

*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
<b>Total</b>	<b>14,285</b>	<b>14,608</b>	<b>14,574</b>	<b>14,441</b>	<b>13,967</b>	<b>-474</b>

- **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
<b>Locally Governed Institutions</b>	<b>85,758</b>	<b>-0.8%</b>	<b>62,056</b>	<b>-1.2%</b>	<b>13,737</b>	<b>5.7%</b>
Austin Peay State University*	9,965	-6.1%	8,797	**	1,170	**
<b>East Tennessee State University</b>	<b>13,967</b>	<b>-3.3%</b>	<b>10,705</b>	<b>-4.0%</b>	<b>3,262</b>	<b>-0.9%</b>
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%
<b>University of Tennessee System</b>	<b>52,560</b>	<b>2.7%</b>	<b>41,187</b>	<b>2.3%</b>	<b>11,373</b>	<b>4.0%</b>
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%
<b>University Total</b>	<b>138,318</b>	<b>0.5%</b>	<b>103,243</b>	<b>0.2%</b>	<b>25,110</b>	<b>4.9%</b>
<b>CC TOTAL</b>	<b>78,772</b>	<b>-10.3%</b>	<b>78,772</b>	<b>-10.3%</b>	<b>NA</b>	<b>NA</b>
<b>GRAND TOTAL^</b>	<b>217,090</b>	<b>-3.7%</b>	<b>182,015</b>	<b>-4.7%</b>	<b>25,110</b>	<b>4.9%</b>



# ETSU Enrollment – Race & Gender

<b>Race/Ethnicity 2016-2020 (Main Campus Only)</b>						
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%
<b>Total</b>	<b>13,419</b>	<b>13,764</b>	<b>13,725</b>	<b>13,589</b>	<b>13,140</b>	<b>-449</b>
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
<b>Tennessee Total</b>	<b>10,593</b>	<b>10,946</b>	<b>10,955</b>	<b>10,913</b>	<b>10,629</b>
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
<b>Border Total</b>	<b>905</b>	<b>861</b>	<b>835</b>	<b>800</b>	<b>713</b>
% of Total	6.74%	6.25%	6.08%	5.89%	5.43%
<b>International</b>	<b>678</b>	<b>657</b>	<b>544</b>	<b>424</b>	<b>288</b>
% of Total	5.05%	4.77%	3.96%	3.12%	2.19%
<b>Other Out of State</b>	<b>1,243</b>	<b>1,301</b>	<b>1,391</b>	<b>1,452</b>	<b>1,510</b>
% of Total	9.26%	9.45%	10.13%	10.69%	11.49%

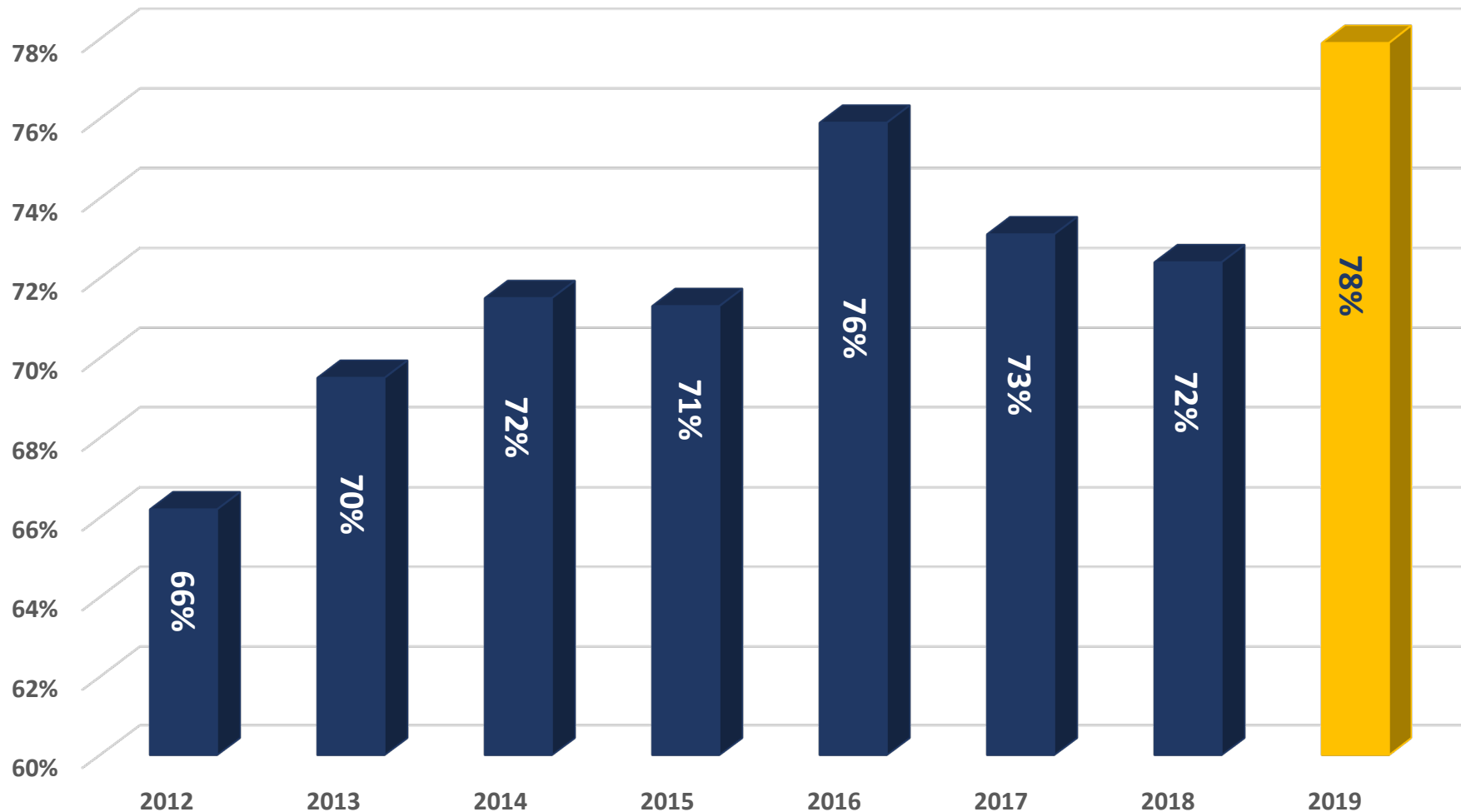


# ETSU Freshmen Profile

<b>ETSU Fall 2016-2020 First-time Freshmen Profile</b>						
<b>First-time Freshmen</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>Delta</b>
<b>Headcount</b>	<b>1,886</b>	<b>2,050</b>	<b>1,976</b>	<b>1,786</b>	<b>1,651</b>	<b>-135</b>
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
<b>ETSU Fall 2016-2020 Freshmen Academic Performance Scholarships</b>						
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)

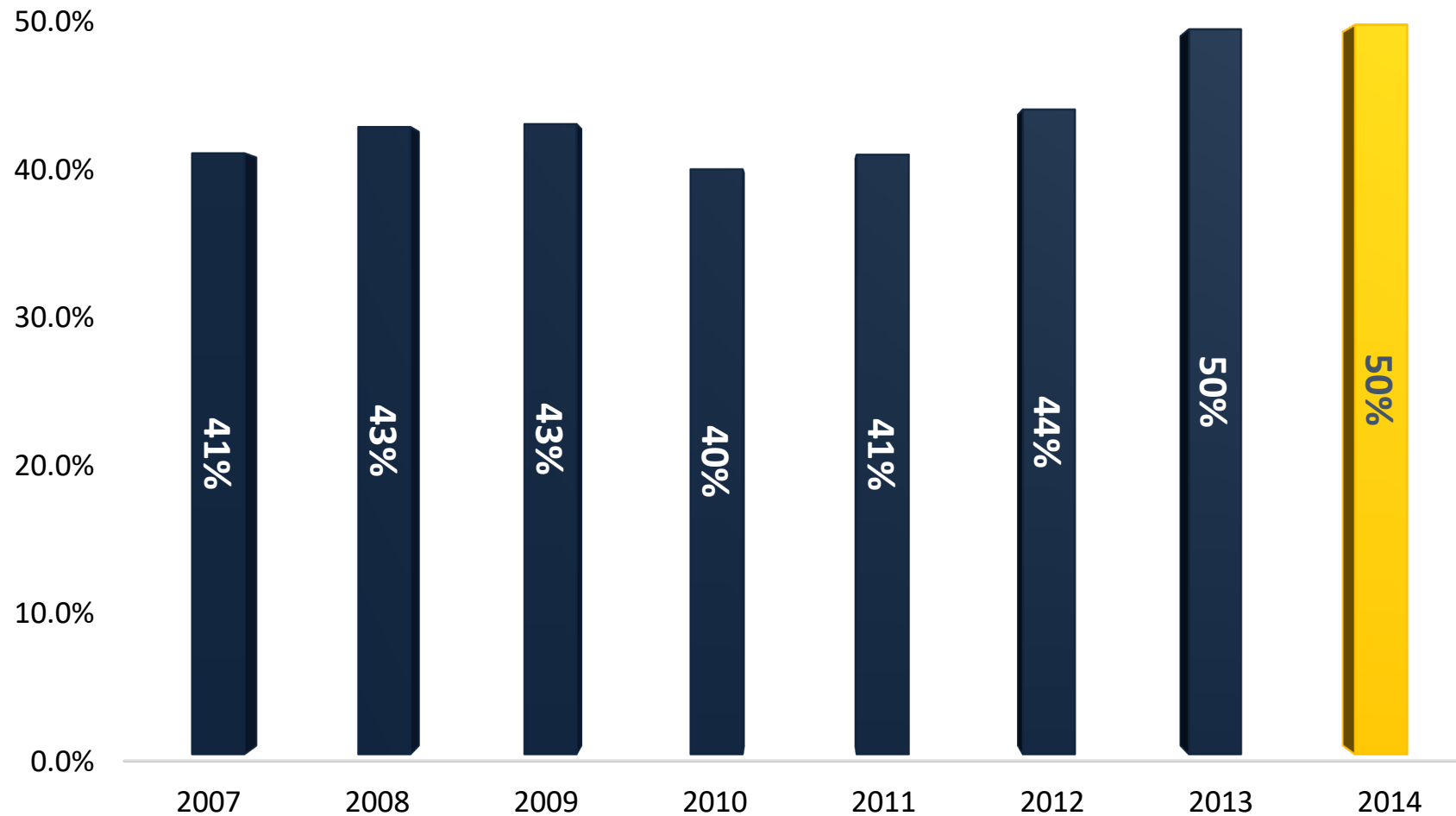


- Retention rate measured utilizing ETSU-only data
- The 2019 cohort details information for those students who began as FTFT freshman in fall 2019 and retained to fall 2020





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

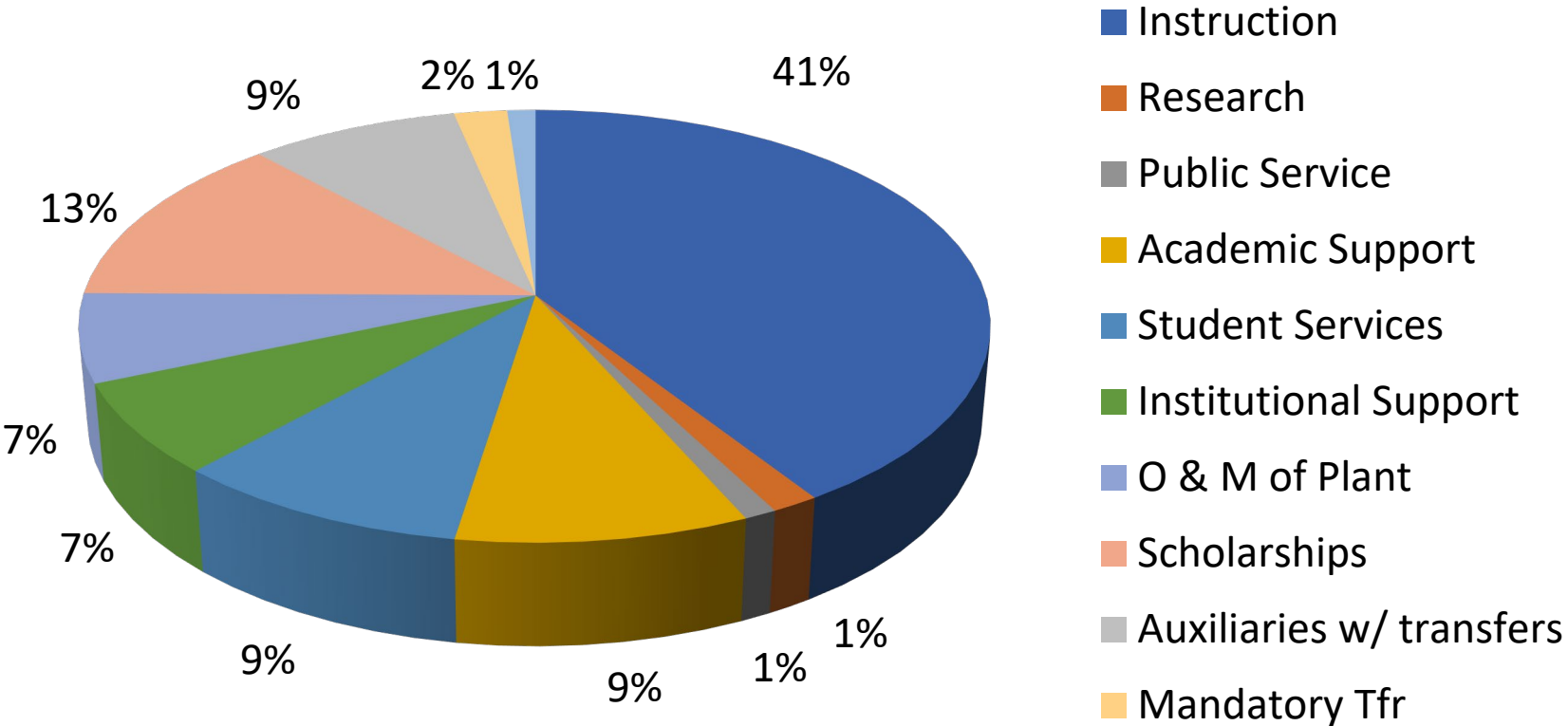


- Graduation rate measured utilizing ETSU-only data and institutional completion
- The 2014 cohort details information for those students who began as FTFT freshman in 2014 and graduated by 2020



