

THE UNIVERSITY OF NORTH CAROLINA AT
PEMBROKE



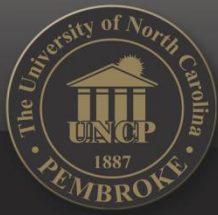
Student Profiles at UNC Pembroke

Chunmei Yao, Ed. D.

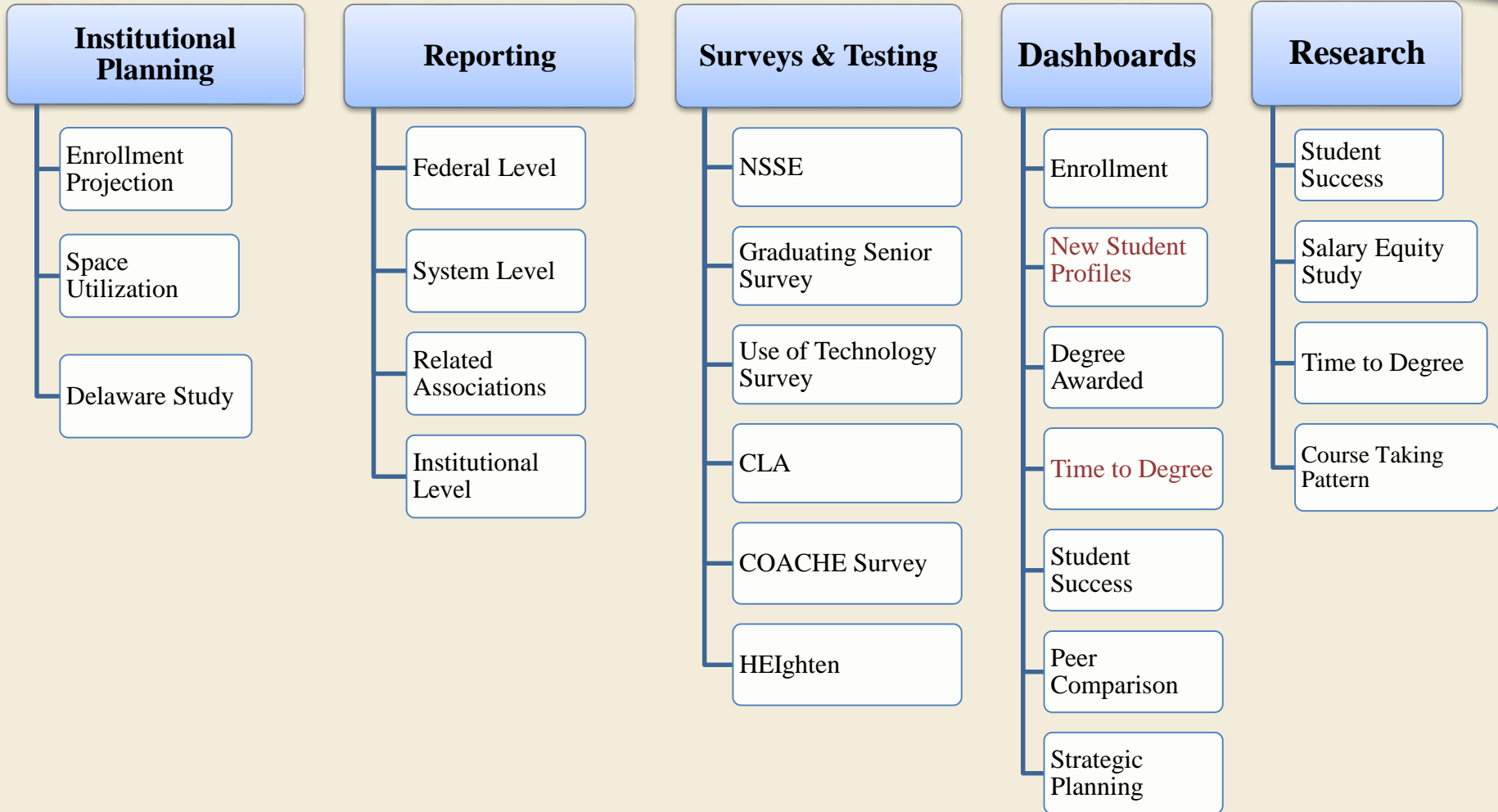
Office of Institutional Research

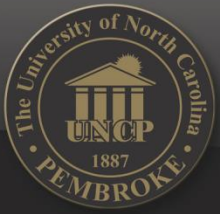
August 9, 2019





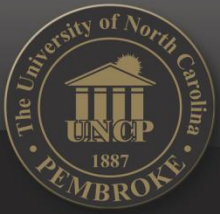
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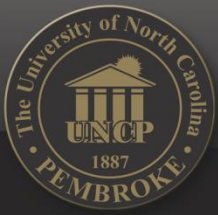
Quick Facts

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



Quick Facts Cont.

