

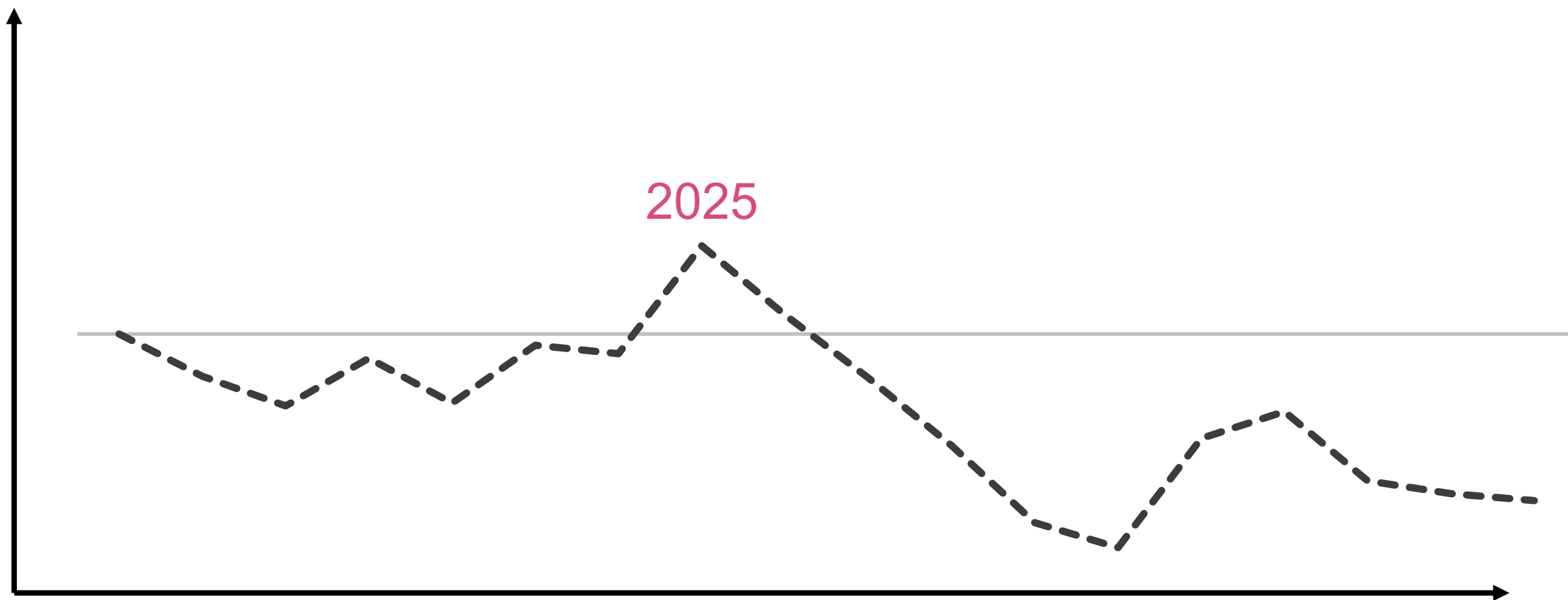


The State of Traditional Student Recruitment

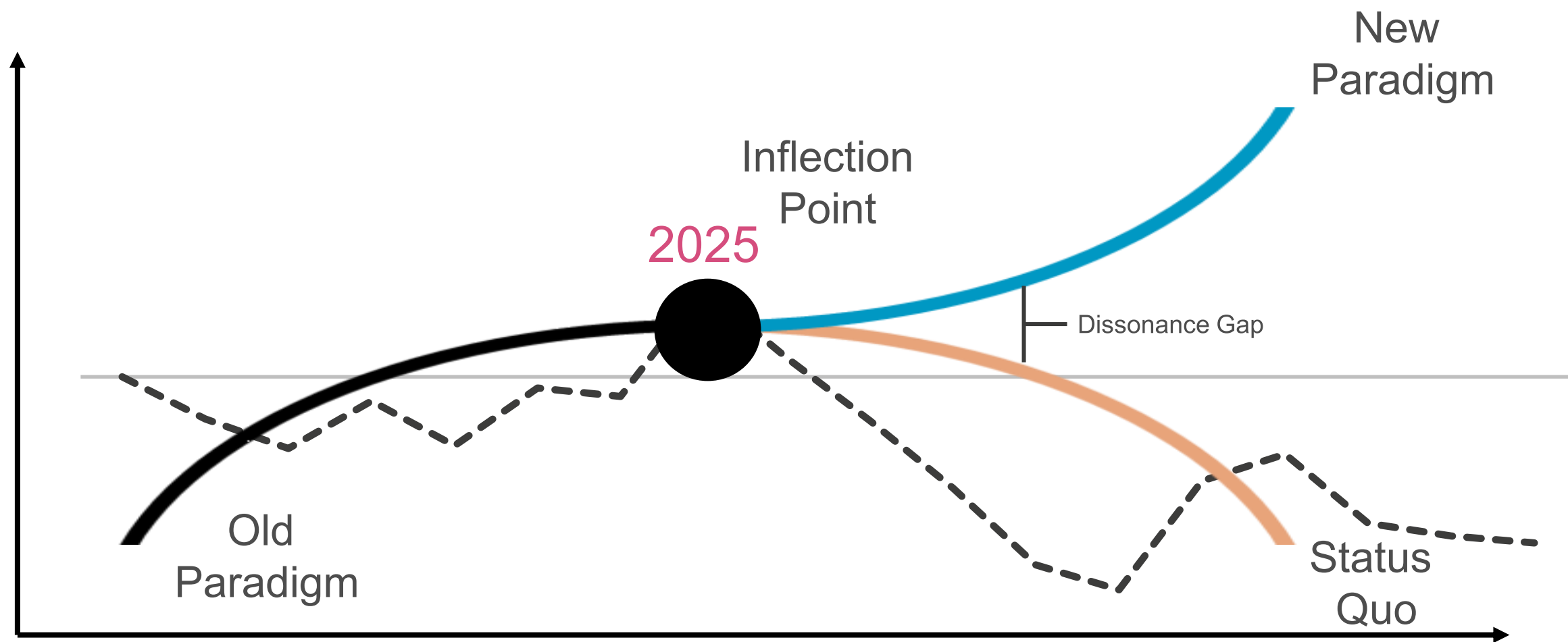
Kim Reid

Principal Analyst
kreid@eduventures.com

We've Arrived



We've Arrived

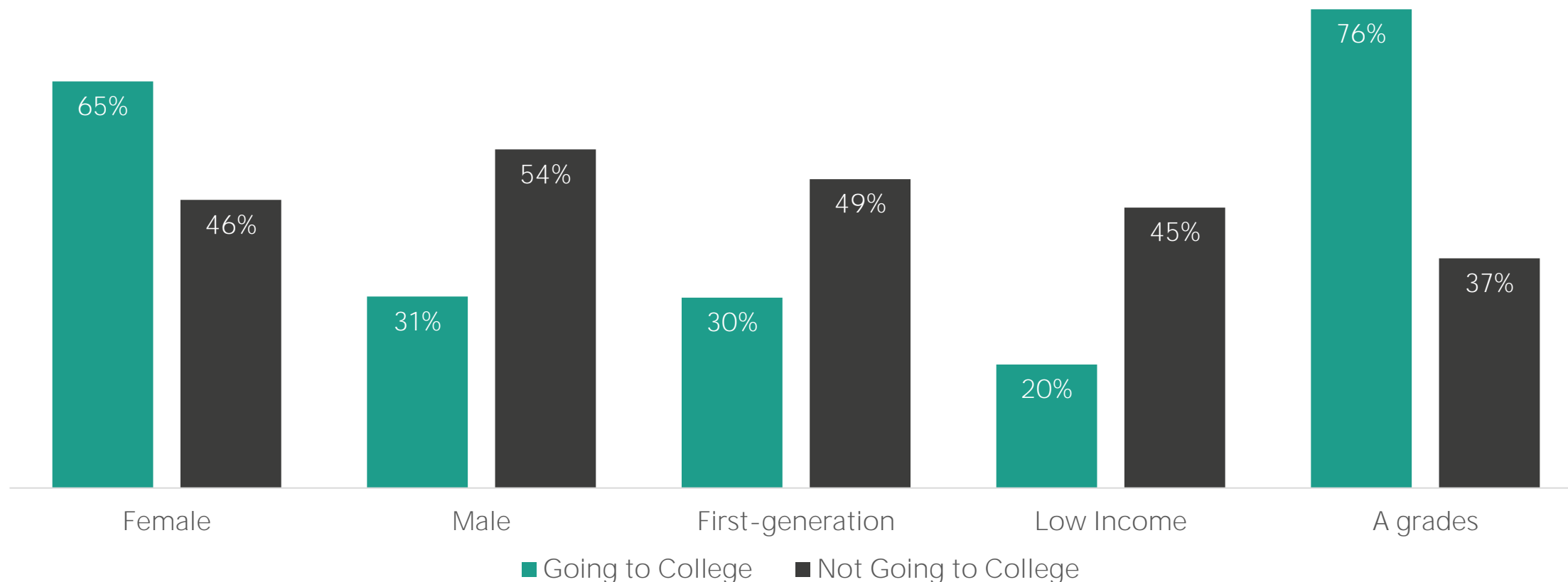


Who Goes to College?



38% of HS Graduates Do Not Immediately Attend College

Demographics of High School Students by College Intention



Source: Eduventures 2023 Prospective Student Research and Life After High School Research

