



HIGHER ED PULSE REPORT: Futureproofing Institutions Against the Demographic Cliff

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Introduction

For at least two generations, colleges and universities have been yoked to a troika of enrollment destiny—geography, demography, and the economy. Conventional wisdom has held that these factors dragged or pushed institutions one way or another, toward boom or bust, and all any school could do was try to manage at the margins.

With at least two of those three - geography and demography - locked in a reinforcing contraction in the next forecast window, schools are awakening to the realization that geography, demography, and the economy no longer dictate an inevitable and uncontrollable future. Or at least that they need not. Unbridling an institution from these three horsemen of enrollment fate is essential because, without renewed active institutional strategic planning and execution, the projections for many schools are bleak and the prognosis grim.

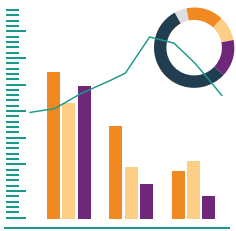
At the highest levels, the contours of the challenge are probably known—in four or five years, over the length of just one college class, regional population and economic contractions will be exacerbated by continued population shifting. That geographic reality will converge with an uneven, pre-destined “birth dearth,” draining the pool of traditional-aged college enrollees. One future will draw down enrollments nearly universally, and the combination is poised to squeeze specific schools drastically, even exponentially.

There is good news, however.

We, at Othot, an emerging and leading provider of advanced analytics and AI for higher ed, and our partner institutions show that, by using data-driven intelligence and modern AI practices, [schools can futureproof their institution](#) and not just survive the forecasted contractions, but grow and strengthen their schools and programs.

Newly accessible data and analytical tools can help schools see how substantially the upcoming demographic and geographic realities will influence their enrollments—not by state or region, but *at the individual institution level*.

For the first time, some of that information is available in this report. Here, we present new ways higher education institutions can and should visualize and understand their specific place during these demographic changes, as well as how they can imagine future enrollment classes. More than presenting new ways to think about the future of college enrollment, *this report uses analytical tools on public data with 454 schools nationwide to create compelling and institution-specific forecasts of how they will be impacted by the oncoming environment*. With this information, leaders can reconsider and, if necessary, adjust their recruitment and retention strategies using related strategic and tactical suggestions provided.



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The Situation

Over the next five years, nationally, enrollments are projected to rise slowly. Estimates are that this rising tide will be largely driven by an increased high school graduation population, itself driven largely by improvements in high school retention rates. However, certain regions will be flat or declining over this period, such as the New England and North Central regions. With the class of 2025, however, the national tide will crest as the number of domestic high school graduates peaks.

After that, a broad national decline in high school graduates - the echo of the “birth dearth” that started in 2008 - will begin a corresponding decline in college enrollments. That decline is projected to be much more significant and more dramatic than the preceding growth.

Estimates are that this decline will linger through at least 2030, but likely beyond. The Western Interstate Commission for Higher Education (WICHE), for example, [projects](#), “an almost 11 percent decline of high school graduates is predicted between the Classes of 2025 and 2037.”

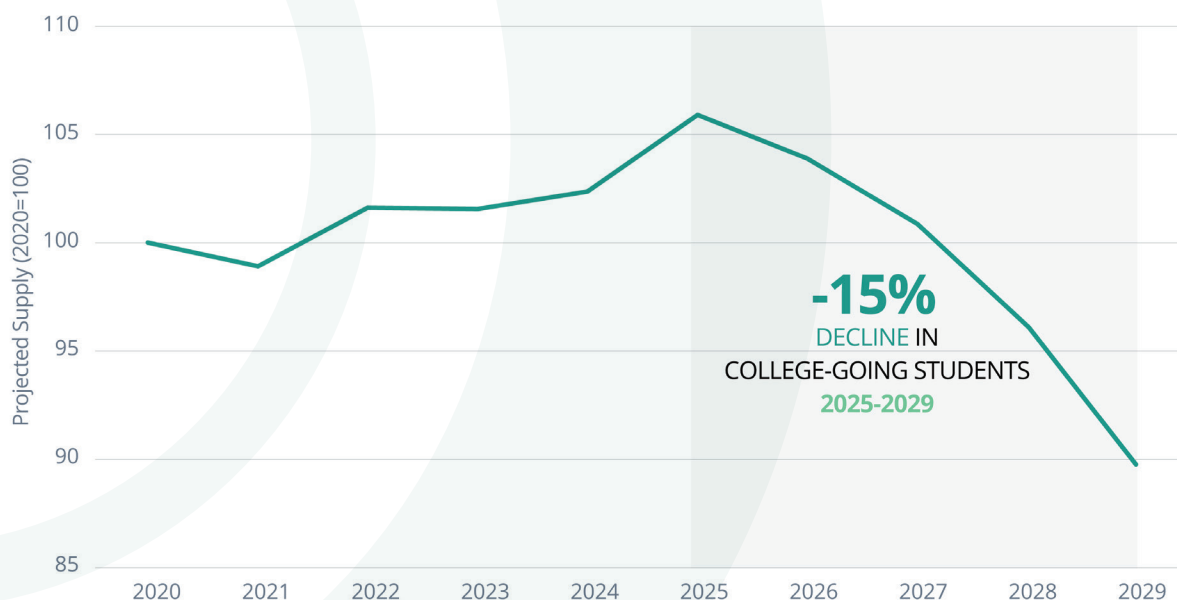
Nathan Grawe, author of [Demographics and the Demand for Higher Education](#), writes that, based on his own analysis, “a brief and modest five percent increase” will precede “a precipitous reduction of 15 percent or more. The reduction in population and higher education demand at the end of this period is staggering.”



Grawe estimates that yearly reductions of high school graduates in this period will “shrink by more than 650,000 while the number of first-time college-goers contracts by nearly 450,000.” (See Figure 1.)

FIGURE 1: FIRST TIME STUDENT GROWTH RATES – 2020 TO 2028

Forecasted Number of College-Going Students in the US



Source: Grawe 2018

The declines will be uneven, varying by region, and also significantly by institution type.

