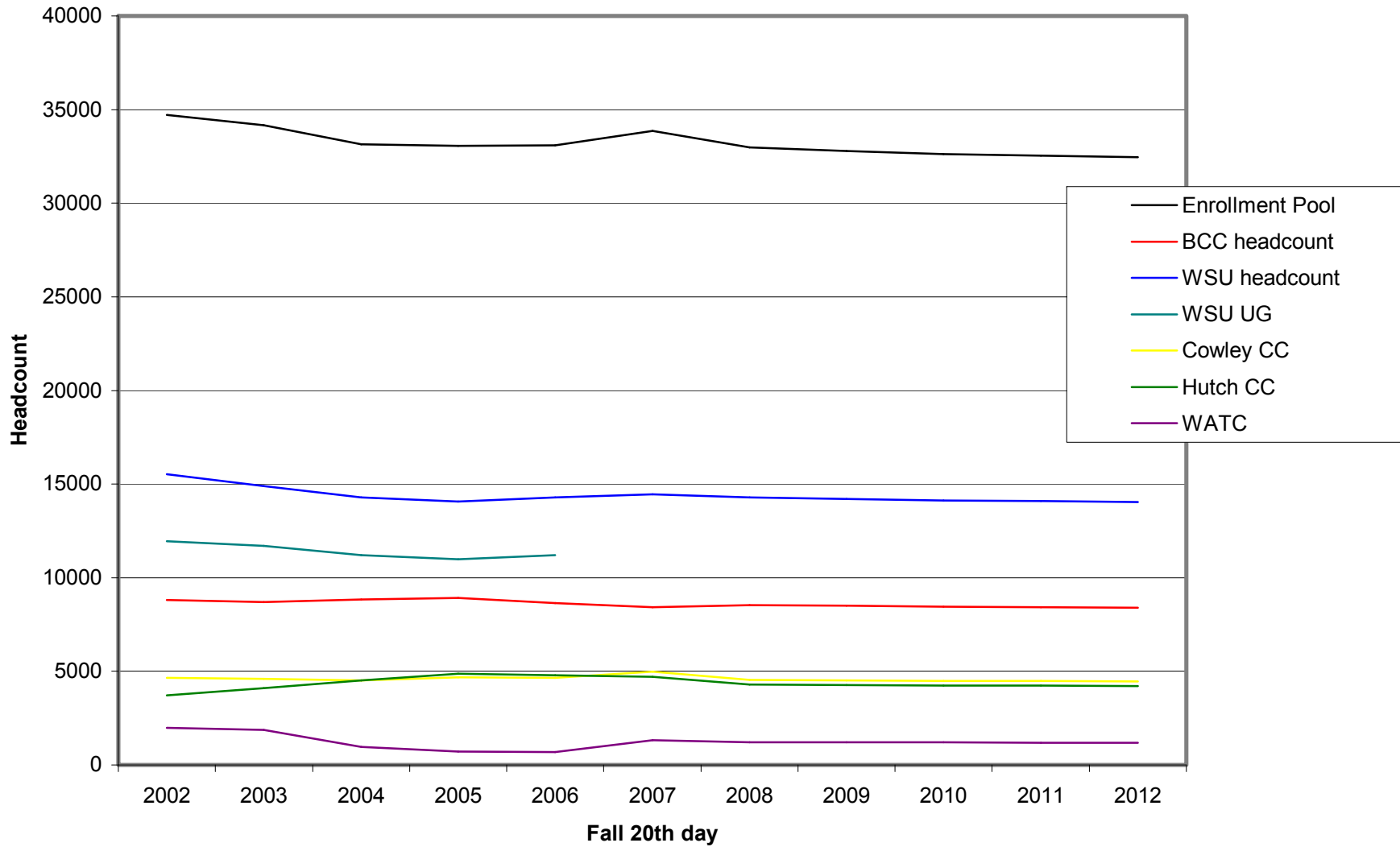
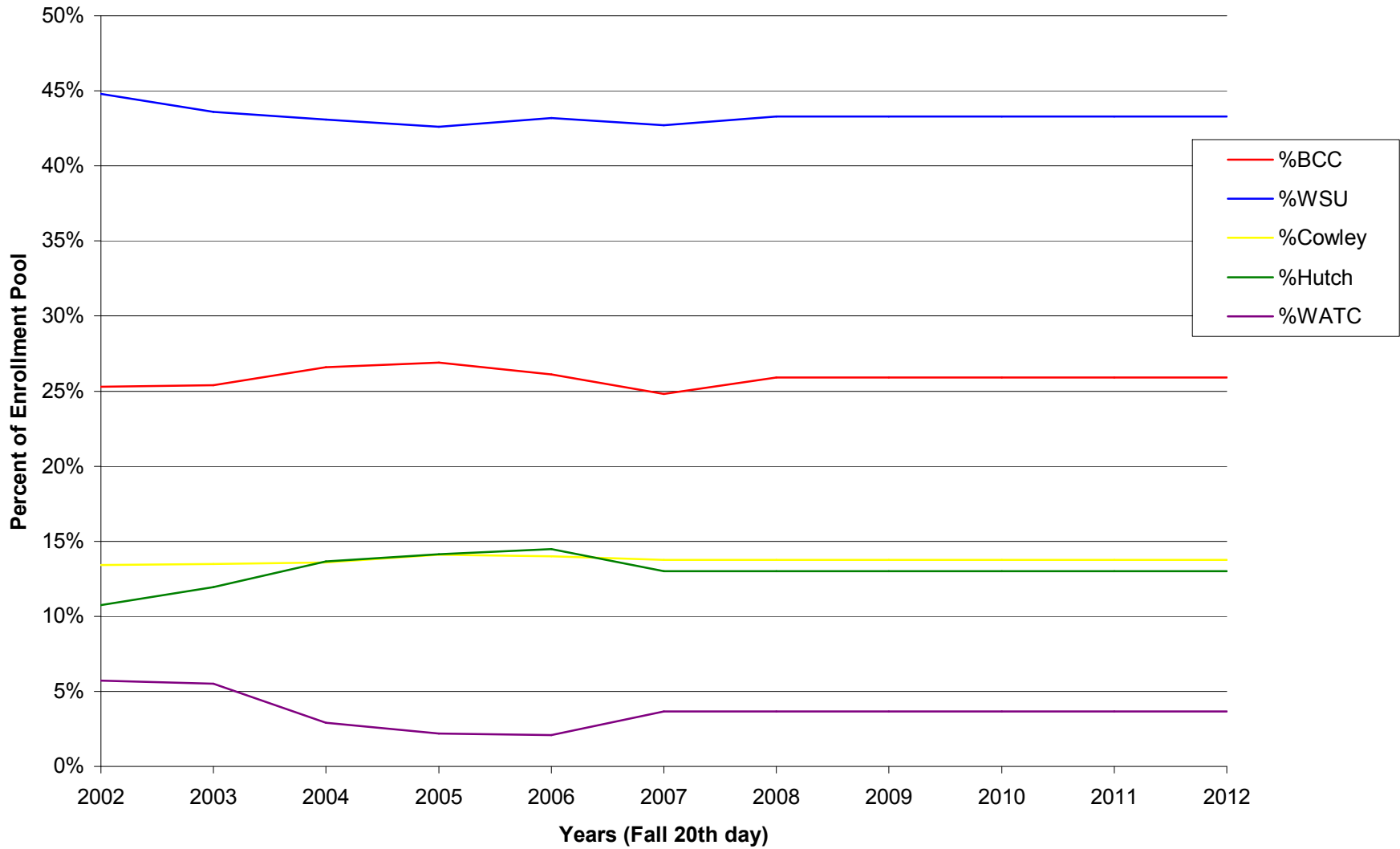