# Main Campus FY 21-22 Expenditure Budget

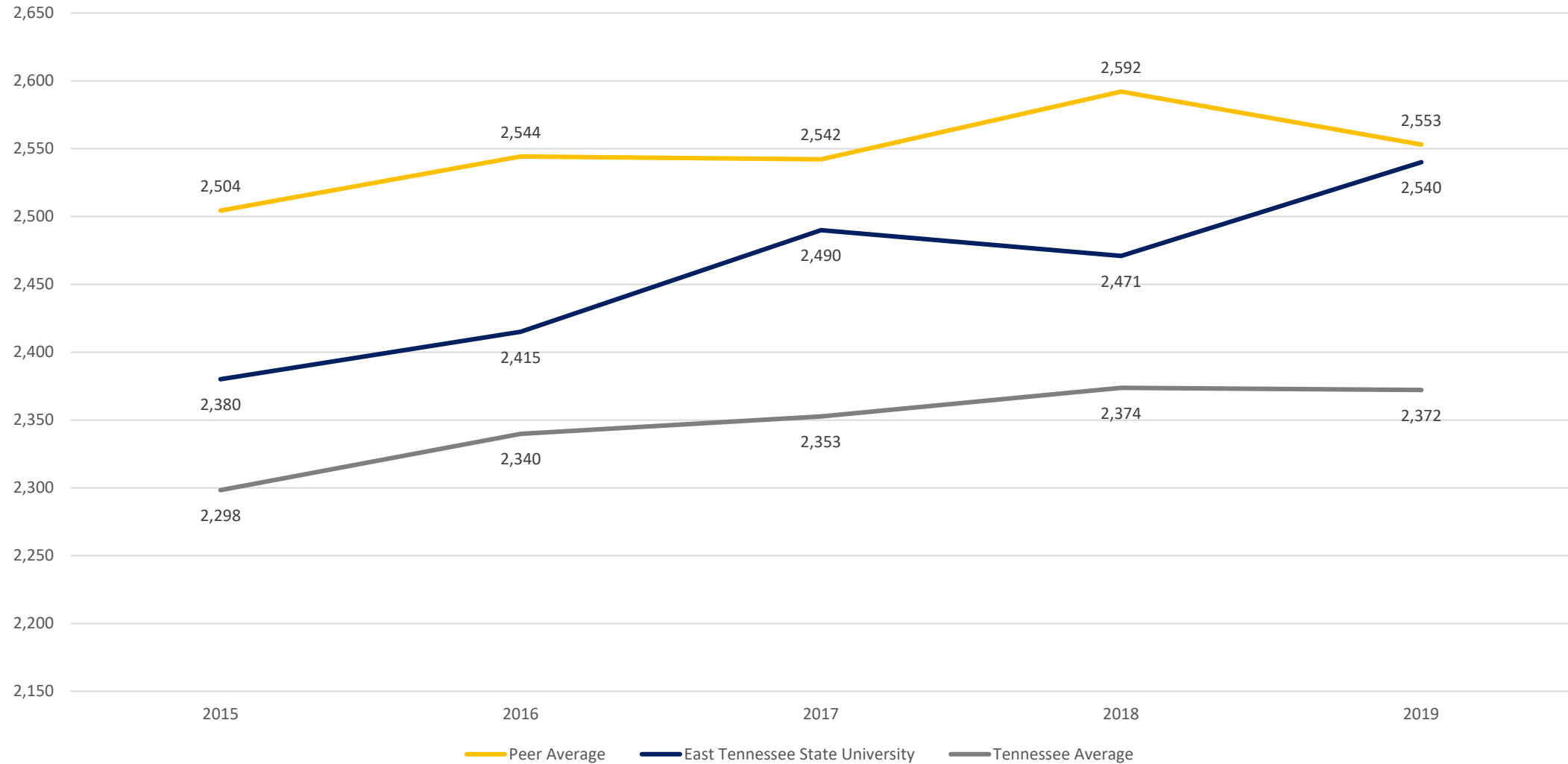
**By Function**



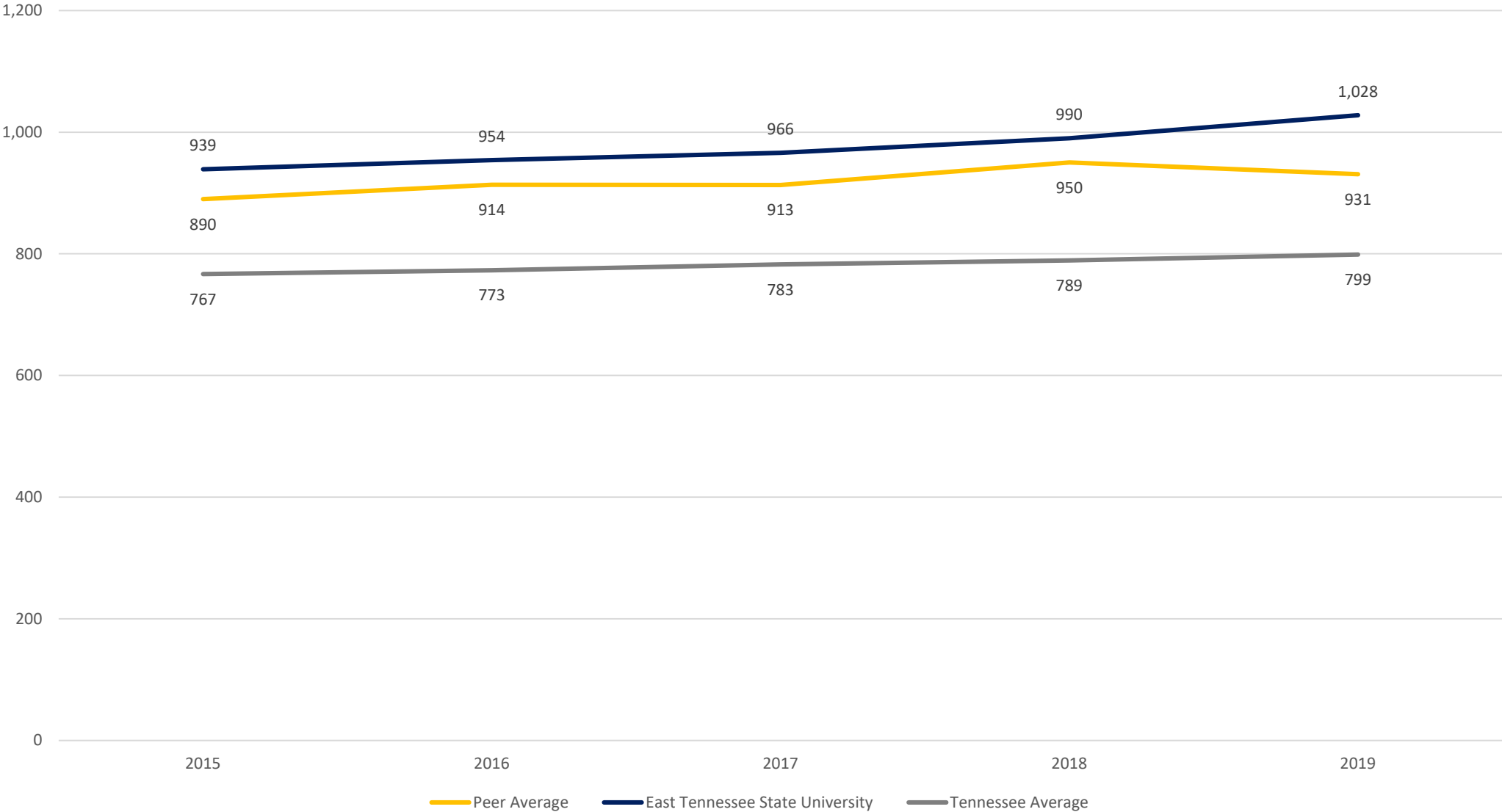
Total Expenditures & Transfers by Function - \$271,764,700



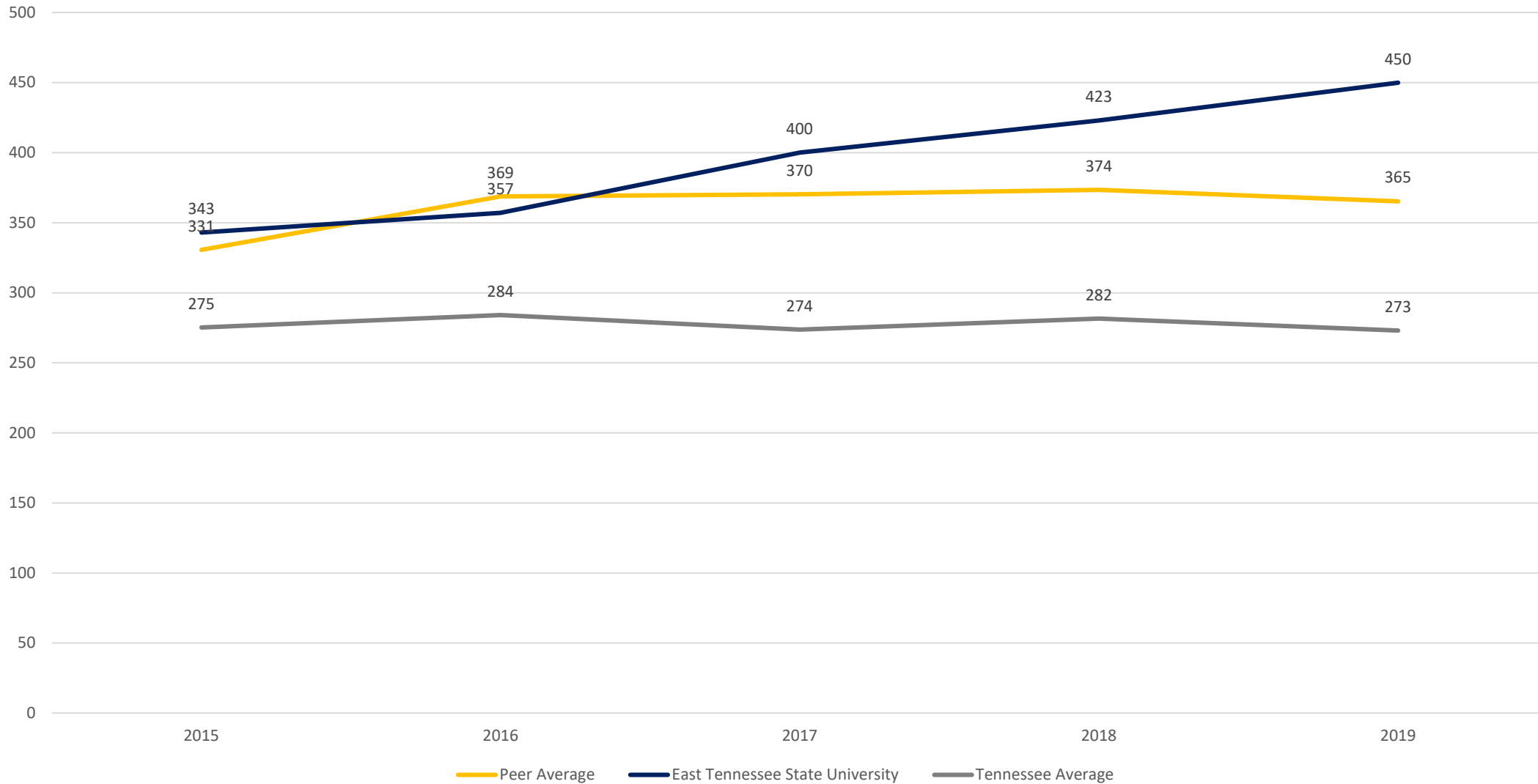
# FTE All Staff Comparison to Peers



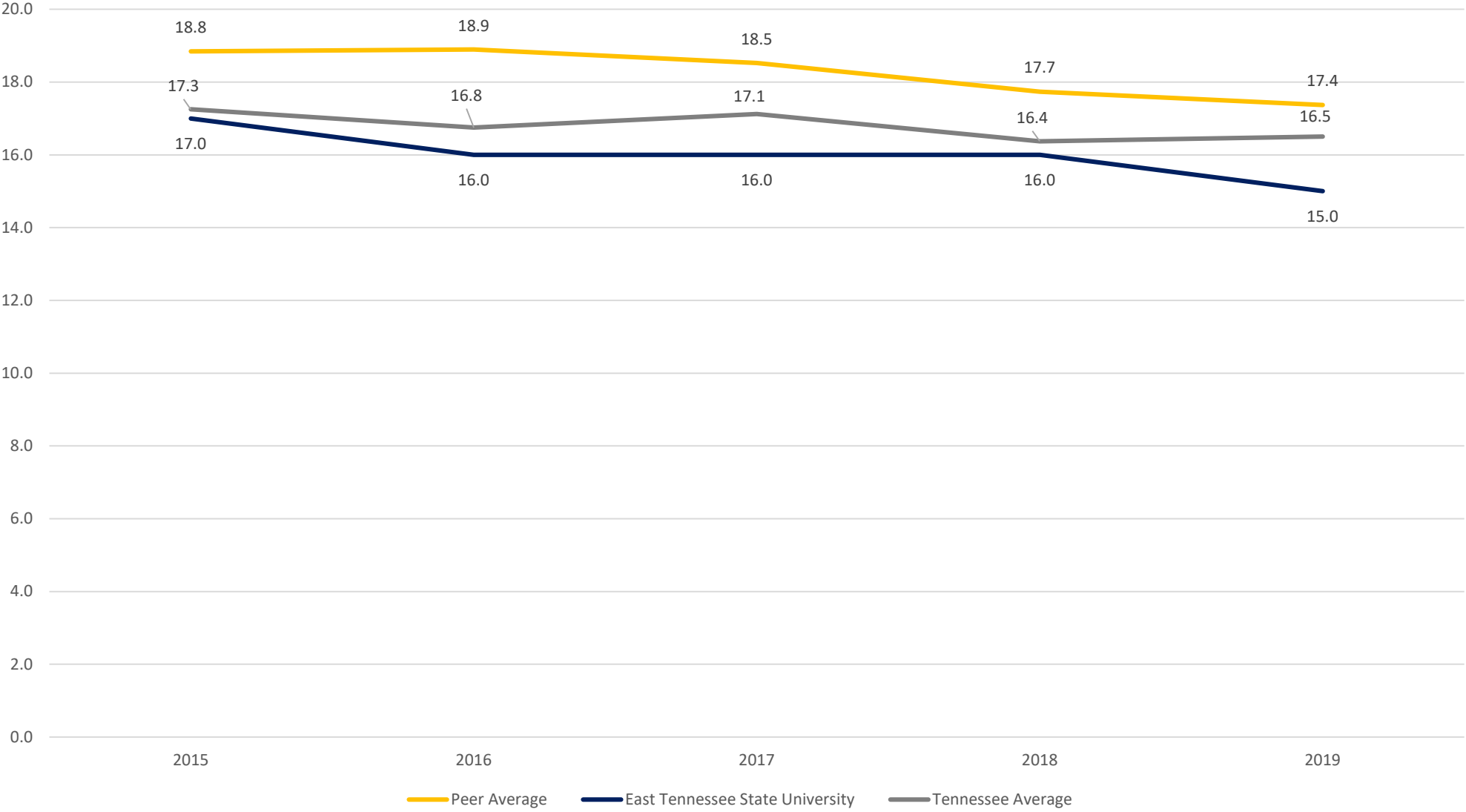
# FTE Instructional Staff Comparison to Peers



