

An Analysis of ECU's Accepted Students: Who joined the Pirate Nation? Who didn't and where did they go?

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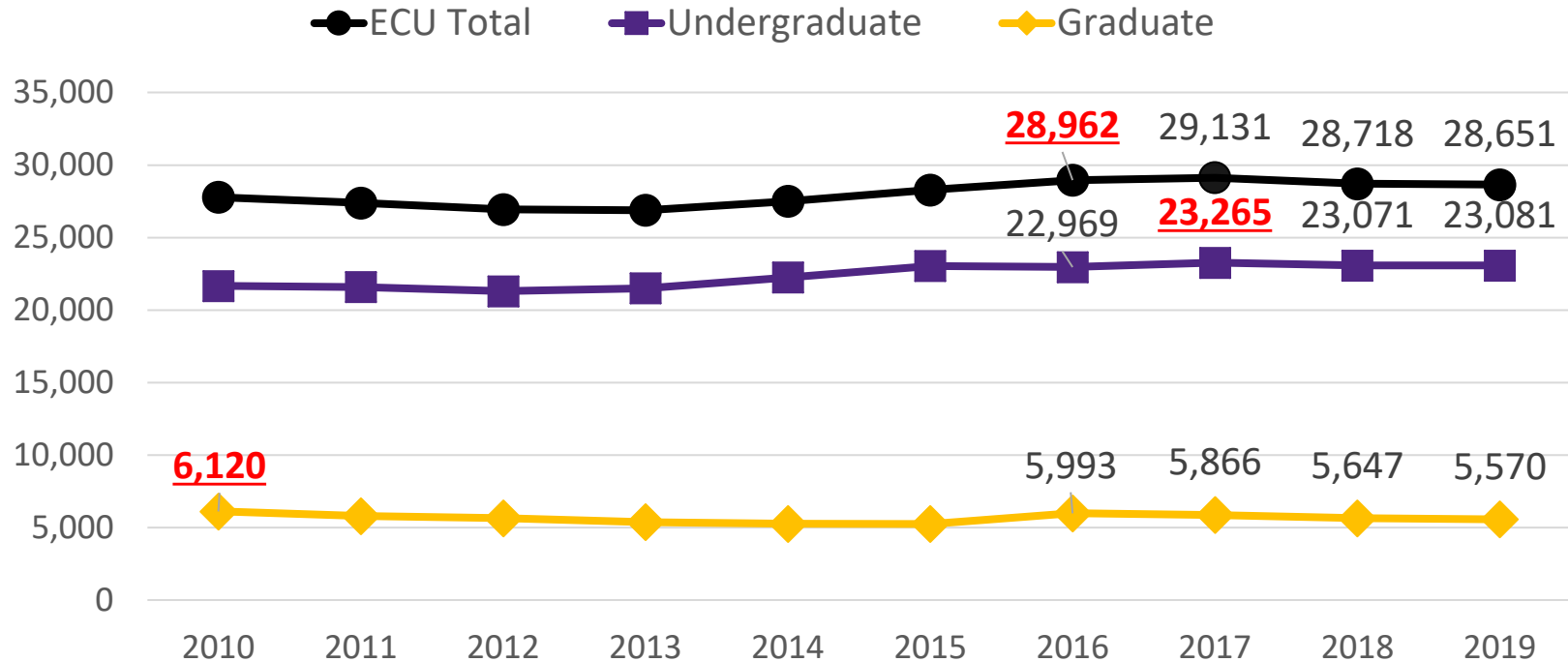


Presentation Overview

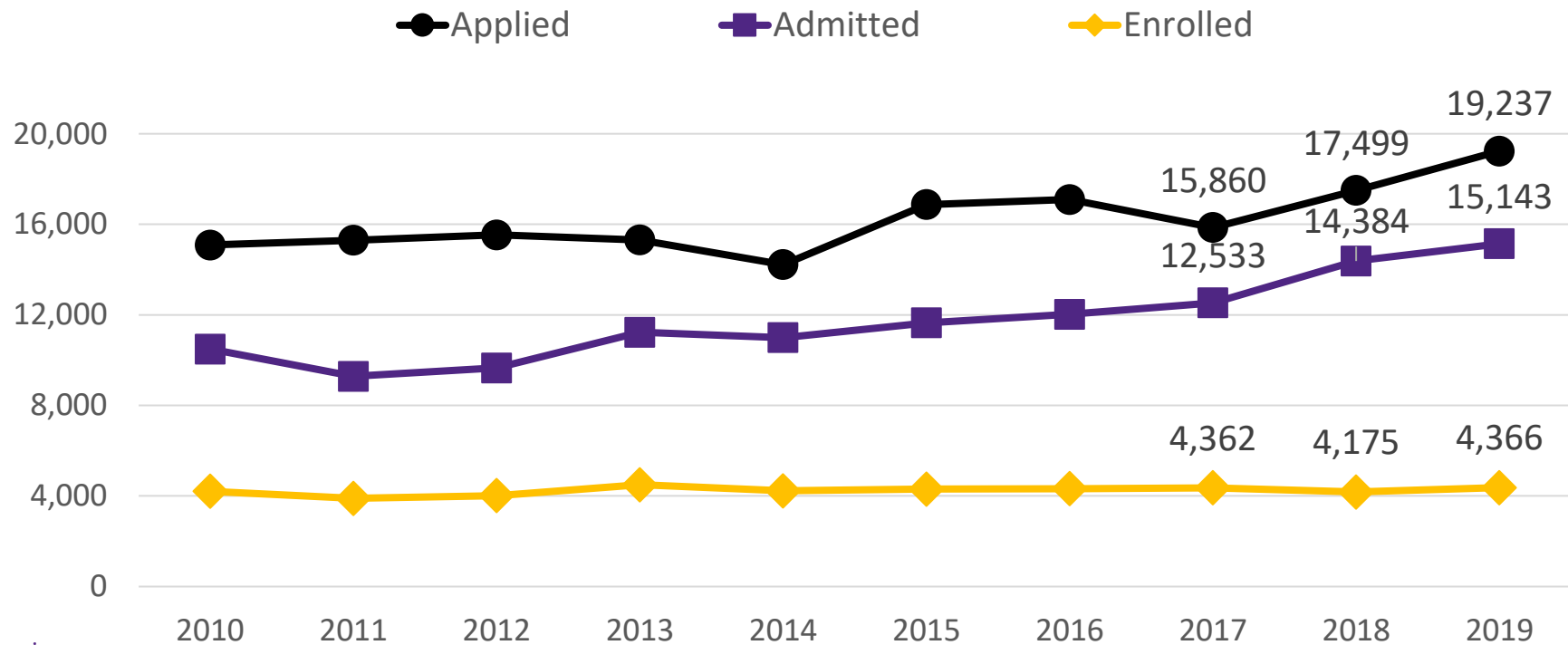
- Student Population
 - Accepted first-time freshmen
 - Accepted new transfer students
- Data Sources:
 - ECU Admissions Data
 - The National Student Clearinghouse
 - [The UNC InfoCenter](#)
 - IPAR Dashboards (*demo*)
- Comparison of Key Characteristics (Enrolled vs. Non-enrolled Students)
 - Demographic Characteristics
 - High School GPAs and Test Scores
 - Unmet Needs
 - Geographic Location
 - Feeder Schools (for Transfers)
 - Tuition Deposit and Orientation
- ECU's Major Competitors for New Students
- Discussion: Challenges and Opportunities for Undergraduate Admissions



