



Current and Coming Realities (and What to Do About Them)

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Overview

- Dose of Just Enough Reality
- Focus on Solutions
- Discussion and questions throughout
- And then lunch



Current and Coming Realities

Current Realities

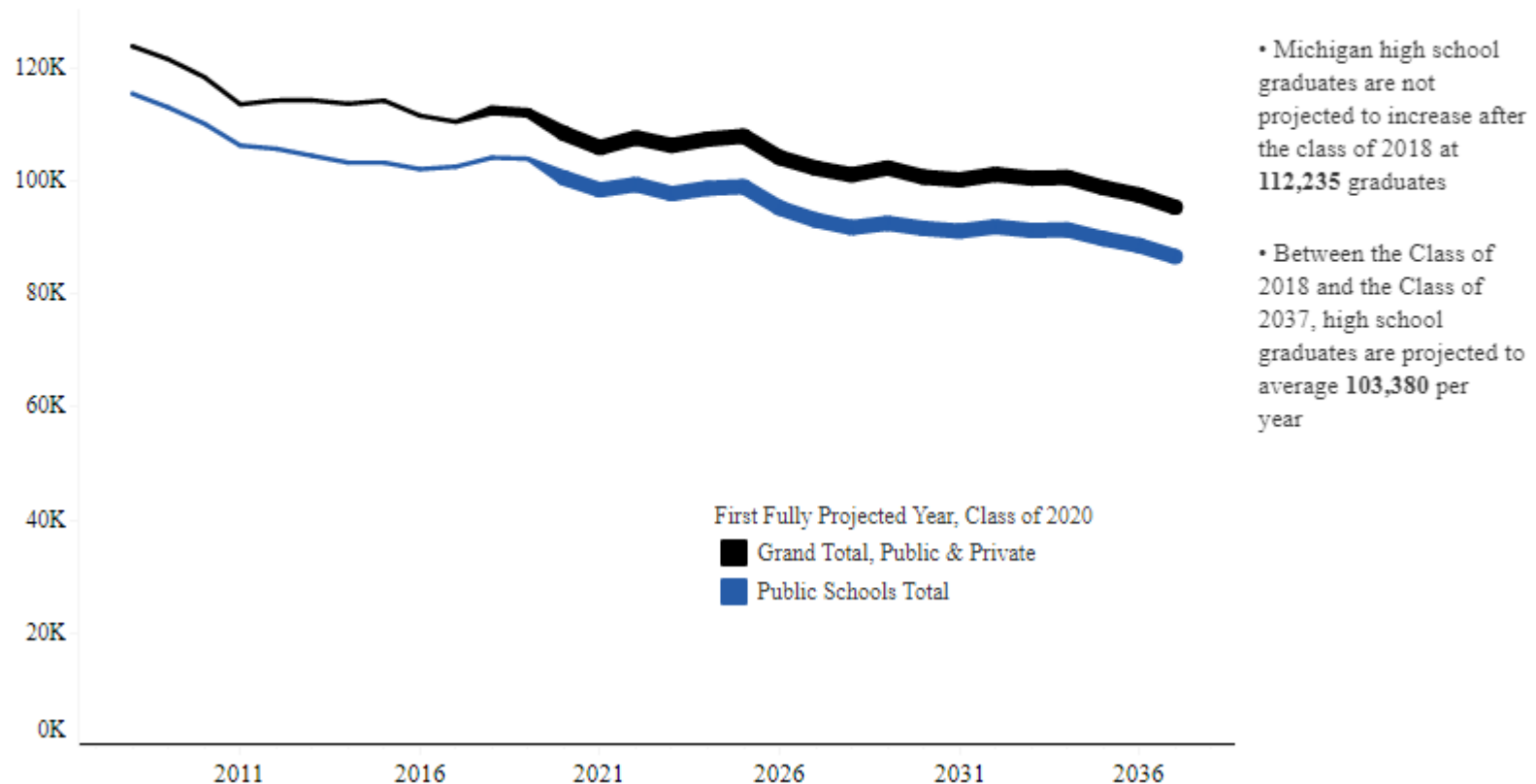
- The enrollment environment – [WICHE data](#)
- Prevailing attitudes about [Biblical higher education](#) and a Christian college environment
- What are traditional students seeking in terms of majors and programs?
- The Great Resignation and its impact on finding and keeping good people

High School Graduates Profile for

Michigan

Projected values are displayed as either thicker or darker in the profile charts. See the notes for more details.

