



2010-2011 Annual Report
Advisory Committee on Undergraduate Admissions
February 10, 2012

Members: Bobbi Owen, Chair (College of Arts and Sciences); Gary Marchionini (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); José A. Rial (Division of Natural Sciences, College of Arts and Sciences); Jennifer L. Smith (Division of Humanities and Fine Arts, College of Arts and Sciences).

Ex officio members: Winston Crisp (Vice Chancellor for Student Affairs); Chris Derickson (Assistant Provost and University Registrar); Stephen Farmer (Associate Provost and Director, Undergraduate Admissions); Barbara Polk (Senior Associate Director, Undergraduate Admissions); J. Steven Reznick (Natural Sciences Division, College of Arts and Sciences); Barbara Stenross (Interim Associate Dean, Academic Advising, College of Arts and Sciences); Dan Thornton (Associate Director, Scholarships and Student Aid); Lynn Williford (Assistant Provost and Director, Institutional Research and Assessment); Harold Woodard (Associate Dean, Center for Student Success and Academic Counseling, College of Arts and Sciences).

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

Members leaving committee during past year: David Ravenscraft (Kenan-Flagler Business School).

Meetings during past year: September 9, 2010; January 18, 2011; April 26, 2011.

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

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

1. Offered advice—at the request of the Office of Scholarships and Student Aid—regarding how faculty might be encouraged to participate more broadly in the selection of students for merit-based scholarships.
2. Approved an increase in the enrollment deposit from \$100 to \$250, effective for candidates enrolling for Fall 2011 semester, with the understanding that the deposit will continue to be waived for students who anticipate receiving financial aid or experience financial hardship.

3. Discussed two applications for admission as case studies in the evaluation of undergraduate candidates.
4. Instructed the Office of Undergraduate Admissions to develop, in consultation with other offices at the University, a possible pilot program for spring admission.
5. Discussed the integrity of standardized test results, and asked the Office of Undergraduate Admissions to develop written guidelines on the use of standardized testing.
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. Received the profile of the class entering in Fall 2010 semester; a preliminary report on Fall 2011 applications and admissions; and updates on recruitment, pedestrian signage, the Common Application, the College Advising Corps, the Carolina Student Transfer Excellence Program, and the work of the transfer and athletics subcommittees.

Addendum—report of 2011-2012 activities to date

1. Met with Alice Ammerman and Gina Carelli, chairs of the Academic Plan Steering Committee, to learn more about the plan and to offer advice about how it might be implemented.
2. Discussed the report of the committee charged with developing a strategic plan for the Academic Support Program for Student Athletes.
3. Reviewed and approved the guidelines for standardized testing that the Advisory Committee asked the Office of Undergraduate Admissions to develop.
4. Discussed the requirement, approved by the North Carolina General Assembly last year, that students in all public high schools in North Carolina take the ACT.
5. Reviewed the changes in the minimum admission requirements for all UNC-system universities that are scheduled to take effect for Fall 2013.

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

First-Year and Transfer Class Data, 2007-2011

I. Application Data

	APPLIED					ADMITTED					ENROLLED				
	2007	2008	2009	2010	2011	2007	2008	2009	2010	2011	2007	2008	2009	2010	2011
ALL FIRST-YEAR															
Total	20,064	21,507	23,047	23,271	23,753	6,993	7,309	7,342	7,559	7,469	3,895	3,864	3,960	3,960	4,025
% Change	1.66	7.19	7.16	0.97	2.07	3.85	4.52	0.45	2.96	-1.19	2.07	-0.80	2.48	0.00	1.64
FIRST-YEAR BY CATEGORY															
In-State	9,155	9,287	9,537	9,469	9,429	4,551	4,586	4,496	4,735	4,876	3,132	3,097	3,117	3,153	3,226
Out-of-State	10,909	12,220	13,510	13,802	14,324	2,442	2,723	2,846	2,824	2,593	763	767	843	807	799
African-American	2,301	2,556	2,693	2,831	2,736	804	836	855	812	749	434	417	448	410	432
Asian-American	2,239	2,584	2,958	3,442	3,758	709	807	856	944	1,030	302	335	352	426	457
Native-American	105	108	135	207	250	53	58	64	88	102	35	31	45	46	52
Hispanic	860	1,111	1,191	1,465	1,546	446	504	532	614	548	221	218	234	270	247
ALL TRANSFER															
Total	3,106	3,215	3,719	3,172	3,049	1,178	1,253	1,274	1,286	1,131	874	892	872	871	790
% Change	2.88	3.51	15.68	-14.71	-3.88	-5.31	6.37	1.68	0.94	-12.05	-2.23	2.06	-2.24	-0.11	-9.30

