Introductions and Background

- Panelists
- Panel overview
- What is WICHE?
- History of Knocking at the College Door
**White HSGs in Decline**
Change from SY2012-13

- 1,839,000
- -114,000
- -252,000

**Substantial Hispanic Graduate Growth**
Change from SY2012-13

- 640,000
- +277,000
- +151,000

**Increase of Asian/Pacific Islander Graduates**
Change from SY2012-13

- 184,000
- +26,000
- +58,000
African American Graduates Decline Slightly
Change from SY2012-13
474,000 - 2,900 - 34,000

Converging Populations

White 1,725
Non-White 1,624
1,496 (48%)

Thousands

Only showing race/ethnicity for public school graduates (90% of total graduates)

White, Asian/PI and Private school lines are additive, cumulating in the top line.
Top 10 States with a Majority of U.S. HSGs

<table>
<thead>
<tr>
<th>State</th>
<th>In 2013</th>
<th>From 2013 to 2025</th>
<th>From 2025 to 2032</th>
</tr>
</thead>
<tbody>
<tr>
<td>CA</td>
<td>456,000</td>
<td>-25,000</td>
<td>-37,000</td>
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<tr>
<td>TX</td>
<td>314,000</td>
<td>61,000</td>
<td>-6,000</td>
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<tr>
<td>NY</td>
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<tr>
<td>NC</td>
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<td>-8,000</td>
</tr>
</tbody>
</table>

See pp. 22-23, 28-29 and Appendix A Data Tables of Knocking full report

Significant Regional Variation
Questions and (Hopefully) Some Answers

- Why is WICHE projecting what’s going to happen in 2014?
- How “good” are the projections?
- What causes the projections to be “right” or “wrong”?
- How can they be improved?
Idaho Public Schools Only

Projections in BOLD

2014-15 Distribution of Awards

New Hampshire Overall High School Graduate Trends
New Hampshire: The Granite State

- Population approx. 1.3M
- One of the original 13 colonies
- First state to have its own constitution
- “Live Free or Die”
- Local control, 3rd largest legislature: 24 Senators, 400 Reps (approx. 1 rep for every 3,250 residents)
- Live, Fee, or Die: No broad-based tax (income or sales)
- Free Stater Project: Minimal centralized government, maximum political freedom and autonomy
- “Silver Tsunami”: 2nd oldest population tied w/ VT, just behind ME
Lowest State Funding for Higher Ed in U.S.

Highest High School Grad Migration in U.S.

48% Appropriation Cut
Sounding the Alarm

• Fall 2013 Board of Trustees Retreat – Strategic Planning
• NH Flagship University President:

“The state of New Hampshire and the New England region (as well as most of the Northeast) are in the midst of a protracted downturn in the number of high school students. To the extent that our enrollment mix is heavily concentrated on traditional age, full-time undergraduate students – drawn primarily from New Hampshire and New England – we are vulnerable.

Regional competitors facing the same challenging environment have become increasingly aggressive with tuition discounting....”

Freshman Enrollment Stress Test

• Projected High School grads by Northeast state
• USNH freshman market share by Northeast state
• Actual entering cohort trend Fall 2006-2013 & Projected Fall 2014-2022
• Retention, persistence, graduation rate factors
• 3 decline scenarios: Baseline, Moderate, Severe
• Revenue Impact – focus through FY19

Stress Test Contingency Planning

• Revenue enhancement opportunities
  – Student focus: Recruitment/admissions/financial aid strategies, international/transfer/grad students, retention initiatives
  – Program focus: Niche programs, distance learning, sponsored research, branding, workforce training, partnerships, athletics
  – Plant focus: Infrastructure improvement, housing capacity, aesthetics, off-term campus use
  – Operations focus: Fundraising, marketing, cost-containment, business process efficiencies, outsourcing
• Best practice, mission, areas of strength → select strategies
• Feasibility assessment
• Fiscal impact projections net of investments
New/online graduate programs, increased internationalization

Innovative academic model: Integrated Clusters, open labs

Right-sizing, increased selectivity & yield

Military Advanced Education & Transition “Top School” 2016

Overall High School Graduate Trends

Public Schools Only
What does this all mean for the south?

- Finite number of high school graduates
- If the south doesn’t expect a decline, what do they have to worry about?
  - Dual enrollment
  - Changing recruitment patterns
  - Retention has greater importance

www.knocking.wiche.edu