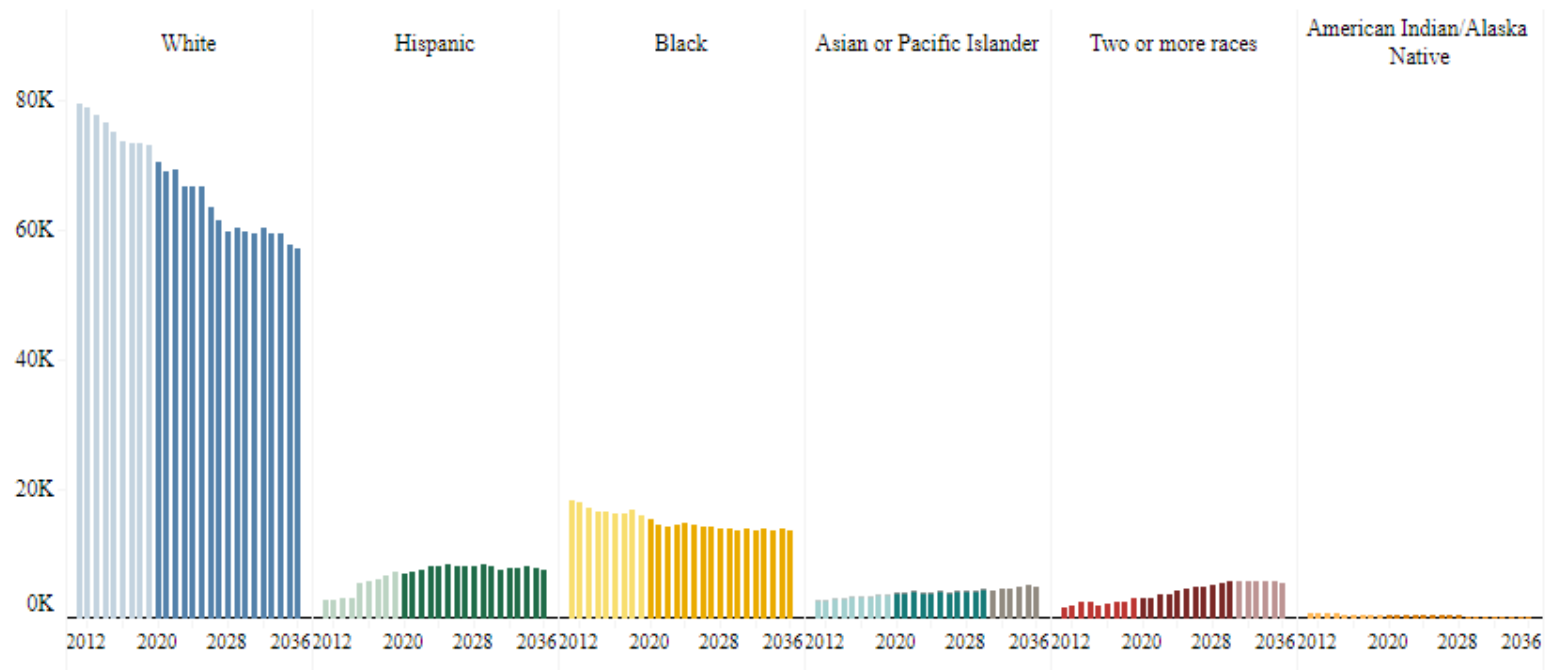
Total & Public High School Graduates, Class of 2008 to 2037



Public High School Graduate Trends, Class of 2011 to 2036

- Between the Class of 2019 and 2036, the share of non-white public graduates is projected to increase from 30% to 36%

