

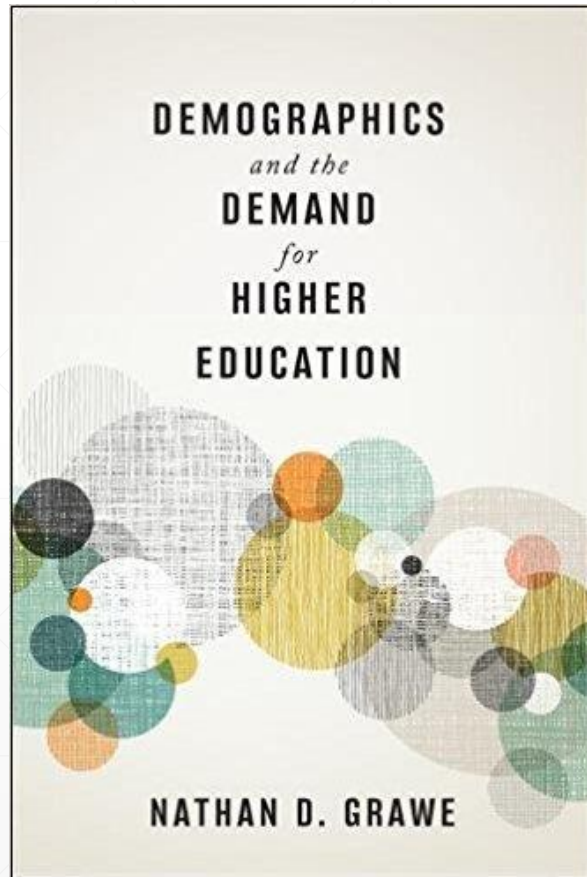
# Exploring the Outlook for Higher Education and Enrollment Management in the Next Decade

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Jim Fowler, Vice President for Enrollment Management, Salve Regina University

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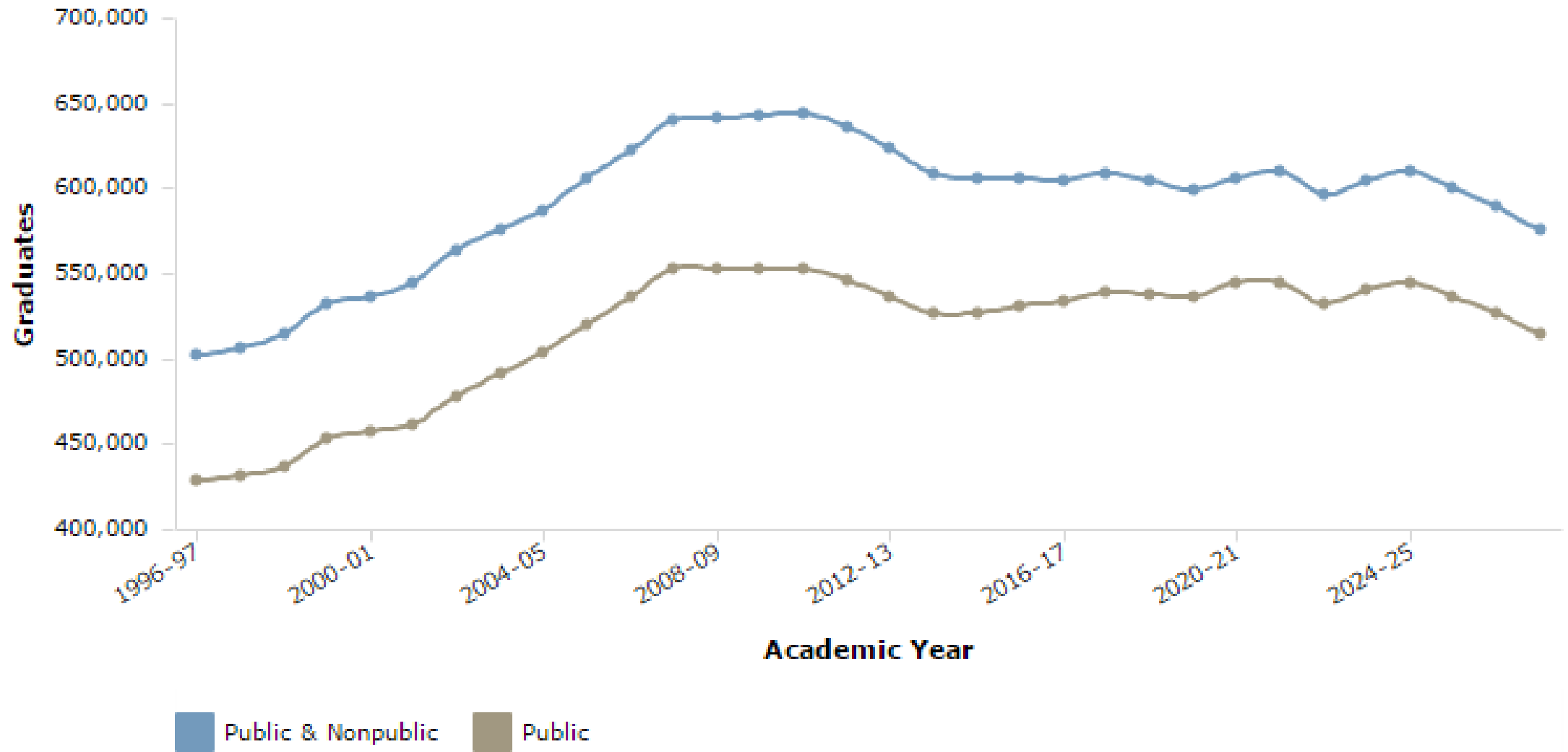
# Demographics Will Be The Driving Force In Enrollment And Financial Aid



