FALL 2008 GRADUATE STUDENT LOST MARKET ANALYSIS

Overview

An analysis of graduate student applicants who were admitted to graduate programs at Washington State University (WSU) for fall 2008 but did not matriculate was conducted utilizing the National Student Clearinghouse (NSC). The National Student Clearinghouse provides data from nearly 3000 higher education institutions. The current list of participating schools represents more than 91% of the nation's enrollment and contains more than 60 million post-secondary students. The full list of participating schools can be viewed at:
http://www.studentclearinghouse.org/secure_area/DVEV/ev_ParticipatingSchools.asp
Additional information on the Enrollment Search Service of the NSC can be accessed at
http://www.studentclearinghouse.org/colleges/Tracker/default.htm

This lost market analysis in intended to aid the WSU Graduate School and graduate degree programs in understanding which institutions are competing with WSU and enrolling the most desirable students with the primary goal of enhancing WSU's overall graduate recruitment strategies.

Methodology

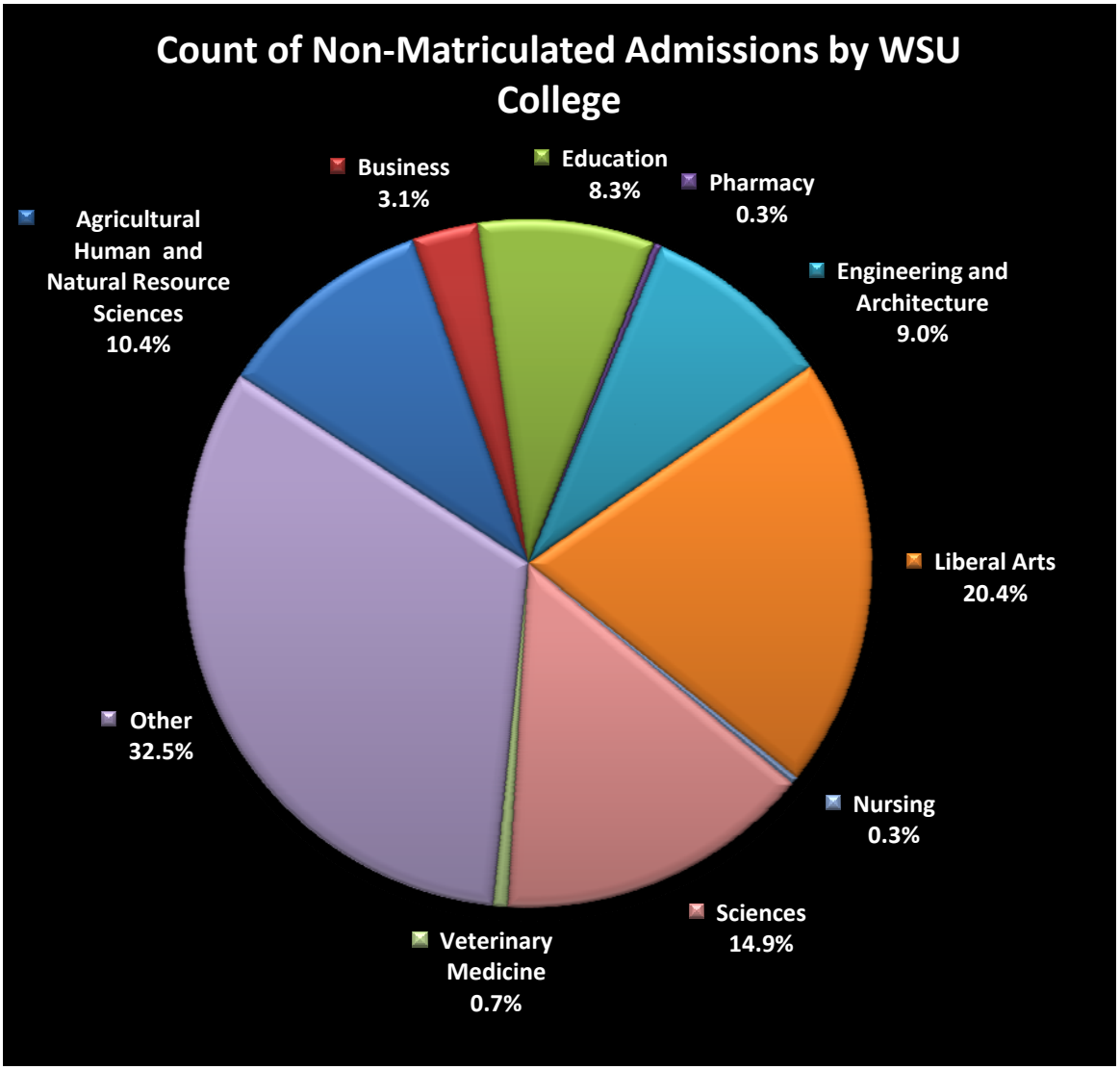
A list of applicants with an admission status of either admit or canceled was extracted from the MUX 873 35th week file. The student IDs from this list were uploaded into the WSU Student Data Warehouse and linked to other variables required for the NSC matching process as well as variables required for analysis. A second data file was then cleaned, formatted to meet the NSC criteria, and uploaded onto the NSC site.

Once ready the file was retrieved from the NSC, cleaned again, and linked back to the original data set for further analysis.

Summary

In the fall of 2008, WSU admitted 605 graduate students that chose not to enroll. Approximately 51percent of the non-matriculated admissions were identified to be enrolled at another institution while over 49 percent were found in the NSC database but had no enrollment record for fall 2008. Of the records found 25 were blocked at the individual level by either the student or the school. The following summary statistics are based on the records that were available for analysis at the individual level.

Of the non-matriculated admissions found with an enrollment record for fall 2008 at another institution, 50.1% were women and 49.8% men. The racial and ethnic composition was 5.95% Asian American/PI, 4.76% African American, 1.59% Native American, 3.97% Chicano(a)/Latino(a), 71.03% Caucasian, 12.70% not reported, and 12.8% international students.

Charts and Appendixes

Non-matriculated admissions by WSU College are shown below. A number of appendixes are included which report this data from differing perspectives: frequency of enrollments by institution (Appendix-A); frequency of enrollment for female (Appendix B-1) and male admits (Appendix B-2) by institution; frequency of enrollment of underrepresented minority by institution (Appendix-C); frequency of enrollment of international students by institution (Appendix-D), an alphabetical list of institutions and the frequency of enrollment linked to the WSU degree program of admission; and the WSU major and level of admission by the school of enrollment (Appendix-F).