Who Will Be the Class of 2030?

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Abstract

The purpose of this poster is to demonstrate ways that University Administrators can use data from the “Projections of the Size and Composition of the U.S. Population: 2014 to 2060” report, to focus on the recruitment of students, by using information projecting changes in the college-age population, due to shifts in the size, age structure as well as racial and ethnic composition of the nation. (The report was issued in March, 2015)

Introduction

Using selected data taken from the U.S. Census Bureau’s 2014 National Projections study, this poster will focus on the projected changes in the size and composition of the potential college-age population in New Jersey by 2030, by comparing demographic characteristics such as nativity, age composition, sex, race and Hispanic origin, to better estimate the potential pool of college-age students over the next fourteen years. The purpose of the selection of data is done so that university administrators can project the numbers of potential college-age students who may attend colleges and universities over the next decade, in order to better focus their recruitment efforts.

Projected Changes

The projected changes in the size and composition of the U.S. population will have a significant and long lasting impact on the social, racial and ethnic make-up of American colleges and universities. As the demographies of the nation changes, the number of under-represented students attending and graduating from college will increase. According to data collected in the report, the projected number of black and white college age students will decline, while the number of Hispanic and Asian-American College age students will steadily increase. The projected shift in the size and composition of the population will compel many institutions of higher education to rethink their current recruitment strategies in order to meet the demands of a more racial and economically diverse student body. The nation will also see a sharp rise in first-generation and low-income students. All of these projected changes will have lasting and significant ramifications for colleges and will present new challenges for enrollment managers as they attempt to balance competing institutional goals, such as expanding access and increasing net-tuition revenue with the realities of the changing demographic future of our nation and nature of higher education.

Conclusion

The projected changes in the size and composition of the U.S. population will have a significant impact on college enrollment demographics over the next decade. As the competition for students intensifies, administrators in colleges and universities will need to adjust and/or revamp their recruitment strategies in order to keep pace with the momentous projected population changes ahead. The projected changes will have major implications for many institutions. As the nation becomes more racially diverse, the recruitment of a student population that reflects the nation’s diverse nature will be a major challenge confronting colleges and universities. And it is for this reason, that the need for creditable and reliable data concerning the projected number of college-age students becomes more important for colleges and universities seeking to recruit and retain students in a highly competitive market.