

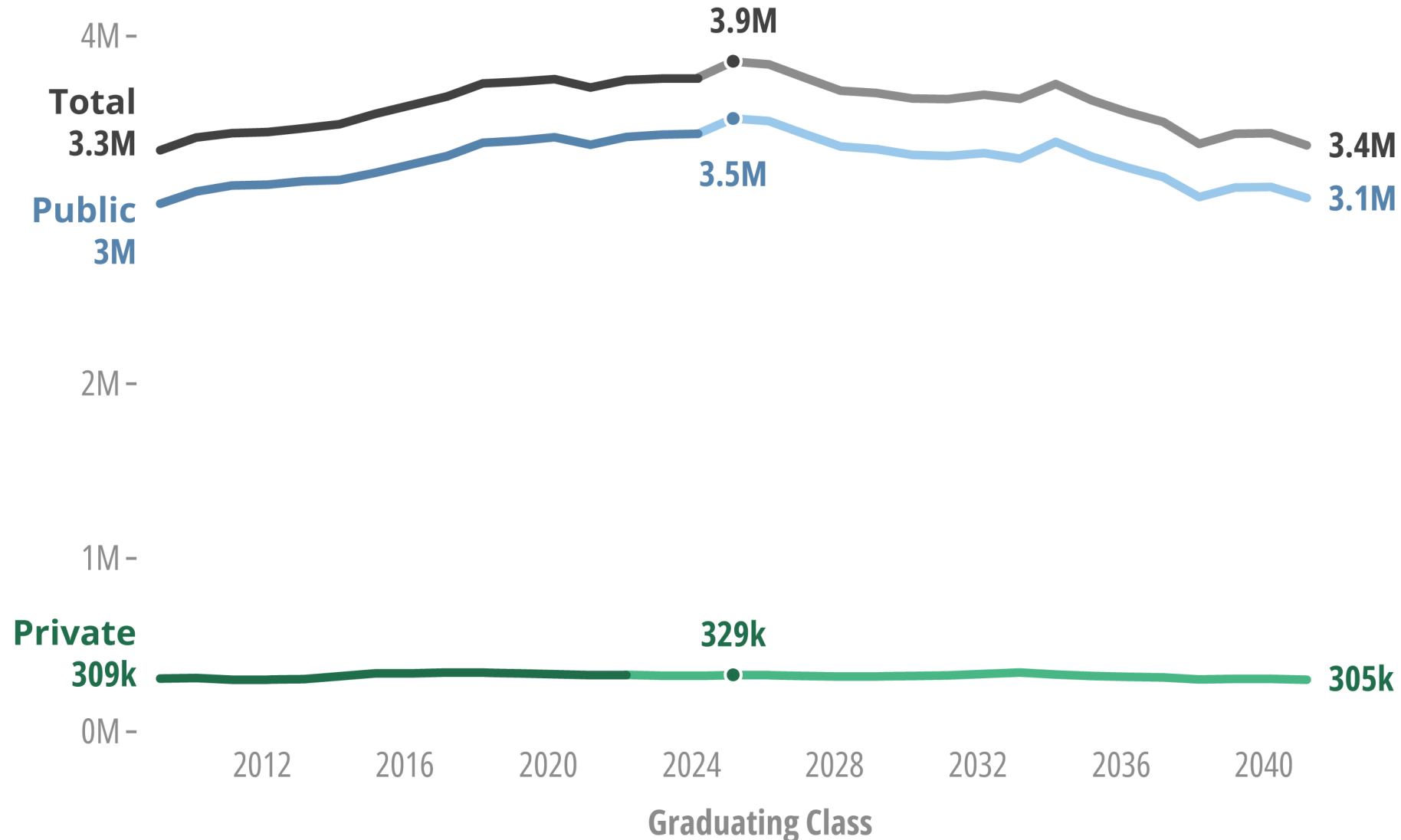
KNOCKING AT THE COLLEGE DOOR

Higher Education Demographic Projections and Trends

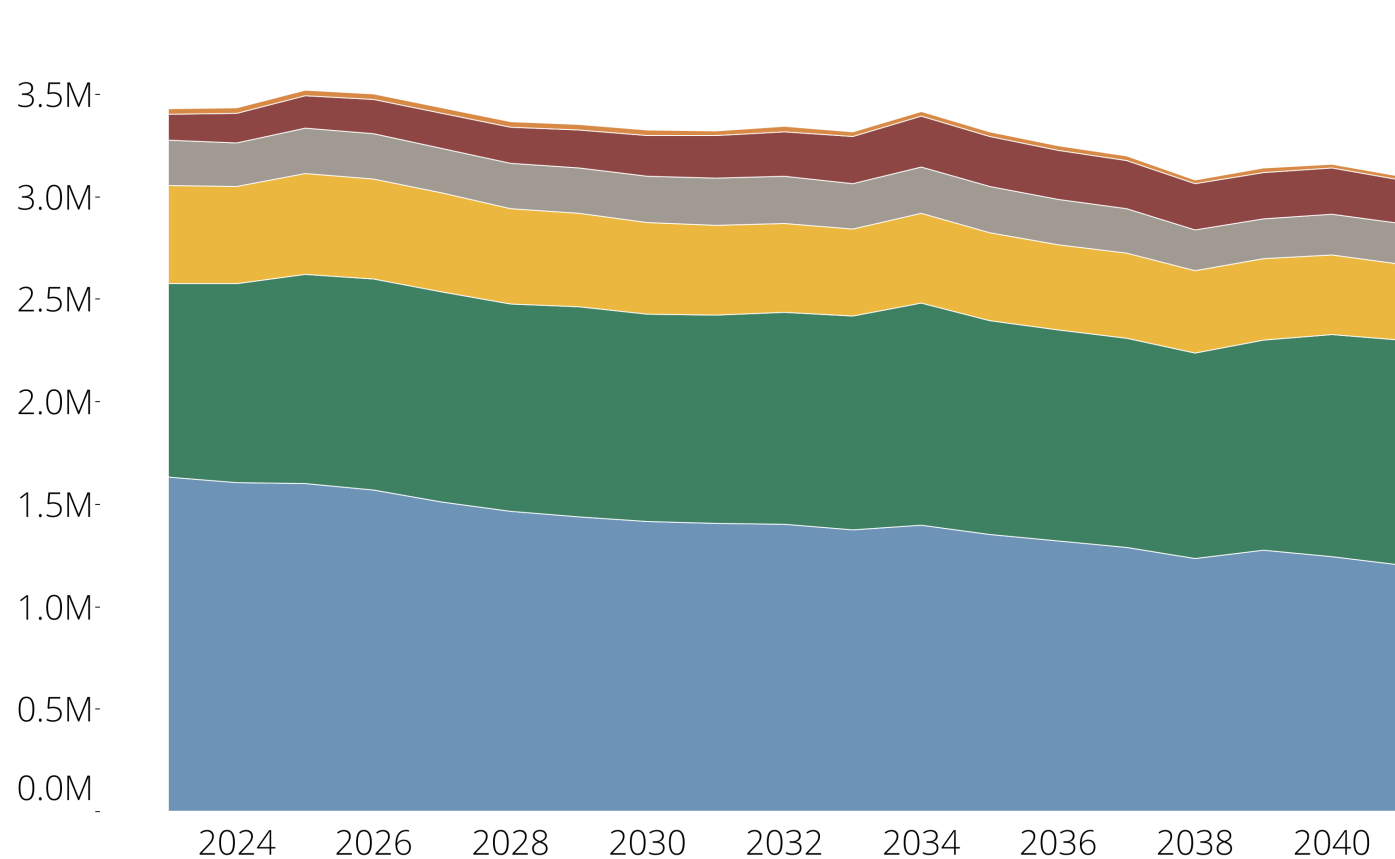
November 20, 2025



High school graduates, reported (2009 to 2023) and projected (2024 to 2041)

