



2009-2010 Annual Report
Advisory Committee on Undergraduate Admissions
February 18, 2011

Members: Bobbi Owen, Chair (Senior Associate Dean for Undergraduate Education, College of Arts and Sciences); Evelyn Daniel (School of Information and Library Science); Reginald Hildebrand (Division of Social Sciences, College of Arts and Sciences); Tim Marr (Division of Humanities and Fine Arts, College of Arts and Sciences); William McDiarmid (School of Education); M. Layna Mosley (Division of Social Sciences, College of Arts and Sciences); Mitch Prinstein (Division of Natural Sciences, College of Arts and Sciences); David Ravenscraft (Kenan-Flagler Business School); J. Steven Reznick (Natural Sciences Division, College of Arts and Sciences); Jennifer L. Smith (Division of Humanities and Fine Arts, College of Arts and Sciences).

Ex officio members: Carolyn Cannon (Associate Dean, Academic Advising, College of Arts and Sciences); Harold Woodard (Associate Dean, Center for Student Success and Academic Counseling, College of Arts and Sciences); Melissa Exum (Dean of Students, Division of Student Affairs); Stephen Farmer (Associate Provost and Director, Undergraduate Admissions); Roberta Kelly (Interim University Registrar); Dan Thornton (Associate Director, Scholarships and Student Aid); Lynn Williford (Assistant Provost and Director, Institutional Research and Assessment).

Ad hoc members: John Evans (Kenan-Flagler Business School); Napoleon Byars (School of Journalism and Mass Communication); James Kessler (Disability Services); Theresa Maitland (Academic Success Program, Learning Center).

Members leaving committee during past year: Peter Coclanis, (Division of Social Sciences, College of Arts and Sciences); Jose-Marie Griffiths (School of Information and Library Science); Lillie Searles (Natural Sciences Division, College of Arts and Sciences).

Meetings during past year: September 8, 2009; November 10, 2009; January 12, 2010; March 2, 2010; April 20, 2010.

Report prepared by: Bobbi Owen (Senior Associate Dean for Undergraduate Education, College of Arts and Sciences); Stephen Farmer (Associate Provost and Director, Undergraduate Admissions).

Report of activities (see summary and additional statistics, attached):

1. Approved the elimination of the paper application for undergraduate admission.
2. Approved a charge and a set of operating procedures for the Subcommittee on Athletics Admissions (see Attachment A).

3. Discussed new guidelines developed by the Graduate School regarding the development of dual bachelor-master programs.
4. Met with members of the Academic Plan Steering Committee to discuss priorities for the new academic plan.
5. Discussed the impact of ConnectCarolina on prospective students and on the efficiency and effectiveness of the Office of Undergraduate Admissions.
6. Directed the Office of Undergraduate Admissions to develop a proposal to increase the undergraduate enrollment deposit, and to present this proposal for the committee's consideration during 2010-2011.
7. Advised the Office of Undergraduate Admissions on how to improve the experience of prospective students when they register for campus tours and visit campus.
8. Encouraged the Office of Undergraduate Admissions to seek membership in the Common Application.
9. Received the profile of the class entering in Fall 2009 semester; results from the Fall 2009 admitted-student survey; a preliminary report on Fall 2010 applications and admissions; the final report of the Enrollment Excellence Task Force; and updates on programs previously approved, including assured admission for sophomore transfer students and assured enrollment in the Kenan-Flagler Business School and the School of Journalism and Mass Communication.

Addendum—report of 2010-2011 activities to date

1. Offered advice about the identification of candidates for merit-based scholarships.
2. Received and approved a proposal to increase the undergraduate enrollment deposit from \$100 to \$250, effective for candidates enrolling in Fall 2011 semester.
3. Discussed in detail how the admissions committee evaluated the credentials of a sample candidate for first-year admission.
4. Discussed whether the University should develop a pilot program to enroll a small class of entering students during the Spring semester.
5. Received the profile of the class entering in Fall 2010 semester; an update regarding the work of the Enrollment Excellence Implementation Committee; and reports from the Carolina College Advising Corps and the C-STEP program.

