

Memorandum

To: Members of the Saint Mary's College Community
From: Michael Beseda
Date: September 13, 2007
Subject: Fall 2007 Undergraduate New Student Enrollment

Attached are several tables and charts providing descriptive and historical information on new undergraduate student enrollment at Saint Mary's. The following items are worthy of note:

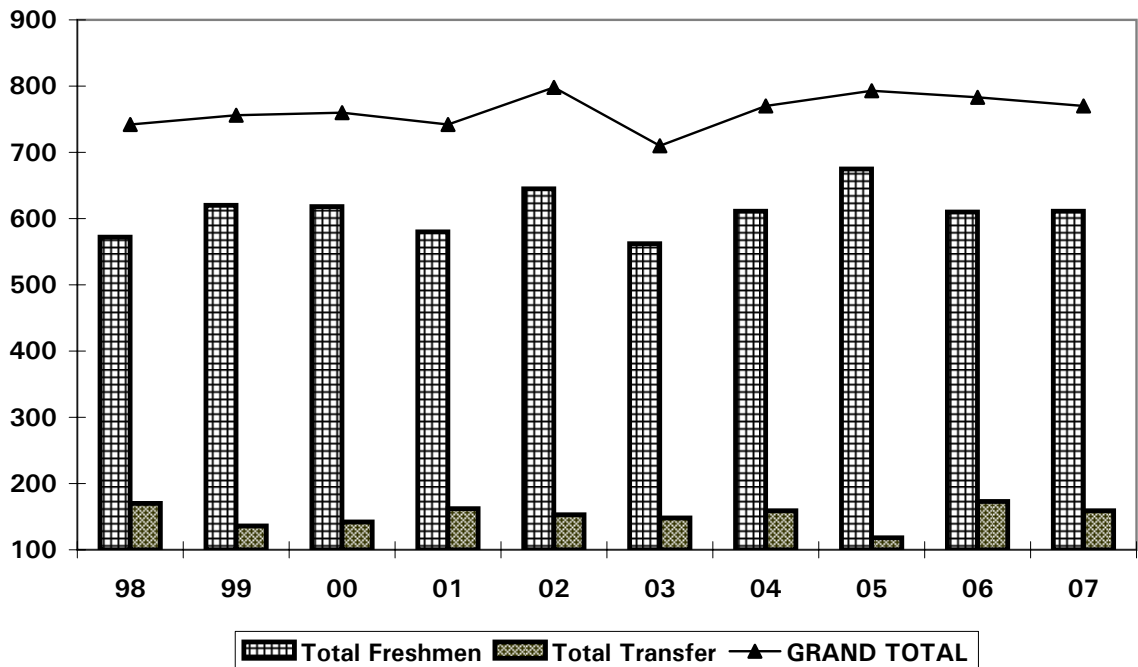
- 1) Fall 2007 new student enrollment of 770 equals the average of the past five years, meets the College's enrollment target and falls 13 students short (1.7%) of last fall's total. New freshmen enrollment of 611 nearly matches last fall's total of 610, while transfer enrollment of 159 is 14 students lower (8.1%) than the previous year.
- 2) I am pleased to report that 24.5% of new undergraduate students are Pell Grant recipients. The proportion of new students enrolling at the Saint Mary's last fall who were Pell Grant recipients fell to 20.5%, below the institutional goal of 25% and the lowest level in the past 15 years. Increasing the proportion of financially needy students served by the College was a major strategic goal for fall 2007.
- 3) The number of applicants for freshman admission to Saint Mary's for fall 2007 declined by 35.3% (1062). The substantial decrease in applications resulted from a more focused and limited use of "priority" applications. Similarly the acceptance rate returned to a more typical rate of 82%. Yield (portion of admitted students who actually enroll) rose somewhat to 18.9%, still significantly below the five year average. The increased use of the Common Application is an important factor contributing to this outcome.
- 4) Transfer applications declined by 20.4% (114) to 444 for fall 2007. Yield on admitted transfer students (54.3%) rose to a near record level.
- 5) The average high school GPA of entering Saint Mary's freshmen remained the same for fall 2007 as for fall 2006, 3.33.
- 6) Enrollment of new students with superior academic credentials increased in every category and to near record levels. The total of 28 Presidential Scholars and 71 Honors at Entrance students for fall 2007 are the second largest in College history. Twenty-one transfer students enrolled with Honors at Entrance for fall 2007, the highest level in College history.
- 7) The class of 2011 is the second required to take the "new" SAT. While national SAT critical reading and mathematics score averages declined for the second year in a row, the SAT average of new freshmen students at SMC remained unchanged for fall 2007, 1080.

