



# Admissions Yield, Competition, and Non-Consumerism

NCAIR 2026

Jenna Tucker

# Agenda

**01** What is non-consumerism?

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**02** Why is it worth investigating?

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**03** Methodology tips

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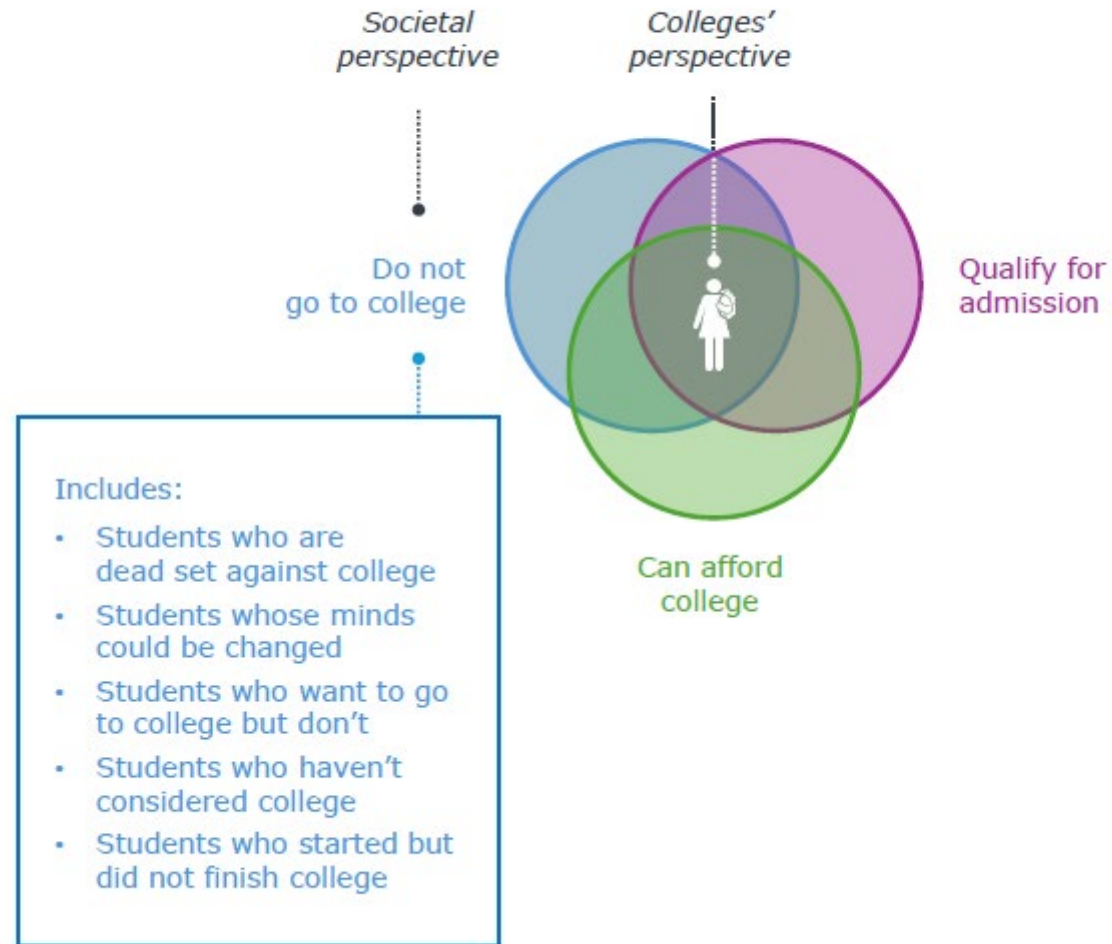
**04** UNCG's findings

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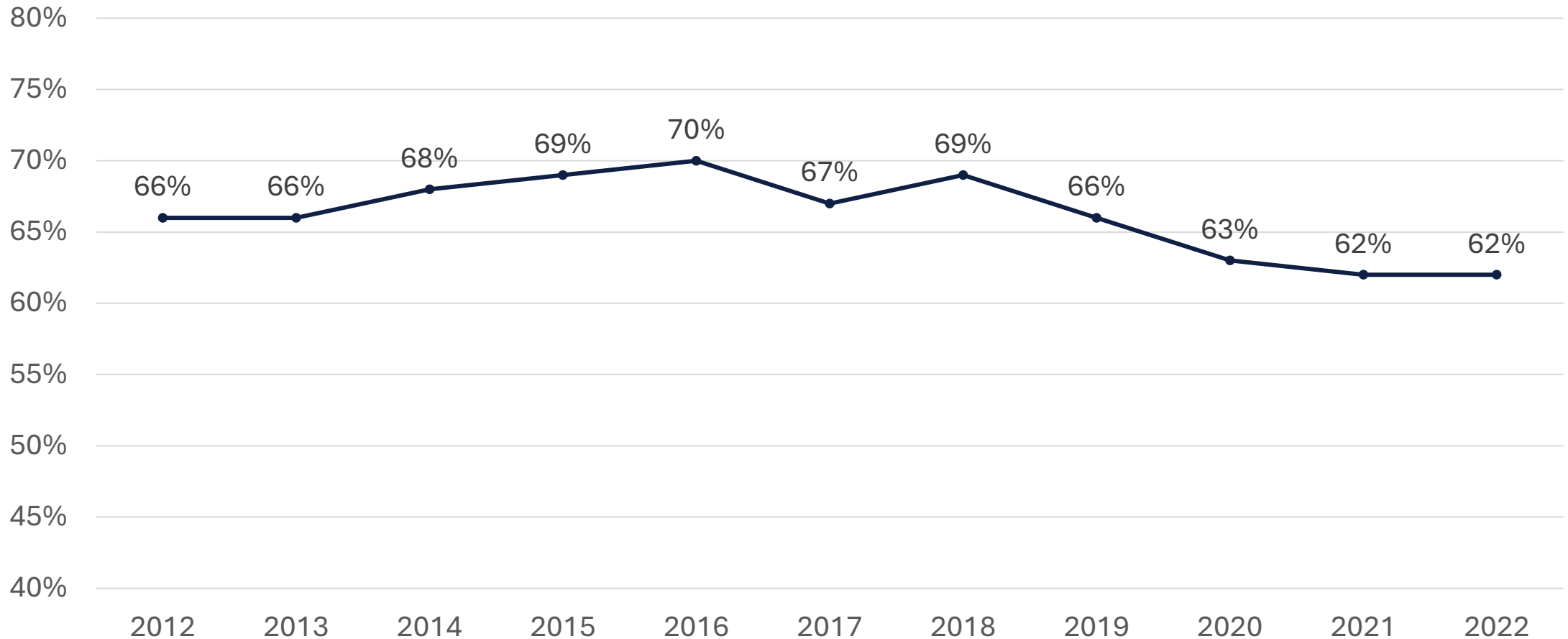
**05** Challenges and discussion

## Characteristics of Non-Consumers

*Societal Perspective Versus Colleges' Perspective*



# Immediate College Enrollment Rate



National Center for Education Statistics. (2024). Immediate College Enrollment Rate. *Condition of Education*. U.S. Department of Education, Institute of Education Sciences. Retrieved March 22, 2026 from <https://nces.ed.gov/programs/coe/indicator/cpa>.

## Number of Non-Consumers, by Household Income, United States

*High School Graduates Aged 19 to 20 Not Enrolled at Any College*

Household income	Number of non-consumers		Change, 2012–2021
	2012	2021	
> \$300K	18,216	42,426	+133%
\$150K to 300K	123,420	256,020	+107%
\$100K to \$150K	253,522	349,289	+38%
\$50K to \$100K	73.3%	62.4%	+1%
< \$50K			-3%

Non-consumption is growing most quickly among students from households earning more than \$100K annually—a group that accounts for more than a third of all nonconsumers.



