



Astra Academy: Demographics and the Demand for Higher Education

John Barnshaw, Ph.D. (jbarnshaw@aais.com)
Associate Vice President – Research and Statistics
Ad Astra

Nathan Grawe, Ph.D. (ngrawe@carleton.edu)
Ada M. Harrison Distinguished Teaching Professor
Professor of Economics
Carleton College



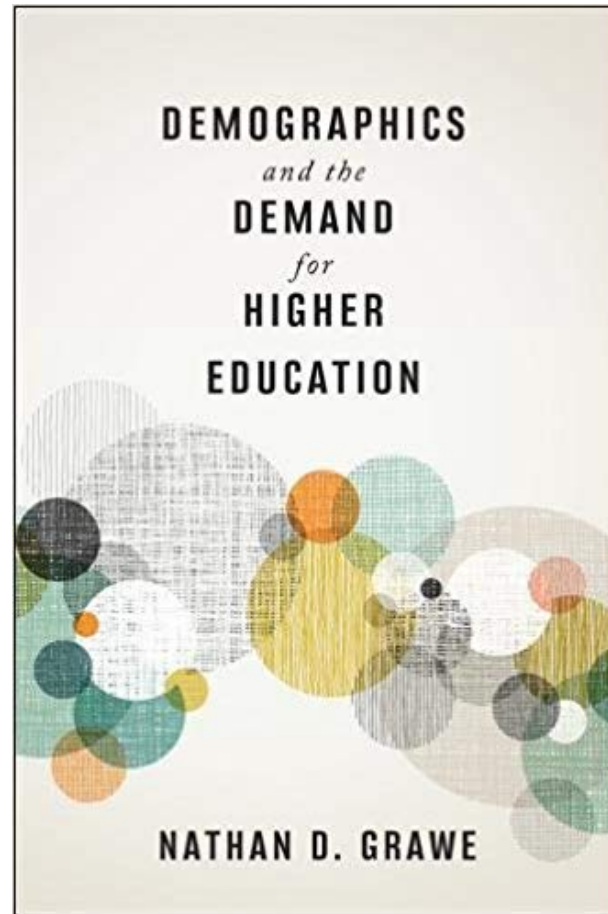
Presentation Overview

- Introduction (10 Minutes)
- Demographics and the Demand for Higher Education (35 - 40 Minutes)
- Comments, Questions, Survey (10 -15 Minutes)



- Ad Astra is a course scheduling and enrollment management organization that partners with over 600 institutions annually to improve course scheduling efficiency and accessibility for students.
- Ad Astra offers unique solutions designed to graduate more students faster.
- Astra Academy is a webinar series that brings together diverse stakeholders across the higher education landscape to share with you how their work is helping to improve student outcomes with a focus on student retention, time-to-completion, or graduation.

Demographics and the Demand for Higher Education





JUNE 23, 2016



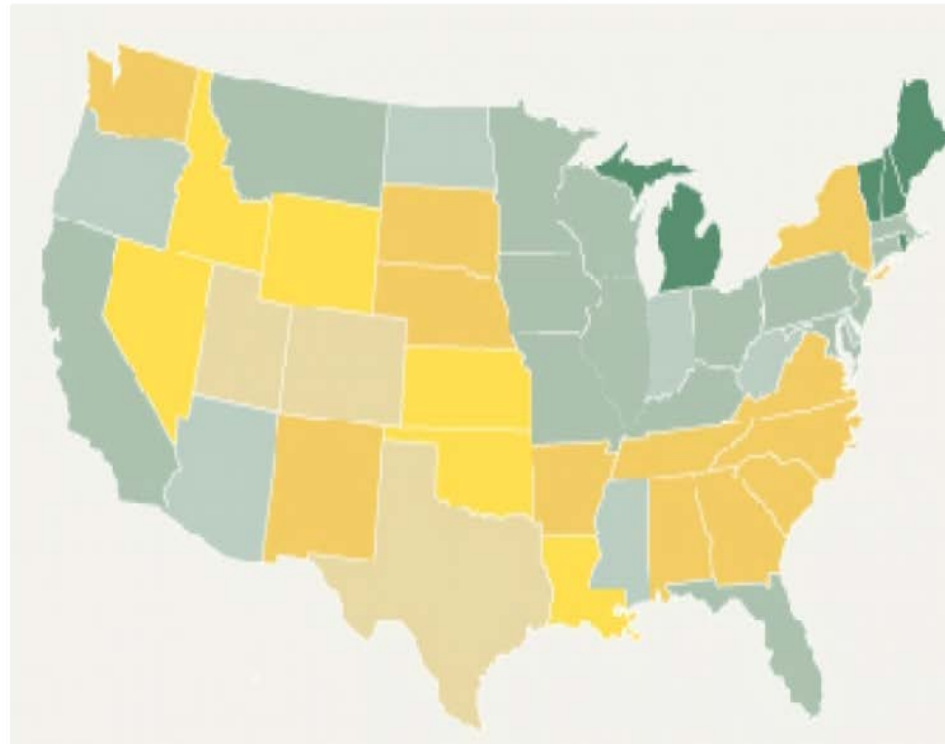
It's official: Minority babies are the majority among the nation's infants, but only just

BY D'VERA COHN | 6 COMMENTS

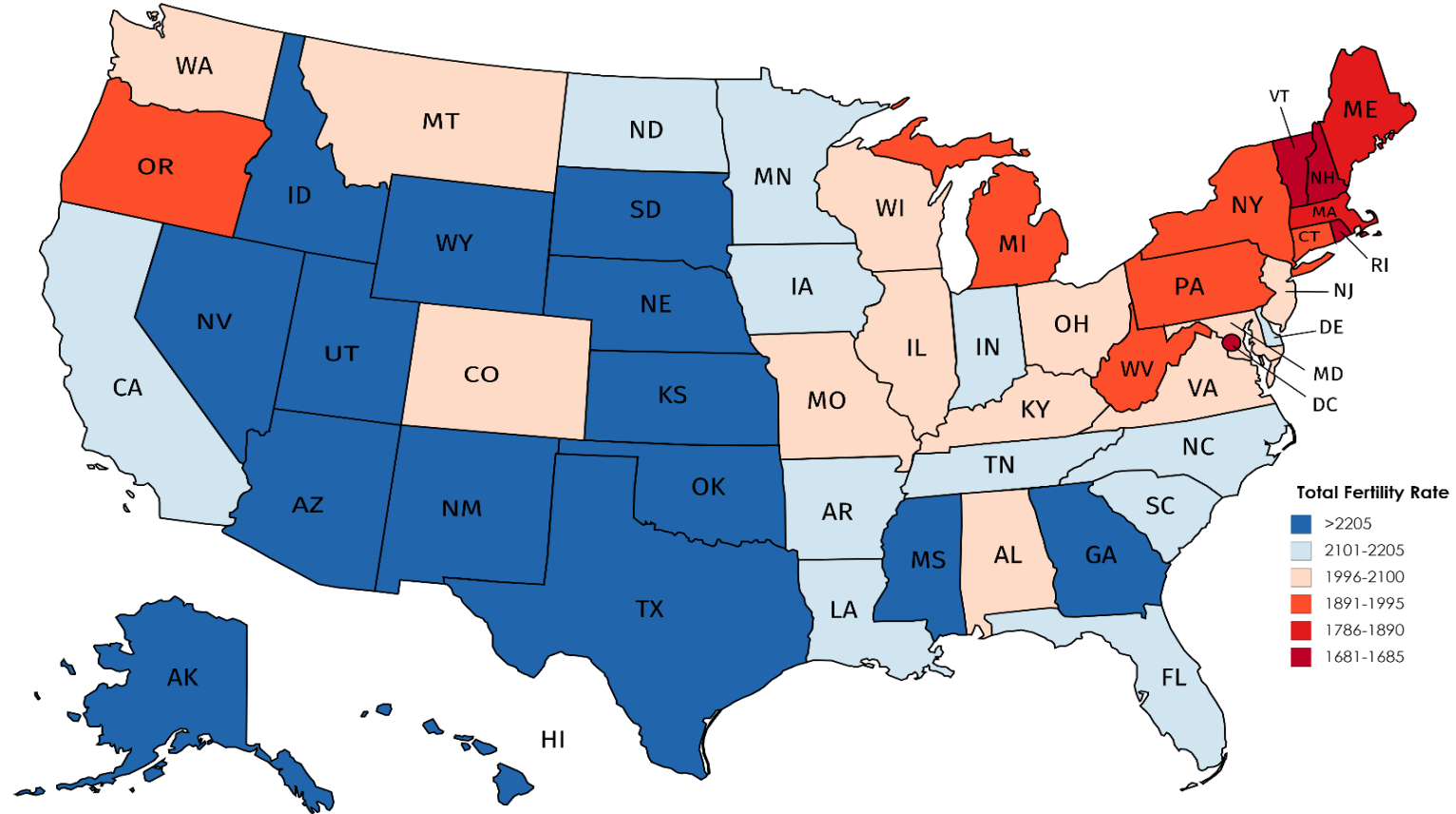


Minority Applicants to Colleges Will Rise Significantly by 2020

Wave of diverse students will constitute nearly half of public high-school graduates, report says, even as number of black students declines



Total Fertility Rate per 1000 Women, 2007



Created with mapchart.net ©

Source: National Vital Statistics Reports Vol. 58, no. 24

US fertility rate falls to lowest on record



By **Madison Park**, CNN

Updated 9:30 AM ET, Thu August 11, 2016



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Biden confirms he and Obama were briefed on unsubstantiated...

