

THE EDUCATION PIPELINE LEADING TO ETSU

ETSU STEWARDSHIP OF PLACE:
PRIMARY SERVICE REGION



ETSU PROFILE



ETSU Enrollment – Fall 2020

Fall 2020 Overall ETSU University Enrollment						
Student Level	2016	2017	2018	2019	2020	Delta
Undergraduate	11,065	11,323	11,268	11,151	10,705	-446
Graduate	2,354	2,441	2,457	2,437	2,435	-2
Medicine	542	531	534	538	546	+8
Pharmacy	324	313	315	315	281	-34
Total	14,285	14,608	14,574	14,441	13,967	-474

- **Top Five Undergraduate Programs**
 - **Nursing (1116)**
 - **Psychology (594)**
 - **Biology (505)**
 - **Computer Science (430)**
 - **Management (373)**



Tennessee Higher Education Enrollment – Fall 2020

Fall 2020 Tennessee System 14th Day Preliminary Comparison						
Institution	Overall	Delta	Undergraduate	Delta	Graduate	Delta
Locally Governed Institutions	85,758	-0.8%	62,056	-1.2%	13,737	5.7%
Austin Peay State University*	9,965	-6.1%	8,797	**	1,170	**
East Tennessee State University	13,967	-3.3%	10,705	-4.0%	3,262	-0.9%
Middle Tennessee State University	22,084	1.7%	19,192	-1.4%	2,892	28.0%
Tennessee State University	7,616	-5.7%	5,999	2.1%	1,617	-26.7%
Tennessee Technological University	10,177	0.4%	8,778	-2.0%	1,399	18.4%
University of Memphis	22,203	2.4%	17,382	0.0%	4,821	11.8%
University of Tennessee System	52,560	2.7%	41,187	2.3%	11,373	4.0%
University of Tennessee, Chattanooga	11,696	1.1%	10,312	0.9%	1,384	2.6%
University of Tennessee, Knoxville	30,095	5.0%	24,254	5.5%	5,841	3.0%
UT Space Institute	83	5.1%	NA	NA	83	5.1%
UT Veterinary Medical Center	381	3.0%	NA	NA	381	3.0%
University of Tennessee, Martin	7,117	-2.0%	6,395	-5.2%	722	40.5%
University of Tennessee Health Science Center	3,188	-1.9%	226	-23.6%	2,962	0.3%
University Total	138,318	0.5%	103,243	0.2%	25,110	4.9%
CC TOTAL	78,772	-10.3%	78,772	-10.3%	NA	NA
GRAND TOTAL^	217,090	-3.7%	182,015	-4.7%	25,110	4.9%



ETSU Enrollment – Race & Gender

Race/Ethnicity 2016-2020 (Main Campus Only)						
Race/Ethnicity	2016	2017	2018	2019	2020	Delta
Alaskan Native/American Indian	0.2%	0.2%	0.2%	0.2%	0.1%	-0.05%
Asian	1.4%	1.4%	1.5%	1.5%	1.6%	0.07%
Black	6.2%	6.6%	6.5%	6.3%	6.7%	0.33%
Hispanic	2.0%	2.5%	2.7%	2.8%	3.4%	0.59%
Native Hawaiian/Pacific Islander	0.1%	0.1%	0.1%	0.1%	0.1%	-0.01%
Non-Resident Alien	4.8%	4.5%	3.7%	2.9%	2.0%	-0.93%
Two or More Races	2.5%	2.7%	3.2%	3.8%	3.9%	0.14%
Unknown	1.4%	1.3%	1.4%	1.7%	3.5%	1.84%
White	81.3%	80.6%	80.9%	80.7%	78.8%	-1.99%
Total	13,419	13,764	13,725	13,589	13,140	-449
Female	57.8%	58.2%	59.6%	61.0%	62.1%	1.12%
Male	42.2%	41.8%	40.4%	39.0%	37.9%	-1.12%



ETSU Enrollment – Residency

Largest TN Counties 2016-2020 (Main Campus Only)					
Location	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Washington, TN	2,677	2,700	2,679	2,651	2,430
Sullivan, TN	1,771	1,790	1,767	1,797	1,815
Knox, TN	710	800	830	756	744
Carter, TN	697	711	704	678	663
Greene, TN	515	514	500	517	524
Hawkins, TN	512	529	500	527	494
Hamilton, TN	406	446	398	384	365
Sevier, TN	302	298	295	324	316
Hamblen, TN	290	283	288	268	283
Unicoi, TN	200	245	228	254	247
Tennessee Total	10,593	10,946	10,955	10,913	10,629
Grand Total	13,419	13,765	13,725	13,589	13,140
TN% of Total	78.94%	79.52%	79.82%	80.31%	80.89%
Border County/International/Out-of-State (Main Campus Only)					
NC	436	410	390	347	308
VA	469	451	445	453	405
Border Total	905	861	835	800	713
% of Total	6.74%	6.25%	6.08%	5.89%	5.43%
International	678	657	544	424	288
% of Total	5.05%	4.77%	3.96%	3.12%	2.19%
Other Out of State	1,243	1,301	1,391	1,452	1,510
% of Total	9.26%	9.45%	10.13%	10.69%	11.49%

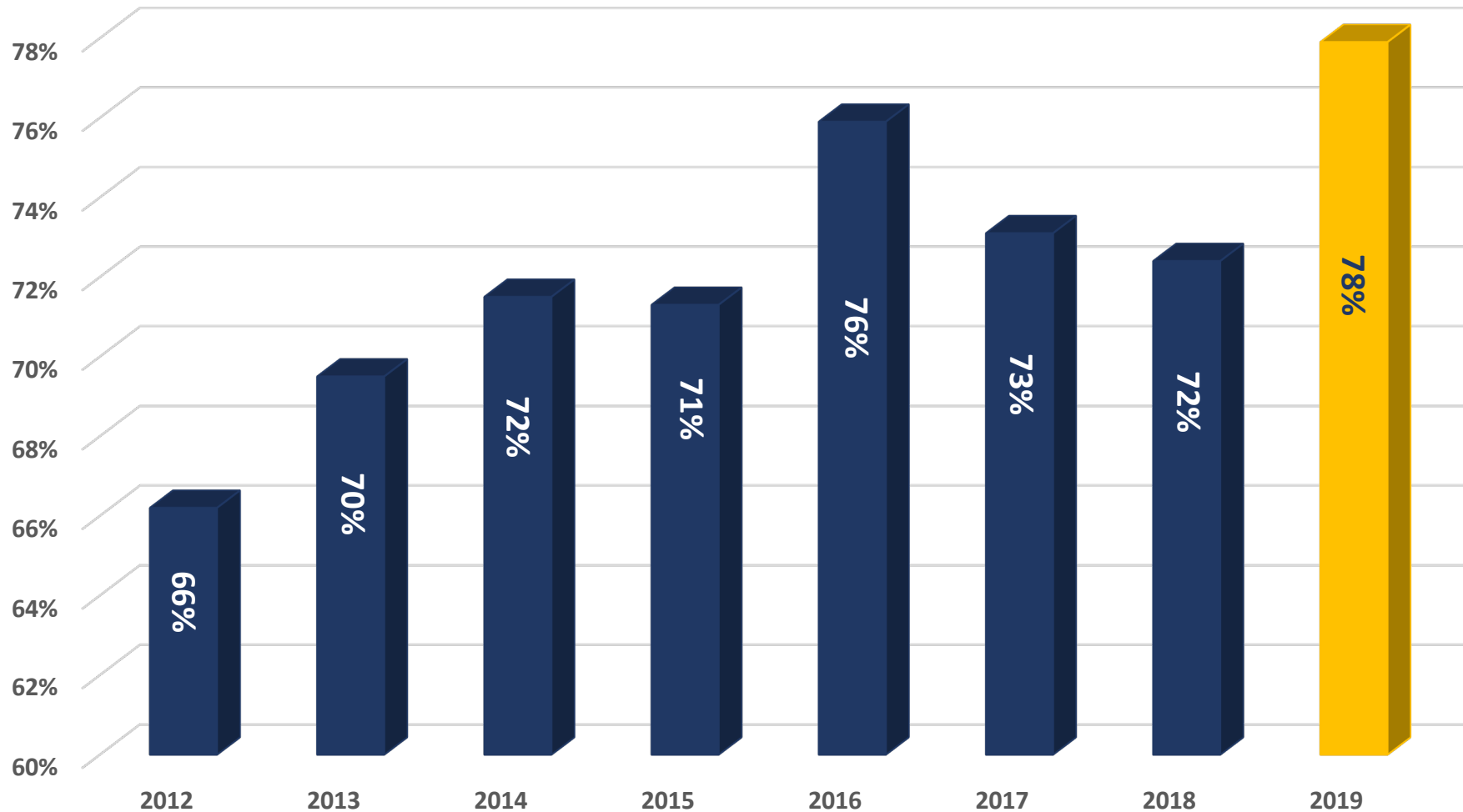


ETSU Freshmen Profile

ETSU Fall 2016-2020 First-time Freshmen Profile						
First-time Freshmen	2016	2017	2018	2019	2020	Delta
Headcount	1,886	2,050	1,976	1,786	1,651	-135
High School GPA	3.5	3.4	3.5	3.5	3.5	0
ACT	23.2	22.8	23.3	23.5	23.4	-0.1
Tennessee Resident	1,545	1,689	1,575	1,406	1,311	-95
Border County	155	126	147	146	88	-58
International	33	24	20	22	13	-9
Other Out-of-State	153	211	234	212	239	27
ETSU Fall 2016-2020 Freshmen Academic Performance Scholarships						
Presidential	80	77	88	95	87	-8
Provost	232	229	258	233	195	-38
Deans	73	86	90	61	59	-2
Faculty	140	139	134	127	106	-21



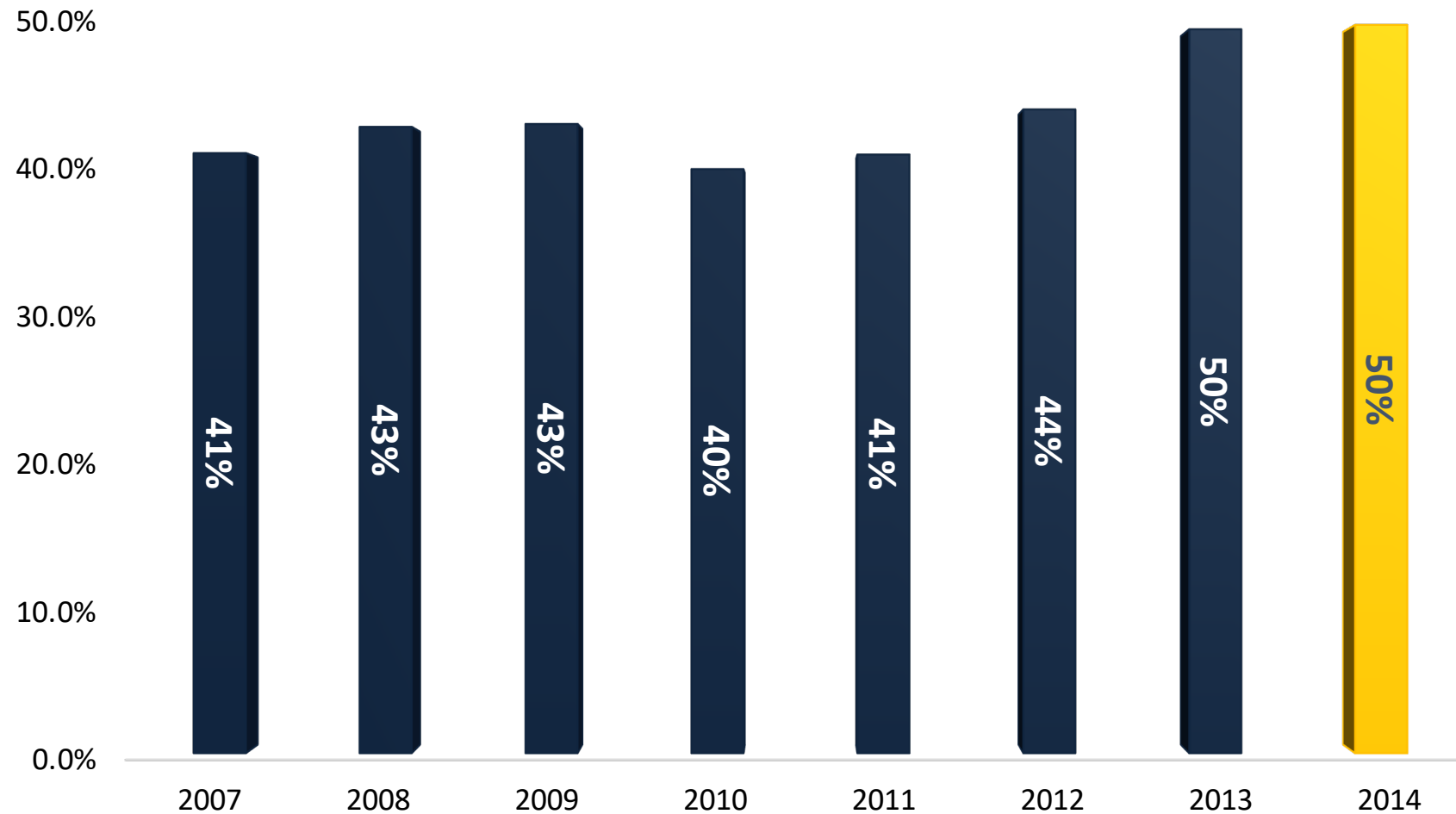
ETSU Retention Rate (2012 – 2019)



- Retention rate measured utilizing ETSU-only data
- The 2019 cohort details information for those students who began as FTFT freshman in fall 2019 and retained to fall 2020



ETSU Six-Year Cohort Graduation Rate (2007 – 2014)

