

Enrollment management by colleges and universities

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Presentation outline

- 1 Introduction: Federal goals and institutional enrollment management behavior
- 2 Allocation of Title IV financial aid
- 3 Enrollment management at public universities
- 4 Research and policy discourse

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Federal role in student access and success

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Introduction

Title IV aid

Public
universities

Discussion

Title IV federal financial aid

- Enables students to attend college

Title IV institutions

- Institutions eligible to enroll students receiving Title IV aid
- Federal govt. is principal; Title IV institutions are agents

Title IV eligibility requirements

- Institution-level accreditation
- Office of Postsecondary Education (OPE) administrative requirements
- Performance requirements related to student outcomes
 - Cohort default rates
 - Gainful employment

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Overview of research program

Enrollment management behavior of colleges and universities

Research program

- How do colleges and universities change behavior to generate enrollment from desired student populations?

What is enrollment management?

- Integrates activities of admissions, financial aid, recruiting
- Goal is to “influence the characteristics and size of enrolled students” (Hossler & Bean, 1990, p. xiv)

What enrollment goals do Title IV institutions?

- *Access, academic prestige, and tuition revenue*
- Synergies and tensions between enrollment goals

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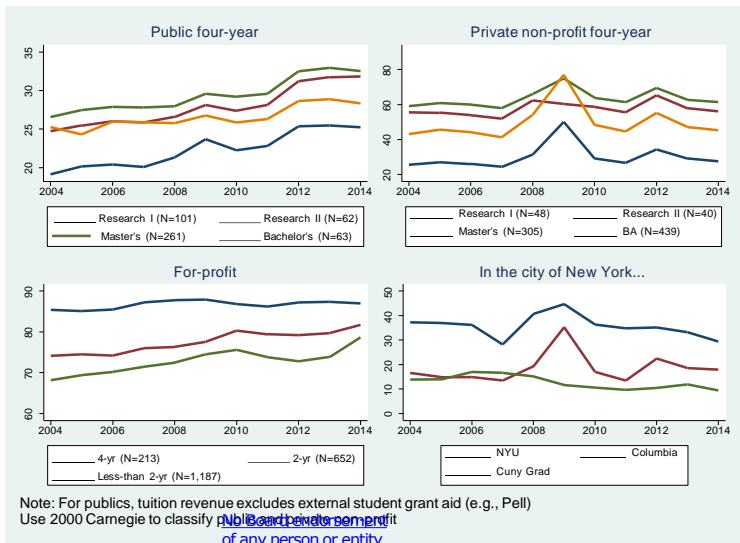
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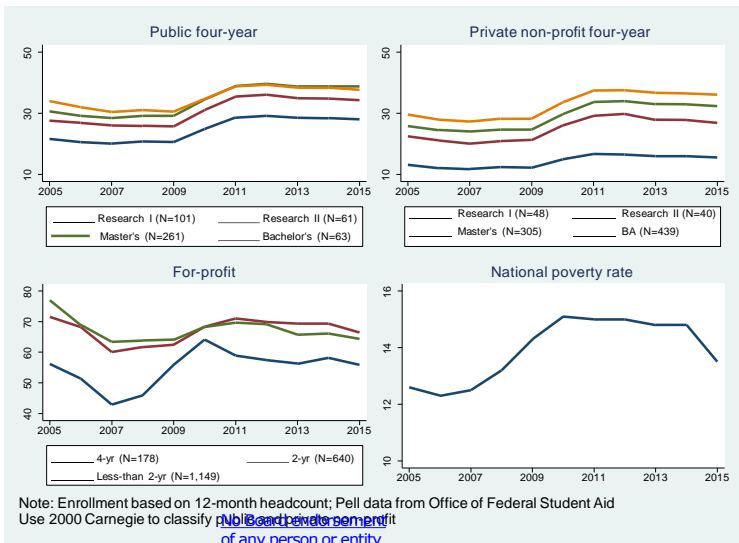
Discussion

