

“Knocking at the College Door” and More:

A review of higher education demographic trends and projections in the United States



EXECUTIVE LEADERSHIP FORUM



WPI

Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

Goals for today's discussion

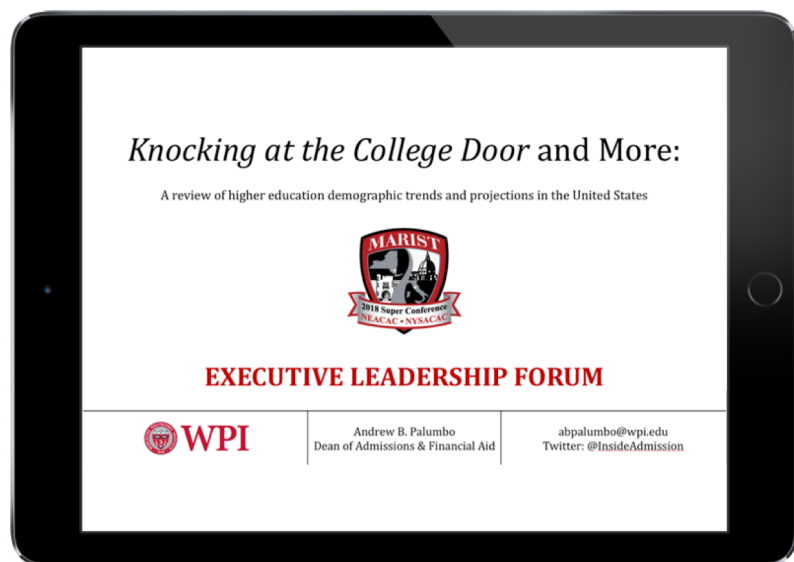
- Review the history of U.S. high school graduate & college enrollment trends
- Understand WICHE's *Knocking at the College Door* projections
- Learn about emerging Higher Education Demand Index
- Consider the implications & opportunities of demographic enrollment projections
- Tee-up breakout conversations



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

Want to follow along on your device?



Download the slide deck at
andrewbpalumbo.com/knocking



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

U.S. College Enrollment Trends

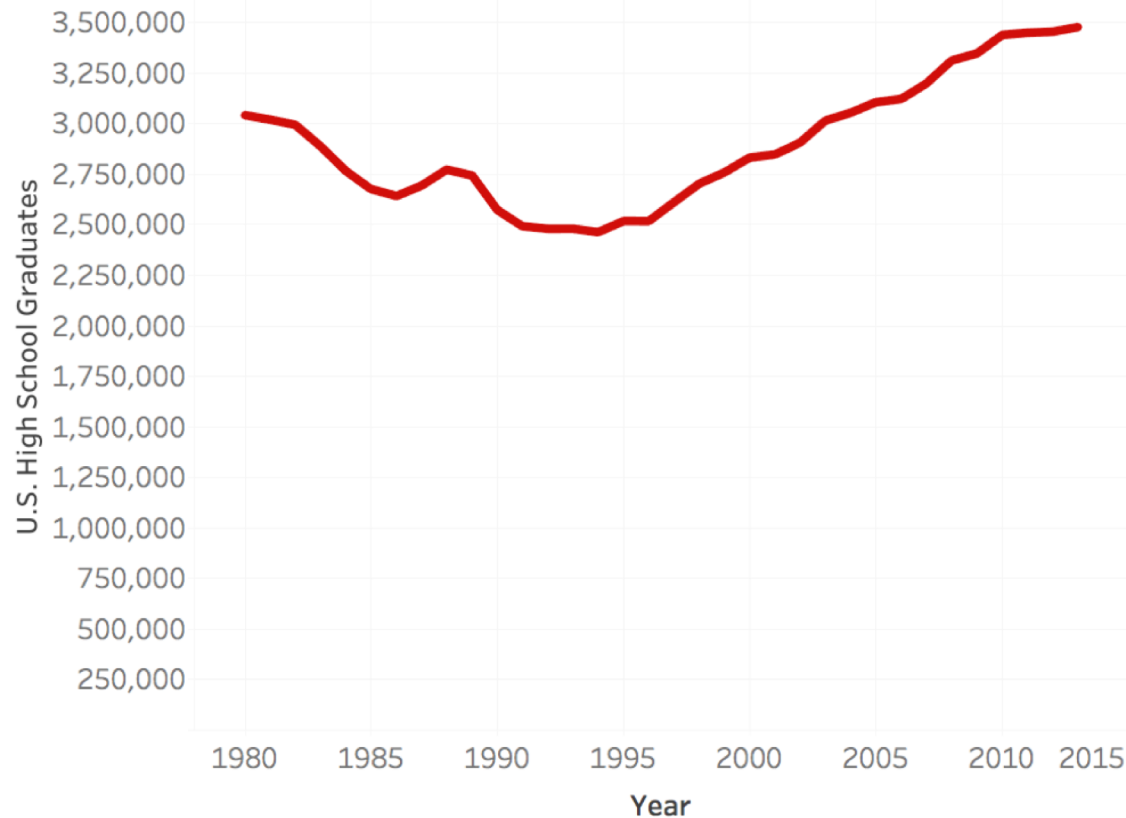
The recent history of growth & changes in enrollment



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

U.S. High School Graduates (1979-2013)



As the U.S. high school population shifted from the “Baby Boomers” to a smaller “Generation X,” the number of ***U.S. high school graduates decreased in the 1980s & 1990s.***

Source: National Center for Education Statistics, [Table 219.10](#). High school graduates, by sex and control of school: Selected years, 1869-70 through 2025-26



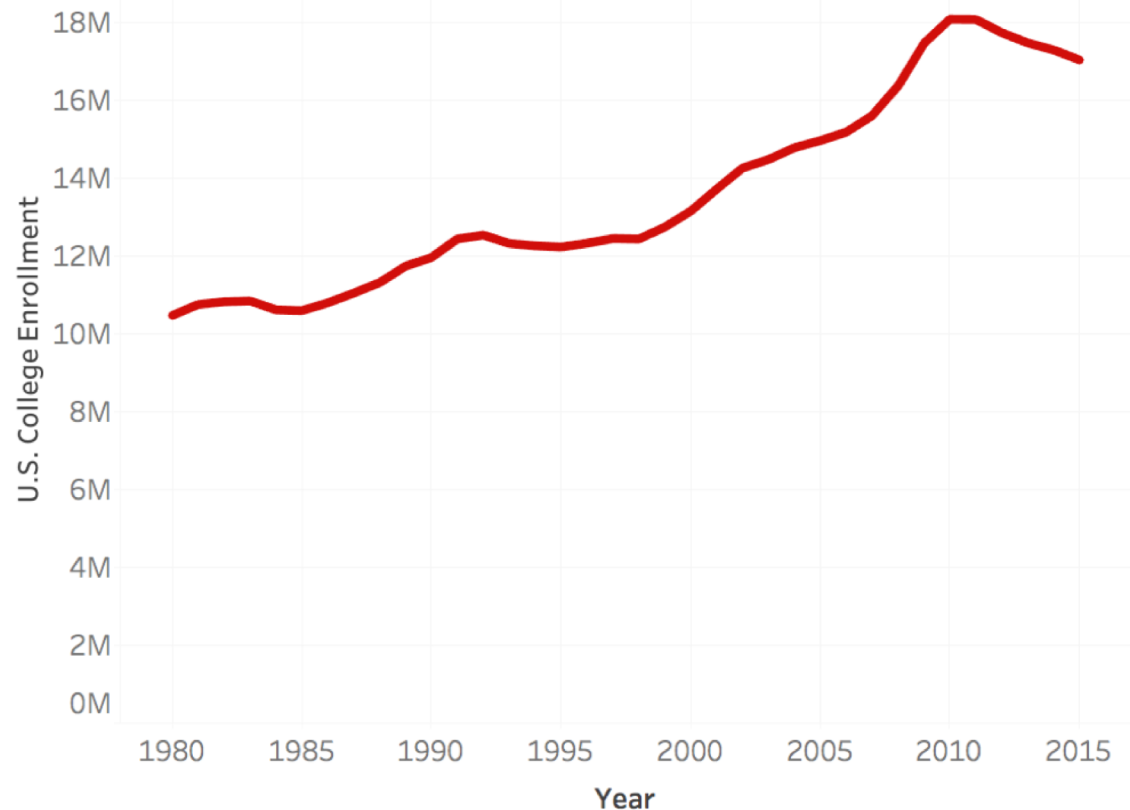
Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

Despite a smaller number of U.S. high school graduates, *college enrollment climbed steadily in the 1980s & 1990s and growth accelerated from 1999-2013.*

Source: National Center for Education Statistics, [Table 303.70](#). Total undergraduate fall enrollment in degree-granting postsecondary institutions, by attendance status, sex of student, and control and level of institution: Selected years, 1970 through 2026

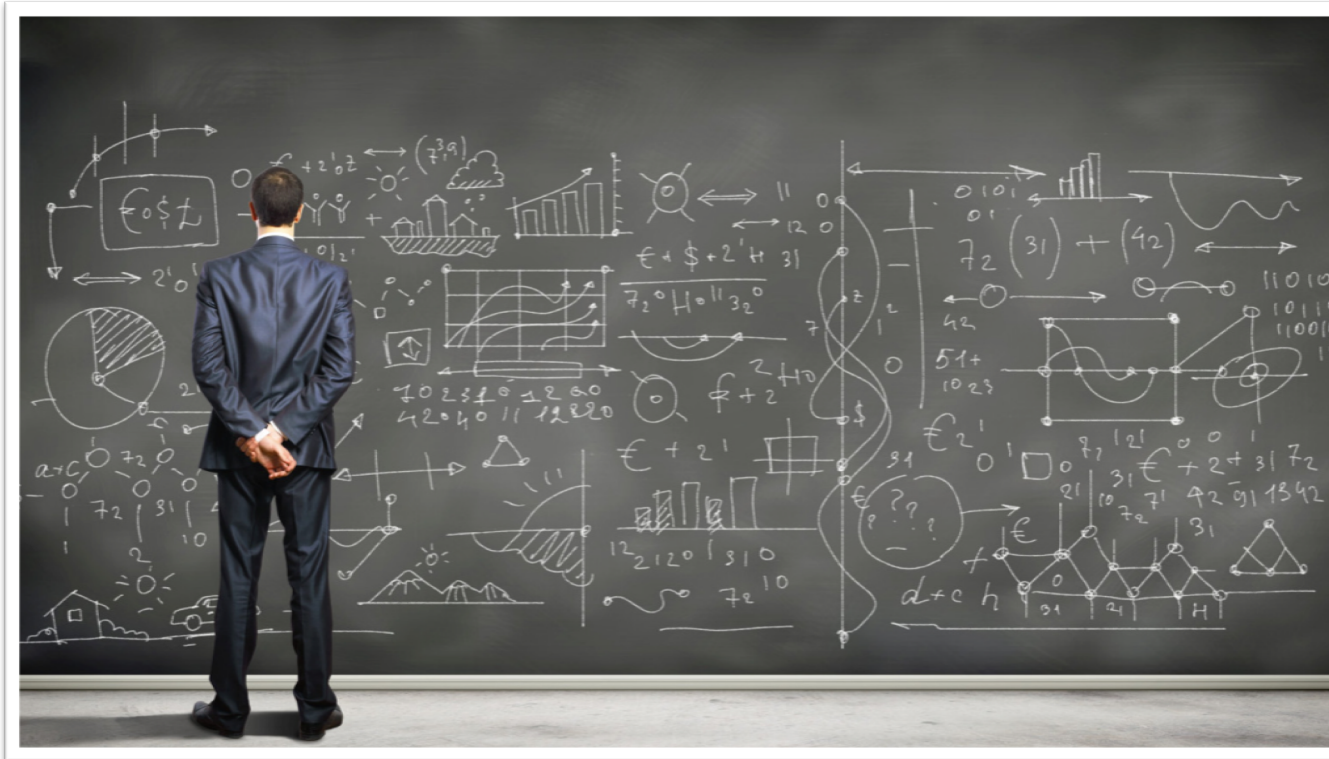
U.S. College Enrollment (1980-2015)



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

Why didn't U.S. college enrollment decrease as domestic high schools produced fewer graduates?



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

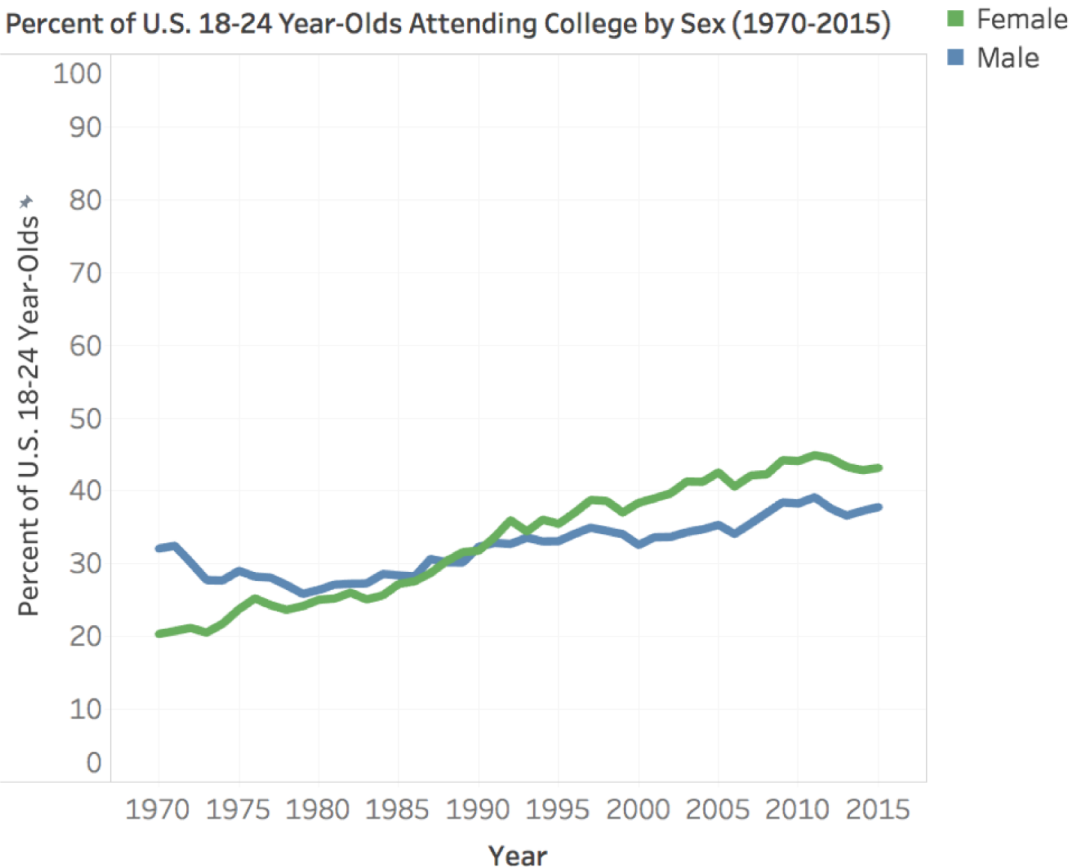
One reason for continued U.S. college enrollment growth...
more women in the U.S. attended college.



