

Students @UNCW Publication

November 2012

Dear Colleagues:

This is the fourth edition of this publication that was developed to share information about our students with the UNCW community. The Division of Student Affairs and Institutional Research collect a wealth of data each year about our students and their involvement, but it is difficult to find avenues to share this information with the larger campus community. Therefore, we have decided to produce this publication for UNCW faculty, staff, and administrators.

The data reported in this publication come from individual departments within the Division of Student Affairs, as well as Academic Affairs. This publication is a summary of a large number of assessments, including user data from specific programs and services, participant evaluations, and admissions and registration data.

Please let us know if you feel this publication will be helpful in your work with students, how it might be improved, and how you might like to receive this information in the future. For additional information on any of the topics included in this report, please contact Dr. Andrew Mauk, Director of Student Affairs Assessment, Research, and Planning at 962.7512, or email him at mauka@uncw.edu.

UNCW faculty, staff, and administrators all contribute to the achievement of our students, and we hope that the publication of the enclosed information can help all of us better serve our students and better understand “students @ uncw.”

Sincerely,



Patricia L. Leonard

Vice Chancellor for Student Affairs

**For additional information on any of the topics included in this report,
please contact the Office of Student Affairs Assessment, Research, & Planning 910-962-7512.**

Enrollment, Fall 2012

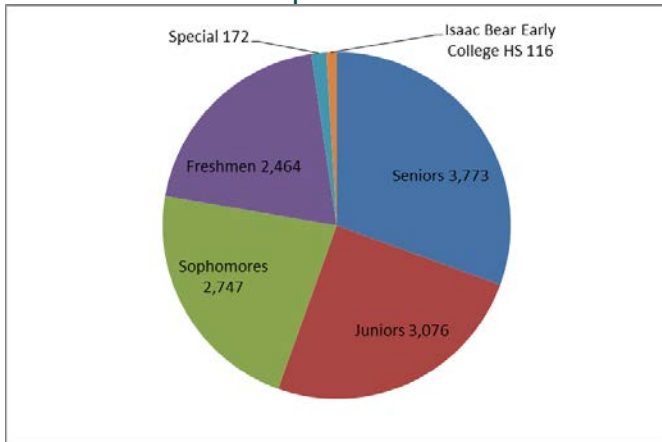
Total Undergraduates 12,348
 Total Graduates 1,385
 Total Headcount 13,733

Females 60.7%
 Out-Of-State Students 14.8%
 Non-Traditional Aged Students (25+) 15.0%
 Transfer Students 14.0%

Race/Ethnicity of Students

White Students..... 81.6%
 African-American Students 4.6%
 Hispanic Students..... 5.8%
 Asian/Pacific Islander Students..... 2.1%
 American Indian Students..... 0.5%
 Multi Racial 2.4%

Composition of Total Undergraduate Population



Freshmen Students, Fall 2012

Average Freshman SAT 1173
 Average Freshman High School GPA 3.99
 UNCW was their first choice 92%

Freshmen Orientation, Fall 2012

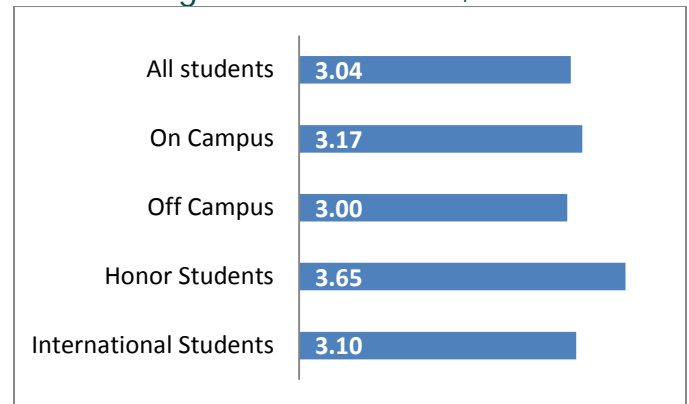
- 99% of students who attended orientation at UNCW reported that they understand that academics should be their highest priority.
- 98% of students indicated that they felt better about UNCW because they attended orientation.
- 96% of students agreed that the University Studies and academic policies were explained clearly to them.

Tuition/Fees

- The estimated cost of attendance for an undergraduate in-state student for 2012-2013 is \$18,438. The estimated cost for an out-of-state student is \$30,540.
- Undergraduate tuition and fees for in-state students total \$6,199. Estimated cost for Room and Board is \$8,338.
- Undergraduate tuition and fees for out-of-state students is \$18,301.
- Tuition and fees for graduate students is \$6,335 for in-state students and \$18,237 for out-of-state students.

