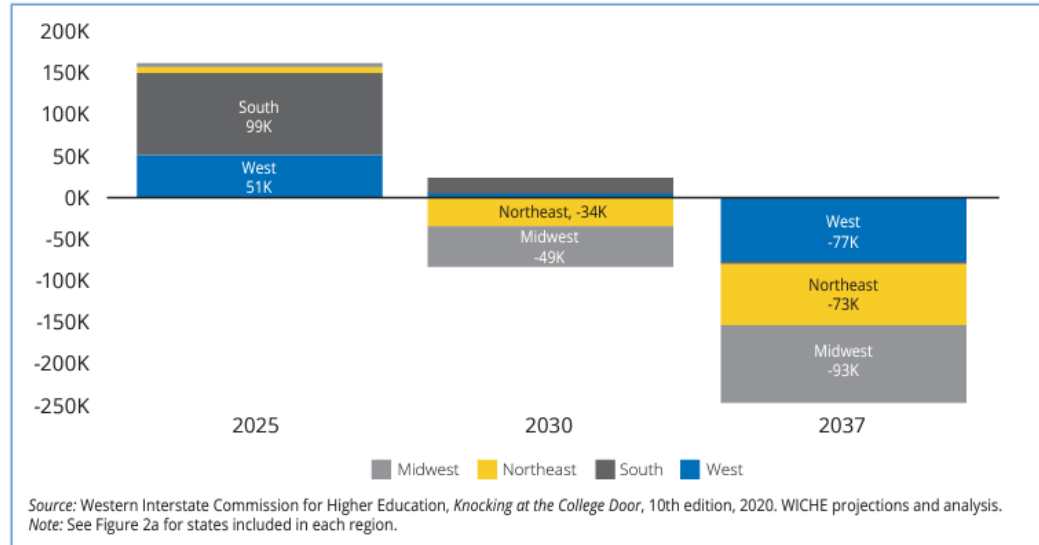


Enrollment Trends

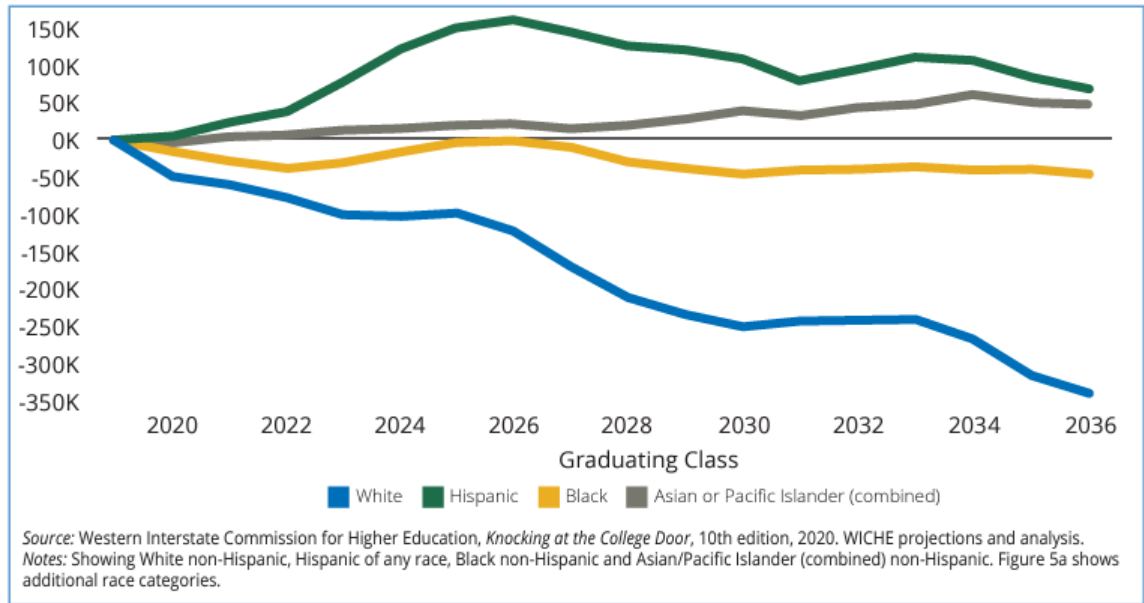


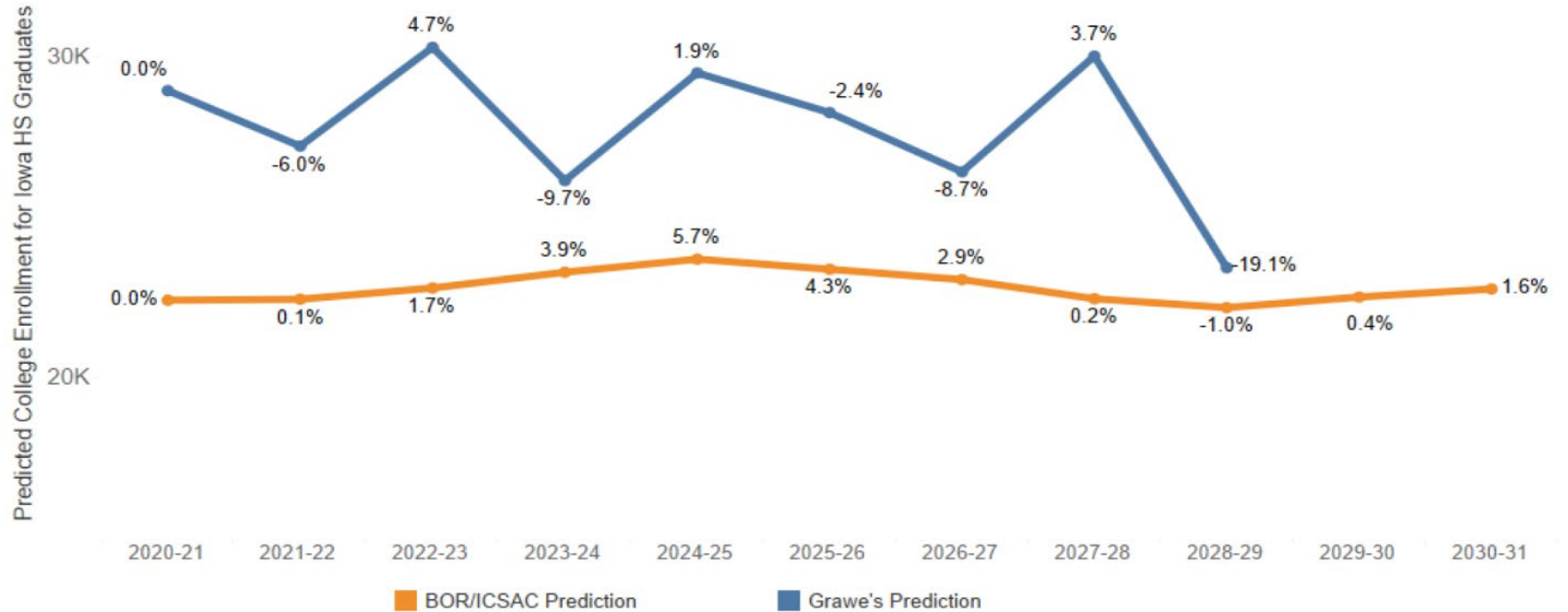
National Enrollment Trends By Sector

Decrease in HS Graduates by Region 2025 -2037