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

Percent of U.S. 18-24 Year-Olds Attending College by Sex (1970-2015)



Percent of men enrolled in college dipped in 1970s & 1980s as the *enrollment of women climbed and, eventually, surpassed men in the early 1990s.*

Source: National Center for Education Statistics, [Table 302.60](#). Percentage of 18- to 24-year-olds enrolled in degree-granting postsecondary institutions, by level of institution and sex and race/ethnicity of student: 1970 through 2015



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

In addition to women, *access to higher education was broadened* to other historically underrepresented groups of U.S. students.



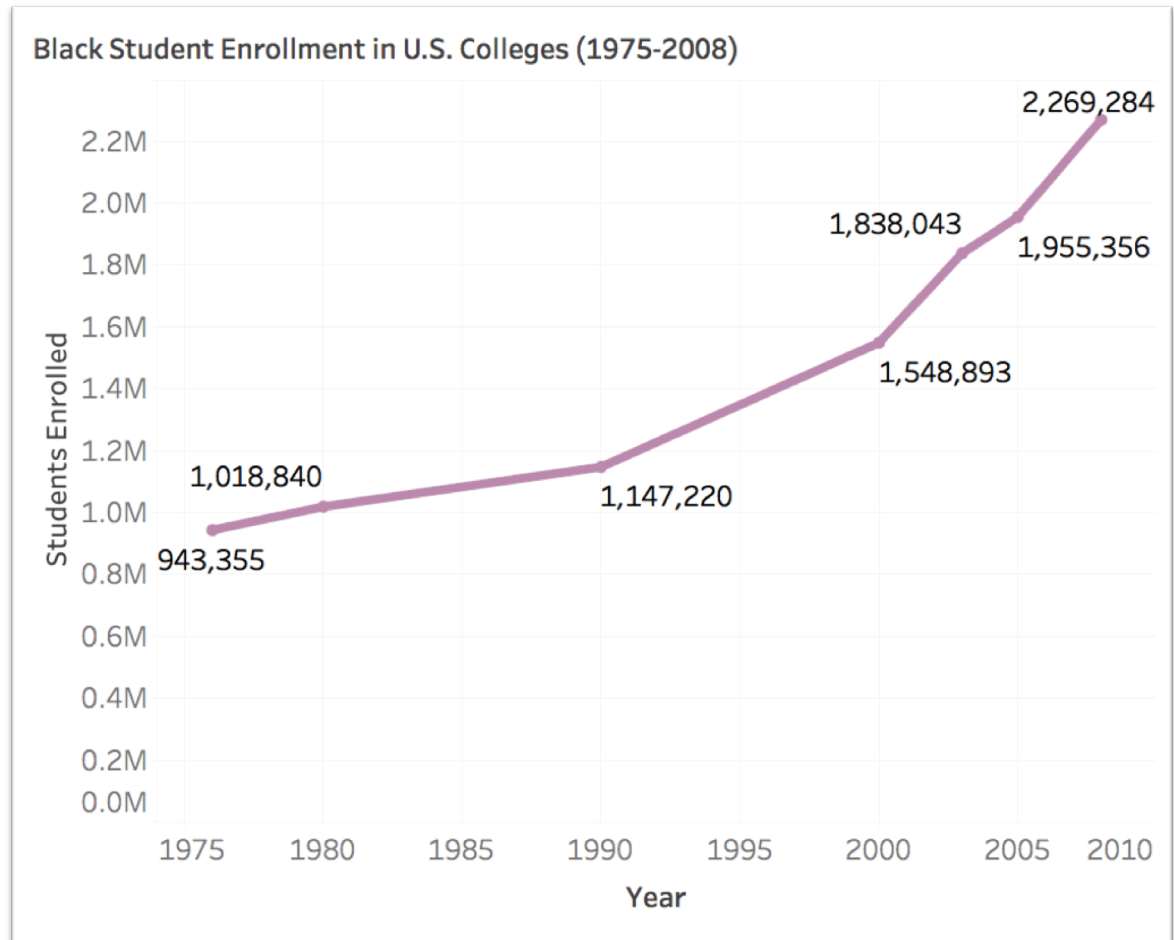
Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](https://twitter.com/InsideAdmission)

Black student enrollment increased 22% from 1975-1990.

Growth accelerates over the next 18 years as the number of *black college students nearly doubles between 1990 and 2008*.

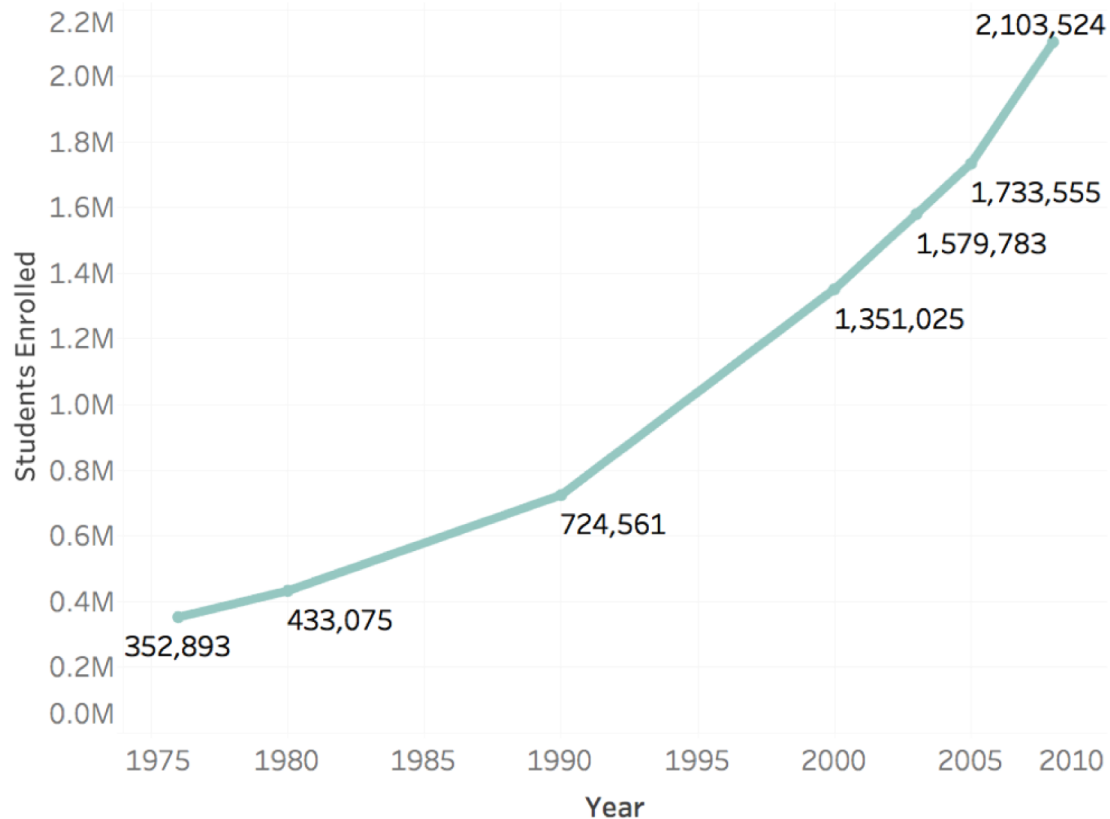
Source: National Center for Education Statistics, [Table 24.1](#). Total number, total percentage distribution, and percent female of undergraduate fall enrollment in degree-granting institutions, by race/ethnicity: Selected years, 1976–2008



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

Hispanic Student Enrollment in U.S. Colleges (1975-2008)



Hispanic student enrollment explodes during the same time period.

Hispanic college enrollment doubles from 1975-1990; it then nearly triples from 1990-2008.

Source: National Center for Education Statistics, [Table 24.1](#). Total number, total percentage distribution, and percent female of undergraduate fall enrollment in degree-granting institutions, by race/ethnicity: Selected years, 1976–2008



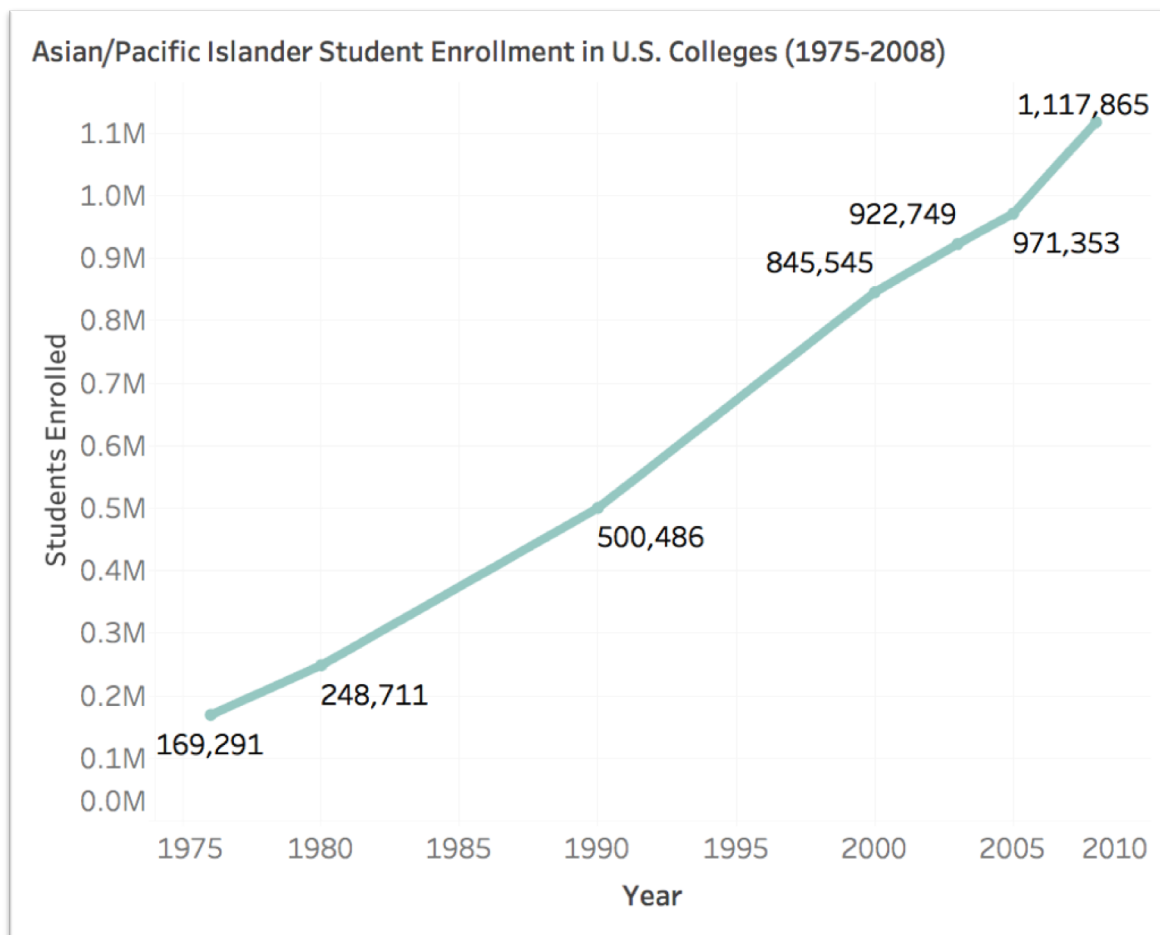
Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

Asian/Pacific Islander
*enrollment nearly triples
between 1975 and 1990.*

1975-2008: *Asian/Pacific
Islander enrollment
increases by more than
650%*

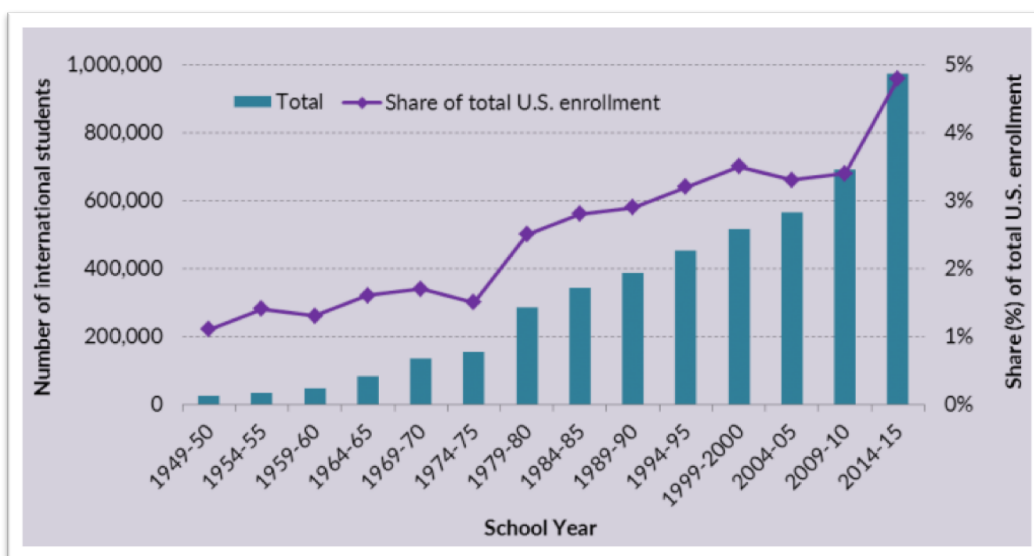
Source: National Center for Education Statistics, [Table 24.1](#). Total number, total percentage distribution, and percent female of undergraduate fall enrollment in degree-granting institutions, by race/ethnicity: Selected years, 1976–2008



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

As U.S. college enrollment became more diverse, *international enrollment also increased rapidly during this time.*



Source: Institute of International Education (IIE), [Enrollment Trends](#) 2017
Open Doors Report

From 1975-1990, international enrollment increased 145% from 155,000 to 379,000.

Between 1975 and 2008, *international enrollment at U.S. colleges has nearly tripled.*



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

U.S. college enrollment growth has bucked recent periodic declines in domestic high school graduates by ***broadening access to a college education.***



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

What can current projections tell us about what U.S. college enrollment will look like in the years ahead?



