



**Academic Leadership  
Learning Collaborative**



## **Effect of Name Change on Enrollment**

**Custom Research Report  
October 2009**

Catalog No. 28ALCR1009

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# In the Process of Undergoing a Name Change, MUW Sought to Assess the Impact of Other Institutional Name Changes on Enrollments

- How have student enrollments trended for institutions that have undergone a name change?
- What are enrollment trajectories for institutions that remain female-serving?
- Relative to MUW's competitors and other institutions in its region, what differences exist in enrollment patterns?

For the purpose of this investigation, institutions identified as having undergone a “Name Change” only include those with name changes comparable to that which **MUW is considering**; for example, name changes for institutions that went from “college” to “university” were excluded, as were those that went from “X community college” to “X state college/university”).

**Research findings presented in this report provide MUW with insight about the extent to which quantitative evidence supports its decision for a name change.**



## Eduventures Approached This Research Investigation Using the Following Methodology

Phase I	Phase II	Phase III	Phase IV
Develop Research Objective	Identify Research Questions	Retrieve and Analyze Data	Report Results and Recommendations*
<ul style="list-style-type: none"> <li>• <b>Objective:</b> Assess the impact of institutional name change on enrollments (negative, static, or positive growth)</li> </ul>	<ul style="list-style-type: none"> <li>• How have student enrollments trended for institutions that have undergone a name change?</li> <li>• What are enrollment trajectories for other institutions that have single sex enrollments?</li> <li>• Relative to MUW's regional competitors, what differences exist in enrollment patterns?</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Identify institutions that have undergone a name change:</b> Identify/Compare the following institutions:                             <ul style="list-style-type: none"> <li>– Underwent name change between 1994 and 2007</li> <li>– Went co-ed; changed name</li> <li>– Went coed; no name change</li> <li>– Regional competitors of MUW</li> <li>– "Female" still in name</li> <li>– Remain Female-serving; no name change</li> </ul> </li> <li>• <b>Retrieve and analyze enrollment data:</b> Analyze enrollment data for all dates available through IPEDS for each identified institution group (1980-2008).</li> </ul>	<ul style="list-style-type: none"> <li>✓ Name change is associated with positive enrollment growth</li> <li>✓ MUW's enrollments are inconsistent with those of other former female-serving institutions that have also gone co-ed – <i>Of these, MUW is the only coeducational institution with a reference to "Women" in its name.</i></li> <li>✓ Enrollments at institutions that reference the term "women" in their name have remained static or declined, with the exception of one outlier – TWU, which has several competitive advantages.</li> </ul>

**\*In interpreting these findings, it is important to take into account other variables, such as population growth, that impact enrollment.** While findings presented in this report do not account for population growth, longitudinal analyses of data provide key opportunities for relative comparison, such as the average extent and direction of enrollment growth compared to other identified groups.

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### Name Change is Associated With Positive Enrollment Growth

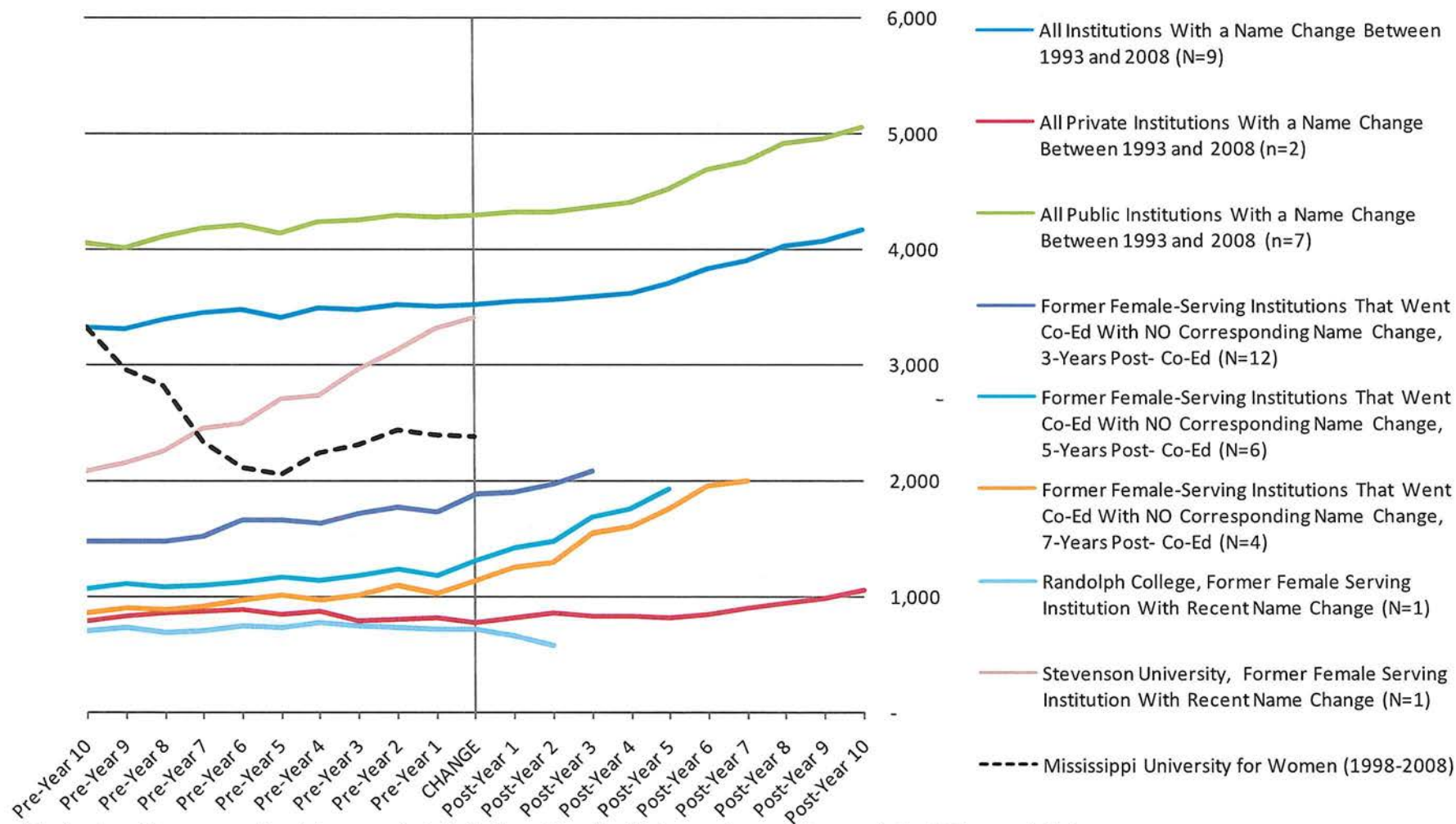
- **Institutions with a name change\* that occurred between 1994 and 2007 have exhibited stronger total enrollment growth after doing so.** Despite variations in enrollment growth patterns in the two immediate years following name change, average enrollment patterns five and 10 years after the change suggest institutions experience positive growth in enrollments (N=18 and N=9, respectively).
- **Institutions that underwent a name change experienced positive (20%-plus) enrollment growth 10-years after changing, compared to 10-years prior (this mirrors growth at the undergraduate level).** 10 years after change, growth is positive regardless of control of institution (N=9).
- **Female-serving institutions that changed names and went co-ed prior to the 1980s have also witnessed positive enrollment growth since.** Enrollment growth has been especially positive for former female-serving *public* institutions that underwent name change (N=6) – *Compared to the majority of female-serving institutions that went co-ed and changed their name prior to the 1980s, MUW's enrollment growth has been much slower.*
- **MUW's enrollments are inconsistent with those of other former female-serving institutions that went co-ed during the same time period.** Female-serving institutions that went co-ed with no name change, like MUW, witnessed more positive enrollment growth after the shift, unlike MUW (N=12); compared to other institutions that went co-ed in the 1980s and late 1970s, the percentage of MUW's student population that is female remains significantly higher (N=8). Of these, MUW is the only coeducational institution to reference "Women" in its name.

**MUW's enrollments are inconsistent with those of other former female-serving institutions that have also gone co-ed – *Of these, MUW is the only coeducational institution with a reference to "Women" in its name.***

\*Institutions identified as having undergone a "Name Change" only include those with name changes comparable to that which MUW is considering (e.g., name changes for institutions that went from "college" to "university" are excluded, as are those that went from "X community college" to "X state college/university").

## Institutions That Have Undergone a Name Change Have Exhibited Positive Enrollment Growth After Doing So; As Have Female-Serving Institutions That Went Co-Ed

Total Average Enrollment Patterns Pre- and Post- Change



\*To allow for a 10 year pre- and post-change analysis, institutions with an identified name change that occurred after 2007 are excluded.

Source: Eduventures analysis of most recent available data retrieved from the National Center for Education Statistics (NCES) and Integrated Postsecondary Education Data System (IPEDS).  
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## Name Change is Associated With Positive Enrollment Growth in the Long Term; This Growth Due to a Shift to Co-Ed is Less Apparent in the Short Term

Enrollment Growth Before and After Change*	Percent Enrollment Growth		N
	BEFORE Change*	AFTER Change**	
Mississippi University for Women ***	15.50%	N/A	1
All Institutions With a Name Change Between 1993 and 2008	2.20%	21.90%	9
Private	-9.70%	28.50%	2
Public	5.50%	17.60%	7
Former Female-Serving Institutions That Went Co-Ed With NO Corresponding Name Change, 3-Years After	11.90%	20.00%	12
Former Female-Serving Institutions That Went Co-Ed With NO Corresponding Name Change, 5-Years After	19.30%	49.30%	6
Former Female-Serving Institutions That Went Co-Ed With NO Corresponding Name Change, 7-Years After	19.50%	77.20%	4

\*5-years before change

\*\*From date of change to date of most recent enrollment (2008)

\*\*\*2003-2008 enrollment growth, for comparison

Source: Eduventures analysis of NCES' IPEDS data (2009)

Both a name change and/or a shift to co-ed (for female-serving institutions) are associated with increased enrollment growth - *Although MUW is already coeducation, its enrollment growth over the last five years is comparable to that experienced by institutions prior to successful name change (as evidenced by positive enrollment growth after such a transition).*



### It is Important for MUW to Remain Competitive Amid a Saturated Regional Market of Universities and Potential Feeder Community Colleges

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- **Compared to other regional institutions, including master's colleges/universities, MUW's enrollments have fallen (N=22).** Of these, MUW is the only coeducational institution in its region to reference "Women" in its name.
- **Compared to its regional competitors, MUW has a very large female student population:** This is disproportionate to the pool of prospective students that may be available through local community colleges and the high school graduate pipeline (N=26).
- **Despite its shift to co-ed in 1982, the percentage of MUW's undergraduate population that is female has remained at a relatively static high since the 1980s.** The percent of MUW's enrollments that is female (84%) is in large contrast from its regional competitors, whose percent female population tends to be less than 70% (N=22).

### MUW's Potential Perception as a "Women's" University May Contribute to Enrollment Growth Challenges

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- **Despite its status as a coeducational institution, MUW's female enrollments are comparable to today's private, female-serving institutions.** The vast majority of institutions that are female-serving are private (N=44). With the exception of MUW, all female-serving institutions identified in this report are categorized as private, not-for-profit.
- **MUW's potential perception as a "women's" university may contribute to enrollment growth challenges.** Enrollments at female-serving institutions are and have been largely modest; those with enrollments of less than 1,000 have been relatively static.

