

# Enrollment and Tuition

Budget Recommendation  
Committee Presentation

4/9/2021

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# Hanover Study (March 2013)

## “Tuition Elasticity Analysis”

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Based on an analysis of 130 institution, for the 6 AYs of 2006-07 through 2011-12

### KEY FINDINGS

- **Students are influenced by changes in the total cost of attending a university for undergraduate studies.** For every \$1,000 increase in the total cost of tuition, undergraduate enrollment can be expected to *decrease* by approximately 2.1 percent. Furthermore, for every \$1,000 increase in the average amount of federal grant aid awarded, the total entering cohort size can be expected to *increase* by nearly 3.4 percent. Therefore, changes to the total cost of attendance can affect a student’s decision to enroll or remain enrolled.

# Since 2013: Current In-House Analyses

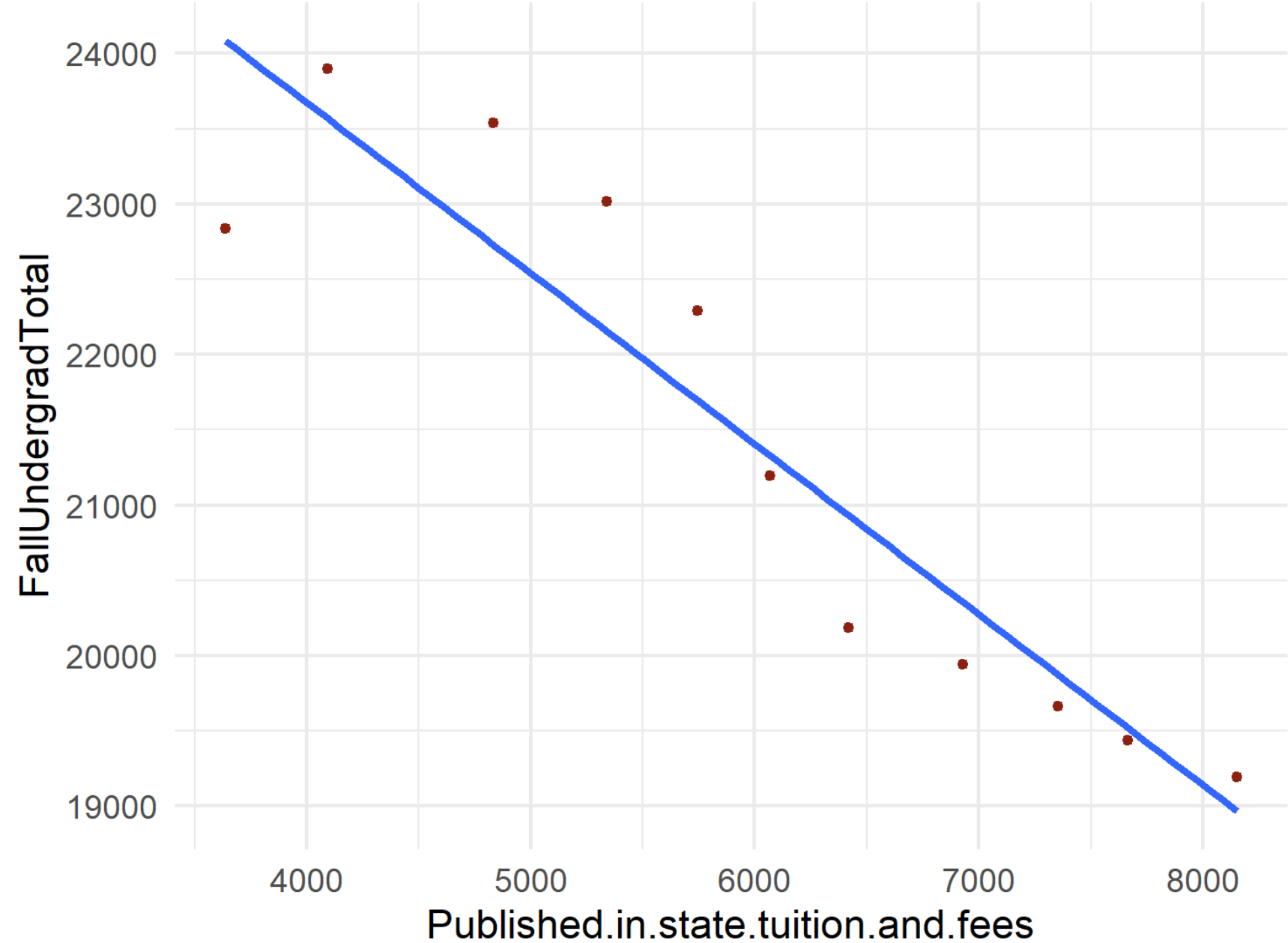
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Studying the Relationship between Enrollment and Tuition

