

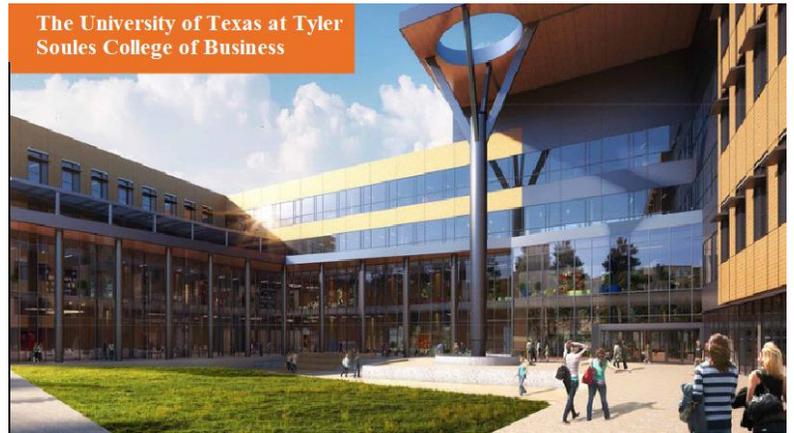
Hibbs Outlook

This issue of **Hibbs Outlook** focuses on education in East Texas. A more educated population increases available work skills, resulting in higher output, higher family incomes and more social mobility and stability—that is, a greater quality of life for all. You will note in the following pages how well East Texans are competing with other Texans, and all Americans, in the battle to achieve a more educated population.

The University of Texas at Tyler with its six colleges and large graduate school is taking on this challenge. Indeed, one of President Michael Tidwell’s top four strategic priorities is for the University to be the primary economic driver of East Texas.

New Home. The Soules College of Business is one of the largest colleges making up the University, and it is moving to a new home this fall. Since the Soules College has been growing at double-digit rates, this new four-story building (including its own new parking garage) was sorely needed.

Soules College of Business Moving to New Building for Fall 2018



This ambitious building project of 140,000 GSF not only provides the University with a great academic resource, but it also serves as an economic development project for the area. Constructing this new building has supported more than 500 jobs in Smith County over its construction life, including employment resulting from the \$56 million in direct investment, from added supplier spending and from added consumer spending by workers and others. This project will also add more than \$82 million in new business output/volume in the County over the period of construction.

The **Hibbs Institute for Business and Economic Research** is a unit of **The University of Texas at Tyler’s Soules College of Business**. The mission of the Hibbs Institute is to provide expert research and analysis for businesses, local governments, and economic development councils with the common goal of increasing economic activity and personal income in East Texas. East Texas is a region with more than 1.1 million inhabitants in 23 counties, a population greater than that of 8 states in the nation. The three Metropolitan Statistical Areas (MSAs) in the region include Tyler, Longview, and Texarkana.

East Texas—23 Counties

Educational Attainment

The proportion of East Texans with high school diplomas exceeds the rest of Texas and the USA. So, East Texans start well. And, the region has several quality junior colleges, so the region’s population does well with “some college” and associate’s degrees, too. However, East Texans lag well behind Texas and the nation in the proportion holding university degrees—12.8% compared to 19.4% (only two thirds) as many as all Texans; and 5.0% compared to 9.5% (about half) as many postgraduate degrees as all Texans. **Figure 1.**

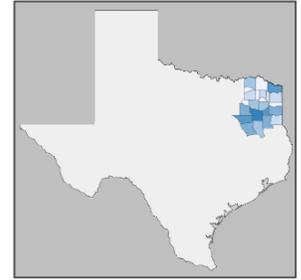


Figure 1.
Educational Attainment (East Texas)

	East Texas	Texas	USA
Estimated Population (ACS)	1,127,937	26,956,435	318,558,162
No High School Diploma	16.3%	16.5%	11.6%
High School Graduate	32.0%	24.7%	26.1%
Some College, No Degree	25.7%	22.7%	21.5%
Associate's Degree	8.2%	7.3%	8.9%
Bachelor's Degree	12.8%	19.4%	20.2%
Postgraduate Degree	5.0%	9.5%	11.6%

Source: American Community Survey 5-Year estimates 2012-2016; Census Bureau, U.S. Department of Commerce.

