

# **Virginia Higher Education in the National Context**

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**House Appropriations Committee Retreat**  
November 13, 2007

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State Higher Education Executive Officers (SHEEO)

# How Does Virginia Compare to Other States and the Nation with Respect to:

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- Population growth and changes
- Access and success in higher education
- Affordability for students/families and states
- Performance and accountability
- Restructuring and other strategies in response to emerging higher education needs and “markets”

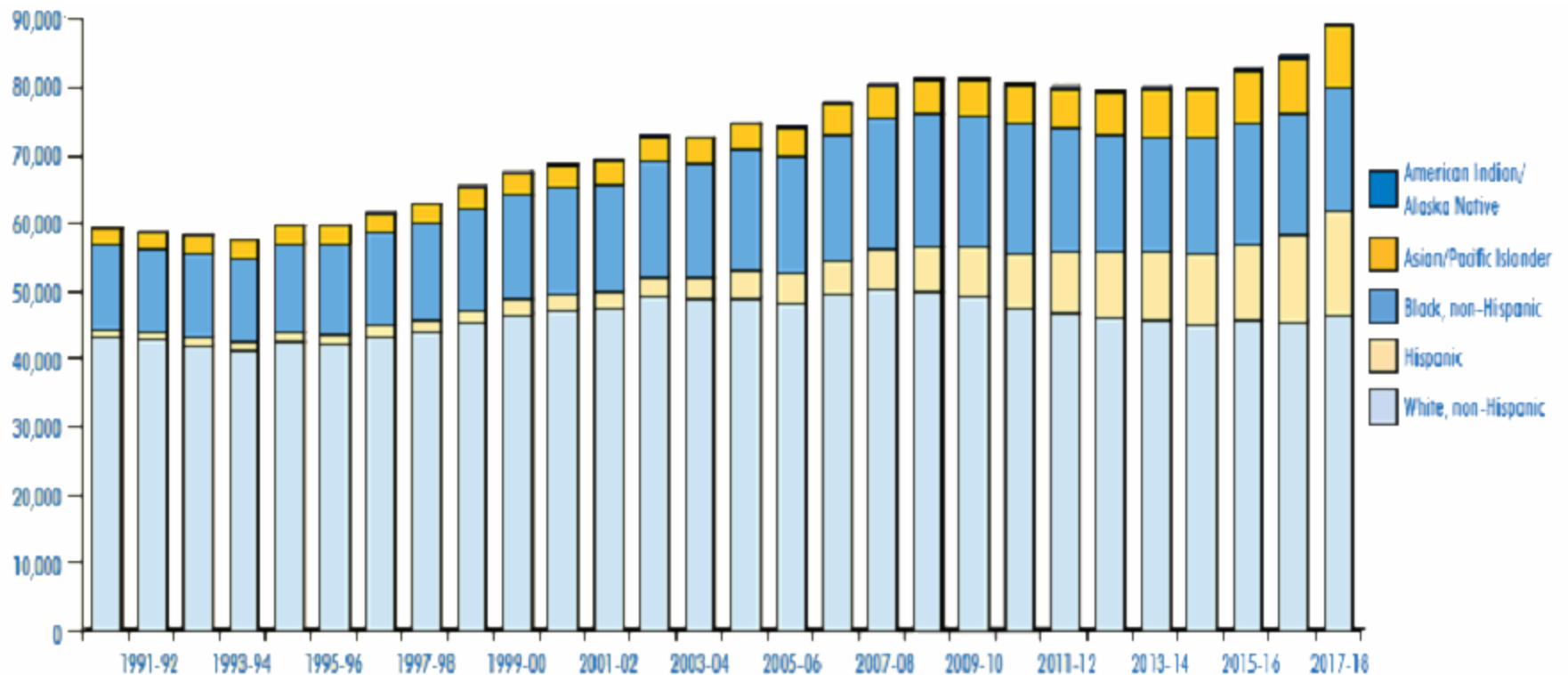
# Population and Demographics

State	% Population Change 1990 to 2000	% Change in Projected Total Population (2000 - 2025)	% Change in Projected 18-24 Year Olds (2000-2025)
Nevada	64.0	93.3	74.1
Arizona	39.5	85.8	67.3
Florida	22.8	62.1	48.4
North Carolina	20.9	42.2	41.8
Texas	22.3	48.0	38.9
Georgia	25.8	39.7	36.2
Virginia	<b>13.9</b>	<b>32.3</b>	<b>32.6</b>
Maryland	10.4	27.7	31.6
Colorado	30.2	28.4	26.4
Utah	29.1	44.4	23.2
<b>United States</b>	<b>13.5</b>	<b>24.2</b>	<b>14.1</b>

