

Attitudes toward Higher Education - US - December 2019

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This report looks at the following areas:

There are currently just under 20 million students enrolled in higher education programs in the US. Three quarters of higher education students are enrolled in non-profit public two-year or four-year programs, but enrollment is dropping as a stronger economy incentivizes potential students to enter or stay in the workforce rather than continue their education.

There are opportunities for schools to offer support to families of first-generation college students navigating their school search and application process.



"The high cost of higher education and a growing need for a degree to earn a living wage mean the stakes are high when it comes to choosing a school. For today's prospective students, twenty-first century tools like school websites are replacing some of the in-person touchpoints upon which older generations relied during their college search."

- Kristen Boesel, Snr Lifestyles & Leisure Analyst

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THE MARKET – WHAT YOU NEED TO KNOW

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- Higher education is expensive; student debt is commonplace
- The price of higher education is only going up
- Overall, enrollment is trending downward

MARKET SIZE AND BREAKDOWN

- Almost 20 million postsecondary students in the US
- About 11.6 million students enrolled in four-year undergrad or graduate programs
- Almost seven million students at public, non-profit two-year schools
- Small share of postsecondary students enrolled in for-profit programs

Figure 2: Postsecondary fall enrollment, by sector, 2017

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- **Financial institutions charge HBCUs more for bonds**
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- **Virginia Tech inundated with acceptances**
- **Schools shutter as enrollment declines**

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- **Cultural changes to the tech industry must start in school**
- **New majors emerge for careers in a digital world**
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