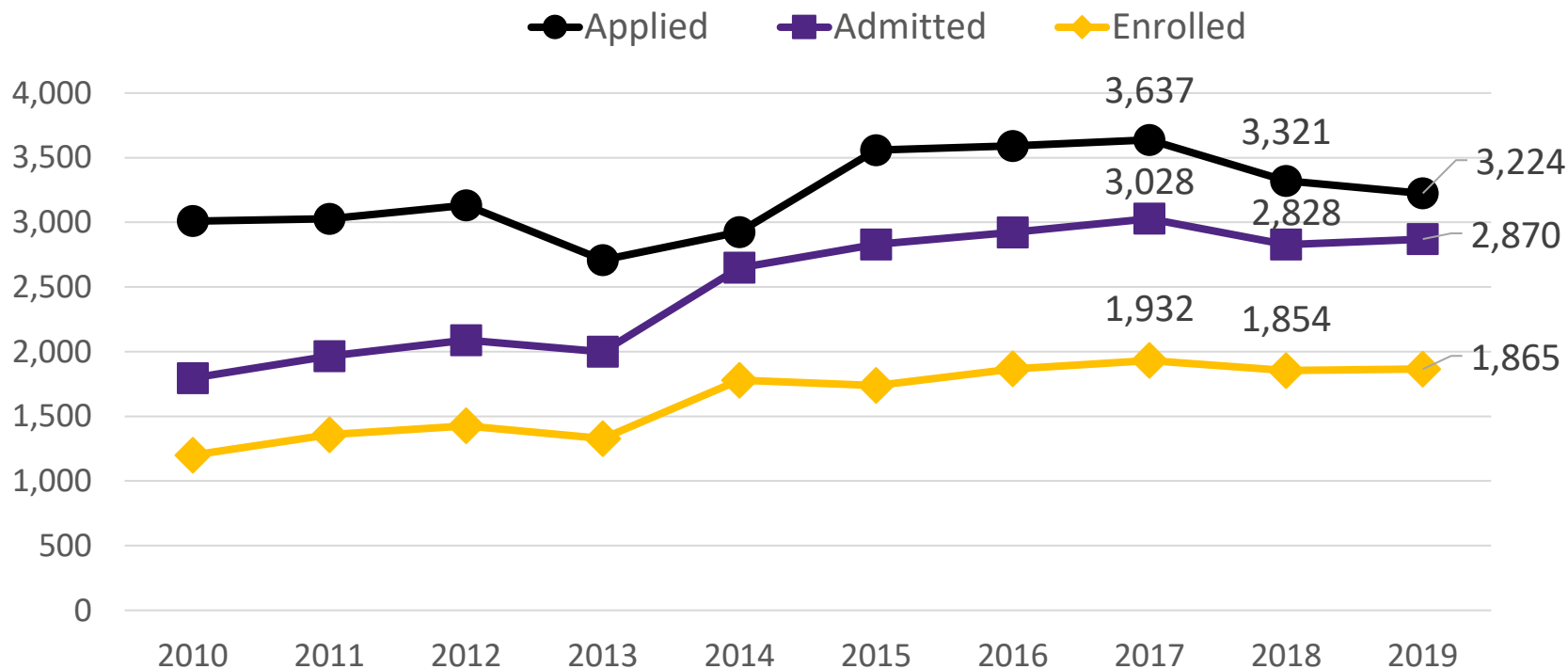
ECU Headcount Enrollment: Fall Semesters



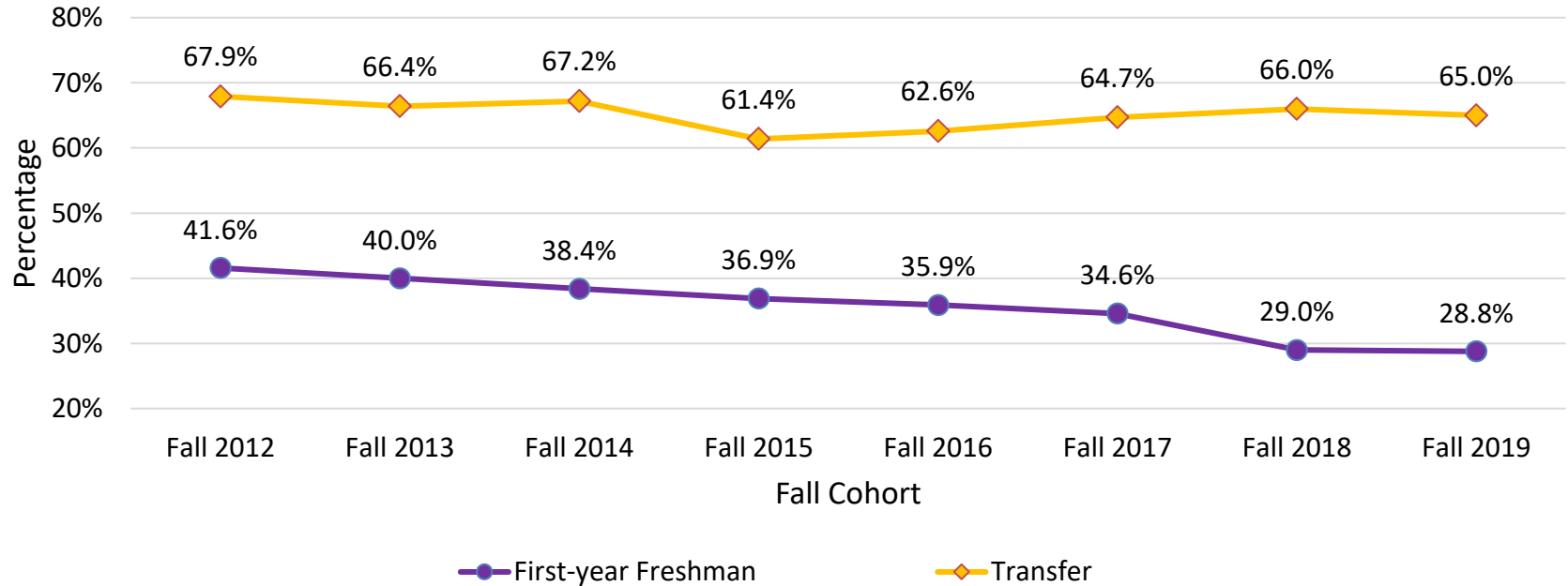
Freshman Application and Matriculation



Transfer Application and Matriculation



Yield Rate



Yield is calculated as total enrolled divided by total accepted students.



*accepted but
not enrolled
students*

WHO ARE THEY?

WHERE DID THEY ENROLL?