Most Who Attend Go to Less Selective Institutions

Yet, the public narrative on traditional undergraduate enrollment is driven by selective institutions

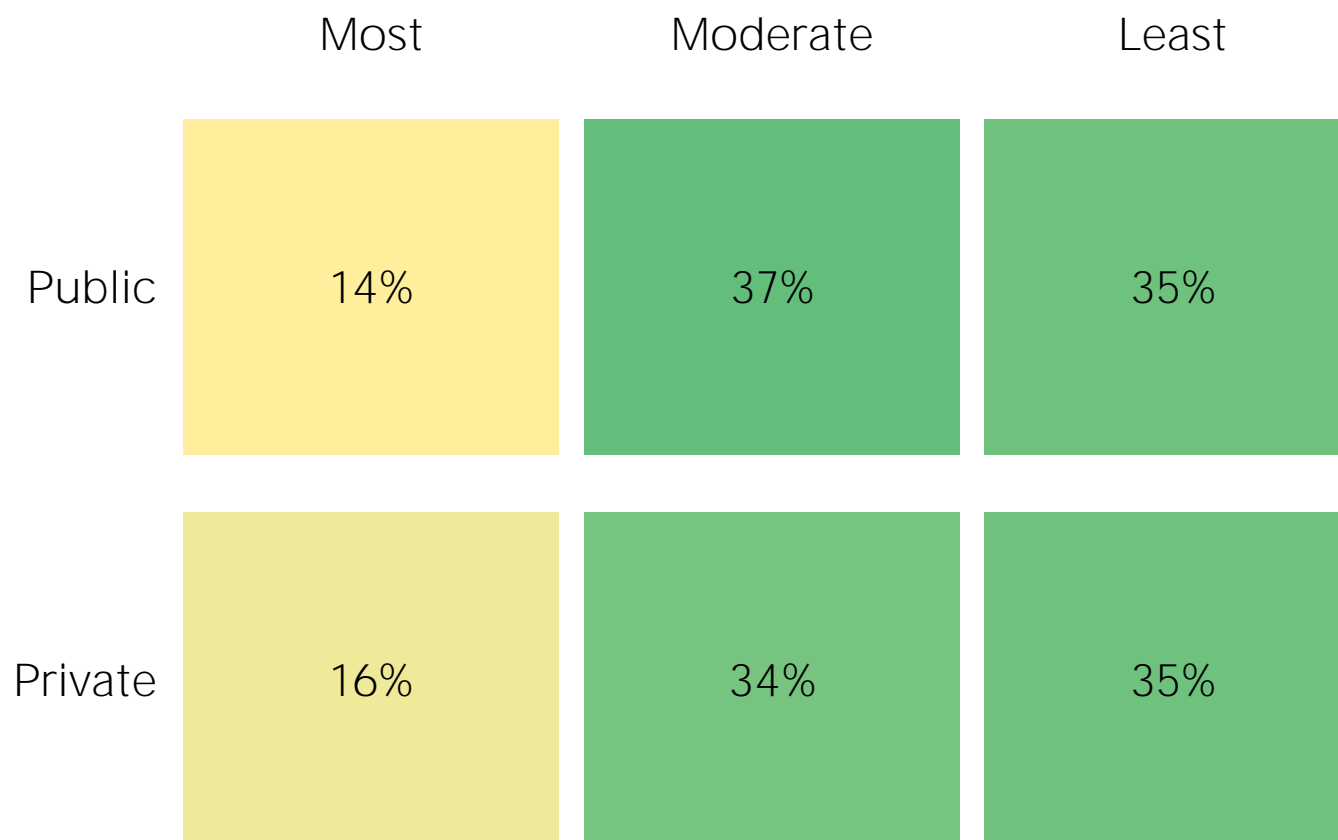
2022 Market Share and Traditional Undergraduate Growth (from 2018)



Source: National Center for Education Statistics

Less Selective Serve Those with Reason to Question Value

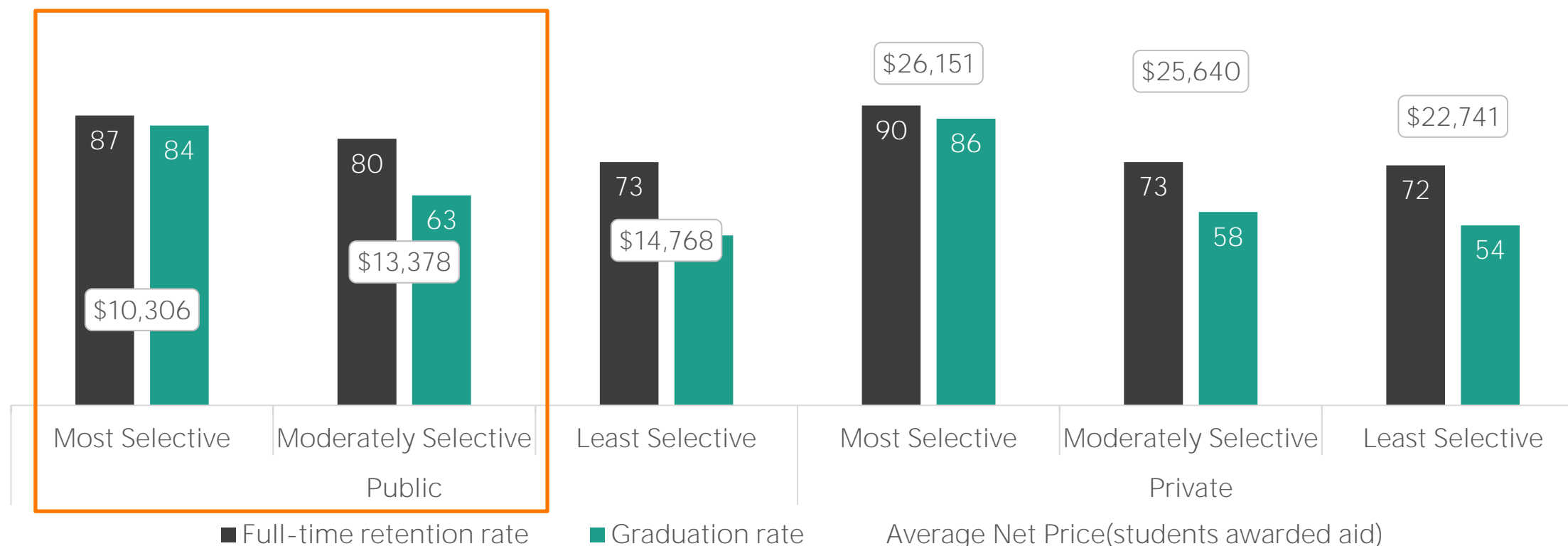
Percent of Undergraduate Students Receiving Pell Grants



