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Career Education in Maryland

The role of for-profit colleges in postsecondary education

CECU | **Career Education Colleges and Universities**

MARYLAND FOR-PROFIT COLLEGE FACTS 2024

7,152

Students enrolled full or part-time at private for-profit colleges

57%
Completion rate at 2-year colleges

57%
Completion rate at <2-year colleges

19:1
Student-Faculty Ratio

65% Black

10% Hispanic

62% Women

38% Men

72% Pell Grant Recipients

211 Associate's
3.3K Certificates awarded

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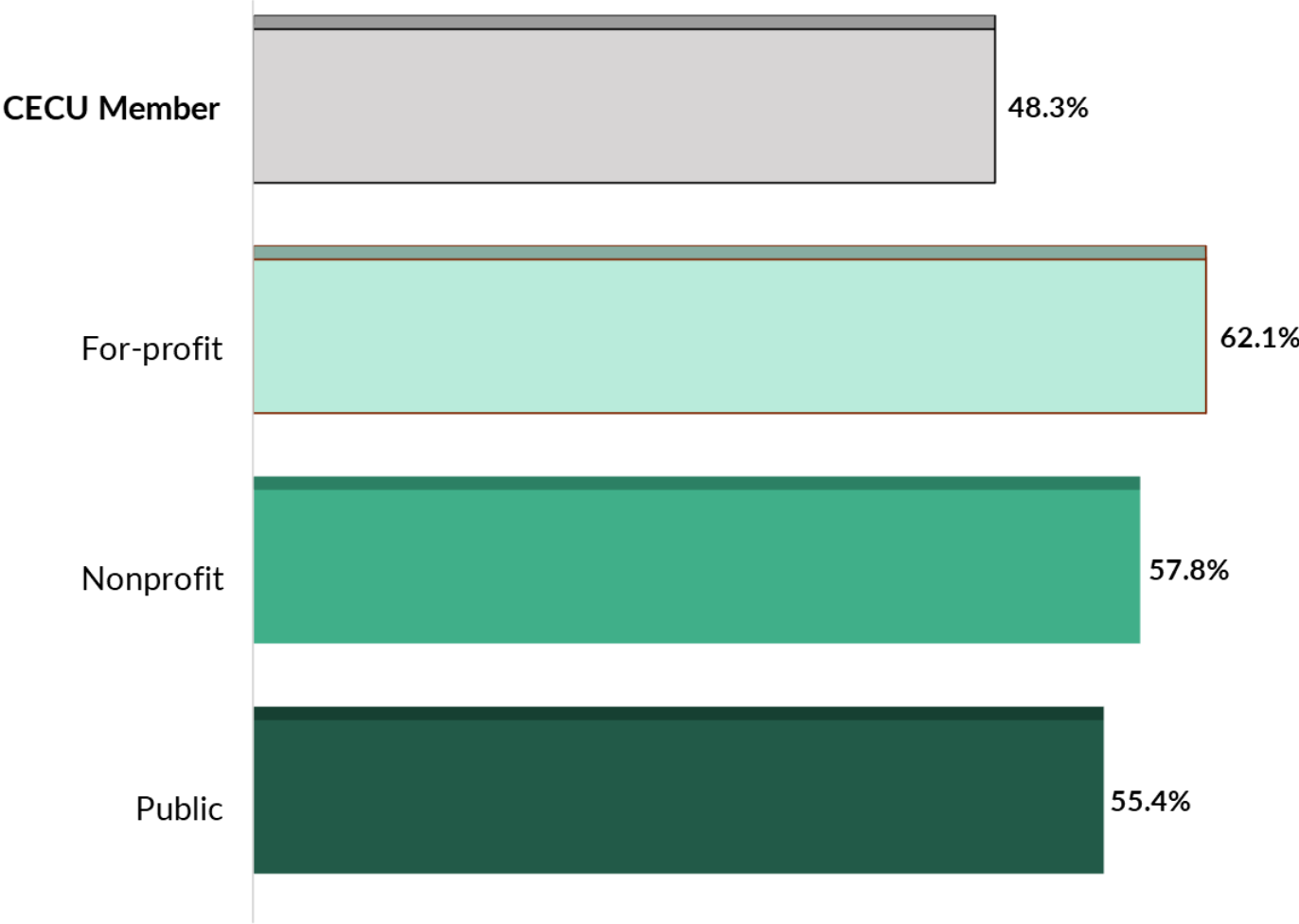
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DIVERSE POPULATIONS SERVED

