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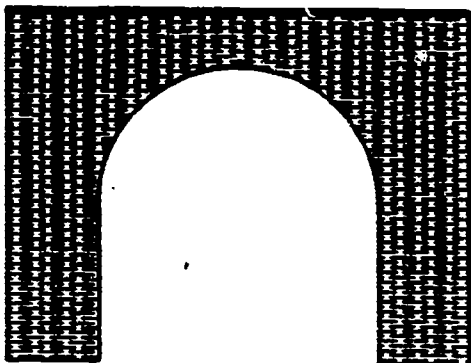
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ABSTRACT

Although the number of high school graduates within the Piedmont Virginia Community College (PVCC) service region has been steadily declining over the past decade, studies indicate that the trend will reverse in 1992-93, and the number of graduates will increase from 1,438 in that year to 2,018 in 2005-06. These projections were analyzed to determine the effect of this increase on PVCC's enrollment. Although the number of graduates within the service region has fallen during the past few years, the number enrolling at PVCC has risen 20% since 1984-85, indicating that the number of graduates is a poor predictor of enrollment. However, if PVCC can continue to enroll at least 20% of all service region graduates, the number attending the college should rise from the 307 in 1992-93 to somewhere between 404 and 464 in 2006-07. PVCC is expected to gain at least 100 to 150 students per year in the first decade of 2000. That number could well be even higher since many students enroll several years after graduation and as the pool of graduates grows, so does the student body. In addition, the increase in graduates will be statewide, resulting in more graduates outside the service region also enrolling at PVCC. Finally, enrollment growth will also result from the additional 70,000 Virginians who by the year 2004 will be seeking quality in-state undergraduate education. It is to be expected that many of these will not enter directly into a four-year college or university, but will start at a community college. (kP)

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PIEDMONT VIRGINIA COMMUNITY COLLEGE



PVCC Service Region High School Graduates

Office of Institutional
Research and Planning
Piedmont Virginia
Community College
Charlottesville, Virginia

Research Report
Number 4-94

April 1994

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PVCC Service Region High School Graduates

INTRODUCTION

Recently, in a study entitled *Projections of Educational Statistics to 2012*, the Center for Public Service at the University of Virginia released school enrollment projections for all 133 school divisions in the Commonwealth of Virginia. Major findings with respect to high school graduates were summarized as follows:

The number of students graduating from Virginia's schools has been steadily decreasing. Most recently, in 1991-92, over 58,000 students graduated. In 1992-93 the number of graduates will begin to increase. This projected rise will continue until 2007-08, when nearly 79,000 students will graduate from the state's public schools, a 34 percent increase over 1991-92. During the last five projection years there will be a gradual decrease in the number of high school graduates.¹

The major question raised by these findings for Virginia's community colleges is what effect this increase in high school graduates will have upon community college enrollment. Will the 34% increase in high school graduates during the next two decades result in significant enrollment increases in community colleges? The major purpose for conducting this study is to answer that question--at least with respect to Piedmont Virginia Community College (PVCC) and high school graduates within its service region.²

¹Michael A. Spar, Susan H. Sakurada, and Julia H. Martin, *Projections of Educational Statistics to 2012* (Charlottesville, VA: Center for Public Service, University of Virginia, September 1993), p. v. Special thanks is given to Ms. Sakurada for her prompt assistance in providing data to PVCC for this study.

²The PVCC service region consists of the counties of Albemarle, Buckingham, Fluvanna, Greene, Louisa, and Nelson and the City of Charlottesville. Buckingham and Louisa counties are "shared" with other Virginia Community College System (VCCS) institutions. Public high schools within the PVCC service region are Albemarle, Western Albemarle, and Murray high schools in Albemarle County; Buckingham County High School; Fluvanna County High School; William Monroe High School in Greene County; Louisa County High School; Nelson County High School; and Charlottesville High School.

Attempting to answer that question raises a number of related questions. Does the historical pattern of high school graduates within the PVCC service region mirror that for the state as a whole? Do the projections of high school graduates within the service region mirror those for the state as a whole? What percentage of high school graduates within the service region enroll at PVCC during the year following high school graduation? What percentage of the PVCC student body consists of recent high school graduates? Does a correlation exist between the number of service region high school seniors graduating each year and the number of these graduates enrolling at PVCC during the following year? If a correlation does exist, to what extent can the projections released by the Center for Public Service be used to predict enrollment at PVCC during the next two decades?

The answers to these questions not only will assist administrators in estimating college enrollment but will aid counselors in recruiting students at service region high schools. By knowing the size of high school graduating classes and knowing approximately how many and what types of high school graduates attend PVCC, counselors can better focus their activities at individual schools and target their recruitment efforts. In this respect, the study serves a similar purpose to the "market share" reports published by the college several years ago.³

³See Robert A. Ross, *PVCC "Market Share" of Selected High Schools--Graduating Class of 1983* (PVCC Institutional Research Report No. 4-84, August 1984), Ronald B. Head, *PVCC "Market Share" of Selected High Schools--Graduating Class of 1984* (PVCC Institutional Research Report No. 5-85, December 1985), Ronald B. Head, *PVCC "Market Share" of Selected High Schools--Graduating Class of 1985* (PVCC Institutional Research Report No. 4-87, May 1987), Ronald B. Head, *PVCC "Market Share" of Selected High Schools--Graduating Class of 1986* (PVCC Institutional Research Report No. 9-87, December 1987), Ronald B. Head, *PVCC "Market Share" of Selected High Schools--Graduating Class of 1987* (PVCC Institutional Research Report No. 8-88, October 1988), and Ronald B. Head, *PVCC "Market Share" of Selected High Schools--Graduating Class of 1988* (PVCC Institutional Research Report No. 6-89, July 1989). The term "market share," as used in these reports, referred to the percentage of a high school graduating class enrolling at PVCC during the academic year immediately following high school graduation. Note that figures used in the "market share" reports differ from those in this study because the numbers of high school graduates in the "market share" reports were obtained directly from the high schools themselves, while the numbers in this study were those reported by the

HIGH SCHOOL GRADUATES WITHIN THE PVCC SERVICE REGION

During the past decade, the number of students graduating from PVCC service region high schools has steadily declined. As can be seen in

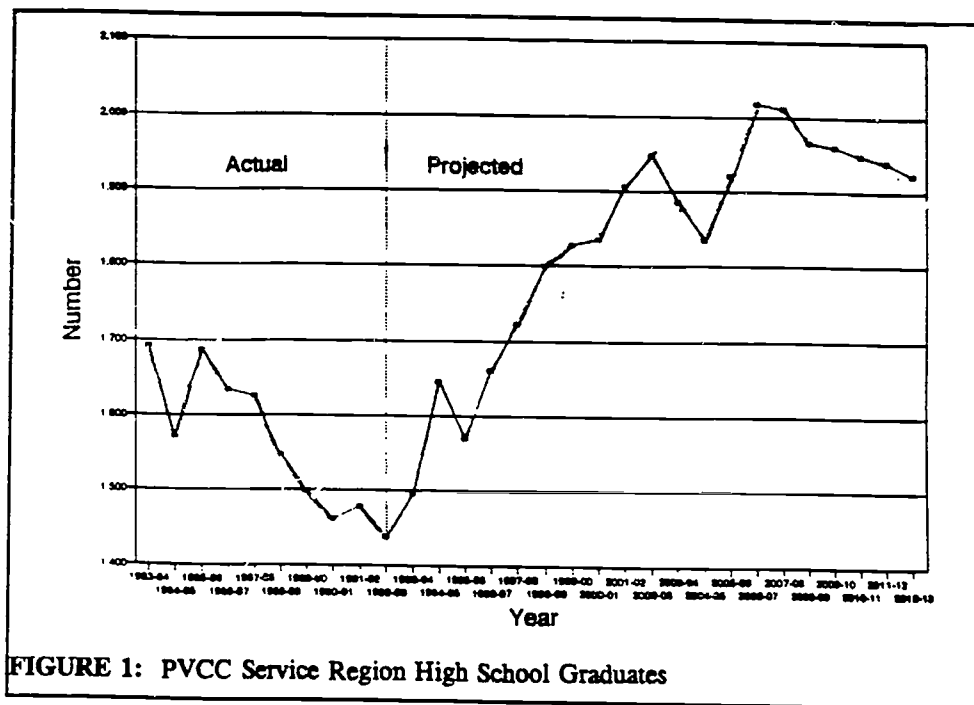


FIGURE 1: PVCC Service Region High School Graduates

Figure 1, the number of graduates dropped by 7.1% between 1983-84 and 1984-85, then rose by 7.3% the following year; since 1985-86, with the exception of 1991-92, the number has dropped every year. In all, during this ten-year period, the number of service region high school graduates has decreased by 15%.⁴ Table 1 presents the number of actual graduates from each jurisdiction within the PVCC service region during the past decade.

This year the decline in graduates is expected to be reversed. As can be seen in Figure 1, the number of graduates should increase by 9.2% between 1992-93 and 1994-95. Between 1994-95 and 1995-96, the number should decrease by 4.6% but will rise again each

Center for Public Service.

⁴Note that 1992-93 figures in *Projections of Educational Statistics to 2012* are estimates. The actual figures used in this study were obtained from the Center for Public Service after the publication of *Projections of Educational Statistics to 2012*.

