

Admissions Update

Fall 2024



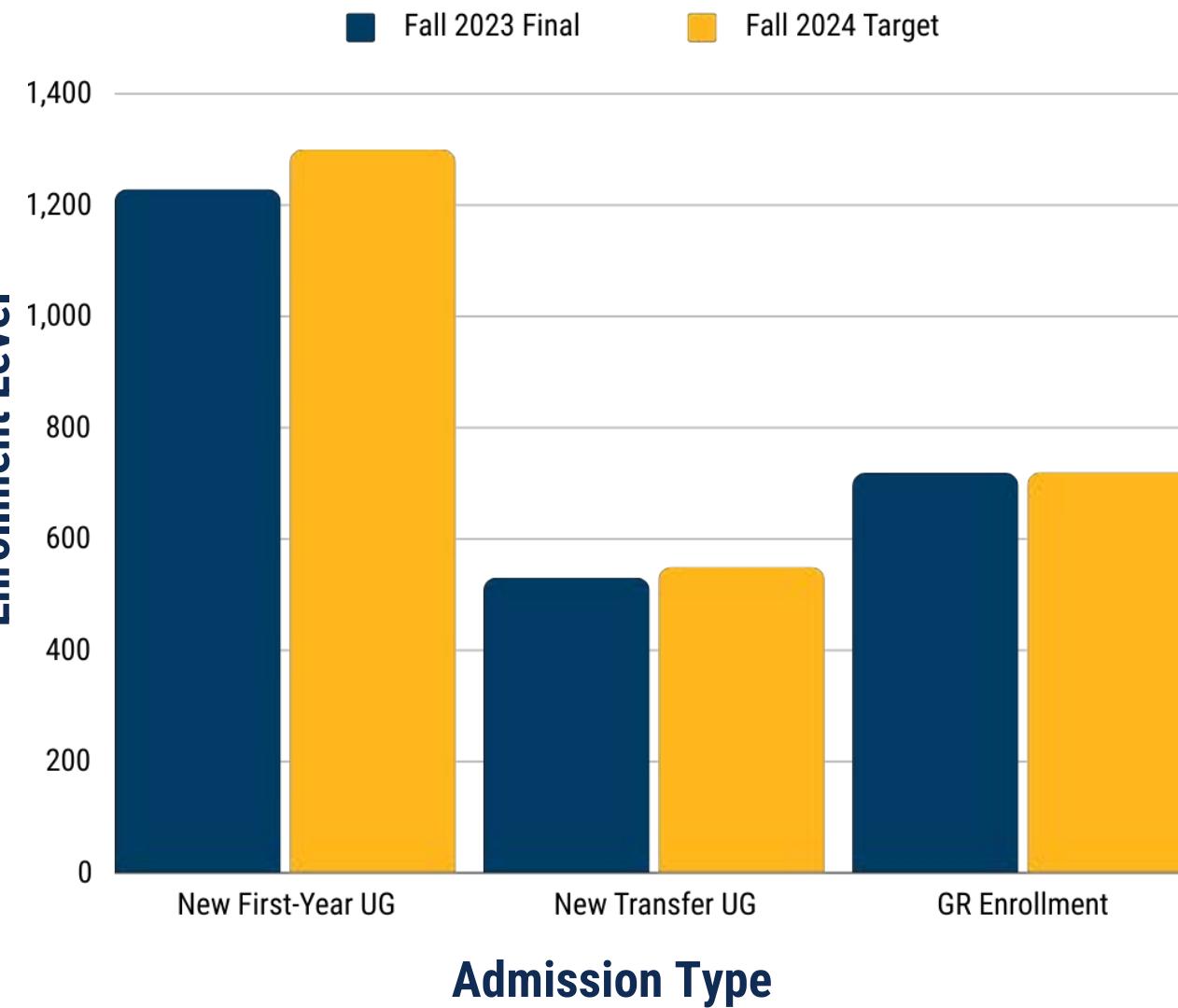
UNC

Discussion Topics

- **Enrollment Planning Targets**
- **New Student Admissions Data**
 - New First-Time (NFT)
 - Transfer
 - Graduate
- **Housing Applications for Fall 2024**
- **Application Tracking Dashboards**



