



**Meeting of the Full Board**  
**September 11, 2025**  
**8:30 am**  
**Oakley Family Reception Room, Alumni House**

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**Discussion Item**

BOT – 2      Enrollment Growth through Pipeline Diversification

**Background Information**

Vice Chancellor McEntire will present an enrollment update, focusing on how pipeline diversification has contributed to successful enrollment growth. The presentation will share outcomes for the new direct admissions programs and updates on the [Transfer Promise Program](#). Details on online and graduate program growth will also be discussed. Lastly, the presentation will share characteristics of the new first-year and transfer classes.



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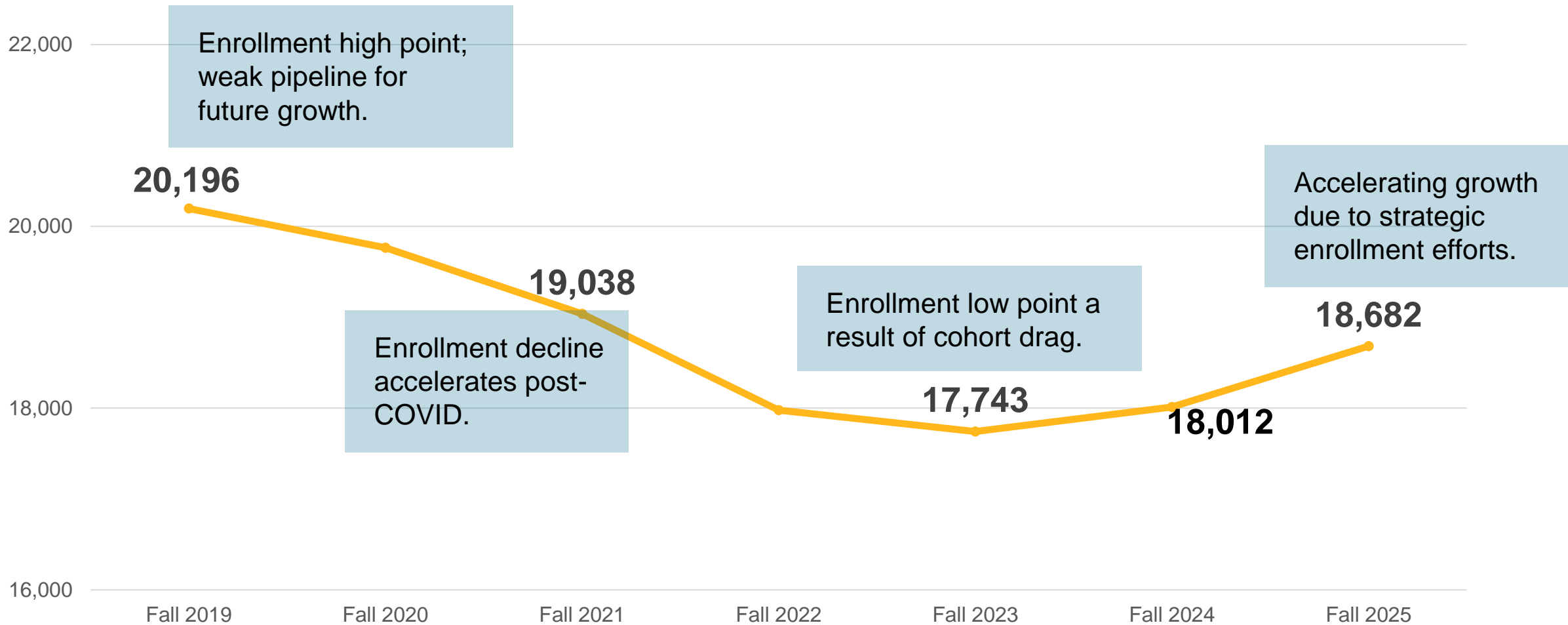
# Enrollment Growth Through Pipeline Diversification

