

THE NEW MINORITY IN HIGHER EDUCATION:

An in-depth look at population growth, changing demographics and economic trends as they relate to Higher Education's next big push – the Middle Class. With the disparity in family income continuing to grow, students in middle income families are at risk of disappearing from U.S. colleges and universities.

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Mi·nor·i·ty



Noun:

- the group that is the smaller part of a larger group.
(Merriam-Webster Dictionary)

High·er Ed·u·ca·tion

Noun:

- education beyond the secondary level; *especially*: education provided by a college or university.
(Merriam-Webster Dictionary)

Undergraduate Education

The New Minority in Higher Education



Past, Present, & Future

The New Minority in Higher Education

Land Grant Colleges



MICHIGAN STATE

U N I V E R S I T Y

Land Grant Colleges

□ **Morrill Acts of 1862 and 1890**

-1862 Act was focused on the teaching of practical agriculture, science, military science and engineering, as a response to the industrial revolution and changing social class.

□ Agricultural College of the State of Michigan, known today as Michigan State University, which served as a model for the Morrill Act.

Land Grant Colleges Today

- **In 1994**, 29 tribal colleges and universities became land-grant institutions under the Elementary and Secondary Education Reauthorization Act.
- **As of 2008**, 32 tribal colleges and universities have land-grant status. Most of these colleges grant two-year degrees. **Six** are four-year institutions, and **two** offer a master's degree.
- Sea Grant Colleges (**1966**), Urban Grant Colleges (**1985**), Space Grant Colleges (**1988**), Sun Grant Colleges (**2003**)

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Women in Higher Education in the U.S.



First College/University in the U.S.

- **Harvard vs University of Pennsylvania**

- Founded in 1636 Harvard says calls itself "the oldest institution of higher learning in the United States."

- In 1839 Georgia Female College (**Wesleyan College**) became the oldest and the first school which was established from its inception as a full college for women.

Pushes for Women in Higher Education

- **Women's Rights Convention** was held in 1848 in Seneca Falls, NY.
- By 1890, 70% of all women in college were enrolled in coeducational colleges. This is not to say that women in college were a significant part of the population. In 1870 only .7% of the female population went to college. This percentage rose slowly, by 1900 the rate was 2.8% and it was only 7.6% by 1920.

*Woman of Courage profile produced by the St. Lawrence County, NY Branch of the American Association of University Women

Women in Higher Education Today

□ 60% -- 40%



*Forbes 2012

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Men, WW2 & Higher Education



Men & WW2

□ 1944: G.I. Bill

- Although the law did not specifically advocate discrimination, the social climate of the time dictated that the law would be interpreted differently for African-Americans than for whites.

- The G.I. Bill was a major factor in the creation of the American middle class.

Men, WW2 & Higher Education Today

- 60% -- 40%
- Glass Ceiling: Post Graduation
 - The 1970 Equal Pay Act was memorably triggered by the 1968 Ford sewing machinists' strike.
 - Gender Pay Gap: Women earn ~35% less than male colleagues.

*The National Management Salary Survey

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African-Americans in Higher Education



African-Americans in Higher Education

□ **1636:**

- “The oldest institution of higher learning in the United States.”

□ **1833:**

- Oberlin College in Ohio is founded.

From its founding the college was open to blacks and women and has a long history of dedication to African-American higher education.

African-Americans in Higher Education

□ 1946:

- Only 1/5 of the 100,000 African-Americans who had applied for educational benefits had been registered in college. Furthermore, Historically Black Colleges and Universities (HBCUs) came under increased pressure as rising enrollments at other colleges/universities were strained resources forced them to turn away an estimated 20,000 veterans.

