



Taking Charge of the Future

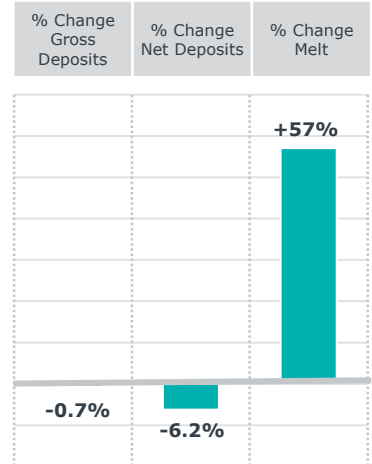
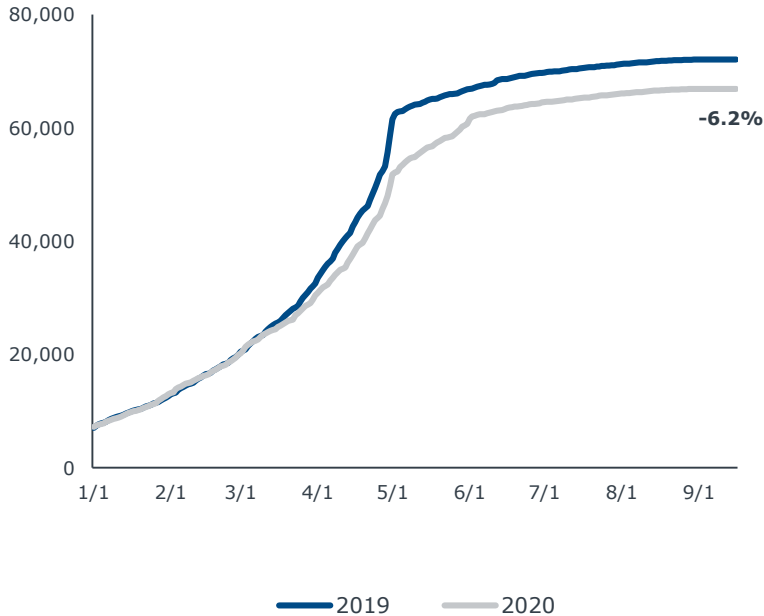
Anticipating Youngstown State's Enrollment Possibilities

- 1 The Fall 2020 Enrollment Landscape
- 2 Forces Shaping Enrollment
- 3 How Parents of College-Bound Students Are Evaluating Schools
- 4 Early Enrollment Trends in 2021

Deposits were flat but melt jumped



Cumulative Total Net Deposits as of 9/16



Partner Distribution (% Change)

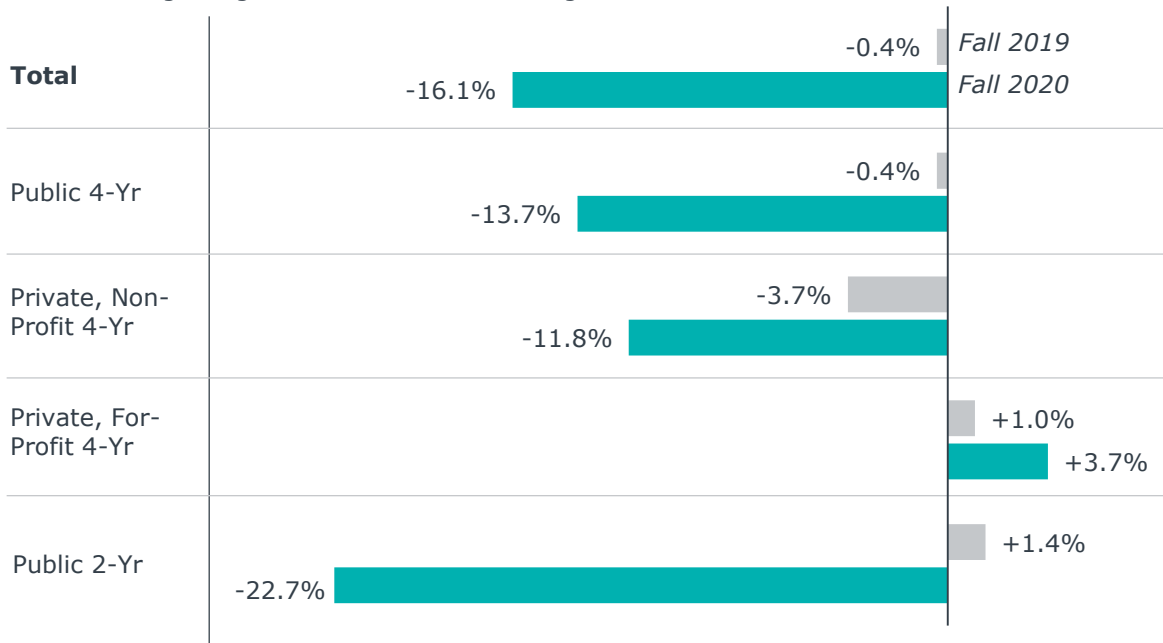
25th Percentile	-14.2%
Median	-5.7%
75th Percentile	+2.5%

