

WHERE WE WERE

What did post-secondary education look like in the mid-1960s? Higher education was far from a certain destination for an 18–24 year old.

In 1965, enrollment rates for 18–24 year olds equated to 1 in 4 and throughout the 1960s the rate never exceeded 30%. That should not be surprising since 'blue-collar' manufacturing jobs still abounded. In 1967 one could still finish high school and earn the U.S. median household income of \$7,143 without stepping foot in a college classroom.

In the mid-1960s, women without a college degree earned less than half of their male counterparts. Minority enrollment figures had yet to be tracked by the federal government. There were roughly 600 more private institutions than public but private enrollment only comprised a third of total enrollment. Full time faculty outnumbered part time faculty by nearly 4 to 1 and annual room and board was slightly less than an average annual rent.

The economic fruits of higher education were beginning to show. With 4 years of college in 1967, the median income increased \$22,000, thus cutting the portion of a tuition to 6% of that income. Hence the interdependent pattern of college affordability was rooted by the 1960s. That is, for education to be affordable, one had to seek more education.

2015

COMPARING CAMPUSES

50 Years of Higher Education 1965–2015

The year 2015 marks the 50th anniversary of the Society for College and University Planning's Annual International Conference. Since 1998, Ayers Saint Gross has unveiled our annual Comparing Campuses posters at the conference depicting physical campus forms telling a rich story that echoes the ebbs and flows of economic, pedagogical and research directions. While we have historically focused on physical characteristics, we are broadening our perspective to look at both physical and statistical data that illustrate the dramatic changes that have occurred over the past 50 years. Where were we in 1965? Where are we going today? Some of these statistics such as enrollment rates are well-known but deserve another look to validate progress. Others such as gender and diversity hint at a shifting societal role of post-secondary education that is evolving.

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These data and pictorial diagrams are presented as a springboard for discussion and cognitive probing. We give our sources thanks to The Chronicle of Higher Education and the National Center for Education Statistics (NCES) who have been our main sources for this research and have provided support in uncovering historical and current data. We hope you enjoy examining this information as much as we have enjoyed unearthing and interpreting it. We have gathered our statistics from multiple sources. Any errors in the presentation or interpretation are ours alone. Concept: Jim Wheeler, Layout: Lauren Green, Content: Andrew Bernick, Amy Tricoli, Amber Woodard, Design: Jillian Ehrhart, Lindsay Story

WHERE WE ARE GOING

Although enrollment continues to increase, higher education is still not the most likely destination for an 18–24 year old today.

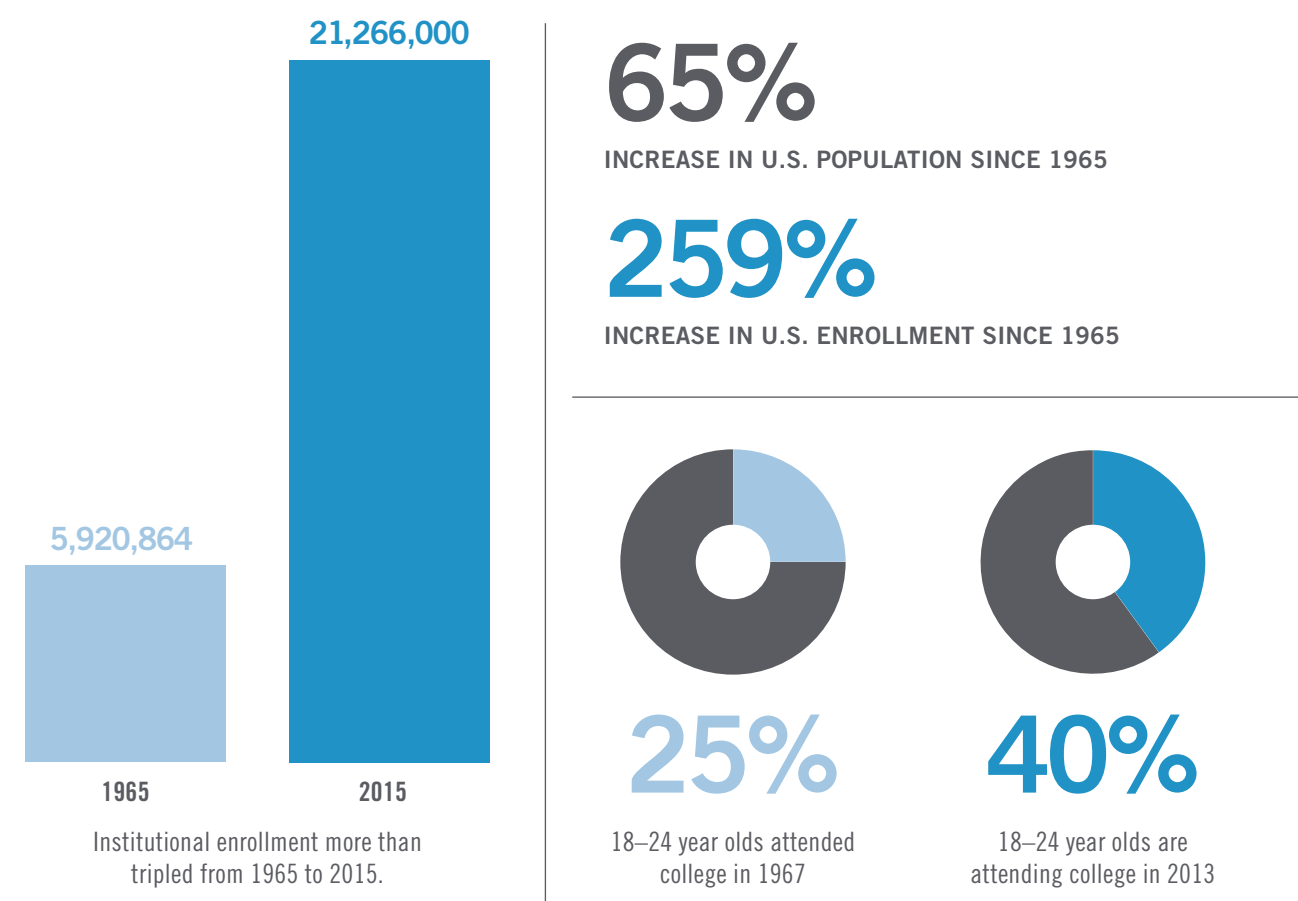
Enrollment rates for 18–24 year olds surpassed 30% in the 1980s and are now approaching 1 in 2. The economic importance of higher education is paramount as high school graduates who do not attend college will statistically earn less today than 50 years ago and can no longer expect to earn the U.S. median household income.