Mean tuition revenue as a percent of total revenue

2003-04 to 2013-14



Percent of undergraduates receiving Pell grant aid 2004-05 to 2014-15



Federal financial aid

Disbursement, repayment, and default

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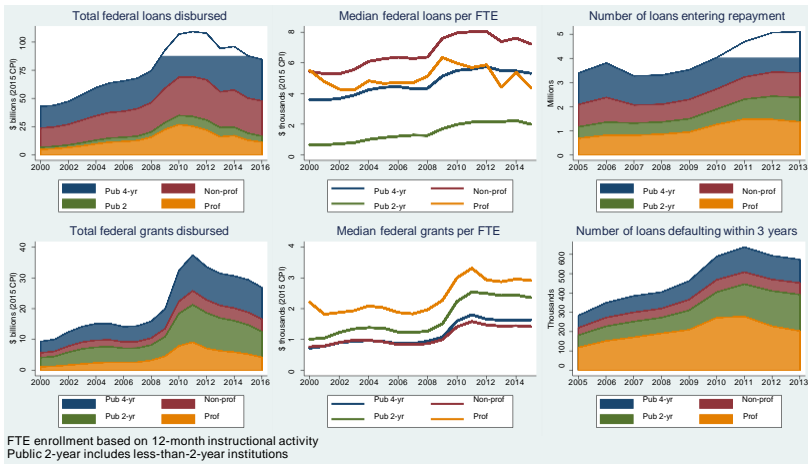
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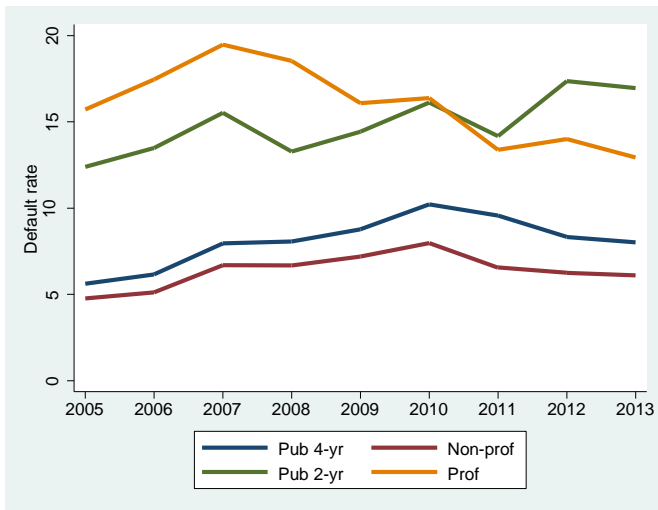
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Mean 3-year cohort default rate, 2005-2013

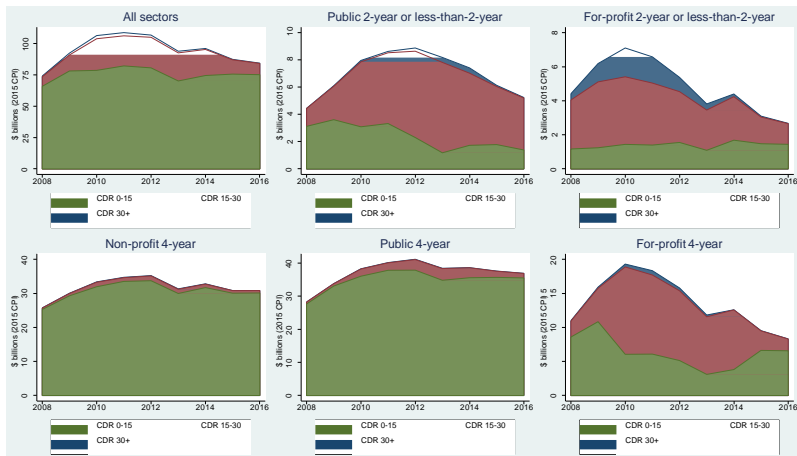
(Year refers to year loan entered repayment)



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Allocation of Title IV loans by 3-yr CDR band

Year of CDR assigned to end date of 3-year CDR window (e.g., 2013 3-yr CDR assigned to 2015-16)



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Allocation of Title IV grants by 3-yr CDR band

Year of CDR assigned to end date of 3-year CDR window (e.g., 2013 3-yr CDR assigned to 2015-16)