### Enrollments at Institutions That Reference the Term “Women” in Their Name Have Remained Static or Declined, With the Exception of One Outlier

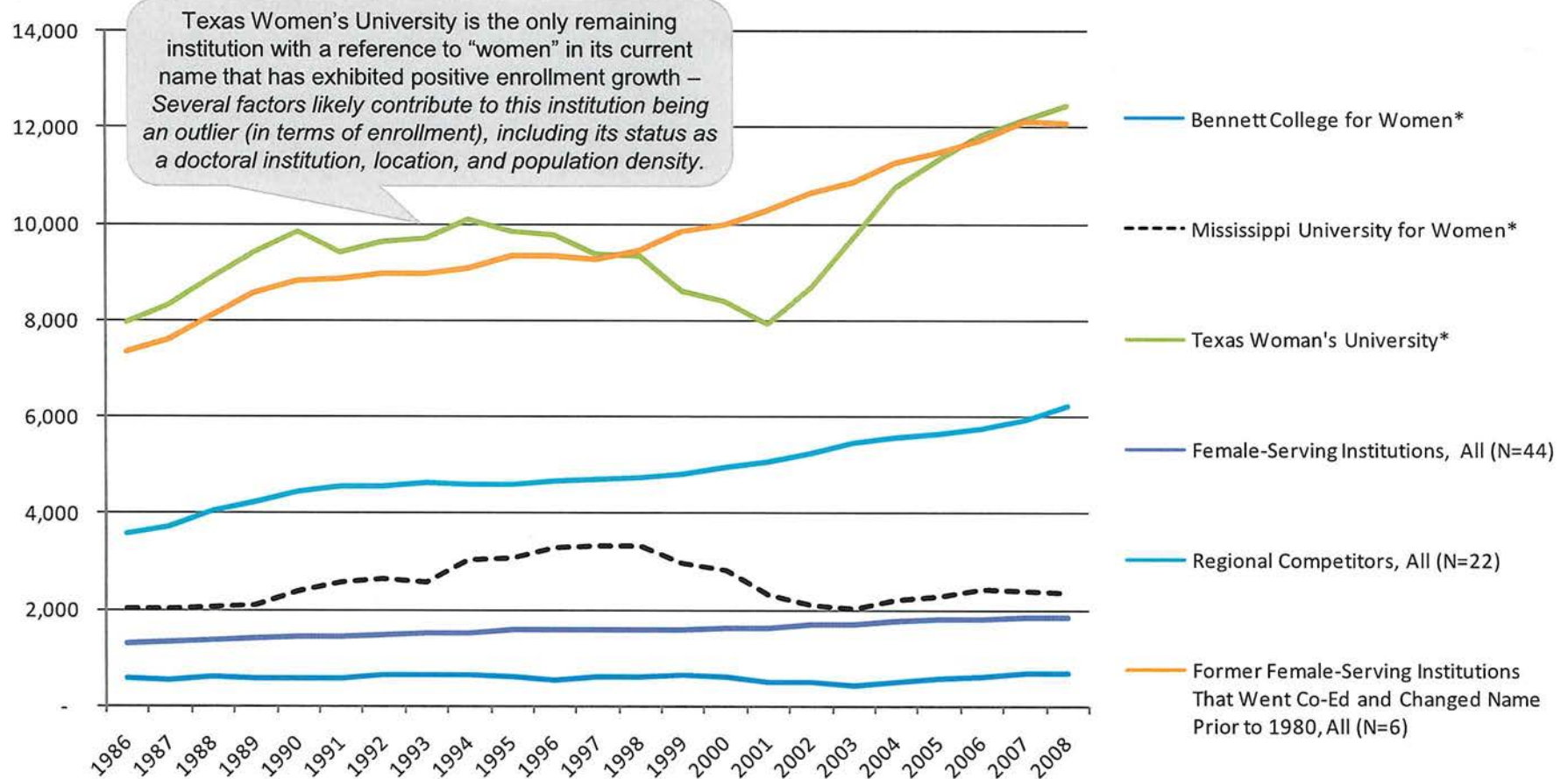
- Since 1995, enrollments at the majority of institutions that reference the term “women” in their name have remained static or declined (N=3). Texas Women’s University (TWU) is the only remaining institution with a reference to “women” in its current name that has exhibited positive enrollment growth.
- With the exception of TWU, these institutions have experienced static and negative enrollments, with slight fluctuations, since the 1980s. Enrollment at these institutions is predominantly female, which, with the exception of MUW, coincides with blatant female-oriented missions.
- TWU is unique from other current and former female-serving institutions in that it continues to exhibit significant enrollment growth. TWU’s location, availability of doctoral programming/doctoral status, and very strong regional population growth have positively contributed to its enrollment increase; *In contrast, these same external factors, which are beyond the influence of any one institution, may contribute to the slowing of MUW’s enrollments.*
- Moreover, TWU’s current and projected population size/density are more conducive to enrollment growth than those estimated and forecasted for MUW’s region. The population projection for 2014 is 2,120,847 for MUW and 8,000,795 for TWU; the population density (pop/sq mi.) projection for 2014 is 67.5 for MUW and 254.7 for TWU – an increase of 0.6% from 2009 to 2014 for MUW and 9.1% for TWU is expected.

**MUW’s only similarity to TWU is the fact that it is also a public, four-year institution with a reference to “women” in its name; *MUW’s external environment and demographics may be contributing to slow enrollment growth in the same way that TWU’s environment and demographics may be contributing to stronger enrollment growth.***



## Executive Summary

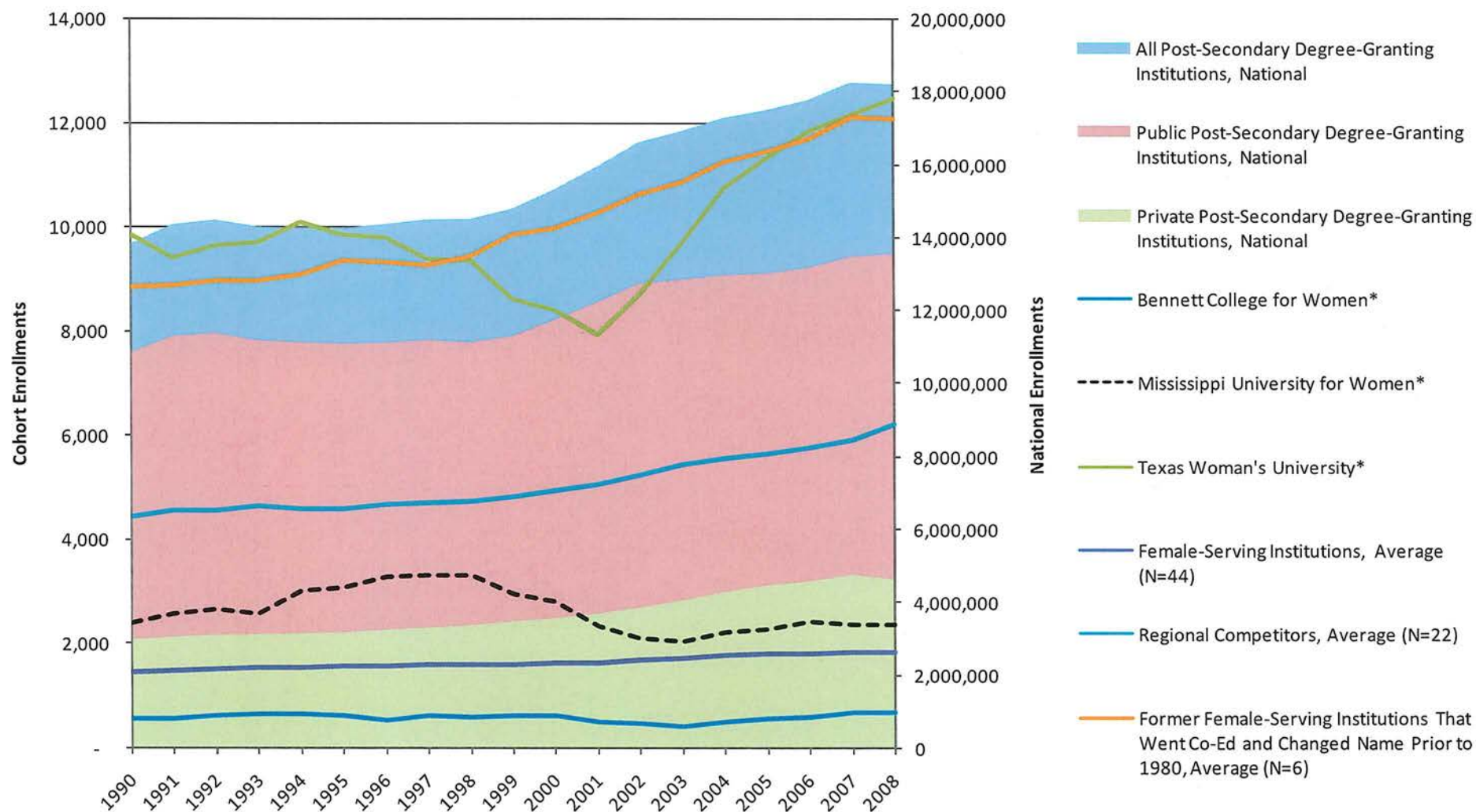
### MUW's Enrollments Strongly Mirror Those of Current Female-Serving Institutions, Which Have Been Largely Static or Negative Since the 1980s – *This Contradicts the Region's Otherwise Strong, Positive Enrollment Increases*



**Many female-serving institutions that changed their names did so prior to 1980; they have witnessed particularly large and rapid average enrollment growth since the 1980s.**

\*Institutions with current reference to "Women" in name  
Source: Eduventures analysis of NCES' IPEDS data (2009)  
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## Compared to the Broader Context of National Enrollments, Enrollments at Female-Serving Institutions and MUW Have Contradicted the National Trend

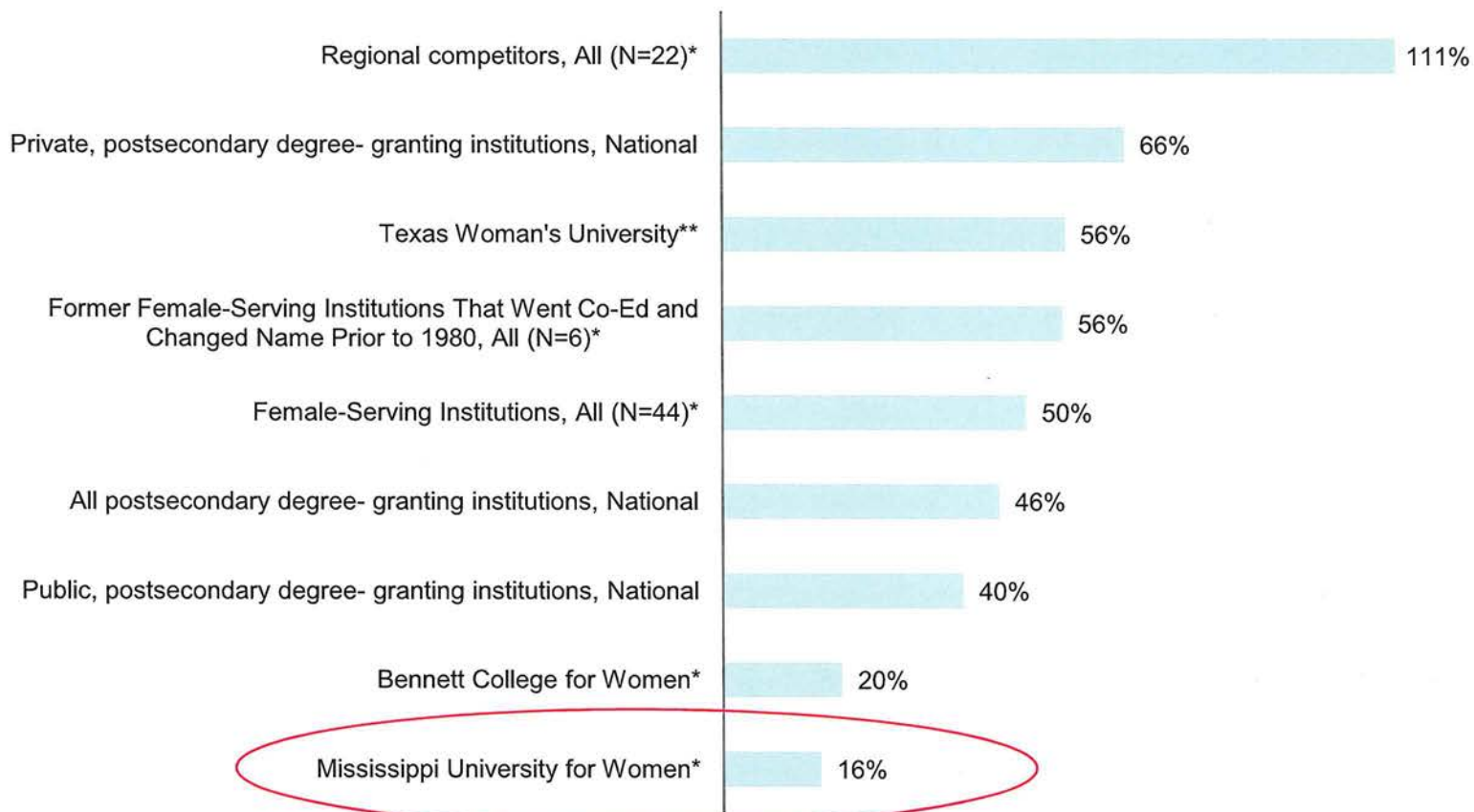


Source: Eduventures analysis of NCES and IPEDS data (2009)  
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### Of the Institution Groups Analyzed, MUW and Bennett College for Women Have Exhibited the Slowest Growth in Enrollments, *Both of Which Are Among the Few Remaining Institutions That Reference “Women” in Their Name*

Percent Change in Total Enrollments (1986-2008)



\*Average percent change

\*\*Institutions with current reference to "Women" in name

Source: Eduventures analysis of NCES' IPEDS data (2009)

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### **Enrollment Trends for Institutions That Underwent Name Change Between 1994 and 2007**

## Eduventures Identified and Analyzed Enrollments for the Following Institutions That Underwent a Name Change Between 1993 and 2008

