

Holyoke Community College Enrollment Projections to 2030

July 30, 2020

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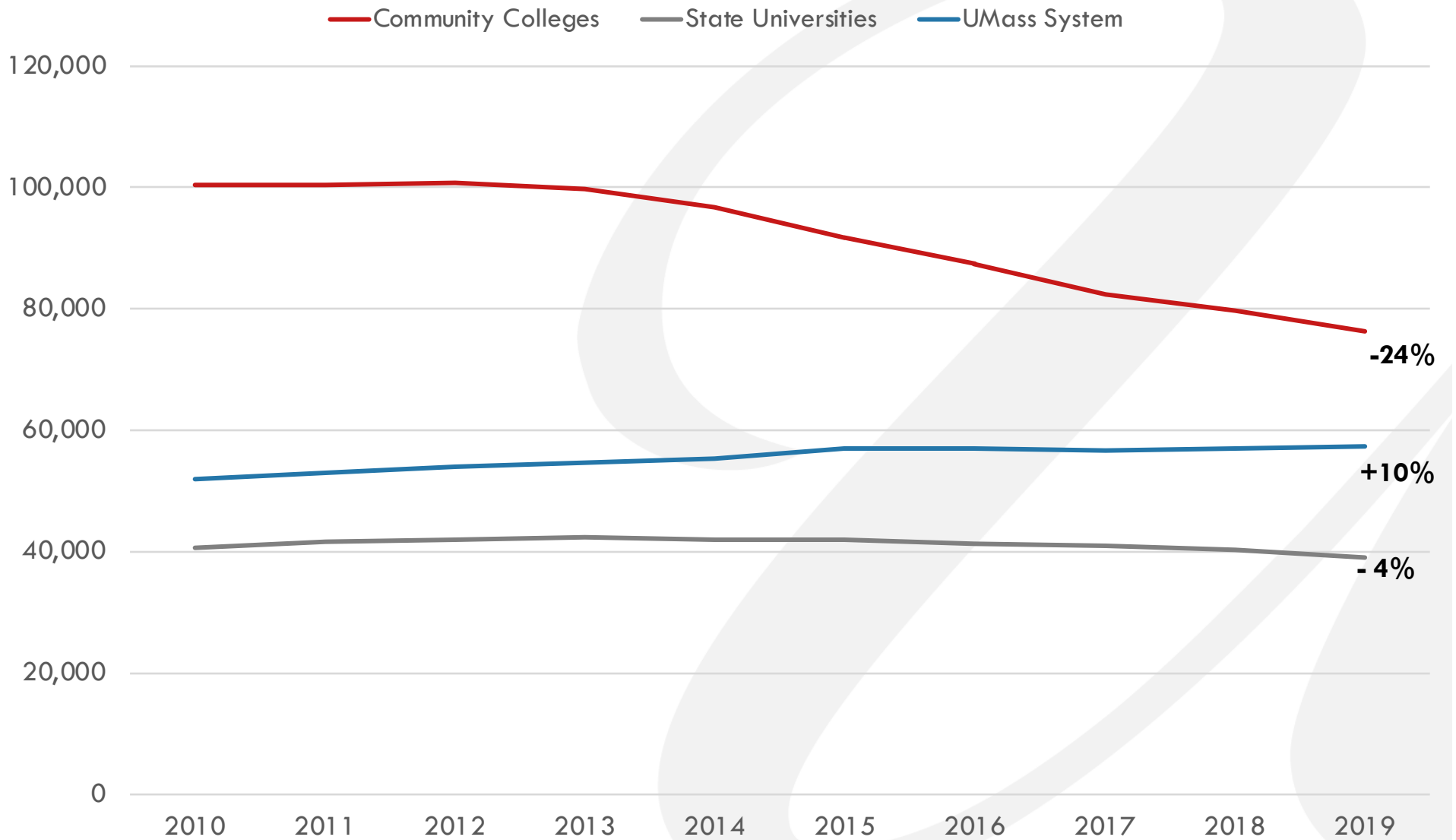