News and Buzz

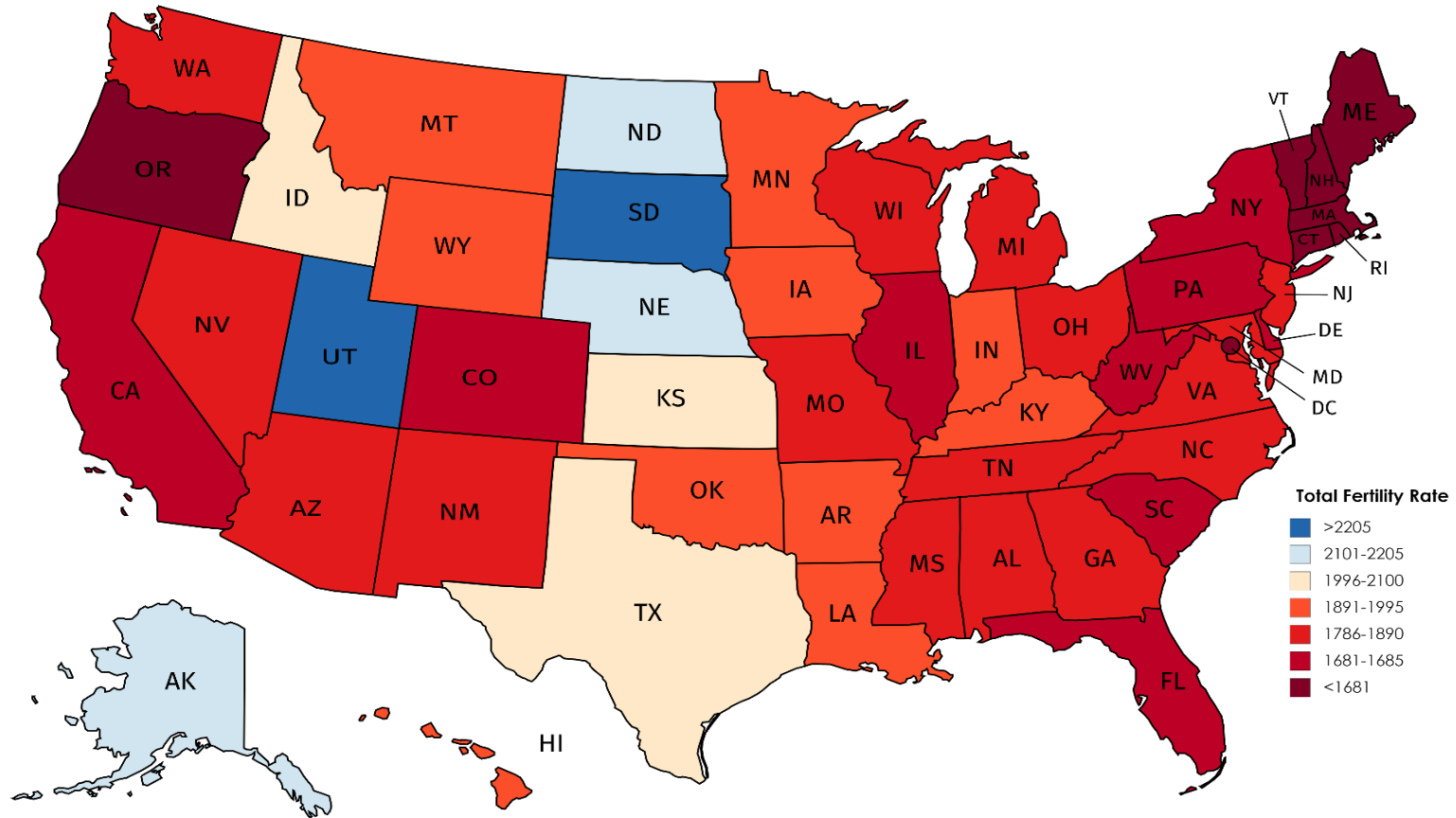


Trash piles up where Nice killer died



Verizon has warning for big data users

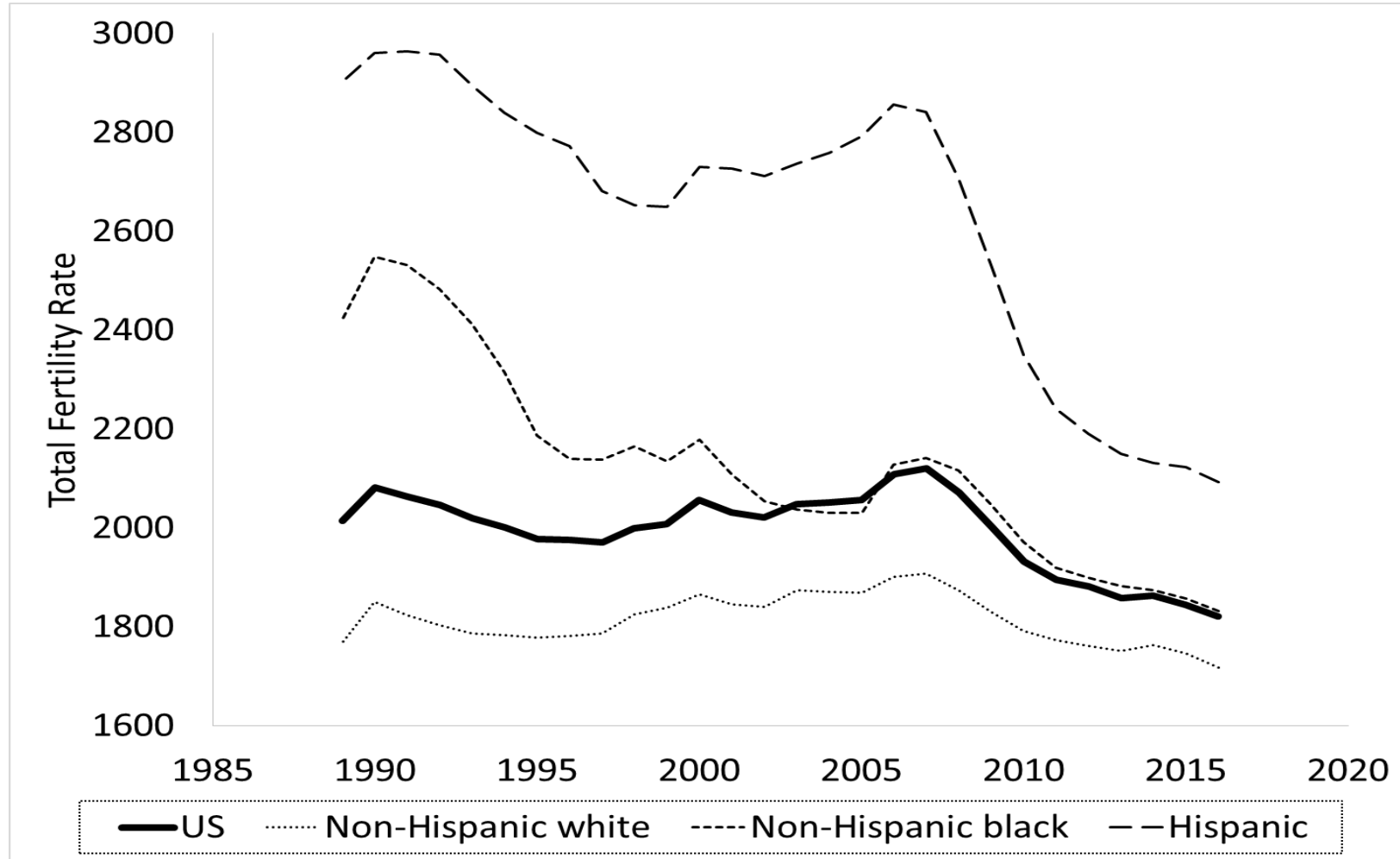
Total Fertility Rate per 1000 Women, 2016



Created with mapchart.net ©

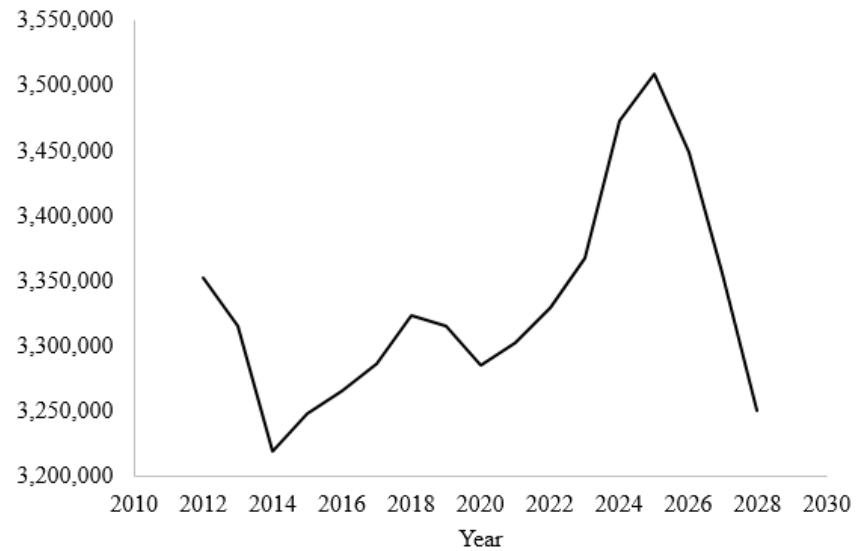
Source: National Vital Statistics Reports Vol. 67, no. 1

Total Fertility Rate Per 1000 Women



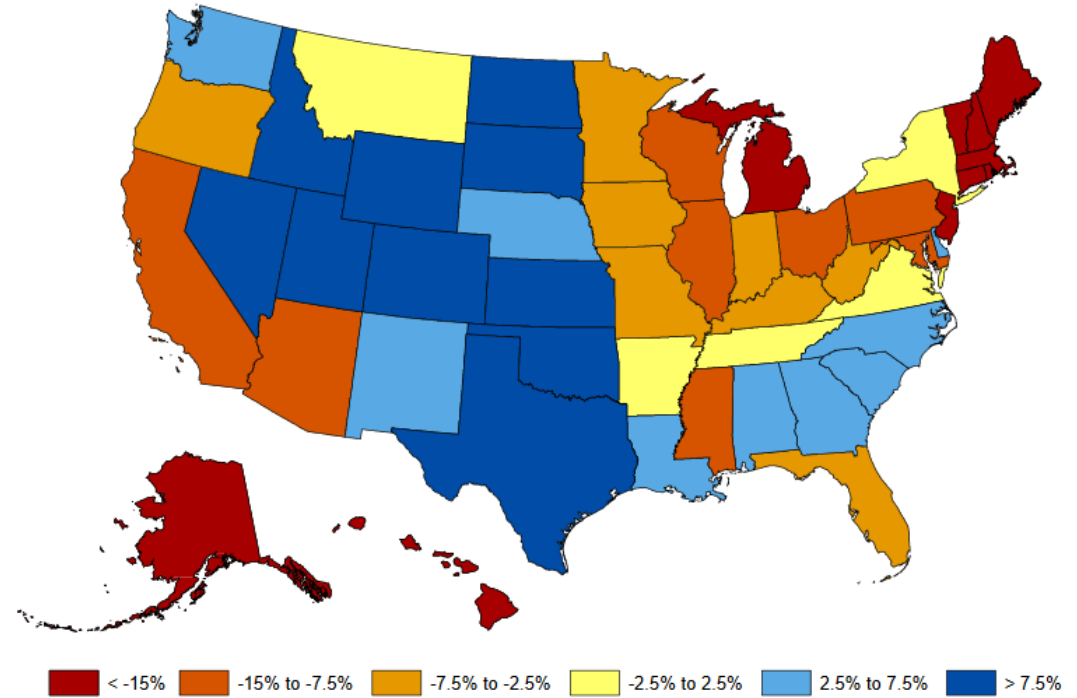
Source: National Vital Statistics Reports Vol. 67, no. 1

