

# Higher Education in Rural Areas: United States and Japan



# Overview

- What is Rural in the United States?
- What are the Trends in Rural-to-Urban Migration?
- How Do These Trends Effect Rural Colleges and Communities?
- Local Policies and Solutions
- Japan – Similar Trends...National Policy Solutions
- Question:  
Can Cities and States Implement Similar Policies As Japan?

# What does “Rural” mean in the United States?

According to the U.S. Census Bureau:

There are two types of Urban Areas:

Urbanized Areas: 50,000 +

Urban Clusters: 2,500 – 50,000

**Rural Areas** encompass all other populations and areas not included in urbanized areas or urban clusters.

Different agencies (namely the Dept. of Agriculture and the Office of Management and Budget) define “rural” differently.

For example:

The Dept. of Agriculture Economic Research Services defines **Rural** based on counties on a metropolitan/nonmetropolitan basis. Nonmetro areas include some combination of:

Open Countryside

Rural Towns (less than 2,500)

Urban Areas (2,500 – 49,999)

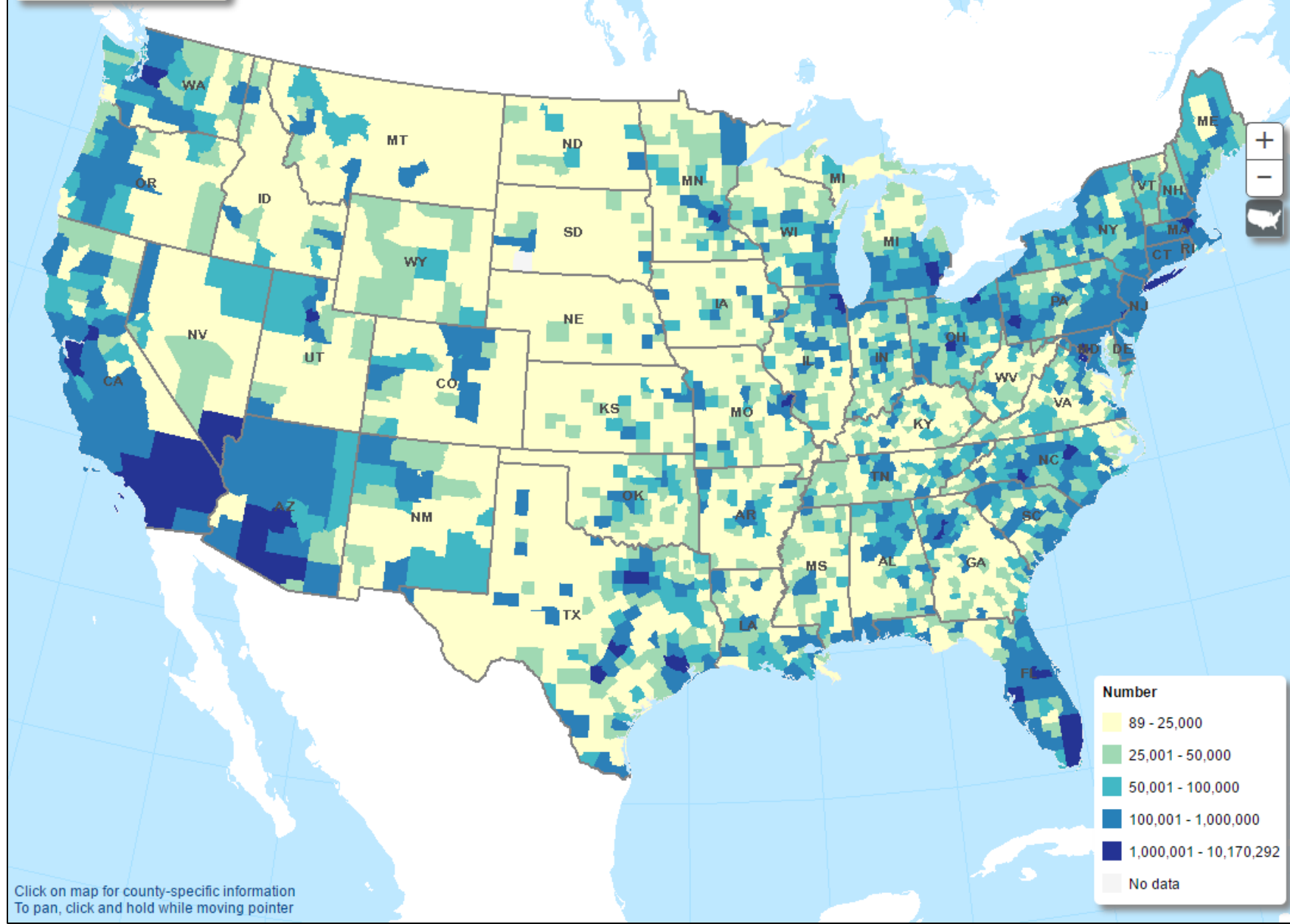
...that are not part of the larger market/economy of metropolitan areas.

