

The Changing Policy Agenda for Higher Education: Meeting Workforce Demands



Appalachian Regional Commission

October 23, 2008



The Public Agenda and Higher Education

There is a rising need for states to develop a public agenda focused on how can higher education better serve state needs, rather than the traditional institution centric approach.

States such as Kentucky have been nationally recognized for their efforts to transform the focus of post-secondary education.

Areas of emphasis include:

- **Access:** How can we make college accessible for all citizens?
- **Cost and Affordability:** How can we protect and promote affordability?
- **Student Learning and K20 issues:** How can we ensure that more students successfully navigate the educational pipeline?
- **Economic Growth:** How can we prepare more citizens for the knowledge economy and create job opportunities?



Issues Facing Higher Education: *Access and Success*

- Access pressures from minority, low-income, and emerging populations
- First generation college students in Appalachia
- Adult students and the non-traditional challenge
- The millennial, on-line learners, and changing access expectations
- Access to what and the need to link access with programs of relevance



The Policy Focus on Access

Total Enrollment in Higher Education										
		Percent Change					Percent in Public Colleges			
		Total			Public		1995		2000	
		1955-2005	1995-2005	2004-2005	1995-2005	2004-2005				
Fall 2005										
United States	17,472,210	558.8	23.3	1.4	18.2	0.3	77.6	74.4		
SREB States	5,623,254	735.0	26.1	0.5	22.7	0.3	84.6	82.3		
Alabama	256,389	572.4	13.6	0.2	12.3	0.5	90.1	89.0		
Arkansas	143,272	687.6	45.9	3.5	47.1	3.3	88.7	89.4		
Delaware	51,612	877.1	16.5	3.6	6.8	1.1	81.7	74.9		
Florida	872,662	1861.4	36.9	0.7	22.3	-0.1	83.3	74.4		
Georgia	426,650	921.0	35.6	3.0	37.5	1.8	79.0	80.2		
Kentucky	244,969	629.4	37.0	2.0	35.5	1.8	83.2	82.3		
Louisiana	197,713	355.5	-3.1	-19.7	3.5	-13.1	85.7	91.6		
Maryland	314,151	714.7	18.0	0.5	14.9	-0.2	83.7	81.5		
Mississippi	150,457	486.7	22.6	-1.1	22.9	-1.2	90.1	90.3		
Carolina	484,392	856.3	30.2	2.5	30.9	2.0	81.5	81.9		
Oklahoma	208,053	346.9	15.2	0.2	13.4	*	87.5	86.1		
South	210,444	786.1	20.9	0.7	17.5	1.3	85.4	83.0		
Tennessee	283,070	537.4	15.1	1.8	3.8	0.2	78.5	70.8		
Texas	1,240,707	712.5	30.3	0.9	29.2	0.9	87.9	87.2		
Virginia	439,166	921.9	23.4	3.3	19.1	1.7	82.4	79.5		
West Virginia	99,547	327.0	15.7	1.7	13.7	2.3	87.0	85.5		

Age Distribution of College Students

	Percent of Total Students, Fall 2005					
	Under 18	18 to 24	25 to 49	50 to 64	65 and Older	Age Unknown
United States	3.2	58.0	34.3	3.4	0.4	0.6
SREB states	3.2	59.7	33.7	2.8	0.3	0.3
Alabama	2.0	60.9	34.2	2.4	0.2	0.2
Arkansas	5.9	58.7	31.9	2.8	0.5	0.2
Delaware	3.8	60.3	31.3	3.0	0.2	1.3
Florida	2.4	58.0	36.0	3.1	0.2	0.2
Georgia	1.8	60.7	34.6	2.6	0.2	0.1
Kentucky	5.3	56.4	34.2	3.2	0.5	0.5
Louisiana	2.0	66.8	28.7	2.0	0.4	0.2
Maryland	2.3	54.3	38.7	3.7	0.8	0.2
Mississippi	1.2	63.8	31.1	2.2	0.2	1.5
North Carolina	3.6	58.3	34.3	3.3	0.2	0.2
Oklahoma	1.3	61.2	34.1	2.9	0.3	0.2
South Carolina	3.3	64.2	29.0	2.9	0.2	0.5
Tennessee	1.8	61.7	33.5	2.6	0.1	0.3
Texas	4.2	59.7	33.3	2.3	0.2	0.3
Virginia	4.5	59.5	31.8	3.6	0.2	0.3
West Virginia	4.4	62.6	29.7	3.0	0.1	0.1

Source: SREB Factbook 2007



A Focus on Non-Traditional Students

Rank	County	Less than 9th grade	9th to 12th, no diploma	Terminal high school graduate	Some college, no degree	Total Population aged 25-64
1	Wood County	3%	10%	38%	24%	47,067
2	Cabell County	4%	12%	34%	21%	48,909
3	Jackson County	5%	11%	42%	21%	14,784
4	Putnam County	2%	8%	40%	21%	28,889
5	Ohio County	3%	8%	34%	21%	23,396
6	Marion County	3%	10%	40%	21%	28,865
7	Ritchie County	5%	15%	46%	20%	5,602
8	Raleigh County	6%	15%	39%	20%	42,906
9	Tyler County	4%	14%	47%	20%	5,156
10	Brooke County	2%	10%	45%	20%	13,188
11	Hancock County	1%	8%	50%	20%	17,483
12	Kanawha County	4%	11%	37%	19%	107,579
13	Jefferson County	4%	13%	36%	19%	23,202
14	Marshall County	3%	10%	48%	19%	18,935
15	Mercer County	7%	15%	39%	19%	32,643
16	Berkeley County	5%	14%	42%	19%	41,658
17	Harrison County	4%	13%	41%	19%	35,536
18	Monongalia County	3%	9%	30%	18%	39,196
19	Monroe County	9%	12%	50%	18%	8,249
20	Wayne County	6%	17%	41%	18%	22,825

- More than 173,000 West Virginians have some college but no degree
- More than 127,000 West Virginians have some high school but no degree
- A post-secondary institution can be found in 9 of the top 20 counties

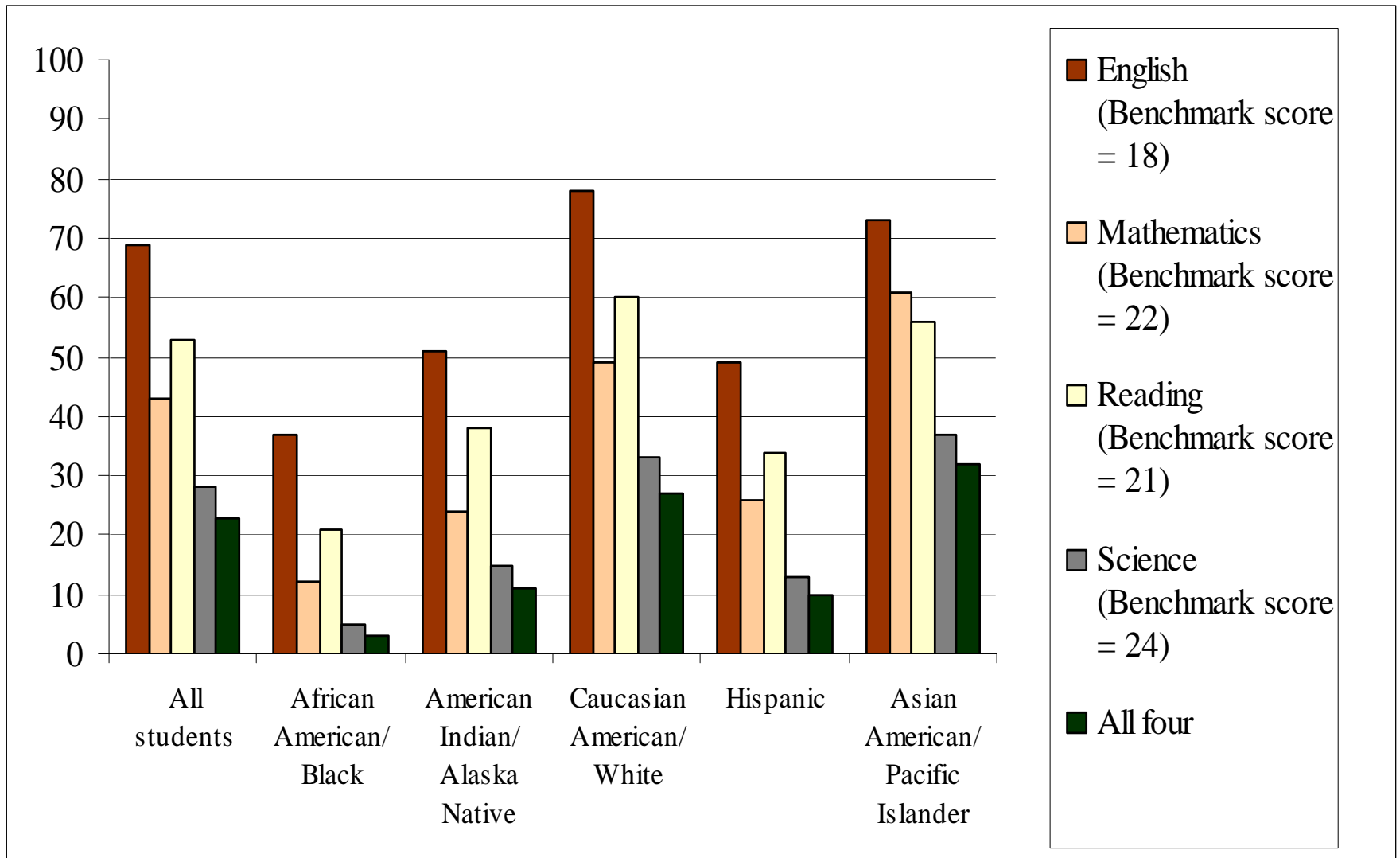


Issues Facing Higher Education: *Need for K-20 Focus*

- Student preparation for college and career readiness and the need to reform/align curricula
- Never ending remediation challenges
- WVACHE and other targeted outreach programs such as Gear Up aimed at overcoming cultural opposition to post-secondary education
- The role of financial aid as an incentive for post-secondary participation
- Need to align data across educational and workforce sectors in order to truly paint a picture of access and success



