

DEFINING THE HIGHER EDUCATION MARKET

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CASE District IV Conference

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Research that Matters

Overview

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- Provide data showing the distribution of private gifts among colleges and universities.
- The results suggest that community colleges have the greatest need for private giving among all types of colleges.

Gifts Reported as Revenue

- Revenues from private entities. These include gifts or contributions (including contributed services). Includes bequests, pledges, gifts from an affiliated organization, and income from funds held in irrevocable trusts or distributable at the direction of the trustees of the trusts. Excludes gifts classified as additions to permanent endowments, or as capital grants and gifts.
- Grants and contracts revenues from private donors. Includes only those gifts, grants, and contracts that are directly related to instruction, research, public service, or other institutional purposes. Includes gifts, grants, or contracts from a foreign government. Also includes the estimated dollar amount of contributed services.

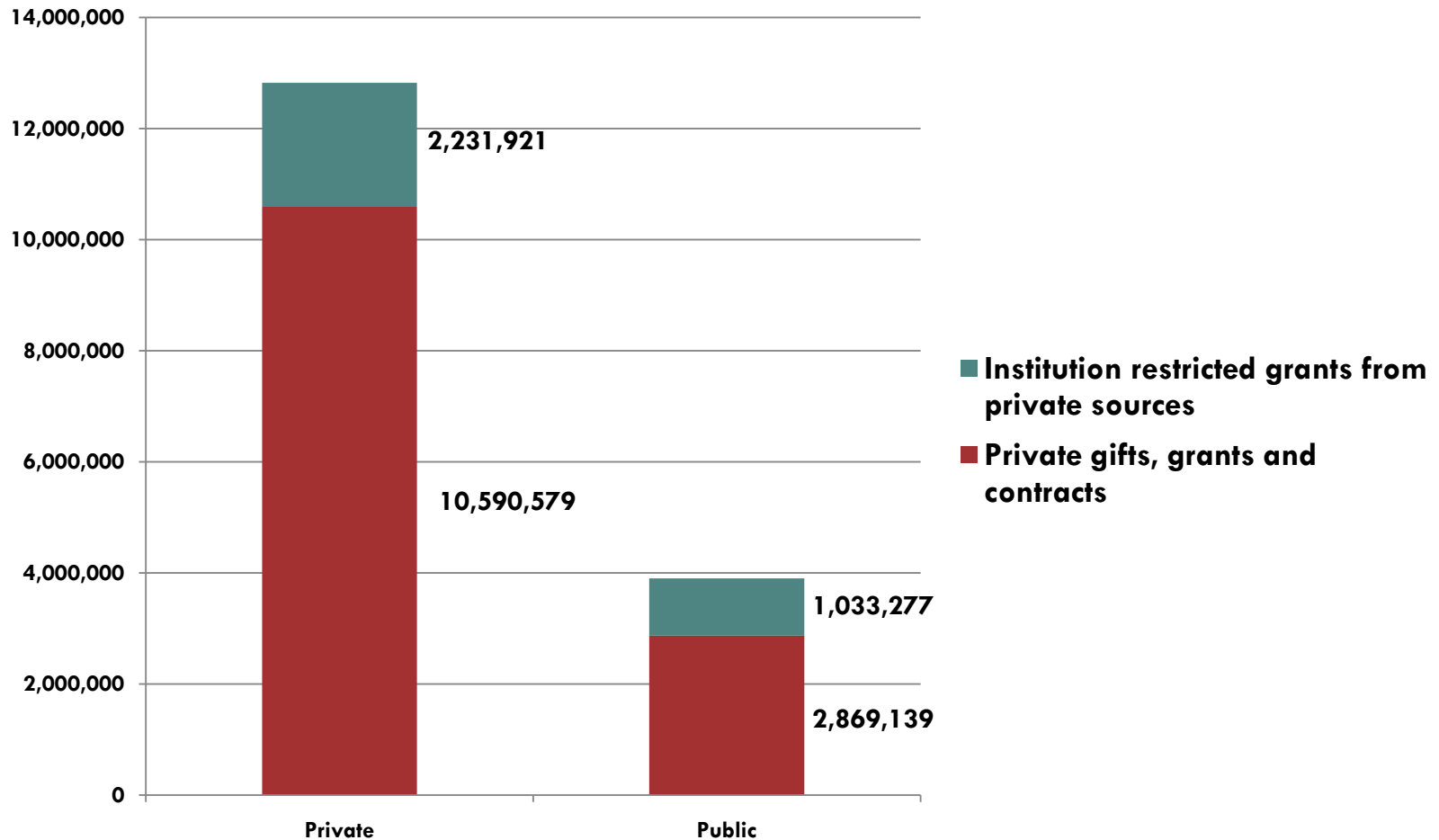
Size of the Market

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	Number of institutions	Average enrollment (FTE)
Private	1,984	1,588
Public	2,121	4,634