TABLE 1: Number of Actual High School Graduates by Jurisdiction in the PVCC Service Region

Year	Albemarle		Buckingham		Charlottesville		Fluvanna		Greene		Louisa		Nelson		TOTAL	
	No.	%Gain	No.	%Gain	No.	%Gain	No.	%Gain	No.	%Gain	No.	%Gain	No.	%Gain	No.	%Gain
1983-84	669	--	135	--	281	--	151	--	100	--	195	--	161	--	1692	--
1984-85	615	-8.1%	141	4.4%	278	-1.1%	115	-23.8%	95	-5.0%	181	-7.2%	147	-8.7%	1572	-7.1%
1985-86	634	3.1%	148	5.0%	339	21.9%	154	33.9%	83	-12.6%	202	11.6%	127	-13.6%	1687	7.3%
1986-87	670	5.7%	128	-13.5%	249	-26.5%	152	-1.3%	101	21.7%	190	-5.9%	145	14.2%	1635	-3.1%
1987-88	646	-3.6%	137	7.0%	259	4.0%	120	-21.1%	93	-7.9%	223	17.4%	148	2.1%	1626	-0.6%
1988-89	590	-8.7%	136	-0.7%	252	-2.7%	131	9.2%	90	-3.2%	225	0.9%	124	-16.2%	1548	-4.8%
1989-90	565	-4.2%	126	-7.4%	204	-19.0%	132	0.8%	109	21.1%	224	-0.4%	139	12.1%	1499	-3.2%
1990-91	572	1.2%	113	-10.3%	227	11.3%	118	-10.6%	85	-22.0%	214	-4.5%	133	-4.3%	1462	-2.5%
1991-92	633	10.7%	107	-5.3%	208	-8.4%	98	-16.9%	99	16.5%	204	-4.7%	130	-2.3%	1479	1.2%
1992-93	566	-10.6%	120	12.1%	200	-3.8%	130	32.7%	96	-3.0%	186	-8.8%	140	7.7%	1438	-2.8%

year between 1995-96 and 2002-03, with a total increase of 20.1%. A decrease of 5.8% is projected between 2002-03 and 2004-05, but the following two years should see an increase of 9.9%. The number of graduates will drop slightly each year between 2006-07 and 2012-13, with a total decrease during this period of 4.7%.

TABLE 2: Number of Projected High School Graduates by Jurisdiction in the PVCC Service Region

Year	Albemarle		Buckingham		Charlottesville		Fluvanna		Greene		Louisa		Nelson		TOTAL	
	No.	%Gain	No.	%Gain	No.	%Gain	No.	%Gain	No.	%Gain	No.	%Gain	No.	%Gain	No.	%Gain
1993-94	618	9.2%	129	7.5%	179	-10.5%	119	-8.5%	130	35.4%	200	7.5%	120	-14.3%	1495	4.0%
1994-95	672	8.7%	114	-11.6%	244	36.3%	143	20.2%	112	-13.8%	216	8.0%	145	20.8%	1646	10.1%
1995-96	615	-8.5%	118	3.5%	231	-5.3%	151	5.6%	128	12.5%	192	-11.1%	137	-5.5%	1570	-4.6%
1996-97	706	14.8%	120	1.7%	238	3.0%	125	-17.2%	122	-3.2%	203	5.7%	147	7.3%	1661	5.8%
1997-98	667	-5.5%	145	20.8%	241	1.3%	148	18.4%	135	10.7%	237	16.7%	150	2.0%	1723	3.7%
1998-99	755	13.2%	135	-6.9%	228	-5.4%	175	18.2%	159	17.8%	202	-14.8%	145	-3.3%	1799	4.4%
1999-00	782	3.6%	127	-5.9%	232	1.8%	142	-18.9%	159	0.0%	227	12.4%	158	9.0%	1827	1.6%
2000-01	836	6.9%	116	-8.7%	249	7.3%	134	-5.6%	154	-3.1%	205	-9.7%	141	-10.8%	1835	0.4%
2001-02	848	1.4%	137	18.1%	231	-7.2%	136	1.5%	152	-1.3%	266	29.8%	136	-3.5%	1906	3.9%
2002-03	829	-2.2%	152	10.9%	251	8.7%	157	15.4%	165	8.6%	251	-5.6%	143	5.1%	1948	2.2%
2003-04	784	-5.4%	142	-6.6%	240	-4.4%	132	-15.9%	177	7.3%	269	7.2%	142	-0.7%	1886	-3.2%
2004-05	785	0.1%	129	-9.2%	232	-5.3%	162	22.7%	181	2.3%	224	-16.7%	122	-14.1%	1835	-2.7%
2005-06	813	3.6%	157	21.7%	222	-4.3%	188	16.0%	201	11.0%	221	-1.3%	119	-2.5%	1921	4.7%
2006-07	853	4.9%	147	-6.4%	243	9.5%	196	4.3%	213	6.0%	239	8.1%	127	6.7%	2018	5.0%
2007-08	813	-4.7%	162	10.2%	233	-4.1%	220	12.2%	206	-3.3%	253	5.9%	124	-2.4%	2011	-0.3%
2008-09	760	-6.5%	143	-11.7%	220	-5.6%	196	-10.9%	265	28.6%	267	5.5%	116	-6.5%	1967	-2.2%
2009-10	765	0.7%	145	1.4%	221	0.5%	198	1.0%	252	-4.9%	262	-1.9%	117	0.9%	1960	-0.4%
2010-11	761	-0.5%	144	-0.7%	220	-0.5%	197	-0.5%	250	-0.8%	260	-0.8%	116	-0.9%	1948	-0.6%
2011-12	757	-0.5%	144	0.0%	219	-0.5%	196	-0.5%	249	-0.4%	259	-0.4%	116	0.0%	1940	-0.4%
2012-13	751	-0.8%	142	-1.4%	217	-0.9%	194	-1.0%	247	-0.8%	257	-0.8%	115	-0.9%	1923	-0.9%

In all, then, in the two decades between 1992-93 and 2012-13, the number of service region high school graduates is expected to rise by 33.7%. Table 2 presents the number of

projected graduates from each jurisdiction within the PVCC service region for the next two decades.

In terms of both actual and projected graduates, service region figures mirror state figures. This is graphically portrayed in

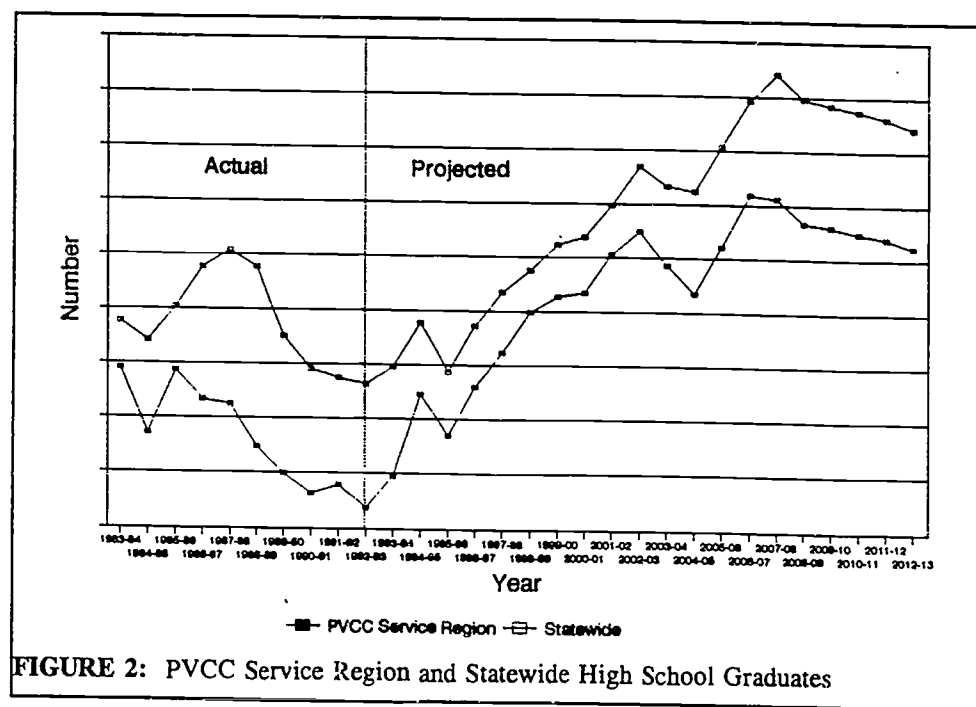
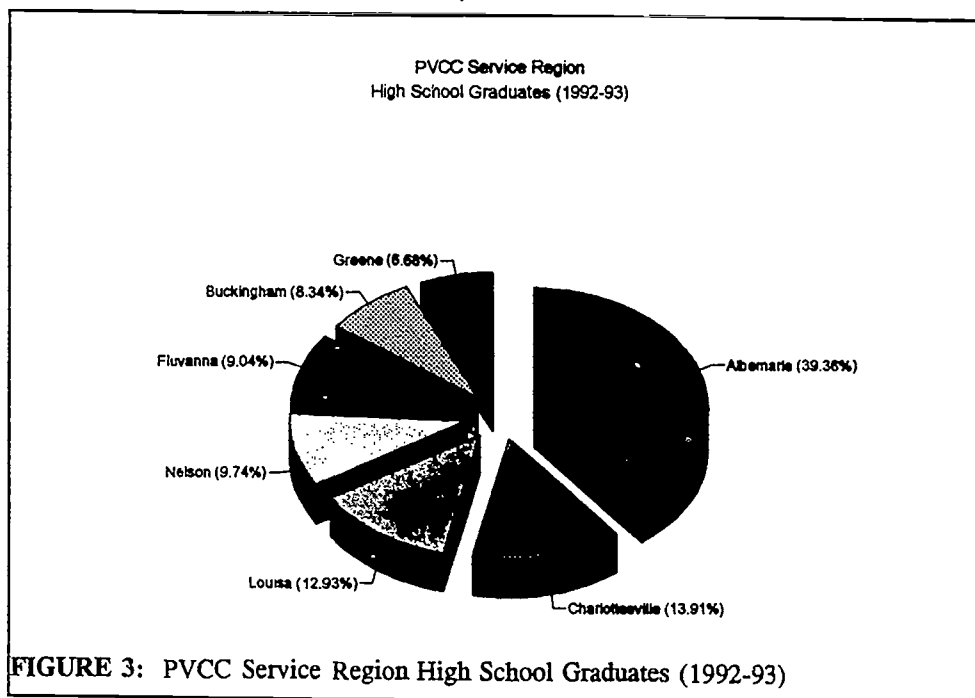