Projected Number of High School Graduates, 2012-2028



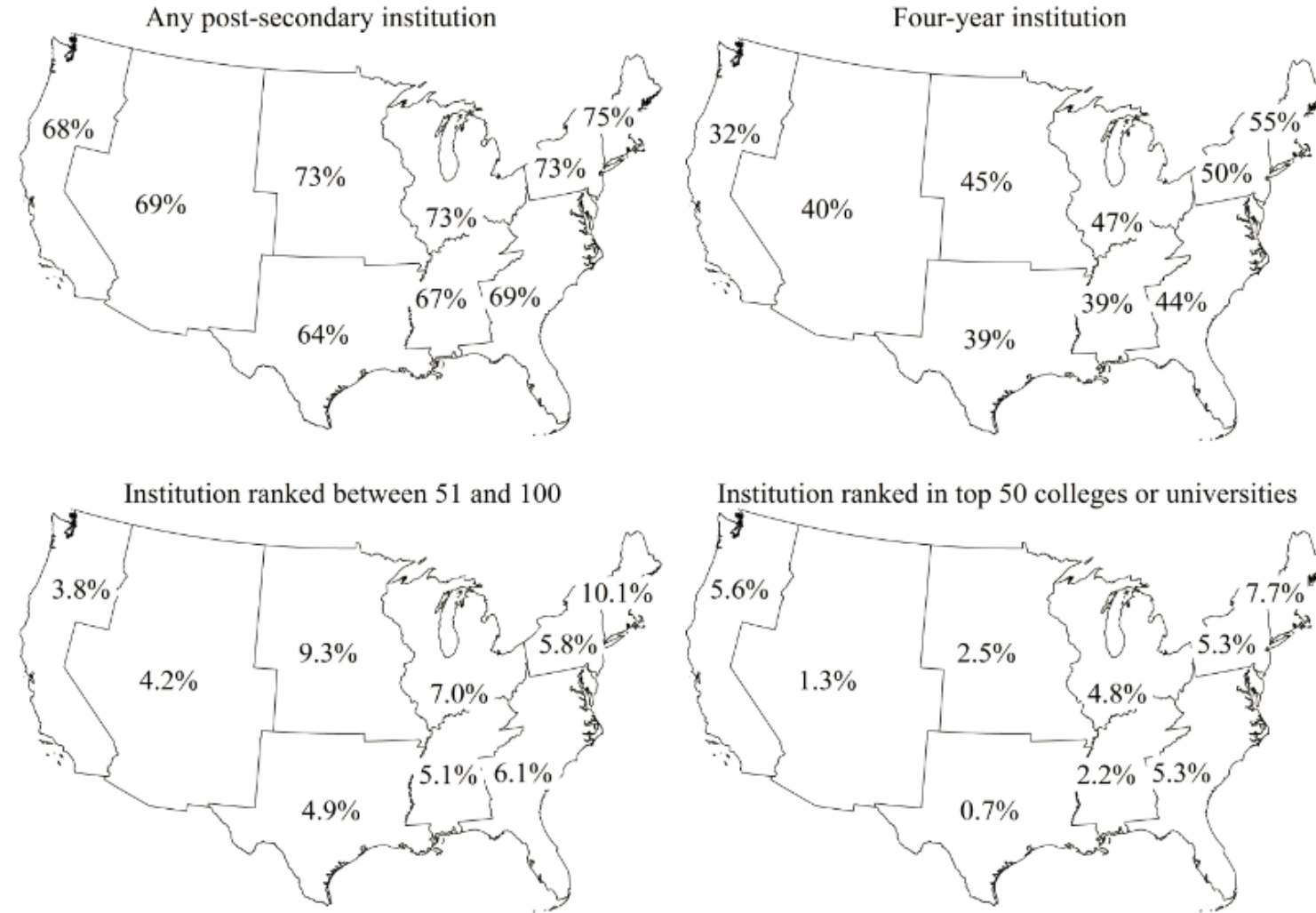
Source: Western Interstate Commission for Higher Education (2012)

Projected Change in Numbers of High-School Graduates, 2012 to 2028



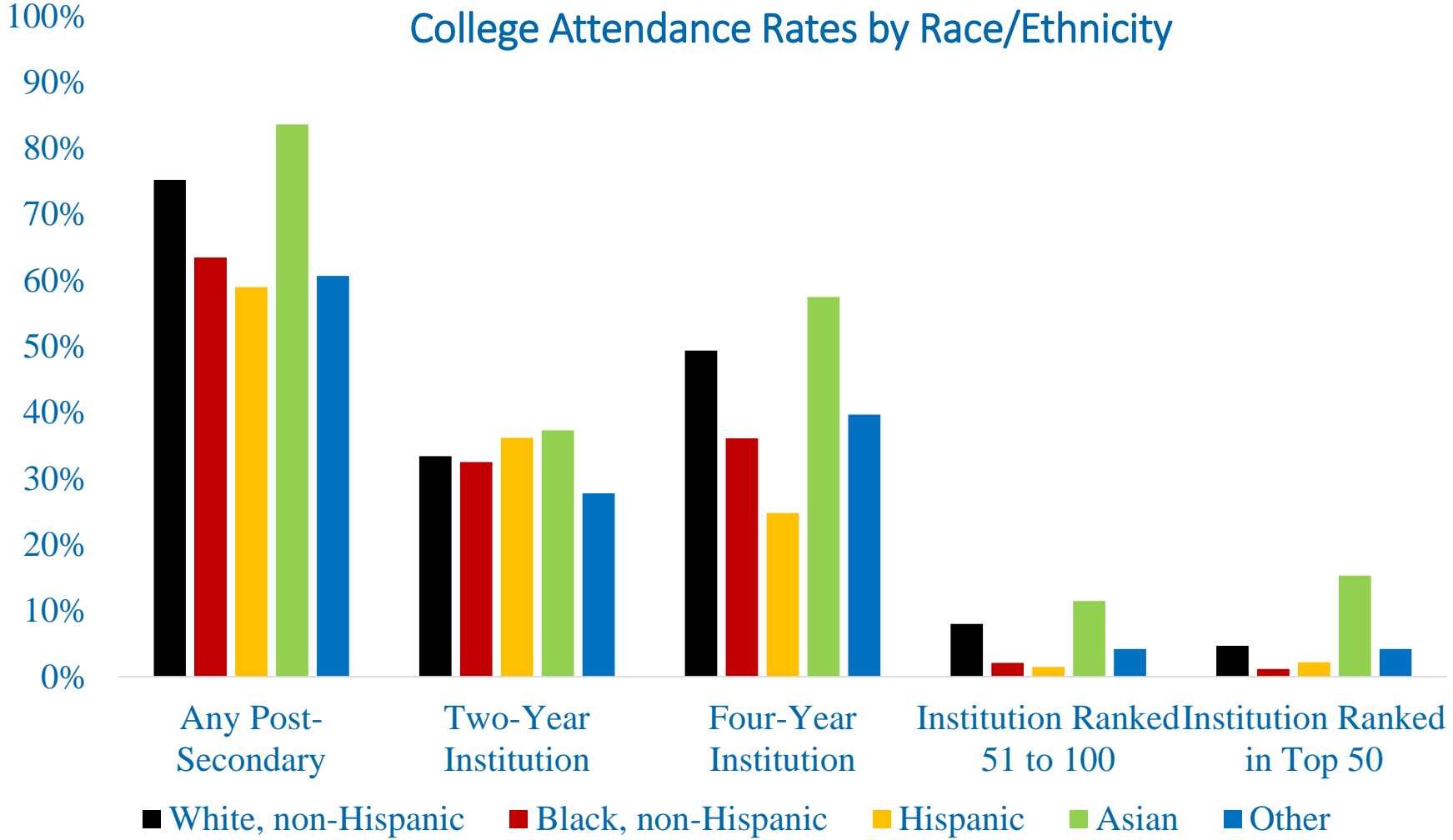
Question: Are headcounts the right way to think about future demand for higher education?

Figure 2.2 College attendance rates by Census division

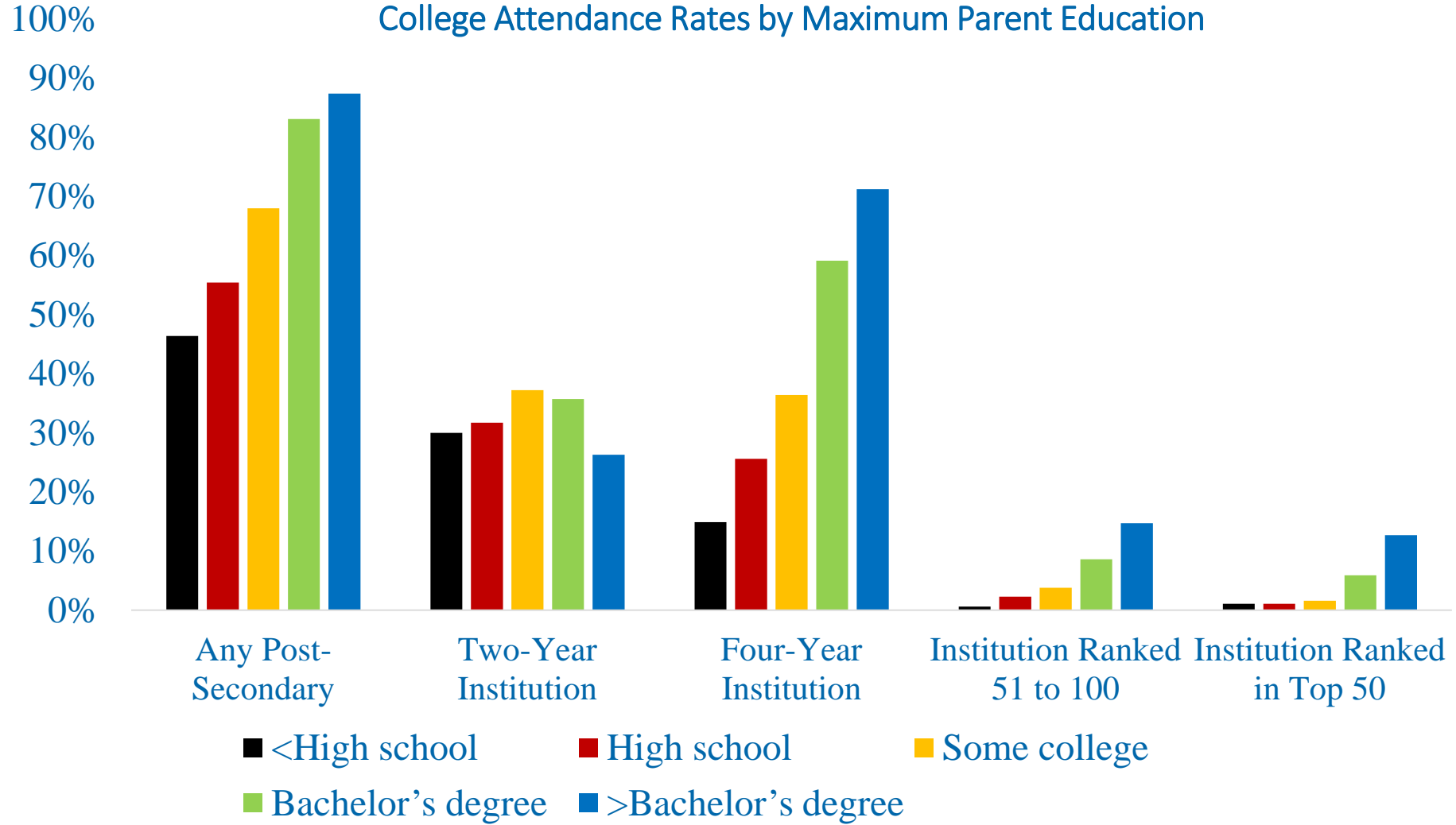


Source: Author's calculations based on the 2002 Education Longitudinal Study restricted data

College Attendance Rates by Race/Ethnicity



College Attendance Rates by Maximum Parent Education



Example:

