

# **Fall 2016 Enrollment Report: West Virginia Overall and Public Four-Year Institutions**



**Presentation at November 18, 2016 meeting of  
the Higher Education Policy Commission**

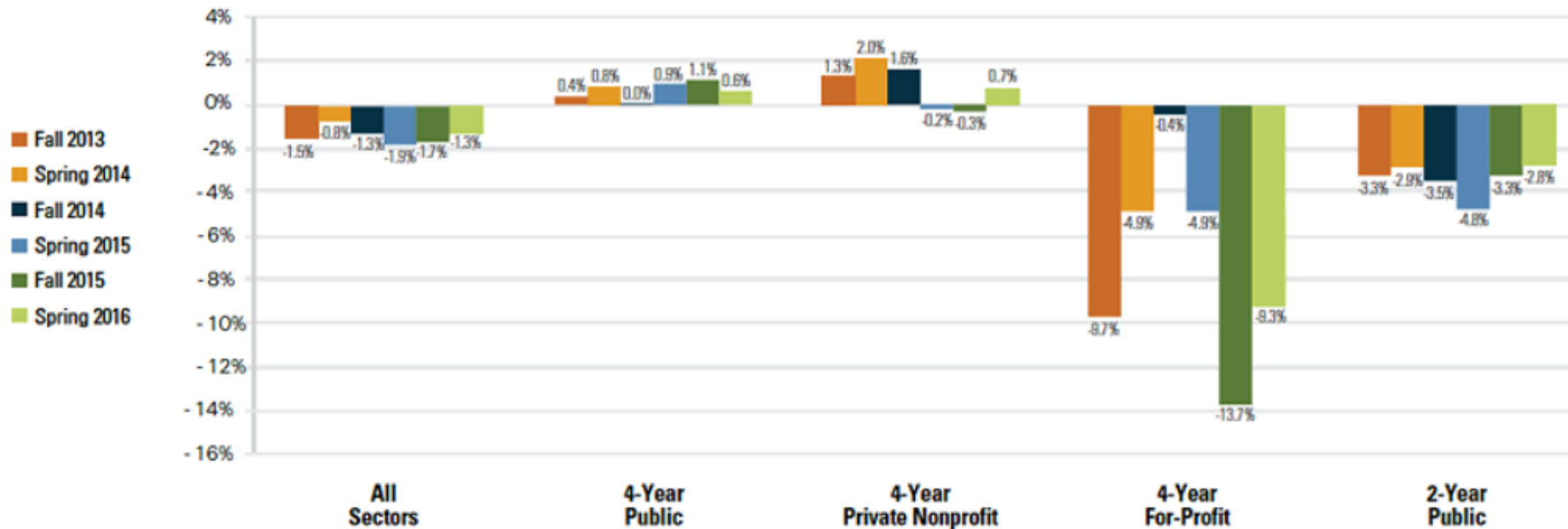
# National Enrollment Trends

- College enrollment generally goes up during economic downturns and then declines as jobs return.
- Enrollment numbers nationally are particularly down for non-traditional students.
- The National Center for Education Statistics predicts that national college enrollment will increase at a very slow rate from 2010 to 2021.

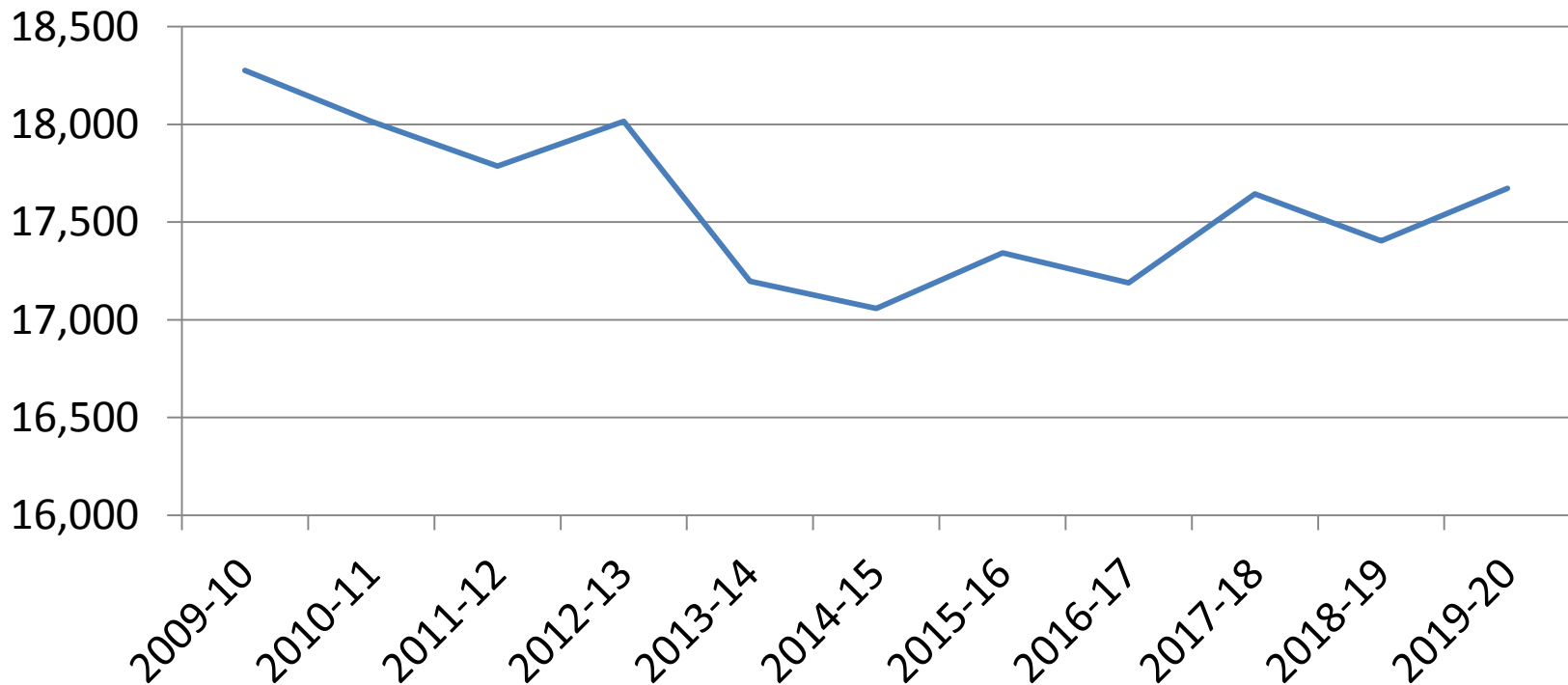


# National Enrollment Trends

Figure 1: Percent Change from Previous Year, Enrollment by Sector (Title IV, Degree-Granting Institutions)