September 11, 2025

Tina McEntire, Vice Chancellor of Enrollment Management



# 7-Year Enrollment: Decline and Recovery



# Fall Census Enrollment Comparison

↑ **3.7%** increase in Total Headcount

↑ **4.2%** increase in Student Credit Hour Production

	2023	2024	2025	Change % ('24 to '25)
<b>Undergraduate</b>				
New Freshman	2,613	2,433	<b>2,606</b>	<b>7.1%</b>
New Transfer	1,627	1,793	<b>1,890</b>	<b>5.4%</b>
Readmitted Students	410	383	<b>369</b>	<b>- 3.7%</b>
New Other (non-degree, middle college)	279	327	<b>288</b>	<b>-11.9%</b>
Continuing UG Enrollment	9,199	9,453	<b>9,689</b>	<b>2.5%</b>
<b>UG Total</b>	<b>14,127</b>	<b>14,389</b>	<b>14,842</b>	<b>3.2%</b>
<b>Graduate</b>				
New Graduate Enrollment	1,327	1,401	<b>1,476</b>	<b>5.4%</b>
Continuing Enrollment	2,260	2,195	<b>2,341</b>	<b>6.7%</b>
<b>GR Total</b>	<b>3,587</b>	<b>3,596</b>	<b>3,817</b>	<b>6.1%</b>
Integrative Community Studies	29	27	<b>23</b>	<b>-14.8%</b>
<b>TOTAL HEADCOUNT</b>	<b>17,743</b>	<b>18,012</b>	<b>18,682</b>	<b>3.7%</b>