Other SREB States

# Trends in Racial and Ethnic Composition

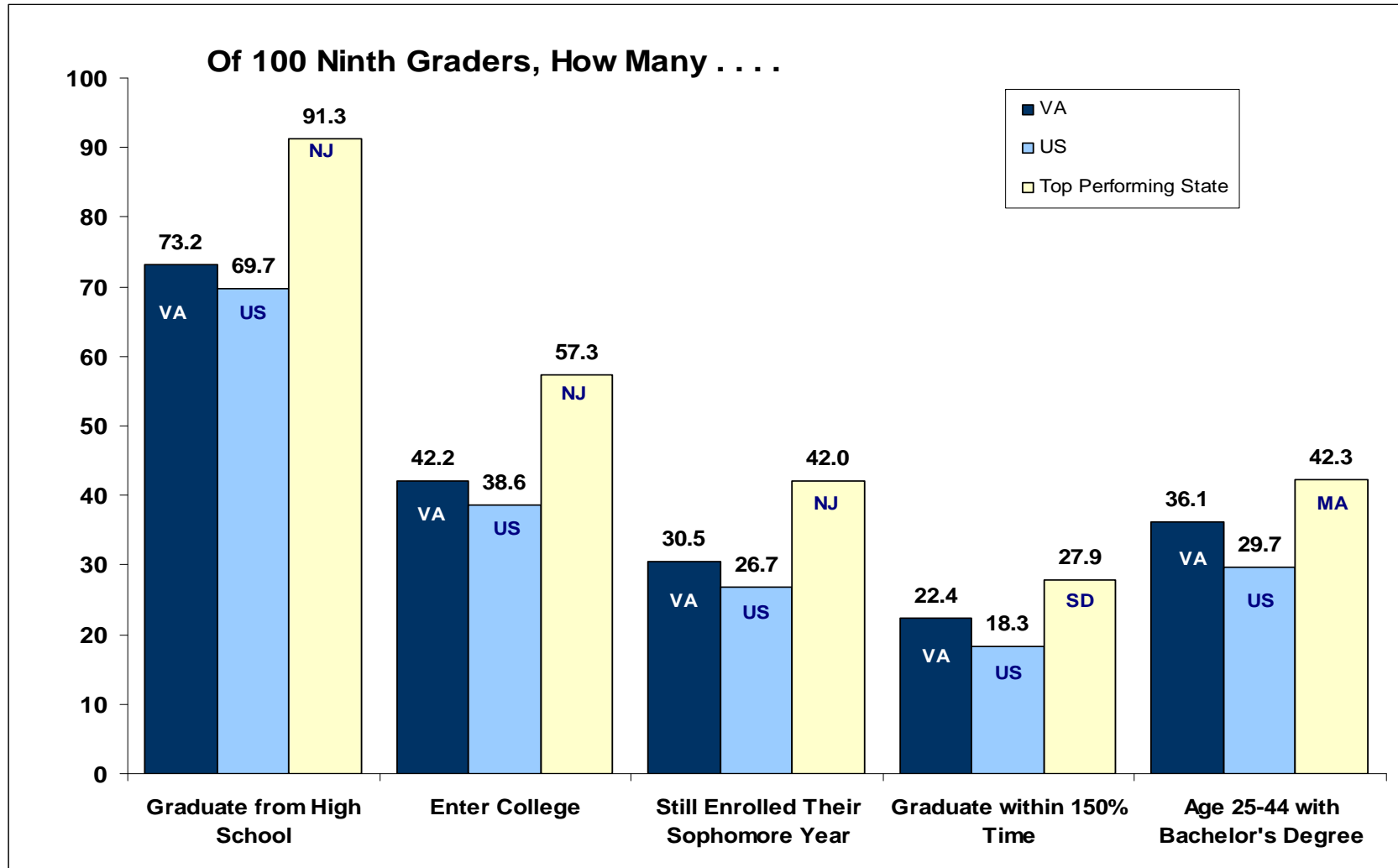
Virginia Public High School Graduates by Race/Ethnicity 1990-91 through 2001-02 (actual), 2002-03 through 2017-18 (projected)



# Higher Education Enrollment Growth

State	% Change in Higher Education Enrollment by Sector (1996-2006)			% Entering Students Attending "in-State" Institutions	
	Public, 2-year	Public, 4-year or above	Not-for-Profit Private	1994	2004
<b>Florida</b>	15%	29%	40%	82%	79%
<b>Georgia</b>	68%	24%	6%	85%	83%
<b>North Carolina</b>	39%	29%	23%	77%	80%
<b>Maryland</b>	55%	27%	24%	76%	80%
<b>Virginia</b>	<b>29%</b>	<b>18%</b>	<b>39%</b>	<b>73%</b>	<b>80%</b>

