

2020 Fact Book / Almanac

Academic Major Fields of Study

- x Ten majors (with at least ten declared students in 2019) in the TUG program showed a one- year growth in enrollment of at least 10%:

Criminal Justice Administration -	97.0%	(33 to 65)
Nursing Intended (ASN) -	72.2%	(18 to 31)
Communication Studies -	32.0%	(25 to 33)
Biology -	31.9%	(72 to 95)
International Business -	30.0%	(20 to 26)
Accounting -	21.1%	(19 to 23)
Theater Arts -	18.2%	(11 to 13)
Sport Management -	15.2%	(33 to 38)
Graphic Design -	13.0%	(23 to 26)
Marketing -	12.5%	(24 to 27)

- x 14 TUG majors (with at least ten declared students in 2019) showed a one- year decline of at least 10% in enrollment at the end of spring 2020:

English -	-56.0%	(11 from 25)
Nursing (ASN) -	-36.3%	(65 from 102)
American Sign Language -	-32.3%	(21 from 31)
Sociology -	-31.6%	(13 from 19)
Business Administration -	-27.7%	(60 from 83)
Exercise Science intended -	-25.0%	(21 from 28)
Political Science -	-23.1%	(10 from 13)
Chemistry -	-21.4%	(11 from 14)
Discipleship Studies -	-20.0%	(12 from 15)
Elementary Education -	-15.6%	(38 from 45)
Healthcare Management -	-14.3%	(12 from 14)
Economics/Finance -	-13.0%	(20 from 23)
Sport Education -	-11.1%	(16 from 18)
Nursing (BSN) -	-10.7%	(92 from 103)

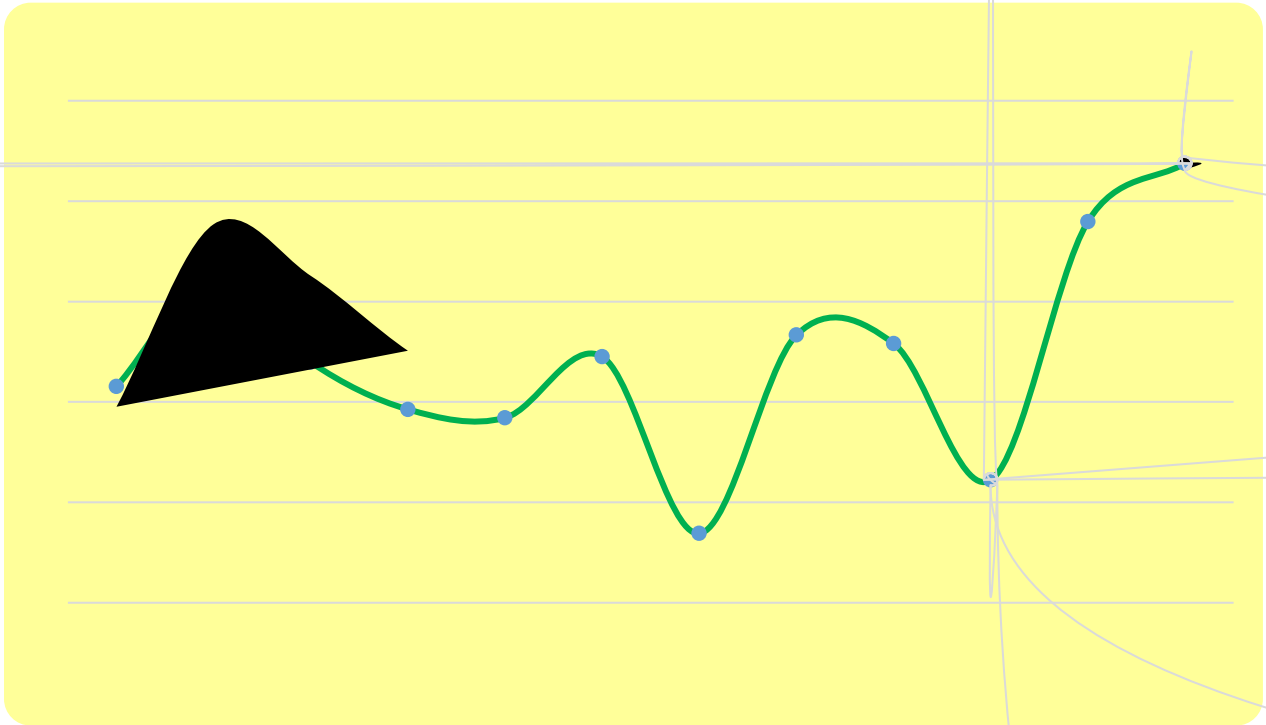
- x Two TUG majors (Spanish Education, EnglCS1t2(s)15. 4js 0 sc6(m)-2.004 Tc -09())JTJ 0 Tc 0 Tw 10.374

Enrollment Count by AcademicMajor, Certification

TRADITIONAL UNDERGRADUATE PROGRAM			NON-TRADITIONAL UNDERGRADUATE PROGRAM		
DEPT	MAJOR	N	DEPT	MAJOR	N
NSCI	Biology	95	NURS	Nursing RN-BSN	87

- During the spring 2020 term, the average semester GPA for student athletes was 3.391, up from the 3.146 earned in spring 2019. The GPA for all women's teams was 3.600, led by cross country at 3.896. The lowest women's team, lacrosse, still averaged 3.440. Tennis set the pace in the men's division with a semester GPA of 3.670. The overall men's average was 3.260.
- 74 athletes (up from 48 in 2019) earned a 4.0 GPA during the spring term. 40 were women, including seven of the 19 members of the swimming team and eight of the 28 athletes that comprised the lacrosse squad. Soccer (7) led the way for the men. Currently, 20 athletes (11 men and 9 women) are carrying 4.0 cumulative GPAs.
- 93.2% of women athletes (152 of 163) earned a semester GPA of 3.0 or higher; 7.7

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“Our student-athletes continue to embody what it means to be a STUDENT-athlete. We are incredibly proud of the amazing work that they do each semester. They took on a challenging situation this past spring and made the most of it. The success of our student-athletes would not be possible without the outstanding support of our faculty, staff, coaches, and administration at Gardner-Webb.”