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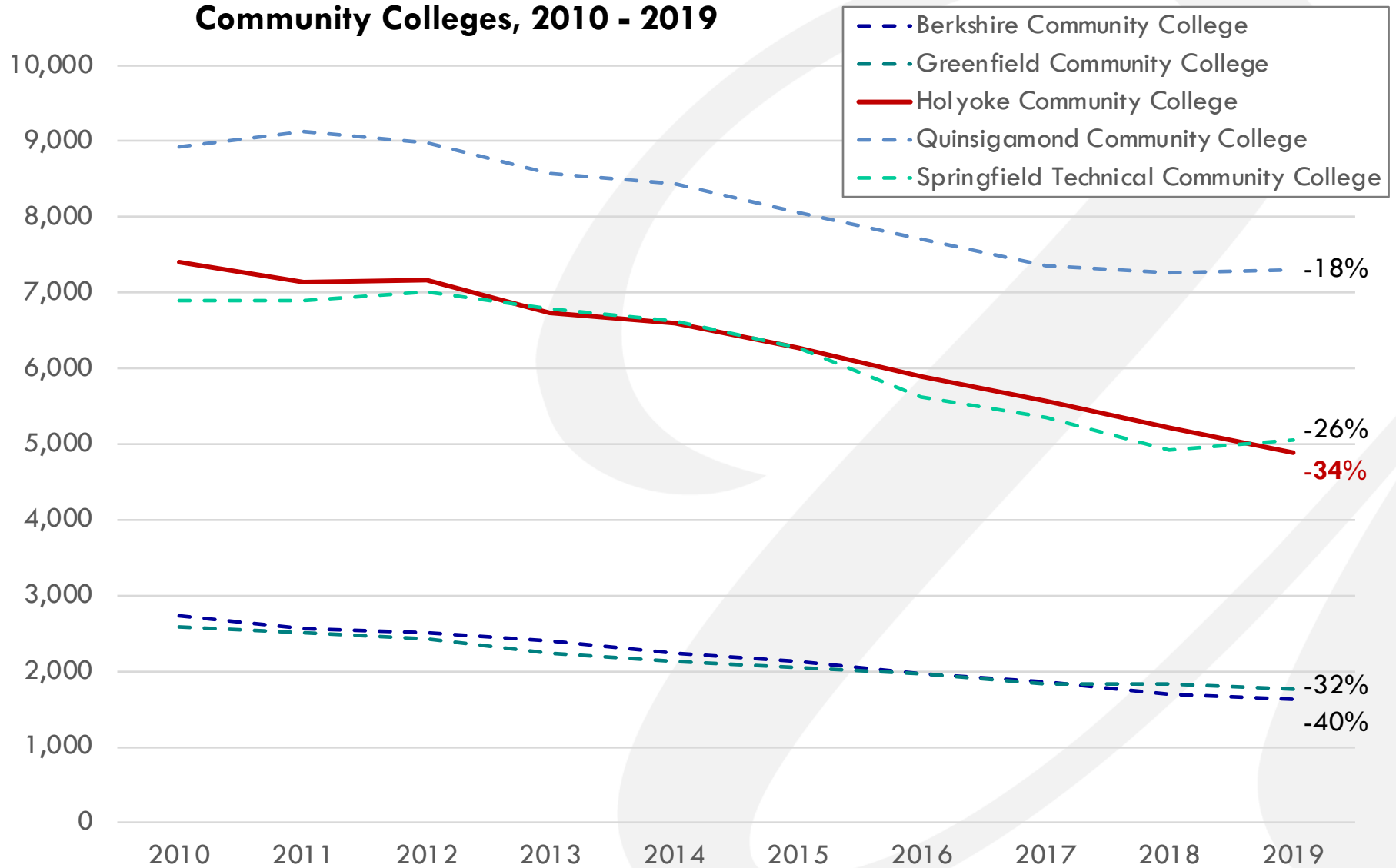
Annual Fall Semester Enrollment for Massachusetts Colleges, 2010 - 2019



