Undergraduate Enrollment Growth: Expanding Access and Amplifying Impact

A&F Town Hall 8/18/2023

Paul Kohn Vice Provost for Enrollment Management



Stamps President's Scholars hike Alaska







Agenda

- Landscape and increased competition
- Enrollment projections and priorities
- Financial Aid and increasing low-income
- Summer and Fall 2023 undergraduate first-year and transfer student outlook







Why are we increasing enrollment?

- Fulfilling our role in the economic development of Atlanta, Georgia, and the world.
- Expanding access and amplifying impact.
- Advancing the Institute's reputation and ranking.
- Producing graduates who will improve the human condition.
- Living our values.
- Tuition revenue.



Students are our top priority.

Why are we increasing enrollment?

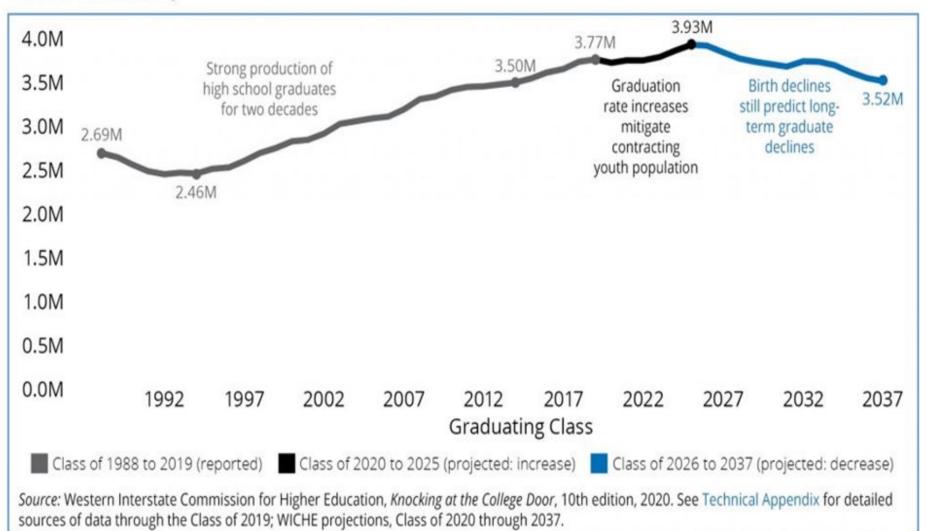


- Increased hiring, building, and renovation.
- Optimized space utilization.
- Process improvements to gain efficiency.
- Longer-term and proactive planning.
- Increased demand for IT services.
- Public safety.

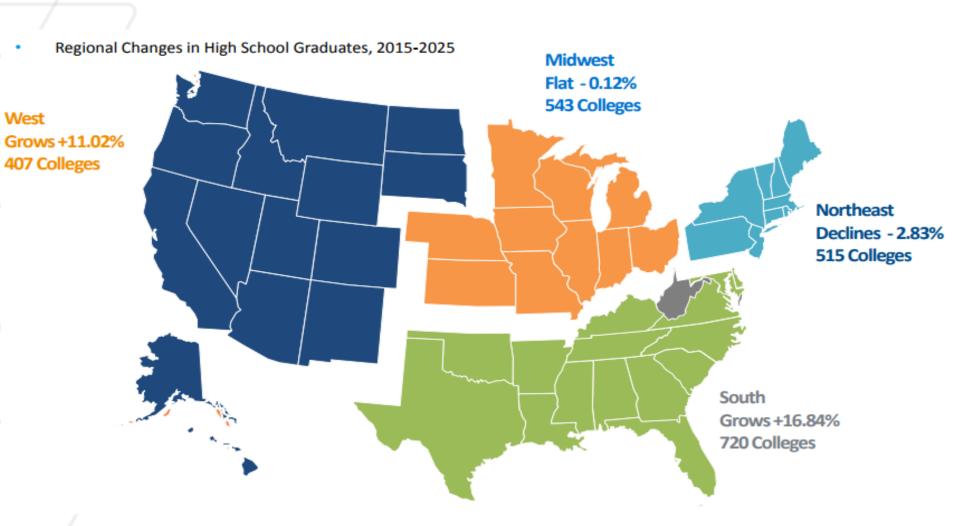




Figure 1. Slowing Growth in Number of U.S. High School Graduates, then Decline (U.S. Total High School Graduates)

