

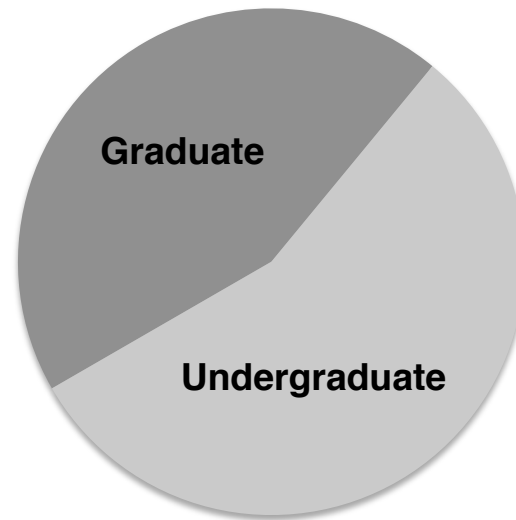
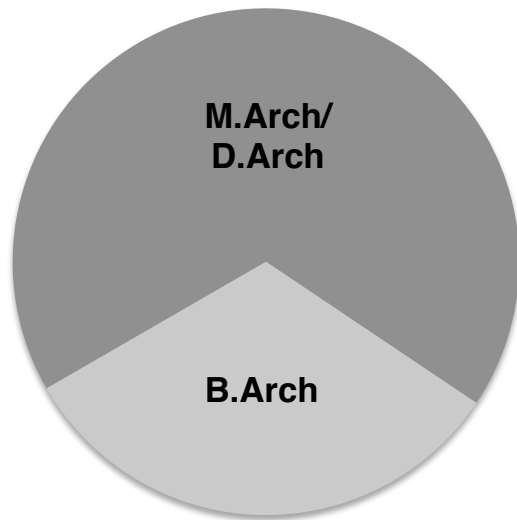
# CRUSSING BOUNDARIES

ALBUQUERQUE | 2017

ACSA ADMINISTRATORS CONFERENCE

# Student Recruitment Context: Programs

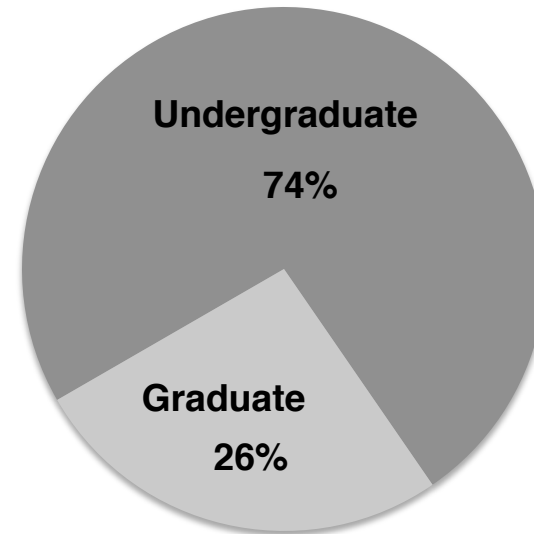
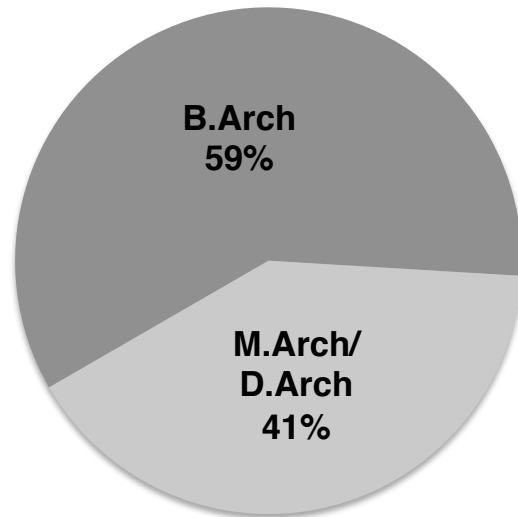
	Institutions	M.Arch/ D.Arch	B.Arch	Preprofessional
Accredited	123	105	50	82
Candidate	15	9	7	
Eligibility	6	6	3	



