



Career Education in the Mid-Atlantic Region

The role of for-profit colleges in
Delaware, Maryland, New Jersey,
Pennsylvania, and West Virginia



MAACS FOR-PROFIT COLLEGE FACTS 2024

105,145



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



54%

Completion rate at 2-year colleges

60%

Completion rate at <2-year colleges



17:1

Student-Faculty Ratio

26%

Black

19%

Hispanic



53%

Women



47%

Men



64%
Pell Grant
Recipients



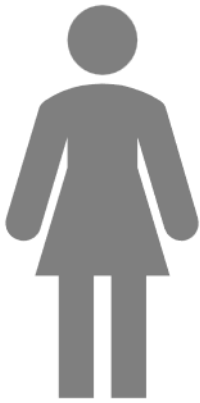
7.8K Associate's
8.7K Bachelor's
25.4K Certificates
awarded

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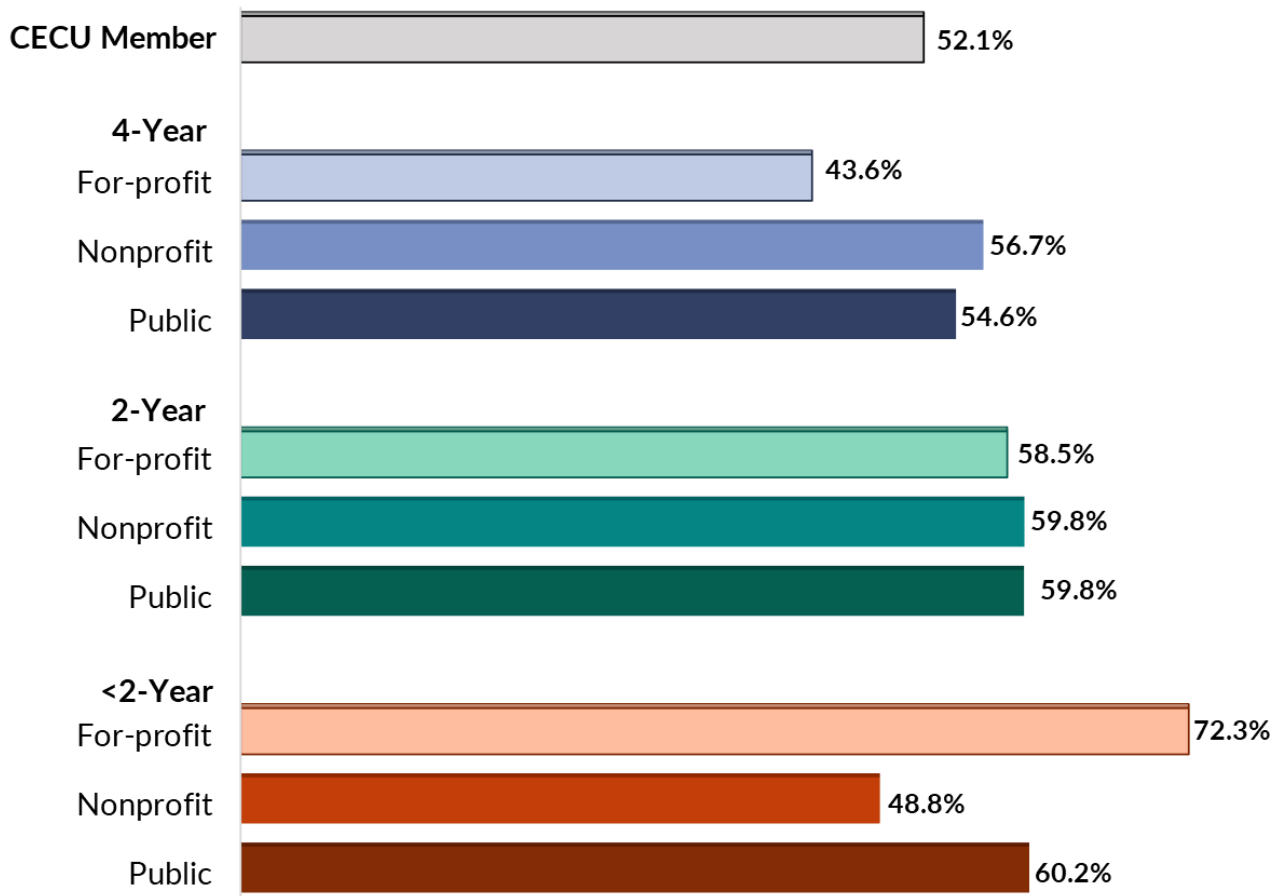
DIVERSE POPULATIONS SERVED