African-Americans in Higher Education

□ **The Higher Education Act of 1965**

- Funding to HBCUs among other things

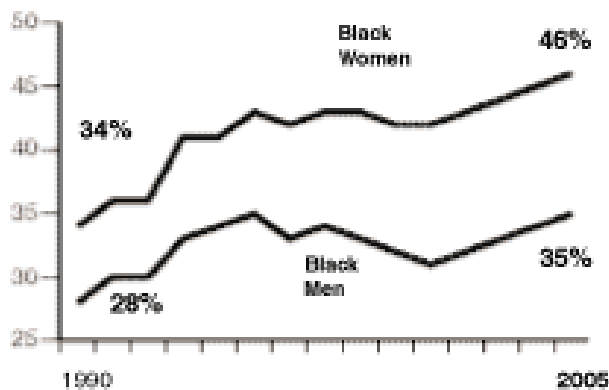
- The first HBCU was founded in 1865:
Shaw University.

- (founded as Raleigh Institute)

African-Americans in Higher Education

□ Today: Enrollment, Retention, Graduation

Nationwide, the Black Student College Graduation Rate is a Very Low 42 Percent. But Black Women Are Far More Likely Than Black Men to Complete College.



Note: Figures are for 328 institutions, all of which are members of the National Collegiate Athletic Association's Division I. The graduation rate is defined as all enrolled students who earn a degree within six years. These figures cover entering freshmen for the fall of 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997 and 1998.

Chart ♥ *The Journal of Blacks in Higher Education*.

At a Small Number of Prestigious Colleges and Universities, the Black Student Graduation Rate Is Higher Than the Rate for Whites. But at Many Selective Colleges and Universities, the Black Graduation Rate Continues to Remain Well Below the Rate for Whites.

(Colleges and Universities Are Ranked by the Smallest Gap in Black-White Graduation Rates, 2005)

Institution	White Rate*	Black Rate	% Point Difference	Institution	White Rate*	Black Rate	% Point Difference
Mount Holyoke College	78%	82%	-4	Duke University	94%	87%	+7
Smith College	83	87	-4	Georgetown University	94	87	+7
Macalester College	82	84	-2	Rice University	91	84	+7
Wellesley College	90	92	-2	Swarthmore College	93	86	+7
Pomona College	80	81	-1	University of Virginia	93	86	+7
Washington University	90	90	0	Yale University	96	89	+7
Wake Forest University	87	86	+1	Dartmouth College	96	88	+8
Wesleyan University	91	90	+1	Haverford College	93	85	+8
Amherst College	96	94	+2	University of Pennsylvania	93	85	+8
Harvard University	97	95	+2	Bowdoin College	91	82	+9
Oberlin College	80	78	+2	Claremont-McKenna College	81	72	+9
Calif. Inst. of Technology	86	83	+3	Univ. of Southern California	79	70	+9
Columbia University	90	87	+3	Bucknell University	89	79	+10
Davidson College	91	88	+3	Cornell University	93	83	+10
Emory University	85	82	+3	University of Notre Dame	96	85	+11
Northwestern University	94	91	+3	Tufts University	92	80	+12
Vanderbilt University	85	82	+3	Mass. Inst. of Technology	94	81	+13
Brown University	96	91	+5	Middlebury College	92	79	+13
Grinnell College	86	81	+5	Univ. of N. Car.-Chapel Hill	83	69	+14
Princeton University	88	93	+5	Washington and Lee Univ.	90	76	+14
Colgate University	90	84	+6	Trinity College	87	72	+15
Hamilton College	86	80	+6	Univ. of Calif.-Los Angeles	88	73	+15
Johns Hopkins University	88	82	+6	Univ. of Calif.-Berkeley	86	70	+16
Stanford University	95	89	+6	Carnegie Mellon University	82	65	+17
University of Chicago	86	80	+6	Colby College	88	68	+20
Vassar College	89	83	+6	Carleton College	90	69	+21
Williams College	96	90	+6	University of Michigan	88	67	+21
Bryn Mawr College	83	76	+7	Bates College	88	64	+24

Note: The graduation rate is defined as all enrolled students who earn a degree within six years.

*The white graduation rate is for Caucasians only and does not include Asians, Hispanics, or any other minority group.

Source: *JBHE* analysis based on statistics provided by the National Collegiate Athletic Association.

Table ♥ *The Journal of Blacks in Higher Education*.

