Discussion of Factors Related to

East Carolina University's

1998-2008 Long Range Enrollment Projections

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Office of Planning and Institutional Research

November 30, 1998

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MEMORANDUM

TO: Chancellor Eakin

FROM: Robert J. Thompson RJT
Director

DATE: November 30, 1998

RE: 1998-2008 Long Range Enrollment Discussion

Attached is a summary report of various factors that will influence ECU's future enrollment growth. The purpose of this report has been to identify such factors and to clarify their potential impacts so that an on-campus discussion of ECU's enrollment plans can be had from as informed a base as feasible. The report is hereby presented to you for your consideration and distribution.

The following topics are considered in the report.

- 1998-2008 Long Range Enrollment Projections
- Growth in the Pool of Potential Students
  - Overall Growth
  - The Location of Growth
    - Primary In-State Market
    - Secondary In-State Market
    - Remaining In-State Market
    - In-State Adult Market
    - Graduate Enrollments
    - Out-of-State Undergraduate Market
    - International Student Market
- ECU's Competition
  - Who are ECU's Competitors?
  - In-State Competition
    - ASU
    - NCSU
    - UNC-CH
    - UNC-C
    - UNC-G
    - UNC-W
    - The Other UNC Campuses

    - Community Colleges
    - Out-of-State Competition
  - ECU's Enrollment Capacity
  - Impact on Incoming Student Qualifications
  - Distance Education
  - Preliminary Conclusions
  - List of Attachments

Please let me know if you have any questions.

East Carolina University

1998-2008 Long Range Enrollment Projections

Each constituent campus of the University of North Carolina was required to submit a Long Range Enrollment Projection (LREP) for the 1998-2008 decade on November 9th. This LREP submission primarily focused upon on-campus enrollments. As previously noted, ECU's submission is regarded as a preliminary one that will be the starting point for an on campus discussion of various enrollment options. This decision was made because there was insufficient time between the initiation of GA's request and the reporting deadline for a full discussion and because of the importance of the university's enrollment goals for the 2000-2005 strategic planning process. Clearly, the strategic planning and facilities goals set for this and subsequent planning periods will be heavily influenced by the university's enrollment in terms of its size and its mix of students.

The November 9th report of East Carolina University's capacity, projection, and enrollment goals is attached as Attachment A. UNC-GA instructed each campus to estimate its enrollment capacity based on the space utilization standards issued in the recent study conducted by Eva Klein and Associates. Only current buildings and those for which planning money has been funded could be included in the estimation of capacity. Each campus was then to project what enrollment it could handle based on its current capacity. Each campus was also asked to make a calculation of what its enrollment goals would be assuming no such facilities barriers. ECU's report was drafted based on the information available at the time and according to the assumptions indicated. The projection is basically a statement of what growth would occur as a consequence of ECU's maintaining its current market share of in-state new freshmen. The enrollment goal assumes that ECU will continue to attract 18% out-of-state freshmen and increase its current market share of in-state freshmen from 14.9% to 16%. Form A in the report illustrates ECU enrollment capacity and Form B outlines what ECU's enrollment would be through the year 2008 according to the estimations used. ECU's overall enrollment by 2008 would be between 20,637 and 23,280. Each estimate exceeds ECU's projected enrollment capacity according to the space standards study - the first by year 2006 and the second by 2003.

In preparation for the broader campus discussion, a number of factors were identified as having potential impact on the growth of ECU enrollment. (See Attachment B for a complete list.) The following pages discuss those factors.

Growth in the Pool of Potential Students

Overall Growth: The University of North Carolina projects substantial increases in the number of individuals attending state institutions of higher education. In fact, by 2008 UNC-GA has estimated that 45,000 more students will be attending state campuses than in 1998. This will represent an increase of just under 30%. This potential boom in the number of students is behind much of GA's concern with developing more coordinated facilities planning and interest in developing distance education instruction.

While there is some skepticism about the size of this expected growth, GA's projection is a reasonable one. It is based on state demographic projections of the growth rates of various age groups and the attendance rates at UNC institutions for individuals in those various age groups. It does not assume an increase in those attendance rates. This is potentially an important qualification as North Carolina has a comparatively high dropout rate from its high schools and a comparatively low rate of high school graduates going on to higher education. (See Attachments C-G.) In addition, the projection assumes a continuation of current institutional retention rates.

GA's projections also did not include estimates of growth based on the 1996 statewide survey of adult interest in possible distance education opportunities. Those results indicated substantial interest on the part of a large number of people if various distance education opportunities were made available. The survey results thus feed into GA's interest in developing campus distance education offerings, but do not directly connect to its estimates of the number of people who will be enrolling for on-campus courses.

The two primary age groups of concern in estimating higher education enrollment growth are the traditional 18-24 year olds and the 25-35 year olds. During the next decade, the 18-24 year old group will be the one that grows most dramatically – the traditional college age group. This group is expected to increase such that by 2008, 20,000 more high school students will graduate from North Carolina's high schools than in 1998. If this 2008 graduating class attends higher education at the same rate that the current classes do, that will mean an increase of 5,400 new college freshmen for the Fall 2008 term. Each 1.0 % increase in the attendance rate will mean an additional 200 students system-wide. This trend of increase in the 18-24 year old group will peak about 2010 and basically stabilize thereafter.

The trend patterns for this age group, however, do not reflect a steady increase throughout this period. Between 1998 and 2003, the growth in high school graduates is only 6,000 which translates into only 1,620 more freshmen system-wide at current attendance rates. This fact is important because of its implications for the limited number of new freshmen that campuses will be able to attract and of its implications for the limited growth in transfer students that can be anticipated from state community colleges during the first 5 years of the decade. It also has implications for the pool of in-state students going onto graduate education during the middle years of the next decade.

The growth in the adult student pool will follow a different pattern. That pool will remain to grow slightly between 1998 and 2005 in terms of its share of the state population but will

increase substantially thereafter. A large share of commuting and distance education students will also be derived from this age group pool.

The Location of Growth: A critical factor in anticipating how much of the enrollment growth any institution can expect to recruit is the location of that growth within its recruitment territory. In general terms, while the state of North Carolina will experience significant population growth over the next decade, the bulk of that growth is expected to occur along the Raleigh-Charlotte corridor. The eastern and western thirds of the state will expect some growth, but it will be at lower levels and will be highly concentrated within these two regions.

The pattern shown in Attachment H: Percent Change of NC High School Graduates 1998-2008 illustrates the basic pattern of overall population change as well as that for high school graduates. It also indicates the location of the constituent institutions of the University of North Carolina. Note that a number of counties in the eastern portion of the state from which ECU draws a large number of its students will experience low growth or decreases in the overall number of their high school graduates. Also attached are tables and charts indicating the percentage change from 1990-1997 in the contributing NC counties and states for freshmen enrollment and overall campus enrollment as well as tables documenting the projected number of high school graduates by county between 1997 and 2008. (See Attachments I-N.)

Dr. Thomas Powell, Director of Admissions, has analyzed these demographic trends in terms of ECU's primary, secondary and remaining markets for the 2000-2005 period. (His full analysis is Attachment O. Also see Attachment P.) While the numbers of high school graduates would change somewhat if the analysis were extended to 2008, the trends he identifies and his basic conclusions would not be significantly altered. The following key points draw heavily from his analysis as well as additional materials from the Graduate School, International Affairs, and the Division of Continuing Studies.

- **Primary In-State Market** – the top 10 enrollment contributing counties in eastern North Carolina and the remaining 21 eastern counties.
    - Growth in the years 2000-2005 for ECU's top 10 contributing counties (Beaufort, Carteret, Edgecombe, Lenior, Nash, Onslow, Pitt, Wayne, and Wilson) will net only 149 additional students. This represents less than a 2 % increase. These 10 counties in eastern North Carolina also represent 10 of ECU's top 13 counties in the state in terms of contributing students to its enrollment. The additional counties are Wake, Mecklenberg, and Cumberland.
    - The remaining 21 counties in the eastern part of the state will have a decline of 0.5% with 14 of the counties actually declining in their number of high school graduates.
    - Thus, the entire eastern portion of the state will grow by a net of 127 students or approximately 1%.
    - These two market segments provide 45% of ECU's NC freshmen enrollment and 78% of its community college transfer enrollment. In addition, ECU matriculates 55% of the students admitted from this region.

- **Secondary In-State Market** – all remaining counties within a two-hour commute. A cut-off of two hours was chosen because national research indicates that students generally enroll at institutions within a two hour drive of their home.
    - The secondary tier generally includes Fayetteville, Raleigh, Durham, Orange County and their surrounding areas. This region will experience a 22% increase in high school graduation between the years 2000-2005. Wake County will account for approximately 63% of this growth. The secondary tier will net 2,690 new high school graduates during this period.
    - Currently, this area accounts for 28% of ECU's enrolled NC freshmen and 11% of its community college enrollees. The matriculation or yield rate as one reaches this two-hour perimeter; however, drops to 43% matriculation for admitted students.

- **Remaining In-State Market**
    - There are 48 remaining counties in NC. These counties, though, account for only 11% of ECU's freshmen population and 5% of its community college transfers.
    - Moreover, the yield rate for those students who are admitted drops off precipitously from the primary and secondary recruitment areas.

- **In-State Adult Student Market**
    - The same basic recruitment pattern exists for adult students as with freshmen except that the circle of recruitment is even tighter.
    - Adult students, both undergraduates and graduates, tend to be commuters and tend to be more part-time than full-time in their enrollment. The limited population growth that will occur within the surrounding region means that the opportunities for enrollment growth from adult undergraduate commuters and graduate students for many of ECU's master's level professional programs will also be limited.
    - This indicates that growth in Weekend University's enrollments will also likely be limited until after 2005.

- **Graduate Enrollments**
    - ECU can expect some increase in its graduate program enrollments, but the growth will be moderate during the first half of the decade.
    - As noted above, most of ECU's on-campus graduate programs serve the master's level professional market that is heavily dependent on the adult population within commuting distance. That base population will grow slightly throughout the region with pockets of more substantial growth. The Greenville/Pitt County area fortunately will be one of those areas of greater growth.
    - The new doctoral programs that have been established and are expected to be established over the next several years will be important for the way in which they change the mix of students, but in overall terms, they will add only a small number of students to the total campus enrollment. For the doctoral programs this new enrollment is estimated to total 50 students between 1998 and 2004.
    - ECU's competitiveness for good out-of-state graduate students is highly dependent on the competitiveness of its graduate assistant stipends and the availability of out-of-state tuition remissions.

- **Out-of-State Undergraduate Market**
  - ECU, like the other UNC institutions, is restricted to admitting no more than 18% of its incoming freshman class from out-of-state. Thus, the pool of in-state students also drives the number of out-of-state students an institution can enroll. An institution may exceed this 18% limit one year, but must fall below it in the succeeding year or suffer financial penalties.
  - Projections for the out-of state market are generally favorable. Currently, ECU could recruit more than 18% out-of-state students if it desired and the student pools in these states will increase moderately. (Attachment Q shows the distribution of potential freshmen applications by state based on requests for forwarding SAT scores.)
  - ECU's out-of-state recruitment areas have been undergoing substantial change.
  - As Attachment M indicates, since1990 the number of freshmen and overall student enrollment from Virginia has declined substantially. Virginia is still the largest contributing state outside NC, but its percentage has dropped. This is due to several factors. For example, the tuition differential between in-state tuition for Virginia residents and ECU's out-of state tuition rates has declined, thus NC universities are no longer the financial bargain they once were. Also, ECU's primary competitor institutions in Virginia -- James Madison University and Old Dominion University -- have become much more aggressive in their in-state recruitment.
  - ECU has increased the number of students it recruits from such Mid-Atlantic States as Maryland, New Jersey, Delaware, Connecticut, Pennsylvania, and New York.

- **International Student Market**
  - While ECU has increased its number of international students, it currently enrolls only 143 international students or less than 0.1% of its total enrollment. The Office of International Affairs anticipates that enrollment from this sector can grow substantially by 2008 to over 600 students.

ECU's Competition

Who are ECU's Competitors? It is important to know with which institutions ECU competes for students, particularly undergraduates, as their enrollment decisions and reputations interact with ECU's choices. Attachment R is derived from the 1998 Profile of Prospective Applicants for Admission, SAT Program Summary Reporting Service of the College Board. This table lists the shared institutions to which students taking the SAT exam requested their scores be sent. The top six institutions are all in-state public institutions: NCSU, UNC-CH, UNC-W, ASU, UNC-G, and UNC-C respectively. The top six out-of-state competitor institutions are James Madison University, VPI (Virginia Tech), Clemson University, University of Virginia, Radford University, and Old Dominion University.

When one considers the competition for transfer students the data is less direct, but the pattern is still fairly clear. Please see the three attached tables from the 1996-1997 Transfer Student Performance Report. (See Attachment S.) The patterns indicated here for overall transfer student enrollment are consistent with previous years. UNC-C, NCSU, and ECU are the three largest institutions in terms of transfer student enrollment each with over 1,200 enrolling transfer students in the 1996-1997 academic year. ASU, UNC-G, and UNC-W formed a second tier of transfer student institutions, each of which enrolled between 847-880 students. The two additional tables indicate how many students transferred to ECU from the other UNC institutions in 1996-1997 and how many transferred from ECU to each UNC institution. ECU was a net gainer in this shifting of enrolled students pulling in 189 students with 49 transferring from NCSU. ECU lost students primarily to NCSU, UNC-C, UNC-G, and UNC-W.

In-State Competition: The following is an examination of the enrollment plans of the UNC institutions in terms of how their decisions and goals may affect ECU recruitment competitiveness. Primary attention is paid first to those UNC institutions identified above as primary competitors with ECU. Copies of graphs for overall headcount enrollment distributed by GA to the Chancellors illustrating campus projections and goals are attached for these competitor institutions. (See Attachment T.) (For the graphs illustrating the breakdown between undergraduate and graduate enrollment, please consult PIR.)

- **Appalachian State University**
  - ASU has consistently projected a moderate rate of increase in its enrollment which will plateau out at 14,800 students – 2,500 more than current level of enrollment. This is almost 3,000 less than GA projects for ASU.
  - ASU's capacity will rise to the 14,800 level by the year 2001.
  - ASU has its own land acquisition problems if it wished to expand very much.
  - It is projecting only moderate increases in its graduate enrollments.
  - It is clear that ASU intends to focus on improving the quality of its incoming classes by being more selective in its admission standards.
  - ASU also has an important cost advantage over ECU. It currently estimates in-state costs at $5,085 compared to ECU's $6,450. This difference is derived from the higher room and board expenses at ECU, higher fees at ECU, and ASU's book rental program.

- **North Carolina State University**
  - In this most recent round of projections, NCSU cut back substantially on its enrollment projections and goals.
  - This reduction was largely due to capacity issues.
  - NCSU would like to take the number of students GA has estimated for them, but its capacity is not sufficient.
  - By 2008, GA estimates NCSU will be able to handle >5,000 students than NCSU estimates for itself. In fact, NCSU's projections begin to fall behind GA's by the Fall 1999 term.
  - Its capacity will reach its maximum of 26,525 by 2003.
  - Like ECU, NCSU can stretch its laboratory utilization somewhat, but not sufficiently to take all of the students GA estimates.
  - NCSU expects to increase its undergraduate enrollment by 1,000-1,600 by 2008. GA estimates an increase of 2,700.
  - NCSU expects to increase its graduate enrollment by 200-550 by 2008. GA estimates an increase of 1,400.
  - NCSU clearly intends to use these capacity issues as an argument for additional laboratory and classroom space. It claims to need an additional $150 million in new facilities.
  - Like UNC-CH, if NCSU chose to increase the size of its freshman and transfer classes it could do so. Given their statewide enrollment markets and reputations, these two institutions can pull enrollment from every other public institution in the state.
  - It is also worth noting that NCSU has embarked on a campaign to change its image internally, statewide, and nationally. In state, it is using the theme "Back Home With N.C. State."

- **University of North Carolina at Chapel Hill**
  - UNC-CH's projections were the primary surprise of the exercise. UNC-CH had previously been consistent in projecting a much more moderate rate of growth. In fact, it was almost no growth in the past.
  - UNC-CH is fearful of losing its position in the system in terms of its enrollment and status as the "flagship" institution of the state.
  - Even though UNC-CH will remain a Research I institution with its various schools, it sees NCSU, ECU, UNC-G, UNC-C, and NCA&T as potential funding threats.
  - UNC-CH projects an increase of 1,200 students by 2008 based on its current capacity.
  - In terms of its goals, UNC-CH estimates an overall growth of 6,400 students. This figure is 1,200 more students than even GA estimated.
  - If no change in its capacity occurs, UNC-CH estimates only an increase in its undergraduate enrollment of 130. Its goal, though, is an increase of 1,750 with GA estimating it at 2,400.
  - Graduate enrollment presents a different picture. GA estimates that graduate enrollments will decline by 600 by 2008, while UNC-CH estimates increases of between 1,000-1,500.
  - UNC-CH's public statements have made it very clear that it will take this enrollment growth only if additional funding from public funds and private donors is

forthcoming. It estimates that $900 million to $1 billion will be needed to accommodate this growth with $600 million of that being for new facilities.
- This rate of growth has raised a variety of concerns in the city of Chapel Hill over parking, traffic, and congestion issues. The community wishes to maintain its "village" atmosphere. As a result, Chancellor Hooker has pledged to house the enrollment growth on campus – "a bed for every head."

- **University of North Carolina at Charlotte**
  - UNC-C will grow substantially between now and 2008 and it should reach Doctoral II status by then.
  - It will eventually surpass ECU in size simply because of the population growth in that part of the state even if that does not occur by 2008.
  - UNC-C's growth will first exceed ECU's in headcount and then several years later in terms of FTE. As an urban campus, UNC-C tends to enroll more part-time students than does ECU – or more residential campuses.
  - UNC-C also is one of the few campuses with a major advantage over the rest. It already owns the land it will need for expansion.
  - It is setting its growth in the 2-3% per year range that is below the enrollment market growth in its area.
  - Its current capacity basically locks them in at their current size. The buildings for which it has received planning money will increase that capacity by 1,000 students.
  - GA projects UNC-C to grow to 22,906 students by 2008. UNC-C projects 18,873 without further increases in its capacity and it would like to grow to 22,906.
  - UNC-C was the only other institution aside from UNC-CH among our competitors to exceed GA's projection.

- **University of North Carolina at Greensboro**
  - UNC-G is the only large campus with an overall enrollment capacity exceeding its enrollment.
  - GA projects UNC-G to increase to 16,992 students (its capacity) by 2008. This would be an increase of 4,200 students.
  - UNC-G's estimates range between 14,549 students (up 1,800) and 15,207 (up 2,300) students by 2008.
  - GA estimates more of the growth will be at the undergraduate level than does UNC-G and it also estimates a slight decline in graduate enrollments. UNC-G estimates graduate enrollments will increase slightly.

- **University of North Carolina at Wilmington**
  - UNC-W projects stability in its enrollment for this year and next with slow growth occurring thereafter.
  - It estimates growth from 9,643 to between 10,750 and 12,500 by 2008.
  - GA estimates UNC-W to be at 15,477 or almost 3,000 more students than does UNC-W.
  - UNC-W sees its growth coming primarily at the undergraduate level with only slight graduate enrollment growth.

- Like ASU, UNC-W is clearly aiming to increase its academic reputation for admissions selectivity by taking considerably fewer undergraduates than might be expected.
- Like ECU, UNC-W will have to recruit more heavily from outside the eastern part of the state.

- **The Other UNC Campuses** - The enrollment projections for the other campuses do not indicate a great deal that will have substantial impact on ECU's plans aside from the following.
  - **UNC-Pembroke** wants to grow significantly over the next decade. If it is successful, that will increase the competition between itself, ECU, FSU, and UNC-W for the limited enrollment growth originating in the southeastern part of the state.
  - **North Carolina Central University** wants to increase its size by almost 150% to 15,290 students by 2008. This is significant because it could pull minority students from ECU and other campuses if successful.

- **Concluding In-State Comments** - Several important points emerged from the UNC projection process.
  - UNC-CH and NCSU, in particular, but basically all of the campuses wish their graduate enrollments to increase more significantly than GA projects. Their cumulative growth projection exceeds GA's by 25% or almost 7,000 students.
  - The gap between GA's estimate of total undergraduate enrollment growth and its calculation of what the campuses say they wish to take in 2008 is really greater than the 1,100 students the graph indicates. Some of the campuses (NCCU most prominently) have estimated growth that is simply unrealistic.

Community Colleges – The primary point to note about the state community college system is that it intends to be very competitive for the projected higher education enrollment growth by developing its own course offerings. Its aim is to eliminate any need on the part of its students to rely on the 4-year institutions for their general education coursework. They will also be aggressive in expanding their offerings in the earlier coursework needed for admission into many of the professional degree programs.

Out-of-State Competition:

- A potential downside to this geographic extension of recruitment patterns is that it subjects ECU's market competitiveness to the decisions of a wider variety of state legislative and other universities' decisions.
- In comparative market terms, ECU is effectively geographically restricted from recruiting in a southerly direction. The tuition rates and scholarship opportunities in South Carolina and particularly Georgia severely limit the number of high school graduates from those states attending public institutions in neighboring states.
- One positive conclusion concerning ECU's out-of-state market concerns the potential impact of the out-of-state tuition increase of approximately $550 that will occur as a result of Doctoral II funding. The Admissions Office does not believe that this will have a long-term impact on ECU's out-of-state competitiveness. It will have an

impact during the years in which it is instituted, but that will dissipate shortly thereafter.

ECU's Enrollment Capacity

East Carolina University's overall enrollment capacity is discussed in Attachment A. The parameters of that discussion are based on the space standards set by UNC-GA. The two primary space shortages identified by that study are in teaching laboratories, particularly for the sciences, and office space.

For ECU's internal considerations, it should be noted that the planning for the new science and technology building actually assumed a higher laboratory utilization rate than did the GA study. In planning the new building, ECU used an average utilization rate of 24 hours per week for the basic undergraduate labs as opposed to GA's utilization rate of 20 hours per week. If the 24 hour per week rate is applied to the net new laboratory space in science and technology building in place of the 20 hour per week rate, then approximately additional 300 new students could be accommodated on top of the 1,700 students already indicated. This would still allow for the upper level labs to be used at less than the 24 hour per week rate. Thus, ECU's laboratory enrollment capacity once the new science and technology building is constructed would be 2,000 more students instead of 1,700 as submitted to GA.

Accommodating further enrollment growth would be highly dependent on completion of the remaining phases of the science complex, the renovation of Flanagan, construction of the addition to the Rivers Building, the development of substantial office space, the construction of a new building housing Nursing and Allied Health Sciences on the west campus as well as dealing with the attendant problems of parking and transportation.

Impact on Incoming Student Qualifications

A large part of ECU's competitiveness in attracting an increasing proportion of its incoming freshmen and transfer students from in-state and out-of-state markets depends on its academic reputation. That reputation, in turn, depends on a number of things such as comparative admissions standards, retention and graduation rates, the quality of faculty-student interactions, and the strength of academic programs. The responses from the focus groups clearly indicate that outside the eastern part of the state and even to some extent within the eastern part of the state, ECU's academic reputation is not strong in comparative terms to its competitor institutions. People clearly believe that students receive a good education once they are here, but they also believe that ECU is easier to get into than ASU, UNC-G, or UNC-W let alone UNC-CH or NCSU. Thus, in the minds of many students, parents, and guidance counselors, ECU is not the kind of institution to which the best students go. It is an institution of second choice.