- Majority students are in-state (95%).
- More than 70% degree-seeking, in-state undergraduates are from rural area.
- 58% are from low-income family.
- More than 25% are PT students.
- Most diverse university in South Region
 - U.S. News & World Report: Diversity Index (**0.69**)
 - Minority: **58%**
- Small class size and personalized educational experience
 - Student/Faculty Ratio = **18:1**

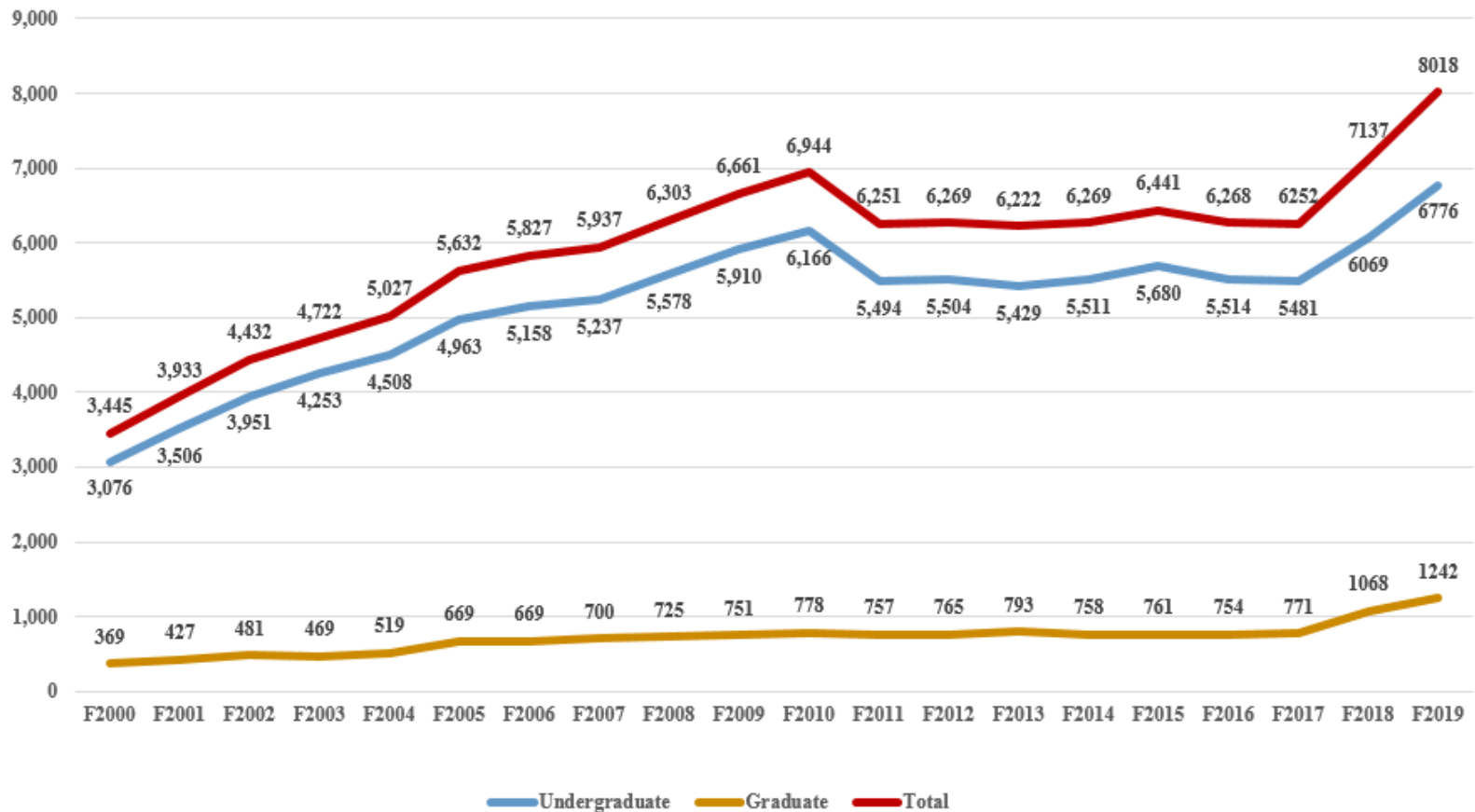


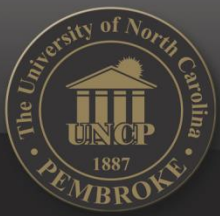
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Enrollment Trend