# Virginia Education Pipeline



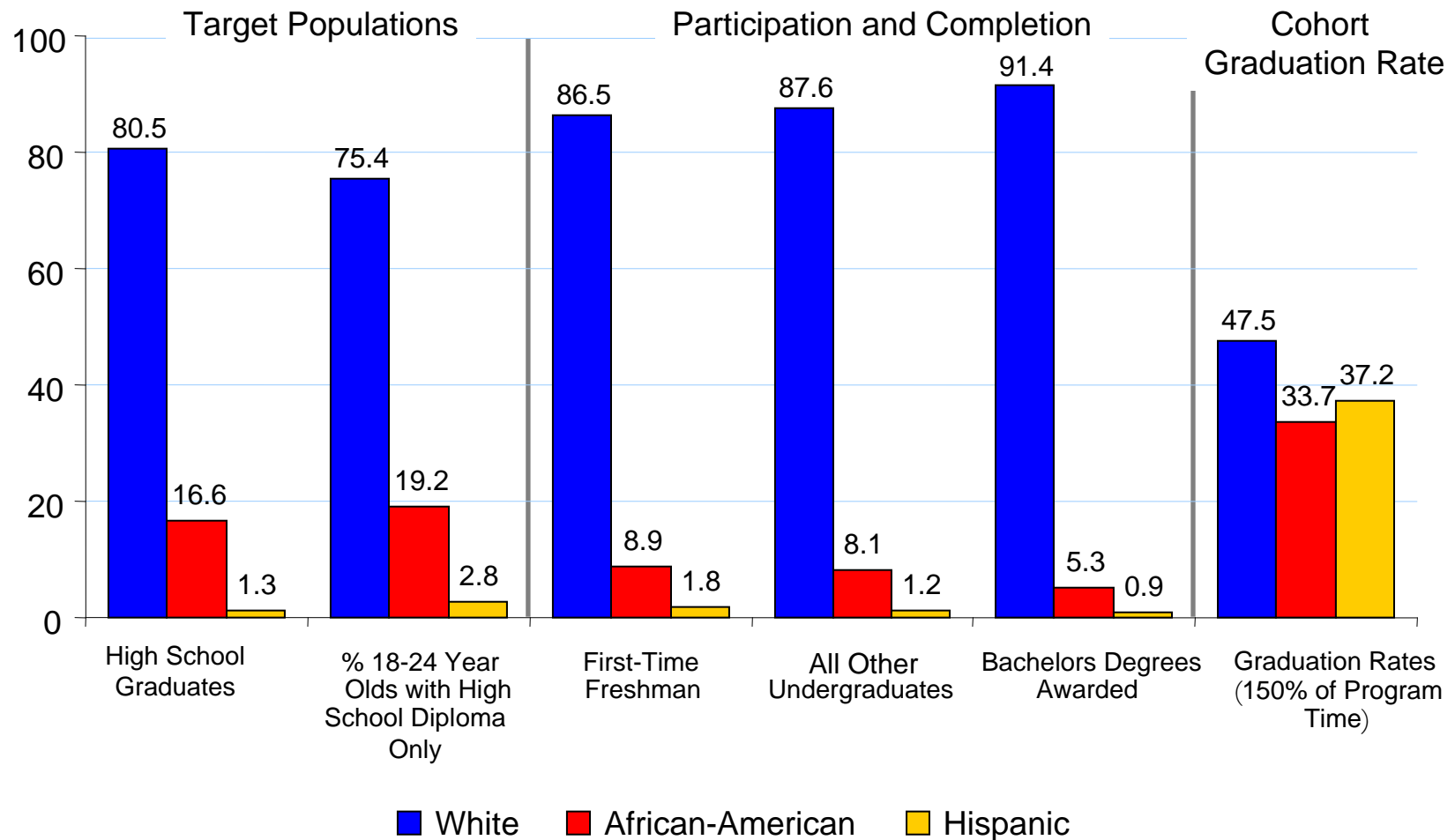
# Performance Measures on Equity in Access and Student Success

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- “Stewardship-of-Place” principles
- Empirically determined service areas –national, statewide, multi-state, urban, regional/local
- Standard performance measures relative to service-area access and success
- Useful to states and institutions for monitoring and improvement

# Indicators of Access and Success

(Draft Analytics, by National Center for Higher Education Management Systems – NCHEMS)





