

INSIDE
HIGHER ED



Challenges and Strategies in Student Recruitment

An Inside Higher Ed webcast

Tuesday, June 12

2 p.m. Eastern

Presenters

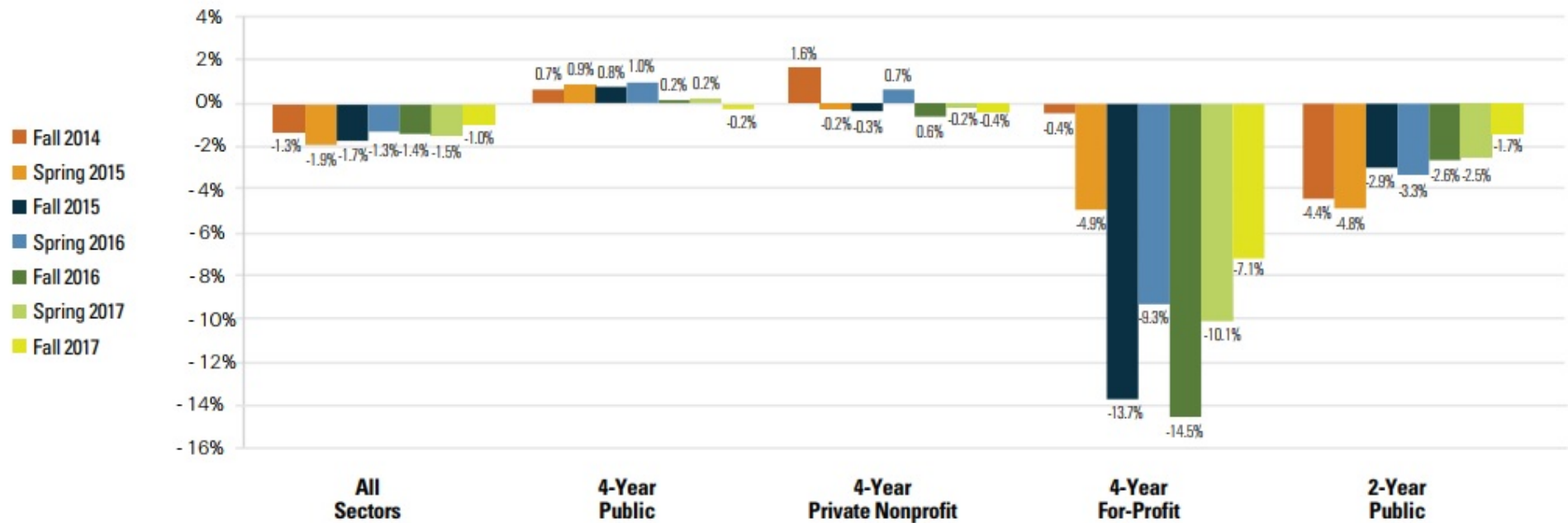
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Enrollment Trends - I

Sector	FALL 2017		FALL 2016		FALL 2015	
	Enrollment	% Change from Prior Year	Enrollment	% Change from Prior Year	Enrollment	% Change from Prior Year
Total Enrollment, All Sectors	18,811,280	-1.0%	19,010,459	-1.4%	19,280,473	-1.7%
Four-Year Public	8,087,105	-0.2%	8,100,118	0.2%	8,086,448	0.8%
Four-Year Private Nonprofit	3,775,147	-0.4%	3,788,980	-0.6%	3,811,176	-0.3%
Four-Year For-Profit	901,331	-7.1%	970,267	-14.5%	1,134,974	-13.7%
Two-Year Public	5,624,282	-1.7%	5,721,676	-2.6%	5,875,163	-2.9%
Unduplicated Student Headcount (All Sectors)	18,463,677	-1.1%	18,663,617	-1.4%	18,929,736	-1.7%

