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.

### How Application Growth Drives Enrollment in Your State

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

#### 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.

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How to Read the Chart

- **States with highest application growth**
- **States with lowest application growth**

### States with highest application growth

- HI
- TX
- FL
- MT
- CA
- WA
- CO
- DC
- NV
- IL
- MA
- WI
- ID
- MN
- GA
- MA
- NC
- WI
- MI
- OR
- SC
- CA
- NY
- TX
- VA
- MD
- KS
- CO
- MD
- NY
- OH
- OK
- WA
- UT
- IA
- AR
- WI
- WV
- WA
- MN
- AL
- MI
- NJ
- AZ
- OR
- LA
- IN
- DE
- PA
- CO
- LA
- VT
- KY
- ND
- AR
- NH
- WV
- NC
- NY
- NM
- NV
- OH
- WY
- TN
- NE
- MT
- IA
- VT
- WI
- WV
- ME
- WV
- WV
- WV
- WV

### States with lowest application growth

- HI
- TX
- FL
- MT
- CA
- WA
- CO
- DC
- NV
- IL
- MA
- WI
- ID
- MN
- GA
- MA
- NC
- WI
- MI
- OR
- SC
- CA
- NY
- TX
- VA
- MD
- KS
- CO
- MD
- NY
- OH
- OK
- WA
- UT
- IA
- AR
- WI
- WV
- WA
- MN
- AL
- MI
- NJ
- AZ
- OR
- LA
- IN
- DE
- PA
- CO
- LA
- VT
- KY
- ND
- AR
- NH
- WV
- NC
- NY
- NV
- MD
- CA
- KS
- NM
- NJ
- MO
- IN
- DE
- RI
- AR
- OH
- KY
- AL
- SD
- PA
- CT
- OK
- WA
- NE
- IA
- MN
- ME
- AK
- WV
- WV
- WV
- WV

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### Application Growth and Enrollment Growth, by State

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

#### How to Read the Chart:

- **Average change in application volume for Maryland schools that lost enrollment**
- **Average change in application volume for Maryland schools that grew enrollment**
- **Average change in application volume across all Maryland schools**
- **Larger distance between points indicates states in which more application growth was required to produce enrollment growth**
- **Percentage of Change in Application Volume from 2017 to 2021**

#### 40% application growth

#### 0% application growth

#### -40% application growth