

9. Fall 2014 Enrollment Report Kate Henz

Situation: Presentation of the annual enrollment data for UNC constituent institutions.

Background: The Fall 2014 Enrollment Report presents the trends in enrollment across the system, focusing on total headcount and strategic areas, including e-learning.

Assessment: Overall headcount enrollment increased slightly over the prior year, total minority enrollment and transfer student enrollment increased, and 86% of the first-time, full-time students enrolling in Fall 2014 were from North Carolina.

Action: This item is for information only.

The University of North Carolina
Enrollment Report
Fall 2014



The University of North Carolina
General Administration

January 2015

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 2014 Enrollment Report presents the trends in enrollment across the system, focusing on total headcount and strategic areas of interest.

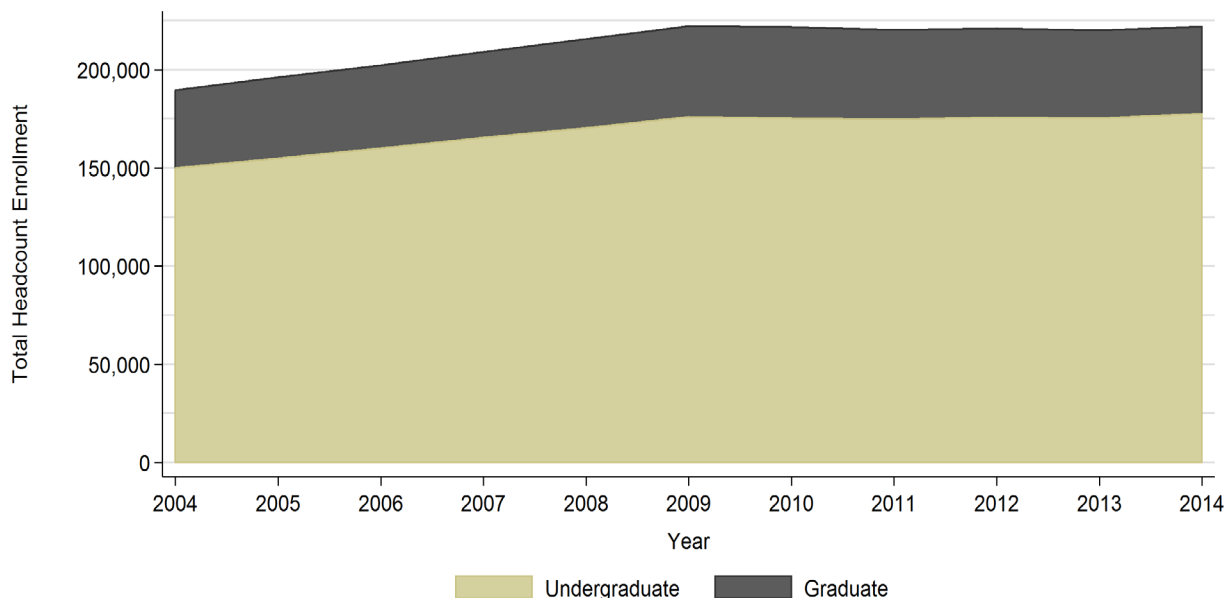
- **Enrollment.** The Fall 2014 total UNC headcount enrollment was 221,968 students, an increase of 1,847 students or +0.8% from the previous fall.
 - » Eleven campuses saw their total student headcount increase and five saw headcount decreases.
 - » Undergraduate, doctoral, and professional enrollment increased across the system. Master's level enrollment decreased for the fifth consecutive year, driven largely by declines in the Education field of study.
- **Full-Time and Part-Time Students.** Approximately one in five UNC students are enrolled part-time.
 - » One in eight undergraduates and approximately half of graduate students are enrolled part-time.
- **Enrollment by Race.** The total enrollment of non-white students for Fall 2014 was 89,406, an increase of 2,155 students (3.0%) from the previous year.
 - » When comparing racial and ethnic groups in the UNC student body with the North Carolina general population, the representation of Black/African American, Hispanic/Latino, and American Indian students remain under-represented at UNC institutions.
- **Enrollment by Gender and Age.** More than half of all UNC students are female (56.4%). The average age of undergraduate students is 22 and the average age of graduate students is 31.
- **Resident/Non-Resident First-Time, Full-Time Freshmen.** Of new freshmen, 86.1% were from North Carolina and 13.9% were from out-of- state.
- **Transfer Students.** Overall, approximately one in four students began their UNC career by transferring from another institution. The number of new transfer students entering UNC institutions grew to 15,884 in Fall 2014, an increase of 6.2%.
- **Online Enrollment.** 39% of UNC students take at least one course online and 9% of students are fully online. Online courses are an essential option for older and part-time students. In academic year 2013-14, the majority of part time students (53%) studied at least partially online. African-American and female students are overrepresented among online course takers.

Fall 2014 Headcount Enrollment

Overall Enrollment

UNC's Fall 2014 total headcount enrollment was 221,968 students, an increase of 1,847 students (+0.8%) from Fall 2013. This is the highest increase and largest total enrollment the system has seen since 2009 and as seen in Figure 1, is on par with enrollment trends over the past 5 years.

Figure 1: *Headcount Enrollment Trends of All University Students, Fall 2004 - Fall 2014*



The following are highlights from the Fall 2014 enrollment data for the overall UNC student population.

- Fall 2014 undergraduate enrollment increased from 175,328 in Fall 2013 to 177,744 (+1.4%).
 - » Ten institutions increased their undergraduate enrollments: UNCSA had the largest increase (+7.2%) followed by UNCW (+4.2%).
 - » ECSU, FSU, NCCU, NCSU, UNC-CH, and WSSU saw decreased enrollments.
- Fall 2014 graduate enrollment decreased from 44,793 in Fall 2013 to 44,224 (-1.2%)
 - » A large share of this decrease is due to declines in Master's level enrollment, which has been driven by Master's in Education programs, which have seen a 31.9% decrease in enrollments across the system

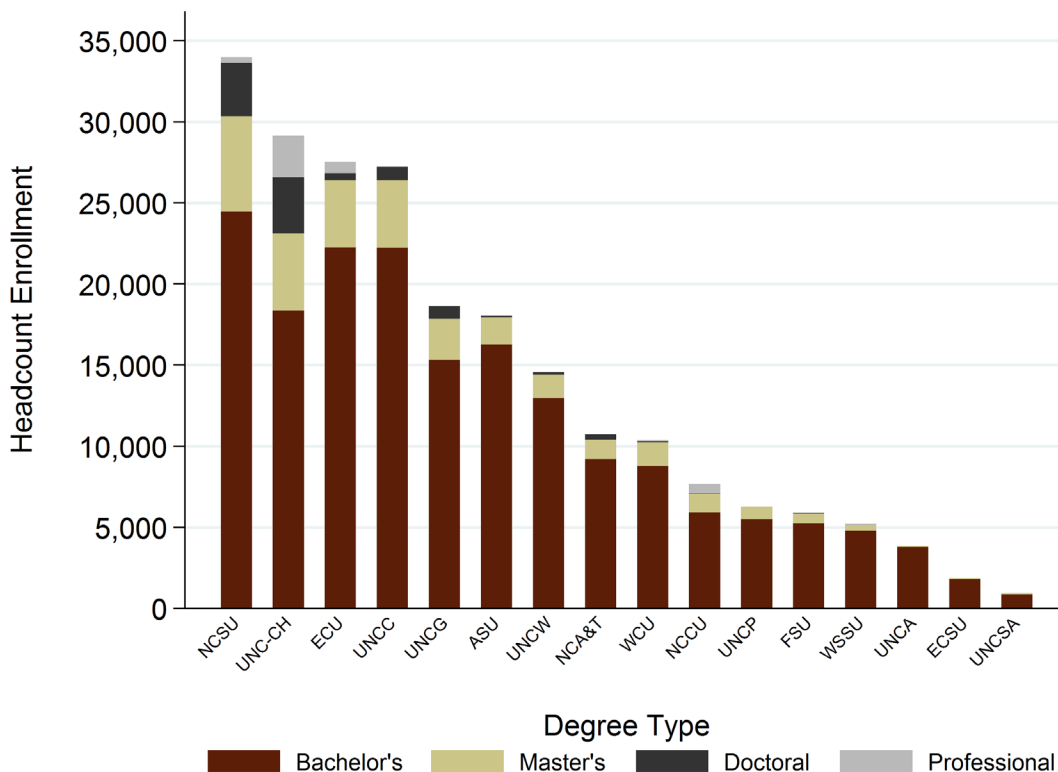
in the last five years. These decreases have been partially offset by increases in the fields of Engineering (+21.8%) and Computer/Information Sciences (+62.8%) over the same time period.

