

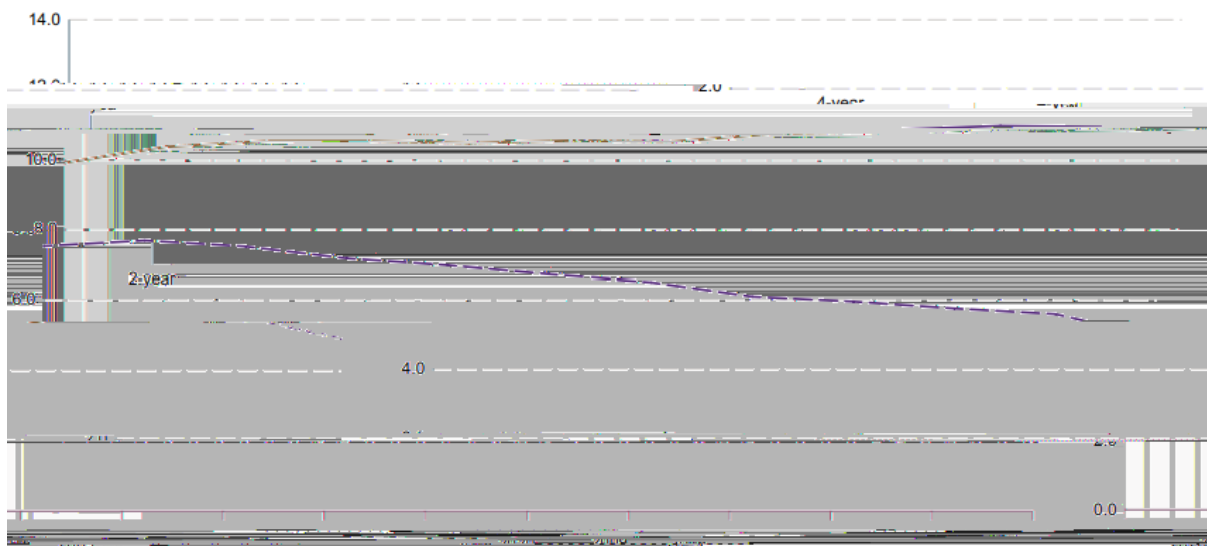


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BACKGROUND AND OVERVIEW

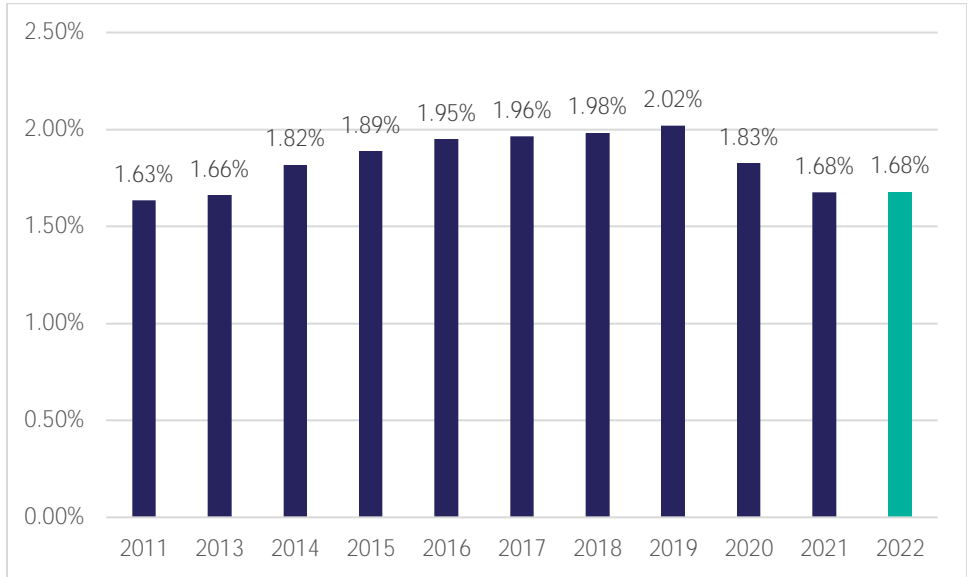
Georgia Gwinnett College (GGC) hired MGT to conduct a comprehensive market assessment and enrollment trend analysis research study. The objective of the initiative is to provide Georgia Gwinnett College with a GGC a T E T Analysis provides the historical enrollments and projected enrollments for Georgia Gwinnett College as well as the national context for higher education enrollment.

The national yield rate for colleges and universities is 39% overall and nearly 62% for public two- to four-year institutions. Between 2009 and 2020, national enrollments in undergraduate education declined by 9%, from 17.5 million to 15.9 million. Full-time enrollment decreased by 11% and part-time decreased by 6%. Two-year institutions experienced the greatest decline in enrollments, 35%, from 7.5 to 4.9 million. By the spring of 2022, public two-year institutions saw a sharp drop of 7.8% from the prior year as college attendance continued to decline.