II. First-Year Class: Secondary-School Background

	2007	2008	2009	2010	2011
In-State Public	2,569	2,614	2,643	2,663	2,696
Out-of-State Public	506	488	540	538	524
Private/Parochial	592	640	603	628	687
Foreign/DOD	47	44	75	13	33
Other	181	78	99	118	85

III. First-Year Class: Sex

	2007	2008	2009	2010	2011
Men	1,546	1,588	1,601	1,582	1,697
Women	2,349	2,276	2,359	2,378	2,328

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

	2007	2008	2009	2010	2011
All First-Year Students	56	53	54	52	54
In-State	69	68	69	67	66
Out-of-State	31	28	30	29	31
Out-of-State Alumni	50	48	44	42	47

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

	2007		2008		2009		2010		2011	
Top Tenth	2,361	77%	2,331	79%	2,391	80%	2,300	78%	2,373	80%
Second Tenth	484	16%	430	15%	407	14%	473	16%	447	15%

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

	2007	2008	2009	2010	2011
All Freshmen	1302	1301	1303	1304	1300

VII. First-Year Class: Residency

	2007		2008		2009		2010		2011	
	NUMBER	%	NUMBER	%	NUMBER	%	NUMBER	%	NUMBER	%
NC Residents	3,132	80.40	3,097	80.15	3,117	78.71	3,153	79.62	3,226	80.15
Non-Resident Alumni	106	2.72	112	2.90	92	2.32	92	2.32	116	2.88
Other Non-Residents	658	16.89	655	16.95	751	18.96	715	18.06	683	16.97
Total Alumni Children	732	18.80	740	19.15	692	17.47	694	17.53	733	18.21

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	RANK	SIZE	GPA	PROG	PERF	ACTI
All	7,469	1342	22	353	4.519	7.3	8.0	6.0
Disability*	2	1370	--	--	3.785	4.0	7.0	6.0
Discretionary	45	1271	56	301	3.714	4.6	5.6	5.8
Music or Drama	35	1297	78	409	4.024	5.9	5.9	6.2
Athletics	158	1090	125	368	3.543	3.2	4.8	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.

