

Future Trends in Higher Education Enrollment



AU Neighborhood Partnership Meeting
Wednesday, September 18, 2019
6:00-8:00 p.m.

Five Types of Students



TRADITIONAL
UNDERGRADUATE



ONLINE




GRADUATE (FACE-
TO-FACE)



INTERNATIONAL



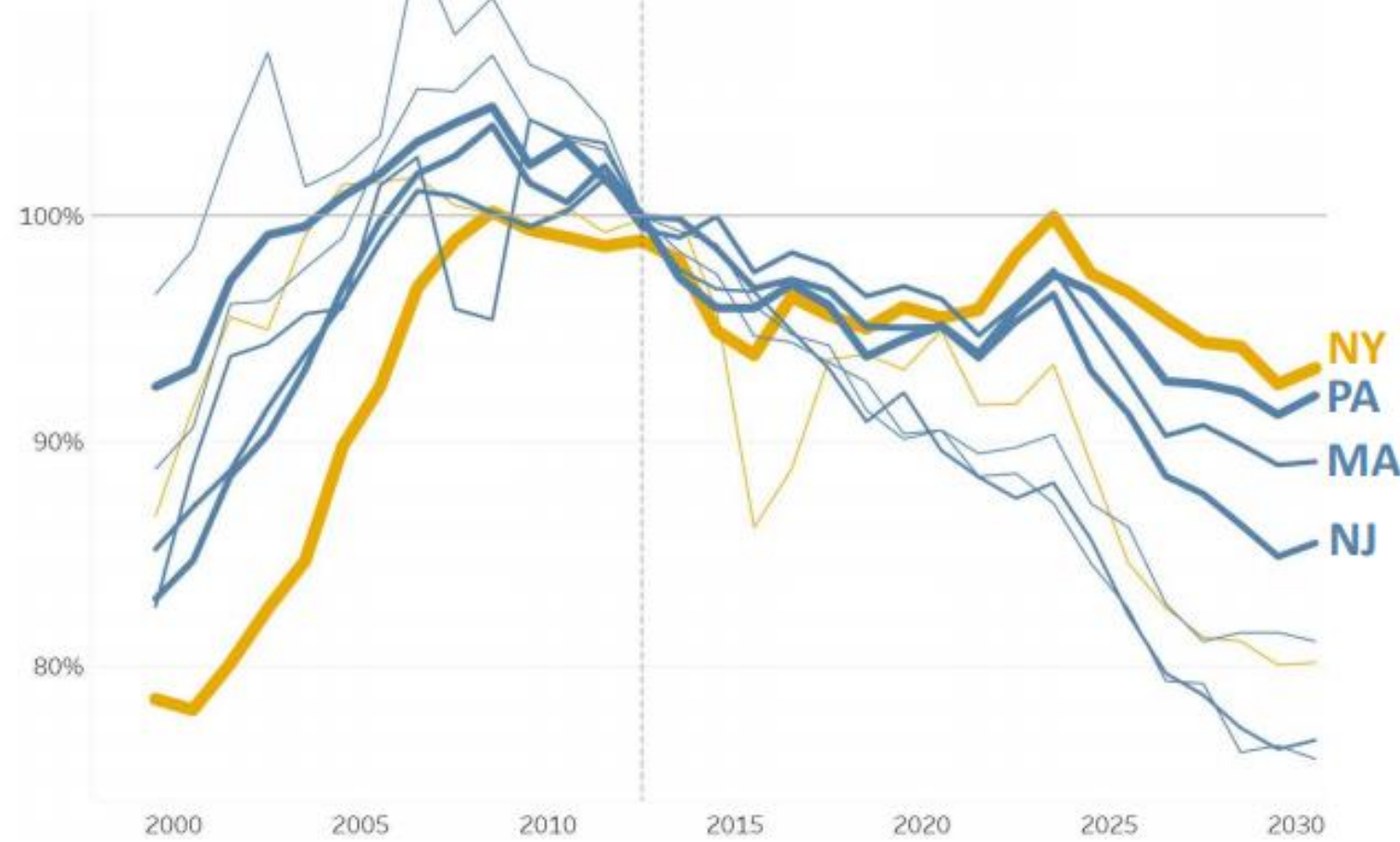
LIFE-LONG
LEARNING

A blurred photograph of a classroom. In the foreground, there are several rows of light-colored wooden desks and yellow chairs. In the background, a large green chalkboard is mounted on the wall. To the left, there is a window with light coming through. The overall scene is out of focus, emphasizing the text overlay on the right.

There are consistent drops in the number of students graduating from high school. This means we should be looking into new markets of enrollment for prospective incoming undergraduates at the college level.

TRENDS IN HIGH SCHOOL GRADUATING SENIORS

Northeast



25 and Over

25-29 y.o. 16% of increase

30-34 13%

35 & over 30%

Adults Are the
Majority of the
Projected Increase
for Undergraduate
Students from
2015 to 2025



These are not traditional students who are going to drop what they are doing and come live on our campus for 4 years.

These specific potential students represent a lot of our potential growth...

