

ENVIRONMENTAL SCAN

December 2021

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 third year in a row. 8.2% 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 2021, 5.7% of freshmen candidates admitted at Bethel enrolled at Northwestern.
- The University of St. Thomas (St. Paul) has become the third largest competitor. However, compared to enrolling 5.2% of Bethel's admitted freshman in Fall 2020, 2.9% of Bethel's admitted freshman enrolled at St. Thomas in the Fall 2021.
- For the second time, Grand Canyon University has risen to be the fourth top competitor. In Fall 2021, 2.2% (25 students) of freshmen candidates admitted at Bethel enrolled at Grand Canyon. This is a slight decrease from the 2.9% that enrolled at Grand Canyon Fall 2020.
- Between the onset of the recession in 2008 and 2019, the number of admitted Bethel freshmen going to other private schools has fallen. It has moderately increased in 2020 and 2021. The number attending public colleges and universities continued to rise through 2019 and then began to fall during the pandemic (see following chart).
- The number 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. There was, however, an increase in Fall 2021

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



Fall of:	2017	2018	2019	2020	2021
Schools enrolling 15 or more new freshmen who were admitted at Bethel	UNW-SP (70)	UNW-SP (67)	UM-TC (99)	UM-TC (72)	UM-TC (93)
	UM-TC (57)	St. Thomas (58)	UNW-SP (62)	UNW-SP (71)	UNW-SP (65)
	St. Thomas (45)	UM-TC (42)	St. Thomas (55)	St. Thomas (55)	St. Thomas (33)
	UM-Duluth (31)	Gustavus (23)	Dordt (28)	Grand Canyon-Trad (29)	Grand Canyon-Trad (25)
	Wheaton (23)	UM-Duluth (23)	Winona State (24)	St. Catherine (20)	Gustavus Adolphus (22)
	Gustavus (16)	St. Catherine (21)	Augsburg (23)	UM-Duluth (20)	Hamline (21)
	North Central (16)	Wheaton (21)	Wheaton (23)	Anoka Ramsey CC (18)	Augsburg (20)
Winona State (15)		UW-RF (21)	Mankato St (17)	Wheaton (19)	
			UW-Eau Claire (15)	St. Benedict (17)	
			Wheaton (15)	NDSU, St. Olaf & UMD (16)	
				Anoka Ramsey CC & St. Catherine (15)	
Minnesota	Number % of Tot	Number % of Tot	Number % of Tot	Number % of Tot	
4-year Private	237 24.6%	302 24.6%	301 25.3%	282 27.0%	273 24.1%
2-year Private	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
All MN Private	237 24.6%	302 24.6%	301 25.3%	282 27.0%	273 24.1%
4-year Public	128 13.3%	126 13.3%	170 14.3%	138 13.2%	145 12.8%
2-year Public	71 7.4%	57 7.4%	70 5.9%	77 7.4%	63 5.6%
All MN Public	199 20.6%	183 20.6%	240 20.2%	215 20.6%	208 18.4%
Other States					
4-year Private	242 25.1%	249 25.1%	287 24.1%	249 23.8%	298 26.3%
2-year Private	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
All Other Private	242 25.1%	249 25.1%	287 24.1%	249 23.8%	298 26.3%
4-year Public	110 11.4%	132 11.4%	175 14.7%	131 12.5%	140 12.4%
2-year Public	15 1.6%	17 1.6%	18 1.5%	15 1.4%	19 1.7%
All Other Public	125 13.0%	149 13.0%	193 16.2%	146 14.0%	159 14.1%
Unknown	161 16.7%	224 16.7%	168 14.1%	153 14.6%	193 17.1%
Total	964	1107	1189	1045	1131
ALL PRIVATE	479 49.7%	551 49.7%	588 49.5%	531 50.8%	571 50.5%
ALL PUBLIC	324 33.6%	333 33.6%	433 36.4%	361 34.5%	367 32.4%
ALL 4-YEAR	717 74.4%	810 74.4%	933 78.5%	800 76.6%	856 75.7%
ALL 2-YEAR	86 8.9%	74 8.9%	88 7.4%	92 8.8%	82 7.3%

