



Promoting College Access For All Students

**Presentation for the Leading the Way Compact Forum
West Virginia Higher Education Commission**

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Improving Educational Attainment Is One of the Most Pressing Issues of Our Time



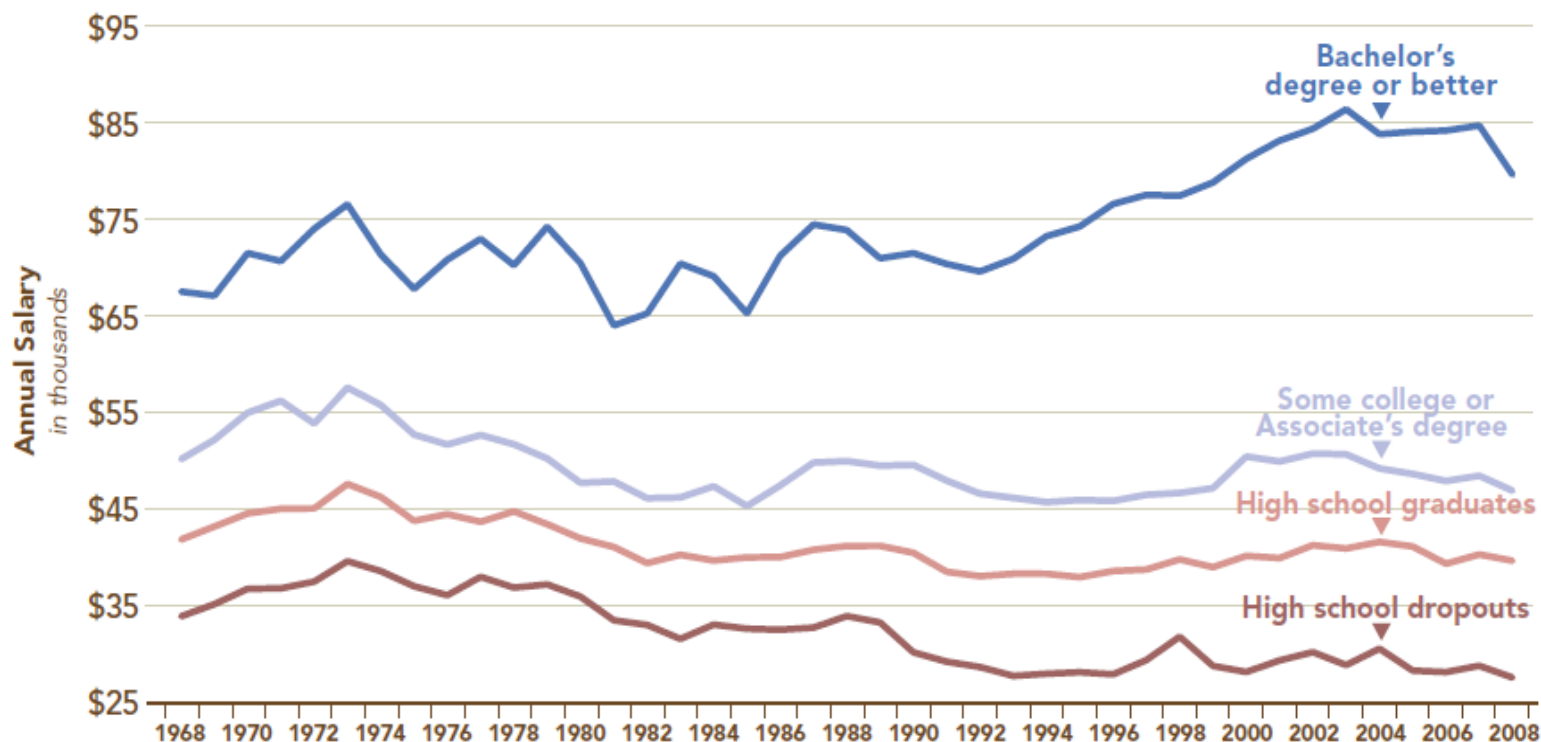


Higher Education Is Increasingly Important To Individual AND Societal Well-Being

Salaries Increase with Educational Attainment

Wage premium by education. Compared to high school graduates, holders of Bachelor's degrees and better have earned a substantial wage premium since the 1990s. (makes no control for full-time or full-year status of workers)

Source: Authors' analysis of March CPS data, various years



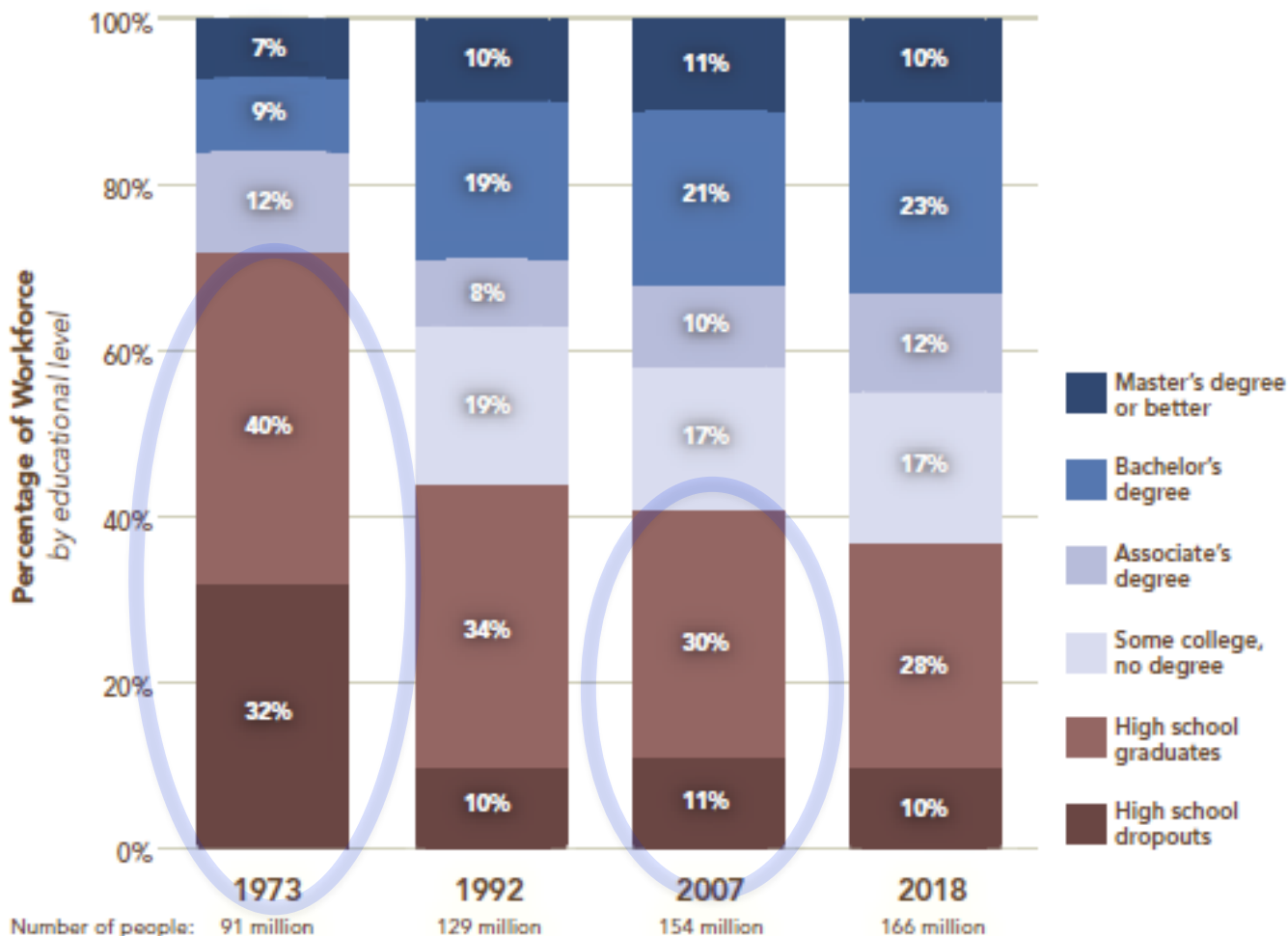
Source: Carnevale, A., Smith, N., & Strohl, J. (2010). *Help wanted*.
Washington, DC: Georgetown Center for Workforce and the Economy.



Available Jobs Increasingly Require Higher Education

By 2018, about two-thirds of all employment will require some college education or better.

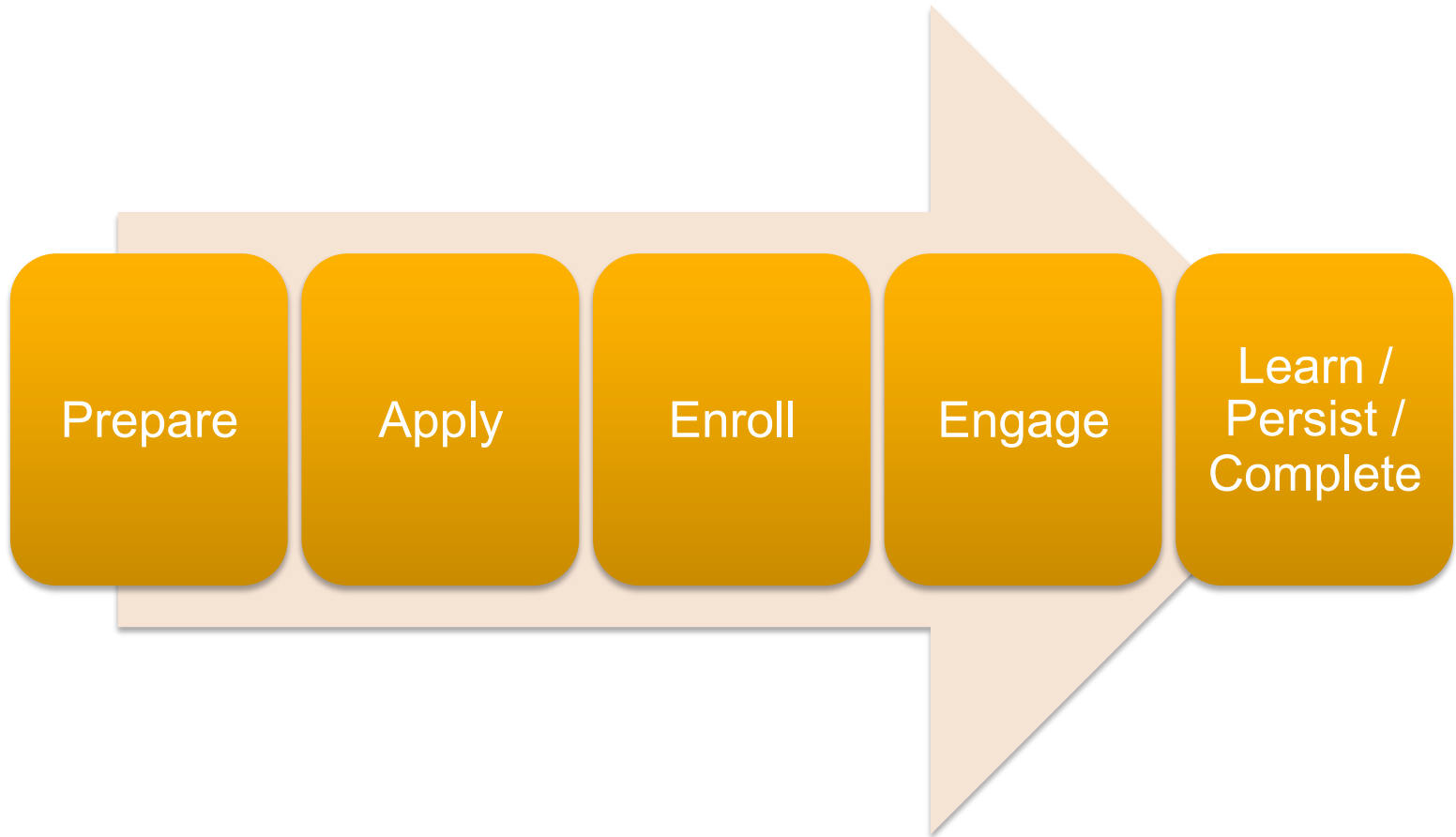
Source: Authors' analysis of March CPS data, various years; Center on Education and the Workforce forecast of educational demand to 2018



Source: Carnevale, A., Smith, N., & Strohl, J. (2010). *Help wanted*. Washington, DC: Georgetown Center for Workforce and the Economy.