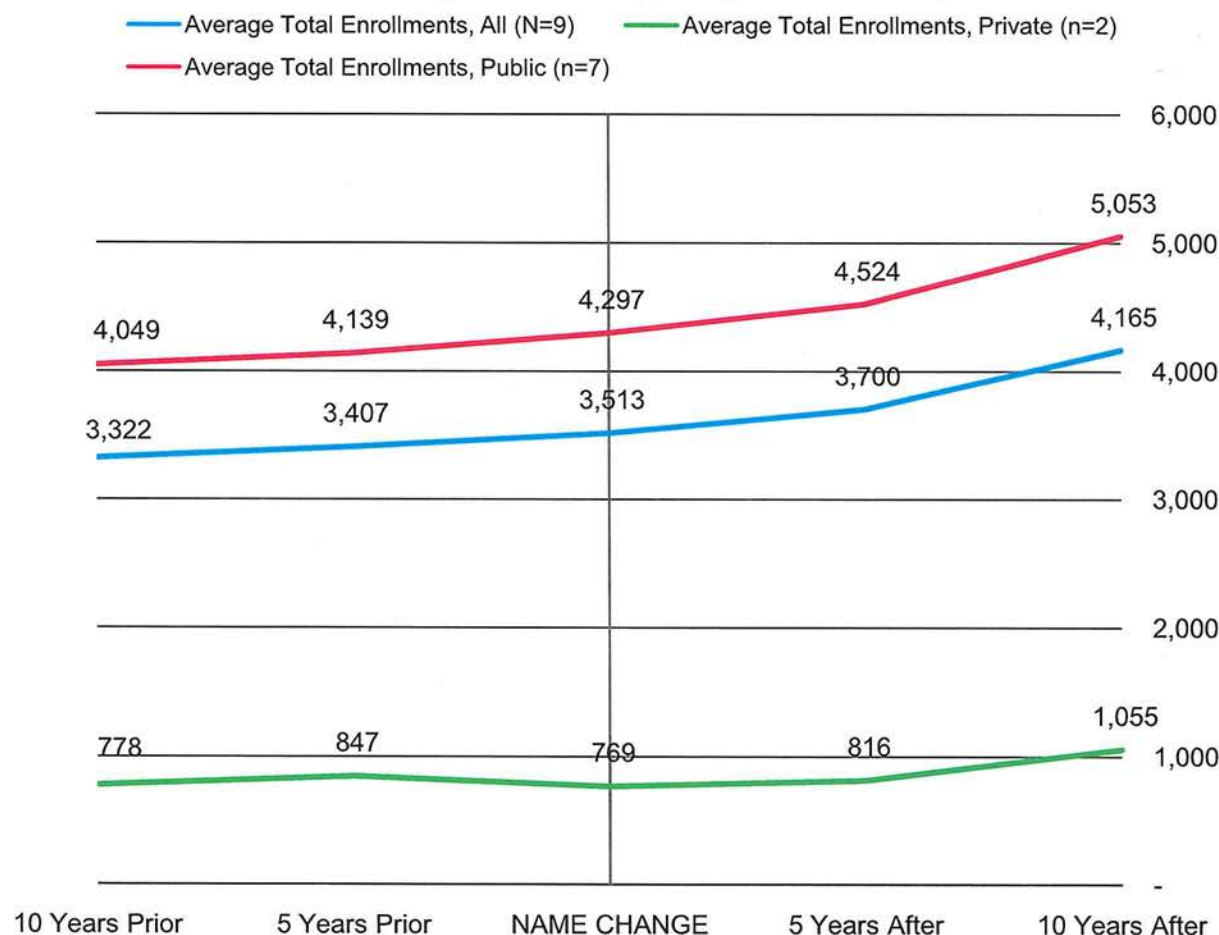
Current Name	Former Name(s)	Year of Change
Arcadia University	Beaver College	2001
Chancellor University	Myers University	2008
Chester College of New England	White Pines College	2002
Colorado State University-Pueblo	University of Southern Colorado	2003
DeSales University	Allentown College	2001
Dominican University	Rosary College	1997
Excelsior College	Regents College of the University of the State of New York	2001
Hodges University	International College	2007
Lyon College	Arkansas College	1994
Massachusetts College of Liberal Arts	North Adams State College	1997
McDaniel College	Western Maryland College	2002
Mountain State University	College of West Virginia	2001
New Jersey City University	Jersey City State College	1998
North Central Texas College	Cooke County College	1994
Northwest Florida State College	Okaloosa-Walton Community College	2008
Philadelphia University	Philadelphia College of Textiles & Science	1999
Randolph College	Randolph Macon Women's College	2006
Southeastern University	Southeastern College of the Assemblies of God	2005
Stevenson University	Villa Julie College	2008
The College of New Jersey	Trenton State College	1996
Trine University	Tri-State University	2008
Truman State University	Northeast Missouri State University	1996
University of Louisiana at Lafayette	University of Southwestern Louisiana	1999
University of Louisiana at Monroe	Northeast Louisiana University	1999
University of North Carolina at Pembroke	Pembroke State University	1996
University of West Alabama	Livingston University	1995
William Paterson University	Paterson State College	1997

These institutions include those which experienced name changes comparable to that which MUW is considering (e.g., name changes for institutions that went from “college” to “university” are excluded, as are those that went from “X community college” to “X state college/university”).



## Institutions with a Name Change That Occurred Between 1994 and 2007 Exhibited Stronger Total Enrollment Growth After Doing So (These Mirror Growth at the Undergraduate Level)

Average Enrollment, Longitudinal Perspectives



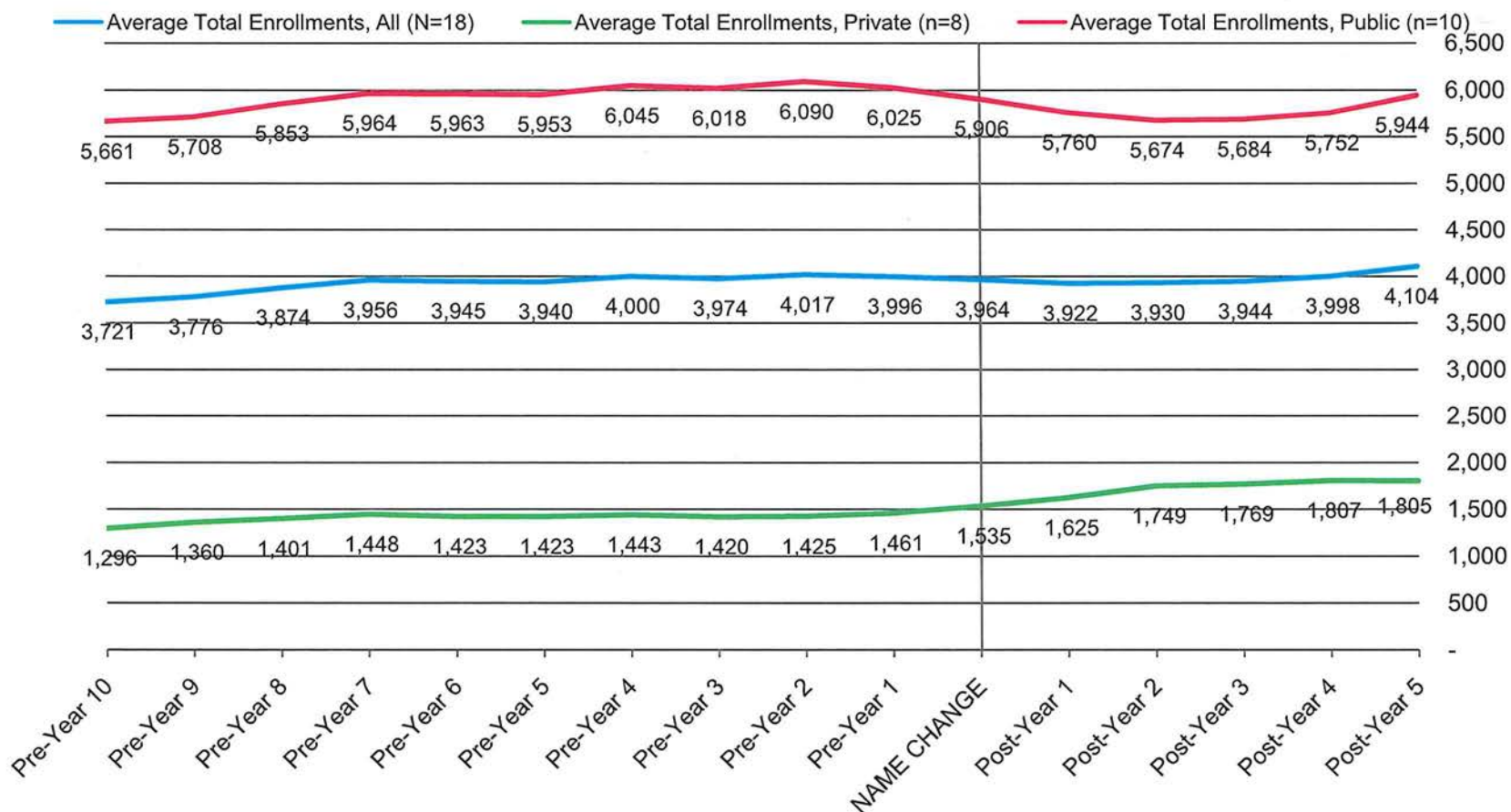
Institutions that underwent a name change\* experienced positive and relatively rapid (20%-plus) enrollment growth 10-years after changing, compared to 10-years prior; these mirror growth at the undergraduate level:

Institution Type	Average Percent Total Enrollment Growth	
	10-Years Before	10-Years After
All (N=9)	19%	22%
Private (n=2)	-2%	28%
Public (n=7)	25%	20%

\* See Appendix for breakdown of current and former names of institutions analyzed.

## Five Years After Name Change, Average Enrollment Patterns Suggests Institutions Experience Positive Growth in Enrollments

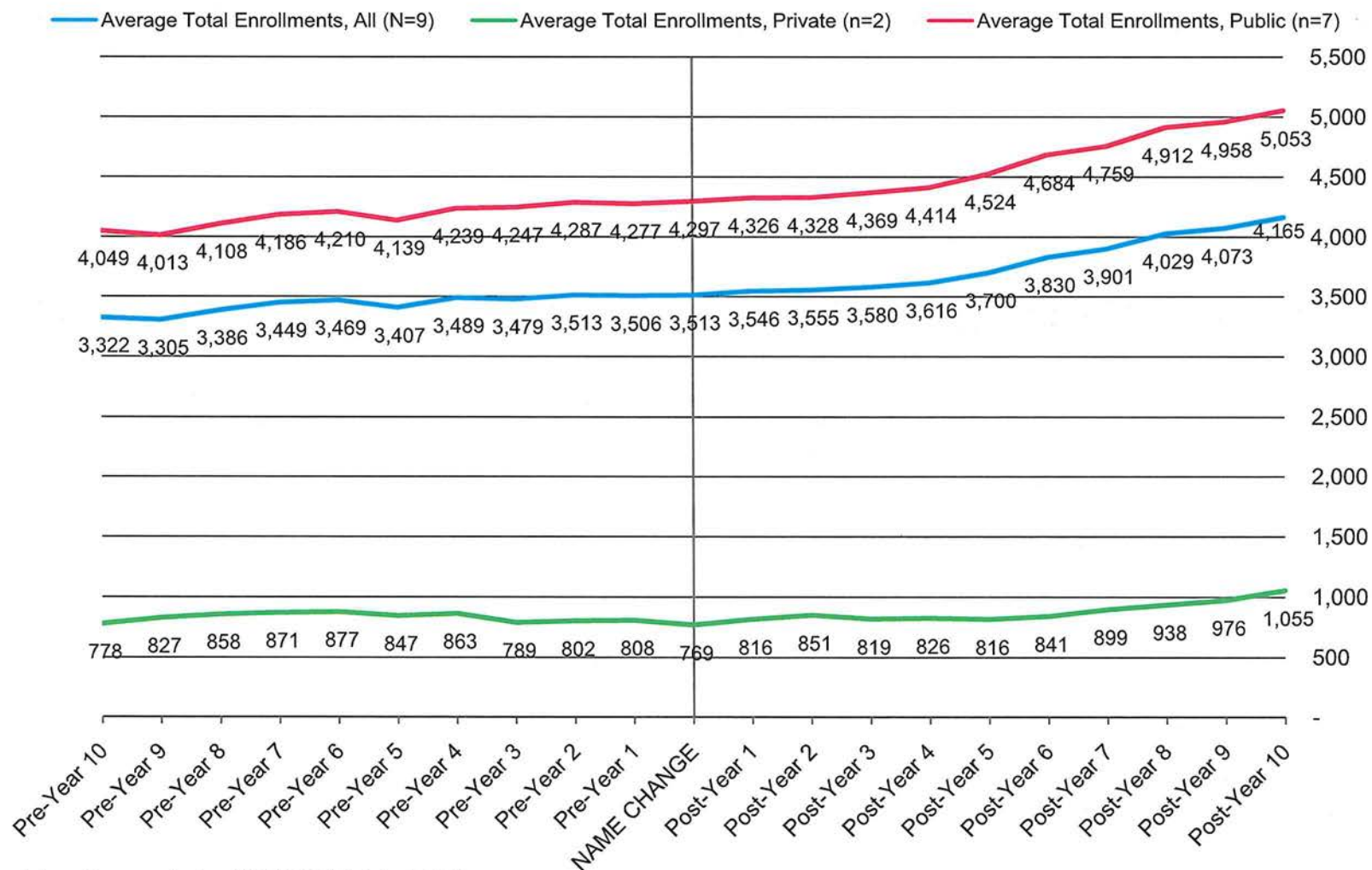
Average Enrollment Growth Before and 5-Years After Name Change (N=18)