# WV High School Graduate Projections: 2010 to 2020

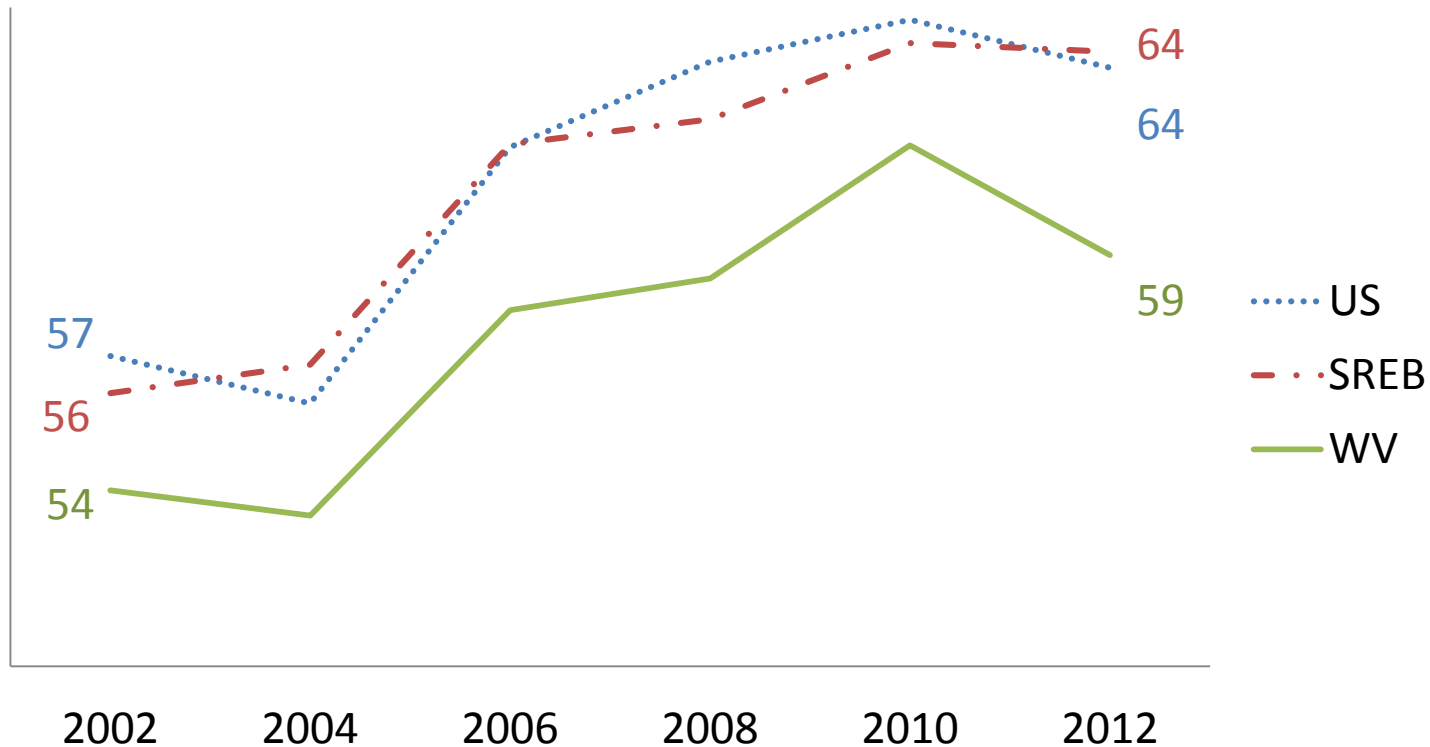


**According to WICHE, the number of graduates produced by public and private high schools in WV has declined since 2008-09 and will decrease through 2014-15.**

Source: WICHE, 2012



# College-Going Rate Among Recent H.S. Graduates



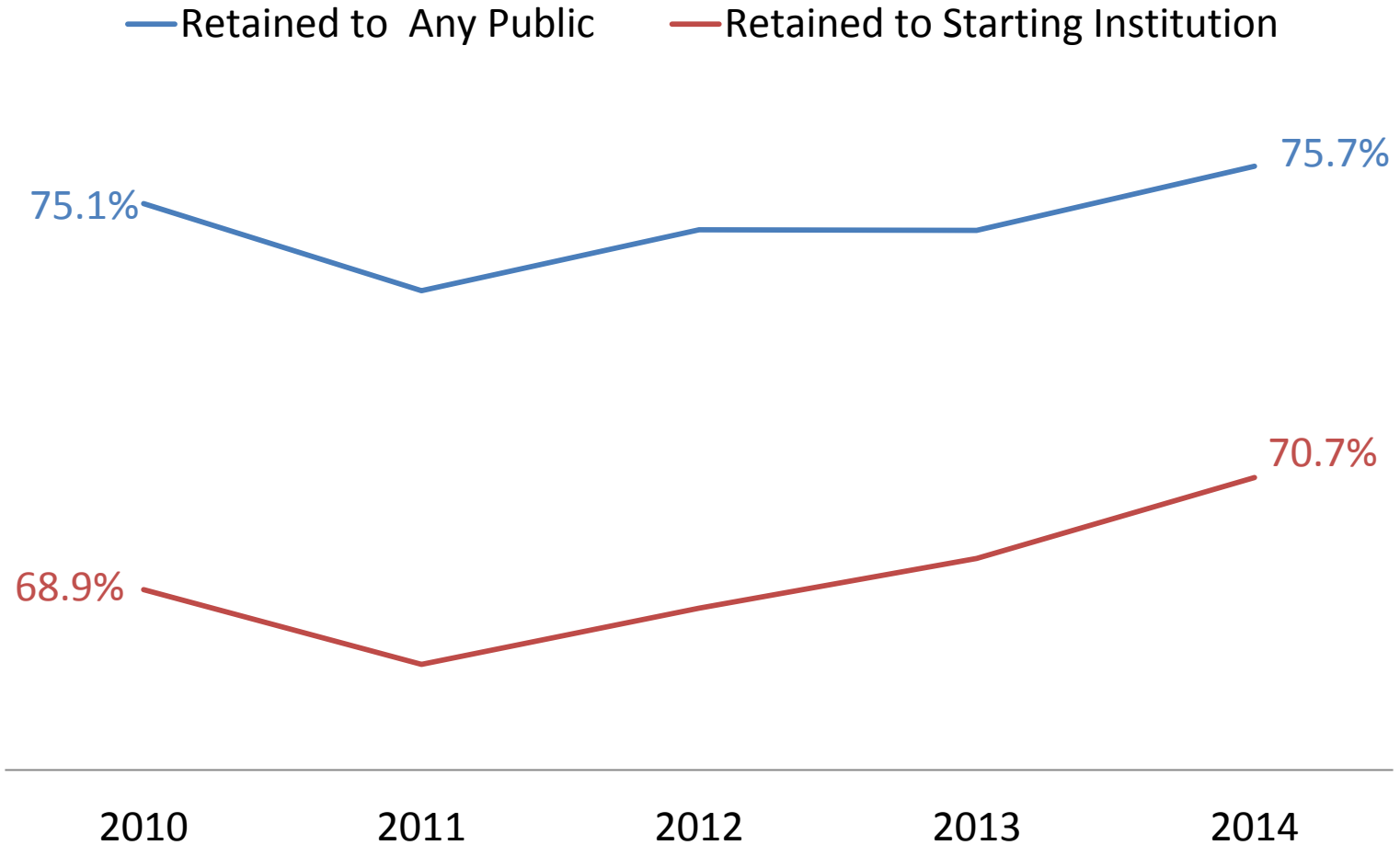
**West Virginia 2012 college-going rate: 59%**