# Part-time Faculty Comparison to Peers



# Student-to-Faculty Ratio Comparison to Peers

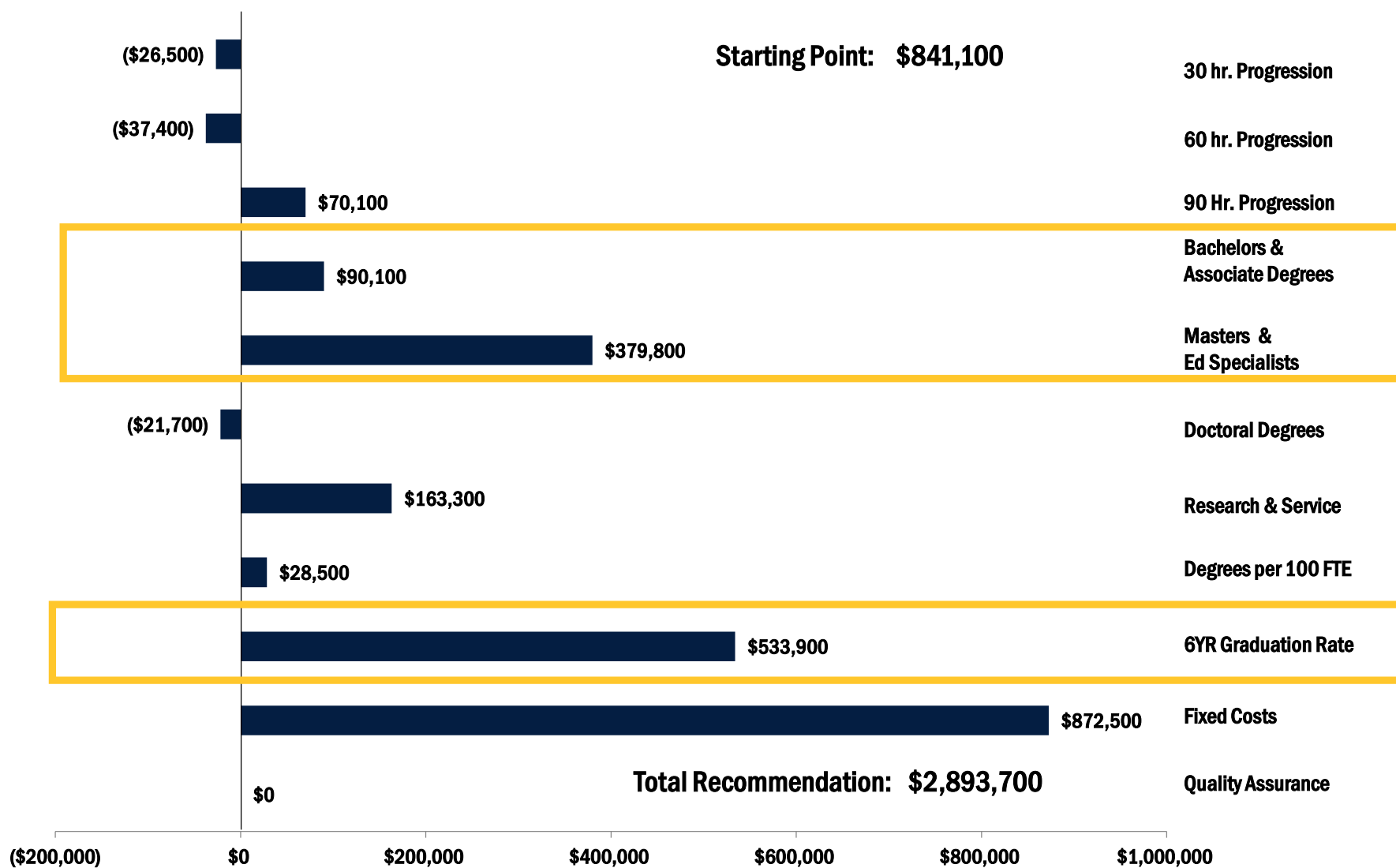


# THEC Outcomes-Based Formula Components

<b>Outcome</b>
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



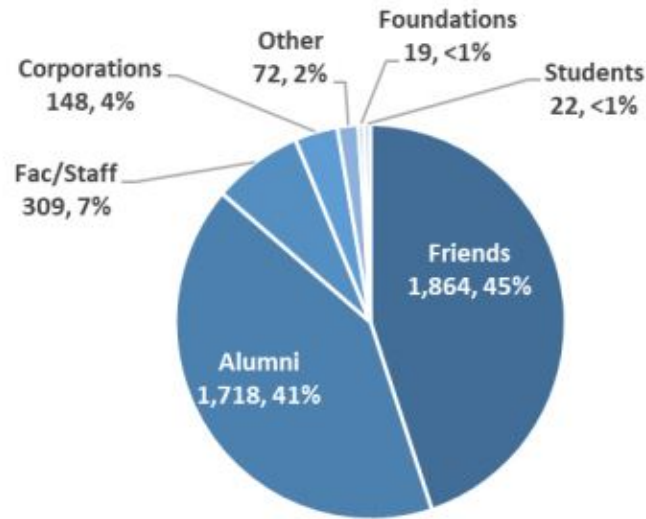


## ETSU Foundation Balance

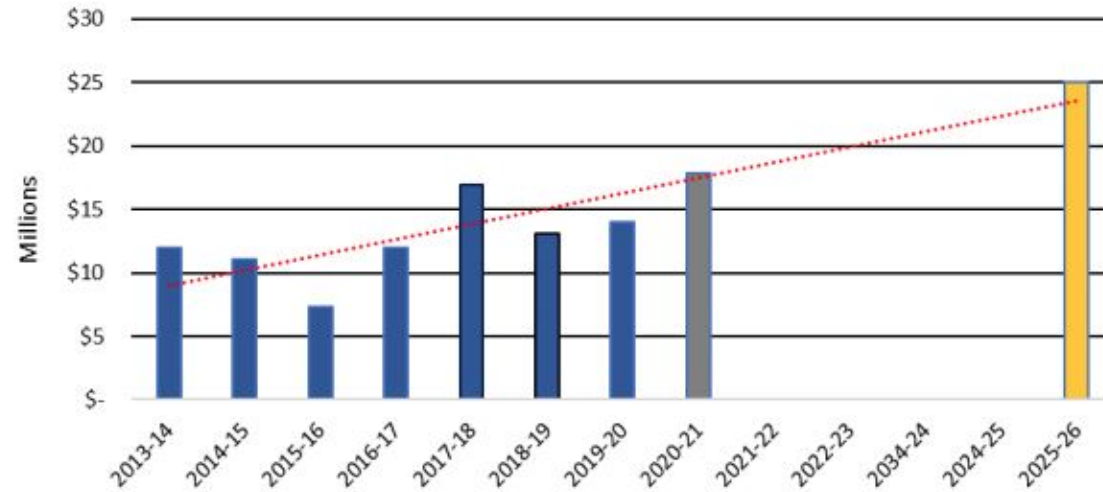
The total fund balance as of March 31, 2021 is \$125,229,880.

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%

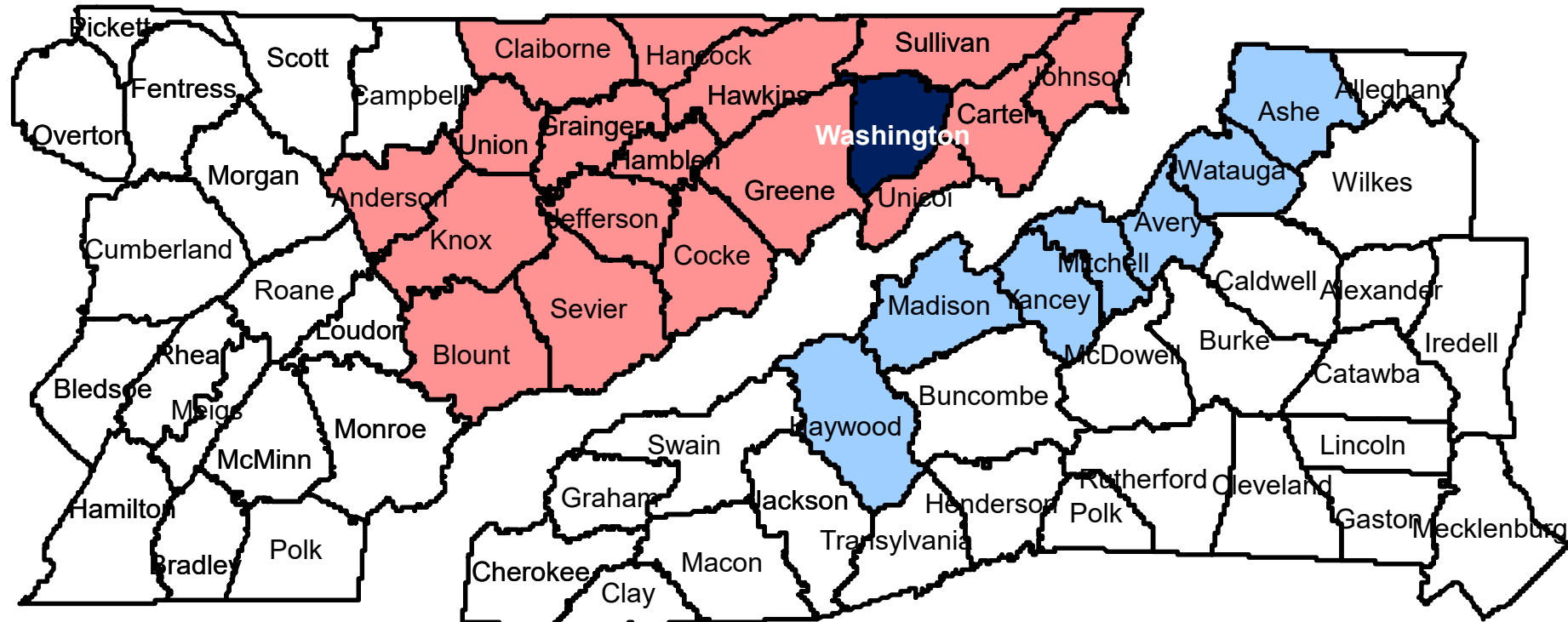
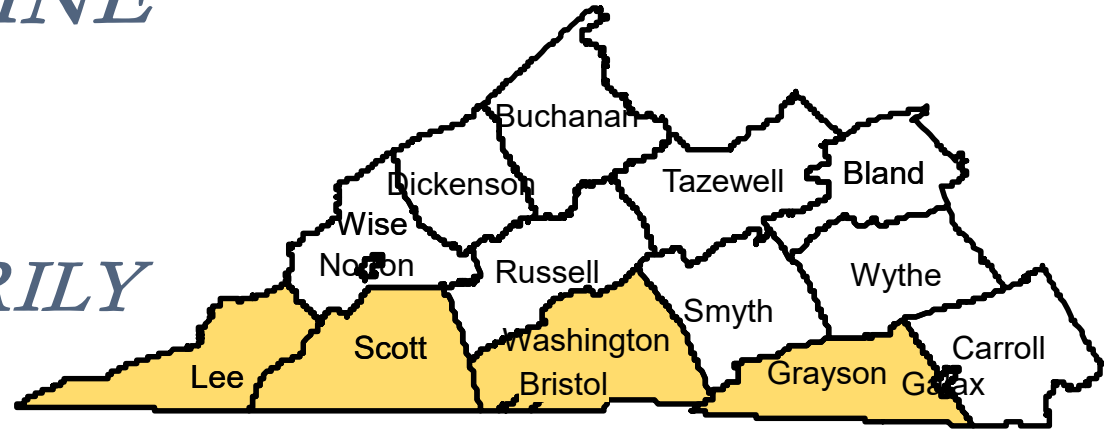
### Staff Activity