Source: NAAB

# Student Recruitment Context: Students

40,578 Enrolled Students, 2015-16

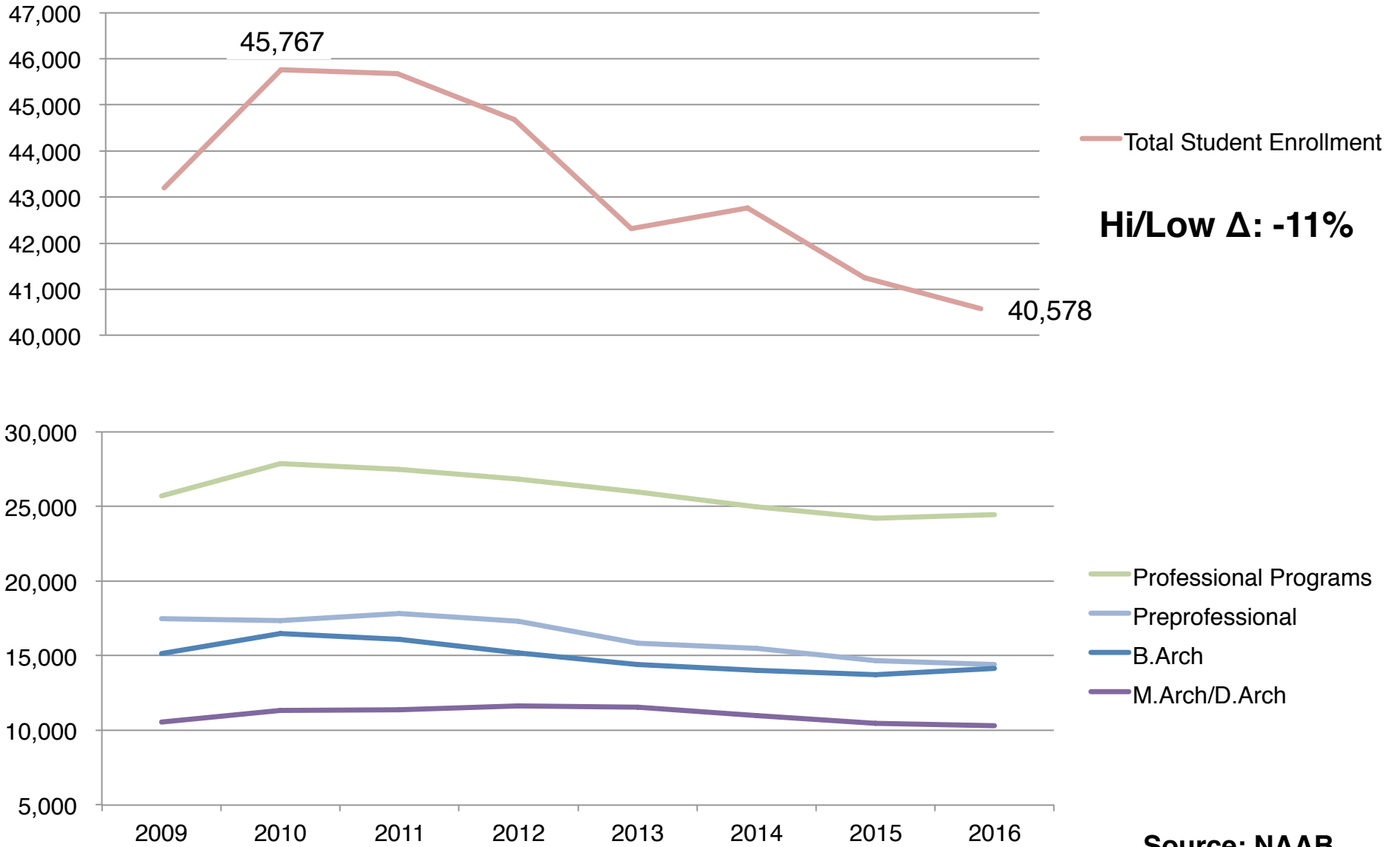


9,295 Degrees Awarded, 2015-16

6,042 Professional Degrees

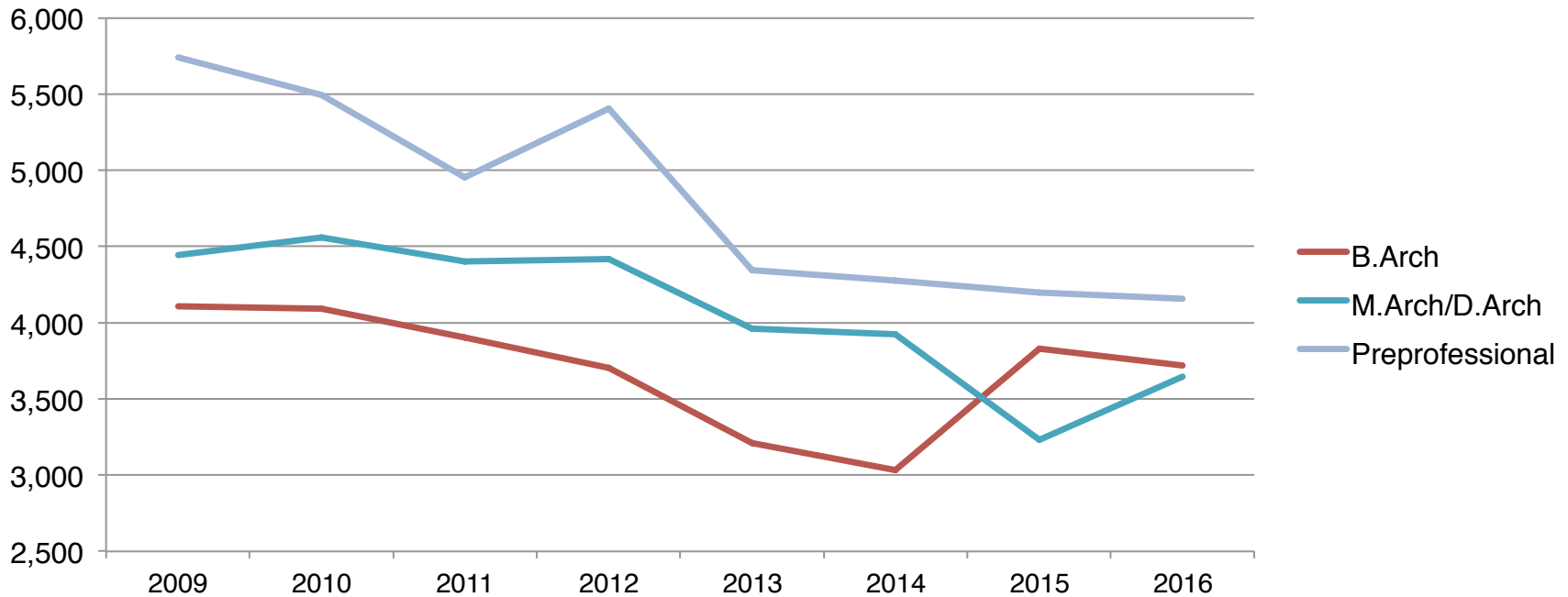
Source: NAAB

# Trends in Student Enrollment, AY2008-09 to 2015-16



Source: NAAB