Enrollment Trend: Fall 2000 - Fall 2019

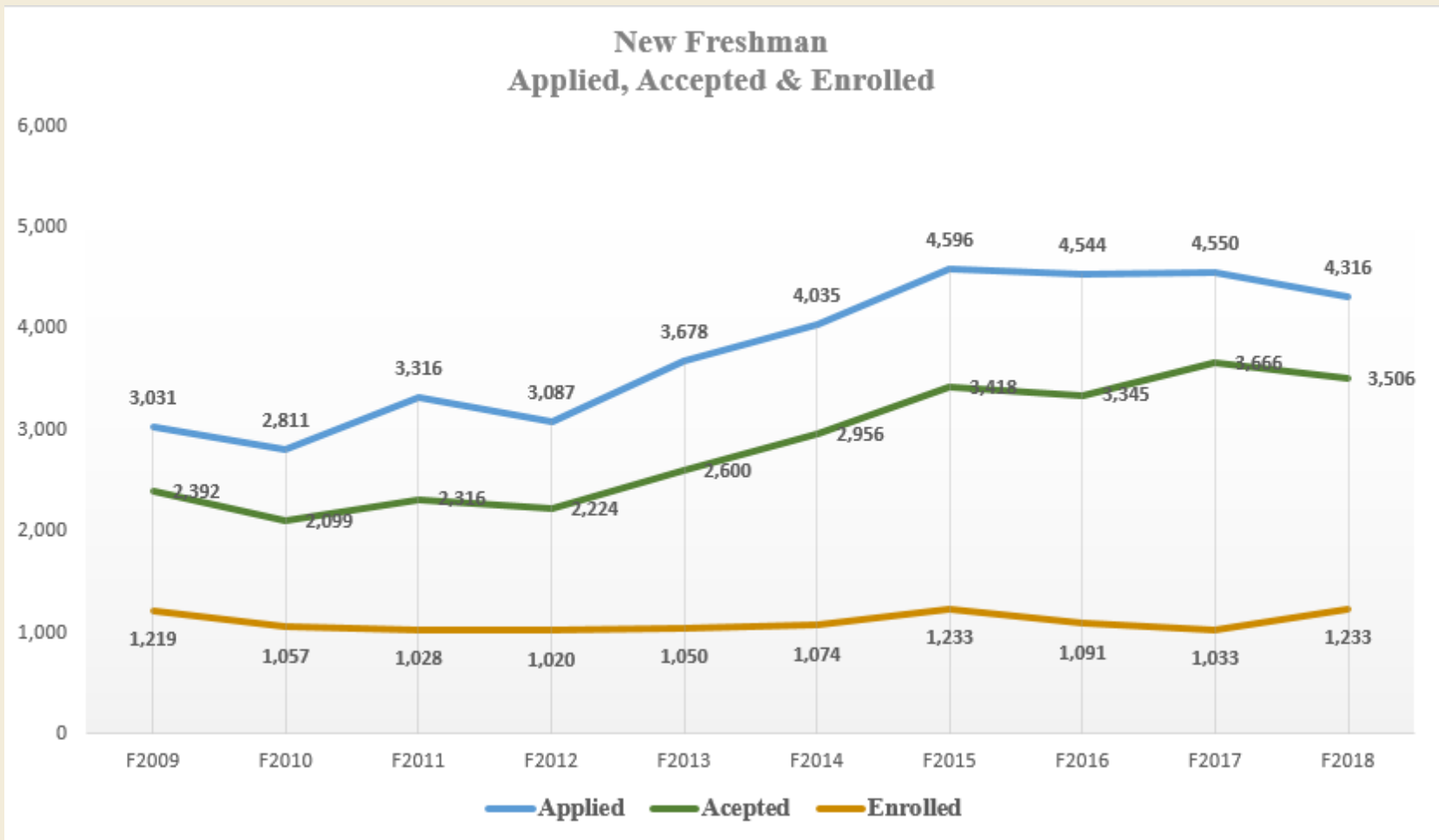


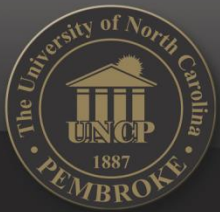


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New Freshmen



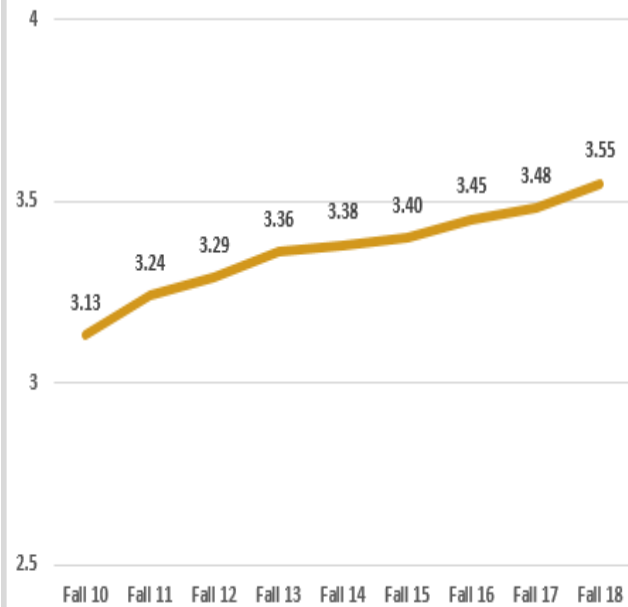


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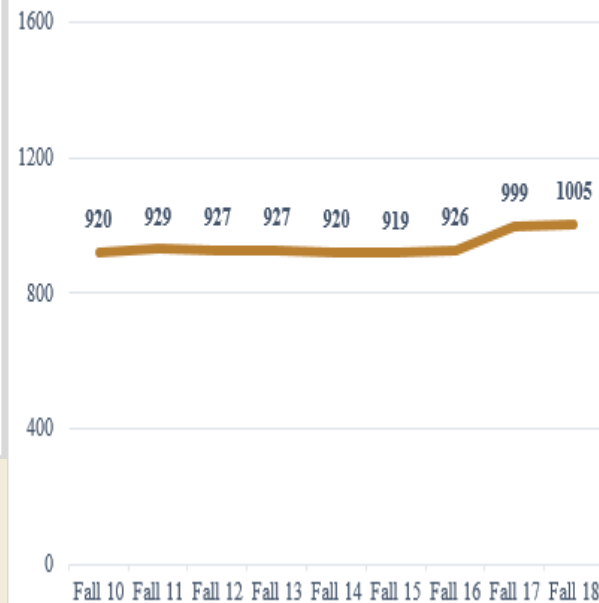