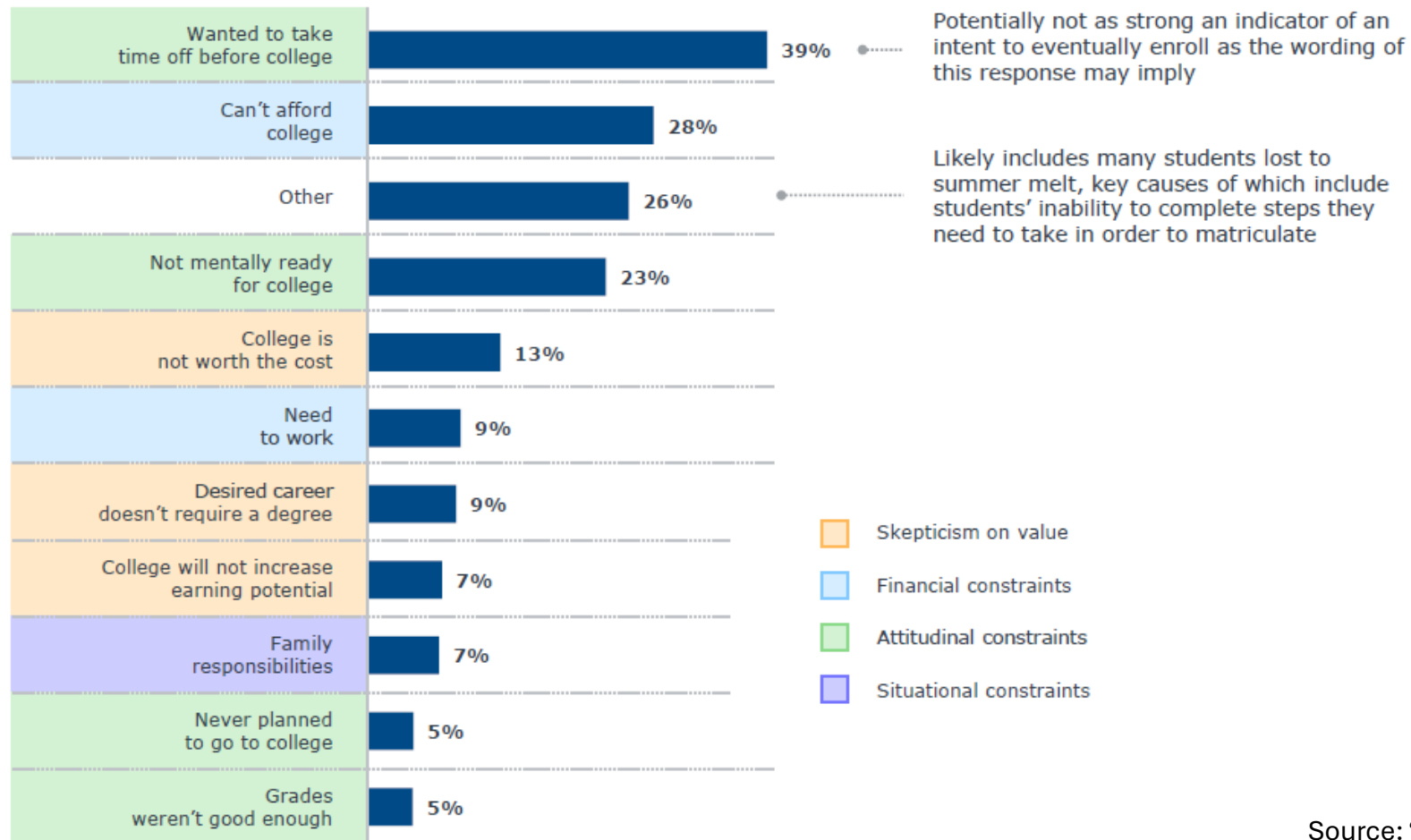
# Why?

- Pandemic effects
- Concerns about ROI
- Alternatives to higher ed
- Job opportunities