Source: Massachusetts Department of Higher Education



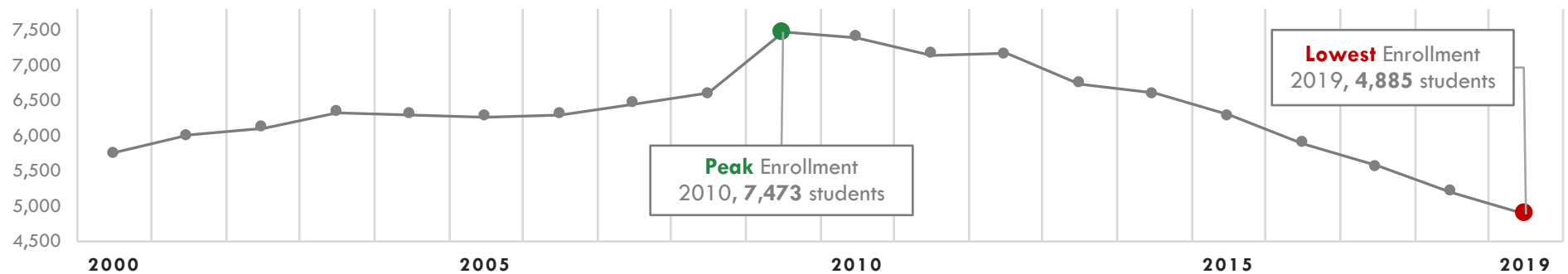
Annual Fall Semester Enrollment for Selected MA Community Colleges, 2010 - 2019



