



**An  
Enrolment  
Crisis ?**

## Why a Demographics Exercise?

- **Anticipate Changes**: Understanding demographic shifts, such as the "demographic cliff," is essential for planning future programs and resources.
- **Strategic Resource Allocation**: Assessing future scenarios enables informed decisions about resource distribution, ensuring classroom availability meets student needs.
- **Enhance Program Relevance**: This exercise helps evaluate and adapt offerings to align with societal changes and student interests, increasing appeal.
- **Promote Collaboration**: Encourages dialogue among faculty, fostering innovative strategies to attract and retain students in social sciences.
- **Ensure Sustainability**: Identifying potential scenarios for 2050 allows the faculty to develop strategies that maintain long-term relevance and sustainability.

# Background

You are a facilities planner at a Jamaican tertiary institution. The issue of classroom availability is a long-lasting issue for some faculties.

A few have suggested seeking funds for building new facilities, but you recall hearing that there is a “demographic cliff” approaching in countries like Japan and the USA, and even Jamaica.

You start to do some digging and come across the following video and the following charts.

The College Enrollment Crisis (U.S.) Video Link  
(Listen to the first 7 minutes for our purposes)

<https://fwconsulting.com/fss-usa-demographics>

# Just in case you missed it...



The thing to remember about universities is that they're notoriously inflexible. Every fiber of their being is predisposed to resist change — sometimes for the better, often for the worse.

Enrollment is on a decline.

Thus, whenever the pressures of the “market” penetrate their insular walls, the burden of restoring equilibrium usually falls on the one, “easy” lever they can pull: Increase admissions, and tuition.

Some painful but necessary soul searching, asking difficult questions like how best to fulfill their missions and deliver a quality education at a price the average family can actually afford.

Sagicor Life



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# The Sunday Gleaner



**A10: OUT IN THE COLD**  
Ex-firefighter fights for reinstatement after decade-long legal battle to overturn conviction

www.jamaica-gleaner.com VOL 85 NO 46 NOVEMBER 17, 2024 KINGSTON, JAMAICA 114 PAGES INCLUDING GST \$200



# EMPTY CLASSES

- Primary schools see a 9.5% enrolment drop in five years as 70,000 seats go unfilled
- Declining birth rate, migration force ministry to balance equity, cost efficiency

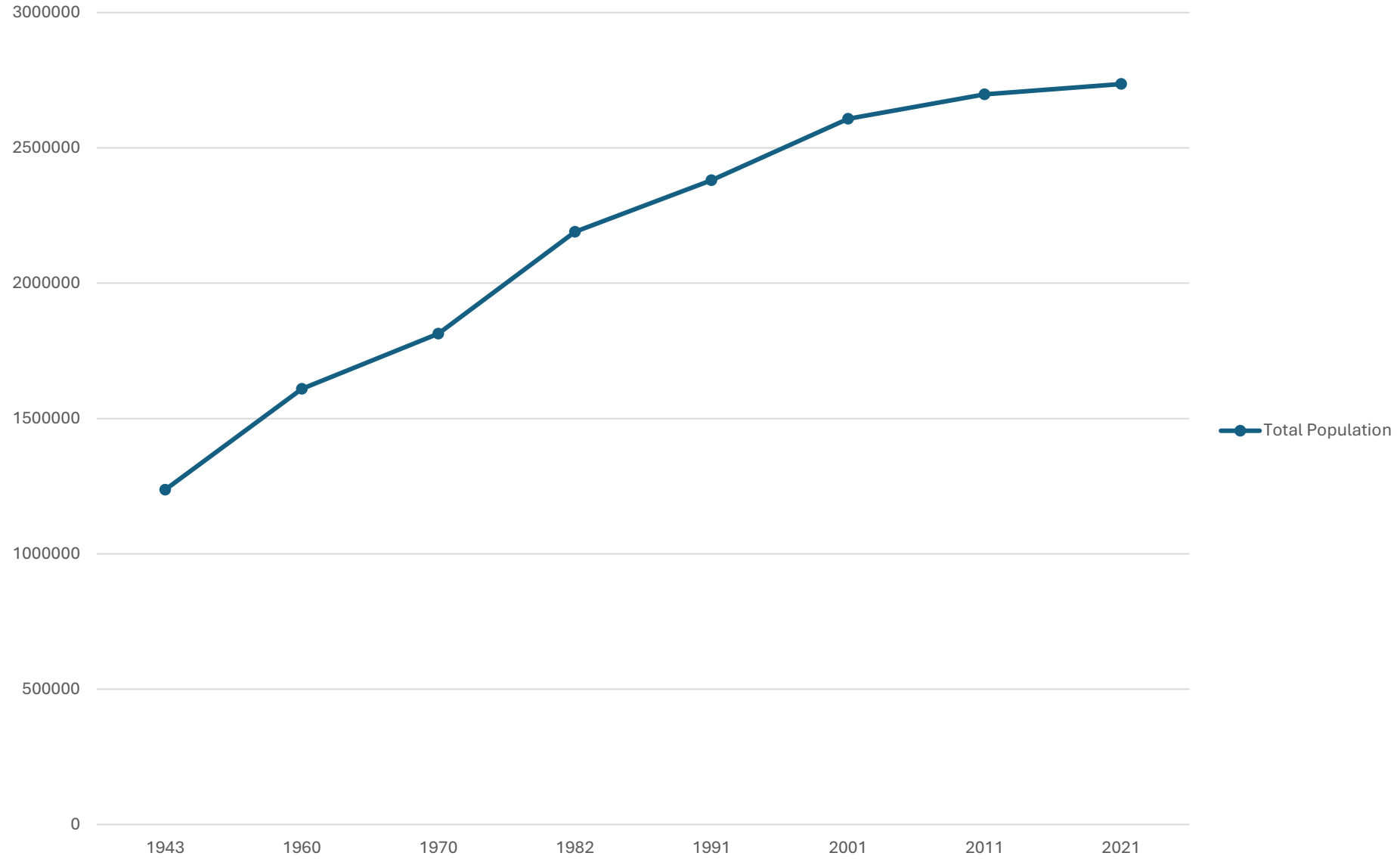
The 2023-2024 figures reveal that nearly 40 per cent of Jamaica's primary schools – 240 out of 604 – are operating at 50 per cent or less of their capacity.

