

# **SYNCING PLANNING WITH DEMOGRAPHIC TRENDS**

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SCUP NA 2016**



# EVERYONE IS TALKING ABOUT DEMOGRAPHIC CHANGE

## The New York Times

What Happens When  
Millennials Run the Workplace?



Columbia College's New Dean Brings a  
Demographic Shift

Colleges Expect Lower Enrollment



# SESSION ORDER

- **Demographic Trends**
- **Demographic Trends in Higher Education**
- **Campus Responses:  
Interviews with Campus Stakeholders**
- **Table Discussions and Group Sharing  
of Anecdotes**
- **Discussion and Emerging Topics**

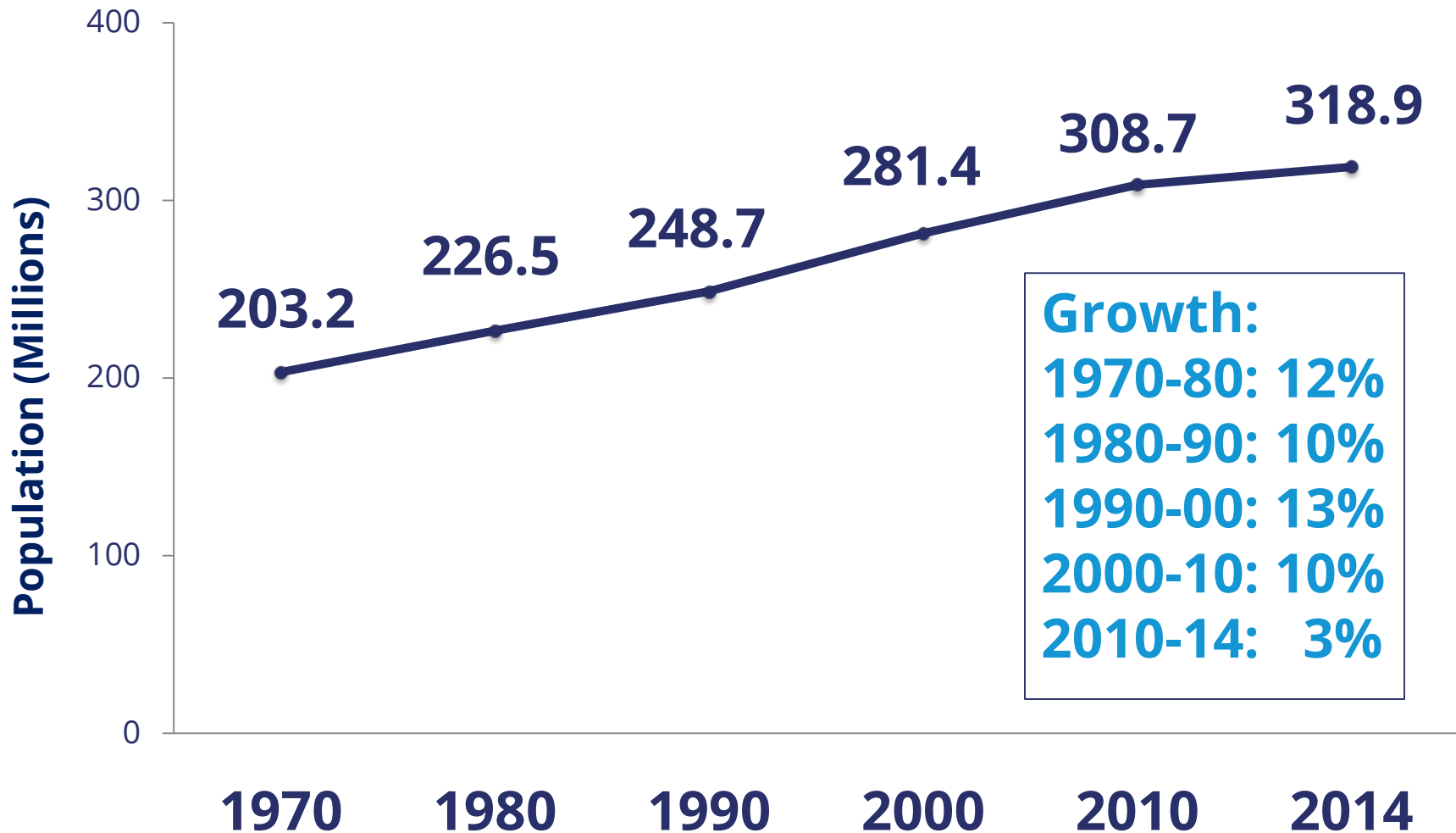


# SELECTED DEMOGRAPHIC TRENDS

- **Population Growth**
- **Aging of the Population**
- **Racial/Ethnic Balance**
- **Immigration**
- **Age at Marriage**
- **Millennials**



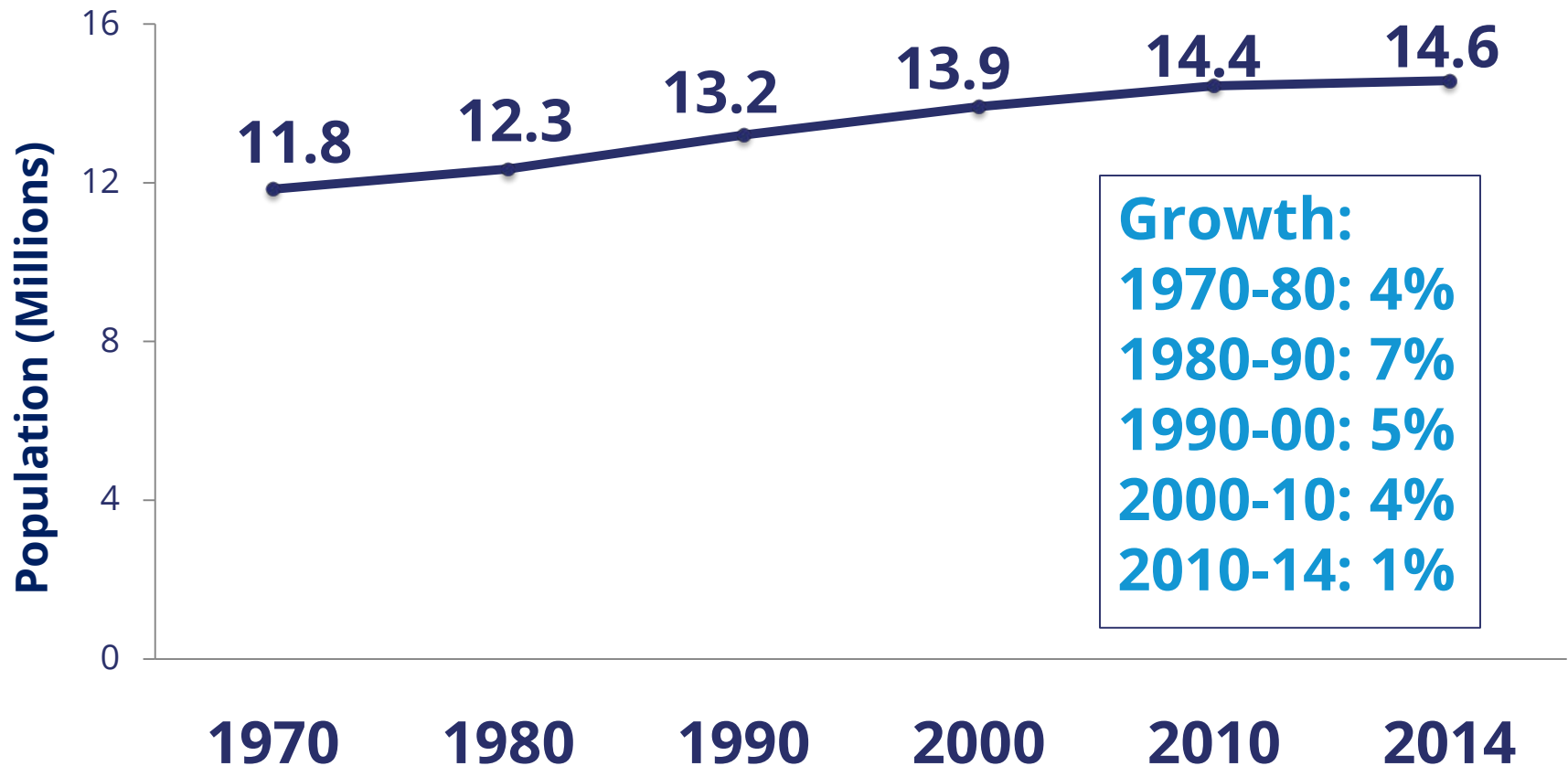
# US POPULATION OVERVIEW



Source: U.S. Census.