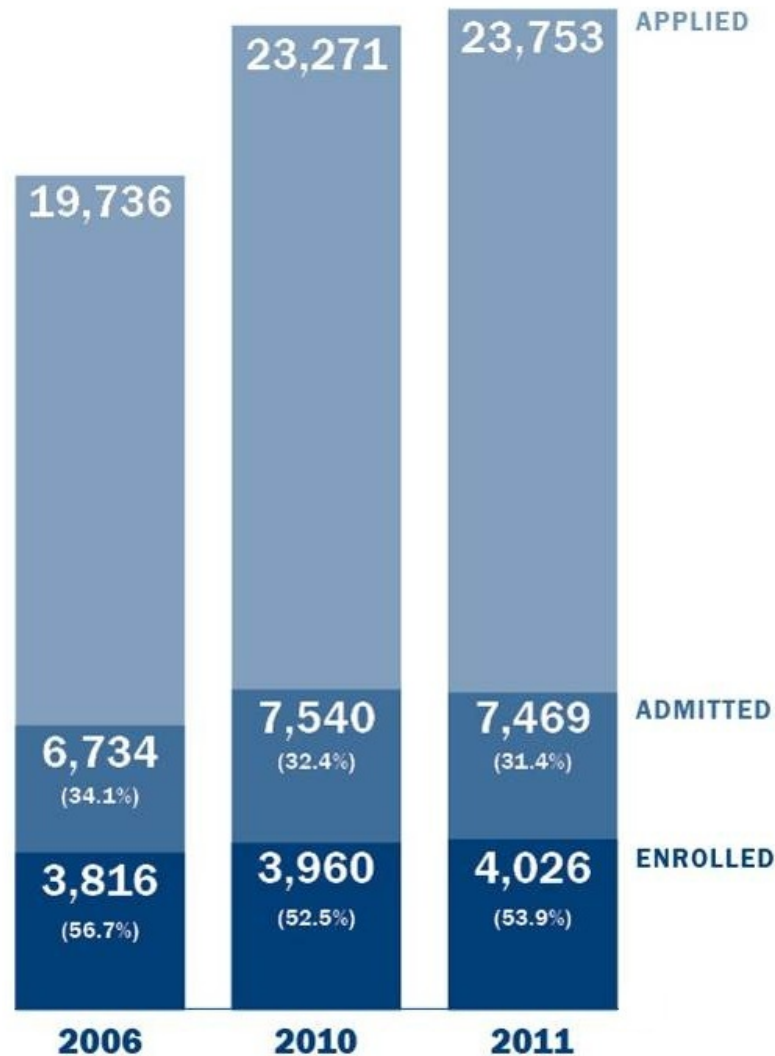
Annual Update: Fall 2011

Stephen Farmer
Office of Undergraduate Admissions



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First-Year Class: Applications



- Fifth straight record for applications—up 20% over five years
- Lowest admission rate on record
- Greatest one-year gain in out-of-state yield (+2.8 points)



