

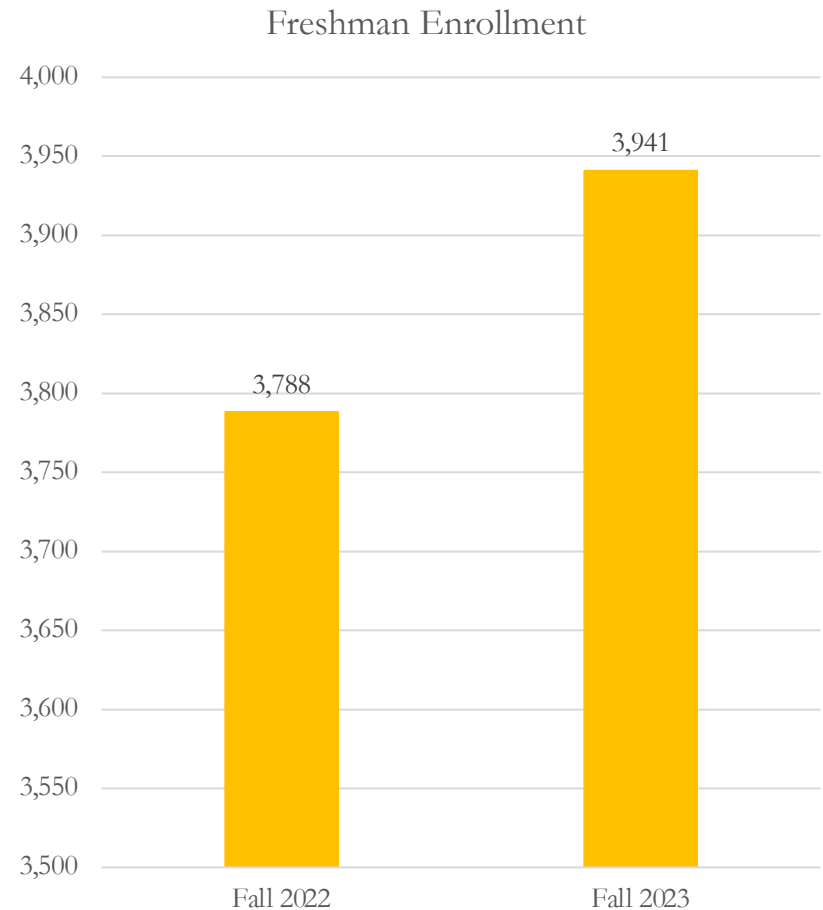


Undergraduate Admissions  
Update

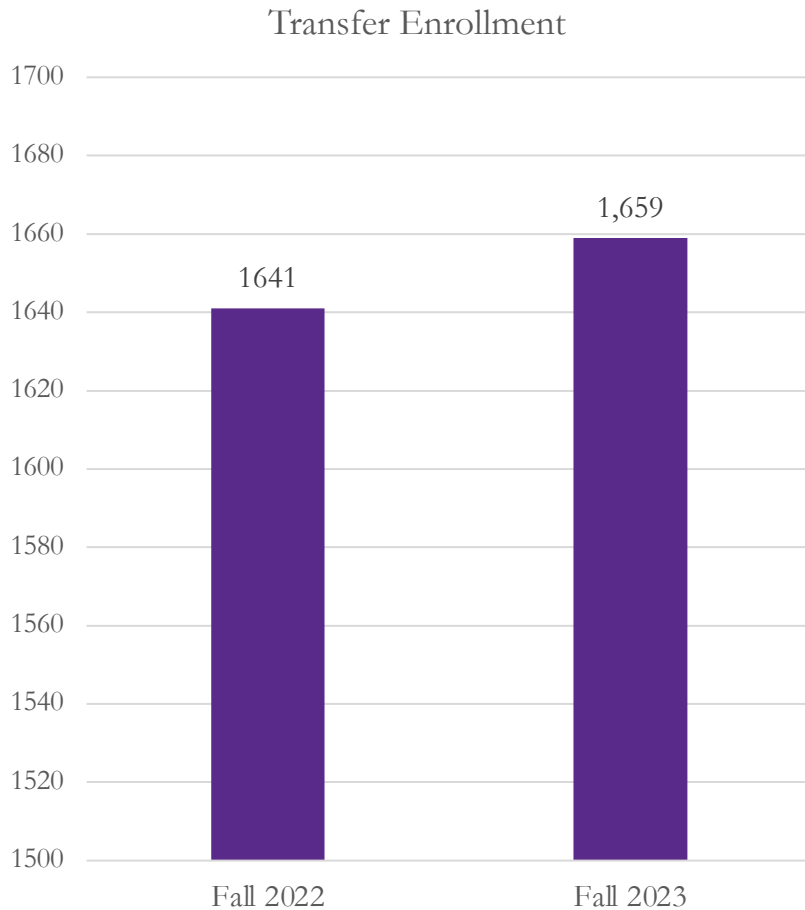


# Fall 2023 Freshman Enrollment

- Increased freshman enrollment by 4%.
- 18.2% of the freshman class is comprised of out-of-state students.



# Fall 2023 Transfer Enrollment



Increased transfer enrollment by 1.1%.