Attachment A—Subcommittee on Athletics Admissions

Charge

Operating under the authority of the Faculty Advisory Committee on Undergraduate Admissions, the Subcommittee on Athletics Admissions is charged with advising the Office of Undergraduate Admissions on the admission of prospective student-athletes.

Specifically, the Faculty Advisory Committee charges the Subcommittee with:

- Recommending to the Faculty Advisory Committee policies regarding athletics admissions that are consistent with the mission of the University and with policies established by the UNC-Chapel Hill Board of Trustees and the UNC-system Board of Governors.
- Establishing admissions procedures for prospective student-athletes that maintain the academic integrity of the University; respect the competitiveness of admission to Carolina; recognize the contributions that athletically talented students can make to the education and the experience of everyone within the campus community; and encourage the eventual success, as students and citizens, of those candidates who are admitted and enroll.
- Reviewing the credentials and circumstances of prospective student-athletes who (a) fall below the threshold established by the Subcommittee for “committee cases,” (b) involve issues that might go against community standards for academic or personal behavior, or (c) fail to meet the minimum course or admissions requirements of the UNC system.
- Advising the Office of Undergraduate Admissions on the capacity of the students described above to succeed academically and personally at the University, both individually and as a class.
- Reviewing and understanding the success or failure of past decisions made by the Subcommittee on Athletic Admissions.
- Reporting activities, decisions, and outcomes to the Faculty Advisory Committee at least once per academic year.

Procedures

1. The chair is responsible for moderating committee meetings and for ensuring that all members have ample opportunity to voice their opinions and their questions.
2. Recommendations regarding the admission of prospective student-athletes require a vote of the committee by show of hands. At the request of any committee member, voting will be conducted by secret ballot. With the exception of the Associate Dean for Academic Advising, only faculty members may vote.
3. For cases that require a decision before the full committee can meet, the committee authorizes the chair, in consultation with the Office of Undergraduate Admissions and one or more committee members, to approve the case or convey the information to the full subcommittee by secure electronic transmission for a full committee vote. Decisions authorized by the chair will be reported at the next regularly scheduled committee meeting.

4. Before each meeting, all members of the committee, including non-voting members, will receive and review the credentials of the prospective student-athletes who are on the agenda.

5. At the beginning of each meeting, the committee will discuss the cases individually, as a group, and in light of cases previously reviewed. As part of this discussion, representatives of the Office of Undergraduate Admissions will present background information about each candidate's curriculum, academic performance, test scores, and high school, as well as any other information they consider necessary for a full and fair consideration of the candidate.

6. Representatives from the athletic teams will then present each candidate, focusing on the student-athlete's academic history and potential, character and personal circumstances, expected contribution to the team, and any other information that they believe will help the committee see the candidate in the appropriate context. The athletic representatives will also respond to any questions posed by the committee. These questions will normally range widely and may include, for example, requests for information in the following areas:

- The student-athlete's academic history, character, and work ethic;
- The performance of the team's previous committee cases, both as students and as citizens at the University, and the ways in which the student-athlete is similar to or different from these previous cases;
- The extent to which the team is prepared to support the student-athlete academically and personally, given the likely needs of the individual candidate and the team's entering class as a whole; and
- The approach that the coaching staff takes in setting academic standards, monitoring performance, and intervening to assure acceptable outcomes.

While team representatives are present, committee members will direct all questions and discussion to them and not to other members of the committee.

7. Following these presentations, the committee will discuss each candidate and vote to recommend one of the following actions to the Office of Undergraduate Admissions:

- Offer admission to the student-athlete, provided he or she establishes and maintains ACC and NCAA eligibility and meets any additional conditions that may be specified by the committee;
- Deny admission to the student-athlete;
- Defer action until more information can be gathered.

