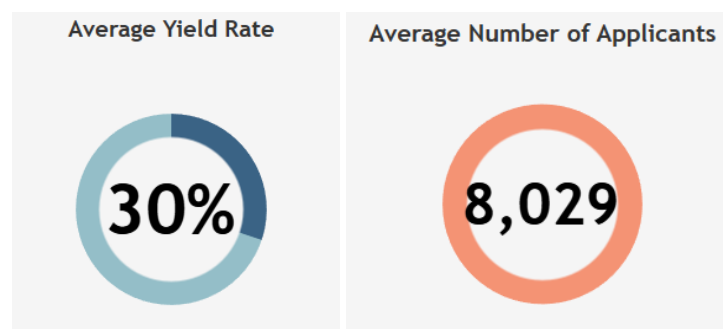


Trends in Yield Rates at Four-Year Colleges

FROM THE NACAC STATE OF COLLEGE ADMISSION

In fall 2022, the average yield rate for four-year not-for-profit colleges was 30 percent. The average yield rate was higher for private colleges (33 percent) compared to public colleges (25 percent).

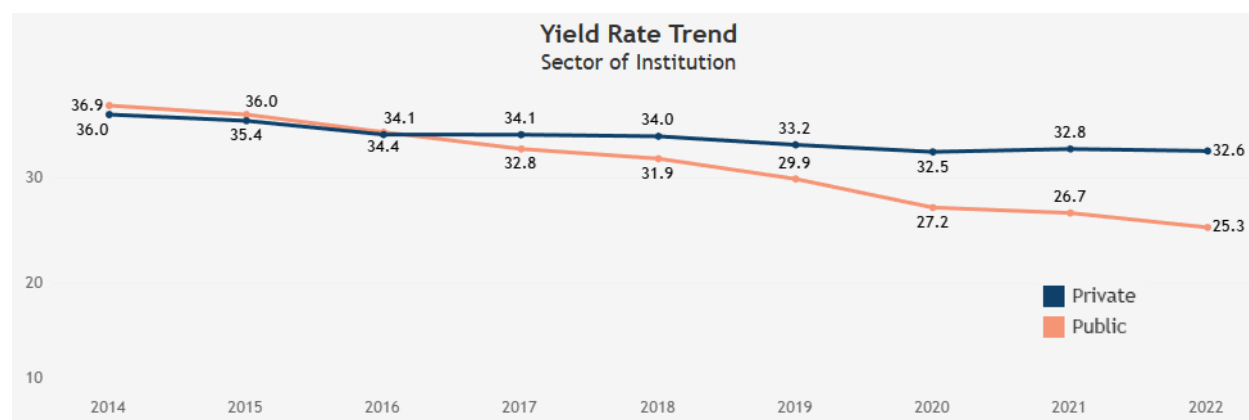


What is yield?

An institution's yield rate is defined as the percentage of admitted students who ultimately enroll at the institution, after considering other admission offers. Accurately predicting yield is critical to colleges, as either over-enrolling or under-enrolling can have important implications.

How does fall 2022 compare to previous years?

The average yield rate for four-year colleges declined from 36 percent in 2014 to 30 percent in 2022. Since 2016, yield rates at public colleges have declined more sharply in comparison to private institutions.



SOURCE: US Department of Education, National Center for Education Statistics. (2019 – 2022) Integrated Postsecondary Education Data System (IPEDS) Data Center. Washington, DC: NCES.

Note: The group of colleges used for this analysis includes those that met the following criteria for the IPEDS data collection year—four-year public or four-year private not-for-profit; degree-granting; Title-IV participating and military academies; enrolled first-time freshman; not open admission.