Enrollment Trends, BCC Primary Market, 2002-2012



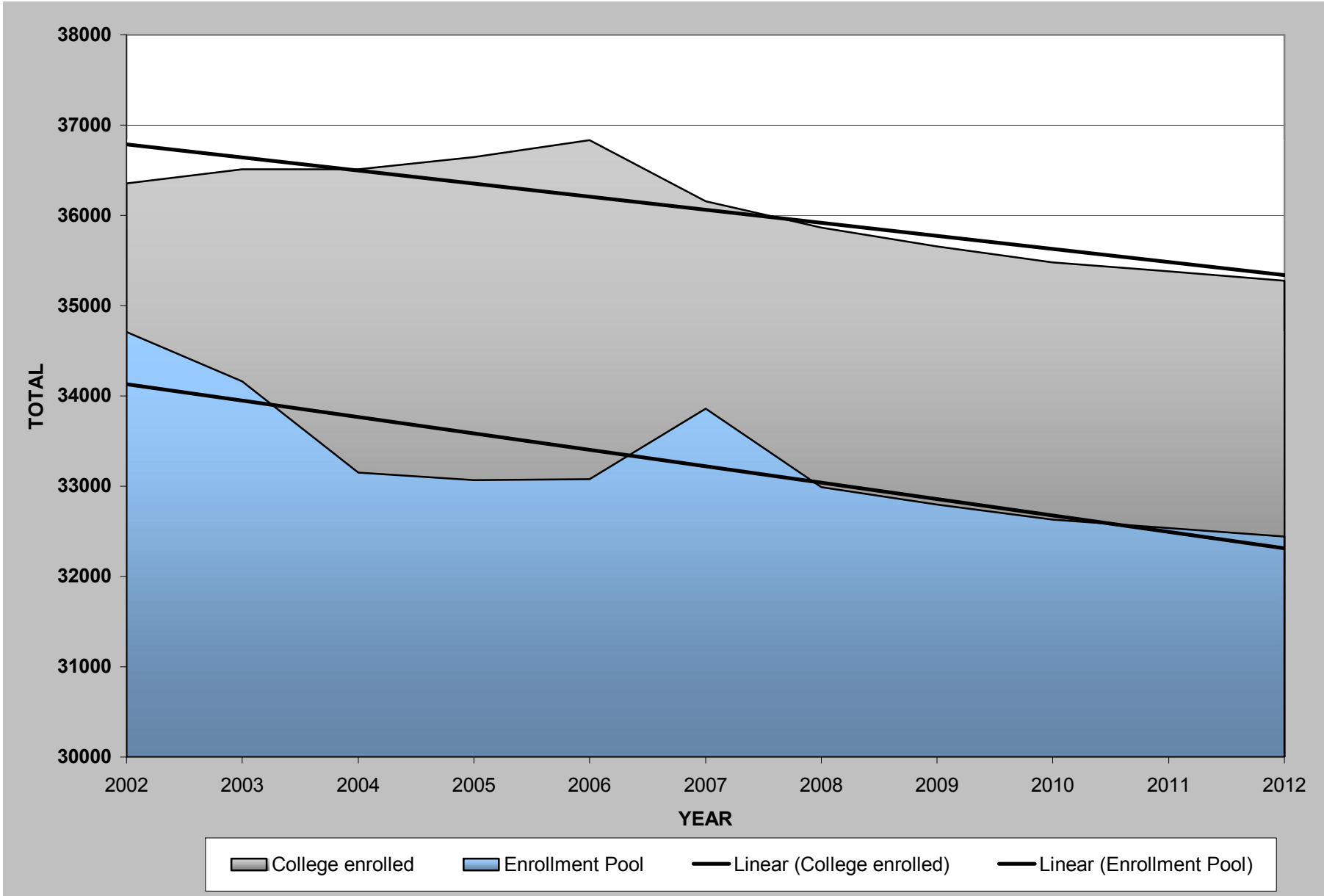
Enrollment Market Share 2002-2012



Enrollment trend data 2002-2012

| YEAR | Enrollment Pool | BCC headcount | WSU headcount | WSU UG | Cowley CC | Hutch CC | WATC | Other | %BCC | %WSU | %Cowley | %Hutch | %WATC |
|---|-----------------|---------------|---------------|--------|-----------|----------|------|-------|-------|-------|---------|--------|-------|
| 2002 | 34708 | 8809 | 15534 | 11940 | 4656 | 3729 | 1980 | 0 | 25.3% | 44.8% | 13.4% | 10.7% | 5.7% |
| 2003 | 34161 | 8695 | 14896 | 11692 | 4604 | 4089 | 1877 | 0 | 25.4% | 43.6% | 13.5% | 12.0% | 5.5% |
| 2004 | 33151 | 8839 | 14297 | 11199 | 4523 | 4527 | 965 | 0 | 26.6% | 43.1% | 13.6% | 13.7% | 2.9% |
| 2005 | 33066 | 8909 | 14076 | 10975 | 4679 | 4872 | 723 | 193 | 26.9% | 42.6% | 14.1% | 14.2% | 2.2% |
| 2006 | 33078 | 8642 | 14298 | 11203 | 4655 | 4790 | 693 | 0 | 26.1% | 43.2% | 14.0% | 14.5% | 2.1% |
| 2007 | 33859 | 8414 | 14442 | | 4972 | 4701 | 1330 | 0 | 24.8% | 42.7% | 13.8% | 13.0% | 3.7% |
| 2008 | 32989 | 8544 | 14284 | | 4536 | 4289 | 1211 | | 25.9% | 43.3% | 13.8% | 13.0% | 3.7% |
| 2009 | 32795 | 8494 | 14200 | | 4509 | 4263 | 1204 | | 25.9% | 43.3% | 13.8% | 13.0% | 3.7% |
| 2010 | 32630 | 8451 | 14129 | | 4487 | 4242 | 1198 | | 25.9% | 43.3% | 13.8% | 13.0% | 3.7% |
| 2011 | 32537 | 8427 | 14089 | | 4474 | 4230 | 1194 | | 25.9% | 43.3% | 13.8% | 13.0% | 3.7% |
| 2012 | 32445 | 8403 | 14049 | | 4461 | 4218 | 1191 | | 25.9% | 43.3% | 13.8% | 13.0% | 3.7% |
| Year - calendar year for which census data was taken. | | | | | | | | | | | | | |
| Enrollment Pool - calculation of total number of people enrolled in postsecondary education at WSU, Butler, Hutch CC, Cowley and WATC. | | | | | | | | | | | | | |
| Headcount - fall 20th day for each year. | | | | | | | | | | | | | |