FIGURE 2: PVCC Service Region and Statewide High School Graduates

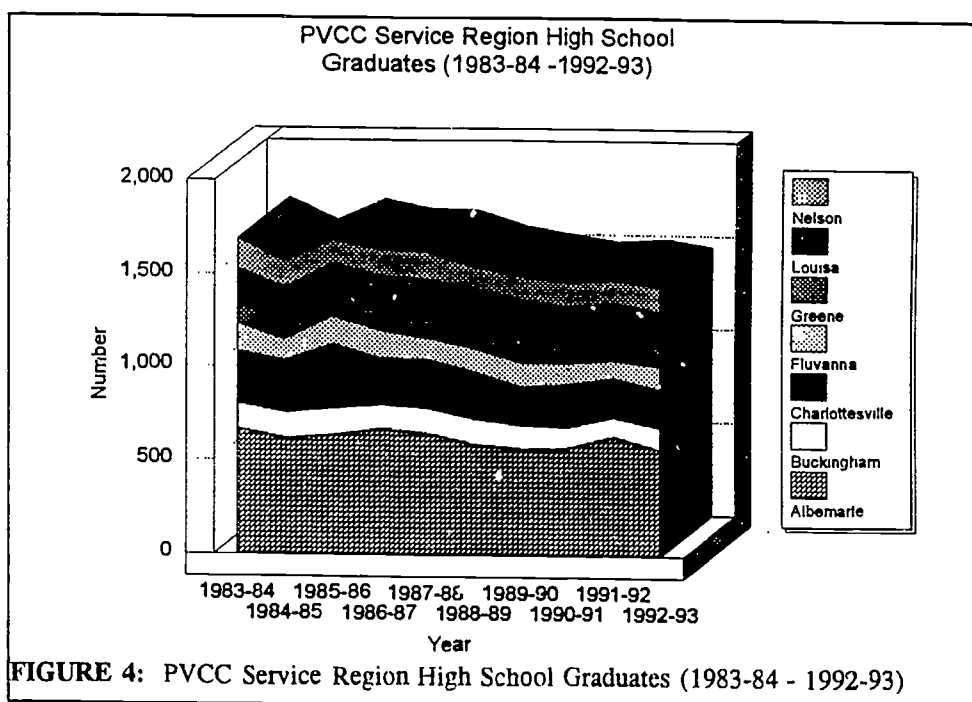
Figure 2. Because service region projections are similar to state projections, the findings in *Projections of Educational Statistics to 2012*, for the most part, apply to PVCC's pool of new high school graduates. In the figures in Appendix A (Figures 10 through 16), actual and projected enrollments for each jurisdiction within the PVCC service region are shown in comparison to actual and projected enrollments for the service region as a whole. These figures should be of particular interest to counselors recruiting high school graduates in these jurisdictions.

In 1992-93, nearly 40% of all high school students graduating within the PVCC service region were from Albemarle County. As can be seen in Figure 3, the jurisdiction with the next largest number was the City of Charlottesville (13.9%), followed by Louisa

(12.9%), Nelson
(9.7%), Fluvanna
(9%),
Buckingham
(8.3%), and
Greene (6.7%)
counties. With
the exception of
Charlottesville
High School,



which has declined in graduates in proportion to other schools within the service region, this distribution has been fairly constant throughout the last ten years (see Figure 4).



SERVICE REGION HIGH SCHOOL GRADUATES ATTENDING PVCC

In contrast to the total number of high school graduates within the PVCC service region, which has steadily declined during the past decade, the number of students from service region high schools enrolling at PVCC within one year of high school graduation has for the most part risen nearly every year during the decade. The number remained constant between 1984-85 and 1985-86, rose each year from 1985-86 through 1989-90, fell from 1989-90 through 1991-92, and rose between 1991-92 and 1992-93. Table 3 presents the number of high school graduates from each jurisdiction enrolling at PVCC from 1984-85 through 1992-93.

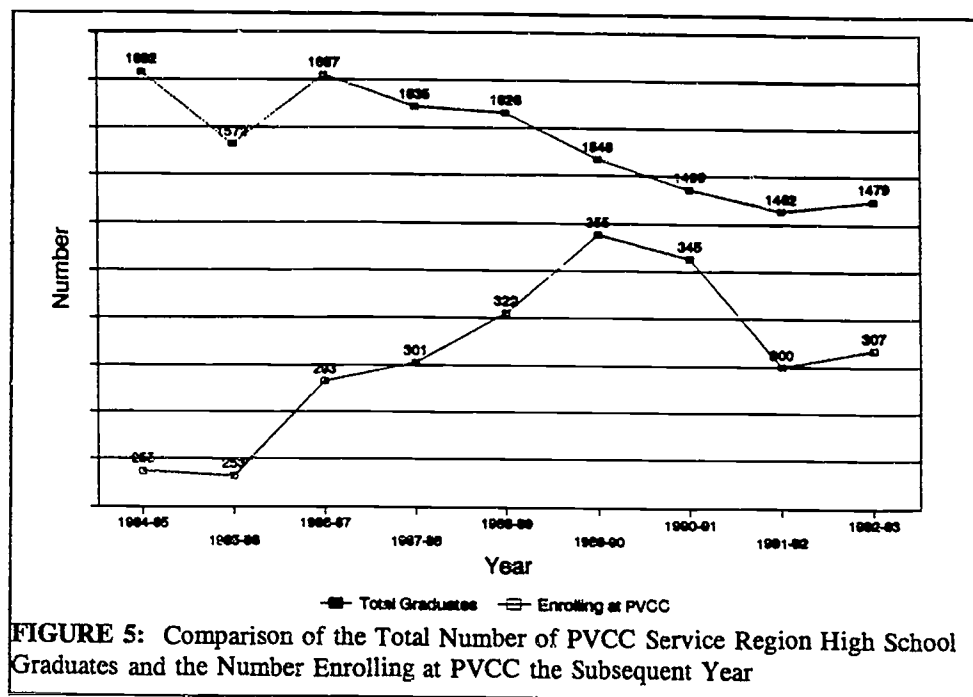
TABLE 3: Number of PVCC Service Region High School Graduates Enrolling at PVCC in the Year Immediately Following High School Graduation

Year	Albemarle		Buckingham		Charlottesville		Fluvanna		Greene		Louisa		Nelson		TOTAL	
	No.	%Gain	No.	%Gain	No.	%Gain	No.	%Gain	No.	%Gain	No.	%Gain	No.	%Gain	No.	%Gain
1984-85	131	-24.3%	3	-57.1%	57	-12.3%	11	-63.3%	19	-17.4%	16	-20.0%	18	-33.3%	255	-26.1%
1985-86	128	-2.3%	6	100.0%	62	8.8%	19	72.7%	11	-42.1%	18	12.5%	9	-50.0%	253	-0.8%
1986-87	151	18.0%	7	16.7%	67	8.1%	23	21.1%	13	18.2%	20	11.1%	12	33.3%	293	15.8%
1987-88	165	9.3%	3	-57.1%	50	-25.4%	20	-13.0%	19	46.2%	26	30.0%	18	50.0%	301	2.7%
1988-89	165	0.0%	12	300.0%	64	28.0%	28	40.0%	15	-21.1%	21	-19.2%	17	-5.6%	322	7.0%
1989-90	160	-3.0%	16	33.3%	87	35.9%	35	25.0%	19	26.7%	25	19.0%	13	-23.5%	355	10.2%
1990-91	163	1.9%	9	-43.8%	55	-36.8%	28	-20.0%	38	100.0%	30	20.0%	22	69.2%	345	-2.8%
1991-92	149	-8.6%	13	44.4%	42	-23.6%	25	-10.7%	28	-26.3%	28	-6.7%	15	-31.8%	300	-13.0%
1992-93	154	3.4%	10	-23.1%	52	23.8%	23	-8.0%	29	3.6%	26	-7.1%	13	-13.3%	307	2.3%

In all, during this ten-year period, the number of graduates enrolling at PVCC increased by 20.4%. As was noted earlier, during this same period, the number of students graduating from service region high schools decreased by 15%. This contrast between the drop in total number of graduates and the rise in graduates enrolling at PVCC is graphically portrayed in Figure 5.