## 10-Years After Name Change, Enrollment Growth is Generally Positive, Regardless of Control of Institution

Average Enrollment Growth One Decade Before and After Name Change (N=9)



Source: Eduventures analysis of NCES' IPEDS data (2009)  
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### **Institutions That Went Co-Ed and Changed Their Name**

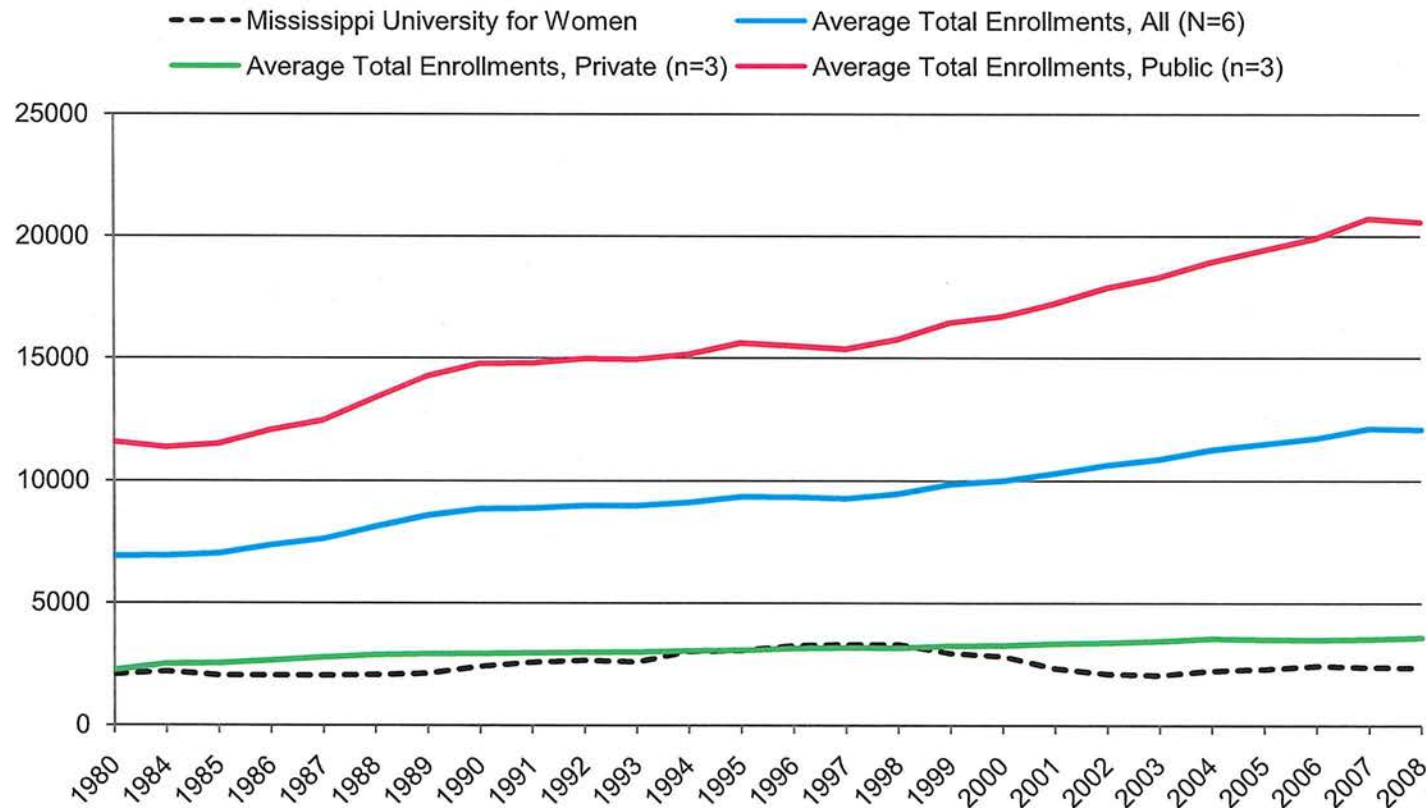


### Eduventures Identified and Analyzed Enrollments for the Following Former Female-Serving Institutions That Went Co-Ed and Changed Name

Current Name	Former Name(s)	Year of Change
Coker College	Coker College for Women	1969
Connecticut College	Connecticut College for Women	1969
Florida State University	Florida State College for Women	1947
Randolph College	Randolph Macon Women's College	2006
Stevenson University	Villa Julie College	2008
University of Montevallo	Alabama College	1969
University of North Carolina at Greensboro	Woman's College of the University of North Carolina	1963
University of San Diego	San Diego College for Women	1972

# Female-Serving Institutions That Changed Names and Went Co-Ed Prior to the 1980s Have Witnessed Positive Enrollment Growth Since

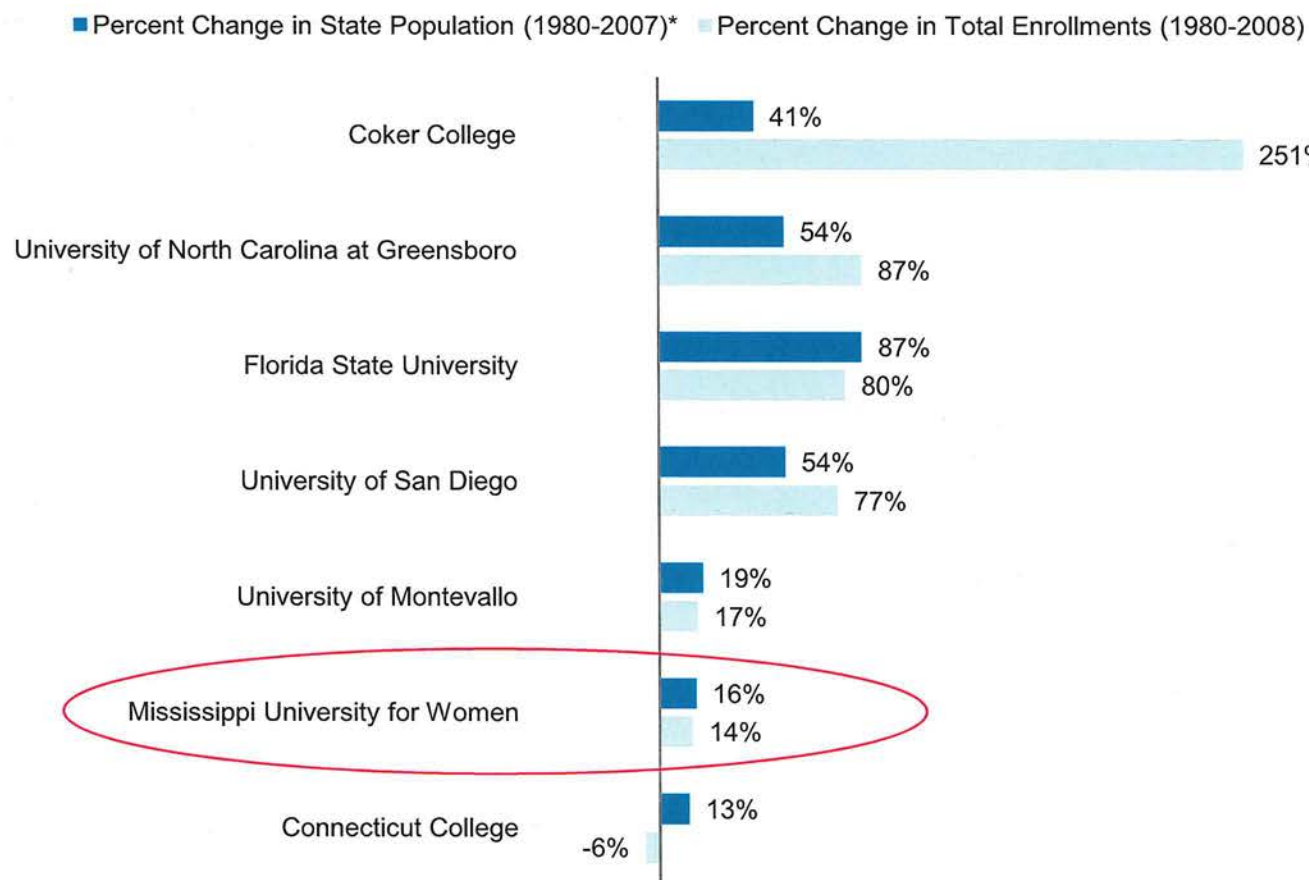
**Total Average Enrollments at Former Female-Serving Institutions That Went Co-Ed and Changed Name Prior to 1980**



**Enrollment growth has been especially positive for former female-serving *public* institutions that underwent name change.**



### Compared to the Majority of Female-Serving Institutions That Went Co-Ed and Changed Their Name Prior to the 1980s, MUW's Enrollment Growth Has Been Slow



Enrollment growth for many of these institutions is reflective of statewide population growth.

\*According to most recent U.S. Census data available

Sources: Population Division, U.S. Census Bureau (Release Date: December 27, 2007); Eduventures analysis of data retrieved from NCES' IPEDS (2009)

### **Institutions That Went Co-Ed With No Name Change**



# Research Findings

## Compared to Other Institutions That Went Co-Ed in the 1980s and Late 1970s, MUW's Female Enrollments Remain Significantly Higher to Date

Of these, MUW is the only coeducational institution to reference "Women" in its name.

Institution	Date of Shift to Co-Ed	Percent of enrollment that is female*	Sector
Regis College	2007	88%	Private not-for-profit, 4 year-plus
Blue Mountain College	2005	66%	Private not-for-profit, 4 year-plus
Immaculata University	2005	76%	Private not-for-profit, 4 year-plus
Lesley University	2005	85%	Private not-for-profit, 4 year-plus
Wells College	2005	70%	Private not-for-profit, 4 year-plus
Chestnut Hill College	2003	74%	Private not-for-profit, 4 year-plus
Harcum College	2003	84%	Private not-for-profit, 2-year
Hood College	2002	70%	Private not-for-profit, 4 year-plus
Seton Hill University	2002	66%	Private not-for-profit, 4 year-plus
Emmanuel College	2001	74%	Private not-for-profit, 4 year-plus
Notre Dame College	2001	67%	Private not-for-profit, 4 year-plus
William Woods University	1997	66%	Private not-for-profit, 4 year-plus
Endicott College	1994	68%	Private not-for-profit, 4 year-plus
Southern Virginia University	1994	53%	Private not-for-profit, 4 year-plus
University of Saint Mary	1988	66%	Private not-for-profit, 4 year-plus
Wheaton College	1987	62%	Private not-for-profit, 4 year-plus
Goucher College	1986	73%	Private not-for-profit, 4 year-plus
Lake Erie College	1986	57%	Private not-for-profit, 4 year-plus
Albertus Magnus College	1985	67%	Private not-for-profit, 4 year-plus
Keuka College	1985	73%	Private not-for-profit, 4 year-plus
Cazenovia College	1982	75%	Private not-for-profit, 4 year-plus
Mississippi University for Women	1982	84%	Public, 4 year-plus
Longwood University	1976	69%	Public, 4 year-plus
Radford University	1972	59%	Public, 4 year-plus
Texas Woman's University	1972	91%	Public, 4 year-plus
Trocaire College	1972	87%	Private not-for-profit, 2-year
Alvernia College	1971	69%	Private not-for-profit, 4 year-plus
Lynn University	1971	50%	Private not-for-profit, 4 year-plus
Skidmore College	1971	61%	Private not-for-profit, 4 year-plus
Dominican University	1970	73%	Private not-for-profit, 4 year-plus
Marymount Manhattan College	1970	75%	Private not-for-profit, 4 year-plus

Institution	Date of Shift to Co-Ed	Percent of enrollment that is female*	Sector
Pitzer College	1970	59%	Private not-for-profit, 4 year-plus
University of Mary Washington	1970	67%	Public, 4 year-plus
Viterbo University	1970	72%	Private not-for-profit, 4 year-plus
Averett University	1969	48%	Private not-for-profit, 4 year-plus
Bennington College	1969	68%	Private not-for-profit, 4 year-plus
Elmira College	1969	71%	Private not-for-profit, 4 year-plus
Lindenwood University	1969	62%	Private not-for-profit, 4 year-plus
MacMurray College	1969	66%	Private not-for-profit, 4 year-plus
Mercyhurst College	1969	60%	Private not-for-profit, 4 year-plus
Sarah Lawrence College	1969	76%	Private not-for-profit, 4 year-plus
Silver Lake College	1969	72%	Private not-for-profit, 4 year-plus
Vassar College	1969	58%	Private not-for-profit, 4 year-plus
Georgia College & State University	1967	60%	Public, 4 year-plus
Briar Cliff University	1966	57%	Private not-for-profit, 4 year-plus
James Madison University	1966	60%	Public, 4 year-plus
Ohio Dominican University	1964	61%	Private not-for-profit, 4 year-plus
Webster University	1962	60%	Private not-for-profit, 4 year-plus
Limestone College	1960s	62%	Private not-for-profit, 4 year-plus
Andrew College	1956	49%	Private not-for-profit, 2-year
University of Montevallo	1956	69%	Public, 4 year-plus
Greensboro College	1954	54%	Private not-for-profit, 4-year or above
Marian College	1954	66%	Private not-for-profit, 4 year-plus
Moravian College	1954	61%	Private not-for-profit, 4 year-plus
LaGrange College	1953	58%	Private not-for-profit, 4 year-plus
Shorter College	1950s	50%	Private not-for-profit, 4 year-plus
University of West Alabama	1950s	76%	Public, 4 year-plus
Florida State University	1947	56%	Public, 4 year-plus
Carlow University	1945	93%	Private not-for-profit, 4 year-plus
Huntingdon College	1934	51%	Private not-for-profit, 4 year-plus
Athens State University	1931	67%	Public, 4 year-plus
Chowan University	1931	49%	Private not-for-profit, 4 year-plus

