

Higher Education in America's Metropolitan Areas

A statistical profile compiled by



ATLANTA REGIONAL COUNCIL
for HIGHER EDUCATION

May 20, 2008

About ARCHE

- Founded 1938
- 19 member colleges and universities, public and private
- Build awareness of size, scope, impact and value of higher education in the Atlanta region
- Bring together institutions in collaborative endeavors
- Work with library affiliates and community partners



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What the Study Shows – and Why

- Measures higher ed capacity of America's 50 largest metro areas: students, degrees, finances
- Offers comparative view of collective college and university resources available to metro areas
- A region can't leverage higher ed strengths to best advantage unless it recognizes what it has
- To encourage government, business and civic leaders nationally to work more closely with their local colleges and universities



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About the Study

- Data from U.S. Department of Education; students are FTE, degrees are Bachelor's and higher
- Measures change from 1989 to 2005 (when data collected); trend analysis prior to '89 difficult, '05 most recent data when study begun
- 50 largest metro areas determined by Census population data in Metropolitan Statistical Areas (MSAs) and Metropolitan Divisions (MDs)
- Fourth edition of study conducted by ARCHE



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Key National Findings

America's 50 largest metro areas account for:

- 50% of all students attending college in U.S. (FTE)
- 51% of all degrees awarded in nation (Bachelor's+)
- 54% of all spending by U.S. higher ed institutions
- 64% of all higher ed research spending



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Another key finding:

By any measure,
Atlanta is a national leader
in higher education.

In the U.S., Atlanta Ranks...

- 7th in college students enrolled
(176,171 FTEs)
- 3rd in African American students enrolled
(47,548 FTEs)
- 7th in academic degrees awarded
(35,802 Bachelor's and higher)
- 5th in university research
(\$1.01 billion)



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Atlanta Ranks in the Top 10

Total Enrollment

Students of Color

African-American Students

Total Degrees Awarded

Degrees in 14 academic fields –

- Biological / Biomedical Sciences
- Health Professions/Clinical Sci's
- Computer / Information Sciences
- Engineering / Engineering Tech
- Mathematics / Statistics
- Physical Sciences
- Architecture