	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%

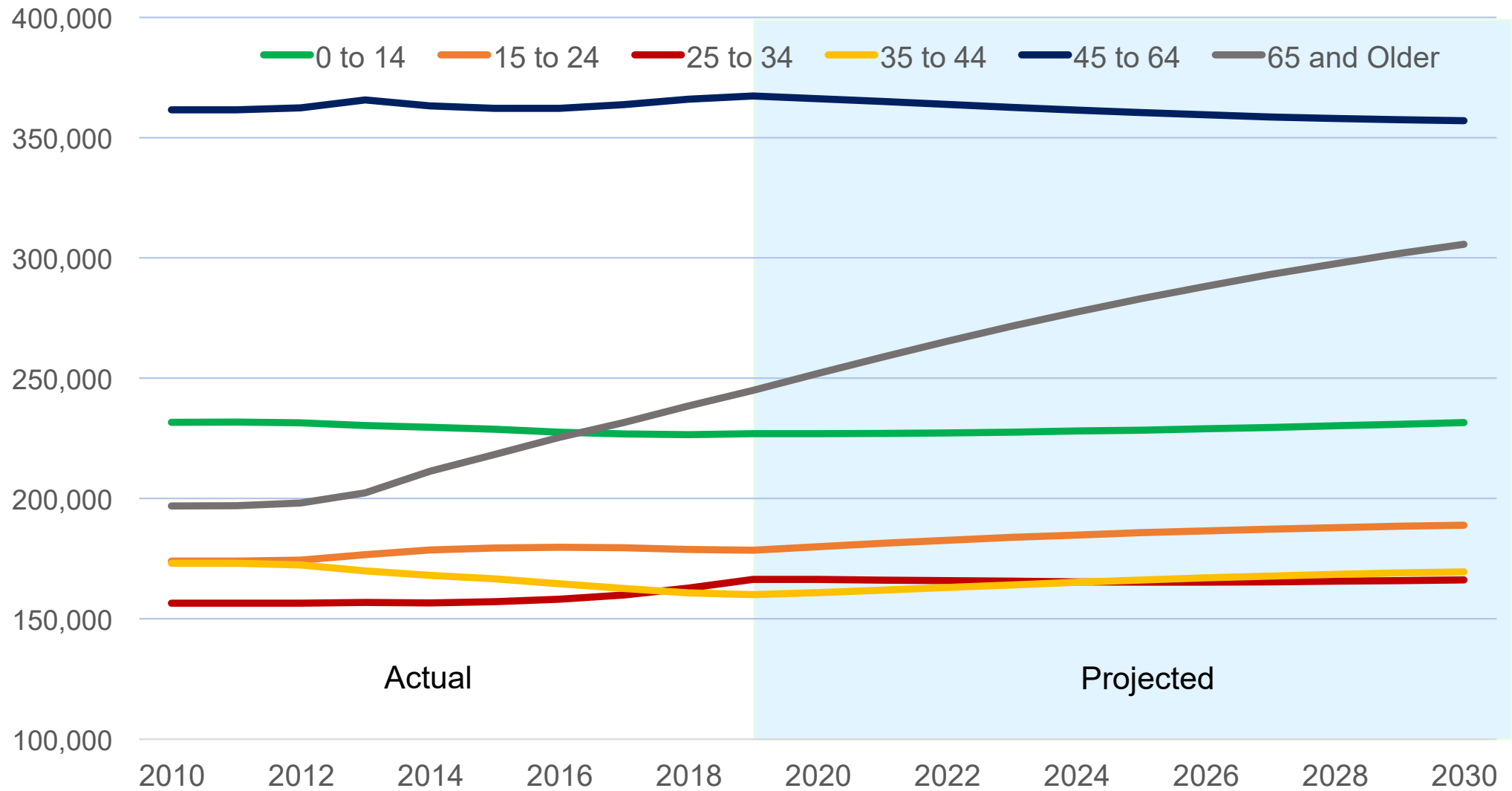
All Undergraduates – 74%



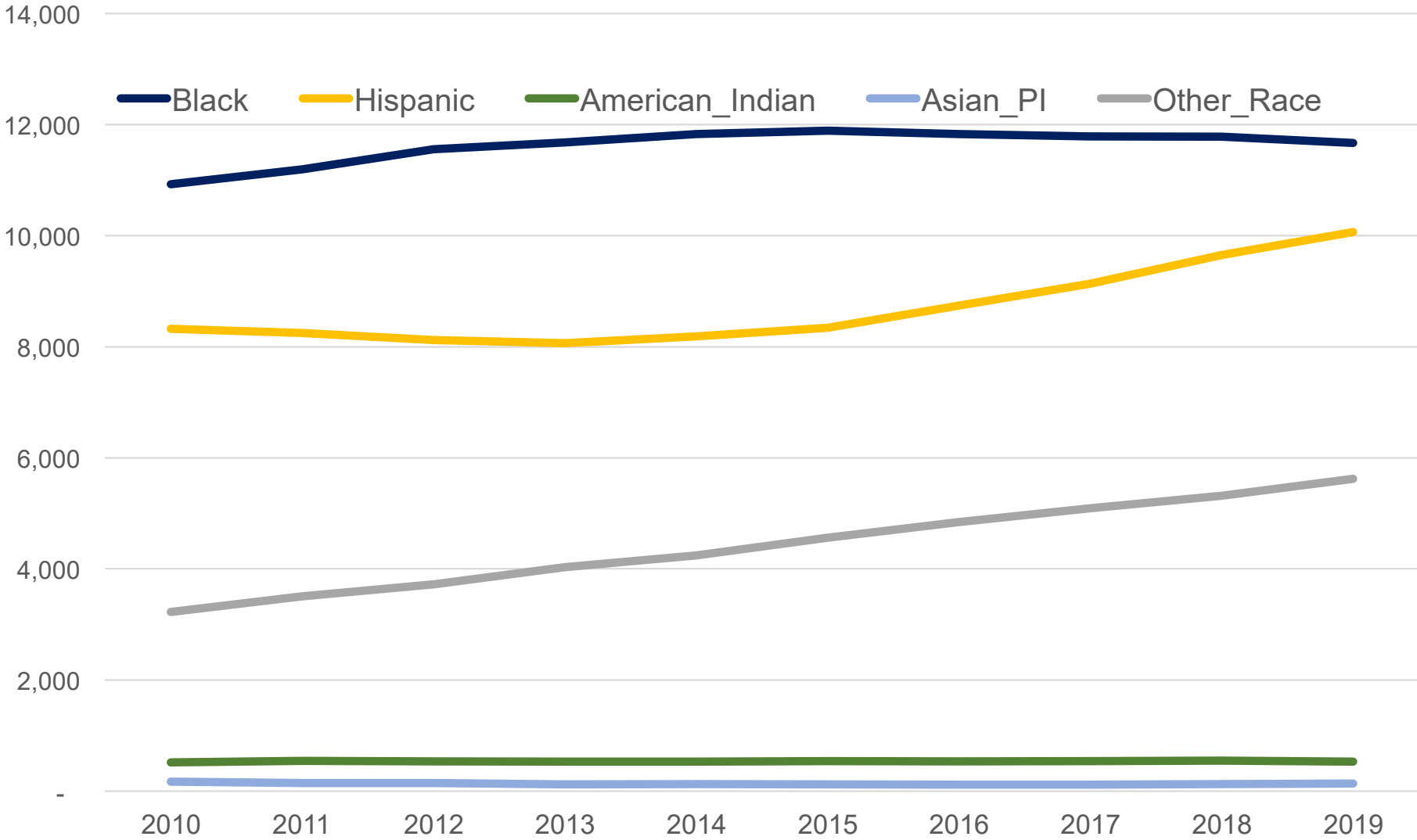
# *POPULATION*



# POPULATION CHANGE BY AGE-GROUP - ETSU REGION 2010 TO 2030



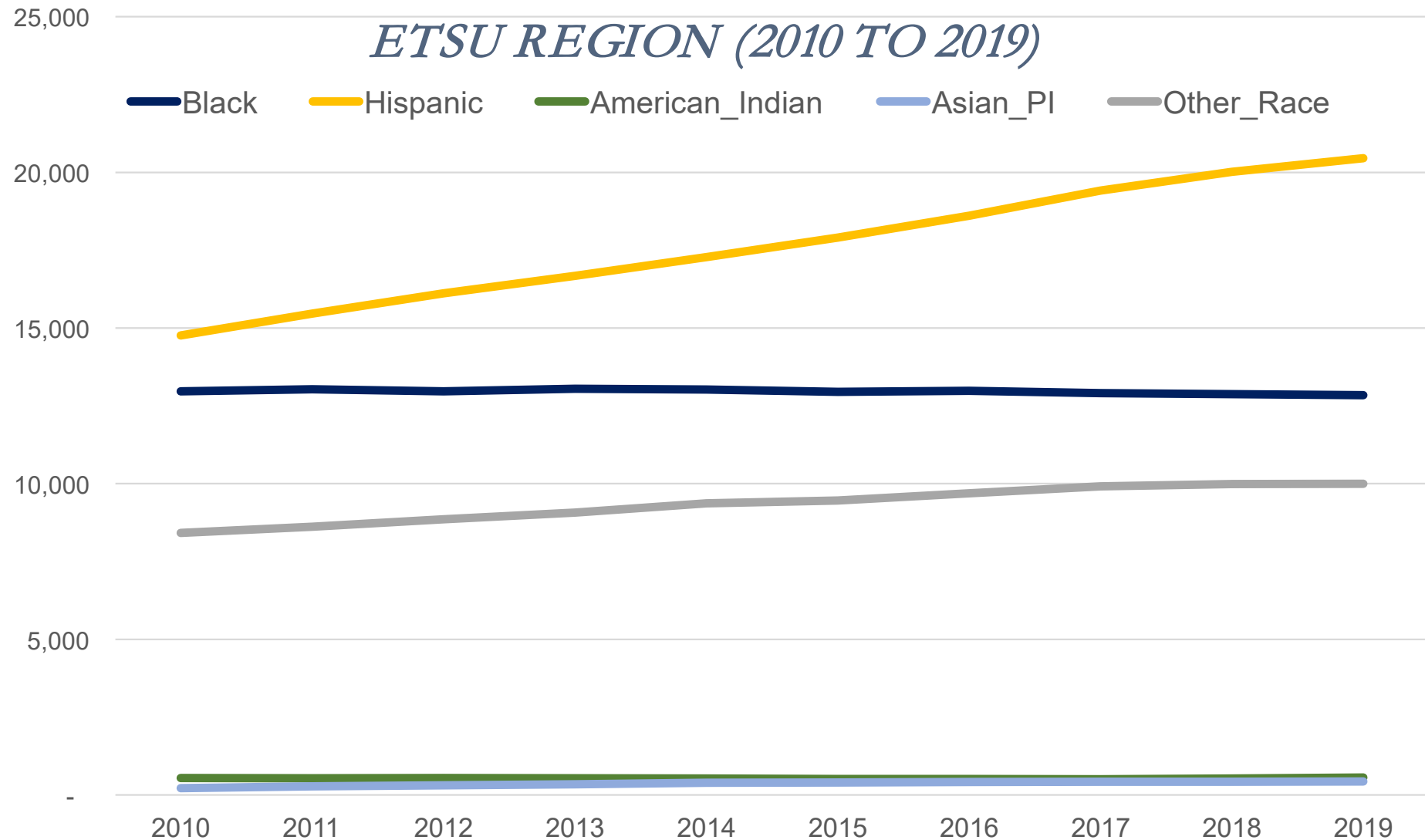
# POPULATION ESTIMATES OF MINORITIES – AGE 15 TO 24 ETSU REGION (2010 TO 2019)