# Population size 7/1/2015

Print ▾ Help

State Zoom ▾

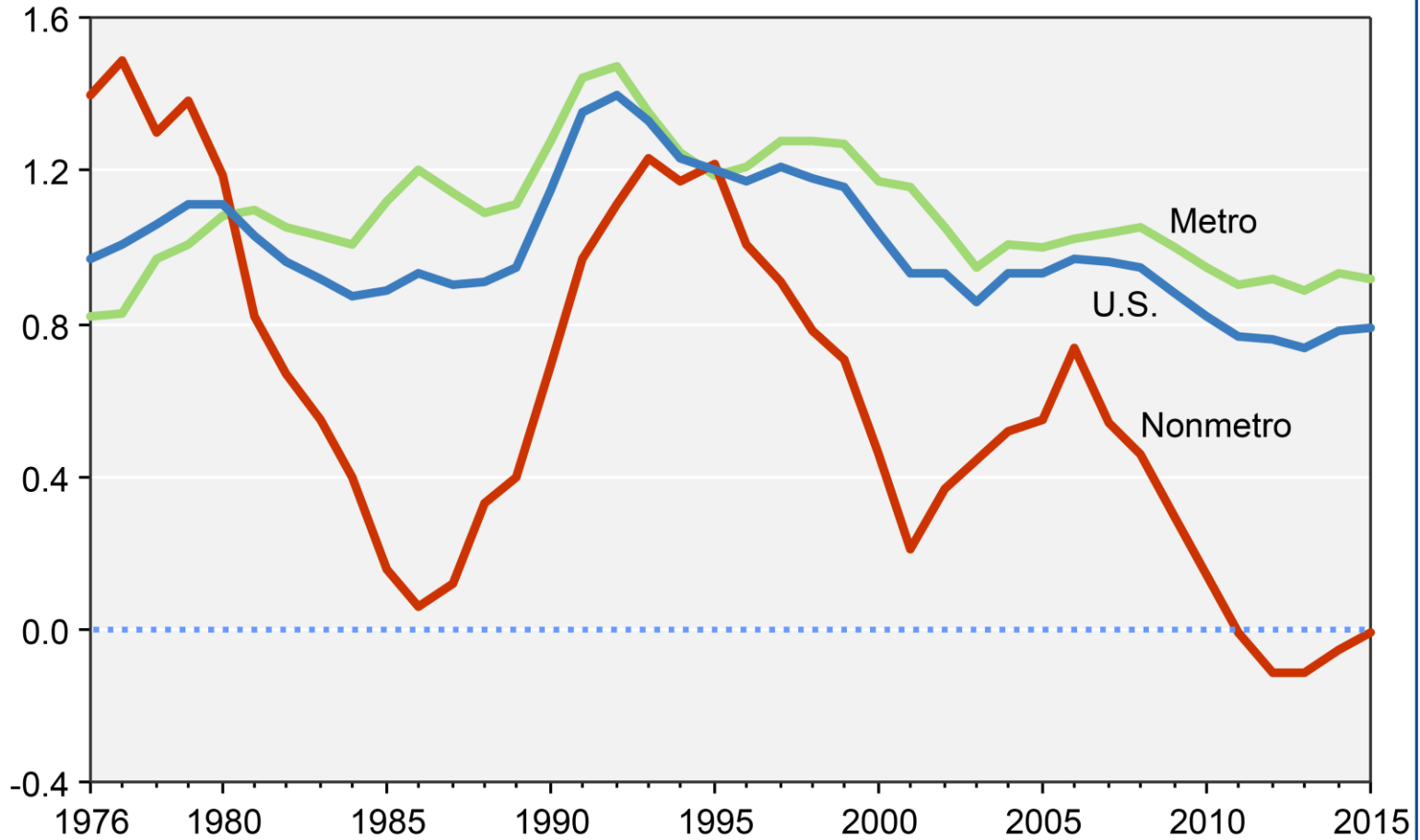
▶ Select Map to Display



Click on map for county-specific information  
To pan, click and hold while moving pointer