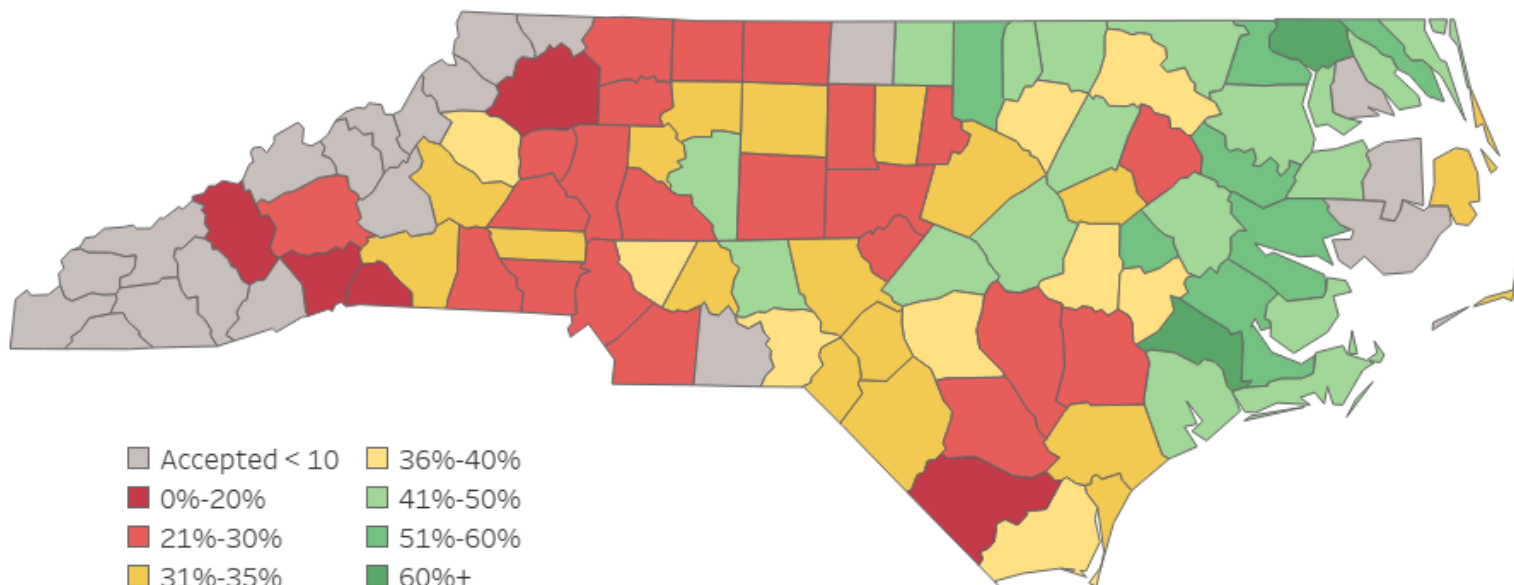


First-time Freshmen

Characteristics of Accepted Freshmen: Fall 2019

	Not Enrolled N=10,776	Enrolled at ECU N=4,366	Total Accepted N=15,142
Weighted HS GPA	<u>3.81</u>	3.64	3.76
Average SAT Score	<u>1,174</u>	1,121	1,160
Average ACT Score	<u>24.3</u>	22.4	23.6
% Male	37%	<u>42%</u>	38%
% From Rural County (NC residents only)	37%	<u>43%</u>	39%
% Receiving Pell Grant	24%	<u>35%</u>	27%
Race/Ethnicity			
% White	63%	<u>66%</u>	63%
% Black or African American	13%	<u>15%</u>	14%
% Asian	<u>6%</u>	3%	5%
% Hispanic	10%	9%	9%
% other race/ethnicity	9%	8%	8%

Fall 2019 In-State First-time Freshman Yield Rate by County



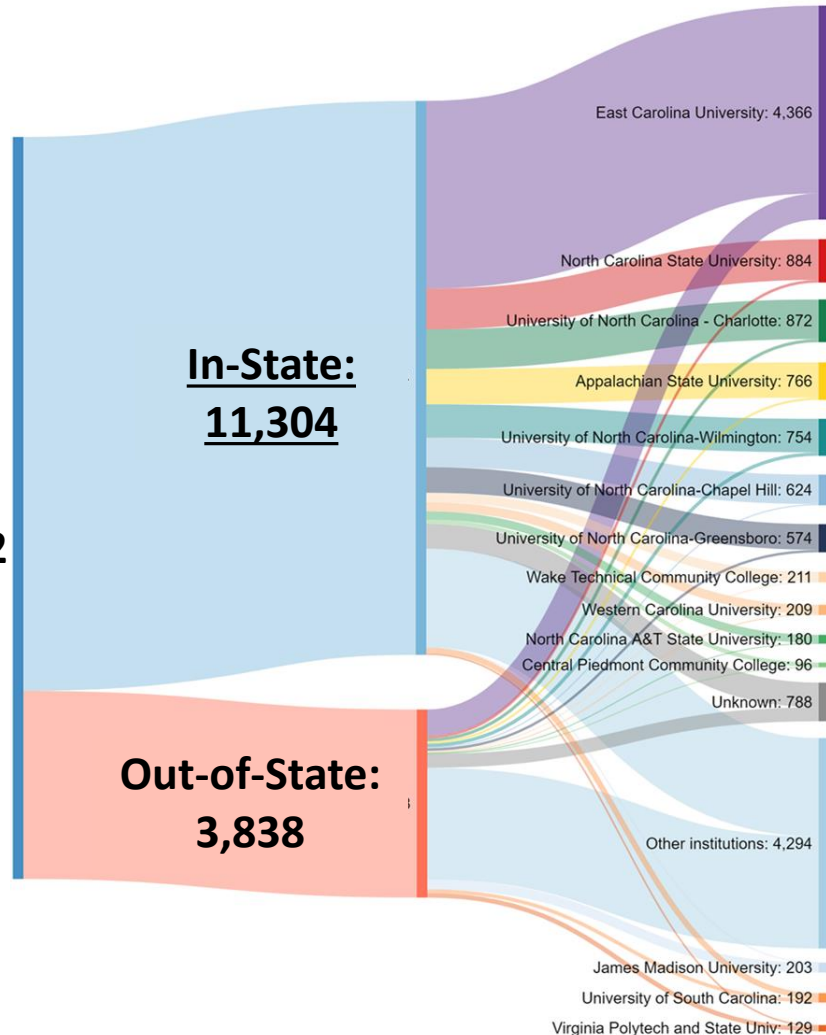
Characteristics of Accepted Students by Destination School Type

Fall 2019	UNC System	NCCCS*	NC Private	OOS Institutions	ECU
Total number of students	5,117	972	670	3,229	4,366
Avg. Weighted HS GPA	<u>3.97</u>	<u>3.68</u>	<u>3.80</u>	3.64	3.64
% male	36%	<u>43%</u>	35%	34%	<u>42%</u>
% Receiving Pell	27%	31%	26%	16%	<u>35%</u>

Destinations of 2019 Accepted Students

- In State Students:
 - NC State (n=884)
 - UNC Charlotte (n=872)
 - Appalachian State (n=766)
 - UNC Wilmington (n=754)
 - UNC Chapel Hill (n=624)
- Out-of-State Students
 - James Madison (n=203)
 - University of South Carolina (n=192)
 - Virginia Tech (n=129)

