

THE UNIVERSITY OF NORTH CAROLINA AT PEMBROKE



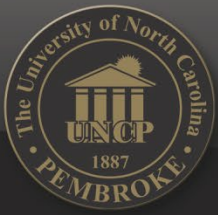
Student Profile at UNCP



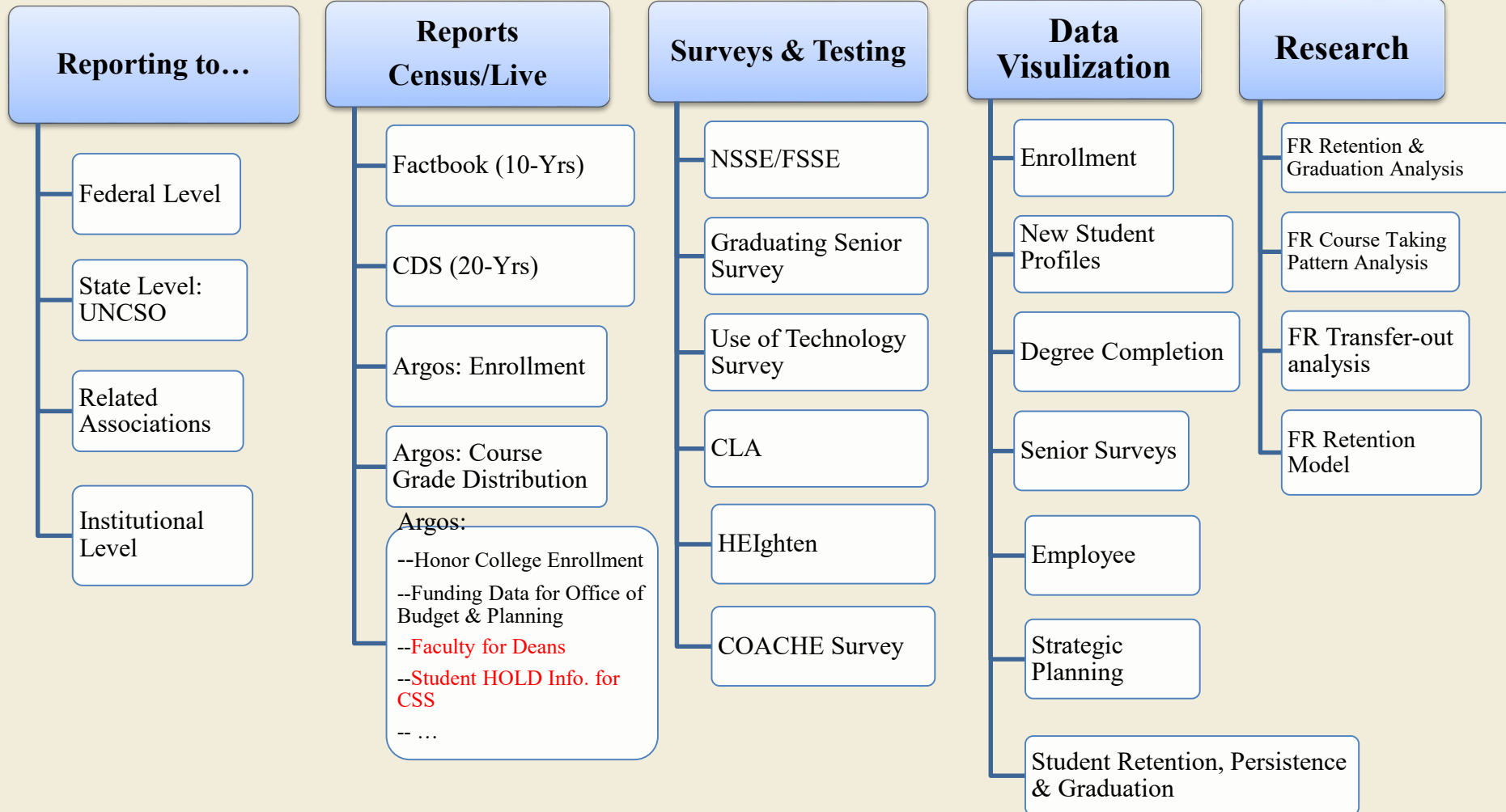
Mei Yao, Ed. D.

Office of Institutional Research

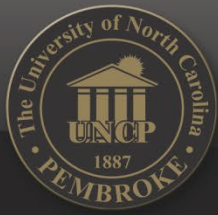
August 12, 2021



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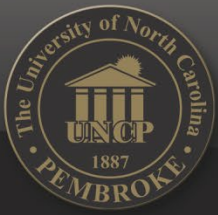


* Items with red color will be available soon.



Quick Facts

- Public, four-year master's degree granting university.
- Part of the UNC system (17 institutions)
- Accreditation: SACSCOC
The Southern Association of Colleges and Schools Commission on Colleges
- Athletics: NCAA Division II, Peach Belt Conference
- Degree Programs
 - 37 Undergraduate programs
 - 18 Graduate programs
 - 6 Certificate programs

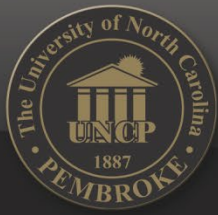


Quick Facts Cont.

Fall 2020

- Rank #1 diversity university in South Region
 - 2020 U.S. News & World Report: Diversity Index (0.69)
 - Minority: 57%
- 95% majority students are from in-state;
- 33% are PT students.
- 67% undergraduates are from rural area;
- 47% undergraduates are from low-income family;
- 28% undergraduates are first generation students;

- Small class size: Student/Faculty Ratio = 18:1
- personalized educational experience



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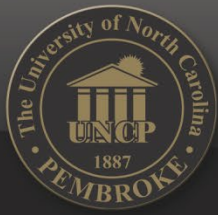
UNCP Student Profile

➤ Enrollment

- Freshmen
- Transfer
- Graduate

➤ Student Success

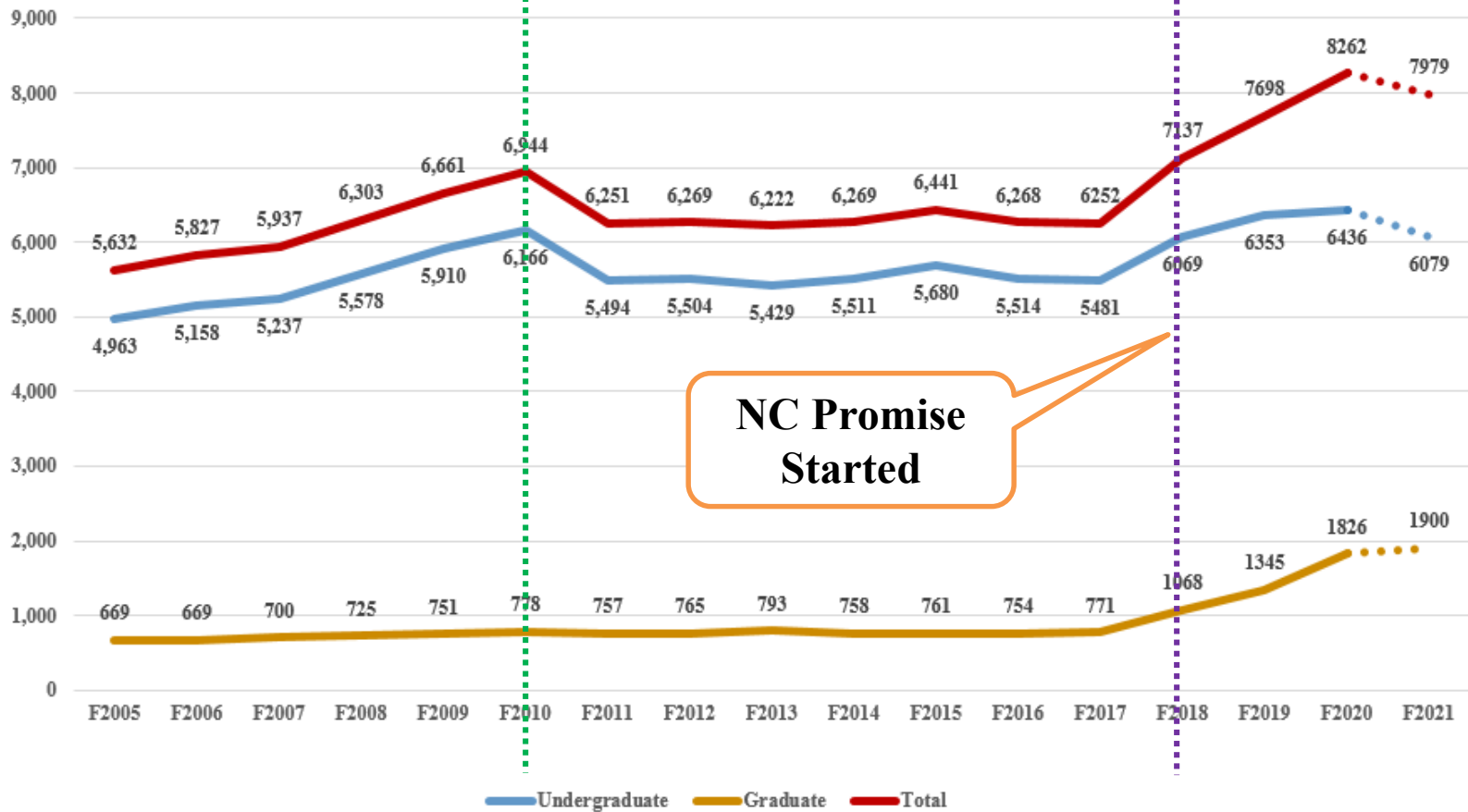
- Retention and Graduation
- Peer comparison

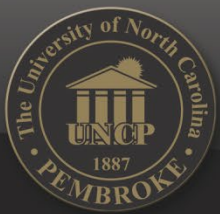


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Enrollment Trend: Fall 2005 - Fall 2021 as of August 9, 2021

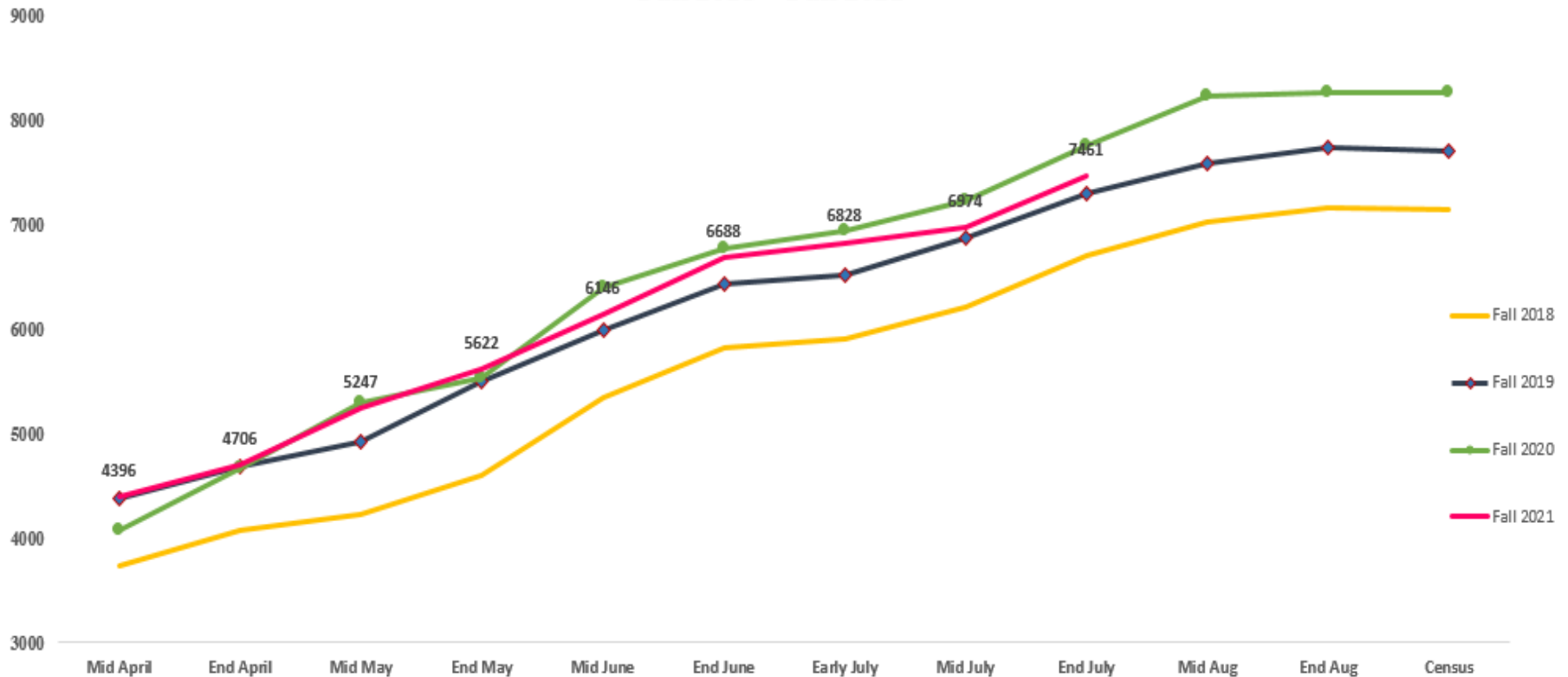


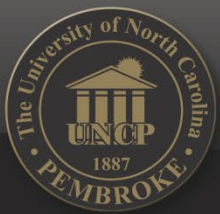


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Weekly Enrollment Trend Dashboard Fall 2018 ~ Fall 2021