Among these, 34 schools are operating at 20 per cent or less of their potential.

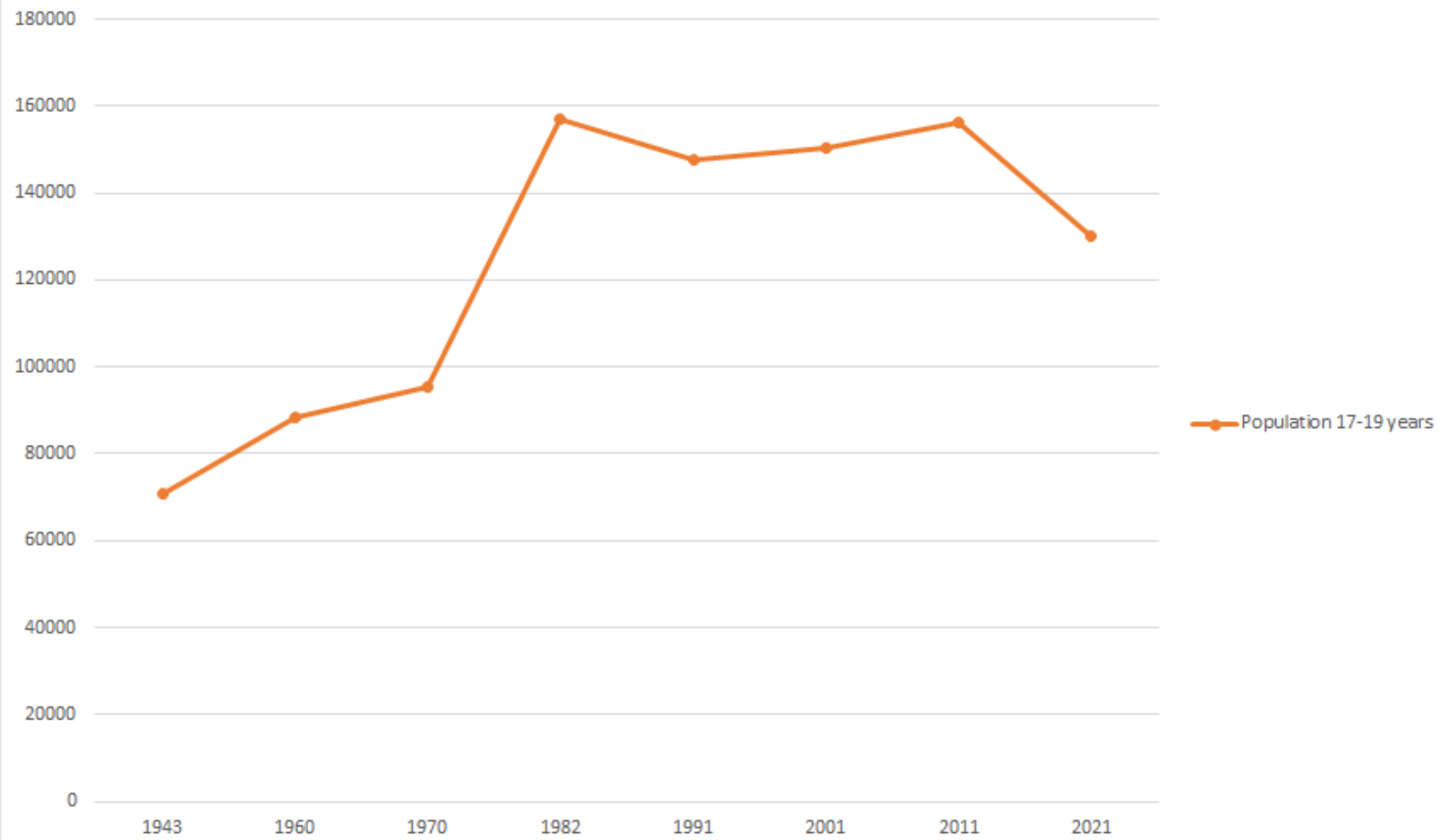
These schools together offered 72,205 spaces in 2023, but only 25,113 of those seats were filled.

