



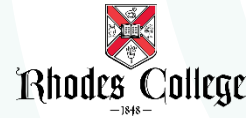
Futureproof Your Institution Against the Demographic Cliff

Patty Beeson, PhD
Andy Hannah, MBA

February 24, 2021

Who is Othot?

Othot's advanced analytics guide colleges and universities to make informed decisions throughout the entire student-to-alumni lifecycle by better understanding each individual.



Today's Speakers



Patty Beeson, PhD

*Director of
Research, Othot, Inc.*

*Provost and Professor of
Economics, Emeritus
University of Pittsburgh*



Andy Hannah, MBA

*Chairman and Chief
Partnership
Officer, Othot, Inc.*

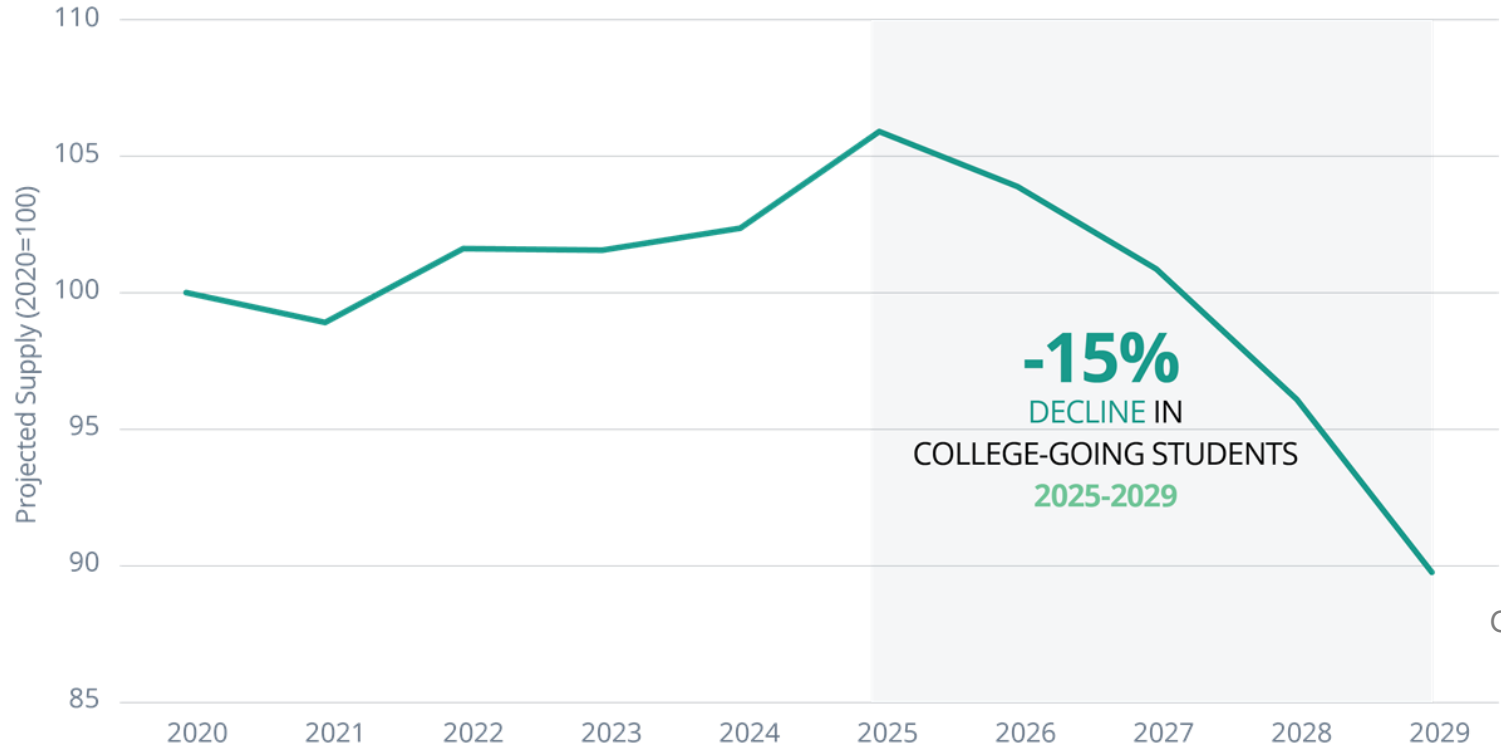
*Adjunct Professor,
University of Pittsburgh*

Agenda

- 1 The Situation
- 2 Research Methodology
- 3 The Recommendations
- 4 Q & A

The Demographic Cliff is Coming

Forecasted Number of College-Going Students in the US



Grawe 2018

Our Research Methodology

Institution-specific forecasts based on high-school graduates in geographic market area

Source data:

- Blend of Grawe and WICHE forecasts
- Publicly data of geographic markets

Sample size:
454 institutions

Key Findings

1. Forecasts vary considerably, even for institutions located in the same state or even city.

2. Institutions best positioned are those with recruitment that is:

- Highly concentrated in a single state or group of states with relatively positive expected growth of high-school students, or
- Highly dispersed across many states and regions.

