



Imperative IV

Attract and support a top-tier student body.

Executive Summary

“In coordination with recruiting and retaining a world-class faculty,

(1) Baylor will recruit a student body of high academic merit, Christian character, commitment to service, and potential for leadership.”

We are making progress. 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. (pp. 2-8)

(2) “We will seek students from a range of backgrounds to enrich our community.”

We are making progress. The percentage of minority undergraduate and graduate students has been increasing, especially for undergraduate enrollment. (pp. 8-9)

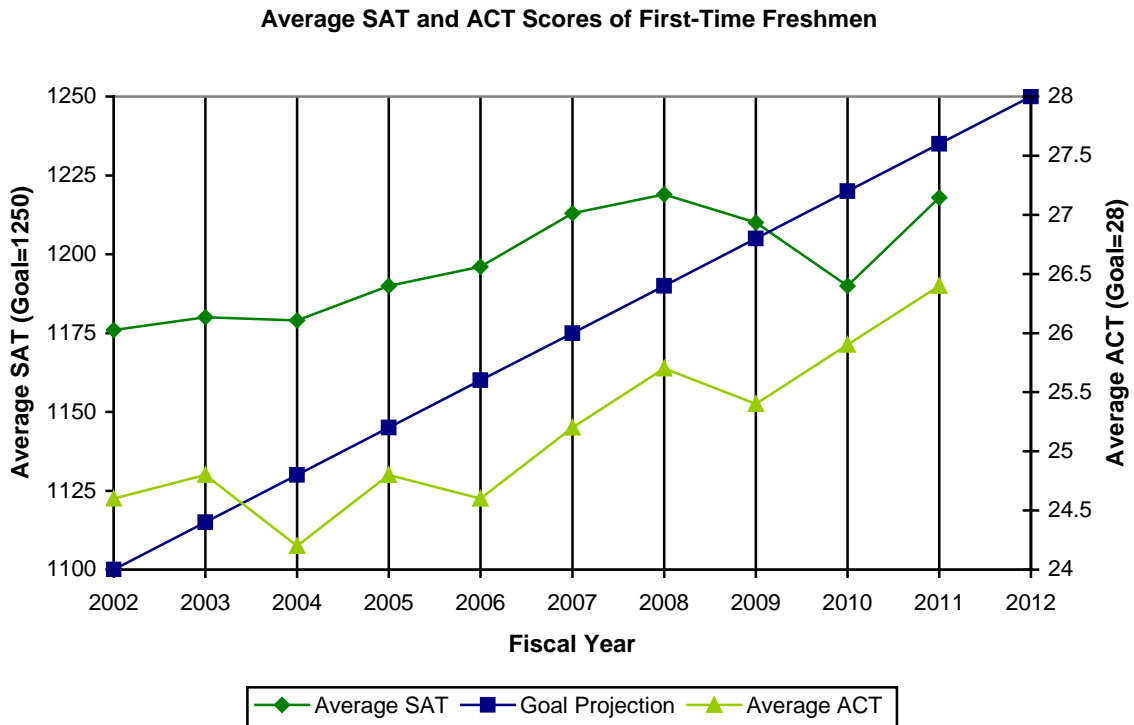
(3) “Through scholarships and other forms of support, we will further enhance Baylor’s student profile at both the undergraduate and graduate levels.”

We are making progress. 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 has also increased. (pp. 10-11)

