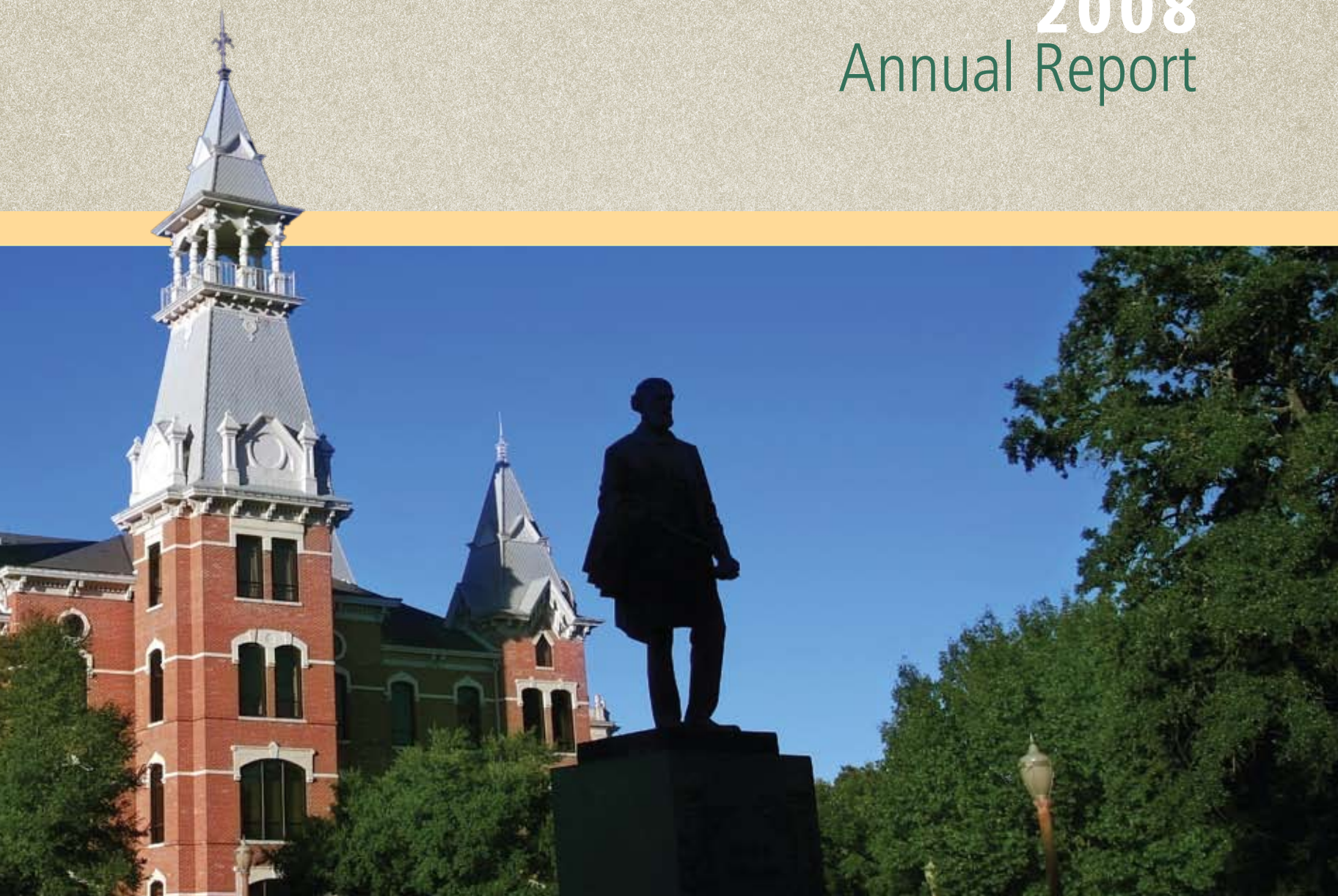


2008 Annual Report



BAYLOR
UNIVERSITY



IMPERATIVE IV

Attract and support a top-tier student body.

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Progress 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 on track. Consideration for admission to Baylor is highly competitive. Baylor seeks to enroll students with strong academic preparation who show the greatest potential to succeed at Baylor. In addition, the Office of Admission Services recruits and admits future graduates of Baylor University, not simply first-year students.

