



## Baylor Annual Report 2009

*Baylor*



**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, will further enhance Baylor's student profile at both the undergraduate and graduate levels.

## PROGRESS SUMMARY

### IMPERATIVE GOALS

1. **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 are making progress.** At both the undergraduate and graduate level, entrance exam scores have been increasing, although SAT scores dipped slightly in Fall 2008. 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 has also increased.

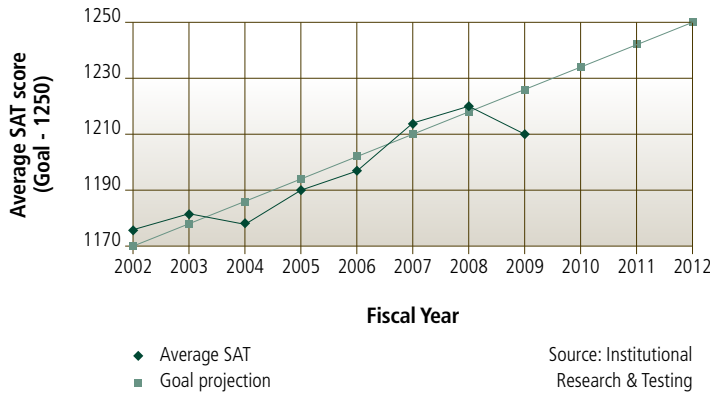
# PROGRESS IN DEPTH

## GOAL 1

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

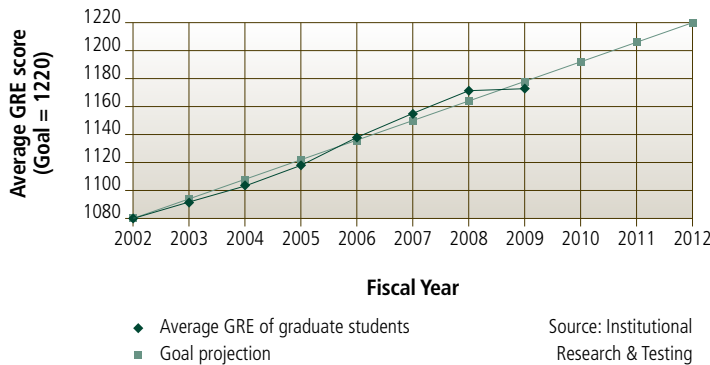
The average SAT score of first-time freshmen has been steadily increasing. However, the average SAT score of first-time freshmen decreased to 1210 in fall 2008. (Fig. 4.1)

**Fig. 4.1 Average SAT score of first-year students**

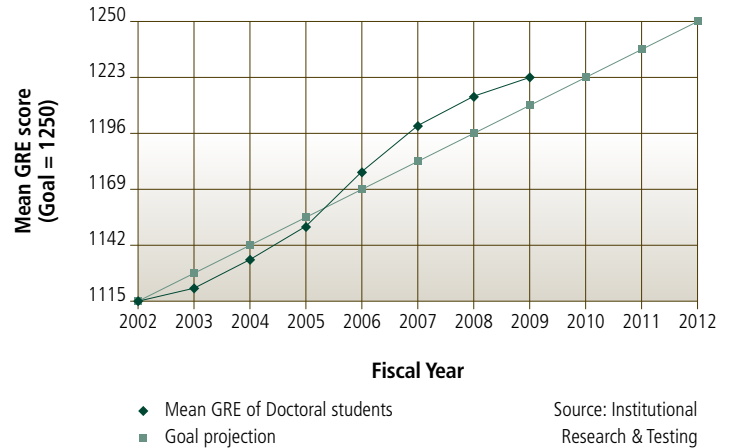


The average GRE score for graduate students is increasing, and we are on target for reaching the goal of 1220. (Fig. 4.2 & 4.3) Although the average GMAT score of Hankamer School of Business had been decreasing over the last four years, the average score increased to 600 in fall 2008. (Fig. 4.4) Additionally, Baylor MBA graduates' strong employment rates and starting salaries demonstrate their high caliber (Fig. 4.5 & 4.6).