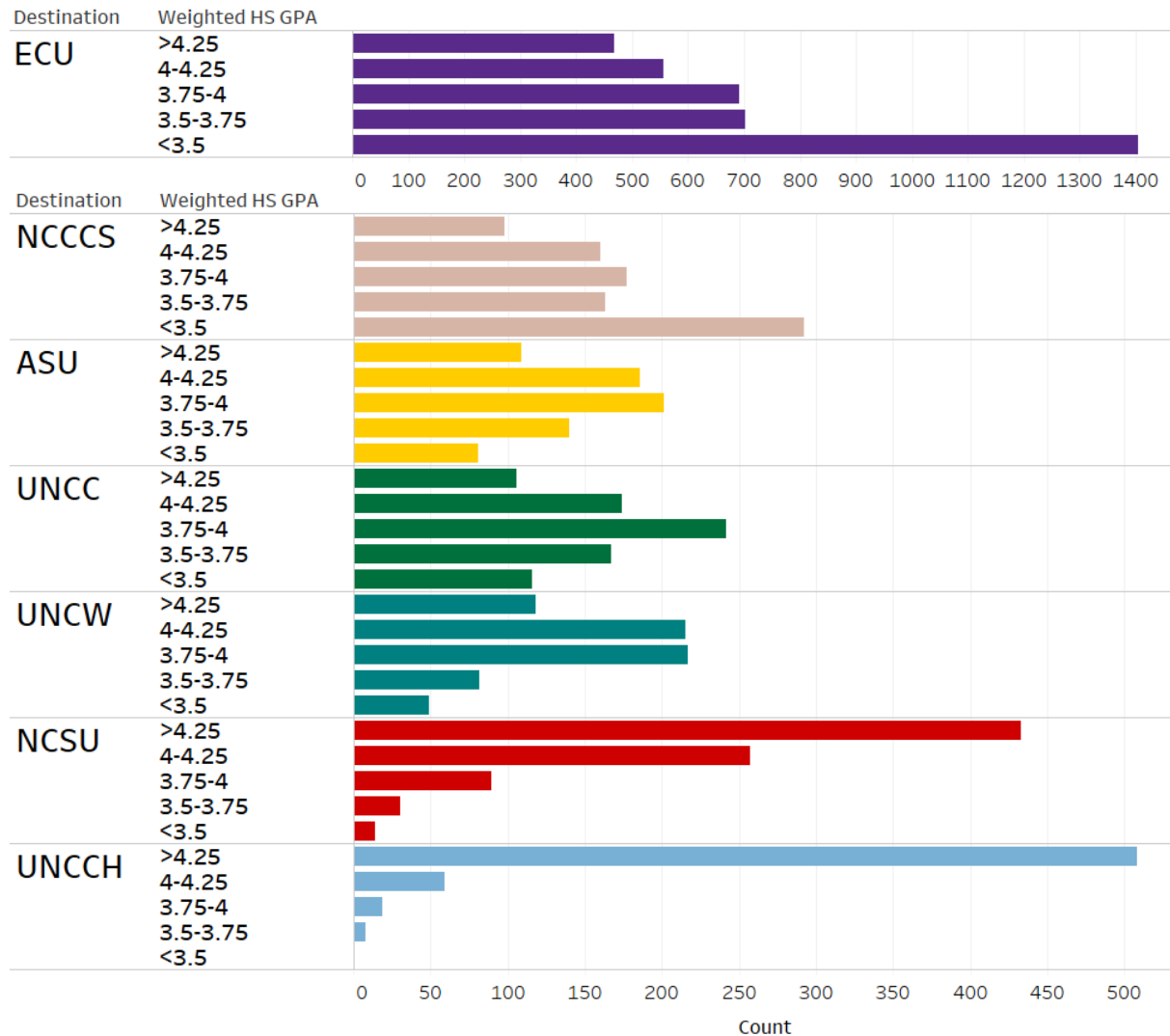
**Total:
15,142**



Students Enrolled at Top 10 NC Competitors and NC Promise Schools

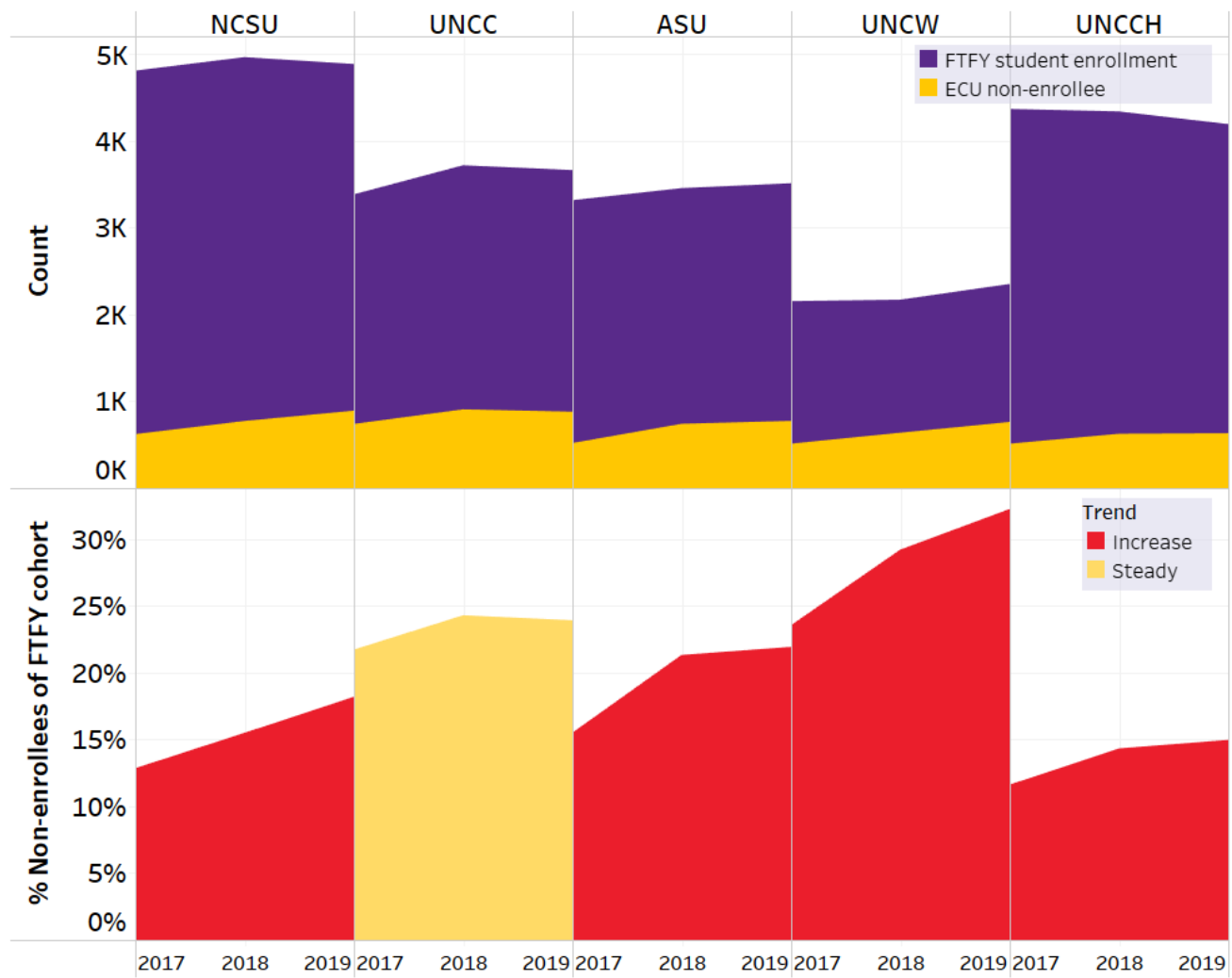
	Fall 2017	Fall 2018	Fall 2019
North Carolina State University	614	765	884
University of North Carolina-Charlotte	731	899	872
Appalachian State University	511	733	766
University of North Carolina-Wilmington	504	630	754
University of North Carolina-Chapel Hill	504	618	624
University of North Carolina-Greensboro	457	490	574
Wake Technical Community College	174	212	211
Western Carolina University*	169	193	209
North Carolina A&T State University	129	149	180
Central Piedmont Community College	80	89	96
University of North Carolina-Pembroke*	82	82	73
Elizabeth City State University*	16	15	17

*: NC Promise schools.



