Enrollment Statistics Report
Fall 2010

UNIVERSITY OF Redlands

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Prepared by the
Office of Business and Finance
and
Office of Academic Affairs

University of Redlands
Fall 2010

Cover: Incoming freshmen come together during New Student Orientation Week to take their picture on the steps of the Administration Building.

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Enrollment Statistics
Fall 2008 to Fall 2010

Total Fall Census Enrollment (Headcount)

	Fall 2008	Fall 2009	Fall 2010
ENROLLMENTS (Undergraduate & Graduate Headcount)			
College New Entering Freshmen	*574*	*569*	*646*
College New Entering Transfers	*91*	*94*	*89*
College of Arts & Sciences Total[1]	**2,434**	**2,410**	**2,448**
Undergraduates	2,336	2,297	2,335
Graduates	98	113	113
School of Business Total	**1,300**	**1,471**	**1,467**
Undergraduates	484	653	697
Graduates	816	818	770
School of Education Total[2]	**583**	**576**	**516**
TOTAL ENROLLMENT	**4,317**	**4,457**	**4,431**
% change from prior year	*3.1%*	*3.2%*	*-0.6%*
PERCENTAGE OF UNDERGRADUATE ENROLLMENTS			
College of Arts & Sciences	96%	95%	95%
School of Business	37%	44%	48%
School of Education	n/a	n/a	n/a

Demographic Profile

	Fall 2008	Fall 2009	Fall 2010
COLLEGE OF ARTS & SCIENCES			
Percentage Female	57%	56%	57%
Percentage Minority[3]	24%	25%	26%
Percentage from California (entering freshmen)	62%	69%	78%
SCHOOL OF BUSINESS			
Percentage Female	47%	48%	49%
Percentage Minority	47%	45%	46%
SCHOOL OF EDUCATION			
Percentage Female	71%	72%	68%
Percentage Minority	43%	45%	48%

Academic Profile

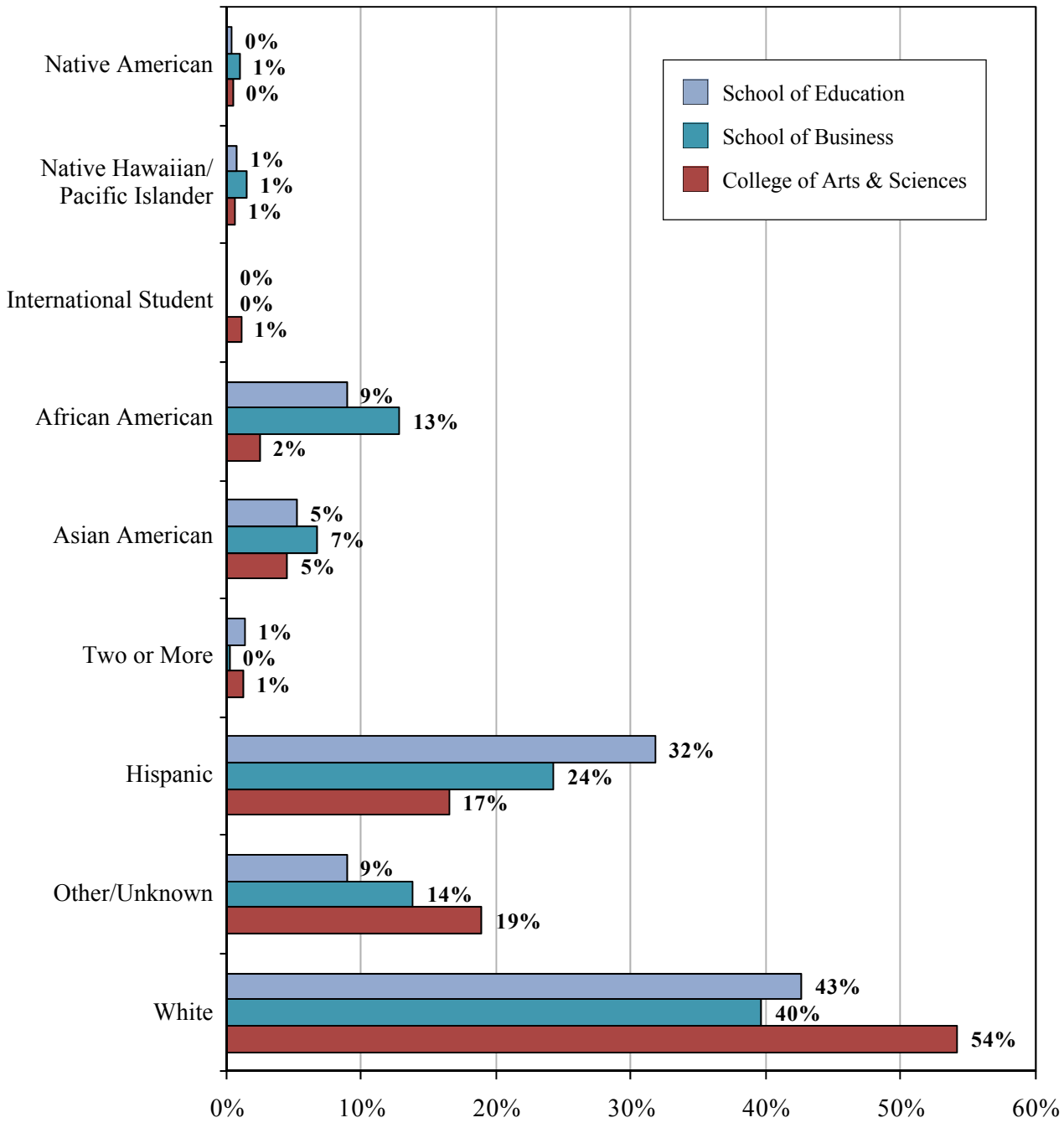
	Fall 2008	Fall 2009	Fall 2010
COLLEGE OF ARTS & SCIENCES ENTERING FRESHMEN			
Median SAT Score	1,149	1,147	1,142
Average Grade Point Average (GPA)	3.5	3.5	3.6

