

**Washburn University  
Meeting of the Faculty Senate  
September 16, 2019  
3:00 PM – Forum Room, BTAC**

**Present: Barker, Beatie, Byrne, Cook (M), Cook (S), Dodge, Grant, Huff, Jones, Juma, Krug, Mazachek, Menninger-Corder, Miller, Morse, Pierce, Prash, Ricklefs, Romig, Sainato, Schmidt, Smith, Stevens, Wasserstein, Woody, Watson, Zwikstra**

**Absent: Brooks, Douglass, Friesen, González-Abellás, Vandalsem**

**Guests: Grospitch, Holthaus, Liedtke, Ellis, Hart, Smith**

- I. Call to Order 3:00**
- II. Minutes of the Faculty Senate Meeting of August 26, 2019 were approved with modification.**
- III. President's Opening Remarks**
  - **Reflecting on faculty governance, Barker stated that he attended the Jorge Nobo memorial which reminded him the importance of this process. There is a need to be involved, pushing back against administration to ensure faculty input is considered. An example is a need for faculty involvement on the scholarships given by the university. It is concerning that students must reapply by the end of the fall semester. Raise issues when they arise, even if there is not a win in sight. Faculty has a right to be heard and to freely exchange ideas.**
  - **This fall, there may be no action items, and when this occurs with few other agenda items, meetings will sometimes be cancelled. There will not be two in a row canceled, as we should be meeting at least once a month. Next meeting is Monday, October 7<sup>th</sup>.**
- IV. Report from the Faculty Representative to the Board of Regents**
  - **Nothing to report.**
  - **September 30<sup>th</sup> is the next BOR meeting.**
- V. VPAA Update—Dr. JuliAnn Mazachek**
  - **Office is launching a new program proposal format for turning in new programs that has been in the works over the last year. Most of these changes are meant to predict the needs and questions of the BOR. Some of these changes include the following, which will need to be determined prior to review by Academic Affairs:**
    - **The demand of the program, what is generating that demand, and whether the demand will be sustained over time.**

- A degree map with a schedule of when the courses are offered.
- Changes to faculty workload.
- This new process is more informed and may include help from outside sources. At this point Deans have seen it and Academic Affairs will review it at their next meeting. Schmidt mentioned that there are different processes in different schools; asked whether this will be considered. Mazachek described the new process as a culmination of all those from different schools, for the purpose of standardization.

**VI. Faculty Senate Committee Reports**

- Minutes of Academic Affairs Meeting of April 8, 2019 were accepted.
- Minutes of Academic Affairs Meeting of April 22, 2019 were accepted.
  - Cook (S) had questions about the STAR numbers, suggesting that it would be beneficial to have a presentation to this body. Mazachek was in agreement.

**VII. University Committee Reports: NONE**

**VIII. Old Business**

- 20-1 Change to WTE Community Service name and requirements
  - Schmidt moved to approve, Morse seconded.
  - Barker commented that Appendix Section 2ii which starts with "...of the required 300 hours, students must engage in at least..." is not clear and suggested adding nomenclature to clarify what this looks like. Ellis stated that it will be part of the handbook.
  - Item passed.

**IX. New Business: NONE**

**X. Information Items**

- Adding a second version of the path to WUBOR and will have both of them included the minutes

**XI. Discussion Items**

- Mazachek presented about demographic and enrollment trends for the future. Had been presented at BOR in June prior to budget discussion. All data comes from public sources and is being used to plan for the future of Washburn, as well as being used by other universities for planning purposes.
- Cost of attending university has increased 260 percent since 1980 not taking into account price index. At this same time, the public view of higher education has changed. It used to be a common good and now is seen as a private good.

- Enrollment has decreased since 2008 nationally, since 2010 locally, specifically at the undergraduate level. There has been an overall increase in students seeking graduate degrees. Should see a stable student population until about 2025 and then a larger decrease in enrollment of traditional college students. Top fifty colleges in the US (elite four year institutions) are going to do better, which means that regional four year institutions are going to be the hardest hit. Washburn expects to see a decrease of ten to twenty percent of students. Jones asked if this was both private and public; this is just public. Krug suggested that most students might not be able to leave the state and attend those “better schools” due to variables that have not been considered.
- There is also a foreseen change in demographics, with more Hispanic and low income students attending university in the future. Gen Z not as willing to take on debt, how will they go through school then versus how it is now. Currently about half of our students are Pell eligible, so we are already operating in this type of environment.
- Cook (M) the economy has done well and there are perhaps more people entering the workforce than entering school. It may be that low unemployment in Topeka leads to fewer students at WU.
- Traditionally large graduate programs are seeing a decrease, even some MBA programs are closing. MBA, JD, and Education Master’s degrees have decreased due to the incentives offered in the field. Increases are seen in Healthcare, Engineering, and Computer Science / IT. These are expensive degrees.
- Programs for international students are shrinking as it is getting harder for students to get their visas approved, e.g. 47 approved for Nepal, 16 came to WU.
- There will need to be a focus to recruit and retain students, including diverse and non-traditional populations.
- Morse asked about trends and numbers from Shawnee county specifically. Our competition in Kansas is part of what we need to know. Where are the students from Shawnee county going? The solution to all of it is just growing our own. Liedtke stated that what they are hearing from the high schools is that it is not cool or excited to stay in Topeka. Changes are happening downtown that may help. Topeka Youth Commission members have admitted to not considering staying here for school.
- Morse asked when people start getting information for Washburn. Liedtke’s office started advertising to high school freshmen this year.