Community Colleges did not benefit



First-Time Beginning Undergraduate Enrollment Changes by Sector

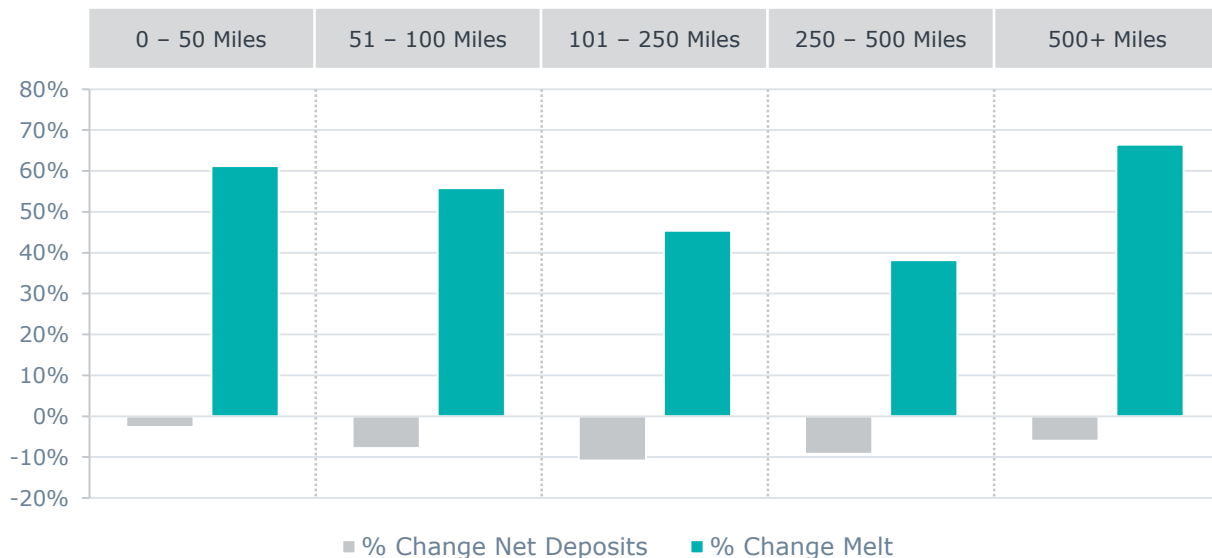
First-time Beginning Student Enrollment Changes - Total



Source: 'COVID-19 Stay Informed with the Latest Enrollment Information', National Student Clearinghouse, Oct. 15, 2020; EAB interviews and analysis.

Deposit deficits were least severe closer to campus

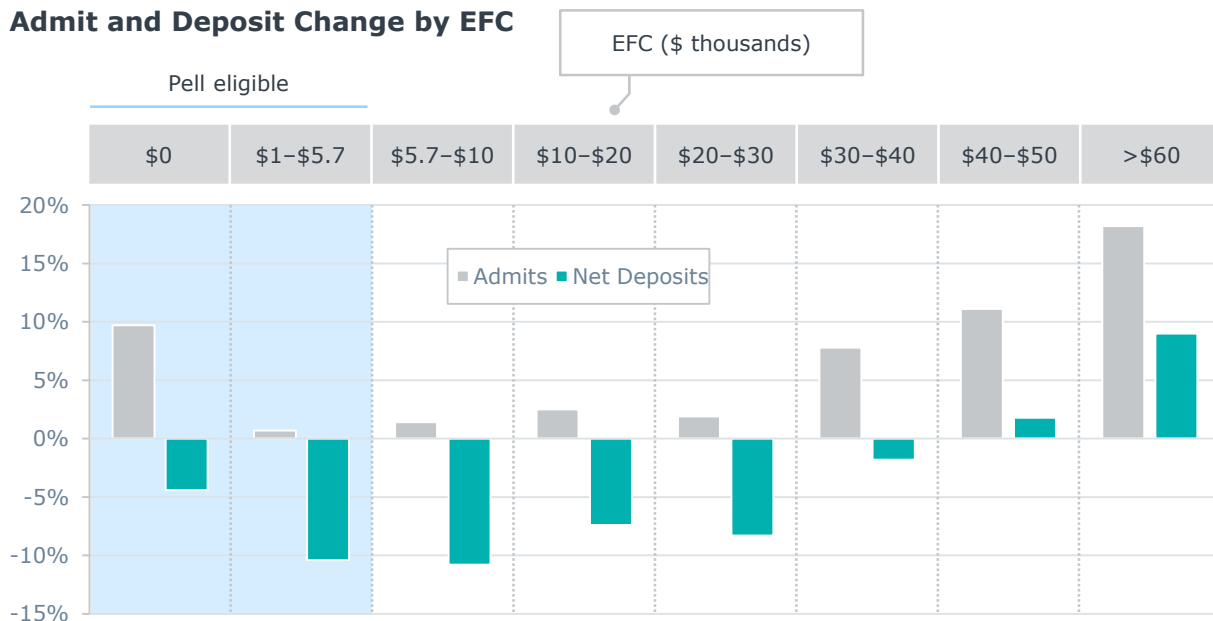
Net Deposit and Melt Change by Distance



Final enrollment results exacerbate equity concerns



Admit and Deposit Change by EFC



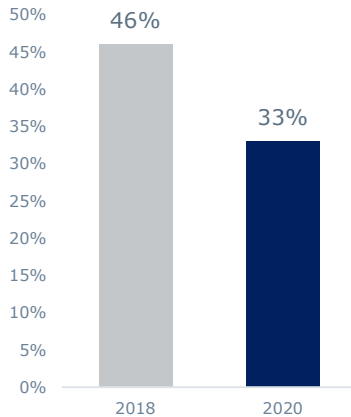
Significant change in price sensitivity



EAB Parent Survey Results, 2018 vs. 2020

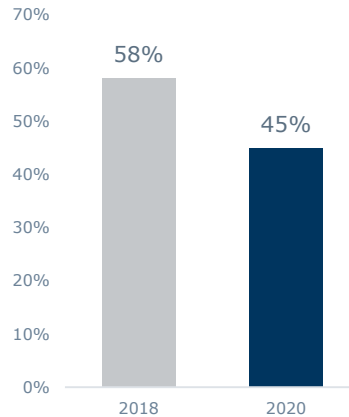
Income Less than \$60K

Willing to contribute more than \$10,000 per year



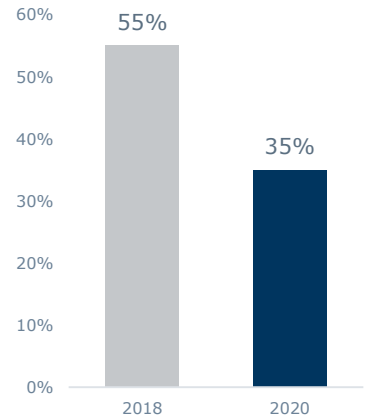
Income Less than \$60K to \$120K

Willing to contribute more than \$15,000 per year



Income Greater Than \$120K

Willing to contribute more than \$30,000 per year



1

The Fall 2020 Enrollment Landscape

2

Forces Shaping Enrollment

3

How Parents of College-Bound Students Are Evaluating Schools

4

Early Enrollment Trends in 2021

It Isn't Getting Easier...