Percent of Students meeting ACT College Readiness Benchmark Scores (2007)



Source: ACT, Inc., 2007



Cracks in the Pipeline

State	For every 100 Ninth Graders	Graduate from High School	Enter College	Still Enrolled Sophomore Year	Graduate within 6 years
South Dakota	100	82	56	36	28
Iowa	100	84	52	33	27
Pennsylvania	100	78	46	35	27
Virginia	100	73	42	31	22
Delaware	100	65	36	26	20
Ohio	100	76	40	28	19
Maryland	100	74	43	30	19
North Carolina	100	64	41	28	19
United States	100	70	39	27	18
West Virginia	100	73	39	26	16
Oklahoma	100	74	39	23	15
Arkansas	100	75	42	27	15
South Carolina	100	52	35	23	15
Florida	100	55	29	21	15
Louisiana	100	69	37	26	14
Georgia	100	54	35	23	14
Alabama	100	60	36	23	14
Texas	100	68	35	22	13
Tennessee	100	63	30	21	13
Kentucky	100	65	34	22	11
Mississippi	100	60	36	23	11

Source: National Center for Higher Education Management Systems (2004)



Educational Attainment - SREB States

Percentage of Population 25 or Older with a Bachelor's Degree (Full Census and American Community Survey)

	1990	1995	2000	2002	2005	% Change
United States	20.3%	23.0%	24.4%	24.4%	27.2%	6.9%
SREB States	18.6%	19.9%	22.4%	22.8%	23.8%	5.2%
Alabama	15.7%	17.3%	19.0%	20.6%	21.4%	5.7%
Arkansas	13.3%	14.2%	16.7%	19.7%	18.9%	5.6%
Delaware	21.4%	22.9%	25.0%	25.1%	27.6%	6.2%
Florida	18.3%	22.1%	22.3%	24.1%	25.1%	6.8%
Georgia	19.6%	22.7%	24.3%	24.4%	27.1%	7.5%
Kentucky	13.6%	19.3%	17.1%	18.8%	19.3%	5.7%
Louisiana	16.1%	20.1%	18.7%	20.4%	20.6%	4.5%
Maryland	26.5%	26.4%	31.4%	33.1%	34.5%	8.0%
Mississippi	14.7%	17.6%	16.9%	17.7%	18.7%	4.0%
North Carolina	17.4%	20.6%	22.5%	23.4%	25.1%	7.7%
Oklahoma	17.8%	19.1%	20.3%	20.7%	22.4%	4.6%
South Carolina	16.6%	18.2%	20.4%	22.7%	23.0%	6.4%
Tennessee	16.0%	17.8%	19.6%	21.0%	21.8%	5.8%
Texas	20.3%	22.0%	23.2%	24.5%	25.1%	4.8%
Virginia	24.5%	26.0%	29.5%	31.7%	33.2%	8.7%
West Virginia	12.3%	12.7%	14.8%	16.1%	16.9%	4.6%

WV ranked **16th** in the SREB in 2005 and **50th** nationally.

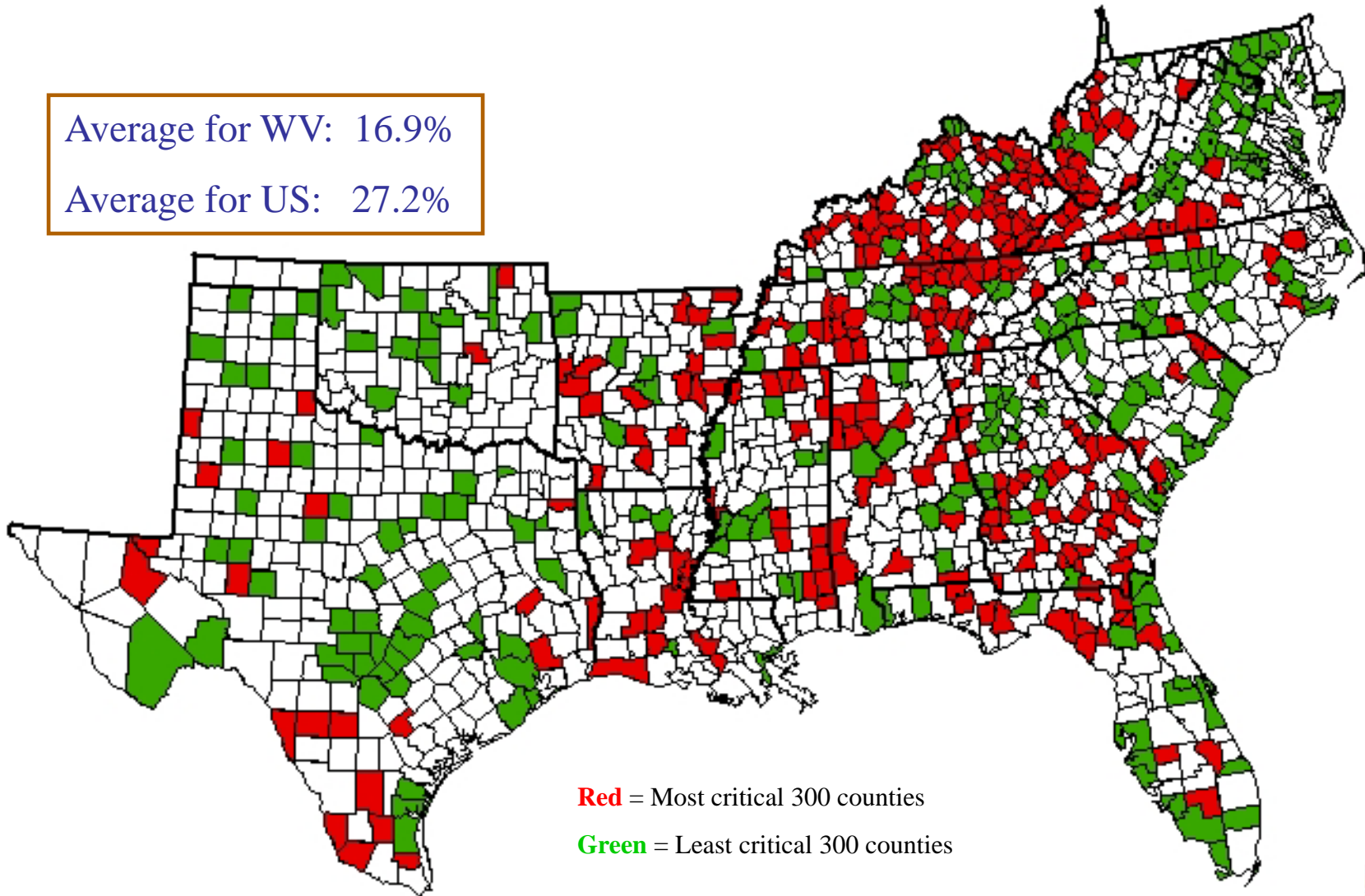
In order to reach the SREB average, we need to create/import **101,000** college graduates.