Academic Life

Average Cumulative GPA, Fall 2012



- Of the fall 2010 freshman class, 85.6% returned to UNCW for their sophomore year in Fall 2011. This retention rate compares to 86.4% in 2010, 85.4% in 2009, 85.4% in 2008, 84.5% in 2007, and 83.1% in 2006. These first-year retention rates are higher than both the national average and the average rate for all students at North Carolina institutions of higher education.
- For the most recent data reported (Fall 2011), 52% of undergraduate students graduated within their first four-years at UNCW. 67% graduate within six years. Both of these rates are near the top of all institutions within the state of North Carolina.
- During 2011-2012, UNCW students participated in over 2,000 applied-learning experiences (Internships and Directed Individual Study projects) for academic credit. In addition, 783 UNCW students studied abroad last year. This represents a 25% growth over the previous year.

- In 2011-2012, 1,017 students registered with the Disability Resource Center seeking accommodations for the following:
 - Learning disabilities 22%
 - Attention deficit disorder 43%
 - Psychological disorders 9%
 - Mobility impairment 9%
 - Sensory impairments (visual and hearing) 6%
 - Other impairments 12%
- During 2011-2012, the University Learning Center served over 30% of UNCW's total population. Each of these students utilized one of our services, on average, more than six times, and this accumulated to a total of 4,154 students making 25,176 visits at the ULC for the academic year. Of these sessions, 2,297 students received writing support, 652 students received learning support, 1,688 students received supplemental instruction, and 1,401 students received math support.
- University Testing Services
 - University Testing Services administered 4,377 tests in 2011-2012. This number included 810 paper-based tests and over 1,635 computer-based tests, primarily with the ETS computer-based program.
 - GRE, PRAXIS, CLEP, and HESI were the most requested computer-based tests.
 - Proctoring services for distance education examinations continued to increase.
 - A partnership with Marine Corp Base-Camp LeJeune provides the opportunity to open an on-base Testing Center offering computer-based CLEP testing and proctoring services for distance education examinations. For the academic year 2011-2012, 294 CLEP tests, 177 proctored exams, and 21 DSST exams were held in the MCB-CL facility.

Student Housing

- The average number of students housed on campus during 2011-2012 was 4,143, which represented 33.5% of all undergraduates at UNCW.
- 91% of Fall 2012's entering freshmen (1,868 out of 2,053) resided in on-campus housing.
- The majority (84.1%) of on-campus students are 20 years of age or younger.
- The Resident Assistant-to-student ratio is 1 RA for every 52 students.

Campus Recreation

- The Student Recreation Center traffic was approximately 178,000 users for 2011-2012, with 8,069 total users of the facility, of which 93.8% were students.
- The Sport Clubs Program currently has 30 active clubs and 1,109 participants.
- There were 16,287 participants in Intramurals on 518 teams during 2011-2012.
- A record 16,380 participated in group exercise classes in 2011-2012.

Student Involvement

- The Department of Campus Life, through the Arts and Programs Office and the Campus Activities & Involvement Center, sponsors nearly 600 programs a year, which attract approximately 90,000 participants from the campus and external community.
- In a typical week, approximately 600 students use the Involvement Center, a resource area for student-organization members and those seeking involvement opportunities.
- 245 student organizations are registered with the Campus Activities and Involvement Center.
- At UNCW, 1,337 students (12.2% of total undergraduate population) participate in fraternity and sorority life. 29 chapters complete approximately 16,000 combined hours of community service each year.
- Students were involved in 37,000 ACE Programs.
- Arts and Programs provides the campus with rich and diverse cultural-arts events each year, including world-class performances of theater, music, dance, and lectures by some of the most accomplished people today. The Arts in Action Performance Series had 31% student attendance and the Leadership Lecture Series drew 67% student attendance
- During the 2011-2012 academic year, Lumina Theater attracted an attendance of 23,965 patrons while screening an average of six films per week, including blockbuster, independent, art house, international, documentary and student films.

