



GARDNER-WEBB
UNIVERSITY

2025 Fact Book / Almanac

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Demographics

Arrows indicate one-year trajectory changes from fall 2023 values.

Fall 2024	Head Ct	FTE	Female	Non-White	NC Res
ALL STUDENTS	↓ 3,102	↑ 2,729.75	↓ 66.6%	↓ 29.0%	↑ 69.0%
ALL UNDERGRADUATE	↑ 1,859	↑ 1,758.75	↓ 62.1%	↑ 21.7%	↑ 67.5%
ALL Traditional UG	↑ 1,360	↑ 1,350.00	↓ 53.1%	↑ 19.7%	↑ 59.4%
New First-Time	↑ 450	↑ 449.50	↓ 53.1%	↑ 22.3%	↓ 59.5%
New Transfers	↓ 93	↑ 91.25	↓ 34.4%	↓ 26.8%	↑ 45.8%
Continuing	↑ 803	↓ 796.50	↓ 55.5%	↓ 17.0%	↑ 60.9%
ALL Non-Traditional UnderGrad	↓ 499	↓ 408.75	↑ 88.1%	↑ 27.4%	↓ 91.3%
Traditional GWU Online	↓ 248	↑ 210.25	↓ 79.0%	↓ 33.3%	↓ 90.2%
RN-BSN / Accelerated BSN	↑ 89	↑ 75.0	↓ 89.9%	↓ 20.1%	↑ 83.0%
Evening Education	↓ 159	↓ 120.50	↑ 97.5%	↑ 22.8%	↓ 99.3%
ALL GRADUATE	↓ 1,243	↓ 971.00	↑ 73.2%	↓ 41.34%	↑ 71.5%
ALL Masters	↓ 660	↓ 552.25	↑ 66.7%	↓ 31.7%	↑ 66.7%
Business	↓ 219	↓ 185.75	↑ 47.5%	↑ 39.6%	↑ 63.5%
Divinity	↓ 67	↓ 58.25	↓ 52.2%	↓ 45.4%	↑ 69.1%
Education	↓ 185	↓ 140.00	↓ 82.2%	↓ 36.8%	↑ 67.9%
English	↓ 18	↑ 13.00	↑ 83.3%	↓ 5.5%	↑ 63.9%
Strength and Conditioning	↑ 11	↓ 8.75	↓ 36.4%	↑ 35.6%	↓ 42.9%
Nursing	↔ 25	↑ 22.00	↑ 96.0%	↑ 17.3%	↑ 95.5%
Physician Assistant	↑ 66	↑ 66.00	↓ 69.7%	NA	↓ 56.2%
Psychology and Counseling	↑ 68	↑ 57.75	↓ 88.2%	↑ 23.2%	↓ 77.6%
ALL Doctorate	↑ 583	↑ 418.75	↑ 80.6%	↓ 53.6%	↓ 77.8%
Business	↑ 33	↑ 19.75	↑ 51.5%	↑ 39.1%	↓ 58.2%
Divinity	↓ 32	↑ 18.25	↑ 25.0%	↓ 66.3%	↓ 56.1%
Education	↑ 387	↑ 266.50	↔ 83.2%	↓ 59.0%	↓ 77.6%
Nursing	↑ 131	↑ 114.25	↓ 93.9%	↑ 37.6%	↓ 86.6%

Academic Major Fields of Study

Traditional Undergraduate Program

- Five majors in the TUG program (with at least ten declared students in 2024) showed a **one-year growth** in enrollment of at least 10% (there were 9 the previous year):

Physical Education and Health Education -	66.7%	(12 to 20)
Biochemistry -	50.0%	(10 to 15)
Cybersecurity -	44.4%	(18 to 26)
World Languages, Literatures and Cultures -	23.1%	(69 to 86)
Nursing (Generic BSN) -	18.1%	(83 to 98)
- Eight TUG majors (with at least ten declared students in 2024) showed a **one-year decline** of at least 10% in enrollment at the end of spring 2025 (there were 10 in 2024):

Computer Science -	-40.0%	(21 from 35)
Chemistry -	-38.5%	(8 from 13)
Graphic Design -	-25.0%	(9 from 12)
Christian Studies -	-20.0%	(28 from 35)
Political Science / International Affairs -	-18.8%	(13 from 16)
Psychology -	-18.6%	(70 from 86)
Nursing (ASN) -	-12.0%	(22 from 25)
Exercise Science -	-10.7%	(92 from 103)
- Three TUG majors (with at least three declared students in spring 2021) have shown dramatic **four-year increases** since that term:

Music Performance -	533.0%	(3 to 19)
Physical Education and Health Education -	233.3%	(6 to 20)
History Education -	125.0%	(6 to 9)

Non-Traditional Undergraduate Programs

- Three non-traditional undergraduate majors showed **one-year increases**:

Nursing (RN-BSN) -	35.3%	(51 to 69)
Healthcare Management -	31.6%	(19 to 25)
Birth to Kindergarten Education -	12.0%	(25 to 28)
- Elementary Education (34.6%; 78 to 105) and Birth to Kindergarten Education (16.7%; 24 to 28) are the only non-traditional undergraduate majors to show a **four-year increase**

- Three non-traditional undergraduate majors had a **one-year decrease** of at least 10%:

Computer Information Systems -	-60.0%	(2 from 5)
Human Services -	-24.0%	(79 from 104)
Nursing (Accelerated BSN) -	-11.9%	(52 from 59)
- Computer Information Syst had the largest **four-year decrease** (87.5%; 2 from 16)

Graduate Programs

- Nine graduate majors (with at least ten declared in 2024) saw a **one-year increase** in excess of 10%:

Business Admin (MBA) -	65.6%	(32 to 53)
Nursing (DNP) -	45.5%	(22 to 32)
Psyc Mental Health (DNP) -	31.3%	(16 to 21)
Business Admin (DBA) -	21.1%	(19 to 23)
Strength and Conditioning -	20.0%	(10 to 12)
English -	14.3%	(14 to 16)
Clinical Mental Health Counseling -	13.3%	(45 to 51)
Sport Management -	12.5%	(32 to 36)
Nursing (MSN)	12.5%	(24 to 27)
- Nine graduate majors realized a **four-year increase** in excess of 10%:

Sport Management -	414.3%	(7 to 36)
Strength and Conditioning -	200.0%	(4 to 12)
Psyc Mental Health (DNP) -	90.9%	(11 to 21)
Instructional Technology (MA) -	58.3%	(12 to 19)
Clinical Mental Health Counseling -	50.0%	(34 to 51)
Family Nurse Pract (DNP) -	40.4%	(47 to 66)
Pastoral Care Couns (DMN) -	14.3%	(14 to 16)
Curriculum and Inst (EdD) -	12.7%	(126 to 142)
Educ Leadership Stud (EdD) -	10.8%	(166 to 184)

Enrollment Count by Academic Major - Spring 2025

TRADITIONAL UNDERGRADUATE PROGRAM

DEPT	MAJOR	N
NURS	Nursing BSN SN	98
NSCI	Biology BS	94
EXSC	Exercise Science BS	92
BUSN	Management SB	88
PSYC	Psychology AS	70
NURS	Sport Management AS	52
CSAD	Communication Studies BA	48
EDUC	Elementary Education SE	40
BUSN	Economics/Finance SB	38
NURS	Nursing Intended AA SN	32
PSRV	Criminal Justice Admin AS	31
RELI	Christian Studies AS	28
BUSN	Marketing SB	26
NURS	Nursing AS SN	22
MATH	Computer Science BS	21
BUSN	Accounting SB	20
HSPE	Physical Education & Health Ed BS	20
BUSN	International Business SB	19
MUSC	Music BM	19
HSPE	Coaching BS	17
WLLC	World Langs/ Lits & Cultures BA	16
NSCI	Biochemistry BS	15
SSCI	History AS	15
MATH	Cybersecurity BS	14
SSCI	Political Sc.& Intnt'l Affairs AS	13
BUSN	Healthcare Management SB	12
SSCI	Sociology AS	10
CSAD	Graphic Design BA	9
ENGL	English BA	9
MATH	Mathematics BS	9
EDUC	Birth-Kindergarten Education SE	8
NSCI	Chemistry BS	8
CSAD	Journalism BA	5
BUSN	Management Information Systems SB	4
BUSN	Computer Information Systems SB	4
MUSC	Music Education BM	4
PSRV	Homeland Security AS	4
MUSC	Music w/ Emph Bus/Mus Industry BM	3
EDUC	Middle Grades Education SE	2
CSAD	Art BFA	2
WLLC	American Sign Language BA	1
EDUC	Secondary Education BM	1
CSAD	Art BA	1
MUSC	Music BA	1
WLLC	English as a Second Language BA	1
HSPE	Sport Education BS	1
RELI	Religious Studies AS	1
SSCI	Political Science AS	1
SSCI	Social Sciences AS	1
x-TBD	Undecided BS	184
	Total	1,234

NON-TRADITIONAL UNDERGRADUATE PROGRAM

DEPT	MAJOR	N
EDUC	Elementary Education DCP	105
PSRV	Human Services DCP	79
NURS	Nursing RN-BSN SN	69
NURS	Nursing Accelerated BSN SN	52
BUSN	Management DCP	36
BUSN	Accounting DCP	30
EDUC	Birth-Kindergarten Education DCP	28
BUSN	Healthcare Management DCP	25
PSRV	Criminal Justice DCP	24
EDUC	Elementary Education DCP	11
BUSN	Computer Information Systems DCP	2
BUSN	Management Information Systems DCP	1
CSAD	Graphic Design AA	1
RELI	Religious Studies DCP	1
	Total	464