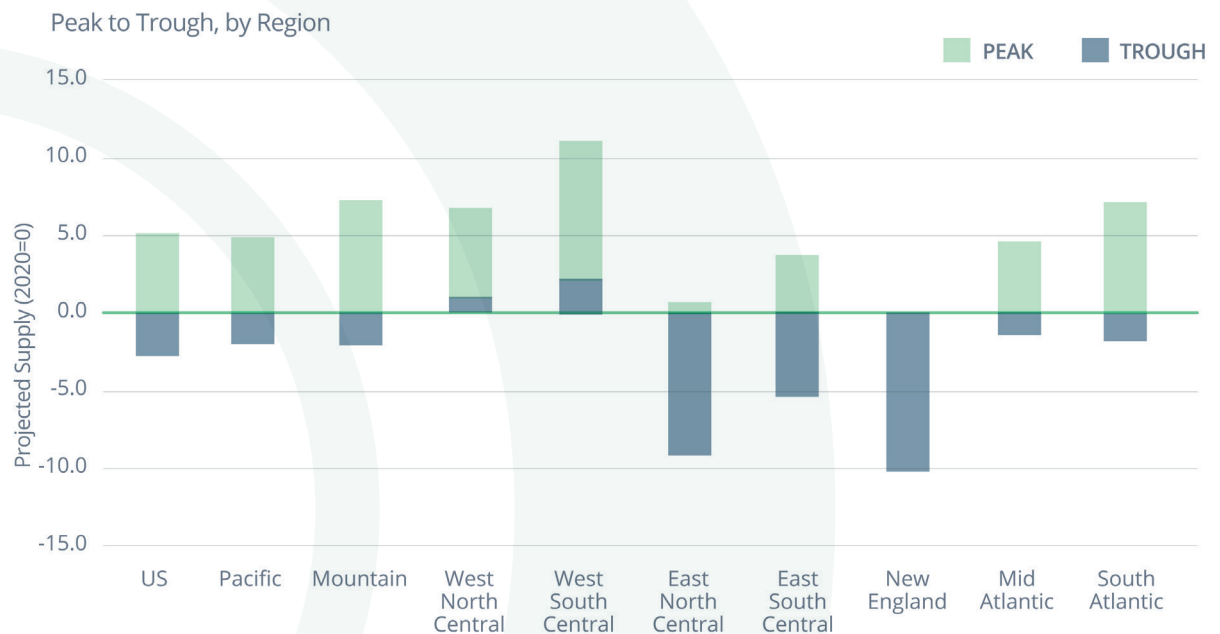
These numbers are often discussed from a national, big picture perspective, and thus many school administrators face this future with the perception of shared fate. A deeper look at the data shows a different reality, however—the declines will be profoundly uneven, varying by state, setting, as well as significantly by institution type. In other words, the near future of enrollment will not be felt equally by all schools.

WICHE, for example, projects the decline in high school graduates in the northeast to be a deep 14% while falling a still substantial but less dramatic 6.6% in southern sections of the country. WICHE notes that states, “such as California, Illinois, and Connecticut, are projected to see significant declines.”

Breaking down the regions even further provides a deeper look at the projected rise in high school graduates than the subsequent decline. For some of these more detailed regions, the increase in the near term will somewhat balance the expected declines in the latter half of the 2020s. Other regions will not be as fortunate. New England and the East North Central will experience little growth in the near term and significant peak-to-trough reductions in high school graduates (see Figure 2).

Further, based on the most [recent statistics](#) from the Centers for Disease Control and Prevention, which tracks birth rates, the US birth rate continues to decline, a condition that may foretell a deeper, longer contraction among future traditional college students.

FIGURE 2: PEAK AND TROUGH ANNUAL GROWTH RATES OF FIRST TIME STUDENTS – 2020 TO 2028



“There is no argument: demographic change is reshaping the population of the United States in ways that raise challenges for higher education.” – GRAWE

The shrinking pool of high school graduates will correspond with significant overall population shifts by state. Looking ahead to 2040, the [Demographics Research Group](#) at the University of Virginia projects that two of the states pinpointed by WICHE, Connecticut and Illinois, will experience simultaneous overall population declines—down 1.4% and 3.1%, respectively.

For schools in these states, this is a double-whammy of declining access to traditional-aged students and a simultaneously shrinking pool of learners of any age. For colleges and universities that recruit from these areas, this is potentially alarming.

Of course, demographics are not the only determinant of college enrollment. Other factors such as economic conditions, type of institution, and unexpected shocks such as COVID-19 also play a role.

However, as Grawe writes, “There is no argument: demographic change is reshaping the population of the United States in ways that raise challenges for higher education.”

While those trends swirl above and around all institutions, unquestionably schools must have relevant, actionable intelligence to take meaningful action and that intelligence must be more specific than national, regional, or statewide trends. This report provides a basis of that intelligence.

Institution by Institution

Geographic variation in the forecast number of high school graduates provides meaningful information that can be used by institutions to project and plan for future enrollments.

But this information should not be seen from the view of where a school is located, the consideration should be where their future students will be—where they recruit.

To assess this impact, institution-level projections for 454 schools (*see Appendix for the list of schools*) are calculated based on projected high-school graduation statistics in the states from which they currently recruit. Absent any change in geographic recruitment strategies, these projections forecast enrollments for individual schools.

Further, as may be expected, where schools draw their students from varies significantly across institutions. For example, 25% of the schools in our sample recruit 90% or more of their domestic students from a single state—making them more likely to be influenced by state or even regional population and demographic changes. At the same time, almost 30% enroll less than half their students from any single state, potentially opening opportunities to survive or even thrive in the upcoming downturn. This type of factor – recruitment concentration – exemplifies the circumstances that will dictate its position during the coming decline. They, as much as any national trend, will inform what that school may do to protect itself and prosper.

And prospering is possible.

Quoting Grawe again, “Colleges and universities that choose to view enrollment shifts as a challenge whose solution could make them stronger will do much better than those that take a less proactive stance.” He offers a “nimble path” that assumes the projections of major enrollment pressures are true but where individual institutions look for ways to “beat the odds by carefully adjusting recruitment efforts to auspicious new student pools.”

Doing that, setting an institution on a “nimble path” starts by knowing where it stands and having a clear view of the road ahead, including understanding what new or amplified competitive pressures may surface. Pivoting to a new, potential prosperous recruitment geography may be wise, but that same area may be significantly contested by other schools also trying to be just as nimble. Further, shifting concentration to another area may make a school’s traditional recruiting territory vulnerable to incursion or increased investment from neighbors.

That’s where the data and methodology of “Futureproofing Your Institution” will be helpful to institutional planning and strategy. The following data and charts provide a look into the future for 454 schools (primarily four-year, not-for-profit institutions), as they are currently positioned in recruiting and enrolling first-time students.

In these charts, the institution-level growth projections are constructed by weighting state-level projections from Grawe and WICHE by each state’s share of the institution’s enrollments. These growth projections are then considered in the context of other institutions located in the state, its competitive environment, and recent data from IPEDs retention rates.



“Colleges and universities that choose to view enrollment shifts as a challenge whose solution could make them stronger will do much better than those that take a less proactive stance.” – GRAWE

The Data and Insights

Using public data and analytics tools, we calculate for each school the degree to which they can anticipate benefiting from the expected increases before 2025 as well as be squeezed by the more sizable, expected declines thereafter. We can see how vulnerable a school may be to the coming “glide then drop” phenomenon of the demographic cliff. We also examine how some schools may consider critical existing levers at their disposal, such as shifting geographic recruitment strategies or investing to boost retention rates.

Figure 3 provides an overview of the distribution of our sample of schools across Census regions and how the pattern of growth over the next decade plays out in each region. The higher a plot point is, the more the region is predicted to grow in the near term. The further it is to the left, the more sharply it will experience the subsequent contraction. The size of the plot represents the number of institutions in our sample that are located in each region. **Accordingly, even regions that may grow the most and recede the least do not provide large enough impacts to offset the net declines in other regions.**

FIGURE 3: REGIONAL FIRST TIME STUDENT GROWTH RATES – 2020 TO 2025 AND 2025 TO 2028



The patterns for our sample institutions are representative of the WICHE and Grawe data. For example, the growth rates by region reveal what is generally known: the Western Central states have a better-than-most future while New England and the East North Central (Michigan as an example) are approaching dire situations.

Figure 4 plots the projected growth rates of first-time students from 2020 to 2028 for our sample of 454 institutions, arrayed by state along the horizontal axis. Overall, 80% of the institutions are projected to see negative growth rates, and it is clear that each school has a distinct growth rate that varies widely.