**U.S. 2012 college-going rate: 64%**



# Fall-Fall-Retention, HEPC

## First-Time, Full-Time Freshmen



# HEPC Fall-to-Fall Retention Total (Same Institution)

Institution	2010	2011	2012	2013	2014
<b>Fall-to-Fall Retention</b>					
Bluefield State College	56.5%	53.3%	57.3%	59.7%	57.9%
Concord University	60.0%	62.0%	63.8%	67.3%	64.7%
Fairmont State University	61.1%	63.7%	61.5%	63.6%	64.7%
Glenville State College	59.1%	51.4%	55.4%	58.6%	56.4%
Marshall University	69.8%	71.1%	68.3%	72.3%	72.8%
Potomac State College of WVU	44.7%	45.7%	45.2%	42.4%	43.7%
Shepherd University	67.8%	63.9%	68.0%	68.3%	65.8%
West Liberty University	65.7%	69.9%	65.1%	65.5%	69.2%
West Virginia State University	58.4%	52.2%	51.0%	56.7%	58.8%
West Virginia University	77.5%	75.2%	77.1%	76.7%	78.8%
WVU Institute of Technology	50.2%	40.7%	53.2%	53.7%	56.5%
	<b>68.9%</b>	<b>67.7%</b>	<b>68.6%</b>	<b>69.4%</b>	<b>70.7%</b>



# HEPC In-State Fall-to-Fall Retention Total (Same Institution)

Institution	2010	2011	2012	2013	2014
<b>Fall-to-Fall Retention</b>					
Bluefield State College	56.2%	53.1%	60.7%	59.0%	58.8%
Concord University	59.3%	63.3%	63.2%	68.0%	68.5%
Fairmont State University	62.3%	64.3%	61.8%	65.6%	65.7%
Glenville State College	61.2%	55.8%	55.6%	60.4%	60.0%
Marshall University	71.3%	71.8%	69.2%	73.5%	73.8%
Potomac State College of WVU	48.6%	51.9%	49.2%	50.8%	47.3%
Shepherd University	68.7%	64.2%	68.8%	69.8%	69.4%
West Liberty University	66.7%	72.5%	62.7%	63.5%	69.7%
West Virginia State University	59.7%	52.4%	51.2%	58.5%	59.1%
West Virginia University	82.0%	79.7%	81.2%	79.8%	82.4%
WVU Institute of Technology	51.1%	41.9%	51.7%	58.2%	55.6%
<b>Total</b>	<b>69.2%</b>	<b>68.6%</b>	<b>68.4%</b>	<b>70.5%</b>	<b>71.7%</b>



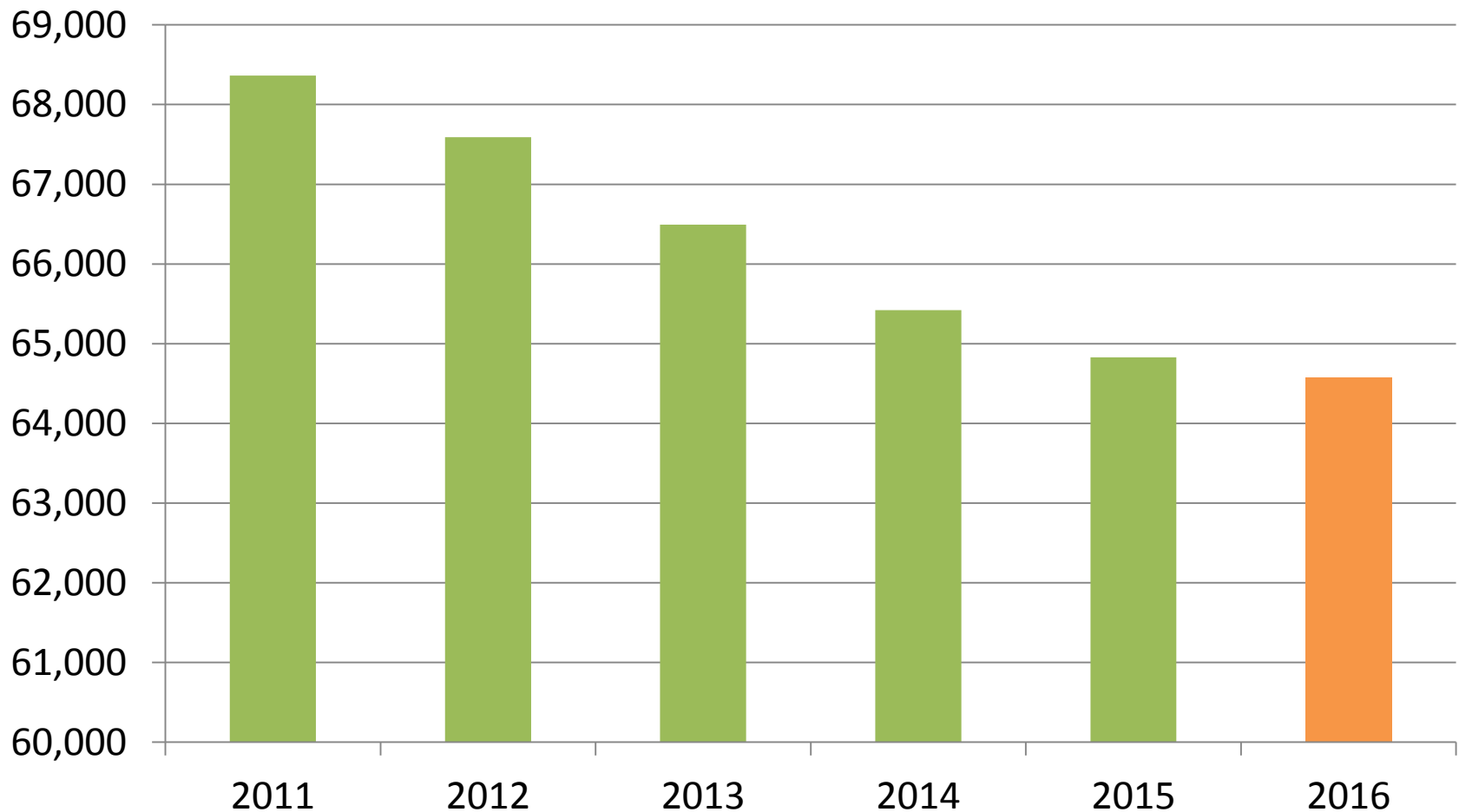


# HEPC Out-of-State Fall-to-Fall Retention Total (Same Institution)

Institution	2010	2011	2012	2013	2014
<b>Fall-to-Fall Retention</b>					
Bluefield State College	59.3%	55.6%	37.8%	64.1%	52.9%
Concord University	61.9%	58.4%	66.1%	65.0%	48.8%
Fairmont State University	50.0%	60.6%	58.8%	48.9%	58.8%
Glenville State College	46.7%	37.3%	54.8%	51.7%	41.2%
Marshall University	65.8%	69.1%	65.5%	68.3%	69.2%
Potomac State College of WVU	37.7%	36.5%	39.5%	32.9%	39.1%
Shepherd University	66.3%	63.6%	66.8%	65.7%	60.4%
West Liberty University	63.5%	65.1%	71.1%	70.4%	68.4%
West Virginia State University	52.5%	51.2%	50.0%	48.6%	57.9%
West Virginia University	73.8%	71.6%	74.2%	74.1%	76.0%
WVU Institute of Technology	42.9%	35.8%	59.0%	46.4%	58.0%
<b>Total</b>	<b>68.2%</b>	<b>66.4%</b>	<b>69.0%</b>	<b>67.8%</b>	<b>69.4%</b>