- Enrollment at UNC institutions with high school students remained stable.
 - » Enrollment at UNCSA increased from 270 to 272 and enrollment at NCSSM increased from 679 to 681.
- Approximately 25%, or 26,277, of recent (2013-14) North Carolina high school graduates enrolled at UNC institutions in Fall 2014. This is a slight increase of 382 students from Fall 2013.
 - » 82.8% of the Fall 2014 entering cohort graduated from North Carolina high schools.

Enrollment by Degree Type

Across the system, undergraduates represent 80% of all students, a proportion consistent with previous years. Undergraduate enrollments increased 1.4% while Master's level enrollments decreased for the fifth consecutive year, dropping 2.8%. Doctoral and Professional enrollments increased 4.2% and 2.0%, respectively. Figure 2 displays the data by institution and degree type and are also available in Appendix A.

Figure 2: *Headcount Enrollments by Degree Type and Institution, Fall 2014*



Enrollment by Status: Full-Time and Part-Time

Approximately one in five of all UNC students (19%) are enrolled part-time. This proportion changes dramatically when comparing undergraduate and graduate populations. At the undergraduate level, around one in eight students (13%) are part-time versus about half of graduate students (47%). Figures 3 and 4 show full-time and part-time enrollment by institution and degree level.

Figure 3: *Percent of Undergraduate Students by Full or Part-time Enrollment and by Institution, Fall 2014*

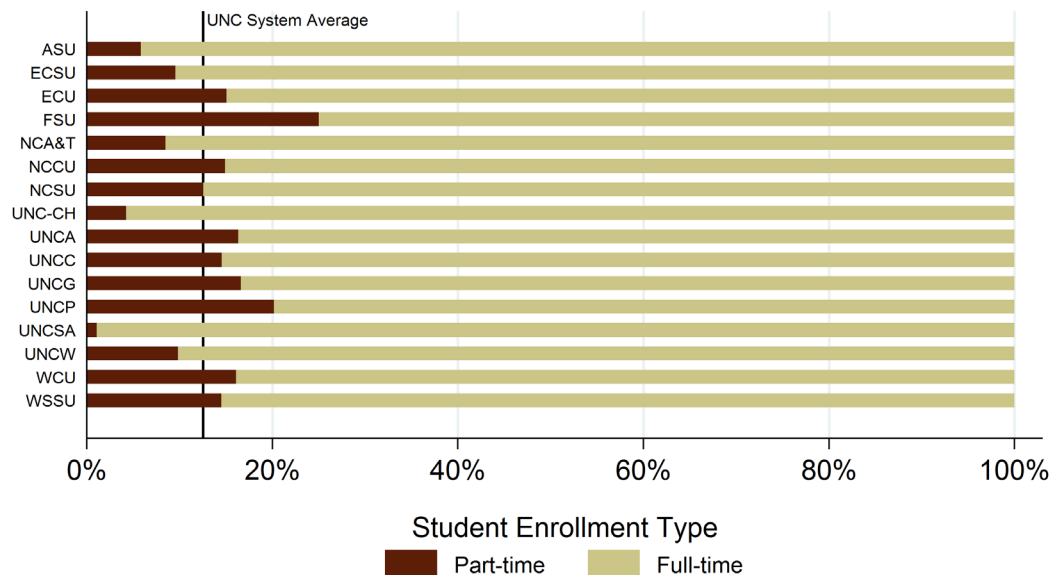
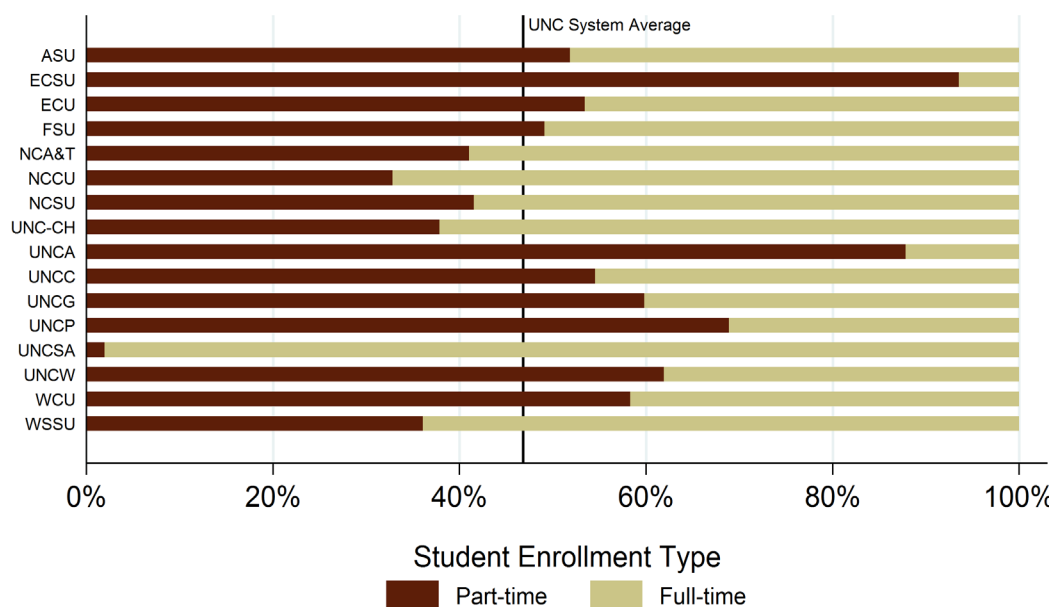


Figure 4: *Percent of Graduate Students by Full or Part-time Enrollment and by Institution, Fall 2014*

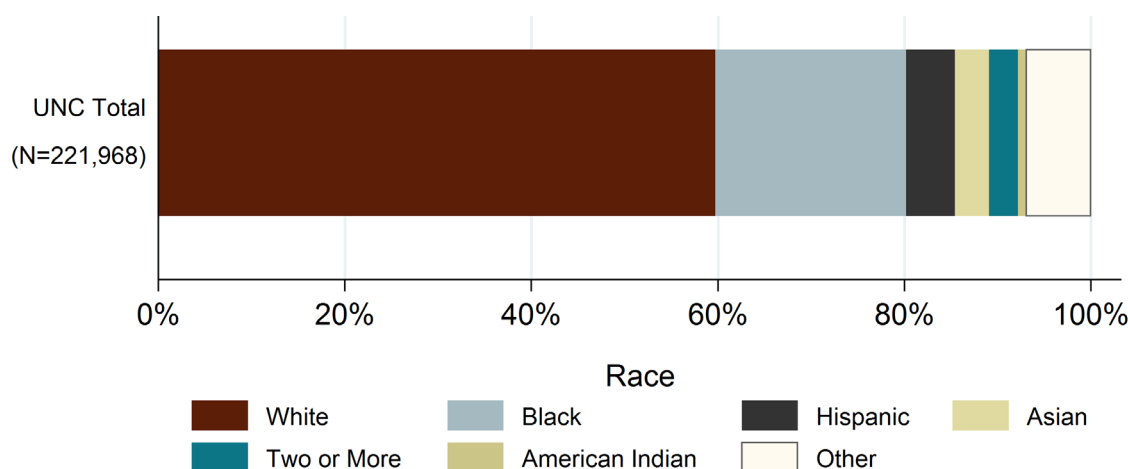


Enrollment by Race/Ethnicity

UNC institutions enroll students from a variety of racial and ethnic backgrounds. The total non-white student enrollment in Fall 2014 was 89,406, an increase of 2,155 students (3.0%) from the previous year. Total headcounts and percent increases by race/ethnicity are included below and the total UNC enrollment by race/ethnicity is shown in Figure 5.

