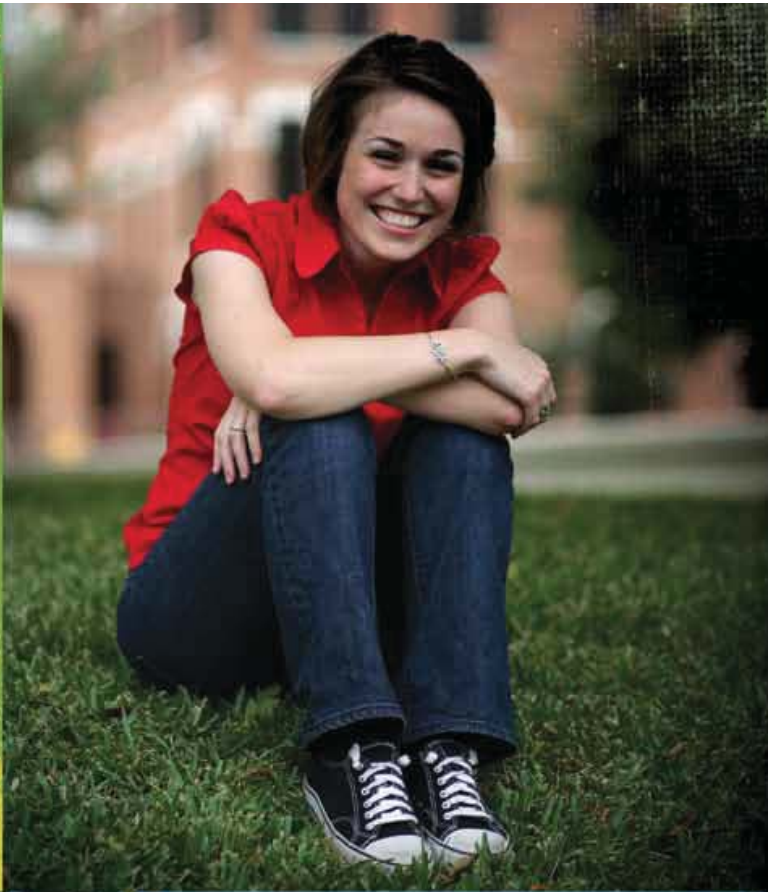


# IV *Imperative*

*Attract and support a  
top-tier student body*





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*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.

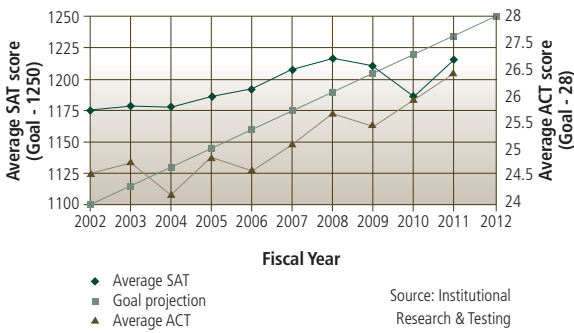
# PROGRESS IN DEPTH

## 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 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]

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 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. 4.2 Average GRE score of graduate students

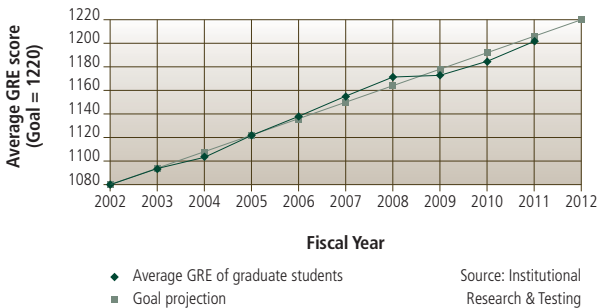


Fig. 4.3 Average GRE of doctoral students

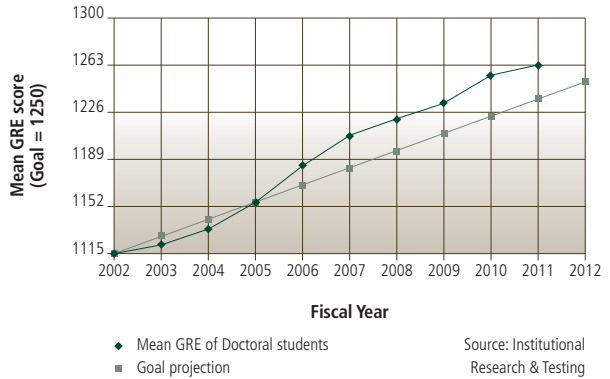


Fig. 4.4 Average GMAT score of MBA students

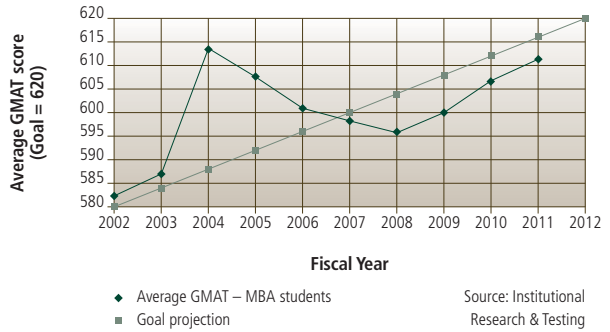
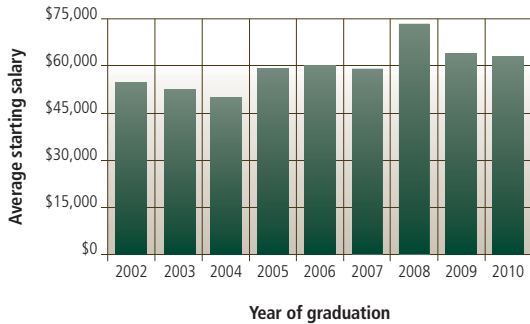