Although a stark gender earning gap persists between those with and without a college degree, the 1965 separation of \$29,000 has narrowed by \$10,000. Minority enrollment has increased diversity at our institutions, but reflects trends in the overall population rather than from within the academy. The steady proliferation of private institutions has resulted in their outnumbering public institutions by 1,500 but they still comprise far less than half of total enrollment. Part-time faculty numbers have soared and briefly exceeded full time faculty in 2011.

As the interdependent pattern of college affordability marches on, postsecondary education remains affordable for only those who have completed it. An average tuition commands 36% of an annual income for households that finished high school—up from 9% in 1965. That same figure rose from 6% to 18% for those with a college degree.

ENROLLMENT

The U.S. grows; enrollment grows faster

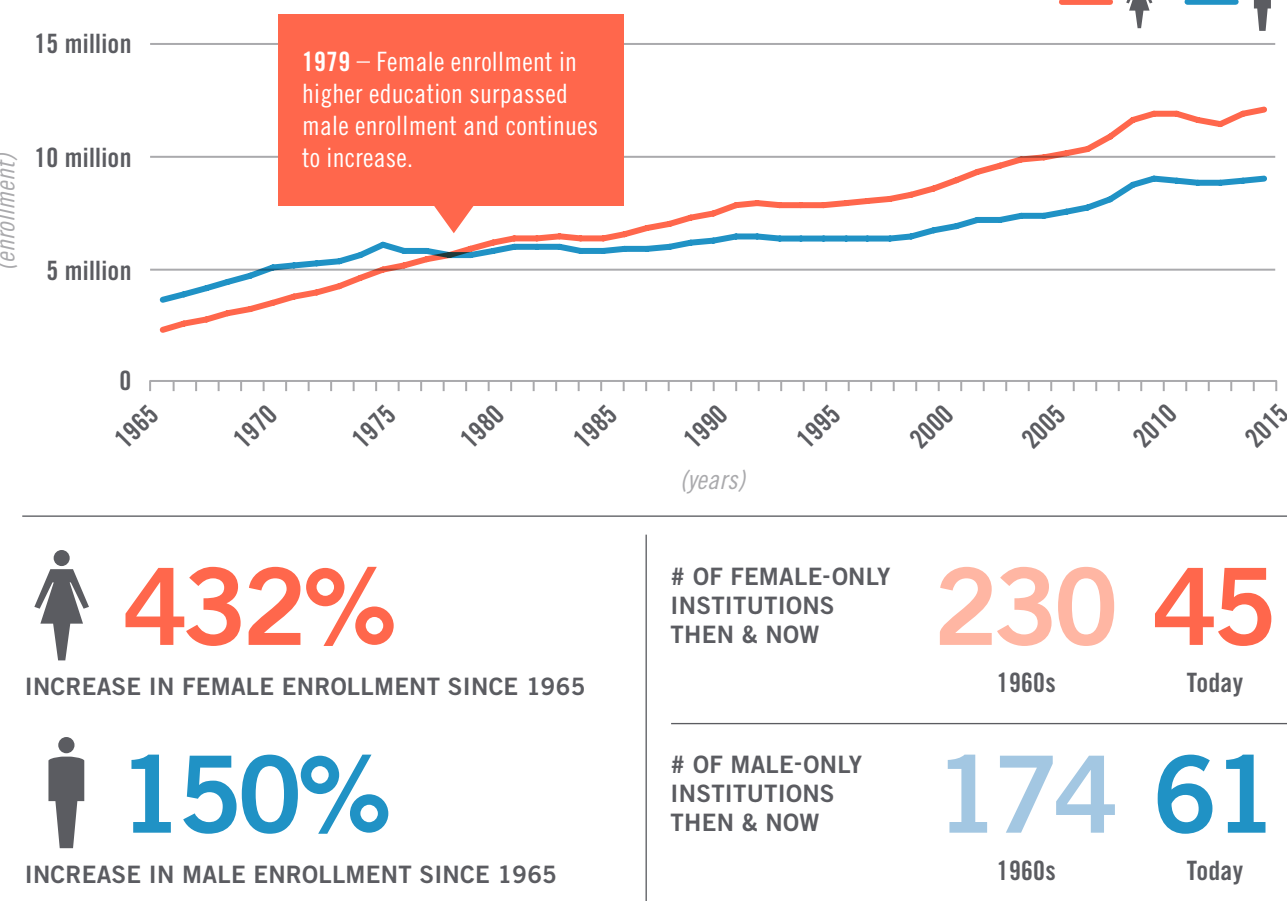