Person A: Asian-American woman living in Boston with both parents who each hold a BA and earn \$125,000

Person B: Hispanic man living in rural California with his mother who holds no degree and earns \$40,000

Probability of attending four-year college or university:

Person A = 96%

Person B = 9%

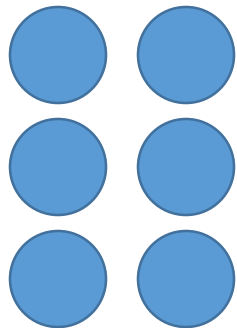
Probability of attending four-year college or university ranked among top 50:

Person A = 73%

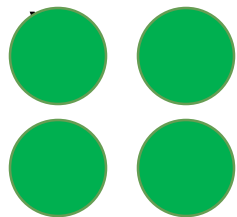
Person B = 2%

The HEDI Model

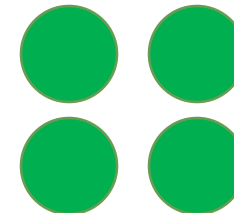
Basic Concept: Probability-weighted demand forecasts



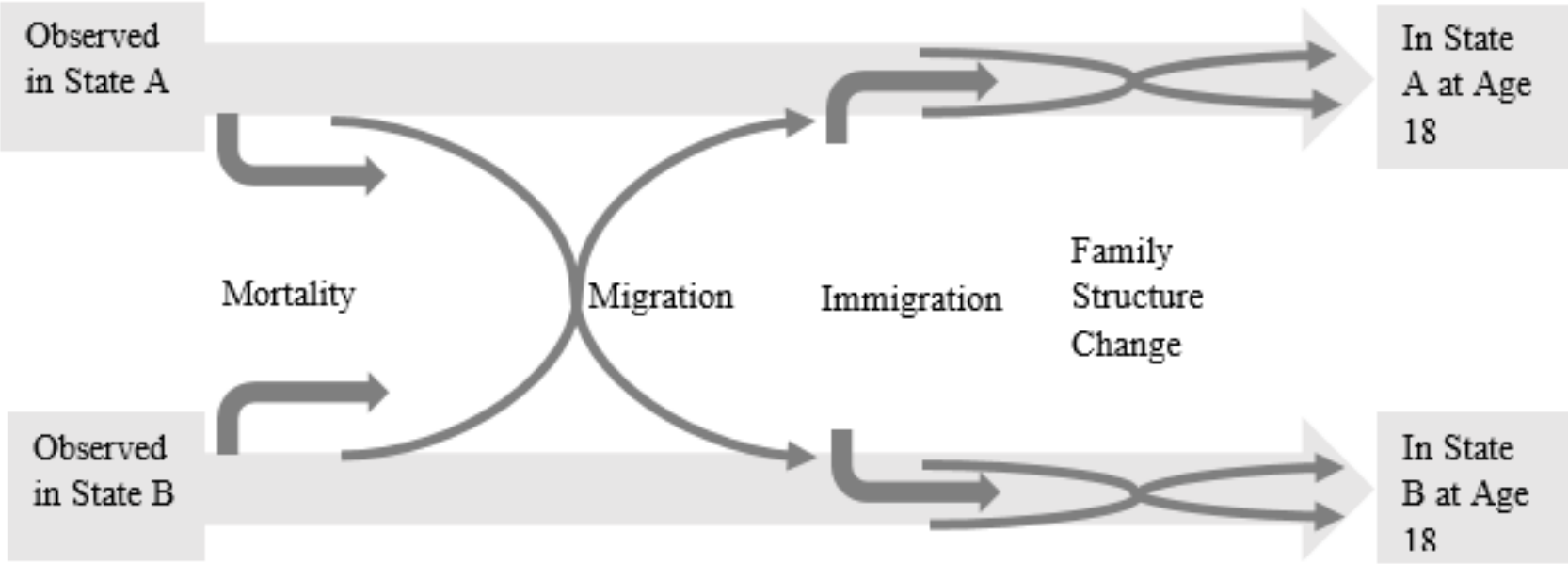
Population
increasing by 17%
Probability of
attendance = 17%