IPEDs data AY 2009-10 through 2019 - 2020

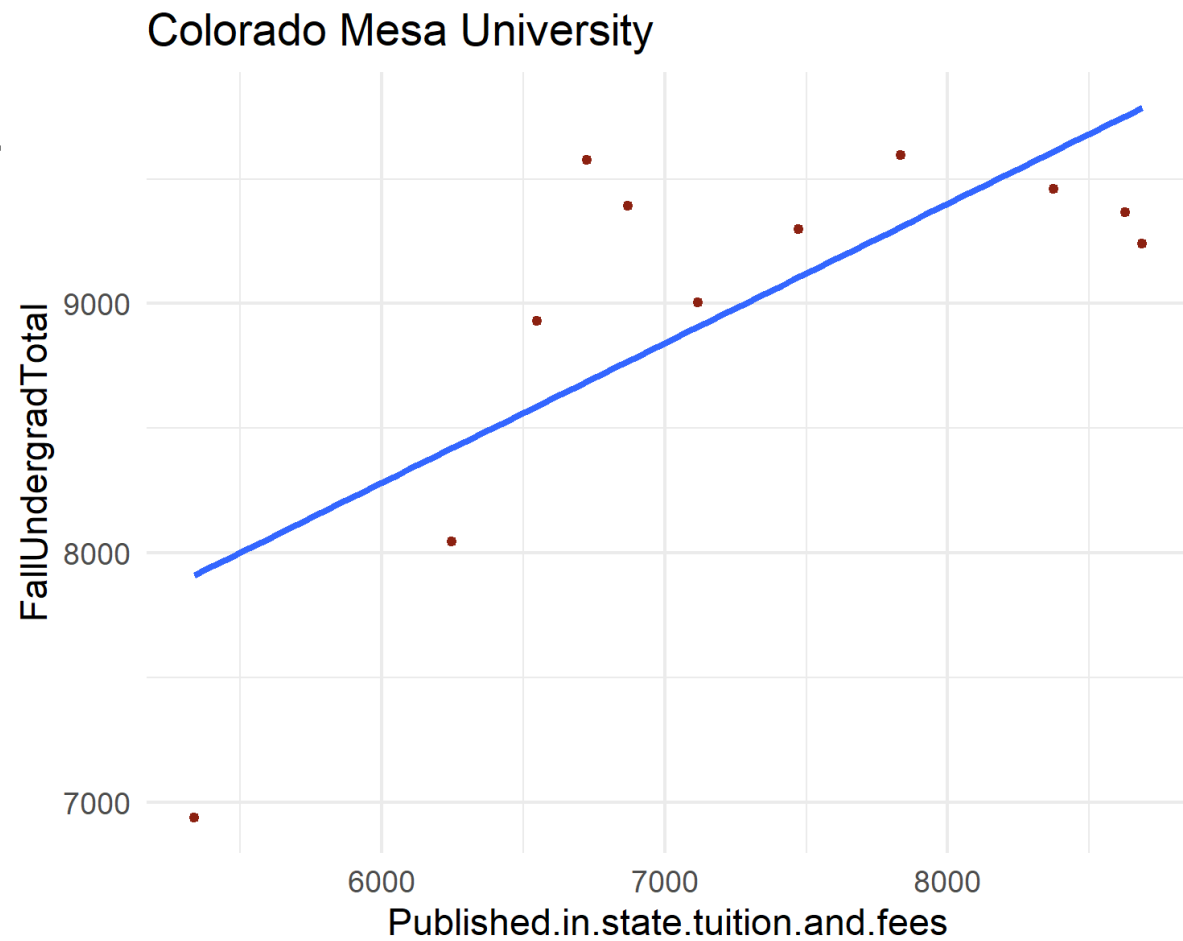
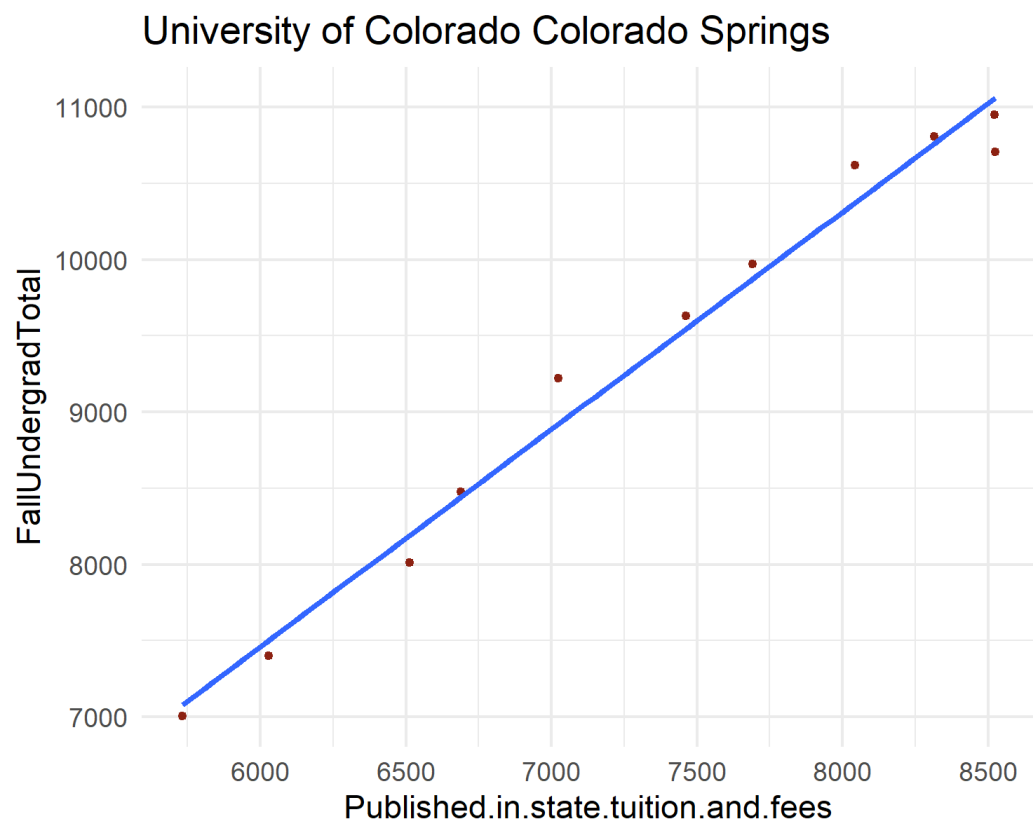
- Fall undergraduate enrollment
- Full-time tuition and fees