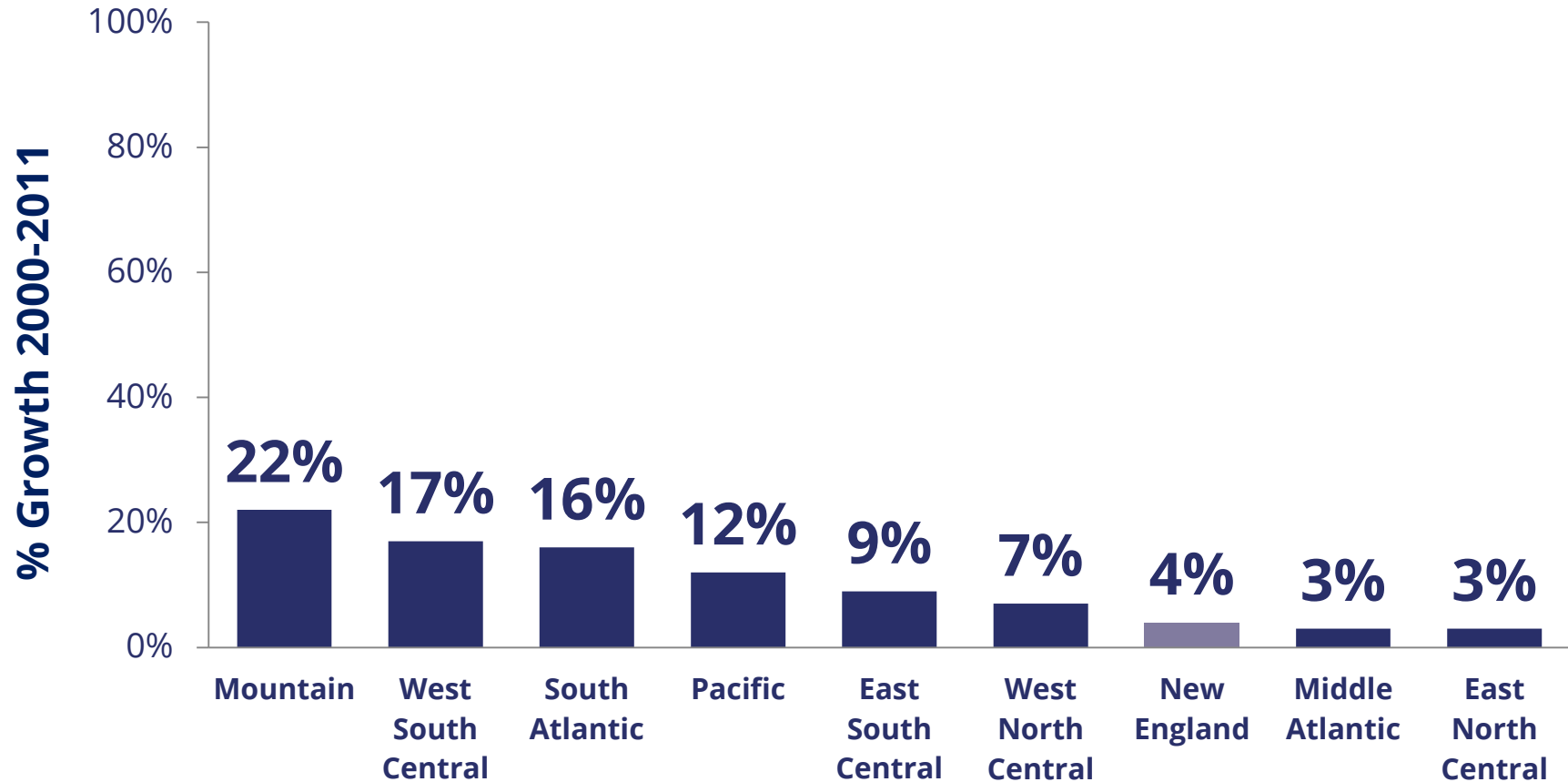
# NORTHEAST POPULATION IS GROWING MORE SLOWLY



Source: U.S. Census.



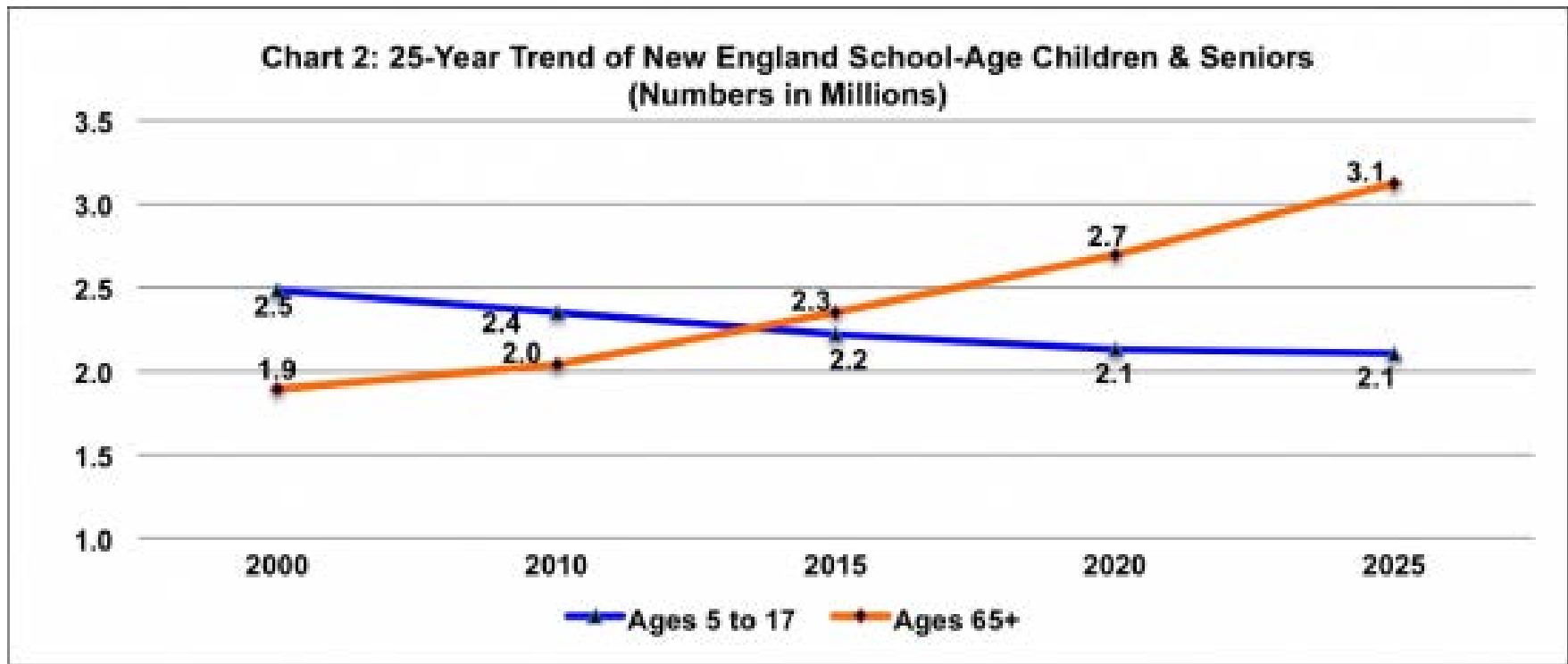
# POPULATION IS GROWING MORE RAPIDLY IN OTHER U.S. REGIONS



Source: <http://www.nebhe.org>



# NEW ENGLAND POPULATION IS GROWING OLDER



*Also in 2015, college age (18-24) shifts from positive to negative growth.*

Source: NEBHE, U.S. Census.