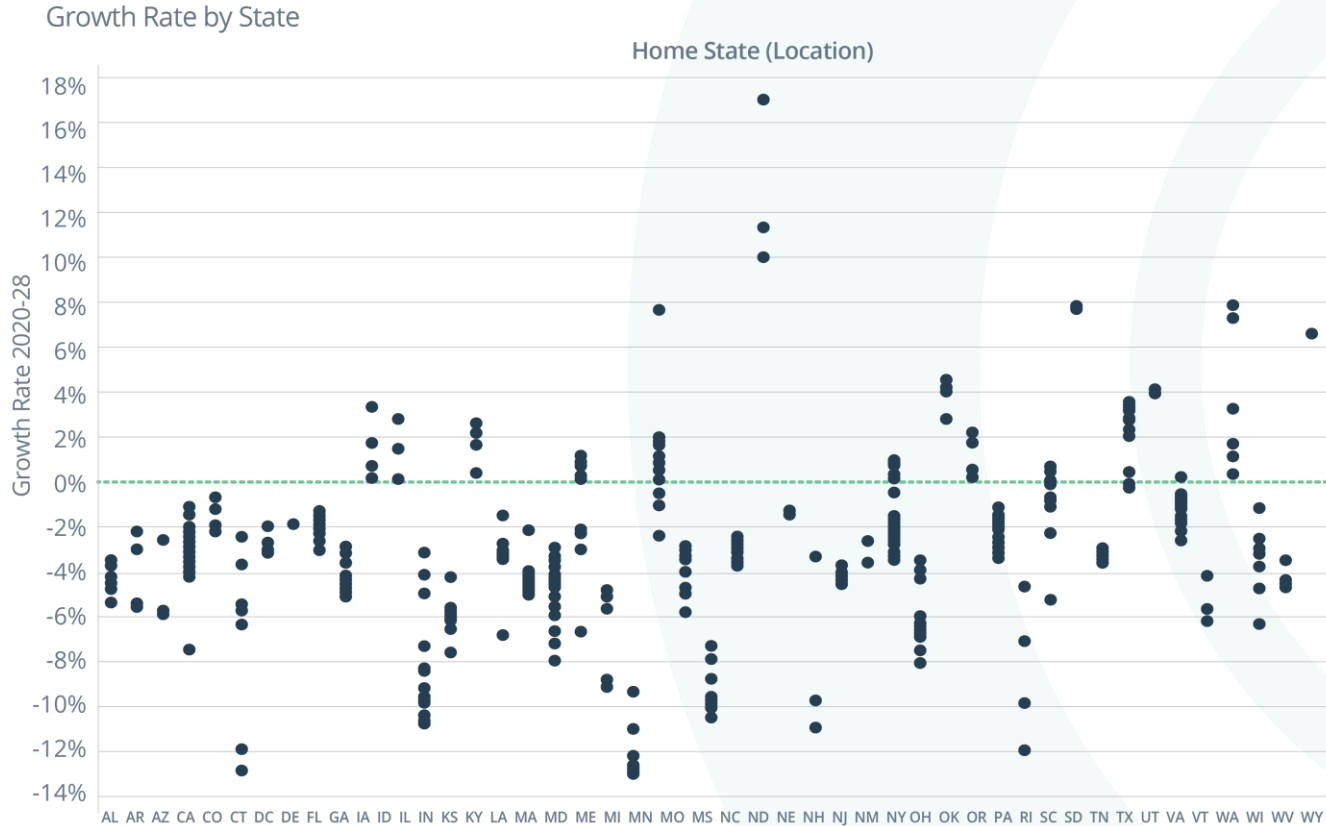
3. Institutions that are aware of their market prospects have an opportunity to position themselves for success in the face of decline by:

