



The Importance of Understanding Regional Demographics and Economies in the Context of Statewide Initiatives

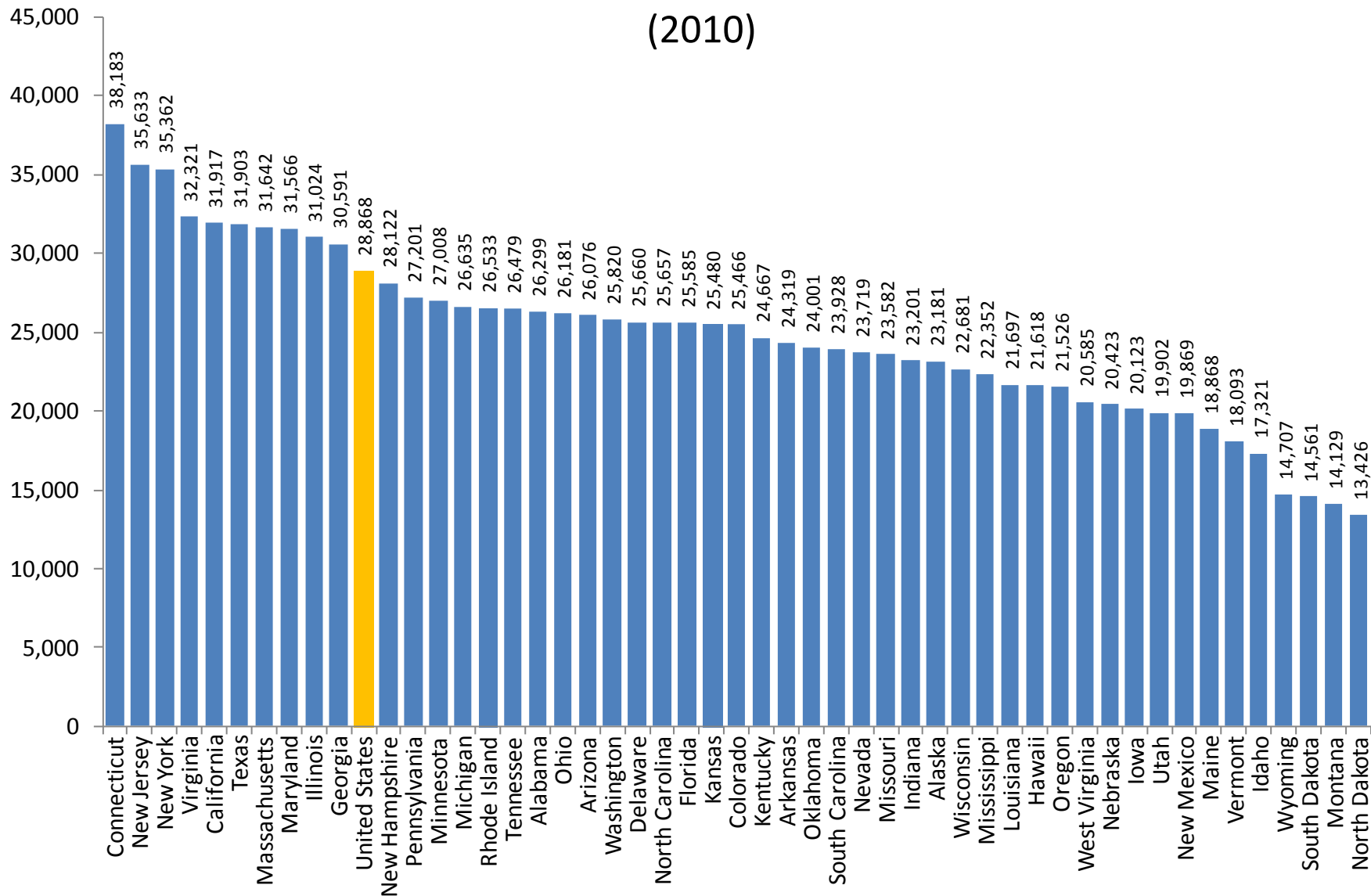
Patrick Kelly

The National Center for Higher Education Management Systems

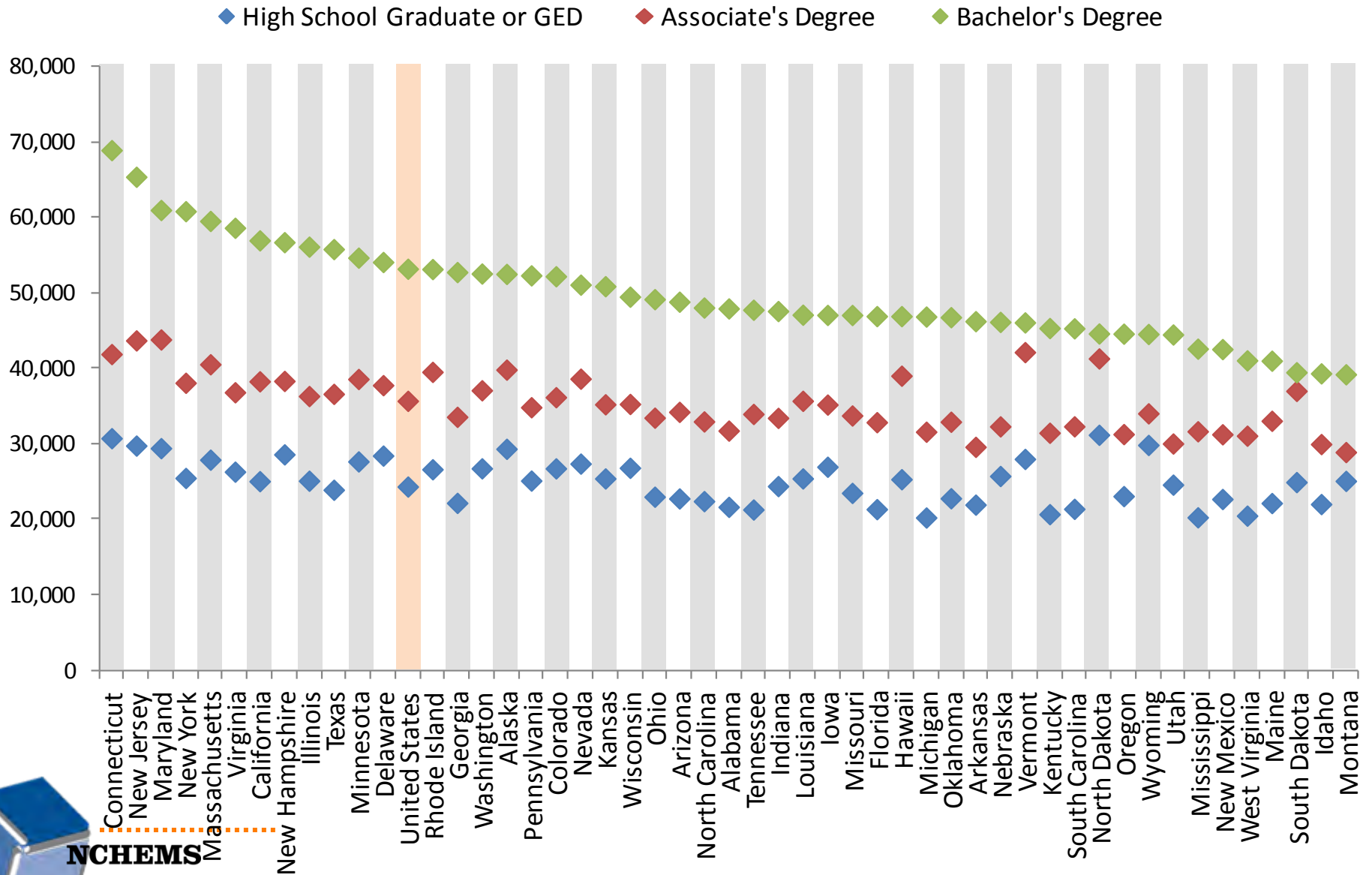


An adult with a bachelor's degree can expect to earn more than \$ million more over a lifetime than an adult with a high school diploma.

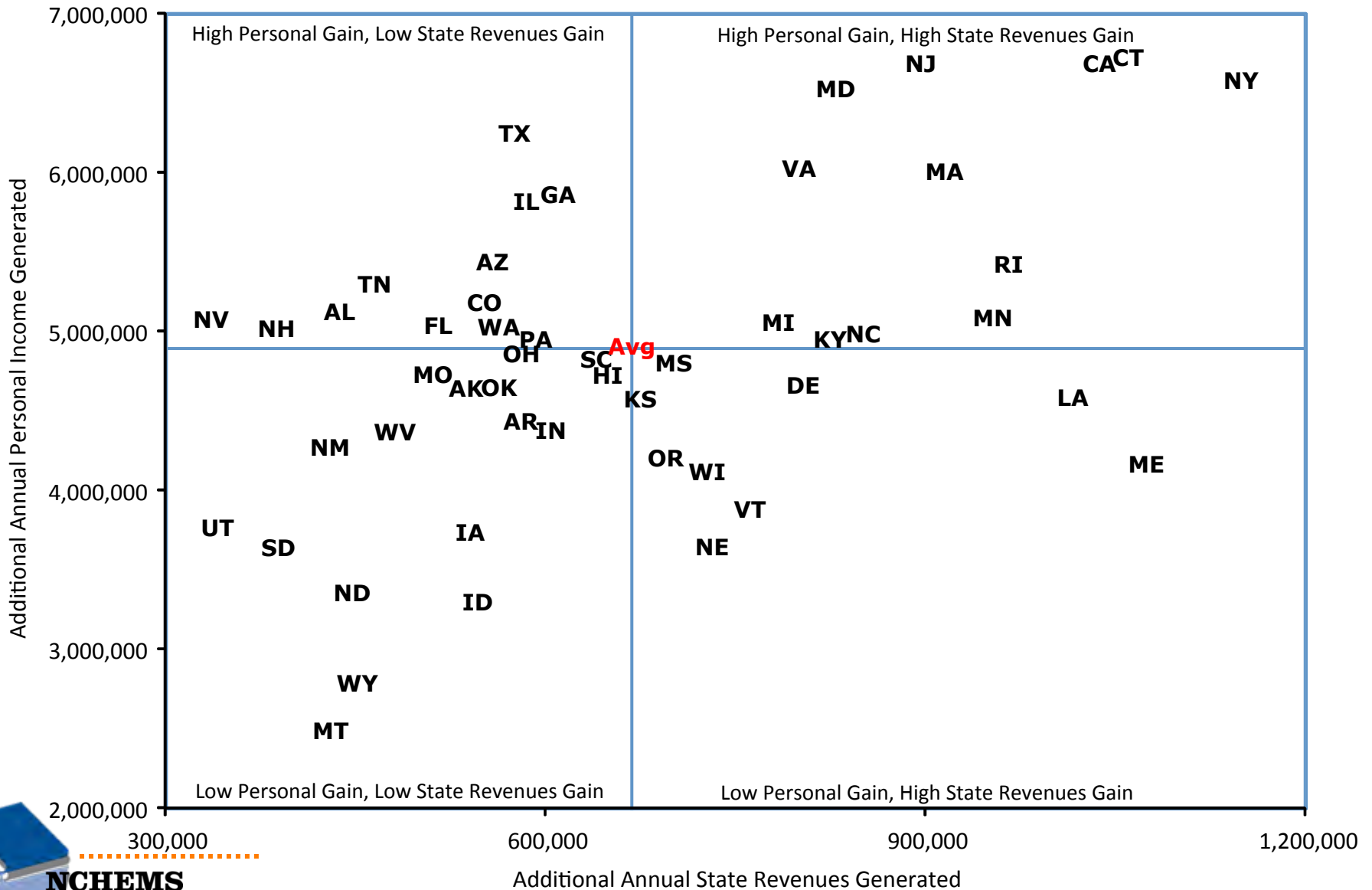
Difference in Median Annual Wage Earnings Between Bachelor's Degree-Holders and Residents with Just a High School Diploma – 25 to 64 Year Olds (2010)



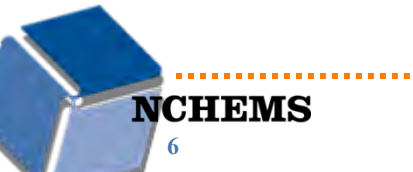
Median Annual Wage Earnings by Level of Education Attained 25 to 64 Year Olds (2010)



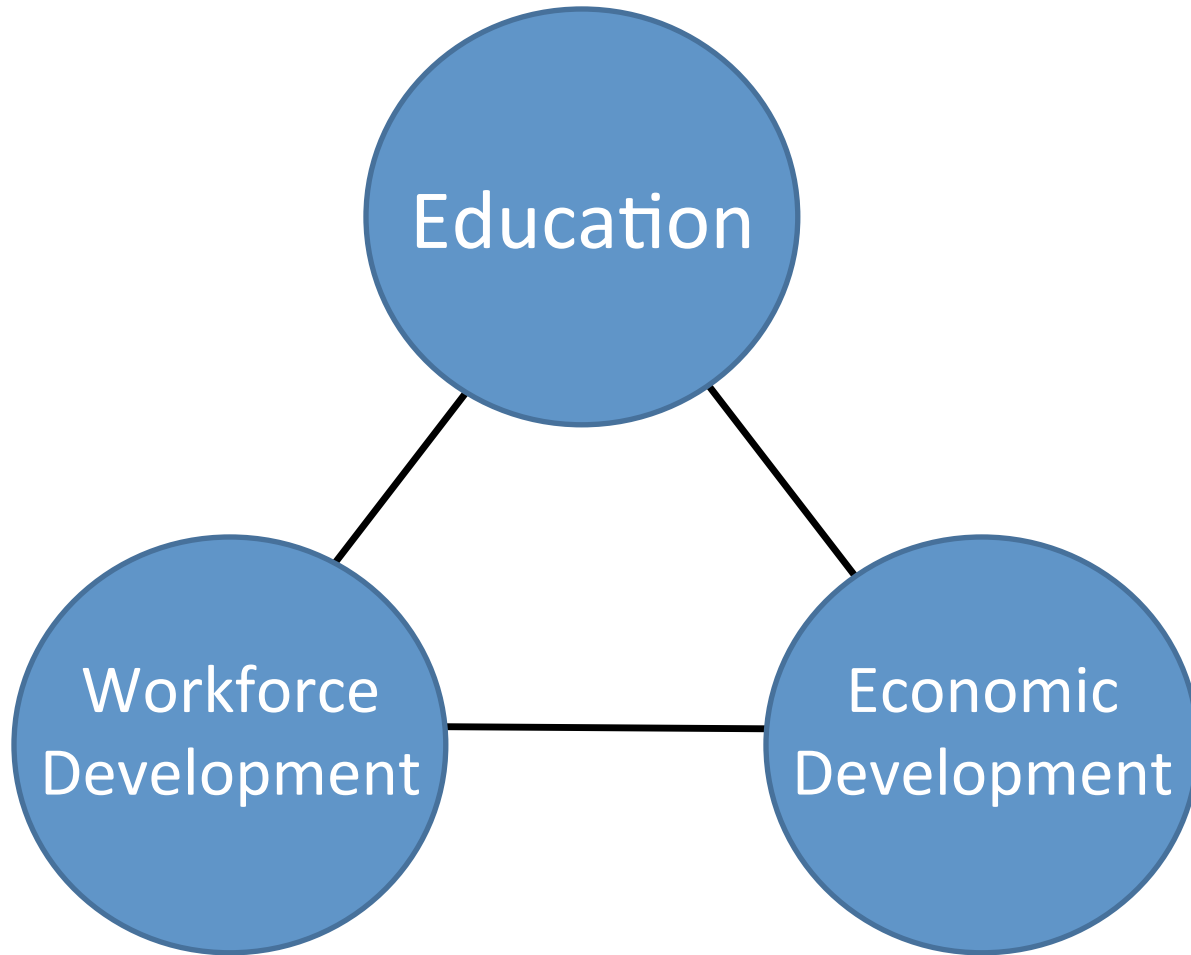
The Personal and State Returns if Each State Produced an Additional 100 Undergraduate Certificates, 100 Associate Degrees, and 100 Bachelor's Degrees



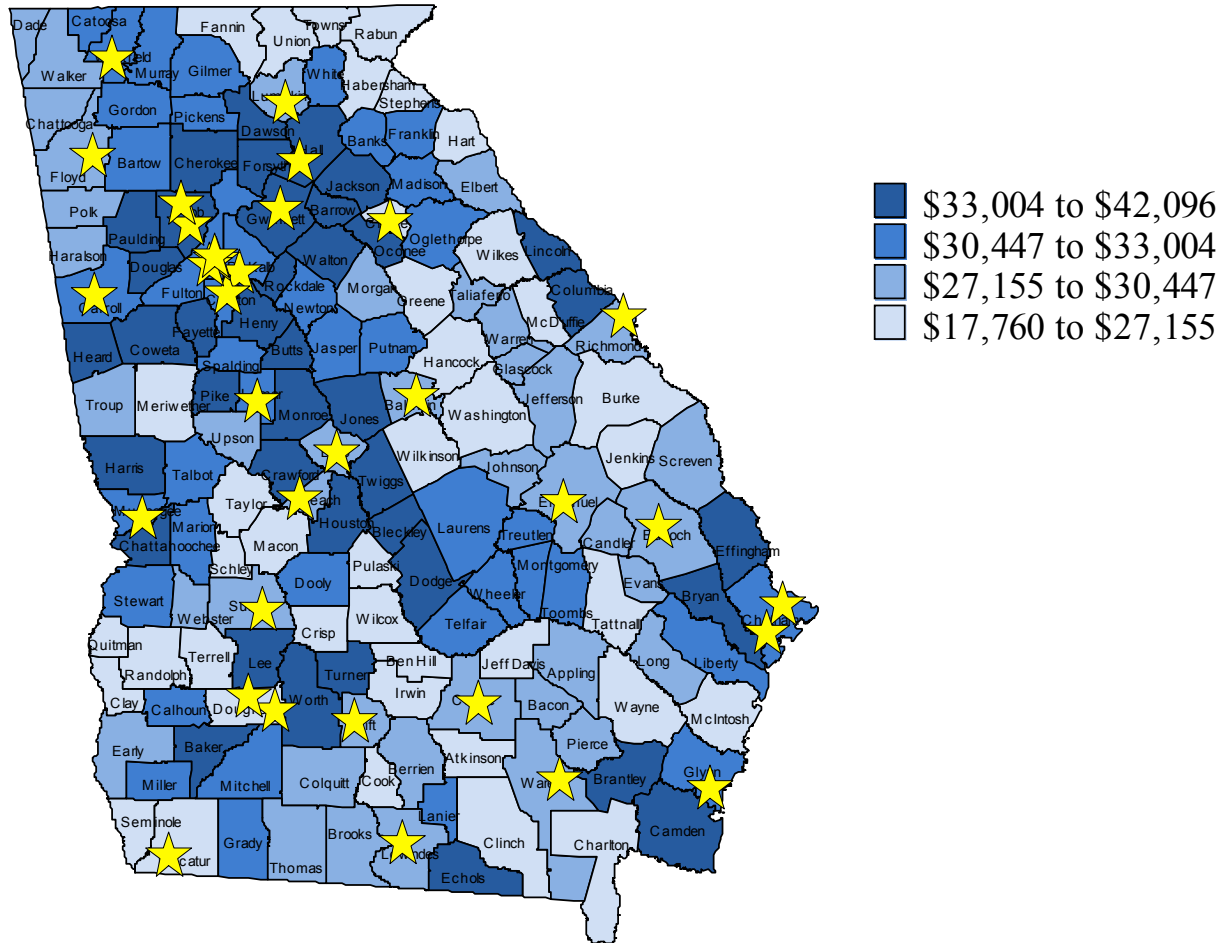
Place Matters



The Emerging Policy Triangle



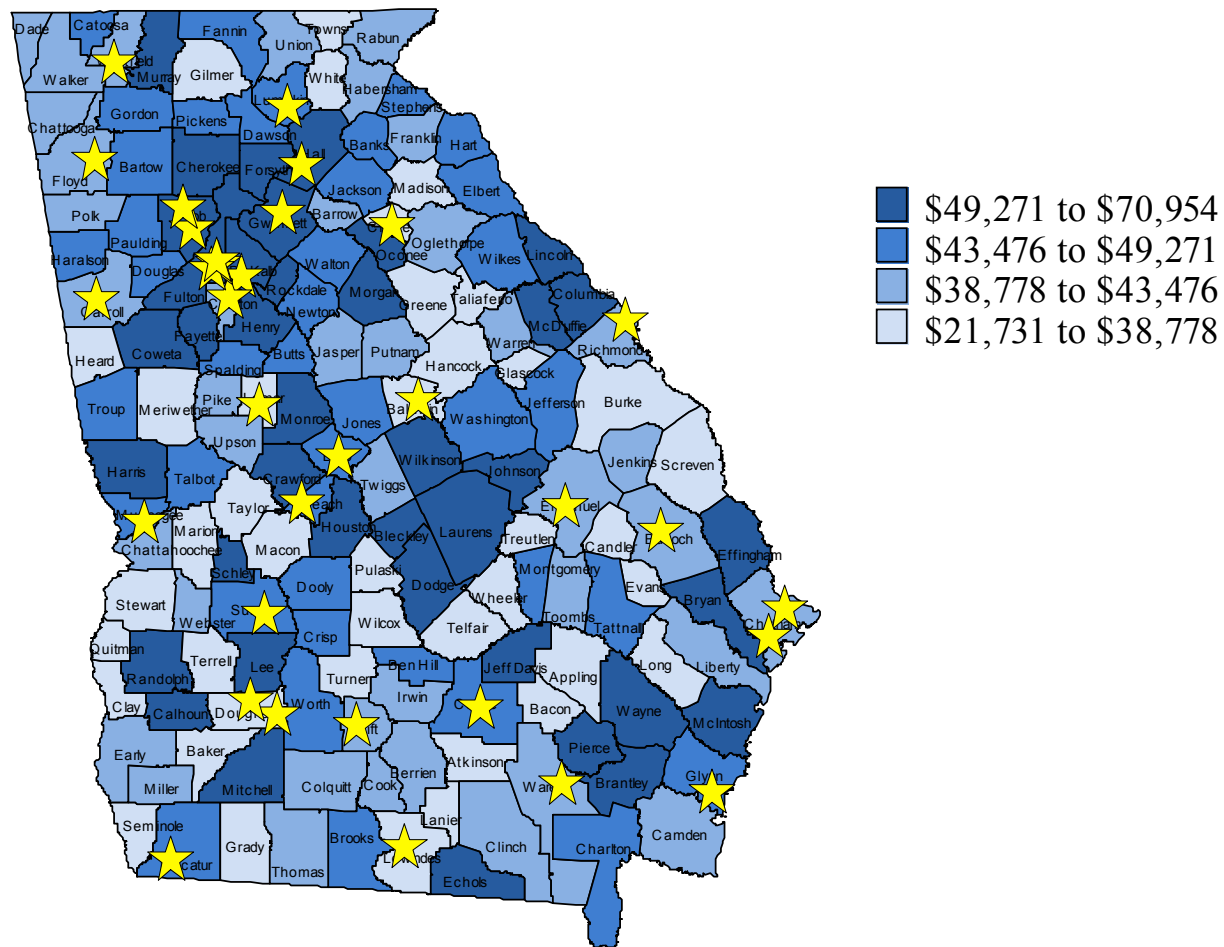
Median Annual Earnings for Population Age 25 and Over with Some College or an Associates Degree, 2007-11



Georgia = \$32,485, United States = \$34,045. Figures in 2011 Dollars.

Source: U.S. Census Bureau, 2007-11 American Community Survey 5-Year Estimates.