*The Journal of Blacks in Higher Education

The New Minority in Higher Education

Latinos in Higher Education



Latinos in Higher Education

- Latinos are the largest minority group in the nation, and the fastest growing of any population.
- The Latino population will continue to grow and, by 2050, it is estimated that 30% of the U.S. population will be Latino.
- Currently, Latinos make up more than 16% of the U.S. population—50.5 million total, as of the 2010 Census.

Latinos in Higher Education

- The Latino population, which grew 43% between 2000 and 2010, made up more than half the total U.S. population growth during this time.
- 1/4 of every youth under age 18 in the United States is Latino, representing a growth of 39% in the last decade.
- Nine states, many concentrated in the South, saw their Latino population more than double since 2000.

Latinos in Higher Education

- **Today:** The educational success of these citizens will determine the strength of a countries' workforce and economy.

The New Minority in Higher Education



First Generation Students in Higher Education



First Generation Students

- Despite representing nearly 1 / 3 of the national undergraduate population, first-generation college students—those whose parents did not attend postsecondary education—are an important, but often hidden population whom are not always easy to identify on campus or in the community at large.

-TRIO

- As this number increases at colleges/universities however, there'll be fewer First Generation students.

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DACA Students in Higher Education



DACA Students

- As of July, 587,366 undocumented young people had received both relief from deportation and a work permit, out of the more than 680,000 undocumented young people who have so far applied for DACA. However, many more can still qualify.
- DACA has laid the groundwork for future comprehensive immigration reform by starting the process of registering undocumented young people for potential legal status.

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The Next Big Push...

The New Minority in Higher Education

The Middle Class



The Middle Class

- **In the late 1990s** low unemployment rates and improvements in labor productivity contributed to a boost in wages, which translated into a 12.4% cumulative growth in real wages from the late '90s until 2002.
- This period between 2002 and 2013 has become known as the **decade of flat wages**. However, over the same period there were significant changes in the composition of the labor market.
 - Jobs shipped overseas
 - Shifting age of retirement

