



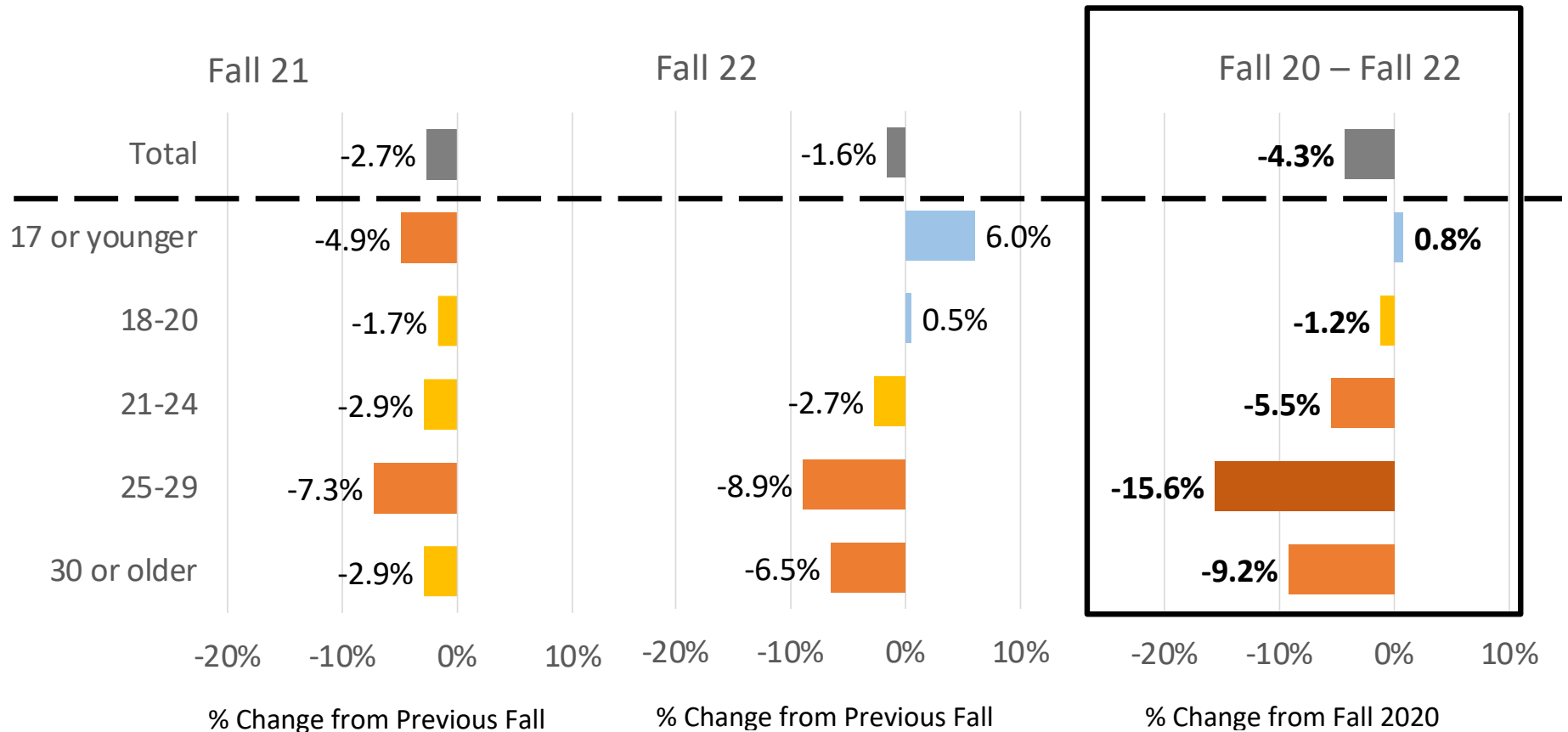
Access, Retention, and Graduation: The Impact of the Pandemic on Underserved Students at ECU

Prepared for the 2023 Student Success Conference
January 27, 2023

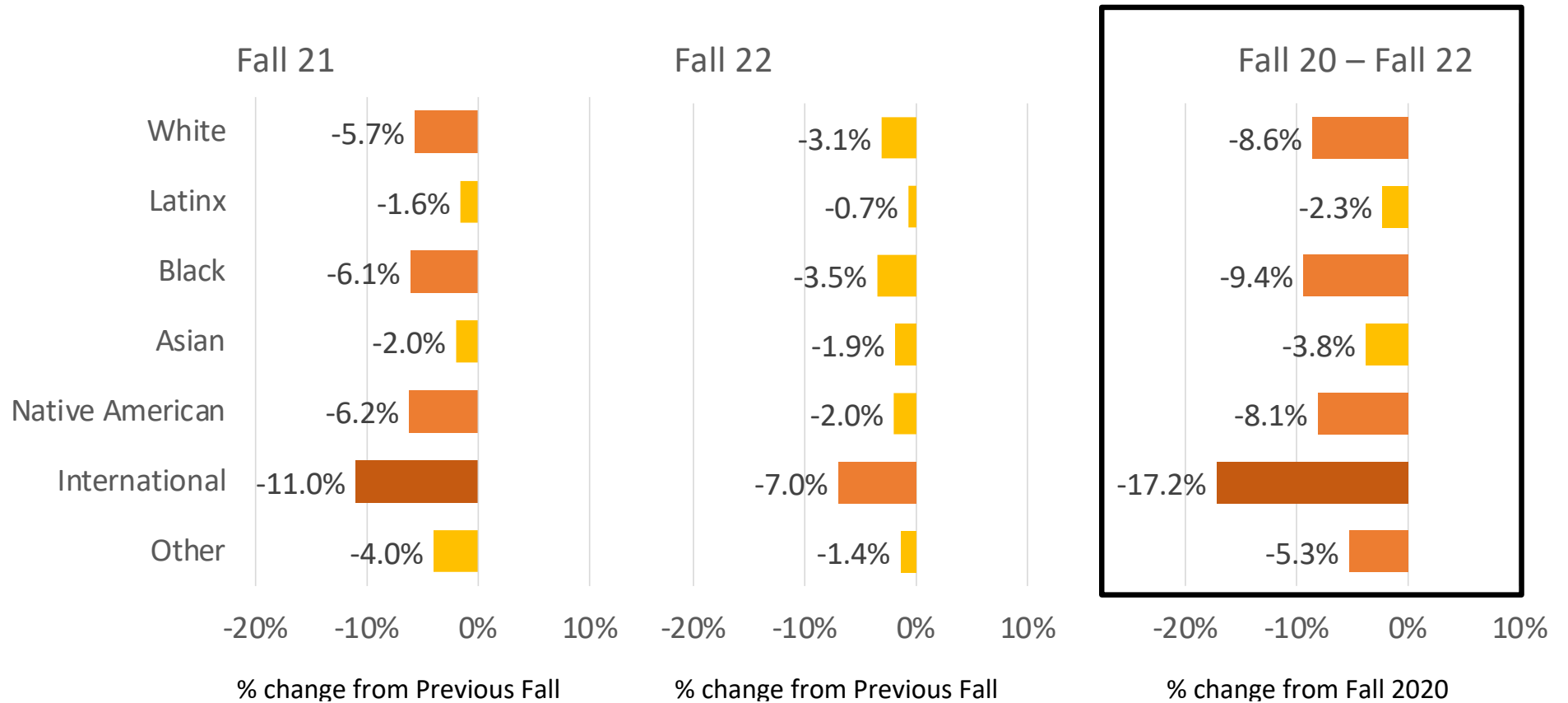
National and State Enrollment Trends

- National Student Clearinghouse, [First Look Fall 2022 Enrollment](#) (As of Sept 29, 2022).
 - Enrollment data covers 64% of public 4-year institutions and 57% of Public 2-year institutions.
- NC Community College System Dashboards, [Curriculum Headcount Reports](#).
- UNC System Office, [2022 UNC System Fall Enrollment Report](#) (Nov. 16, 2022).

Undergraduate Enrollment Changes at Public Four-Year Institutions by Age

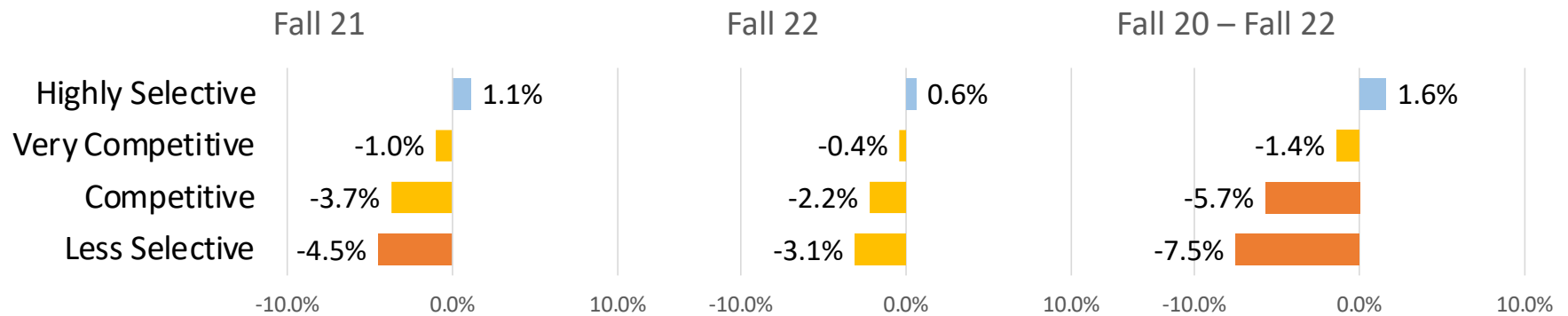


Undergraduate Enrollment Changes at Public Four-Year Institutions by Race/Ethnicity