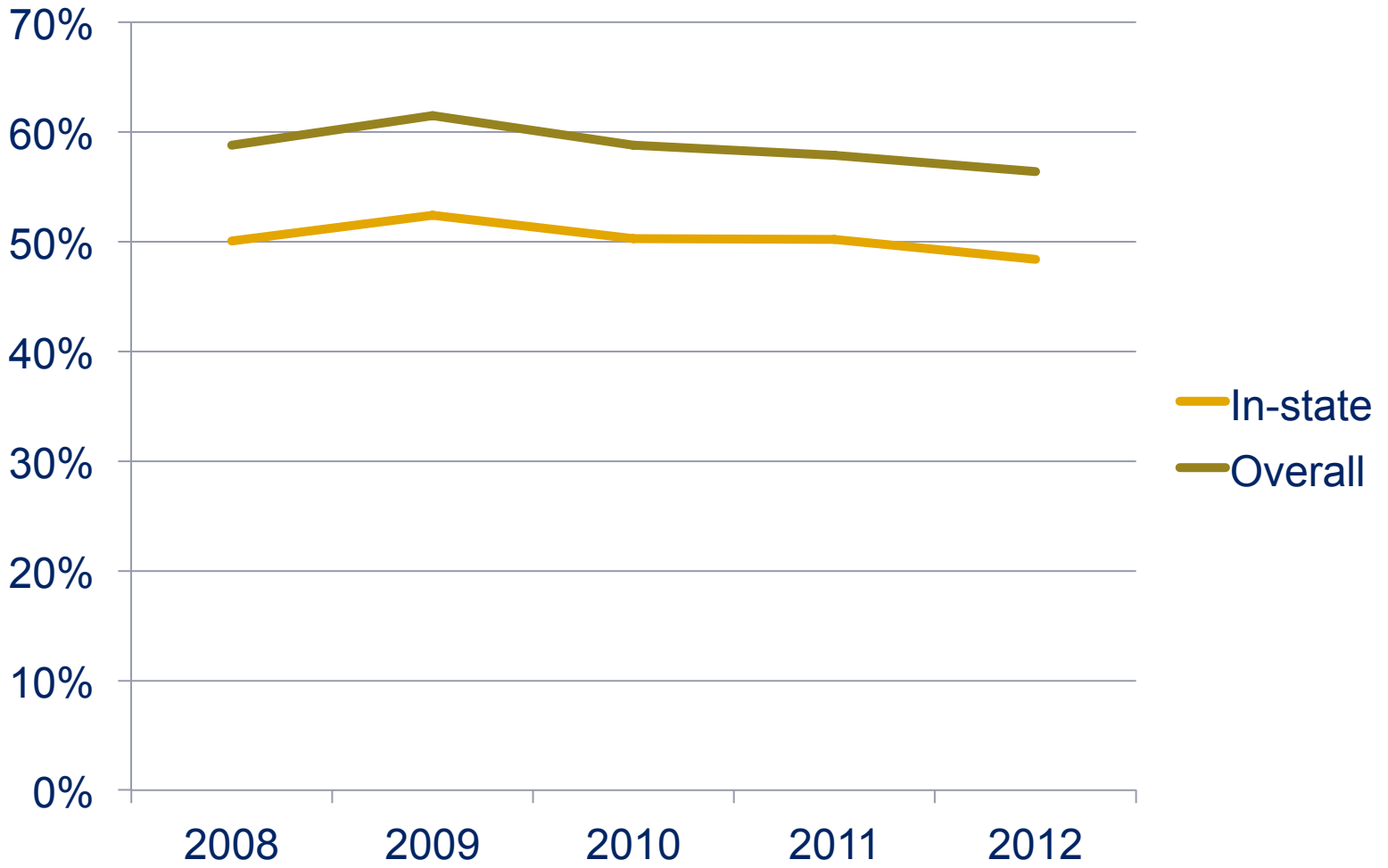


Educational Attainment is the Result of A Longitudinal Process



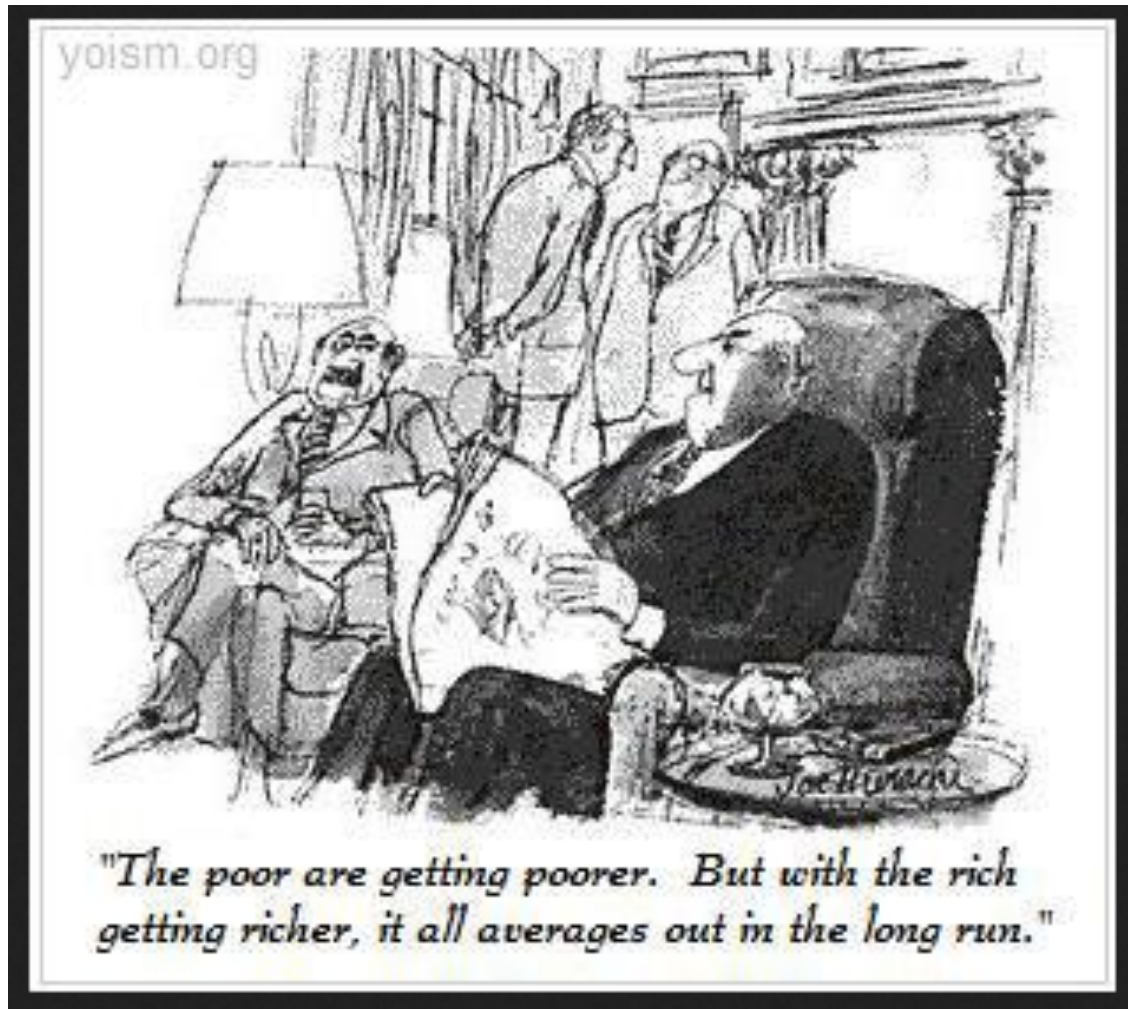


College Enrollment Rates of Recent High School Graduates Are Declining in West Virginia



Source: *West Virginia Report Card 2013*.

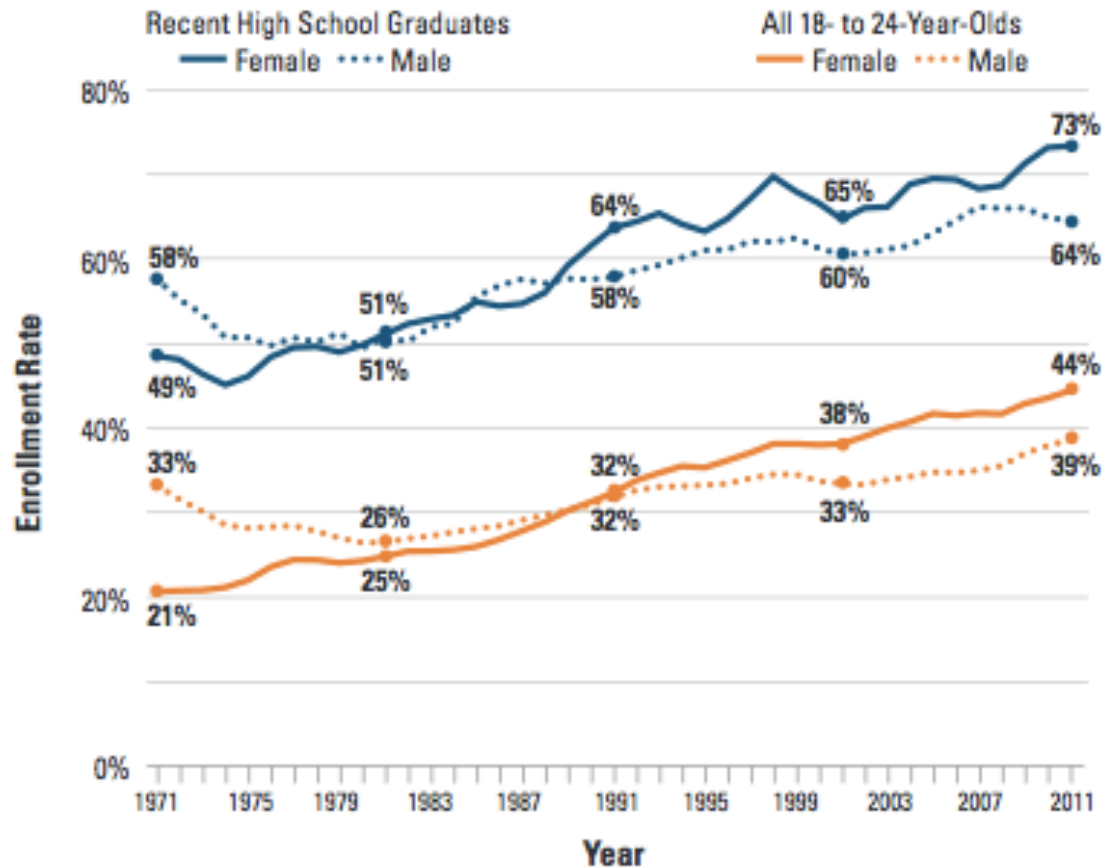
Attention Only to the Average Masks Differences Across Groups





College Enrollment Rates Are Higher for Women than Men

Postsecondary Enrollment Rates of Recent High School Graduates and of All 18- to 24-Year-Olds by Gender, 1971 to 2011

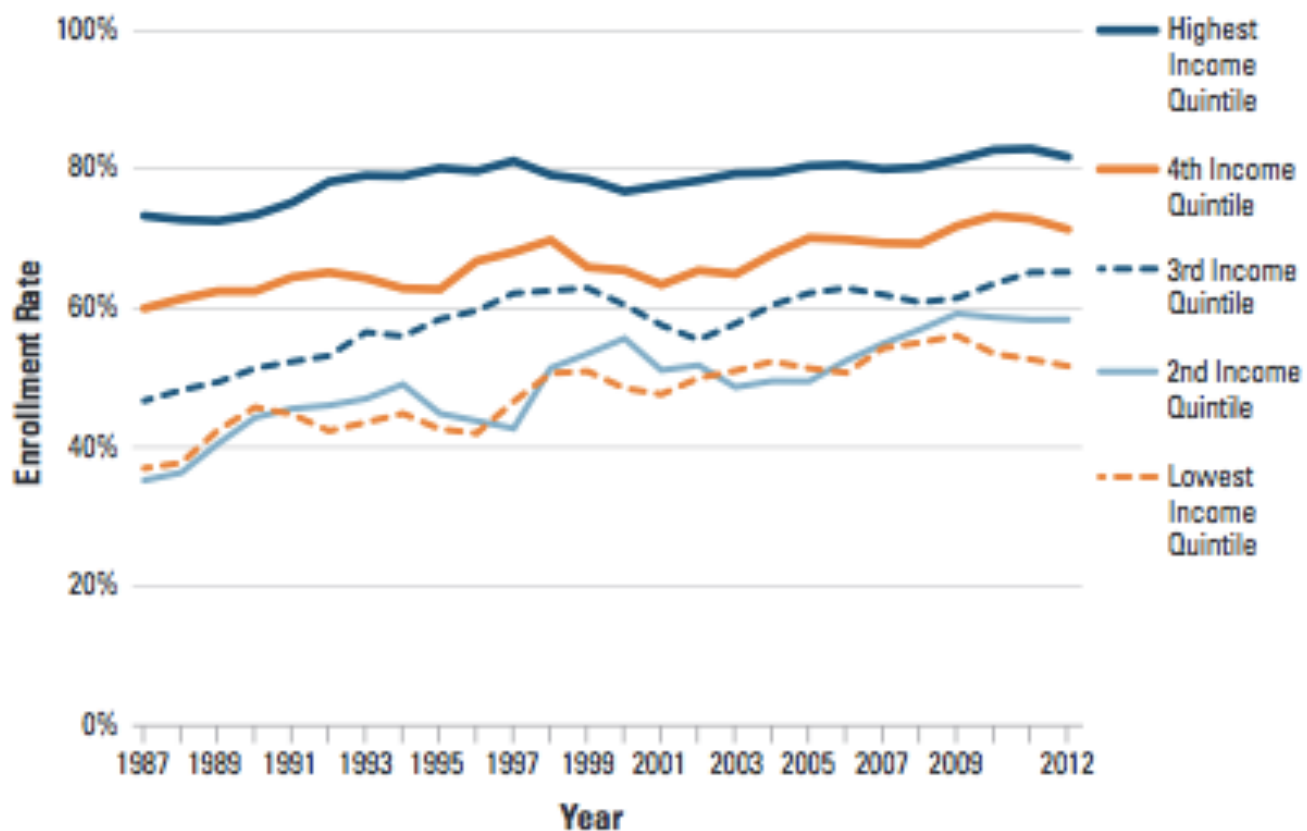


Source: Baum, S., Ma, J., & Payea, K. (2013). *Education Pays*. Washington, DC: College Board.



