Presentation Overview

• Current Enrollment Picture at Penn State.
• Demographic Trends and Implications.
• Penn State Plans to Meet the Challenges Ahead.
**Undergraduate and Graduate Enrollment**

- Note: University Park demand steady; Commonwealth Campuses down in headcount since 2010.
- Total decrease in FTE much less due to focus on full-time students; movement of BSB and MBA students to World Campus; and 20% increase in four-year students via investment in market driven programs.

*Excludes Penn College*
Key Factors Controlling Enrollment Trends

12th Grade High School Enrollment in PSU Service Areas Compared with Commonwealth Campus Enrollment

Total PA High School Enrollment
Total CwC Enrollment
Change in Public High School 12th Grade Population by County (2008-09 to 2017-18)

PA High School Graduate Trends

https://knocking.wiche.edu/state-profiles
PA College Bound Graduates

• Decreases in the number of high school graduates exacerbated by the declining number of college bound graduates.
Percent of Families Living in Poverty by County

- One out of every 7.6 residents lives in poverty. PA ranks 22\textsuperscript{nd} nationally.
- Highest poverty in Phila. followed by Fayette County, McKean, Erie, and Luzerne.
A Changing Mix of Students

Steady Increases in Hispanic & Asian/Pacific Islander Grads in Pennsylvania

2001

2034

https://knocking.wiche.edu/state-profiles
Summary of PA Demographic Trends

- Declining high school population.
- Declining numbers of college bound students.
- Socioeconomic and racial/ethnic mix is changing, with growth in first in family and minority populations: African American, Asian, and Hispanic.
Additional Trends and Challenges

- Low fertility: Since the Great Recession in 2008, the total fertility rate has fallen by almost 20%. Had pre-recession fertility rates remained steady through 2018, there would have been 800,000 more births.
- Expect a sizable decline in prospective college students nationally beginning in 2026.
- Many states down from peak (Michigan -16%; Connecticut -11%; Vermont -27%, with more losses to come.)
- The racial/ethnic mix of high school graduates continues to shift significantly toward a more diverse population.
- New international enrollment fell by 6.6% at American universities in 2017-18, making the second straight year of declines.

Source: Demographer Kenneth Johnson, WICHE, and Open Doors survey.
How Do We Compare With Other Institutions?
Declining Enrollment in a Crowded Field

• PASSHE is down 20% since 2010, and down 2.6% over last year.
• Some selective colleges missed targets by 25% or more.
• Bucknell University, Muhlenberg College, Dickinson College, Cabrini College, Ursinus College, and St. Joseph’s University all missed enrollment targets.
Enrollment Among Selected AAU Publics

Undergraduate Students Ages 18-19
AAU Public Universities in the Northeast, Plus Temple and Lincoln

- Penn State, University Park, 15,207
- Rutgers University-New Brunswick
- University of Maryland-College Park
- Temple University
- University of Pittsburgh-Pittsburgh Campus
- University of Buffalo
- Stony Brook University
- Lincoln University

PennState
An Increasingly Competitive Environment for Recruiting PA Students

• Flagship and Big Ten institutions in New England, Mid-Atlantic and Midwest are focusing on PA students with financial incentives such as the National Buckeye Scholarship for non-Ohio residents and PA Spartan Grants.

Pittsburgh Post-Gazette
Pitt to match Pell grants in effort to boost access, lower student debt

Pennsylvania Spartan Grant
The Pennsylvania Spartan Grant automatically awards a minimum of $10,000 to Pennsylvania residents who are admitted to Michigan State University as an incoming freshman pursuing an undergraduate degree. This grant is renewable for four years as long as the recipient continues to meet the criteria outlined in the out-of-state scholarship regulations. Michigan State's application for admissions, including the required essay, is sufficient for award consideration.
Projections

- Colleges with regional catchment areas will more closely follow population trends (declining enrollment).
- Highly selective schools can expect an upward trend in demand (up about 10% between now and 2025).
- Recruitment efforts ramped up in search of new markets.
- Intensified price competition likely to impact financial stability.
- Intensified efforts to be able to support students with significant financial need.