In-State Applicants: HS GPA Comparison

UNC Competitors:
Proportion of
Freshman Class also
Accepted by ECU



Students Enrolled at NCCCS

Enrolled Institution	No. of ECU Admits			Fall 2019 Admits	
	Fall 2017	Fall 2018	Fall 2019	Avg. weighted HS GPA	Pell Recipients
Wake Technical Community College	169	206	192	3.64	19%
Central Piedmont Community College*	80	85	88	3.40	32%
Cape Fear Community College	62	60	74	3.57	28%
Pitt Community College	30	64	59	<u>3.74</u>	27%
Central Carolina Community College	12	20	38	<u>3.72</u>	47%
Lenoir Community College	16	8	25	<u>3.96</u>	40%
Guilford Technical Community College*	18	4	22	3.45	55%
Johnston Community College	23	23	22	<u>3.88</u>	27%
Craven Community College	13	12	21	<u>3.99</u>	33%

*Colleges not in the [Pirate Promise](#) program.

Tuition Deposit and Orientation Attendance

Fall 2019	Total Admits	Enrolled	Not Enrolled	% Not Enrolled
Paid Deposit	4,575	4,330	245	5.4%
Attended Orientation	4,215	4,120	95	2.3%
Deposit & Orientation	4,184	4,118	66	1.6%

Paid Tuition & Attended Orientation, but not Enroll at ECU

Johnston Community College

Tidewater Community College

Beaufort County Community College

Nash Community College

Caldwell Community College and Technical Institute

Central Piedmont Community College

Wake Technical Community College

Montgomery College

Unknown

County College of Morris

Carroll Community College

College of Dupage

Central Carolina Community College Fayetteville Technical Community College

Coastal Carolina Community College

Davidson County Community College

Pitt Community College Carteret Community College

Trident University International Alamance Community College

Cape Fear Community College Wilson Community College

College of the Albemarle

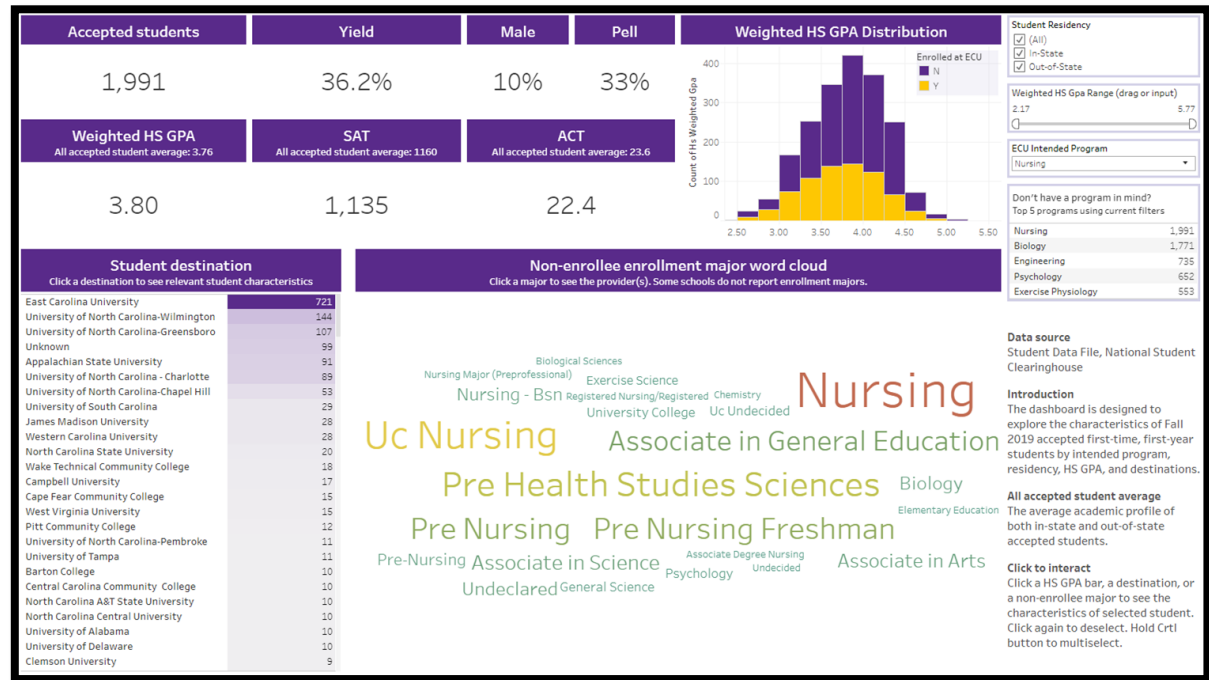


Major Findings

- The number of freshman applications is trending up, while the yield rate remains low. Yield rates for Eastern NC counties are higher.
- Compared to non-enrolled students, students enrolled at ECU tended to have lower HS GPAs and test scores, and were more likely to be rural or low-income students.
- UNC sister schools remain ECU's largest competitors. In 2019, NC State surpassed UNC Charlotte to become ECU's largest competitor.
- Over 1/3 of UNC Wilmington's freshman class in 2019 was also accepted by ECU; for ASU, the proportion was 23%.

Major Findings (Cont'd)

- Wake Tech, Central Piedmont, Cape Fear and Pitt are the top community college competitors of ECU.
- Tuition deposit and orientation attendance were highly predictive of freshman enrollment.
- Very few students who paid a tuition deposit and attended orientation did not enroll. Some of them attended a community college, and others were not in the National Student Clearinghouse.
- Yield rates, student profiles, and major competitors varied across programs. A considerable number of non-enrolled students entered the same program at their destination school as they had intended to enter at ECU.



Weighted HS GPA Distribution

Student Residency

☒ (All)
☒ In-State
☒ Out-of-State

Weighted HS Gpa Range (drag or input)

2.17 5.77

ECU Intended Program

Nursing

Don't have a program in mind?

Top 5 programs using current filters

Nursing	1,991
Biology	1,771
Engineering	735
Psychology	652
Exercise Physiology	553

Student destination

Click a destination to see relevant student characteristics

East Carolina University	721
University of North Carolina-Wilmington	144
University of North Carolina-Greensboro	107
Unknown	99
Appalachian State University	91
University of North Carolina - Charlotte	89
University of North Carolina-Chapel Hill	53
University of South Carolina	29
James Madison University	28
Western Carolina University	28
North Carolina State University	20
Wake Technical Community College	18
Campbell University	17
Cape Fear Community College	15
West Virginia University	15
Pitt Community College	12
University of North Carolina-Pembroke	11
University of Tampa	11
Barton College	10
Central Carolina Community College	10
North Carolina A&T State University	10
North Carolina Central University	10
University of Alabama	10
University of Delaware	10
Clemson University	9

Non-enrollee enrollment major word cloud

Click a major to see the provider(s). Some schools do not report enrollment majors.

Data source

Student Data File, National Student Clearinghouse

Introduction

The dashboard is designed to explore the characteristics of Fall 2019 accepted first-time, first-year students by intended program, residency, HS GPA, and destinations.