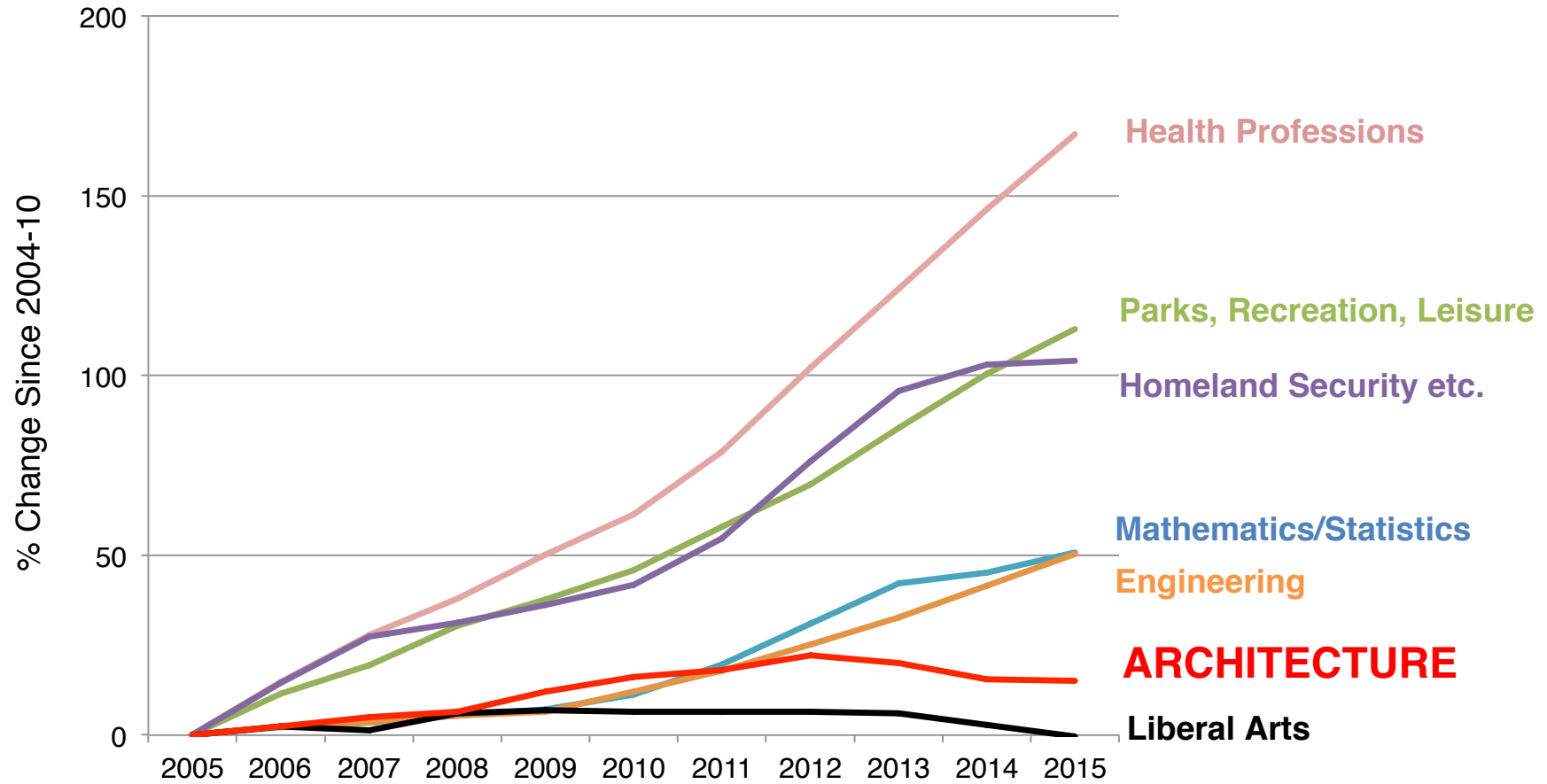
# Trends in First Time Enrollment, AY2008-09 to 2015-16



	Hi/Low Chg.	Net Change 09-16
B.Arch	-26%	-9%
M.Arch/D.Arch	-29%	-18%
Preprofessional	-28%	-28%

Source: NAAB

# Trends in Degrees Awarded, 2005-2015: A Wider Context



Source: Wall Street Journal, NCES

# ACSA Budget and Enrollment Survey for 2017-18

B.Arch	60% report increase in applications 67% report increase in enrollment
Preprof.	70% reported increases in applications and/or enrollment
M.Arch/ D.Arch	Applications: slightly more decreases, many are more than -15% Enrollment: 51% report increase, 36% decrease