New Freshmen

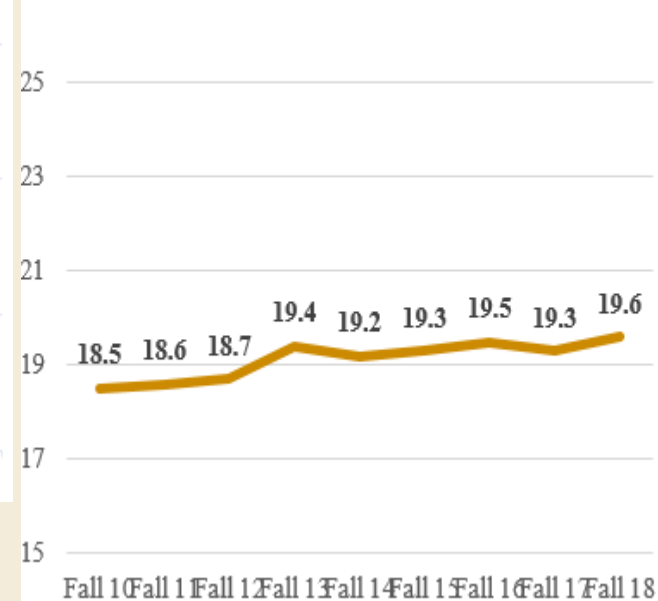
Average HS GPA for New Freshman
Fall 2010 - Fall 2018

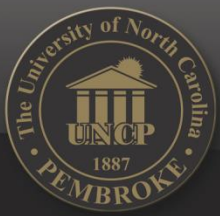


Average SAT for New Freshmen
Fall 2010 - Fall 2018



Average ACT For New Freshmen
Fall 2010 - Fall 2018



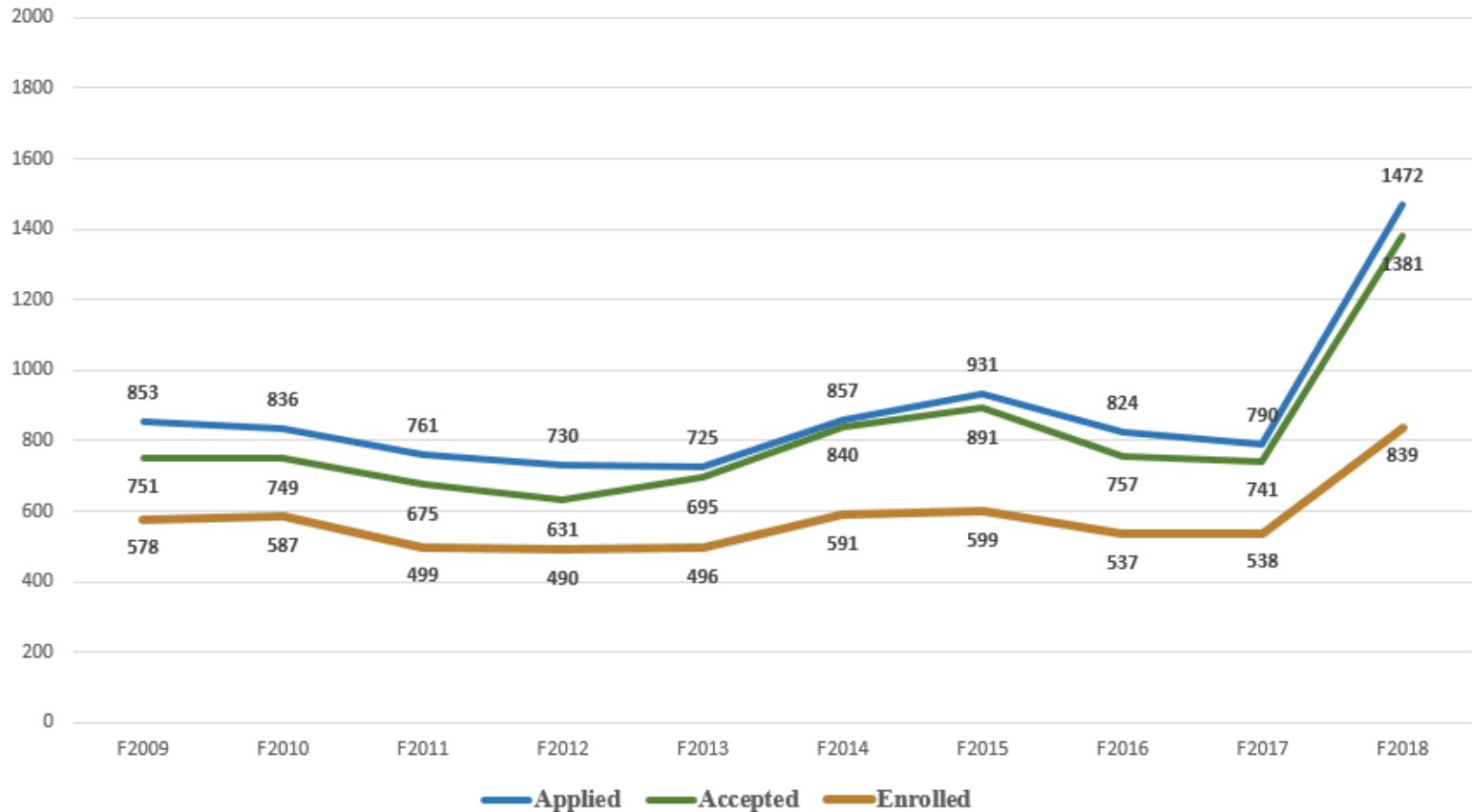


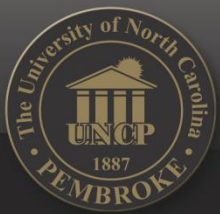
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New Transfers

