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**2017 CHINA NOW**

**Trends in Public US Education:  
Challenges & Opportunities**

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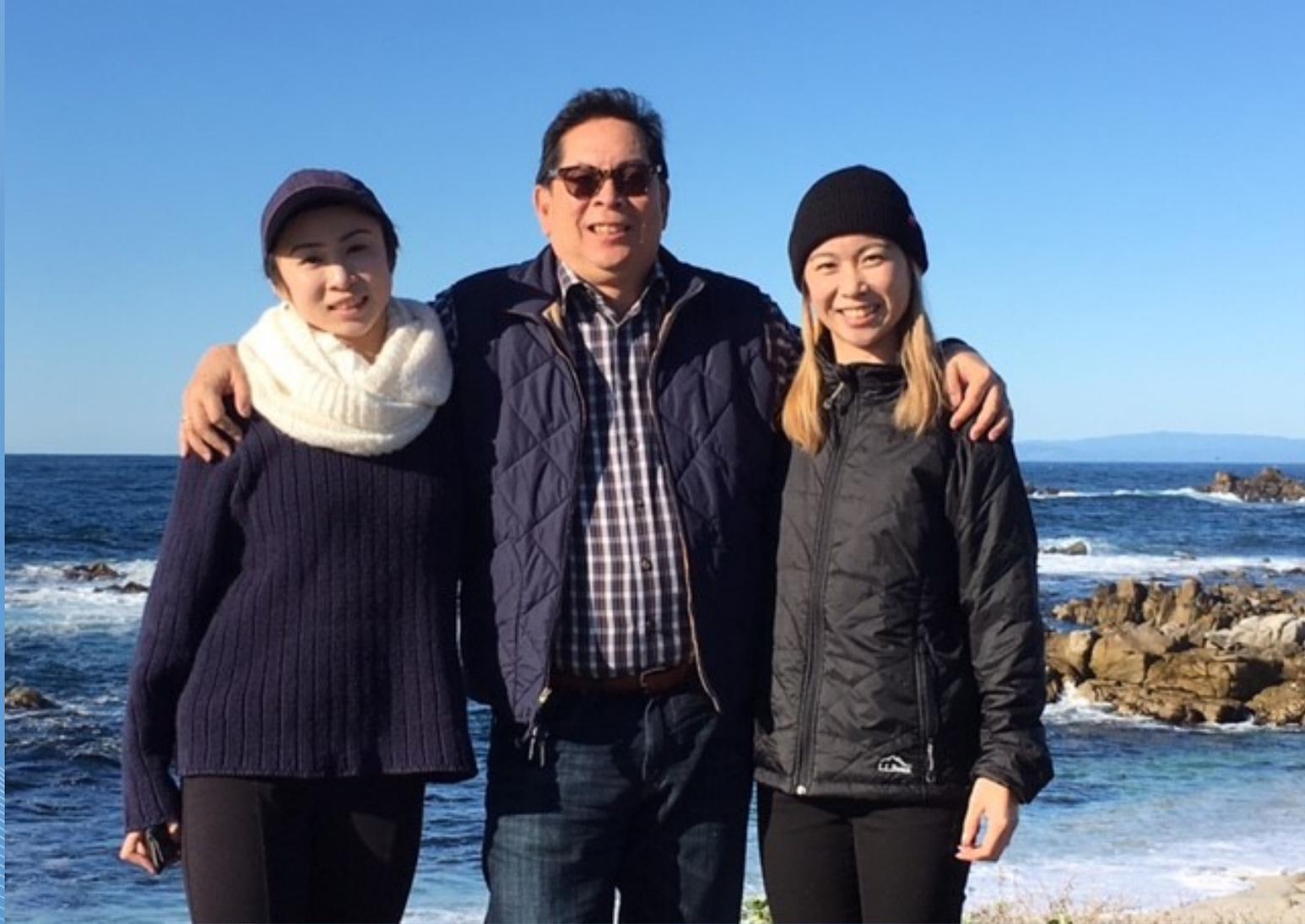