GRADUATE PROGRAMS

DEPT	MAJOR	N
EDUC	Educational Leadership EDD	184
EDUC	Curriculum & Instruction EDD	142
EDUC	School Administration MA	126
MPAS	Physician Assistant Studies MPAS	99
BUSN	Business Administration 10 Month MBA	98
NURS	Primary Care Family Nurs Pract DNP	67
PSYC	Clinical Mental Health Cnslng MA	49
EDUC	Organizational Leadership EDD	41
BUSN	Sport Management MSM	36
NURS	Nursing DNP	32
PSRV	Public Administration MPA	32
NURS	Nursing MSN	27
BUSN	Business Administration DBA	23
NURS	Psyc Ment Hlth Nurs Pract 2 DNP	20
BUSN	Accounting MAC	19
EDUC	Teacher Leadership in Curr Inst MA	19
EDUC	Instructional Technology MA	19
ENGL	English MA	16
DIVN	Pastoral Care and Counseling MDV	16
DIVN	Past Care&Counseling/Member Care DMN	15
DIVN	Pastoral Ministries DMN	14
EXSC	Strength and Conditioning MSES	12
PSYC	School Counseling MA	10
DIVN	Bible and Theology MA	10
DIVN	Christian Education MDV	8
DIVN	Pastoral Ministries MDV	8
DIVN	Missiology MDV	5
BUSN	Economics/Finance DBA	4
ENGL	English CERT	4
DIVN	Intercultural Studies MDV	4
BUSN	Business Administration MBA	3
DIVN	Pastoral Ministries MDV/MA	3
NURS	Primary Care Family Nurs Pract CERT	2
PSYC	Marriage/ Couple & Fam Counsel MA	2
DIVN	Clinical Mental Health Cnslng MDV	2
DIVN	Biblical Studies MDV	2
EDUC	Educational Leadership MA	1
EDUC	Curriculum & Instruction EDS	1
EDUC	Acad/Intellectually Gift Licen LISC	1
NURS	Psyc Ment Hea Nur Practitioner DNP	1
RELI	Religion MA	1
DIVN	Religion MDV/MA	1
	Total	1,179

Athletics

- During the spring 2025 term, the average **semester GPA** for GWU student athletes was **3.383**, the highest mark in the history of Gardner-Webb. Accordingly, the composite semester GPA for both female (**3.640**) and male athletes (**3.260**) were also all-time records. The spring term marked the third time that the combined men's sport teams exceeded the 3.0 barrier. Golf led the way for women's teams with a **3.815**; the lowest women's team, softball, still averaged **3.457**. Soccer topped the men's division (**3.577**), edging baseball (**3.509**) and swimming (**3.508**).

17 of Gardner-Webb's 20 sport-specific teams had at least one athlete that earned a 4.0 **semester GPA**.

- As was the case in the semester GPA calculations, all-time records were set in each category for **cumulative GPA**—all GWU athletes (**3.408**), all female athletes (**3.610**) and all male athletes (**3.310**).

Eight of GWU's ten women's teams and five of the University's ten men's squads can boast of at least one member of their team carrying a 4.0 **cumulative GPA**.

- **81** athletes, 48 women and 33 men, (**69** in 2024, **79** in 2023, **56** in 2022, **57** in 2021, **74** in 2020, **48** in 2019) earned a 4.0 **semester GPA** during the spring term. Track (13) and swimming with 10 led the women's division while swimming (8), soccer (7) and baseball and football (6) paced the men. Currently, **27** athletes--women (**12**), men (**15**)--are carrying 4.0 **cumulative GPAs**.
- **90.4%** of women athletes (151 of 167) earned a **semester GPA** of 3.0 or higher; **75.5%** of men did so (250 of 331). Overall, 401 of GWU's 498 athletes achieved this standard (**80.5%**).

Retention and Graduation

- The one-year retention rate for athletes entering GWU in the fall of 2023 was **64.6%**, down 3.5 percentage points from 2022. Male athletes returned at a rate of **62.8%**, down 5.3 percentage points from the previous year. Women returned at a rate of **68.9%**, up 1.6 percentage points from the 2023 cohort.
- The six-year graduation rate for athletes was **40.0%**, down 2.3 percentage points from the previous year and the lowest mark in 26 years. The rate for female athletes was **53.1%**, a decrease of 12 percentage points from the 2018 cohort's rate. The men's rate of **40.8%** up 4.4 percentage points from 2018.

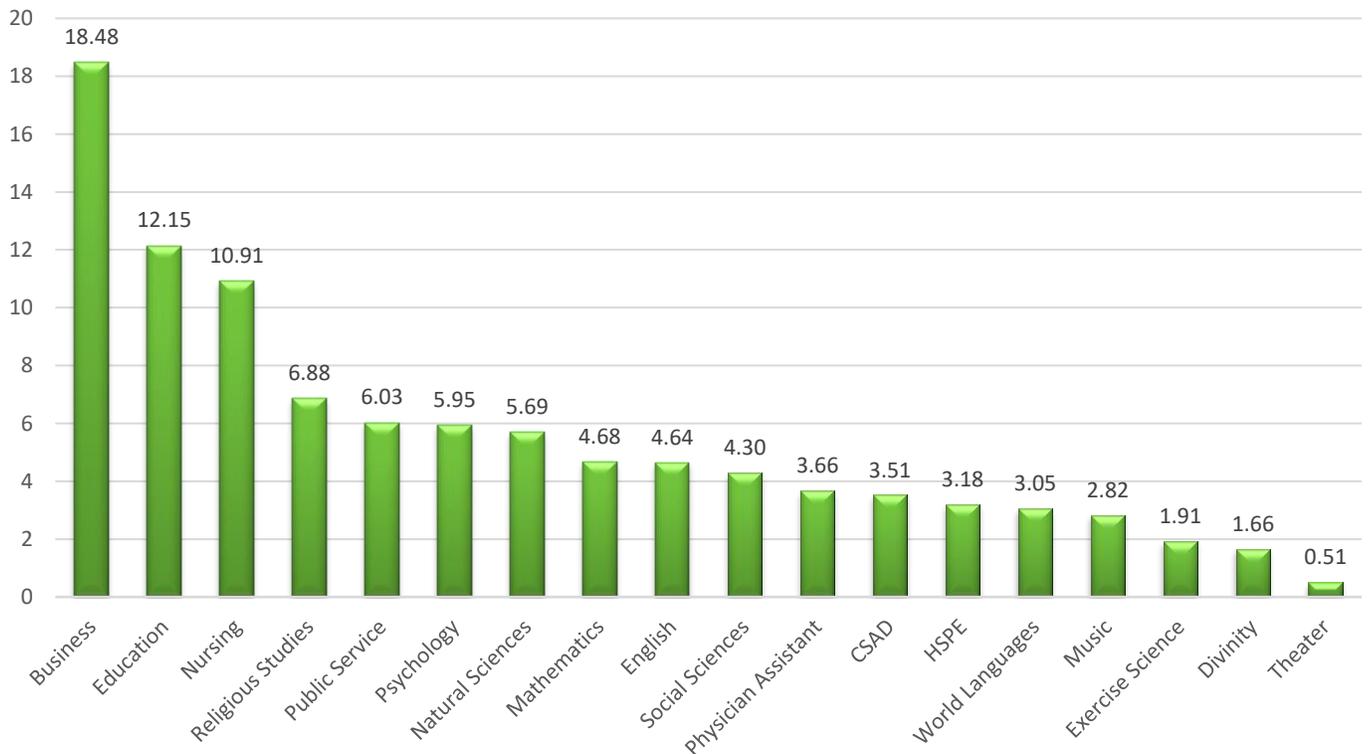
Class Size

- The average class size for all programs was **13.32**. Broken out by program, along with the college/department/school with the largest average section size:

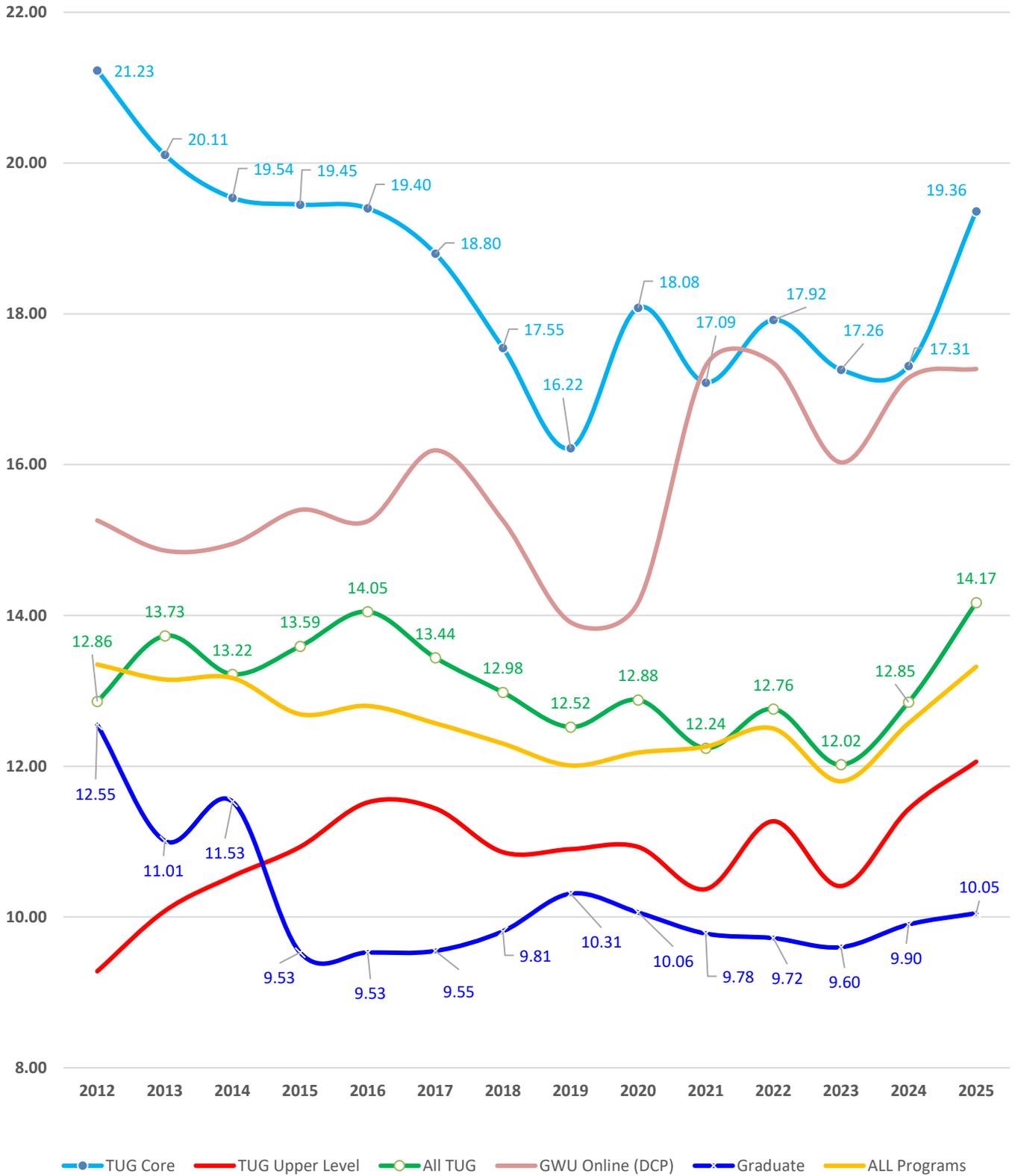
Program	Avg. Section Size	Largest Avg Section/ Program
TUG Core	19.36	31.25 Business
TUG Upper Level	12.06	19.75 Business
All TUG	14.17	21.05 Psychology
Non-Traditional UG	17.27	32.00 HSPE
Graduate	10.05	23.00 Physician Assistant Studies

