Students as a Measure of UK’s Success: The Four Pillars of a Top 20 Student Body

UK Winter College
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Students as a Measure of UK’s Success: the Pillars of a Top 20 Student Body

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- Pillar I - Recruiting a Top 20 Student Body
- Pillar II – Accessibility and Affordability
- Pillar III – Retaining a Top 20 Student Body
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Introduction: To achieve a Top 20 student body, we must

- Attract both highly achieving and diverse students
  - (Pillar I: Recruitment)
- Remain financially accessible
  - (Pillar II: Affordability)
- Aid students in reaching their academic potential so they can succeed here
  - (Pillar III: Retention)
- Provide students with experiences outside the classroom that enrich and promote their college experience
  - (Pillar IV: Engagement and Innovative Learning)
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Pillar I

Recruiting a Top 20 Student Body

- We Need More College Graduates
- The Special Case of First Generation College Students
- Who is UK Recruiting to Create a Top 20 Student Body?
- Recruitment Strategies
We need more college graduates nationally

- Today’s US workforce is the most educated in the world. The “baby boomer” generation was the best educated generation in the U.S.
- Nationally, 28% of adults have at least a bachelor’s degree (U.S. Census Bureau, 2005)
- By the way, women are outdistancing men:
  - Women receive 57.5% of bachelor’s degrees; 60% of master’s degrees; and 48.9% of doctorates
  - By 2016/17, women will earn 59.9% of bachelor’s; 62.9% of master’s; and 55.5% of doctorates (U.S. Census Bureau, 2005)
We need more college graduates nationally

- Since the “baby boomer” generation, educational attainment in the U.S. has remained stagnant, while the rest of the industrialized world has moved ahead. If trends continue at the current rate, we will not only fail to gain, we will decrease.
- This comes at a time when other countries’ rates of educational attainment are climbing.
- It starts early: US math and reading scores already rank below most of the advanced economies in Europe and Asia. Education is exploding in China and India.
We need more college graduates in Kentucky

- The problem is particularly acute in Kentucky as we are ranked 47th nationally in the percentage of people older than 25 who have bachelor’s degrees (20% of Kentucky adults).
- By the way, it’s not all of Kentucky: Lexington ranks 10th among all cities nationally in the percentage of the population with college degrees (39.5%). Behind Seattle, San Francisco, Raleigh, DC, Austin, Minneapolis, Atlanta, Boston, and San Diego.
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We need more college graduates in Kentucky

- This poor ranking dramatically impacts Kentucky’s economy as workers 18 and over with:
  - Advanced degrees earn $74,602 each year
  - Bachelor’s degrees earn $51,206 a year
  - High school degrees earn $27,915 a year
  - Without high school earn $18,734 a year (U.S. Census Bureau, 2005)
We need more college graduates in Kentucky

- One factor contributing to our comparatively lower rates of educational achievement is the percentage of our students who are first generation college students.

- Nationally, 16.6% or one in six freshman are first generation college students:
  - 14.7% of all male students
  - 16.9% of all female students

- At UK that number is 28% and is increasing:
  - We had 307 in 2002 and 936 in 2008
The special case of first generation college students

- Economic factors in part drive college going among first generation students as they are more likely to report enrolling in college as an attempt to improve their economic and occupational standing
- 70% indicate that making more money is what compelled them to college (Foundation for Independent Higher Education, 2007)
The special case of first generation college students

- First generation students face unique challenges, with only 44% of that cohort earning a degree (NCES).
- First generation students are more likely to be from low-income backgrounds and on average had lower grades in high school (Inside Higher Education, 2006).
- 55% of first generation students will work 20+ hours a week to help pay for college (Foundation for Independent Higher Education, 2007).
- A greater proportion of first generation students will attend an institution within 50 miles of home. This contributes to the fact that a lower percentage live on campus their freshman year – another risk factor for dropping out (Higher Education Research Institute, 2007).
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Who is UK Recruiting to Create Top 20 Student Body?

