

University of North Carolina
at Chapel Hill
Undergraduate Enrollment Growth Study

Interim Report

Presented to the Board of Trustees
March 27, 2008

ART & SCIENCE
GROUP L.L.C.

Why focus on top North Carolinians?

- **The strength of the UNC-Chapel Hill undergraduate student body depends largely on the strength of its North Carolinians**
- **UNC-Chapel Hill already attracts an exceptionally high percentage of top North Carolinians of all backgrounds and races**
 - **For Fall 2007, among all NC high-school seniors with 1300+ SAT, 73% applied and 39% enrolled**
 - **Among all NC seniors with 1400+ SAT, 86% applied and 45% enrolled**
- **The University's ability to attract top North Carolinians has improved substantially over the last five years, to the point where this group should be considered a mature market**
 - **For Fall 2007, only 191 North Carolinians who scored 1400+ did not apply to UNC-Chapel Hill**
 - **Only 11 American Indian, African American, and Hispanic students who scored 1400+ did not apply**

Why focus on top North Carolinians, cont.



- **The A&S study already shows that the competition for these students is with top-ranked, mid-sized institutions (6-7000 undergraduates), so size may be a factor**
- **This market is unlikely to grow substantially: the number of top SAT scorers in North Carolina has shown little change over the past ten years**

Preview: original research

- To complete our second and third assignments—how growth might affect the entering class, and what the University might do to shape this impact—A&S is surveying students in the Fall 2008 first-year pool
- Study seeks to understand
 - Why prospective students do or do not apply
 - Why admitted students do or do not enroll
 - How these decisions are influenced by the size of the University and by elements of the undergraduate experience—for example, relationships with professors, availability of classes and Honors, perceived quality of fellow students
 - Who the competition is, and how increases in enrollment or changes in the undergraduate experience might change the University’s position among its competitors
- This research is by far the most significant piece of the A&S study, and will be completed this summer, after enrollment decisions

Evaluation of growth projections

- **A&S has evaluated 10-year projections of growth in the numbers of high-school graduates made by UNC General Administration (GA) and the Western Interstate Commission on Higher Education (WICHE)**
 - **A&S believes the three-part analysis GA uses to arrive at its projections is sound, especially in regard to race and ethnicity**
 - **The most recent WICHE projections—released last week—suggest that the overall increase will be somewhat lower than GA has projected**
 - **Both WICHE and GA projections do not include academic preparation and therefore have limited predictive value for the quality of high school graduates who will be considering more selective institutions**

Projected change in North Carolina

- In North Carolina, the number of high school graduates will peak in 2008-09 and grow only slightly through 2010-11
- From 2011-12 through 2017-18, that number will increase more rapidly – by nearly 21% over 2007-08
- The shift in national demographics will be felt even more strongly in North Carolina. Among public HS graduates:
 - Hispanics increase dramatically – by 377%
 - Asian Americans increase – by 72%
 - African Americans increase slightly – by 9%
 - American Indian / Alaskan Natives increase slightly – by 6%
 - White non-Hispanics remain nearly the same – by 1%

Impact of possible growth on entering class

- As a preliminary measure before A&S original research is completed, A&S and Admissions have simulated the likely impact of growth using the Fall 2007 pool as a baseline
- The following projections simulate likely admissions decisions by employing criteria currently used to evaluate candidates: high-school grades and course of study; standardized testing; extracurricular activities; and residency
- These projections assume that the undergraduate and graduate shares of total enrollment will remain 62% and 38%, respectively
- They also assume that yields of admitted students will stay at their current strong levels (56% overall, 69% for North Carolinians)

Projected impact on entering first-year class

Preliminary projection based using Fall 2007 as baseline

	Fall 2007	33,000	35,000
Enrollment goal	3,895	4,493	4,793
Students admitted	6,993	7,984	8,465
Average SAT	1337	1327	1321
Average AP courses	6.25	5.95	5.87
% in Top 5%	60.1%	57.6%	55.7%
% in Top 10%	80.2%	78.2%	76.7%