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# COMPETITOR PEER INSTITUTION ANALYSIS

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**Mission:** Lincoln University, the nation's first degree-granting Historically Black College & University (HBCU), educates and empowers students to lead their communities and change the world.

# Competitor Peer Institution Analysis

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## Competitor Peer Institution Analysis

### EXECUTIVE SUMMARY

Below is a suggested list of competitor institutions based on the competitor analysis conducted using National Student Clearinghouse (NSC) data, which provides information on all undergraduate students who were admitted to Lincoln University's main campus and school of adult and continuing education (SACE) location but chose to enroll elsewhere. Out of the top competitor schools, the numbering is based on the largest portion of admitted students who enrolled at another institution between Falls 2017 and Fall 2019.

1. Delaware State University\*<sup>H</sup>
2. Morgan State University\*<sup>H</sup>
3. West Chester University\*
4. Pennsylvania State University\*
5. Temple University\*
6. Virginia State University\*<sup>H</sup>
7. Indiana University of Pennsylvania\*
8. Norfolk State University\*<sup>H</sup>
9. Howard University<sup>H</sup>
10. Shippensburg University\*
11. East Stroudsburg University\*
12. North Carolina A&T State University\*<sup>H</sup>
13. Hampton University<sup>H</sup>
14. Clark Atlanta University<sup>H</sup>
15. Neumann University

\*Public Institution <sup>H</sup>Historically Black College or University (HBCU)

### Key Findings

The most notable finding is that admitted students who enroll elsewhere, referred to as “no-show students” in this report, are more likely to enroll in 4-year institutions. Another important finding is that the majority of no-show students (please refer to the glossary) enrolled in institutions in their home states.

Our key findings are:

- Out of all first-time students who were admitted to Lincoln University:
  - 79% enrolled in a public institution,
  - 88% enrolled in a 4-year institution, and
  - 67% enrolled in a 4-year-public institution, including Lincoln University.
- In the context of no-show students,

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- 74% enrolled in a public institution
- 85% enrolled in a 4-year institution, and
- 60% enrolled in a 4-year-public institution, other than Lincoln.
- When examining the top matched 24 institutions:
  - 87% enrolled in a public institution,
  - 90% enrolled in a 4-year institution, and
  - 77% enrolled in a 4-year-public institution, other than Lincoln.
- Home state enrollment rates (please refer to the glossary) of no-show students were high, especially in public institution context. Average home state enrollment rates are:
  - 76% for top 50 institutions,
  - 82% for top 50 public institutions, and
  - 80% for top 50 public 4-year institutions.

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## INTRODUCTION

### Competitor Institution Analysis

Some of the students who were accepted to Lincoln University chose to enroll in other colleges and universities. Such institutions are defined as Lincoln University's Competitor Institutions. The Office of Institutional Effectiveness, Research, and Planning (OIERP) conducted research to create an updated competitor institution list. For Fall 2017-Fall 2019, OIERP submitted information to National Student Clearinghouse (NSC) on all undergraduate students (including main campus and SACE) who were admitted to Lincoln University. The returned Declined Admission (DA) files from NSC provided information regarding the institutions that the admitted students enrolled in, including Lincoln.

The students who enrolled in other colleges and universities despite being accepted to Lincoln University will be referred to as "no-show students" in this report.

## METHODOLOGY

### First Stage: Match Rate and % Admitted but Enrolled Elsewhere

National Student Clearinghouse submission files included 10,185 first-time students who were admitted to Lincoln University between Fall 2017 and Fall 2019. Declined Admission (DA) files from NSC indicated that the majority of students (90%) who were admitted to Lincoln University had at least one enrollment record in NSC over the course of three years, including Lincoln. This rate will be referred to as the match rate (please refer to the glossary).

Table 1 breaks down overall percentages by year, reporting information for each consecutive fall semester. The table includes the following variables: a) Admitted Student Number: the number of students who are admitted to Lincoln University, b) Match Rate: the percentage of students who have at least one enrollment record in NSC, including students enrolled at Lincoln University, c) % Admitted and Enrolled Lincoln: the percentage of students who are enrolled at Lincoln University, d) % Admitted but Enrolled Elsewhere: the percentage of students who are admitted to Lincoln University but enrolled in other colleges and universities, and e) % Admitted and No Records: the percentage of students who did not have any records in NSC.

Overall, the returned NSC files showed that we have a 90% match rate over the course of three years, including students enrolled to Lincoln University. In addition, 73% (7,474) of the students who were admitted to Lincoln University have enrolled in other colleges and universities, whereas 17% (1,704) of the students enrolled at Lincoln University and 10% (1,007) of the students did not have any records in NSC.

