



Section 1

Introduction

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Over the past eight years, from 2002 to 2009, Xavier has admitted over 21,000 students and enrolled more than 6,500 new freshmen, a yield on admitted students of about 31%. Xavier is engaged in a competition with other schools to recruit its new freshman class each year. We compete for students in three essential ways.

First, we compete to build our applicant pool and persuade qualified students to apply to Xavier. Katrina marked a watershed on this front. In 2006 our admissions dropped to 1068 from the pre-Katrina average of 3472, a 69% decline. By 2009 our admissions had rebounded to 2193, down by 37% from the pre-Katrina average,. Katrina did not affect all New Orleans competitors in the same way. The broadest measure of interest of potential enrollees is queries for information. These data, however, are not reported to IPEDS. The second broadest measure is total applications, but even more relevant, perhaps, are the number of completed applications which, again, are not reported to IPEDS). Additional measures include admitted students and those successfully enrolled.

In the wake of the national attention garnered by Katrina and the region's recovery, by 2009-10, there was broad initial interest in New Orleans colleges and universities with a 77% growth in total applications among the five leading schools. This interest was largely manifested by a surge in Tulane applications, up almost 25,000 from the pre-Katrina average. When Tulane is excluded, interest thus measured is down by about 6%. Both Xavier and UNO have significant declines by this measure.

The total students admitted measures the qualified pool of students to New Orleans schools. The post-Katrina results here are less severe with about 1% growth overall. When Tulane is omitted, however, the admitted student number declines by about 24% in 2009-10 from the pre-Katrina average. Xavier and UNO lag significantly by this measure with declines of 37% and 42%, respectively.

Total New Freshmen Applications (Differs from Completed Applications)

	Pre-K Ave	09-10	Chg	% Chg
UNO	5,483	3,794	-1,689	-31%
Dillard	3,108	3,993	885	28%
Loyola	3,642	4,345	703	19%
Tulane	14,969	39,920	24,951	167%
Xavier	4,121	3,278	-843	-20%
Totals	31,323	55,330	24,007	77%
Exclude Tulane	16,354	15,410	-944	-6%

Total Admitted New Freshmen

	Pre-K Ave	09-10	Chg	% Chg
UNO	3,723	2,166	1,557	-42%
Dillard	1,870	1,900	30	2%
Loyola	2,484	2,538	54	2%
Tulane	7,634	10,567	2,933	38%
Xavier	3,457	2,193	1,264	-37%
Totals	19,168	19,364	196	1%
Exclude Tulane	11,534	8,797	2,737	-24%

Second, along with our efforts to increase our overall applicant pool, we compete with other schools to enroll students we admit to Xavier. We are able to discern the destination of students who enroll in other schools from our admission pool through the National Student Clearinghouse. We know, for instance, that more than 1100 schools and universities have recruited one or more students from our admission pool during this eight year period. The first

group of tables in the Profile describes what we know about our competitors in this second sense.

Among the five top New Orleans schools, total new freshmen enrollment in 2009-10 lagged the pre-Katrina average by about 25%. When Tulane is excluded, the total falls by 31%. UNO (-40%) and Dillard (-53%) experience the greatest post-Katrina declines. Changes in yield (% admitted enrolled) from the pre-Katrina average in 2009-10 are generally modest ranging from -7% for Tulane to +7% for Xavier, with Dillard experiencing the sharpest decline of 20%..

In sum, five years after Katrina, with the exception of Tulane, initial interest in New Orleans schools lags pre-Katrina averages. The number of students judged qualified (admitted), excepting Tulane, also lags pre-Katrina averages. Enrolled new freshman continues to lag behind pre-Katrina averages with the greatest continuing fall off at UNO and Dillard.

Total Enrolled New Freshmen					Yield on Admitted			
	Pre-K Ave	09-10	Chg	% Chg		Pre-K Ave	09-10	Chg
UNO	2,096	1,259	-837	-40%	UNO	56%	58%	2%
Dillard	687	326	-361	-53%	Dillard	37%	17%	-20%
Loyola	852	845	-7	-1%	Loyola	34%	33%	-1%
Tulane	1,653	1,502	-151	-9%	Tulane	22%	14%	-7%
Xavier	978	765	-213	-22%	Xavier	28%	35%	7%
Totals	6,266	4,697	-1,569	-25%	Totals	33%	24%	-20%
Exclude Tulane	4,613	3,195	-1,418	-31%	Exclude Tulane	40%	36%	-12%

Data are much harder to come by regarding our third competitive area which is the admission pools of other institutions. We are able to measure our success in recruiting students from our admission pool (we succeed about 31% of the time) but we are not able to directly measure our success in competing for students in other schools' admission pool. It is likely that many or most of the students that are admitted to Xavier are also admitted to other schools, but we cannot directly measure our success in persuading students to enroll at Xavier as opposed to the other schools where they have been admitted.