Factors considered include the student’s extracurricular activities and the duration of involvement, leadership experience, and community service activities, as well as teacher recommendations, answers to application questions, legacy, and the extent to which a student has pursued the university (indicating a greater knowledge of the university’s mission and vision). Based on data from a survey administered annually to first-year students, we are continuing to attract students who are spiritually- as well as service-oriented.

The average SAT score of first-year students is steadily increasing. At present, we are on target for making the goal of 1250. 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 graduate students has been decreasing over the last four years.

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.
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 accepted by graduate students has slightly decreased. The total amount of scholarships accepted by graduate students has increased over the same time period.

Progress in depth

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-year students is steadily increasing. At present, we are on target for making the goal of 1250. (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, 4.3) Although the average GMAT score of Hankamer School of Business students is near projections, it has been decreasing over the last four years. (Fig. 4.4) The employment rate of MBA graduates, however, has been increasing. Approximately 90% of MBA graduates are employed within 90 days of graduation. The average starting salary for an MBA graduate is \$60,000. (Figs. 4.5, 4.6)

Based on data from the CIRP Freshman Survey, approximately 60% of first-year 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 53% of first-year Baylor students indicated that “influencing social values” was an essential or very important objective. In comparison, only 40%-45% of private and public universities students indicated this same conviction. (Figs. 4.7-4.11)