- Business / Management / Marketing

- Communication / Journalism & Tech

- Education

- English Language / Literature

- Foreign Languages / Literature

- Theology / Religious Vocations

- Visual / Performing Arts

Total Higher Ed Expenditures

Research Expenditures

Federal Approps, Grants / Contracts

Faculty and Staff Employees

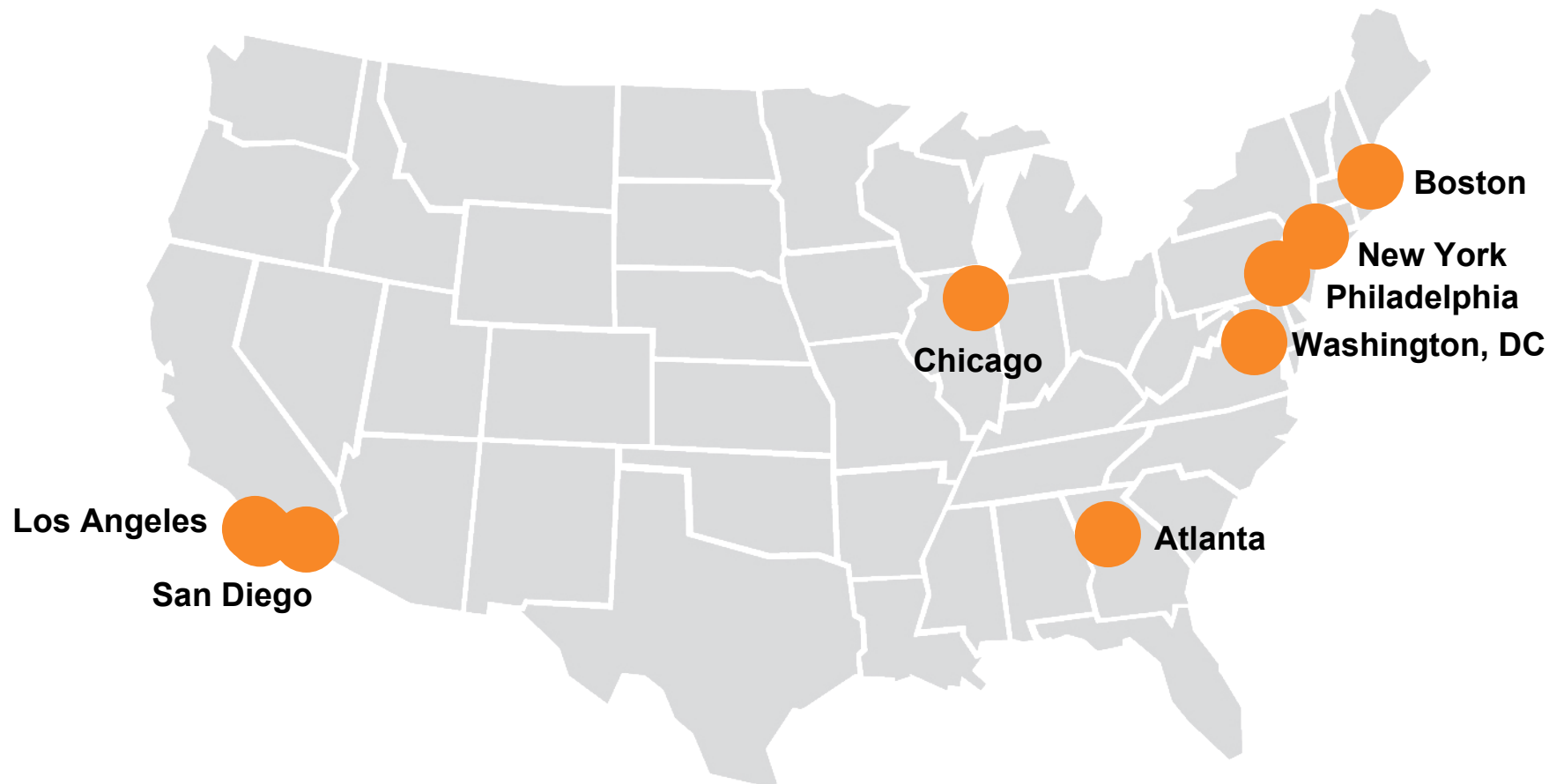


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Students Enrolled: Top Centers 1989-2005



Metro areas with 100,000+ FTE students in Fall 1989, among top nine metros in Fall 2005.



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Enrollment Growth Rate: Atlanta Leads Top Higher Ed Centers

| Metropolitan Area | 1989 Enrollment | 2005 Enrollment | % Change 89-05 |
|---|-----------------|-----------------|----------------|
| 1 Atlanta-Sandy Springs-Marietta, GA (MSA) | 108,760 | 176,171 | 62% |
| 2 San Diego-Carlsbad-San Marcos, CA (MSA) | 113,999 | 161,021 | 41% |
| 3 Los Angeles-Long Beach-Glendale, CA (MD) | 307,854 | 413,857 | 34% |
| 4 New York-White Plains-Wayne, NY-NJ (MD) | 336,245 | 448,161 | 33% |
| 5 Washington-Arlington-Alexandria, DC-VA-MD-WV (MD) | 141,101 | 185,090 | 31% |
| 6 Philadelphia, PA (MD) | 149,386 | 188,367 | 26% |
| 7 Chicago-Naperville-Joliet, IL (MD) | 276,089 | 341,192 | 24% |
| 8 Boston-Quincy, MA (MD) and Cambridge-Newton-Framingham, MA (MD) | 190,422 | 211,754 | 11% |

Metro areas with 100,000+ FTE students in Fall 1989, to Fall 2005.



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African American Enrollment Growth

- 118% increase in African American students attending Atlanta-area colleges and universities
- Atlanta #1 in nation for increase in number of African Americans enrolled
- Atlanta ranks 3rd in African American students