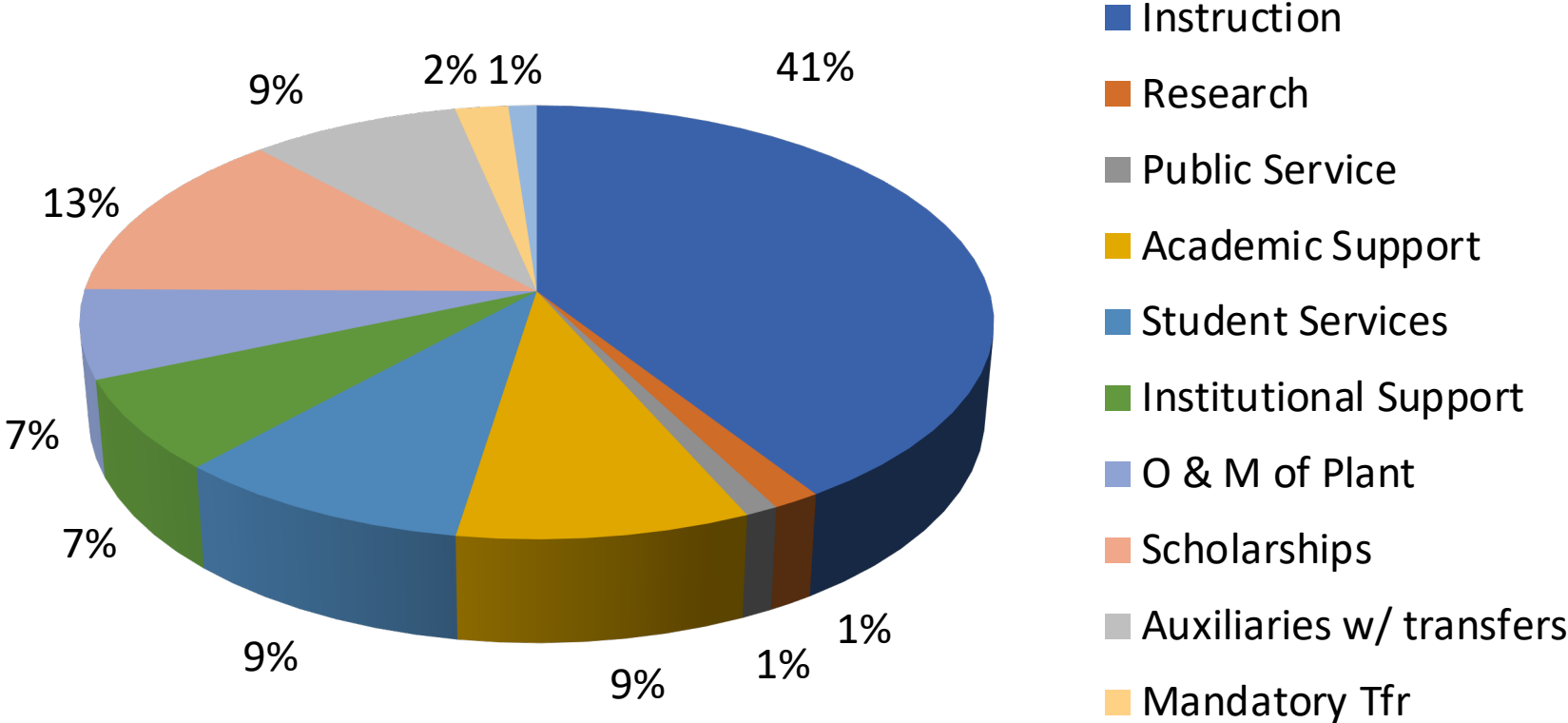


- Graduation rate measured utilizing ETSU-only data and institutional completion
- The 2014 cohort details information for those students who began as FTFT freshman in 2014 and graduated by 2020



Main Campus FY 21-22 Expenditure Budget

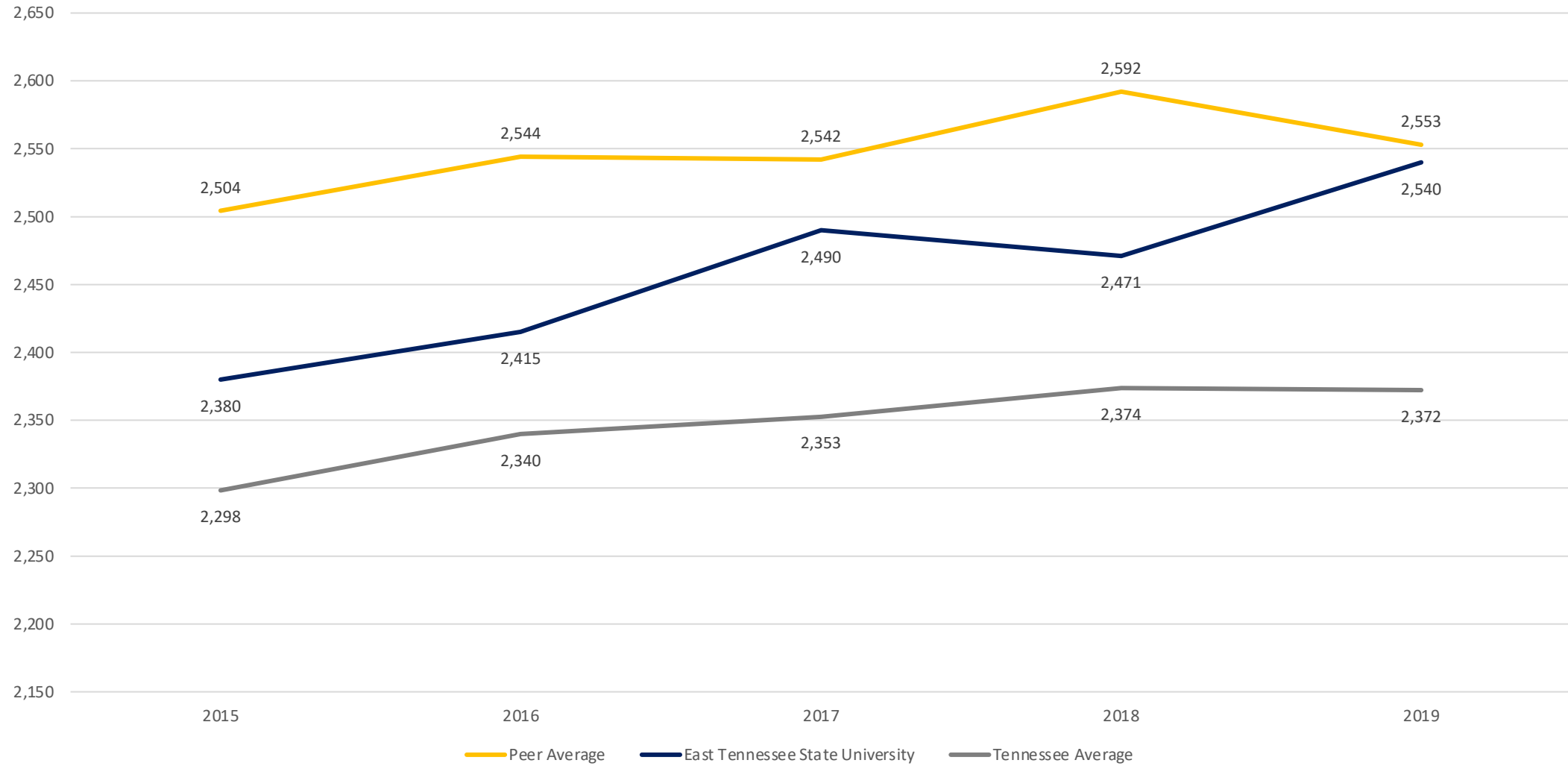
By Function



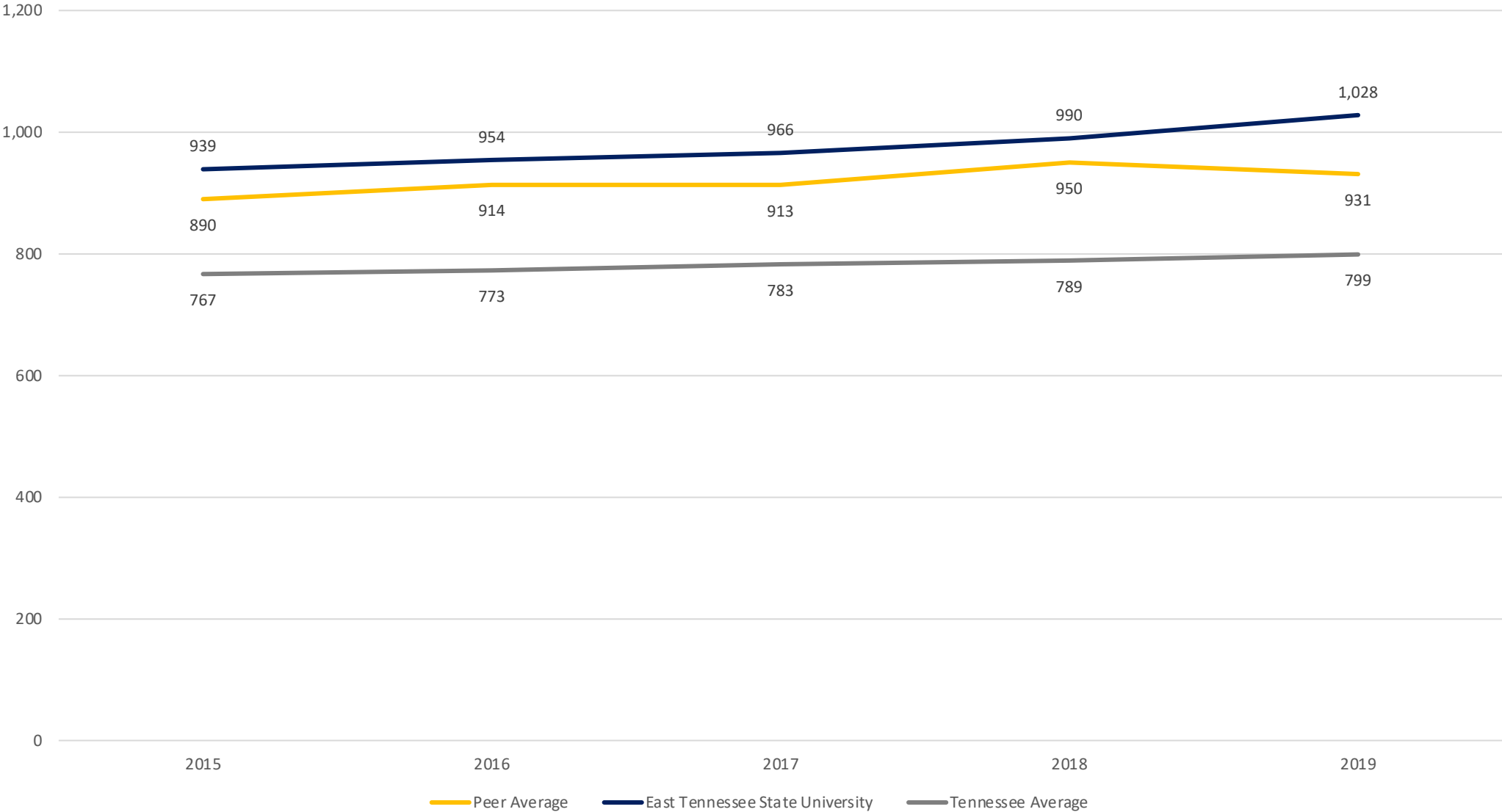
Total Expenditures & Transfers by Function - \$271,764,700



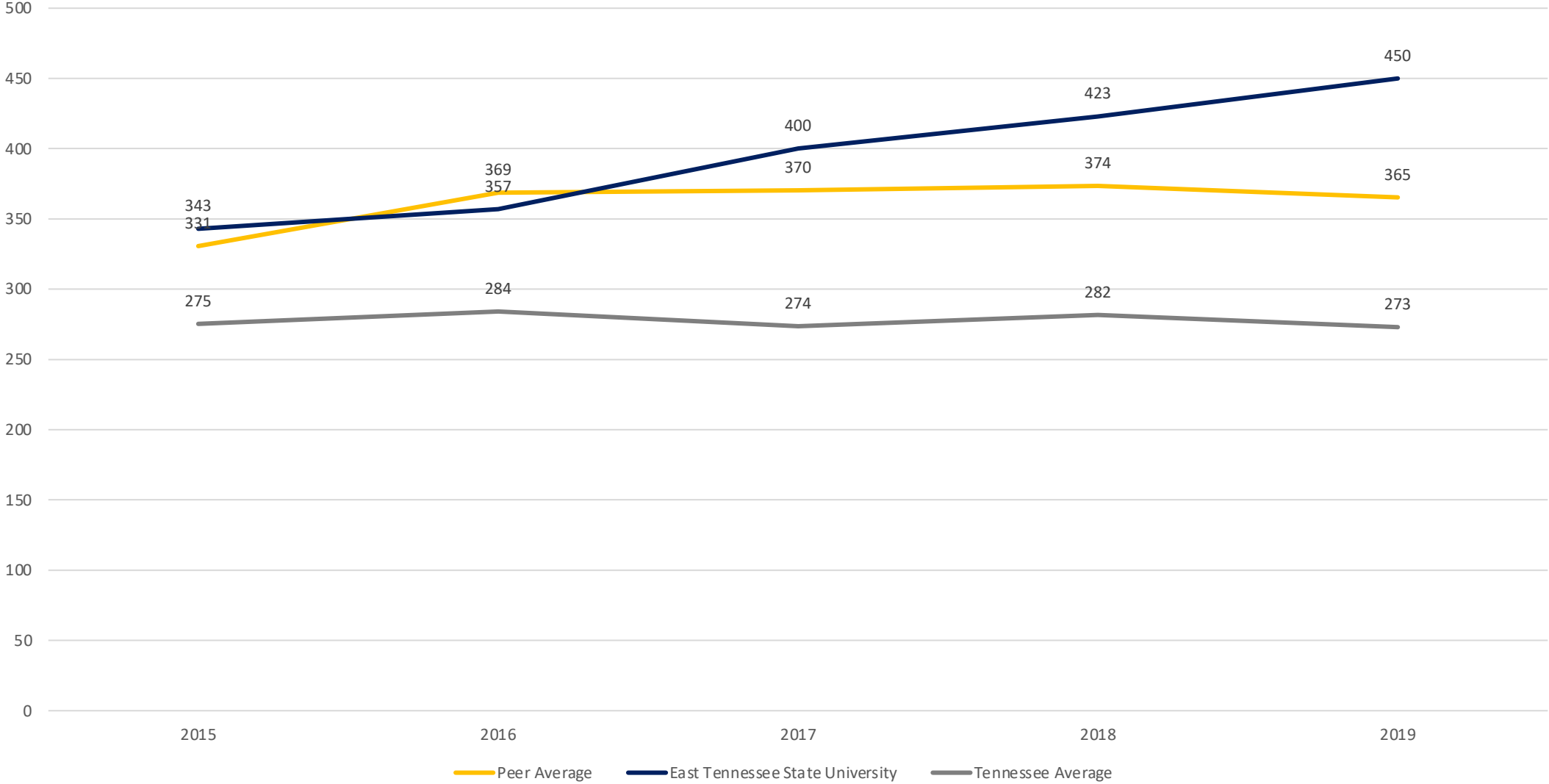
FTE All Staff Comparison to Peers



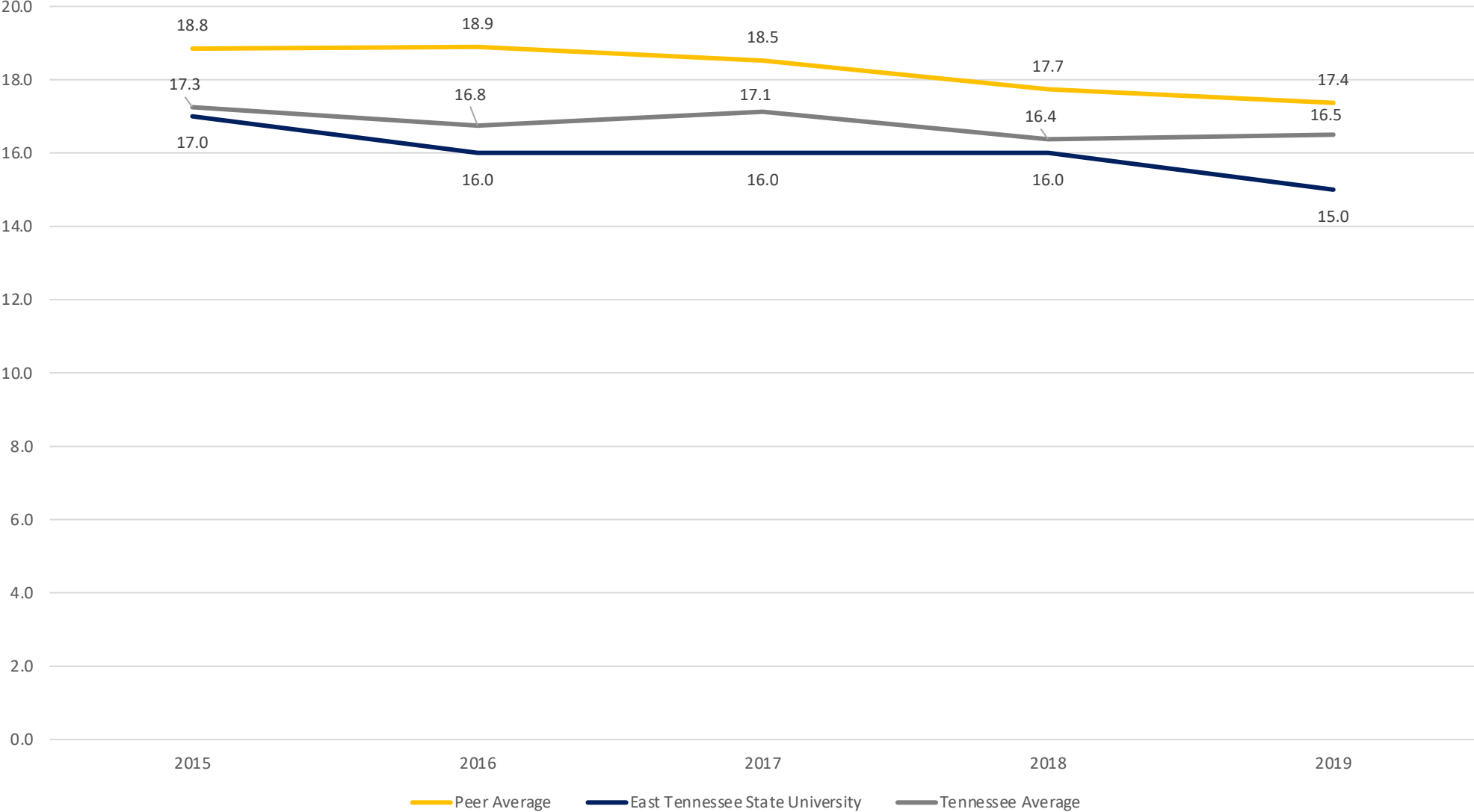
FTE Instructional Staff Comparison to Peers