Educational Degrees and Certificates Awarded—Five-Year Difference

During the academic year 2016-2017, just over 12,500 certificates, two-year associate’s degrees, bachelor’s degrees, and graduate degrees were awarded by institutions in East Texas. That is 849 more than just five years ago. Texas A&M—Texarkana and The University of Texas at Tyler are relatively new institutions of higher education, just developing over the last 20 years. While many East Texas students certainly attended universities outside this region in the past, a large proportion of qualified students did not. They stopped with a two-year degree in many cases, or even less. Both UT Tyler and TAMU—Texarkana are proud of the rapidly growing number of bachelor’s and graduate degrees they are awarding in this region. The numbers below reflect their success. See **Figure 2.**

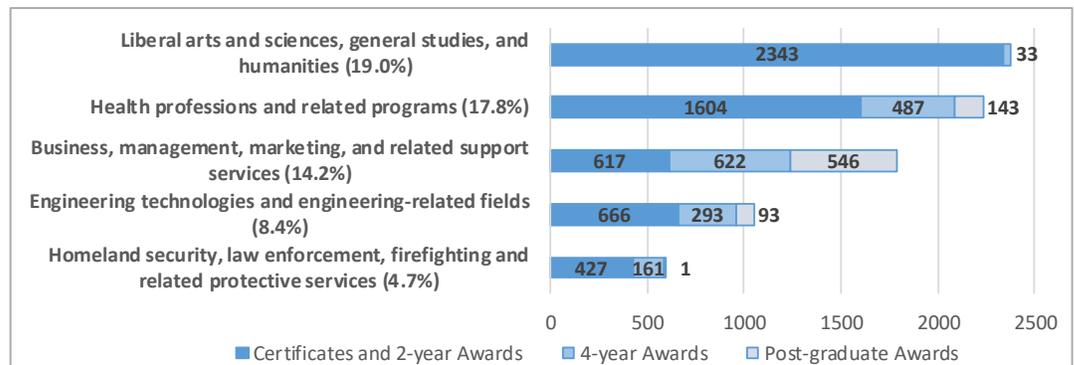
Figure 3 shows the top five majors (programs of study) represented by the certificates and degrees awarded in East Texas. These five program areas account for 64.1 percent of total awards in the region.

Figure 2.
Total Educational Awards (East Texas)

	2011-2012	2016-2017
Certificates and two year awards	8,184	8,264
Four year awards	2,701	2,947
Postgraduate awards	799	1,322
Total awards	11,684	12,533

Source: JobsEQ.

Figure 3.
Degrees Awarded in Top Five Instructional Programs, 2016-2017 (East Texas)



Source: JobsEQ.

Tyler Area

Educational Attainment

Tyler Area educational attainment was ahead of, or similar to, State and national numbers for high school and two-year college graduates in 2016-2017. Like other areas in East Texas, however, the Tyler Area lags well behind in the proportion of its population that holds either four-year university degrees (13.5% vs. 20.2%, or 44% less) or graduate degrees (5.1% vs. 11.6%, or 56% less) compared to the nation. See **Figure 4**.



Figure 4.
Educational Attainment, 2016-2017 (Tyler Area)

	Tyler Area	Texas	USA
Estimated Population (ACS)	721,030	26,956,435	318,558,162
No High School Diploma	16.8%	16.5%	11.6%
High School Graduate	30.2%	24.7%	26.1%
Some College, No Degree	25.7%	22.7%	21.5%
Associate's Degree	8.6%	7.3%	8.9%
Bachelor's Degree	13.5%	19.4%	20.2%
Postgraduate Degree	5.1%	9.5%	11.6%

Source: American Community Survey 5-Year estimates 2012-2016; Census Bureau, U.S. Department of Commerce.

