

Demographic Trends in Appalachia and Implications for Enrollments in Higher Education: The Case of Marshall University

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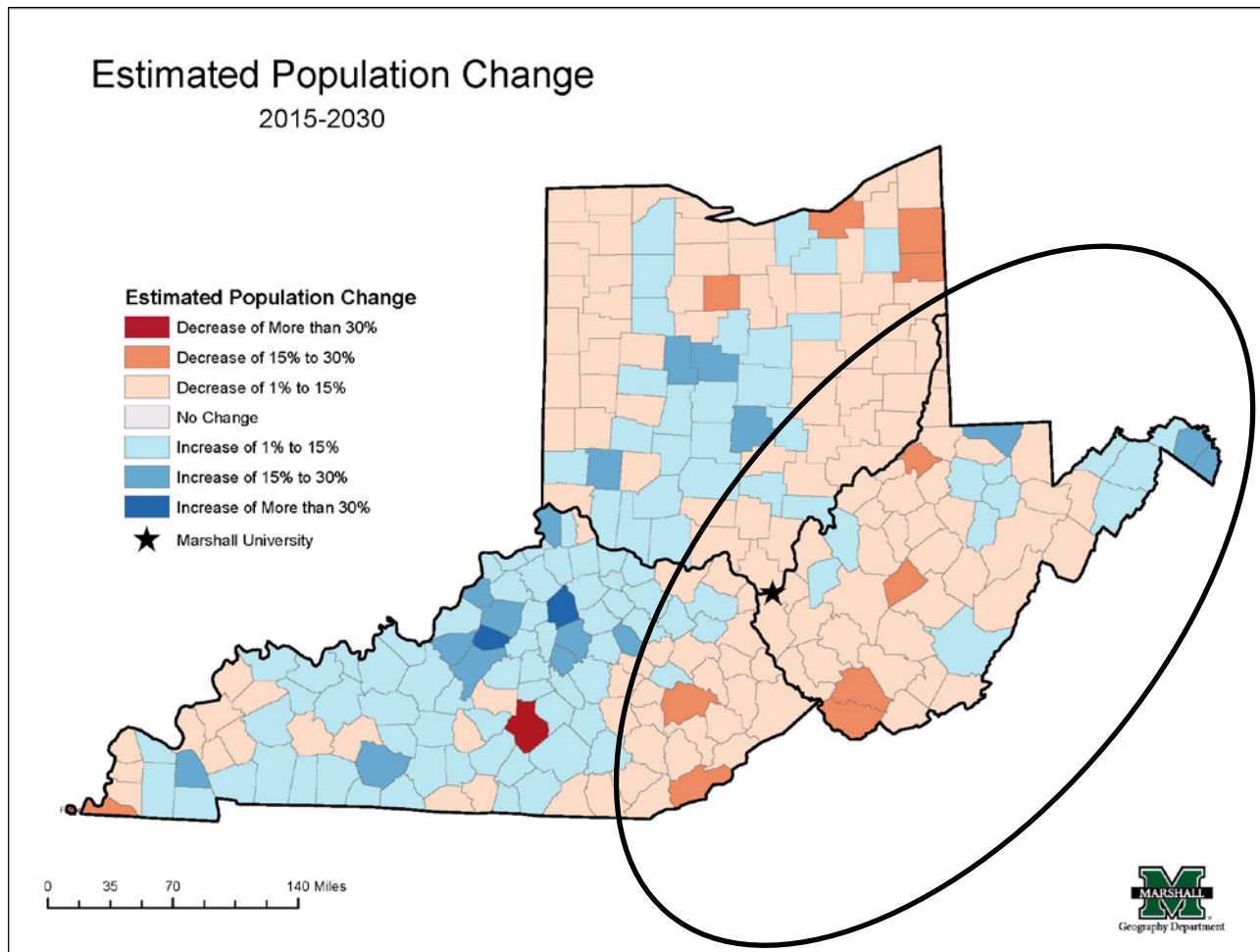
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Marshall University

- Accredited, public institution
- Enrollment spring 2014 = 12,088
- First-time freshmen fall 2013 = 1,782
- Surrounded by Appalachian counties in West Virginia, Kentucky, Ohio