--National Student Clearinghouse

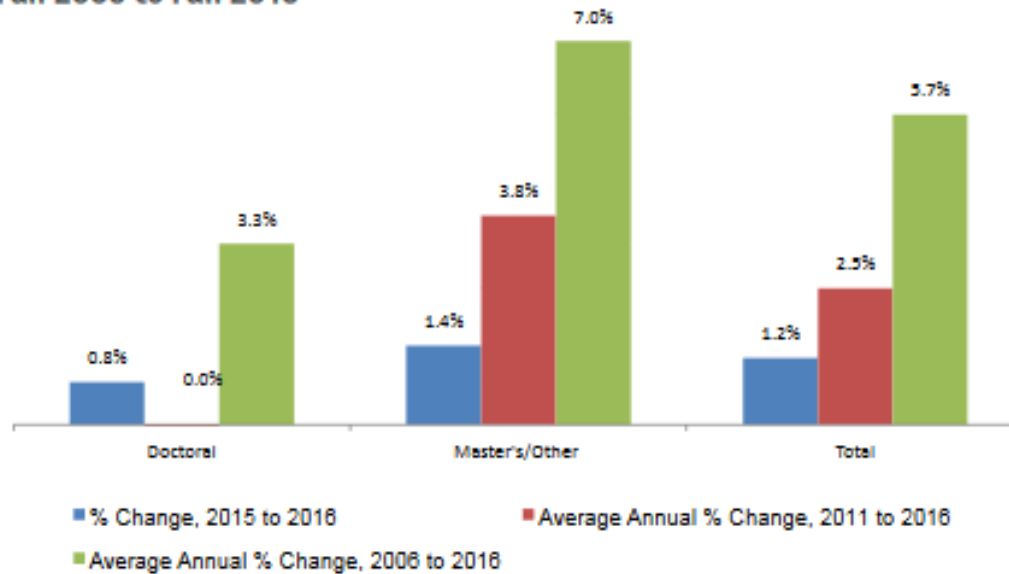
Enrollment Trends -- II



--National Student Clearinghouse

Enrollment Trends -- III

Figure 6. Changes in graduate applications by degree level, Fall 2006 to Fall 2016