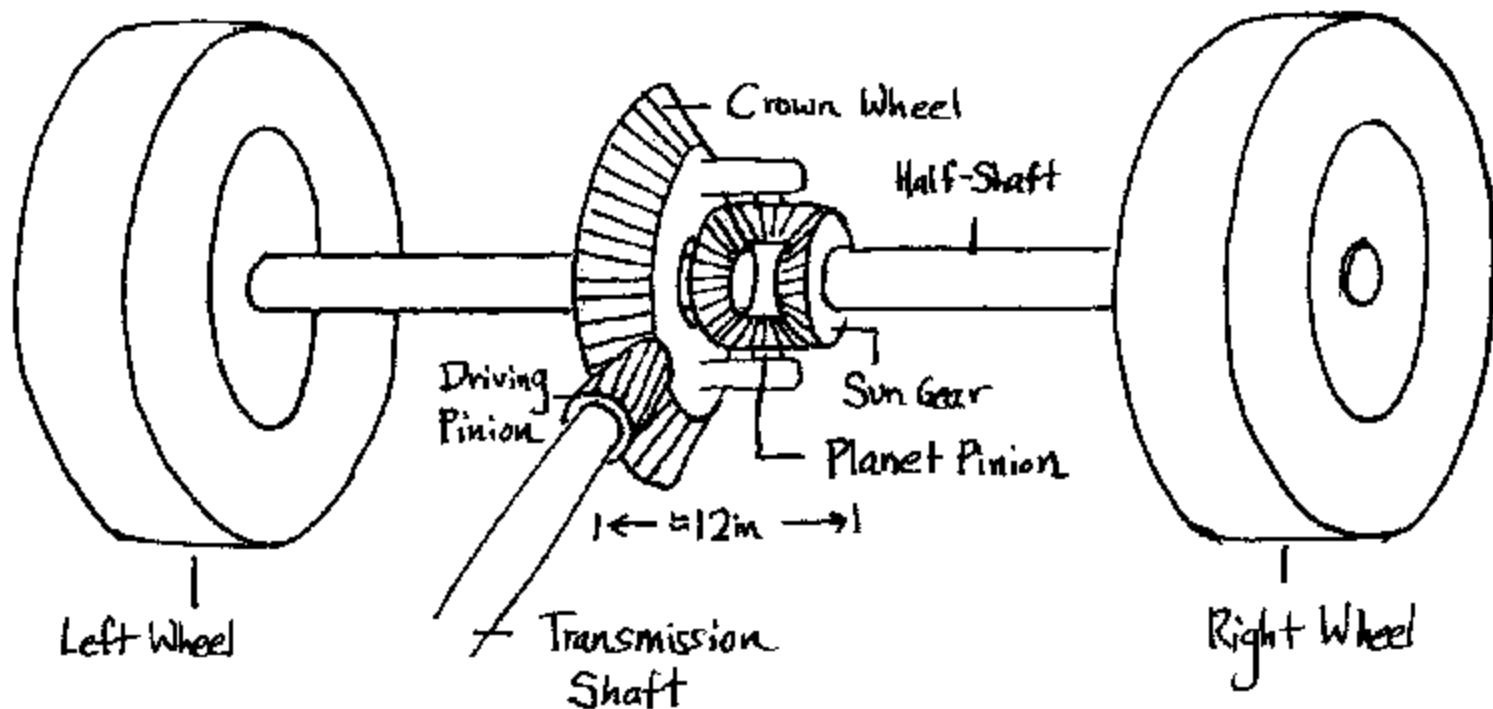
The Middle Class