## White Students No Longer the Majority in 2016 Accredited Professional Degree Programs

2009



2016



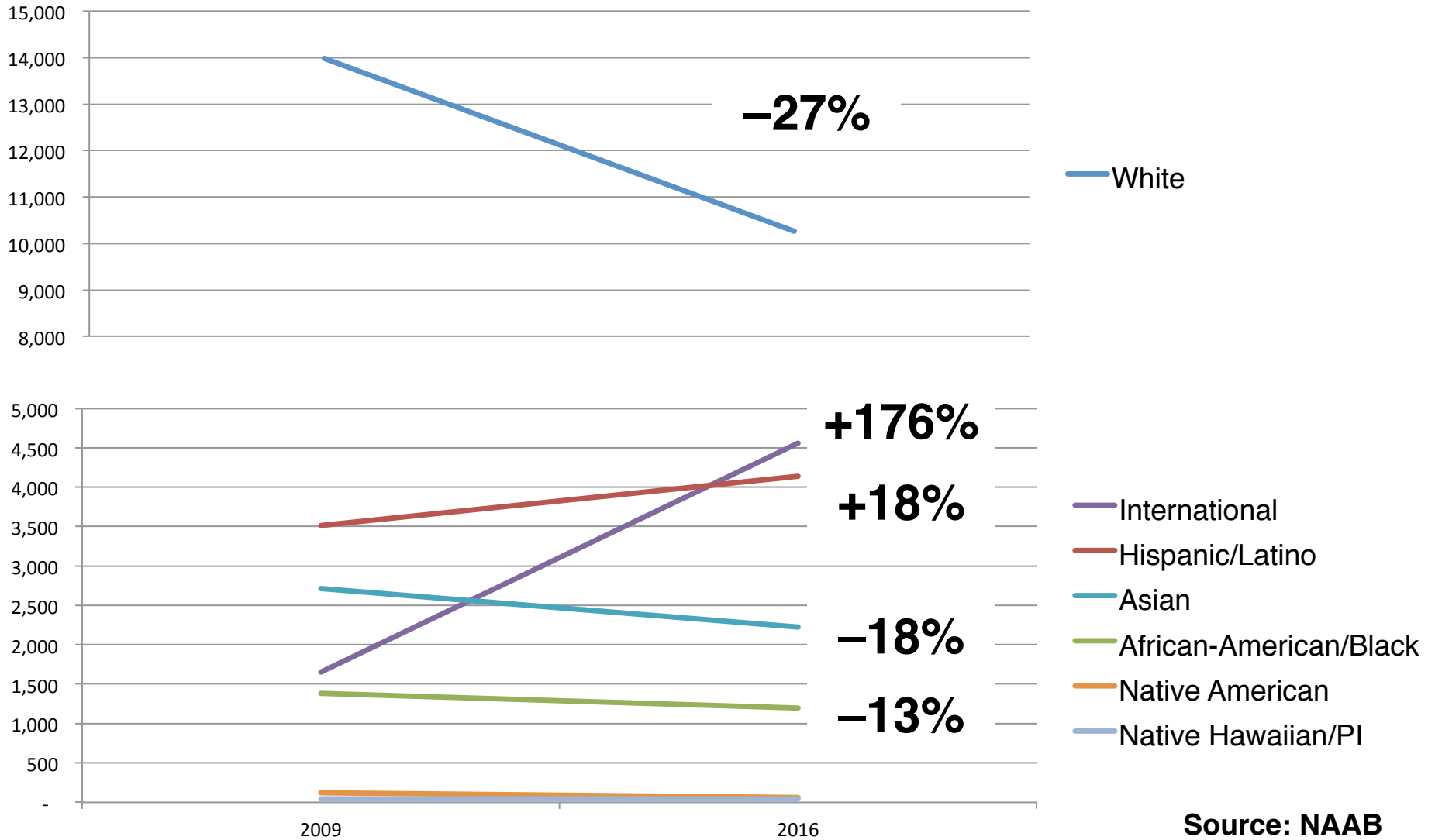
- White
- Hispanic/Latino
- African-American/Black
- International
- Asian
- Native American
- Native Hawaiian/PI
- Two or more

Source: NAAB



# Change in Demographic Diversity

## Accredited Professional Degree Programs



Source: NAAB



# Study Architecture

**Chegg/NRCCUA**

# Who?



**High School Students**  
Juniors+

# What?

Banner Ads + Social Media Posts



# Where?

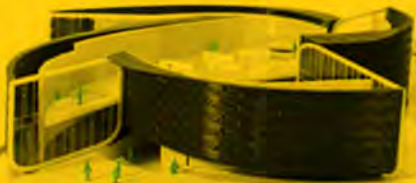


**Where they are**  
Social Media/Websites

# #imadethat

- Keegan, Rice University

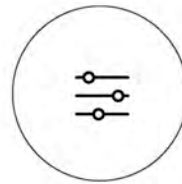
@keegan.hebert



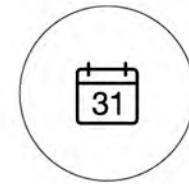
 StudyArchitecture.com



12,000 Emails



1.3 Million Impressions



June-September

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



**What's Next?**