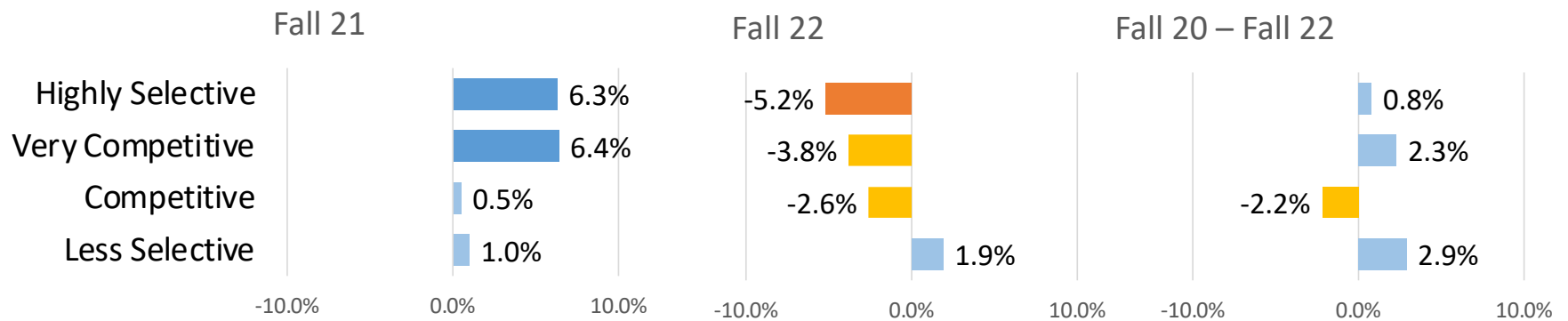


Public Four-Year Institutions by Selectivity

Undergraduate Enrollment: % Change from Previous Year

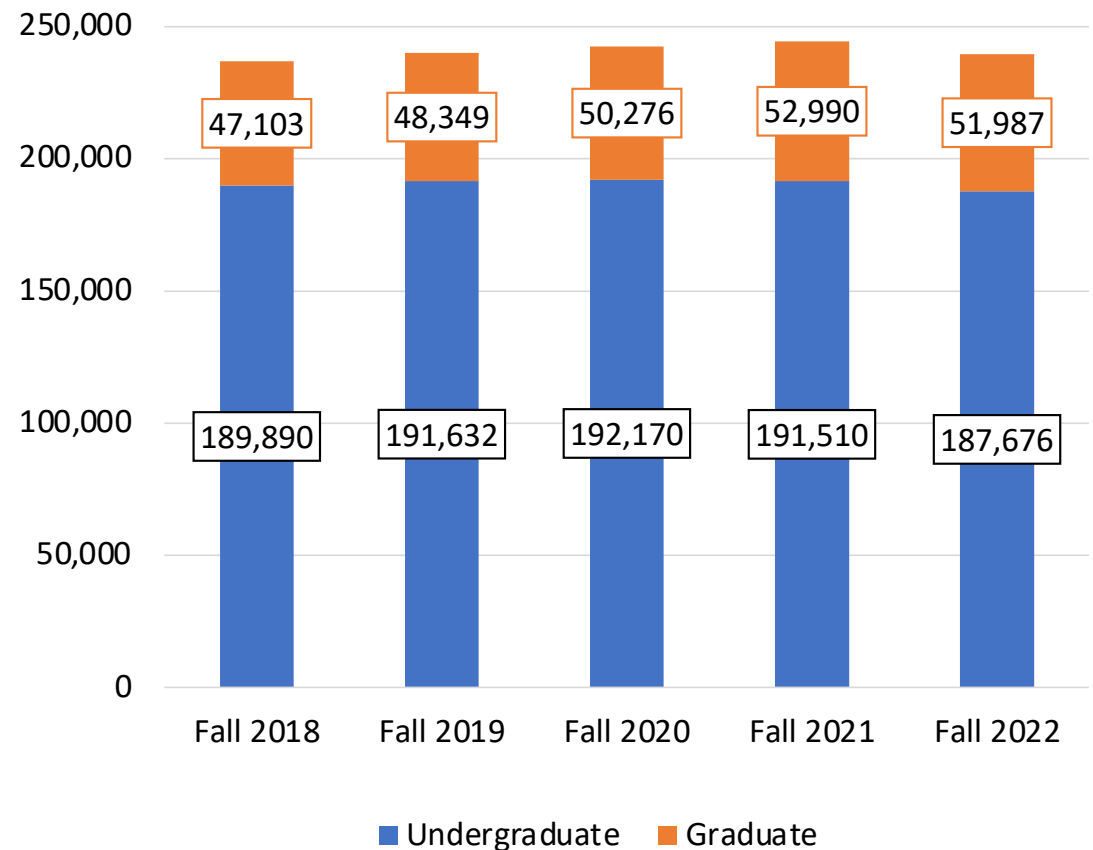


Freshman Enrollment: % Change from Previous Year



UNC System Fall Headcount Enrollment

- Fall 22 total headcount: -2% from Fall 21
 - UG Headcount: -2%
 - 12 institutions decreased while 4 increased in total enrollment
- New first-time freshmen as compared to Fall 21:
 - In-state Headcount: -4%
 - Out-of-state Headcount: +14%
- New transfers: -7% from Fall 21



Source: UNC System Office, 2022 UNC Fall Enrollment Report.
<https://www.northcarolina.edu/apps/bog/doc.php?id=67063&code=bog>

ECU Enrollment Trend between Fall 2019 and Fall 2022

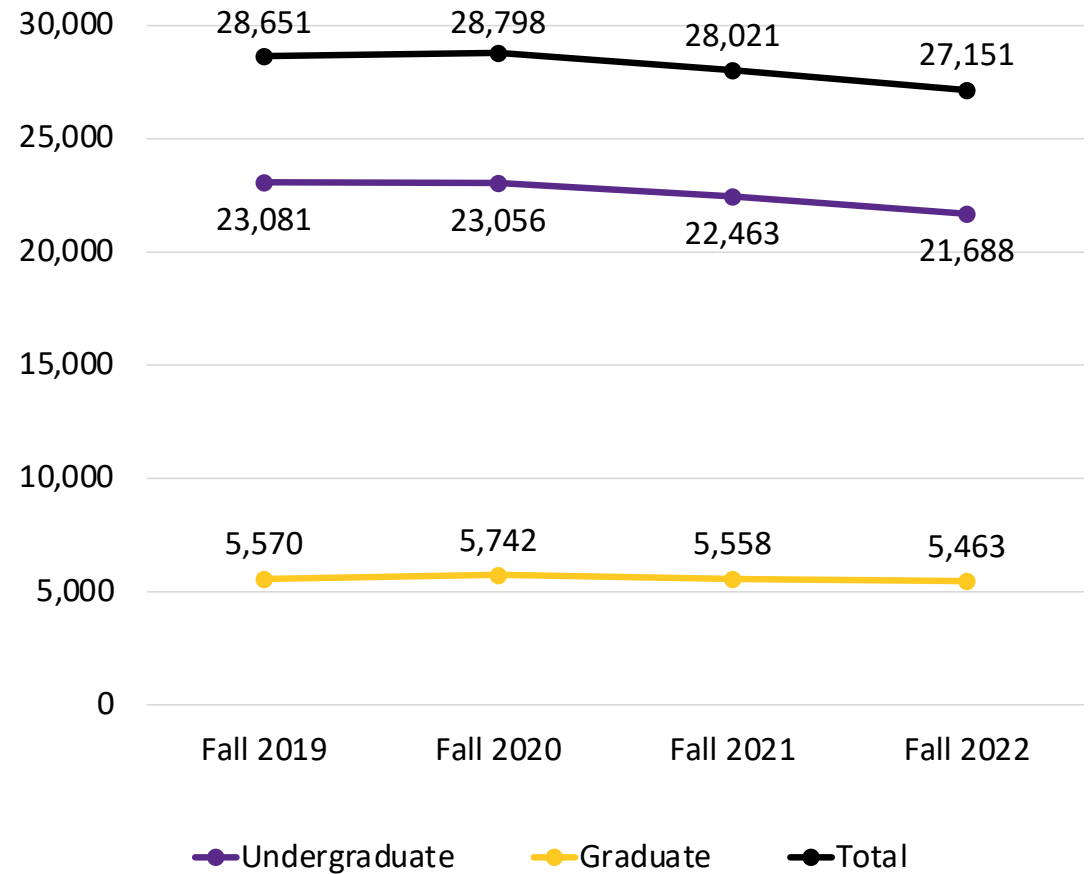
- Total Enrollment
- New Student Profiles

Source: Institutional Planning, Assessment and Research (IPAR)
[Business Intelligence App](#).



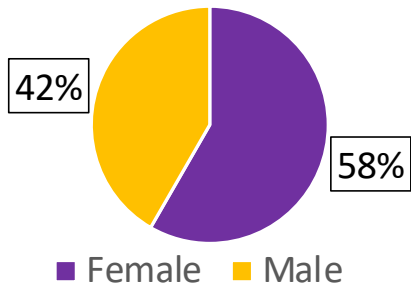
ECU Headcount Enrollment: Fall Semesters

- Fall 22 Overall Headcount: 27,152 (-3.1% from Fall 21)
 - UG Headcount: -3.5%
- Undergraduate population as compared to Fall 21:
 - In-state Headcount: -3.8%
 - Out-of-state Headcount: no change

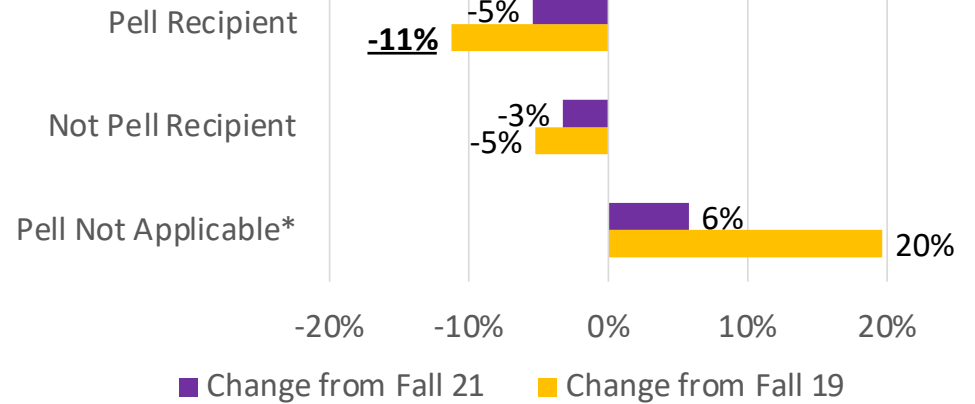
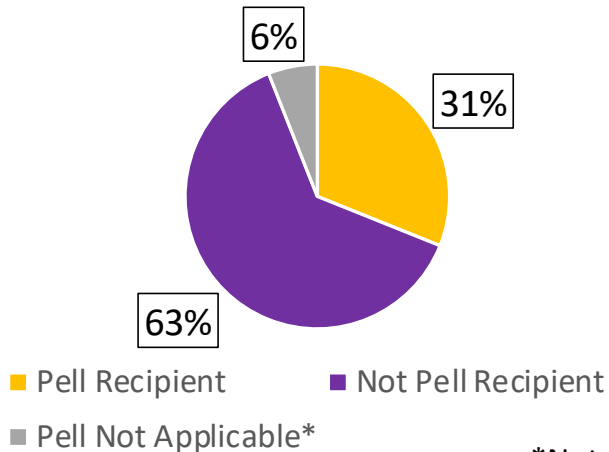
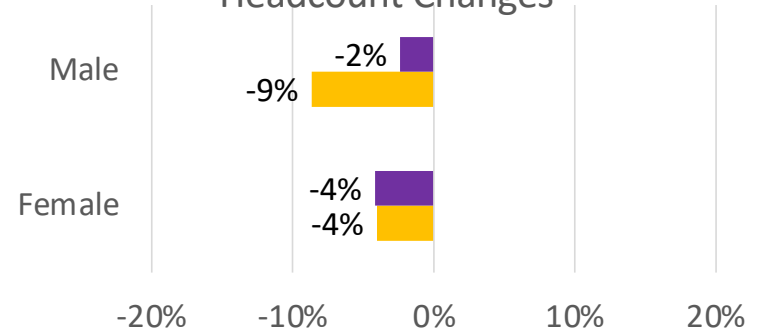