# Why??

## Reasons High School Graduates Give for Opting Out of College<sup>1</sup>

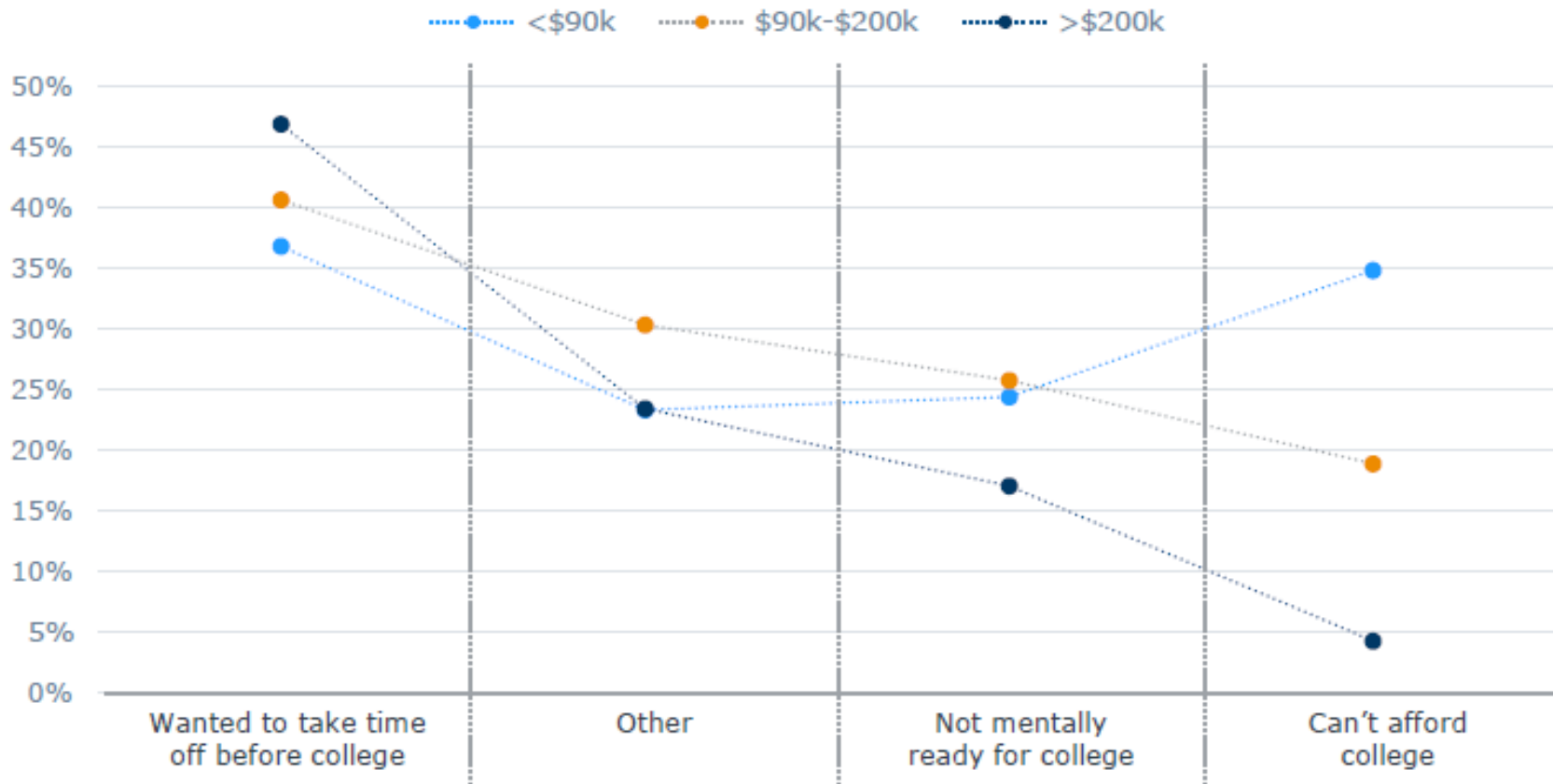
EAB First-Year Experience Survey



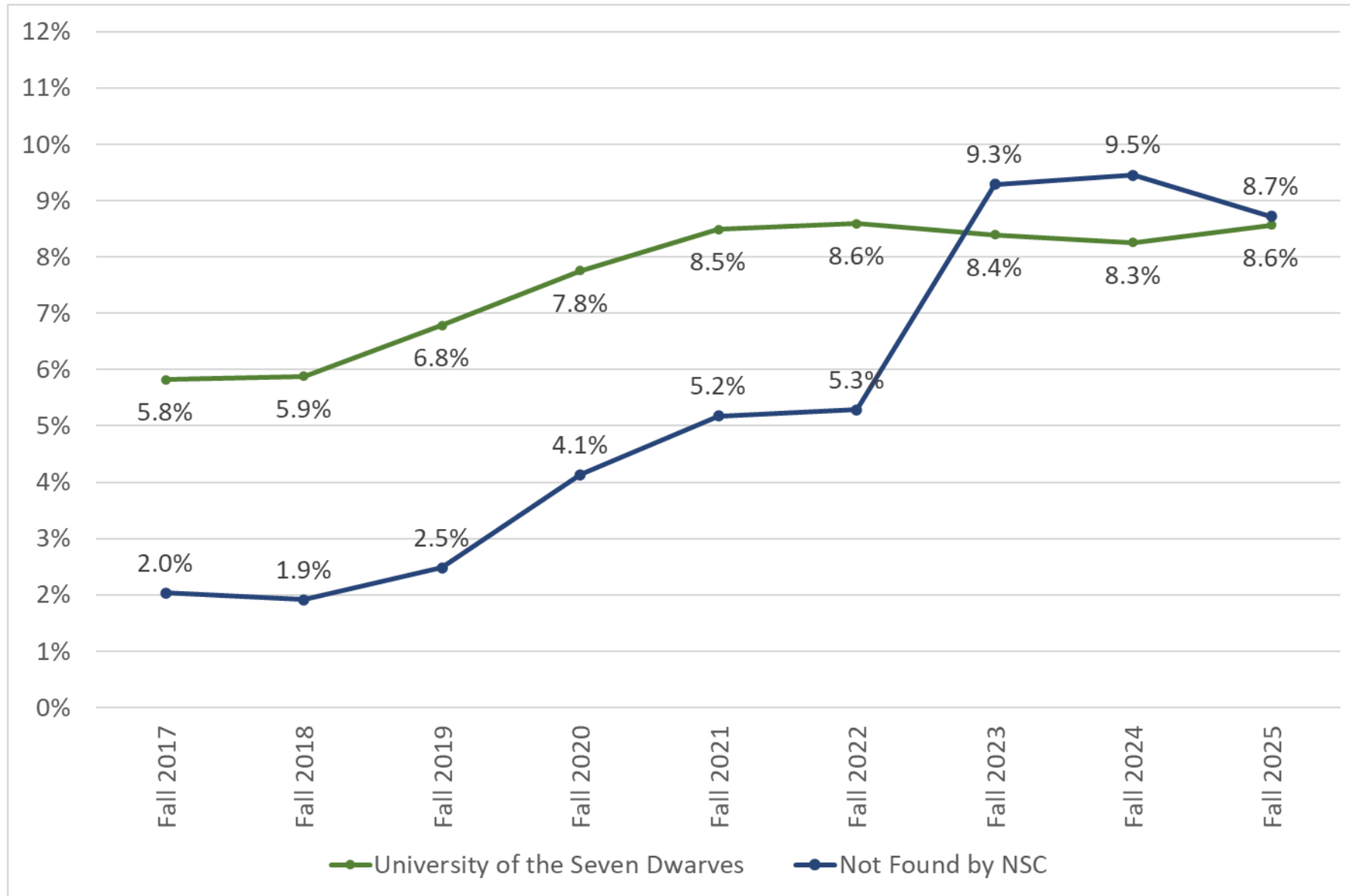
# Income Differences

## Reasons Non-Consumers Give for Opting Out of College<sup>1</sup>

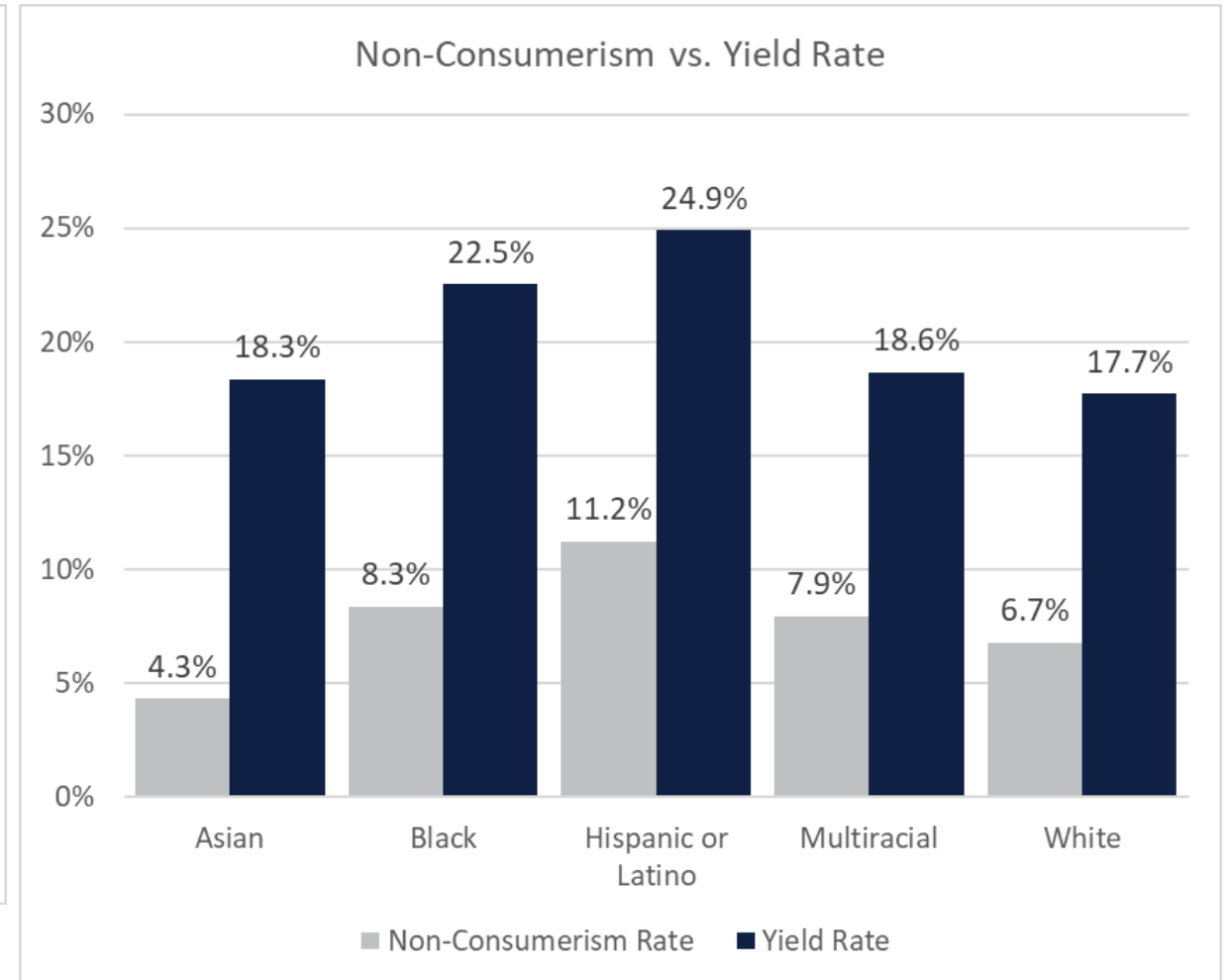
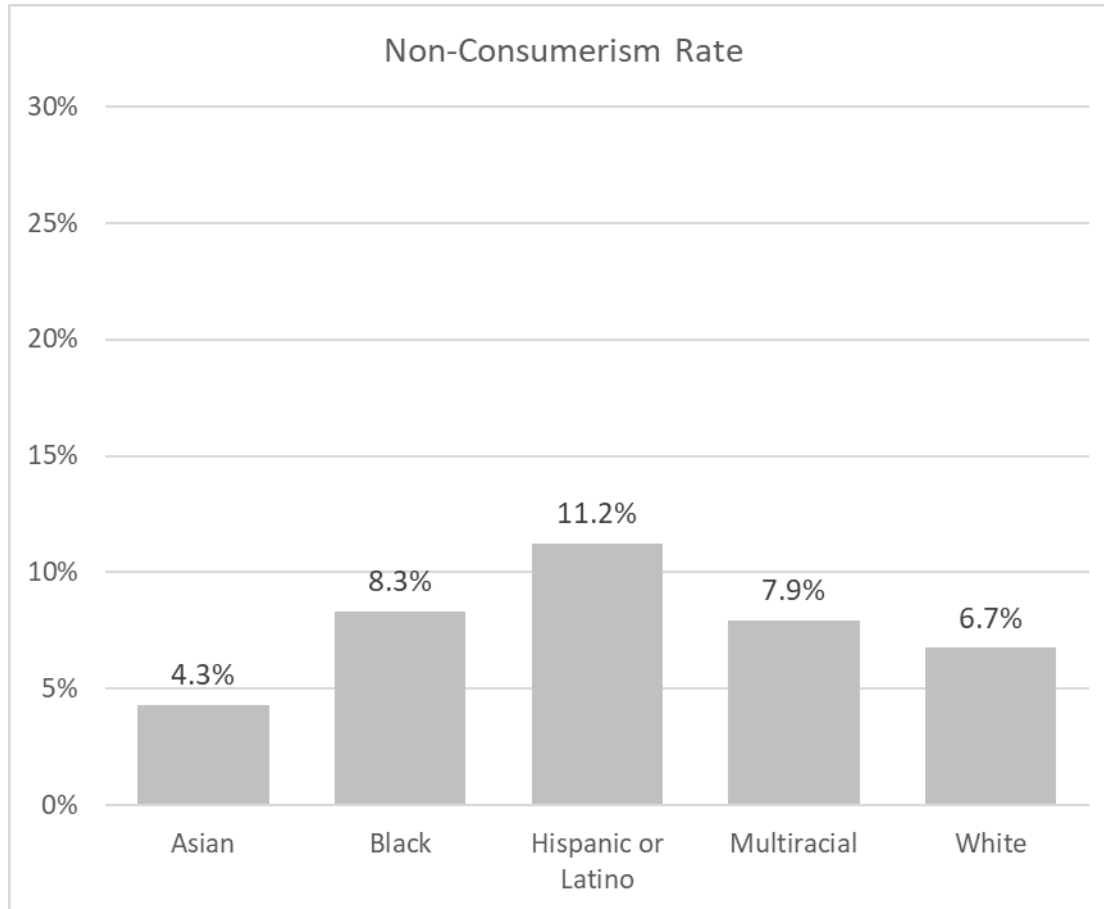
Reasons Cited by 20% or More of Poll Respondents, by Household Income