Source: Massachusetts Department of Higher Education



Holyoke Community College Annual Fall Semester Enrollment, 2000-2019

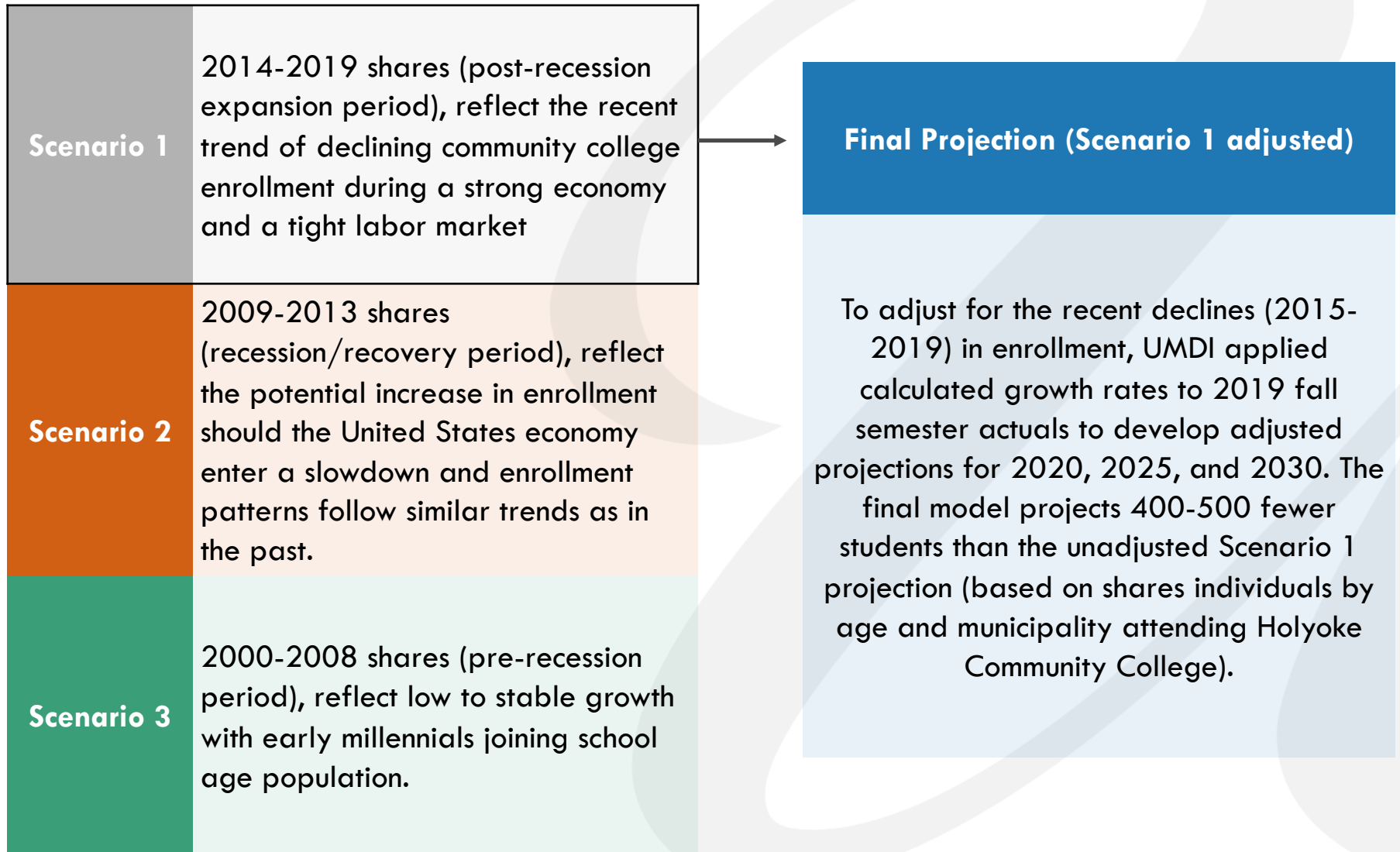


Year	Total Headcount	Male	Female	White	Black	Asian/Pacific Islander	Hispanic/Latino
2000	5,754	2,147	3,601	3,981	233	71	536
2001	5,998	2,224	3,774	4,464	301	96	616
2002	6,117	2,114	4,003	4,603	303	107	704
2003	6,335	2,180	4,155	4,736	334	125	827
2004	6,298	2,228	4,066	4,645	378	140	822
2005	6,265	2,175	4,084	4,661	378	144	848
2006	6,297	2,250	4,046	4,731	372	133	870
2007	6,461	2,450	4,011	4,792	368	130	959
2008	6,592	2,503	4,089	4,781	408	140	1,049