\*As of Fall 2008

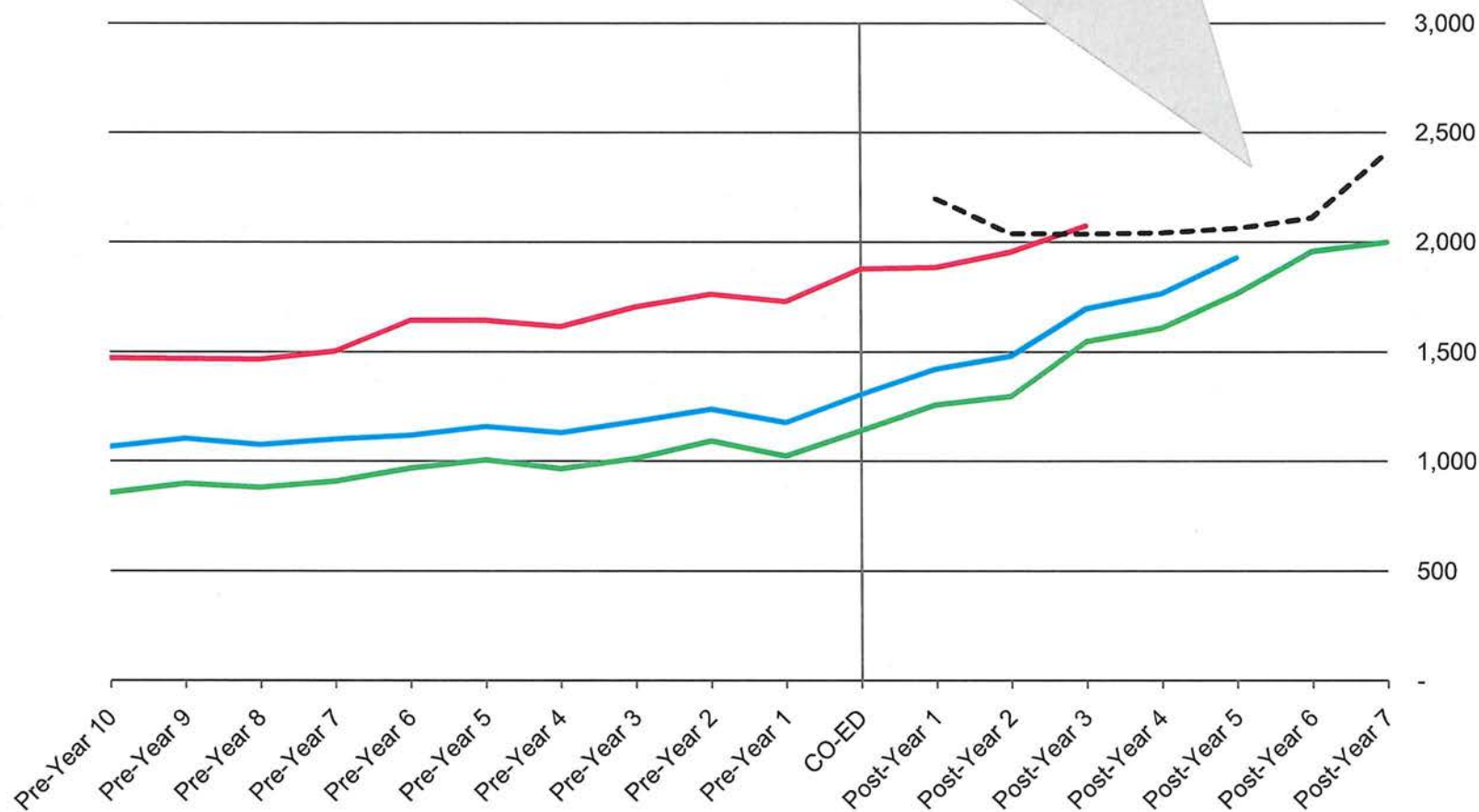
Source: Eduventures analysis of NCES' IPEDS data (2009)



## Former Female-Serving Institutions That Went Co-Ed With No Name Change, Like MUW, Witnessed More Positive Enrollment Growth After the Shift, Unlike MUW

- Average Enrollment Growth Before and 3-Year After Co-Ed (N=12)
- Average Enrollment Growth Before and 5-Year After Co-Ed (N=6)
- Average Enrollment Growth Before and 7-Year After Co-Ed (N=4)

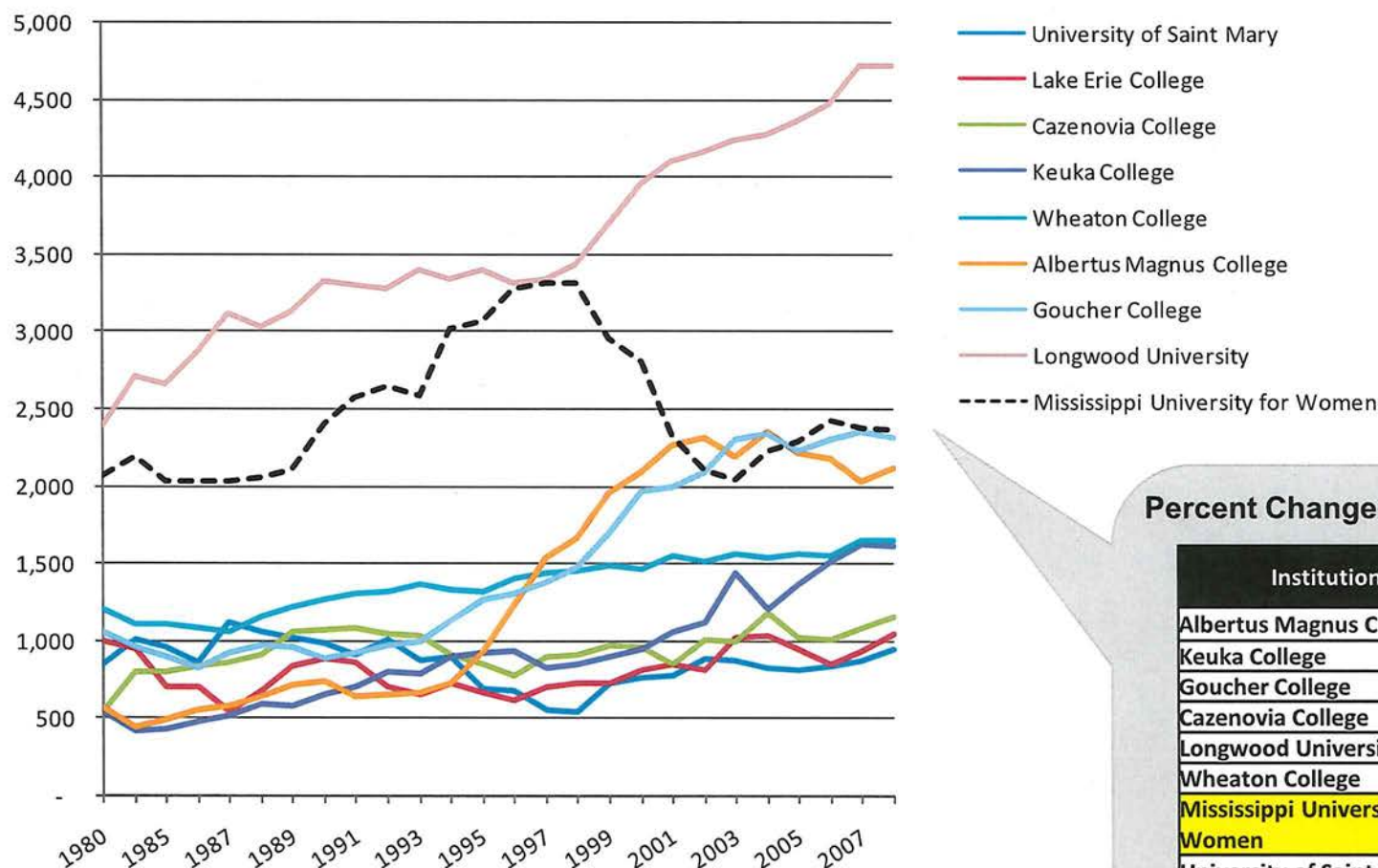
Total enrollment 7-years after shifting to co-ed grew by 77%, on average (N=4), compared to MUW's growth of 10% over the same time projection (Of these, MUW is the only coeducational institution to reference "Women" in its name).



Source: Eduventures analysis of NCES' IPEDS data (2009)  
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## Specifically, MUW's Enrollments Are Inconsistent With Those of Other Former Female-Serving Institutions That Went Co-Ed During the Same Time Period

Formerly Female-Serving Institutions That Went Co-Ed With No Name Change Within the Same Time Period as MUW (1976-1988)



Source: Eduventures analysis of NCES' IPEDS data (2009)  
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### Percent Change in Total Enrollments

Institution	Percent Change (1980-2008)
Albertus Magnus College	277%
Keuka College	197%
Goucher College	118%
Cazenovia College	112%
Longwood University	97%
Wheaton College	38%
Mississippi University for Women	14%
University of Saint Mary	12%
Lake Erie College	4%



### **Regional Competitors Within 100-Miles of MUW**

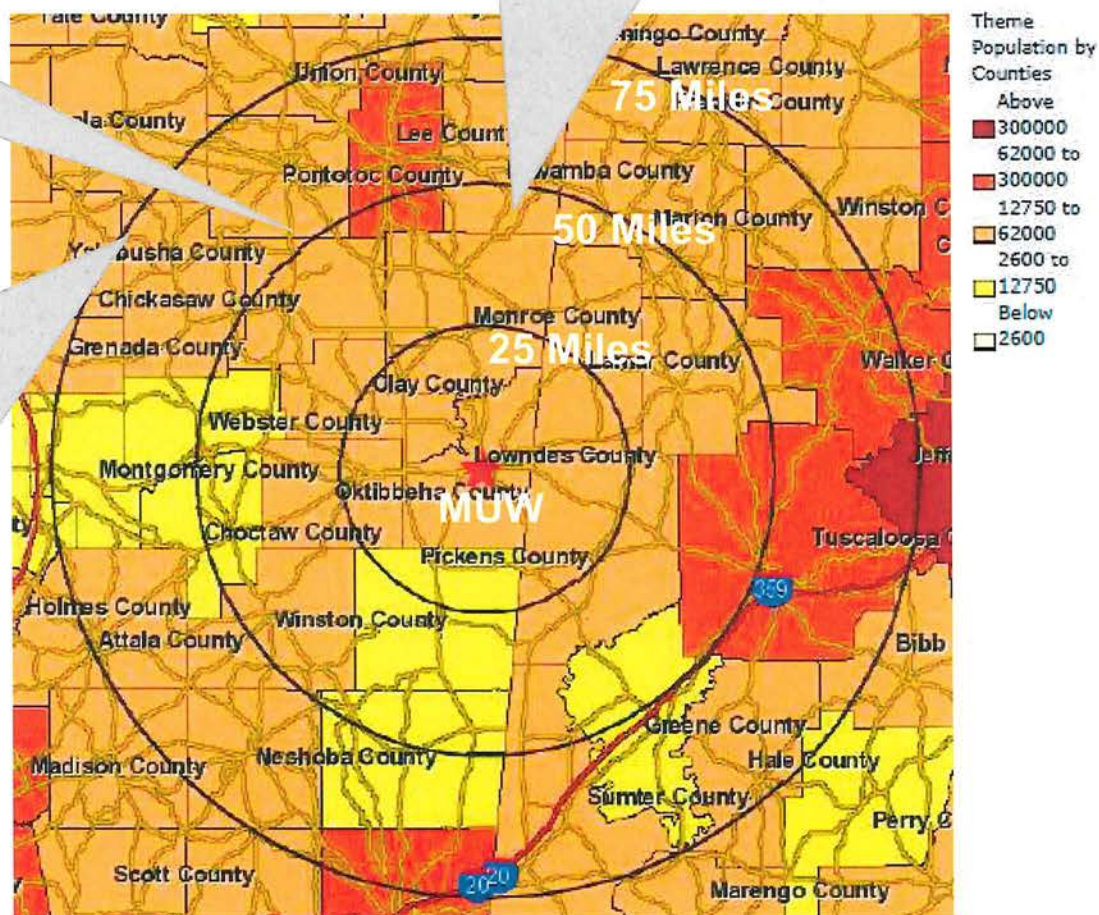
## Research Findings

### It is Important for MUW to Remain Competitive Amid a Saturated Regional Market of Universities and Potential Feeder Community Colleges