Fig. 4.1 Average SAT score of first-year students

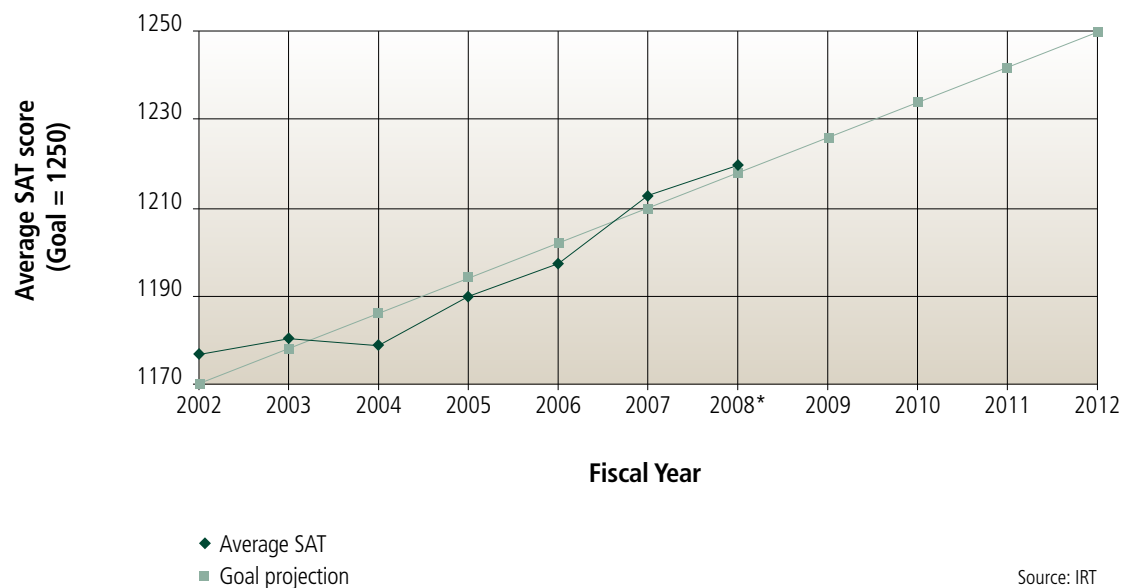


Fig. 4.2 Average GRE score of graduate students

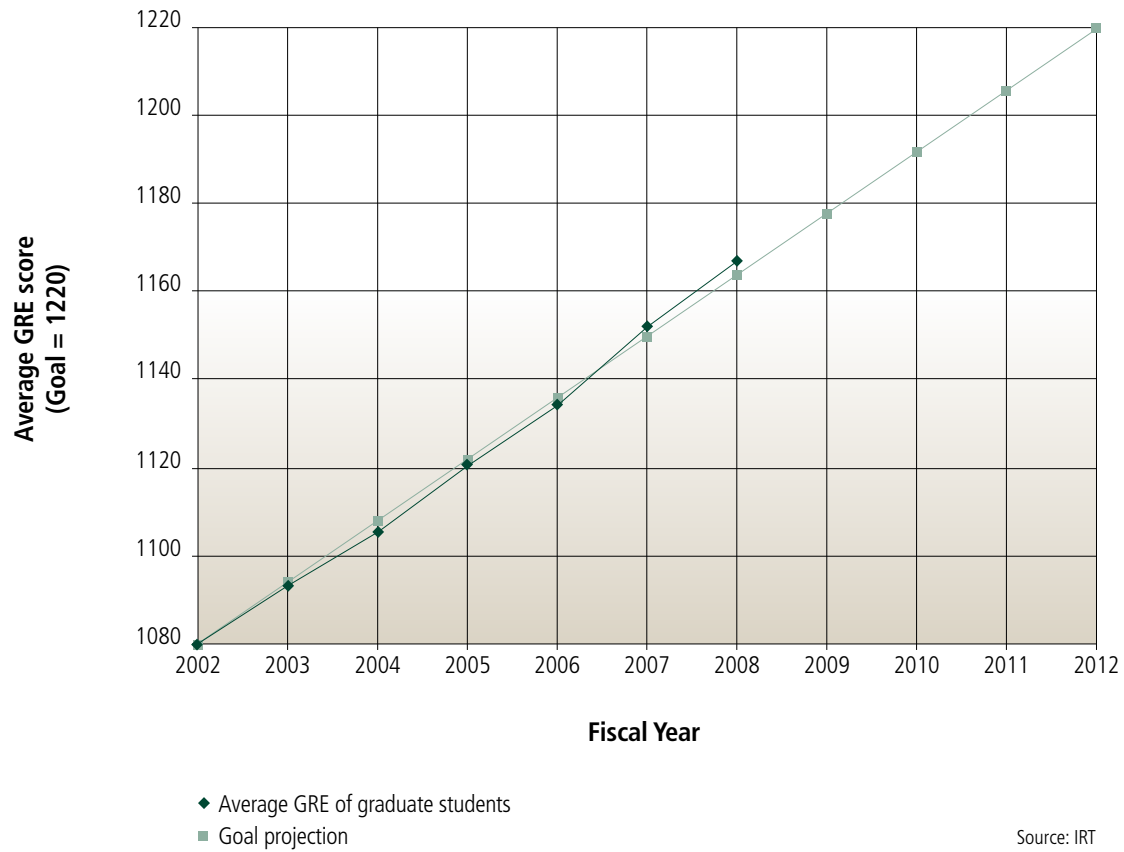


Fig. 4.3 Average GRE of doctoral students