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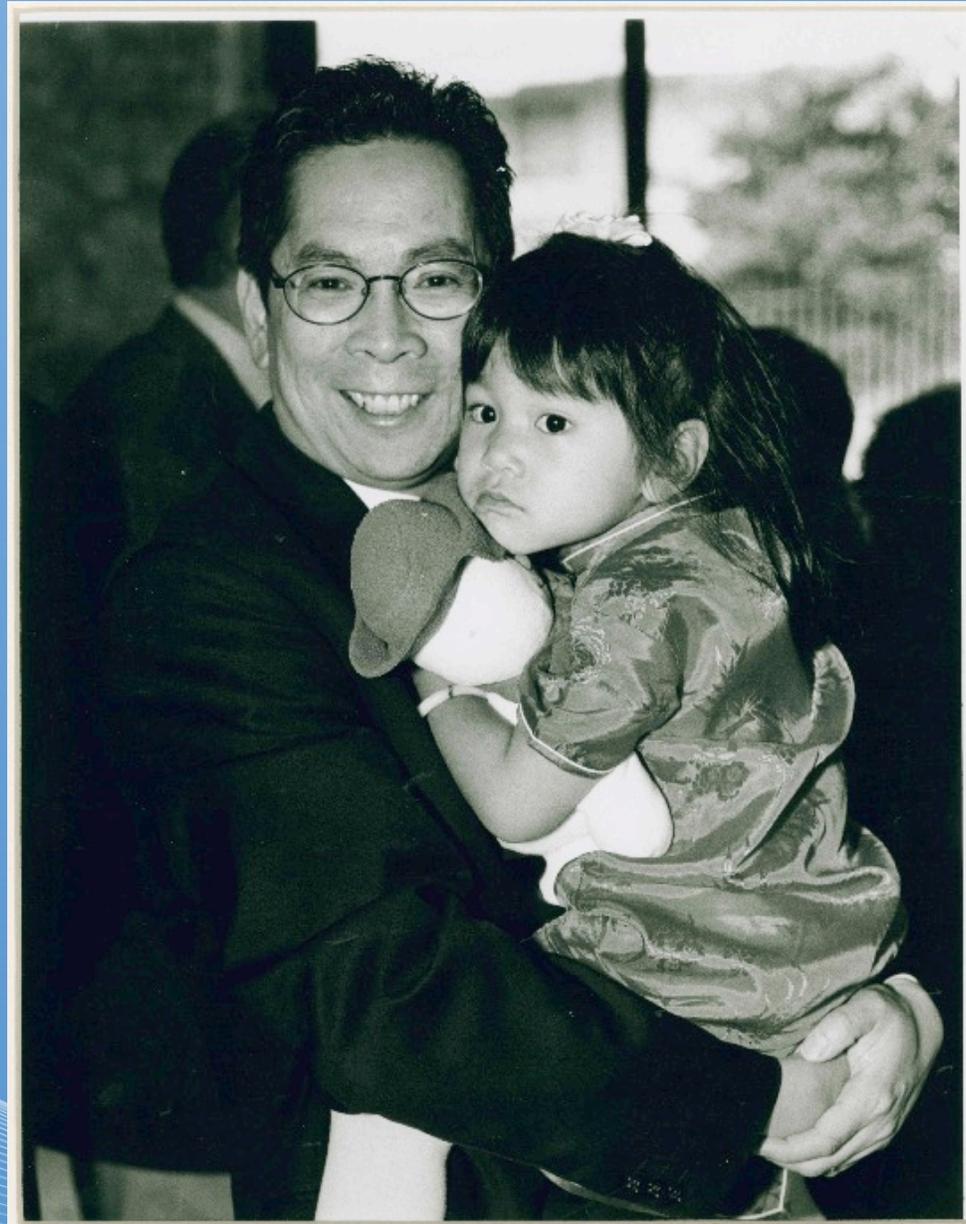