- The Summer at the Dub series sponsors a number of events over the summer in arts and entertainment, recreation and leisure, and sports. A number of these events offer free admission for students.
- The Seahawk newspaper has been serving the UNC Wilmington community since 1948. It is a full color publication written, composed, and edited entirely by UNCW students. The paper circulates 3,000 print editions bimonthly at more than 60 locations on campus and around Wilmington. The Seahawk has expanded its social media reach and now has close to 2000 followers. Last year, the Seahawk had the second most influential Twitter account associated with the University.
- Atlantis, a magazine of literature and the arts, publishes three times a year. Atlantis is a 2010 Columbia Scholastic Press Association Gold Medalist publication.
- TealTV airs a biweekly campus news program, "Seahawk Central News," and a biweekly sports program, "Seahawk Central Sports," on TimeWarner Cable channel 5, via UNCW-TV. *TealTV* successfully produced 16 episodes of Seahawk Central News last year, plus several side projects, and experienced a 50% to 100% increase in duration of each show.
- Student Media Sales & Marketing is a team of students providing advertising sales, design assistance and publicity. It is in its fifth successful year of operation.
- Flicker Film Society founded in 2004, and is a group of talented, motivated students who produce original films from start to finish. The Flicker Film Society annually hosts the 48-hour video race and the Reel Teal Film Festival.
- Also under the banner of UNCW Student Media is Hawkstream Radio, a fledgling streaming radio station, and the UNCW Photography Club.

Student Leadership and Civic Engagement

- The Center for Leadership Education and Service provides leadership-development programs, such as Leadership UNCW and community-service programs such as American Red Cross Blood

Drives, Adopt-A-Family Thanksgiving program, the annual Halloween Carnival for local children, Hunger and Homelessness Awareness Week, and Fall and Spring Break service trips.

- UNCW students completed 62,660 hours of community service and service-learning hours during the 2011-2012 academic year.
- Ninety-seven students completed 298 Leadership UNCW certificates, and 2,392 students participated in 169 Leadership UNCW workshops during the 2011-2012 academic year.

Student Mental and Physical Health

- There 13,433 medical visits in 2011-2012. This represents a 4% decrease since the previous year, mainly due to the lack of a flu season.
- There were 5,698 prescriptions to students in 2011-2012. This represents a 20% increase since the previous year.
- Health promotion had a number of new initiatives in in the 2011-2012 academic year. One of these was Random Acts of Wellness (RAW), which ran throughout the year. RAW finds peers heading out on campus one day per month with a treat for students, perhaps a bag with a granola bar, piece of fruit or sunscreen and chap-stick along with a healthy message.
- In the academic year 2011-2012, Abrons Student Health Center held 185 Health Promotion programs and 225 Individual Nutrition Consults reaching a total of 13,713 students.
- The Counseling Center scheduled more than 3,713 appointments for students during 2011-2012. Included in that number were 200 contacts for walk-in or crisis-intervention assistance.
- 7% of UNCW students utilized the Counseling Center's in-office services (based on 13,000). The most common presenting concerns:
 - Anxiety/stress
 - Self confidence
 - Expressing feelings
 - Depression
- Preventive outreach programs provided information and programming on psychologically related topics for over 6,500 individuals within the campus community.

- Campus consultation services continued to be highly utilized by parents and the campus community.
- InHarmony, the Center's mind-body initiative continues to develop and expand available programs. Meditation, mindfulness, stress reduction and dream interpretation are among the programs provided. A total of 126 individuals participated in meditation programs over the fall and spring semesters last year.
- The Counseling Center is accredited by the International Association of Counseling Services (IACS)

Violence Prevention and Response

- Sexual assault and relationship violence are the most underreported crimes. Nationally, it is estimated that 25% of women will be the victim of an attempted or completed sexual assault before they are 24 years old. Estimates of violence in college-dating relationships range from 25% to 50%. In one study, 13% of college women experienced stalking in a seven-month period.
- In 2011-2012, CARE provided over 809 hours of confidential consultations on issues of relationship violence, sexual assault, stalking, or harassment. Additionally, in 2011-2012, CARE provided 175 programs, in classes, to student groups, for faculty and staff, and to the general UNCW or Wilmington community.

Student Use of Alcohol/Drugs

- Many new students on college campuses have experience using alcohol and other drugs. At UNCW, 67% of new students have tried alcohol before their 18th birthday, 49% have tried tobacco, and 43% have tried marijuana.
- Alcohol is the primary drug of abuse among students at UNCW, like most other campuses. 85.31% of students have used alcohol in the last 12 months and 49.08% of students have engaged in high-risk or binge drinking (defined at five or more drinks in one sitting) in the last two weeks. 18.9% have engaged in binge-drinking three or more times in the past two weeks.