Ordinarily, a vote to defer action should specify what information the committee will require in order to decide whether to admit or deny the student-athlete, as well as when the committee will reconsider the candidate's credentials.

8. Following the vote, the Office of Undergraduate Admissions will consider the committee's recommendation in making its decision regarding the candidate. The office will communicate both its decision and the committee's recommendation to the athletic department.

9. At least once per year, the committee will review the progress of past committee cases, the screening used to decide what cases come before the committee, and the approaches used by each athletic program to ensure the success of future committee cases.

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

First-Year and Transfer Class Data, 2006-2010

I. Application Data

	APPLIED					ADMITTED					ENROLLED				
	2006	2007	2008	2009	2010	2006	2007	2008	2009	2010	2006	2007	2008	2009	2010
ALL FIRST-YEAR															
Total	19,736	20,064	21,507	23,047	23,271	6,734	6,993	7,309	7,342	7,559	3,816	3,895	3,864	3,960	3,960
% Change	5.51	1.66	7.19	7.16	0.97	0.00	3.85	4.52	0.45	2.96	1.73	2.07	-0.80	2.48	0.00
FIRST-YEAR BY CATEGORY															
In-State	8,838	9,155	9,287	9,537	9,469	4,559	4,551	4,586	4,496	4,735	3,110	3,132	3,097	3,117	3,153
Out-of-State	10,898	10,909	12,220	13,510	13,802	2,175	2,442	2,723	2,846	2,824	706	763	767	843	807
African-American	2,471	2,301	2,556	2,693	2,831	823	804	836	855	812	470	434	417	448	410
Asian-American	1,970	2,239	2,584	2,958	3,442	617	709	807	856	944	287	302	335	352	426
Native-American	98	105	108	135	207	50	53	58	64	88	32	35	31	45	46
Hispanic	833	860	1,111	1,191	1,465	400	446	504	532	614	205	221	218	234	270
ALL TRANSFER															
Total	3,019	3,106	3,215	3,719	3,172	1,244	1,178	1,253	1,274	1,286	894	874	892	872	871
% Change	-2.64	2.88	3.51	15.68	-14.71	0.00	-5.31	6.37	1.68	0.94	7.97	-2.23	2.06	-2.24	-0.11

II. First-Year Class: Secondary-School Background

	2006	2007	2008	2009	2010
In-State Public	2,615	2,569	2,614	2,643	NA
Out-of-State Public	449	506	488	540	NA
Private/Parochial	587	592	640	603	NA
Foreign/DOD	39	47	44	75	NA
Other	126	181	78	99	NA

Data not yet available because of transition to ConnectCarolina.

III. First-Year Class: Sex

	2006	2007	2008	2009	2010
Men	1,526	1,546	1,588	1,601	1,582
Women	2,290	2,349	2,276	2,359	2,378

IV. First-Year Yield (Percentage of Those Admitted Who Enrolled)

	2006	2007	2008	2009	2010
All First-Year Students	57	56	53	54	52
In-State	68	69	68	69	67
Out-of-State	33	31	28	30	29
Out-of-State Alumni	47	50	48	44	42

V. First-Year Class: Secondary-School Class Rank

	2006		2007		2008		2009		2010	
Top Tenth	2,284	76%	2,361	77%	2,331	79%	2,391	80%	2,300	78%
Second Tenth	510	17%	484	16%	430	15%	407	14%	473	16%

VI. First-Year Class: SAT Reasoning Average (Critical Reading/Verbal + Math)

	2006	2007	2008	2009	2010
All Freshmen	1293	1302	1301	1303	1304

VII. First-Year Class: Residency

	2006		2007		2008		2009		2010	
	NUMBER	%	NUMBER	%	NUMBER	%	NUMBER	%	NUMBER	%
NC Residents	3,110	81.50	3,132	80.40	3,097	80.15	3,117	78.71	3,153	79.62
Non-Resident Alumni	92	2.41	106	2.72	112	2.90	92	2.32	92	2.32
Other Non-Residents	614	16.09	658	16.89	655	16.95	751	18.96	715	18.06
Total Alumni Children	697	18.27	732	18.80	740	19.15	692	17.47	694	17.53

Residency data do not reflect impact of the legislative scholarship provision.