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: [@InsideAdmission](https://twitter.com/InsideAdmission)

“Knocking at the College Door”

Understanding the WICHE study, its projections, and assumptions



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

KNOCKING AT THE COLLEGE DOOR

Projections of High School Graduates • December 2016

Peace Bransberger Demarée K. Michelau



WICHE
Western Interstate Commission
for Higher Education

with support from
ACT  CollegeBoard

Western Interstate Commission for Higher Education (WICHE)

Has produced projections of high school graduates for four decades

9th Edition of Knocking at the College Door released December 2016

WICHE provides projections for:

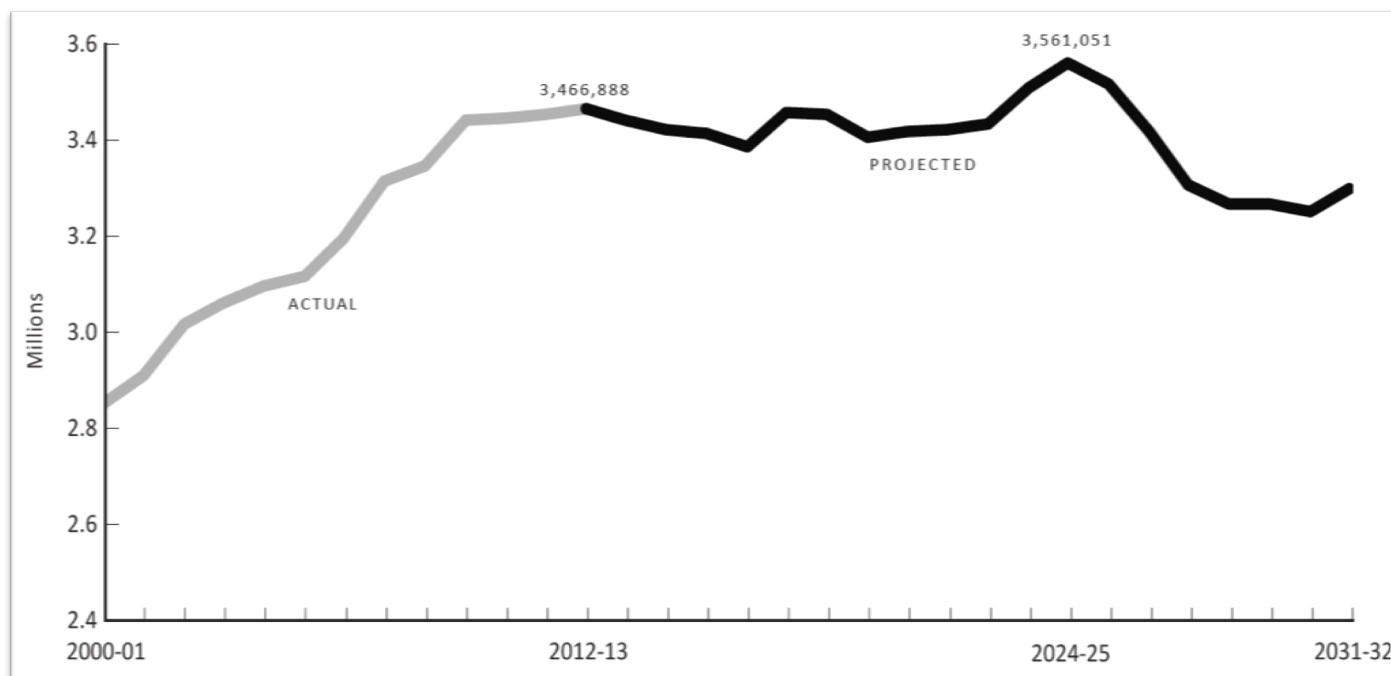
- National high school graduation
- Public & private high school graduation
- Regional high school graduation
- Racial/ethnic composition of public high school graduation
- K-12 enrollment trends



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

After 15 years of growth, the *number of U.S. high school graduates plateaus.*



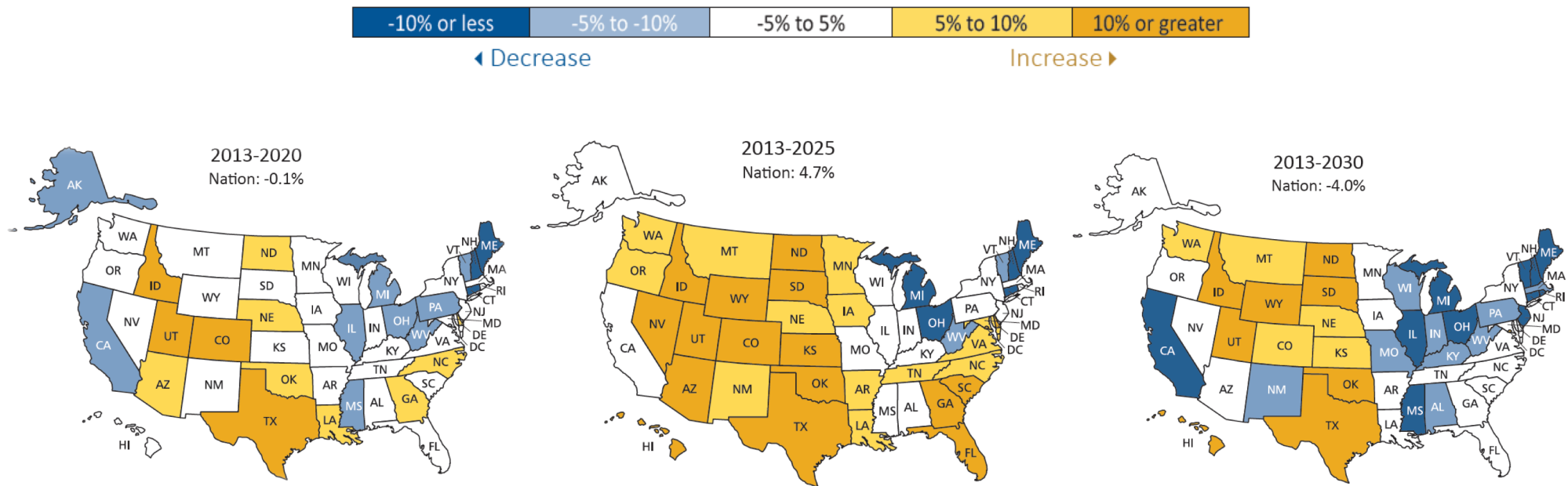
Source: WICHE, [Knocking at the College Door 9th Ed.](#)



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

Comparisons to previous enrollment peak in 2013, illustrate the highs & lows of WICHE projections.



Source: WICHE, [Knocking at the College Door 9th Ed.](#)

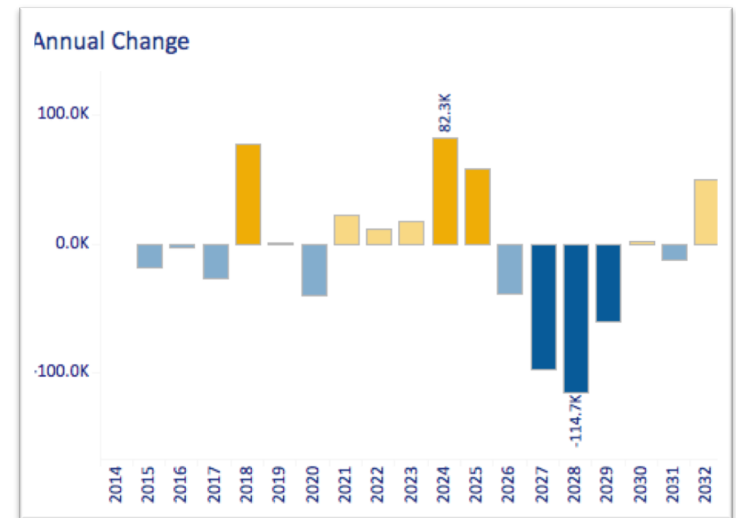


Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

Key national trends in high school graduate projections (2014-2032):

- Projected graduates from 2014-2023 will average 3.4M
 - Each year will have fewer graduates than the previous high in 2013
- Graduates peak in 2026 at 3.56M
- 3.3M graduates in 2032; roughly equivalent to 2008



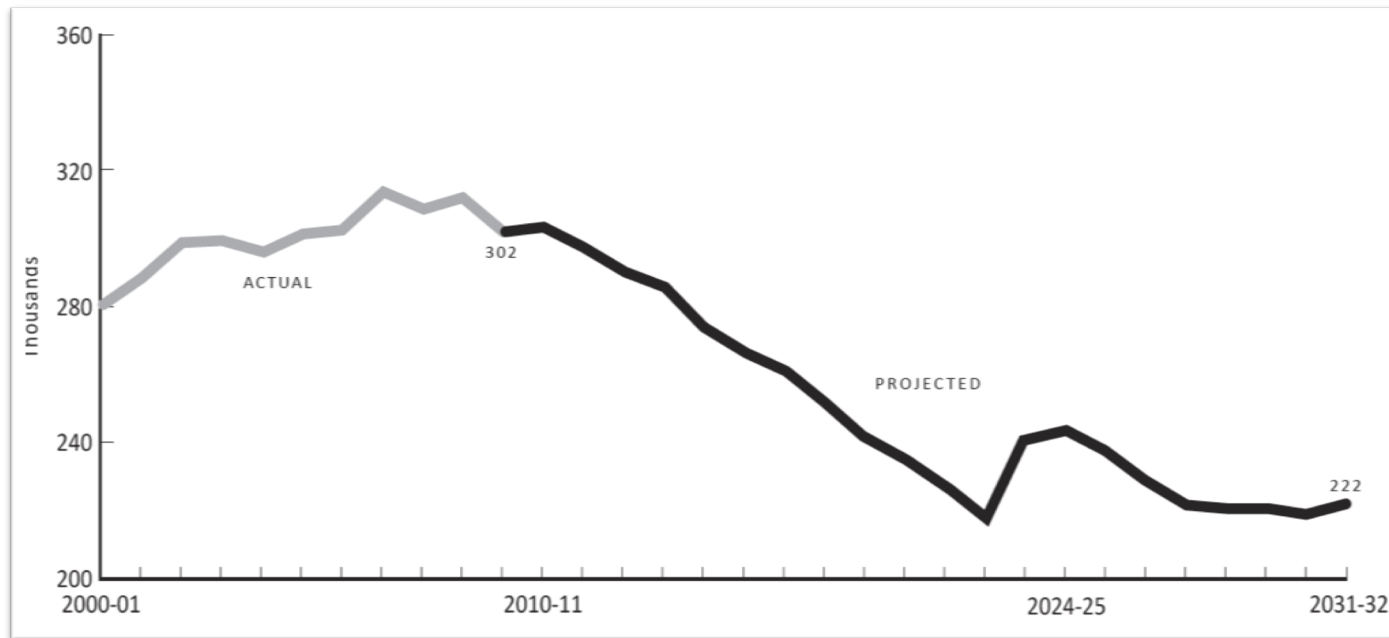
Source: WICHE, Knocking at the College Door 9th Ed.,
[Interactive Dashboard](#)



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

Private high school graduates will decline at a faster rate than public high school graduates.



Source: WICHE, [Knocking at the College Door 9th Ed.](#)

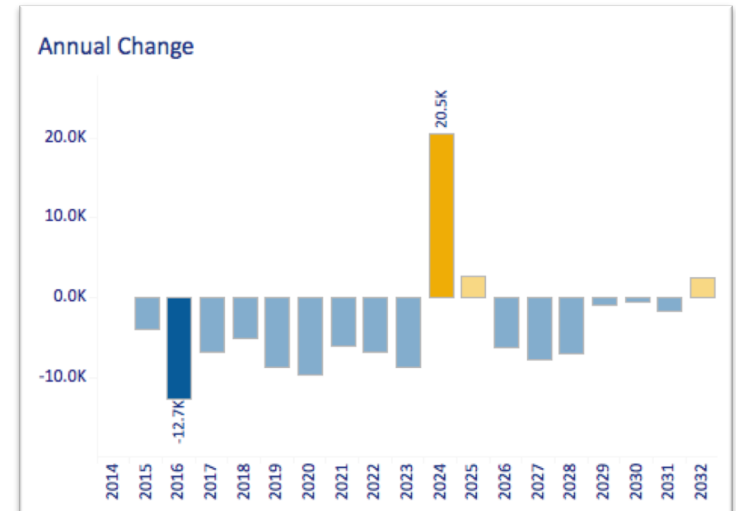


Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

Key national trends in private high school graduate projections (2014-2032):

- 302k private high school graduates in 2011
 - WICHE projects a decrease of over 80k students (26%) by the early 2030s.
- Graduates hit a low of 218k in 2023
- Graduates do not rebound to levels seen in early 2000s
- 222k graduates in 2032



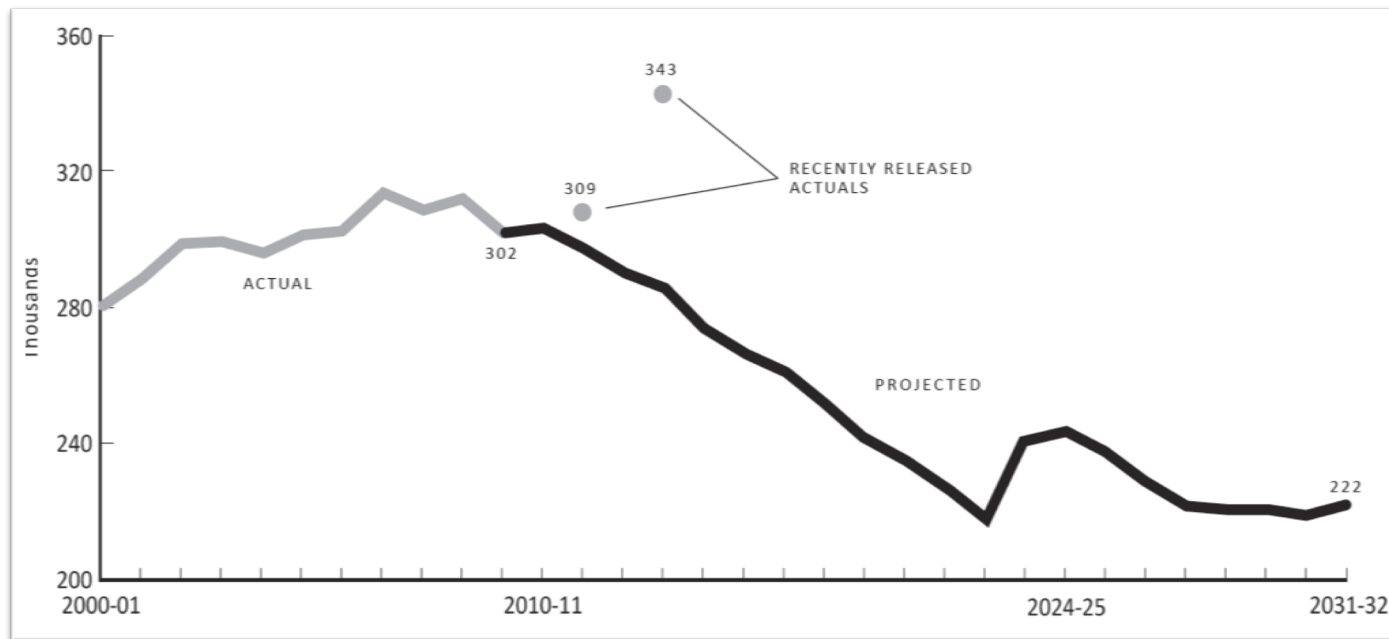
Source: WICHE, Knocking at the College Door 9th Ed.,
[Interactive Dashboard](#)