Difference in Giving: Average for Public and Private Colleges

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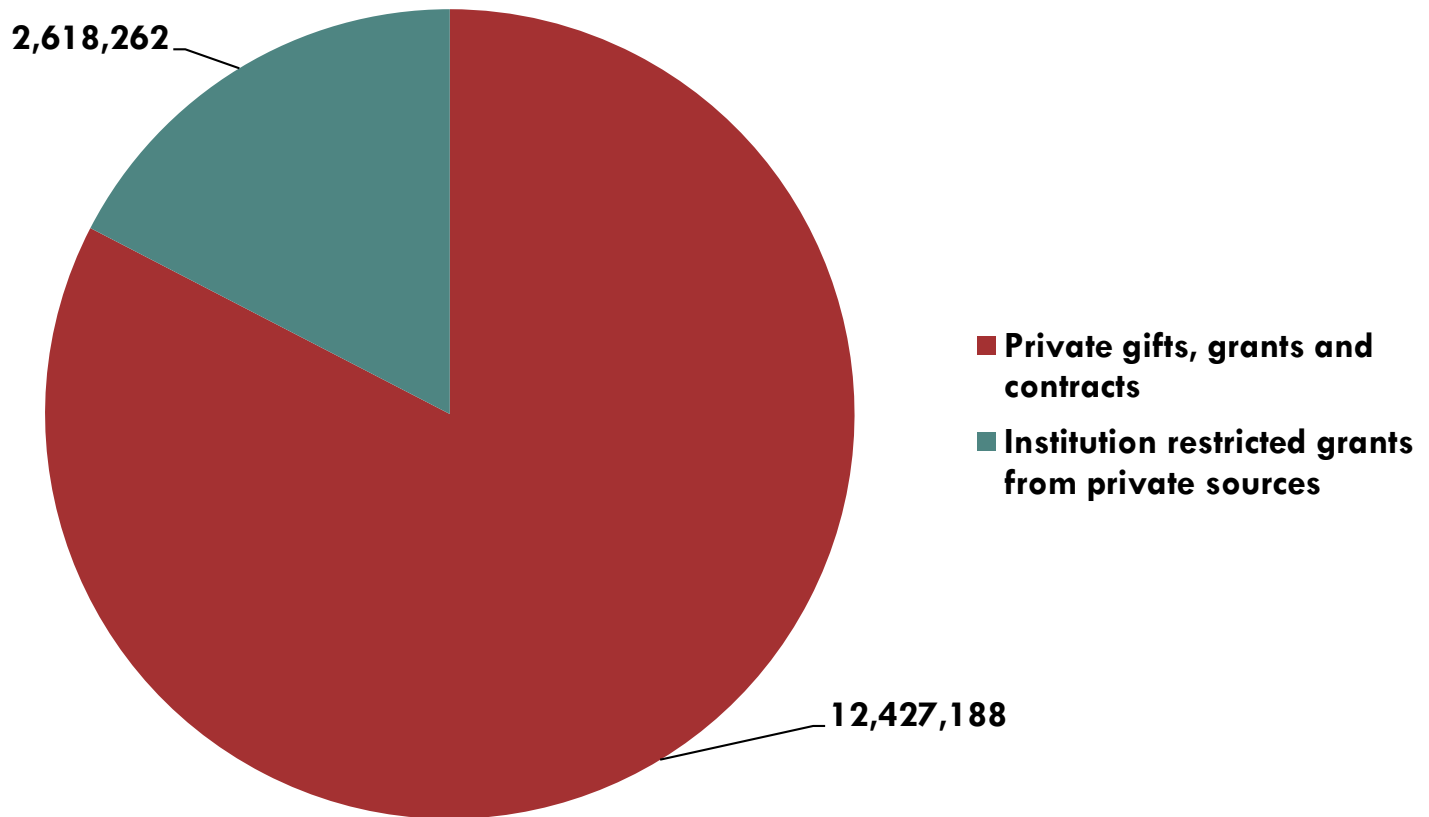
Private College Market

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	Average enrollment	Number of institutions
Private 2-year	216	225
Private 4-year or above	1,858	1,648
Private less-than 2-year	195	111

