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.
Undergraduate Admissions Update and Enrollment Growth

Presentation for Board of Trustees
University Affairs Committee
May 19, 2021
Fall 2021 First-Year Class

Nearly 54,000 applications - 21% increase

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2020</th>
<th>Admits</th>
<th>Enrolls</th>
<th>Admits</th>
<th>Enrolls</th>
<th>CHANGE (#)</th>
<th>CHANGE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NC Resident</td>
<td>6,220</td>
<td>3,735</td>
<td>6,145</td>
<td>3,716</td>
<td>75</td>
<td>19</td>
<td>-0.5%</td>
<td></td>
</tr>
<tr>
<td>Non-Resident</td>
<td>4,090</td>
<td>1,133</td>
<td>4,132</td>
<td>933</td>
<td>-42</td>
<td>200</td>
<td>5.1%</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>10,310</td>
<td>4,868</td>
<td>10,277</td>
<td>4,649</td>
<td>33</td>
<td>219</td>
<td>2.0%</td>
<td></td>
</tr>
</tbody>
</table>

*Preliminary numbers as of May 2021 vs. May 2020. Final enrollment for 2020 was 4,444.
Fall 2021 First-Year Class

Yield by Residency, 2011-2021

0.0%  10.0%  20.0%  30.0%  40.0%  50.0%  60.0%  70.0%  80.0%


NC  OOS
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

<table>
<thead>
<tr>
<th>Year</th>
<th>Undergraduate</th>
<th>Total Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Degree Total</td>
<td>Non-Degree</td>
</tr>
<tr>
<td>2001</td>
<td>15,414</td>
<td>430</td>
</tr>
<tr>
<td>2010</td>
<td>17,943</td>
<td>636</td>
</tr>
<tr>
<td>2020</td>
<td>19,276</td>
<td>119</td>
</tr>
<tr>
<td>Growth Since 2001</td>
<td>3,862</td>
<td>-311</td>
</tr>
<tr>
<td>% Growth Since 2001</td>
<td>25.1%</td>
<td>-72.3%</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th></th>
<th>Additional First-Year Students</th>
<th>Additional Transfer Students</th>
<th>Potential Total Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NC EARLY COLLEGE</strong></td>
<td><strong>INTERNATIONAL</strong></td>
<td><strong>CAROLINA GLOBAL LAUNCH</strong></td>
<td><strong>NC WITH ASSOCIATE DEGREE</strong></td>
</tr>
<tr>
<td><strong>Total 2021-2026</strong></td>
<td>50-70</td>
<td>15-25</td>
<td>105-175</td>
</tr>
</tbody>
</table>
Thank You
Undergraduate Scholarships at Carolina

Presentation for Board of Trustees
University Affairs Committee
May 19, 2021
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)

<table>
<thead>
<tr>
<th></th>
<th>Recipients</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incoming</td>
<td>177</td>
<td>$1,584,342</td>
</tr>
<tr>
<td>Returning</td>
<td>614</td>
<td>$6,709,012</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>811</strong></td>
<td><strong>$8,293,354</strong></td>
</tr>
</tbody>
</table>
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?

<table>
<thead>
<tr>
<th>Category</th>
<th>Yield</th>
<th>Number of students</th>
</tr>
</thead>
<tbody>
<tr>
<td>All MC winners, finalists, and semifinalists</td>
<td>59.3%</td>
<td>172 of 290</td>
</tr>
<tr>
<td><strong>MC winners</strong></td>
<td>78.6%</td>
<td>81 of 103</td>
</tr>
<tr>
<td><strong>MC finalists if offered University scholarship</strong></td>
<td>37.5</td>
<td>3 of 8</td>
</tr>
<tr>
<td><strong>MC finalists with no other scholarship</strong></td>
<td>38.6</td>
<td>12 of 42</td>
</tr>
<tr>
<td><strong>MC semifinalists offered University scholarship</strong></td>
<td>50.0%</td>
<td>12 of 24</td>
</tr>
<tr>
<td><strong>MC semifinalists with no other scholarship</strong></td>
<td>57.0%</td>
<td>65 of 114</td>
</tr>
<tr>
<td>University Scholarship Winners (excluding solely need-based)</td>
<td>54.3%</td>
<td>214 of 394</td>
</tr>
<tr>
<td><strong>Full ride scholarship</strong></td>
<td>44.3%</td>
<td>31 of 70</td>
</tr>
<tr>
<td><strong>Partial scholarship</strong></td>
<td>56.5%</td>
<td>183 of 324</td>
</tr>
<tr>
<td><strong>Overall University Yield</strong></td>
<td>42.5%</td>
<td></td>
</tr>
</tbody>
</table>
Where are full-scholarship students enrolling if not Carolina?

82% attended a Private, highly-ranked University

Yale, Harvard, Princeton, Stanford, Duke, Rice, Vanderbilt
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