Changes to Key Undergraduate Student Populations

Fall 22 Headcount



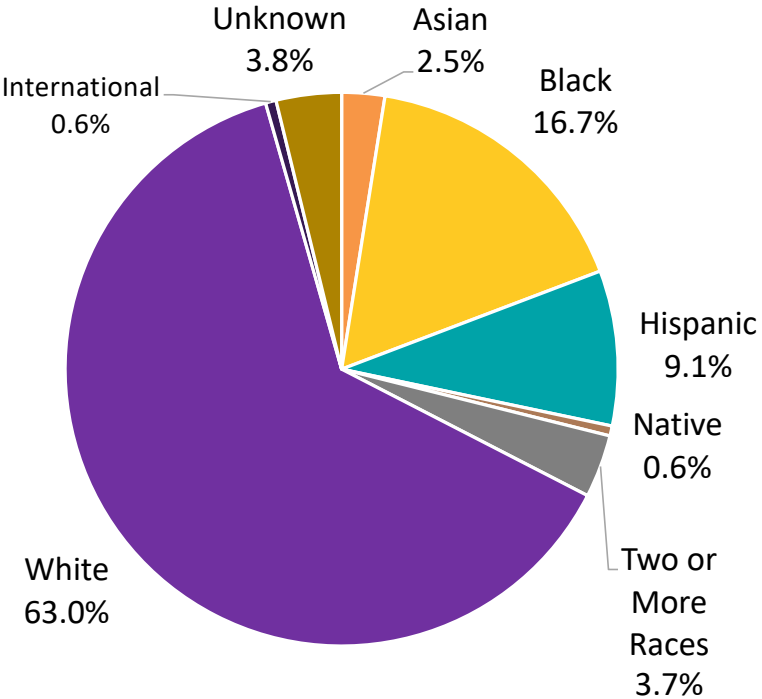
Headcount Changes



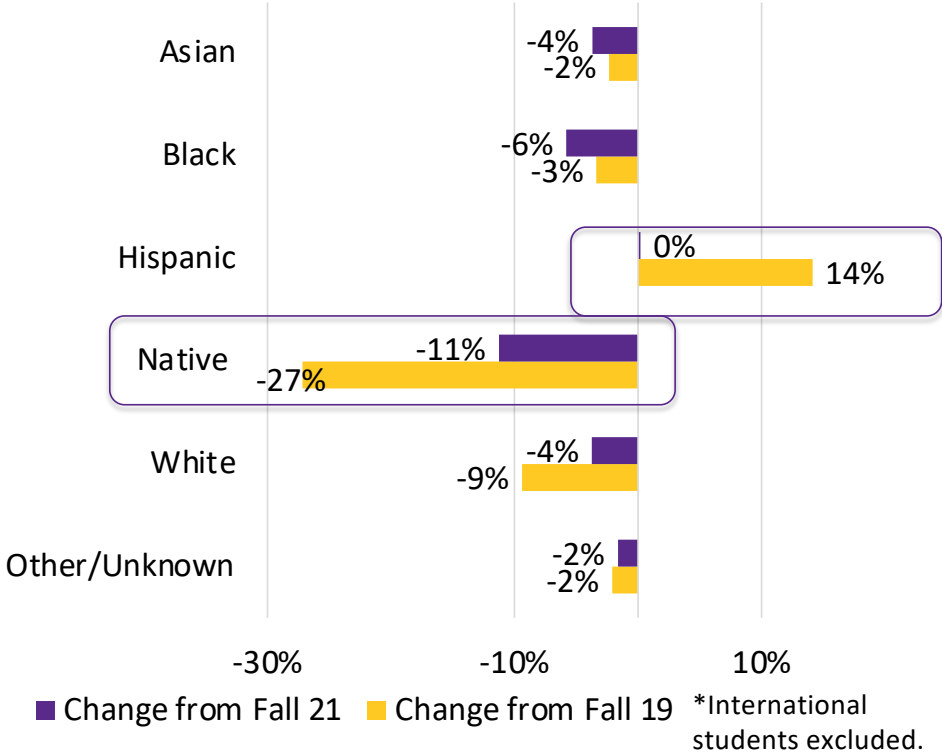
*Not baccalaureate degree-seeking.

Changes to Key Undergraduate Student Populations

Fall 2022 UG Headcount

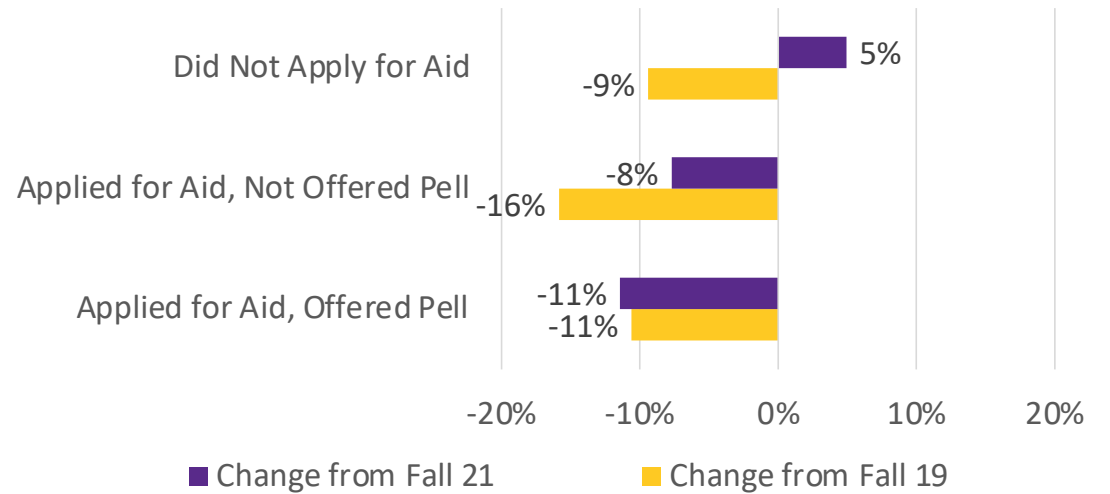
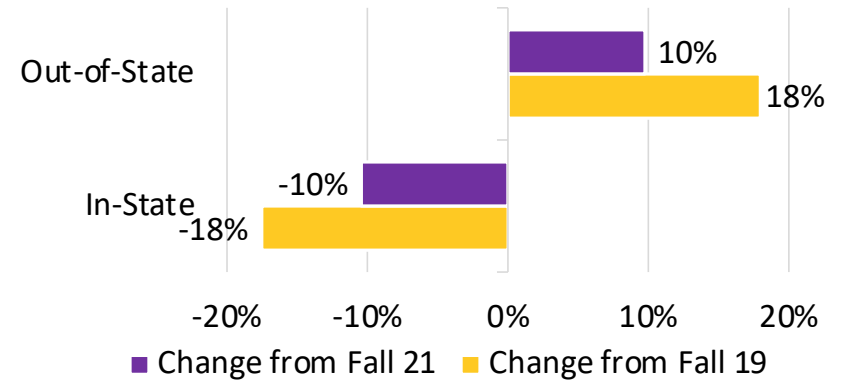
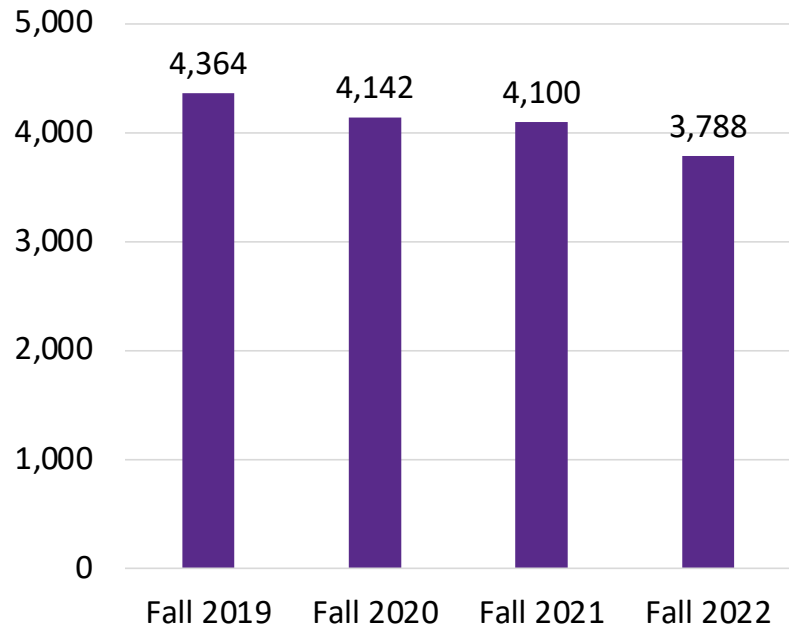