Further Detail

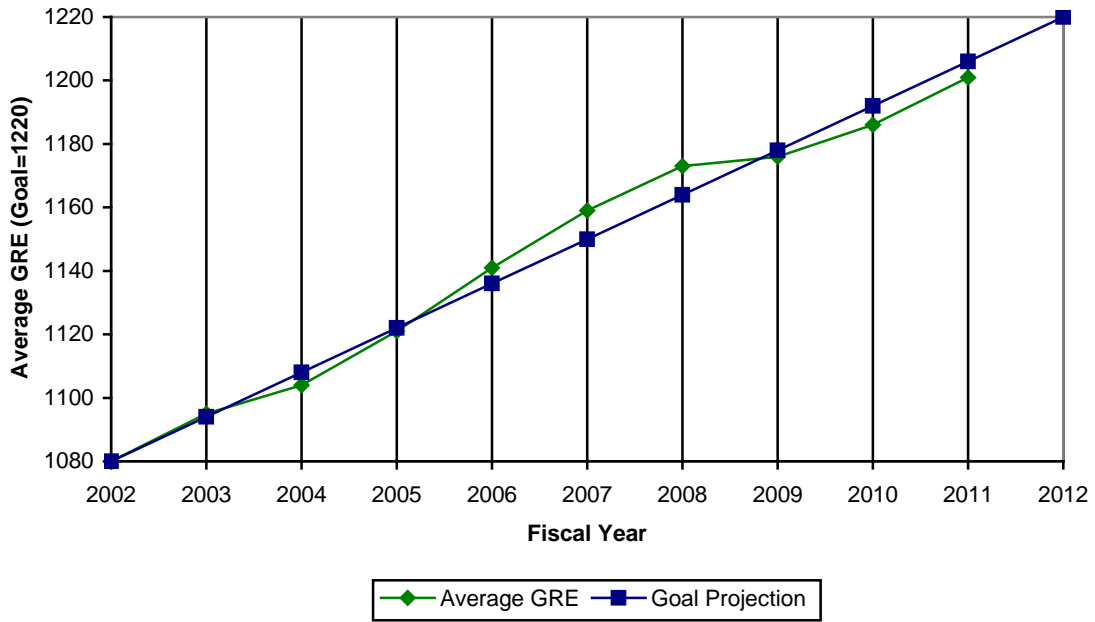
(1) “Baylor will recruit a student body of high academic merit, Christian character, commitment to service, and potential for leadership.”

- The average SAT score of first-time freshmen increased in Fall 2010 to 1218. The average ACT score of first-time freshmen has been increasing over the past few years. The average ACT score in Fall 2010 was 26.4.
- The average GRE score for graduate students is increasing, and we are on target for reaching the goal of 1220. The average GMAT score of Hankamer School of Business increased to 611 in Fall 2010.