The U.S. population is growing, but college enrollment is growing faster. Enrollment rates doubled from 1965 to 1980 and tripled from 1965 to 2015. College is seen as more important than ever. In 1965, 1 in 4 18–24 year olds attended college; today we are beginning to approach 1 in 2.

Sources: NCES Table 302.02, NCES Table 303.10, US Census Bureau, Historical National Population Estimates: July 1, 1900 to July 1, 1999, US Census Bureau, PEPMONTH - Monthly Population Estimates for the United States: April 1, 2010 to December 1, 2015
Notes: 2015 enrollment projected by NCES.

GENDER

Gender enrollment rates flip

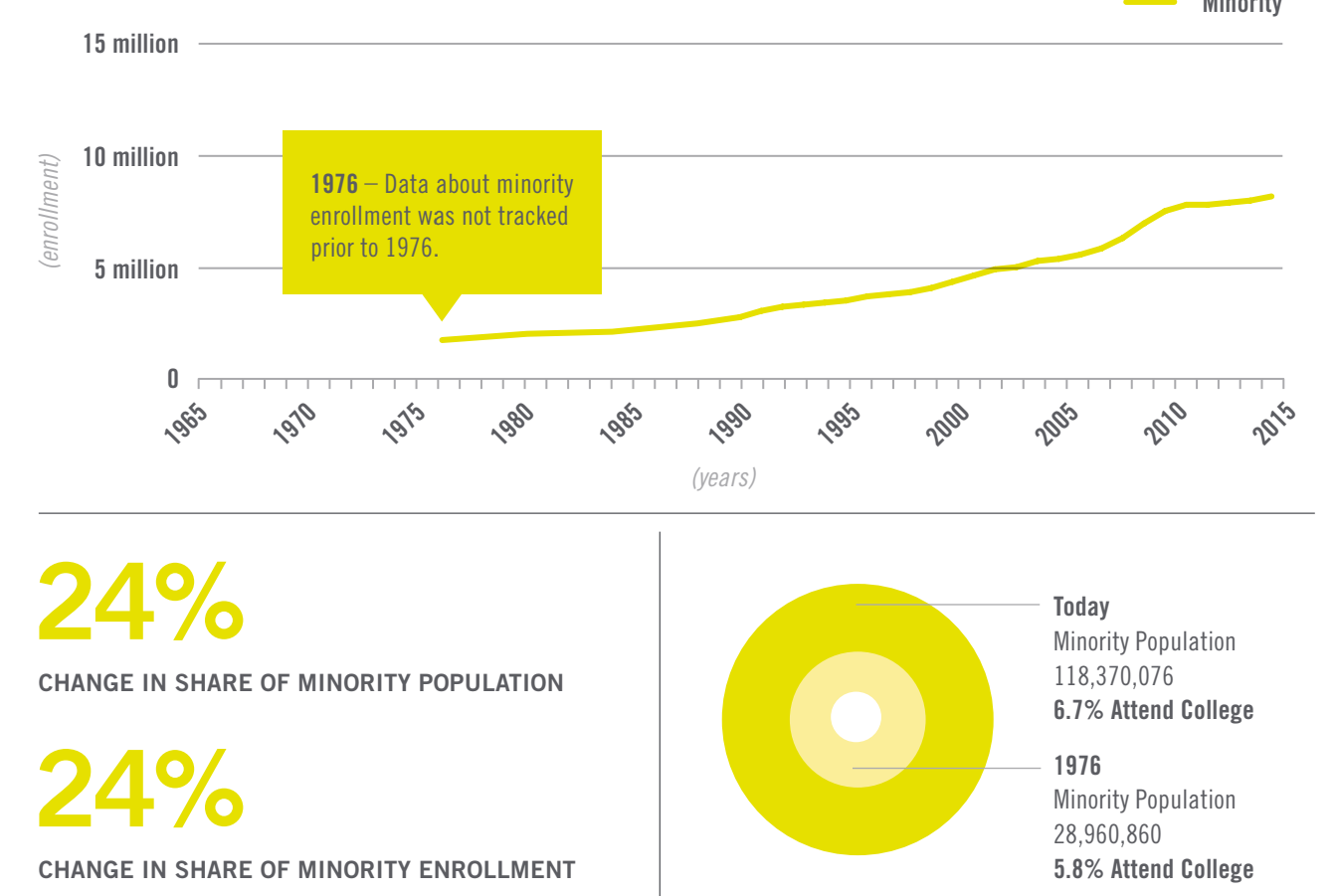


Historically males outnumbered females in college enrollment. This occurred annually and without exception. Then, in 1979, the enrollment rates flipped. For the first time, female enrollment overtook male enrollment and continued to grow at a faster rate. Since the 1960s the number of single-sex colleges has declined by 75%.

