

The Cost of One-Size-Fits-All Student Success

After decades of growth, higher ed institutions now face serious challenges to their traditional way of doing business and the student success outcomes they're able to achieve.



- CHALLENGE 1 -

Retaining & Graduating Enrolled Students is More Important than Ever

A decline in the perceived value of higher education, a shrinking number of high school graduates, a disappearing international student population, and more complex personal circumstances are just a few of the external factors changing the higher education landscape.



6 in 10 adults

Only 6 in 10 Adults Think that College is Worth the Time & Money

Source: Not All Americans Think Higher Ed is worth It, Inside Higher Ed



International down 15%

Undergraduate International Student Enrollment is Down 15%

Source: Stay Informed with the Latest Enrollment Information, National Student Clearinghouse



First-timers down 13%

First-Time Undergraduate Student Enrollment is Down 13%

Source: Stay Informed with the Latest Enrollment Information, National Student Clearinghouse



15% population drop

15% Drop in College-Aged Population by 2026

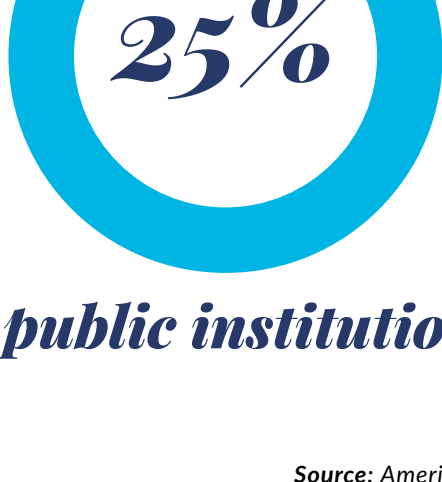
Source: Demographics and the Demand for Higher Education, Nathan D. Grawie, John Hopkins University Press, 2018



- CHALLENGE 2 -

Despite an Increase in Investment in Student Success, Both Persistence & Completion Rates Remain Flat

Spending on student services designed to provide academic, experiential and holistic support has increased across all sectors of higher education between 2010 and 2018.



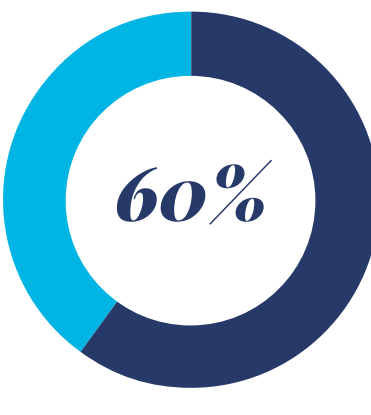
At public institutions



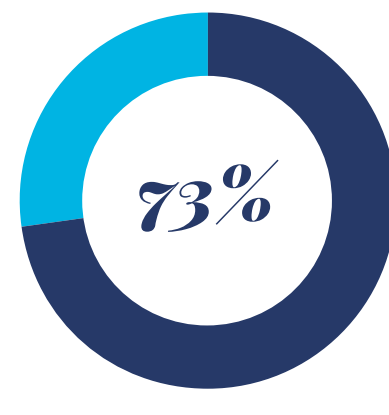
At private institutions

Source: American Council of Trustees and Alumni from NCEES data https://www.goacta.org/wp-content/uploads/2021/08/The-Cost-of-Excess_2.pdf

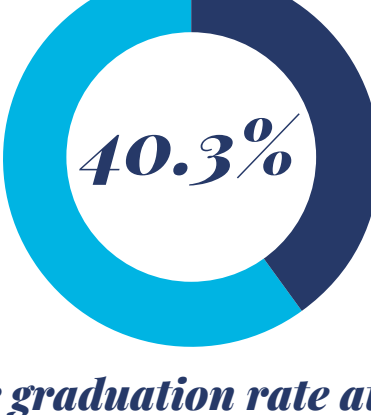
Overall completion and persistence rates have remained stagnant for over a decade. This trend worsened in the wake of the pandemic, with overall persistence declining by 2 percentage points and an anticipated decline in 6-year graduation rates for the class of 2021.



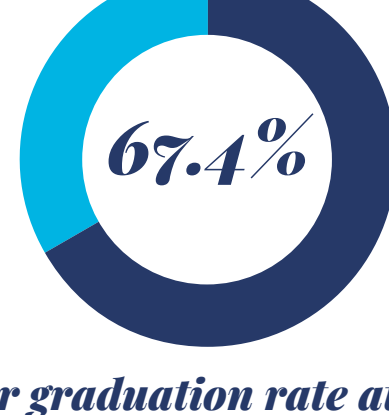
Overall 6-year completion rates hovering at 60%



Persistence rates stalled at 73% with a 2 percentage point drop in persistence since 2019



6-year graduation rate at public 2-year institutions*



6-year graduation rate at public 4-year institutions*

Source: Completing College National and State Reports, December 2020, National Student Clearinghouse Research Center

*6-year college completion outcomes for the fall 2014 entering cohort.



Stagnant Student Outcomes Cost Both Students and Institutions

Ever-evolving challenges, in combination with stagnating persistence and completion, create financial instability for both students and higher education institutions.



6-year graduation

costs students on average an additional \$51,728

Source: Average Cost of College and Tuition, Education Data Initiative



Student attrition

costs institutions \$3.8 billion a year in lost earnings

Source: College Drop Out Rates, Education Data Initiative



It's Time to Take a Different Approach

Failure to change course will create a ripple effect of negative consequences: a lost generation of students, a reputation hit, financial instability, and even closure.

To achieve new levels of student success, institutions must shift from traditional one-size-fits-all approaches to data-activated student impact strategies that meet their students where they are.

To learn more about how a partnership with Civitas Learning can help you reach your student success and institutional goals, visit www.civitaslearning.com.