We know for instance, that during the eight years of this analysis, Morehouse successfully recruited about 1.2% of the students in our admission pool, Spelman about 1.8%, and Howard about 2.8%. We do not have access to Morehouse or Spelman or Howard data to determine our success in recruiting students from those schools' admission pool. In Section 11 of this Profile, we attempt to indirectly estimate our success on this front by using student college preferences from our FAFSA data. This will at best be an approximate measure of our competitiveness in this third sense.

Profile Organization

The Profile has been organized into thirteen sections to better our understanding of the nature of the competition we face and to measure our success over the last eight years, four years pre-Katrina and the four post-Katrina years.

The Profile's sections provide distinct perspectives on Xavier's competitive situation and each is drawn from one of five data sources. The first group draws on data from the National Student Clearinghouse and tracks the higher education enrollment history of students admitted to Xavier but enrolling elsewhere. The second group summarizes institutional trends drawn from IPEDS data. The third section models student college preferences from FAFSA data of new freshmen enrolled at Xavier and includes ACT summary data on student college choices for those applicants taking the ACT. A table summarizing enrollment trends at UNCF schools is also taken from IPEDS data. A fourth data source is the Office of Admissions Profile of new freshmen applicants and enrolled new freshmen for the class of 2009. The fifth data source is the 2009 ACT Report.

Definition of Xavier's Competitors

There are twenty schools that make up Xavier's competitors. These are the schools that over the past eight years, from fall 2002 to fall 2009, have recruited the largest numbers of freshmen from Xavier's admitted pool—those students that Xavier has admitted who enroll elsewhere. The Office of Planning and Institutional Research is able to track most of these students, about 93%, using data from the National Student Clearinghouse. We don't know if the missing seven percent have enrolled at a school that does not participate in the Clearinghouse or whether they have dropped out of college consideration.

General Issues of Presentation and Categorization

The Profile is focused on these top twenty schools and has been expanded and substantially revised since the publication of the 2008-2009 edition. Data for the tables and graphics in the pages that follow are compiled from two principal sources: the National Student Clearinghouse and IPEDS. There are many gaps in the IPEDS data and where possible we have attempted to fill in the blanks with information obtained from school websites or from direct contact with institutional research offices. We have highlighted in yellow those instances in which IPEDS data were not available. Some of these yellow cells will contain data obtained from sources other than IPEDS. In these tables and graphs we have placed Xavier's top competitors into one of four categories: Louisiana public schools, Louisiana private schools, out-of-state public schools, and UNCF schools (the private HBCUs). Both Howard and Hampton have been placed into the out-of-state public schools in order to limit the number of different categories in the analysis. Howard is public but federally, not state, sponsored. Hampton, in size and history, has many similarities to the public sector and seems to fit there more conveniently for our analysis.

Profile Highlights

Xavier has admitted about 21,300 new freshmen between 2002 and 2009 [table page 2]. About 13,300 of these opted to enroll at one of about 1100 different schools. Xavier has successfully enrolled about 6500 from this admitted pool. The percentage of Xavier's admitted pool of students enrolled by all competitors has declined by about 37% following Katrina. The total pool has declined about 45% following Katrina. The average new class size at Xavier has declined by 21% in the four years following Katrina. The largest fall off in recruitment from our admitted pool has been among our five top UNCF competitors, down by 69%.

Over the total eight years from 2002, our most successful competitors have been Howard (2.8% of Xavier admitted pool), Dillard (2.5%), LSU (2.2%), UNO (2.2%), and Spelman (1.8%), [page 3]. The greatest regional decline in recruitment from Xavier's pool following Katrina was in the Northwest (by -82%) and the West (-62%) [page 4]. The South, excluding Louisiana, experienced a 55% decline. By category, the largest declines in recruitment from our pool after Katrina were experienced by U.S. News national universities (-76%) and state flagship universities (-61%), [page 5].

