A community conversation

Arizona’s Economic Imperative: Leading the Nation in Latino Student Success
“Wisdom and knowledge, as well as virtue, diffused generally among the body of the people being necessary for their preservation of their rights and liberties; and as these depend on spreading of opportunities and advantages of education in various parts of the country, and among the different orders of the people…”

Massachusetts Constitution 1780
“…it shall be the duty of the legislators and magistrates in all future periods of this commonwealth to cherish the interests of the literature and the sciences, and all seminaries of them…”

Massachusetts Constitution 1780
“...especially at the university at Cambridge...”

Massachusetts Constitution 1780
CH. 5, SEC. 2
The American Dream
Hispanics and the American Dream
Hispanic Americans are more likely than others to identify education as path to achieving the American Dream. Still, only 15 percent of Hispanics have graduated from college and their incomes remain far below average.

Q: When you think about the American Dream, it is something which has…?

<table>
<thead>
<tr>
<th>Meaning to You Personally</th>
<th>Meaning to Others but Not to You</th>
<th>No Real Meaning to Anyone</th>
</tr>
</thead>
<tbody>
<tr>
<td>61%</td>
<td>22%</td>
<td>15%</td>
</tr>
</tbody>
</table>
### US Latino Population Growth

#### Numeric Change in the Projected U.S. Population by Race and Hispanic Origin: 2000 to 2050 (in millions)

<table>
<thead>
<tr>
<th>Race and Hispanic Origin</th>
<th>Change (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Hispanic White alone</td>
<td>7.6</td>
</tr>
<tr>
<td>Non-Hispanic Black alone</td>
<td>17.5</td>
</tr>
<tr>
<td>Non-Hispanic Asian alone</td>
<td>23.0</td>
</tr>
<tr>
<td>Non-Hispanic all other races</td>
<td>11.6</td>
</tr>
<tr>
<td>Hispanic (any race)</td>
<td>97.2</td>
</tr>
<tr>
<td>Total</td>
<td>156.9</td>
</tr>
</tbody>
</table>
Educational attainment is key to social mobility.
Higher Education and Social Mobility

Adult Income for Individuals Raised in Families in Lowest Income Quintile

- Top Quintile: 45% (Without College Degree) to 19% (With College Degree)
- Fourth Quintile: 16% (Without College Degree) to 16% (With College Degree)
- Third Quintile: 16% (Without College Degree) to 16% (With College Degree)
- Second Quintile: 16% (Without College Degree) to 16% (With College Degree)
- Bottom Quintile: 16% (Without College Degree) to 16% (With College Degree)

Employment Polarization

1975 - 2010

Non-routine Cognitive  Non-routine Manual  Routine

The Trend is the Cycle: Job Polarization and Jobless Recoveries, 2012
Value to the Individual
The internal rate of return for a degree substantially exceeds the cost of attending college.
Economists put the rate of return of a degree in 2012 at 15%, far above the return on stocks and bonds.
This is true even for so-called “underemployed” college graduates.
Mean Earnings by Age, 2009

2009 American Community Survey (ARC) Integrated Public Use Micro Sample
People who “learn to learn” continue to earn over their lifetime and earn more. Those who do not see their wages remain flat as they age.
Rising Earnings Disparity Between Young Adults With and Without a College Degree

Median annual earnings among full-time workers ages 25 to 32, in 2012 dollars.

- High School Graduate
- Two-year Degree/Some College
- Bachelor’s Degree or More

Value to Society
Percent Change in Employment Since Start of Recession, Sorted by Educational Attainment

- College graduates
- High school graduates (no college)
- Some graduates/no B.A.
- Less than high school

Bureau of Labor Statistics, via Haver Analytics
The discrepancy between graduates from college and high school has grown far worse in recent years.