- Religious Studies contributed the highest percentage to the university’s core instruction, (**18.79%**), followed by English (**16.34%**), Mathematics (**10.67%**) and Social Sciences (**10.29%**).
- Business contributed the highest percentage to the University’s GWUOnline instruction (**25.63%**); Education covered **30.37%** of the graduate level instruction.
- Three departments contributed over **50%** of their resources to core instruction—English (**70.69%**), World Languages (**66.27%**) and Religious Studies (**54.83%**). At the other end of the scale, Business contributed only **3.08%**.
- Business, Education, and Nursing teach **41.53%** of all students.

Program Percent Contribution to All Course Levels - Spring 2025



Historical Trending - Class Size by Program



Cohort Characteristics

- **152** North Carolina high schools were represented in the 2024 cohort, down from **154** in 2023. Schools that supplied five or more students to the 2024 FTFT cohort along with their most recent five-year totals:

	Fall 2024	Fall 2023	Fall 2022	Fall 2021	Fall 2020
Total Students from NC High Schools	254	275	219	238	258
Kings Mountain High School	12	9	10	8	5
Crest High School	12	5	9	14	14
Burns High School	10	7	5	9	3
Cleveland Community College	10	5	9		
Gaston College	9	2	4		1
Lincoln Charter	8	1	4	4	
Forestview High School	5	7	4	3	2
Ashbrook Senior High School	5		2		5
Hunter Huss High School	5		2	2	
Rutherford-Spindale High School	5	3	3	8	3
Home School/Home Sch Clearinghouse	5	6	2	19	8

- The four public Cleveland County high schools combined to contribute 37 to the cohort (Shelby HS 3), up from 25 in 2023 and 30 in 2022. For the third consecutive year, **Kings Mountain** was at the top of the rankings; its total was the school's highest mark of all-time. Hunter Huss contributed its largest class ever in 2024. Apart from 2020 (0), Shelby's total of 3 tied for its lowest contribution on record.
- The total cohort of **450** was 39 more than in 2023.
- Women comprised **53.1%** of the cohort, down slightly from **54.37** in 2023.
- **35.3%** of first-time students were athletes, a decrease of three percentage points from 2023 and well below the 2020 record of **46.1%**. **46.5%** of first-time men were athletes, down dramatically from 2023's **60.4%** and the lowest percentage since 2015. **25.5%** of the women in the 2024 cohort were athletes—up over five percentage points from 2023 but still below the all-time high of **28.24%** in 2022.
- **24.8%** of the cohort listed their ethnicity as "**Unknown.**" **49.1%** identified as "**White,**" **16.3%** as "**Black,**" and **9.2%** as "**Other.**"
- **59.5%** of the cohort were from North Carolina, down from **62.5%** in 2023. South Carolina's **14.0%** was up **2.8%**. Georgia and Florida were both down, **2.9%** and **3.8%** respectively, from their consistent previous annual contributions of between **4.5** to **6%**.
- **31** states (an all-time high) and **46** North Carolina counties were represented in the cohort. Two counties showed a significant one-year increase, **Mecklenburg** (**100.0%**; from 16 to 32) and **Cleveland** (**15.9%**; from 44 to 51).
- South Carolina's largest enrolling counties were **Spartanburg and York (12)** and **Greenville (9)**.

Comparative

- Numerous benchmark indicators are used when comparing Gardner-Webb with other NCICU (35) and southeastern US private institutions (228). 20 of the most significant categories are included in the table below. Colored arrows reflect one-year changes in values and rankings. The following IPEDS-approved definitions / formulas will be helpful in understanding 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 (24-25)	49,620 ↑	26 ↓	107 ↓	51.8 ↓
Real Cost of Attendance (23-24)	11,470 ↓	21 ↔	120 ↑	47.5 ↑
Tuition (24-25)	33,770 ↑	20 ↔	81 ↑	64.1 ↑
Room and Board (24-25)	11,410 ↑	22 ↑	96 ↑	43.4 ↓
Average Amount of Institutional Aid (23-24)	21,980 ↑	15 ↑	71 ↑	68.4 ↑
Discount Rate (23-24)	65.7% ↑	12 ↑	72 ↑	68.0 ↑
Net Price (23-24)	20,016 ↓	23 ↓	146 ↓	34.6 ↓
Admissions Selectivity (24-25)	77% ↑	23 ↑	128 ↑	38.4 ↑
Admissions Yield (24-25)	11% ↑	23 ↑	164 ↑	18.9 ↑
First-Time Cohort Enrollment (24-25)	450 ↑	8 ↑	63 ↑	71.8 ↑
Total Undergraduate Enrollment (24-25)	1,861 ↑	9 ↔	71 ↔	68.7 ↔
Total Transfer Enrollment (24-25)	236 ↓	4 ↓	29 ↓	87.5 ↓
Total Graduate Enrollment (24-25)	1,243 ↓	4 ↔	36 ↓	83.9 ↑
Total Enrollment (24-25)	3,104 ↓	7 ↔	53 ↓	76.7 ↓
Retention Rate – First Year (2023 return 2024)	69% ↔	23 ↓	125 ↓	39.6 ↓
Graduation Rate – Six-Year (End AY 2024)	54% ↓	10 ↓	82 ↓	62.1 ↓
Average Faculty Salary – All Ranks (2024-25)	66,017 ↑	17 ↑	99 ↑	56.0 ↑
Endowment (End FY 2024)	79,248,690 ↑	13 ↔	79 ↑	64.3 ↑
Endowment per FTE Student (FY 2024)	30,064 ↑	22 ↔	106 ↑	52.0 ↑
Gifts and Grants per FTE Student (FY 2024)	2,767 ↑	23 ↑	149 ↑	33.9 ↑

Enrollment

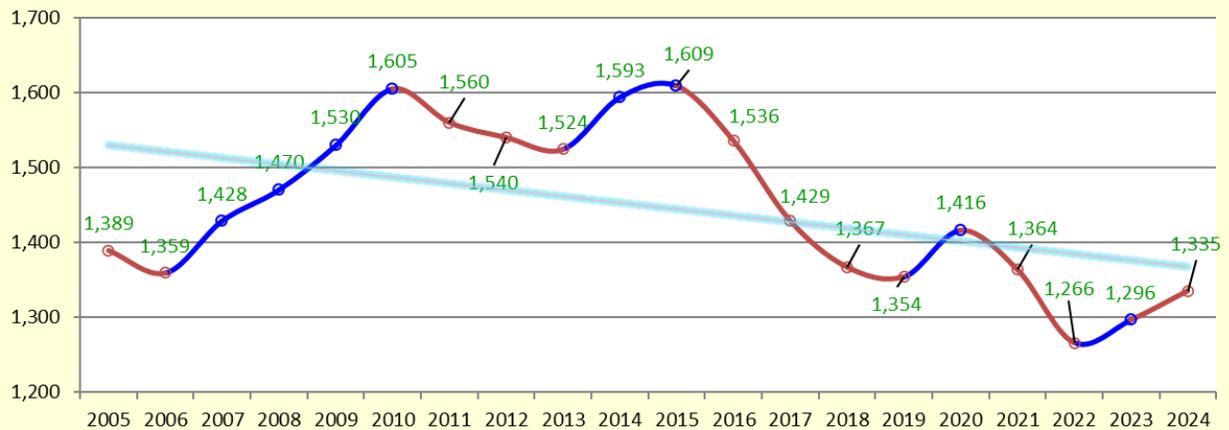
- Fall 2024** hours for all program levels totaled **35,730**, an **increase** of **660** hours (**1.88%**) from 2023. Double-digit headcount **gains** were seen in the following categories:

Regular Program, Full-Time Students	+ 39	3.0%
Regular Program, Total Headcount	+ 38	2.9%
Regular Program, Resident Students	+ 24	2.1%
All Programs, Resident Students	+ 32	2.7%
All Undergraduate Programs, Total Headcount	+ 18	1.0%
Doctor of Nursing, New Students	+ 15	31.3%
Doctor of Nursing, Headcount	+ 18	15.9%
10-Month MBA, Headcount	+ 10	9.8%

Double-digit headcount **decreases** were seen in the following categories:

Regular Program, Transfer Students	- 12	(-11.4%)
Human Services, Headcount (02H Rate Code)	- 11	(-10.4%)
Human Services, New Students	- 17	(-42.5%)
EUEP, Headcount (04 Rate Code)	- 19	(-10.7%)
COE Graduate KTA, Headcount (06K Rate Code)	- 15	(- 7.5%)
School of Divinity (MDiv), Headcount (07 Rate Code)	- 17	(-20.2%)
School of Divinity (MDiv), New Students	- 15	(-60.0%)
Master of Public Administration, Headcount (08P Rate Code)	- 11	(-20.8%)
Master of Public Administration, New Students	- 11	(-35.5%)
All Programs, Headcount	- 23	(- 0.7%)

