

The seal of the University of Illinois is visible in the background, featuring a circular design with the text "UNIVERSITY OF ILLINOIS" and "1867". Inside the seal are symbols representing agriculture (a plow), science (a microscope), and industry (a gear and a hammer).

Strategic Framework *in Action*:

STRATEGIC ENROLLMENT UPDATE

TIMOTHY L. KILLEEN
PRESIDENT

January 19, 2017

UNIVERSITY OF ILLINOIS SYSTEM

The logo of the University of Illinois System, consisting of three horizontal bars in orange, red, and black.

STRATEGIC FRAMEWORK PLEDGE

**Best possible return on
investment for our stakeholders**

**Efficient, competitive and
constantly improving**

STRATEGIC FRAMEWORK PILLARS

UNIVERSITY OF ILLINOIS
SYSTEM

STRATEGIC FRAMEWORK

The Public's University:
Optimizing Impact for the Public Good

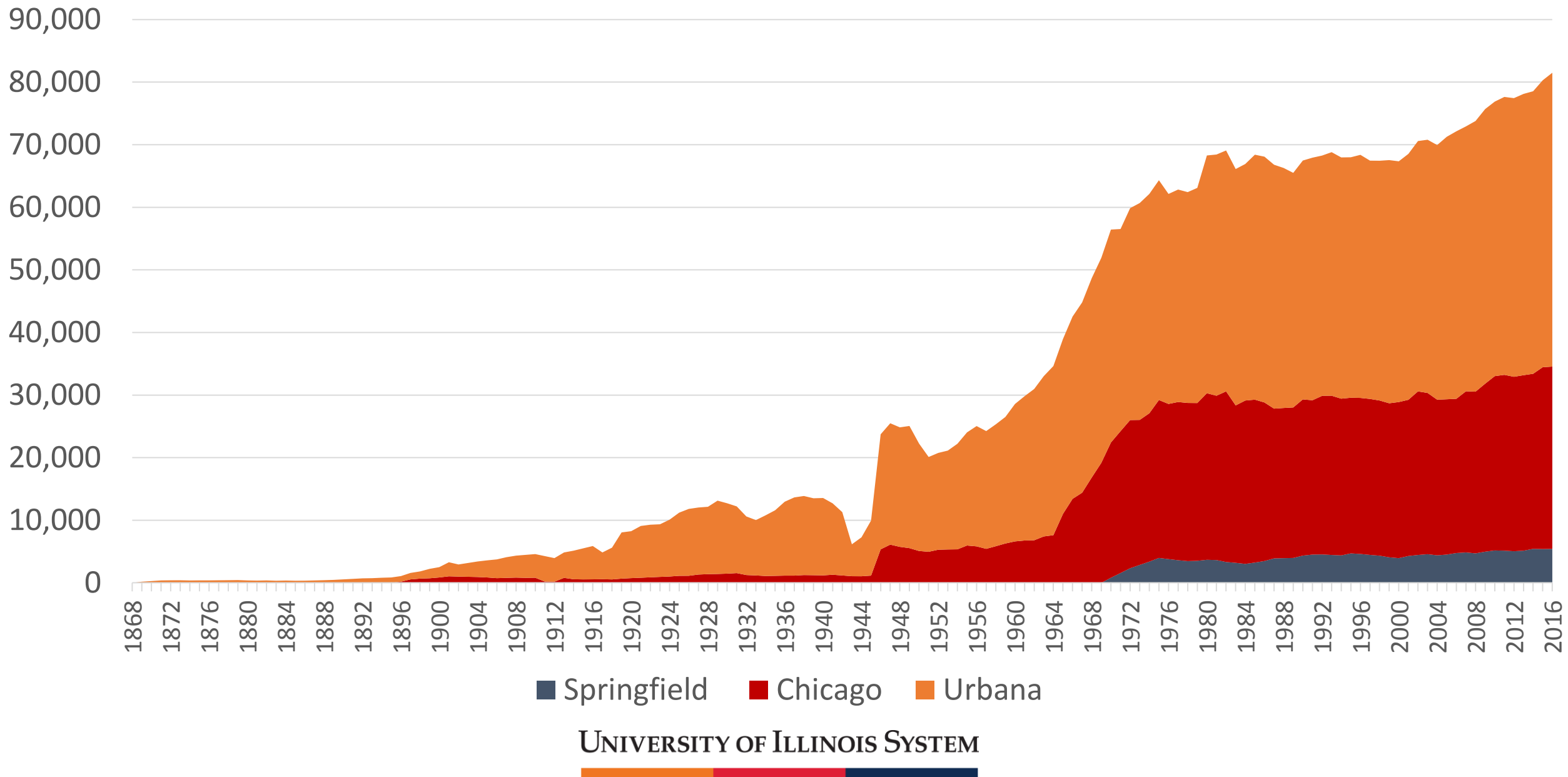
THE STRATEGIC FRAMEWORK FOR THE UNIVERSITY OF ILLINOIS SYSTEM 2016-2026

Approved on May 20, 2016



- An Institution of and for Our *Students*
- Research and Scholarship with Global *Impact*
- A Healthy Future for *Illinois* and the Midwest
- Tomorrow's University *Today*

ENROLLMENT HISTORY



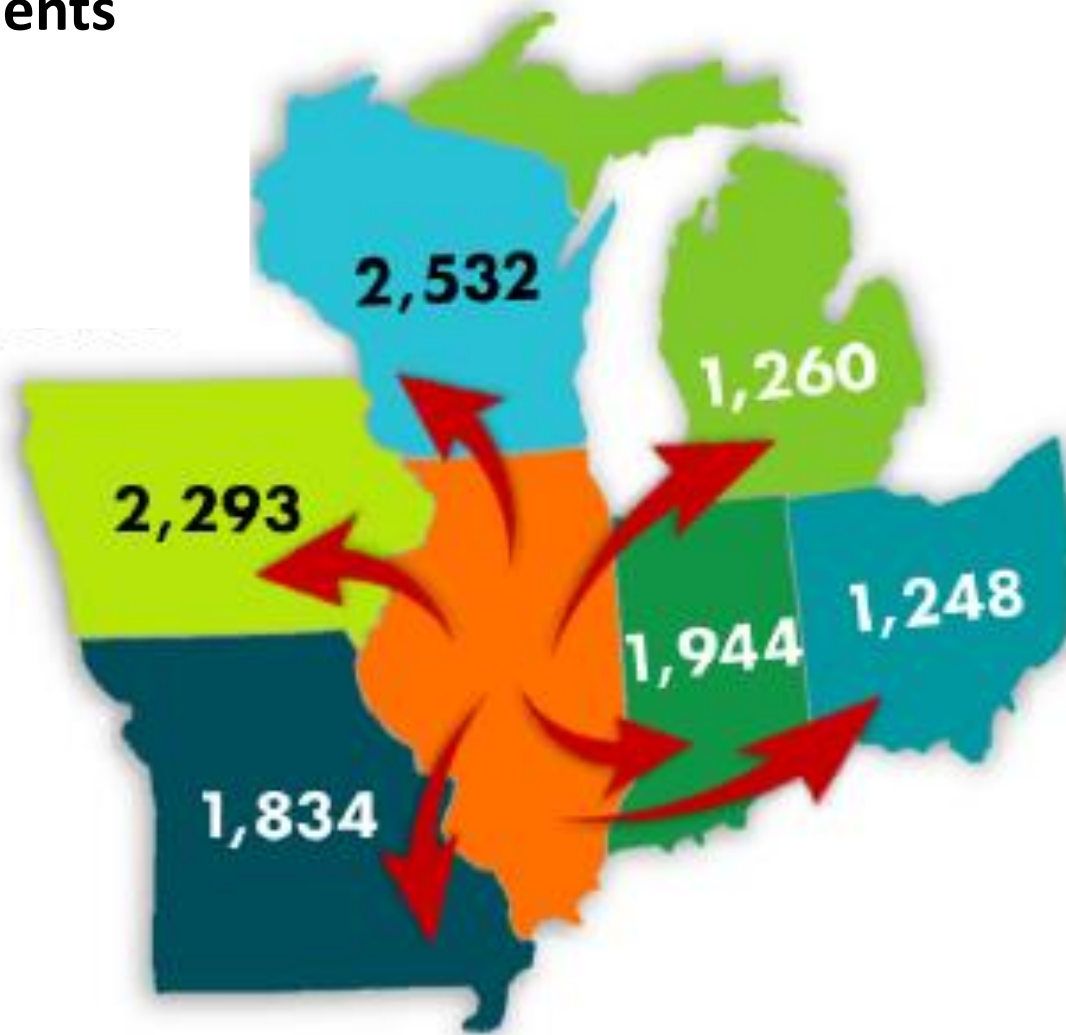
THE CHANGING LANDSCAPE



- Demographics
- High school populations
- First-generation students
- Increasing diversity
- Emerging pedagogies
- Changing workforce needs

WHERE DO ILLINOIS *HIGH SCHOOL* STUDENTS GO?