Unemployment Rates Among Individuals Ages 25 and Older

The graph shows the unemployment rates for different levels of education from 1992 to 2014. The rates are as follows:

- Less than a High School Diploma
- High School Diploma
- Bachelor’s Degree or Higher
- Some College, No Degree
- Associate Degree

The discrepancy between graduates from college and high school has grown far worse in recent years.
Recovery from the Great Recession has not occurred for workers without a college degree.
Employment has fallen for high school graduates while it has grown for degree holders.
ASU Analysis:
Economic impact of ASU graduates in Arizona

Approx. 207,000 ASU graduates worked in AZ in 2012.
ASU Analysis: Economic impact of ASU graduates in Arizona

Their aggregate earnings were an estimated $11.4 billion.
ASU Analysis:
Economic impact of ASU graduates in Arizona

They directly contribute an estimated $819 million in state taxes.
ASU Analysis:
Economic impact of ASU graduates in Arizona

A two percentage point increase in the share of university graduates in the workplace would equal an estimated $1.2 billion gain in income and an additional $87 million in state tax payments.
ASU Analysis:
Economic impact of ASU graduates in Arizona

If ASU contributed to a 6 percentage point increase – from 23.7% to 29.7% – of 25-to-34 year olds with a bachelor’s degree who are absorbed into the AZ labor market, the projected result would (in the steady state):
ASU Analysis:
Economic impact of ASU graduates in Arizona

Raise AZ GSP by 3.5%
ASU Analysis:
Economic impact of ASU graduates in Arizona

Generate a $623 million increase in State taxes and fees combined
ASU Analysis:
Economic impact of ASU graduates in Arizona

Increase combined State & Local taxes by $777 million
ASU Analysis:
Economic impact of ASU graduates in Arizona

Increase combined State & Local taxes and fees by $1.12 billion respectively
College graduates are more likely to...

- Have access to and participate in employer-provided pension plans
- Have access to employer-provided healthcare
- Demonstrate a greater grasp of political issues and vote
Educational Attainment and Public Assistance

Percentage of individuals 25 and older living in households participating in selected public assistance programs by education level.

- Medicaid
- School Lunches
- SNAP

Less than a High School Diploma, High School Diploma, Some college, No degree, Associate Degree, Bachelor's degree or higher.
The Challenge
Current Trajectories without Innovation
What about Arizona?
College Participation for Low-Income Students - 2013

38% college participation rate for low-income students in US

29% college participation rate for low-income students in AZ

“College Participation Rates for Students from Lower Income Families by State”
Percentage of All Youths Enrolling in Postsecondary Education

National Center for Education Statistics
Arizona is falling further behind.
State Investment

Education Appropriation Per Student Per $1,000 of Per Capita Personal Income, Arizona State Government Fund

Fiscal Year

- K-12
- Higher Education

Arizona Joint Legislative Budget Committee, U.S. Department of Education, National Center for Education Statistics and the U.S. Department of Commerce, Bureau of Economic Analysis
Per Capita GDP Relative to US Average

- Arizona
- Colorado
- Nevada
- New Mexico
- Oregon
- Utah
- Washington

Relationship between Change in Educational Attainment and Economic Development in US States, 2000-2010

Change in Percent of 25 Year or Older Having Attained a Bachelors Degree or Higher, 2000-10

US Census Bureau, US Bureau of Economic Analysis
Education and Economic Growth in OECD Countries

OECD, PISA 2012; World Bank. GDP reflects 2013.
An estimated 68% of all jobs in Arizona will require post-secondary education by 2020.
55,000 jobs open up every year requiring training beyond high school.

Arizona sends 32,000 high school graduates to college, and 25% of those are not prepared for college-level work.
What about Latinos in Arizona?
Between 2000-2010, Arizona experienced a 25% increase in population, the 6th largest increase nationally.
## Arizona: Who are we?