# HEPC Credit Headcount Enrollment



**Total headcount enrollment: 64,577**

**Headcount decreased 0.4% over Fall 2015, and 5.5% over Fall 2011.**

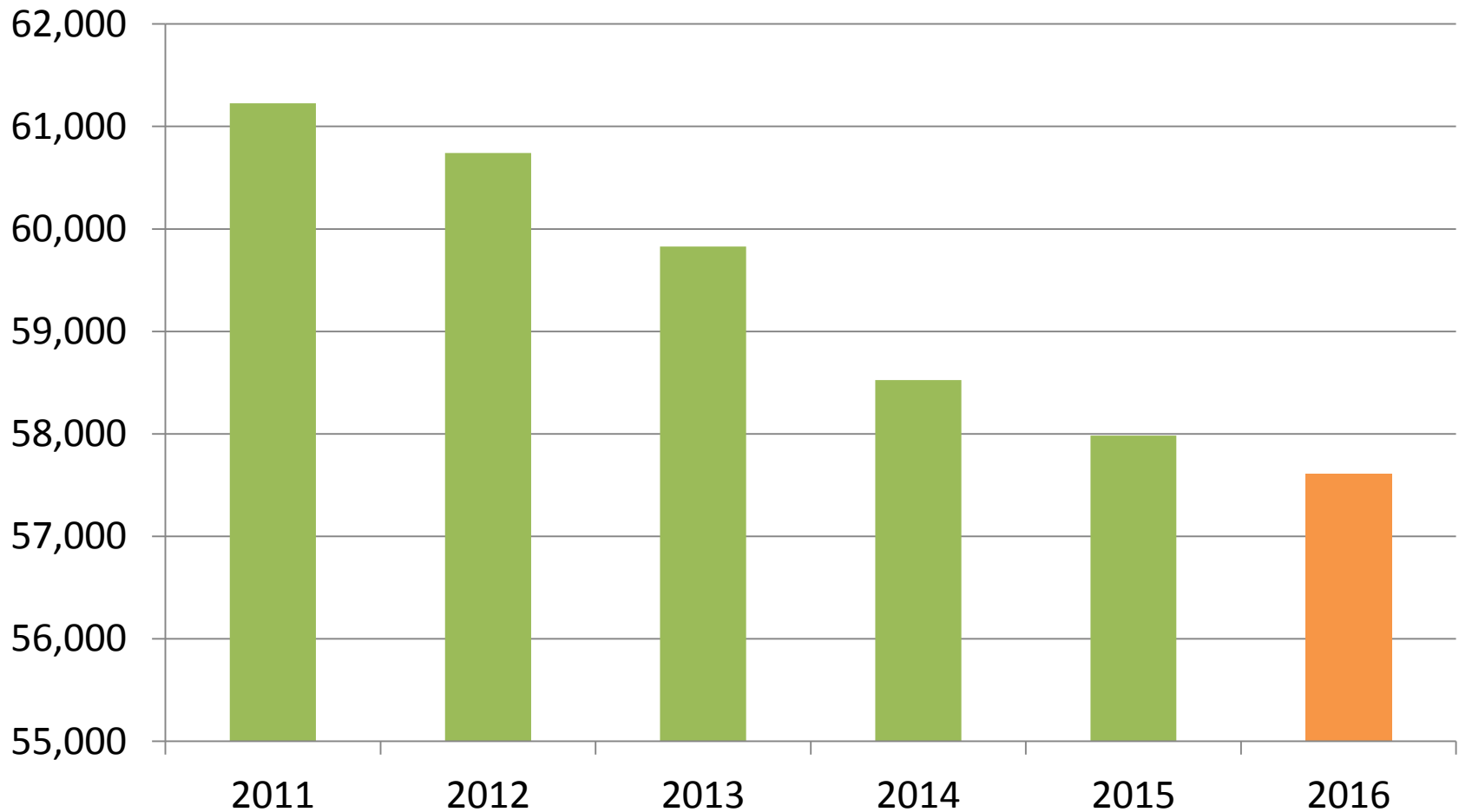


# HEPC Credit Headcount Enrollment by Institution

Institution	2011	2012	2013	2014	2015	2016	2015-16	2011-16
<b>Total Headcount</b>								
Bluefield State College	1,929	1,935	1,747	1,563	1,486	1,362	-8.3%	-29.4%
Concord University	2,797	2,834	2,767	2,545	2,507	2,451	-2.2%	-12.4%
Fairmont State University	4,617	4,451	4,232	4,034	4,041	4,049	0.2%	-12.3%
Glenville State College	1,857	1,898	1,848	1,802	1,731	1,641	-5.2%	-11.6%
Marshall University	13,610	13,277	13,054	13,077	13,318	13,324	0.0%	-2.1%
Potomac State College	1,800	1,781	1,660	1,540	1,475	1,452	-1.6%	-19.3%
Shepherd University	4,393	4,326	4,221	4,041	3,861	3,779	-2.1%	-14.0%
West Liberty University	2,787	2,804	2,775	2,693	2,340	2,310	-1.3%	-17.1%
West Virginia School of Osteopathic Medicine	816	827	825	807	819	831	1.5%	1.8%
WV State University	2,827	2,644	2,677	2,884	3,212	3,542	10.3%	25.3%
West Virginia University	29,616	29,706	29,466	29,175	28,776	28,487	-1.0%	-3.8%
WVU Institute of Technology	1,315	1,106	1,222	1,261	1,263	1,349	6.8%	2.6%
<b>Total 4 Yr</b>	<b>68,364</b>	<b>67,589</b>	<b>66,494</b>	<b>65,422</b>	<b>64,829</b>	<b>64,577</b>	<b>-0.4%</b>	<b>-5.5%</b>