Targets for Fall 2024



Targets	New, First-Time Admissions Data	Transfer Admissions Data	Graduate Admissions Data
Admission Type			Enrollment Level Fall 2024 Target
New First-Year UG Students			1,300 students
New Transfer UG Students			550 students
Graduate Enrollment			720 students (same as Fall 2023)
First-Time, First-Year (FTFY) Retention Rate: 74% (Fall 2023 to Fall 2024)			
<i>Current Year (Fall 2022 to Fall 2023): 74.5% second highest in school history</i>			

Fall 2024 UG Admissions Data

Targets

New, First-Time Admissions Data

Transfer Admissions Data

Graduate Admissions Data

New First-Time (NFT) as of February 13

Admissions Status	Fall 2023 Final	Fall 2024 Goals	Fall 2024 YTD %
Admitted	8,885*	9,398	92.5%**
Confirmed/Deposited	1,255	1,327	53.4%
Enrolled	1,229	1,300	Begins late Spring
Yield (Admitted to Enrolled)	13.8%	14%	N/A

Although there have been significant delays to FAFSA filing, UNC continues to trend ahead of last year confirmation numbers.

* UNC's second-largest admitted student cohort

** During the previous three recruitment cycles, we were typically around 89% of our final admit number on February 13

Point-In-Time (PIT) One-Year Comparison

Current Admitted Students

8,701

+699
Compared to
PIT last year

92.5%
of goal

Current Confirmation Deposits

709

+21
Compared to
PIT last year

53.4%
of goal

Fall 2024 UG Admissions Data

Targets

New, First-Time
Admissions Data

**Transfer
Admissions Data**

Graduate
Admissions Data

Transfer Students as of February 13

Admissions Status	Fall 2023 Final	Fall 2024 Goals	Fall 2024 YTD %
Admitted	1,049	1,086	32.7%*
Confirmed/Deposited	720	743	22.9%
Enrolled	531	550	N/A
Yield (Admitted to Enrolled)	50.6%	50%	N/A

* Last year, we were at 33% of our final Transfer admit number on February 13

Point-In-Time (PIT) One-Year Comparison

Current Admitted Students

355

-11
Compared
to PIT last
year



Current Confirmation Deposits

170

-4
Compared
to PIT last
year



Fall 2024 GR Admissions Data

Targets

New, First-Time
Admissions Data

Transfer
Admissions Data

Graduate
Admissions Data

Graduate Students as of February 13

Admissions Status	Fall 2023 Final	Fall 2024 Goals	Fall 2024 YTD %
Admitted	1,496	1,500	26.7%*
Enrolled	719	720	N/A
Yield (Admitted to Enrolled)	48%	48%	N/A

*During the previous recruitment cycle, we were around 20% of our final Graduate Admit number on February 13.