Diverse Populations Served: Female

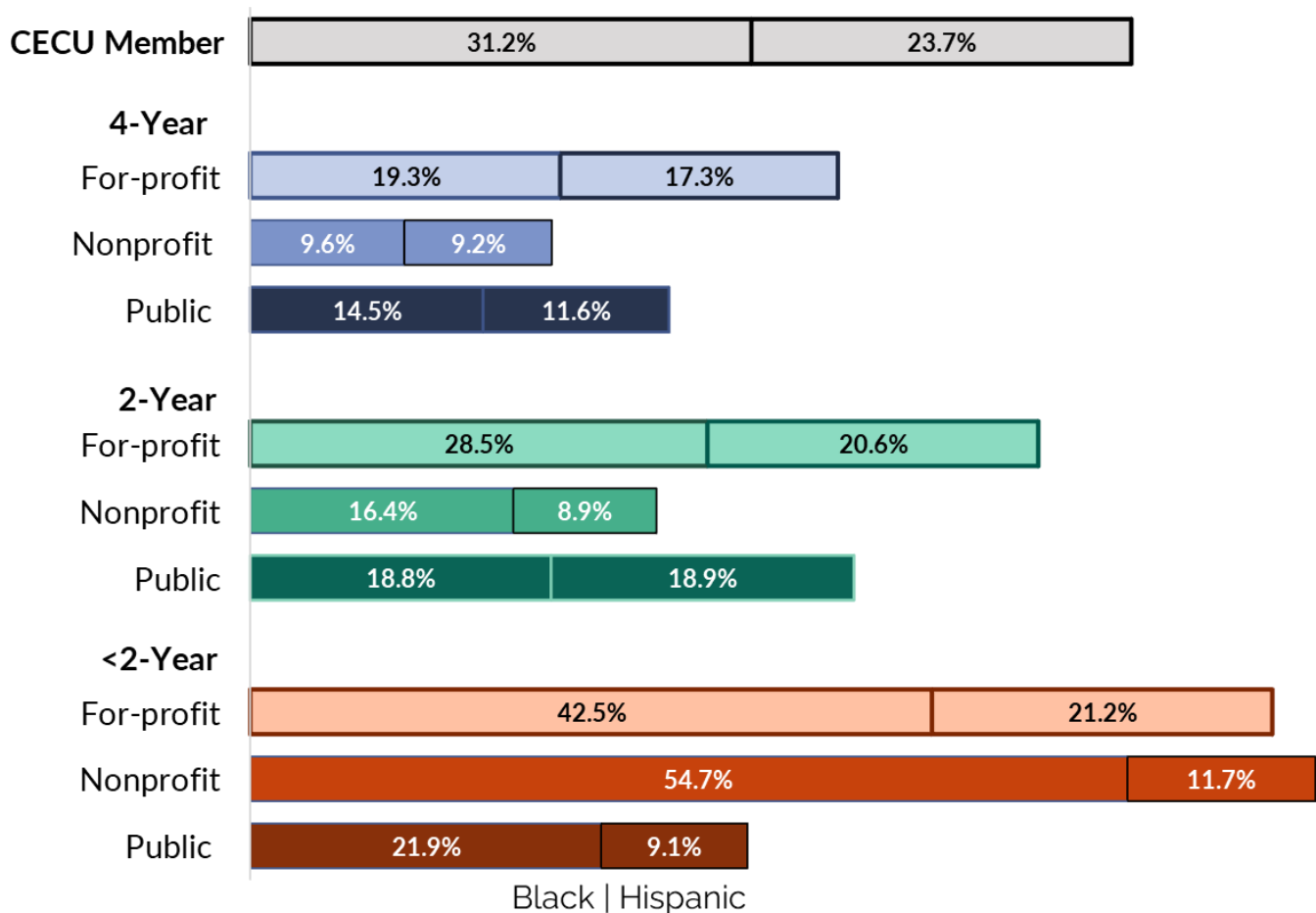


First, we look at the percentage of women enrolled at for-profit colleges in the Mid-Atlantic Region in the 2022-23 school year. At less-than-two-year schools, for-profit colleges lead the way in female enrollment with 72% of students enrolled identifying as female. Female enrollment was roughly 59-60% across sectors for two-year schools.

Across all institutional levels, CECU member schools showed an average enrollment of approximately 52% women.