Change in HS Graduates by Race/Ethnicity 2020 -2036

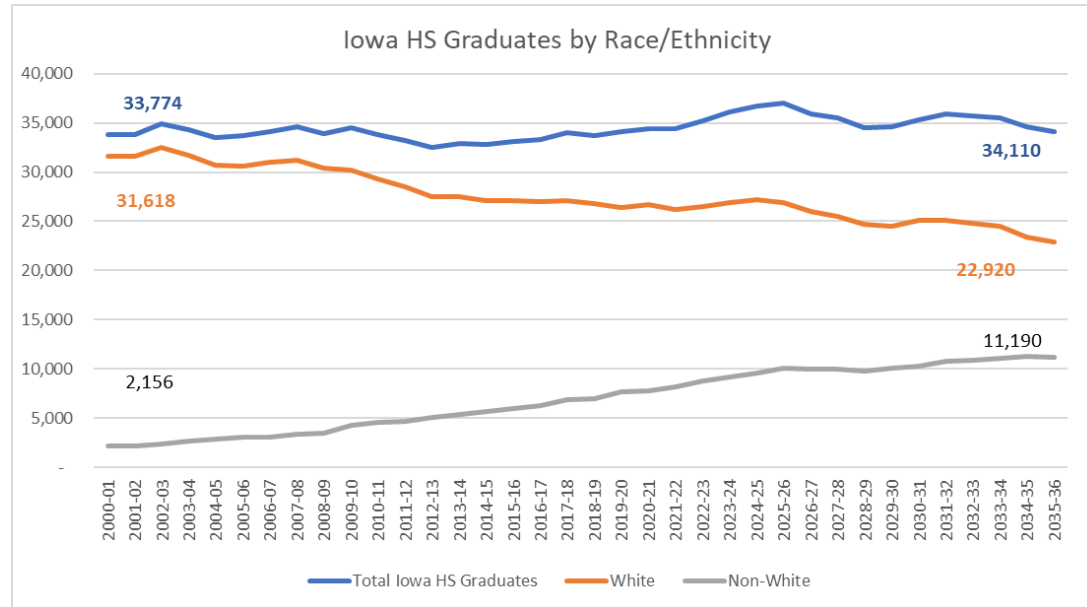


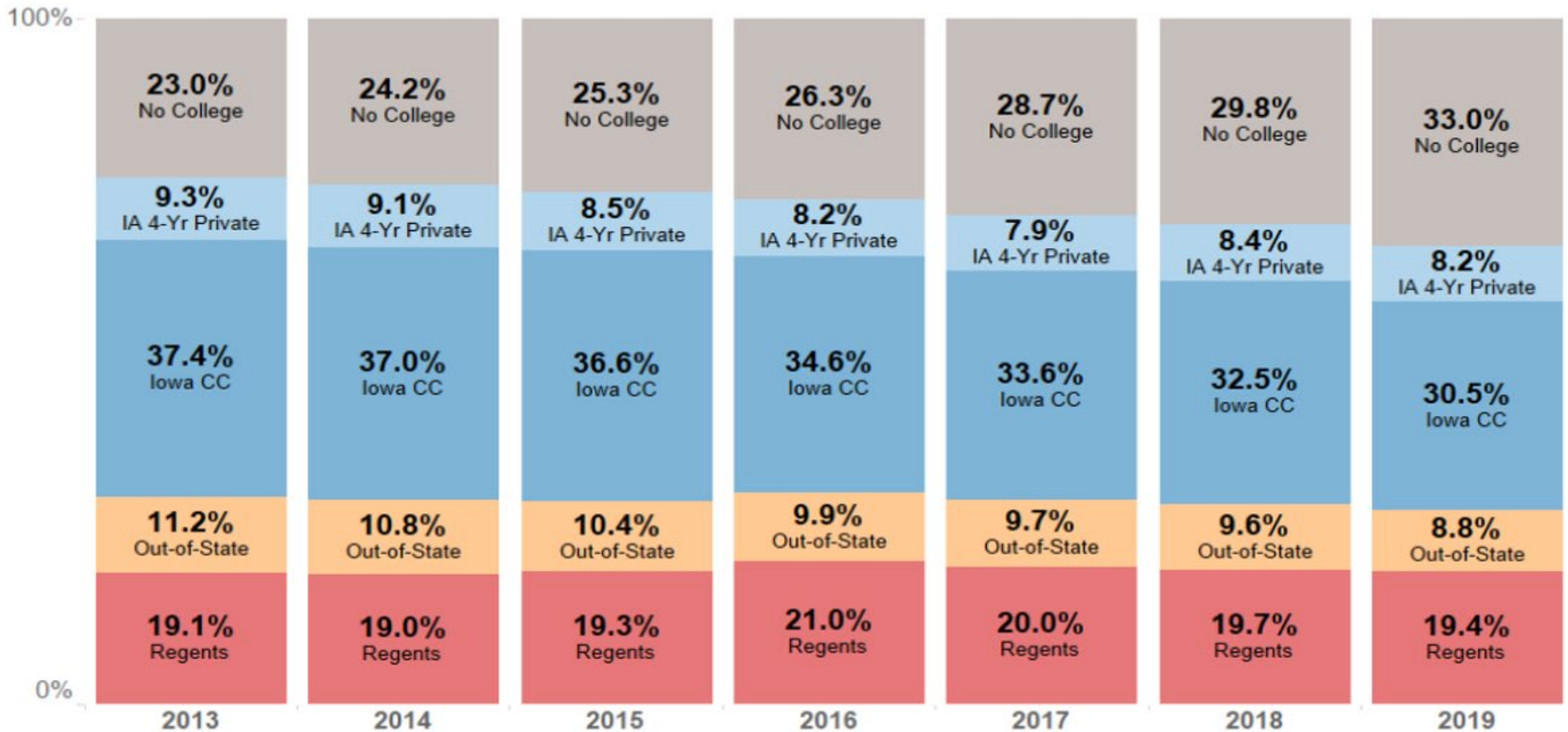


HEDI Any College - Grawe Higher Education Demand Index uses the ELS and ACS surveys to predict the number college age lowans who will attend college
WICHE/ PRR Any College - uses the WICHE Iowa Public HS graduate predictions and applies Iowa Postsecondary Readiness Reports actual one-year college enrollment rates (3 year average of 2015-17) by racial/ethnic category for Iowa HS graduates