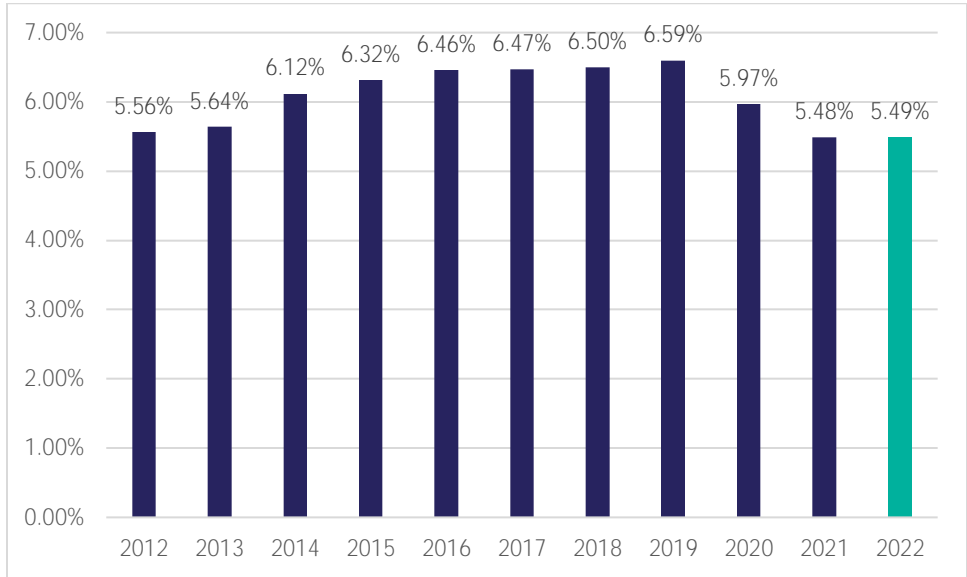


Source: Irwin, V., De La Rosa, J., Wang, K., Hein, S., Zhang, J., Burr, R., Roberts, A., Barmer, A., Bullock Mann, F., Dilig, R., and Parker, S. (2022). Report on the Condition of Education 2022 (NCES 2022-144). U.S. Department of Education. Washington, DC: National Center for Education Statistics. Retrieved from <https://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2022144>.

These declines are occurring at a time when unemployment is low, employers are struggling to find candidates, and society is questioning the return on investment of a college degree.



The capture rate in the 15-29 age cohort decreased from 2012 to 2022; nonetheless, the overall reduction from 2019 to 2021 was 1.11%. The initial capture rate for 2022 based on fall 2022 enrollments is 0.01% higher than the prior year.



Graduation, transfer out, and retention are key indicators of continued success. National Center for Education Statistics (NCES) defines graduation, transfer out, and retention in the following ways:

the calculated percentages of students who graduate or complete their program within a specified timeframe (4 to 6 years).

Percentage of students who leave an institution without completing their program of study and subsequently enrolled in another institution.

The percentage of students who started out in the respective programs and returned to the college, regardless of the program they enrolled in, or graduated by the following fall.¹

GGC transfer rate for first time first year students (full and part time) has varied between 3% and 6%, with an average of 5%, from fall 2011 through 2021. The lowest rate was recorded in the fall of 2016 at 3%. The rate reached its highest in fall 2012 and 2020, at 7% and 6%, respectively. During the same time frame, the average retention rate was roughly 63%. The highest retention rate was in the fall of 2015, at 67%. The lowest retention rate, 56%, was recorded in fall 2020, likely caused, in large part, by the pandemic.



MGT developed enrollment projection models for Georgia Gwinnett College based on the historical enrollments through 2022. The capture data is based on the historical enrollments through 2021 along with U.S. Census data about the population from 2012 to 2022, and projected population from 2023 to 2032.

The different models indicate varied enrollment projections overall as noted in The initial MGT

	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
Average Enrollment	10,116	9,346	8,952	8,710	8,555	8,501	8,526	8,671	8,834	9,000	9,143
Linear Regression	12,188	12,358	12,529	12,699	12,869	13,039	13,209	13,379	13,549	13,719	13,890
Captured Population 15-29 Gwinnett County	10,048	9,239									



An analysis of the data collected during the Environmental Scan highlighted external and internal factors that will influence enrollment at Georgia Gwinnett College. The evolving demographics and economic shifts are indicative of the pressures, both beneficial and challenging, that GGC will face for future enrollments.

GGC welcomed 168 international students and 215 out of state students in the fall of 2022. Florida, the state with the most students enrolling in GGC, included 22 new students. A significant portion of the out-of-state students came from New York (13 students) and California (10 students). Since 2012, there have been a total of 2,021 students from out of state who attended GGC.

Currently, Gwinnett County, Georgia, and the surrounding states (Alabama, Florida, Georgia, North Carolina, South Carolina, and Tennessee) populations are shifting and students in these states may be interested in enrolling in GGC given their proximity and programmatic offerings. The population in Gwinnett