Diverse Populations Served: Students of Color



For-profit colleges had the highest enrollment of students that are Hispanic, ranging from 17% at four-year colleges to 21% at two-year and less-than-two-year colleges. For-profit colleges also had the highest enrollment of students that are Black across all school types, with less-than-two-year colleges leading the way at 43% Black enrollment.



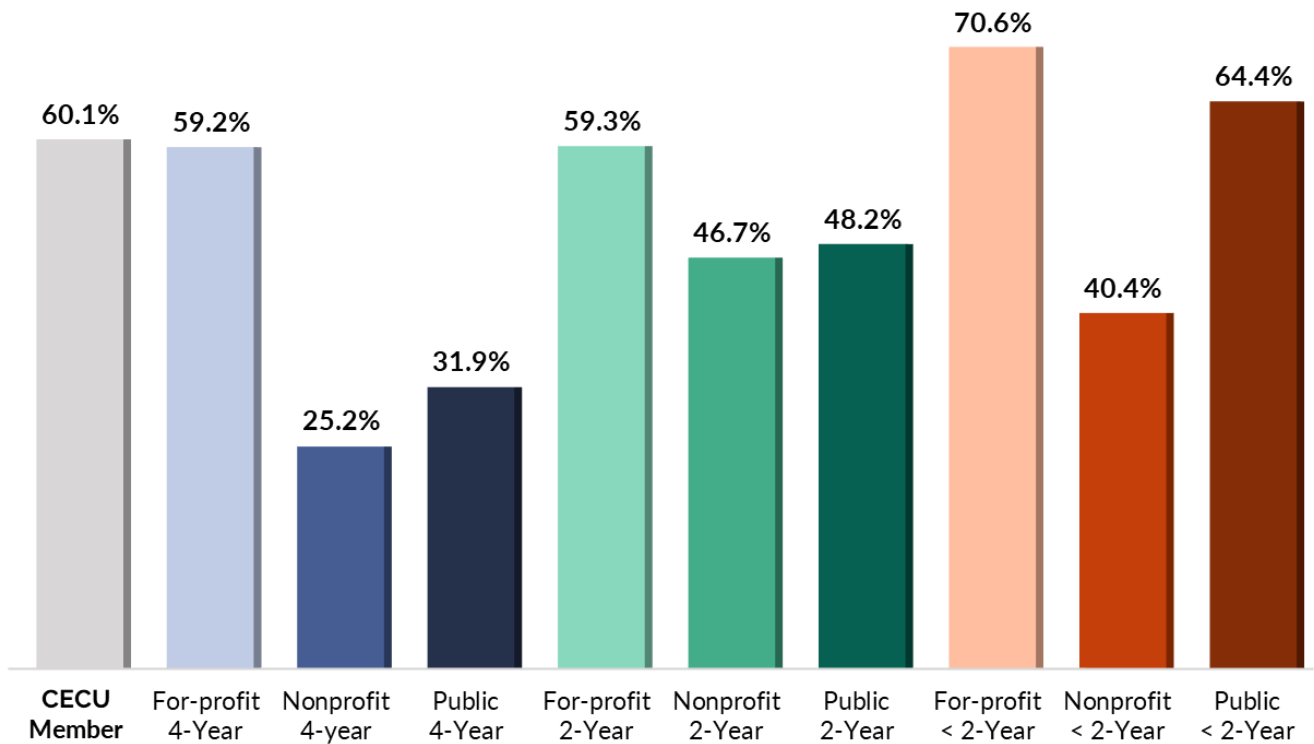
At CECU member schools in The Mid-Atlantic Region, 55% of enrolled students identified as Black or Hispanic.