Diverse Populations Served: Female

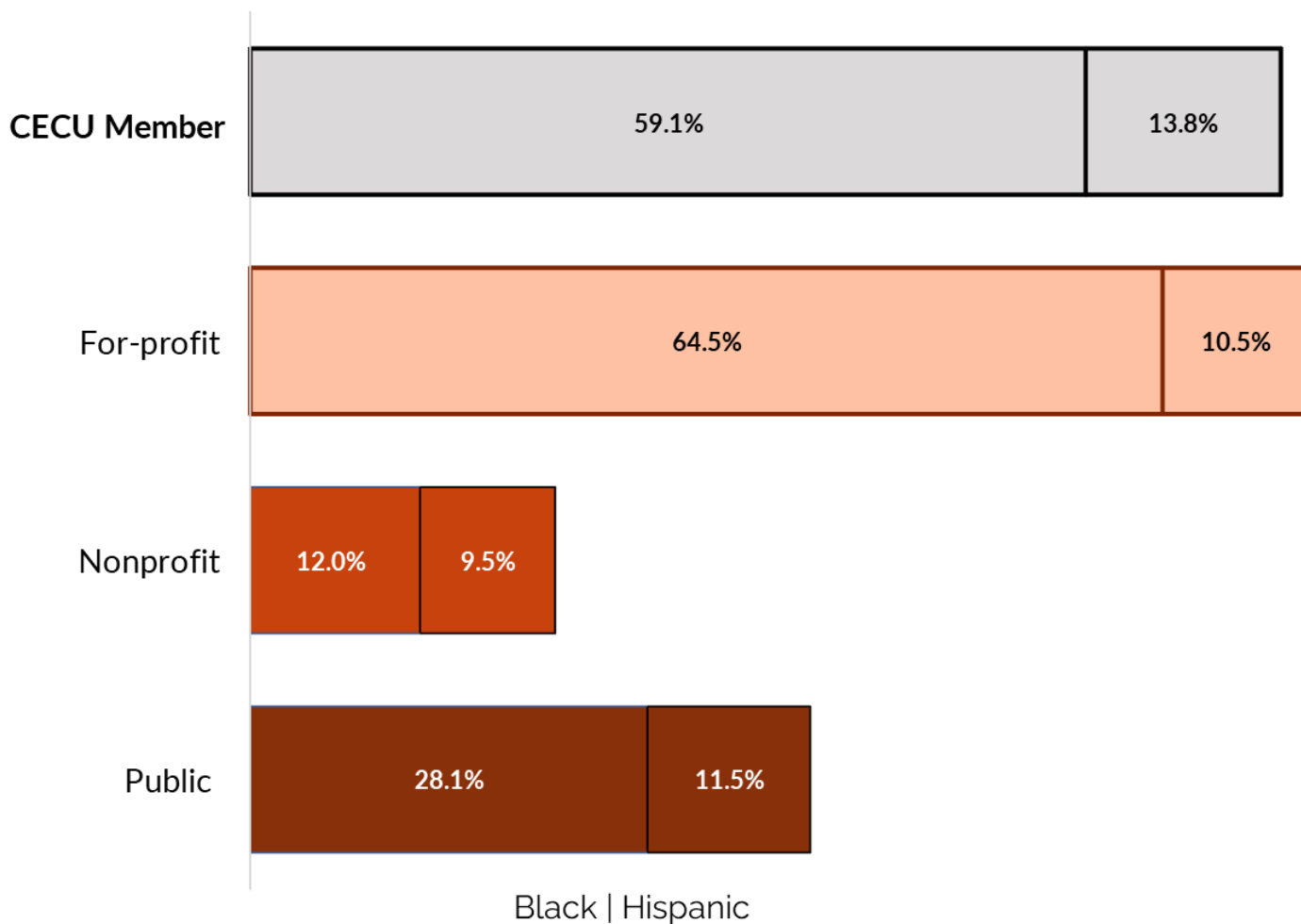First, we look at the percentage of women enrolled at for-profit colleges in Maryland in the 2022-23 school year. For-profit colleges lead the way in female enrollment with 62% of students enrolled identifying as female.

