Demographics Presentation
West Texas A&M University
April 2015
About This Information

- Utilized data from Texas State Demographer
  - Based on 2010 Census
  - Detailed projections include: a single year of age, two sexes, and 4 racial/ethnic groups (Anglo, Black, Hispanic, and Other), utilizing the cohort-component projection model
- Compared FY2015 Enrollment data to 2015 projected population (based on 2010 census)
- Applied Current Enrollment Ratios (number of students of each ethnicity/gender from every TX county) to projected changes in population
Intended Use of Data

- Evaluate Recruiting Strategies
  - Determine if current strategies are in line with where potential students will be located in the future
  - Ascertain if student ethnicity make-up is consistent with current and future population of Texas

- Additional analysis of the enrollment data can be done by adding additional filters to the charts

- Institution
- CIP Code (Major)
- STEM/Non-STEM
- Country, State, County
- Residency Status
- High School
- Gender
- Ethnicity
- Age
- Student Level (Undergraduate, Graduate)
- Tuition Status
- Part Time/Full Time
<table>
<thead>
<tr>
<th>County</th>
<th>2015 Enrollment</th>
<th></th>
<th></th>
<th>2015 Population Age 18-22</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hispanic</td>
<td>Black</td>
<td>White</td>
<td>Other</td>
<td>Hispanic</td>
<td>Black</td>
<td>White</td>
</tr>
<tr>
<td>Randall</td>
<td>268</td>
<td>29</td>
<td>1214</td>
<td>106</td>
<td>2,901</td>
<td>399</td>
<td>6,472</td>
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<tr>
<td>Potter</td>
<td>312</td>
<td>73</td>
<td>458</td>
<td>85</td>
<td>4,147</td>
<td>917</td>
<td>2,498</td>
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<tr>
<td>Lubbock</td>
<td>59</td>
<td>15</td>
<td>193</td>
<td>15</td>
<td>10,536</td>
<td>2,224</td>
<td>17,624</td>
</tr>
<tr>
<td>Tarrant</td>
<td>31</td>
<td>18</td>
<td>97</td>
<td>9</td>
<td>53,072</td>
<td>23,368</td>
<td>50,180</td>
</tr>
<tr>
<td>Deaf Smith</td>
<td>86</td>
<td>2</td>
<td>46</td>
<td>6</td>
<td>1,194</td>
<td>11</td>
<td>290</td>
</tr>
<tr>
<td>Hutchinson</td>
<td>23</td>
<td>2</td>
<td>98</td>
<td>12</td>
<td>419</td>
<td>45</td>
<td>896</td>
</tr>
<tr>
<td>Gray</td>
<td>23</td>
<td>3</td>
<td>100</td>
<td>7</td>
<td>551</td>
<td>45</td>
<td>729</td>
</tr>
<tr>
<td>Harris</td>
<td>22</td>
<td>46</td>
<td>52</td>
<td>9</td>
<td>156,193</td>
<td>57,116</td>
<td>61,563</td>
</tr>
<tr>
<td>Hale</td>
<td>57</td>
<td>4</td>
<td>60</td>
<td>2</td>
<td>1,846</td>
<td>162</td>
<td>681</td>
</tr>
<tr>
<td>Dallas</td>
<td>22</td>
<td>35</td>
<td>37</td>
<td>13</td>
<td>84,818</td>
<td>38,916</td>
<td>27,871</td>
</tr>
<tr>
<td>Parmer</td>
<td>74</td>
<td>0</td>
<td>31</td>
<td>1</td>
<td>648</td>
<td>5</td>
<td>239</td>
</tr>
<tr>
<td>Moore</td>
<td>47</td>
<td>0</td>
<td>52</td>
<td>5</td>
<td>1,183</td>
<td>25</td>
<td>404</td>
</tr>
<tr>
<td>Bexar</td>
<td>35</td>
<td>5</td>
<td>38</td>
<td>7</td>
<td>95,178</td>
<td>11,250</td>
<td>28,614</td>
</tr>
<tr>
<td>Collin</td>
<td>13</td>
<td>10</td>
<td>59</td>
<td>3</td>
<td>14,537</td>
<td>7,447</td>
<td>30,697</td>
</tr>
<tr>
<td>Midland</td>
<td>17</td>
<td>5</td>
<td>58</td>
<td>3</td>
<td>5,081</td>
<td>604</td>
<td>3,676</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>1,089</strong></td>
<td><strong>247</strong></td>
<td><strong>2593</strong></td>
<td><strong>283</strong></td>
<td><strong>432,304</strong></td>
<td><strong>142,534</strong></td>
<td><strong>232,434</strong></td>
</tr>
</tbody>
</table>
WTAMU Enrollment as a % of 18-22 Year Olds

