



# Career Education in West Virginia

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The role of for-profit colleges in  
postsecondary education



# WEST VIRGINIA FOR-PROFIT COLLEGE FACTS 2024

54,759



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



58%

Completion rate at 2-year colleges

51%

Completion rate at <2-year colleges



20:1

Student-Teacher Ratio

16%

Black

16%

Hispanic



42%

Women



58%

Men



79%  
Pell Grant  
Recipients



4K Associate's  
7.2K Bachelor's  
2.1K Certificates  
awarded

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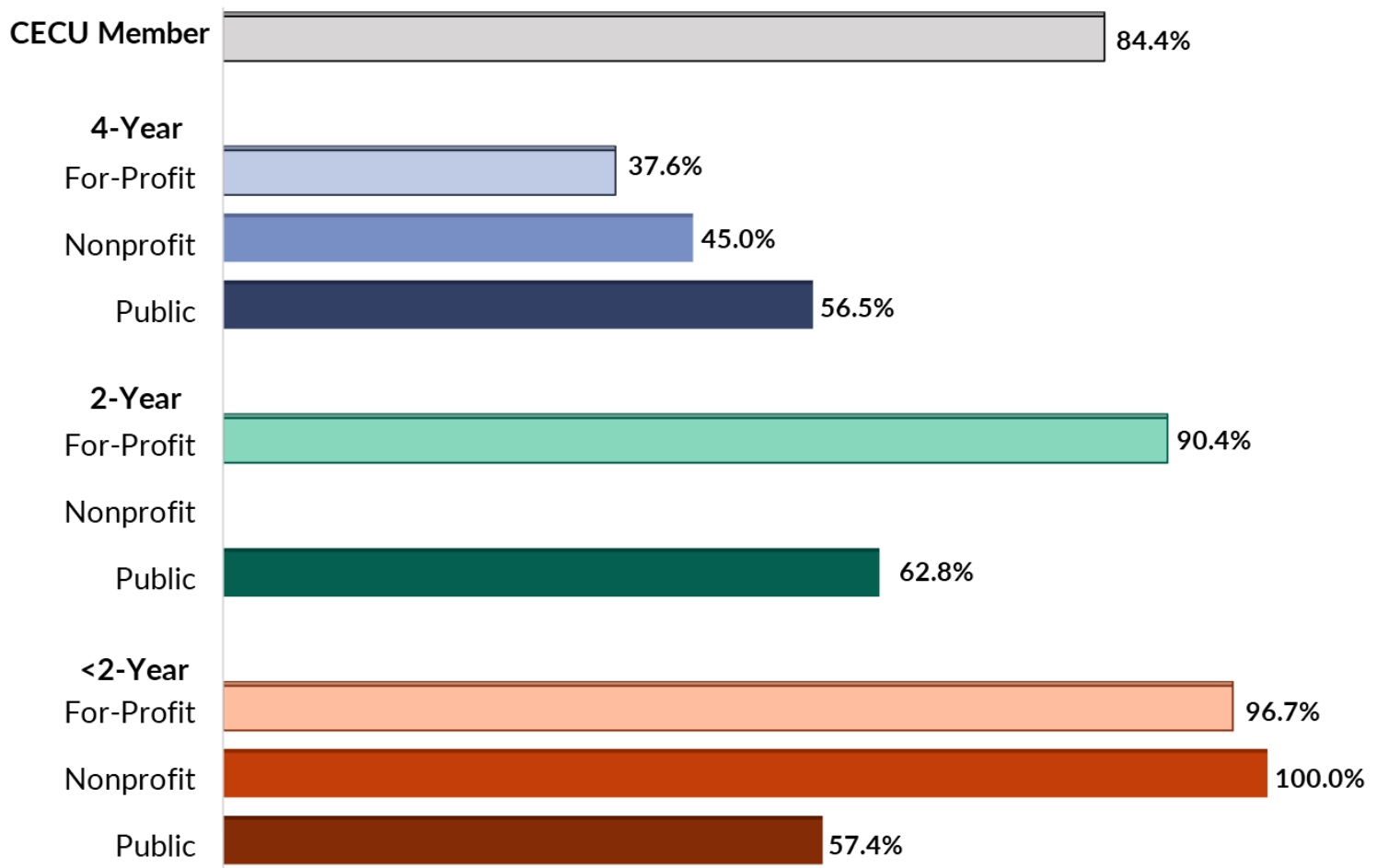
# **DIVERSE POPULATIONS SERVED**