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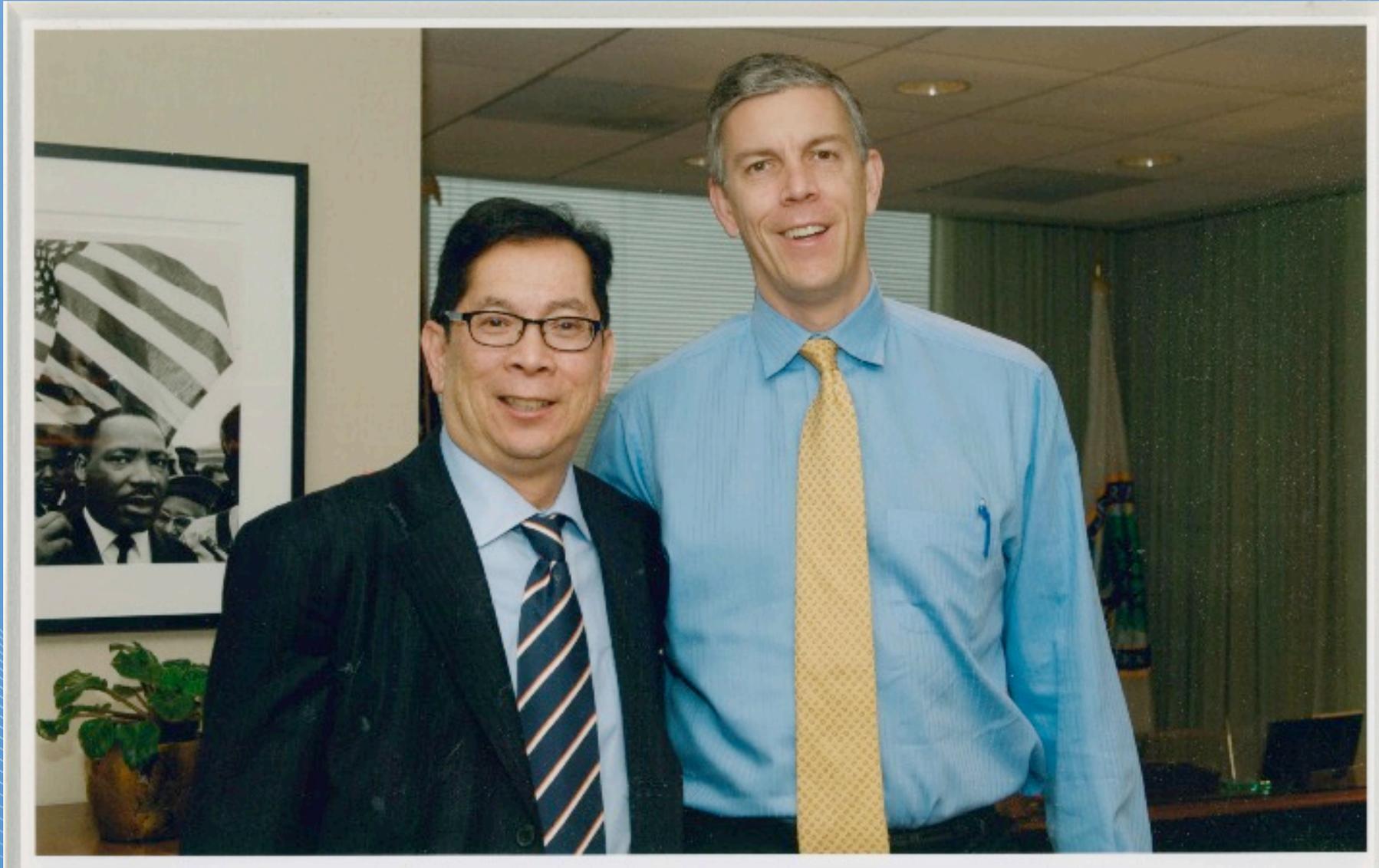


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# Four Major Trends in Education

- Student Demographics
- College Readiness
- Technology
- Growth of For-Profit Colleges

# United States public schools enrollments

In Fall 2015:

- About 75 million people enrolled in American schools and colleges
  - 55.5 million in elementary and secondary schools
  - 20.3 million in degree granting (Associates degree and higher) institutions
- Over 4.6 million FTE teachers and faculty were employed:
  - 3.6 million FTE in elementary and secondary schools
  - 1.0 million FTE in degree granting (Associates degree and higher) institutions



# K-12 Enrollment percentage distribution by race/ethnicity

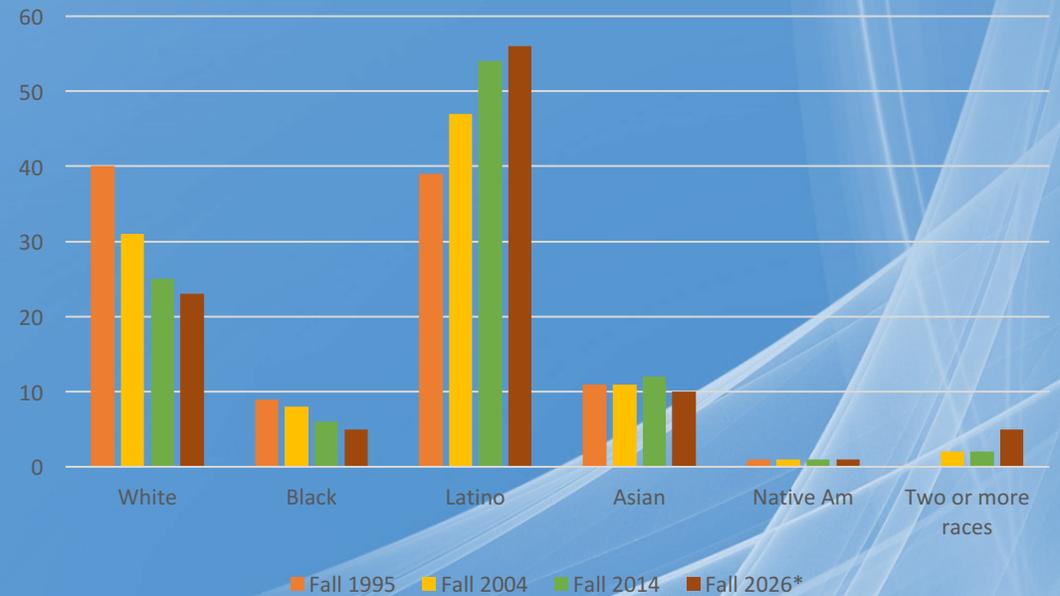
## National

National estimates and projection of Fall Terms for 1995, 2004, 2014 and 2026



## California

California enrollments and projection of Fall Terms for 1995, 2004, 2014 and 2026



# Total college enrollment rates of 18 to 24 years olds in degree granting institutions, by race/ethnicity: 1990 - 2015

- From 2005 to 2015, the total college enrollment rate for Latinos 18 to 24 years old increased from 25 to 37 percent.
- Most other racial/ethnic groups were not measurably different from their 2005 rates.
- Total college enrollment rate is defined as the percentage of all 18 to 24 years olds enrolled in 2 or 4 year colleges and universities.

# Additional National Data

➤ Bachelor's degrees awarded to Latino students more than doubled between 2003-04 and 2013-14. Other ethnicities increased as well - Blacks by 46%; Asians by 43% and Whites by 19%.

Status and Trends in the Education of Racial and Ethnic Groups, IES 2017

➤ In 2014, among those who had not completed high school, Black and Native Americans had higher unemployment (both 22 %) compared to White (13%), Hispanic (8%) and Asian (7%) adults.

Status and Trends in the Education of Racial and Ethnic Groups, IES 2017

# Community College Enrollments

- In 2013-14, 9.8 million undergraduates were enrolled in public two-year colleges
- 38 percent of undergraduate students attended public and private two year college in Fall 2015
- Among all students completing a degree at a four year college, 49% enrolled at a two year college in the previous 10 years.