College Enrollment Rates Increase with Family Income

Postsecondary Enrollment Rates of Recent High School Graduates by Family Income, 1987 to 2012

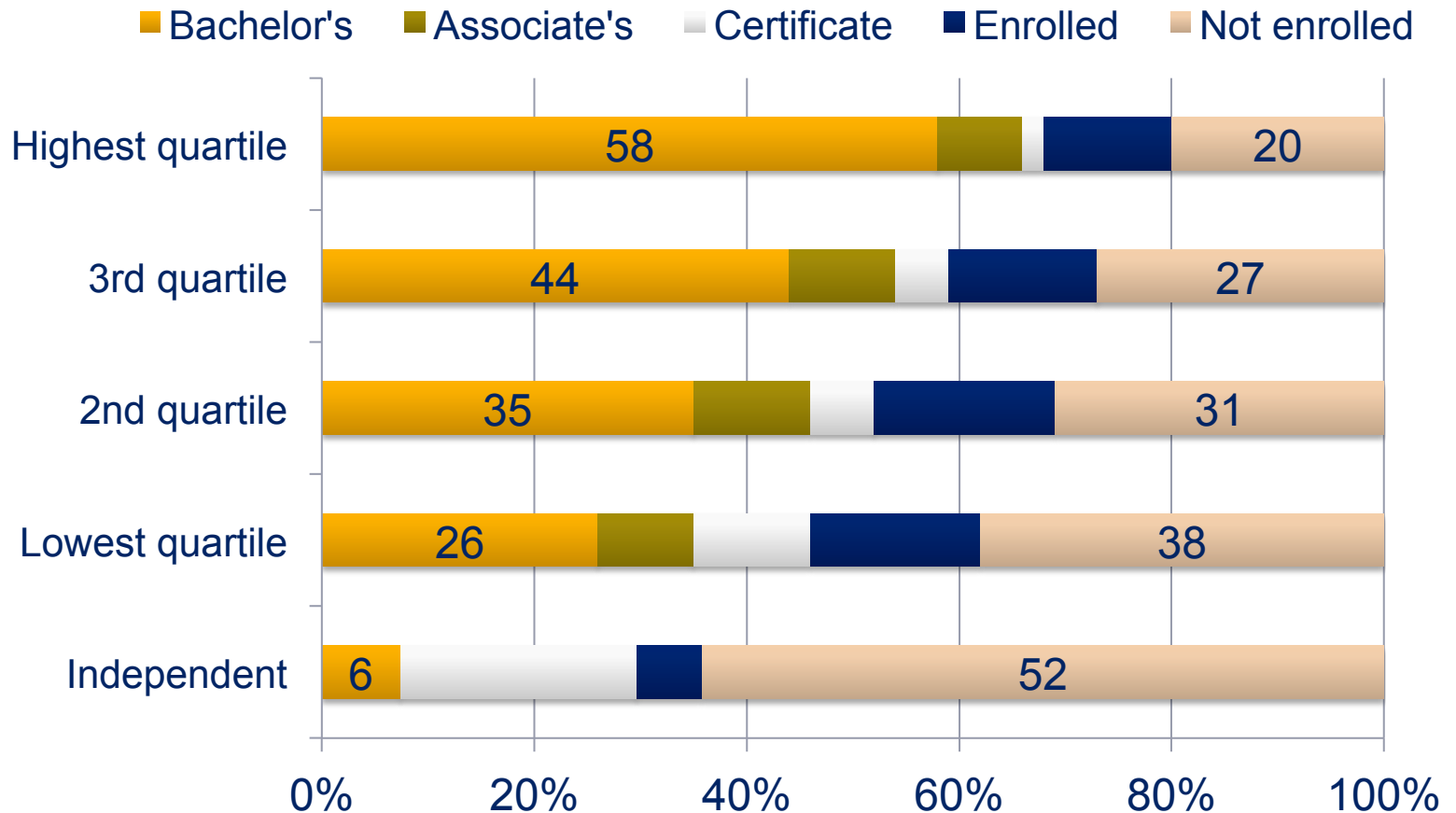


Source: Baum, S., Ma, J., & Payea, K. (2013). *Education Pays*. Washington, DC: College Board.



Among Those Who Enroll: Completion Rates Increase With Family Income

Outcomes by Family Income Five Years After First Enrolling, 2003-04

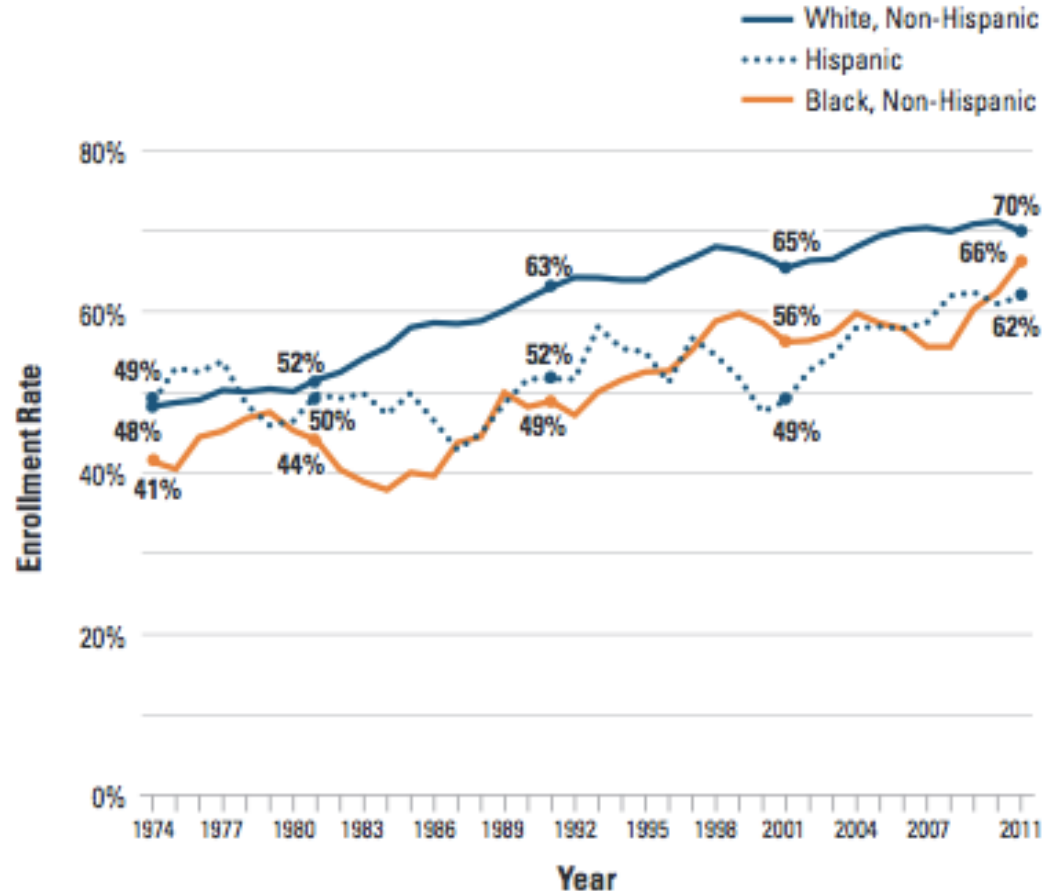


Source: Baum, S., Ma, J., & Payea, K. (2013). *Education Pays*. Washington, DC: College Board.



College Enrollment Rates Vary Based on Race/Ethnicity

Postsecondary Enrollment Rates of Recent High School Graduates by Race/Ethnicity, 1974 to 2011

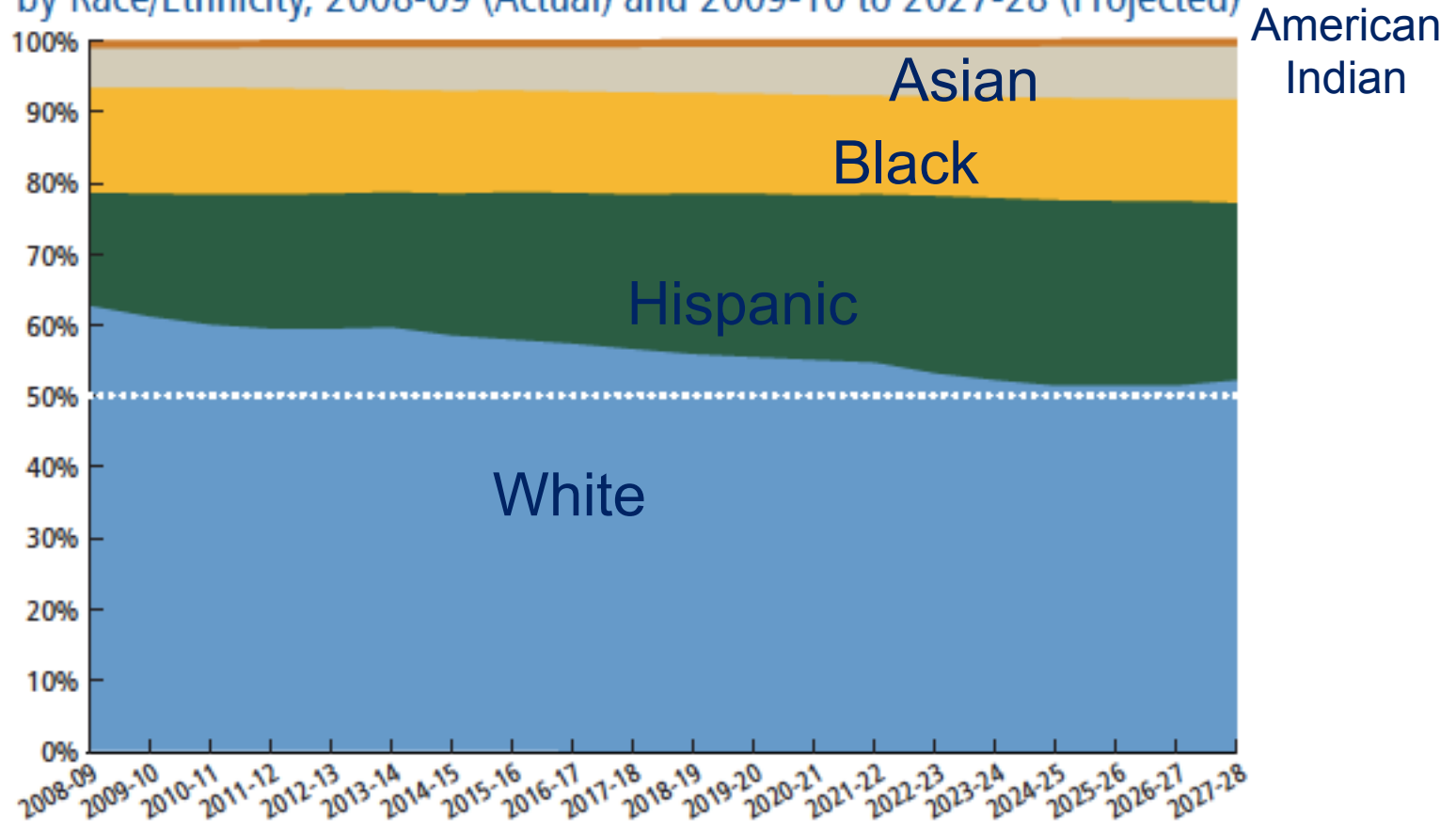


Source: Baum, S., Ma, J., & Payea, K. (2013). *Education Pays*. Washington, DC: College Board.



Racial/Ethnic Diversity of the U.S. Population Is Increasing

Figure 3.5. Composition of U.S. Public High School Graduates, by Race/Ethnicity, 2008-09 (Actual) and 2009-10 to 2027-28 (Projected)



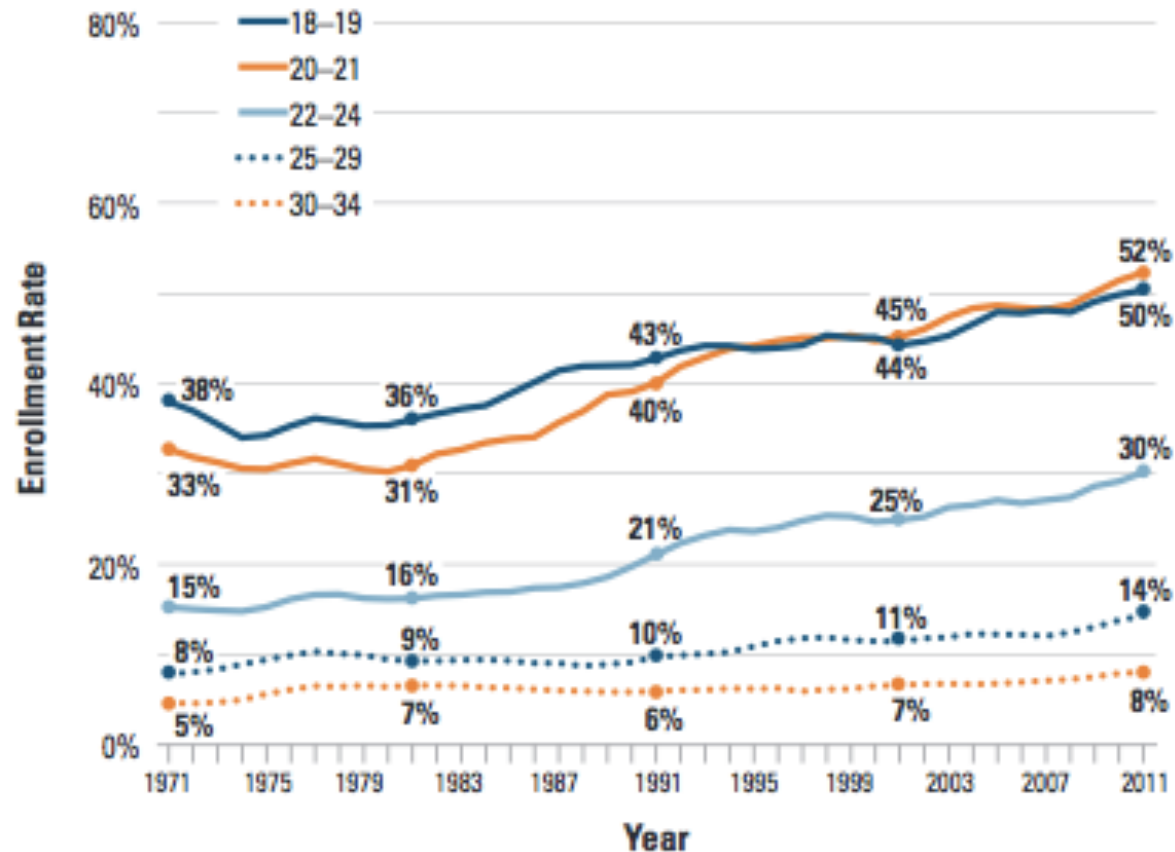
Source: WICHE (2012). *Knocking on the college door*. Boulder, CO: Author.