Percent of Adult Population with a Bachelor's Degree (2005 ACS)

Average for WV: 16.9%

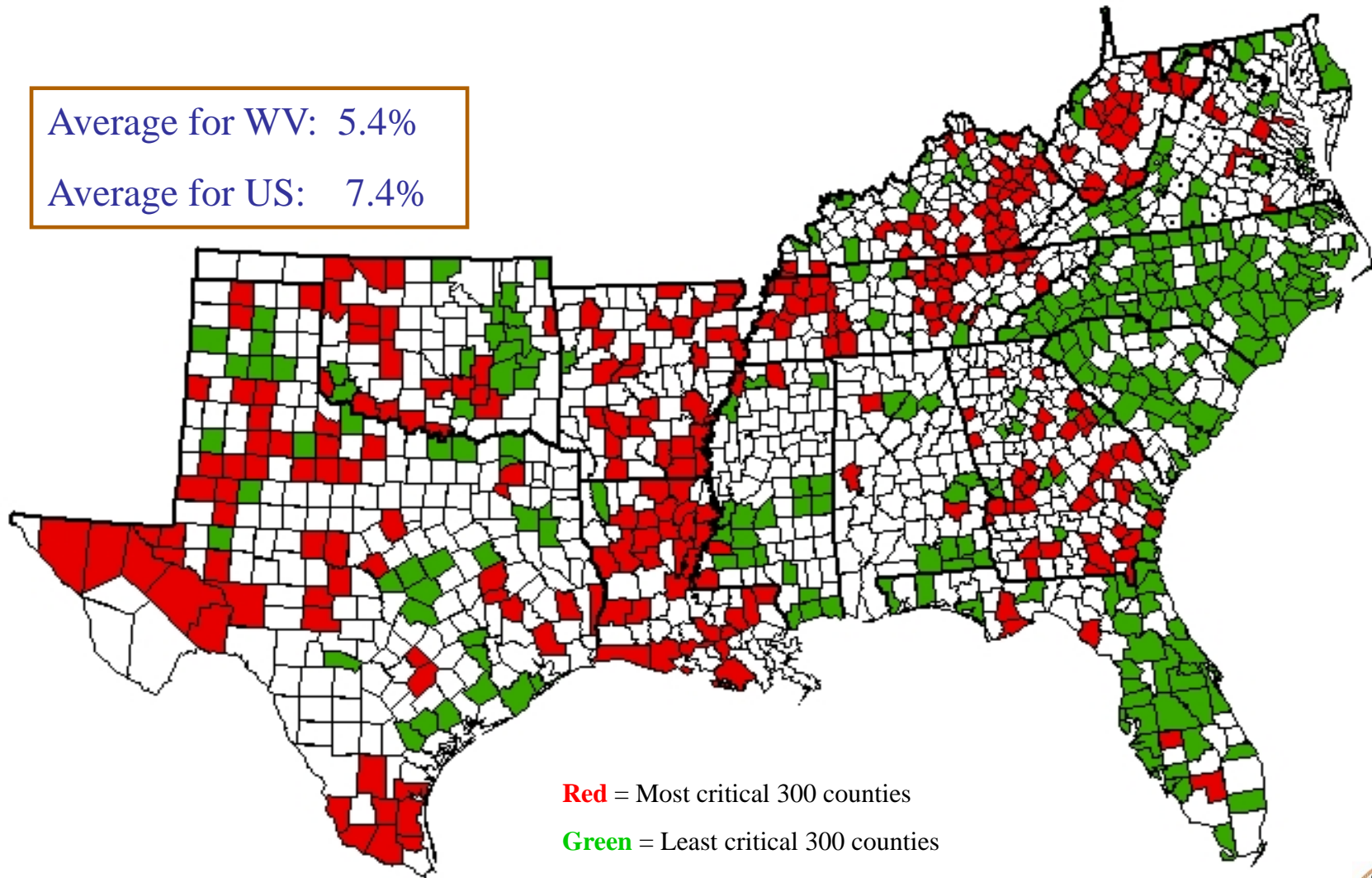
Average for US: 27.2%



Percent of Adult Population with an Associate Degree (2005 ACS)

Average for WV: 5.4%

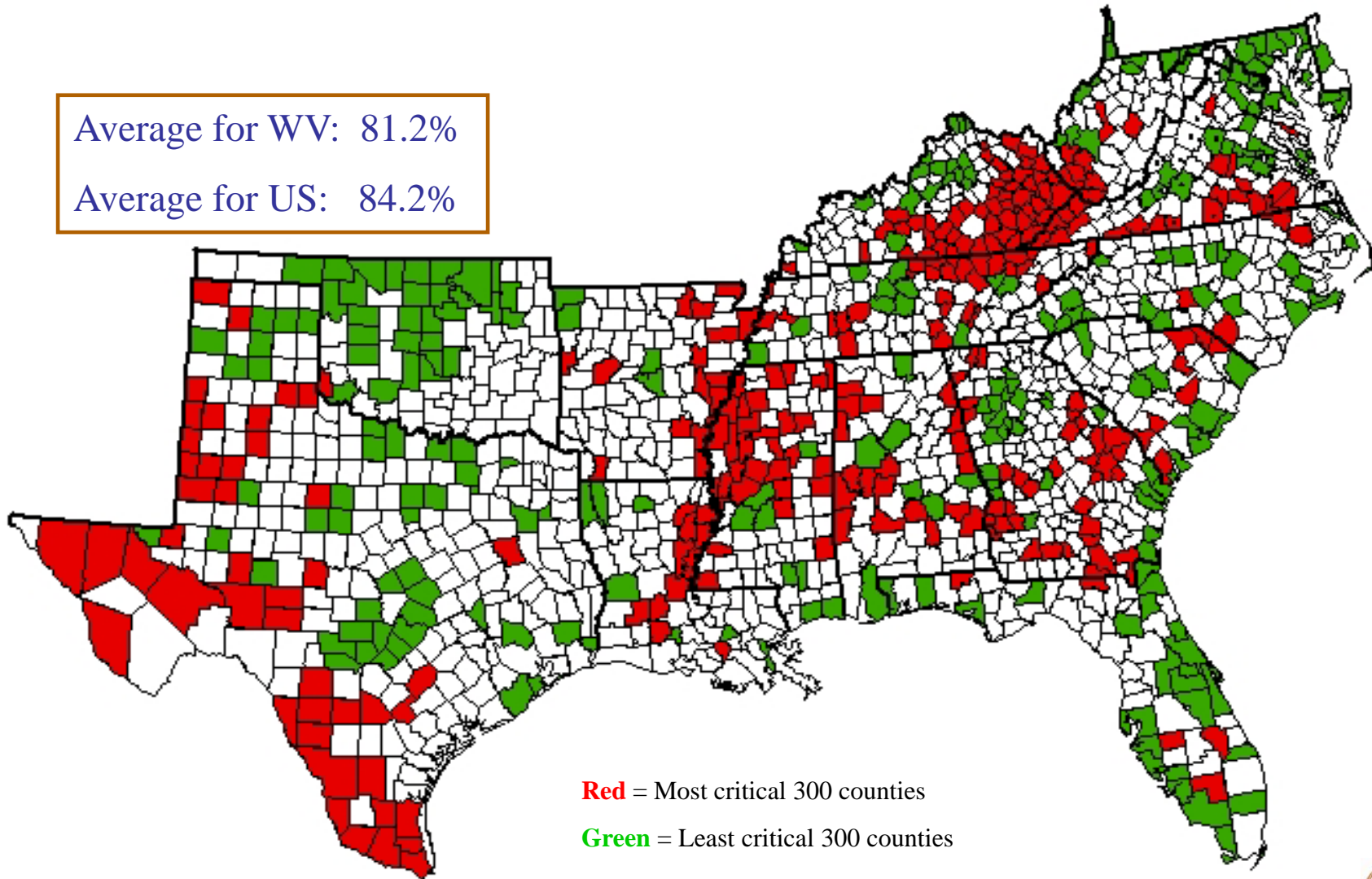
Average for US: 7.4%



Percent of Adult Population with a High School Degree (2005 ACS)