Because the two patterns are so different, one might hypothesize that the total number of PVCC service region graduates within any given year is a poor predictor of how many of

those graduates will enroll at PVCC during the following year. Linear regression was used to test this hypothesis, and as might be expected, the total number of

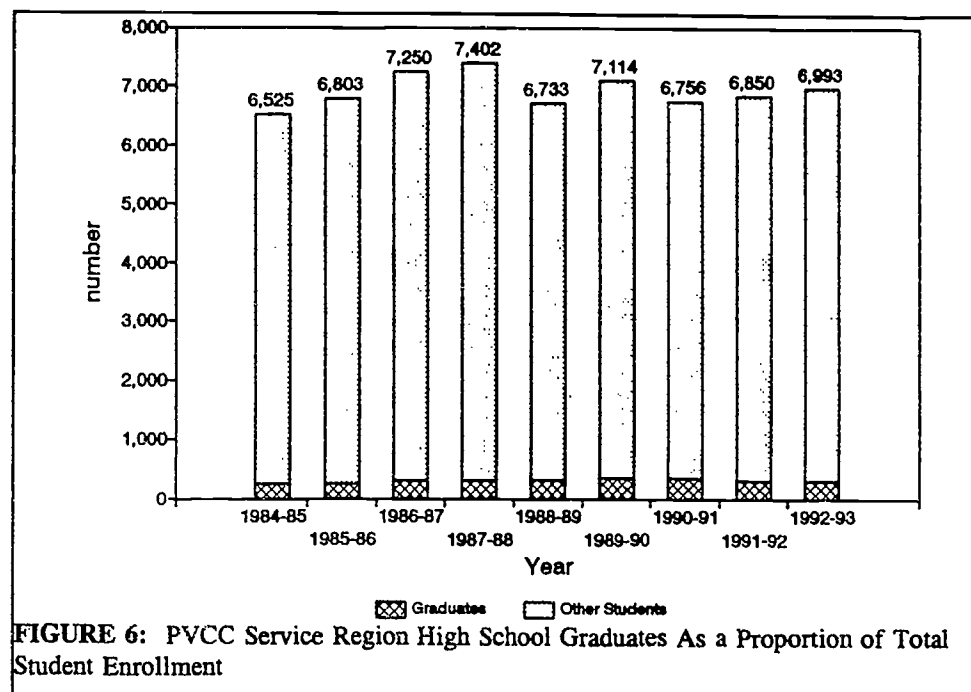


service region graduates did not accurately forecast the number subsequently enrolling at PVCC.⁵ Consequently, the projected graduation figures in *Projections of Educational Statistics to 2012* cannot be used to estimate the enrollment of service region graduates at PVCC.

Even if the projected figures could be used to estimate enrollment, they would be of limited use to college planners. The reason for this is that PVCC service region high school graduates enrolling at the college within one year of high school graduation make up only a small fraction of the total number of students enrolling in any given year. As can be seen in Figure 6, service region high school graduates accounted for only 3.7% to 5.1% of all PVCC students during the past decade. In this respect, projected high school graduation figures could at best be used to predict only 5% of the total enrollment at the college.

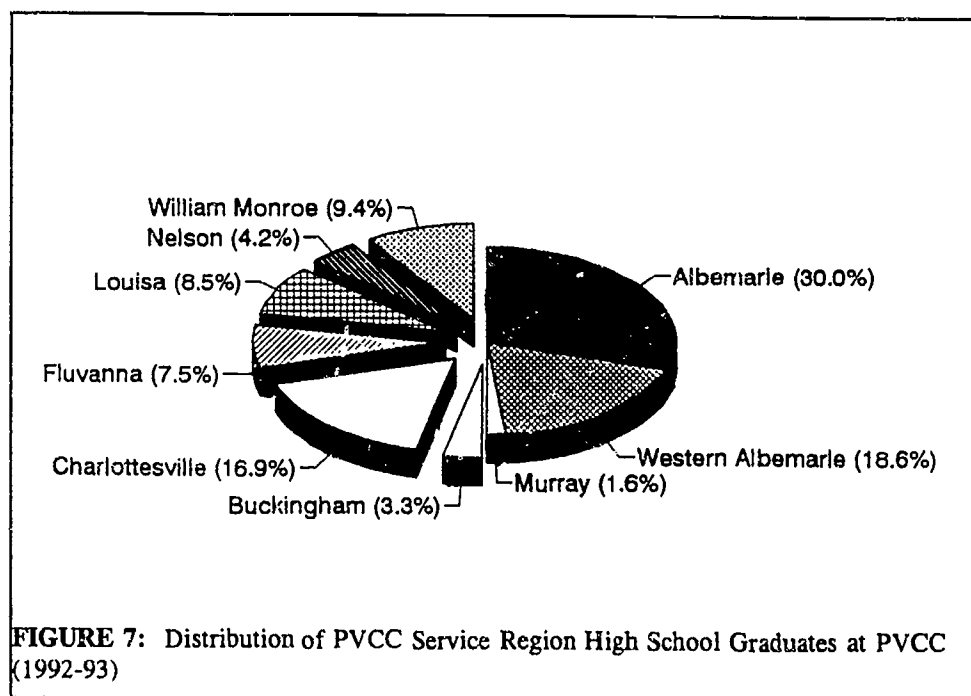
⁵The standard error of the Y estimate was 28.672, indicating poor predictability.

In terms of distribution, one-half of all 1991-92 service region high school graduates who enrolled at PVCC in 1992-93 had graduated from schools in



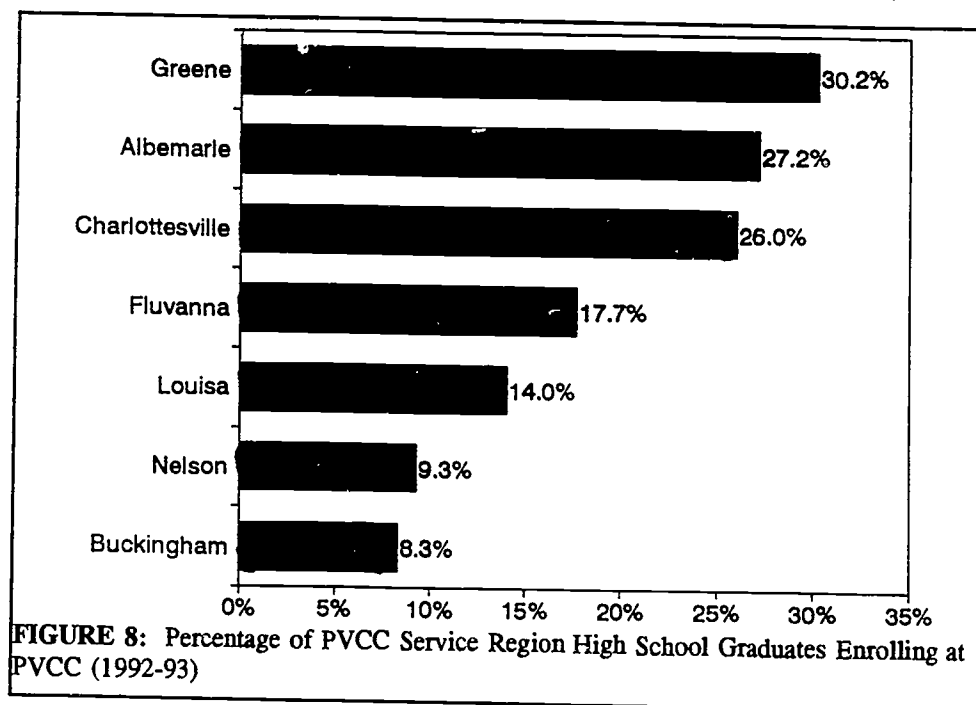
Albemarle County. As can be seen in Figure 7, 30% of the new PVCC students had graduated from Albemarle High School, 18.6% from Western Albemarle High School, and 1.6% from

Murray High School. The jurisdiction enrolling the next highest number of graduates was Charlottesville with 16.9%. Charlottesville



was followed by Greene County (William Monroe High School; 9.4%), Louisa County (8.5%), Fluvanna County (7.5%), Nelson County (4.2%), and Buckingham County (3.3%). For the most part, these proportions have been relatively constant throughout the last ten years.

Although Albemarle County supplies the largest number of high school graduates, it is only second in terms of high school graduates enrolling at



PVCC as a *percentage* of their high school graduating classes. As can be seen in Figure 8, over 30% of the 1991-92 graduating class of William Monroe High School in Greene County enrolled at PVCC in 1992-93. While typically Greene County graduates the smallest class of any service region jurisdiction, it supplies more students to PVCC--when measured in these terms--than any other jurisdiction.

