Undergraduate Admission

2014 - 2015

“Fostering Success and Academic Excellence”

Success

Vision:
Provide prospective students access to pursue a college education, with a focus on retention and academic excellence.

Mission Statement:
The office of Undergraduate Admission encourages and support prospective student access to higher education by managing the recruitment and admission processes for new and returning undergraduate students at Western Carolina University.

- Strategic Enrollment Growth
- 20/20 Retention Targets
- 20/20 Six Year Graduation Rate

And Academic Excellence…
Competitive

Student application patterns continue to trend toward a “buyer’s market”

Number of Applications Submitted

<table>
<thead>
<tr>
<th>Year</th>
<th>5+</th>
<th>2-4</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>18%</td>
<td>43%</td>
<td>40%</td>
</tr>
<tr>
<td>2008</td>
<td>15%</td>
<td>40%</td>
<td>45%</td>
</tr>
<tr>
<td>2010</td>
<td>14%</td>
<td>38%</td>
<td>49%</td>
</tr>
<tr>
<td>2012</td>
<td>13%</td>
<td>37%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Source: Higher Education Research Institute, UCLA, The American Freshman, National Norms

Complex

Demographics of growth populations pose new challenges to traditional targeting strategies
Costly

National average yield rate since 2001

Fall 2014 Entering Class

- Enrolled: 1,745
- Admitted: 6,638
- Applications: 15,398
- Prospects: 55,001
- Suspects: 256,390

Source: IPEDS
Focus on Four

➢ Increase Quantity
➢ Increase Quality
➢ Increase Diversity
➢ Increase Access

“Pick Any Two: more, better, cheaper”
Academic Excellence

**WCU Freshman Class – HS GPA 3.0 and Above**

Academic Excellence

*Entering Class by High School GPA*

**Percentage**

- **3.75+**
- **3.50+**
- **3.00+**
Freshman to Sophomore Retention Rate

Increase Quality

The Case for WCU Merit-Based Scholarships

<table>
<thead>
<tr>
<th>Student Type</th>
<th>Academic Performance</th>
<th>% With WCU Merit Scholarship</th>
</tr>
</thead>
<tbody>
<tr>
<td>First-year Student</td>
<td>3.50+ HS GPA</td>
<td>8.3%</td>
</tr>
<tr>
<td>First-year Student</td>
<td>3.75+ HS GPA</td>
<td>11.0%</td>
</tr>
<tr>
<td>First-year Honors</td>
<td>4.43 Avg. HS GPA</td>
<td>49.0%</td>
</tr>
<tr>
<td>All Undergraduate</td>
<td>3.50+ WCU GPA</td>
<td>9.8%</td>
</tr>
</tbody>
</table>

Fall 2014 Point-in-Time Data (Nov. 2014)
Increase Diversity

UNC Institutions Enrollment Fall 2013

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>WCU</th>
<th>ASU</th>
<th>UNCA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caucasian</td>
<td>82.9%</td>
<td>87.0%</td>
<td>95.3%</td>
</tr>
<tr>
<td>African American</td>
<td>6.4%</td>
<td>3.0%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Native American</td>
<td>.9%</td>
<td>.2%</td>
<td>.1%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>3.2%</td>
<td>3.5%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Asian</td>
<td>1.2%</td>
<td>1.4%</td>
<td>1.3%</td>
</tr>
<tr>
<td>Other</td>
<td>5.4%</td>
<td>4.9%</td>
<td>6.7%</td>
</tr>
</tbody>
</table>

Diversity Metrics

New Undergraduate Minority Students

[Bar charts showing enrollment numbers by ethnicity and year for WCU, ASU, and UNCA]
Increase Access

- Honors College Admission
- Standard Admission
  - Great Grades Guarantee
- Academic Success Program (ASP)
- Spring Entry Program (SEP) Admission

Increase Access

- One Semester Transfer
- Two Semesters Transfer
- Three Semesters Transfer
- Four or More Semesters Transfer
Increase Access

- Comprehensive Articulation (CAA)
- Reverse Transfer
- AAS Articulation
- Partway Home
- Military

Budget Overview

III. 20/20 - Direction: Promote the effective and efficient utilization of admission resources.

“What Enrollment Success and Academic Excellence cost in Undergraduate Admissions”
Budget Overview
What it truly costs.

![Budget Overview Table]

Student Recruitment

- **2014 First Time Freshman Student Counts:**
  - Enrolled: 1,745
  - Admits: 6,638
  - Applicants: 15,398
  - Prospects: 55,001
  - Suspects: 256,390

- **Direct Recruitment Costs:**
  - Cost per Applicant: $145.01
  - Cost per Admit: $307.08
  - Cost per Enrolled: $872.47
New Recurring Funding Request

• **Upgrade Position**
  – Director of Admission: Additional Salary Request of $30,000

• **Student Recruitment Cost Increases**
  – Vendor cost increases: $44,205

*Initiative 6.3.2: Revisit the organizational structure of all campus offices and functions related to enrollment management to ensure lean, robust, and efficient operations.*

Done