

THE UNIVERSITY OF NORTH CAROLINA
FALL 2012 ENROLLMENT REPORT

January 2013



The University of North Carolina General Administration

Executive Summary

In accordance with the University of North Carolina General Administration's (UNC-GA) responsibility to report to the Board of Governors (BoG), elected officials, and the general public, the Fall 2012 Enrollment Report presents the trends in enrollment across the system, focusing on total headcount and specific, strategic areas. The following areas are detailed throughout the report:

- **Enrollment.** The Fall 2012 total UNC headcount enrollment was 221,010 students, an increase of 705 students or 0.3% from the previous fall.
- **Minority Enrollment.** The total enrollment of minority students for Fall 2012 was 66,111, representing 32.9% of the University's enrollment among those for whom race was reported. This was a 0.4% increase over Fall 2011, when total minority enrollment was 65,862.
- **NC High School Graduates as First-Time, Full-Time Freshmen.** A quarter (25.7%) of recent North Carolina high school graduates entered a UNC institution in Fall 2012, a decline from 26.3% the previous year.
- **Dual Enrollment in the UNC System.** UNC has six early college high schools at FSU (two), NCA&T, NCCU, NCSU, and UNCW, and two middle college high schools at UNCG and NCA&T. The combined headcount taking college courses in those programs is 1,315.
- **Transfer Students.** The total number of transfer students entering UNC institutions grew 7.5% from Fall 2011 to Fall 2012, totaling 14,749 students.
- **Distance Education.** The total number of students enrolled in distance education was 32,973, a 10.4% decrease from the prior year with the decline primarily stemming from policy changes at NCSU. A total of 11,749 campus-based students enrolled in distance education courses (online and off-site), an annual decline of 26.2%. Students who only enrolled in distance education courses totaled 21,224, an increase of 370 (+1.8%).
- **Resident/Non-Resident First-Time, Full-Time Freshmen.** Of new freshmen, 85.5% were from North Carolina, a decrease of 0.08% from Fall 2011. This year, one campus exceeded the 18 percent cap on the number of freshmen from out-of-state.
- **SAT Scores.** The average combined SAT for Fall 2012 UNC freshmen was 1091, down slightly from the Fall 2011 average of 1093. The UNC Fall 2012 average combined SAT score was still higher than the national average of 1010.
- **Reviewing the Ten-Year Enrollment Plan.** As part of the strategic planning process, in 2002 the UNC BoG established 10-year enrollment targets for the system's institutions. The system-wide target for Fall 2012 was 235,180 and the actual enrollment was 221,010 (-6%).

The University of North Carolina

Fall 2012 Enrollment Report

Introduction

Prior to 2006, UNC-GA provided two enrollment reports: a data report summarizing the fall enrollment for the November Board of Governors' (BoG) meeting and a more detailed report presented to the Educational Planning Committee in January.¹ The elements of these two reports are now combined into this single document.

This report is divided into sections detailing Fall 2012 enrollment, including brief discussions of unduplicated student headcount, transfer students, high school students, high school graduates in the UNC system, minority students, distance education, and SAT scores. At the end of the report, we evaluate the 10-year campus enrollment targets set by the BoG in 2002. For additional information on Fall 2012 enrollment, including the ability to create customized reports, please visit UNC-GA's Division of Institutional Research and Analysis reporting tool: http://www.northcarolina.edu/ira_faq/index.php.

Fall 2012 Headcount Enrollment²

UNC's Fall 2012 total headcount enrollment was *221,010* students, an increase of *705* students (+0.3%) from the previous year. While this increase is notable, it is minor when compared to the previous decade's rapid expansion. Since 2003, overall enrollment increased *17%* with the annual growth rate from Fall 2003 through Fall 2009 averaging approximately *3%*. From Fall 2009 through Fall 2011, however, there were three consecutive years in which enrollment declined, with Fall 2012 returning to a positive trend.

Undergraduate enrollment changed from *174,805* in Fall 2011 to *175,760*, an increase of *955* students or *0.5%* (compared to *0.3%* decrease the previous year). Graduate enrollment continued to decrease for the second year, dropping from *45,500* to *45,250* (-0.5%). At the campus level, changes from Fall 2011 to Fall 2012 varied, with eight campuses increasing and eight decreasing their overall enrollment numbers. The individual campus Fall 2012 enrollment numbers are presented in Appendix 1 and Figures 1-3 present these numbers by broad Carnegie classification and degree-level.

¹ The second report was statutorily required through December 2005.

² This report on fall enrollment includes on-campus and off-campus enrollments, a change first made in the Fall 2000 report. All trend data in the attached tables have been revised to include off-campus enrollments.