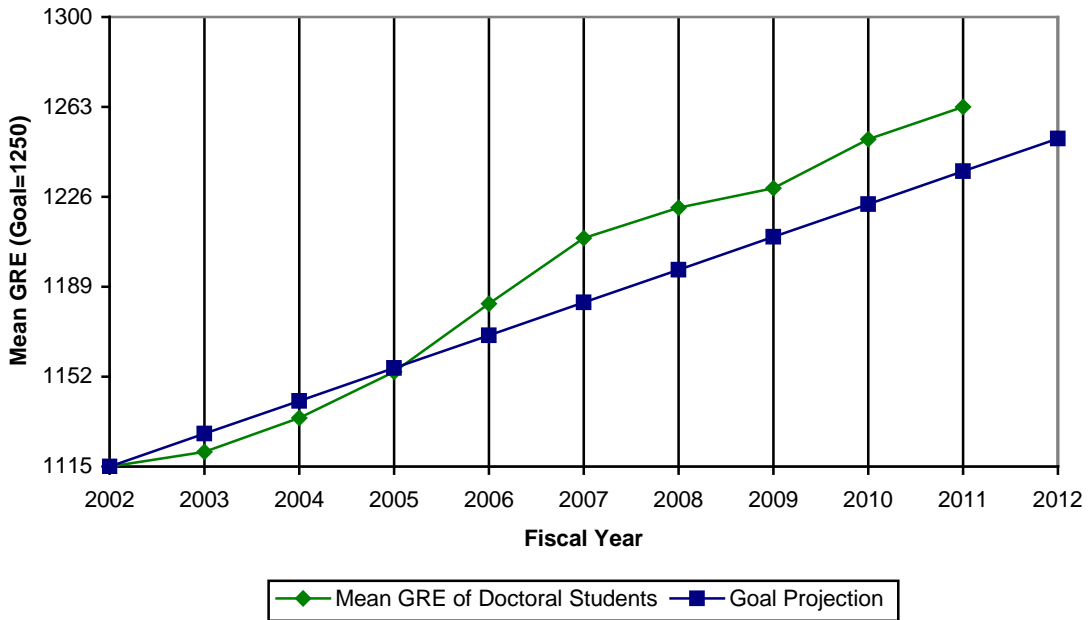
Source: IRT

Average GRE Score of Graduate Students



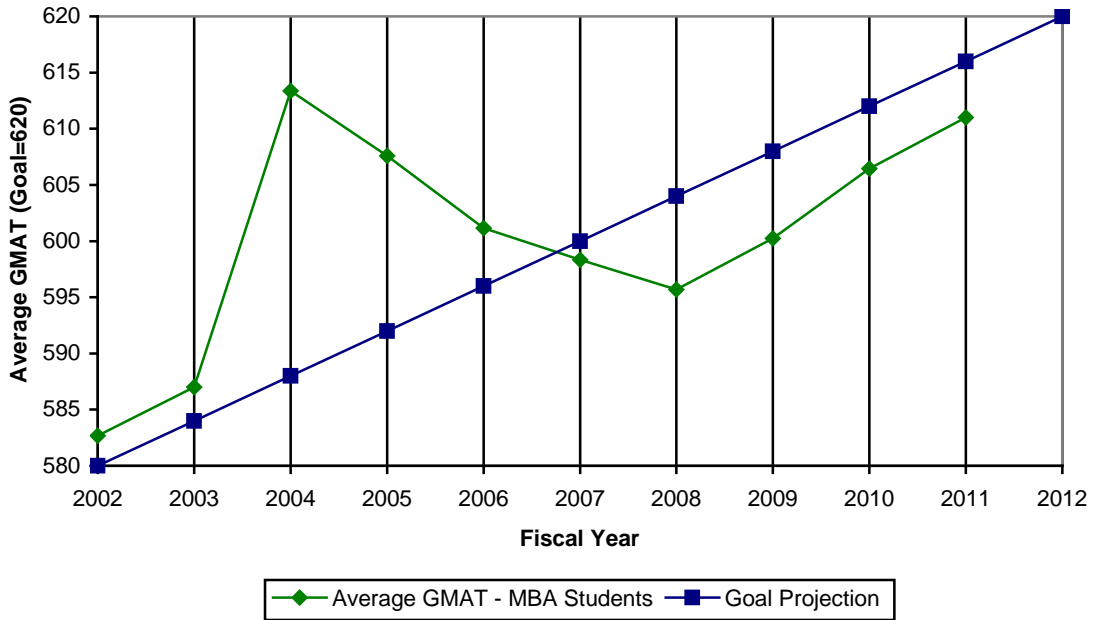
Source: IRT

Average GRE of Doctoral Students



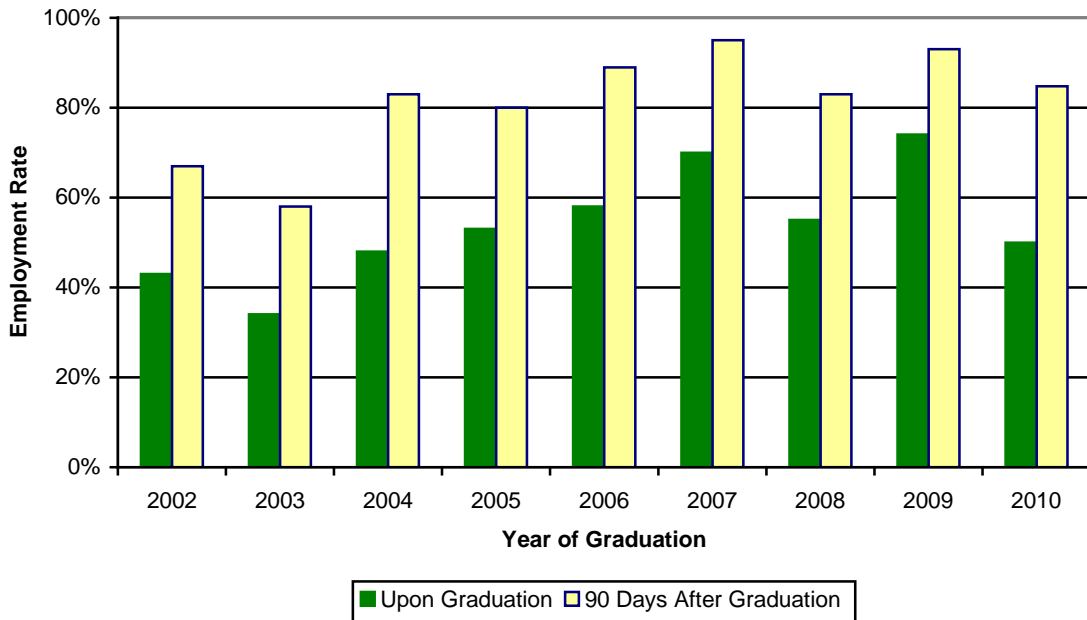
Source: IRT

Average GMAT Score of MBA Students



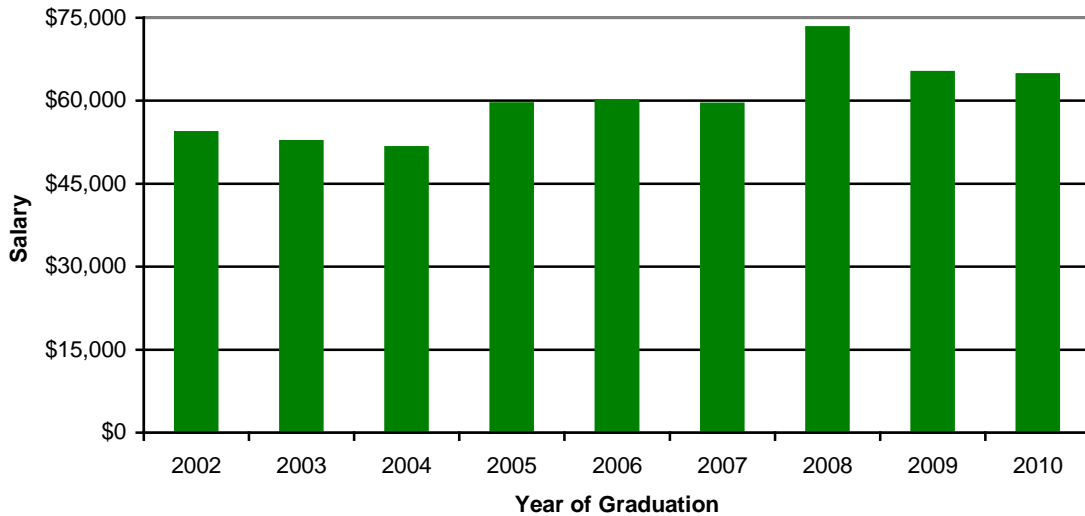
Source: IRT

Employment Rates of MBA Graduates



Source: MBA Office

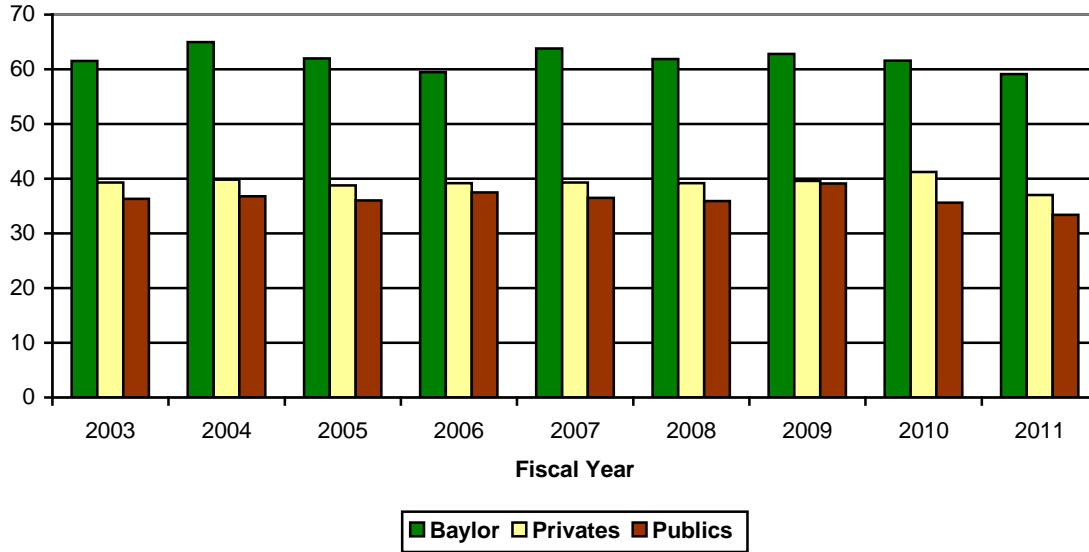
Starting Salaries of MBA Graduates