- 8) Thirty-eight percent of new Saint Mary's freshmen students are African American, American Indian, Asian, or Latino, a decline from last year's record level of 44% and from the four year average of 40%. New Latino student enrollment was essentially unchanged from last fall (129 vs.128) while fewer enrolled African-American (29 vs. 46) and Asian American (67 vs. 87) students contributed to the overall decline.
- 9) Female students comprise 61.2% of the new freshman class, while males make up 38.8%.
- 10) Enrollment of students from Lasallian high schools increased to 55 (+12.2%) for fall 2007. With this important exception, the geographic and secondary school source origins of new students remained similar to prior years.

Please feel free to contact me with questions or comments about these data.

UNDERGRADUATE NEW ENROLLED STUDENTS FALL 1998 - FALL 2007

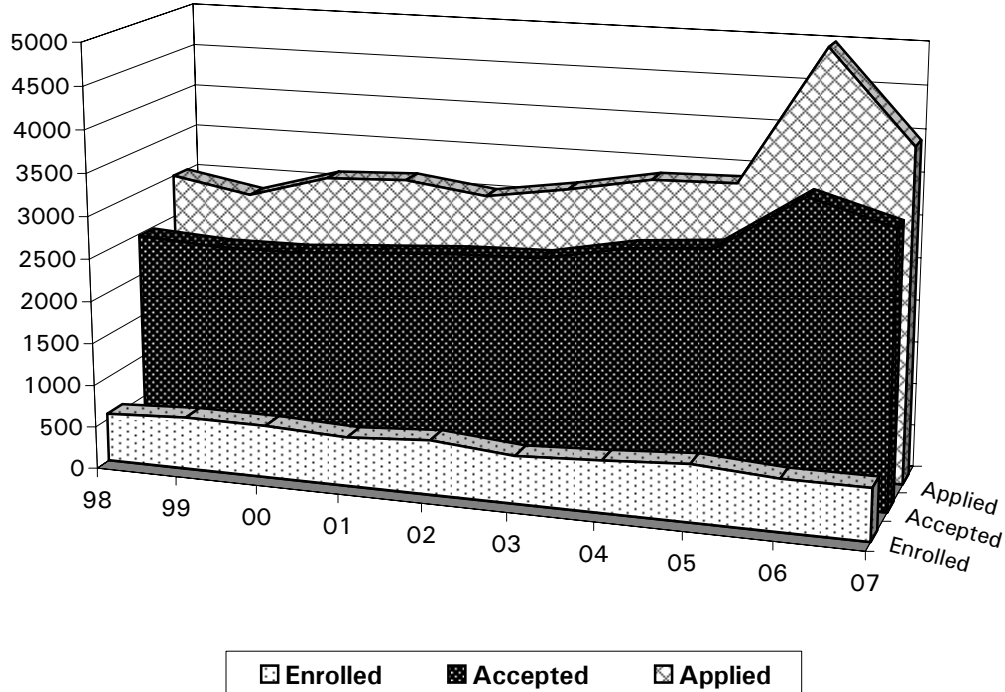
	98	99	00	01	02	03	04	05	06	07
Freshmen										
Male	230	262	250	228	243	244	223	264	217	237
Female	342	358	368	352	402	318	388	411	393	374
Total Freshmen	572	620	618	580	645	562	611	675	610	611
% of Total Undergraduate Enrollment	25.1%	26.6%	24.8%	23.2%	25.1%	22.4%	25.9%	26.7%	24.5%	24.3%
Transfer										
Male	70	50	61	59	68	59	57	44	73	69
Female	100	86	81	103	85	89	102	74	100	90
Total Transfer	170	136	142	162	153	148	159	118	173	159
% of Total Undergraduate Enrollment	7.4%	5.8%	5.7%	6.5%	6.0%	5.9%	6.5%	4.7%	6.9%	6.3%
GRAND TOTAL	742	756	760	742	798	710	770	793	783	770