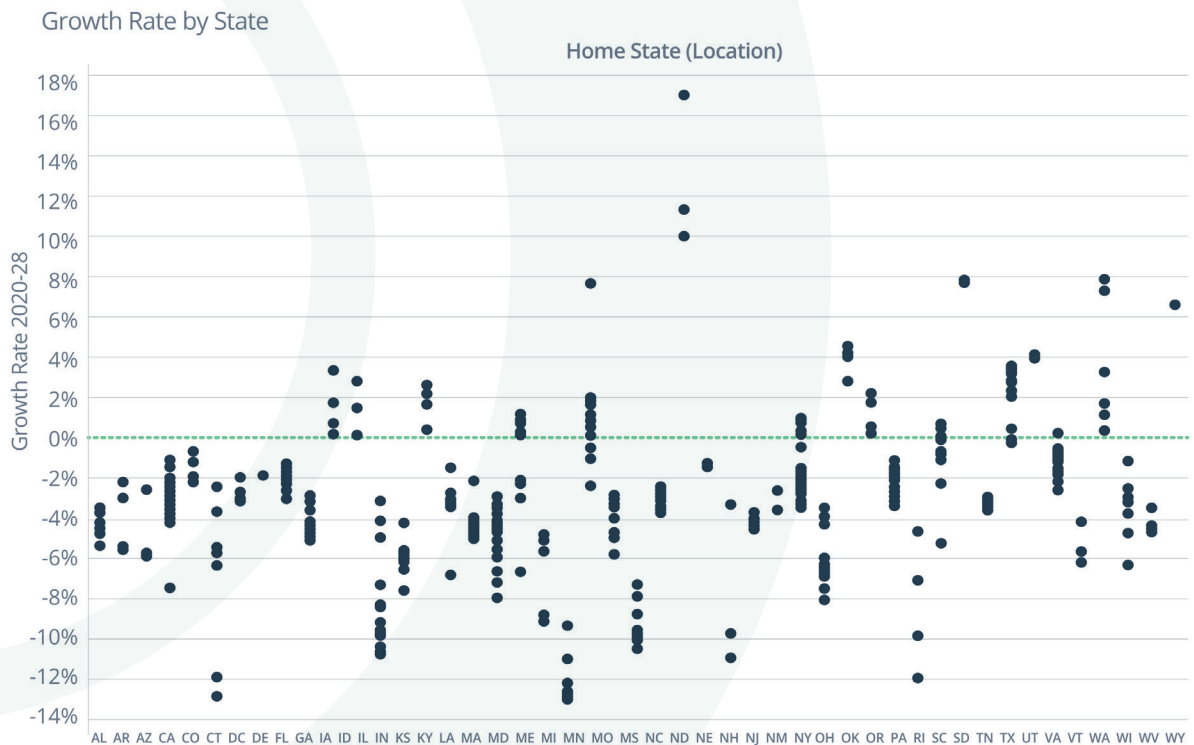
As can be seen in Figure 4, the expected impact of the demographic shift varies considerably across institutions, even among institutions in the same state. For example, while the number of high-school graduates in Connecticut is projected to decline an average of 13.6% between 2020 and 2028, some institutions such as the US Coast Guard Academy and Wesleyan University are projected to be much less affected because their recruitment base extends well beyond the state borders, while institutions such as University of Connecticut and Eastern Connecticut State are projected to see the high school graduates in their market area decline 12% and 13%, respectively.

On the other hand, while Maryland is expected to see a modest 1% increase in the number of high-school graduates overall, some institutions such as Johns Hopkins and Loyola University of Maryland are not projected to benefit from this growth and instead are projected to see 2-3% declines in their market because their current geographic recruitment is largely outside Maryland and in areas expecting contraction.



The expected impact of the demographic shift varies considerably across institutions, even among institutions located in the same state.

FIGURE 4: INDIVIDUAL SCHOOL GEOGRAPHIC MARKET GROWTH RATES FROM 2020 TO 2028 BY HOME STATE

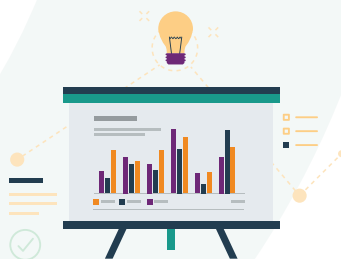
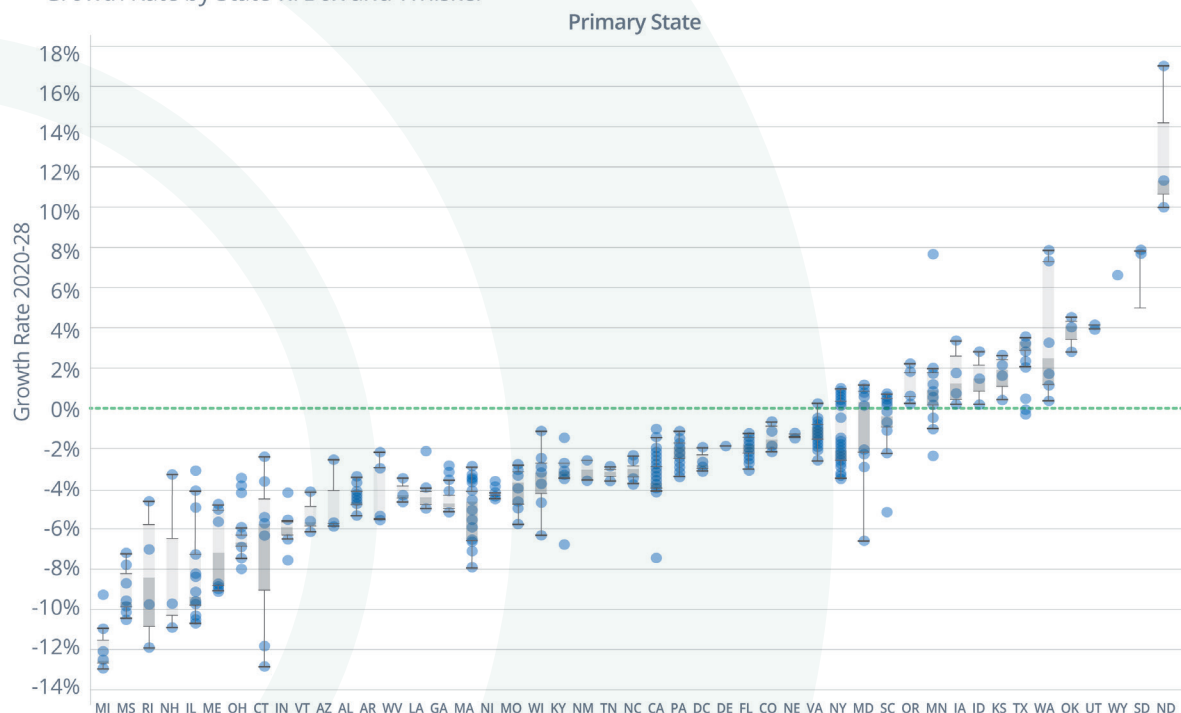


This pattern of different projected growth rates is within cities as well. For example, though they are both in Chicago, the University of Chicago is projected to experience a 4% decline in their markets, while the University of Illinois – Chicago is projected to see an 11% decline. Though less dramatic, St. Louis University and Washington University in St. Louis, both private institutions in the same city, have very different forecasts, -6% and -3%, respectively.