Today



Ten Years from
now



What We Know: Forces Shaping Enrollment



The “Known Knowns”

- We are facing a looming demographic cliff
- Competition among institutions has never been greater
- We are recruiting a new generation of students—Gen Zers—whose characteristics pose new challenges to recruitment efforts
- The pandemic has changed how we can recruit students

What We Don't Know (Yet): Forces Shaping Enrollment



The “Known Unknowns”

- How long will the pandemic affect college recruitment and enrollments?
- How will competitors change:
 - in discounting, pricing, marketing, etc?
 - in terms of closures or mergers?
- What will happen to the economy:
 - in the short term?
 - in the long term?
- How will changing perceptions affect enrollments?
 - Perceptions of the value of higher education in general
 - Perceptions of online learning, both in terms of pricing and quality

What We Can't Know (Yet): Forces Shaping Enrollment



The “Unknown Unknowns”

- Will there be a “new” normal?
- What will future disruptions look like?

1

The Fall 2020 Enrollment Landscape

2

Forces Shaping Enrollment

3

**How Parents of College-Bound Students
Are Evaluating Schools**

4

Early Enrollment Trends in 2021

Our 2020 Parent Survey in Brief

Characteristics of Survey Respondents

Total Respondents

2,530

individuals participated

Parents' Education Level

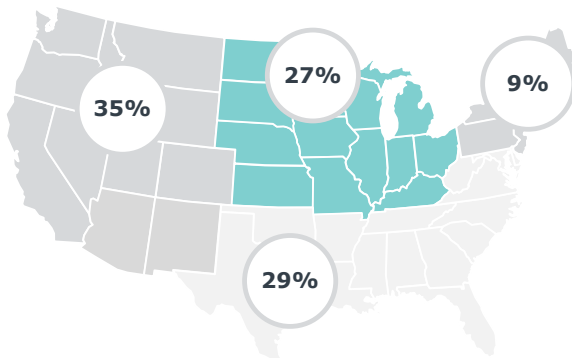
71%

of respondents have a bachelor's degree or higher

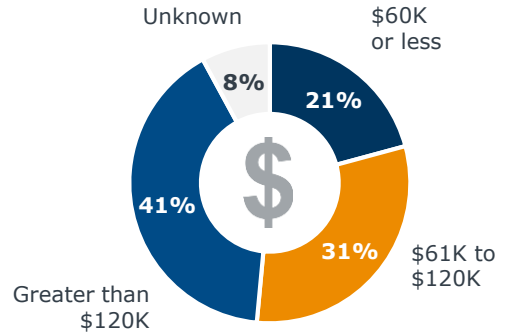
Student's Class Year at Time of Survey

- Freshman: **8%**
- Sophomore: **30%**
- Junior: **61%**
- Senior: **17%**

Location



Income



COVID Concerns



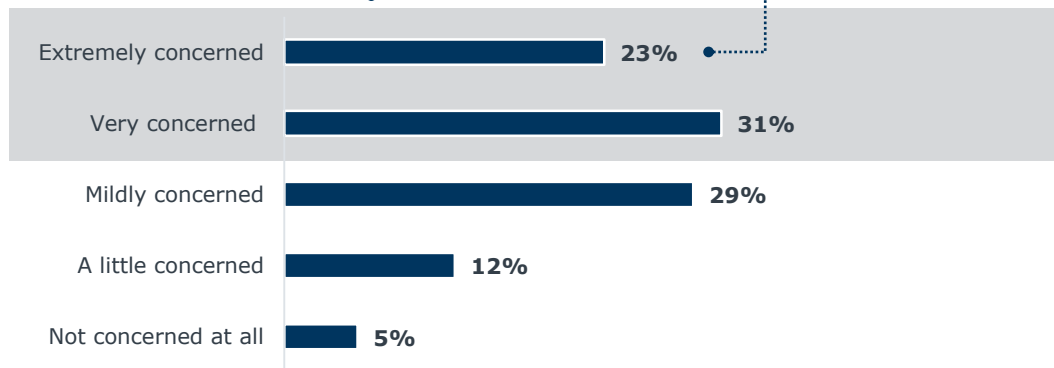
A Majority of Parents Are Very Worried

“How concerned are you about the coronavirus affecting your family?”

Percentage of Responding Parents

More than half of parents are extremely or very concerned

Parents with estimated household income of \$60K or less were 1.4x more likely to be extremely concerned than those in the \$120K+ band



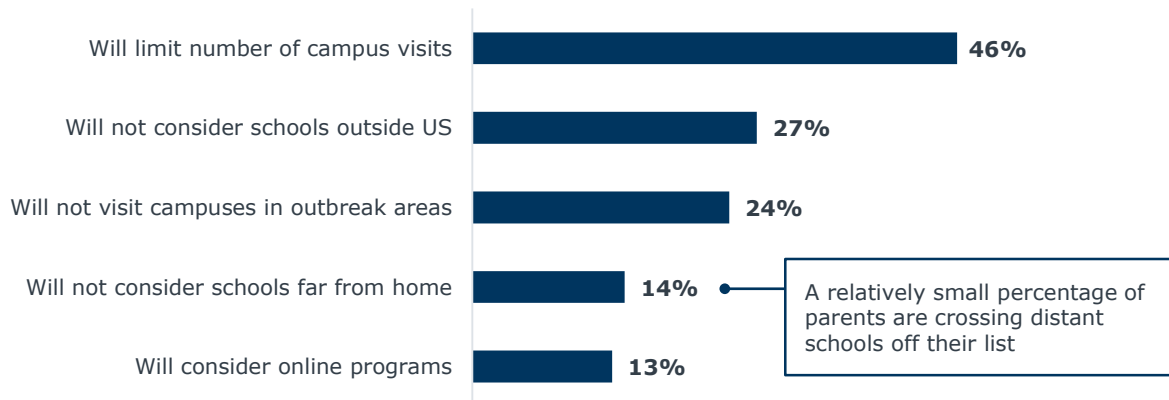
Altered Behavior



The Pandemic Is Impacting Parents' College-Search Approach

“Which of the following statements regarding the impact of the pandemic accurately reflect your plans?”