Part-time Faculty Comparison to Peers



Student-to-Faculty Ratio Comparison to Peers

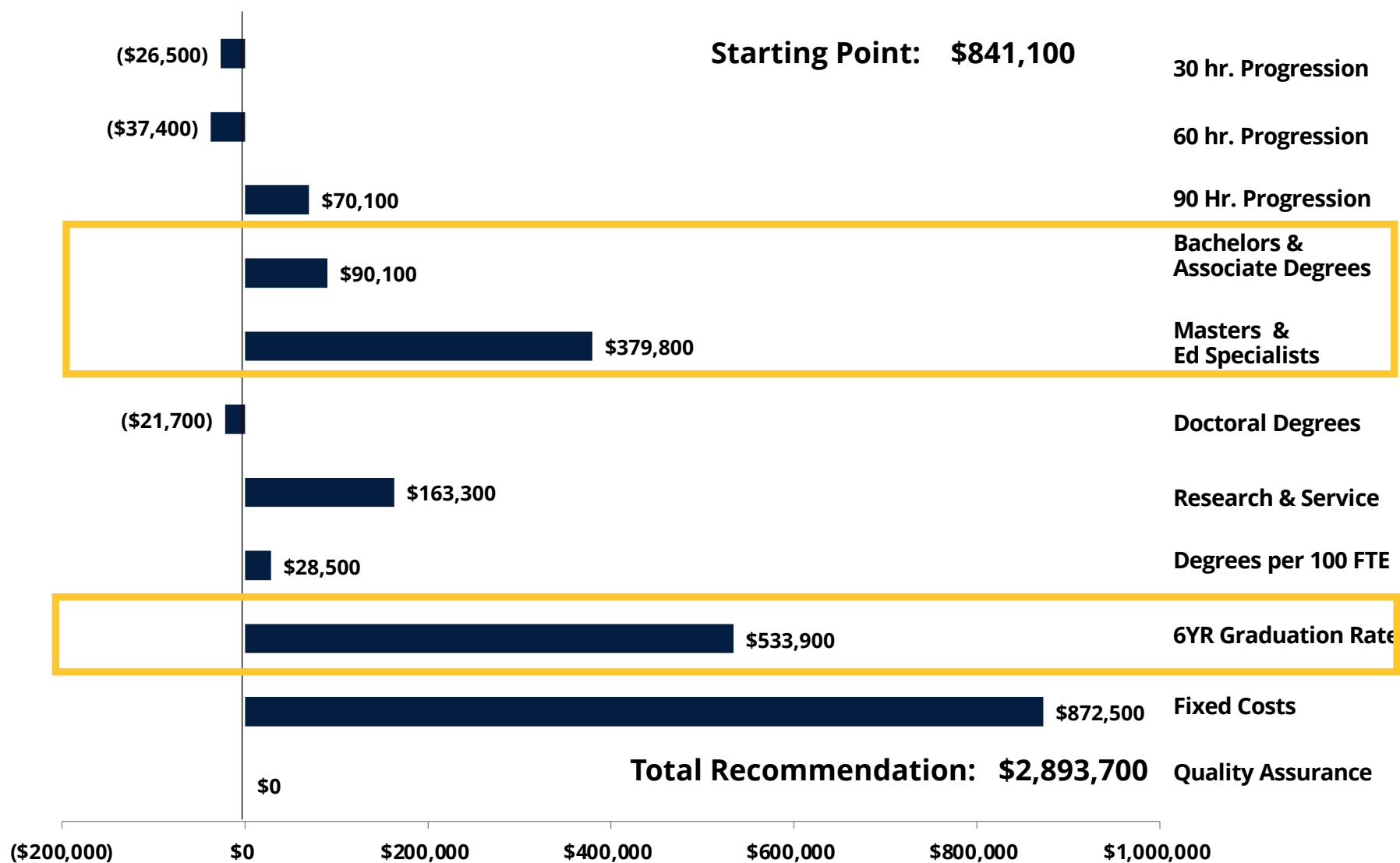


THEC Outcomes-Based Formula Components

Outcome
Student Progression: 30 Credit Hours
Student Progression: 60 Credit Hours
Student Progression: 90 Credit Hours
Bachelors Degrees
Masters Degrees
Doctoral/Law Degrees
Research/Grant Funding
Degrees per 100 FTE
Graduation Rate



Breakdown of Funding Formula Component Parts: ETSU

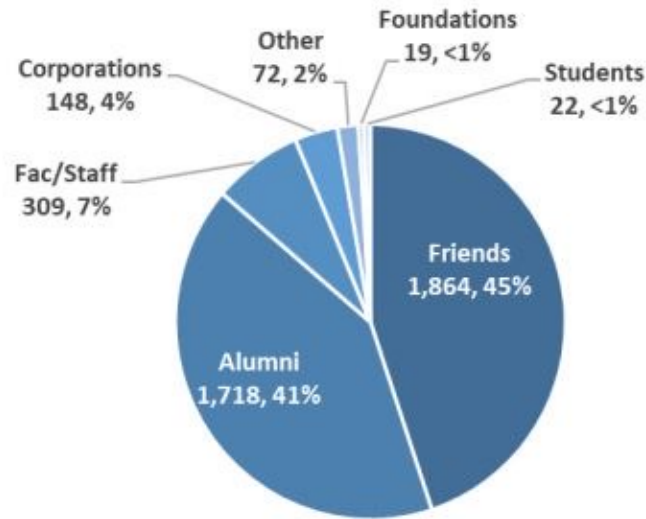


ETSU Foundation Balance

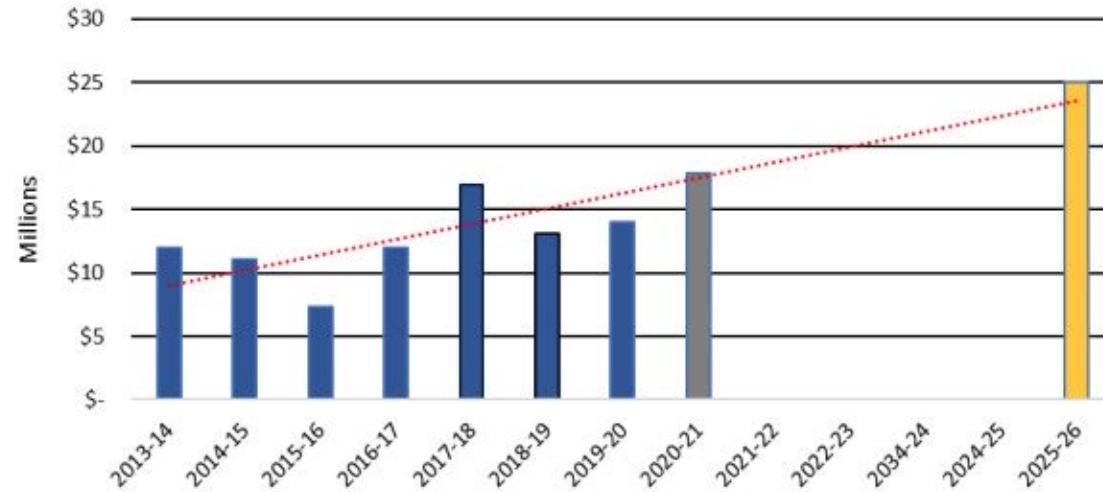
The total fund balance as of March 31, 2021 is \$125,229,880.

NOTES: Balance is based on market value as of date indicated; balance will fluctuate with market conditions; charts below reflect activity from July 1, 2020 to March 31, 2021.

Donor Count



Progress to \$25M Annually



Funds Raised

	Net Production	Philanthropic Cash	Annual Fund
2020-21	17,823,366	8,397,055	1,178,139
2019-20	7,567,929	5,301,779	886,656
Change	10,255,438	3,095,276	291,483
% Chg	136%	58%	33%

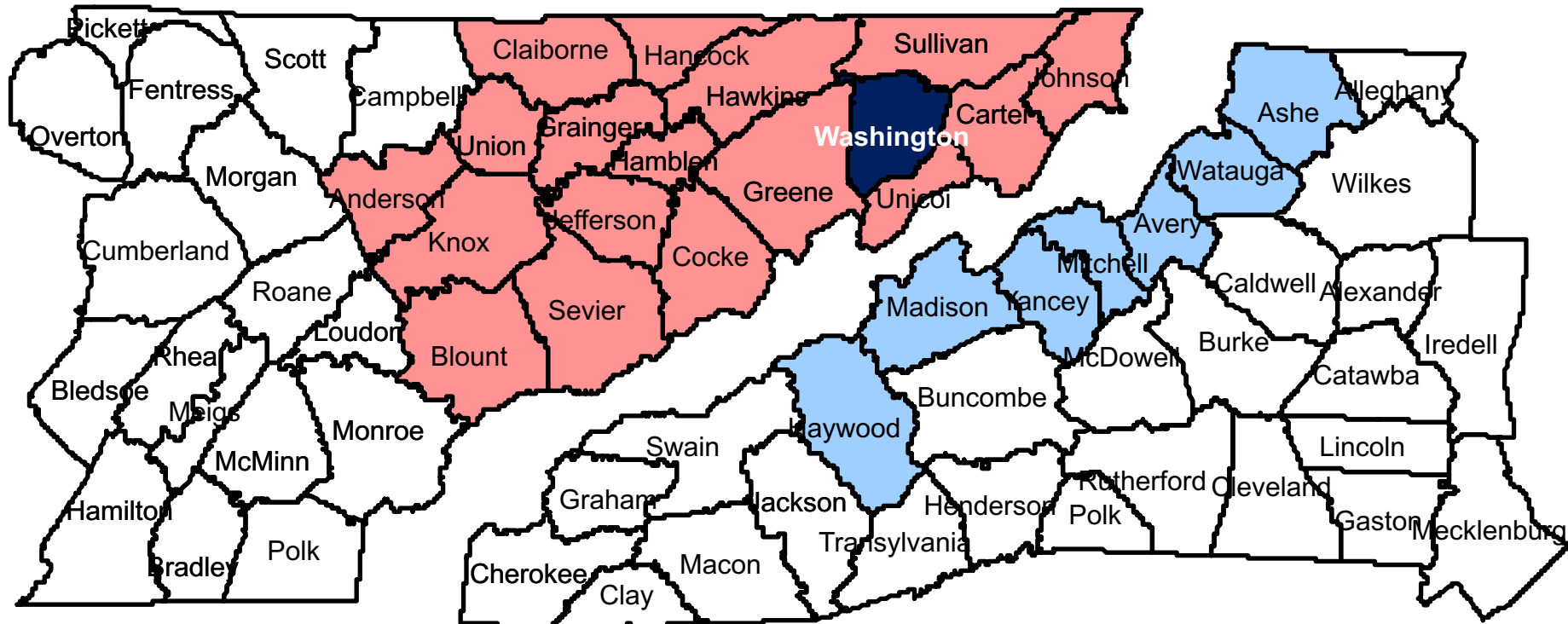
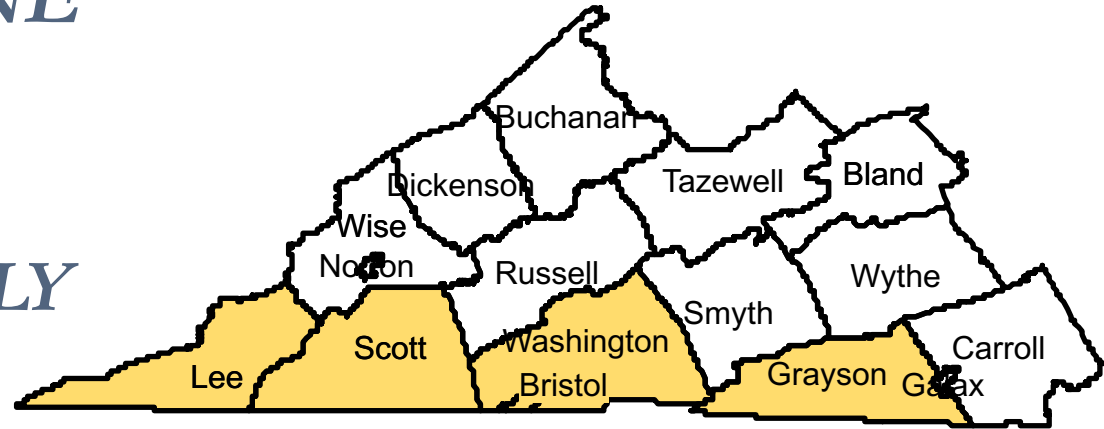
Staff Activity

	Campus Visits	Visits	Email	Events	Letters	Calls
2020-21	31	288	4,328	196	2,179	1,248
2019-20	69	486	2,799	278	983	1,266
Change	(38)	(198)	1,529	(82)	1,196	(18)
% Change	-123%	-69%	35%	-42%	55%	-1%



