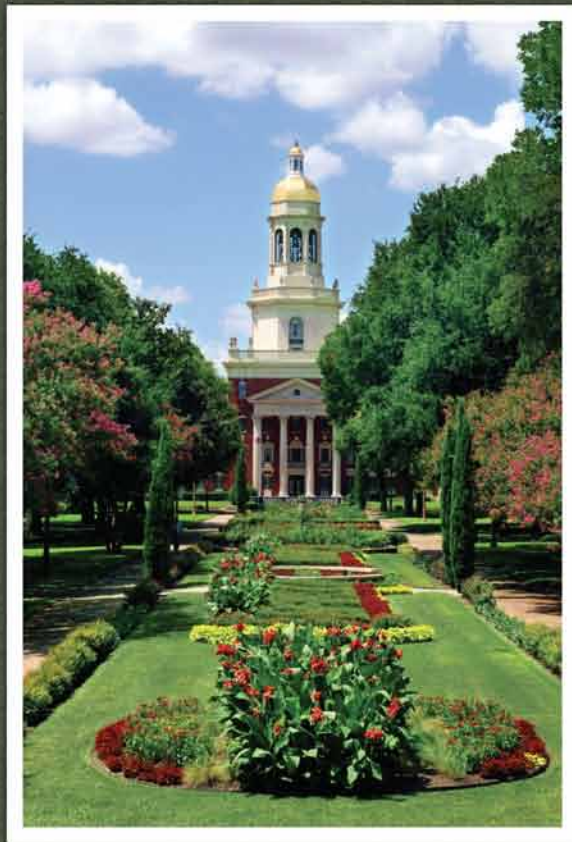


Baylor

Annual Report 2010



BAYLOR
UNIVERSITY

IMPERATIVE IV

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.**

We are making progress. At both the undergraduate and graduate level, entrance exam scores have been increasing, although SAT scores decreased in fall 2009. Based on data from a survey administered annually to first-time freshmen, we are continuing to attract students who are spiritually and service-oriented. Additionally, Baylor MBA graduates' strong employment rates and starting salaries demonstrate their high caliber.

- 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 and the total amounts of those scholarships accepted by graduate students also has increased.

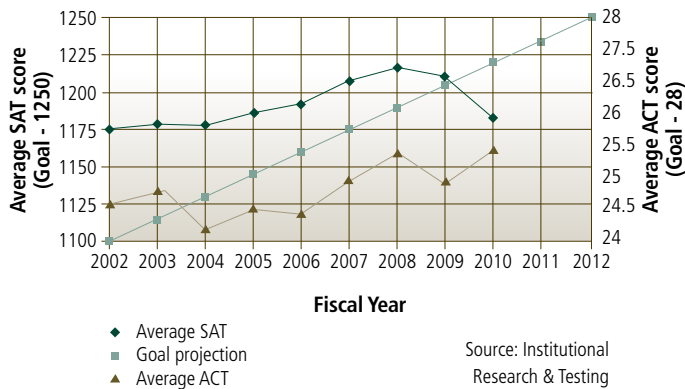
PROGRESS IN DEPTH

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-time freshmen has decreased in the past few years; however, the average ACT score of first-time freshmen has increased. The average SAT score of first-time freshmen was 1190 in fall 2009. The average ACT score in fall 2009 was 25.9. [Fig. 4.1]

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



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 606 in fall 2009. [Fig. 4.4] Additional information about MBA employment rates and starting salaries is shown in Figs. 4.5 and 4.6.