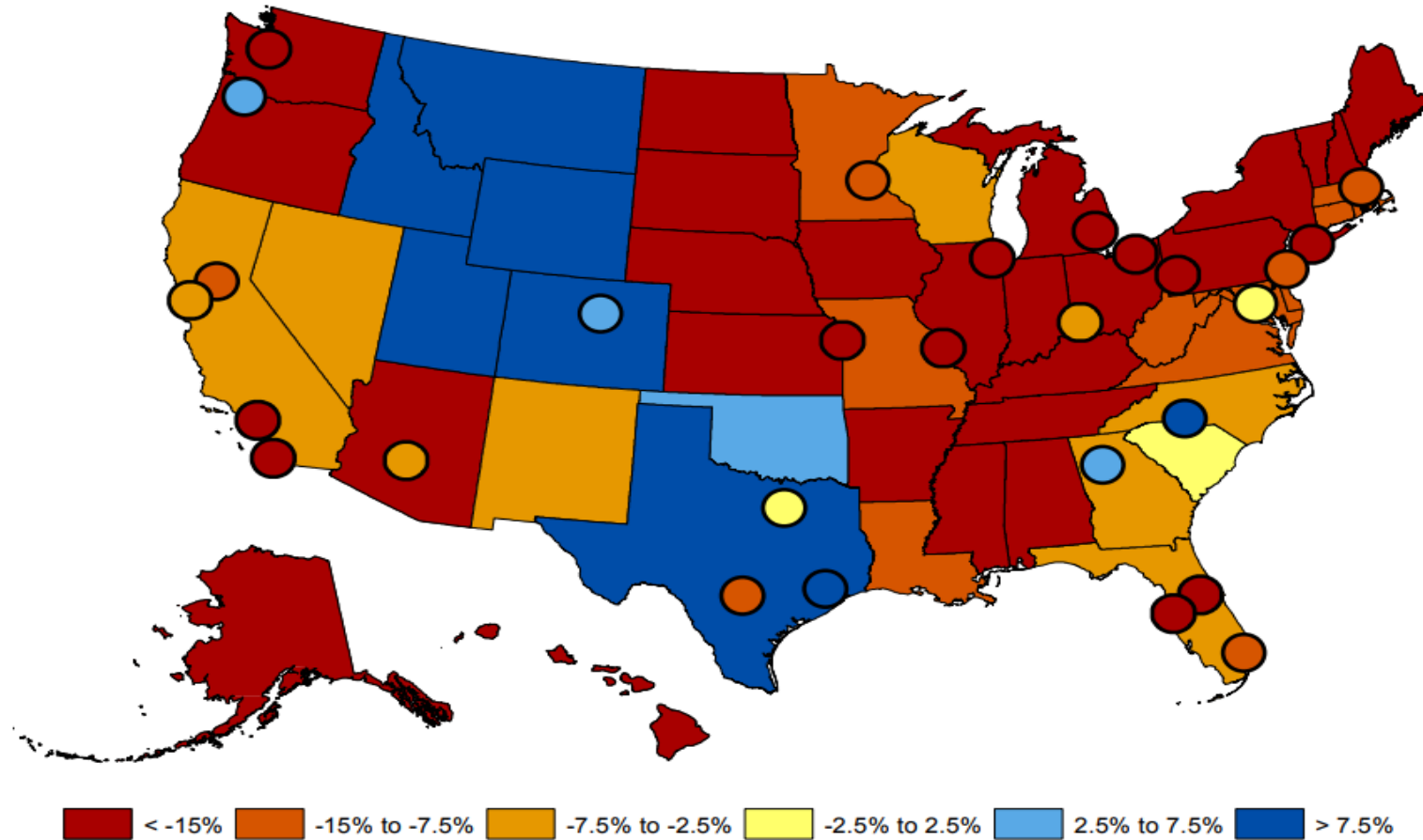
Probability of
attendance = 100%



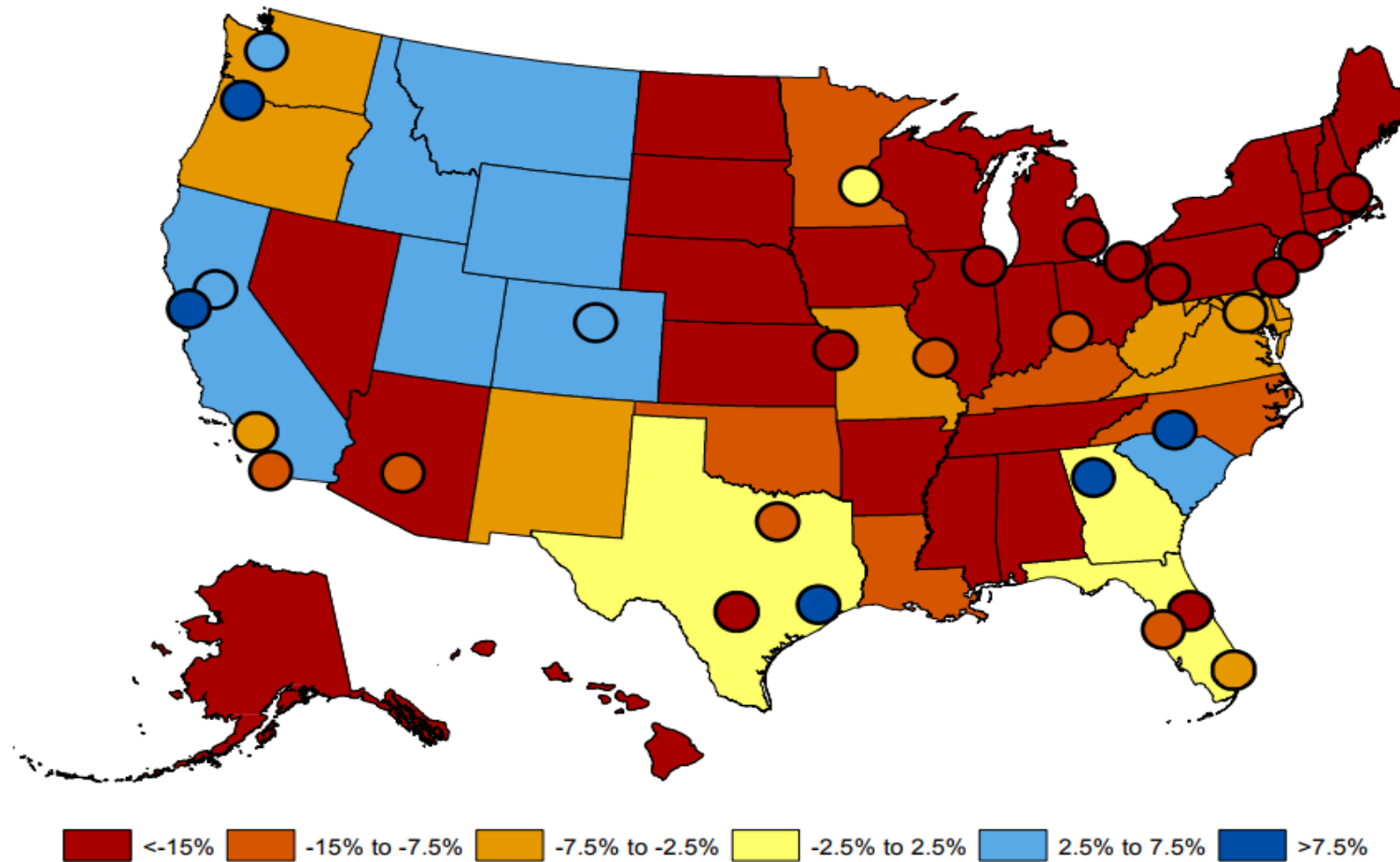
Reality is complicated



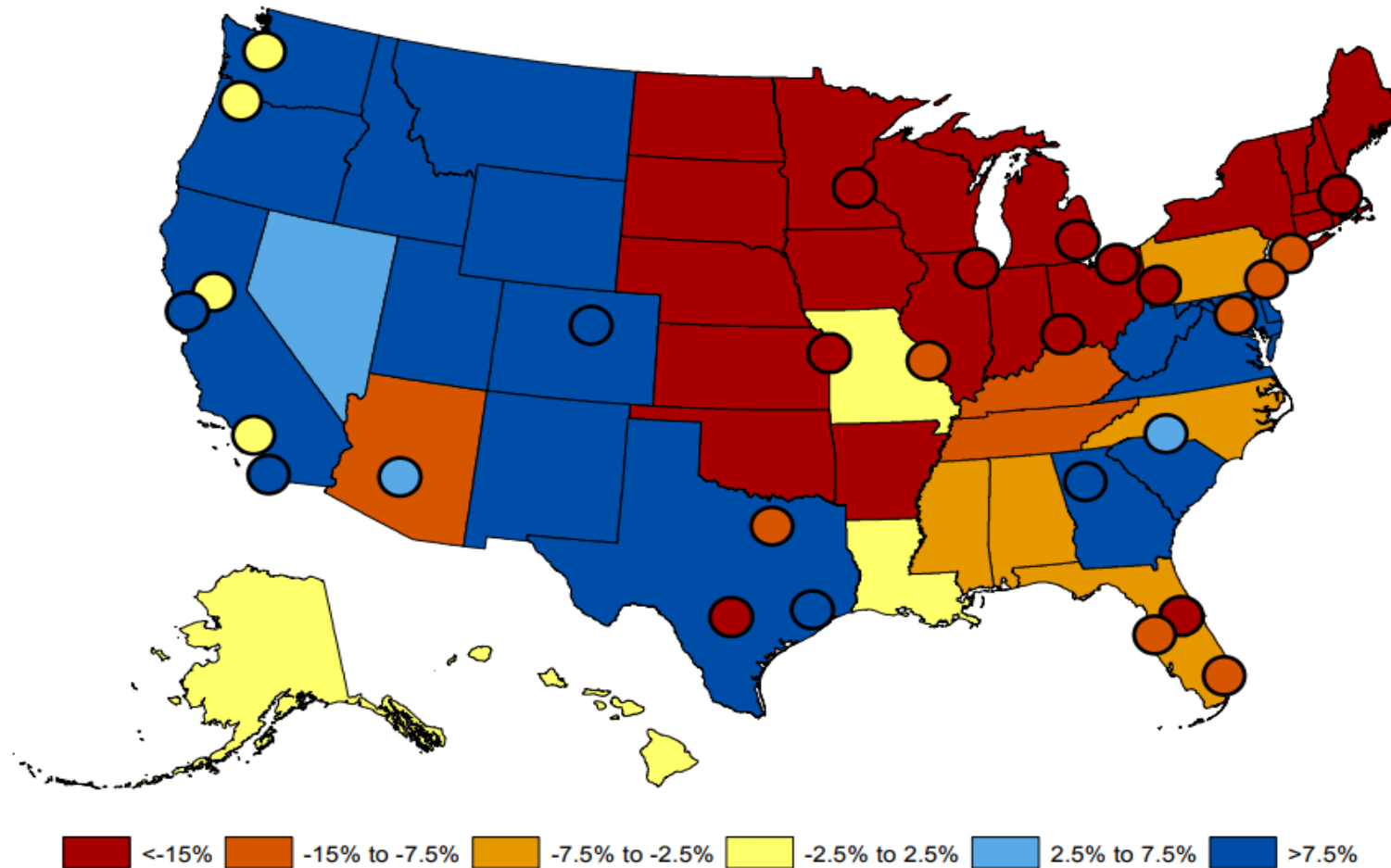
Forecasted growth in students who will attend a two-year institution, 2012 to 2029



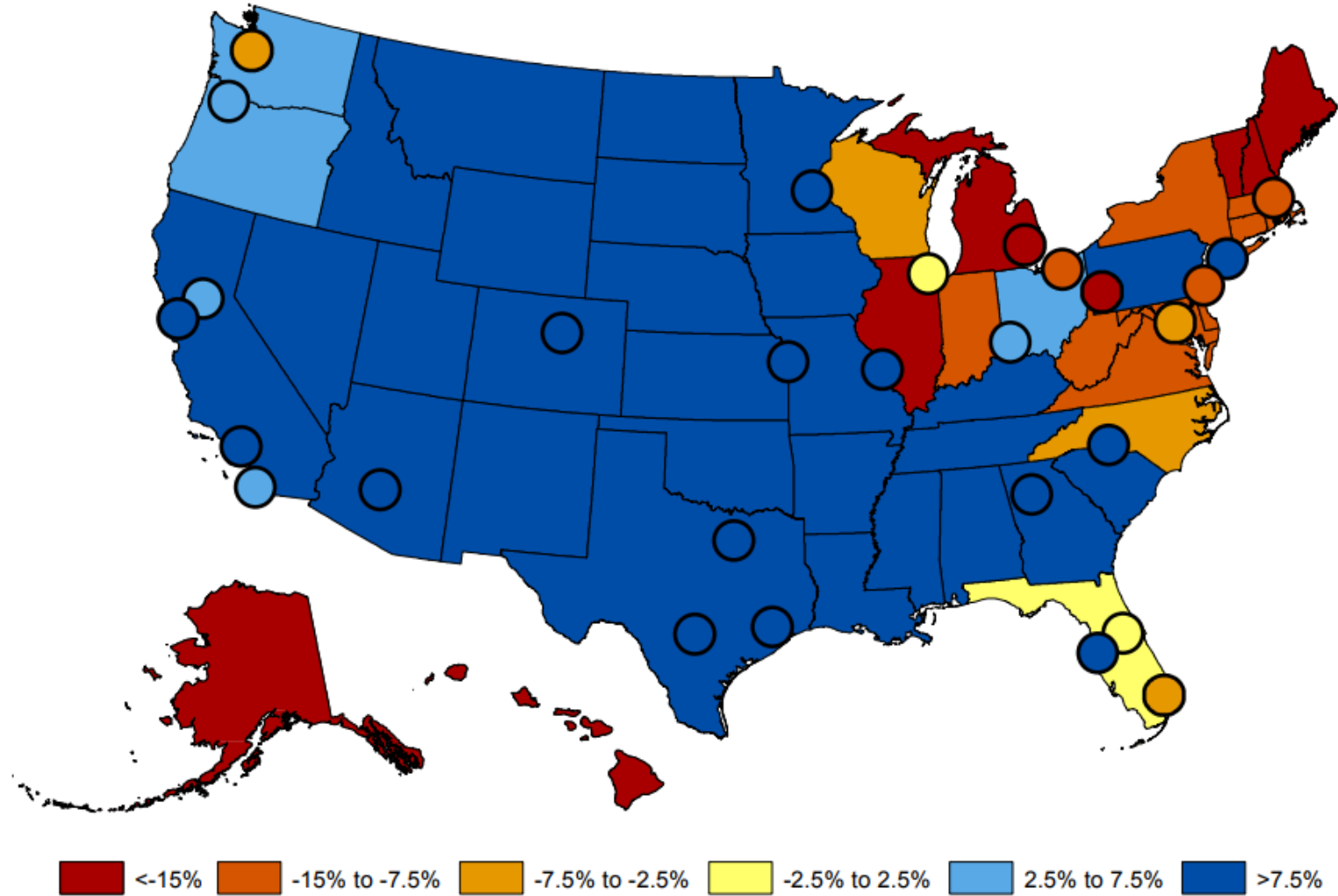
Forecasted growth in students who will attend a regional four-year institution, 2012 to 2029