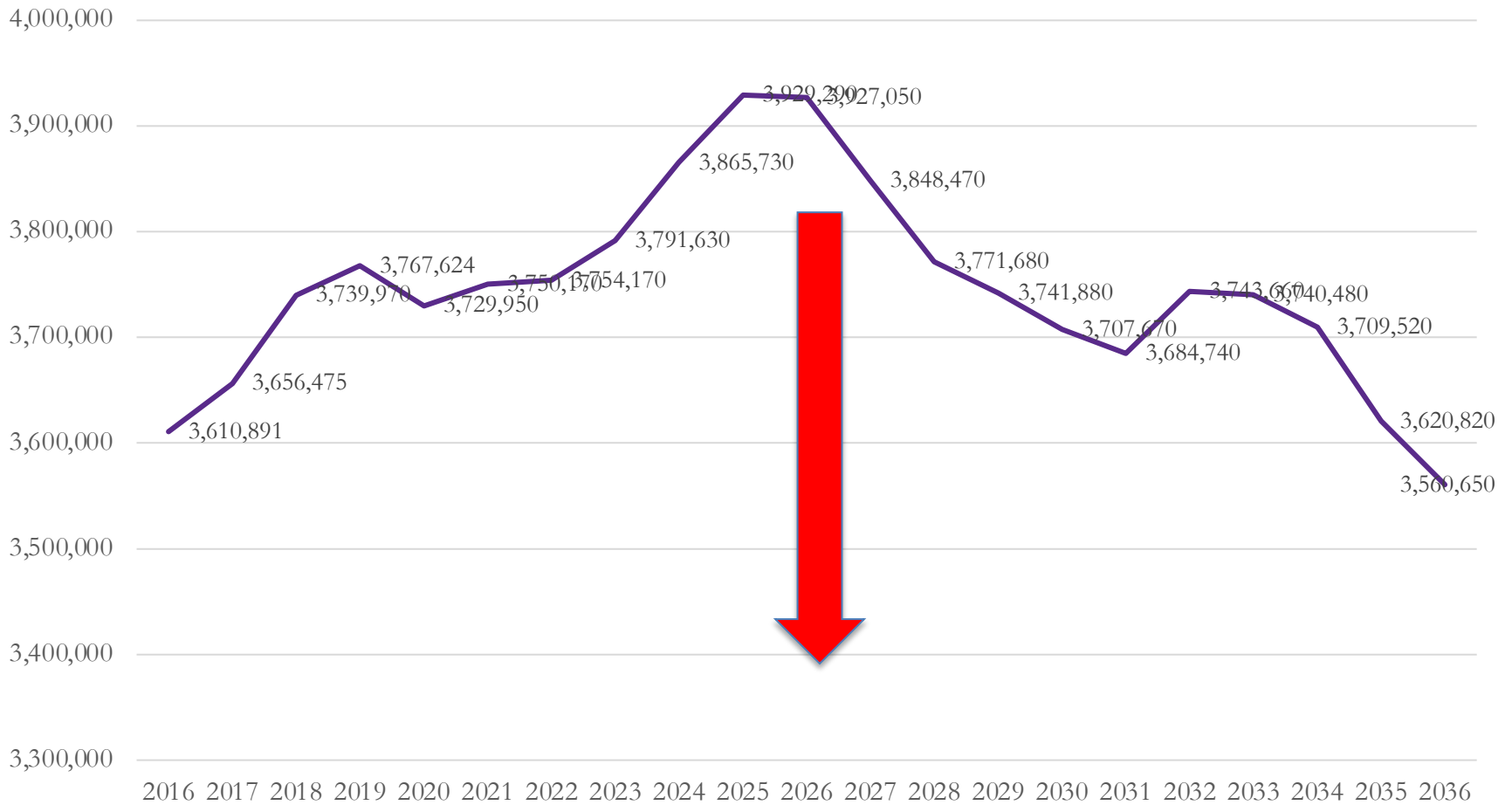
# Fall 2023 BOV Initiatives Results

- PIYT
  - 25% yield rate for students in attendance
- Postcard Campaign
  - Mailed 1,986 postcards
  - 87% of those enrolled
  - 1/2% better than this year's standard melt rate of approximately 13.5%.