THE EDUCATION PIPELINE LEADING TO ETSU

REGION-COUNTIES PRIMARILY SERVED



First-Time Freshmen – 68%

All Undergraduates – 74%

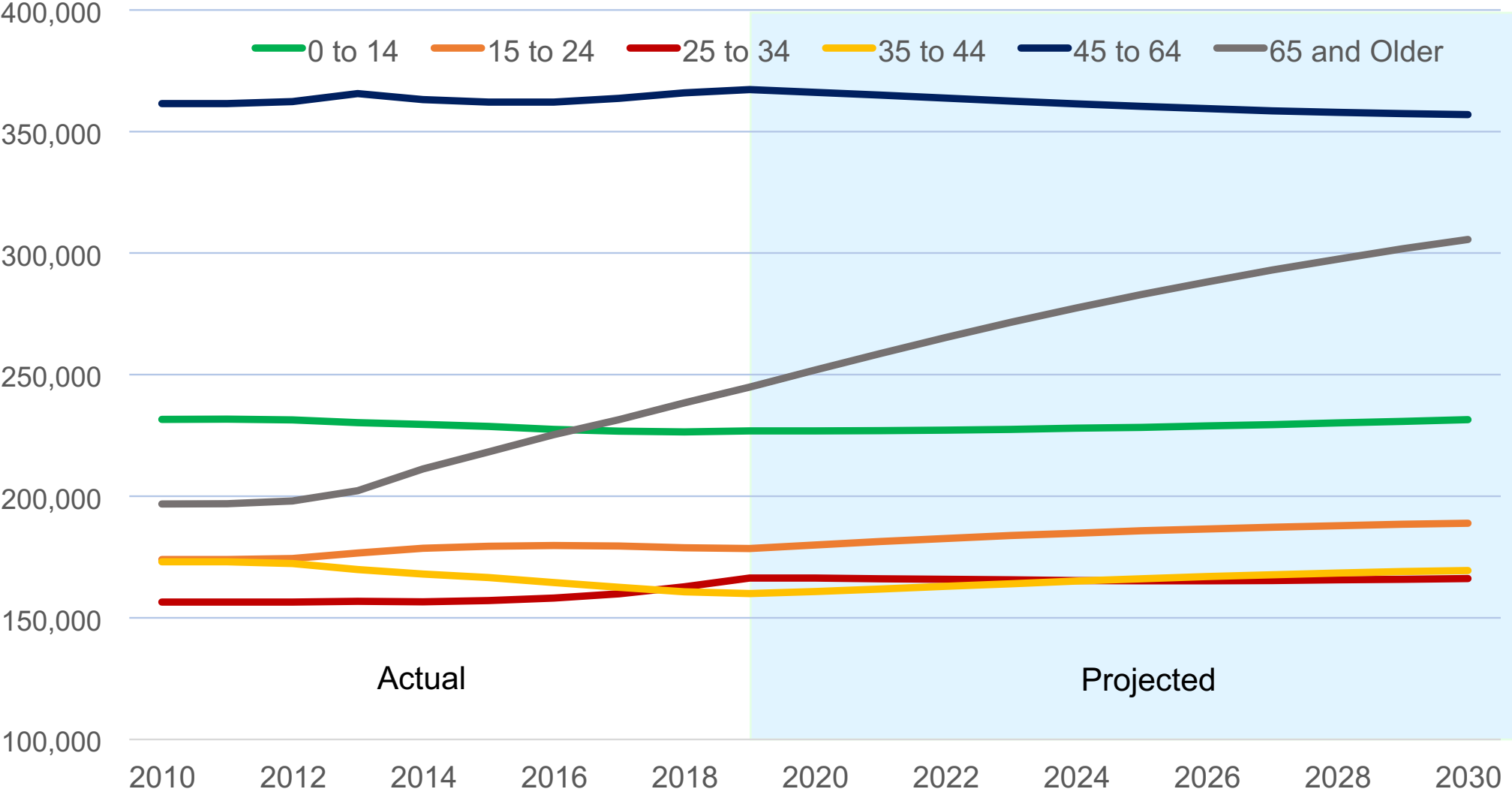


POPULATION



POPULATION CHANGE BY AGE-GROUP - ETSU REGION

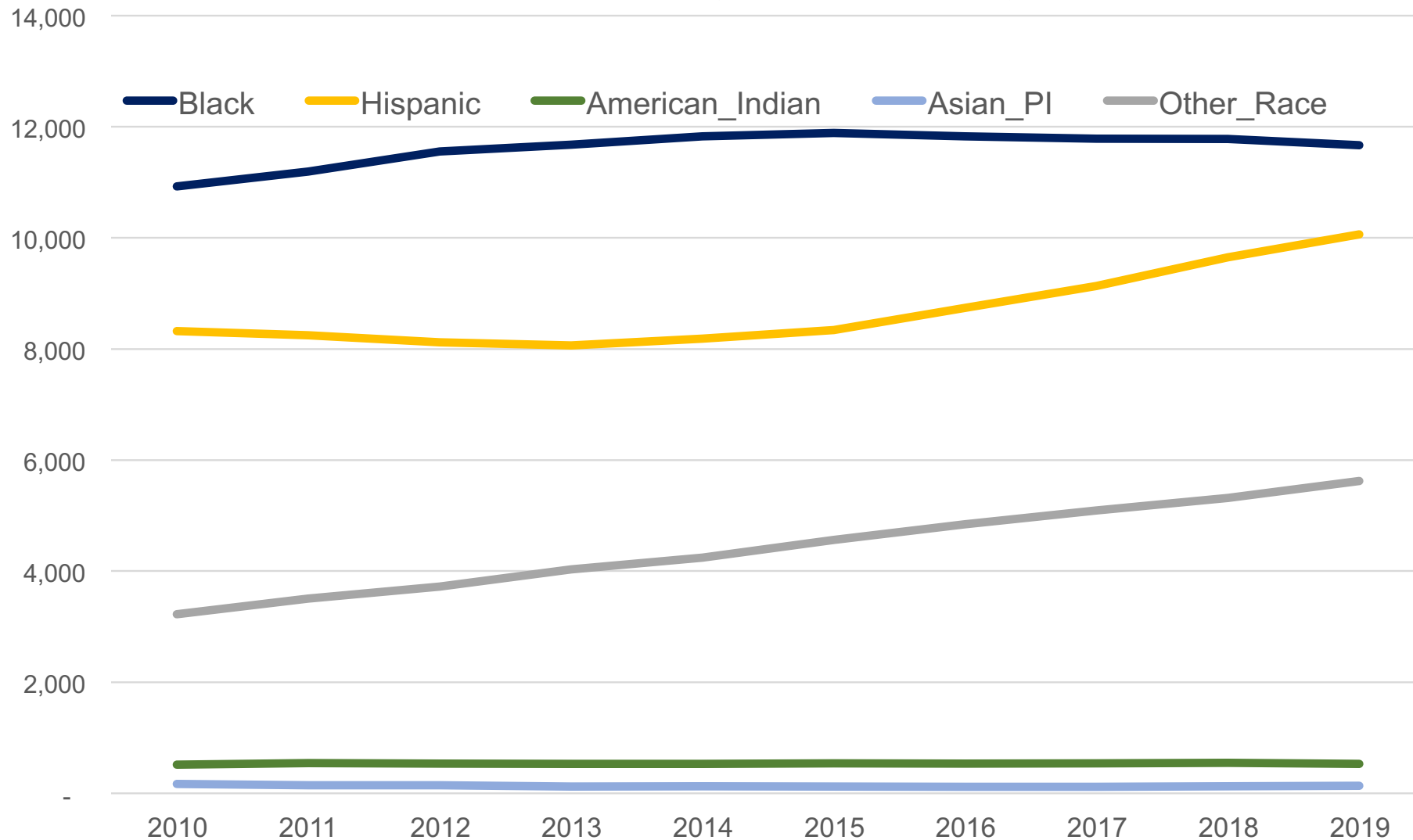
2010 TO 2030



Source: U.S. Census Bureau, TN State Data Center



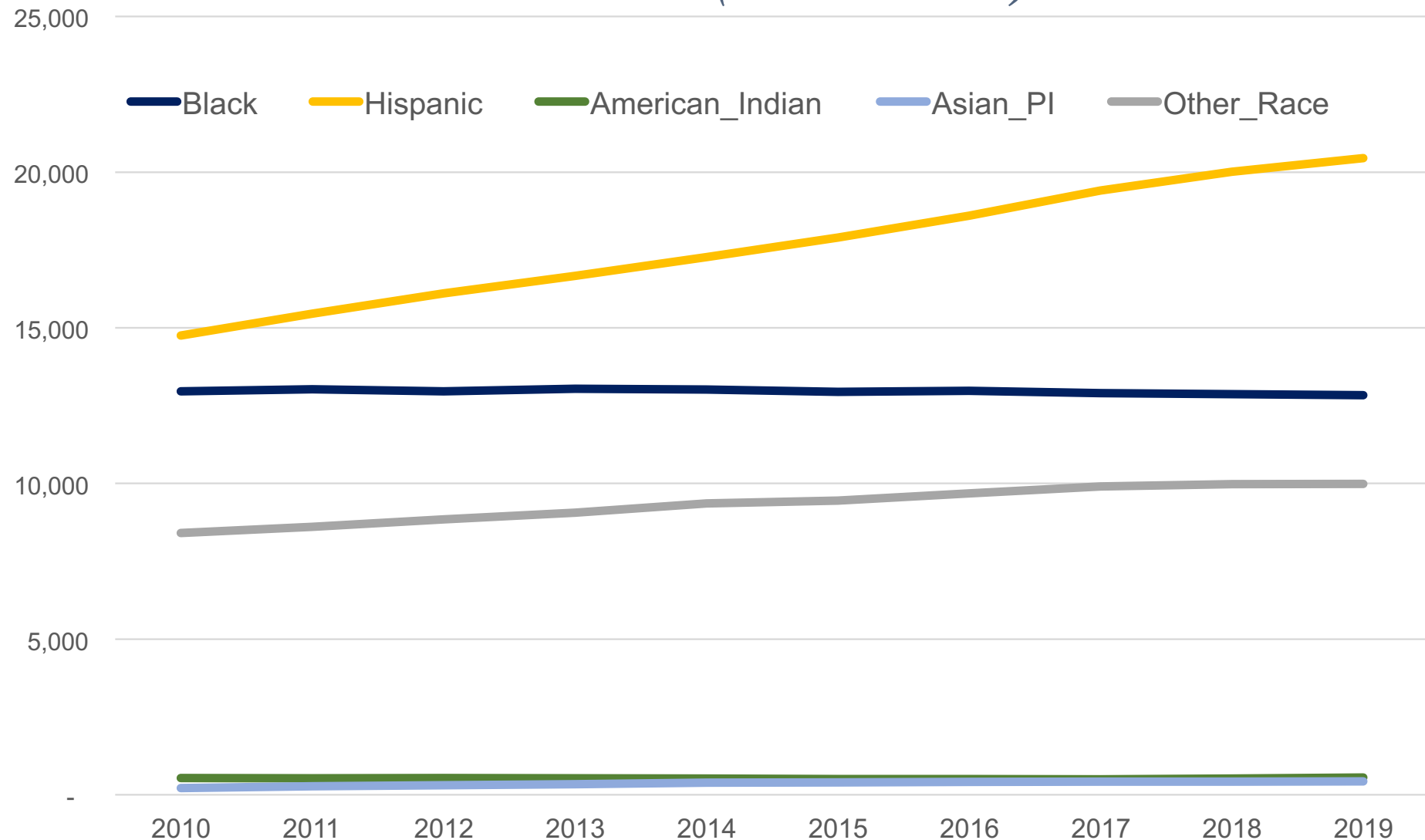
POPULATION ESTIMATES OF MINORITIES – AGE 15 TO 24 ETSU REGION (2010 TO 2019)



Source: U.S. Census Bureau, TN State Data Center



POPULATION ESTIMATES OF MINORITIES – UNDER 15 YEARS ETSU REGION (2010 TO 2019)



Source: U.S. Census Bureau, TN State Data Center

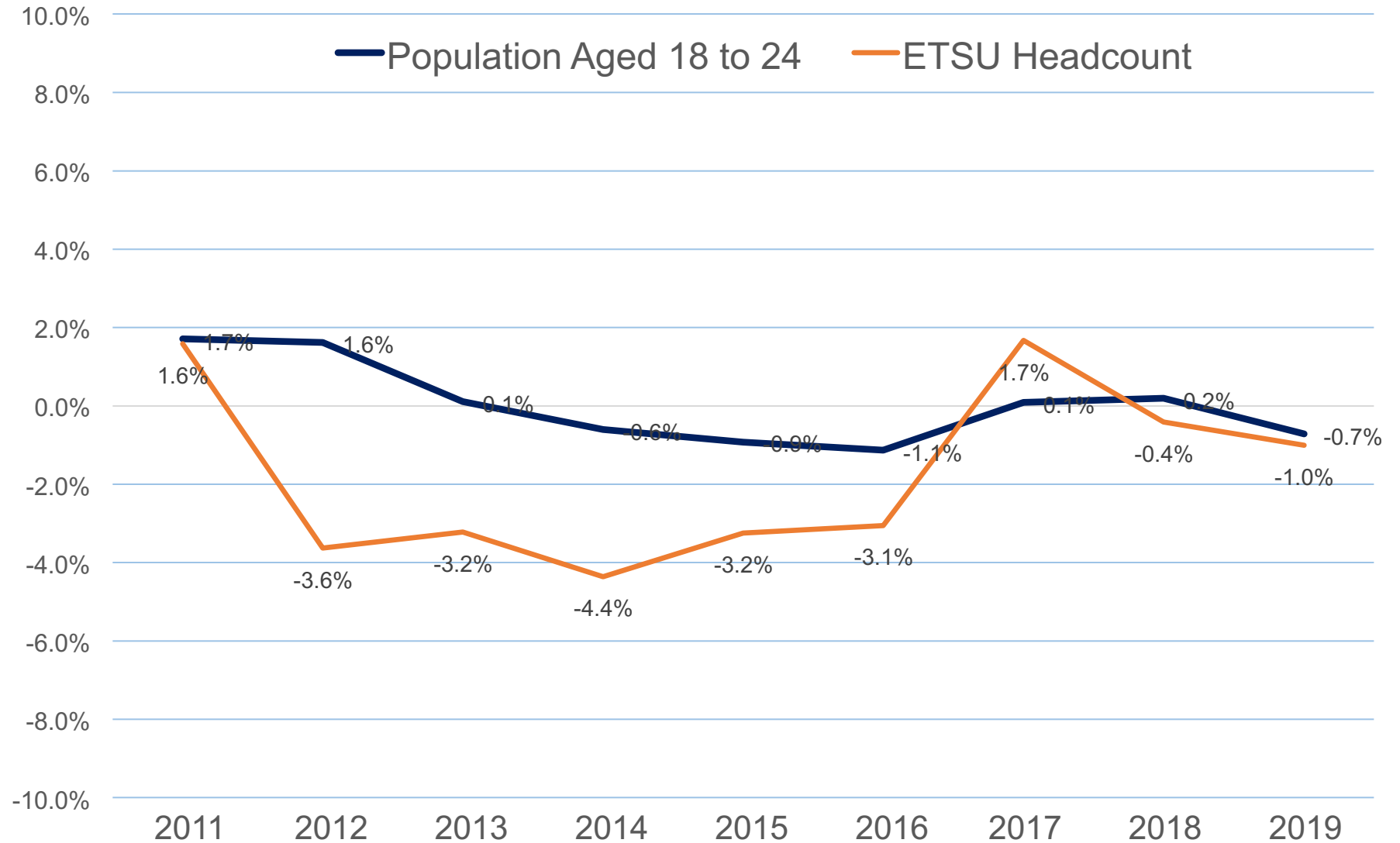


ETSU ENROLLMENT



ANNUAL % CHANGE IN POPULATION AND ENROLLMENT BY YEAR

FALL 2010 TO FALL
2019



ETSU MARKET PENETRATION BY YEAR

ETSU HEADCOUNT ENROLLMENT PER 1,000 18 TO 24 YEAR OLD'S

MOST ETSU COUNTIES
HAVE SEEN A DECLINE IN
ETSU ENROLLMENT
RELATIVE TO THE
NUMBER OF COLLEGE
AGED ADULTS

IF RATES OF 2010
MARKET PENETRATION
WERE HELD THROUGH
2019, ETSU WOULD
HAVE EXPERIENCED AN
ADDITIONAL
HEADCOUNT
ENROLLMENT OF 18,700
FROM 2010 TO 2019