- Cook (S) asked if we are marketing to other areas where students may not think it's cool to stay home for university. Liedtke's office is creating a geofence to advertise to those in the immediate Midwest area.
- Byrne asked if the local school districts have the data on how many people plan to go to college? At 501, forty-two percent plan to attend; at 437, eighty percent plan to attend.
- Barker suggested that it is only in recent history that our reputation among kids has changed from a glorified high school to less so.
- Ricklefs mentioned that while students want to leave, they are not always successful (not just academically, but also socially), and are transferring back. Are we prepared for this trend? Liedtke finds that the data show people who transfer back are 3.0 plus and have 50 to 60 hours from KU or Kstate. This tells us that it may be debt, wanting to be close to home, or other reasons that drive these transfer numbers. There has not been a survey of these transfer students to see why, though a majority are from Shawnee county. Mazachek stated that while Ricklef's program has seen an increase, the number of transfer students has decreased across campus. Byrne asked if transfer students have merit scholarships; they have their own that is different than the first year students.
- Woody asked how many students are seeing information about the class size here versus at Kstate and KU. When he speaks to transfer students, the number one reason he hears is size of the classroom. Perspective students are shown the small classrooms when they tour campus,

## **XII. Announcements**

- Prasch announced the next Historical Film Night Agnes Vargas, the mother of French New Wave, who passed away earlier this summer. Faces Places (2017) will be shown September 23 at 7 pm in Henderson 107.
- Gropitch reminded the Senate of Family weekend this upcoming weekend
- Morse encouraged faculty to attend and remind students of the iRead on September 17<sup>th</sup>
- Huff announced an Opera presented by the Music department on Sunday night.

## **XIII. Adjournment 4:00**

# Enrollment – Demographics, Trends, and the Future

Washburn University  
Faculty Senate  
September 16, 2019

Dr. JuliAnn Mazachek  
Vice President for Academic Affairs

## Planning for Washburn's Future – Understanding the Outlook

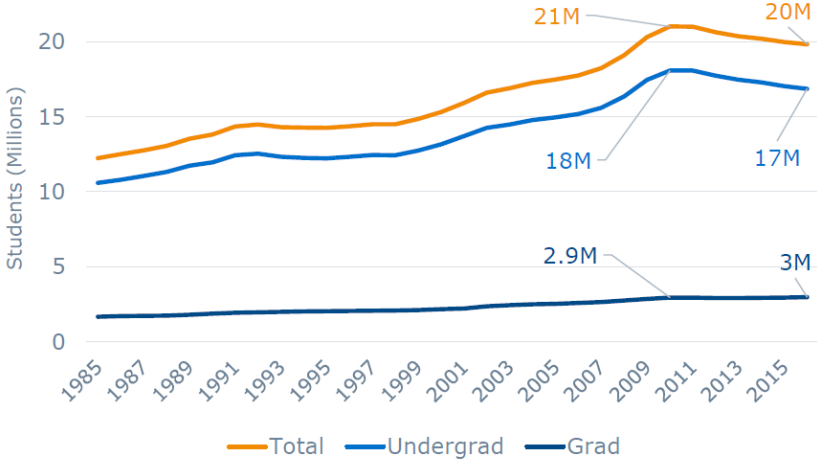
- Embracing our Reality: Developing a Common Understanding of the Information available surrounding Higher Education and Its Future
- Begin Regular, Meaningful Dialog as We Plan for the Future
- Focused on Creating Opportunity for Mutual Understanding and Input

# Planning for Washburn's Future – Understanding the Outlook

- Cost of Attending University –
  - Risen 260% since 1980 where price index increased by 120%
  - Pushed on our students and their families
- Common Good to Private Good
- Decreased Funding for Public Institutions
- Introduction of the Large-Scale for-Profit Model