Point-In-Time (PIT) One-Year Comparison

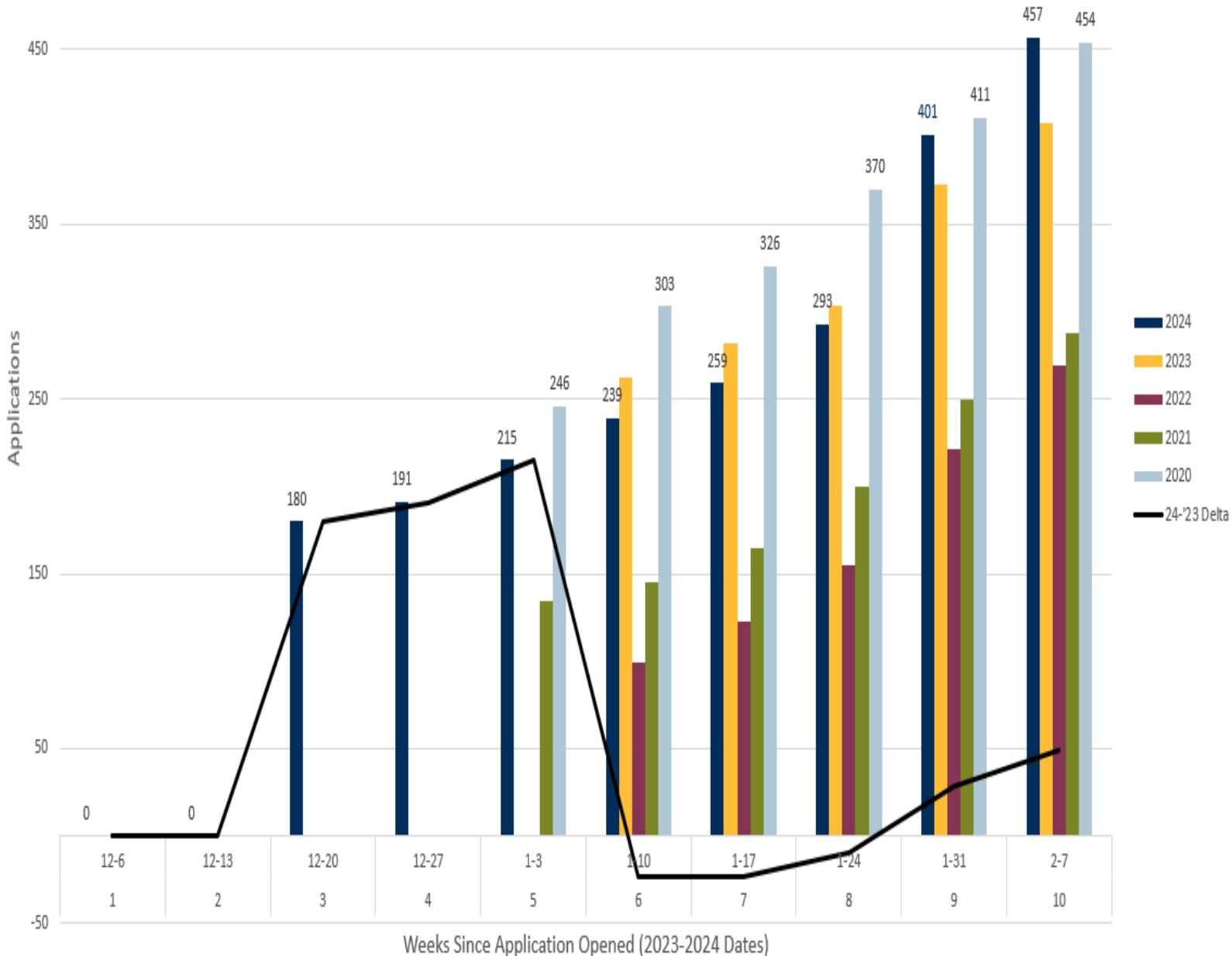
Current Admitted Students

400





Housing Contracts (All)



Return Student Sign-up for Same Room

Call Dibs (Same Hall/Space Room)	# of Reserved Spaces as of February 13
Fall 2024	197
Fall 2023	132
Fall 2022	138
Fall 2021	94
Fall 2020	232
Returning students' ability to select a different space	February 15

Application Tracking Dashboards



UNC

All UG Applications for Fall 2024 (as of February 13)



UG Admissions Monitoring

ALL FIGURES THROUGH
February 13

Term Type
Fall (w/ Summer) ▾

Applicant Type
 New First-Time
 Transfer (Aims2UNC)
 Transfer (Non-Aims2UNC)
 Transfer (2nd Bach.)

Residency
 Resident (Main Campus)
 Non-Res., Domestic (MC)
 Non-Res., International (MC)
 WUE (Main Campus)
 Ext. Campus (Cash Funded)

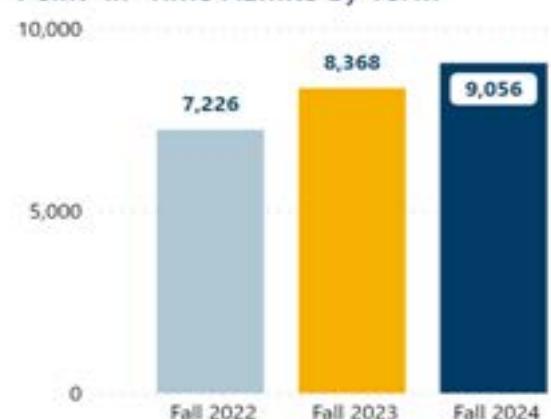
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Fall 2024

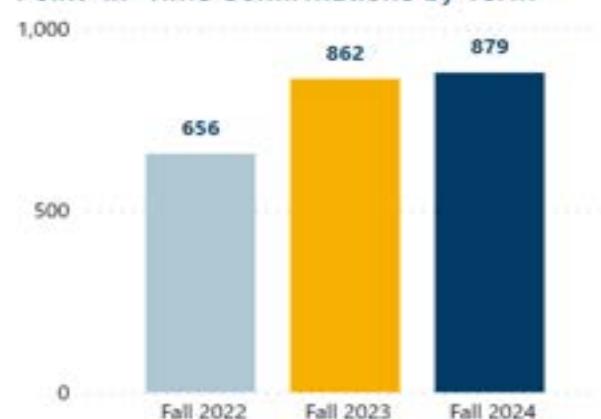
Difference vs. Prior Year:

Admitted	Confirmed	Confirmation Rate	Enrolled Admits	Yield Rate
9,056	879	10%	0	0%
+688	+17	-1%	--	--

Point-in-Time Admits by Term



Point-in-Time Confirmations by Term



Point-in-Time Enrolled Admits by Term

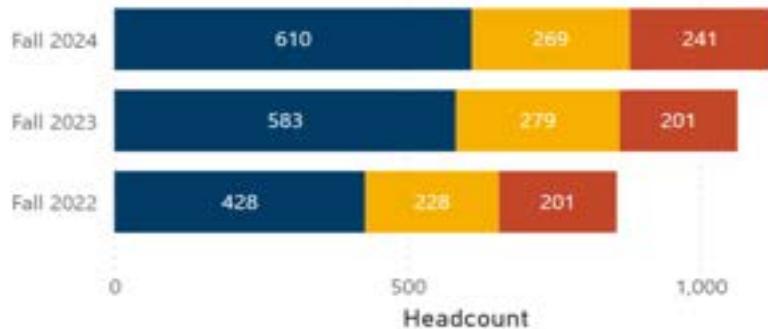


Conversion Summary

Term	Admits	Confirmed	Conf. Rate	Enrolled	Yield Rate	Enroll./Confirm.
Fall 2024	9,056	879	10%			
Fall 2023	8,368	862	10%			
Fall 2022	7,226	656	9%			

Admitted Student Headcount by Confirmation Decision

● Confirm (Deposit) ● Confirm (Waived) ● Regret ● Term Change



Admitted Student Response Summary

Term	Confirm (Deposit)	Confirm (Waived)	Regret	Term Change	No Response
Fall 2024	610	269	241	3	7,933
Fall 2023	583	279	201	0	7,305
Fall 2022	428	228	201	0	6,369

New First-Time Applications for Fall 2024



UNIVERSITY OF
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UG Admissions Monitoring

ALL FIGURES THROUGH

February 13

Term Type

Fall (w/ Summer)

Applicant Type

- New First-Time
- Transfer (Aims2UNC)
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- Transfer (2nd Bach.)

Residency

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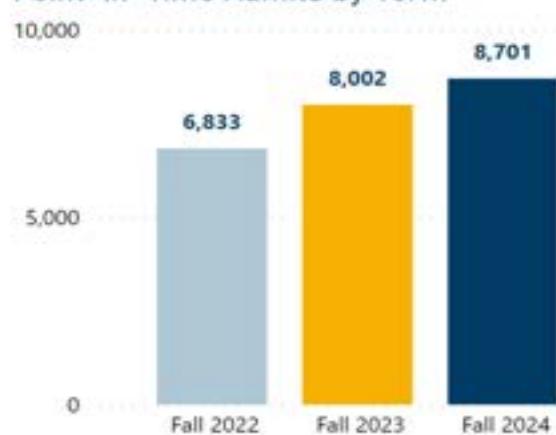
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Fall 2024

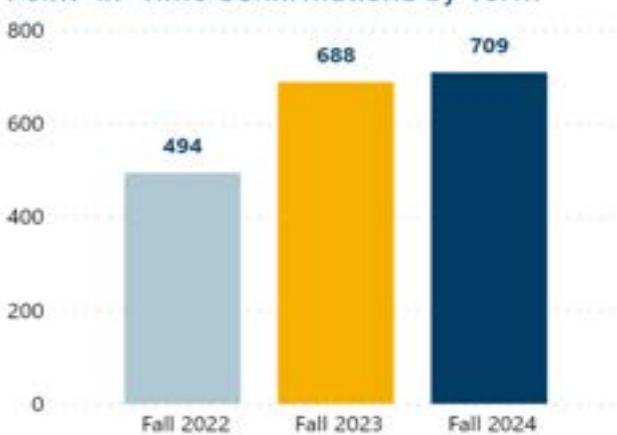
Admitted	Confirmed	Confirmation Rate	Enrolled Admits	Yield Rate
8,701	709	8%	0	0%
+699	+21	+0%	--	--

Difference vs. Prior Year:

Point-in-Time Admits by Term



Point-in-Time Confirmations by Term



Point-in-Time Enrolled Admits by Term

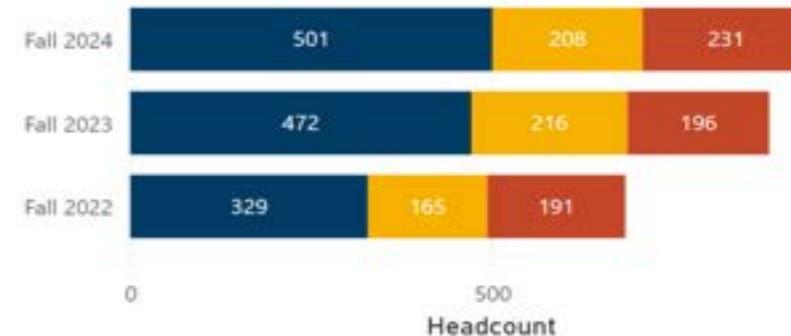


Conversion Summary

Term	Admits	Confirmed	Conf. Rate	Enrolled	Yield Rate	Enroll./Confirm.
Fall 2024	8,701	709	8%			
Fall 2023	8,002	688	9%			
Fall 2022	6,833	494	7%			

Admitted Student Headcount by Confirmation Decision

- Confirm (Deposit)
- Confirm (Waived)
- Regret
- Term Change



Admitted Student Response Summary

Term	Confirm (Deposit)	Confirm (Waived)	Regret	Term Change	No Response
Fall 2024	501	208	231	1	7,760
Fall 2023	472	216	196	0	7,118
Fall 2022	329	165	191	0	6,148



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UG Admissions Monitoring

ALL FIGURES THROUGH

February 13

Term Type

Fall (w/ Summer)

Applicant Type

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- Transfer (2nd Bach.)

Residency

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New First-Year Applications (by Race/Ethnicity)

Term	Fall 2022			Fall 2023			Fall 2024		
Race/Ethnicity	Admits	Confirmed	Conf. Rate	Admits	Confirmed	Conf. Rate	Admits	Confirmed	Conf. Rate
American Indian or Alaska Native	15			29	4	14%	39	3	8%
Asian	294	10	3%	377	14	4%	335	13	4%
Black or African American	369	21	6%	429	24	6%	458	23	5%
Hispanic or Latino	1,971	132	7%	2,294	161	7%	2,508	174	7%
Native Hawaiian or Other Pacific Islander	20			17			21	1	5%
White	3,716	299	8%	4,333	429	10%	4,674	449	10%
Multiracial	334	20	6%	408	32	8%	472	33	7%
U.S. Non-Resident	52	12	23%	56	22	39%	77	10	13%
Unknown	62			59	2	3%	117	3	3%
Total	6,833	494	7%	8,002	688	9%	8,701	709	8%

One Year Change in Admits by Race/Ethnicity



One Year Change in Confirmations by Race/Ethnicity



Transfer Applications (as of February 13)



UG Admissions Monitoring

ALL FIGURES THROUGH
February 13

Term Type
Fall (w/ Summer)

Applicant Type
 New First-Time
 Transfer (Aims2UNC)
 Transfer (Non-Aims2UNC)
 Transfer (2nd Bach.)

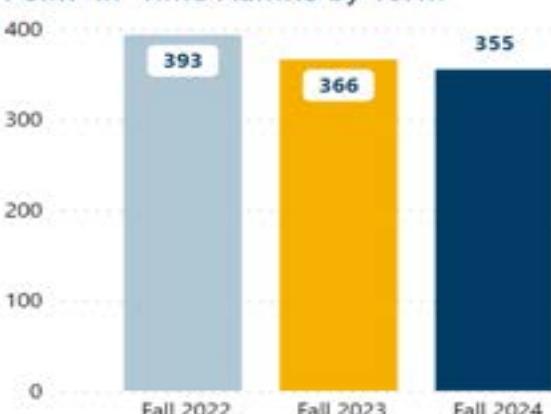
Residency
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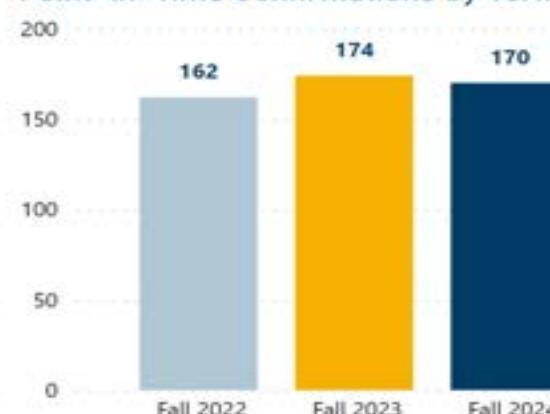
Fall 2024