# Diverse Populations Served: Female



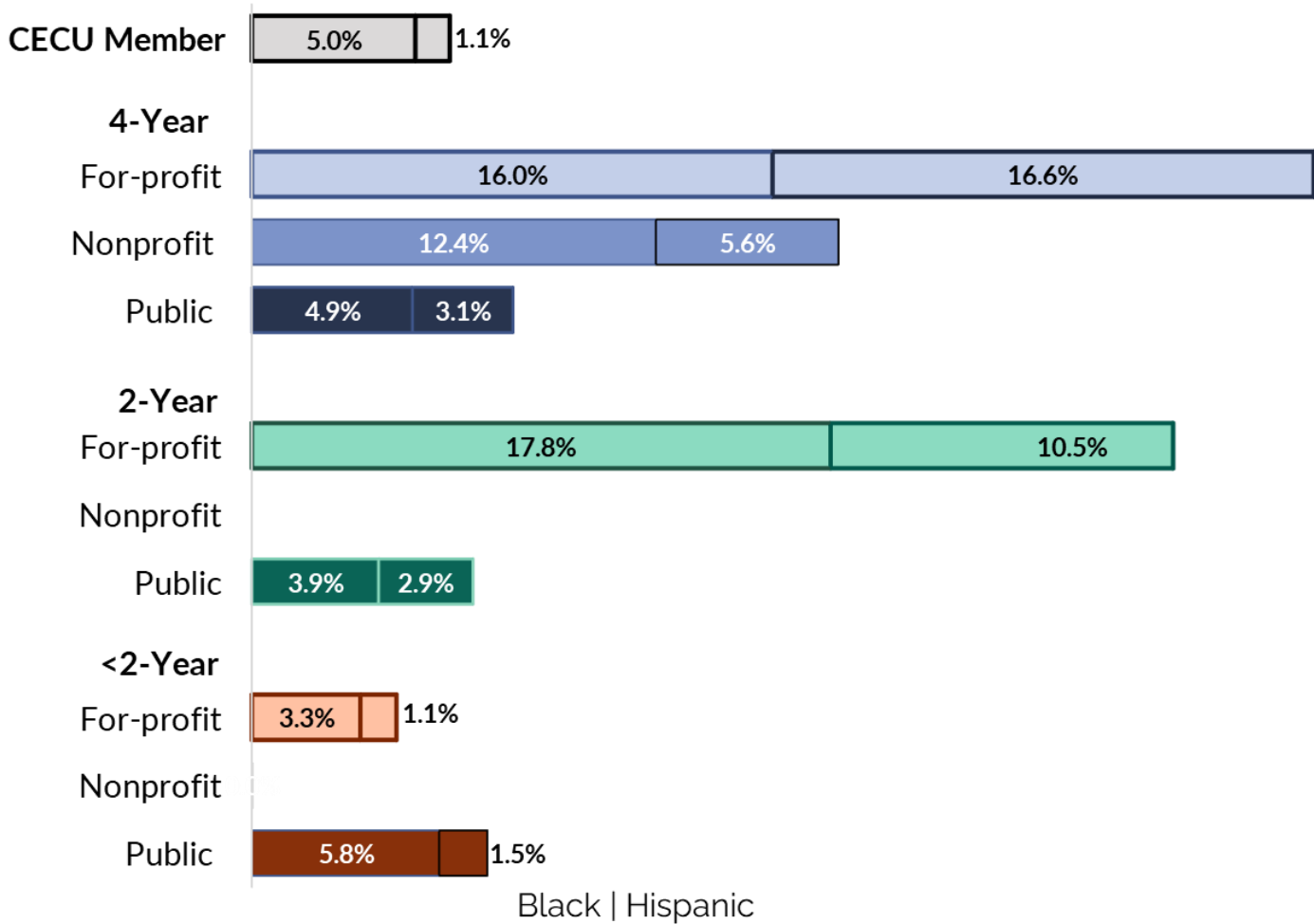
First, we look at the percentage of women enrolled at for-profit colleges in West Virginia in the 2022-23 school year. For-profit colleges conferring primarily two-year degrees lead the way at their institutional level at 90% female enrollment. Those conferring primarily less-than-two-year degrees enrolled 97% women.