What Do We Know About How to Improve College Access and Success?



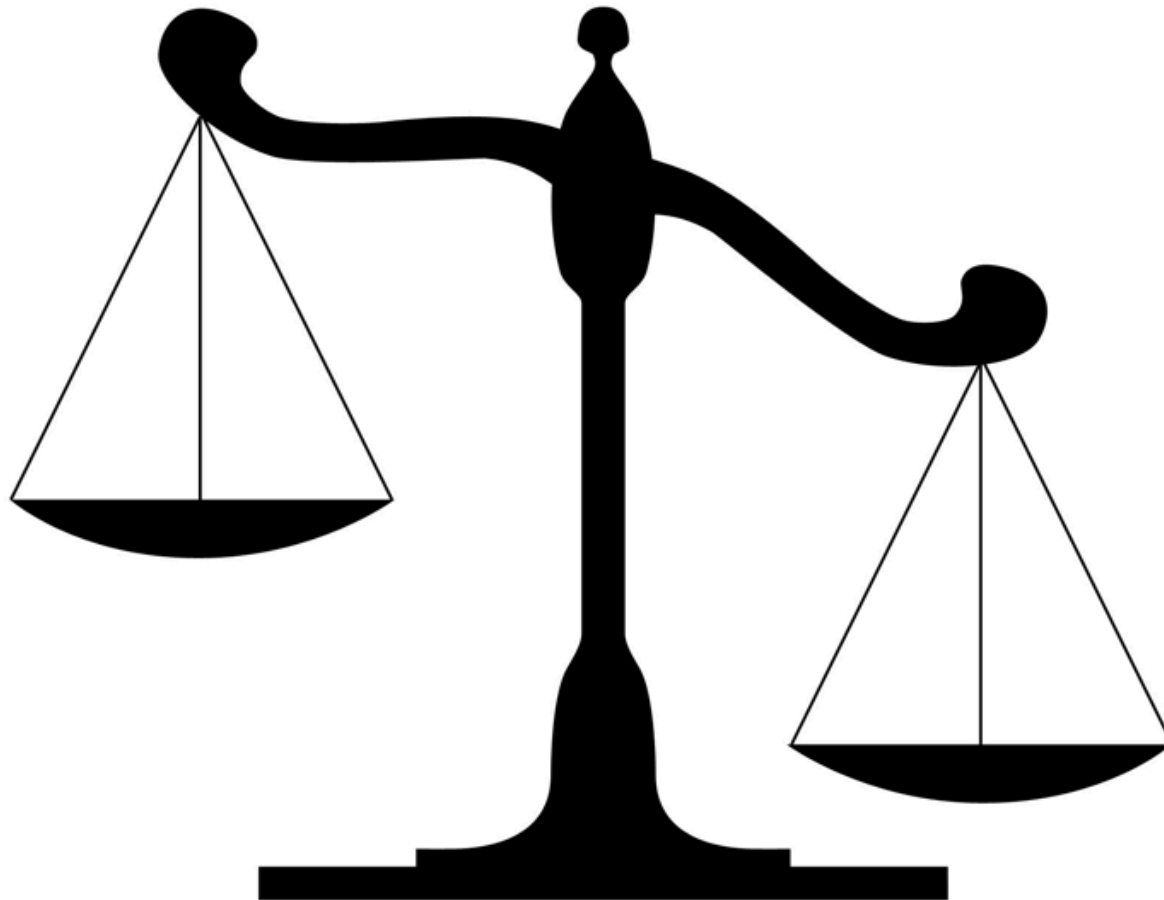
Most of What We Know is Based on “Traditional” Students

Postsecondary Enrollment Rates of All 18- to 34-Year-Olds by Age, 1971 to 2011



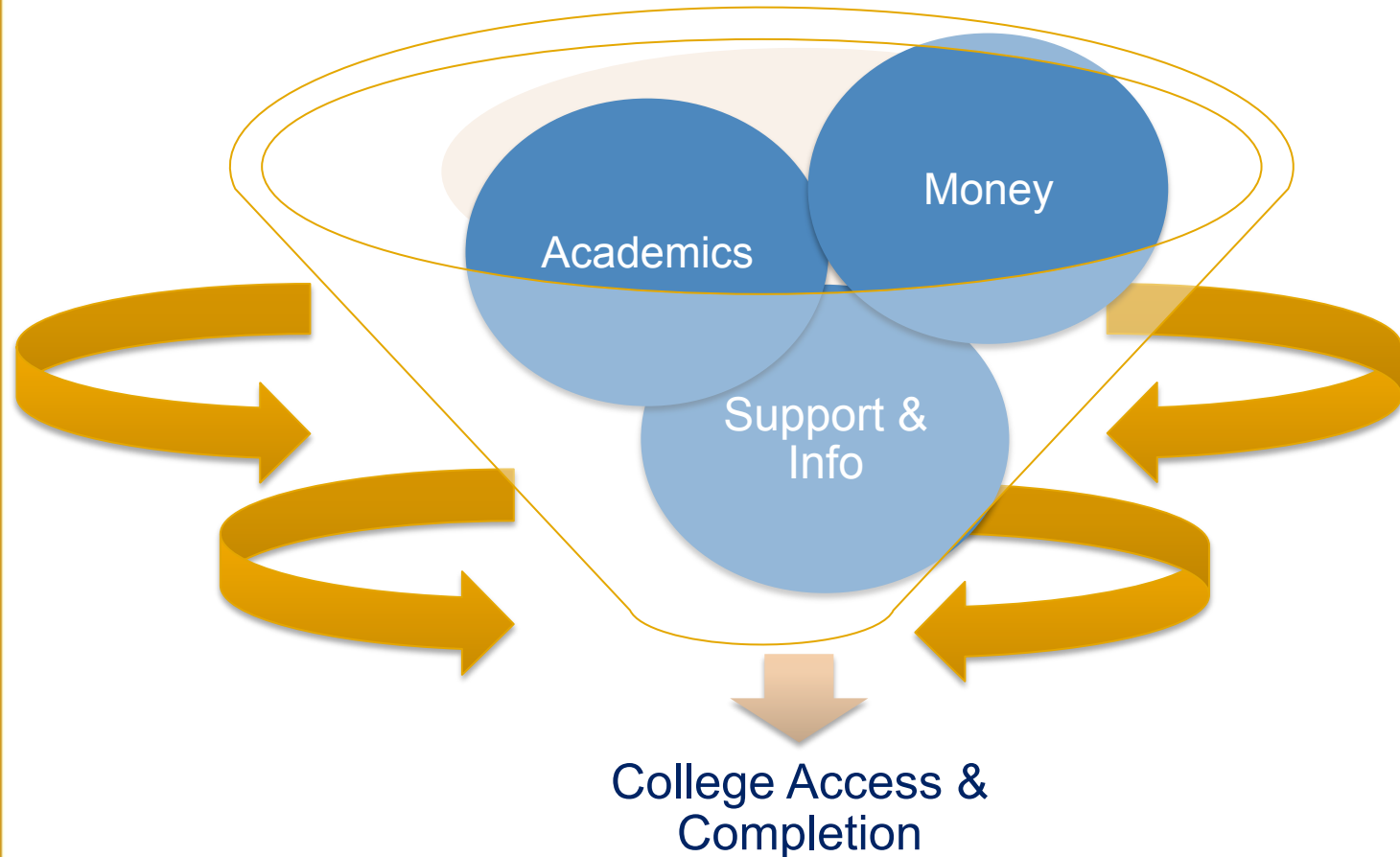
Source: Baum, S., Ma, J., & Payea, K. (2013). *Education Pays*. Washington, DC: College Board.

The College Enrollment Decision: Students Weigh the Benefits and Costs



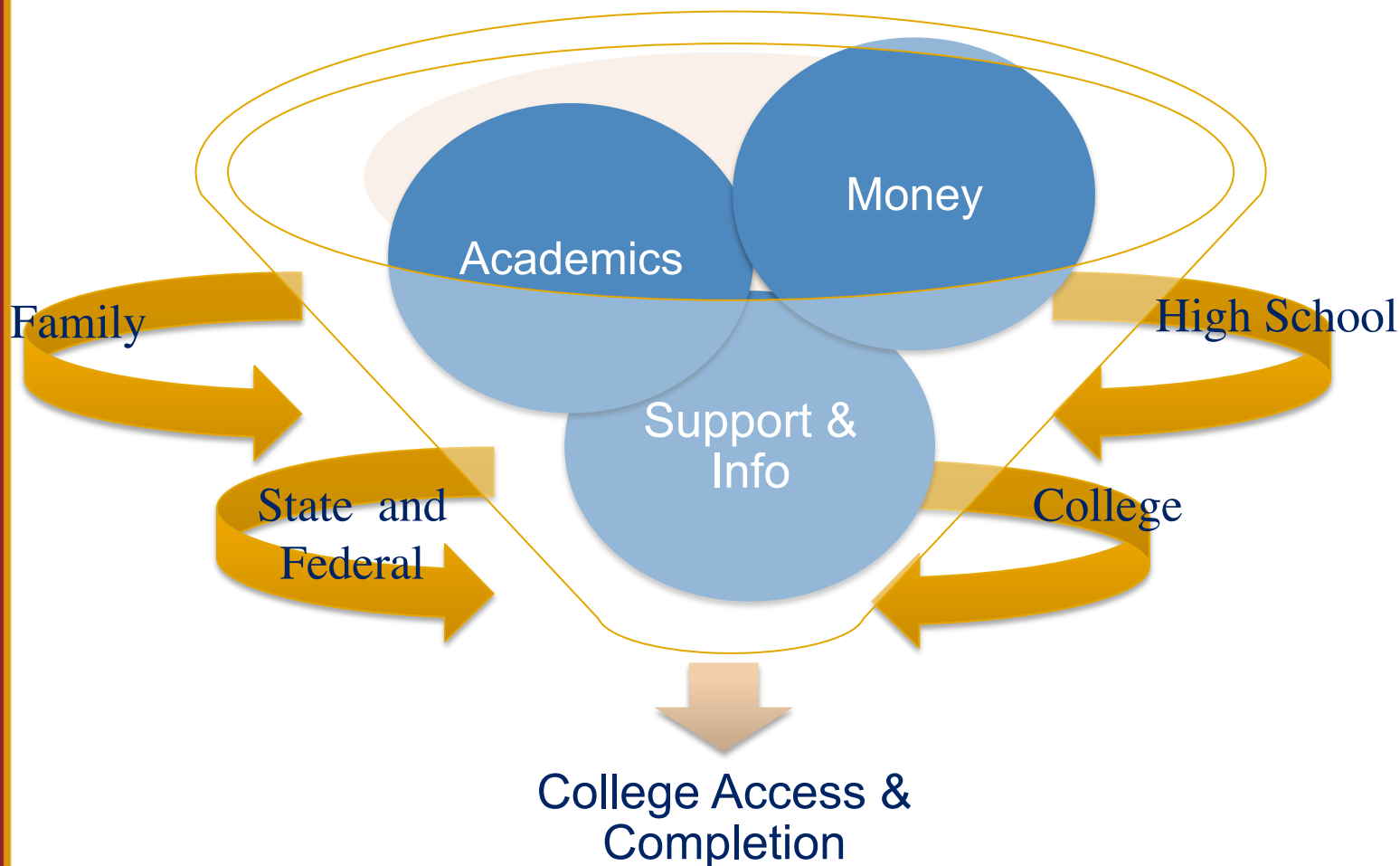


Multiple Forces Limit and Promote Higher Education Attainment



Source: Derived from Perna, L. W. (2006). Studying college choice: A proposed conceptual model. In J. C. Smart (Ed.), *Higher Education: Handbook of theory and research*, Vol. XXI (pp. 99-157). Springer.

Improving Higher Education Attainment Requires Attention to Context



Source: Derived from Perna, L. W. (2006). Studying college choice: A proposed conceptual model.

In J. C. Smart (Ed.), *Higher Education: Handbook of theory and research*, Vol. XXI.