| BASIC PRINCIPLES OF MODEL: | | | | | | | | | | | | | |
| 1. This model is based on three measurements: | | | | | | | | | | | | | |
| a) The total enrollment pool in our 10-county region (Butler, Sedgwick, Greenwood, Marion, Morris, Chase, Sumner, Cowley, Kingman and Harper) | | | | | | | | | | | | | |
| b) Our recruitment rate (applieds-to-enrolleds conversion rate) | | | | | | | | | | | | | |
| c) Our retention rate. | | | | | | | | | | | | | |
| 2. Once this model is fully designed, we will use it to build scenarios to determine how a change in any of these 3 variables is likely to affect our total enrollment. | | | | | | | | | | | | | |
| 3. Right now, we don't have reliable estimates of the effectiveness of recruitment and retention. The only dynamic variable in this model is the change in the enrollment pool. | | | | | | | | | | | | | |
| 4. This model shows an expected decline in the total enrollment pool in our region. If Butler and the other schools shown in this model do nothing to change recruitment and retention practices, this model shows the enrollments that are likely to occur through 2012. | | | | | | | | | | | | | |
| 5. 90% of our enrollment comes from the 10-county region, and almost all of our students are between the ages of 15 and 54. This region and age group make up our primary enrollment market. | | | | | | | | | | | | | |
| 6. The number of residents age 15 to 54 in our primary market totals about 352,000. Of that, about 36,000 (11%) are enrolled in college. Of the subgroup enrolled in college, about 33,000 (92%) are enrolled in Butler, WSU, WATC, Cowley and Hutch. | | | | | | | | | | | | | |
| 7. That population of 33,000 makes up the enrollment pool in which Butler competes for students. We assume that the remaining 8% of college-enrolled residents are unlikely to remain in the region to attend college. | | | | | | | | | | | | | |