A high fraction of students recruited by Howard from our admitted pool are in our top academic group (Top-Q students), 31%; for Morehouse, 25% and for Spelman, 21%. Less than 1% of students recruited from Xavier's pool by Delgado are in the Top-Q, [page 9]. Morehouse enrolls the largest number of African American males from our pool (193, 9%); Howard (89, 4%) and LSU (88, 4%) rank second and third, respectively, [page 10]. Xavier's competitors recruit almost 2200 African American males from Xavier's pool, [page 11]. Xavier enrolls the highest fraction of African American males from Louisiana (44%) and the fewest from South Carolina (3%) among the top twenty states.

In 2009 there were still significant shifts in the distribution of students recruited from our admitted pool by our competitors.

Regional Distribution of Xavier Admitted New Freshmen Enrolling at Other Schools

Region	% Pre-Katrina Distribution	% 2009 Distribution
South (excluding LA)	29%	23%
Louisiana	13%	17%
North Central	10%	8%
Middle States	12%	5%
Western States	4%	3%
New England	1%	1%
Northwest	0%	0%

Between 2003 and 2009, 66% of Xavier's new freshmen were STEM majors, [page 13]. In comparison with our peers, seventy-four percent of the freshmen recruited to Louisiana-Monroe were STEM majors; 57% to Southeastern; 52% to LSU; 51% to the University of Houston.

Pages 18 through 23 contain trend information on admissions, enrollments, and yields. Xavier's yield on admitted students ranges from 26% (03-04) to 43% (06-07). UNCF competitors range more narrowly in yield between 31% and 35%. Yields for Louisiana private competitors have fallen 5% to 10% during the post-Katrina years; the yields for Louisiana public schools have held steady at 64% to 68%. [Page 22]

Louisiana Colleges, especially those in the New Orleans area, experienced swings in enrollment following Katrina. The average total enrollment of Louisiana public competitors fell by about 9% between 2002-03 and 2008-09, [page 27]. The average Louisiana private school enrollment among Xavier's competitors fell by about 20% during the same period. There was virtually no change in the average size of public competitors and only a modest decline (about 5%) in the

average enrollment at UNCF competitor schools during this same period. Clark-Atlanta experienced a 15% decline offset by modest rises in the three other UNCF competitors.

ACT and SAT scores tend to be stable from year to year for Xavier and for its twenty top competitors, [Pages 32 through 43]. Xavier's scores do not vary much from the average for the four UNCF competitors but tend to be lower than the averages for Louisiana public and private competitor

The table on page 50 adjusts constant dollar, discounted tuition in 2002-03 dollars for the private schools among Xavier's competitors. The table below extracts base year 2002-03 and 2008-09 tuition for each of the eight private schools and shows the percent change between the two years in constant dollar discounted tuition rates. The numbers must be view with caution because of possible differences in institutional reporting methodology.

Institution	02-03	08-09	% Change
Dillard University	7,571	7,829	+3.4%
Loyola	9,350	8,865	-5.2%
Tulane	15,399	15,351	-0.3%
Clark Atlanta	10,465	11,294	+7.9%
Morehouse	8,525	11,643	+36.6%
Spelman	10,127	12,052	+19.0%
Tuskegee	9,949	11,105	+11.6%
Xavier	8,383	8,529	+1.7%

A Few Question for Consideration in Perusing the Profile.

- What accounts for the variances in recovery among the five major private schools in New Orleans after Katrina?
- What accounts for the spectacular rise in applications at Tulane? With an increased admitted pool, why has 2009-10 total enrolled new freshman not returned to or exceeded the pre-Katrina average?
- Xavier's 2009-10 admitted new freshmen is down by about 37% but the number of enrolled new freshmen is down by only 22%. How has Xavier been able to avoid a proportionate decline in its enrolled new freshmen?
- A high fraction of students enrolling at Louisiana-Monroe, Southeastern, LSA, and the University of Houston are STEM majors? What are the factors influencing admitted students in Xavier's pool to attend those schools?
- Why has there been such a fall-off in students recruited to other HBCUs after Katrina?
- Why does Xavier not enroll a comparable fraction of African American males as other UNCF and HBCU schools?

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