



## 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)