Appalachian Geo-Demographics

- Projected population change 2015-2030 (sources: WVU, U Louisville, Miami (OH) U)



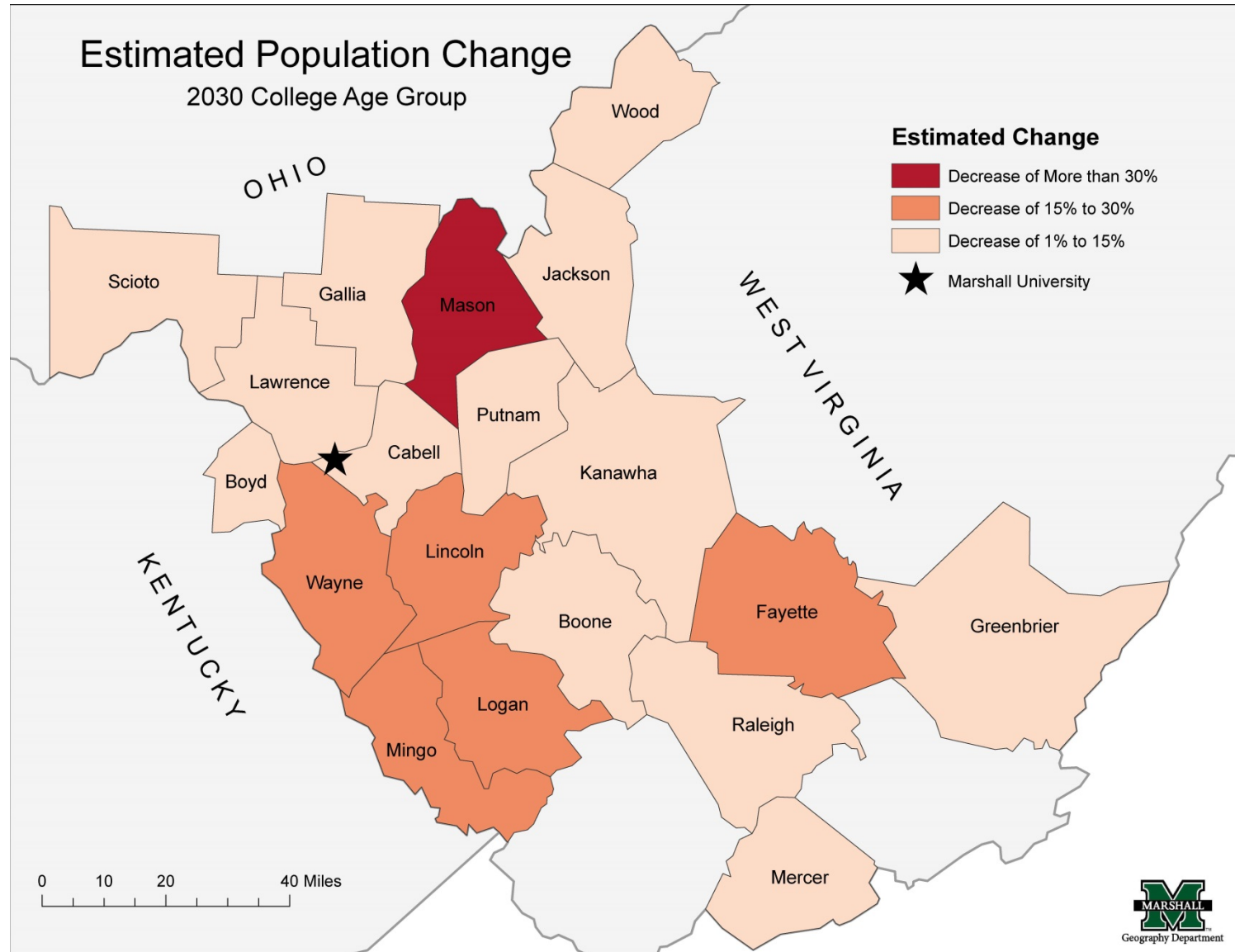
Marshall University Geo-Demographics

- MU first-time freshmen data for fall 2013
 - Seventy-one percent originate from just 20 WV, KY, OH counties
 - Sixty percent from just 10 counties
- Most of these “most important contributing counties” are projected to decline in total population from 2015-2030
- All of these counties except Berkeley projected to decline in population aged 15-24 from 2015-2030
- 82% of all MU undergrads are under age 25.