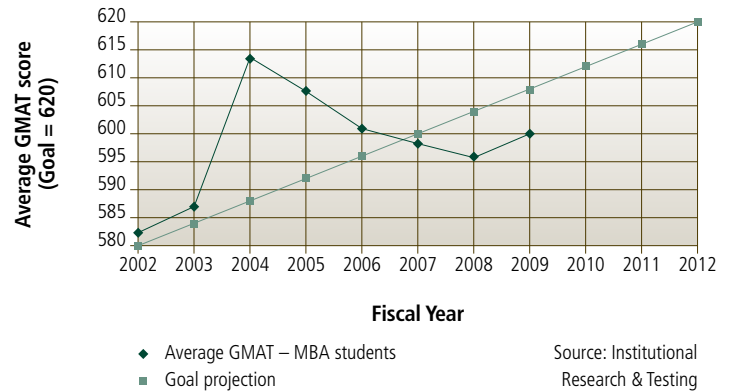
**Fig. 4.2 Average GRE score of graduate students**



**Fig. 4.3 Average GRE of doctoral students**



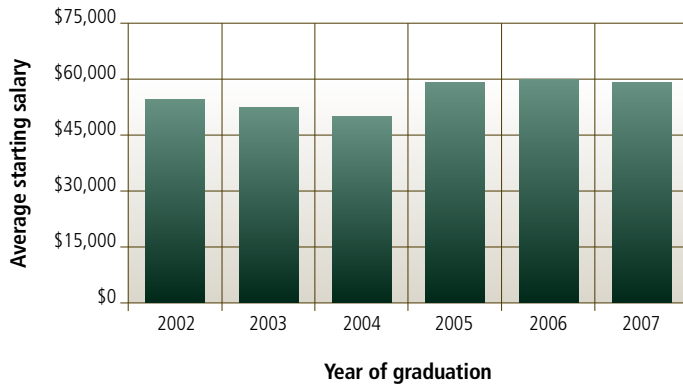
**Fig. 4.4 Average GMAT score of MBA students**



**Fig. 4.5 Employment rates of MBA graduates**



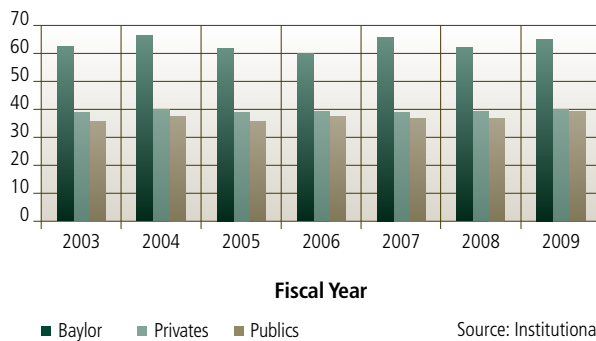
**Fig. 4.6 Starting salaries of MBA graduates**



Source: MBA Office

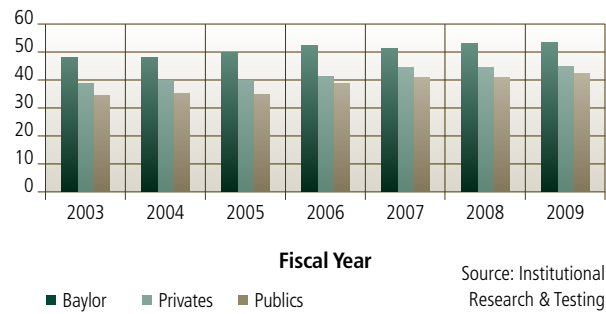
Based on data from the CIRP Freshman Survey, approximately 63% of first-time freshman Baylor students rated themselves “above average” or “highest 10%” as compared with the average person of his/ her age in spirituality. (Fig. 4.7) This percentage far exceeds the percentage of students from private and public universities. Approximately 53% of first-time freshman Baylor students indicated that “influencing social values” was an essential or very important objective. (Fig. 4.8) In comparison, only 40%-45% of private and public universities students indicated this same conviction. Additional information from the survey 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**



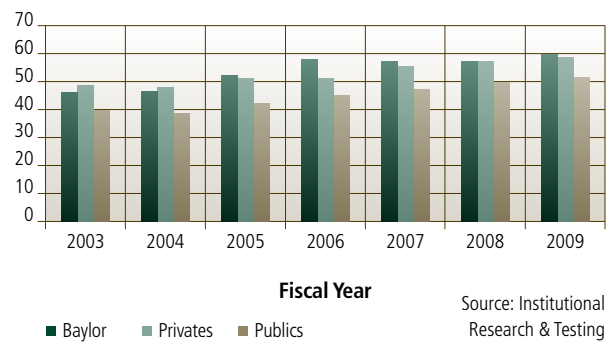
Source: Institutional Research & Testing