## Competitor Peer Institution Analysis

Table 1

Fall Term	Admitted Student #	Match Rate	% Admitted and Enrolled Lincoln	% Admitted but Enrolled Elsewhere	% Admitted and No Records
2017	2,858	93%	24%	69%	7%
2018	3,661	90%	15%	74%	10%
2019	3,666	89%	12%	76%	11%
<b>Total</b>	<b>10,185</b>	<b>90%</b>	<b>17%</b>	<b>73%</b>	<b>10%</b>

### Second Stage: Determining Initial Competitor Institutions

Returned NSC files indicated that these 7,474 students enrolled in 827 colleges and universities over the course of three years. The second stage of the competitor institution analysis is limited to colleges and universities that at least 60 students enrolled in other higher education institutions despite being admitted to Lincoln University. In other words, 60 is chosen as the baseline number to determine the subset of competitor institutions for no-show students. These colleges and universities will be referred to as “top matched institutions” in this report (please refer to the glossary).

Out of 827 colleges and universities, Table 2 shows top matched 24 institutions. Table 2 also displays the percentage of the 7,474 admitted students enrolled in these institutions - sorted from highest to lowest percentages. These 24 colleges and universities comprised 43% of the 7,474 students. In other words, 43% of the no-show students were enrolled in one of the below listed 24 institutions over the course of three years.

Additionally, this table shows institutional location (state) and type - public, private, Historically Black Colleges and Universities (HBCUs), Community College (CC) or Predominantly White Institutions (PWI). Table 2 indicates that out of the top matched 24 institutions:

- 1) 38% are in Pennsylvania, and 38% are in Maryland and Virginia.
- 2) 46% are HBCUs (none of them located in Pennsylvania) and 46% are PWIs (eight in Pennsylvania).
- 3) Two institutions are community colleges located in Pennsylvania.
- 4) 79% are public (seven in Pennsylvania) and 21% are private institutions (two in Pennsylvania).

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Table 2

Top Matched Institutions	3-year Average	State	Public vs. Private	School Type
Delaware State University	6.0%	DE	Public	HBCU
Morgan State University	5.3%	MD	Public	HBCU
Bowie State University	2.8%	MD	Public	HBCU
Community College of Philadelphia	2.7%	PA	Public	CC
West Chester University	1.8%	PA	Public	PWI
Pennsylvania State University	1.8%	PA	Public	PWI
Coppin State University	1.6%	MD	Public	HBCU
Temple University	1.6%	PA	Public	PWI
University of Maryland Eastern Shore	1.5%	MD	Public	HBCU
Virginia State University	1.5%	VA	Public	HBCU
Indiana University of Pennsylvania	1.4%	PA	Public	PWI
Community College of Baltimore County	1.4%	MD	Public	CC
Howard University	1.4%	DC	Private	HBCU
Norfolk State University	1.4%	VA	Public	HBCU
Shippensburg University	1.4%	PA	Public	PWI
East Stroudsburg University	1.3%	PA	Public	PWI
Hampton University	1.2%	VA	Private	HBCU
North Carolina A&T State University	1.1%	NC	Public	HBCU
Neumann University	1.0%	PA	Private	PWI
Clark Atlanta University	1.0%	GA	Private	HBCU
Towson University	1.0%	MD	Public	PWI
La Salle University	0.9%	PA	Private	PWI
Kean University	0.9%	NJ	Public	PWI
SUNY Buffalo State College	0.8%	NY	Public	PWI
<b>Total</b>	<b>43.0%</b>			

### Third Stage: An Overview of Home State Enrollment Rate of No-Show Students (at State Level)

Next, OIERP focused on determining whether no-show students enrolled in institutions in their home states or in Pennsylvania. In the third stage: a) OIERP explored public and private institutions together, b) OIERP broke the query down as public and private institutions and compared the results. The reasons for these queries are to explore no-show students from which state(s) are more likely tend to enroll in institutions in Pennsylvania and provide additional overview about state level context.

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In this stage, we focused on states that enrolled at least 100 admitted students. Table 3a shows top eight residency-states of the 7,474 no-show students, which makes up 90% of all students who were admitted and enrolled elsewhere. Additionally, the analysis addresses whether the majority of these students enrolled in institutions in their home states (i.e. home state enrollment rate) rather than institutions in Pennsylvania. For example, 67% of no-show students from New York went to institutions in their home state (New York) while only 3% of them went to an institution in Pennsylvania. Table 3a indicates that no-show students most often enrolled at an institution in their home states.