Average for WV: 81.2%

Average for US: 84.2%



Red = Most critical 300 counties

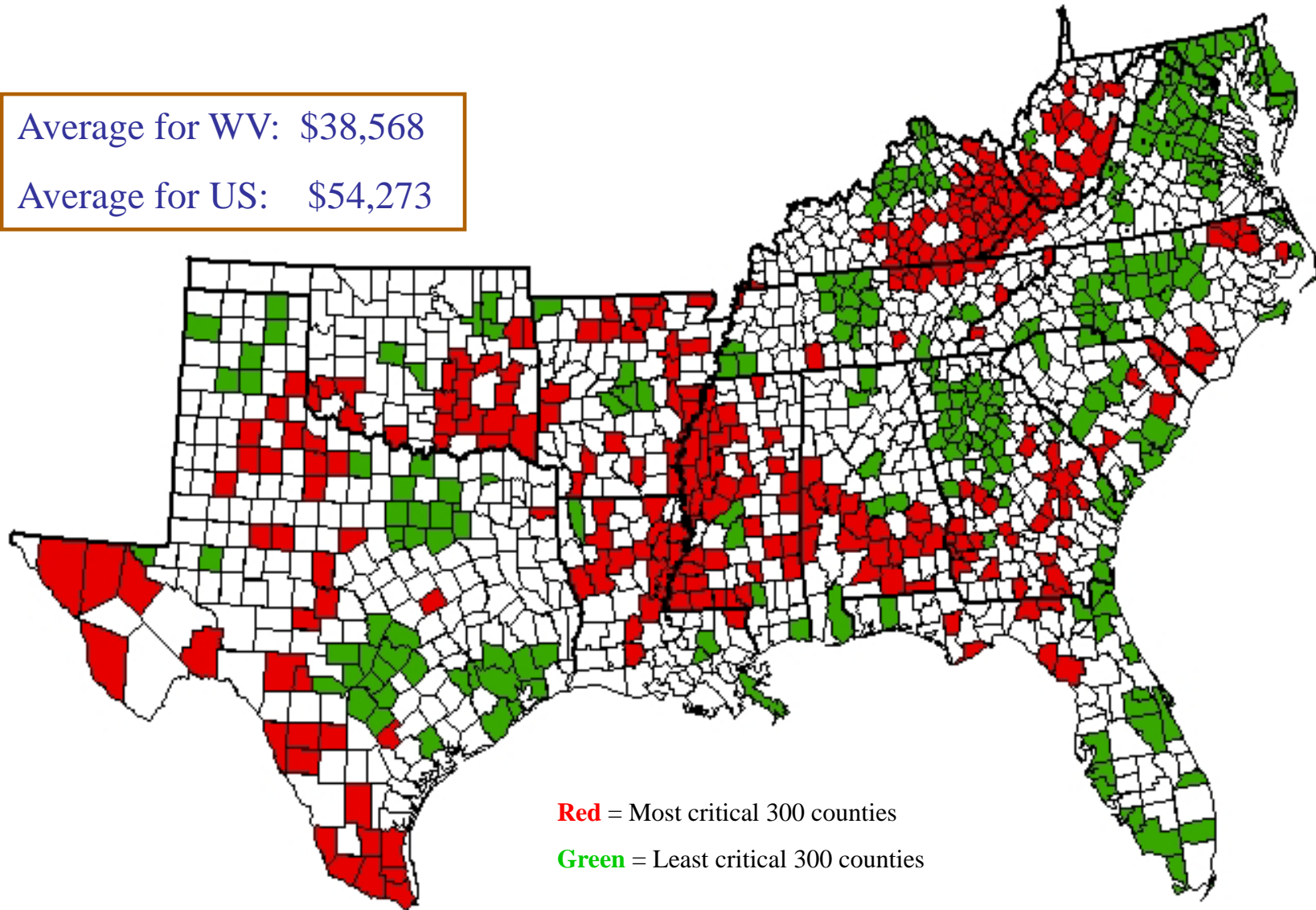
Green = Least critical 300 counties



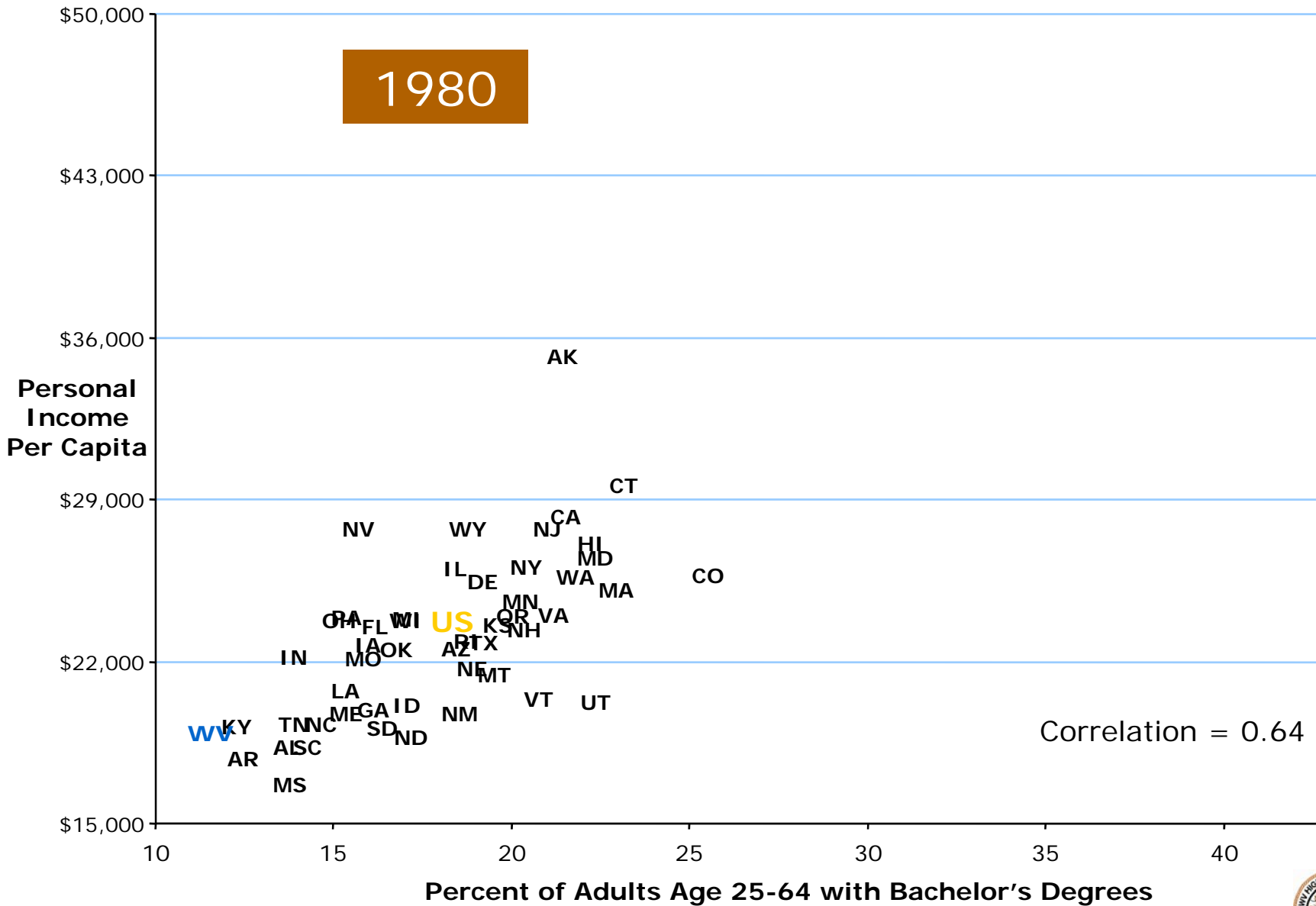
Median Family Income (2005 ACS)