Headcount Changes

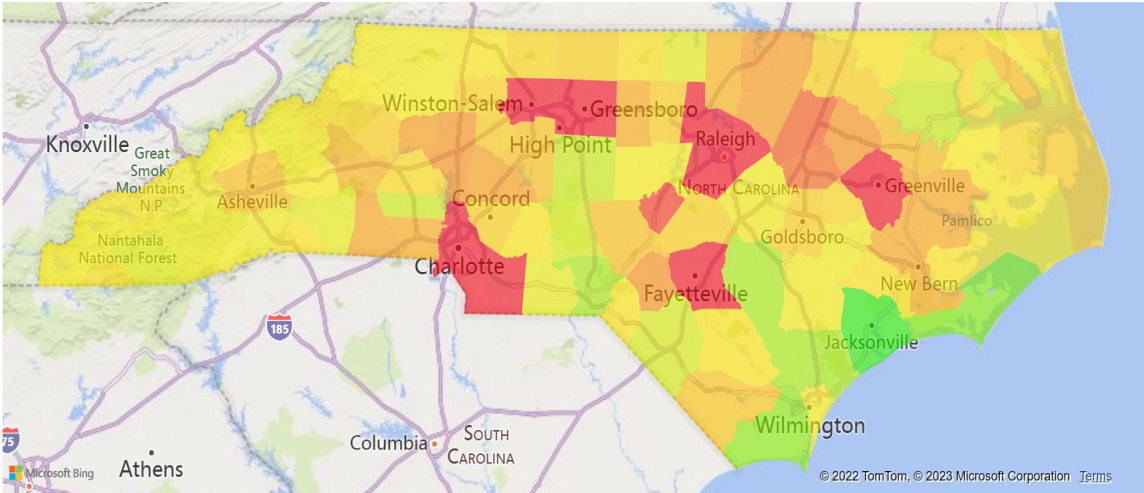


New First-Time First-Year Students

Headcount



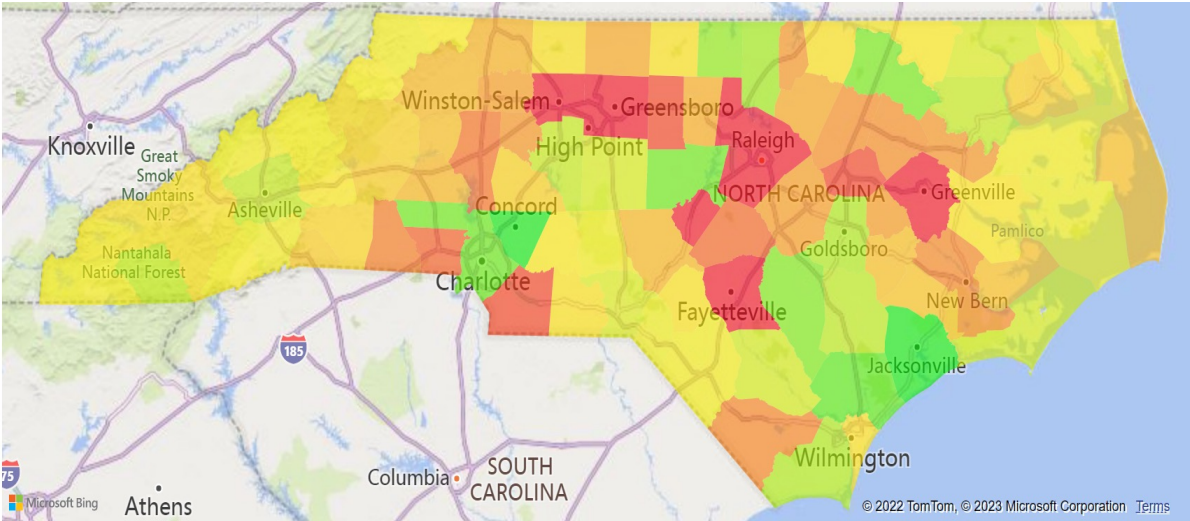
In-State Freshmen



Headcount Change From Fall 2021



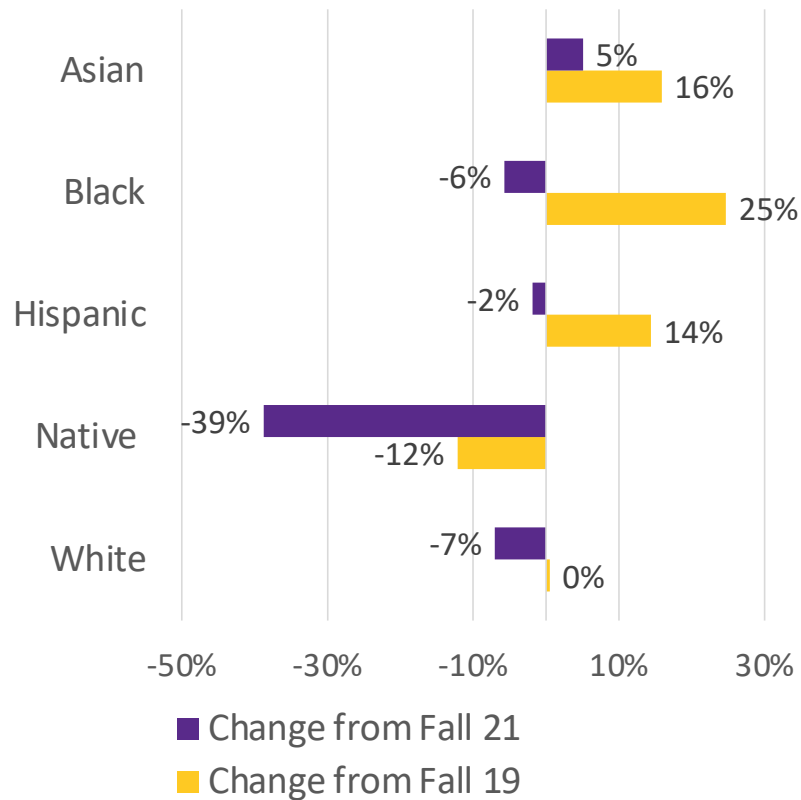
Headcount Change From Fall 2019



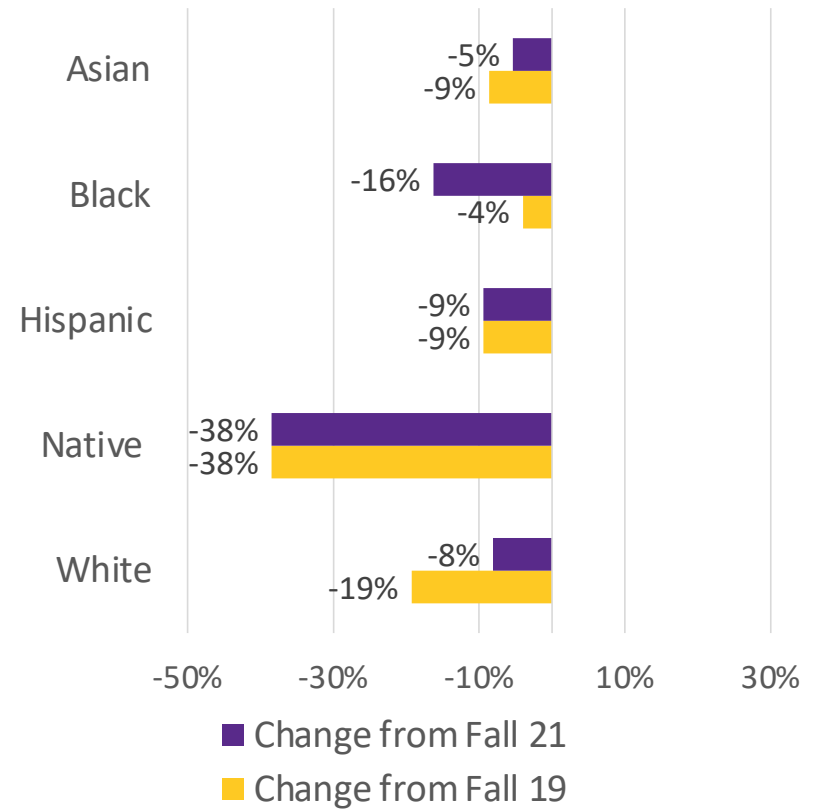
*Red/orange shades indicate decline; green shades indicate increase.

Freshmen: Major Race/Ethnic Groups

Applied



Enrolled



Major UNC System Competitors for In-State Freshmen: Summer and Fall 2022 Applicants

Race/Ethnicity

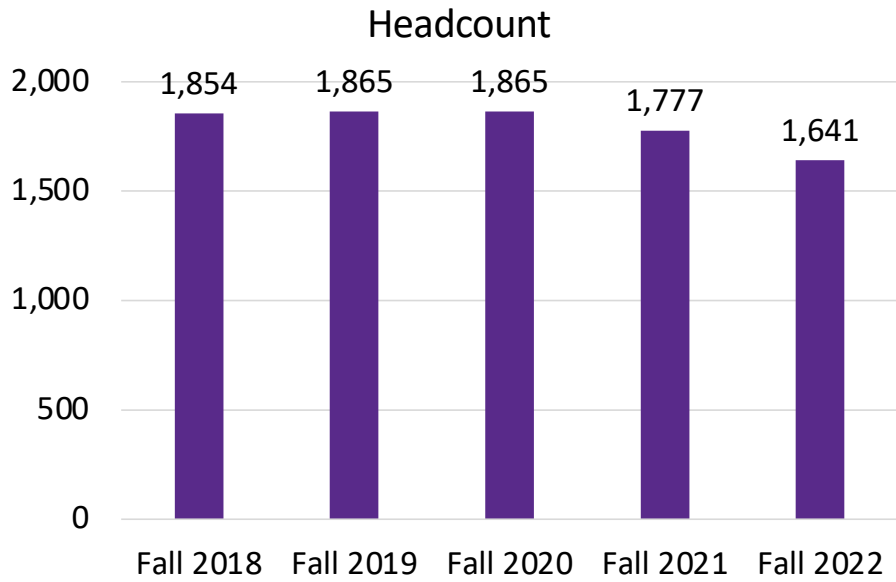
- Asian – Chapel Hill, Charlotte & NC State
- Black – Charlotte, Greensboro, & NC A&T*
- Hispanic – Charlotte, Greensboro, & NC State
- Native Students – Pembroke
- White – ASU, NC State, & Wilmington

Low-Income Students

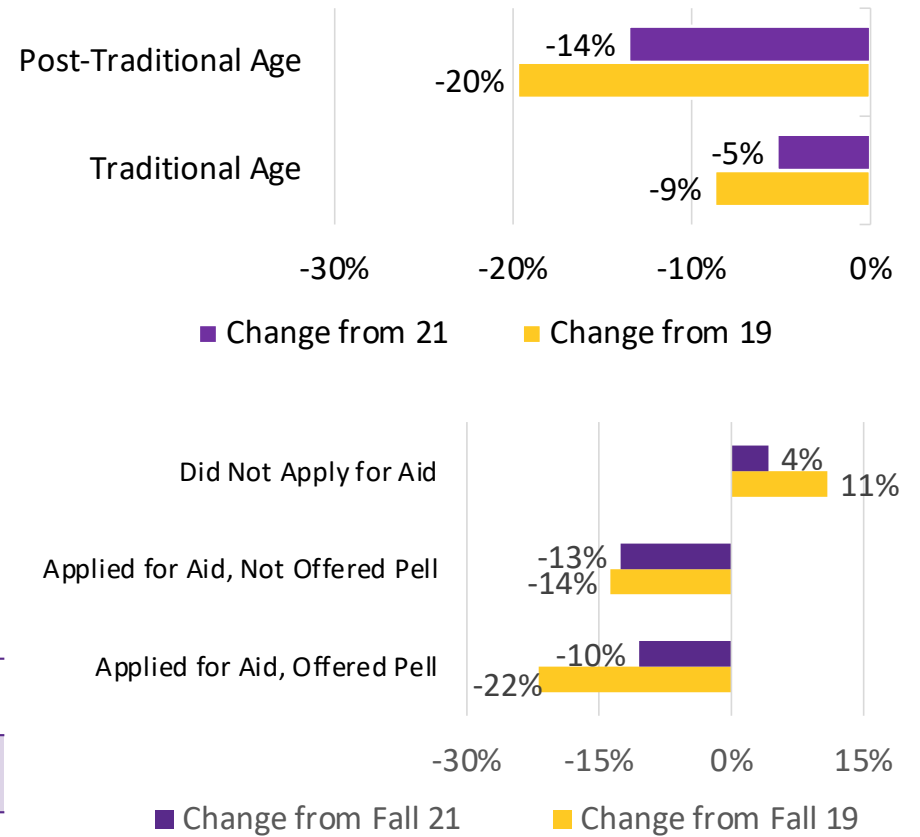
- Charlotte
- Greensboro
- NC State
- ASU
- Chapel Hill
- Wilmington



