

Trends

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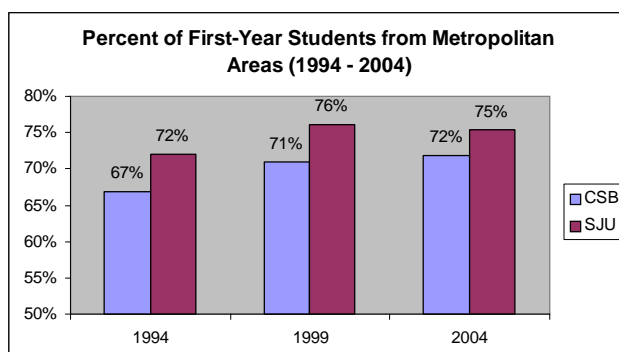
A Research Newsletter Prepared by the Office of Institutional Planning, Research, and Communication

CSB/SJU Students Increasingly Urban

The population in the United States is increasingly concentrated in metropolitan areas. According to the US Census Bureau, in 2002, people living in rural areas accounted for only 19% of the entire US population, compared to 25% in 1990. Traditionally, the College of Saint Benedict and Saint John's University have recruited a large number of students from rural areas; however, over the last decade the student composition of the two institutions has shifted to become much more urban. *Strategic Directions 2010* includes a goal to draw more students from the state and nation's urban markets. The data that follows summarizes trends in the geographic origins of CSB/SJU students.

Student's Geographic Origins:

- The United States Office of Management and Budget defines a Metropolitan Statistical Areas (MSAs) as a region with a city of more than 50,000 people and a total metropolitan area population over 100,000 (75,000 in New England). MSAs are not necessarily completely urban but are comprised of towns and cities that are either metropolitan or adjacent to metropolitan areas. For instance, both Collegeville and Cold Spring are included in the St. Cloud MSA.
- As enrollment has risen over the past ten year, the College of Saint Benedict and Saint John's University have increasingly recruited students from larger communities. The number of Minnesota students from metropolitan areas has increased by over 20% since 1994, while the number of Minnesota students from rural areas grew by less than 1%. In 2004, fully 73% of Minnesota students came from one of the state's five MSAs. (Minneapolis-St. Paul, St. Cloud, Duluth, Rochester, and Fargo-Moorhead)

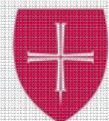


- Similarly, the number of out-of-state students from urban regions grew by 12%, while the number of those from rural areas dropped by 13%. Over 72% of national students come from MSAs, most commonly from Denver (7%), Sioux Falls (5%), Omaha (5%), and Chicago (5%). Among students who come to CSB/SJU from outside the five state region, 4 out of 5 come from metropolitan areas, and nearly half come from cities of more than one million people.
- More than 70% of Minnesota's urban students come from Minneapolis and St. Paul, an MSA with more than one million inhabitants. Nationally, less than 36% of students come from cities of one million people or more. Forty-one percent (41%) come from cities of 250,000 people or less. However, fully 1 in 5 national urban students comes from a Consolidated Metropolitan

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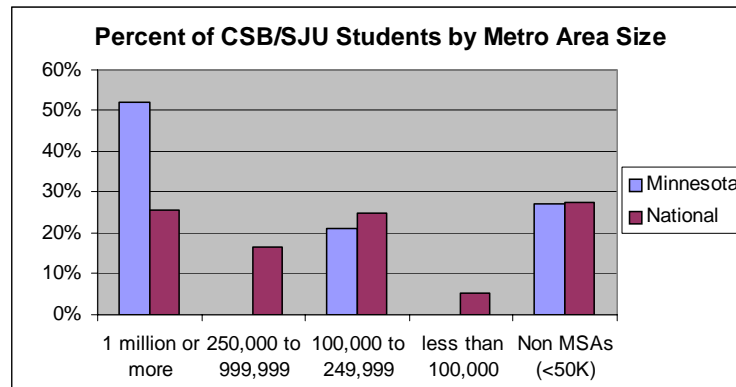
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COLLEGE OF
Saint Benedict



Saint John's
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Statistical Area (CMSA), which is a large grouping of metropolitan areas such as New York City or Los Angeles, and this number is increasing; in 1999, only about 1 in 8 out-of-state students came from a CMSA.



Note: 1) Data excludes international students. 2) The Minneapolis-St. Paul MSA encompasses a 13 county metro area. 3) None of the Minnesota MSAs have populations between 250,00 and one million or less than 100,000.

- In recent years, the College of Saint Benedict has experienced a rapid increase in the number of national students from urban and suburban areas. From 1994 to 2004, the number of national students from metropolitan areas attending CSB increased by 39%, while the number of national students from rural regions fell by nearly 18%.
- Saint John's historically has attracted a larger share of students from metropolitan areas than CSB. Over the past decade, the number of Minnesota students from urban areas increase by nearly a quarter at SJU. However, the number of national students from MSAs fell by 8%. As a result, Saint Benedict and Saint John's have become increasingly similar in their distribution of urban and rural students.
- In 2004, fully 73% of the new entering students from Minnesota came from metropolitan areas. Approximately three quarters of all national first-year students also came from metropolitan areas; 28% of those came from CMSAs.

Conclusion and Issues

According to the US Census Bureau, the population growth rate in urban areas is twice as high as the rural rate. They estimate that by 2030 over 86% of the US population will live in urban areas. In Minnesota, census data predicts that 81% of all population growth will take place in metropolitan areas over the next 26 years; 73% of the growth will be in Minneapolis-St. Paul. The continuing rural-to-urban shift raises important questions for the College of Saint Benedict and Saint John's University:

- What additional resources are required to attract and retain an increasingly urban student composition?
- As our student body becomes increasingly urban, what are the implications for campus culture?

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