Changing this reputation will be critical to attracting an increasing number of undergraduate students from the Raleigh-Charlotte corridor. Those students and their parents have to be convinced that ECU is the most appropriate public institution of education for them.

ECU or any other institution could simply take more students, but doing that indiscriminately could decrease its SAT profile. The average SAT scores for ECU's incoming freshmen is already lower than that of its competitor institutions and the enrollment targets they have stated through the year 2008 clearly suggests they intend to increase the SAT profiles of their incoming classes. ECU's SAT profile is also low for a Doctoral II institution. If ECU does not change its profile, then the gap between ECU and its competitors will likely increase. That trend will hurt ECU's academic reputation and decrease its competitiveness statewide. While ECU probably does not need to achieve the same SAT profile of its competitors, it most likely needs to be seen as persistently closing the gap. That effort would contribute greatly to a reputation for strong programs and academic improvements.

A reputation for strong academics is also important for the development of ECU's distance education and graduate programs. Similarly, it is critical to ECU's ability to continue to attract high quality faculty and staff. People do not wish to come to an institution simply because it is large. They want to come because it is an institution on the move academically.

ECU does have an important role to play as an institution of regional access to higher education. It can continue to play that role and still increase the entrance requirements of its students. It can work with students who do not meet entrance requirements in a variety of ways as it does now. A great deal of cooperative work already occurs here in conjunction with the community college system. Moreover, the access a higher education affords students is not simply access into its classes. It is also access to job opportunities and possibilities once the students leave its campus. ECU needs to be perceived as the kind of institution to which prospective employers come. Being academically competitive is an important part of that reputation.

Distance Education

The primary additional factor that should be noted is one for which no reliable information exists. At this time there is no way to assess the impact of the development of extensive distance education offerings for on-campus enrollments. It is reasonable to expect that the development of such courses will both add and subtract from on-campus enrollments. There is anecdotal information that on-campus students will likely enroll in both regular courses and distance education courses simultaneously.

Preliminary Conclusions

- Growth in the pools of potential students will occur outside traditional regions of the state from which ECU currently recruits most of its students.

- ECU will need to distinguish itself from its competitor institutions in minds of potential students, parents, and school officials. Those institutions have a geographic advantage over ECU that size alone will not overcome.
- ECU's primary competitors for enrollment growth intend to be more selective in terms of the quality of their incoming classes.
- Increases in enrollment size can be a detriment if it adversely affects ECU's reputation for having small classes, close contact between faculty and students, and a small campus feel.
- The proportion of undergraduate students will increase relative to the proportion of graduate students.
- Marketing ECU's new doctoral II status could work to our detriment if the undergraduate programs are not also stressed.
- Given the unrealistic nature of some of the campus projections (NCCU in particular) and the variation in GA versus campus estimates concerning undergraduate and graduate enrollment, there may be room for more growth at the undergraduate level than initially anticipated in the November 9th statement. This is dependent on ECU being competitive. Those students <u>have to be willing</u> to drive past our competitors – all of whom aside from UNC-W – are in the enrollment growth belt.

ATTACHMENT A

Institutional Enrollment Plan, 1998-2008

East Carolina University

November 9, 1998

Chancellor's Signature: Richard R. Eakin (RET)

Attachments:

1. Form A: Estimate of Institutional Enrollment Capacity
2. Estimate of Capacity Narrative
3. Form B: Comprehensive Enrollment Projection Form
4. Institutional Enrollment Projections Narrative
5. Institutional Enrollment Goals Narrative

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A1

Form A

Estimate of Institutional Enrollment Capacity

East Carolina University

November 9, 1998

Year	Estimated Capacity (Headcount)	Explanation for Increased Capacity
1998	17,800	Joyner Library Completion – December
1999	17,800	
2000	17,800	
2001	17,800	
2002	19,500	Science Laboratory and Technology Building opened
2003	19,500	Rivers Building Addition – projected opened
2004	19,500	
2005	19,500	
2006	19,500	
2007	19,500	
2008	19,500	

Estimate of Capacity Narrative

East Carolina University

November 9, 1998

East Carolina University's estimate of enrollment capacity is based on the Space Standards Study's conclusions and its usage rates to determine future capacity.

1. **Space Standards Study**
   The following are the primary conclusions from the Space Standards Study concerning space surpluses and deficits at ECU:
   - a surplus in 110 classrooms of 23,834 asf
   - a deficit in 210 teaching laboratory space of 25,015 asf
     - a deficit in highly-intensive 210 teaching laboratory space of 1,058 asf (particularly used by Industry and Technology programs)
     - a deficit in intensive teaching laboratory space of 23,337 asf (particularly used by Biology and Chemistry programs)
     - a surplus in moderately-intensive teaching laboratory space of 4,008 asf (includes Communications, Computer Science, Education, Fine Arts/Art, Home Economics, Psychology)
     - a deficit in non-intensive teaching laboratory space of 4,629 asf (includes Business, Languages, Letters, the Social Sciences, Mathematics, Music)
   - a deficit in 300 offices of 90,172 asf
   - a deficit in 400 study facilities of 47,526 asf

   There are several important points regarding the above figures that need to be recognized.
   - ECU is already exceeding its estimated capacity in the sciences by approximately 50%. The capacity enrollment figure of 17,800 was used because that is what the campus is already accommodating, albeit in very over-crowded and antiquated laboratory conditions.
   - Those types of space for which the campus has a surplus are not substitutable for those types for which a deficit exists. In other words, it is not feasible to take "surplus" classrooms and make them into Biology or Chemistry laboratories.
   - Since basic courses in Biology and Chemistry are essential general education and progression into a number of majors, the enrollment capacity of the sciences is used to set the additional enrollment capacity of the campus as a whole.

2. **Additional Capacity**
   The estimated capacity impact of new buildings for which planning funds have been appropriated is as follows:

   - **Joyner Library** – The completion in December 1998 of the final phase of the expansion and renovation of Joyner Library will have a positive impact on reducing the deficit in 400 study facility space. The major additions to the overall space of the

building were completed sufficiently long ago that those additions have already been included in the Space Standards Study. Thus, the conclusion of the project will help with one aspect of campus space needs, but will not improve the overall enrollment capacity of the institution.

- **Science Laboratory and Technology Building** – This building is critical for the ability of ECU to meet the needs of its current students as well as to meet future enrollment growth of any meaningful amount. If funded for construction during the next legislative session, the building could be available for use by the Fall 2002 term. If the building is not funded, ECU's ability to grow will effectively be stopped.

  As proposed, this building includes 97,000 additional asf of 210 teaching laboratory space. This addition will erase the current deficits in highly-intensive and intensive 210 teaching space. However, the increase in available total 210 space is not as great as might be expected. Approximately 47,000 asf of older 210 space in the Flanagan Building will be taken offline. Currently, the proposal is for that building to undergo major renovation for use as a general purpose classroom building and office space. When one subtracts the deficit of 24,395 asf and 47,000 asf, only a net addition of 25,605 asf results. Further increases will be dependent on adding more 210 laboratory space.

  Using the Space Standards Study utilization rate for intensive 210 teaching laboratories, this net addition of 25,605 asf will enable ECU to handle an increase of 1,700 students. (25,605 asf divided by 70 asf/station times 20 hours/week times times 70% occupancy rate divided by 3 hours/week/laboratory session)

- **Addition to the Rivers Building (Home Economics and Nursing)** – This project has only received advance planning money to determine the feasibility of an addition to the building. If construction funding were to be approved during the next legislative session, the project could be completed by the Fall of 2001; however, that is unlikely. Therefore its completion is projected for 2003. The primary way in which this project would aid the campus in meeting enrollment growth needs is the addition of approximately 8,000 asf in 300 office space. It would also further decrease the 400 study space deficit particularly for the Schools of Nursing and Human Environmental Sciences as well as upgrade their 110 instructional space. While the project would have a very positive impact on these programs and the campus need for offices; it would not increase the overall capacity of the institution.

- **Life Sciences Building** – This new building will serve needs of the School of Medicine and will not increase the overall enrollment capacity of the institution. This is primarily an animal research and laboratory facility for use by various School of Medicine programs.

- **Multipurpose Center** – This project will help meet the needs of the Athletics program and will have marginal impact of the overall enrollment capacity of the institution.

3. **Unaddressed Campus Space Needs**
Aside from 210 teaching laboratory space, the most pressing campus space need is for additional 300 office type space. Even if the entire available surplus in classroom space were devoted to this need, it would still leave a deficit of approximately 74,000 asf. ECU has tried to meet this need in multiple ways including purchasing and leasing off-campus space for use by various administrative and auxiliary units. This effort has been very successful, but cannot continue for much longer in that there are only a few more such units that can be relocated. The largest such remaining unit is Computing and Information Services. This unit, however, requires very specialized space and not much is available near the campus. Relocation of this unit, however, would address only about one-third of the total deficit.

Please note that the above deficit only concerns current employees. Campus estimates based on the proposed increased funding for ECU's Doctoral II status and expected additional funding for enrollment growth from Fall 1998- Spring 2001 project an additional 57 faculty positions, 78 staff positions, and 30 new graduate assistantships. These new hires will increase the need for 300 office space by an additional 17,400 asf.

A6

Form B

1998-08 Comprehensive Enrollment Projection Form

Institution: East Carolina University
Name of Person Reporting: Robert J. Thompson
Telephone: (office) 919.328.6288 (fax) 919.328.6160

Chancellor's Signature: Richard R. Eakin (RS)
Title: Director, Planning and Institutional Rese
(email) thompsonro@mail.ecu.edu

Due Date: November 9, 1998

Please return to: Judith Pulley, Vice President for Planning

Year and Category	GA Projections A	Institutional Projections B	Difference IP - GAP (Col. B - A) C	Institutional Enrollment Goals D	Difference IEG - GAP (Col. D - A) E	Difference IEG - IP (Col. D - B) E
Fall 1998 Projected						
Resident Undergraduate	12,653	12,653	0	12,653	0	0
Resident Grad/FP*	2,907	2,907	0	2,907	0	0
Non-resident Undergraduate	1,980	1,980	0	1,980	0	0
Non-resident Grad/FP*	259	259	0	259	0	0
Total Headcount	**17,799**	**17,799**	**0**	**17,799**	**0**	**0**
Fall 1999 Projected						
Resident Undergraduate	12,931	12,862	(69)	12,862	(69)	0
Resident Grad/FP*	2,911	2,922	11	2,922	11	0
Non-resident Undergraduate	1,991	1,732	(259)	1,732	(259)	0
Non-resident Grad/FP*	262	251	(11)	251	(11)	0
Total Headcount	**18,095**	**17,767**	**(328)**	**17,767**	**(328)**	**0**
Fall 2000 Projected						
Resident Undergraduate	13,309	12,993	(316)	12,993	(316)	0
Resident Grad/FP*	2,916	2,976	60	2,976	60	0
Non-resident Undergraduate	2,021	1,734	(287)	1,734	(287)	0
Non-resident Grad/FP*	267	259	(8)	259	(8)	0
Total Headcount	**18,513**	**17,962**	**(551)**	**17,962**	**(551)**	**0**
Fall 2001 Projected						
Resident Undergraduate	13,741	12,932	(809)	13,142	(599)	210
Resident Grad/FP*	2,928	3,036	108	3,036	108	0
Non-resident Undergraduate	2,056	1,920	(136)	2,040	(16)	120
Non-resident Grad/FP*	273	266	(7)	266	(7)	0
Total Headcount	**18,998**	**18,154**	**(844)**	**18,484**	**(514)**	**330**
Fall 2002 Projected						
Resident Undergraduate	14,169	13,047	(1,122)	13,546	(623)	499
Resident Grad/FP*	2,952	3,100	148	3,109	157	9
Non-resident Undergraduate	2,086	1,937	(149)	2,101	15	164
Non-resident Grad/FP*	281	273	(8)	273	(8)	0
Total Headcount	**19,488**	**18,357**	**(1,131)**	**19,029**	**(459)**	**672**
Fall 2003 Projected						
Resident Undergraduate	14,653	13,245	(1,408)	14,015	(638)	770
Resident Grad/FP*	2,985	3,164	179	3,192	207	28
Non-resident Undergraduate	2,121	1,969	(152)	2,173	52	204
Non-resident Grad/FP*	293	280	(13)	282	(11)	2
Total Headcount	**20,052**	**18,658**	**(1,394)**	**19,662**	**(390)**	**1,004**
Fall 2004 Projected Total Headcount	**20,640**	**18,945**	**(1,695)**	**20,237**	**(403)**	**1,292**
Fall 2005 Projected Total Headcount	**21,249**	**19,255**	**(1,994)**	**20,938**	**(311)**	**1,683**
Fall 2006 Projected Total Headcount	**21,975**	**19,685**	**(2,290)**	**21,746**	**(229)**	**2,061**
Fall 2007 Projected Total Headcount	**22,780**	**20,160**	**(2,620)**	**22,537**	**(243)**	**2,377**
Fall 2008 Projected Total Headcount	**23,714**	**20,637**	**(3,077)**	**23,280**	**(434)**	**2,643**

UNC-GA ProgAssess/LRP.AT016E/10-28-98

** Note: Grad/FP includes East Carolina University medical students.*

East Carolina University

1998-08 Comprehensive Enrollment Projections: New Freshman Analysis

09-November-1998

Scenario I: Institutional Projections (Form B, Column B)

	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
NCPubHSGrads	60,211	57,495	59,272	56,770	58,000	58,712	60,708	62,310	63,220	64,153	66,658	67,670	69,335	73,046	76,371	78,754
On-GoingCount	15,655	15,754	16,537	15,328	15,660	15,852	16,391	16,824	17,069	17,321	17,998	18,271	18,720	19,722	20,620	21,264
On-GoingRate	26.0%	27.4%	27.9%	27.0%	27.0%	27.0%	27.0%	27.0%	27.0%	27.0%	27.0%	27.0%	27.0%	27.0%	27.0%	27.0%
ECU New Freshmen																
In-State	1,975	1,973	2,177	2,348	2,340	2,360	2,440	2,506	2,542	2,580	2,680	2,721	2,788	2,937	3,071	3,167
%On-GoingNCPubHSGrads	12.6%	12.5%	13.2%	15.3%	14.9%	14.9%	14.9%	14.9%	14.9%	14.9%	14.9%	14.9%	14.9%	14.9%	14.9%	14.9%
Out of State	460	390	465	459	587	459	510	494	466	473	492	499	511	539	563	581
%Out of State	18.9%	16.5%	17.6%	16.4%	20.1%	16.3%	17.3%	16.5%	15.5%	15.5%	15.5%	15.5%	15.5%	15.5%	15.5%	15.5%
Total	2,435	2,363	2,642	2,807	2,927	2,819	2,950	3,000	3,008	3,053	3,172	3,220	3,299	3,476	3,634	3,748
							Rounded Figures:		3,010	3,050	3,170	3,220	3,300	3,480	3,630	3,750

Scenario II: Institutional Enrollment Goals (Form B, Column D)

	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
NCPubHSGrads	60,211	57,495	59,272	56,770	58,000	58,712	60,708	62,310	63,220	64,153	66,658	67,670	69,335	73,046	76,371	78,754
On-GoingCount	15,655	15,754	16,537	15,328	15,660	15,852	16,391	16,824	17,069	17,321	17,998	18,271	18,720	19,722	20,620	21,264
On-GoingRate	26.0%	27.4%	27.9%	27.0%	27.0%	27.0%	27.0%	27.0%	27.0%	27.0%	27.0%	27.0%	27.0%	27.0%	27.0%	27.0%
ECU New Freshmen																
In-State	1,975	1,973	2,177	2,348	2,340	2,360	2,440	2,506	2,646	2,685	2,790	2,832	2,995	3,156	3,299	3,402
%On-GoingNCPubHSGrads	12.6%	12.5%	13.2%	15.3%	14.9%	14.9%	14.9%	14.9%	15.5%	15.5%	15.5%	15.5%	16.0%	16.0%	16.0%	16.0%
Out of State	460	390	465	459	587	459	510	494	581	589	612	622	657	693	724	747
%Out of State	18.9%	16.5%	17.6%	16.4%	20.1%	16.3%	17.3%	16.5%	18.0%	18.0%	18.0%	18.0%	18.0%	18.0%	18.0%	18.0%
Total	2,435	2,363	2,642	2,807	2,927	2,819	2,950	3,000	3,227	3,274	3,402	3,454	3,652	3,849	4,023	4,149
							Rounded Figures:		3,230	3,270	3,400	3,450	3,650	3,850	4,020	4,150

Data Sources:

> 1993-96 ECU Freshmen: ECU Fact Book

> 1997 Preliminary Freshmen: ECU Student Database

> 1993-96 Actual NC Public HS Graduates: UNC-GA report, based on Department of Public Instruction Reporting

> 1997-08 Projected NC Public HS Graduates: UNC-GA report, based on Department of Public Instruction Reporting

Institutional Enrollment Plan, 1998-2008
Headcount Assumptions
9-Nov-1998

Scenario 1 (Projections)	Actual 1994-95	Actual 1995-96	Actual 1996-97	Actual 1997-98	Estimated 1998-99	Projections 1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
NewFresh															
Fall	2,363	2,642	2,807	2,935	2,819	2,950	3,000	3,010	3,050	3,170	3,220	3,300	3,480	3,630	3,750
Spring	84	118	104	127	125	125	125	125	125	125	125	125	125	125	125
NewTrans															
Fall	1,253	1,075	1,219	1,308	1,090	1,125	1,200	1,220	1,235	1,250	1,270	1,285	1,300	1,315	1,330
Spring	352	429	413	325	325	325	325	335	345	355	365	375	385	395	405
Undergraduate Readmits (Graduate readmits have been held constant at most recent actual figures for both Fall and Spring)															
Fall	629	564	638	618	518	525	525	525	525	525	525	525	525	525	525
Spring	454	416	476	394	400	400	400	400	400	400	400	400	400	400	400
NewGrad															
Fall	1,073	1,049	1,154	1,114	1,085	1,060	1,110	1,147	1,180	1,212	1,237	1,267	1,302	1,337	1,372
Spring	447	411	493	431	435	450	460	470	480	490	500	510	520	535	550

Scenario 2 (Goals)	Actual 1994-95	Actual 1995-96	Actual 1996-97	Actual 1997-98	Estimated 1998-99	Projections 1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
NewFresh															
Fall	2,363	2,642	2,807	2,935	2,819	2,950	3,000	3,230	3,270	3,400	3,450	3,650	3,850	4,020	4,150
Spring	84	118	104	127	125	125	125	125	125	125	125	125	125	125	125
NewTrans															
Fall	1,253	1,075	1,219	1,308	1,090	1,125	1,200	1,240	1,310	1,390	1,445	1,515	1,605	1,650	1,695
Spring	352	429	413	325	325	325	325	350	390	430	465	500	525	555	585
Undergraduate Readmits (Graduate readmits have been held constant at most recent actual figures for both Fall and Spring)															
Fall	629	564	638	618	518	525	525	615	615	615	615	615	615	615	615
Spring	454	416	476	394	400	400	400	475	475	475	475	475	475	475	475
NewGrad															
Fall	1,073	1,049	1,154	1,114	1,085	1,060	1,110	1,147	1,180	1,212	1,242	1,277	1,317	1,357	1,397
Spring	447	411	493	431	435	450	460	485	525	565	600	635	670	705	740

Institutional Enrollment Projections Narrative

East Carolina University

November 9, 1998

This enrollment projection for East Carolina University is based on the assumptions indicated below and the capacity projected in the previous section.

- ECU will maintain its current share of the in-state freshman pool of 14.9% of those North Carolina high school graduates going on to higher education. ECU's projection model assumes a fixed on-going rate of 27.0% for high school graduates throughout the projection period.

- ECU's Fall-to-Spring and Spring-to-Fall continuation rates will remain relatively constant at 84.7% and 71.9%, respectively.

- ECU's percentage of out-of-state freshman will decline to 15.5% of its total freshman enrollment. This decline is expected because of the proposed approximately $600 increase in out-of state tuition that will occur if the funding agreement for ECU's Doctoral II status is accepted by the legislature. This increase will make ECU less competitive in its out-of-state markets.

  The recommendation of the Tuition Policy Study to uncouple out-of-state tuition rates from the cost of out-of-state attendance at the system's Research I institutions would have a positive impact on ECU cost competitiveness.

- Current rates of growth in enrollment of transfer students and current graduate programs persist.

- The number of International Students will gradually increase to 2.0% of total enrollment by 2008.

- The projected increases in enrollment due to the addition of the Biomedical Physics and Coastal Marine Resources programs have been added to the number of doctoral students until each program reaches its currently projected enrollment target.

- An additional increment to graduate enrollment was included for the proposed Bioenergetics Program

- This rate of growth will exceed ECU's enrollment capacity by 2006. If GA's projection occurs, ECU's enrollment capacity will be exceeded by 2005.

- The potential impact of increasing summer school and extension enrollments on ECU's ability to close the gap between its enrollment projection and GA's enrollment projection is very difficult to predict.

  - **Summer School:** As ECU's regular academic year enrollment increases, its summer school enrollments will also increase. The university is willing to use summer school enrollments as a means of meeting the needs of additional students, but it already runs one of the most active summer programs in the UNC system. The key problem preventing overall enrollment growth is the shortage of 210 teaching laboratory spaces. These spaces are currently used extensively during the summer terms, but could probably accommodate another 300 students. Other programs not dependent on laboratory based instruction could be expanded more substantially. These programs could probably handle an additional 1,000 or more students during the summer months. Increases beyond that could substantially affect other campus summer programs. The prime difficulty with increasing enrollments in such programs, especially at the undergraduate level, though, is that such students eventually need laboratory based sciences courses. Bringing in more degree-seeking undergraduates than can be accommodated appropriately will increase their time to graduation and dissatisfaction with their educational experience. Thus, a careful balance between increasing various types of enrollment must be maintained.

  - **Extension/Distance Education:** ECU plans to expand its extension/distance education offerings substantially. It intends to be aggressive in utilizing the new instructional technologies being developed for distance education in both its on- and off-campus courses. These offerings will expand the overall enrollment of the campus; however, that increase is expected to occur primarily in graduate, professional school, or other non-laboratory dependent degree programs. Currently, the courses being offered and anticipated to be offered are not substitutes for laboratory based courses. As a consequence, while distance education enrollments will help meet student needs and will increase the overall enrollment headcount of the campus, they will not expand the enrollment capacity of the campus to handle traditional on-campus undergraduate students or graduate students needing intensive laboratory instruction. Additionally, there is no real basis for estimating how many on-campus students will use the distance education alternative. It would not be unreasonable to expect that 500-1,000 per year could be taking part of their former "on-campus" coursework via extension means, but those numbers represent only a crude guess.

Institutional Enrollment Goals Narrative

East Carolina University

November 9, 1998

This enrollment projection for East Carolina University is based on the assumptions indicated below.