Sources: NCES Table 303.10, NCES Table 303.02, "The Truth About Women's Colleges" by the Women's College Coalition (http://www.womenscolleges.org/files/wcc2010-04-06-women-colleges), "Single-Sex Colleges" by Vivian Hogg-Gordon (http://www.highereducation.org/13-single-sex-colleges.html), CollegeBoard College Search by Type of School (http://collegeboard.org/college-search)
Notes: 2014 and 2015 male and female enrollment projected by NCES.

DIVERSITY

Increased population ≠ Increased access

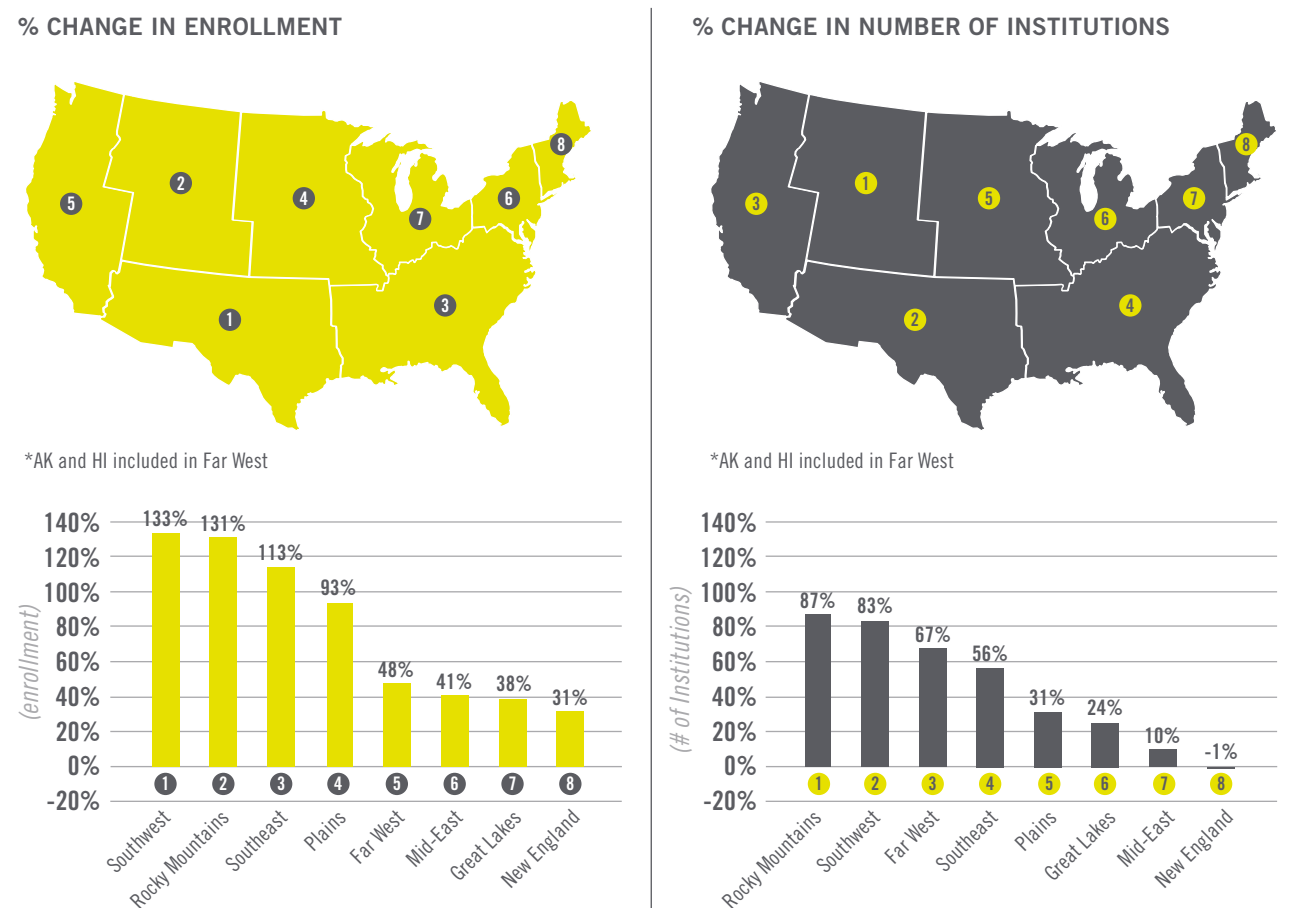


Minority enrollment in colleges is increasing—370% since 1976. Minority representation in the population is increasing too—309% since 1976. Increased numbers of minorities within the population doesn't equate to increased access. The percentage of minorities attending college has not changed much since 1976.

Sources: NCES Status and Trends in the Education of Racial and Ethnic Minorities, NCES Table 209, NCES Table 263, NCES Table 306.10, US Census Bureau (http://pubdata.census.gov/tables//2010/cenr/population/c2000-0000.html), US Census Bureau Resident Population plus Armed Forces Overseas - Estimates by Age, Sex and Race, 1976–1979, US Census Bureau Resident Population Estimates of the United States by Sex, Race, and Hispanic Origin: April 1, 1996 to July 1, 1999, US Census Bureau ACS 2013 5 Year Data
Notes: 2014 and 2015 minority enrollment totals projected by NCES.