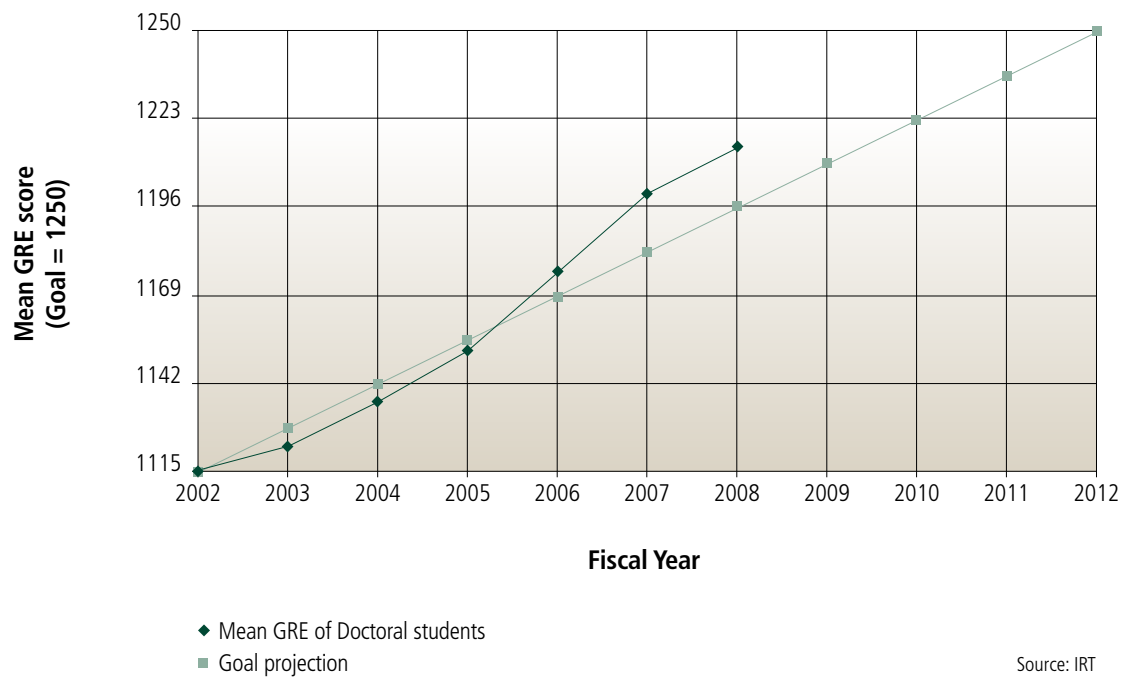


Fig. 4.4 Average GMAT score of MBA students

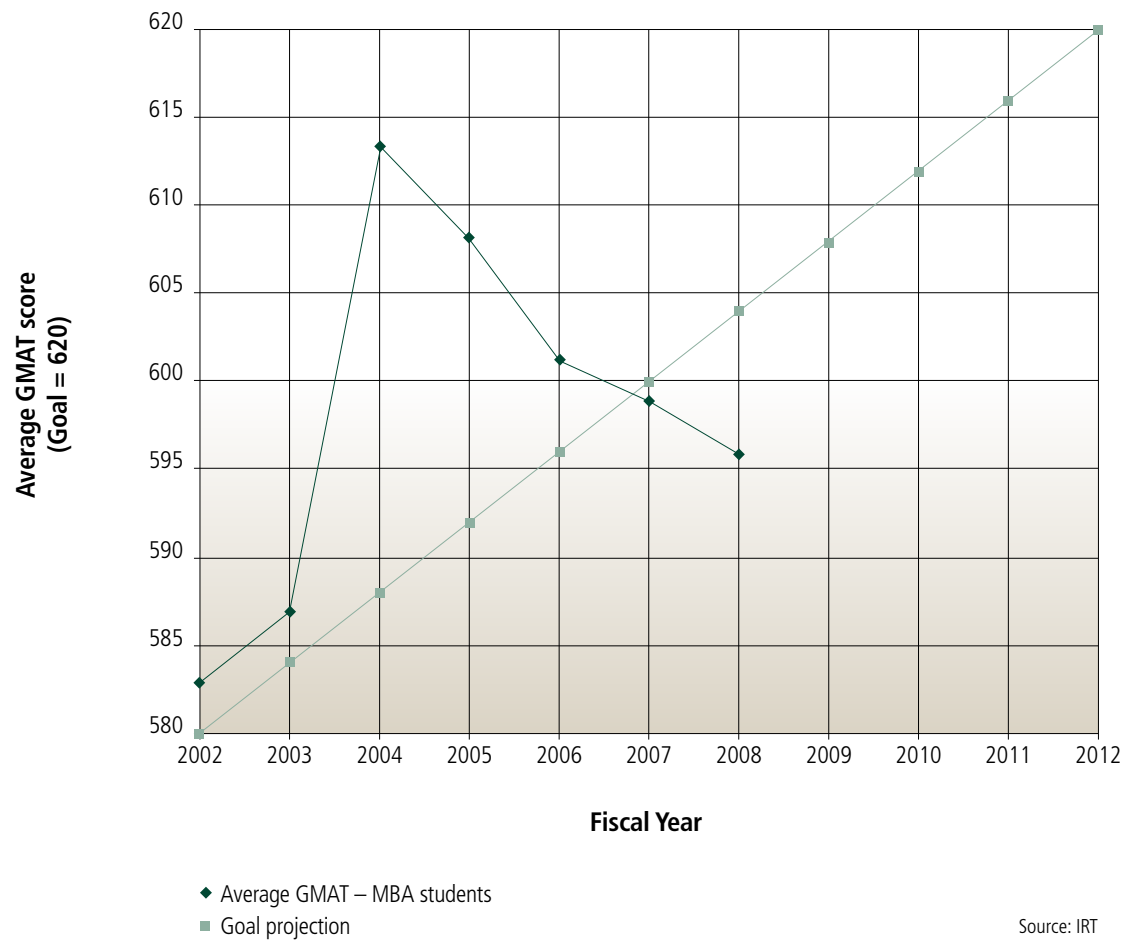


Fig. 4.5 Employment rates of MBA graduates

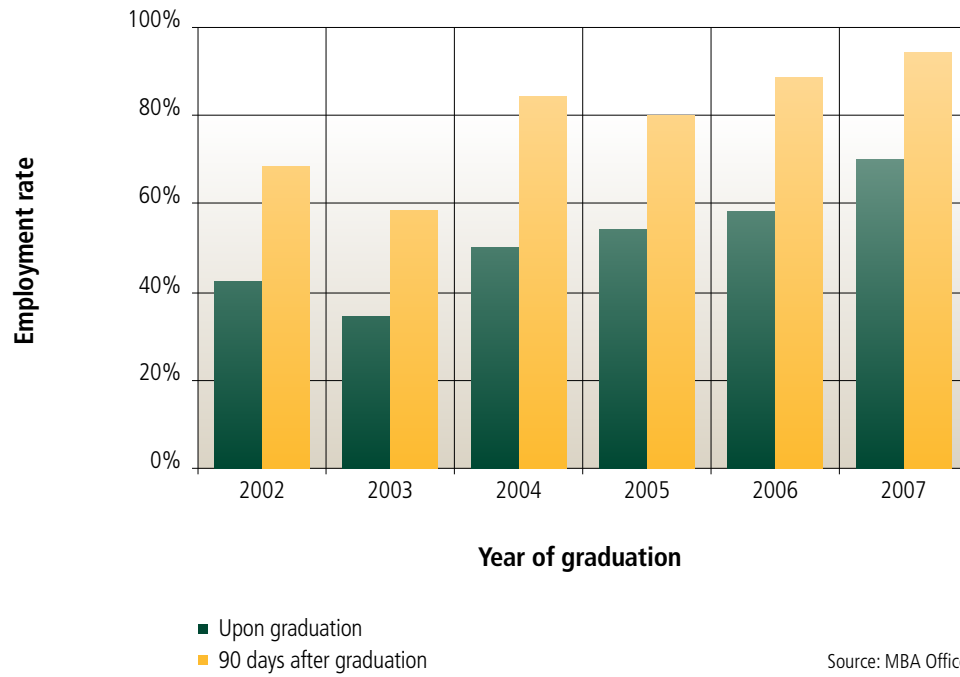