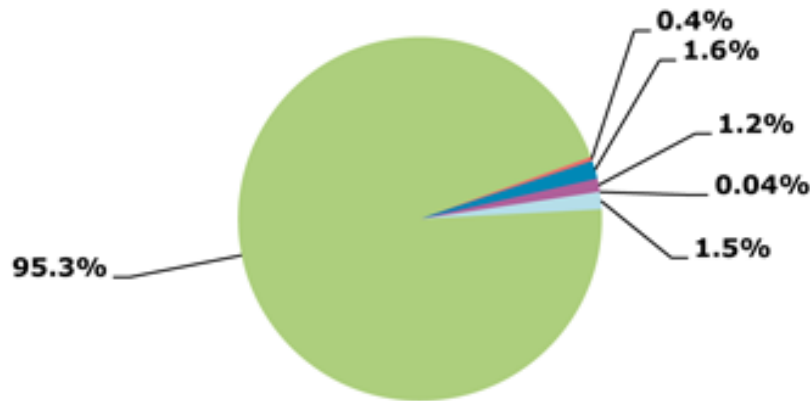


# NEW ENGLAND RACIAL/ETHNIC BALANCE, 2011



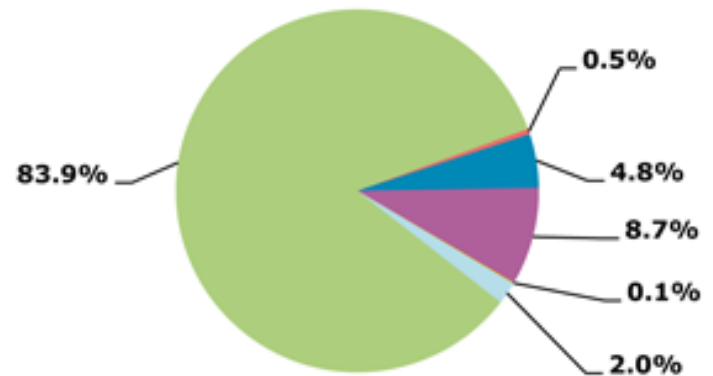
**Northern New England**  
(Maine, New Hampshire, Vermont)