Across all institutional levels, CECU members boasted an average enrollment of approximately 84% women.



Source: IPEDS, 2024  
Data for private nonprofit 2-year colleges are not available

# Diverse Populations Served: Students of Color



Black and Hispanic enrollment was higher at four-year (33%) and two-year (18%) for-profit schools compared to public and private nonprofit institutions at the same level.

Six percent of students enrolled at CECU member schools identified as Black or Hispanic.



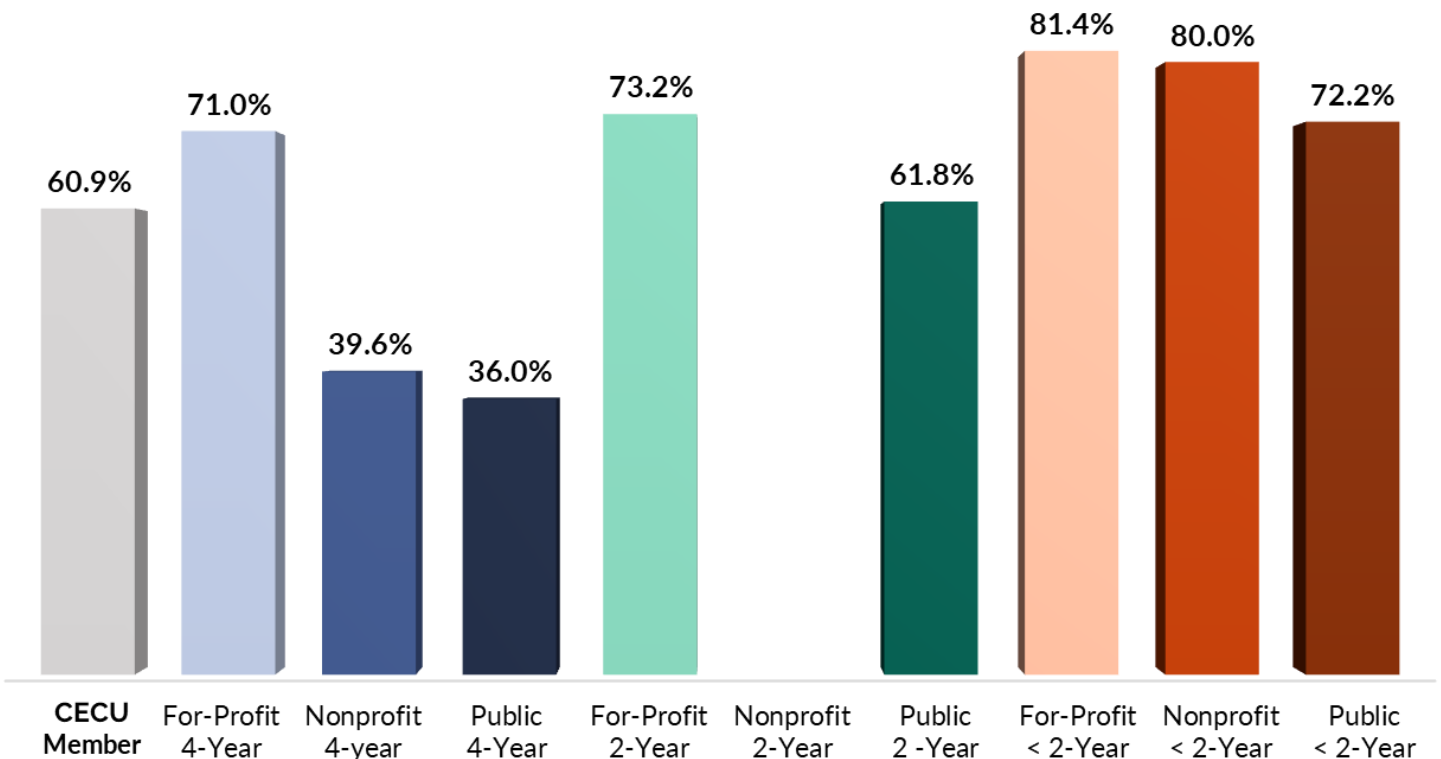
Source: IPEDS, 2024  
Data for private nonprofit 2-year and less-than-2-year colleges are not available