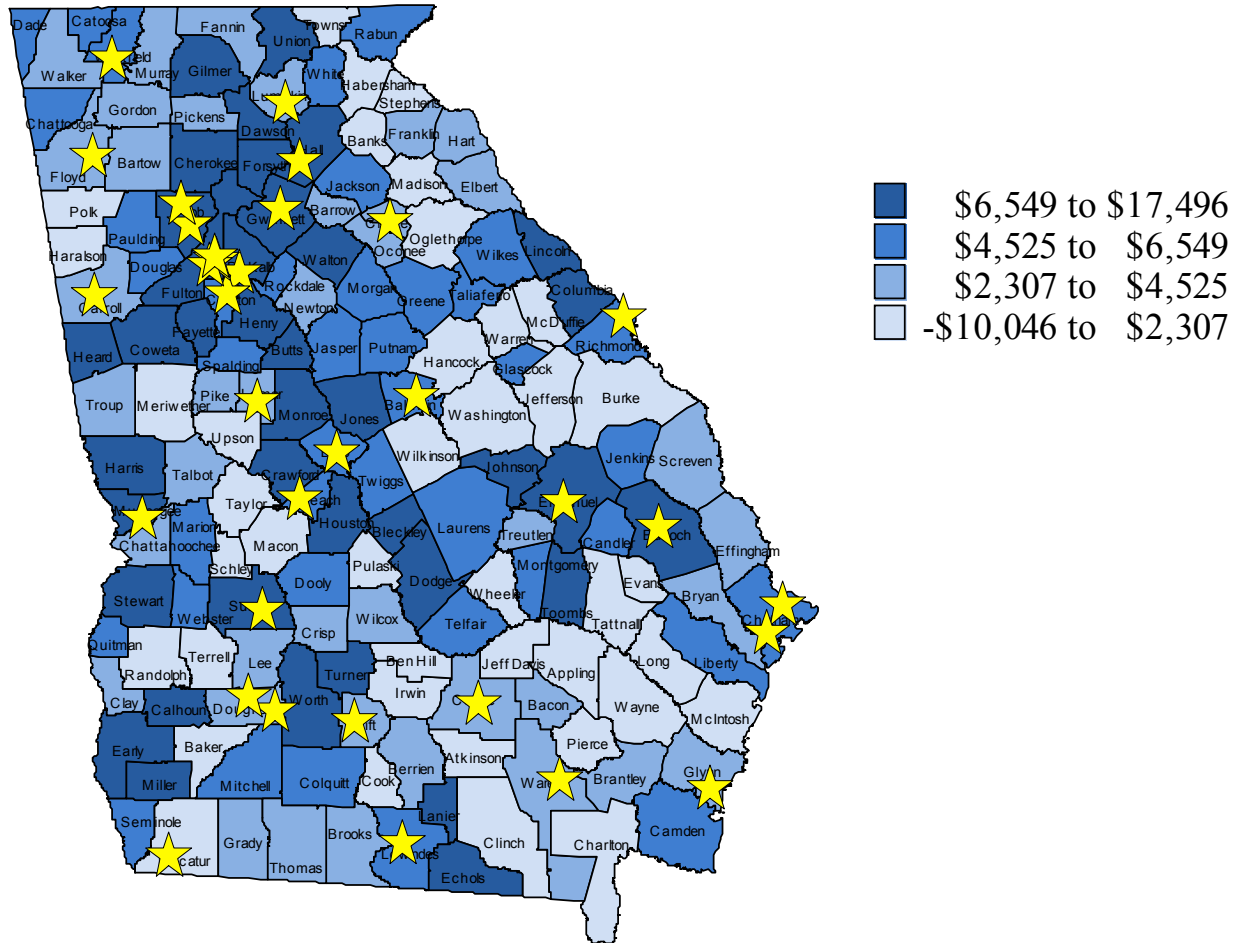
Median Annual Earnings for Population Age 25 and Over with a Bachelors Degree, 2007-11



Georgia = \$49,673, United States = \$49,683. Figures in 2011 Dollars.

Source: U.S. Census Bureau, 2007-11 American Community Survey 5-Year Estimates.

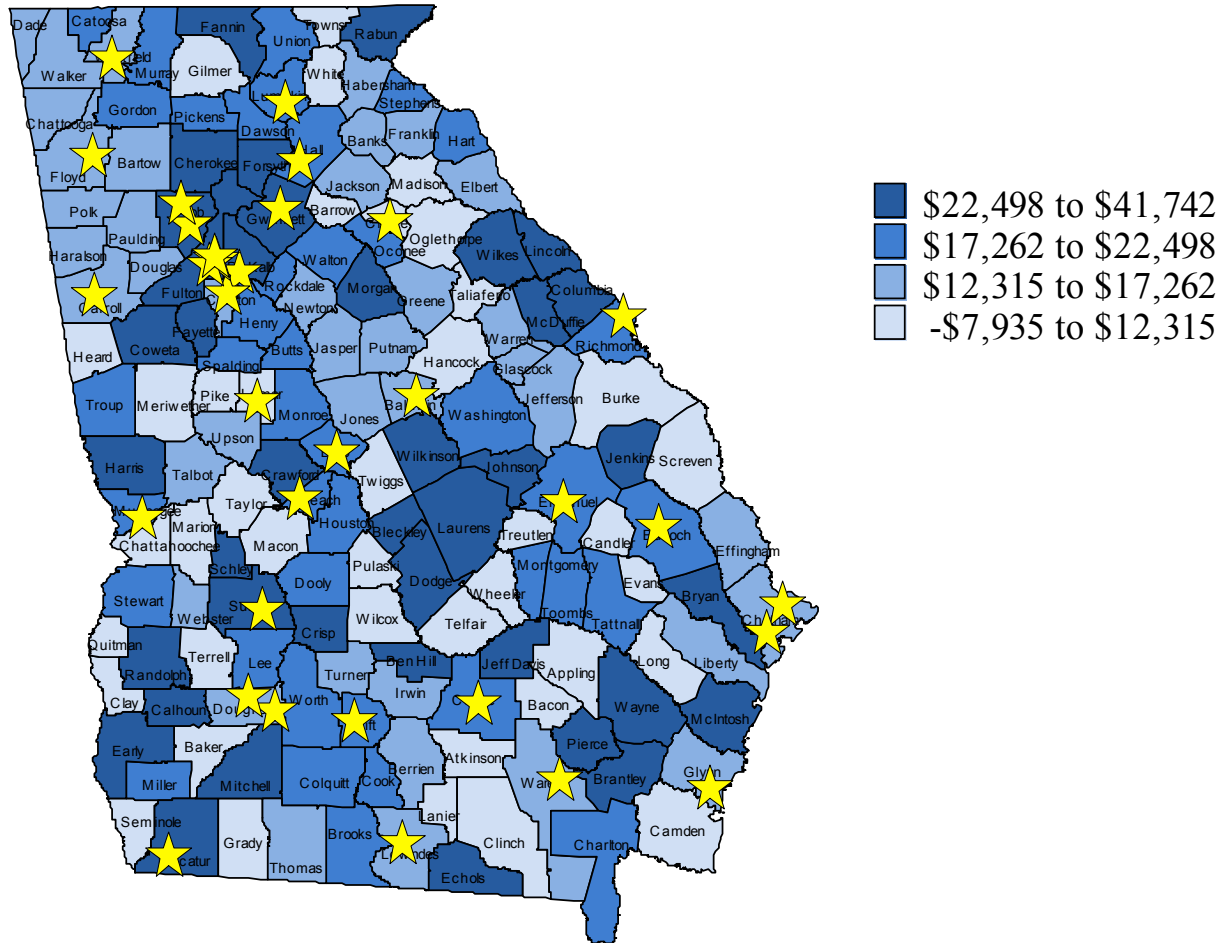
Difference in Median Annual Earnings for Population Age 25 and Over: Some College or Associates Degree and High School Diploma but No College, 2007-11



Georgia = \$5,769, United States = \$6,405. Figures in 2011 Dollars.

Source: U.S. Census Bureau, 2007-11 American Community Survey 5-Year Estimates.

Difference in Median Annual Earnings for Population Age 25 and Over: Bachelor's Degree and High School Diploma but No College, 2007-11

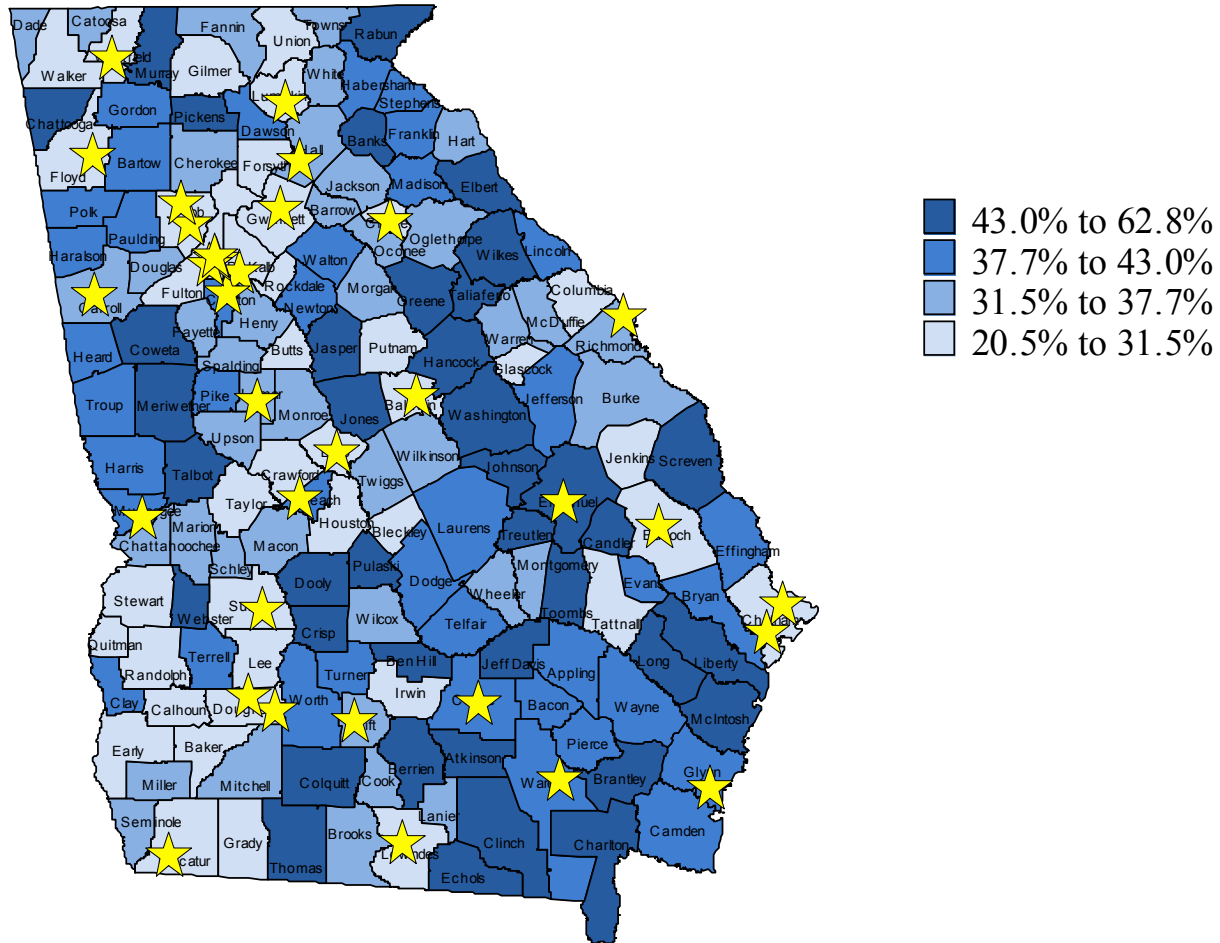


Georgia = \$22,957, United States = \$22,043. Figures in 2011 Dollars.

Source: U.S. Census Bureau, 2007-11 American Community Survey 5-Year Estimates.

Educational Attainment

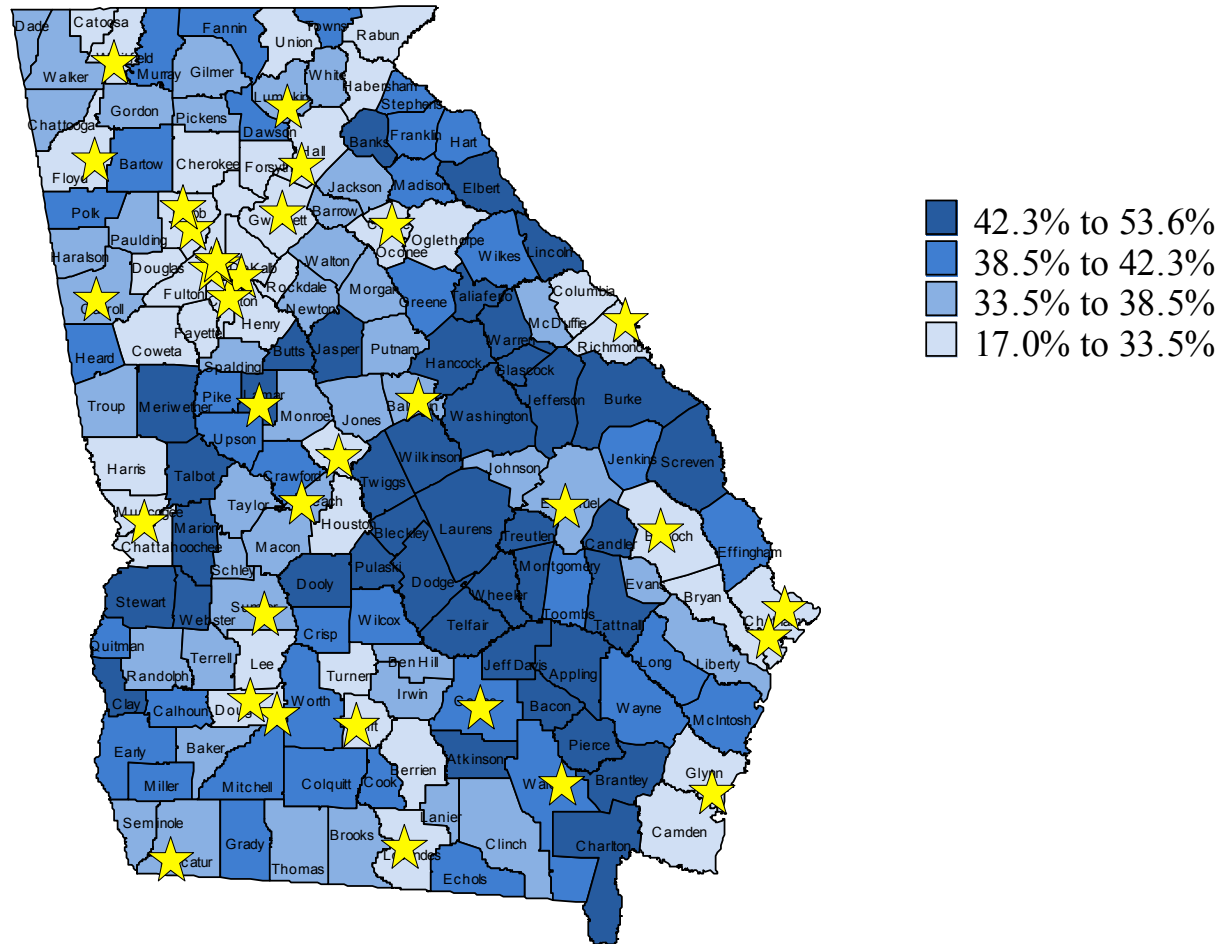
Percent of Population Age 18-24 with a High School Diploma but No College, 2006-10



Georgia = 33.2%, United States = 31.2%

Source: U.S. Census Bureau, 2006-10 American Community Survey 5-Year Estimates.

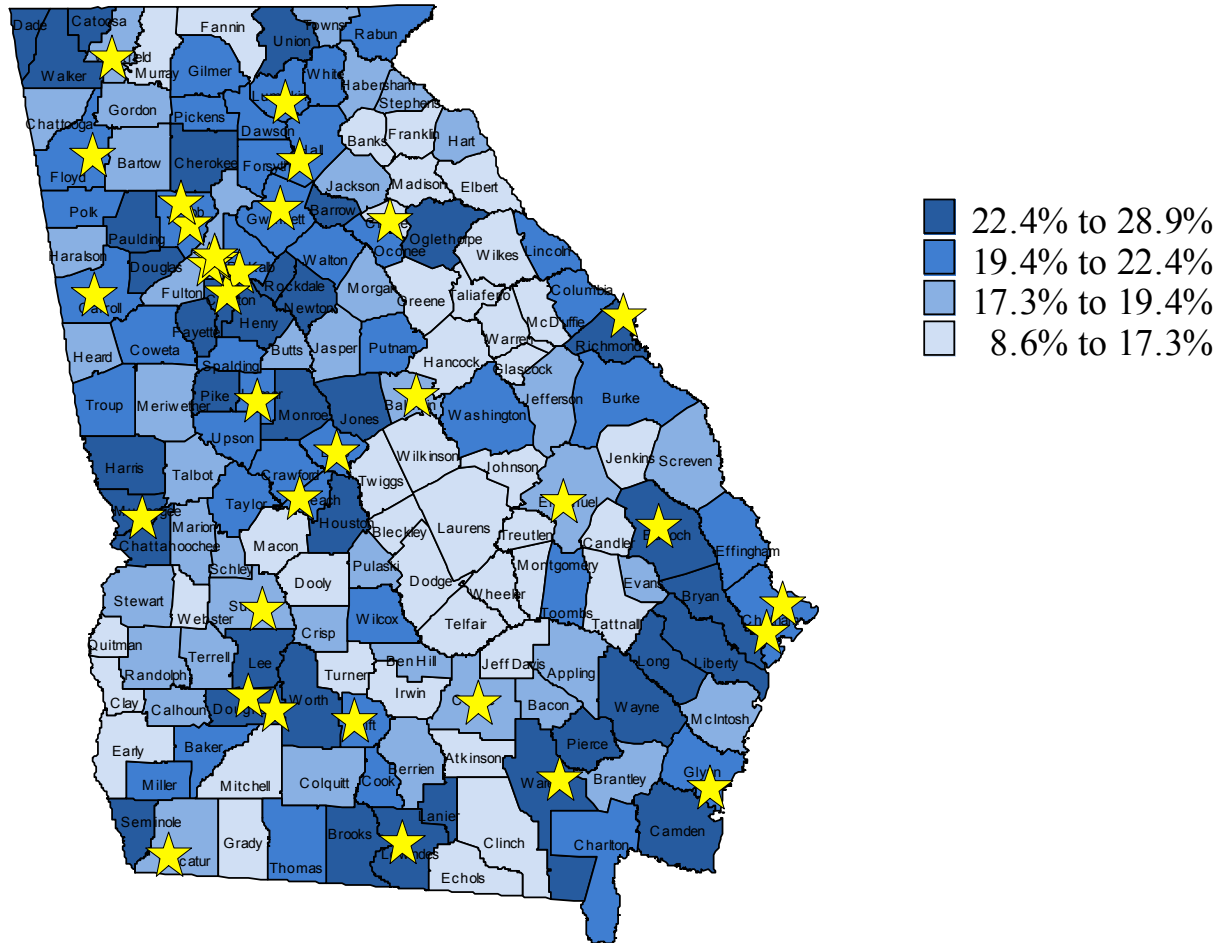
Percent of Population Age 25-64 with a High School Diploma but No College, 2006-10



Georgia = 29.0%, United States = 27.7%

Source: U.S. Census Bureau, 2006-10 American Community Survey 5-Year Estimates.

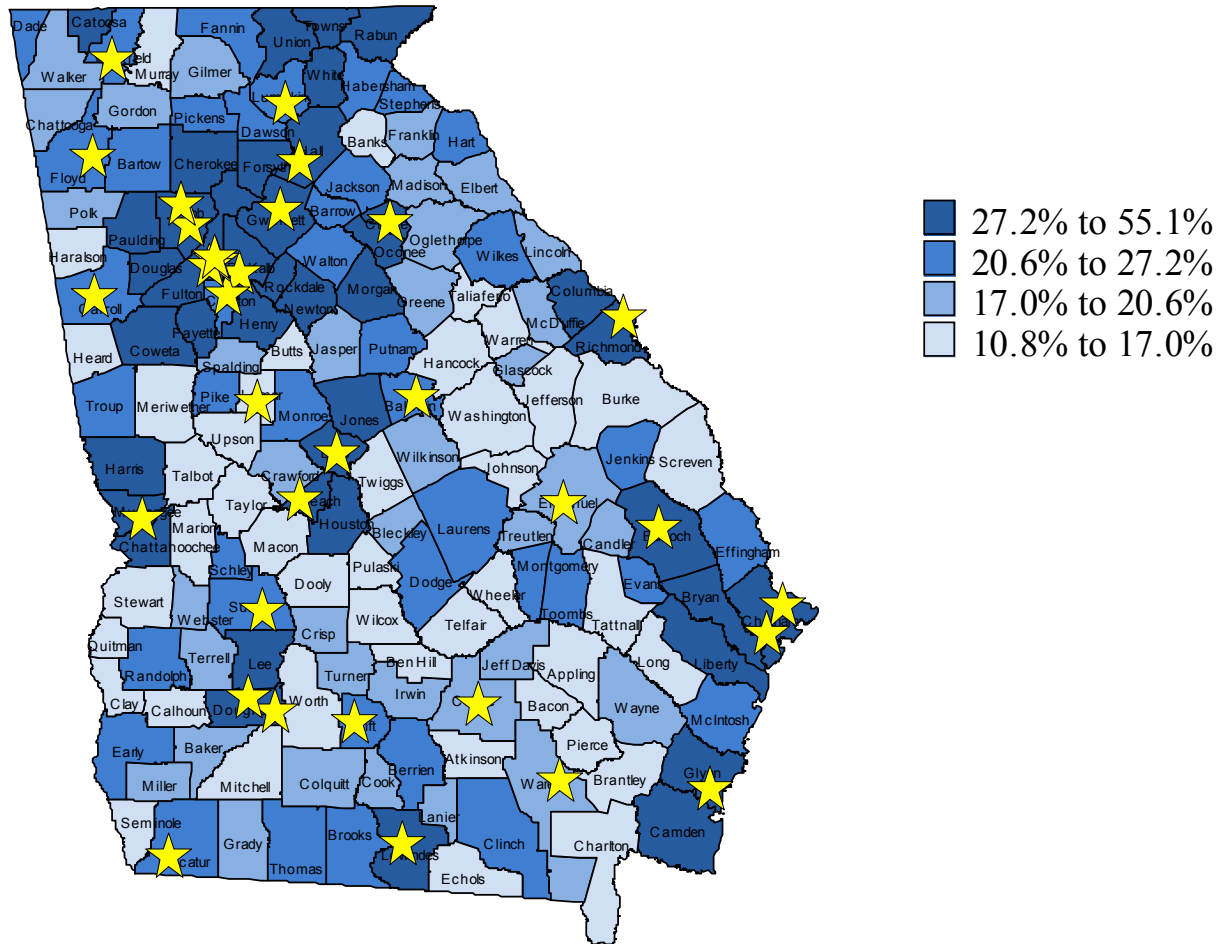
Percent of Population Age 25-64 with Some College but No Degree, 2006-10



Georgia = 20.8%, United States = 21.4%

Source: U.S. Census Bureau, 2006-10 American Community Survey 5-Year Estimates.