Carrie Drake Baker, Director of Academic Services for Student-Athletes

“Academics have always been a big part of what I look for in our players. Great students typically have great work ethic, are great teammates and make good decisions on and off the golf course. These are things that can be easily passed to our younger players and hopefully lead to better golf scores as well.”

Tee Burton, Head Golf Coach

“It’s gratifying to see how well our student-athletes balance their academic responsibilities with the athletic challenges that they look forward to. They attack both with a high level of excitement and determination. Our coaches do a great job understanding Gardner-Webb’s mission and recruiting student-athletes who will flourish in this environment and develop to their full potential.”

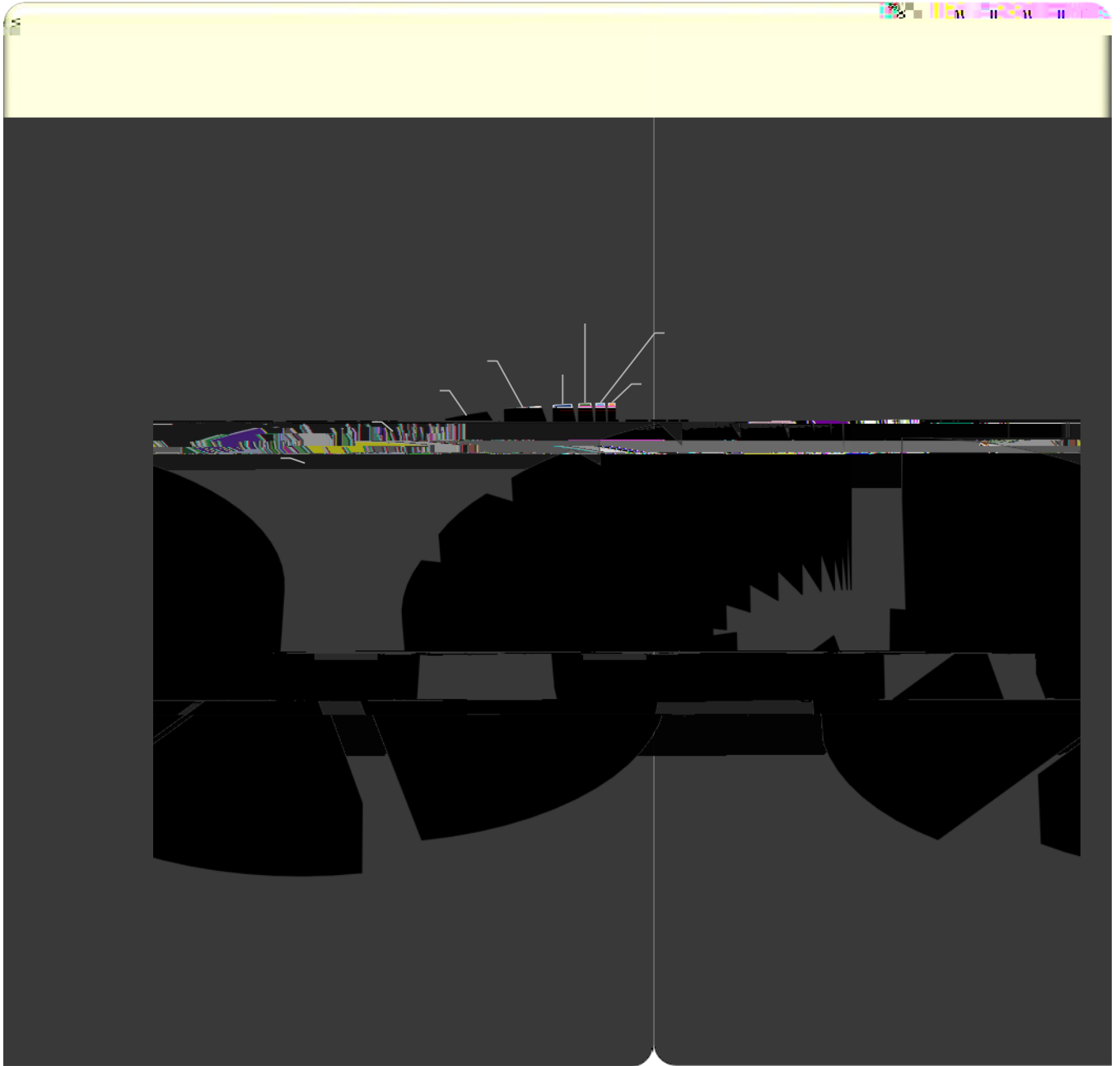
Chuck Burch, Vice President for Athletics

- The average class size for all programs was 12.18. Broken out by program, along with the department/school with the largest average section size:

Program	Avg. Section Size	Largest Avg Section/Program
TUG Core	18.08	24.50 Business
TUG Upper Level	10.93	15.27 Business
All TUG	12.88	16.91 Psychology
Non-Traditional UG	14.17	26.40 Social Sciences
Graduate	10.06	24.70 Physician Assistant Studies

- English contributed the highest percentage to the university's core instruction, (14.84%), followed by Religious Studies (14.16%), Social Sciences (13.94%), World languages (12.99%), and Mathematics (9.71%).
- Business contributed the highest percentage to the University's GOAL/DCP instruction (27.27%) while Education covered 34.32% of the University's graduate level instruction.
- Four departments contributed over 50% of their resources to core instruction—World Languages (68.32%), English (58.00%), Health, Sport and Physical Education (52.96%) and Social Sciences (50.41%). At the other end of the scale, Business contributed only 4.48% .

