

College Board Data

Institutional Level

	Type of School, p. 1			Setting, p. 1		Student Body, p. 1		Test Scores, p. 5 (middle 50%)			Majors, p. 10		Incoming Freshmen
	Undergrad Enrollment	% Admitted	% retained	Rural/City	Res/Commr?	Top Qtr of HS	GPA HS 3.75 +	SAT Verbal	SAT Math	ACT Comp.	1	2	
WCU	6,889	75%	NA	Rural	Residential	27%	23%	460-550	470-560	18-22	Bus/Mrktng, 24%	Education, 15%	1557
Peers:													
Appalachian State University	12,619	69%	86%	Rural	Residential	50%	49%	510-610	530-610	20-25	Education, 25%	Bus/Mkt, 19%	2543
Bloomsburg University	7,575	68%	82%	Rural	Residential	35%	25%	460-550	470-560	NR	Bus/Mkt, 19%	Education, 18%	1697
East Tennessee State University	9,486	81%	69%	Urban	Commuter	38%	21%	450-590	450-570	20-25	Health Prof. 17%	Bus/Mkt, 15%	1595
Eastern Illinois University	10,243	78%	81%	Rural	Residential	24%	8%	N/A	N/A	19-24	Education, 26%	Bus/Mkt 14%	1708
Eastern Washington University	9,356	83%	NA	Rural	Commuter	44%	16%	440-550	450-560	18-24	N/A	N/A	1783
Georgia Southern University	13,975	55%	78%	Rural	Residential	N/A	10%	510-580	510-590	20-23	Bus/Mkt, 29%	Education, 11%	2983
Murray State University	7,937	64%	80%	Rural	Residential	65%	34%	N/A	N/A	21-26	Education, 18%	Bus/Mkt, 15%	1417
Nicholls State University	6,861	67%	62%	Rural	Commuter	37%	14%	N/A	N/A	18-22	Health Prof. 23%	Bus/Mkt 21%	1583
Northern Michigan University	8,500	84%	73%	Rural	Residential	N/A	15%	N/A	N/A	20-25	Education 17%	Bus/Mkt 16%	1470
Radford University	8,419	81%	79%	Rural	Residential	22%	7%	460-550	450-550	18-22	Bus/Mkt, 19%	Inter. Stud, 12%	1828
Salisbury University	6,141	57%	NA	Rural	Residential	56%	30%	520-600	530-610	21-25	Bus/Mkt, 17%	Education, 12%	986
Shippensburg State University	6,395	66%	76%	Rural	Residential	30%	17%	470-570	470-570	NA	Bus/Mkt, 22%	Education, 17%	1499
Stephen F. Austin State University	9,806	74%	67%	Rural	Residential	42%	N/A	430-560	450-560	17-23	N/A	N/A	1536
Towson University	13,969	64%	83%	Suburban	Commuter	54%	22%	490-580	510-600	19-26	Bus/Mkt, 19%	Education 14%	N/R
UNC - Wilmington	10,249	61%	83%	Urban	Commuter	60%	48%	520-600	540-610	21-25	Bus/Mkt, 24%	Soc Sci, 11%	1936
University of Central Arkansas	9,909	68%	93%	Suburban	Residential	44%	27%	430-580	470-600	20-27	Bus/Mkt, 23%	Health Pro, 18%	N/R
University of North Dakota	10,498	73%	75%	Urban	Residential	38%	N/A	N/A	N/A	21-26	N/A	N/A	N/R
University of Northern Colorado	10,407	82%	71%	Small City	Commuter	32%	19%	480-580	470-580	93	Interdisc. Stud. 15%	Bus/Mkt 13%	2431
University of Wisconsin - La Crosse	7,908	67%	90%	Urban	Residential	80%	N/A	500-610	520-660	23-27	Bus/Mkt, 21%	Parks/Rec, 13%	1522
Winona State University	7,447	80%	NA	Urban	Residential	N/A	N/A	460-580	500-610	20-24	N/A	N/A	N/R

Aspirants:

James Madison University	15,287	68%	91%	Rural	Residential	74%	41%	530-620	540-630	21-26	Bus/Mkt, 21%	Soc Sci, 12%	3796
Western Kentucky University	15,341	92%	73%	Suburban	Commuter	36%	18%	450-550	440-560	18-23	Education, 19%	Bus/Mkt 16%	2865

Criteria for selection:

1. AACSB accredited business units
2. Size (student enrollment) - between 6,000 and 15,500 (roughly our size two years ago to twice our size)
3. Selectivity (percent admitted) - 64% to 85% (WCU was 75% plus/minus 10%)
4. Quality (percent in top quarter of HS class) - 27% - 56% (WCU was 27% up 2 times our rate)

Set is intersection of three criteria