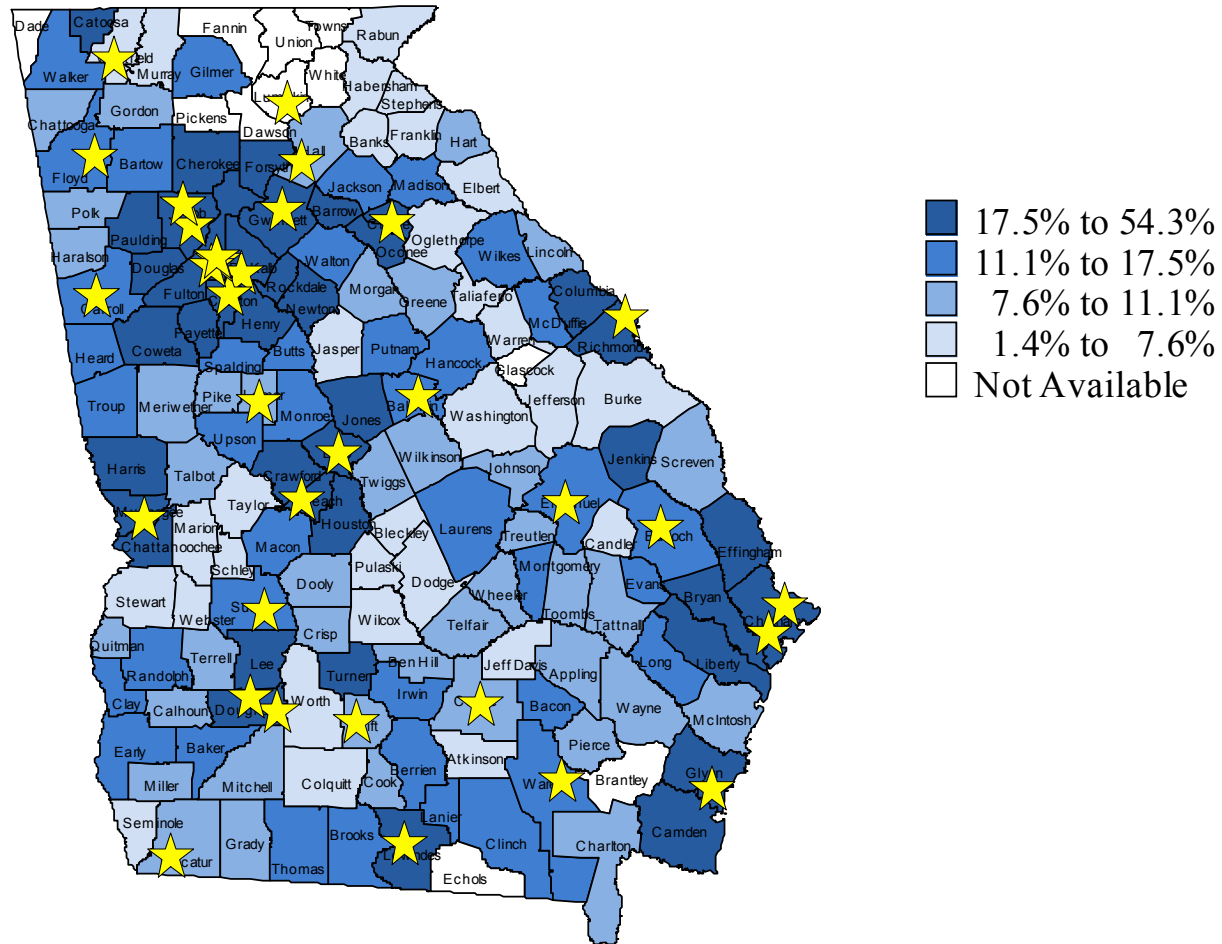
Percent of Population Age 25-64 with at Least an Associates Degree, 2006-10



Georgia = 36.1%, United States = 38.2%

Source: U.S. Census Bureau, 2006-10 American Community Survey 5-Year Estimates.

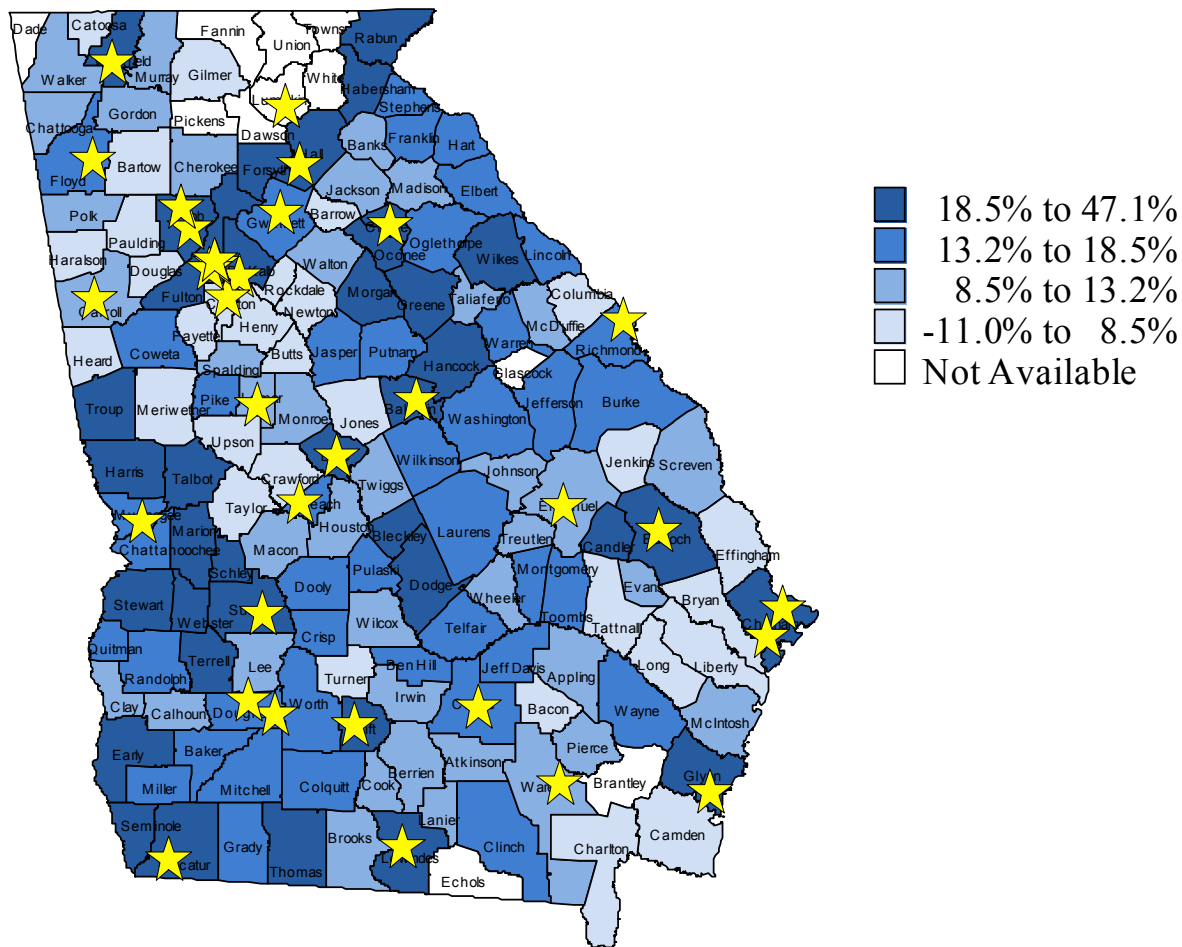
Percent of Underrepresented Minority Population Age 25-64 with at Least an Associates Degree, 2006-10



Georgia = 26.3%, United States = 22.6%

Source: U.S. Census Bureau, 2006-10 American Community Survey 5-Year Estimates.

Difference in Education Attainment: Percent White Non-Hispanic and Percent Underrepresented Minority Population Age 25-64 with at Least an Associates Degree, 2006-10



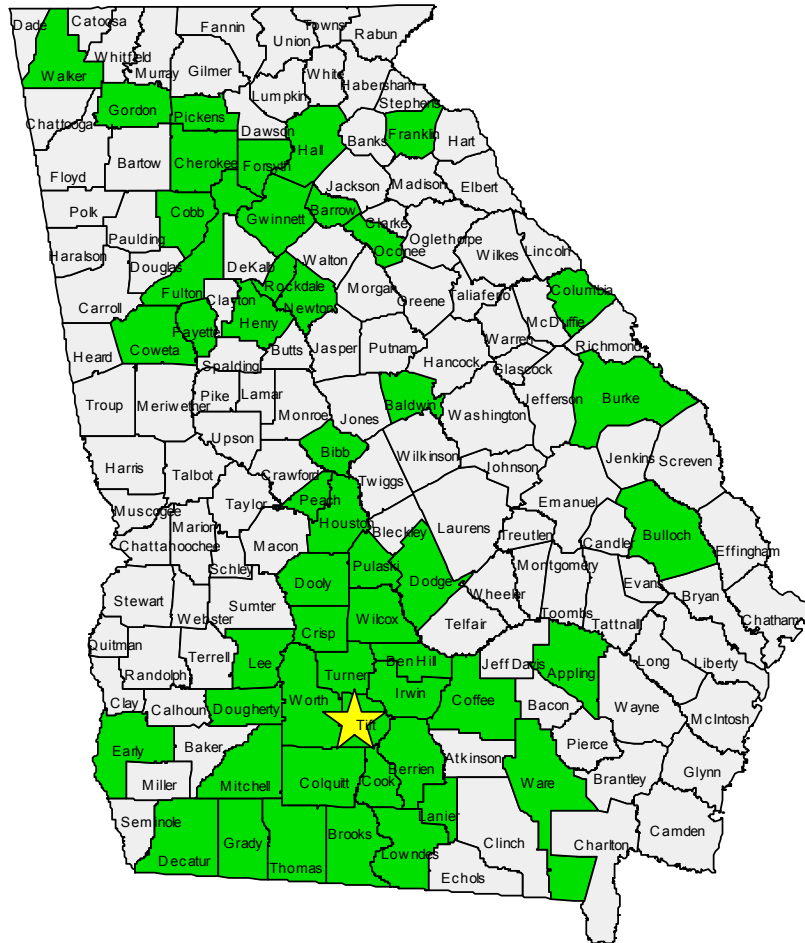
Georgia = 14.5%, United States = 20.2%

Source: U.S. Census Bureau, 2006-10 American Community Survey 5-Year Estimates.

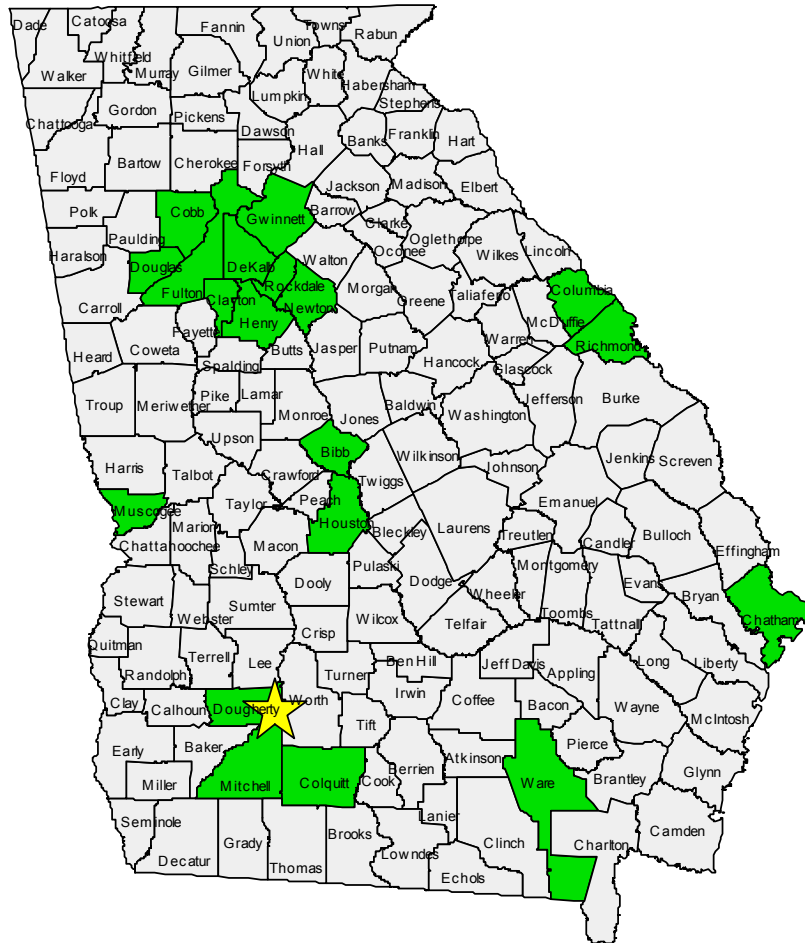


Enrollment Patterns of First-Time Students (Georgia Residents)

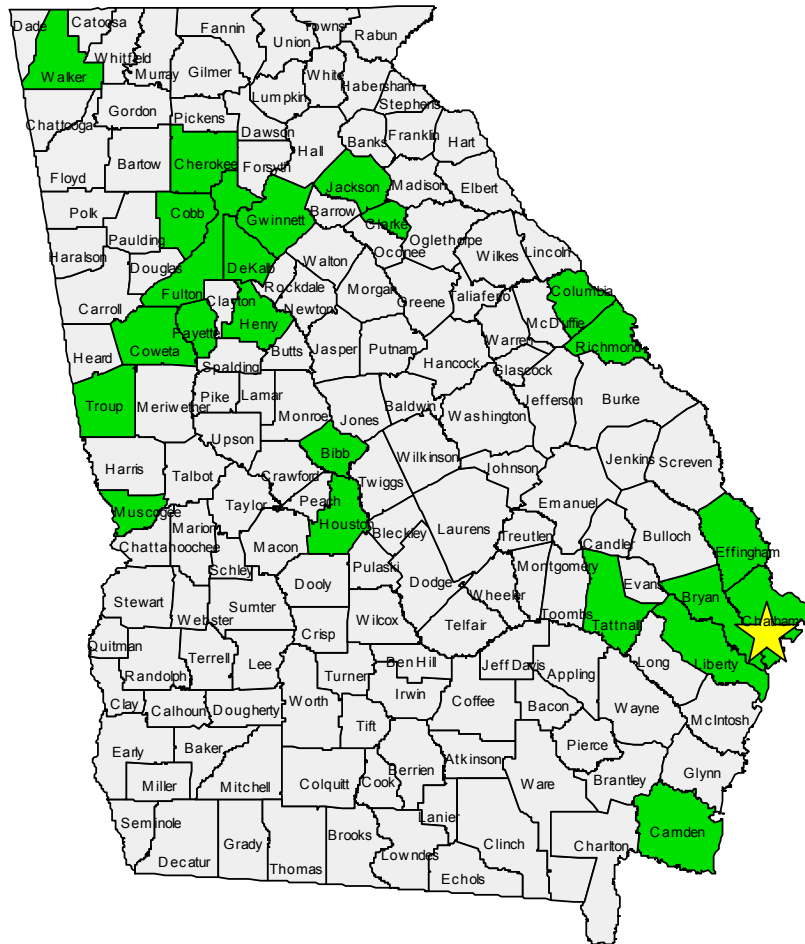
Counties from which Abraham Baldwin Agricultural College Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



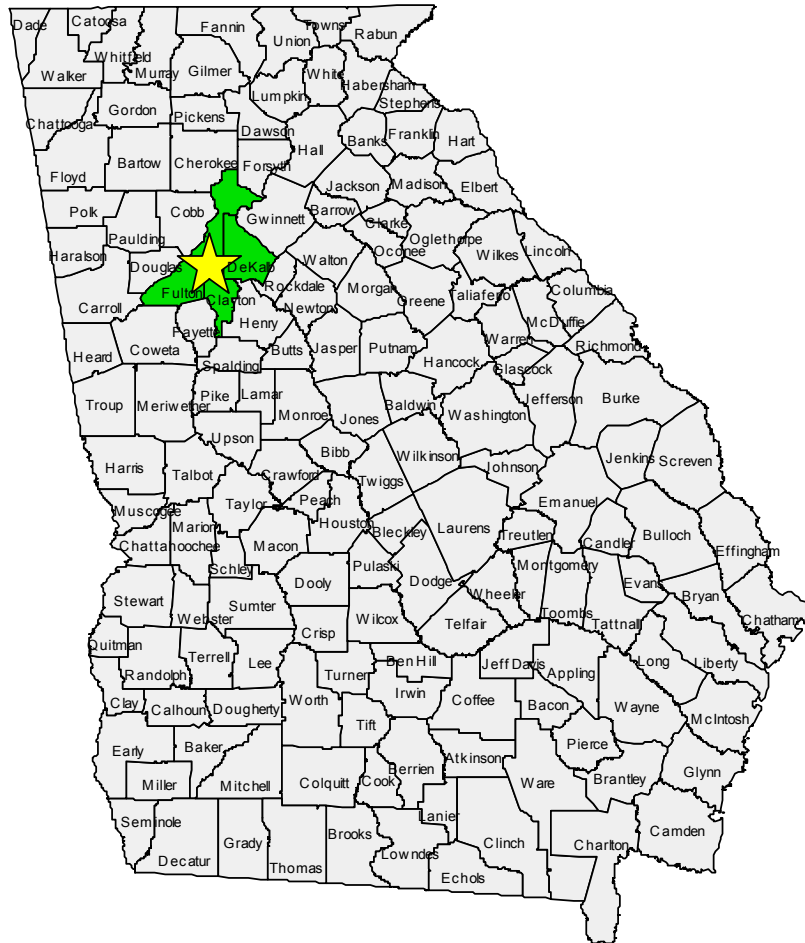
Counties from which Albany State University Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



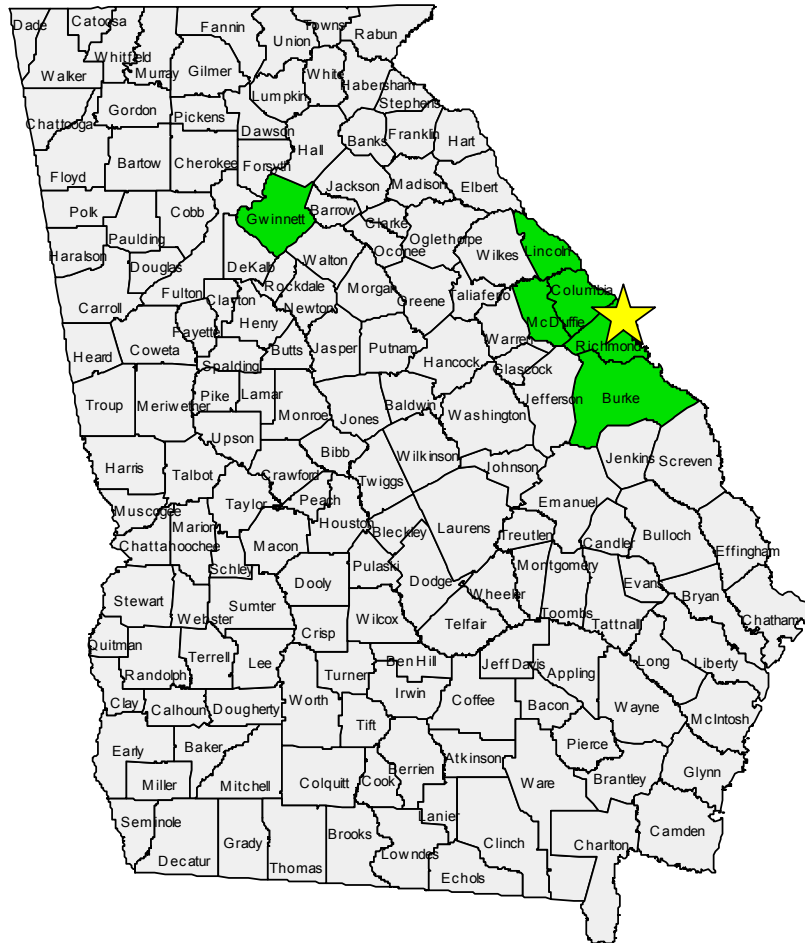
Counties from which Armstrong Atlantic State University Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



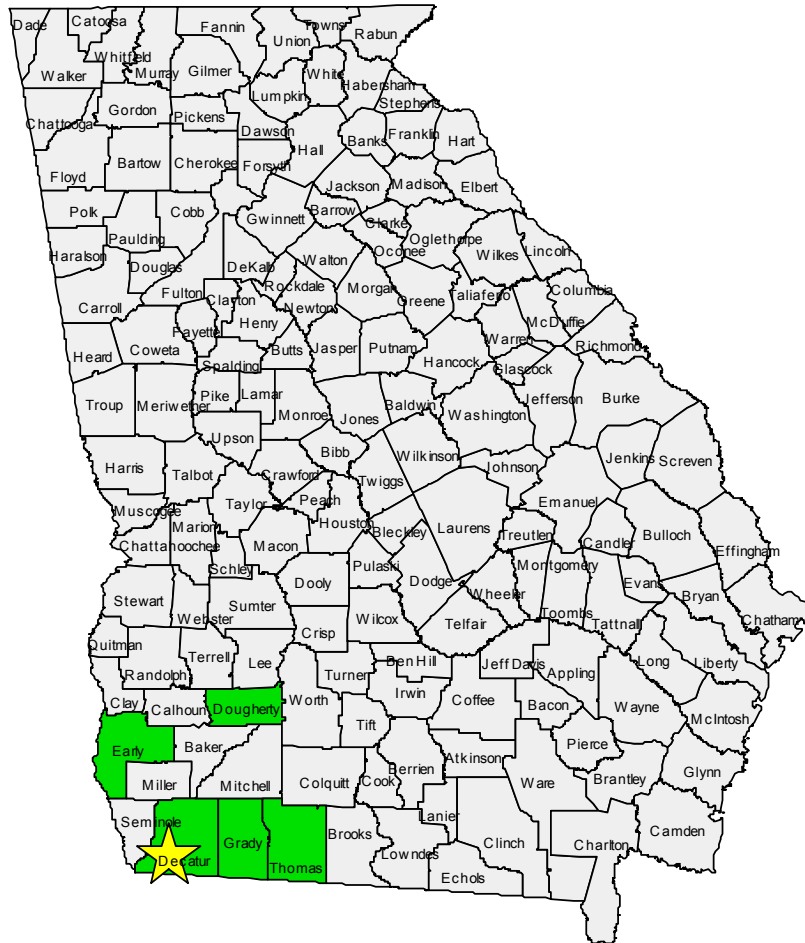
Counties from which Atlanta Metropolitan State College Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



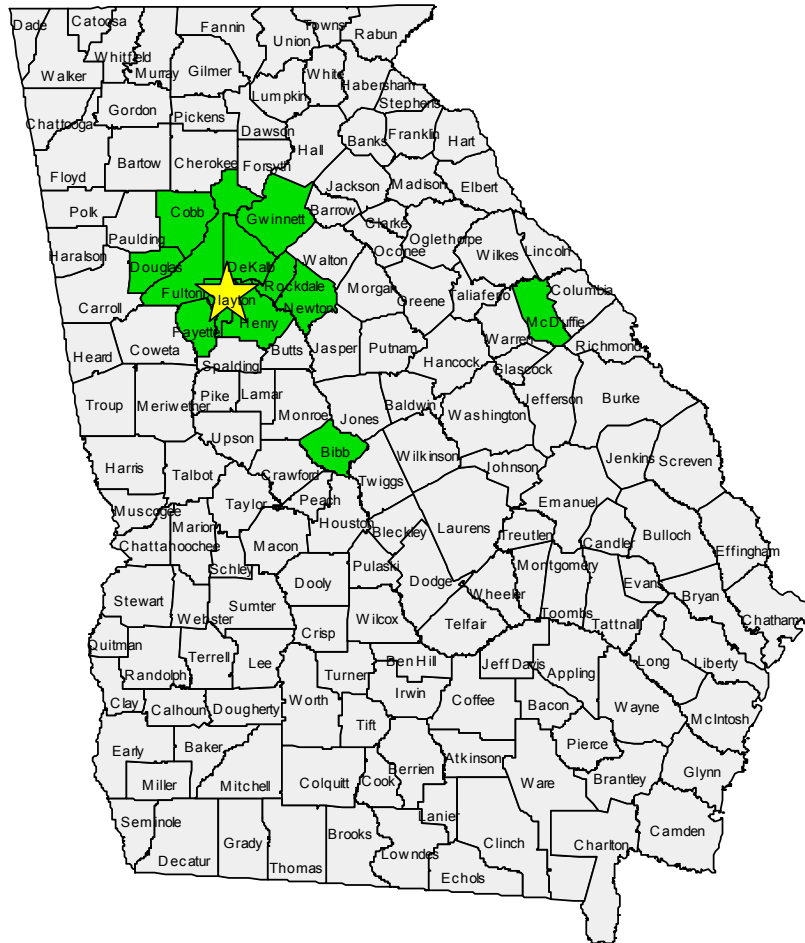
Counties from which Augusta State University Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