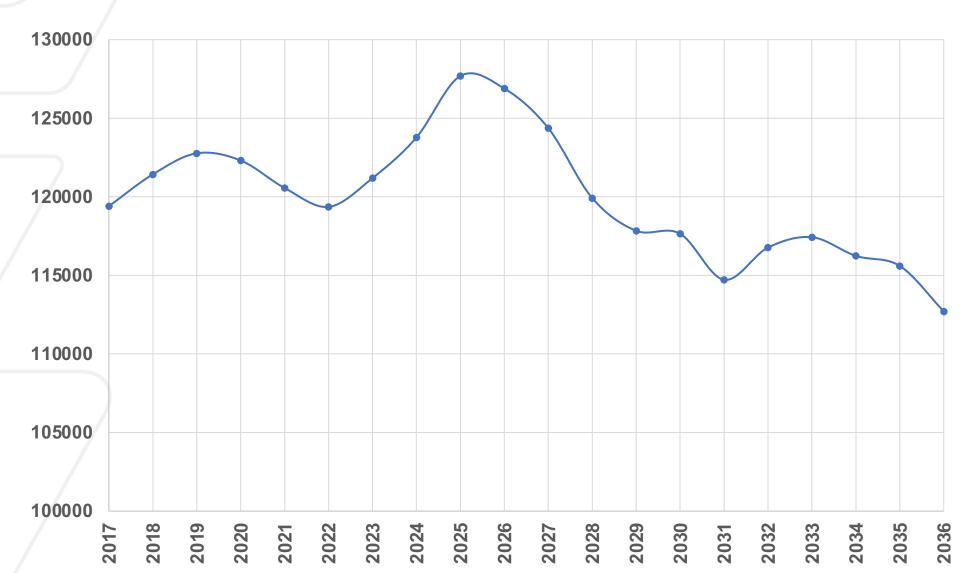








Projected change in high school graduates: Georgia 2017 – 2036



Predictions for four-year colleges



- From 2026-2030, the four-year sector stands to lose almost 280,000 students.
- Four-year colleges could see a trickle-down effect if elite schools limit growth.
- Predict grad losses in Boston, Chicago, and NYC.
- Predicts grad gains in Houston, Atlanta, and nonmetropolitan California.
- Forecast varies depending on institution type (top 100 v. regional).





Undergraduate Enrollment Trends

Nationally, since 2019:

- Total post-secondary enrollment declined 6.6%.
- Community college enrollment down 13%.
- URS enrollment losses very high.

University System of Georgia, Fall 2021 to Fall 2022:

- Undergraduate enrollment decreased by 6,477 (2.4%)
- Beginning freshman enrollment system-wide decreased by 2,310 students (4.4%)
- Black student enrollment decreased by 2.7% (2,231 students).
- Dual enrollment decreased 14.9%.

Georgia Tech:

- Since 2019, Georgia Tech undergraduate enrollment has increased by 12%, and graduate enrollment by 30%.
- Current projection and plan is to increase Georgia Tech's overall enrollment to ~48,000 by 2025-26 with 20,000 undergraduate students.

Georgia Tech
Current Enrollment
18,414 undergraduate
26,880 graduate



High ROI and ranking combined with recruitment, outreach, marketing, and yield efforts

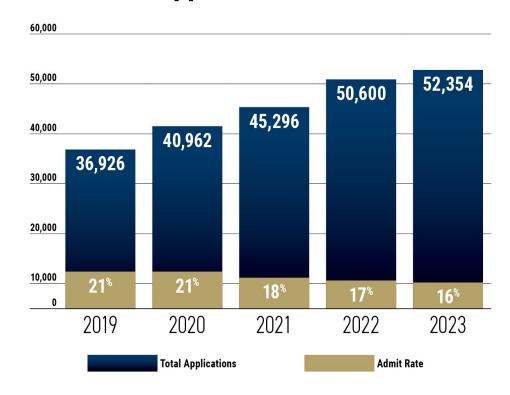
Fall 2023: 42% women for first time in Tech history