2009	7,473	2,922	4,547	5,314	439	178	1,322
2010	7,404	2,832	4,567	5,075	481	184	1,423
2011	7,144	2,718	4,410	4,839	499	163	1,369
2012	7,164	2,711	4,409	4,698	505	157	1,470
2013	6,740	2,655	4,048	4,283	470	146	1,452
2014	6,604	2,517	4,054	4,073	430	137	1,517
2015	6,285	2,418	3,831	3,795	396	154	1,513
2016	5,890	2,211	3,571	3,451	368	152	1,510
2017	5,565	2,074	3,373	3,231	350	141	1,489
2018	5,206	1,861	3,198	3,006	327	141	1,381
2019	4,886	1,719	3,007	2,758	301	136	1,337
% Change	-15%	-20%	-16%	-31%	29%	92%	149%

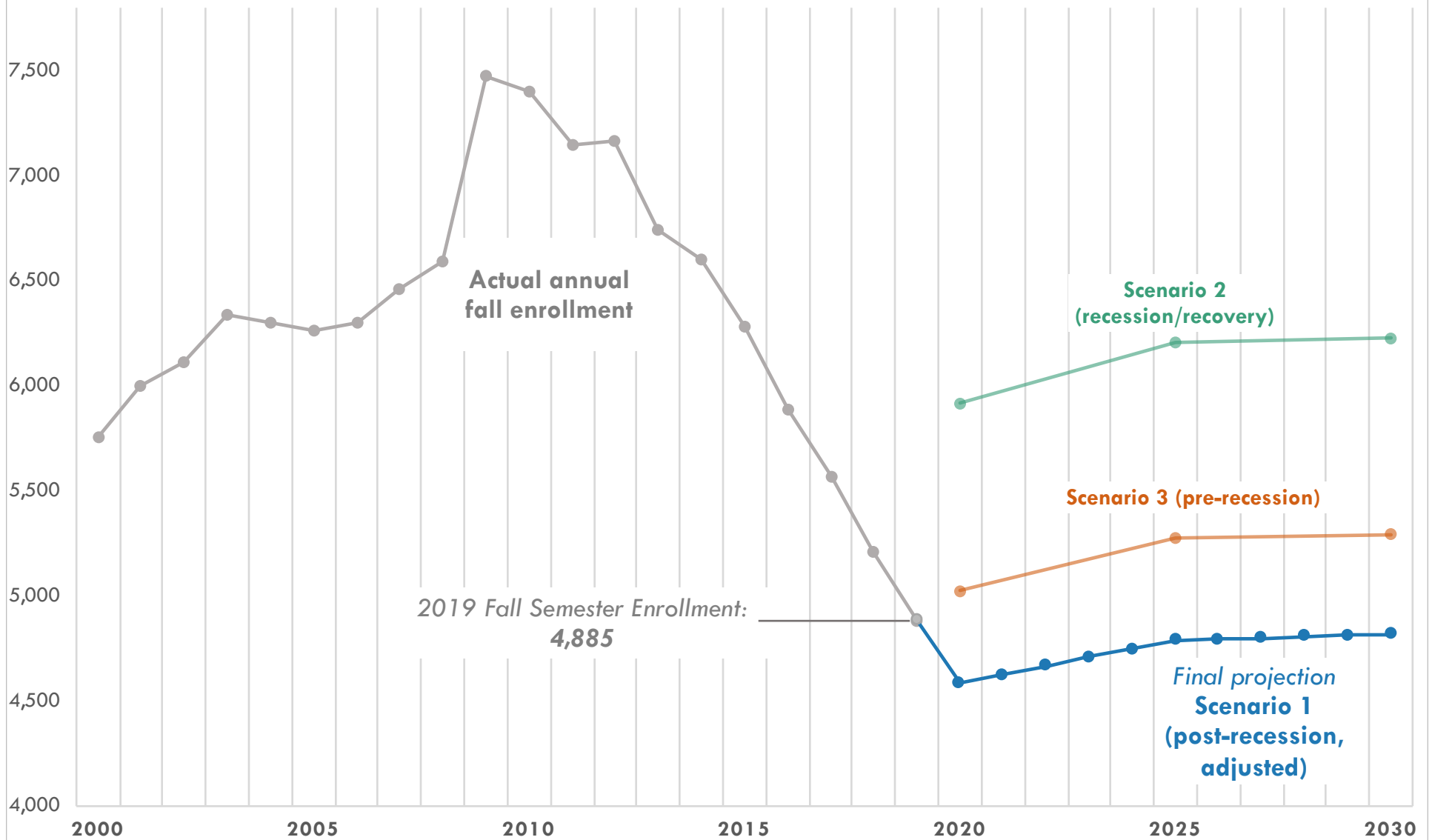
Source: Massachusetts Department of Higher Education, Holyoke Community College