**UNDERGRADUATE FRESHMEN
APPLICATIONS, ACCEPTANCES AND ENROLLED
FALL 1998 - FALL 2007**

	98	99	00	01	02	03	04	05	06	07
Applied	2999	2830	3103	3146	3022	3172	3354	3381	4991	3929
Accepted	2478	2419	2428	2496	2559	2590	2779	2861	3508	3231
Acceptance Rate	83%	85%	78%	79%	85%	82%	83%	85%	70%	82%
Enrolled	572	620	618	580	645	562	611	675	610	611
Yield	23.1%	25.6%	25.5%	23.2%	25.2%	21.7%	22.0%	23.6%	17.4%	18.9%

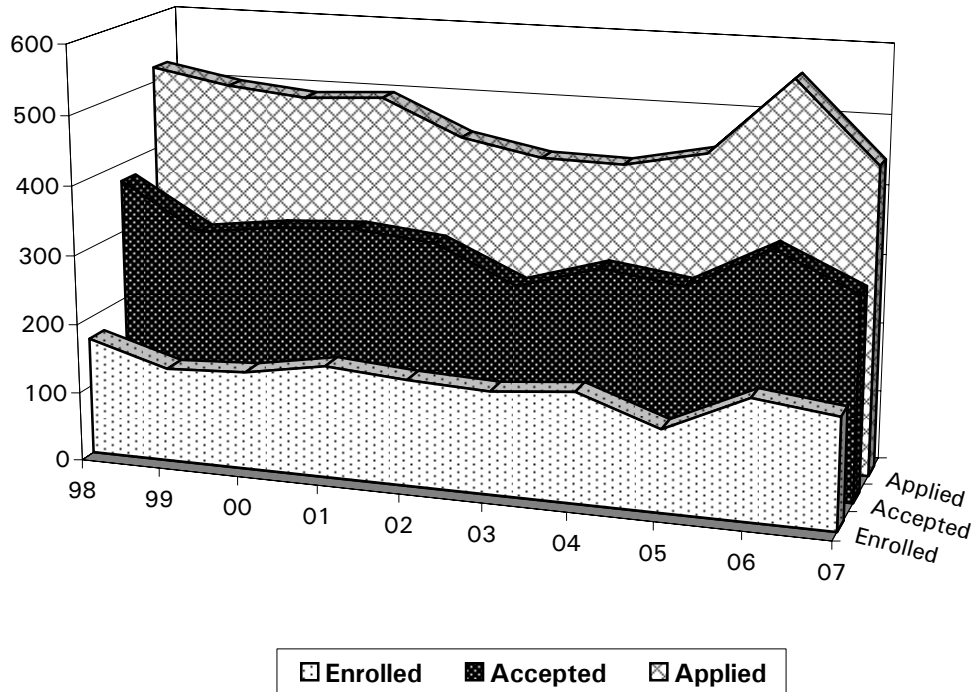
**Applications, Acceptances and Enrolled:
Undergraduate Freshmen**



**UNDERGRADUATE TRANSFERS
APPLICATIONS, ACCEPTANCES AND ENROLLED
FALL 1998 - FALL 2007**

	98	99	00	01	02	03	04	05	06	07
Applied	522	501	490	497	446	424	422	446	558	444
Accepted	375	308	323	330	318	266	301	285	347	293
Acceptance Rate	72%	62%	66%	66%	71%	63%	71%	64%	62%	66%
Enrolled	170	136	142	162	153	148	159	118	173	159
Yield	45.3%	44.2%	44.0%	49.1%	48.1%	55.6%	52.8%	41.4%	49.9%	54.3%