# HEPC FTE Enrollment



**FTE enrollment: 57,609**

**Enrollment decreased 0.6% over fall 2015, and 5.9% over fall 2011.**

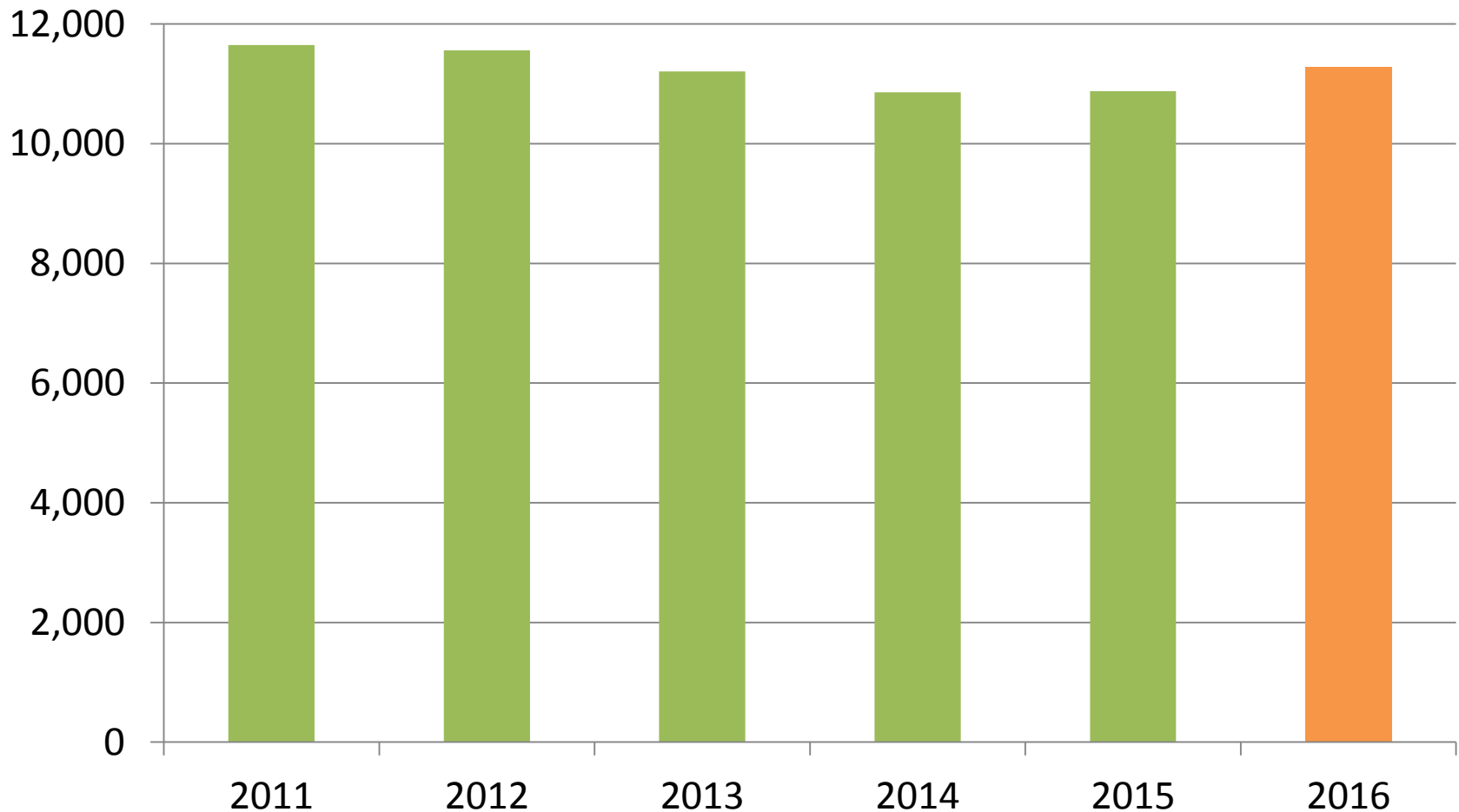


# HEPC FTE Enrollment by Institution

Institution	2011	2012	2013	2014	2015	2016	2015-16	2011-16
<b>Total FTE</b>								
Bluefield State College	1,660	1,717	1,556	1,352	1,307	1,202	-8.0%	-27.6%
Concord University	2,723	2,621	2,539	2,305	2,260	2,176	-3.7%	-20.1%
Fairmont State University	4,023	3,939	3,745	3,565	3,570	3,626	1.6%	-9.9%
Glenville State College	1,412	1,445	1,330	1,279	1,251	1,263	1.0%	-10.5%
Marshall University	11,305	11,234	11,060	11,164	11,414	11,537	1.1%	2.0%
Potomac State College	1,489	1,511	1,381	1,309	1,254	1,205	-3.9%	-19.1%
Shepherd University	3,837	3,774	3,642	3,458	3,282	3,094	-5.7%	-19.4%
West Liberty University	2,656	2,672	2,662	2,513	2,225	2,190	-1.6%	-17.5%
West Virginia School of Osteopathic Medicine	816	827	825	807	819	831	1.5%	1.8%
WV State University	2,259	2,108	2,158	2,229	2,300	2,363	2.7%	4.6%
West Virginia University	27,945	27,948	27,875	27,447	27,205	27,015	-0.7%	-3.3%
WVU Institute of Technology	1,104	946	1,057	1,098	1,097	1,107	0.9%	0.3%
<b>Total 4 Yr</b>	<b>61,227</b>	<b>60,741</b>	<b>59,828</b>	<b>58,525</b>	<b>57,984</b>	<b>57,609</b>	<b>-0.6%</b>	<b>-5.9%</b>



# HEPC First-Time Freshmen



**First-Time Freshmen enrollment: 11,283**

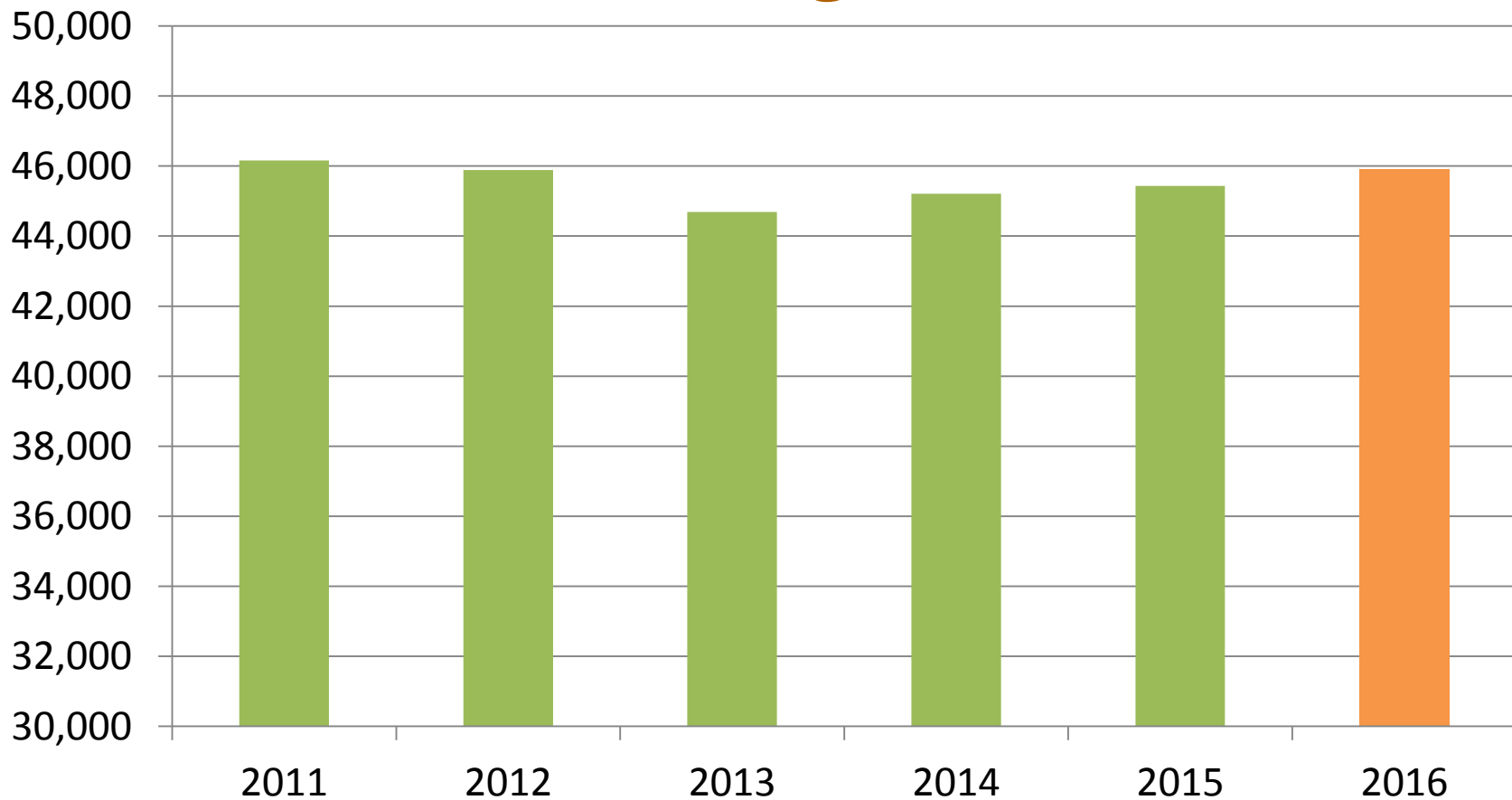
**Enrollment increased 3.7% over fall 2015, and decreased 3.1% over fall 2011.**