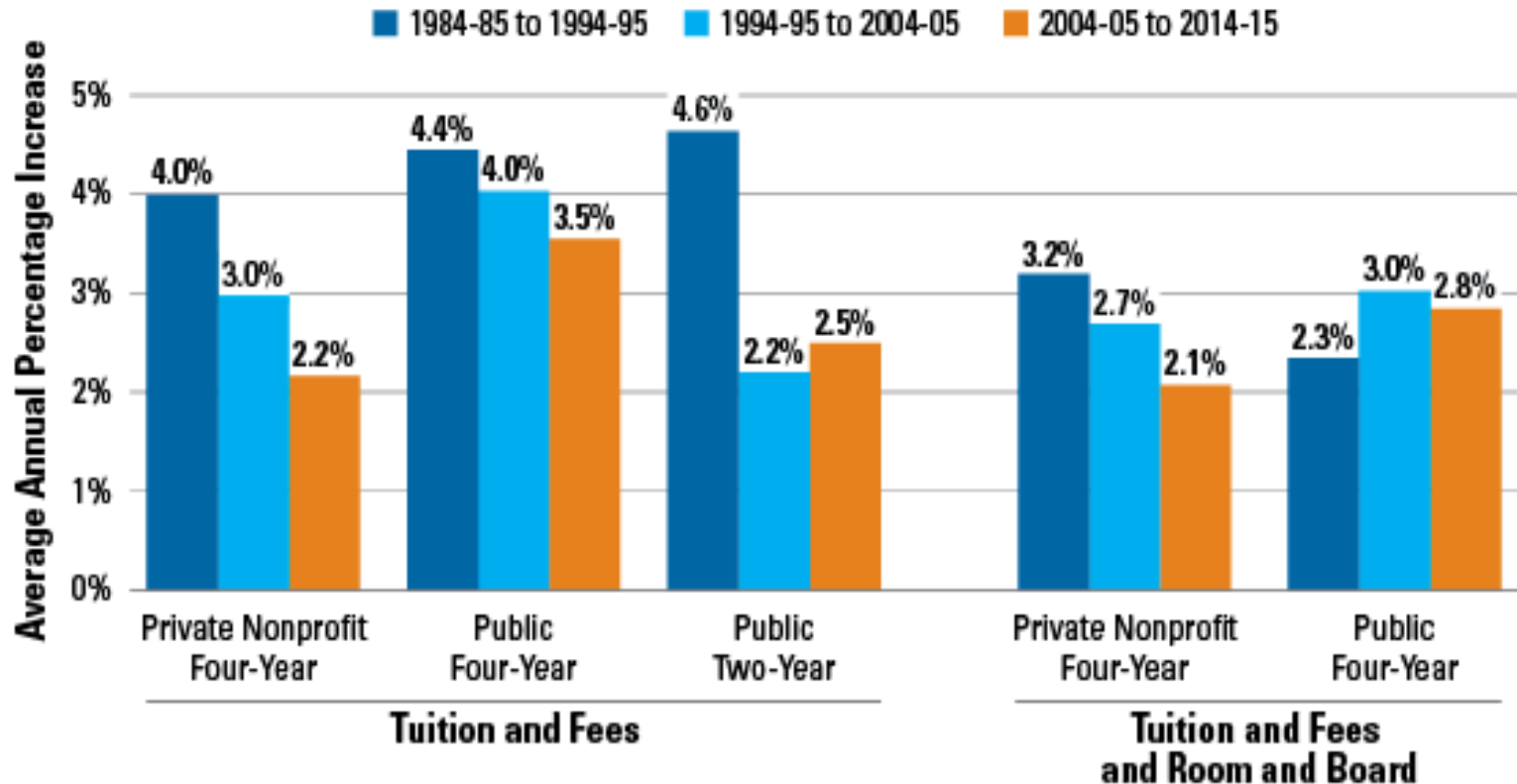
**How does this play out in
Higher Education ?**