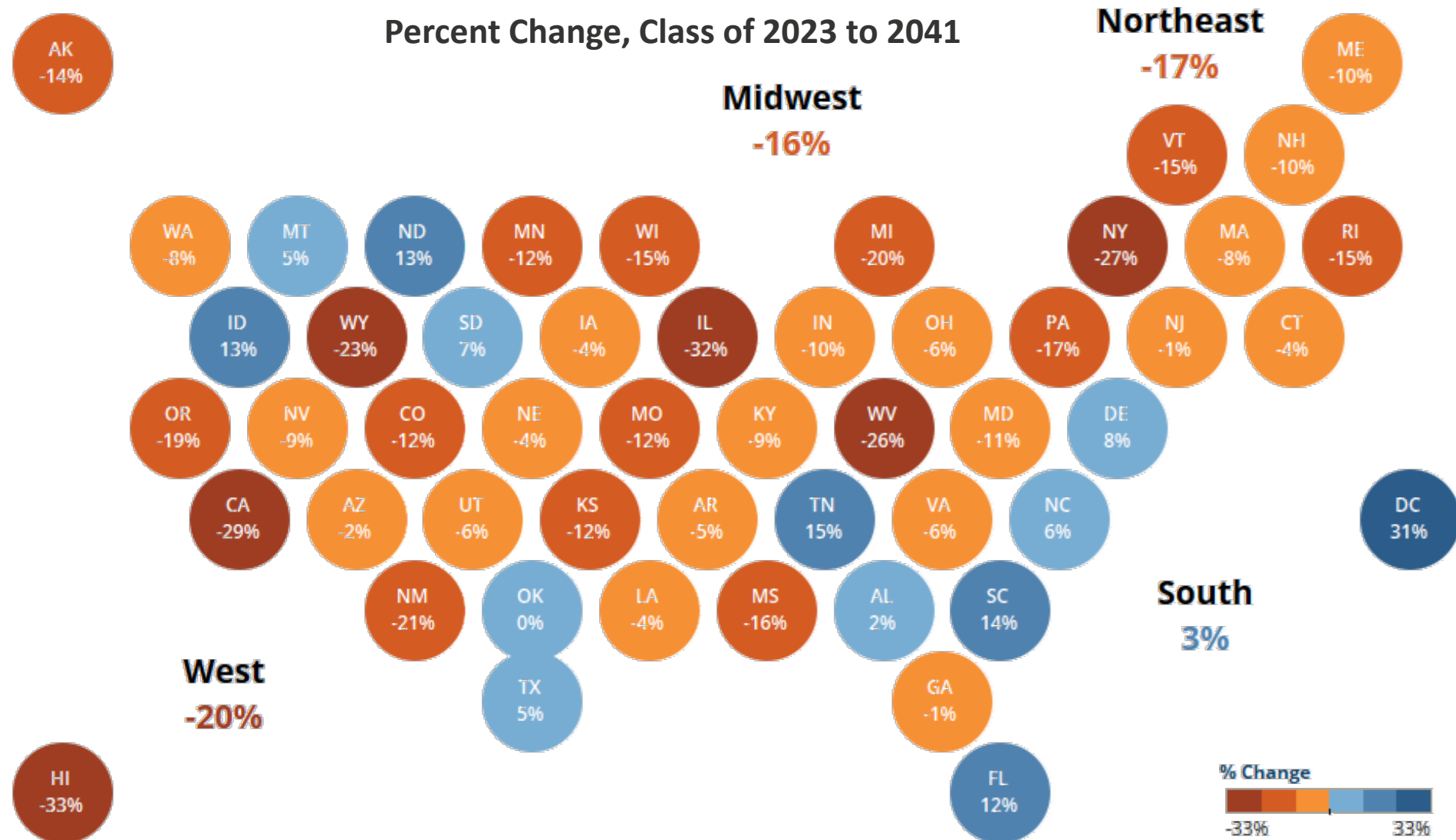


U.S. public high school graduates by race and ethnicity

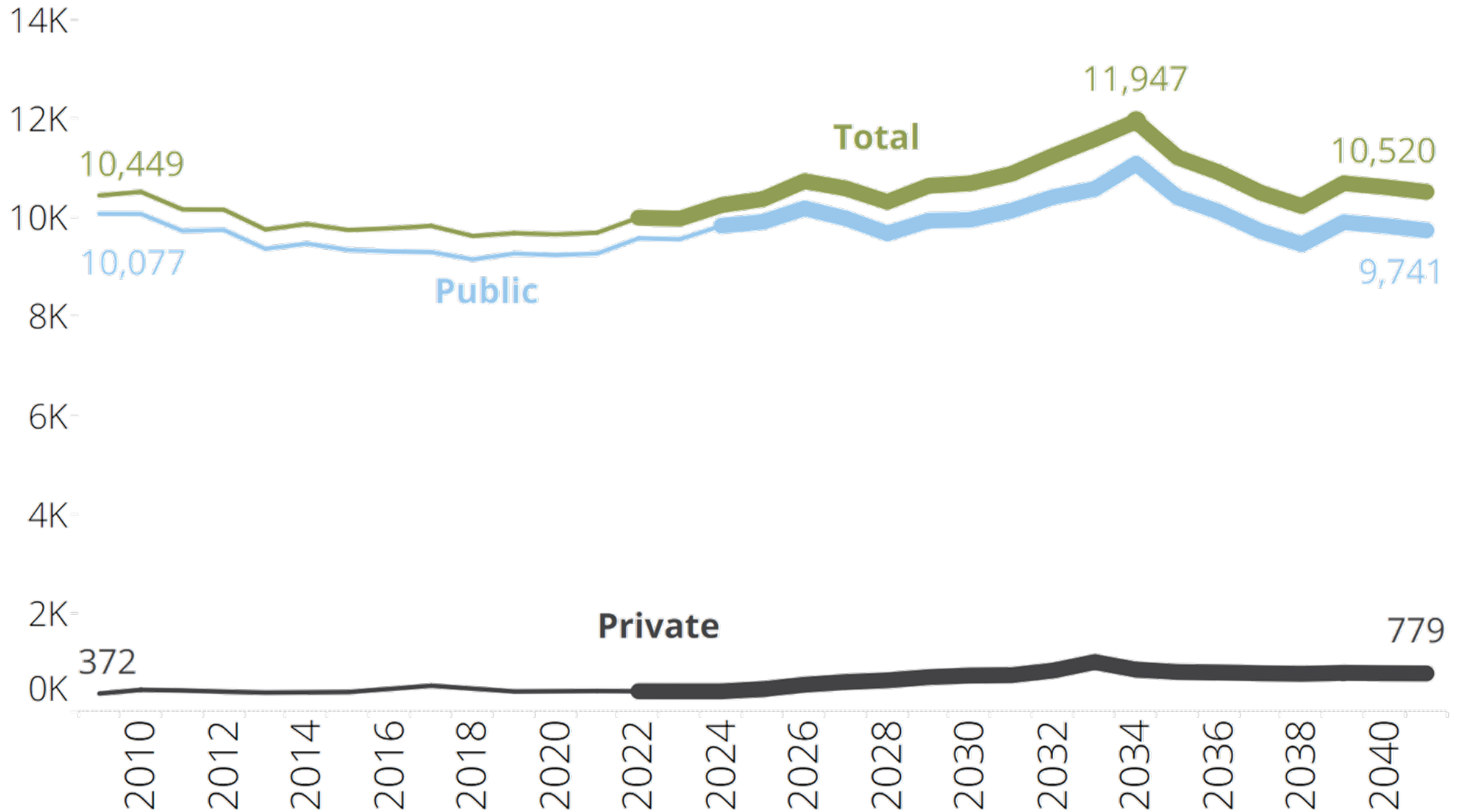


Race/Ethnicity	2023	2041
AI/AN	29,706	17,566
Multiracial	127,352	214,303
Asian & NHOPI	217,616	196,667
Black	480,224	372,960
Hispanic	944,299	1,094,165
White	1,629,974	1,202,287