Public High School Graduates by Race/Ethnicity



First Fully Projected Year, Class of 2020

Click on a population below to highlight trends in the chart above

White



Hispanic



Black



Asian & NH/OPI



Asian



NH/OPI



AI/AN



Two or More
Races



Two or More
Races Imputed



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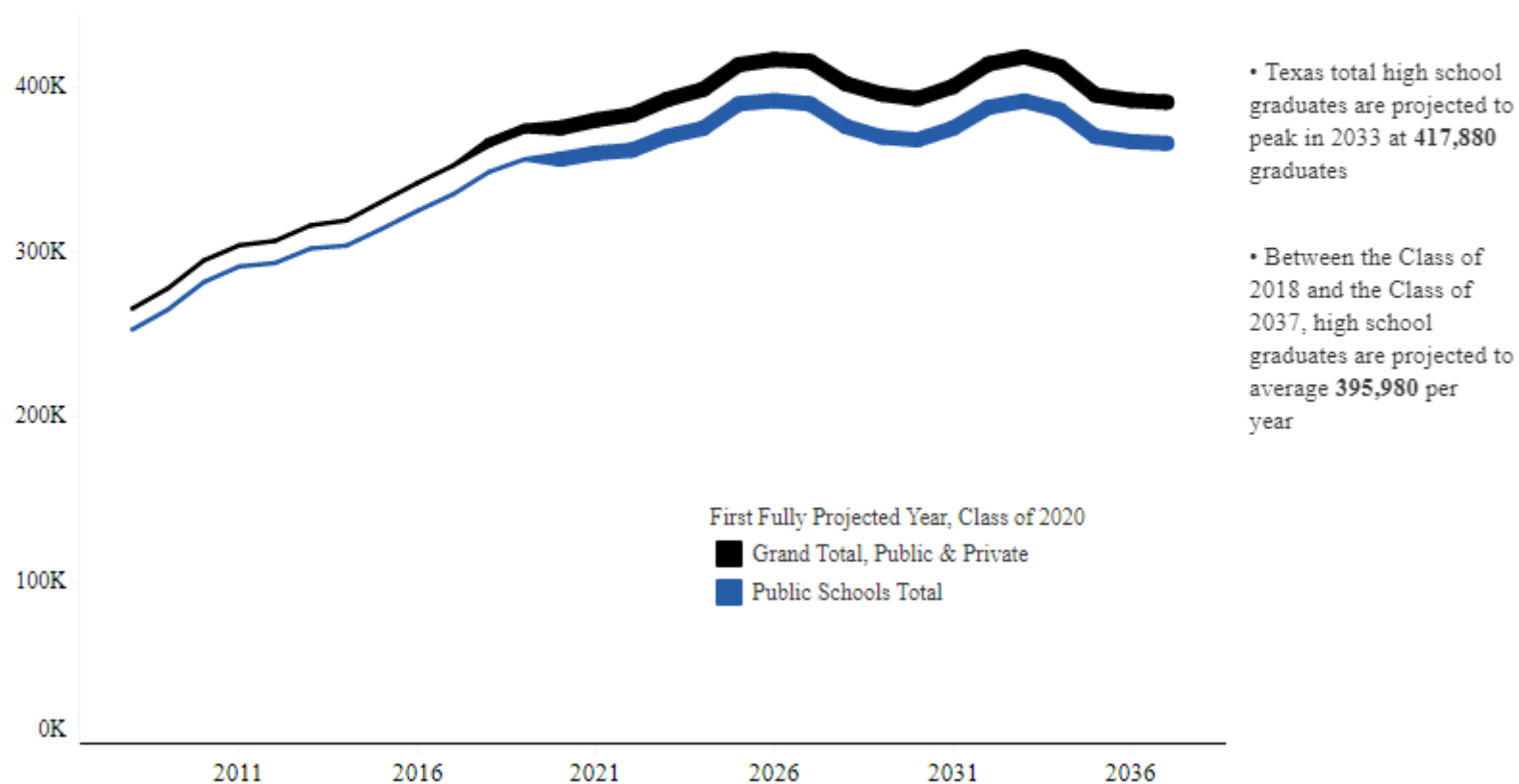
High School Graduates Profile for

Texas



Projected values are displayed as either thicker or darker in the profile charts. See the notes for more details.