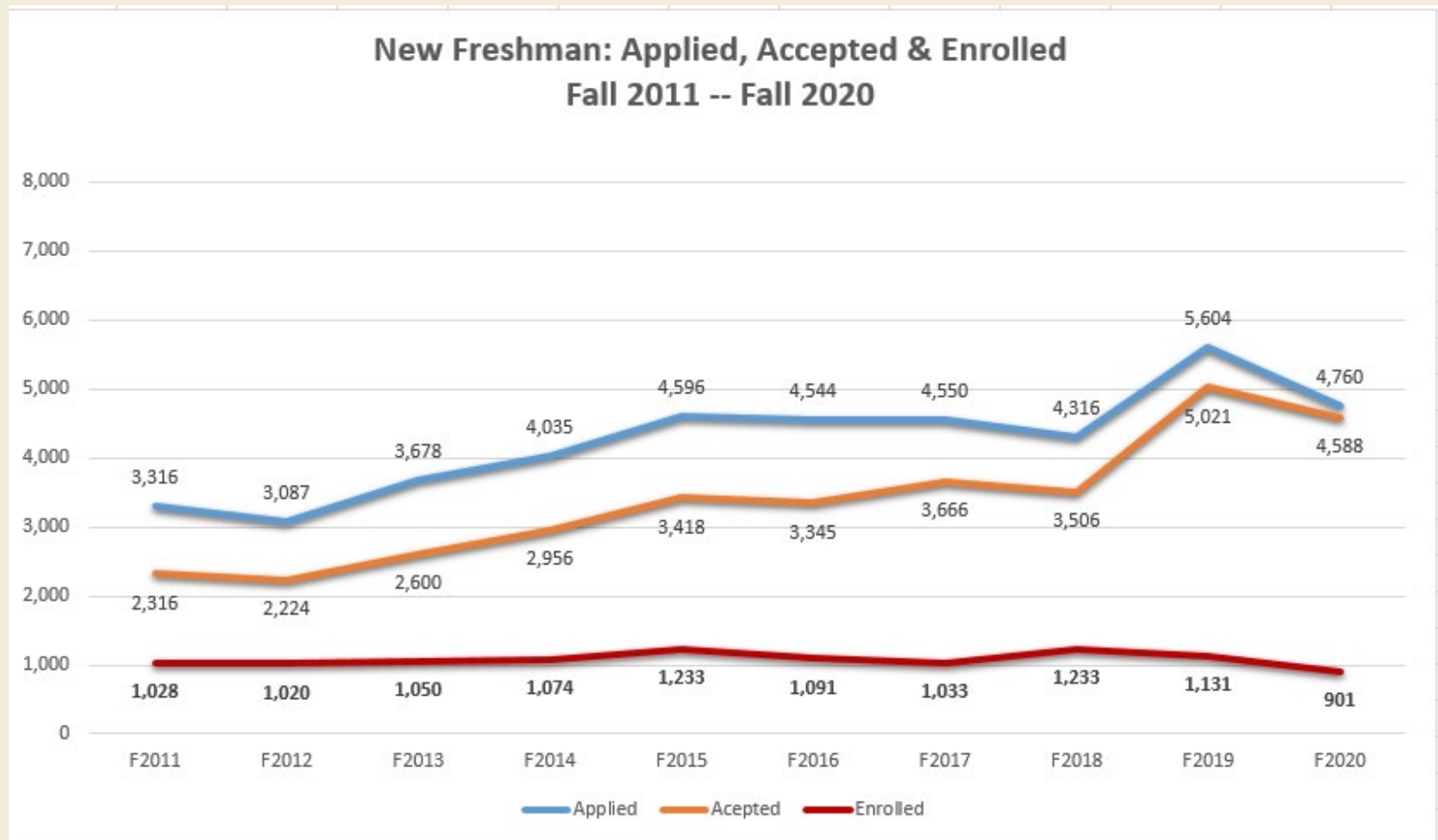


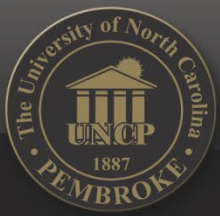


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New Freshmen Enrollment



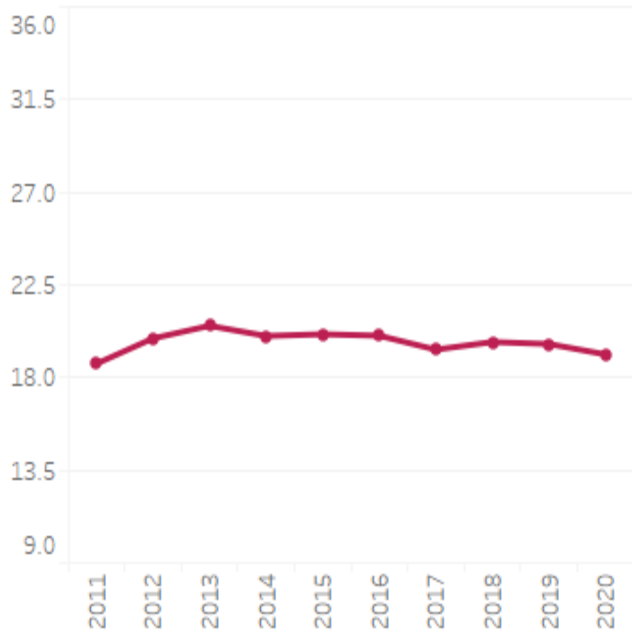


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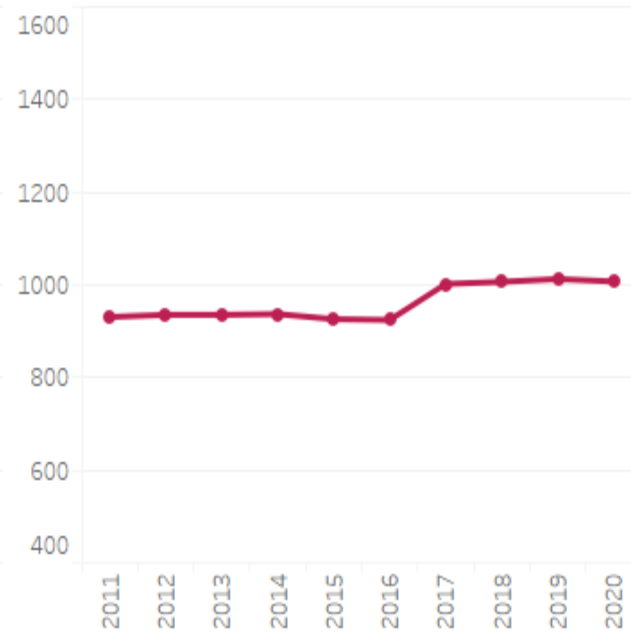


New Freshmen: Admission Scores

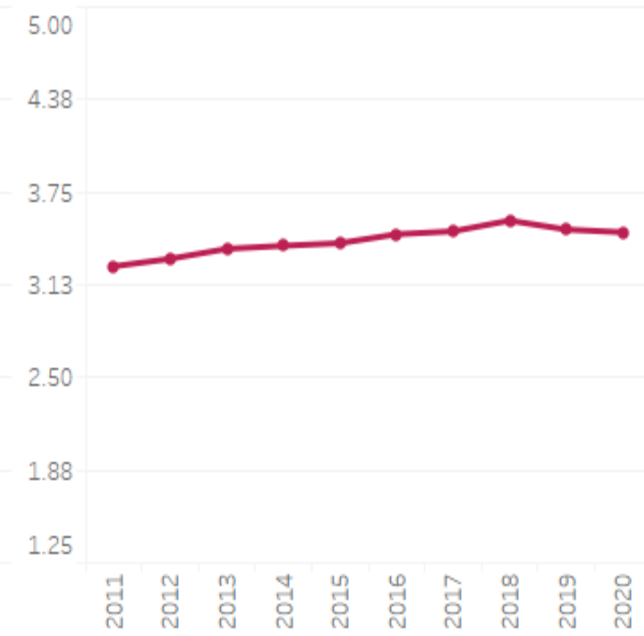
Average ACT

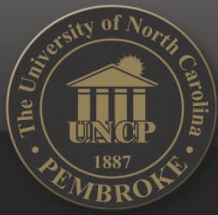


Average SAT



Average High School GPA

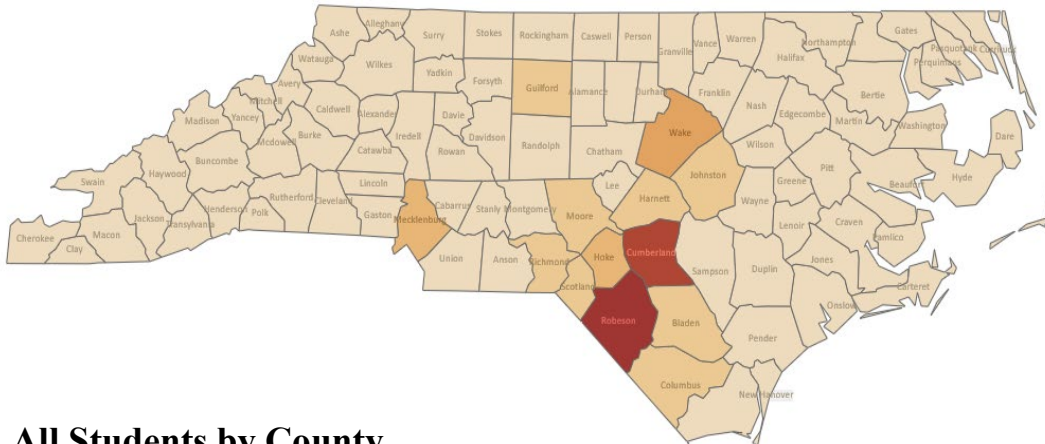




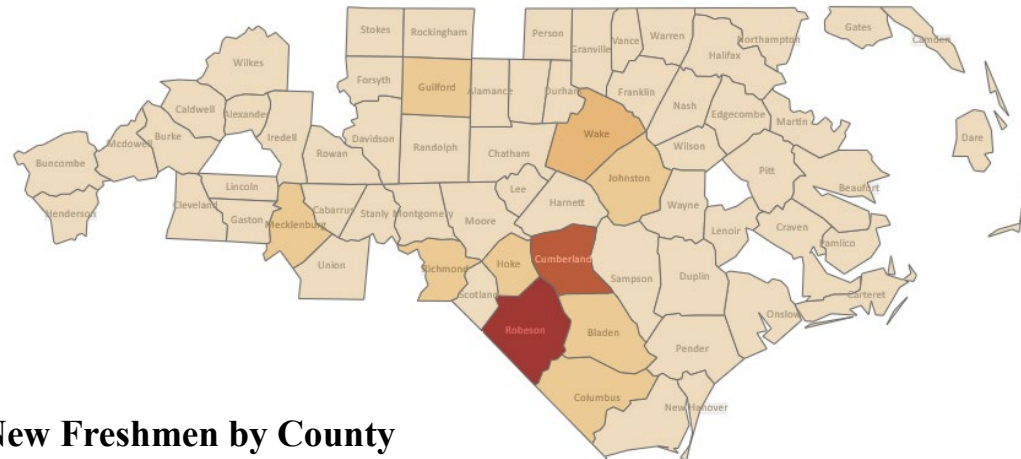
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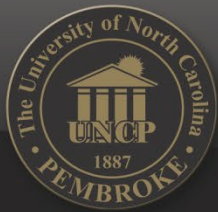
New Freshmen: Where were they from?