- ECU is currently beginning a campus discussion of its future enrollment plans and objectives as part of the preparations for developing its 2000-2005 strategic plan. This projection is regarded as a preliminary one that will serve as the basis for additional discussion.

- As part of the preparation for the campus discussion, ECU has begun an internal analysis of the location of the deficits and surpluses as defined by the Space Standards Study. It has also purchased scheduling and modeling software to help it better utilize existing campus space.

- ECU will increase its current share of the in-state freshman pool of those North Carolina high school graduates going on to higher education from 14.9% to 16.0%. ECU's projection model assumes a fixed on-going rate of 27.0% for high school graduates throughout the projection period.

- ECU's Fall-to-Spring and Spring-to-Fall continuation rates will remain relatively constant at 84.7% and 71.9%, respectively.

- ECU's percentage of out-of-state freshmen will remain at 18% of its in-state rate.

- Current rates of growth in enrollment of transfer students and current graduate programs persist.

- The number of International Students will gradually increase to 2.0% of total enrollment by 2008.

- The projected increases in enrollment due to the addition of the Biomedical Physics and Coastal Marine Resources programs have been added to the number of doctoral students until each program reaches its currently projected enrollment target. Thereafter, 5 additional students were added to the overall total of doctoral students.

- An additional increment to graduate enrollment was included for the proposed Bioenergetics Program.

- ECU would like to increase its enrollment, but its ability to do so is particularly dependent on the timely renovation of Flanagan Building and the construction of

Phases II, III, and IV of the new science building complex. Without those additional buildings, on-campus enrollment growth will only occur as a result of surpassing the space standards in all categories. In addition, the future development of the campus is also dependent on the construction of a building that would permit the movement of the Schools of Allied Health Sciences and Nursing to the west campus near the School of Medicine.

- This projected rate of growth will exceed ECU's enrollment capacity by 2003.

ATTACHMENT B

Office of Planning & Institutional Research
East Carolina University
207 Spilman Building • Greenville, NC 27858-4353
252-328-6288 voice • 252-328-6160 fax
http://www.pir.ecu.edu

MEMORANDUM

TO: Manny Amaro
Diana Henshaw
Henry Peel
Tom Powell
Betty Speier
Paul Tschetter
Jim Van Fleet

FROM: Robert J. Thompson RJT
Director

DATE: September 21, 1998

RE: Long Range Enrollment Projection

UNC-GA has requested a revised 10-year enrollment projection from each of the UNC constituent campuses by November 9, 1998. Our task is to review our previous projection and to prepare a new one for submission to the Chancellor and his staff.

The current GA request differs from the one completed last year in at least two major respects. First, no attention is given in this projection to the estimation of extension enrollment. This may be a reflection that this aspect of enrollment projection is simply a large unknown. Second, GA is now asking each institution to use the findings of space standards study to estimate its capacity for taking additional students. GA was supposed to have forwarded materials related to this dimension of the projection by now, but as of the date of this memo that material has not arrived.

Another reason for giving this revision to our long-range enrollment projection serious attention is the development of the university's 2000-2005 strategic plan. The goals we set for the university for this planning period and the ones that follow will be heavily influenced by university's enrollment both in terms of size and its mix of students.

In developing our estimates, there are a number of issues that should be considered. These issues are not all within our purview to decide, but we should lay them out so that a reasoned and informed discussion of the alternatives can occur. In the end, the decision will be a political one in the sense that policy choices will have to be made on the basis of institutional goals and expectations of institutional capabilities.

1. **Growth in the Pool of Potential Students**
    - UNC-GA predicts substantial growth in the pool of students going on to higher education in North Carolina.
        - How much growth is anticipated?
        - In what age groups is this growth expected?
        - What categories of students will exhibit growth and at what rates?
        - Geographically, where will this growth occur?
        - When will this growth occur?
    - What is occurring in the neighboring states from which ECU draws most of its out-of-state undergraduate freshmen and transfer students?

2. **Competition**
    - What are the institutions with which ECU competes for students planning to do?
    - What is their capacity to handle the additional students they project? Current and anticipated?
    - What program areas are they planning to add?
    - What will be the impact of the anticipated increase in both in state (i/s) and out-of-state (o/s) tuition on ECU's competitive position?

3. **Student Qualifications**
    - SAT/Class Rank Profile - ECU has made significant improvements in raising the qualification's level of its incoming undergraduates as measured by SAT scores and class rank profiles.
    - This has contributed to improving the institution's graduation and retention rates as well as its reputation.
    - If ECU were to grow at various rates, what would be the impact on the quality of the incoming undergraduates?
    - How do the qualifications of the undergraduate students influence the recruitment of graduate students?

4. **Financial Implications**
    - What are the financial implications of various alternative enrollment projections?
    - What are the financial implications of various combinations of i/s and o/s students?
    - What is the impact of alternatively exceeding the 18% o/s state limit and then coming in below it?

5. **East Carolina University**
    - What is ECU's capacity to handle additional enrollment growth in terms of classrooms, labs, and housing?
    - What academic areas will show particular growth over this period?
    - How can ECU improve its competitive position within North Carolina and within its o/s recruitment region?
    - Changing definition and meaning of traditional concepts of size - headcount, FTE, extension?

- What are the likely impacts of distance education for on-campus enrollment?
- What size should ECU aim for? Why? By when?

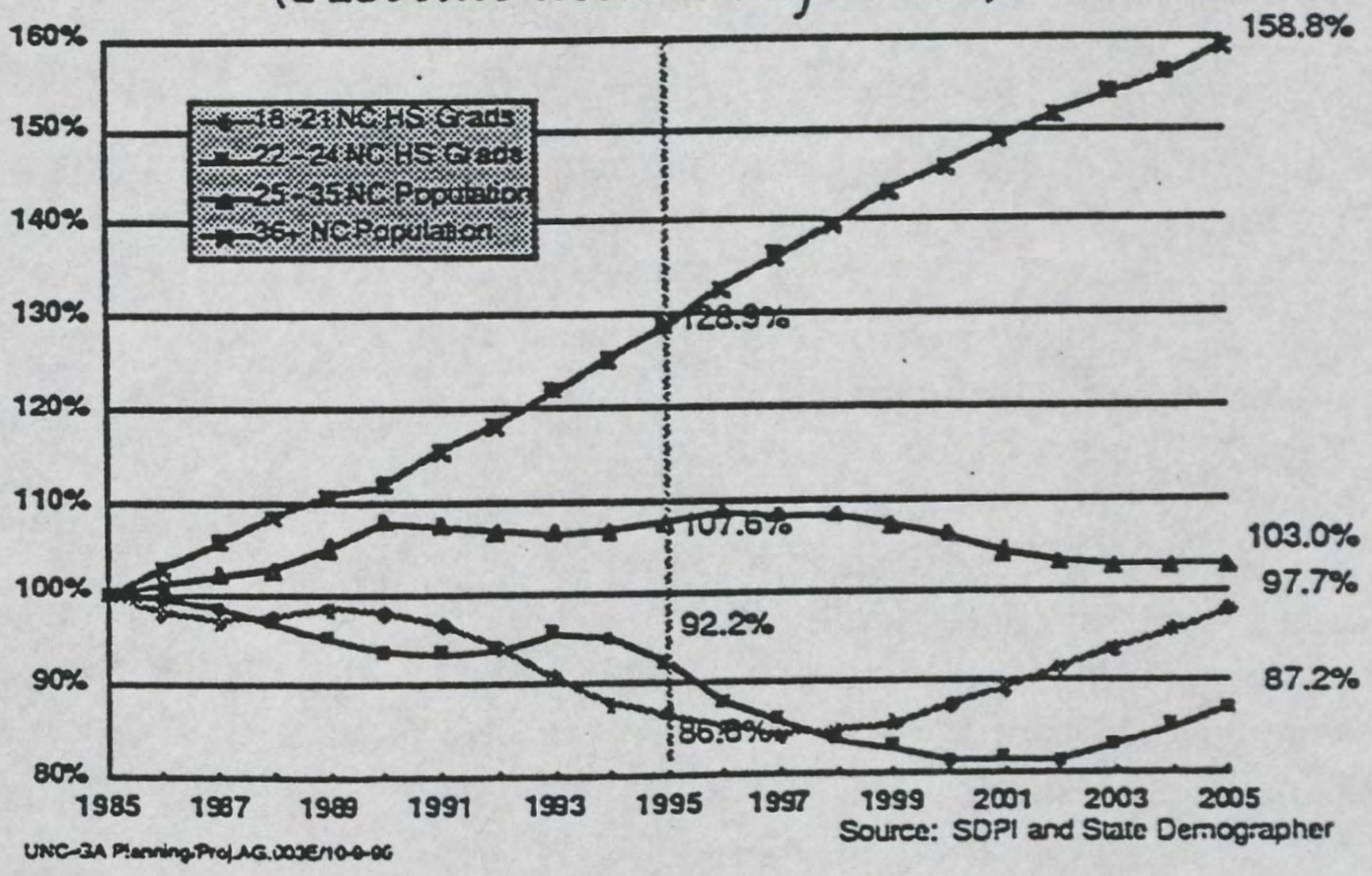
A variety of tables and charts are attached to this memo to provide a starting point for our discussion. These include:

- 1998-2008 Long-Range Enrollment Projections, Oct. 17, 1997.
- GA Projections of Headcounts and SCHS
- 1996-97 Transfer Student Performance Report
- Percentage of N.C. Population by Age Group, 1995-2005
- Population Growth in the South 1990-1996
- Population Growth in North Carolina, 1990-1996
- Educational Attainment of Persons Age 25 and Older: 1970-1995
- High School Dropout Rates, 1992-94 Average
- Proportion of Adults with a Bachelor's or Higher Degree, 1990
- Enterprise Tier Areas: 50 Most Economically Distressed Counties
- Characteristics of Underserved Areas
- Number and Percentage of 18+ Population Interested in Taking Courses Leading to a Baccalaureate or Master's Degree
- Pool of N.C. Public High School Graduates (Actual and Projected – as of 1996)
- Pool of Potential In-State Students (Actual and Projected)
- Total UNC Headcount Enrollments (Actual and Projected)
- UNC In-State Attendance Rates by Age Group (1985-1995)
- Projected Enrollment Growth in UNC Institutions Due to Projected Increases in NC High School Graduates
- UNC Going Rate for N.C. High School Graduates (1985-1995)
- Summary of Variance from Standard for Space Types (EK)
- Facilities Inventory and Utilization Study: 1996 Space Criteria (EK)
- Calculations of Standard ASF Variances from Standards for 210 Teaching Labs (EK – 10 tables)
- UNC Fall Headcount Enrollments by Institution: 1996 Actual and Projected to 2005

cc w/o attachments:
Richard R. Eakin
Richard R. Ringeisen
James A. Hallock
Thomas L. Feldbush
Richard Brown
Al Matthews
Board of Trustees

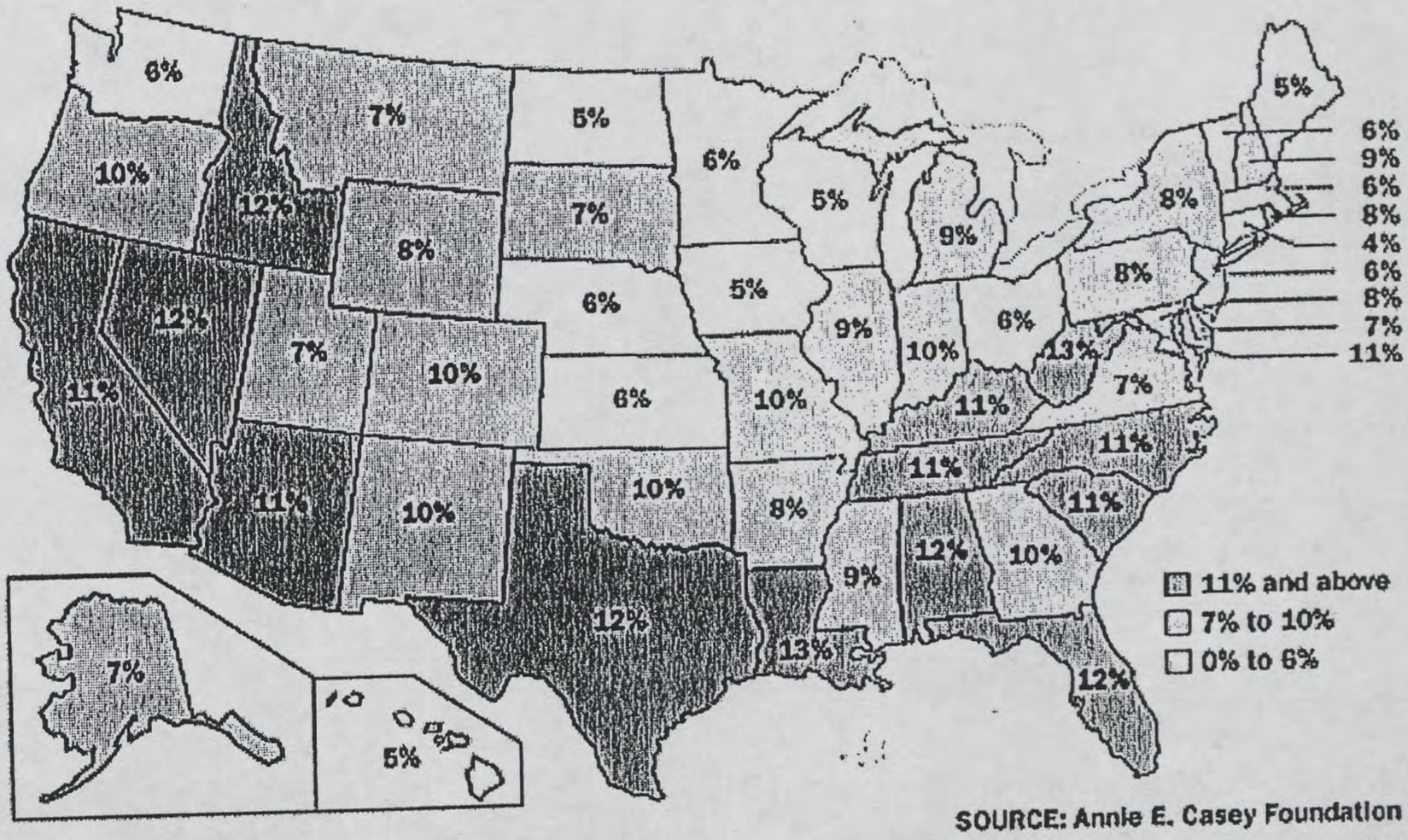
ATTACHMENT C

Fig. 1. Pools of Potential In-State Students (Actual and Projected)



High School Dropout Rates
1992-94 Average

(Chronicle of Higher Education, 1996 Almanac)

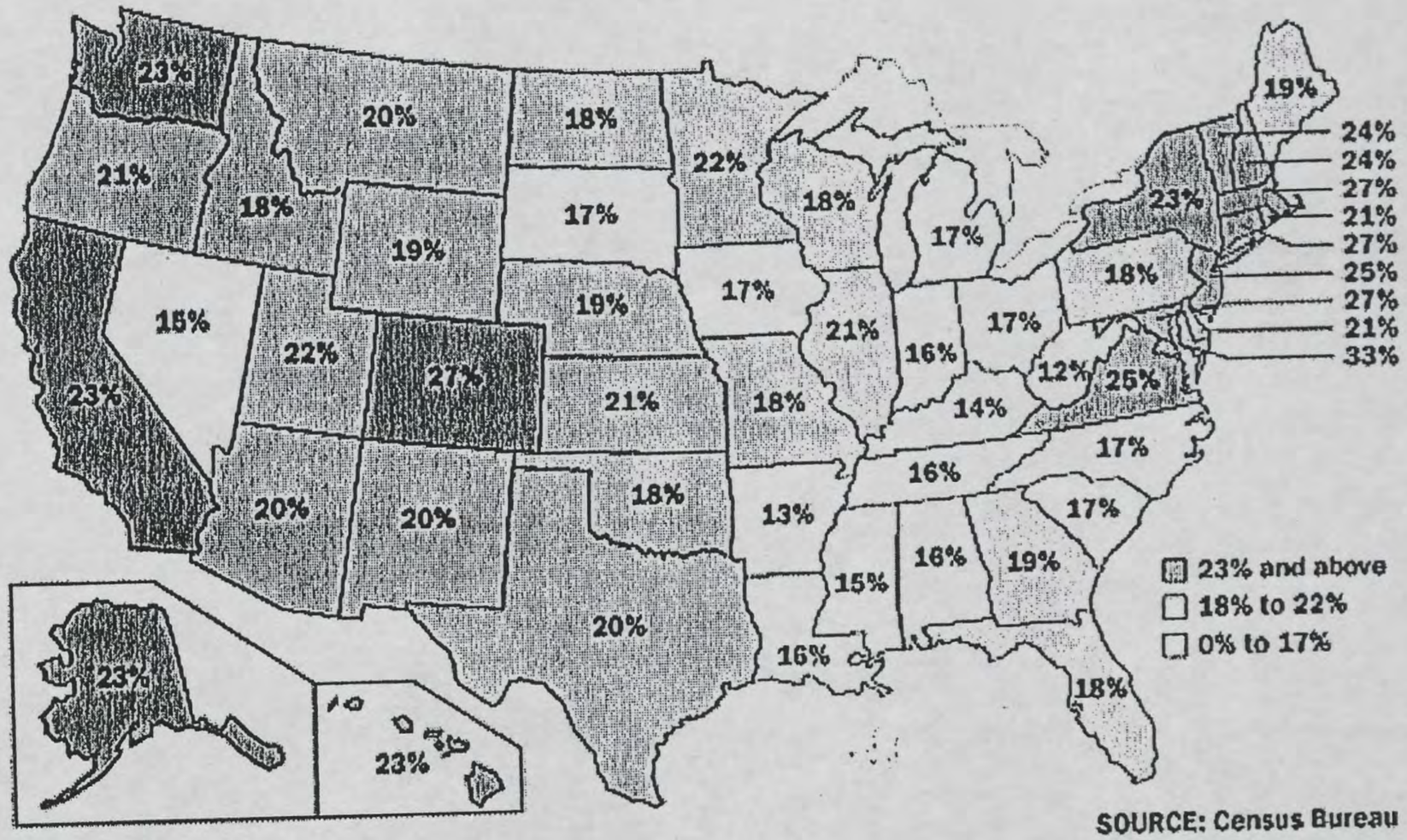


SOURCE: Annie E. Casey Foundation

ATTACHMENT D

Proportion of Adults with a Bachelor's or Higher Degree, 1990

(Chronicle of Higher Education, 1996 Almanac)

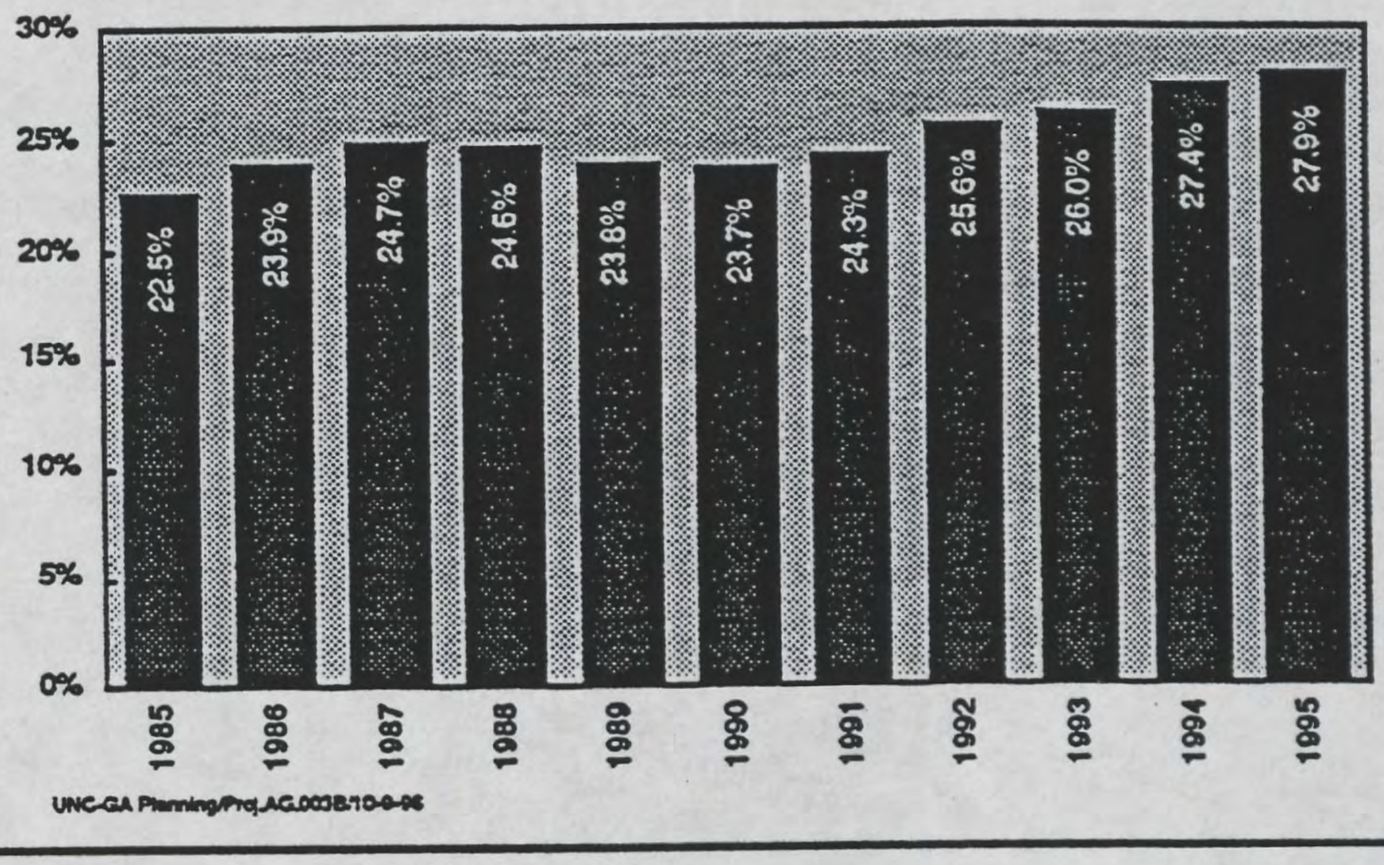


SOURCE: Census Bureau

ATTACHMENT E

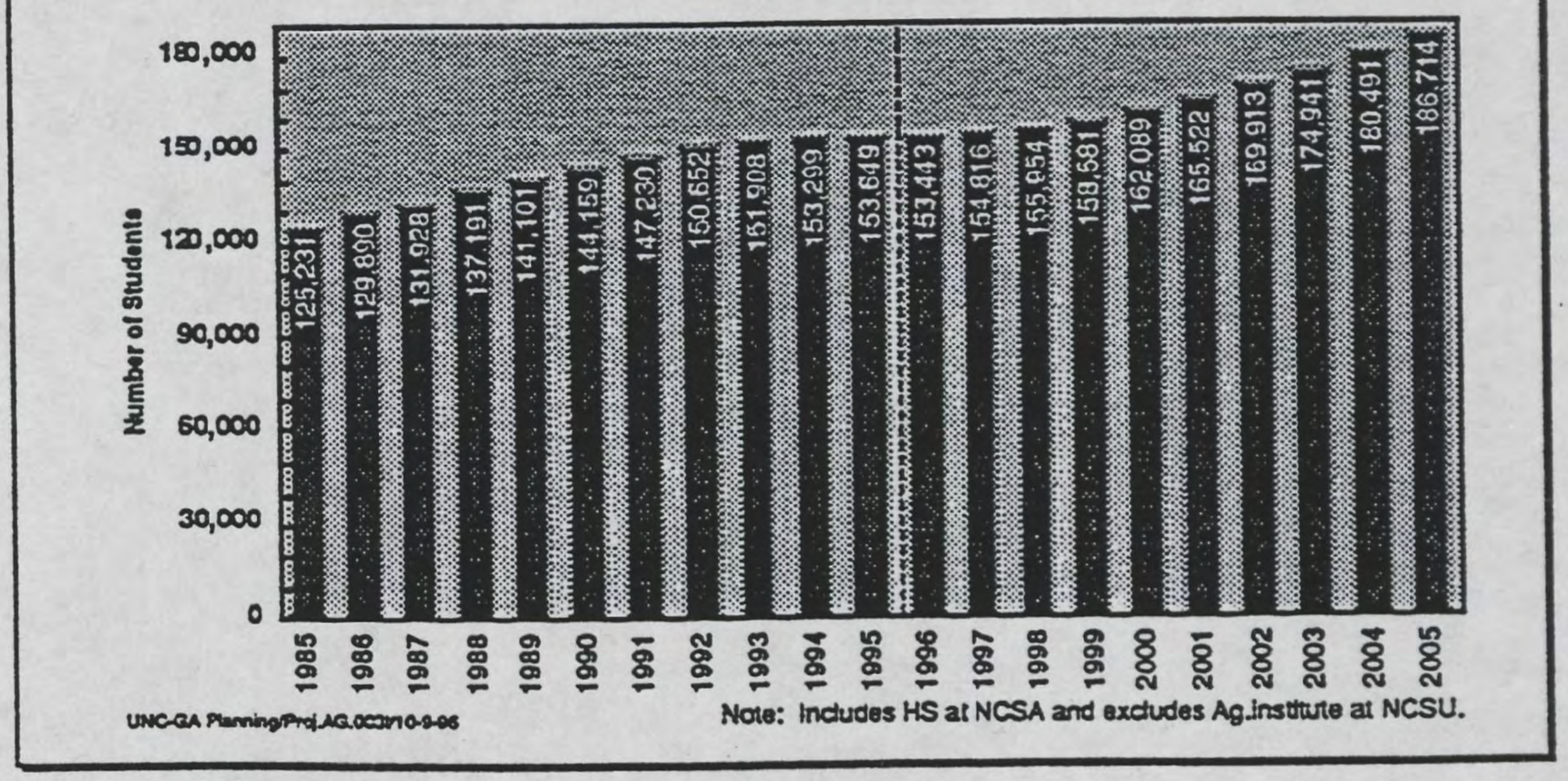
ATTACHMENT F

Fig. 5. UNC Going Rate for N.C. High School Graduates (1985 - 1995)