Hispanic Origin 2.0%



**Southern New England**  
(Connecticut, Massachusetts, Rhode Island)

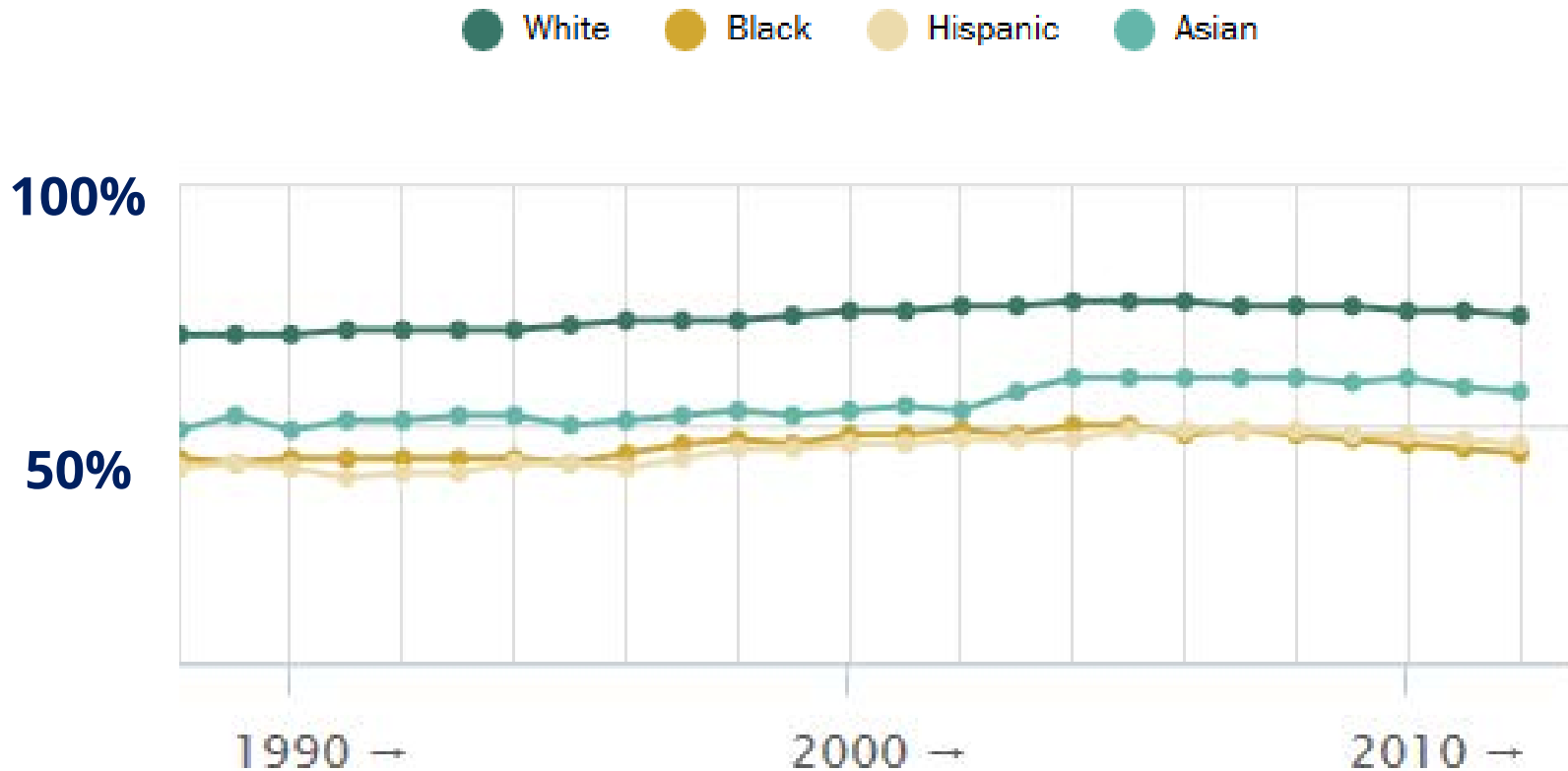
Hispanic Origin 11.1%



Source: NEBHE, U.S. Census



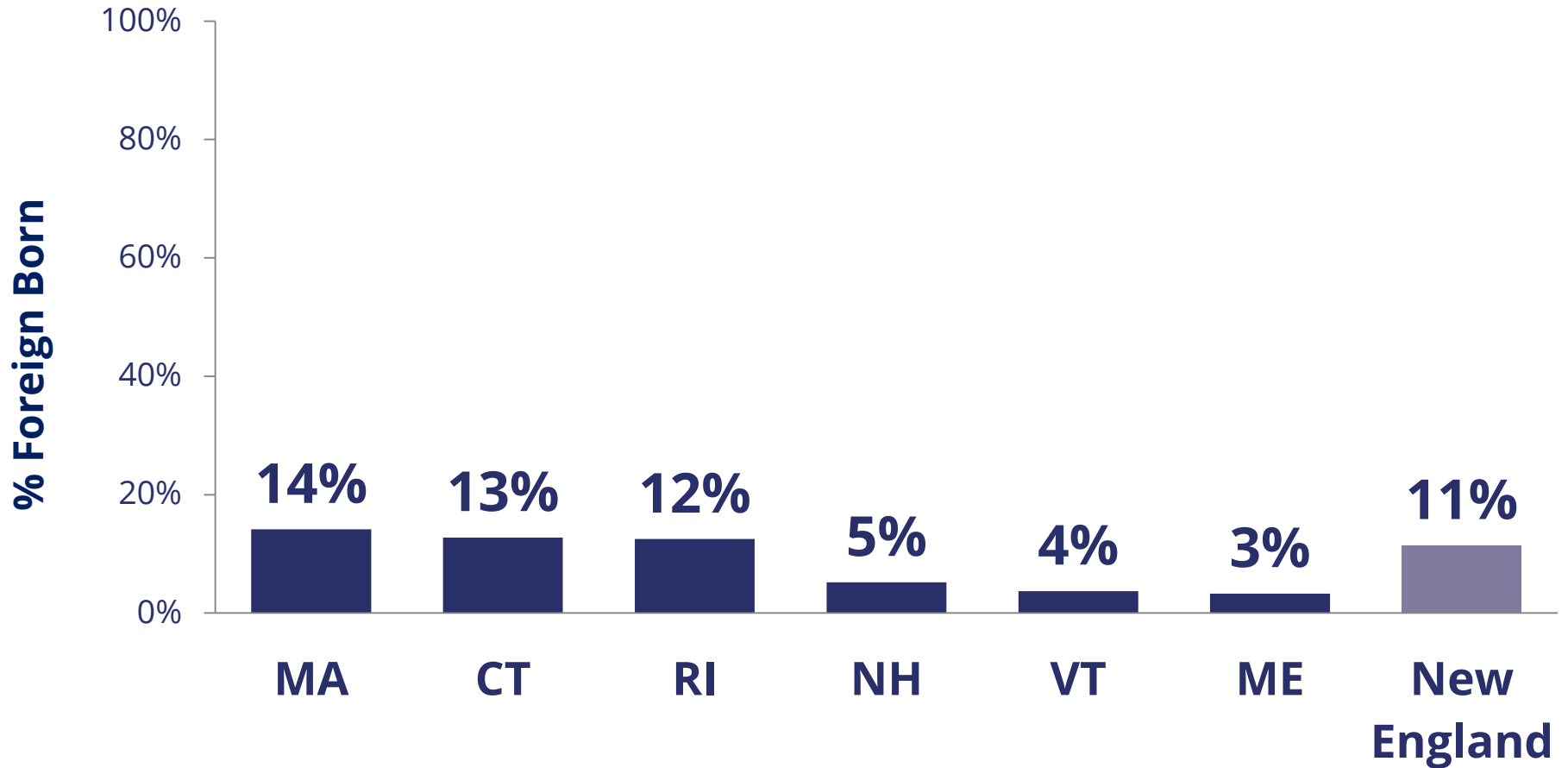
# U.S. HOME OWNERSHIP, BY RACE/ETHNICITY



Source: Pew Foundation, U.S. Census



# PERCENT FOREIGN-BORN IN NEW ENGLAND (2014)



Source: U.S. Census.

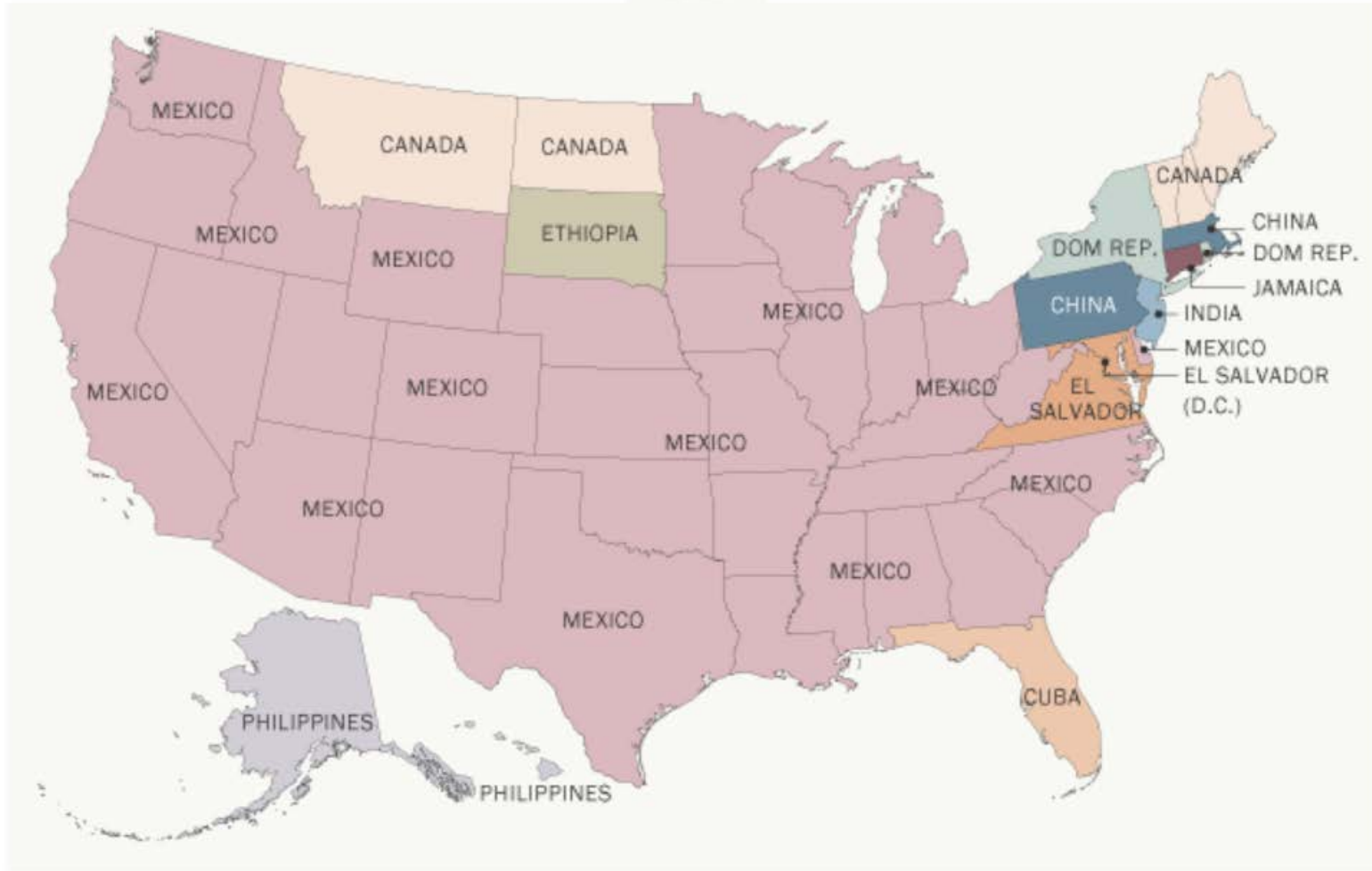


# MEXICO DOMINATES

## Where Each State's Largest Immigrant Population Was Born

*Top nation of origin by state*

2013



# NOT SO IN NEW ENGLAND

## MASSACHUSETTS

Brazil

China

Dominican Republic

Portugal

India

Haiti

Vietnam

Canada

El Salvador

Guatemala

## CONNECTICUT

Poland

India

Jamaica (*\*Rising fast!*)