- A highly achieving student body
  - The number of Governor's Scholars and Governor's School for the Arts Scholars set another all-time high in 2009-10
  - There are 31 National Merit Scholars in the incoming freshman class, 27 Singletary Scholars, and one National Achievement Scholar.
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Who is UK Recruiting to Create Top 20 Student Body?

- A diverse student body
  - UK saw a significant increase in minority enrollment, including an all-time high of African-American students enrolled for the 2009-10 freshman class.
  - Additionally, the overall African-American enrollment of 1,774 is a 9% increase from last year's total of 1,627.
  - Hispanic freshman enrollment increased by 26%
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Who is UK Recruiting to Create Top 20 Student Body?

- Out of state students

<table>
<thead>
<tr>
<th>Fall Semester Enrollment</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>In-State Students</td>
<td>75.6%</td>
</tr>
<tr>
<td>Out-of-State Students</td>
<td>24.3%</td>
</tr>
</tbody>
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Who is UK Recruiting to Create Top 20 Student Body?

- International Students

  - International student enrollment in the U.S. peaked in 2002 – 03 and then declined in the following two years.
  - A drop in undergraduate enrollment of international students accounted for much of this overall decline.
    - Factors: September 11th; competition from other countries; high cost of U.S. higher education; increasing higher education capacity in countries that historically sent a significant number of students to the U.S.; view of U.S.
    - Between 2004/5 and 2007/8, however, the number of international students in the U.S. began to rise again.
Who is UK Recruiting to Create Top 20 Student Body?

- At UK, international freshmen student enrollment increased this year by 38%.

- China and India were by far the majority of international students.
  - Remember these are also the countries I mentioned as rapidly increasing educational attainment.
## Students as a Measure of UK’s Success: the Pillars of a Top 20 Student Body


<table>
<thead>
<tr>
<th>Country of Origin</th>
<th>Number of Students</th>
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<tbody>
<tr>
<td>China</td>
<td>417</td>
</tr>
<tr>
<td>India</td>
<td>352</td>
</tr>
<tr>
<td>Republic of Korea</td>
<td>74</td>
</tr>
<tr>
<td>Japan</td>
<td>34</td>
</tr>
<tr>
<td>Canada</td>
<td>40</td>
</tr>
<tr>
<td>Germany</td>
<td>23</td>
</tr>
<tr>
<td>Nepal</td>
<td>21</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>20</td>
</tr>
<tr>
<td>Malaysia</td>
<td>19</td>
</tr>
<tr>
<td>Taiwan</td>
<td>19</td>
</tr>
</tbody>
</table>
Recruitment Strategies

- The landscape for recruitment is changing rapidly. We now must compete globally in what has become edu-tourism.
- There is tension in the Top 20 recruitment of top students nationally and internationally and then placing them in jobs around the nation and world versus our landgrant mission of educating our Commonwealth for our Commonwealth.
- While the mix is changing, we are still the destination for Kentucky students: 80% are recruited from Kentucky and remain in the state’s workforce after graduation.
- All this means our work toward student success is made more challenging because we didn’t just cut off the bottom achievers.
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Recruitment: What the Students Said

- 2009 Provost Lunch Series

  - Getting students on campus for a visit during the recruitment phase is essential. Many students discussed the friendly, accepting environment here and that being on campus that solidified their decision.

  - The balance of distance (not too far but not too close) was a repeated theme.

  - When asked what drew them to UK, no student quoted UK’s marketing package, e.g., becoming Top 20 or the importance of research. They also didn’t talk about basketball or football rankings.
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Pillar II
Accessibility

- 2009 Provost Lunch Series, continued
  - Students said scholarships were a primary reason or strong factor that tipped the balance and made them choose UK – in other words, financial accessibility
  - That brings us to the next important topic – how we keep UK affordable
  - Government appropriation for higher education per student has remained flat over 4 decades, while total expenditure per student has gone up 50% (Nat’l Center for Educational Statistics)
  - For UK, the majority of its educational and general funds now comes from tuition and fees rather than from the State
State appropriations net of debt service and mandated programs.