Two jurisdictions enrolled over 25% of their high school graduating classes--Albemarle County with 27.2% and Charlottesville with 26%; two enrolled over 10%--Fluvanna County with 17.7% and Louisa County with 14%; and two enrolled slightly under

10%--Nelson County with 9.3% and Buckingham County with 8.3%. In all, 21.3% of all 1991-92 service region high school graduates attended PVCC in 1992-93.

As can be seen in Figure 9, the percentage of high school graduates enrolling at PVCC during the year following their high school graduation rose

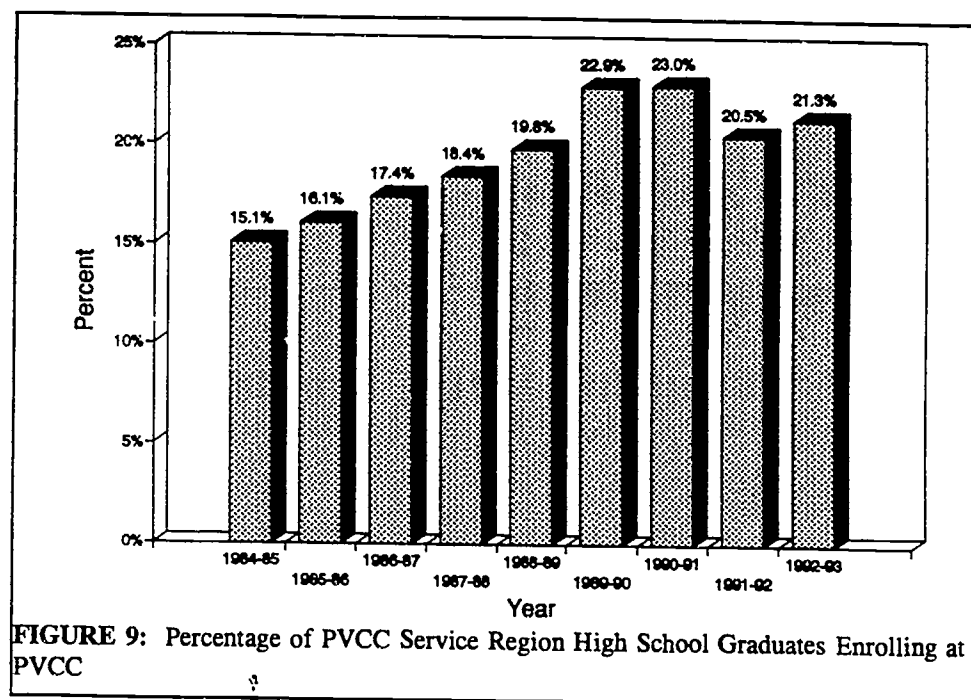


FIGURE 9: Percentage of PVCC Service Region High School Graduates Enrolling at PVCC

steadily each year between 1984-85, at which time it was 15.1%, and 1990-91, when it had risen to 23%, dropped in 1991-92 to 20.5%, then rose again in to 21.3% in 1992-93. Table 4 presents the percentage of service region high school graduates enrolling at PVCC each

TABLE 4: Percentage of PVCC Service Region High School Graduates Enrolling at PVCC in the Year Immediately Following High School Graduation

Year	Albemarle Percentage	Buckingham Percentage	Charlottesville Percentage	Fluvanna Percentage	Greene Percentage	Louisa Percentage	Nelson Percentage	TOTAL Percentage
1984-85	19.6%	2.2%	20.3%	7.3%	19.0%	8.2%	11.2%	15.1%
1985-86	20.8%	4.3%	22.3%	16.5%	11.6%	9.9%	6.1%	16.1%
1986-87	23.8%	4.7%	19.8%	14.9%	15.7%	9.9%	9.4%	17.4%
1987-88	24.6%	2.3%	20.1%	13.2%	18.8%	13.7%	12.4%	18.4%
1988-89	25.5%	8.8%	24.7%	23.3%	16.1%	9.4%	11.5%	19.8%
1989-90	27.1%	11.8%	34.5%	26.7%	21.1%	11.1%	10.5%	22.9%
1990-91	28.8%	7.1%	27.0%	21.2%	34.9%	13.4%	15.8%	23.0%
1991-92	26.0%	11.5%	18.5%	21.2%	32.9%	13.1%	11.3%	20.5%
1992-93	27.2%	8.3%	26.0%	17.7%	30.2%	14.0%	9.3%	21.3%

year during the past decade by jurisdiction. The figures in Appendix B (Figures 17 through 23) show the percentage of high school graduates from each jurisdiction enrolling at PVCC the subsequent year. As is the case with the figures in Appendix A, these should be of particular interest to counselors recruiting high school graduates in these jurisdictions.

CONCLUSIONS

During the past decade, the number of high school graduates within the PVCC service region has steadily declined. The decline is expected to be reversed this year, and the number of graduates should steadily rise during the next two decades, peaking at 2,018 in 2005-06, a 40.3% increase over the 1,438 students who graduated in 1992-93.

Although the number of high school graduates within the service region has fallen during the past few years, the number enrolling at PVCC has risen. Between 1984-85 and 1992-93, the number rose from 255 to 307, a 20.4% increase. The percentage of graduates from each high school graduating class enrolling at PVCC has also risen. Between 1984-85 and 1992-93, the percentage rose from 15.1% to 21.3%.

Because the actual number of high school graduates dropped while the number and percentage attending PVCC rose, the projected increase in high school graduates during the next two decades will not necessarily result in more of these graduates enrolling at the college. In other words, the number of students graduating from service region high schools is a poor predictor of the number subsequently attending PVCC. And, as was noted earlier, even if it were a good predictor, the number of recent high school graduates enrolling at the

college is so small in relation to the size of the student body as a whole that total enrollment could not be extrapolated from recent high school graduate enrollment.

However, if PVCC can continue to enroll at least 20% of all service region high school graduates, the number attending PVCC should rise from 307 in 1992-93 to somewhere between 404 and 464 in 2006-07. By 2012-13, the number should be between 385 and 442.

In terms of enrollment projections, then, it is safe to say that PVCC will gain *at least* an additional 100 to 150 students per year in the first decade of the 21st Century. In fact, the number will undoubtedly be much higher because of a number of considerations. One consideration is that a number of high school graduates do enroll at PVCC but wait several years after graduation to do so. As the pool of available high school graduates grows, so too will the PVCC student body. Another consideration is that a larger number of high school graduates from inside the Commonwealth but outside the service region will enroll at PVCC within the next two decades. Because almost all Virginia high schools will graduate larger classes during this period, more in-state students will attend PVCC.

A final consideration is that the State Council of Higher Education for Virginia (SCHEV) has stated that by the year 2004 an additional 70,000 Virginians will be seeking quality undergraduate education in their home state. Not all of these will enroll in four-year colleges or universities. A community college such as PVCC, already noted for its quality college transfer program, will prove a popular choice with many Virginians wishing to further their formal education.

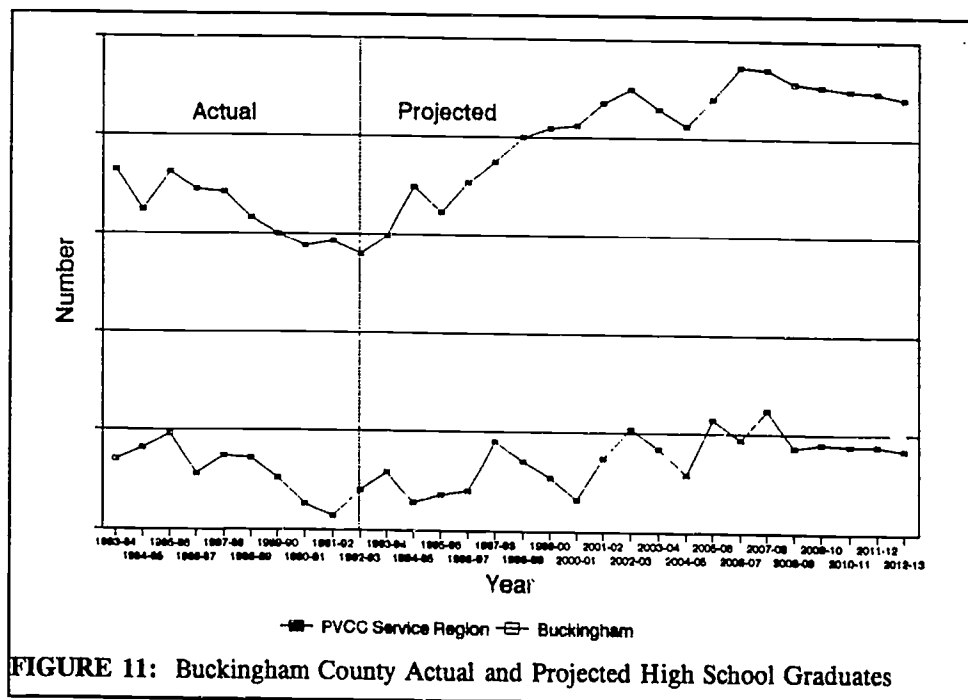
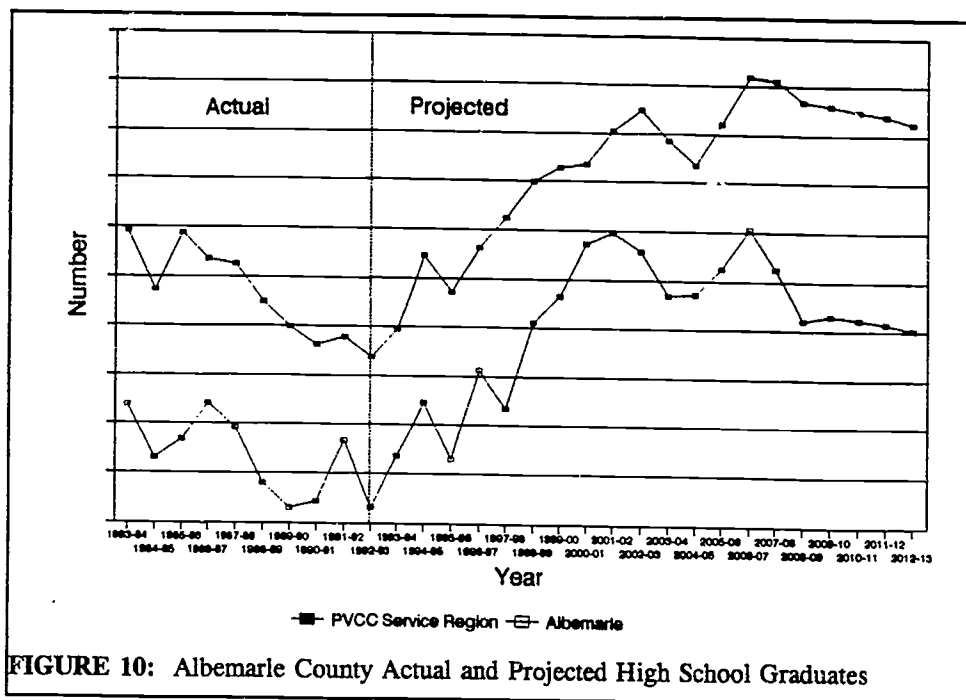
APPENDIX A

