Exploring the Outlook for Higher Education and Enrollment Management in the Next Decade

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Demographics Will Be The Driving Force In Enrollment And Financial Aid

- Shift of population away from the Northeast to South and Southwest
- Rising income inequality
- Greater diversity
- Plateau in college attendance rates
- Increased competition for a shrinking pie of potential students
Total Public & Nonpublic Graduates for Massachusetts from 1996-97 to 2027-28

Source: WICHE
Total Public & Nonpublic Graduates for Maine from 1996-97 to 2027-28

Source: WICHE
Total Public & Nonpublic Graduates for New Hampshire from 1996-97 to 2027-28

Source: WICHE
Families Face Increased Challenge In Financing Higher Education

- Income stagnation in the middle class who fed the boom in higher education in the 90’s and early 00’s
- Cost of higher education has outpaced inflation
- 1/3 of college students are food and/or housing insecure
  - 9% are HOMELESS!
- Enrollment managers are being asked to enroll more high income students
  - Shrinking piece of the pie
  - These families are less willing to pay full price
Families Face Increased Challenge In Financing Higher Education

- Part time/summer jobs cover a smaller portion of the cost
- Federal aid policies have not kept pace
- Many students are helping families make ends meet
  - Problem doesn’t go away when student enrolls in school
The Challenges We Face

- The cost to run our institutions continues to increase
  - Net tuition revenue is not keeping up
- Pressure from boards and leadership to decrease (or hold) on discount rate
- Increased competition
- Dramatic changes in family expectations since 2008
- The have are exercising increased influence over our processes
What The Future Holds

- We must be responsive to expectations
- Institutions need to focus on revenue over discount
- Our communications need to recognize increase in first-gen and diverse student populations
- Financial advising extends beyond when they come in and when they leave
- Greater cooperation between RI institutions
Our Responsibility

▪ Advocate for better national and state financial aid policy
▪ Be a voice for economically disadvantaged families
▪ Be a voice of reason in discussion around discount rate
▪ Share the stories of your students
▪ Keep the faith!
Questions and Discussion

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