- Realigning recruitment strategy and/or
- Increasing focus on retention

Growth Rates Vary Significantly by Region

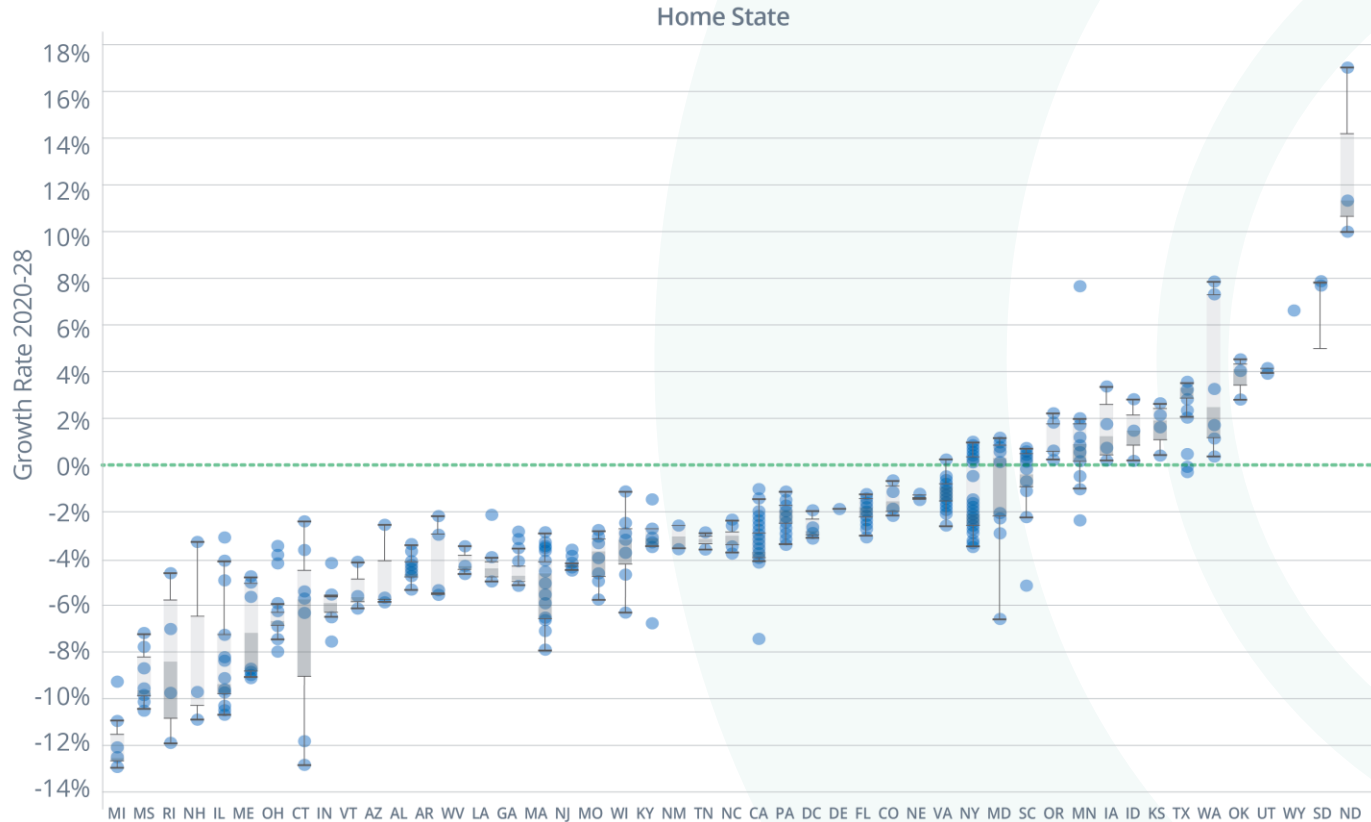


Forecasts Vary Within and Across States

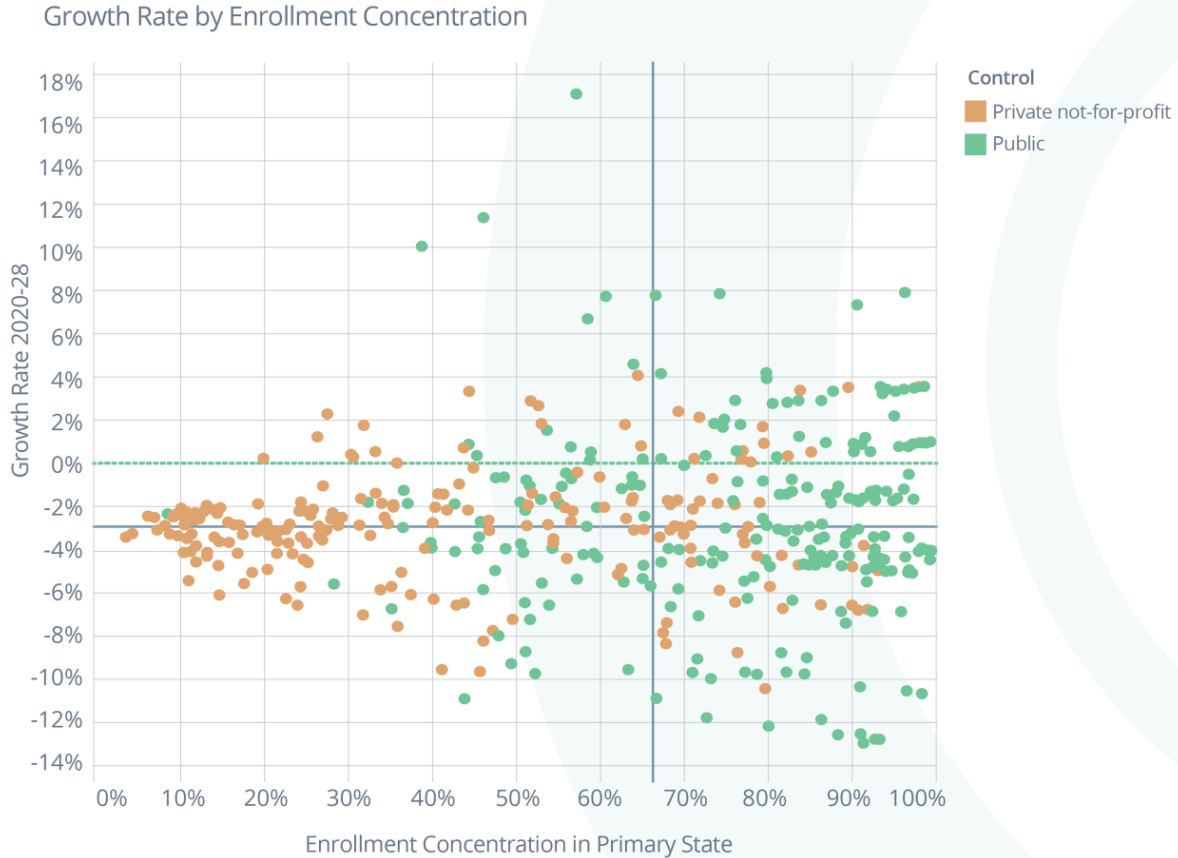


Forecasts Vary Within and Across States

Growth Rate by State w/Box and Whisker

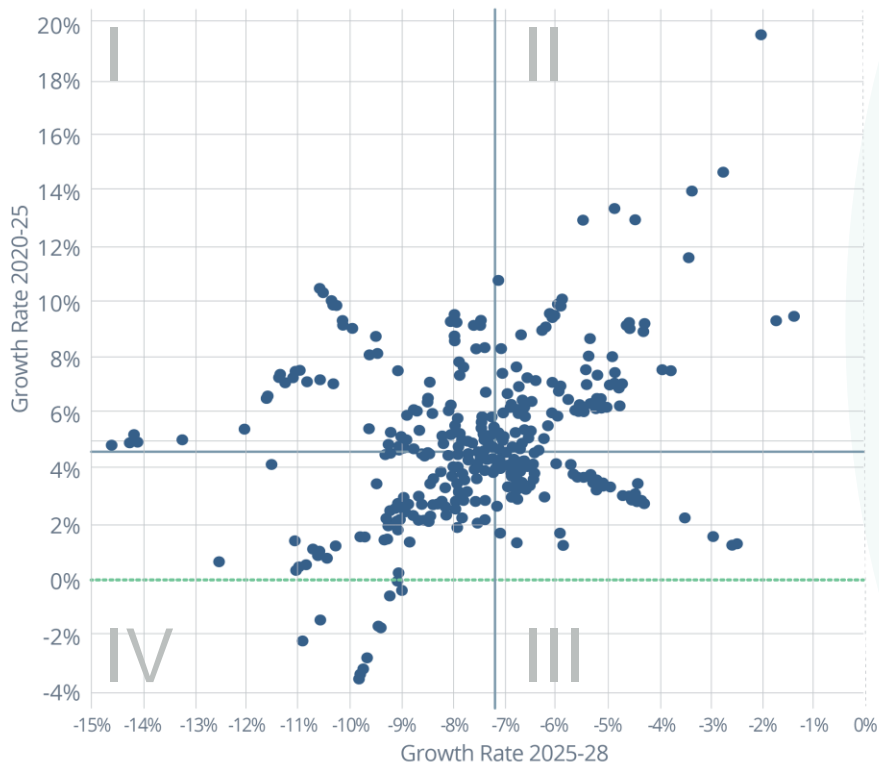


Geomarket Concentration: Friend or Foe?



Strategy Depends on Timing of Market Declines

Growth Rate Relationship



I Don't be fooled

- **Strategy:** Don't be fooled by the short-term boom. Grow new markets and solidify current markets to prepare for bust.

II Watch out

- **Strategy:** Guard your market and don't slip into complacency- others will be looking to expand into your market.