Fig. 4.6 Starting salaries of MBA graduates

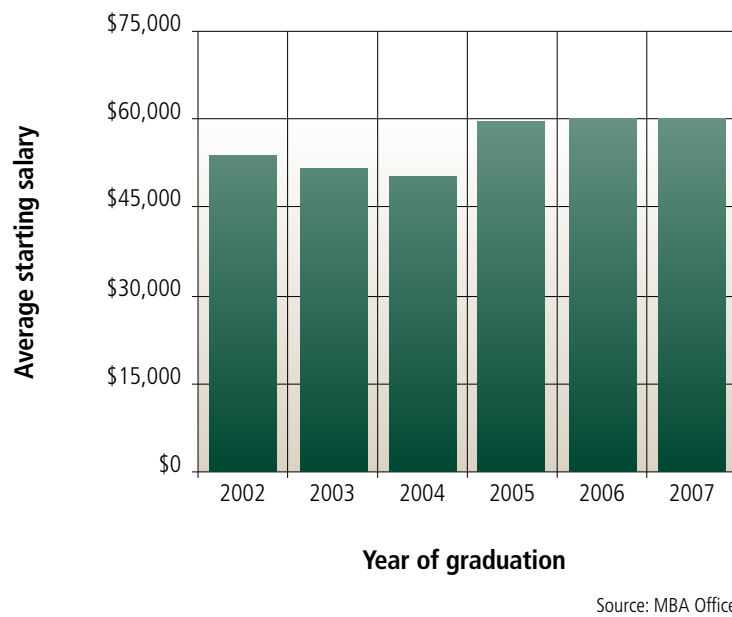


Fig. 4.7 Percentage of first-time students who rated themselves "Above Average" or "Highest 10%" as compared with the average person of his/her age in spirituality