# Diverse Populations Served: Low-Income

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## Low Income

Other areas of underserved populations accommodated by for-profit colleges in West Virginia include low-income students. For-profit colleges served the highest percentages of low-income students in the 2022-23 school year at four-year (71%), two-year (73%), and less-than-two-year (81%) colleges. CECU colleges in West Virginia served 61% low-income students across all levels.

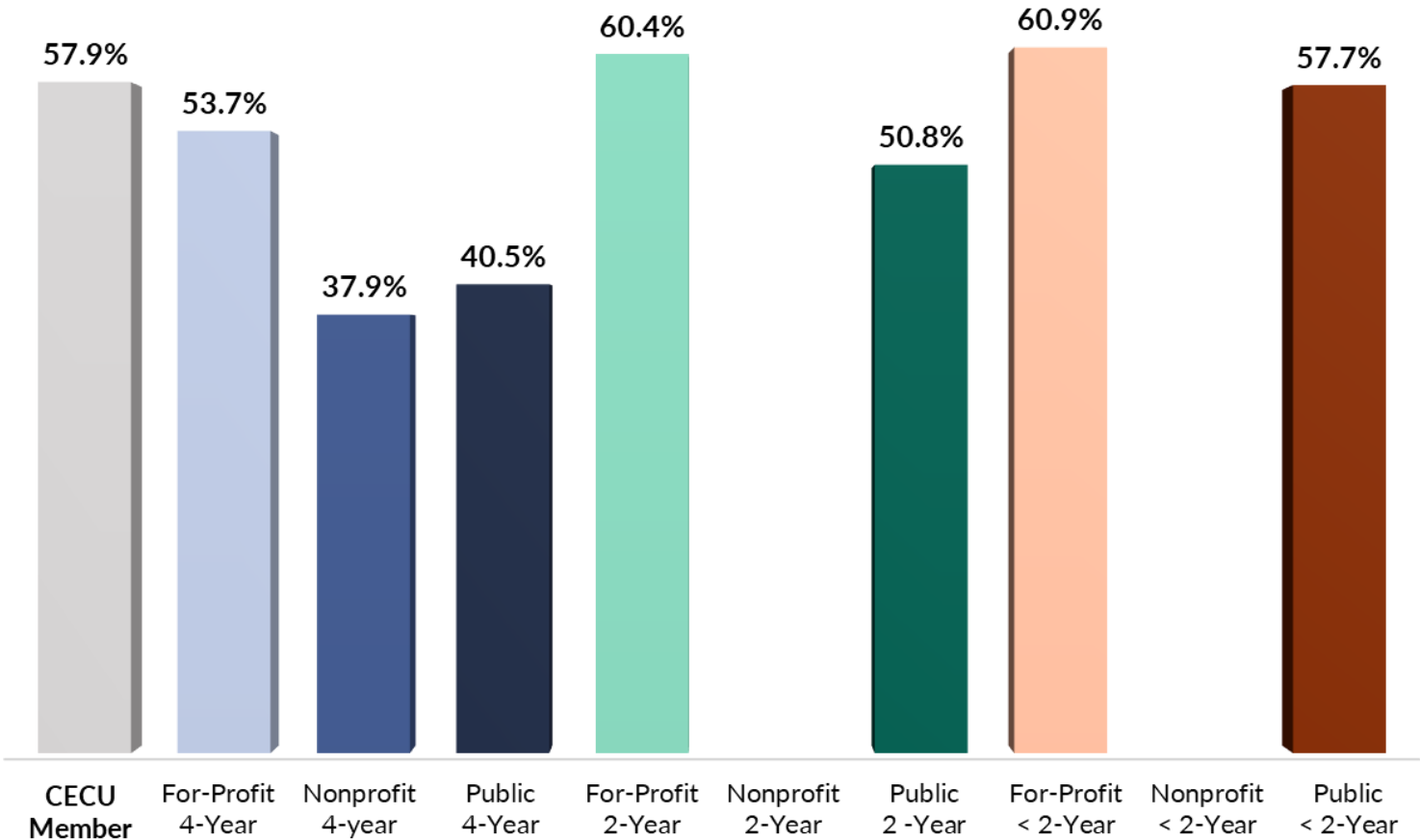


Source: College Scorecard, 2023  
Data for private nonprofit 2-year colleges is not available

# Diverse Populations Served: First-Generation

For-profit colleges also served a large share of first-generation students in the 2022-23 school year. Four-year (54%), two-year (60%), and less-than-two-year (61%) for-profit colleges served a greater percentage of first-generation students than their public and private nonprofit counterparts. CECU colleges alone have a student population with 58% first-generation students.

**1<sup>st</sup>  
Gen**



Source: College Scorecard, 2023  
Data for private nonprofit 2-year and <2-year colleges is not available