GEOGRAPHY

To the south and southwest



The traditional hotspot of academia in New England is shifting. Over the past 3 decades, growth rates for both new institutions and student enrollment are heading south, southwest, and to the Rocky Mountains. Meanwhile New England has seen negative net institutional growth in the past 30 years.

Sources: NCES IPEDS Data Center: 1967 and 2013, NCES Table 303.02
Notes: Number of institutions by Region were filtered by the following for 1967 and 2013: U.S. only, Degree granting (only available for 2013), each region (New England, Mid East, Great Lakes, Plains, Southeast, Southwest, Rocky Mountains, Far West). Total Enrollment by Region was filtered by the following for 1967 and 2013: Create Group Statistics, U.S. only, Degree granting (only available for 2013), each region (New England, Mid East, Great Lakes, Plains, Southeast, Southwest, Rocky Mountains, Far West). Full enrollment, Gender, attendance status, and level of student. All students, Grand total.

LARGEST INSTITUTIONS

Top ten public and private, then and now

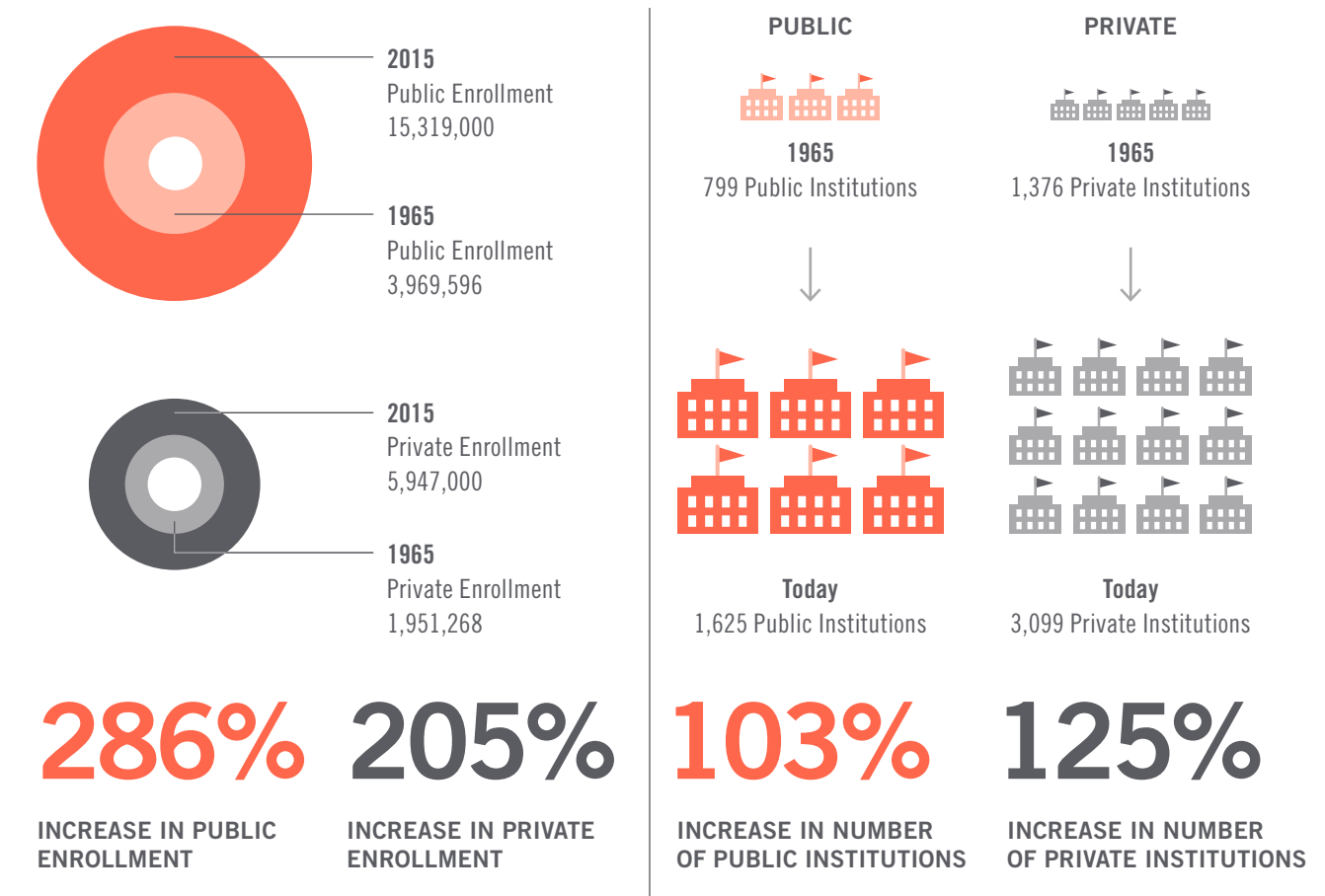
TOP TEN LARGEST PUBLIC INSTITUTIONS		TOP TEN LARGEST PRIVATE INSTITUTIONS	
1967	2013	1967	2013
Ohio State University 38,834	Ohio State University 56,699	Northeastern University 34,831	New York University 44,158
Michigan State University 38,758	Texas A&M 54,499	New York University 34,582	University of Southern Cali 37,248
University of Maryland 37,898	University of Central Florida 52,348	Brigham Young University 32,893	Brigham Young University 31,106
University of Minnesota 37,615	University of Texas 51,981	Boston University 23,011	Boston University 30,831
Penn State University 33,742	University of Minnesota 50,821	Harvard University 20,345	Harvard University 27,348
University of Illinois 33,124	Arizona State University 47,871	Syracuse University 20,254	Columbia University 26,835
University of Wisconsin 33,000	Michigan State University 47,417	University of Pennsylvania 19,417	University of Pennsylvania 24,606
Wayne State University 32,370	Rutgers University 47,256	University of Southern Cali 18,692	George Washington University 22,810
University of Texas 30,628	Penn State University 46,517	George Washington University 17,714	DePaul University 22,544
University of Washington 30,357	Indiana University 45,358	Columbia University 17,459	Cornell University 21,593