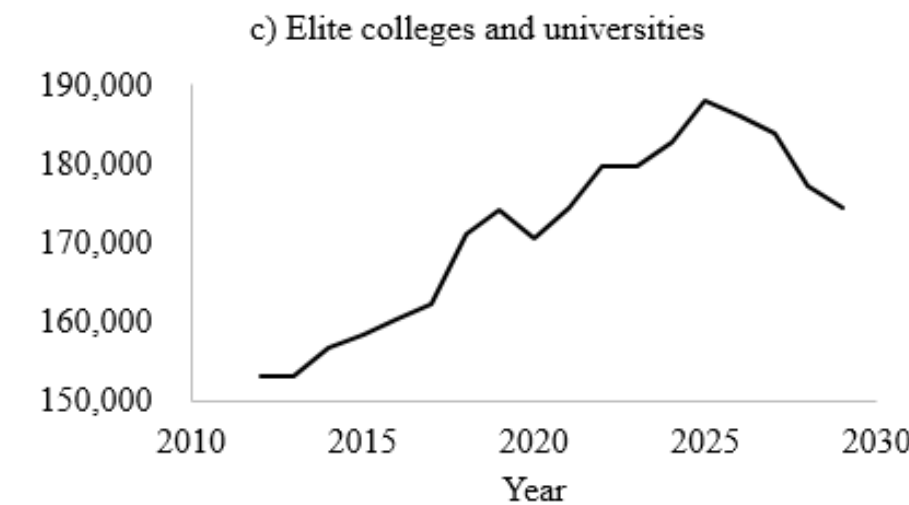
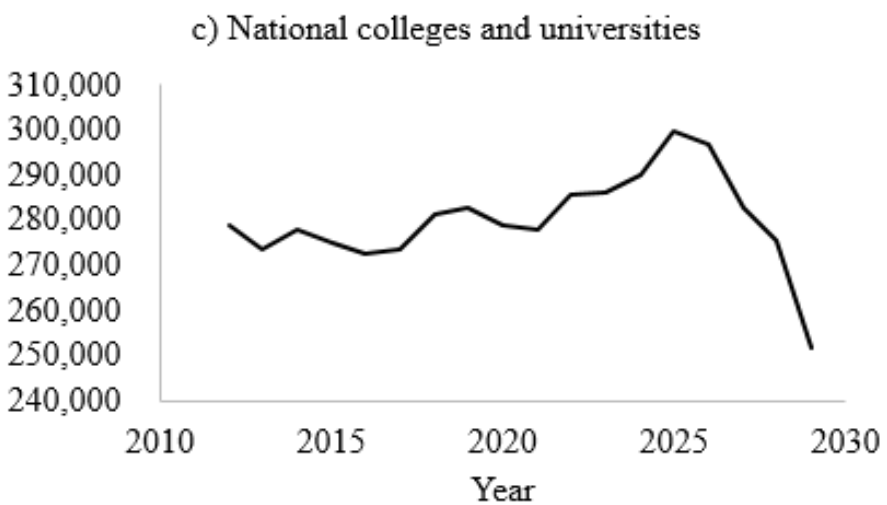
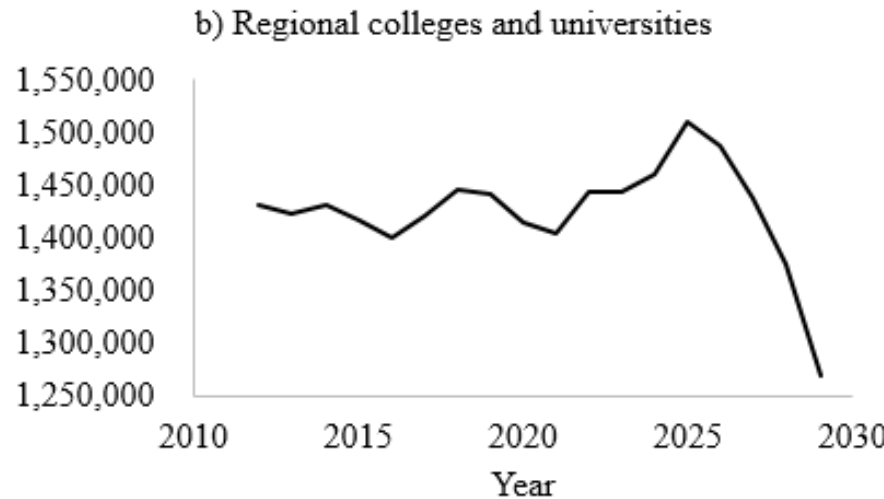
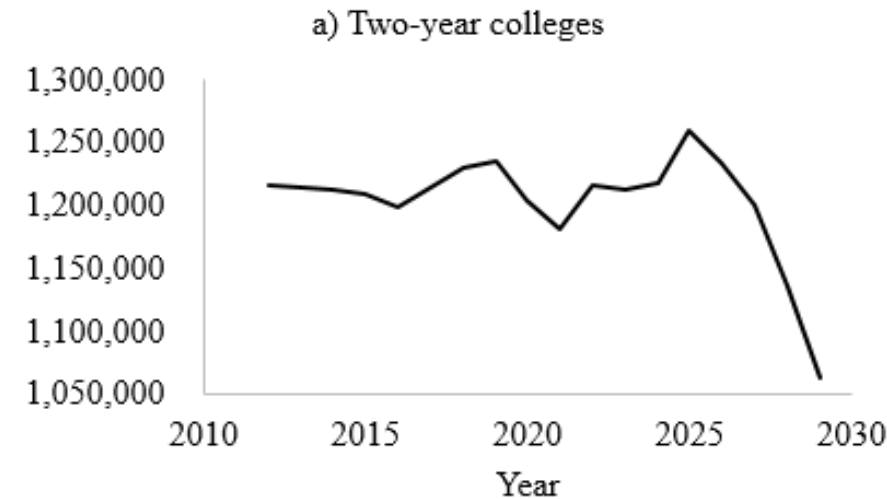
Forecasted growth in students who will attend a national four-year institution, 2012 to 2029



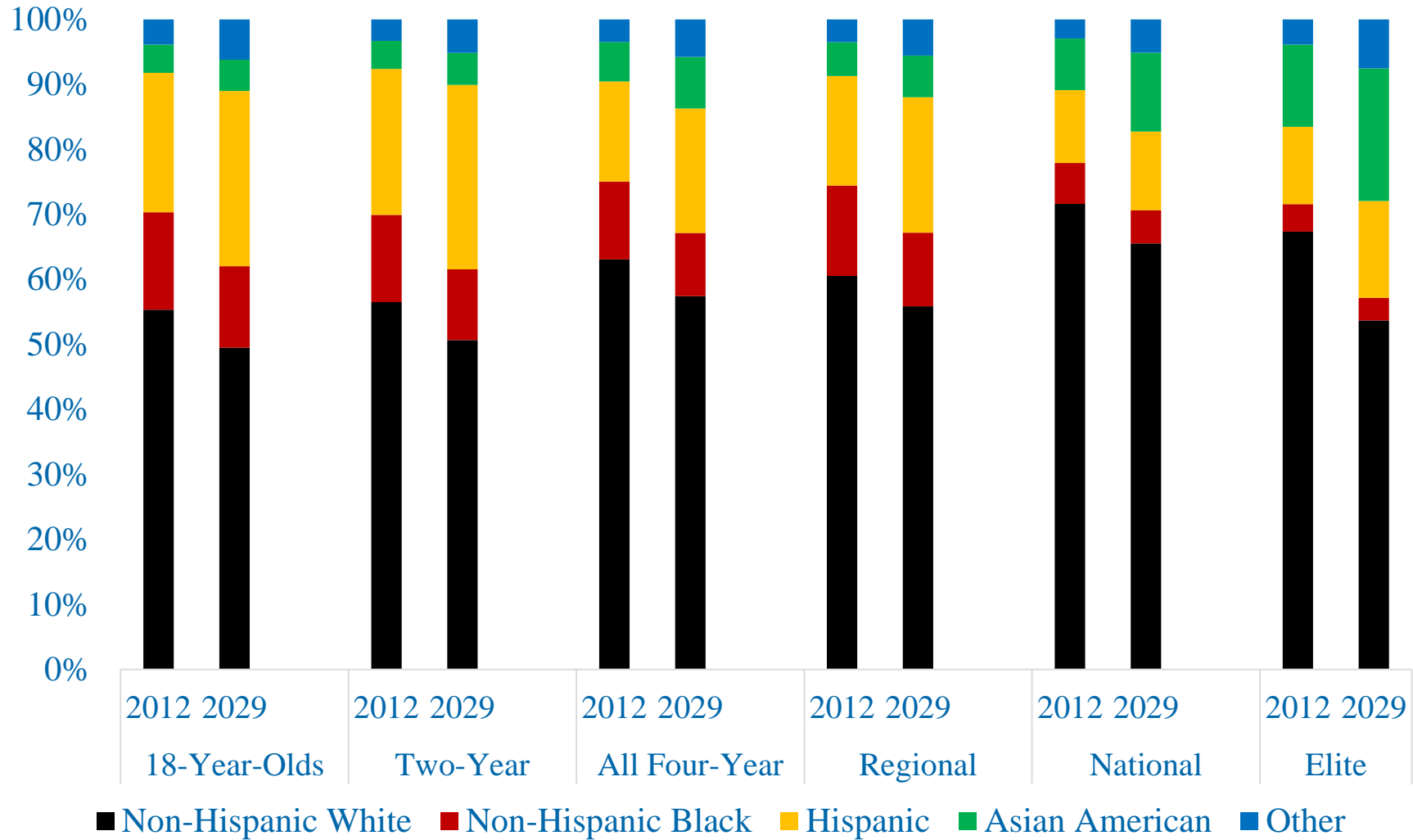
Forecasted growth in students who will attend a elite four-year institution, 2012 to 2029



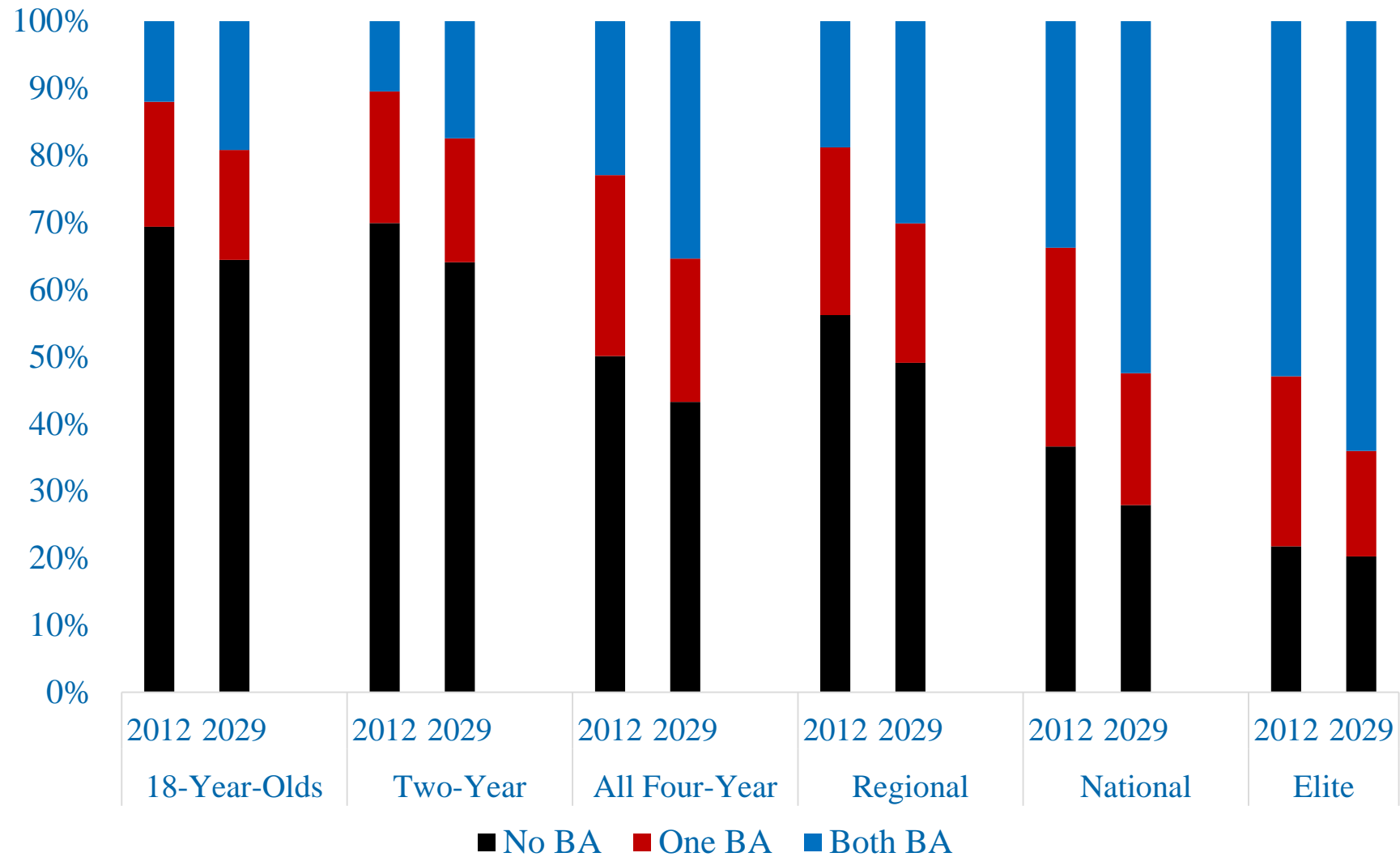
Forecasted Number of Students Attending College by Institution Type and Year of High School Graduation