## Population change by metro/nonmetro status, 1976-2015

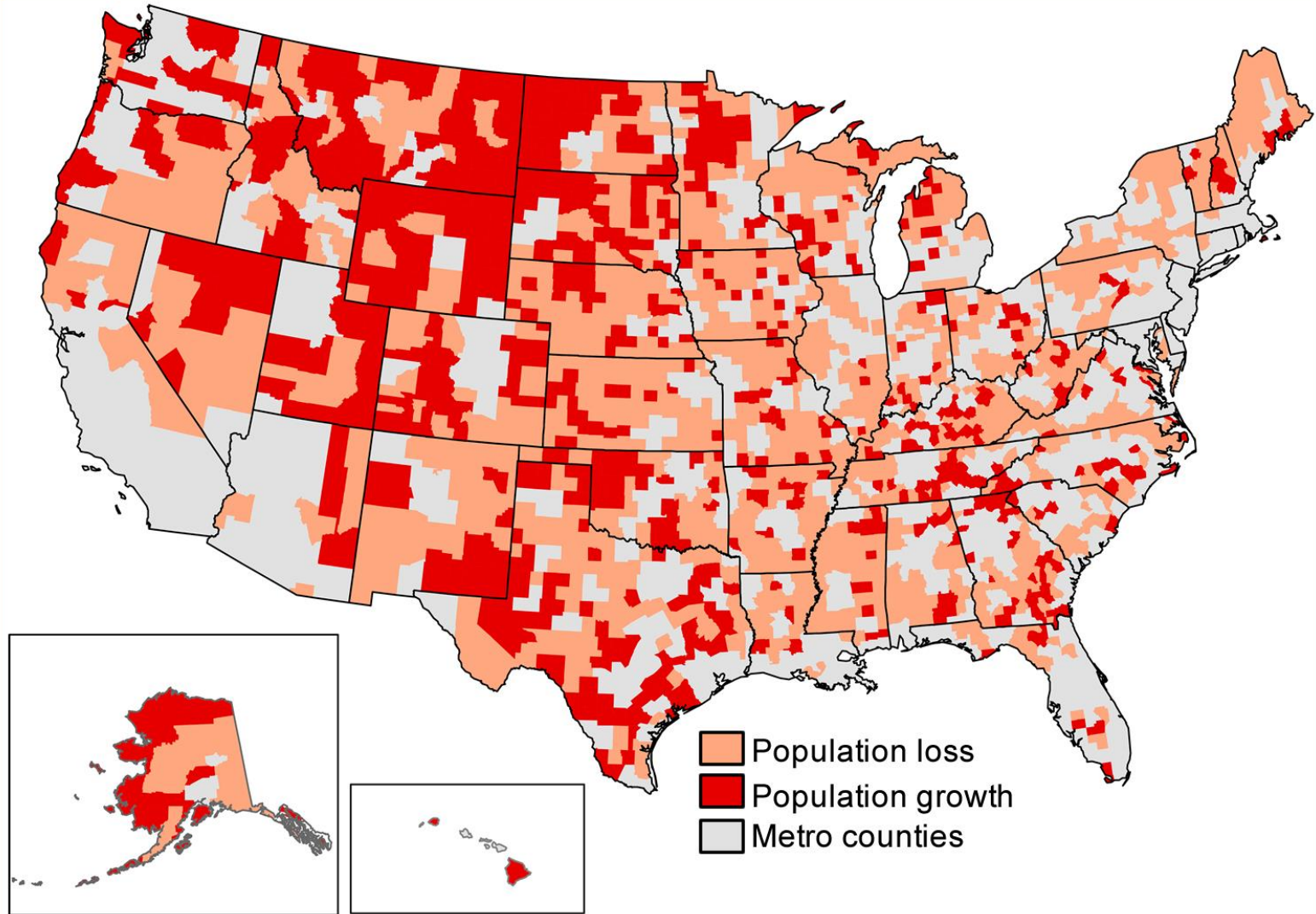
Percent change from previous year



Note: Metro status changed for some counties in 1980, 1990, 2000, and 2010.