Source: MBA Office

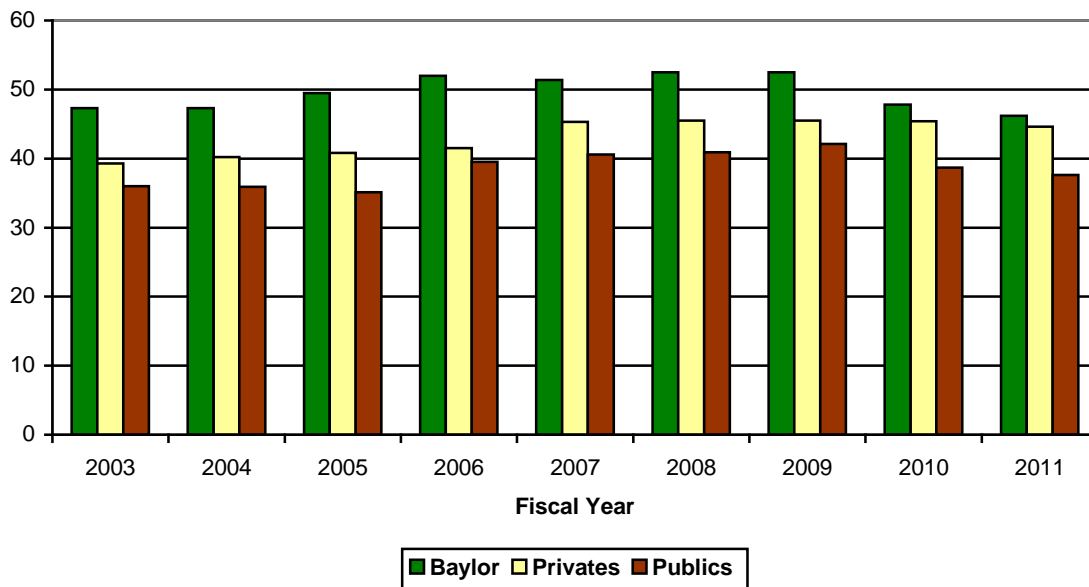
- Based on data from the CIRP Freshman Survey, approximately 59% of first-time freshman Baylor students rated themselves “above average” or “highest 10%” as compared with the average person of his/her age in spirituality. This percentage far exceeds the percentage of students from private and public universities. Approximately 46% of first-time freshman Baylor students indicated that “influencing social values” was an