Total & Public High School Graduates, Class of 2008 to 2037

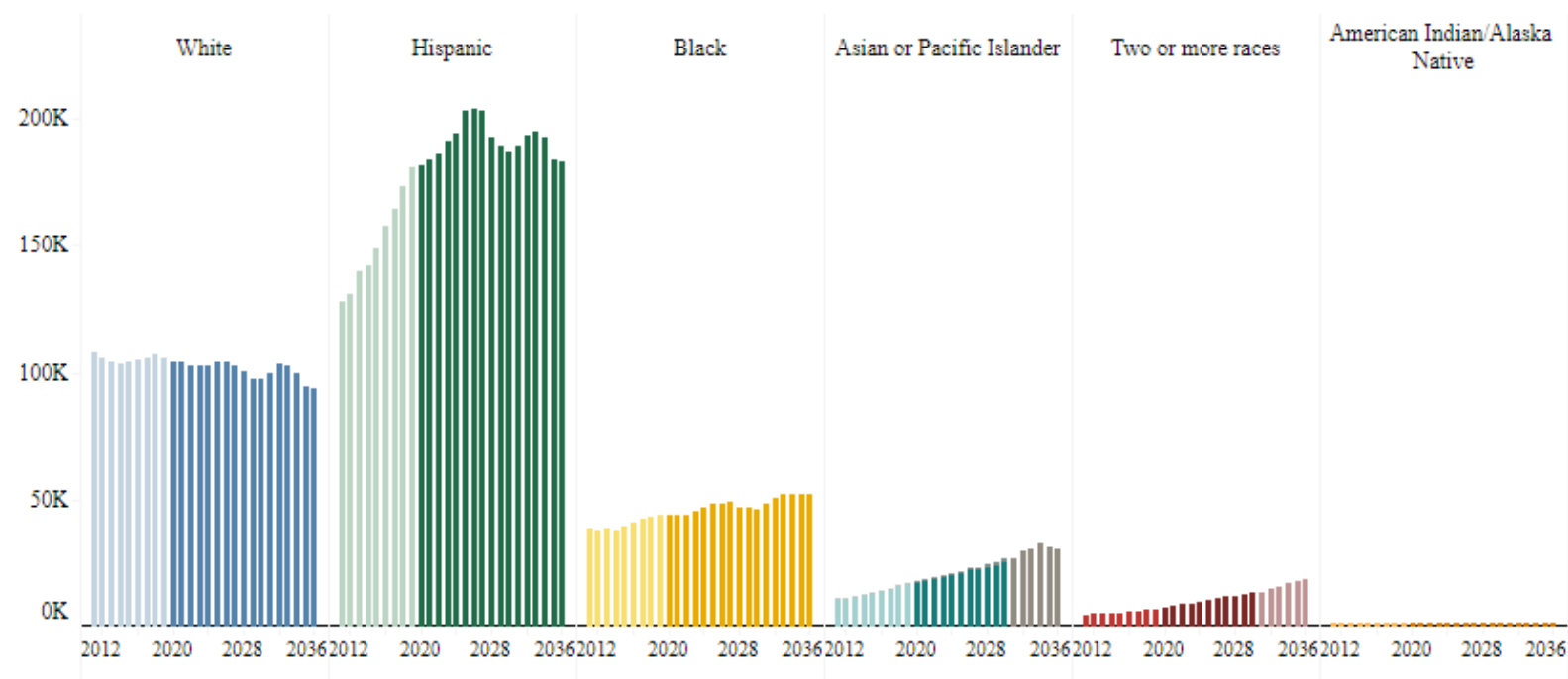


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Public High School Graduate Trends, Class of 2011 to 2036

• Between the Class of 2019 and 2036, the share of non-white public graduates is projected to increase from 70% to 75%

Public High School Graduates by Race/Ethnicity



First Fully Projected Year, Class of 2020

Click on a population below to highlight trends in the chart above

White



Hispanic



Black



Asian & NH/OPI



Asian



NH/OPI



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Fall 2022 New Students - ABHE

- 35 ABHE accredited institutions who are NACCAP members; 27 reported their fall data (and there are 78 others accredited by ABHE who are not members!!)
- 11 (42.3%) enrolled fewer new first-year students than fall 2021; 15 (55.6%) enrolled more, suggesting some Covid recovery
- Only 1 exceeded their new student goal (by 3 students)
- As a group:
 - Enrolled 17 fewer first-year students
 - Enrolled 111 more new transfers
 - Missed their new student goals by a combined 720 students

Intended Major – High School Students

- The career/program interests of students continue to change
- General trend data is helpful, but data from students interested in Christian colleges is even more helpful
- The following data comes from The Christian Connector database (January 2023), what I consider the only reliable source of potential Christian college students given recent changes at The College Board and ACT/NRCCUA/Encoura
- Students are given a list of potential majors and allowed to pick up to two options (and choose Bible college, Christian college, or both)
- Important to differentiate between magnet majors and landing majors when you examine this data and consider your offerings

