



Higher Ed: The Times they
are a' Changing

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The Demographic Cliff Ahead

- The Disappearing 18-Year Old
- 



1/3 of Colleges are Losing on Net Tuition Revenue

- 45% are facing declining enrollment numbers
- 50% are missing enrollment targets
- Only 50% of college presidents express confidence in their financial situation



16,800 HS Juniors took the SAT this past Spring

➤ Average ERW Score

➤ Female-489

Male-472

➤ Average Math Score

➤ Female-458

Male-458



Intended College major



HEALTH PROFESSIONS	30%
Engineering	10%
Biology	8%
Business	7%
Education	6%



SAT LANDSCAPE

- Three Categories of Information
 - Basic High School Data
 - Test Score Comparison
 - Neighborhood Indicators



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