*Table 3a*

Student's Residence State	# of Students	Institutions in PA	Institutions in Home State
Pennsylvania	2,176	78%	78%
Maryland	1,547	5%	68%
New York	1,009	3%	67%
New Jersey	954	4%	67%
District of Columbia	445	5%	13%
Delaware	310	10%	67%
California	156	1%	56%
Virginia	147	1%	76%
<b>Total</b>	<b>6,744</b>		

OIERP broke the analysis down to explore the home state enrollment rate of no-show students in public and in private institution context. Out of 7,474 no-show students, 74% (5,538) went to a public institution and 26% (1,936) went to a private institution. Table 3b displays the top eight residency-states of the 5,538 first-time students who were admitted to Lincoln University but enrolled at another public institution between Fall 2017 and Fall 2019. These eight states comprised 91% of the 5,538 no-show students. Table 3b also shows the percentage of students who were enrolled at a public institution in their home states (home state enrollment rate-public institution) and the percentage of students who enrolled at another public institution in Pennsylvania. For example, 78% of no-show students from Maryland were enrolled at another public institution in Maryland whereas only 2% of them were enrolled at a public institution in Pennsylvania.



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*Table 3b – Public Institutions*

Student's Residence State	# of Students	Institutions in PA	Institutions in Home State
Pennsylvania	1,614	80%	80%
Maryland	1,218	2%	78%
New York	708	1%	75%
New Jersey	699	3%	75%
District of Columbia	341	3%	10%
Delaware	245	3%	78%
California	107	2%	73%
Virginia	105	1%	86%
<b>Total</b>	<b>5,037</b>		

Table 3c displays top eight residency-states of the 1,936 first-time students who were admitted to Lincoln University but enrolled at another private institution between Fall 2017 and Fall 2019. These eight states comprised 88% of the 1,936 no-show students. Table 3c also shows the percentage of students who were enrolled at a private institution in their home states (home state enrollment rate-private institution) and the percentage of students who enrolled at another private institution in Pennsylvania. For example, 27% of no-show students from Maryland were enrolled at another private institution in Maryland whereas 14% of them were enrolled at a private institution in Pennsylvania.

*Table 3c – Private Institutions*

Student's Residence State	# of Students	Institutions in PA	Institutions in Home State
Pennsylvania	562	72%	72%
Maryland	329	14%	27%
New York	301	7%	48%
New Jersey	255	8%	45%
District of Columbia	104	13%	23%
Delaware	65	35%	25%
California	49	0%	20%
Virginia	42	0%	52%
<b>Total</b>	<b>1,707</b>		

Home state enrollment rates were compared in Table 3d. It shows three home state enrollment rates for every state: One for all institutions, one for public institutions and one for private institutions. Table 3d indicates that:

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- 1) Home state enrollment rate of public institutions in every state are higher than home state enrollment rates of all institutions, except for District of Columbia.
- 2) In other words, home state enrollment rate is higher when public institution context is explored. Percentage differences are higher for Maryland, Delaware and California resident students.
- 3) Home state enrollment rate of public institutions in every state are higher than home state enrollment rates of private institutions, except for Pennsylvania and District of Columbia.
- 4) These percentages suggested that, regardless of the reasons behind their preferences, no-show students tend to enroll in public institutions in their home states despite being admitted to Lincoln University.

*Table 3d*

Student's Residence State	Enrollment in Home State Institutions (All)	Enrollment in Home State Public Institutions	Enrollment in Home State Private Institutions
Pennsylvania	78%	80%	72%
Maryland	68%	78%	27%
New York	67%	75%	48%
New Jersey	67%	75%	45%
District of Columbia	13%	10%	23%
Delaware	67%	78%	25%
California	56%	73%	20%
Virginia	76%	86%	52%

### **Fourth Stage: An Overview of Home State Enrollment Rate of No-show Students (at Institution Level)**

After exploring home state enrollment tendency of no-show students at state level in the third stage, OIERP focused on institution level data. OIERP addressed the extent to which the states of residency for no-show students matched the states of these students' destination institution. In other words, the question was whether no-show students from a given state chose an institution in their home state rather than an institution in Pennsylvania. For this purpose, we analyzed the top matched 24 institutions listed in the second stage of the competitor institution analysis. Table 4 shows the following variables;

- 1) % PA Resident: the percentage of Pennsylvania resident students enrolled to each of the top matched 24 institutions,
- 2) % In-state resident: the percentage of home-state resident students enrolled to each of the top matched 24.
- 3) The states in which the institutions are located and the type of institution - public, private, Historically Black Colleges and Universities (HBCUs), Community College (CC) or Predominantly White Institutions (PWI).