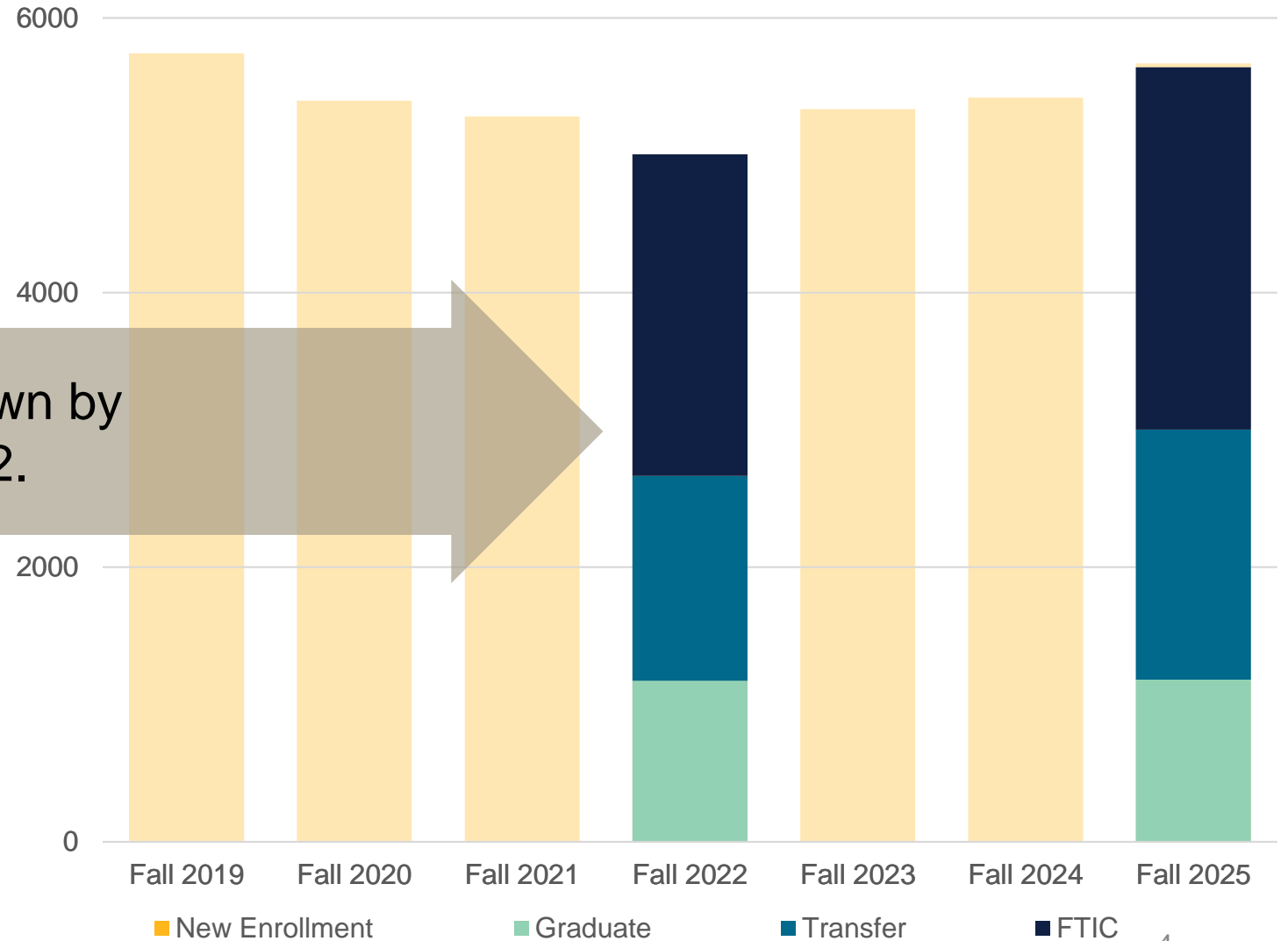


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# Fall Enrollment 2019-2025

New student headcount has grown by 670 students (13.4%) since 2022.

**+11.2% FTIC**  
**+26.6% Transfer**  
**+0.8% Graduate** (Masters + Doctoral)



\*NOTE: Graph includes new first-years, transfers, master's and doctoral students



Find your way here

# Building Enrollment Momentum





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# Direct Admissions

## NC College Connect

*State-wide initiative for NC high school seniors through CFNC.*



APPLIED	COMMITTED	ENROLLED
446	155	142

## Choose NC

*Redirects UNC-Chapel Hill denials to other UNC System schools (NCSU joining for Fall 2026)*



APPLIED	COMMITTED	ENROLLED
5,048	56	48

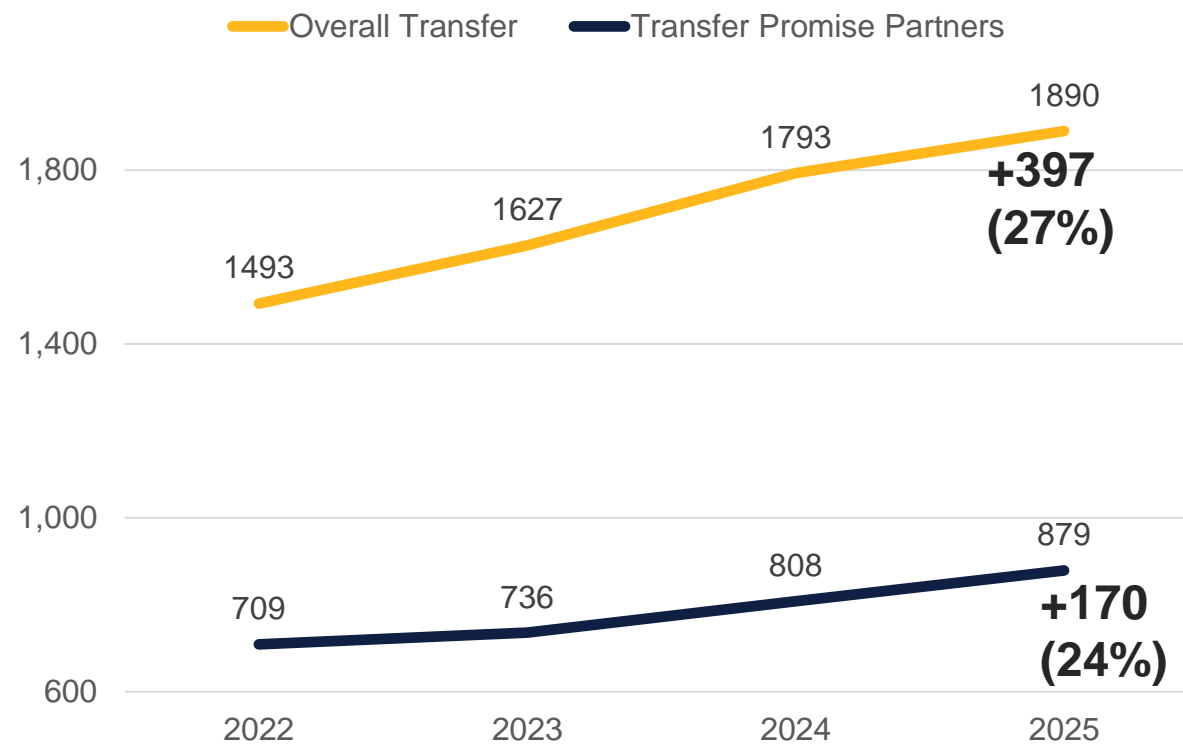


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# Diversifying Pipelines: Transfer

- Transfer enrollment has grown by 27% since 2022.
- Transfer Promise partnership with 10 NC community colleges.
- Retention increases among Transfer Promise students.