Source: National Center for Education Statistics

Selective Publics Win on Price with Very Good Outcomes

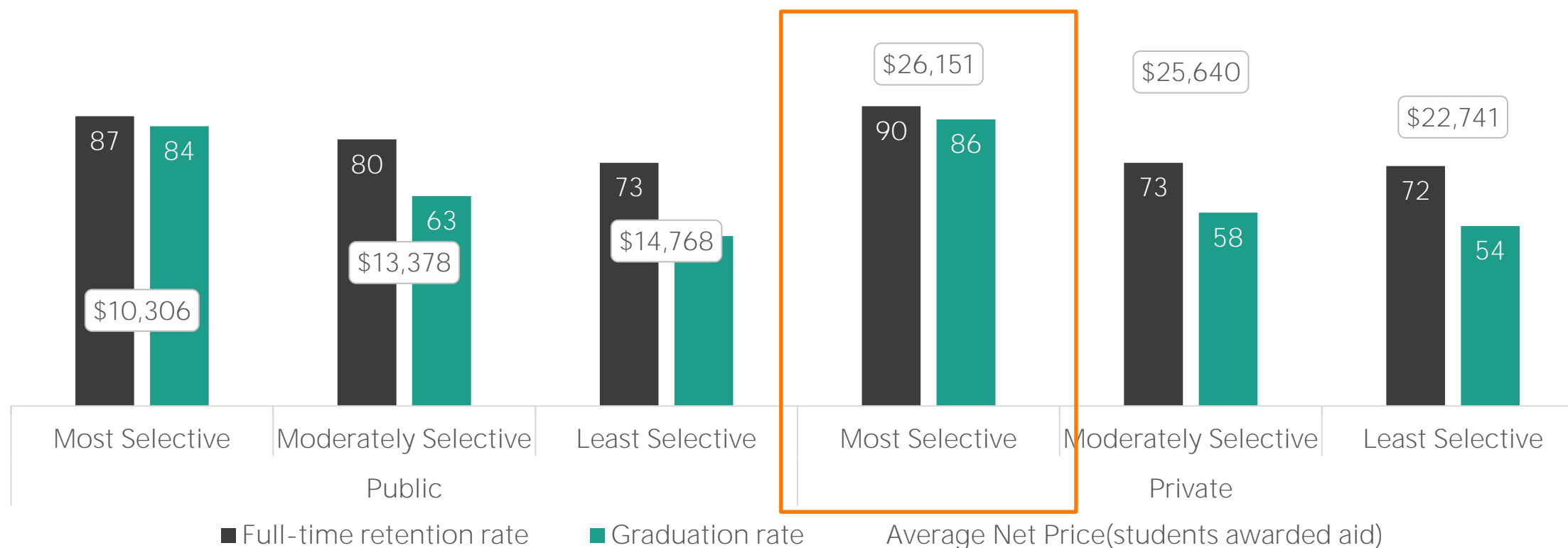
Retention rate, Graduation Rate, and Net Cost of Attendance by Control and Selectivity



Source: National Center for Education Statistics

Selective Publics Win on Price with Very Good Outcomes

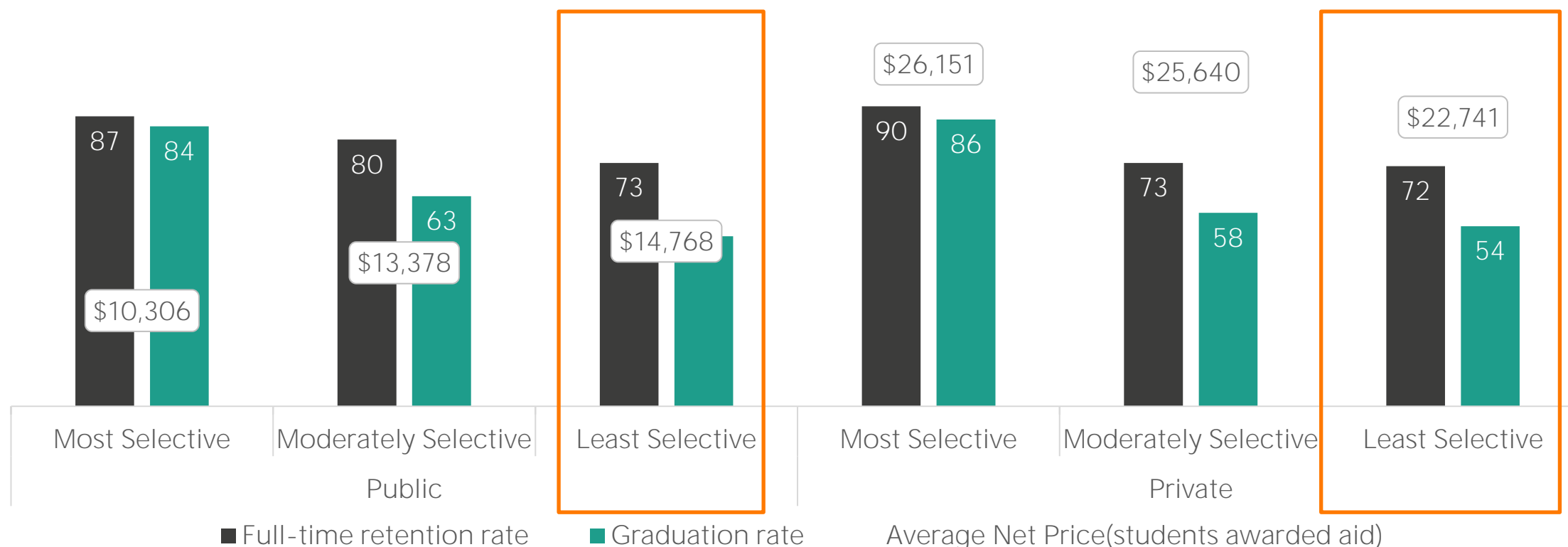
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Selective Publics Win on Price with Very Good Outcomes

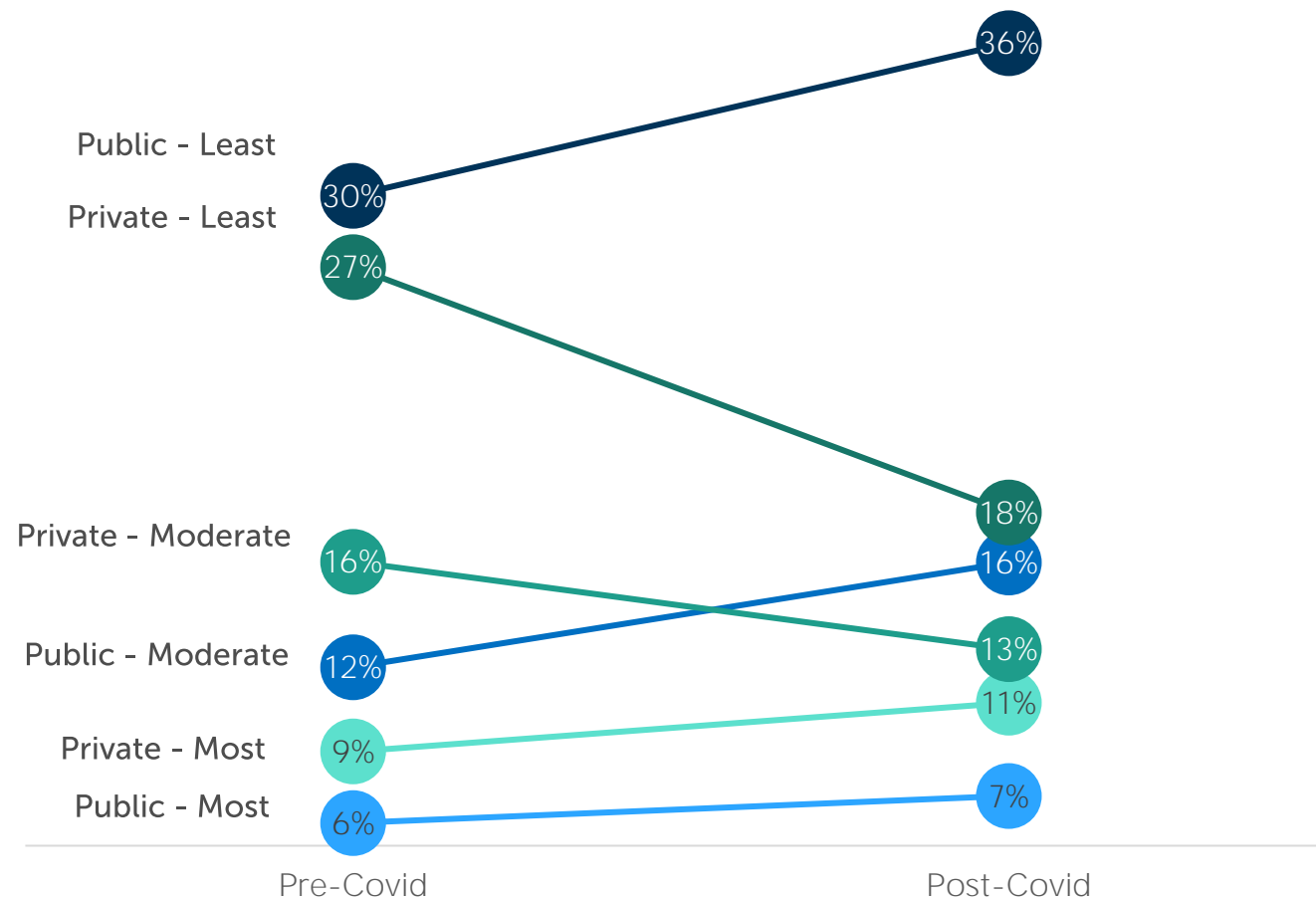
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Source: National Center for Education Statistics