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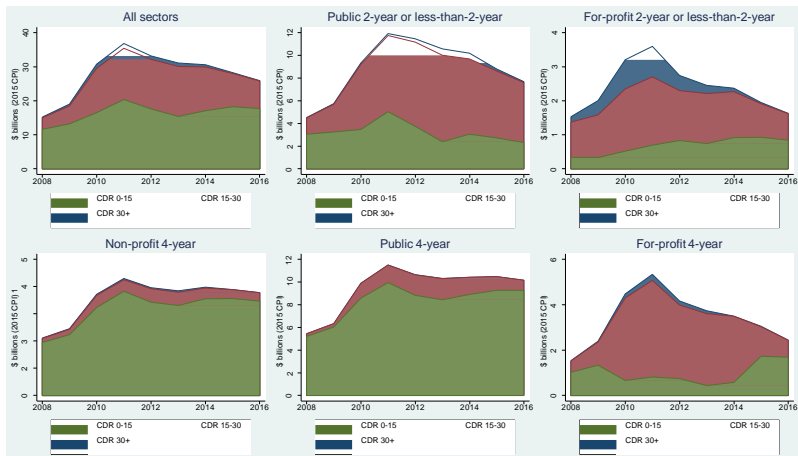
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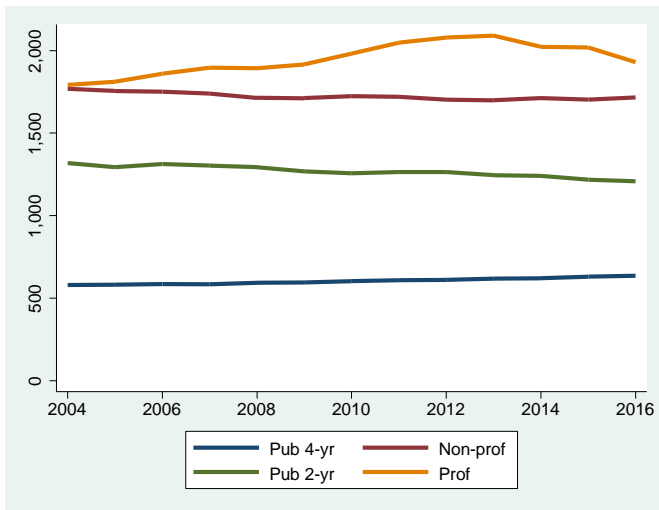
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Number of Title IV institutions

2003-04 to 2015-16



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Creating the out-of-state university

Enrollment management at public universities

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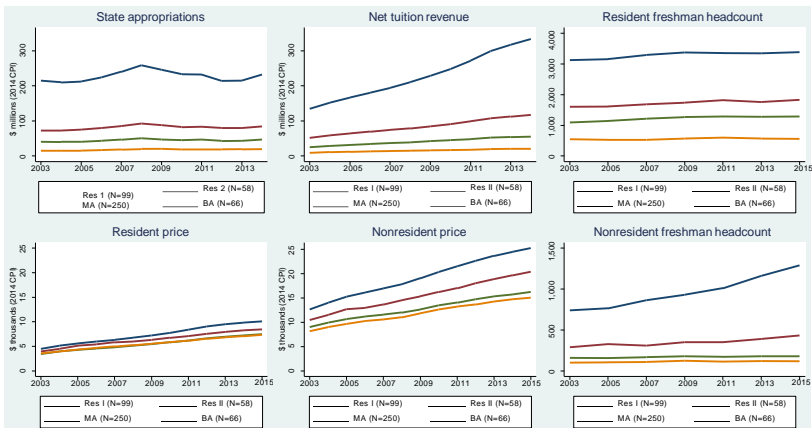
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Freshman migration data available every other year

Net tuition revenue excludes student grant aid from external sources (e.g., Pell)

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Discussion: Relationship between research and policy discourse

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Policy discourse on for-profits

- Dept. of Ed has been aggressive in regulating for-profits
- Scholars have failed to inform Title IV regulations

Discourse on access inequality at 2014 White House summit

- Scholarship focuses on households and K-12 schools
- Pledges for action by colleges and universities

What we know from research:

- Institutions very purposeful about who they enroll
- Effect of college on students differs by institutional type

Need more research on recruiting

- Which institutions target which prospective students
- Are some talented No Board endorsement
Title IV students systematically under-recruited?