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Table 4

Top Competitors	State	% PA Resident	% In-state Resident	Public vs. Private	School Type
Delaware State University	DE	22%	24%	Public	HBCU
Morgan State University	MD	24%	43%	Public	HBCU
Bowie State University	MD	4%	80%	Public	HBCU
Community College of Philadelphia	PA	99%	99%	Public	CC
West Chester University	PA	99%	99%	Public	PWI
Pennsylvania State University	PA	89%	89%	Public	PWI
Coppin State University	MD	4%	90%	Public	HBCU
Temple University	PA	75%	75%	Public	PWI
University of Maryland Eastern Shore	MD	6%	75%	Public	HBCU
Virginia State University	VA	10%	14%	Public	HBCU
Indiana University of Pennsylvania	PA	97%	97%	Public	PWI
Community College of Baltimore County	MD	5%	90%	Public	CC
Howard University	DC	22%	2%	Private	HBCU
Norfolk State University	VA	8%	14%	Public	HBCU
Shippensburg University	PA	98%	98%	Public	PWI
East Stroudsburg University	PA	92%	92%	Public	PWI
Hampton University	VA	22%	9%	Private	HBCU
North Carolina A&T State University	NC	18%	5%	Public	HBCU
Neumann University	PA	82%	82%	Private	PWI
Clark Atlanta University	GA	25%	0%	Private	HBCU
Towson University	MD	4%	89%	Public	PWI
La Salle University	PA	85%	85%	Private	PWI
Kean University	NJ	0%	97%	Public	PWI
SUNY Buffalo State College	NY	0%	100%	Public	PWI

Table 4 indicates that:

- 1) Majority of the students who are admitted to Lincoln University but attended another institution in Pennsylvania are PA residents.
- 2) Temple University has the lowest home state enrollment rate among the other Pennsylvania located institutions. For example, West Chester University has 99% home state enrollment rate and Pennsylvania State University has 89% home state enrollment rate whereas Temple University has 75%.
- 3) Public PWIs in other states displayed a similar pattern. These institutions predominantly enrolled students who are in-state residents.

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- 4) The following three public HBCUs located in Maryland also indicated a similar pattern and enrolled students predominantly from Maryland (82% in average): Coppin State University, Bowie State University, and University of Maryland Eastern Shore.
- 5) The only exception among Maryland public HBCUs is Morgan State University which has 43% enrollment from Maryland residents.
- 6) The remaining seven HBCUs from five different states (four public and three private) did not indicate a similar pattern and the majority of their enrolled students were not from their home states between Fall 2017 and Fall 2019.

## CONCLUSION

OIERP conducted research to provide an updated competitor institution list. For this purpose, OIERP submitted a dataset regarding all undergraduate students (including main campus and school of adult and continuing education students) who were admitted to Lincoln University to National Student Clearinghouse (NSC) for Fall 2017-Fall 2019 period. The returned information was analyzed in four stages. Throughout these stages, match rates, percentages of students who are admitted to Lincoln University but enrolled in other colleges and universities and home state enrollment rate of no-show students (at state and institution level) were computed to determine an updated competitor institution list.

In addition to the above research, OIERP conducted the Admitted Students Survey to collect the following information from no-show students: current enrollment status of the respondents, comparison between Lincoln University and other schools they considered in terms of college characteristics, quality of information received and financial aid and cost.

### Key findings from the Admitted Students Survey

- 1) 60.7% of respondents reported that Lincoln University was among their top 3 choices for schools.
- 2) 41.1% identified cost and financial aid as the reason for their college choice.
- 3) 26.6% identified the “total dollar amount of financial aid” offered by Lincoln University as “lower than most/lowest amount”.
- 4) 35.3% identified the “total cost to you and your family after grants and scholarships” as “highest amount/higher than most” at Lincoln University
- 5) Lincoln University received the highest ratings for: Availability of extracurricular activities (39.9%) and College website (34.6%)
- 6) Lincoln University received the lowest ratings for: Surroundings (24.1%) and Communications about financial aid (not in the aid decision; 29.6%)

In the future, OIERP plans to conduct additional analysis for this research by differentiating between locations (main campus vs. SACE) and will also conduct a similar research for graduate programs.

## Competitor Peer Institution Analysis

### GLOSSARY

**Home state enrollment rate:** indicates the ratio of no-show students who were enrolled in institutions in their home states divided by “no-show students” who are residents of the same state.

**Match rate:** shows the ratio of students who are admitted to Lincoln University and have at least one enrollment record in National Student Clearinghouse (including Lincoln) between Fall 2017 and Fall 2019, divided by the students who are admitted to Lincoln University. This rate can be formulized as shown below:

$$\frac{\text{students who are admitted to Lincoln University and have at least one enrollment record in National Student Clearinghouse (including Lincoln) between Fall 2017 and Fall 2019}}{\text{students who are admitted to Lincoln University}}$$

**No-show students:** The students who enrolled in other colleges and universities despite being accepted to Lincoln University.

**Top matched institutions:** These institutions are the colleges and universities enrolling 60 or more no-show students.