**Applications, Acceptances and Enrolled:
Undergraduate Transfers**



**UNDERGRADUATE FRESHMEN SAT SCORES
FALL 2002 - FALL 2007**

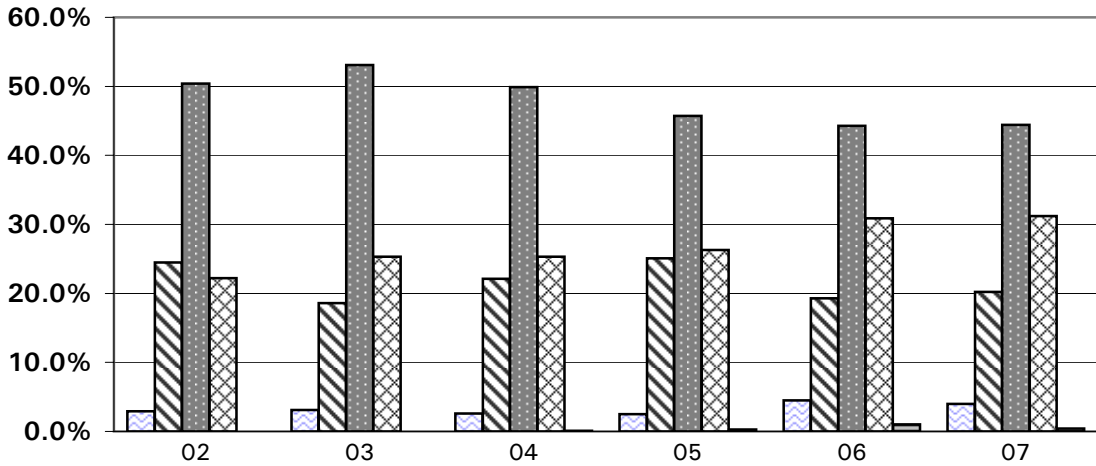
Verbal/Critical Reading

	2002	2003	2004	2005	2006	2007
700-800	2.9% (15)	3.1% (14)	2.6% (13)	2.5% (14)	4.5% (22)	4.0% (20)
600-690	24.5% (127)	18.6% (85)	22.1% (111)	25.1% (141)	19.3% (95)	20.2% (101)
500-590	50.4% (261)	53.1% (243)	49.9% (251)	45.7% (257)	44.3% (218)	44.4% (222)
400-490	22.2% (115)	25.3% (116)	25.3% (127)	26.3% (148)	30.9% (152)	31.2% (156)
300-390	0.0% (0)	0.0% (0)	0.1% (1)	0.3% (2)	1.0% (5)	0.4% (2)
Number	518	458	503	562	492	500
Mean	551	544	547	548	537	542
Median	540	540	540	540	520	530
STD.DEV	69	70	69	73	81	79

Math

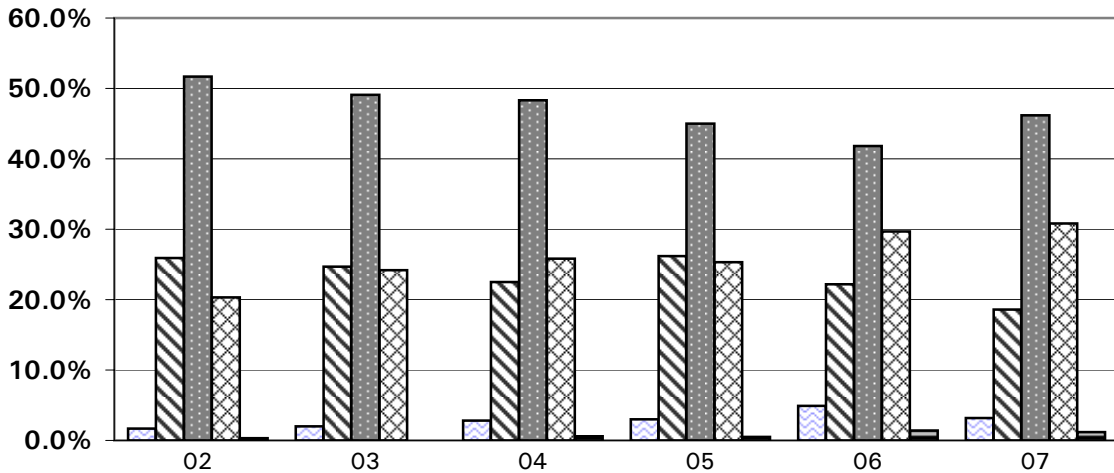
	2002	2003	2004	2005	2006	2007
700-800	1.7% (9)	2.0% (9)	2.8% (14)	3.0% (17)	4.9% (24)	3.2% (16)
600-690	25.9% (134)	24.7% (113)	22.5% (113)	26.2% (147)	22.2% (109)	18.6% (93)
500-590	51.7% (268)	49.1% (225)	48.3% (243)	45.0% (253)	41.8% (206)	46.2% (231)
400-490	20.3% (105)	24.2% (111)	25.8% (130)	25.3% (142)	29.7% (146)	30.8% (154)
300-390	0.3% (2)	0.0% (0)	0.6% (3)	0.5% (3)	1.4% (7)	1.2% (6)
Number	518	458	503	562	492	500
Mean	552	551	548	548	543	538
Median	550	550	550	540	540	540
STD.DEV	67	70	73	75	82	79

