



May 19, 2021, 3:20PM

Zoom teleconference hosted in Hill Ballroom, Carolina Inn

OPEN SESSION

FOR INFORMATION ONLY

(No formal action is requested at this time)

1. Chair Remarks
Chuck Duckett, Committee Chair
2. Faculty Update
Mimi Chapman, Chair
3. Graduate and Professional Student Government Update
Ryan Collins, President Emeritus
4. Employee Forum Update
Shayna Hill, Chair
5. Admissions and Enrollment Update
Rachelle Feldman, Interim Vice Provost for Enrollment

Some of the business to be conducted is authorized by the N.C. Open Meetings Law to be conducted in closed session.

COMMITTEE MEMBERS

Charles (Chuck) G. Duckett, Chair

Teresa Artis Neal, Vice Chair

Richard Y. Stevens, ex-officio

Jefferson (Jeff) W. Brown

Haywood D. Cochrane Jr.

Kelly Matthews Hopkins

Lamar Richards

Ralph W. Meekins, Sr.

G. Munroe Cobey

Administrative Liaison:

Bob Blouin, Executive Vice Chancellor and Provost

Undergraduate Admissions Update and Enrollment Growth

Presentation for Board of Trustees

University Affairs Committee

May 19, 2021



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

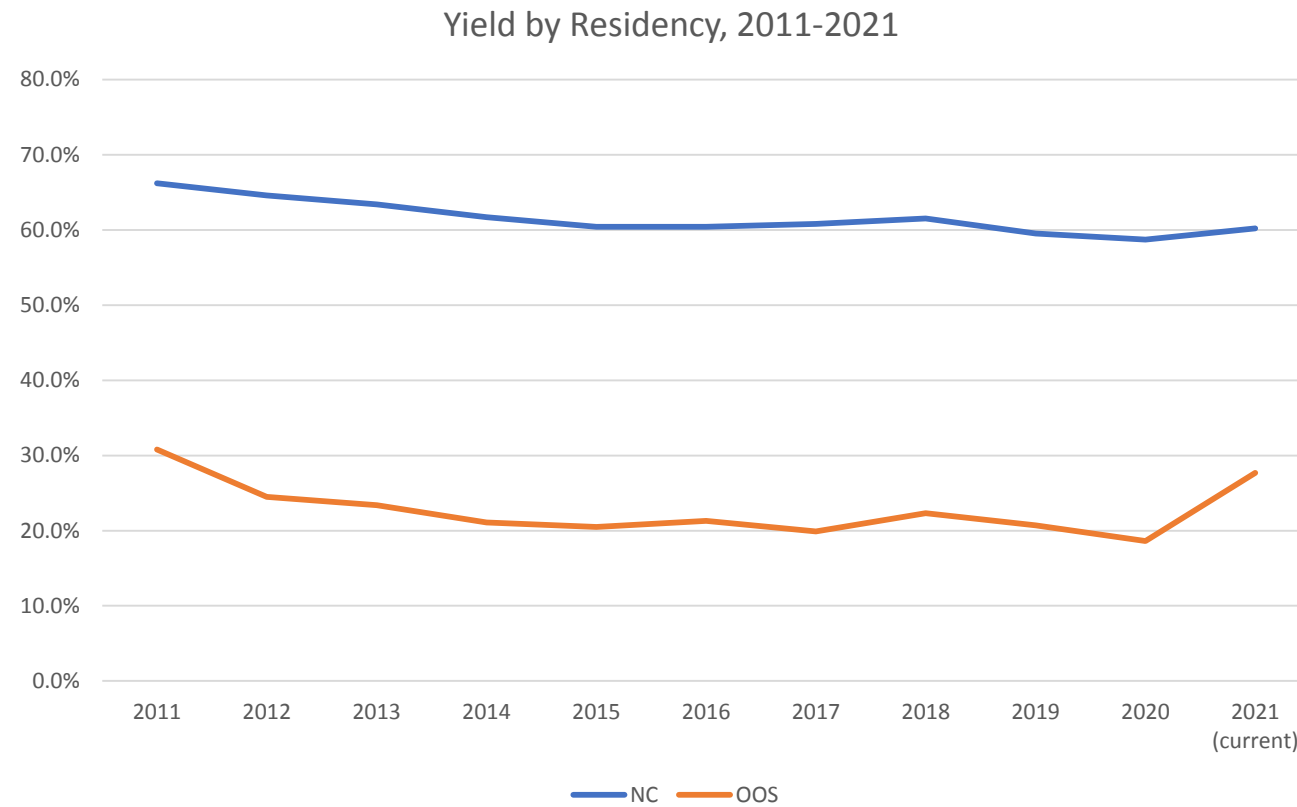
Fall 2021 First-Year Class

Nearly 54,000 applications - 21% increase

	2021		2020		Admits	Enrolls	Yield
	ADMITS	ENROLLS	ADMITS	ENROLLS	CHANGE (#)	CHANGE (#)	CHANGE (%)
NC Resident	6,220	3,735	6,145	3,716	75	19	-0.5%
Non-Resident	4,090	1,133	4,132	933	-42	200	5.1%
Total	10,310	4,868	10,277	4,649	33	219	2.0%

*Preliminary numbers as of May 2021 vs. May 2020. Final enrollment for 2020 was 4,444.

Fall 2021 First-Year Class



Looking Ahead

- Closely monitor summer cancellations
 - Peer institutions reporting similar out-of-state yield spikes
 - Families say they have submitted multiple deposits
- Promote summer school
- Welcome and support the success of another outstanding class!

Enrollment Growth



Committee Members

Rachelle Feldman

Interim Vice Provost of Enrollment (Chair)

Principles for Growth

- Support Carolina Next
- Be sustainable and financially sound
- Maintain the Carolina brand
- Maximize the experience in and out of the classroom
- Enhance the talent, contributions, and academic profile
- Support North Carolina

Constraints and Considerations

- Student Support Services
- Housing and Dining Capacity