Full-Time Students, Traditional Undergraduate Program - Fall



Total GWUOnline Headcount, - Fall



Total Graduate Headcount - Fall



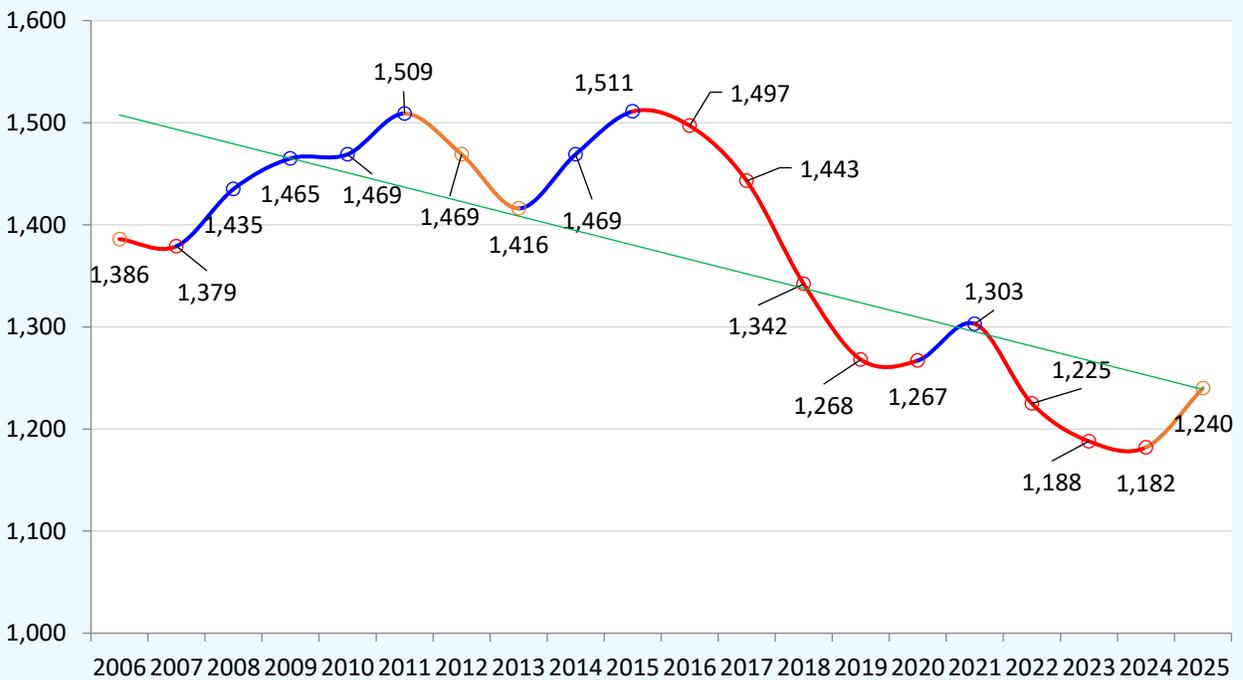
- **Spring 2025** hours totaled **33,406**, a **decrease** of **52** hours **(-0.16%)** from 2024. Double-digit headcount **gains** were seen in the following categories:

Regular Program, Headcount	+ 58	4.91%
All Undergraduate, Headcount	+ 39	2.30%
Doctor of Nursing, Headcount (06P Rate Code)	+ 21	20.19%

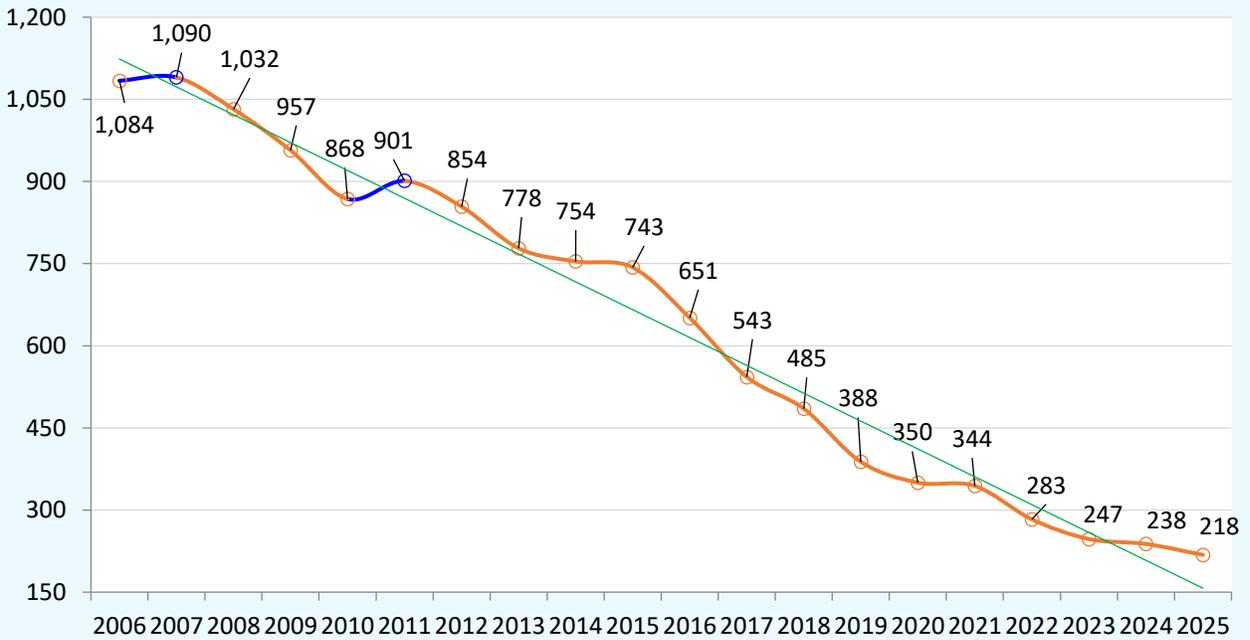
Double-digit headcount **decreases** were seen in the following categories:

Human Services Online, Headcount (02H Rate Code)	- 23 (-21.90%)
EUEP, Headcount	- 16 (- 9.94%)
Non-Traditional Undergraduate, Headcount	- 19 (- 3.71%)
All Undergraduate, Headcount	- 27 (- 1.57%)
Graduate KTA, Headcount (06K Rate Code)	- 15 (- 7.94%)
Graduate KTA Doctoral, Headcount (06E Rate Code)	- 16 (- 4.69%)
Graduate KTA Doctoral, New Students	- 16 (-53.33%)
School of Divinity (MDiv), Headcount (07 Rate Code)	- 25 (-29.41%)
School of Divinity (MDiv), New Students	- 12 (-85.71%)
College of Business MACC/IMBA, Headcount (08A Rate Code)	- 10 (-33.33%)
Master of Public Administration, Headcount (08P Rate Code)	- 12 (-26.67%)
All Graduate, Headcount	- 77 (- 6.03%)
All Graduate, New Students	- 27 (-13.99%)
All Programs, Headcount	- 38 (- 1.28%)

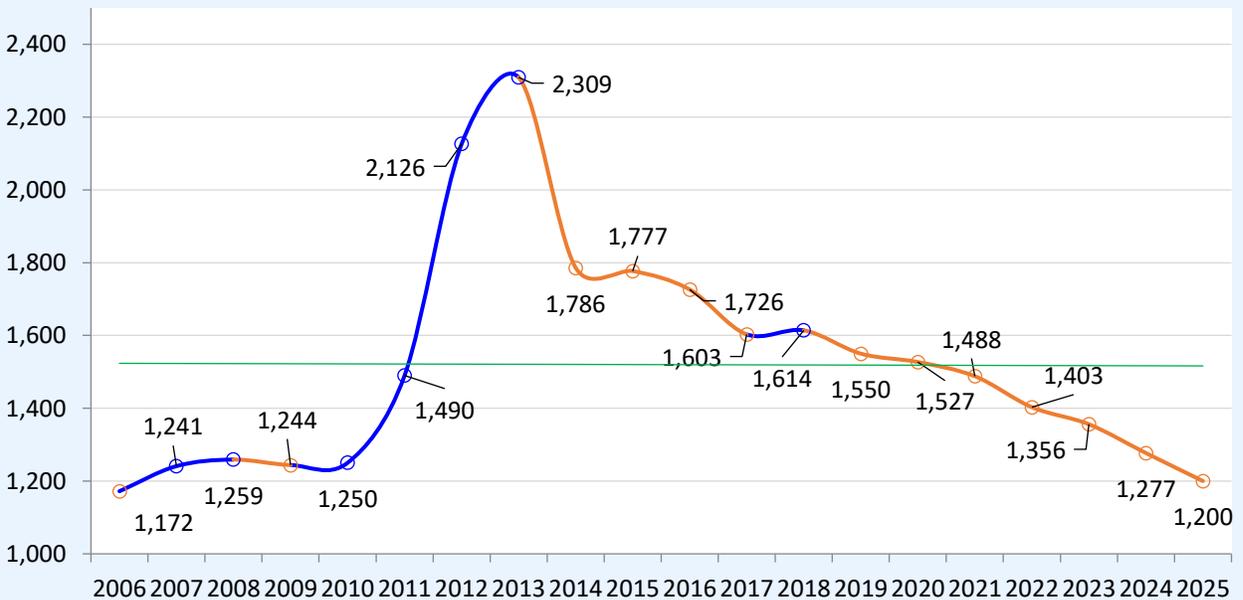
Total Headcount, Traditional Undergraduate Program (Spring Terms)