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



# POPULATION ESTIMATES OF MINORITIES – UNDER 15 YEARS



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

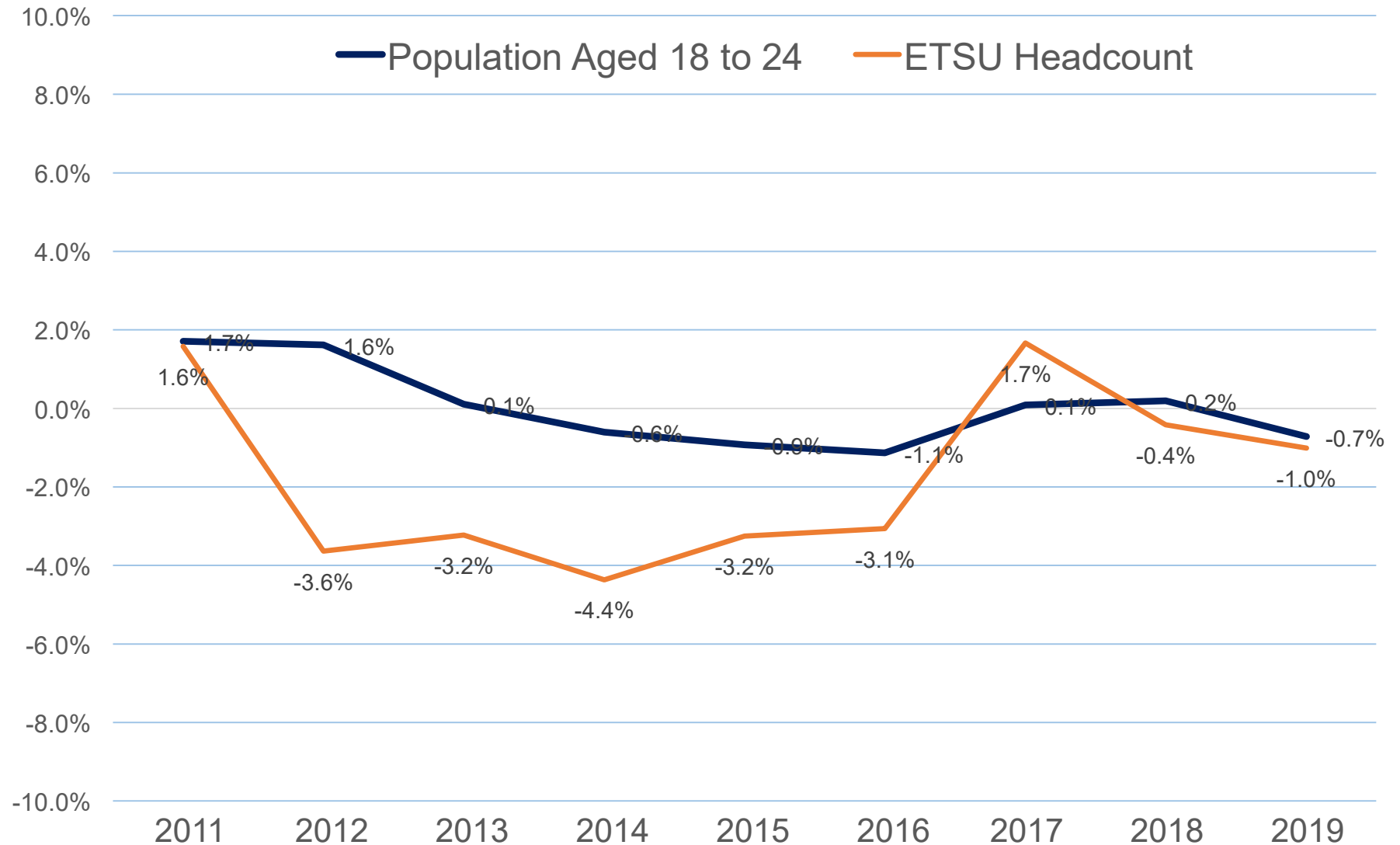


# *ETSU ENROLLMENT*



# 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*

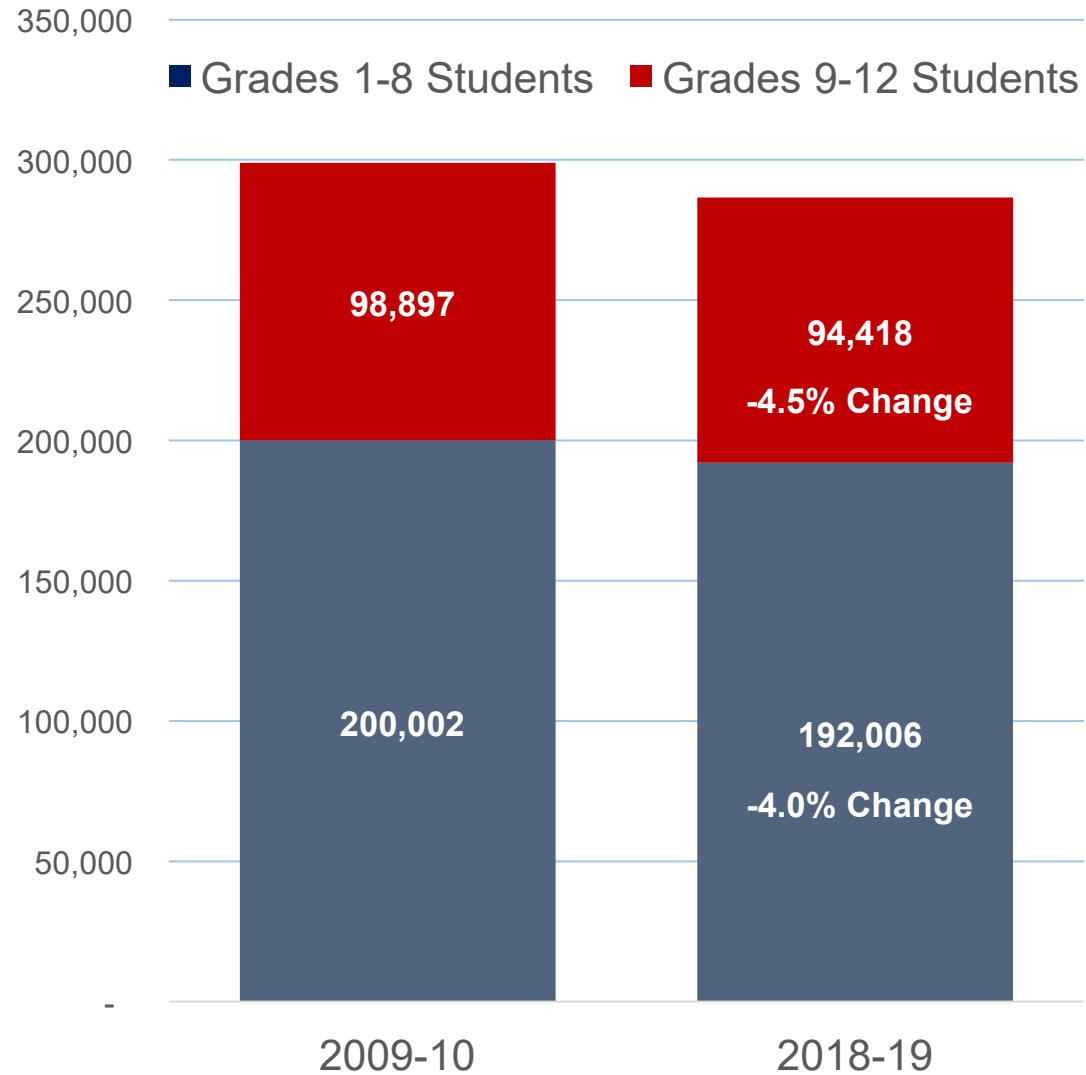
County/State	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Anderson County, TN	24.6	24.3	22.6	23.1	25.8	26.6	25.8	25.8	24.9	28.4
Blount County, TN	23.6	24.4	26.3	22.7	24.4	23.1	21.1	20.6	23.6	23.1
Bradley County, TN	10.1	9.5	10.0	9.7	10.0	10.8	12.1	12.2	12.7	9.5
Carter County, TN	177.8	184.6	182.8	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

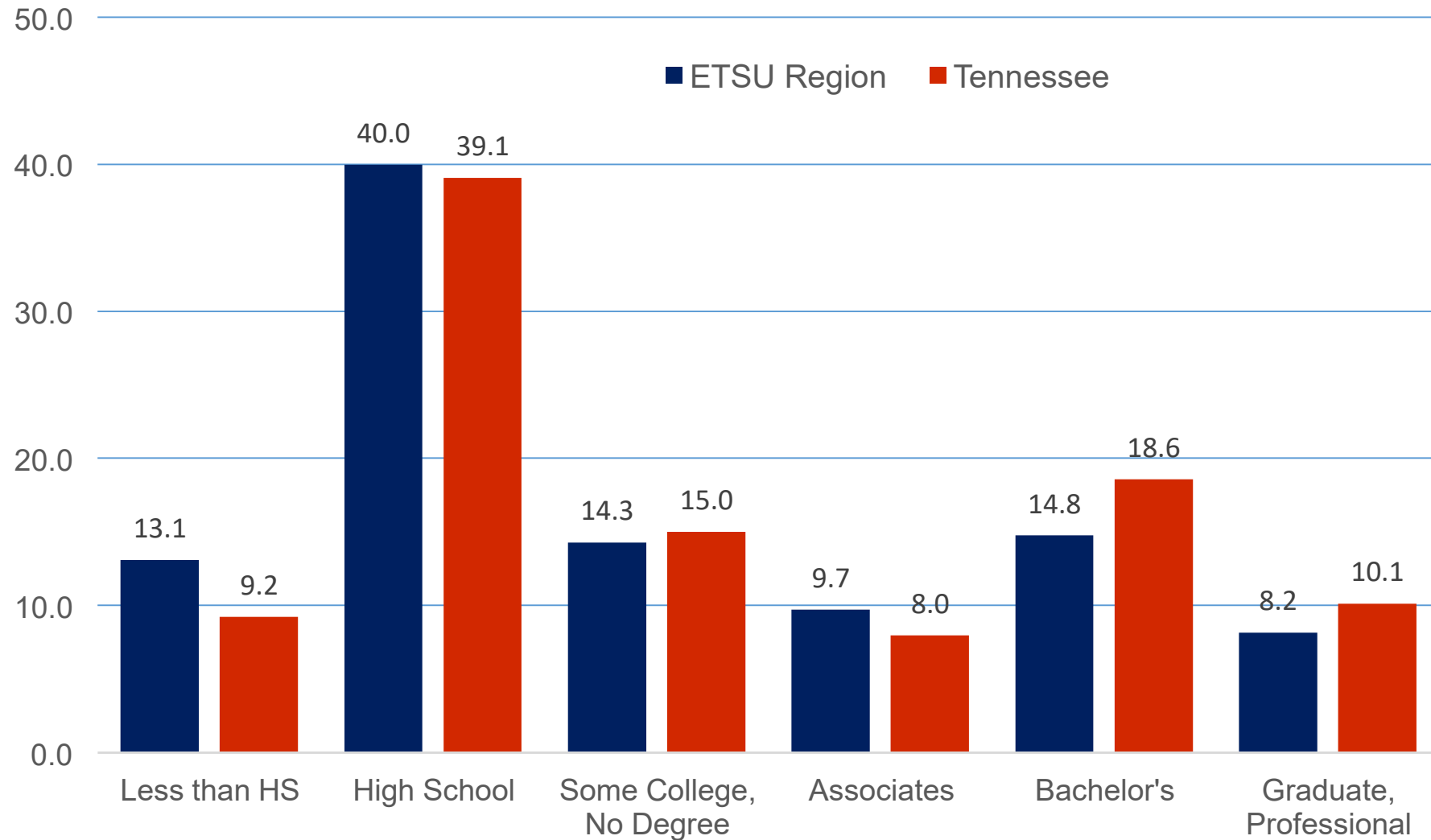
*ETSU REGION  
2009-10 TO 2018-19*



# *EDUCATION*



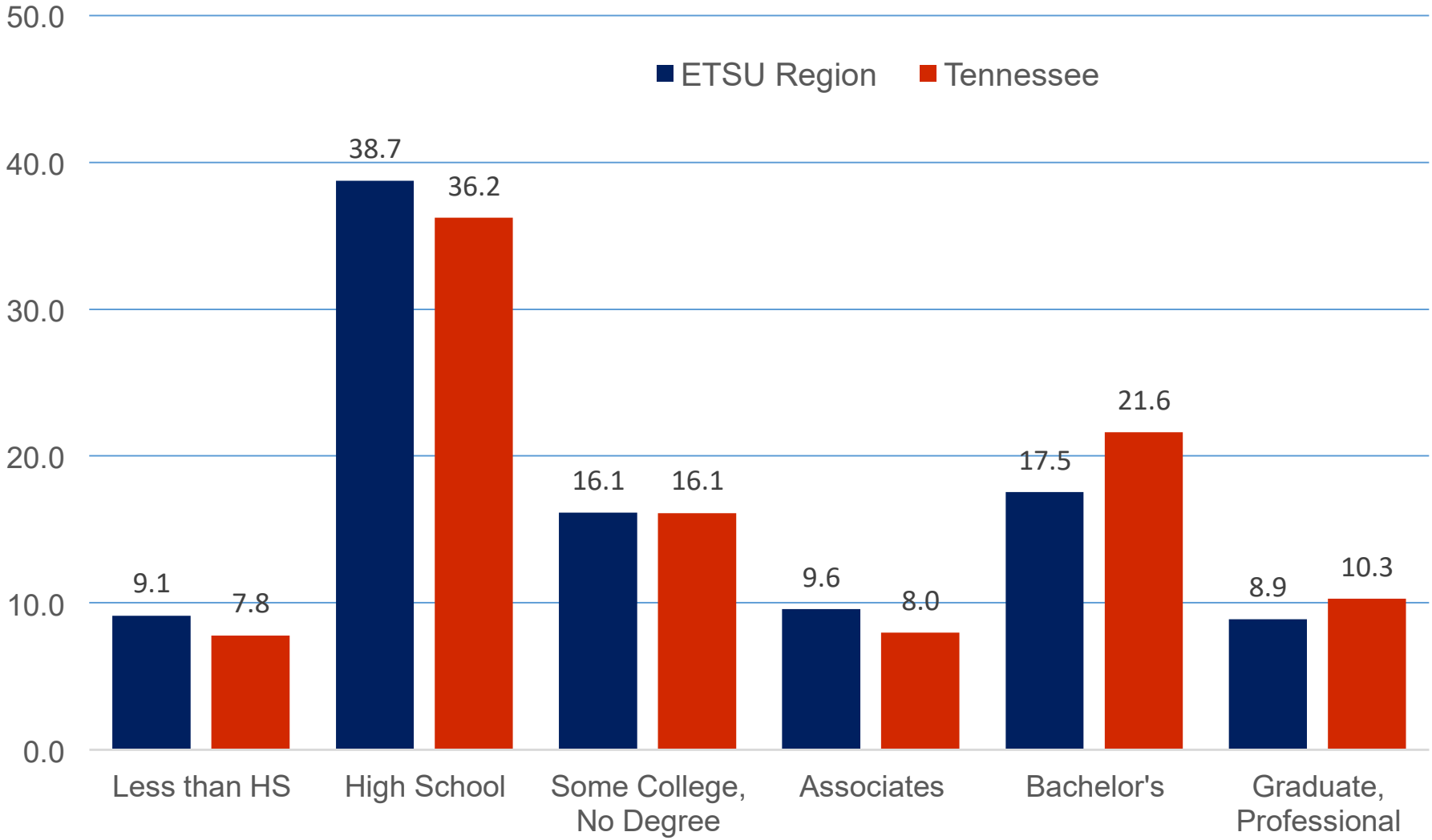
# *EDUCATIONAL ATTAINMENT OF 25 TO 64 YEAR OLD'S ETSU REGION AND TENNESSEE (2019)*



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)