Italy

Mexico

Canada

Brazil

China

Ecuador

UK

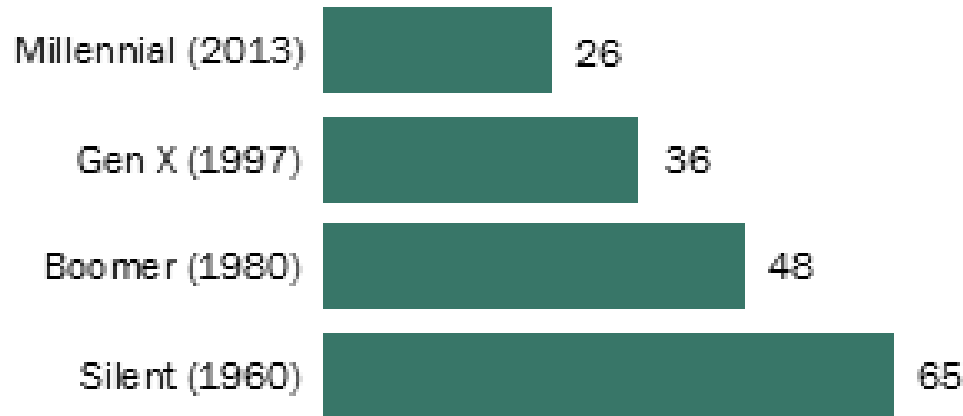


# RISING AGE AT MARRIAGE

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## The Decline in Marriage Among the Young

*% married at age 18 to 32, by generation*



Source: Data from 1980, 1997 and 2013 are from the March Current Population Survey, 1960 data are from the 1960 Census

**PEW RESEARCH CENTER**

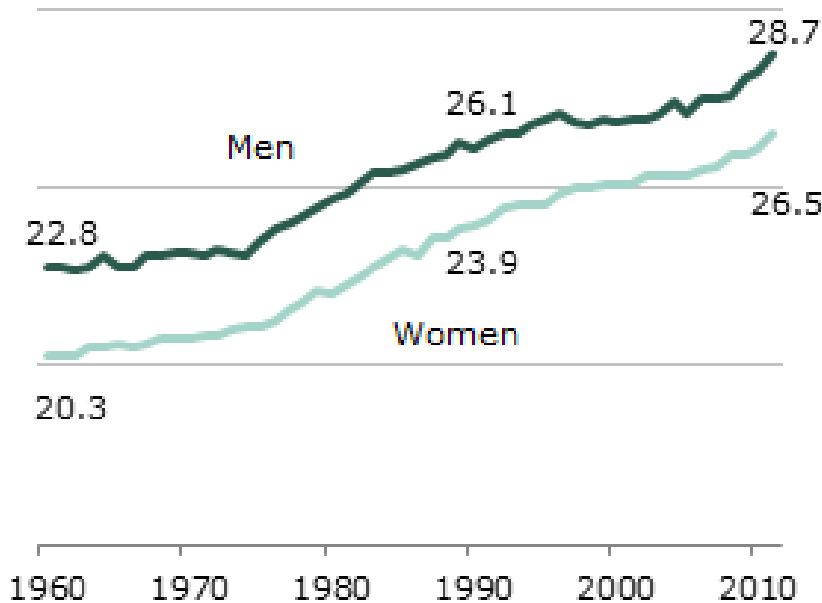
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# RISING AGE AT MARRIAGE

## Median Age at First Marriage, 1960-2011

*in years*



Source: Current Population Survey, March and Annual Social and Economic Supplements.

PEW RESEARCH CENTER

**Oldest-marrying states  
in the U.S:  
NY, MA, RI, CT, NJ  
(Women: 28; Men: 30)**



# VALUE OF A COLLEGE EDUCATION MEDIAN EARNINGS FOR MILLENNIALS (2012)

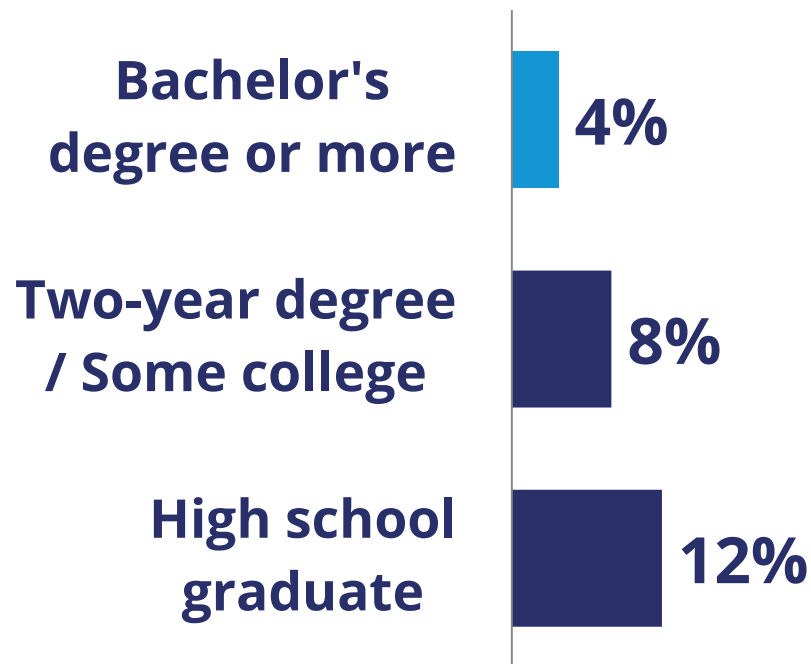


Source: Pew Research Center, 2014: 2013 Current Population Survey.  
Note: Full-time workers, 2012 dollars.





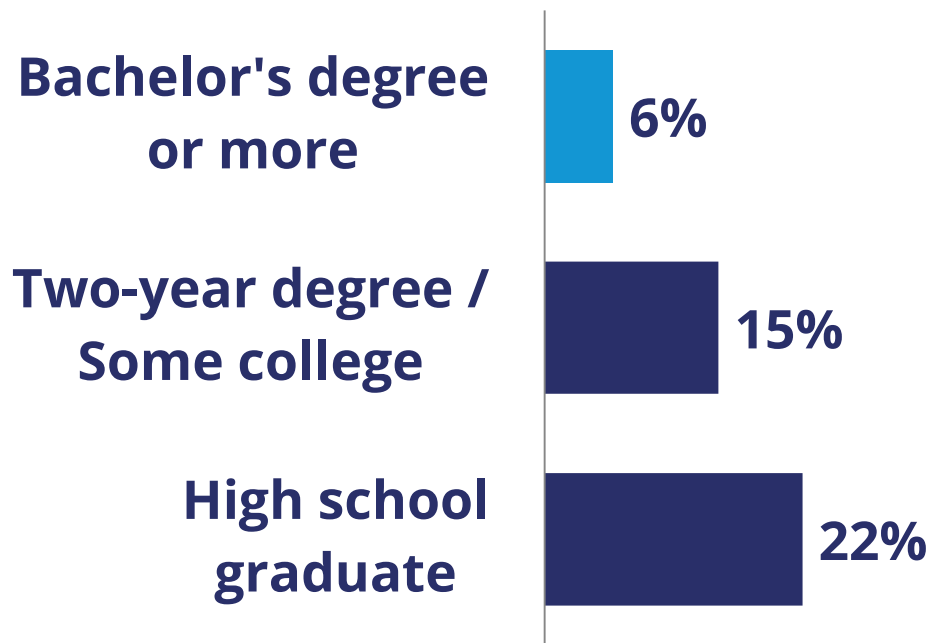
# UNEMPLOYMENT RATE VARIES BY EDUCATION FOR MILLENNIALS (2012)



Source: Pew Research Center, 2014: 2013 Current Population Survey.



# SHARE LIVING IN POVERTY FOR MILLENNIALS VARIES BY EDUCATION (2012)



Source: Pew Research Center, 2014: 2013 Current Population Survey.