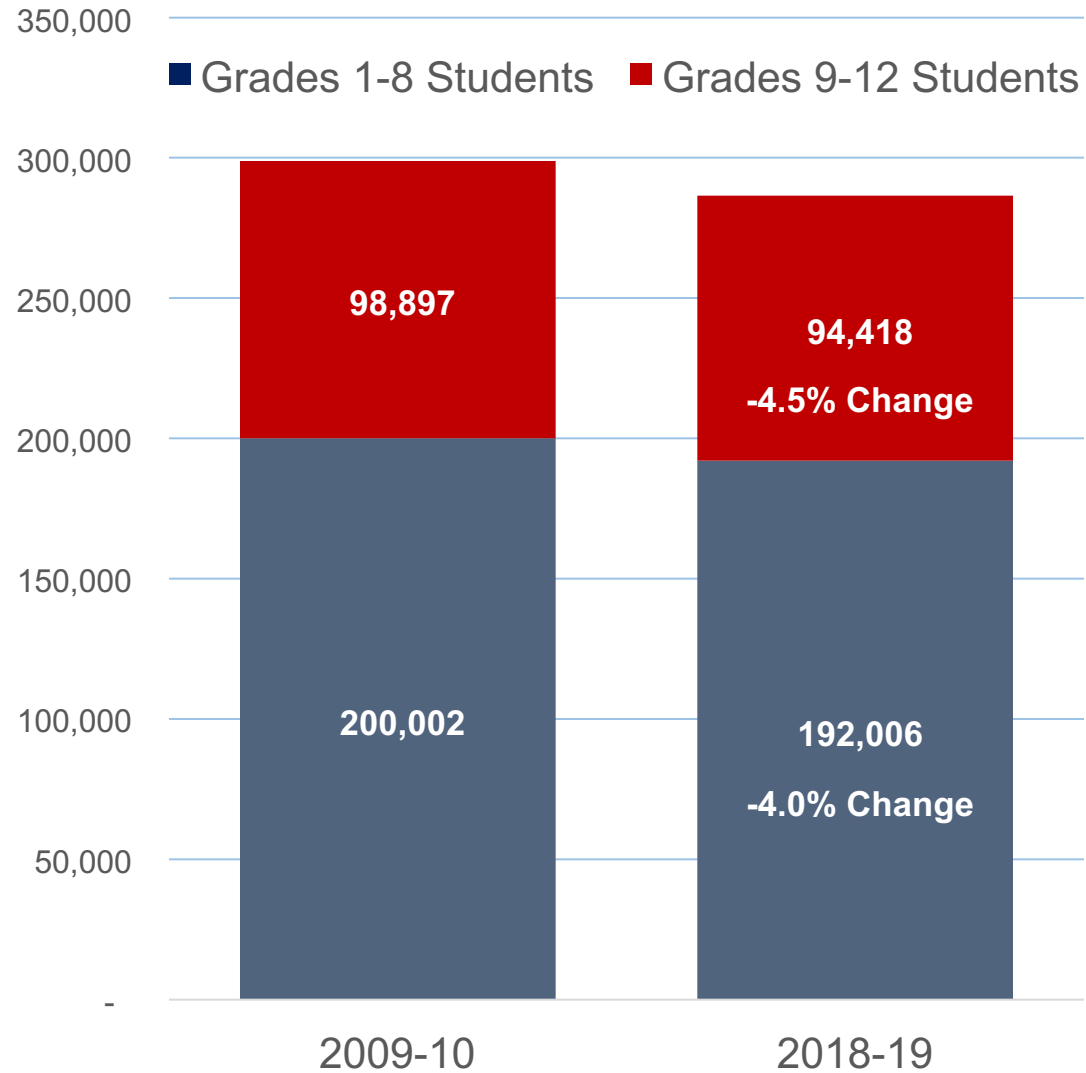
County/State	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Anderson County, TN	24.6	24.3	22.6	23.1	25.8	26.6	25.8	25.8	24.9	28.4
Blount County, TN	23.6	24.4	26.3	22.7	24.4	23.1	21.1	20.6	23.6	23.1
Bradley County, TN	10.1	9.5	10.0	9.7	10.0	10.8	12.1	12.2	12.7	9.5
Carter County, TN	177.8	184.6	182.8	188.1	176.1	176.6	173.8	181.5	178.8	175.0
Claiborne County, TN	30.1	26.5	25.9	18.9	21.7	24.7	25.0	23.9	23.6	23.2
Cocke County, TN	66.3	64.2	54.6	58.6	56.1	54.2	56.0	54.7	54.4	44.1
Grainger County, TN	33.5	37.7	37.8	35.2	32.4	29.8	23.7	34.2	33.0	29.7
Greene County, TN	121.8	120.9	112.0	109.9	106.2	97.9	92.3	92.0	89.4	94.9
Hamblen County, TN	64.3	69.7	63.5	58.1	55.9	52.9	57.8	56.4	56.9	52.6
Hawkins County, TN	162.2	157.9	143.5	133.4	132.1	126.2	123.0	127.6	121.3	128.7
Jefferson County, TN	32.1	29.7	30.2	29.5	28.1	24.6	28.3	31.6	37.7	35.0
Johnson County, TN	100.8	109.0	91.7	86.6	78.5	86.2	83.9	91.9	96.8	101.4
Knox County, TN	16.5	17.0	15.4	14.4	14.2	13.6	12.9	14.5	14.9	13.7
Sevier County, TN	35.9	35.3	35.8	36.0	36.3	39.9	40.0	40.0	39.6	43.7
Sullivan County, TN	180.0	174.9	168.0	161.5	156.6	150.7	150.3	152.5	150.4	152.6
Unicoi County, TN	250.0	241.7	237.0	218.8	199.2	191.6	160.4	196.5	178.4	196.1
Union County, TN	26.9	27.1	21.7	22.4	22.6	18.7	17.0	19.3	20.4	19.0
Washington County, TN	224.3	223.0	208.2	193.8	186.4	178.8	171.7	173.6	169.0	170.4
Ashe County, NC	30.9	25.7	26.3	29.0	18.6	22.7	27.0	25.7	27.1	25.0
Avery County, NC	32.2	28.1	25.9	25.1	29.0	34.5	37.3	39.4	33.2	24.3
Haywood County, NC	6.6	12.8	15.9	20.3	22.6	26.2	29.4	26.7	23.6	18.0
Madison County, NC	30.1	35.6	32.7	33.2	28.6	33.7	25.7	21.1	19.1	19.5
Mitchell County, NC	56.0	66.1	59.8	66.1	60.8	58.4	58.4	48.7	40.0	48.7
Watauga County, NC	3.6	3.6	3.3	4.6	3.8	2.9	2.9	3.3	3.6	4.4
Yancey County, NC	68.1	73.4	64.1	57.8	54.4	45.7	41.8	41.1	51.1	32.2
Bristol city, VA	41.4	49.0	59.2	64.8	62.3	79.1	74.6	71.4	64.8	67.0
Grayson County, VA	0.0	0.0	6.8	7.5	11.3	17.3	22.4	18.2	17.0	16.4
Lee County, VA	32.7	23.5	25.3	28.1	25.5	25.3	30.0	30.3	30.7	23.1
Scott County, VA	50.9	57.2	59.0	75.8	59.4	65.5	68.5	69.3	72.1	73.1
Washington County, VA	50.1	45.8	43.2	52.8	45.0	52.7	48.9	44.7	47.2	51.0
ETSU Primary Service Region	61	61	58.0	56.1	53.8	52.3	51.1	52.0	51.7	51.4

	Highest
	Lowest



CHANGE IN K-12 ENROLLMENT

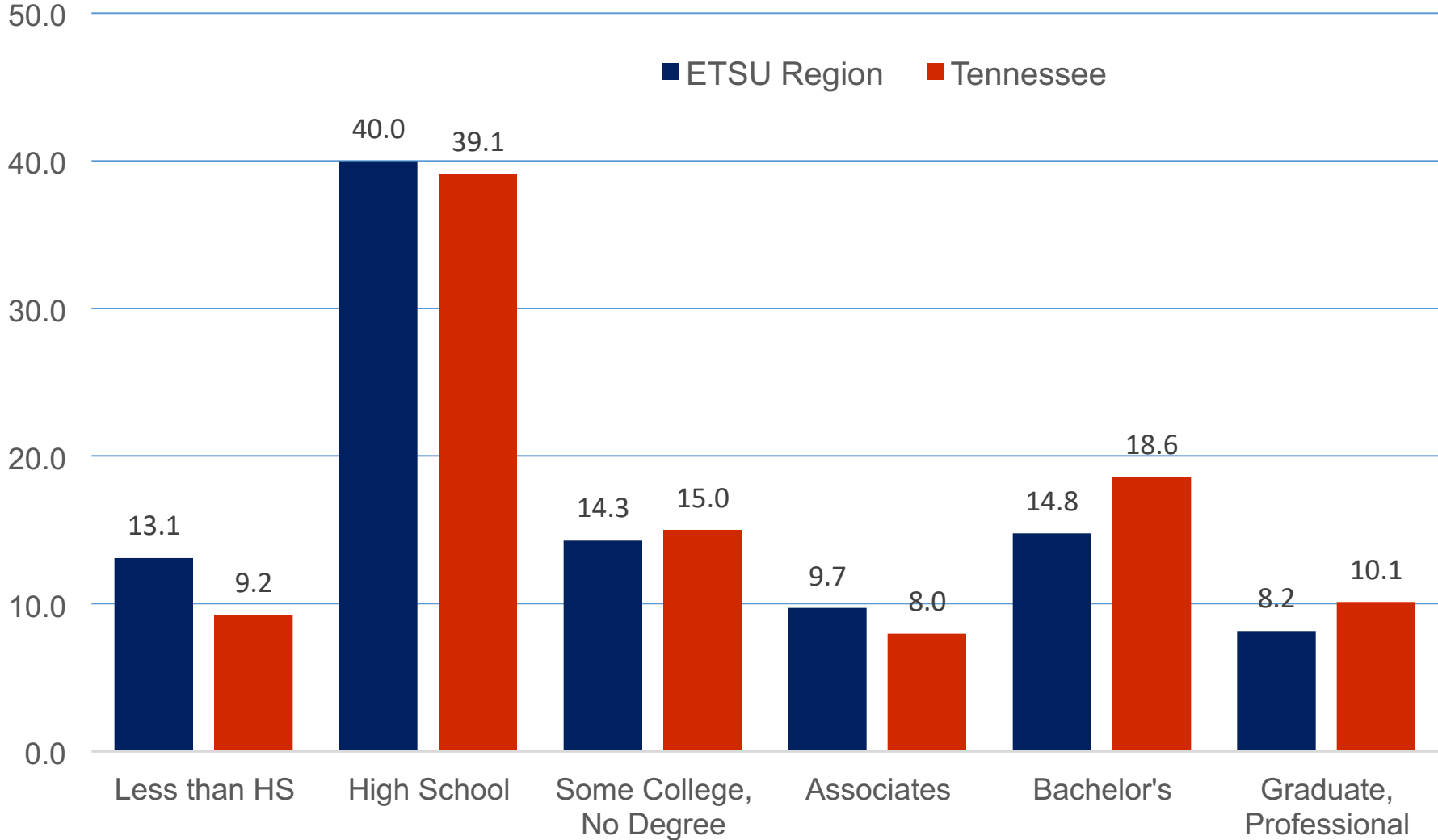
*ETSU REGION
2009-10 TO 2018-19*



EDUCATION



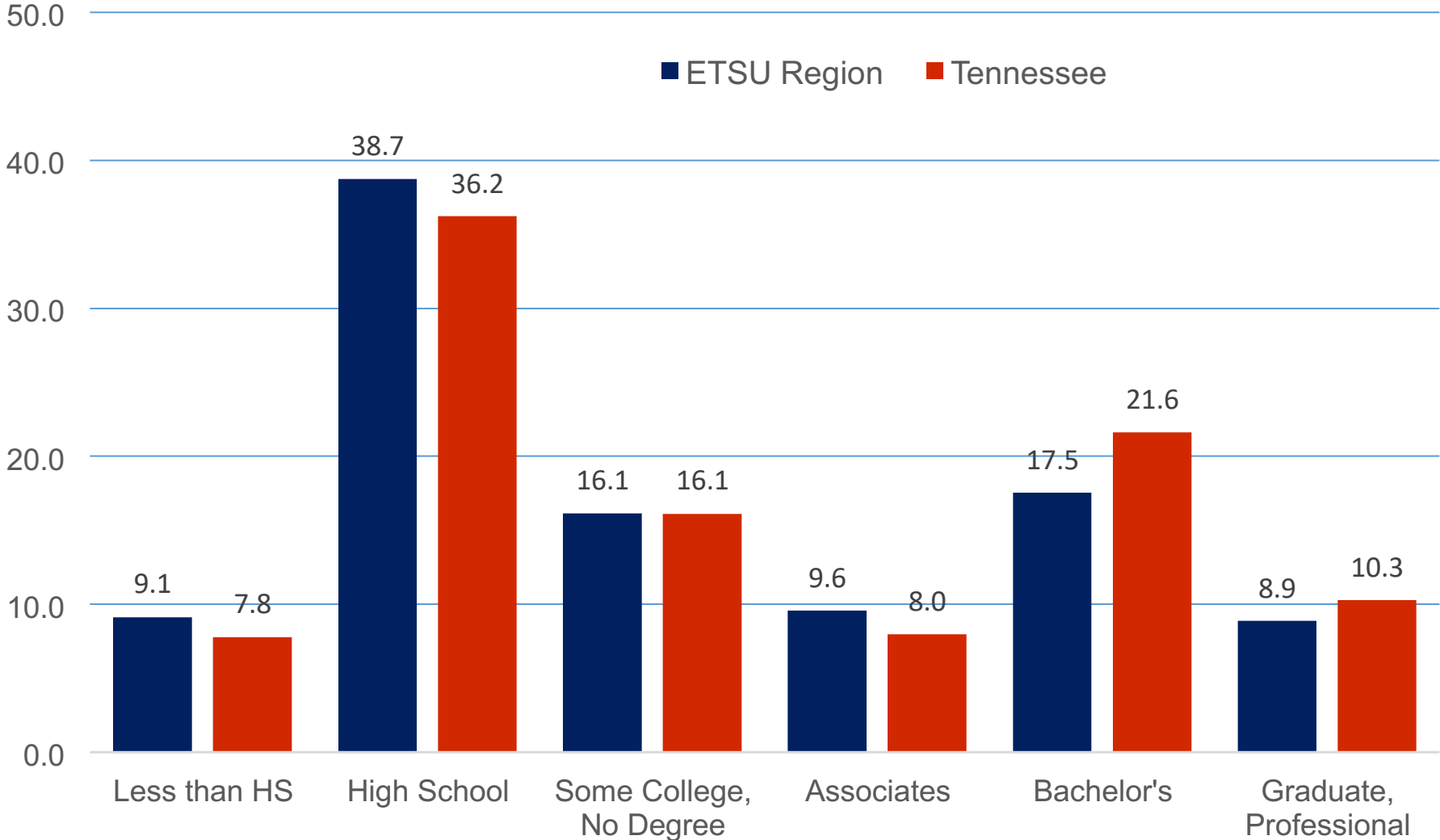
EDUCATIONAL ATTAINMENT OF 25 TO 64 YEAR OLD'S ETSU REGION AND TENNESSEE (2019)



Source: U.S. Census Bureau, American Community Survey Public Use Microdata Samples



EDUCATIONAL ATTAINMENT OF 25 TO 34 YEAR OLD'S ETSU REGION AND TENNESSEE (2019)