SAT VERBAL/CRITICAL READING SCORES



700-800	2.9%	3.1%	2.6%	2.5%	4.5%	4.0%
600-690	24.5%	18.6%	22.1%	25.1%	19.3%	20.2%
500-590	50.4%	53.1%	49.9%	45.7%	44.3%	44.4%
400-490	22.2%	25.3%	25.3%	26.3%	30.9%	31.2%
300-390	0.0%	0.0%	0.1%	0.3%	1.0%	0.4%

SAT MATH SCORES



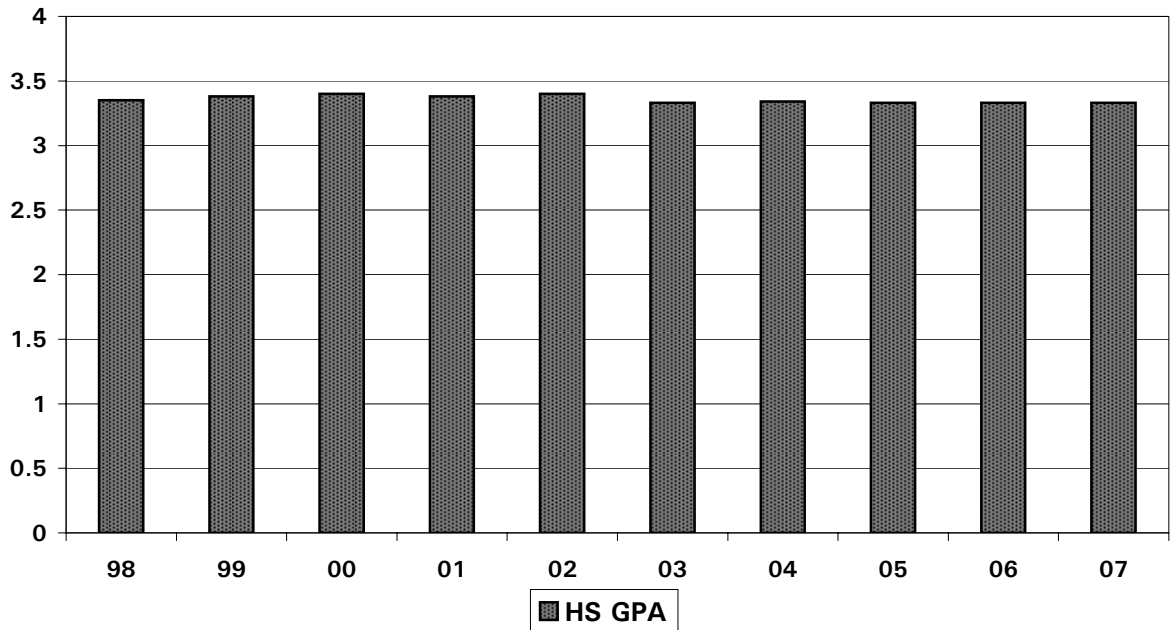
700-800	1.7%	2.0%	2.8%	3.0%	4.9%	3.2%
600-690	25.9%	24.7%	22.5%	26.2%	22.2%	18.6%
500-590	51.7%	49.1%	48.3%	45.0%	41.8%	46.2%
400-490	20.3%	24.2%	25.8%	25.3%	29.7%	30.8%
300-390	0.3%	0.0%	0.6%	0.5%	1.4%	1.2%