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

Projections are not perfect. One year after releasing *Knocking 9th Ed.*, ***new private school graduate data raises questions about projections.***



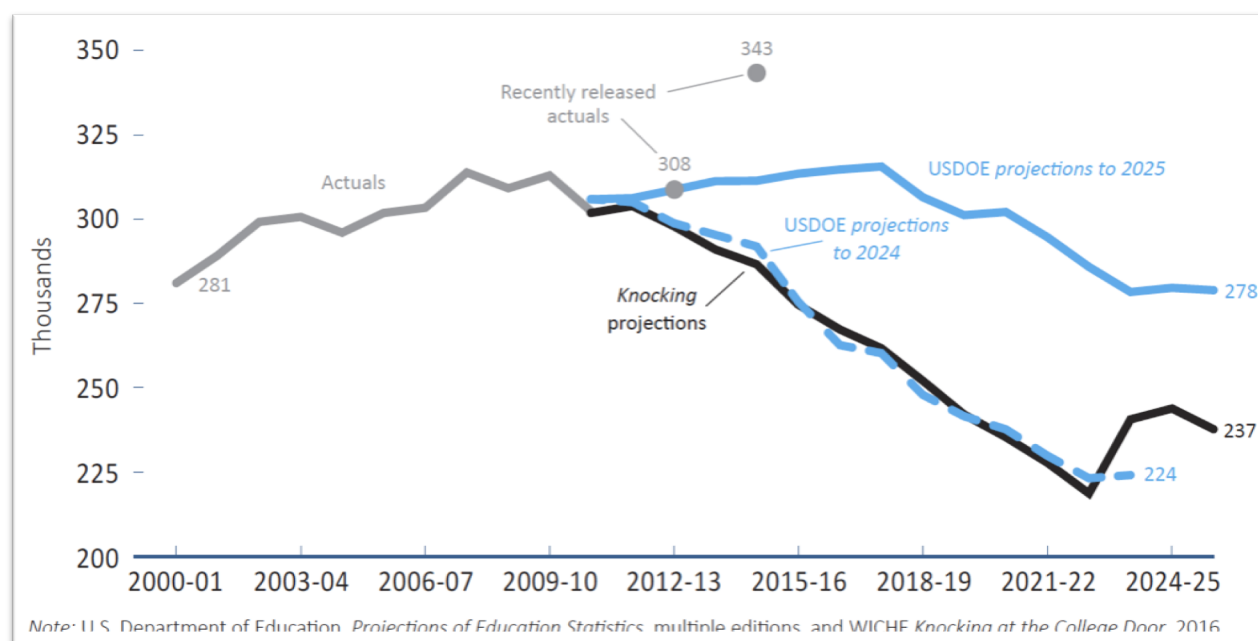
Source: WICHE, [Knocking at the College Door 9th Ed.](#); Actuals released in WICHE [Private School Update](#) Dec. 2017



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

Two years of unexpectedly high private school data illustrate a weakness in projections; ***Projections are only as good as the data available.***



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

WICHE does not plan to release updated private school graduation projections.

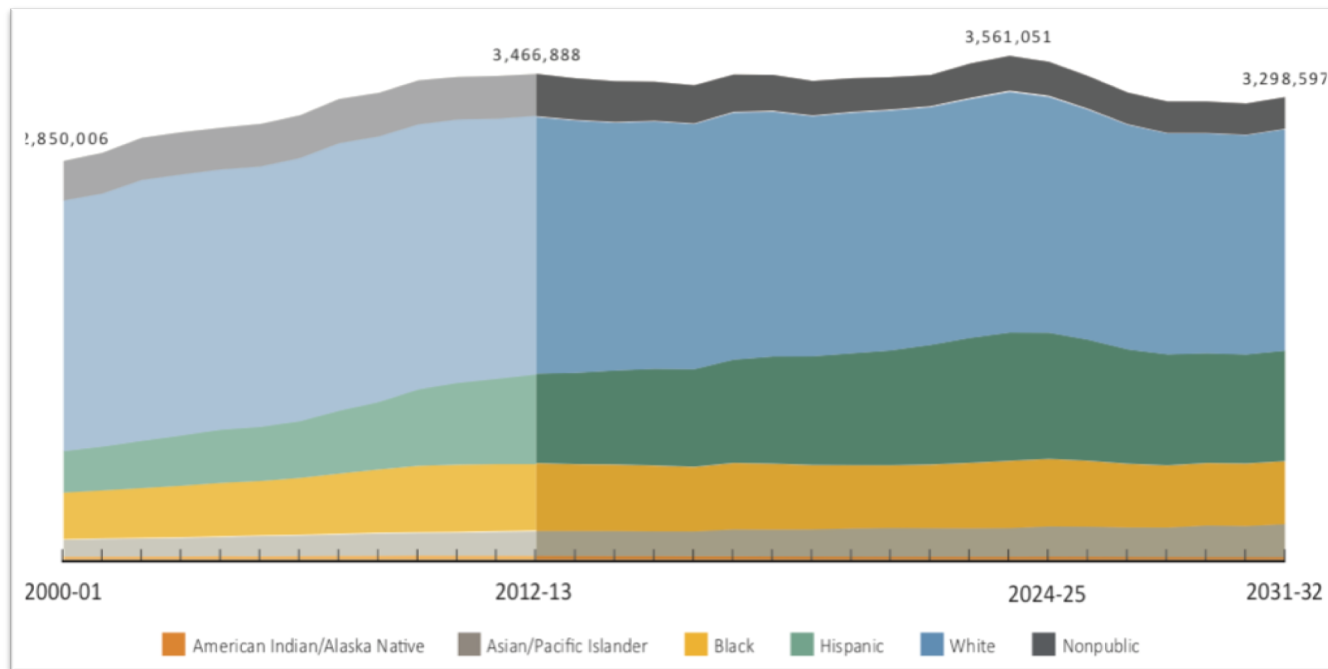
- No single factor explains the underprediction of private school graduates in 2012 & 2013.
 - U.S. Dept. of Education staff suggests that *decreases in 2008 – 2011 are likely a reaction to the Great Recession*
 - Private school enrollment rebounds from 2012-2016 are believed to be a result of economic recovery.
- WICHE determined that the data is too volatile to do a revised projection for private schools
 - The next projection will be in 4-5 years with the 10th Edition of *Knocking at the College Door*



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

U.S. high school graduate population is projected to become more racially/ethnically diverse.



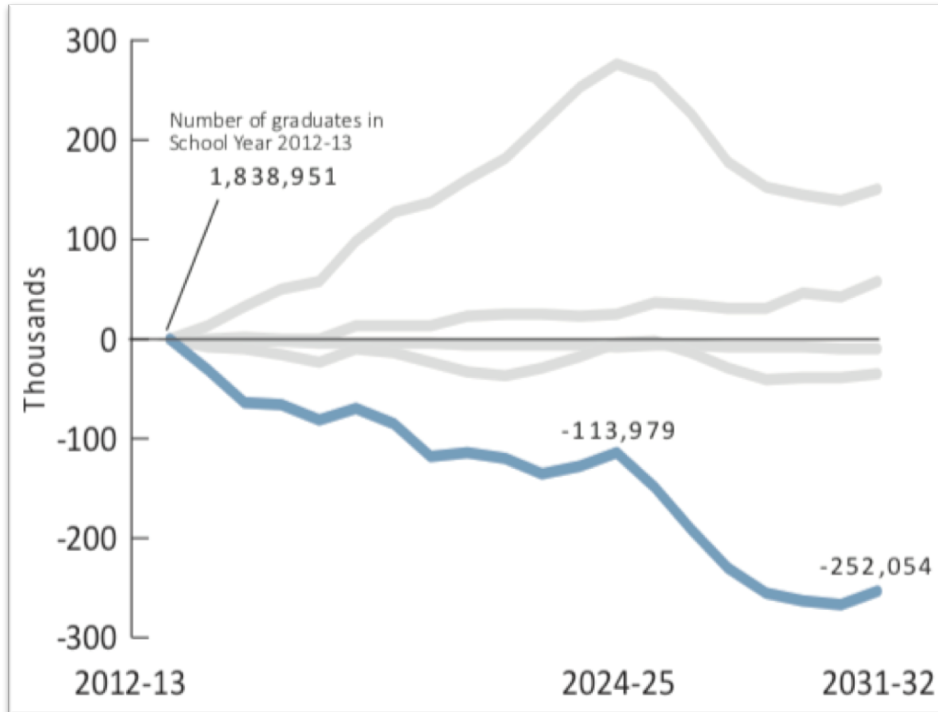
Source: WICHE, [Knocking at the College Door 9th Ed.](#)



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

Projected Change in White High School Graduates (2013-32)



Source: WICHE, [Knocking at the College Door 9th Ed.](#)

From 2013 to 2032, *white graduates decrease 14%.*

This is the sharpest decrease of all groups.



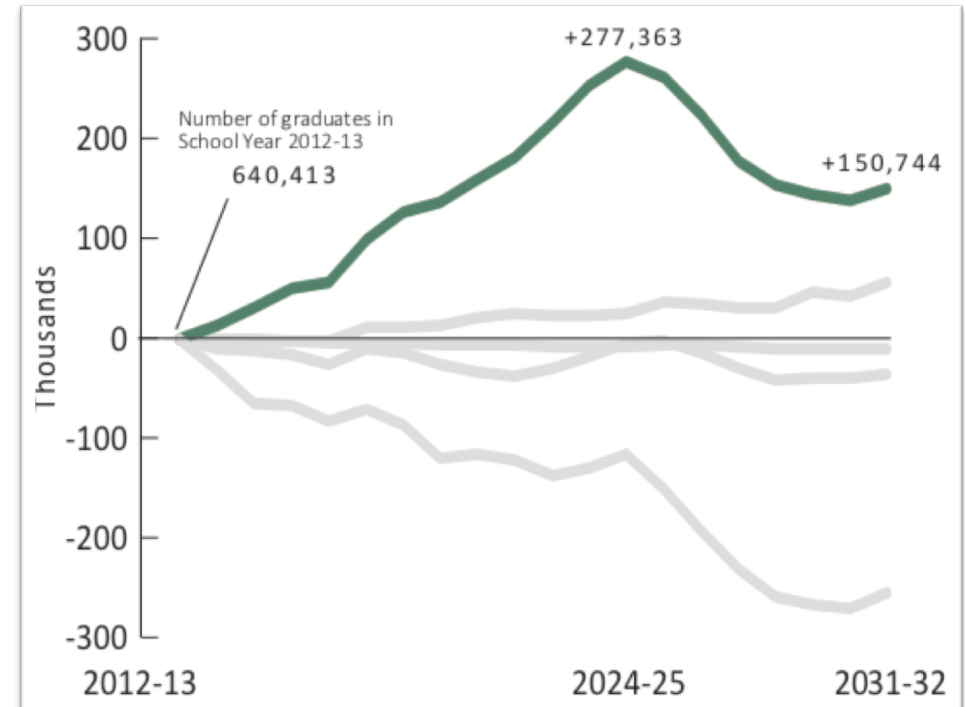
Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

In the 12 years between 2013 and 2025, *Hispanic graduates increase 43%.*

This group eventually settles at 791,000 in 2032; *an increase of 24% over 2013.*

Projected Change in Hispanic High School Graduates (2013-32)



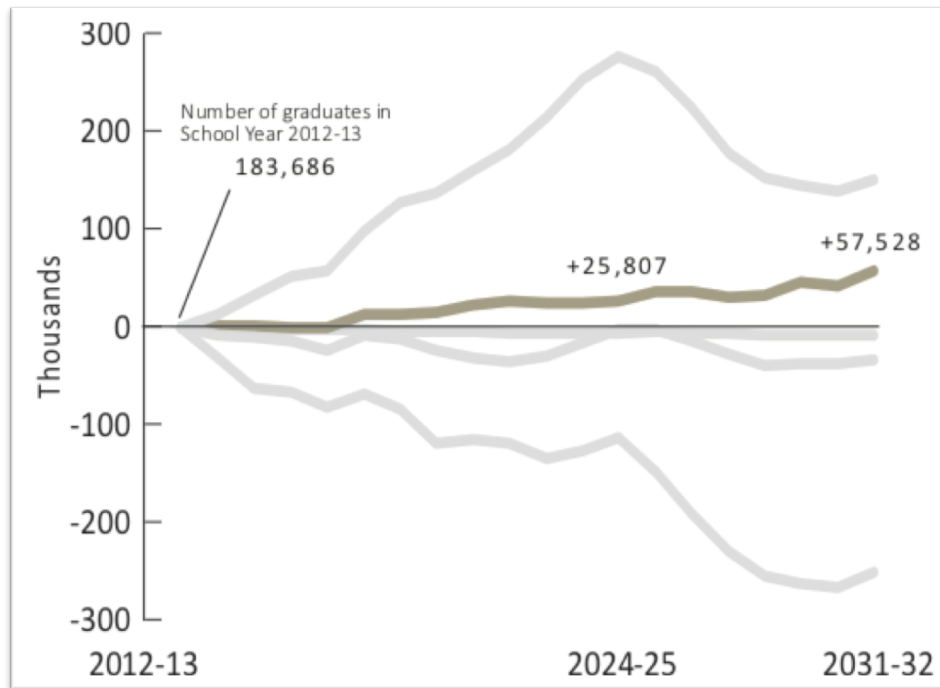
Source: WICHE, [Knocking at the College Door 9th Ed.](#)



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

Projected Change in Asian/Pacific Islander High School Graduates (2013-32)



Source: WICHE, [Knocking at the College Door 9th Ed.](#)

Asian/Pacific Islander graduates
projected to grow steadily.