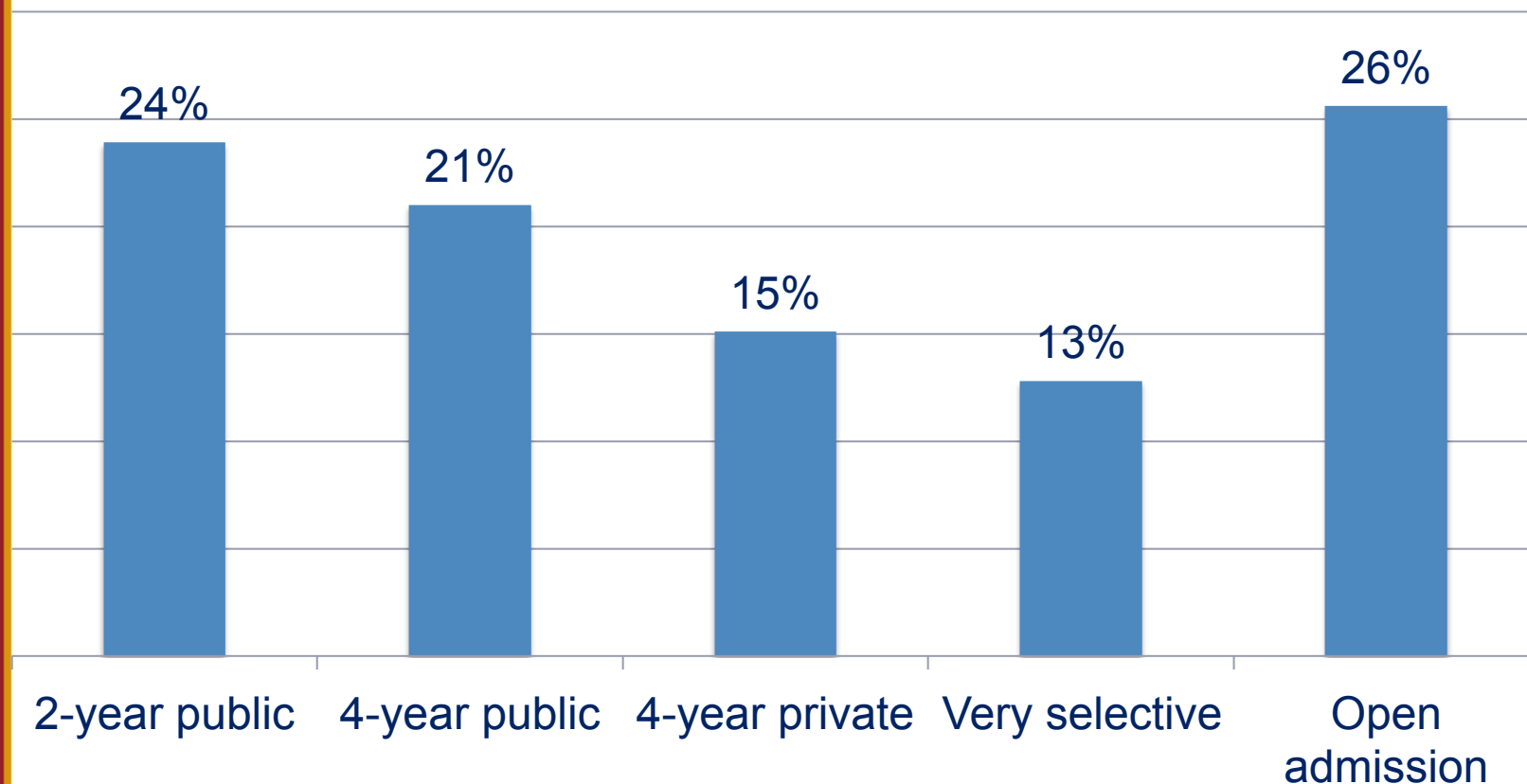
Worrisome Trends

**WRONG
WAY**



Trend 1: Academic Readiness for College Is Often Inadequate

Percentage of First-Year Undergraduates Who Took
At least one Remedial Course in 2007-08

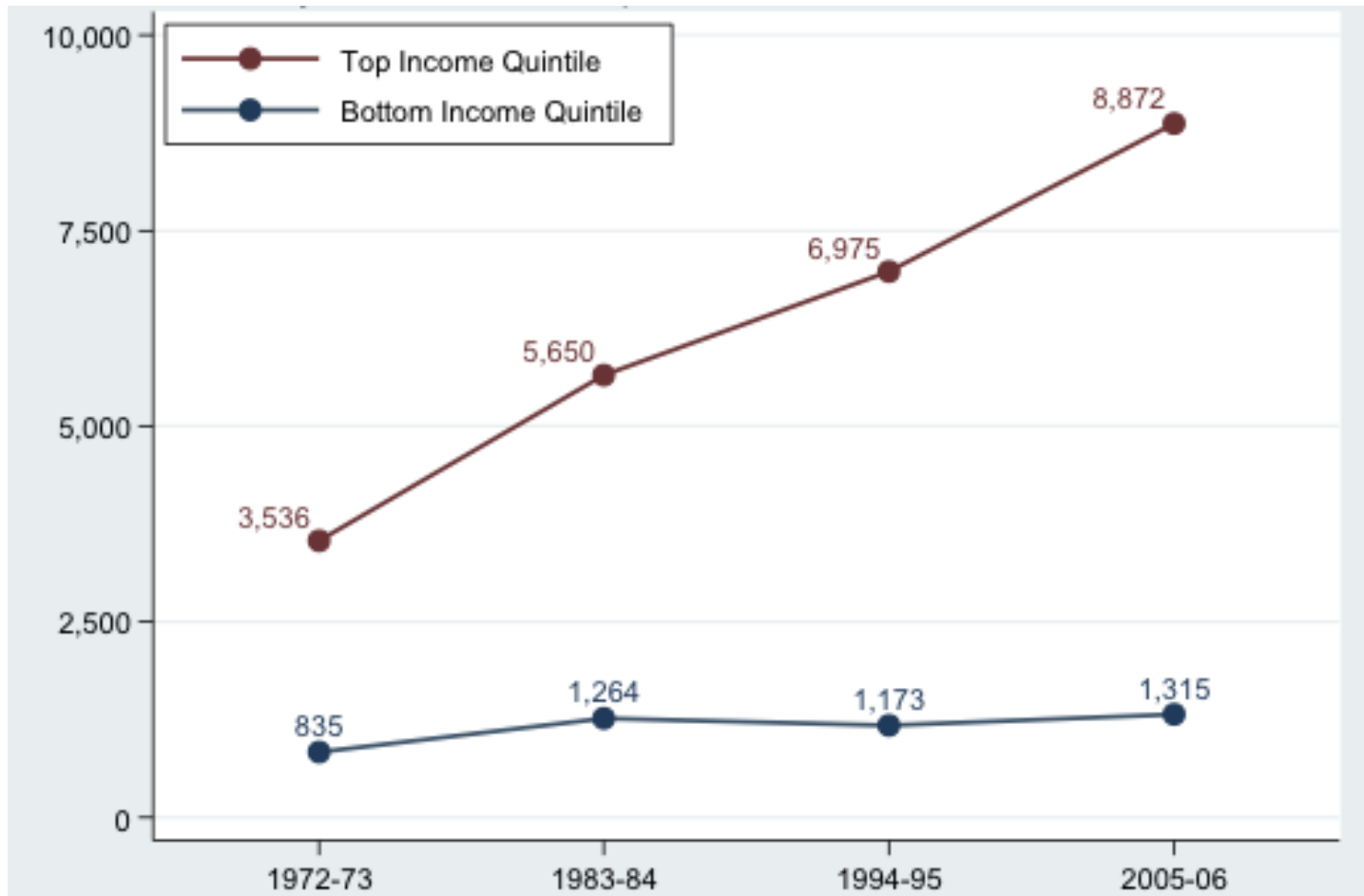


Source: National Center for Education Statistics (2013, January). *First-year undergraduate remedial coursetaking*. Statistics in brief. Washington, DC: Author.



Stratification of Academic Resources

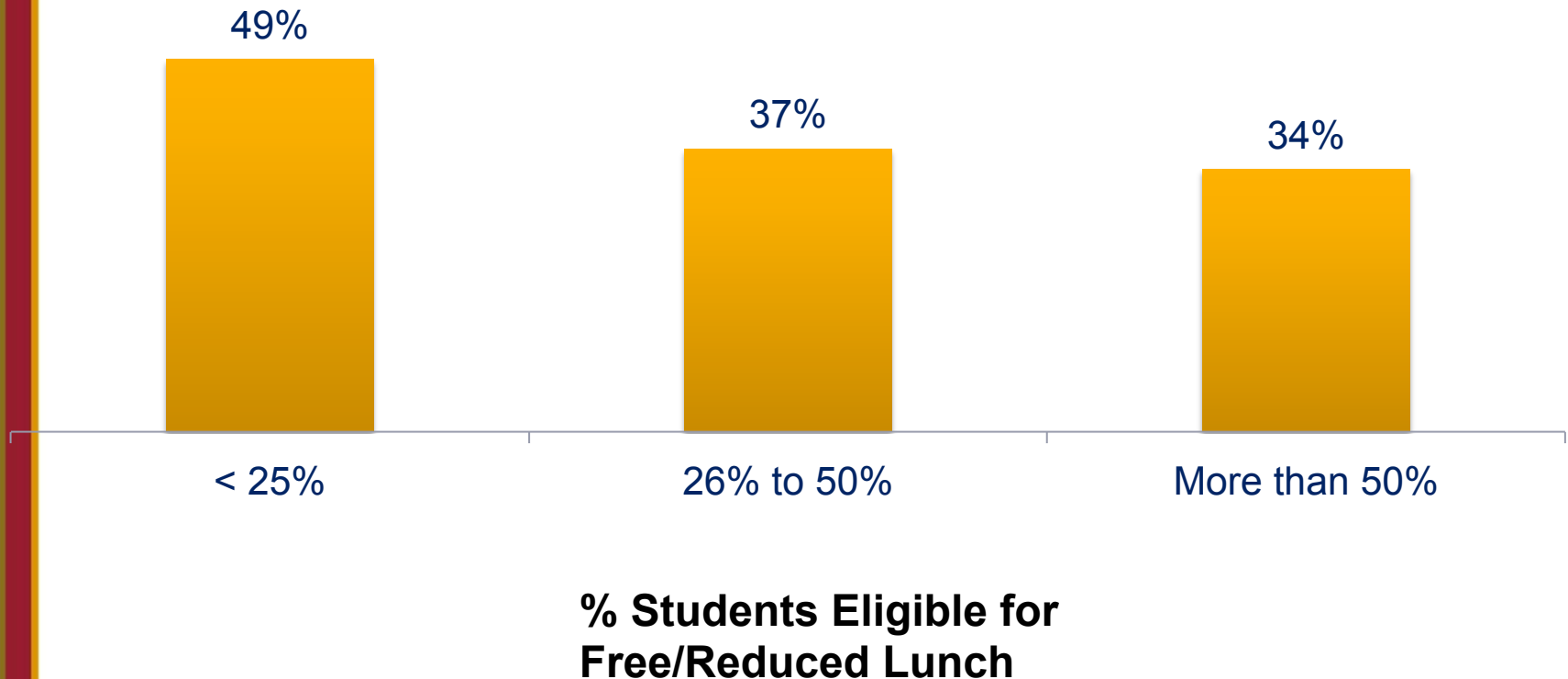
Family Enrichment Expenditures on Children: 1972 to 2002



Source: Reardon (2012, November). *Income, inequality, and educational outcomes: U.S. and international evidence*. Presentation at the University of Pennsylvania, Philadelphia, PA.

Differential Access to Academic Resources In K-12 Education

**Percentage of 2009 Public H.S. Graduates Who Earned
Credits in Dual Credit, AP, or IB Courses**



Source: NCES (2012). *Digest of Education Statistics 2011*.
Washington, DC: Author.

Potential Improvements in College Readiness?



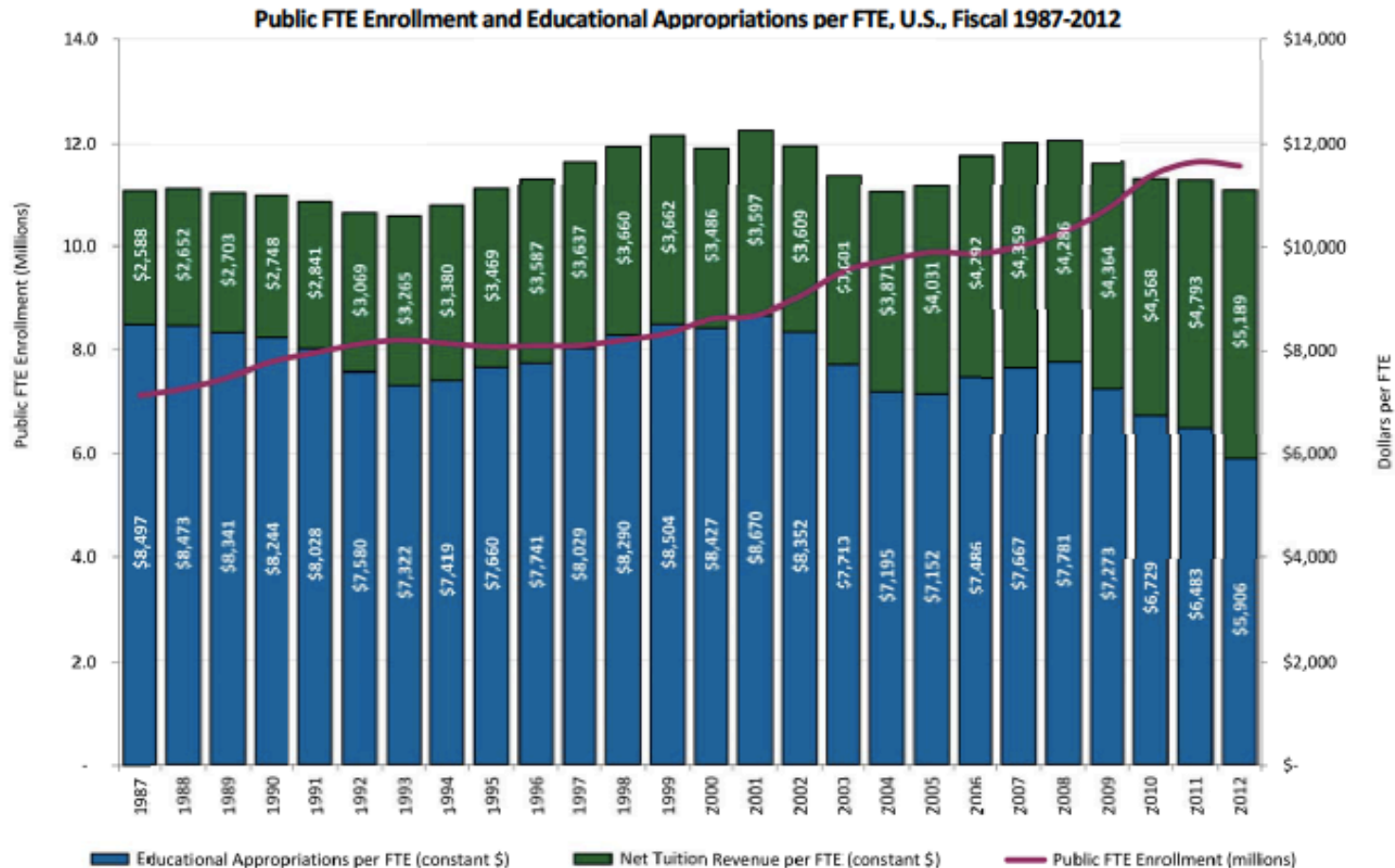
Trend 2: Shifting Responsibility for Paying College Costs



Increasing Privatization of Higher Education



Figure 3



Note: Net tuition revenue used for capital debt service are included in the above figures.
 Constant 2012 dollars adjusted by SHEEO Higher Education Cost Adjustment (HECA).