- General Education Curriculum and Class Offerings
- Demand for STEM majors and Professional Schools
- North Carolina Applicant Demographics
- Financial Considerations

Building on Past Growth

Year	Undergraduate					Total Enrollment
	DEGREE TOTAL	NON-DEGREE	UG TOTAL	GRADUATE	PROFESSIONAL	
2001	15,414	430	15,844	7,334	2,316	25,494
2010	17,943	636	18,579	8,325	2,486	29,390
2020	19,276	119	19,395	8,214	2,483	30,092
Growth Since 2001	3,862	-311	3,551	880	167	4,598
% Growth Since 2001	25.1%	-72.3%	22.4%	12.0%	7.2%	18.0%

Recommendations

- NC early college students and transfer students with an Associate degree
- Global students
- Carolina Global Launch
- High-demand programs through transfers and online options
- Joint undergraduate/graduate programs

Annual evaluation and revised recommendations
Additional revenue growth through summer and online coursework



Smart Growth

ENTERING CLASSES ACADEMIC YEARS 2021–2026

	Additional First-Year Students		Additional Transfer Students			Potential Total Growth
	NC EARLY COLLEGE	INTERNATIONAL	CAROLINA GLOBAL LAUNCH	NC WITH ASSOCIATE DEGREE	DEGREE COMPLETION (<i>Professional Schools</i>)*	TOTAL ADDITIONAL PER ENTERING CLASS
Total 2021-2026	50-70	15-25	105-175	80-125	150-270	410-690

Thank You



THE UNIVERSITY
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Undergraduate Scholarships at Carolina

Presentation for Board of Trustees

University Affairs Committee

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Role of Enrollment



Build our community

EXCEPTIONAL ACHIEVEMENT
IN-OR-OUT OF THE CLASSROOM

KINDNESS

INTELLECTUAL CURIOSITY

OPENNESS TO NEW CULTURES
AND NEW OR OPPOSING IDEAS

IMPACT ON COMMUNITY



Recruit, admit and enroll

CREATIVITY

HONESTY & INTEGRITY

MOTIVATION

HISTORY OF OVERCOMING
OBSTACLES OR SETBACKS

CHARACTER



Nominate, review and award

TALENT FOR BUILDING BRIDGES
ACROSS DIVISIONS IN SCHOOL OR
COMMUNITY OR AMONG INDIVIDUALS
FROM DIFFERENT BACKGROUNDS

ADVENTUROUS

OVERCOMING HARDSHIP

COURAGE

ENTREPRENEURSHIP/INNOVATION

GRIT



Partner with programs

IMPACT ON SCHOOL/COMMUNITY

INITIATIVE/DRIVE

BRILLIANCE

FUTURE AMBASSADOR OF UNC

LEADERSHIP

KINDNESS/COMPASSION

SOCIAL JUSTICE

Role of Scholarships at Carolina

- Building the Class
- Meeting Strategic Enrollment Goals
- Attracting Talent
- Strengthening Diversity