[1] CAS Undergraduate and Graduate programs including Liberal Studies and M.S. G.I.S.

[2] Percentage School of Education has only a Graduate program..

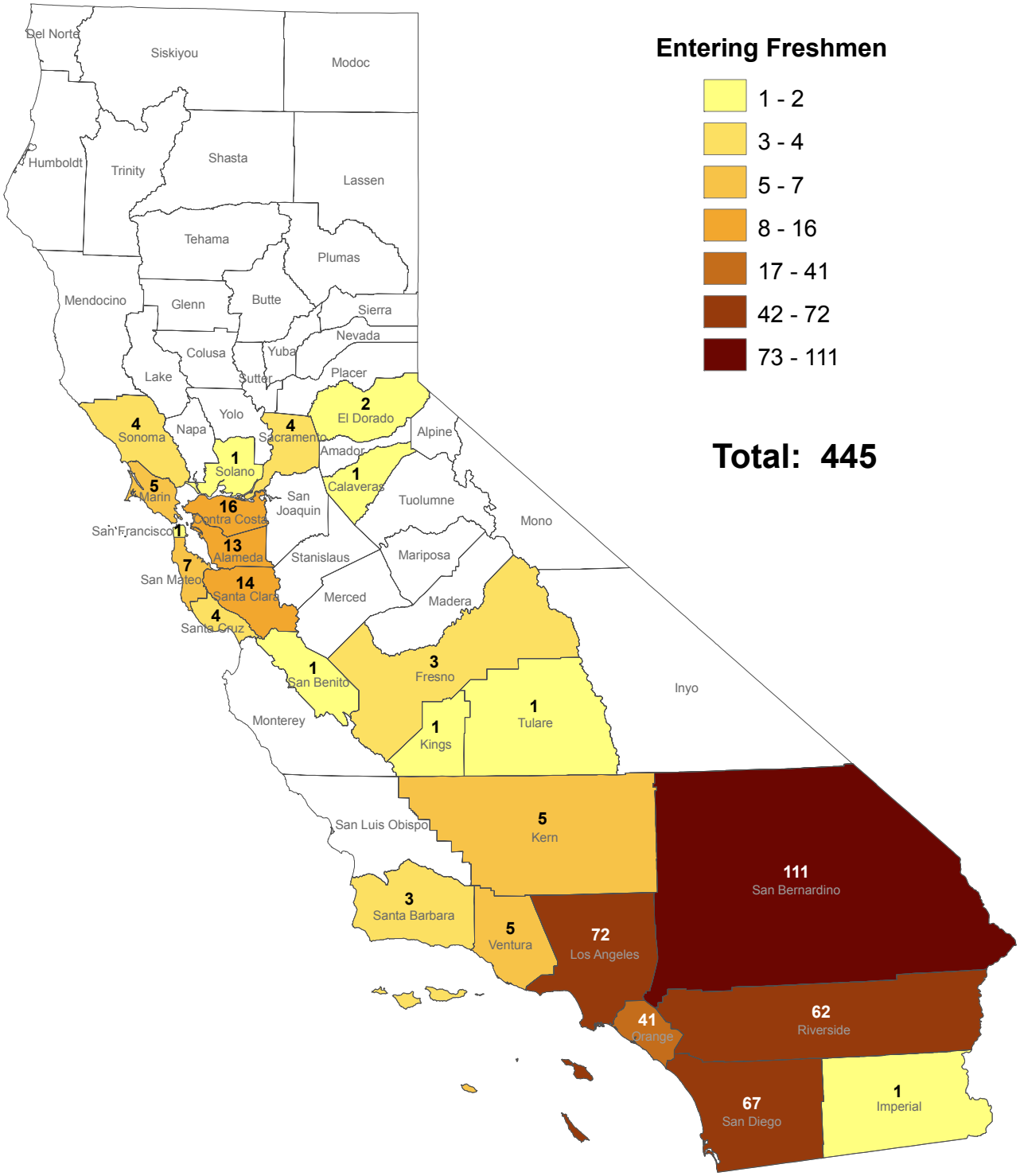
[3] Percentage Minority does not include those students who declined to state their ethnicity and those students who are not U.S. citizens.