By 2032, *Asian/Pacific Islander
graduates will increase by 31%.*



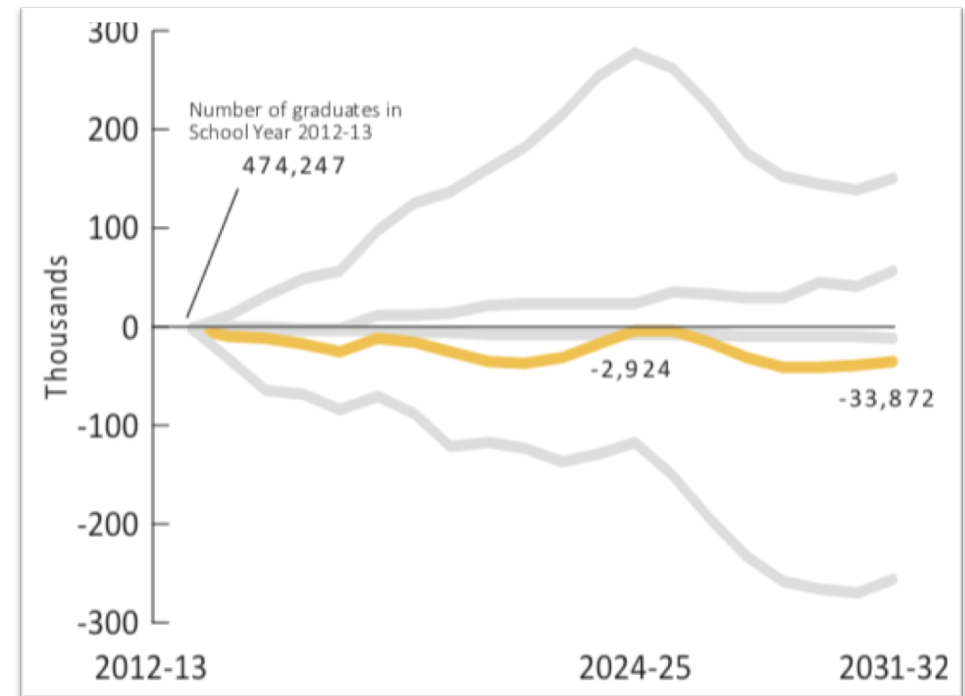
Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

In the 12 years following 2013, ***Black graduates decrease slightly before rebounding in 2025.***

In 2032, ***Black graduates have decreased 7% from the 2013 level.***

Projected Change in Black High School Graduates (2013-32)



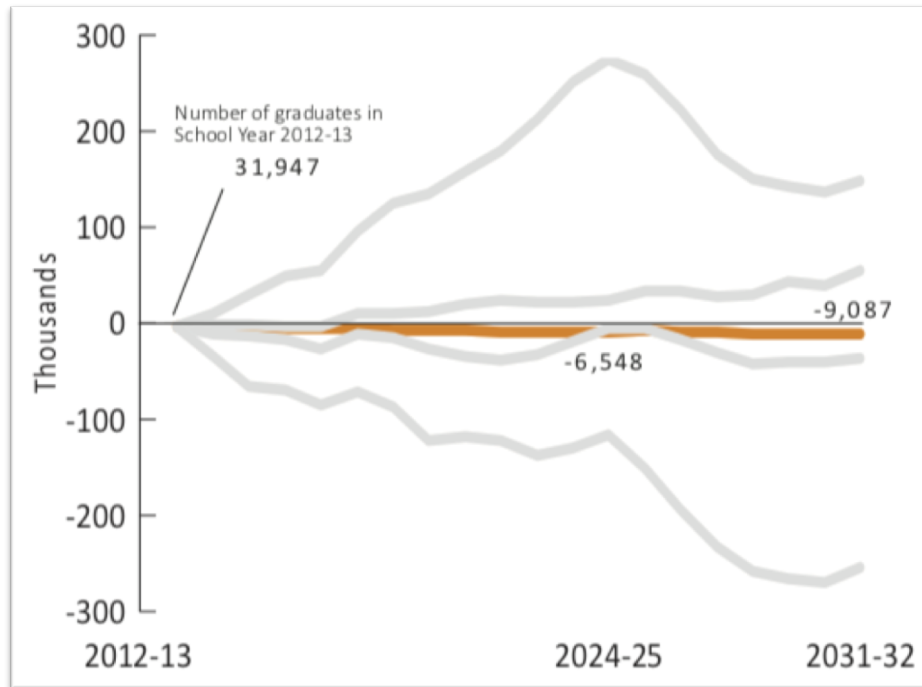
Source: WICHE, [Knocking at the College Door 9th Ed.](#)



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

Projected Change in American Indian/Alaska Native High School Graduates (2013-32)



Source: WICHE, [Knocking at the College Door 9th Ed.](#)

American Indian/Alaska Native graduates are the smallest group at 31,947 in 2013.

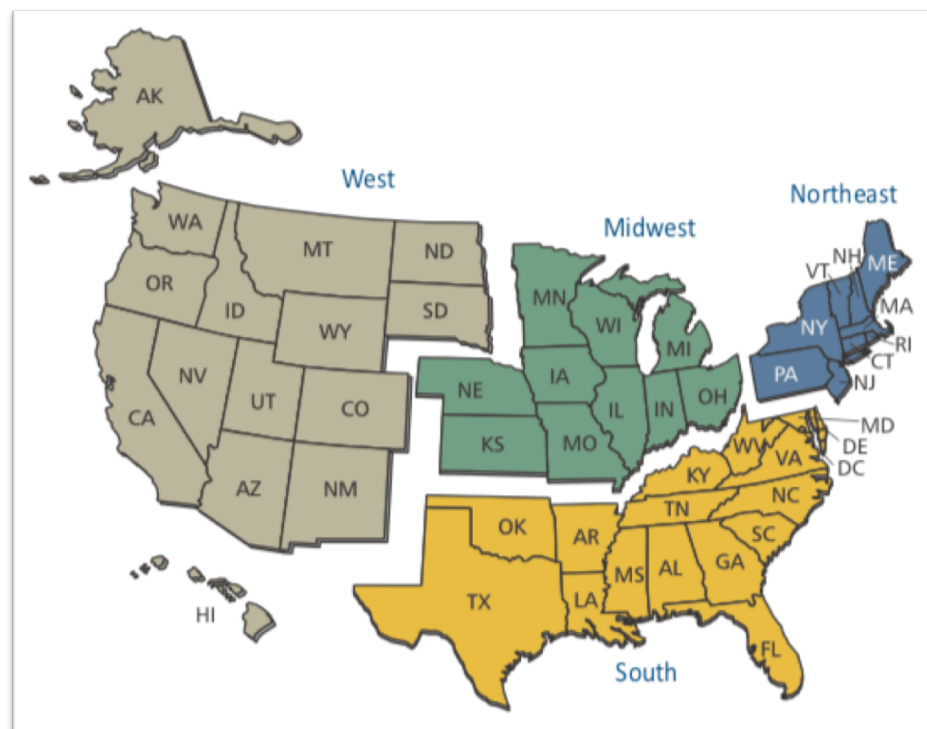
American Indian/Alaska Native Graduates decrease 28% by 2032.



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

Knocking at the College Door divides the U.S. into four distinct regions.



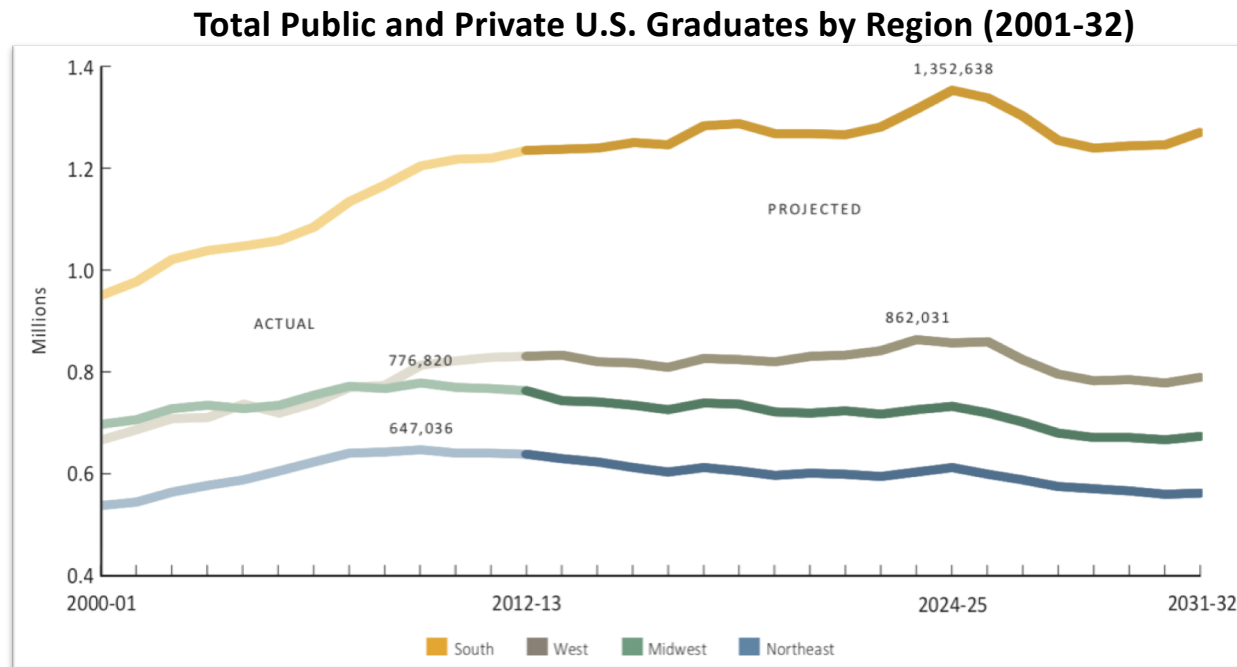
Source: WICHE, [Knocking at the College Door 9th Ed.](#)



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

Projected graduate trends vary greatly by region resulting in “winners” and “losers”.



Source: WICHE, [Knocking at the College Door 9th Ed.](#)

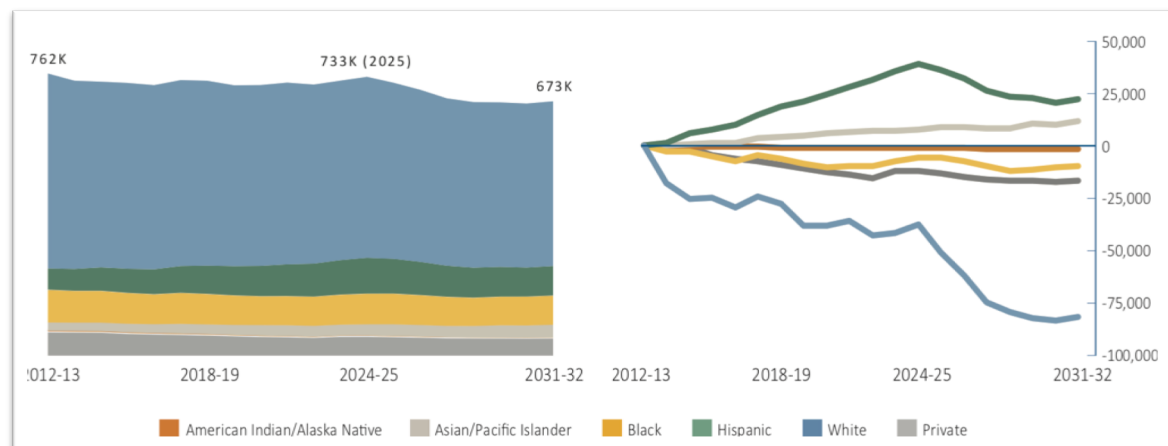


Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

The Midwest will experience a *decrease of 93,000 high school graduates (12%) between 2013 and 2030.*

Public and Private Midwest Region Graduates by Race/Ethnicity (2013-32)



Source: WICHE, [Knocking at the College Door 9th Ed.](#)

Midwest Graduates:

2013: 762k

2032: 673k

Drops to 19% of all graduates by 2030



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

The Northeast will experience a ***decrease of 72,000 high school graduates (11%) between 2013 and 2030.***

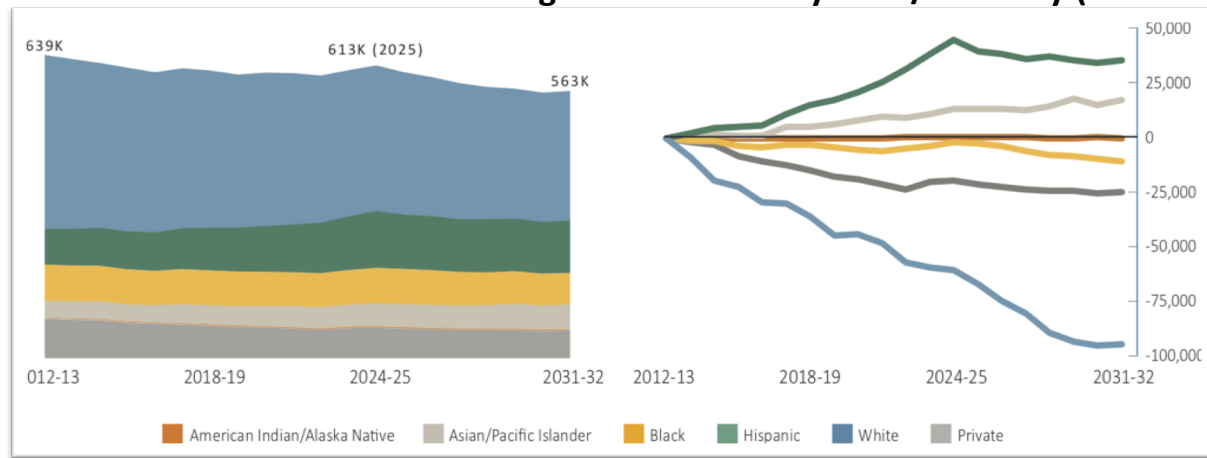
Northeast Graduates:

2013: 639k

2032: 563k

Represents 16% of
graduates by early
2030s

Public and Private Northeast Region Graduates by Race/Ethnicity (2013-32)



Source: WICHE, [Knocking at the College Door 9th Ed.](#)

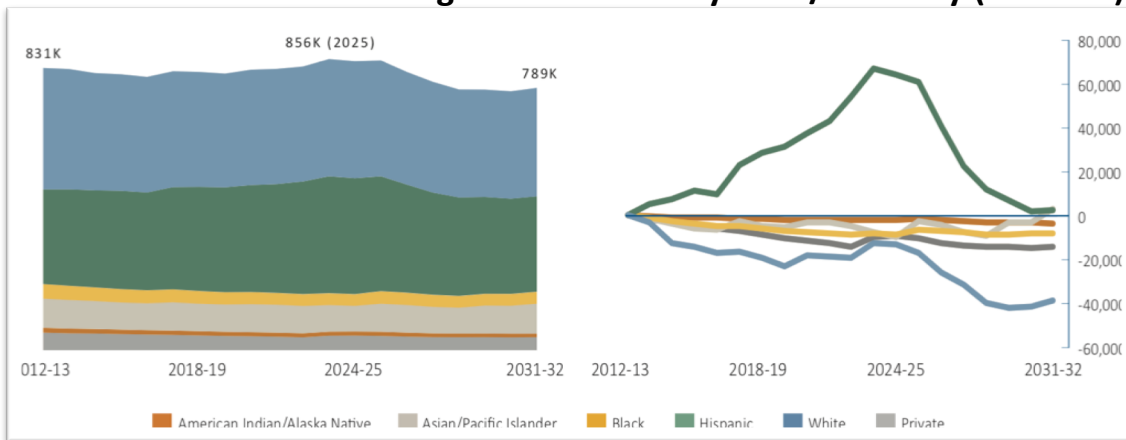


Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

The West will *reach a new high-point of 860,000 high school graduates in 2024* before dropping to *29,000 fewer graduates than 2013 in early 2030s*.