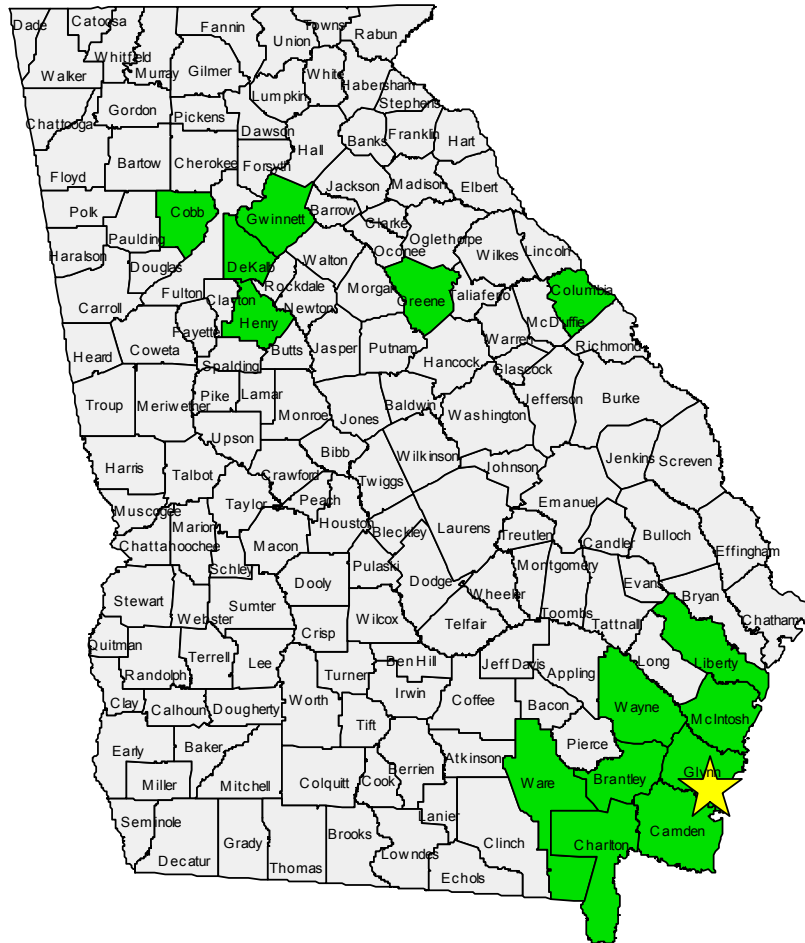
Counties from which Bainbridge College Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



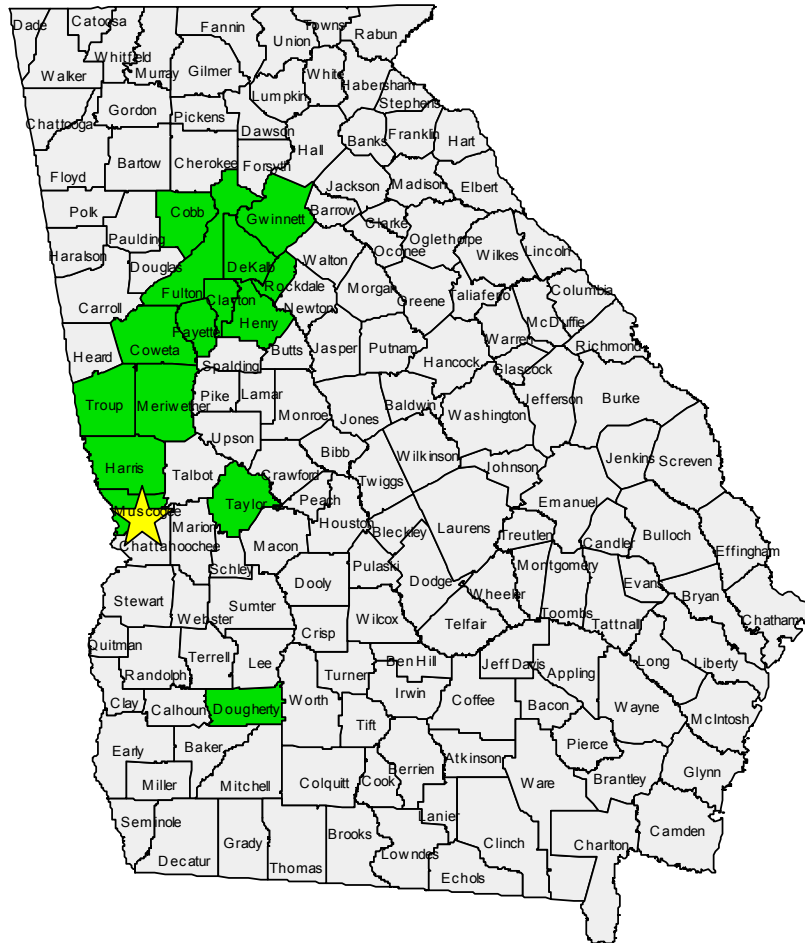
Counties from which Clayton State University Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



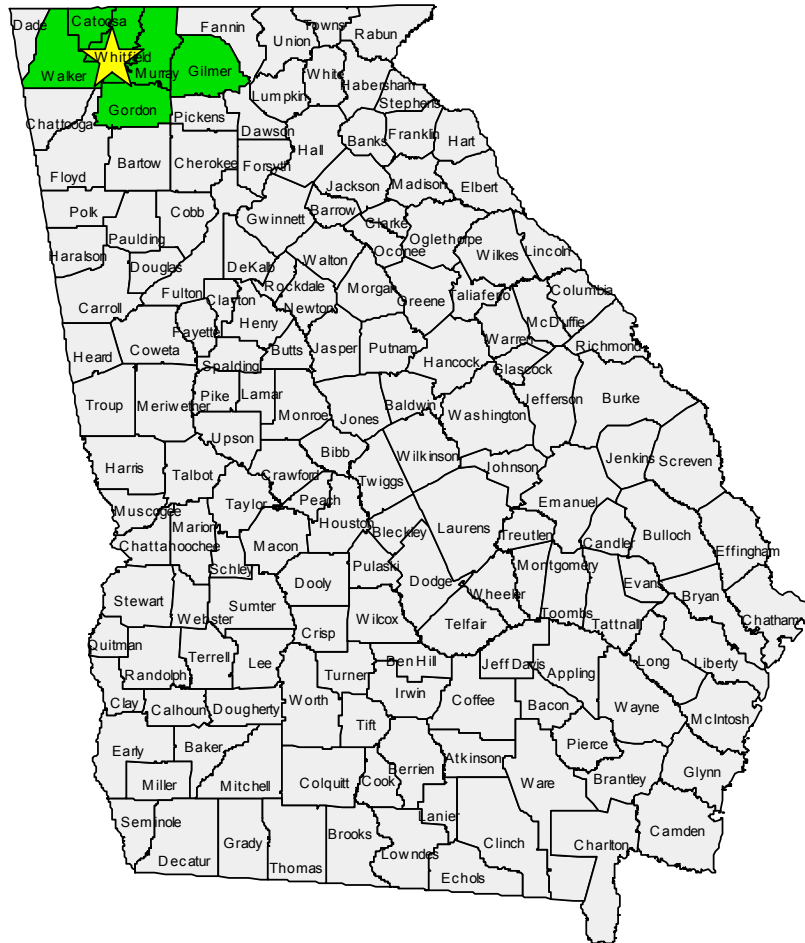
Counties from which College of Coastal Georgia Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



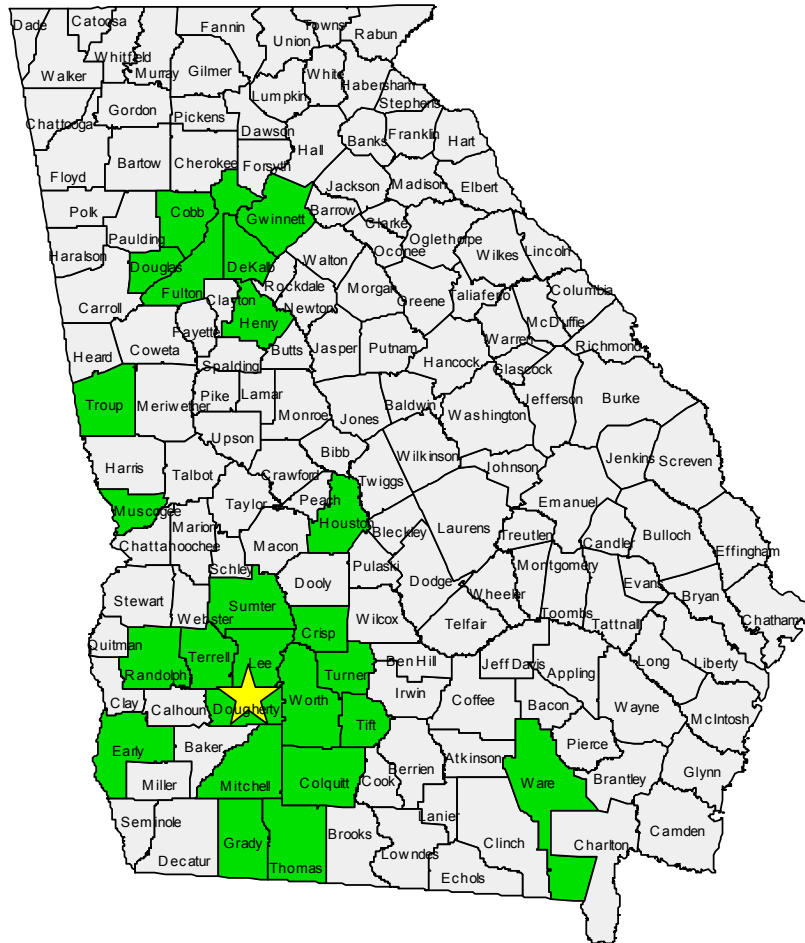
Counties from which Columbus State University Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



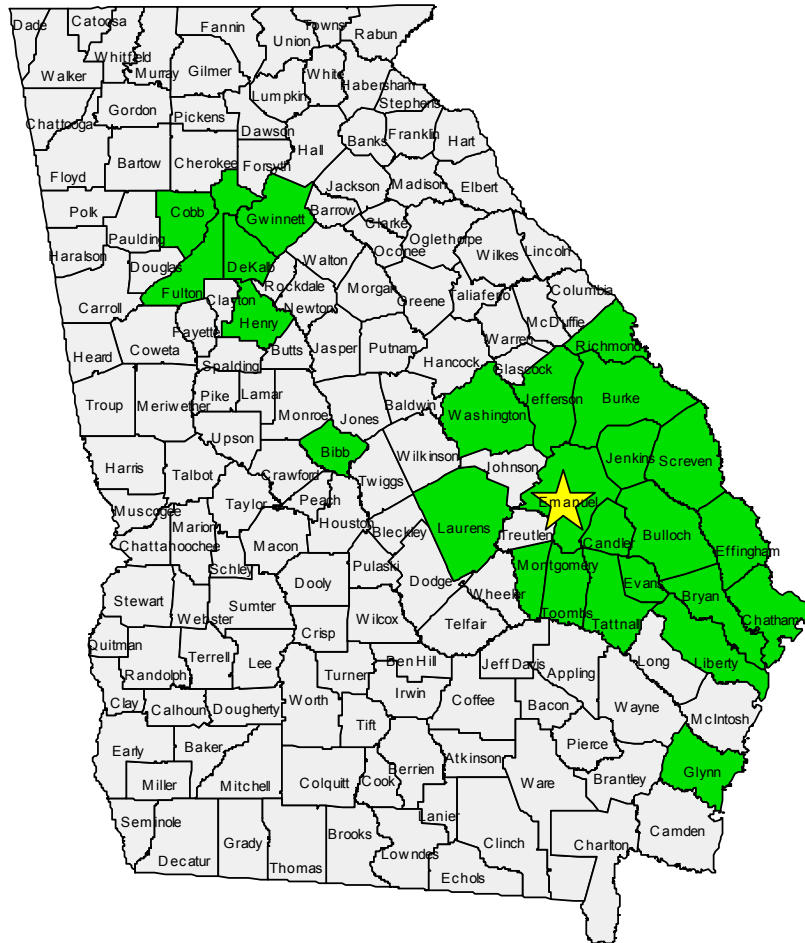
Counties from which Dalton State College Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



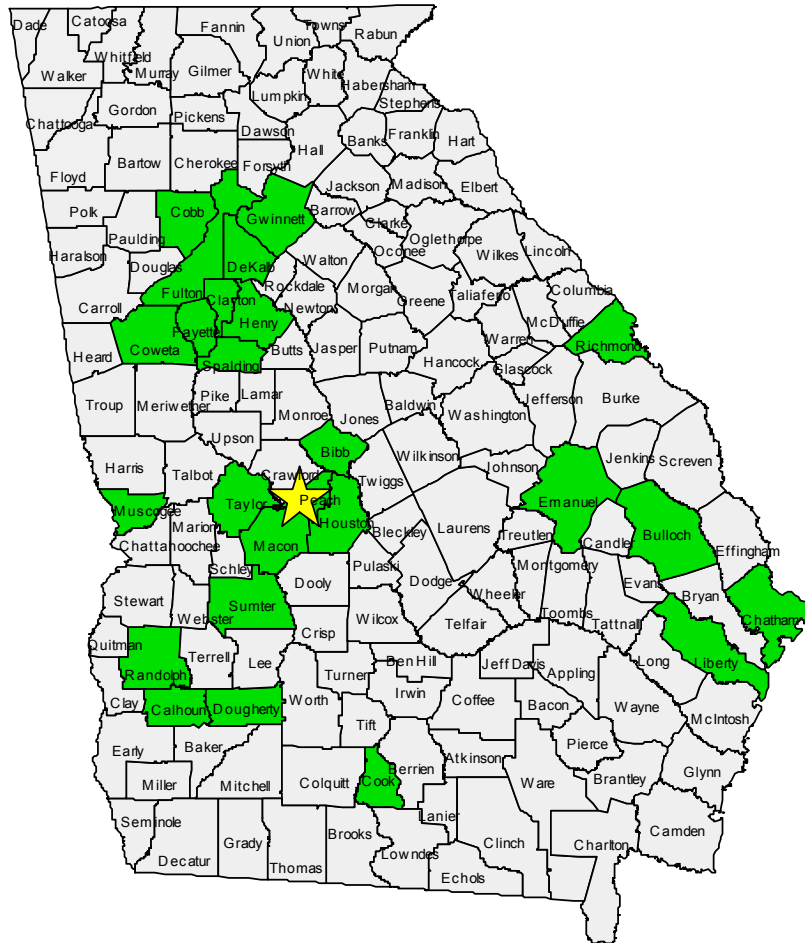
Counties from which Darton State College Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



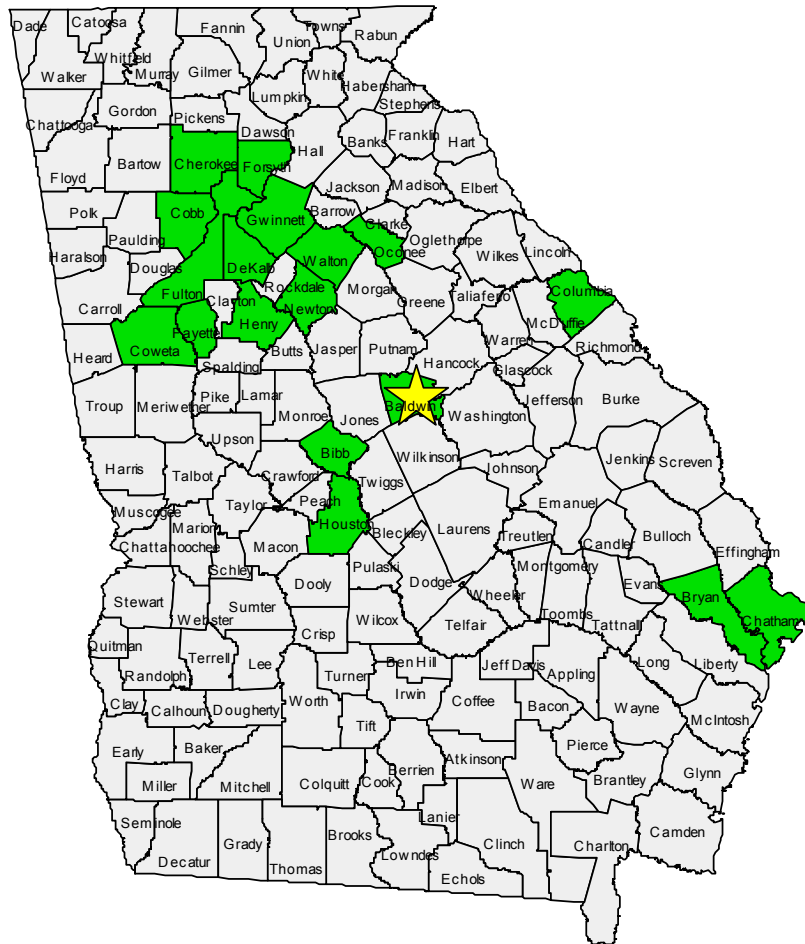
Counties from which East Georgia State College Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



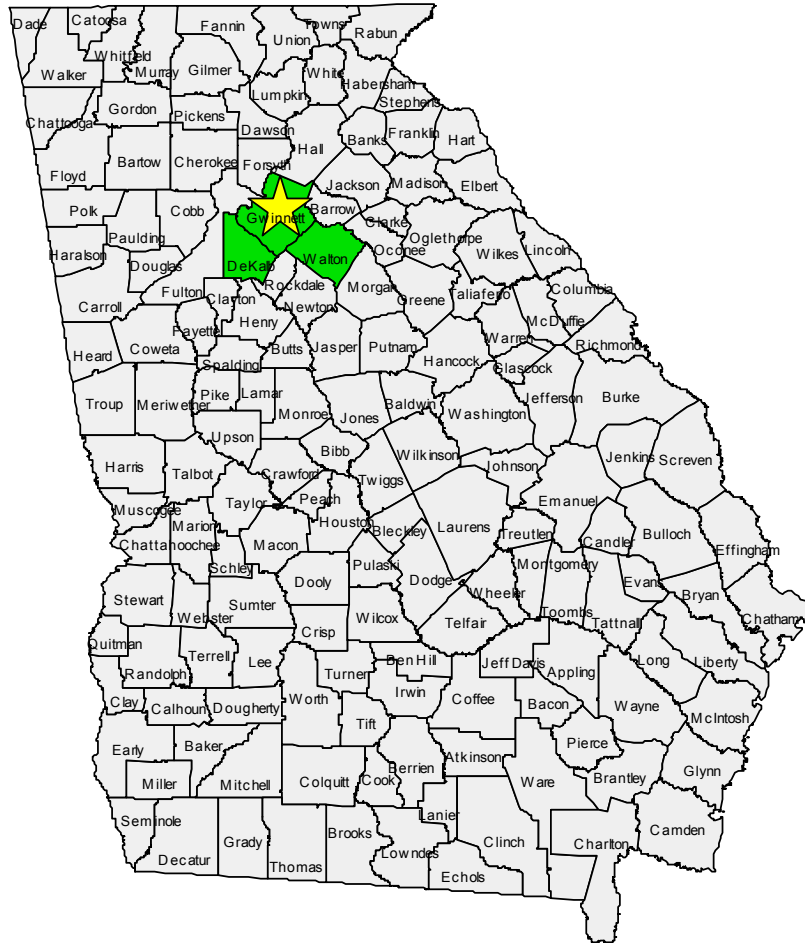
Counties from which Fort Valley State University Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



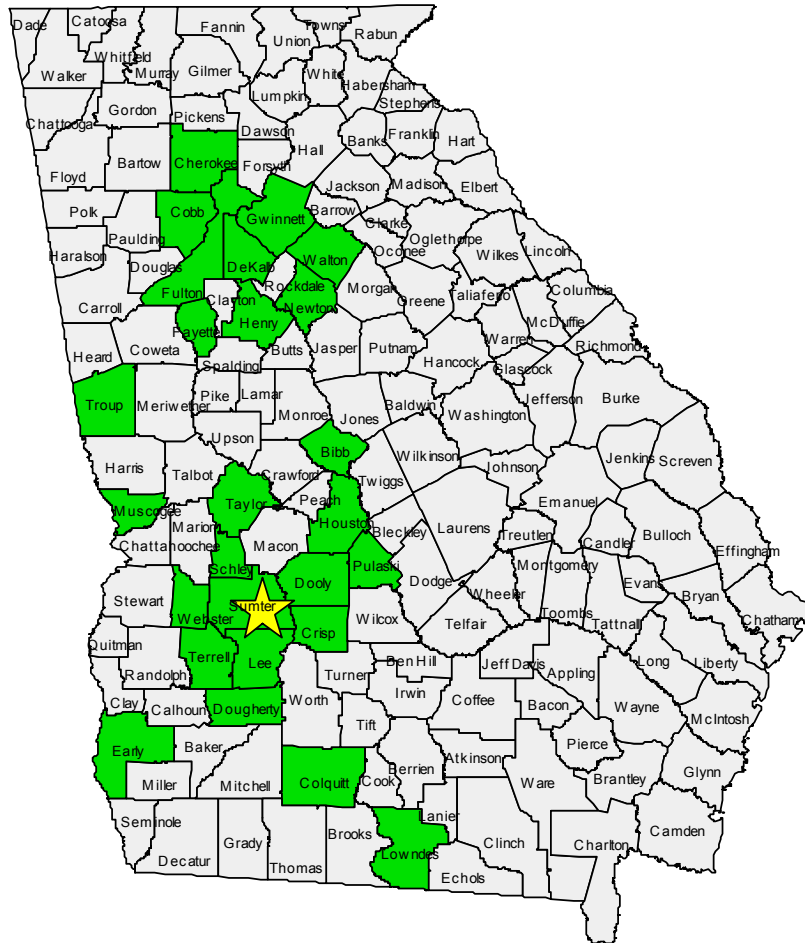
Counties from which Georgia College & State University Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



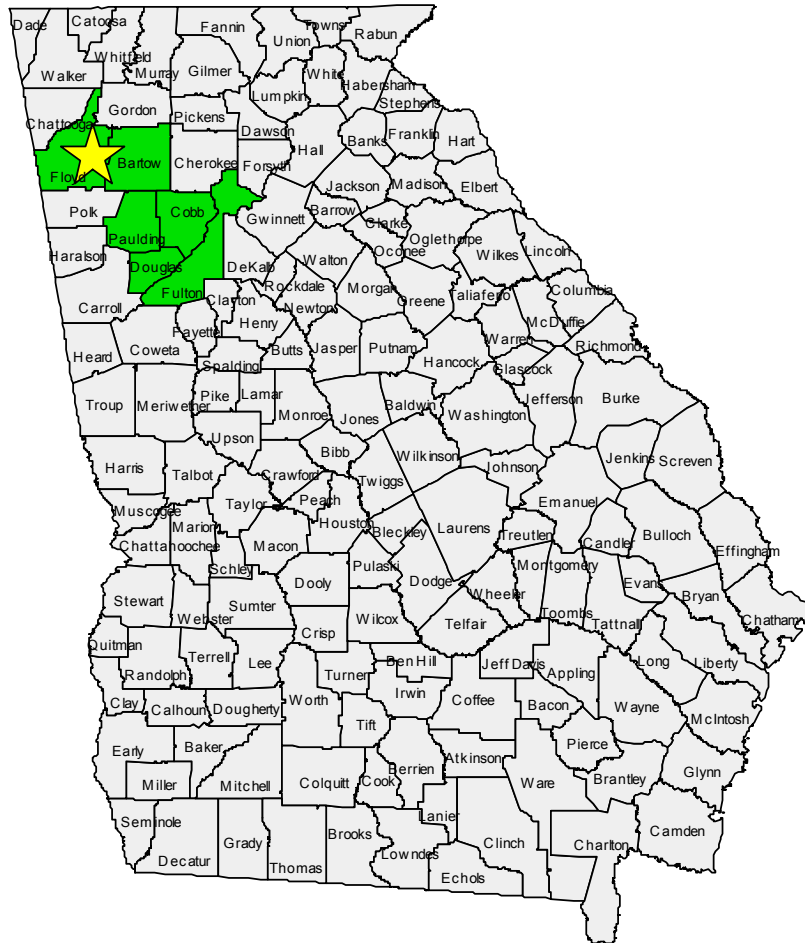
Counties from which Georgia Gwinnett College Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



