

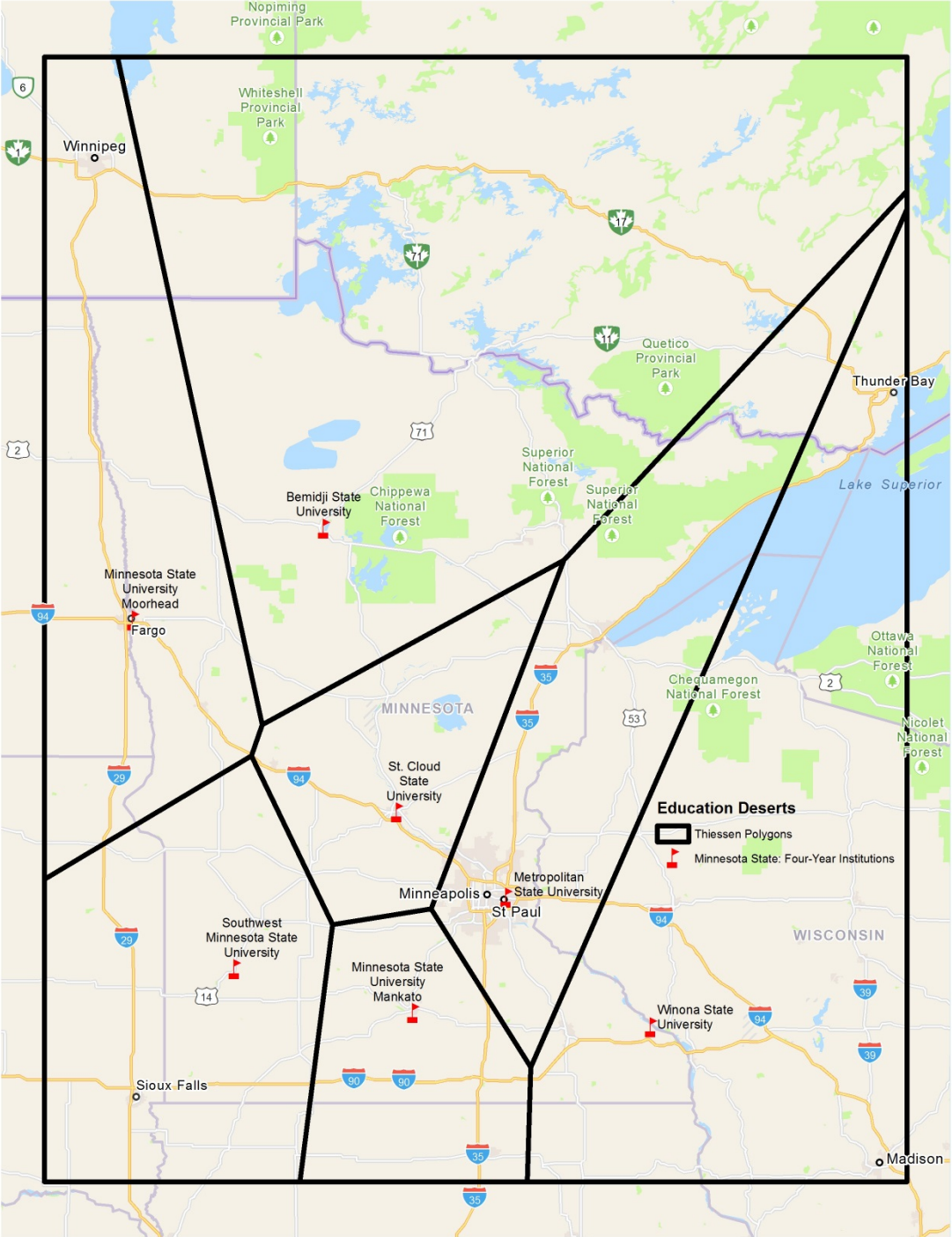
Educational Deserts and Trade Areas

SCSU and the Geography of
College Opportunity

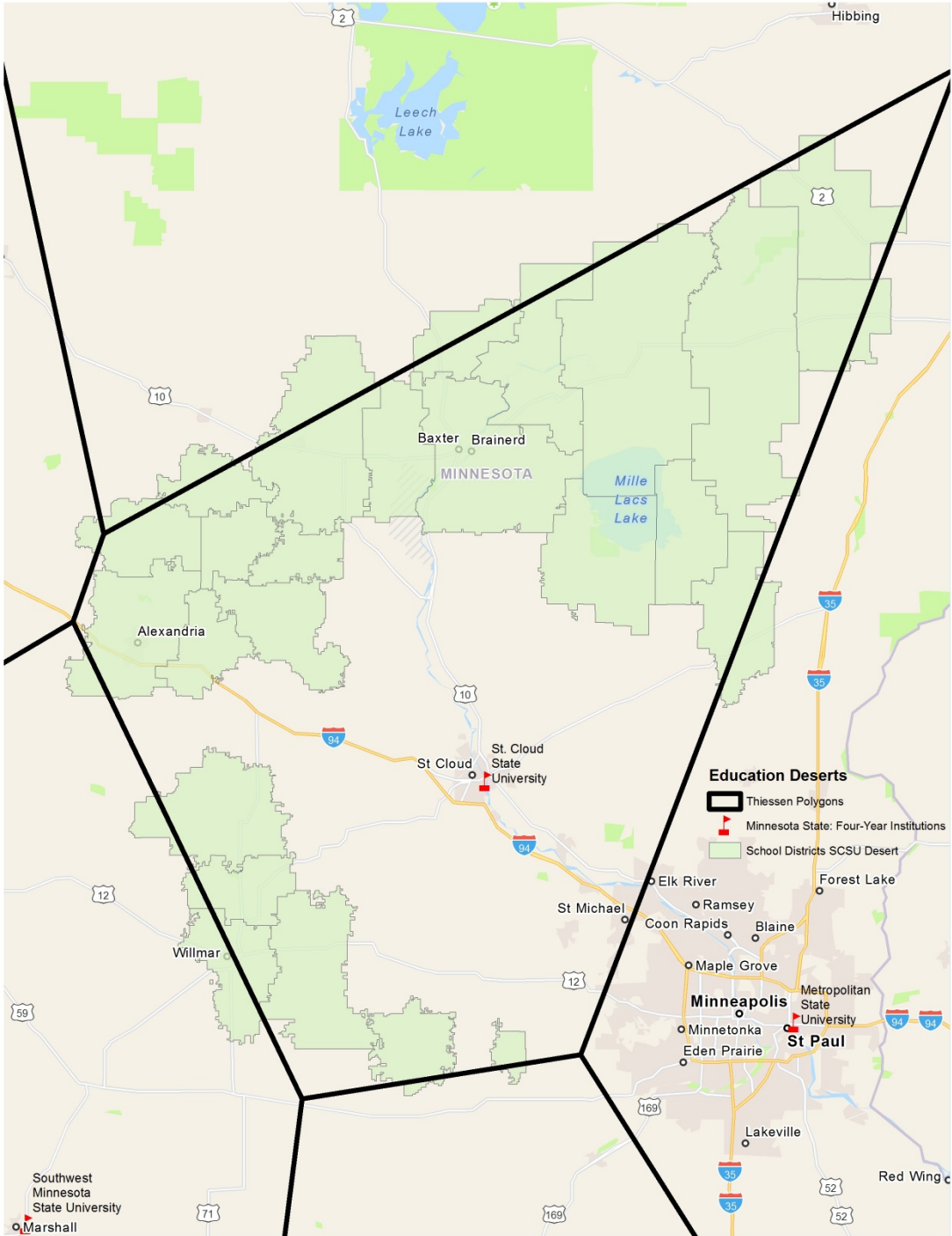
Definitions

- Educational Desert
 - Nationally ~57% of incoming freshman attending public four-year colleges enroll within 50 miles of their permanent home.
 - Educational Desert: those places with educational opportunities are few and far between
 - No “local” options
- Trade Area
 - A geographic area within which a business enterprise draws most of its customers
- SCSU Trade Area
 - The geographic area where SCSU draws most of its students

Equal Competition:
Each school is equally competitive. Students choose only on the basis of distance and “always” choose the closest