# College Affordability – Questions to Ask, Indicators to Monitor

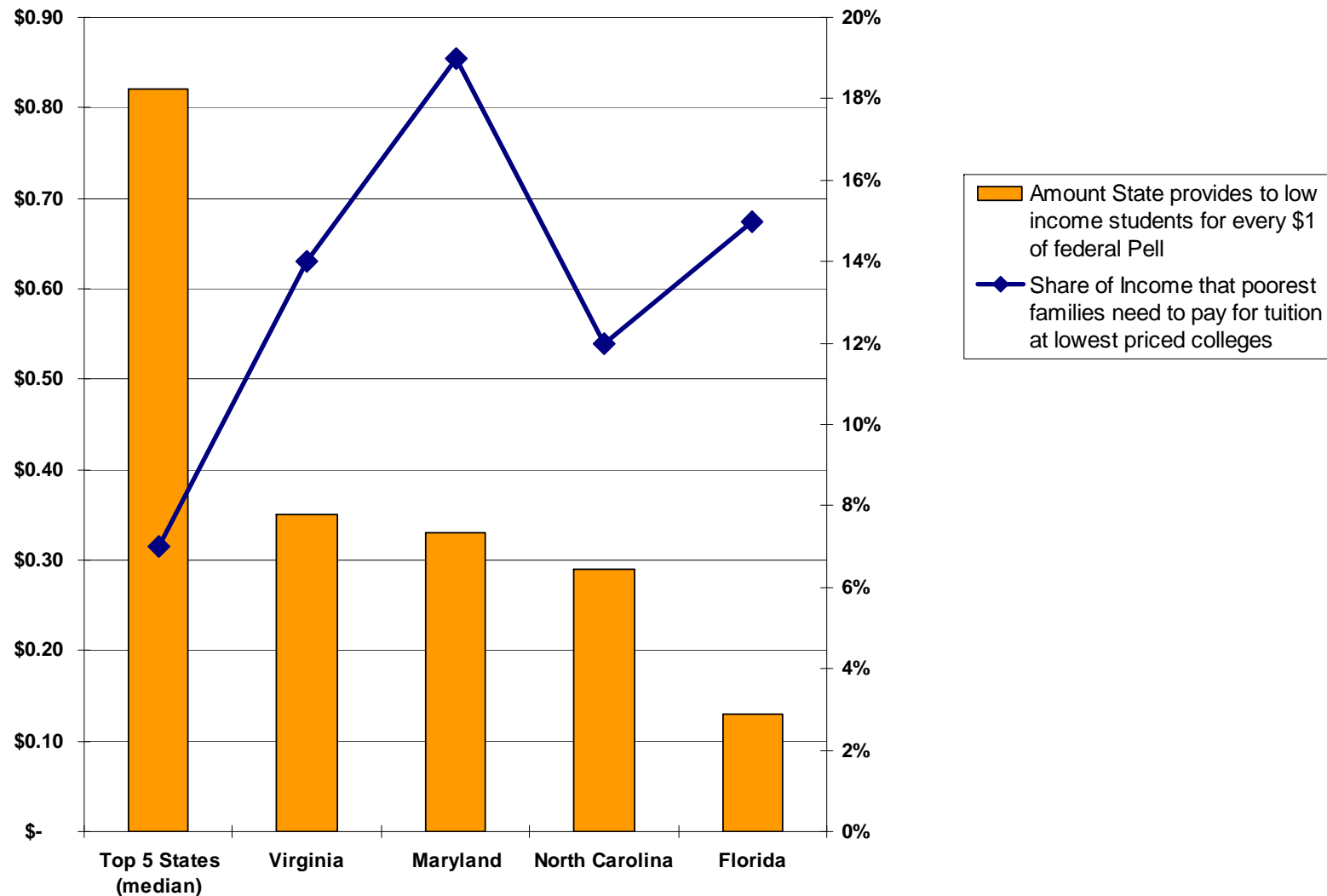
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- Tuition & fee levels by institution and sector (“sticker price” to students and families)
- “Net price” or costs to students/families net of grant aid, including costs deferred by loans (by median income or quintiles)
- State and institutional support for financial aid, both need-based and merit-based
- Access and success for lower income students (Pell recipients as % of enrollments, uses of institutional aid)
- Percent of students borrowing and average debt at graduation (types of loans, income levels)