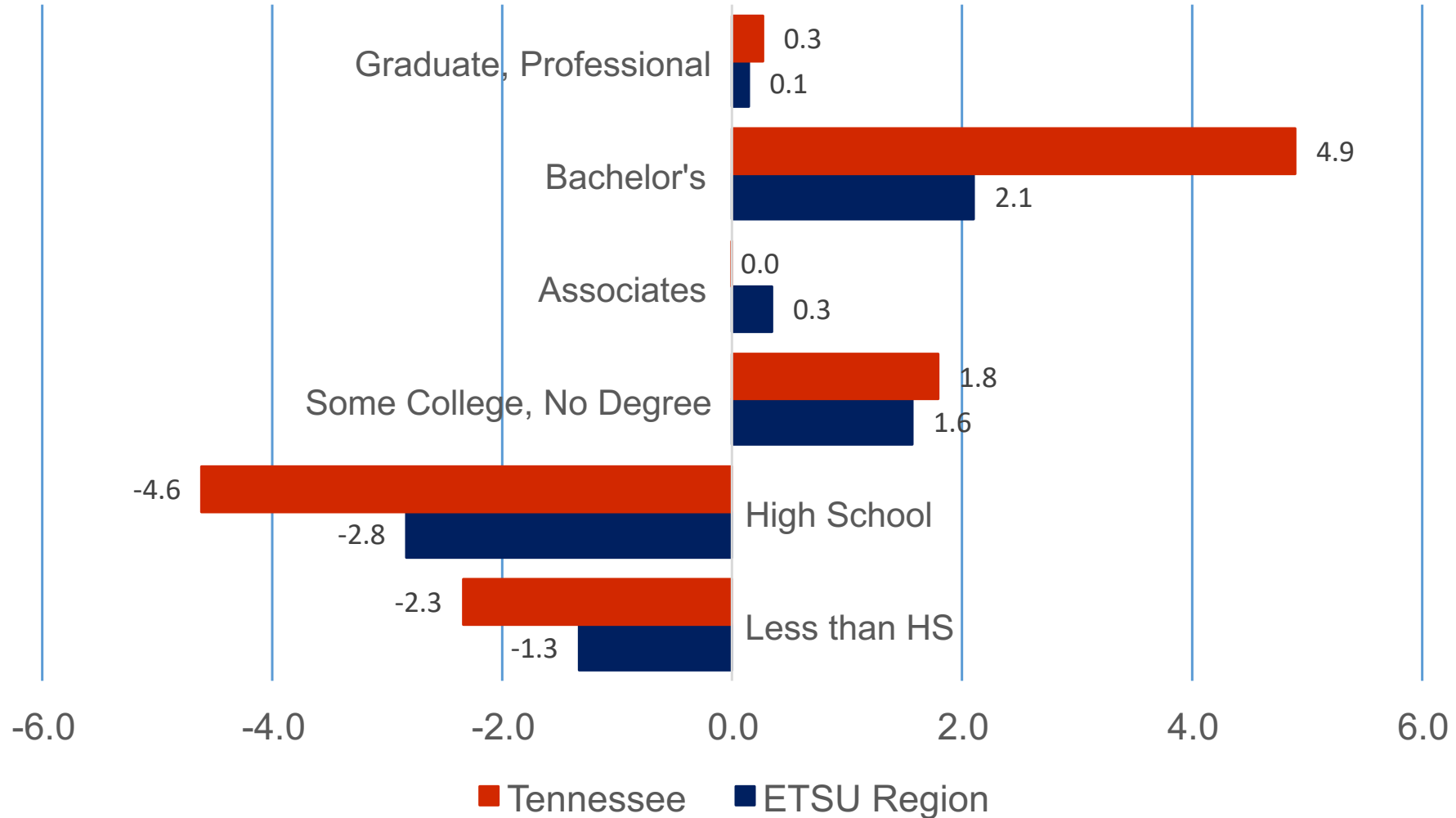


Source: U.S. Census Bureau, American Community Survey Public Use Microdata Samples



PERCENTAGE CHANGE IN EDUCATIONAL ATTAINMENT FROM YOUNG (AGED 25 TO 39) TO OLDER (40 TO 64)

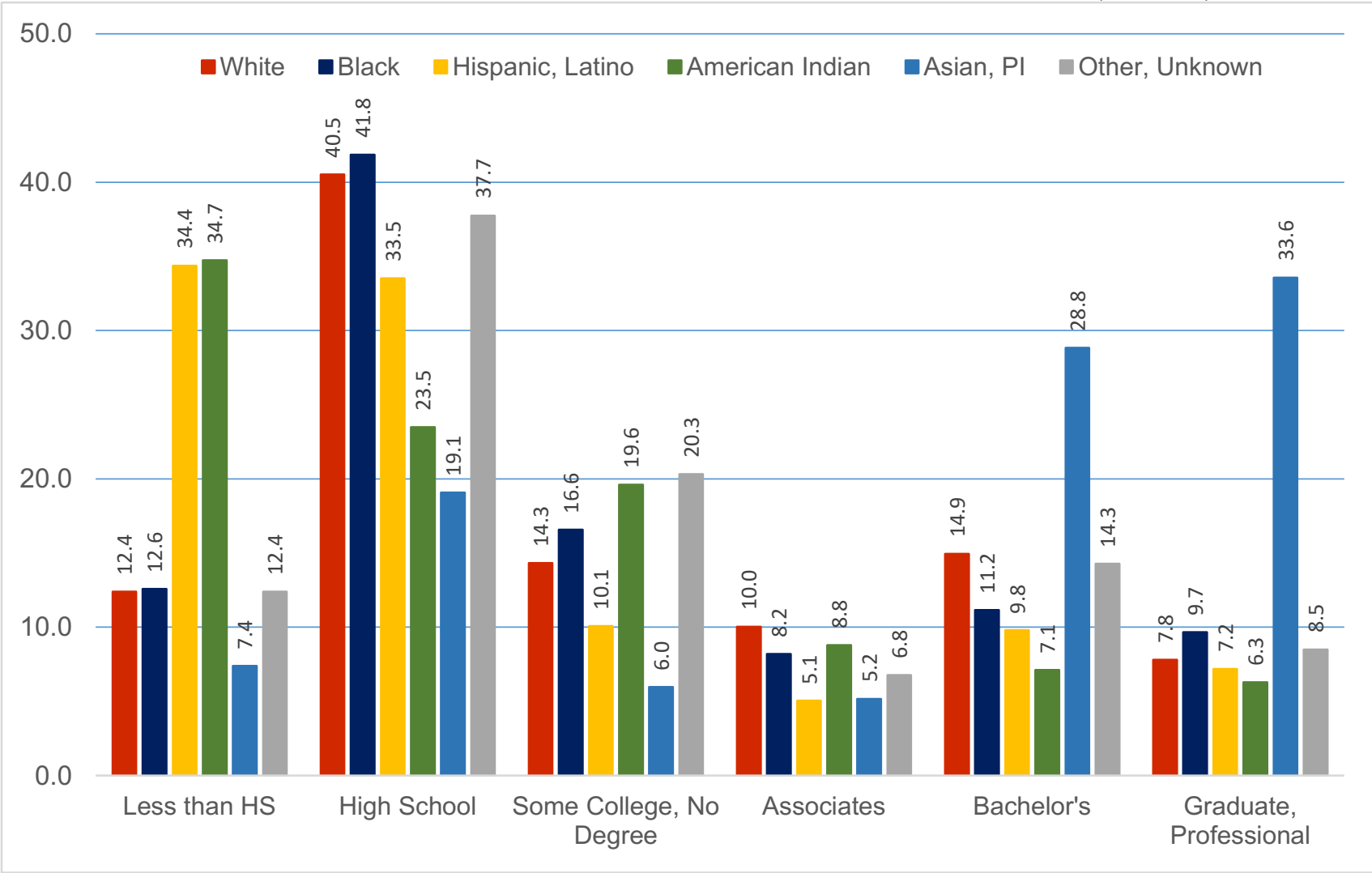
ETSU REGION AND TENNESSEE (2019)



Source: U.S. Census Bureau, American Community Survey Public Use Microdata Samples



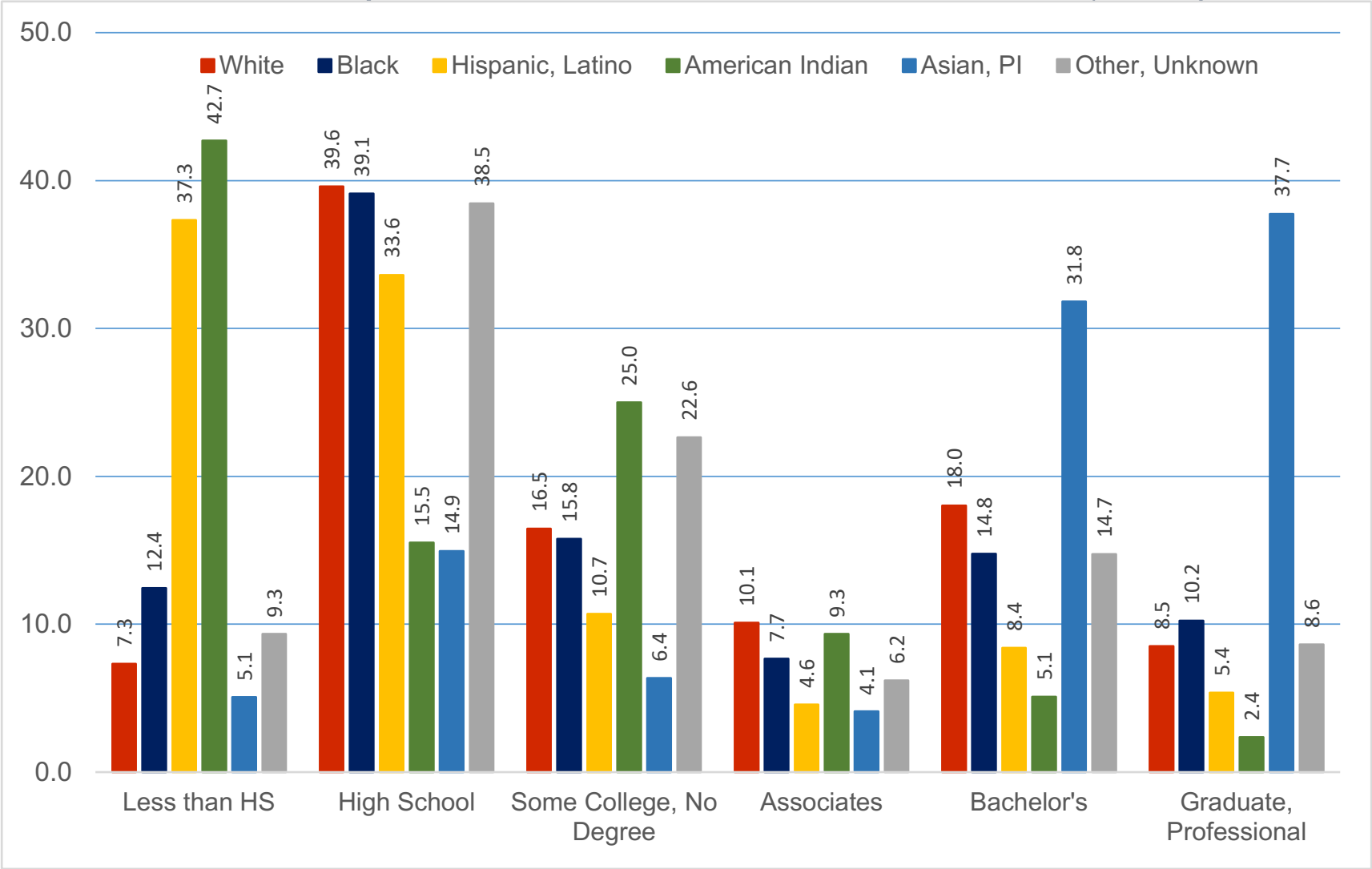
EDUCATIONAL ATTAINMENT OF 25 TO 64 YEAR OLD'S BY RACE/ETHNICITY – ETSU REGION (2019)



Source: U.S. Census Bureau, American Community Survey Public Use Microdata Samples



EDUCATIONAL ATTAINMENT OF 25 TO 34 YEAR OLD'S BY RACE/ETHNICITY – ETSU REGION (2019)



Source: U.S. Census Bureau, American Community Survey Public Use Microdata Samples