Top States for Out-migrant Enrollments



Top Out-of-State Schools for Illinois H.S. Seniors (2014)



University of Missouri 1,437

University of Iowa 1,378

Indiana University 1,016

Iowa State University 853



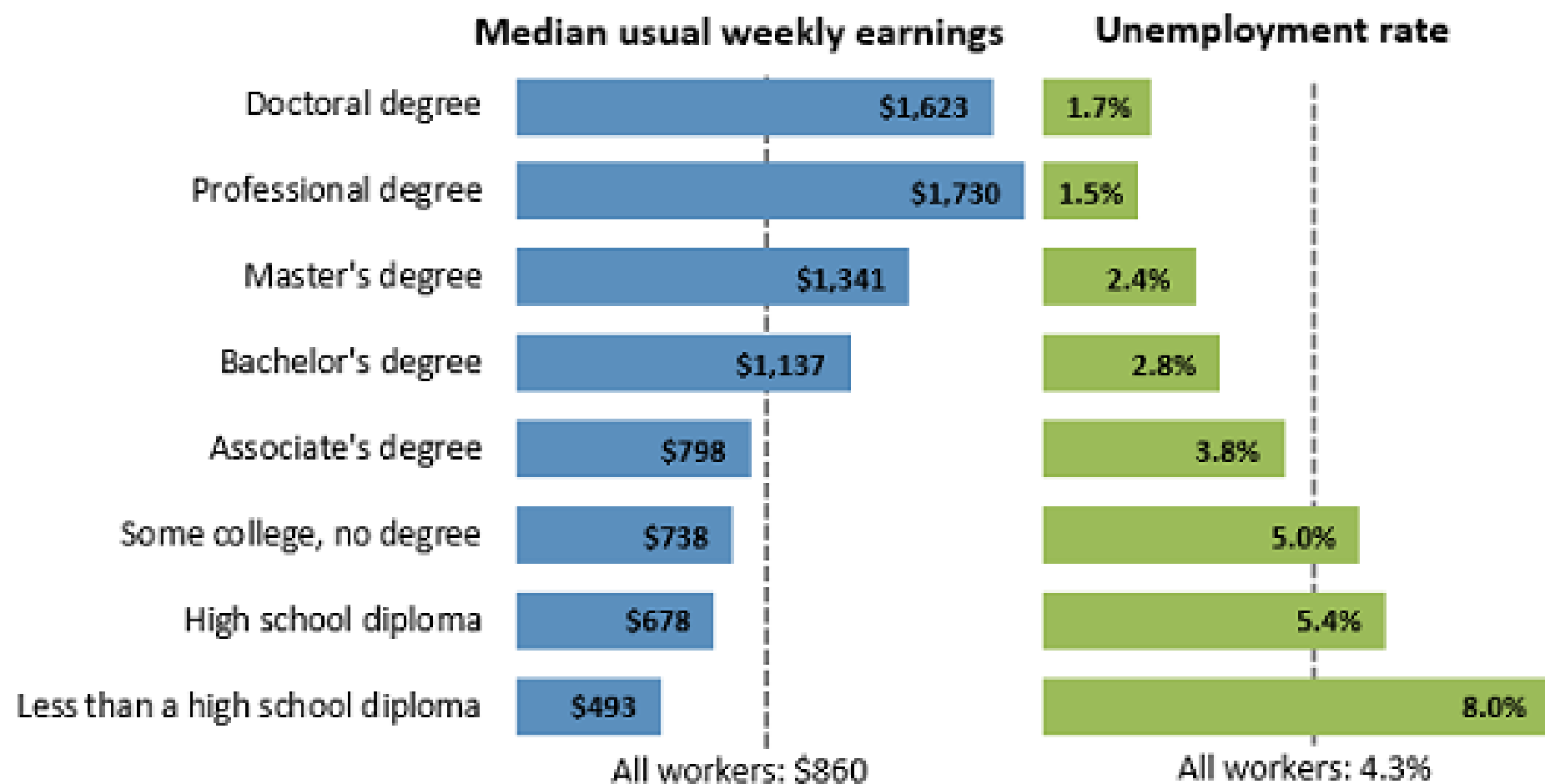
HOW DO WE BEST...