All Students by County



New Freshmen by County



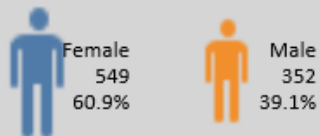
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New Freshmen in Details: Fall 2020

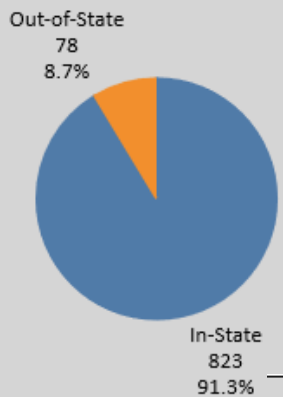
Gender

Fall 2020



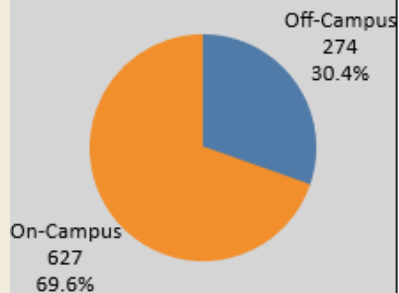
Residency

Fall 2020



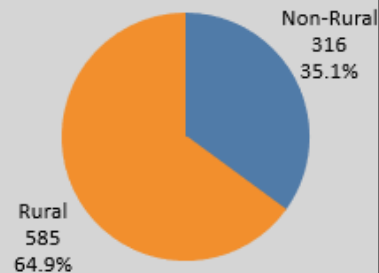
Housing

Fall 2020



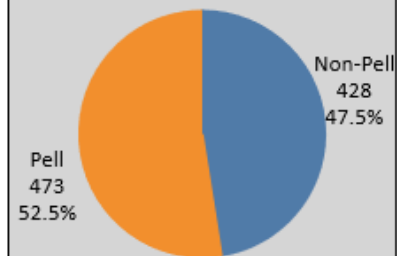
Rural

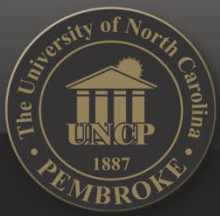
Fall 2020



Pell

Fall 2020

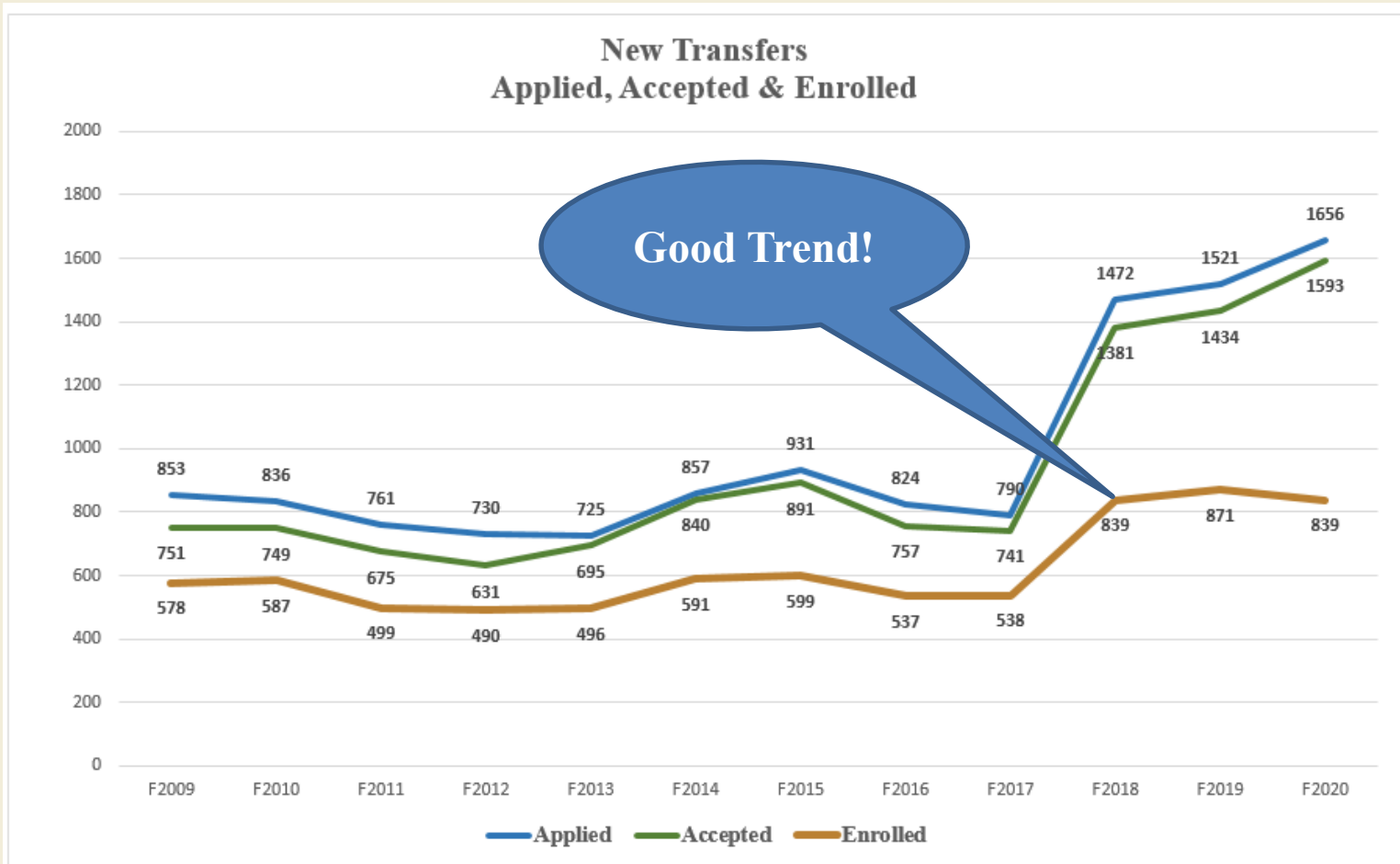


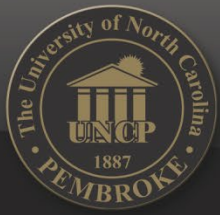


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New Transfers

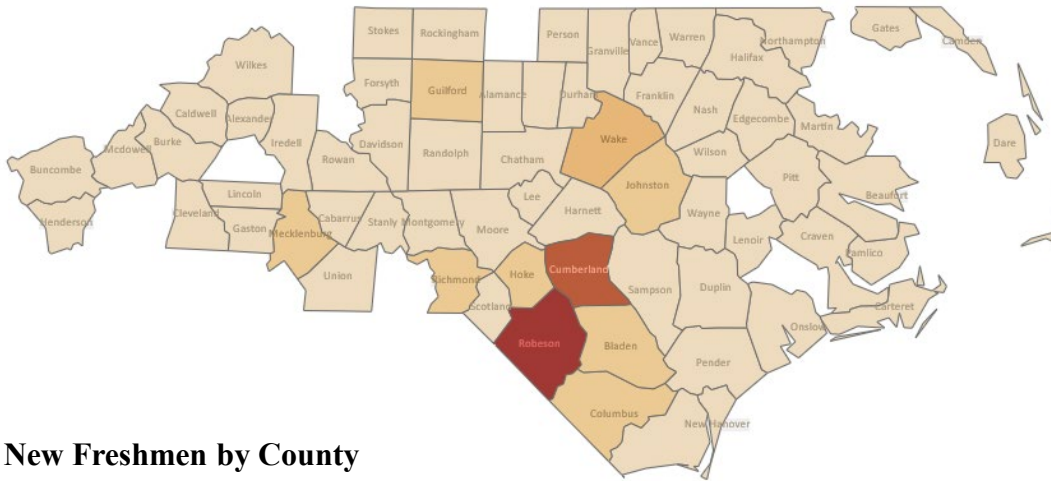




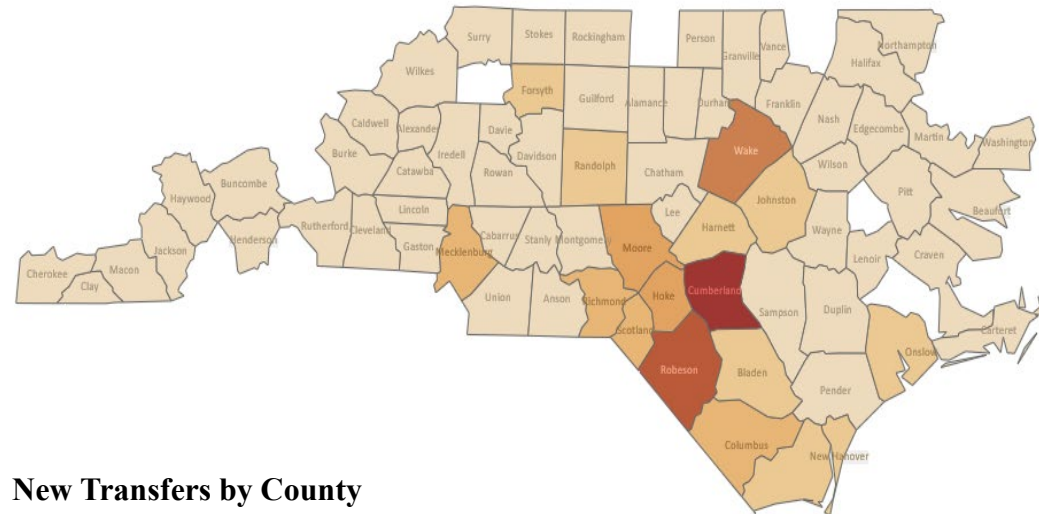
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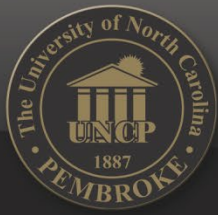
New Transfers: Where are they from?



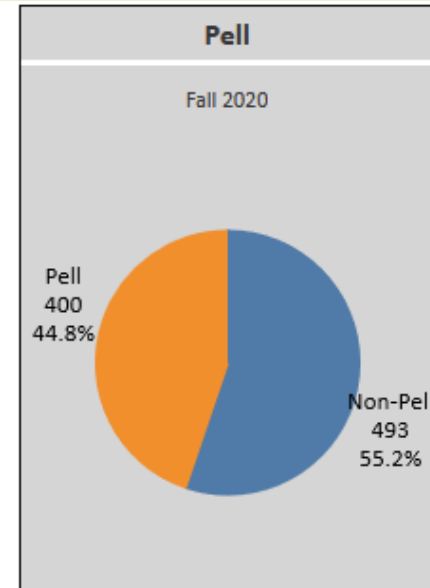
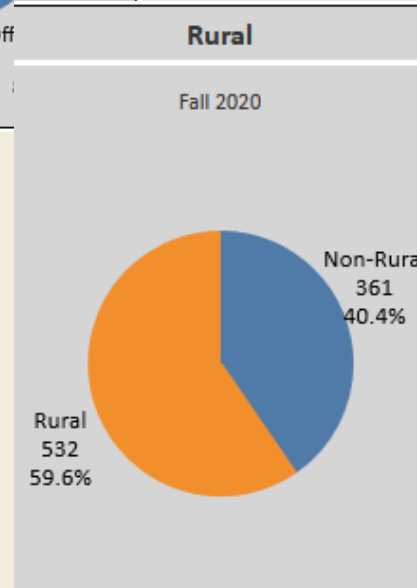
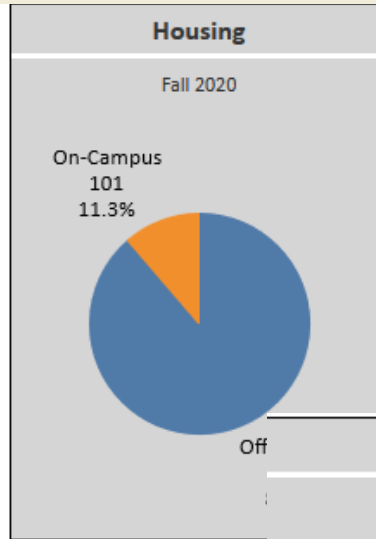
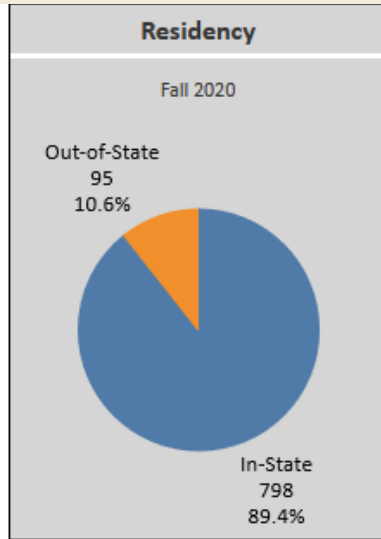
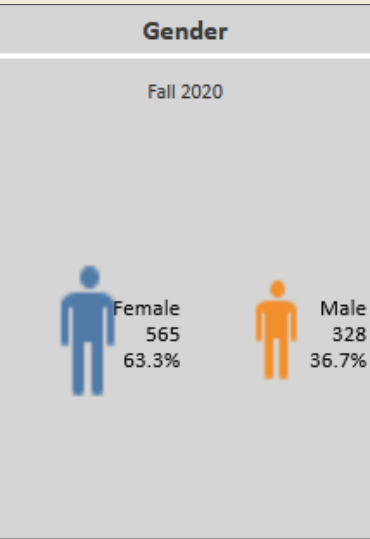
New Freshmen by County



New Transfers by County

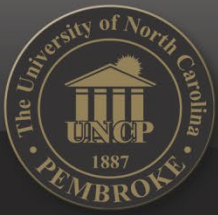


New Transfers in Details: Fall 2020



New Transfers vs. New Freshmen

- More out-of-state;
- More female students;
- Less from Rural;
- Less are Pell;
- Less living on campus.