- White: 132,562 (-0.6% or 807 students)
- Black/African American: 45,426 (-0.6% or 303 students)
- Hispanic/Latino: 11,545 (+10.8% or 1,121 students)
- Asian: 8,175 (+5.9% or 459 students)
- Two or More: 6,822 (+15.5% or 915 students)
- American Indian: 1,997 (-1.9% or 39 students)
- Other:¹ 15,441 (+3.4% or 501 students)

Figure 5: *Percent of All University Students by Race/Ethnicity, Fall 2014*



System-wide, Black/African American enrollment decreased for the fifth consecutive year. Of all Black/African American students, 51% were enrolled at historically black institutions (down from 53.4% in Fall 2013) and 49% enrolled in predominantly white institutions (up from 46.6% in Fall 2013).

Hispanic/Latino enrollment continues to increase at UNC institutions, with overall UNC enrollment at 5.2%. The largest shares of Hispanic/Latino student enrollment are at UNCC (7.3%), UNCSA (7.1%), and UNC-CH (6.5%).

¹ The category "Other" includes non-resident Aliens, race unknown, and asian/pacific islander.

When comparing racial and ethnic groups in the UNC student body with the North Carolina general population, the representation of Black/African American, American Indian, and Hispanic/Latino students remain under-represented at UNC institutions.² Disaggregating these categories by age yields additional insight when comparing to US Census numbers.

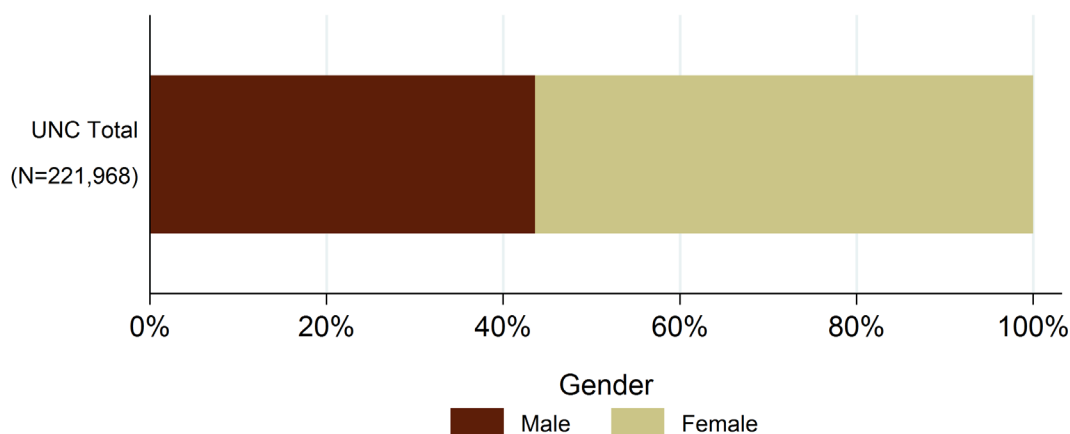
- Asians make up a larger share of the UNC population, or are overrepresented. A pattern that persists across all age categories.
- Hispanic/Latino students comprise a smaller share of the UNC population, or are underrepresented. A pattern persisting across all age categories, despite enrollment gains.
- Black/African American and American Indians remain underrepresented in UNC's 18-34 year-old college-going population.
 - » Between the ages of 35 and 65, Black/African American and American Indian students comprise larger shares of the UNC population.

Speaking broadly, racial compositions of student populations reflect the historical mission and geographic location of institutions, as well as the changing population of North Carolina.

Enrollment by Gender

Male student enrollment increased by 1,364 students across the system, but only increased their proportion in the UNC student population by 0.2%. Reflective of national trends, female enrollment continues to be larger than male students, comprising 56.4% of Fall 2014 enrollment. Figure 6 shows overall UNC enrollment by gender.

Figure 6: *Percent of All University Students by Gender, Fall 2014*



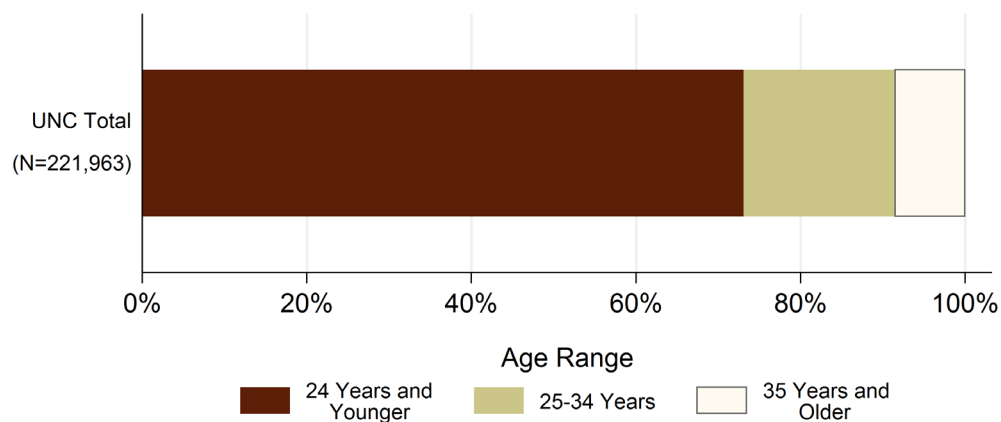
² Comparisons are made using the US Census, 2010: www.census.gov/2010census/data/

Enrollment by Age

The following summary provides some highlights of the UNC student population by age. Figure 7 illustrates enrollment by age group.

- The average undergraduate student is 22 years old.
- The average graduate student is 31 years old.
- As a percentage of each institution's enrollment total, FSU serves the largest percentage of students over the age of 24 (49%).
 - » FSU also serves the largest percentage of students 35 years of age or older (22%) when comparing individual institution percentages.
- ASU (13%) and UNCSA (11%) serve the lowest percentages of students over the age of 24.

Figure 7: *Percentage of All University Students by Age Group, Fall 2014³*



3 Excluded from this analysis are 5 students for whom we do not have a record of birthday.

UNC Policy Requirements

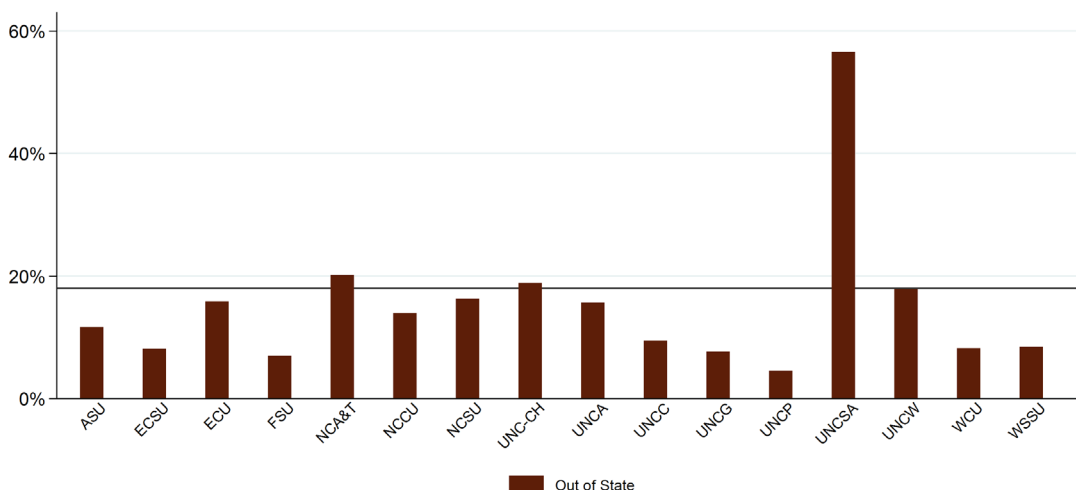
UNC Policy 700.1.3 states that UNC institutions must regulate enrollment patterns of North Carolina residents and out-of-state students. Two measures are used to ensure a residency balance, allowing well-qualified North Carolinians opportunities to attend a UNC institution while welcoming academically accomplished out-of-state students.

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

UNC Policy states that no more than 18% of an entering freshman class shall be out-of-state residents.⁴ In Fall 2014, 86.1% of first-time students were from North Carolina and 13.9% were from out-of-state. All institutions except three, UNCSA, NCA&T, and UNC-CH, were below the mandated 18% enrollment cap for out-of-state students. Two of those institutions, however, have special provisions. UNCSA (56.6%) has an exception to the out-of-state student enrollment restriction. North Carolina A&T (20.1%) has two special provisions: 1) allowance to exclude engineering majors when calculating residency comparisons (when engineering majors are included, the percentage of out-of-state first-time, full-time admitted students was 24.0%) and 2) a pilot program that allows for admission of more out-of-state students while not excluding qualified North Carolina residents.