Public and Private West Region Graduates by Race/Ethnicity (2013-32)



Source: WICHE, [Knocking at the College Door 9th Ed.](#)

West Graduates:

2013: 813k

2032: 784k

28% of graduates in
the early 2030s



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

The South will see the largest growth in high school graduates during the WICHE projections; the region will increase by 60,000 graduates by 2032.

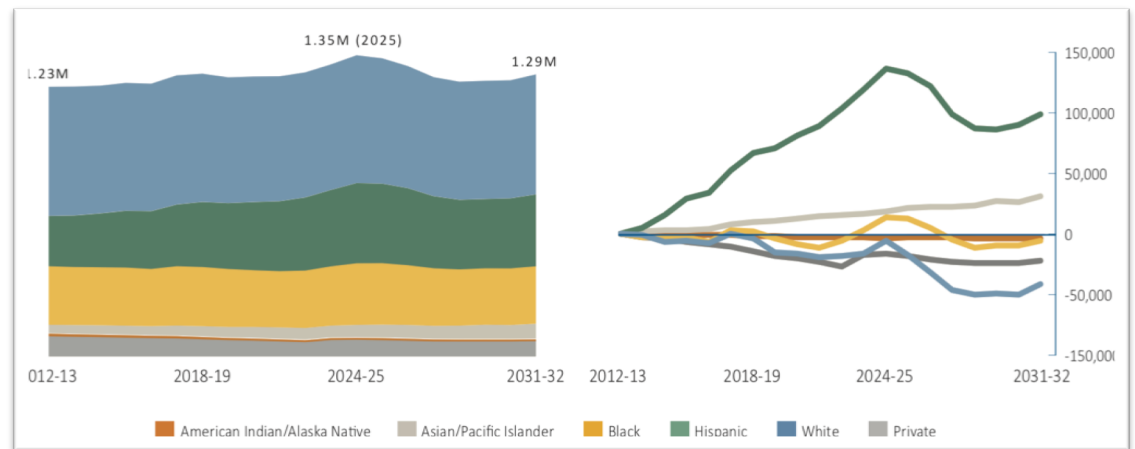
South Graduates:

2013: 1.23M

2032: 1.29M

Increases to 45% of
high school graduates
by 2032.

Public and Private South Region Graduates by Race/Ethnicity (2013-32)



Source: WICHE, [Knocking at the College Door 9th Ed.](#)



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

Higher Education Demand Index

Nathan D. Grawe's new take on higher education demographic projections



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)



Nathan D. Grawe
Professor of Economics
Carleton College

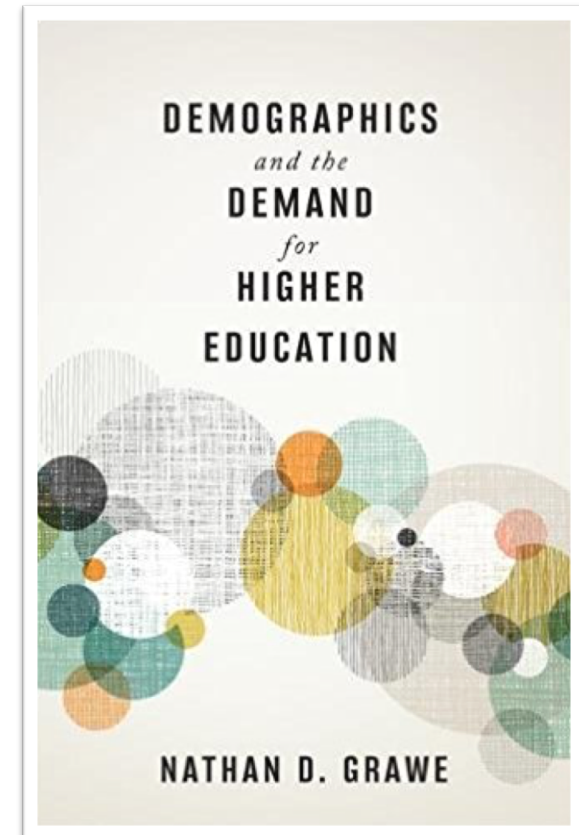
- Carleton College labor economist
- Specializes in the impact family background has on education attainment
- Suggests a more precise way to predict future college enrollment than WICHE's high school graduation projection
- Publishes a book in December 2017 outlining his model



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

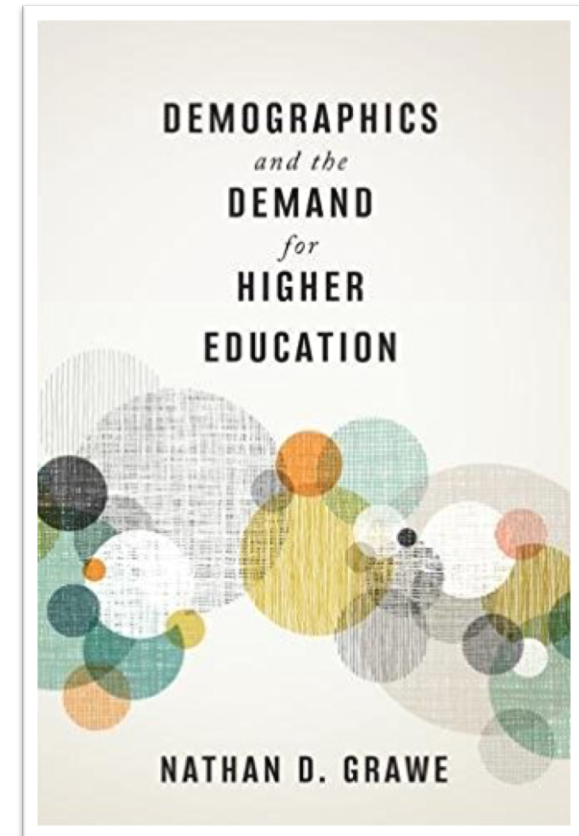
- Grawe created a projection formula called the Higher Education Demand Index (HEDI)
- HEDI doesn't assume future college-going rates will mirror today's rates
- Instead, HEDI uses more advanced demographic analysis
- HEDI also considers attendance by college type



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

- Demographic factors used in HEDI to create specific probabilities:
 - Geographic location
 - Sex
 - Race/ethnicity
 - Parent education
 - Family income
 - Family structure
 - Nativity
- Probabilities are applied to Census Bureau data to establish projections

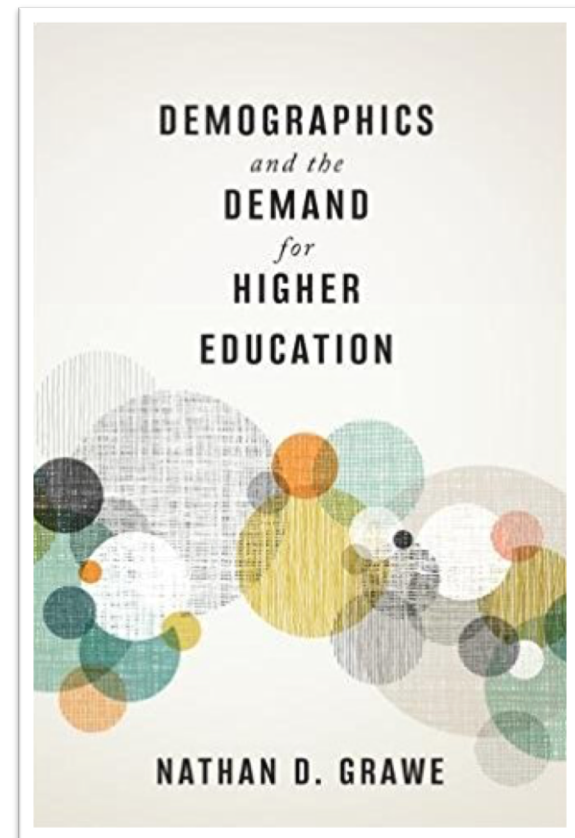


Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](https://twitter.com/InsideAdmission)

Grawe's formula forecasts growth in some areas not covered by *Knocking at the College Door*:

- College-going students
- 18-year-olds by parental education

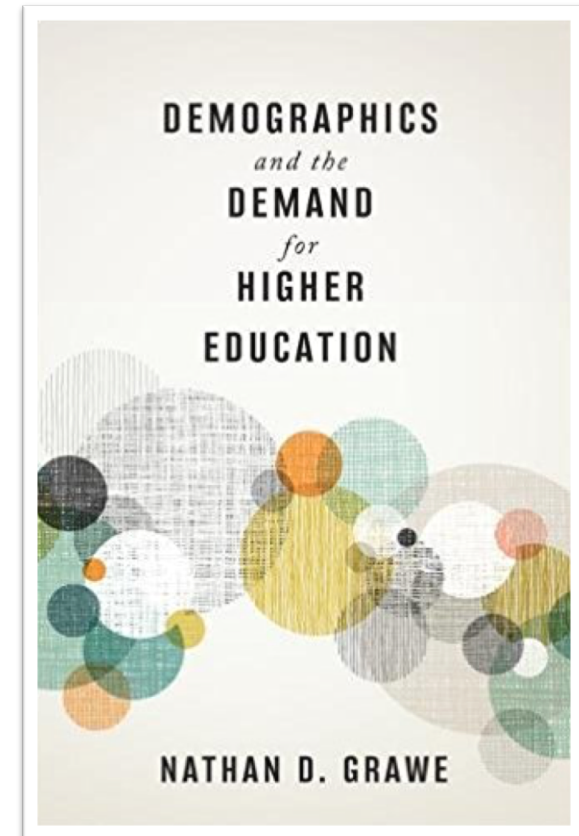


Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

HEDI also provides projected probability of attendance at four types of colleges:

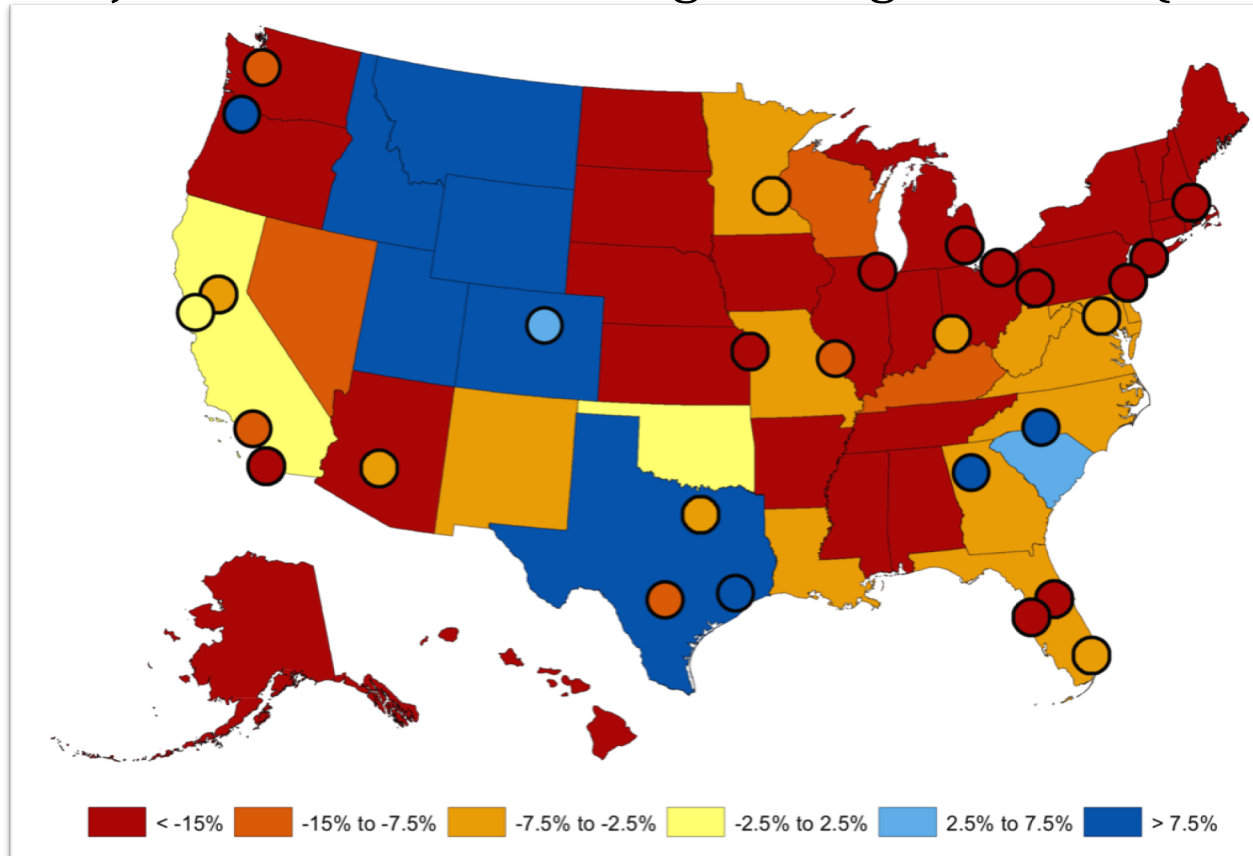
- Two-year institutions
- Regional four-year institutions
- National four-year institutions
- Elite four-year institutions



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](https://twitter.com/InsideAdmission)

HEDI Projected Growth in College-Going Students (2012-2029)