**SELECTED ACADEMIC CHARACTERISTICS
NEW STUDENTS
FALL 1998 - FALL 2007**

	98	99	00	01	02	03	04	05	06	07
Presidential Scholars Honors at Entrance	15	8	18	11	19	17	13	32	21	28
Freshman	64	63	67	45	71	58	61	80	63	71
Transfer	20	14	7	15	15	7	19	8	19	21
HS GPA	3.35	3.38	3.40	3.38	3.40	3.33	3.34	3.33	3.33	3.33
***SAT Verbal	547	544	551	548	551	544	547	548	537	542
***SAT Math	553	548	552	547	552	551	548	548	543	538
***TOTAL SAT	1100	1092	1103	1095	1103	1095	1095	1096	1080	1080

*** For explanation of how SAT scores are calculated see note in Frequently Asked Question Section of Fact Book.

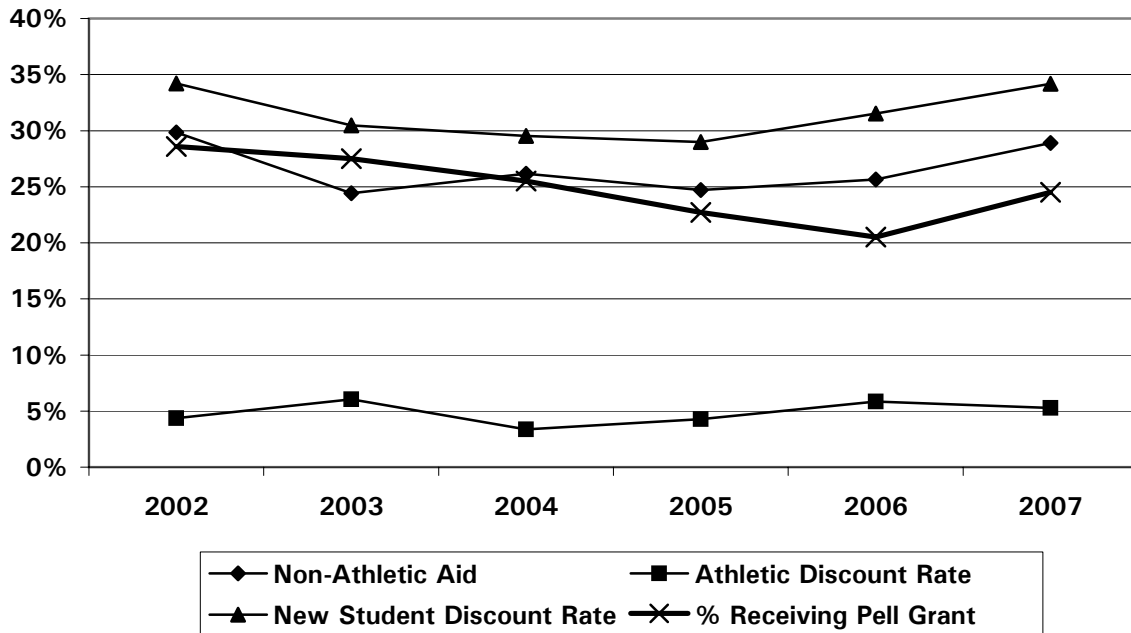
**NEW FRESHMEN
HIGH SCHOOL GRADE POINT AVERAGE**



**SMC NEW STUDENT
REVENUE, DISCOUNT RATE AND PELL GRANT DATA
2002 - 2007**

	2002	2003	2004	2005	2006	2007
Total New Students	798	710	770	793	783	770
Tuition Rate	\$20,885	\$23,775	\$25,150	\$27,280	\$29,050	\$31,080
New Student Revenue	\$16,666,230	\$16,880,250	\$19,365,500	\$21,633,040	\$22,746,150	\$23,931,600
Non-Athletic Aid	\$4,972,820	\$4,122,647	\$5,065,402	\$5,345,591	\$5,835,313	\$6,916,937
Non-Athletic Discount Rate	29.8%	24.4%	26.2%	24.7%	25.7%	28.9%
Athletic	\$726,546	\$1,021,934	\$653,456	\$922,921	\$1,333,216	\$1,263,613
Athletic Discount Rate	4.4%	6.1%	3.4%	4.3%	5.9%	5.3%
Total Aid	\$5,699,366	\$5,144,581	\$5,718,858	\$6,268,512	\$7,168,529	\$8,180,550
Net Revenue	\$10,966,864	\$11,735,669	\$13,646,642	\$15,364,528	\$15,577,621	\$15,751,050
New Revenue per Student	\$13,743	\$16,529	\$17,723	\$19,375	\$19,895	\$20,456
New Student Discount Rate	34.2%	30.5%	29.5%	29.0%	31.5%	34.2%
% Receiving Pell Grant	28.6%	27.5%	25.5%	22.7%	20.5%	24.5%

