# Student Recruitment Context: Programs

<table>
<thead>
<tr>
<th></th>
<th>Institutions</th>
<th>M.Arch/ D.Arch</th>
<th>B.Arch</th>
<th>Preprofessional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accredited</td>
<td>123</td>
<td>105</td>
<td>50</td>
<td>82</td>
</tr>
<tr>
<td>Candidate</td>
<td>15</td>
<td>9</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Eligibility</td>
<td>6</td>
<td>6</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

Source: NAAB
Student Recruitment Context: Students

40,578 Enrolled Students, 2015-16

- B.Arch 59%
- M.Arch/D.Arch 41%

9,295 Degrees Awarded, 2015-16

- Undergraduate 74%
- Graduate 26%

6,042 Professional Degrees

Source: NAAB
Trends in Student Enrollment, AY2008-09 to 2015-16

Source: NAAB

Hi/Low Δ: -11%
Trends in First Time Enrollment, AY2008-09 to 2015-16

<table>
<thead>
<tr>
<th></th>
<th>Hi/Low Chg.</th>
<th>Net Change 09-16</th>
</tr>
</thead>
<tbody>
<tr>
<td>B.Arch</td>
<td>-26%</td>
<td>-9%</td>
</tr>
<tr>
<td>M.Arch/D.Arch</td>
<td>-29%</td>
<td>-18%</td>
</tr>
<tr>
<td>Preprofessional</td>
<td>-28%</td>
<td>-28%</td>
</tr>
</tbody>
</table>

Source: NAAB

Source: Wall Street Journal, NCES
<table>
<thead>
<tr>
<th>Program</th>
<th>Applications</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>B.Arch</td>
<td>60% report increase in applications</td>
<td>67% report increase in enrollment</td>
</tr>
<tr>
<td>Preprof.</td>
<td>70% reported increases in applications and/or enrollment</td>
<td></td>
</tr>
<tr>
<td>M.Arch/D.Arch</td>
<td>Applications: slightly more decreases, many are more than -15%</td>
<td>Enrollment: 51% report increase, 36% decrease</td>
</tr>
</tbody>
</table>

Source: ACSA
White Students No Longer the Majority in 2016 Accredited Professional Degree Programs

2009

2016

White
Hispanic/Latino
African-American/Black
International
Asian
Native American
Native Hawaiian/PI
Two or more

Source: NAAB
Change in Demographic Diversity

Accredited Professional Degree Programs

-27%

+176%

+18%

-18%

-13%

Source: NAAB
Study Architecture
Chegg/NRCCUA
Who?

High School Students
Juniors+
What?
Banner Ads + Social Media Posts

MAKE AN IMPACT.
STUDY ARCHITECTURE.
studyarchitecture.com

DESIGN YOUR FUTURE.
STUDY ARCHITECTURE.
studyarchitecture.com

#imadethat
Kagyu. Thank University
Design Your Future.
Study Architecture.

#imadethat
Kay, New Jersey Institute of Technology
Design Your Future.
Study Architecture.
Where?

Where they are
Social Media/Websites
#imadedthat
- Keegan, Rice University
@keeganeberth

12,000 Emails
1.3 Million Impressions
June-September

Since launch of Chegg campaign: + 8.43% users in 1 month

StudyArchitecture.com
What’s Next?