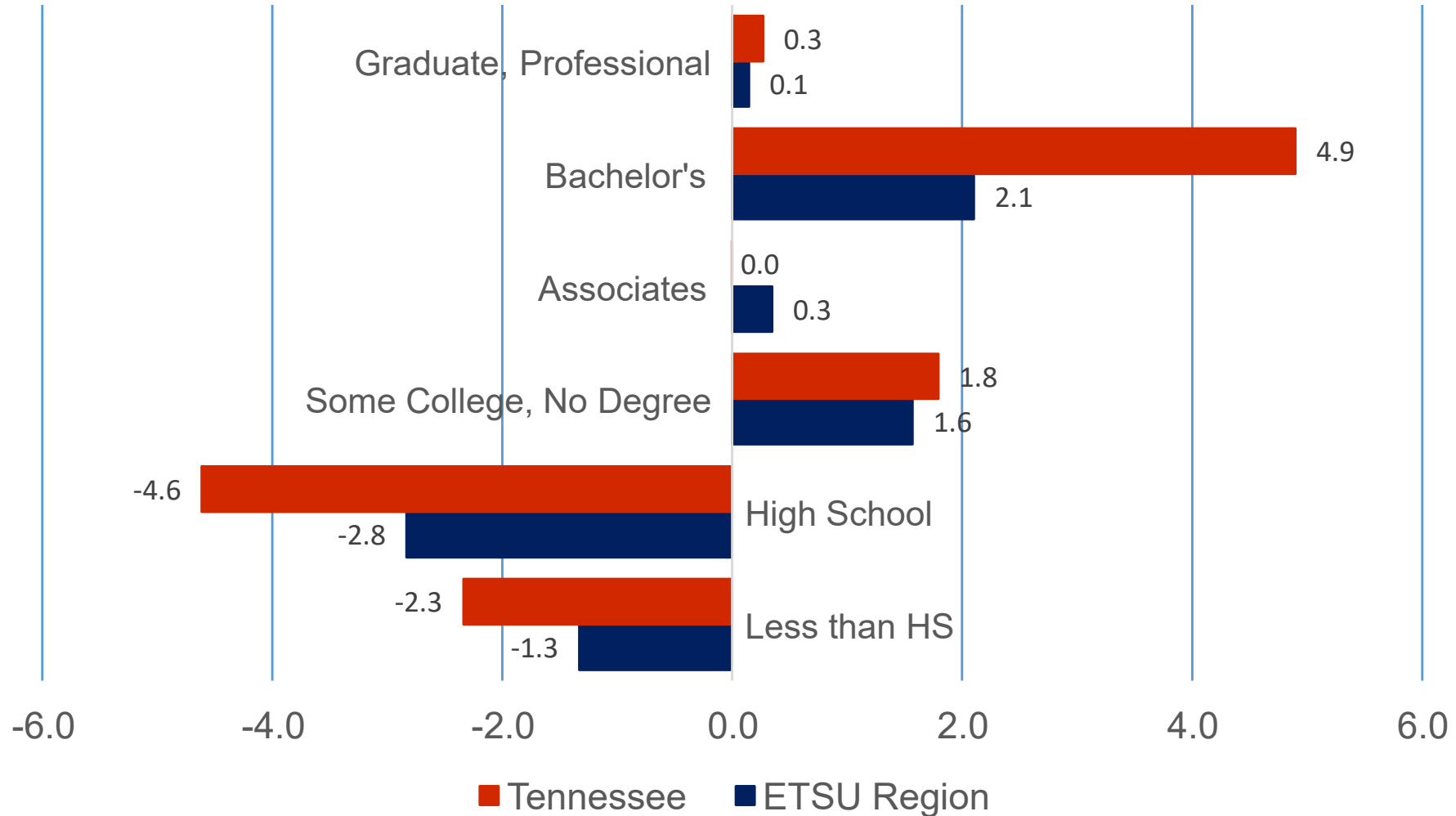


Source: U.S. Census Bureau, American Community Survey Public Use Microdata Samples



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

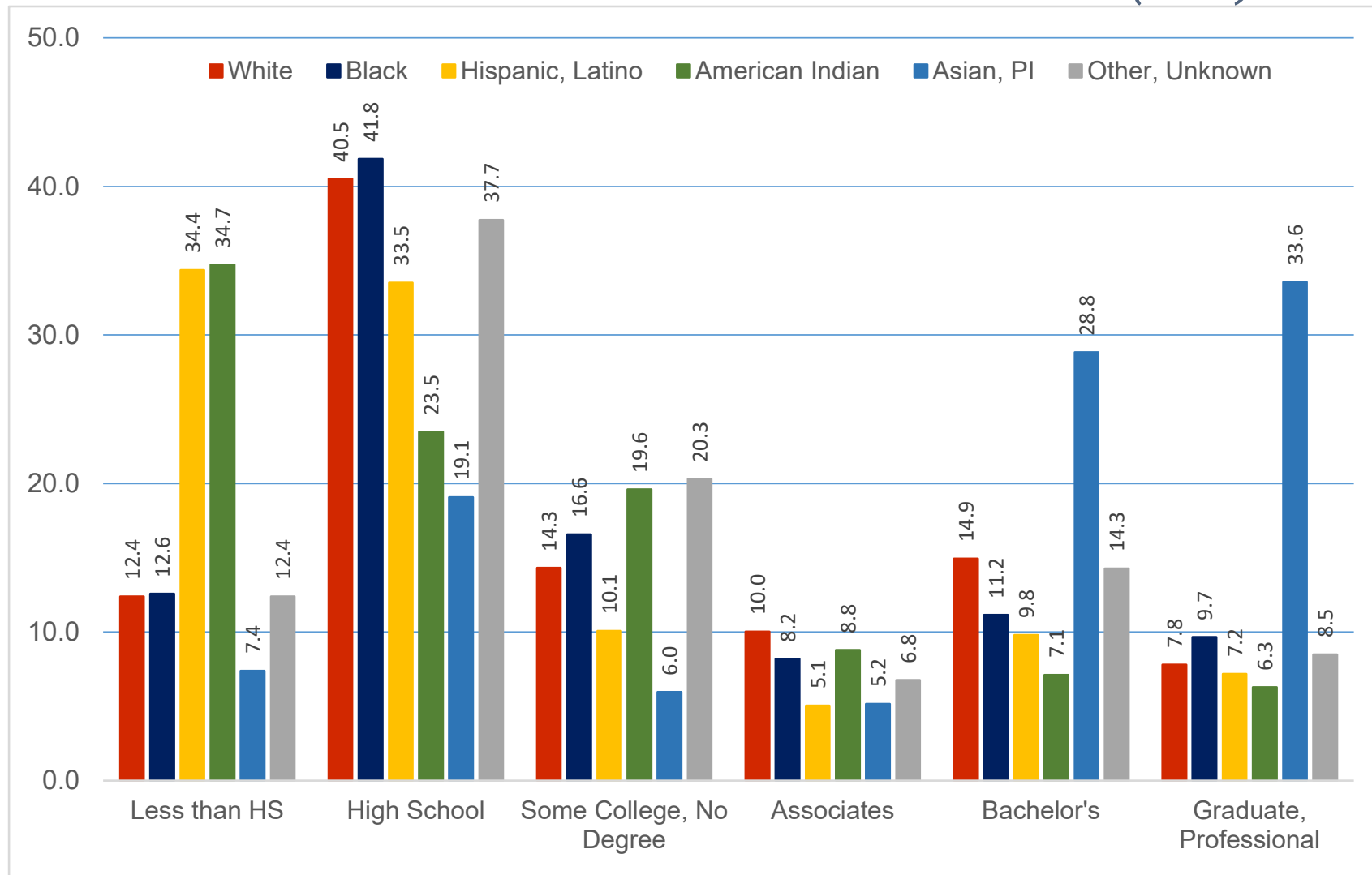
*ETSU REGION AND TENNESSEE (2019)*



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



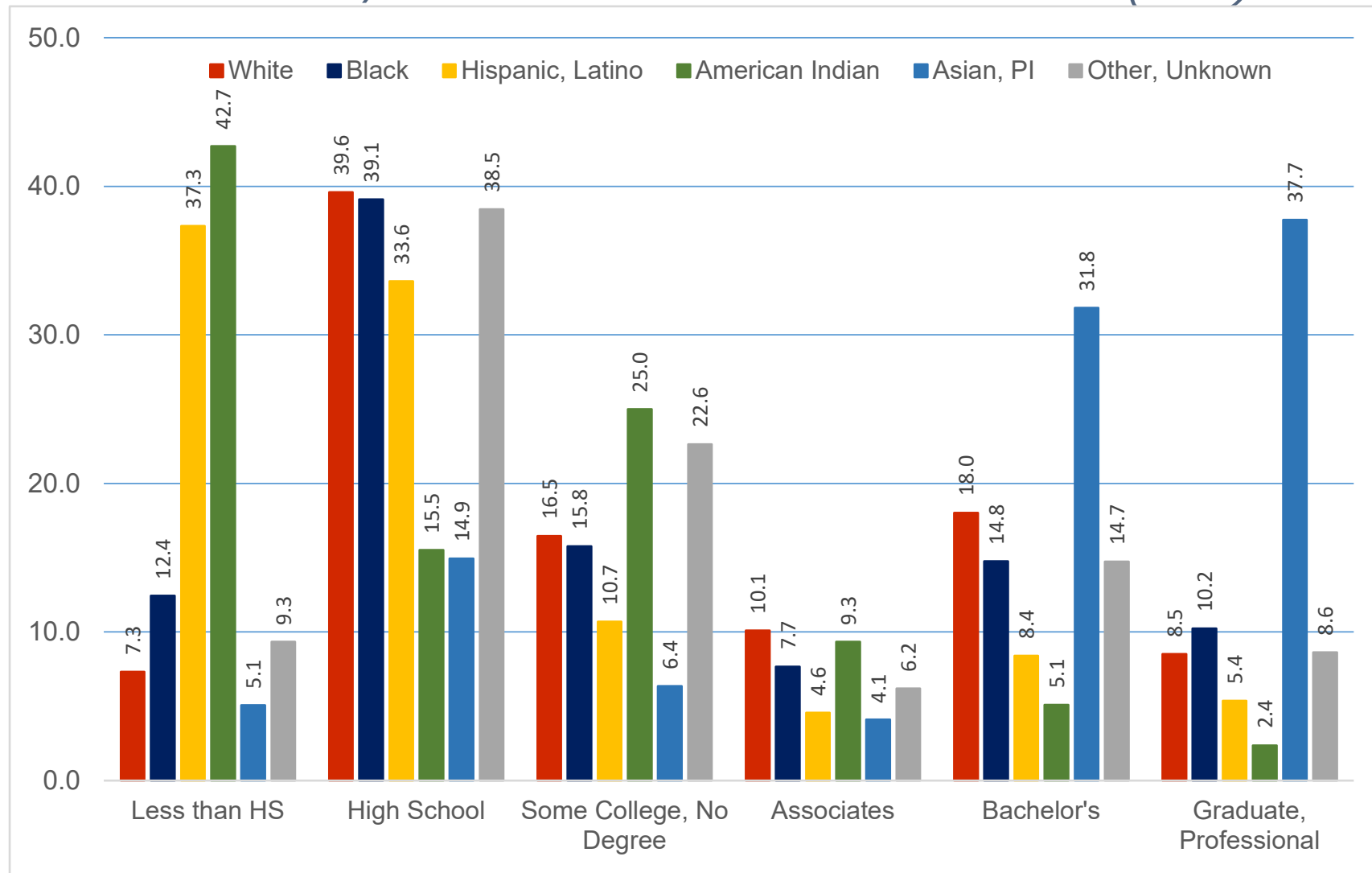
# EDUCATIONAL ATTAINMENT OF 25 TO 64 YEAR OLD'S BY RACE/ETHNICITY – ETSU REGION (2019)