- Over 7,500 female undergraduates (1,800~+ 5 years ago)
- Record 1,600+ (42%) women in 1st-Year Class

Over past five years:

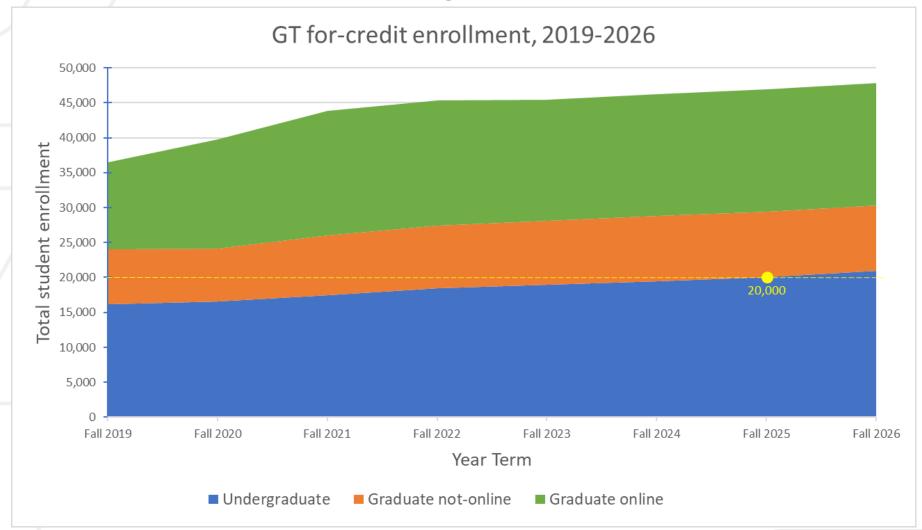
- >21% increase in Black undergrads
 - Record 365+ deposits for fall 23
- >30% increase in Latinx undergrads
 - Record 385+ deposits for fall23

First-Year Applications





Total enrollment by level, 2019-2026

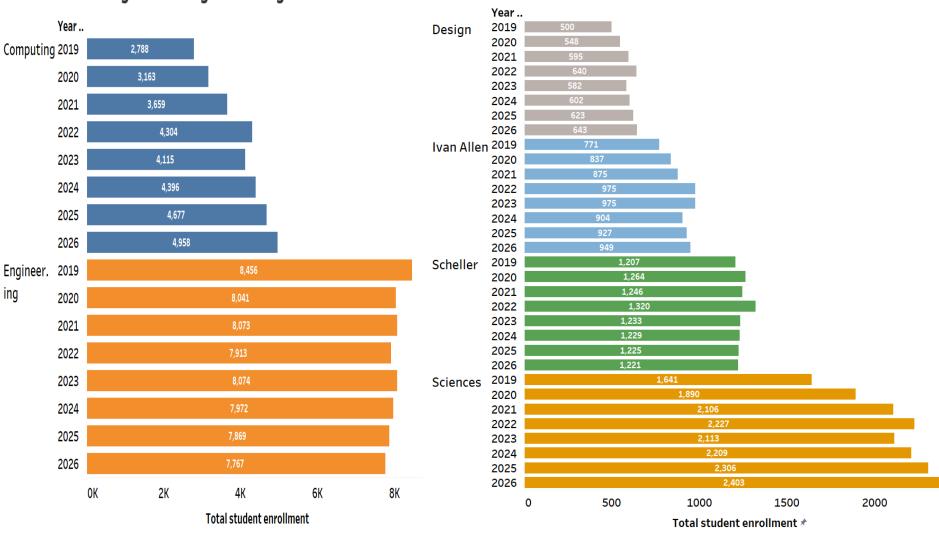




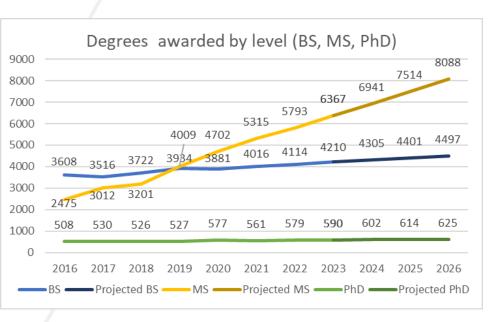
Undergraduate enrollment by College, 2019-2026