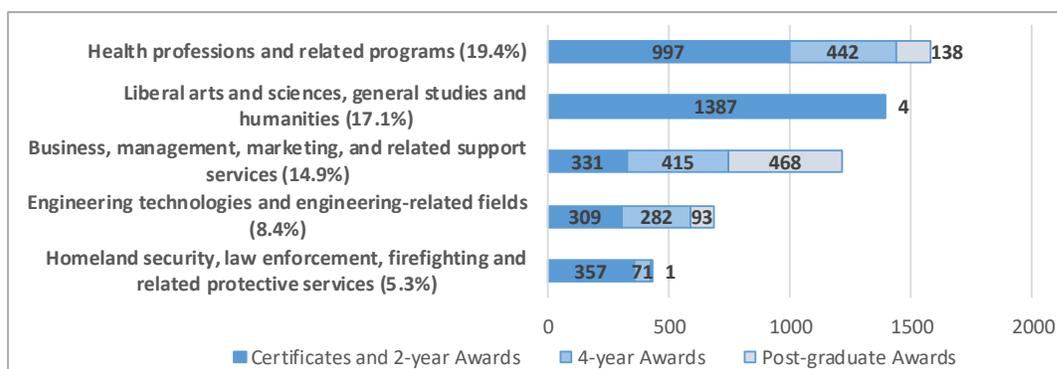
Educational Awards

During the academic year 2016-2017, 8,149 awards were granted in Tyler Area. There were 4,952 certificates and two-year awards (such as associate's degrees); 2,066 four-year awards (bachelor's degrees); and 1,131 postgraduate awards (master's and doctoral degrees). See **Figure 5**. Awards in *Health Professions and Related Programs* and *Liberal Arts and Sciences, General Studies and Humanities* are the most common in the region with 19.4% and 17.1% of the total awards, respectively. *Health Professions and Related Programs* graduated the largest number of bachelor's degrees (442), while *Business, Management, Marketing, and Related Support Services* graduated the largest number of postgraduate degrees (468), with the MBA leading the way. **Figure 6** includes the top five instructional award (or degree) categories in the Tyler Area, which together represent 65% of total awards. The colors of bar segments distinguish between two-year, four-year and graduate degrees.

Figure 5.
Total Educational Awards (Tyler Area)

	2011-2012	2016-2017
Certificates and two year awards	5,264	4,952
Four year awards	1,935	2,066
Postgraduate awards	659	1,131
Total awards	7,858	8,149

Figure 6.
Top Five Instructional Programs, 2016-2017 (Tyler Area)



Longview Area

Educational Attainment

Longview Area educational attainment at the high school and junior college levels is ahead of, or similar to, the educational attainment of Texas and the nation. At the four-year degree and postgraduate levels, however, the story is different. The proportion of its population holding four-year university degrees is 15.0% vs. 20.2% (26% less), and for graduate degrees is 5.6% vs. 11.6% (52% less) compared to the nation. **Figure 7.**



Figure 7.
Educational Attainment, 2016-2017 (Longview Area)

	Longview Area	Texas	USA
Estimated Population (ACS)	502,951	26,956,435	318,558,162
No High School Diploma	16.4%	16.5%	11.6%
High School Graduate	27.9%	24.7%	26.1%
Some College, No Degree	25.8%	22.7%	21.5%
Associate's Degree	9.3%	7.3%	8.9%
Bachelor's Degree	15.0%	19.4%	20.2%
Postgraduate Degree	5.6%	9.5%	11.6%

Source: American Community Survey 5-Year estimates 2012-2016; Census Bureau, U.S. Department of Commerce.

Educational Awards

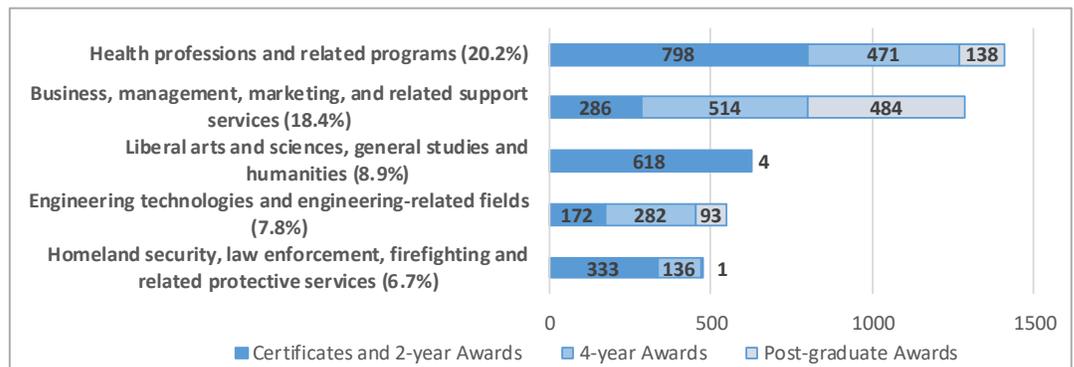
During the academic year 2016-2017, 6,974 awards of all types were granted in Longview Area: 3,326 certificates and two-year awards (such as associate's degrees); 2,479 four-year awards (bachelor's degrees); and 1,169 postgraduate awards (master's and doctoral degrees). See **Figure 8.** The two most common certificates and degrees awarded were in the categories *Health Professions and Related Programs* and *Business, Management, Marketing, and Related Support Services* with 20.2% and 18.4% of the total, respectively. **Figure 9** includes the top five instructional award categories in the Longview Area, which together represent 62% of total awards.