THE UNIVERSITY OF NORTH CAROLINA AT PEMBROKE



GPA: 1st YR at UNCP: Transferred vs. Non-Transferred as Junior

Institution
UNC Pembroke

Show Comparison to Non-Transfer Students at Same Class Level

Yes
 No

Term Type

Fall
 Spring

Transferred As

Freshmen
 Sophomore
 Junior
 Senior
 Unclassified/Other

Transferred From

NC Community College System
 UNC-to-UNC
 NC Private
 Out-of-State

Degree Attained at NCCCS Before Transferring

(All)

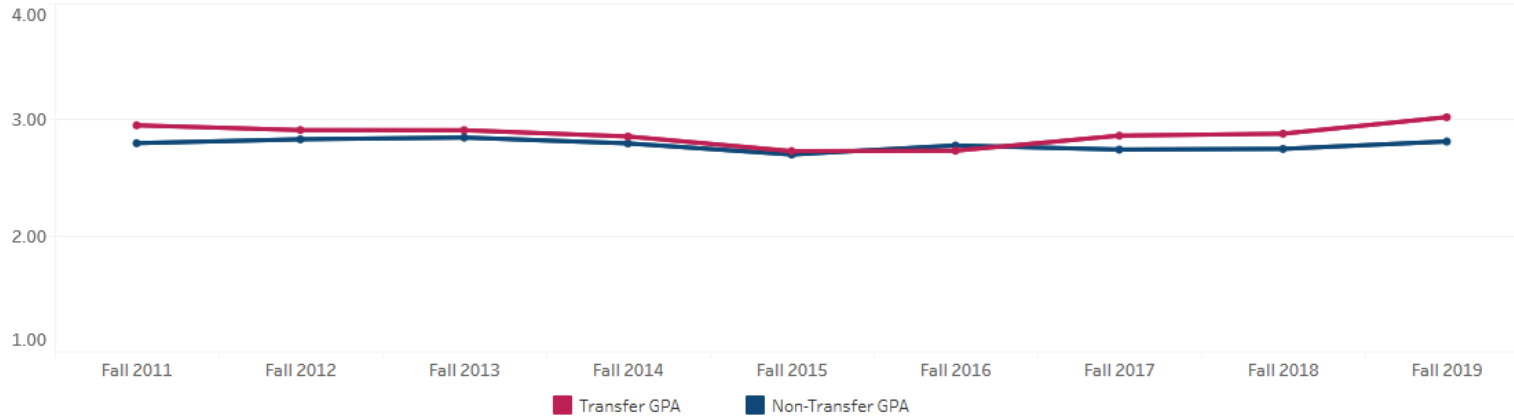
NCCCS or UNC Institution Transferred From

(All)

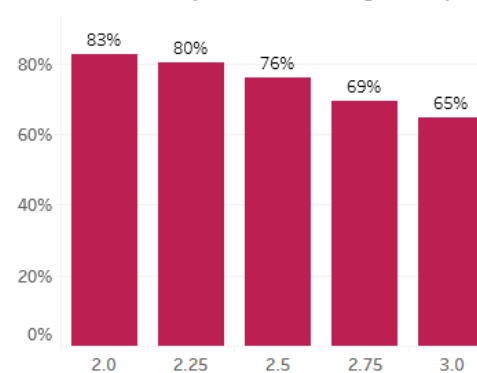
Course Subject Area

Overall
 English
 Foreign Language
 Math
 Natural Science
 Social Science

Institution(s): UNC Pembroke
NC Community College(s) Transferred From: All
GPA During First Year at UNC

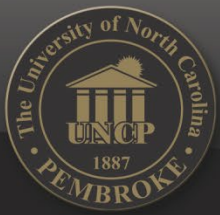


Percentage of Transfer Students with First-Year GPA at or Above... (Fall 2019 Entering Cohort)



GPA During First Year at UNC

Entering Term	Transfer Students	Transfer Student Courses	Transfer GPA	Non-Transfer Students	Non-Transfer Student Courses	Non-Transfer GPA
Fall 2011	136	1,273	2.95	626	7,422	2.79
Fall 2012	146	1,308	2.91	652	7,816	2.83
Fall 2013	125	1,151	2.90	614	7,466	2.84
Fall 2014	143	1,076	2.85	604	6,996	2.79
Fall 2015	161	1,400	2.73	626	6,463	2.70
Fall 2016	169	1,532	2.73	604	6,577	2.77
Fall 2017	125	1,189	2.86	660	7,061	2.74
Fall 2018	183	1,585	2.88	672	7,397	2.74
Fall 2019	190	1,742	3.02	661	7,077	2.81

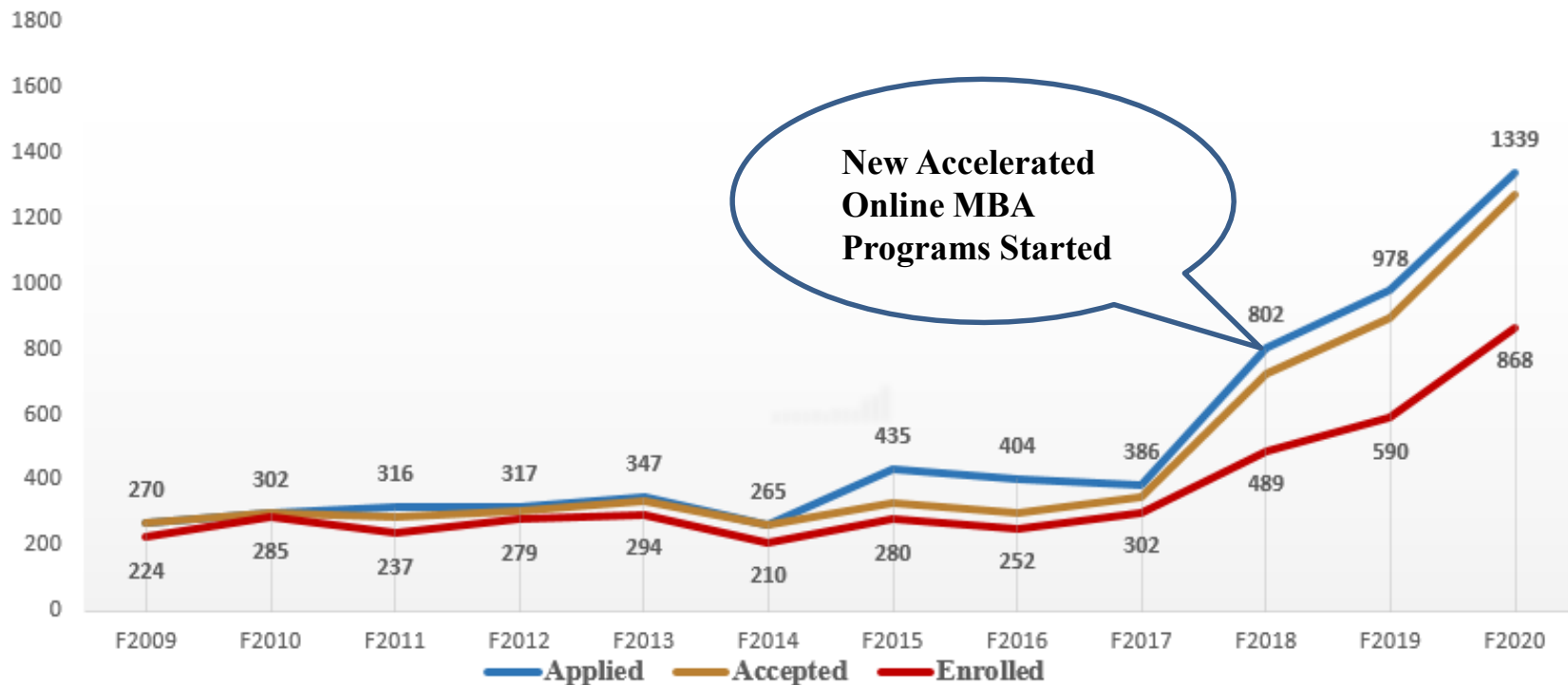


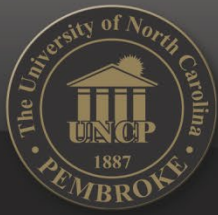
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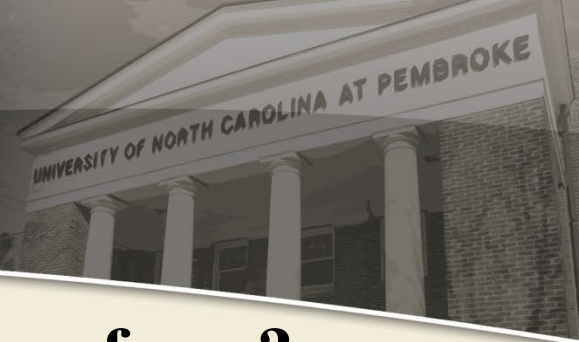
New Graduate

New Graduate
Applied, Accepted & Enrolled

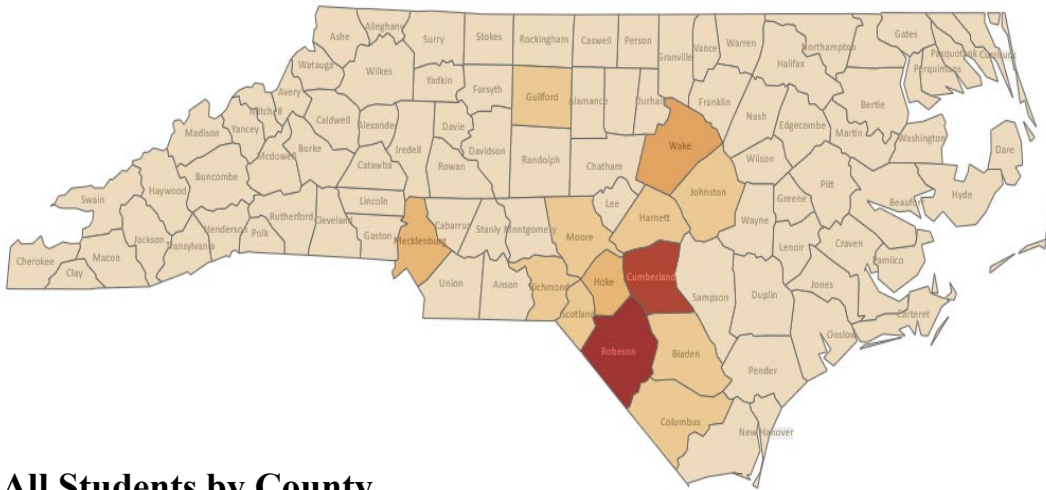




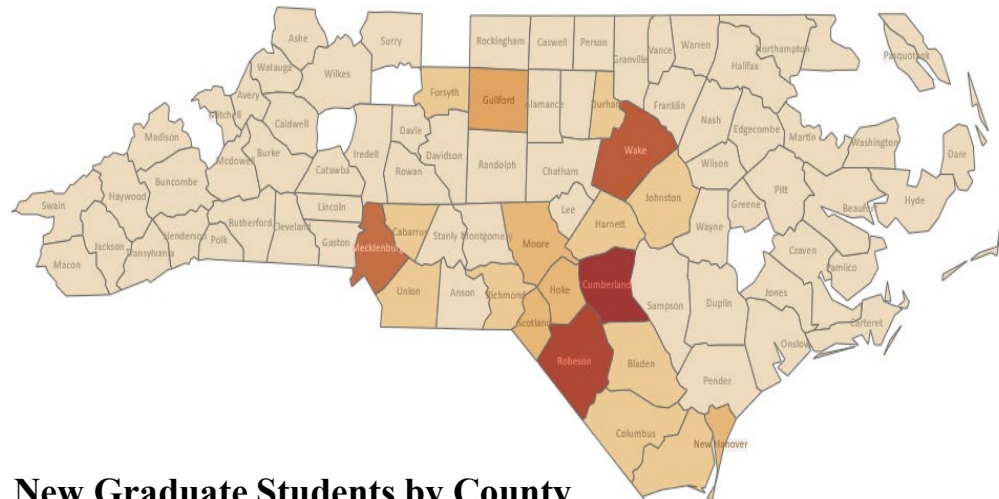
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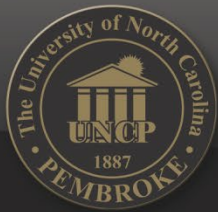
Graduate Students: Where are they from?