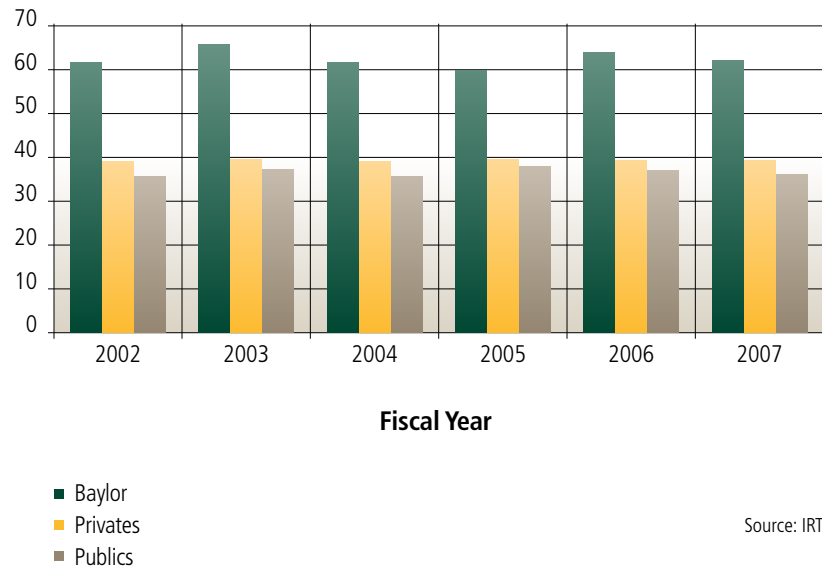


Fig. 4.8 Percentage of first-time students who indicated "Influencing Social Values" as an "Essential" or "Very Important" objective

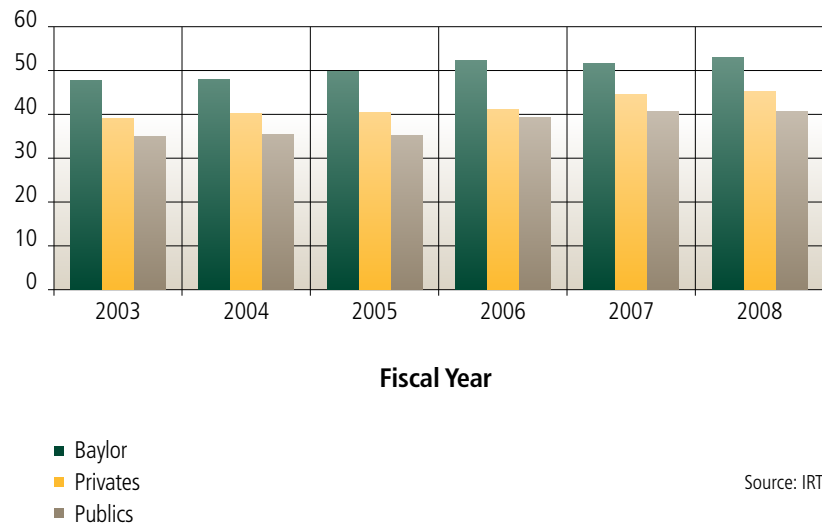


Fig. 4.9 Percentage of first-time students who indicated "Developing a Meaningful Philosophy of Life" as an "Essential" or "Very Important" objective

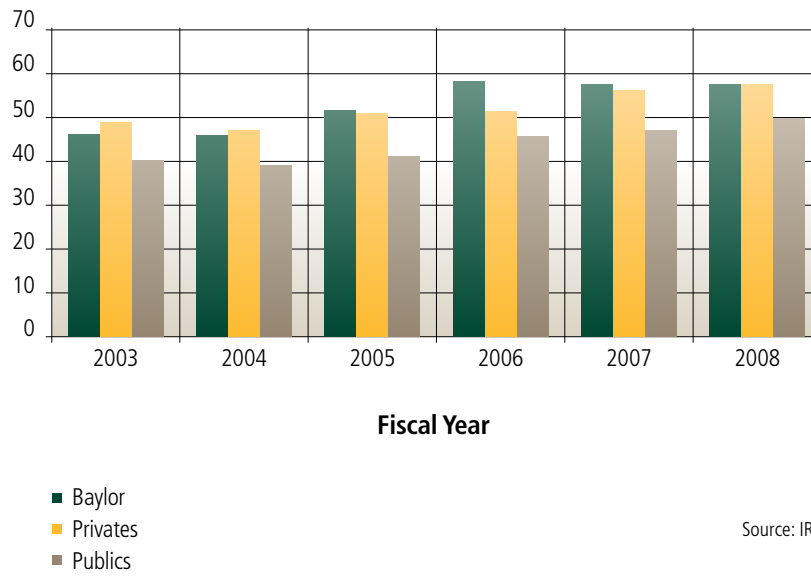


Fig. 4.10 Percentage of first-time students who "Frequently" or "Occasionally" performed community service as part of a class during their senior year of high school