Degree-seeking students growth

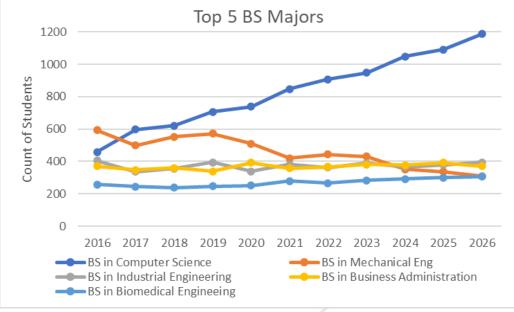






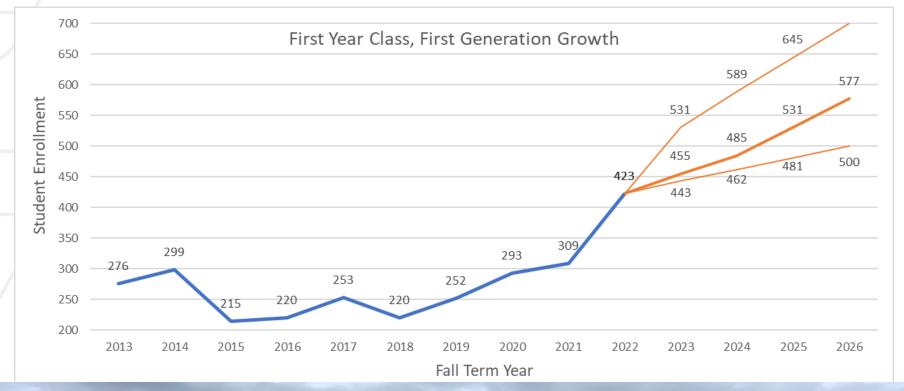








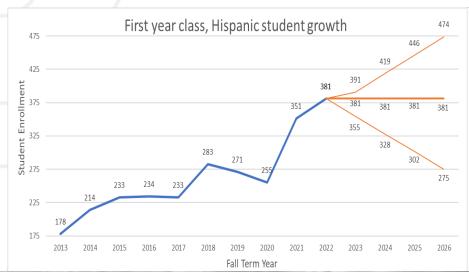
First Year First-Gen enrollment, 2013-2026

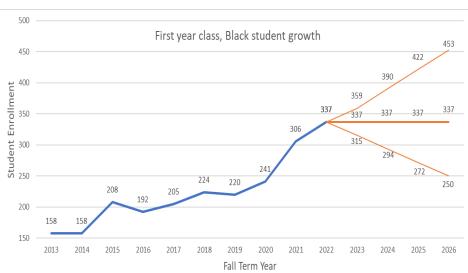




2013-2026 First Year Class, Hispanic student growth

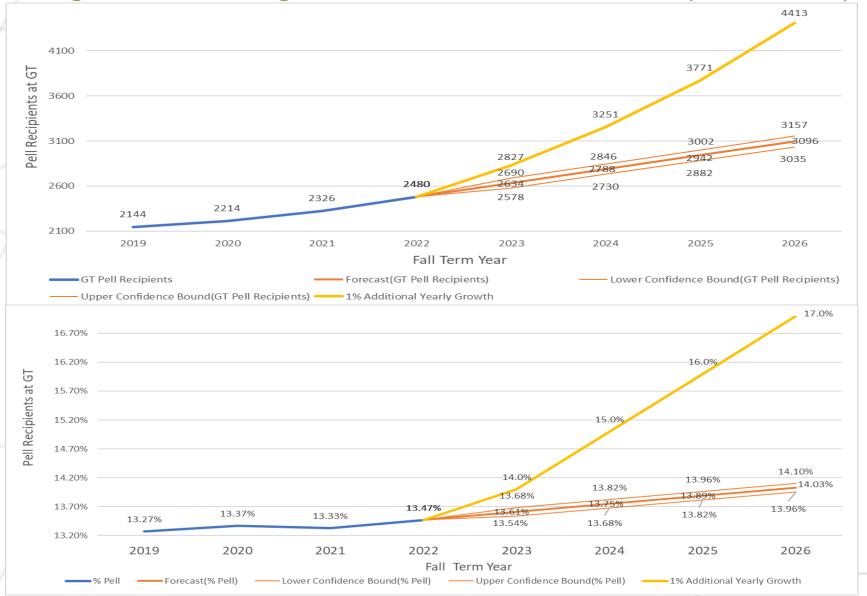
2013-2026 First Year Class, Black student growth