First-Year Class: Applications

Change in first-year applications

	1 Year	5 Years
North Carolina	-0.4%	6.7%
Out of state—domestic	2.9%	23.0%
Out of state—international	12.4%	187.3%

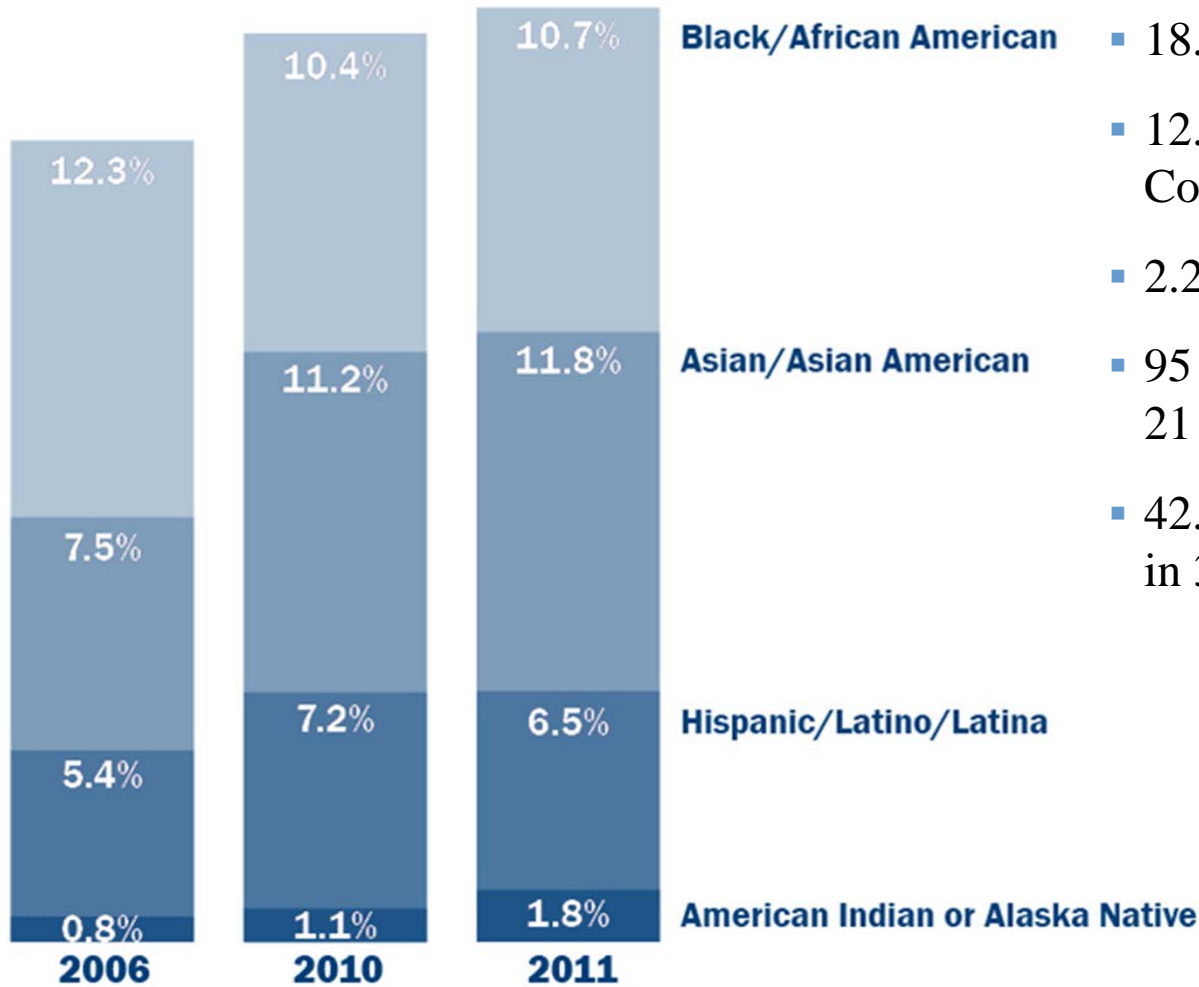


First-Year Class: Academics

	2006	2010	2011
Top 10 percent	76.3%	78.2%	79.8%
Top 10 students	39.6%	42.0%	42.9%
Valedictorian/salutatorian	11.8%	11.8%	12.1%
SAT—average	1293	1304	1300
—middle 50%	1210-1380	1200-1410	1200-1410
—1400+	828	947	902



First-Year Class: Demographics



- 18.2% first-generation
- 12.2% Carolina Covenant Scholars
- 2.2% international
- 95 counties, 41 states, 21 countries
- 42.2% men—the most in 31 years

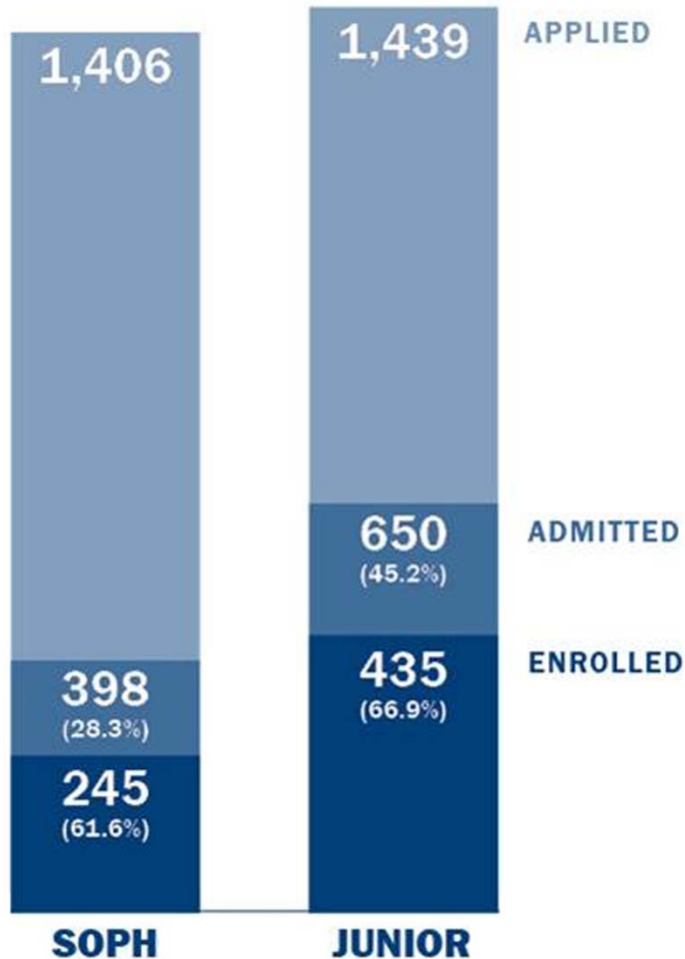


First-Year Class: Engagement

- 94 percent served the community
- 75 percent played a sport
- 69 percent founded an organization, captained a sport, or served as class, club, or student-body president
- 58 percent participated in the arts
- 53 percent traveled outside their home country
- 25 percent conducted original research