Percentage of Responding Parents



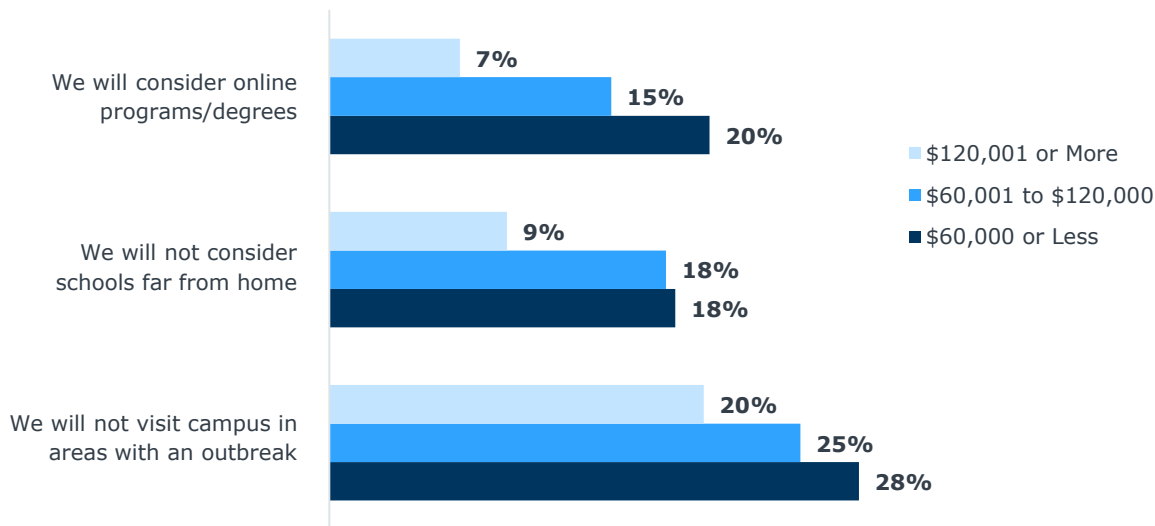
Differing Responses Across Income Bands



Least-Affluent Parents Most Likely to Be Altering Their Plans

“Which of the following statements regarding the impact of the pandemic accurately reflect your plans?”

Percentage of Responding Parents, by Estimated Household Income

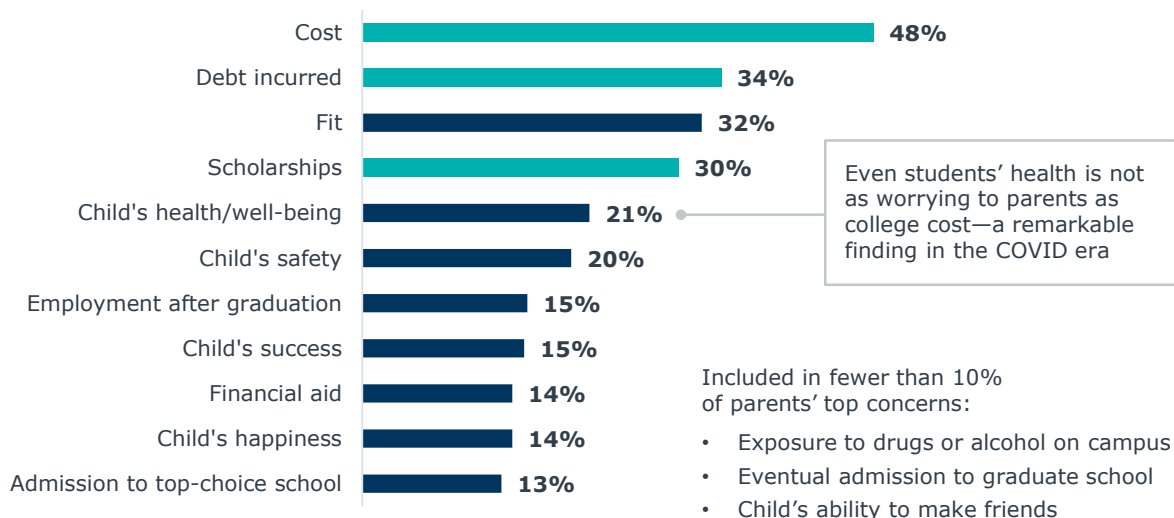


Affordability Tops Parents' List of Concerns

Cost Is by Far Parents' Biggest Source of Anxiety

"What makes you most anxious about your child's future college experience?"

Categories Cited by More Than 10% of Survey Respondents¹



1) Parents were asked to select their top three concerns.