Diverse Populations Served: Low-Income

Low Income

Other areas of underserved populations accommodated by for-profit colleges in the Mid-Atlantic Region include low-income students. For-profit colleges served the highest percentage of low-income students in the 2022-23 school year with 71% of enrolled students at less-than-two-year schools and 59% of enrolled students at four-year and two-year schools qualifying as low-income.

CECU member schools in the Mid-Atlantic Region enrolled 60% low-income students across all institutional levels.

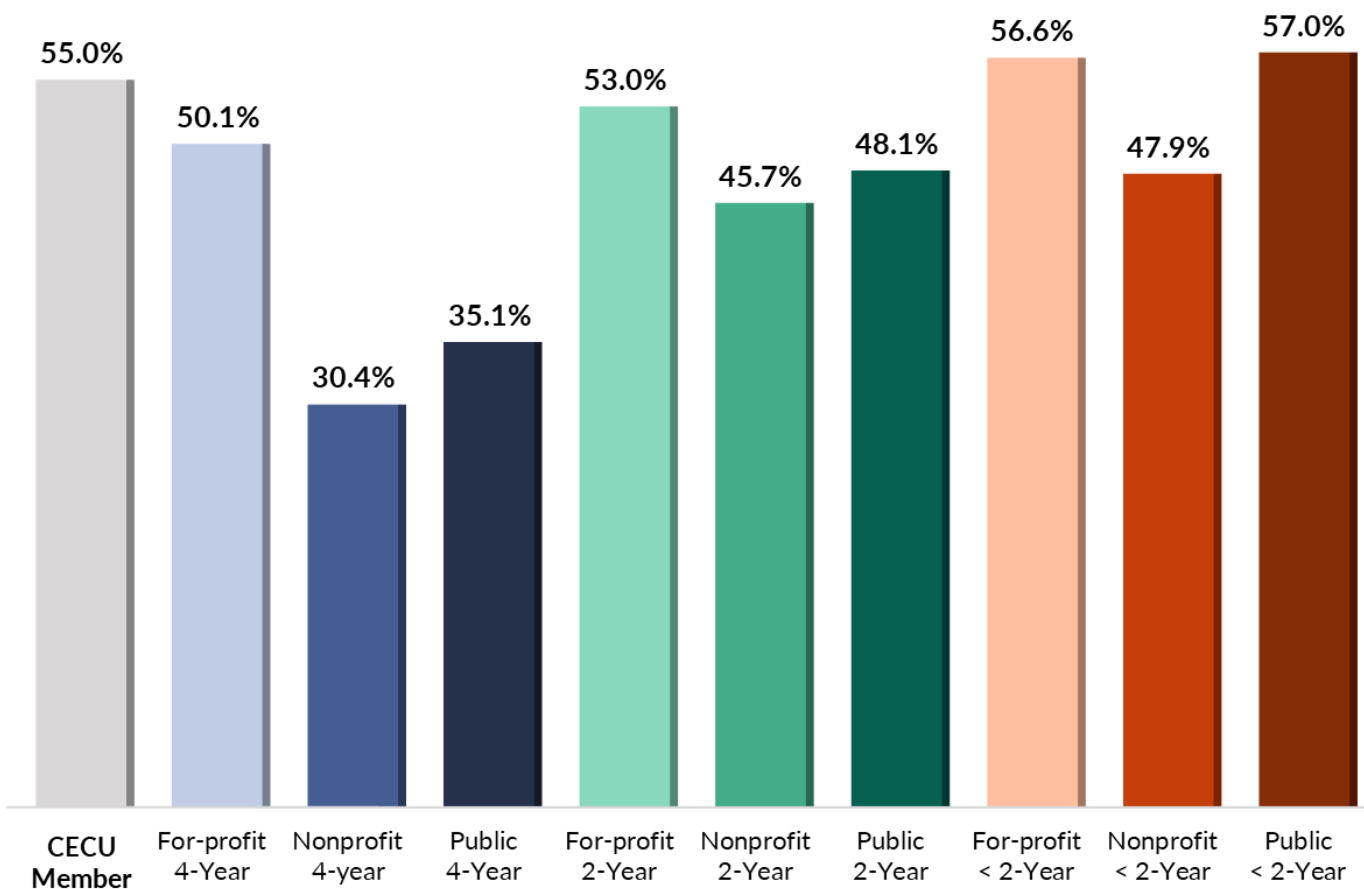


Diverse Populations Served: First-Generation

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 50% of students at four-year schools and 53% of students at two-year schools being among the first generation in their family to attend college.

**1st
Gen**

CECU member schools had a student population with 55% first-generation students.