Race and Ethnicity of Students by Percentage for Fall 2010



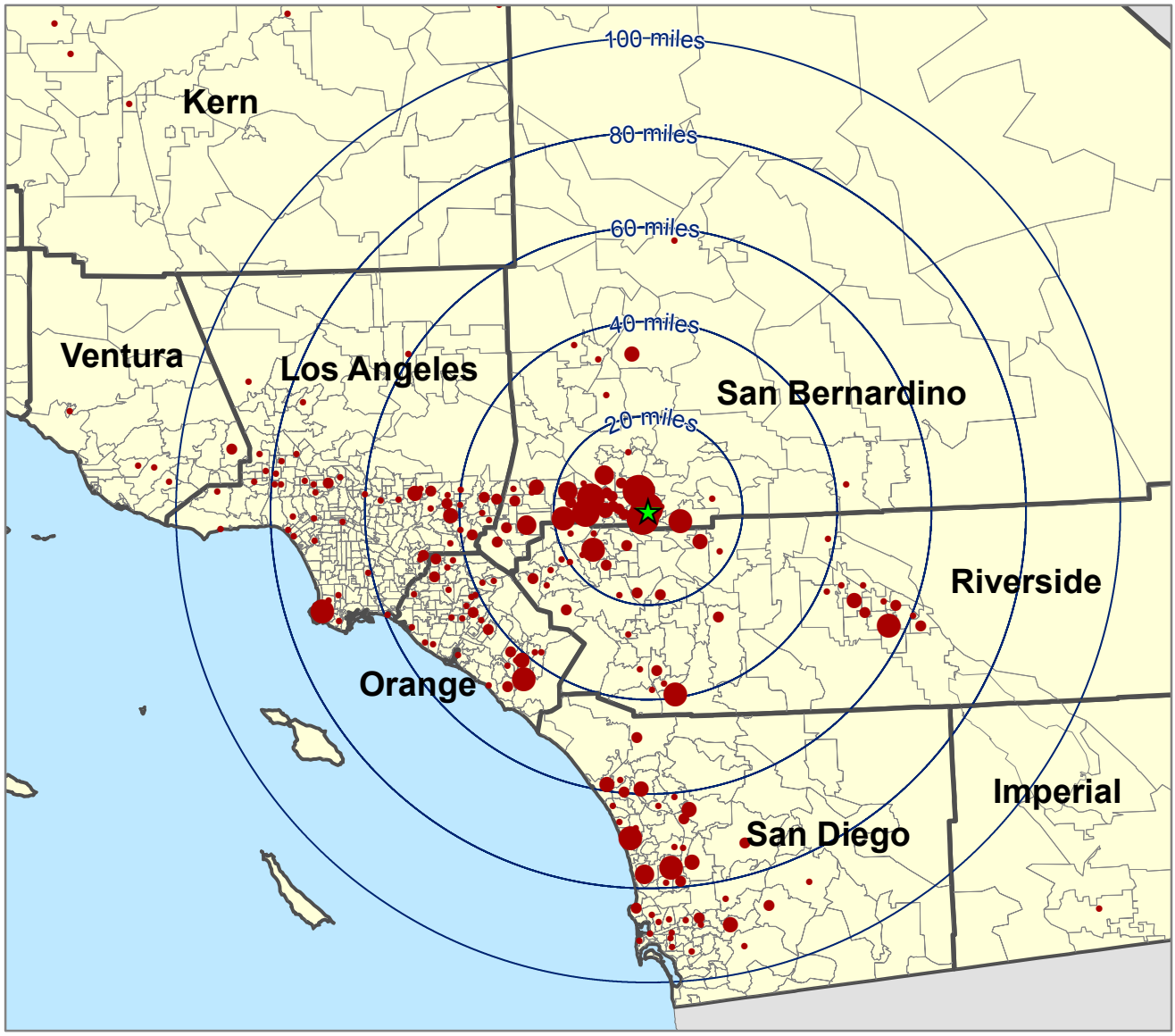
Note: Race and Ethnicity is self-reported by the applicant.