The Middle Class

- The Middle Class is the **differential gear** of Higher Education.

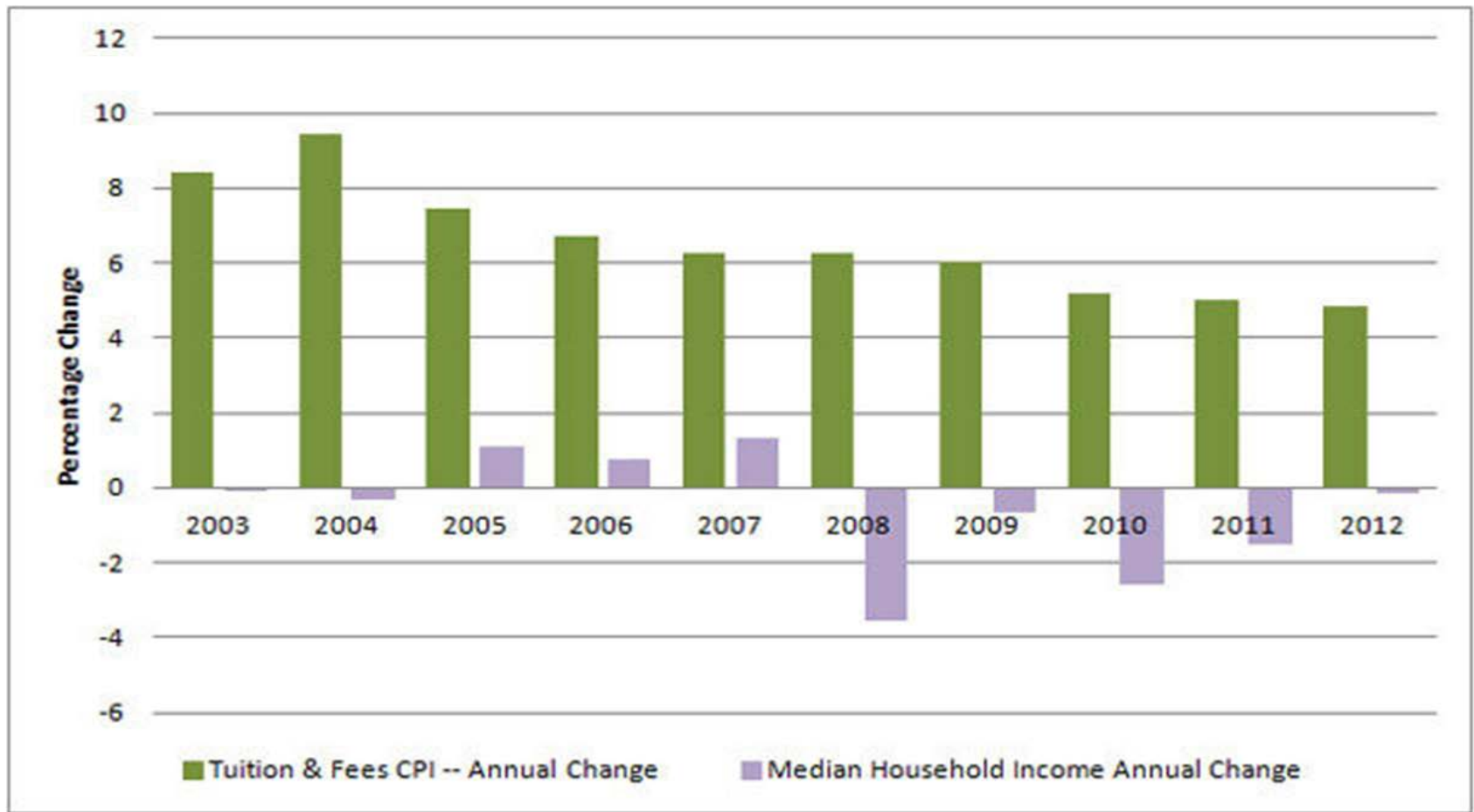


The Middle Class



*CollegeBoard Trends in College Pricing

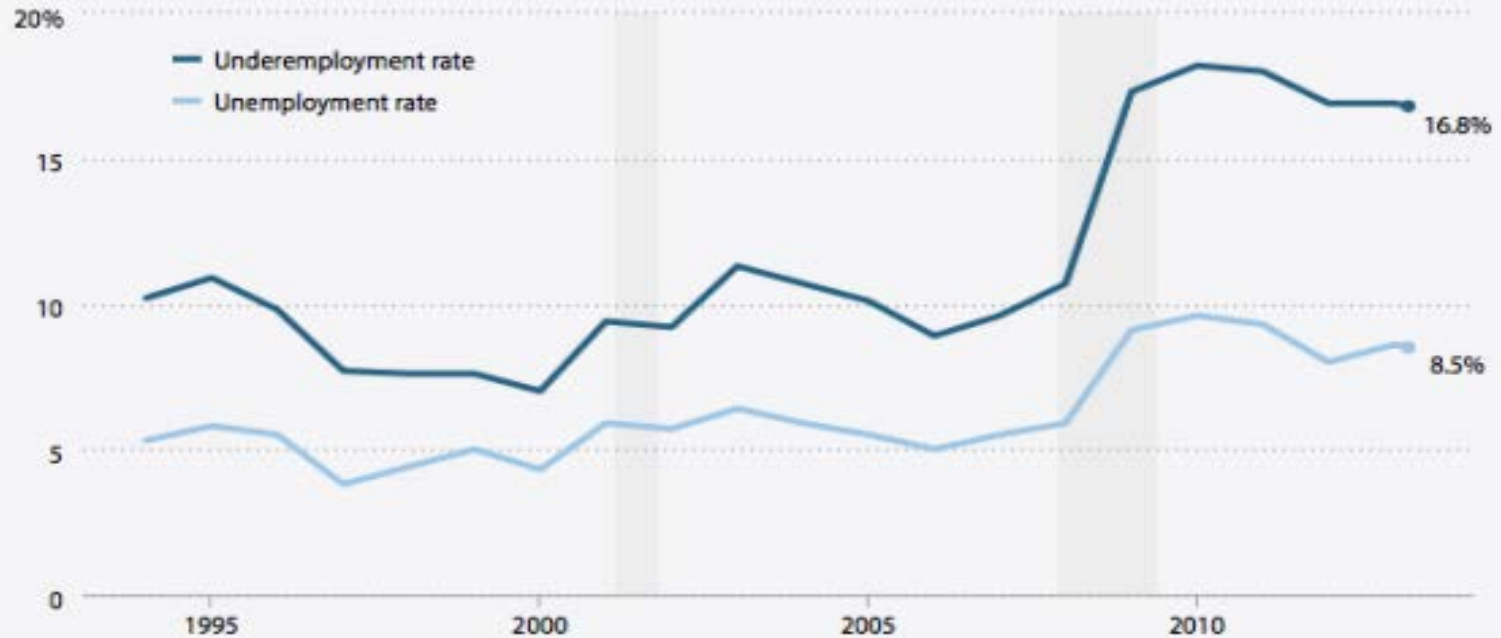
The Middle Class



*U.S. News & World 2013

The Middle Class

Unemployment and underemployment rates of young college graduates, 1994–2014*



* Data for 2014 represent 12-month average from April 2013–March 2014.