# College Readiness

- Nationally – At least twenty percent of *all* first time undergraduate students require remediation

National Center for Education Statistics, 2013

- Achieving the Dream initiative study of community colleges found that 59% of entering students were referred to developmental math and 33% were referred to developmental reading.

Community College Research Center

- Readiness gap, the gap between college eligibility and college readiness, is approximately 60% for open access two year colleges.

National Center for Public Policy and Higher Education, 2009

# California College Prep

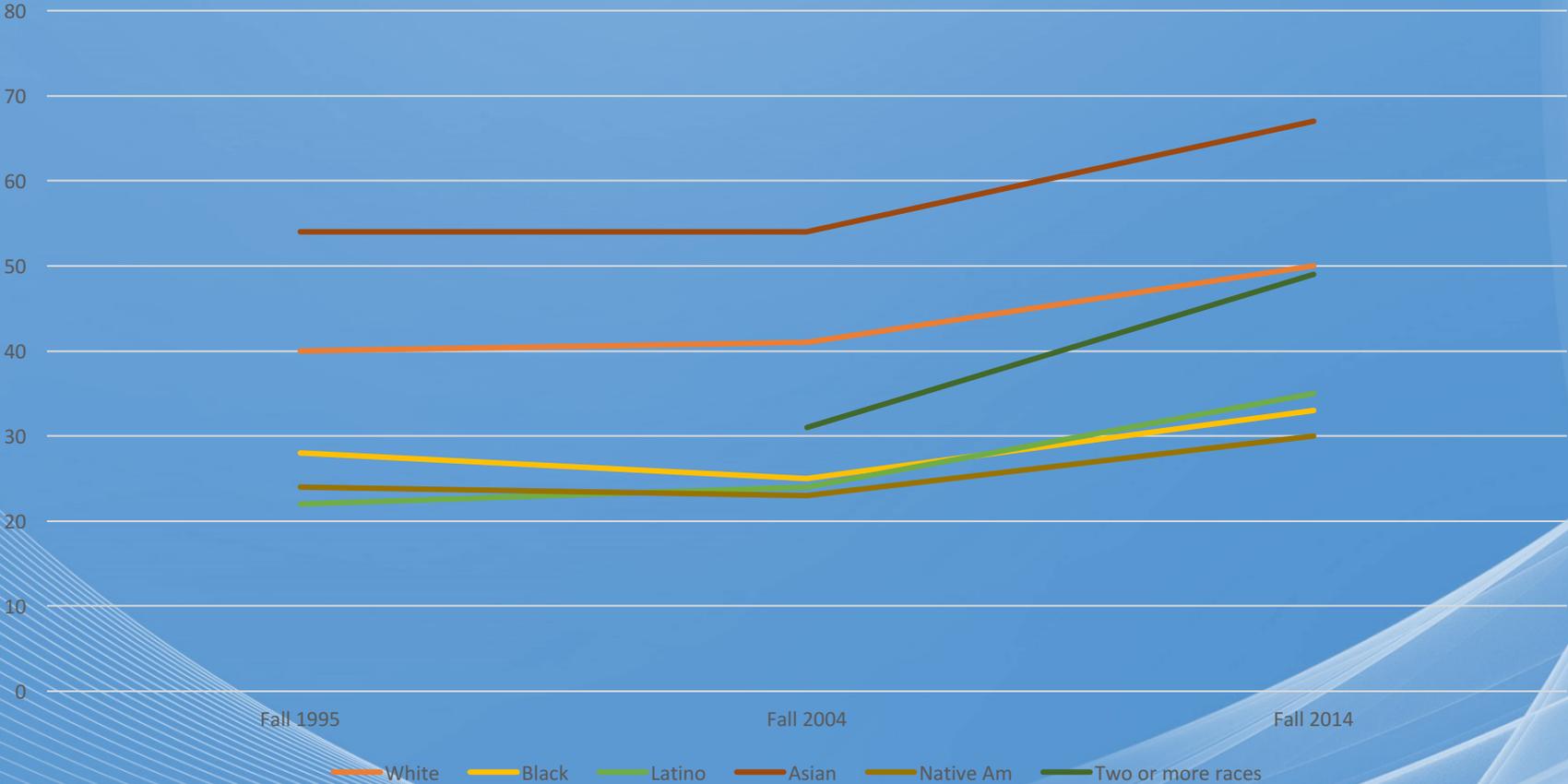
➤ In 2013-14, 25% of California's public 11<sup>th</sup> and 12<sup>th</sup> graders took at least one AP exam, up 15% from 2004.