Enrollment Pool vs. Total Enrolled, BCC Primary Region



Enrollment Pool Data Chart

| YEAR | College enrolled | Enrollment Pool |
|------|------------------|-----------------|
| 2002 | 36354 | 34708 |
| 2003 | 36511 | 34161 |
| 2004 | 36512 | 33151 |
| 2005 | 36644 | 33066 |
| 2006 | 36834 | 33078 |
| 2007 | 36157 | 33859 |
| 2008 | 35867 | 32989 |
| 2009 | 35658 | 32795 |
| 2010 | 35479 | 32630 |
| 2011 | 35378 | 32537 |
| 2012 | 35278 | 32445 |

College enrolled - total number of residents of BCC primary region, age 15 to 54, who are in college in year indicated.

Enrollment pool - total number of residents of BCC primary region, age 15 to 54, who are enrolled at Butler, Cowley, Hutch, WSU and WATC.

Enrollment Trend Analysis Table

| Age Band | 2002 | Enroll rates | College enrolled | In region | Rate | BCC Headcount | %BCC | WSU | %WSU | WSU UG | Cowley | %Cowley | Hutch | %Hutch | WATC | %WATC |
|----------------|----------------|--------------|------------------|--------------|---------------|---------------|-----------------|--------------|-----------------|--------------|-------------|-----------------|-------------|-----------------|-------------|-----------------|
| 15 to 19 years | 45,746 | 17.1% | 7836 | | | | | | | | | | | | | |
| 20 to 24 years | 41,977 | 36.9% | 15469 | | | | | | | | | | | | | |
| 25 to 29 years | 40,532 | 11.6% | 4702 | | | | | | | | | | | | | |
| 30 to 34 years | 41,775 | 6.7% | 2799 | | | | | | | | | | | | | |
| 35 to 39 years | 44,615 | 3.9% | 1740 | | | | | | | | | | | | | |
| 40 to 44 years | 50,659 | 3.9% | 1976 | | | | | | | | | | | | | |
| 45 to 49 years | 47,719 | 2.1% | 1002 | | | | | | | | | | | | | |
| 50 to 54 years | 39,565 | 2.1% | 831 | | | | | | | | | | | | | |
| TOTAL | 352,588 | | 36354 | 34708 | 95.47% | 8809 | 25.38032 | 15534 | 44.75625 | 11940 | 4656 | 13.41477 | 3729 | 10.74392 | 1980 | 5.704737 |
| Age Band | 2003 | Enroll rates | College enrolled | In region | Rate | | | | | | | | | | | |
| 15 to 19 years | 45,406 | 17.1% | 7778 | | | | | | | | | | | | | |
| 20 to 24 years | 42,949 | 36.9% | 15827 | | | | | | | | | | | | | |
| 25 to 29 years | 39,876 | 11.6% | 4626 | | | | | | | | | | | | | |
| 30 to 34 years | 41,768 | 6.7% | 2798 | | | | | | | | | | | | | |
| 35 to 39 years | 42,680 | 3.9% | 1665 | | | | | | | | | | | | | |
| 40 to 44 years | 49,909 | 3.9% | 1946 | | | | | | | | | | | | | |
| 45 to 49 years | 48,567 | 2.1% | 1020 | | | | | | | | | | | | | |
| 50 to 54 years | 40,534 | 2.1% | 851 | | | | | | | | | | | | | |
| TOTAL | 351,689 | | 36511 | 34161 | 93.56% | 8695 | 25.453 | 14896 | 43.60528 | 11692 | 4604 | 13.47736 | 4089 | 11.96979 | 1877 | 5.49457 |
| Age Band | 2004 | Enroll rates | College enrolled | In region | Rate | | | | | | | | | | | |
| 15 to 19 years | 45,513 | 17.1% | 7796 | | | | | | | | | | | | | |
| 20 to 24 years | 42,798 | 36.9% | 15771 | | | | | | | | | | | | | |
| 25 to 29 years | 40,861 | 11.6% | 4740 | | | | | | | | | | | | | |
| 30 to 34 years | 41,260 | 6.7% | 2764 | | | | | | | | | | | | | |
| 35 to 39 years | 41,702 | 3.9% | 1626 | | | | | | | | | | | | | |
| 40 to 44 years | 48,789 | 3.9% | 1903 | | | | | | | | | | | | | |
| 45 to 49 years | 48,980 | 2.1% | 1029 | | | | | | | | | | | | | |
| 50 to 54 years | 42,004 | 2.1% | 882 | | | | | | | | | | | | | |
| TOTAL | 351,907 | | 36512 | 33151 | 90.80% | 8839 | 26.66285 | 14297 | 43.1269 | 11199 | 4523 | 13.64363 | 4527 | 13.6557 | 965 | 2.910923 |
| Age Band | 2005 | Enroll rates | College enrolled | In region | Rate | | | | | | | | | | | |
| 15 to 19 years | 45,689 | 17.1% | 7827 | | | | | | | | | | | | | |
| 20 to 24 years | 43,146 | 36.9% | 15899 | | | | | | | | | | | | | |
| 25 to 29 years | 41,265 | 11.6% | 4787 | | | | | | | | | | | | | |
| 30 to 34 years | 40,643 | 6.7% | 2723 | | | | | | | | | | | | | |
| 35 to 39 years | 41,407 | 3.9% | 1615 | | | | | | | | | | | | | |
| 40 to 44 years | 47,245 | 3.9% | 1843 | | | | | | | | | | | | | |
| 45 to 49 years | 49,312 | 2.1% | 1036 | | | | | | | | | | | | | |
| 50 to 54 years | 43,568 | 2.1% | 915 | | | | | | | | | | | | | |
| TOTAL | 352,275 | | 36644 | 33066 | 90.24% | 8909 | 26.94308 | 14076 | 42.56941 | 10975 | 4679 | 14.15049 | 4679 | 14.15049 | 723 | 2.186536 |

