



The Economic Story of California: How CIRP Data Can Inform Policy



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Purpose of Presentation



- **The creation of human capital is a major driver for economic growth.**
- **Knowing the implications of college choices can assist decision makers (e.g., legislators, college administrators, etc.) seeking to understand the impact on the State of who goes where to college.**



Purpose of presentation



- **Recent data shows that more high school graduates than ever are leaving the State to attend college and we wanted to explore this phenomenon.**
 - For example, Boise State saw its freshmen enrollment from California rise tenfold during the last decade.
 - Arizona State doubled its enrollment of freshmen from California.
 - The University of Oregon has quadrupled it, with freshman enrollment from California growing from 280 in 2000 to 1,100 in 2010.



Background Data



- According to a recent report from the Public Policy Institute of California (2012)...
 - California needs 158,400 more college graduates a year through 2025 to meet future demands for highly skilled labor.
- By 2025...
 - It is projected that only 32% of the State's working-age adults will have a college degree, yet the latest economic projections indicate that two of every five jobs—41% will require a college degree.

What Happens After Graduation?



- **Research suggests:**
 - State residents that attend college in state are likely to stay in state after graduation.
 - State residents that go out-of-state for college are more likely to stay out of state after graduation.
 - Out-of-state college residents are less likely to remain in the state they graduated in after graduation.



Research Design



- Using data from the Cooperative Institutional Research Program (CIRP) Freshman Survey, we examined the characteristics of incoming first-year students at 28 California colleges and universities, looking in particular at significant differences between those coming from out-of-state and those who reside in California.
- We contrasted these groups with California residents that leave the state for higher education.



The Data



- **2012 CIRP Freshman Survey**
 - 192,912 first time full time students at four-year colleges
 - 23,754 CA residents who went to 28 CA four-year colleges
 - 4,896 CA residents that went to 204 out-of-state colleges
 - 4,606 Non-CA residents that came to 28 CA colleges

CA Institution in Database	Control, Type, Selectivity
University of California-Riverside	Public Universities - low
University of California-San Diego	Public Universities - high
University of the Pacific	Private Universities - medium
Biola University	Private Universities - medium
Pepperdine University	Private Universities - high
California Institute of Technology	Private Universities - very high
University of Southern California	Private Universities - very high
California State University-Los Angeles	Public 4yr Colleges - low
California State University-Northridge	Public 4yr Colleges - low
California State University-San Marcos	Public 4yr Colleges - low
Sonoma State University	Public 4yr Colleges - medium
California State Polytechnic University-Pomona	Public 4yr Colleges - high
Art Center College of Design	Private/Nonsectarian 4yr Colleges - medium
Mills College	Private/Nonsectarian 4yr Colleges - high
University of Redlands	Private/Nonsectarian 4yr Colleges - high
Claremont McKenna College	Private/Nonsectarian 4yr Colleges - very high
Harvey Mudd College	Private/Nonsectarian 4yr Colleges - very high
Occidental College	Private/Nonsectarian 4yr Colleges - very high
Scripps College	Private/Nonsectarian 4yr Colleges - very high
Laguna College of Art and Design	Private/Nonsectarian 4yr Colleges - unknown
Holy Names University	Catholic 4yr Colleges - low
Mount St Mary's College	Catholic 4yr Colleges - low
Saint Mary's College of California	Catholic 4yr Colleges - high
Fresno Pacific University	Other Religious 4yr Colleges - very low



Demographics



	CA to CA	CA to Out-of-state	Out-of-state to CA
White			
Asian			
Hispanic			
Black			
Mixed race			



Demographics



	CA to CA	CA to Out-of-state	Out-of-state to CA
White	25%	59%	49%
Asian	25%	11%	25%
Hispanic	30%	7%	6%
Black	3%	3%	4%
Mixed race	15%	19%	14%



Demographics



Miles from Home

	CA to CA	CA to Out-of-state	Out-of-state to CA
<100	74%	3%	12%
100-500	20%	13%	10%
500+	6%	84%	78%