# Metropolitan State University of Denver

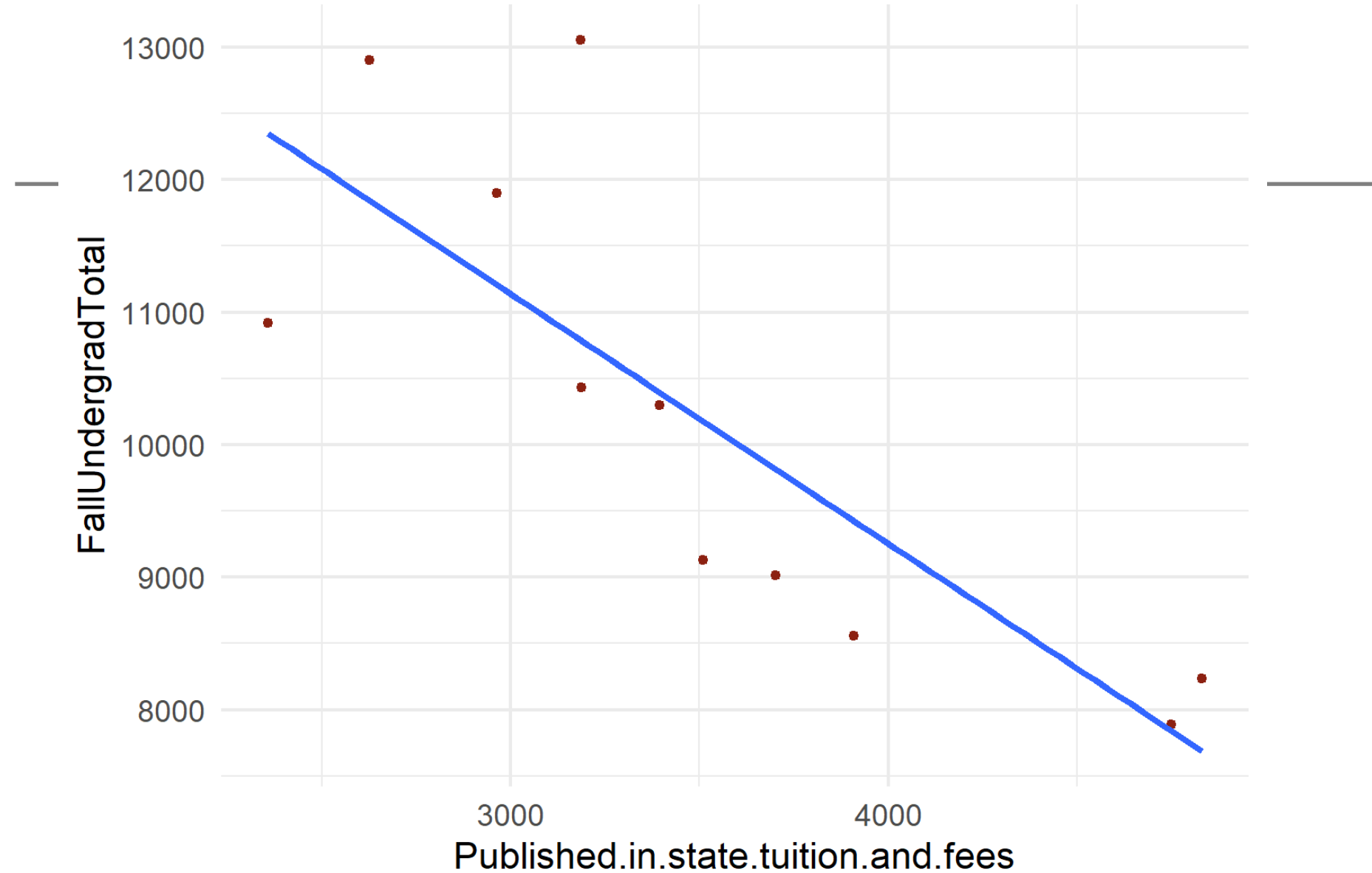


# Peer Group: Colorado Public Institutions

UnitID	InstitutionName	Regression Coefficient for Tuition & Fees Relative to Fall UG Enrollment	
			Coefficient x 1,000
126580	University of Colorado Colorado Springs	1.426	1,426
126562	University of Colorado Denver/Anschutz M	1.125	1,125
126289	Arapahoe Community College	1.028	1,028
126614	University of Colorado Boulder	0.800	800
126818	Colorado State University-Fort Collins	0.635	635
126863	Community College of Aurora	0.566	566
127556	Colorado Mesa University	0.560	560
127820	Pikes Peak Community College	0.297	297
126775	Colorado School of Mines	0.207	207
128391	Western Colorado University	0.121	121
126711	Colorado Mountain College	-0.069	(69)
127741	University of Northern Colorado	-0.088	(88)
126182	Adams State University	-0.110	(110)
127185	Fort Lewis College	-0.137	(137)
128258	Trinidad State Junior College	-0.139	(139)
127389	Lamar Community College	-0.145	(145)
126748	Colorado Northwestern Community College	-0.148	(148)
128106	Colorado State University-Pueblo	-0.169	(169)
127732	Northeastern Junior College	-0.337	(337)
127778	Otero Junior College	-0.356	(356)
127884	Pueblo Community College	-0.436	(436)
127617	Morgan Community College	-0.499	(499)
127200	Front Range Community College	-0.503	(503)
126207	Aims Community College	-1.089	(1,089)
127565	Metropolitan State University of Denver	-1.133	(1,133)
127909	Red Rocks Community College	-1.389	(1,389)
126942	Community College of Denver	-1.883	(1,883)