Average for WV: \$38,568

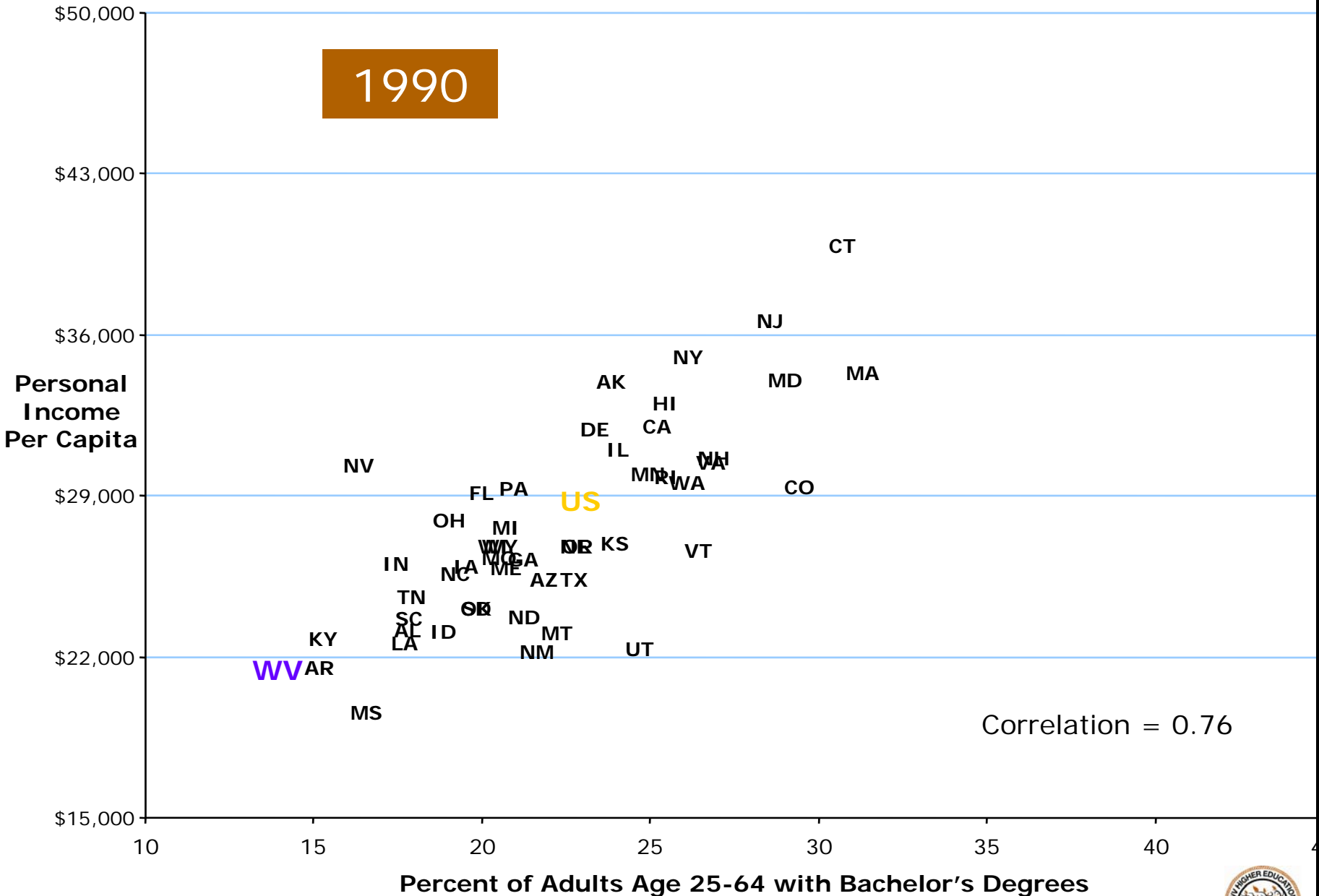
Average for US: \$54,273



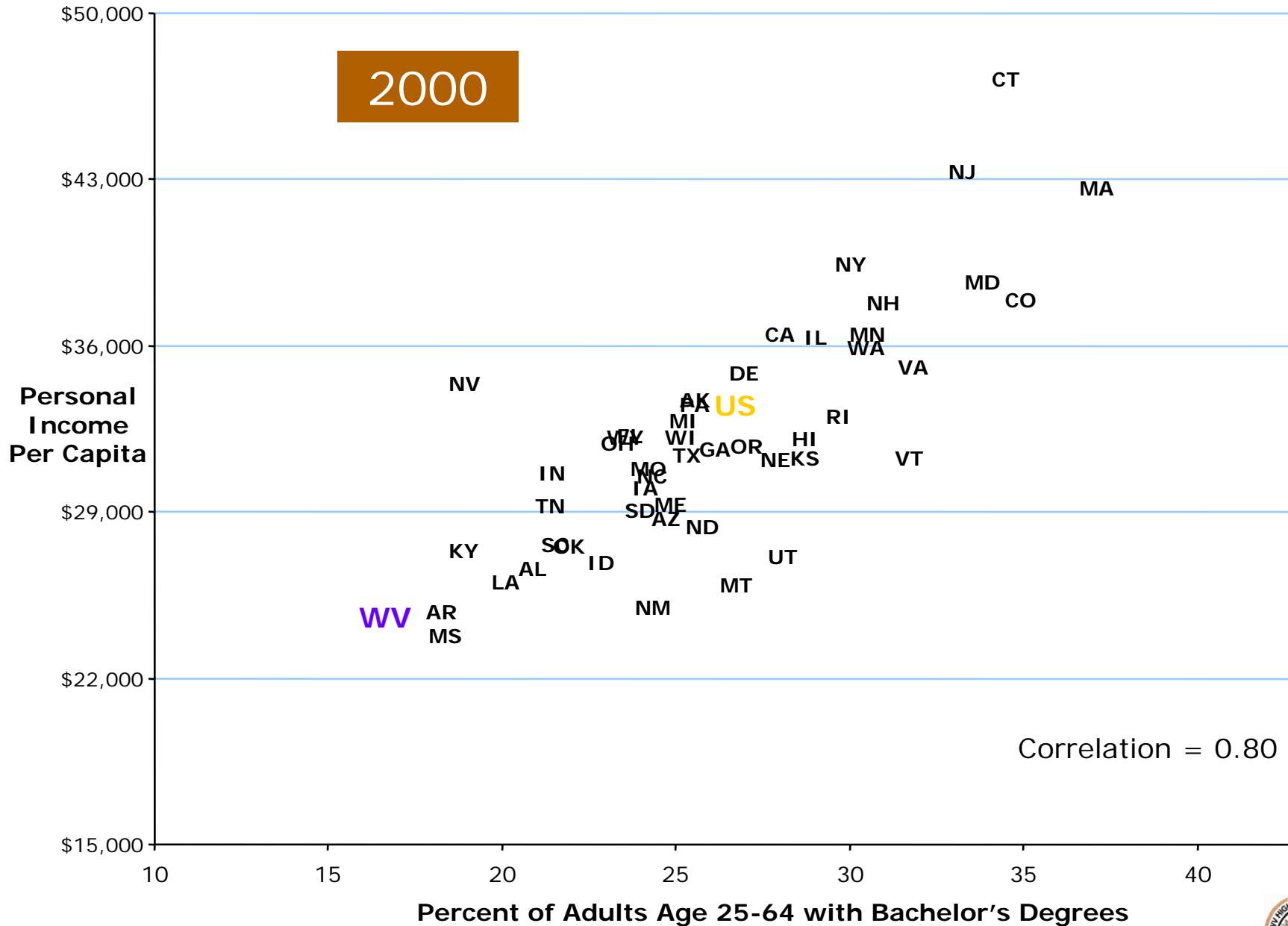
Educational Attainment and Income



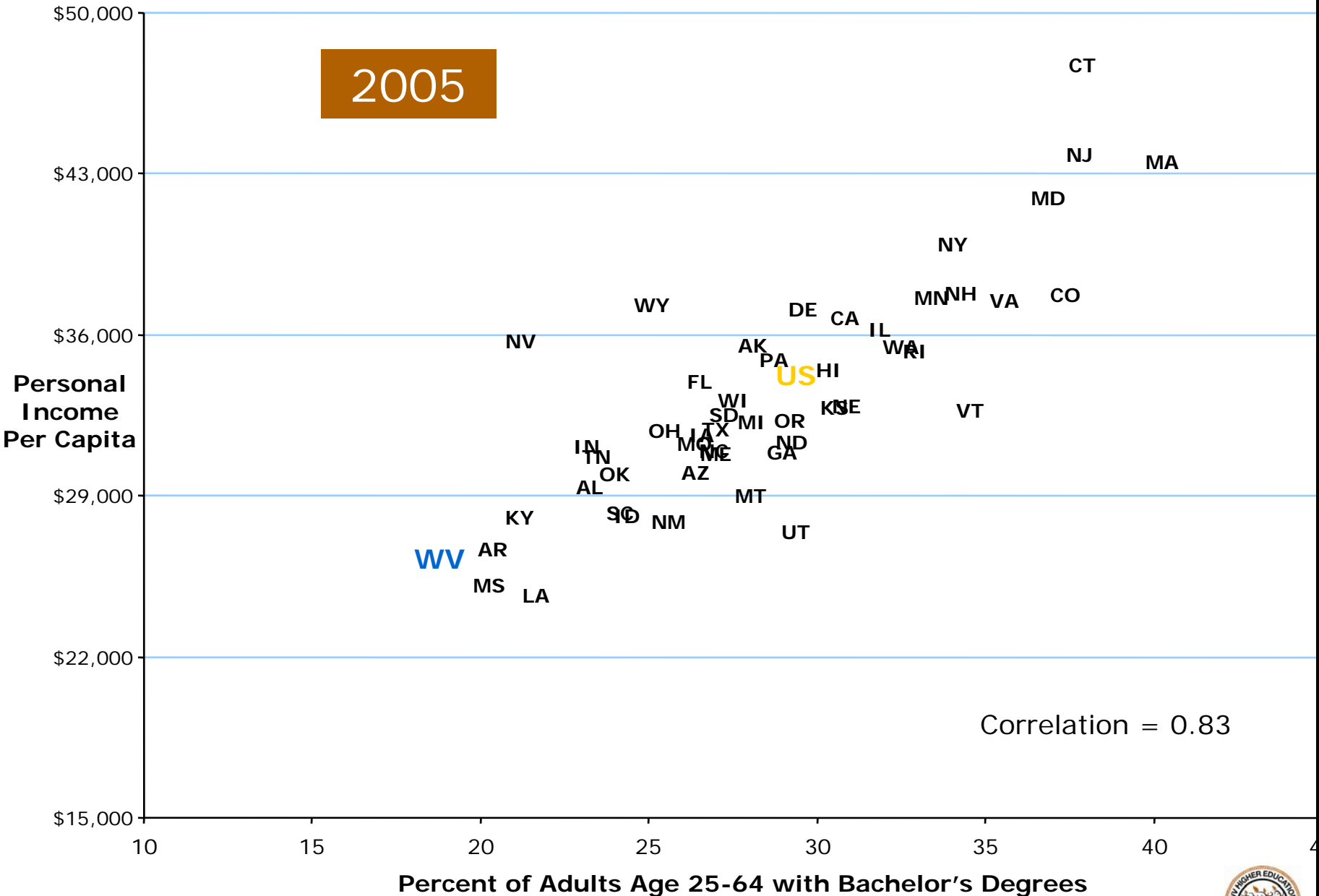
Educational Attainment and Income



Educational Attainment and Income



Educational Attainment and Income

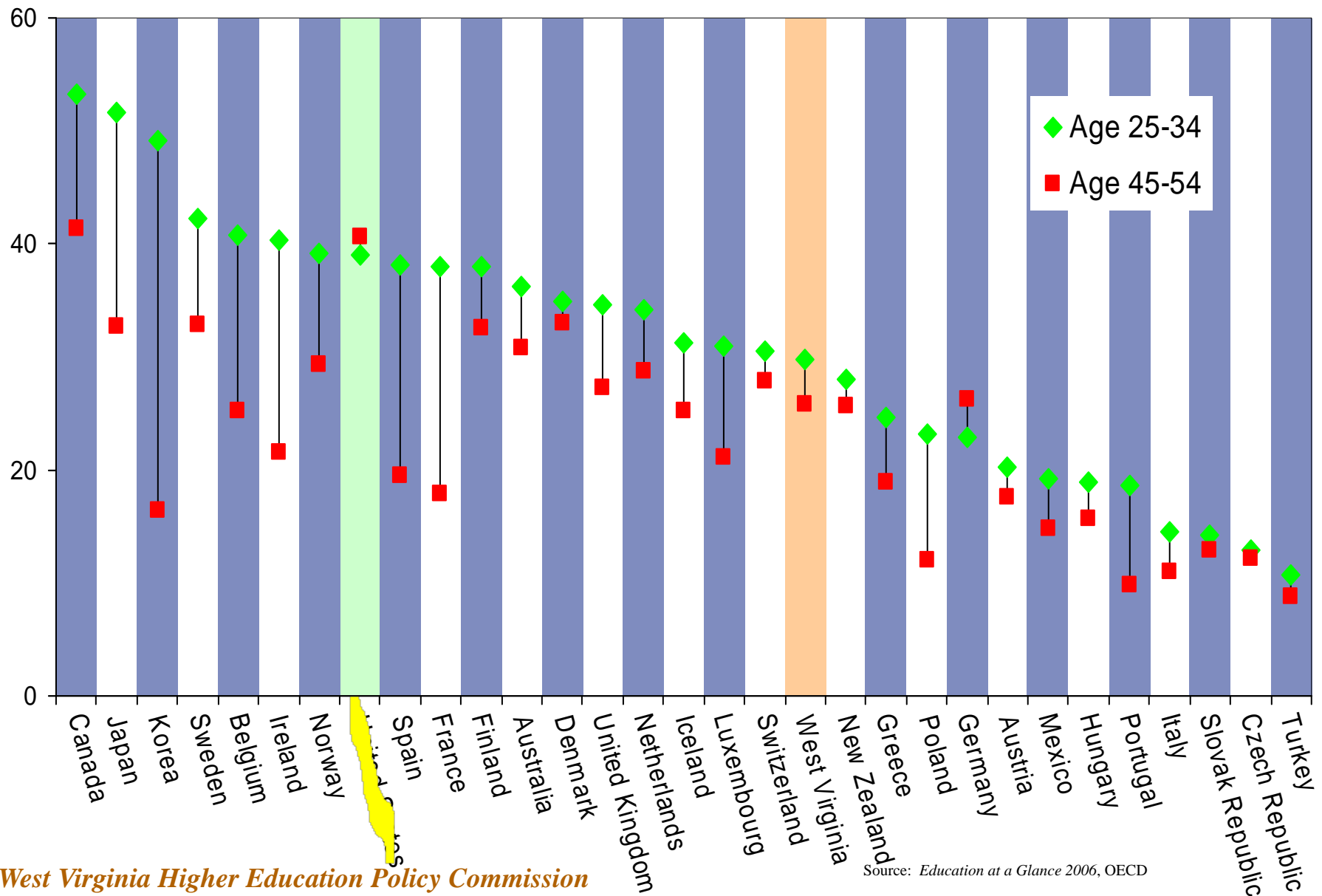


Issues Facing Higher Education: *Economic Growth*

- Need to prepare students for a knowledge intensive and increasingly competitive global economy by developing and enhancing relevant programs, centers, and curricula
- Need to graduate more students in high-demand fields and workforce shortage areas
- Need to create more efforts such as “Bucks for Brains” that infuse resources into research and development across the regions research institutions, thereby jump-starting economic development .