## New Transfer Enrollment Growth

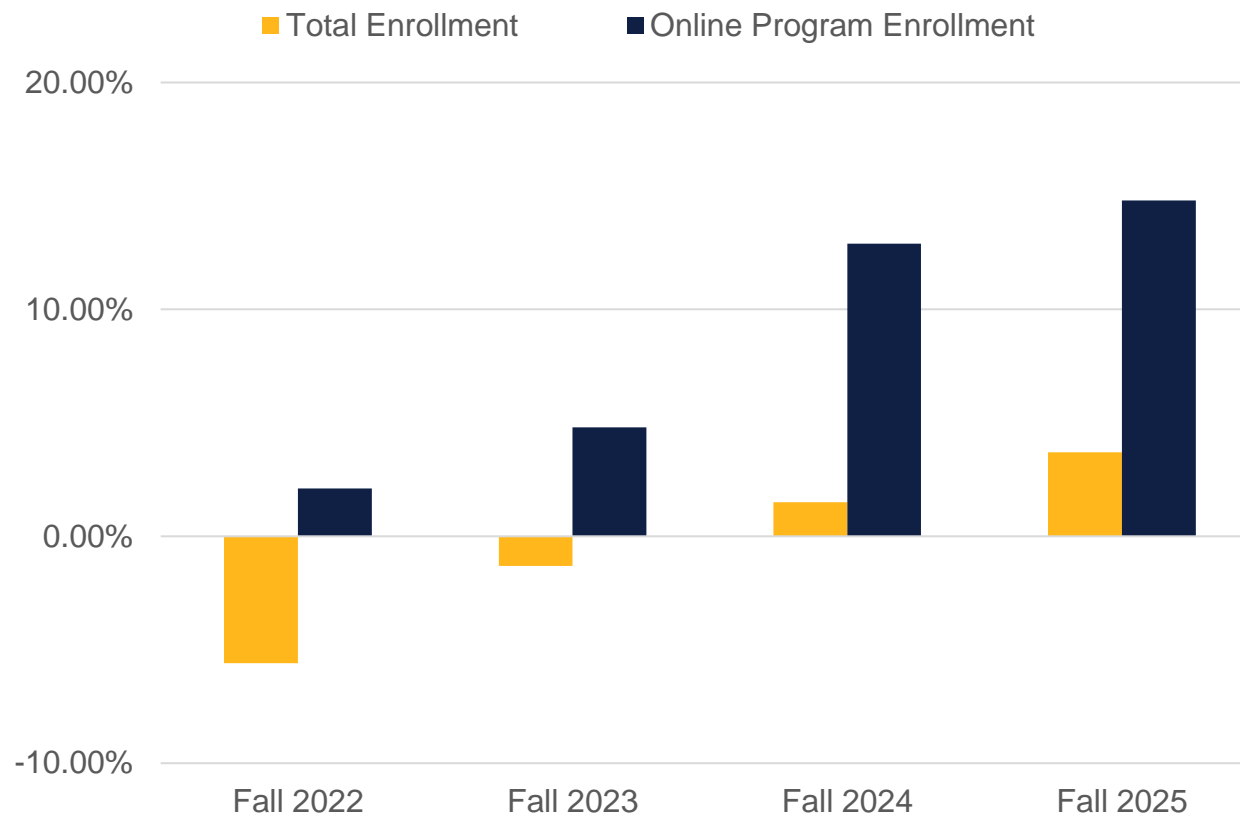


**Up Next:** New Direct Admissions partnership with GTCC.

# Diversifying Pipelines: Online

- Enrollment in fully online programs has grown even in years of overall decline.
- Continues to show consistent, outsized growth compared to overall patterns.
- Growth coming from new programs and massive growth in others.