essential or very important objective. In comparison, only 38%-45% of private and public universities students indicated this same conviction.

Percentage of First-Time Students Who Rated Themselves "Above Average" or "Highest 10%" as Compared with the Average Person of His/Her Age in Spirituality



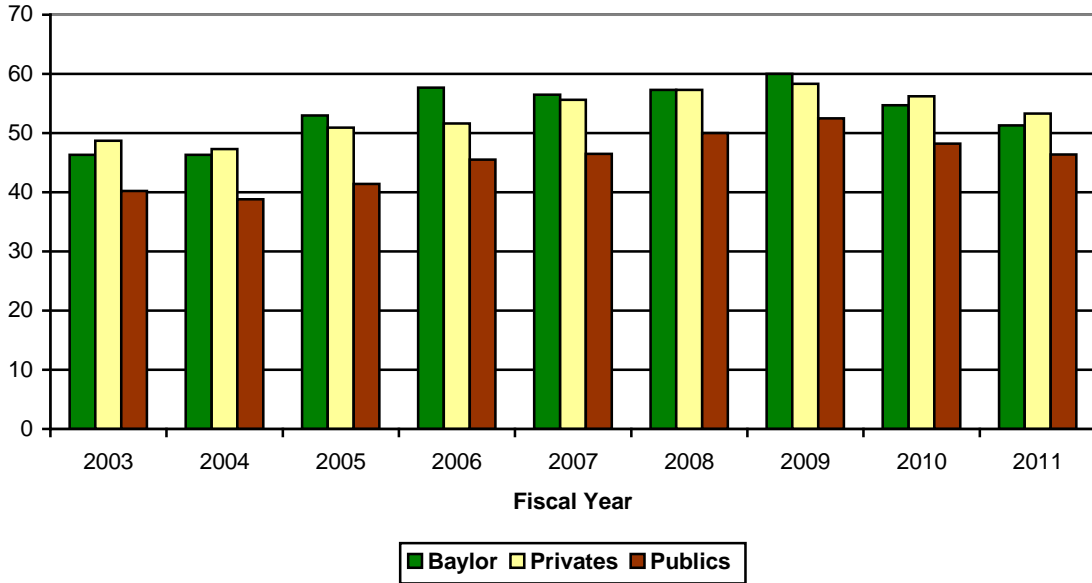
Source: IRT

Percentage of First-Time Students Who Indicated "Influencing Social Values" as an "Essential" or "Very Important" Objective