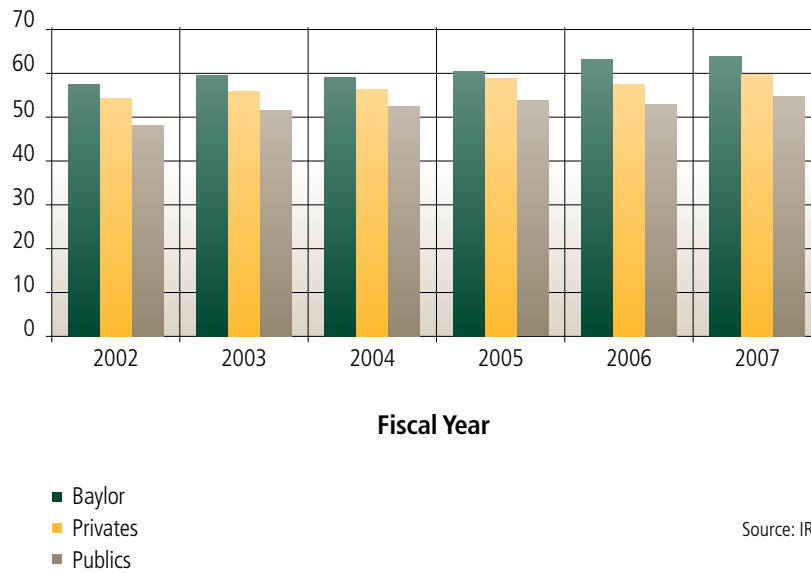
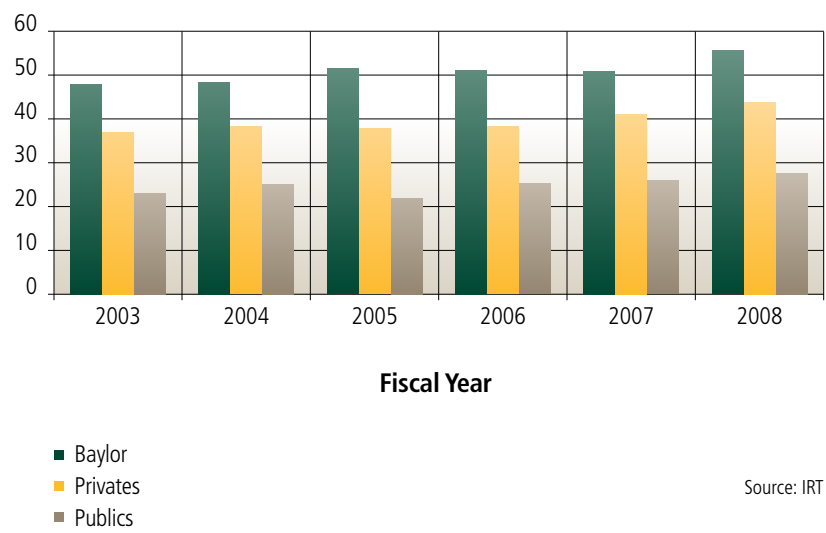


Fig. 4.11 Percentage of first-time students who indicated their chances are “Very Good” they will “Participate in Volunteer or Community Service Work” while in college



