



Faculty Senate

WESTERN KENTUCKY UNIVERSITY

BOWLING GREEN, KENTUCKY 42101

February 23, 1979

To:  
The Faculty, Teaching and Administrative  
Western Kentucky University

Dear Colleagues,

The attached preliminary report was prepared by the Institutional Goals and Planning Committee of the Faculty Senate.

At the February 15 meeting, the Senate voted to distribute the report to all faculty and administrative personnel with the following stipulations:

1. You are invited to study this preliminary report and submit your suggestions for corrections and additions in writing to the Chair of the committee, Mary Ellen Miller, English Department. All written suggestions (except duplications) will become part of the addendum which the committee plans to present to the Senate.
2. A 30-day time limit was set by the Senate. You are, therefore, requested to abide by a deadline of 30 days from your receipt of this report.

As Chair of the Faculty Senate, I ask you with some fervor to read this report carefully, consider the implications of the figures and projections--and consider the implications for your own future--and then to send Senator Miller any additional suggestions you might have concerning the report. As item one (1) indicates, all such suggestions will be included in the final presentation to the Senate and the possible distribution to the full faculty.

Thank you,

A handwritten signature in cursive script that reads "Tom Jones".

Thomas G. Jones, Jr., Chair  
The Faculty Senate

TGJ/jb

# PRELIMINARY REPORT

IGP: 001.1: 2-8-79

## ENROLLMENT PROJECTIONS

- I. POPULATION CHANGES
- II. WESTERN'S ENROLLMENT PROJECTIONS
- III. CONCLUSIONS AND RECOMMENDATIONS



A report prepared by the Faculty  
Senate Institutional Goals and  
Planning Committee

Fred Clark  
Fred McCoy  
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## POPULATION CHANGES

According to a report by James M. Brockway and Michael A. Spar, Kentucky's population will increase from 3,220,711 in 1970 to 5,101,976 in 2020, (HOW MANY KENTUCKIANS: POPULATION FORECASTS, 1970-2020, Urban Studies Center Press, University of Louisville, November, 1977). The same report predicts that the Barren River Area Development District population will increase for the same period from 186,279 to 283,265. Table 1 below is from the same source.