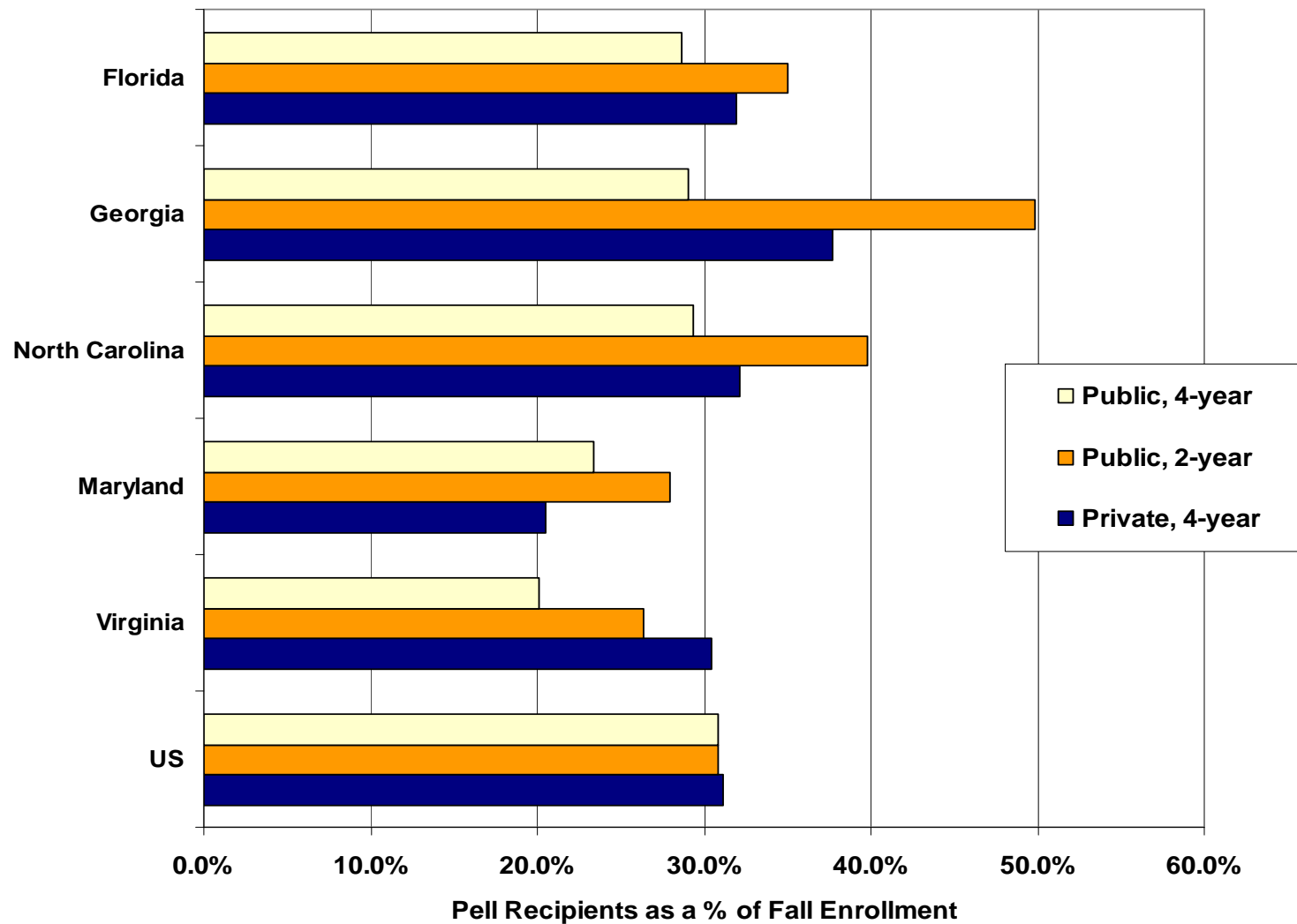
# Tuition and Fees Related to Income

State	Median Tuition/Fees as % of Mid-Quintile Family Income in 2000-01		Median Tuition/Fees as % of Mid-Quintile Family Income in 2005-06	
	4-year	2-year	4-year	2-year
Alabama	7.4%	4.2%	10.2%	6.2%
Arkansas	9.2%	3.1%	13.0%	5.1%
Delaware	8.9%	3.5%	12.3%	4.2%
Florida	6.1%	3.7%	7.6%	4.4%
Georgia	5.7%	3.5%	6.7%	3.8%
Kentucky	6.3%	2.9%	12.1%	7.4%
Louisiana	6.8%	3.9%	8.6%	4.8%
Maryland	7.5%	4.1%	10.5%	4.8%
Mississippi	8.1%	3.1%	10.6%	4.6%
North Carolina	4.9%	2.2%	8.1%	3.2%
Oklahoma	5.3%	3.9%	8.1%	5.6%
South Carolina	9.0%	3.2%	15.6%	7.0%
Tennessee	7.2%	3.7%	11.0%	5.8%
Texas	7.3%	3.0%	11.6%	3.5%
Virginia	7.0%	2.2%	10.2%	3.8%
West Virginia	7.6%	4.7%	10.9%	7.3%
SREB	6.9%	3.2%	10.4%	4.6%
United States	7.5%	4.0%	10.4%	5.0%