New Transfers
Applied, Accepted & Enrolled



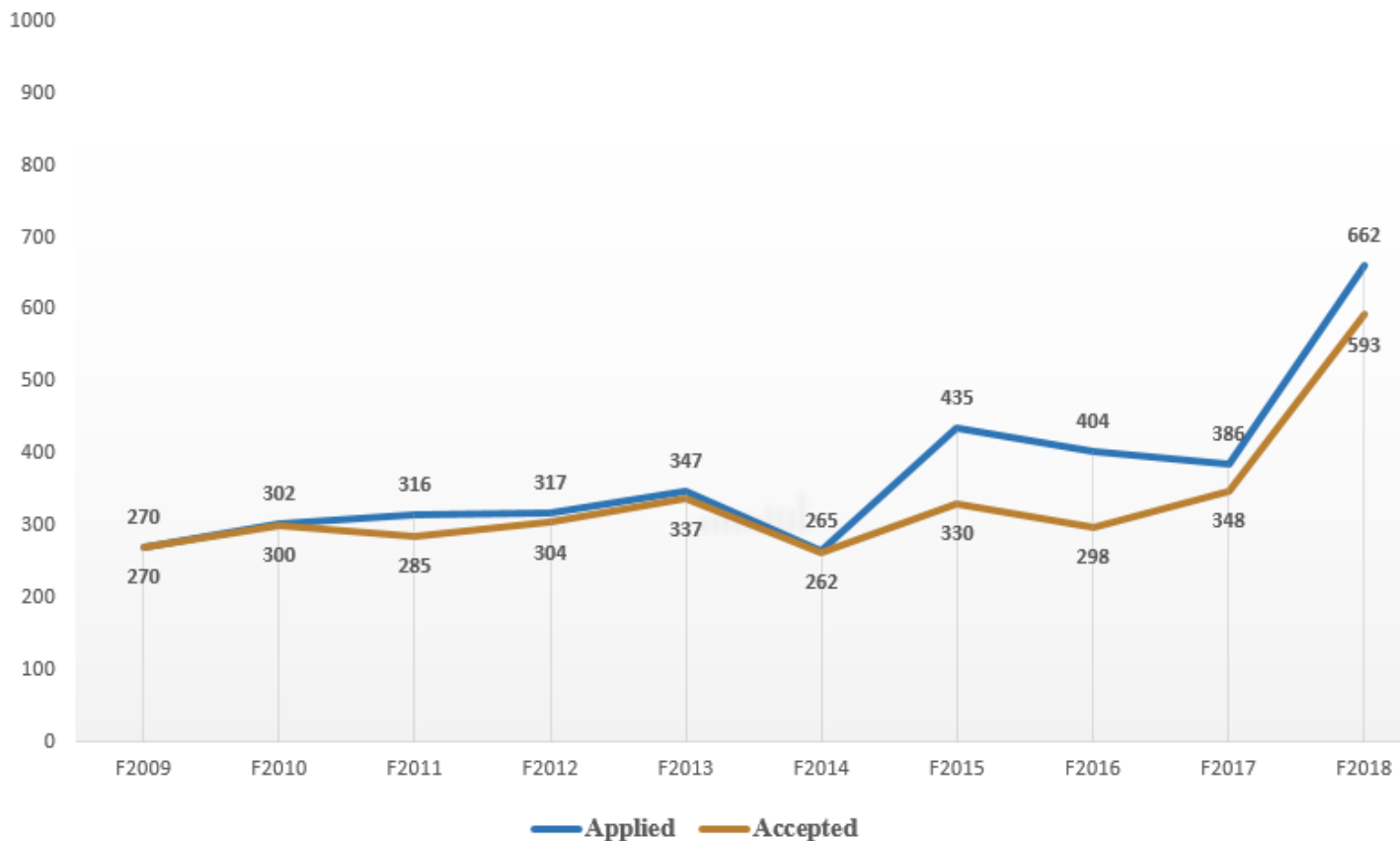


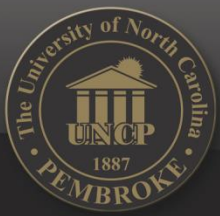
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New Graduate

