Association of Collegiate Schools of Planning Administrators Conference

M. Dolan Evanovich
Vice President of Strategic Enrollment Planning
November 15, 2013
# World population and top 10 most populous countries

<table>
<thead>
<tr>
<th></th>
<th>Population (in millions)</th>
<th>Percent of world population</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>7,021</td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>1,343</td>
<td>19.1%</td>
</tr>
<tr>
<td>India</td>
<td>1,205</td>
<td>17.2%</td>
</tr>
<tr>
<td>United States</td>
<td>314</td>
<td>4.5%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>248</td>
<td>3.5%</td>
</tr>
<tr>
<td>Brazil</td>
<td>206</td>
<td>2.9%</td>
</tr>
<tr>
<td>Pakistan</td>
<td>190</td>
<td>2.7%</td>
</tr>
<tr>
<td>Nigeria</td>
<td>170</td>
<td>2.4%</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>161</td>
<td>2.3%</td>
</tr>
<tr>
<td>Russia</td>
<td>138</td>
<td>2.0%</td>
</tr>
<tr>
<td>Japan</td>
<td>127</td>
<td>1.8%</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>4,102</strong></td>
<td><strong>58.4%</strong></td>
</tr>
</tbody>
</table>
Total population by major area

Total Ohio and U.S. high school graduates, 1997–98 to 2027–28 (projected)
Change in total U.S. high school graduates between 2008–09 and 2019–20 (projected)

Non-white share of public high school graduates, 2019–20 (projected)

Cumulative percent change in U.S. public high school graduates by race/ethnicity, relative to 2008–09

Contributions to the nation’s change in total high school graduates by region, relative to 2008–09
Percent change in the total number of projected high school graduates in **western states**, relative to 2008–09

Percent change in the total number of projected high school graduates in **northeastern states**, relative to 2008–09

Percent change in the total number of projected high school graduates in **southern states and D.C.**, relative to 2008–09

Percent change in the total number of projected high school graduates in **midwest states**, relative to 2008–09

College-going rate of recent U.S. high school graduates, 1992–2008

U.S. public high school graduates, 1996–97 to 2008–09 (actual) and 2009–10 to 2027–28 (projected)

U.S. non-public high school graduates 1996–97 to 2008–09 (actual) and 2009–10 to 2027–28 (projected)

Percent change in high school graduates by state, 2008–09 to 2019–20, and top out-of-state MSAs for Ohio State freshmen, AU 2011–13

Rank  MSA & NFYS Count
1. Chicago - 541
2. New York - 430
3. Pittsburgh - 260
4. Washington - 219
5. Detroit - 136
6. Los Angeles - 136
7. Philadelphia - 119
8. Boston - 73
9. Buffalo - 71
10. Baltimore - 69
11. Atlanta - 66
12. Houston - 65
13. Dallas - 59
14. Rochester - 53
14. St. Louis - 53
16. Indianapolis - 45
16. Minneapolis - 45
18. Miami - 36
18. Milwaukee - 36
20. Bridgeport - 34
20. San Diego - 34

Data Sources: WICHE 2013, EMA
Percent change in high school graduates by state, 2008–09 to 2019–20, and **top two out-of-state MSAs** for Ohio State freshmen, AU 2011–13

**Rank** | **MSA & NFYS Count**
--- | ---
1. | Chicago - 541
2. | New York - 430

Data Sources: WICHE 2013, EMA
Percent change in high school graduates by state, 2008–09 to 2019–20, and top three out-of-state MSAs for Ohio State freshmen, AU 2011–13

Rank | MSA & NFYS Count
--- | ---
1. | Chicago - 541
2. | New York - 430
3. | Pittsburgh - 260

Data Sources: WICHE 2013, EMA
Percent change in high school graduates by state, 2008–09 to 2019–20, and **top four out-of-state MSAs** for Ohio State freshmen, AU 2011–13

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Data Sources: WICHE 2013, EMA
Percent change in high school graduates by state, 2008–09 to 2019–20, and **top five out-of-state MSAs** for Ohio State freshmen, AU 2011–13

**Rank** | MSA & NFYS Count
---|---
1. | Chicago - 541
2. | New York - 430
3. | Pittsburgh - 260
4. | Washington - 219
5. | Detroit - 136
5. | Los Angeles - 136

*Data Sources: WICHE 2013, EMA*
Percent change in high school graduates by state, 2008–09 to 2019–20, and top 20 out-of-state MSAs for Ohio State freshmen, AU 2011–13

Rank | MSA & NFYS Count
---|---
1. | Chicago - 541
2. | New York - 430
3. | Pittsburgh - 260
4. | Washington - 219
5. | Detroit - 136
5. | Los Angeles - 136
7. | Philadelphia - 119
8. | Boston - 73
9. | Buffalo - 71
10. | Baltimore - 69
11. | Atlanta - 66
12. | Houston - 65
13. | Dallas - 59
14. | Rochester - 53
14. | St. Louis - 53
16. | Indianapolis - 45
16. | Minneapolis - 45
18. | Miami - 36
18. | Milwaukee - 36
20. | Bridgeport - 34
20. | San Diego - 34

Data Sources: WICHE 2013, EMA
The Ohio State University
“From Excellence to Eminence: The One University Enrollment Plan 2011–2015”

Three strategic goals:
1. Increase quantity
2. Enhance academic quality
3. Enhance diversity

Strategic outcome: Enhanced profile and revenue
Questions?
Jennifer Evans-Cowley
Associate Dean for Academic Affairs and Administration
November 15, 2013

Association of Collegiate Schools of Planning Administrators Conference
Number of Planning Programs Over Time

- World: 7,021 (78.4%)
- China: 1,343 (19.1%)
- India: 1,205 (17.2%)
- United States: 314 (4.5%)
- Indonesia: 248 (3.5%)
- Brazil: 206 (2.9%)
- Pakistan: 190 (2.7%)
- Nigeria: 170 (2.4%)
- Bangladesh: 161 (2.3%)
- Russia: 138 (2.0%)
- Japan: 127 (1.8%)
- Subtotal: 4,102 (58.4%)
Undergraduate Enrollment Trends

Total Enrollment: Up 1%

Undergraduate Enrollment: Down 9%
Graduate Enrollment Trends

Total Enrollment: ↑3%
Graduate Enrollment: ↑1%
Enrollment Proportions

Female: The proportion of male to female students has remained fairly even over the last 5 years.

Undergraduate: Overall, undergraduate enrollment in planning programs has declined by 9% over the last 5 years.

Graduate: The number of graduate students enrolled in planning programs has increased 3% over the last 5 years.

International: Between 2000 and 2012, the number of students from foreign countries enrolled in planning programs is up 23%.

Underrepresented Minorities: The proportion of minority students enrolled in planning programs has decreased 9% over the last 5 years.
Enrollment Challenges

Limited diversity in programs
Awareness of planning as a career
Competition between programs
Others???
Where will enrollment go next?

Decreasing college-age population
Increased opportunity for international enrollment
Increase in portion of population with graduate degrees
Demand driven by retirement, population growth
Questions?