College of Arts & Sciences
Entering Freshmen for Fall 2010
by California County*



* *Locations have been mapped using parents' home zip codes.*

College of Arts & Sciences
Fall 2010 Entering Freshmen by Zip Code*



University of Redlands

zip code boundary

county boundary

Number of Entering Freshmen

1

2

3

4

5

6 - 8

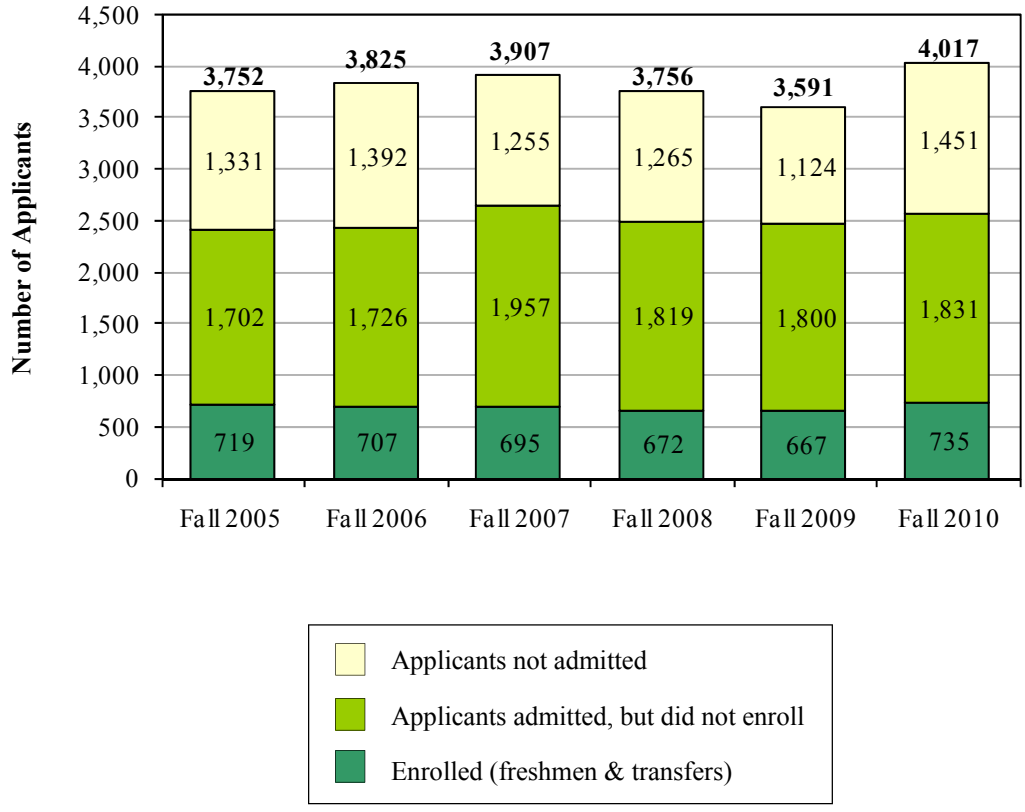
9 - 18

Distance from University of Redlands (in 20-mile increments)	Number of Entering Freshmen
20 miles	114
40 miles	171
60 miles	257
80 miles	323
100 miles	354

* *Locations have been mapped using parents' home address information.*

College of Arts & Sciences Undergraduate Program
Admissions and New Student Enrollment Trends
Fall 2005 to Fall 2010

	Fall 2005	Fall 2006	Fall 2007	Fall 2008	Fall 2009	Fall 2010
APPLICATIONS						
Number of applicants	3,752	3,825	3,907	3,756	3,591	4,017
% change from last year	15.3%	1.9%	2.1%	-3.9%	-4.4%	11.9%
ADMITTED						
Number admitted	2,421	2,433	2,652	2,491	2,467	2,566
% admitted	64.5%	63.6%	67.9%	66.3%	68.7%	63.9%
ENROLLMENT						
Number of freshmen and transfers at First Day of Class	719	707	695	672	667	735
% change from prior year	2.2%	-2.0%	-0.1%	-3.3%	-0.7%	10.2%
% of applicants that enroll	18.9%	18.2%	17.8%	17.9%	18.6%	18.3%
% admitted that enroll (yield)	29.3%	28.6%	26.2%	27.0%	27.0%	28.6%



College of Arts & Sciences Undergraduate Program
Applications by Geographic Location
Fall 2006 to Fall 2010