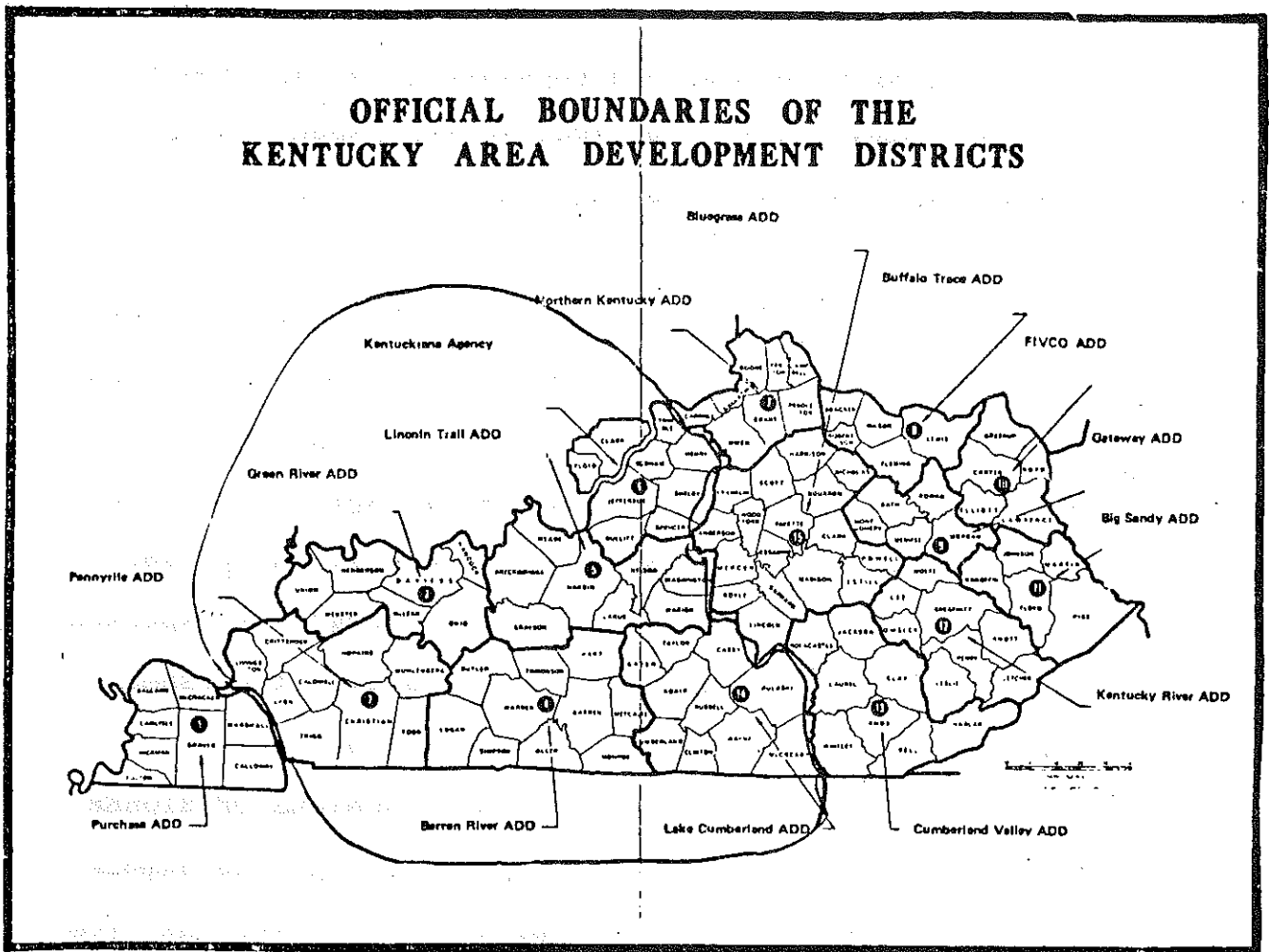
TABLE 1

KENTUCKY'S POPULATION, PERCENTAGE OF TOTAL POPULATION, AND PERCENTAGE CHANGE BY AREA DEVELOPMENT DISTRICT: 1970-2020

Area	1970	Percent	1980	Percent	2000	Percent	2020	Percent	Percent Change 1970-2020
Kentucky	3,220,711	100.0	3,529,445	100.0	4,287,140	100.0	5,101,976	100.0	58.4
Barren River	186,279	5.8	205,070	5.8	242,256	5.7	283,265	5.6	52.1
Big Sandy	134,307	4.2	167,561	4.8	240,970	5.6	318,250	6.2	137.0
Bluegrass	458,333	14.2	525,503	14.9	638,497	14.9	753,058	14.8	64.3
Buffalo Trace	50,384	1.6	51,033	1.5	54,408	1.3	57,453	1.1	14.0
Cumberland Valley	184,502	5.7	216,415	6.1	287,518	6.7	365,363	7.2	98.0
FIVCO	122,077	3.8	128,174	3.6	145,970	3.4	162,907	3.2	33.4
Gateway	55,678	1.7	60,947	1.7	70,604	1.6	81,878	1.6	47.1
Green River	179,613	5.6	190,335	5.4	225,164	5.3	260,494	5.1	45.0
Jefferson	776,578	24.1	809,415	22.9	933,824	21.8	1,041,833	20.4	34.2
Kentucky River	107,245	3.3	125,552	3.5	168,156	3.9	211,628	4.1	97.3
Lake Cumberland	141,071	4.4	164,982	4.7	215,841	5.0	273,336	5.4	93.8
Lincoln Trail	190,042	5.9	188,629	5.3	222,624	5.2	270,596	5.3	42.4
Northern Kentucky	291,031	9.0	299,038	8.5	330,922	7.7	365,693	7.2	25.7
Pennyrile	176,201	5.5	217,683	6.2	306,068	7.1	420,936	8.2	138.9
Purchase	167,370	5.2	179,108	5.1	204,318	4.8	235,286	4.6	40.6

Table 2 on the following page is submitted by T. Jack Eversole, executive director of BRADD. It comes from the Battelle-Columbus study and projects population changes in the 15-19 age group for those area development districts from which Western draws most of its students.