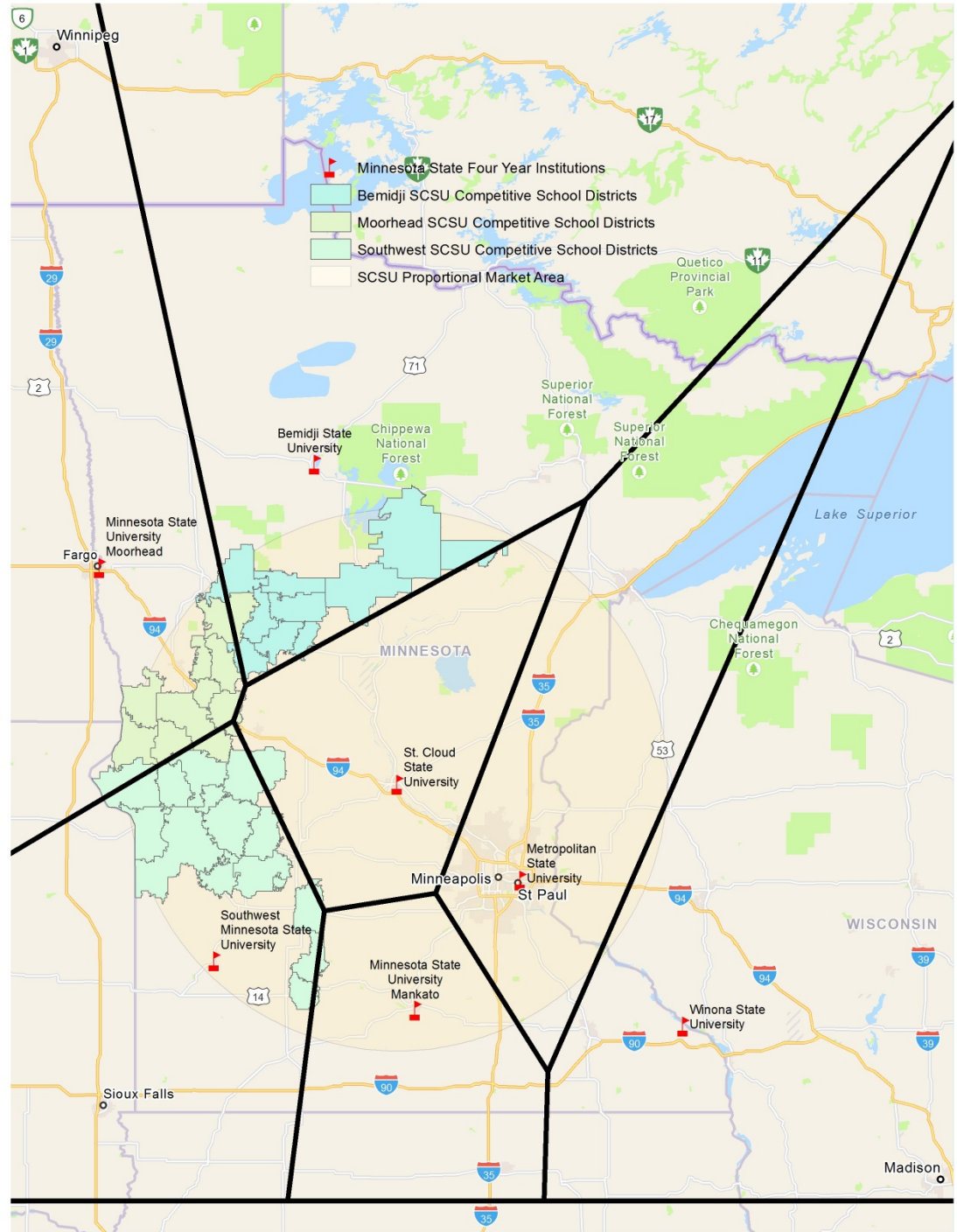
School districts within the SCSU Trade Area & in an Educational Desert more than 60 minutes drive from nearest Minnesota State four-year school