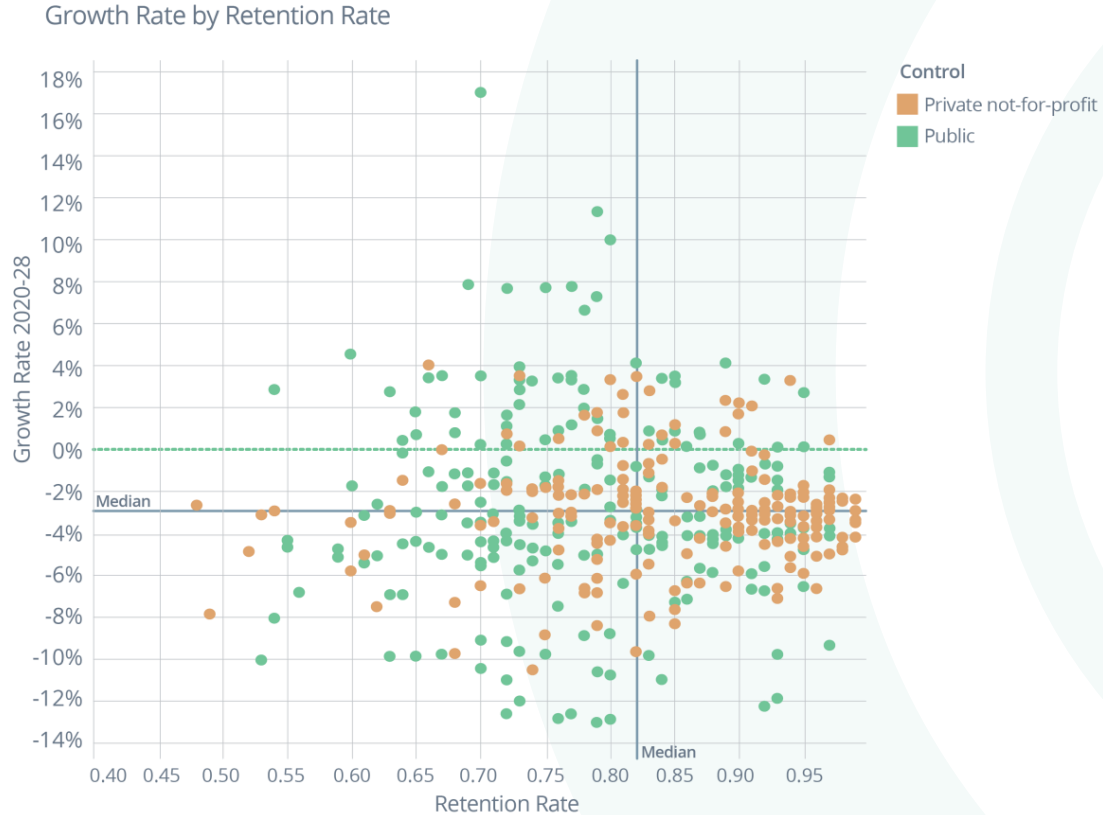
III Stay the course

- **Strategy:** Consider aggressively pursuing new markets and/or resizing.