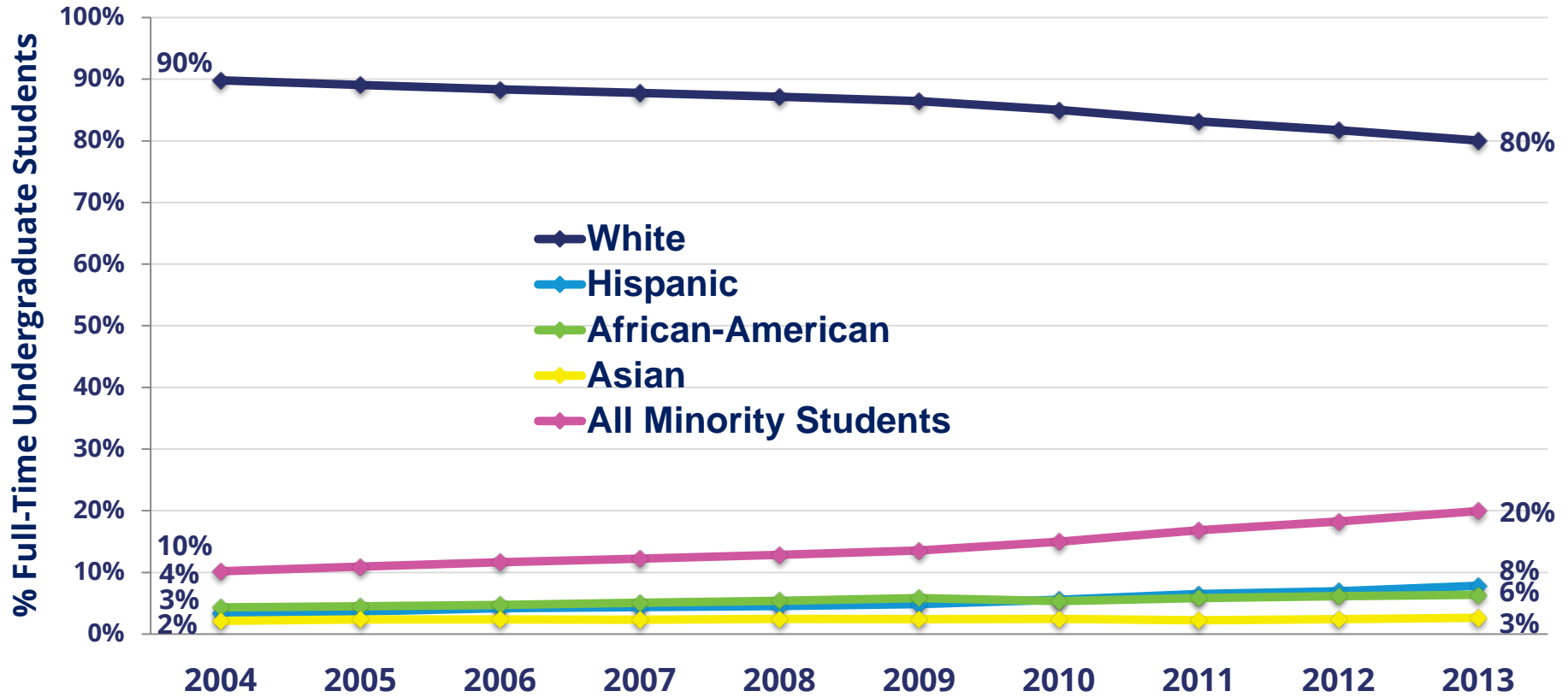


# COLLEGE DEMOGRAPHIC TRENDS

- **Minority Enrollment**
- **International Students**
- **First Generation Students**
- **Rise in Female Higher Education**
- **Lack of Religious Affiliation**



# GROWING MINORITY ENROLLMENT (MA STATE UNIVERSITIES)

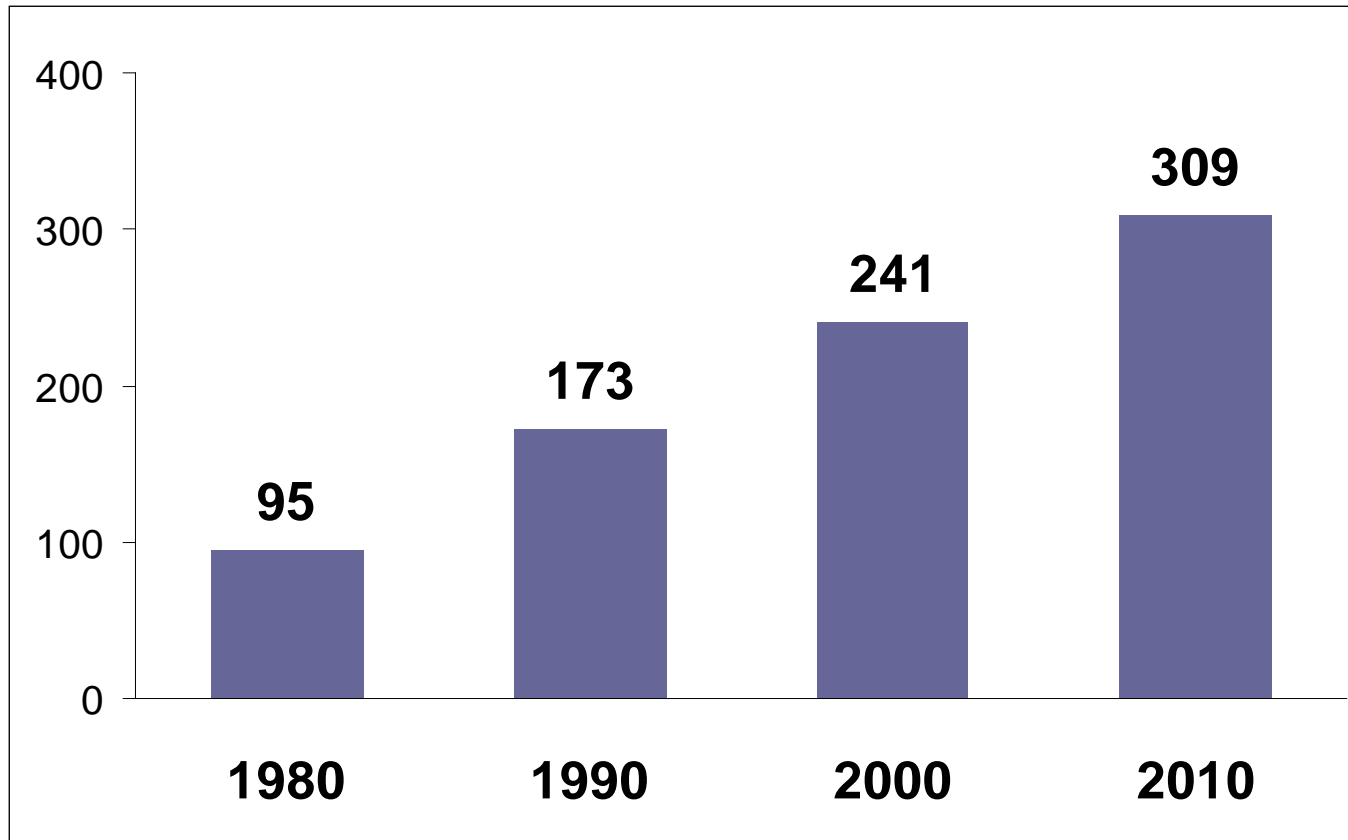


**% minority in MA Community Colleges has gone from 32% to 40% from 2009 to 2014.**

Source: Demographic Perspectives and Mass DHE, Fall 2014.