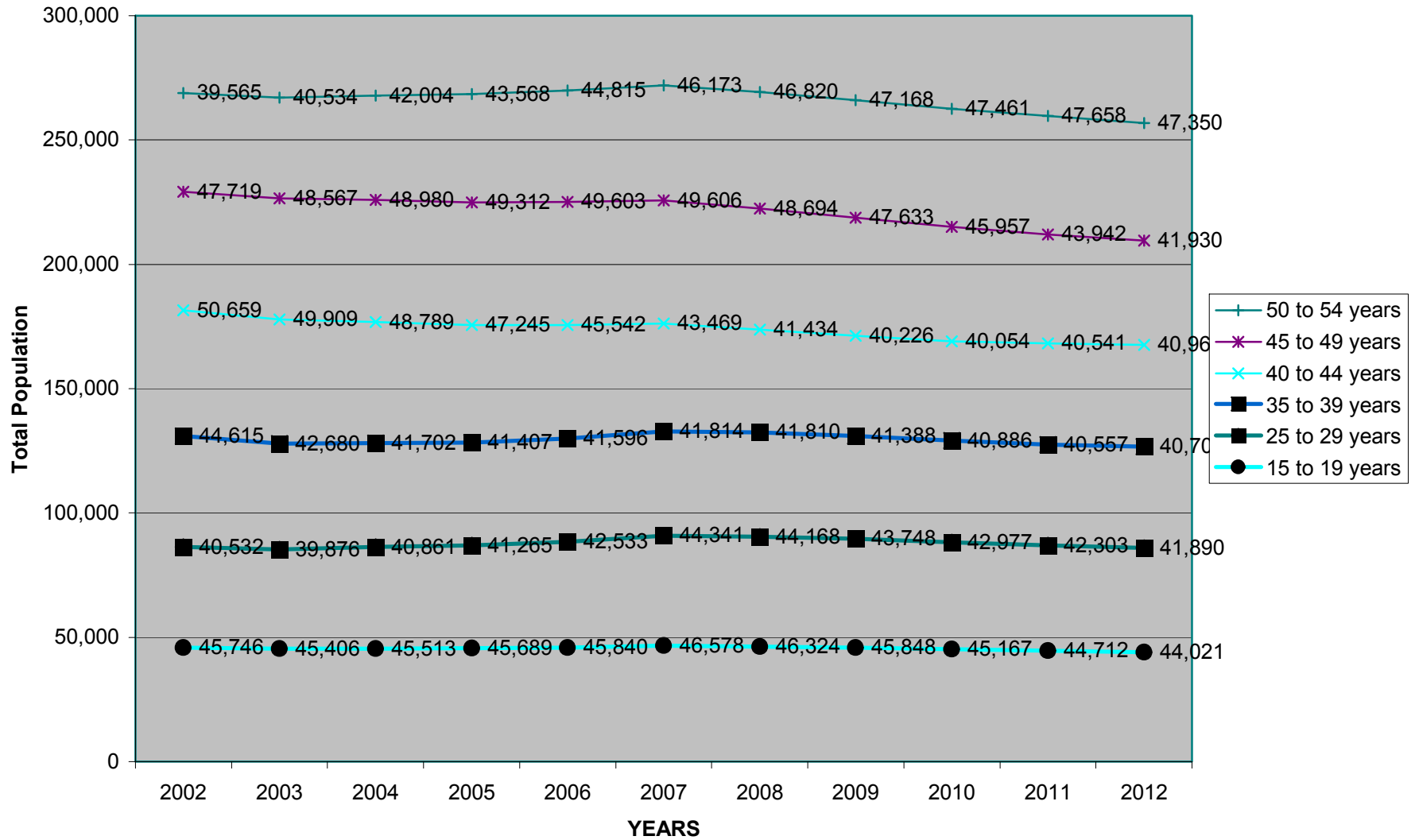
Enrollment Trend Analysis Table

| Age Band | 2006 | Enroll rates | College enrolled | In region | Rate | | | | | | | | | | | |
|----------------|----------------|--------------|------------------|-----------------|---------------|--------------------|-----------------|-------------------|-----------------|--------------|--------------------|----------------|-------------------|-----------------|--------------------|-----------------|
| 15 to 19 years | 45,840 | 17.1% | 7852 | | | | | | | | | | | | | |
| 20 to 24 years | 43,316 | 36.9% | 15962 | | | | | | | | | | | | | |
| 25 to 29 years | 42,533 | 11.6% | 4934 | | | | | | | | | | | | | |
| 30 to 34 years | 40,366 | 6.7% | 2705 | | | | | | | | | | | | | |
| 35 to 39 years | 41,596 | 3.9% | 1622 | | | | | | | | | | | | | |
| 40 to 44 years | 45,542 | 3.9% | 1776 | | | | | | | | | | | | | |
| 45 to 49 years | 49,603 | 2.1% | 1042 | | | | | | | | | | | | | |
| 50 to 54 years | 44,815 | 2.1% | 941 | | | | | | | | | | | | | |
| TOTAL | 353,611 | | 36834 | 33078 | 89.80% | 8642 | 26.12613 | 14298 | 43.2251 | 11203 | 4655 | 14.0728 | 4790 | 14.48092 | 693 | 2.095048 |
| Age Band | 2007 | Enroll rates | College enrolled | In region | Rate | | | | | | | | | | | |
| 15 to 19 years | 46,578 | 17.1% | 7979 | | | | | | | | | | | | | |
| 20 to 24 years | 40,486 | 36.9% | 14919 | | | | | | | | | | | | | |
| 25 to 29 years | 44,341 | 11.6% | 5144 | | | | | | | | | | | | | |
| 30 to 34 years | 41,470 | 6.7% | 2778 | | | | | | | | | | | | | |
| 35 to 39 years | 41,814 | 3.9% | 1631 | | | | | | | | | | | | | |
| 40 to 44 years | 43,469 | 3.9% | 1695 | | | | | | | | | | | | | |
| 45 to 49 years | 49,606 | 2.1% | 1042 | | | | | | | | | | | | | |
| 50 to 54 years | 46,173 | 2.1% | 970 | | | | | | | | | | | | | |