Institutions Within 50-75 Miles of MUW	Distance (Miles)	Student Population
Itawamba Community College	52.2	6,627
The University of Alabama	55.0	27,014
Stillman College	56.1	1,048
Shelton State Community College	57.7	5,511
University of West Alabama	67.1	4,888

Institutions Within 75-100 Miles of MUW	Distance (Miles)	Student Population
Northeast Mississippi Community College	79.3	3,190
Bevill State Community College	80.7	4,134
East Central Community College	84.3	2,394
ITT Technical Institute-Bessemer	85.1	990
Meridian Community College	85.2	3,614
Miles College	86.7	1,786
University of Mississippi Main Campus	86.7	15,289
Blue Mountain College	86.9	470
Lawson State Community College-Birmingham Campus	88.3	3,609
Judson College	88.6	324
Birmingham Southern College	90.7	1,458
University of Alabama at Birmingham	93.1	16,149
Herzing College	93.3	293
Virginia College-Birmingham	93.3	5,264
Samford University	94.0	4,469
Holmes Community College	94.0	5,610
University of Montevallo	94.8	3,023
Northwest Shoals Community College-Muscle Shoals	96.5	4,041

Institutions Within 50 Miles of MUW	Distance (Miles)	Student Population
Mississippi University for Women	0.0	2,365
Mississippi State University	21.2	17,824
East Mississippi Community College	47.0	4,176



Source: NCES (2009); Eduventures analysis of U.S. Census data retrieved from DemographicsNow (2009)



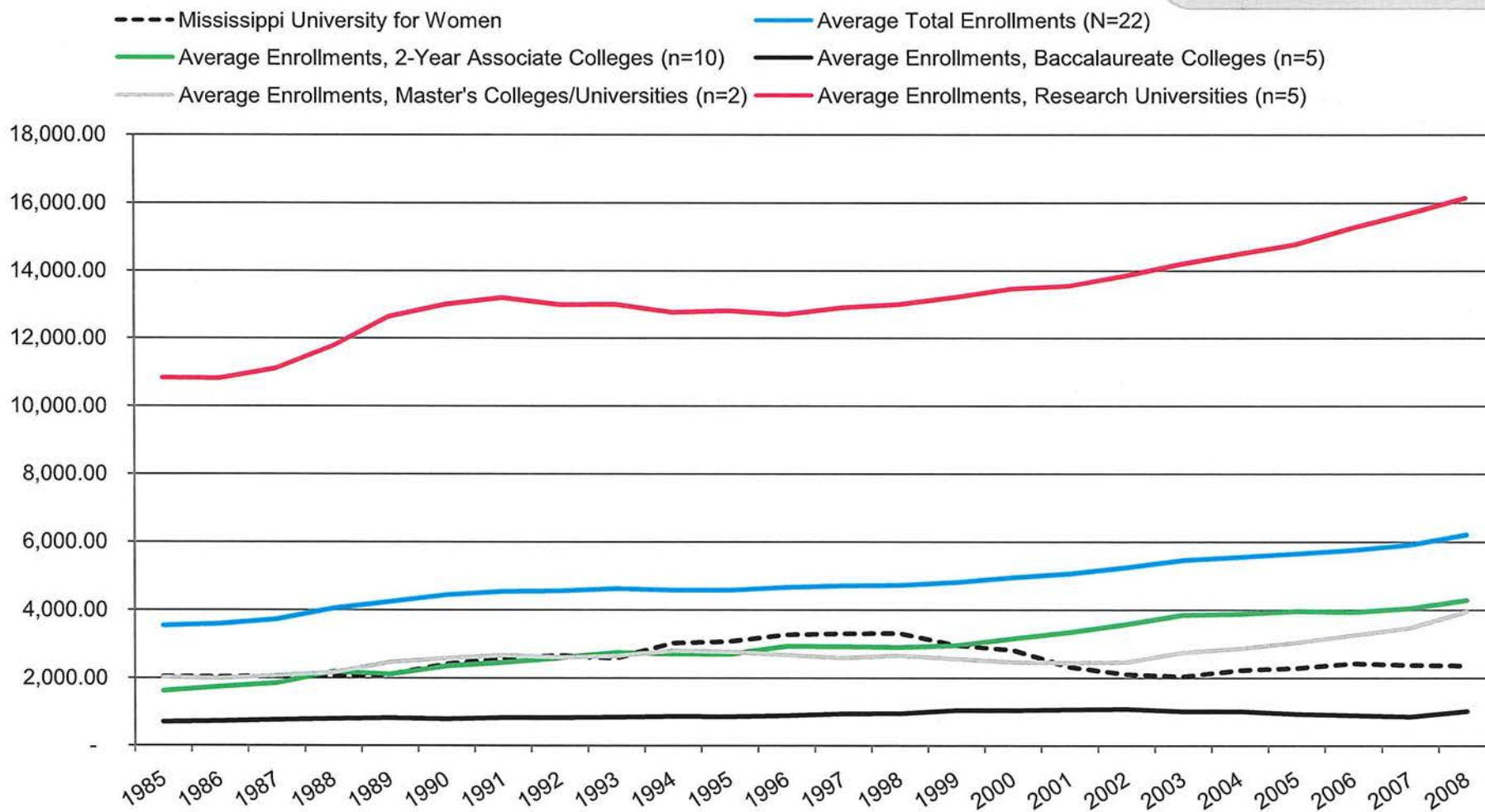
## Research Findings

EDUVENTURES

### Compared to Other Regional Institutions, Including Master's Colleges/Universities, MUW's Enrollments Have Fallen

Of these, MUW is the only coeducational institution in its region to reference "Women" in its name.