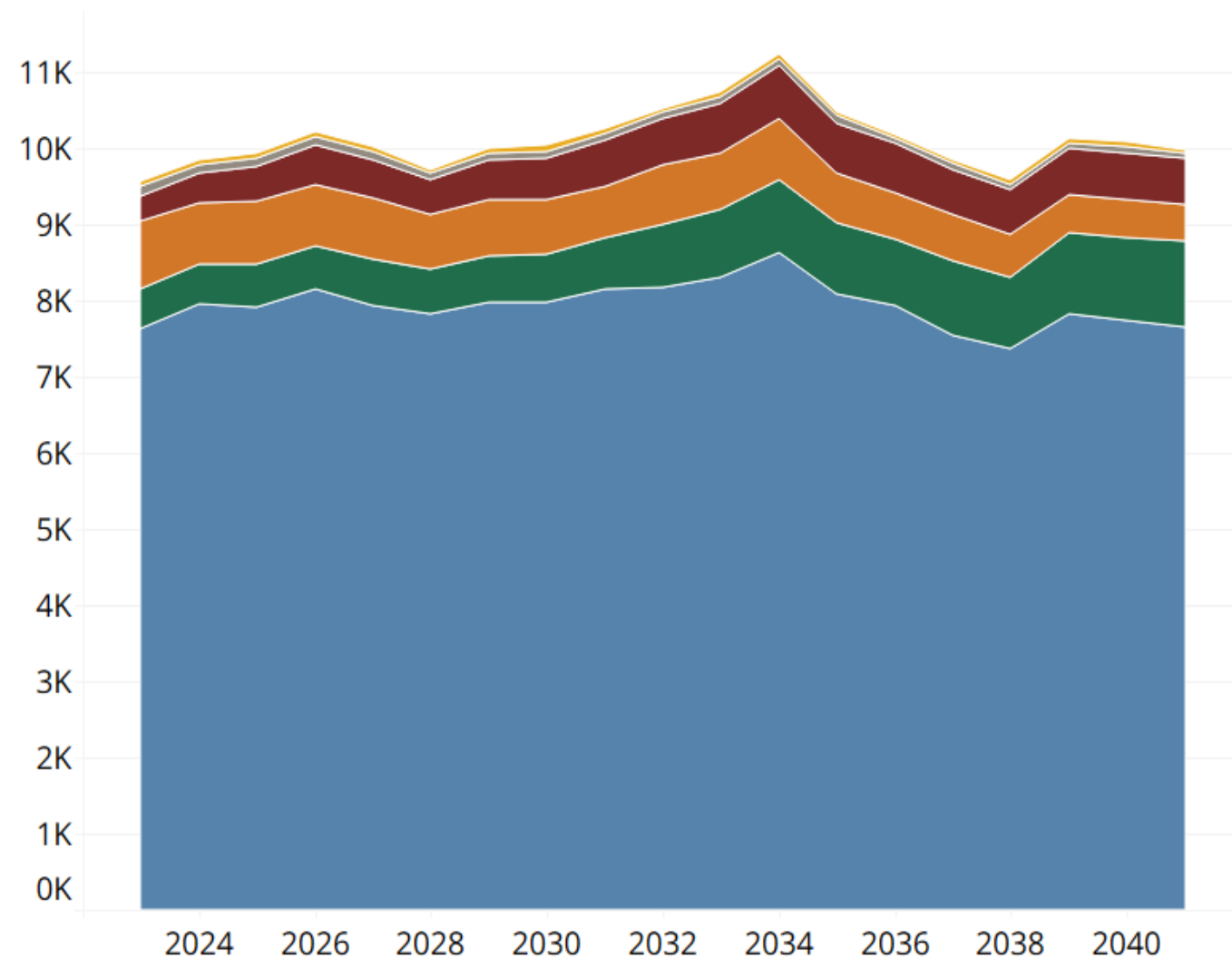
Regional and state variation



Montana high school graduates, reported (2009 to 2023) and projected (2024 to 2041)



Montana public high school graduates by race and ethnicity