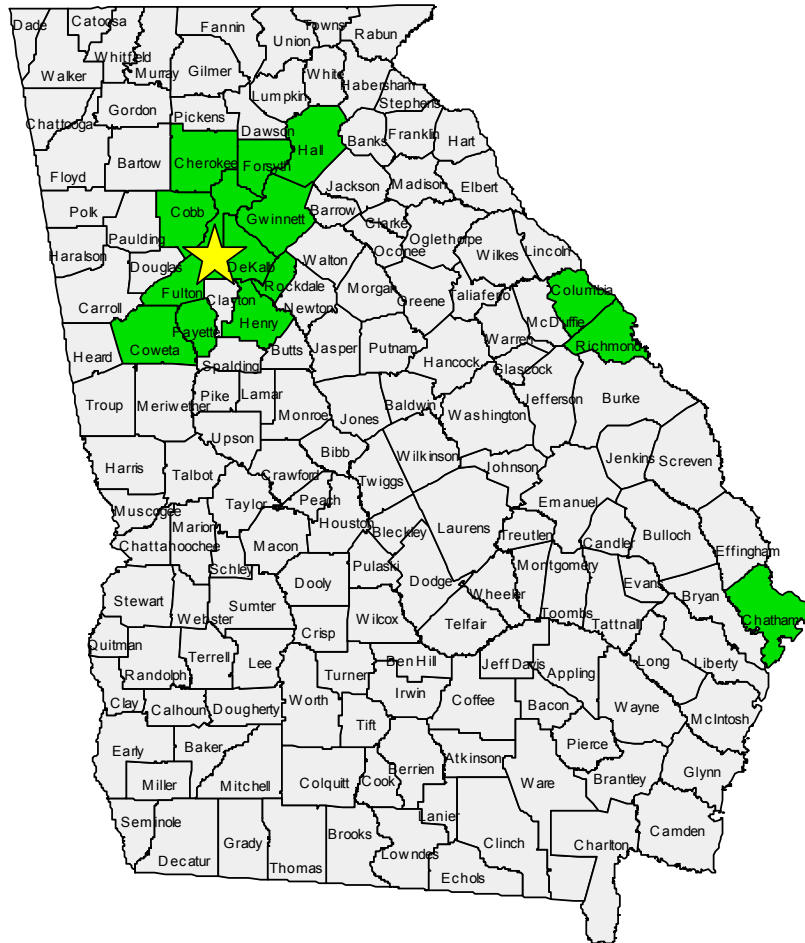
Counties from which Georgia Southwestern State University Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



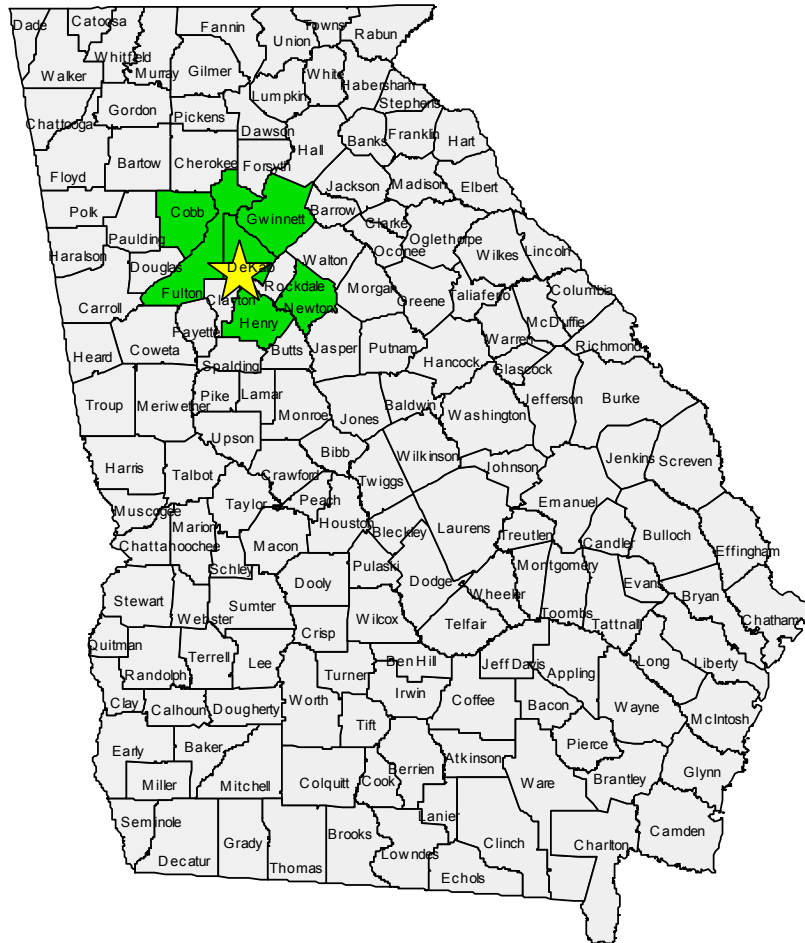
Counties from which Georgia Highlands College Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



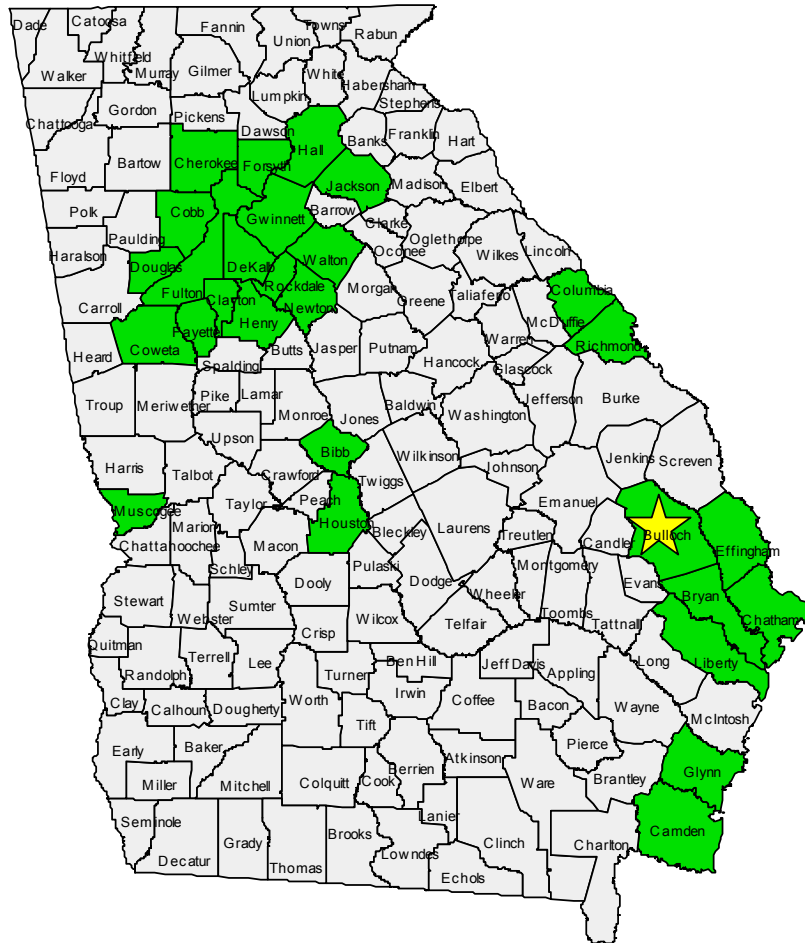
Counties from which Georgia Institute of Technology Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



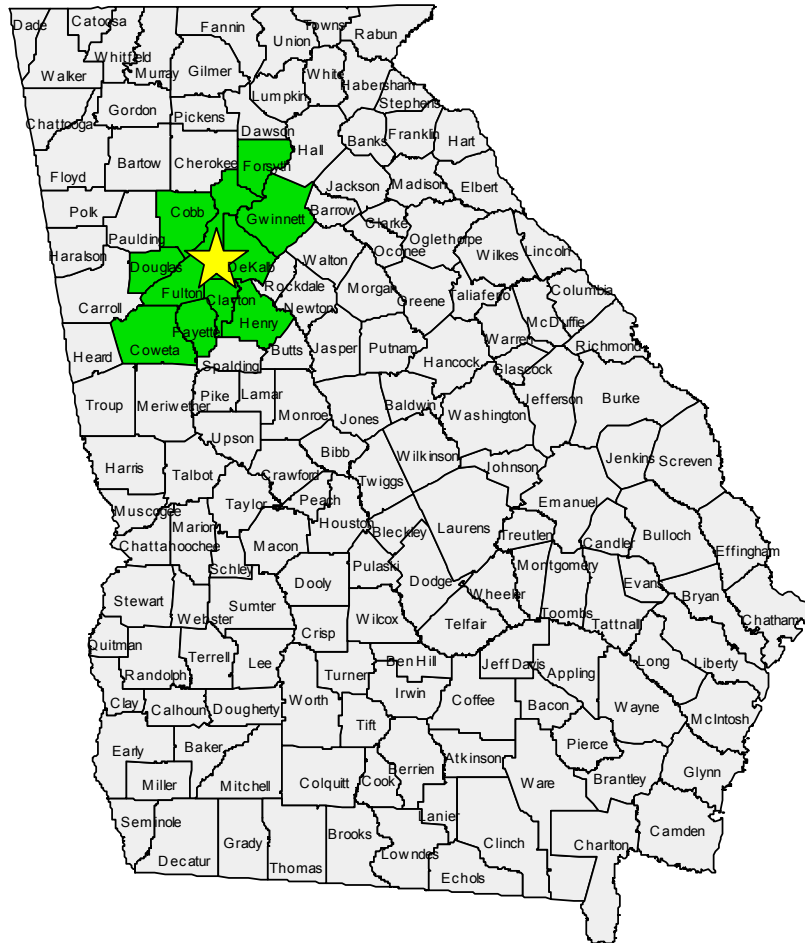
Counties from which Georgia Perimeter College Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



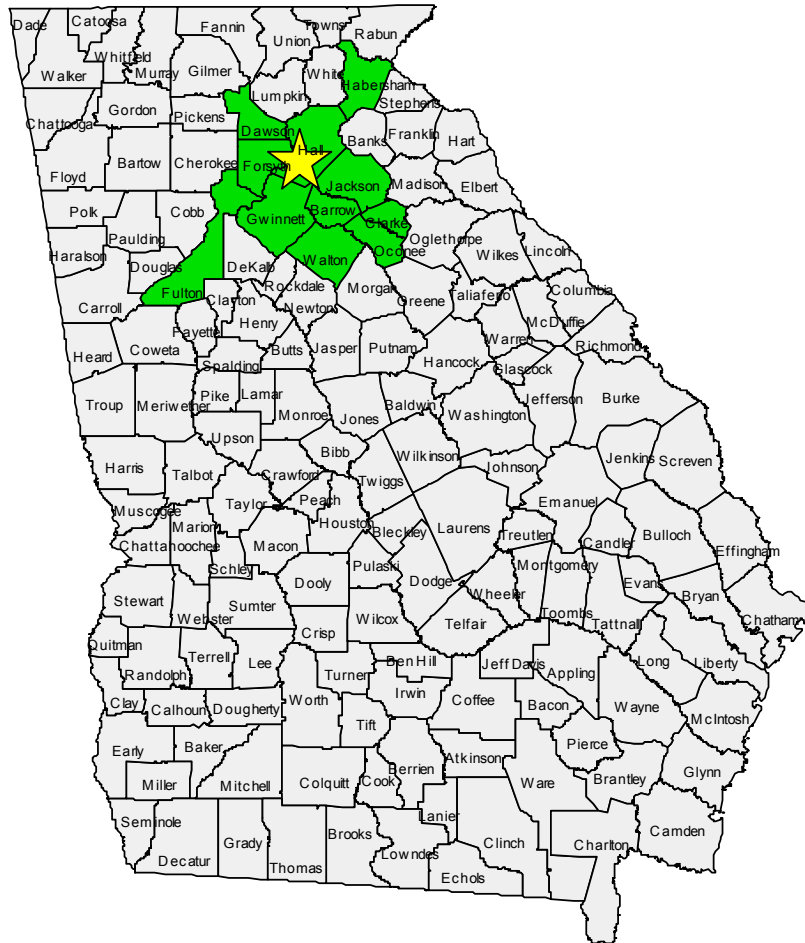
Counties from which Georgia Southern University Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



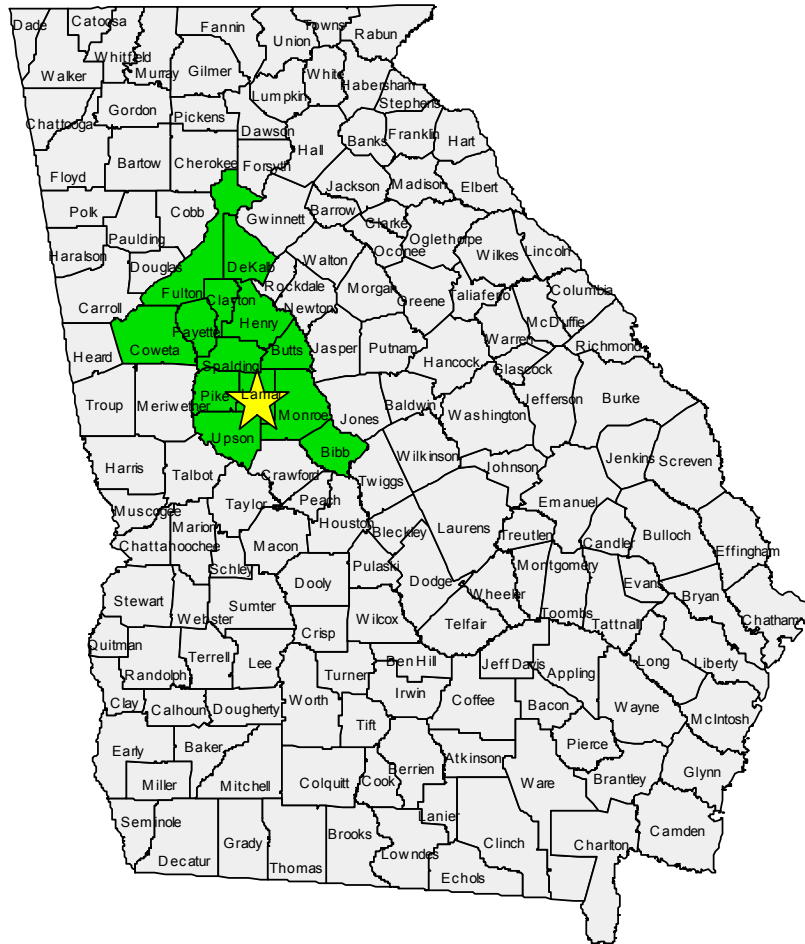
Counties from which Georgia State University Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



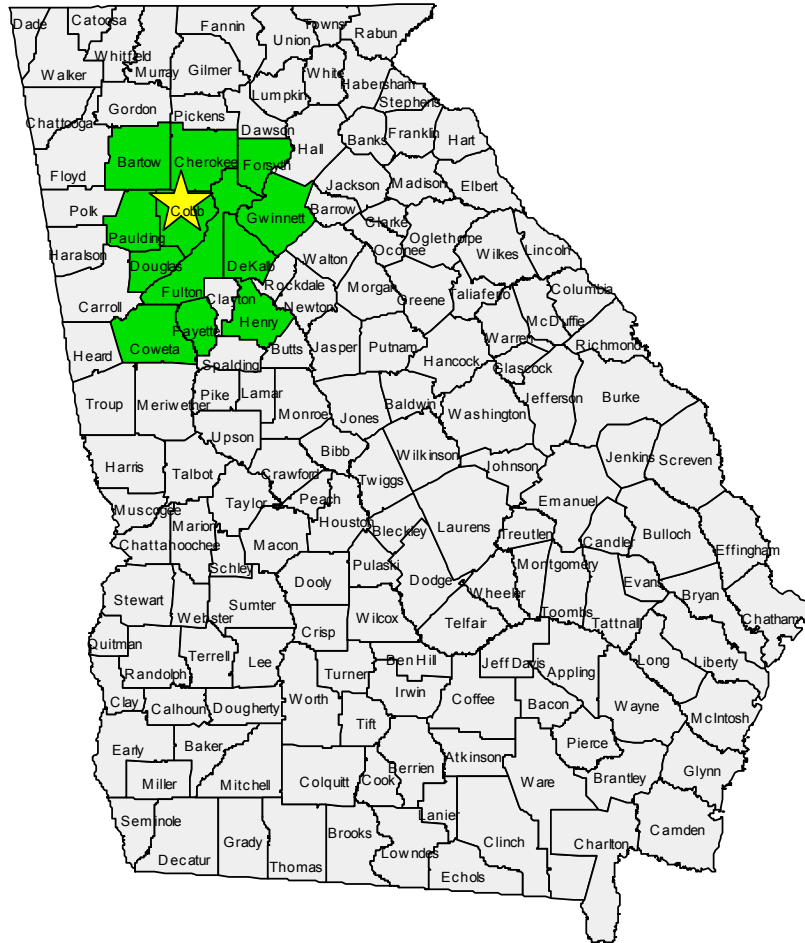
Counties from which Gainesville State College Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



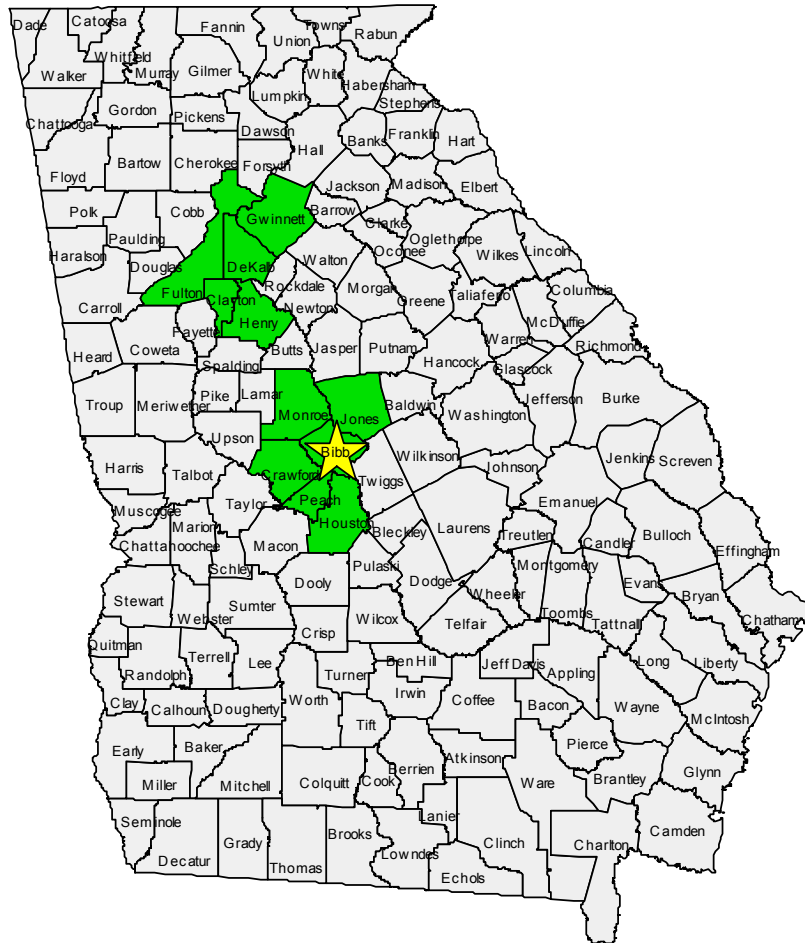
Counties from which Gordon State College Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



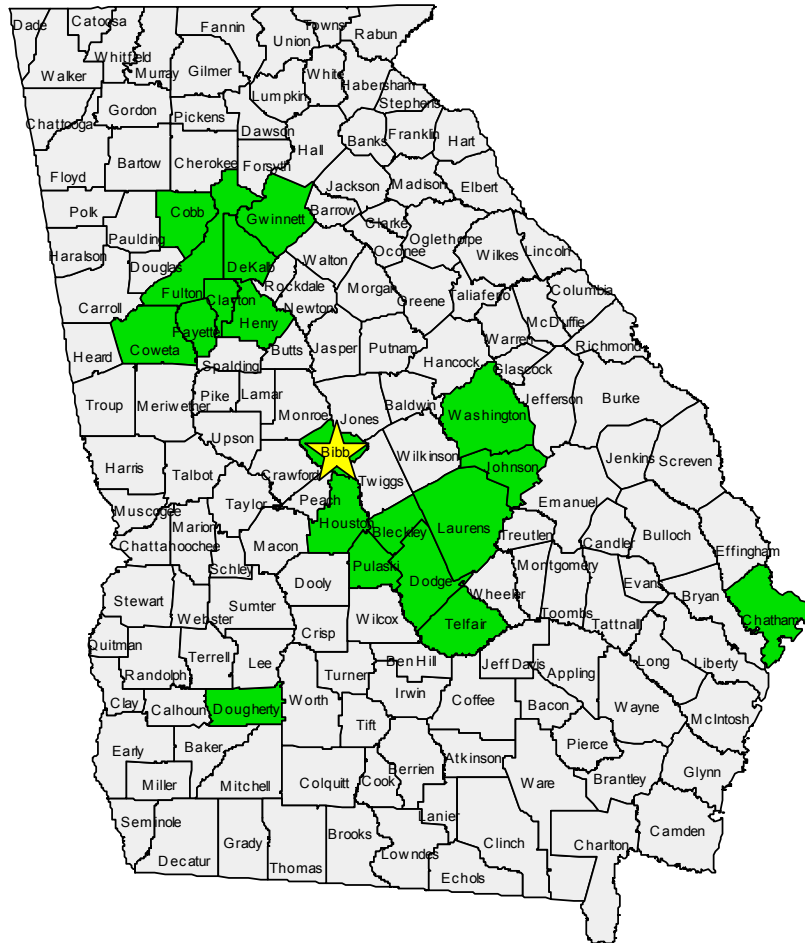
Counties from which Kennesaw State University Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