- Need to develop partnerships with public and private employers that enhance training and facilitate the transition from school to work.



Differences in College Attainment (Associate and Higher) Between Young and Older Adults—U.S. and OECD Countries, 2004



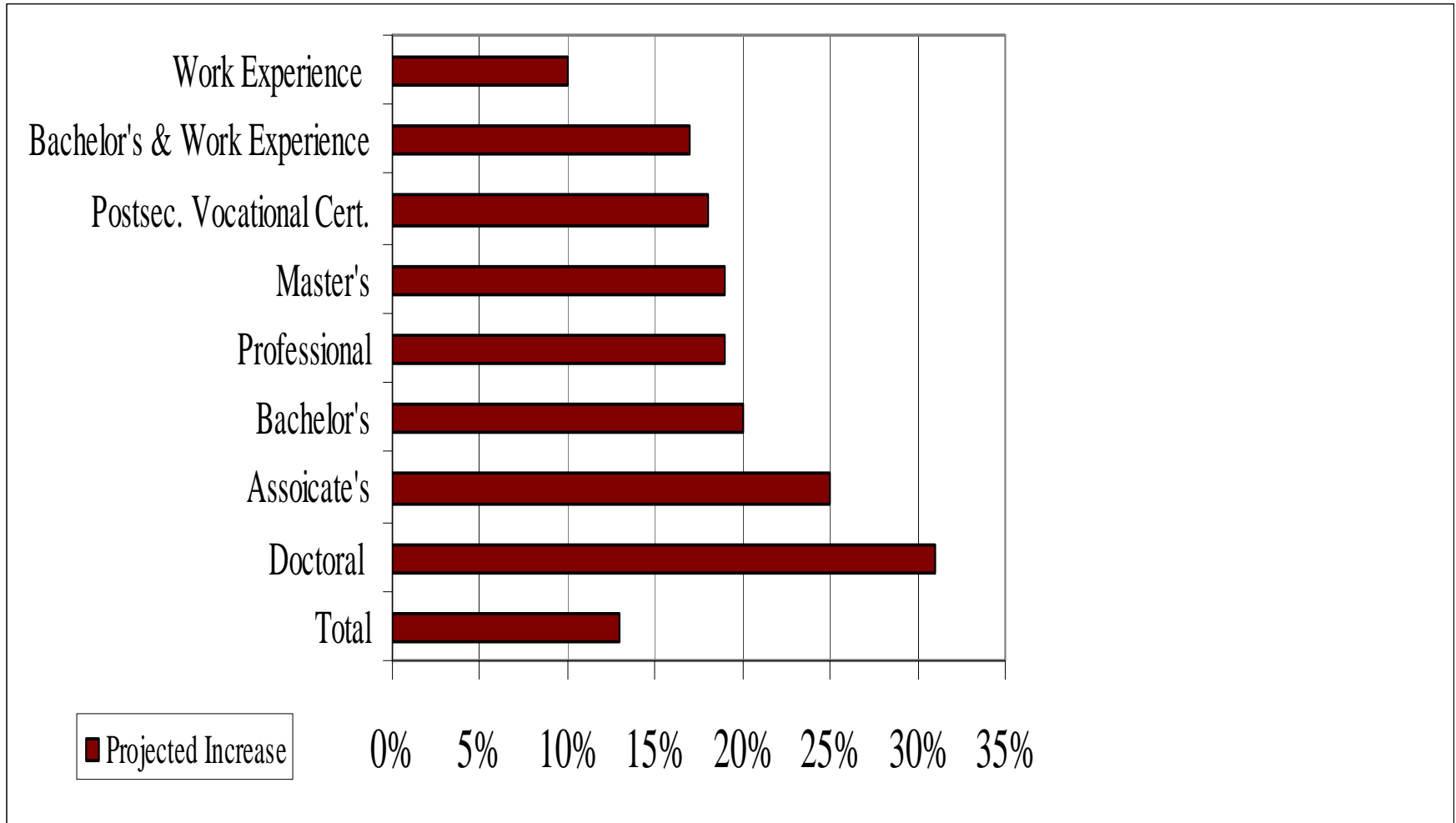
Shifting Industrial Growth Trends (2002-2012)

- Positive job growth (*BLS, 2004*)
 - Education and Health Services
 - Professional & Business Services
 - Information Technology
 - Leisure & Hospitality
 - Transportation & Warehousing
 - Construction (this is the only “Goods-Producing” industry sector to project growth)
- Negative job growth (*BLS, 2004*)
 - Manufacturing – Textile Mills; Apparel Manufacturing; Computer & Electronic Product Manufacturing

Source: Bureau of Labor Statistics, U.S. Department of Labor, Projections on Future Job Growth by Industry and Occupation, 2002-2012, Released February 2004.