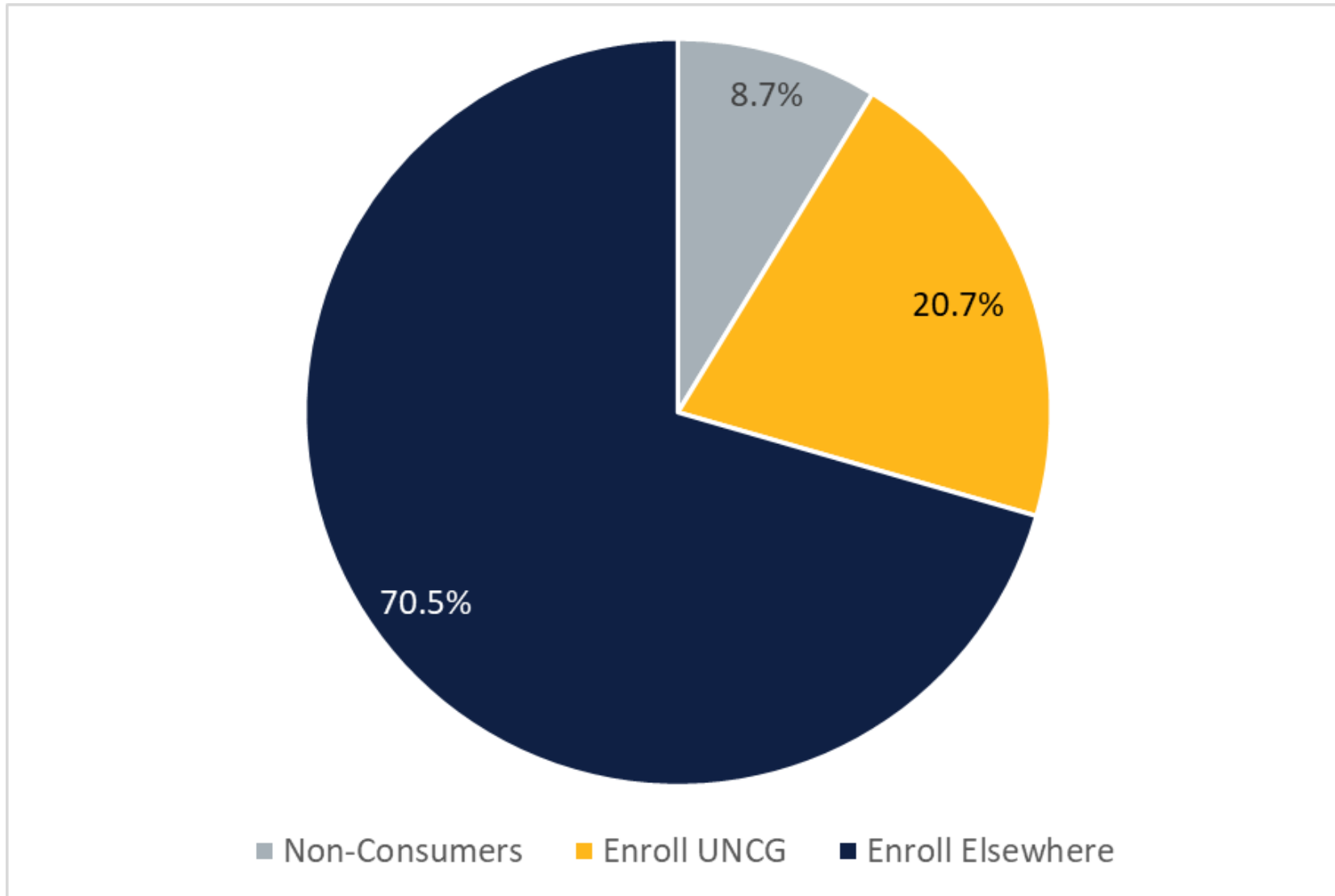
# UNCG - Percentage of Admitted FTICs



# Non-Consumerism vs. Yield – Fall 2025



# FTIC Admitted Applicants – Fall 2025



# Methods (Fall Timing)

- Post-census, identify admits who aren't enrolled
- Prepare a “Declined Admissions” search for Clearinghouse
- Search Date = Aug 1
- Submit Nov 15 or later (ideally)
- Include student IDs as a “Requester Return Field” so you can match them back later