Projections of Iowa HS Graduates

Change in Iowa HS Graduates by Race/Ethnicity 2000 -2036

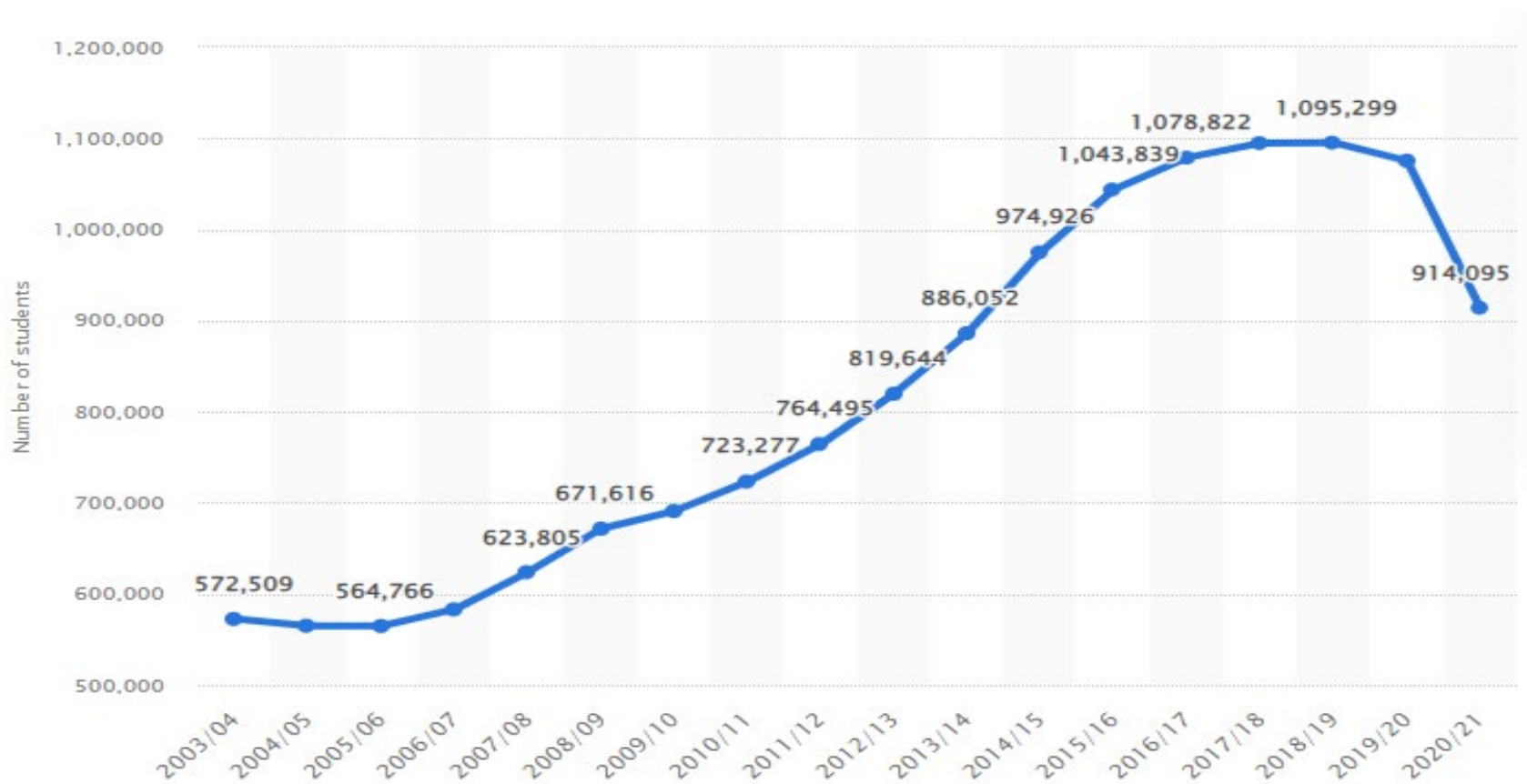




Source: Iowa K12 and National Student Clearinghouse. Shows institutional type for first college enrollment if applicable.

College Market Share in Iowa

International Enrollment Trends



National Debate asking if College is “worth it”

MONEY MATTERS

Are skyrocketing college costs worth the return?

The New York Times

Some Colleges Don't Produce Big Earners. Are They Worth It?

Many attendees aren't better off financially than those who have only a high school degree, at least not right away. How should applicants consider these institutions?

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Millennials are the first generation to prove a college degree may not be worth it, and Gen Z may be next

BY CHLOE BERGER

August 30, 2022 at 1:11 PM CDT

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Why Americans are increasingly dubious about going to college

An “alarming” number of people are rejecting college – and it could widen the fissures already polarizing American society.



Wartburg Enrollment Challenges and Opportunities

Challenges

- Competition - Iowa has the most colleges & universities per capita in the US
- Rural location
- Pricing confusion
- Residual impact of the pandemic and current conditions

Opportunities

- Personalized approach
- Variety of programs available
- Co-curricular opportunities available
- Cost transparency



UNI Enrollment Challenges and Opportunities

Challenges