The third institution is UNC-CH, with 18.8% of their incoming first-time, full-time freshmen classified as out-of-state students. UNC Policy states that if an institution exceeds the cap for two consecutive years, they will be subject to a financial penalty. UNC-CH's Fall 2013 admitted out-of-state first-time, full-time freshmen percentage was 17.3%, therefore no penalty applies. Figure 8 shows percentages of out-of-state enrollment by institution and the data can be found in Appendix B.

Figure 8: *Percentage of Out-of-State First-Time, Full-Time Freshmen, Fall 2014*

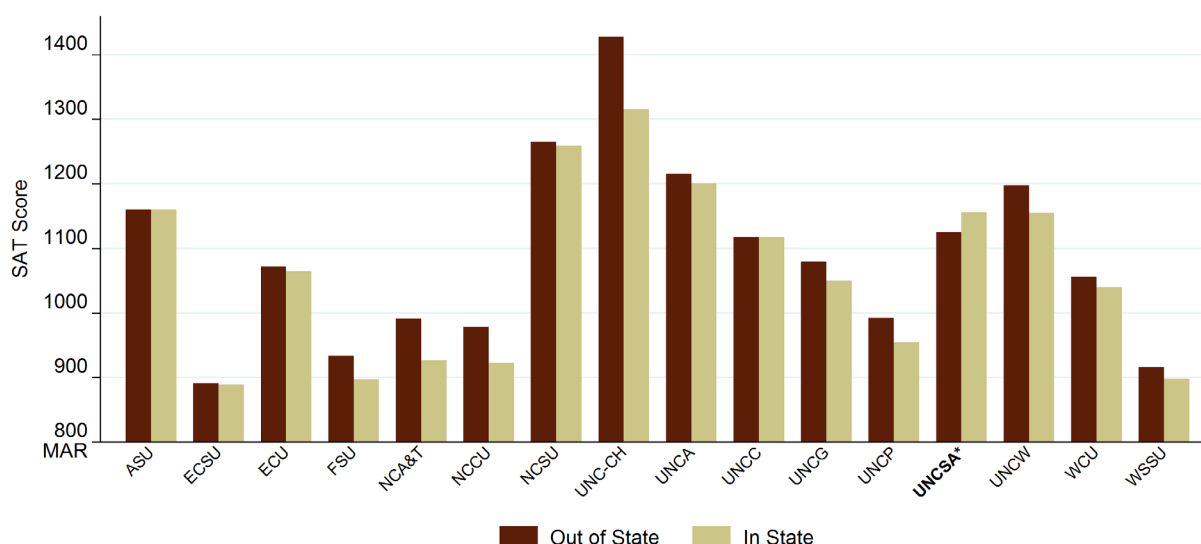


4 See UNC Policy 700.1.3. Out-of-state students include international students.

In-State/Out-Of-State SAT Scores

The second measure used to monitor UNC Policy 700.1.3 is to review the average combined SAT scores of admitted in-state students compared to those of out-of-state students to ensure the out-of-state average is higher than the in-state average. Figure 9 displays the average combined math and reading SAT scores for all students with a detailed comparison found in Appendix C. One institution, UNCSA, is out of compliance with this policy. The chancellor has provided a report to UNC-GA and will ensure compliance for the Fall 2015 admitted class.

Figure 9: *Average Combined Math and Reading SAT Scores for In-State and Out-of-State Freshmen, Fall 2014*



Enrollment for Student Populations of Interest

Along with traditional first-time, full-time freshmen that enroll in classes within a year of graduating from high school, an increasing number of UNC students are enrolling in online courses or come to the University as transfer students. The following sections provide enrollment information for these two groups.

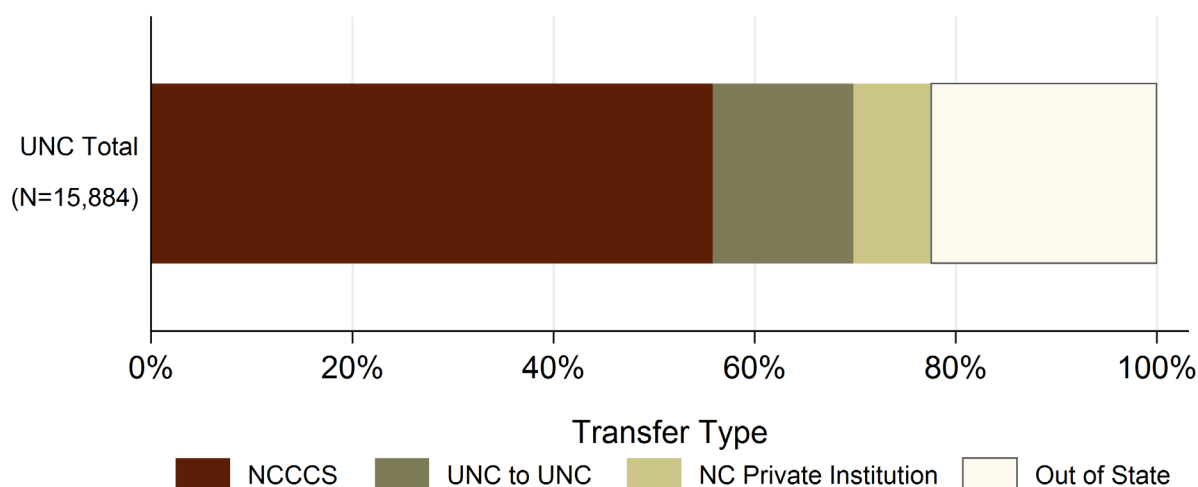
When reviewing these groups and the first-time, full-time freshmen discussed in previous sections, it is important to note differences in the timing of the data. For the first-time, full-time freshmen enrollment numbers discussed earlier, as well as the transfer students discussed below, the numbers provided are for the Fall 2014 semester and any comparisons made are done across fall semesters. For online students, analyses herein use data from the 2013-14 academic year (Fall, Spring, and Summer terms).

Transfer Students

Annually, UNC-GA provides a detailed transfer report to the BOG and will continue to produce this report, but given the importance of transfer students to UNC's strategic planning, a brief snapshot is offered using Fall 2014 numbers. In general, most transfer students matriculate from the North Carolina Community College System (NCCCS), reflecting a long-standing and nationally recognized articulation agreement. The share of transfer students originating from the community college sector has continued to grow steadily and students transferring from other institutions have increased this year after a short period of decline. The following are some of the key transfer student headcount numbers for Fall 2014 (Figure 10 displays these graphically).

- Overall, approximately one in four students began their UNC career by transferring from another institution. The number of new transfer students entering UNC institutions in Fall 2014 grew to 15,884 over the previous year (+6.2%). This is the third year in a row of overall increases for transfer enrollments.
 - » The total number of transfer students new to the UNC system saw a large increase from 12,722 in Fall 2013 to 13,655 in Fall 2014 (+7.3%).
 - » UNC to UNC transfer students slightly declined (-0.2%) to 2,228.
- NCCCS to UNC transfers increased to 8,864 (+5.7%), a trend that has continued over the past 6 years.
- Transfers from NC Private institutions to UNC institutions increased to 1,228 (+6.6%) since Fall 2013, which more than makes up for the 1.7% decrease in in Fall 2013.
- Out-of-state student transfers increased to 3,564 (+11.8%), which also makes up for last years decline of 6.1%.

Figure 10: *Percent of All University Transfers by Transfer Type, Fall 2014*



Online Learning

UNC institutions are making progress in expanding educational opportunities to meet the needs and interests of students. Through a variety of campus-led efforts and the overhaul of UNC Online (online.northcarolina.edu), opportunities are expanding and more students are enrolling in online courses and programs. The University offers 325 online degree and certificate programs (see programs.northcarolina.edu), and UNC Online currently lists 1,770 online courses for the Spring 2015 semester (see courses.northcarolina.edu).