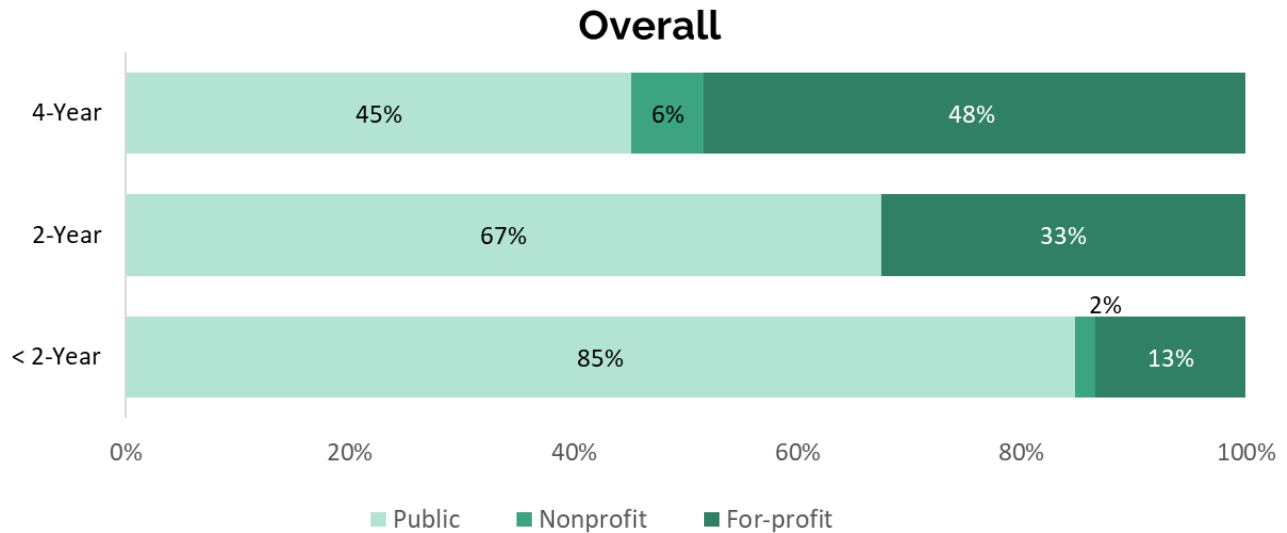


# **STUDENT OUTCOMES AND PREPARATION FOR THE WORKFORCE**

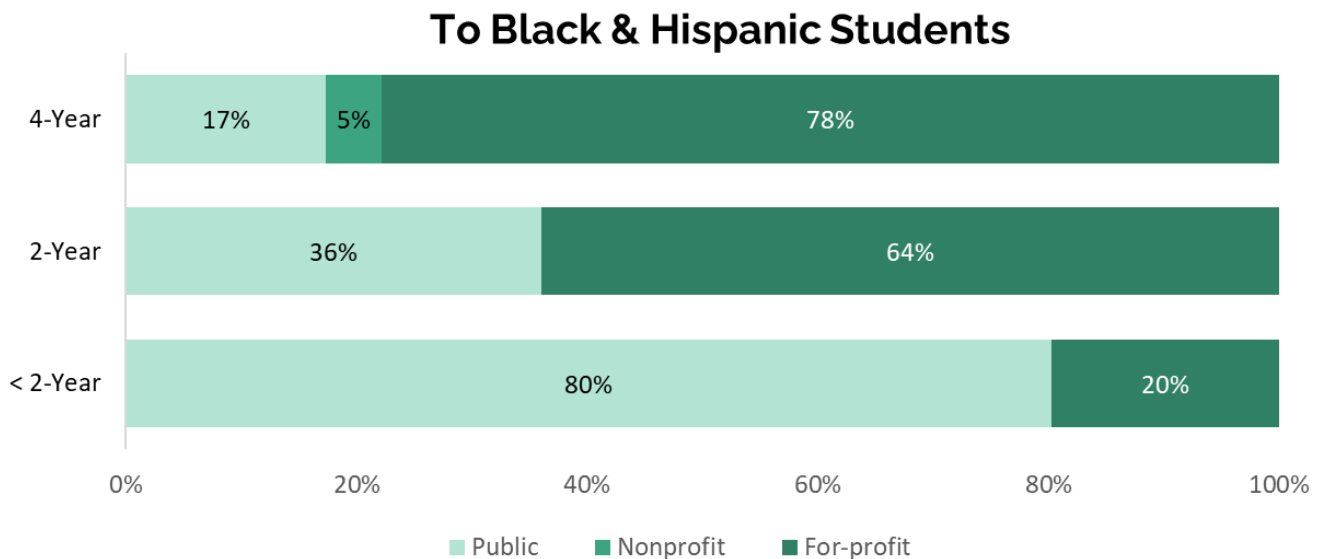
# Degrees Awarded in West Virginia

Academic year 2021–22

For-profit colleges conferred a large percentage of all four-year degrees/certificates that were conferred in the 2021-22 school year. They also conferred 33% of two-year degrees/certificates.



