Imperative

Attract and support a top-tier student body
IN COORDINATION WITH RECRUITING AND RETAINING A WORLD-CLASS FACULTY,
Baylor will recruit a student body of high academic merit, Christian character, commitment to service, and potential for leadership. We will seek students from a range of backgrounds to enrich our community and, through scholarships and other forms of support, we will further enhance Baylor’s student profile at both the undergraduate and graduate levels.

PROGRESS SUMMARY

IMPERATIVE GOALS

1. Baylor will recruit a student body of high academic merit, Christian character, commitment to service, and potential for leadership.
   At both the undergraduate and graduate level, entrance exam scores have been increasing. Based on data from a survey administered annually to first-time freshmen, we are continuing to attract students who are spiritually- and service-oriented. Baylor MBA graduates’ strong employment rates and starting salaries, even during times of economic recession, demonstrate their high caliber.

2. We will seek students from a range of backgrounds to enrich our community.
   The percentage of minority undergraduate and graduate students has been increasing, especially for undergraduate enrollment.

3. Through scholarships and other forms of support, we will further enhance Baylor’s student profile at both the undergraduate and graduate levels.
   The number of institutional scholarships and the total amounts of those scholarships accepted by undergraduate students has steadily increased. The number of institutional scholarships and the total amounts of those scholarships accepted by graduate students also has increased.
GOAL 1
Baylor will recruit a student body of high academic merit, Christian character, commitment to service and potential for leadership.

The average SAT score of first-time freshmen increased in fall 2010 to 1218. The average ACT score of first-time freshmen has likewise been increasing over the past few years. The average ACT score in fall 2010 was 26.4. [Fig. 4.1]

The average GRE score for graduate students is increasing, and we are on target for reaching the goal of 1220. [Fig. 4.2 and 4.3] The average GMAT score of Hankamer School of Business increased to 611 in fall 2010. [Fig. 4.4] Additional information about MBA employment rates and starting salaries is shown in Figs. 4.5 and 4.6.

Fig. 4.1 Average SAT and ACT scores of first-time freshmen

Average SAT score (Goal = 1250)

Fiscal Year

Average ACT score (Goal = 28)

1200 1225 1250
Average SAT
Goal projection
Average ACT
Goal projection

Source: Institutional Research & Testing

Fig. 4.2 Average GRE score of graduate students

Average GRE score (Goal = 1220)

Fiscal Year

Average GRE score of graduate students
Goal projection

Source: Institutional Research & Testing

Fig. 4.3 Average GRE of doctoral students

Mean GRE score (Goal = 1250)

Fiscal Year

Mean GRE of Doctoral students
Goal projection
Source: Institutional Research & Testing

Fig. 4.4 Average GMAT score of MBA students

Average GMAT score (Goal = 620)

Fiscal Year

Average GMAT - MBA students
Goal projection
Source: Institutional Research & Testing

Fig. 4.5 Employment rates of MBA graduates

Employment rate

2002 2003 2004 2005 2006 2007 2008 2009 2010
Year of graduation

Employment rate

Source: MBA Office
Based on data from the CIRP Freshman Survey, approximately 59 percent of first-time freshman Baylor students rated themselves “above average” or “highest 10 percent” in level of spirituality as compared with the average person of his/her age. [Fig. 4.7] This far exceeds the percentage of students from private and public universities. Approximately 46 percent of first-time freshman Baylor students indicated that “influencing social values” was an “essential” or “very important” objective. [Fig. 4.8] In comparison, only 38 percent-45 percent of students at private and public universities indicated this same conviction. Additional information from the survey is shown in Figs. 4.9, 4.10 and 4.11.
GOAL 2
We will seek students from a range of backgrounds to enrich our community.

The percentage of minority undergraduate students has been increasing over the past several years and is on target. The percentage of minority undergraduate students is currently 33.5 percent. [Fig. 4.12]

The percentage of minority graduate students is currently 24.8 percent. [Fig. 4.12]

GOAL 3
Through scholarships and other forms of support, enhance Baylor’s student profile at both the undergraduate and graduate levels.

The number of institutional scholarships accepted by graduate students has increased from 1,657 in 2002-03 to 1,908 in 2010-11. The total amount of institutional scholarships accepted by graduate students has increased from $5,944,920 in 2002-2003 to $14,070,477 in 2010-11. [Fig. 4.14]