TABLE 2



BATTELLE-COLUMBUS STUDY, 1977

Age Group 15 - 19

	<u>1975</u>	<u>1980</u>	<u>1985</u>
BRADD	18,279	17,406	13,943
GRADD	18,636	17,860	15,296
LCADD	14,458	12,943	10,418
LTADD	19,275	18,229	14,866
PeADD	<u>17,137</u>	<u>16,062</u>	<u>13,836</u>
	87,785	82,500	68,359
Change:	1975-80 -6.1	1980-85 -17.2	1975-85 -22.2
w/KIPDA	<u>83,456</u>	<u>79,740</u>	<u>65,605</u>
	171,241	162,240	133,964
Change:	1975-80 -5.3	1980-85 -17.5	1975-85 -21.8

Kentucky's 18-year-old population is expected to decrease dramatically. By 1985 we can expect to have 16,488 fewer 18-year-olds than in 1975, a decrease of 25%. A report prepared by the American Council on Education projects a decrease that high or higher for only five other states: District of Columbia, Iowa, North Carolina, Rhode Island, and West Virginia.

Kentucky is one of eleven states expected to lose over 20 percent of its 18-year-old population by 1985. It is one of two states (the other is Iowa) not expected to offset the decrease by the in-migration of freshmen students. (American Council on Education).

According to an article in THE CHRONICLE OF HIGHER EDUCATION, "The Census Bureau estimates that the number of 18-year-olds in the U.S. population will decline from 4.2 million in 1980 to 3.4 million in 1990, a decline of 19 percent in 10 years." (September, 1978). The same article points out that experts are not in agreement on whether college enrollment will follow the same pattern. Some believe that older students will enroll in increasing numbers; others believe that college enrollment will drop even more sharply than the 20% decrease in 18-year-old population.

Regardless, Kentucky's projected decrease in 18-year-old population is higher than the national average, and regardless, it looks bad.

PROJECTED ENROLLMENT FOR WESTERN

As you know, Western's 1976-1980 PLANNING REPORT contains enrollment projections for undergraduates and graduates through 1981. The following tables (3 and 4) come from that report.

UNDERGRADUATE ENROLLMENT PROJECTIONS FOR WESTERN KENTUCKY UNIVERSITY

TABLE 3

Year	Freshmen		Sophomores		Juniors		Seniors		TOTAL
	1976	1977	1976	1977	1976	1977	1976	1977	
1976	3,299	3,375	2,673	1,816	1,963	9,647			
1977	3,375	3,405	1,881	2,149	2,060	9,328			
1978	3,405	3,447	1,924	1,512	2,437	9,097			
1979	3,447	3,402	1,941	1,547	1,715	8,588			
1980	3,402	3,408	1,966	1,561	1,754	8,614			
1981	3,408		1,940	1,580	1,770	8,626			
<b>Moderately Low Projection</b>									
1976	3,771	3,857	2,673	1,816	1,963	10,144			
1977	3,857	3,892	2,150	2,149	2,060	10,107			
1978	3,892	3,940	2,199	1,728	2,437	10,138			
1979	3,940	3,888	2,219	1,768	1,960	9,816			
1980	3,888	3,895	2,247	1,784	2,005	9,845			
1981	3,895		2,217	1,806	2,023	9,859			
<b>Moderately High Projection</b>									
1976	4,242	4,339	2,673	1,817	1,963	10,640			
1977	4,339	4,379	2,419	2,149	1,974	10,886			
1978	4,379	4,433	2,474	1,945	2,437	11,131			
1979	4,433	4,375	2,497	1,989	2,205	11,043			
1980	4,375	4,382	2,528	2,007	2,255	11,075			
1981	4,382		2,494	2,032	2,276	11,091			
<b>High Projection</b>									
1976	4,713	4,822	2,673	1,816	1,963	11,136			
1977	4,822	4,865	2,687	2,149	2,060	11,665			
1978	4,865	4,925	2,749	2,161	2,437	12,123			
1979	4,925	4,860	2,774	2,210	2,450	12,270			
1980	4,860	4,869	2,808	2,230	2,506	12,306			
1981	4,869		2,771	2,258	2,529	12,324			

TABLE 4

## GRADUATE ENROLLMENT - Western Kentucky University

	Year	Full-Time	Part-Time	TOTAL
	1973	384	1,974	2,358
	1974	470	2,115	2,585
	1975	519	2,045	2,564
PROJECTION				
High Projection	1976	650	2,200	2,850
	1977	700	2,300	3,000
	1978	750	2,400	3,150
	1979	800	2,500	3,300
	1980	850	2,600	3,450
	1981	900	2,700	3,600
PROJECTION	1976	600	2,100	2,700
	1977	650	2,200	2,850
	1978	700	2,300	3,000
	1979	750	2,400	3,150
	1980	800	2,500	3,300
	1981	850	2,600	3,450
Low Projection	1976	550	2,000	2,550
	1977	600	2,100	2,700
	1978	650	2,200	2,850
	1979	700	2,300	3,000
	1980	750	2,400	3,150
	1981	800	2,500	3,300

As you can tell, even the low projections have proved optimistic. One problem in making these projections, as Curtis Logsdon points out, was the difficulty in assessing the impact on Western of the University of Louisville's changed status and decreased tuition.