# Aggregate Report

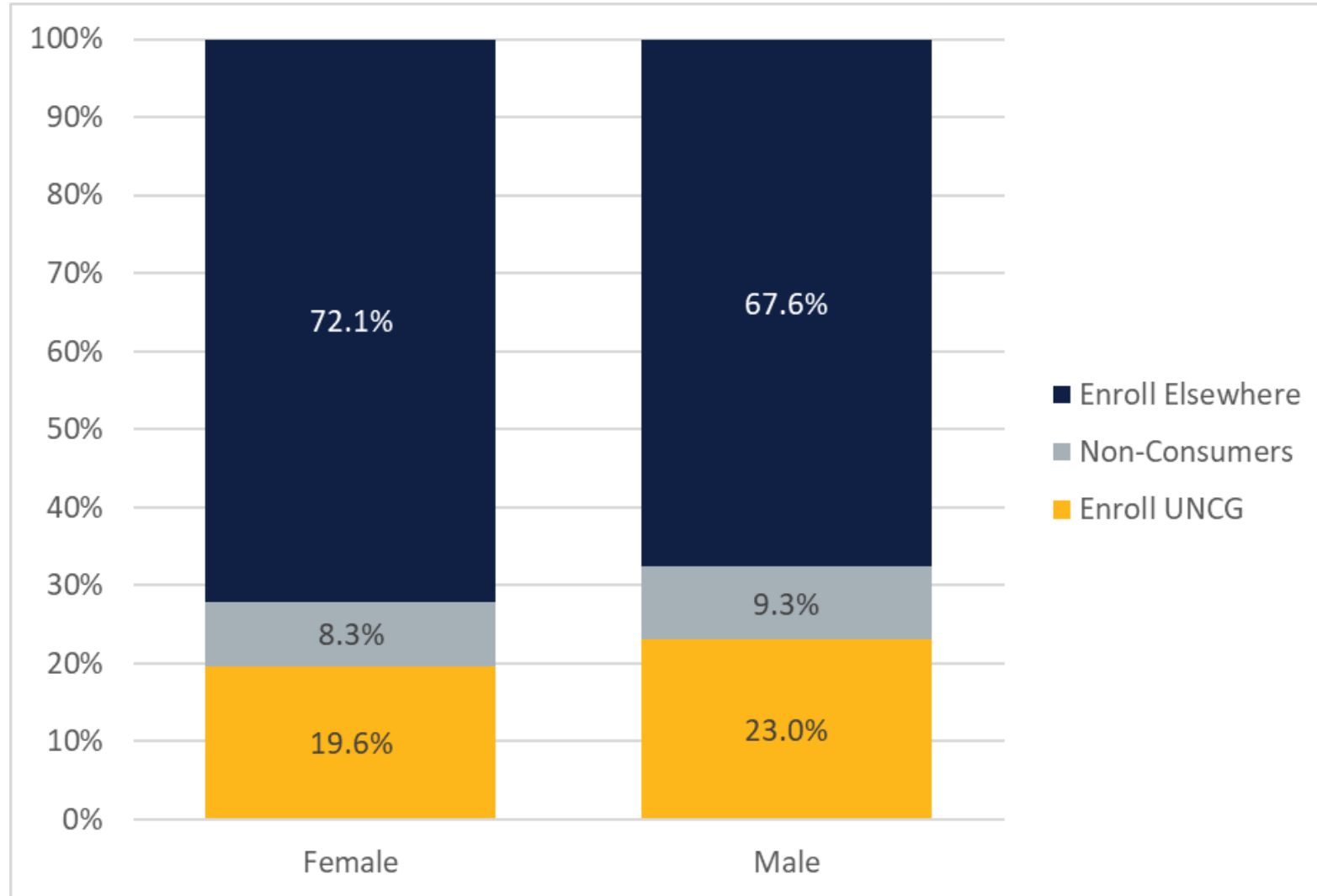
SCHOOL CODE	SCHOOL NAME	SCHOOL TYPE	PUBLIC/PRIVATE	STATE	% OF STUDENTS	# OF STUDENTS-ID'D AT INITIAL SCHOOL	# OF STUDENTS-INITIAL SCHOOL BLOCKED	# OF STUDENTS-INITIAL SCHOOL ON DETAIL REPORT
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002975-00	UNIVERSITY OF THE SEVEN DWARVES	4	Public	NC	10.04%	1313	1	1312
002972-00	UNIVERSITY OF THE BIG BAD WOLF	4	Public	NC	6.05%	791	1	790
002906-00	SASQUATCH UNIVERSITY	4	Public	NC	4.87%	637	0	637
002905-00	UNIVERSITY OF OLD MCDONALD	4	Public	NC	4.69%	614	0	614
002923-00	CAPTAIN HOOK UNIVERSITY	4	Public	NC	4.50%	588	0	588