"There exists a delicate balance between maximizing the size of classes from an administrative efficiency standpoint and maintaining the University's commitment to one-to-

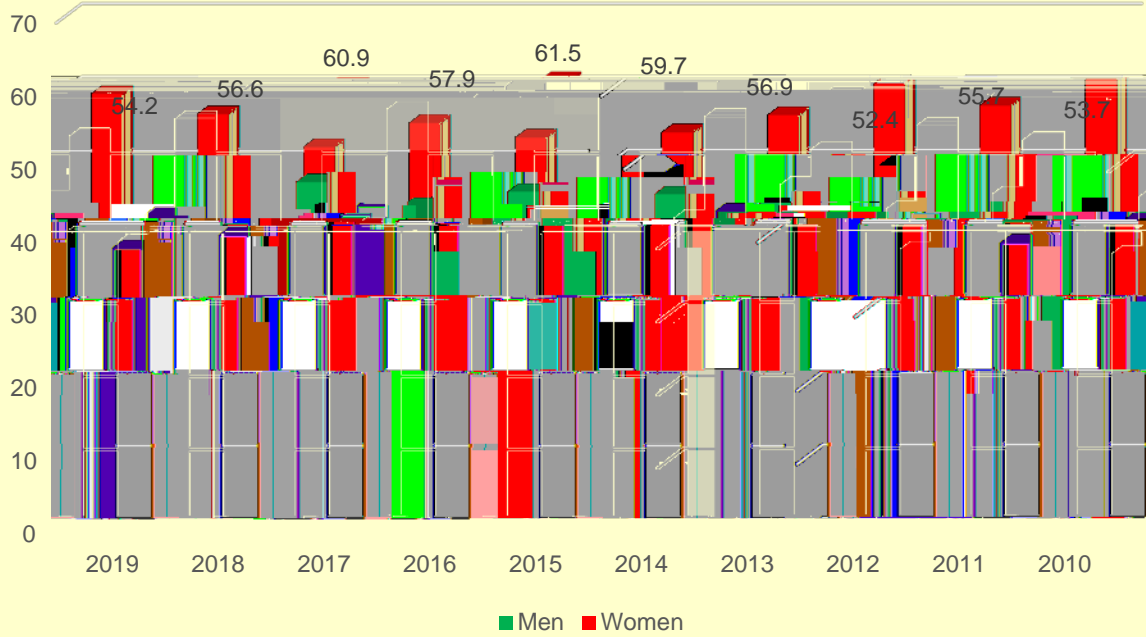


Cohort Characteristics

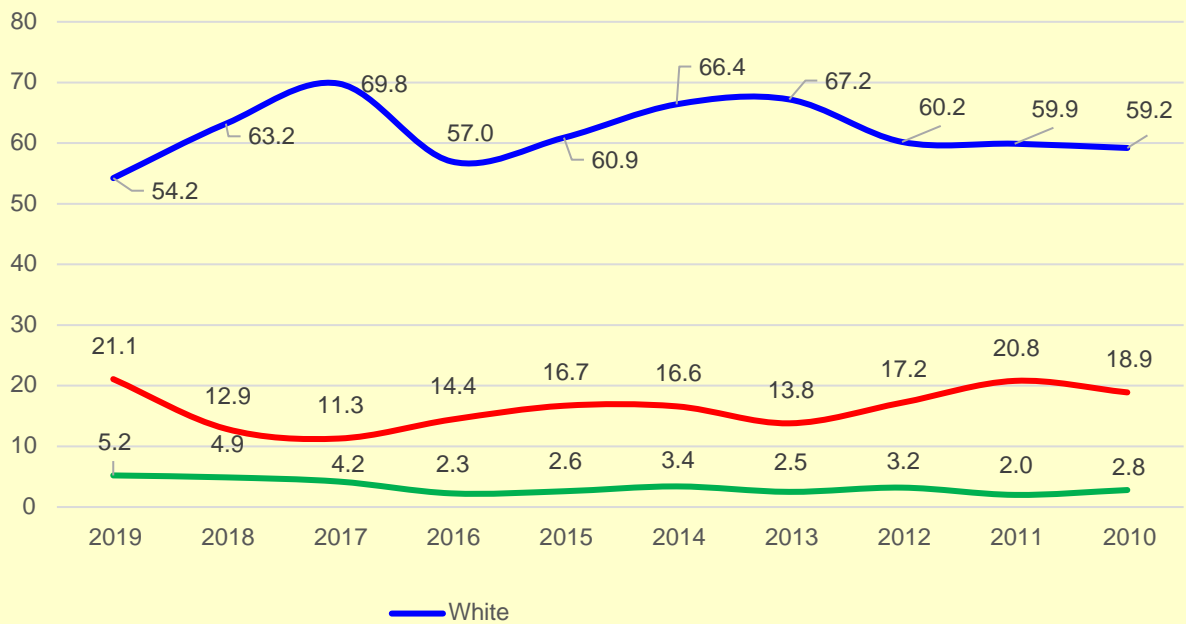
- x 139 North Carolina high schools were represented in the 2019 cohort, up from 130 in 2018 and 124 in 2017 . S schools that supplied four or more students to the 2019 FTFT cohort along with their most recent five year totals:

	2019	2018	2017	2016	2015
Home School	13	14	7	9	6
Crest HS	9	10	21	17	17
Burns HS	8	10	8	3	5
Kings Mountain HS	8	6	4	7	8

