Enrollment
Freshmen Students
Freshmen Orientation
Financial Aid
Academic Life
Student Housing
Student Involvement
Student Leadership and Service
Campus Recreation
Student Mental and Physical Health
Violence Prevention and Response
Student Use of Alcohol and Drugs
Conduct System
Careers and Employment
November 2008

Dear Colleagues:

This is the second edition of this publication that has been developed to share information about our students with the UNCW community. The Division of Student Affairs and Institutional Research collect a wealth of data each year about our students and their involvements, but it is difficult to find avenues to share this information with the larger campus community. Therefore, we have produced this publication for UNCW faculty, staff and administrators.

The data reported in this publication comes from individual departments within the Division of Student Affairs as well as Institutional Research, Financial Aid, and International Programs. This publication is a summary of a large number of assessments including user data from specific programs and services, participant evaluations, and admissions and registration data.

Please let us know if you feel this publication is helpful in your work with students, as well as how it might be improved. For additional information on any of the topics included in this report, please contact Dr. Nathan Lindsay, Director of Student Life Assessment, at 962.7512, or e-mail him at lindsayn@uncw.edu.

UNCW faculty, staff and administrators all contribute to the success of our students, and we hope that this publication will help all of us better serve our students and better understand “students @ uncw.”

Sincerely,

Patricia L. Leonard
Vice Chancellor for Student Affairs
**Enrollment, Fall 2008**

- Total Undergraduates: 10,989
- Total Graduates: 1,206
- Total Head count: 12,195
- Females: 58.4%
- Out-Of-State Students: 14.5%
- Transfer Students: 9.7%

**Race/Ethnicity of Undergraduate Students**

- White Students: 85%
- African American Students: 5%
- Hispanic Students: 3%
- Asian/Pacific Islander Students: 2%
- American Indian Students: 1%
- Race/Ethnicity Unknown: 4%

**Composition of Total Undergraduate Population**

**Freshmen Students, Fall 2008**

- Average Freshman SAT: 1156
- Average Freshman High School GPA: 3.74
- UNCW was their first choice: 70%

**Reasons for choosing UNCW**

- Academic reputation: 67%
- Campus visit: 60%
- Social activities: 59%
- Graduates get good jobs: 51%
- Size of institution: 48%

**Freshmen Orientation**

- Fall 2008
  - 81% of students who attended orientation at UNCW “strongly agreed” that they understand that campus involvement is expected of them
  - 77% “strongly agreed” that academics should be their highest priority
  - 81% “strongly agreed” that they understand the university’s expectations for good citizenship

  A Community Standards presentation was conducted at Freshmen Orientation. Listed below are the learning outcomes from the student survey administered following this presentation.

  - 90% of the participants said that they would make more responsible choices
  - 89% understand the importance of the UNCW Honor Code
  - 87% of the participants learned to be cautious of the information that is posted on Visual Social Networks
  - 87% learned that UNCW has high standards and expectations
  - 78% learned that complying with Community Standards in Wilmington means making good behavioral choices when off campus
  - 96% of the students learned the importance of citing references and 92% of the students learned about the severe penalties for violating UNCW’s Honor Code
  - 72% agree or strongly agree that attending the Community Standards presentation at orientation will impact their behavioral decision making at UNCW
Financial Aid

- The estimated cost of attendance for an undergraduate in-state student for 2008-09 is $15,251 (tuition and fees is $4,527 of the total). The estimated cost for an out-of-state student is $25,418 (tuition and fees is $14,694 of total).
- A total of 3,888 UNCW students received some type of financial aid in the 2007-08 academic year. Awards totaled $75 million, of which $51 million were loans.
- In 2007-08, 207 students received Work-Study employment funds. This includes those working in America Reads, the federal program funding college students to tutor elementary-level children in reading and math.
- The average loan debt of UNCW graduates is $17,000. The national average loan debt of graduates is typically about 15% higher than UNCW.
- In 2007-08, a total of $3,941,013 in scholarships was awarded to 400 students. The average athletic scholarship was $9,463, whereas average grants and scholarships for other students was $4,580.
- More than 250 veterans are enrolled in coursework at UNCW, and approximately half receive GI benefits.

Academic Life

- Of the fall 2006 freshman class, 84.5% returned to UNCW for their sophomore year. This retention rate compares to 83.2% in 2004 and 83.1% in 2005.
- During 2007-08, approximately 500 students completed internships for credit, and nearly 400 completed study abroad experiences. Students participated in more than 22,000 other academic experiences that had an applied learning component. These experiences included a practicum, field studies, laboratory classes, clinicals, a directed individual study and/or service learning.
- In 2008-09, 516 students registered with Disability Services seeking accommodations for the following:
  - Learning Disabilities ........................................... 29%
  - Attention Deficit Disorder .................................... 35%
  - Psychological Disorders ......................................... 7%
  - Mobility Impaired ............................................... 8%
  - Sensory Impaired (visual and hearing) ................. 6%
  - Other Impairments ................................................ 9%
- During 2007-08, the University Learning Center served approximately 25% of UNCW's total population. Each of these students utilized one of our services, on average, more than 4 times, and this accumulated to a total of 13,958 sessions with the Tutoring and Learning Center for the academic year. Of these sessions, 1,482 students received writing services, 545 students received learning services, 948 students received supplemental instruction and 904 students received math services.
- Testing Services was approved as a Center for the ACT assessment. o GRE, PRAXIS-I, CLEP, MAT, HESI and ibt-TOEFL are the most requested computer-based tests. o Proctoring services for distance learning courses continue to increase.