All accepted student average

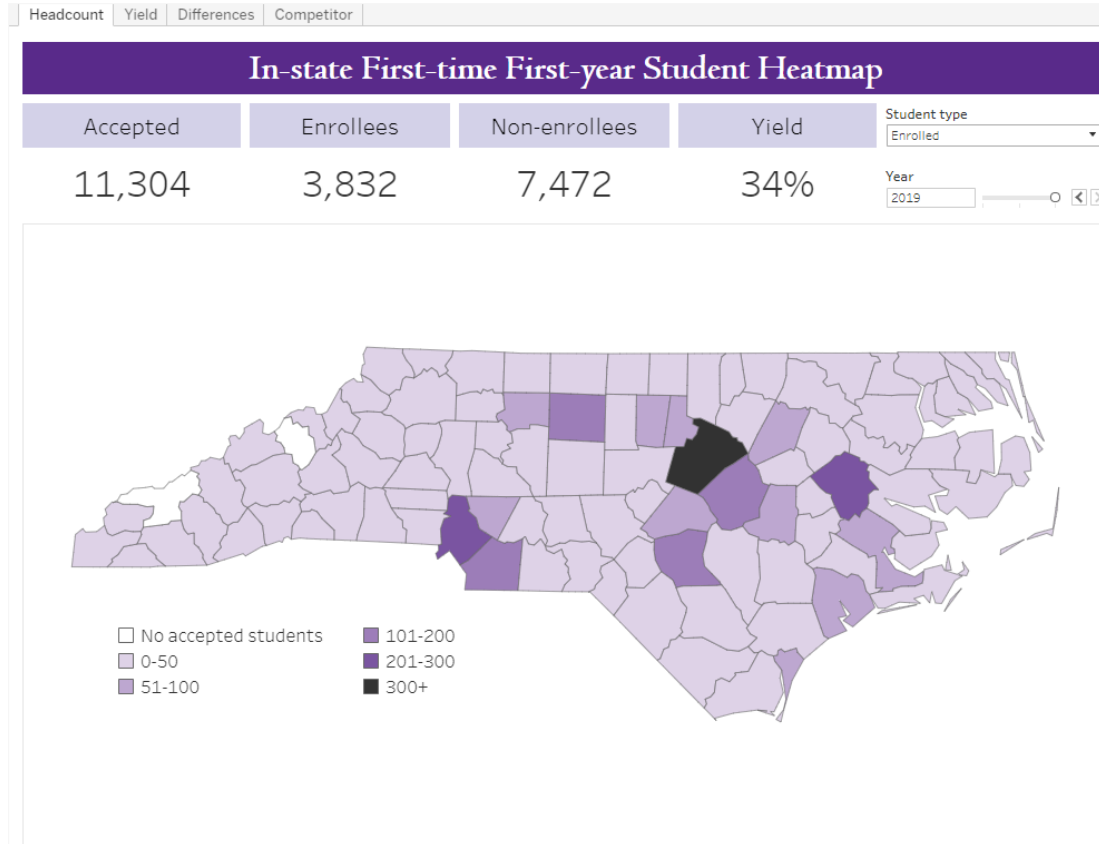
The average academic profile of both in-state and out-of-state accepted students.

Click to interact

Click a HS GPA bar, a destination, or a non-enrollee major to see the characteristics of selected student. Click again to deselect. Hold Ctrl button to multiselect.

DASHBOARD DEMO

Interactive In-state Student Maps



Notes: Based on the in-state first-time, first-year students with valid application addresses. Click a county to interact. Click again to deselect. Hold Ctrl key to multiselect.



New Transfer Students

Accepted New Transfer Students: Fall 2019

	Did not Enroll N=1,005	Enrolled N=1,824	Total Accepted N=2829
Weighted HS GPA (optional)	3.63	3.58	3.59
% male	43%	<u>48%</u>	46%
% From Rural County (NC Residents Only)	53%	<u>61%</u>	59%
% Receiving Pell	18%	<u>45%</u>	35%
Race/Ethnicity			
% White	63%	65%	64%
% Black or African American	14%	<u>17%</u>	16%
% Asian	4%	2%	3%
% Hispanic	10%	8%	9%
% other races/ethnicity	9%	8%	9%

Destinations of 2019 Accepted Students

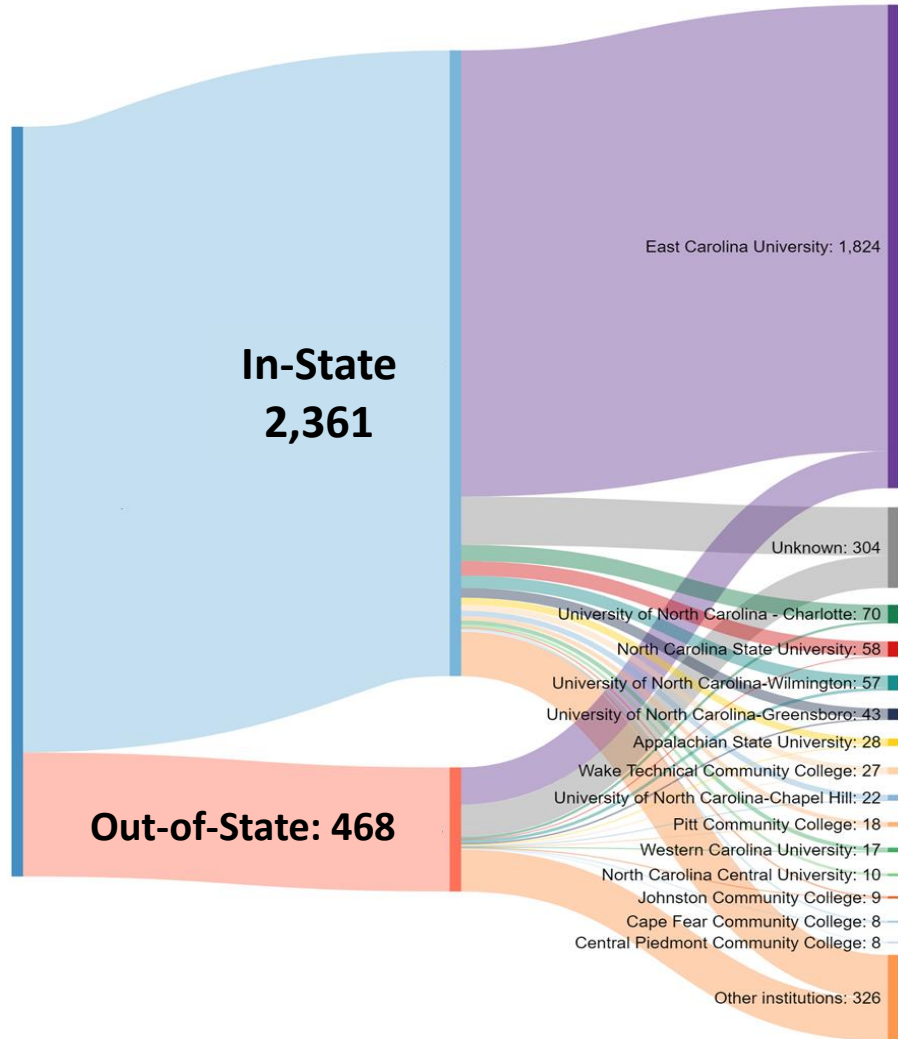
UNC Schools:

- UNC Charlotte (n=70)
- NC State (n=58)
- UNC Wilmington (n=57)
- UNC Greensboro (n=43)
- Appalachian State (n=28)

NCCCS Schools

- Wake Tech (n=27)
- Pitt (n=18)
- Johnston (n=9)