# HEPC First-Time Freshmen by Institution

Institution	2011	2012	2013	2014	2015	2016	% Change	
							2015-16	2011-16
<b>Total First-Time Freshmen Headcount</b>								
Bluefield State College	268	307	303	242	273	226	-17.2%	-15.7%
Concord University	585	568	517	427	455	471	3.5%	-19.5%
Fairmont State University	751	739	750	684	823	816	-0.9%	8.7%
Glenville State College	355	400	315	344	341	397	16.4%	11.8%
Marshall University	2,006	1,911	1,872	1,867	1,923	1,900	-1.2%	-5.3%
Potomac State College	720	729	631	639	588	620	5.4%	-13.9%
Shepherd University	794	756	684	642	638	564	-11.6%	-29.0%
West Liberty University	555	526	501	468	408	436	6.9%	-21.4%
WV State University	309	291	418	414	377	424	12.5%	37.2%
West Virginia University	5,022	5,135	4,913	4,868	4,782	5,122	7.1%	2.0%
WVU Institute of Technology	284	199	305	264	268	307	14.6%	8.1%
<b>Total 4 Yr</b>	<b>11,649</b>	<b>11,561</b>	<b>11,209</b>	<b>10,859</b>	<b>10,876</b>	<b>11,283</b>	<b>3.7%</b>	<b>-3.1%</b>



