How will the high school graduate decline impact your institution, sector and state higher education system?

• My Institution – Capital Community College
  - Fall 2020 – HC 2,718, FTE 1413
  - 36% Black, 29% Hispanic, 23% Caucasian, 5% Asian, 7% Other
  - 80% Part time, average age 28, 71% female and 29% male
  - Will have an impact but hopefully we’re able to maintain “market share” of our “bread and butter” – adult learner

• Sector – CT Community Colleges, 12 Community Colleges
  - Will impact, however, consolidation plans underway (CT State Community College – 2023) will blunt the economic impact of an enrollment decline
  - Competition with four year public and private institutions

• State Higher Education System
  - Ivy and small ivy institutions (Yale, Wesleyan, Trinity, Connecticut College) with national and international draw will continue to meet enrollment goals
  - University of Connecticut (Research 1) may eventually experience enrollment pressures during the period. Regional campuses will experience increased competition and enrollment challenges.
  - State public universities (CCSU, ECSU, WCSU, and SCSU) will face enrollment challenges and will become more diverse
  - Private college and universities - heightened competition
    - Will they all survive?
    - More mergers (i.e. Goodwin University and University of Bridgeport)?
    - Regional competition for New England and Tri State Students
What plans are you making now and considering for the future because of the decline and changing demography of graduates?

• CT is in the process of merging its 12 independently accredited institutions into one institution, the CT State Community College
  • Anticipated cost reduction
  • Scale and enterprise opportunities
  • Improved student outcomes and flexibility

• Equity Minded and Mindful
• Strengthening of transfer – Transfer Articulation Pathway Program
• Free community college - Pledge to Advance Connecticut (PACT)
• Workforce and Continuing Education Innovation
• Retention...Retention...Retention...
How will the decline in traditional high school graduates impact your enrollment strategies?

• Augmentation of adult learner recruitment
  • Must ensure program is designed to meet adult learner needs (i.e. child care, times, distance based, pace, etc.)

• Increasing dual enrollment yield rate

• Improved Consumer Education – The Wise Economic Decision

• Marketing non credit degree options to high school students
  • Gen Z Ideology
  • Non credit on ramps – “Next Step Program” Pilot