Source: USDA, Economic Research Service using data from U.S. Census Bureau.

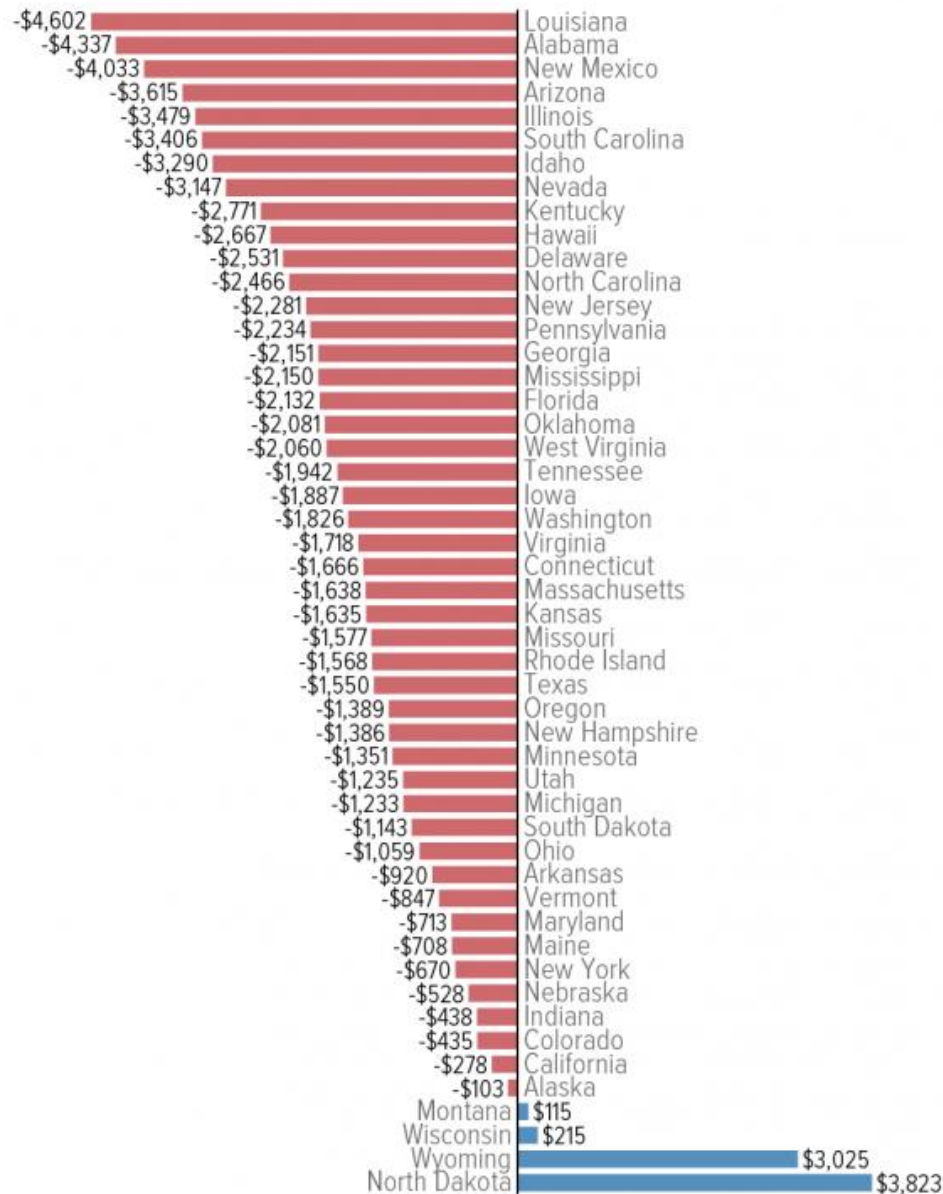
## Nonmetro population change, 2010-15



Source: USDA, Economic Research Service using data from U.S. Census Bureau.