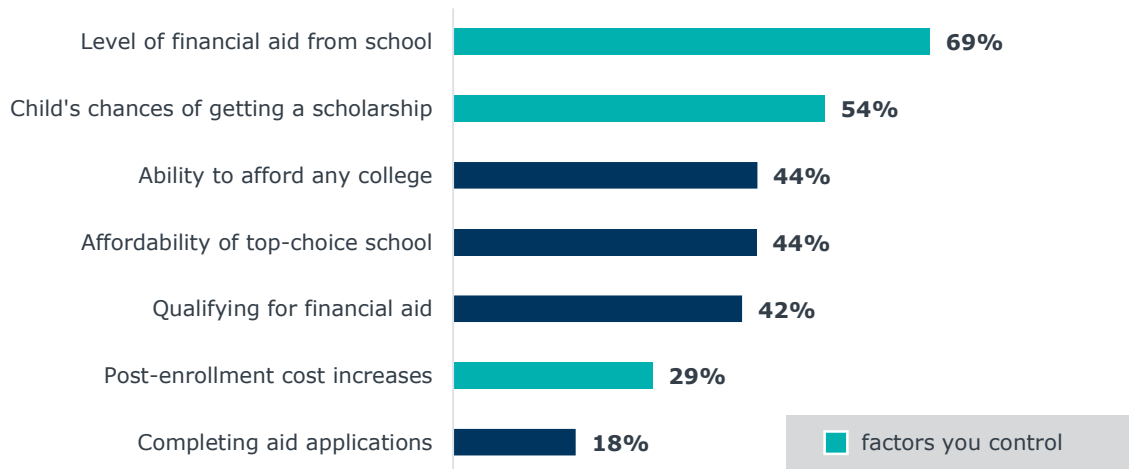
Parsing Parents' Cost Concerns



Much Parent Worry Hinges on Factors You Control

“What concerns you most about the cost of college?”

Percentage of Responding Parents



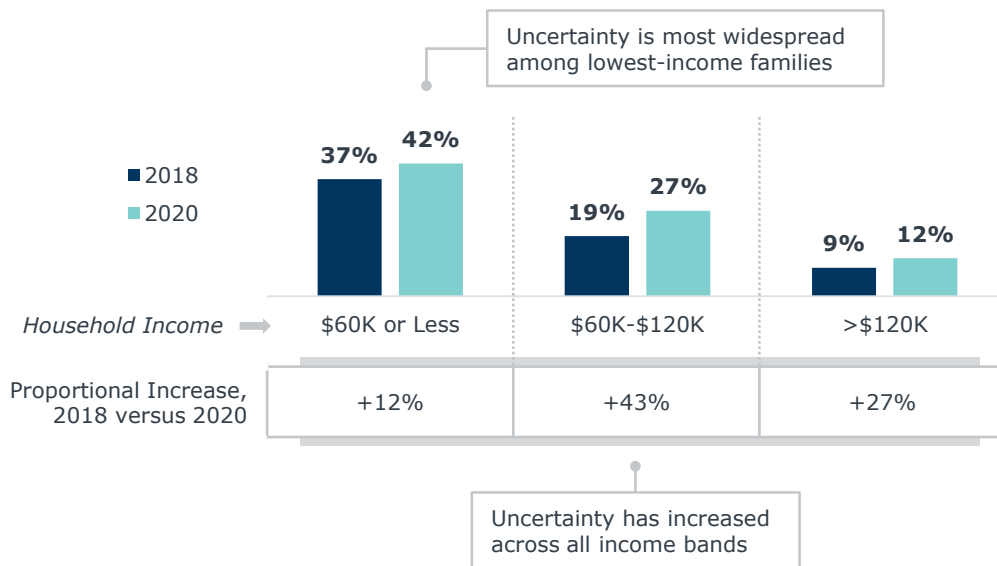
Increased Uncertainty



More Parents Are Less Confident When it Comes to Budgeting

Percentage of Parents Who Said They Were Unsure How Much to Spend on Their Student's College Education

2018 Versus 2020, by Household Income, Parents of High School Seniors

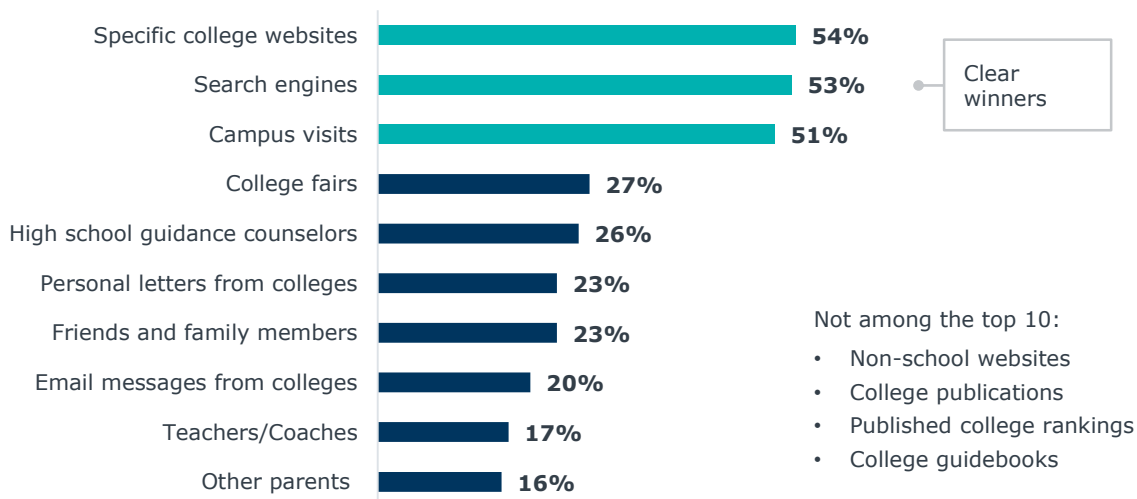


What Information Sources Do Parents Favor?

A Clear Division Within Parents' Top 10 Sources

“Which sources were most helpful to you in your search for information about schools?”