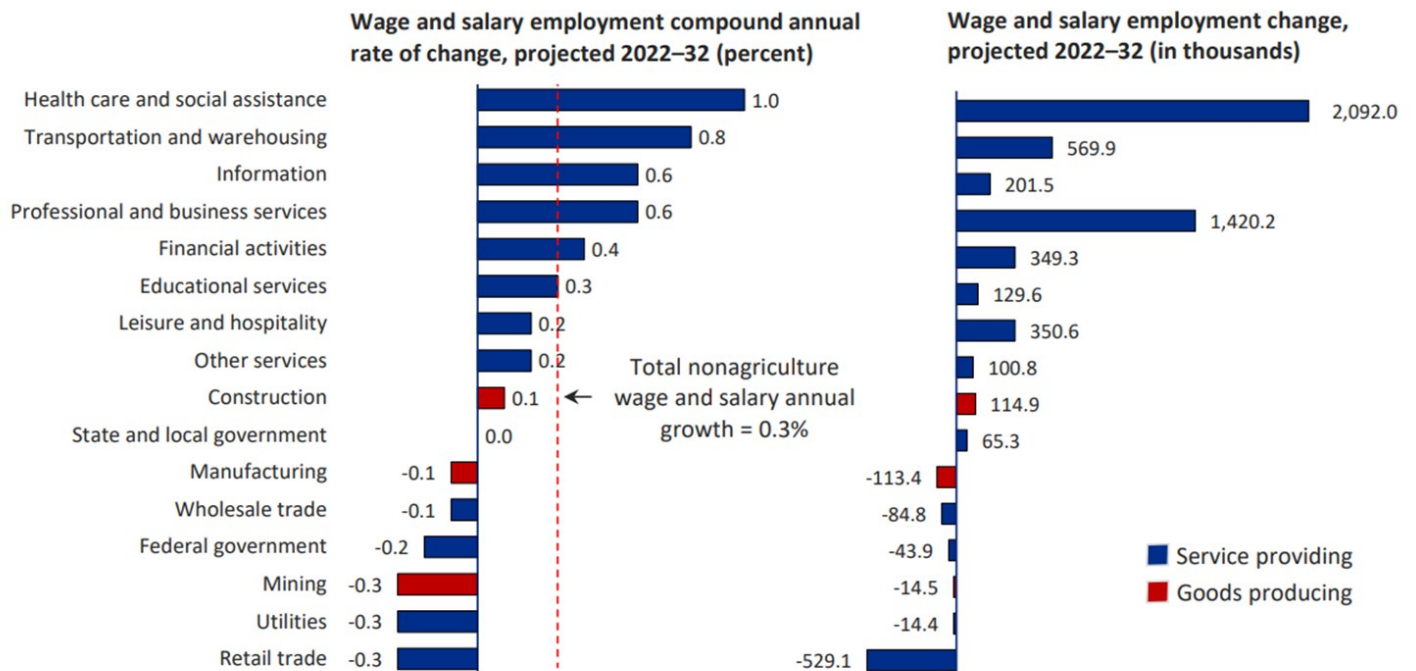
For-profit colleges also conferred 78% of the four-year degrees/certificates to Black and Hispanic students and accounted for 64% of all two-year degrees/certificates conferred.



# High-Growth Career Opportunities in the United States

*Employment change by industry sector, projected 2022–32*

While for-profit colleges in West Virginia confer degrees that are aligned with workforce readiness in general, they also align with the specific needs of the US workforce overall. According to the Bureau of Labor Statistics, health care and social assistance, transportation and warehousing, and information careers are projected to grow significantly over the next ten years. Healthcare in particular shows enormous growth in healthcare support occupations – an area that is very well aligned with the offerings of many for-profit colleges.



Note: Nonagriculture wage and salary employment includes wage and salary data from the Current Employment Statistics (CES) survey, except private households, which is from the Current Population Survey (CPS). Logging workers are excluded.  
 Source: U.S. Bureau of Labor Statistics