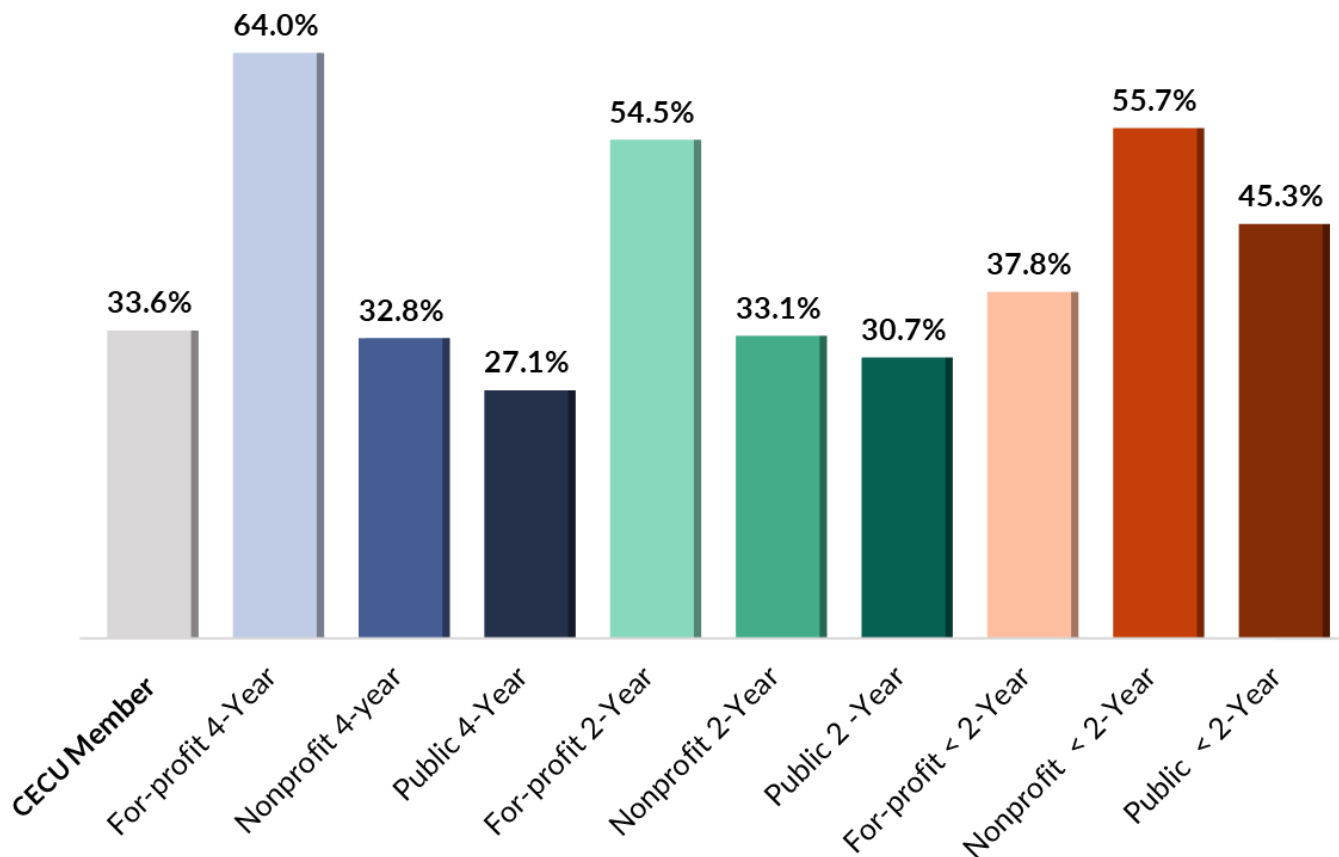


Diverse Populations Served: Adult Learners

Adults aged 25+ are another key population served by for-profit colleges in the Mid-Atlantic Region 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.

25+

For-profit colleges showed the highest enrollment of adult learners in the 2022-23 school year at four-year (64%) and two-year (54.5%) schools. CECU member schools showed an enrollment of 34% adult learners.