Among the 10 largest private institutions in 1967, 8 have remained in the top 10. While among the public institutions, just 5 remain in the top 10 today. Average enrollment for the top 10 public institutions has risen by 16,188 while the largest private institutional enrollments have remained more stable with an average enrollment increase of 4,908.

Sources: IPEDS enrollment data provided by request from NCES, NCES IPEDS Data Center, 2013, University of Minnesota Twin City campus enrollment 1967, http://www.cit.umn.edu/student-services/department/department
Notes: Total enrollment data for public and private institutions was filtered by the following for 2013: Sort Institutions on One Variable, U.S. only, Degree-granting, Public 4-year or above or Private not-for-profit 4-year or above, Full enrollment, Gender, attendance status, and level of student. All students, Grand total, then exclusively distance education enrollment was subtracted out. Only main campuses included in enrollment totals from NCES.

SCALE & QUANTITY

Enrollments grow and institutions multiply

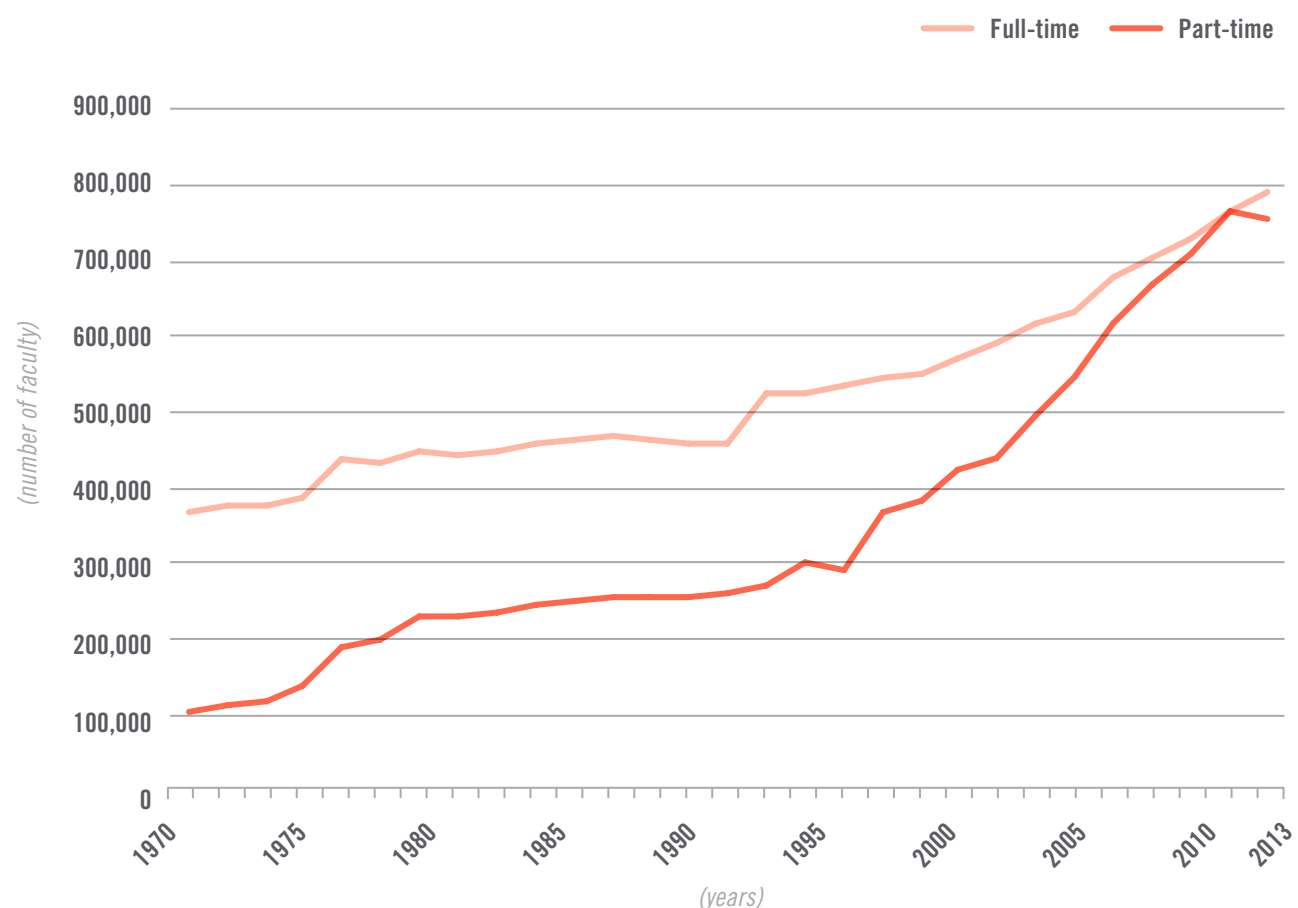


In 1965, as now, there were more private than public institutions from which to choose. And the average number of students at private institutions has not changed much in 50 years—generally less than 2,000. But with public institutions, there are fewer from which to choose, and the average enrollment for public institutions has nearly doubled to about 9,500.