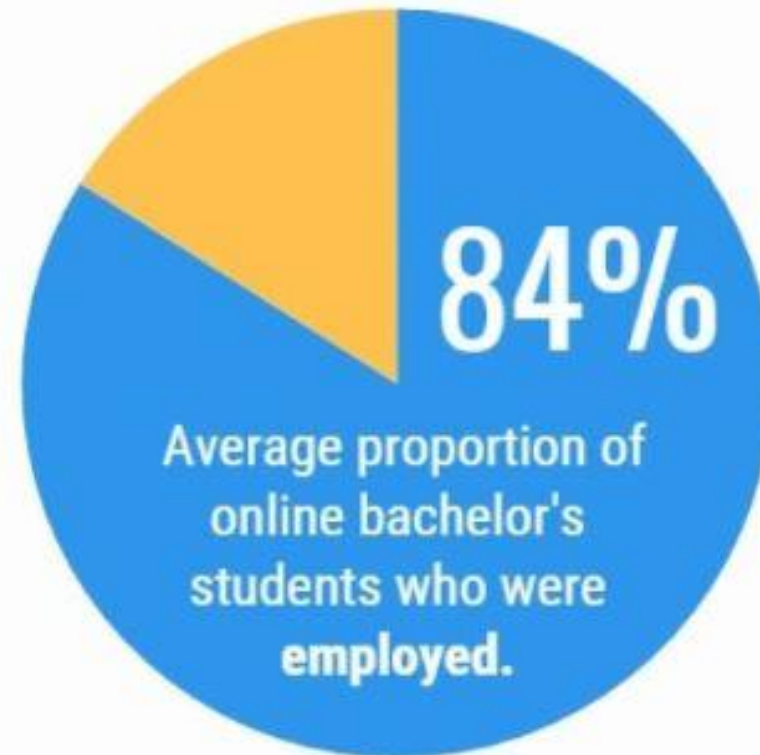


— and that
growth is in
the **ONLINE**
space.

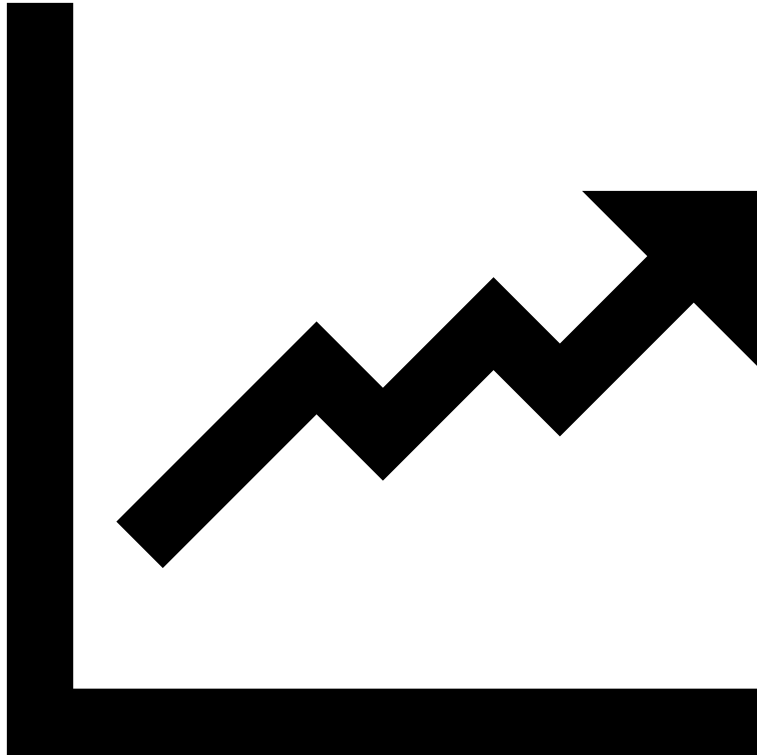
 Online bachelor's students are **working adults**.



Average age of students in ranked online bachelor's programs for 2015-2016.



Average proportion of online bachelor's students who were **employed**.



“The growth of distance enrollments has been relentless,” said study co-author Julia E. Seaman, research director of the Babson Survey Research Group. “They have gone up when the economy was expanding, when the economy was shrinking, when overall enrollments were growing, and now when overall enrollments are shrinking.”

PROS

- Flexible scheduling
- Faster completion
- Study anytime
- Login from anywhere
- Access to more colleges
- No commute
- Potentially lower costs
- Accredited programs

- No face-to-face interaction
- Not all majors available
- Increased personal responsibility
- Networking challenges
- Requires self-direction

CONS

Another growth market consists of graduate students or working people who are looking to advance after some time in a career.



Graduate Market includes:

- People that want a master's degree to change or further develop their career;
 - Parents returning to the workforce after stepping out to raise their kids; and,
 - Individuals looking to update/retool their skills or add tech skills through extended studies.
-



According to a 2018 data report done by John Wiley and Sons, Inc., entitled, “State of the Graduate Education Market: Trends and Insights in Key Master’s Disciplines,” graduate students are a growing market.

Once again, however, most of that growth is in on-line programs.



International Students
have long been an
important part of
American University's
student body.



But this has become a tougher market:

- US seen as less hospitable
- More difficult to secure student visas
- More difficult to secure employment in US after graduation

**Finally, the life-long learner market.
—a key focus for us going into the future.**

There is a growing need for credentialing, certificates, etc. Smaller bites of education that in essence “unbundle” learning from degree programs. Some people might put unbundled experiences together and produce a degree, but not necessarily.

Again, most of these students are:

- non-traditionally aged
 - not living on campus
 - getting instruction via online mechanisms and satellite locations.
-



American University is pivoting to meet the new market configuration.



NEW GRADUATE PROGRAMS (FACE-TO-FACE; ONLINE, AND “HYBRID”).



ONLINE PROGRAMS NOW OFFERED IN PARTNERSHIP WITH 3 DIFFERENT ONLINE EDUCATION COMPANIES.



NEW LIFE-LONG LEARNING PROGRAMS IN SPEXS, SPA, AND OTHERS. (SATELLITE AND ONLINE).