VIII. First-Year Admitted Students by Selected Categories

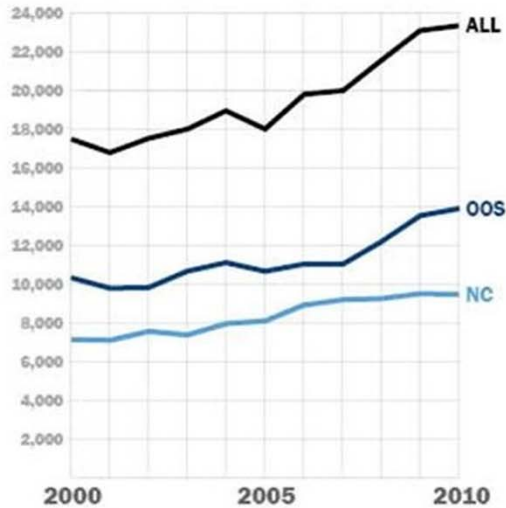
Data reflect all admitted students; data for enrolled students differ.

	NUMBER	SAT	AI	RANK	SIZE	GPA	PROG	PERF	ACTI
All	7,559	1344	NA	23	362	4.566	7.2	7.9	6.0
Disability*	1	1180	NA	26	102	2.993	4.0	5.0	5.0
Discretionary	46	1222	NA	61	307	3.664	4.3	5.0	5.6
Music or Drama	43	1263	NA	83	381	3.918	5.1	5.2	6.1
Athletics	147	1076	NA	116	351	3.525	3.2	4.3	5.6

Academic program, academic performance, and school and community activities rated from 1 (lowest) to 10 (highest).

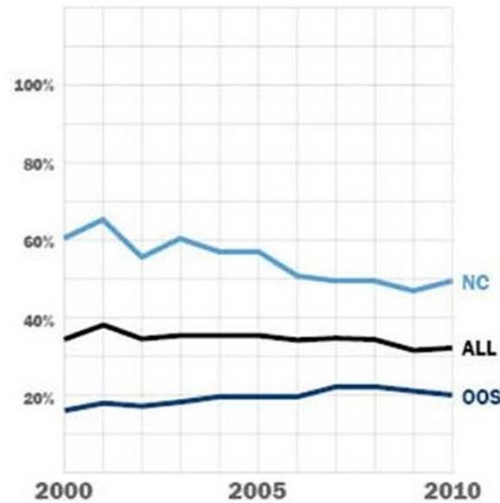
* Disability: Includes students who disclosed a disability, were not recommended for admission under competitive review, but were subsequently offered admission on the recommendation of the Faculty Subcommittee on Disabilities.