# INTERNATIONAL GRADUATE STUDENT GROWTH IN U.S. (in '000's)



**Decade Growth**

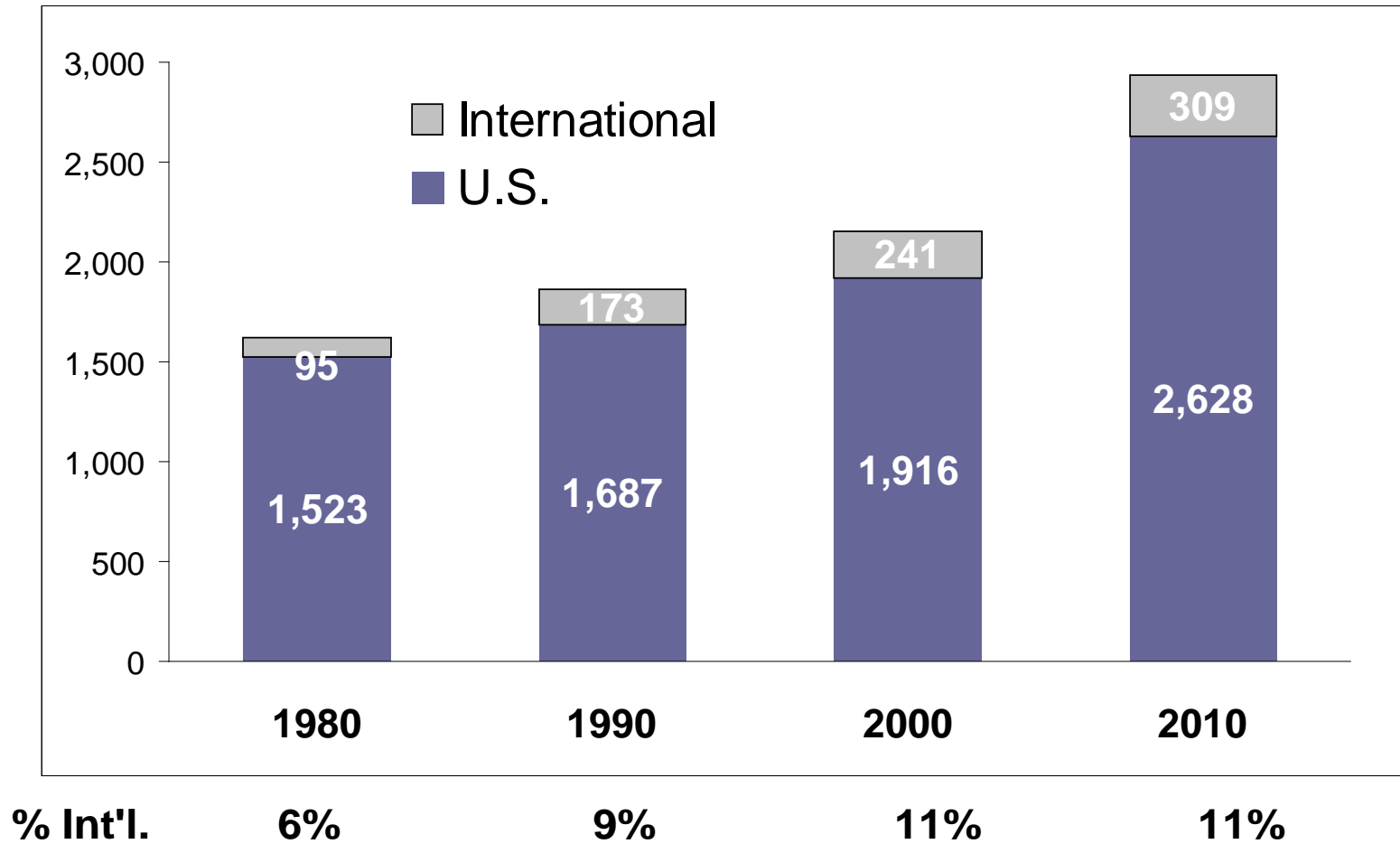
**82%**

**39%**

**29%**



# INTERNATIONAL VS. U.S. GRADUATE STUDENTS (in '000's)



# SMALLER % FIRST GENERATION COLLEGE STUDENTS....

## % Full-time Freshmen:

1975: 30%

2005: 16%

**...BUT MORE AWARENESS ON CAMPUS OF SPECIAL NEEDS AND ATTENTION**

*Source: Higher Education Research Institute (HERI), UCLA.*



# RISE IN FEMALE HIGHER EDUCATION

## Connecticut Colleges

### Range of % Female Undergraduates

**Public: 47% to 60%**

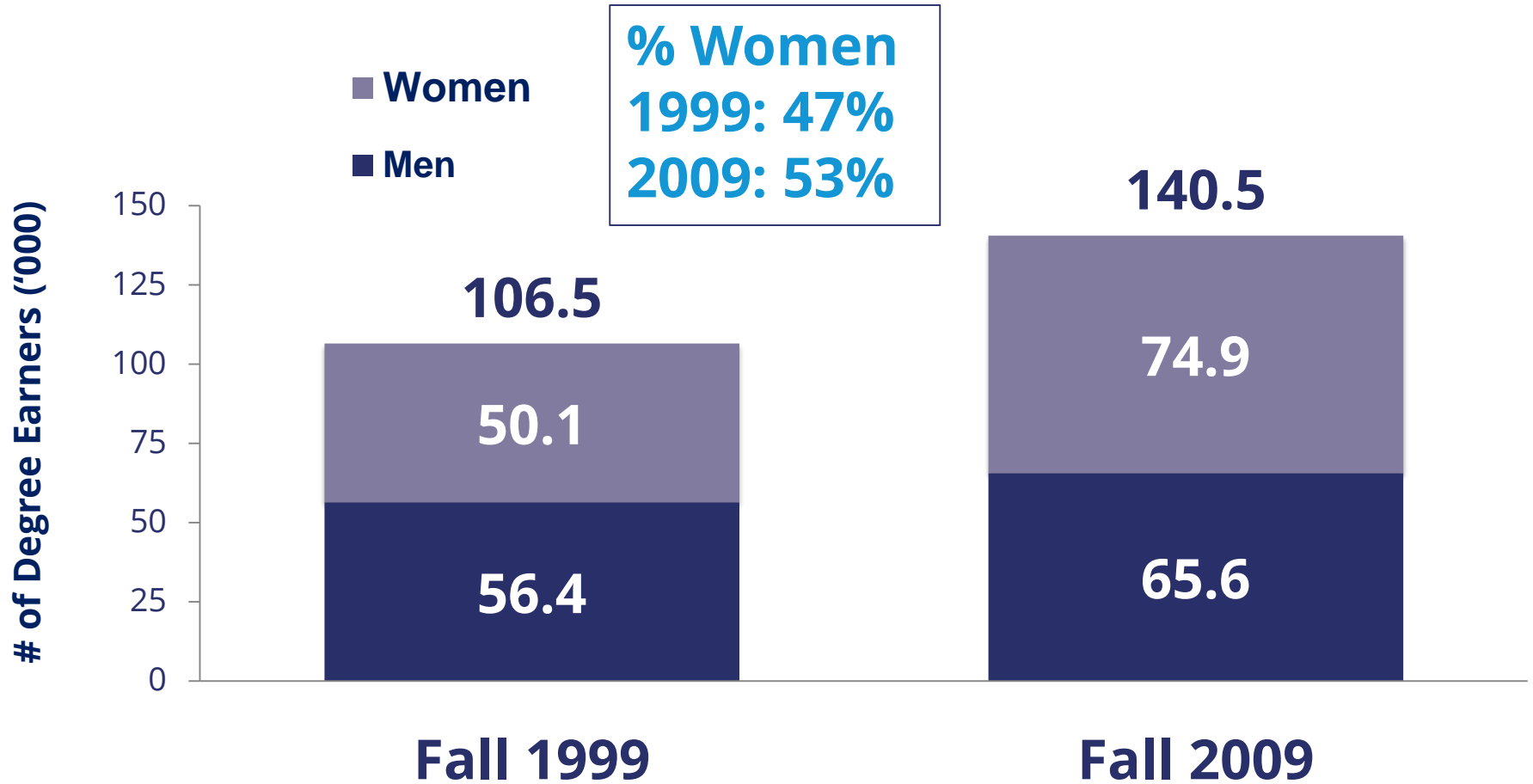
**Private: 47% to 65%**

**Research: 50%**





# WOMEN NOW EARN MORE THAN HALF OF U.S. DOCTORATES AND FIRST PROFESSIONAL DEGREES \*



\* Includes PhD, EdD, MD, DDS, JD.  
 Source: Council of Graduate Schools



# DUAL-CAREER ACADEMICS

**1/3 of academics are partnered with another academic.**

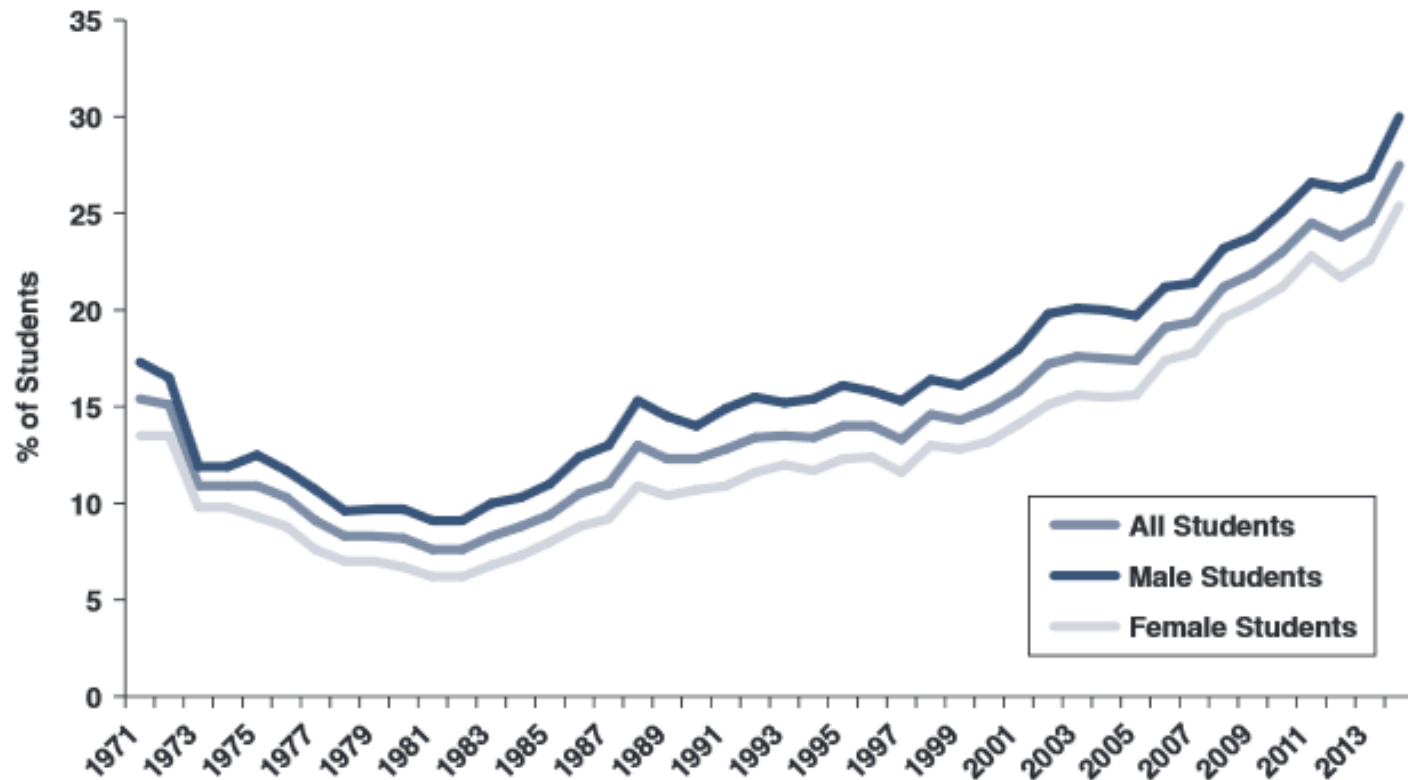
**This trend is particularly strong among women scientists and assistant professors.**

*Source: <http://gender.stanford.edu/dual-career-research-report>*



# STUDENTS ARE LESS LIKELY TO AFFILIATE WITH A RELIGION

Figure 4. Students Who Select "None" for Religious Preference, 1971–2014



Source: *The American Freshman, National Norms Fall 2014*. HERI.



# STRATEGIES TO ADDRESS DEMOGRAPHIC CHANGES ON CAMPUSES



# STAKEHOLDER INTERVIEWS

- **VP Enrollment Management**
- **Director, Assessment and Planning**
- **Senior Manager for Housing Development**
- **Assistant Director, Faculty Real Estate and Brokerage Services**
- **Faculty Chair**



# WELCOMING FAMILIES

- **Families are only a very small % of graduate students**
- **Unique needs:**
  - **Housing type and cost**
  - **Housing location**
  - **Daycare**
  - **Healthcare**
  - **Time off of academic program**



# GRADUATE STUDENTS: YOUNGER AND SINGLE

**11 out of 16 schools studied provide intentional social and intellectual programming in grad student center or grad residence halls, e.g.**

- **Harvard Graduate Commons**
- **MIT Sidney and Pacific Graduate Community**
- **Princeton Graduate College Dormitory**
- **Yale McDougall Center**
- **UPenn Graduate Student Center**



# INTERNATIONAL STUDENTS

- **Growing numbers, at undergraduate and graduate level**
- **Have different needs:**