Types of Scholarships

- Athletic and Talent
- Academic
- Need Based
- Combinations of the above



Types of Scholarships

- Directed/Coordinated by the Office of Scholarships and Student Aid within the Enrollment Division

UNC Scholars Programs: Carolina, Col. Robinson, Johnston and Pogue

Wood Scholarships, Innovation Scholarships

Honors Scholarships

Covenant; Red, White and Carolina Blue
Blue Sky

- Other campus-run scholarships
- External Foundations



We Invest in Talent

OFFICE OF SCHOLARSHIPS AND STUDENT AID SCHOLARSHIP RECIPIENTS 2020-21

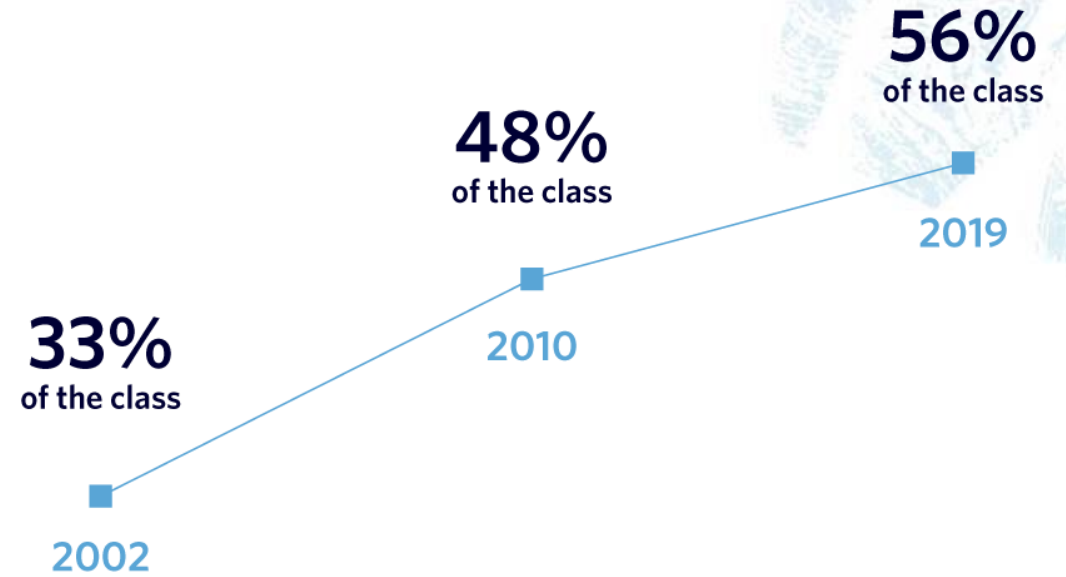
(Excluding Morehead-Cain and Robertson Scholars)

Incoming	177 recipients	\$1,584,342
Returning	614 recipients	\$6,709,012
Total	811 recipients	\$8,293,354

How are we doing?

Over the past two decades, we have dramatically increased the percentage of the class who are NC residents and either have a top test score (1450+ SAT or 32+ ACT) and/or who are ranked within the top 3% of their graduating class.

For the past decade we have consistently maintained 1/3 market share of the top 3% of graduates in all of North Carolina.



How are we doing?

	Yield	Number of students
All MC winners, finalists, and semifinalists	59.3%	172 of 290
<i>MC winners</i>	<i>78.6%</i>	<i>81 of 103</i>
<i>MC finalists if offered University scholarship</i>	<i>37.5</i>	<i>3 of 8</i>
<i>MC finalists with no other scholarship</i>	<i>38.6</i>	<i>12 of 42</i>
<i>MC semifinalists offered University scholarship</i>	<i>50.0%</i>	<i>12 of 24</i>
<i>MC semifinalists with no other scholarship</i>	<i>57.0%</i>	<i>65 of 114</i>
University Scholarship Winners (excluding solely need-based)	54.3%	214 of 394
<i>Full ride scholarship</i>	<i>44.3%</i>	<i>31 of 70</i>
<i>Partial scholarship</i>	<i>56.5%</i>	<i>183 of 324</i>
Overall University Yield	42.5%	

Where are full-scholarship students enrolling if not Carolina?

82%

attended a
Private, highly-
ranked University

Yale



Stanford



Duke
UNIVERSITY



What we need help on

- Raise additional funding - four-year renewable scholarships, flexible scholarships, study abroad opportunities, and research opportunities.
- Identify opportunities for student internships and better highlight how Carolina prepares for next steps.
- Expand partnerships with external foundations to enhance recruitment to Carolina based on the entire university experience

Thank You



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