Actual and Projected High School Graduates

By Jurisdiction

15 / 16

20



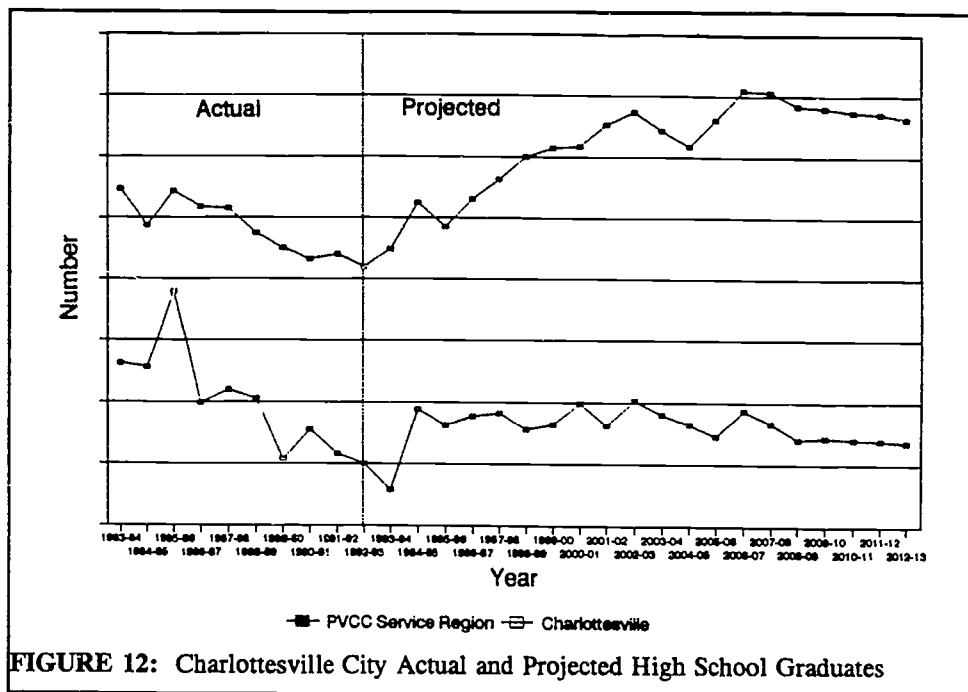


FIGURE 12: Charlottesville City Actual and Projected High School Graduates

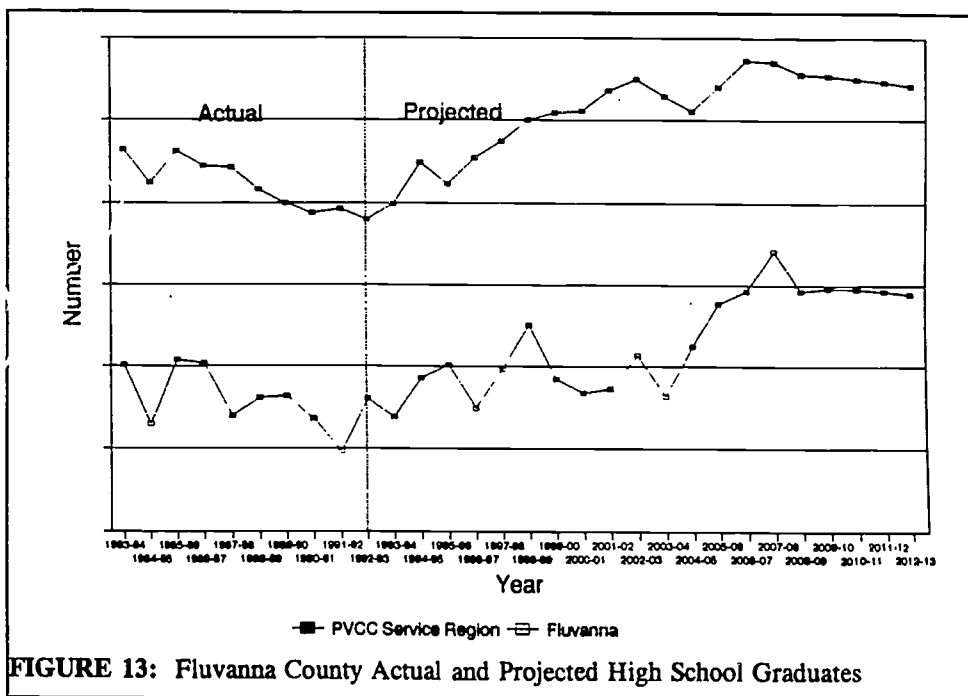
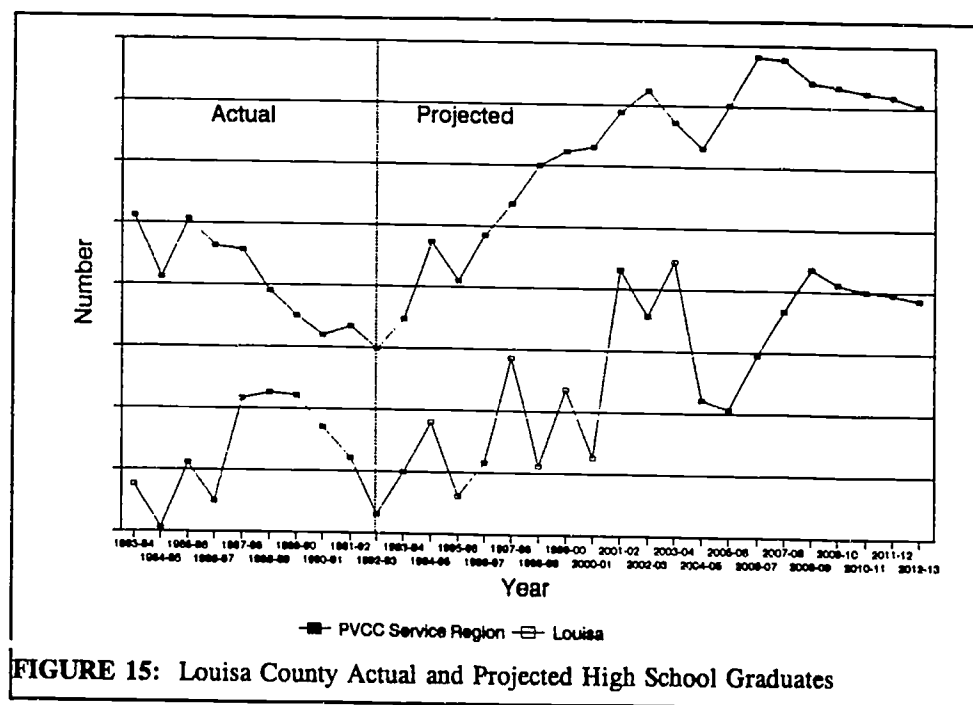
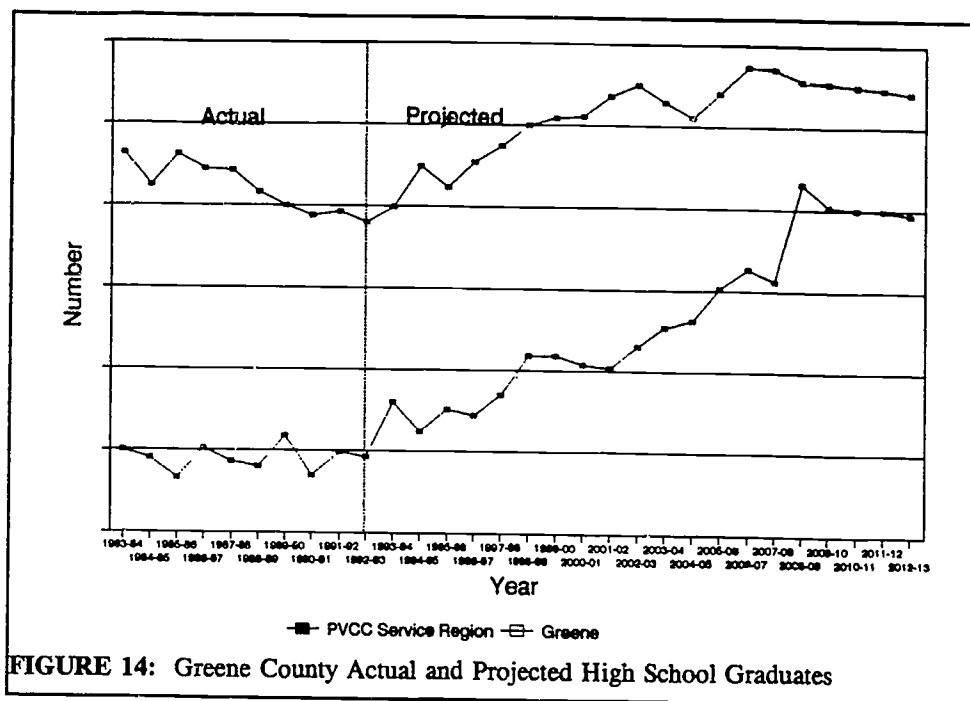