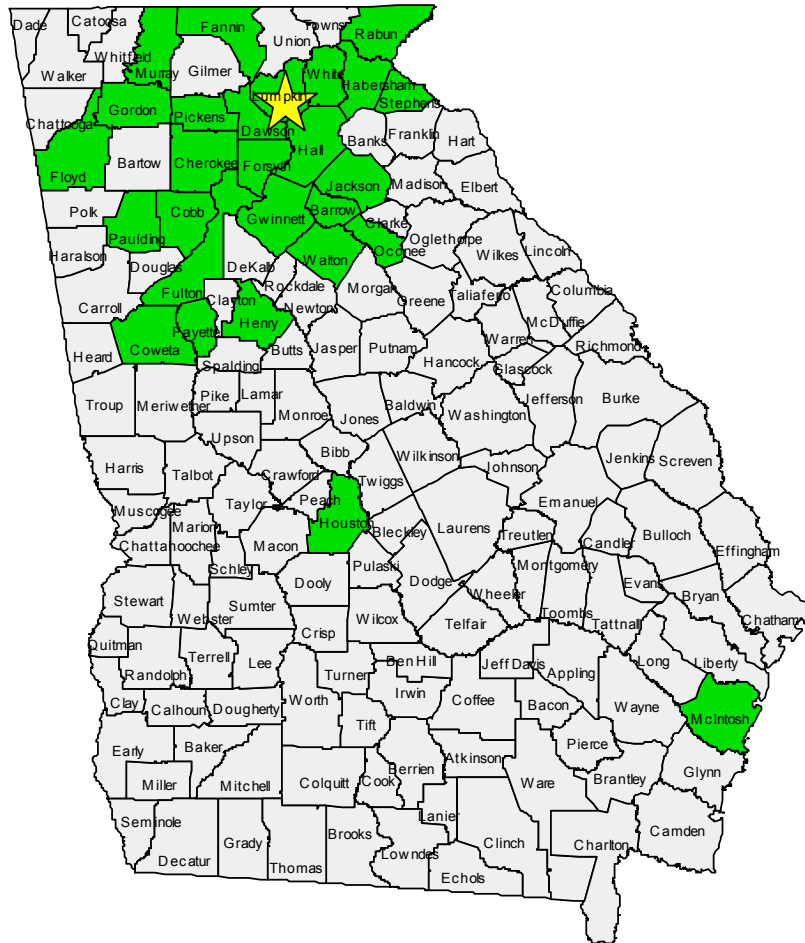
Counties from which Macon State College Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



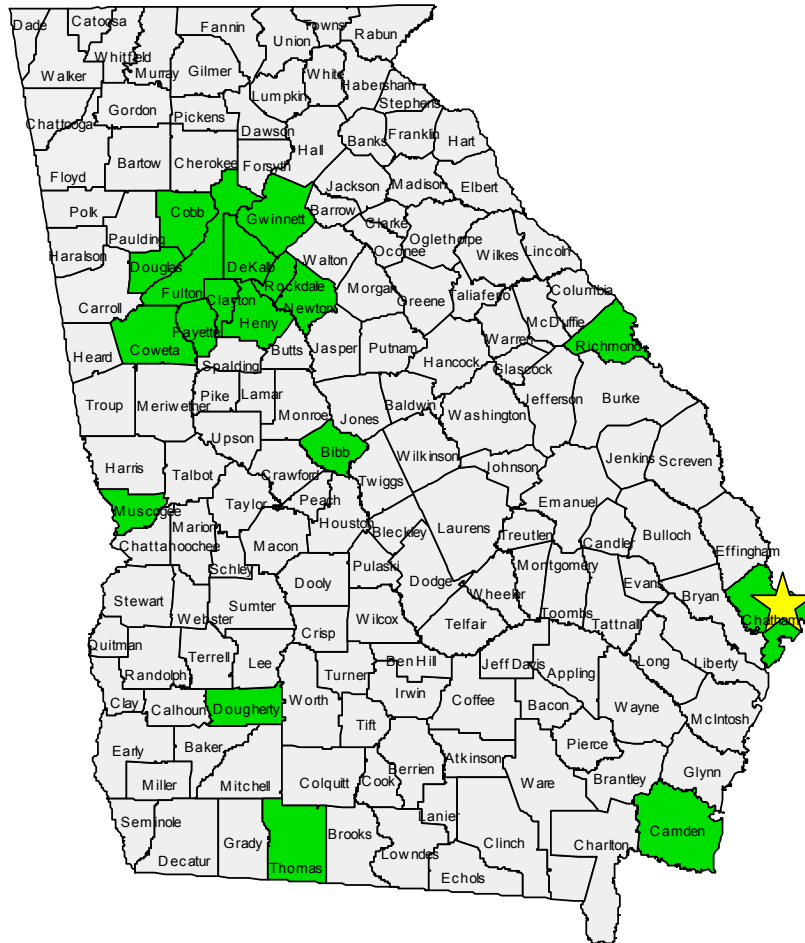
Counties from which Middle Georgia State College Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



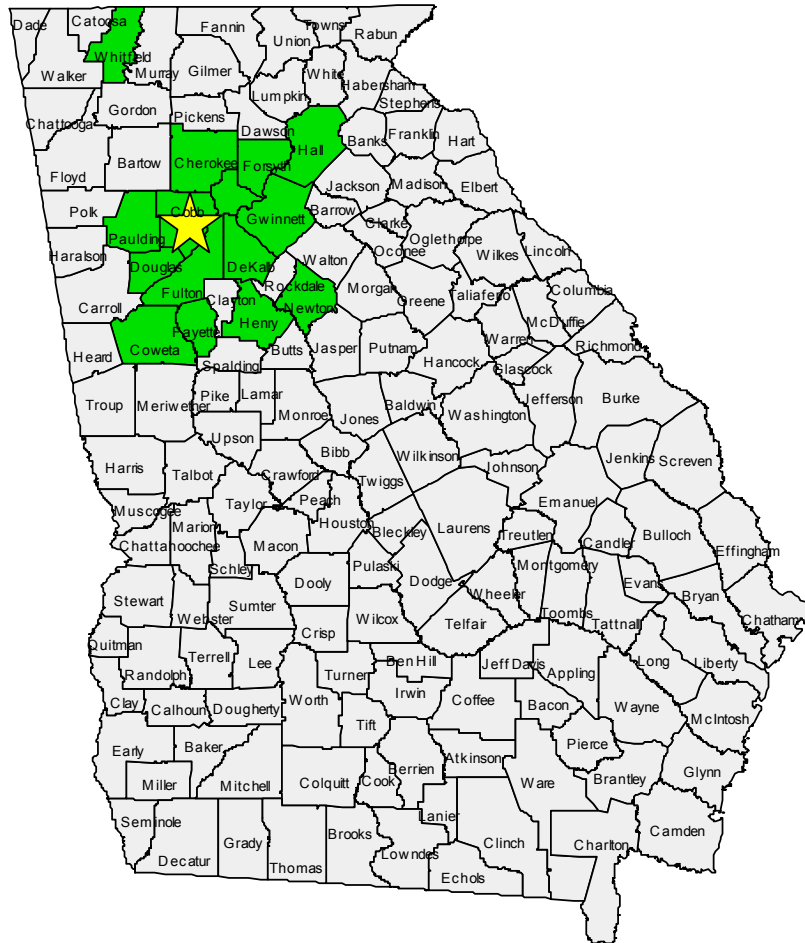
Counties from which North Georgia College & State University Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



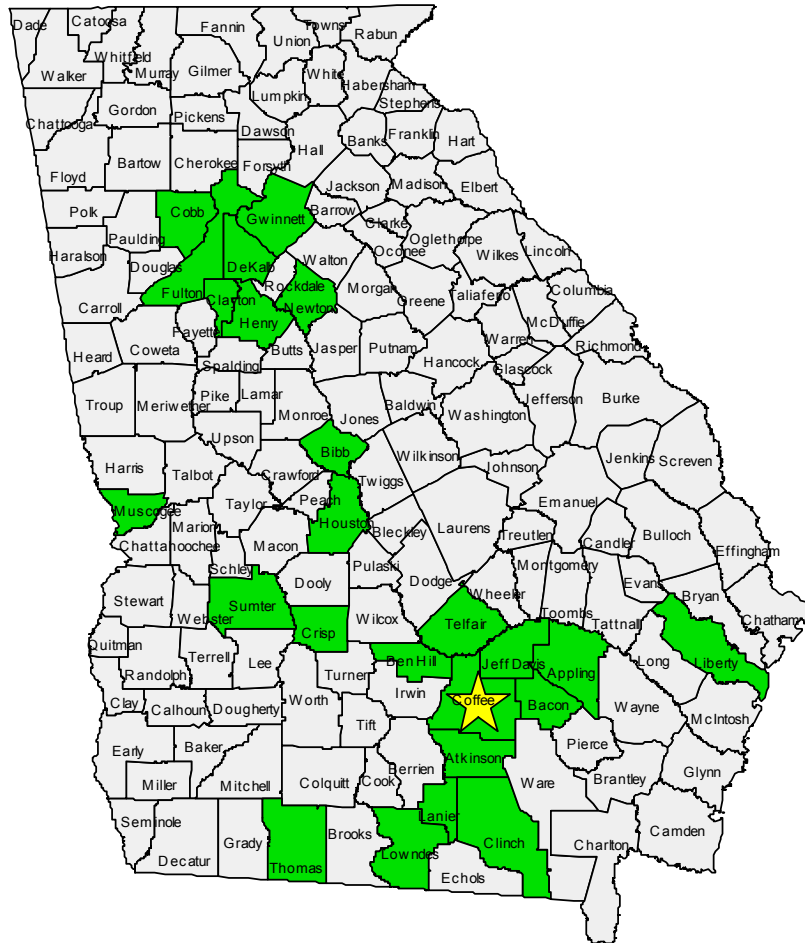
Counties from which Savannah State University Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



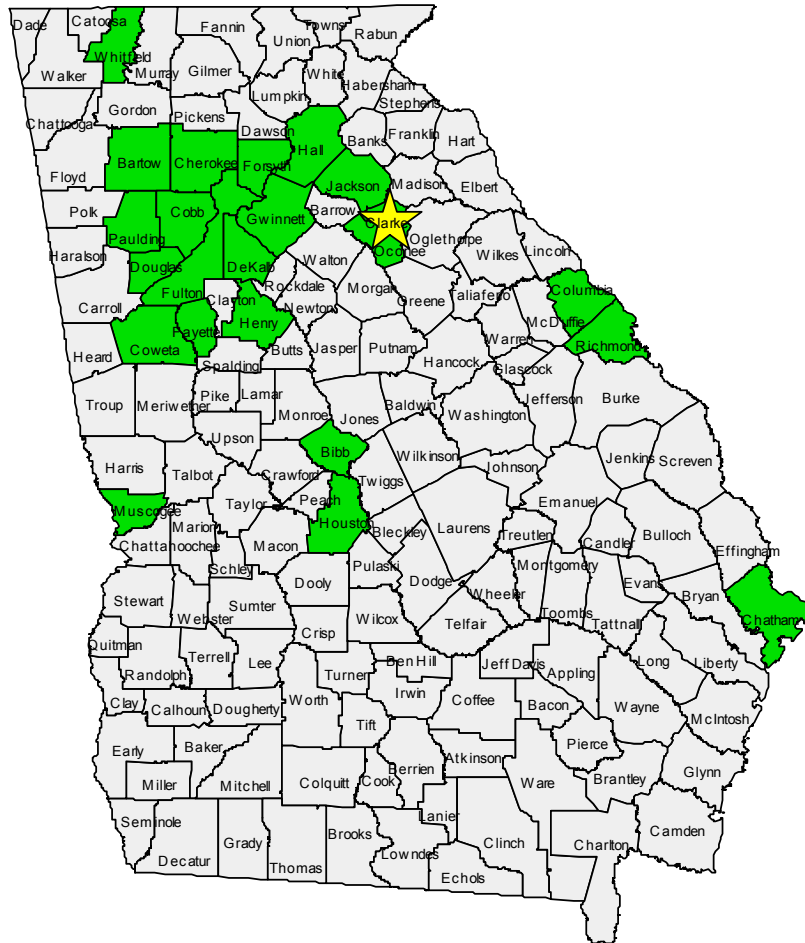
Counties from which Southern Polytechnic State University Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



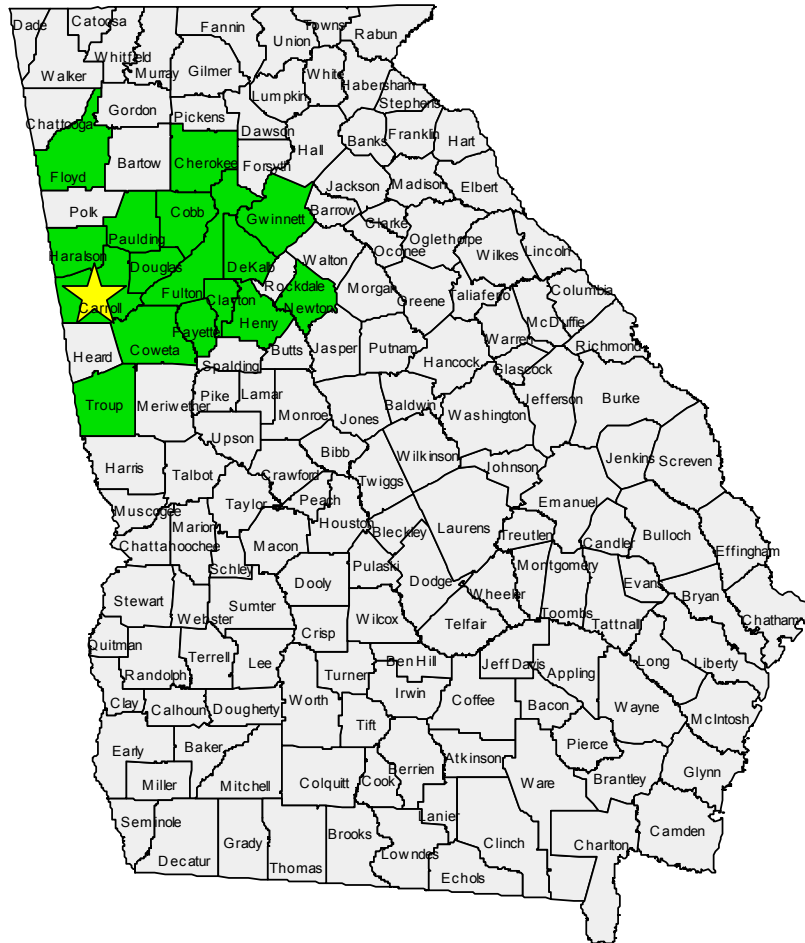
Counties from which South Georgia State College Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



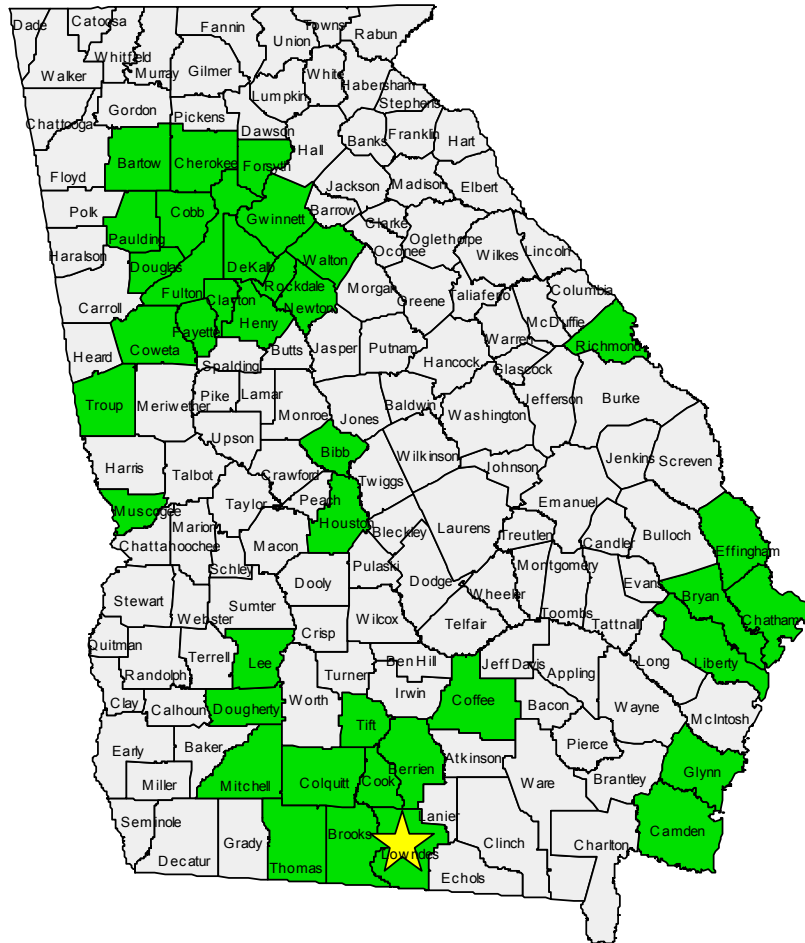
Counties from which University of Georgia Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



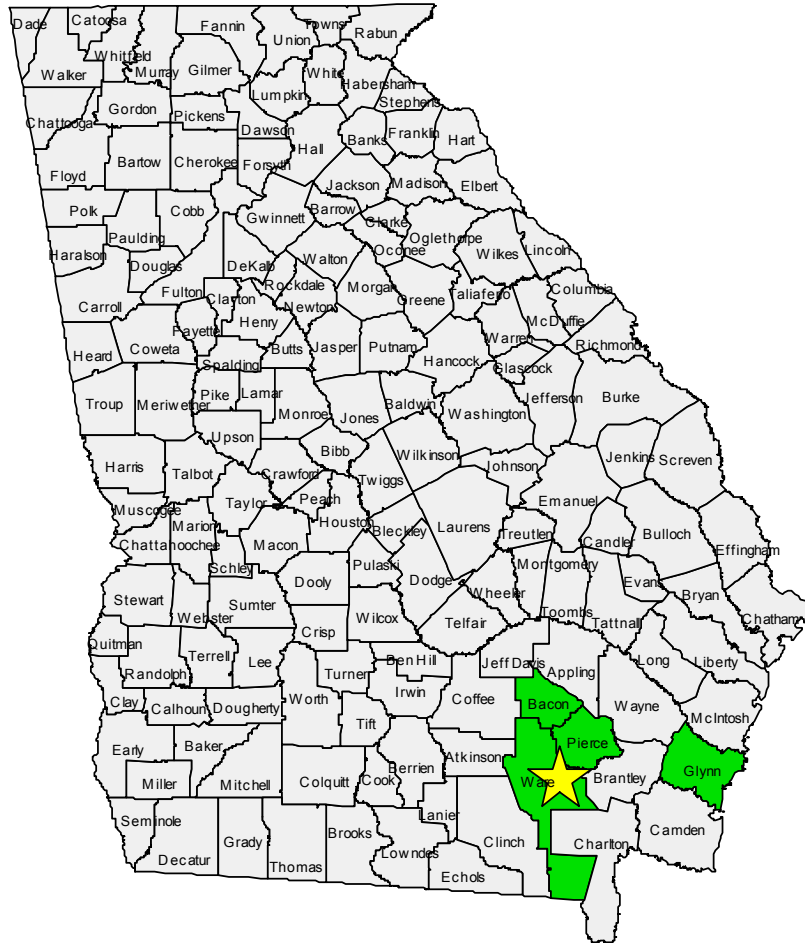
Counties from which University of West Georgia Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



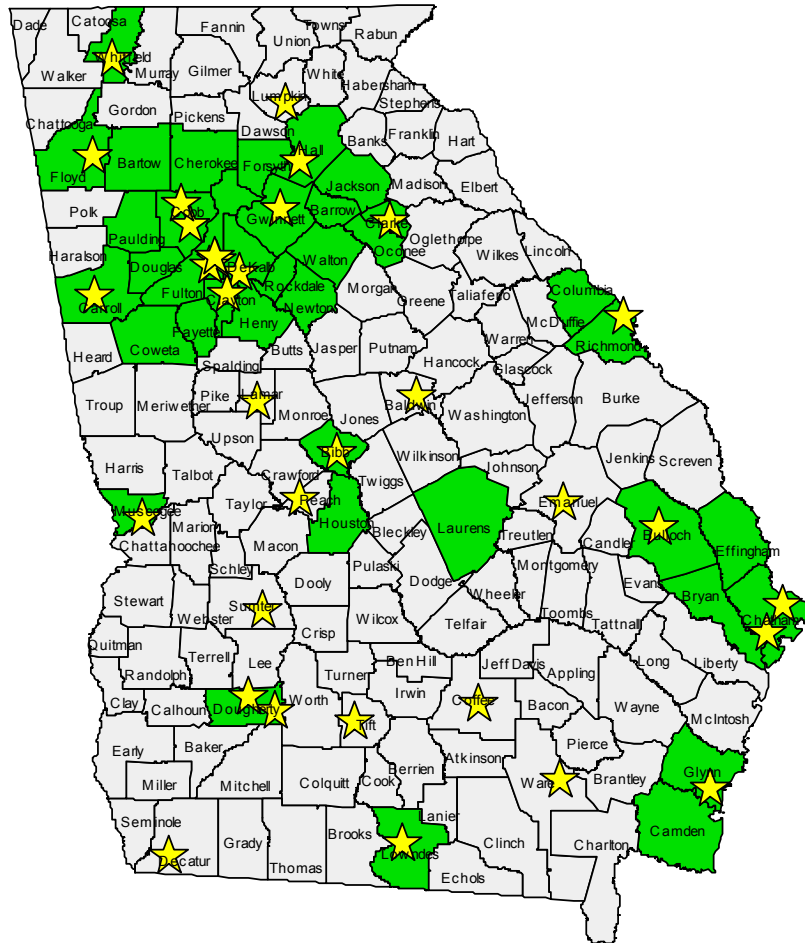
Counties from which Valdosta State University Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



Counties from which Waycross College Receives 80% of its First-Time Full-Time Freshmen, Fall 2012

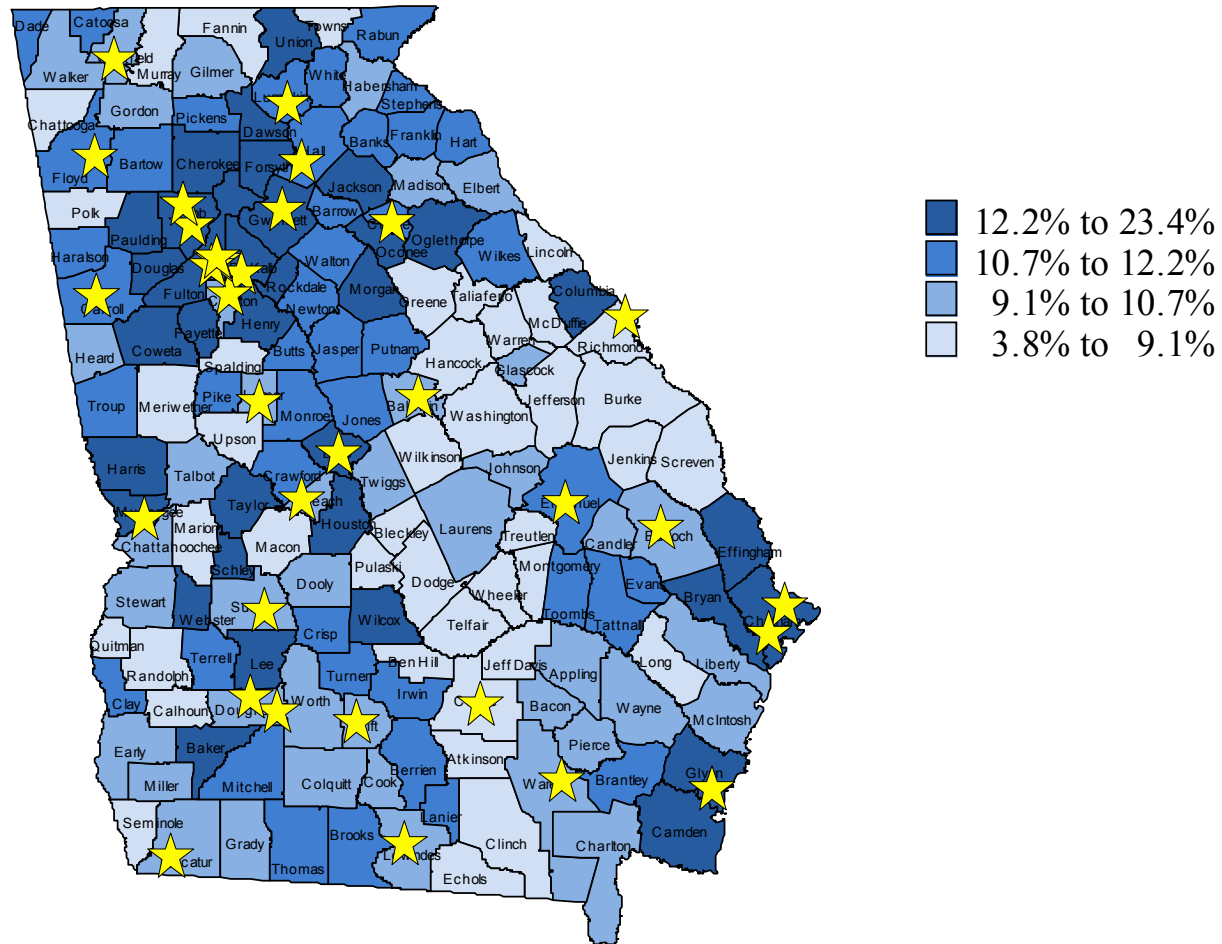


Counties from which University System of Georgia Receives 80% of its First-Time Full-Time Freshmen, Fall 2012