Fig. 4.5 Employment rates of MBA graduates



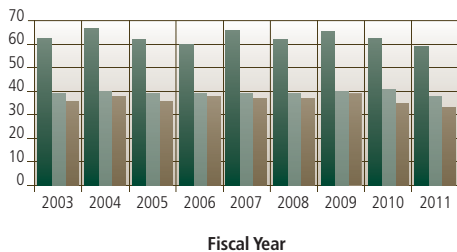
**Fig. 4.6 Starting salaries of MBA graduates**



Source: MBA Office

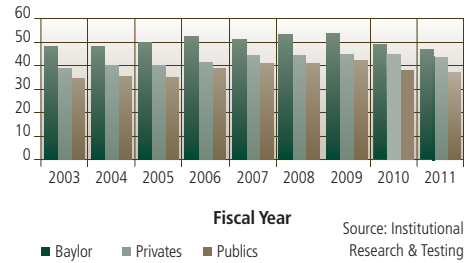
Based on data from the CIRP Freshman Survey, approximately 59 percent of first-time freshman Baylor students rated themselves “above average” or “highest 10 percent” in level of spirituality as compared with the average person of his/her age. [Fig. 4.7] This far exceeds the percentage of students from 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.

**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 level of spirituality**



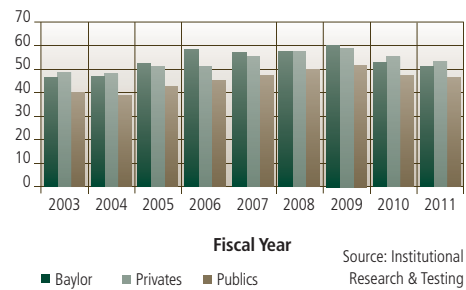
Source: Institutional Research & Testing

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



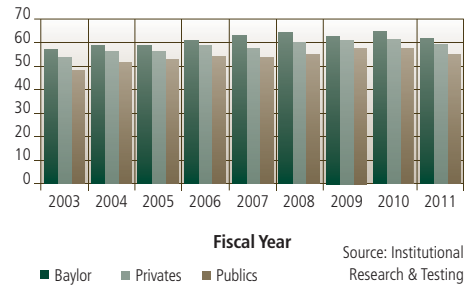
Source: Institutional Research & Testing

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



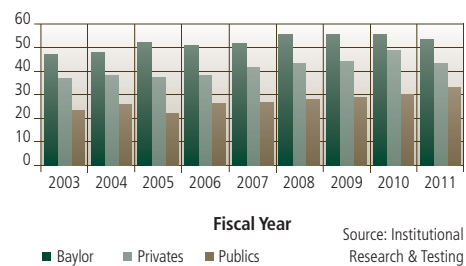
Source: Institutional Research & Testing

**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

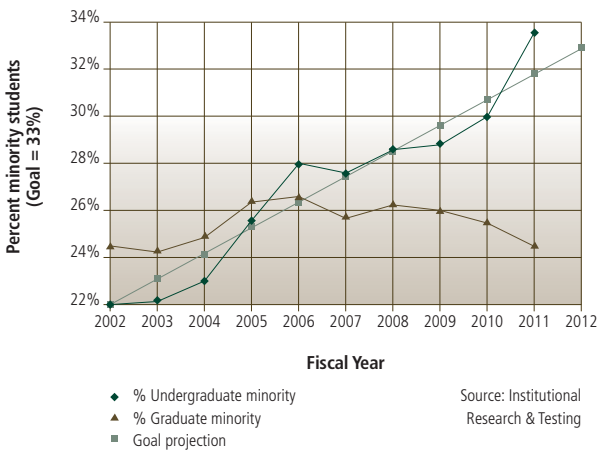
## GOAL 2

*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 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]

**Fig. 4.12 Percentage of minority students**

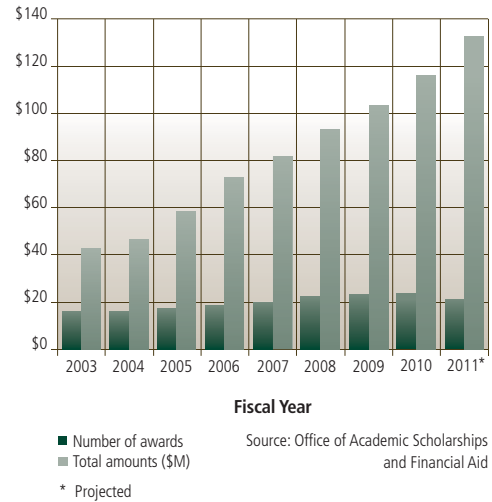


## GOAL 3

*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 21,966 in 2010-11. The total amount of institutional scholarships accepted by undergraduate students has increased from \$41,657,382 in 2002-2003 to \$132,571,791 in 2010-11. [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 2002-03 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]

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