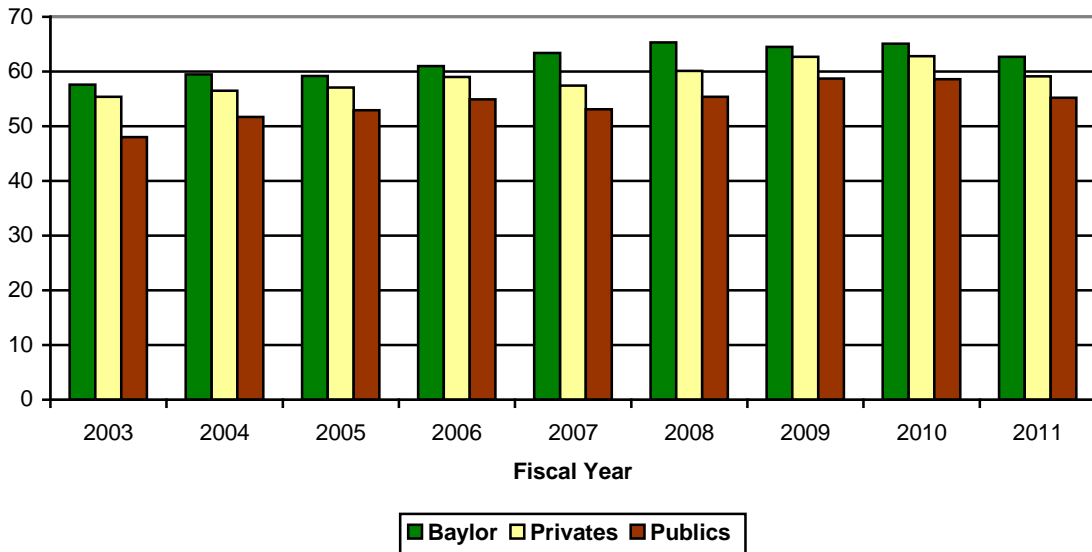
Source: IRT

Percentage of First-Time Students Who Indicated "Developing a Meaningful Philosophy of Life" as an "Essential" or "Very Important" Objective



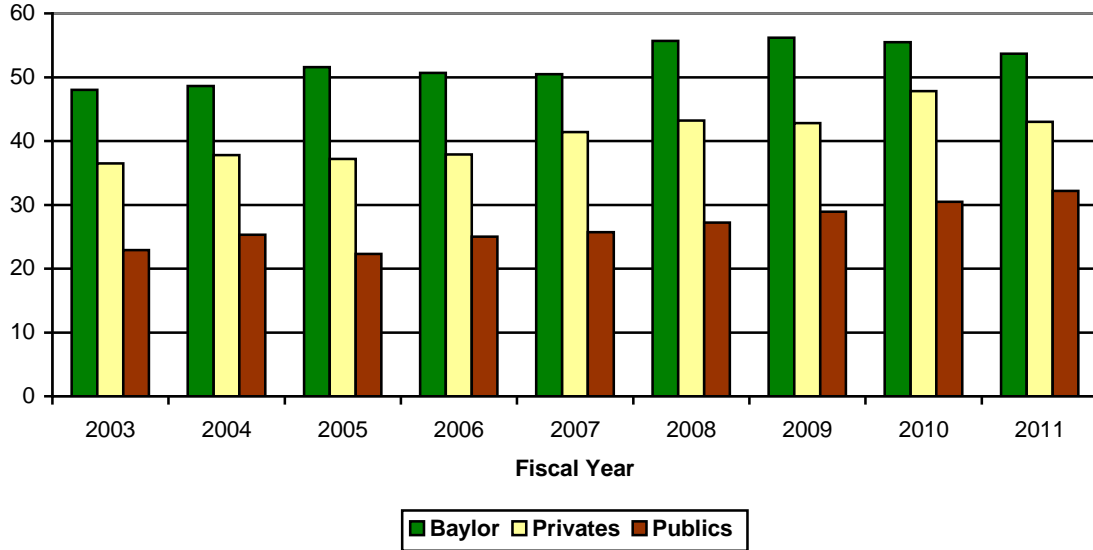
Source: IRT

Percentage of First-Time Students Who "Frequently" or "Occasionally" Performed Community Service as Part of a Class During Their Senior Year of High School