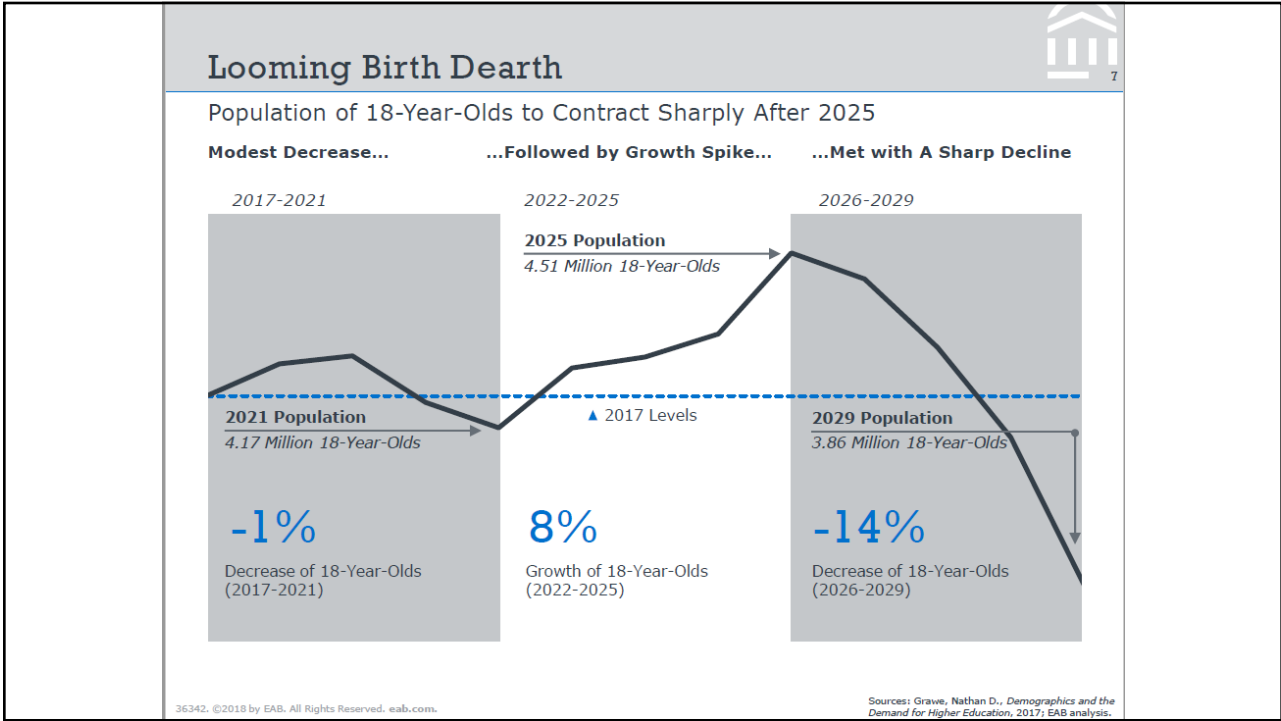
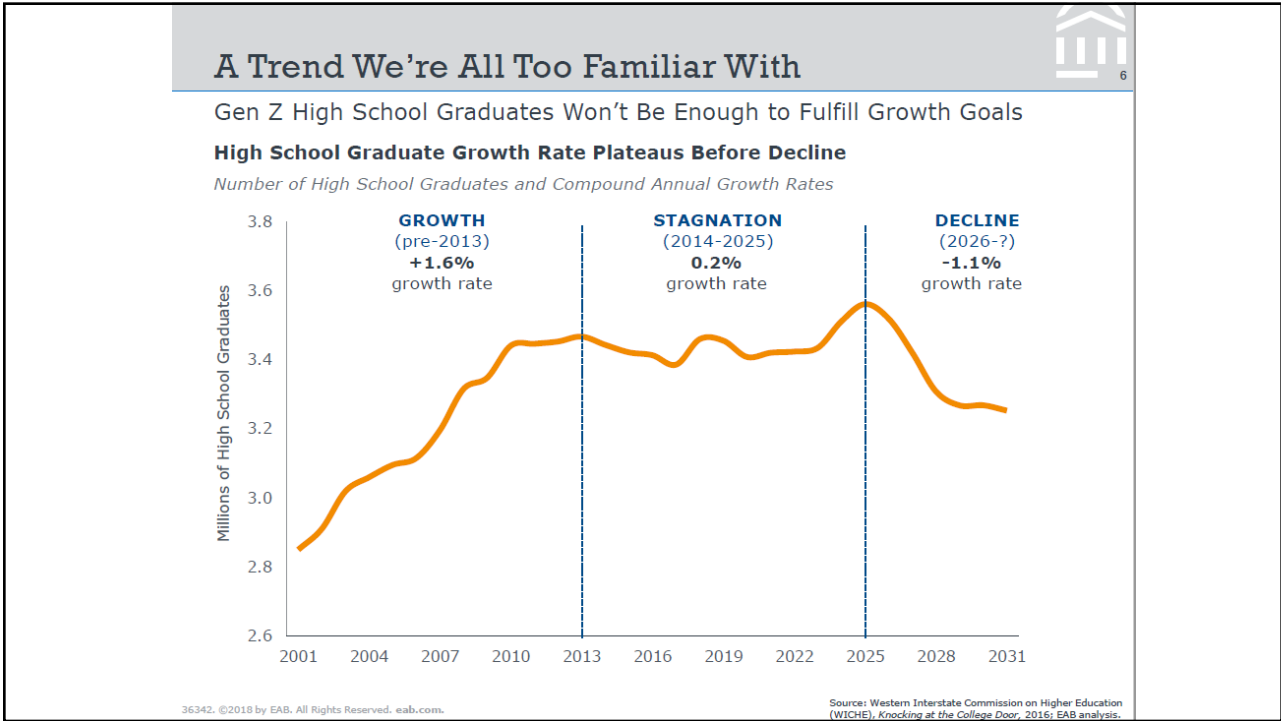
## 2010: Peak Post-Secondary