Figure 5 takes a deeper look at projected institutional growth rates organized by state, ordering the same state data from Figure 4 by average state growth rates from smallest to largest. To the left, it shows that 73% of the states have a mean growth rate at or below zero. Those to the right are states expected to grow but are therefore also in areas where many schools will attempt to increase enrollments, increasing competition for students even for institutions in those states. It's noteworthy that most of the states projected to grow significantly have relatively small populations and therefore cannot offset or replace the aggregate losses in other states. In fact, their relatively small size amplifies the perception of their growth when viewed as an average.

FIGURE 5: GEOGRAPHIC MARKET GROWTH RATES BY STATE, ORDERED BY MEAN

Growth Rate by State w/Box and Whisker



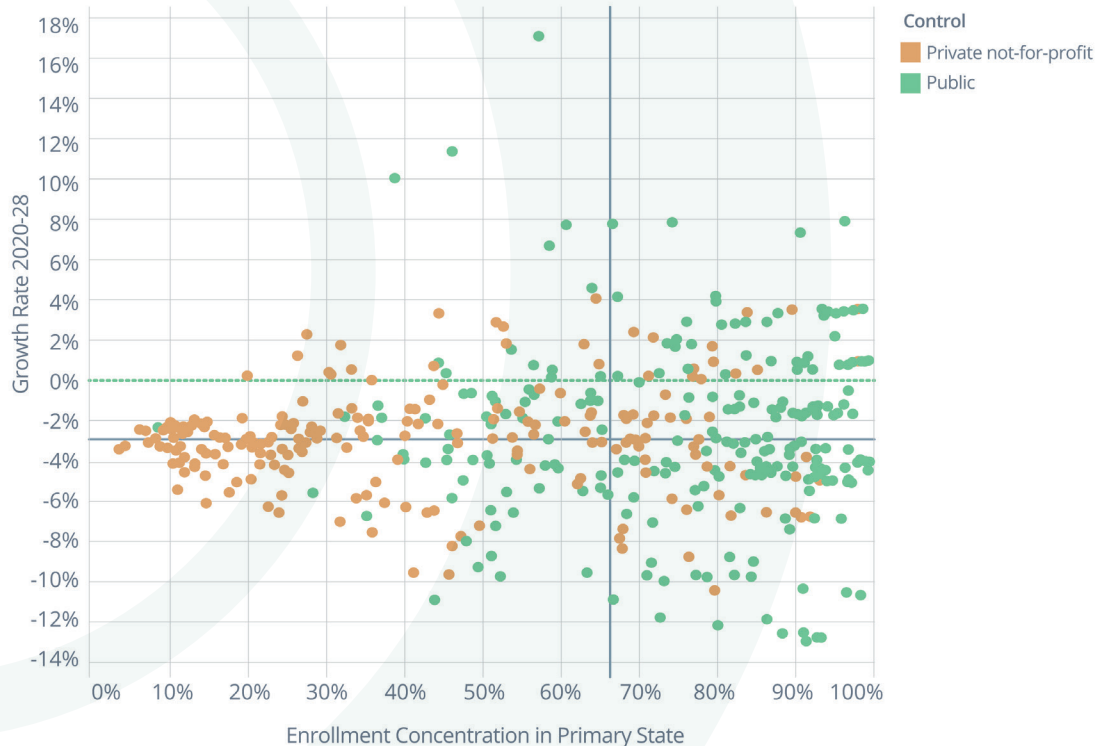
It's noteworthy that most of the states projected to grow significantly have relatively small populations and therefore cannot offset or replace the aggregate losses in other states.

Again, the message is that it is where a school successfully recruits, rather than where it is located, that matters. Those that recruit mostly in a single state are going to see their enrollments driven by the number of high-school graduates in their state—some of these institutions, like those in Maryland, will benefit from growth rates that are higher than the nation's, while others, like those in Connecticut, will be pulled down by below average growth rates. For institutions that recruit more broadly, growth in one state will typically be offset by declines in another. As a result, there is more variance in growth rates across institutions with more concentrated recruitment patterns (see Figure 6).

The divergence in recruitment area versus physical location manifests when viewing the data by institution type. Public institutions (green in Figure 6) tend to recruit largely in their home state and are therefore more tightly tethered to the future enrollment projections there. In other words, for many public schools, where they are and where they recruit are the same. As a result, there is more variance in growth rates across these public institutions than across private institutions, which tend to have more diversified recruitment markets.

FIGURE 6: MARKET AREA STUDENT GROWTH RATES (2020 TO 2028) BY ENROLLMENT CONCENTRATION, PUBLIC VERSUS PRIVATE

Growth Rate by Enrollment Concentration



Again, the message is that it is where a school currently recruits, rather than where it is located, that matters.

Not only do the projected number of high school graduates vary across similarly located institutions based on how concentrated their recruitment is in their home state, but their ability to strategically reorient their recruitment to offset projected declines also differs. Institutions that already have a presence in several states are better able to shift enrollment efforts across these states than institutions that do not. Regardless, it generally takes several years of recruitment in a new market to develop a significant flow of enrolled students.

The appropriate strategies for institutions moving forward depend not only on the longer-term projections over the decade but also on the timing of growth and decline over the decade. As discussed above, most regions are expected to experience growing numbers of high-school graduates in the near-term, followed by severe declines in the latter half of this decade.

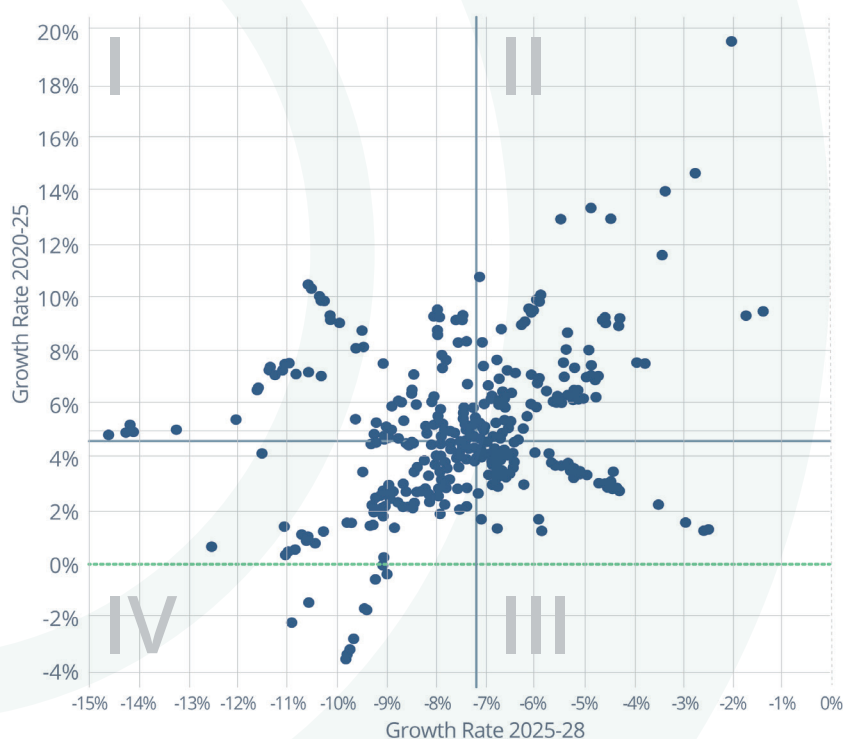
Figure 7 illustrates the importance of considering the timing and severity of growth and decline over the next decade. The vertical axis represents expected growth rates of first-time, traditional-aged student populations from 2020 to 2025 and the horizontal axis represents expected growth rates of first-time student populations from 2025 to 2028.

