A Snapshot of Students
The University of North Carolina at Pembroke

Dr. Beverly King
Assistant Vice Chancellor, Institutional Effectiveness
The Office of Institutional Effectiveness serves as the central office for maintenance of data regarding UNCP students, faculty, and staff as well as institutional programs, services, facilities, and operations.

In addition, the Office of Institutional Effectiveness:

- generates reports from this data which are used internally to support institutional decision making and disseminated to the University of North Carolina's Office of the President and other external agencies.
- responds to requests for specific types of data about the university from both internal and external constituencies.
- conducts special projects that make use of this data for detailed statistical analysis and hypothesis testing.
- compiles the university’s Fact Book and Common Data Set.

- creates the College Portrait as part of UNCP’s participation in the Voluntary System of Accountability (http://www.collegeportraits.org/NC/UNCP).
- directs institution-wide student and staff assessment efforts, prepares analyses of results, and distributes these to the campus community.
- serves as a resource for survey and questionnaire research conducted by and for UNCP faculty and staff.
- prepares enrollment projections annually as part of the UNC system’s state appropriations request.
- coordinates strategic planning for the university (http://www.uncp.edu/ie/sp/).
Fun facts about today’s student
(https://www.beloit.edu/mindset/2016/)

- They have never seen an airplane “ticket.”
- Exposed bra straps have always been a fashion statement, not a wardrobe malfunction to be corrected quietly by well-meaning friends.
- There have always been blue M&Ms, but no tan ones.
- Simba has always had trouble waiting to be King.
- History has always had its own channel.
- They watch television everywhere but on a television.
First-year admission requirements

- Combined SAT (Reading & Math) of at least 840

- High school GPA of at least 2.7

- **High school courses:** 4 years of English; algebra I, II, geometry (or their equivalents), & (if graduating from high school in December 2005 or later) 1 year of advanced mathematics beyond algebra II; 3 years of science including a year each of physical, biological and laboratory science; 2 years of social studies including 1 of U.S. history, plus 2 years of a foreign language.
First-time, full-time undergraduates: Fall 2012

- Applied: 3087
- Accepted: 2224 (72%)
- Enrolled: 1020 (46%)

UNCP New Faculty Orientation, 2013
New degree-seeking transfers: Fall 2012

- Applied: 730
- Accepted: 631 (86%)
- Enrolled: 490 (78%)

UNCP New Faculty Orientation, 2013
New graduate students: Fall 2012

- Applied: 299
- Accepted: 286
- Enrolled: 261

96% acceptance rate.
SAT scores, first-time full-time students: Fall 2012

Verbal: 25th percentile = 490, 75th percentile = 510, Average = 470
Math: 25th percentile = 410, 75th percentile = 420, Average = 420
Writing: 25th percentile = 390, 75th percentile = 470, Average = 470

Average combined verbal & math = 929
**First-time, full-time: Fall 2012**

<table>
<thead>
<tr>
<th>High School Rank in Quintiles</th>
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<tbody>
<tr>
<td>Top fifth</td>
<td>24%</td>
</tr>
<tr>
<td>Second fifth</td>
<td>30%</td>
</tr>
<tr>
<td>Third fifth</td>
<td>24%</td>
</tr>
<tr>
<td>Fourth fifth</td>
<td>12%</td>
</tr>
<tr>
<td>Bottom fifth</td>
<td>3%</td>
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</table>

Average high school GPA = 3.29
UNCP Student services survey, Fall 2012

N=344 undergraduates
Family income (pre-tax)
Father (or male guardian) educational attainment

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>&lt;HS grad</td>
<td>17.3%</td>
</tr>
<tr>
<td>HS grad</td>
<td>31.4%</td>
</tr>
<tr>
<td>Some college</td>
<td>19.4%</td>
</tr>
<tr>
<td>2-yr degree</td>
<td>9.7%</td>
</tr>
<tr>
<td>4-yr degree</td>
<td>13.5%</td>
</tr>
<tr>
<td>Some grad school</td>
<td>1.5%</td>
</tr>
<tr>
<td>Master's</td>
<td>5.6%</td>
</tr>
<tr>
<td>Doctorate/1st prof</td>
<td>1.8%</td>
</tr>
</tbody>
</table>
Mother (or female guardian) educational attainment

- HS grad: 11.1%
- Some college: 20.4%
- 2-yr degree: 16.9%
- 4-yr degree: 13.7%
- Some grad school: 1.5%
- Master's: 10.8%
- Doctorate/1st prof: 0.3%
Plans for employment, 1st semester

- 41.6% 20+ hrs wk
- 35.0% <20 hrs wk
- 23.5% No plans to wk
Student demographics: Fall 2012
Total headcount=6269

<table>
<thead>
<tr>
<th>Undergraduate, N=5504 (88% of student body)</th>
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<tbody>
<tr>
<td>Men</td>
<td>2131</td>
<td>38.7%</td>
</tr>
<tr>
<td>Women</td>
<td>3373</td>
<td>61.3%</td>
</tr>
<tr>
<td>Full-time</td>
<td>4432</td>
<td>80.5%</td>
</tr>
<tr>
<td>Part-time</td>
<td>1072</td>
<td>19.5%</td>
</tr>
<tr>
<td>In-state</td>
<td>5303</td>
<td>96.3%</td>
</tr>
<tr>
<td>Out-of-state</td>
<td>201</td>
<td>3.7%</td>
</tr>
</tbody>
</table>
Student demographics: Fall 2012
Total headcount=6269

Graduate, N=765 (12% of student body)

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<tbody>
<tr>
<td></td>
<td>Men</td>
<td>Women</td>
</tr>
<tr>
<td>Full-time</td>
<td>170</td>
<td>556</td>
</tr>
<tr>
<td>Part-time</td>
<td>595</td>
<td>727</td>
</tr>
<tr>
<td>In-state</td>
<td>741</td>
<td>969</td>
</tr>
<tr>
<td>Out-of-state</td>
<td>24</td>
<td>7.1%</td>
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</tbody>
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<tr>
<td></td>
<td>209</td>
<td>27.3%</td>
</tr>
<tr>
<td></td>
<td>556</td>
<td>72.7%</td>
</tr>
<tr>
<td></td>
<td>170</td>
<td>22.2%</td>
</tr>
<tr>
<td></td>
<td>595</td>
<td>77.8%</td>
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<tr>
<td></td>
<td>741</td>
<td>96.9%</td>
</tr>
<tr>
<td></td>
<td>24</td>
<td>3.1%</td>
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</tbody>
</table>
Student demographics: Fall 2012
All students

Ethnicity

- Black: 31.9%
- American Indian/AN: 4.0%
- White, non-Hispanic: 40.7%
- Asian: 1.1%
- Hispanic: 1.5%
- Native Hawaiian/PI: 2.4%
- Two or more races: 0.1%
- Non-resident Alien: 1.1%
- Unknown: 2.1%
Countries represented in student body: 19

States besides NC represented in student body: 25 + DC

Students from service region (Robeson & 12 other surrounding counties): 74%

Students from Robeson County: 28%
Student demographics: Fall 2012

- Full-time first-time students receiving any type of financial aid: 88%
- Students 25 or older: 30%
- Student to faculty ratio: 15 to 1
- Average class size: 21
- SCHs generated by online courses, 2011-2012 academic year: 25%
Graduation/retention

- Number degrees awarded July 1, 2011 to June 30, 2012:
  - Bachelors: 905
  - Masters: 214

- Fall 2011 cohort FTFT retention rate: 64%

- Fall 2006 cohort FTFT degree-seeking 6-year graduation rate: 34%
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