Student Enrollments (1985-2016)



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Source: National Center for Education Statistics, Digest of Education Statistics, 2017

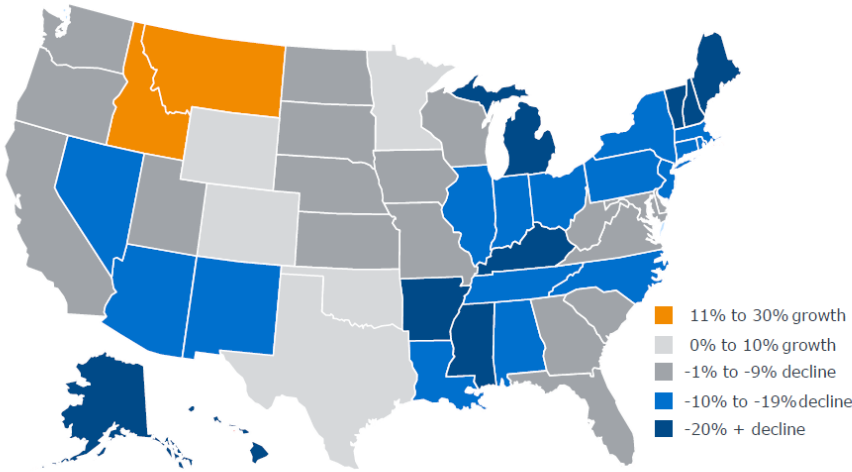


### Diverging Fortunes by Region



#### Falling Birthrates From 2007 to Present Projected to Hit HEIs Across the US

Projected Percent Change in the Population of 18-Year-Olds, 2017-2029



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Sources: Grawe, Nathan D., *Demographics and the Demand for Higher Education, 2017*; EAB analysis.

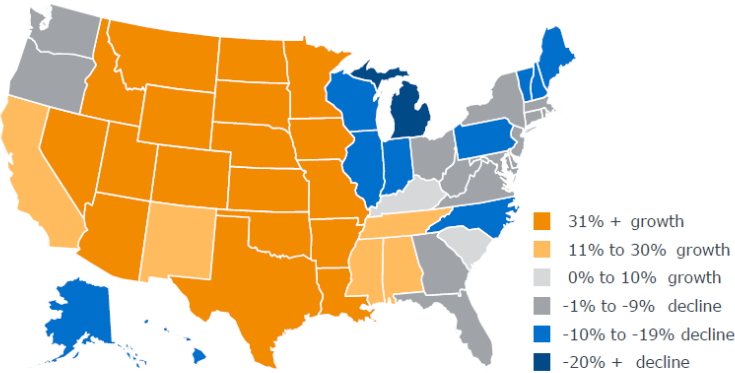
### Smooth Sailing for Elite 4-Year Institutions



#### Demand for Elite 4-Year Institutions Rising Fast West of the Mississippi

Projected Change in 4-Year Elite HEI-Going Students by State, 2017-2029

**Elite:**  
 Top 50 research universities +  
 Top 50 liberal arts colleges  
 (USNWR rankings)



**Without Expansion, Most Elite HEIs Will Not Meet Increased Student Demand**

**+12K** 2029 Projected Demand vs. 2017 Projected Demand

**7%** Projected Increase in Student Demand From 2017 to 2029

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Sources: Grawe, Nathan D., *Demographics and the Demand for Higher Education, 2017*; EAB analysis.