- Serve Illinois
- Transform lives
- Meet demand
- Expand excellence
- Drive economic engine

THE VALUE OF A DEGREE...

Earnings and unemployment rates by educational attainment, 2015



Note: Data are for persons age 25 and over. Earnings are for full-time wage and salary workers.

Source: U.S. Bureau of Labor Statistics, Current Population Survey

STRATEGIC ENROLLMENT



100,000
students?

STRATEGIC ENROLLMENT PLANNING PRINCIPLES



- Maintain **excellence**
- **Opportunities** for Illinois residents
- **Consistent** with strategic goals
- Capitalize on **strengths**
- **Ensure** sufficient resources
- Assess **employment** opportunities
- **Benchmark** with peers

STRATEGIC PROCESS



STRATEGIES FOR GROWTH

- New degree programs
- Expansion of existing programs
- Addition of program offerings

GROWTH STRATEGY: URBANA



Focuses on **graduate** and **professional** programs,
with an emphasis on **online** programs

GROWTH STRATEGY: CHICAGO



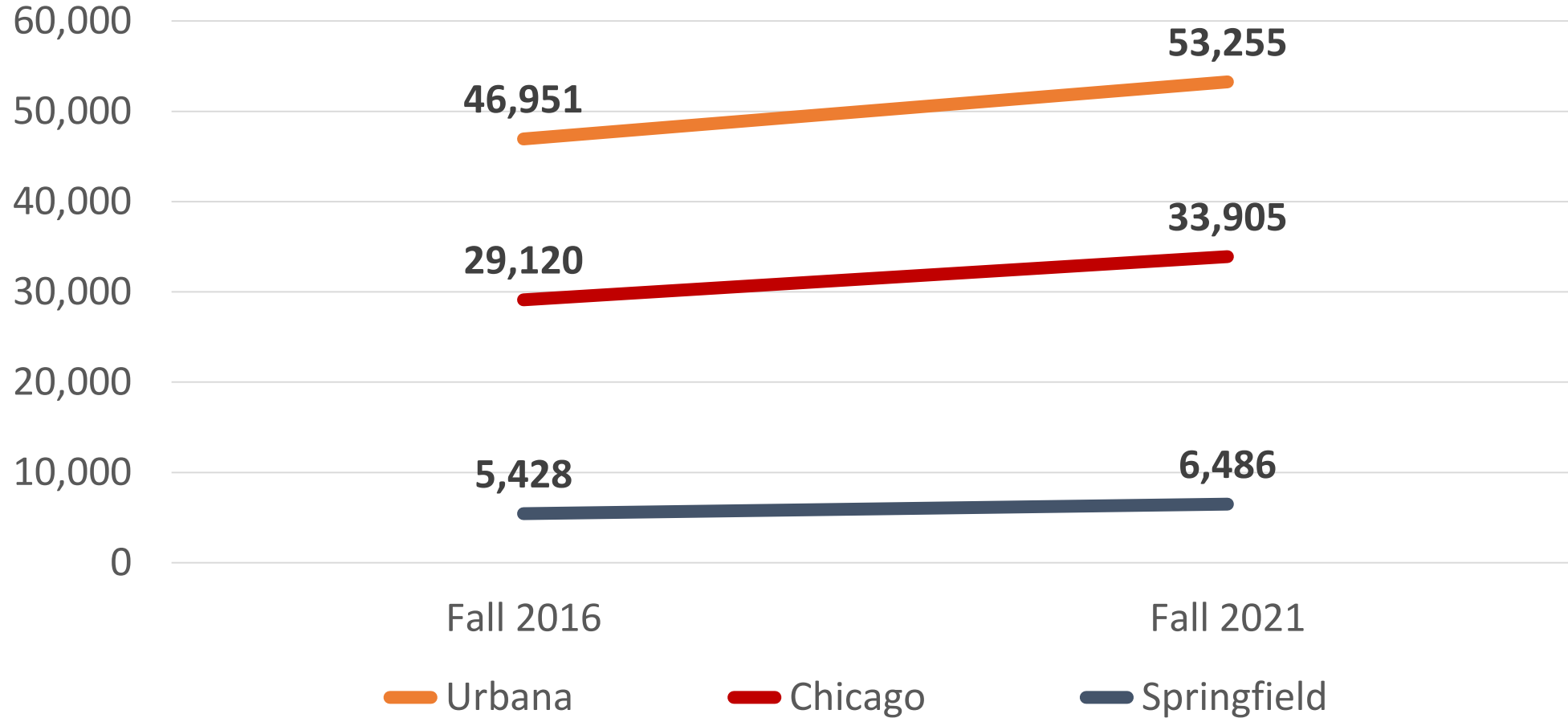
- Majority of growth is planned in **undergraduate programs**
- **Increase** existing programs, **expand** 18 programs, and **invest** in five new programs