# HEPC Undergraduate Enrollment Age 24 or Younger



**Total enrollment age  $\leq$  24: 45,913**

**Age  $\leq$  24 enrollment increased 1.1 percent over Fall 2015 and decreased 0.5 percent over Fall 2011.**

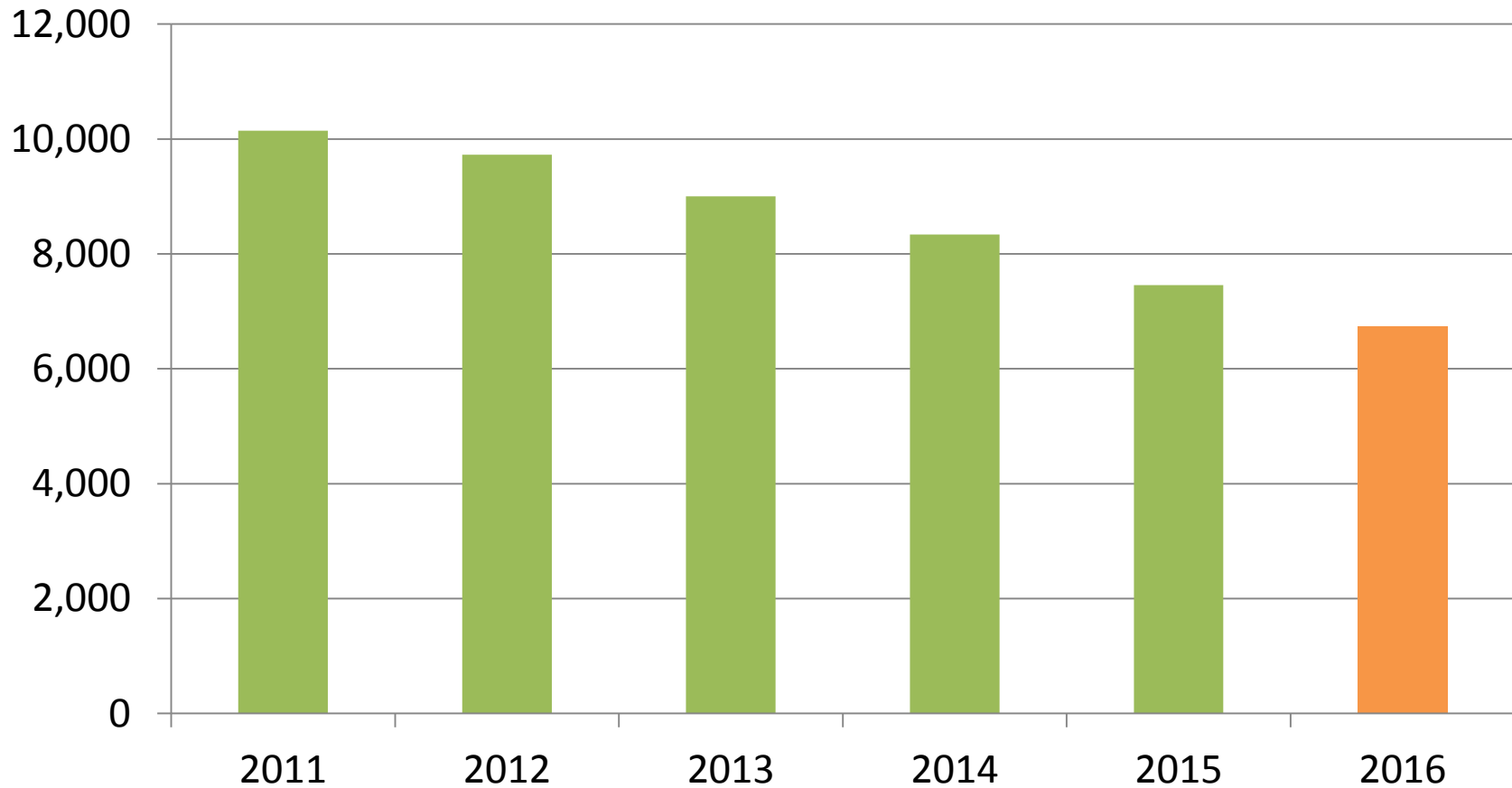


# HEPC Undergraduate Enrollment Age 24 or Younger by Institution

Institution	2011	2012	2013	2014	2015	2016	2015-16	2011-16
<b>Total Headcount</b>								
Bluefield State College	1,090	1,089	1,031	958	938	882	-6.0%	-19.1%
Concord University	2,129	2,085	2,019	1,858	1,775	1,770	-0.3%	-16.9%
Fairmont State University	2,938	2,895	2,889	2,795	2,930	2,961	1.1%	0.8%
Glenville State College	1,216	1,297	1,266	1,260	1,330	1,283	-3.5%	5.5%
Marshall University	7,977	7,950	7,963	7,946	8,038	8,262	2.8%	3.6%
Potomac State College	1,521	1,523	1,425	1,336	1,338	1,316	-1.6%	-13.5%
Shepherd University	3,099	3,148	3,041	2,877	2,752	2,581	-6.2%	-16.7%
West Liberty University	2,411	2,398	2,328	2,227	1,938	1,933	-0.3%	-19.8%
WV State University	1,765	1,625	1,774	1,998	2,391	2,779	16.2%	57.5%
West Virginia University	21,011	21,034	21,109	20,954	20,985	21,038	0.3%	0.1%
WVU Institute of Technology	1,002	844	929	1,000	1,019	1,108	8.7%	10.6%
<b>Total 4 Yr</b>	<b>46,159</b>	<b>45,888</b>	<b>44,688</b>	<b>45,209</b>	<b>45,434</b>	<b>45,913</b>	<b>1.1%</b>	<b>-0.5%</b>



# HEPC Undergraduate Enrollment Age 25 or Older



**Total enrollment age  $\geq 25$ : 6,738**

**Age  $\geq 25$  enrollment decreased 9.6% over fall 2015 and 33.6% over fall 2011.**

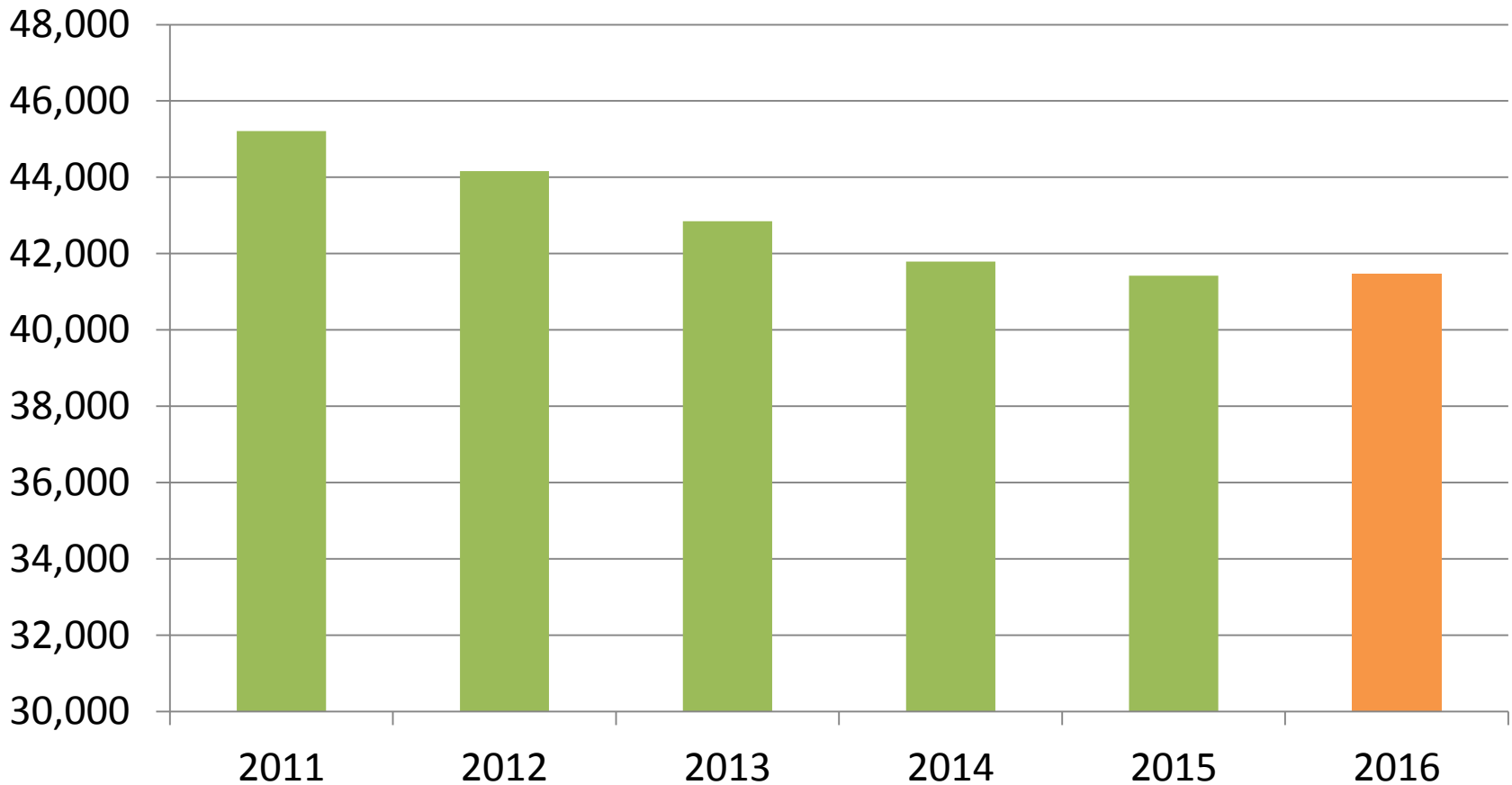


# HEPC Undergraduate Enrollment Age 25 or Older by Institution

Institution	2011	2012	2013	2014	2015	2016	% Change	
							2015-16	2011-16
<b>Total Headcount</b>								
Bluefield State College	839	846	716	605	548	480	-12.4%	-42.8%
Concord University	487	526	486	384	366	332	-9.3%	-31.8%
Fairmont State University	1,330	1,217	1,069	989	877	790	-9.9%	-40.6%
Glenville State College	641	601	582	542	401	358	-10.7%	-44.1%
Marshall University	2,092	1,942	1,799	1,621	1,501	1,380	-8.1%	-34.0%
Potomac State College	279	258	235	204	137	136	-0.7%	-51.3%
Shepherd University	1,141	1,022	1,006	981	892	855	-4.1%	-25.1%
West Liberty University	317	321	319	304	226	175	-22.6%	-44.8%
WV State University	1,007	936	848	837	750	680	-9.3%	-32.5%
West Virginia University	1,700	1,793	1,648	1,609	1,513	1,311	-13.4%	-22.9%
WVU Institute of Technology	313	262	293	261	244	241	-1.2%	-23.0%
<b>Total 4 Yr</b>	<b>10,146</b>	<b>9,724</b>	<b>9,001</b>	<b>8,337</b>	<b>7,455</b>	<b>6,738</b>	<b>-9.6%</b>	<b>-33.6%</b>



