Educationonomics

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2013

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68% of all high school graduates head to college within a year of graduating, up from 58% a generation ago.

Source: US Dept of Education, NCES
Forces of Disruption

Demographic Disruption

Economic Disruption

Cultural Disruption

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Demographic Disruption

Composition

Competition
Bienvenido al futuro de los Estados Unidos

2010 High School Graduates

- White: 61%
- Hispanic: 17%
- Black: 15%
- Asian: 6%
- American Indian: 1%

2020 High School Graduates

- White: 55%
- Hispanic: 23%
- Black: 14%
- Asian: 7%
- American Indian: 1%

Source: WICHE
Median Income, Families with Children Aged 6 to 17, 2011

White: $76,527
Black: $38,310
Asian: $75,257
Hispanic: $40,645

Source: US Census Bureau, CPS, Table FINC-03, 2012
Demographic Forecast

Projected Change in High School Graduates
2012 to 2020

Source: WICHE

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The Temple of their Familiar

Distance from Home to College
All New Entering Students at Four-Year Colleges, Fall 2012

- 54% less than 100 miles
- 32% 100 to 500 miles
- 14% more than 500 miles

Source: UCLA, HERI

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The Illusion of Demand

Percent of New College Students Applying to at least Five Colleges

- 24% in 1990
- 31% in 2000
- 50% in 2012

Source: UCLA, HERI
Family Income – not better

Real median family income, 2011 dollars

Source: US Census Bureau, CPS, 2012

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**Family Saving Practice**

Only 4 in 10 American families indicate that they regularly save.

Source: Federal Reserve Board, *Survey of Consumer Finances*

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Price Squeeze

Total Cost of Attendance as a Percent of Family Income by Income Quintile, 2000 and 2011

Sources: US Census Bureau, US Department of Education

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Financial Aid Culture

Public Four-Year Colleges
2009-10

82% receive financial aid
67% receive grants or scholarships
50% borrow

Private Four-Year Colleges
2009-10

89% receive financial aid
84% receive grants or scholarships
63% borrow

Cultural Disruption

Commoditization

Massification

Regulation

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Commodity n.

A good or service whose wide availability typically leads to smaller profit margins and diminishes the importance of factors (such as brand name) other than price.

Source: Merriam-Webster OnLine
Fit and Composition in a New Market
Educationomics!

Know Thyself

Value is King

Seed the Future

Fiscal Reconciliation

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Decision Cube
He is the best who, when making his plans, fears and reflects on everything that can happen to him, but in the moment of action is bold.

Herodotus
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