- Marijuana is the most common illicit drug. 24.73% of UNCW students have used marijuana in the last 30 days. Prescription drug abuse has emerged as the next most common drug of abuse. Drugs of concern include Adderall and Ritalin, Xanax, and prescription painkillers like Oxycontin, Percocet, or Demerol. 24.85% of UNCW students have used a prescription drug not prescribed to them in the last 30 days.
- Only 24.75% of UNCW students have used tobacco in the last month, including 8.25% who smoke everyday or almost everyday. However, 3 in 5 of the current smokers reported that they would like to stop smoking now. 74% say they want to quit before graduation.
- The desire to quit smoking is the number one walk-in issue in the CROSSROADS office. The second most common reason is how to help a friend who is drinking too much.
- CROSSROADS, UNCW's Substance Abuse Prevention and Education Program, offers confidential consultation to students, faculty, parents and the community and delivers programs throughout the year in classrooms, to student groups and to the UNCW campus in general.

Conduct System

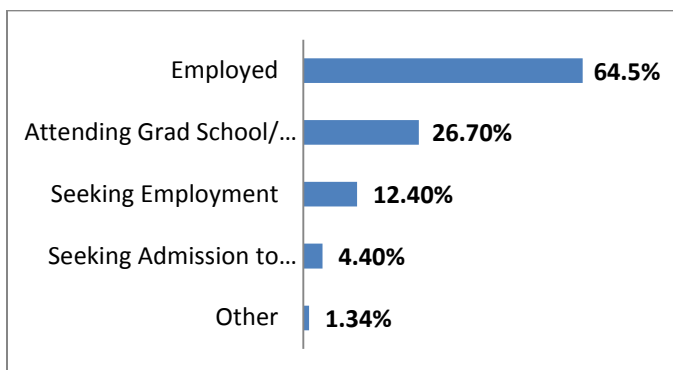
- During the 2011-2012 academic year, the Office of the Dean of Students adjudicated 1,217 conduct cases. Conduct sanctions included: written reprimand (462), disciplinary probation (289), and suspension from the university (31) among other sanctions.
- Alleged possession or use of alcohol accounted for 56.5% of all student conduct cases. Less than 12.4% involved the possession or use of marijuana or other drugs.
- There were 140 cases of reported academic dishonesty: 90 for cheating and 50 for plagiarism. 105 of the 140 students were found to be responsible for their offense.

Careers & Employment

- Students met with career counselors for 3,678 individual sessions during the 2011-2012 academic year. There were 2,759 unique student visitors to the Career Center for student appointments last year. This represents 21% of the student population.
- Of the students who evaluated this service, the average response was 3.84 with 1 being 'Strongly Disagree' and 4 being 'Strongly Agree' for the statement, "My counselor helped me meet my career or job search needs."
- Last year, the Career Center presented more than 315 career programs in classes and student-organization meetings and sponsored 21 major career events. These outreach efforts resulted in more than 8,789 student contacts throughout the year.
- Virtual career services continue to be very popular with UNCW students, with the Career Center website receiving more than 79,000 visitors who viewed 295,711 web pages for Fall 2011.
- Undergraduate UNCW students worked in 979 part-time positions on campus each month. Graduate students filled another 446 campus positions.
- During 2011-2012, 4,098 internships and jobs were posted for students in UNCW's online job listing program, SeaWork. Within SeaWork, students had access to a total of 273,495 job listings. UNCW students participated in over 2,000 applied-learning experiences (internships and directed individual study projects) for academic credit.

Where UNCW Undergraduates Are Now

UNCW graduates are surveyed approximately five months after their graduation to identify their first destination. A summary of the data for May 2010 through May 2011 is below.



(percentages reflect some multiple responses.)

Division of Student Affairs

List of Departments

- Abrons Student Health Center
- Campus Activities and Involvement
- Campus Life
- Campus Life Arts and Programs
- Campus Recreation
- Career Center
- Center for Leadership Education & Service
- Counseling Center
- Crossroads-CARE
- Disability Resource Center
- Housing & Residence Life
- Office of the Dean of Students
- Student Life Assessment, Research and Planning
- Student Media Services
- Transition Programs
- University Learning Center
- University Testing Services

Student Employees

Work Assist	880
Work Study.....	20
Graduate Assistants	44
Total	944

Total Employees

Professional	106
Administrative	49
Total	155

Division Budget

Fees	89%
State	11%
Total	100%

Facilities

Student Recreation Center

Fisher University Union

Fisher Student Center

Warwick Center

Burney Center

DePaolo Hall

Housing and Residence Life

- Honors House
- International House
- Galloway Hall
- Belk Hall
- Hewlett Hall
- Graham Hall
- Schwartz Hall
- Apts. A-M
- Suites O-U
- Seahawk Landing
- Seahawk Village
- Seahawk Crossing
- Housing & Residence Life Office