Source: IRT

Percentage of First-Time Students Who Indicated Their Chances are "Very Good" They Will "Participate in Volunteer or Community Service Work" While in College

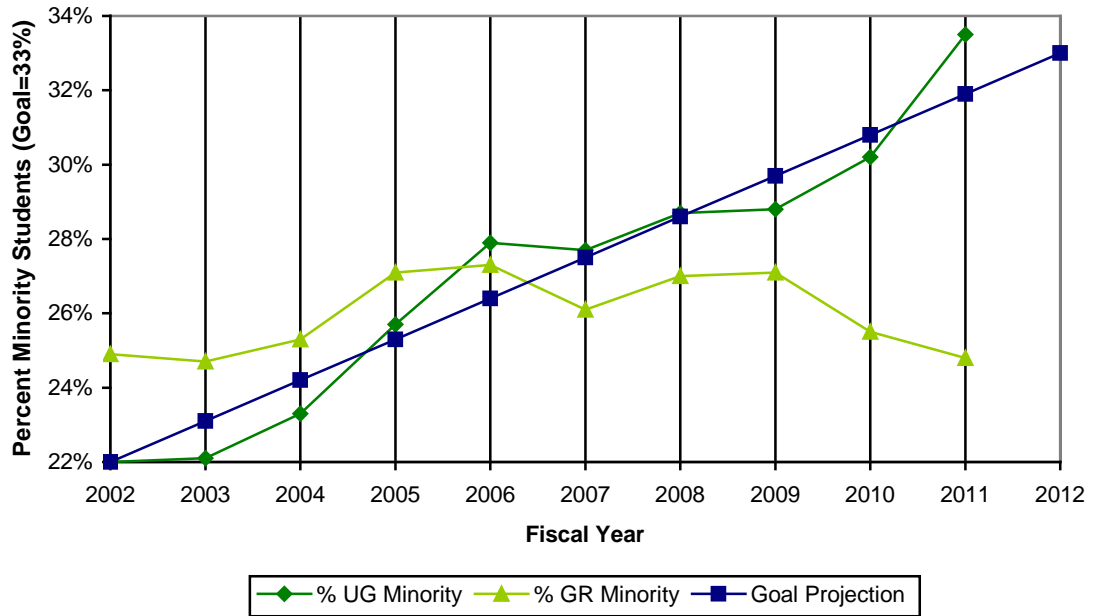


Source: IRT

(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. The percentage of minority undergraduate students is currently 33.5%.
- Although the percentage of minority graduate students had been slightly decreasing, the percentage of minority graduate students is currently 24.8%.