**Total
2,829**

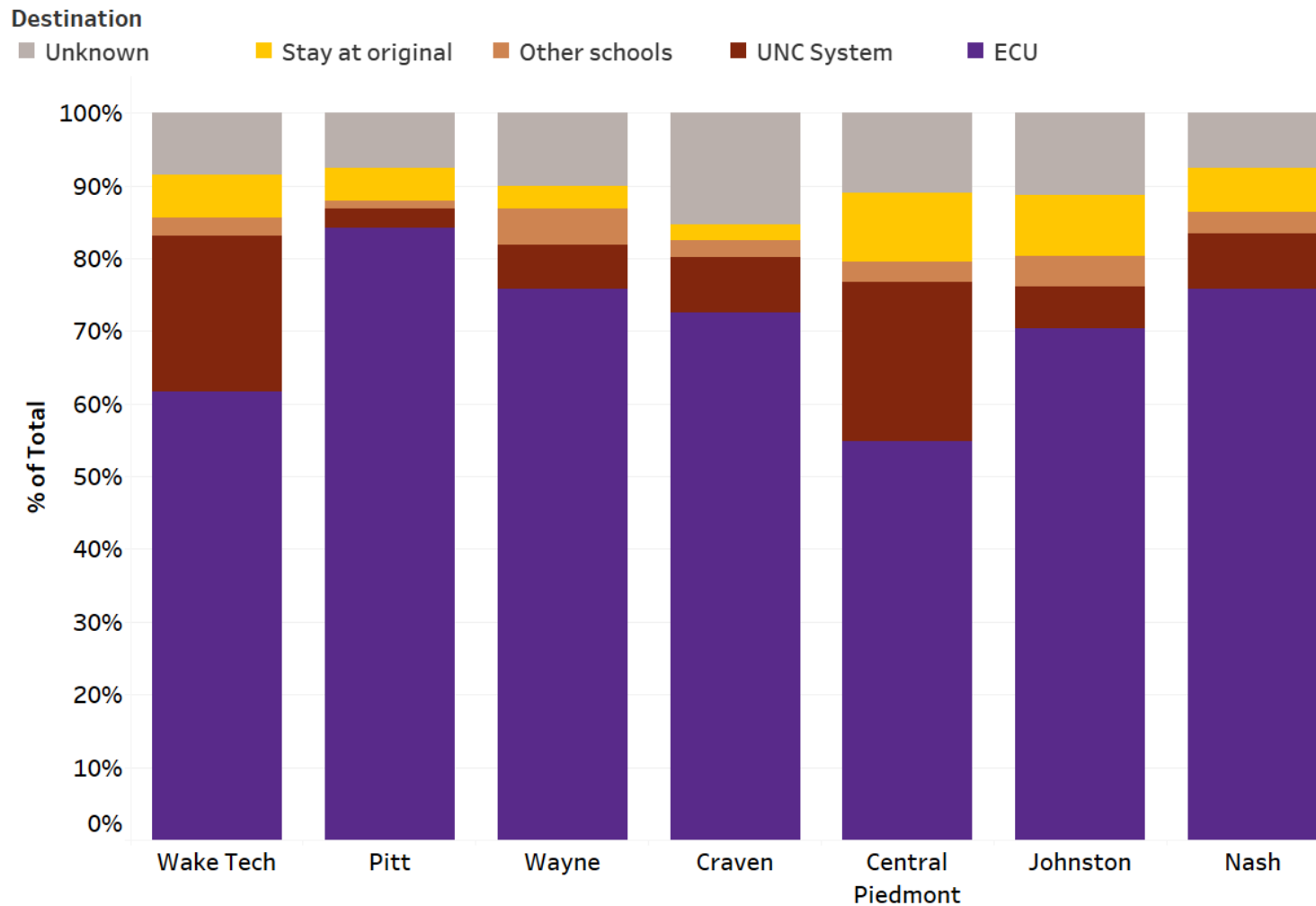


Top Feeder Schools

Transfer institution	Accepted students		Yield Rate	
	Fall 2018	Fall 2019	Fall 2018	Fall 2019
Wake Technical Community College	330	362	61%	62%
Pitt Community College	299	290	80%	84%
Wayne Community College	103	99	79%	76%
Craven Community College	64	91	75%	73%
Central Piedmont Community College*	78	73	62%	55%
Johnston Community College	64	71	80%	70%
Nash Community College	57	66	72%	76%
Cape Fear Community College	78	60	68%	55%
Fayetteville Tech Community College*	64	60	73%	72%
Lenoir Community College	55	60	78%	70%
Coastal Carolina Community College	43	56	65%	64%

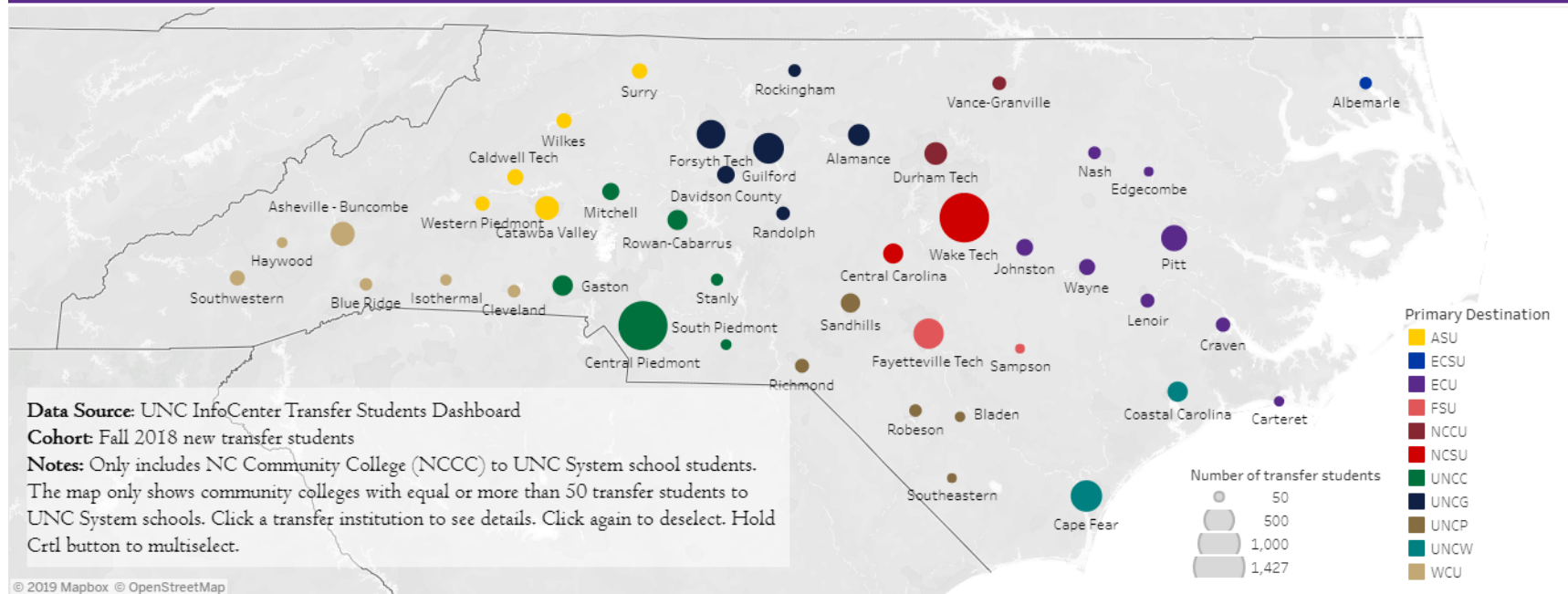
*Colleges not in the [Pirate Promise](#) program.