New Transfer Student Profile

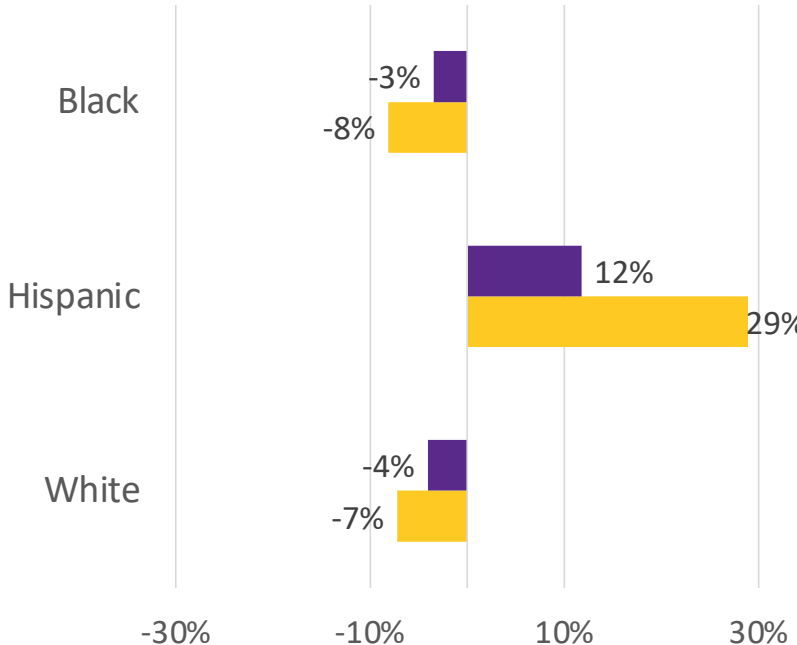


From NCCCS	72%	73%	72%	71%	69%
From UNC	8%	9%	9%	9%	11%



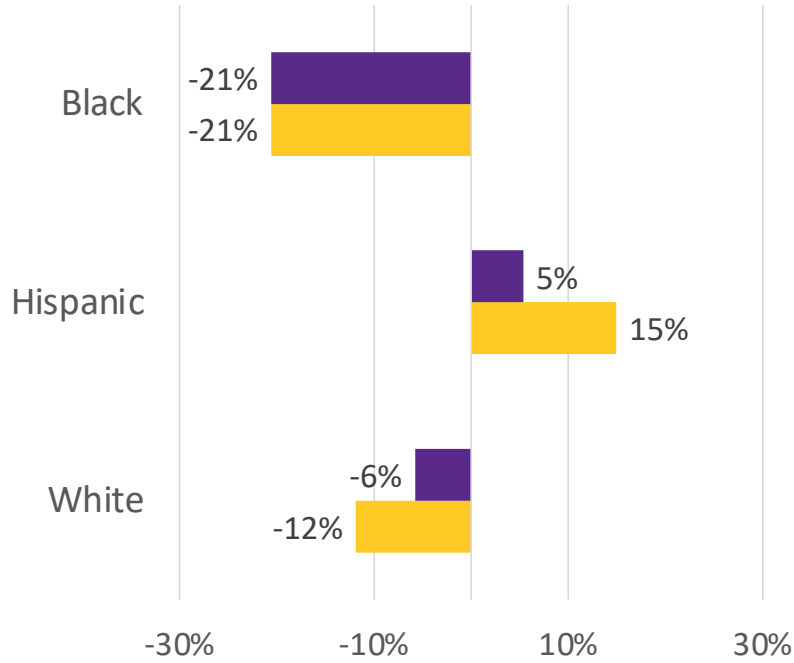
Transfer: Major Race/Ethnicity Groups

Applied



■ Change from Fall 21 ■ Change from Fall 19

Enrolled



■ Change from Fall 21 ■ Change from Fall 19

Major UNC System Competitors for In-State Transfers: Summer and Fall 2022 Applicants

Race/Ethnicity

- Black – Charlotte, Greensboro, FSU
- Hispanic – Charlotte, NC State, Chapel Hill, & Greensboro
- White – Wilmington, ASU, NC State

Low-Income Students

- Greensboro
- NC State
- Chapel Hill
- Charlotte
- Wake Tech
- Wilmington

Summary of Undergraduate Enrollment

Public 4-Year Institutions: Two-Year Change

- Enrollment decreased by 4.3% since Fall 2020.
- Adult learners dropped by double digits in 2 years.
- Decline in Black students is the largest, followed by White and Native American.
- Freshman enrollment increased by 2.7% in Fall 21 compared to Fall 20, which was followed by a 2.4% decline in Fall 22.

ECU: Two-Year Change

- ECU's decline was 5.9%, which is close to the average decline at competitive institutions (5.7%).
- Adult learners declined by 9%.
- Decline in native students was the largest, followed by Black and White.
- The decline in Pell recipients was almost twice as large as the non-Pell recipients.
- The decline in new freshmen in Fall 2022 was primarily driven by the loss of in-state students.
- The increase in out-of-state freshmen has partially offset the loss of in-state freshmen.
- New transfers have been in decline for two years at ECU; whereas UNC System has seen four years of continuous decline of transfers. This mirrors trends in enrollment at community colleges in NC and nationally.



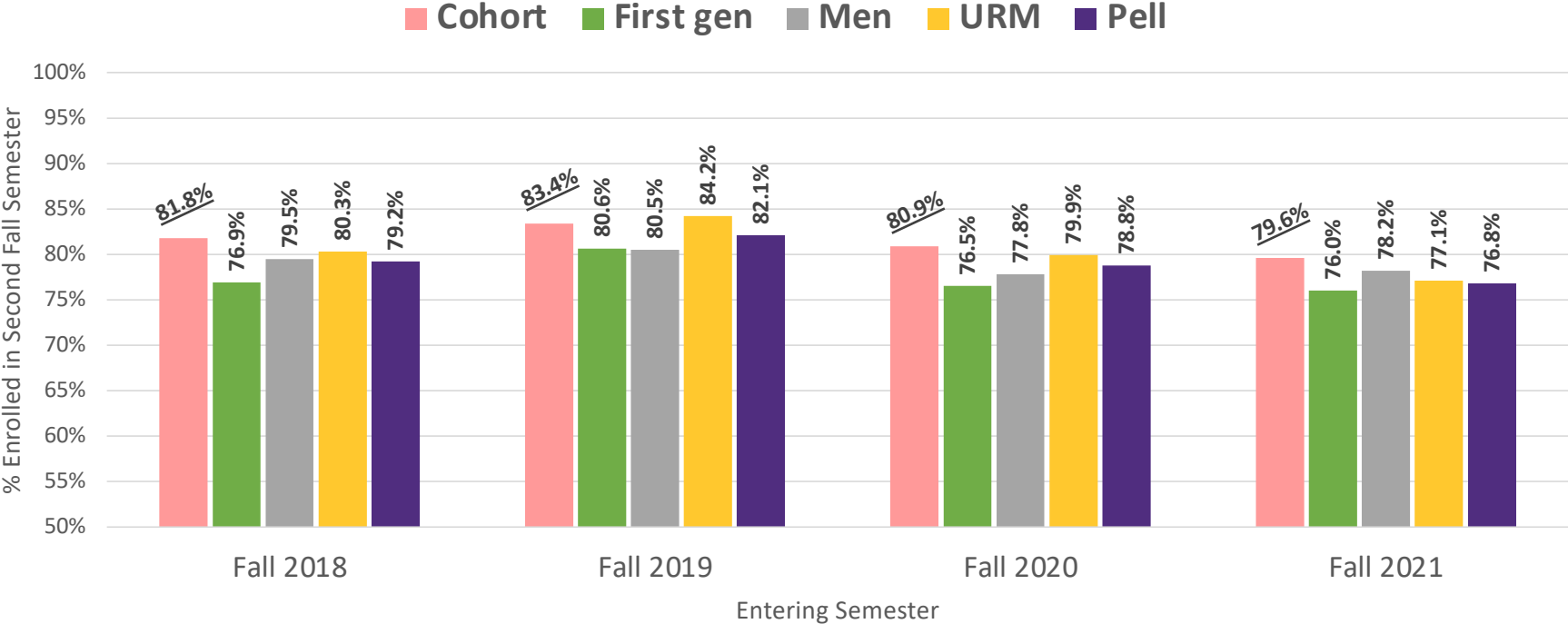
COHORT COMPARISONS: RETENTION & GRADUATION



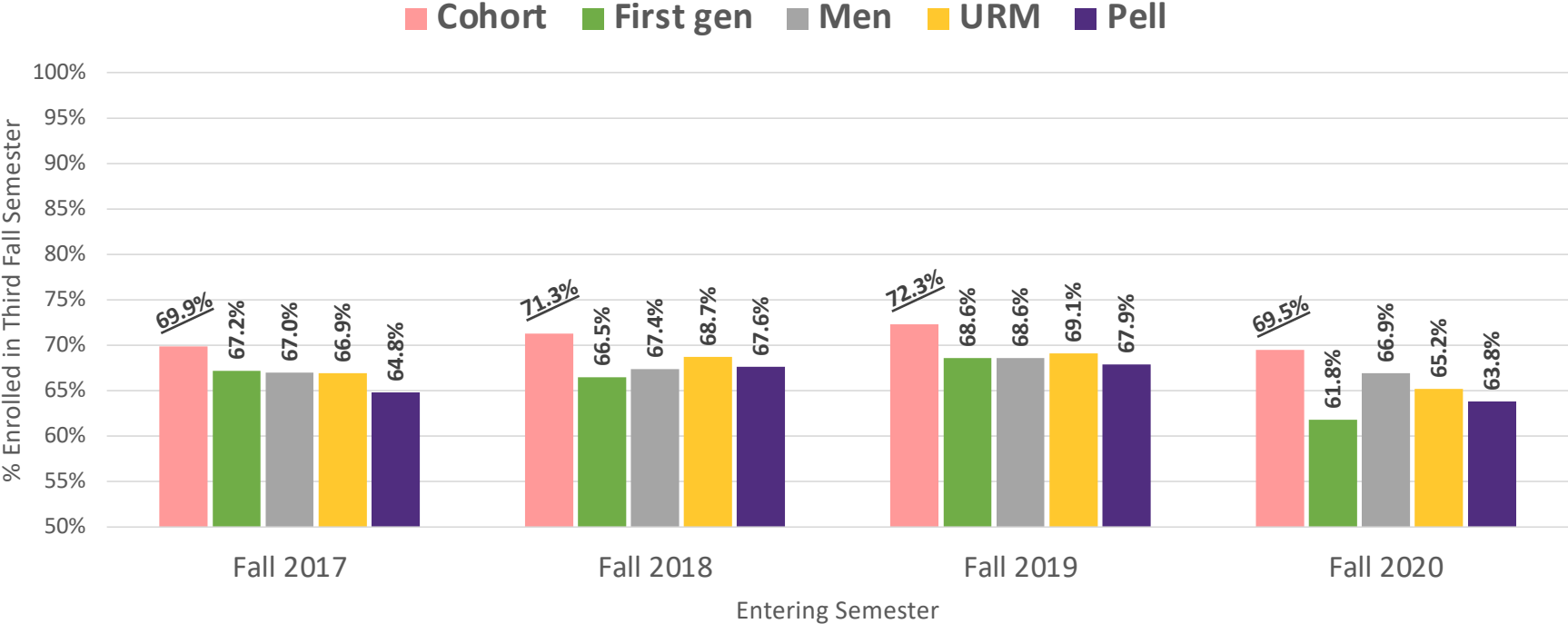
Which cohorts were impacted by the pandemic and for how long?