Workforce

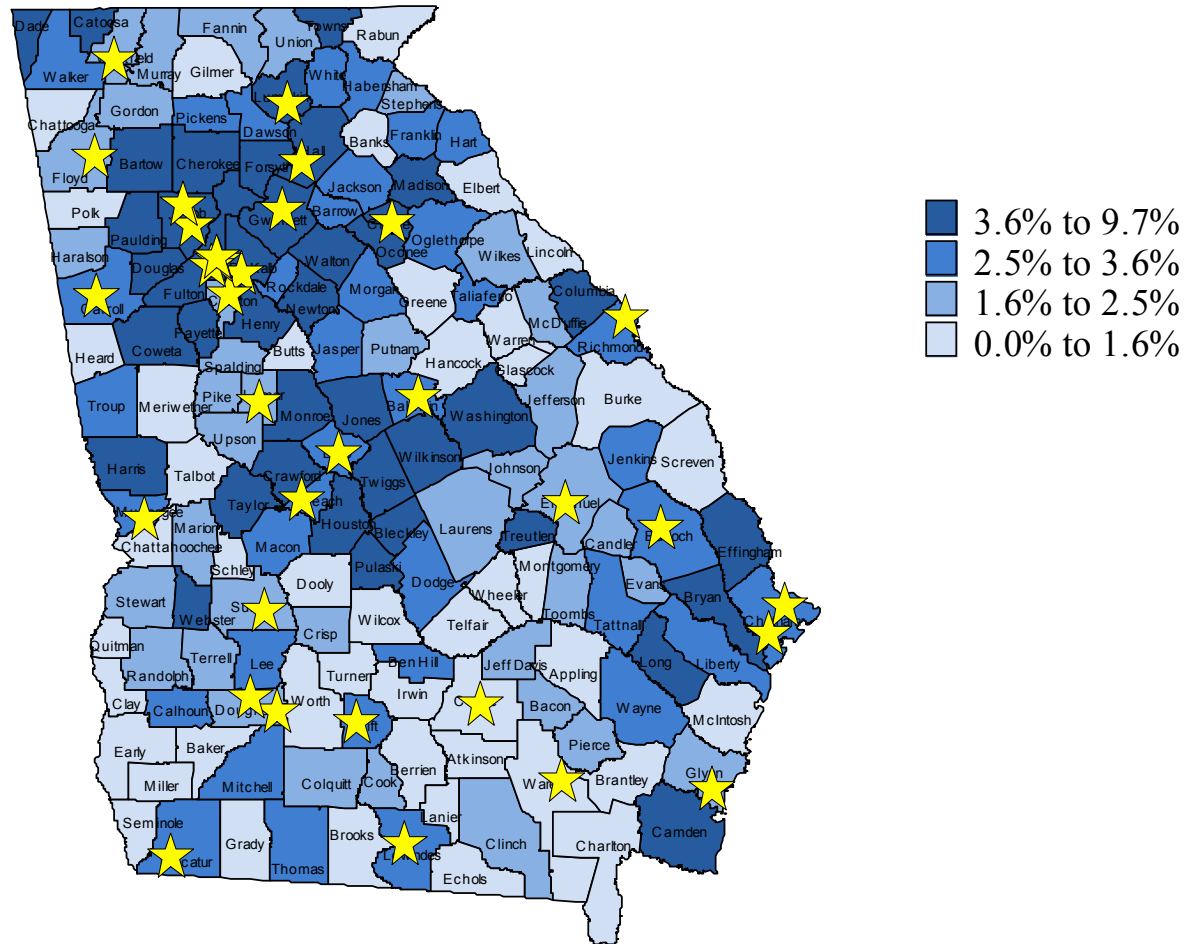
Percent of Civilian Employed Population Age 16 and Over Employed in Management, Business, and Financial Occupations, 2007-11



Georgia = 14.9%, United States = 14.4%

Source: U.S. Census Bureau, 2007-11 American Community Survey 5-Year Estimates.

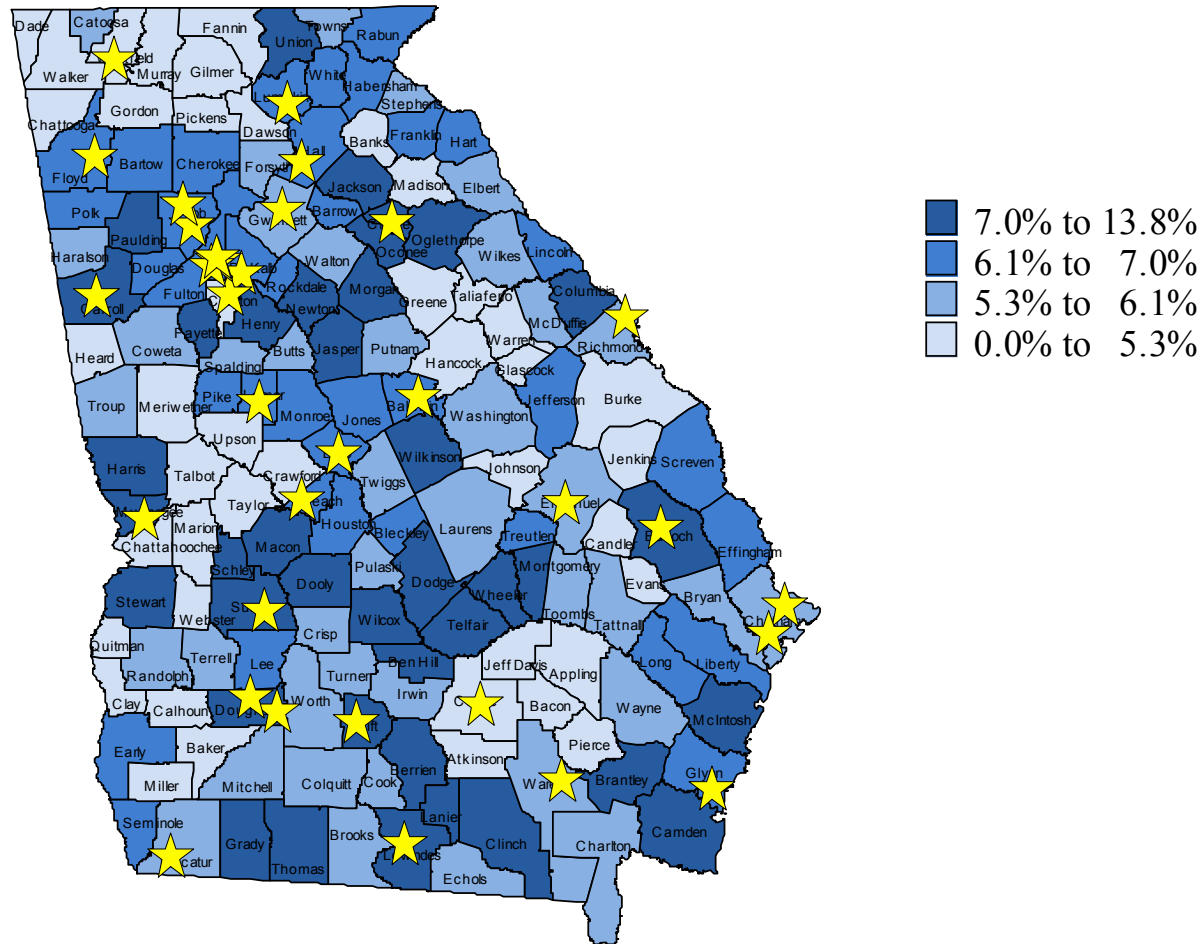
Percent of Civilian Employed Population Age 16 and Over Employed in Computer, Engineering, and Science Occupations, 2007-11



Georgia = 4.8%, United States = 5.2%

Source: U.S. Census Bureau, 2007-11 American Community Survey 5-Year Estimates.

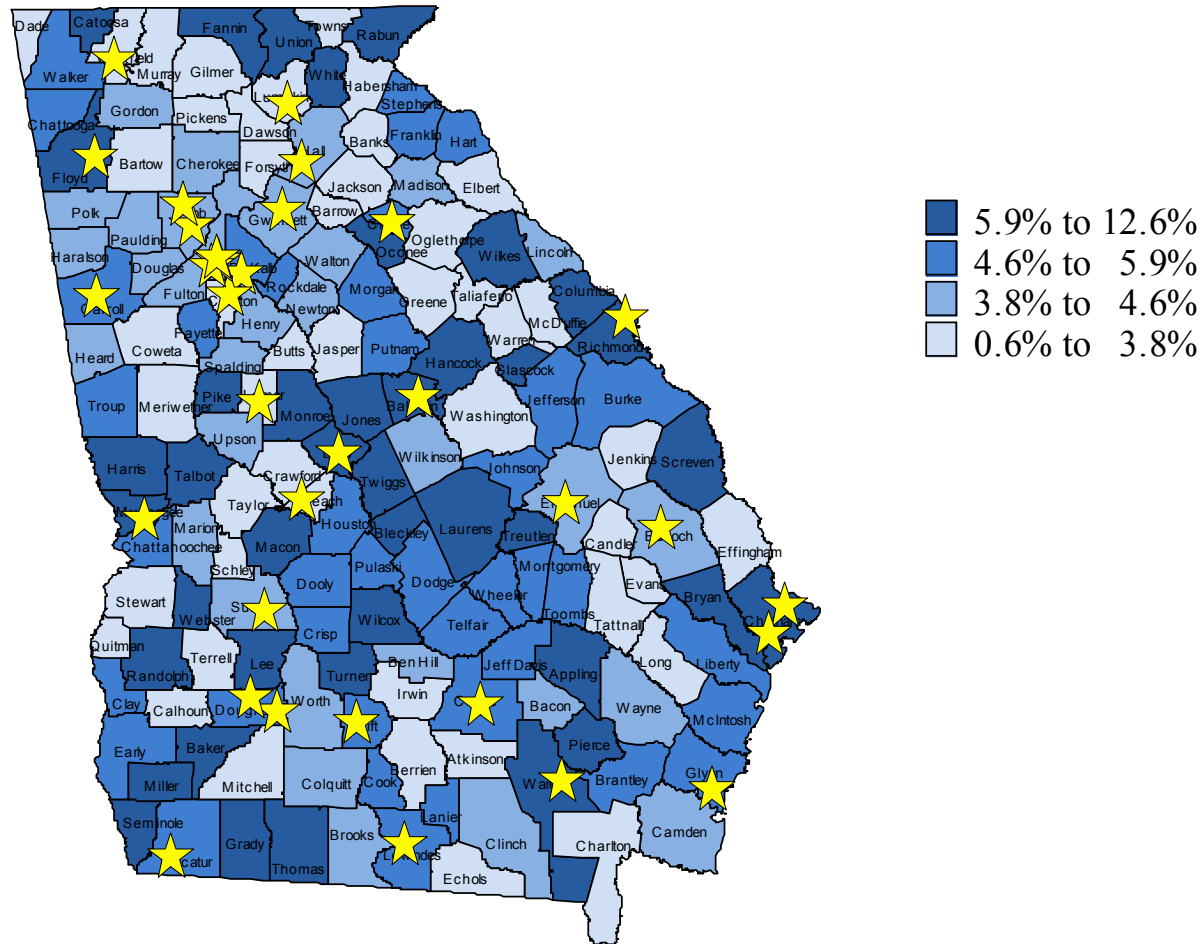
Percent of Civilian Employed Population Age 16 and Over Employed in Education, Training, and Library Occupations, 2007-11



Georgia = 6.4%, United States = 6.0%

Source: U.S. Census Bureau, 2007-11 American Community Survey 5-Year Estimates.

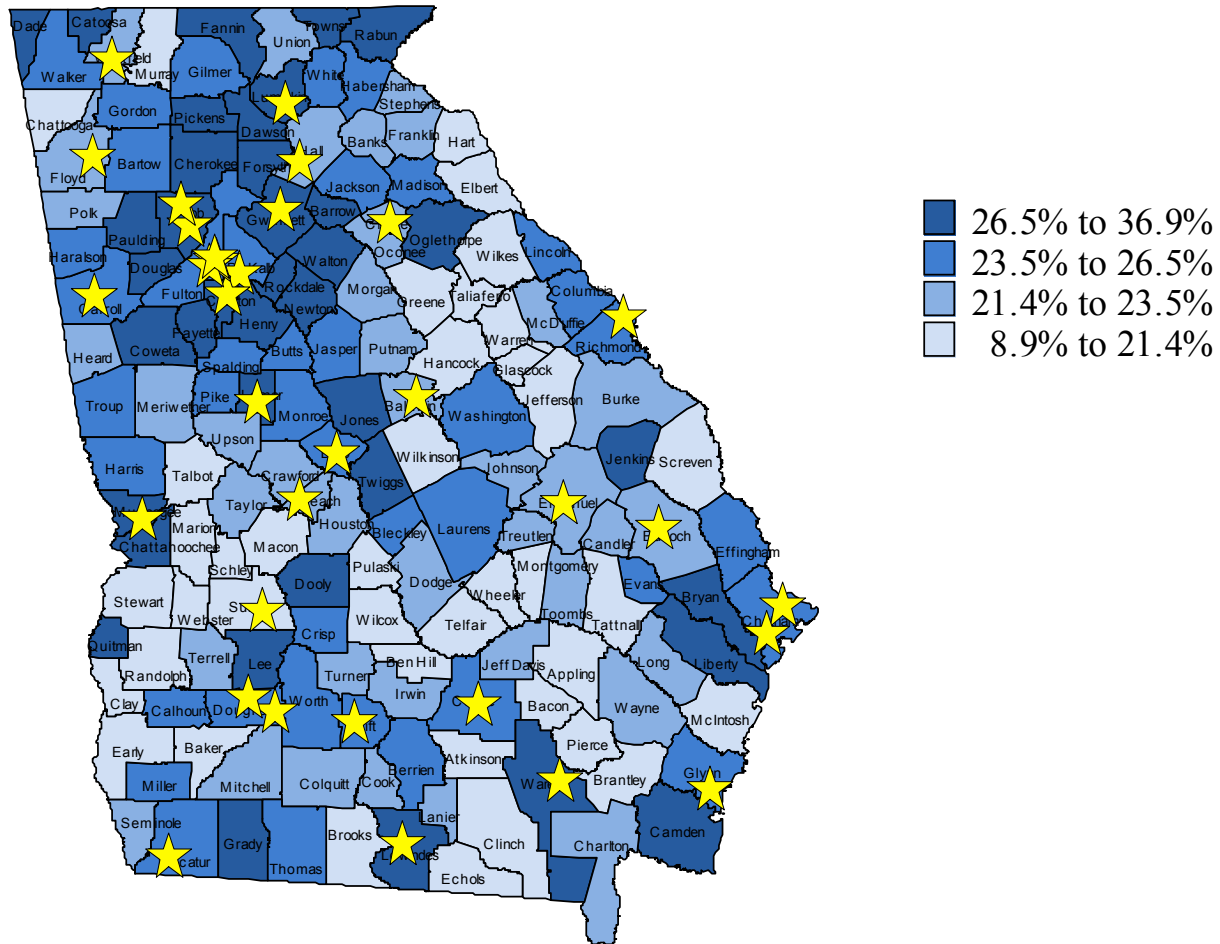
Percent of Civilian Employed Population Age 16 and Over Employed in Healthcare Occupations (Practitioners and Technical), 2007-11



Georgia = 4.8%, United States = 5.4%

Source: U.S. Census Bureau, 2007-11 American Community Survey 5-Year Estimates.

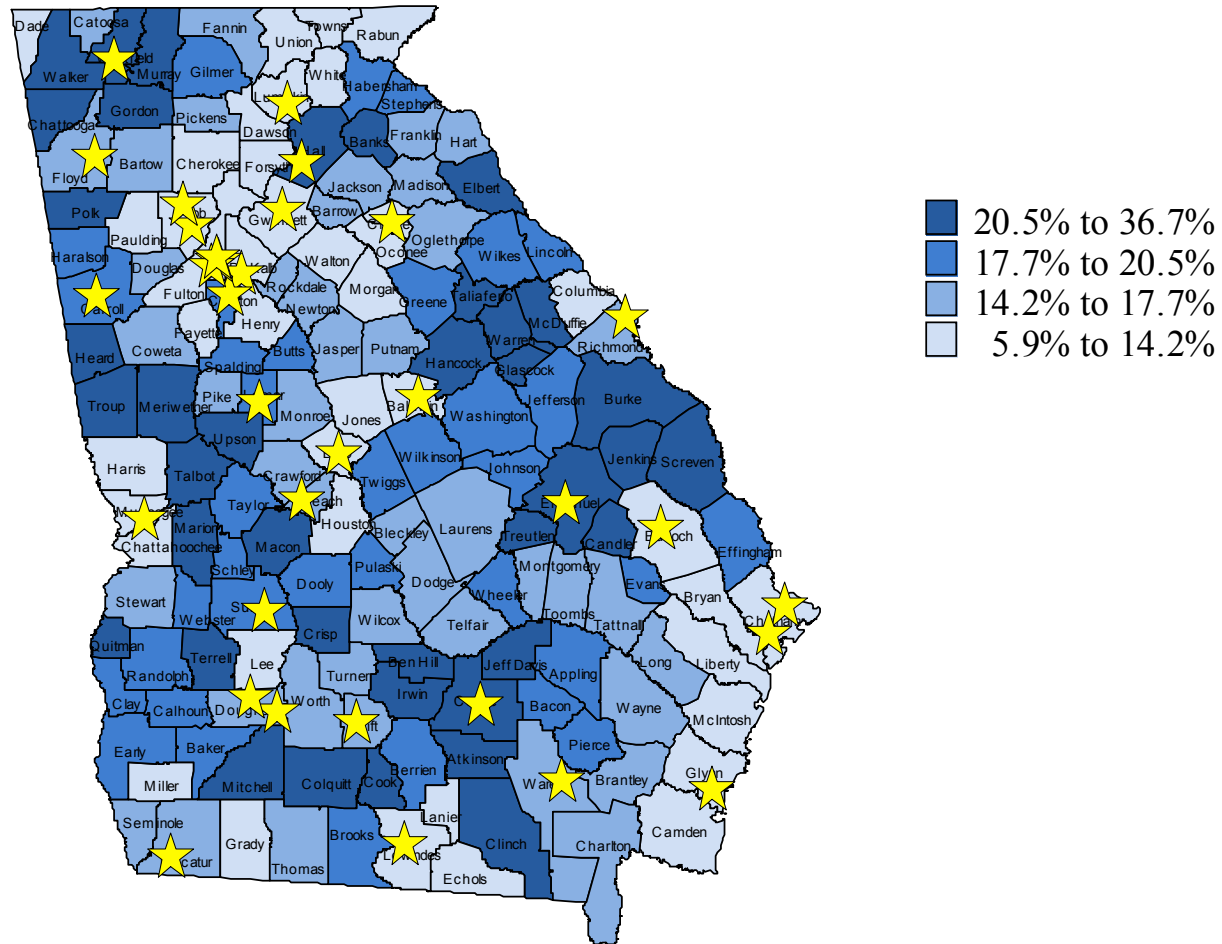
Percent of Civilian Employed Population Age 16 and Over Employed in Sales and Office Occupations, 2007-11



Georgia = 25.6%, United States = 25.1%

Source: U.S. Census Bureau, 2007-11 American Community Survey 5-Year Estimates.

Percent of Civilian Employed Population Age 16 and Over Employed in Production, Transportation, and Material Moving Occupations, 2007-11



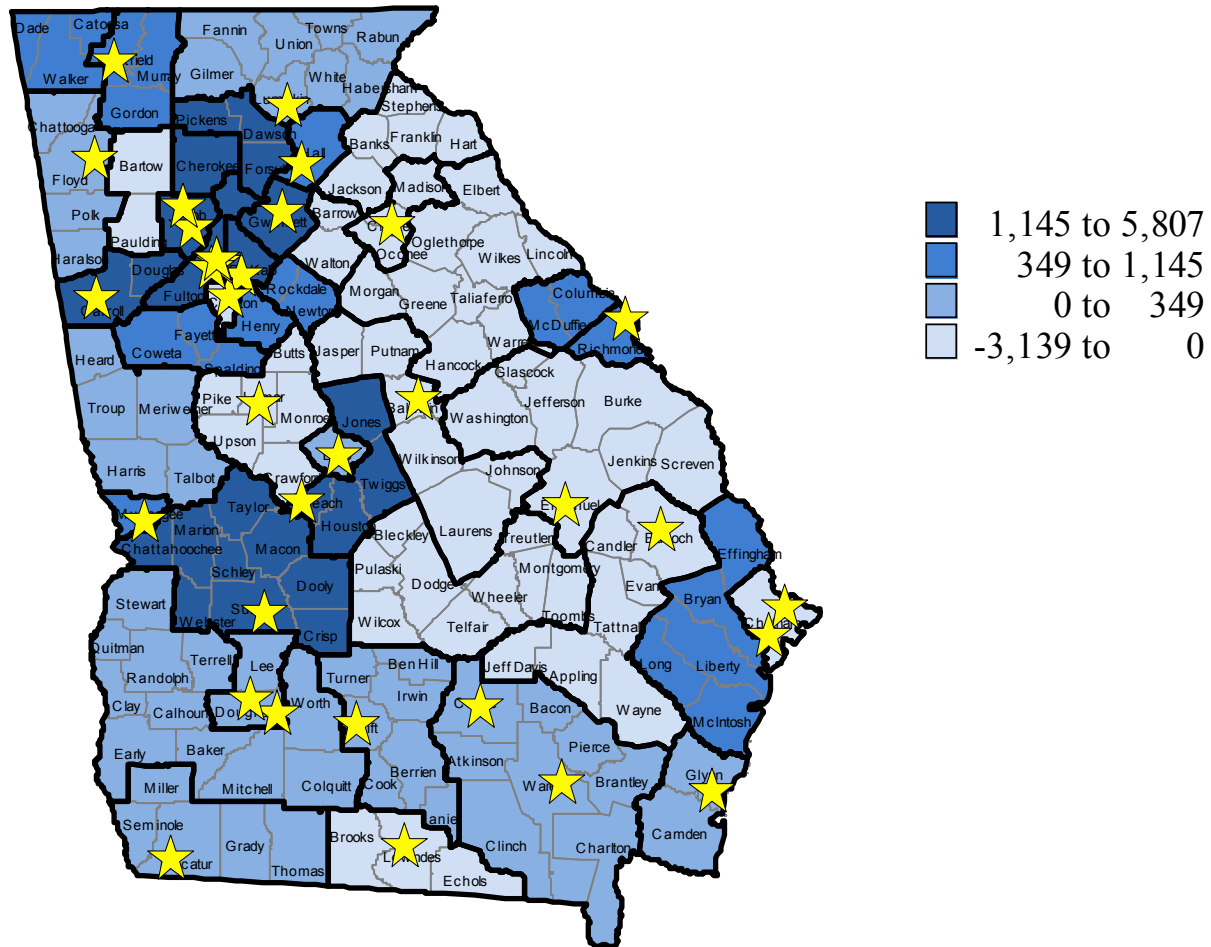
Georgia = 13.1%, United States = 12.2%

Source: U.S. Census Bureau, 2007-11 American Community Survey 5-Year Estimates.