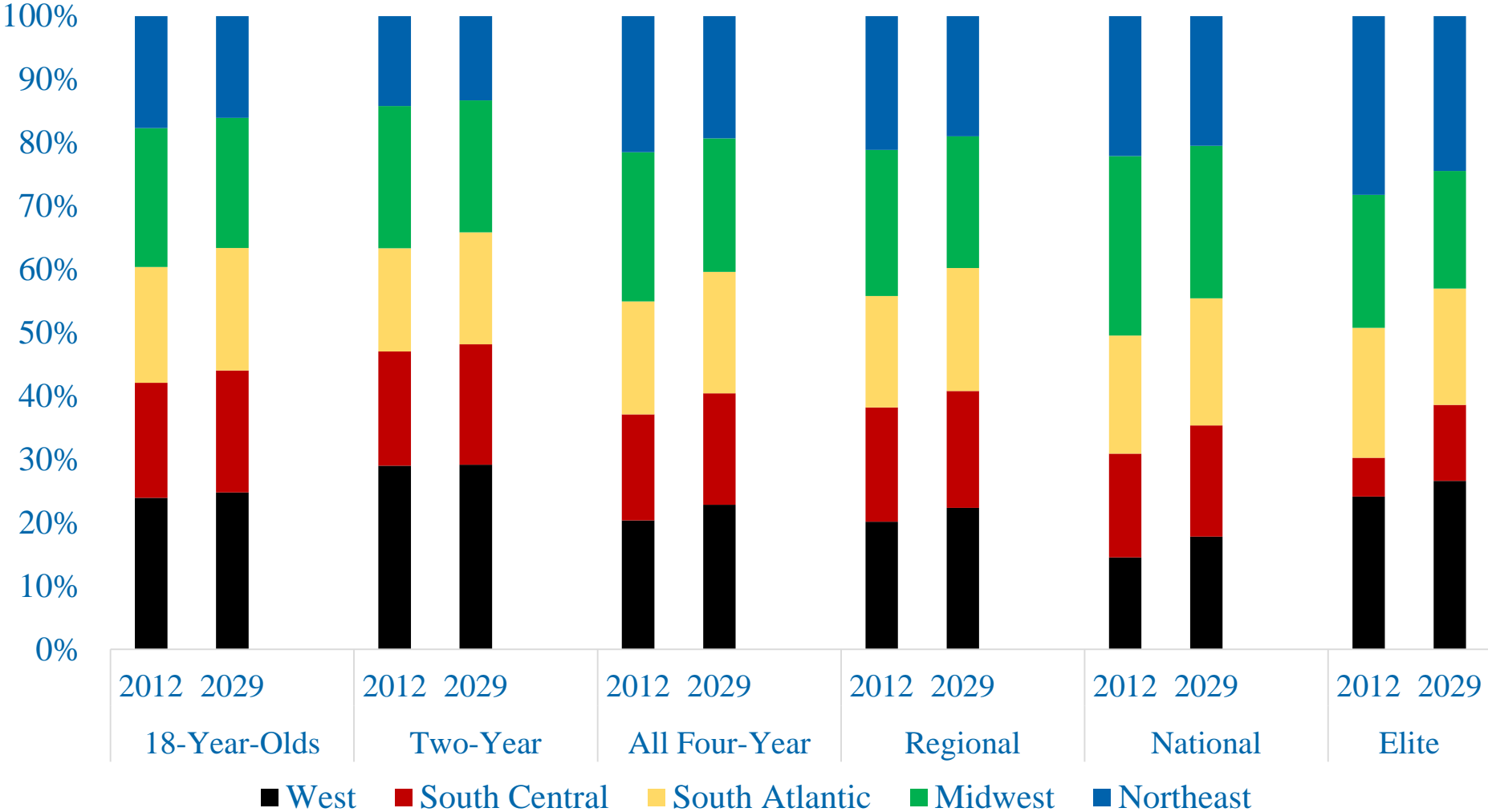
Race/ethnicity distribution of students attending four-year institutions, 2012 and 2029



Parental education distribution of students attending four-year institutions, 2012 and 2029



Geographic distribution of students attending four-year institutions, 2012 and 2029



Higher Education Response

- Expanded recruitment (eg. to reduce enrollment differences by race and/or income)

"Bristling, moving, white-knuckle reading to rank with classic accounts of the 'perfect storm,' Krakatoa, and other doctored calamities." —Booklist (starred review)

UNDER a FLAMING SKY

The Great
Hinckley
Firestorm
of 1894

DANIEL
JAMES
BROWN

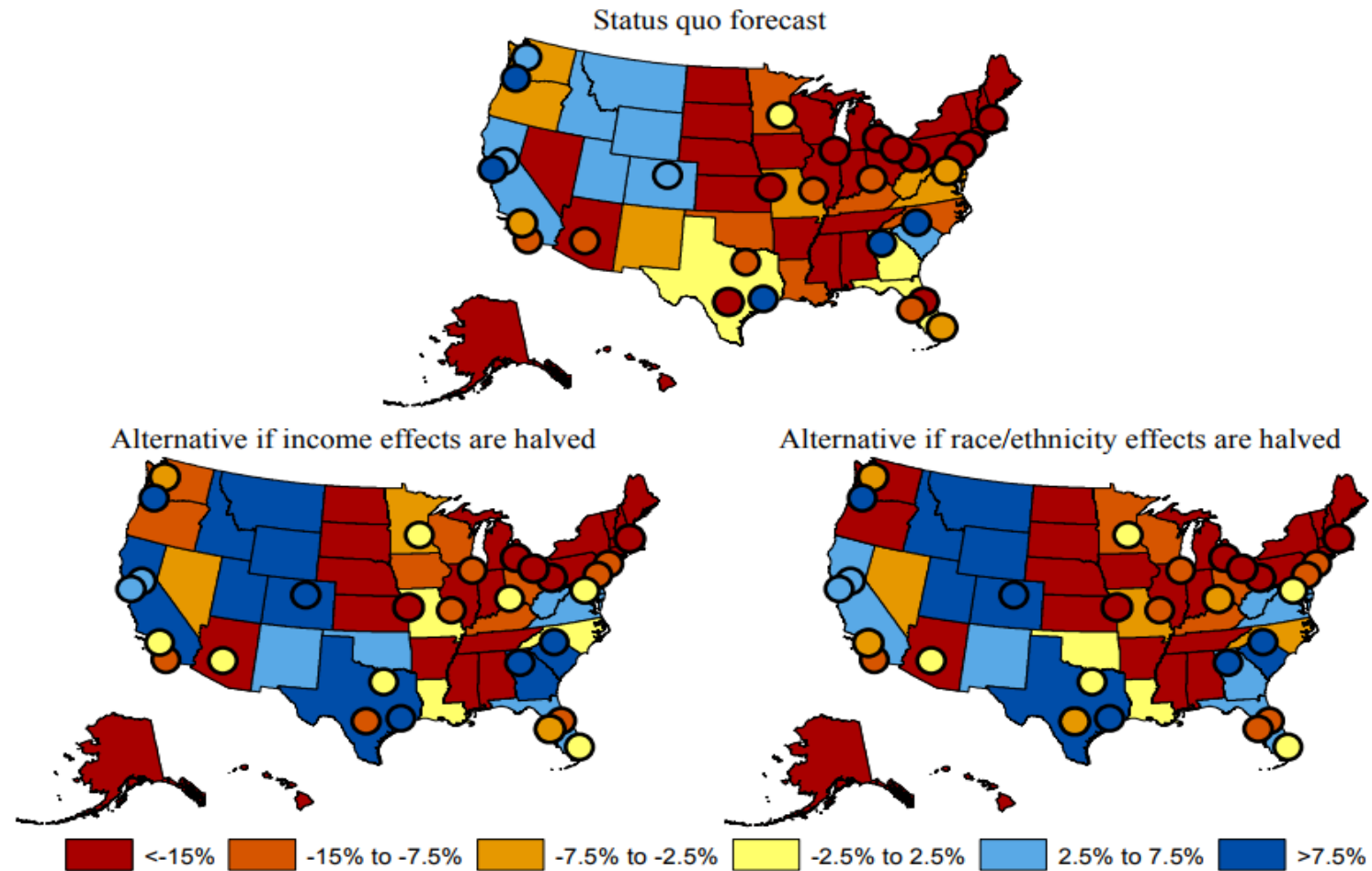
On the last evening of August 1894, people in a remote corner of northern Minnesota—people who were about to die or watch their children die—sat around dining room tables and chatted about their hopes for the future. They crawled into warm beds by ones or twos. They put out the lights and began to dream. But none of them could have dreamed of what was really coming.



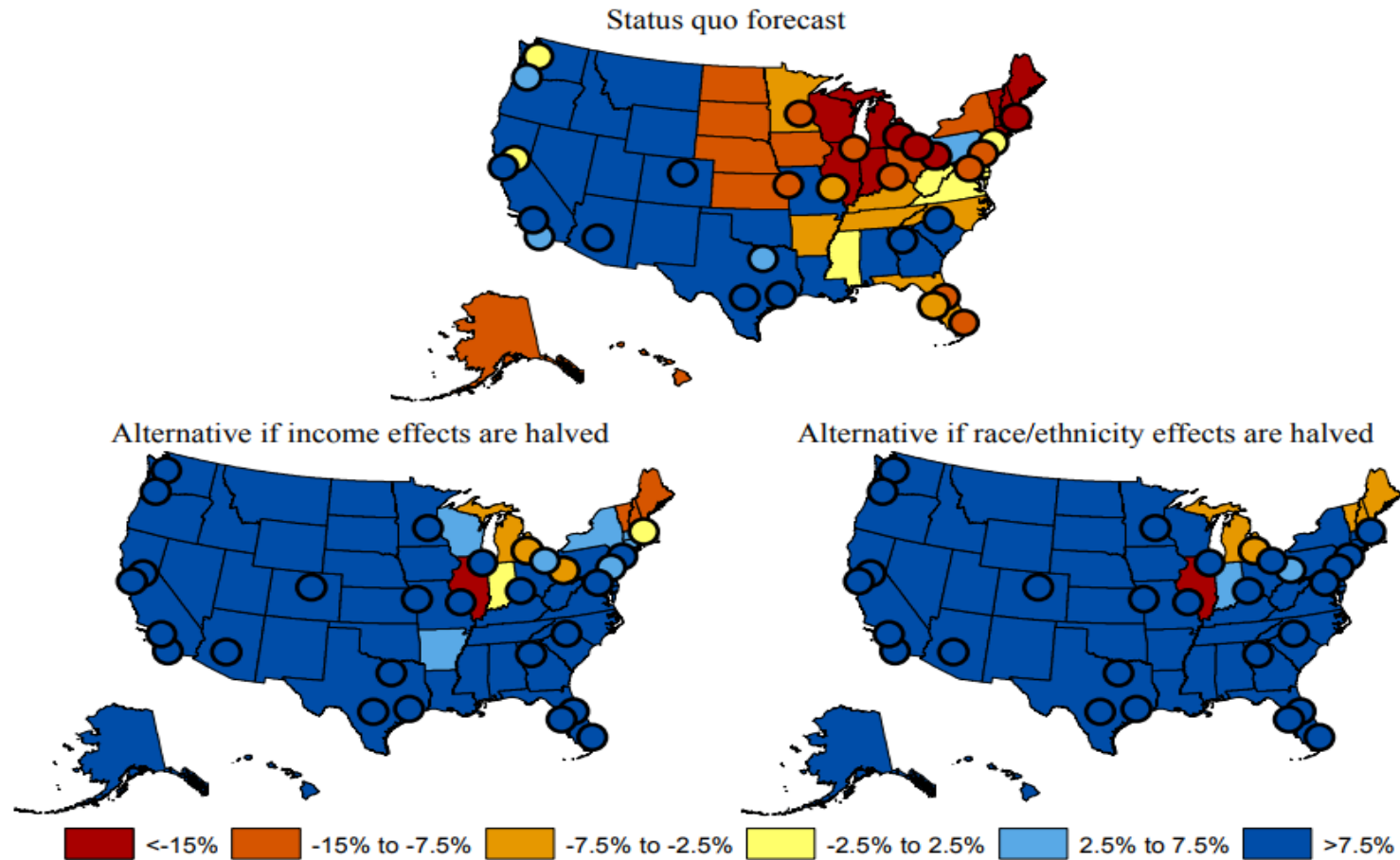
P.S.