# Detail Report

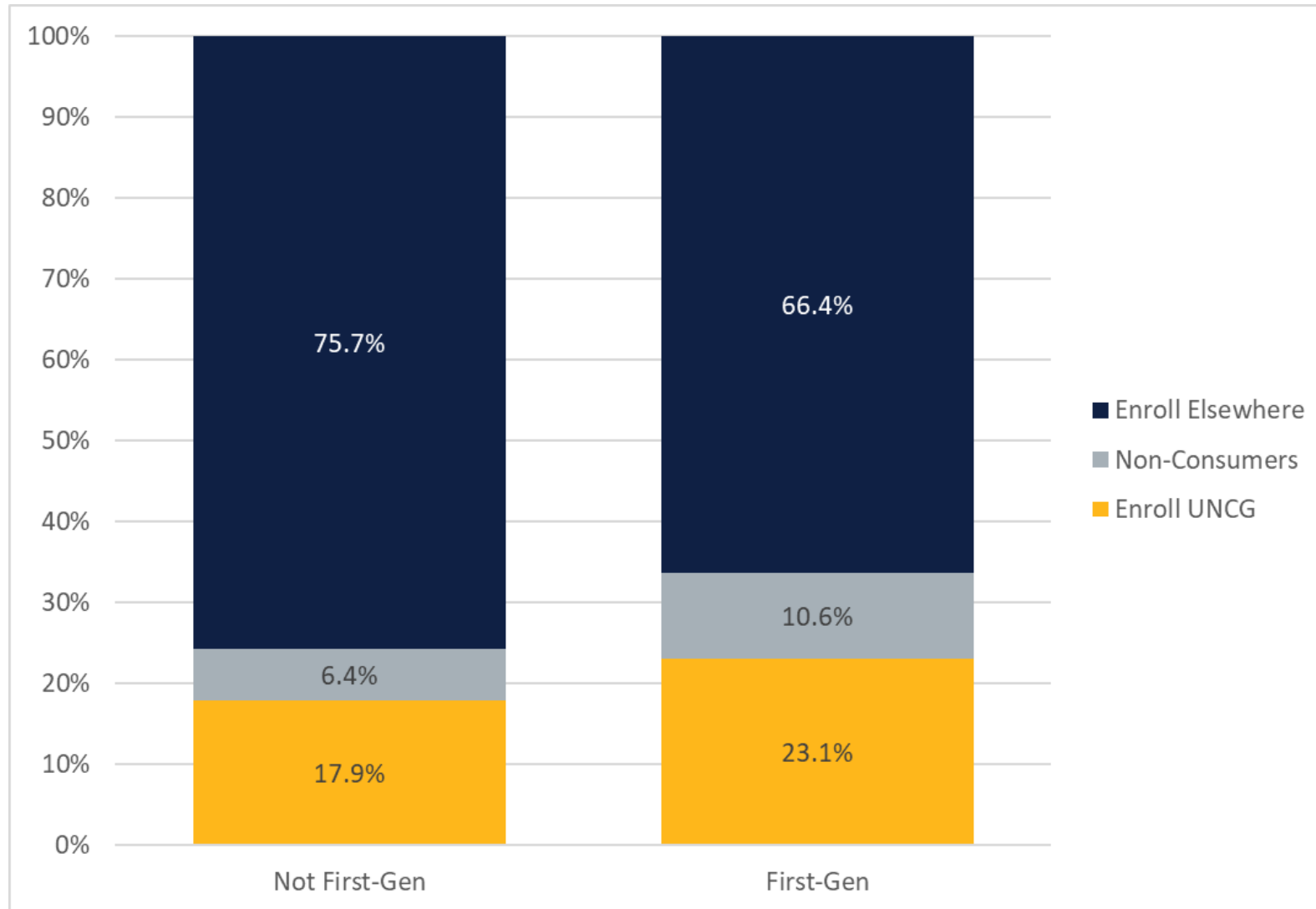
Requester Return Field	College Code/Branch	College Name	College State	2-year / 4-year	Public / Private	Enrollment Begin	Enrollment End
8188920	002950-00	NORTH CAROLINA CENTRAL UNIVERSITY	NC	4	Public	20250818	20251211
1143604	002945-00	MEREDITH COLLEGE	NC	4	Private	20250820	20251215
1143604	002945-00	MEREDITH COLLEGE	NC	4	Private	20260112	20260507
3413648	002972-00	NORTH CAROLINA STATE UNIVERSITY	NC	4	Public	20250818	20251210
3413648	002972-00	NORTH CAROLINA STATE UNIVERSITY	NC	4	Public	20260112	20260506
7795044	002905-00	NORTH CAROLINA A&T STATE UNIVERSITY	NC	4	Public	20250820	20251212
7795044	002905-00	NORTH CAROLINA A&T STATE UNIVERSITY	NC	4	Public	20260112	20260508
3567431	005447-00	RANDOLPH COMMUNITY COLLEGE	NC	2	Public	20250818	20251217
3567431	005447-00	RANDOLPH COMMUNITY COLLEGE	NC	2	Public	20260112	20260511

- Use Enrollment Begin Date to limit data to your admit term
- Use College State and 2-year / 4-year to prioritize duplicates
- Reshape into a wide file (College 1, College 2, etc.)
- Use Student IDs / “Requester Return Field” to match back to your larger data set
- Go to town

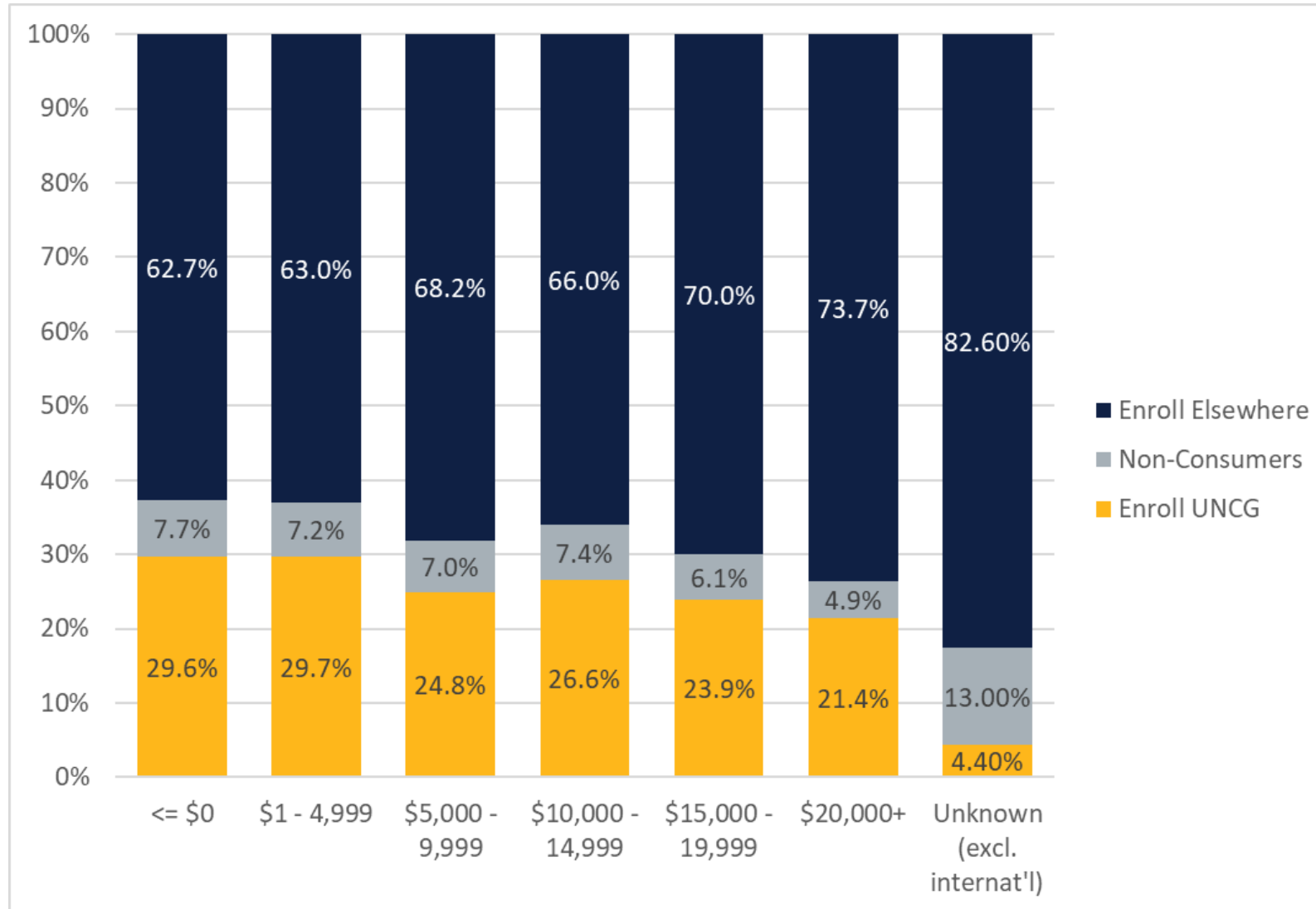
# Sex (IPEDS)