## Online Program Enrollment Growth



# Diversifying Pipelines: Graduate

Applications increased by 25% over 2023



Sch. of Nursing  
**+37%**



School of Ed.  
**+19%**



Sch. of Health +  
Human Sci  
**+16%**



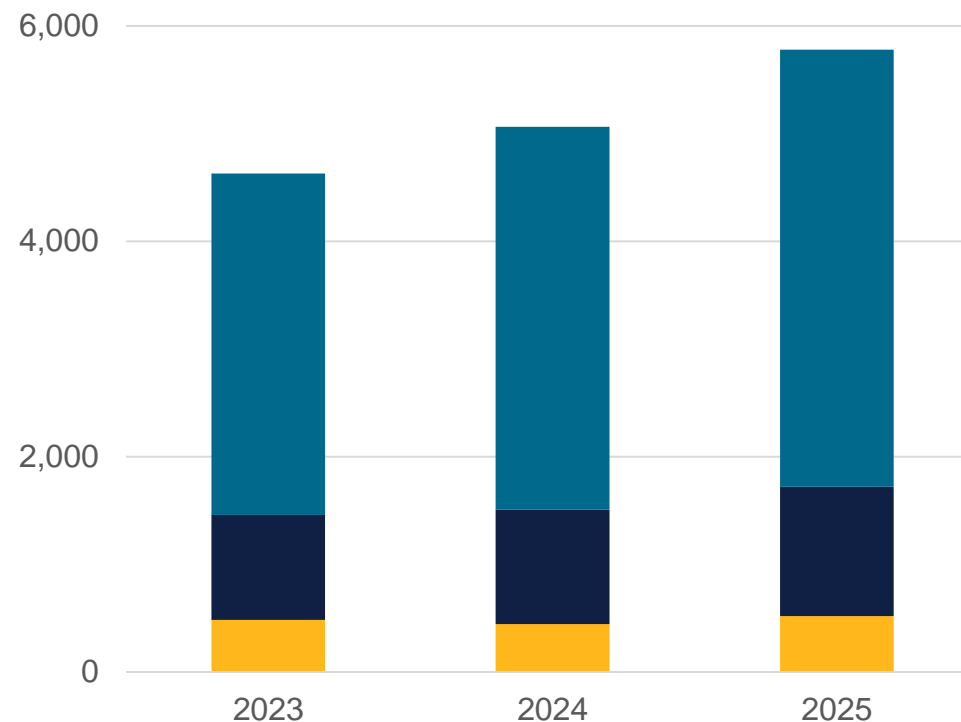
Sch. of Business  
**+15%**

## Programs with biggest enrollment gains:

- Nursing (MSN) +95
- Accounting (MS) +42
- MLIS +54
- Kinesiology (MS) +39
- Nursing (DNP) +51

Graduate Application Growth

■ Certificate/Licensure ■ Doctoral ■ Masters





# Contributors to Graduate Growth

## External Factors

**The Economy:** When economic uncertainty is high more people decide to return to graduate school.

**Career-Focused Mindset:** Concentrated rise in occupation-centric programs

- Teacher Education +73.79%
- Nursing (practice) +39.55%
- Social Work +35.14%
- Counseling +32.9%
- Accounting +32.5%