Private Gifts to Private 4-Year Colleges

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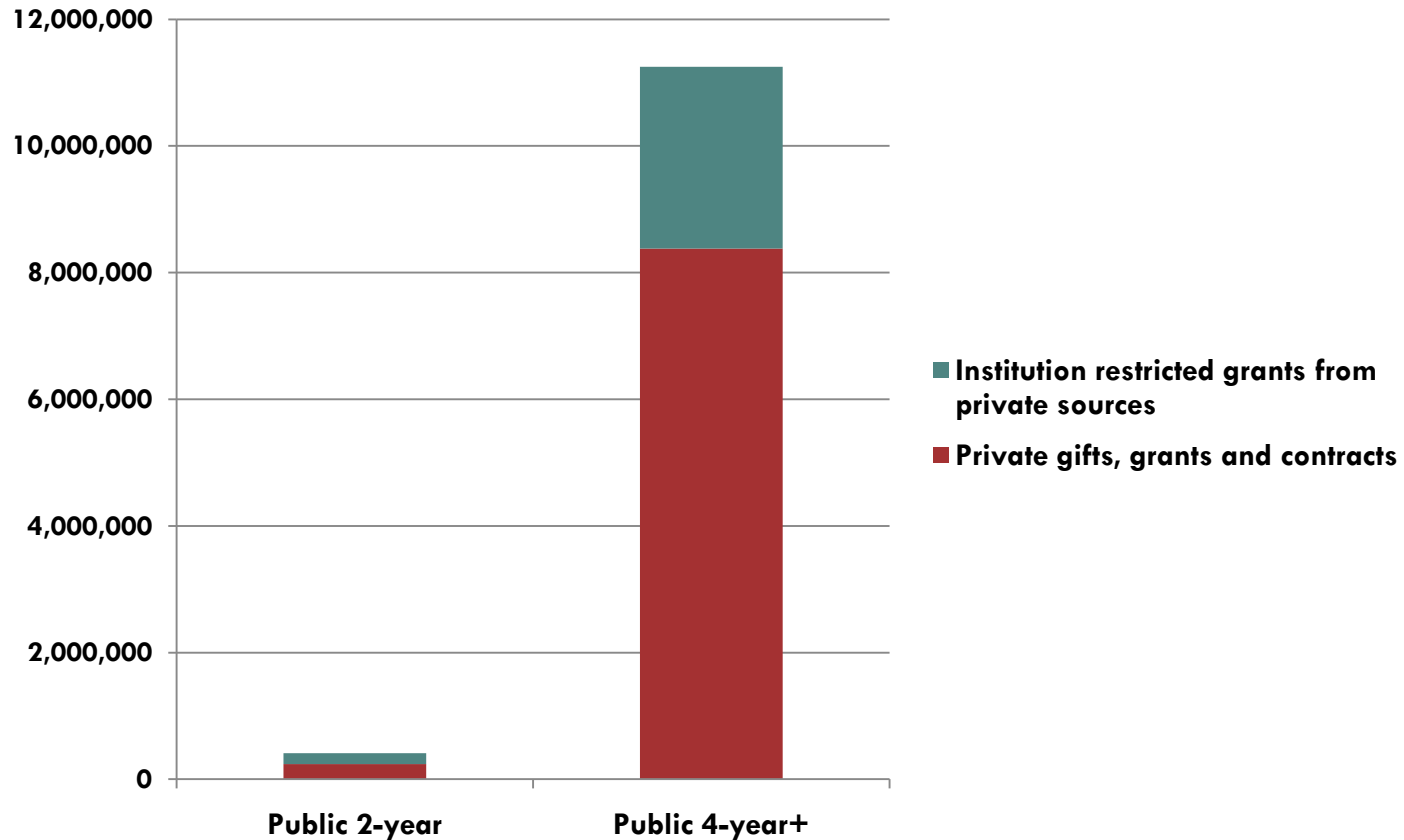


Public College Market

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Sector	Average enrollment	Number of institutions
Public, 2-year	3,202	1,176
Public, 4-year or above	8,727	667
Public, less-than 2-year	161	278

Private Gifts to Public Institutions



Total Amount Spent per Student in Public 2- and 4-year Colleges(2005-06)

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- 4-year public \$33,323
- 2-year public \$11,339

Unrealized Potential

- Community colleges raise only about 3.5 percent of the \$34 billion raised annually by all colleges and universities.
- They enroll half of all students starting college, many of whom are first-generation college students and/or low-income students.
- They train workers for critical industries in the community.

Efforts that are Underway

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- The **Council for Resource Development (CRD)** is positioning itself as the education and networking choice for community college development professionals.
- The **Bernard Osher Foundation** gave \$70 million to California community college students, the largest gift ever given to community colleges.

Efforts that are Underway

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- The **Bill & Melinda Gates Foundation** will spend \$250 million over the next 5 years to double the number of low-income students who earn a college degree or complete a certificate program, mostly at community colleges.
- *Achieving the Dream: Community Colleges Count* is a multi-year effort of the **Lumina Foundation**.
- The **Jack Kent Cooke Foundation** in Virginia is helping high-achieving community college students.
- The **Obama administration** has made completion of one year of college a goal for all students.

Top 5 Community Colleges in Private Gifts Received, 2006

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Ivy Tech State College	\$15,349,718
Indian River Community College	15,222,667
Maricopa Community College District	11,281,013
Santa Rosa Junior College	7,209,931
SUNY Westchester Community College	6,593,877

Making the Case for Community Colleges

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- Needs are increasing while public support is decreasing.
- Community colleges contribute to the local economy.
- We are falling behind other countries in educational achievement.
- Community colleges help low-income and first-generation college students.

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