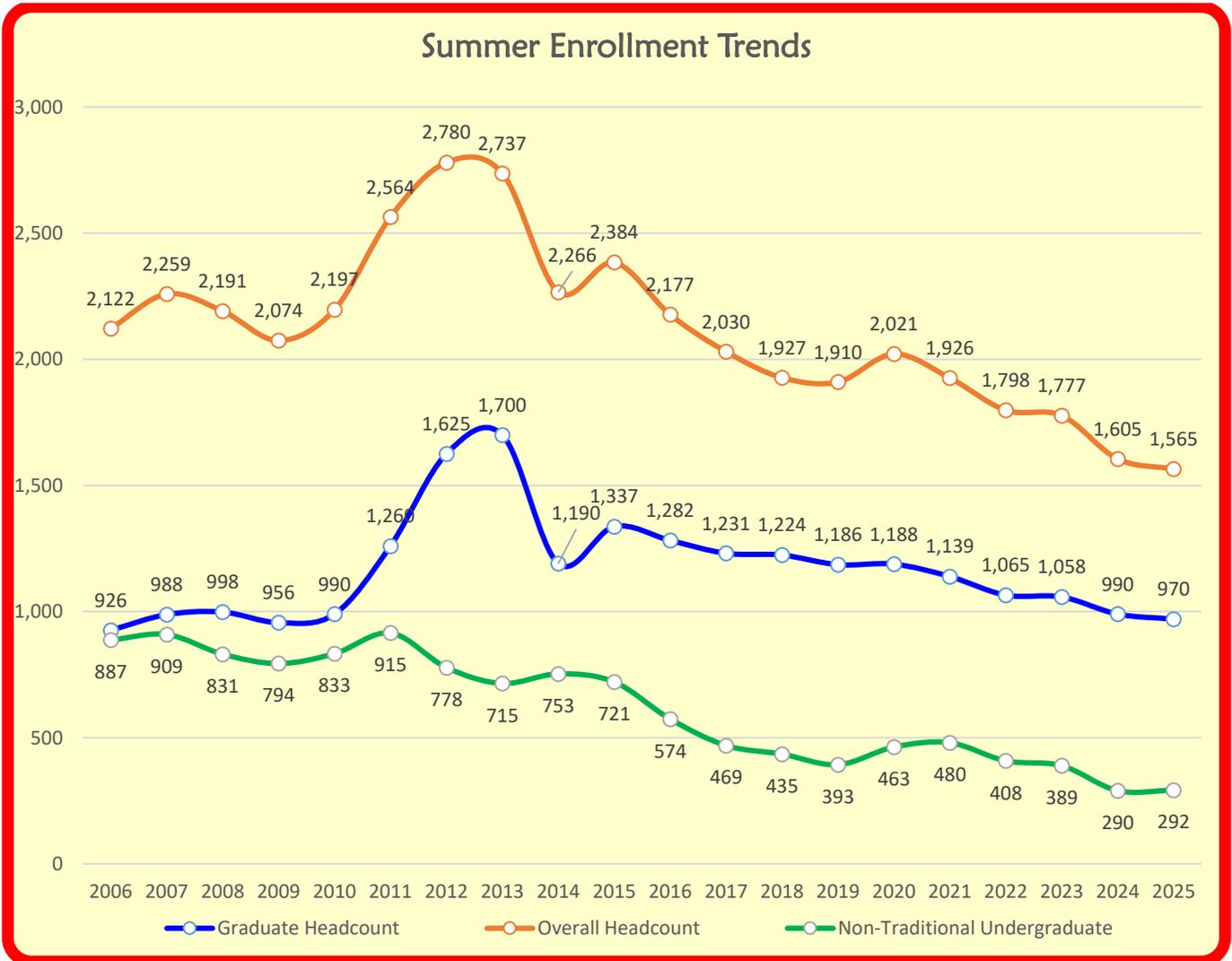
Total Headcount, GWUOnline (o2 Rate Codes) Spring Terms



Total Headcount, All Graduate Programs (Spring Terms)



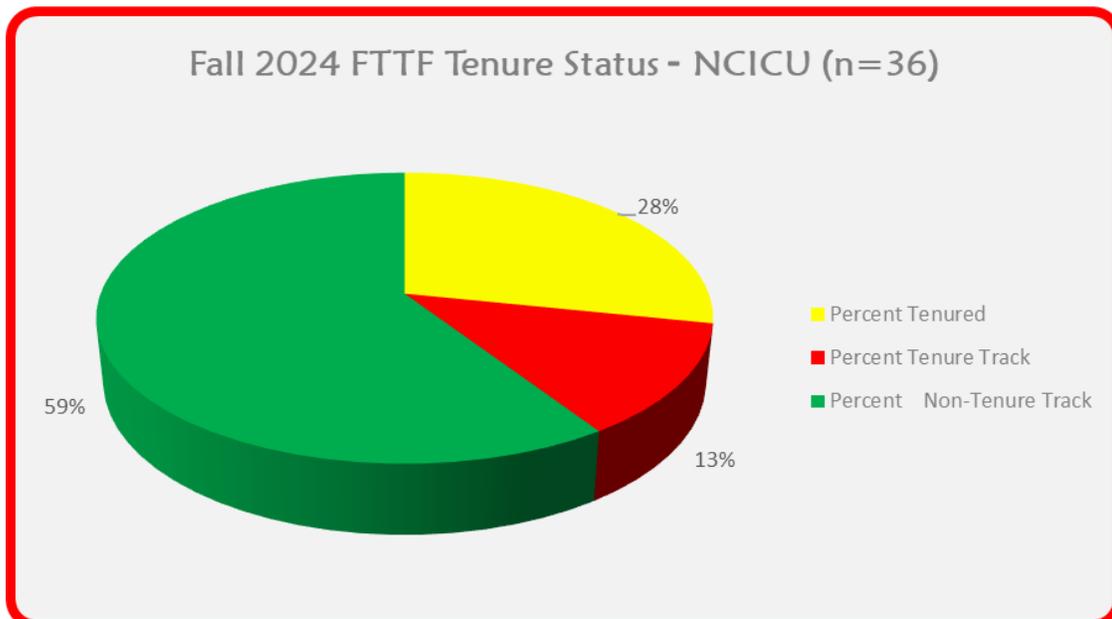
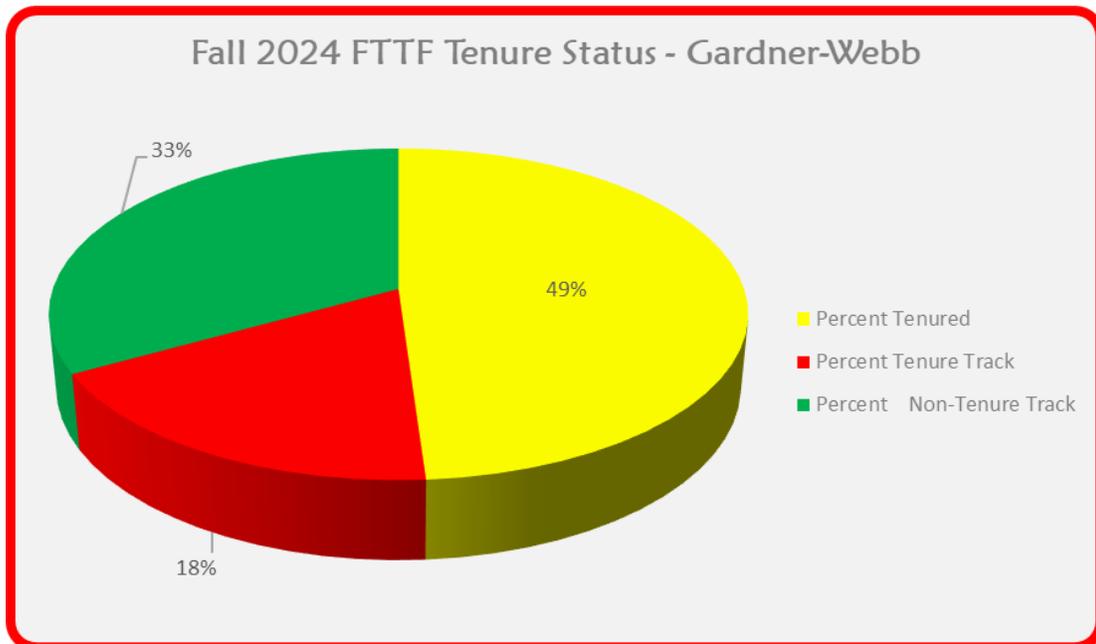
- Summer 2025** hours for all programs totaled **10,177**, a **decrease** of **352** hours (**-3.34%**) from 2024. No program showed a double-digit headcount **increase**.
- Double-digit headcount **decreases** were seen in the following programs:
 - Regular Program, Headcount – **303**, down 22 (6.77%)
 - Regular Program, Transfer Students – **20**, down 18 (47.37%)
 - GWU Online (All 02 Rate Codes), Headcount – **142**, down 11 (7.19%)
 - GWU Online (All 02 Rate Codes), New Students – **19**, down 25 (56.82%)
 - EUEP (04 Rate Code), Headcount – **54**, down 18 (25.00%)
 - All Undergraduate, Headcount – **595**, down 20 (3.25%)
 - Graduate KTA, Headcount (06K Rate Code) – **126**, down 23 (15.44%)
 - Graduate KTA Doctoral, Headcount (06E Rate Code) – **291**, down 24 (7.62%)
 - All Graduate, Headcount – **970**, down 20 (2.02%)
 - All Graduate, New Students – **49**, down 22 (30.99%)
 - All Programs, Headcount – **1,565**, down 40 (2.49%)