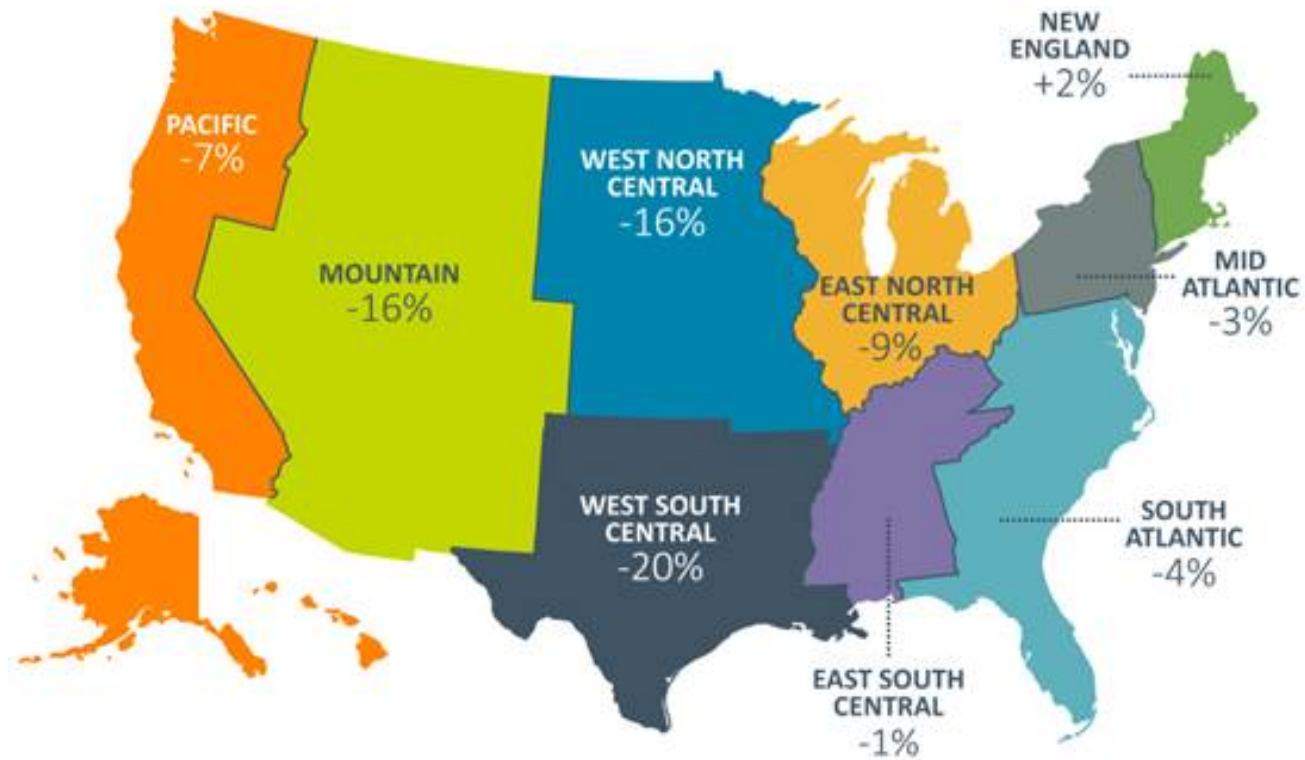


Note: Master's/Other includes applications to graduate-level certificate and education specialist programs.