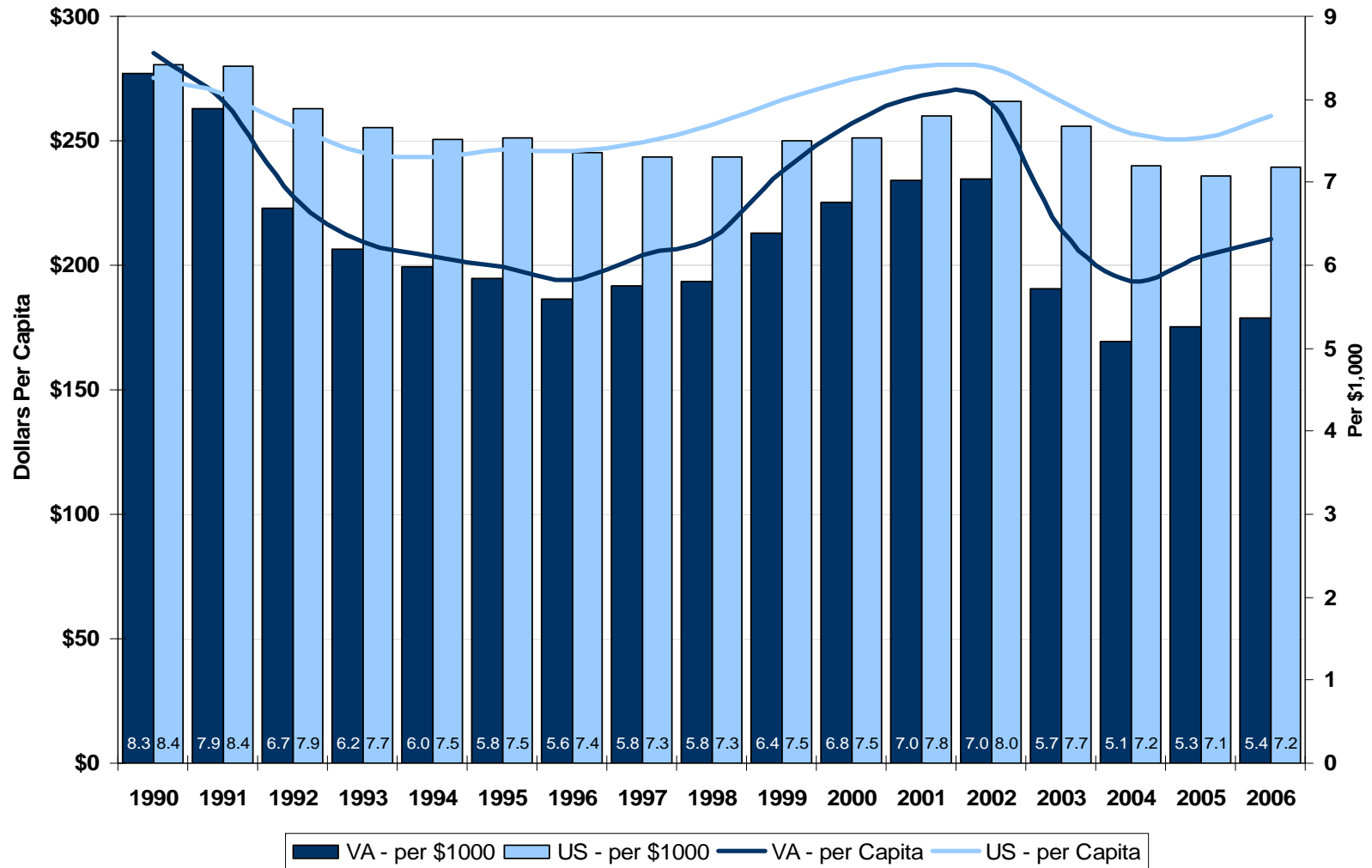
# College Affordability Indicators



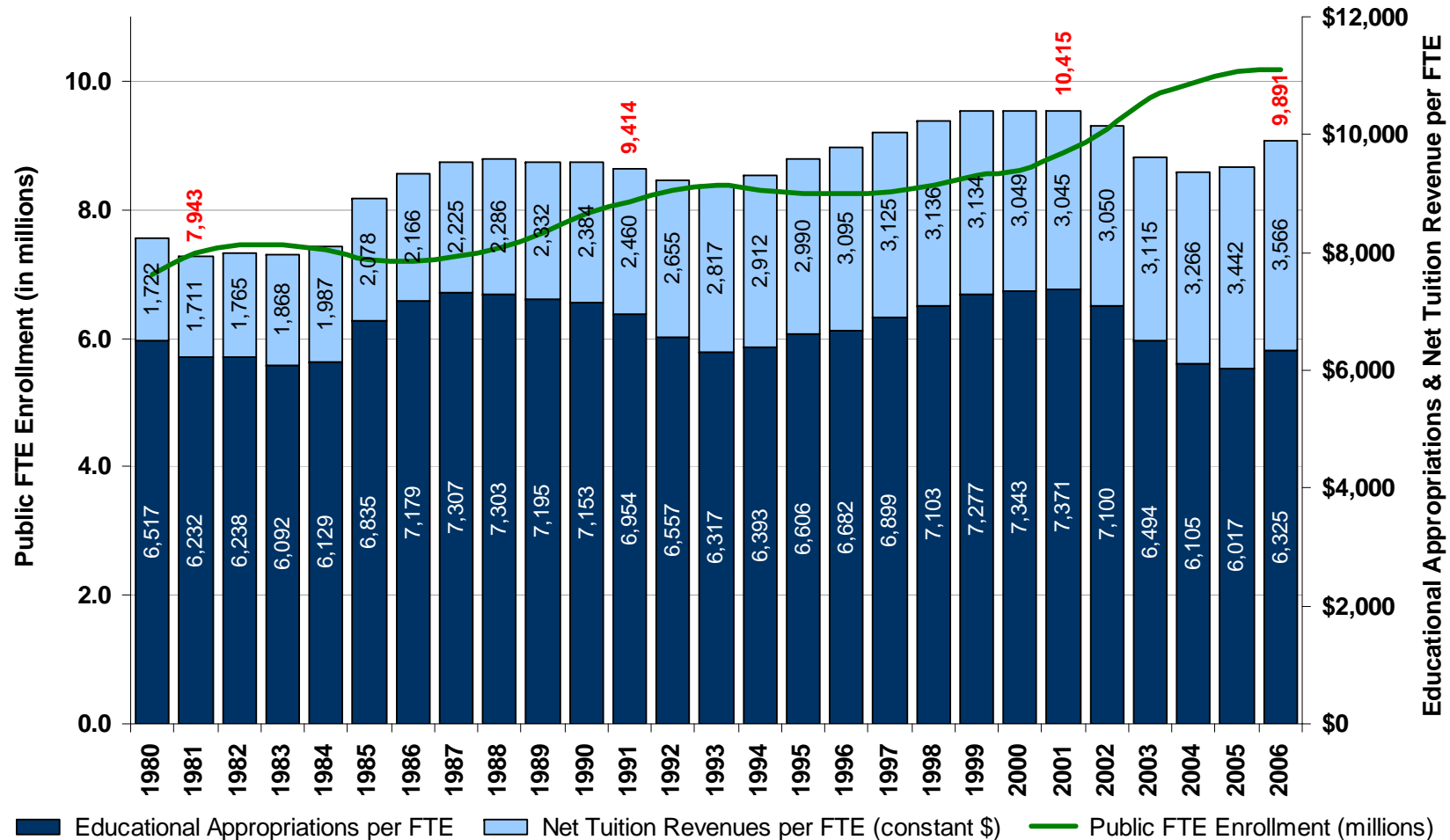
# Pell Recipients (% Fall 2003 Enrollment)



# State and Local Support for Higher Education per Capita and per \$1,000 of per Capita Personal Income, FY 1990-2006, Virginia and U.S.