Figure 8.
Total Educational Awards (Longview Area)

	2011-2012	2016-2017
Certificates and two year awards	3,915	3,326
Four year awards	2,254	2,479
Postgraduate awards	664	1,169
Total awards	6,833	6,974

Source: JobsEQ.

Figure 9.
Top Five Instructional Programs, 2016-2017 (Longview Area)



Source: JobsEQ.

Texarkana Area

Educational Attainment

Texarkana Area educational attainment truly excels with respect to the proportion of its population holding high school diplomas or completing some college. However, higher education attainment for the region is well below Texas and national averages. The proportion of the Texarkana Area population holding four-year university degrees is 11.5% vs. 20.2% (43% less than the USA), and for graduate degrees, 5.1% vs. 11.6% (56% less) compared to the nation. **Figure 10.**



Figure 10.
Educational Attainment (Texarkana Area)

	Texarkana Area	Texas	USA
Estimated Population (ACS)	192,603	26,956,435	318,558,162
No High School Diploma	12.2%	16.5%	11.6%
High School Graduate	38.1%	24.7%	26.1%
Some College, No Degree	26.6%	22.7%	21.5%
Associate's Degree	6.5%	7.3%	8.9%
Bachelor's Degree	11.5%	19.4%	20.2%
Postgraduate Degree	5.1%	9.5%	11.6%

Source: American Community Survey 5-Year estimates 2012-2016; Census Bureau, U.S. Department of Commerce.

Educational Awards

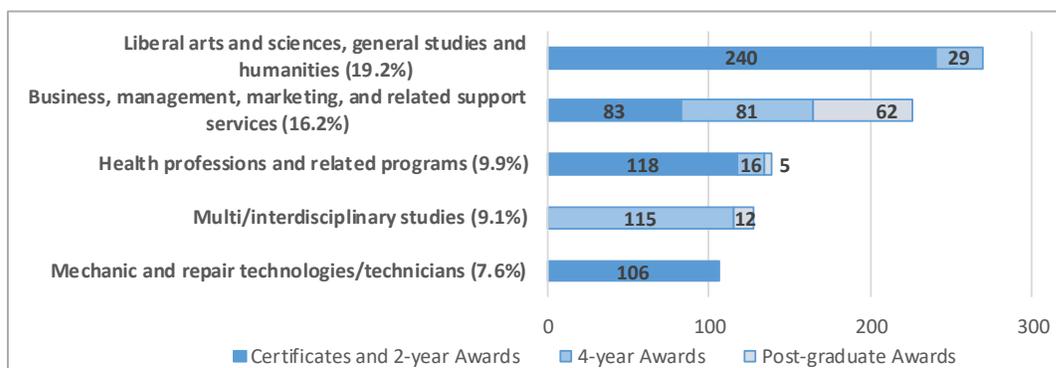
During the academic year 2016-2017, 1,398 awards were granted in Texarkana Area; 876 certificates and two year awards, such as associate's degrees; 379 four-year awards (bachelor's degrees); and 143 postgraduate awards (master's and doctorate's degrees). See **Figure 11.** Instructional programs in the two categories *Liberal Arts and Sciences, General Studies and Humanities, and Business, Management, Marketing, and Related Support Services* are the most common two-year college majors in the region with 19.2% and 16.2% of the total, respectively. *Multi/interdisciplinary studies—teaching* programs—graduated the largest number of bachelor's degrees at universities (115). *Business, Management, and Marketing* programs graduated the largest number of postgraduate degrees (62). **Figure 12** includes the top five program categories in the region, which represent 62% of total awards.

Figure 11.
Total Educational Awards (Texarkana Area)

	2011-2012	2016-2017
Certificates and two year awards	695	876
Four year awards	375	379
Postgraduate awards	123	143
Total awards	1,193	1,398

Source: JobsEQ.

Figure 12.
Top Five Instructional Programs (Texarkana Area)



Source: JobsEQ.



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Services provided: economic impact analysis; industry/firm economic contribution studies; policy analysis; strategic planning; project analysis; and business and economic forecasting.

Associated with several leading universities, the Hibbs team includes professors of economics, finance, management, marketing and accounting. The group includes two former university presidents and leaders of CPA and other firms.

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