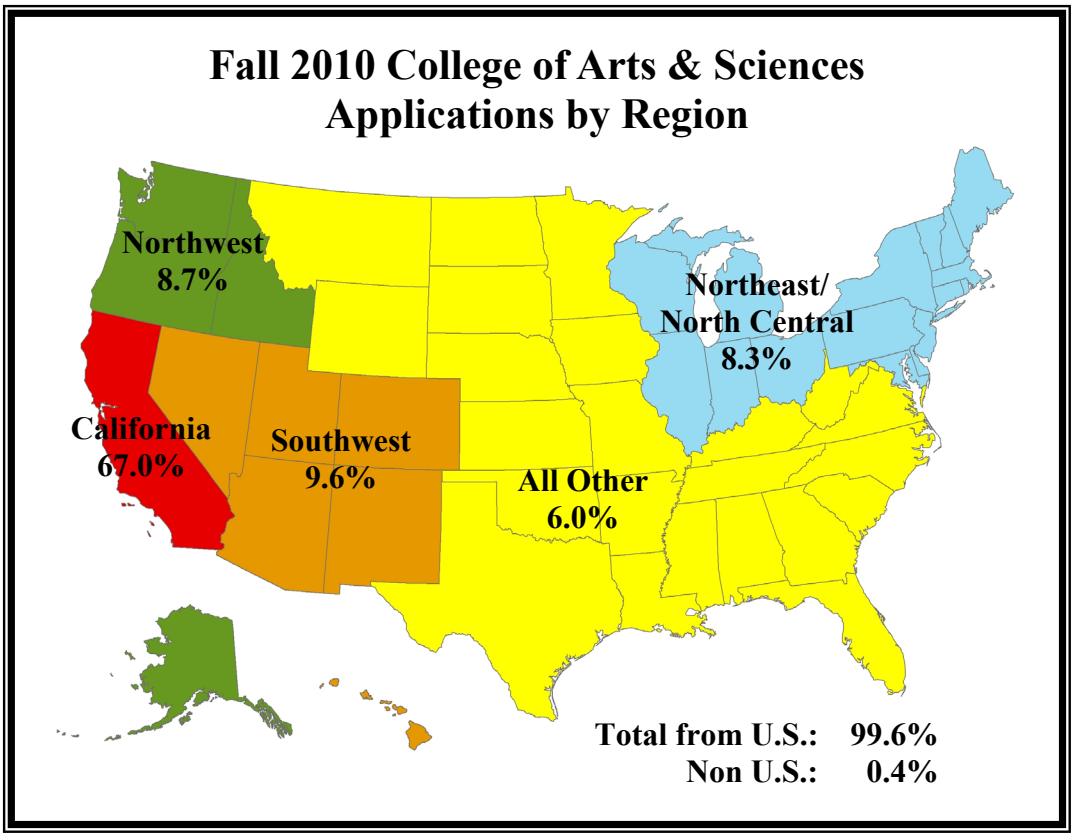
	Fall 2006		Fall 2007		Fall 2008		Fall 2009		Fall 2010	
UNITED STATES	**3,757**	**98.2%**	**3,848**	**98.5%**	**3,712**	**98.8%**	**3,581**	**99.7%**	**4,001**	**99.6%**
California	2,247	58.7%	2,192	56.1%	2,092	55.7%	2,088	58.2%	2,691	67.0%
Northwest	364	9.5%	495	12.7%	440	11.7%	385	10.7%	347	8.7%
Southwest	440	11.5%	414	10.6%	446	11.9%	412	11.5%	386	9.6%
Northeast/North Central	481	12.6%	464	11.9%	457	12.1%	436	12.1%	335	8.3%
All Other U.S.	225	5.9%	283	7.2%	277	7.4%	260	7.2%	242	6.0%
NON U.S.	**68**	**1.8%**	**59**	**1.5%**	**44**	**1.2%**	**10**	**0.3%**	**16**	**0.4%**
TOTAL	**3,825**	**100%**	**3,907**	**100%**	**3,756**	**100%**	**3,591**	**100%**	**4,017**	**100%**

Northwest: Alaska, Idaho, Oregon, Washington

Southwest: Arizona, Colorado, Hawaii, Nevada, New Mexico, Utah

Northeast/North Central: Connecticut, Delaware, District of Columbia, Illinois, Indiana, Maine, Maryland, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont, and Wisconsin

All Other US: Alabama, Arkansas, Florida, Georgia, Iowa, Kansas, Kentucky, Louisiana, Minnesota, Mississippi, Missouri, Montana, Nebraska, North Carolina, North Dakota, Oklahoma, South Carolina, South Dakota, Tennessee, Texas, Virginia, West Virginia, Wyoming, all undeclared states, Guam and the U.S. Virgin Islands



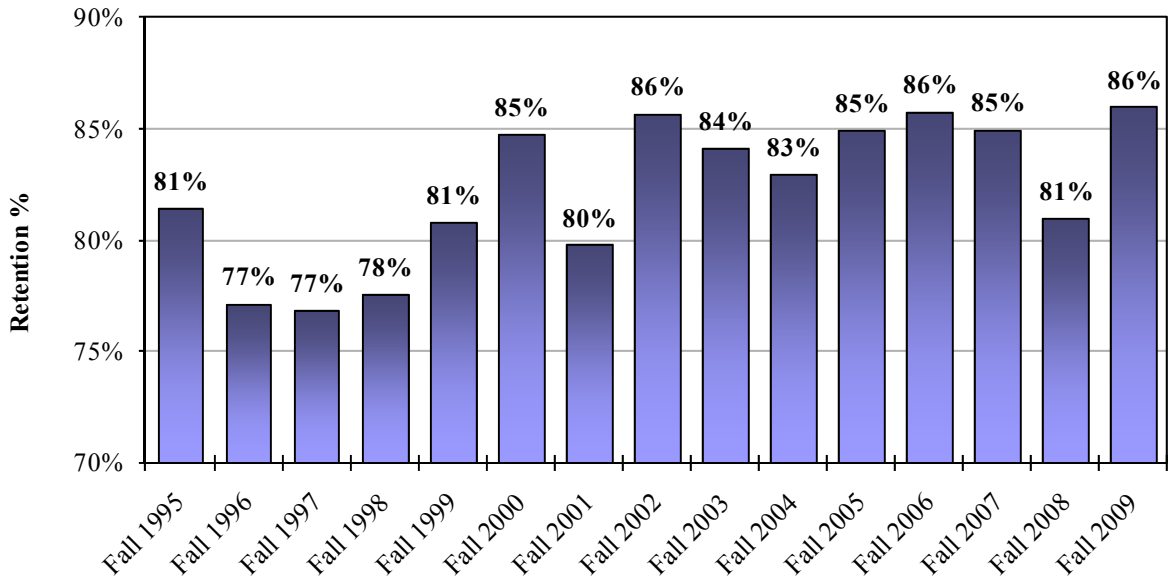
Term to Term Retention Analysis
First-time Freshmen (Fall cohorts only)
Fall 1995 to Fall 2009 Cohorts

Note: The term of matriculation is considered the First term. Subsequent Fall terms are then labeled as Third, Fifth, Seventh, and Ninth Terms. (Interim Term is not included.)

