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Who Gets to Graduate? How College Administrators Can Use Census Data in the Recruitment of Students

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Abstract

The purpose of this poster is to demonstrate the ways that current and historical data from the Educational Attainment in the United States: 2015 report may be used to project trends in demographics and social characteristics of adults to focus recruitment efforts on students who are more likely to graduate.

Highlights

- In 2015, almost 9 out of 10 adults (88 percent) had at least a high school diploma or GED, while nearly 1 in 3 adults (33 percent) held a bachelor’s or higher degree.
- The percentage of women who had a bachelor’s degree or higher (33 percent) was not statistically different than the percentage of men (32 percent) with this level of education.
- Educational attainment varied by race and Hispanic origin. More than half of Asians aged 25 and older had a bachelor’s degree or higher in 2015. Asians were more likely than non-Hispanic Whites to have at least a bachelor’s degree.
- Asians and non-Hispanic Whites were more likely to hold a bachelor’s degree or higher compared with Blacks and Hispanics.
- Native-born adults were more likely to have a high school education or higher but were no more likely than foreign-born adults to hold an advanced degree.
- Adults without a disability were more likely to hold a bachelor’s degree or more than adults with a disability.