## Internal Factors

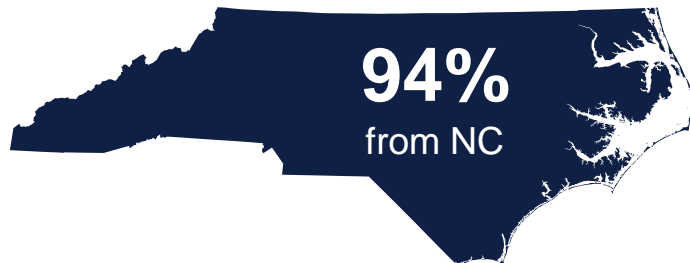
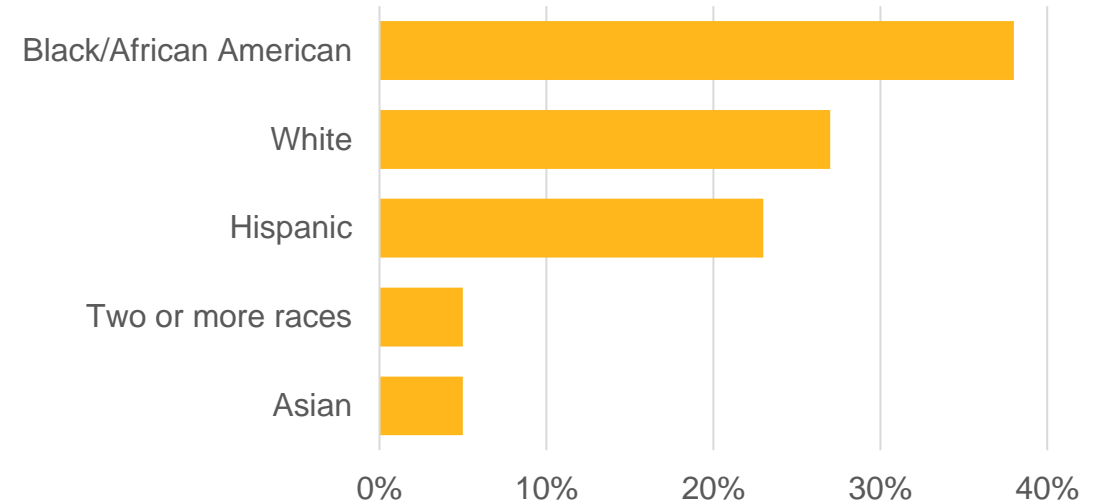
- Program-specific Marketing
- Accelerated Master's Programs (AMP)
- Direct Admissions
- Alternatives to “no”

# 2025 FTICs By the Numbers

## Admissions Profile

	2023	2024	2025
Average GPA	3.64	3.60	3.66
Average ACT	25	24	24
Average SAT	1191	1243	1221

## Race/Ethnicity



**56%**  
First-generation



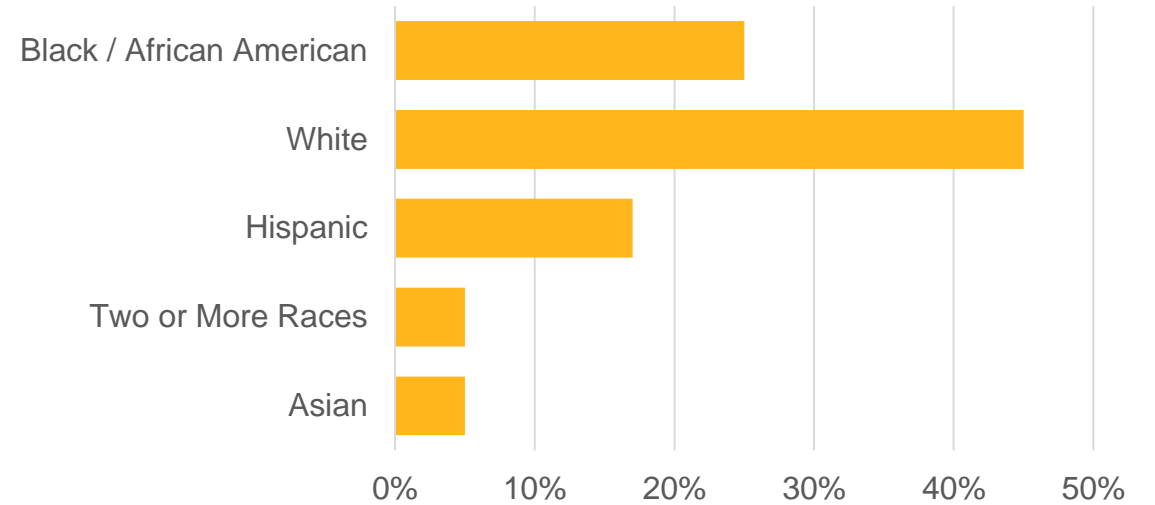
**63%**  
Pell-Eligible

# 2025 Transfers by the Numbers

## Admissions Profile

	2023	2024	2025
Average GPA	3.11	3.06	3.07

## Race/Ethnicity



**37%**  
25 or older



**61**  
Average  
transfer  
credits



**58%**  
Pell-Eligible

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