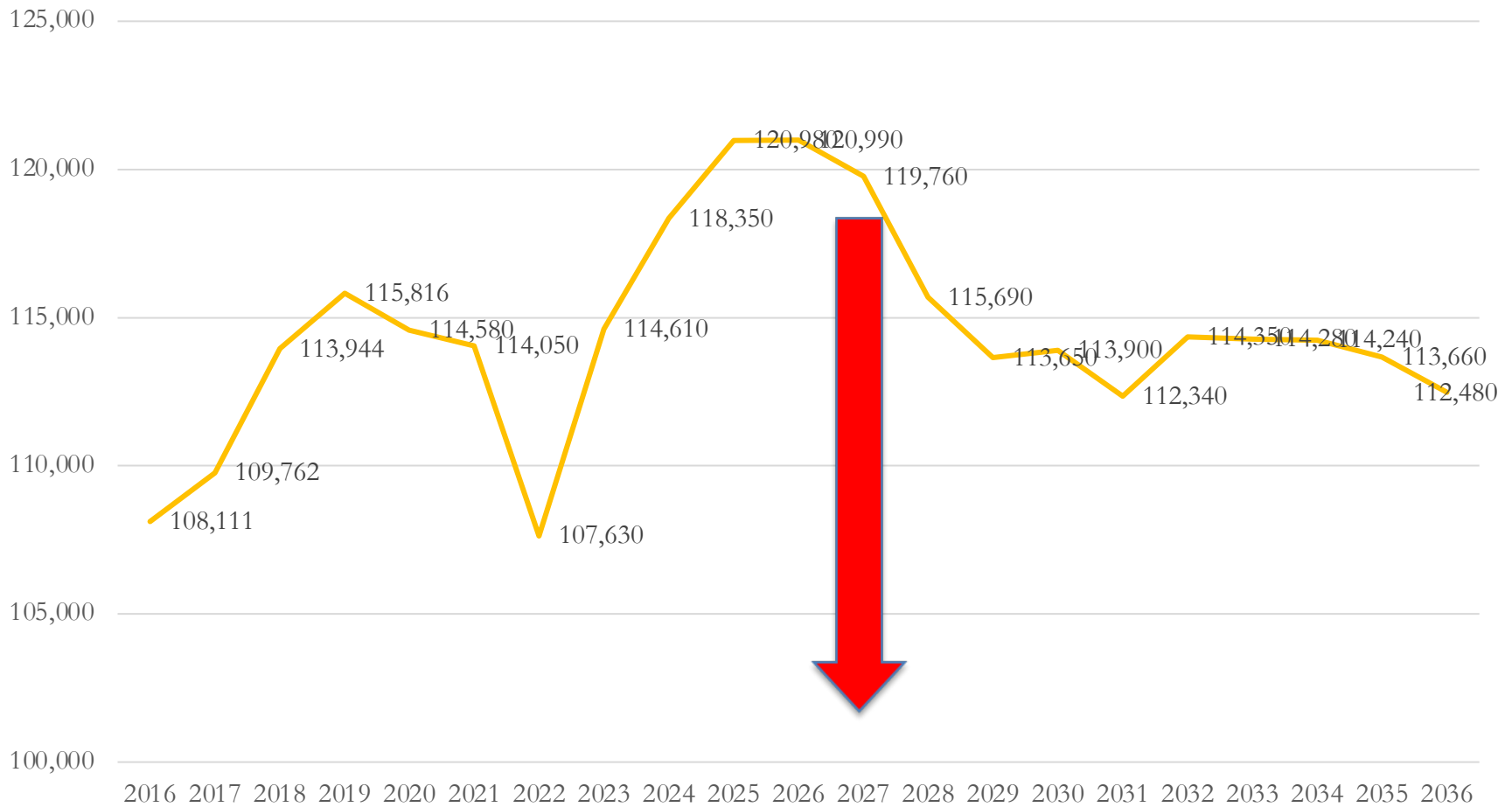
# Preparing for 2024 and Beyond



# US High School Graduates 2016-2036



# NC Graduates 2016-2036



# Diversifying Recruitment

- Increased emphasis on recruiting the following groups of students:
  - International
  - Non-traditional/Post-traditional
  - Military
  - Online





# Assisting with the Recruitment of New Students

- Pirates in Your Town
- Shadowing a Campus Tour
  - <https://form.jotform.com/231583515212146>
- Open House: Saturday, October 14, 2023
- Pirates Aboard: Saturday, March 23, 2024
- Spring Semester Transfer Roadshows: TBD
- Yield Postcards
- Supporting fundraising for scholarships

# Prospective Student Talking Points

- ECU is comprised of more than 26,000 students coming from all 100 NC counties, 44 states, and 73 countries.
- The median GPA for admitted freshmen is 3.44.
- The student to faculty ratio is 18 to 1.
- ECU offers the widest range of academic programs in North Carolina and is the only university in NC with a College of Engineering, a Medical School, and a Dental School.
- Top Undergraduate Majors are Nursing, Business Management, Biology, Marketing and Psychology.



# Prospective Student Talking Points

- Our commitment to being a national model of student success has led to our 4-year graduation rate growing steadily over the past decade, and almost 90% of our students are either employed or furthering their education within 6 months of graduation.
- The Honors College offers three levels of merit scholarship awards: Centennial Fellows, Chancellor's Fellows, and the prestigious Brinkley-Lane Scholars award.
- Our students have numerous opportunities to participate in global engagement programs, service-learning experiences, undergraduate research courses, and study abroad. We even have our own international site in Tuscany, Italy.
- More than 25% of ECU undergraduates participate in research projects with faculty outside of course or program requirements.
- ECU has more than 375 student organizations and 27 club sports.
- ECU offers support to help students succeed in the classroom and in life. Our Pirate Academic Success Center, Center for Counseling and Student Development, and Civic Engagement are among the many resources with a central focus on the well-being of students.



# Key Takeaways



High School  
Graduation Numbers  
will decrease.



ECU will diversify  
recruitment.



BOV can assist by:

Participating in recruitment events  
Writing postcards  
Supporting scholarship programs