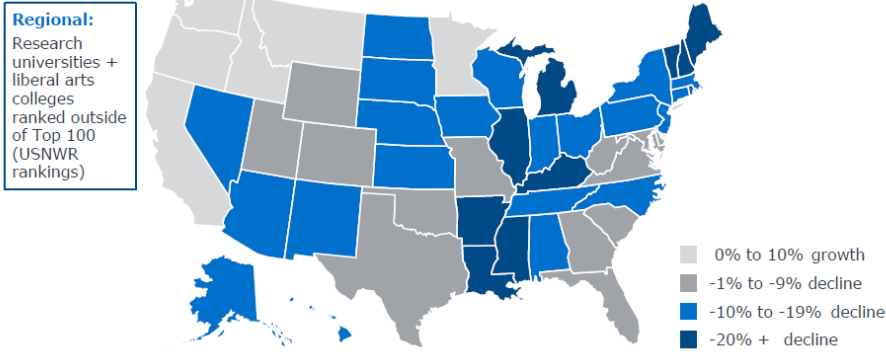


## Regional 4-Year Institutions Must Brace for Impact



### Slim Glimmer of Hope Across Nation For Regional Institutions

Projected Change in 4-Year Regional HEI-Going Students by State, 2017-2029



### Regional HEIs Face Demographic Decline and Increasing Competition

**-152K** 2029 Projected Demand vs. 2017 Projected Demand



If appropriations fall, public national HEIs may recruit students from regional HEIs to boost revenues.

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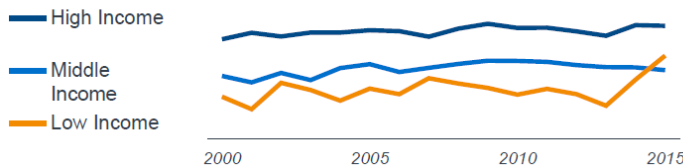
Sources: Grave, Nathan D., *Demographics and the Demand for Higher Education*, 2017; EAB analysis.

## Future Students Likely to Need More Support



Higher Proportion of At-Risk Populations

### Immediate College Enrollment Rate<sup>1</sup> Increasing Among Low-Income Students



### A National Snapshot: First Generation Students

**30%**

Of entering first-year students in US are first generation college students

**25%**

Leave after their first year, a drop-out rate four times higher than peers<sup>1</sup>

**89%**

Of low-income first generation students leave college after six years without a degree

1) Students who are enrolled in a college or university the October immediately following high school graduation.

Source: U.S. Department of Education, Institute of Education Sciences, National Center for Education Statistics; EAB interviews and analysis.

# Fewer Kansas High School Grads Applying to Higher Ed

- **2010:** 55.4% of Kansas high school graduates enrolled at a Kansas higher education institution
- **2017:** 50.3% of Kansas high school graduates enrolled at a Kansas higher education institution

Kansas Board of Regents May 2019 report.

Price Sensitivity

## Gen Z: Children of the Great Recession



### Students Quickly Showing More Price Sensitivity and Debt Aversion



#### TruTV's PAID OFF

“PAID OFF is going to do something the government won't—help people get out of student loan debt.”