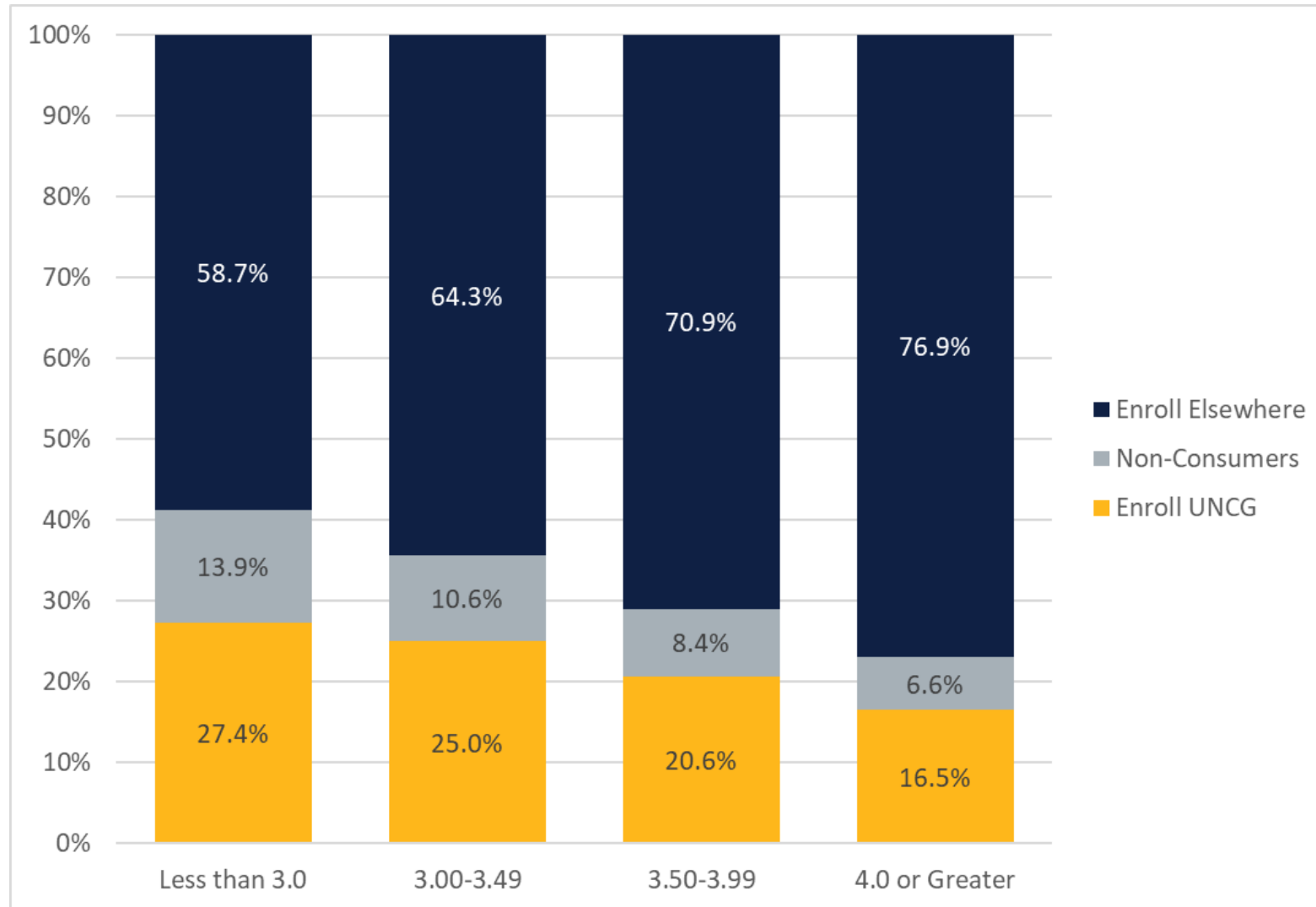
# First Generation



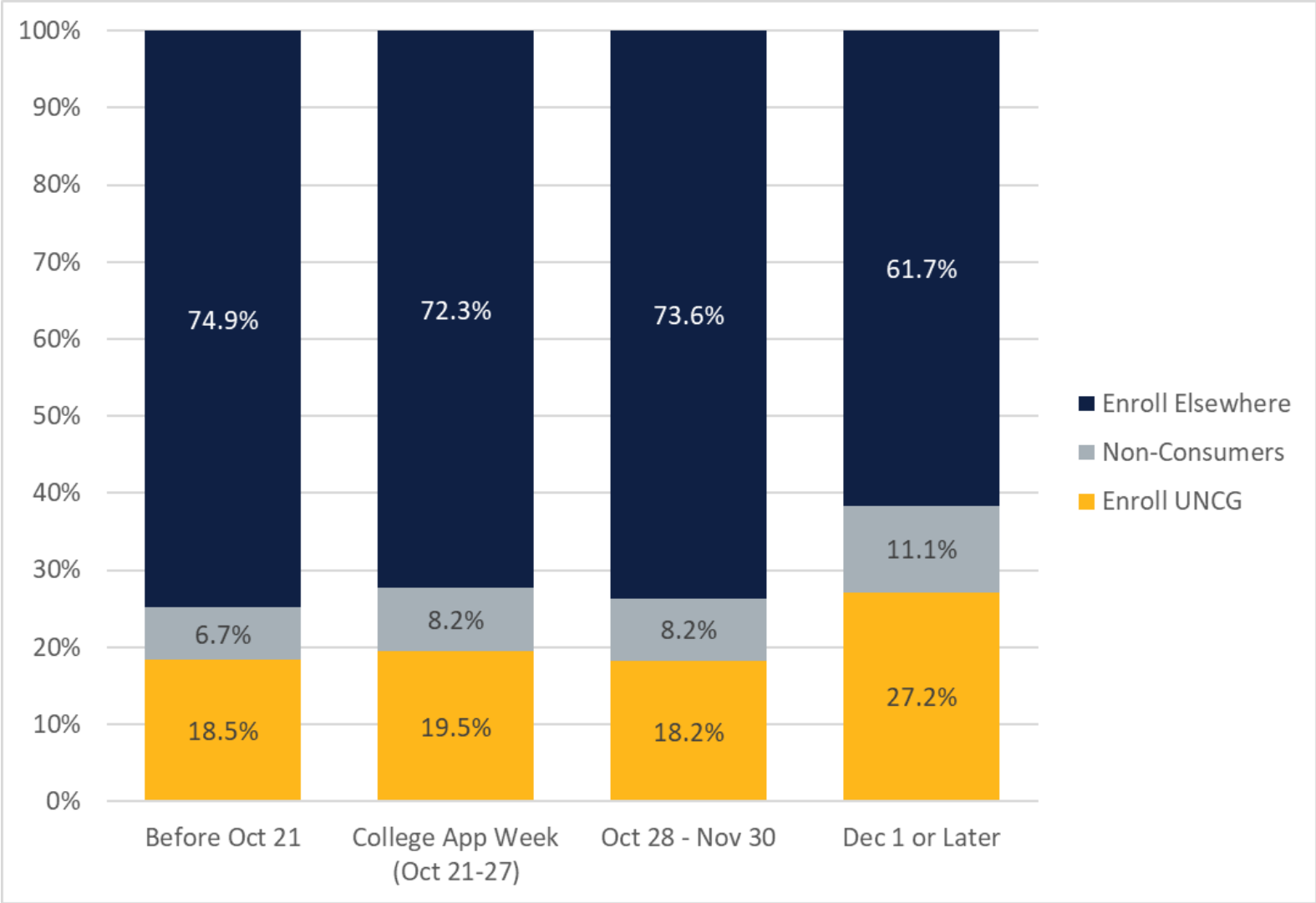
# Student Aid Index (SAI)