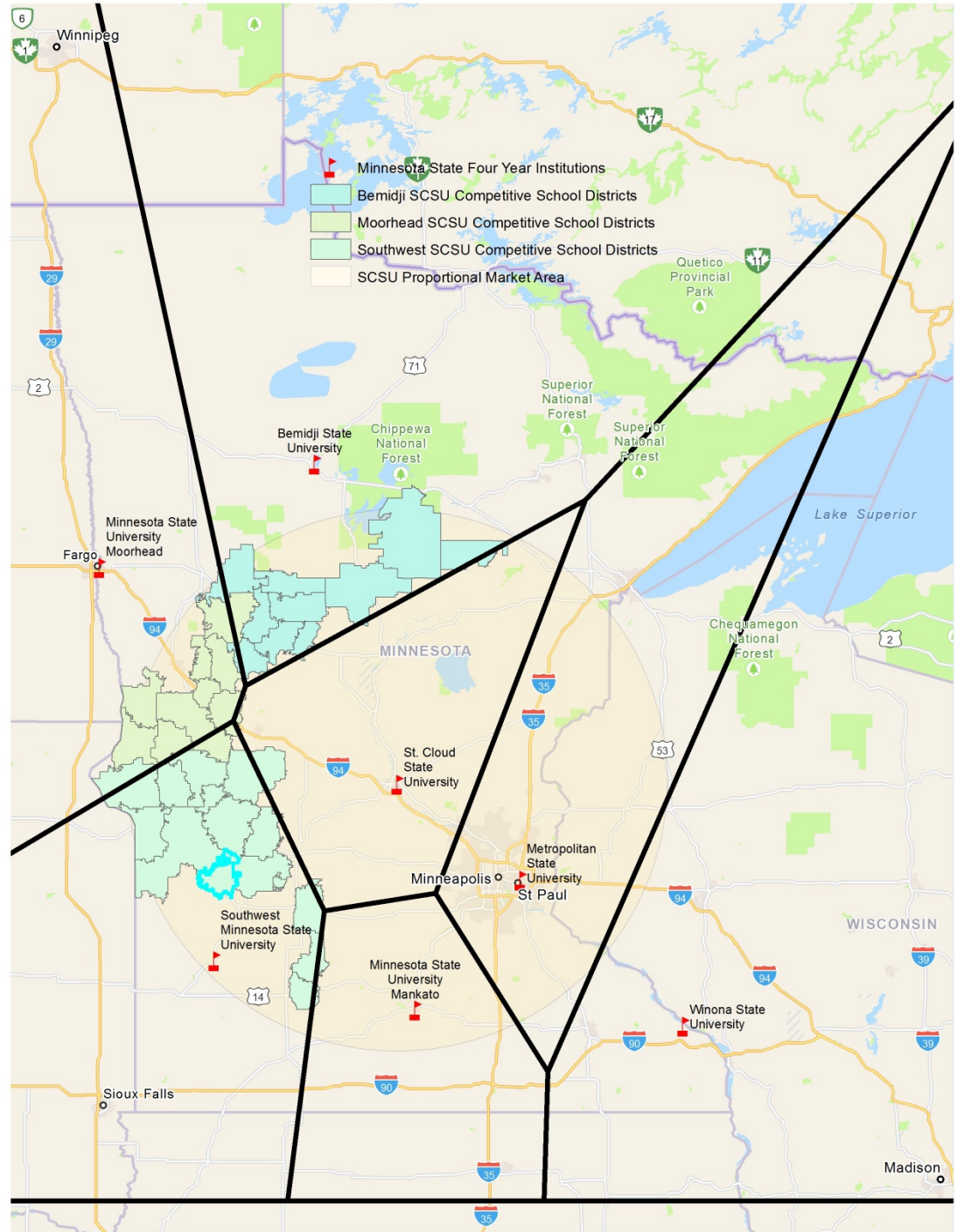


School District	Seniors Fall 2017
Brainerd	452
Wilmar	316
Alexandria	309
Hutchinson	245
Pequot Lakes	143
Mora	116
New London-Spicer	96
Staples-Motley	94
Crosby-Ironton	90
Aitkin	82
Long Prairie-Grey Eagle	65
A.C.G.C.	61
Pillager	60
Osakis	60
Onamia	53
Belgrade-Brooten-Elrosa	53
Isle	52
Browerville	46
Parkers Prairie	45
Bertha-Hewitt	39
Lester Prairie	33
Floodwood	24
McGregor	22
Cromwell-Wright	17
Eagle Valley	0
Total	2,573

Proportional Market Area

- Size of the market area is determined by a numeric value based on the “size” of the business
 - Number of hospital beds
 - Size of a store in square feet
 - Strength of a radio station’s signal
- For this analysis number of full-time equivalent students





SCSU-Southwest

School District	Seniors Fall 2017
Montevideo	103
Minnewaska	89
Springfield	85
Morris Area	72
Benson	62
Lac Qui Parle Valley	56
M.A.C.C.R.A.Y.	49
Bird Island-Olivia-Lake Lillian	49
Cedar Mountain	41
Ortonville	39
Kerkhoven-Murdock-Sunburg	30
Clinton-Graceville-Beardsley	25
Hancock	23
Chokio-Alberta	9
Prinsburg	0
Total	732