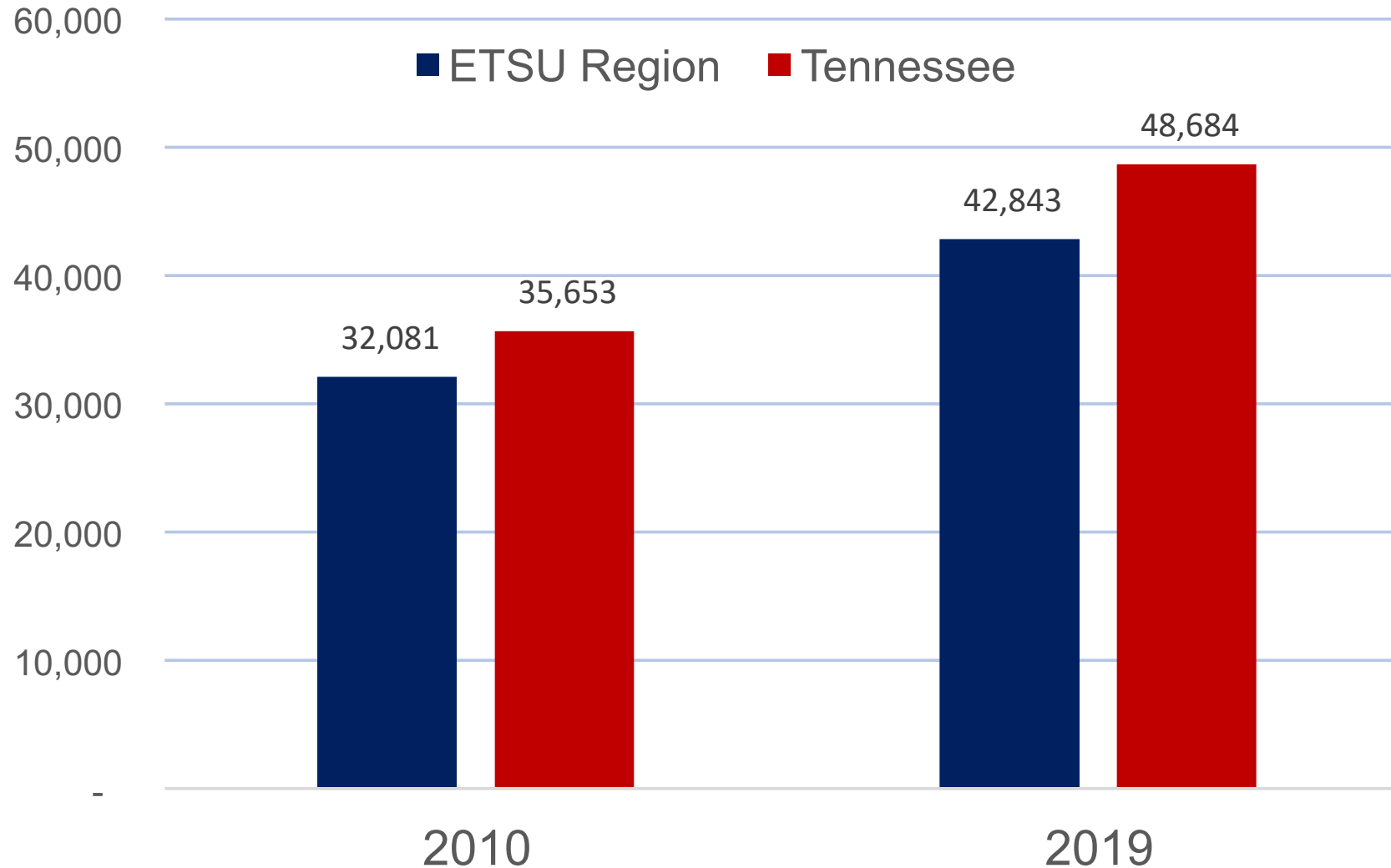


EMPLOYMENT AND WORKFORCE



PERSONAL INCOME PER CAPITA

ETSU REGION AND TENNESSEE

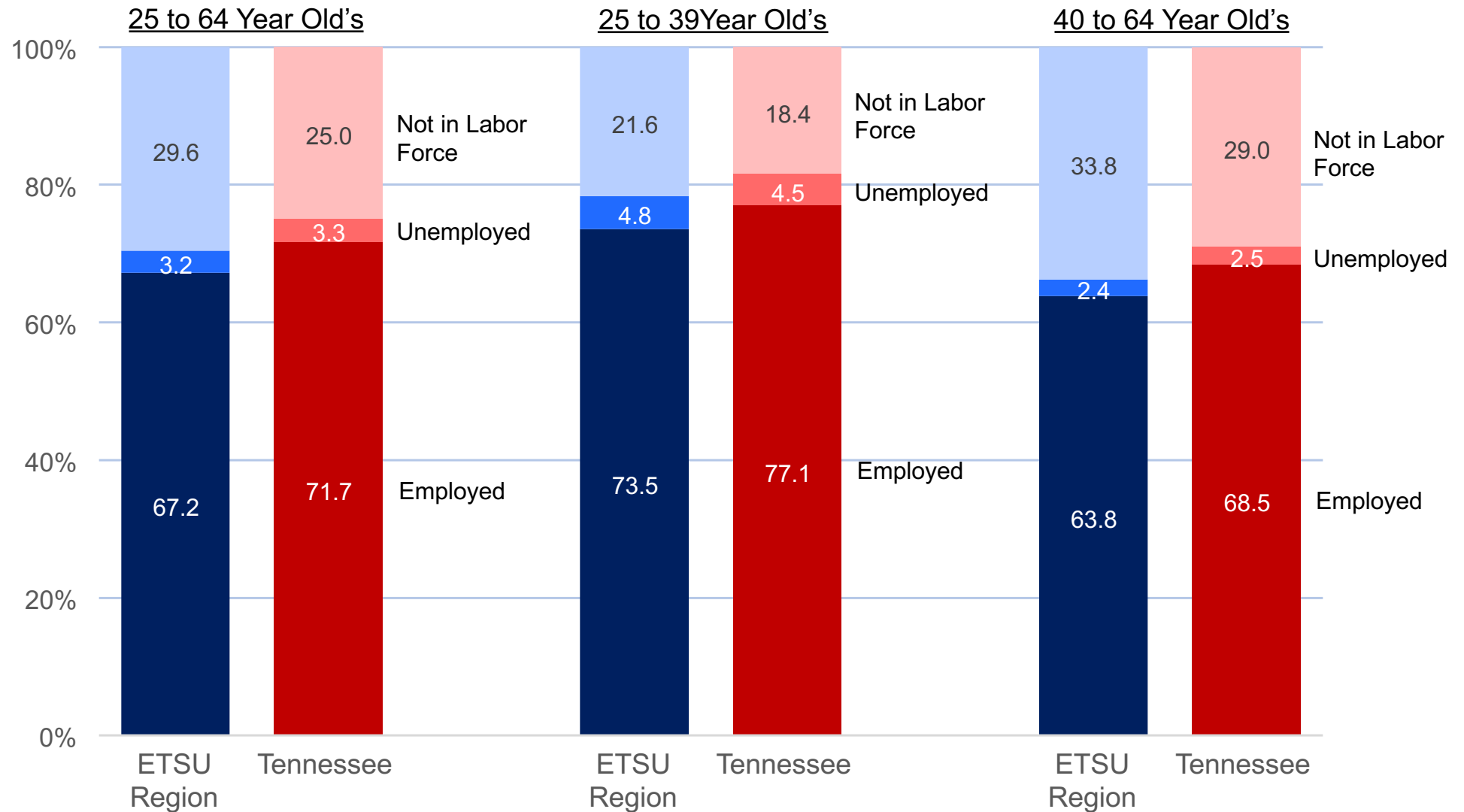


Source: U.S. Bureau of Economic Analysis



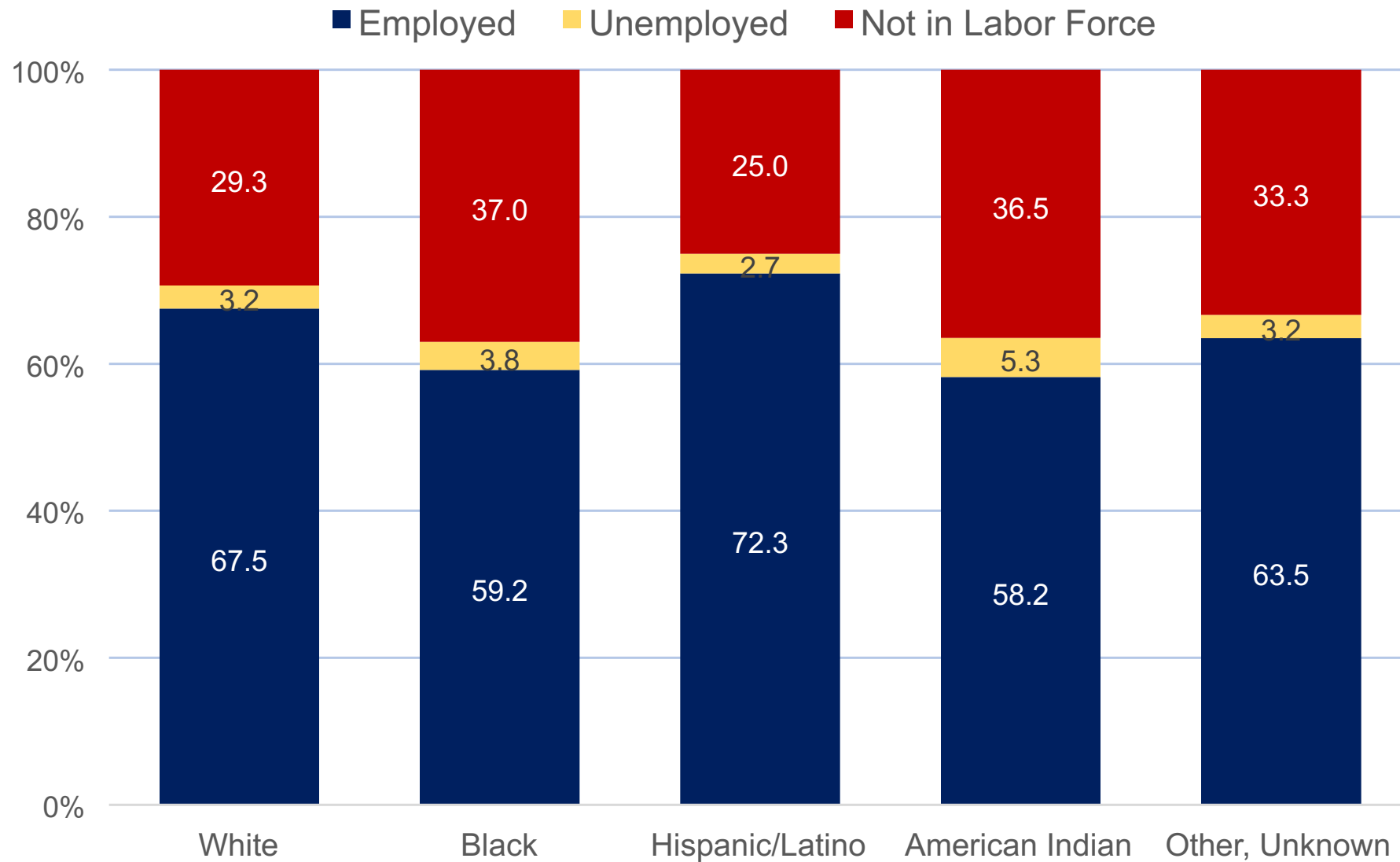
EMPLOYMENT STATUS BY AGE-GROUP (2019)

ETSU REGION AND TENNESSEE



EMPLOYMENT STATUS BY RACE/ETHNICITY (2019)

25 TO 64 YEAR OLD'S – ETSU REGION

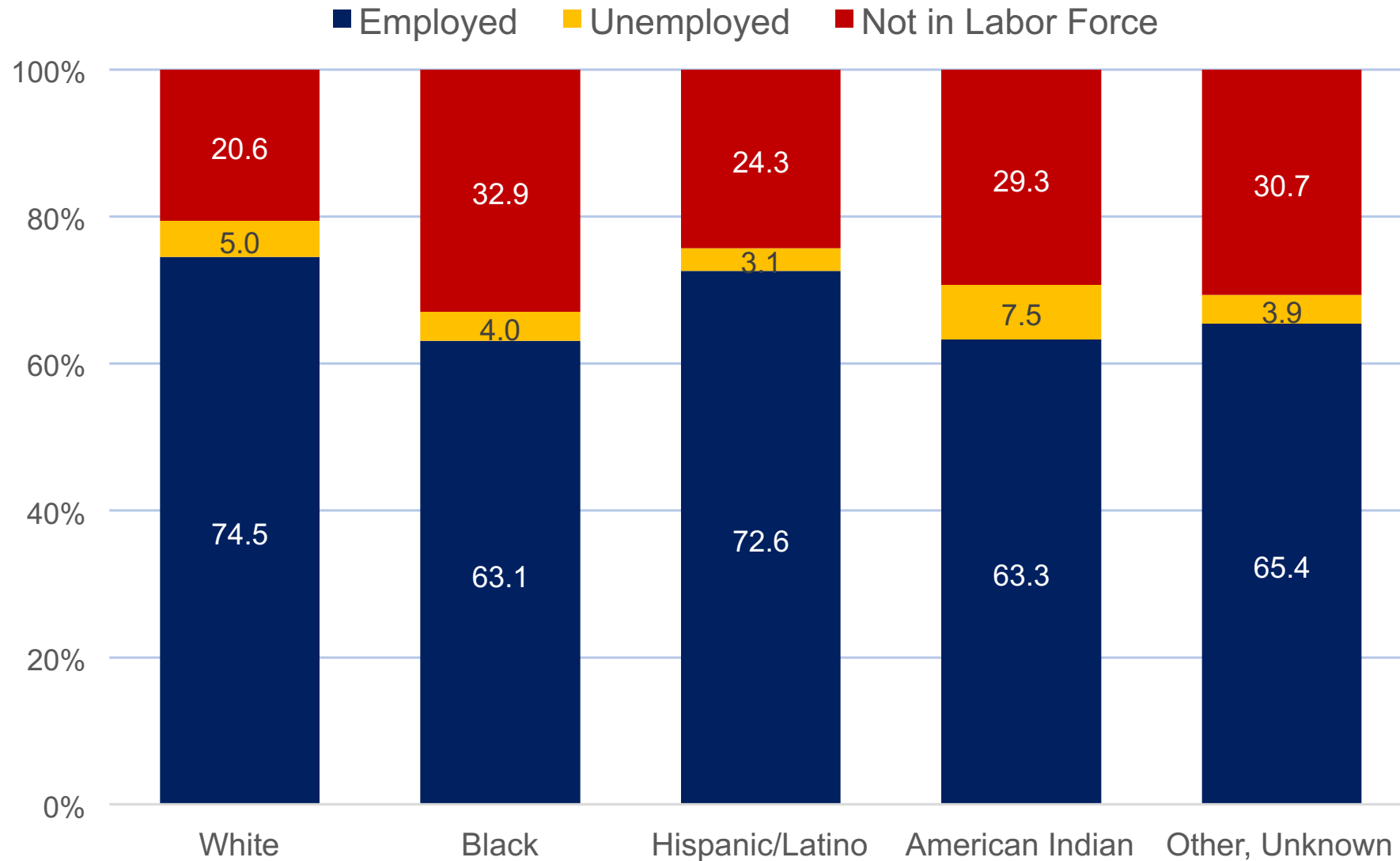


Source: U.S. Census Bureau, American Community Survey Public Use Microdata Samples



EMPLOYMENT STATUS BY RACE/ETHNICITY (2019)

25 TO 39 YEAR OLD'S – ETSU REGION

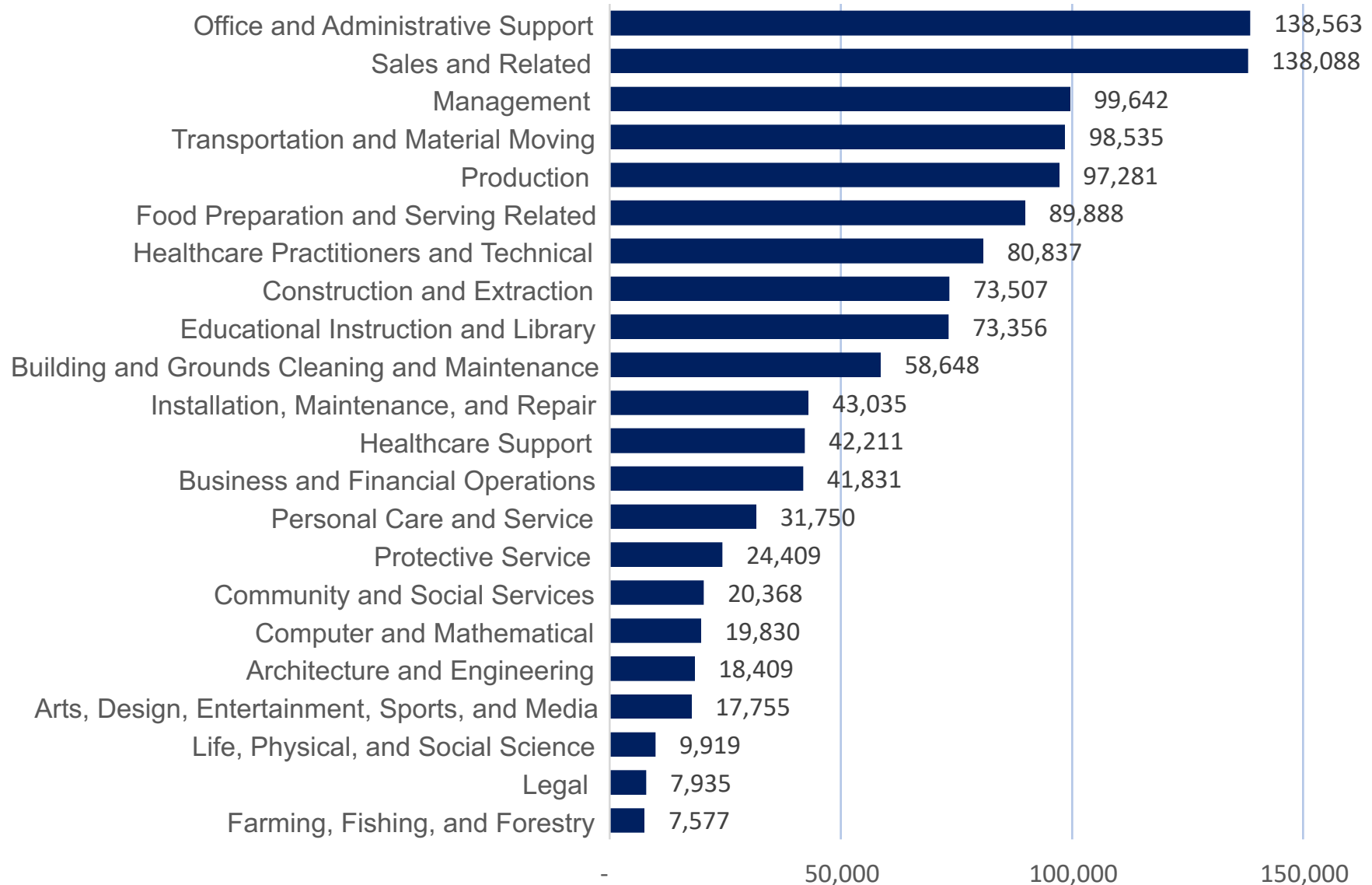


Source: U.S. Census Bureau, American Community Survey Public Use Microdata Samples