Percentage of Parents Citing Each Source (Top Ten Sources)



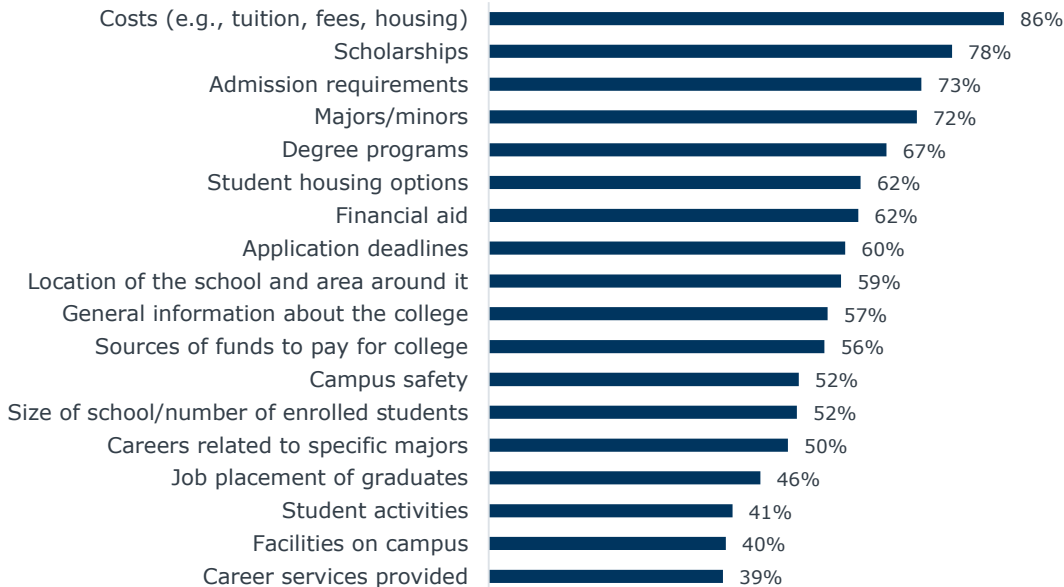
What Information Do Parents Want from You?



Parents Are Interested in Many Different Aspects of Prospective Schools

“What information would you like from schools your child is considering?”

Percentage of Surveyed Parents, Top 20 Topics

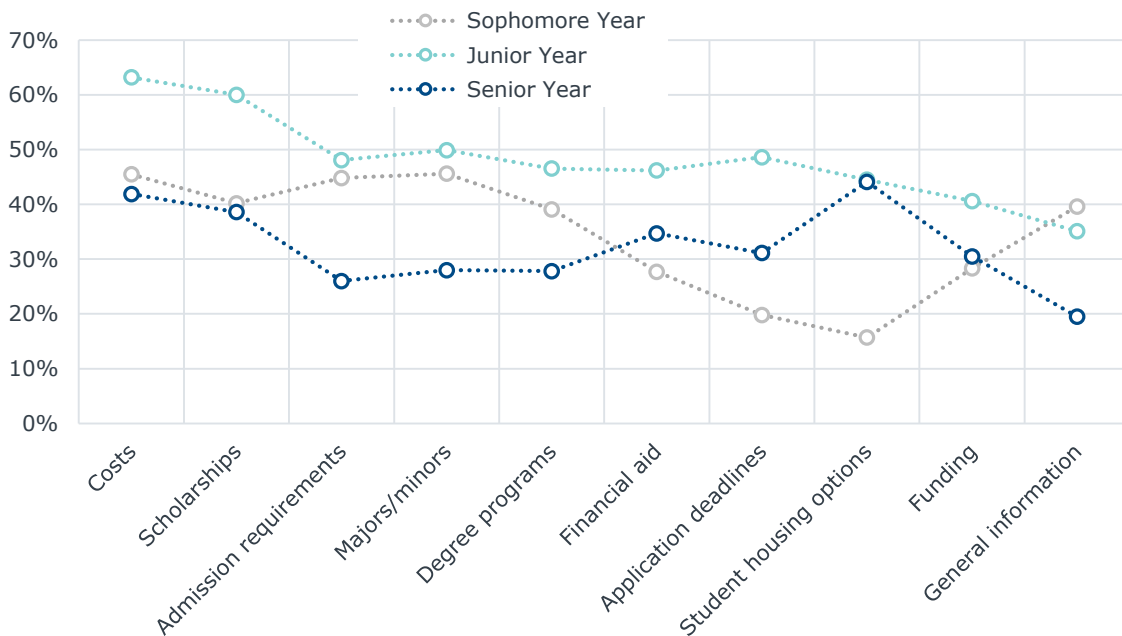


When Do Parents Want Which Information?

Topics Parents Are Most Interested In Vary by Funnel Stage

“When would you like to receive information on specific topics?”

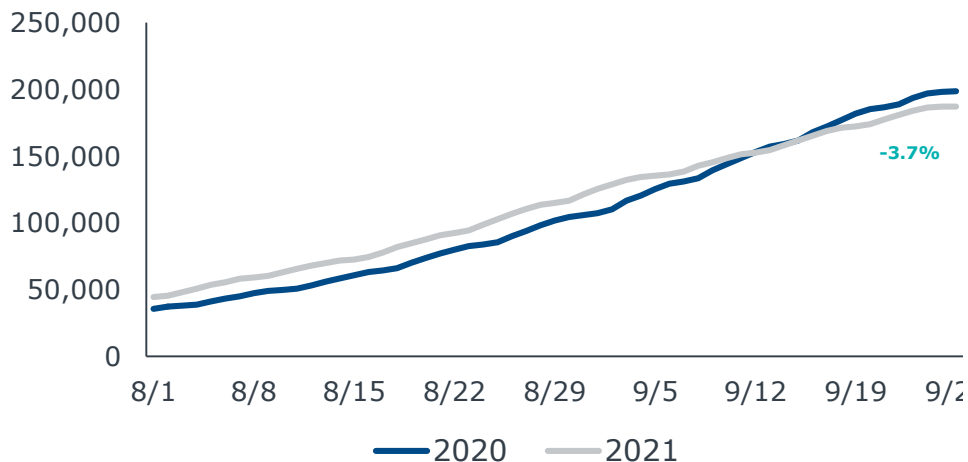
By Student's High School Year, Percentage of Responding Parents