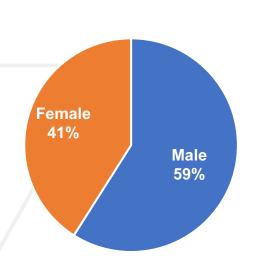
Georgia Tech Pell-grant full-time enrollment (2019-2026)

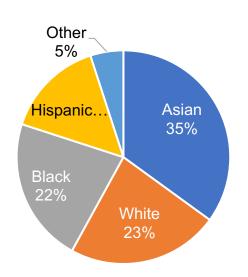




Georgia Tech Pell Grant Recipients

- 2,326 enrolled students 13% of undergraduates (2021-22)
- 82% Georgia resident / 18% non-resident
- 66% entered as first-year students / 34% entered via transfer
- \$38,448 average family income



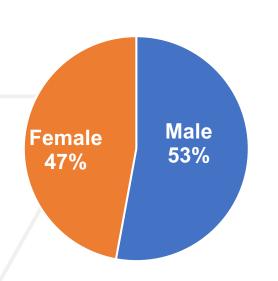


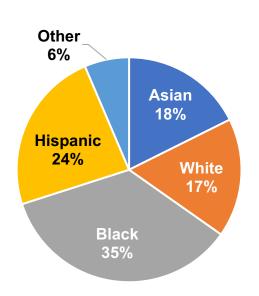
College of Engineering	45%
College of Computing	22%
College of Sciences	14%
College of Design	3%
Ivan Allen College of Liberal Arts	6%
Scheller College of Business	10%



G. Wayne Clough Georgia Tech Promise Recipients

- 187 currently enrolled
- 100% Georgia residents
- 100% entered as first-year students
- \$23,537 average family income





College of Engineering	43%
College of Computing	19%
College of Sciences	21%
College of Design	4%
Ivan Allen College of Liberal Arts	5%
Scheller College of Business	8%

2023

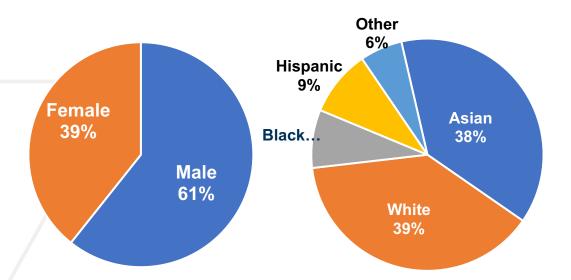
Expanded to GA

families below \$75k



All Undergraduate Students

- 18,415 enrolled students (2022-23)
- 61% Georgia resident / 39% non-resident
- 79% entered as first-year students / 21% entered
 via transfer
- \$194,355 average family income



College of Engineering	46%
College of Computing	25%
College of Sciences	13%
College of Design	4%
Ivan Allen College of Liberal Arts	6%
Scheller College of Business	8%



Undergraduate Financial Need, 2022-23

	Georgia Residents	Non-Residents			
Number Demonstrating Financial Need	4,033	1,656			
Average Family Income	\$74,856	\$110,468			
Fall/Spring Cost of Attendance	\$30,000	\$50,000			
Typical Family Contribution by Income Level					
Below \$33,300	\$0	\$30,000			
Below Average	\$5,000 - \$9,000	\$30,000 - \$45,000			
Above Average	\$19,000	\$45,000 - \$50,000			