- Shift of population away from the Northeast to South and Southwest
- Rising income inequality
- Greater diversity
- Plateau in college attendance rates
- Increased competition for a shrinking pie of potential students

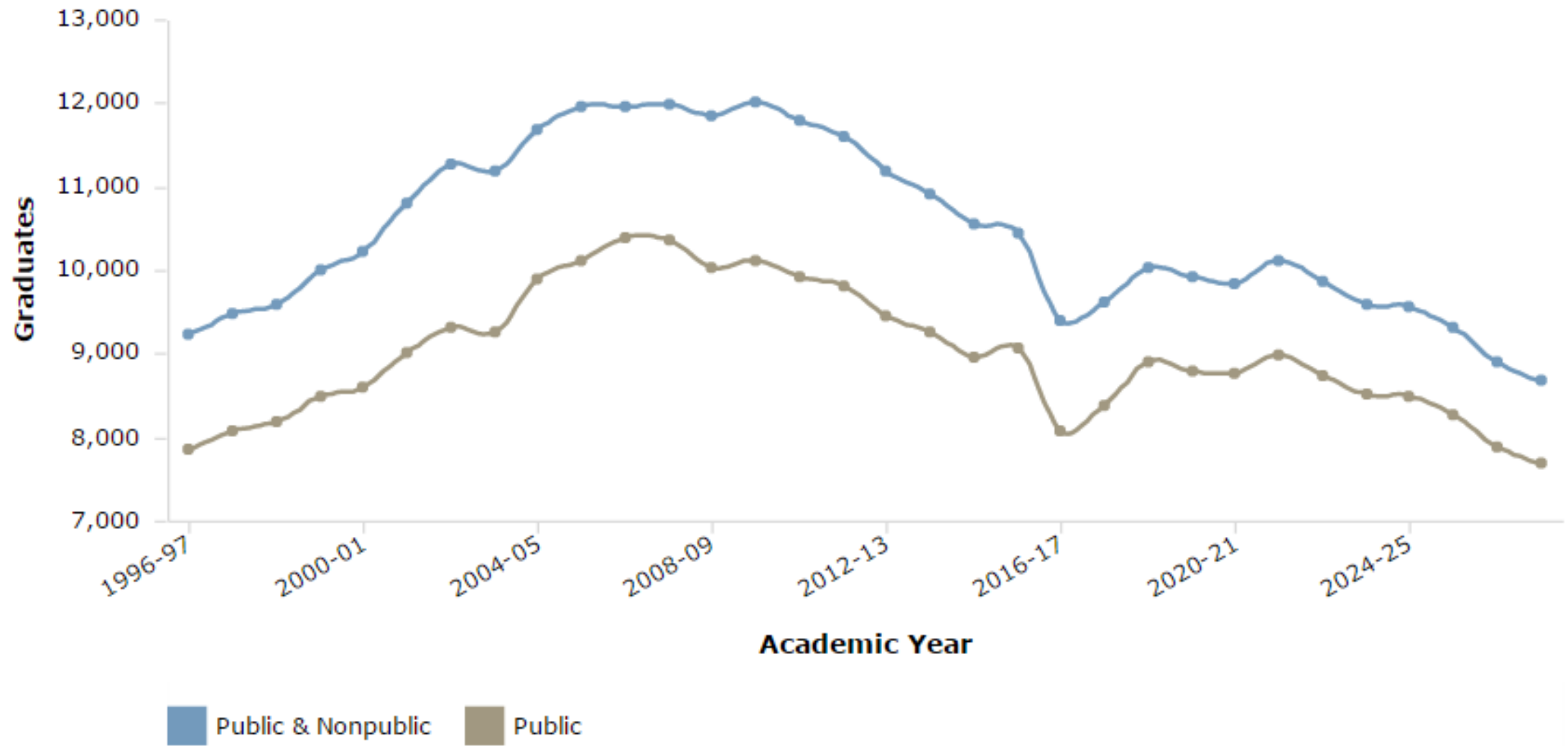


**Total Public & Nonpublic Graduates for The Northeast from 1996-97 to 2027-28**



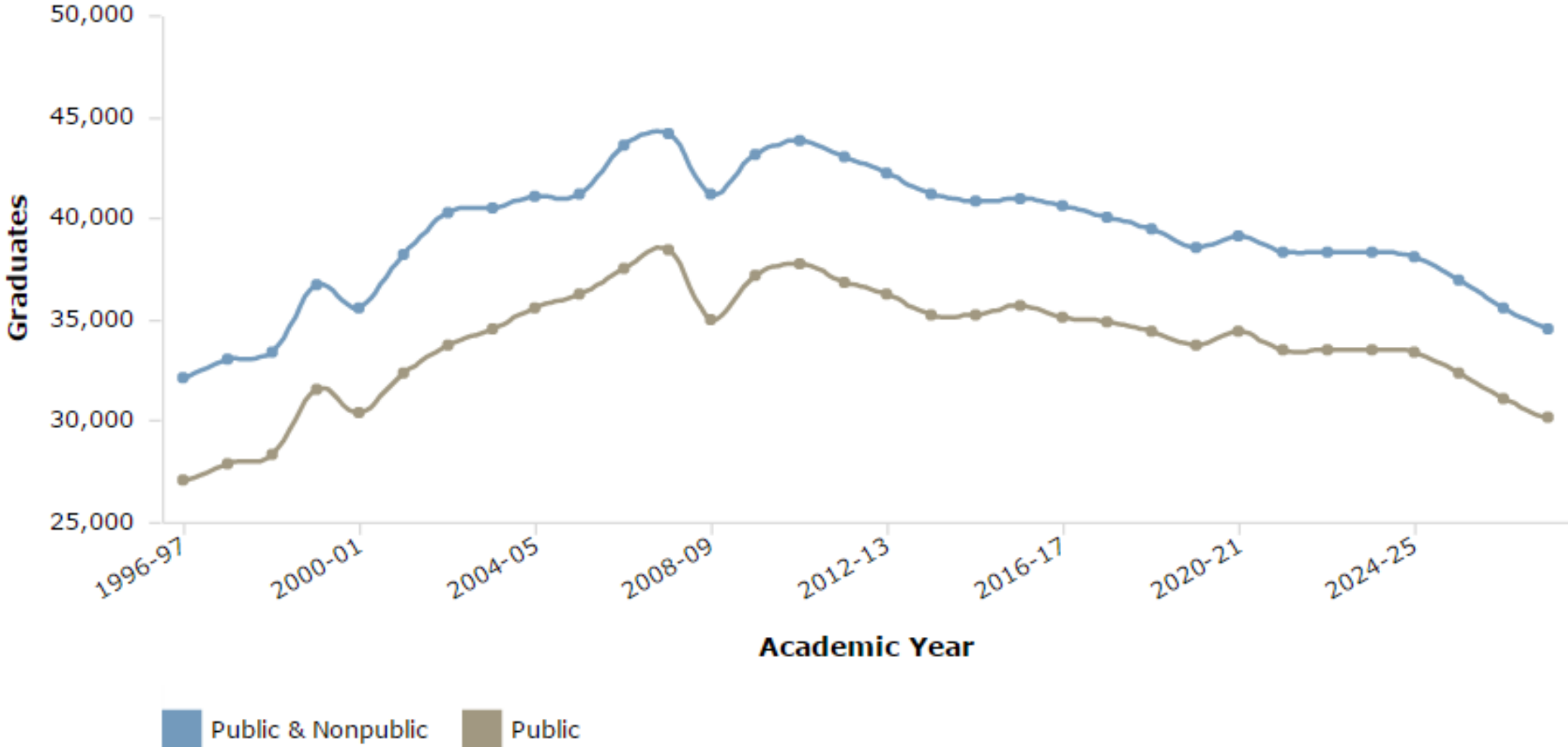
Source: WICHE