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Application Behavior Began To Slow Through September

Cumulative Total Submitted Applications



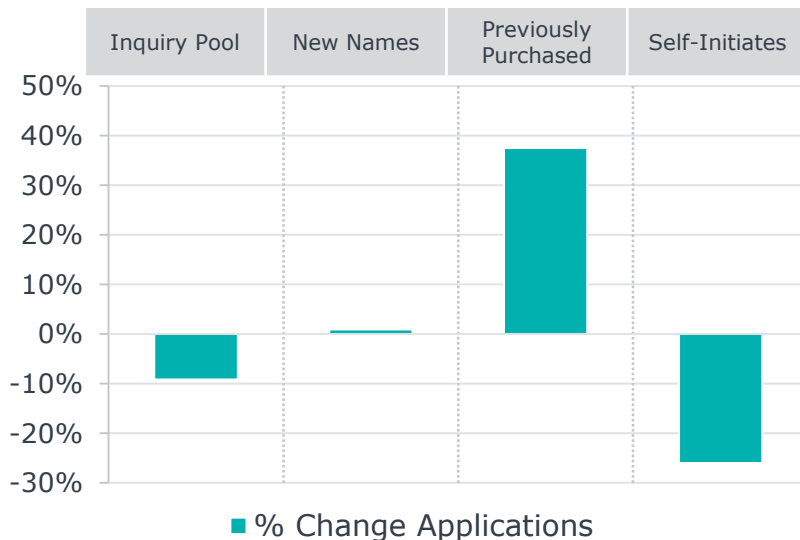
Partner Distribution (% Change)

25th Percentile	-28%
Median	-5%
75th Percentile	+17%

N=164 schools

Stealth Application Declines Are Concerning

Submitted Application Change by Student Audience



COVID-19 mitigation strategies for New Senior and Previously Purchased Names are working:

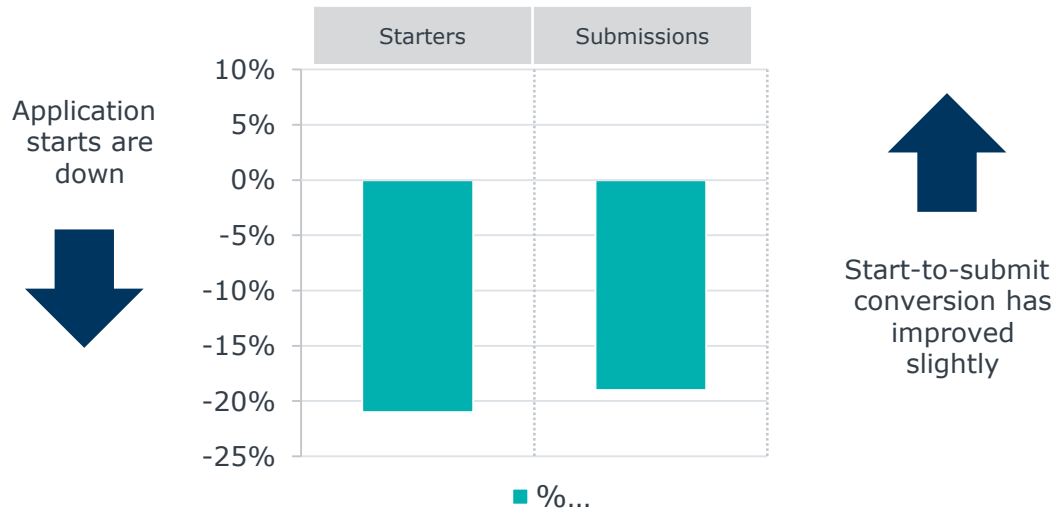
- Application rate from new GPA-only Senior Names is **29% higher** than average
- **4.5X** more applications from PSAT and AP lists than last year
- **37% increase** in applications from Previously Purchased students