New Graduate
Applied, Accepted & Enrolled



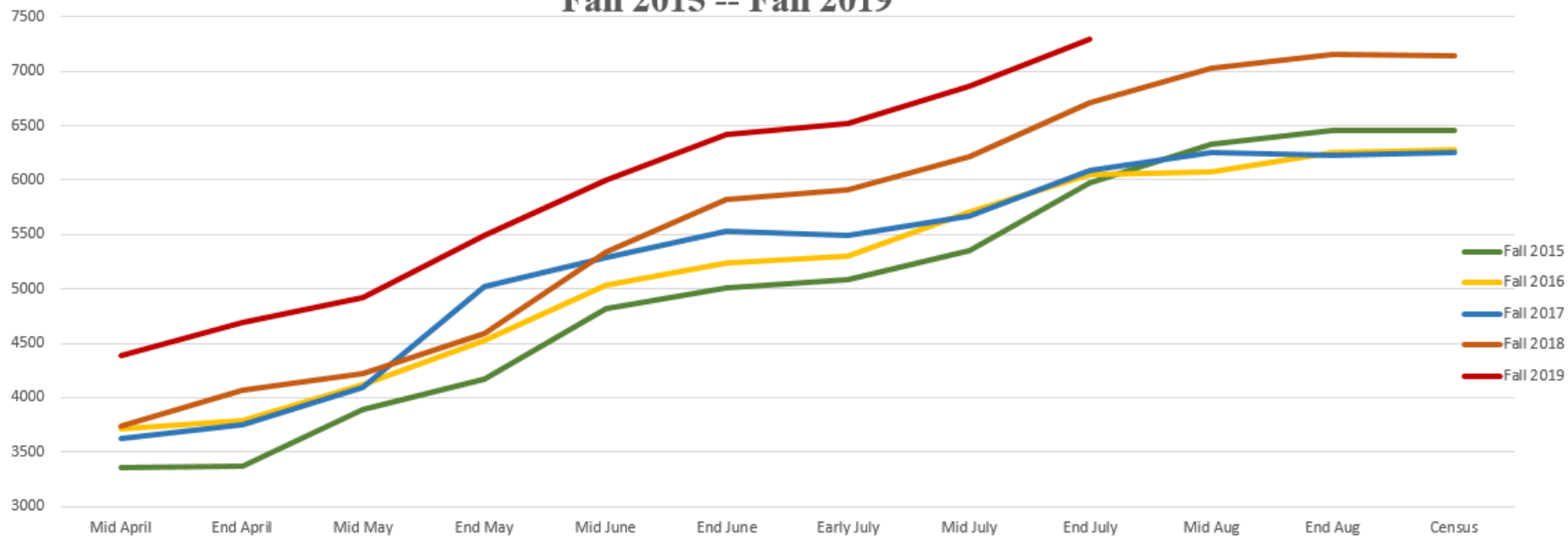


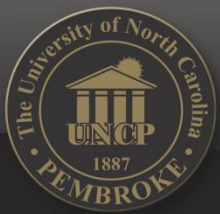
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Weekly Enrollment Trend

Weekly Enrollment Trend
Fall 2015 -- Fall 2019



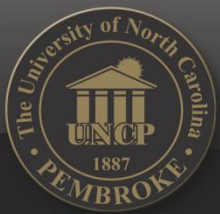


Stretch Goals for New Student Enrollment

Table 1. Numbers of New Student Enrollment by Admit Type in Fall 2019

New Students	Census	Goal	Diff. (C-B)		Latest Headcount	
	Fall 2018	Fall 2019	+/-	%	8/6/2018	8/5/2019
New Freshman	1233	1400	167	13.54	1270	1140
New Transfers	839	900	61	7.27	696	739
New Readmit UG	259	250	-9	-3.47	247	187
New Special UG	49	50	1	2.04	39	30
New Graduate	471	498	27	5.73	372	446
New Readmit GR	12	12	0	0.00	8	7
New Special GR	6	6	0	0.00	4	4
Subtotal	2869	3116	247	8.61	2636	2553
Total Continuing	4268	4902	634	14.85	4052	4641
Total All Students	7137	8018	881	12.34	6688	7194

Source: Office of Institutional Research, Live Data, August 5, 2019.



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Degree Awarded

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Academic Degrees Conferred by Level

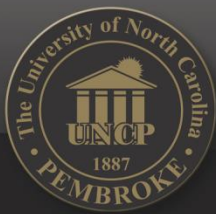
Degree Level	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
Baccalaureate	824	905	984	1011	907	936	970	950	919
Master's	255	214	280	219	215	234	240	190	215
Grand Total	1079	1119	1264	1230	1122	1170	1210	1140	1134

Source: Office of Institutional Research, Census Data, August 9, 2019.