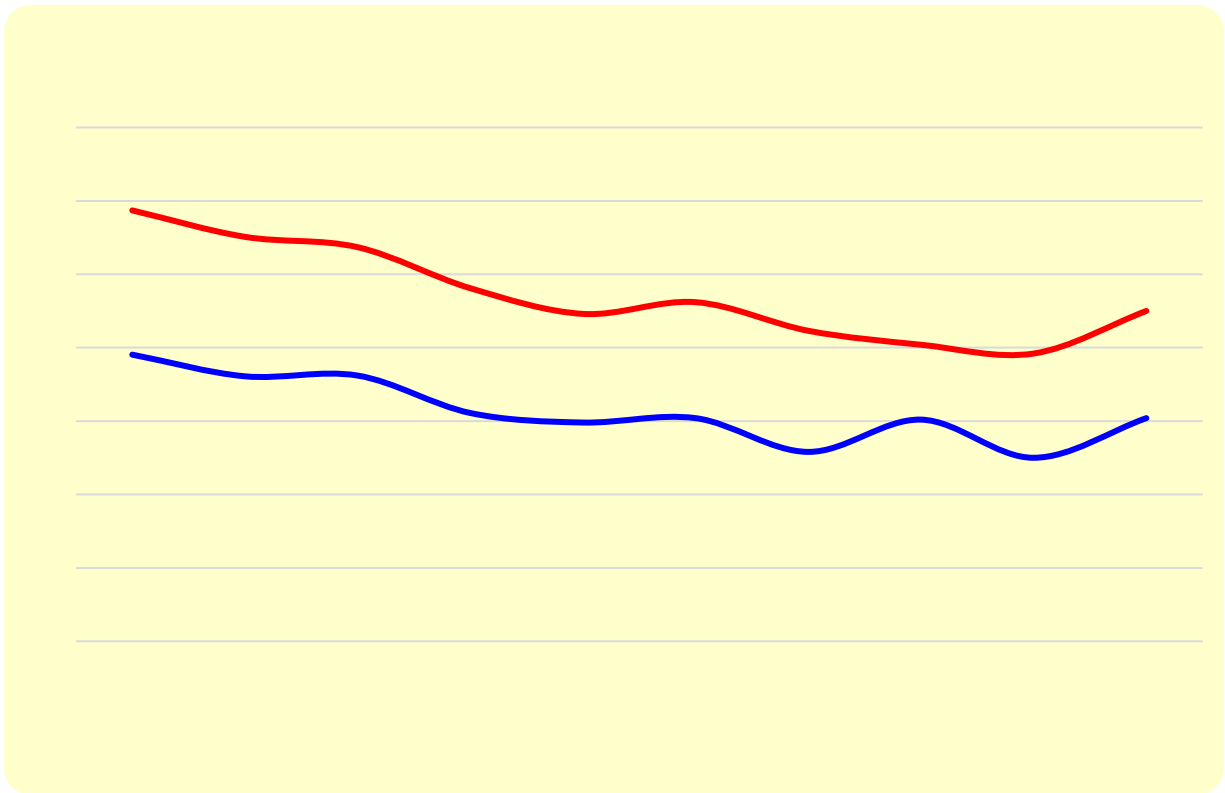
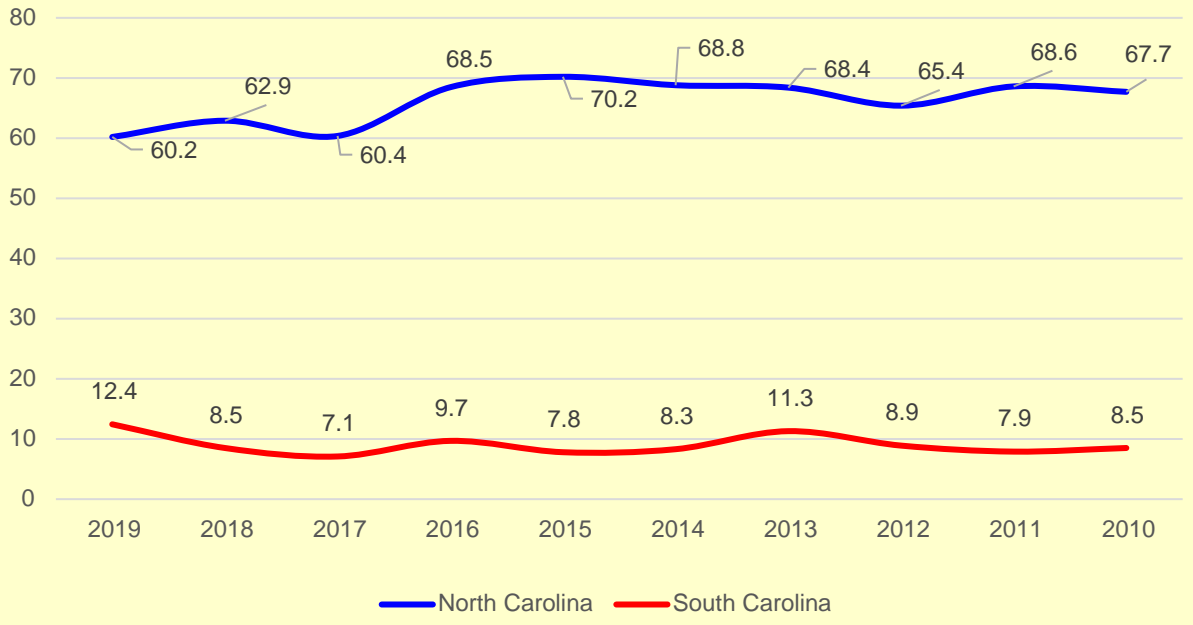
Gender Percentage Breakout FirstTime Full Time Cohort