# Types of Degrees/Certificates Awarded in West Virginia

*By control of institution, 2021-22 Academic Year*

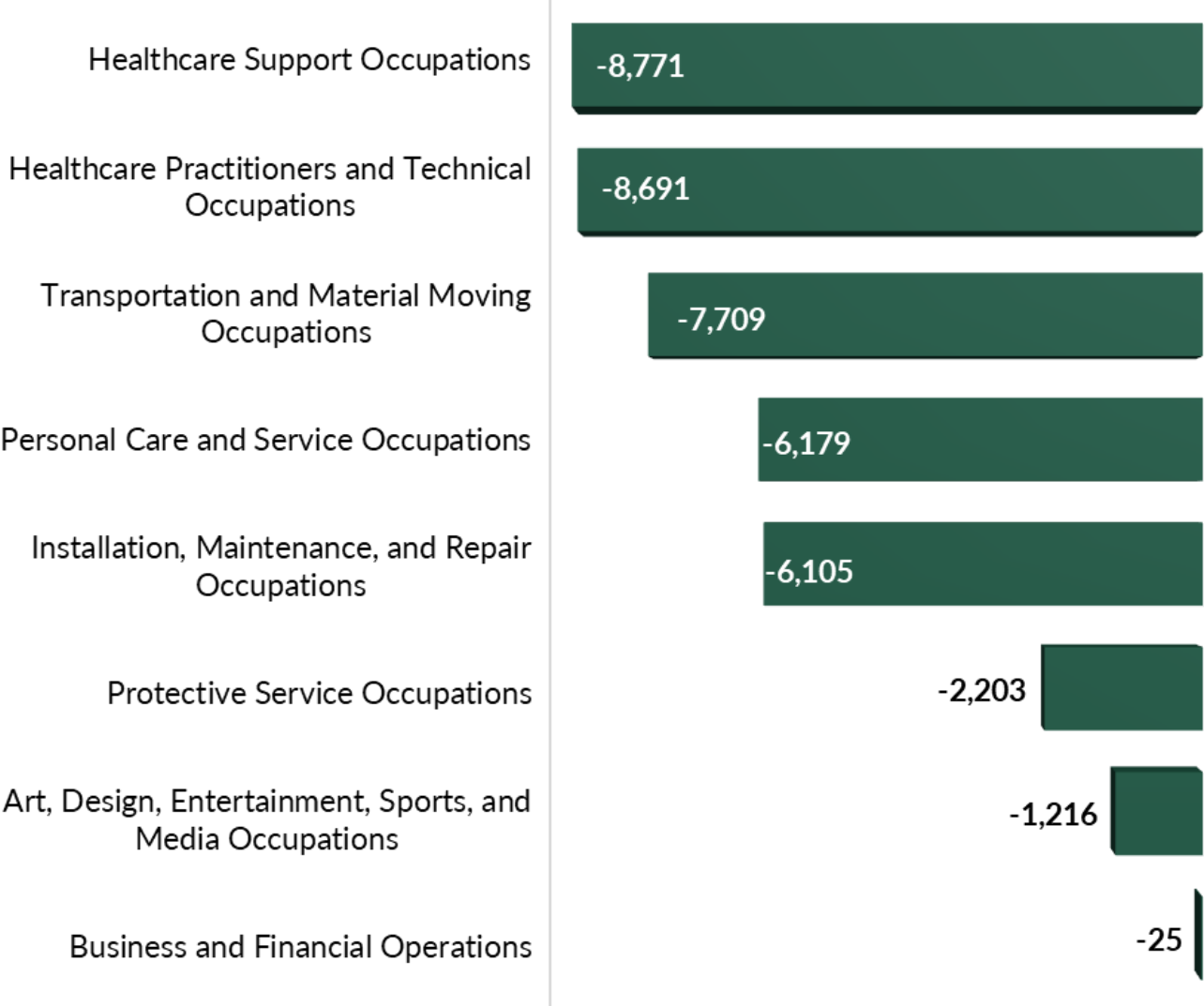
Profession	Public	Private Nonprofit	For-Profit	Total	Percentage for-profit
Pharmacy Technician/Assistant	2	0	298	300	99.3%
Aesthetician/Esthetician and Skin Care Specialist	8	0	98	106	92.5%
Dental Assisting/Assistant	6	0	52	58	89.7%
Medical/Clinical Assistant	83	0	321	404	79.5%
Nail Technician/Specialist and Manicurist	8	0	26	34	76.5%
Massage Therapy/Therapeutic Massage	25	0	33	58	56.9%
Medical Insurance Coding Specialist/Coder	50	0	57	107	53.3%
Cosmetology/Cosmetologist	85	0	74	159	46.5%

For-profit colleges contribute significantly to the workforce, conferring the majority of degrees in key fields. They confer over 75% of all West Virginia degrees/certificates for:

- Aesthetician/esthetician and skin care specialist
- Medical/clinical assistant
- Dental assisting/assistant
- Pharmacy technician/assistant
- Nail technician/specialist and manicurist

# In-Demand Career Training in the United States: Non-Degree

## Projected Shortage of Workers by Group



The degrees/certificates conferred by for-profit colleges in West Virginia 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. For-profit colleges confer 99% of degrees/certificates for pharmacy technicians/assistants and 80% of degrees/certificates for medical/clinical assistants.

# Notes

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- 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.



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