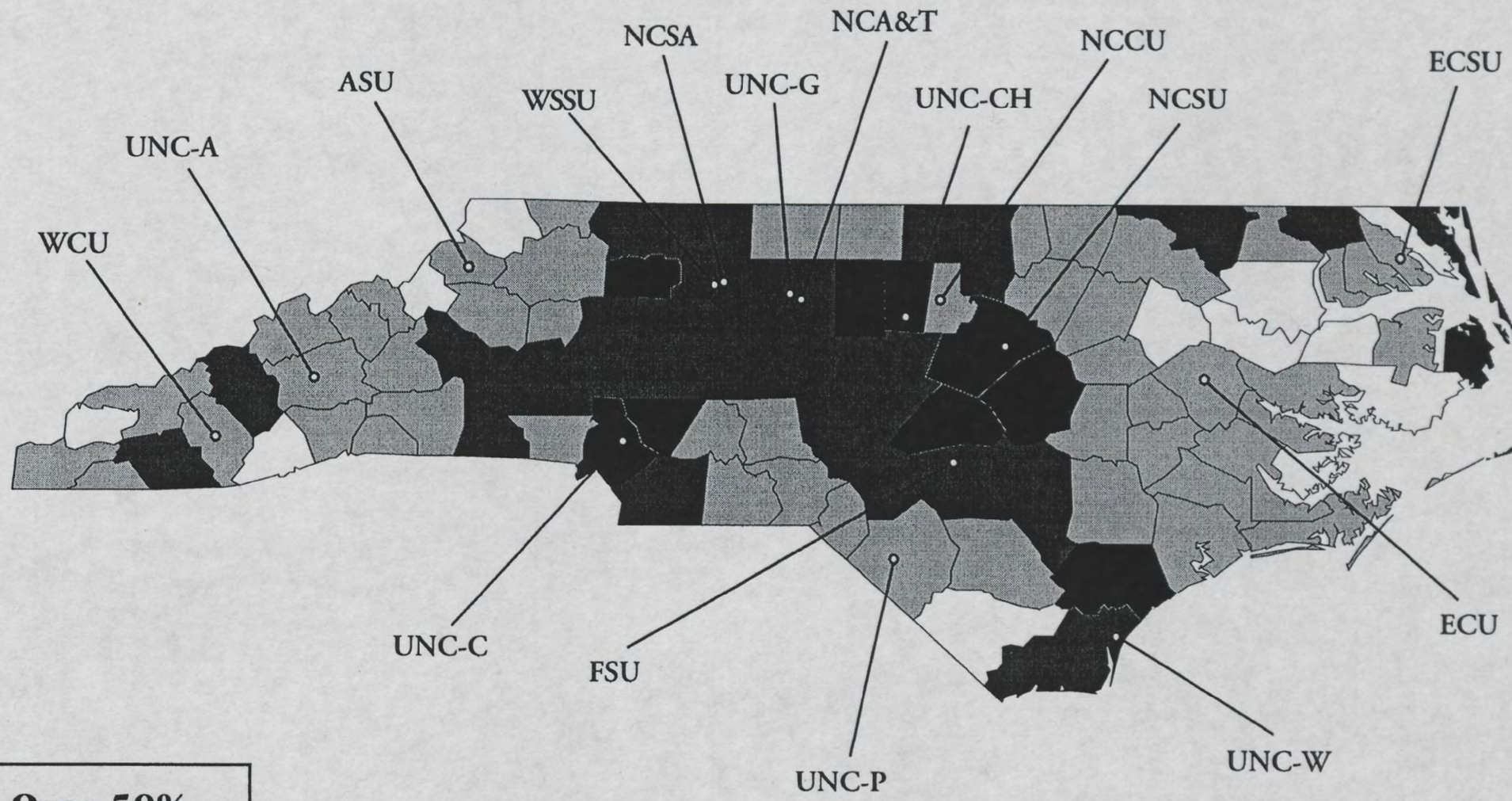


ATTACHMENT G

Fig. 6. Total UNC Headcount Enrollments (Actual and Projected)



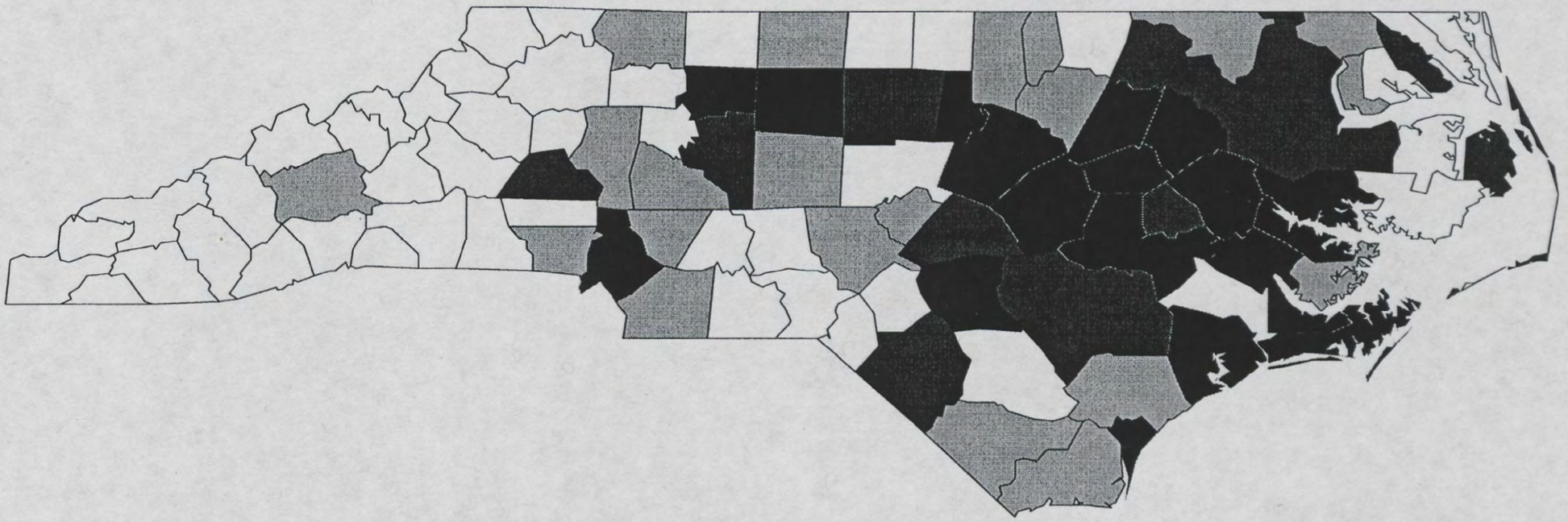
Percent Change of NC High School Graduates
1998 - 2008



PIR, 11/30/98

ATTACHMENT 4

ECU Enrollment by County
1998

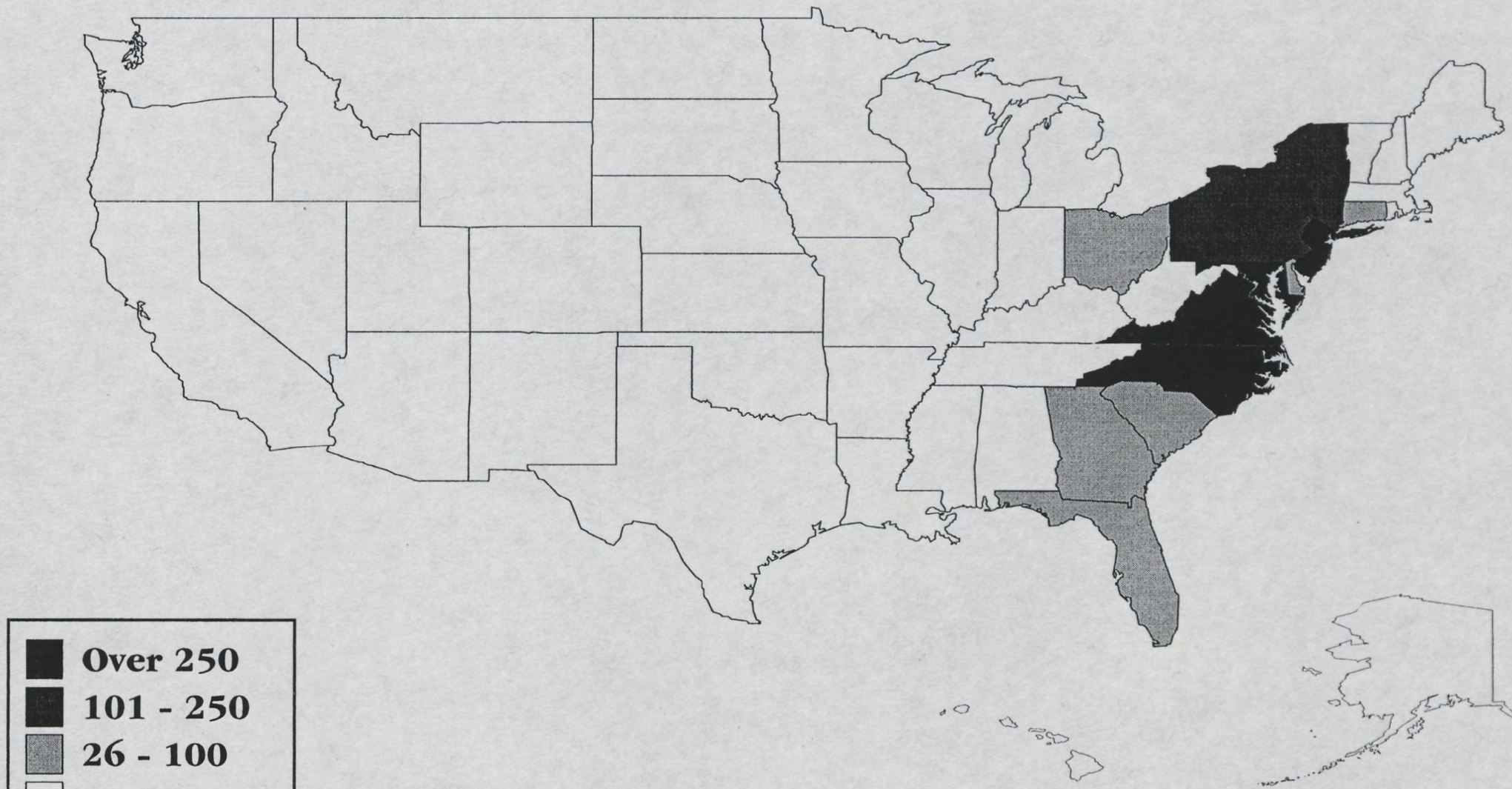


- Over 250
- 101 - 250
- 51 - 100
- 0 - 50

PIR 11/30/98

ATTACHMENT I

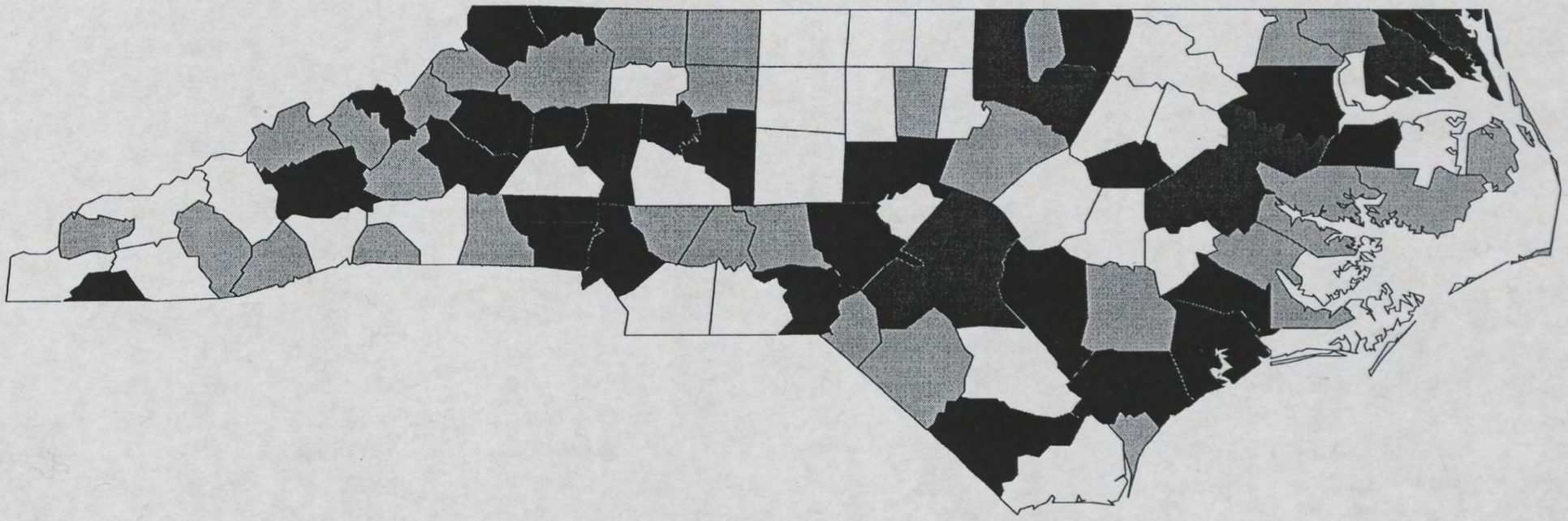
ECU Enrollment by State
1998



PIR 11/30/98

ATTACHMENT 1

Percent Change in ECU New Freshman Enrollment by County 1990 - 1997



- Over 50%
- 26% - 50%
- 0% - 25%
- Below 0%

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ATTACHMENT K

New Freshman Enrollment by County

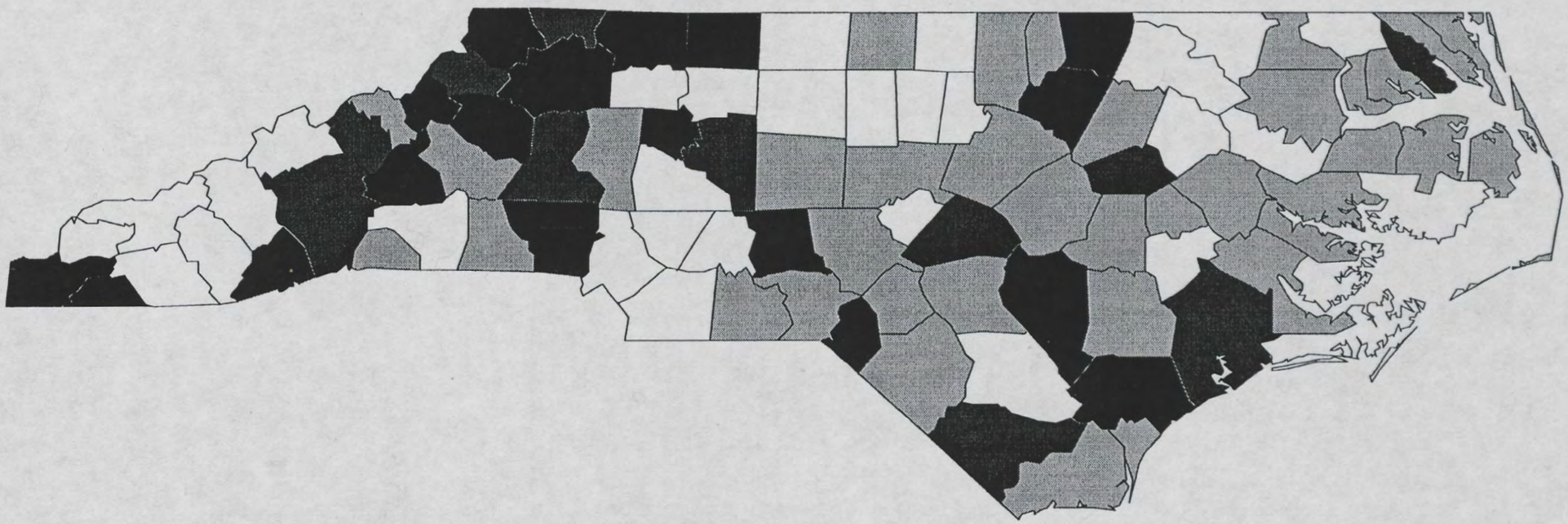
County	1990	1997	% Increase
Alamance	49	33	-32.65%
Alexander	2	4	100.00%
Alleghany	0	2	*
Anson	7	6	-14.29%
Ashe	0	5	*
Avery	0	1	*
Beaufort	48	50	4.17%
Bertie	11	24	118.18%
Bladen	10	8	-20.00%
Brunswick	16	11	-31.25%
Buncombe	4	18	350.00%
Burke	5	13	160.00%
Cabarrus	22	27	22.73%
Caldwell	4	12	200.00%
Camden	3	8	166.67%
Carteret	33	31	-6.06%
Caswell	5	3	-40.00%
Catawba	26	20	-23.08%
Chatham	5	17	240.00%
Cherokee	1	0	-100.00%
Chowan	9	8	-11.11%
Clay	0	2	*
Cleveland	10	12	20.00%
Columbus	10	21	110.00%
Craven	47	50	6.38%
Cumberlan	87	125	43.68%
Currituck	6	8	33.33%
Dare	18	22	22.22%
Davidson	11	22	100.00%
Davie	3	7	133.33%
Duplin	24	24	0.00%
Durham	72	32	-55.56%
Edgecombe	51	27	-47.06%

County	1990	1997	% Increase
Forsyth	58	58	0.00%
Franklin	13	17	30.77%
Gaston	12	22	83.33%
Gates	10	10	0.00%
Graham	0	0	*
Granville	10	15	50.00%
Greene	7	9	28.57%
Guilford	95	75	-21.05%
Halifax	26	25	-3.85%
Harnett	20	29	45.00%
Haywood	4	1	-75.00%
Henderson	9	5	-44.44%
Hertford	12	12	0.00%
Hoke	4	6	50.00%
Hyde	4	4	0.00%
Iredell	13	20	53.85%
Jackson	0	0	*
Johnston	48	40	-16.67%
Jones	2	4	100.00%
Lee	25	18	-28.00%
Lenoir	40	37	-7.50%
Lincoln	3	12	300.00%
Macon	2	0	-100.00%
Madison	0	1	*
Martin	16	23	43.75%
McDowell	0	1	*
Mecklenburg	80	125	56.25%
Mitchell	0	3	*
Montgomery	3	3	0.00%
Moore	8	14	75.00%
Nash	70	66	-5.71%
New Hanover	55	61	10.91%
Northampton	17	12	-29.41%

County	1990	1997	% Increase
Onslow	38	69	81.58%
Orange	24	27	12.50%
Pamlico	7	5	-28.57%
Pasquotank	13	19	46.15%
Pender	6	12	100.00%
Perquimans	3	4	33.33%
Person	21	4	-80.95%
Pitt	153	204	33.33%
Polk	1	1	0.00%
Randolph	29	24	-17.24%
Richmond	1	4	300.00%
Robeson	27	27	0.00%
Rockingham	11	8	-27.27%
Rowan	21	10	-52.38%
Rutherford	5	4	-20.00%
Sampson	16	32	100.00%
Scotland	5	6	20.00%
Stanly	8	8	0.00%
Stokes	3	3	0.00%
Surry	5	6	20.00%
Swain	1	0	-100.00%
Transylvania	0	0	*
Tyrrell	2	0	-100.00%
Union	17	15	-11.76%
Vance	12	12	0.00%
Wake	286	298	4.20%
Warren	3	5	66.67%
Washington	5	10	100.00%
Watuga	2	2	0.00%
Wayne	70	60	-14.29%
Wilkes	4	5	25.00%
Wilson	44	73	65.91%
Yadkin	9	8	-11.11%
Yancey	0	0	*