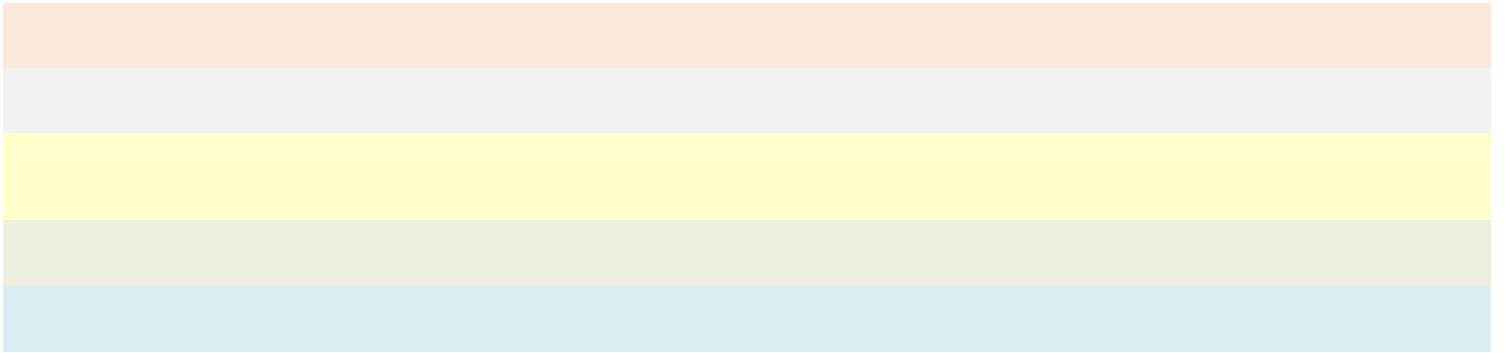
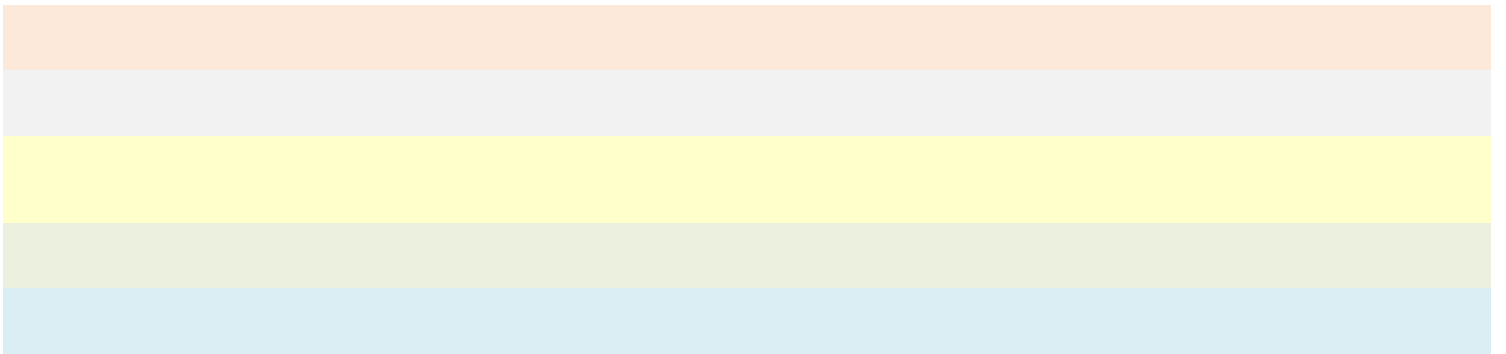
Ethnicity Percentage Breakout FirstTime Full Time Cohort



State Percentage Breakout FirstTime Full Time Cohort



Total Cohort																					
	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	
Male	45.8	184	43.4	178	39.1	149	42.1	257	38.5	177	40.3	199	43.1	187	47.6	235	44.3	202	46.3	218	
Female	54.2	218	56.6	232	60.9	232	57.9	187	61.5	283	59.7	295	56.9	247	52.4	259	55.7	254	53.7	253	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	
White	54.2	218	63.2	259	69.8	266	57.0	253	60.9	280	66.4	328	67.2	292	60.2	297	59.9	273	59.2	279	
Black	21.1	85	12.9	53	11.3	43	14.4	64	16.7	77	16.6	82	13.8	60	17.2	85	20.8	95	18.9	89	
Hispanic	5.2	21	4.9	20	4.2	16	2.3	10	2.6	12	3.4	17	2.5	11	3.2	16	2.0	9	2.8	13	
Other/Unknown	19.4	78	19.0	78	14.7	56	26.4	117	19.8	91	13.6	67	16.4	71	19.4	96	17.3	84	19.1	90	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	
North Carolina	60.2	242	62.9	258	60.4	230	68.5	304	70.2	323	68.8	340	68.4	297	65.4	323	68.6	313	67.7	319	
South Carolina	12.4	50	8.5	35	7.1	27	9.7	43	7.8	36	8.3	41	11.3	49	8.9	44	7.9	36	8.5	40	
Georgia	6.7	27	6.6	27	7.4	28	5.9	26	4.1	19	5.1	25	3.5	15	5.0	25	5.0	23	4.9	23	
Tennessee	1.2	5	1.0	4	1.1	4	0.5	2	1.3	6	1.4	7	1.1	7	1.8	9	0.4	2	1.3	6	
Florida	4.7	19	4.2	17	4.2	16	5.2	23	2.8	13	3.4	17	2.0	8	2.5	10	1.9	8	2.5	10	



Home School	13	
Burns High School	9	A L Brown Senior High School
Crest High School	9	Anson High School
Kings Mountain High School	8	Apex Friendship High School
Thomas Jefferson Classical Ac	6	

Northside High School
Northwest Guilford High School
Northwood High School
Oak Hill Academy

Comparative

x Numerous benchmark indicators are used when comparing Gardner -Webb with other NCICU (35) and southeastern US private institutions (237). Twenty of the most significant categories are included in the table below. The following definitions will be helpful in understanding the various terminology:

Total Cost of Attendance – tuition, fees, room , board, books, incidentals

Real Cost of Attendance - tuition and fees minus institutional aid

Discount Rate – institutional aid divided by tuition and fees

Net Price – total cost of attendance minus all scholarship aid

Admissions Selectivity – number of admitted divided by number of applicants

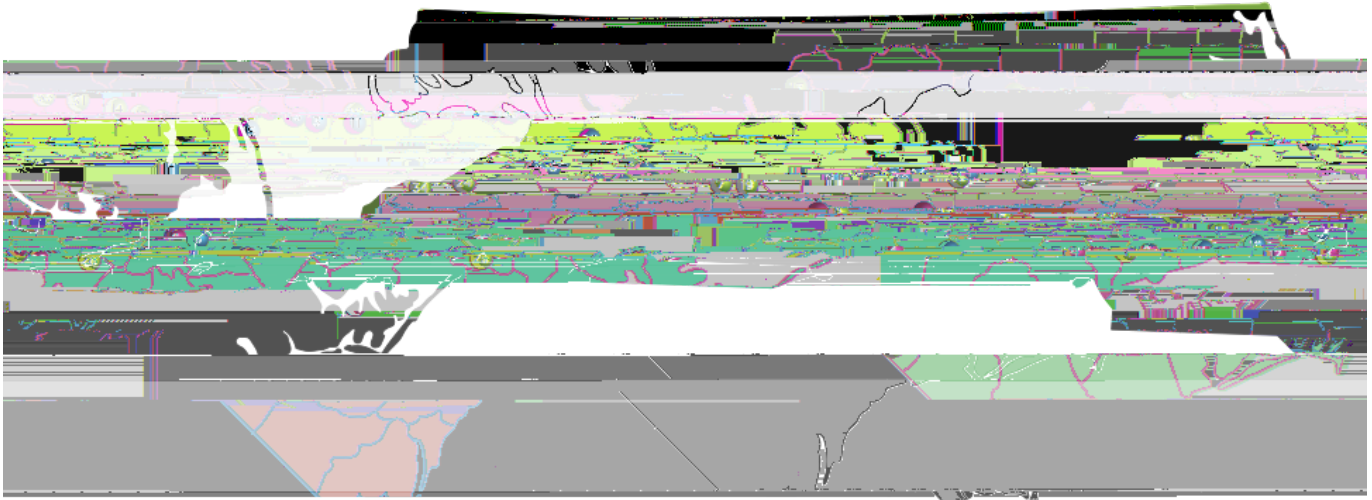
Admissions Yield – number of enrollees divided by number admitted

Category	GWU Value	NCICU Rank	SE US Privates Rank	%tile
Total Cost of Attendance (19 -20)	46,850	18	86	62
Real Cost of Attendance (18 -19)	12,252	17	95	60
Tuition and Fees (19 -20)	32,240	16	76	68
Room and Board (19 -20)	10,360	25	106	54

Quotable

"The marketplace for college-ready high school seniors has never been more competitive, especially in North Carolina. Gardner-Webb University has long stood out among its competitors for providing rigorous degree programs within a caring Christian environment. Now, we must also measure up against North Carolina and other southeastern private institutions with respect to such metrics as affordability, selectivity, retention, and graduation rates. The most recent data presented here place GWU within the Top 10 in six categories relative to NCICU peers, and we rank reasonably high in both graduate and transfer enrollment when compared to other private schools in the southeast. That said, I've never met anyone who loudly proclaimed, "We're #29!" At Gardner-Webb we aspire to elevate our rankings, and this Academic Year in Review document provides an essential baseline against which we will measure our progress moving forward."