# State Funding for Higher Education Remains Far Below Pre-Recession Levels in Most States

Change in state spending per student, inflation adjusted, 2008-2016



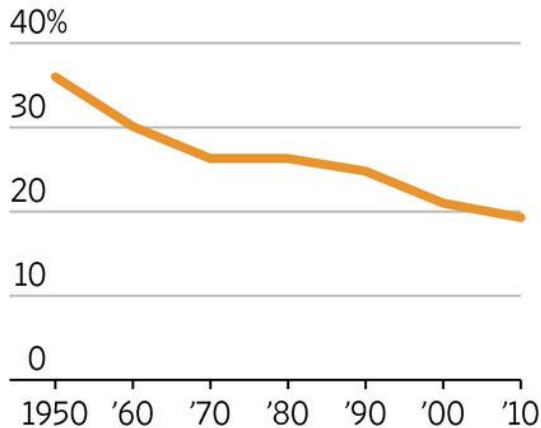
# How Do These Trends Effect Rural Colleges?

## A Shrinking Student Body

As rural America struggles, so do its schools.

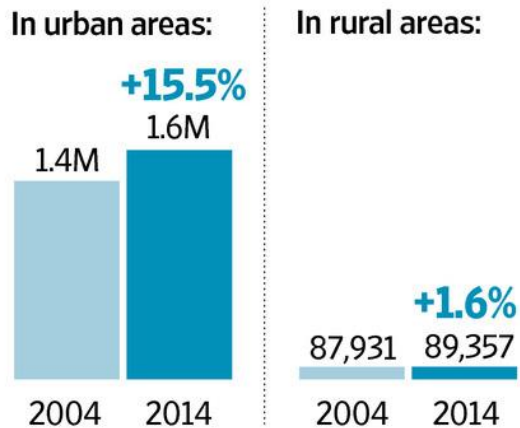
### As rural America's share of the population declines...

U.S. population, percent rural



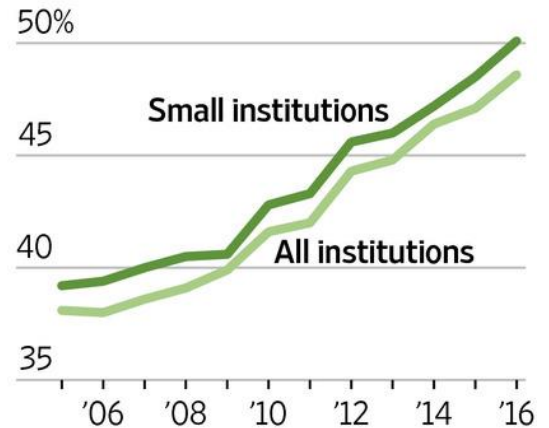
### ... enrollment in small colleges in these areas has slowed...

Enrollment in private colleges, 2004-'14



### ... forcing schools to increase discounts for tuition.

Avg. discount for first-time freshmen



Sources: U.S. Census Bureau (rural population); IPEDS (enrollment); National Association of College and University Business Officers (discounts)

THE WALL STREET JOURNAL.



# The New Minority?

- Some schools now include rural students among those served through their diversity office. Some even offer special scholarships.
- Many are first generation college students.
- Texas A&M, for example, sponsors visits for rural students and parents to travel to campus for tours and info sessions. Bus travel takes about 12 hours one-way from El Paso.
- An increasing number of metro universities are sending admissions representatives to rural high schools they've never reached out to before. Some with graduating high school classes of less than 25 students.