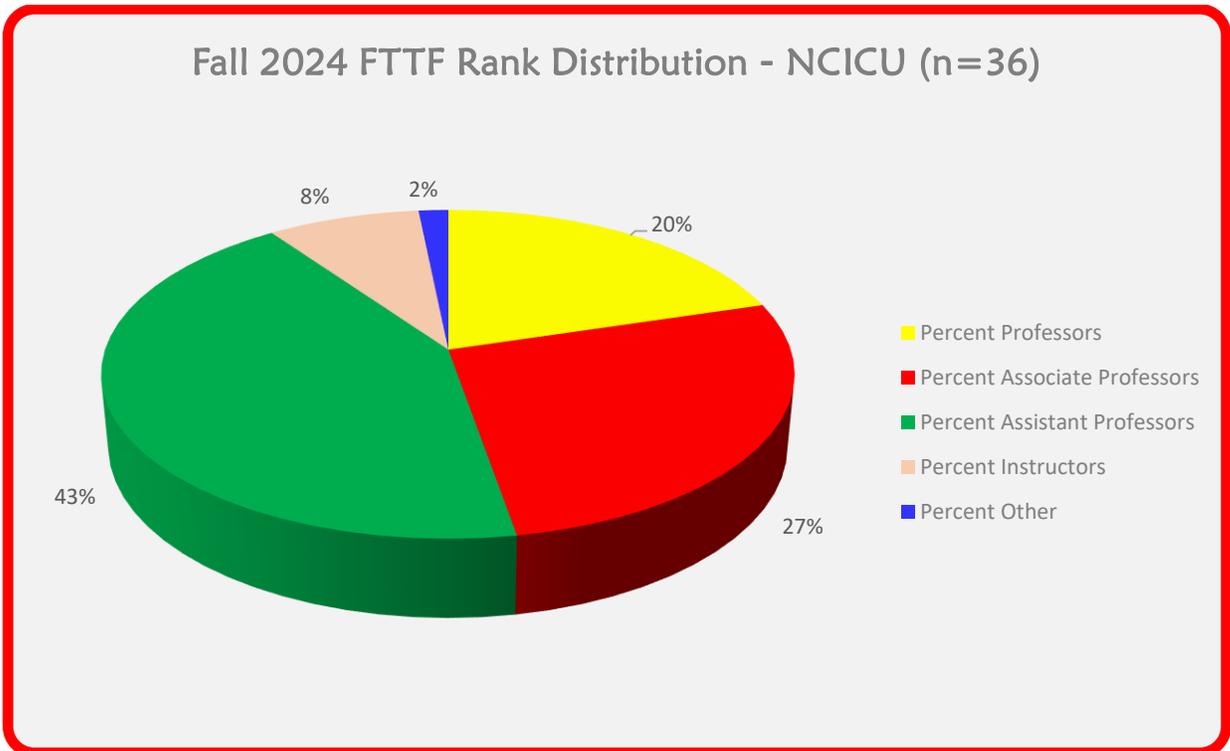
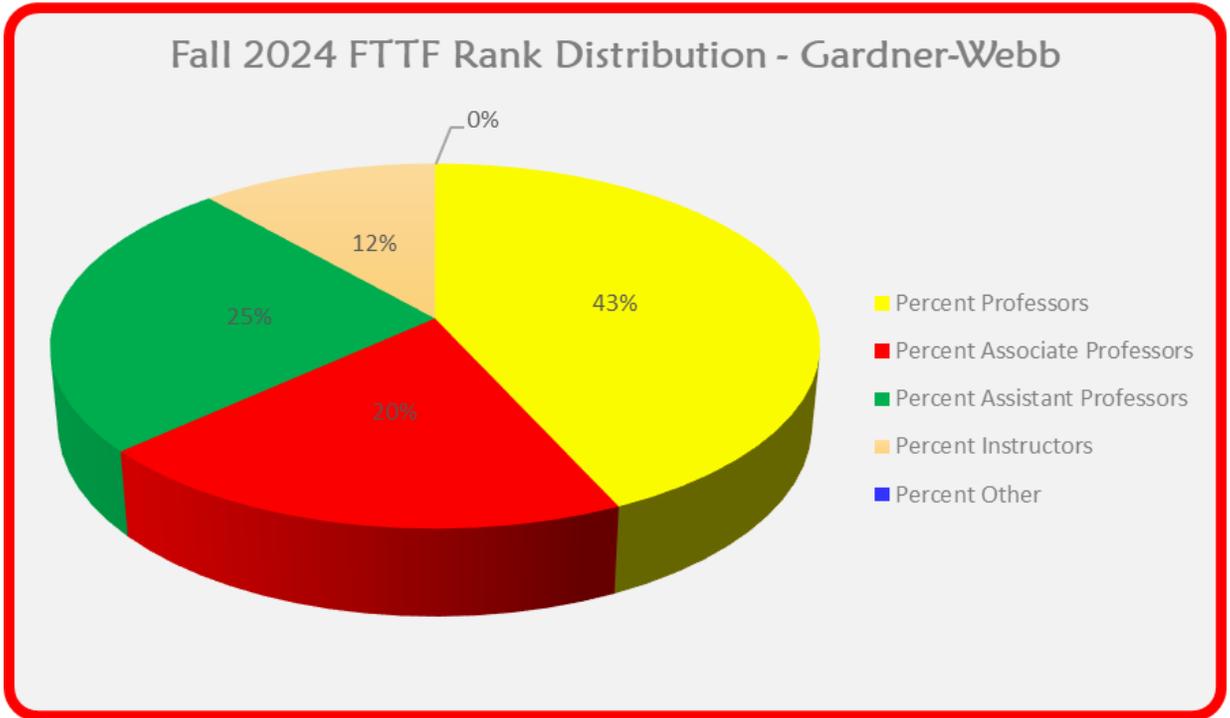
Faculty

Demographics

- **54.8%** of the 135 members of the full-time teaching faculty are women (up slightly from 2023).
- **49.0%** are tenured (21 percentage points higher than the NCICU average) with another **18.0%** on tenure-track (five percentage points above the NCICU mean). The combined percentage of **67.0%** for tenured/tenure track faculty has increased by two percentage points each year for the past four years.



- **43.2%** hold the rank of professor (compared to **20.0%** among NCICU) while **20.0%** are associate professors (**27%** NCICU) and **25.0%** assistant professors (**43%** NCICU).



Full-Time Faculty Comparison by College, School, Department (Spring 2025)

	Full-Time Faculty				Tenure Status				Rank				
	Total	Men	Women	%Wom	Award	TenTrk	Non-TT	%Ten/TT	Prof	Asc Prof	Ast Prof	Instruc	%Prof
Business	14	8	6	42.9	5	3	6	57.1	6	3	4	1	42.9
CSAD	4	1	3	75.0	1	2	1	75.0	1	1	1	1	25.0
Divinity	7	7			5		2	71.4	7				100.0
Education	14	6	8	57.1	1	3	10	28.6	4	2	7	1	28.6
English	8	2	6	75.0	5	2	1	87.5	5		2	1	62.5
Exercise Science	2	2			1	1		100.0	1		1		50.0
HSPE	1		1	100.0			1					1	
Mathematics	7	4	3	42.9	4		3	57.1	3	1	3		42.9
Music	7	5	2	28.6	2	4	1	85.7	2	2	3		28.6
Natural Sciences	11	6	5	45.5	6	2	3	72.7	6	1	3	1	54.5
Nursing	20		20	100.0	5	5	10	50.0	5	5	3	7	25.0
Physician Assistant Studies	8	4	4	50.0			8			3	5		
Psychology	9	3	6	66.7	5		4	55.6	6		3		66.7
Public Service	6	3	3	50.0		2	4	33.3	1		4	1	16.7
Religious Studies	5	3	2	40.0	4	1		100.0	4	1			80.0
Social Sciences	4	2	2	50.0	2	1	1	75.0	2	1	1		50.0
Theater	1	1			1			100.0		1			
World Languages	7	4	3	42.9	4		3	57.1	3	1	1	2	42.9
TOTAL	135	61	74	54.8%	51	26	58	57.0%	56	22	41	16	41.5%

Salaries

- Average salaries (along with female-to-male gender ratio/one-year directional change):

	Gardner-Webb			NCICU	
	Mean	F-M Ratio	NC Rank	Mean	F-M Ratio
All Ranks -	66,017	.912 ↓	17 th /36	71,418	.964 ↑
Professor -	74,133	.968 ↑	17 th /36	87,147	.999 ↑
Associate Professor -	67,651	.900 ↓	18 th /36	72,313	1.019 ↓
Assistant Professor -	58,377	.853 ↓	22 nd /36	64,851	.966 ↓
Instructor -	49,441	1.044 ↓	16 th /30	55,315	.920 ↓

Grading

- The average TUG program grade awarded by all faculty during the spring 2025 semester was **3.402**, the highest mark in Gardner-Webb history with the exception of the “P-infused” **3.507** anomaly of spring 2020. The average grade awarded in the TUG program by full-time teaching faculty (FTTF) was **3.374** and by part-time/adjunct faculty **3.498**, both record highs.
- **64.2%** of all TUG grades were A’s—three percentage points higher than spring 2024. A’s and B’s combined for **86.1%** of all TUG grades. **8.4% (↓1.1)** of grades were C’s, **2.6% (↑.1)** were D’s and **2.8% (↓.6)** were F’s.
- The average non-traditional undergraduate grade was **3.447**—the second highest mark ever. **69.5%** of all grades were A’s, up 7.6 percentage points from 2024 and the highest mark ever. **88.4%** of grades were either A’s or B’s. The **5.0%** of F’s handed out was down 1.7 percentage points from 2024. The average graduate-level grade was **3.653**, a value that has remained consistent over time. The percentage of A’s awarded (**74.7%**), was the second lowest spring total in eight years. The **19.9%** of B grades awarded was a similar to 2024.
- The lowest full-time instructor’s average TUG grade in spring 2025 was **2.290**. **19** faculty awarded average TUG grades of less than 3.0, up from **15** in 2024. Six faculty (three Education, one Business, one Nursing, one English) with at least four students had a semester TUG GPA of **4.0**, up from four in 2024.
- Grade distribution summaries for the past eight years (all faculty) are shown below.