Montevideo: 48 total admitted over 9 years
16 enrolled 33.3%

Tapestries

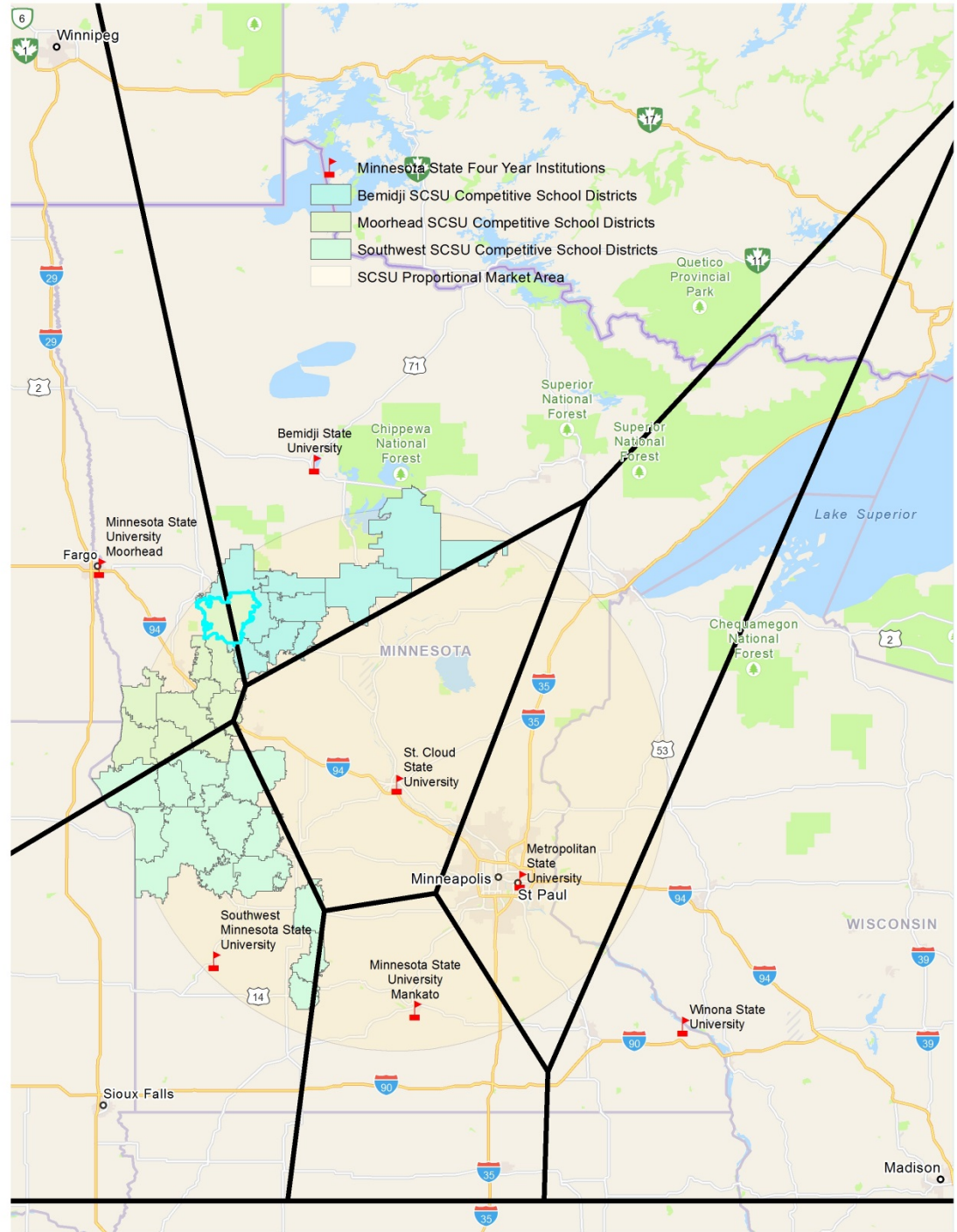
Prairie Living---Rural*

Heartland Communities—Semirural*

Old and New Comers Metro Cities

Traditional Living Metro Cities

Small Town Simplicity Semirural



SCSU Moorhead

School District	Seniors Fall 2017
Perham-Dent	117
West Central Area	49
Battle Lake	38
Underwood	32
Wheaton Area	29
Brandon-Evansville	29
Ashby	17
Campbell-Tintah	13
Herman-Norcross	10
Total	334