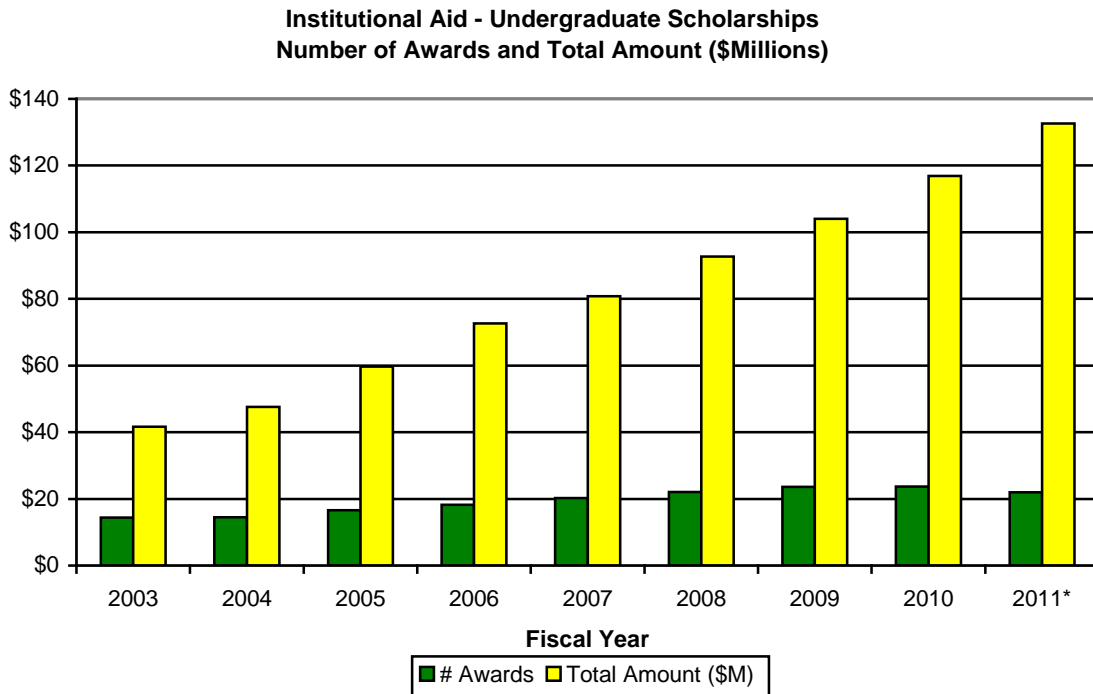
Percentage of Minority Students



Source: IRT

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

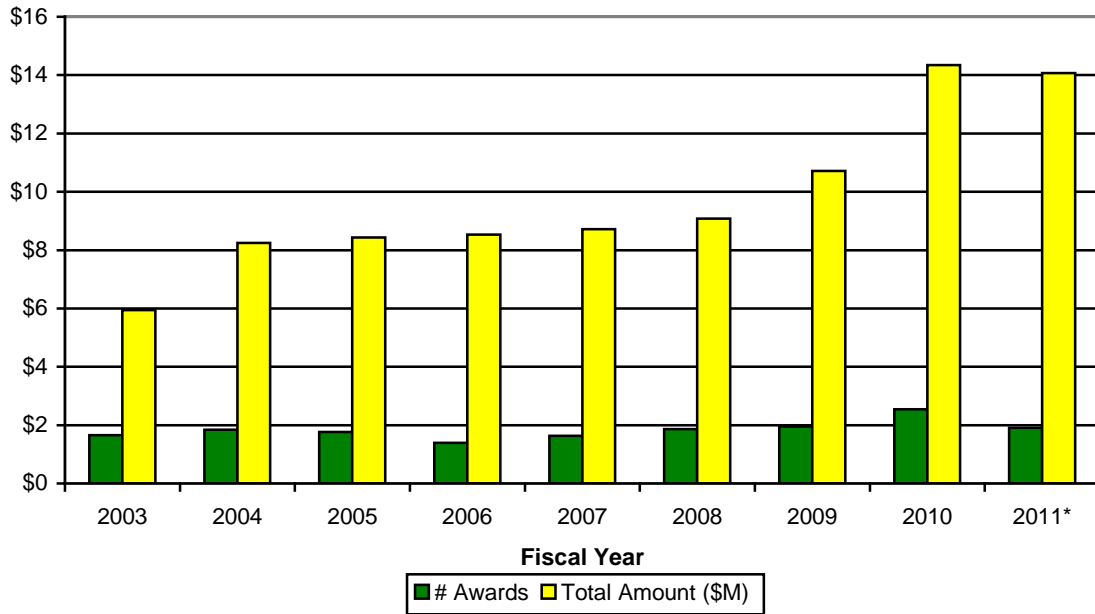
- The number of institutional scholarships accepted by undergraduate students has increased from 14,388 in 2002/03 to 21,966 in 2010/11. The total amount of institutional scholarships accepted by undergraduate students has increased from \$41,657,382 in 2002/03 to \$132,571,791 in 2010/11.
- The number of institutional scholarships accepted by graduate students has increased from 1,657 in 2002/03 to 1,908 in 2010/11. The amount of institutional scholarship accepted by graduate students has increased from \$5,944,920 in 2002/03 to \$14,070,477 in 2010/11.



*Projected

Source: Office of Academic Scholarships & Financial Aid

**Institutional Aid - Graduate Scholarships
Number of Awards and Total Amount (\$Millions)**



*Projected

Source: Office of Academic Scholarships & Financial Aid