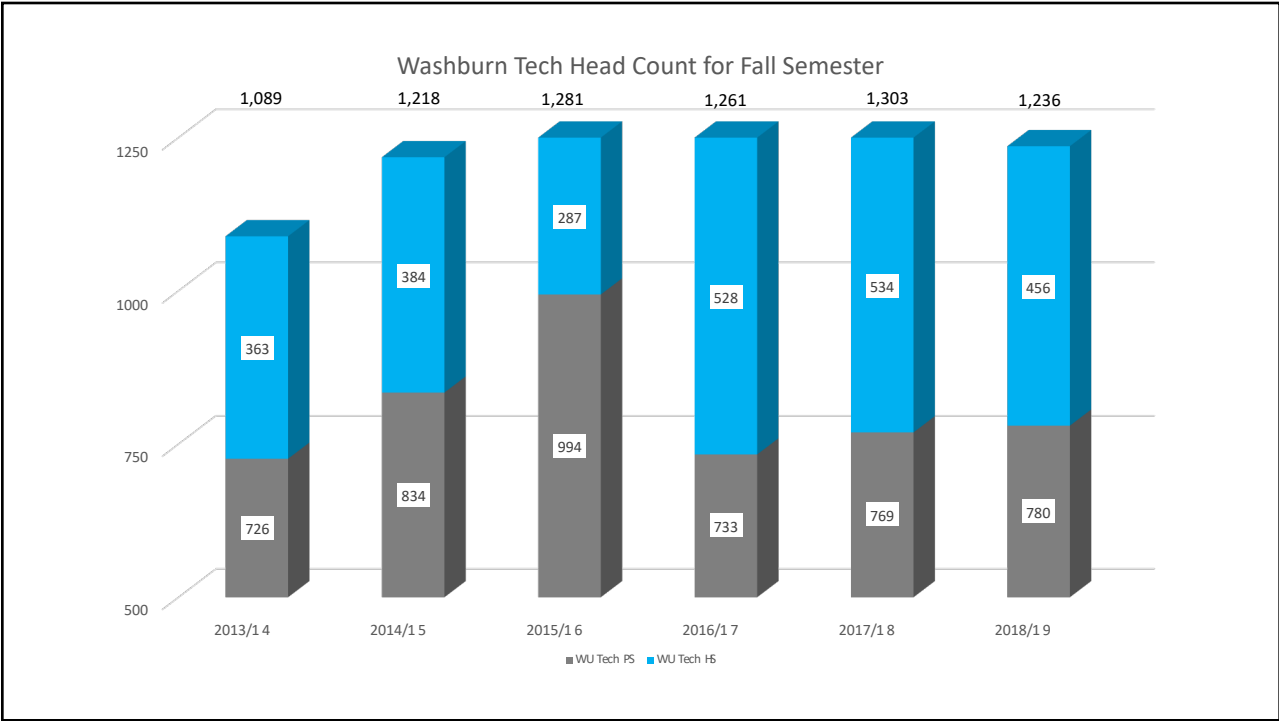
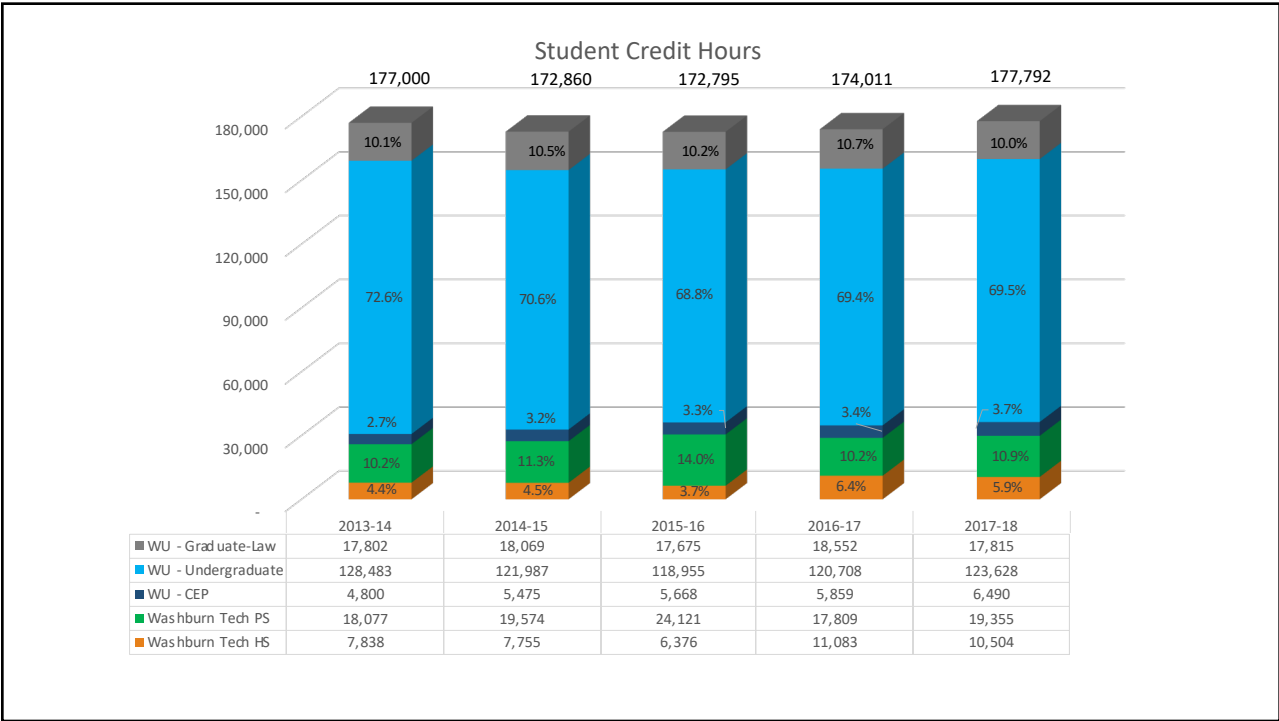
**26%** likelihood of rejecting an offer when an aid package is smaller than expected

**32%** say they believe that “borrowing money is basically wrong”

**22%** say they believe it's “not okay to borrow for education”

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Source: Apple App Store and Google Play Store as of October 2018; Boatman, A., Brent J. Evans, and Adela Soliz, 2017, *Understanding Loan Aversion in Education: Evidence from High School Seniors, Community College Students, and Adults*; EAB Deposit IQ, 2017; EAB interviews and analysis.