Sources: NCES Table 243, NCES Table 302.01, NCES Table 302.6, NCES Table 317.10
Notes: 2015 enrollment projected by NCES.

FACULTY

Employment patterns shift

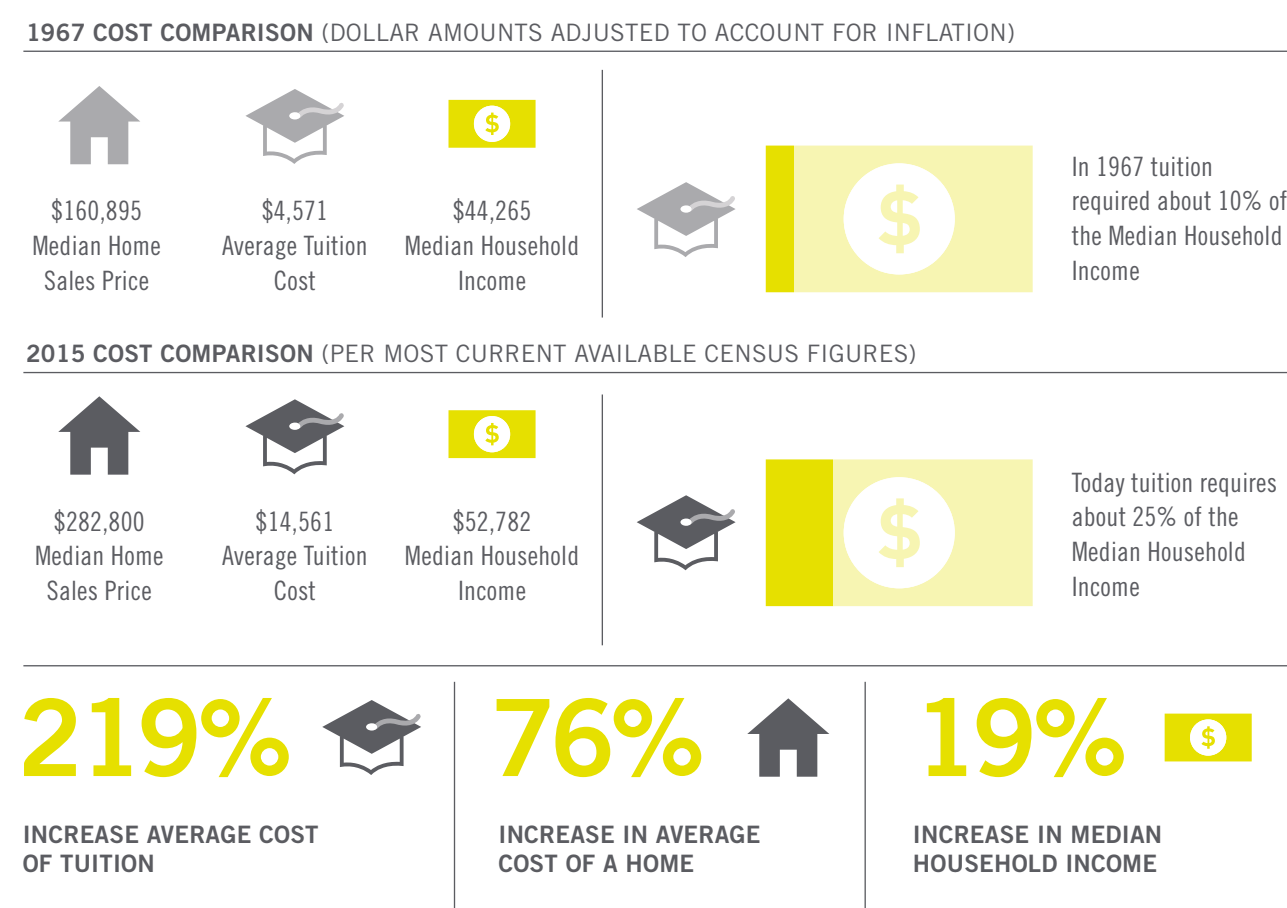


Institutional enrollment has increased steadily during the last 50 years. Faculty numbers have also increased. In fact, faculty growth has outpaced enrollment. But the type of faculty is what has really changed. While full-time faculty grew 115%, part-time faculty has surged a staggering 624%.