Ten-Year Trends



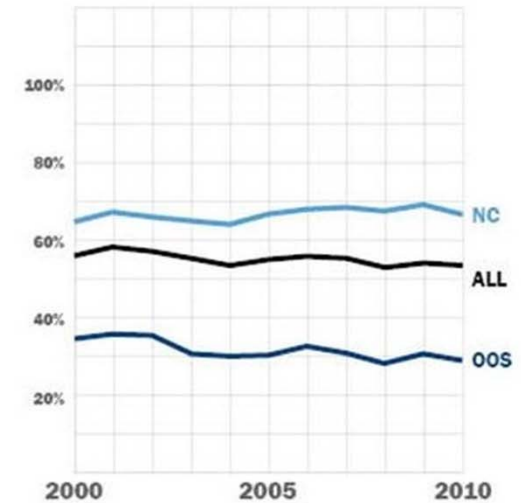
APPLICATIONS

More and better applications across the board



ADMIT RATE

Lower for NC, flat for OOS



YIELD

Higher for NC, lower for OOS

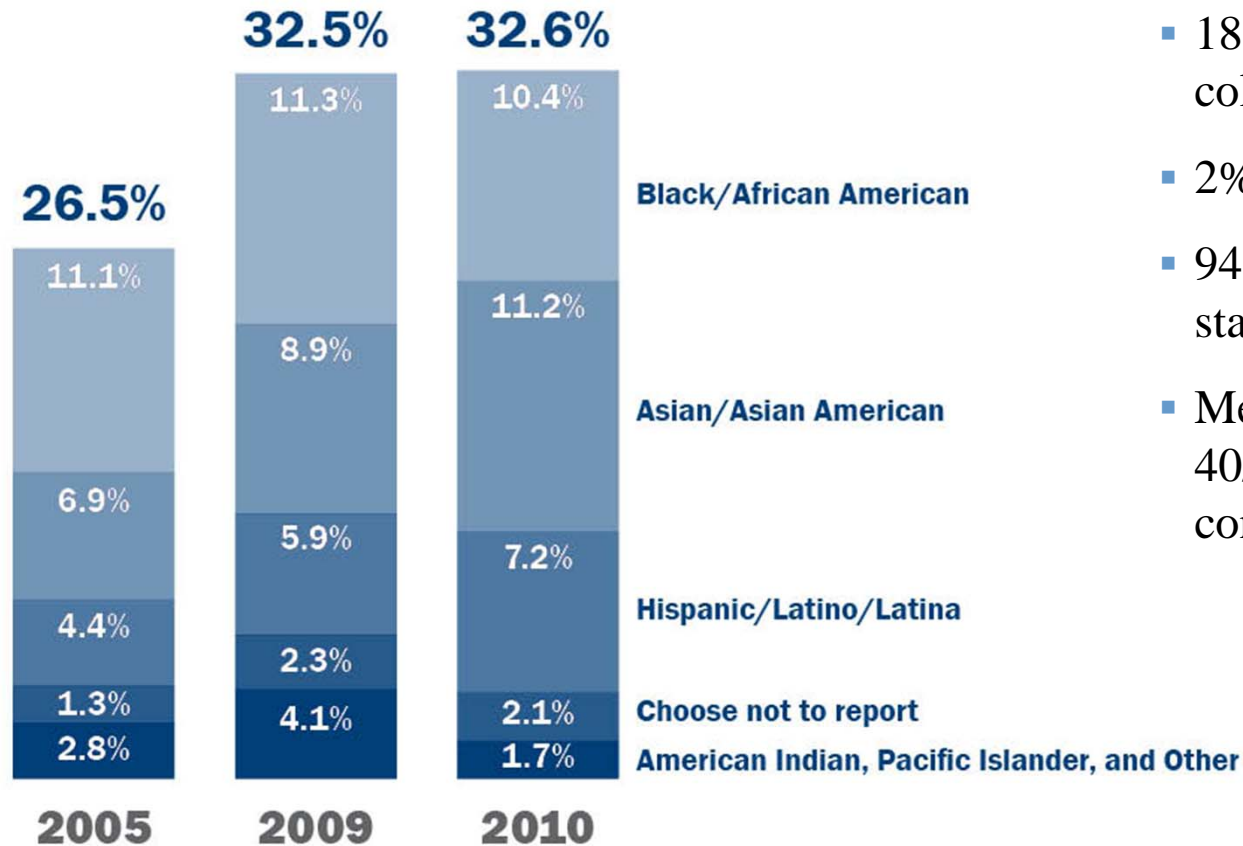


Entering Class: Academics

	2005	2009	2010
Top 10 percent	73.5%	79.7%	78.2%
Top 10 students	39.5%	43.8%	42.0%
Valedictorian/salutatorian	10.6%	13.6%	11.8%
SAT—average	1299	1303	1304
—middle 50%	1220–1390	1210-1410	1200-1410
—1400+	854	955	947