Across all institutional levels, CECU member schools showed an average enrollment of approximately 48% women.

CECU Member   48.3%

For-profit   62.1%

Nonprofit   57.8%

Public   55.4%

Diverse Populations Served: Students of Color

_____

Category	Black	Hispanic
CECU Member	59.1%	13.8%
For-profit	64.5%	10.5%
Nonprofit	12.0%	9.5%
Public	28.1%	11.5%

Black | Hispanic

Additionally, for-profit colleges had the highest enrollment of students that are Black with 65% of students identifying as Black. For-profit colleges had a slightly lower enrollment of Hispanic students than public colleges but had a higher enrollment than private nonprofit colleges.

At CECU member schools in Maryland, 73% of enrolled students identified as Black or Hispanic.
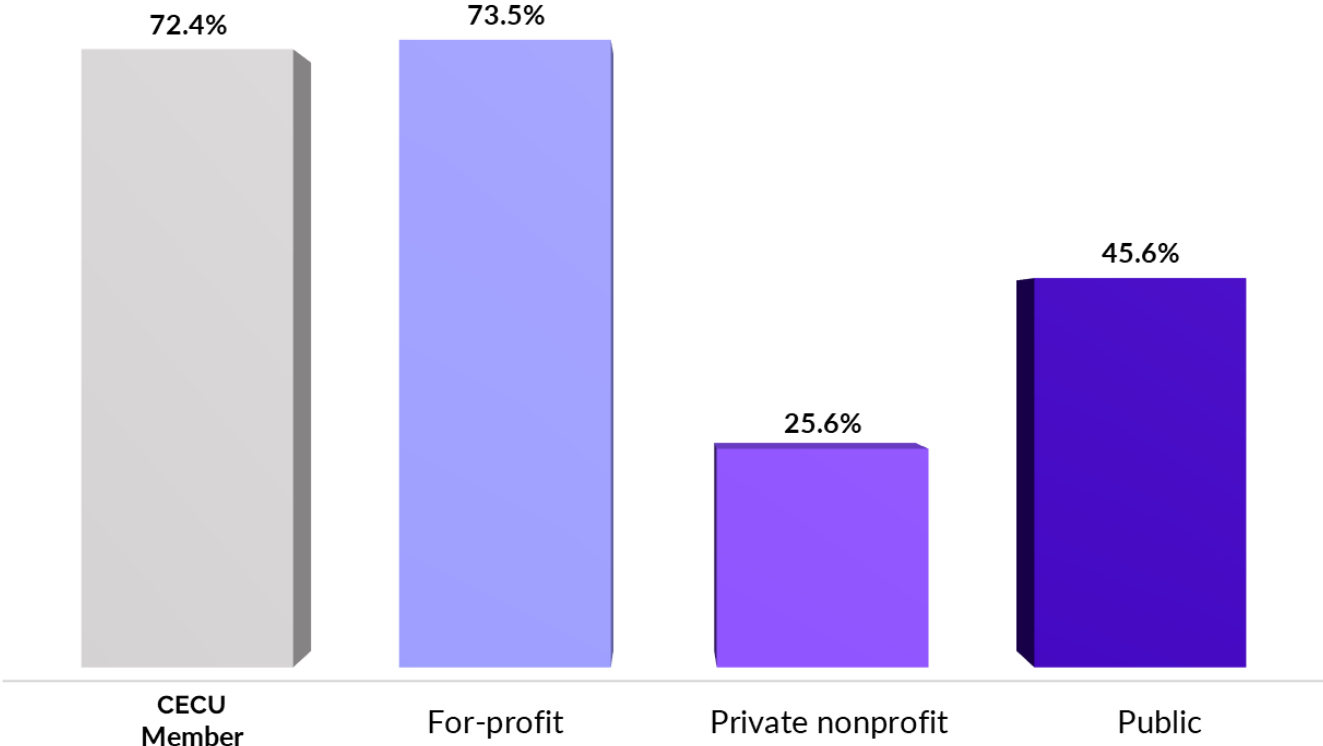
Diverse Populations Served: Low-Income

Low Income

Other areas of underserved populations accommodated by for-profit colleges in Maryland include low-income students. For-profit colleges served the highest percentage of low-income students in the 2022-23 school year with 74% of enrolled students qualifying as low-income.