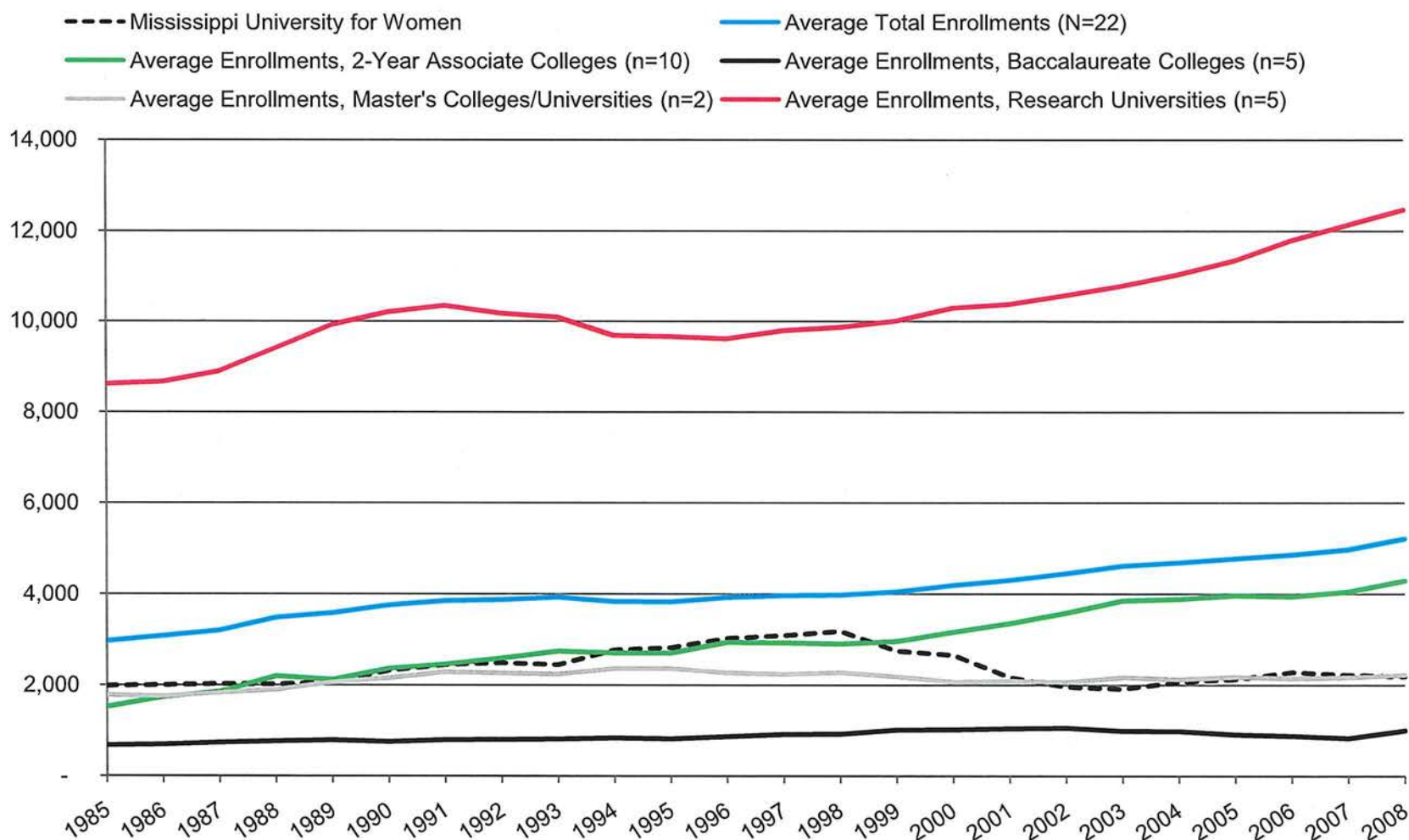
Average Total Regional Enrollments





## Regional Total Enrollment Trends Largely Mirror Those Identified at the Undergraduate Level

Average Regional Undergraduate Enrollments

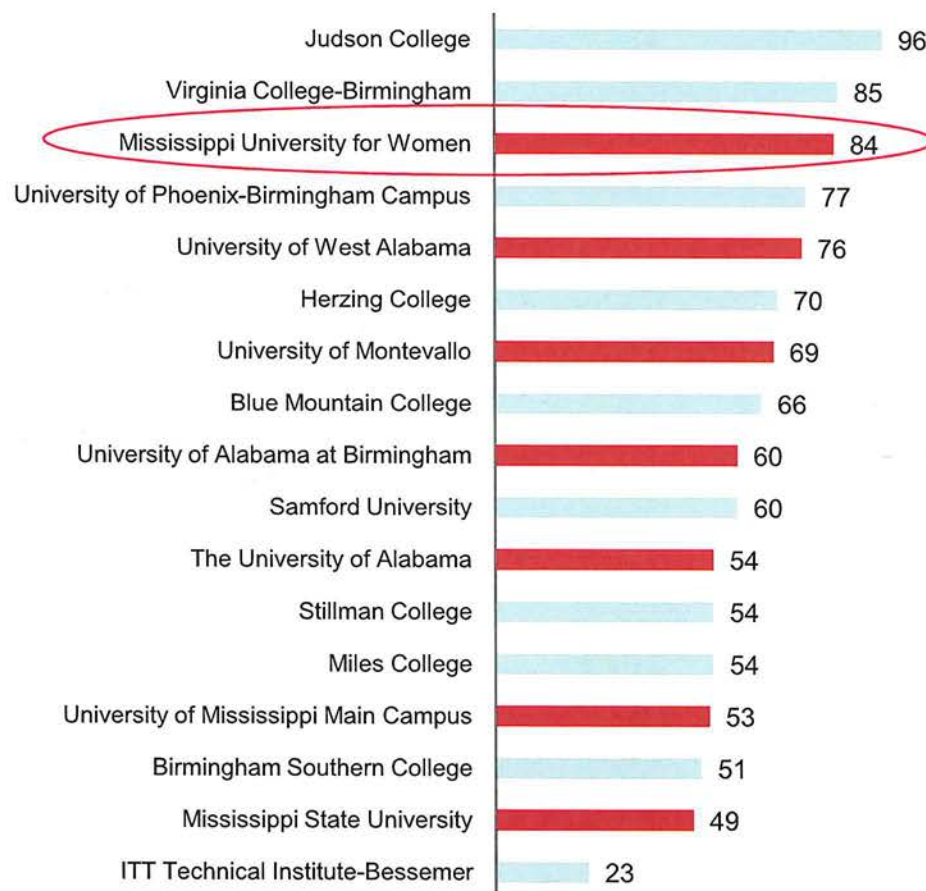


Source: Eduventures analysis of NCES' IPEDS data (2009)  
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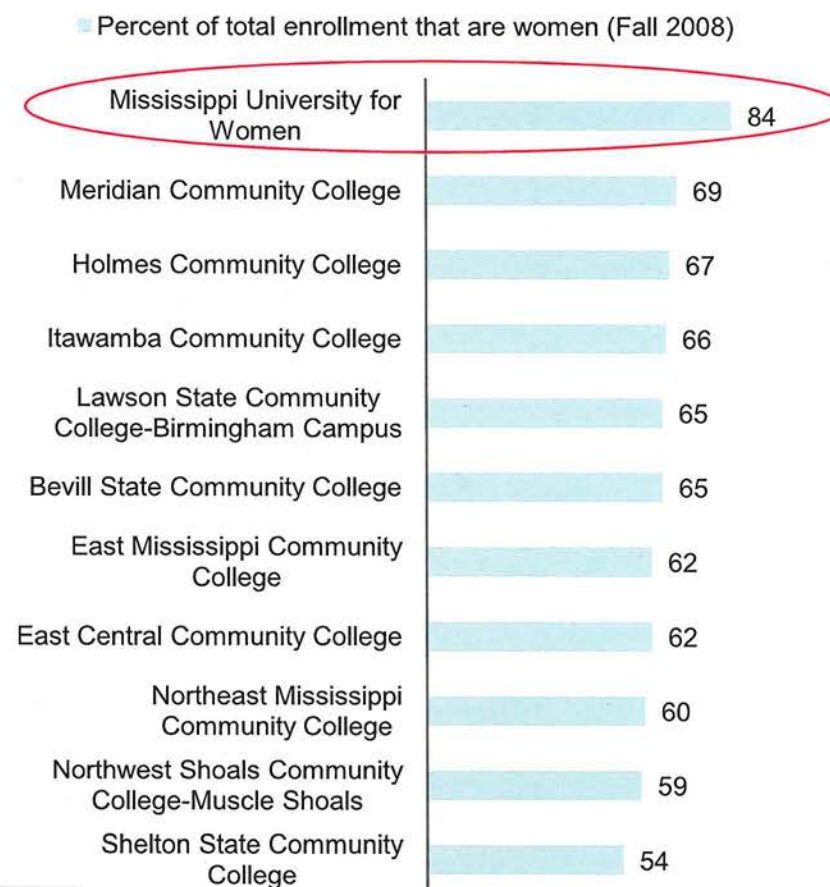
## Research Findings

**Compared to Its Regional Competitors, MUW Has a Very Large Female Student Population; This is Also Disproportionate to the Pool of Prospective Students That May Be Available Through Local Community Colleges and the High School Graduate Pipeline**

**Potential Competitors\***  
(All 4-Year and Above, Within 100-Miles of MUW)



**Potential Feeder Institutions (All Public, 2-Year Institutions Within 100-Miles of MUW)**



Public, four-year or above regional competitor

Source: Eduventures analysis of NCES' IPEDS data (2009)  
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## MUW's Enrollments Remain Disproportionally Female (83%) Compared to Its Regional Competitors, Whose Percent Female Population Tends To Be Less Than 70%

Percent of Undergraduate Population That is Female	1985	2008	Percent Change
Judson College	100.0%	96.3%	-3.7%
Mississippi University for Women	80.5%	83.4%	2.9%
Meridian Community College	62.3%	68.9%	6.5%
University of Montevallo	63.8%	66.8%	3.0%
Holmes Community College	52.2%	66.6%	14.4%
Itawamba Community College	57.5%	65.6%	8.1%
Blue Mountain College	79.0%	65.1%	-13.9%
Lawson State Community College-Birmingham Campus	60.8%	64.6%	3.8%
Bevill State Community College	56.2%	64.6%	8.4%
Samford University	57.3%	64.2%	6.9%
East Central Community College	50.9%	62.0%	11.1%
East Mississippi Community College	39.9%	62.0%	22.2%
Northeast Mississippi Community College	56.8%	60.3%	3.5%
University of West Alabama	53.7%	59.7%	6.1%
University of Alabama at Birmingham	54.7%	59.7%	5.0%
Northwest Shoals Community College-Muscle Shoals	38.0%	58.7%	20.7%
Stillman College	58.8%	54.0%	-4.8%
Shelton State Community College	59.5%	53.8%	-5.8%
Miles College	52.0%	53.8%	1.7%
University of Mississippi Main Campus	47.6%	52.9%	5.3%
The University of Alabama	47.6%	52.7%	5.1%
Birmingham Southern College	54.0%	50.7%	-3.3%
Mississippi State University	40.9%	48.0%	7.2%

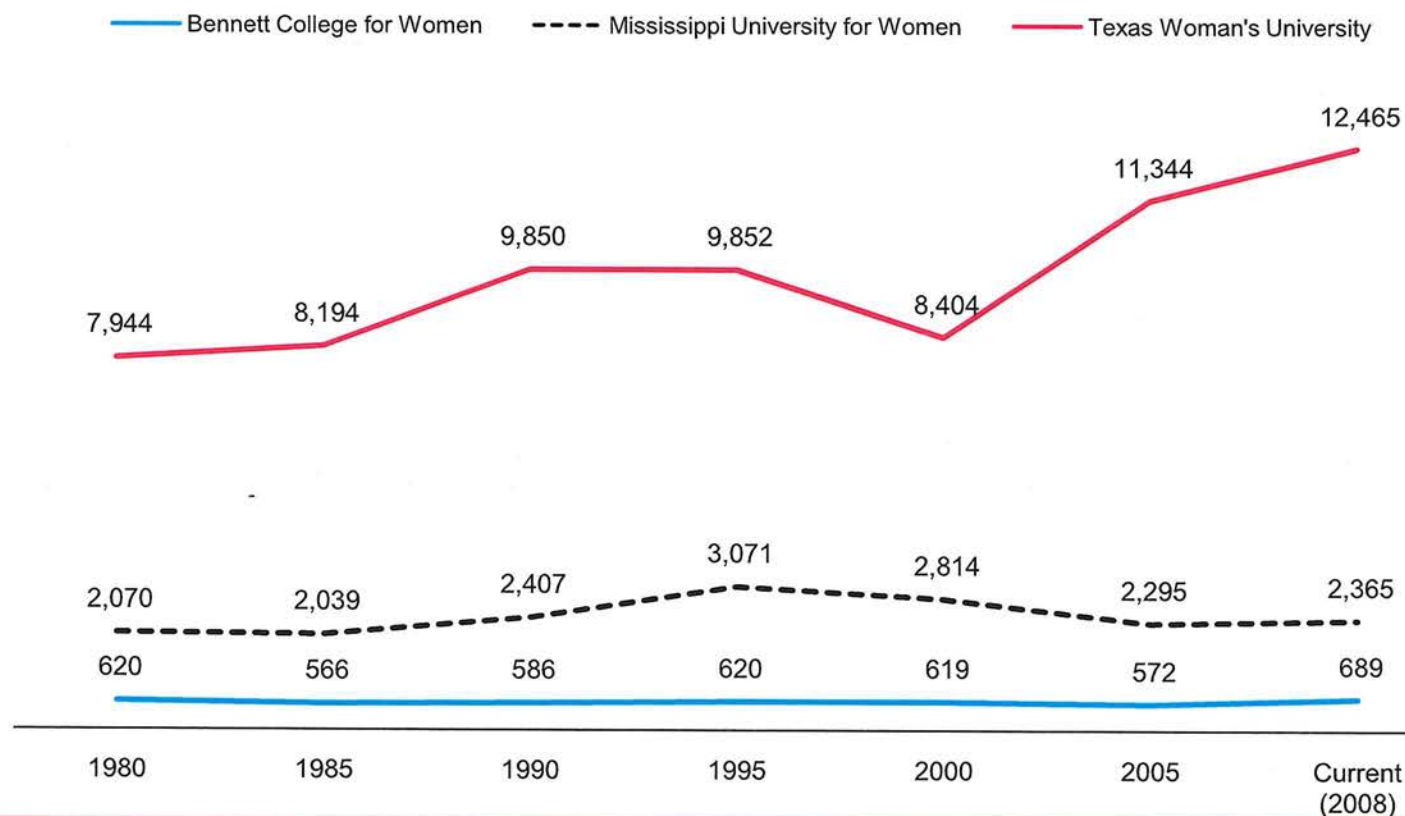
**Despite its shift to co-ed in 1982, the percentage of MUW's undergraduate population that is female has remained relatively static since the 1980s.**



### **Institutions with “Female” In Name That Have Not Changed Title**

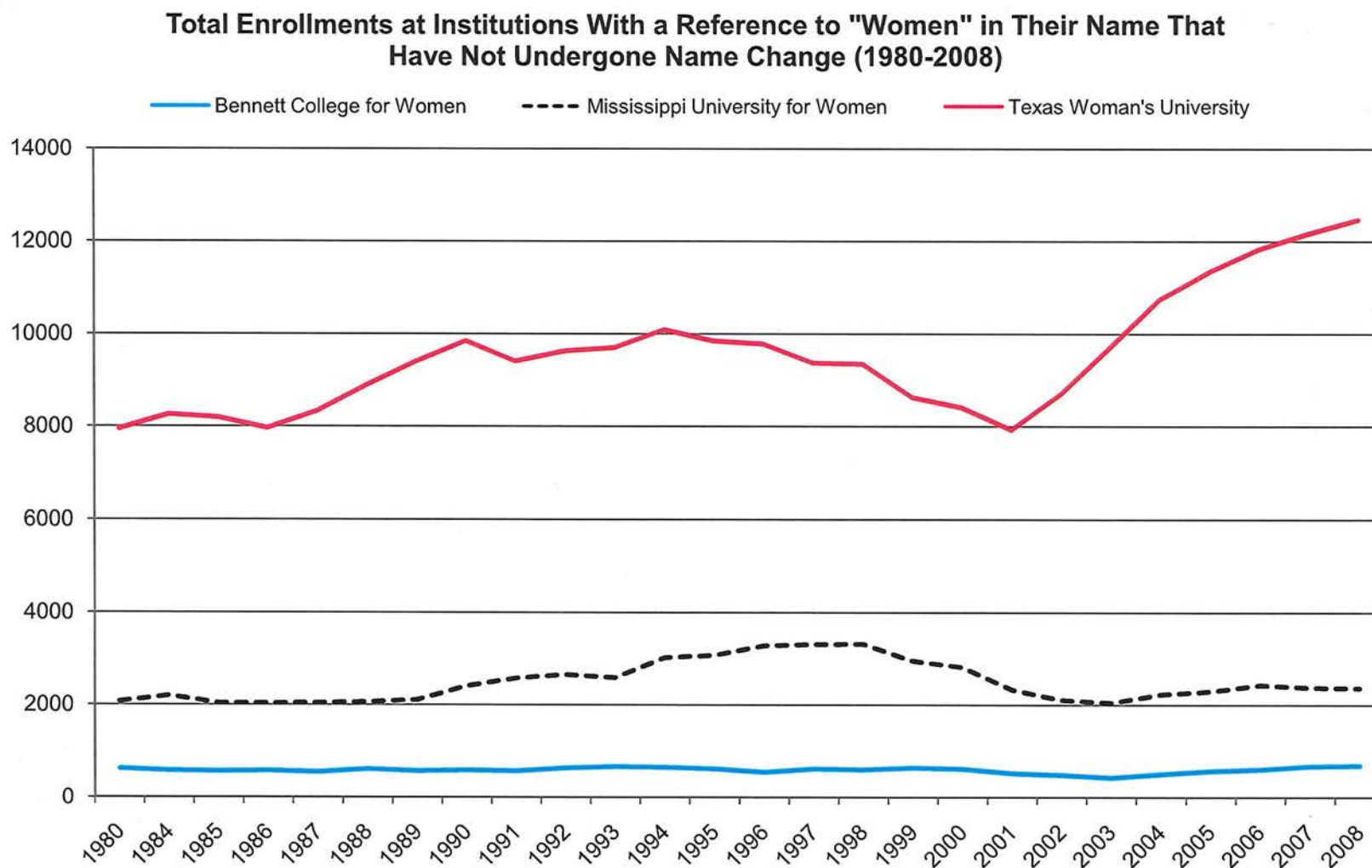
### Since 1995, Enrollments At the Majority of Institutions That Reference the Term “Women” in Their Name Have Remained Static or Declined

Total Enrollments at Institutions With a Reference to “Women” in Their Name That Have Not Undergone Name Change (1980-2008)



Texas Women’s University is the only remaining institution with a reference to “women” in its current name that has exhibited positive enrollment growth – *Several factors likely contribute to this institution being an outlier (in terms of enrollment), including its status as a doctoral institution and location in a city.*

### With the Exception of Texas Women's University, They Have Experienced Static and Negative Enrollments, With Slight Fluctuations, Since the 1980s



Source: Eduventures analysis of NCES' IPEDS data (2009)  
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### Enrollment at These Institutions is Predominantly Female, *Which, With the Exception of MUW, Coincides With Their Female-Oriented Missions*

*"Bennett College is a small, private, historically Black liberal arts college for women."*

– Bennett College for Women, 2009  
(excerpt from mission statement)

*"A Carnegie Master's II public institution, Mississippi University for Women provides high-quality undergraduate and graduate education for women and men."*

– Mississippi University for Women, 2009 (excerpt from mission statement)

*"Texas Woman's University is a notable institution, primarily for women..."*

– Texas Women's University, 2009  
(excerpt from mission statement)