Soft Demand for Least Selective Privates

Top Consideration Type – Pre- and Post-COVID



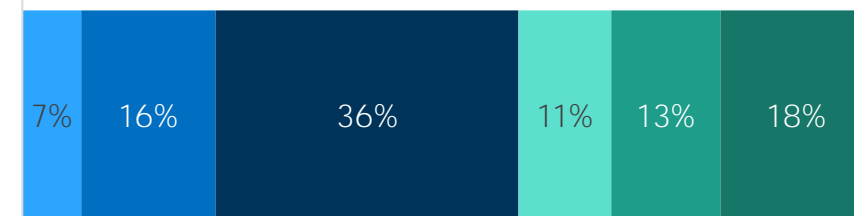
Source: Eduventures Prospective Student Research

Reality Sets in at Enrollment

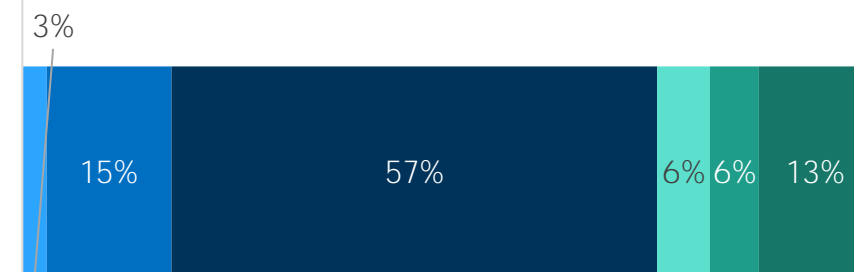
- Many more attend least selective publics than intend to
- A
- t least the price is right

Top-of-Funnel Demand vs. Enrollment (Post-Covid)

Top Application Consideration



Enrolling



■ Public Most ■ Public Moderate ■ Public Least
■ Private Most ■ Private Moderate ■ Private Least

Source: Eduventures Prospective Student and Admitted Student Research

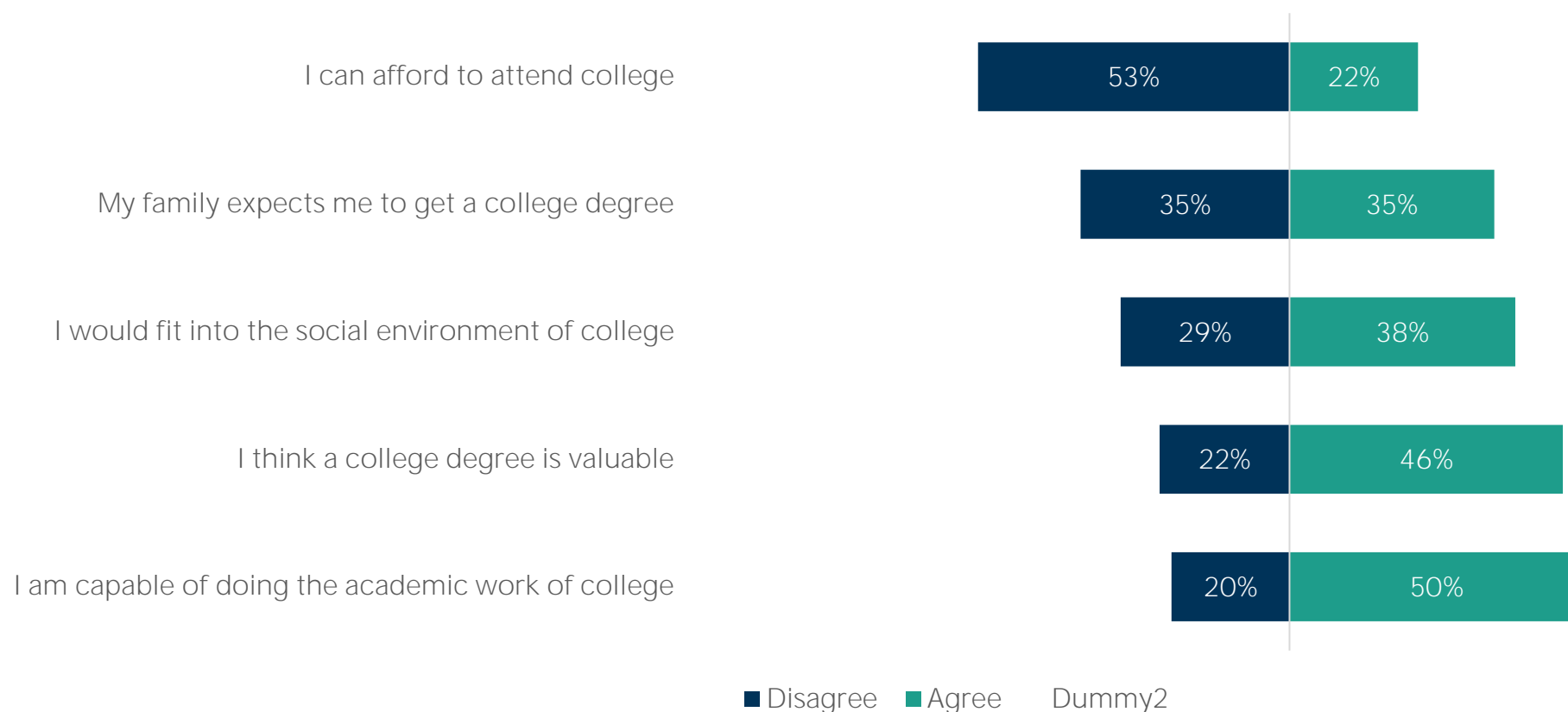
College Is Not for Me. It's Not Worth It

How do we re-engage a lost demographic?

“I don't see myself attending a 2- or 4-year college because it costs a lot of money and time and thanks to my stepfather leaving my mother, I don't have time or money to spend on education. I need to help support my family.”