CECU member schools in Maryland enrolled 72% low -income students across all institutional levels.

72.4% — CECU Member

73.5% — For-profit

25.6% — Private nonprofit

45.6% — Public

Diverse Populations Served: First-Generation

For-profit colleges also served a large share of first-generation students in the 2022-23 school year, leading the way in first-generation enrollment with 56% of students being among the first generation in their family to attend college.

CECU member schools had a student population with 54% first-generation students.

1st Gen

53.6%
56.1%
25.1%
41.2%

CECU Member

For-profit

Private nonprofit

Public
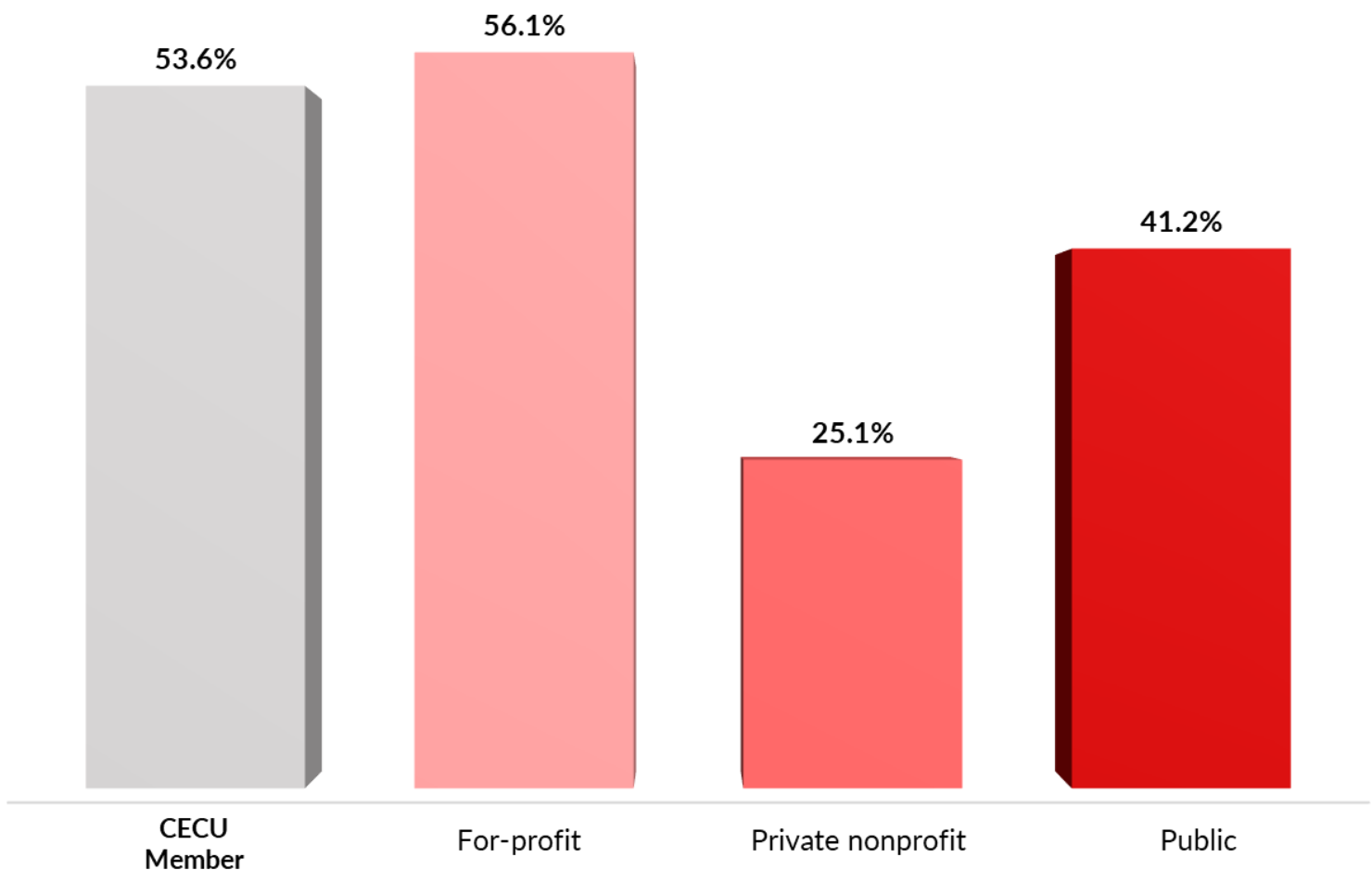
# Diverse Populations Served: Adult Learners

Adults aged 25+ are another key population served by for-profit colleges in Maryland as schools in this sector aim to adapt to the needs of older, more experienced learners that may have competing priorities as they've gotten older.