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



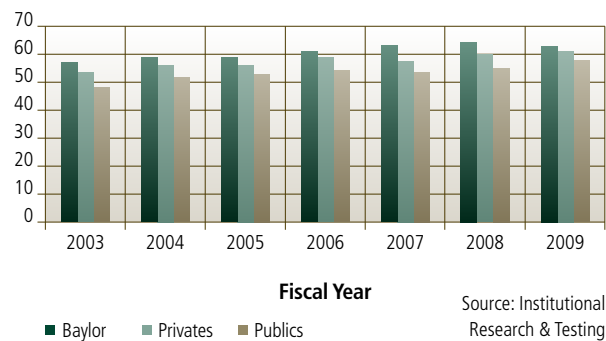
Source: Institutional Research & Testing

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



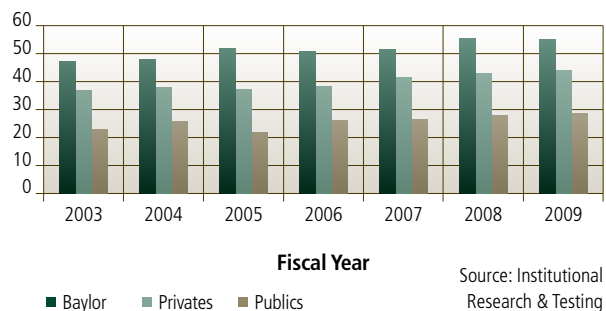
Source: Institutional Research & Testing

**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

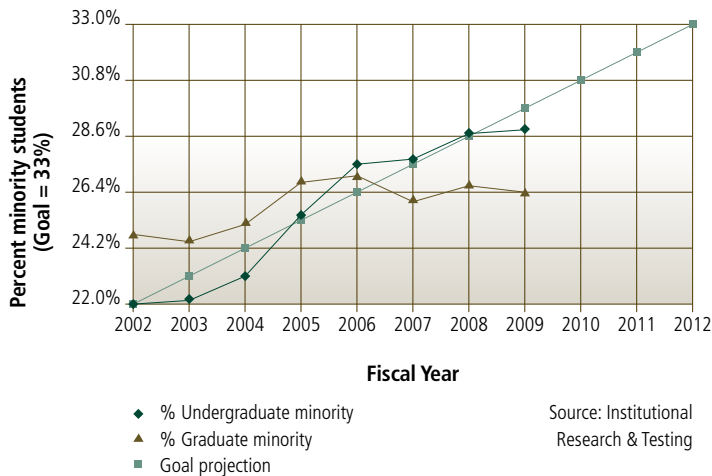
## GOAL 2

*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 28.8%. (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 currently 27.0%. (Fig. 4.12)

**Fig. 4.12 Percentage of minority students**

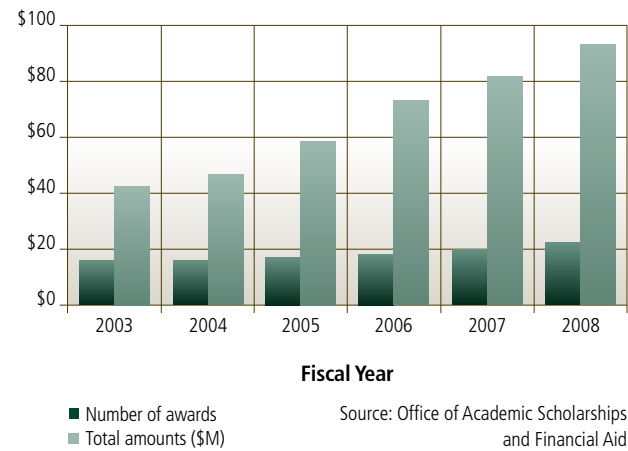


## GOAL 3

*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 22,080 in 2007-08. The total amount of institutional scholarships accepted by undergraduate students has increased from \$41,657,382 in 2002-03 to \$92,714,811 in 2007-08. (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 1,869 in 2007-08. The total amount of institutional scholarships accepted by graduate students has increased from \$5,944,920 in 2002-03 to \$9,077,009 in 2007-08. (Fig. 4.14)

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