Dr. William M. Downs, President

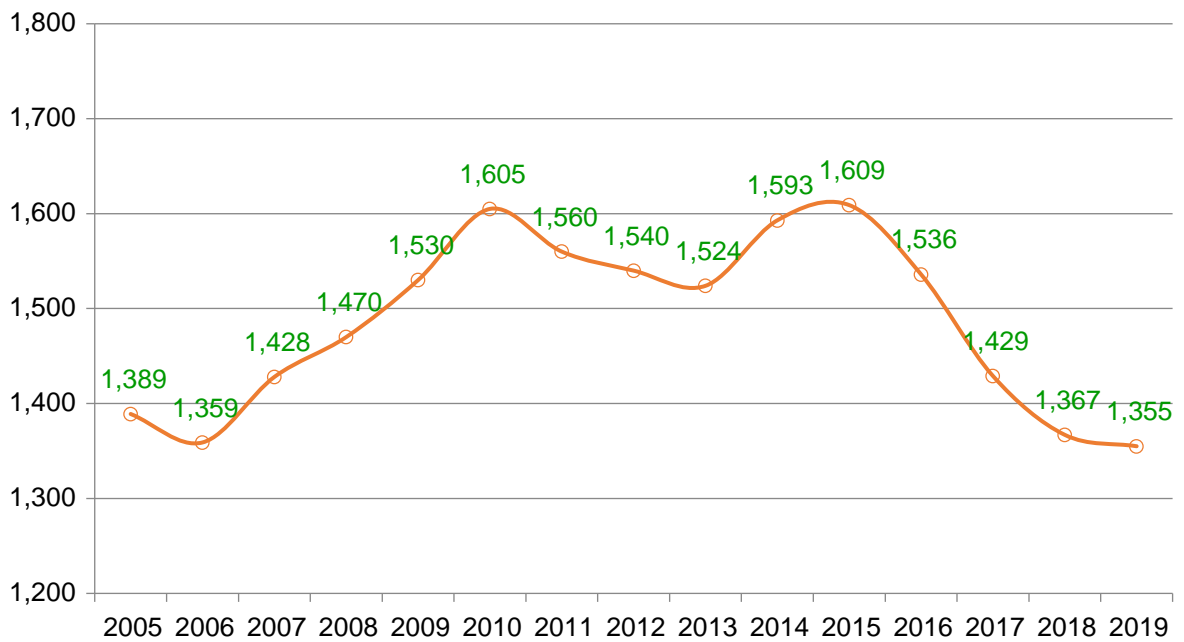


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|--|------------------------------------|
| 1. Barton College | 19. Livingstone College |
| 2. Belmont Abbey College | 20. Louisburg College |
| 3. Bennett College | 21. Mars Hill University |
| 4. Brevard College | 22. Meredith College |
| 5. Cabarrus College of Health Sciences | 23. Methodist University |
| 6. Campbell University | 24. Montreat College |
| 7. Catawba College | 32. University of Mount Olive |
| 8. Chowan University | 25. N.C. Wesleyan College |
| 9. Davidson College | 26. Pfeiffer University |
| 10. Duke University | 27. Queens University of Charlotte |
| 11. Elon University | 28. St. Andrews University |
| 12. Gardner-Webb University | 29. Saint Augustine's University |
| 13. Greensboro College | 30. Salem College |
| 14. Guilford College | 31. Shaw University |
| 15. High Point University | 33. Wake Forest University |
| 16. Johnson C. Smith University | 34. Warren Wilson College |
| 17. Lees-McRae College | 35. William Peace University |
| 18. Lenoir-Rhyne University | 36. Wingate University |

Enrollment

x Fall 2019 hours for all programs totaled 38,169 , an increase of 207 (0.6 %) from 2018. Gains were seen in the following programs:

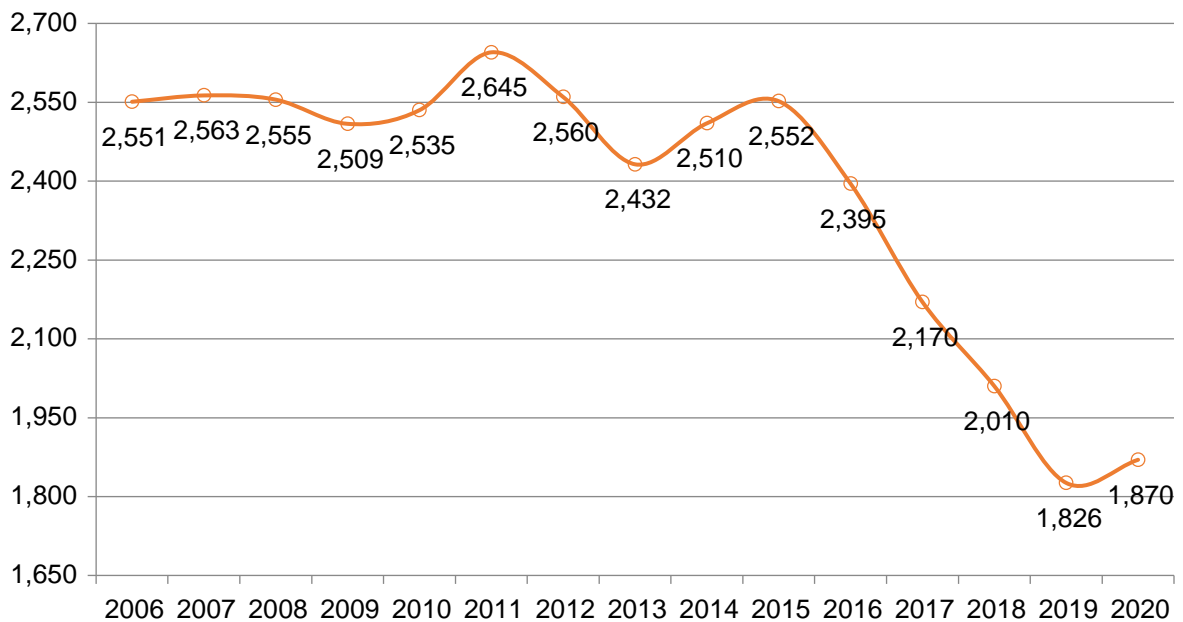
Regular Program, Transfer Students	+ 8 (12.9%)
Regular Program, Resident Students	+ 31 (2.8%)
RN-BSN, New Students	+ 25 (96.2%)
EUEP, Headcount	+ 49 (75.4%)
EUEP, New Students	+ 41 (124.2%)
Doctor of Nursing, Headcount	+ 42 (79.3%)
Doctor of Nursing, New Students	+ 44 (176.0 %)



x **Spring 2020** hours for all programs totaled 36,531 , an increase of 807 (2.26 %) from 2019. One -year, double digit e nrollment gains were seen in the following programs:

Regular Program, Full -Time Students	+ 1 2 (1.0%)
Regular Program, Continuing Students (10+ hours)	+ 1 5 (1.3%)
Regular Program, Resident Students	+ 3 3 (3.2%)
All Programs, Resident Students	+ 45 (4.4%)
GOAL/DCP (non -Nursing, non- EUEP), New Students	+ 1 3 (21.3%)
RN-BSN, Hea dcount	+ 15 (20.3%)
Accelerated BSN, Headcount,	+ 20 (95.2%)
EUEP, Headcount	+ 47 (66.2%)
Non -Traditional Undergraduate, Headcount	+ 44 (7.9%)
Undergraduate, Total Headcount	+ 44 (2.4%)
Doctor of Nursing, Headcount	+ 45 (95.7%)
10 Month MBA , Headcount	+ 79 (225.7%)
10 Month MBA , New Students	+ 25 (83.3%)

Total Headcount, All Undergraduate Programs- Spring Terms



Faculty

Demographics

x 54.3% of the 162 members of the full -

		Median	Mean	+/ -	Ratio	
All Ranks	-	60,595	61,951	+1.36%	.907	L
Professor	-	66,375	69,347	+0.49%	.949	K
Associate Professor	-	57,660	61,926	+1.14%	.965	L
Assistant Professor	-	55,280	56,834	- 0.18%	1.004	K
Instructor	-	48,130	46,020	- 0.43%	.959	L

x Gardner -Webb placed 17th among NCICU (n=36) and 91st among 238 southeastern privates (60th %tile) in average faculty salary for all ranks. By specific rank, GWU's place among NCICU was as follows: Professor (18th); Associate Professor (16th); Assistant Professor (14th); Instructor (18th).