Fig. 4.2 Average GRE score of graduate students

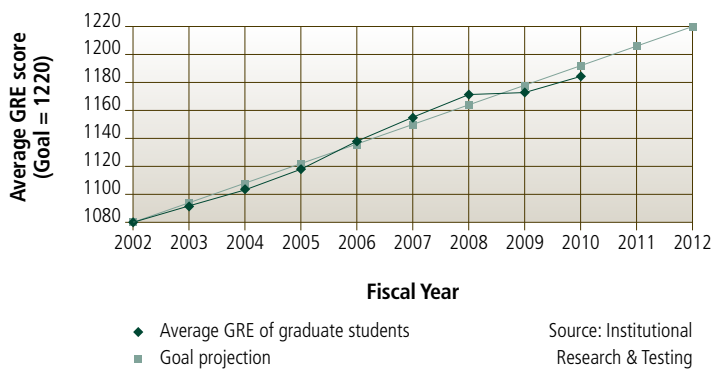


Fig. 4.3 Average GRE of doctoral students

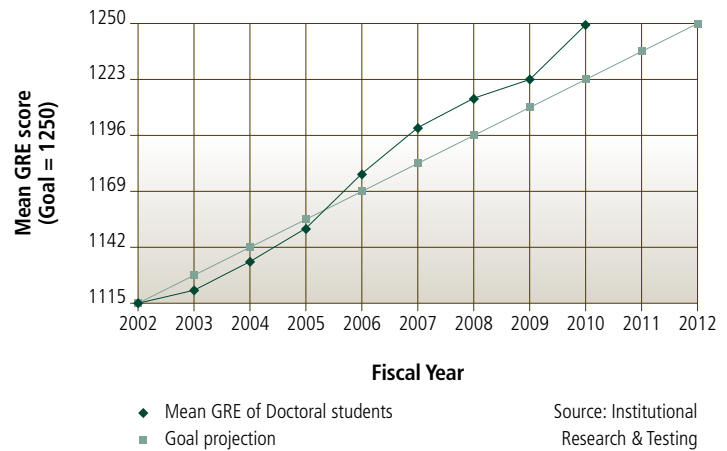


Fig. 4.4 Average GMAT score of MBA students

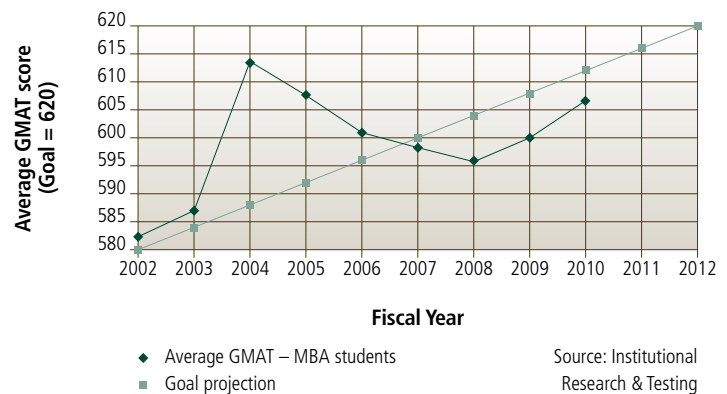
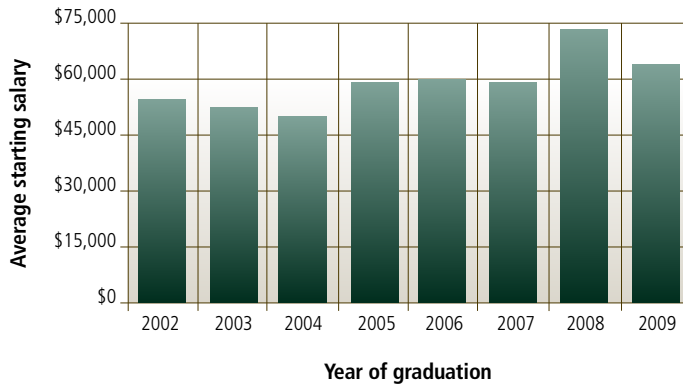


Fig. 4.5 Employment rates of MBA graduates



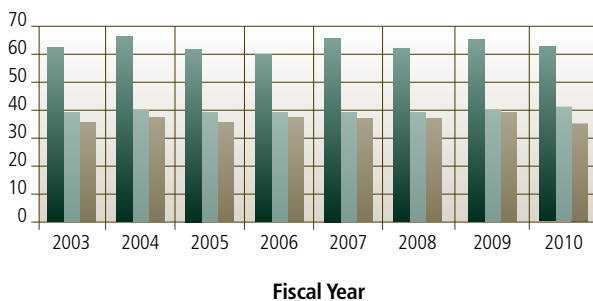
Fig. 4.6 Starting salaries of MBA graduates



Source: MBA Office

Based on data from the CIRP Freshman Survey, approximately 62 percent of first-time freshman Baylor students rated themselves “above average” or “highest 10 percent” as compared with the average person of his/her age in spirituality. [Fig. 4.7] This percentage far exceeds the percentage of students from private and public universities. Approximately 48 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 39 percent-45 percent of private and public universities students indicated this same conviction. Additional information from the survey is shown in Figs. 4.9, 4.10 and 4.11.

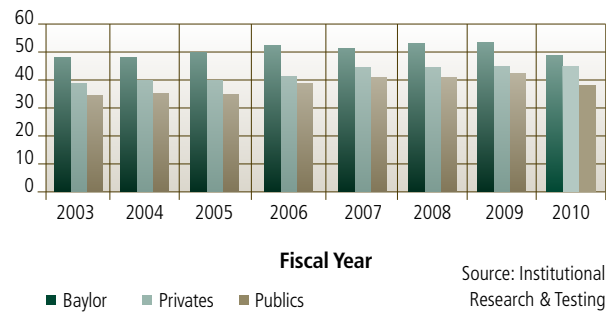
Fig. 4.7 Percentage of first-time students who rated themselves “Above Average” or “Highest 10%” as compared with the average person of his/her age in spirituality



Legend: Baylor (dark green), Privates (light green), Publics (brown)