WESTERN
WESTERN
& MORE...

Forecasted growth in regional four-year attendance under status quo and alternative policies that mitigate effects of income and race/ethnicity, 2012 to 2029



Forecasted growth in national & elite four-year attendance under status quo and alternative policies that mitigate effects of income and race/ethnicity, 2012 to 2029



The Cost of Diversity

- Dominant Narrative: Trade-offs in admissions process—diversity vs. NFI.
- Alternate Narrative #1: With increasingly diverse prospective student pools, failure to reach and retain diverse students leads to enrollment contraction.
- Alternate Narrative #2: Failure to reach and retain diverse students risks losing the hearts of WASP-y generation Z prospective students.

- Expanded recruitment (eg to reduce enrollment differences by race and/or income)
- Change in recruitment activities to target growth areas
- Continued reductions in public funding
- Continued pressure on tenure
- Increased attention to retention
- Increased international student recruitment
- Closures and consolidation

#Quick Takes

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U Wisconsin-Stevens Point to Eliminate 13 Majors

By [Colleen Flaherty](#) // March 6, 2018

67 COMMENTS 💬

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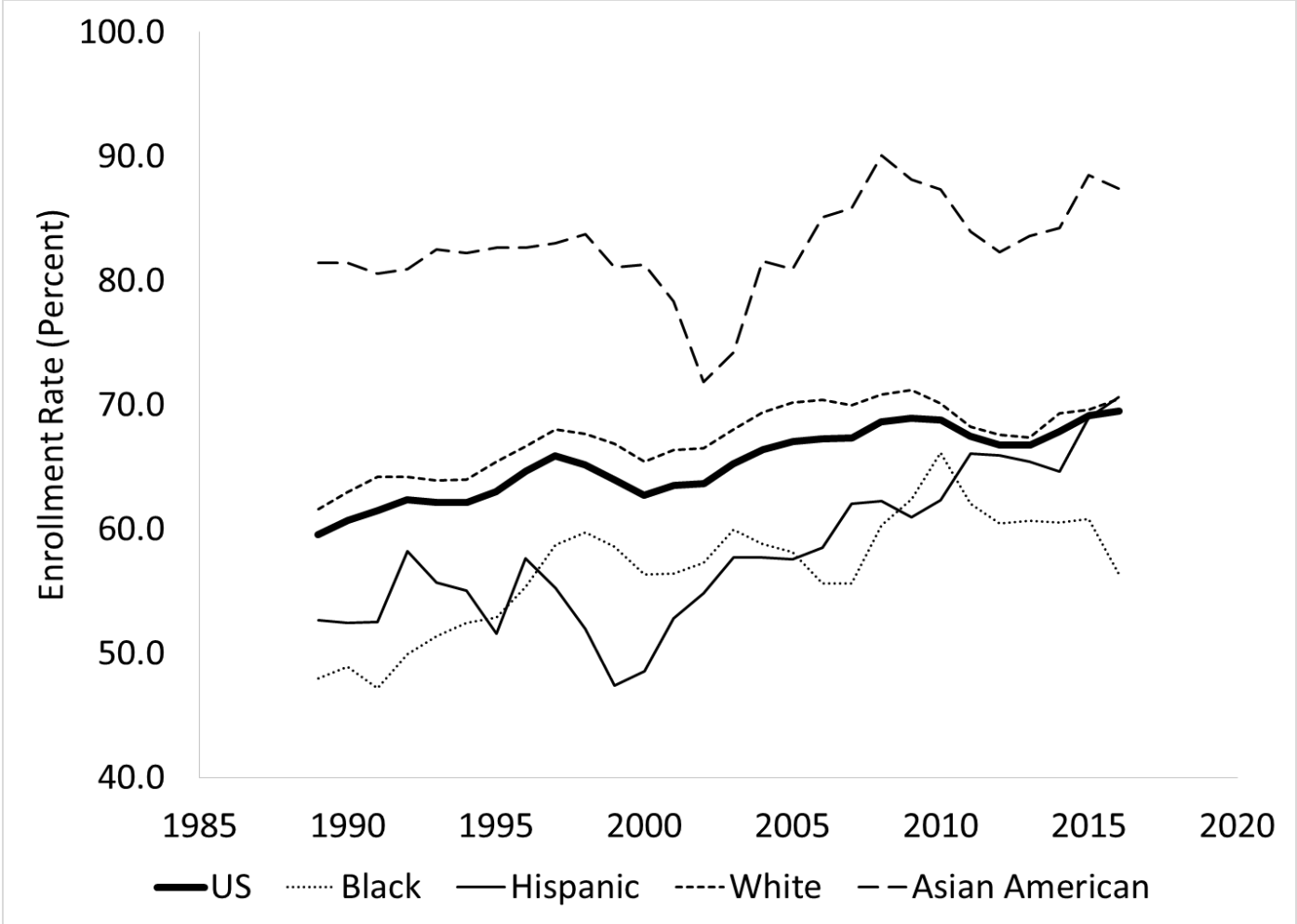
University of Montana plans to cut majors and staff numbers

Humanities subjects set to be hardest hit by restructure

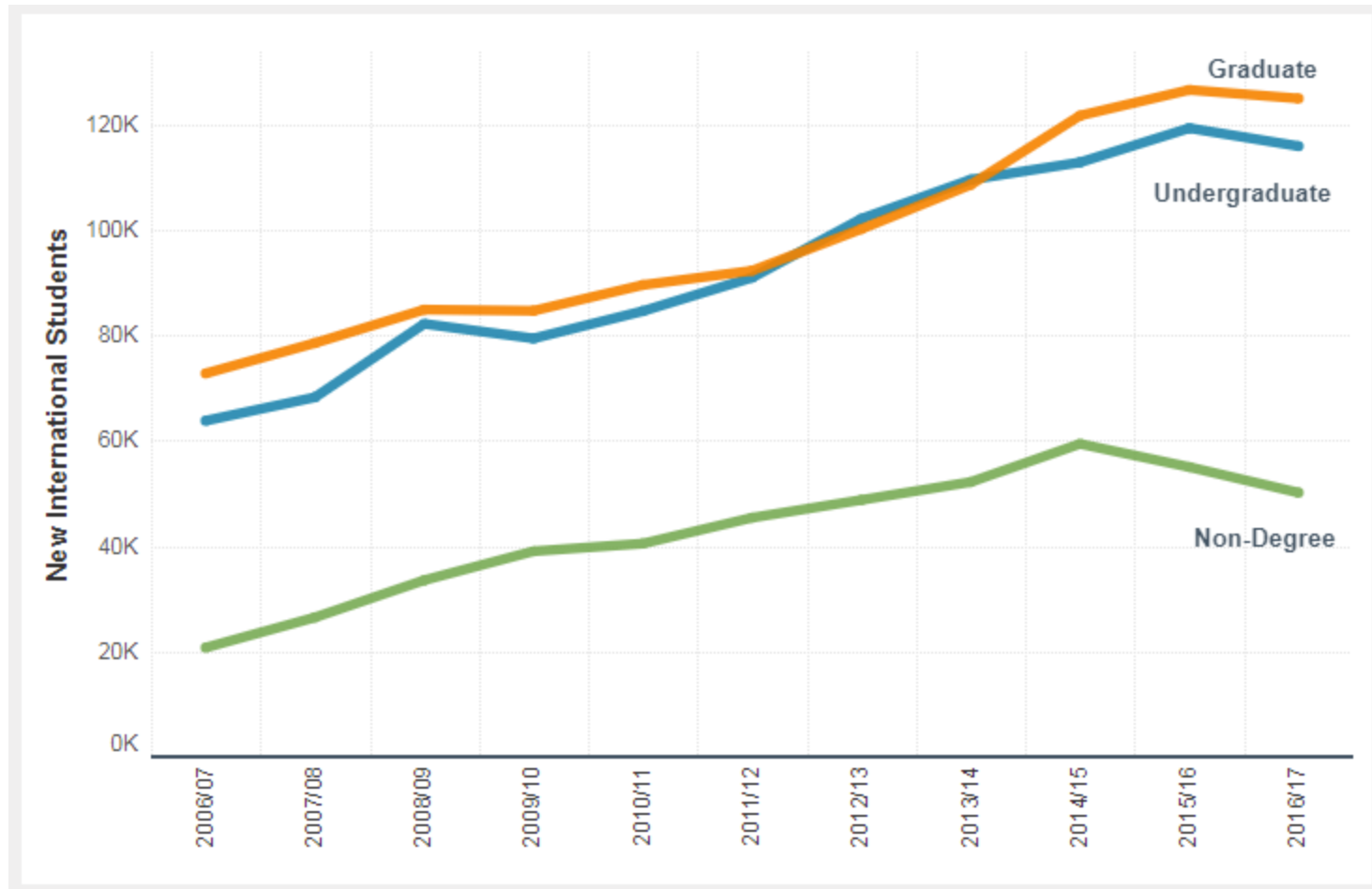
May 9, 2018

Changes to Watch

Surge in Hispanic Enrollment

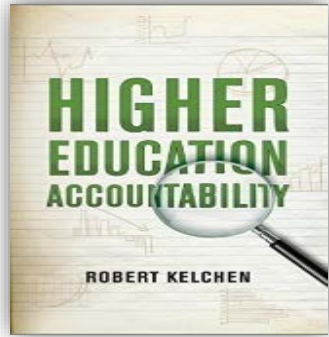


Source: Department of Education Digest of Education Statistics

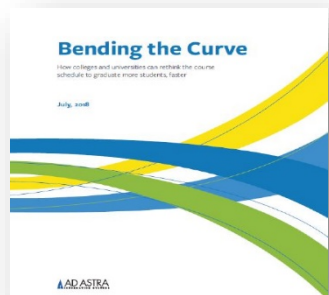


Source: Institute of International Education

Forthcoming Astra Academy Events



- September 18 – 3.00 PM EDT – Robert Kelchen, Seton Hall University, *Higher Education Accountability*



- October 2 – 3.00 PM EDT – John Barnshaw, Ad Astra, *Bending the Curve*



- October 14 – 17 – *Aspire Conference*, Kansas City, Missouri

Your Comments and Questions



- Comments or questions? Please feel free to type them to John Barnshaw and he will attempt to address as many as possible in the allotted time.
- Please do take five minutes to complete the survey.