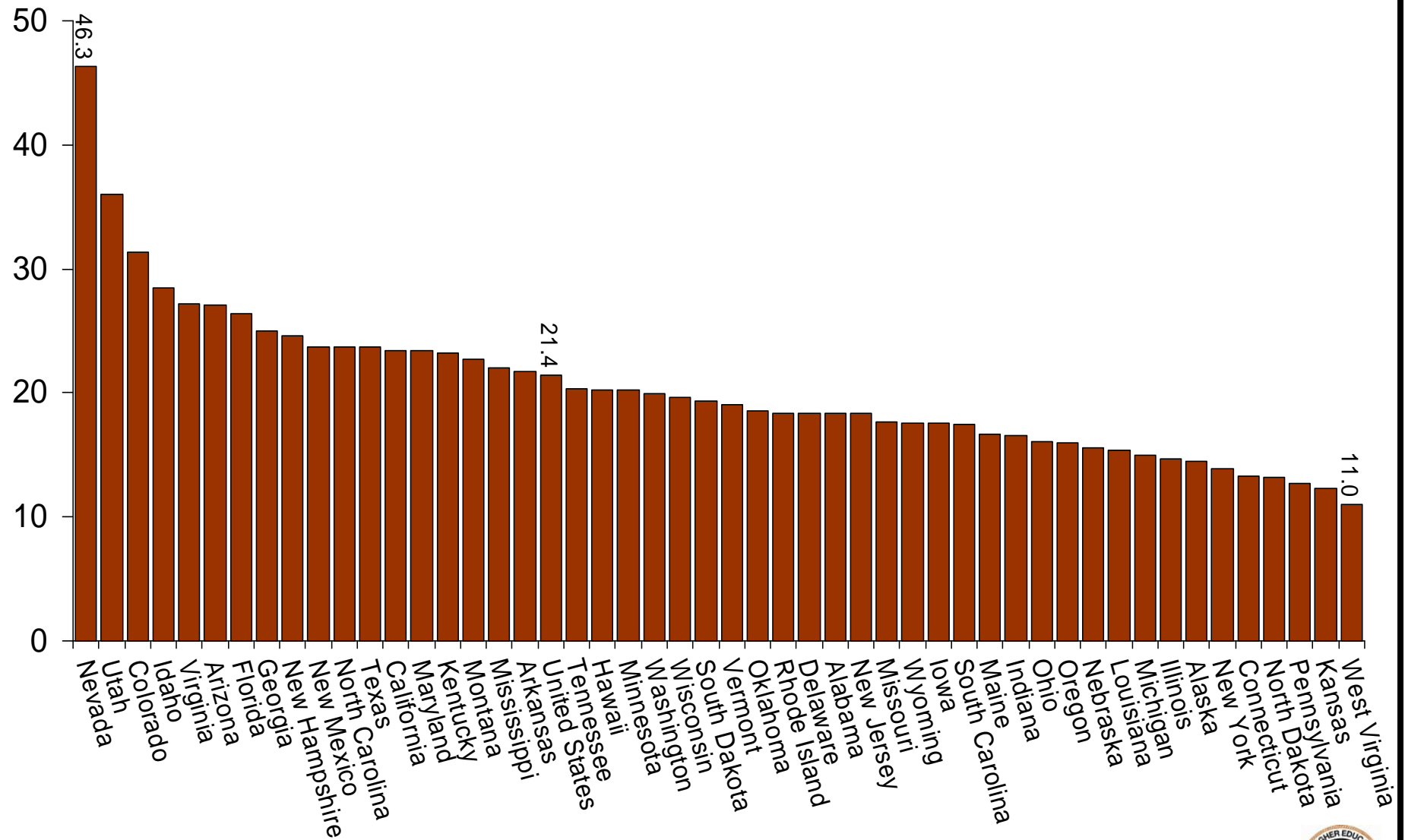
Projected Increases in Job Openings by Education or Training Required, US, 2004-2014



Source: US Census Bureau



Projected Percent Change in Occupations Requiring Some Postsecondary Training, 2002-2012



Source: ACINet, Career InfoNet



BBER Study (2007)

Work Participation

- 46.4% of graduates during past decade were on the payrolls of establishments in the state in 2006.
- The participation rate for recent graduates is 57.1%
- Most worked full-time, were in-state graduates, and held Associate's, Bachelor's, or Master's degrees

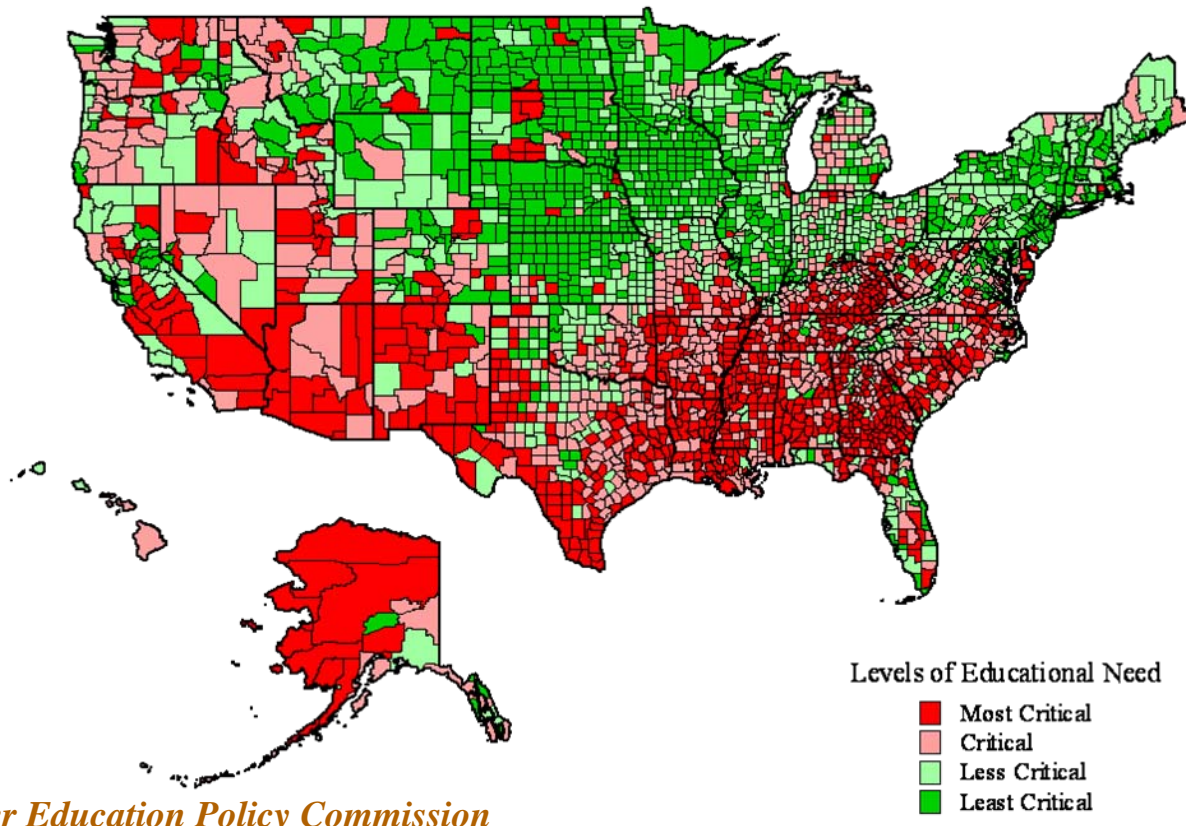
Wages

- Average annualized wages in 2006 were \$36,954
- An additional year of experience generates a \$2,000 increase in wage
- Wages for Associate's and Bachelor's degree holders start out similar, but a Bachelor's degree premium emerges



The Educational Needs Index

- The ENI is a study of educational, economic, and population pressures that influence educational policy and planning.
- The ENI assesses conditions for all 3,140 U.S. counties and allows peer comparisons across a variety of indicators. The ENI was updated in 2005 to also offer data for the 2,071 Public Use Microdata Areas.



Educational Needs Index

Key Questions

- What is the current level of educational attainment of the state and its respective counties?
- What is the current health of each state's counties from an economic perspective?
- Are there counties in the state that are quickly growing and have shifting demographics that skew toward youth, young adults, or at-risk minority populations?
- What counties in the state can be identified by the ENI to be under-educated, facing economic challenges, **and** facing robust population growth and shifting demographics in categories of youth, young adults, or at-risk minority populations?





About ENI

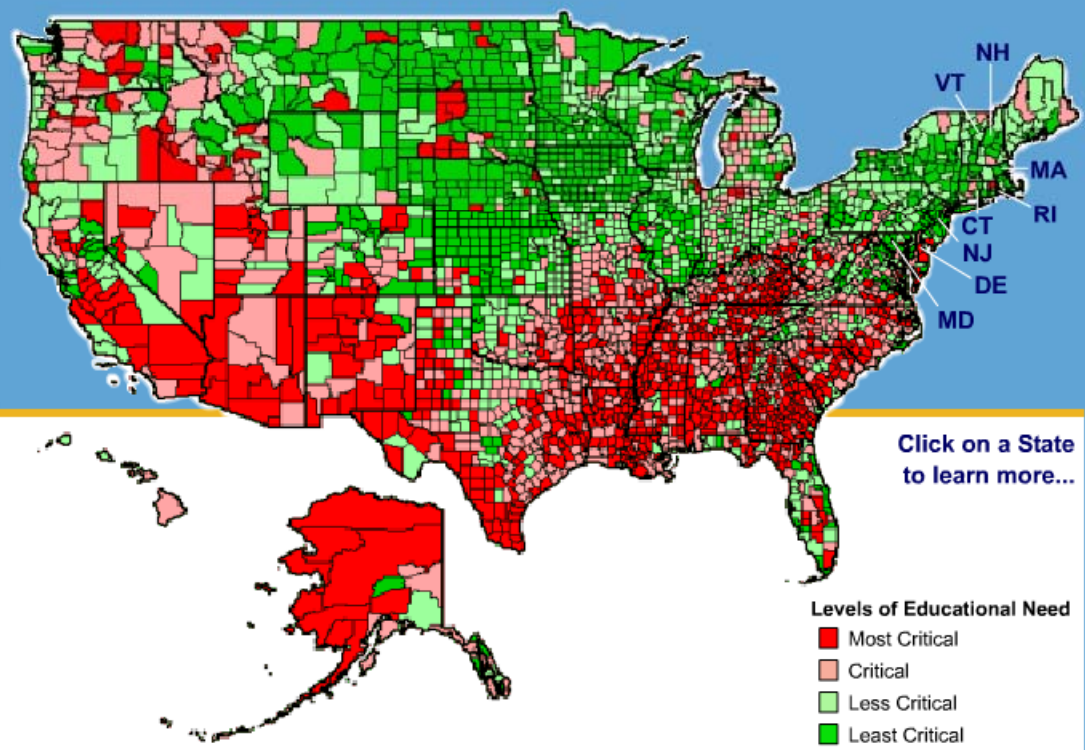
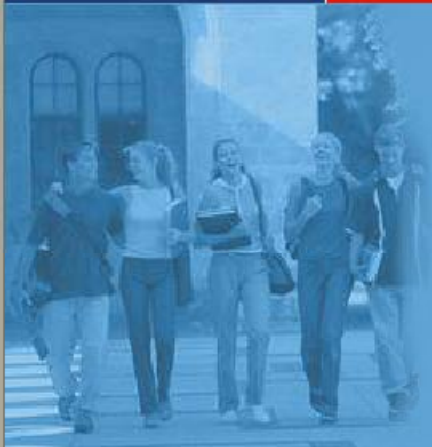
Methodology