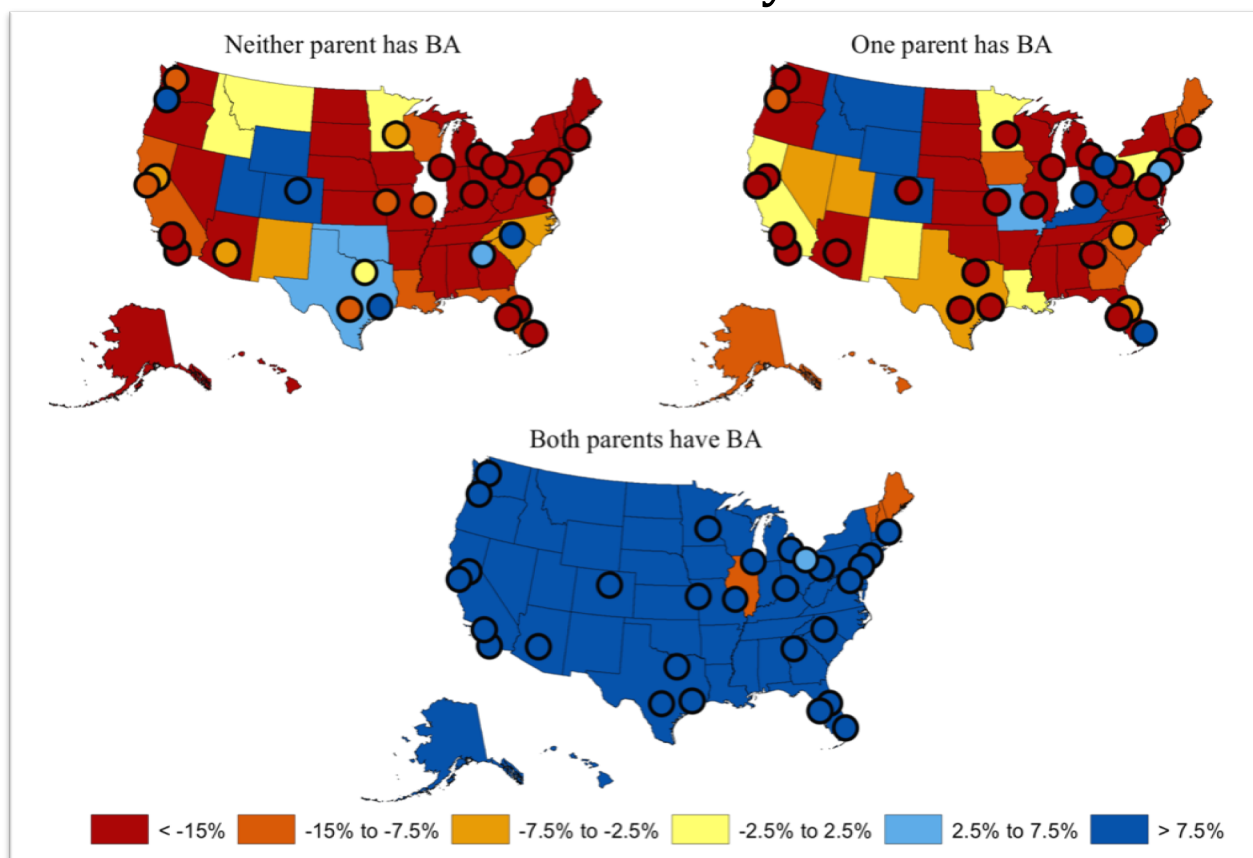
Source: Nathan D. Grawe,
[Supplemental Material for
Demographics and the Demand for
Higher Education](#)



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

HEDI Projected Growth in 18-Year-Olds by Parental Education (2012-2029)



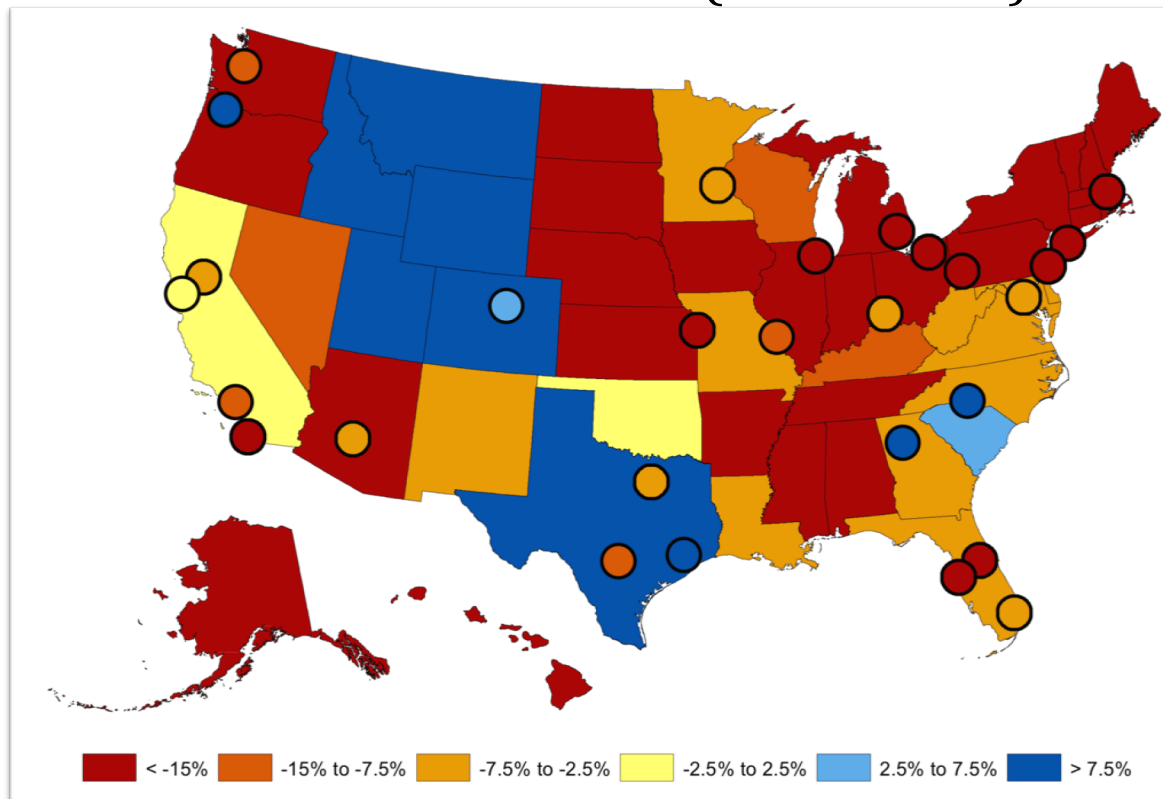
Source: Nathan D. Grawe,
[Supplemental Material for
Demographics and the Demand for
Higher Education](#)



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

HEDI Projected Growth in Students Attending Two-Year Institutions (2012-2029)



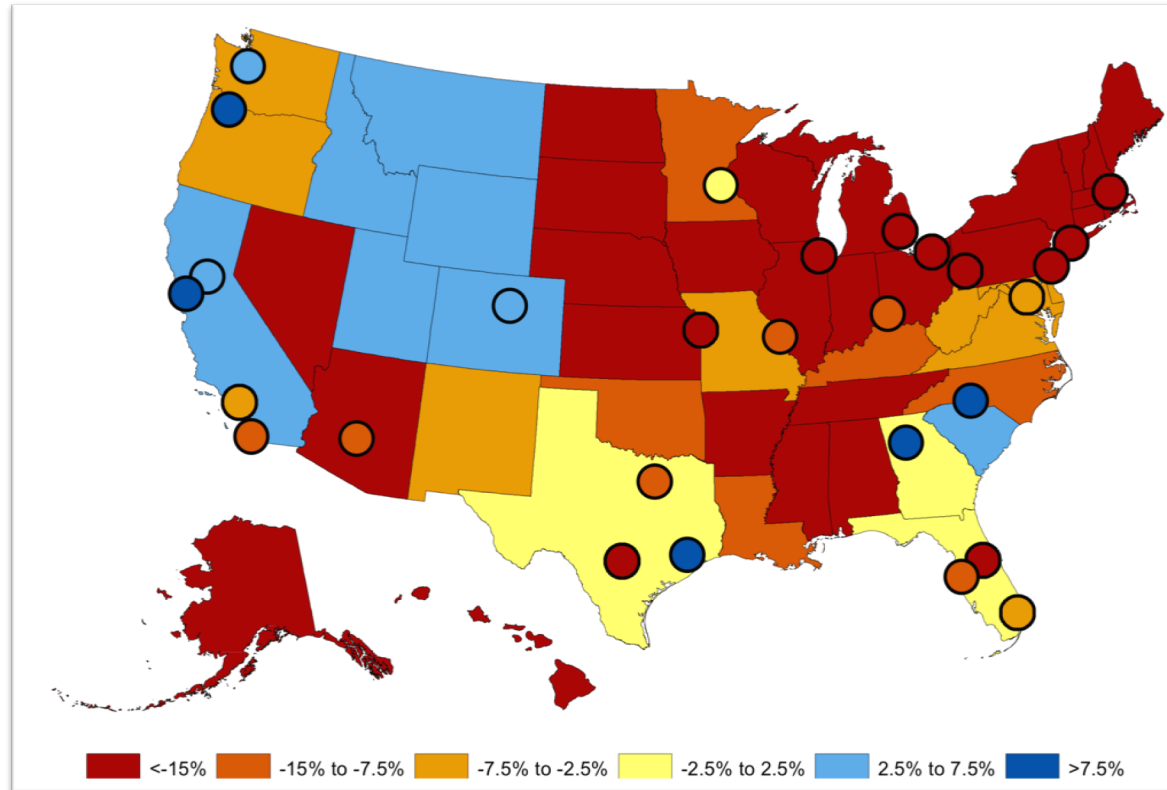
Source: Nathan D. Grawe,
[Supplemental Material for
Demographics and the Demand for
Higher Education](#)



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

HEDI Projected Growth in Students Attending Four-Year Regional Institutions (2012-2029)



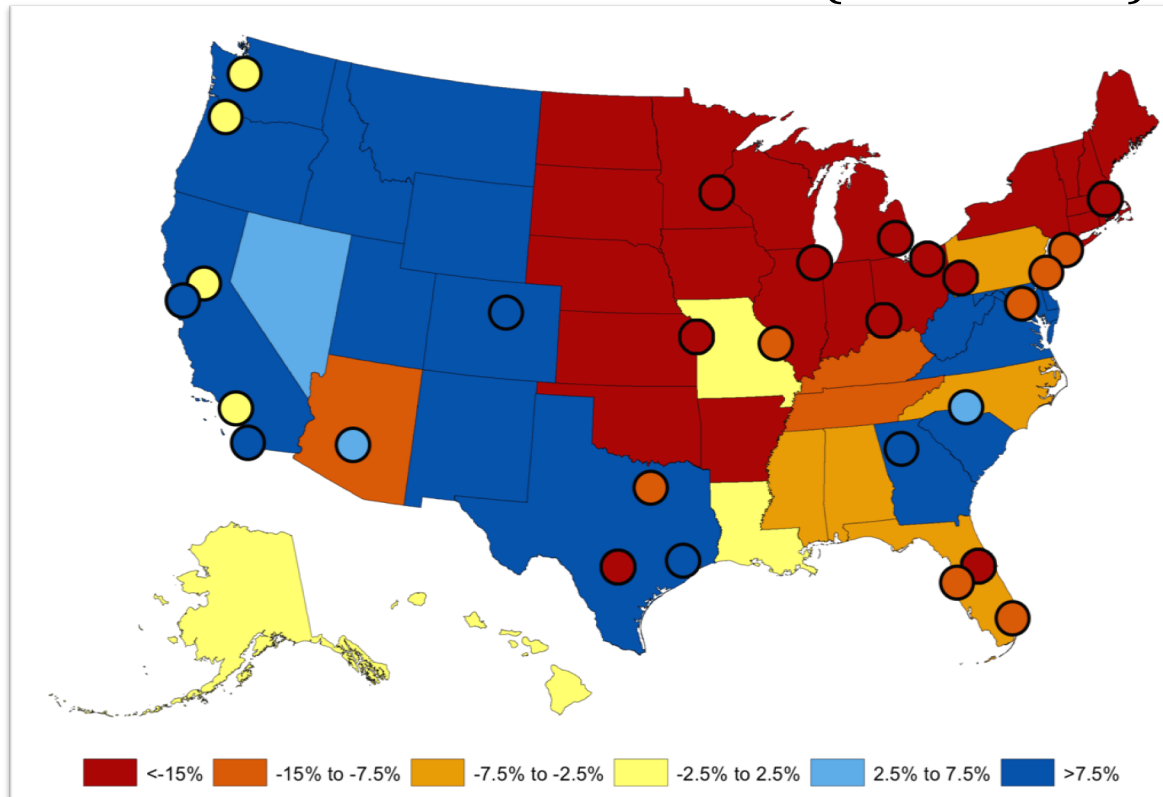
Source: Nathan D. Grawe,
[Supplemental Material for
Demographics and the Demand for
Higher Education](#)



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

HEDI Projected Growth in Students Attending Four-Year National Institutions (2012-2029)



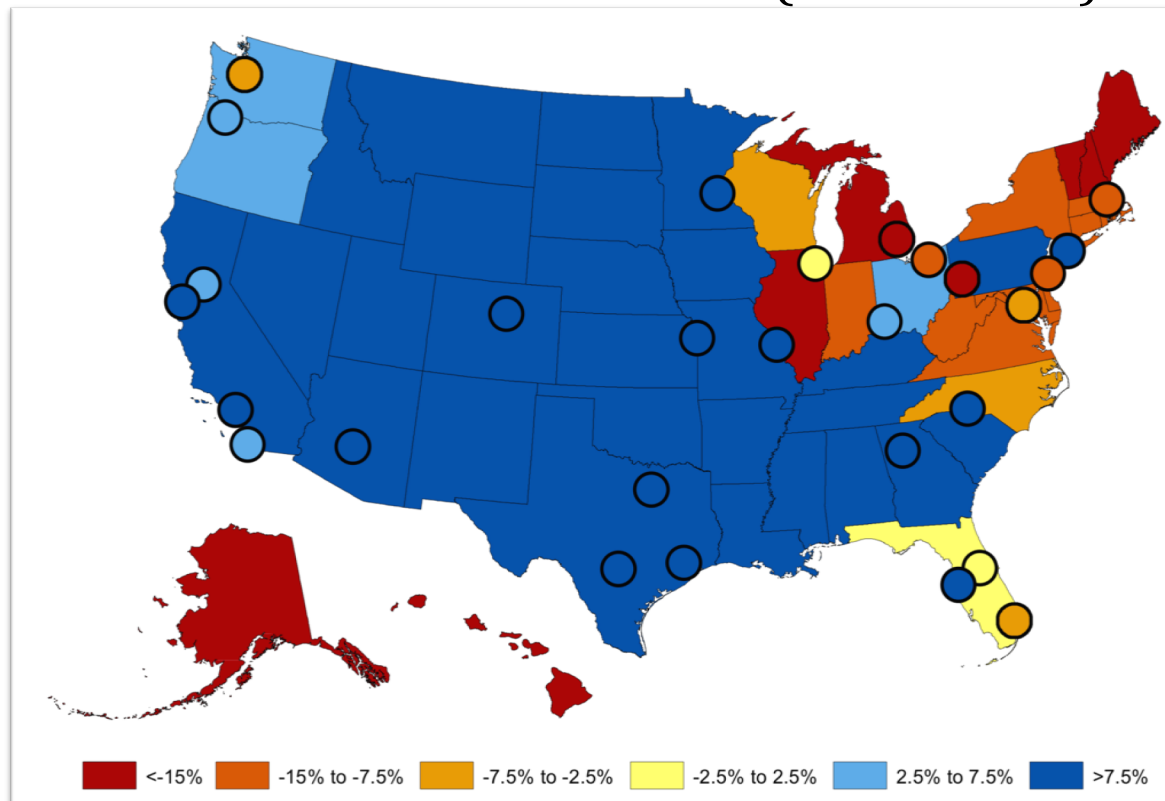
Source: Nathan D. Grawe,
[Supplemental Material for
Demographics and the Demand for
Higher Education](#)