	TRADITIONAL UNDERGRADUATE								DCP/NON-TRAD UNDERGRADUATE								GRADUATE							
	NStud	QuPts	QPR	%A	%B	%C	%D	%F	NStud	QuPts	QPR	%A	%B	%C	%D	%F	NStud	QuPts	QPR	%A	%B	%C	%D	%F
Fall 17	6,806	22,044	3.239	53.7	27.5	12.3	3.4	3.1	2,713	8,558	3.154	55.3	24.0	9.8	3.2	7.7	2,106	7,785	3.696	82.8	11.5	3.6	0.5	1.7
Spring 18	5,887	18,881	3.207	52.4	27.8	12.8	4.2	2.8	2,561	8,191	3.198	54.8	26.1	10.1	3.1	5.9	2,040	7,454	3.654	81.8	10.6	4.5	0.8	2.3
Fall 18	6,472	20,407	3.153	49.4	29.5	13.1	4.3	3.8	2,413	7,740	3.207	58.6	21.6	9.9	2.8	7.1	1,962	7,245	3.693	79.8	15.0	3.0	0.5	1.7
Spring 19	5,611	18,046	3.216	52.3	28.3	12.5	3.8	3.1	2,216	6,981	3.150	53.2	25.6	11.0	4.3	5.9	2,004	7,402	3.694	80.1	14.1	4.4	0.3	1.1
Fall 19	6,545	20,961	3.203	52.1	27.8	13.1	3.5	3.5	2,427	7,887	3.250	57.3	25.2	9.1	3.1	5.4	2,169	7,998	3.688	79.4	15.6	2.7	0.1	2.2
Spring 20	5,199	18,233	3.507	64.4	26.2	7.8	0.8	0.9	2,416	8,358	3.460	66.5	22.1	6.9	0.7	3.8	2,183	8,162	3.739	79.7	16.9	2.2	0.3	0.9
Fall 20	6,508	20,593	3.164	53.7	25.8	11.2	3.5	5.8	2,659	8,590	3.231	58.0	23.8	9.1	3.0	6.2	2,230	8,278	3.712	78.5	17.4	2.7	0.2	1.1
Spring 21	5,615	18,019	3.209	55.8	24.1	11.6	3.4	5.0	2,904	9,605	3.307	63.1	20.5	7.8	2.2	6.5	2,425	8,871	3.658	73.0	22.2	3.1	0.3	1.3
Fall 21	6,336	20,544	3.242	56.7	24.8	10.6	3.5	4.4	2,388	7,628	3.194	57.5	23.6	8.8	2.6	7.5	2,260	8,311	3.677	76.9	18.1	3.1	0.4	1.6
Spring 22	5,879	19,310	3.285	58.3	24.3	10.2	3.6	3.5	2,370	7,873	3.322	60.7	23.6	8.6	2.4	4.8	2,522	9,175	3.638	67.7	28.0	3.1	0.2	1.0
Fall 22	6,474	21,154	3.267	57.9	24.4	10.3	3.1	4.3	2,222	7,250	3.263	58.4	24.8	8.9	2.1	5.8	2,153	7,930	3.683	76.1	19.0	3.1	0.2	1.6
Spring 23	5,325	17,528	3.292	58.9	23.7	10.4	3.2	3.8	2,293	7,653	3.337	60.4	24.2	9.7	1.3	4.4	2,460	9,068	3.686	76.7	18.8	3.2	0.4	0.9
Fall 23	6,119	20,402	3.334	61.6	22.0	9.8	2.9	3.7	2,323	7,592	3.268	61.6	20.8	8.7	1.9	7.0	2,240	8,254	3.685	77.5	17.7	3.0	0.2	1.6
Spring 24	5,246	17,527	3.341	61.2	23.3	9.5	2.5	3.4	2,546	8,423	3.308	61.9	23.1	6.4	1.9	6.7	2,480	9,075	3.659	75.1	20.0	3.1	0.4	1.4
Fall 24	6,220	20,947	3.368	63.4	21.5	8.5	3.1	3.5	2,449	8,343	3.407	67.4	20.7	4.7	1.3	5.8	2,244	8,167	3.639	75.1	19.7	2.8	0.4	2.1
Spring 25	5,273	17,940	3.402	64.2	21.9	8.4	2.6	2.8	2,662	9,177	3.447	69.5	18.9	5.3	1.3	5.0	2,345	8,567	3.653	74.7	19.9	3.9	0.1	1.4

- In the spring 2025 semester, **226** undergraduate students earned a perfect 4.0 semester GPA, a decrease of **4** from 2024.

Graduates / Graduation

- Gardner-Webb conferred **927** degrees in 2024-25, down twelve from the previous year. The University now has awarded **39,970** (**1,971** Associates, **25,152** Bachelors, **12,847** Graduate) degrees since becoming a senior college in 1971. Of that total, the [College of Business](#) has awarded **12,354** and the [School of Nursing](#) **5,220**. 46% of the graduate degrees (5,907 of 12,859) have been awarded by the [College of Education](#).
- Bachelors degrees awarded by major field of study since 1971. The top four majors have accounted for nearly half of all Bachelors' degrees awarded by the University.

1	Business Administration / Management	4,880	18.89%
2	Human Services	4,280	16.57%
3	Nursing (RN-BSN)	1,818	7.04%
4	Accounting	1,545	5.98%
5	Psychology	1,192	4.61%
6	Religious Studies	1,105	4.28%
7	Elementary Education (Studies)	841	3.26%
8	Biology	653	2.53%
9	Criminal Justice	552	2.14%
10	Business Management	536	2.08%
11	Management Information Syst	535	2.07%
12	Communication Studies	518	2.01%
13	Early Childhood Education	482	1.87%
14	English	413	1.60%
15	Sociology	393	1.52%
16	Health Education and Physical Education	354	1.37%
17	Sport Management	340	1.32%
18	Physical Education	326	1.26%
19	Intermediate Education	264	1.02%
20	Health Management	263	1.02%

- Graduate degrees awarded by major field of study since 1982.

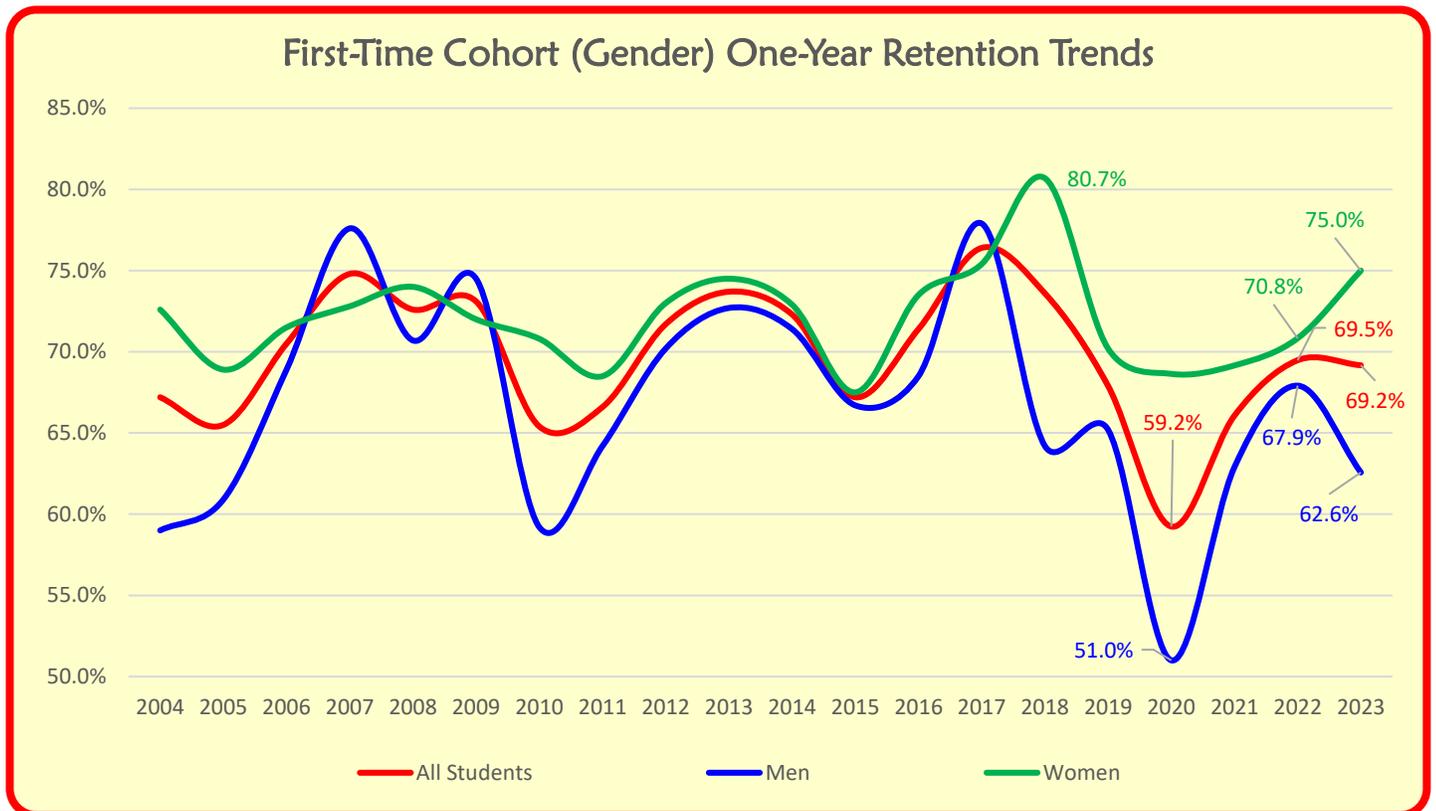
1	Master of Business Administration	2,323	18.07%
2	School Administration	1,640	12.75%
3	Executive Leadership Studies (MA)	1,476	11.48%
4	Elementary Education	920	7.16%
5	Master of Accounting	665	5.17%
6	Nursing - MSN	620	4.82%
7	Educational Leadership (EdD)	364	2.83%
8	Physician Assistant Studies	308	2.40%
9	Curriculum and Instruction (EdD)	307	2.39%
10	Middle School (Grades) Education	302	2.35%
11	Sport Science	297	2.31%
12	Pastoral Care and Counseling	262	2.04%
13	School Counseling	250	1.94%
14	Pastoral Ministries	250	1.94%
15	Nursing - FNP	250	1.94%

- Only one undergraduate student graduated with a double major during the 2024-25 academic year. This is down from 14 in the previous year and 17 in 2022-23. Record highs occurred in 2018 (22) and 2017 (23).
- Departments (n=6) with ten or fewer traditional undergraduate program graduates during the 2024-25 academic year, including selected major comparisons (with previous two-year totals in parenthesis):
 - English – 7** (4, 10): English Education **1** (1, 4)
 - HSPE – 7** (5, 9)
 - Mathematics – 8** (9, 6): Math Education **0** (0, 0); Mathematics **3** (1, 5)
 - Music – 4** (5, 9): Music Education **2** (1, 2); Music Composition **1** (1, 2)
 - Theater – 1** (1, 4)
 - World Languages – 3** (14, 12)
- Six-year graduation rates by department/school (table data based on undergraduate student major declarations at the end of the spring 2019 semester).