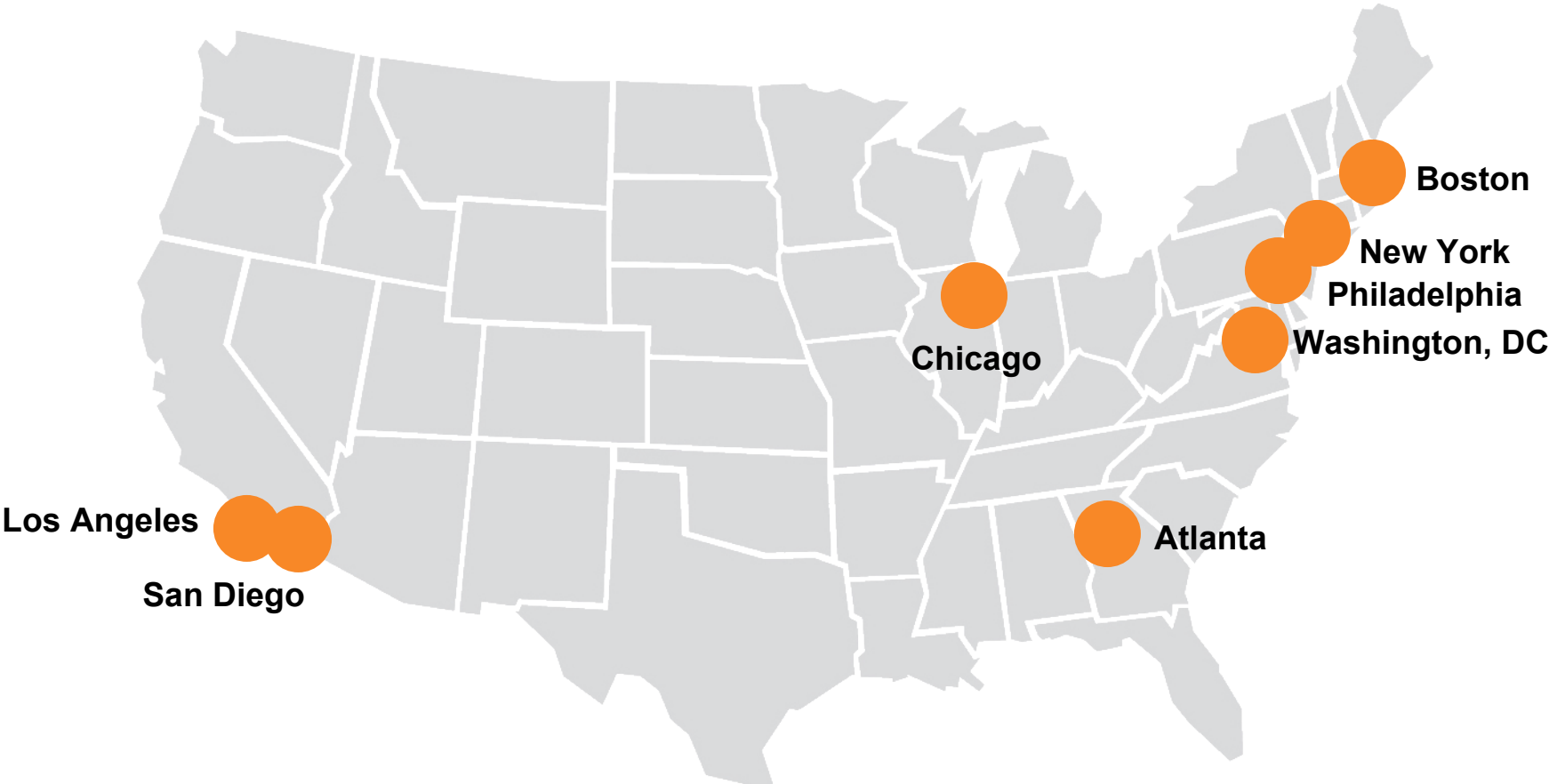


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Degrees Awarded: Top Centers 1989-2005



Metro areas with 15,000+ Bachelor's degrees and higher in 1988-89, still top eight in 2004-05.

Degree Growth Rate: Atlanta #2 Among Top Higher Ed Centers

| Metropolitan Area | 1989 Degrees Awarded | 2005 Degrees Awarded | % Change 89-05 |
|--|----------------------|----------------------|----------------|
| 1 San Diego-Carlsbad-San Marcos, CA (MSA) | 15,308 | 30,175 | 97% |
| 2 Atlanta-Sandy Springs-Marietta, GA (MSA) | 20,501 | 35,802 | 75% |
| 3 New York-White Plains-Wayne, NY-NJ (MD) | 58,280 | 97,166 | 67% |
| 4 Washington-Arlington-Alexandria, DC-VA-MD-WV (MD) | 28,815 | 46,330 | 61% |
| 5 Chicago-Naperville-Joliet, IL (MD) | 42,683 | 66,701 | 56% |
| 6 Philadelphia, PA (MD) | 28,383 | 43,134 | 52% |
| 7 Los Angeles-Long Beach-Glendale, CA (MD) | 45,578 | 68,478 | 50% |
| 8 Boston-Quincy, MA (MD) and Cambridge-Newton-Framingham, MA (MD) | 42,060 | 57,195 | 36% |

Metro areas with 15,000+ Bachelor's degrees and higher in 1988-89, to 2004-05.