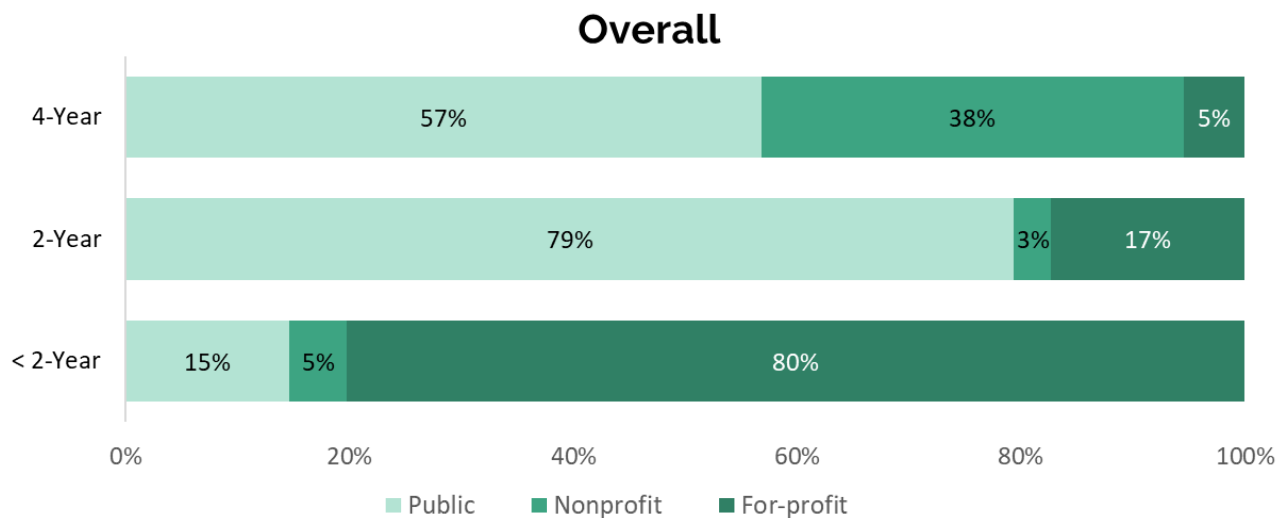


STUDENT OUTCOMES AND PREPARATION FOR THE WORKFORCE

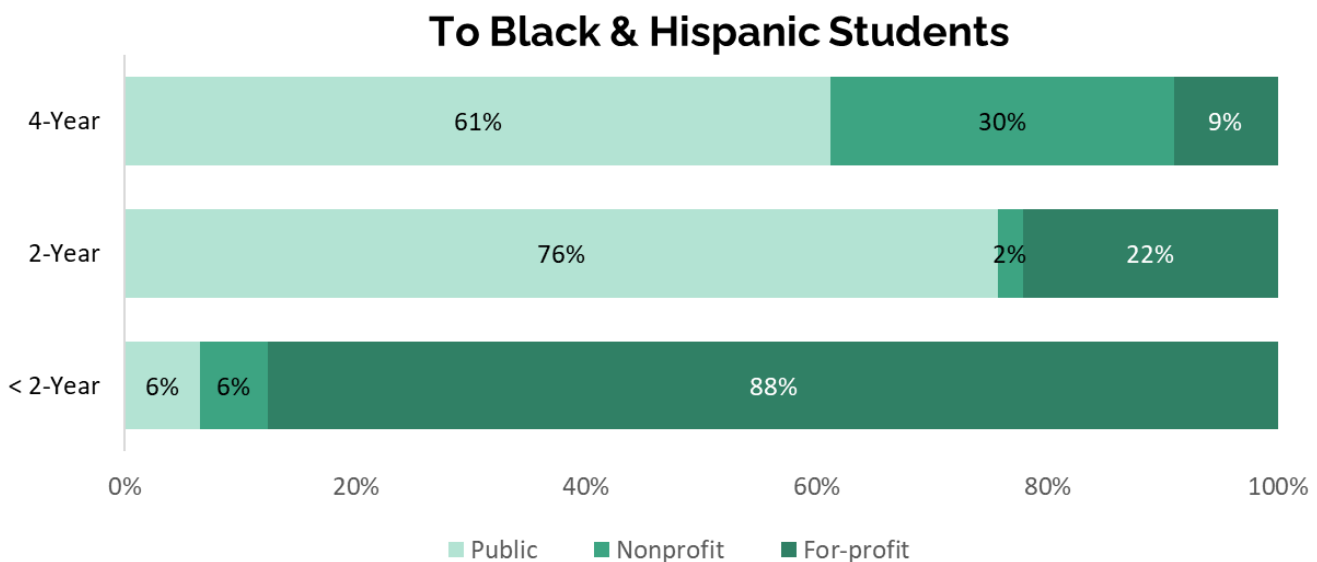
Degrees Awarded in the Mid-Atlantic Region

Academic year 2021–22

For-profit colleges conferred 80% of less-than-two-year degrees/certificates across sectors in the 2021-22 school year. They also conferred 17% of two-year degrees/certificates and 5% of four-year degrees/certificates.



Among Black and Hispanic students, for-profit colleges conferred 88% of less-than-two-year degrees/certificates. They also accounted for 22% of two-year degrees/certificates and 9% of four-year degrees/certificates conferred to Black and Hispanic students.