# Community College of Denver



# Hanover Finance

## Peers Group

UnitID	InstitutionName	Regression Coefficient for Tuition & Fees Relative to Fall UG Enrollment	
			Coefficient x 1,000
229027	The University of Texas at San Antonio	1.278	1,278
110574	California State University-East Bay	1.047	1,047
198464	East Carolina University	0.698	698
166638	University of Massachusetts-Boston	0.341	341
181394	University of Nebraska at Omaha	0.336	336
156125	Wichita State University	0.279	279
190600	CUNY John Jay College of Criminal Justice	0.014	14
220862	University of Memphis	-0.033	(33)
157951	Western Kentucky University	-0.335	(335)
151111	Indiana University-Purdue University-Indianapolis	-0.454	(454)
127565	Metropolitan State University of Denver	-1.133	(1,133)

[illegible]

# Survey of Non-Enrolling Students (March 2018)

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## Key Findings: College Decision Factors

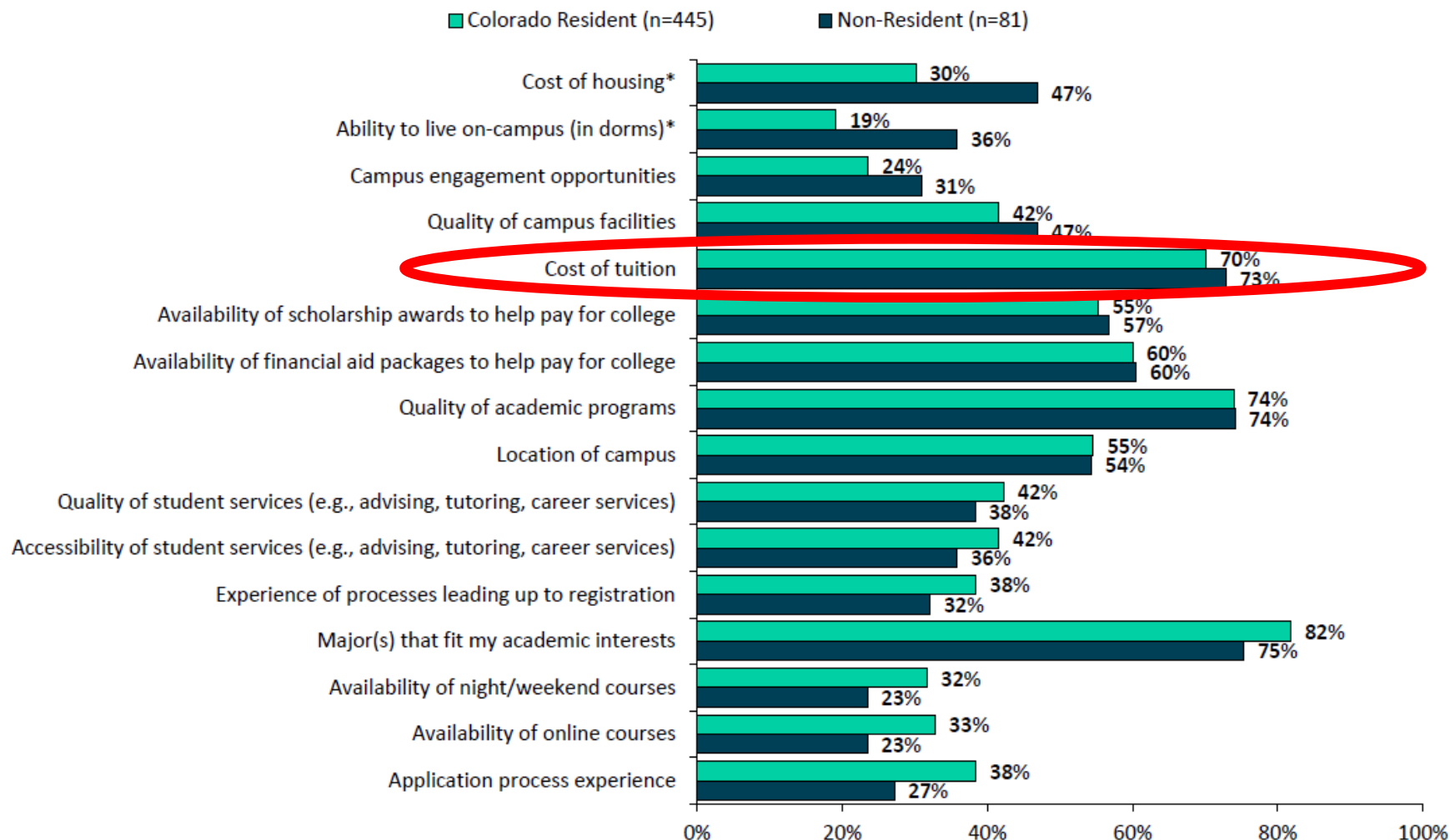
- Out-of-state applicants are more likely to cite financial considerations in their decision not to enroll at MSU Denver. Nearly four-in-ten non-residents say they cannot afford to attend MSU Denver (38%), whereas 17% of Colorado residents say the same. Likewise, 20% of non-residents say the tuition is too high compared to only 11% of Colorado residents ([Slide 32](#)). The cost of tuition at MSU Denver is also less often perceived by non-residents than residents as “good” or “excellent” (42% vs. 65%) ([Slide 35](#)).