# HEPC In-State Enrollment



**Total in-state enrollment : 41,469**

**In-state enrollment decreased 0.1 percent over Fall 2015 and decreased 8.3 percent over Fall 2011.**

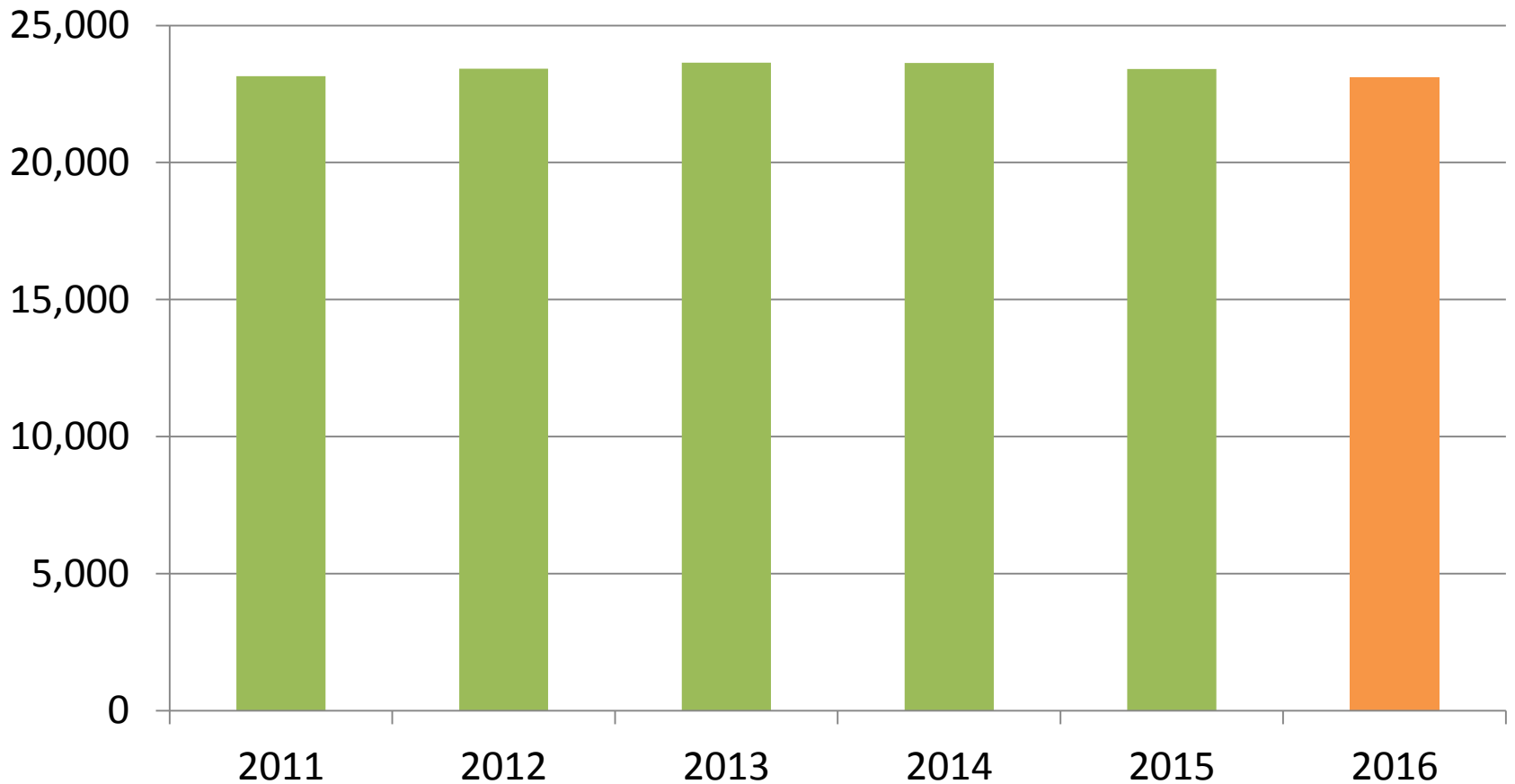


# HEPC In-State Enrollment by Institution

Institution	2011	2012	2013	2014	2015	2016	% Change	
							2015-16	2011-16
<b>Total Headcount</b>								
Bluefield State College	1,727	1,712	1,546	1,361	1,290	1,184	-8.2%	-31.4%
Concord University	2,281	2,351	2,264	2,069	2,102	2,064	-1.8%	-9.5%
Fairmont State University	4,175	4,013	3,784	3,572	3,569	3,560	-0.3%	-14.7%
Glenville State College	1,630	1,632	1,605	1,581	1,482	1,411	-4.8%	-13.4%
Marshall University	10,320	10,117	9,916	9,810	9,944	10,053	1.1%	-2.6%
Potomac State College	1,333	1,279	1,144	1,067	1,003	1,068	6.5%	-19.9%
Shepherd University	2,625	2,572	2,530	2,437	2,315	2,294	-0.9%	-12.6%
West Liberty University	1,898	1,979	1,914	1,829	1,548	1,547	-0.1%	-18.5%
West Virginia School of Osteopathic Medicine	230	247	263	264	251	229	-8.8%	-0.4%
WV State University	2,566	2,415	2,448	2,626	2,949	3,220	9.2%	25.5%
West Virginia University	15,293	14,890	14,489	14,205	14,021	13,777	-1.7%	-9.9%
WVU Institute of Technology	1,132	956	945	966	947	1062	12.1%	-6.2%
<b>Total 4 Yr</b>	<b>45,210</b>	<b>44,163</b>	<b>42,848</b>	<b>41,787</b>	<b>41,421</b>	<b>41,469</b>	<b>0.1%</b>	<b>-8.3%</b>



# HEPC Out-of-State Enrollment



**Total out-of-state enrollment : 23,108**

**Out-of-State enrollment decreased 1.3 percent over Fall 2015 and decreased 0.2 percent over Fall 2011.**



# HEPC Out-of-State Enrollment by Institution

Institution	2011	2012	2013	2014	2015	2016	% Change	
							2015-16	2011-16
<b>Total Headcount</b>								
Bluefield State College	202	223	201	202	196	178	-9.2%	-11.9%
Concord University	516	483	503	476	405	387	-4.4%	-25.0%
Fairmont State University	442	438	448	462	472	489	3.6%	10.6%
Glenville State College	227	266	243	221	249	230	-7.6%	1.3%
Marshall University	3,290	3,160	3,138	3,267	3,374	3,271	-3.1%	-0.6%
Potomac State College	467	502	516	473	472	384	-18.6%	-17.8%
Shepherd University	1,768	1,754	1,691	1,604	1,546	1,485	-3.9%	-16.0%
West Liberty University	889	825	861	864	792	763	-3.7%	-14.2%
West Virginia School of Osteopathic Medicine	586	580	562	543	568	602	6.0%	2.7%
WV State University	261	229	229	258	263	322	22.4%	23.4%
West Virginia University	14,323	14,816	14,977	14,970	14,755	14,710	-0.3%	2.7%
WVU Institute of Technology	183	150	277	295	316	287	-9.2%	56.8%
<b>Total 4 Yr</b>	<b>23,154</b>	<b>23,426</b>	<b>23,646</b>	<b>23,635</b>	<b>23,408</b>	<b>23,108</b>	<b>-1.3%</b>	<b>-0.2%</b>



# Access and Success Initiatives

- FAFSA and financial aid outreach, *prior-prior year*
- GEAR UP, College Foundation of West Virginia, and other high school outreach
- Focus on adult and low-income student populations
- Continued emphasis on student retention
- Expanding dual enrollment as a gateway to institutions
- *15 to Finish* campaign, *6% increase in FT-FT freshmen*
- Developmental education reform, *corequisite to scale by 2018*