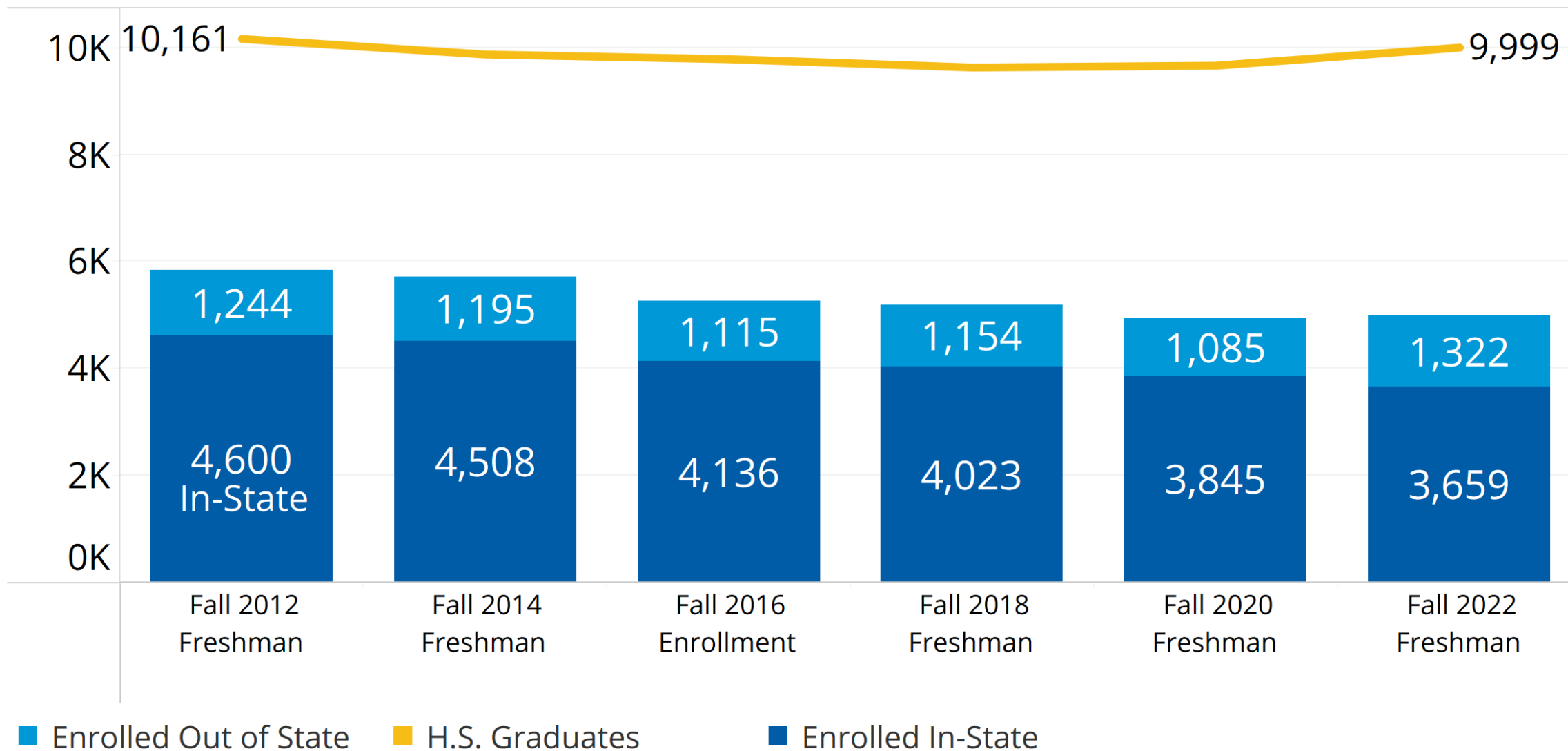
Race/Ethnicity	2023	2041
Black	65	48
Asian/NHOPI	120	69
Multiracial	331	592
AI/AN	894	491
Hispanic	524	1,133
White	7,629	7,649