Where a school falls in this graph highlights how critical it is to diversify the recruiting strategy as well as the urgency to change. Schools in the bottom left quadrant are in the most precarious situation, with very low growth rates in their markets anticipated over the next several years while facing very sharp, negative growth rates post-2025. These institutions would do well to aggressively change their recruitment strategies significantly and quickly.

And while schools in the upper right quadrant are in a good position regarding projected growth in their recruitment market area during both periods, they should consider that other institutions may well aggressively expand recruitment into their markets. That is to say, good projections do not mean good outcomes; vigilance will be required to maintain enrollments or benefit from forecast growth.

FIGURE 7: GROWTH RATES AS A DRIVER OF STRATEGY

Growth Rate Relationship

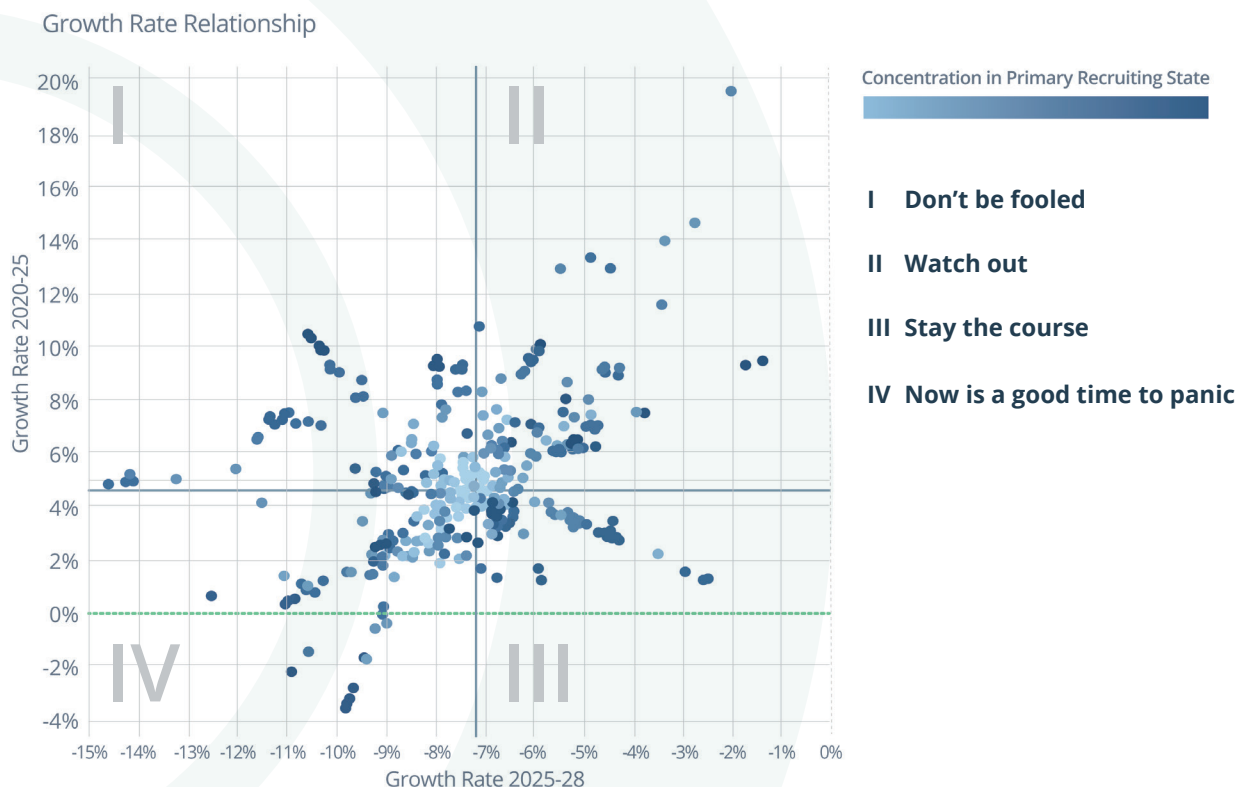


- I Don't be fooled**
Strategy: Don't be fooled by the short-term boom. Grow new markets and solidify current markets to prepare for bust.
- II Watch out**
Strategy: Guard your market and don't slip into complacency-others will be looking to expand into your market.
- III Stay the course**
Strategy: Consider aggressively pursuing new markets and/or resizing.
- IV Now is a good time to panic**
Strategy: Double down on strengthening your hold on current market. Select expansion in markets that reveal potential.

Figure 8 adds the dimension of concentration—that is, how dependent a school is on one particular location for first-time enrollment, as discussed previously.

Naturally, the more dependent a school is on a single state and/or region predicted to face a major retreat in high school graduates and population declines, the more urgent it is to reexamine and recalculate recruitment strategies. In this chart, the darkness of the circle indicates the concentration of recruiting for each institution in a particular geography. The darker the circle, the more concentrated. Dark circle schools in the bottom left corner are not only in challenging growth rate geographies but have very little reach or brand strength outside of their home state or region. This creates an acute situation in which it will be extremely challenging to counter the impact of declines in their current market by diversifying into new markets.

FIGURE 8: GEOGRAPHIC RECRUITING CONCENTRATION AS AN INDICATOR OF RISK



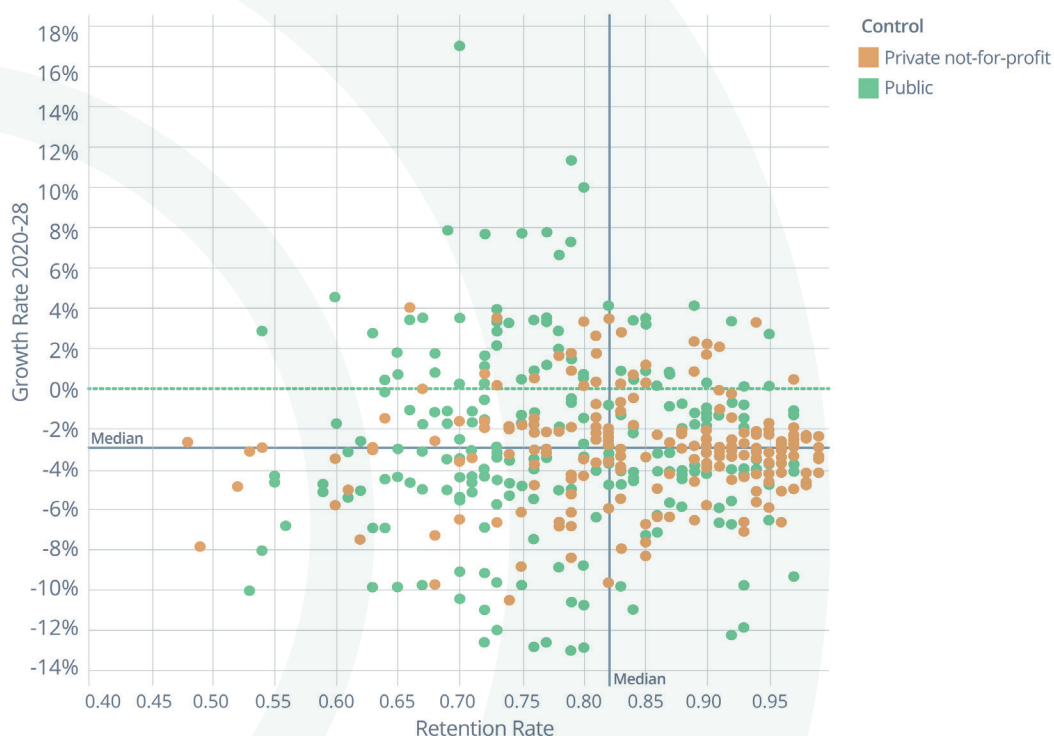
The Importance of Retention and Persistence

In addition to refining recruitment strategies, a school may have other options to diversify or fortify its total enrollment position via retention—the ability to keep already enrolled students from leaving.