# Survey Population

 <a href="#">Return to Table of Contents</a>		Colorado Residency			
		In-state		Out-of-state	
		Count	Column %	Count	Column %
Which of the following best describes your current education status?					
Sample Size		457		86	
I am currently enrolled at an institution other than MSU Denver		308	67%	61	71%
I am not currently attending college		149	33%	25	29%

# Factors Influencing Choice of College, by Residency

How influential were the following factors in your college decision-making process?  
(% of respondents who said very or extremely influential)



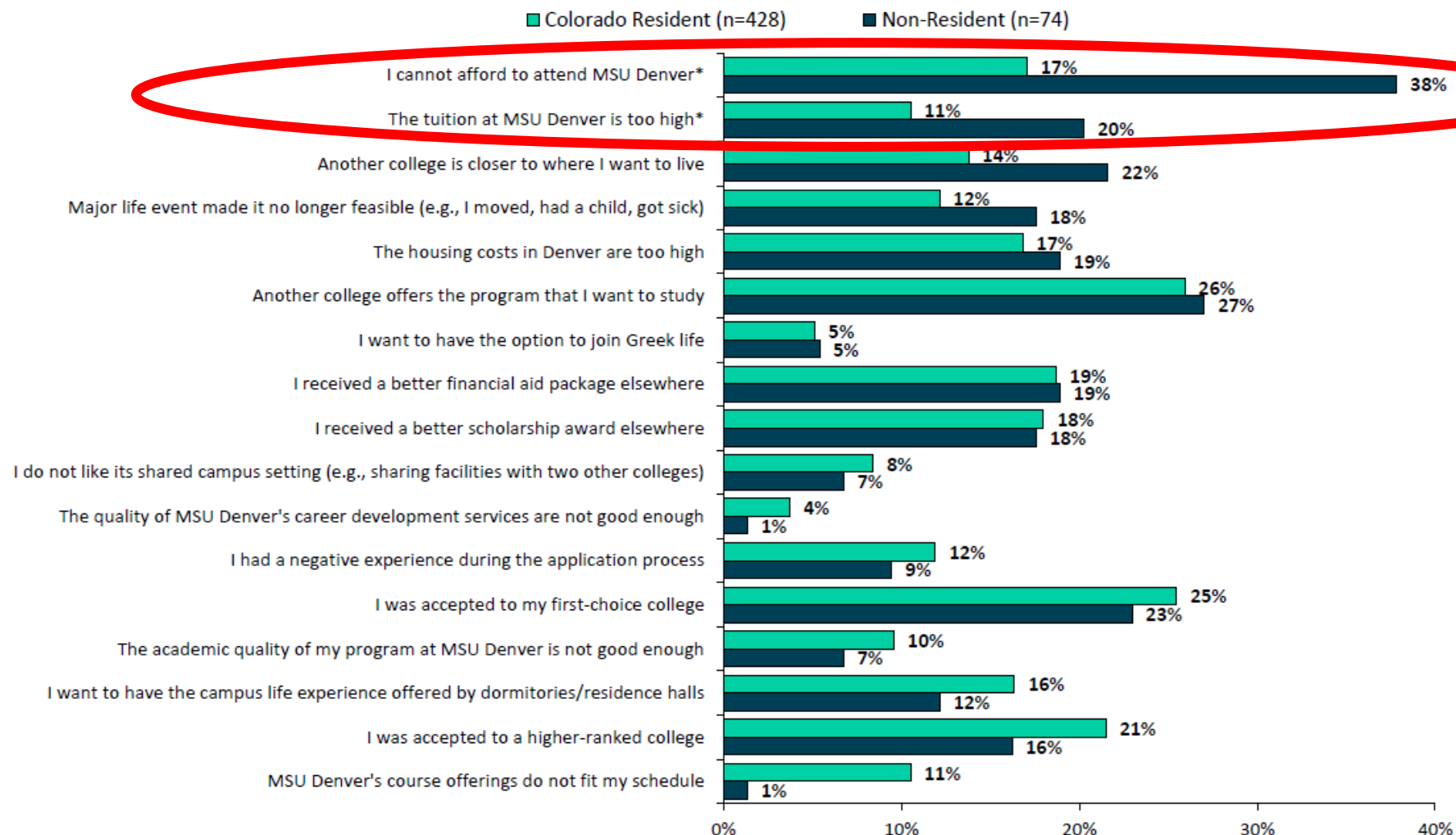
# Reason(s) for Not Enrolling at MSU Denver

Why did you decide not to enroll at MSU Denver? (n=502)