In 1973, Dr. Carl Kreisler prepared a demographic study for the Council on Higher Education. The purpose of this

study was "to analyze demographic trends along with the most significant factors influencing future post-secondary enrollment levels in Kentucky. Population projections, based on the best available data are given for the years 1975-2000. College age (lower limit 18-22) populations are projected between the years 1980-2000, for the state of Kentucky and for each county in groups conforming to the area development districts. Enrollment projections based on traditional extrapolation models are included along with enrollment projections based on recent trends of Kentucky high school graduates attending college in Kentucky: a projection of the impact of readmission trends and the impact of out of state enrollment trends are included in this study."

We include Dr. Kreisler's table for the Barren River District.



TABLE 5

Year	Allen	Barren	Butler	Edmonson	Hart	Logan	Metcalfe	Monroe	Simpson	Warren
1980	844	2035	688	627	1109	1660	593	837	1057	4064
1981	837	1920	660	608	1043	1598	559	778	1007	3821
1982	740	1856	608	568	940	1522	539	757	966	3593
1983	737	1783	570	576	850	1455	519	709	913	3438
1984	683	1688	572	578	789	1409	488	694	860	3395
1985	636	1685	583	582	776	1437	447	647	872	3807
1986	648	1707	629	567	801	1422	411	615	899	3983
1987	615	1732	665	545	843	1412	410	577	914	4154
1988	644	1827	696	545	864	1455	422	563	962	4338
1989	657	1851	715	563	879	1492	432	573	993	4410
1990	669	1874	734	580	902	1530	442	585	1020	4493
1991	681	1895	755	597	923	1570	453	596	1048	4594
1992	692	1919	776	615	943	1616	479	609	1076	4706
1993	703	1943	797	631	966	1663	475	618	1101	4830
1994	720	1976	822	651	997	1727	481	628	1136	4995
1995	721	1938	837	696	1018	1848	484	612	1179	5519
1996	730	1951	849	706	1029	1879	486	618	1197	5559
1997	735	1964	859	715	1042	1907	487	624	1215	5592
1998	740	1985	866	726	1052	1934	490	631	1229	5624
1999	744	1991	874	735	1060	1959	491	636	1242	5659
2000	746	1999	882	744	1066	1979	492	636	1256	5703

The figures in Table 5 are population projections for the college age group for our own area development district from which Western draws many of its students. Note that only two of the ten counties reflect a population increase for the next decade.

The following table (from the same report) "represents a set of base enrollment projections for the public institutions in the State of Kentucky. These projections are derived from existing trends and conditions and reflect total head count levels:"

TABLE 6

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1975 -	96,000
1976 -	101,000
1977 -	108,500
1978 -	112,500
1979 -	118,000
1980 -	120,000
1981 -	122,500
1982 -	125,000
1983 -	124,000
1984 -	122,500
1985 -	120,500
1986 -	118,000
1987 -	117,500

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Note that the drop occurs in 1983.

The most significant figures the committee has obtained come also from Dr. Kreisler but are not contained in the report. Based on the model used for total state projections,

the projections for Western are as follow:

1979	9,500
1980	8,950
1981	8,300
1982	7,850
1983	7,460
1984	7,090
1985	6,740
1986	6,410
1987	6,090

Keep in mind that these are FTE projections and that they are for undergraduates only.

If they prove accurate and if we retain the approximate student-faculty ratio we now have, reductions in present faculty might follow the pattern outlined below.

	<u>High Projection</u>	<u>Low Projection</u>
1979	560	560
1980	528	528
1981	490	480
1982	462	450
1983	438	425
1984	418	395
1985	398	380
1986	380	375
1987	360	350

So. All sources agree that Kentucky's 18-year-old population will decline in the next decade by 25% (compared to the national average decline of about 20%). All sources do not agree on whether college enrollment in Kentucky or in any other state will follow the same pattern. Nor do all sources agree on how Western will be affected.