Types of Degrees/Certificates Awarded in the Mid-Atlantic Region

By control of institution, 2021-22 academic year

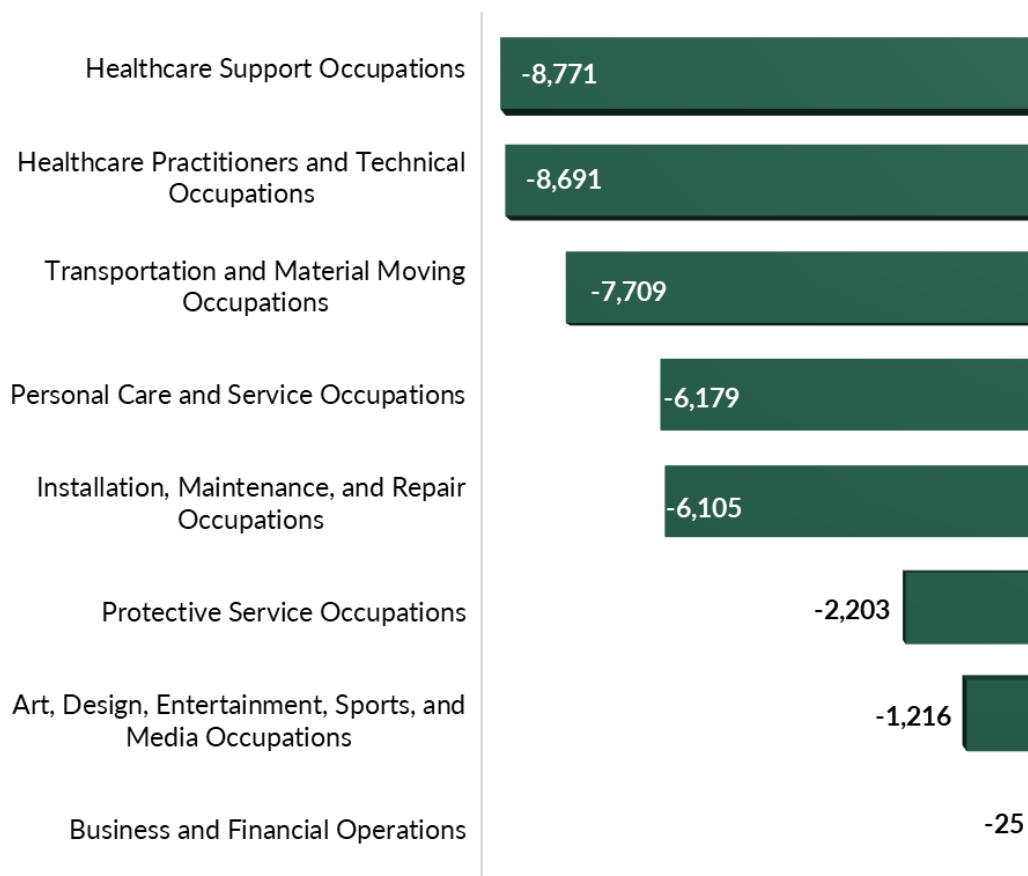
Profession	Public	Private, nonprofit	For-profit	Total	For-profit percentage
Aesthetician/Esthetician and Skin Care Specialist	11	0	45,649	45,660	100.0%
Nail Technician/Specialist and Manicurist	9	0	2,887	2,896	99.7%
Barbering/Barber	32	0	3,384	3,416	99.1%
Airframe Mechanics and Aircraft Maintenance Technology/Technician	49	0	1,477	1,526	96.8%
Dental Assisting/Assistant	162	28	1,521	1,711	88.9%
Plumbing Technology/Plumber	88	8	605	701	86.3%
Electrician	388	125	2,693	3,206	84.0%
Massage Therapy/Therapeutic Massage	86	12	502	600	83.7%
Phlebotomy Technician/Phlebotomist	188	0	814	1,002	81.2%
Cosmetology/Cosmetologist, General	249	0	962	1,211	79.4%
Medical/Clinical Assistant	433	16	1,711	2,160	79.2%
Culinary Arts/Chef Training	485	42	1,006	1,533	65.6%
HVACR Technician	379	169	624	1,172	53.2%
Truck and Bus Driver/Commercial Vehicle Operator and Instructor	401	138	527	1,066	49.4%
Welding Technology/Welder	421	218	211	850	24.8%
Automobile/Automotive Mechanics Technology/Technician	327	77	59	463	12.7%

For-profit colleges contribute significantly to the workforce in the Mid-Atlantic Region, conferring over 85% of degrees/certificates in the following fields:

- Aesthetician/Esthetician and Skin Care Specialist
- Nail Technician/Specialist and Manicurist
- Barbering/Barber
- Airframe Mechanics and Aircraft Maintenance Technology/Technician
- Dental Assisting/Assistant
- Plumbing Technology/Plumber

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

Projected Shortage of Workers by Group



The degrees/certificates conferred by for-profit colleges in the Mid-Atlantic Region 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 the Mid-Atlantic Region confer 79% of degrees/certificates to medical and clinical assistants.

Installation, maintenance, and repair occupations are also in need of workers. The Mid-Atlantic Region for-profit schools provide large percentages of degrees/certificates in the following fields to meet that need:

- Airframe Mechanics and Aircraft Maintenance Technology/Technician (97%)
- Plumbing Technology/Plumber (86%)
- Electrician (84%)
- HVACR Technology/Technician (53%)
- Welding Technology/Welder (25%)
- Automobile/Automotive Mechanics Technology/Technician (13%)

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.