



Fall 2015 Enrollment Report

UNCW Board of Trustees
July 16, 2015



Fall 2015 Overview

Freshman Projection

Transfer Projection

Institutional Enrollment Projection

Marketplace Trends

Enrollment Challenges



Freshman - 2025

SAT – 1190

ACT – 25

GPA – 4.05

17% Out of State

21% Diversity

19% High Ability Students

14% Local Region

42% Male



Transfer - 1425

GPA – 3.16

Avg. Credit Transfer – 48

24% Out of State

47% Male

22% Diversity

46% Male

25% Military Affiliation



Institutional Enrollment

| | Headcount | | | | | | | | | Projection |
|-------|-----------|-------|--------|-------|--------|--------|--------|--------|-------|------------|
| | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
| Total | 12098 | 12180 | 12643 | 12924 | 13071 | 13145 | 13733 | 13937 | 14570 | 15441 |
| | 2.20% | 0.68% | 3.80% | 2.22% | 1.14% | 0.57% | 4.47% | 1.49% | 4.54% | 5.98% |
| UG | 10995 | 11026 | 11311 | 11591 | 11770 | 11950 | 12387 | 12447 | 12964 | 13703 |
| | 2.20% | 0.28% | 2.58% | 2.48% | 1.54% | 1.53% | 3.66% | 0.48% | 4.15% | 5.70% |
| Grad | 1143 | 1154 | 1332 | 1333 | 1301 | 1195 | 1346 | 1490 | 1606 | 1738 |
| | 2.40% | 0.96% | 15.42% | 0.08% | -2.40% | -8.15% | 12.64% | 10.70% | 7.79% | 8.22% |



Institutional Enrollment

| | Scheduled Credit Hours | | | | | | | | | Projection |
|-------|------------------------|--------|--------|--------|--------|--------|--------|--------|--------|------------|
| | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
| Total | 158734 | 161336 | 166419 | 170647 | 172715 | 174112 | 182720 | 185414 | 191405 | 211763 |
| | 1.90% | 1.64% | 3.15% | 2.54% | 1.21% | 0.81% | 4.94% | 1.47% | 3.23% | 10.64% |
| UG | 150669 | 152903 | 156747 | 160910 | 163205 | 165189 | 173215 | 174718 | 179905 | 199762 |
| | 1.80% | 1.48% | 2.51% | 2.66% | 1.43% | 1.22% | 4.86% | 0.87% | 2.97% | 11.04% |
| Grad | 8065 | 8433 | 9672 | 9737 | 9510 | 8923 | 9505 | 10696 | 11680 | 12001 |
| | 4.40% | 4.56% | 14.69% | 0.67% | -2.33% | -6.17% | 6.52% | 12.53% | 9.20% | 2.75% |



Marketplace Trends

Student Insights: Market Research in Higher Education – May 2015

Most important selection factors in choosing a college:

- Tuition Cost
- Academic Strength
- Job Opportunities

UNCW is rated highest in preference by:

- Wealthier (\$150K or more per year)
- More Educated Families
- Coastal South and Raleigh/Durham Regions
- Students with high SAT scores
- Intended majors in Education and Social/Behavioral Sciences



Marketplace Trends

UNCW's majors with highest market awareness scores:

Business

Social/Behavioral Sciences

Biology

Undecided

Primary barriers in prospective student choosing UNCW:

Distance

Lack of Majors

Perceived Low Academic Standards



Institutional Trends – Freshman

| Overall | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|--------------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| Applications | 8066 | 8740 | 9311 | 9793 | 10378 | 11084 | 12011 | 12638 | 12364 | 12512 |
| % Change | -9% | 8% | 7% | 5% | 6% | 7% | 8% | 5% | -2% | 1% |
| Admitted | 5046 | 5098 | 5449 | 5402 | 5508 | 5471 | 6054 | 6155 | 6739 | 6962 |
| Admit Rate | 63% | 58% | 59% | 55% | 53% | 49% | 50% | 49% | 55% | 56% |
| Enrolled | 1987 | 1920 | 2073 | 1949 | 1992 | 1980 | 2050 | 1939 | 2159 | 2025 |
| Yield Rate | 39% | 38% | 38% | 36% | 36% | 36% | 34% | 32% | 32% | 29% |
| SAT | 1149 | 1157 | 1156 | 1166 | 1170 | 1176 | 1176 | 1190 | 1192 | 1188 |
| ACT | 23 | 24 | 24 | 24 | 25 | 25 | 24 | 25 | 25 | 25 |
| GPA | 3.68 | 3.74 | 3.74 | 3.78 | 3.80 | 3.97 | 3.99 | 4.06 | 4.10 | 4.05 |



Institutional Trends - Transfer

| | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Applications | 2487 | 2605 | 2507 | 2385 | 2547 | 2845 | 2941 | 3101 | 3020 | 3557 |
| Number Admitted | 2026 | 1896 | 1817 | 1674 | 1797 | 1916 | 2355 | 2276 | 2161 | 2198 |
| Acceptance % | 81.5% | 72.8% | 72.5% | 70.2% | 70.6% | 67.3% | 80.1% | 73.4% | 71.6% | 61.8% |
| Deposit | | | | 1350 | 1436 | 1532 | 1880 | 1826 | 1696 | 1653 |
| Deposit Yield % | | | | 80.6% | 79.9% | 80.0% | 79.8% | 80.2% | 78.5% | 75.2% |
| Actual Enrolled | 1321 | 1207 | 1187 | 1219 | 1265 | 1402 | 1613 | 1547 | 1433 | 1525 |
| Yield % | 65.2% | 63.7% | 65.3% | 72.8% | 70.4% | 73.2% | 68.5% | 68.0% | 66.3% | 69.4% |
| Melt | | | | 131 | 171 | 130 | 267 | 279 | 263 | 128 |
| Melt % | | | | 9.7% | 11.9% | 8.5% | 14.2% | 15.3% | 15.5% | 7.7% |
| Average GPA | | | | 3.13 | 3.14 | 3.15 | 3.07 | 3.10 | 3.17 | 3.16 |
| Average Credits Transferred | | | | 48 | 47 | 47 | 48 | 48 | 48 | 48 |



Enrollment Challenges

More offers required to make enrollment targets.

Student quality and institutional reputation in rankings is impacted by increased offers.

Application rates have been flat for 3 years.

Institutional recognition diminishes as you go west.



Enrollment Challenges

Brand recognition and messaging in the marketplace requires better definition.

Decreasing rate of high school prospects available for 4 year institutions.

UNCW needs to define its high quality academic programs and re-invest in their ability to become more prominent.



Enrollment Challenges

Institutional preference for high ability student body impacted by prospect availability and competitive scholarships.

UNCW needs to identify, develop and implement a variety of new majors that are compatible with undergraduate prospective student interests.

UNCW needs to increase its recognition as an institution with higher academic standards and job opportunity outcomes.