Figure 9 returns to having 2020 to 2028 growth rates on the horizontal axis, but the vertical axis is now retention rates. Here, counterintuitively, having lower retention rates may provide an opportunity for possible mitigation remedy for institutions projected to experience higher than average declines in new enrollments.

FIGURE 9: RETENTION RATES VERSUS GROWTH RATES

Growth Rate by Retention Rate



By taking a more nuanced approach that includes factors such as recruitment concentration, regional forecasts in areas of recruitment and expected competition for students in those regions, it's possible to see that, while state and regional trends are inescapable, they may not be controlling.

How a school sees these challenges related to their unique circumstances will determine how they may plot a "nimble path" on recruitment for the next decade and beyond.

What Can Be Done?

The first critical objective of every college should be to understand where it stands in terms of the geographic situation and the demographic changes evident on the horizon. With that in hand, based on this analysis and our work with our institutional partners, we recommend strategies in four areas:

- Increase yield rates within your existing geographic footprint:**
 Advanced analytics allows school leaders to deeply understand the individuals in their enrollment funnel and measure their likelihood to enroll. By understanding this demographic and behavioral data, machine learning algorithms can reveal what's important to the individual as well as what specific actions are most likely to increase the probability of each prospect to enroll. Using this information, a school can grow enrollments from existing pools.
- Increase retention/persistence rates to be in the top quartile of your cohort/competing schools:**
 Retention begins with recruitment. Advanced analytics technology can inform school leaders on the likelihood of a student to persist to the second year, well before that student steps onto campus. In addition, those tools can also review student behavior and performance while on campus and assess their likelihood to persist. These tools can more accurately identify at-risk students and deliver interventions to the right students at the right time.
- Look to develop new recruiting geographies where students that “fit” at your institution live:**
 The ability to identify and attract students from any geography can be a new and crucial opportunity. Potential students are no longer exclusively local, every school can be a national recruiter with the right technology. Just as they're used to increase yield in an existing recruitment funnel, advanced analytics tools can find similar students anywhere as well as help leaders understand they fit and how best to recruit and enroll them.
- Cultivate other student populations that add to the mix of enrolled students:**
 Diversify your enrollment by recruiting students of color (a population that will not be declining as much) as well as international students. Similarly, non-traditional college-age students, foreign students, and growth in online, professional, and graduate programs can also offset projected enrollment losses.

Which of these tactics is right depends on the individual school and on the insights generated by its unique data. No two colleges are the same—recommendations can suffer without the use of advanced analytics that use AI to consider all three dimensions and provide actionable intelligence per institution. This falls in line with the [joint statement from AIR, NACUBO, and EDUCAUSE](#):

“We strongly believe that using data to better understand our students and our own operations paves the way to developing new, innovative approaches for improved student recruiting, better student outcomes, greater institutional efficiency and cost-containment, and much more. Data are an institutional strategic asset and should be used as such.”

Given the stakes of the coming changes, now is the time for analysis and planning, followed quickly by action. Many, perhaps most, schools will adjust. Those changes, coupled with the inevitable demographic strains, will impact every school in the country.



The first critical objective of every college should be to understand where they stand in terms of the geographic situation and the demographic changes evident on the horizon.

ABOUT OTHOT

Othot provides advanced analytics to guide colleges and universities to make informed decisions throughout the entire student-to-alumni lifecycle by better understanding each individual. We authored this research to help institutions make strategic plans to overcome upcoming population shifts.

Learn more at othot.com.

Andy Hannah, Chairman of the Board, Chief Partnership Officer, Othot, Inc.

In 2014, Andy Hannah co-founded Othot, the leader in advanced analytics solutions for higher education institutions, where he now serves as the Chairman and Chief Partnership Officer. In his role, he is an evangelist for the Othot platform and how the use of AI and prescriptive analytics enables colleges and universities to better understand their students and make informed decisions throughout the entire student-to-alumni lifecycle.

Hannah is also an Adjunct Professor of Entrepreneurship and Analytics and Entrepreneur-In-Residence at the University of Pittsburgh. At Pitt, he is developing and delivering curriculum/student experiences at the intersection of analytics and entrepreneurship that develop skills for graduates to be leaders in the blossoming business analytics field. In addition, Hannah is a Senior Advisor and Faculty member of the International Institute of Analytics.

Hannah has been an entrepreneur since 1995, a calling that has stayed firmly with him ever since. He has played leading C-Level roles at four high tech start-ups over the past two-plus decades, and the resulting perspectives, learnings, and expertise are the cornerstones of his endeavors. Hannah's companies touched a range of industries such as information, software, consulting, and materials science.



Othot Bios

Patricia Beeson, Ph.D., Provost Emerita, University of Pittsburgh; Director of Research, Othot, Inc.

Dr. Beeson is provost emerita at the University of Pittsburgh. She served as provost and senior vice chancellor from 2010-18. Her tenure as provost was marked by her innovative and ambitious academic vision for the University of Pittsburgh and her focus on data and analytics to help achieve the university's goals. Beeson came to Pitt in 1983 as a professor of economics and, before she was elected provost and senior vice chancellor, held several administrative posts, including associate dean for undergraduate studies in the Dietrich School, vice provost for graduate studies, and vice provost for graduate and undergraduate studies.

As Othot's Director of Research, Beeson identifies and leads cross-organizational research projects. Her research addresses key questions impacting higher education leaders. The combination of Beeson's higher education leadership experience and rich academic research background and Othot's data science capabilities offers a disciplined yet fresh and innovative approach to the research.