All Students by County



New Graduate Students by County



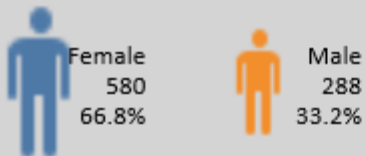
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New Graduate Students: Fall 2020

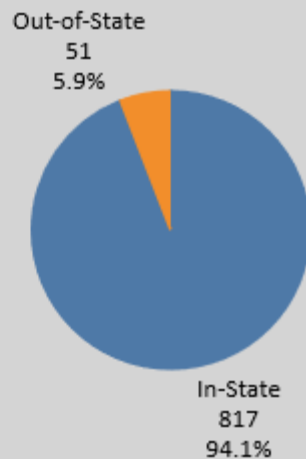
Gender

Fall 2020



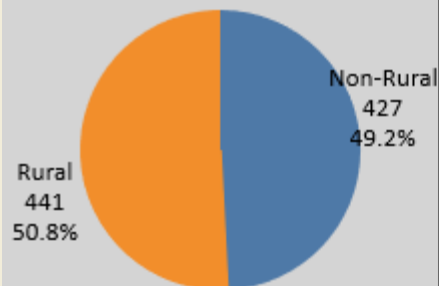
Residency

Fall 2020



Rural

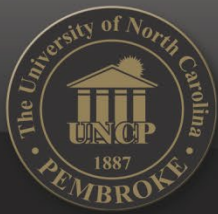
Fall 2020



Pell

Fall 2020

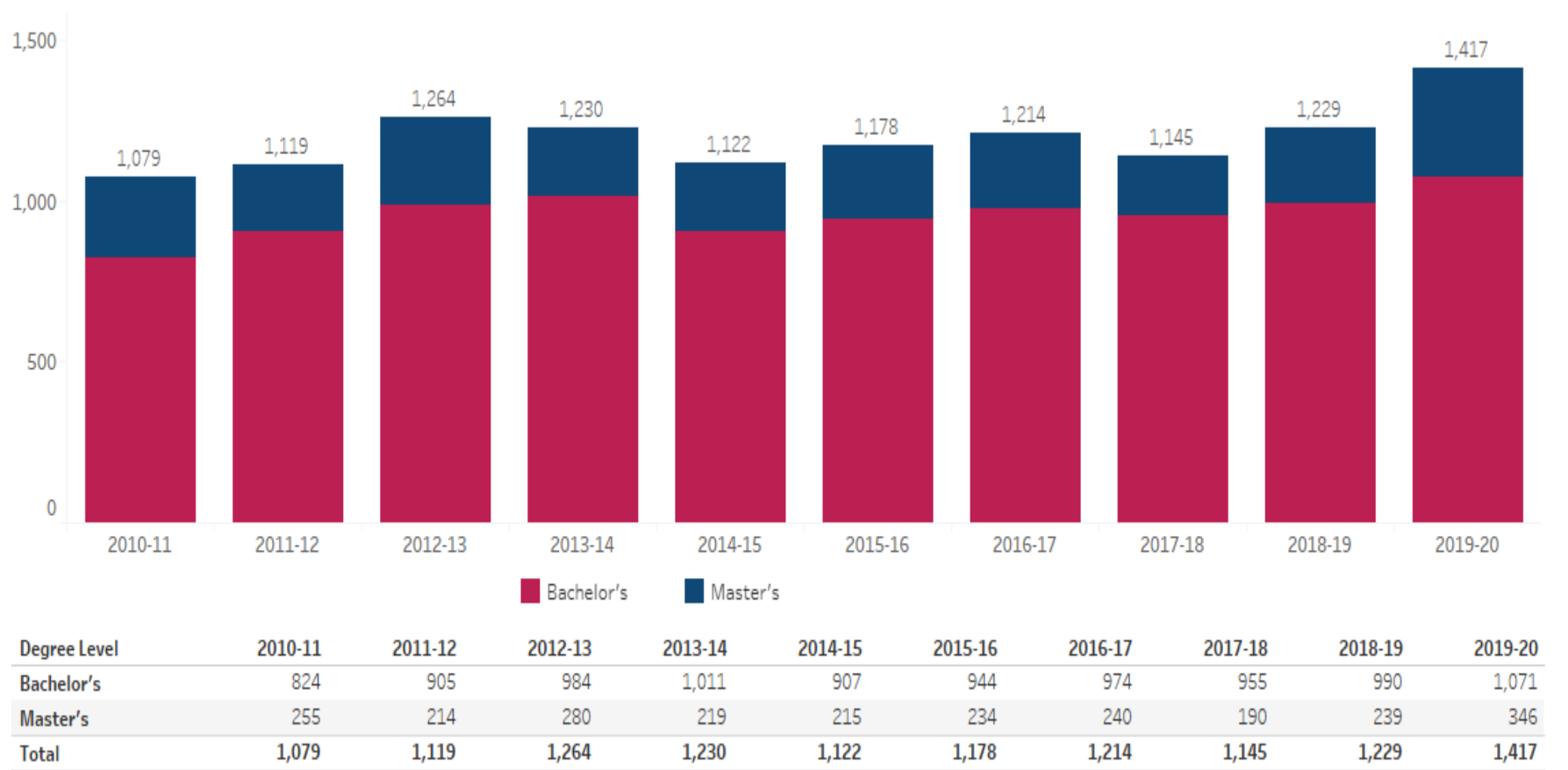




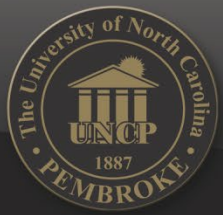
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Degree Completion



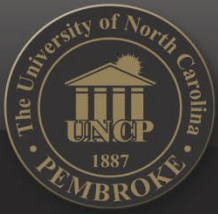
* 2nd degree was counted; reporting AY was SumII, Fall & Spring.



THE UNIVERSITY
PEM

Maximize Student Success

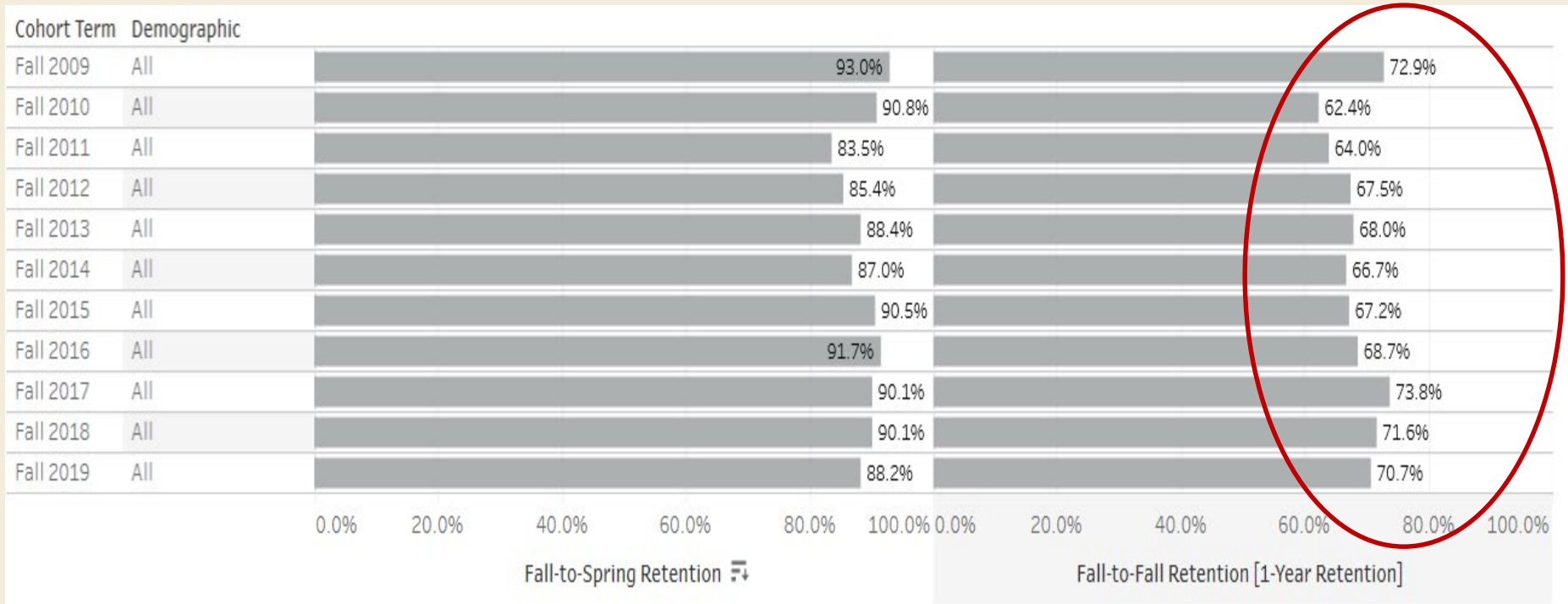




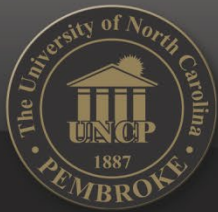
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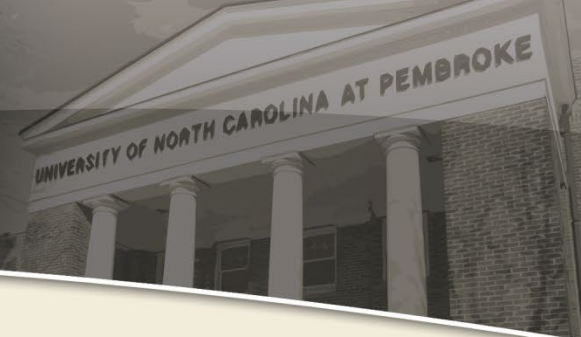
UNCP FTFT Freshmen Retention Rates Fall-to-Spring & Spring-to-Fall