Note: Underemployment data are only available beginning in 1994. Data are for college graduates age 21–24 who do not have an advanced degree and are not enrolled in further schooling. Shaded areas denote recessions.

Source: Authors' analysis of Current Population Survey microdata

The Middle Class

- **Today:** President Obama's Junior College Push



President Obama Announces Free Community College Plan

<https://www.youtube.com/watch?v=d-QDfEMXAgk>

The Middle Class

- Sounds good on the surface, but how will this influence students from diverse backgrounds who use the J.C.'s as a way to save money before transferring to a 4-year college.
- 2-year institutions are not really 2-year institutions, especially in California.
- 5% of full-time students earned an associate degree within two years.

The Middle Class

- If there's this push to attend junior college because it'll be "FREE", this will strain this market even more and the services that need to be implemented will only be pushed to the side to accommodate the growing student numbers.
 - more money for the junior college, but increased numbers means much longer time spent at the Junior College before graduating, which could hurt 4-year institutions.

The Middle Class

The key to the **Middle Class** being successful in the years to come is a strengthened K-12 education system, continued adjustment to tuition, but more importantly, not forgetting about supporting junior colleges.



The Middle Class

- Financial Literacy
 - On the college and HS side to help students
 - tuition adjustment

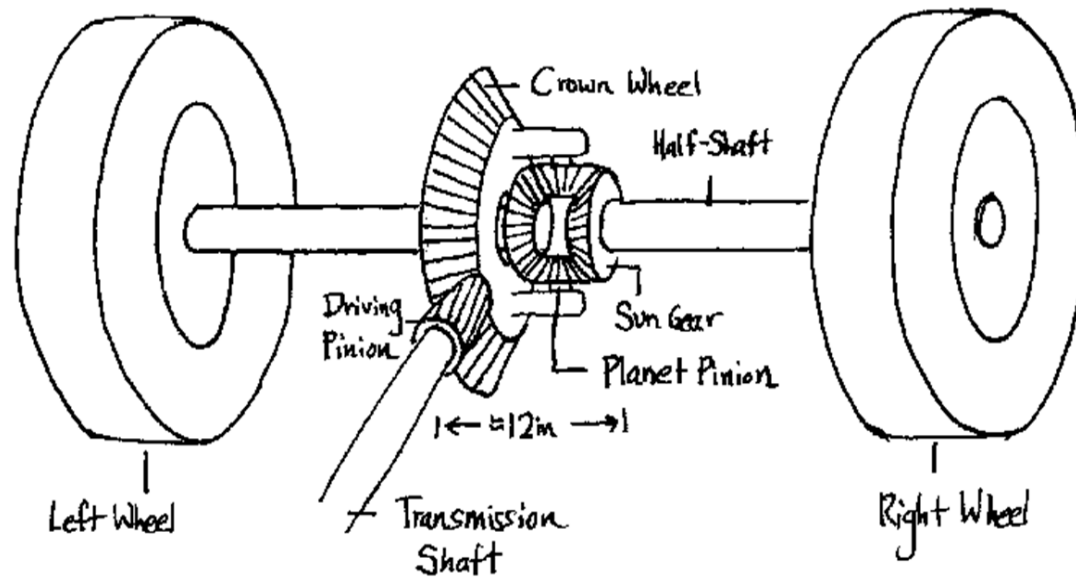
- Common Core
 - K-12 strengthened system

- Junior College Recruitment/Redevelopment

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The Middle Class



Thank You

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