Fall 2012: Headcount Enrollment

Figure 1: Headcount Enrollment by degree-level, Research institutions (Fall, 2012)

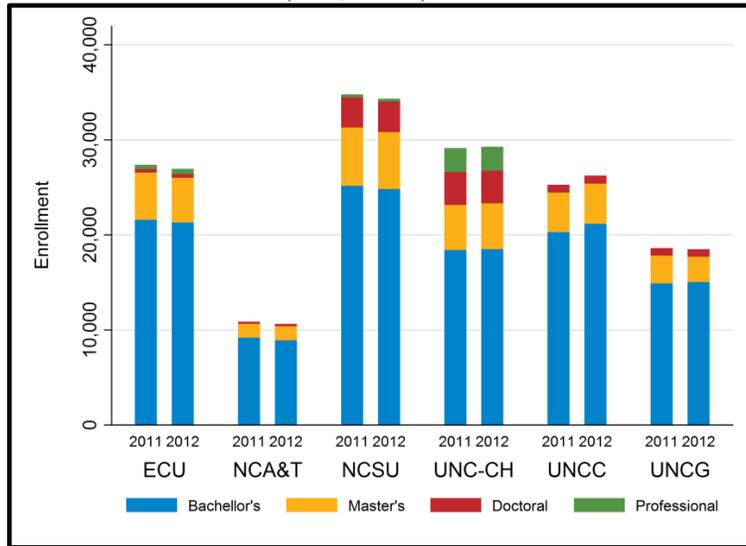


Figure 2: Headcount Enrollment by degree-level, Master's institutions (Fall, 2012)

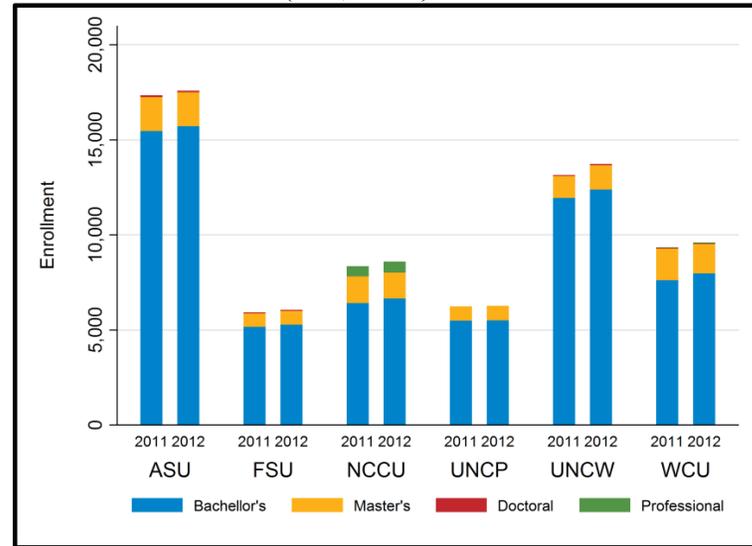
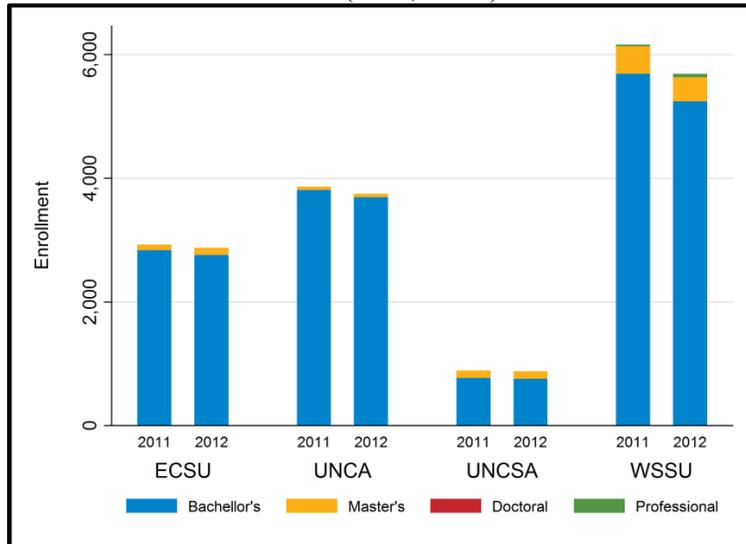


Figure 3: Headcount Enrollment by degree-level, Baccalaureate institutions (Fall, 2012)



Fall 2012 UNC Enrollment (annual change in parentheses)

- Total Headcount Enrollment
 - 221,010 (+0.3%)
- Undergraduate Headcount
 - 175,760 (+0.5%)
- Master's Headcount
 - 31,966 (-1.7%)
- Doctoral Research and Professional Headcount
 - 13,284 (+2.4%)

Some students enroll at multiple campuses during the same semester. For Fall 2012, 618 students were enrolled on more than one UNC campus, when subtracted from the summed enrollment above, unduplicated enrollment for Fall 2012 is 220,392. Though this report focuses on the Fall headcount enrollment, it is also necessary to note that many freshmen begin college in the spring term, distance and online students may start in spring or summer, and continuing education opportunities often occur during terms other than the fall. For the 2011-2012 academic year, unduplicated annual enrollment was 236,882, a decrease of 2,153 from the previous year.