Principally, These Students Cannot Afford College

High School Graduates Deciding to Forgo College – Attitudes about College



Disconnection



- Extremely prepared
- Very prepared
- Somewhat prepared
- Not very prepared
- Not at all prepared



New Paradigm

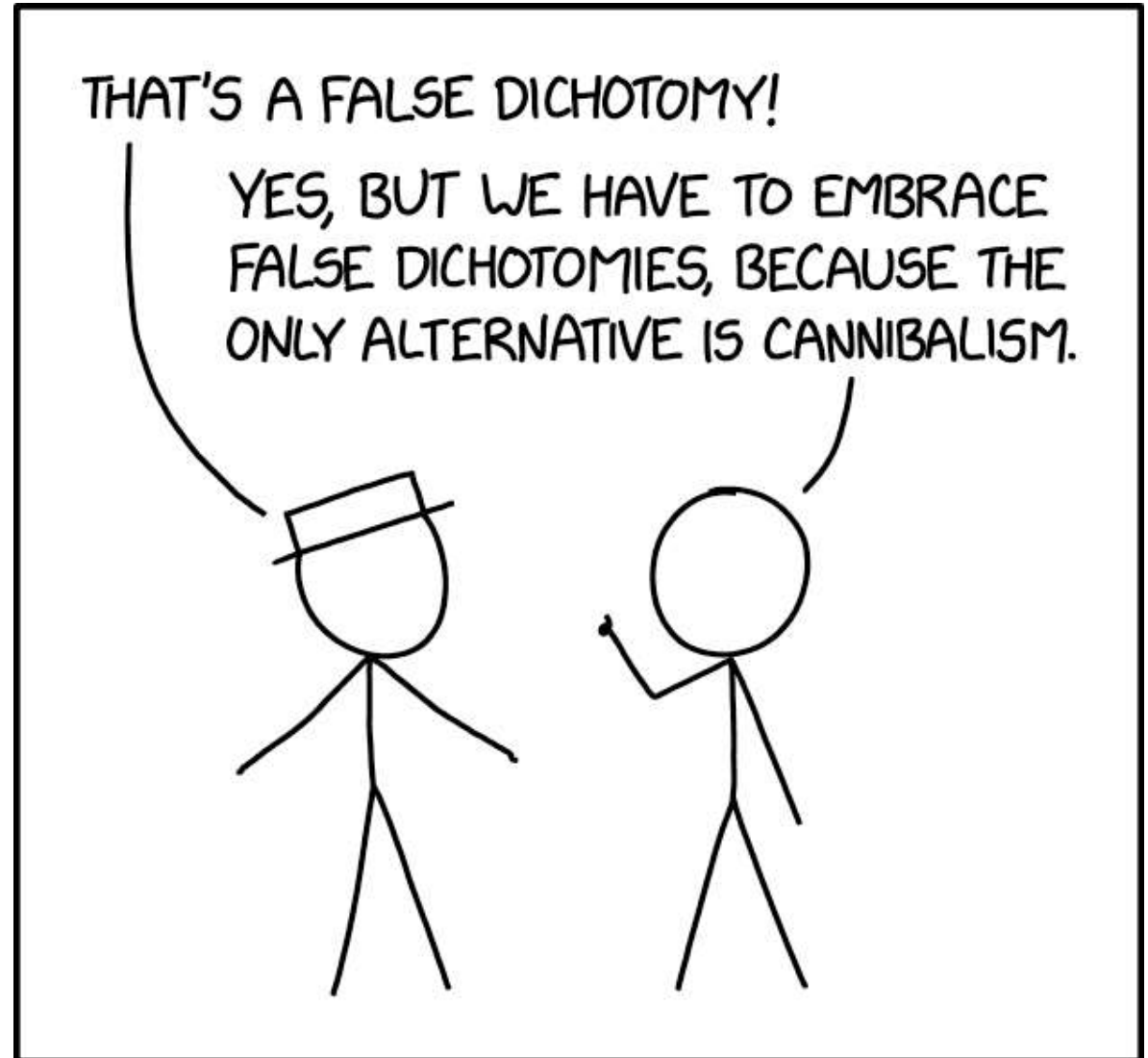
#1. It's Time to Put Up the Big Tent

To serve more students, institutions will have to expand the definition of “college”



Education or Training?

Traditional undergraduate serving institutions are hurting themselves by too slowly dismantling this false dichotomy



Arizona State University Keeps The Connection

“Building and ecosystem for lifelong learning”

Keeps high school students focused on advancing their educational needs

- P20 learning solutions
- No application, no transcript, credits
- Dual enrollment



<https://learning.asu.edu/>

#2. Low-Cost Professional Programs Belong in the Tent

These programs will open the addressable market to students who would have skipped college

- Career-focused
- Low barrier to entry
- Shorter time to degree
- Lower cost-per-credit
- Non-degree

Many Colleges are Making the Effort

The screenshot shows the Pace University website. At the top left is the Pace University logo. To the right is a navigation bar with links: ABOUT PACE, INFO FOR, NEWS, EVENTS, APPLY, REQUEST INFO, and VISIT. Below this is a secondary navigation bar with links: THE PACE DIFFERENCE, ACADEMICS, CAMPUS LIFE, and ADMISSION AND AID, followed by a search icon. The main banner features a photograph of students in a classroom setting. Overlaid on the left side of the banner is the text 'The Pace Path' in orange, followed by 'RESULTS-FOCUSED ACADEMICS' in large white letters. At the bottom of the banner is a blue bar with three white text links: RESULTS-FOCUSED ACADEMICS, RESUME BUILDING EXPERIENCES, and PERSONAL MENTORSHIP.

Many Colleges are Making the Effort

CONVERSE

Here's what you need to know

- ✓ We put your future first.
- ✓ We are affordable.
- ✓ We guarantee you will graduate in four years.
- ✓ We are test-optional.

About Healthcare Administration

More than half of the 20 fastest growing occupations in the U.S. are in health services fields. You will navigate the diverse and complex field of healthcare administrators with opportunities at physician offices, hospitals, elder-care facilities, pharmacies, and health insurance providers.

From tracking trends in a rapidly-changing industry to supervising the delivery of services by doctors, nurses and technicians, healthcare administrators play a key role in keeping our communities healthy.

- ✓ Why Healthcare Administration at Converse?
- ✓ Beyond the Classroom
- ✓ Coursework
- ✓ Careers

