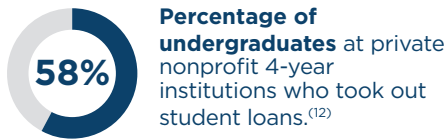


LRAP at NACCAP

A FACILITATED DISCUSSION ON FEAR OF STUDENT LOAN DEBT & ENROLLMENT IMPACT

NATIONAL UNDERGRADUATE ENROLLMENT & STUDENT DEBT FACTS



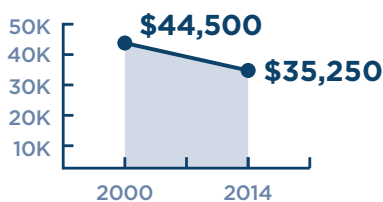
\$9300

The average amount of total student loans received by undergraduates in 2015-16 at private nonprofit 4-year institutions.⁽¹²⁾

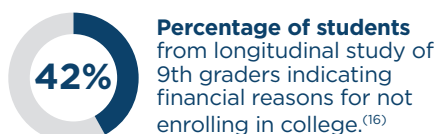
5.1% 2000 **13.7%** 2014

Percentage indicating share of all borrowers with balances over \$50k.⁽¹⁴⁾

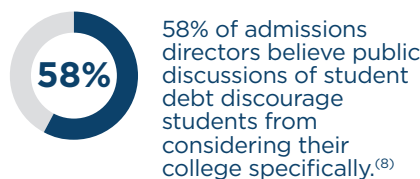
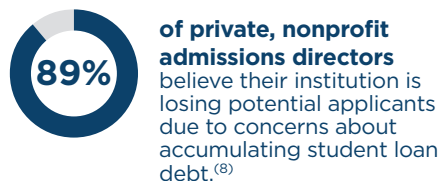
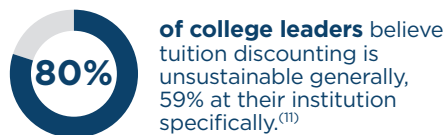
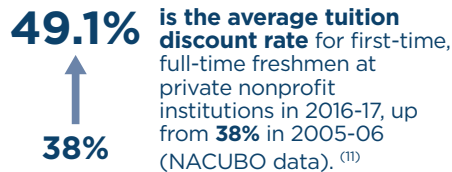
Average total income for borrowers with less than \$50k in balances has decreased from:⁽¹⁴⁾



At the college level, average debt for students (reported by college) covers an enormous range of **\$4600 - \$59,100**.⁽¹³⁾

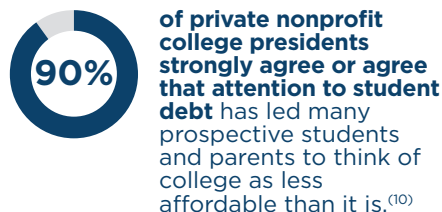


HIGHER EDUCATION PROFESSIONAL POVS

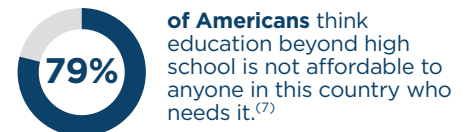
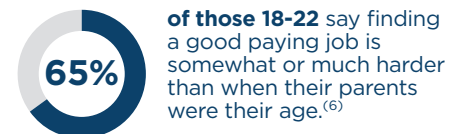
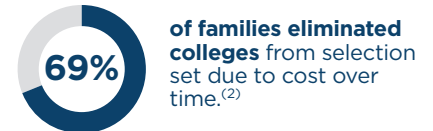
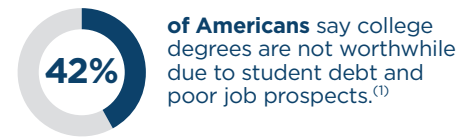


66.27%

of college administrators cited tuition or fee affordability as among the greatest internal challenges.⁽⁹⁾



STUDENT AND FAMILY POVS



Only **34%** of students strongly agree that they will graduate with the skills and knowledge they need to be successful in the job market.⁽⁵⁾

34%

Disagree Neutral Agree Strongly Agree

Contracting Market

13% decline in fertility rate after 2008 recession likely to translate to 280,000 fewer students 2020-29.⁽¹⁵⁾

