



Exploring Market Potential: Understanding the Data

2023 ABHE Flagship Presidents

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Overview

- What Do Students Want?
- What Does This Mean for ABHE Campuses?
- Focus on Solutions
- Discussion and questions throughout
- And then lunch

Market Potential – Academic Programs

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

Unpacking the Data

Christian Connector Data - January 3, 2023			
2023-25 High School Grads Interested in Bible Colleges and/or Christian Colleges			
Grad Year	Bible	Christian	Total
2023	4,792	123,559	128,351
2024	1,608	30,975	32,583
2025	643	10,517	11,160
Total	7,043	165,051	172,094

6,683 (94.9%) of these students also expressed interest in Christian colleges (and are included on that worksheet)

Bible College Interest

Bible College Interest		
Division	#	% of Total
Business	883	12.0%
Communication	176	2.4%
Design	319	4.3%
Education	571	7.8%
Health Science	1,322	18.0%
Humanities	241	3.3%
Math	254	3.5%
Music	201	2.7%
Other	262	3.6%
Psychology	489	6.6%
Religion	686	9.3%
Science	1,045	14.2%
Social Science	495	6.7%
Undecided	412	5.6%

Biblical Studies/Theology	Religion	377	5.1%
Ministry - Children	Religion	40	0.5%
Ministry - Pastoral	Religion	68	0.9%
Ministry - Youth	Religion	88	1.2%
Missions	Religion	79	1.1%
Religion	Religion	34	0.5%

All Christian College Interest

> 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%



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Christian Connector Data – 2023 – 2025 Grads

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					



Not All Majors are Created Equal

- Magnets versus landing places – both have value, but you must have enough of the former to make the latter viable
- Margins – which programs operate with a positive net? Which ones break even? Which ones lose money? Knowing helps focus attention on solutions.
- Pied Pipers Matter – great faculty draw new and continuing students, regardless of subject matter. How are you hiring and developing faculty (and selling them on your website)?

Implications

- 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
- And this is just traditional student demand
- If interest in ministry-related programs is coming later in life, how do you preserve your core and create demand once students enroll? How do you package what you offer in such a way that students (and parents) still see it as a tremendous value?
- How are you partnering with churches and those who lead them to focus attention on calling to the ministry?

Athletics – Another Draw

Measuring A Successful Athletics Program

- We recruit (happy) **graduates** – gets at fit, thriving, and persistence
- We set and meet **reasonable roster goals**
- The way our athletes and coaches conduct themselves on and off the playing field creates **campus-wide pride**
- We are **competitive**

My opinion – most Christian colleges need to increase their success in recruiting spectators

Context From NACCAP Research

- 113 members participated in the 2022 Admission Benchmarking Study
- We asked what percentage of fall 2022 new students were recruited primarily by coaches

2022 NACCAP Benchmarking Study									
Percent of New Students Who Are Recruited Student-Athletes									
Category	% Student - Athletes	High	Low	Average New Student Total	Average # of Student- Athletes	Total New Students Fall 2022	Total New Student- Athletes	High	Low
Overall	36.6%	96.0%	0.0%	320	101	36,140	11,445	298	-
Bible	23.5%	92.3%	0.0%	79	24	1,604	504	126	-
CCCU	41.1%	96.0%	3.0%	378	126	24,570	8,183	258	11
Other	35.9%	85.0%	0.0%	369	102	9,966	2,758	298	-

Athletics Analysis						
2022 NACCAP Admission Benchmarking Study						
% of Athletics Dependence						
Enrollment Category	Average	Weighted Average	# in Category	# Who Recruit Athletes/ Have Athletics	High %	Low %
Smallest	34.0%	49.3%	29	20	96.0%	3.0%
Small	54.1%	54.1%	28	28	91.0%	23.0%
Medium	41.2%	43.4%	20	19	77.4%	13.0%
Large	26.4%	28.2%	15	14	49.0%	3.0%
Largest	19.8%	19.8%	21	21	50.0%	4.4%
Overall	36.6%	41.6%	113	102	96.0%	3.0%



Achieving Strategic Enrollment Health

Athletics – while we're on the subject, what are the measures of a successful athletics program at a Christian college?

- Recruiting (happy) graduates
- Setting and meeting (reasonable) roster goals
- Building campus pride in teams and the program
- Competing well

Final Thoughts

- Know your data!
- Know the marketplace
- Be courageous about adding (and subtracting)
- Need help? Let's talk!



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