Perham-Dent 36 total admitted over 9 years

21 enrolled 58.3%

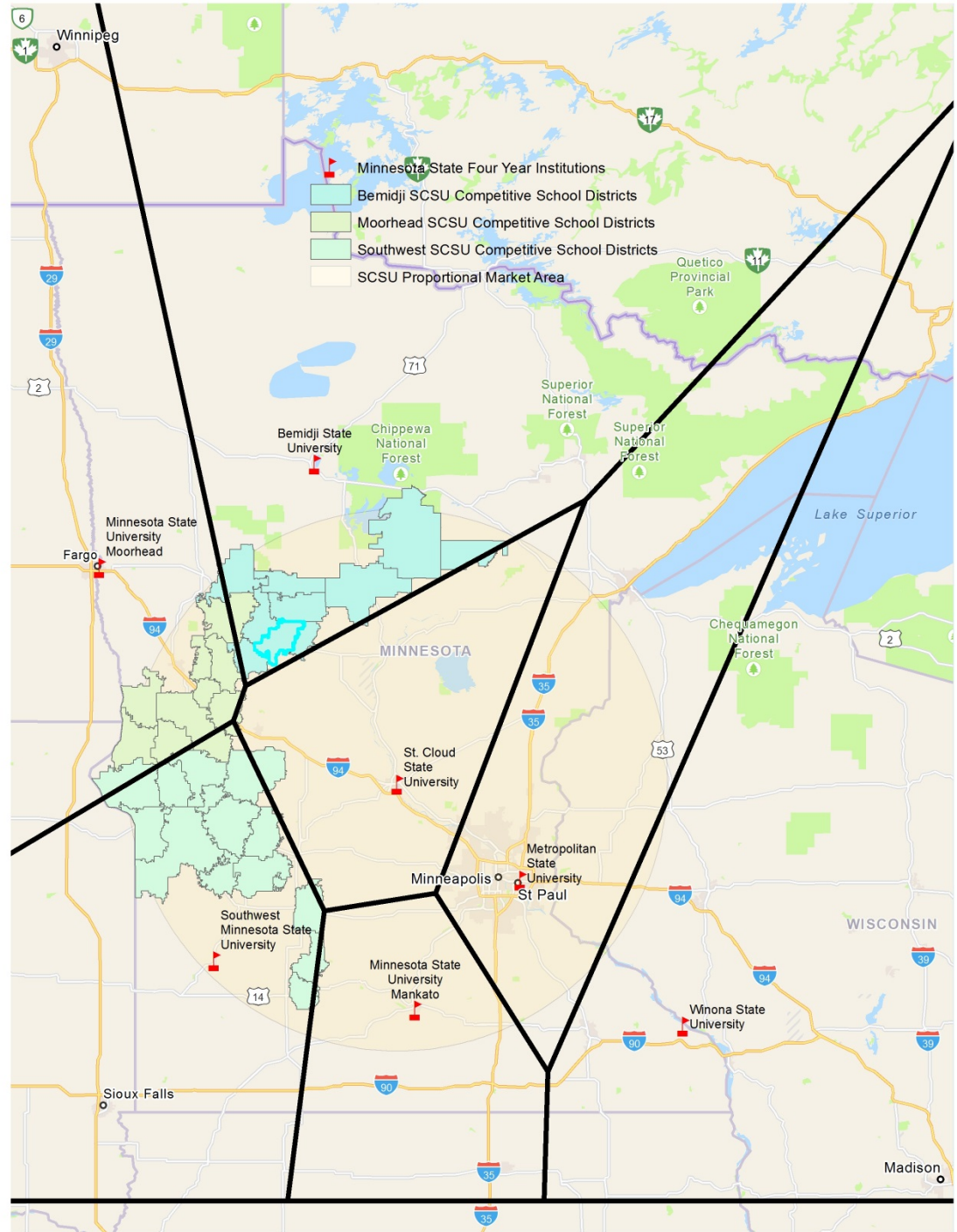
Tapestries

Salt of the Earth

Prairie Living

Rural Resort Dwellers*

Heartland Communities*



SCSU Bemidji

School District	Seniors Fall 2017
Wadena-Deer Creek	82
Frazeo-Vergas	64
Pine River-Backus	61
Menahga	56
New York Mills	46
Verndale	42
Sebeka	38
Henning	32
Northland Community	27
Hill City	21
Total	469

Wadena- Deer Creek 26 total admits over 9 years
13 enrolled yield 36.1%

Tapestries

Midlife Constants

Prairie Living*

Rural Resort Dwellers

Heartland Communities

Small Town Simplicity*