Top Feeder Schools: Yield Rate Comparison

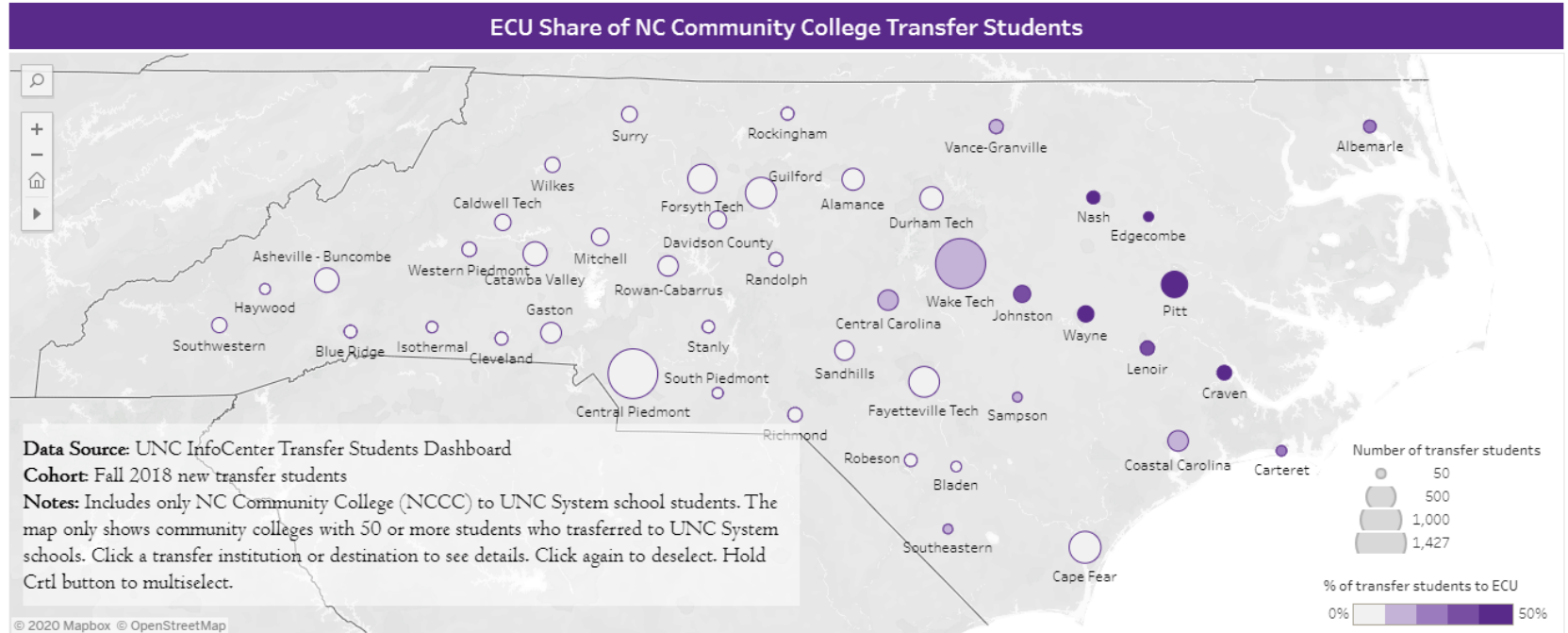


Primary Destination School of NCCCS Transfer Students

Primary Destination of Each NCCC Feeder



NCCCS Transfers to UNC System



Deposit and Orientation: Fall 2019

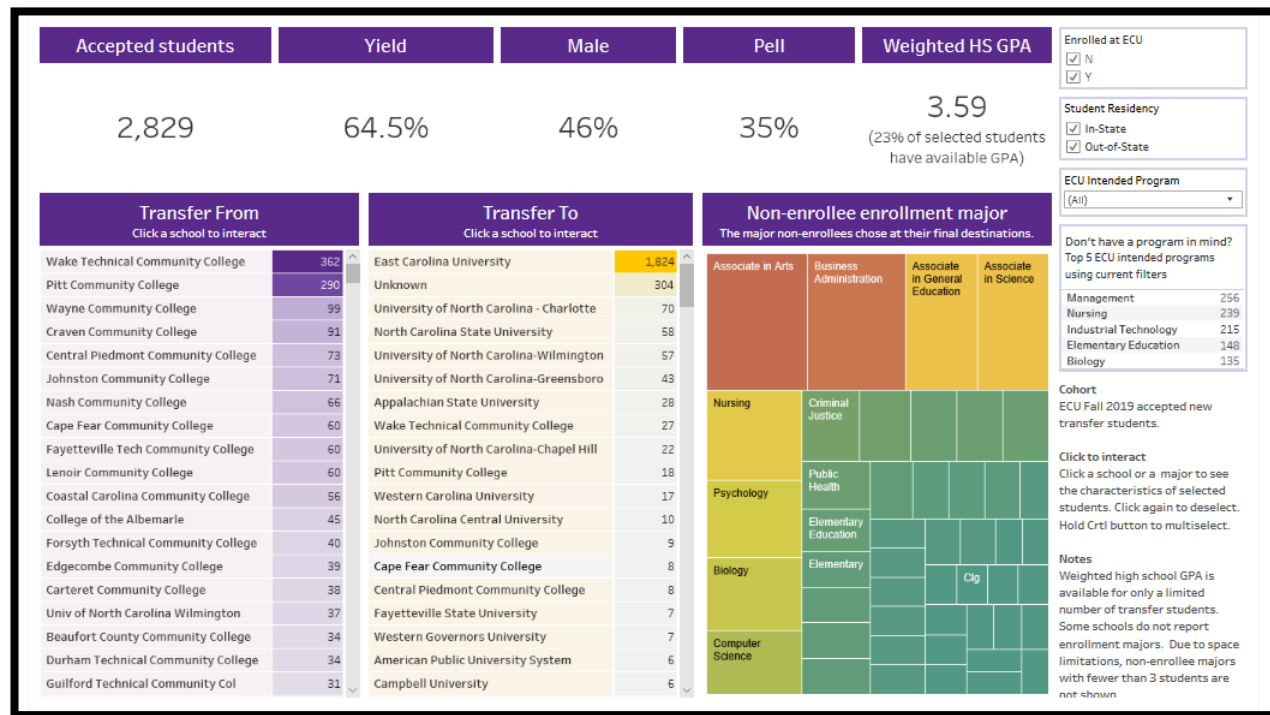
Major Findings:

- 14% of the students who paid tuition deposit but did not enroll at ECU.
- 9% of students who both paid tuition deposit and attended orientation did not enroll at ECU.
 - Of them, 45% were not in the National Student Clearinghouse.

	Total	Enrolled	# not enrolled	% not enrolled
Paid Deposit	1889	1628	261	13.8%
Attended Orientation	1334	1206	128	9.6%
Deposit & Orientation	1255	1140	115	9.2%

Major Findings

- For 2 consecutive years, the number of transfer applications dropped while the yield rates remained high.
- Although UNC System schools (UNC-C, NCSU, UNC-W, UNC-G and ASU) remained to be ECU's top competitors, none attracted >70 ECU accepted transfer students.
- Wake Tech, Pitt, Craven, Wayne, and Central Piedmont were the top five feeder schools.
- NCCCS is the primary transfer feeder for the UNC System. Transfer students are more likely to attend a UNC school close to their community college.
- 9.2% of accepted transfers who paid a tuition deposit and attended orientation did not enroll at ECU.
- Yield rates, student profiles, and major competitors vary across programs.



DASHBOARD DEMO



DISCUSSION: CHALLENGES AND OPPORTUNITIES FOR UNDERGRADUATE ADMISSIONS