For-profit colleges showed a similar enrollment of adult learners in the 2022-23 school year (32%) to private nonprofit colleges (37%). Both for-profit and private nonprofit colleges had lower adult enrollment than public colleges (40%).

25+

	CECU Member	For-profit	Nonprofit	Public
	31.1%	31.9%	36.5%	39.9%
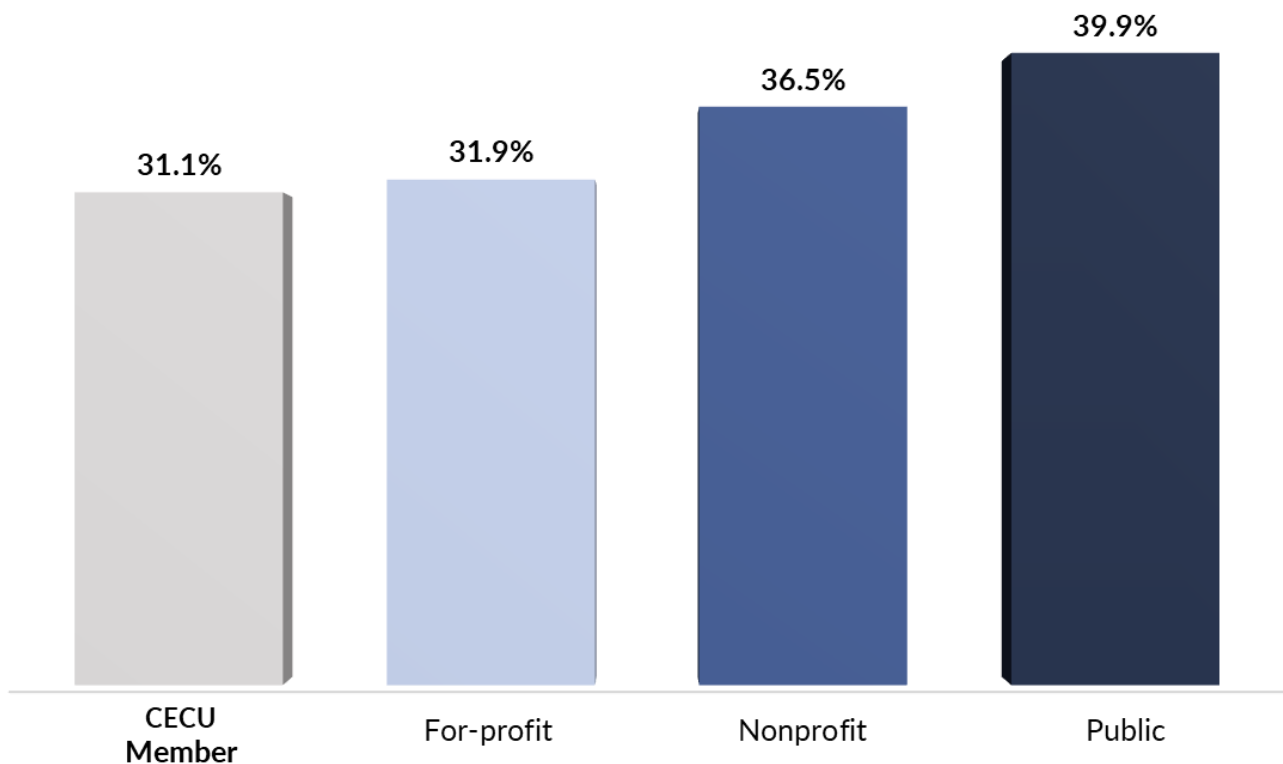
# STUDENT OUTCOMES AND PREPARATION FOR THE WORKFORCE

Degrees Awarded in Maryland
Academic year 2021–22

For-profit colleges conferred all less-than-two-year degrees/ certificates across sectors in the 2021-22 school year. They also conferred 4% of two-year degrees/certificates and 1% of four-year degrees/certificates.