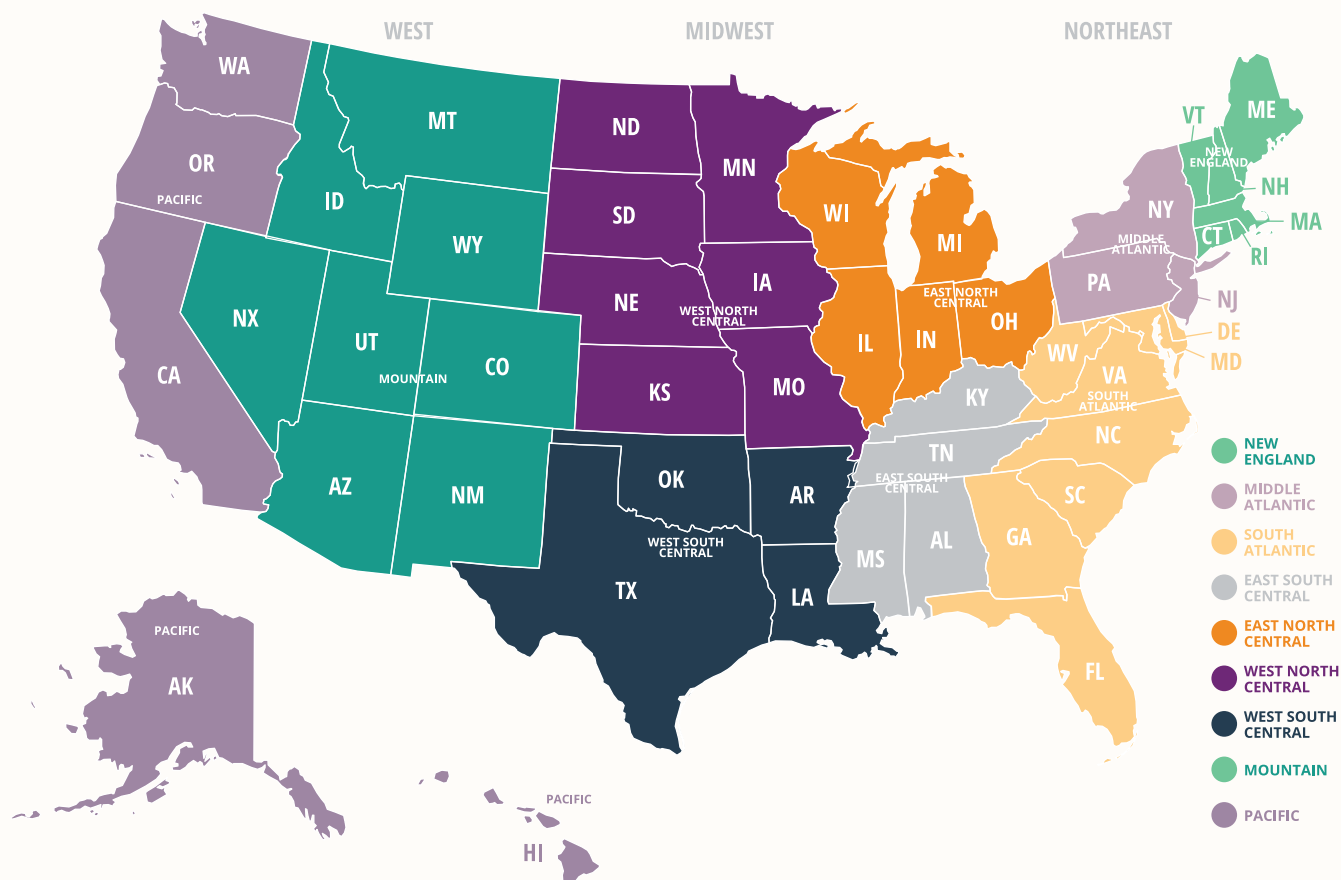
Beeson earned her Ph.D. at the University of Oregon.

Rohil Chada, Research Analytics Intern, Othot, Inc.

Rohil Chada is currently a Senior at the University of Pittsburgh studying Finance and Business Analytics. Outside of the classroom, Chada is involved with student organizations in the finance and analytics space and held business analytics internships at Everest Reinsurance and the Western Pennsylvania Diaper Bank. Throughout his classroom and internship experiences, he has developed a holistic professional skillset while providing shared value to each organization.

As a Research Analytics Intern at Othot, Chada paired up with his former professor, Andy Hannah, to take a closer look at the demographic shifts impacting undergraduate enrollment and assist Othot in delivering crucial insights for higher education institutions.

After graduating from Pitt, Chada will join Deloitte Consulting as a Solutions Engineering Analyst in August.



Adelphi University
 Agnes Scott College
 Alabama A & M University
 Alabama State University
 Albany State University
 Alcorn State University
 Alfred University
 American University
 Anderson University
 Angelo State University
 Arizona State University
 Arizona State University-Tempe
 Arkansas State University-Main Campus
 Arkansas Tech University
 Art Center College of Design
 Ashland University
 Assumption College
 Auburn University
 Augsburg College
 Austin Peay State University
 Baker University
 Baldwin Wallace University
 Barnard College
 Bates College
 Baylor University
 Belmont University
 Bemidji State University
 Bentley University
 Boise State University
 Boston College
 Boston University
 Bowdoin College

Bowie State University
 Bradley University
 Brandeis University
 Brigham Young University-Idaho
 Brown University
 Bryn Mawr College
 Bucknell University
 Butler University
 Caldwell University
 California Baptist University
 California Lutheran University
 California Polytechnic State University-San Luis Obispo
 California State University Maritime Academy
 California State University-East Bay
 California State University-Long Beach
 California State University-Monterey Bay
 California State University-Sacramento
 California State University-San Bernardino
 California State University-Stanislaus
 California University of Pennsylvania
 Capital University
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 Carnegie Mellon University
 Carson-Newman University
 Case Western Reserve University
 Catawba College
 Central State University
 Central Washington University
 Chapman University
 Charleston Southern University
 Claflin University
 Claremont McKenna College

Clarion University of Pennsylvania
 Clark Atlanta University
 Clayton State University
 Clemson University
 Cleveland State University
 Coastal Carolina University
 Colby College
 Colgate University
 College of Charleston
 College of Coastal Georgia
 College of Saint Benedict
 College of The Holy Cross
 Colorado College
 Colorado School of Mines
 Colorado State University-Pueblo
 Columbia College Chicago
 Columbia University in the City of New York
 Community College of Allegheny County
 Concordia University-Saint Paul
 Cornell University
 CUNY Brooklyn College
 CUNY City College
 Dartmouth College
 Delta State University
 Duke University
 Duquesne University
 Eastern Connecticut State University
 Eastern Illinois University
 Eastern Mennonite University
 Eastern Michigan University
 Eastern New Mexico University-Main Campus
 Eastern University

Elizabeth City State University
 Elon University
 Embry-Riddle Aeronautical University-Daytona Beach
 Embry-Riddle Aeronautical University-Prescott
 Embry-Riddle Aeronautical University-Worldwide
 Emerson College
 Emory University
 Fairfield University
 Fayetteville State University
 Ferris State University
 Five Towns College
 Florida Agricultural and Mechanical University
 Florida International University
 Florida State University
 Florida Tech University
 Fordham University
 Fort Valley State University
 Franklin and Marshall College
 Frostburg State University
 Furman University
 Gallaudet University
 George Fox University
 George Mason University
 George Washington University
 Georgetown University
 Georgia Institute of Technology-Main Campus
 Georgia Southern University
 Georgia State University
 Georgia State University-Perimeter College
 Gettysburg College
 Glenville State College
 Gonzaga University
 Goucher College
 Grambling State University
 Guilford College
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 Hofstra University
 Husson University
 Illinois State University
 Indiana University of Pennsylvania
 Indiana University-Bloomington
 Iowa State University
 Jackson State University
 Jacksonville University
 James Madison University
 Johns Hopkins University
 Juniata College
 Kean University
 Keene State College
 Kentucky State University
 Kenyon College
 Kutztown University of Pennsylvania
 La Salle University
 Lafayette College
 Lake Superior State University