It is important to understand the variety of online offerings and how students access them. Some students supplement traditional campus-based schedules with a handful of online courses, while others enroll in entirely online programs and never visit campus. While students increasingly chart their own paths to completion, there are four broad student types that reflect the predominant course-taking patterns:

1. Face-to-Face Students: Students who took 100% of their classes through face-to-face instruction.⁵
2. Partially Online Students: Students who took at least one online class, but less than 50% of their classes online.
3. Mostly Online Students: Students who took 50% or more of their classes through online instruction.
4. Online Only Students: Students who took 100% of their classes through on-line delivery methods.

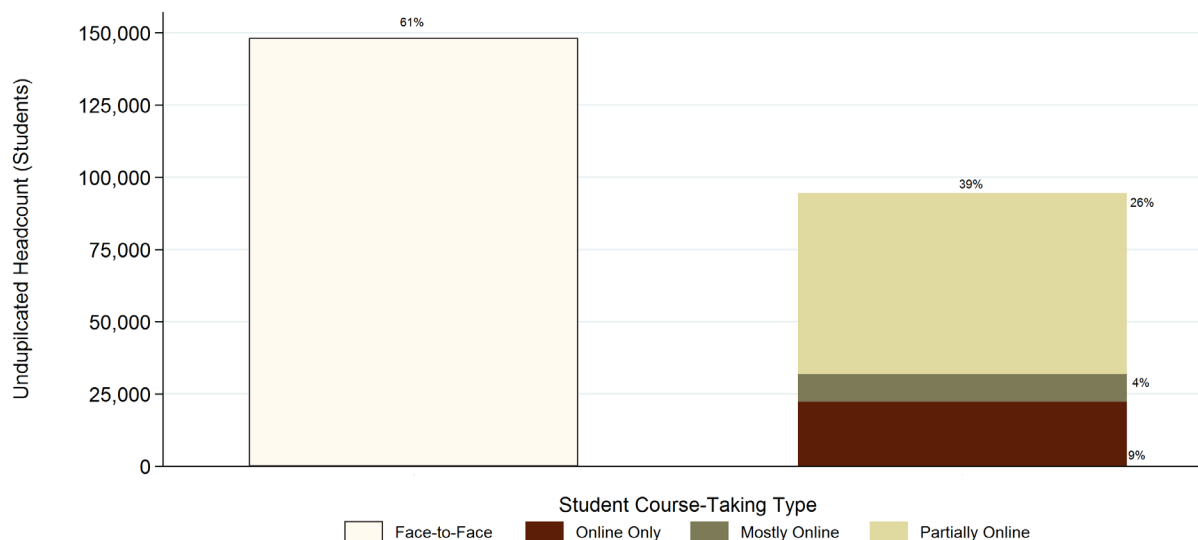
Online Learning: Overall Enrollment

In the 2013-14 academic year,⁶ 39% of the total UNC student population took at least one online course and 9% took exclusively online courses. Figure 11 shows the percentage of students taking these different courses during the 2013-14 academic year.

5 Note that site-based distance education (DE) courses offered through face-to-face instruction are included in this category. This population is very small. These 5,567 DE students make up 2% of the entire student population and 3% of the Face-to-Face category. Also included in the Face-to-Face category is a small group of 318 students (0.1% overall and 0.2% of the Face-to-Face category) who took a majority of their courses through alternate methods of delivery such as DVD or two-way video, but took at least one face-to-face course and no online courses. Excluded from this report altogether is an even smaller group of 43 students (0.01% overall) who only took alternate methods of delivery such as DVD or two-way video.

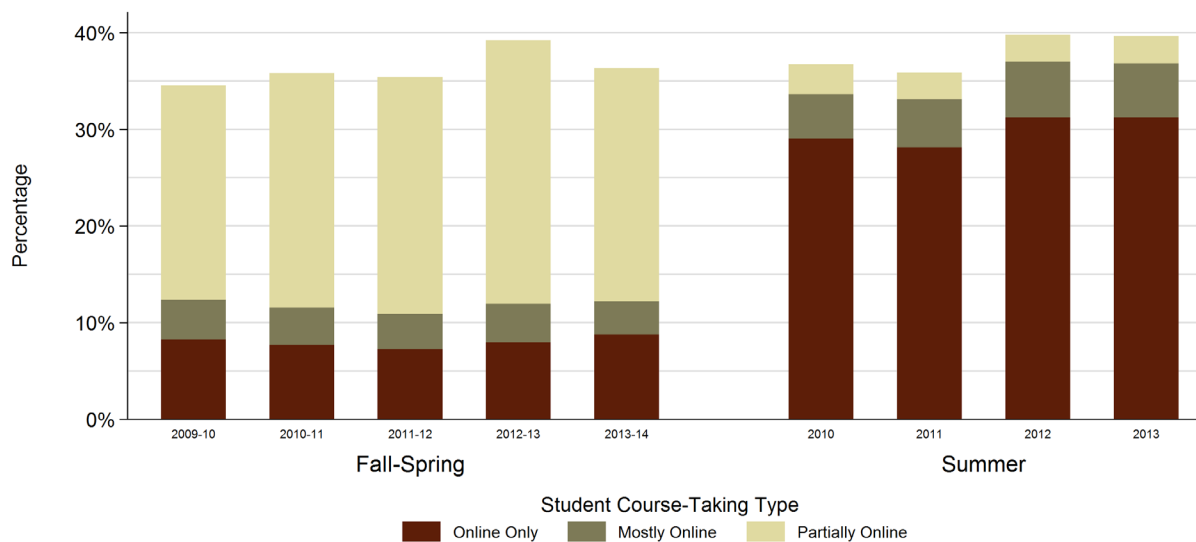
6 The 2013-14 school year includes Summer II 2013, Fall 2013, Spring 2014, and Summer I 2014.

Figure 11: *Unduplicated Overall Student Headcount by Course-Taking Type, Academic Year 2013-14*



The percentage of students taking at least one online course increased from 34% to 39% over the past five years. Enrollments in online courses in Fall/Spring semesters have remained relatively stable during this time, while Summer enrollments in online courses increased from 37% to 40%. Figure 12 shows enrollment by course-taking type over the past five years.

Figure 12: *Percentage of All Students by Course-Taking Type, Academic Years 2009-10 through 2013-14⁷*



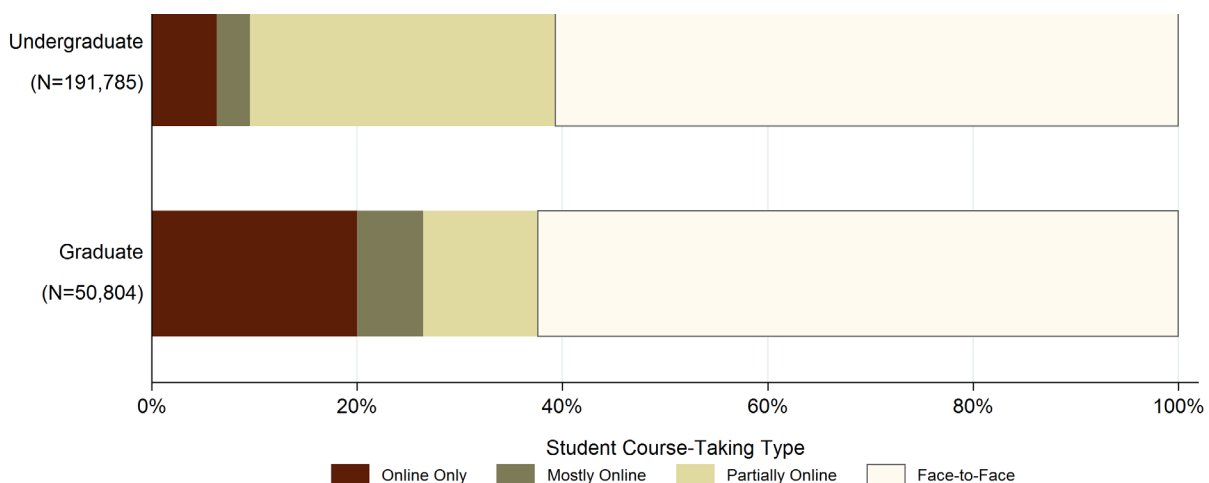
7 Complete Summer 2014 data not yet available.

