Meet Our Scholars

• 30 Females, 25 Males
• 7 UNT Colleges
• 27 Distinct Majors
• In-State and Out-of-State

![Graph showing UNT National Merit Scholars by Classification: Fall 2017.]

- Freshmen: 31%
- Sophomore: 40%
- Junior: 18%
- Senior: 11%
Strategic Planning + Organizational Implementation = Success

- Vision
- Commitment
- Strategy
- Execution
- Outcome
UNT– 5 Year Comparison

National Merit Scholars at UNT: A Tale of a Turnaround

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Incoming</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013-14</td>
<td>25</td>
<td>4</td>
</tr>
<tr>
<td>2014-15</td>
<td>24</td>
<td>5</td>
</tr>
<tr>
<td>2015-16</td>
<td>30</td>
<td>15</td>
</tr>
<tr>
<td>2016-17</td>
<td>32</td>
<td>11</td>
</tr>
<tr>
<td>2017-18</td>
<td>55</td>
<td>26</td>
</tr>
</tbody>
</table>
Catching Excellence

- Promote the UNT Brand and Build Outward
- Refine with Student in Mind
- Secure New Resources
- Optimize Existing Resources
- Market Relevance and Reputation
- Redefine the UNT National Merit Experience

Inspired by Deloitte’s The new principles of brand leadership – The Impact Project
see https://www2.deloitte.com/global/en/pages/about-deloitte/articles/the-new-principles-brand-leadership.html