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



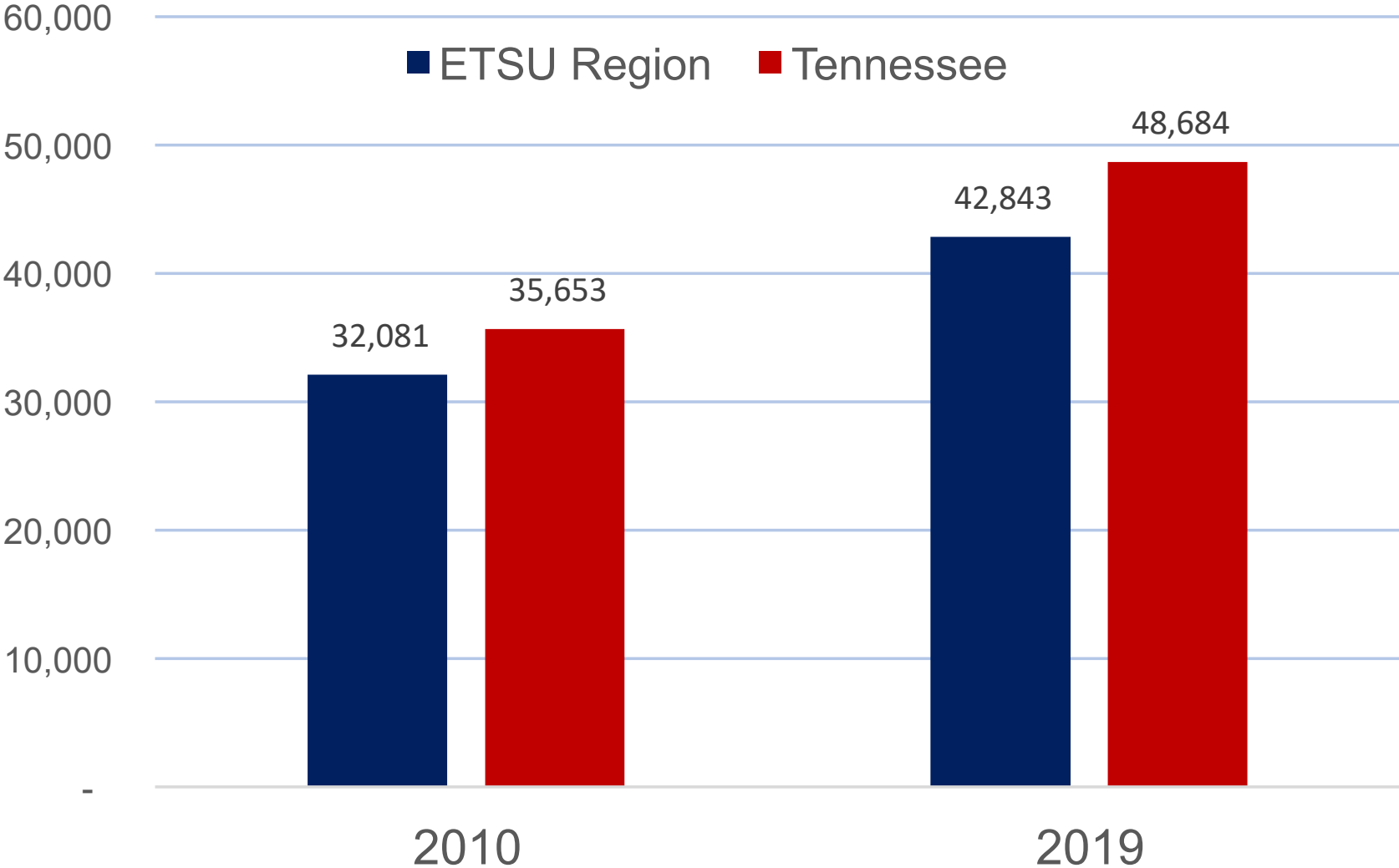


# *EMPLOYMENT AND WORKFORCE*



# *PERSONAL INCOME PER CAPITA*

## *ETSU REGION AND TENNESSEE*

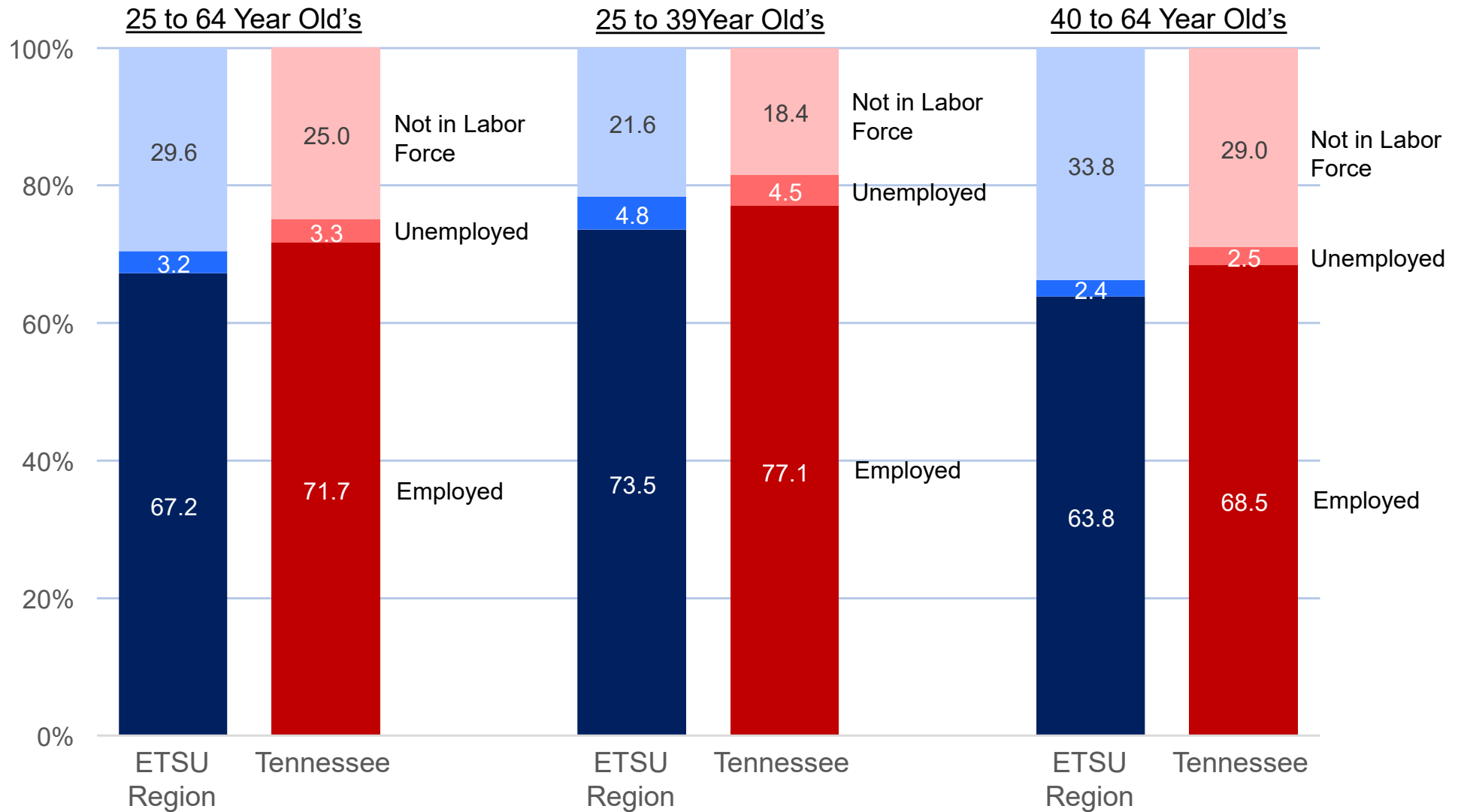


Source: U.S. Bureau of Economic Analysis



# *EMPLOYMENT STATUS BY AGE-GROUP (2019)*

## *ETSU REGION AND TENNESSEE*

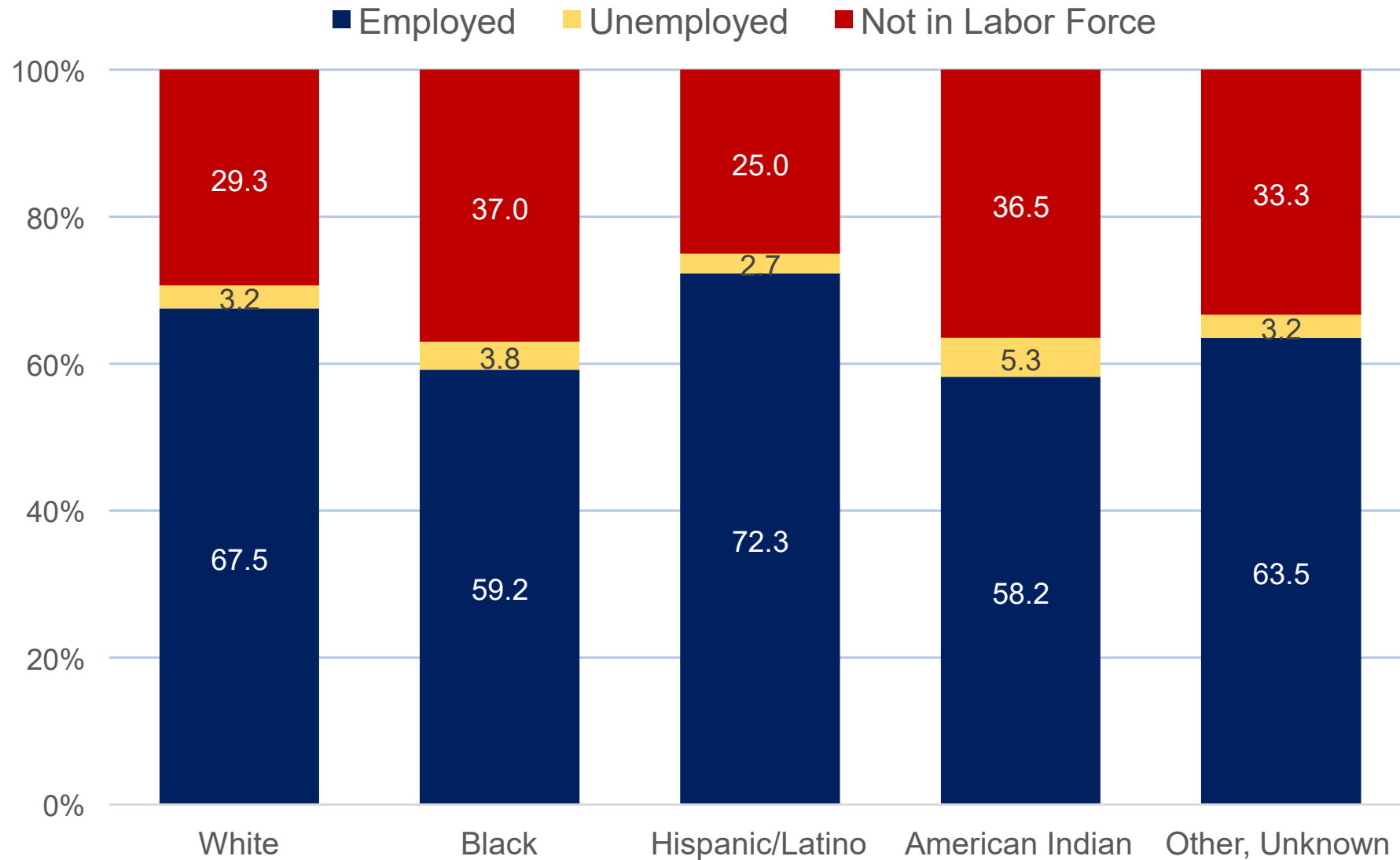


Source: U.S. Census Bureau, American Community Survey Public Use Microdata Samples



# EMPLOYMENT STATUS BY RACE/ETHNICITY (2019)

## 25 TO 64 YEAR OLD'S – ETSU REGION

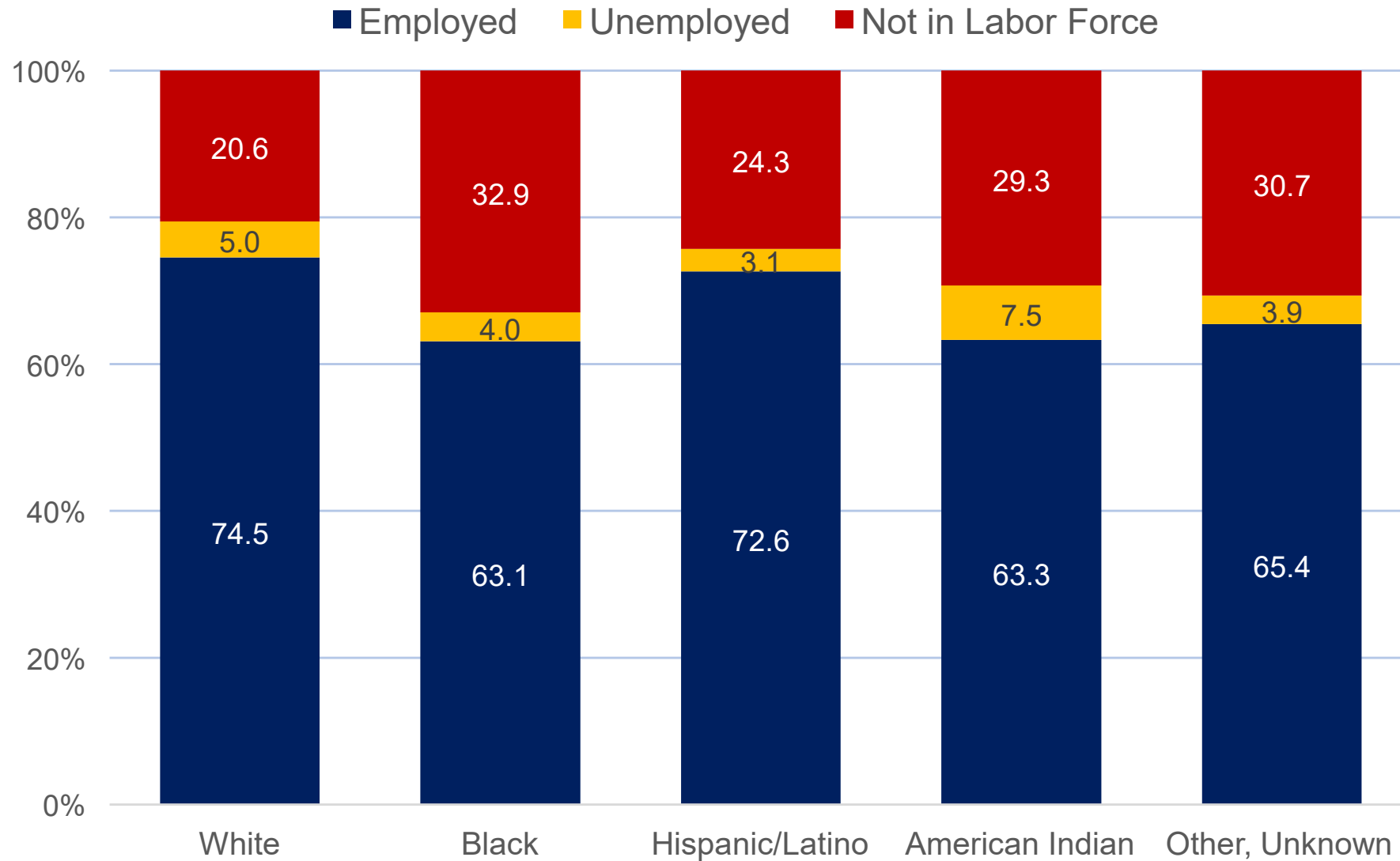


Source: U.S. Census Bureau, American Community Survey Public Use Microdata Samples