Cohort	1st to 3rd	3rd to 5th	5th to 7th	7th to 9th
Fall 1995	81%	83%	100%	12%
Fall 1996	77%	85%	94%	6%
Fall 1997	77%	90%	91%	10%
Fall 1998	78%	86%	96%	9%
Fall 1999	81%	88%	94%	9%
Fall 2000	85%	87%	97%	13%
Fall 2001	80%	91%	96%	8%
Fall 2002	86%	93%	96%	6%
Fall 2003	84%	92%	96%	11%
Fall 2004	83%	91%	91%	9%
Fall 2005	85%	91%	91%	8%
Fall 2006	86%	92%	92%	8%
Fall 2007	85%	92%	92%	n/a
Fall 2008	81%	91%	n/a	n/a
Fall 2009	86%	n/a	n/a	n/a

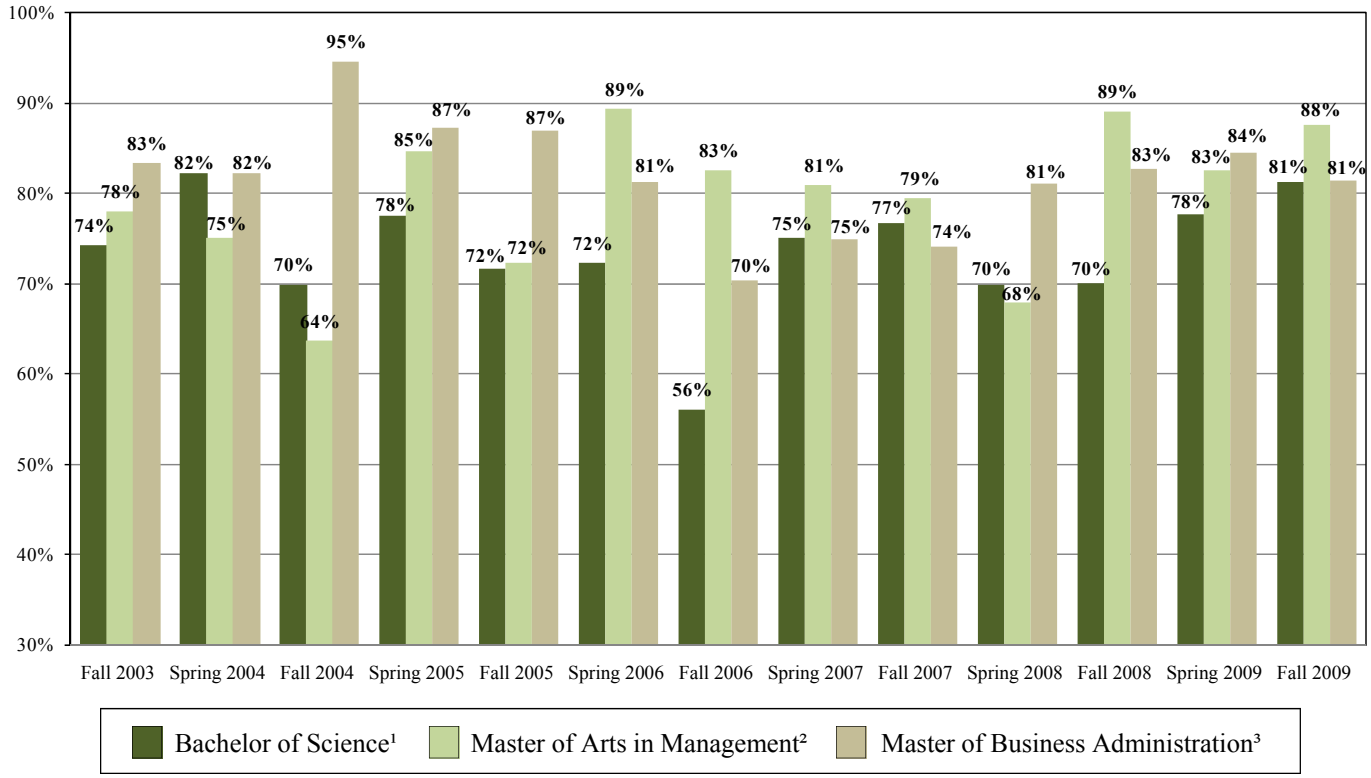
Previous 3-year rolling average	84%	92%	91%	9%
Current 3-year rolling average	**84%**	**92%**	**92%**	**8%**