As a result of the redesign of UNC Online, which launched in September 2014, degree searches have almost tripled (+286%) and requests for information have nearly quintupled (+486%) as compared to the same period last year. Both are leading indicators of future enrollments. Additionally, the UNC Online team operates a global Proctoring Network to support online students' test-taking. In 2013-14, UNC Online proctored 31,694 exams, which represents growth of 34.7% over the previous year. See Appendix E for a map of UNC Online program searches and Appendix F for more detail on proctoring.

Online Learning: Undergraduate and Graduate Enrollment

In the 2013-14 academic year, 39% of undergraduate students and 38% of graduate students enrolled in at least one online course. Graduate students represented a higher proportion of students exclusively taking online courses: 20% of graduate students were fully online compared to only 6% of undergraduates. Figure 13 displays these percentages of courses by degree level.

Figure 13: *Percentage of Undergraduate and Graduate Students by Course-Taking Type, Academic Year 2013-14*



Online Learning: Gender and Race/Ethnicity

Following local and national trends, more female students are enrolling in online courses at UNC institutions. Females account for 62% of the total student population taking at least one online course. This number is higher than the proportion of females exclusively taking face-to-face courses (53%). Females represent 59% of online program searches on UNC Online.

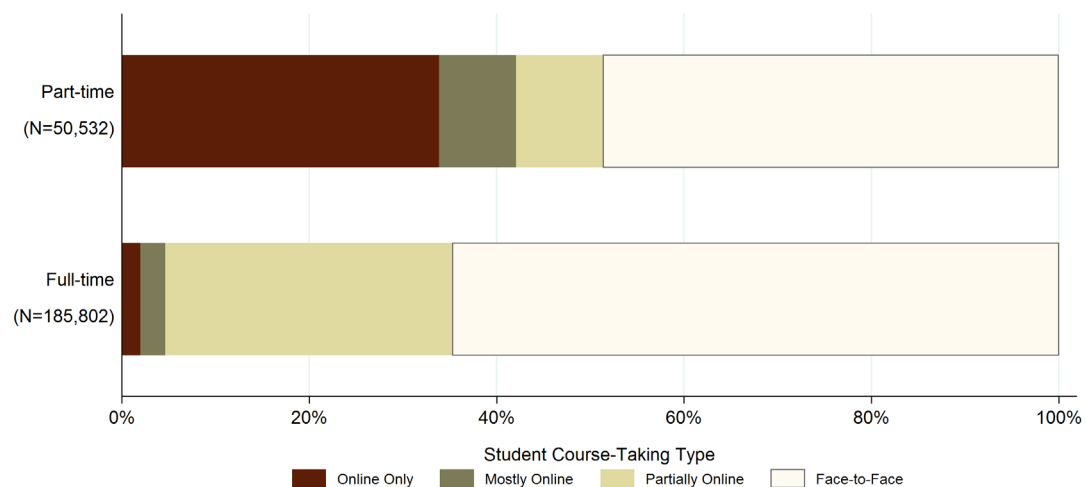
By and large, the racial/ethnic composition of online enrollments mirror face-to-face enrollments with only a few exceptions:

- Black/African American students represent a higher proportion of online course-takers than exclusively face-to-face students: 24% compared to 22% at the undergraduate level and 17% compared to 13% at the graduate level.
- International graduate students represent a lower proportion of online course-takers (5%) versus face-to-face only students (17%).

Online Learning: Full-Time and Part-Time Students

Online courses are important for part-time students. Of the total student population,⁸ 52% of part-time students are enrolled in at least one online course compared to only 35% of full-time students. More strikingly, 34% of part-time students are enrolled exclusively in online courses compared to just 2% of full-time students.

Figure 14: *Percentage of All University Students by Course-Taking Types and Enrollment Status, Academic Year 2013-14*



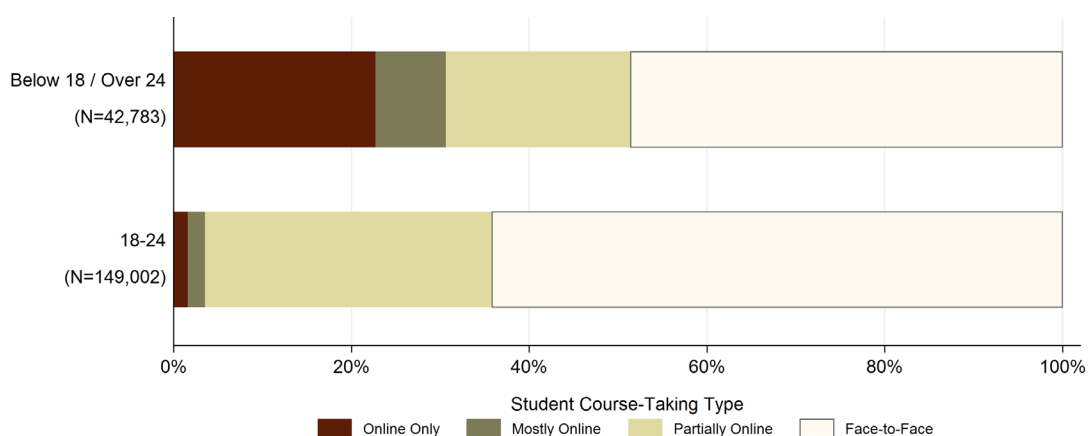
This figure illustrates that online course-taking, whether complete or partial, is now an essential educational option for part-time students. The data support the notion that online courses are serving a population who are balancing competing priorities in their lives and are seeking the flexibility that online courses offer.

8 Full/Part-time status for this analysis is determined by the student's status during the Fall 2013 semester. For this reason, Summer only students (6,255 students or 3% of the total student population) are excluded from the Full/Part-time student analysis.

Online Learning: Age of Students

Online courses are important for older, non-traditional aged students.⁹ Over half (51%) of non-traditional aged students take at least one online course compared to only a third (36%) of 18-24 year old students. Moreover, 23% of older students take exclusively online courses compared to only 2% of the 18-24 year old student population. Figure 16 displays these percentages of courses by age of student.

Figure 16: *Percentage of Undergraduate Students: Traditional Age vs. Non-Traditional Age by Course-Taking Type, Academic Year 2013-14*



UNC-GA plans on providing an additional online learning report in the fall of 2015 to complement the data presented in this report.

⁹ The age range for traditional aged students is defined by the National Center for Education Statistics to be 18 to 24 years. Excluded from this analysis are 80 students for whom we do not have a record of birthday.

Appendix A

UNC Headcount Enrollment Fall 2013 & Fall 2014

	Total Headcount Enrollment				Undergraduate Enrollment				Master's Enrollment				Doctoral Research & Professional Enrollment			
	2013	2014	Change	% Change	2013	2014	Change	% Change	2013	2014	Change	% Change	2013	2014	Change	% Change
ASU	17,838	18,026	188	1.1%	16,025	16,255	230	1.4%	1,722	1,687	-35	-2.0%	91	84	-7	-7.7%
ECSU	2,421	1,867	-554	-22.9%	2,336	1,805	-531	-22.7%	85	62	-23	-27.1%	-	-	-	-
ECU	26,887	27,511	624	2.3%	21,508	22,252	744	3.5%	4,388	4,158	-230	-5.2%	991	1,101	110	11.1%
FSU	6,179	5,899	-280	-4.5%	5,410	5,247	-163	-3.0%	703	598	-105	-14.9%	66	54	-12	-18.2%
NCA&T	10,561	10,725	164	1.6%	8,872	9,203	331	3.7%	1,390	1,212	-178	-12.8%	299	310	11	3.7%
NCCU	8,093	7,687	-406	-5.0%	6,220	5,917	-303	-4.9%	1,247	1,162	-85	-6.8%	626	608	-18	-2.9%
NCSU	34,009	33,989	-20	-0.1%	24,536	24,473	-63	-0.3%	5,967	5,873	-94	-1.6%	3,506	3,643	137	3.9%
UNC-CH	29,127	29,135	8	0.0%	18,370	18,350	-20	-0.1%	4,754	4,772	18	0.4%	6,003	6,013	10	0.2%
UNCA	3,784	3,845	61	1.6%	3,736	3,804	68	1.8%	48	41	-7	-14.6%	-	-	-	-
UNCC	26,571	27,238	667	2.5%	21,503	22,216	713	3.3%	4,247	4,182	-65	-1.5%	821	840	19	2.3%
UNCG	18,074	18,647	573	3.2%	14,753	15,313	560	3.8%	2,537	2,542	5	0.2%	784	792	8	1.0%
UNCP	6,222	6,269	47	0.8%	5,429	5,511	82	1.5%	793	758	-35	-4.4%	-	-	-	-
UNCSA	912	958	46	5.0%	797	854	57	7.2%	115	104	-11	-9.6%	-	-	-	-
UNCW	13,937	14,570	633	4.5%	12,447	12,964	517	4.2%	1,369	1,449	80	5.8%	121	157	36	29.8%
WCU	10,107	10,382	275	2.7%	8,448	8,787	339	4.0%	1,528	1,456	-72	-4.7%	131	139	8	6.1%
WSSU	5,399	5,220	-179	-3.3%	4,938	4,793	-145	-2.9%	375	343	-32	-8.5%	86	84	-2	-2.3%
UNC Total	220,121	221,968	1,847	0.8%	175,328	177,744	2,416	1.4%	31,268	30,399	-869	-2.8%	13,525	13,825	300	2.2%