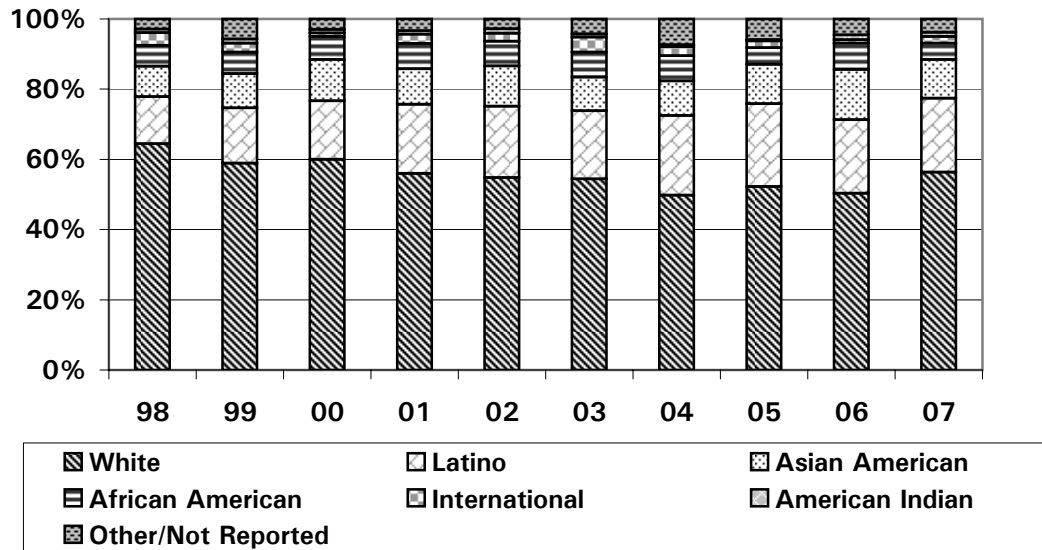
New Student - Discount Rate, Revenue and Pell Grant Data



**NEW FRESHMEN STUDENTS BY
GENDER AND ETHNICITY
FALL 1998 - FALL 2007
Percentages**

	98	99	00	01	02	03	04	05	06	07
Male	40.2	42.3	40.5	39.3	37.7	43.4	36.5	39.2	35.6	38.7
Female	59.8	57.7	59.5	60.7	62.3	56.6	63.5	60.8	64.4	61.2
African American	5.9	6.1	6.6	7.2	7.0	7.1	7.2	4.7	7.5	4.7
American Indian	1.0	1.2	1.0	1.0	1.3	0.9	0.5	0.4	1.3	1.2
Asian American	8.7	9.7	11.8	10.2	11.4	9.6	9.8	11.3	14.3	11.0
Latino	13.4	15.8	16.8	19.7	20.3	19.4	22.7	23.6	21.0	21.1
White	64.5	58.9	60.2	56.0	54.6	54.4	49.7	52.2	50.3	56.3
International	3.7	2.6	1.0	2.6	2.3	4.3	2.6	1.9	1.0	1.9
Other/Not Reported	2.9	5.7	3.0	3.4	2.8	4.3	7.4	5.9	4.6	3.8
BASE:	572	620	618	580	645	562	611	675	610	611