OCCUPATIONS OF 25 TO 64 YEAR OLD'S

ETSU REGION (2019)



Source: U.S. Census Bureau, American Community Survey Public Use Microdata Samples

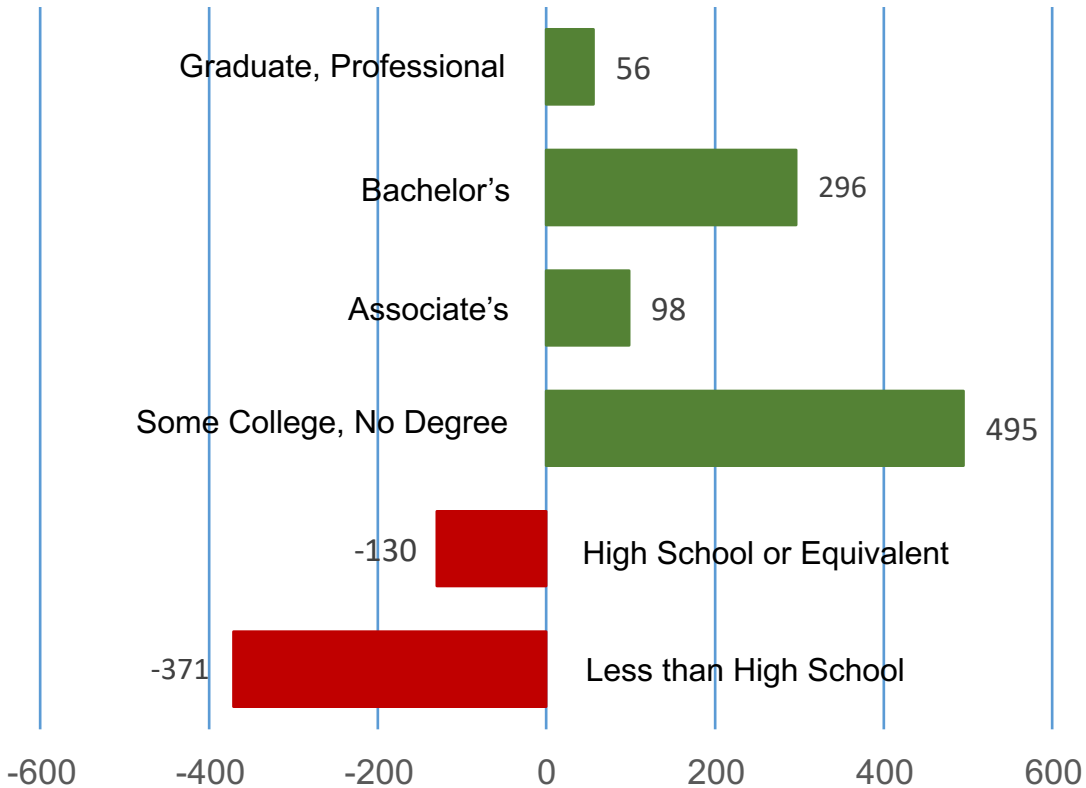


ANNUAL NET MIGRATION OF 25 TO 64 YEAR OLDS

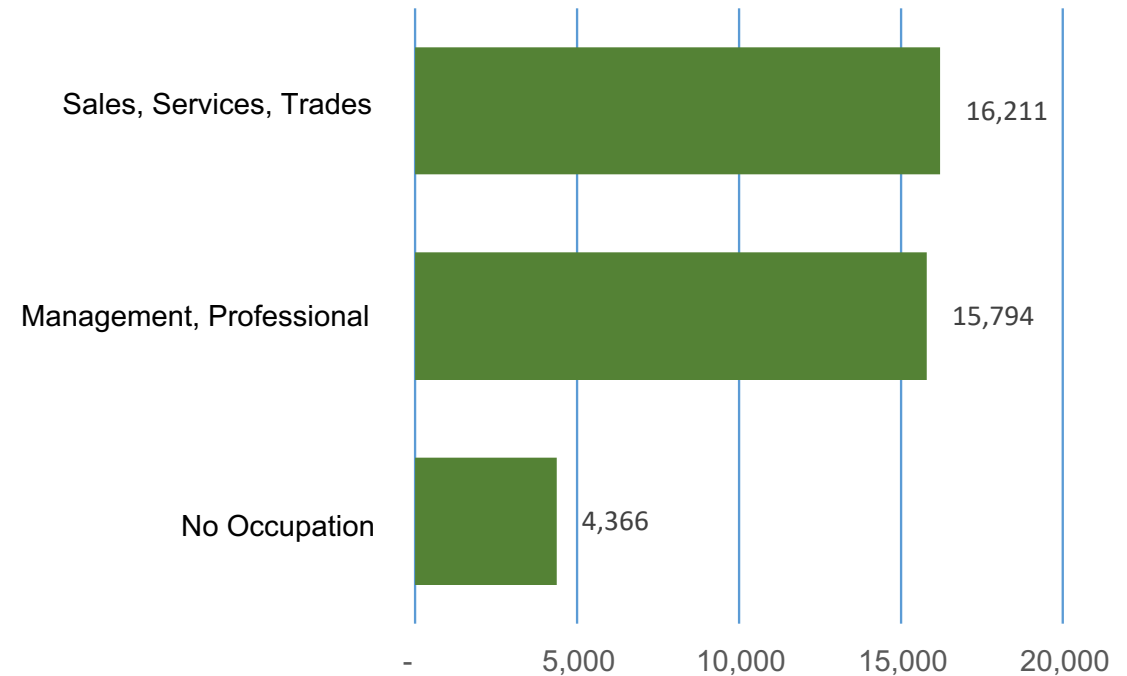
KNOXVILLE, TN (2015-2019)

Available for Each PUMA Area in ETSU Region

By Level of Education



By Occupation



Source: U.S. Census Bureau, American Community Survey Public Use Microdata Samples

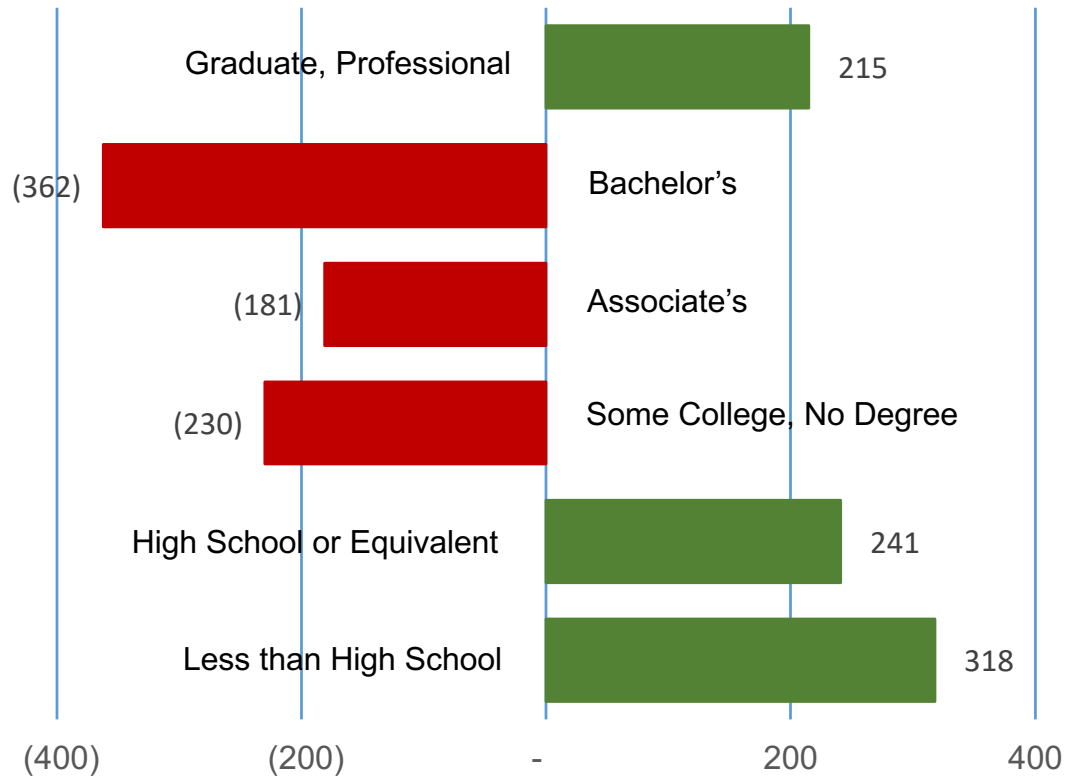


ANNUAL NET MIGRATION OF 25 TO 64 YEAR OLDS

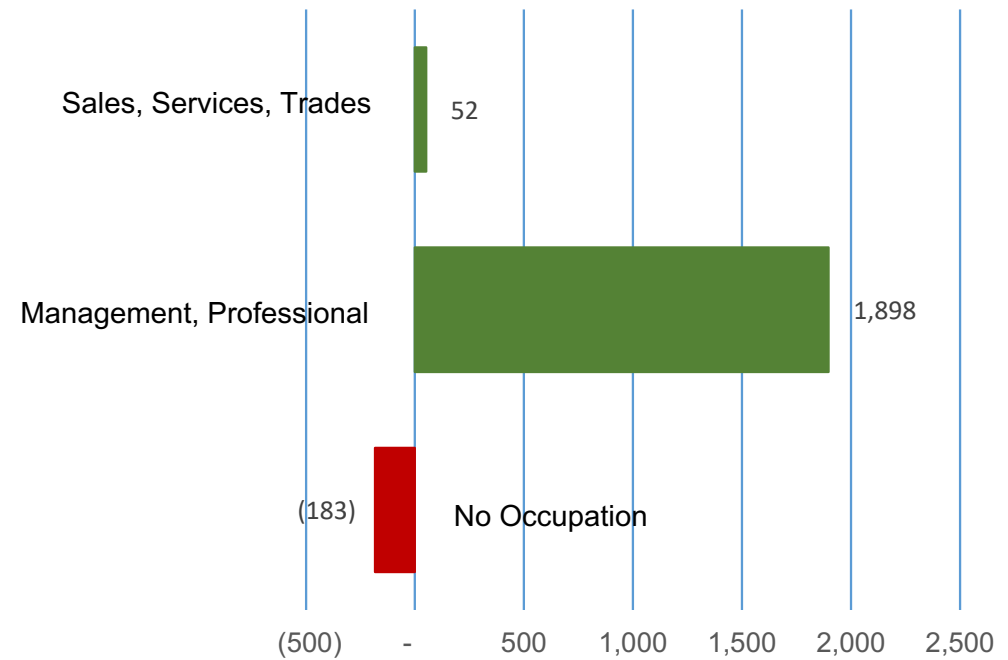
WASHINGTON COUNTY, TN (2015-2019)

Available for Each PUMA Area in ETSU Region

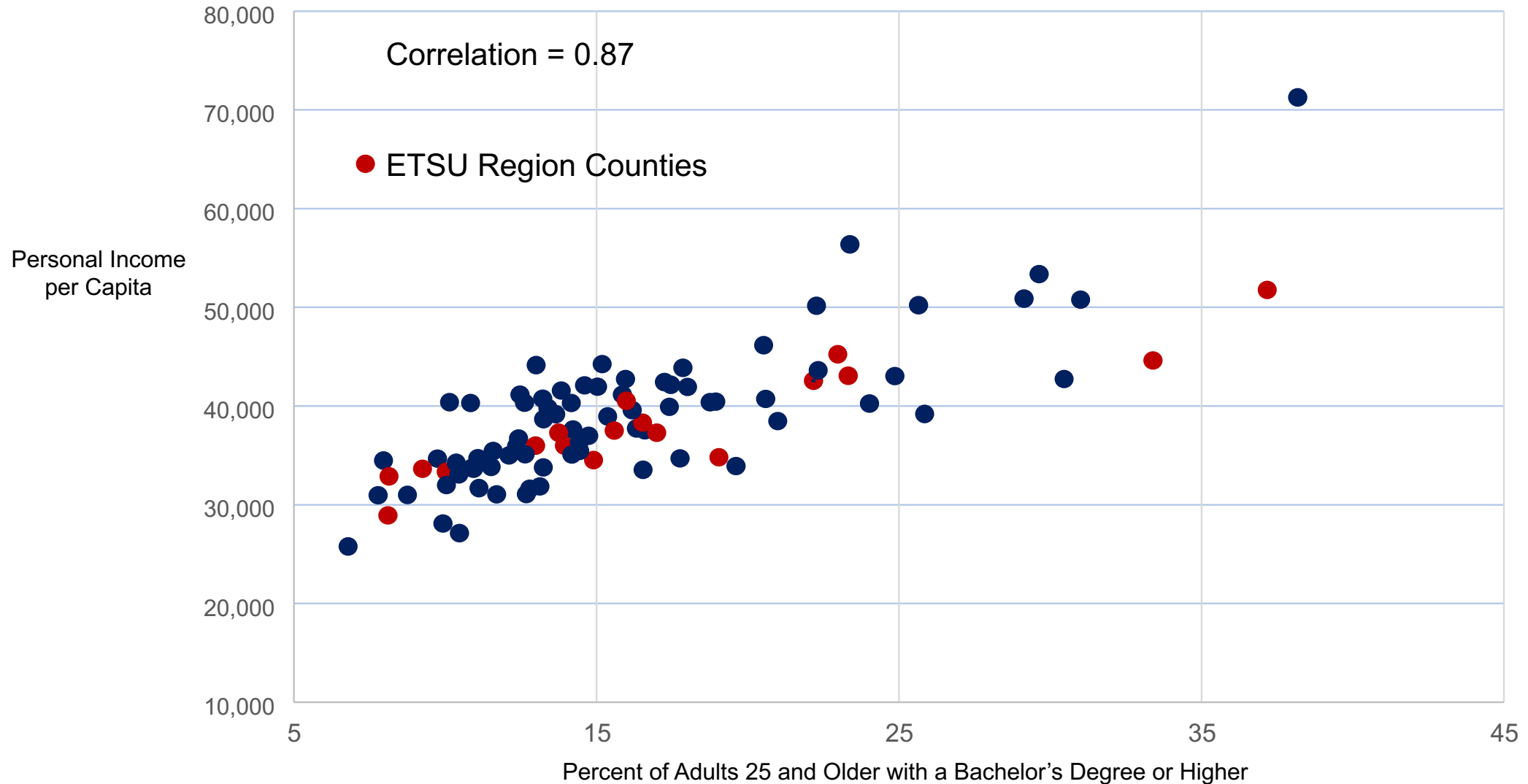
By Level of Education



By Occupation



RELATIONSHIP BETWEEN COLLEGE ATTAINMENT AND PERSONAL INCOME – TN COUNTIES (2019)



Source: U.S. Bureau of Economic Analysis, U.S. Census Bureau – American Community Survey



QUESTIONS