Lehigh University
 Lewis-Clark State College
 Lincoln University
 Louisiana State University
 Louisiana Tech University
 Loyola Marymount University
 Loyola University Chicago
 Loyola University Maryland
 Malone University
 Manchester University
 Mansfield University of Pennsylvania
 Marist College
 Marquette University
 Mars Hill University
 Maryville University of Saint Louis
 Massachusetts Art and Design School
 Massachusetts College of Liberal Arts
 Massachusetts Institute of Technology
 McKendree University
 McNeese State University
 Mercer University
 Methodist College
 Miami University-Oxford
 Michigan State University
 Michigan Technological University
 Middlebury College
 Midway University
 Millersville University of Pennsylvania
 Minnesota State University Moorhead
 Minot State University
 Mississippi State University
 Mississippi University for Women
 Missouri Southern State University
 Morgan State University
 Mount Vernon Nazarene University
 Muhlenberg College
 Nazareth College
 Nebraska-Omaha University
 New Jersey City University
 New Jersey Institute of Technology
 New York University
 Newman University
 Norfolk State University
 North Carolina A & T State University
 North Carolina Central University
 North Dakota State University-Main Campus
 Northern Arizona University
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 Northwestern Oklahoma State University
 Northwestern State University of Louisiana
 Northwestern University
 Norwich University
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 Oakwood University
 Oberlin College
 Occidental College
 Oglethorpe University
 Ohio Northern University
 Ohio State University-Main Campus
 Ohio University-Main Campus
 Oklahoma Baptist University
 Oklahoma State University

Oral Roberts University
 Oregon Institute of Technology
 Oregon State University
 Palm Beach Atlantic University
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 Pepperdine University
 Pitzer College
 Point Loma Nazarene University
 Point Park University
 Point University
 Pomona College
 Prairie View A & M University
 Pratt Institute-Main
 Providence College
 Purdue University-Main Campus
 Queens University of Charlotte
 Quinnipiac University
 Ramapo College of New Jersey
 Regent University
 Rensselaer Polytechnic Institute
 Rhode Island College
 Rhodes College
 Rice University
 Robert Morris University
 Rollins College
 Rust College
 Rutgers University-Camden
 Rutgers University-New Brunswick
 Rutgers University-Newark
 Sacred Heart University
 Saint Cloud State University
 Saint Joseph's University
 Saint Louis University
 Saint Mary's College
 Salisbury University
 Sam Houston State University
 Samford University
 San Diego State University
 Santa Clara University
 Sarah Lawrence College
 Scripps College
 Seton Hall University
 Shenandoah University
 Shippensburg University of Pennsylvania
 Skidmore College
 Slippery Rock University of Pennsylvania
 Smith College
 Sonoma State University
 South Carolina State University
 Southeast Missouri State University
 Southeastern Louisiana University
 Southeastern University
 Southern Arkansas University Main Campus
 Southern Illinois University-Carbondale
 Southern Illinois University-Edwardsville
 Southern Methodist University
 Southern New Hampshire University
 Southern University and A & M College
 Southern Utah University
 Southwest Minnesota State University
 Spelman College
 St. John's University-New York

St. Olaf College
 St. Joseph's College-New York
 St. Mary's University
 Stanford University
 Stevens Institute of Technology
 Stony Brook University
 Suny College at Geneseo
 Suny College at Old Westbury
 Suny Cortland
 Swarthmore College
 Syracuse University
 Tarleton State University
 Temple University
 Texas A & M International University
 Texas A & M University-College Station
 Texas A & M University-Commerce
 Texas Christian University
 Texas Southern University
 Texas State University
 Texas Tech University
 Texas Woman's University
 The College of New Jersey
 The New School
 The University of Alabama
 The University of Tampa
 The University of Tennessee-Chattanooga
 The University of Tennessee-Knoxville
 The University of Texas at Austin
 The University of Texas at El Paso
 The University of Texas at San Antonio
 The University of Virginia's College at Wise
 The University of West Florida
 Tougaloo College
 Towson University
 Trevecca Nazarene University
 Trinity College
 Trinity University
 Troy University
 Truett McConnell University
 Tufts University
 Tulane University of Louisiana
 Tusculum College
 Union College
 United States Coast Guard Academy
 University at Buffalo
 University of Alabama at Birmingham
 University of Alabama in Huntsville
 University of Arkansas at Pine Bluff
 University of Arkansas at Pine Bluff
 University of California-Berkeley
 University of California-Davis
 University of California-Irvine
 University of California-Los Angeles
 University of California-Riverside
 University of California-San Diego
 University of California-Santa Barbara
 University of California-Santa Cruz
 University of Central Florida
 University of Central Missouri
 University of Chicago
 University of Cincinnati-Main Campus
 University of Colorado Boulder

University of Connecticut
 University of Delaware
 University of Florida
 University of Georgia
 University of Houston
 University of Illinois at Chicago
 University of Illinois at Urbana-Champaign
 University of Iowa
 University of Kansas
 University of La Verne
 University of Louisiana at Lafayette
 University of Louisiana at Monroe
 University of Louisville
 University of Maine
 University of Mary Hardin-Baylor
 University of Mary Washington
 University of Maryland-College Park
 University of Massachusetts-Amherst
 University of Memphis
 University of Miami
 University of Michigan-Ann Arbor
 University of Minnesota-Crookston
 University of Minnesota-Duluth
 University of Minnesota-Morris
 University of Minnesota-Twin Cities
 University of Mississippi
 University of Missouri-Kansas City
 University of Missouri-St Louis
 University of Nebraska at Kearney
 University of Nebraska at Omaha
 University of Nebraska-Lincoln
 University of New Mexico-Main Campus
 University of North Carolina at Asheville
 University of North Carolina at Chapel Hill
 University of North Carolina at Charlotte
 University of North Carolina at Greensboro
 University of North Dakota
 University of North Texas
 University of North Texas at Dallas
 University of Northern Iowa
 University of Notre Dame
 University of Pennsylvania
 University of Pikeville
 University of Pittsburgh-Bradford
 University of Pittsburgh-Greensburg
 University of Pittsburgh-Pittsburgh Campus
 University of Portland
 University of Puget Sound
 University of Rhode Island
 University of Richmond
 University of Rochester
 University of San Diego
 University of San Francisco
 University of South Alabama
 University of South Carolina-Aiken
 University of South Carolina-Columbia
 University of South Carolina-Upstate
 University of South Dakota
 University of South Florida-Main Campus
 University of Southern California
 University of Southern Maine
 University of St. Thomas

University of Toledo
 University of Utah
 University of Vermont
 University of Virginia-Main Campus
 University of West Georgia
 University of Wisconsin-La Crosse
 University of Wisconsin-Madison
 University of Wisconsin-River Falls
 University of Wisconsin-Stout
 University of Wisconsin-Whitewater
 University of Wyoming
 Valdosta State University
 Vanderbilt University
 Vassar College
 Villanova University
 Virginia Military Institute
 Virginia Polytechnic Institute and State University
 Virginia State University
 Viterbo University
 Wagner College
 Wake Forest University
 Walla Walla University
 Wartburg College
 Washington & Jefferson College
 Washington and Lee University
 Washington College
 Washington State University
 Washington University in St Louis
 Wayne State University
 Wellesley College
 Wesleyan University
 West Chester University of Pennsylvania
 West Virginia State University
 West Virginia University
 Western Carolina University
 Western Illinois University-Macomb
 Western Kentucky University
 Whitman College
 Wichita State University
 Widener University
 Wilkes University
 Willamette University
 Williams College
 Winthrop University
 Wittenberg University
 Worcester Polytechnic Institute
 Wright State University-Lake Campus
 Wright State University-Main Campus
 Young Harris College