Enrollment by Minority and Gender³

The total minority student enrollment in Fall 2012 was 66,111, an increase of 249 students (+0.4%) from the previous year. Students for whom race was reported accounted for 32.9% of the system, a slight increase from last year's number of 32.7%. The total headcounts and percentages for the different ethnic groups are:

- African Americans: 46,723 (down 1.2% or 575 students)
- American Indian: 2,076 (down 2.5% or 51 students)
- Asian students: 7,458 (up 4.0% or 298 students)
- Hispanic students: 9,658 (up 6.4% or 622 students)

African American enrollment decreased at the historically black institutions (-1.8%) but increased slightly at the historically white institutions (+0.01%). African American enrollment at the historically white institutions is 10.6% and 12.3% at the historically black institutions. This is the fifteenth consecutive year that African American students have exceeded 10% of the total enrollment at the historically white institutions; currently 54.73% of UNC's African American students enroll at historically black institutions.

Male student enrollment grew 0.3% and female enrollment increased 0.34%. Reflecting national trends, female enrollment continued to be larger, comprising 56.7% of Fall 2012 enrollment.

Figures 4-6 show enrollment of racial minorities across the UNC institutions. Speaking broadly, these populations reflect the historical mission of institutions, geographical location, and changing population of the state.

³ Minority groups included in this discussion are self-identified by the student as African American, American Indian, Asian, Hawaiian/Pacific Islander, and Hispanic. The "Other" race/ethnicity category is defined in this report as No Race, Unknown, or more than Two Races.

Fall 2012: Minority Enrollment

Figure 4: Minority Headcount Enrollment by race, Research institutions (Fall, 2012)

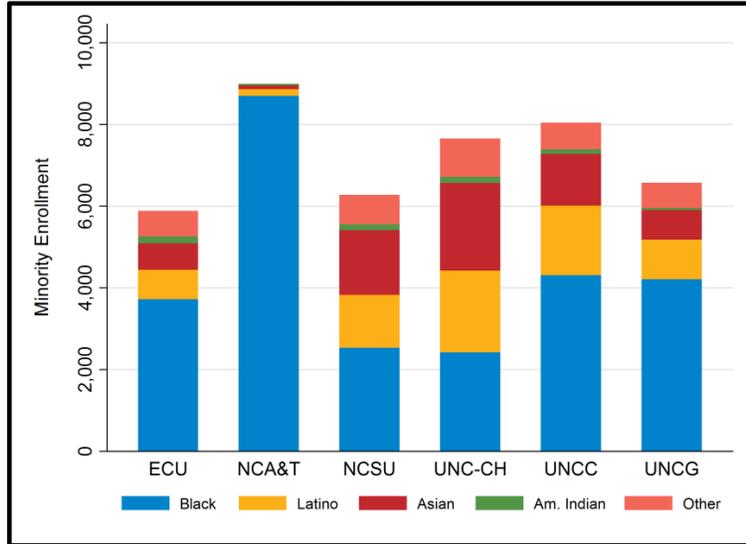


Figure 5: Minority Headcount Enrollment by race, Master's institutions (Fall, 2012)

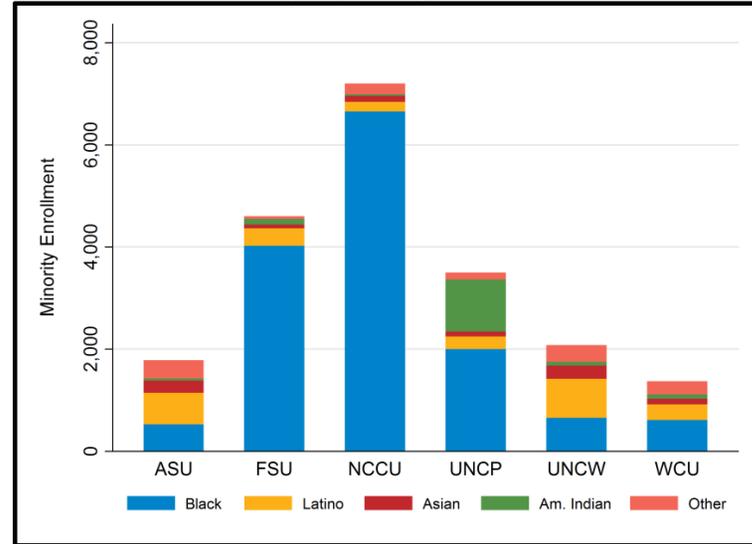
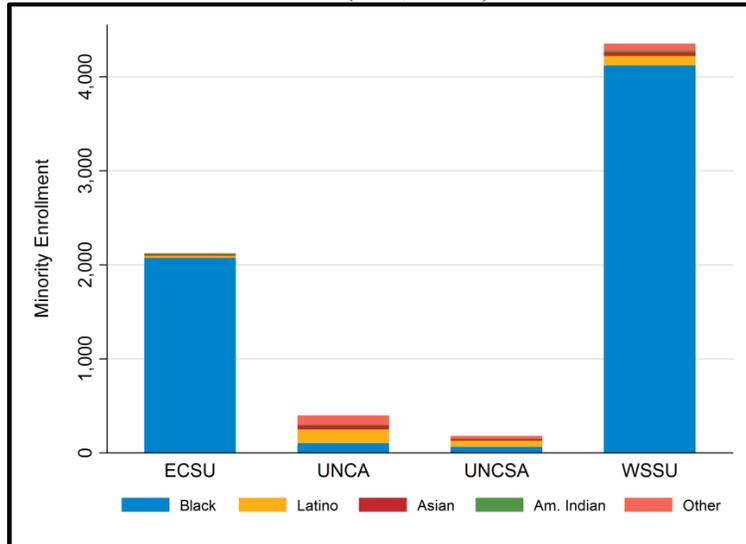