* Undefined

Percent Change in ECU Enrollment by County
1990 - 1997



- Over 50%
- 26% - 50%
- 0% - 25%
- Below 0%

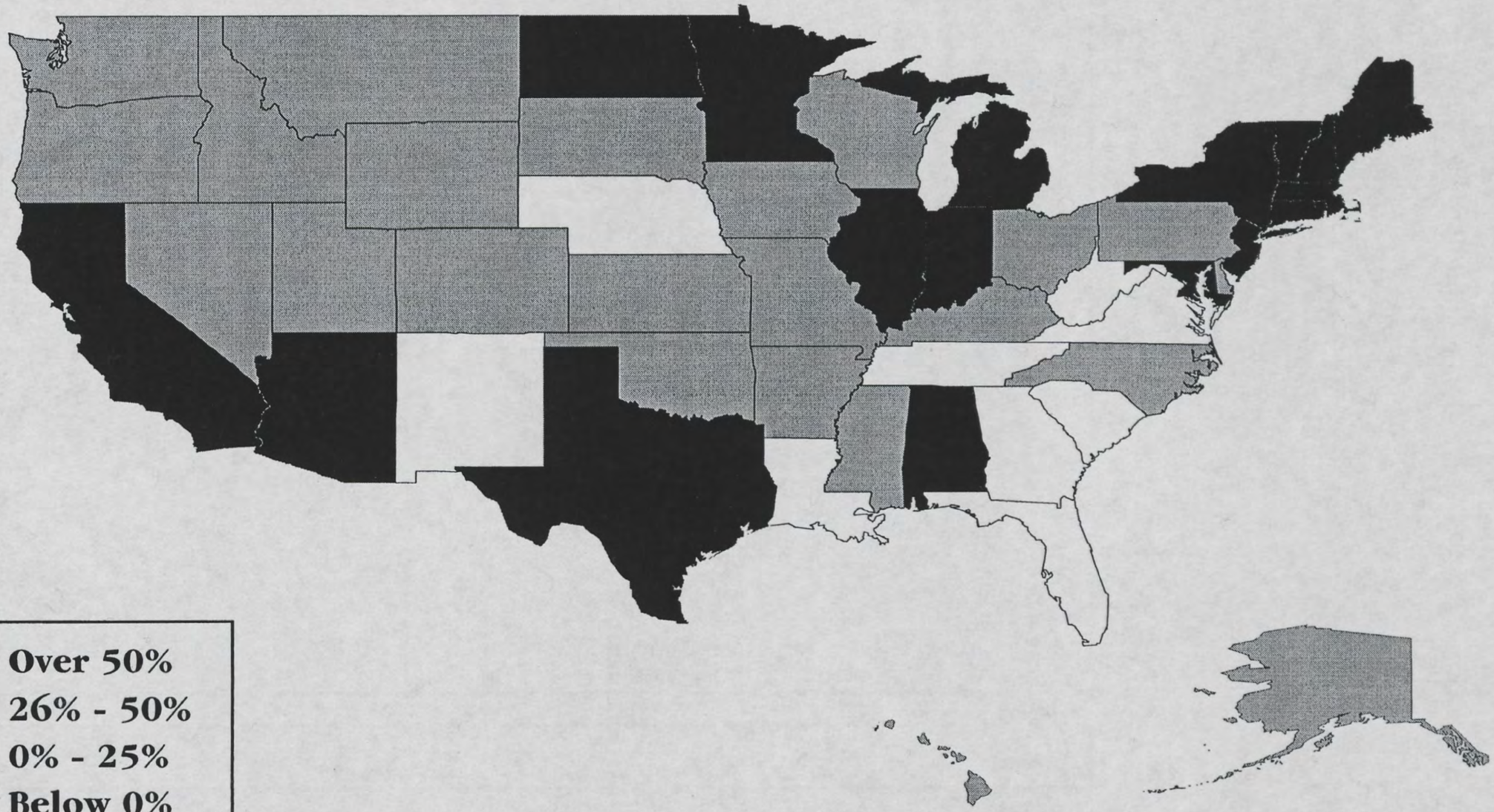
PIR 11/30/98

ATTACHMENT 7

Enrollment by County

County	1990	1997	% Increase
Alamance	191	146	-23.56%
Alexander	14	18	28.57%
Alleghany	2	3	50.00%
Anson	15	15	0.00%
Ashe	5	15	200.00%
Avery	2	4	100.00%
Beaufort	471	481	2.12%
Bertie	106	109	2.83%
Bladen	47	44	-6.38%
Brunswick	72	76	5.56%
Buncombe	52	76	46.15%
Burke	37	41	10.81%
Cabarrus	95	89	-6.32%
Caldwell	12	42	250.00%
Camden	31	35	12.90%
Carteret	314	299	-4.78%
Caswell	21	21	0.00%
Catawba	83	110	32.53%
Chatham	58	58	0.00%
Cherokee	2	6	200.00%
Chowan	71	75	5.63%
Clay	1	3	200.00%
Cleveland	45	51	13.33%
Columbus	75	102	36.00%
Craven	527	648	22.96%
Cumberland	490	515	5.10%
Currituck	35	42	20.00%
Dare	135	138	2.22%
Davidson	80	113	41.25%
Davie	19	30	57.89%
Duplin	132	138	4.55%
Durham	278	262	-5.76%
Edgecombe	305	264	-13.44%
Forsyth	267	260	-2.62%
Franklin	43	87	102.33%
Gaston	59	89	50.85%
Gates	48	45	-6.25%
Graham	2	0	-100.00%
Granville	69	82	18.84%
Greene	107	122	14.02%
Guilford	426	350	-17.84%
Halifax	285	181	-36.49%
Harnett	103	148	43.69%
Haywood	17	7	-58.82%
Henderson	19	25	31.58%
Hertford	104	125	20.19%
Hoke	27	28	3.70%
Hyde	39	31	-20.51%
Iredell	63	76	20.63%
Jackson	12	10	-16.67%
Johnston	238	252	5.88%
Jones	33	43	30.30%
Lee	97	81	-16.49%
Lenoir	560	496	-11.43%
Lincoln	16	35	118.75%
Macon	8	2	-75.00%
Madison	5	2	-60.00%
Martin	217	207	-4.61%
McDowell	3	15	400.00%
Mecklenburg	466	457	-1.93%
Mitchell	6	7	16.67%
Montgomery	12	20	66.67%
Moore	66	74	12.12%
Nash	421	450	6.89%
New Hanover	250	284	13.60%
Northampton	84	66	-21.43%
Onslow	361	459	27.15%
Orange	135	120	-11.11%
Pamlico	75	67	-10.67%
Pasquotank	109	145	33.03%
Pender	34	57	67.65%
Perquimans	32	40	25.00%
Person	54	43	-20.37%
Pitt	2,423	2,875	18.65%
Polk	7	8	14.29%
Randolph	87	92	5.75%
Richmond	23	25	8.70%
Robeson	110	123	11.82%
Rockingham	65	52	-20.00%
Rowan	83	69	-16.87%
Rutherford	17	14	-17.65%
Sampson	86	139	61.63%
Scotland	23	37	60.87%
Stanly	36	31	-13.89%
Stokes	15	31	106.67%
Surry	21	49	133.33%
Swain	4	1	-75.00%
Transylvania	4	11	175.00%
Tyrrell	16	19	18.75%
Union	74	66	-10.81%
Vance	72	78	8.33%
Wake	1,361	1,431	5.14%
Warren	14	29	107.14%
Washington	96	104	8.33%
Watuga	17	22	29.41%
Wayne	581	581	0.00%
Wilkes	18	31	72.22%
Wilson	346	437	26.30%
Yadkin	19	18	-5.26%
Yancey	2	3	50.00%

Percent Change in ECU New Freshman Enrollment by State 1990 - 1997



PIR 11/30/98

ATTACHMENT 17

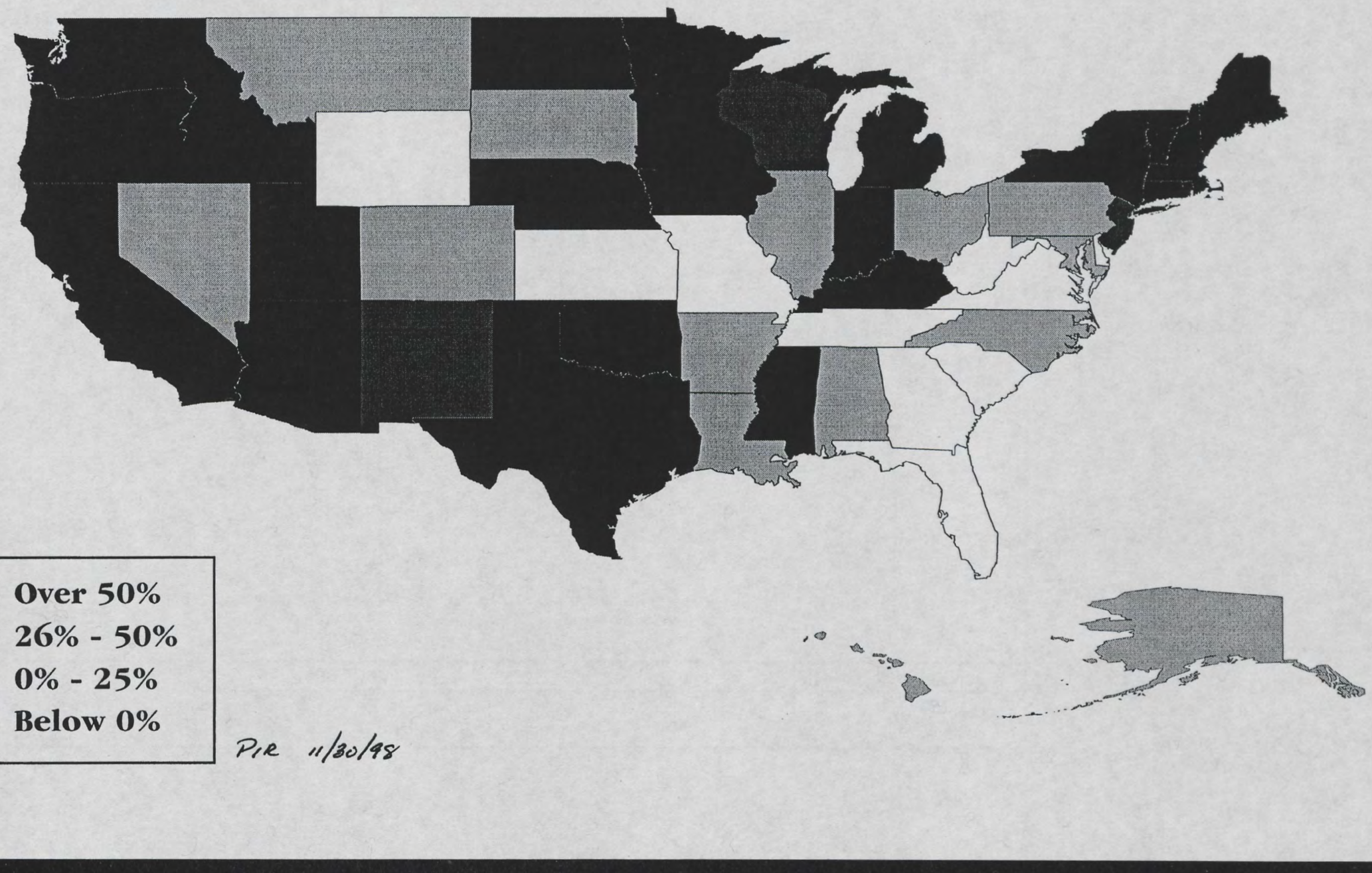
New Freshman Enrollment by State

State	1990	1997	% Increase
Alabama	1	2	100.00%
Alaska	1	1	0.00%
Arizona	0	2	*
Arkansas	0	0	*
California	0	2	*
Colorado	0	0	*
Connecticut	8	16	100.00%
Delaware	8	10	25.00%
Florida	16	9	-43.75%
Georgia	12	8	-33.33%
Hawaii	0	0	*
Idaho	0	1	*
Illnois	0	4	*
Indiana	1	3	200.00%
Iowa	0	0	*
Kansas	0	0	*
Kentucky	0	1	*
Louisiana	1	0	-100.00%
Maine	0	2	*
Maryland	42	75	78.57%
Massachusetts	1	8	700.00%
Michigan	3	5	66.67%
Minnesota	0	2	*
Mississippi	0	0	*
Missouri	0	0	*
Montana	0	0	*
Nebraska	1	0	-100.00%
Nevada	0	0	*

State	1990	1997	% Increase
New Hampshire	3	6	100.00%
New Jersey	49	85	73.47%
New Mexico	1	0	-100.00%
New York	26	54	107.69%
North Carolina	2,117	2,346	10.82%
North Dakota	0	2	*
Ohio	4	5	25.00%
Oklahoma	0	1	*
Oregon	0	1	*
Pennsylvania	25	28	12.00%
Rhode Island	3	6	100.00%
South Carolina	9	7	-22.22%
South Dakota	0	0	*
Tennessee	2	0	-100.00%
Texas	1	4	300.00%
Utah	0	0	*
Vermont	0	4	*
Virginia	276	214	-22.46%
Washington	0	1	*
West Virginia	1	0	-100.00%
Wisconsin	0	1	*
Wyoming	0	0	*
Territories	0	0	*
Unknown	26	9	-65.38%
Nonresident Alie	7	9	28.57%
D.C. NA		1	*

* Undefined

Percent Change in ECU Enrollment by State
1990 - 1997



PIR 11/30/98

ATTACHMENT N

Enrollment by State								
State	1990	1997	%Increase		State	1990	1997	% Increase
Alabama	8	8	0.00%		New Hampshire	7	12	71.43%
Alaska	2	2	0.00%		New Jersey	221	282	27.60%
Arizona	1	5	400.00%		New Mexico	2	3	50.00%
Arkansas	1	1	0.00%		New York	90	187	107.78%
California	7	12	71.43%		North Carolina	14,293	15,553	8.82%
Colorado	4	4	0.00%		North Dakota	0	2	*
Connecticut	22	48	118.18%		Ohio	24	30	25.00%
Delaware	42	31	-26.19%		Oklahoma	0	2	*
Florida	72	59	-18.06%		Oregon	0	3	*
Georgia	42	29	-30.95%		Pennsylvania	121	125	3.31%
Hawaii	0	1	*		Rhode Island	5	12	140.00%
Idaho	0	4	*		South Carolina	35	27	-22.86%
Illnois	12	14	16.67%		South Dakota	0	0	*
Indiana	4	9	125.00%		Tennessee	11	6	-45.45%
Iowa	1	3	200.00%		Texas	5	14	180.00%
Kansas	2	1	-50.00%		Utah	1	2	100.00%
Kentucky	1	6	500.00%		Vermont	4	9	125.00%
Louisiana	4	4	0.00%		Virginia	948	680	-28.27%
Maine	1	7	600.00%		Washington	2	4	100.00%
Maryland	243	300	23.46%		West Virginia	13	4	-69.23%
Massachusetts	8	30	275.00%		Wisconsin	2	3	50.00%
Michigan	9	16	77.78%		Wyoming	2	0	-100.00%
Minnesota	4	7	75.00%		Territories	1	1	0.00%
Mississippi	1	3	200.00%		Unknown	131	187	42.75%
Missouri	2	0	-100.00%		Nonresident Aliens	85	107	25.88%
Montana	0	1	*		D.C.	3	3	0.00%
Nebraska	1	2	100.00%					
Nevada	0	1	*					

* Undefined

From T. Powell
24 Sep 1998

ATTACHMENT O

EAST CAROLINA UNIVERSITY

Office of Admissions
106 Whichard

919-757-6640

DEMOGRAPHIC/ENROLLMENT ANALYSIS 2000 - 2005

The following analysis is based on information supplied by the Department of Public Instruction on projected high school graduates by county in the state of North Carolina for the years 2000 - 2005. In addition, similar, by county, data has been gathered for the 25 to 34 year old age group from the years 1990 through 2005. This data was gathered from the North Carolina Office of State Planning.

I. Primary Market - for the purposes of this analysis our primary market is being divided into three sections.

A. The top 10 enrollment contributing counties in eastern North Carolina
B. The remaining 21 eastern counties
C. All additional counties within a two hour commute of our campus which will be referred to as the secondary tier. Two hours was chosen because national research has indicated that students generally enroll within two hour's drive from home.

Analysis

A. Growth in the years 2000 - 2005 for our 10 top contributing counties (Beaufort, Carteret, Craven. Edgecombe, Lenoir, Nash, Onslow, Pitt, Wayne and Wilson) will net only 149 students. This represents a 2% increase. (See Attachment #1) These 10 counties in eastern North Carolina also represent 10 of our top 13 counties in the state, in terms of contributing students to our enrollment. The additional counties are Wake, Mecklenburg, and Cumberland.

B. The remaining 21 counties in the eastern part of the state will have a decline of .5% with 14 of the 21 counties loosing high school graduation growth. Thus, the entire east will grow a net of 127 students or approximately 1%.

Note: These two market segments provide 45% of our North Carolina freshman enrollment and 78% of our community college transfer enrollment. In addition, ECU matriculates 55% of the students that are admitted from this region.

C. The secondary tier generally includes Fayetteville, Raleigh, Durham, Orange and the surrounding areas. See Attachment #2. This region will experience a 22% increase in high school graduation between the years 2000 - 2005. Wake county will account for approximately 63% of this growth. This secondary tier will net 2690 new high school graduates during this period.

Greenville,
North Carolina
27858-4353

Note: This area accounts for 28% of our enrolled North Carolina freshmen and 11% of our community college enrollees. The yield rate as we reach this 2 hour limit, however, drops to 43% matriculation for admitted students.

Primary Market Summary

East Carolina enrolls approximately 73% of its North Carolina freshman and approximately 90% of its community college transfers from this area. This enrollment pattern is expected, as national studies have shown that over 80% of the population attends school within a 2 hour range. Growth in this market between 2000 - 2005 as reported by the Department of Public Instruction is expected to be approximately 11%. This increase mirrors the overall state projected growth. The growth, however, will occur primarily in the secondary tier area (97% of the growth) with Raleigh/Wake accounting for 61% of the total increase.

In 1997 - 1998 East Carolina enrolled 7.25 % of the high school graduates from the Raleigh/Wake area. Holding this yield rate as a constant, ECU could expect to generate an increase of 120 students in its freshman class from Wake county by the year 2005. The rest of the primary region enjoys a slightly better enrollment rate of 7.5%. Based on projected growth, 81 additional students would be expected to enroll at the university by the 2005 date.

Transfer students lag behind freshman by 2 to 3 years. Growth in our primary market for transfers is therefore projected to be approximately 65% of the total 2000 - 2005 growth. Wake county, for example, will experience 64% of its total five year growth by the year 2003.

Analysis indicates that ECU enrolls community college transfers at a rate of approximately 2% of the high school graduating class, therefore, by the year 2005 based on a total primary market growth of 2817 students we can anticipate an increase of 36 students (2817 X .65 X .02). This number is optimistic, however, as most of the growth in the region will occur in Wake County and Wake Community College is not one of our primary feeder schools based on location issues.

The last population category to be reviewed in our primary market is the adult learner. Research verifies that adults generally will commute no more than 50 miles or within a one-hour radius. The 13 counties in North Carolina that comprise this geographic region are shown in Attachment #3. Review of the population data of 25 - 30 year olds indicates a total population drop of 2.27% between 2000 - 2005. This follows a total population drop from 1990 of 13.08%. This also has implications for our graduate school growth due to the service nature of our offerings.

In general, ECU enrolls 73% of its North Carolina freshman and 61% of its total freshman from within the 2-hour radius. As most institutions rely on this distance to provide in the mid-80%, ECU has a slightly more diverse freshman population than normal. The lack of a large commuter base in our primary market accounts for part of this difference. It is also understandable that 90% of our community college transfer students come from this area, as they are generally older and commuter students. Along these same lines, generally 100% of our adult market will come from a 50-mile radius. With a drop in the adult population and very modest growth in the high school

population, ECU cannot expect to grow much beyond 200 - 250 new first time entering students from its primary market by the 2005. With the exception of Appalachian State, all our major competitors can rely on metropolitan growth to drive commuter-based enrollment increases.

II. Secondary Market

As stated above, with the exception of Mecklenburg, and Wake all our primary contributing counties are located east of Interstate 95. Mecklenburg, Guilford, Forsyth, Alamance, Davidson and Randolph are our next contributing counties, followed by Gaston, Catawba, Cabarrus and Rowan. These counties will comprise our secondary market analysis. See Attachment #4.

This 10 county secondary market is expected to see a growth of 2623 students or 15.6%. As previously noted, however, the further the market from the institution, the more the matriculation yield rate drops. We were only able to enroll 32% of the students that we admitted from this 10 county area. The 367 students that we enrolled in 1998 made up just over 16% of our freshmen class. With the potential high school graduation count of over 15,680, East Carolina enrolled 2.3% of the graduating students. Applying this enrollment rate to the projected growth of 2623, we should net an additional 60 new freshman by the year 2005.

Despite the relative size of the high school populations from these counties, only 34 or 5% of our community college students come from this secondary market. This fact reinforces the proximity issue. High school population growth in this region would probably net only a handful of additional transfers. The adult learner market in this area is not applicable for an analysis as it is serviced by Greensboro, Charlotte and other UNC universities in the region. The total growth from this secondary region is projected to be in the 60 - 65 new entering student range.

III. Remaining Market

We have analyzed 52 of the 100 counties in North Carolina. These counties, however, account for just over 89% of our freshman population and 95% of our community college transfers. The remaining 48 counties are either in areas where the college-bound population is small or located so far away from our campus that any real analysis of growth would be meaningless. The yield rates in these areas are very small. Thus, growth would yield very few new students.

Conclusion

In conclusion, analysis of demographic growth in the state of North Carolina would lead to the following observations.

1. By the year 2005 East Carolina University could expect to enroll approximately 300 new first time freshman from the state of North Carolina. These additional North Carolina students could support an increase of approximately 50 more out-of-state students, however, Doctoral II tuition increases for out-of-state students clouds this picture.

2. With a base of 2800 students enrolled in 1998 it would appear that by the year 2005 East Carolina could expect to enroll a freshman class of approximately 3100 - 3150 students. Applying a straight line growth ECU should expect to enroll approximately 50 additional freshman each year between now and the year 2005 date.

3. Transfer enrollment would be expected to grow by approximately 50 students. Historically East Carolina's market is 1200 transfer students. Therefore, it would be reasonable to assume that by the year 2005 we should be enrolling approximately 1250 - 1300 transfers given modest growth in the out-of-state transfer market..

4. The adult population within a 50-mile radius of East Carolina is declining. Therefore, distance learning approaches, will need to be implemented so that students will not have to drive to our campus to take course work. It is this market, the adult beyond the 50 mile radius, that East Carolina has the most potential for unlimited but undefined growth.

5. Growth at the graduate level will be tied to new program development as the age demographies for graduate students in eastern North Carolina is declining and many of our graduate offerings fall into two categories: (1) service to the region for local students, i.e., Business and Education or (2) have limited upside growth potential, i.e., Allied Health and Medicine. This drop in demographics may cause more downside pressure on enrollment in our larger service oriented programs (Business and Education) than the new program development can generate growth. Once again, distance learning may be the key.