Transfer Class: Summary



Academics

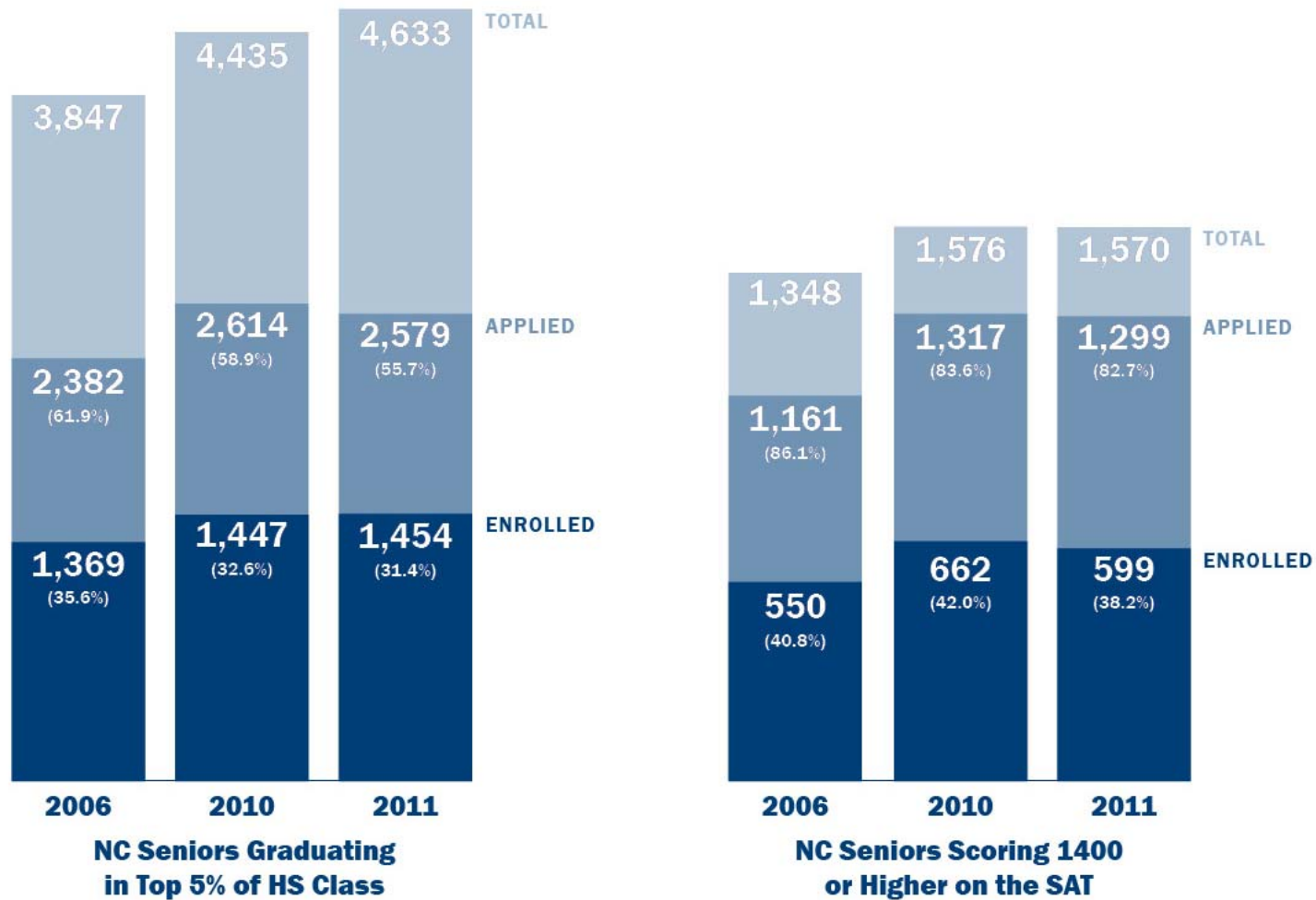
- 3.6 average college GPA
- 1230 average SAT
- 29.2% top 10 percent in HS
- 24.5% from NC community colleges

Demographics

- 23.5% first-generation
- 12.2% Covenant Scholars
- 10.6% international
- 26.4% non-traditional



Top North Carolinians: Results



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Top North Carolinians: Competition

Cross-Admitted to a Top-30 University



Cross-Admitted to a Top-20 University



Cross-Admitted to a Top-10 University



What Worked: Great Care

Encourage more students to visit—then prove to them that Carolina is full of friendly, smart people who have their best interests at heart

Total guests	49,005 (+48.5%)
Greeting—good or excellent	92.2%
Friendliness—good or excellent	96.6%
Great students—agree or strongly agree	92.3%



What Worked: Summer Fellowships

Connect top students with existing opportunities in summer research and study abroad—then provide one-time awards of \$5,000 to support their participation

	Offered	Enrolled	Yield
North Carolina—study abroad	67	43	64.2%
North Carolina—research	33	15	45.5%
Out of state—study abroad	88	19	21.6%
Out of state—research	37	4	10.8%