Figure 6: Minority Headcount Enrollment by race, Baccalaureate institutions (Fall, 2012)



Fall 2012 UNC Minority Enrollment (annual change in parentheses)

- Total African American Headcount
 - 46,723 (-1.2%)
- Total American Indian Headcount
 - 2,076 (-2.5%)
- Total Asian Headcount
 - 7,458 (+4.0%)
- Total Hispanic Headcount
 - 9,658 (+6.4%)

NC High School Graduates as First-Time, Full-Time Freshmen

Over a quarter (25.7%) of recent North Carolina high school graduates matriculated to a UNC institution in Fall 2012, a decline from 26.3% the previous year. This is a preliminary participation number based on fall enrollment and an estimate of the number of graduates from North Carolina high schools for 2011-12. A final annual participation rate, which will include second term enrollment in the university of new high school graduates from 2011-12, will be available in the spring of 2013.

Dual Enrollment in the UNC System

UNC has enrolled high school students in the past, but historically limited to the North Carolina School of the Arts' high school program and the North Carolina School of Science and Mathematics (NCSSM). Early and middle college high schools were launched in 2004 to encourage students to complete high school and earn college credit, accelerating the number of high school students enrolled in courses under the jurisdiction of UNC. Early college high schools enroll students from 9th to 12th grade and middle college high schools enroll only 11th and 12th grade students. UNC has six early college high schools at FSU (two), NCA&T, NCCU, NCSU, and UNCW, and two middle college high schools at UNCG and NCA&T. The combined headcount enrolled in college courses is 1,315.

After legislation was approved by the General Assembly in 2007, the NCSSM became a constituent high school of UNC. The school offers a resident program to 681 high school juniors and seniors, and provides course access to non-resident students through teleconferencing and online delivery methods (172 high school students were enrolled in this online program in Fall 2012). The School of the Arts has 272 students enrolled in their high school arts program for Fall 2012. Additionally, the Learn and Earn Online program in North Carolina was initiated in 2007-08, authorizing UNC and the NCCCS to offer online courses to high school students.

Transfer Students

Annually, UNC-GA provides a detailed transfer report to the BoG in the spring. We will continue to produce this report, but given the importance of transfer students to our strategic planning, we offer a brief snapshot using Fall Enrollment numbers. In general, most transfer students matriculate from the NCCCS, reflecting our long-standing and nationally recognized articulation agreement. The number of transfer students entering UNC institutions grew from 13,721 in Fall 2011 to 14,749 in Fall 2012, an increase of 7.5%. Figures 7-8 present Fall 2012 transfer student enrollment, by the type of sending institution.

Fall 2012: Transfer Enrollment

Figure 7: New Transfer Headcount Enrollment by origin, Research institutions (Fall, 2012)

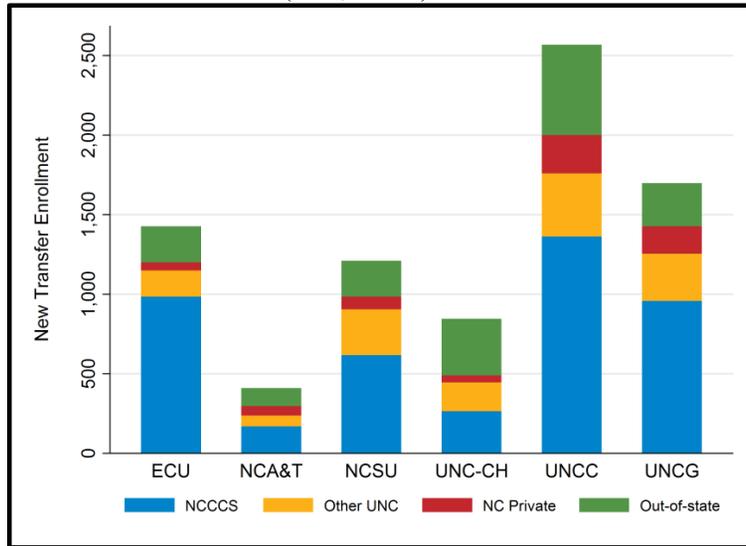


Figure 8: New Transfer Headcount Enrollment by origin, Master's granting institutions (Fall, 2012)