ATTACHMENT #1

TOP 10 EASTERN COUNTIES

County	Year 2000	Year 2005	
Beaufort	409	393	
Carteret	454	479	
Craven	782	851	
Edgecombe	386	395	
Lenoir	522	490	
Nash	878	944	
Onslow	1104	1128	
Pitt	953	963	
Wayne	1023	1043	
Wilson	596	570	
	7107	7256	+149

2% Increase

04

ATTACHMENT #2

SECONDARY TIER

County	Year 2000	Year 2005	
Wake	5038	6723	
Johnston	865	1094	
Durham	1303	1382	
Orange	308	334	
Harnett	717	907	
Franklin	306	307	
Warren	136	169	
Vance	268	291	
Granville	294	366	
Lee	390	425	
Cumberland	2664	2981	
	12289	14979	+2690

22% Increase

Attachment #3

Changes 1990-2005 in 25-34 Age Group, Commuting Counties

	1990	1998	90-98 %	2000	98-00 %	2005	00-05 %	% Change
County/State	**25-34**	**25-34**	**Change**	**25-34**	**Change**	**25-34**	**Change**	**90-2005**
BEAUFORT	6339	5302	-16.36%	5090	-4.00%	5088	-0.04%	**-19.73%**
BERTIE	2677	2461	-8.07%	2276	-7.52%	2176	-4.39%	**-18.71%**
CRAVEN	14539	13605	-6.42%	13646	0.30%	13477	-1.24%	**-7.30%**
EDGECOMBE	9140	7279	-20.36%	6751	-7.25%	6300	-6.68%	**-31.07%**
GREENE	2702	2432	-9.99%	2378	-2.22%	2397	0.80%	**-11.29%**
HALIFAX	8513	7148	-16.03%	6669	-6.70%	6284	-5.77%	**-26.18%**
JONES	1500	1094	-27.07%	1026	-6.22%	931	-9.26%	**-37.93%**
LENOIR	8787	7514	-14.49%	7237	-3.69%	6852	-5.32%	**-22.02%**
MARTIN	3657	3199	-12.52%	3050	-4.66%	2843	-6.79%	**-22.26%**
NASH	12783	12822	0.31%	12714	-0.84%	12639	-0.59%	**-1.13%**
PITT	18767	19050	1.51%	18863	-0.98%	18837	-0.14%	**0.37%**
WAYNE	19770	18277	-7.55%	17869	-2.23%	17401	-2.62%	**-11.98%**
WILSON	10141	9091	-10.35%	8550	-5.95%	8489	-0.71%	**-16.29%**
TOTALS	119315	109274	-8.42%	106119	-2.89%	103714	-2.27%	**-13.08%**

07

ATTACHMENT #4

SECONDARY MARKET

County	Year 2000	Year 2005	
Mecklenburg	4588	5451	
Guilford	2957	3591	
Forsyth	2212	2546	
Alamance	1017	1176	
Davidson	984	1113	
Randolph	701	860	
Cabarrus	954	1117	
Gaston	1440	1384	
Rowan	1122	1211	
Catawba	883	1032	
	16858	19481	+2623

15.6% Increase

A 12 YEARS PROJECTION OF PUBLIC HIGH SCHOOL GRADUATES

UNIT NAME	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
ALAMANCE COUNTY	884	885	947	1,017	966	1,076	1,121	1,097	1,176	1,255	1,327	1,357
ALEXANDER COUNTY	251	249	260	267	256	305	273	271	293	282	301	302
ALLEGHANY COUNTY	87	92	95	95	84	76	94	76	68	85	87	95
ANSON COUNTY	250	239	230	226	221	240	244	220	228	274	263	284
ASHE COUNTY	193	211	221	205	199	198	199	192	179	190	230	191
AVERY COUNTY	135	133	136	154	126	143	132	132	130	129	139	112
BEAUFORT COUNTY	426	410	454	409	402	379	433	379	393	418	408	430
BERTIE COUNTY	240	213	217	255	227	208	226	201	208	223	209	194
BLADEN COUNTY	320	303	325	297	323	281	296	314	307	331	381	375
BRUNSWICK COUNTY	383	396	411	436	445	435	474	475	450	498	516	551
BUNCOMBE COUNTY	1,262	1,324	1,293	1,368	1,337	1,340	1,409	1,435	1,535	1,594	1,567	1,526
ASHEVILLE CITY	204	195	211	194	203	201	213	190	219	211	223	216
BURKE COUNTY	650	644	654	678	685	678	715	713	765	808	860	883
CABARRUS COUNTY	805	827	863	954	970	1,028	1,124	1,121	1,117	1,261	1,313	1,360
KANNAPOLIS CITY	214	177	182	200	207	183	180	214	206	207	202	210
CALDWELL COUNTY	595	595	576	618	588	591	592	554	634	656	662	697
CAMDEN COUNTY	74	73	76	80	66	77	68	91	67	74	84	66
CARTERET COUNTY	418	455	456	454	468	492	444	471	479	498	514	505
CASWELL COUNTY	171	175	165	183	185	183	162	193	194	182	210	200
CATAWBA COUNTY	779	825	840	883	887	861	978	964	1,032	1,060	1,154	1,186
HICKORY CITY	210	190	192	202	213	186	202	216	210	222	214	222
NEWTON CITY	139	128	139	135	133	100	126	112	126	133	129	134
CHATHAM COUNTY	357	315	333	342	373	357	397	411	398	470	490	470
CHEROKEE COUNTY	187	230	213	213	206	244	216	223	228	234	216	232
CHOWAN COUNTY	122	116	130	130	124	143	133	137	130	133	140	133
CLAY COUNTY	73	82	85	81	94	89	92	83	77	93	101	93
CLEVELAND COUNTY	446	436	428	439	479	421	447	478	515	516	558	619
KINGS MOUNTAIN CITY	216	189	199	218	198	193	213	211	222	242	271	265
SHELBY CITY	163	160	151	161	171	138	158	163	169	183	198	217
COLUMBUS COUNTY	364	394	394	392	381	386	366	375	359	376	386	379
WHITEVILLE CITY	144	143	126	146	153	137	163	150	152	141	157	146
CRAVEN COUNTY	765	744	788	782	808	797	776	828	851	829	812	882
CUMBERLAND COUNTY	2,515	2,337	2,559	2,664	2,815	2,787	2,914	3,127	2,981	3,124	3,099	3,316
CURRITUCK COUNTY	157	131	140	142	165	157	159	168	144	178	173	168

ATTACHMENT P

DARE COUNTY	213	220	250	260	280	297	299	296	315	336	350	361
DAVIDSON COUNTY	939	944	985	984	997	1,069	1,103	1,056	1,113	1,135	1,158	1,257
LEXINGTON CITY	133	131	120	151	143	145	159	148	146	151	157	180
THOMASVILLE CITY	101	102	98	84	94	90	101	101	100	116	112	133
DAVIE COUNTY	230	250	226	255	238	269	258	262	281	295	292	355
DUPLIN COUNTY	380	383	393	391	391	437	415	410	425	456	439	467
DURHAM COUNTY	1,311	1,305	1,354	1,303	1,347	1,313	1,379	1,424	1,382	1,436	1,585	1,606
EDGECOMBE COUNTY	406	406	398	386	390	369	374	374	395	417	434	404
FORSYTH COUNTY	2,047	2,076	2,212	2,212	2,291	2,370	2,454	2,454	2,546	2,625	2,726	2,910
FRANKLIN COUNTY	302	306	293	306	302	279	301	299	307	338	322	361
GASTON COUNTY	1,411	1,415	1,423	1,440	1,424	1,443	1,465	1,487	1,384	1,508	1,532	1,592
GATES COUNTY	95	101	113	120	133	120	137	141	116	131	145	148
GRAHAM COUNTY	62	69	55	72	52	58	56	61	58	59	73	58
GRANVILLE COUNTY	309	331	323	294	330	310	368	401	366	377	409	432
GREENE COUNTY	136	142	149	144	161	136	188	143	132	131	151	155
GUILFORD COUNTY	2,932	2,858	3,064	2,957	3,097	3,147	3,420	3,463	3,591	3,792	4,076	4,121
HALIFAX COUNTY	274	270	282	260	268	270	276	231	244	282	263	272
ROANOKE RAPIDS CITY	153	173	162	156	172	158	163	183	153	168	190	189
WELDON CITY	67	85	78	74	66	68	56	65	60	60	73	78
HARNETT COUNTY	604	636	637	717	729	769	833	846	907	974	1,003	1,025
HAYWOOD COUNTY	377	329	387	386	398	449	433	438	444	471	496	487
HENDERSON COUNTY	547	604	595	600	603	611	626	608	634	684	707	719
HERTFORD COUNTY	220	216	210	234	231	228	229	222	219	224	219	236
HOKE COUNTY	213	241	243	240	258	267	264	268	275	271	305	315
HYDE COUNTY	42	40	45	39	47	41	30	35	37	37	37	39
IREDELL COUNTY	632	628	678	667	692	701	713	721	788	791	884	898
MOORESVILLE CITY	182	191	199	207	211	233	240	226	223	234	232	246
JACKSON COUNTY	184	207	200	202	214	199	209	192	209	202	222	239
JOHNSTON COUNTY	759	844	824	865	922	973	992	1,047	1,094	1,152	1,211	1,407
JONES COUNTY	69	75	86	87	92	59	83	71	71	83	91	80
LEE COUNTY	366	360	381	390	395	413	409	402	425	453	468	473
LENOIR COUNTY	483	482	524	522	516	496	503	499	490	496	547	536
LINCOLN COUNTY	473	456	461	485	476	523	514	493	577	593	615	605
MACON COUNTY	205	220	228	247	235	258	249	235	251	263	272	280
MADISON COUNTY	157	156	154	156	145	148	143	128	152	140	163	157
MARTIN COUNTY	276	291	258	289	276	280	271	254	272	290	269	291
MCDOWELL COUNTY	354	307	316	346	327	301	296	292	289	333	333	342
MECKLENBURG COUNTY	4,112	4,133	4,499	4,588	4,678	4,860	4,956	5,270	5,451	5,713	5,988	6,226
MITCHELL COUNTY	122	119	134	114	129	113	128	119	107	136	120	123

MONTGOMERY COUNTY	233	244	232	233	245	250	252	228	241	254	278	287
MOORE COUNTY	528	524	547	565	545	597	562	584	660	682	689	759
NASH COUNTY	821	872	858	878	885	792	882	890	944	972	1,002	996
NEW HANOVER COUNTY	1,089	1,113	1,146	1,178	1,152	1,192	1,239	1,224	1,224	1,411	1,389	1,459
NORTHAMPTON COUNTY	202	194	239	254	235	241	227	244	205	232	239	251
ONSLOW COUNTY	990	1,005	1,089	1,104	1,144	1,164	1,146	1,136	1,128	1,165	1,150	1,155
ORANGE COUNTY	277	268	305	308	291	301	327	317	334	331	361	372
CHAPEL HILL CITY	437	449	485	525	572	581	634	678	722	777	742	733
PAMLICO COUNTY	120	122	123	126	132	114	114	98	105	117	110	98
PASQUOTANK COUNTY	244	262	267	296	273	266	266	261	270	295	265	275
PENDER COUNTY	279	258	315	313	333	318	312	348	352	370	417	444
PERQUIMANS COUNTY	110	103	106	111	101	116	99	117	106	122	99	105
PERSON COUNTY	261	269	280	256	279	286	276	306	326	313	366	391
PITT COUNTY	966	970	968	953	947	973	1,040	990	963	1,083	1,130	1,128
POLK COUNTY	105	104	103	110	102	109	115	120	107	116	134	125
RANDOLPH COUNTY	682	674	736	701	730	789	826	828	860	900	979	1,003
ASHEBORO CITY	184	198	197	211	195	224	219	235	249	251	259	296
RICHMOND COUNTY	381	391	364	367	377	347	378	355	377	401	432	453
ROBESON COUNTY	1,010	993	973	1,017	975	1,040	997	986	1,081	1,082	1,097	1,143
ROCKINGHAM COUNTY	699	730	735	743	709	690	781	736	779	783	824	798
ROWAN COUNTY	960	1,059	1,035	1,122	1,059	1,138	1,103	1,211	1,211	1,249	1,325	1,372
RUTHERFORD COUNTY	478	480	467	469	465	445	476	489	479	516	535	545
SAMPSON COUNTY	384	421	416	446	445	421	478	480	487	559	654	588
CLINTON CITY	151	143	144	134	136	143	135	155	148	152	165	164
SCOTLAND COUNTY	358	351	359	347	355	346	337	334	330	357	363	391
STANLY COUNTY	366	384	388	414	385	408	411	412	417	437	460	438
ALBEMARLE CITY	114	106	100	117	126	111	112	136	133	117	124	152
STOKES COUNTY	320	326	367	386	378	405	385	387	396	403	440	420
SURRY COUNTY	432	399	412	393	422	398	381	415	438	482	509	541
ELKIN CITY	66	71	87	81	79	61	63	61	65	65	75	81
MOUNT AIRY CITY	95	104	95	117	102	92	130	110	105	125	138	150
SWAIN COUNTY	83	89	98	94	98	101	89	100	96	120	94	110
TRANSYLVANIA COUNTY	236	219	200	234	253	263	231	237	257	224	243	216
TYRRELL COUNTY	39	51	59	48	48	53	53	56	72	55	57	58
UNION COUNTY	864	937	932	1,004	1,020	1,011	1,108	1,175	1,178	1,321	1,414	1,406
VANCE COUNTY	292	288	282	268	286	248	288	286	291	328	344	359
WAKE COUNTY	4,048	4,359	4,636	5,038	5,333	5,584	6,129	6,414	6,723	7,114	7,717	8,099
WARREN COUNTY	163	171	161	136	180	172	180	181	169	200	211	199
WASHINGTON COUNTY	159	167	156	161	140	138	133	114	121	131	133	142

WATAUGA COUNTY	265	268	281	287	275	310	285	315	301	278	272	293
WAYNE COUNTY	996	997	980	1,023	1,018	1,033	1,080	1,030	1,043	1,087	1,149	1,173
WILKES COUNTY	453	507	493	469	492	493	502	502	520	513	548	548
WILSON COUNTY	579	563	546	596	590	582	597	563	570	595	633	679
YADKIN COUNTY	245	238	253	268	259	269	288	315	309	327	355	366
YANCEY COUNTY	159	153	167	159	146	158	160	161	172	171	188	174
STATE TOTAL	58,000	58,712	60,708	62,310	63,220	64,153	66,658	67,670	69,335	73,046	76,371	78,754

NOTE: VANCE COUNTY REPORTED ITS ELEMENTARY STUDENTS IN GROUPS OF GRADE SPANS(AS K,1-3,4-6,7-8)
IN 1992-93 AND 1993-94. ITS GRADE ADMS WERE ESTIMATED FOR THIS PROJECTION.

ATTACHMENT Q

Table 5

1998 Profile of Prospective Applicants for Admissions
Geographic Location of High Schools

EAST CAROLINA UNIVERSITY **CODE: 5180**

Geographic locations of high schools that the largest numbers of your prospective applicants attend.

Location	Number	Percent	Percent Male	Percent Female
High Schools in the United States				
NORTH CAROLINA	11,996	74.7	41.6	58.4
VIRGINIA	1,685	10.5	41.3	58.7
MARYLAND	479	3.0	38.6	61.4
NEW JERSEY	325	2.0	45.5	54.5
NEW YORK	262	1.6	41.6	58.4
PENNSYLVANIA	242	1.5	54.5	45.5
SOUTH CAROLINA	238	1.5	57.1	42.9
FLORIDA	110	.7	41.8	58.2
CONNECTICUT	103	.6	41.7	58.3
GEORGIA	92	.6	47.8	52.2
OHIO	58	.4	39.7	60.3
MASSACHUSETTS	55	.3	43.6	56.4
DELAWARE	54	.3	38.9	61.1
TEXAS	35	.2	57.1	42.9
WEST VIRGINIA	32	.2	34.4	65.6
CALIFORNIA	27	.2	44.4	55.6
NEW HAMPSHIRE	22	.1	54.5	45.5
INDIANA	21	.1	23.8	76.2
DIST. OF COLUMBIA	18	.1	44.4	55.6
TENNESSEE	14	.1	50.0	50.0
VERMONT	13	.1	23.1	76.9
MAINE	13	.1	46.2	53.8
RHODE ISLAND	12	.1	41.7	58.3
MICHIGAN	9	.1	33.3	66.7
ALABAMA	8	.0	25.0	75.0
COLORADO	8	.0	25.0	75.0
HAWAII	8	.0	25.0	75.0
KENTUCKY	8	.0		100.0
ILLINOIS	7	.0	28.6	71.4
WASHINGTON	6	.0	50.0	50.0
NEBRASKA	5	.0	20.0	80.0
ALASKA	4	.0	50.0	50.0
All Other United States High Schools	35	.2	40.0	60.0
High Schools Outside the United States	51	.3	54.9	45.1
Total	16,055	100.0	42.0	58.0

ATTACHMENT R

Table 4

1998 Profile of Prospective Applicants for Admissions
Shared Prospective Applicants

EAST CAROLINA UNIVERSITY **CODE: 5180**

Point to Note

- Each student's high school rank, as reported on the SDQ, is assigned a percentile (e.g., 95, 85, 70, or 50). Then the mean percentile of high school rank for each group of students who sent scores to a college or university is calculated to help you compare groups.

Other colleges and universities that received the most SAT I Program reports from your prospective applicants.

College or University	State	Type	Students		Percent		Mean Scores		Mean Percentile of High School Rank
			Number	Percent	Male	Female	Verbal	Math	
NORTH CAR STATE UNIV RALEIGH	NC	4-YR PUBL	6,023	37	49	51	490	504	72
UNIV NORTH CAROLINA WILMINGTON	NC	4-YR PUBL	5,570	35	39	61	484	488	69
UNIV NORTH CAROLINA CHAPEL HL	NC	4-YR PUBL	5,569	35	39	61	503	512	77
APPALACHIAN STATE UNIVERSITY	NC	4-YR PUBL	4,510	28	47	53	489	495	68
UNIV NORTH CAROLINA GREENSBORO	NC	4-YR PUBL	3,545	22	31	69	477	476	68
UNIV NORTH CAROLINA CHARLOTTE	NC	4-YR PUBL	2,774	17	41	59	473	483	68
WESTRN CAROLINA UNIVERSITY	NC	4-YR PUBL	1,838	11	48	52	469	475	65
WAKE FOREST UNIVERSITY	NC	4-YR PRIV	1,369	9	46	54	516	529	79
ELON COLLEGE	NC	4-YR PRIV	1,213	8	44	56	485	488	68
DUKE UNIVERSITY	NC	4-YR PRIV	1,076	7	41	59	533	546	83
NORTH CAR AGR TECH STATE UNIV	NC	4-YR PUBL	1,047	7	47	53	421	427	63
CAMPBELL UNIVERSITY	NC	4-YR PRIV	1,023	6	39	61	484	489	74
JAMES MADISON UNIVERSITY	VA	4-YR PUBL	1,004	6	37	63	511	517	71
NORTH CAR CENTRAL UNIVERSITY	NC	4-YR PUBL	979	6	33	67	414	415	63
VIRGINIA POLYTECH INST ST U	VA	4-YR PUBL	899	6	46	54	508	517	70
UNIV NORTH CAROLINA ASHEVILLE	NC	4-YR PUBL	810	5	43	57	503	501	70
CLEMSON UNIVERSITY	SC	4-YR PUBL	758	5	54	46	489	506	69
NCAA INITIAL ELIG CLEARINGHSE	IA		746	5	65	35	475	495	68
WINSTON-SALEM STATE UNIVERSITY	NC	4-YR PUBL	666	4	29	71	415	419	63
UNIV VIRGINIA	VA	4-YR PUBL	643	4	47	53	510	519	74
MEREDITH COLLEGE	NC	4-YR PRIV	617	4		100	490	485	72
RADFORD UNIVERSITY	VA	4-YR PUBL	604	4	37	63	478	479	62
OLD DOMINION UNIVERSITY	VA	4-YR PUBL	559	3	44	56	481	486	66
UNIV NORTH CAROLINA PEMBROKE	NC	4-YR PUBL	545	3	41	59	455	452	68
UNIV SOUTH CAROLINA COLUMBIA*	SC	4-YR PUBL	535	3	52	48	487	497	68
FLORIDA STATE UNIVERSITY	FL	4-YR PUBL	513	3	47	53	484	496	68
FAYETTEVILLE STATE UNIVERSITY	NC	4-YR PUBL	480	3	38	62	403	409	62
NATIONAL MERIT SCHOL PROGRAM	IL		452	3	31	69	527	530	80
COLL CHARLESTON	SC	4-YR PUBL	444	3	39	61	501	505	67
ELIZABETH CITY STATE UNIV	NC	4-YR PUBL	418	3	37	63	407	410	64
VIRGINIA COMMONWEALTH UNIV	VA	4-YR PUBL	416	3	36	64	492	489	66
GEORGE MASON UNIVERSITY	VA	4-YR PUBL	396	2	38	62	491	496	64
UNIV MARYLAND COLLEGE PARK*	MD	4-YR PUBL	377	2	40	60	505	510	68
LONGWOOD COLLEGE	VA	4-YR PUBL	372	2	31	69	472	476	63
BARTON COLLEGE	NC	4-YR PRIV	366	2	34	66	456	455	68

16,070	Number of score reports sent to EAST CAROLINA UNIVERSITY
25,095	Number of score reports that your prospective applicants sent to colleges and universities not listed above.
121	Number of score reports sent only to you.