# *EMPLOYMENT STATUS BY RACE/ETHNICITY (2019)*

## *25 TO 39 YEAR OLD'S – ETSU REGION*

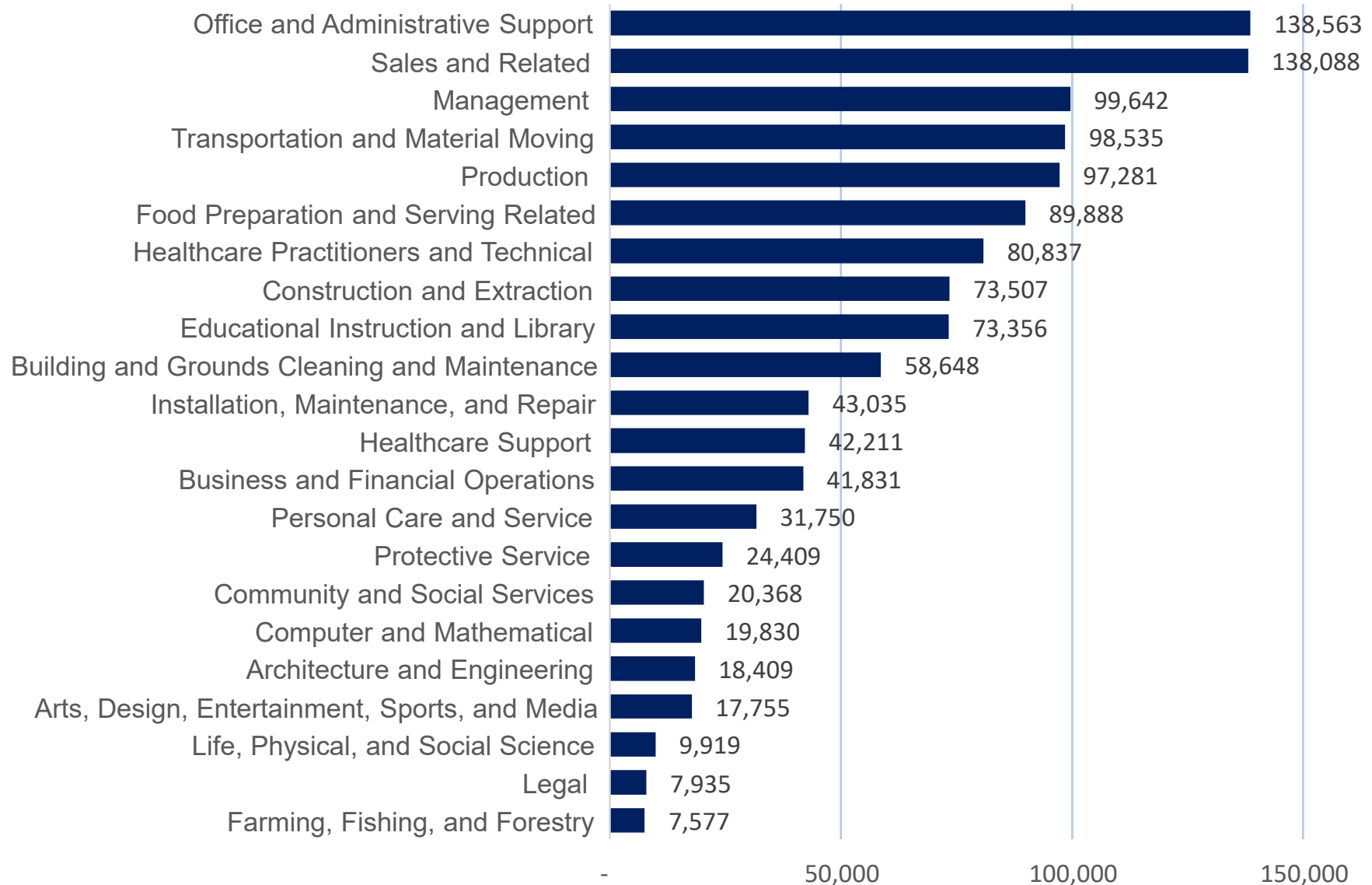


Source: U.S. Census Bureau, American Community Survey Public Use Microdata Samples



# *OCCUPATIONS OF 25 TO 64 YEAR OLD'S*

## *ETSU REGION (2019)*



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

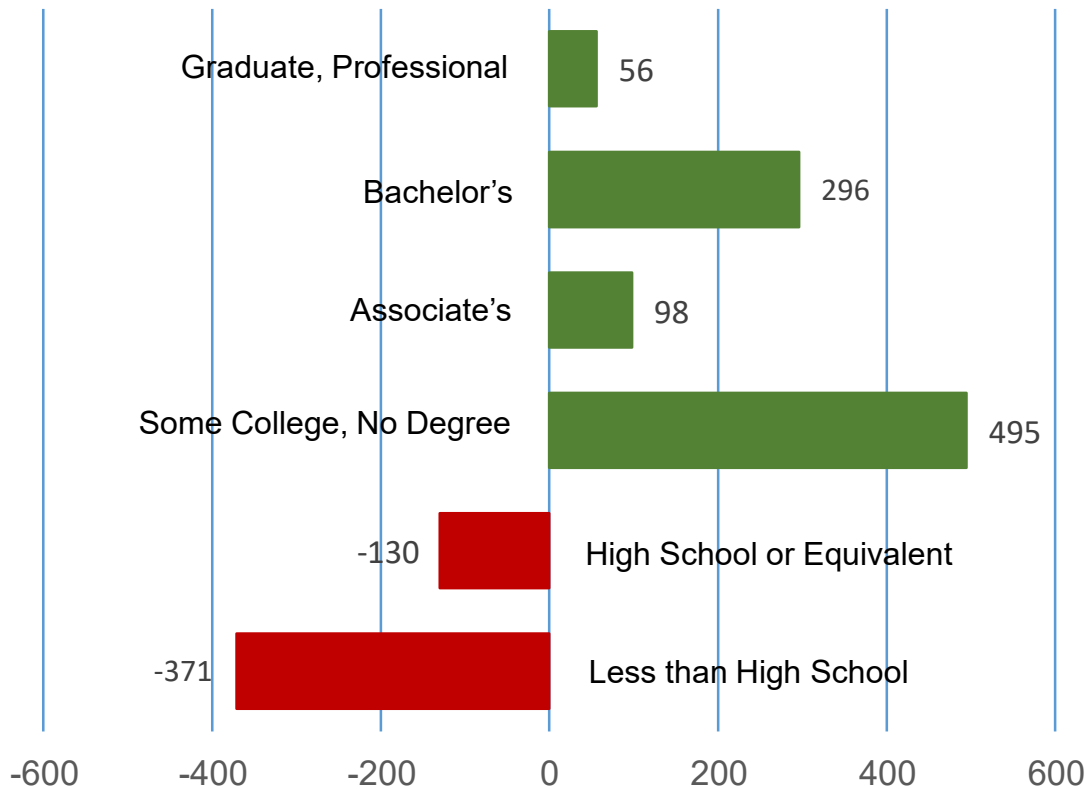


# ANNUAL NET MIGRATION OF 25 TO 64 YEAR OLDS

KNOXVILLE, TN (2015-2019)

Available for Each PUMA Area in ETSU Region

## By Level of Education



## By Occupation

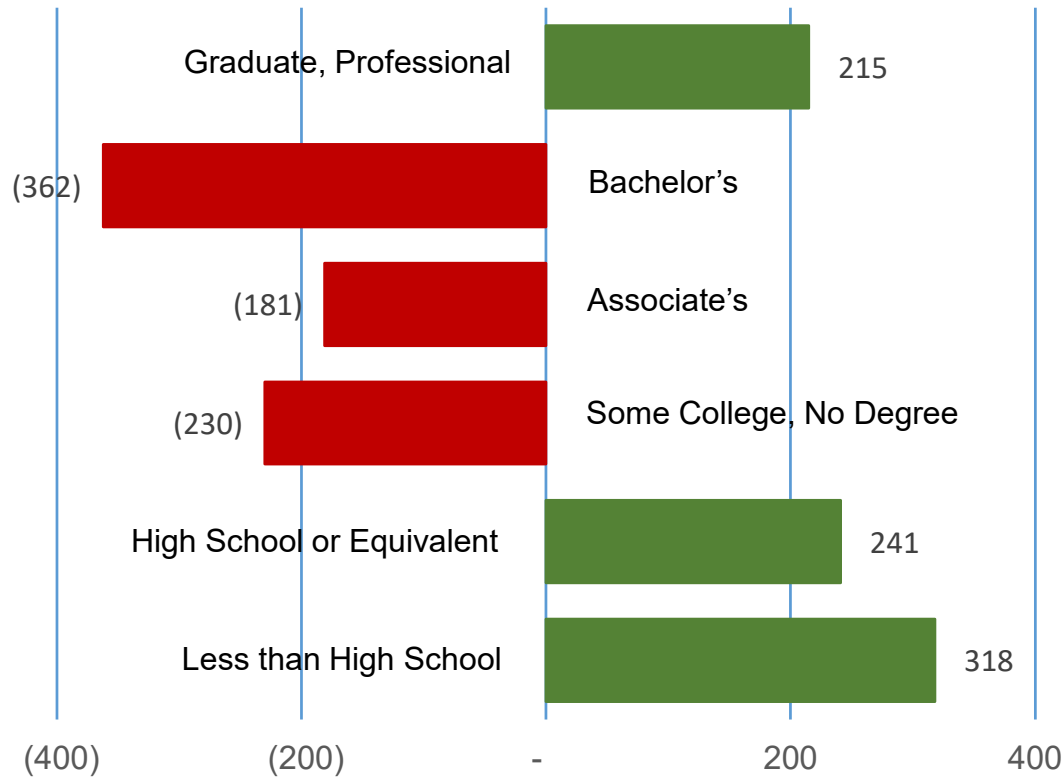


# ANNUAL NET MIGRATION OF 25 TO 64 YEAR OLDS

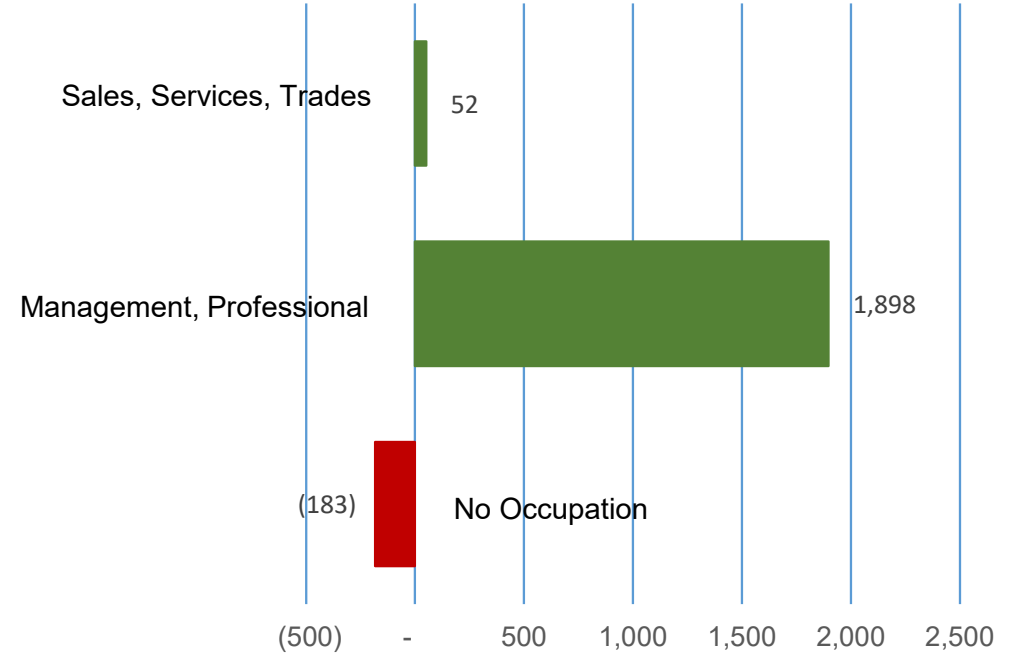
## WASHINGTON COUNTY, TN (2015-2019)

Available for Each PUMA Area in ETSU Region

### By Level of Education

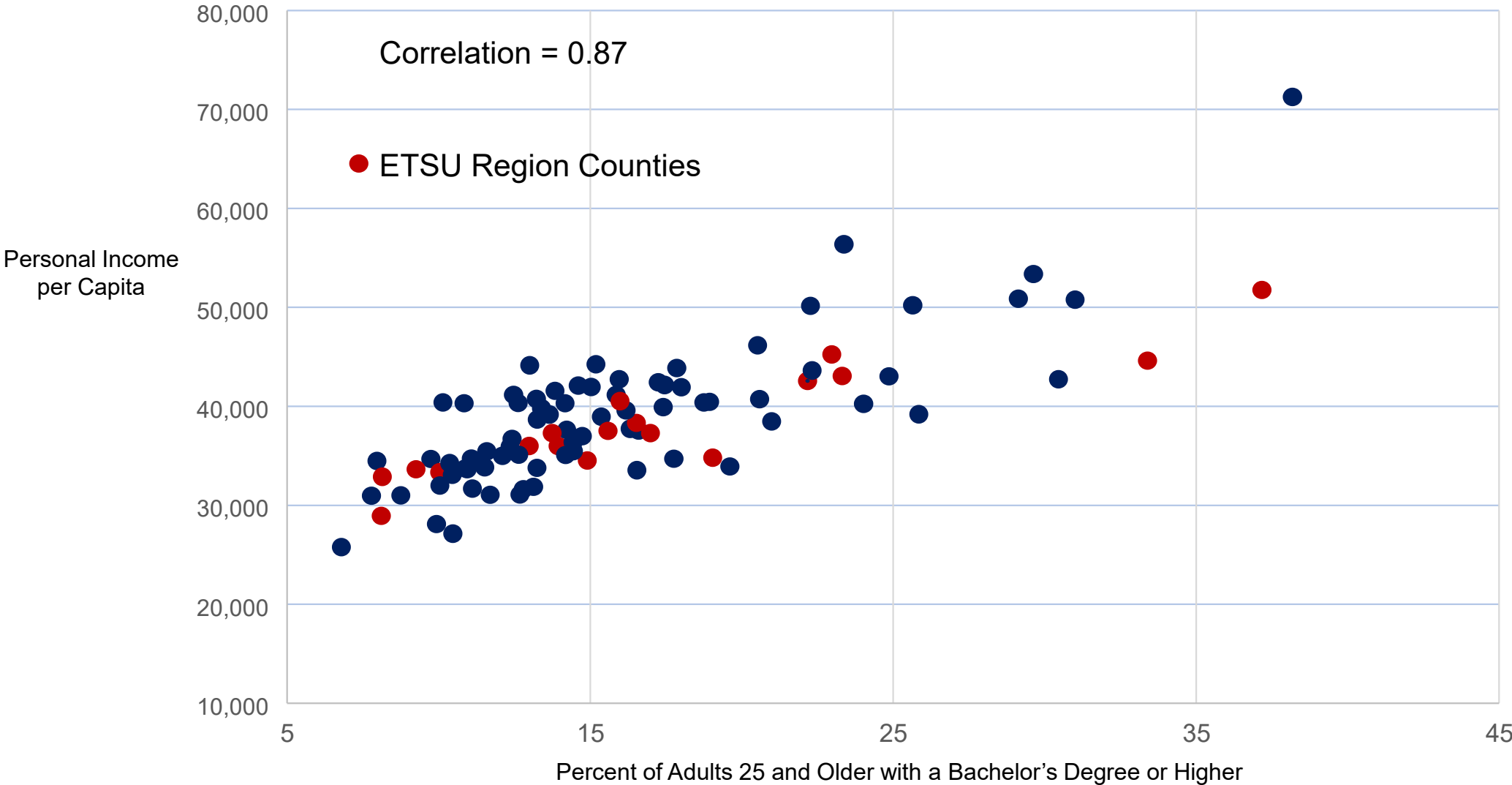


### By Occupation





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



# *QUESTIONS*