Student Housing

The average number of students housed on campus during 2008-09 is 3,600, which represents 33.4% of all undergraduates at UNCW.
- 89% of Fall 2008’s entering freshmen (1,846 out of 2,073) resided in on-campus housing
- 69.4% of on-campus students are 20 years of age or younger
- 1:48 is the resident assistant to student ratio
Student Involvement
The Campus Activities and Involvement Center sponsors nearly 200 programs a year which attract approximately 40,000 participants from the campus and external community.

- In a typical month, more than 2,500 students use the Involvement Center, a resource area for student organizations members and those seeking involvement opportunities.
- Approximately 3 out of 4 UNCW students are involved with any of the 187 student organizations which are registered with the Campus Activities and Involvement Center.
- Campus Life facilities booked, planned, and supported 7,447 events during 2007-08. This represents more than 33,700 hours of programming for people from the campus and external community.
- At UNCW, 955 students (9.6% of all women and 9.2% of all men) participate in fraternity and sorority life. The 13 sororities and 13 fraternities average approximately 15,000 combined hours of community service each year.
- The Seahawk newspaper circulates 5,000 copies weekly to more than 60 locations on campus and throughout Wilmington and is also available online. The newspaper is funded primarily through advertising sales revenue, the remainder is made up by student fees.
- Atlantis, an annual publication of literature and the arts, publishes three times a year. Atlantis was the 2002 First Place winner from American Scholastic Press Association’s review of more than 2,000 student publications.
- Teal TV airs a news program, “Seahawk Central,” twice a month.
- This year Student Media added a Sales and Marketing division, consisting of student staff serving all student publications in Student Media with advertising sales, underwriting sales, marketing and event coordination.

Student Leadership and Service
The Center for Leadership Education and Service provides leadership development programs, such as Leadership UNCW and community service programs such as American Red Cross Blood Drives, Adopt-A-Family Thanksgiving program, the annual Halloween Carnival for local children, Hunger and Homelessness Awareness Week and Alternative Spring Break Service Trips.

- UNCW students logged more than 55,000 Community Service and Service-Learning hours during the 2007-08 academic year.
- 2007 marked the 13th anniversary for the Southeastern African American Student Leadership Conference which began at UNCW. More than 225 students attended this conference from campuses across the Southeast.

Campus Recreation
- The Student Recreation Center traffic counts show an average of more than 8,000 entries each week; 90% of these entries are students. 48% of UNCW students used the Recreation Center in Fall 2007.
- The Sport Clubs Program currently has 24 active clubs and 558 participants.
- There were 17,369 participants in Intramurals on 645 teams during 2007-08.
- The Discover Program, which includes the Challenge Course, trips, clinics, the climbing wall, rentals and other special programs, registered more than 5,000 participations in 2007-08.
Student Mental and Physical Health

- Counseling Center client contacts resulted in more than 4,700 appointments during the 2007-08 school year. Approximately 7% of UNCW students utilized the Counseling Center during this period.
- Preventive outreach programs generated more than 5,000 contact hours within the campus community. The most common presenting concerns:
  - depression
  - stress/anxiety
  - self confidence
- The Counseling Center was recently reaccredited by the International Association of Counseling Services and is one of only four accredited campus centers in North Carolina.
- Approximately 51% of the student population utilizes the Student Health Center. More than 13,700 visits to the Center were documented during 2007-08.
- The UNCW Pharmacy filled approximately 6,000 prescriptions during 2007-08.
- More than 12,200 people participated in a Health Promotion program or event during 2007-08.

Violence Prevention and Response

- Sexual assault and relationship violence are the most underreported crimes. Nationally, it is estimated that 25% of women will be the victim of an attempted or completed sexual assault before she is 24 years old. Estimates of violence in college dating relationships range from 25% to 50%. In one study, 13% of college women experienced stalking in a seven month period.
- In 2007-08, CARE provided 282 confidential consultations around issues of relationship violence, sexual assault, stalking, or harassment, including 108 student contacts and 67 faculty and staff contacts. Additionally, in 2007-08, CARE provided 108 programs to UNCW and the Wilmington community, in classes, to student groups, for faculty and staff and to the general UNCW or Wilmington community.