* Main Campus

PERFORMANCE MEASURES FOR 1996 - 1997 TRANSFERS FROM ALL INSTITUTIONS TO UNC INSTITUTIONS

STUDENT SELECTION CRITERIA: RACE= ALL SEX= ALL CLASS LEVEL= ALL TYPE= FULL & PART-TIME

UNC INSTITUTIONS	No. of Transfers	FALL TERM MEASURES: Transfers Mean GPA	Mean Letter Grade Hours Earned	Mean Hrs. of 'I','W', 'Pass/Fail'	English N	English Mean GPA	Math/Science N	Math/Science Mean GPA	Social Science N	Social Science Mean GPA	END OF YEAR MEASURES (SUMMER 1996 - SPRING 1997): Transfers Mean GPA	Academic Standing (% of Transfers): Good Standing	Probation	Suspended	Withdrew	Graduated
Appalachian	872	2.67	12.3	1.5	214	2.58	346	2.14	518	2.55	2.71	76.6	N/A	N/A	N/A	N/A
East Carolina	1,219	2.59	11.8	.9	350	2.87	720	2.21	756	2.46	2.65	69.2	N/A	N/A	N/A	N/A
Elizabeth City	114	2.69	13.3	1.1	79	2.36	76	2.46	92	2.81	2.74	70.2	N/A	N/A	N/A	N/A
Fayetteville	383	2.87	10.7	1.8	144	2.83	195	2.61	164	2.95	2.85	67.9	N/A	N/A	N/A	N/A
N.C. A and T	321	2.59	11.5	1.5	123	2.60	211	2.29	91	2.47	2.46	62.6	N/A	N/A	N/A	N/A
N.C. Central	249	2.84	10.3	1.5	57	2.54	80	2.51	121	2.98	2.89	73.5	N/A	N/A	N/A	N/A
N.C. School of Arts	92	.00	.0	13.6	0	.00	0	.00	0	.00	.00	0.0	N/A	N/A	N/A	N/A
N.C. State	1,254	2.66	11.1	1.9	279	2.80	846	2.52	746	2.59	2.70	72.1	N/A	N/A	N/A	N/A
UNC-Asheville	254	2.70	11.2	1.7	64	2.87	149	2.42	73	2.88	2.70	68.5	N/A	N/A	N/A	N/A
UNC-Chapel Hill	706	2.83	12.6	1.5	131	3.19	285	2.31	460	2.82	2.89	77.1	N/A	N/A	N/A	N/A
UNC-Charlotte	1,481	2.50	10.5	1.5	223	2.94	658	2.03	695	2.39	2.54	61.5	N/A	N/A	N/A	N/A
UNC-Greensboro	847	2.93	9.7	2.3	170	2.87	280	2.57	319	2.79	2.92	68.6	N/A	N/A	N/A	N/A
UNC-Pembroke	300	2.66	11.0	1.9	91	2.56	153	2.42	193	2.50	2.71	64.3	N/A	N/A	N/A	N/A
UNC-Wilmington	880	2.63	12.0	1.0	230	2.79	502	2.37	417	2.46	2.69	70.6	N/A	N/A	N/A	N/A
Western Carolina	496	2.41	12.7	.4	149	2.08	243	1.94	218	2.40	2.56	70.0	N/A	N/A	N/A	N/A
Winston-Salem	306	2.61	9.3	2.0	70	1.97	139	2.31	140	2.53	2.71	65.0	N/A	N/A	N/A	N/A
UNC TOTAL	9,774	2.66	11.2	1.6	2374	2.74	488?	2.31	5003	2.58	2.70	68.6	N/A	N/A	N/A	N/A

Definitions:

1) A full-time transfer student is one who completed 12 hours or more of letter-graded coursework in the fall semseter and in the spring semester.
2) Class level is based on the number of hours 'accepted' for transfer from all previously attended institutions (0<30 = Freshman, 30<60 = Sophomore, 60+ = Upper Division).
3) Letter Grade courses include those which are graded 'A', 'B', 'C', 'D', 'F' or 'WF' or the equivalent thereof. They exclude Advanced Placement, CLEP and regular courses with grades of 'I', 'W' or 'Pass/Fail'. The only exception to this definition occurs at UNC-CH, where a grade of 'I' is treated as an 'F' and is included in Letter Grade Hours Earned and in the Mean GPA.
4) For 1996-97 and later, Good Standing means completing the first year with GPA >= 2.0. Information about Probation, Suspension, Withdrawal, and Graduation is not available.

UNC-GA ProgAssess/TSP.ER001D/09-04-98

ATTACHMENT 5

PERFORMANCE MEASURES FOR 1996 - 1997 TRANSFER STUDENTS ATTENDING 002923 East Carolina

STUDENT SELECTION CRITERIA: RACE= ALL SEX= ALL CLASS LEVEL= ALL TYPE= FULL & PART-TIME

INSTITUTION TRANSFERRED FROM	No. of Transfers	FALL TERM MEASURES									END OF YEAR MEASURES (SUMMER 1996 - SPRING 1997)					
		Transfers Mean GPA	Mean Letter Grade Hours Earned	Mean Hrs. of 'I','W', 'Pass/ Fail'	English		Math/ Science		Social Science		Transfers Mean GPA	Academic Standing (% of Transfers)				
					N	Mean GPA	N	Mean GPA	N	Mean GPA		Good Standing	Probation	Suspended	Withdrew	Graduated
Appalachian	12	2.59	9.9	1.3	3	3.00	6	2.24	6	2.25	2.76	83.3	N/A	N/A	N/A	N/A
Elizabeth City	11	1.94	13.5	.6	3	1.67	9	1.49	8	2.18	1.94	54.5	N/A	N/A	N/A	N/A
Fayetteville	5	2.47	12.4	1.4	0	.00	3	1.40	3	1.17	2.66	80.0	N/A	N/A	N/A	N/A
N.C. A and T	2	2.91	17.5	.0	2	3.00	2	2.00	2	3.33	2.64	100.0	N/A	N/A	N/A	N/A
N.C. Central	3	2.49	11.7	3.0	1	4.00	2	1.60	3	3.25	2.12	66.7	N/A	N/A	N/A	N/A
N.C. School of Arts	1	4.00	18.0	2.0	0	.00	1	4.00	0	.00	3.87	100.0	N/A	N/A	N/A	N/A
N.C. State	49	2.71	11.8	1.6	11	3.18	30	2.49	28	2.65	2.67	67.3	N/A	N/A	N/A	N/A
UNC-Asheville	6	2.81	12.0	2.0	1	3.00	5	2.95	6	3.00	2.91	100.0	N/A	N/A	N/A	N/A
UNC-Chapel Hill	14	3.29	13.9	.2	1	4.00	10	2.91	10	3.23	3.34	85.7	N/A	N/A	N/A	N/A
UNC-Charlotte	15	2.79	11.3	1.9	2	3.50	11	2.90	8	2.31	3.00	86.7	N/A	N/A	N/A	N/A
UNC-Greensboro	10	2.72	11.9	1.2	4	3.25	5	1.75	8	2.50	2.75	60.0	N/A	N/A	N/A	N/A
UNC-Pembroke	10	2.03	12.8	.7	1	4.00	8	2.00	8	2.00	2.22	40.0	N/A	N/A	N/A	N/A
UNC-Wilmington	39	2.70	12.7	.9	11	2.64	24	2.09	28	2.80	2.78	76.9	N/A	N/A	N/A	N/A
Western Carolina	10	2.79	14.1	.7	4	3.00	8	2.59	7	2.80	2.68	70.0	N/A	N/A	N/A	N/A
Winston-Salem	2	3.17	15.0	.0	1	3.00	2	2.89	2	3.33	3.13	100.0	N/A	N/A	N/A	N/A
UNC TOTAL	189	2.69	12.4	1.2	45	2.98	126	2.38	127	2.63	2.73	73.0	N/A	N/A	N/A	N/A
Beaufort Co.	35	2.82	10.9	.8	9	2.50	13	2.73	25	2.56	2.83	77.1	N/A	N/A	N/A	N/A
Bladen	1	.92	13.0	3.0	0	.00	0	.00	1	.30	.92	0.0	N/A	N/A	N/A	N/A

Definitions:

1) A full-time transfer student is one who completed 12 hours or more of letter-graded coursework in the fall semseter and in the spring semester.
2) Class level is based on the number of hours 'accepted' for transfer from all previously attended institutions (0<30 = Freshman, 30<60 = Sophomore, 60+ = Upper Division).
3) Letter Grade courses include those which are graded 'A', 'B', 'C', 'D', 'F' or 'WF' or the equivalent thereof. They exclude Advanced Placement, CLEP and regular courses with grades of 'I', 'W' or 'Pass/Fail'. The only exception to this definition occurs at UNC-CH, where a grade of 'I' is treated as an 'F' and is included in Letter Grade Hours Earned and in the Mean GPA.
4) For 1996-97 and later, Good Standing means completing the first year with GPA >= 2.0. Information about Probation, Suspension, Withdrawal, and Graduation not available.

PERFORMANCE MEASURES FOR 1996 - 1997 TRANSFERS FROM 002923 East Carolina TO UNC INSTITUTIONS

STUDENT SELECTION CRITERIA: RACE= ALL SEX= ALL CLASS LEVEL= ALL TYPE= FULL & PART-TIME

UNC INSTITUTIONS	No. of Transfers	FALL TERM MEASURES: Transfers Mean GPA	Mean Letter Grade Hours Earned	Mean Hrs. of 'I','W', 'Pass/Fail'	English N	English Mean GPA	Math/Science N	Math/Science Mean GPA	Social Science N	Social Science Mean GPA	END OF YEAR MEASURES (SUMMER 1996 - SPRING 1997): Transfers Mean GPA	Academic Standing (% of Transfers): Good Standing	Probation	Suspended	Withdrew	Graduated
Appalachian	15	2.41	10.7	1.7	3	2.50	4	2.15	10	2.31	2.48	66.7	N/A	N/A	N/A	N/A
East Carolina	0	****	****	****	***	****	***	****	***	****	****	****	****	****	****	****
Elizabeth City	8	3.57	12.6	1.6	3	3.33	2	3.50	8	3.77	3.48	100.0	N/A	N/A	N/A	N/A
Fayetteville	11	2.80	9.7	3.6	3	2.75	6	2.71	5	2.59	2.69	72.7	N/A	N/A	N/A	N/A
N.C. A and T	4	2.64	12.5	1.0	1	4.00	4	2.95	0	.00	2.52	75.0	N/A	N/A	N/A	N/A
N.C. Central	1	****	****	****	***	****	***	****	***	****	****	****	****	****	****	****
N.C. School of Arts	0	****	****	****	***	****	***	****	***	****	****	****	****	****	****	****
N.C. State	28	2.62	10.7	2.3	6	2.33	17	2.68	21	2.47	2.64	67.9	N/A	N/A	N/A	N/A
UNC-Asheville	3	2.21	11.0	1.0	0	.00	3	2.41	0	.00	2.57	66.7	N/A	N/A	N/A	N/A
UNC-Chapel Hill	11	2.72	13.4	.9	5	3.00	5	2.47	7	2.24	2.81	72.7	N/A	N/A	N/A	N/A
UNC-Charlotte	23	2.32	10.4	2.2	3	2.67	12	1.48	13	2.00	2.46	52.2	N/A	N/A	N/A	N/A
UNC-Greensboro	25	2.88	9.1	2.9	8	2.75	6	2.72	9	2.67	2.98	72.0	N/A	N/A	N/A	N/A
UNC-Pembroke	7	2.17	12.9	1.3	2	2.33	5	2.43	4	1.67	2.31	57.1	N/A	N/A	N/A	N/A
UNC-Wilmington	29	2.22	12.6	.9	10	2.43	18	1.91	10	1.82	2.34	62.1	N/A	N/A	N/A	N/A
Western Carolina	3	2.38	11.3	1.0	0	.00	3	1.50	2	2.50	2.44	66.7	N/A	N/A	N/A	N/A
Winston-Salem	8	3.16	13.6	.1	3	3.33	5	2.95	7	3.10	3.25	100.0	N/A	N/A	N/A	N/A
UNC TOTAL	176	2.59	11.2	1.8	47	2.68	90	2.33	96	2.47	2.66	68.8	N/A	N/A	N/A	N/A

Definitions:

1) A full-time transfer student is one who completed 12 hours or more of letter-graded coursework in the fall semseter and in the spring semester.
2) Class level is based on the number of hours 'accepted' for transfer from all previously attended institutions (0<30 = Freshman, 30<60 = Sophomore, 60+ = Upper Division).
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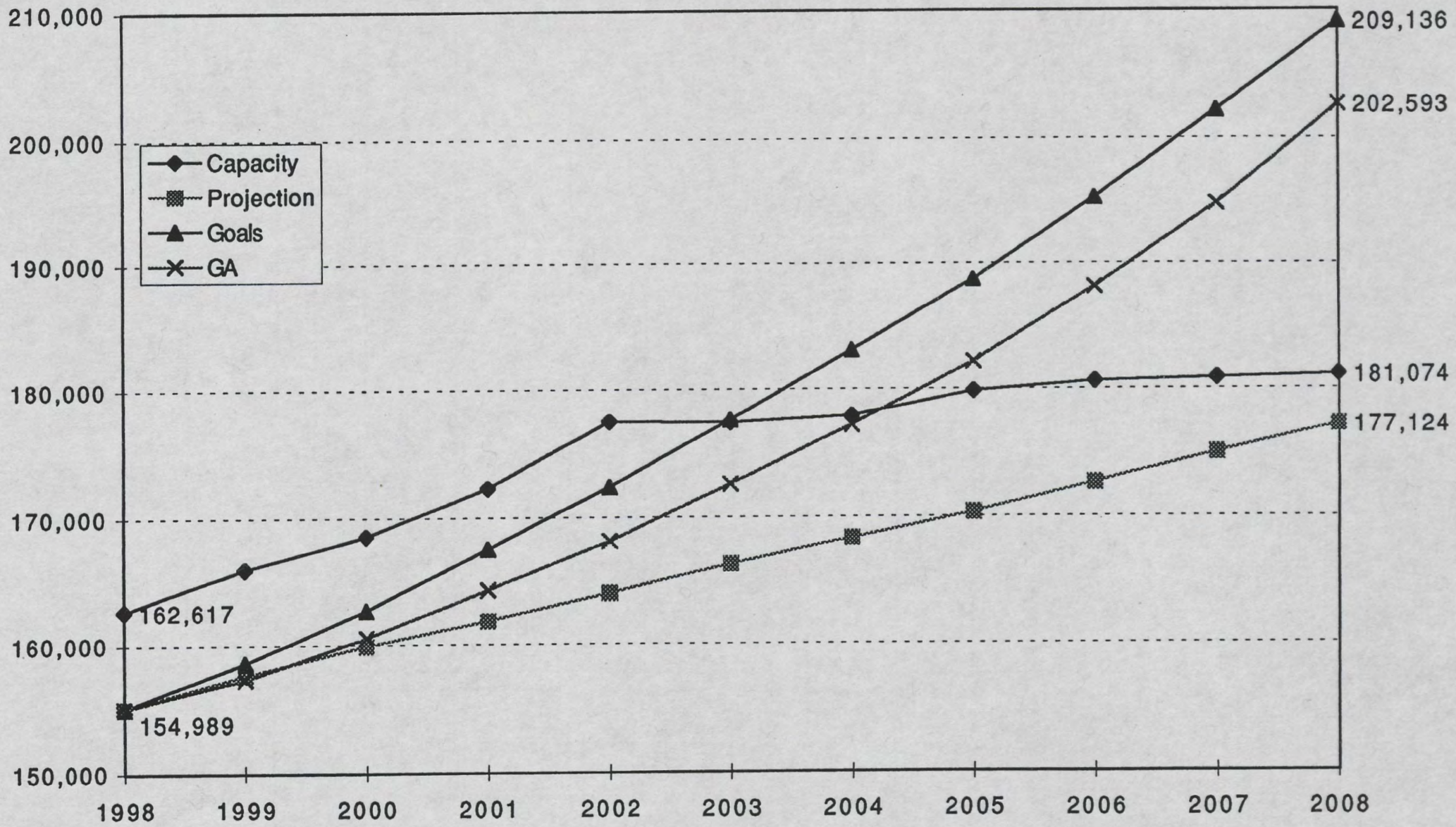
4) For 1996-97 and later, Good Standing means completing the first year with GPA >= 2.0. Information about Probation, Suspension, Withdrawal, and Graduation not available.

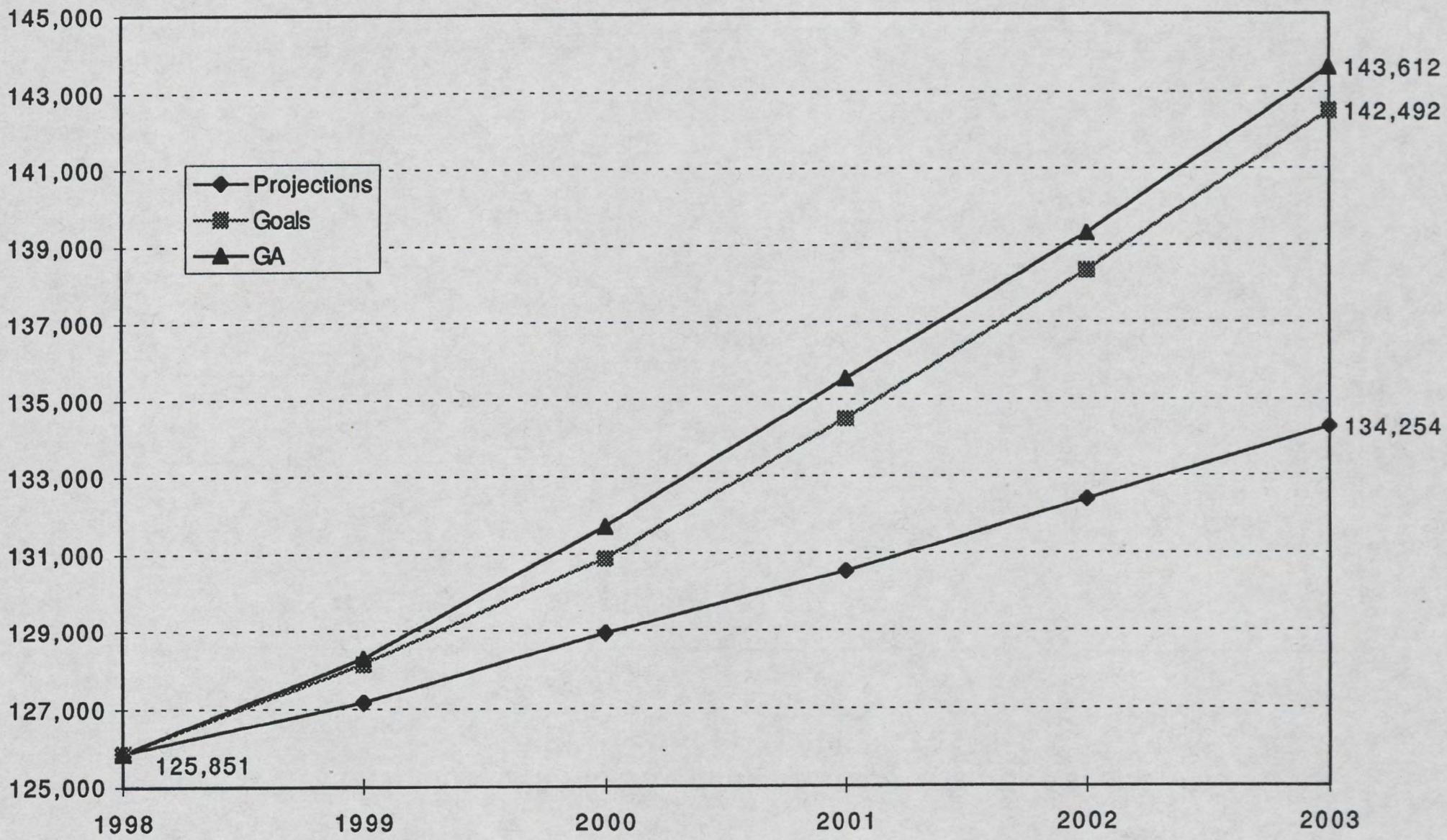
UNC-GA ProgAssess/TSP.ER001B/09-10-98

UNC TOTAL Headcount Estimated Capacity, Projections, Goals, and UNC-GA Projections: 1998-2008

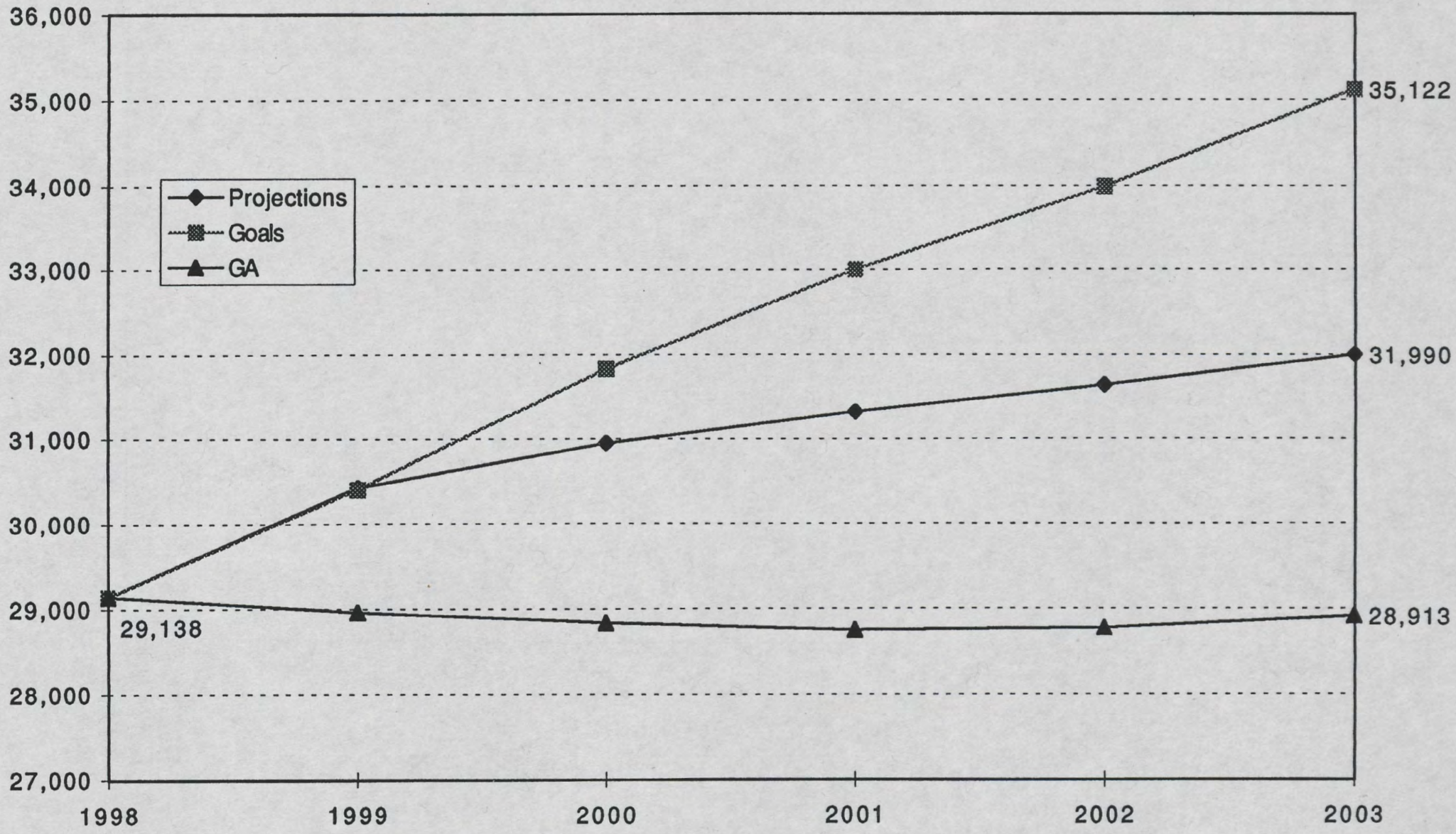


ATTACHMENT T

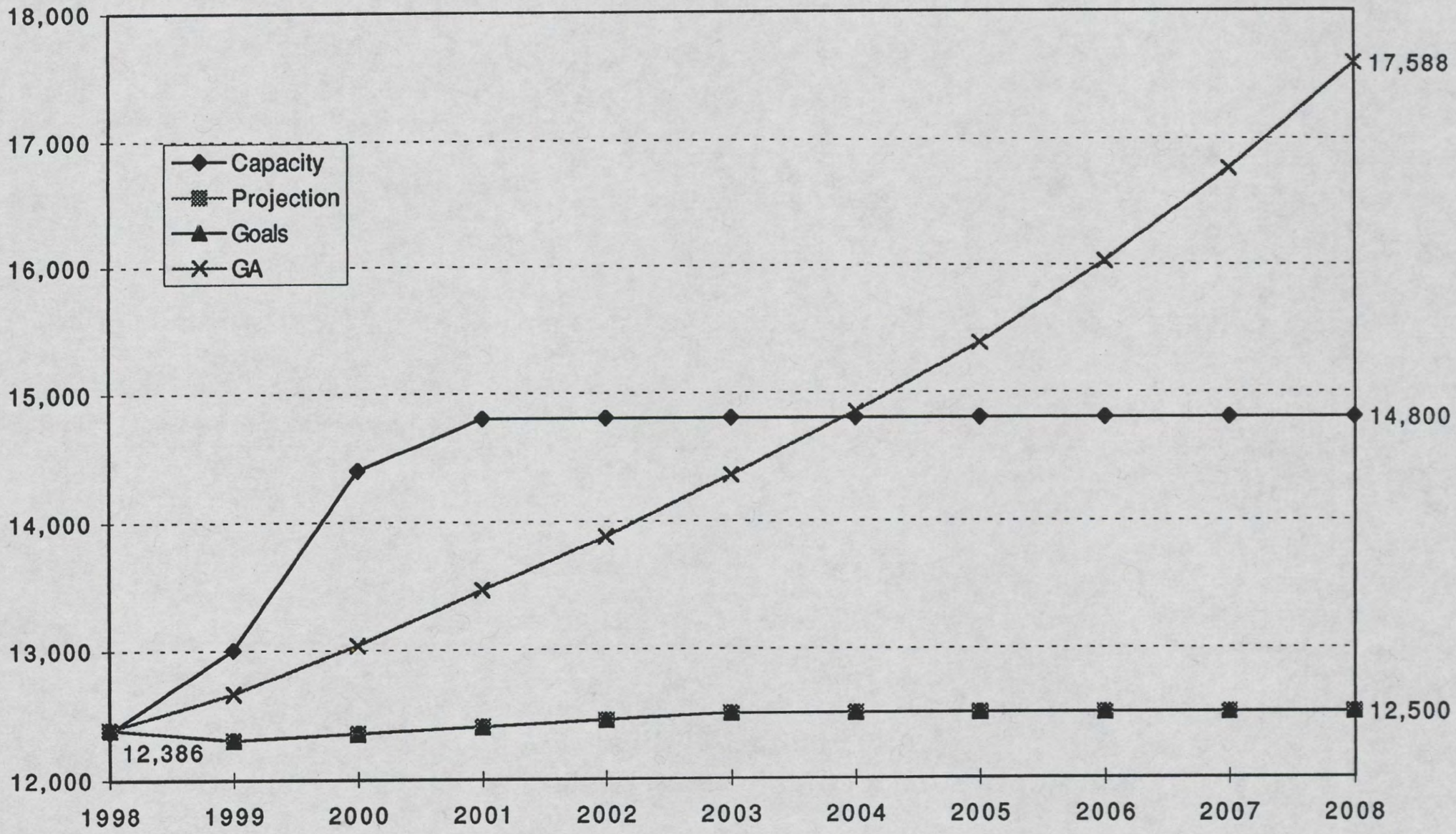
UNC TOTAL Undergraduate Fall Headcount Projections, Goals, and UNC-GA Projections: 1998-2003