<table>
<thead>
<tr>
<th>County</th>
<th>Hispanic</th>
<th>Black</th>
<th>White</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Randall</td>
<td>9.2%</td>
<td>7.3%</td>
<td>18.8%</td>
<td>23.1%</td>
</tr>
<tr>
<td>Potter</td>
<td>7.5%</td>
<td>8.0%</td>
<td>18.3%</td>
<td>12.9%</td>
</tr>
<tr>
<td>Lubbock</td>
<td>0.6%</td>
<td>0.7%</td>
<td>1.1%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Tarrant</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.2%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Deaf Smith</td>
<td>7.2%</td>
<td>18.2%</td>
<td>15.9%</td>
<td>42.9%</td>
</tr>
<tr>
<td>Hutchinson</td>
<td>5.5%</td>
<td>4.4%</td>
<td>10.9%</td>
<td>19.7%</td>
</tr>
<tr>
<td>Gray</td>
<td>4.2%</td>
<td>6.7%</td>
<td>13.7%</td>
<td>20.0%</td>
</tr>
<tr>
<td>Harris</td>
<td>0.0%</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Hale</td>
<td>3.1%</td>
<td>2.5%</td>
<td>8.8%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Dallas</td>
<td>0.0%</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Parmer</td>
<td>11.4%</td>
<td>0.0%</td>
<td>13.0%</td>
<td>20.0%</td>
</tr>
<tr>
<td>Moore</td>
<td>4.0%</td>
<td>0.0%</td>
<td>12.9%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Bexar</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.1%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Collin</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Midland</td>
<td>0.3%</td>
<td>0.8%</td>
<td>1.6%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Total</td>
<td>0.3%</td>
<td>0.2%</td>
<td>1.1%</td>
<td>0.4%</td>
</tr>
</tbody>
</table>
Projected Population Changes (Age 18 - 22) Between Years 2010 & 2040 **Hover over a county to see more details**

- Filter counties by clicking on the map
- Click on a line to filter the map by ethnicity

Comparison Year
2040

Minimum Age
18

Maximum Age
22

Change in Population
-200.0% 0.0% 200.0%

Gender
All

Ethnicity
- White
- Black
- Hispanic
- All Other

System Member
West TAMU

The top 10 counties for West TAMU UG enrollment are indicated with white stars on the large map. The location of West TAMU is indicated with a yellow star on the small map.
Projected Population Changes (Age 18 - 22) Between Years 2010 & 2040 **Hover over a county to see more details**

Projected Population Changes for Ages 18 - 22
* County (ies)
* Click on a line to filter the map by ethnicity

Comparison Year
2040

Minimum Age
18
Maximum Age
22

Change in Population
-200.0% 200.0%

Ethnicity
Blue: White
Dark Blue: Black
Red: Hispanic
Green: All Other

System Member
West TAMU

The top 10 counties for West TAMU UG enrollment are indicated with stars on the large map. The location of West TAMU is indicated with a yellow star on the small map.
Projected Population Changes (Age 18 - 22) Between Years 2010 & 2040 **Hover over a county to see more details**

Projected Population Changes for Ages 18 - 22
* County(ies)
* Click on a line to filter the map by ethnicity

Comparison Year
2040

Minimum Age
18

Maximum Age
22

Change in Population
-200.0% 200.0%

System Member
West TAMU

The top 10 counties for West TAMU UG enrollment are indicated with stars on the large map. The location of West TAMU is indicated with a yellow star on the small map.
Projected Changes in Top 10 Enrollment Counties by 2040

Top 10 Actions
- Remaining Top 10
- Moving into Top 10
- Dropping out of Top 10