Demographics



Mean SAT/ACT

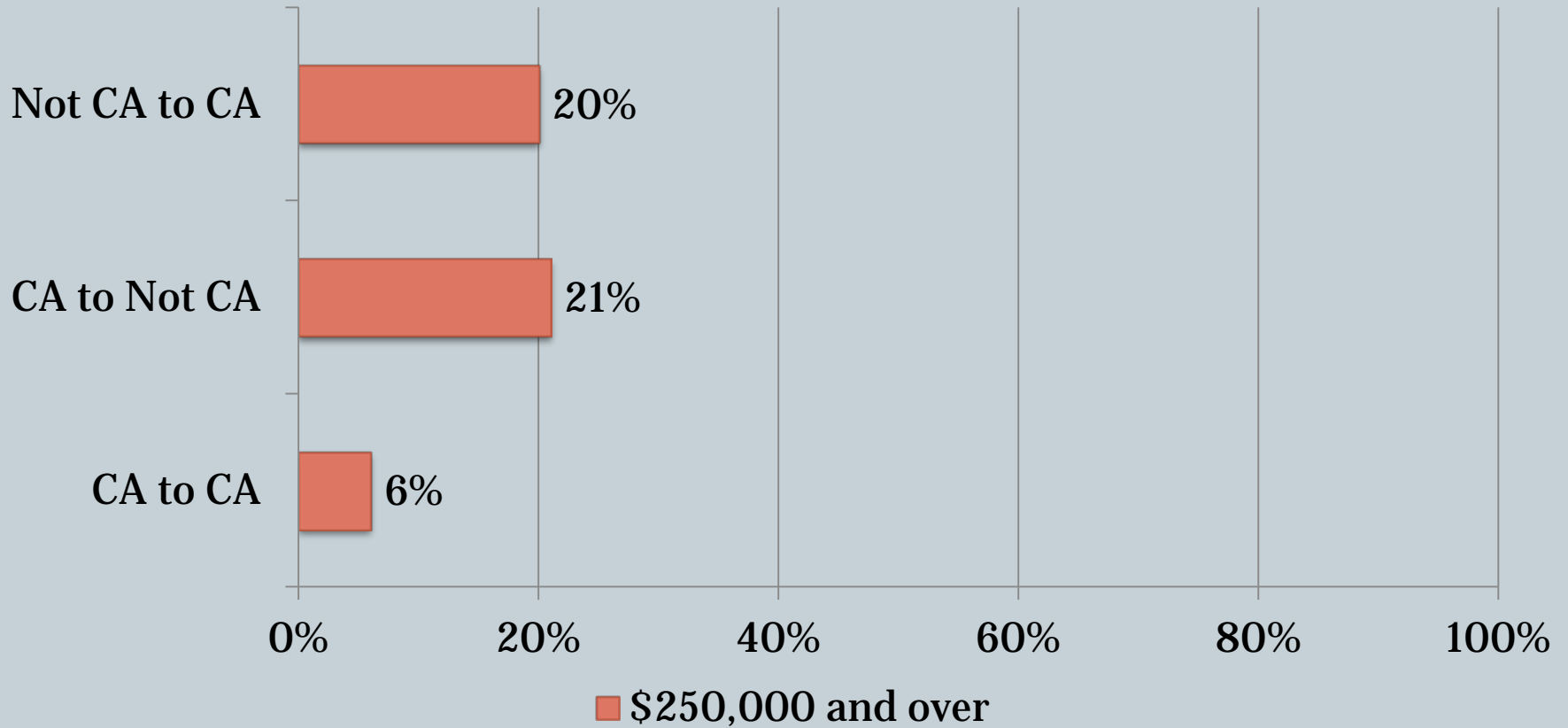
	CA to CA	CA to Out-of-state	Out-of-state to CA
Critical Reading	547	619	650
Writing	571	627	667
Math	554	621	656
ACT	23.6	27.3	28.3



Demographics



\$250,000 and over





Reasons to go to College

(Very important)