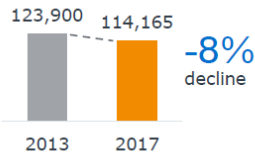
## Signature Graduate Fields Continue to Contract



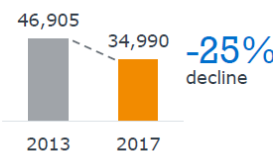
MBA, JDs, and Education Master's Continue to Decline

### Declining Degree Conferrals 2013-2017, EAB Research

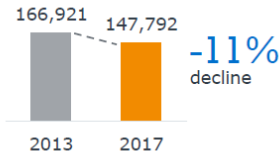
#### MBA



#### JD



#### Education Master's Degrees



### Volume of Test Takers Indicate Enrollments Unlikely to Rebound

**-6%**

Decline in GMAT test takers from 2014 to 2018

**-6.9%**

Decline in LSAT test takers from 2017 to 2018

**Flat**

Volume of GRE test takers in the United States

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Source: IPEDS Database, National Center of Education Statistics; Graduate Management Admission Council (GMAC); Law School Admission Council (LSAC); Educational Testing Service (ETS); EAB Analysis.

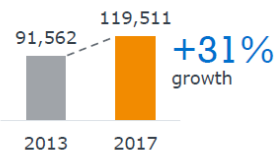
## Growth Concentrated in High-Cost Fields



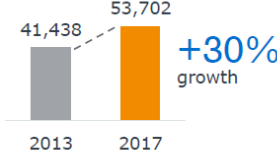
Health Care and STEM Expensive to Launch and Scale

### Growing Master's Degree Conferrals 2013-2017, EAB Research

#### Health Care



#### Engineering



#### Computer Science and IT



### Growing Competition at the Master's Level 2013-2017, EAB Research

**+10%**

Growth in number of institutions reporting health care conferrals

**+6%**

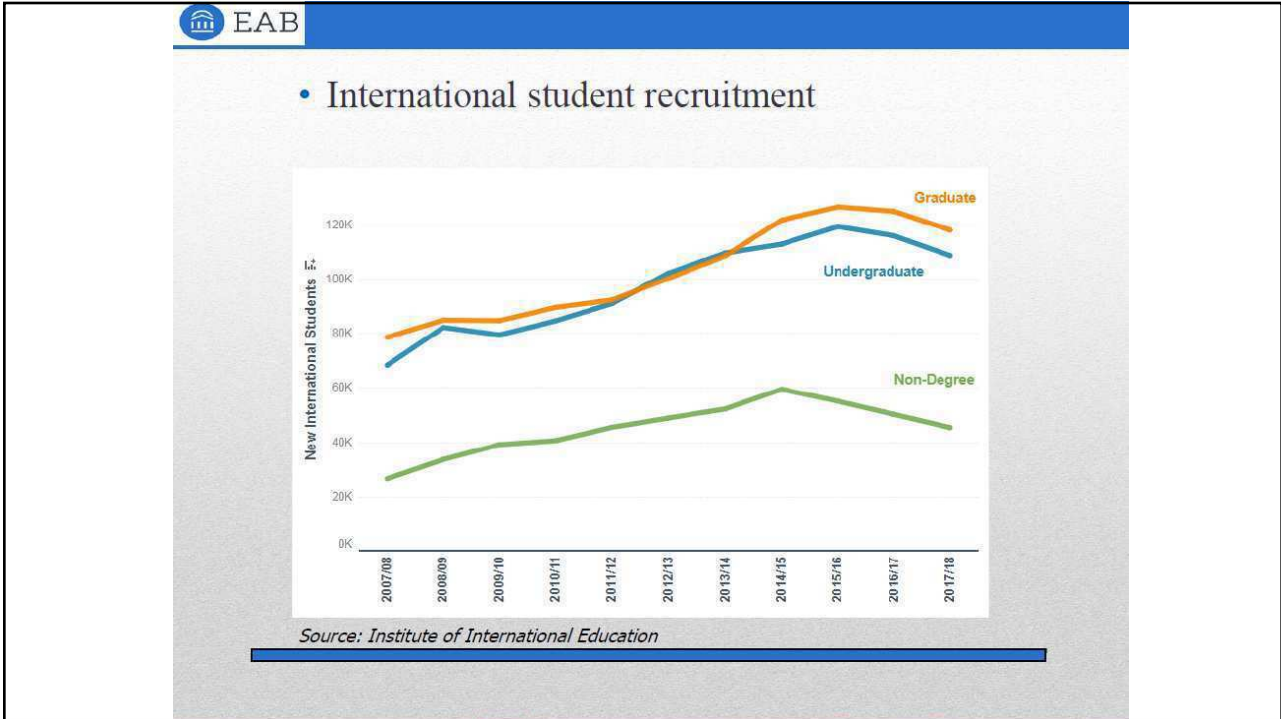
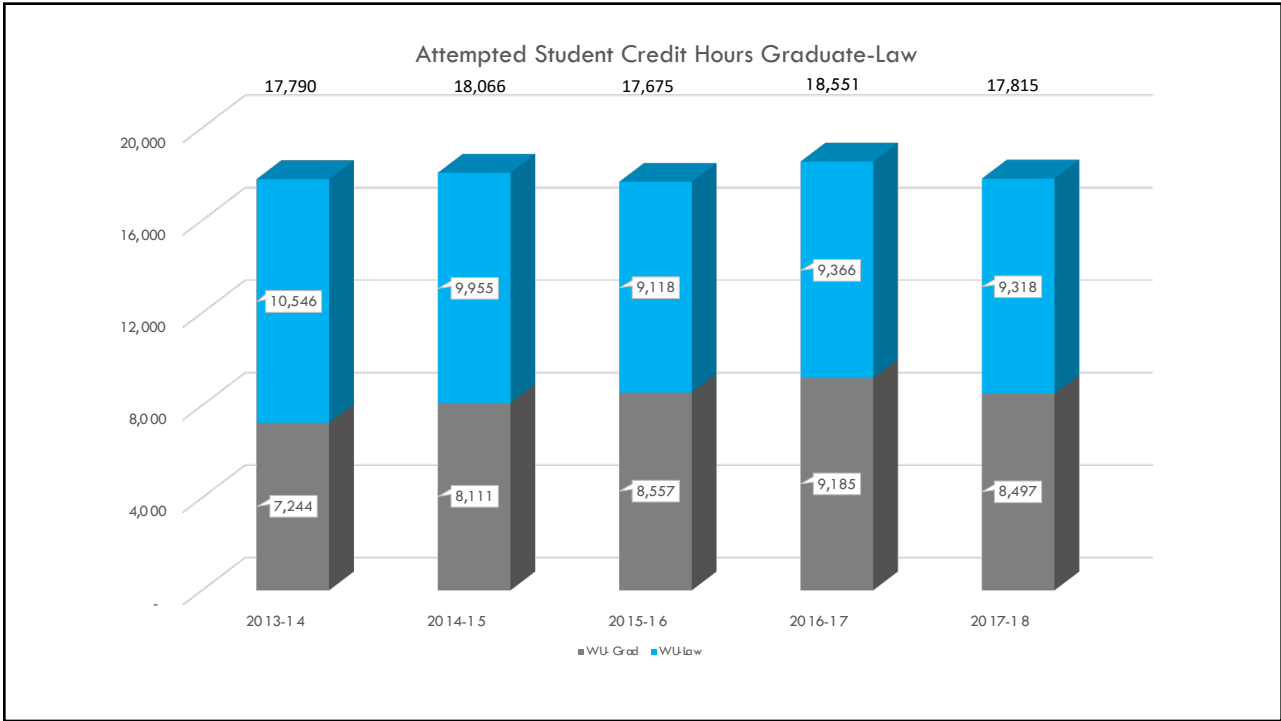
Growth in number of institutions reporting engineering conferrals