But It's Difficult to Shift the Paradigm

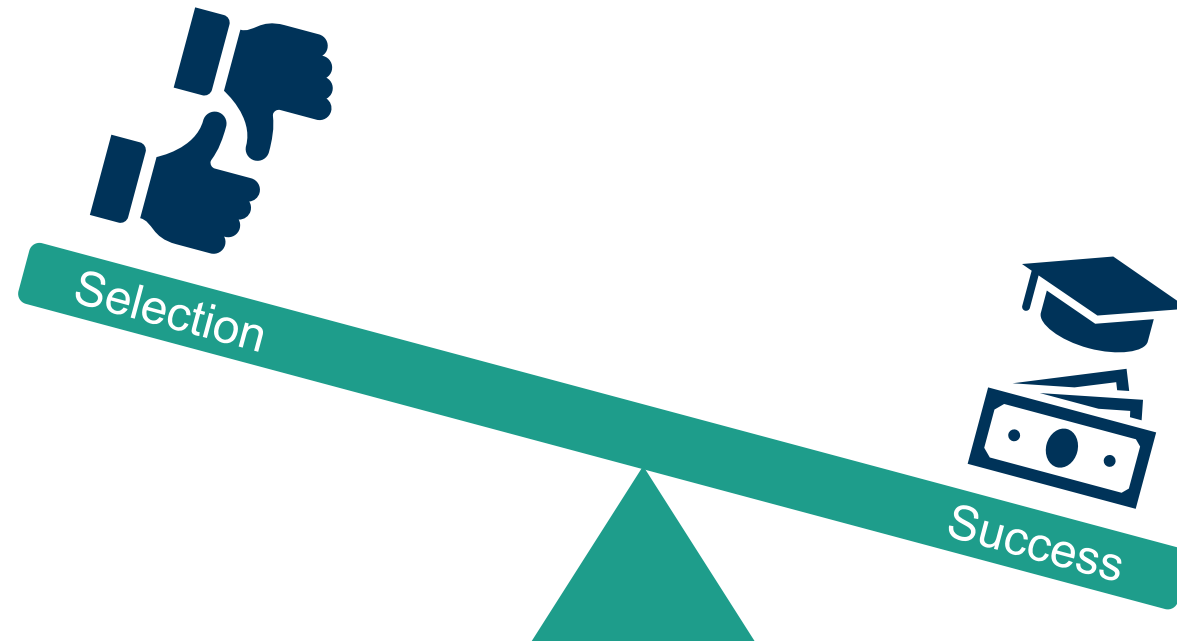


BOSTON COLLEGE

Pine Manor Institute for Student Success

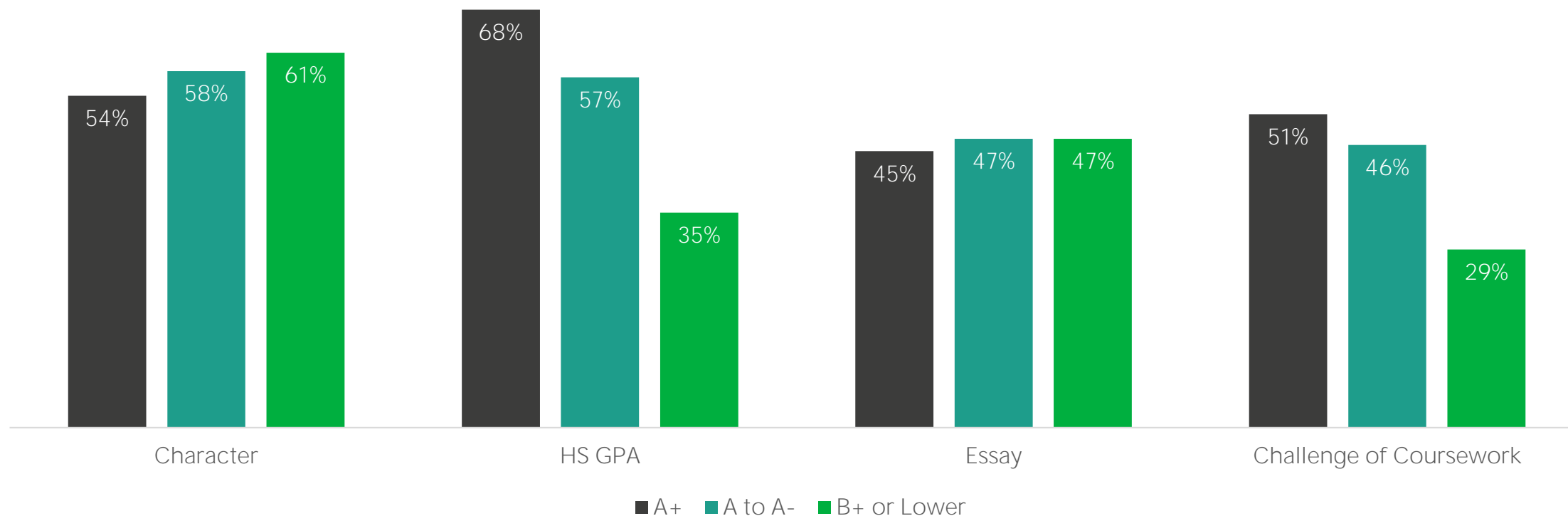
- ➔ **The Academy** is a two-part experience, which includes a Summer Enrichment Program for students in grades 8–12 and school year tutoring and mentoring.
- ➔ **Alumni Support** is an ongoing outreach initiative for graduates of the Academy and Messina College, featuring year-round mentoring and life/success coaching.
- ➔ **Mentoring and Academic Achievement** is the home of several academic support programs at Boston College, including the College Transition Program (CTP), Options Through Education (OTE), TRiO Student Support Services and the Ronald E. McNair Postbaccalaureate Achievement Program.
- ➔ **Messina College** is Boston College's ninth school, offering a residential associate's degree program to first-generation and high financial need students.

#3. Tip the Balance from Selection to Success



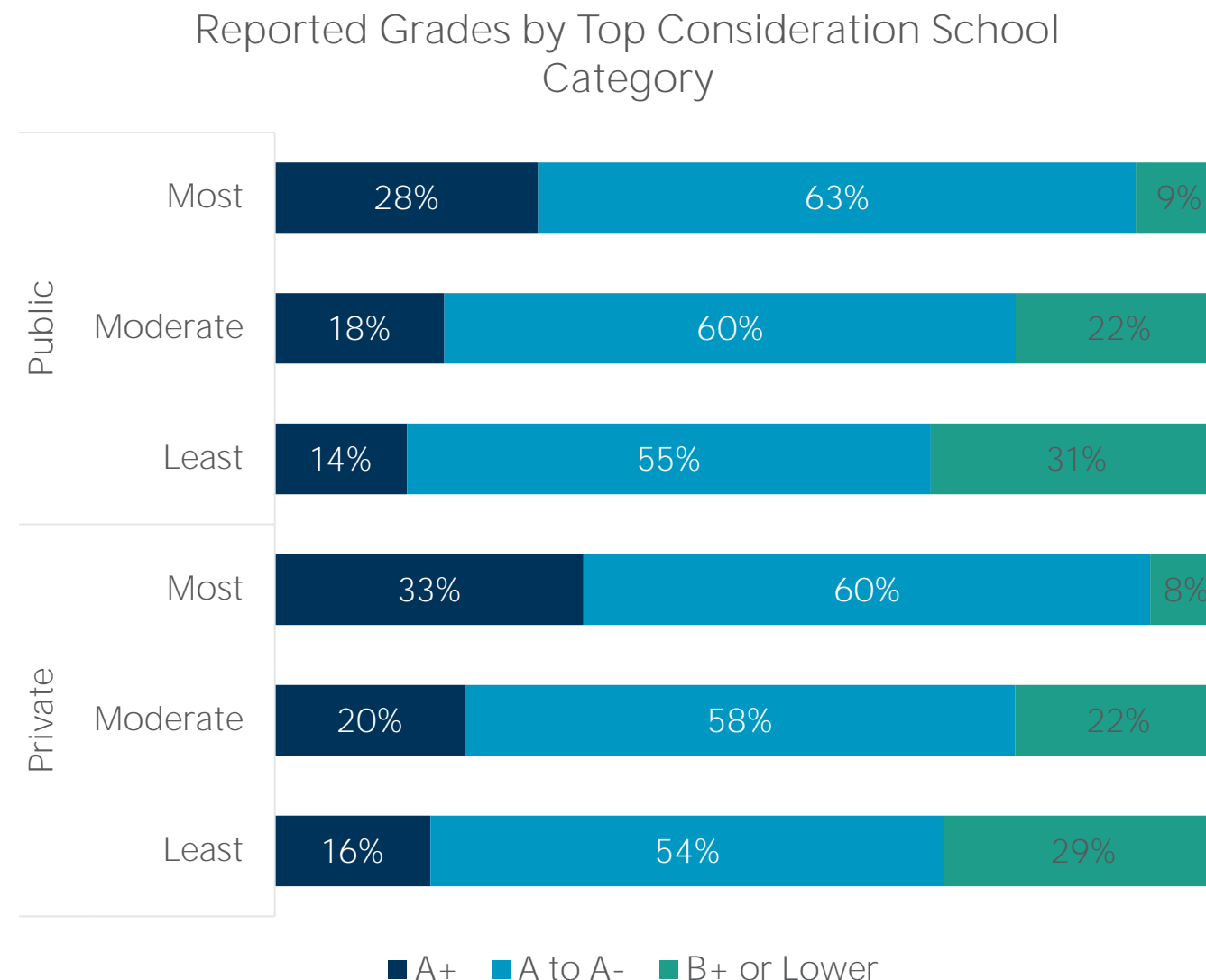
Students Want to Be Seen for Who they Are