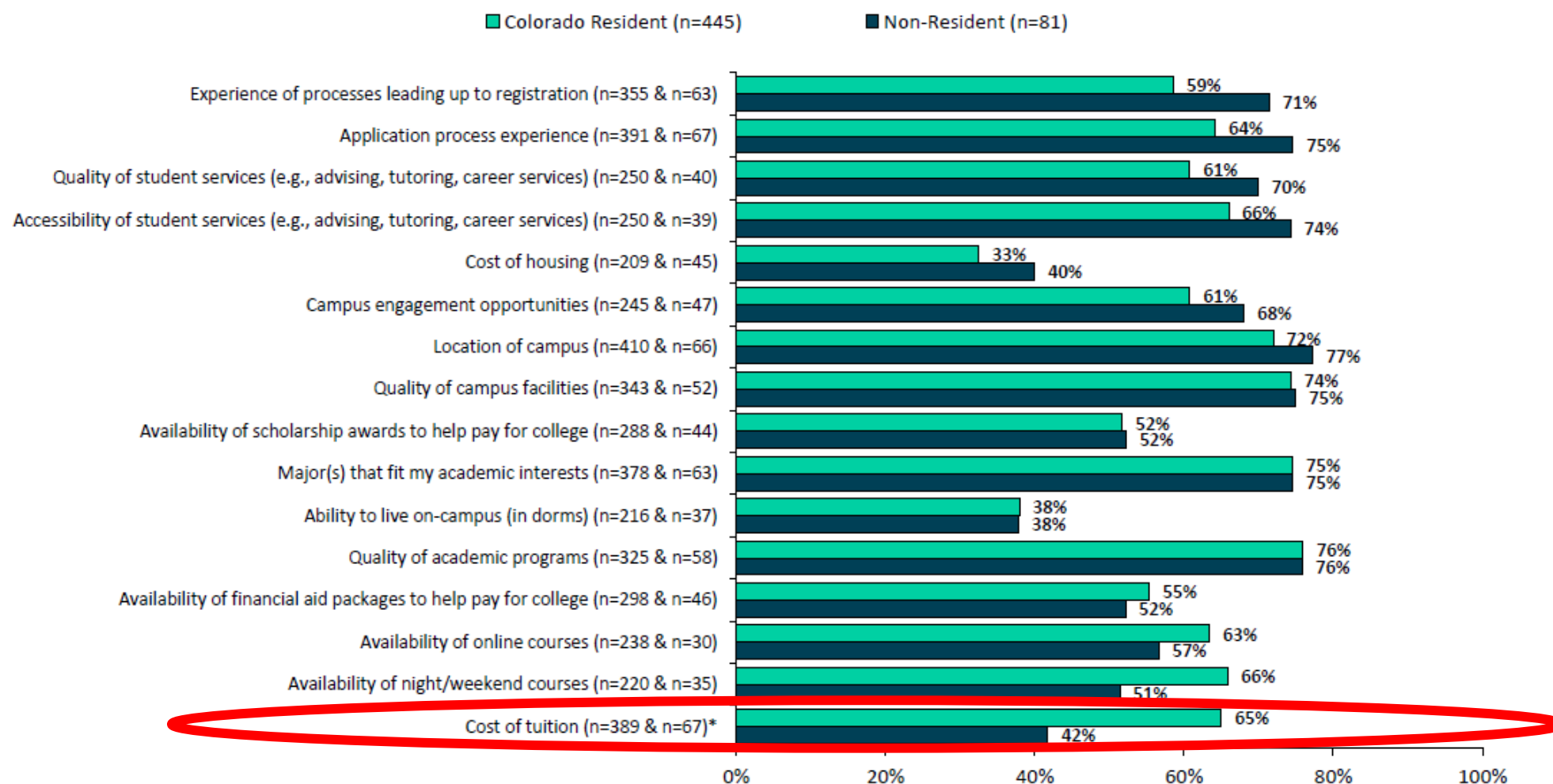
# Reason(s) for Not Enrolling at MSU Denver, by Residency

## Why did you decide not to enroll at MSU Denver?



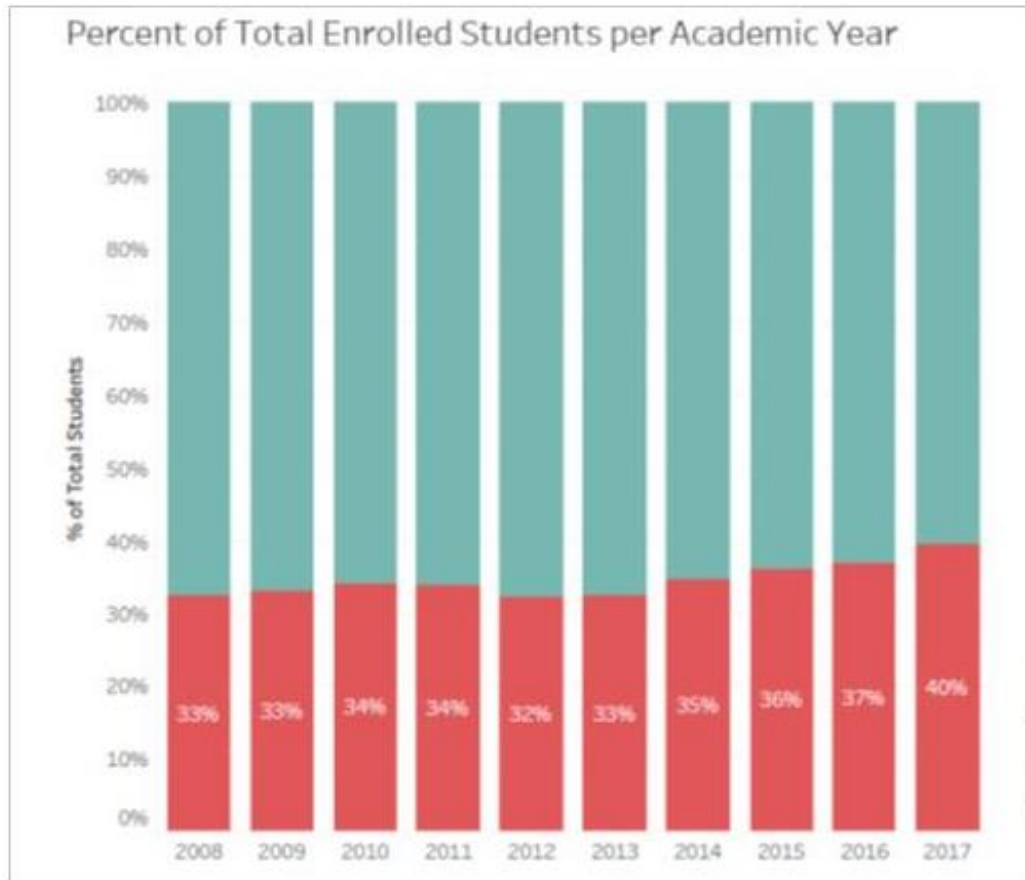
# Perceptions of MSU Denver, by Residency