- Due to the change in delivery methodology that occurred (o)8.eU12(a)-0.8(e)16.67n y h is

- Grades of D, F, or W/WP may present a barrier to student success. There were 15 TUG classes with ten or more enrolled students in spring 2020 with a DFW rate in excess of 15%:

BIOL 111	General Biology	30							
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- There were 15 non-traditional undergraduate program subjects with ten or more students in the spring 2019 semester with a DFW rate in excess of 15%:

- In the spring 2020 semester, 280 undergraduate students earned a perfect 4.0 GPA semester GPA. This represents an 80.6% increase from last spring's 155. 213 of these students were enrolled in the traditional undergraduate program (TUG) while the remaining 67 were non-traditional undergraduate program students.
- The following list shows major fields of study that had five or more 4.0 students:

Biology	27
Nursing (RN-BSN)	24
Nursing (TUG BSN)	16
Exercise Science	15
Elementary Education (TUG)	14
Undecided	12
Business Administration	11
Psychology	11
Elementary Education (EUPE)	11
Criminal Justice	9
Communication Studies	8
Marketing	7
International Business	7
Accounting	6
Graphic Design	6
English	6
Human Services	6
Sport Management	5
Nursing (ADN)	5

Graduates / Graduation

- x Gardner -Webb conferred 978 degrees in 2019 -20, 42 more than in 2018 -19 , which was the lowest total for an academic year since 2010 -11. The University now has awarded 35,148 (1,9

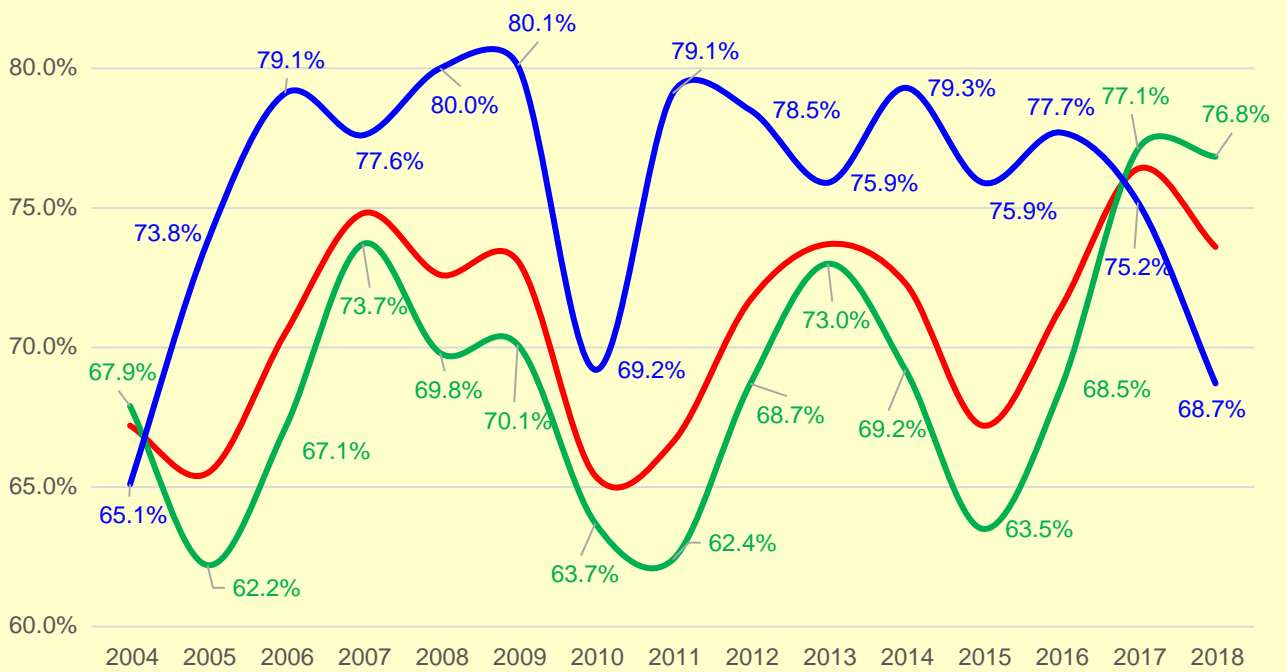
- x Only four undergraduate students graduated with a double major in May 2020, the lowest total for the spring ceremony in 33 years (1986). It marked a dramatic decrease from recent record high numbers (22 in 2018; 23 in 2017).

- x Departments with less than ten graduates during the 2019 -20 academic year including selected major comparisons (with previous year's totals in parenthesis):
 - World Languages – 3 (6): American Sign Language 3 (5)
 - Religious Studies – 9 (8): Discipleship Studies 4 (5)
 - English – 5 (10) : English 2 (9), English Education

Retention/Graduation Rates

- x The University's one-year retention rate for first-time full-time students was 73.6%, down 3.1 percentage points from the 2017 cohort's all-time record. Nonetheless, it was the sixth time in seven years that the first-year retention rate topped 70%. Gender differentials were dramatic. The retention rate for men was 64.2%, 14 percentage points lower than the previous year and the lowest mark since the 2010 cohort. The retention rate for women exceeded 80% for the first time in GWU history (80.7%), et004 Tc410.932 f(7)-5(62.7(hpp2.3(e16.62)-6.)9.13 0 32 f(7)-515.2(m

FirstTime Cohort One-Year Retention Trends



x The six -year graduati