	Fall 2013	Spring 2013	Fall 2014	Spring 2015	Fall 2015	Spring 2016	Fall 2016	Spring 2017	Fall 2017	Spring 2018	Fall 2018	Spring 2019	Fall 2019	Spring 2020	Fall 2020	Spring 2021	Fall 2021	Spring 2022	Fall 2022
Pandemic														X	X	X	X	X	X
2013 cohort	X	X	X	X	X	X	X	X	X	X	X	6 yr. grad							
2014 cohort			X	X	X	X	X	X	X	X	X	5 yr. grad	X	6 yr. grad					
2015 cohort					X	X	X	X	X	X	X	4 yr. grad	X	5 yr. grad	X	6 yr. grad			
2016 cohort							X	X	X	X	X	X	X	4 yr. grad.	X	5 yr. grad	X	6 yr. grad	
2017 cohort									X	X	X	X	2 to 3 yr. ret	X	X	4 yr. grad	X	5 yr. grad	
2018 cohort											X	X	1 to 2 yr. ret	X	2 to 3 yr. ret	X	X	4 yr. grad	
2019 cohort													X	X	1 to 2 yr. ret	X	2 to 3 yr. ret	X	X
2020 cohort															X	X	1 to 2 yr. ret	X	2 to 3 yr. ret
2021 cohort																	X	X	1 to 2 yr. ret

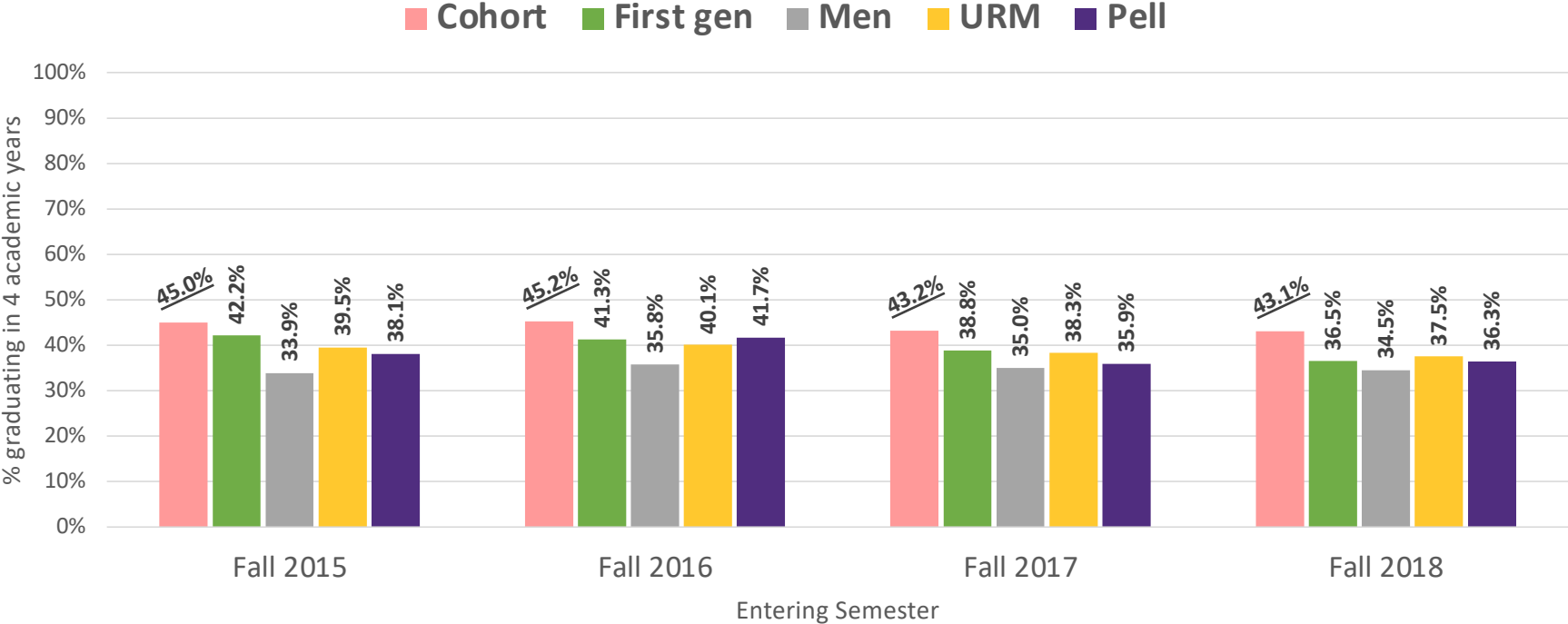
Comparison of at-risk groups to total cohort: Retained first to second year



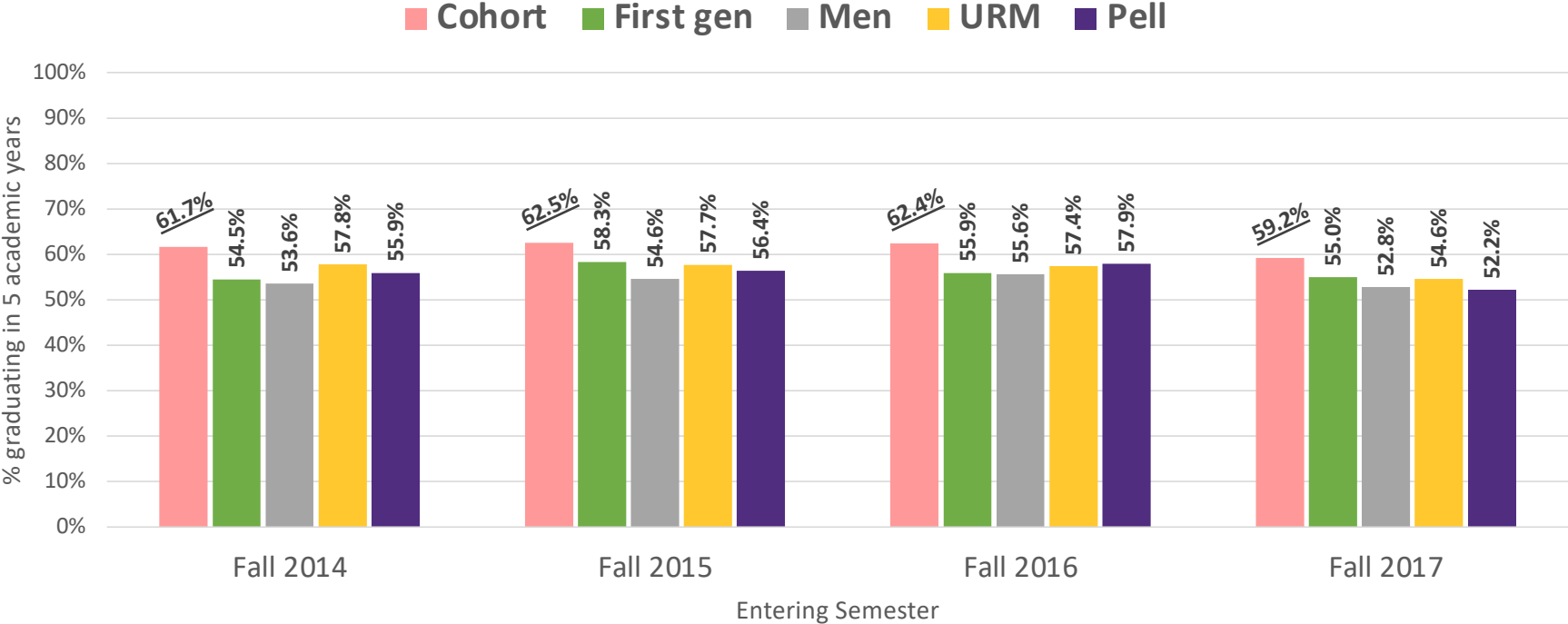
Comparison of at-risk groups to total cohort: Retained second to third year



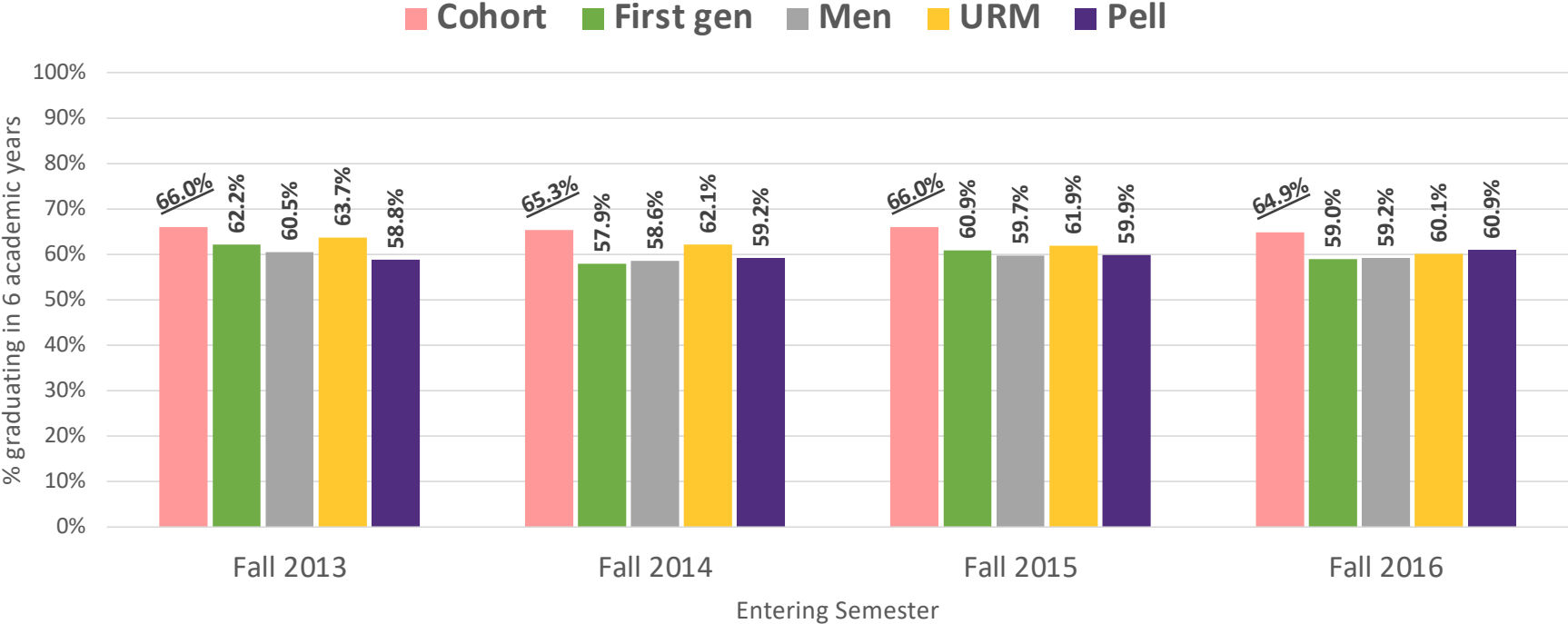
Comparison of at-risk groups to total cohort: 4-year graduation rates