Source: Demographics and the Demand for Higher Education
How is Penn State Addressing Changing Demographics?

1. Increasing the size of the pool of students.
2. Getting a bigger share of the pool.
3. Focus on retention.
4. Focus on excellence and student success.
Increasing the Size of the Pool
1. Targeting Areas of Growth

Total Public and Private High School Graduates, 2000-01 to 2031-32

- **SOUTH**: 1,352,600
- **WEST**: 862,000
- **MIDWEST**: 776,820
- **NORTHEAST**: 647,036

**Chart Details**
- **Years** (2000-01, 2010-11, 2020-21, 2030-31)
- **Millions of Graduates**
- **Regions** (South, West, Midwest, Northeast)
2. Identifying Untapped Geographic Markets

- Ramp up out-of-state recruitment efforts, esp. in California, Texas, Midwest/Big Ten territory, northern Virginia and Florida (one of fastest growing areas).
- Reorganize/refocus staff and territories in New England, Mid-Atlantic, Ohio and Virginia.
- Align university enrollment marketing strategy to address demographic changes and support market expansion efforts.
- Stronger focus on countries beyond China and India; target potential new markets in South America and Africa.
- New task force to focus on international recruitment.
3. Becoming More Transfer Friendly

- 25% increase in transferable courses (94,000+) in the database since last July. 55% of those are direct equivalents for PSU courses.

- `preapproval@psu.edu` allows applicants to send course syllabi for review before acceptance.

- Launched an enhanced Transfer Credit Tool.

- Dedicated staff to process World Campus and Commonwealth Campus offers of admission and syllabi reviews.

- New Course Submission and Review System has improved military course evaluations.
4. Working to Accommodate Adult Learners

- Adult learners comprise 20% of Penn State’s full-time undergraduates; part-time adult learners comprise about 20% of Commonwealth Campus students and 80% of World Campus students.
- One Penn State 2025.

Note: Headcount includes students enrolled as of March 31, 2019
5. Focusing on Diversity and Inclusion

• Diversity is a moral, educational and business imperative.

• Increased investment and attention on events and recruitment to promote diversity, equity and inclusion.

• Continuing to recognize role of Commonwealth Campuses as a driver of diversity.

• University and philanthropic role in support of first in family college students.
Getting a Bigger Share of the Pool

Penn State Day
OCTOBER 14
OPEN HOUSE
717-771-4040

DISCOVER AWARD

Choose Your Campus
According to surveys, university students who
participate in more activities are more likely to
be successful. Penn State students can flex
their muscles in a variety of ways. Choose your
campus to find out more about the activities you
can participate in and the opportunities that
await you.

Penn State York
$42,400 Average
$23,800 Loan

Penn State Altoona
$47,400 Average
$20,000 Loan

Penn State Brandywine
$43,600 Average
$19,900 Loan

Penn State Harrisburg
$41,300 Average
$18,100 Loan

According to the U.S. Department of Education,
95% of Penn State alumni report being satisfied
with their education. Penn State offers a wide
variety of majors and programs, so you can find
the right fit for you. Visit pennstateday.psu.edu
for more information.

Penn State

PennState
1. Focus on Managing Yield

- Adoption of the Common App in 2018 resulted in 35% growth in applications—with the majority coming from out-of-state applicants.
- This led to a decline in yield rate.
2. More Robust Accepted Student Programming

• Reexamining programs and events to increase yield in key markets (Conn., NYC, New Jersey, and DC metro area).

• Holding accepted student programs off campus in key recruitment zones and adding virtual accepted student programs.

• Encouraging alumni outreach to prospective students.

