President and Provost Roundtable Discussion
Topic: Competitive Environment

For-Profit
- Growth of undergraduate enrollment, 1999-2009 (Almanac Issue 2011-12)
  - 539% 4-yr institutions
    - 12% of total undergraduate enrollments
  - 101% 2-yr institutions
    - 5% of total undergraduate enrollments
- Recent decline in enrollment (Wiseman, Rachel, Enrollments Plunge, Aug. 2011)
  - Kaplan 47% decline
  - Apollo Group Inc. 40.5% decline
  - Average decrease of 14.1% decline
    - Weak economy
    - Increased federal scrutiny
- Recruiting & Marketing (Wilson, Robin, For-Profit Colleges, Feb. 2010)
  - Apollo Group - $275 million in “selling and promotional” expenses
    - 20% of $1.3 billion total net revenue

Community College
- Greatest increase in enrollment, 5.5%, adding 341,000 students, fall 2009 (Delta Cost Project)
- 5.1% decrease in traditional age students, fall 2010 (Almanac Issue 2011-12)
  - Shrinking budgets, current economic conditions, lack of additional capacity
- 32% Growth of undergraduate enrollment, 1999-2009 (Almanac Issue 2011-12)
- Texas (THECB)
  - 35.53% enrollment increase, fall 2009 to fall 2010 (public 7.28% and private 28.26%)

Public
- 32% Growth of undergraduate enrollment, 1999-2009 (4-year public institutions) (Almanac 2011-12)
  - 62% of 4-year institutions undergraduate enrollment
- 32% Growth of undergraduate enrollment (2-year public institutions)
  - 95% of total 2-year undergraduate enrollment
- Texas
  - 87% of students attend public institutions, fall 2009 (Almanac 2011-12)
  - 48% Increase undergraduate enrollment, 1999-2009 (Almanac 2011-12)
  - 4.76% enrollment increase public 4-year, fall 2009 to fall 2010 (THECB)

Private
- 21% Growth of undergraduate enrollment, 1999-2009 (4-year institutions) (Almanac Issue 2011-12)
  - 12% of 4-year institutions undergraduate enrollment
  - 45% enrollment decline (2-year institutions, nationally)
    - .5% of 2-year institution undergraduate enrollment
- Texas
  - 2.23% enrollment increase private 4-year, fall 2009 to fall 2010 (THECB)