**Total Public & Nonpublic Graduates for Rhode Island from 1996-97 to 2027-28**



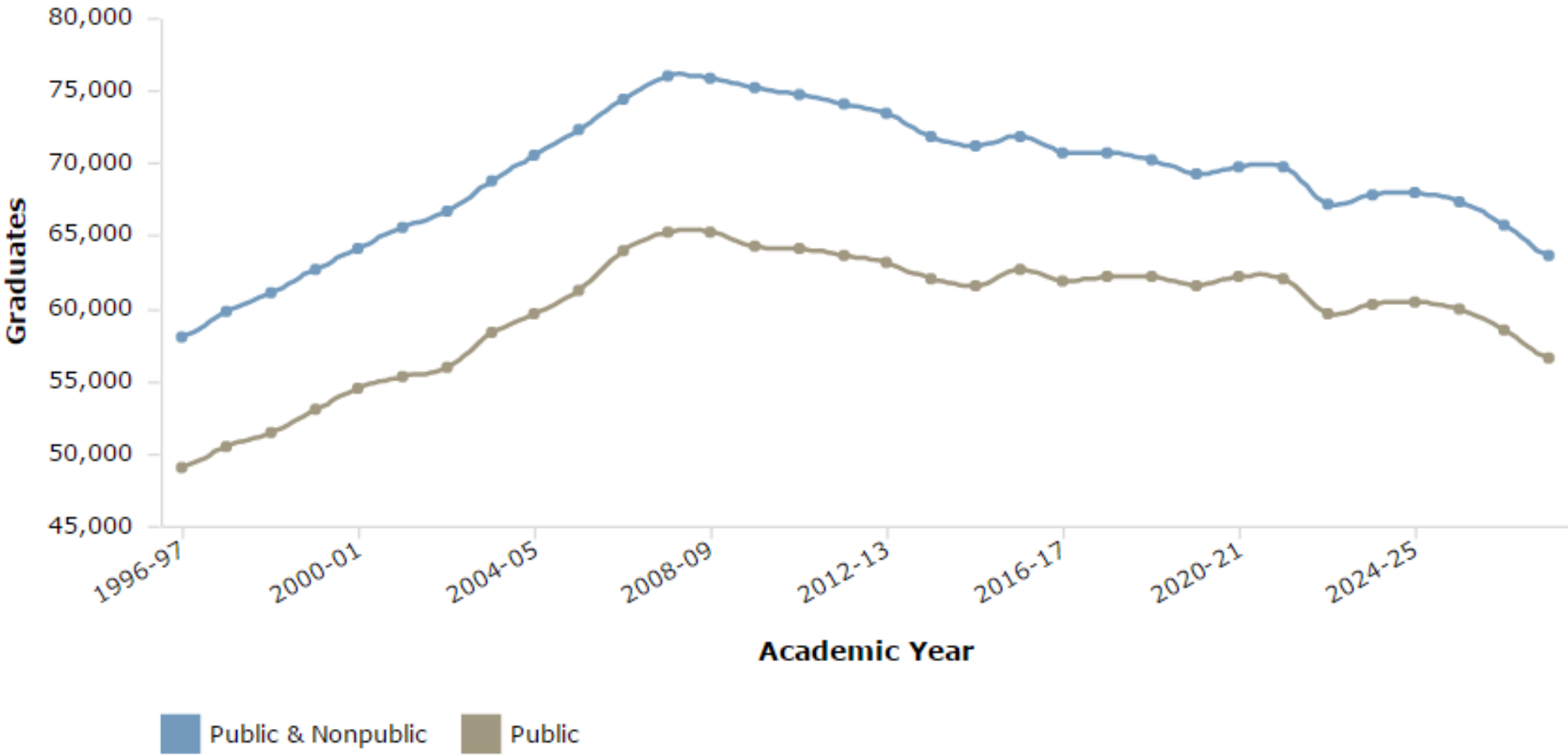
Source: WICHE

**Total Public & Nonpublic Graduates for Connecticut from 1996-97 to 2027-28**