Overall

Category	Public	Nonprofit	For-profit
4-Year	71%	28%	1%
2-Year	96%		4%
< 2-Year			100%
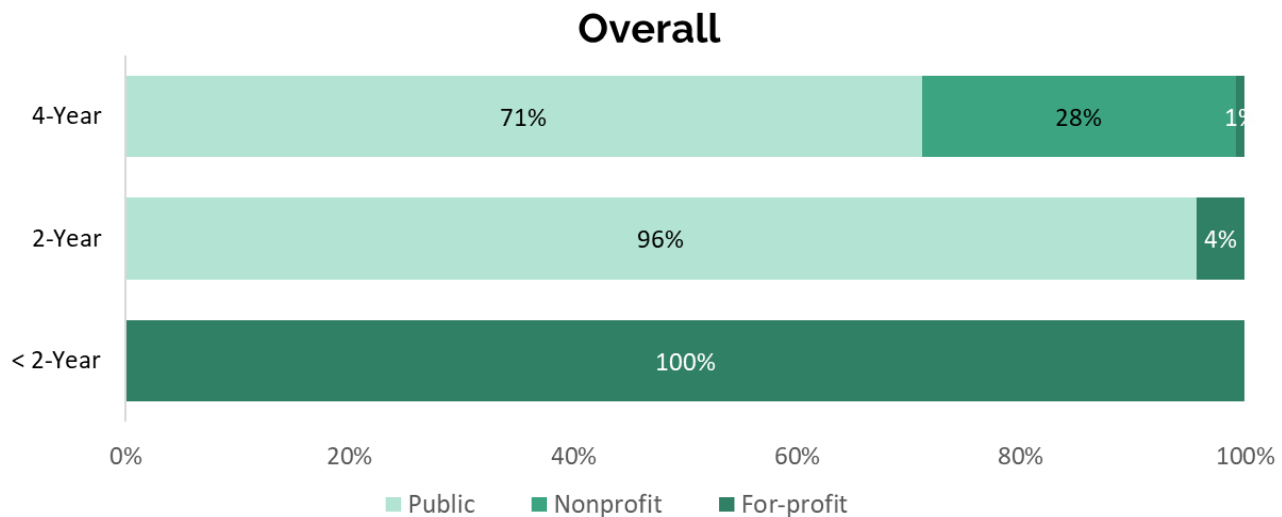
Among Black and Hispanic students, for-profit colleges again conferred all less-than-two-year degrees/certificates. They also accounted for 8% of two-year degrees/certificates and 2% of four-year degrees/certificates conferred to Black and Hispanic students.

To Black & Hispanic Students

Category	Public	Nonprofit	For-profit
4-Year	80%	17%	2%
2-Year	92%		8%
< 2-Year			100%
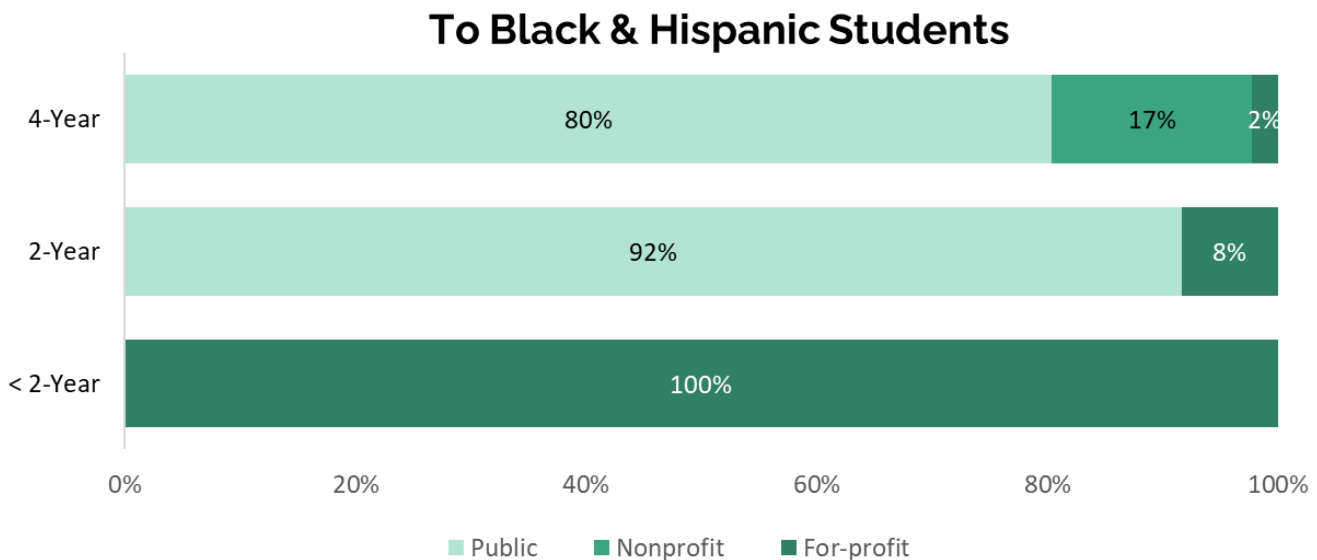
Types of Degrees/Certificates Awarded in Maryland