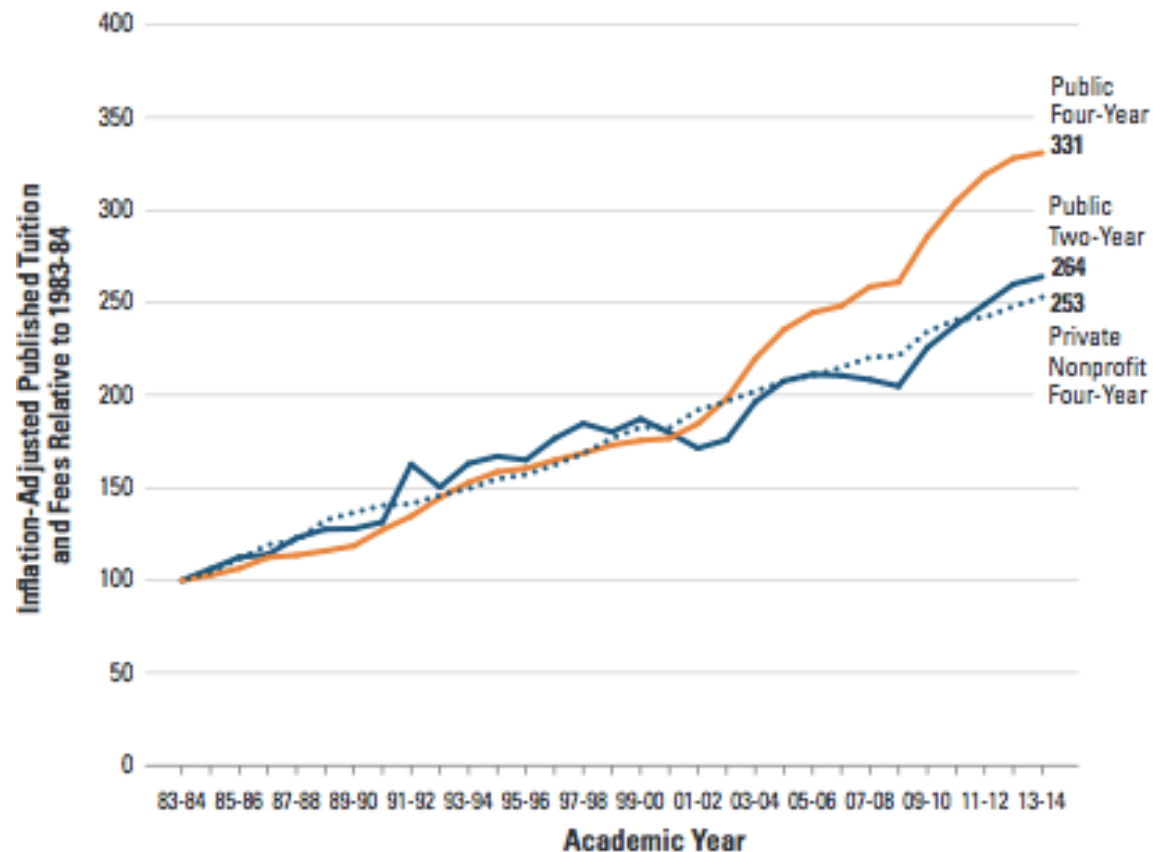
Note: Dollars adjusted by 2012 HECA, Cost of Living Adjustment, and Enrollment Mix Index.
 Source: State Higher Education Executive Officers. *SHEF* FY2012.



Growth in Tuition and Fees

FIGURE 5

Inflation-Adjusted Published Tuition and Fees Relative to 1983-84, 1983-84 to 2013-14 (1983-84 = 100)

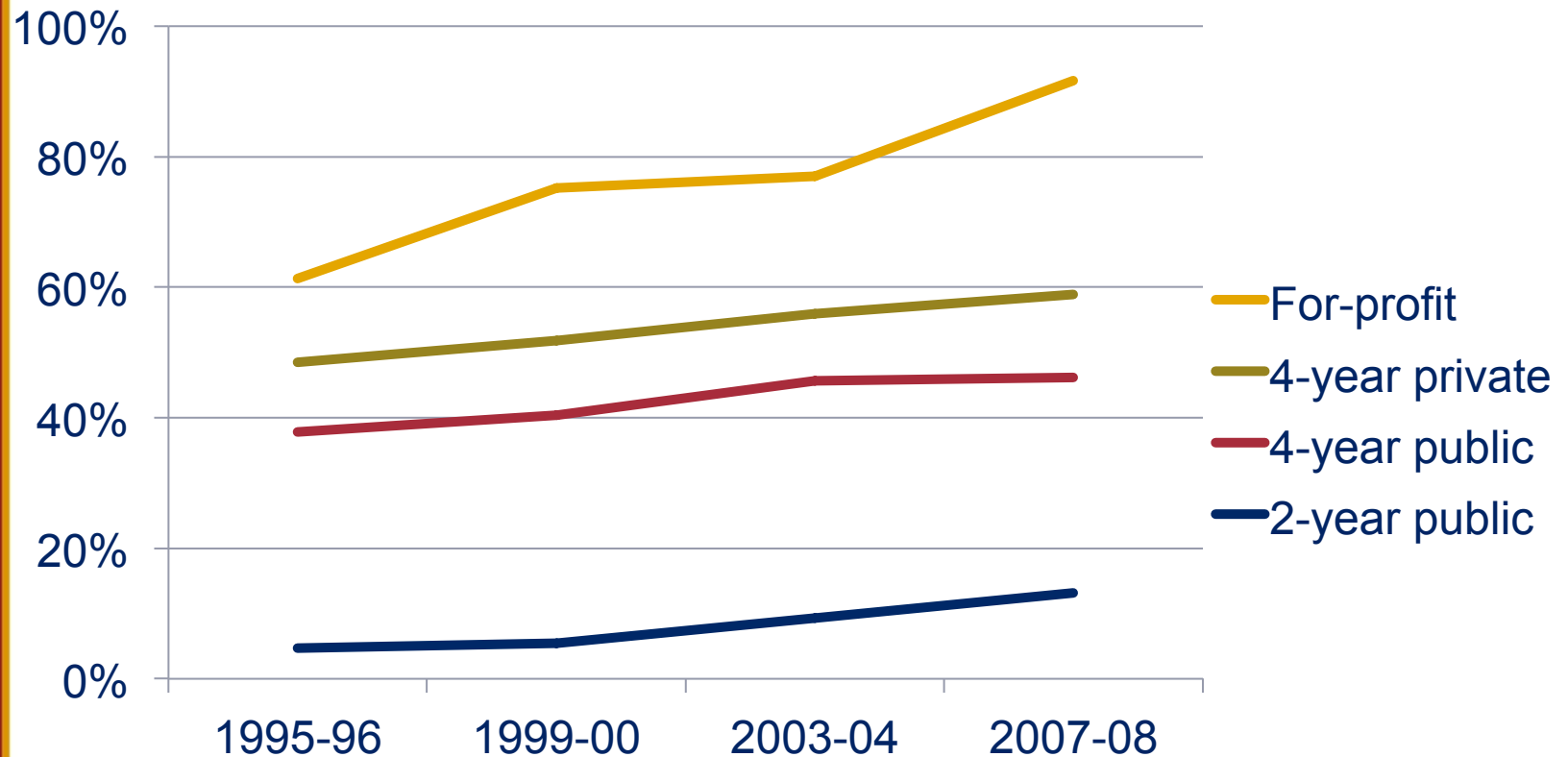


Source: College Board (2013). *Trends in College Pricing 2013*.



Increasing Use of Loans To Pay College Costs

Percent of Undergraduates Borrowing: 1995-96 to 2007-08

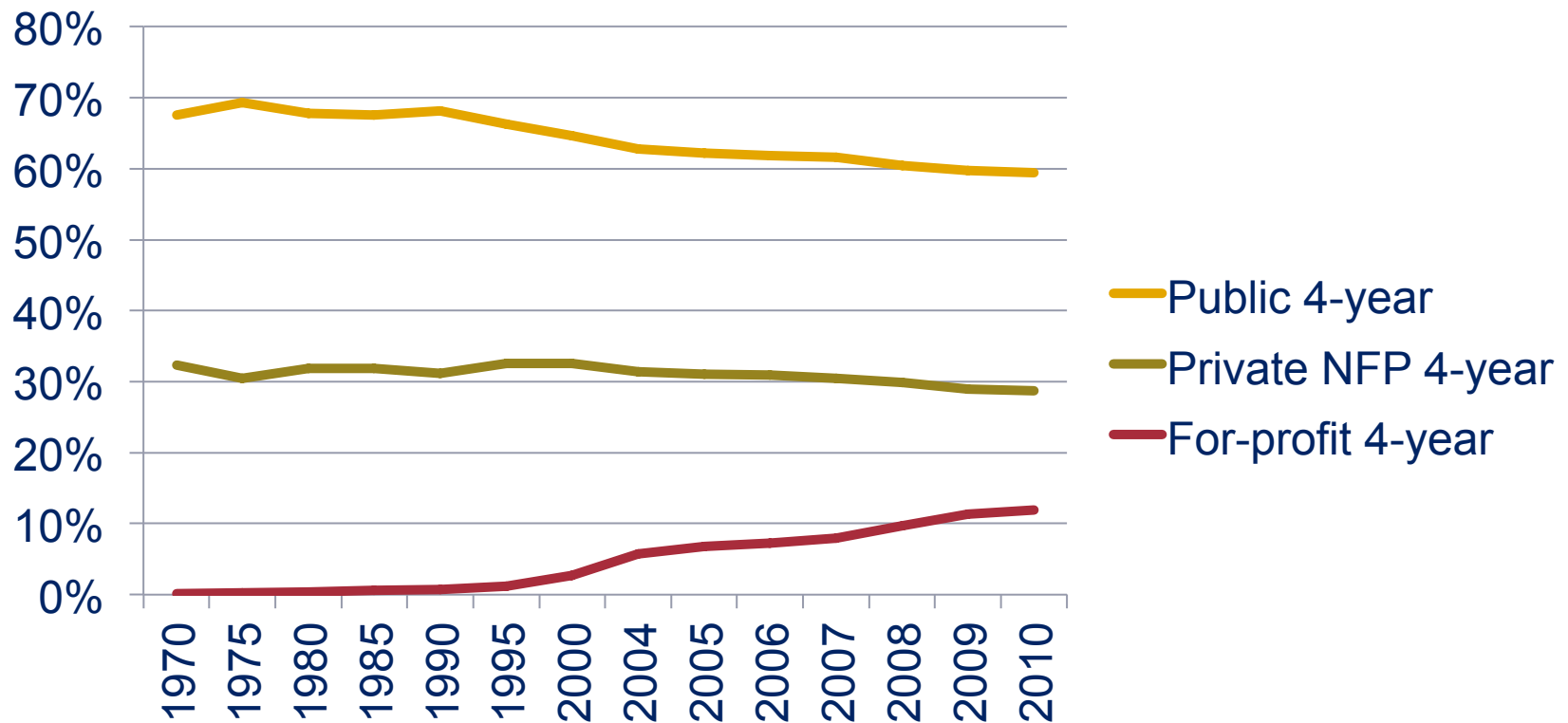


Source: National Center for Education Statistics (2011). *Trends in student financing of undergraduate education: Selected years*. Washington, DC: Author.



Trend 3: Changing Higher Education Options

Distribution of Total Enrollment in Four-Year Degree-Granting Institutions by Institutional Type

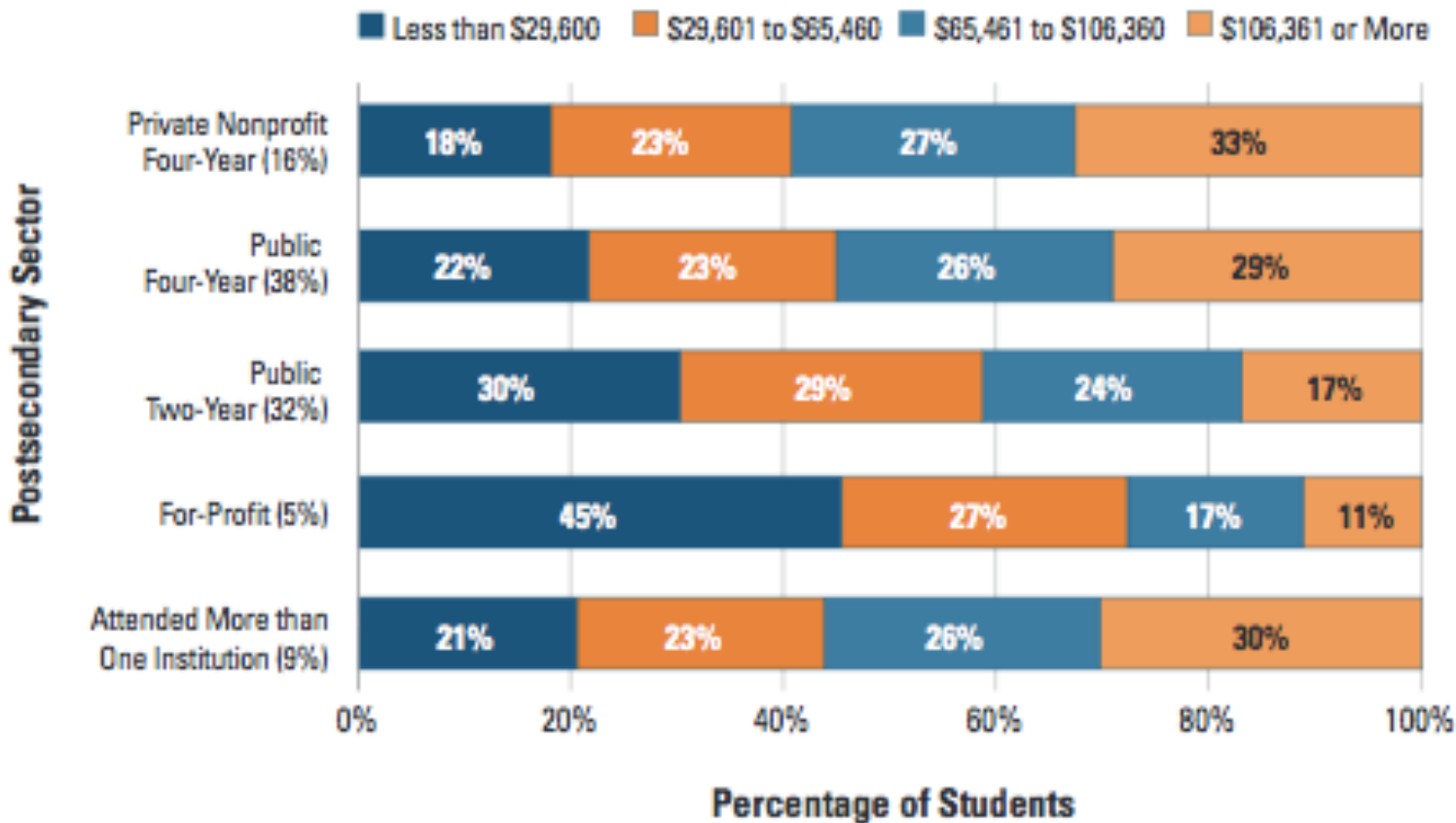


Source: National Center for Education Statistics (2012). *Digest of Education Statistics*.
Washington, DC: Author.