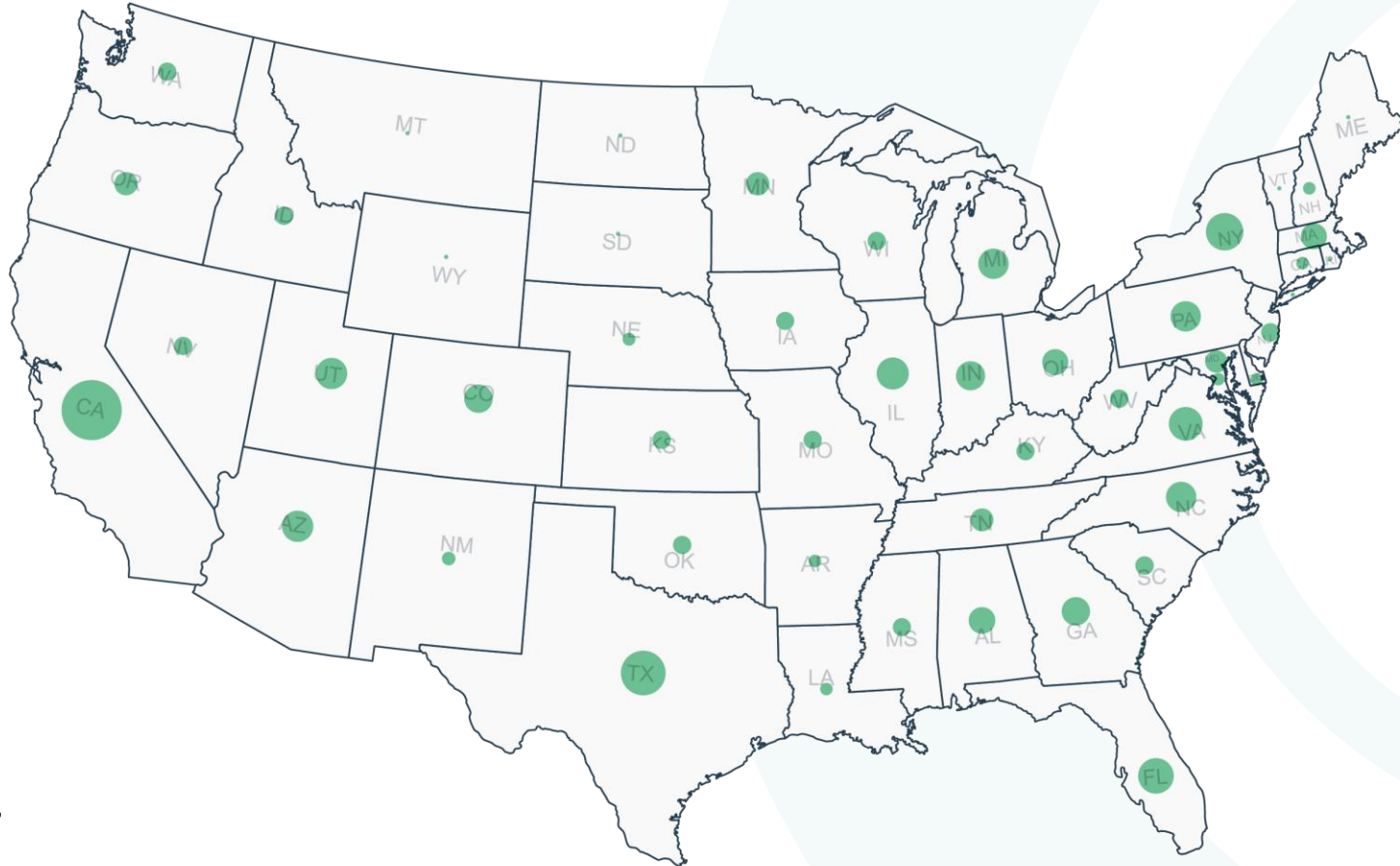
IV Now is a good time to panic

- **Strategy:** Double down on strengthening your hold on current market. Select expansion in markets that reveal potential.

Low Retention and Persistence May Provide Opportunity



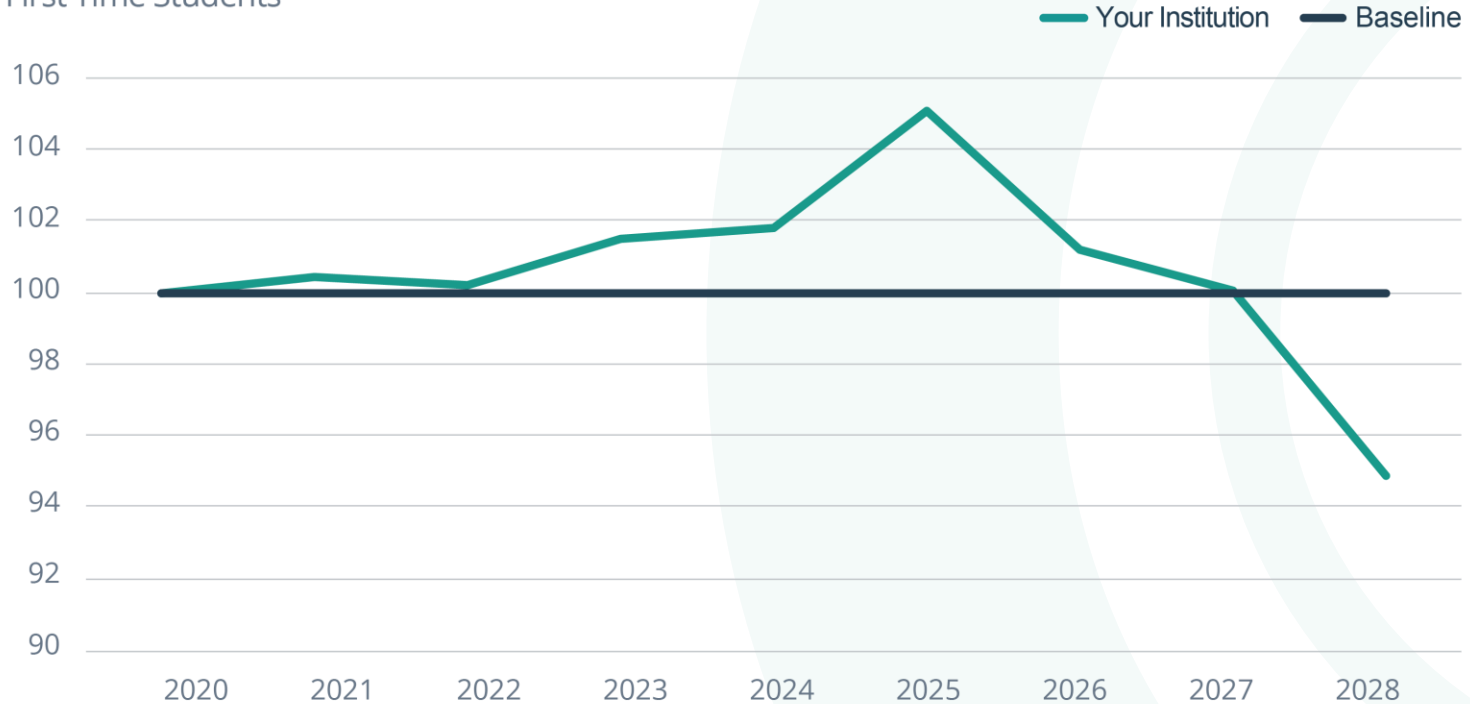
National Schools Will Further Eat Into Current Markets