Department / School	Total Majors	Grads in Major	Grads Oth Maj	Total Grads	Grad % in Field	Grad % All	% Grads Oth Maj
Art	6	6	0	6	100.00	100.00	0.00
Religious Studies	35	32	2	34	91.43	97.14	5.71
Communication Studies	67	60	3	63	89.55	94.03	4.48
Psychology	66	59	2	61	89.39	92.42	3.03
Social Sciences	39	33	2	35	84.62	89.74	5.13
Natural Sciences	90	76	2	78	84.44	86.67	2.22
English	24	20	1	21	83.33	87.50	4.17
Business	430	338	22	360	78.60	83.72	5.12
Public Service	205	161	2	163	78.54	79.51	0.98
Theater	9	7	0	7	77.78	77.78	0.00
Nursing	304	225	42	267	74.01	87.83	13.82
Mathematics	27	19	3	22	70.37	81.48	11.11
Music	39	27	5	32	69.23	82.05	12.82
World Languages	29	19	4	23	65.52	79.31	13.79
Prev and Rehab Health Sciences	67	40	20	60	59.70	89.55	29.85
Education	129	77	10	87	59.69	67.44	7.75
HSPE	26	15	5	20	57.69	76.92	19.23
TOTAL	1,592	1,214	125	1,339	76.26	84.11	7.85

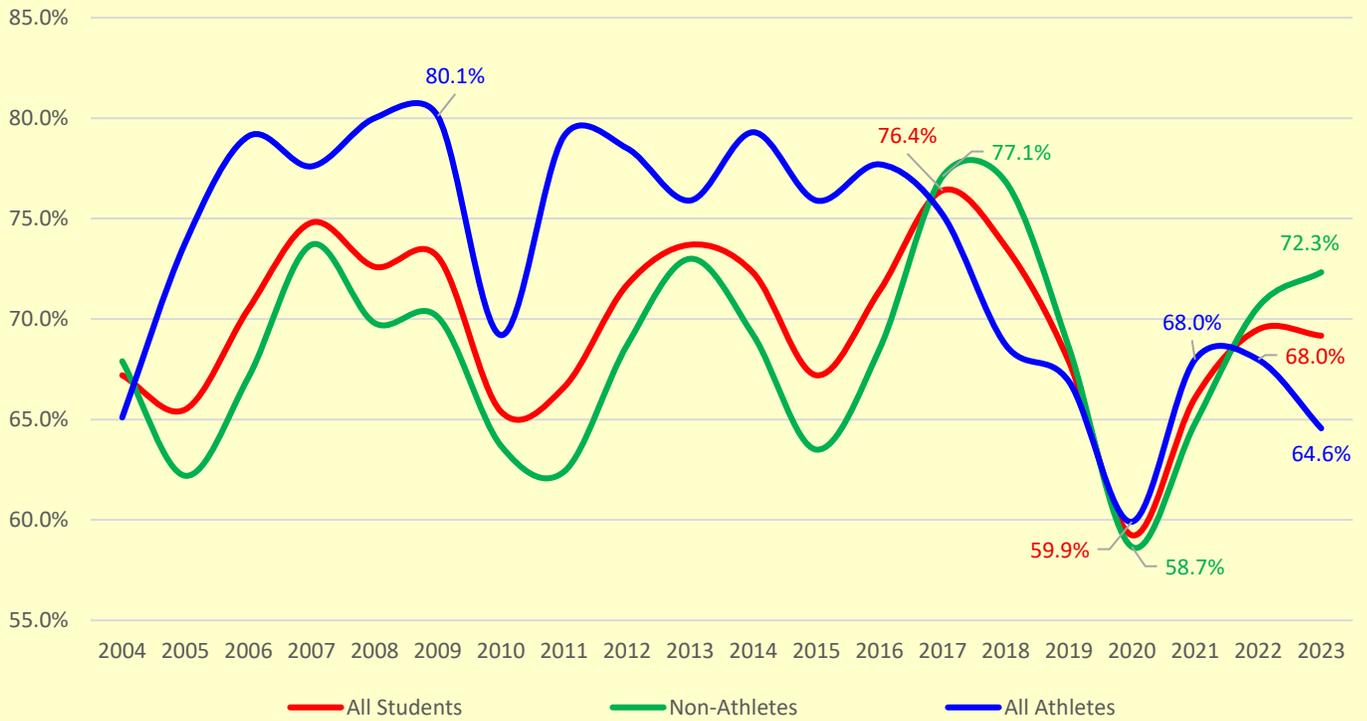
Retention/Graduation Rates

- The University's one-year retention rate for first-time, full-time students (entering fall 2023; returning 2024) was **69.2%**, down **0.3** percentage points from the 2022 cohort's mark of **69.5%**. The retention rate for men was **62.2%**, down **5.6** percentage points from the previous year. The women's 2023 rate was up from the 2022 entering class, (**75.0%** from **70.8%**).

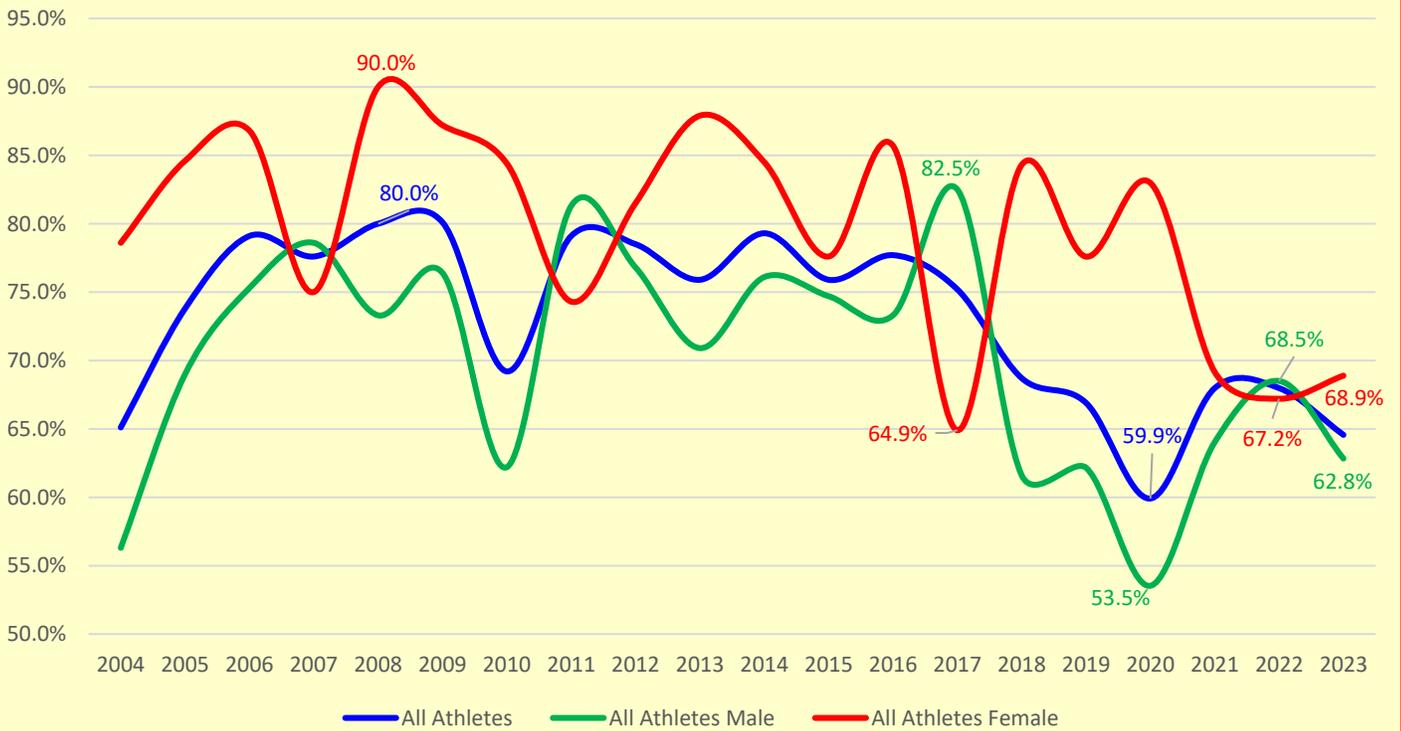


- The one-year retention rate for athletes entering GWU in the fall of 2023 was **64.6%**, down 2.5 percentage points from 2022. Male athletes returned at a rate of **62.8%**, down 5.5 percentage points from 2022. Women athletes returned at a rate of **68.9%**--up by 1.7 percentage points from the previous year.
- The percentage of 2023 non-athletes returning for 2024 was **72.3%**, up nearly two percentage points from the previous year and the highest percentage since the 2018 entering cohort. It was only the fifth year since 2005 that the retention rate for non-athletes exceeded that of athletes (2023, 2022, 2019, 2018, 2017). Female non-athletes had an eight-percentage point advantage over their athletic counterparts (**77.0-68.9**).

First-Time Cohort One-Year Retention Trends



First-Time Cohort (Athletes) One-Year Retention Trends



- The six-year graduation rate for the class entering in 2019 was **47.5%**, a drop of 5.3 percentage points from the 2018 cohort and 12.3 percentage points from the 2018 cohort’s all-time high of **59.8%**. Women graduated at a rate of **53.2%**, down 12 percentage points from the previous year, while the men’s rate of **40.8%** was up 4.4 percentage points from the 2018 cohort (**36.4%**).
- The six-year graduation rate for athletes was **40.0%**, a decrease of 2.3 percentage points from the 2018 cohort and the lowest in 26 years (1993, **35.2%**). The rate for female athletes was **53.1%**, down more than 13 percentage points from 2018 and the lowest in 28 years (1991, **41.7%**). Although the rate for male athletes increased by three percentage points (**34.2** from **31.3**) it still was the fourth lowest mark of all-time.
- The four-year graduation rate of **42.2%** for the 2021 cohort was up 7.5 percentage points from 2020. The women’s mark of **52.4%** was also up seven percentage points from the previous year. The men’s graduation rate of **31.7%** was a 6.5 percentage point improvement from 2020. The difference between the four-year graduation rate of male athletes (**27.3%**) and male non-athletes (**39.0%**); was less than in the women’s category (athletes **66.7%**; non-athletes **49.5%**).