UMDI Methodology – Three Projection Scenarios



HCC Annual Fall Semester and Projected Enrollment



Source: Massachusetts DHE, Holyoke Community College, U.S. Census Bureau, UMDI Population Estimates, UMDI Analysis

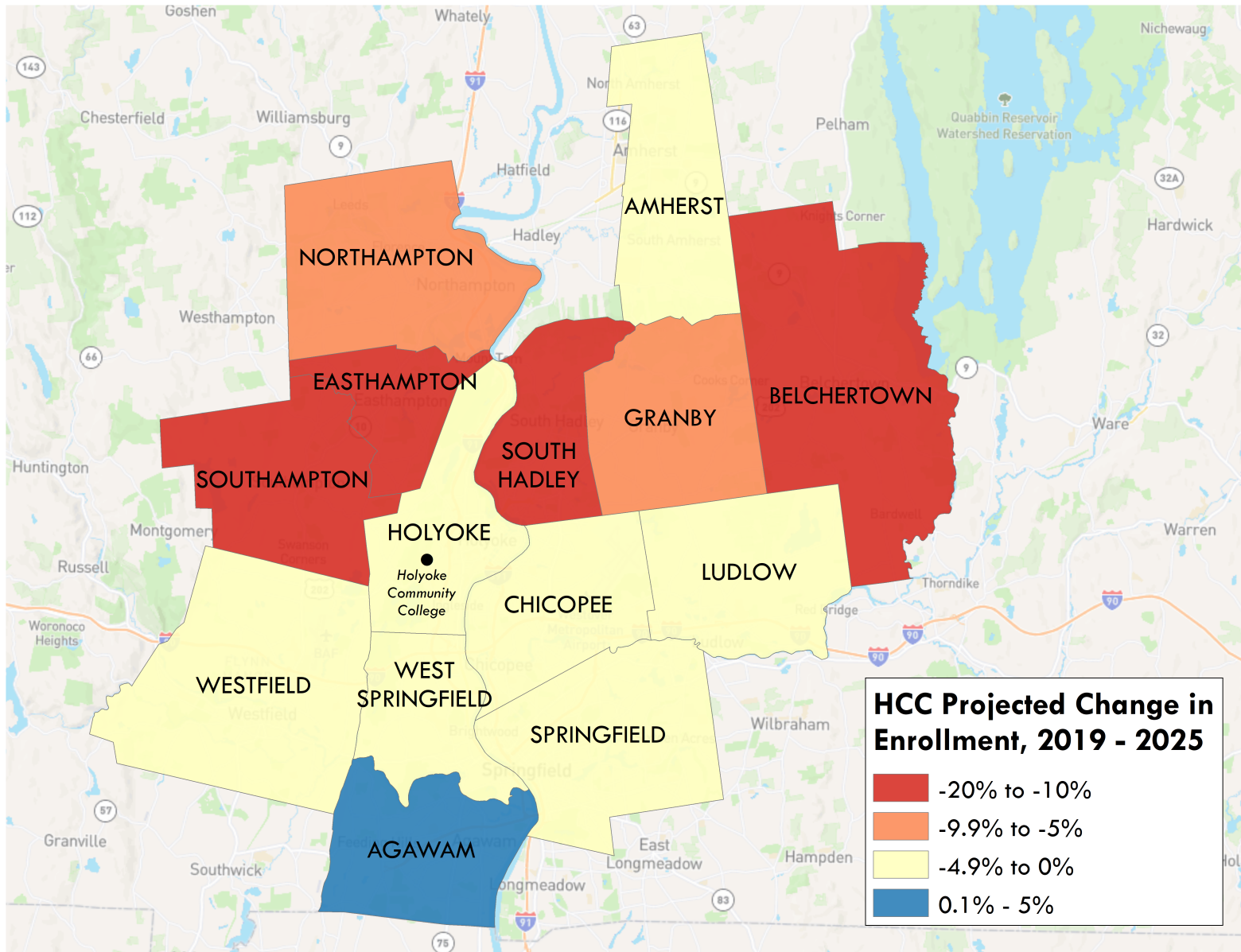


Holyoke Community College Key Towns	ANNUAL FALL SEMESTER ENROLLMENT				Current Year	PROJECTED		
	2000	2005	2010	2015	2019	2020	2025	2030
Agawam	262	273	345	245	186	174	191	180
Amherst	143	128	135	149	112	104	109	109
Belchertown	160	161	190	168	163	162	134	124
Chicopee	632	687	871	755	597	563	574	589
Easthampton	304	319	313	245	221	215	184	181
Granby	98	100	108	112	76	69	70	72
Holyoke	687	694	932	794	656	625	637	647
Ludlow	152	188	193	223	157	144	158	147
Northampton	340	288	314	224	185	176	169	166
South Hadley	244	234	253	204	160	151	138	135
Southampton	104	92	96	99	76	71	67	68
Springfield	683	908	1170	1050	819	770	804	838
West Springfield	282	399	385	322	228	209	227	230
Westfield	496	574	641	564	408	376	396	387
Subtotal (key towns)	4,587	5,045	5,946	5,154	4,044	3,809	3,857	3,874
Other	1,167	1,220	1,458	1,131	841	777	934	943
Total Enrollment	5,754	6,265	7,404	6,285	4,885	4,587	4,791	4,817

Source: Massachusetts DHE, Holyoke Community College, U.S. Census Bureau, UMDI Population Estimates, UMDI Analysis.

Note: Key Towns are defined as municipalities with the highest aggregated enrollment over the past 5 years (2015-2019)





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Long Term Trends Affecting Community College Enrollment Levels



College Enrollment Projected to Decline Nationally

- The typical college-aged cohort is declining, and expected to continue declining in the coming years.
 - Due to lower birth rates during the Great Recession (2008 – 2009), and a fertility rate that did not recover during post-recession and expansion periods (2010-2019).
- One popular projection from economist and demographer Nathan Grawe predicts that the “college-going population” will decrease by 15% nationally between 2025 and 2029.

Enrollment Will Decline After 2025

- **Researchers are projecting a “cliff” of college enrollment after 2025**
 - National projections show the number of high school graduates remaining flat until 2023, then seeing a slight increase until 2025. A decrease of approximately 60,000 graduates per year is estimated after 2025.
 - Community colleges may not initially see such a sharp decline in 2025, because more than half of community college students enroll at age 22 or older. However, the low fertility rates may become more evident in enrollment during the 2030s.