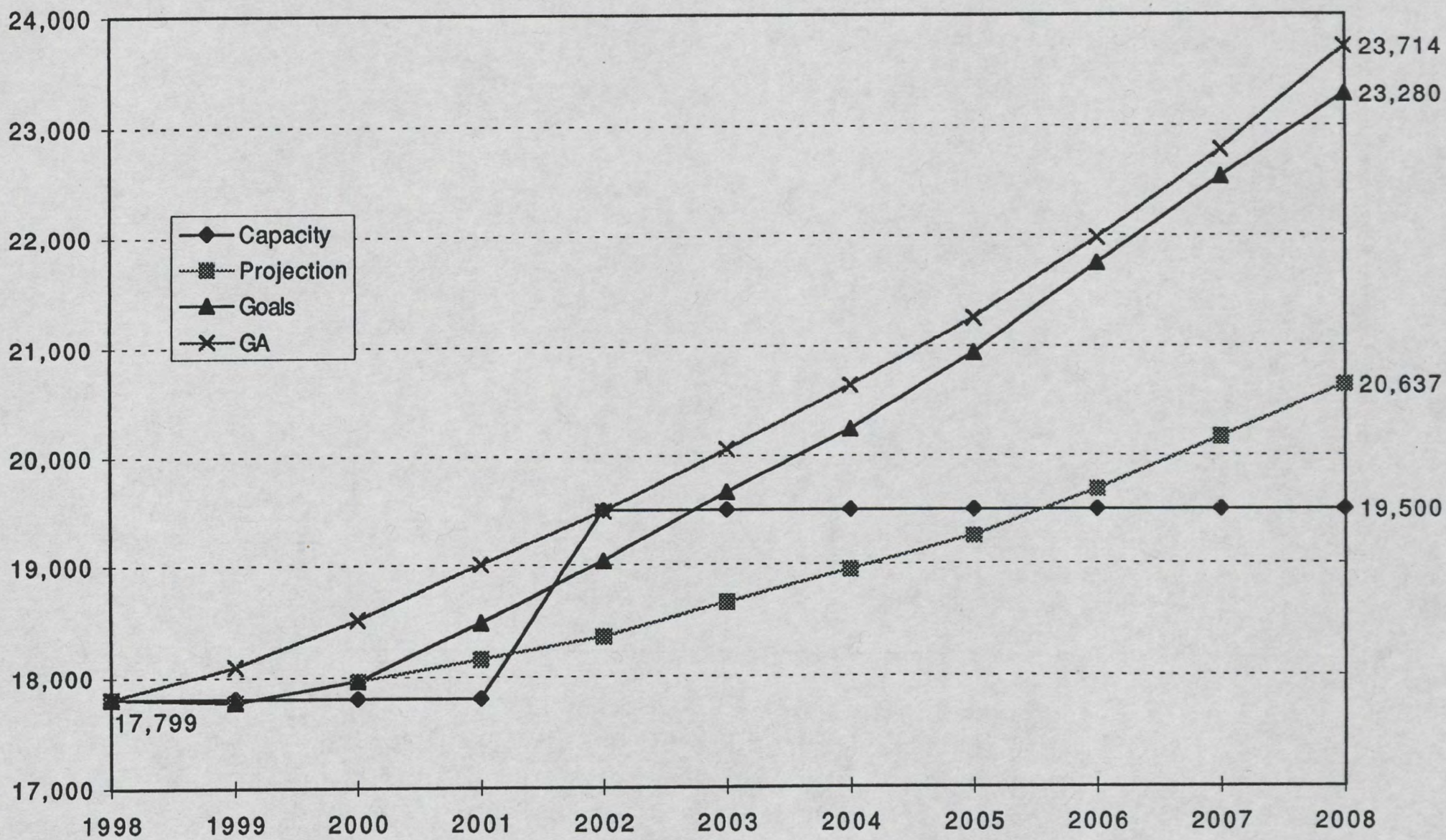
UNC TOTAL Graduate/FP Fall Headcount Projections, Goals, and UNC-GA Projections: 1988-2003



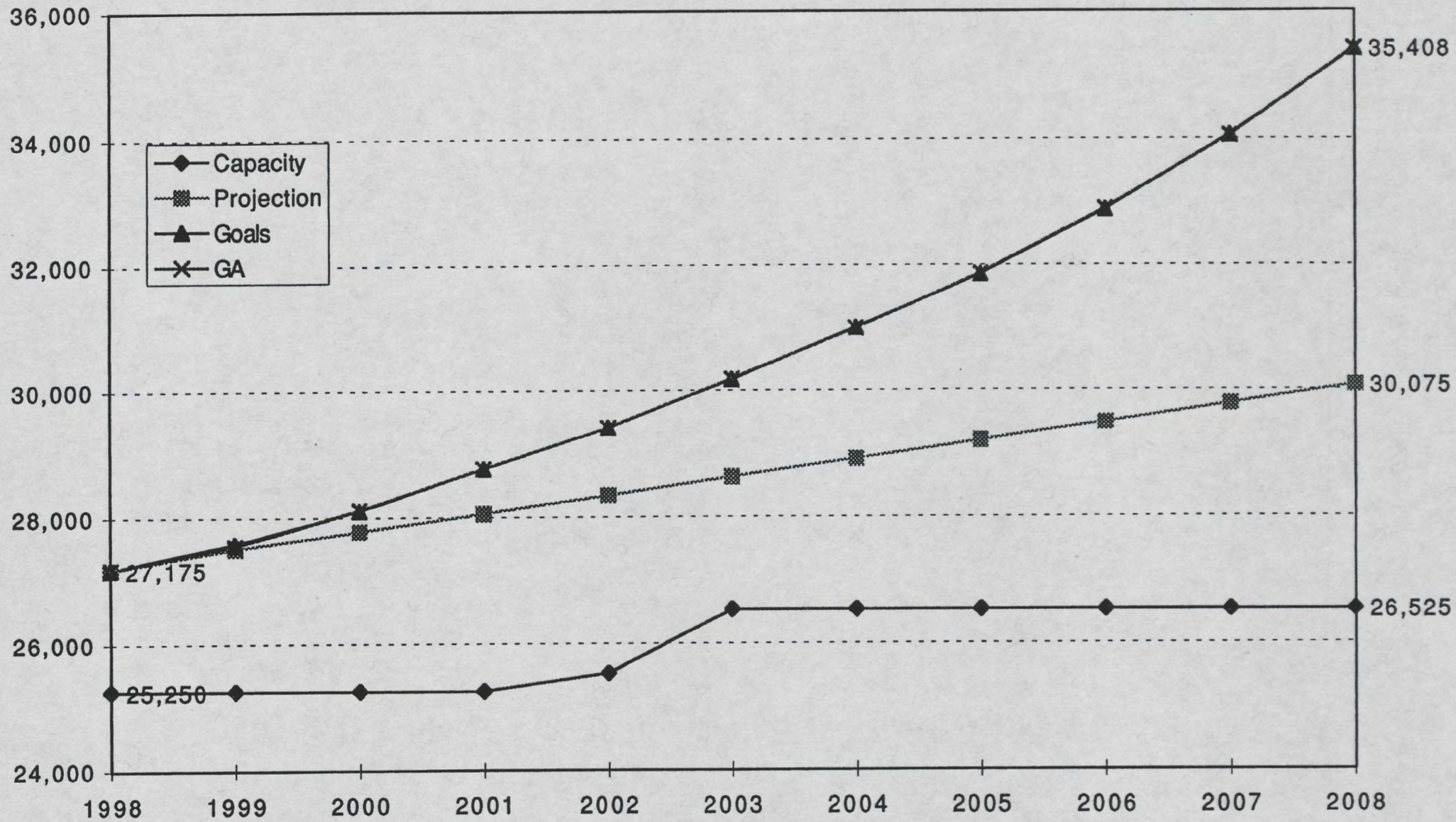
ASU Fall Headcount Estimated Capacity, Projections, Goals, and UNC-GA Projections: 1998-2008 (campus projections = goals)



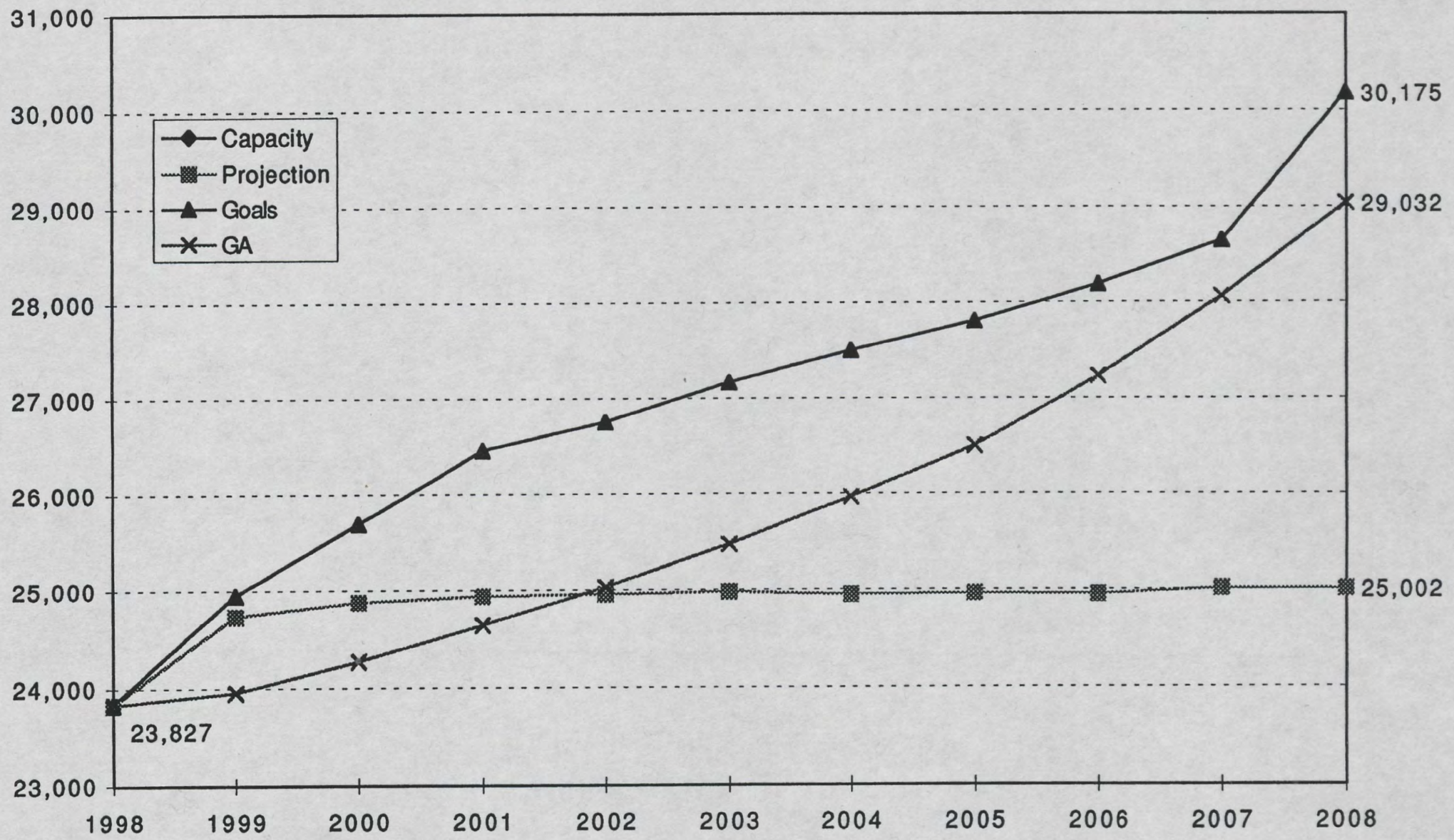
ECU Fall Headcount Estimated Capacity, Projections, Goals, and UNC-GA Projections: 1998-2008



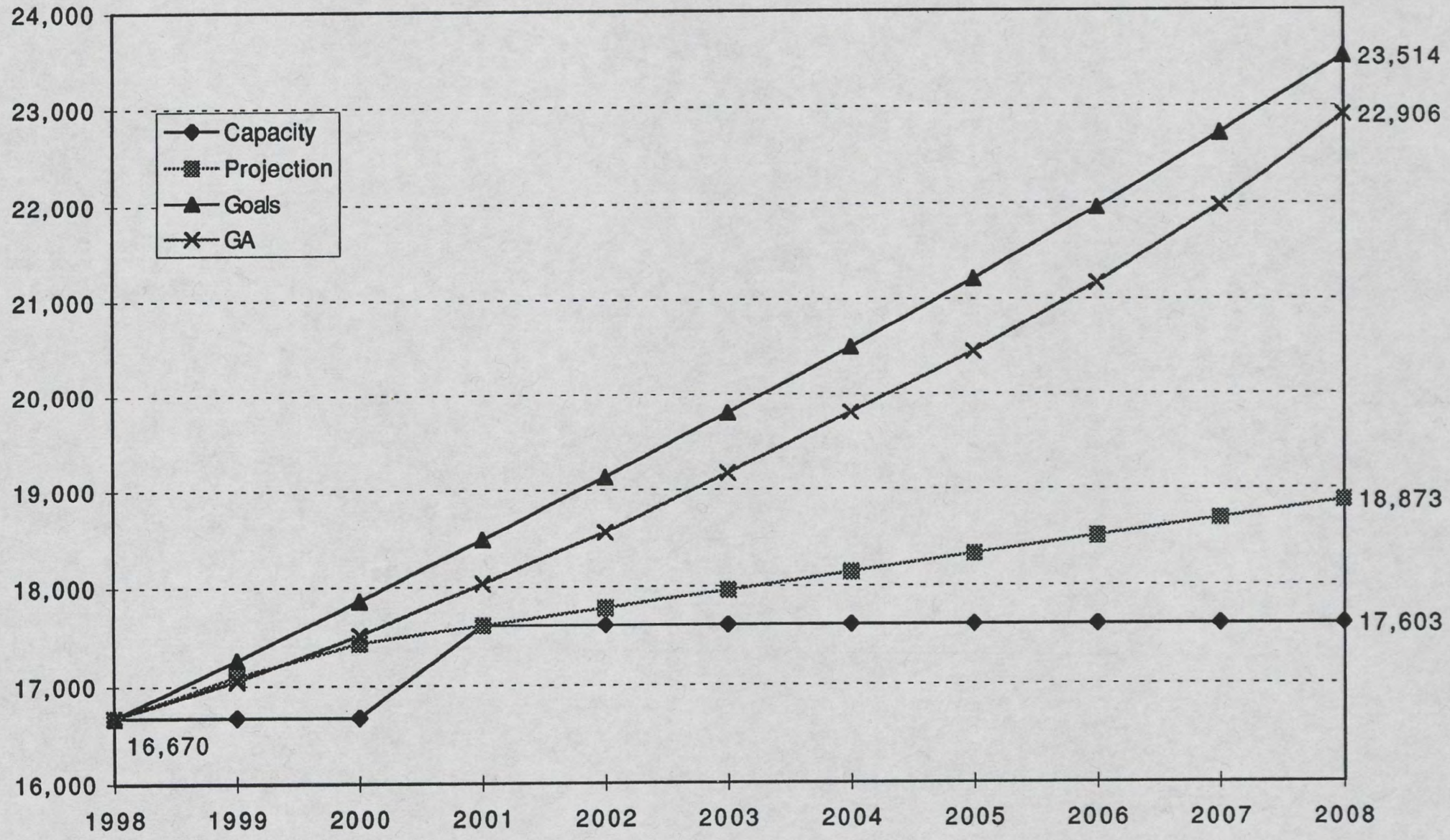
NCSU Fall Headcount Estimated Capacity, Projections, Goals, and UNC-GA Projections: 1998-2008



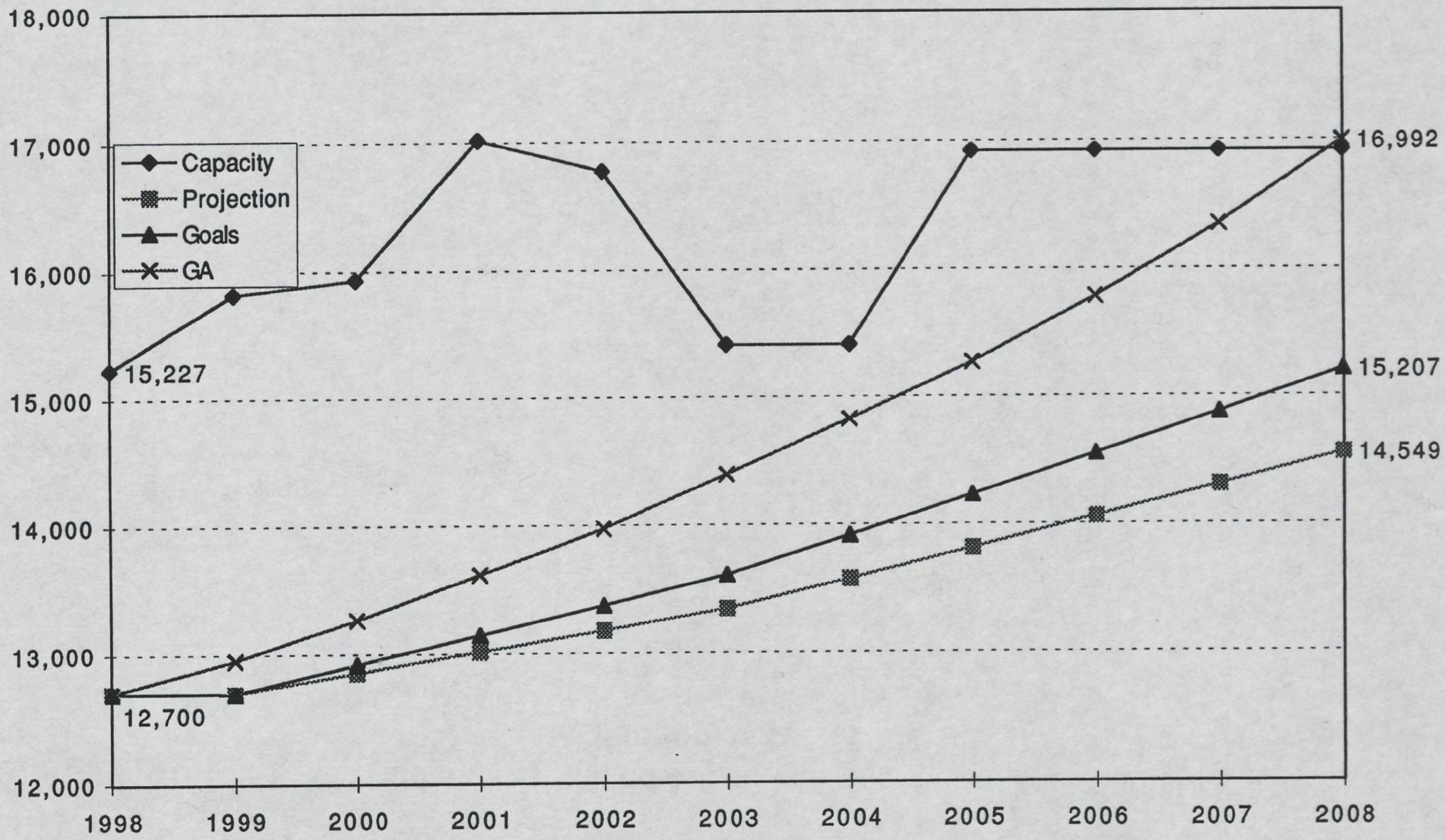
UNC-CH Fall Headcount Estimated Capacity, Projections, Goals, and UNC-GA Projections: 1998-2008 (capacity = campus projection)



UNCC Fall Headcount Estimated Capacity, Projections, Goals, and UNC-GA Projections: 1998-2008



UNCG Fall Headcount Estimated Capacity, Projections, Goals, and UNC-GA Projections: 1998-2008



UNCW Fall Headcount Estimated Capacity, Projections, Goals, and UNC-GA Projections: 1998-2008