Baccalaureate Degree Completion

Degree Level	Major	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
Baccalaureate	Accounting	6	7	13	6	11	17	9	8	6	9
	American Indian/Native American Studies	4	2	4	3	5	7	3	3		2
	American/United States Studies		1								
	Art Education	5	3	1	6	5	4		1	1	
	Athletic Training/Trainer	3	5	7	4	9	9	5	4	5	3
	Biology/Biological Sciences	86	72	76	74	61	88	77	82	108	112
	Biotechnology						4	1	1		1
	Business Administration	79	83	103	110	108	108	93	92	82	90
	Chemistry, General	16	18	14	25	24	30	18	21	22	22
	Computer Science	7	10	8	10	12	8	10	19	21	15
	Criminal Justice	52	58	70	92	88	120	97	125	138	130
	Drama/Theatre Arts		5	2	3	1	4		4	3	11
	Elementary Education	36	59	49	60	46	46	33	35	37	28
	English Education	3	3	2	2	6	4	8	5	5	2
	English Language and Literature	13	15	9	9	23	10	7	9	12	14
	Environmental Science	6	4	8	8	13	9	7	9	7	10
	Fine/Studio Arts, General	8	8	9	10	15	9	18	10	16	19
	Geo-Environmental Studies							3	3	4	2
	Health and Physical Education	47	60	80	89	123	109	94	105	128	88
	History, General	15	12	22	26	16	20	14	9	25	17
	Information Technology		3	3	9	22	19	14	18	10	16
	Kindergarten/PreSchool Education	11	10	10	9	16	16	17	3	2	5
	Mass Communications/Media Studies	36	37	52	38	61	53	48	49	43	48
	Mathematics Education	8	4	1	8	3	4	2	4	2	5
	Mathematics, General	2	7	2	5	2	2	2	5	5	5
	Middle Grades Education (Language/SocStu) 6-9			1							
	Middle Grades Education (Math/Science) 6-9			1	4	2					
	Middle Grades Mathematics				7	5	4	1	3		
	Middles Grades Language Arts	1						2	1		
	Middles Grades Science Middle	1	1				1				
	Middles Grades Social Studies	1				1					
	Multi/Interdisciplinary Studies		2	3	6	15	8	22	17	18	17
	Music Performance, General	7	7	2		1	3		1	2	2
	Music Education		1		4	7	4	4	7	3	6
	Music, General	4	7	2	4	8	5	4	6	11	4
	Nursing	56	34	38	41	42	57	49	50	47	58
	Parks, Recreation and Leisure Facilities Mgt	7		4	4						
	Philosophy and Religious Studies	5	2	8	6	6	4	9	5		4
	Physical Education	10	6	14	13	9	11	8	5	4	5
	Physics, General		1	2		1	4	3	3	2	4
	Political Science	28	22	19	35	22	17	18	15	14	15
	Psychology, General	27	53	49	46	47	45	46	53	46	41
	Public Health Education and Promotion	21	32	3	2						
	Science Education	6	3	1	3	1		2	2		2
	Social Studies Education	3	9	4	10	4	5	6	4	3	1
	Social Work	43	55	37	41	52	44	60	56	49	55
	Sociology	64	77	73	68	84	79	81	78	84	75
	Spanish Language and Literature	4	8	2	2	5	8	3	7	2	2
	Special Education	8	5	6	5	5	11	8	2	5	6
		Subtotal	739	813	824	905	984	1011	907	936	970

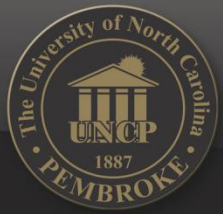


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Master's Degree Completion

Master's	Art Education	3	3	5	3	2	2	1	4	3
	Business Administration	7	6	14	14	20	5	12	14	27
	Elementary Education K6	22	31	8	33	19	16	7	10	3
	English Education	7	4	6	4	4	3	1	3	3
	Master of Social Work		12	25	21	26	40	53	58	39
	MAT - Art	1	7			4	1	2	1	2
	MAT - English	2		1	5	1	1		1	2
	MAT - Masters of Art in Teaching	3	1							
	MAT - Mathematics			1	1	1	1	1		1
	MAT - Middle Grades - Language Arts			1						1
	MAT - Middle Grades - Mathematics					2	1			2
	MAT - Middle Grades - Science		2	2	2			1		1
	MAT - Middle Grades - Social Studies	3	1	3	2				1	1
	MAT - Music	1	1				2			
	MAT - Physical Education	9	4	7	3	7	2	3		3
	MAT - Science	3		4	3	2	4	4	2	4
	MAT - Social Studies Secondary		4		2	3	2	2		1
	Mathematics Education	2	2	2		6	2	5	4	4
	Mental Health Counseling			17	10	17	11	15	20	21
	Middle Grades Education 6-9	4	2	4		4	1			
	Music Education	3	1		1	3	6	1	2	
	Nursing							4	9	2
	Physical Education	18	24	24	20	12	19	13	13	11
	Professional School Counseling	18	24	13	17	30	19	16	31	23
	Public Administration	26	29	32	21	49	37	37	33	22
	Reading Education	17	19	39	9	26	13	8	2	4
	School Administration	29	35	41	28	34	25	23	25	12
	Science Education	4	4	1	3	5	2	5	1	2
	Service Agency Counseling	8	4		9					
	Social Studies Education	4	2	5	3	3	4	1		
	Subtotal	194	222	255	214	280	219	215	234	190

