

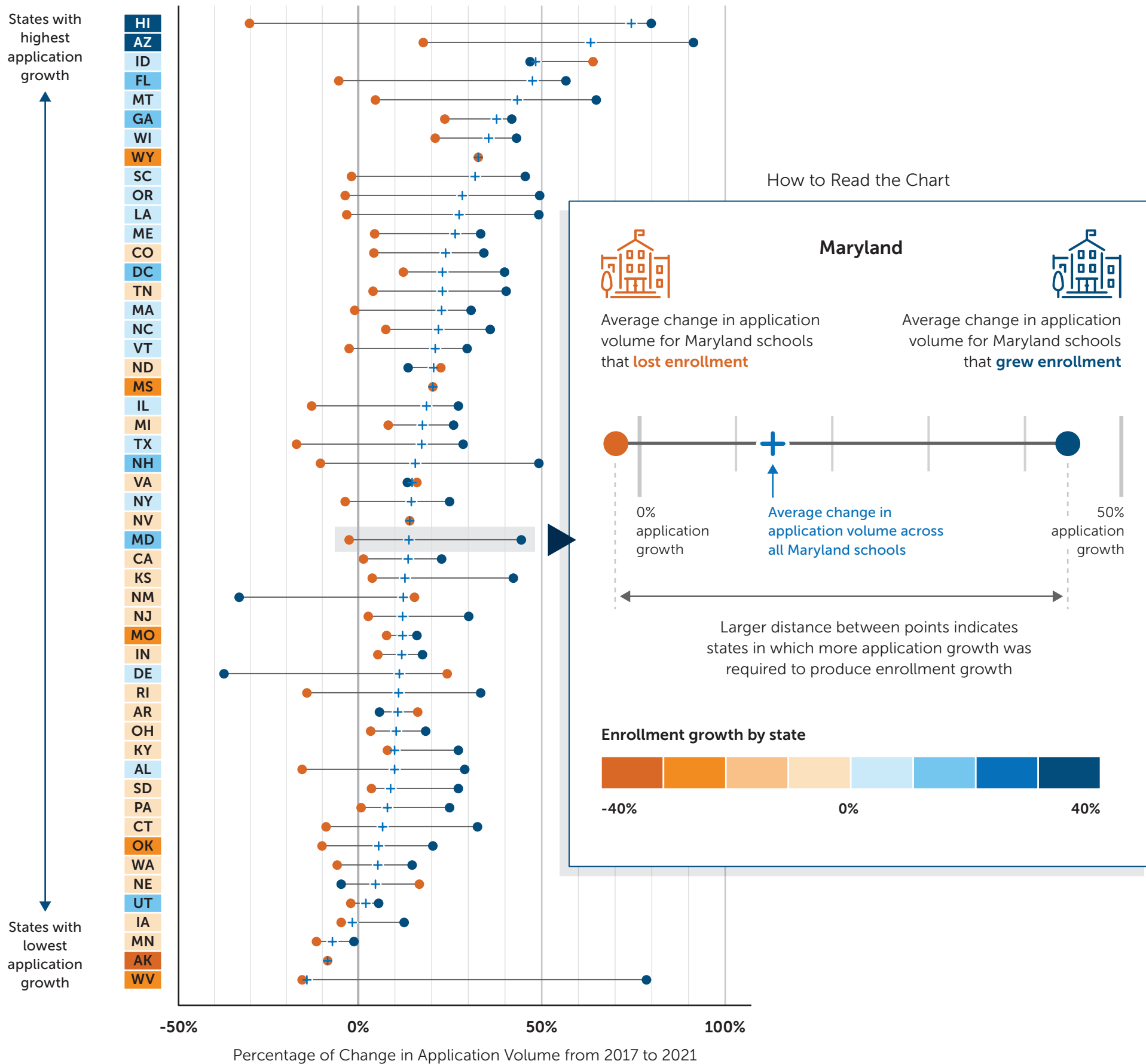
# How Application Growth Drives Enrollment in Your State

Find your State in the List Below to Put Your Enrollment Outcomes in Context

Our research indicates that application growth is essential not just for increasing enrollment but for preventing losses as well. Schools that grew enrollment from 2017 to 2021, across all sectors and levels of selectivity, largely did so via substantial application growth. This infographic reveals the precise contours of this key relationship at the state level.

## Application Growth and Enrollment Growth, by State

Four-Year Not-for-Profit Institutions, United States, 2017 to 2021



## 3 Takeaways for Enrollment Leaders

### Stable or growing enrollment depends on application growth

In most places, schools that significantly increased applications grew enrollment. High statewide application growth often corresponded with higher statewide enrollment too, as seen in top-ranking states such as Hawaii and Arizona. Conversely, states with low application growth or declines generally experienced decreased enrollment, such as Alaska and West Virginia. Yet, many schools managed to grow their enrollments in states with declining overall enrollment by increasing application volume, exemplified in Michigan, Washington, Oklahoma, Iowa, and many other states.

### The higher the statewide application growth, the higher the competition

States with high growth in application volume often saw increased competition between schools for those applicants. In such states, even schools with modest application growth faced enrollment challenges due to this heightened intra-state competition. Notable examples include Arizona, Georgia, Wisconsin, Colorado, and North Carolina.

### Few exceptions and countertrends

Exceptions are rare, but they exist. In three smaller states (Delaware, Nebraska, New Mexico), schools increased enrollment despite declining applications, showing the potential effectiveness of additional strategies in specific situations. Conversely, in three other states (Wyoming, Nevada, Mississippi), statewide application growth didn't translate into enrollment growth, emphasizing the influence of factors such as regional competition.