Jamaica's fertility rate has seen a significant decline from 4.5 births per female between 1973 and 1975 to 1.9 in 2021

JAMAICA  
Projections of  
Total Population and Population 17-19 years  
1943-2021



JAMAICA  
Projections of  
Population 17-19 years  
1943-2021





<b>Selected years</b>	<b>Total Pop</b>	<b>Pop 17-19</b>	<b>% 17-19</b>	<b>Rate of growth of Tot Pop</b>
1943	1237063	70755	5.72	
1960	1609814	88245	5.48	0.0155
1970	1813600	95315	5.26	0.0119
1982	2190357	157011	7.17	0.0157
1991	2380666	147725	6.21	0.0093
2001	2607632	150211	5.76	0.0091
2011	2697983	156287	5.79	0.0034
2021	2735941	130173	4.76	0.0014

# You are shocked

The numbers are astounding.

In summary - If your school continues in a business-as-usual fashion, it may not exist. But when? Was that what they meant by a cliff?

Will the school even need the classrooms it already has?

You decide to create a report for the social sciences faculty first. Fortunately, you have used “scenario planning” in the past and think it might help.

Here are some instructions and forms to use.

## Examples of Successful Strategies – Long-Term (1)

### **1. Dickinson College: Interdisciplinary Focus**

- Problem: Declining enrollment in traditional social science majors like sociology and anthropology.
- Solution:
- Introduced interdisciplinary programs combining social sciences with environmental studies, global health, and public policy.
- Created courses emphasizing real-world applications, such as using sociology to address climate change.
- Enhanced internship opportunities with international organizations and local governments.
- Outcome: Increased enrollment in interdisciplinary programs by 25% over three years, with a noticeable uptick in student satisfaction and retention.

## Examples of Successful Strategies – Long-Term (2)

### **2. Wesleyan University: Public Campaign on Value of Liberal Arts**

- Problem: Misconceptions about the practicality of a social sciences degree.
- Solution:
- Launched a marketing campaign titled “The Future of Work is Liberal Arts,” emphasizing the role of critical thinking and adaptability.
- Hosted panels and workshops featuring successful alumni in tech, business, and policy who had social sciences backgrounds.
- Created a data-driven report showcasing long-term career outcomes for social sciences graduates.
- Outcome: Improved perception of social sciences, with enrollment stabilizing after a decade of decline.

# Scenario Planning - Overview

- A scenario generation exercise is a strategic planning tool used to explore and analyze potential future developments and their implications. It involves creating detailed narratives or frameworks that describe different possible future scenarios based on varying assumptions about key factors, such as demographic trends, economic conditions, technological advancements, and societal changes.
- As we embark on this exercise today by systematically examining various demographic scenarios, we can develop informed strategies that ensure the sustainability and relevance of our programs in an evolving educational landscape.

# Instructions – Demographics

- Define details for each of the four scenarios on the next page
- Then, with respect to FSS, what are some useful strategies which could help the department thrive in each scenario?
- You are free to use the internet. (Beware of AI hallucinations.)
- Email your charts / PowerPoint files with your team's unique name and your assigned page in the filename e.g. Team A – Demographics.
- Choose a presenter.

# Scenarios 2050 – A Social Science Faculty

Low Population	Hi Population	
<b>1 Outstanding Response</b>	<b>2 Two Miracles in One</b>	Hi Enrollment
<b>3 Colleges in Trouble</b>	<b>4 Social Sciences Discipline Falls Apart</b>	Low Enrollment

Define details to describe each of the four scenarios



FSS-specific strategies for each of the four scenarios