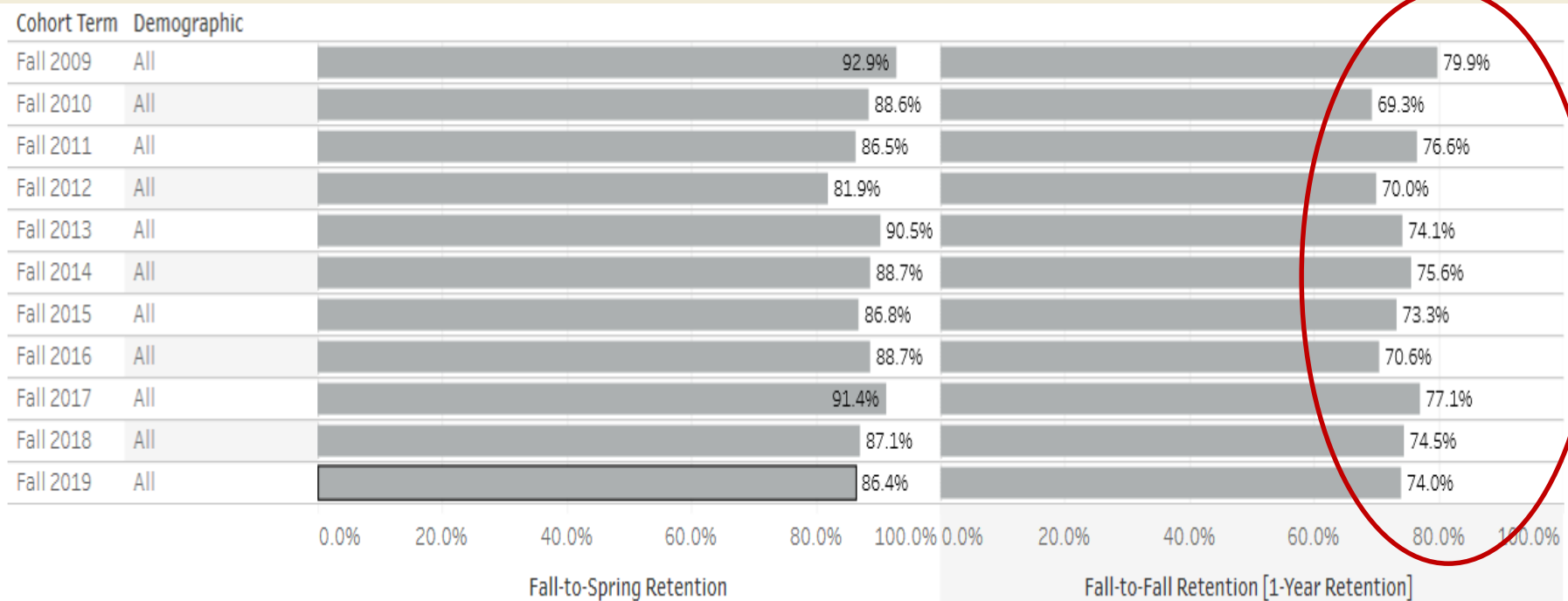
*FTFT FR Retention Rates: roughly around 62% -- 74%.



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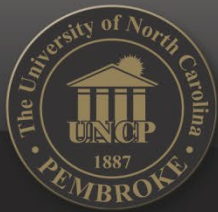


UNCP FTFT Transfer Students Retention Rates Fall-to-Spring & Spring-to-Fall



*FTFT TR Retention Rates: roughly around 69% -- 80%.

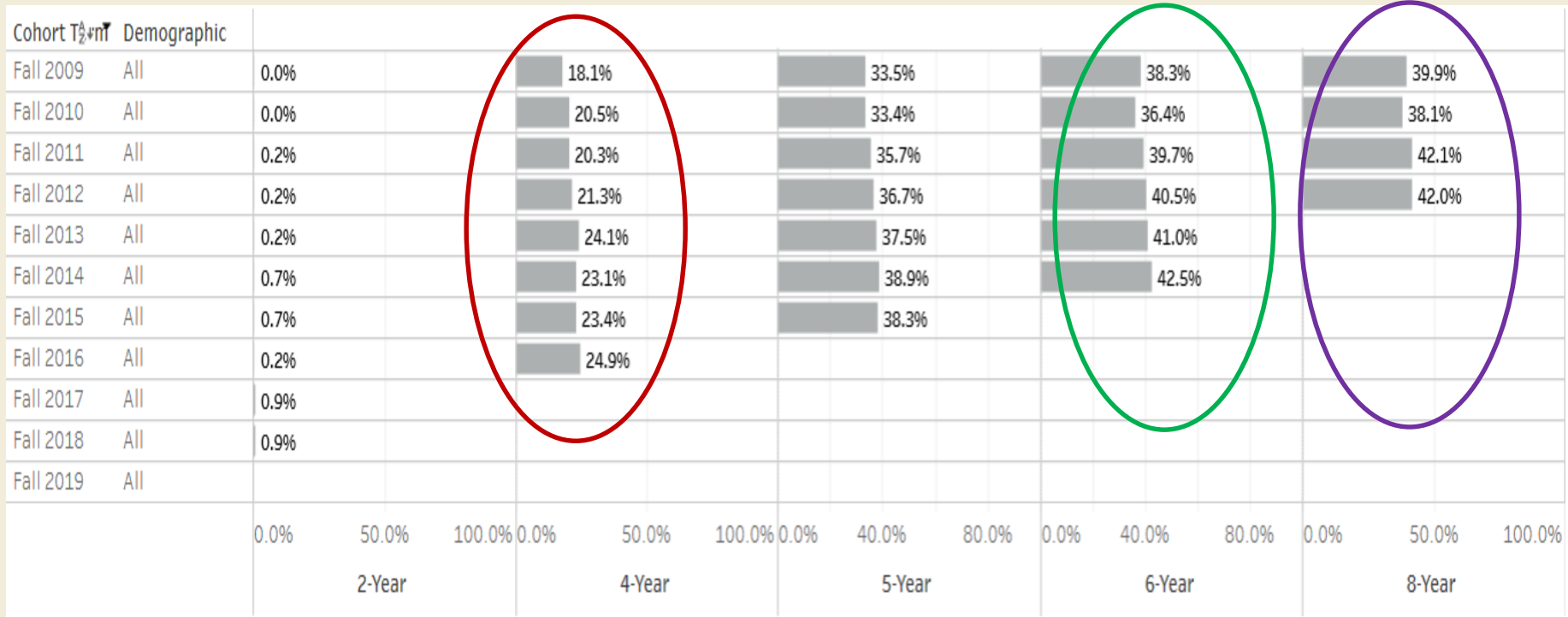
***Conclusion: Transfer students performed better than Freshmen in their first year at UNCP.**



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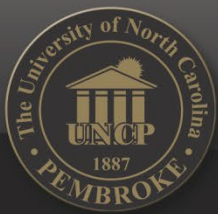


FTFT Freshmen Graduation Rates 4YR, 5YR, 6YR, & 8YR

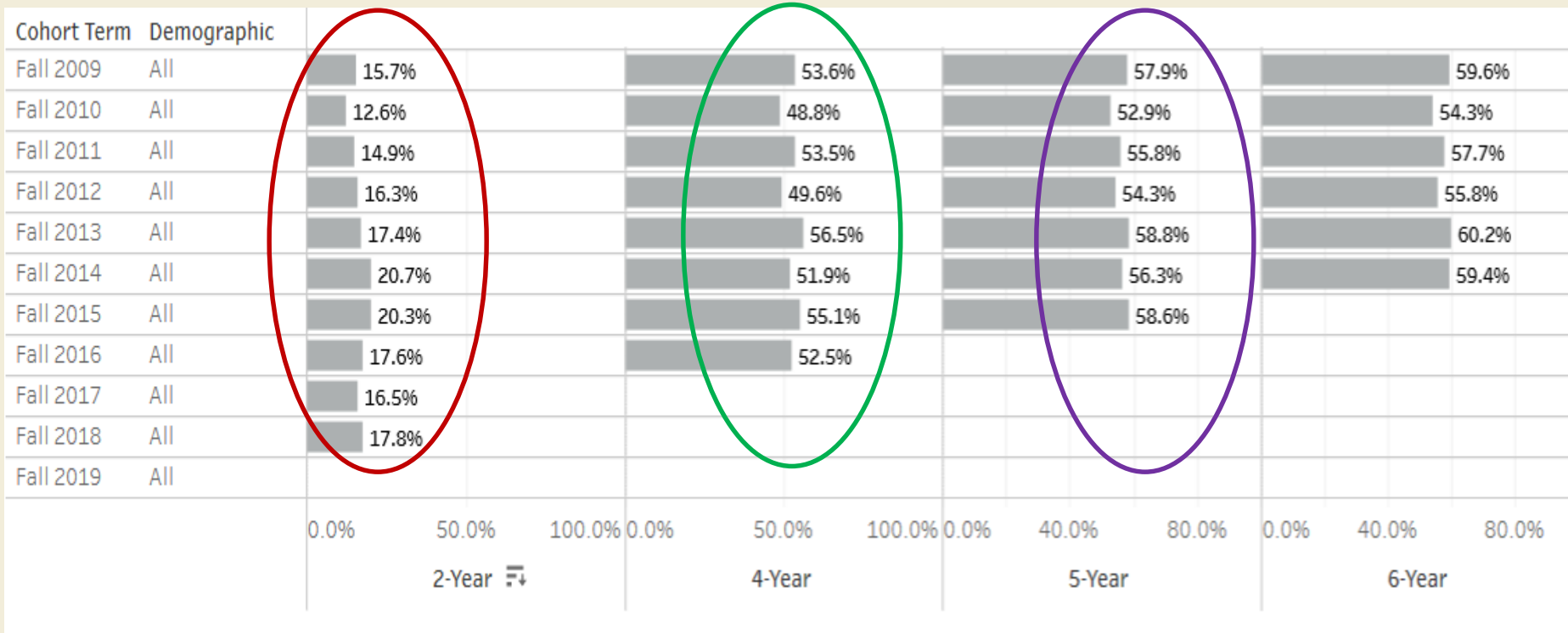


*4YR Grad Rates: 18% -- 25%

*6YR Grad Rates: 36% -- 43%

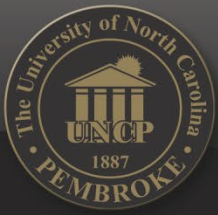


FTFT Transfer Students Retention and Graduation Rates



*2YR Grad Rates: 13% -- 21%, 4YR Grad Rates: 49% -- 57%, 6YR Grad Rates: 54% -- 60%.

***Conclusions:** FTFT Transfer performed better than FTFT Freshmen regarding 2YR, 4YR, & 6YR Grad Rates

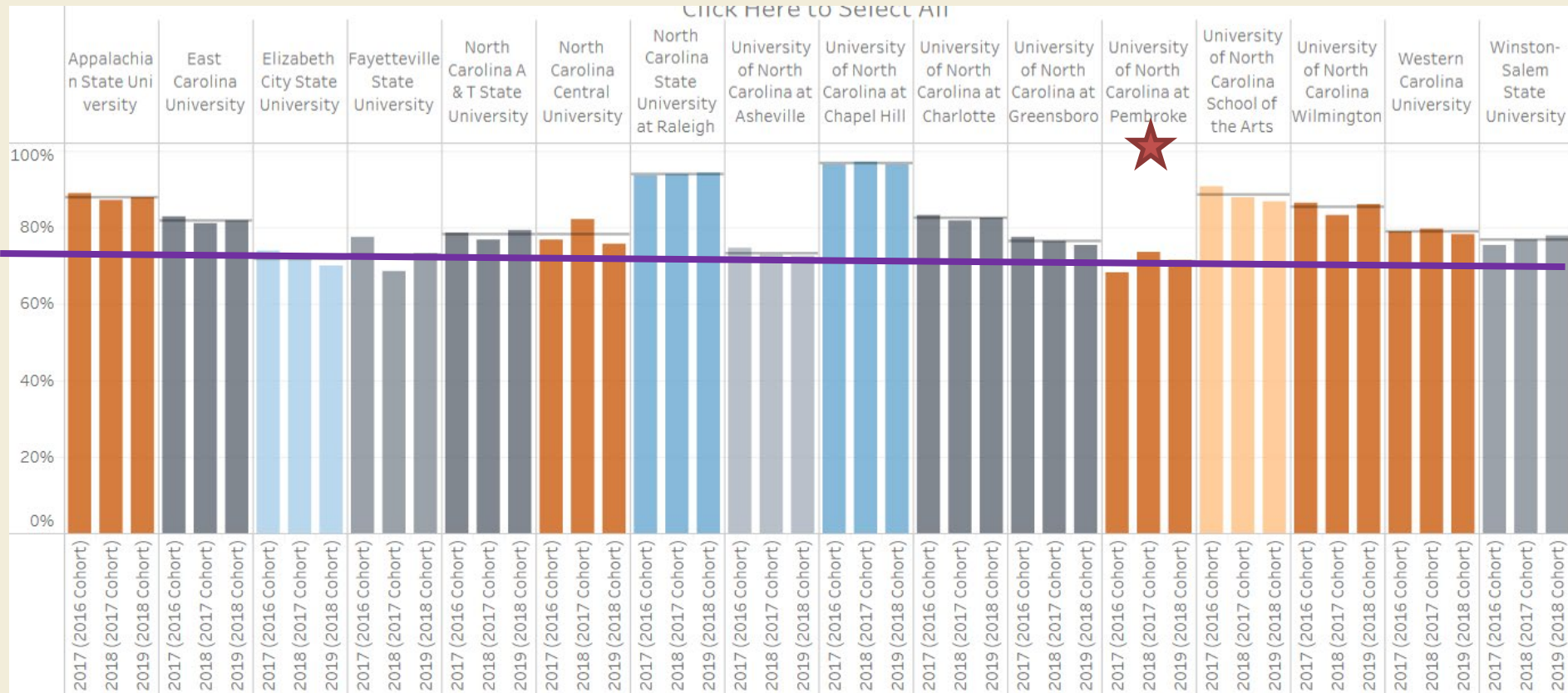


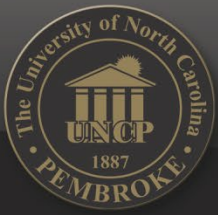
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UNC Peer Institutions FTFT Freshmen Fall-to-fall Retention Rates Cohort 2016 -- 2018