<table>
<thead>
<tr>
<th></th>
<th>AZ</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>White (not Hispanic)</td>
<td>56.7%</td>
<td>62.6%</td>
</tr>
<tr>
<td>Latino/Hispanic</td>
<td>30.3%</td>
<td>17.1%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>4.6%</td>
<td>13.2%</td>
</tr>
<tr>
<td>American Indian/Alaska Native</td>
<td>5.3%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Asian alone</td>
<td>3.2%</td>
<td>5.3%</td>
</tr>
<tr>
<td>Native Hawaiian/Pacific Islander</td>
<td>0.3%</td>
<td>0.2%</td>
</tr>
<tr>
<td>Two or more races</td>
<td>2.6%</td>
<td>2.4%</td>
</tr>
</tbody>
</table>
Arizona Population Growth by Ethnicity – 1990-2030
AZ Demographics by Age

Age distribution of AZ residents by ethnicity, by percent, 2010

U.S. Department of Commerce, Census Bureau, 2010 census
88% of Arizona Latinos under age 20 are naturalized citizens or born in U.S.

97% of Arizona Latinos under 5 are naturalized citizens or born in U.S.

44% of Arizona’s K-12 age children are Latina/o
K-12 Performance Gap

Percentage at or above “proficient”, National Assessment of Educational Progress (NAEP), 2000 and 2011

<table>
<thead>
<tr>
<th></th>
<th>4th Grade</th>
<th>8th Grade</th>
<th></th>
<th>4th Grade</th>
<th>8th Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>'00</td>
<td>21</td>
<td>10</td>
<td>'00</td>
<td>16</td>
<td>32</td>
</tr>
<tr>
<td>'11</td>
<td>21</td>
<td>18</td>
<td>'11</td>
<td>11</td>
<td>38</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Latino</td>
<td>4th Grade</td>
<td>25</td>
<td>'00</td>
<td>28</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>8th Grade</td>
<td>11</td>
<td>'11</td>
<td>18</td>
<td>32</td>
</tr>
<tr>
<td>White</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Data source: National Center for Educational Statistics
High School Diploma Gap

Arizona’s Four-year High School Graduation Rate, 2009

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Students</td>
<td>76%</td>
</tr>
<tr>
<td>White</td>
<td>83%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>69%</td>
</tr>
<tr>
<td>Limited English Proficient</td>
<td>44%</td>
</tr>
</tbody>
</table>
College Attainment Gap

Percent educational attainment, 2005-2009, and Percentage Point Change in Arizona from 2000

Obtained a **High School Diploma** or higher (Percentage point change from 2000 to 2005-2009)

<table>
<thead>
<tr>
<th>Ages</th>
<th>White</th>
<th>Latino</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>25-34</td>
<td>92% (+2)</td>
<td>64% (+8)</td>
<td>(+6)</td>
</tr>
<tr>
<td>25-34</td>
<td>92% (+2)</td>
<td>63% (+7)</td>
<td>(+7)</td>
</tr>
<tr>
<td>25-34</td>
<td>93% (+1)</td>
<td>61% (+7)</td>
<td>(+7)</td>
</tr>
</tbody>
</table>

Obtained a **Bachelor’s degree** or higher (Percentage point change from 2000 to 2005-2009)

<table>
<thead>
<tr>
<th>Ages</th>
<th>White</th>
<th>Latino</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>25-34</td>
<td>32% (+2)</td>
<td>9% (+1)</td>
<td>(+1)</td>
</tr>
<tr>
<td>25-34</td>
<td>34% (+6)</td>
<td>10% (+1)</td>
<td>(+1)</td>
</tr>
<tr>
<td>25-34</td>
<td>31% (-1)</td>
<td>11% (+1)</td>
<td>(+1)</td>
</tr>
</tbody>
</table>
## Educational Attainment for the Population Age 25 and Older by Major Race/Ethnic Groups in 2010, Arizona