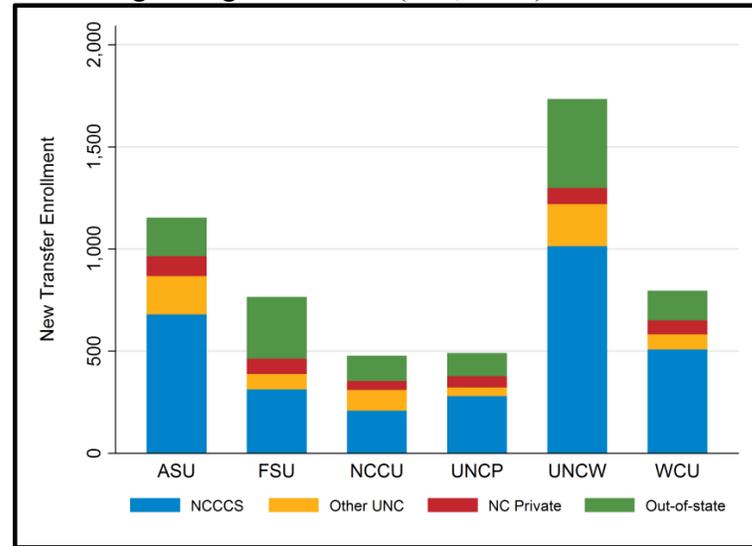
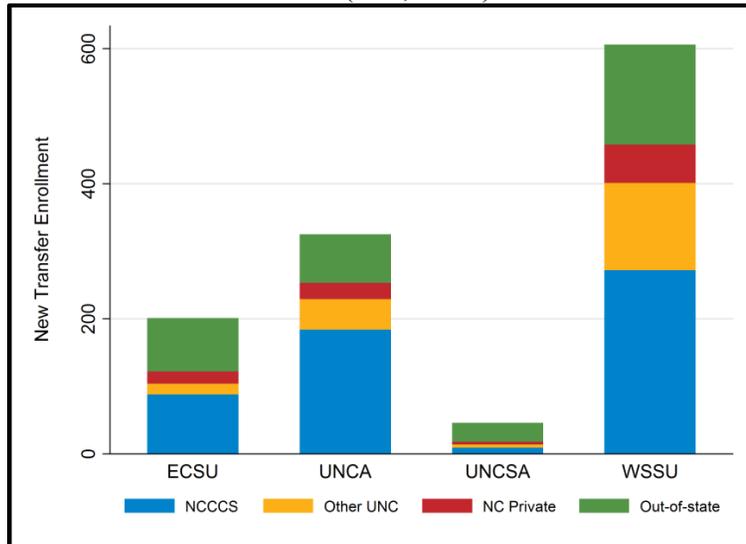


Figure 9: New Transfer Headcount Enrollment by origin, Baccalaureate institutions (Fall, 2012)



Fall 2012 Transfer Student Headcount (annual change in parentheses)

- Total New Transfer Students
 - 14,749 (+7.5%)
- Total NCCCS Transfers
 - 7,905 (+10.8%)
- Total UNC to UNC Transfers
 - 2,278 (+4.4%)
- Total NC Private to UNC Transfers
 - 1,172 (+11.9%)
- Total Out of State Transfers
 - 3,394 (+1.1%)

Distance Education

Distance Education (DE) refers to education that is provided remotely from the physical campus, including face-to-face, video enabled, and online instruction. In Fall 2012, total DE enrollment decreased from 36,783 to 32,973 (-10.4%). This total number, however, is best understood as two distinct populations of students that utilize DE:

1. Students who are only enrolled in DE courses.
2. Students who enroll in both traditional, campus classes and DE courses (regular term students).

The first population, those only enrolling in DE courses at UNC institutions, increased by 370 (+1.8%) to 21,224. The second population of DE students, defined as those enrolled in both traditional, campus classes and online DE courses simultaneously was 11,749 in Fall 2012, a decrease of 26.2%. This steep decline was largely due to a change in institutional policy at NCSU. As a result of this policy change, NCSU's DE population decreased 63.0% between Fall 2011 and Fall 2012. When we exclude NCSU, overall DE enrollment in UNC increased 5.01%.

As might be expected, DE courses are especially convenient for nontraditional students (age 25 and older), who constitute *two-thirds* of all students taking a distance education course. The following figures present the data on all students utilizing DE enrollment for Fall 2012.

Fall 2012: Distance Education Enrollment

Figure 10: All Distance Education Enrollment by degree-level, Research institutions (Fall, 2012)