[Click Here to Select All](#)

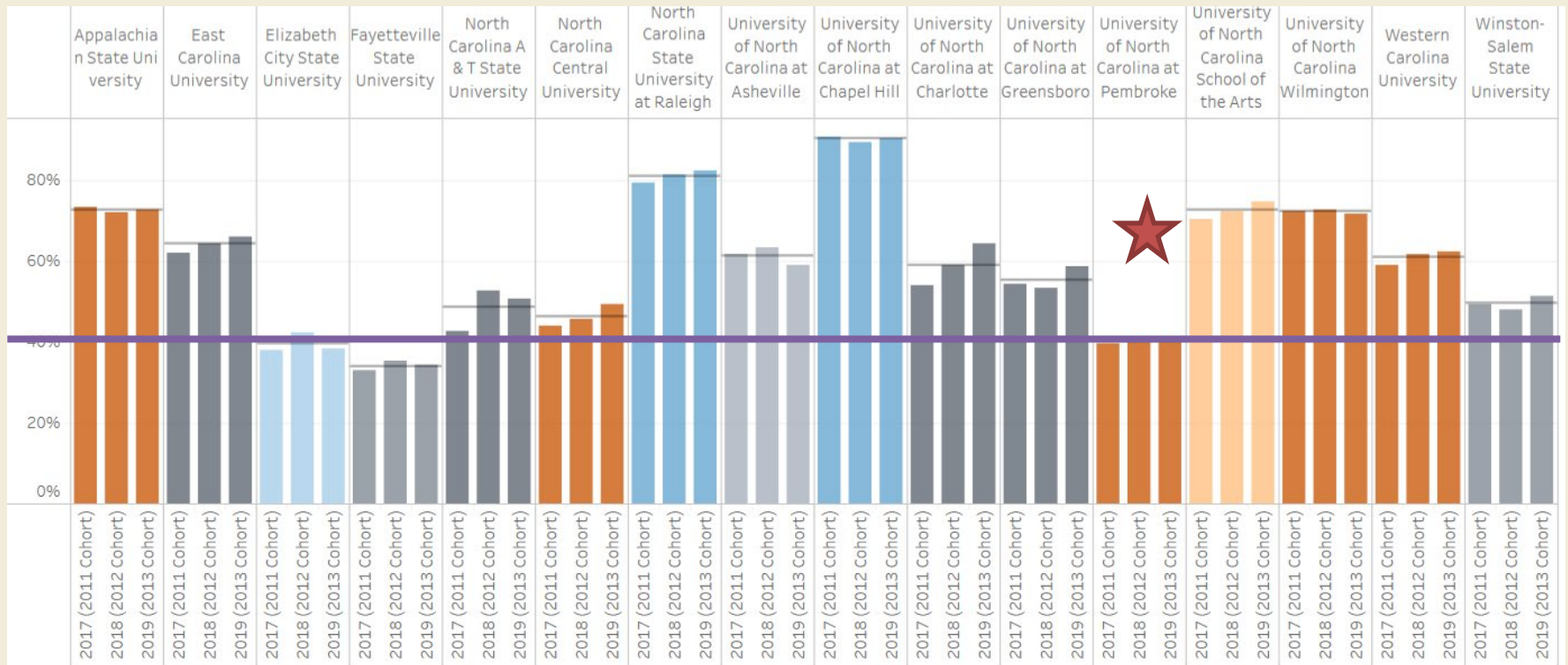


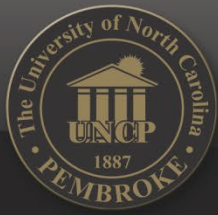


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UNC Peer Institutions FTFT Freshmen 6YR Graduation Rates Cohort 2011-- 2013



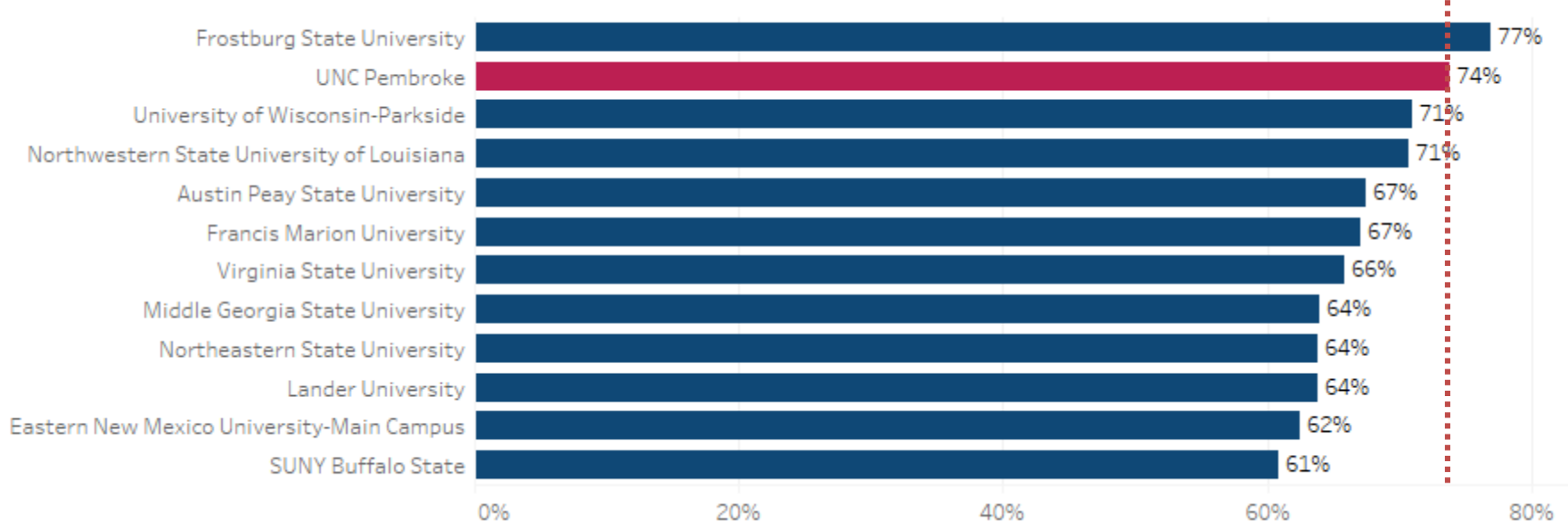


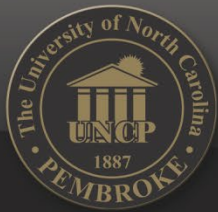
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IPEDS Peer Comparisons FTFT Freshmen Retention Rates Cohort Fall 2017

Peer 1st-to-2nd-Year Retention Rate Comparison (Fall 2017 Cohort)



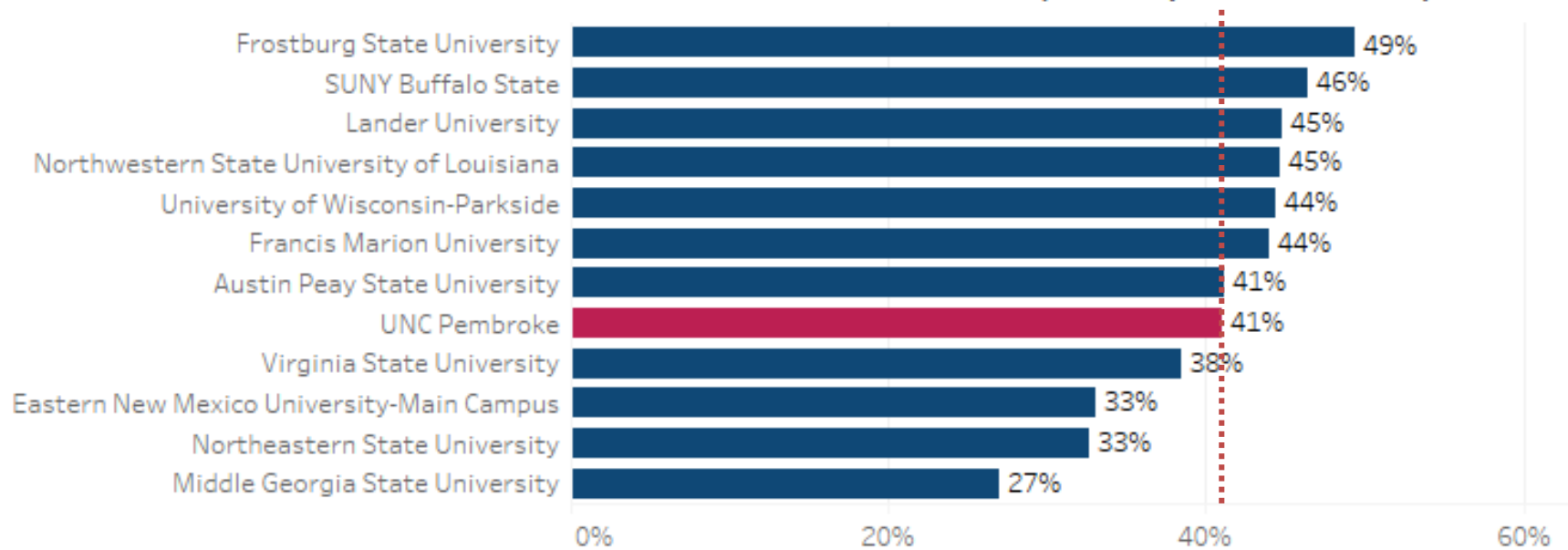


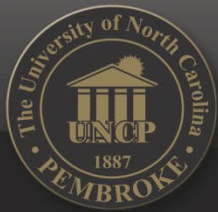
IPEDS Peer Comparison

FTFT Freshmen 6YR Graduation Rates

Cohort Fall 2013

Peer 6-Year Graduation Rate Comparison (Fall 2013 Cohort)