  - **Difficulty with credit makes adjustment difficult**
  - **Typically do not have cars**
  - **Require furnished housing, at least in beginning**
  - **Open to different housing options due to urban background and design sense**





# FIRST-GENERATION STUDENTS

**Represent first-generation students in Presidents' Leadership Circles**

**Mentor-Mentee Relationships**

**First-Generation Housing Communities**

**Summer Bridge Success Programs and social media**

**Office for First-Generation Students, in addition to Diversity and Inclusion**

**Internship Fairs, Professional Development Classes**

**Networking Events for First-Generation, International, and Veteran Students**

**First-Generation Leadership Corps**

**National Conferences**



# WOMEN ON CAMPUS

- **Students:** “The White **Man’s** Guide to Getting a Minority Scholarship”
- **Faculty:**
  - **Often 1/3 or more have a spouse living in another city**
  - **Recruitment and hiring must take into account spousal hires and dual housing situations**
  - **HERC - Higher Education Recruitment Consortium**



# SOPHISTICATED RECRUITMENT

**Robust communication with CRM's**

**Tuition discounting (private institutions)**

**The \$30,000 college package (combo of Community College, summer and academic year credits)**

**MA Transfer Pathways project - statewide credit transfers**

**Family recruitment strategies, for Hispanic students who make admissions decisions collectively with their family**

**Bilingual and bicultural admissions employees**

**"100 Males to College" - targeting men**



# RELIGION ON CAMPUS

**Does college actually make students less religious?**

**Are college students more spiritual than religious?**

**More need for campus ministry than ever before, or less?**

**Chapels, or meditation spaces?**

**Interfaith spaces, or separate spaces?**



# TABLE AND GROUP SHARING<sup>37</sup>

- **Problems**
- **Anecdotes**
- **Strategies and Solutions**



# DISCUSSION AND EMERGING TOPICS



# SELECTED REFERENCES

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- <http://www.pewresearch.org/fact-tank/2015/10/07/a-shift-from-germany-to-mexico-for-americas-immigrants/>
- <http://www.heri.ucla.edu/PDFs/pubs/TFS/Special/Monographs/FirstInMyFamily.pdf>



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