• Strengthening and enhancing on-campus events for accepted students (more tours, Saturday and holiday dates, targeted presentations).
3. Analysis of Competitive Landscape

Four-Year Institutions of Total Penn State Admits (Fall 2018)

- Most Expensive, Least Selective
- Most Expensive, Most Selective
- Least Expensive, Most Selective
- Least Expensive, Least Selective

Example: Resident states of students who chose the University of Illinois

<table>
<thead>
<tr>
<th>State</th>
<th>Admits</th>
</tr>
</thead>
<tbody>
<tr>
<td>PA</td>
<td>13</td>
</tr>
<tr>
<td>Illinois</td>
<td>98</td>
</tr>
<tr>
<td>Other States</td>
<td>115</td>
</tr>
<tr>
<td>International</td>
<td>246</td>
</tr>
<tr>
<td>Total</td>
<td>472</td>
</tr>
</tbody>
</table>
Reducing Cost of Attendance Barriers

• Open Doors Programs.

• Shift Provost Awards at Commonwealth Campuses to focus on PA resident students.

• New Discover Penn State Awards
  o Replaces the Out-of-State Border Grant-in-Aid Pilot.
  o Implemented across all 19 Commonwealth Campuses.
  o Will be accompanied with best practice retention strategies, including academic advising and financial counseling initiatives.
<table>
<thead>
<tr>
<th>Student Type</th>
<th>Penn State Years 1&amp;2</th>
<th>Penn State Years 3&amp;4</th>
<th>Total Value of Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>First-Year Associate</td>
<td>$6,000 per academic year ($3,000 per semester)</td>
<td>N/A, unless matriculate to four-year program, then eligible to keep award</td>
<td>$12,000 two-year value (unless matriculate to four-year program)</td>
</tr>
<tr>
<td>First-Year Baccalaureate</td>
<td>$6,000 per academic year ($3,000 per semester)</td>
<td>$7,000 per academic year ($3,500 per semester)</td>
<td>$26,000 four-year value</td>
</tr>
<tr>
<td>Transfer Student</td>
<td>$6,500 per academic year ($3,250 per semester)</td>
<td>$6,500 for one academic year ($3,250 per semester), if applicable based on timing of transfer</td>
<td>$19,500 three-year value (maximum of three consecutive years on award)</td>
</tr>
</tbody>
</table>
Focus on Retention
Retention Efforts

• New Student Success Center in Office of Undergraduate Education.
• Membership in the American Talent Initiative and the APLU’s Powered by Publics (goal is improving degree completion by underrepresented, lower income and first-generation students).
• Identification of courses that represent common roadblocks to students’ progress and crafting ways to improve the outcomes (in collaboration with our Big Ten peer institutions).
• Continue to develop innovative student engagement initiatives.
Student Engagement Boosts Retention

• Student Engagement Network is central to university-wide focus on taking learning from the classroom to the world.
• Penn State students spend approximately 3.9M hours annually engaged in community service and volunteer activities.
• 500+ students awarded grants; $600,000+ in funding.
• Connects faculty and staff to the scholarship of engagement.
• Dedicated effort across colleges to encourage meaningful internship experiences.
Additional Retention Efforts

• Improvements in academic advising (includes adoption of the Starfish enterprise-wide advising platform and implementation of Starfish analytics).

• Open Doors programs and Financial Literacy Programming.

• Establishment of a University-wide Student Success Coalition to focus on student retention.

• Penn State GO App will enhance students’ ability to connect efficiently with various university support services.
Focus on Excellence and Student Success
Measures of Excellence Drive Enrollment

- Quality of Faculty and Research
- Student Enrollment and Career Success
- Reputational Measures—Quality Indicators
- Institutional Financial Health and Stability
- Alumni Networking and Engagement
- Philanthropy and Support
Summary of Demographic Trends

- Declining high school population.
- Declining numbers of college bound students.
- Socioeconomic and racial mix is changing, with growth in first in family and minority populations: African American, Asian, and Hispanic.
Looking Ahead…

• We must compete on quality and outcomes.
• Changes in demographics indicate we must be more competitive in need-based aid.
• It’s more cost effective to retain students than to recruit new ones.