One-year Retention Rates for Fall Freshmen

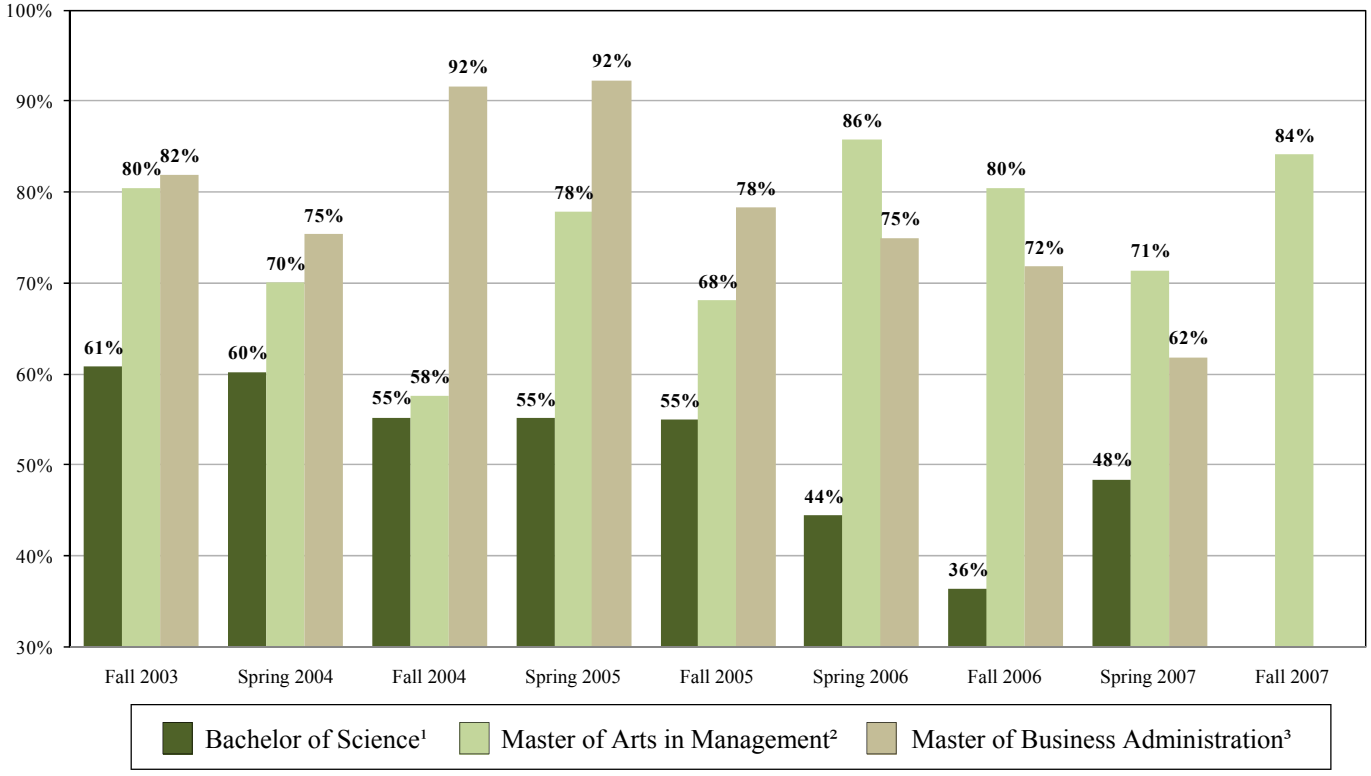


School of Business Retention and Graduation Rates

1st to 3rd Semester Retention Rates as of October 2010



Graduation Rates as of June 2010



[1] The BSB program is a 30-month program.