Two Demographic Groups Are Increasing Community College Enrollment

- There are two populations that are increasing their enrollment at community colleges
 - **Hispanic students**
 - **Dual-enrollment high school students**

Hispanic Students Enrolling at Higher Rates

- First-time community college students who identified as Hispanic doubled from 13% to 26% of all students from 2001 to 2016, nationally
- Hispanic students are more likely than non-Hispanic students to enter college later, and also more likely to attend public colleges
- Hispanic students are disproportionately represented in 2-year schools over 4-year schools, as compared to Black and White counterparts

Hispanic Students Enrolling at Higher Rates

- **Holyoke Community College is a Hispanic Serving Institution**
 - HCC experienced a **149%** increase in Hispanic students from 2000 to 2019, despite an overall decrease in enrollment
 - Continuing outreach to the Latinx community and area high schools could help stabilize or even increase enrollment numbers in future years

High School Students and Dual Enrollment

- The number of students aged 17 or younger enrolled in community college is among the demographics, along with Hispanics, that is projected to see an increase in the coming years
- Nationally, community colleges saw an increase of 582,000 students aged 17 or younger from 1995 to 2015.
- The overall decline in high school student numbers, however, may preclude significant growth from this group after 2025

The Pandemic's Impact on Community College Enrollment Levels



Uncertainty Surrounds Fall 2020 Enrollment

- The COVID-19 pandemic continues to evolve rapidly, making general predictions for college enrollment challenging
- The pandemic has caused depression-levels of unemployment. Historically, when a weak economy results in high unemployment, community college enrollment increases. People return to finish their degree, gain additional credentials or retrain in another field.
- Ever-changing factors of the pandemic make this situation unique, and colleges may or may not see the bump in enrollment they usually do in times of economic distress – early signs for some systems (North Carolina) are indicating higher enrollments

Ways the Pandemic May Impact Enrollment

- Students who planned to attend a 4-year college may consider starting off at a community college
 - Families are feeling reluctant to make a commitment to send students out of state to a living situation where they don't feel as well in control about their child's safety
 - Desire to save money instead of paying full tuition if 4-year schools only offer remote instruction
- A late April 2020 SimpsonScarborough survey found that 10% of high school seniors planning to attend a 4-year institution have made alternate plans
 - Nearly half of those students said they will enroll in a community college

Ways the Pandemic May Impact Enrollment

- Community colleges usually see increased enrollment in times of economic distress
 - Those who have lost jobs may be looking to re-train and gain new skills
- Students who have lost financial security may be unaware of federal aid available to them, or may not wish to pay for online courses
- Caring for sick relatives or other personal hardships may also impact a student's ability to enroll in courses
- Community colleges in disadvantaged areas may also be battling a lack of access to computers and reliable internet service

Strategies to Attract and Retain Students During COVID-19 Pandemic

- Offer more services to students who may be struggling financially, or having difficulty with a transition to digital classes
 - Roxbury Community College announced they will supply a laptop to every degree-seeking student who enrolls in the fall semester
- Partner with or publicize the availability of local organizations offering food and other necessities to community members

Other Enrollment Strategies to Attract and Retain Students

- Enrollment levels are not determined by demographics alone
- In a competitive higher education environment, colleges can gain (or lose) favor among prospective students
- Counters to enrollment challenges include:
 - Strengthening academic reputation
 - Market initiatives and recruitment (notably outreach to groups and geographies with low college participation rates)
 - Increasing awareness of financial aid options
 - Responsive communications and enrollment management to attract, monitor, and retain students

Economic and Policy Considerations That May Impact Enrollment Projections

- **Economic Downturn**

- The United States and Massachusetts, as of June 2020, are in a severe recession with great uncertainty about the timing for a full recovery. Student behaviors and preferences are currently in flux, affecting all institutions of higher learning

- **State and federal policy changes could impact enrollment**

- Expanding the state's tuition-free community college program could have a positive impact on enrollment
- Any state or federal changes in aid could positively or negatively impact enrollment

Sources

Literature Review

- “Demographics and the Demand for Higher Education,” Nathan Grawe (2018)
- Western Interstate Commission for Higher Education
- American Association of Community Colleges
- Community College Research Center, Columbia University
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- “Roxbury Community College Prepares for Funding Shortfalls, Possible Surge in Enrollment Amid Pandemic,” [WBUR](#), May 20, 2020
- “With Higher Ed in Limbo, Students are Switching to Community Colleges” [NBC News](#), May 20, 2020
- “North Carolina Community Colleges See Massive Increase in Enrollment,” Spectrum Local News, June 2, 2020

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