College Destinations Vary By Family Income

Family Income Distribution of Dependent Students Within Postsecondary Sectors (with Percentage of Students Enrolled in Each Sector), 2011-12



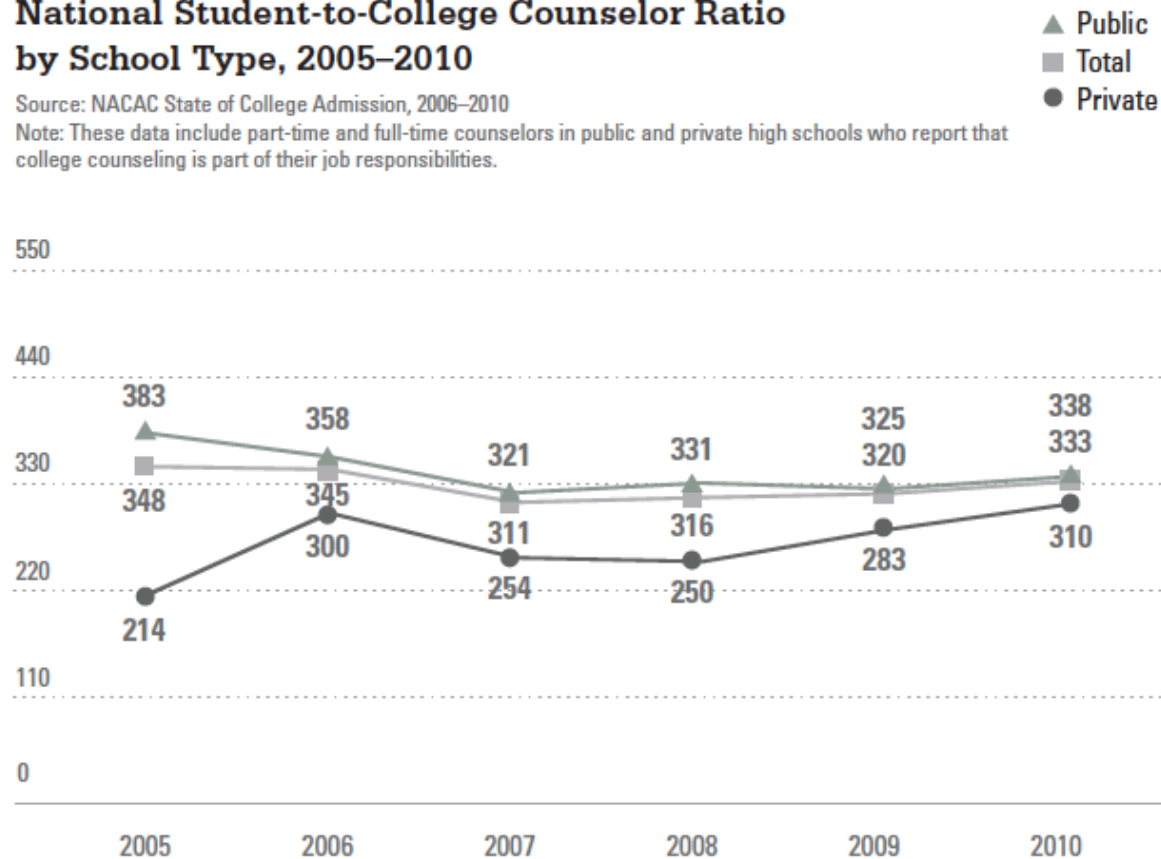
Source: Baum, S., Ma, J., & Payea, K. (2013). *Education Pays*. Washington, DC: College Board.

Trend 4: Minimal Changes In Availability of H.S. Counselors

National Student-to-College Counselor Ratio by School Type, 2005–2010

Source: NACAC State of College Admission, 2006–2010

Note: These data include part-time and full-time counselors in public and private high schools who report that college counseling is part of their job responsibilities.



Source: Hughes, K. (2012). *The college completion agenda 2012, Progress report*. College Board Advocacy & Policy Center.



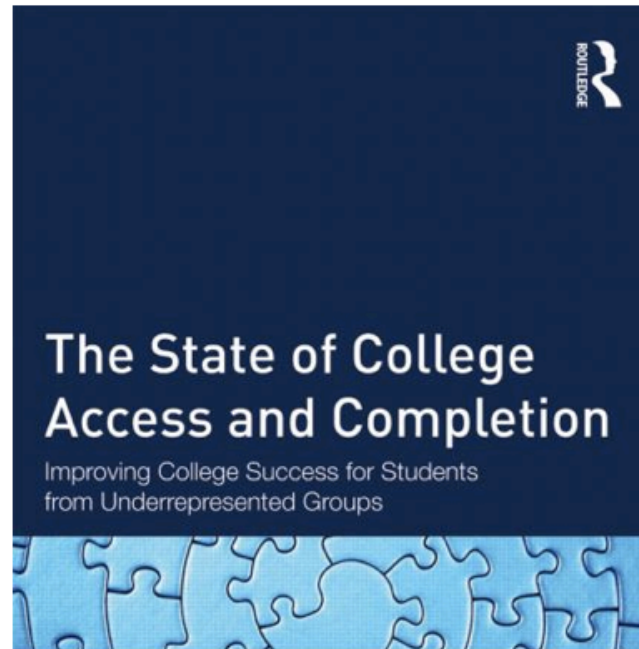
Trend 5: Increasing Attention to Finding the “Silver Bullet”



Is Stratification of Higher Education Opportunity Inevitable?



What are Effective Strategies for Raising Attainment and Closing Gaps Across Groups?



Edited by LAURA W. PERNA and ANTHONY JONES

Perna, L.W., & Jones, A. (Eds., 2013). *The state of college access and completion: Improving college success for students from underrepresented groups*. New York, NY: Routledge



Recommendations

(The State of College Access and Completion)

1. Improve academic readiness for college.
2. Improve alignment across and within sectors and levels
3. Improve college affordability
4. Ensure early knowledge of college and aid
5. Adapt approaches to reflect diversity of students, institutions, and state and other contexts
6. Collect and use data to monitor college access and completion and refine policies and practices