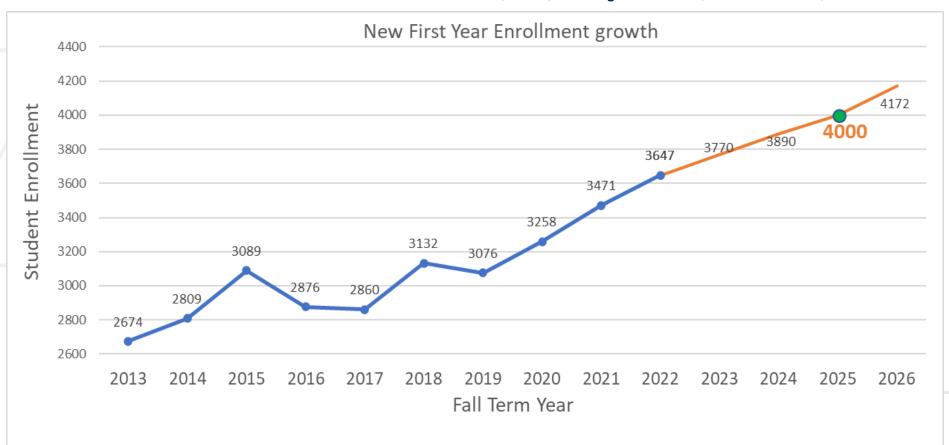
New First Year Enrollment

Fall 2022

- Total 3647
- 5% increase over prior
- Increase ~1k (36%) from 10 years ago

Fall 2023

- Estimate: 3790
 - 400 Summer iGniTe
 - 100 First Year Semester Abroad (Oxford & Metz)
- Expand Access: 4000 by fall 2025
 - Women, URS, First-generation, Low-income, Rural



Transfer Pathways

>60% transfer students enter via one of eight Pathway Programs

- 1. Veterans
- 2. Regents Engineering
- 3. Dual Degree
- 4. 1st Generation
- 5. Talent Initiative
- 6. Atlanta Public Schools
- 7. Arts and Sciences
- 8. Conditional
- https://admission.gatech.edu/transfer/transfer-pathwayprograms



Students are our top priority.

Programs and Services Evolve to Develop Students Who Are:

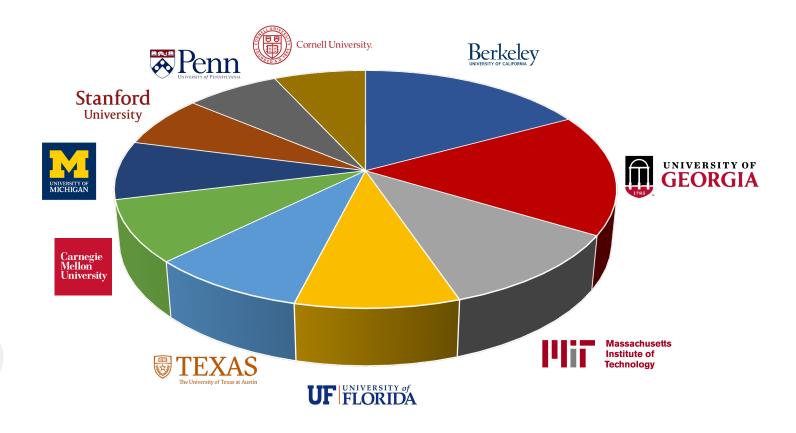
- Increasingly transfer students, first-generation, rural and from diverse backgrounds.
- Working part- or full-time.
- From lower income families.
- Living in another time zone or distant location.
- Highly digitized and often communicate asynchronously.
- Part of a 33,000 student Atlanta campus and a 50,000-student institution.

Enrollment Projections by Segment

Segment	Current (Fall 2022)	5-Year Target (Fall 2026)	10-Year Target (Fall 2031)
Undergraduate Residential	18,500	20,000	23,500
Graduate Residential	9,000	9,400	10,300
Graduate Online	17,862	23,000	25,000



If they don't accept Georgia Tech's offer, where do they go?







Thank you Ideas or feedback?

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SSC382

Walk-in Hours: Wednesdays, 11 a.m. – 1 p.m.

Students are our top priority.

We strive for excellence.

We thrive on diversity.

We celebrate collaboration.

We champion innovation.

We safeguard freedom of inquiry and expression.

We nurture the well-being of our community.

We act ethically.

We are responsible stewards.