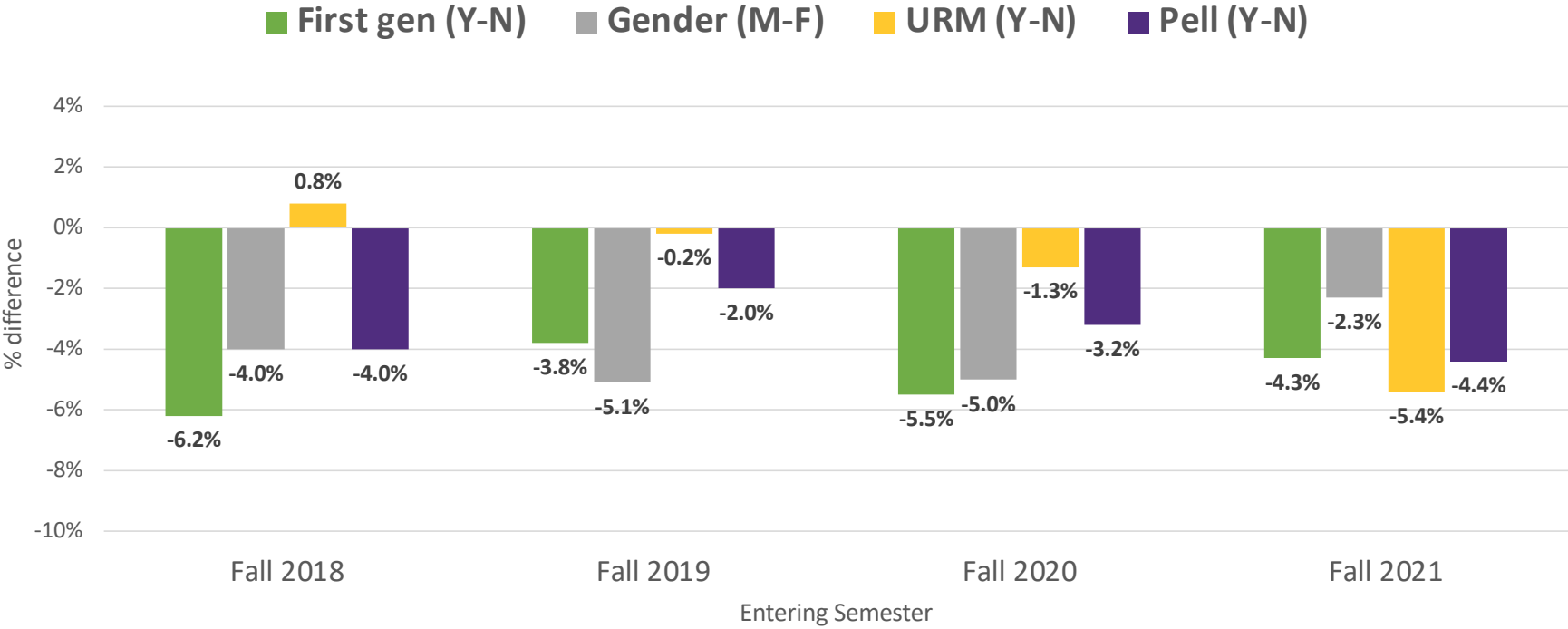
Comparison of at-risk groups to total cohort: 5-year graduation rates



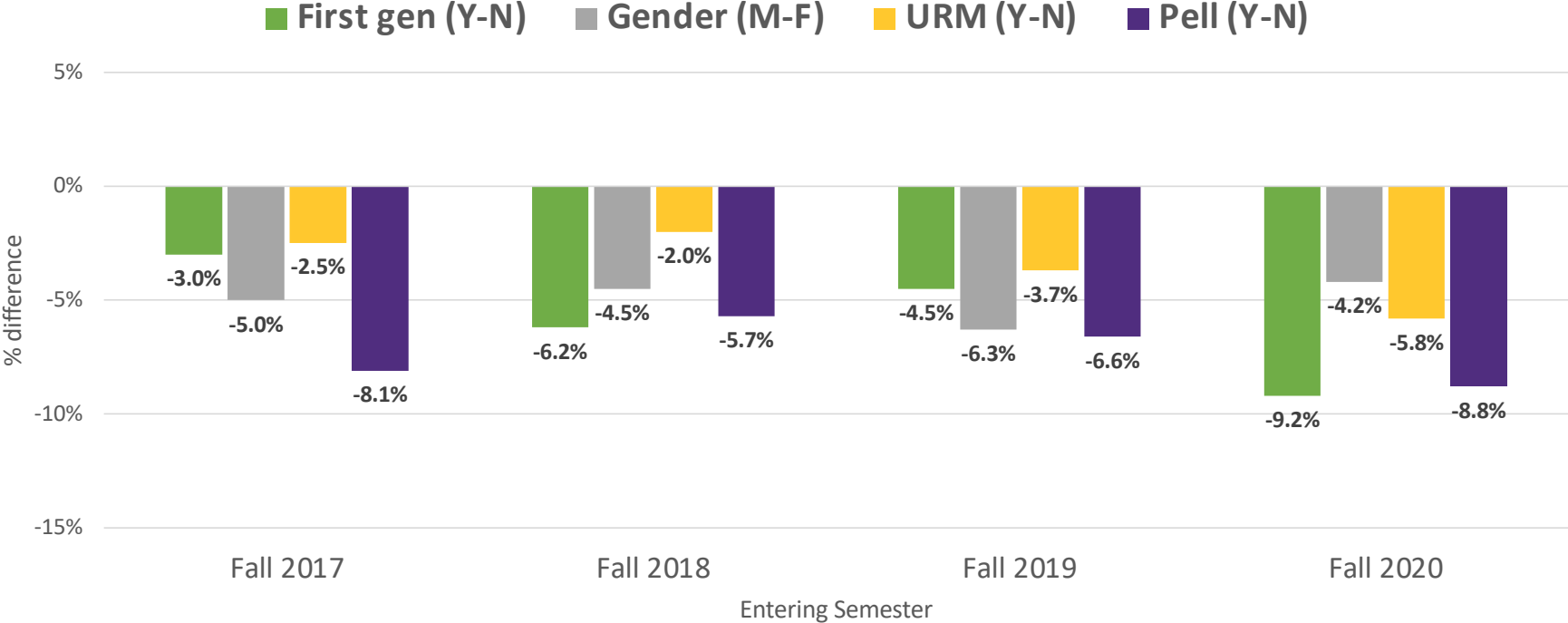
Comparison of at-risk groups to total cohort: 6-year graduation rates



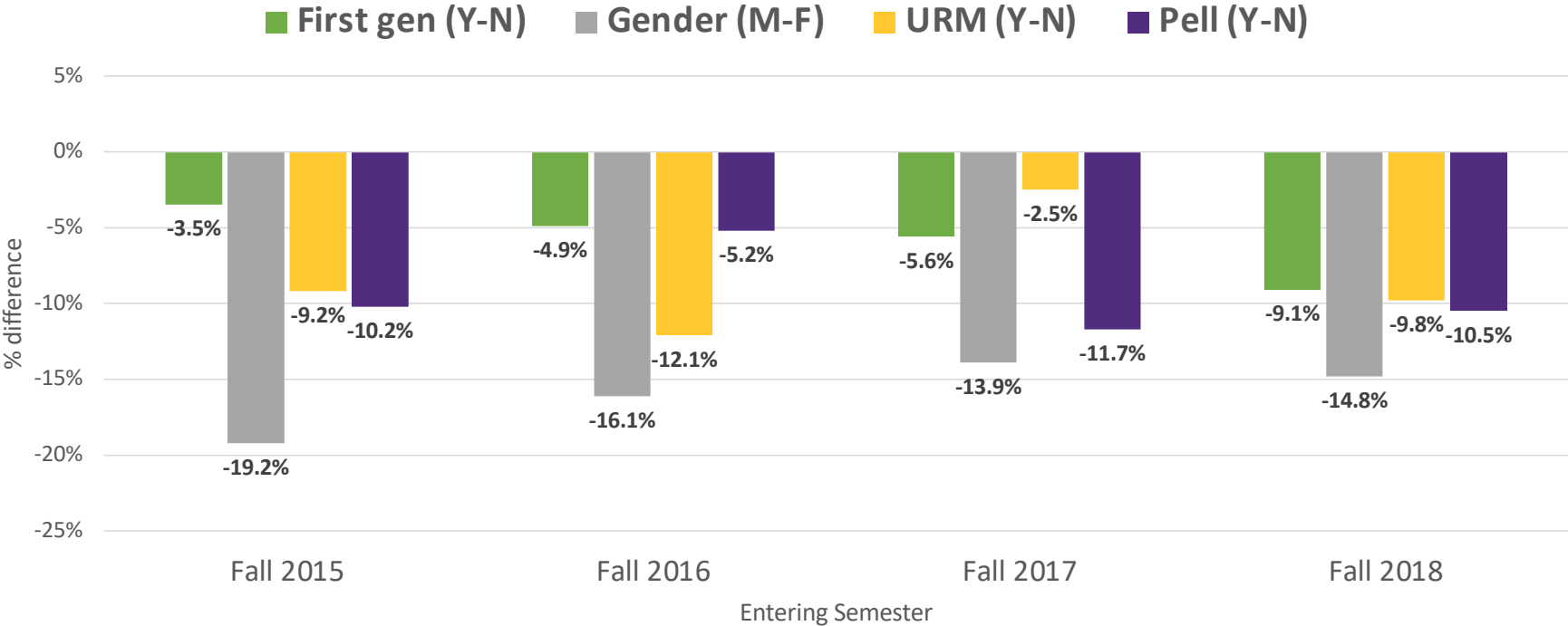
Within group comparison of at-risk students: Retention first to second year



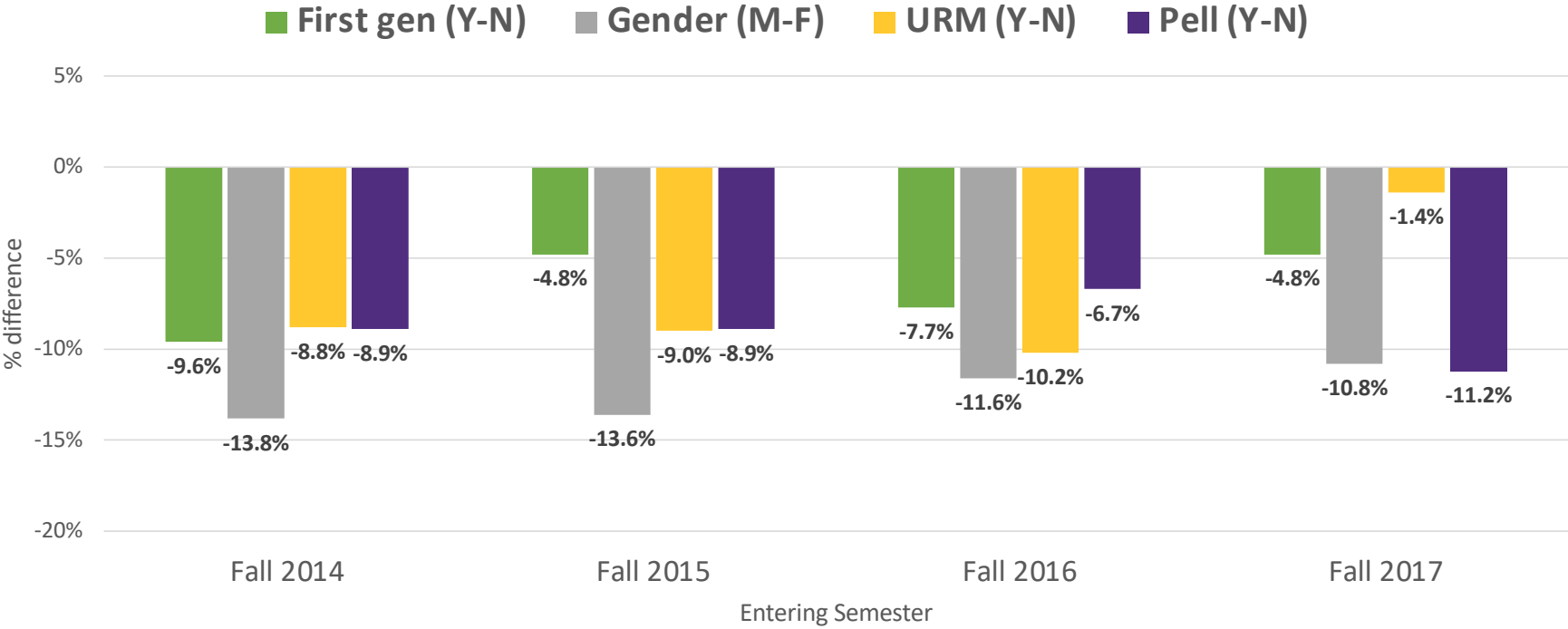
Within group comparison of at-risk students: Retention second to third year



