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

Students are our top priority.
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.

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• Living our values.
• Tuition revenue.
• 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.
What is happening on the national enrollment landscape?
Students are our top priority.
Regional Changes in High School Graduates, 2015-2025

- **West**
  - Grows +11.02%
  - 407 Colleges

- **Midwest**
  - Flat - 0.12%
  - 543 Colleges

- **Northeast**
  - Declines - 2.83%
  - 515 Colleges

- **South**
  - Grows +16.84%
  - 720 Colleges
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).
Enrollment trends and projections
US, USG, and Georgia Tech
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.

Students are our top priority.
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 fall 23

Students are our top priority.
Total enrollment by level, 2019-2026

Students are our top priority.
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First Year First-Gen enrollment, 2013-2026

Student Enrollment

Fall Term Year


276 299 215 220 253 220 252 293 309 423 455 485 531 589 645

577 481 462 443 455 531 589 645

Students are our top priority
2013-2026 First Year Class, Hispanic student growth

2013-2026 First Year Class, Black student growth

Students are our top priority
Georgia Tech Pell-grant full-time enrollment (2019-2026)

Students are our top priority
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

<table>
<thead>
<tr>
<th>College</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>College of Engineering</td>
<td>45%</td>
</tr>
<tr>
<td>College of Computing</td>
<td>22%</td>
</tr>
<tr>
<td>College of Sciences</td>
<td>14%</td>
</tr>
<tr>
<td>College of Design</td>
<td>3%</td>
</tr>
<tr>
<td>Ivan Allen College of Liberal Arts</td>
<td>6%</td>
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<tr>
<td>Scheller College of Business</td>
<td>10%</td>
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</tbody>
</table>
G. Wayne Clough Georgia Tech Promise Recipients

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

2023
Expanded to GA families below $75k

- Male: 53%
- Female: 47%

- Hispanic: 24%
- Asian: 18%
- White: 17%
- Black: 35%
- Other: 6%

- 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%
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

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<thead>
<tr>
<th>College</th>
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<tbody>
<tr>
<td>College of Engineering</td>
<td>46%</td>
</tr>
<tr>
<td>College of Computing</td>
<td>25%</td>
</tr>
<tr>
<td>College of Sciences</td>
<td>13%</td>
</tr>
<tr>
<td>College of Design</td>
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<td>Ivan Allen College of Liberal Arts</td>
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<td>Scheller College of Business</td>
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## Undergraduate Financial Need, 2022-23

<table>
<thead>
<tr>
<th></th>
<th>Georgia Residents</th>
<th>Non-Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number Demonstrating Financial Need</td>
<td>4,033</td>
<td>1,656</td>
</tr>
<tr>
<td>Average Family Income</td>
<td>$74,856</td>
<td>$110,468</td>
</tr>
<tr>
<td>Fall/Spring Cost of Attendance</td>
<td>$30,000</td>
<td>$50,000</td>
</tr>
</tbody>
</table>

### Typical Family Contribution by Income Level

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Georgia Residents</th>
<th>Non-Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below $33,300</td>
<td>$0</td>
<td>$30,000</td>
</tr>
<tr>
<td>Below Average</td>
<td>$5,000 - $9,000</td>
<td>$30,000 - $45,000</td>
</tr>
<tr>
<td>Above Average</td>
<td>$19,000</td>
<td>$45,000 - $50,000</td>
</tr>
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</table>

Students are our top priority.
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

Projections based on data from 2018-2022
>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-pathway-programs

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

<table>
<thead>
<tr>
<th>Segment</th>
<th>Current (Fall 2022)</th>
<th>5-Year Target (Fall 2026)</th>
<th>10-Year Target (Fall 2031)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>18,500</td>
<td>20,000</td>
<td>23,500</td>
</tr>
<tr>
<td>Residential</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduate</td>
<td>9,000</td>
<td>9,400</td>
<td>10,300</td>
</tr>
<tr>
<td>Residential</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduate Online</td>
<td>17,862</td>
<td>23,000</td>
<td>25,000</td>
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Students are our top priority.
If they don’t accept Georgia Tech’s offer, where do they go?

Students are our top priority.
Thank you

Ideas or feedback?

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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.