**+11%**

Growth in number of institutions reporting computer science and IT conferrals

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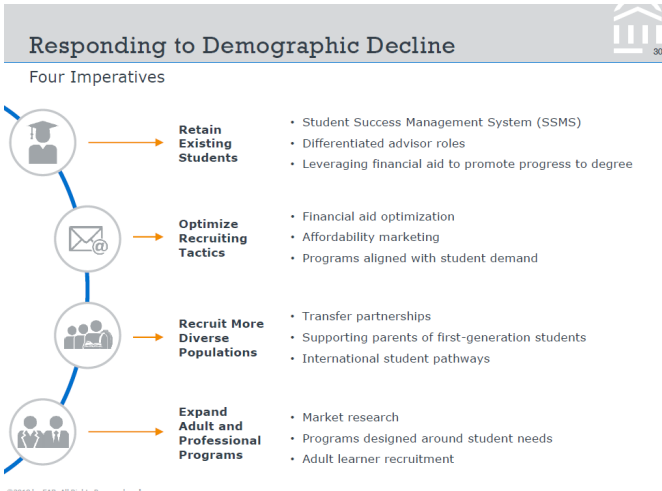
Source: IPEDS Database, National Center of Education Statistics; EAB Analysis.



## International Student Enrollment at Washburn University

	Fall 2015	Fall 2018	Fall 2019 Estimate
Total International Student Headcount	301	256	232
Number of New International Students	124	74	66*
<b>Largest International Student Populations:</b>			
China	100	57	
Japan	24	46	
Nepal	23	34	
Saudi Arabia	88	42	

We won't use this slide but good to reference when building our action points



## What's Next?

- Understand Adult Population Information and What it Means for Washburn's Future
- Continuing Dialog about the Path for our Future
  - Imagining Our Future
  - Determining the Path
  - Implementing the Plan

- Thank you!