Entering Class: Demographics



- 18% first-generation college
- 2% international
- 94 NC counties, 41 states, 24 countries
- Men/women still 40/60—for the 30th consecutive year

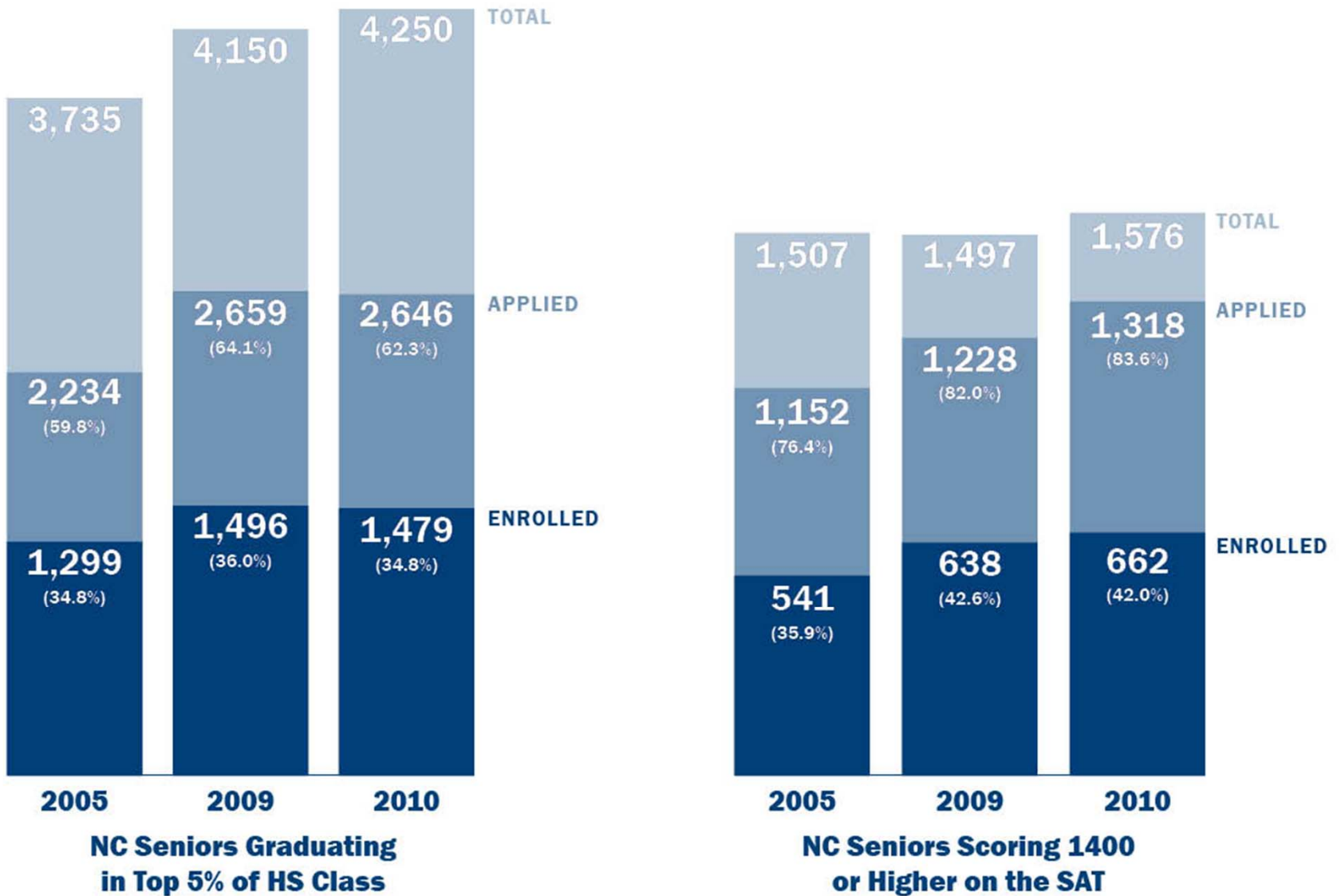


Entering Class: Engagement

- 94 percent served the community
- 74 percent played a sport
- 67 percent founded an organization, captained a sport, or served as class, club, or student-body president
- 59 percent participated in the arts
- 55 percent traveled outside their home country
- 27 percent conducted original research