Source: 2016 CGS/GRE Survey of Graduate Enrollment and Degrees, Table C.1

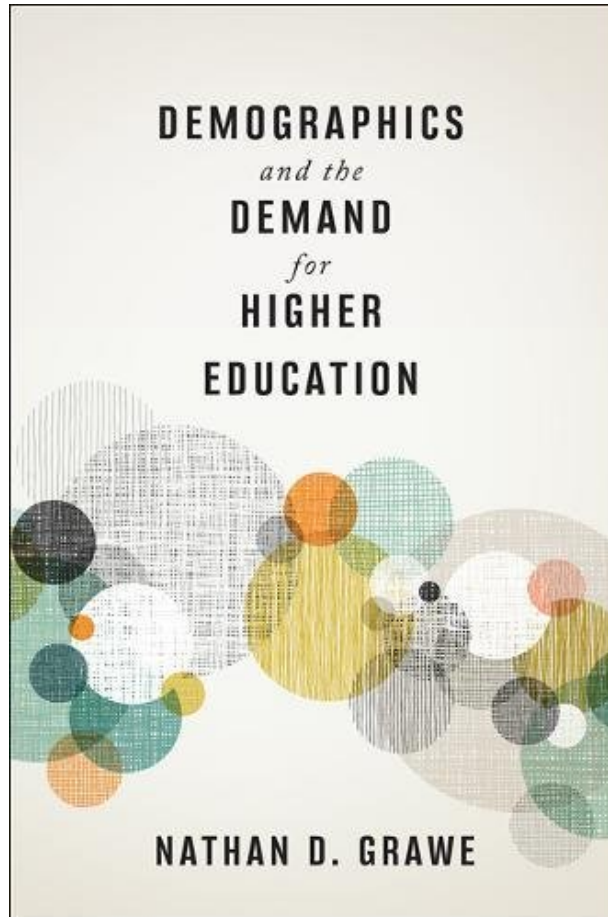
--Council of Graduate Schools

Enrollment Trends -- IV



--Change in new international enrollments, Institute of International Education

Enrollment Trends -- V



Across Sectors: Careers

- Why the issue matters
- Why the issue is constantly misunderstood



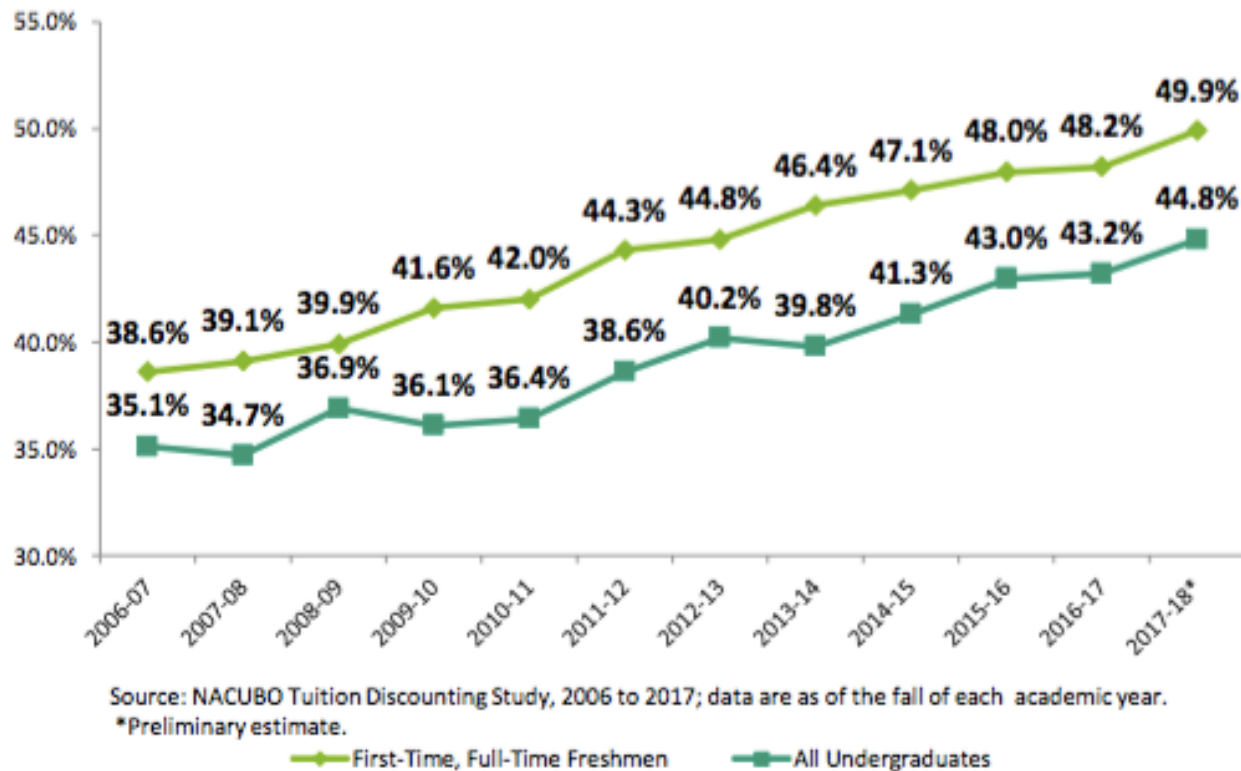
--People Images / iStock

Residential Undergrad - I

- Why these trends matter
- Why, for many institutions, these trends don't matter

Residential Undergrad -- II

FIGURE 1: AVERAGE INSTITUTIONAL TUITION DISCOUNT RATE BY STUDENT CATEGORY



Residential Undergrad -- III

- Non-elites vs. elites
- Local vs. national/international recruiting
- The missing (minority) students

Nontraditional Undergrads - I

- The transfer path
- Recruiting challenges
- Recruiting strategies

Nontraditional Undergrads - II

- Adults
- Primarily online students
- Part-time students

How 'Free' Upends Patterns and Creates New Opportunities



Master's / Professional: Testing Wars

The *GRE*[®] Tests



Law Schools

- Applications up, after years in which applications dropped
- Smaller enrollments
- More emphasis on alternatives to J.D. model

Business Schools

- Shifts in part-time/full-time mix and motivations of students
- Questions about future of full time M.B.A. programs
- Growth in specialized alternatives

Master's Degrees: Golden Age or Endangered?

- Master's as “the new bachelor's” – so everyone needs one.
- Master's face tough competition from certificates, boot camps and other new models.

Recruiting Strategies: Key Issues

- Digital competition and digital recruiting
- National vs. local
- Prestige vs. practicality
- Fear of debt

Q&A

- Your questions
- Ideas for coverage

With Thanks ...

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