AJCU Trends in Student Demographics: Millennials and Multiculturalism

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Prepared For:
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Overview

- Enrollment Trends
- Enrollment Projections
- Enrollment Context
  - Access, Affordability, Accountability
- The Challenge (parts of it at least)
National Undergraduate Enrollment – Gender Diversity

Source: NCES
AJCU Undergraduate Enrollment – Gender Diversity

Source: AJCU Fact Files
National Undergraduate Enrollment – Racial/Ethnic Diversity

Source: NCES
AJCU Undergraduate Enrollment – Racial/Ethnic Diversity

Undergraduate Enrollment at AJCUs

- White
- African-American
- Hispanic
- Asian/Pacific Islander
- International

Source: AJCU Fact Files
AJCU Undergraduate Enrollment – Socioeconomic Diversity

Undergraduates on Pell Grants

* 2002 data not available

Source: AJCU Fact Files & EconomicDiversity.org
Enrollment Projections
Gender Projections

National Higher Education Enrollment Projections

- Women: 9% increase
- Men: 7% increase

Source: NCES
Race/Ethnicity Projections

National Higher Education Enrollment Projections

- **African-American**: 19% increase
- **Hispanic**: 27% increase
- **Asian/Pacific Islander**: 22% increase
- **International**: 9% increase

Source: NCES
Changes in High School Graduates 2007-2017

Decreases in the Northeast, North, California and other Pockets

Growth in the South, Northwest, and Southwest
Enrollment Context
Access, Affordability, Accountability
## Access – Expectations & Socioeconomic Status

<table>
<thead>
<tr>
<th></th>
<th>1982</th>
<th>2004</th>
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<tbody>
<tr>
<td><strong>12th graders who expect to get a Bachelor’s degree</strong></td>
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<tr>
<td>Low SES</td>
<td>10%</td>
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Source: NCES
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</tr>
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<td>Hispanic</td>
<td>11%</td>
<td>29%</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>35%</td>
<td>47%</td>
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Source: NCES
Access – College Enrollment

High School Graduates Who Enroll in College
Within 12 Months of Graduating

Source: NCES
Access - Preparation

National Verbal SAT Mean Scores

National Math SAT Mean Scores

Source: the College Board
Affordability – AJCU Tuition and Fees

Undergraduate Tuition & Fees at AJCUs

- 2002: $16,380 (Lowest)
- 2003: $20,753 (Lowest)
- 2004: $26,853 (Lowest)
- 2005: $26,742 (Average)
- 2006: $33,602 (Highest)

Percentage Increases:
- 23% increase (2002-2003)
- 29% increase (2003-2004)
- 25% increase (2004-2005)

Source: AJCU Fact Files
Affordability – AJCU and National Average

Undergraduate Tuition & Fees AJCUs and All Private 4-Yr Institutions

AJCU Highest
AJCU Avg
National Avg
AJCU Lowest

Source: AJCU Fact Files & NCES
Accountability – National Graduation Rates By Ethnicity

Completed a Bachelor's Degree Within 5-Years

African-American: 17% 15%
Asian/Pacific Islander: 34% 36%
Hispanic: 18% 15%
White: 27% 28%


Source: NCES
Enrollment Context
Access, Affordability, Accountability
Examples of Student Data on Multicultural Issues

- 59% reported “frequently” socializing with someone of a different race/ethnicity before coming to college

- 60% said there was a “very good chance” they would socialize with someone of a different race/ethnicity while in college

- 74% said there was a “very good chance” they would socialize with someone of a different socioeconomic status while in college

Source: 2006 CIRP Freshman Survey
(last item was an institutional specific item in 2005)
Where is the Diversity?

N = 735

A white
B not first-generation college going
C parent’s income is $100k+
D Catholic

- ~85% went to a “mostly” or “completely white” high school
- ~87% grew up in a “mostly” or “completely white” neighborhood

Source: 2006 CIRP
The Challenge
(part 2)
The CORE
Why the Superhighway?

Unemployment Rate of Those 25+ Years Old with a Bachelor's Degree

Source: Bureau of Labor Statistics
Why the Superhighway?

Median Weekly Earnings of Those 25+ Years Old, with a Bachelor's Degree, Working Full-Time

Source: Bureau of Labor Statistics
Notes

- NCES is the National Center for Education Statistics

- AJCU Fact Files are data collected annually through Offices of Institutional Research

- CIRP is the Cooperative Institutional Research Program run through the higher Education Research Institute at UCLA
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