Top Ways Students Believe Schools Should Evaluate their Applications



Source: Eduventures Prospective Student Research

Selectivity Is the Answer for a Select Few



Source: Eduventures Prospective Student Research

#4. Moving From Advising to Coaching

Students need more help and better help

- Academic
- Career
- Stress
- Social
- Mental Health



If You Want Performance, Hire a Coach

Advising can not speak to all that is necessary for student success



Advising

Focused Expertise

- Policies
- Procedures
- Degree requirements
- Sequencing



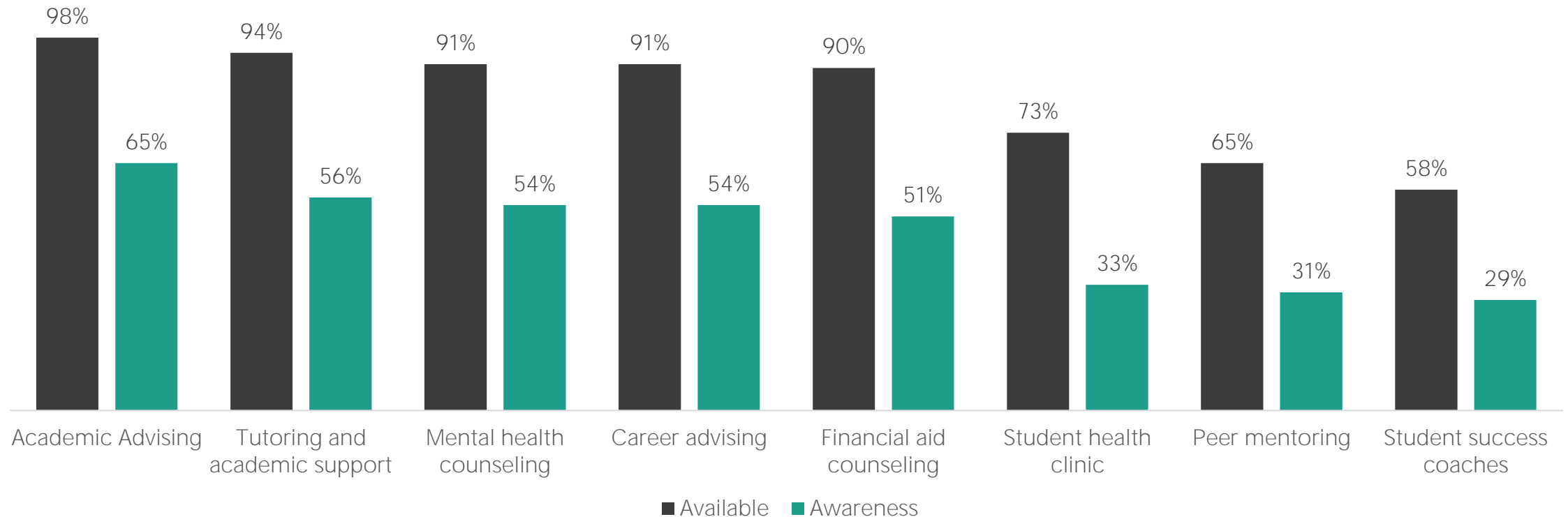
Coaching

Holistic Performance

- Discovery
- Goal Setting
- Skill development
- Outcomes

Required or Opt-out Coaching can Solve the Services Problem

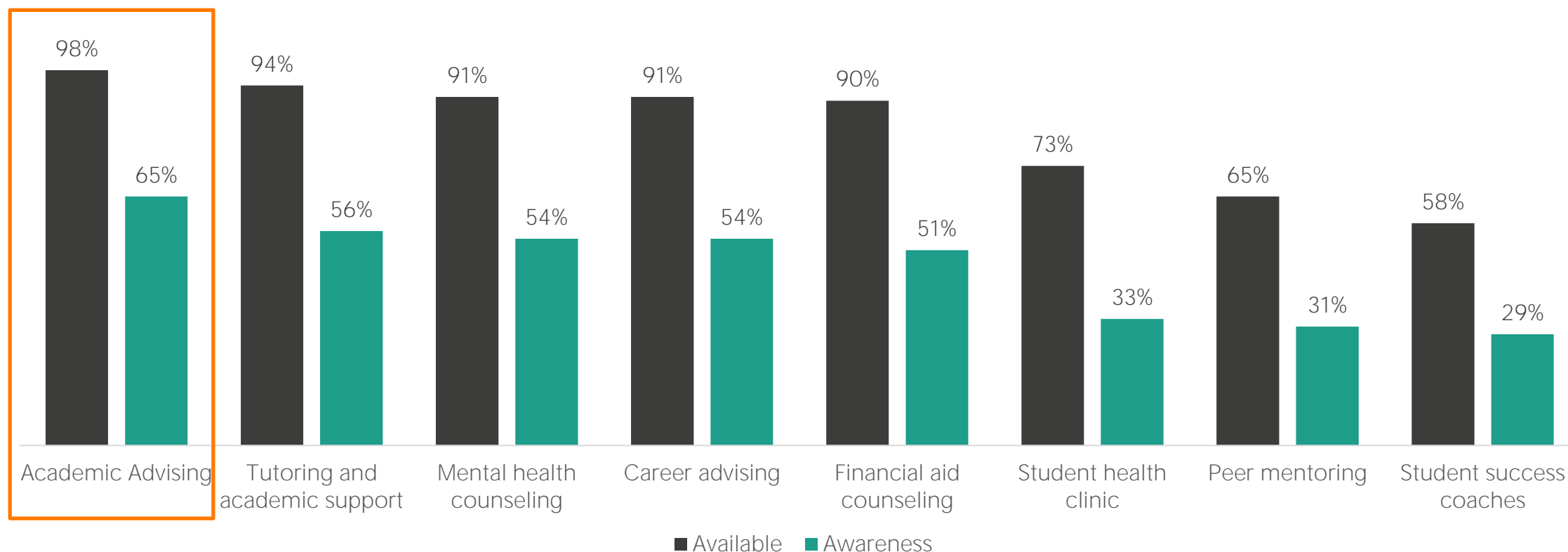
Institutional Availability and Student Awareness of Support Services



Source: Driving Towards a Degree, Tyton Partners, 2023

Required or Opt-out Coaching can Solve the Services Problem

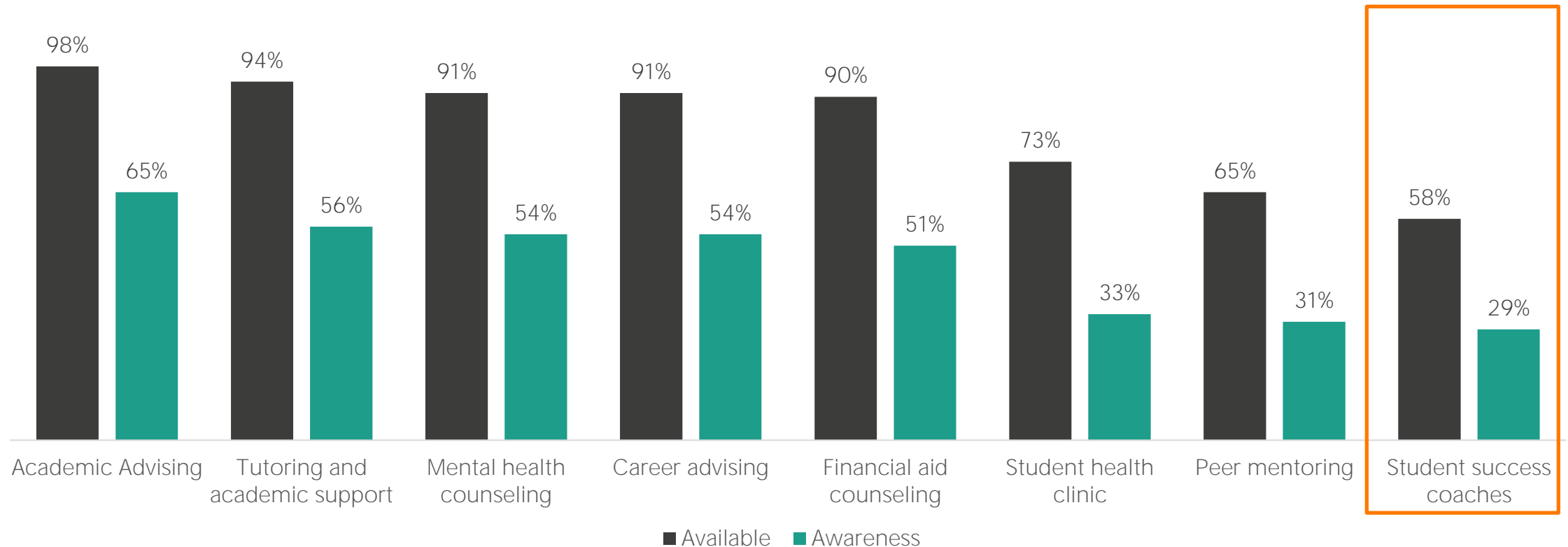
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Required or Opt-out Coaching can Solve the Services Problem

Institutional Availability and Student Awareness of Support Services



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What Can Success Coaching Look Like?