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Population Age 25 and Older</th>
<th>Less than High School</th>
<th>High School Diploma</th>
<th>Some College or Associates Degree</th>
<th>Bachelor Degree or More</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Hispanic White</td>
<td>2,722,084</td>
<td>6.6</td>
<td>24.1</td>
<td>37.8</td>
<td>31.5</td>
</tr>
<tr>
<td>Black</td>
<td>152,212</td>
<td>10.9</td>
<td>26.3</td>
<td>41.7</td>
<td>21.1</td>
</tr>
<tr>
<td>Hispanic*</td>
<td>966,077</td>
<td>35.4</td>
<td>27.9</td>
<td>26.4</td>
<td>10.3</td>
</tr>
<tr>
<td>American Indian/Alaska Native</td>
<td>155,332</td>
<td>26.2</td>
<td>32.8</td>
<td>33.2</td>
<td>7.8</td>
</tr>
<tr>
<td>Asian</td>
<td>120,526</td>
<td>12.2</td>
<td>17.1</td>
<td>21.3</td>
<td>49.4</td>
</tr>
<tr>
<td>Total</td>
<td>4,146,758</td>
<td>14.4</td>
<td>25.1</td>
<td>34.7</td>
<td>25.9</td>
</tr>
</tbody>
</table>
The Result

58% of Latinos in Arizona live in poverty.

Poverty is a key determinant for college readiness and attainment.
Total and Percent of the Population in Poverty and Median Household Income by Race/Ethnicity for Arizona, 1999 and 2010

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>NH White</td>
<td>249,381</td>
<td>7.8</td>
<td>$57,785</td>
<td>406,995</td>
</tr>
<tr>
<td>Hispanic (All Races)</td>
<td>28,798</td>
<td>19.9</td>
<td>$44,401</td>
<td>63,436</td>
</tr>
<tr>
<td>Black</td>
<td>310,381</td>
<td>24.5</td>
<td>$41,457</td>
<td>494,637</td>
</tr>
<tr>
<td>American Indian/Alaska Native</td>
<td>91,998</td>
<td>37.3</td>
<td>$32,086</td>
<td>101,556</td>
</tr>
<tr>
<td>Asian</td>
<td>11,042</td>
<td>12.3</td>
<td>$59,950</td>
<td>20,311</td>
</tr>
<tr>
<td>Total</td>
<td>698,669</td>
<td>13.9</td>
<td>$53,086</td>
<td>1,094,249</td>
</tr>
</tbody>
</table>

*In 2010 Dollars

U.S. Census Bureau 2010 American Community Survey
Poverty in Arizona

Without game-changing progress in educational attainment, it is projected that **62%** of Latinos will live in poverty compared to **31%** of Whites.
A New Economy Requires a New Kind of University
ASU Charter

ASU is a comprehensive public research university, measured not by whom it excludes, but by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural, and overall health of the communities it serves.
ASU Goals

Demonstrate leadership in academic excellence and accessibility

Enhance our local impact and social embeddedness

Establish ASU as a global center for interdisciplinary research, discovery and development by 2020

Establish ASU as a global center for interdisciplinary research, discovery and development by 2020
Master Learner

- General Education
  - Breadth of knowledge

- Critical Thinking

- Courses in Major
  - Deep subject area expertise

- Electives
38% are first-generation college students
ASU Preparatory Academy
ASU Preparatory Academy
Demographics

nearly 2,000 total students

1,137* at Phoenix
839 at Polytechnic

* 76% of Phoenix students qualify for free and reduced lunch
ASU Preparatory Academy
Phoenix Performance

Improved achievement levels across all grades

23% in Reading
3.7% overall average growth in state

24% in Math
3.6% overall average growth in state
ASU Preparatory Academy
Graduation Rates

**ASU Prep Rates**
- 98% 4-year HS graduation rate
- 92% admitted to a 2 or 4-year college or university
  - 76% admitted to 4-year degree granting universities

**Arizona / National Rates**
- 75% average 4-year HS graduation rate in state
- 66% national college going rate entering a 2 or 4-year college or university within 12 months of graduating high school
  - 53.5% in Arizona

ASU Prep Students (Polytechnic and Phoenix) Admitted to Arizona State University
- 72% overall admitted into ASU
- 42% admitted to Barrett, The Honors College
ASU Preparatory Academy
Polytechnic Performance