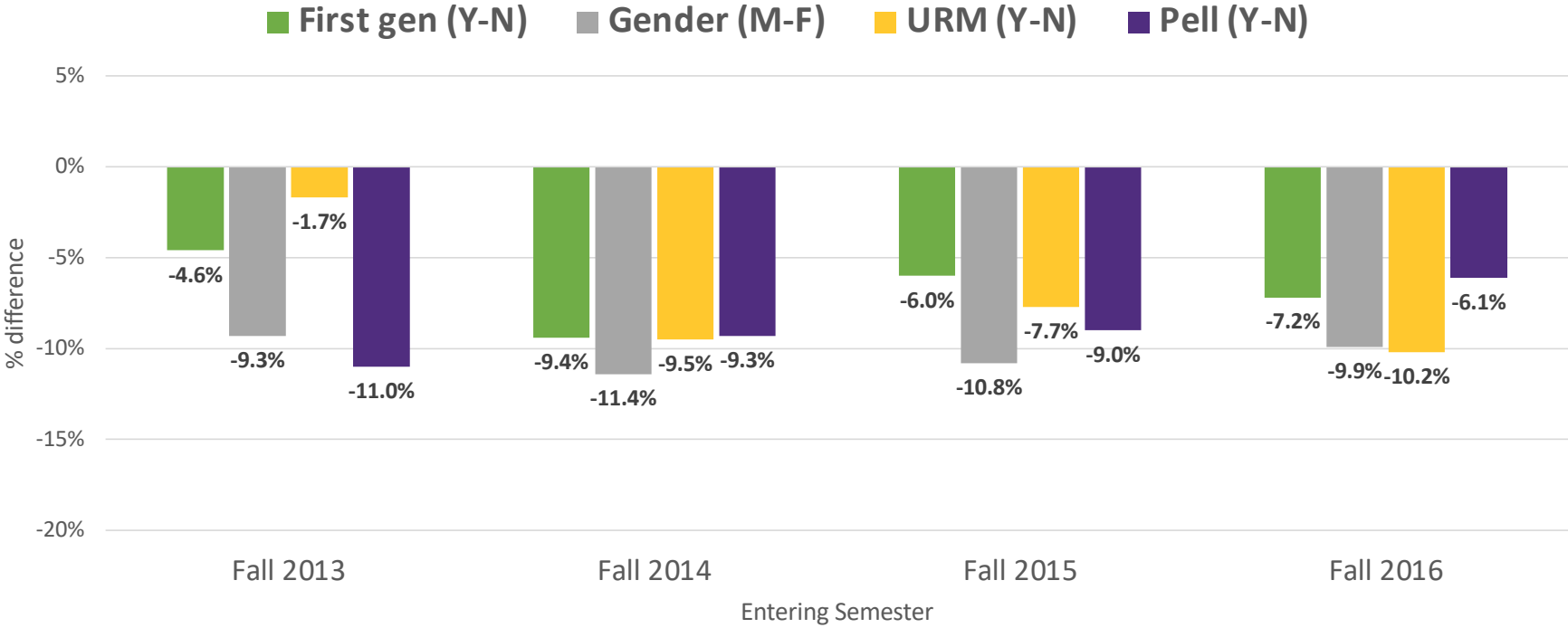
Within group comparison of at-risk students: 4-year graduation rates



Within group comparison of at-risk students: 5-year graduation rates



Within group comparison of at-risk students: 6-year graduation rates



Key Points: Cohort Comparisons, Retention

- Comparison of at-risk groups to total cohort
 - 1st to 2nd year retention rates were higher for the Fall 2019 cohort (for which the pandemic hit mid-stream) than for the Fall 2018, Fall 2020, or Fall 2021 cohorts. This was true for both the total cohort and at-risk groups (first-gen, men, URM, & Pell).
 - 2nd to 3rd year retention rates were also higher for the Fall 2019 cohort than for the Fall 2017, Fall 2018, or Fall 2020 cohorts.
- Within group comparisons
 - There was no clear pattern that might be attributable to the pandemic for within group gap differences in 1st to 2nd year retention.
 - The most pronounced gaps in retention rates from 2nd to 3rd year was for the Fall 2020 cohort at least for first-gen, URM, & Pell. This cohort would have moved into their 3rd year in Fall 2022, well after the start of the pandemic.

Key Points: Cohort Comparisons, Graduation

- Comparison of at-risk groups to total cohort
 - In general, when comparing 4-year graduation rates for the Fall 2015, Fall 2016, Fall 2017, and Fall 2018 cohorts, rates were similar for the Fall 2015 and Fall 2016 cohorts but declined for the Fall 2017 and Fall 2018 cohorts. This was true for the overall cohort as well as for the at-risk groups. Again, generally, the longer students were enrolled as the pandemic proceeded, the lower were their 4-year graduation rates.
 - In general, 5-year graduation rates were stable for the Fall 2014, Fall 2015, & Fall 2016 cohorts but dropped (for both the total cohort & at-risk groups) for the Fall 2017 cohort. This group of students was enrolled for 2 ½ years of the pandemic.
 - 6-year graduation rates were generally stable for the Fall 2013, Fall 2014, Fall 2015, and Fall 2016 cohorts.
- Within group comparisons
 - There was no clear pattern that might be attributable to the pandemic for within group gap differences in 4-year graduation rates.
 - Within group gaps in 5-year graduation rates were smaller for most at-risk groups (first gen, male, URM) in the Fall 2017 cohort than in previous cohorts.
 - The Fall 2013 cohort (who graduated prior to the pandemic) showed smaller within-group differences in 6-year graduation rates than was true for subsequent cohorts for first-gen, men, and URM. The opposite was true for Pell recipients who showed the highest within-group difference in 6-year graduation rate in the Fall 2016 cohort and the lowest for the Fall 2013 cohort.

Lasting repercussions of the pandemic in higher education

- Covid-19 has disproportionately impacted populations that were already disadvantaged, including low-income and first-generation students.
- Fewer students are choosing to attend college and even for students who go on to do so, the learning loss associated with the shift to online classrooms may be more acute for those with less adult help at home (Burke 2021), potentially setting low-income and first-generation students back in terms of their preparation for college courses.
 - <https://sase.org/blog/the-long-covid-of-american-higher-education/>
- Both students and parents may focus more on the value of higher education compared to the price as well as return on investment.
- Prospective students want education when they want it and delivered how they want it (online, hybrid, blended learning, accelerated programs, part-time options, micro-credentials, etc.)
- Location matters more than ever (choosing to stay closer to home or to attend school in more dynamic urban areas).
 - <https://www.usatoday.com/story/opinion/2020/08/04/how-covid-19-change-higher-education-long-term-column/5571095002/>

Contact Information and Data Source

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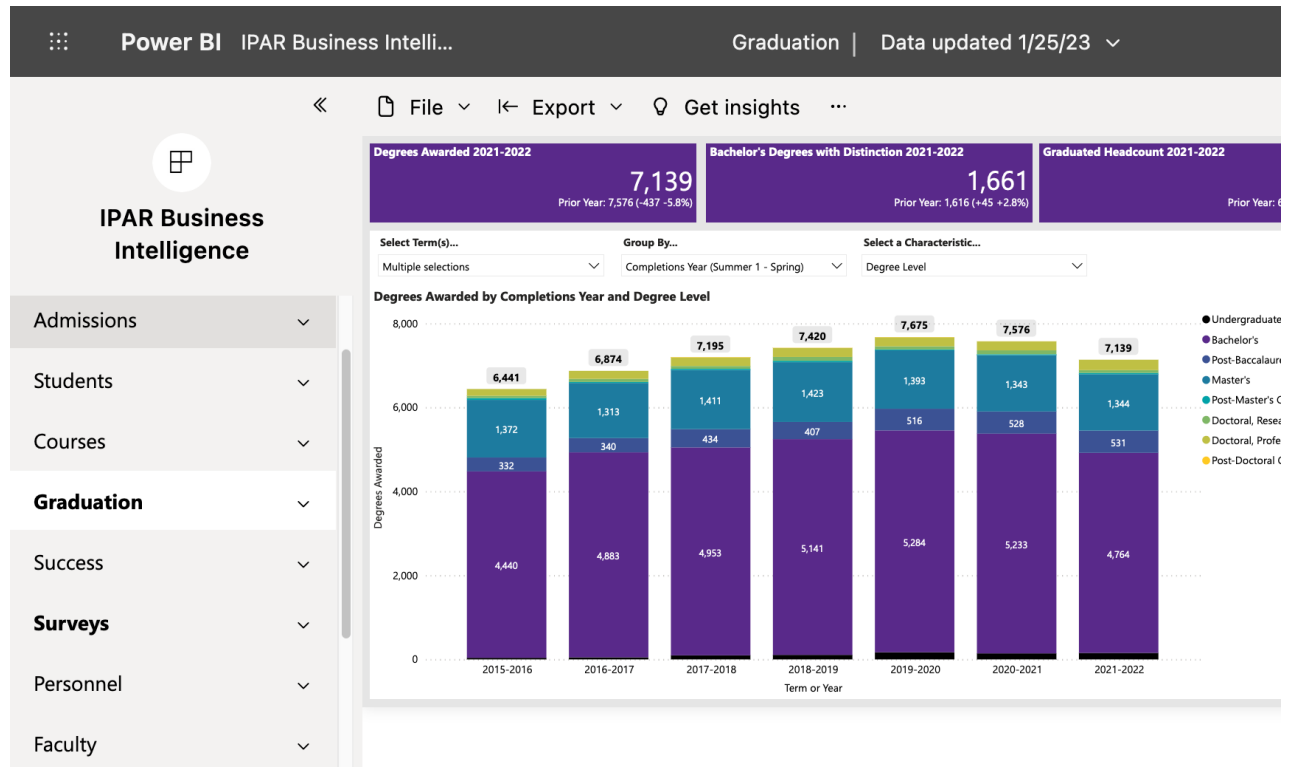
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Statistician



All ECU data presented come from [IPAR BI App](#), which is accessible to all ECU employees.