Higher Education Marketing Statistics
Before and During the COVID-19 Pandemic
$600+ billion
Value of the higher education industry.

1.5 million Number of U.S. faculty members...

70% of whom had never taught an online course prior to the pandemic.

2.4 million Number of undergraduate students who attended classes entirely online in fall 2019, representing...

15% of the total national undergrad student body.

3.6 million Number of students enrolled in one or more online courses while otherwise attending classes on campus (fall 2019).
**40%** of high school seniors who have already decided on a school for fall 2020 say they are not receiving adequate information about how COVID-19 may affect enrollment.

**1 in 4** current college students rate the quality of their institution’s communications around COVID-19 as “fair” or “poor.”

**87%** of campuses worry that future campus visit requests will decline.

**46%** are adding live events on social media platforms.

**26%** of enrollment leaders are implementing virtual tours.

---

**Four-Year Undergraduate Fall Enrollment (2018)**

- **14%** Only distance education courses
- **21%** Some distance education courses
- **66%** No distance education courses

---

40% of high school seniors who have already decided on a school for fall 2020 say they are not receiving adequate information about how COVID-19 may affect enrollment.
How likely are decided high school seniors to change their minds about the college they want to attend as a result of the COVID-19 outbreak (as of April 2020)?

- HIGHLY UNLIKELY: 44%
- UNLIKELY: 34%
- TOO SOON TO SAY: 10%
- LIKELY: 10%
- HIGHLY LIKELY: 4%

75% of undecided high school seniors say they are taking COVID-19 into consideration as they continue their college decision process.

How likely is it that high school seniors will NOT go to college next term because of the COVID-19 outbreak?

- HIGHLY UNLIKELY: 35%
- UNLIKELY: 33%
- TOO SOON TO SAY: 11%
- LIKELY: 15%
- HIGHLY LIKELY: 5%
Survey of Higher Education Institutions (91% U.S.)

58% are considering or have already decided to remain fully online for fall 2020.

62% are considering decreasing or have decreased the number of in-person courses for fall 2020.

73% are considering increasing or have increased the number of online and/or remote courses for fall 2020.

NEW STUDENT ENROLLMENT INDICATORS

FALL ADMISSION NUMBERS

UNCHANGED 31%

DOWN 45%

UP 24%

TRANSFER STUDENT ENROLLMENT INDICATORS

FALL REGISTRATION NUMBERS

UNCHANGED 24%

DOWN 53%

UP 23%

CONTINUING STUDENT ENROLLMENT INDICATORS

FALL REGISTRATION NUMBERS

UNCHANGED 43%

DOWN 44%

UP 13%