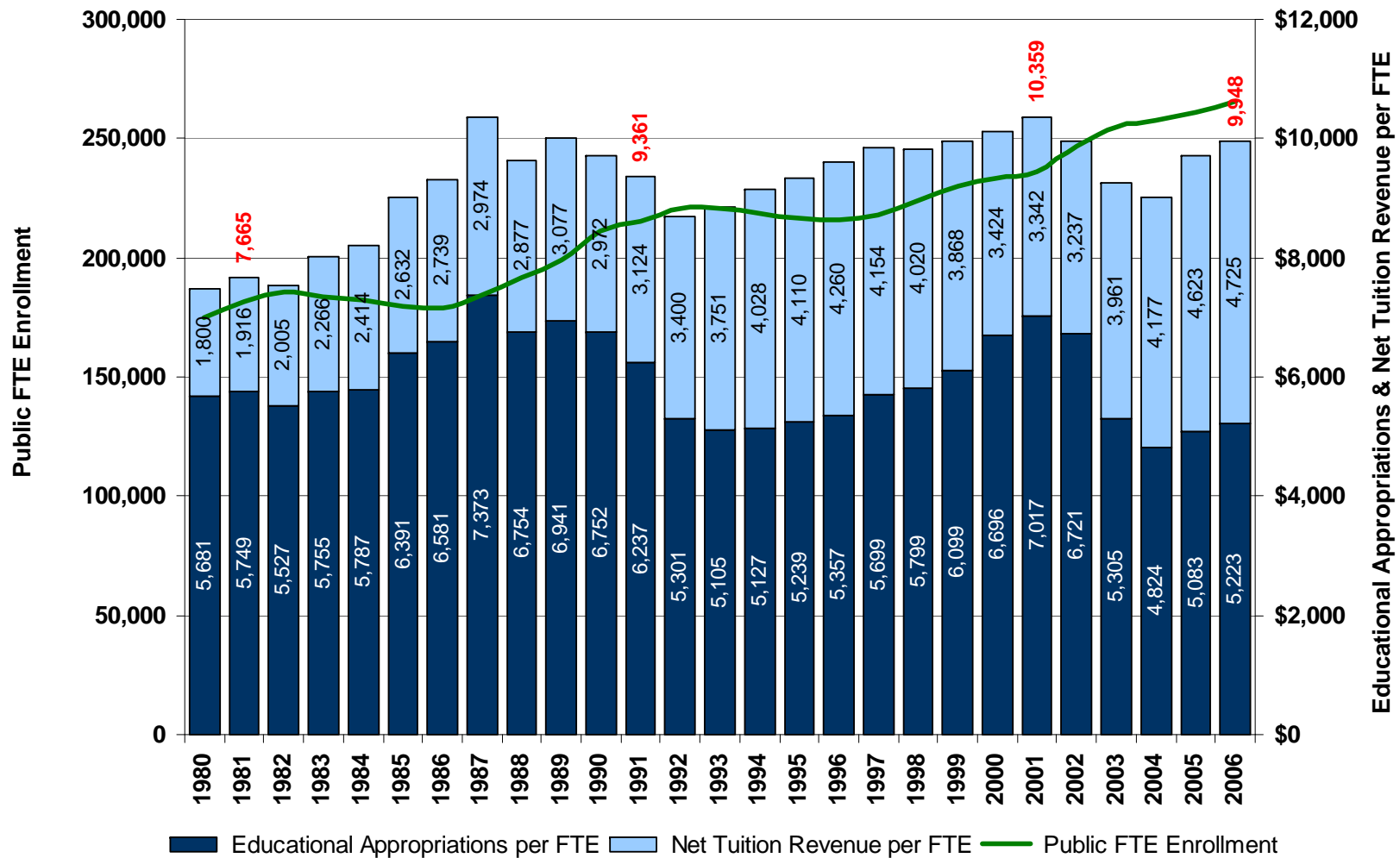


# United States Total Educational Appropriations and Net Tuition Revenue per FTE in Public Institutions Compared to Trends in Enrollment Growth, FY 1980-2006, US



Data Source: SHEEO SHEF available at [www.sheeo.org/finance/shef\\_fy06.pdf](http://www.sheeo.org/finance/shef_fy06.pdf)

# Educational Appropriations and Net Tuition Revenue per FTE in Public Institutions Compared to Trends in Enrollment Growth, FY 1980-2006, Virginia



Data Source: SHEEO SHEF available at [www.sheeo.org/finance/shef\\_fy06.pdf](http://www.sheeo.org/finance/shef_fy06.pdf)

# When Does Big-Picture Accountability Fail to Do its Job?

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- When it is buried in inch-thick reports about everything institutions do and want
- When institutional leaders and faculty consider it “administrative work”
- When more time is spent debating how to measure, rather than how to improve
- When nobody remembers the priority goals
- When it feels like coercion or bribery, and support for improvement is not sustained



# Lessons about How Accountability Can Work Better

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- Focus on fundamental needs and priorities
- Establish and honor an appropriate division of labor
- Monitor results and work for improvement
- Engage governors, legislators, state-level boards, institutional leaders, and the public
- Develop strategies, linkages, tools, and the leadership to sustain progress

# What Are the Implications of Emerging “Markets” in Higher Education

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- Markets can operate and expand when costs, benefits, and results are “monetized” or in some way measureable
- Markets shape both consumer and supplier behavior through competition, market leaders, and decentralized decisions
- Markets allow more strategic use of measureable things, promote market efficiency, and have “direction”
- Markets require new roles for policy, planning, and other government functions to operate “optimally”

# In Summary, Where Is Virginia with Respect to the National Context and Emerging Needs?

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- Comparatively high population growth and demographic change
- Below average state support with higher reliance on tuition/fee revenue
- High quality/high status public institutions facing diverse, emerging higher education markets
- Comprehensive and innovative restructuring agenda to align policies and policy-making with changing needs of students and the state

# Thank You

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