Appendix B

Number and Percentage of New Undergraduate Degree-Seeking Students by Residency, Fall 2014¹⁰

	Total Number of New Students	Number of New In-State Students	Number of New Out-of-State Students	Out-of-State Student Percentage
ASU	3,033	2,680	353	11.6%
ECSU	209	192	17	8.1%
ECU	4,226	3,556	670	15.9%
FSU	476	443	33	6.9%
NCA&T*	1,638	1,308	330	20.1%
NCCU	925	796	129	13.9%
NCSU	4,499	3,767	732	16.3%
UNC-CH	3,976	3,227	749	18.8%
UNCA	633	534	99	15.6%
UNCC	3,319	3,007	312	9.4%
UNCG	2,593	2,395	198	7.6%
UNCP	1,074	1,026	48	4.5%
UNCSA	219	95	124	56.6%
UNCW	2,159	1,773	386	17.9%
WCU	1,756	1,612	144	8.2%
WSSU	850	778	72	8.5%
UNC Total	31,585	27,189	4,396	13.9%

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

10 Out-of-state students includes international students

Appendix C

Average Combined Math and Reading SAT Scores for Admitted Freshmen: In-State vs. Out-of-State, Fall 2014¹¹

	Average SAT Score		Total
	In-State Students	Out-of-State Students	
ASU	1160	1160	1160
ECSU	889	891	890
ECU	1064	1072	1066
FSU	897	933	906
NCA&T	926	991	946
NCCU	922	978	936
NCSU	1259	1265	1261
UNCA	1201	1215	1206
UNC-CH	1316	1428	1360
UNCC	1118	1118	1118
UNCG	1050	1079	1055
UNCP	954	992	960
UNCSA	1156	1125	1135
UNCW	1155	1198	1167
WCU	1040	1056	1042
WSSU	898	916	900
UNC Total	1103	1165	1118

¹¹ Out-of-state students includes international students

Appendix D

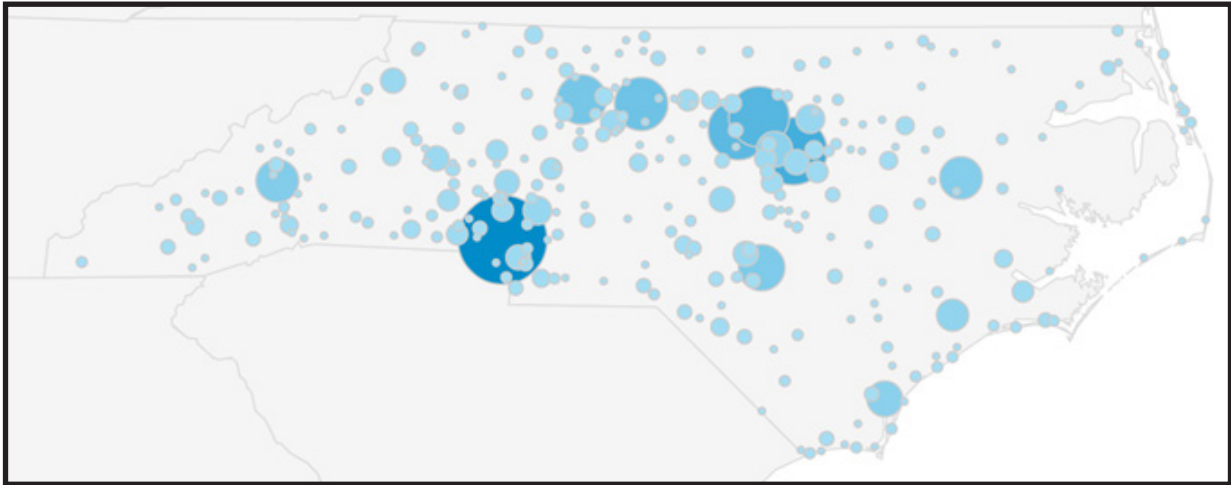
Percentage of Students by Institution by Course-taking Type, Academic Year 2013-14

	Student Headcount*	All UNC Students (%)				Student Headcount*	Undergraduate				Student Headcount*	Graduate			
		Face-to-Face	Online Only	Mostly Online	Partially Online		Face-to-Face	Online Only	Mostly Online	Partially Online		Face-to-Face	Online Only	Partially Online	Mostly Online
ASU	19,031	73	5	1	22	17,005	74	2	1	23	2,026	59	23	7	10
ECSU	2,667	34	6	10	49	2,554	33	6	10	50	113	54	2	26	19
ECU	29,557	47	21	5	28	23,338	50	14	4	33	6,219	36	47	8	9
FSU	7,276	55	13	10	22	6,356	56	13	10	22	920	50	19	13	18
NCA&T	11,715	72	4	3	20	9,835	74	2	2	21	1,880	63	14	10	13
NCCU	8,887	55	8	8	29	6,806	54	6	7	32	2,081	58	16	8	18
NCSU	37,155	53	9	3	35	26,471	48	5	2	45	10,684	66	19	4	11
UNC-CH	30,754	85	4	2	9	19,042	89	1	0	9	11,712	79	8	5	8
UNCA	4,219	95	2	0	3	4,163	95	2	0	3	56	100	-	-	-
UNCC	29,849	66	6	3	25	23,784	66	3	2	29	6,065	67	16	5	11
UNCG	20,497	50	11	5	34	16,672	46	10	5	39	3,825	64	16	7	13
UNCP	7,143	43	15	9	33	6,244	44	14	9	33	899	30	23	12	35
UNCSA	920	100	-	-	-	804	100	-	-	-	116	100	-	-	-
UNCW	15,219	48	6	6	40	13,560	48	3	5	44	1,659	50	26	16	7
WCU	11,499	63	19	2	16	9,439	67	15	1	17	2,060	41	39	6	13
WSSU	6,244	61	8	6	26	5,716	60	8	5	27	528	67	7	10	16
UNC Total	242,632	61	9	4	26	191,789	61	6	3	30	50,843	62	20	6	11

* Unduplicated student headcounts include students from the 2013-2014 school year. This includes Summer II 2013, Fall 2013, Spring 2014, and Summer I 2014.

