

## ENVIRONMENTAL SCAN

Fall 2022

## Top Competing Schools for CAS

Which colleges and universities are the biggest competitors for Bethel's College of Arts and Sciences (CAS)? A good way to identify top competing schools is to determine where new freshmen enrolled who were admitted to Bethel but went elsewhere. For several years Bethel has participated in the Student Tracker service of the National Student Clearinghouse which is able to identify where over 90% of U.S. college students are enrolled. Some highlights for Bethel:

- The University of MN—Twin Cities was Bethel University's largest competitor for the fourth year in a row. 7.5% of freshman candidates admitted at Bethel ended up enrolling at the U of MN—Twin Cities.
- Historically, Bethel's biggest competitor is also the closest to us – the University of Northwestern – St. Paul (formerly Northwestern College). In Fall 2022, 5.8% of freshmen candidates admitted at Bethel enrolled at Northwestern.
- The University of St. Thomas (St. Paul) has become the third largest competitor. Compared to enrolling 2.9% of Bethel's admitted freshman in Fall 2021, 4.3% of Bethel's admitted freshman enrolled at St. Thomas in the Fall 2022.
- For the third time, Grand Canyon University has risen to be the fourth top competitor. In Fall 2022, 2.7% (28 students) of freshmen candidates admitted at Bethel enrolled at Grand Canyon. This is a slight increase from the 2.2% that enrolled at Grand Canyon Fall 2021.
- Between the onset of the recession in 2008 and 2019, the percentage of admitted Bethel freshmen going to other private schools has fallen. It has moderately increased between 2020 and 2022. The percentage attending public colleges and universities continued to rise through 2019 and then fell during the pandemic. It again began to increase in 2022 (see following chart).
- The percentage of admitted freshmen who opted to not enroll in college right away has continued to rise since the onset of the recession through 2015. The rate has largely remained consistent since 2016. It is of interest to note no significant change in this metric for Fall 2020 given the hesitancy of some students to enroll during the pandemic. The percentage of students who were admitted to Bethel and did not enroll in any college in Fall 2022 decreased to the lowest percentage in the past decade.

See the following chart for more information about "lost" students over the past five years.



Fall of:		2018		2019		2020		2021		2022	
Schools enrolling 15 or more new freshmen who were admitted at Bethel		UNW-SP (67)		UM-TC (99)		UM-TC (72)		UM-TC (93)		UM-TC (77)	
		St. Thomas (58)		UNW-SP (62)		UNW-SP (71)		UNW-SP (65)		UNW-SP (60)	
		UM-TC (42)		St. Thomas (55)		St. Thomas (55)		St. Thomas (33)		St. Thomas (44)	
		Gustavus (23)		Dordt (28)		Grand Canyon-Trad (29)		Grand Canyon-Trad (25)		Grand Canyon-Trad (28)	
		UM-Duluth (23)		Winona State (24)		St. Catherine (20)		Gustavus Adolphus (22)		Gustavus Adolphus (22)	
	St. Catherine (21)		Augsburg (23)		UM-Duluth (20)		Hamline (21)		UMD (21)		
	Wheaton (21)		Wheaton (23)		Anoka Ramsey CC (18)		Augsburg (20)		Augsburg (20)		
			UW-RF (21)		Mankato St (17)		Wheaton (19)		Liberty (18)		
					UW-Eau Claire (15)		St.Benedict (17)		Mankato St (17)		
					Wheaton (15)		NDSU, St. Olaf & UMD (16)		St. Scholastica (16)		
							Anoka Ramsey CC & St. Catherine (15)		St. Catherine (15)		
<b>Minnesota</b>	<b>% of Tot</b>	<b>Number</b>	<b>% of Tot</b>	<b>Number</b>	<b>% of Tot</b>	<b>Number</b>	<b>% of Tot</b>				
4-year Private	24.6%	302	24.6%	301	25.3%	282	27.0%	273	24.1%	264	25.8%
2-year Private	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>All MN Private</b>	<b>24.6%</b>	<b>302</b>	<b>24.6%</b>	<b>301</b>	<b>25.3%</b>	<b>282</b>	<b>27.0%</b>	<b>273</b>	<b>24.1%</b>	<b>264</b>	<b>25.8%</b>
4-year Public	13.3%	126	13.3%	170	14.3%	138	13.2%	145	12.8%	139	13.6%
2-year Public	7.4%	57	7.4%	70	5.9%	77	7.4%	63	5.6%	45	4.4%
<b>All MN Public</b>	<b>20.6%</b>	<b>183</b>	<b>20.6%</b>	<b>240</b>	<b>20.2%</b>	<b>215</b>	<b>20.6%</b>	<b>208</b>	<b>18.4%</b>	<b>184</b>	<b>18.0%</b>
<b>Other States</b>											
4-year Private	25.1%	249	25.1%	287	24.1%	249	23.8%	298	26.3%	274	26.8%
2-year Private	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>All Other Private</b>	<b>25.1%</b>	<b>249</b>	<b>25.1%</b>	<b>287</b>	<b>24.1%</b>	<b>249</b>	<b>23.8%</b>	<b>298</b>	<b>26.3%</b>	<b>274</b>	<b>26.8%</b>
4-year Public	11.4%	132	11.4%	175	14.7%	131	12.5%	140	12.4%	158	15.5%
2-year Public	1.6%	17	1.6%	18	1.5%	15	1.4%	19	1.7%	18	1.8%
<b>All Other Public</b>	<b>13.0%</b>	<b>149</b>	<b>13.0%</b>	<b>193</b>	<b>16.2%</b>	<b>146</b>	<b>14.0%</b>	<b>159</b>	<b>14.1%</b>	<b>176</b>	<b>17.2%</b>
<b>Unknown</b>	<b>16.7%</b>	<b>224</b>	<b>16.7%</b>	<b>168</b>	<b>14.1%</b>	<b>153</b>	<b>14.6%</b>	<b>193</b>	<b>17.1%</b>	<b>124</b>	<b>12.1%</b>
<b>Total</b>		<b>1107</b>		<b>1189</b>		<b>1045</b>		<b>1131</b>		<b>1022</b>	
<b>ALL PRIVATE</b>	<b>49.7%</b>	<b>551</b>	<b>49.7%</b>	<b>588</b>	<b>49.5%</b>	<b>531</b>	<b>50.8%</b>	<b>571</b>	<b>50.5%</b>	<b>538</b>	<b>52.6%</b>
<b>ALL PUBLIC</b>	<b>33.6%</b>	<b>333</b>	<b>33.6%</b>	<b>433</b>	<b>36.4%</b>	<b>361</b>	<b>34.5%</b>	<b>367</b>	<b>32.4%</b>	<b>360</b>	<b>35.2%</b>
<b>ALL 4-YEAR</b>	<b>74.4%</b>	<b>810</b>	<b>74.4%</b>	<b>933</b>	<b>78.5%</b>	<b>800</b>	<b>76.6%</b>	<b>856</b>	<b>75.7%</b>	<b>835</b>	<b>81.7%</b>
<b>ALL 2-YEAR</b>	<b>8.9%</b>	<b>74</b>	<b>8.9%</b>	<b>88</b>	<b>7.4%</b>	<b>92</b>	<b>8.8%</b>	<b>82</b>	<b>7.3%</b>	<b>63</b>	<b>6.2%</b>
<b>Source: National Clearinghouse, "Student Tracker"</b>											