| TOTAL | 353,937 | | 36157 | 33858.80 | 93.64% | 8414 | 24.85026 | 14442 | 42.65361 | | 4972 | | 4701 | | 1330 | |
| | | | | | | %BCC ave. | 25.90261 | %WSU ave. | 43.32276 | | %Cowley ave | 13.75181 | %Hutch ave. | 13.00016 | %WATC ave. | 3.678363 |
| Age Band | 2008 | Enroll rates | College enrolled | In region | Rate | | | | | | | | | | | |
| 15 to 19 years | 46,324 | 17.1% | 7935 | | | | | | | | | | | | | |
| 20 to 24 years | 40,069 | 36.9% | 14765 | | | | | | | | | | | | | |
| 25 to 29 years | 44,168 | 11.6% | 5123 | | | | | | | | | | | | | |
| 30 to 34 years | 41,651 | 6.7% | 2791 | | | | | | | | | | | | | |
| 35 to 39 years | 41,810 | 3.9% | 1631 | | | | | | | | | | | | | |
| 40 to 44 years | 41,434 | 3.9% | 1616 | | | | | | | | | | | | | |
| 45 to 49 years | 48,694 | 2.1% | 1023 | | | | | | | | | | | | | |
| 50 to 54 years | 46,820 | 2.1% | 983 | | | | | | | | | | | | | |
| TOTAL | 350,970 | | 35867 | 32988.58 | 91.97% | 8544.042813 | 25.9% | 14284.0561 | 43.3% | | 4535.930065 | 13.75% | 4288.5157 | 13.00% | 1210.68097 | 3.67% |
| Age Band | 2009 | Enroll rates | College enrolled | In region | Rate | | | | | | | | | | | |
| 15 to 19 years | 45,848 | 17.1% | 7854 | | | | | | | | | | | | | |
| 20 to 24 years | 39,972 | 36.9% | 14730 | | | | | | | | | | | | | |
| 25 to 29 years | 43,748 | 11.6% | 5075 | | | | | | | | | | | | | |
| 30 to 34 years | 42,177 | 6.7% | 2826 | | | | | | | | | | | | | |
| 35 to 39 years | 41,388 | 3.9% | 1614 | | | | | | | | | | | | | |
| 40 to 44 years | 40,226 | 3.9% | 1569 | | | | | | | | | | | | | |
| 45 to 49 years | 47,633 | 2.1% | 1000 | | | | | | | | | | | | | |
| 50 to 54 years | 47,168 | 2.1% | 991 | | | | | | | | | | | | | |
| TOTAL | 348,160 | | 35658 | 32794.51 | 91.97% | 8493.77912 | 25.9% | 14200.0246 | 43.3% | | 4509.245672 | 13.75% | 4263.28682 | 13.00% | 1203.558663 | 3.67% |