Appendix E

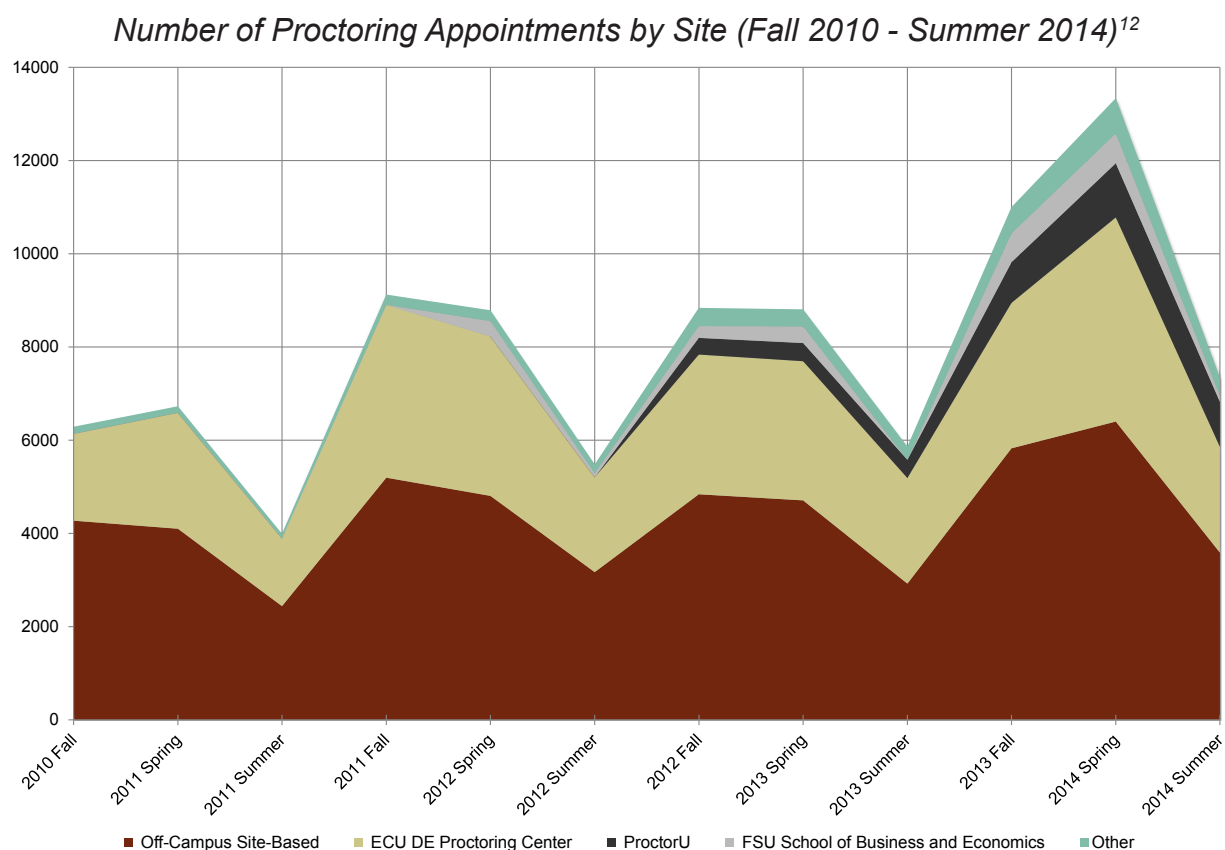
Map of UNC Online Program Searches, September through December, 2014



Appendix F

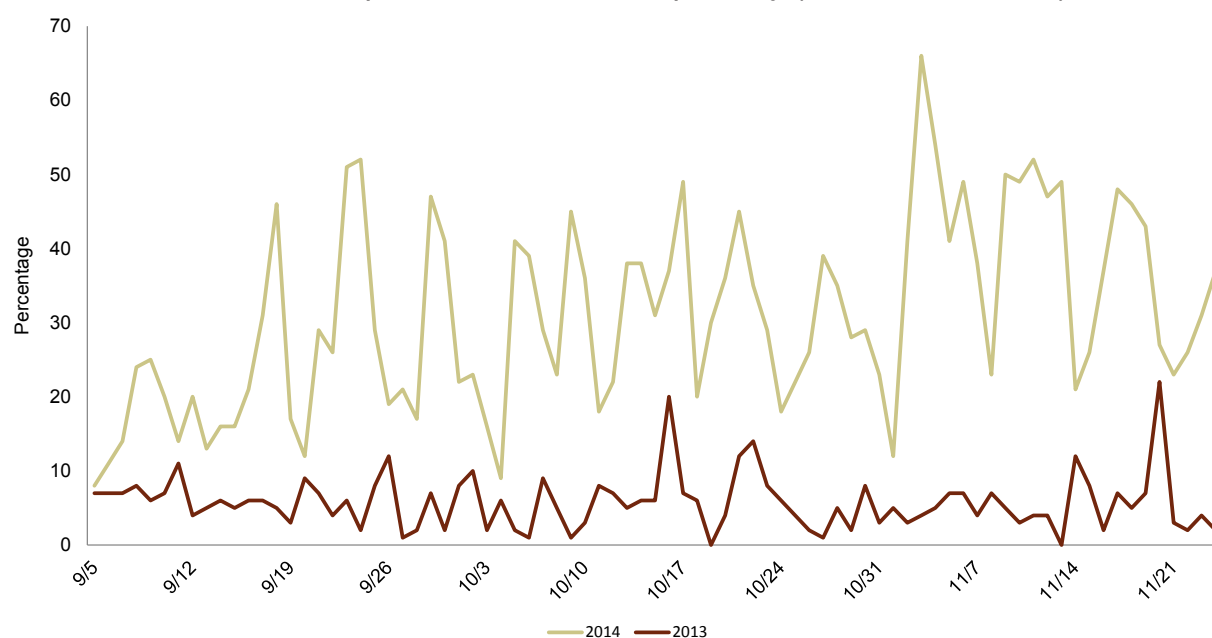
Total Number of Appointments for all Proctoring Sites (2010-11 through 2013-14)

Year	Number of Sites	Number of Appointments
2010-11	10	17,018
2011-12	12	23,402 (+37.5%)
2012-13	13	23,521 (+0.5%)
2013-14	13	31,694 (+34.7%)

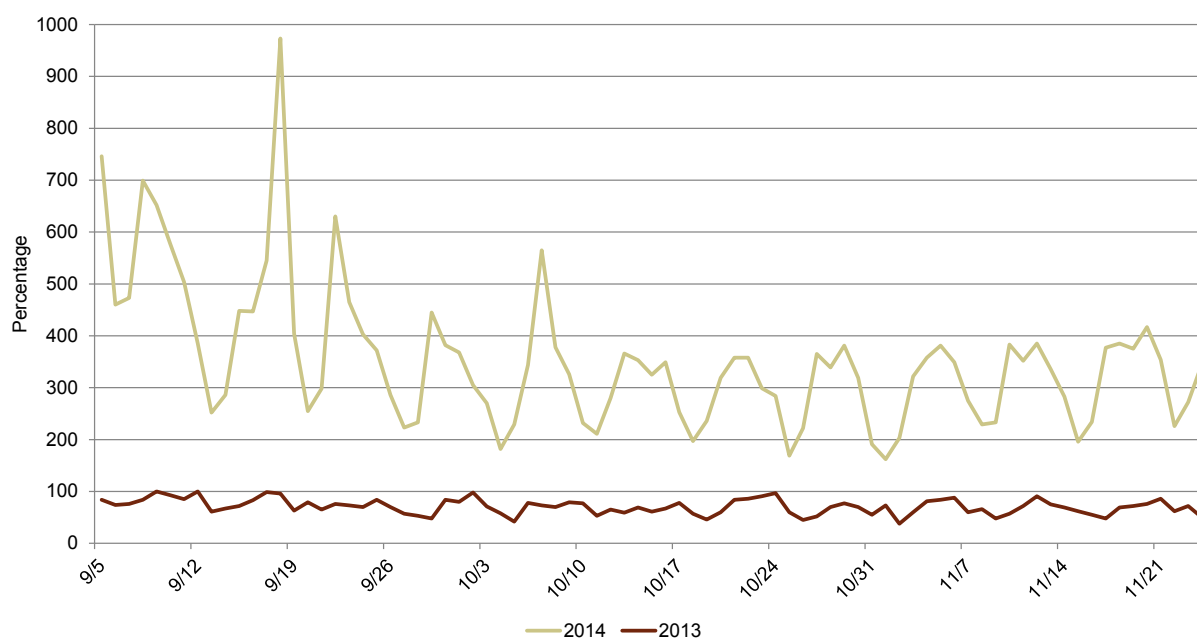


12 The category "Other" includes (in descending order of total appointments) UNC Wilmington, NCCU Testing Center, FSU Testing Center, UNC Pembroke, ECU Disability Support Services, UNC Asheville, UNC Chapel Hill Disability Support Services, WCU, SERVE at UNC-G, ASU, NCCU Student Disability Services, ECU Testing Center, and WSSU Specialized Testing.

Number of Requests for Information per Day (2013 versus 2014)¹³



Number of Sessions per Day (2013 versus 2014)¹⁴



13 Visitors to the UNC Online Programs portal can request information about a particular program by clicking on a “Request Information” link, and these are the requests tracked in this figure.

14 Sessions are counted when a person visits the site and spends time looking around rather than just page hits.