**NEW FRESHMEN STUDENTS:
ETHNIC DISTRIBUTION 1998-2007**

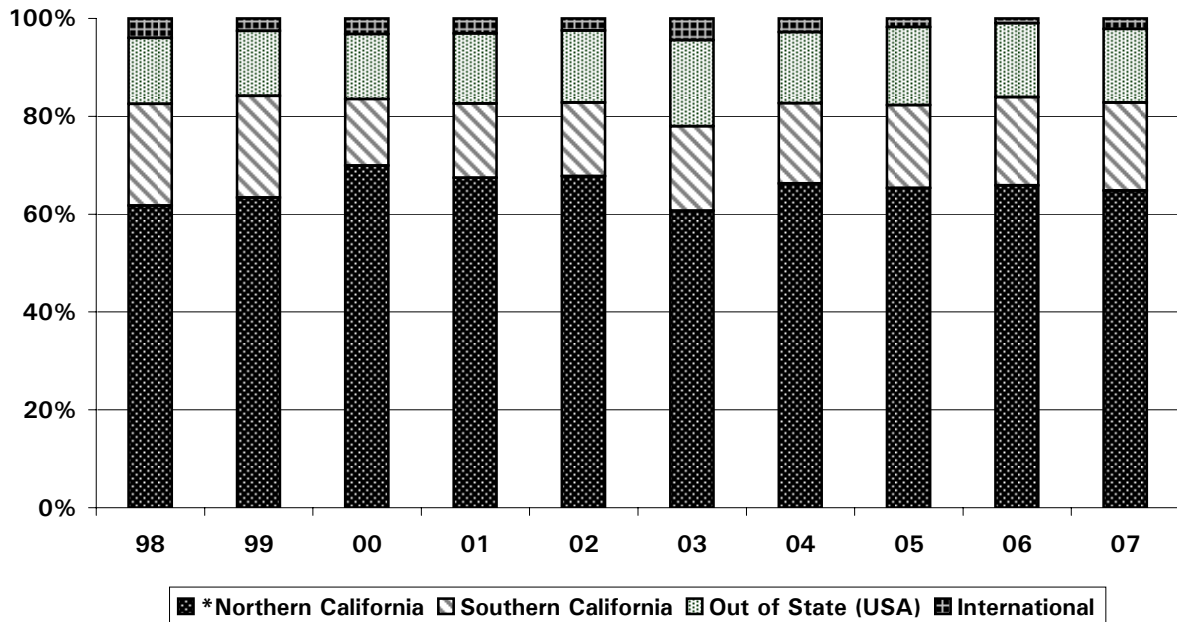


**Sources of New Freshmen
By Geographic Location of Previous School
Fall 1998 - Fall 2007**

		98	99	00	01	02	03	04	05	06	07
Location											
Northern California	%	62%	63%	70%	67%	68%	61%	66%	65%	66%	65%
	#	353	393	432	391	437	341	405	439	402	396
Southern California	%	21%	21%	14%	15%	15%	17%	16%	17%	18%	18%
	#	119	129	84	88	97	97	100	114	110	110
Out of State	%	13%	13%	13%	14%	15%	18%	15%	16%	15%	15%
(USA)	#	77	82	82	83	95	99	89	107	92	92
International	%	4%	3%	3%	3%	2%	4%	3%	2%	1%	2%
	#	23	16	20	18	16	25	17	12	6	13

* Northern California is defined as Fresno and all points north.

**SOURCES OF NEW FRESHMEN BY GEOGRAPHIC LOCATION OF
PREVIOUS SCHOOL**



**Sources of New Freshmen
By School Type
Fall 1998 - Fall 2007**

Type of School	98	99	00	01	02	03	04	05	06	07
Lasallian %	7.3%	8.0%	9.0%	6.4%	9.0%	6.4%	7.2%	7.7%	8.0%	9.0%
#	42	48	57	37	59	36	44	52	49	55
Catholic % (Includes CB's)	33%	34%	36%	31%	34%	34%	36%	34%	34%	32%
#	189	213	220	182	220	193	219	229	208	195
Public %	58%	58%	56%	60%	57%	56%	55%	57%	56%	58%
#	330	358	344	347	368	315	334	386	342	354
Independent % (Non-Catholic)	9.0%	8.0%	9.0%	9.0%	9.0%	9.0%	9.0%	8.0%	10%	10%
#	53	49	54	51	57	56	58	57	60	62

**SOURCES OF NEW FRESHMEN
BY SCHOOL TYPE, 1998 - 2007**