Admitted	Confirmed	Confirmation Rate	Enrolled Admits	Yield Rate
355	170	48%	0	0%
-11	-4	+0%	--	--

Point-in-Time Admits by Term



Point-in-Time Confirmations by Term



Point-in-Time Enrolled Admits by Term

Conversion Summary

Term	Admits	Confirmed	Conf. Rate	Enrolled	Yield Rate	Enroll./Confirm.
Fall 2024	355	170	48%			
Fall 2023	366	174	48%			
Fall 2022	393	162	41%			

Admitted Student Response Summary

Term	Confirm (Deposit)	Confirm (Waived)	Regret	Term Change	No Response
Fall 2024	109	61	10	2	173
Fall 2023	111	63	5		187
Fall 2022	99	63	10		221

Admitted Student Headcount by Confirmation Decision

● Confirm (Deposit) ● Confirm (Waived) ● Regret ● Term Change



Graduate Applications (as of February 13)



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GR Admissions Monitoring

ALL FIGURES THROUGH

February 13

Admit Term

Fall w/ Summer

Degree Level

Master's/Specialist

Doctoral

Licensure/Certificate/Non-Degree

Campus

Main Campus

Extended Campus

Residency

Resident/WICHE

Non-Resident

Non-Resident Domestic

Non-Resident International

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**Fall w/ Summer
2024**

Difference vs. Prior Year:

Admitted

400

+74

Confirmed

181

+35

Confirmation Rate

45%

+0%

Enrolled Admits

0

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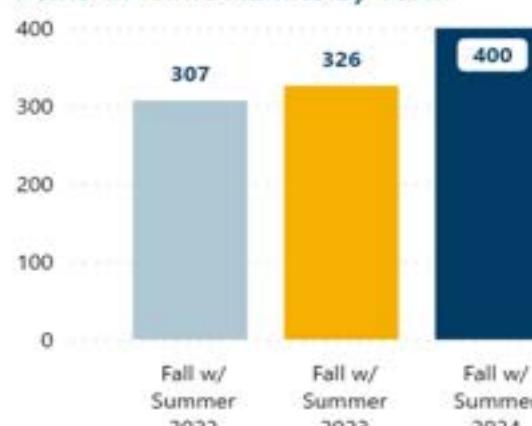
Yield Rate

0%

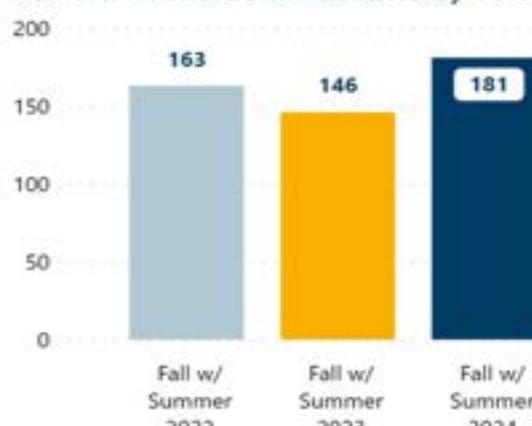
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Point-in-Time Admits by Term



Point-in-Time Confirmations by Term



Point-in-Time Enrolled Admits by Term



Conversion Summary

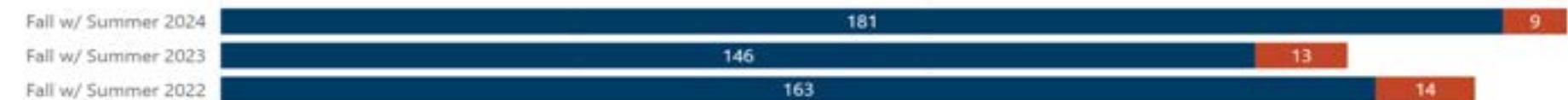
Term	Admits	Confirmed	Conf. Rate	Enrolled	Yield Rate	Enroll./Confirm.
Fall w/ Summer 2024	400	181	45%			
Fall w/ Summer 2023	326	146	45%			
Fall w/ Summer 2022	307	163	53%			

Admitted Student Response Summary

Term	Confirm	Regret	No Response
Fall w/ Summer 2024	181	9	210
Fall w/ Summer 2023	146	13	167
Fall w/ Summer 2022	163	14	130

Admitted Student Headcount by Confirmation Decision

● Confirm ● Regret



Thank You!



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