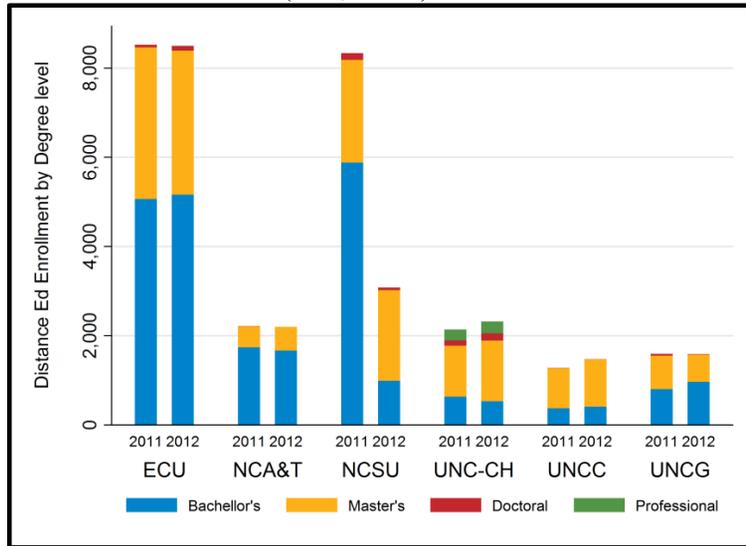


Figure 11: All Distance Education Enrollment by degree-level, Master's granting institutions (Fall, 2012)

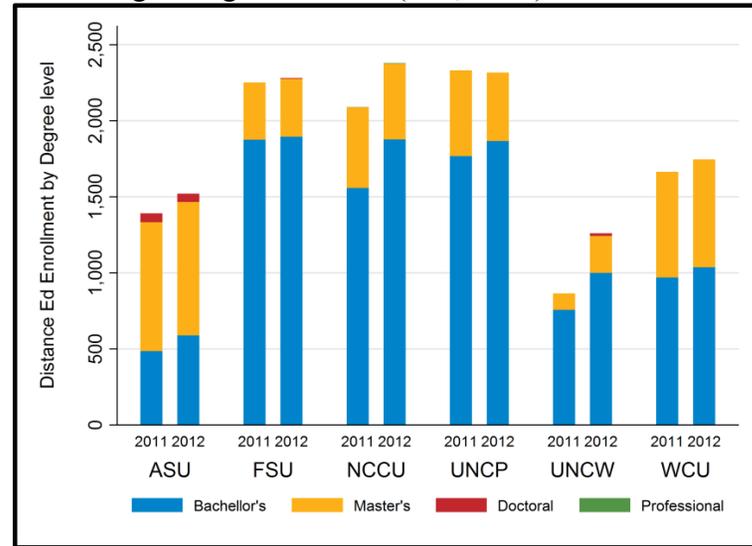
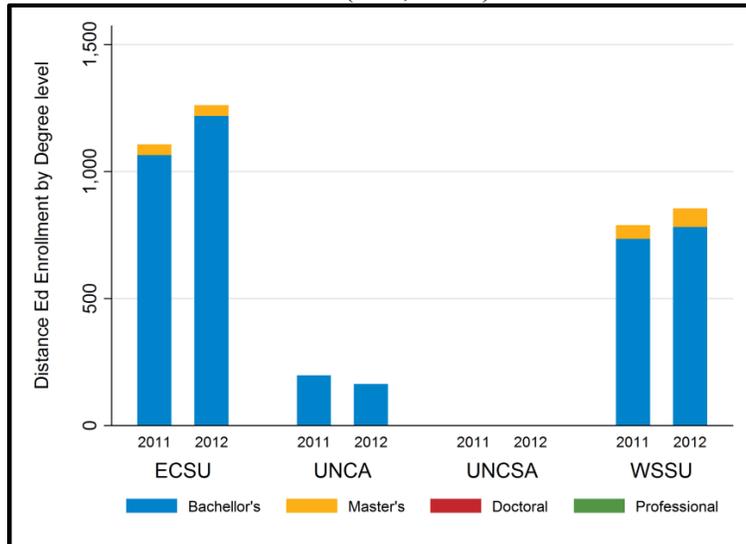


Figure 12: All Distance Education Enrollment by degree-level, Baccalaureate institutions (Fall, 2012)



Fall 2012 Distance Education Enrollment (annual change in parentheses)

- All Distance Education (online and off-site only and regular term students)
 - 32,973 (-10.4%)
- Distance Education Students Only (online and off-site)
 - 21,224 (+1.8%)
- Regular Term Students Only (online, off-site, and traditional classroom instruction)
 - 11,749 (-26.2%)
 - Reduction is largely due to a policy and reporting change at NCSU

Resident/Non-Resident First-Time, Full-Time Freshmen

Of new freshmen, 85.5% were from North Carolina, and 14.5% were from out-of- state. Only one campus, NCA&T (31.4%, under a special provision with freshmen out-of-state engineering majors excluded), exceeded the 18 percent cap on the percent of freshmen who are from out-of-state for the second year in a row (UNCSA has a special provision). The following table presents data for all Fall 2012 first-time, out-of-state, degree seeking undergraduate students at UNC campuses.