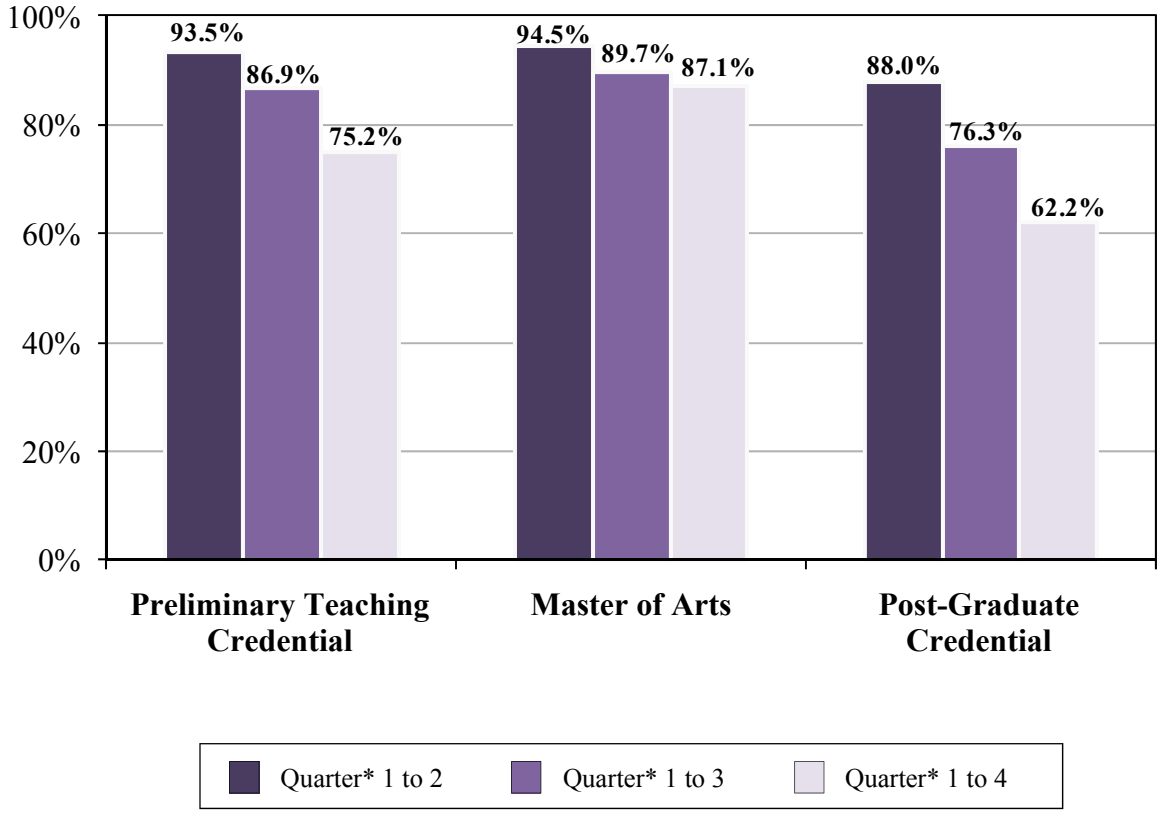
[2] The MAM program is an 18-month program.

[3] The MBA program is a 24-month program.

The BA MGMT and MSIT programs are not included because of the small amount of data available.

Cohort is all students beginning at any time during that term. If they are registered at the census date of the next (approximately Oct. 15th or Feb. 15th), they are considered retained.

School of Education Retention Averages for Students from Fall 2007 to Fall 2010



* Retention for the School of Education is tracked on a Calendar Quarter basis. If a student enrolled during a term and is registered at the beginning of the next calendar quarter, they are considered retained.

Degrees Awarded by Declared Major
July 1, 2009 - June 30, 2010

College of Arts and Sciences

Total College of Arts & Sciences Degrees: 605

Bachelor of Arts

Total Bachelor of Arts Degrees: 340

	1st Major	2nd Major		1st Major	2nd Major
Art: History Emphasis	1	1	Johnston	28	0
Art: Studio Emphasis	17	2	Latin American Studies	1	0
Asian Studies	3	1	Liberal Studies	22	0
Biology	18	0	Managerial Studies	5	4
Business	0	1	Mathematics	2	0
Chemistry	1	0	Musical Theater	0	0
Communicative Disorders	40	0	Music	4	1
Economics	7	0	Philosophy	4	0
English: Literature Emphasis	14	0	Physics	0	0
English: Writing Emphasis	14	0	Political Science	1	0
Environmental Studies	8	0	Psychology	43	8
Environmental Management	1	0	Religious Studies	8	1
French	2	2	Race & Ethnic Studies	5	0
German	1	1	Sociology & Anthropology	23	3
Global Business	4	0	Spanish	7	3
Government	15	4	Theatre	5	0
History	20	5	Women's & Gender Studies	2	0
International Relations	14	0			

Bachelor of Music

Total Bachelor of Music Degrees: 27

	1st Major	2nd Major		1st Major	2nd Major
Music Education	9	0	Music Performance	14	0
Music Composition	4	0			

Bachelor of Science

Total Bachelor of Science Degrees: 167

	1st Major	2nd Major		1st Major	2nd Major
Accounting	12	0	German	0	1
Biology	23	3	Global Business	21	0
Business	63	0	Johnston	1	0
Chemistry	8	1	Latin American Studies	0	1
Computer Science	5	0	Mathematics	14	1
Economics	1	2	Philosophy	0	1
Environmental Management	7	0	Physics	2	0
Environmental Science	5	0	Spanish	0	2
Financial Economics	5	0			

Master of Music

Total Master of Music Degrees: 11

Music: Education	2
Music: Performance	9

Master of Science

Total Master of Science Degrees: 60

Communicative Disorders	23
Geographic Information Systems	37

School of Business

Total School of Business Degrees: 508

Bachelor of Science (BS)	128
Master of Arts (MAM)	97
Master of Business Administration (MBA)	258
Master of Science (MSIT)	25

School of Education

Total School of Education Degrees: 300

Preliminary Teaching Credential	182
Master of Arts in Education	109
Post-Graduate Credential	5
Doctorate in Educational Justice	4

Total Degrees Conferred: 1,413

Recorded by the Registrar as of August 31, 2010