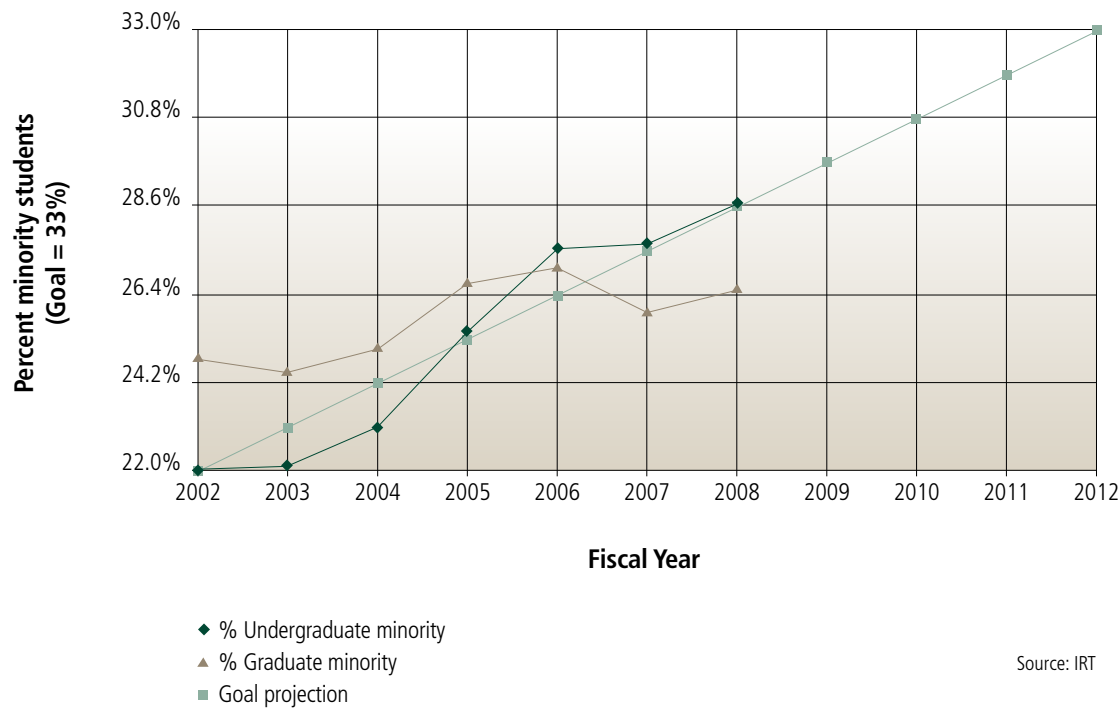
GOAL 2

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. The percentage of minority undergraduate students is currently 28.7%.

Although the percentage of minority graduate students had been increasing, the growth slowed in Fall 2005. There was a decrease in the percentage of minority graduate students in Fall 2006, but the percentage then increased in Fall 2007. The percentage of minority graduate students is currently 27.0%. (Fig. 4.12)

Fig. 4.12 Percentage of minority students



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 undergraduate students has increased from 14,388 in 2002-03 to 20,260 in 2006-07. The total amount of institutional scholarships accepted by undergraduate students has increased from \$41,657,382 in 2002-03 to \$80,771,782 in 2006-07. (Fig. 4.13)

The number of institutional scholarships accepted by graduate students has slightly decreased from 1,657 in 2002-03 to 1,630 in 2006-07. The amount of institutional scholarship accepted by graduate students has increased, however, from \$5,944,920 in 2002-03 to \$8,712,920 in 2006-07. (Fig. 4.14)

Fig. 4.13 Institutional aid – undergraduate scholarships
Number of awards and total amount (\$Millions)

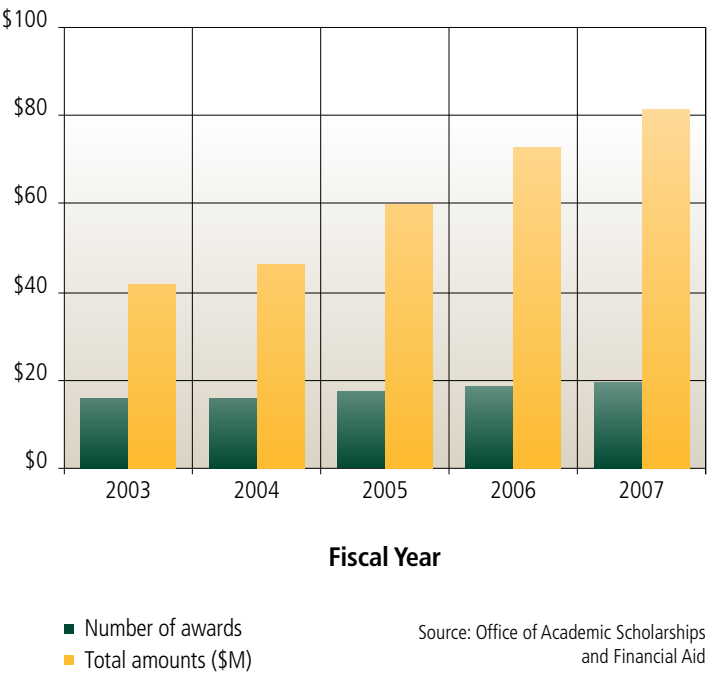


Fig. 4.14 Institutional aid – graduate scholarships
Number of awards and total amount (\$Millions)

