RECRUITMENT PIPELINE OF HIGH SCHOOL GRADUATES

This newsletter examines the Western Interstate Commission for Higher Education’s (WICHE) projections of U.S. high school graduates. It will discuss where declines and growths are expected to occur, and present the recruitment pipeline in Indiana.

For questions, comments and suggestions please contact: enrollmentmanagement@purdue.edu.

ACTUAL AND PROJECTED U.S. HIGH SCHOOL GRADUATES

From the mid 1990’s through the early 2000’s higher education benefited from a continued strong and steady increase in high school graduates, growing from approximately 2.6 million in 1996-97 to 3.4 million in 2010-11. Then a decline of 200,000 high school graduates occurred between 2010-11 and 2012-13. High school graduates are projected to bottom out in 2013-14 at 3.2 million and then remain relatively flat until 2021-22. Thereafter, a quick growth will occur to approximately 3.5 million students by 2024-25 followed by a sharp decline. See chart 1 for these actual and projected U.S. high school graduate shifts. The decline and flattening of high school graduates has led to a rise in national competition for students pursuing higher education.

Additionally, demographic shifts in location and population, demonstrated on the following pages, has led most higher education institutions to expand outside their traditional areas of recruitment. This expansion also increases competition in a shrinking market of high school graduates.

Chart 1. WICHE (December 2012) graph of actual and projected U.S. high school graduates

- 3.2 Million (2013-2014)
- 3.5 Million (2024-2025)
NATIONAL HIGH SCHOOL GRADUATES SHIFT BY STATE

Purdue’s traditional markets in the Midwest and the East will be declining in high school graduates over the next 15 years. Growth in high school graduates is expected in the Southwest, particularly in TX, CO, and UT (see chart 2). Investments in recruitment are important in future high population/growth states.

Chart 2. WICHE (December 2012) percent change of U.S. high school graduates by state, 2008-09 to 2019-20

NATIONAL PUBLIC HIGH SCHOOL GRADUATES SHIFT BY ETHNICITY

The primary growth in high school graduates is projected to be among Hispanic/Latino students and Asian/Pacific Islander students. American Indian students are expected to remain flat, while Black/African American students will decline slightly and White students will decline by more than 300,000 students.

Chart 3. WICHE (December 2012) U.S. high school graduates by ethnicity, 2008-09 to 2027-28
Indiana is the only state in the Midwest that is projected to not have large drops in high school graduates. However, Indiana ethnicity demographic shifts in terms of high school graduates are similar to the rest of U.S. at large. Specifically Hispanic/Latino graduates are expected to double from 2,700 to 5,754, and Asian students are expected to triple from 834 to 2,874. Additionally, White students are expected to decline by nearly a quarter between 2008 and 2027.

**INDIANA SAT-TESTED STUDENTS WITH CREDENTIALS MATCHING PURDUE’S APPROXIMATE MEAN PROFILE**

<table>
<thead>
<tr>
<th>ETHNICITY</th>
<th>2012 SAT-TESTED</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AMERICAN INDIAN/ALASKA NATIVE</strong></td>
<td>12</td>
</tr>
<tr>
<td><strong>HISPANIC</strong></td>
<td>122</td>
</tr>
<tr>
<td><strong>ASIAN</strong></td>
<td>335</td>
</tr>
<tr>
<td><strong>BLACK/AFRICAN AMERICAN</strong></td>
<td>70</td>
</tr>
<tr>
<td><strong>WHITE</strong></td>
<td>4511</td>
</tr>
</tbody>
</table>

Shifting demographics in Indiana could create a challenge to the pipeline of students who meet Purdue’s average incoming academic credentials. Historically, several of Indiana’s subpopulations have not matched Purdue’s average academic profile in large numbers. When looking at the SAT-tested 2012 Indiana high school graduating class, and limiting it to students who have a B+ to A+ high school GPA and an SAT score between 1800 and 2400 there were 335 Asian, 122 Hispanic/Latino, and 70 Black/African American students who matched or exceed Purdue’s average academic profile.