ENI Results

Advanced Search

Reports & Publications

Policy Resources



Click on a State to learn more...

The Education Needs Index (ENI) is a county-level study of educational, economic, and population pressures that influence educational policy and planning.

Select a state from list:



Choose a state

View

- Levels of Educational Need
- Most Critical
 - Critical
 - Less Critical
 - Least Critical

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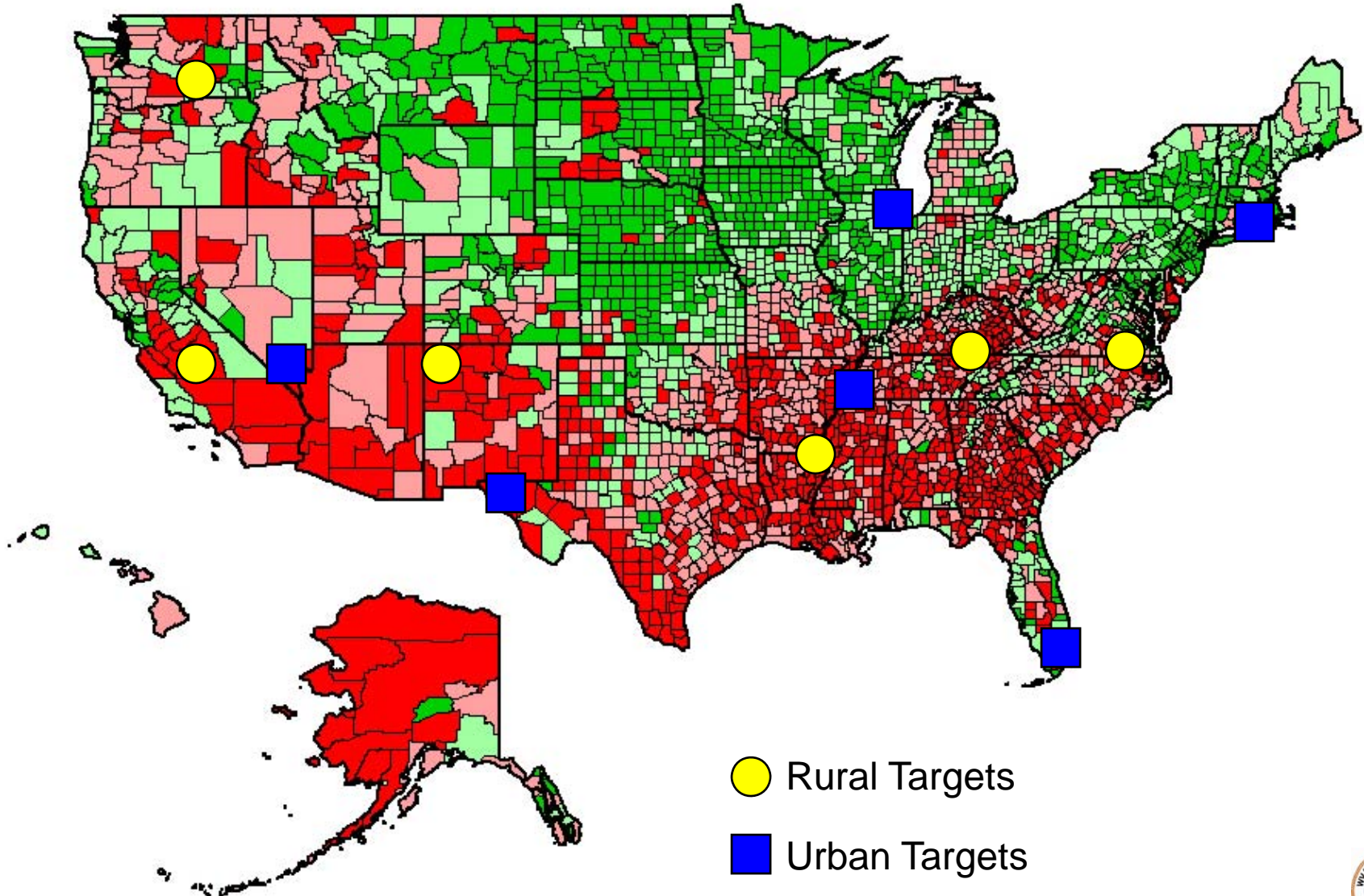
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Educational Needs Index

Urban and Rural Policy Audits

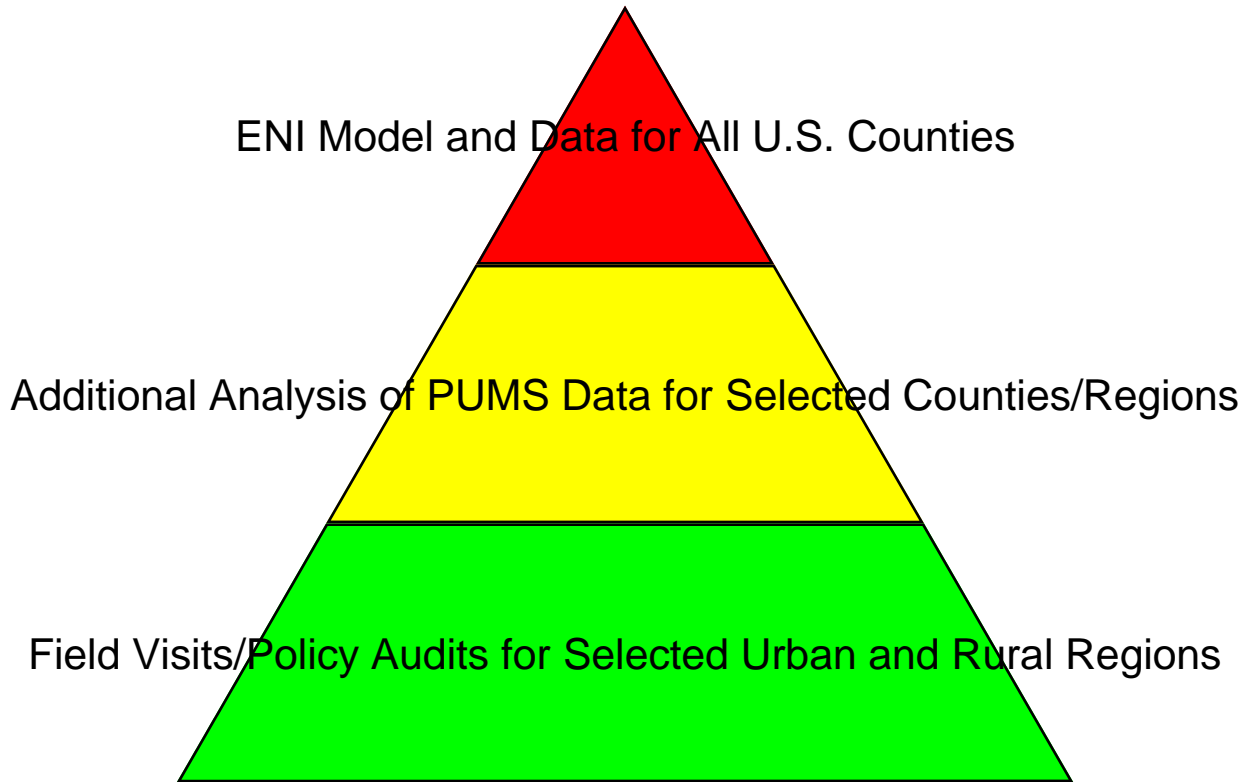


● Rural Targets

■ Urban Targets



Educational Needs Index



Final report to be published by Lumina and include national highlights, region profiles, analysis of best practices, and policy recommendations.

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