“ASU Prep Polytechnic High School is one of the top 3 performing schools in Phoenix.”


outpaces the state on average across all grades by

20% in Reading  |  28% in Math
Access ASU

building the pipeline of Arizona youth to ASU
Access ASU Partner School Districts

- Tempe Union High School District
- Glendale Union High School District
- Phoenix Union High School District
- Tolleson Union High School District
- Mesa Public Schools
Access ASU Partner Schools Population

Hispanic 64%
White 20%
African American 9%
American Indian / Alaskan Native 3%
Asian / Native Hawaiian and Pacific Islander 3%
Multiracial non-Hispanic 1%

K-12 Enrollment—AZ Dept. of Education, Research and Evaluation Section; October 1 Enrollment 2013
Access ASU Partner Schools Population

60,000 students grades 9-12

70% low-income students

80% non-white majority students

K-12 Enrollment—AZ Dept. of Education, Research and Evaluation Section; October 1 Enrollment 2013
Access ASU Initiatives: Schools

- **Recharge Conference**: 400 students participate annually
- **Future Sun Devil Experience**: 3,403 students participated in FY13
- **Campus Visits**: 14,000 students participated
- **AVID Conference**: 600 students participate annually
Access ASU Initiatives: **Students**

- **Summer Programs**
  - 3,000 student participants

- **ASU Earn to Learn**
  - 8:1 match
  - Earn up to $4,000 for ASU

- **Barrett Summer Scholars**
  - 50% of students receive a need-based scholarship

- **SPARKS**
  - 12,000+ student contacts in 2013 - 2014

- **Collegiate Scholars Program**
Access ASU Initiatives: Families

- **HISPANIC MOTHER DAUGHTER PROGRAM**: 1,800 participants since 2006
- **AMERICAN DREAM ACADEMY**: 30,000 parents have graduated since 2006
- **FUTURE SUN DEVIL FAMILIES**: 700+ since 2013
College Readiness

High School Seniors

GPA
Partner Districts 3.24
ASU AZ Resident 3.30

TEST SCORES
SAT
Partner Districts 1,095
ASU AZ Resident 1,119
Financial Support to Partner District Students

$16,456,575

Institutional awards offered to freshmen, Fall 2014

73% of enrolled students receive New American University Scholar Awards
94% receive Institutional Awards
Partner School Students

85% persistence rate at ASU for first-time freshmen

84% for all ASU FTF

65% six-year graduation rate

63% for full ASU population
TRIO Student Support Services
Upward Bound
Veterans Upward Bound
Community College

Many see community colleges as the bridge for earning a bachelor’s degree:

Maricopa Community Colleges
Fall 2014 Enrollment = 128,212 (58,049 FTSE)

Whites 48%
Latinos 26%
Community College

In 2012-13, about 8,700 students with 12 or more MCC credits earned a bachelor’s degree from an Arizona public university.
ASU Pathway Programs

Transfer to ASU!

If becoming an ASU student is your goal, start your transfer plan here!
ASU Financial Aid Awarded by Aid Year
All Students
2006-2014
ASU Financial Aid Awarded by Aid Year
Latino Students
2006-2014

Total Aid Awarded
Institutional Scholarships and Grants
Financial Aid Trust

ABOR Financial Aid Reports
Average Tuition Paid
ASU Full-Time Undergraduate Students
2013-14 Academic Year

Number of Students
Average Amount
Number of Hispanic Students
Average Amount for Hispanic Students

ASU

UOIA_8351_CMD_April 20, 2015
ASU Pell Recipient and Hispanic Student Historic Trend 2001-2015

** 2014-15 headcounts are preliminary and limited to fall 21st day census data. IPEDS.
Impact of the Latino Education Gap

- Inability for Arizona to economically compete
- Stagnating average incomes statewide
- Diminished purchasing power
- Sluggish consumer demand
- Flat per-capita tax revenues
- More poverty
- More unemployment
- More Arizonans without health insurance
- Greater demand for government services
How do we work together to achieve the outcomes Arizona needs?