N=385,000 applications, 188 schools

Fewer Students Are Initiating Applications on Their Own

Self-Initiates Change by Application Status

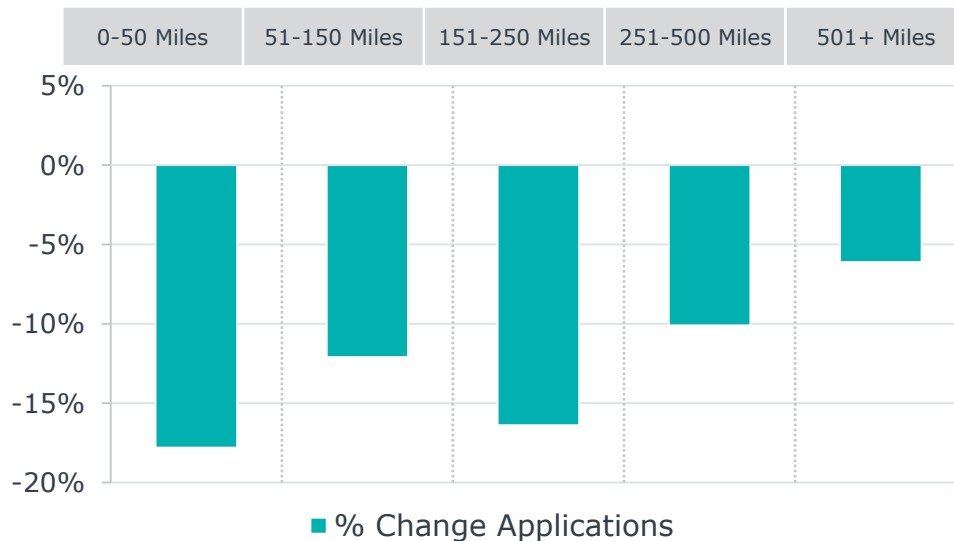
EAB Web Applications Only



N=37,000 applications, 37 schools

Families Exploring Schools Far Away Are Still Applying

Submitted Application Change by Student Distance from Campus

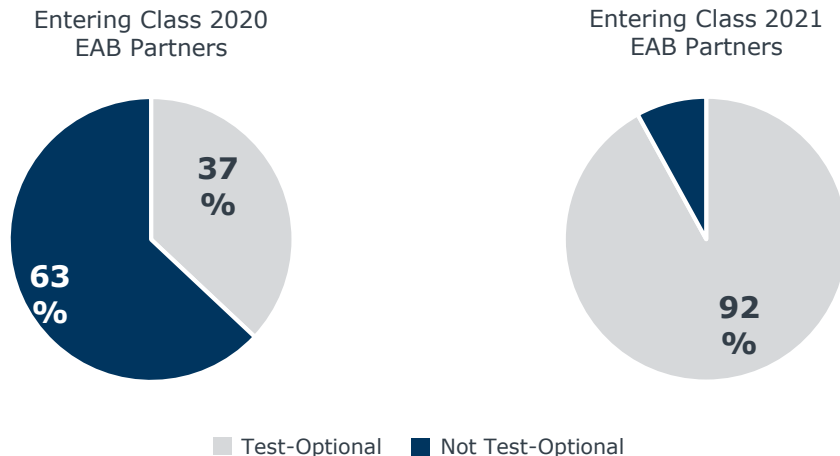


N=385,000 applications, 188 schools

Almost All EAB Partners Have Now Adopted Test-Optional Policies

8% of EAB Partners Have Yet to Pivot (As of Early November 2020)

Percentage of Institutions by Test-Optional Status



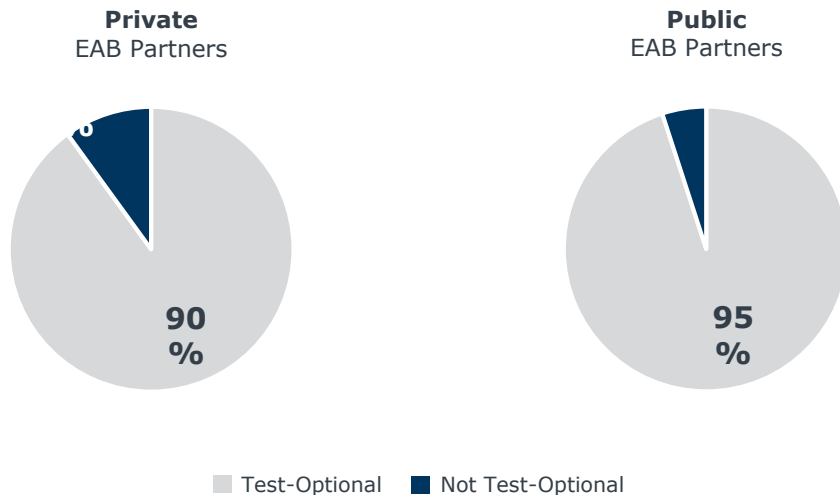
According to fairtest.org, **69%** of all four-year colleges and universities in the United States will **not** require applicants to submit ACT or SAT scores for **Fall 2021 admission**.

Source: fairtest.org, EAB Research.

Almost All Public Schools Have Now Moved to Test-Optional

As of Early November 2020

Percentage of Institutions by Test-Optional Status



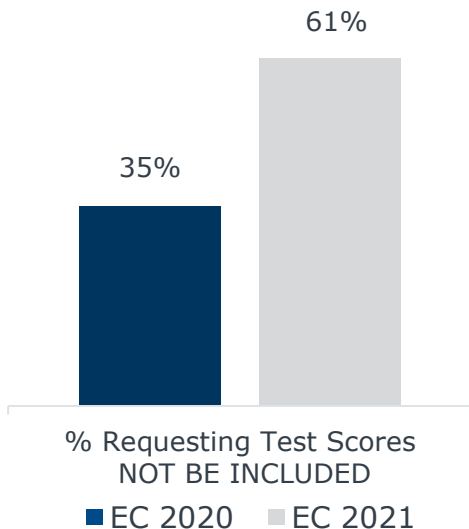
N=211 schools

Source: fairtest.org, EAB Research.

Test-Optional Applications Are Up More Than 25% **Points** Over Last Cycle

Percentage of Applicants Requesting Test Score NOT BE INCLUDED in Admit Decision

Entering Class 2020 vs. 2021 to Date



N=23,000 applicants; 18 schools

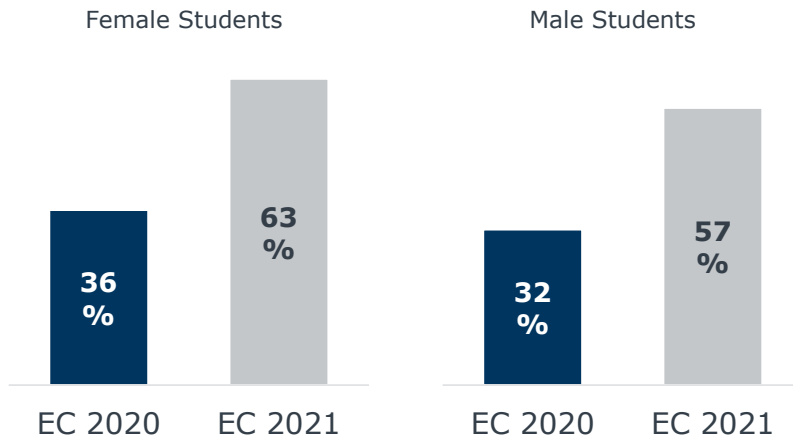


Yes, I have seen that you have gone test optional. This is great as due to covid-19 I have not been able to take the SAT or ACT. I plan to soon submit my common application.

Female Students Are More Likely to Go Test-Optional

Percentage of Applicants Requesting Test Scores NOT BE INCLUDED in Admit Decision

Entering Class 2020 vs. 2021 to Date by Gender



N=23,000 applicants; 18 schools



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