We have our own patterns to examine: the influence of U. of L., to be negative; and the possibility of our significantly raising the percentage of Kentucky high school graduates now going to college, to be positive. That percentage is now only about 36 compared to 65 in Indiana and Ohio.

There are a number of positive steps now being taken at Western and a number of others we and you might recommend and help to implement.

The last part of our report concerns approaches that may help offset or compensate for these predictions.

## CONCLUSIONS AND RECOMMENDATIONS

The raw picture is grim, but if handled right this next decade could be a very exciting period--a chance to grow in quality by reducing teaching load and student-teacher ratio; by expanding our outreach programs; by promoting our weekend college; by developing our program for high school honors students (at present we have only sixteen high school seniors); by reducing our withdrawal rate--341 students withdrew this fall by mid-term.

There are encouraging signs. The national ACT average is declining at a more rapid rate than our own: between 1975 and 1977 the national score dropped from 19.4-18.6; Western's dropped from 17.6 to 17.1. We are not now filling our out-of-state quota. We can logically expect continued growth in our part-time enrollment, our two-year programs, and our foreign student population.

With good management (no: brilliant, innovative management-- we already have good management--), we can hold our own; perhaps we can even grow, but that growth will be non-traditional. Our committee strongly suggests that senators attend the open forum meetings prescribed for the five presidential finalists and ask each candidate his views on enrollment and all related subjects.

Our community college, continuing education and special programs are continuing to grow (Attachment A is a report prepared by Dr. Carl Chelf). With the full cooperation of all departments these programs can provide significant compensation for the decline in FTE.

Our orientation and counseling programs, though good, can be strengthened. We would especially recommend counseling for students planning to withdraw or drop-out. Many of these students are strong academically but some registered for too heavy a load; some have financial problems; some are simply discouraged by personal and family problems.

Our present recruitment policy is quite elaborate, but we need, as Roy Reynolds points out, more direct association with high school teachers. Teachers are better stationed than counselors to spot good potential biology, English, and business majors, etc. We need more involvement of the total university, more on-campus jobs. Mr. Reynolds says that his studies show that there is a strong relationship between having an on-campus job and staying in school.

Some departments have already taken the initiative in recruiting. Biology, according to Mr. Reynolds, is one example. That department has set up a system for getting to know high school biology teachers and has raised money for its own scholarships. The Science Days Program (involving all science departments) has got good feedback.

Last spring our University started a program called "College Awareness Days." The program is to be given twice a year and since it is offered on Saturdays, the response has been good. Last spring six states were represented in the turn-out. This has been one of the more productive ideas from the recruitment office. Classroom visitations by prospective students has worked better since the recruitment office began (this year) to work through department heads.

One member of our committee recommends a more high-powered approach to recruiting in the high schools. He suggests specially trained teams--people under 30, personable, attractive, with released time to enable them to visit high schools on a regular basis to contact better students.

The same member also recommends a media package, including radio, television, and print. At present Western does not buy air time for advertising. As you know, our public service spots are given at times over which we have no control.

The University of Louisville has used the media for paid advertising. We are told by our recruitment office that the Council on Higher Education frowns on that use of funds, but U. of L. has continued its practice. At any rate, we feel the possibility of paid advertising deserves discussion.

We need a better retention policy. We are not now asking withdrawing students why they are leaving. Of the average entering freshman class only 65% will return for the sophomore year; only about 50% of those entering freshmen will return as juniors and only about 40-45% will ultimately graduate. Contrary to popular belief, many of these "lost" students were the cream of the academic crop--in so many cases we are losing the good and keeping the bad.

There will be fewer 18-year-olds but perhaps we can recruit a larger percentage of high school graduates than we have in the past. Only about 36% of Kentucky high school graduates attend college. In Indiana and Ohio the percentage is 65.

The high school drop-out rate in Kentucky is high: about two-thirds of students who complete the eighth grade graduate from high school. Of that one-third remaining surely many were not only high school potential but college potential as well.

Perhaps the university can involve itself in this problem. There are many avenues we might pursue without violating any laws. We would like to see every high school drop-out contacted and informed that he can study for a GED and get into college. We should strengthen our remedial programs for such students. A bright student who has finished the eighth grade can study for six months and receive a GED and be admitted to Western. With remedial math and remedial English he can succeed at college work. We know of more than one student who has done exactly that.