How do you perceive MSU Denver in the following areas?  
(% of respondents who said good or excellent)



# Students within the tuition window

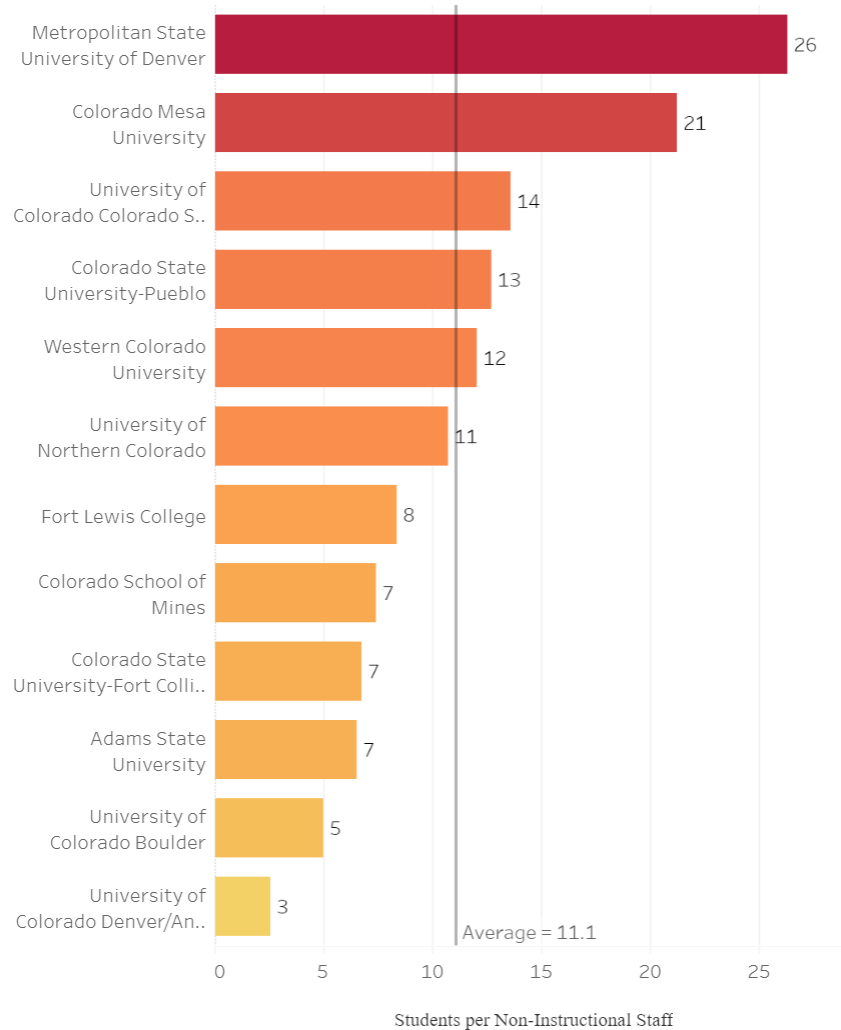
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Total Credit Hours Registered	Fall 2018		Fall 2019		Fall 2020	
	Count	Percentage	Count	Percentage	Count	Percentage
0	29	0.15%	46	0.24%	52	0.29%
1-11	6,558	34.05%	6,626	35.03%	6,541	36.87%
12	4,666	24.23%	4,906	25.93%	4,654	26.23%
13-18	7,939	41.22%	7,286	38.52%	6,436	36.27%
19+	66	0.34%	53	0.28%	60	0.34%
Total	19,258	100.00%	18,917	100.00%	17,743	100.00%