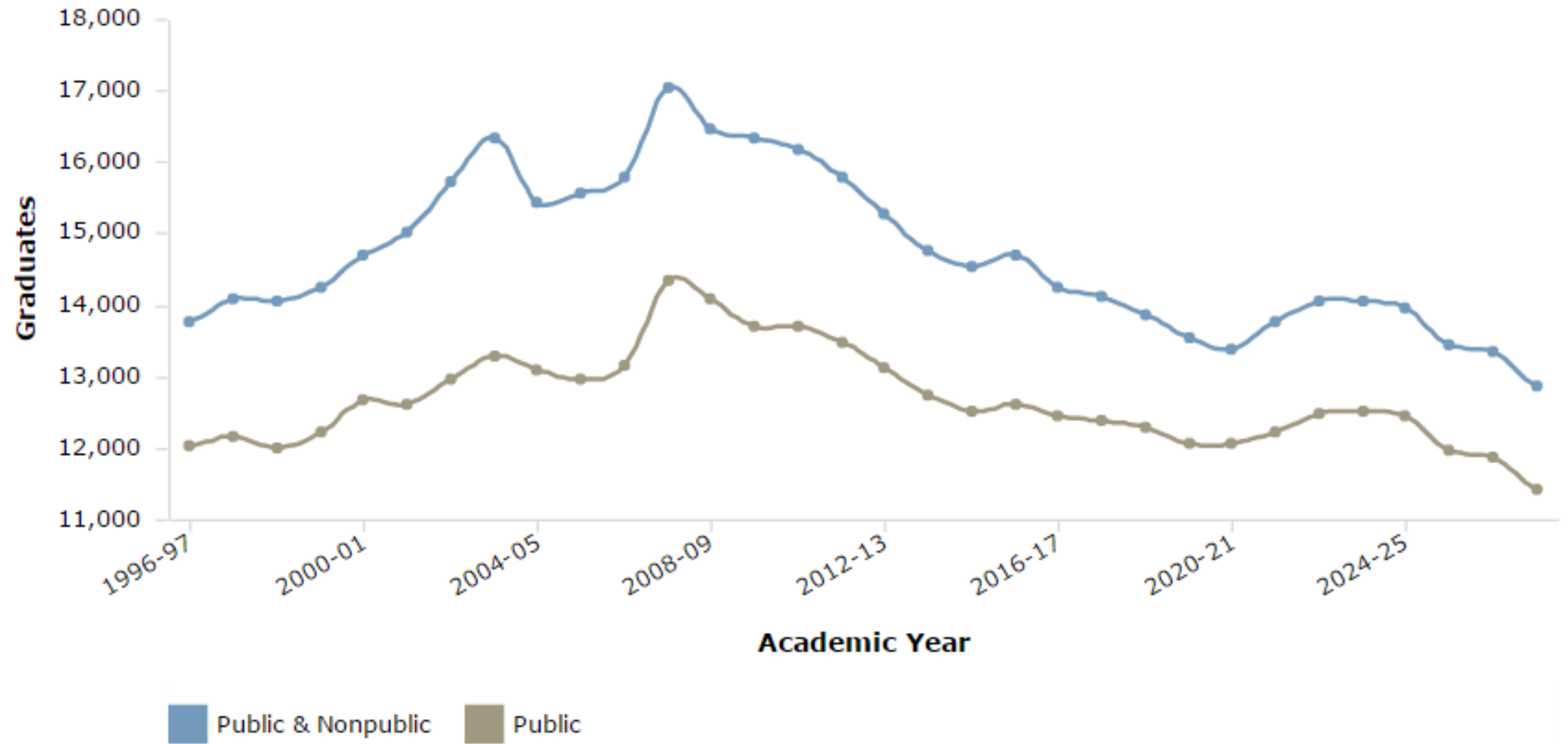
Source: WICHE

Total Public & Nonpublic Graduates for Massachusetts from 1996-97 to 2027-28



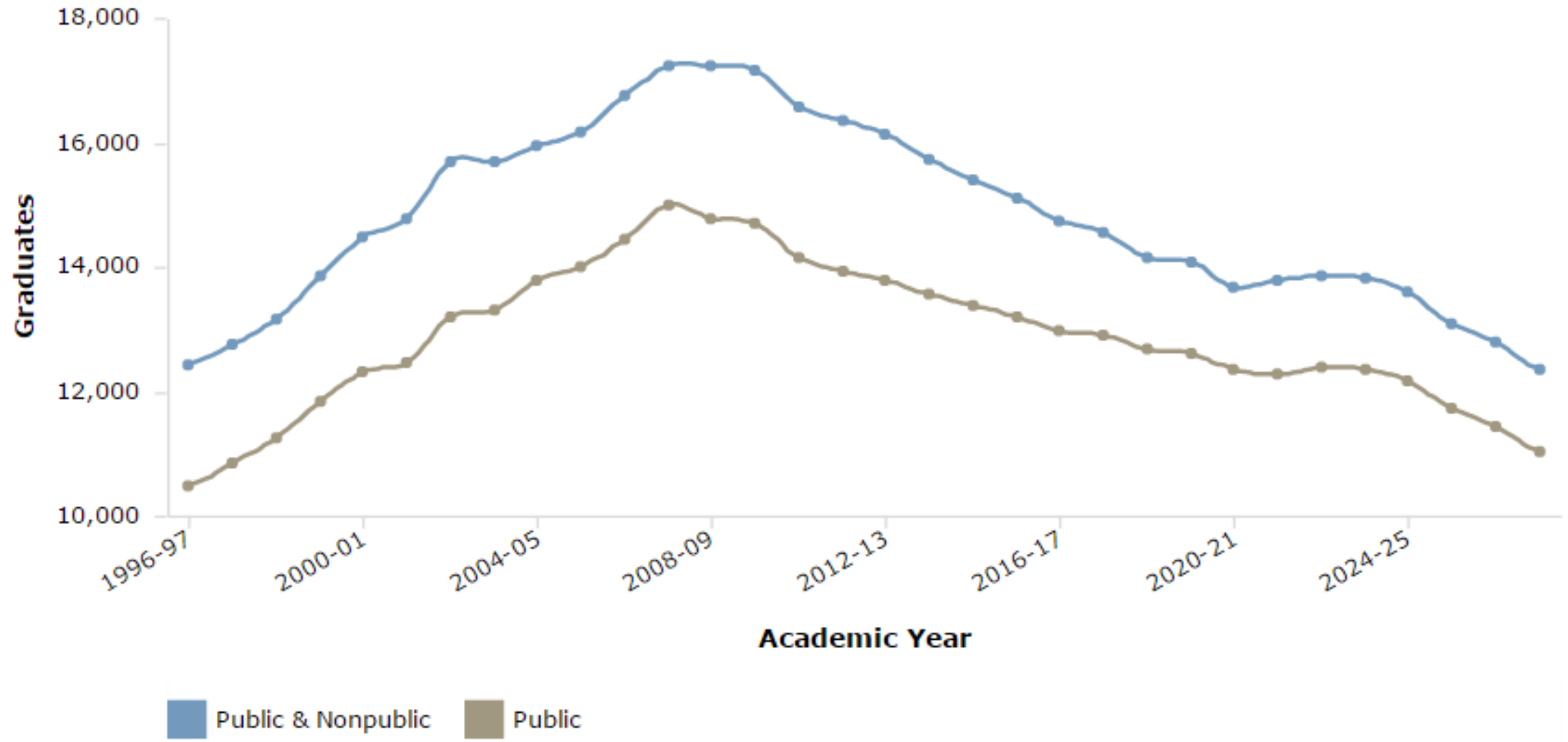
Source: WICHE