By control of institution, 2021-22 academic year

Profession	Public	Private, nonprofit	For-profit	Total	For-profit percentage
Aesthetician/Esthetician and Skin Care Specialist	0	0	467	467	100.0%
Nail Technician/Specialist and Manicurist	0	0	9	9	100.0%
Cosmetology/Cosmetologist, General	0	0	488	488	100.0%
Barbering/Barber	0	0	202	202	100.0%
Cooking and Related Culinary Arts, General	0	0	39	39	100.0%
Welding Technology/Welder	0	0	107	107	100.0%
HVACR Technology/Technician	5	0	104	109	95.4%
Truck and Bus Driver/Commercial Vehicle Operator and Instructor	69	0	485	554	87.5%
Medical/Clinical Assistant	68	0	312	380	82.1%
Automobile/Automotive Mechanics Technology/Technician	76	0	168	244	68.9%
Massage Therapy/Therapeutic Massage	39	0	75	114	65.8%

For-profit colleges contribute significantly to the workforce in Maryland, conferring over 90% of degrees/certificates in the following fields:

- Aesthetician/Esthetician and Skin Care Specialist
- Nail Technician/Specialist and Manicurist
- Cosmetology/Cosmetologist, General
- Barbering/Barber
- Cooking and Related Culinary Arts, General
- Welding Technology/Welder
- HVACR Technology/Technician

In-Demand Career Training in the US: Non-Degree

Projected Shortage of Workers by Group

Occupation	Shortage
Healthcare Support Occupations	-8,771
Healthcare Practitioners and Technical Occupations	-8,691
Transportation and Material Moving Occupations	-7,709
Personal Care and Service Occupations	-6,179
Installation, Maintenance, and Repair Occupations	-6,105
Protective Service Occupations	-2,203
Art, Design, Entertainment, Sports, and Media Occupations	-1,216
Business and Financial Operations	-25

The degrees/certificates conferred by for-profit colleges in Maryland align very well with the estimated annual nationwide worker shortages in occupations requiring some college or a postsecondary nondegree award. Healthcare is by far the occupation most in need of workers. In helping to meet this need, for-profit colleges in Maryland confer 82% of degrees/certificates to medical and clinical assistants. Installation, maintenance, and repair occupations are also in need of workers. Maryland for-profit schools provide large percentages of degrees/certificates in the following fields to meet that need:

- Welding Technology/Welder (100%)
- HVACR Technology/Technician (95%)
- Automobile/Automotive Mechanics Technology/Technician (69%)

Notes

- The data presented in this report includes only Title IV accredited institutions.

- Data for "CECU Member" includes all institutions listed in the member data file provided by CECU, cross-referenced with IPEDS and College Scorecard data by OPEID.

- IPEDS data presented in this report does not include two-year private nonprofit schools or less-than-two-year public and private nonprofit schools due to data availability constraints.

- College Scorecard data presented in this report does not include two-year private non-profit and for-profit schools or less-than-two-year public and private nonprofit schools due to data availability constraints.