Institution	Sector	Basic Carnegie Classification	Degree of urbanization	Percent of Total Enrollment That Is Female*
Bennett College for Women	Private	Baccalaureate Colleges--Arts & Sciences	City: Midsize	100%
Mississippi University for Women	Public	Master's Colleges and Universities (smaller programs)	Town: Remote:	84%
Texas Woman's University	Public	Doctoral/ Research Universities	City: Midsize	91%

\*As of Fall 2008



## Texas Woman's University is Unique From Other Current and Former Female-Serving Institutions in That it Continues to Exhibit Significant Enrollment Growth

Institutional Characteristics	Mississippi University for Women	Texas Woman's University
Geographic Region <sup>1</sup>	Southeast	Southwest
Sector	Public, 4-year or above	Public, 4-year or above
Highest Level of Offering	Post-master's certificate	Doctor's degree
Highest Degree Offered	Masters	Doctoral
Degree of Urbanization	Town: Remote	City: Midsize
Basic Carnegie Classification	Master's Colleges and Universities (smaller programs)	Doctoral/Research Universities
Undergraduate Instructional Program (Carnegie Classified)	Professions plus arts & sciences, some graduate coexistence	Professions plus arts & sciences, high graduate coexistence
Graduate Instructional Program (Carnegie Classified)	Post baccalaureate professional (other dominant fields)	Doctoral, professional dominant
Undergraduate Profile (Carnegie Classified)	Medium full-time four-year, selective, higher transfer-in	Medium full-time four-year, inclusive
Size and Setting (Carnegie Classified)	Small four-year, primarily residential	Medium four-year, primarily nonresidential
Percent of Total Enrollment that is Female*	84%	91%
Percent of Undergraduate Enrollment that is Female*	83%	93%
Total Population (2009 Estimate)**	2,108,072	7,330,344
Percent of Regional Population that is Female**	52%	50%
High School Pipeline** <sup>^</sup>	7%	7%
Number of Regional Competitors (4-Year)**	19	32

\*As of Fall 2008

\*\*Within a 100-mile radius of Zip codes 39701 (MUW) and 76204 (TWU)

<sup>^</sup>Percent of population between the ages of 15 and 19 (2009 estimate)

Sources: Eduventures analysis of data retrieved from NCES' IPEDS and U.S. Census data

***"TWU's Hispanic enrollment increased 74.9% from 2003-2008, the fourth-highest increase among public universities in Texas."***

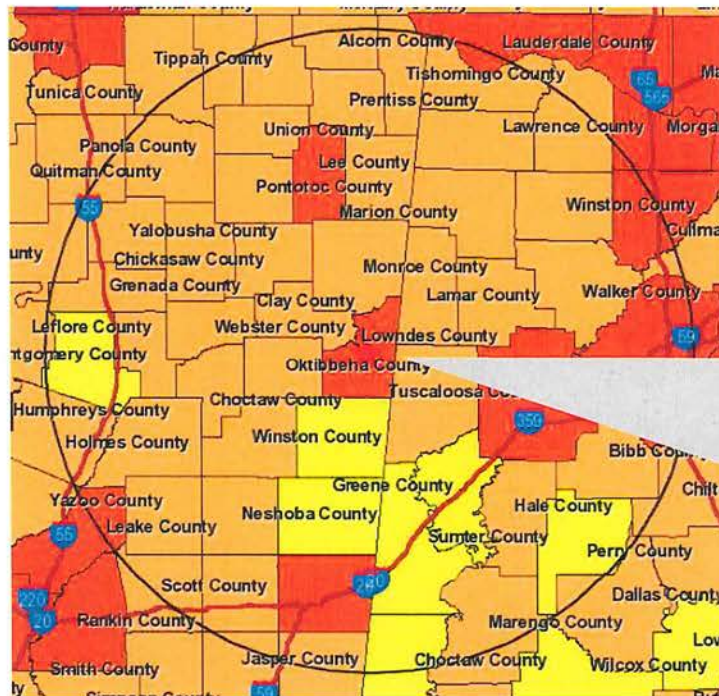
– Texas Higher Education Coordinating Board (Fall 2008)

**TWU's location, availability of doctoral programming/doctoral status, and regional population increase have positively contributed to its enrollment growth; *In contrast, these same factors may contribute to the slowing of MUW's enrollments – These variables are external and beyond the influence of any one institution.***



## Moreover, TWU's Current and Projected Population Size/Density Are Significantly More Conducive to Enrollment Growth Than Those Forecast for MUW's Region

### Mississippi University for Women

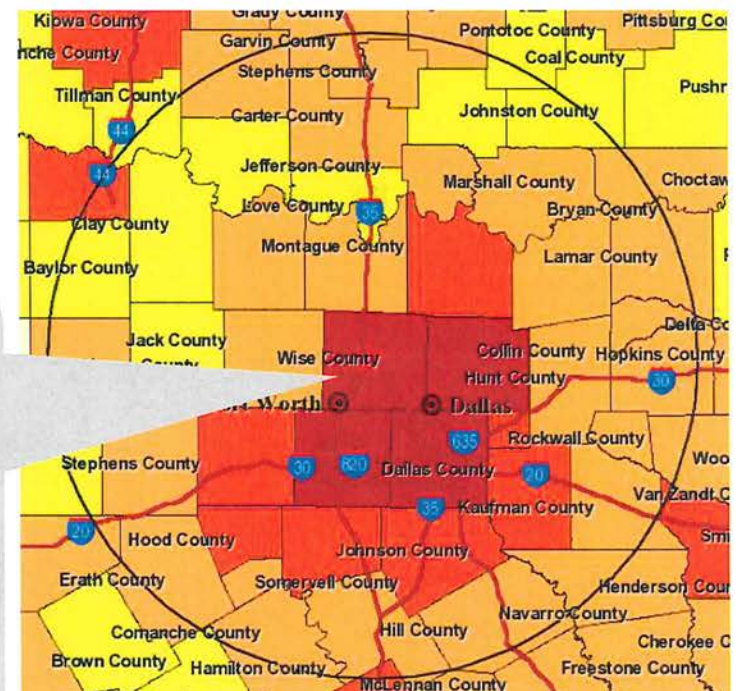


Theme  
Population  
Density by  
Counties

- Above 590
- 590 to 101.25
- 101.25 to 2.95
- 2.95 to 17.25
- 17.25
- Below 2.95

The population projection for 2014 is 2,120,847 for MUW and 8,000,795 for TWU; the population density (Pop/Sq Mi) projection for 2014 is 67.5 for MUW and 254.7 for TWU – an increase of 0.6% from 2009 to 2014 for MUW and 9.1% for TWU is expected.

### Texas Woman's University



**MUW's only similarity to TWU is the fact that it is also a public, four-year institution with a reference to "women" in its name; *MUW's external environment and demographics may be contributing to slow enrollment growth in the same way that TWU's environment and demographics may be contributing to stronger enrollment growth.***



### **Enrollment Trends for Institutions That Remain Female-Serving With No Name Change**

## The Vast Majority of Institutions That Are Female-Serving Are Private

Institution Name	Percent of Enrollment That Is Female*	
	Total	Undergraduate
Mississippi University for Women	84%	83%
Chatham University	86%	93%
Converse College	86%	100%
Midway College	86%	87%
College of Notre Dame of Maryland	87%	93%
Georgian Court University	87%	90%
College of Saint Elizabeth	88%	90%
Brenau University	89%	91%
Wilson College	89%	89%
Ursuline College	91%	93%
The College of New Rochelle	92%	92%
Trinity Washington University	92%	97%
Mary Baldwin College	93%	95%
Mills College	93%	100%
Saint Joseph College	93%	98%
Simmons College	93%	100%
Cedar Crest College	94%	94%
Hollins University	94%	100%
Bryn Mawr College	95%	100%
College of St Catherine	95%	97%
Stephens College	95%	97%
Judson College	96%	96%
Saint Mary-of-the-Woods College	96%	96%

Institution Name	Percent of Enrollment That Is Female*	
	Total	Undergraduate
Salem College	96%	97%
Sweet Briar College	96%	97%
Wesleyan College	96%	98%
Mount Mary College	97%	97%
Wellesley College	97%	97%
Alverno College	98%	100%
Bay Path College	98%	100%
Meredith College	98%	99%
Pine Manor College	98%	100%
Smith College	98%	100%
Agnes Scott College	99%	99%
College of Saint Mary	99%	100%
Scripps College	99%	100%
Barnard College	100%	100%
Bennett College for Women	100%	100%
College of Saint Benedict	100%	100%
Cottey College	100%	100%
Lexington College	100%	100%
Mount Holyoke College	100%	100%
Peace College	100%	100%
Saint Mary's College	100%	100%
Spelman College	100%	100%

With the exception of MUW, all female-serving institutions listed here are categorized as private, not-for-profit.

**Despite its status as a coeducational institution, MUW's female enrollments are comparable to today's private, female-serving institutions.**

Sources: The Women's College Coalition (most recent list of colleges and universities by name); Eduventures analysis of NCES' IPEDS data (2009)

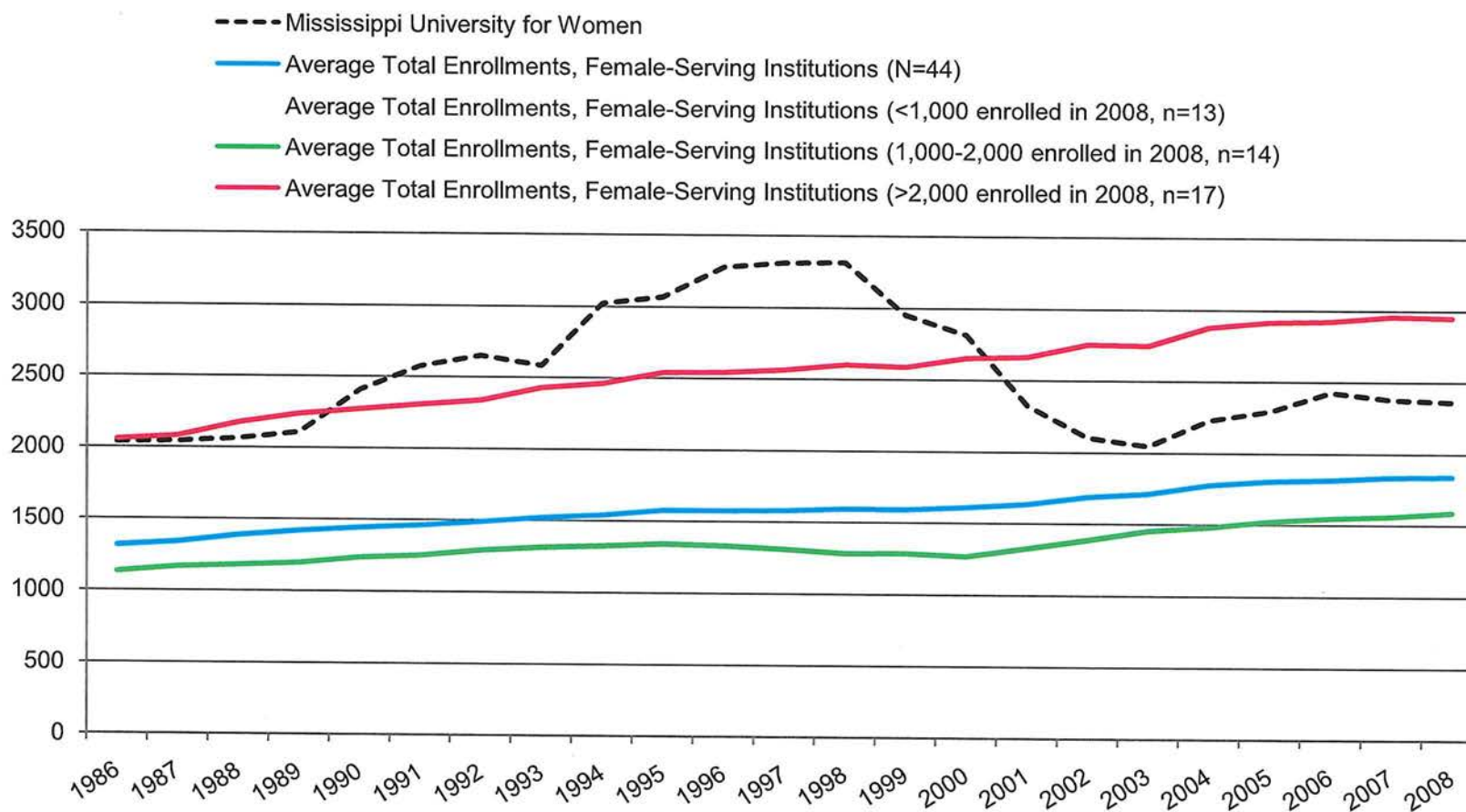
\*As of Fall 2008 (most recent data available via IPEDS)

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### Enrollments at Female Serving Institutions Are and Have Been Largely Modest; Those With Enrollments of Less Than 1,000 Have Been Relatively Static

Total Average Enrollments at Female-Serving Institutions



**MUW's potential perception as "women's" university may contribute to enrollment growth challenges.**