Net Migration of College-Educated Residents

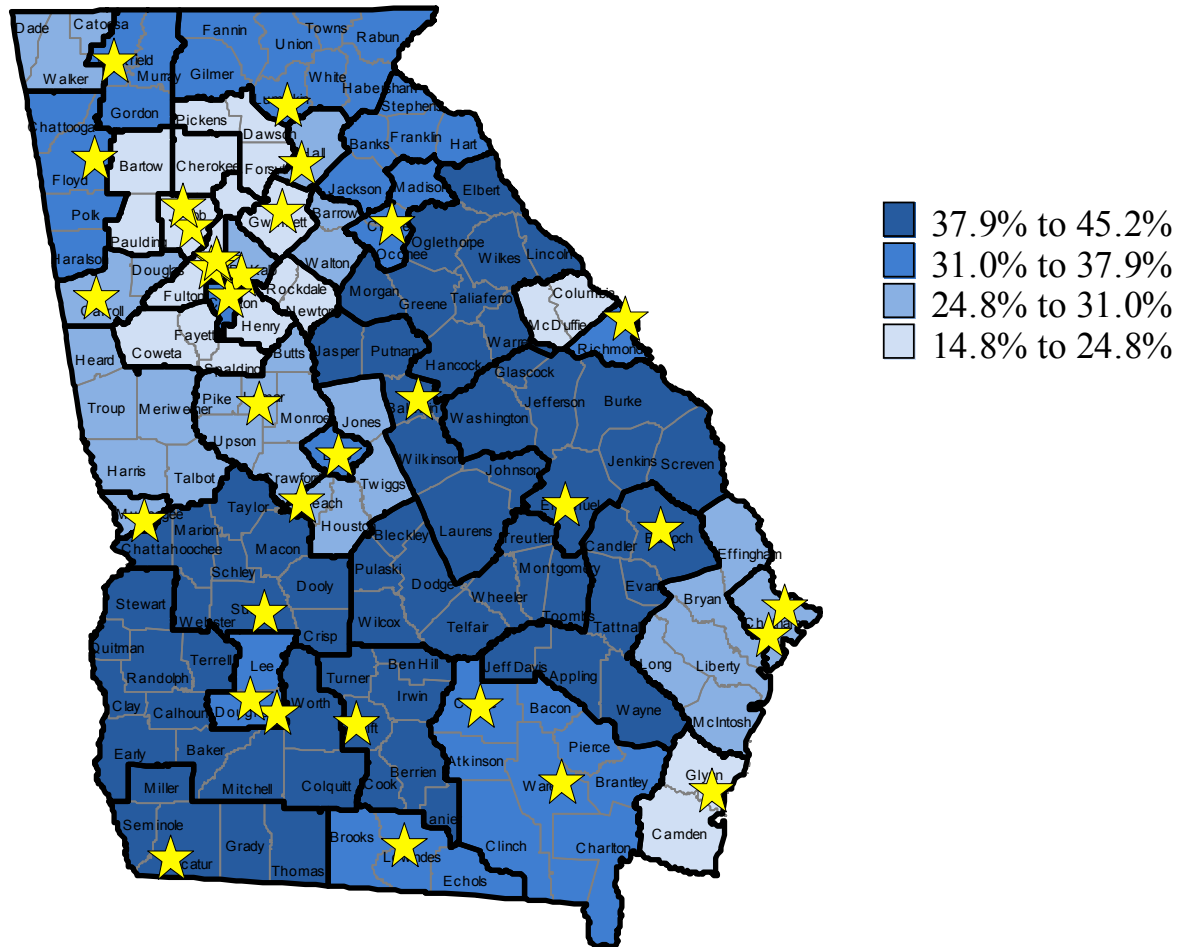
Net-Migration of Population Age 22-64 with at Least an Associates Degree, 2006-10 (Georgia Migration PUMAS)



Source: U.S. Census Bureau, 2006-10 ACS 5-Year PUMS File.

Adults Struggling to Earn a Living Wage

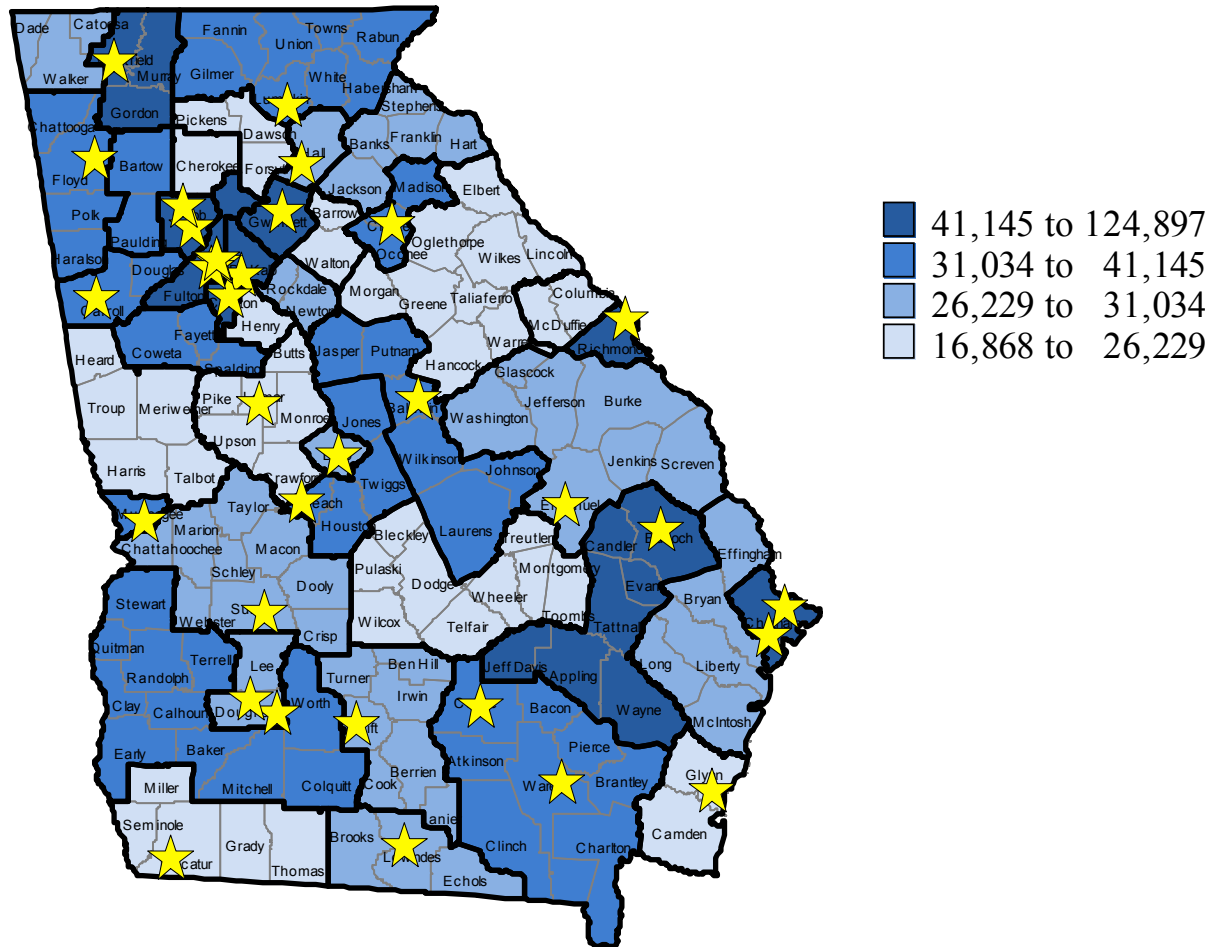
Percent of Population Age 18-64 with Some College (No Degree) or Less Living in Families Earning Less than a Living Wage, 2006-10 (Georgia Migration PUMAS)



Georgia = 26.9%

Source: U.S. Census Bureau, 2006-10 ACS 5-Year PUMS File.

Population Age 18-64 with Some College (No Degree) or Less Living in Families Earning Less than a Living Wage, 2006-10 (Georgia Migration PUMAS)



Georgia = 1,573,448

Source: U.S. Census Bureau, 2006-10 ACS 5-Year PUMS File.



Educational Needs Index

Education Factors

Percent 18-64 Year Olds with a High School Diploma (%) 2010

Percent 25-64 Year Olds with an Associates Degree (%) 2010

Percent 25-64 Year Olds with a Bachelor's Degree or Higher (%) 2010

Difference in College Attainment Between Young (25-35) and Older (45-64)

Economic Factors

Unemployment Rate (%) 2010

Percent of Population Under 65 In Poverty (%) 2010

Median Family Income 2010 (\$)

Per Capita Personal Income - 2010 (\$)

Percent Manufacturing/Extraction Employment (%) 2010

Market Factors

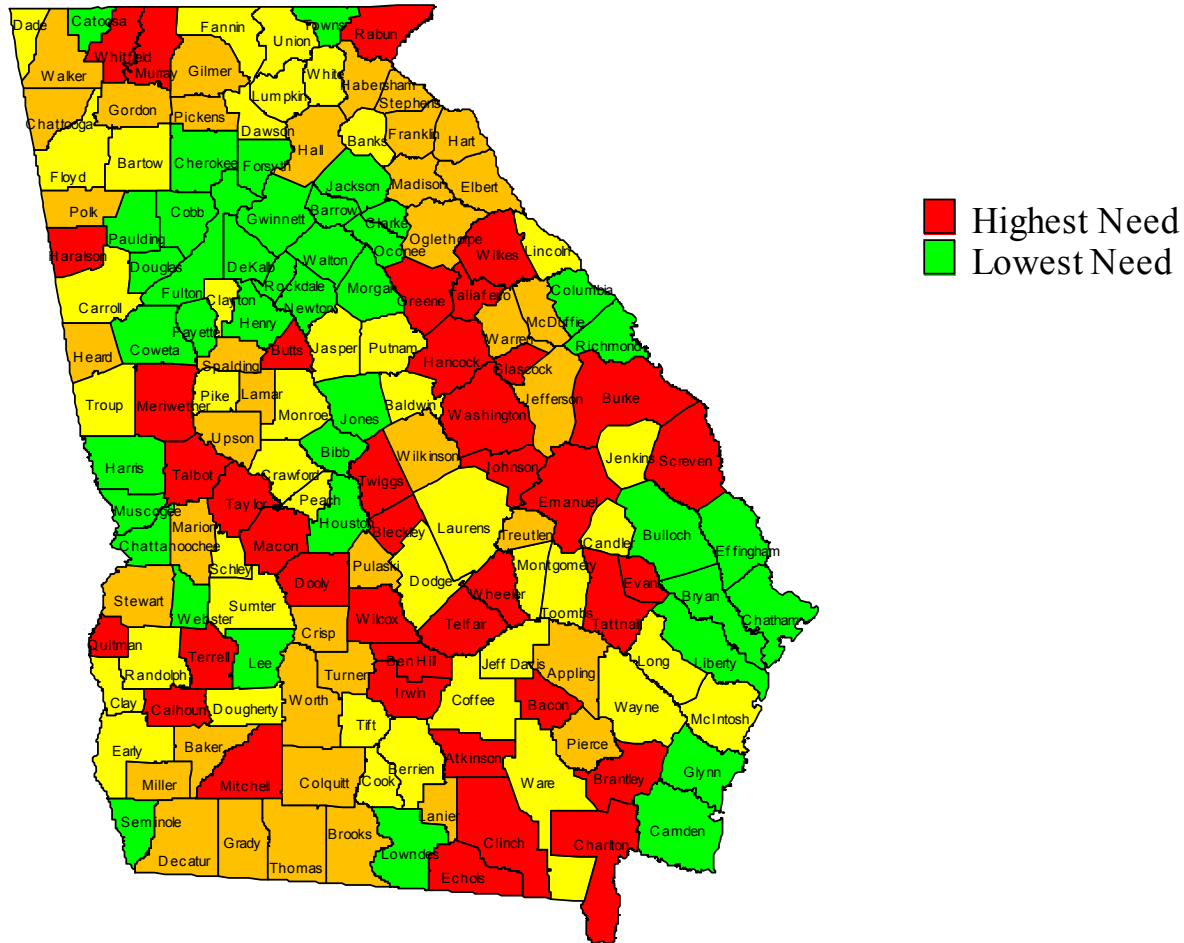
Percent of Population Ages 0 to 19 (%) - 2010

Percent of Population Ages 20 to 44 (%) - 2010

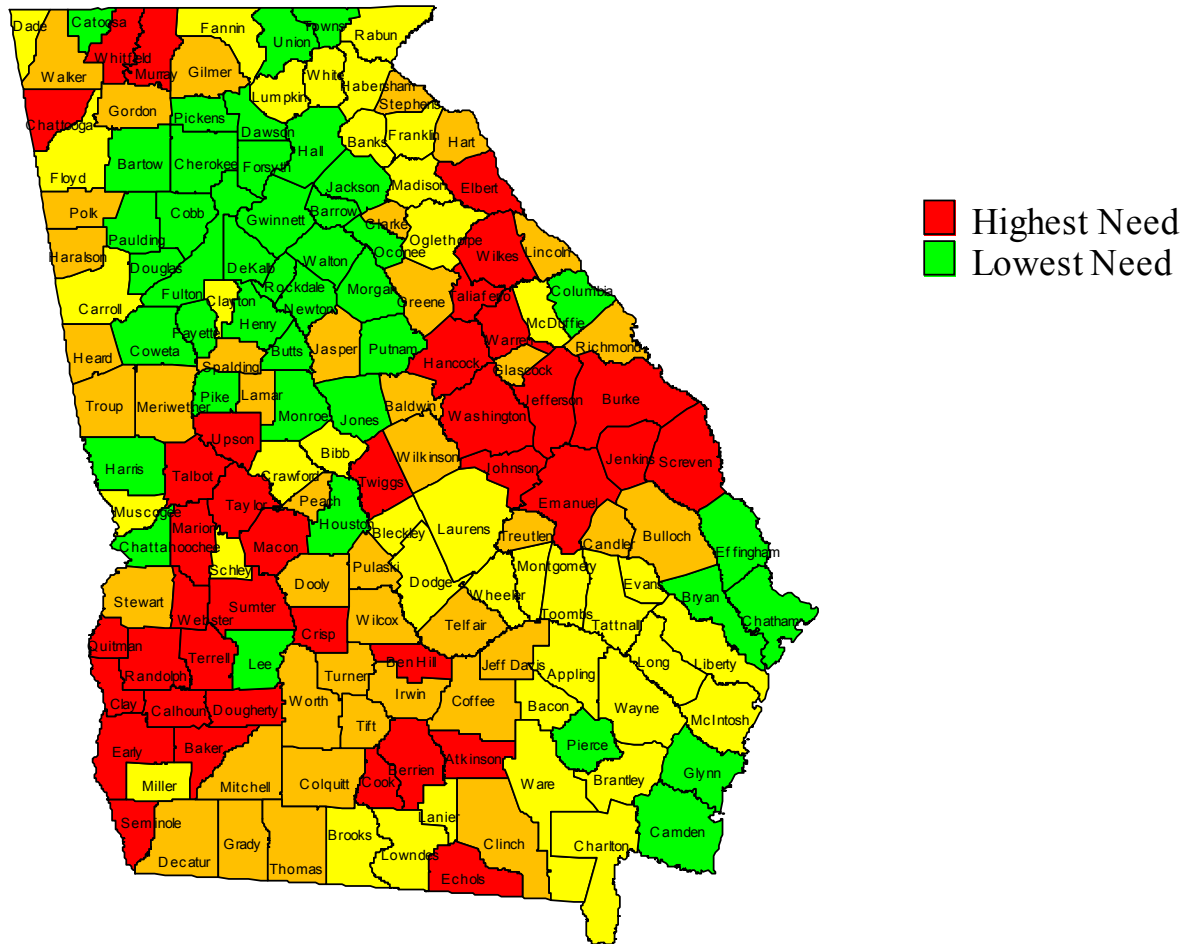
Rate of Population Growth 64 and Under (2000 to 2010)

Percent Minority (%) 2010

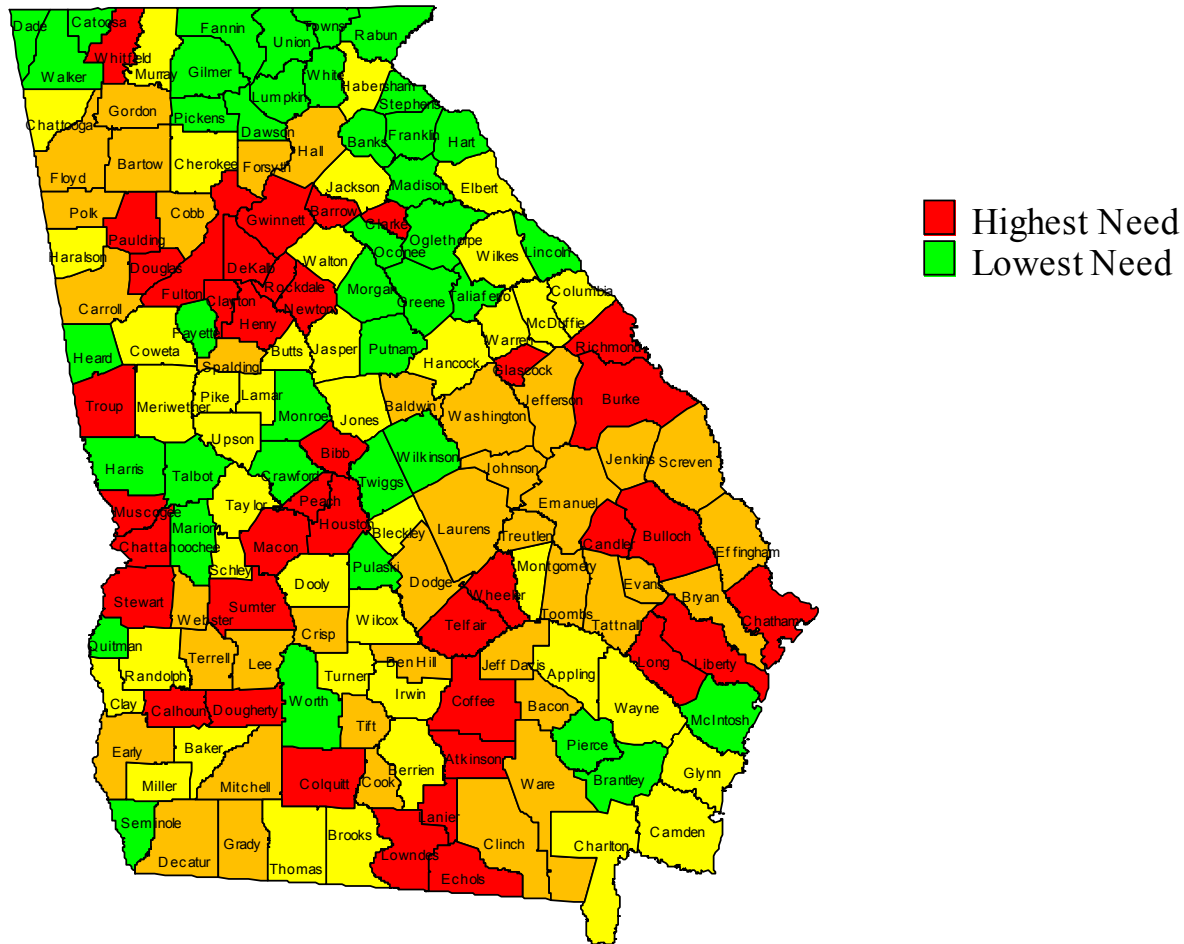
Georgia Counties Educational Needs Index – Education Factors - 2010



Georgia Counties Educational Needs Index – Economic Factors - 2010

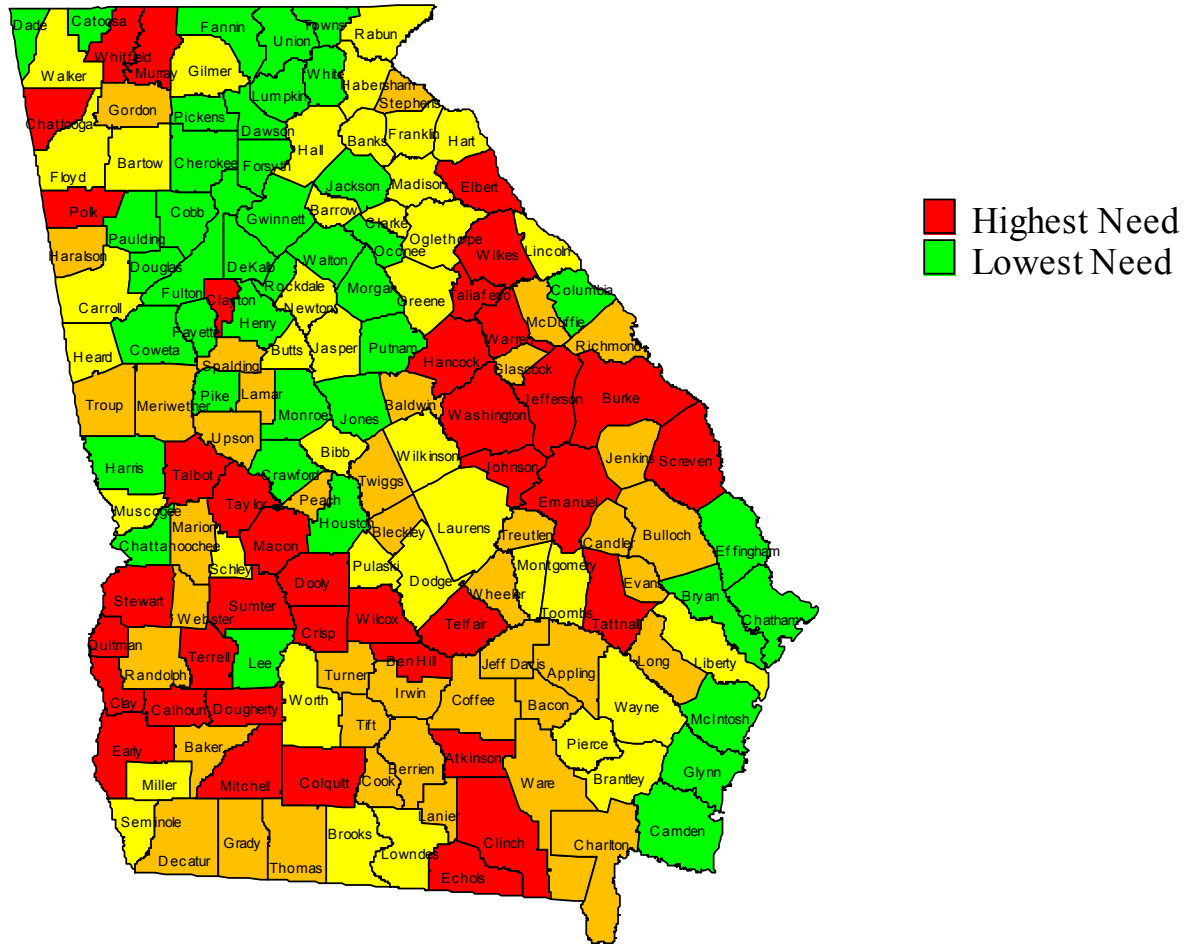


Georgia Counties Educational Needs Index – Market Factors - 2010



Red Highest Need
Green Lowest Need

Georgia Counties Overall Educational Needs Index - 2010





The Connection of Education to Workforce and Economic Development

Stewardship of Place

The Use of Data and Information

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