13% of Gen Z identify as Atheist, compared to 7% of Millennials⁽¹⁷⁾

66.7% of 2017 high school grads enrolling in college, lowest since 2013. Enrollment for Hispanic students down 11 percentage points.⁽¹⁸⁾

LRAP at NACCAP

A FACILITATED DISCUSSION ON
FEAR OF STUDENT LOAN DEBT &
ENROLLMENT IMPACT

NATIONAL UNDERGRADUATE ENROLLMENT & STUDENT DEBT FACTS

- **72%** Percentage of 9th graders in longitudinal study who had enrolled in postsecondary education between completing or leaving high school and February 2016. 36% enrolled at a public 2-year college, 41% at a public 4-year college, **only 16% at a private nonprofit 4-year college.**⁽¹⁶⁾
- **54.4%** Percentage of undergraduates at private nonprofit 4-year institutions who took out federal Direct Loans, \$6900 average amount borrowed.⁽¹²⁾
- **47.4%** Percentage of undergraduates at private nonprofit 4-year institutions who took out Direct Subsidized Loans, \$4000 average amount borrowed.⁽¹²⁾
- **47.8%** Percentage of undergraduates at private nonprofit 4-year institutions who took out Direct Unsubsidized Loans, \$3900 average amount borrowed.⁽¹²⁾
- **57.2%** Percentage of undergraduates at private nonprofit 4-year institutions who received aid funded by the postsecondary institution they attended, \$16,200 average amount funded.⁽¹²⁾

HIGHER EDUCATION PROFESSIONAL POVS

- **64%** of admissions directors believe public discussions of student debt discourage students from considering higher education.⁽⁸⁾
- **85%** of private nonprofit college presidents are very or somewhat concerned about enrolling target numbers of undergraduates.⁽¹⁰⁾
- **85%** say they were very (55%) or moderately (30%) concerned about reaching their institution's enrollment goals this year.⁽⁸⁾
- **69.48%** of college administrators cited competition for prospective students as among the greatest external challenges.⁽⁹⁾
- **54.62%** of college administrators cited public uncertainty about the value of higher education as among the greatest external challenges.⁽⁹⁾
- **99%** of private nonprofit college presidents think concerns about college affordability and student debt are somewhat or very responsible for declining public support of higher education.⁽¹⁰⁾
- **80%** of college leaders believe tuition discounting is unsustainable generally, 59% at their institution specifically.⁽¹¹⁾

STUDENT AND FAMILY POVS

- **58%** of families who eliminated a college from a selection set due to cost, did so before research.⁽²⁾
- **39%** of Americans who are dissatisfied with four-year programs cited the cost as a leading concern.⁽¹⁾
- **20%** of families who eliminated a college from selection set due to cost, did so before applying, 12% before aid award, and 10% after aid award.⁽²⁾
- **22%** of education consumers say access or affordability motivated them toward their specific institution.⁽³⁾
- **44%** of students in one poll rejected a school based on published sticker price.⁽⁴⁾
- **36%** of students strongly agree that they will graduate with the skills and knowledge they need to be successful in the workplace after finding employment.⁽⁵⁾
- **53%** of students strongly agree that their major will lead to a good job.⁽⁵⁾

Notes

Sources

1. 2017 Civism Analytics Poll
2. 2017 How America Pays for College: Sallie Mae's 10th National Study of College Students & Parents
3. Strada/Gallup 2018 Survey on Top Reasons US Consumers Choose Educational Pathways
4. Education Value Proposition Study by Longmire and Company in 2013
5. Strada/Gallup 2018 Student Survey Report
6. New America's Annual Survey on Higher Education 2017
7. Gallup/Lumina 2014 study
8. 2017 IHE Survey of Admissions Directors
9. 2017 STAMATS National Poll of College Administrators
10. 2018 IHE Survey of College Presidents
11. 2017 Chronicle of Higher Education Tuition Pricing Crisis
12. NPSAS:16 (National Postsecondary Student Aid Study 2015-16)
13. TICAS - Student Debt and the Class of 2016
14. Brookings Study on Borrowers with Large Balances 2018
15. Demographics and the Demand for Higher Education, Nathan D. Grawe, 2017
16. NCES Results of Long Term Longitudinal Study on 9th graders
17. Barna Group 2018 research on Gen. Z & Millennials
18. US Labor Department Statistics