The Role of State Policy in Improving Attainment

The Attainment Agenda

State Policy Leadership

— *in* —

Higher Education

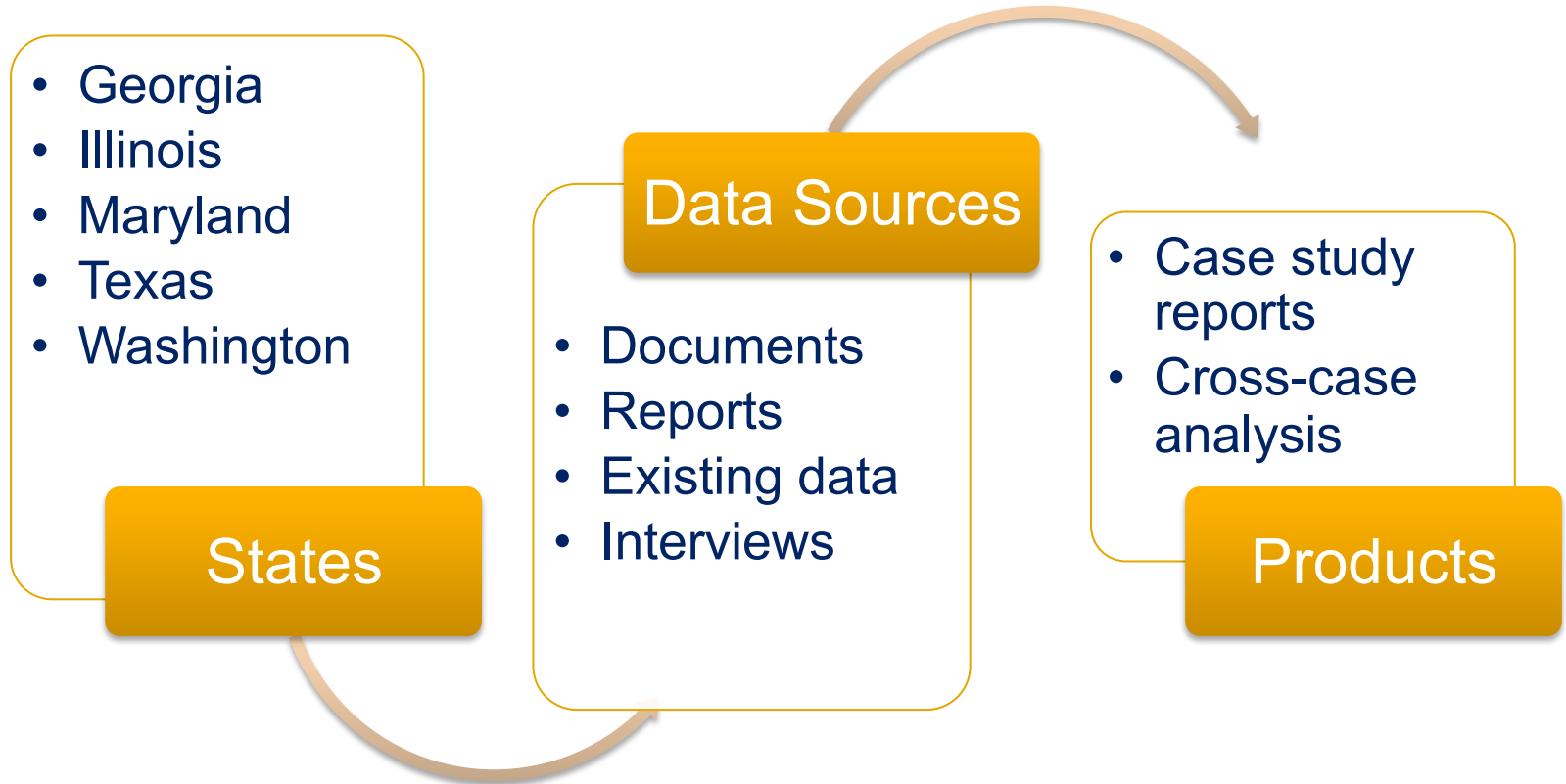


Laura W. Perna & Joni E. Finney

Foreword by Patrick M. Callan

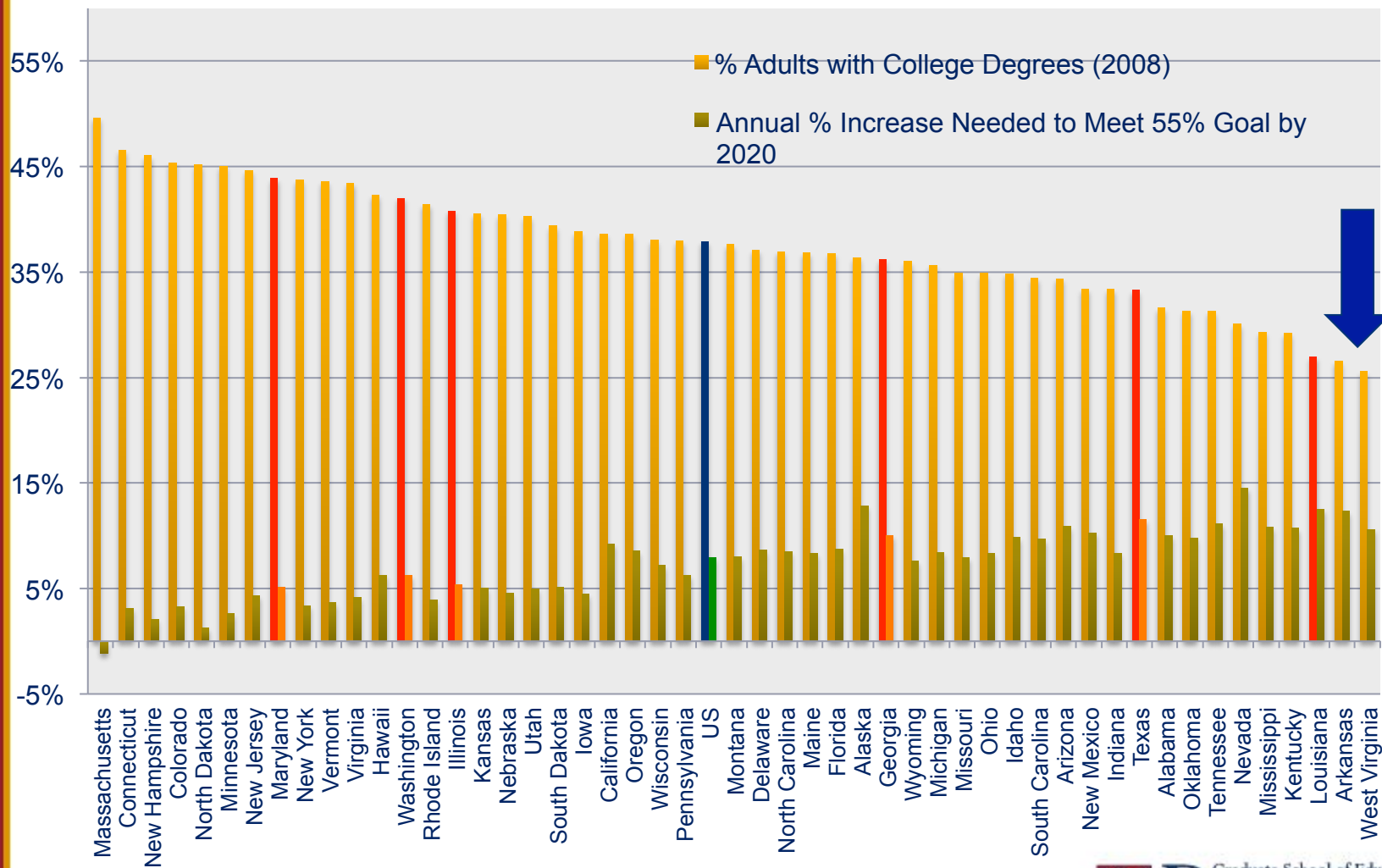


What We Did





Educational Attainment Varies Across States

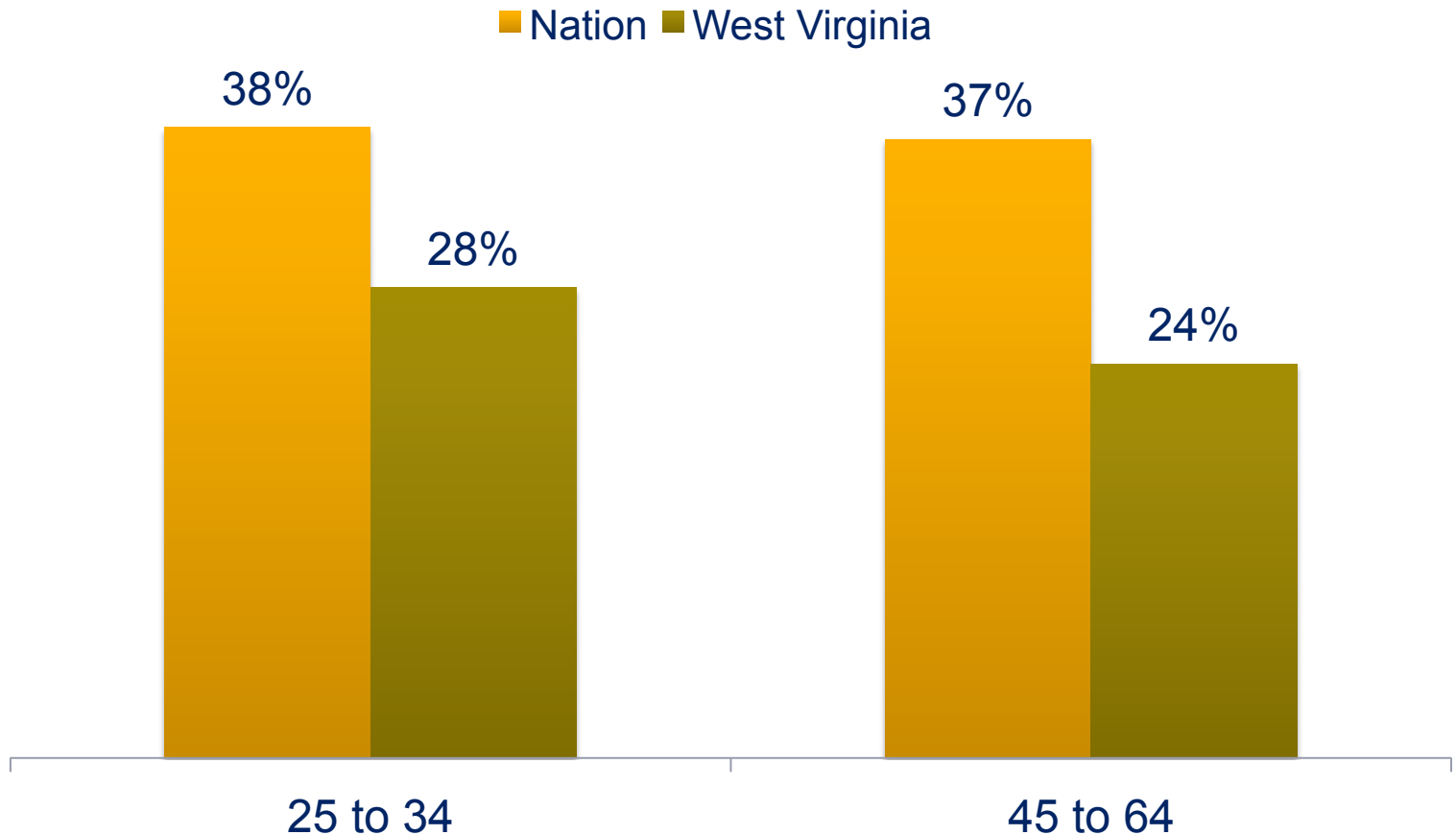


Source: Kelly (2010)



Educational Attainment in West Virginia is Higher Among Younger than Older Adults

Percentage of Adults With at Least an Associate's Degree, 2008



Source: Kelly (2010)



State-Specific Stories

Illinois

- A story of decline

Washington

- State leadership vacuum

Maryland

- Much accomplished, much at stake

Texas

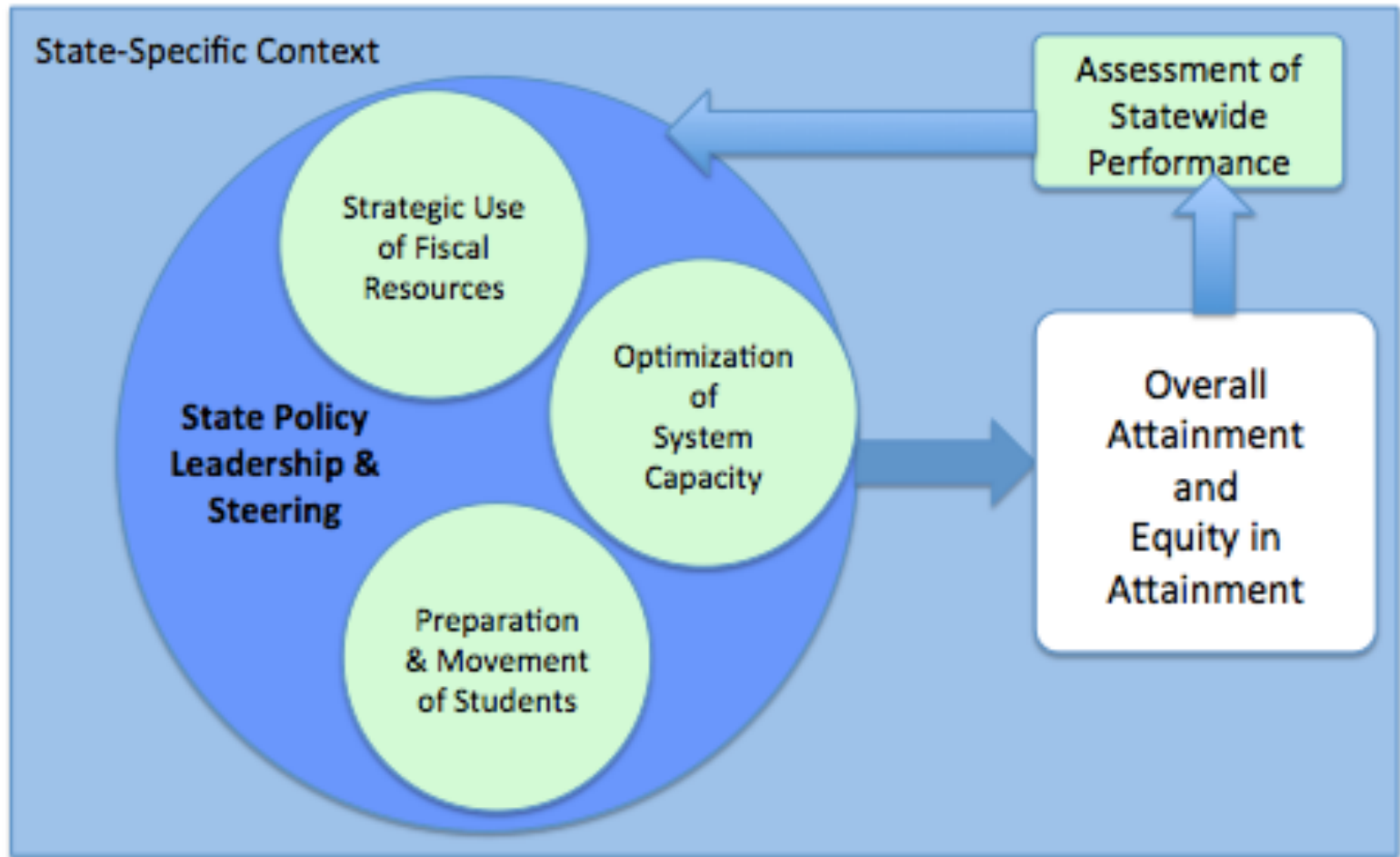
- Hard choices ahead

Georgia

- Perpetuating disparity



Cross-State Conclusions



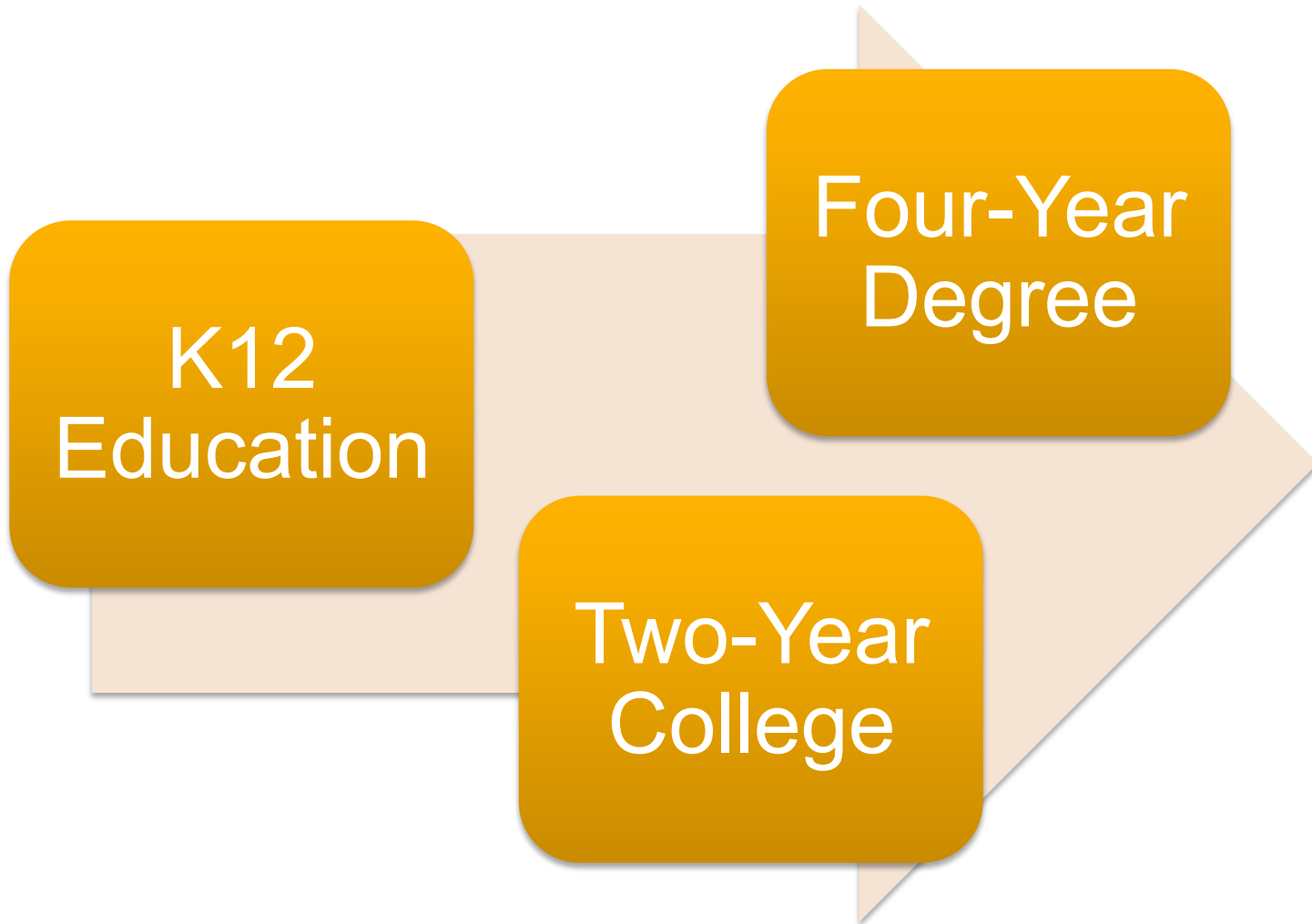
Source: Perna & Finney (2014).



Strategic Use of Available Fiscal Resources



Academic Preparation and Smooth Movement of Students





Optimization of System Capacity





Policy Leadership and Steering





Make Equity a Priority



The only thing more expensive than education is ignorance.
– Benjamin Franklin



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