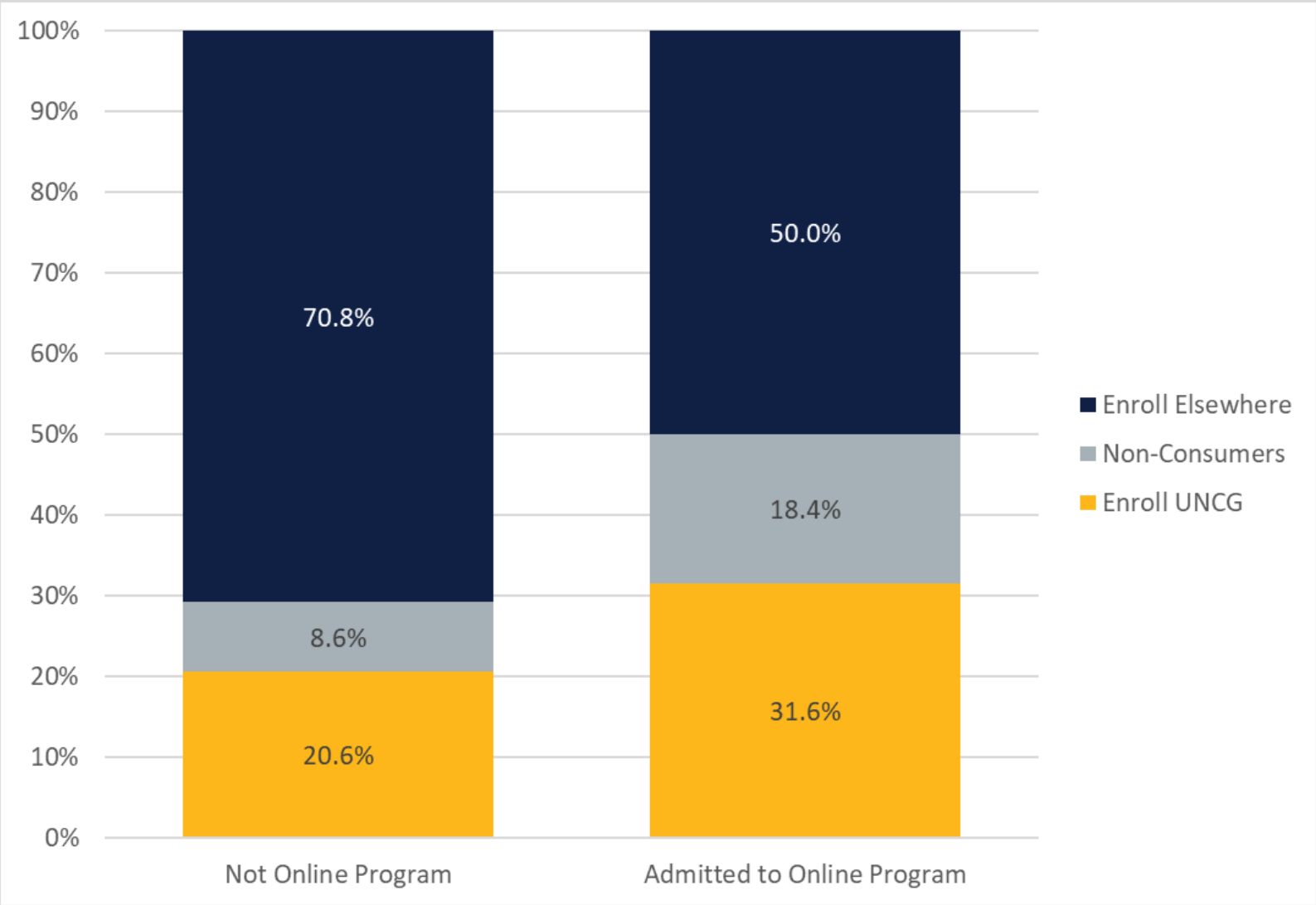
# High School GPA



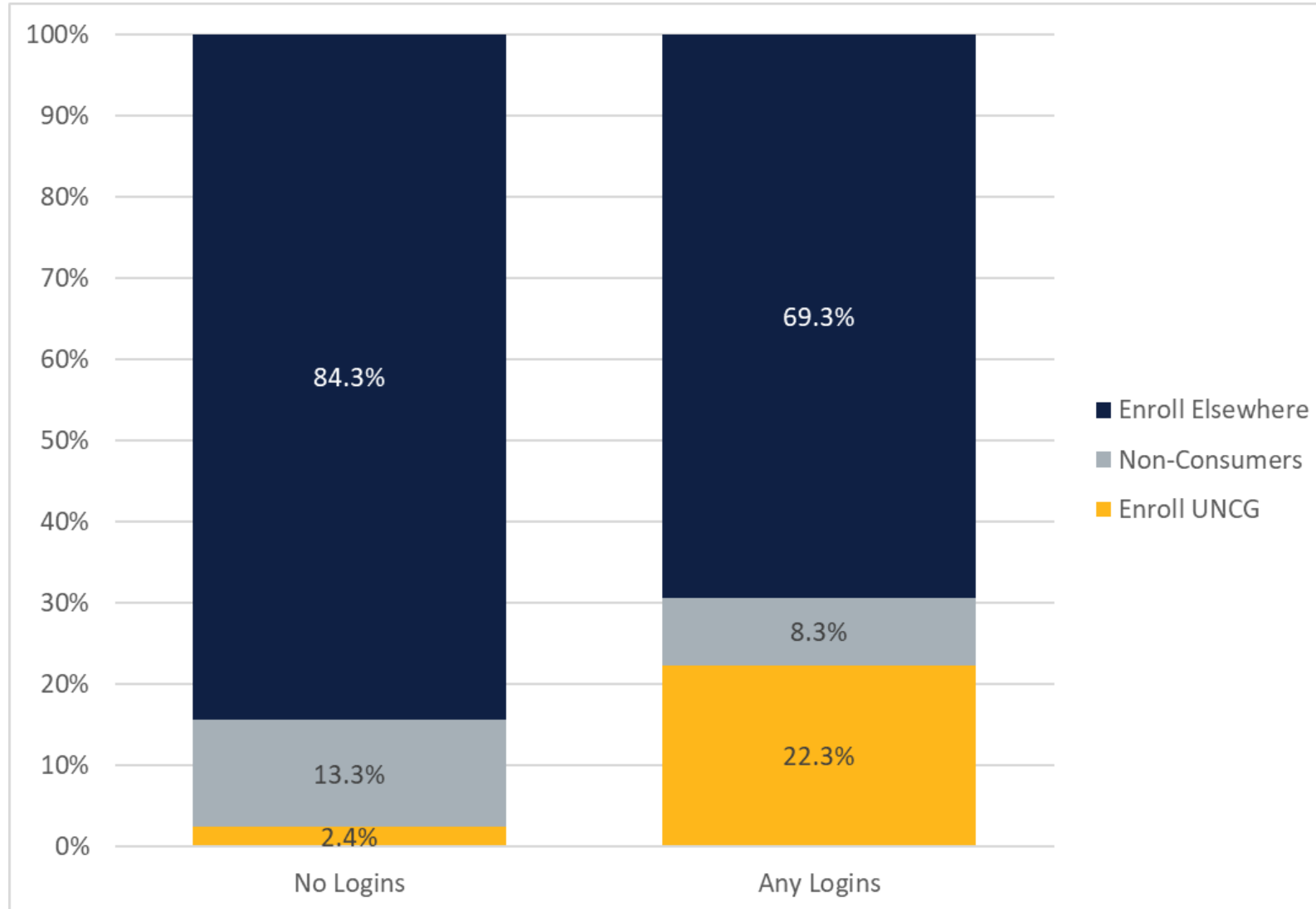
# App Timing / College Application Week



# Admitted to Online Program



# Login to Admission Portal



# Findings

- Many characteristics of less privileged applicants were associated with above-average non-consumerism AND yield
- Most promising(?) predictors of non-consumerism
  - No FAFSA
  - Did not log into admissions portal

# Additional Challenges

- Enrollment for competitors showing up in NSC data later than we'd like
- Changing applicant pool can lead to apparent change in non-consumerism

# Future Questions

- Can we accurately identify non-consumers, separately from students likely to yield?
- Multinomial logistic regression predicting the 3 outcomes?
- Is non-consumerism among our admits “temporary”? Do we (or some other institution) enroll them later?
- How effective is our current outreach to admitted / not enrolled?



# Thank you!

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