	CA to CA	CA to Out-of-state	Out-of-state to CA
To be able to get a better job	88%	81%	82%
To learn more about things that interest me	85%	87%	88%
To get training for a specific career	80%	66%	69%
To gain a general education and appreciation of ideas	76%	77%	79%
To be able to make more money	75%	64%	61%
To prepare myself for graduate/professional school	68%	57%	57%
To make me a more cultured person	54%	61%	64%



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Reasons To Go To College

(Very important)



	CA to CA	CA to Out-of-state	Out-of-state to CA
Academic reputation	58%	66%	74%
Offered aid	45%	49%	44%
Cost	45%	34%	30%
Visit to campus	33%	54%	48%
Social reputation	31%	46%	40%
Percentage that graduate	28%	36%	27%
Live near home	27%	2%	6%
Parents wanted	19%	9%	12%
Rankings	17%	23%	30%
Recruited for athletics	5%	12%	8%



Preparedness for College



CIRP Constructs

	CA to CA	CA to Out-of-state	Out-of-state to CA
Habits of Mind	50.3	52.4	53.2
Pluralistic Orientation	50.5	51.6	51.9
Likelihood of Involvement	50.1	51.7	52.7



Expectations



	CA to CA	CA to Out-of-state	Out-of-state to CA
Be satisfied with college	55%	66%	69%
Discuss course content with others outside of class	55%	62%	70%
Get tutoring help	41%	36%	33%
Study abroad	32%	52%	50%
Transfer before graduation	8%	4%	4%



Values



	CA to CA	CA to Out-of-state	Out-of-state to CA
Be very well off financially	84%	75%	74%
Improve understanding of other cultures	56%	64%	68%
Be successful in a business of my own	47%	41%	46%
Keep up to date with political affairs	35%	45%	43%



Majors



	CA to CA	CA to Out-of-state	Out-of-state to CA
Engineering	13%	8%	11%
Business	12%	9%	6%
Health Professions	12%	9%	6%



Prospective Career



	CA to CA	CA to Out-of-state	Out-of-state to CA
Business	13%	15%	17%
Engineering	11%	7%	9%
Artist	7%	9%	11%



Student View: How Many Years to Graduate?



	CA to CA	CA to Out-of-state	Out-of-state to CA
4	81%	93%	90%
5	13%	4%	5%



Implications of data



- **Any action to bolster the State's economy is a benefit.**
 - This is true for California as well as all the other states.
- **In the case of higher education...**
 - More students staying in California for college means more tuition money for our institutions and potentially more tax revenue if the graduates are retained in the State. But...
- **Students from California that stay in California for college think it will take them longer to graduate than the other two categories we examined for this study.**
 - There is a direct economic impact of this trend.



Implications of data continued



- **California is exporting some of its best and brightest, but also does a good job recruiting talented students. Unfortunately, recruited students tend to leave a state after graduation.**
- **Students from lower socio-economic-status stay in-State at a higher rate compared to students from a higher socio-economic-status.**



Implications of data continued



- **California students at a California institution intend to major in engineering at a higher rate than the other two categories examined for this study.**
 - This has the potential for a positive economic impact on the State's knowledge economy.
- **California Hispanic students are better served at California institutions than the other two categories examined for this study.**
- **All three categories examined for this study need to do a better job attracting Black students.**



Conclusions



- **California has one of the highest incarceration rates in the country, but the way funding is structured in the State may need a revision.**



Conclusions



- **Funding allocation and how it is done in California is an issue for the State.**
 - Funding for both institutions and prisons come from the same California General Fund, so prisons and universities are actually in competition with each other.
 - According to research by California Common Sense, California's higher education received 13% less state funding in 2011 than it did in 1980, while funding for prisons expanded 436% during the same period.



Conclusions



- **Divesting in education impacts existing students and if California is not investing in higher education, students are at risk of not attending at all or going out-of-state if given the necessary economic incentives.**
- **If these trends continue (e.g., CA students leaving the State), California could fall short of college degree holders of what it needs to drive its economy by 2025.**



Next Steps for Future Research



- **A similar data analysis could be replicated in other states, since the CIRP Freshman Survey is widely distributed across the country.**
- **Additionally, future research could include:**
 - Match with CIRP's Senior Senior.
 - Explore the impact of different institution types.



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