College Readiness in California: A Look at Rigorous High School Course Taking,  
Public Policy Institute of California, July 2016

➤ STEM - Enrollment in advance math courses has risen, 76% from 1997 to 2012 – especially in Algebra II – but it is still low.

College Readiness in California: A Look at Rigorous High School Course Taking,  
Public Policy Institute of California, July 2016

# The proportion of California high school graduates completing a-g requirement has been increasing



# Technology in Teaching and Learning

➤ In Fall 2014, there were 5.8 million students enrolled in any distance education courses at degree-granting postsecondary institutions

U.S. Department of Education, National Center for Education Statistics, 2016

➤ In 2002-03, approximately 30 percent of public elementary and secondary school districts had high school students enrolled in Distance Education Courses. This statistic grew to over 66 percent in 2009-10.

U.S. Department of Education, National Center for Education Statistics, 2016

➤ Internet based education, Online learning, at California Community Colleges has increased over 172% since 2002 to 2016 – from 816 to over 141,000 FTES

California Community Colleges Chancellor's Office Data Mart

# Technology and Learning

- The percentage of internet users tend to be higher for those with higher levels of educational attainment:
  - 54 % for non high school completers
  - 64 % of high school graduates or equivalent
  - 89 % with a bachelor's degree or higher

U.S. Department of Education, National Center for Education Statistics, 2016

# For-Profit Higher Education- Growth

Number of students enrolled in for-profit higher education:

**2001**

766,000

**2010**

2,400,000

- Enrollment for for-profit higher education institutions grew 225% from 1998-2008.
- Enrollment in all higher education institutions grew only 31% in that time.



# For-Profit Higher Education- Average Cost

## For-Profit

- \$35,000: 2-year Associate's Degree
- \$63,000: 4-year Bachelor's Degree
- \$32,700: Certificate Program

## Not for Profit

- \$8,300: 2-year Associate's Degree
- \$52,500: 4-year Bachelor's Degree
- \$4,250: Certificate Program

# For-Profit Higher Education- Loans and Debt

## For-Profit

- \$32,700: Median debt for average student
- 96% of Students take out loans

## Not for Profit- Private

- \$24,600: Median debt for average student
- 57% of Students take out loans

## Not for Profit- Public

- \$20,000: Median debt for average student
- 48% of Students take out loans

# For-Profit Higher Education- Recruitment & Lobbying

## For-Profit

- \$4.2 Billion: Spent on marketing, recruiting and admissions staffing in 2009
- \$78 Million: Amount Apollo Group, Inc. paid in 2009 to settle lawsuit tying University of Phoenix recruiters' pay to student enrollment
- 35,202: Number of recruiters hired by 30 for-profit higher education companies in 2010 (roughly 1 per 49 students)
- 3,512: Number of career services staff employed by for-profit schools in 2010

# For-Profit Higher Education- Academic Progress

## For-Profit

- \$2,050: Amount spent on instruction per student in 2009
- 20%: Number of students who completed Bachelor's Degree within four years

## Not for Profit- Private

- \$15,321: Amount spent on instruction per student in 2009-10
- 52%: Number of student who completed Bachelor's Degree within four years

## Not for Profit- Public

- \$7,239: Amount spent on instruction per student in 1009-10
- 31%: Number of students who completed Bachelor's Degree within four years

# Take-Aways

- Changing Student Demographic
- College Readiness
- Technology
- Growth of For-Profit Colleges



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