Sources: NCES Table 315.10, "Characteristics of Postsecondary Faculty" by NCES (https://nces.ed.gov/ipeds/data/college_faculty.pdf)

TUITION

Buying an education

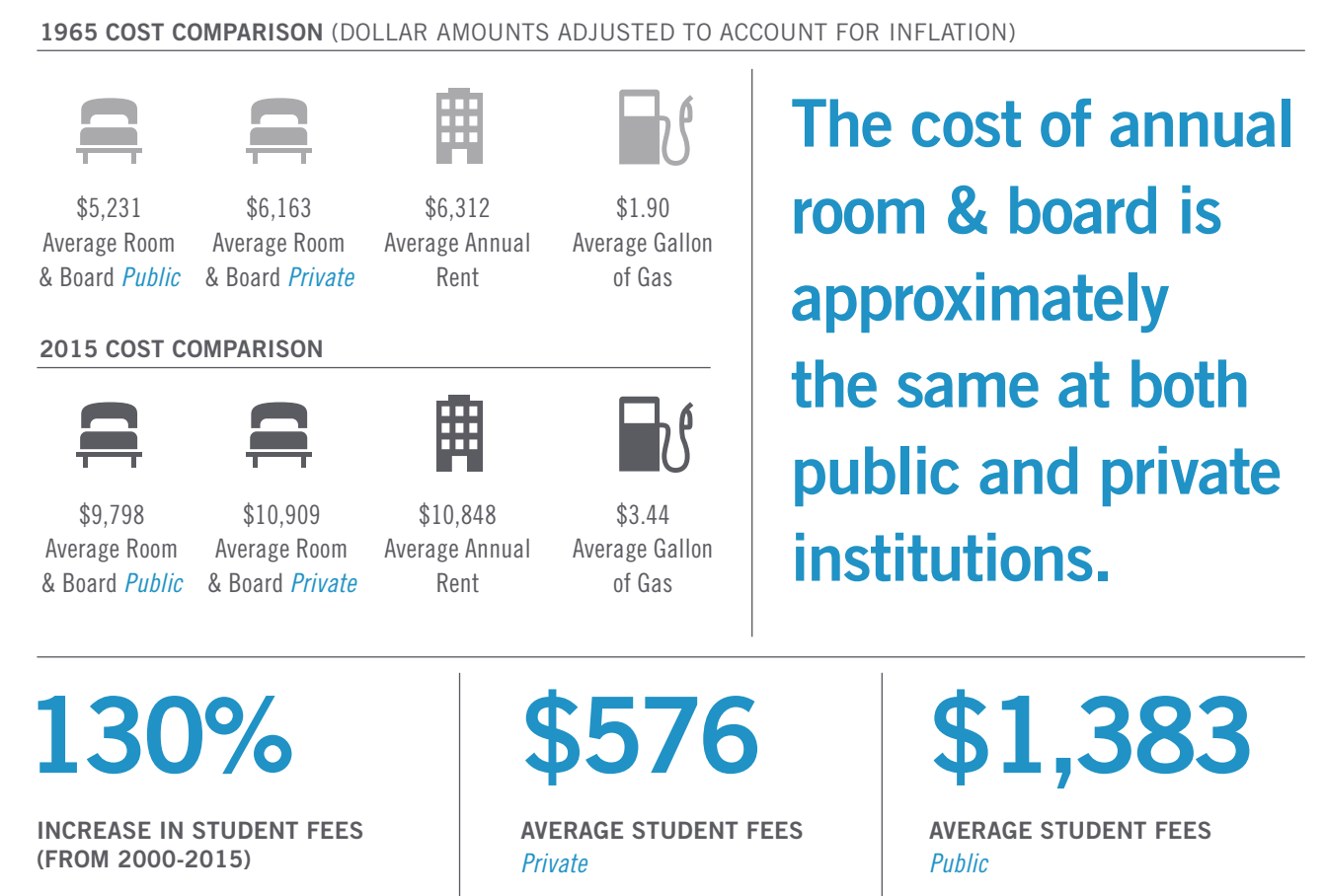


Tuition consumes a larger portion of annual income today than 50 years ago. An average tuition today requires 167% more of the median income. By comparison, the median price for a home takes up 47% more of today's median income.

Sources: NCES Table 330.10, US Census Bureau (http://www.census.gov/commerce/retailing/retail/retail.htm), US Census Bureau, Historical Income Tables: Households (Table H-6)
Notes: Adjusted for inflation using BLS Inflation Calculator.

ROOM & BOARD

Additional costs of higher education



The cost of room and board is roughly the same for public and private schools. That fact has not changed in 50 years. In the 1960s, at both public and private schools, average room and board cost \$5,000 in addition to tuition. Today, that number has doubled—to \$10,000.

Sources: NCES IPEDS Data Center: 1999-2013, NCES Table 330.10, US Census Bureau, Historical Census of Housing Tables: Gross Rents, US Census Bureau 2013 ACS 5 Year Data (B25064), US Energy Information Administration Annual Energy Review and Weekly Market Gasoline and Diesel Prices
Notes: Student fees were collected separate from tuition beginning 1999 by NCES. Student fee data was filtered by the following for 1999-2013: Create Group Statistics, U.S. only, First Look University or U.S. State University, Degree-granting, Public 4-year or above or Private not-for-profit 4-year or above, Student charges (academic year program), Student and fees for undergraduate, under and graduate students, in-state required fees for full-time undergraduates, 1965 average monthly gross rent was estimated from 1960 and 1970 data. Prior to 1999-2000, room and board for private institutions was not broken out by for-profit and nonprofit. Values adjusted for inflation using BLS Inflation Calculator.