Student Use of Alcohol and Drugs

Many new students on college campuses have experience using alcohol and other drugs. At UNCW, 67% of new students have tried alcohol before their 18th birthday, 49% have tried tobacco and 43% have tried marijuana. Like most other campuses, alcohol is the primary drug of abuse among students at UNCW.

- 79% of students have used alcohol in the last 12 months
- When questioned, 52% of students admit to high-risk or binge drinking (defined as 5 or more drinks in one sitting) within the previous two weeks.
- Between 2005-07, high-risk or binge drinking rates among UNCW students have been reduced by 17%, suggesting UNCW's innovative prevention programs and dedication to policy enforcement are having positive results.
- Marijuana is the most common illicit drug.
- 27% of UNCW students admit to having used marijuana in the last 30 days
- Prescription drug abuse has emerged as the next most common category of illicit drug abuse. Drugs of concern include Adderall and Ritalin, Xanax, and prescription painkillers like Oxycontin, Percocet or Demerol.
- Between 20% and 34% of UNCW students have used a prescription drug not prescribed to them in the last 12 months.
- Only 30% of UNCW students have used tobacco in the last month, including 8% daily smokers and almost 20% who smoke occasionally or smoke only when they drink. However, 58% of the current smokers reported that they would like to stop smoking now.
- The desire to quit smoking is the number one walk-in issue in the CROSSROADS office. The second most common reason is to ask how to help a friend they worry is drinking too much.

CROSSROADS, UNCW’s Substance Abuse Prevention and Education Program, offers confidential consultation to students, faculty, parents and the community and delivers programs throughout the year in classrooms, to student groups and to the UNCW campus in general. Statistics from UNCW alcohol, tobacco and drug surveys, 2004-08.
Conduct System

- During the 2007-08 academic year, the Office of the Dean of Students heard 1,012 conduct cases. Conduct sanctions included: written reprimand (484), disciplinary probation (208), and suspension from the university (30).
- Alleged possession/use of alcohol accounted for 62% of all student conduct cases. Less than 7% involved the possession/use of marijuana or other drugs.

Careers and Employment

- Students met with career counselors for more than 4,450 individual sessions during the 2007-08 academic year. Of the students who evaluated this service, more than 98% agreed or strongly agreed with the statement “My counselor helped me meet my career or job search needs.”
- Last year, the Career Center presented more than 350 career programs in classes and student organization meetings and sponsored 22 major career events. These outreach efforts resulted in more than 15,000 student contacts throughout the year.
- Virtual career services continue to be very popular with UNCW students, with the Career Center Web site receiving more than 1.5 million hits in 2007-08. Undergraduate UNCW students work in more than 775 part-time positions on campus each month. Graduate students fill another 250 campus positions.
- Each month approximately 600 internships and jobs are posted for students in UNCW’s online job listing program, SeaWork. Within SeaWork, students also can access more than 1,500 job and internship listings each month in MonsterTrak, the college version of Monster.com. UNCW students participate in a large number of applied learning experiences each year for academic credit.

Where UNCW Undergraduates Are Now

UNCW graduates are surveyed approximately five months after their graduation to identify their first destination.

### May 2001-December 2007 Data Summary

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed</td>
<td>63.9%</td>
</tr>
<tr>
<td>Attending Grad School/Professional School</td>
<td>9.7%</td>
</tr>
<tr>
<td>Seeking Employment</td>
<td>20.9%</td>
</tr>
<tr>
<td>Seeking Admission to Grad School</td>
<td>4.8%</td>
</tr>
<tr>
<td>Other</td>
<td>4.0%</td>
</tr>
</tbody>
</table>

(Percentages reflect some multiple responses.)

### UNCW Division of Student Affairs

#### List of Departments

- Abrons Student Health Center
- Campus Activities & Involvement
- Campus Life
- Campus Recreation
- Career Center
- Center for Leadership
- Education & Service
- Counseling Center
- Crossroads-CARE
- Disability Services
- Housing & Residence Life
- Office of the Dean of Students
- Student Life Assessment
- Student Media Services
- Transition Programs
- UNCW Presents
- University Learning Center
- University Testing Services

#### Student Employees

- Work Assist: 907
- Work Study: 27
- Graduate Assistants: 25
- Total: 959

#### Total Employees

- Professional: 96
- Administrative: 43
- Total: 139

#### Division Budget

- Fees: 88%
- State: 12%
- Total: 100%

#### Facilities

- Student Recreation Center
- Fisher University Union
- Fisher Student Center
- Warwick Center
- Burney Center
- Westside Hall
- Housing & Residence Life
  - Honors House
  - International House
  - Galloway Hall
- Belk Hall
- Hewlett Hall
- Graham Hall
- Schwartz Hall
- Apts. A-M
- Suites O-U
- Seahawk Landing
- Seahawk Village
- Housing & Residence Life Office
For additional information on any of the topics included in this report, please contact the Office of Student Life Assessment, 910-962-7512