Enrollment Trend Analysis Table

| Age Band | 2010 | Enroll rates | College enrolled | In region | Rate | | | | | | | | | | |
|----------------|----------------|--------------|------------------|-----------------|---------------|--------------------|--------------|-------------------|--------------|--------------------|---------------|-------------------|---------------|--------------------|--------------|
| 15 to 19 years | 45,167 | 17.1% | 7737 | | | | | | | | | | | | |
| 20 to 24 years | 40,085 | 36.9% | 14771 | | | | | | | | | | | | |
| 25 to 29 years | 42,977 | 11.6% | 4985 | | | | | | | | | | | | |
| 30 to 34 years | 42,794 | 6.7% | 2867 | | | | | | | | | | | | |
| 35 to 39 years | 40,886 | 3.9% | 1595 | | | | | | | | | | | | |
| 40 to 44 years | 40,054 | 3.9% | 1562 | | | | | | | | | | | | |
| 45 to 49 years | 45,957 | 2.1% | 965 | | | | | | | | | | | | |
| 50 to 54 years | 47,461 | 2.1% | 997 | | | | | | | | | | | | |
| TOTAL | 345,381 | | 35479 | 32630.4 | 91.97% | 8451.274111 | 25.9% | 14128.9641 | 43.3% | 4486.680271 | 13.75% | 4241.95226 | 13.00% | 1197.535752 | 3.67% |
| Age Band | 2011 | Enroll rates | College enrolled | In region | Rate | | | | | | | | | | |
| 15 to 19 years | 44,712 | 17.1% | 7659 | | | | | | | | | | | | |
| 20 to 24 years | 40,203 | 36.9% | 14815 | | | | | | | | | | | | |
| 25 to 29 years | 42,303 | 11.6% | 4907 | | | | | | | | | | | | |
| 30 to 34 years | 43,442 | 6.7% | 2911 | | | | | | | | | | | | |
| 35 to 39 years | 40,557 | 3.9% | 1582 | | | | | | | | | | | | |
| 40 to 44 years | 40,541 | 3.9% | 1581 | | | | | | | | | | | | |
| 45 to 49 years | 43,942 | 2.1% | 923 | | | | | | | | | | | | |
| 50 to 54 years | 47,658 | 2.1% | 1001 | | | | | | | | | | | | |
| TOTAL | 343,358 | | 35378 | 32537.29 | 91.97% | 8427.157915 | 25.9% | 14088.6462 | 43.3% | 4473.877271 | 13.75% | 4229.8476 | 13.00% | 1194.118515 | 3.67% |
| Age Band | 2012 | Enroll rates | College enrolled | In region | Rate | | | | | | | | | | |
| 15 to 19 years | 44,021 | 17.1% | 7541 | | | | | | | | | | | | |
| 20 to 24 years | 40,417 | 36.9% | 14894 | | | | | | | | | | | | |
| 25 to 29 years | 41,890 | 11.6% | 4859 | | | | | | | | | | | | |
| 30 to 34 years | 43,648 | 6.7% | 2924 | | | | | | | | | | | | |
| 35 to 39 years | 40,706 | 3.9% | 1588 | | | | | | | | | | | | |
| 40 to 44 years | 40,964 | 3.9% | 1598 | | | | | | | | | | | | |
| 45 to 49 years | 41,930 | 2.1% | 881 | | | | | | | | | | | | |
| 50 to 54 years | 47,350 | 2.1% | 994 | | | | | | | | | | | | |
| TOTAL | 340,926 | | 35278 | 32445.29 | 91.97% | 8403.331182 | 25.9% | 14048.8124 | 43.3% | 4461.227944 | 13.75% | 4217.88824 | 13.00% | 1190.742295 | 3.67% |