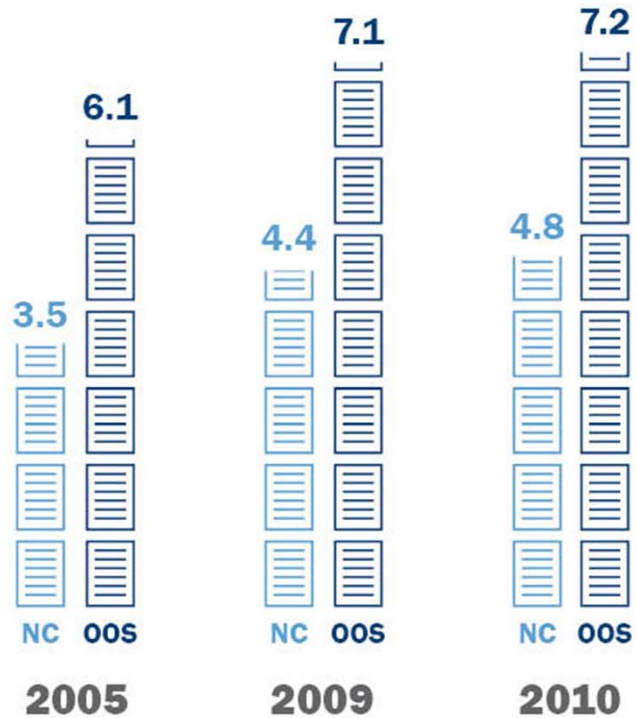


Market Share of Top North Carolinians

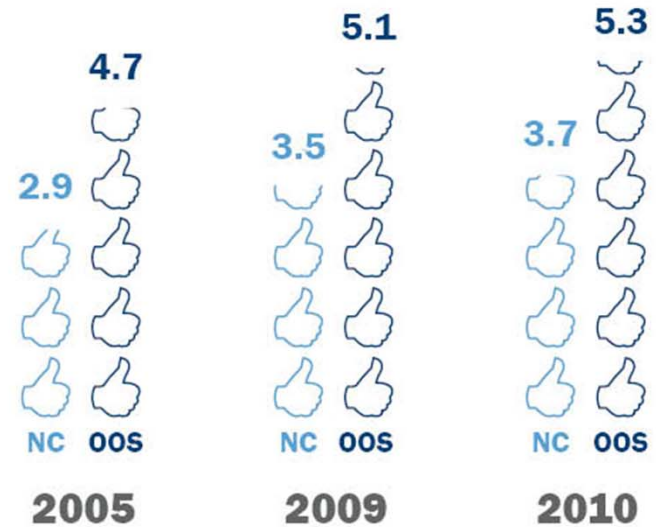


Competition: Many Choices

HOW MANY SCHOOLS ARE OUR STUDENTS APPLYING TO?



HOW MANY OFFERS OF ADMISSION ARE THEY RECEIVING?



Competition: Top 30 Universities

Students cross-admitted with universities ranked in top 30 by
U.S. News & World Report

Number of students admitted	3,556
% of all admits	47%
% to UNC	36%
Change in yield since last year	-3 points
Number of students lost	92
Impact on overall yield	-1 point



Competition: Flagship Public Universities

Residents of FL, GA, MD, SC, TX cross-admitted with flagship public universities in their states

Number of students admitted	731
% of all OOS admits	26%
% to UNC	29%
Change in yield since last year	-4 points
Number of students lost	29
Impact on overall OOS yield	-1 point