Immediate college-going rate of recent high school graduates

	Class of 2015	Class of 2017	Class of 2019	Class of 2021
State Name	Fall 2016 Enrollment	Fall 2018 Freshman	Fall 2020 Freshman	Fall 2022 Freshman
Alaska	38%	35%	30%	30%
Arizona	45%	41%	39%	45%
California	57%	58%	55%	54%
Colorado	56%	54%	49%	50%
Hawaii	56%	56%	51%	53%
Idaho	47%	45%	44%	45%
Montana	54%	54%	51%	50%
Nevada	48%	43%	41%	44%
New Mexico	70%	57%	57%	59%
North Dakota	67%	67%	62%	60%
Oregon	44%	48%	43%	49%
South Dakota	66%	63%	61%	60%
Utah	42%	42%	39%	40%
Washington	47%	47%	41%	45%
Wyoming	56%	57%	53%	53%

Source:
WICHE,
*Knocking at
the College
Door* and
IPEDS, Fall
Enrollment

Montana high school graduates and first-time undergraduate enrollment



Evidence-Based Solution



Wrap Around Services



Simplifying the College-Going Process



Reducing Costs of Postsecondary Education



Attracting and Supporting Adult Learners



Thank you!

For further information:

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<https://www.wiche.edu/knocking>

Sign up for more information at <https://www.wiche.edu/about/news/alerts/>



Resident Student Access

Scott Lemmon

Director of Admissions and Enrollment Strategy

OCHE



Overview

- Background
- Where we are currently
 - Central Application
 - RSA Portal (Apply Montana)
 - Ongoing marketing efforts
- 2026 Focus – RSA Core Priorities
 - Marketing
 - Data Utilization
 - High School Connections
- Discussion

RSA Core Priorities



RSA Core Categories



Marketing



Data
Utilization



High School
Connections





2026 Shared Goals



2026 OCHE Shared Goals

- Launch Direct Admission pilot
 - Fall 2026
- District Level and State Level Data Sharing
 - DA specific pilot data
 - OPI data sharing (ACT)
 - Data earlier in student cycle
- New Marketing Campaigns
 - Increase marketing reach/frequency
 - Multiple campaigns – Value proposition coupled with DA pilot/Apply Montana
 - Highlight Direct Admission
 - Standalone DA reach
- Increase High School Connections
 - OCHE specific communication
 - Apply Montana curriculum opportunities
 - Data Sharing
 - DA pilot and expansion
 - Statewide presence



Discussion