FALL 2012: Number and Percentage of First-Time, Out-of-State, Degree Seeking Undergraduate Students

	Number of New Students	Number of New In-State Students	Number of New Out-of-State Students	Out of State Student Percentage
ASU	3,028	2,699	329	10.9%
ECU	4,015	3,335	680	16.9%
ECSU	527	449	78	14.8%
FSU	612	573	39	6.4%
NCA&T*	1,754	1,203	551	31.4%
NCCU	1,407	1,254	153	10.9%
NCSU	4,398	3,727	671	15.3%
UNCA	553	458	95	17.2%
UNC-CH	3,915	3,266	649	16.6%
UNCC	3,541	3,148	393	11.1%
UNCG	2,516	2,270	246	9.8%
UNCP	1,020	989	31	3.0%
UNCW	2,053	1,697	356	17.3%
UNCSA	172	74	98	57.0%
WCU	1,558	1,401	157	10.1%
WSSU	685	618	67	9.8%
UNC Total	31,754	27,161	4,593	14.5%

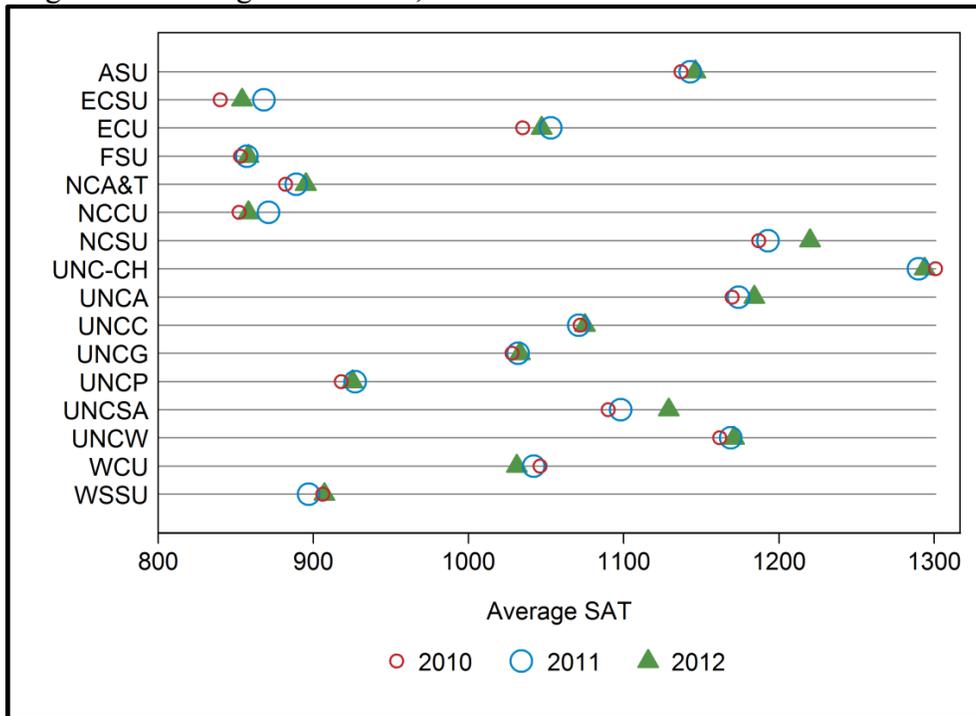
Source: IRA/SDF.GR302/4DEC12

*Out-of-State engineering students at NCA&T are excluded.

SAT Scores

There was a significant change in the SAT in 2006. The verbal section became critical reading (dropping analogies and adding critical reading passages) and the mathematics section added elements of Algebra II for the first time. In addition, a third section on writing was made available, which the BoG made mandatory for UNC applicants. While UNC students have reported results on three tests since Fall 2006, the national reporting standard continues to rely on the critical reading and mathematics sections as not all institutions of higher education include the writing scores as part of their admissions criteria. UNC’s combined average SAT score for these sections for Fall 2012 freshmen is *1091*, down slightly from *1093* for Fall 2011 and above the national average of *1010*. Most campuses had higher average SAT scores for out-of-state students.