*Projected
During 2007-08, two-thirds of graduating seniors in the country had accumulated an average debt of $23,186.

The cost of full-time residential attendance (tuition + room & board + books + miscellaneous) at UK for Kentucky residents is estimated to be over $18,000 a year.

The cost of tuition alone for four years of medical education (M.D.) at UK for Kentucky residents is nearly $120,000. This has significant negative implications for the availability of primary care physicians in rural communities.
The Enemy of Accessibility: Increasing Costs for Families

- Changes are also being seen in the proportion of federal grants versus loans assumed by students - the trend being that students are having to assume a great burden of loans.

- In the U.S., 66% of all undergraduates received some type of financial aid in 2007–08.

- For those who received any aid, the total average amount received was $9,100. Fifty-two percent received grants averaging $4,900, and 38% took out an average of $7,100 in student loans.
At UK, 86% of students have some form of paid financial assistance (i.e., scholarships, grants, loans, or work study) from any source.

40% of our students receive financial aid from this institution.

This includes 12,303 awards with an average of $3,492 per student.

On average, students filing for assistance had an unmet need (after aid from all sources) of $5,471.
The Enemy of Accessibility: Increasing Costs for Families

Special programs directed at the key populations I mentioned earlier (high achievers, first generation students, diverse students):
- Governor’s Scholars/School for the Arts
- 2020 Scholars
- Robinson Scholars
- William C. Parker Scholars
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**Pillar III**

*Retaining a Top 20 Student Body*

- It’s not enough that we attract the best mix of students and make UK affordable, we have to keep the students we recruit here

- The “War on Attrition”
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First-to-Second Year Retention Rate
Fall 2004 Cohort - Fall 2008 Cohort
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Figure 2: Six-Year Graduation Rates at UK
Retention: What the Students Said

2009 Provost Lunch Series

> “The only people I know who dropped out didn’t live on campus in the first year.”

> “Getting involved is the thing that keeps people here.”
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Pillar III

Engaging the Top 20 Student Body

- This generation of students is learning differently than we did
- It is even more important that what they learn in class applies to the real world

- The Digital Student: On-line learning
- The Well Rounded Student: General Education Reform
- The Engaged Student: Service learning
Rise of the Digital Student

- 3.9 million students took at least one online course during 2007, up from 2.3 million in 2004

- 58% of institutions say online education is critical to their long-term strategy

- More employers are accepting online degrees
  > 55% of employers prefer traditional degrees, down from 96% previously

The New Digital Generation Will Expect a Different College Experience (Jansen, 2008)

Responses

- Digital course material
- Learning simulations
- Hybrid courses
- Online networking applications
- Innovative online courses

In 2005, the faculty undertook revision of UK’s 20-year old general education curriculum.

Impetus for the change.....

The new curriculum will be in place in fall 2011.
Four learning outcomes:

- Understand and employ processes of intellectual inquiry
- Competent written, oral, and visual communication skills both as producers and consumers of information
- Understand and employ methods of quantitative reasoning
- Understand the complexities of citizenship and process for making informed choices as engaged citizens in a diverse, multilingual world
Service Learning

- In today’s universities, it is more important than ever that what students learn in class applies to the real world
- Service learning is a method of teaching and learning that combines academic classroom curriculum with meaningful service. Said another way, it is “experiential education.”

James W. and Diane V. Stuckert Endowed Professorship in Service-Learning

- Dr. Katherine McCormick, College of Education
Conclusion

To achieve a Top 20 student body, we must
- Adapt our recruitment strategies to ensure a mix of diverse and highly achieving students
- Continue to balance UK’s Top 20 Goals with our land grant mission
- Ensure that we remain accessible to Kentucky’s first generation college students
- Ensure that financial aid is available to both attract and keep the students we bring here
- Use service learning, technology and other innovations to ensure that the classroom experience is relevant to the real world