> 1% interest



Division	#	% of Total
Business	27,239	15.0%
Communication	4,020	2.2%
Design	8,028	4.4%
Education	8,665	4.8%
Health Science	31,169	17.1%
Humanities	4,637	2.5%
Math	7,077	3.9%
Music	2,740	1.5%
Other	24,281	13.3%
Psychology	11,267	6.2%
Religion	2,532	1.4%
Science	33,584	18.4%
Social Science	13,837	7.6%
Undecided	3,037	1.7%

Intended Major	Division	#	% of Total
Other	Other	23,612	13.0%
Nursing	Health Science	15,039	8.3%
Biology	Science	14,491	8.0%
Engineering	Science	10,970	6.0%
Psychology	Psychology	10,140	5.6%
Business Administration	Business	9,394	5.2%
Business Management	Business	9,305	5.1%
Pre-Med	Health Science	7,839	4.3%
Computer Science	Math	5,878	3.2%
Accounting	Business	4,868	2.7%
Pre-Law	Social Science	4,109	2.3%
Education (Secondary)	Education	3,929	2.2%
Education (Elementary)	Education	3,861	2.1%
Criminal Justice	Social Science	3,492	1.9%
Architecture	Design	3,158	1.7%
Criminal Justice/Criminology	Social Science	2,951	1.6%
Art	Design	2,607	1.4%
Undecided	Undecided	2,595	1.4%
Music	Music	2,468	1.4%
Kinesiology	Science	2,243	1.2%
Biochemistry	Science	2,229	1.2%
Marketing	Business	1,962	1.1%
Political Science	Social Science	1,805	1.0%
Pre-Vet	Health Science	1,775	1.0%

Disaggregating the Funnel

Dockery University - Academic Program Funnel Analysis					
Program	Inquiries	Applications	Completes	Admits	Enrolled
Biology	350	100	85	80	40
Business	1,150	150	100	80	20
History	75	15	13	13	7
Overall *	7,900	1,050	700	650	250
Yield Rates	Inquiry to Applicant	Applicant to Complete	Complete to Admit	Admit to Enrolled	
Biology	28.6%	85.0%	94.1%	50.0%	
Business	13.0%	66.7%	80.0%	25.0%	
History	20.0%	86.7%	100.0%	53.8%	
Overall *	13.3%	66.7%	92.9%	38.5%	
* the college offers more than these three majors					



Implications

- Important to understand the demographic realities in your state and region and prepare to adjust accordingly
 - Prepare to serve a more diverse population
 - Increase options for post-traditional learners
- If it is going to get harder to find new students, do all you can to keep the ones you have
- Critical to know student interests, how your own program funnels are performing, and craft targeted strategies accordingly
- Also critical to know the difference between magnet and landing majors in your mix

Responding to Reality

Prioritized Responses

- Make sure you have enough of the right data to inform your decisions
- Focus on value – why are you worth choosing and how do you support that case with outcomes stories and data?
- Apply a heavy dose of courage
 - Don't let someone or something cap you and your mission
 - Fix sloppy – especially in enrollment, but also in retention, program offerings, the business side of the student experience
 - Invest in your team – finding and keeping good people is critical

Achieving Strategic Enrollment Health

○ Practices

○ Plan

○ Programs

○ People

○ Price

○ Point

○ Place

○ Processes

○ Partnerships

○ Pipelines

○ Passion



Your Dashboard Indicator - TUG

- Completion rate
- Admits
- Deposits
- FAFSA submissions
- Visits by those who could enroll this fall

You will track more data than this, but if I had to pick five internal data points these are the most strategic

Your Dashboard Indicator - AGS

- Applications
- Admits
- Pre-registration
- FAFSA submissions
- Visits or the equivalent thereof

You will track more data than this, but if I had to pick five internal data points these are the most strategic

Final Thoughts

- Have a plan and execute it!
- We serve the God who owns the cattle on a thousand hills, so ask Him for a herd or two
- Create a culture of accountability – urgent times call for focused, prioritized action
- Celebrate wins together! Banish Eeyore from your campus (but don't go all Tigger, either)
- Keep your mission in focus as your higher purpose for daily activity

For more information on enrollment data, strategy, and planning, contact:

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