- Decreasing primary market
- Lack of awareness outside of Iowa
- Economy / less willingness to attend college

Opportunities

- UNI@IACC expansion to assist placebound transfer students
- Grow academic programs and pathways in areas of market demand
- Continue to review scholarships and affordability
- Grow out of state markets



Hawkeye Enrollment Challenges and Opportunities

Challenges

- Competition with workforce
- Nationally enrollment has decreased 7.8% for community colleges since 2019
- Long range demographic projections

Opportunities

- Partner with Workforce and collaboration between Academic and Workforce education
- Last Dollar Scholarship and RedTail Achievement Scholarship
- Focus on Supporting Student Success/Retention



Summary: Overall Institutional Strategies

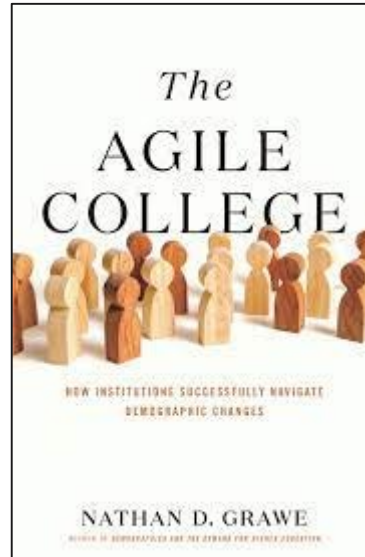
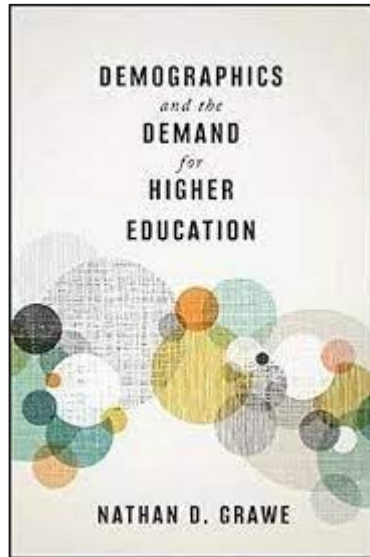
- National rhetoric about value of college: Must address “Why go to college?”
- Lower barriers to entry for first generation college students and students of color
- Develop academic programs that meet workplace skill demands and student interest
- Campus involvement/co-curricular activities expansion
- Grow new student pipelines beyond traditional learners
- Expand reach out of state where it fits institutional mission
- Address cost/affordability issues
- Help students with outstanding debt issues to return to institution
- Focus on current student success and retention



Discussion and Questions



Recommended Readings





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