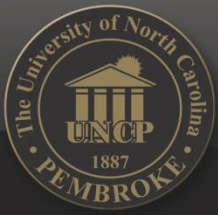


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Student Success Studies

<https://www.uncp.edu/resources/institutional-research/research-presentations>



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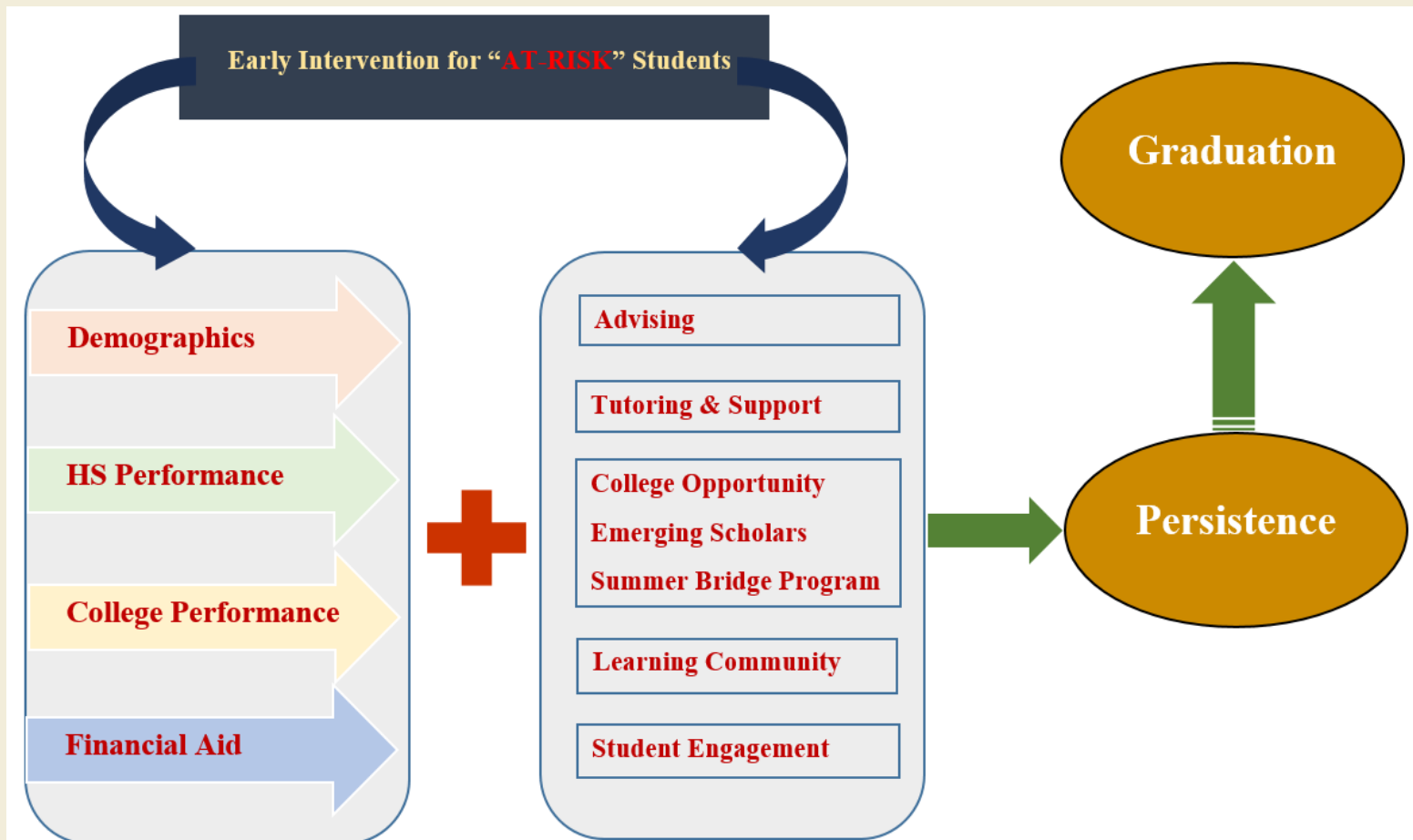
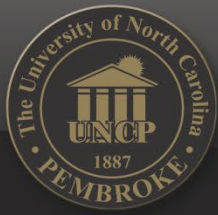


Figure 1: Conceptual Framework of Retention and Graduation.



Maximize Student Success

Table 1: *List of Dependent and Independent Variables.*

Dependent Variable	First-year Retention (Y/N) Six-year Graduation (Y/N)
Independent Variable	
Demographic	Age Gender Race/Ethnicity Residency Housing (Y/N) County Tier Underrepresented Minority (Y/N) First Generation (Y/N)
Performance	High School GPA SAT Reading Score SAT Math Score SAT Combined Fall Term GPA (# or Grouped) Fall Term DFWs (# or Y/N) Difference in Fall Term Credit Hours Fall Major Decision (Y/N) Admission Type Fall Remedial Flag (# or Y/N)
Financial Aid	FAFSA Application (Y/N) Scholarship & Grant (Y/N) Low Income Family (Y/N)
Interaction Variable	First Generation*Low Income Family (Y/N)

Table 2: Tests for Individual Variables Associated with First-YR Retention and 6-YR Graduation (N = 3151).

Model	Reference	First-Year Retention			6-YR Graduation		
		B	Sig.	Exp(B)	B	Sig.	Exp(B)
Age Group	>=19	0.272**	0.005	1.312	0.252**	0.009	1.287
Gender	Female						
Male		-0.163*	0.037	0.850	-0.385***	0.000	0.680
Race/Ethnicity	White						
American Indian or Alaska Native		0.239	0.054	1.270			
Black or African American		0.300**	0.001	1.349			
Underrepresented Minority (URM)	No						
Yes		0.271**	0.001	1.311			
Residency	Out-of-state						
In-state		0.832***	0.000	2.298	0.581**	0.003	1.788
County Ties	Out-of-state						
Tier 1		-0.705***	0.000	0.494	-0.433*	0.031	0.649
Tier 2		0.199*	0.026	1.220	0.230**	0.007	1.259
Tier 3		0.254*	0.041	1.289	0.230*	0.045	1.258
Fall Term GPA Group	< 2.0						
Fall Term GPA Coded: A (>=3.5)		1.711***	0.000	5.533	2.744***	0.000	15.545
Fall Term GPA Coded: B (>=3.0 & <3.5)		1.827***	0.000	6.214	2.446***	0.000	11.542
Fall Term GPA Coded: C (>=2.5 & <3.0)		1.682***	0.000	5.378	2.053***	0.000	7.792
Fall Term GPA Coded: D (>=2.0 & <2.5)		1.347***	0.000	3.847	1.555***	0.000	4.733
Fall Term DFW (Y/N)	No						
Yes		-0.902***	0.000	0.406	-1.192***	0.000	0.517
Fall Remedial Flag (Y/N)	No						
Yes		-0.212*	0.021	0.809	-0.370***	0.000	0.691
Fall Major	Undecided						
Decided		-0.201	0.064	0.818			
Low Income Family	No						
Yes					-0.177*	0.016	0.838
First Generation*Low Income Family	No						
Yes					-0.189*	0.028	0.828
Scholarship & Grant	Yes						
No		0.223*	0.012	1.250			
HS GPA	Numeric	0.834***	0.000	2.303	1.105***	0.000	3.021
Fall Term GPA	Numeric	0.961***	0.000	2.614	1.21***	0.000	3.355
Diff Credit Hours (#)	Numeric	-0.137***	0.000	0.872	-0.178***	0.000	0.837
Fall Term DFW (#)	Numeric	-0.489***	0.000	0.613	-0.66***	0.000	0.517

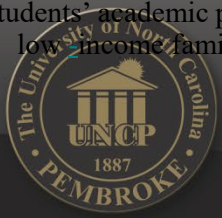
Note. 1. Significant levels: *** P < 0.001, ** P < 0.01, * P < 0.5.

Table 3-1. Estimation of Results for FTFT Freshmen Cohorts from Fall 2008 to Fall 2010 (N= 3151).

Model	Reference	First-year Retention			Six-Year Graduation		
		B	Sig.	Exp(B)	B	Sig.	Exp(B)
Age Group (Age<19)	Age ≥ 19	0.155	0.165	1.168	0.126	0.261	1.135
Gender	Female						
Male		0.072	0.416	1.075	-0.141	0.099	0.868
Race/Ethnicity	White						
American Indian or Alaska Native		0.421**	0.005	1.524	0.274	0.054	1.315
Black or African American		0.777***	0	2.174	0.691***	0	1.995
Hispanic		0.521*	0.025	1.683	0.438*	0.044	1.549
Two or more races		0.504	0.17	1.655	0.672*	0.041	1.958
County Tier	Out-of-state						
Tier 1		1.060***	0	2.887	0.769***	0	2.157
Tier 2		1.029***	0	2.797	0.717**	0.002	2.049
Tier 3		0.834***	0	2.302	0.545*	0.013	1.725
Fall_Term_GPA_Group	< 2.0						
Fall_Term_GPA_Coded(≥3.5)		1.657***	0	5.243	2.394***	0	10.959
Fall_Term_GPA_Coded(≥3.0 & <3.5)		1.747***	0	5.74	2.153***	0	8.609
Fall_Term_GPA_Coded(≥2.5 & <3.0)		1.607***	0	4.987	1.831***	0	6.24
Fall_Term_GPA_Coded(≥2.0 & <2.5)		1.264***	0	3.541	1.409***	0	4.092
Fall_Term_DFW (Group)	No						
Yes		0.202	0.154	1.223	-0.047	0.691	0.954
Fall_Remedial_Flag	No						
Yes		0.143	0.206	1.154	0.147	0.221	1.159
Fall_Major	Undecided						
Decided		-0.22	0.073	0.802	-0.14	0.222	0.869
Low Income Family	No						
Yes		-0.418**	0.001	0.659	-0.401***	0	0.67
First Generation*Low Income Family	No						
Yes		0.131	0.266	1.14	0.143	0.212	1.153
Scholarship & Grant	Yes						
No		0.197	0.118	1.218	0.125	0.296	1.134
High School GPA		0.363***	0.001	1.437	0.456***	0	1.577
Diff_Credit Hours (#)		-0.035*	0.027	0.966	-0.027	0.157	0.974

Note. Significant levels: *** P < 0.001, ** P < 0.01, * P < 0.5.

students' academic performance in high school and first fall term in college were key predictors for student success
students' academic performance in high school and first fall term in college were key predictors for student success
low-income family showed a negative impact

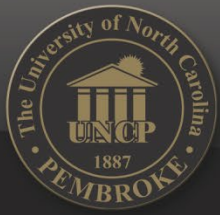


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Conclusions

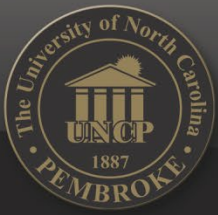
- Academic Performance in HS and first term are the key for student success
 - DFW rate
 - Difference between Attempted and Earned SCH
 - Fall Term GPA
- Students from county tier 3 had positive impact on first-year retention, but not on six-year graduation
- Student from low income families



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Data Sources



PROD/Live Data

➤ **Argos Reports:**

- Enrollment/Registration
- Grade Distribution for individual faculty, chairs, and deans
- Enrollment for Honor College
- Faculty (coming soon)

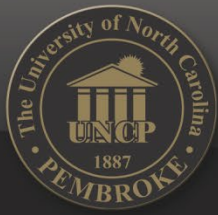
Access Request: QuickLink → ITSM

Path: QuickLink → BraveWeb

➤ **Live Data Request**

- **Department/program level**
- **Institutional Data: detailed vs. summarized**
- **Online Request Link:**

<https://www.uncp.edu/resources/institutional-research/online-data-request>



Census Data

➤ **University Dashboards:**

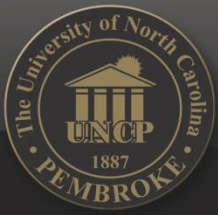
- New Student Profiles
- Enrollment
- Student Success
- Degree Awarded
- Strategic Planning

<https://www.uncp.edu/resources/institutional-research/university-dashboards>

➤ **Data Reporting Center (10-Yrs Trend Data)**

- Fact Book
- Common Data Set
- Student Achievement Measure (SAM)
- IPEDS College Navigator

<https://www.uncp.edu/resources/institutional-research/>



UNC Dashboards

➤ **UNC Insight Level I (Free to All UNC Employee):**

- Admission/Enrollment
- Retention and Graduation
- Financial Aid
- Faculty
- Peer Comparison

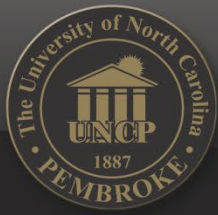
***Access:** Send an email to IR for view access

➤ **UNC Insight Level II (Free to UNCP ONLY)**

- Sensitive data
- Grant access are based on projects and needs (IR's approval)

➤ **UNC Stat, Data, Reports (Free to Public)**

<https://www.northcarolina.edu/impact/stats-data-reports/>



Survey Data

➤ **Qualtrics Log in:**

<https://www.uncp.edu/resources/institutional-research/surveys-assessment/qualtrics/qualtrics-log>

➤ **Qualtrics Maintenance:** doit.helpdesk@uncp.edu

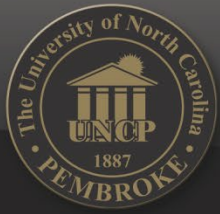
➤ **Surveys**

- NSSE
- FSSE
- Graduating Senior Survey
- Alumni Survey
- ECAR Undergraduate and Information in Use of Technology

<https://www.uncp.edu/resources/institutional-research/surveys-assessment/surveys-results>

➤ **Assessment Data**

- **CLA**
- **HEIghten**



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Q & A?