University of Illinois at Springfield

Performance Metrics

ADMISSIONS, STUDENT QUALIFICATIONS, AND TRANSFER ENROLLMENTS
UPDATES BY:
UNIVERSITY OFFICE FOR PLANNING AND BUDGETING
APRIL 13, 2018

REPORTED BY:
CHANCELLOR SUSAN J. KOCH
MAY 17, 2018
Peer Groups

University of Illinois at Springfield
Auburn University - Montgomery
Clark University*
College of Charleston
Georgia College and State University
Iona College*
Lake Superior State University
Marist College*
Northern Michigan University
Shippensburg University of Pennsylvania
State University of New York at Brockport
Trinity University (San Antonio, TX)*
Union College (Schenectady, NY)*
University of South Dakota
University of Wisconsin - Green Bay

* Private Institution
Admissions, Student Qualifications, and Transfer Enrollments
University of Illinois at Springfield admits a lower percent of freshmen applicants compared to the peer median.

* Percent Admitted = Percent of (total admits divided by total applicants).
University of Illinois at Springfield has an admissions yield higher than its peer median.

* Admissions Yield = Percent of (total enrolled divided by total admits).
The 75th percentile ACT composite scores of entering freshmen at the University of Illinois at Springfield are on par with the peer averages; the 25th percentile ACT composite scores are below the peer averages.

Note: Fewer students at peer institutions submit ACT scores.
Entering Freshmen ACT English Score 25th and 75th Percentile
Fall 2012 – Fall 2017

ACT English scores of entering freshmen at the University of Illinois at Springfield are slightly below the peer averages.

Note: Excludes Iona College, Marist College, and Shippensburg University of Pennsylvania due to lack of available data. Fewer students at peer institutions submit ACT scores.
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### University of Illinois at Springfield and Peer Institutions First-Time Transfers Enrollment
**Fall 2012 – Fall 2017**

<table>
<thead>
<tr>
<th>Institution</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
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<td><strong>University of Illinois at Springfield</strong></td>
<td>637</td>
<td>620</td>
<td>594</td>
<td>547</td>
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<td>Auburn University at Montgomery</td>
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</tbody>
</table>

Data Source: IPEDS Data Center.
The percent of first-time transfers from underrepresented groups at the University of Illinois at Springfield is higher than its peer median.

* Includes American Indian, Black, Hispanic, Native Hawaiian/Other Pacific Islander, and multi-racial students.
Number of First-Time Transfers from Underrepresented* Groups
Fall 2012 – Fall 2017

* Includes American Indian, Black, Hispanic, Native Hawaiian/Other Pacific Islander, and multi-racial students.
University of Illinois at Springfield

Performance Metric Report
Analysis of Indicators
Admissions, Student Qualifications, Transfer Enrollments Updates

REPORTED BY:
CHANCELLOR SUSAN J. KOCH
May 17, 2018
Areas Meeting or Exceeding Expectations

• Among its peer institutions, UIS ranks in the top 10% for first-time transfer enrollment
• Among its peer institutions, the percent of first-time transfers from under-represented groups at UIS is higher than its peer median
• UIS has an admission yield higher than its peer median
• Enrollment of highly qualified freshmen
Accomplishments

• The number of inquiries from prospective students has increased over a two year period (2015-2017) by 23%
• The number of freshman applications increased by 23.3% from Fall term 2016 to Fall term 2017
• UIS has steadily increased its enrollment of under-represented students (African-American, Latino/a, two or more races)
• Academic profile of highly qualified freshmen has increased (ACT and Class Rank)
• More than 350 pre-Nursing applications have been received for the 4th year of the BSN Nursing Program—a partnership with UIC College of Nursing and Memorial Health Systems
Areas Needing Improvement

• Freshman enrollment
• Recruitment and enrollment of highly qualified freshman applicants
• Enrollment of transfer students
• UIS Online enrollment
Strategy to improve freshman enrollment

• Actions:
  – Two admission counselors added to staff to provide additional recruitment outreach to market territories in Illinois
  – Data-driven targeting of geographic markets with increased recruitment outreach, digital marketing and social media and advertising campaigns
  – Yield Specialist follow up with admitted students using private school model
  – Series of webinars for admitted students
  – Recently opened Student Union used to host recruitment events, Preview Days, and Admitted Student Reception
  – Added several undergraduate majors in high-interest areas
Strategy to improve enrollment of highly qualified applicants

• Actions:
  – Admission Counselor hired to recruit students from high-performing high schools in Chicago area
  – Enhanced recruitment communications flow to high-achieving high school students
  – Increased financial support for highly qualified students
  – Re-direct program with UIUC
  – Creation of promotional email messaging targeting Honors Program eligible students
  – Leveraging merit award opportunities for high-achieving students
Strategy to improve enrollment of transfer students

• Actions:
  – UIS Admissions established office hours and space at Illinois Central College, Lake Land Community College, and Richland Community College
  – UIS and City Colleges of Chicago transfer agreement
  – Implementation of online marketing campaigns targeting prospective transfer students
  – Hosting Transfer Conference
  – Added several undergraduate majors in high-interest areas
Strategy to improve online enrollment

• Actions:
  – Expand online offerings
  – Digital advertising/social outreach campaigns targeting prospective working/returning adult students
  – Employer outreach
  – Development of marketing/recruitment communications plan designed specifically for UIS Online academic programs
  – CRM Admissions workflow training provided to Online coordinators to improve efficiency of application processing
Areas we are watching

• Increasingly competitive college recruiting landscape in Illinois
• Freshman and transfer enrollment
• UIS Online enrollment
• Financial considerations affecting enrollment decisions