Assigned to All New Undergrads



<https://coaching.gmu.edu/>

What Can Success Coaching Look Like?

Outcomes-focused

Benefits of meeting with a Success Coach:



Help students transition to college and identify resources to enhance their experience.



Make the most of their Mason experience by helping them develop academic, personal, and career goals.



Help students define their own version of success on their Mason journey.

What Can Success Coaching Look Like?

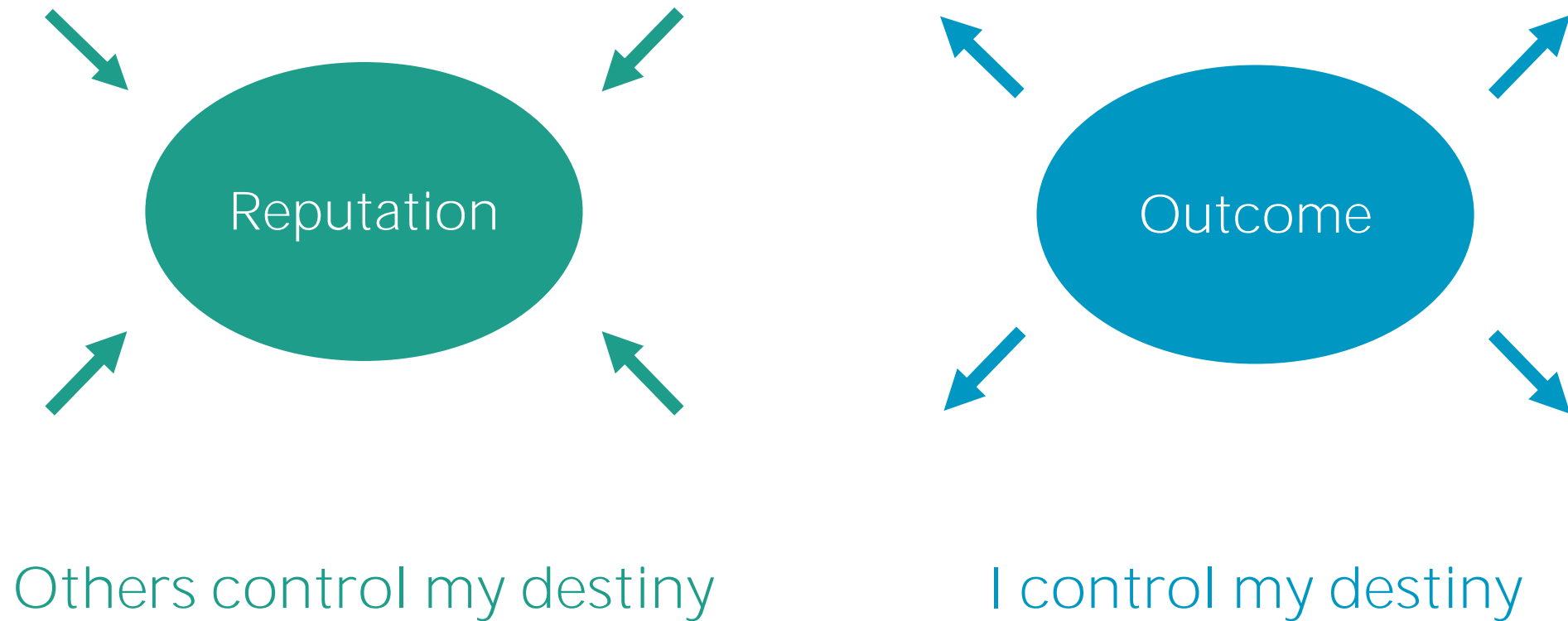
Holistic

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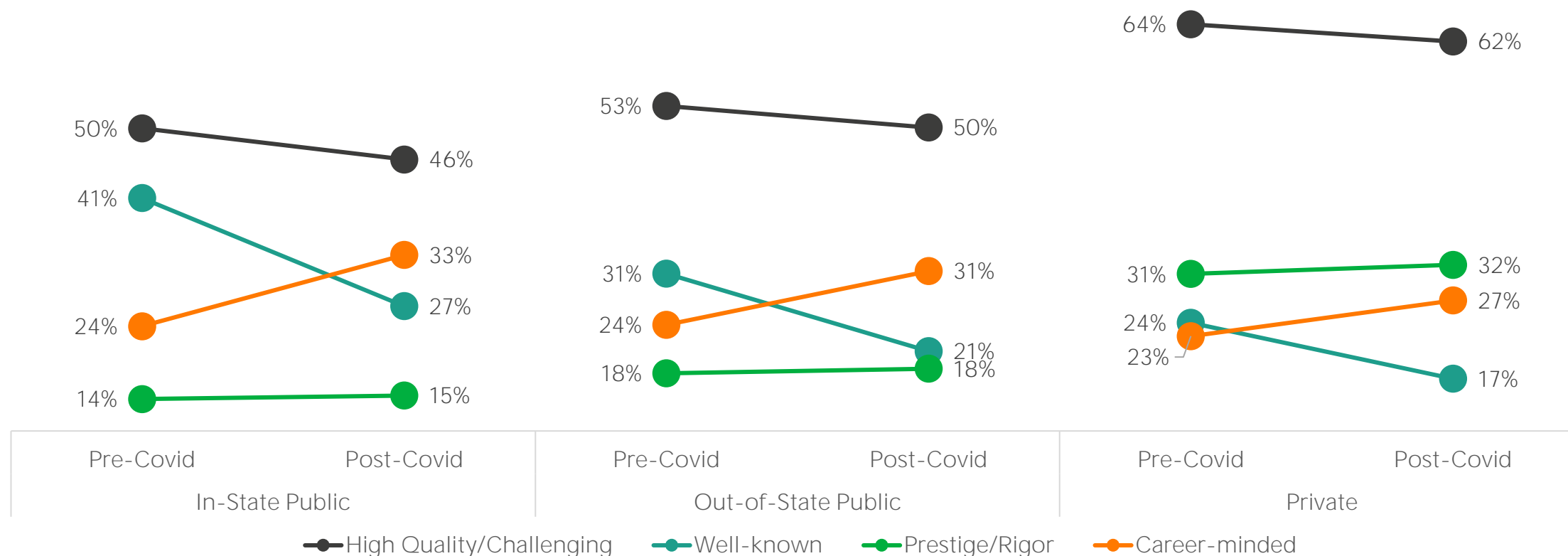
#5. Moving from Reputation to Outcome

From external to internal locus of control



Quality First, Career Rising In Importance

Brand Constructs of Institution Most Likely to Attend – Pre- and Post-Covid



Source: Eduventures Prospective Student Research



New Paradigm: Getting to the Outcome is Everything

Outcomes for all kinds of high school graduates

#1. Put up the big tent

#2. Low-cost professional programs belong in the tent

#3. Tip the balance from selection to success

#4. Move from advising to coaching

#5. Move from reputation to outcome

For More on This Topic

- Diverse Futures (Life After High School Mindsets)
- Back to the Future of Work: How Apprenticeships Can Transform U.S. Higher Education & Social Mobility
- Presidential Keynote, Dr. Lori S. White, President of DePauw University
- Continuing the Conversation

Q&A