**Total Public & Nonpublic Graduates for Maine from 1996-97 to 2027-28**



Source: WICHE

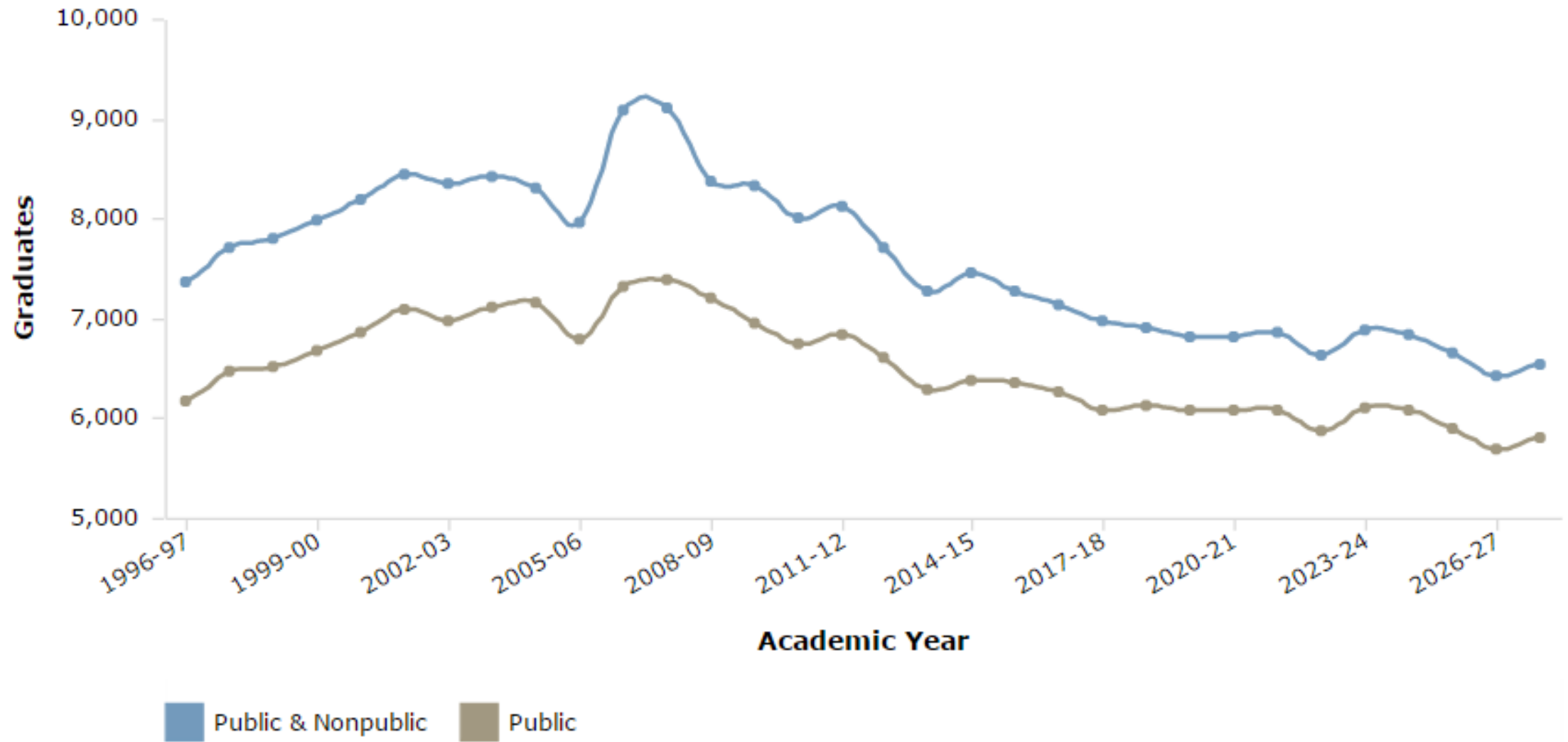
**Total Public & Nonpublic Graduates for New Hampshire from 1996-97 to 2027-28**