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

HEDI Projected Growth in Students Attending Four-Year Elite Institutions (2012-2029)



Source: Nathan D. Grawe,
[Supplemental Material for
Demographics and the Demand for
Higher Education](#)

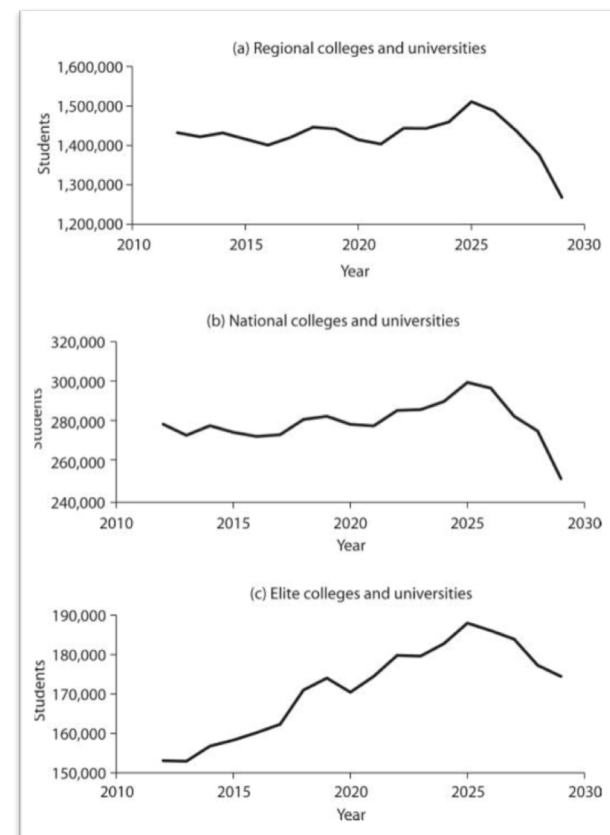


Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

Grawe's "Good News"

- “Modest enrollment increases over the next decade before a significant contraction begins in mid-2020s”
- Highest-ranked schools will avoid enrollment & budgetary implications



Source: Nathan D. Grawe, *Demographics and the Demand for Higher Education*

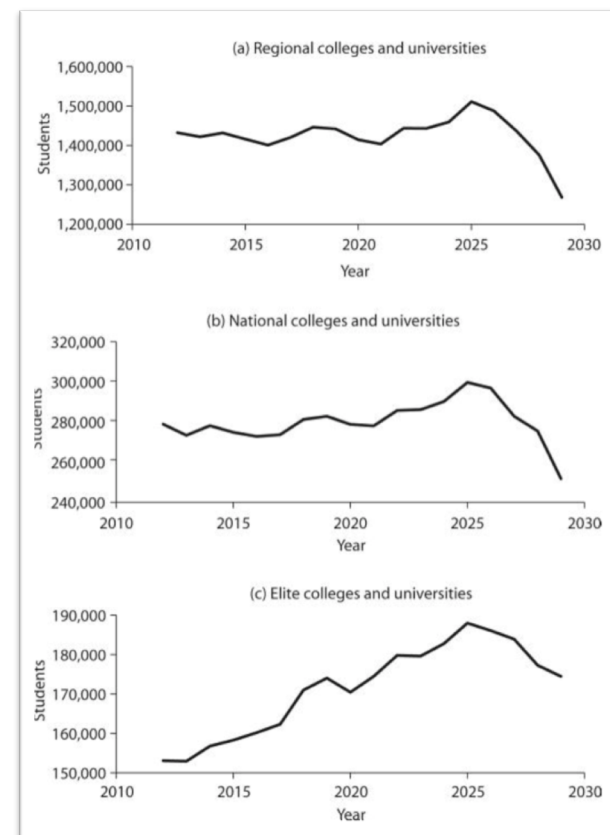


Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

Grawe's "Good News"

- HEDI is *only projecting increased demand for elite colleges*
- Elite colleges *unlikely to grow enrollment*
- Second-tier institutions can be beneficiaries of increased demand for elite colleges



Source: Nathan D. Grawe, *Demographics and the Demand for Higher Education*

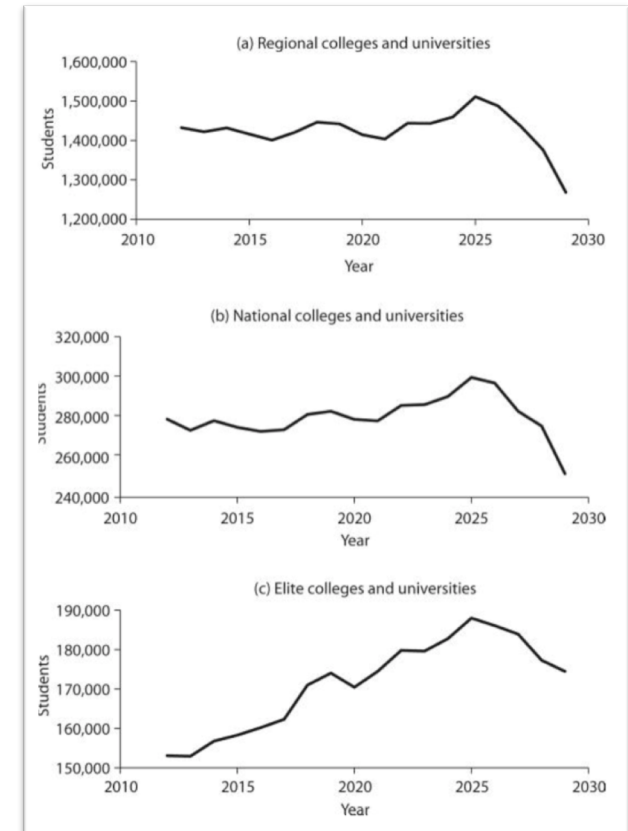


Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

Grawe's "Bad News"

- HEDI projects *10% fewer college-going students, nationally, by 2029*
- *College enrollment is a zero-sum game*; there are winners and losers



Source: Nathan D. Grawe, *Demographics and the Demand for Higher Education*

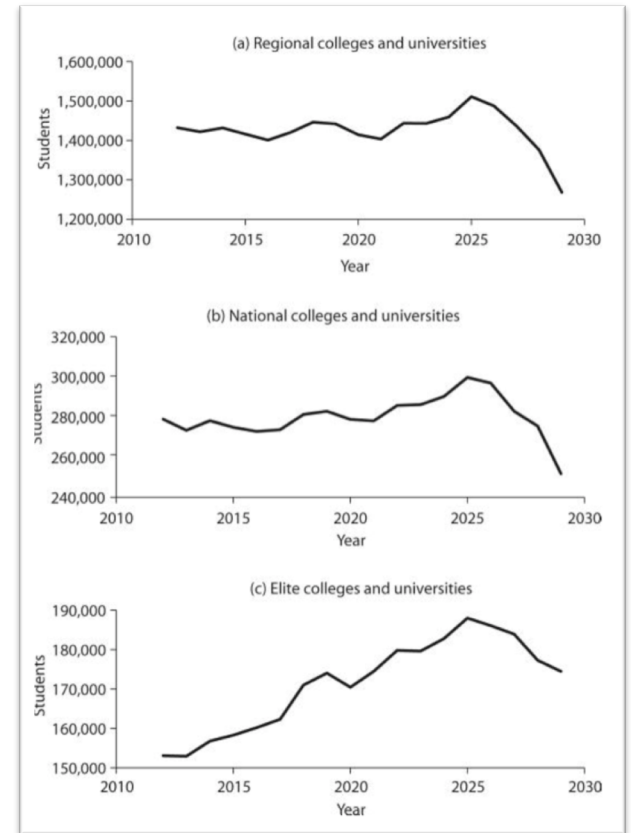


Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

Grawe's "Bad News"

- Since increased parental education results in greater demand for elite colleges, the *decrease in demand for less-selective institutions is compounded*



Source: Nathan D. Grawe, *Demographics and the Demand for Higher Education*

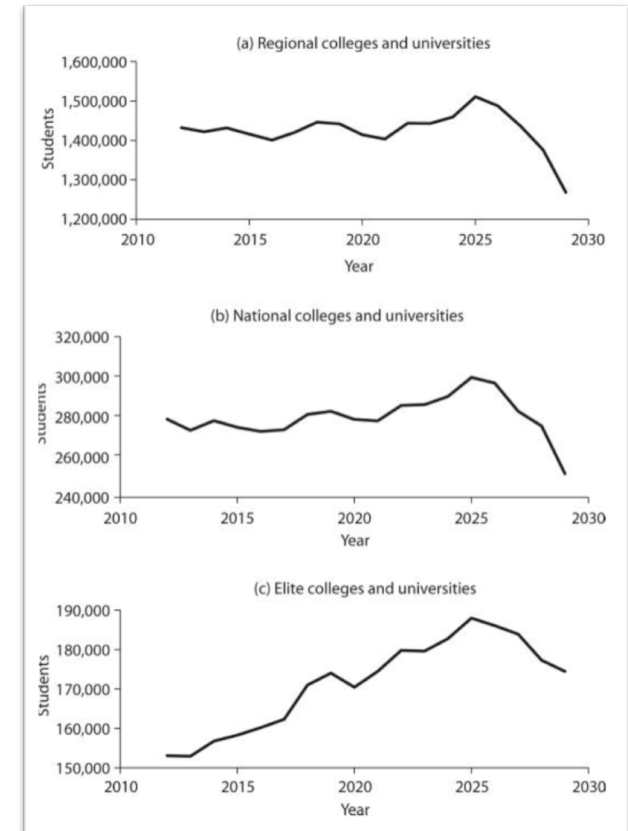


Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

Grawe's "Bad News"

- ***Less-selective schools*** are highly regional and, as a result, have less opportunity to diversify geographic reach; ***more susceptible to regional demographic declines***



Source: Nathan D. Grawe, *Demographics and the Demand for Higher Education*



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @InsideAdmission

Grawe's Silver Lining



Source: Nathan D. Grawe interview
with Inside Higher Ed, January 2018

“Ultimately, the *HEDI forecasts aren't intended to be “right” so much as to put a spotlight on challenges that lie on our current path.*

In fact, I *hope that schools respond to the information in the model with better retention policy or new recruitment strategies* and so survive or thrive despite demographic hurdles. This would make the forecasts look wrong by putting them to good use.”



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

Implications & Opportunities

Translating demographic enrollment projections into context and action



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

Over the next fourteen years, the college recruitment landscape will change dramatically:

- There will be a *smaller and more diverse group of domestic high school graduates*.
- Unlike in the 1970s and 1980s, *colleges are unlikely to experience unanticipated new enrollment market growth that will sustain rapid growth*.
- The *South and the West* will, increasingly, *represent a larger share of domestic high school graduates*.



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

Over the next fourteen years, the college recruitment landscape will change dramatically:

- ***Competition*** among colleges & universities will ***continue to increase***
- ***Costs to recruit*** students and ***discount-rates*** are ***likely to climb***
- Some colleges will be forced to downsize, merge, or close



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

College counselors will see new challenges and opportunities:

- Regionally, counselors may experience ***larger or smaller class-sizes*** and, in some cases, ***shrinking enrollment could lead to high school mergers/closures and budget issues.***
 - Shrinking public schools could be forced to merge into regional districts.
 - Private schools may face increased international enrollment, downsizing, mergers, and closures
 - Private K-12 becoming less tenable as families make financial decision to attend private school later and/or save for college
 - Demographic changes have a stronger impact on day schools due to the regional nature of the population



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

College counselors will see new challenges and opportunities:

- *Changes in the racial/ethnic makeup* of school populations *may require greater cultural awareness and support* at schools that are historically less-diverse.
- As college enrollment stagnates, individual students will likely find *greater odds in the admissions process at many institutions*.
- With heightened competition for enrollment, students are likely to enjoy *greater discount at many colleges* and likely will have *greater “bargaining power”*.



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

College counselors will see new challenges and opportunities:

- Students are likely to experience *more diverse environments in high school and college* as a result of macro-level demographics.
- More than ever, *college counselors need to know the quality and stability of colleges* as they are advising students.



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

Are the projections fate?

- Despite some grim domestic demographics, ***colleges still have opportunities to increase college enrollment*** locally and nationally.
 - Factors that can impact projections include:
 - High school graduation rate
 - College attendance of 18 year-olds
 - Nontraditional enrollment
 - International enrollment
 - Creation new programs targeting life long learning
 - Migration (to a college's state/region)
 - Immigration



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](https://twitter.com/InsideAdmission)

Projections are not necessarily the “worst case” scenario, either.

- We can't assume that major factors in college enrollment will be sustained or increased:
 - High school graduation rate
 - College attendance of 18 year-olds
 - Nontraditional enrollment
 - International enrollment
 - Migration (from a college's state/region)
 - The perceived value of a college education



Andrew B. Palumbo
Dean of Admissions & Financial Aid

abpalumbo@wpi.edu
Twitter: @[InsideAdmission](#)

Breakout Discussions



Facilitators – High Schools

Marissa Guijarro
Craig Plummer

Facilitators – Colleges & Universities

Matt Malatesta
Andrew Palumbo

BREAKOUT DISCUSSIONS



EXECUTIVE LEADERSHIP FORUM