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Key Industries Benefit from Atlanta's College Grad Boom

Atlanta among 50 largest U.S. metro areas, 1989-2005

| Degree field | Increase in # of degrees | Change in rank |
|------------------------------------|--------------------------|----------------|
| Engineering / related technologies | #1 | 6th to 3rd |
| Biological / biomedical sciences | #2 | 13th to 7th |
| Computer / information sciences | #3 | 8th to 5th |
| Foreign languages | #4 | 10th to 7th |
| Business / management / marketing | #6 | 7th to 7th |

All metro areas, Bachelor's degrees and higher, 1988-89 to 2004-05.



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Enrollment, Degree Growth Outpace Population Growth

| | 1989-2005 |
|--------------------------------------|-----------|
| Atlanta-area population | +55% |
| Atlanta-area college enrollment | +62% |
| Atlanta-area college degrees awarded | +75% |

FTE students, Fall 1989-Fall 2005. Bachelor's degrees and higher, 1988-89 to 2004-05.



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Higher Ed Research Spending: Atlanta One of Five Over \$1 Billion

| | Metropolitan Area | 2005 Research Expenditures |
|---|--|----------------------------------|
| 1 | Boston-Quincy, MA (MD) and Cambridge-Newton-Framingham, MA (MD) | \$2,023,687,549 |
| 2 | New York-White Plains-Wayne, NY-NJ (MD) | \$1,419,605,026 |
| 3 | Baltimore-Towson, MD (MSA) | \$1,133,897,093 |
| 4 | Los Angeles-Long Beach-Glendale, CA (MD) | \$1,085,398,692 |
| 5 | Atlanta-Sandy Springs-Marietta, GA (MSA) | \$1,013,743,433 |

FY 2005. Prior year comparisons not accurate due to changes in accounting / reporting.



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Atlanta Higher Ed: Economic Powerhouse

| | | Rank in U.S. |
|---------------------------------|---------------|--------------|
| Direct institutional spending | \$6 billion | 8th |
| Federal funds into GA economy | \$983 million | 10th |
| Jobs at colleges / universities | 55,348 | 7th |

Dollars from FY 2005. Employees from Fall 2005, excludes most hospital and student employees. Federal funds include appropriations, grants and contracts.



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Thanks to Study Sponsors

Georgia Power Foundation

Metro Atlanta Chamber of Commerce

Robert W. Woodruff Foundation



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More on the study www.atlantahighered.org


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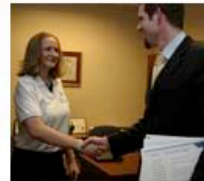
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higher education.

March 19, 2008

It's a Sales Competition! It's a Career Fair!

Last week, top marketing and sales students from more than 50 universities came to **Kennesaw State University** for the [National Collegiate Sales Competition](#) to test their skills in one-on-one sales call challenges. All 166 students interviewed for jobs among 50 corporate sponsors, and almost every student received a [job offer or second interview](#). A student from **University of Georgia** won second runner up, a **Kennesaw State** student made it to the semifinals, and a **Georgia State** student made the quarterfinals.



Tax Help From Smart Students



Twenty-five **Brenau University** business students are volunteering their time to help create a Center for Family Prosperity in Gainesville that will relieve working families from financial distress through tax return help.

Brenau students will market the program and serve as volunteer tax preparers. [More >](#)

Other area colleges helping citizens prepare for the tax deadline:

> At **Clayton State University**, students in the accounting club provide free [volunteer tax preparation assistance](#).

> Law students at **Georgia State University's Tax Clinic** have helped thousands of low-income Georgians resolve IRS disputes since 1992.

> **Agnes Scott College** will provide free [tax assistance for eligible employees](#).

COLLABORATIONS

Emory is partnering with Atlanta Public Schools and Nanjing University in China to establish the Confucius Institute in Atlanta. The Institute will offer Chinese language and culture classes for Atlanta business leaders, teachers and the public. It will also help Atlanta Public Schools develop K-12 Chinese instruction that can be replicated statewide. [More >](#)

NOW YOU KNOW

Morehouse School of Medicine will increase class size by 35 percent over the next three years, moving from a class of 52 to 70 students by 2011 to help address the state's shortage of physicians. The new slots will be