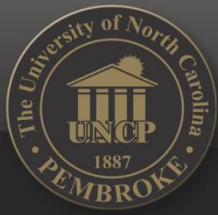


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Maximize Student Success





Maximize Student Success

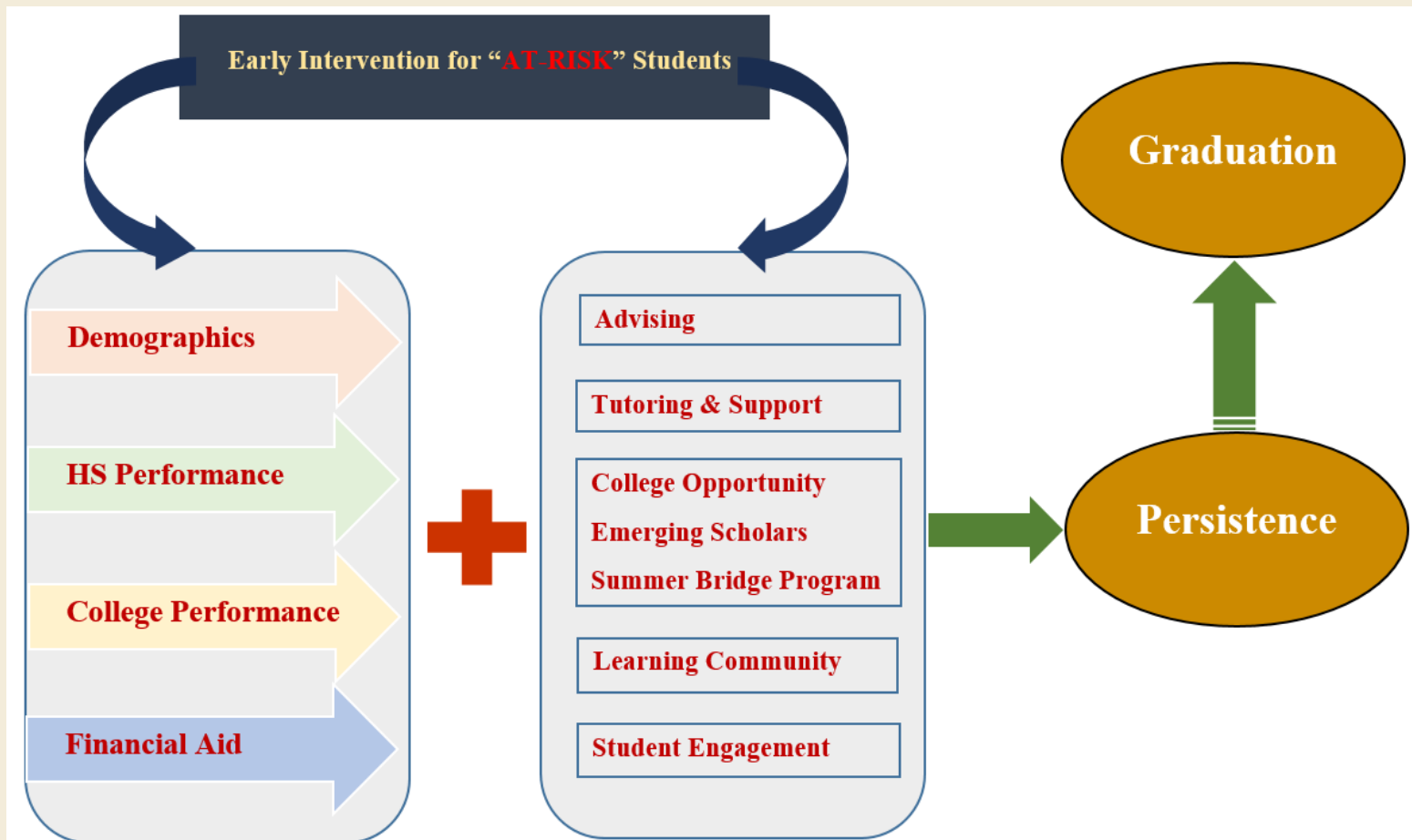
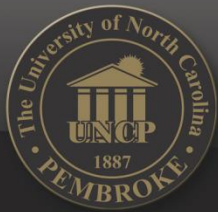


Figure 1: Conceptual Framework of Retention and Graduation.



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
<u>Fall Term GPA Group</u>	< 2.0						
<u>Fall Term GPA Coded: A (>=3.5)</u>		1.711***	0.000	5.533	2.744***	0.000	15.545
<u>Fall Term GPA Coded: B (>=3.0 & <3.5)</u>		1.827***	0.000	6.214	2.446***	0.000	11.542
<u>Fall Term GPA Coded: C (>=2.5 & <3.0)</u>		1.682***	0.000	5.378	2.053***	0.000	7.792
<u>Fall Term GPA Coded: D (>=2.0 & <2.5)</u>		1.347***	0.000	3.847	1.555***	0.000	4.733
<u>Fall Term DFW (Y/N)</u>	No						
Yes		-0.902***	0.000	0.406	-1.192***	0.000	0.517
<u>Fall Remedial Flag (Y/N)</u>	No						
Yes		-0.212*	0.021	0.809	-0.370***	0.000	0.691
<u>Fall Major</u>	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
<u>Fall Term GPA</u>	Numeric	0.961***	0.000	2.614	1.21***	0.000	3.355
<u>Diff Credit Hours (#)</u>	Numeric	-0.137***	0.000	0.872	-0.178***	0.000	0.837
<u>Fall Term DFW (#)</u>	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.

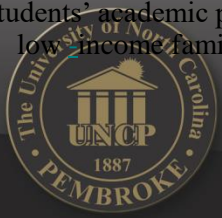


Table 3-1. Estimation of Results for FTFT Freshmen Cohorts from Fall 2008 to Fall 2010 (N= 3151).

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_DF W (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 negative impact

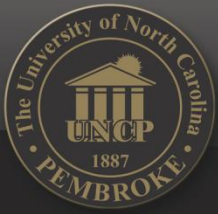


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Conclusions

- 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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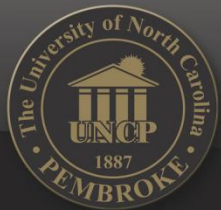
Demo

Online Data Request

<http://www.uncp.edu/about-uncp/administration/departments/institutional-research/online-data-request>

University Dashboards

<http://www.uncp.edu/IR>



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Q & A?