Population Trends by Selected Age Groups, 2002-2012, BCC Primary Region



| Age Band | 2008 | 2009 | 2010 | 2011 | 2012 | Change | % Change | 2008 % pop | 2008 State pop | 2012 State pop |
|----------------|---------|---------|---------|---------|---------|---------|----------|------------|----------------|----------------|
| 15 to 19 years | 46,324 | 45,848 | 45,167 | 44,712 | 44,021 | (2,303) | (4.97%) | 7.25% | 202,277 | 192,131 |
| 20 to 24 years | 40,069 | 39,972 | 40,085 | 40,203 | 40,417 | 348 | 0.87% | 6.27% | 196,411 | 193,570 |
| 25 to 29 years | 44,168 | 43,748 | 42,977 | 42,303 | 41,890 | (2,277) | (5.16%) | 6.91% | 195,053 | 189,338 |
| 30 to 34 years | 41,651 | 42,177 | 42,794 | 43,442 | 43,648 | 1,997 | 4.79% | 6.51% | 177,562 | 194,122 |
| 35 to 39 years | 41,810 | 41,388 | 40,886 | 40,557 | 40,706 | (1,104) | (2.64%) | 6.54% | 178,155 | 173,737 |
| 40 to 44 years | 41,434 | 40,226 | 40,054 | 40,541 | 40,964 | (470) | (1.13%) | 6.48% | 180,324 | 176,310 |
| 45 to 49 years | 48,694 | 47,633 | 45,957 | 43,942 | 41,930 | (6,764) | (13.89%) | 7.62% | 208,323 | 185,023 |
| 50 to 54 years | 46,820 | 47,168 | 47,461 | 47,658 | 47,350 | 530 | 1.13% | 7.32% | 200,467 | 203,598 |
| TOTAL | 350,970 | 348,160 | 345,381 | 343,358 | 340,926 | | | | | |

| Age Band | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | Change | % Change | 2002 % pop |
|----------------|--------|--------|--------|--------|--------|--------|---------|----------|------------|
| 15 to 19 years | 45,746 | 45,406 | 45,513 | 45,689 | 45,840 | 46,578 | 831 | 1.82% | 7.29% |
| 20 to 24 years | 41,977 | 42,949 | 42,798 | 43,146 | 43,316 | 40,486 | (1,491) | (3.55%) | 6.69% |
| 25 to 29 years | 40,532 | 39,876 | 40,861 | 41,265 | 42,533 | 44,341 | 3,809 | 9.40% | 6.46% |
| 30 to 34 years | 41,775 | 41,768 | 41,260 | 40,643 | 40,366 | 41,470 | (305) | (0.73%) | 6.66% |
| 35 to 39 years | 44,615 | 42,680 | 41,702 | 41,407 | 41,596 | 41,814 | (2,801) | (6.28%) | 7.11% |
| 40 to 44 years | 50,659 | 49,909 | 48,789 | 47,245 | 45,542 | 43,469 | (7,190) | (14.19%) | 8.08% |
| 45 to 49 years | 47,719 | 48,567 | 48,980 | 49,312 | 49,603 | 49,606 | 1,887 | 3.95% | 7.61% |
| 50 to 54 years | 39,565 | 40,534 | 42,004 | 43,568 | 44,815 | 46,173 | 6,608 | 16.70% | 6.31% |

| Age Band | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| 15 to 19 years | 45,746 | 45,406 | 45,513 | 45,689 | 45,840 | 46,578 | 46,324 | 45,848 | 45,167 | 44,712 | 44,021 |
| 20 to 24 years | 41,977 | 42,949 | 42,798 | 43,146 | 43,316 | 40,486 | 40,069 | 39,972 | 40,085 | 40,203 | 40,417 |
| 25 to 29 years | 40,532 | 39,876 | 40,861 | 41,265 | 42,533 | 44,341 | 44,168 | 43,748 | 42,977 | 42,303 | 41,890 |
| 30 to 34 years | 41,775 | 41,768 | 41,260 | 40,643 | 40,366 | 41,470 | 41,651 | 42,177 | 42,794 | 43,442 | 43,648 |
| 35 to 39 years | 44,615 | 42,680 | 41,702 | 41,407 | 41,596 | 41,814 | 41,810 | 41,388 | 40,886 | 40,557 | 40,706 |
| 40 to 44 years | 50,659 | 49,909 | 48,789 | 47,245 | 45,542 | 43,469 | 41,434 | 40,226 | 40,054 | 40,541 | 40,964 |
| 45 to 49 years | 47,719 | 48,567 | 48,980 | 49,312 | 49,603 | 49,606 | 48,694 | 47,633 | 45,957 | 43,942 | 41,930 |
| 50 to 54 years | 39,565 | 40,534 | 42,004 | 43,568 | 44,815 | 46,173 | 46,820 | 47,168 | 47,461 | 47,658 | 47,350 |
| TOTAL | 352,588 | 351,689 | 351,907 | 352,275 | 353,611 | 353,937 | 350,970 | 348,160 | 345,381 | 343,358 | 340,926 |