FIGURE 13: Fluvanna County Actual and Projected High School Graduates



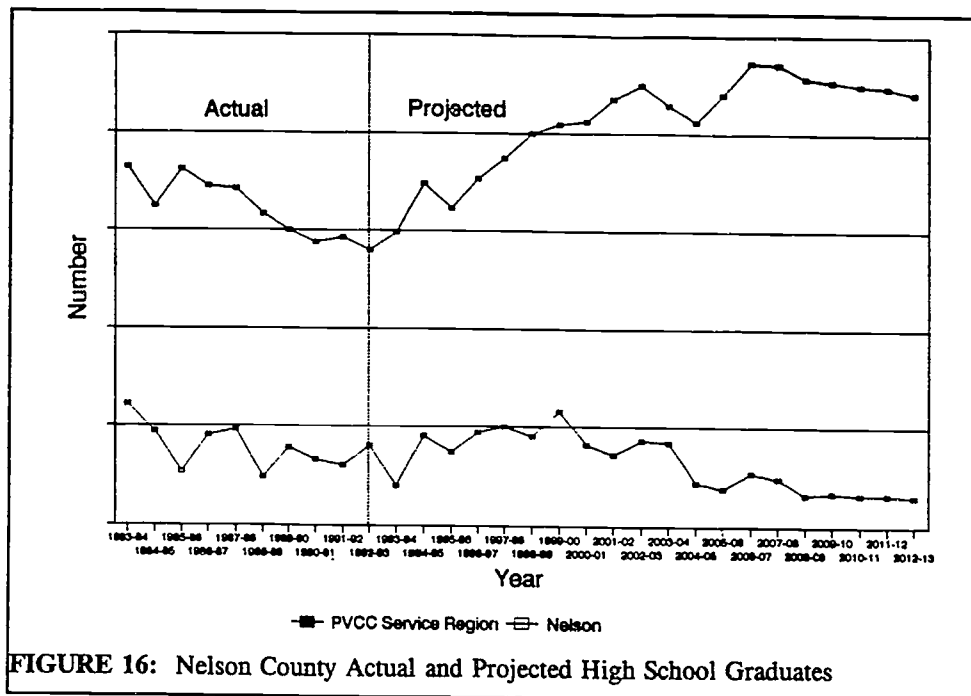


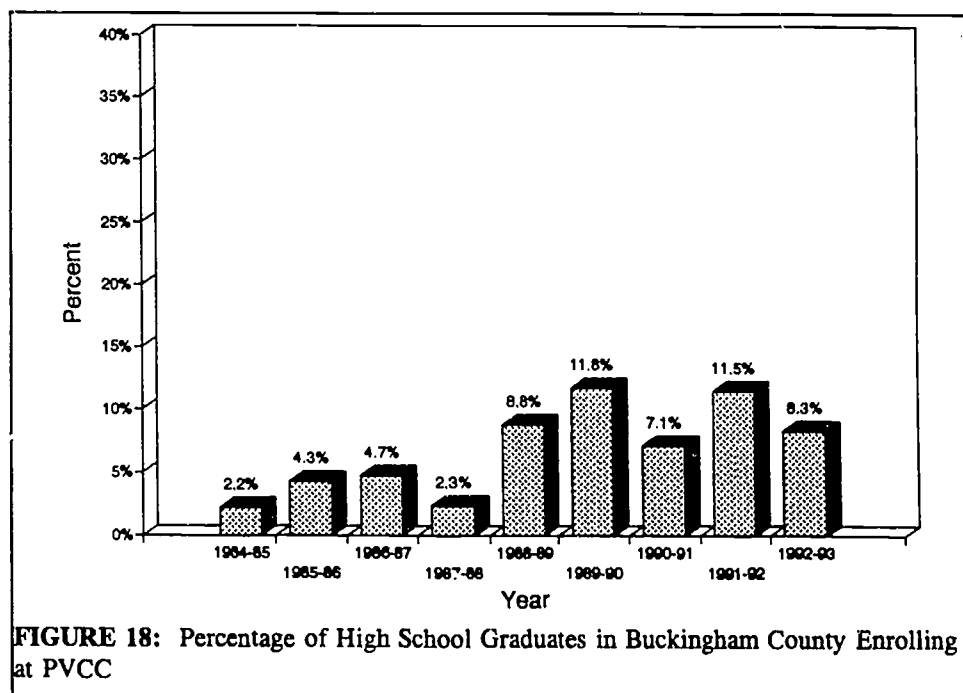
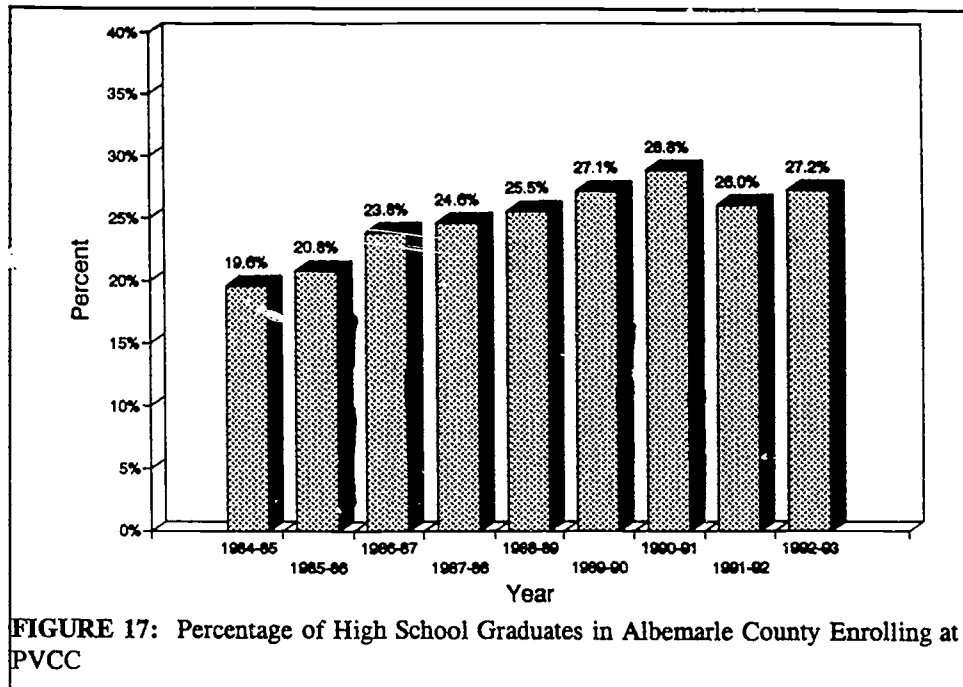
FIGURE 16: Nelson County Actual and Projected High School Graduates