Source: WICHE

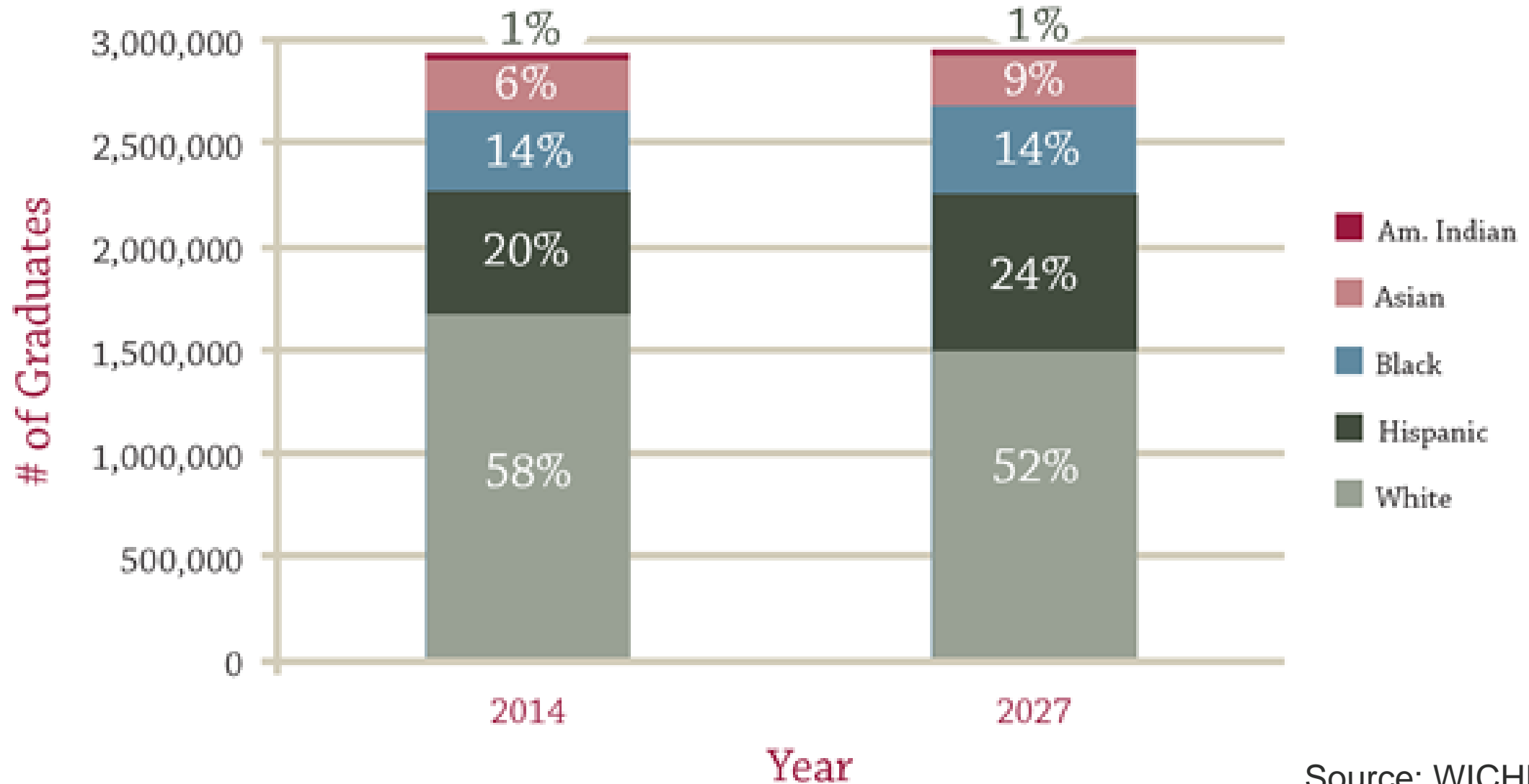


**Total Public & Nonpublic Graduates for Vermont from 1996-97 to 2027-28**



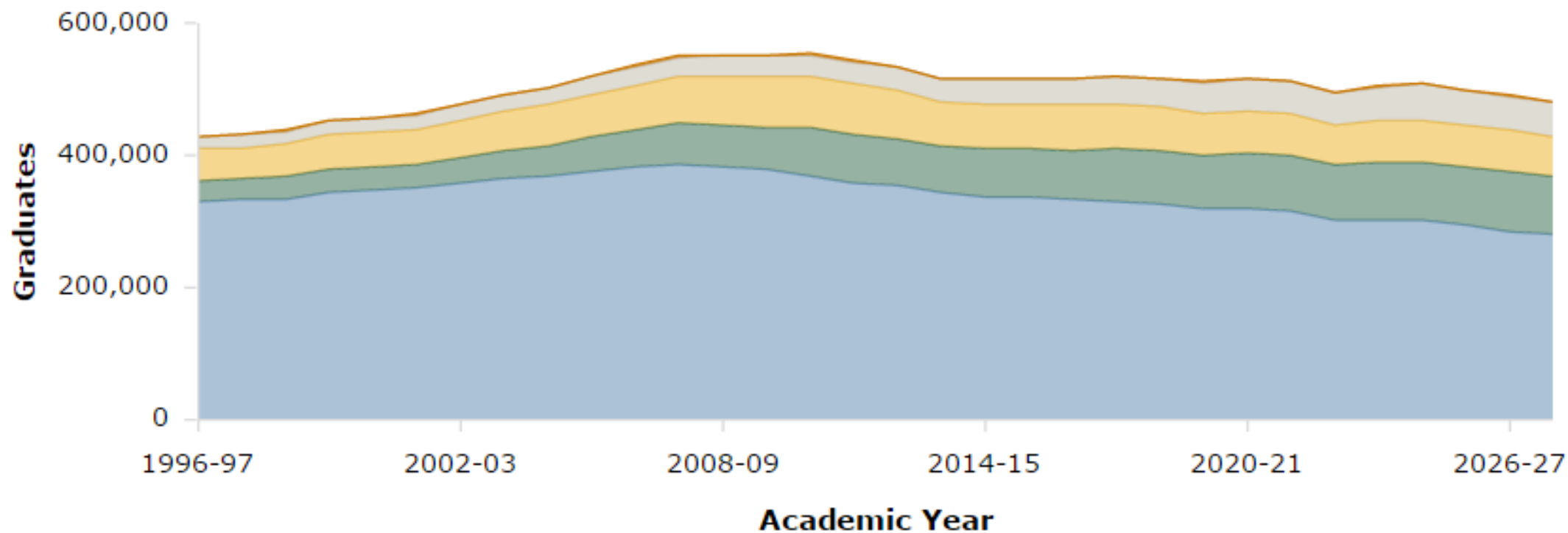
Source: WICHE

# HIGH SCHOOL GRADUATES BY RACE/ETHNICITY



Source: WICHE

### Public High School Graduates for The Northeast from 1996-97 to 2027-28



- American Indian/Alaska Native
- Black non-Hispanic
- White non-Hispanic
- Asian/Pacific Islander
- Hispanic

Source: WICHE

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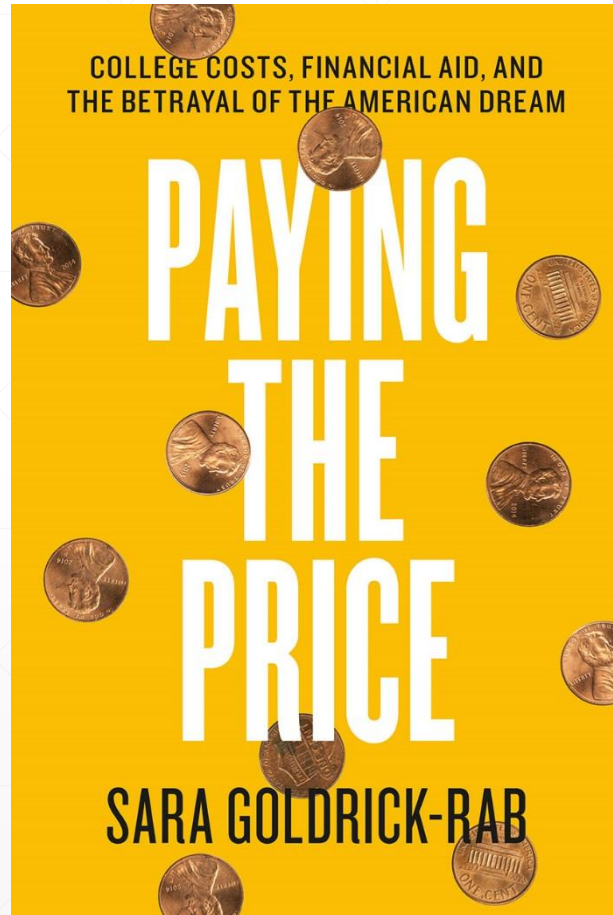
# Families Face Increased Challenge In Financing Higher Education

- Income stagnation in the middle class who fed the boom in higher education in the 90's and early 00's
- Cost of higher education has outpaced inflation
- 1/3 of college students are food and/or housing insecure
  - 9% are HOMELESS!
- Enrollment managers are being asked to enroll more high income students
  - Shrinking piece of the pie
  - These families are less willing to pay full price



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# Families Face Increased Challenge In Financing Higher Education



- Part time/summer jobs cover a smaller portion of the cost
- Federal aid policies have not kept pace
- Many students are helping families make ends meet
  - Problem doesn't go away when student enrolls in school



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# The Challenges We Face

- The cost to run our institutions continues to increase
  - Net tuition revenue is not keeping up
- Pressure from boards and leadership to decrease (or hold) on discount rate
- Increased competition
- Dramatic changes in family expectations since 2008
- The haves are exercising increased influence over our processes



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# What The Future Holds

- We must be responsive to expectations
- Institutions need to focus on revenue over discount
- Our communications need to recognize increase in first-gen and diverse student populations
- Financial advising extends beyond when they come in and when they leave
- Greater cooperation between RI institutions



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# Our Responsibility

- Advocate for better national and state financial aid policy
- Be a voice for economically disadvantaged families
- Be a voice of reason in discussion around discount rate
- Share the stories of your students
- Keep the faith!





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# Questions and Discussion

Jim Fowler

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Chair, NACAC Government Relations Committee

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