Marshall University's "most important contributing counties"

County	Population Aged 15-24 2015	Population Aged 15-24 2030	Change 2015-2030	Percent Change
Boyd, KY	5311	5253	-58	-1
Gallia, OH	4138	3933	-205	-5
Lawrence, OH	7793	7523	-270	-3
Scioto, OH	10868	10018	-850	-8
Berkeley, WV	13093	16307	3214	25
Boone, WV	2629	2336	-293	-11
Cabell, WV	14523	13988	-535	-4
Fayette, WV	4995	4341	-654	-13
Greenbrier, WV	3920	3616	-304	-8
Jackson, WV	3432	3358	-74	-2
Kanawha, WV	21300	19546	-1754	-8
Lincoln, WV	2308	1907	-401	-17
Logan, WV	3824	3144	-680	-18
Mercer, WV	7584	6928	-656	-9
Mason, WV	2802	2577	-225	-8
Mingo, WV	2815	2266	-549	-20
Putnam, WV	5747	5475	-272	-5
Raleigh, WV	9002	8954	-48	-1
Wayne, WV	4797	4162	-635	-13
Wood, WV	9662	8825	-837	-9

Marshall University Geo-Demographics



First-time Freshmen enrollment in 2030

- Assuming that MU will continue to draw approximately the same percentage of young adults from the same counties in the future:

County	First-time freshman 2013	Expected first-time freshman 2030
Boyd, KY	17	17
Gallia, OH	21	20
Lawrence, OH	79	76
Scioto, OH	29	27
Berkeley, WV	21	26
Boone, WV	30	27
Cabell, WV	302	291
Fayette, WV	29	25
Greenbrier, WV	16	15
Jackson, WV	20	20
Kanawha, WV	209	192
Lincoln, WV	28	23
Logan, WV	20	16
Mason, WV	77	71
Mercer, WV	27	25
Mingo, WV	14	11
Putnam, WV	139	132
Raleigh, WV	40	40
Wayne, WV	99	86
Wood, WV	56	51
TOTAL	1273	1191

Doing the math 1

- First-time freshman comprised 15% of total enrollment in 2013-2014
- Declines of 82 students per year from these 20 important counties from 2030 – 2034 would result in 328 fewer first-time freshmen over a four year period.
- Does not account for losses before 2030.

Total enrollment in 2030

- Assuming origin counties for total enrollment are similar to first-time freshmen:

County	Enrollment 2013	Enrollment 2030
Boyd, KY	115	110
Gallia, OH	143	137
Lawrence, OH	535	514
Scioto, OH	197	189
Berkeley, WV	143	137
Boone, WV	203	195
Cabell, WV	2049	1967
Fayette, WV	197	189
Greenbrier, WV	109	104
Jackson, WV	135	130
Kanawha, WV	1418	1361
Lincoln, WV	190	182
Logan, WV	135	130
Mason, WV	522	501
Mercer, WV	184	176
Mingo, WV	95	92
Putnam, WV	943	905
Raleigh, WV	271	260
Wayne, WV	672	645
Wood, WV	380	364
TOTAL	8636	8290

Doing the math 2

- Declines of 346 students per year from these 20 important counties from 2030 – 2034 would result in 1384 fewer enrolled over a four year period.
- Does not account for losses before 2030.
- Roughly estimating losses from 2015-2035, expect total enrollment of 8,000 by 2035.

Implications

- MU and other Appalachian institutions face decreasing enrollments *ceteris paribus*.
- Possible actions:
 - Increase share from “important” counties.
 - Recruit from growing WV counties such as Berkeley, Monongalia, Jefferson
 - Increase out of state or international enrollment (INTO)
 - Recruit from age groups other than 18-24
 - Increase awareness of online programs
 - More state funding (ha, ha)!
 - *Or* managed decline