# Local Policies and Solutions?

- **Albion College, in Albion, Michigan, is investing tens of millions of dollars in the local business district in order to revitalize the area.**
- **Ripon College, in Ripon, Wisconsin, moved the president's office off campus to main street, helped install art galleries and shops, opened a student-designed park, is opening a \$22 million athletic facility for students and local residents.**
- **Niagara University, in Niagara Falls, NY, funded a tourism institute downtown and invested in trolleys to bring people to the city and school. The city will repay student loans, up to \$35,000, if graduates agree to live in certain distressed neighborhoods.**

Japan  
日本



# Trends in Urban Migration

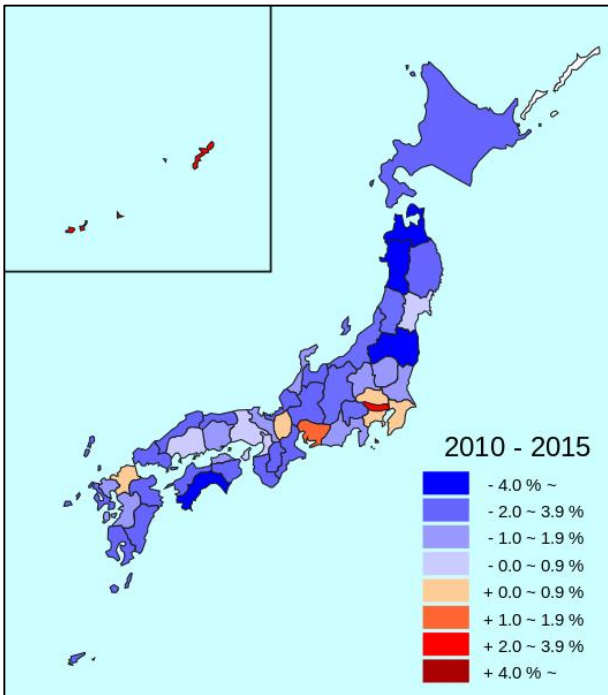
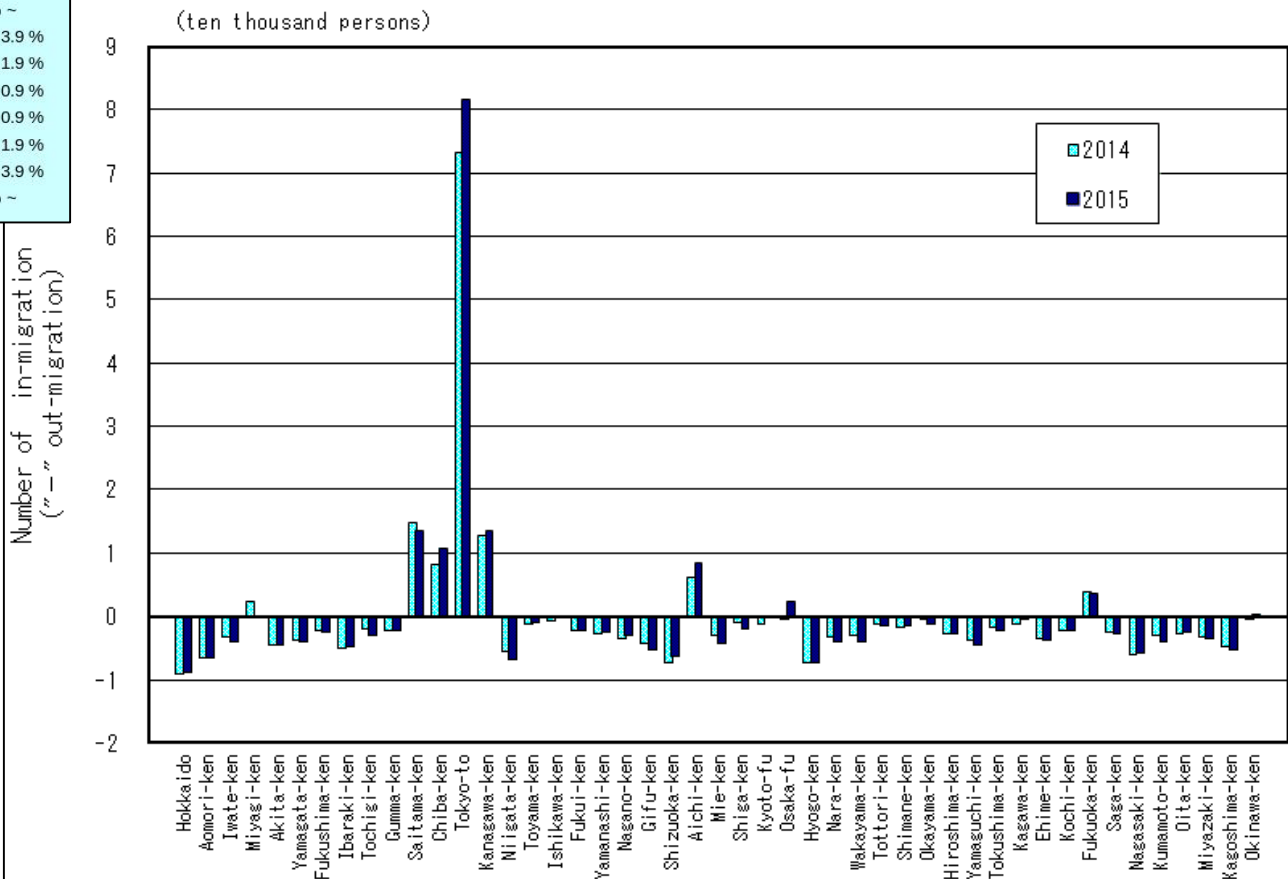
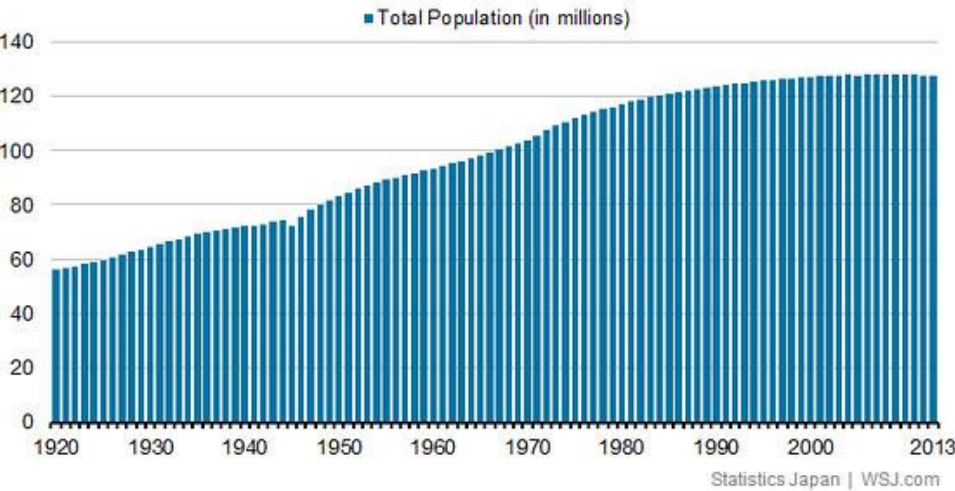