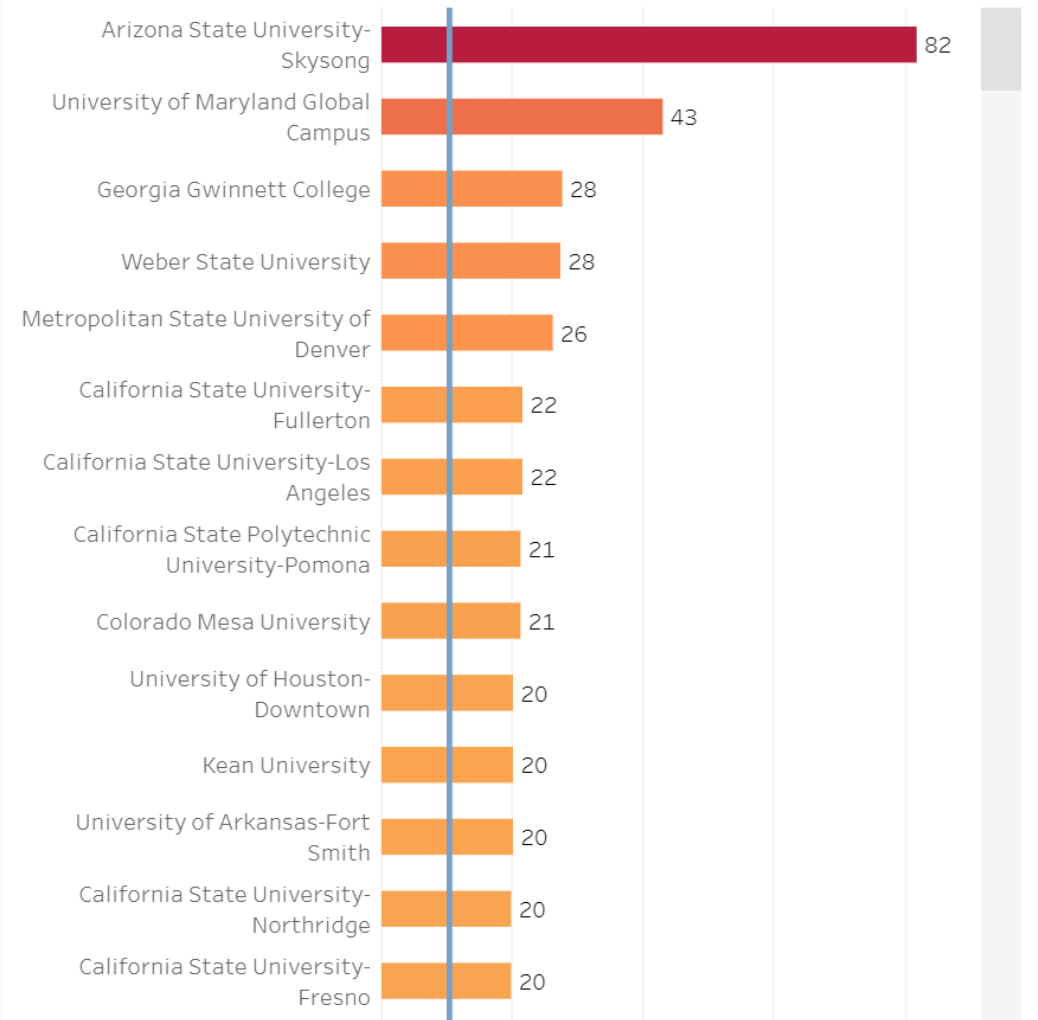
## Ratio of Undergraduate Students per Non-Instructional Staff for Public Universities & Colleges in Colorado, 2018

Source: NCES IPEDS. Ratio calculated as the total Fall semester undergraduate headcount divided by the non-instructional staff. Non-instructional staff = grand total of all staff minus instructional staff. Data retrieved by the Business Intelligence Unit at MSU Denver



## Undergrads per Non-Instructional Staff

Source: NCES IPEDS. Ratio calculated as the total Fall semester undergraduate headcount divided by the non-instructional staff. Non-instructional staff = grand total of all staff minus instructional staff. Data retrieved by the Business Intelligence Unit at MSU Denver. Based on US, Title IV participating, public 4 year or above universities that are degree-granting primarily at the baccalaureate or above level. Limited to those institutions that have at least some first-time full-time undergraduates and that are not completely distance education programs. Limited to those that have "urbanization" at the levels of City or Suburb.



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**Q & A**

# Back pocket slide

## Elasticity

InstitutionName	Urbanization_desc	Year	Published in-state tuition and fees	FallUndergr	Elasticity	%CH_enrol	%CH_tuition
Metropolitan State University of Denver	City: Large	2019-2020	8,151	19,194	-0.50103	-1.3%	6.1%
Metropolitan State University of Denver	City: Large	2018-2019	7,666	19,437	-0.7293	-1.2%	4.2%
Metropolitan State University of Denver	City: Large	2017-2018	7,352	19,666	-0.64929	-1.4%	5.9%
Metropolitan State University of Denver	City: Large	2016-2017	6,930	19,940	-0.48235	-1.2%	7.6%
Metropolitan State University of Denver	City: Large	2015-2016	6,420	20,186	-2.88571	-4.9%	5.6%
Metropolitan State University of Denver	City: Large	2014-2015	6,070	21,196	-3.35276	-5.0%	5.5%
Metropolitan State University of Denver	City: Large	2013-2014	5,744	22,289	-1.81141	-3.2%	7.3%
Metropolitan State University of Denver	City: Large	2012-2013	5,341	23,019	-1.02367	-2.2%	10.0%
Metropolitan State University of Denver	City: Large	2011-2012	4,834	23,538	-0.48988	-1.5%	16.6%
Metropolitan State University of Denver	City: Large	2010-2011	4,093	23,901	2.343612	4.6%	11.7%
Metropolitan State University of Denver	City: Large	2009-2010	3,639	22,837			