APPENDIX B

Percentage of High School Graduates by Jurisdiction

Enrolling at PVCC

21/22



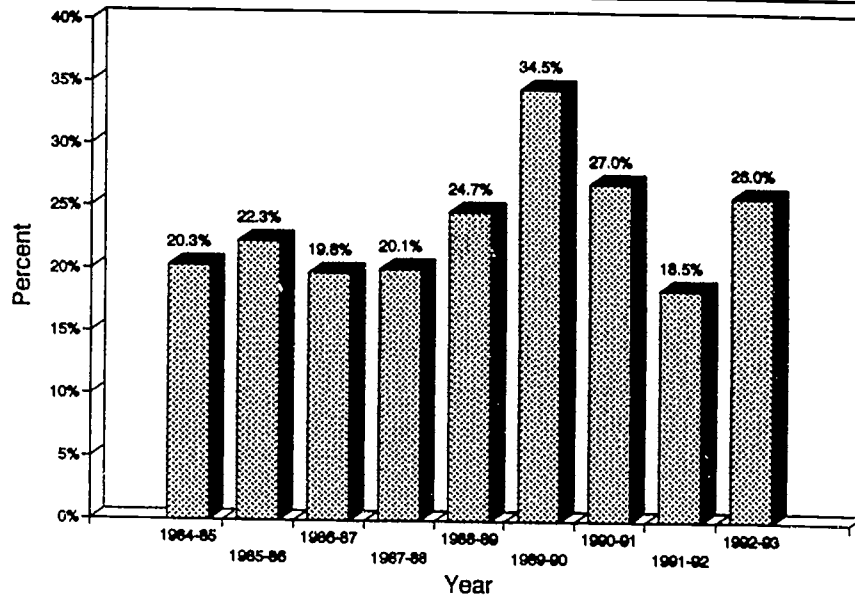


FIGURE 19: Percentage of High School Graduates in the City of Charlottesville Enrolling at PVCC

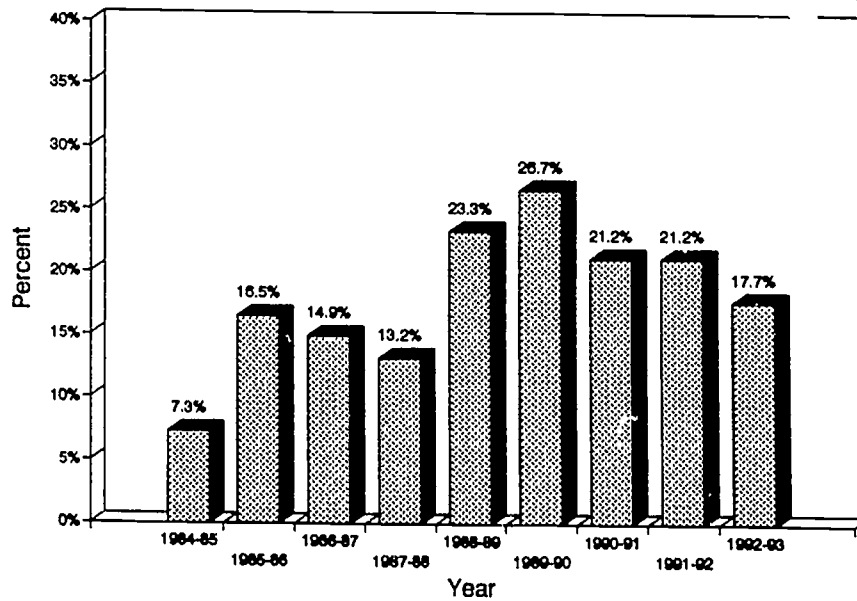
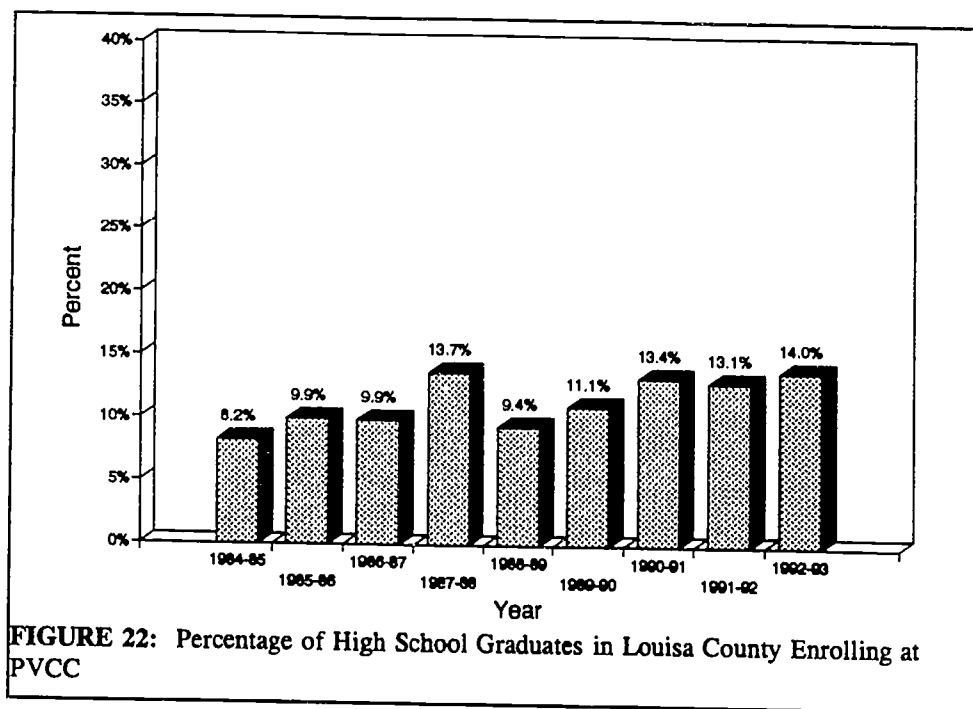
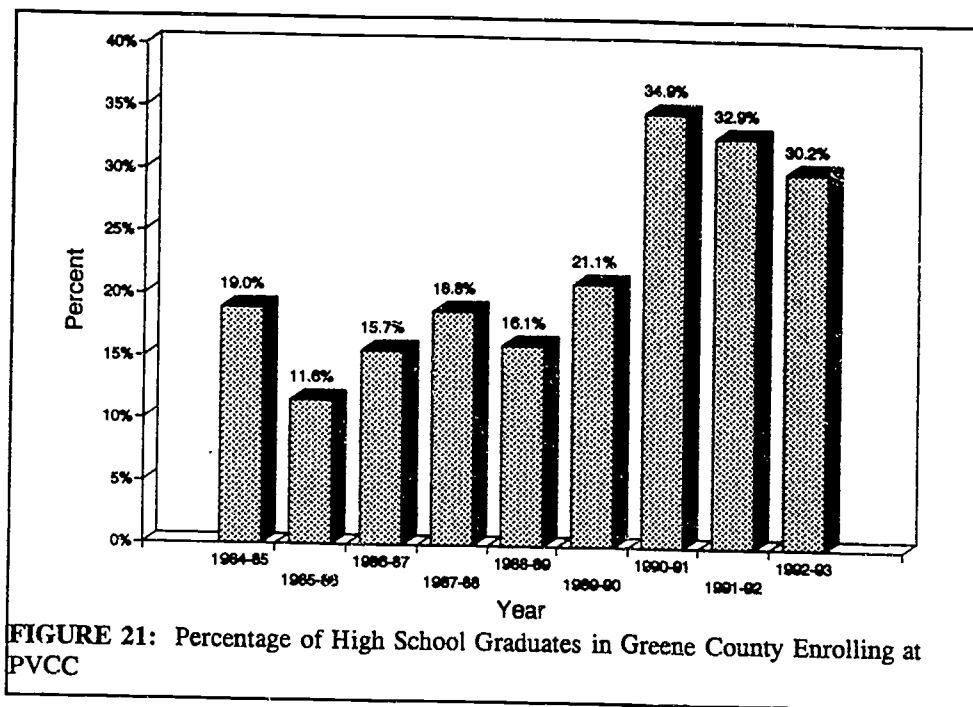


FIGURE 20: Percentage of High School Graduates in Fluvanna County Enrolling at PVCC



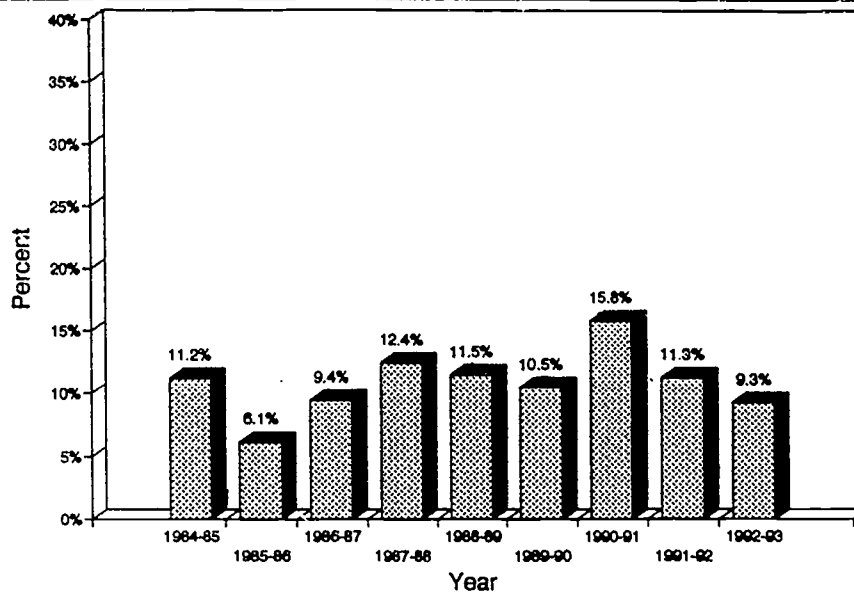


FIGURE 23: Percentage of High School Graduates in Nelson County Enrolling at PVCC