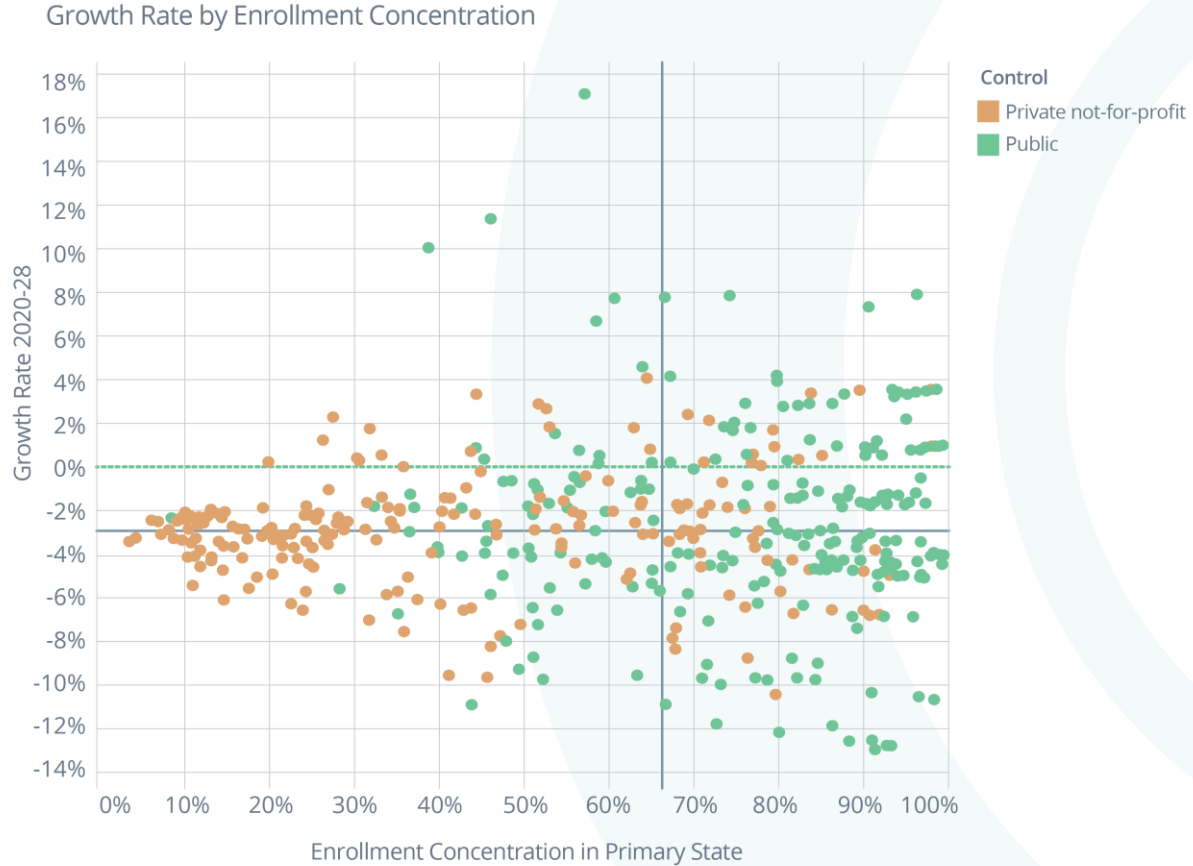
How to Futureproof

Future Proofing Prerequisite: Understanding Your Market Projection

First Time Students

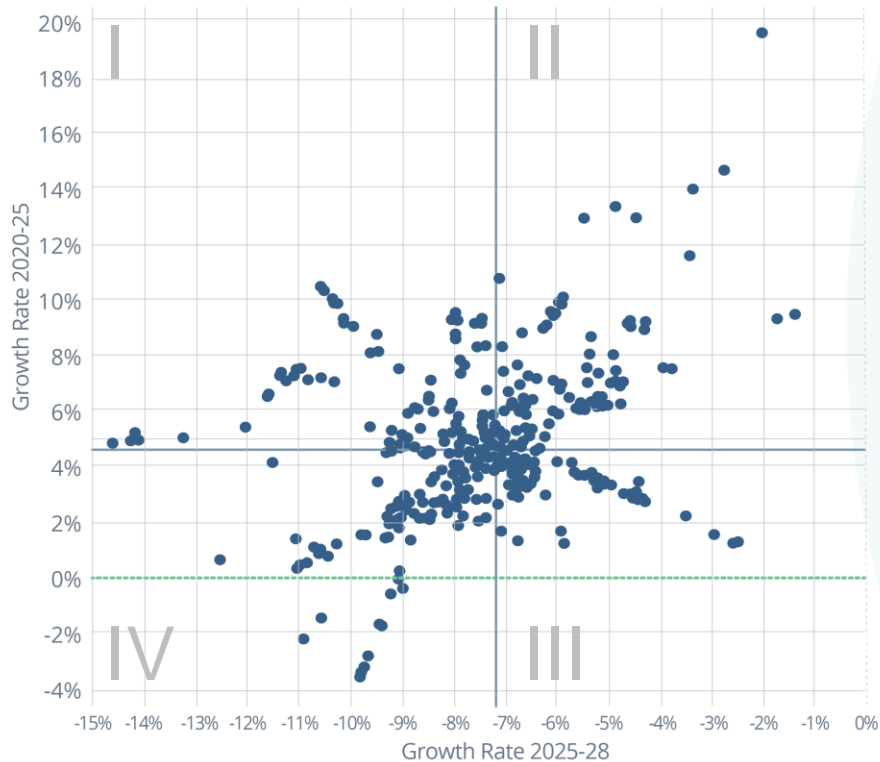


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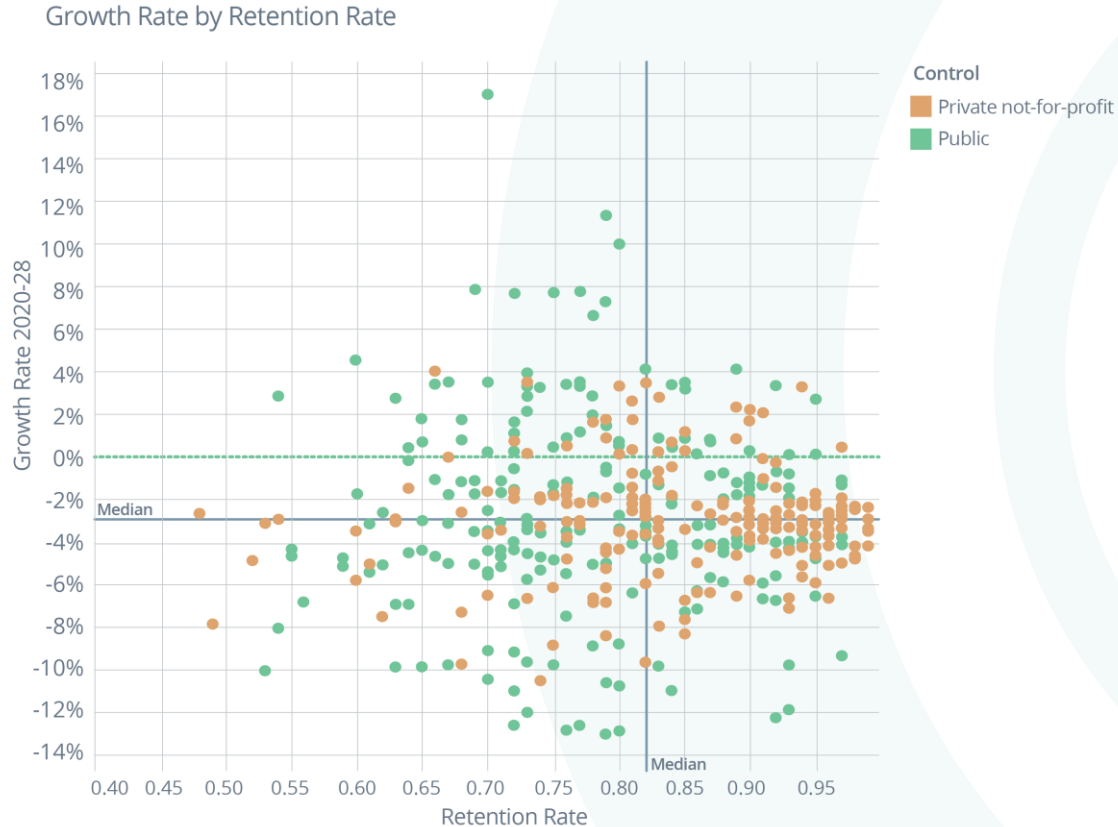
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Advanced Analytics Strategies for Futureproofing Your Institution

Increase yield rates
within your existing
geographic footprint

Develop new recruiting
geographies to find
“best-fit” students

Increase
retention/persistence
rates to be in the top
quartile of your
cohort/competing
schools



Q+A

Othot Resources



- Download the report, [“Futureproofing Your Institution Against the Demographic Cliff”](#)
- Get a growth rate analysis for your institution
- Visit othot.com

Thank you

Contact us at analysis@othot.com

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