Figure 2 Number of Net migration for Prefectures : 2014 and 2015

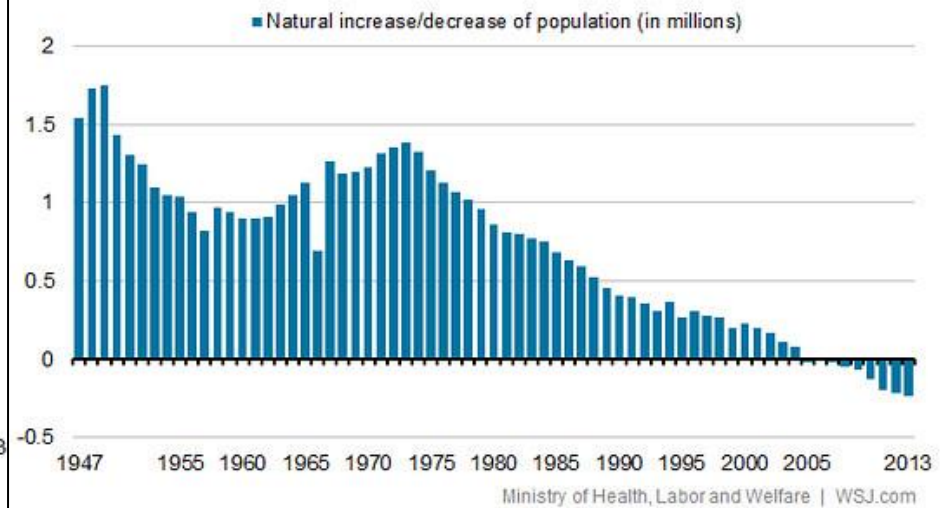


# Population Decline

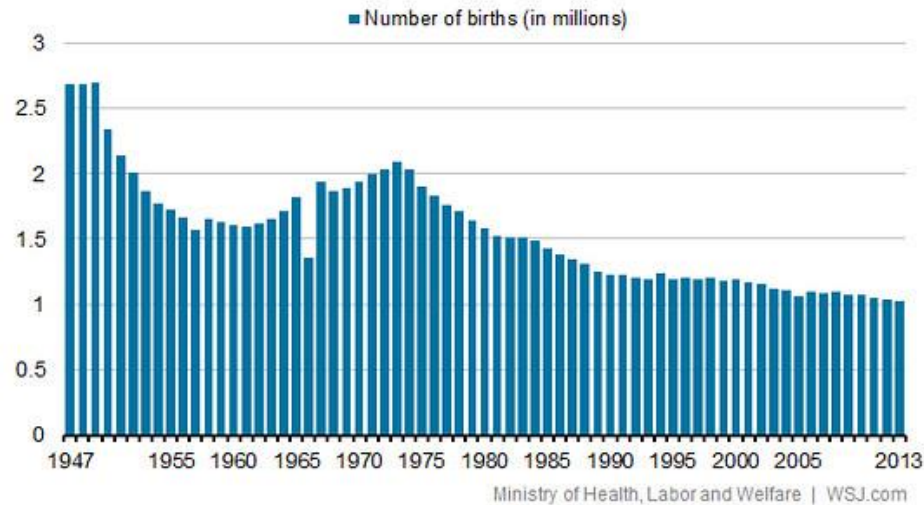
## Total Population



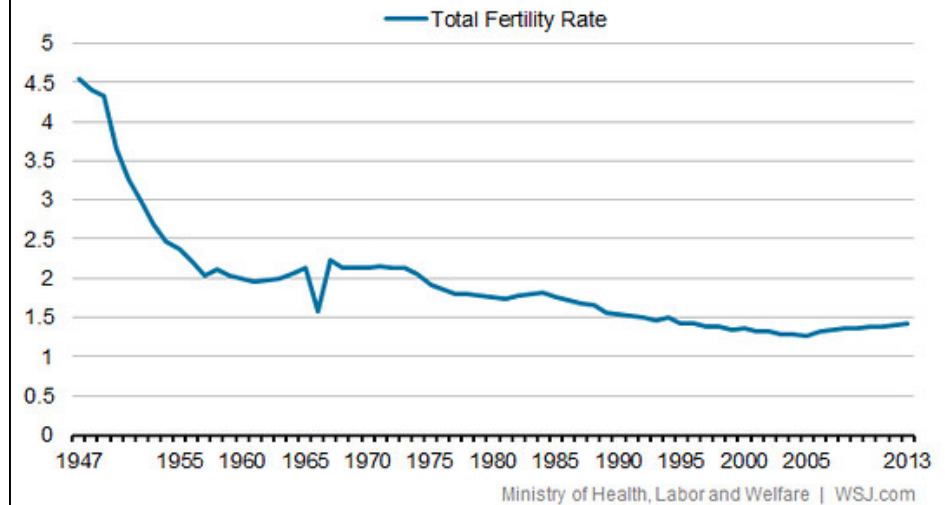
## Population in Decline



## Number of Births



## Total Fertility Rate



# National Policies

- In 2014, Japan implemented comprehensive strategies for regional revitalization including a 5-year plan for local universities.

1. Strengthen the role of local universities as a center of knowledge and community.

2. Promote student/alumni settlement.

3. Develop regional human resources.

# National Policies

## 2019 Goals (KPIs):

- **36%** Ratio of students who go to local universities in their home prefecture (32.2% as of 2016)
- **80%** Ratio of new alumni who will work for companies located in the same prefecture as local alma mater (66.1% as of 2015)
- **7,800** The number of joint research programs between local companies and universities (6,563 as of 2015)
- **50%** Ratio of local education programs between universities and local companies or local government (44.6% as of 2014)

# Questions!

**What do you think of Japan's rural university/region revitalization plan?**

**Can Japan's policies be implemented at the local level in the United States?**





***Thank you!***