More special classes for part-time students can be designed. The English department began this spring to offer a course called "Shakespeare for Fun" and the response has been good. Classes designed to appeal to the part-time student can be just as strong or stronger than regular offerings.

One senator suggests that the Kentucky Museum and its holdings can be more effectively used. Recently Western was given a contribution of valuable antique furniture; a worthwhile course could be and should be designed around this gift.

All efforts to increase our part-time enrollment should be combined with efforts to resist a total FTE funding formula.

To assume that the Council on Higher Education will play its identical role in our lives for the next decade may be a bit short-sighted; nevertheless, it now does play a significant



role, and our committee feels that it is a responsibility of this University to re-educate the Council about the expanded future mission of this University and other universities in Kentucky.

## ATTACHMENT A

A REPORT ON COMMUNITY COLLEGE, CONTINUING EDUCATION,  
AND SPECIAL PROGRAMS

Most programs in our area continue to grow, and we are continuing to explore and provide additional opportunities for learning. The development and adoption of new programs has slowed, but we continue to look for areas where we can expand the options available without adding to staff and other costs.

Our Community College programs continue to be quite attractive to many students. Through both improved reporting procedures and increased enrollments, we had a substantial growth this fall from 885 to 1157. New programs in Medical Records Technician, Printing Technology, and High School ROTC Instruction have been added. We hope to continue to explore possibilities for co-op programs with the Area Vocational-Technical Schools.

We continue to make slow but steady progress in our CEU programs. The Nursing Department in particular is offering more in this field, and the concept of the CEU is gradually becoming more familiar to persons both on and off campus.

Enrollments in our Independent Study program are off slightly, and we are not sure what accounts for this. The decline is only slight and we feel the increased fee and the extended period of bad weather closing most high schools may account for most of this. Dr. Nave and his staff are giving

this area some real study and we are making some changes which we feel will improve these programs considerably. Dr. Nave now has a graduate assistant who is developing a computerized system that will generate various types of data on these programs that has not been available before. This should be of considerable help in our analysis and planning of these programs. We are exploring various ways of publicizing and promoting these programs and hope to give them more exposure in the future. We are affiliated with DANTES and this is beginning to generate some armed services enrollments. New courses have been added in history, Ancient Rome; mass communications, Survey of Mass Media; and business administration, Organization and Management. Continuing attention is being given to adding needed courses to our offerings in this area. We are also exploring the use of various types of media-assisted instruction in these courses. Since July 1, 1976, we have had 1306 enrollments in the high school division and 240 in the college division.

In the past we have not given particular attention to "breaking out" our evening class enrollment and considering it separately. We are moving to do this now so we can analyze it more closely. As best as we can determine at this point, we had 3978 evening enrollments (after 5 p.m.) on campus for the 1976 fall semester. We are currently analyzing this further as to classes, level, etc. It appears we need to direct some attention toward a better distribution of offerings among departments, by course levels, and in general education.

Our extended campus programs continue to attract students and we continue to add a number of new students each semester. For the fall term we enrolled 1794 graduates and 932 undergraduates for a total of 2726 in 143 classes. Louisville continues to be a big area for us with 575-600 students per semester. It would be a real blow should we lose our program there. Ft. Knox continues to grow and is one of our areas of greatest potential. For the last year we had 1228 enrollments there. As you know, we just recently completed evaluation of Armor School courses for college credit. This should encourage more Armor School personnel to enroll in our classes.

One benefit we might tend to overlook from these programs is a spin-off. Dr. Charles Jackson, the top civilian in the Armor School program at Knox, mentioned to me last week that he has two sons currently enrolled at WKU. This is probably a result of his visits to our campus and the work we have done with the people at Knox. I'm sure there are several examples of this.

Our extended campus program in the public libraries has also been a substantial success. Last semester we enrolled 585 students at 10 locations. Many of these are persons who would never take college courses under other circumstances. We now offer courses in such unlikely places as Brownsville and Morgantown. In Glasgow we enroll 150-200 students per semester. We hope to make some breakthroughs in some other counties with this program.

We are making some progress with our media offerings though both enrollments and departmental enthusiasm have been somewhat disappointing. Last semester we enrolled six for our newspaper course and 68 for our TV courses. This is an area where we need to do some more work.

As you can see, we are serving a large number of students with a variety of programs. In several areas we need to explore further possibilities, and we need constantly to review and evaluate our current programs and procedures in light of our goals and objectives. This we intend to do and think this will enable us to serve students even better.