GROWTH STRATEGY: **SPRINGFIELD**



- Increase the **number** of degree programs offered
- Increase **recruiting efforts** in downstate Illinois
- Expand **online** offerings

ENROLLMENT PROJECTIONS

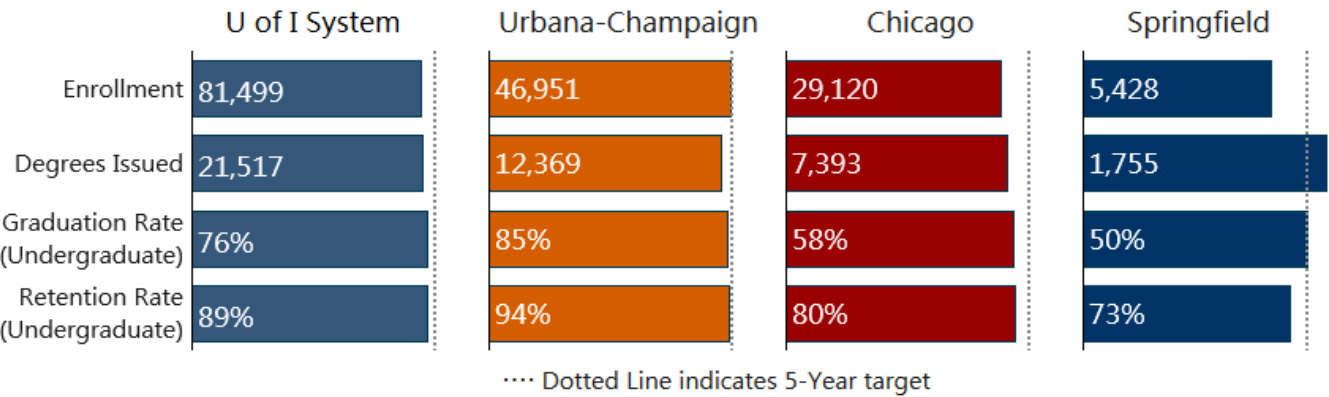


UNIVERSITY OF ILLINOIS SYSTEM

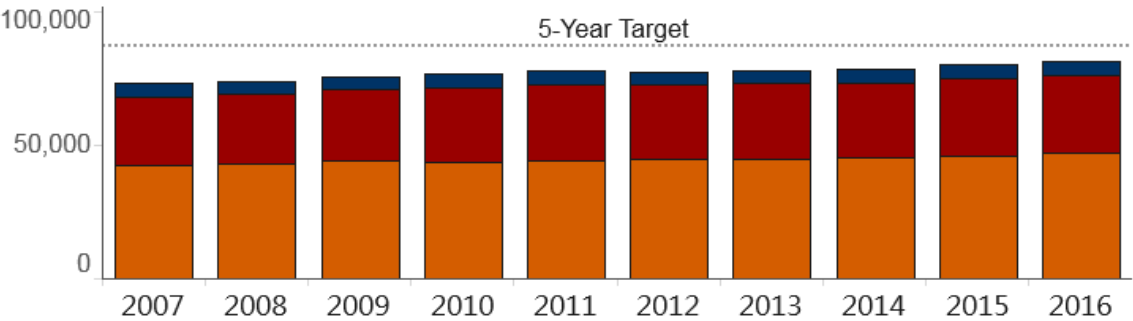


SYSTEM-WIDE PLAN

University of Illinois Report Card
Fall 2016



Enrollment
U of I System



UNIVERSITY OF ILLINOIS SYSTEM



STRATEGIC
ENROLLMENT
PLAN:

93,646

NEARLY

15%

SUMMARY

Thoughtful
planning

Intact
values

Vibrant
future

Unique
opportunities

Poised for
growth