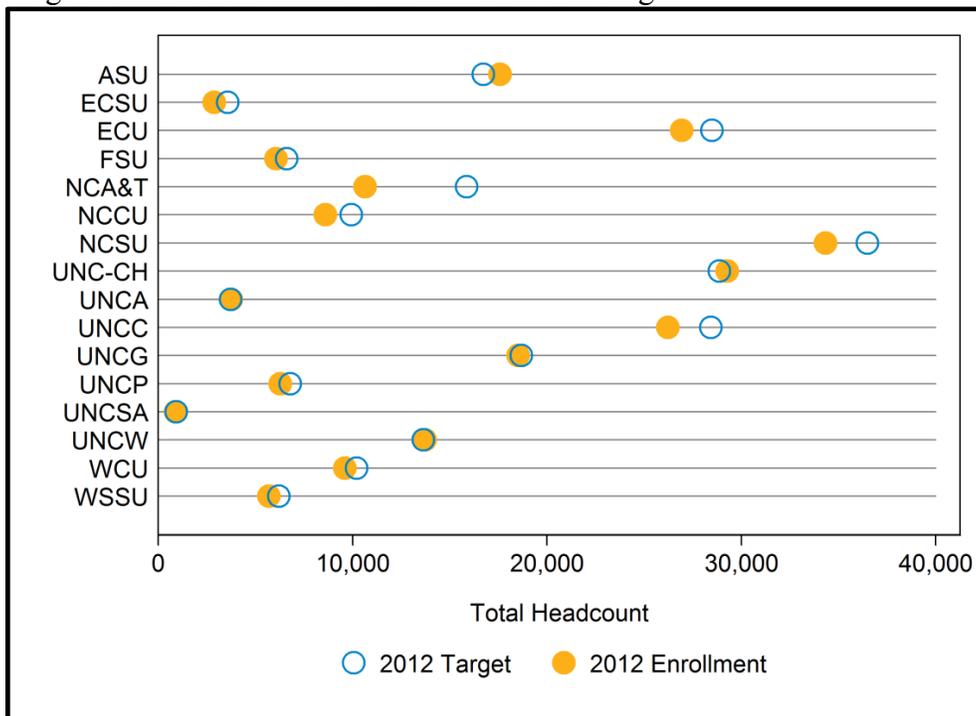
Figure 13: Average SAT Score, 2010-2012



Reviewing the Ten-Year Enrollment Plan

As part of the strategic planning process, in 2002 the UNC BoG established 10-year enrollment targets for all of the system’s institutions. When aggregated to the system-level, this number was 14,170 (-6%) below the Fall 2012 target of 235,180. Figure 14 provides the targets and the actual 2012 enrollment numbers for all institutions. When examined individually, our institutions responded remarkably well to these growth targets. Because these enrollment numbers are but one of a set of goals set for and by UNC institutions, we recommend evaluating performance in light of institutional complexity and the social and economic changes in North Carolina over the last decade.

Figure 14: 2012 Headcount Enrollments and Target



Conclusion

While there has been a slight decrease in the number of North Carolina high school graduates attending UNC, overall there are general increases in minority and transfer student enrollment, and high school students participating in early college coursework. While the system might anticipate slight growth increases in the near future, these will likely come through a strategic focus on the non-traditional and underserved populations outlined in this document.

These trends from the Fall 2012 enrollment data are largely encouraging and identify areas on which the UNC system and constituent campuses can focus to continue serving the state of North Carolina moving forward.

Appendix 1

UNC Fall Headcount Enrollment -- 2011 vs. 2012

	Total Headcount Enrollment				Undergraduate Enrollment				Master's Enrollment				Doctoral Research and Professional			
	2011	2012	Change	% Change	2011	2012	Change	% Change	2011	2012	Change	% Change	2011	2012	Change	% Change
ASU	17,344	17,589	245	1.4%	15,460	15,712	252	1.6%	1,790	1,790	0	0.0%	94	87	(7)	-7.4%
ECU	27,386	26,947	(439)	-1.6%	21,589	21,298	(291)	-1.3%	4,957	4,715	(242)	-4.9%	840	934	94	11.2%
ECSU	2,930	2,878	(52)	-1.8%	2,836	2,760	(76)	-2.7%	94	118	24	25.5%	-	-	-	-
FSU	5,930	6,060	130	2.2%	5,162	5,287	125	2.4%	713	721	8	1.1%	55	52	(3)	-5.5%
NCA&T	10,881	10,636	(245)	-2.3%	9,206	8,923	(283)	-3.1%	1,437	1,460	23	1.6%	238	253	15	6.3%
NCCU	8,359	8,604	245	2.9%	6,416	6,658	242	3.8%	1,408	1,356	(52)	-3.7%	535	590	55	10.3%
NCSU	34,767	34,340	(427)	-1.2%	25,176	24,833	(343)	-1.4%	6,123	5,982	(141)	-2.3%	3,468	3,525	57	1.6%
UNCA	3,863	3,751	(112)	-2.9%	3,814	3,693	(121)	-3.2%	49	58	9	18.4%	-	-	-	-
UNC-CH	29,137	29,278	141	0.5%	18,430	18,503	73	0.4%	4,722	4,809	87	1.8%	5,985	5,966	(19)	-0.3%
UNCC	25,277	26,232	955	3.8%	20,283	21,179	896	4.4%	4,177	4,215	38	0.9%	817	838	21	2.6%
UNCG	18,627	18,516	(111)	-0.6%	14,898	15,039	141	0.9%	2,936	2,660	(276)	-9.4%	793	817	24	3.0%
UNCP	6,251	6,269	18	0.3%	5,494	5,504	10	0.2%	757	765	8	1.1%	-	-	-	-
UNCW	13,145	13,733	588	4.5%	11,950	12,387	437	3.7%	1,138	1,267	129	11.3%	57	79	22	38.6%
UNCSA	893	880	(13)	-1.5%	772	760	(12)	-1.6%	121	120	(1)	-0.8%	-	-	-	-
WCU	9,352	9,608	256	2.7%	7,627	7,979	352	4.6%	1,657	1,539	(118)	-7.1%	68	90	22	32.4%
WSSU	6,163	5,689	(474)	-7.7%	5,692	5,245	(447)	-7.9%	444	391	(53)	-11.9%	27	53	26	96.3%
UNC System	220,305	221,010	705	0.3%	174,805	175,760	955	0.5%	32,523	31,966	(557)	-1.7%	12,977	13,284	307	2.4%

Source: IRA/SDF.GR.302/4Dec12