Great Care

3,914 enrolled
7,847 admitted
29,497 applied
56,390 visited

= 1,000 students
Great Care: Visited

Greeting — good or excellent  93.1%
Friendliness — good or excellent  95.6%
Great students — agree or strongly agree  93.4%
Great Care: Applied

Total First-Year Applicants

- 2007
- 2008
- 2009
- 2010
- 2011
- 2012

- 29,497 applications
- 71,640 individual reads

+80% +31% +35% +35% +42% +23%

+48% +6% +10% alum +25% non-alum
Great Care: Admitted

17 on-campus programs

1,776 students attended Explore Carolina

69 students attended with help from a travel grant

9 special opportunities

Honors Carolina
Assured Enrollment in Business
Assured Enrollment in Education
Assured Enrollment in Journalism
Carolina Research Scholars Program
First Year Fellows
First Year Service Corps
Summer Research Fellows
Summer Study Abroad Fellows

5,200 phone calls from ambassadors
## First-Year Class: Academics

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Top 10 percent</strong></td>
<td>76.7%</td>
<td>79.8%</td>
<td>78.8%</td>
</tr>
<tr>
<td><strong>Top 10 students</strong></td>
<td>40.6%</td>
<td>42.9%</td>
<td>43.2%</td>
</tr>
<tr>
<td><strong>Valedictorian/salutatorian</strong></td>
<td>12.2%</td>
<td>12.1%</td>
<td>12.6%</td>
</tr>
<tr>
<td><strong>SAT—average</strong></td>
<td>1302</td>
<td>1300</td>
<td>1304</td>
</tr>
<tr>
<td><strong>—middle 50%</strong></td>
<td>1230-1390</td>
<td>1210-1410</td>
<td>1220-1400</td>
</tr>
<tr>
<td><strong>—1400+</strong></td>
<td>23.5%</td>
<td>22.4%</td>
<td>22.7%</td>
</tr>
</tbody>
</table>
First-Year Class: Demographics

- 17.6% first-generation
- 12.0% Carolina Covenant Scholars
- 1.9% international
- 96 counties, 43 states, 28 countries
- 41.3% men
First-Year Class: Engagement

- 96 percent served the community
- 75 percent played a sport
- 65 percent founded an organization, captained a sport, or served as class, club, or student-body president
- 57 percent participated in the arts
- 53 percent traveled outside their home country
- 26 percent conducted original research
Transfer Class: Summary

Academics
- 3.7 average college GPA
- 1249 average SAT
- 29.0% top 10 percent in HS
- 27.4% from NC community colleges

Demographics
- 28.7% first-generation
- 13.7% Covenant Scholars
- 10.7% international
- 24.2% non-traditional
Our Competition

How many of our students are also admitted to a higher-ranked school?

- All Students: 44%
- OOS: 68%
- NC 1400+: 49%
- Underrepresented: 51%

How many of these students choose to enroll at Carolina?

<table>
<thead>
<tr>
<th>Category</th>
<th>Enrolled at Carolina</th>
<th>Enrolled at higher-ranked school</th>
<th>Enrolled elsewhere</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Students</td>
<td>30%</td>
<td>47%</td>
<td>23%</td>
</tr>
<tr>
<td>OOS</td>
<td>19%</td>
<td>55%</td>
<td>26%</td>
</tr>
<tr>
<td>NC 1400+</td>
<td>35%</td>
<td>44%</td>
<td>21%</td>
</tr>
<tr>
<td>Underrepresented</td>
<td>25%</td>
<td>54%</td>
<td>21%</td>
</tr>
</tbody>
</table>