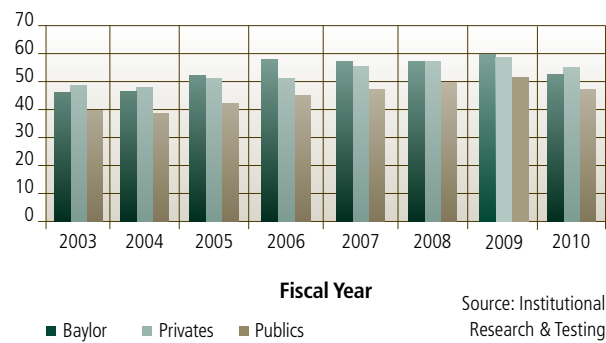
Source: Institutional Research & Testing

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



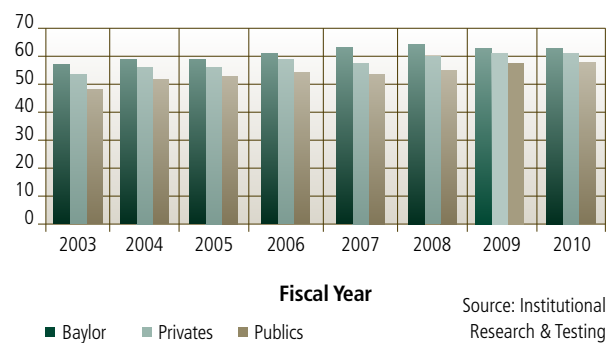
Source: Institutional Research & Testing

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



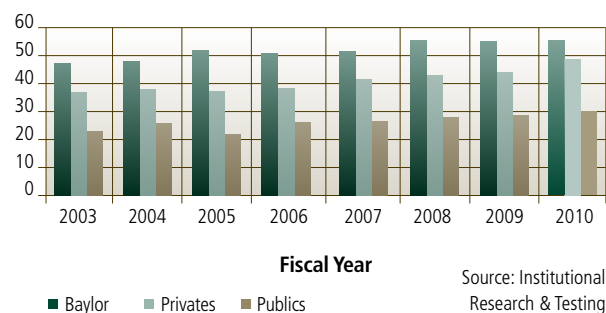
Source: Institutional Research & Testing

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



Source: Institutional Research & Testing

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



Source: Institutional Research & Testing

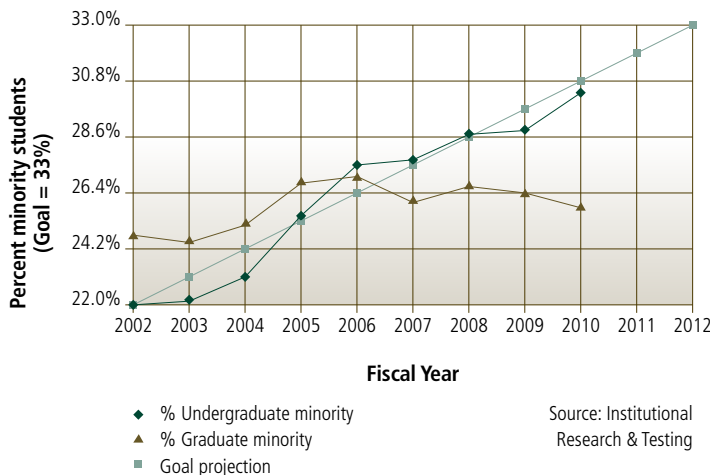
GOAL 2

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 30.2 percent. [Fig. 4.12]

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 26.3 percent. [Fig. 4.12]

Fig. 4.12 Percentage of minority students

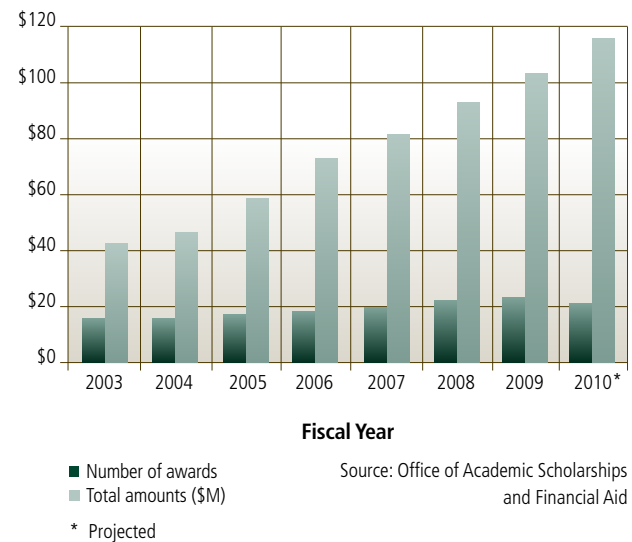


GOAL 3

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 2002-2003 to 21,646 in 2009-2010. The total amount of institutional scholarships accepted by undergraduate students has increased from \$41,657,382 in 2002-2003 to \$114,824,516 in 2009-2010. [Fig. 4.13]

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



The number of institutional scholarships accepted by graduate students has increased from 1,657 in 2002-2003 to 1,855 in 2009-2010. The amount of institutional scholarship accepted by graduate students has increased from \$5,944,920 in 2002-2003 to \$12,377,635 in 2009-2010. [Fig. 4.14]

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

