University of Illinois at Chicago

Analysis of Dashboard Indicators
Areas Meeting or Exceeding Expectations

- **Attract High Achieving and Diverse Entering Class**
  - Fall 2015 applicant pool is the largest first year applicant pool in history of campus
  - The number of applications from URM students increased 7% from Fall 2014
  - The number of URM admits increased 10% since Fall 2014
  - Number of URM admits with ACT >30 increased 14% since Fall 2014

- **Earned Hispanic Serving Institution designation from Department of Education in 2014**
Areas Meeting or Exceeding Expectations

• Recruitment and Outreach Efforts
  ○ First Year Students
    □ Outreach staff completed 473 high school visits in Chicago Metropolitan region (up from 373 for Fall 2014 cycle)
    □ Participated in 169 college fairs and 47 additional events
  ○ Transfer Students
    □ Outreach staff completed 79 community college visits (up from 46 for Fall 2014 cycle)
    □ Attended 47 transfer college fairs and 23 additional events
  ○ International Recruitment
    □ Recruitment staff participated in over 135 events in 18 countries across Southeast Asia, the Middle East and Latin America
Areas for Improvement

• Improve yield rates of first year students

• In an increasingly competitive market, expand applicant pool

• Assure continued diversity of incoming class

• Provide an affordable and equitable education
Strategy to Address Areas for Improvement

• Enhance Yield for Fall 2015
  o Hosted 33 yield events between January and April including:
    ▶ Firestarter – for our early admits - **NEW!**
    ▶ African American Faculty Breakfast – for our African American admits
    ▶ Ignite – Campus wide Saturday event
    ▶ Afterburn – exclusively online event - **NEW!**
    ▶ 2 bilingual (Spanish) events
    ▶ College specific events and Saturday tours

• Expand Applicant Pool
  o Continue active engagement in Chicago and the region, particularly with CPS
  o Further develop out-of-state and international outreach efforts

• Increase Early Admit Decisions
  o Increased number of students admitted through Early Action by 27% over Fall 2014 from 4230 to 5360
Areas to Watch

- Increase number of undergraduate domestic, non-resident and international students
- Fully implement Chicago Grant into recruitment efforts for earlier award notification
- Maintain UIC’s share (10 to 11%) of growing transfer population in Illinois
University of Illinois at Chicago

Dashboard Indicators

ADMISSIONS, STUDENT QUALIFICATIONS, TRANSFER ENROLLMENTS UPDATES BY: UNIVERSITY OFFICE FOR PLANNING AND BUDGETING
APRIL 9, 2015

REPORTED BY:
MICHAEL D. AMIRIDIS, CHANCELLOR
MAY 7, 2015
University of Illinois at Chicago
Florida State University
Temple University*
University of Alabama at Birmingham
University of Arizona - Tucson
University of California - Irvine
University of Cincinnati
University of Colorado Denver*
University of New Mexico - Albuquerque
University of South Florida - Tampa
Virginia Commonwealth University
Wayne State University

* State-related research institution.
Chicago-area Comparison Group

University of Illinois at Chicago
Chicago State University
Columbia College, Chicago*
DePaul University*
Illinois Institute of Technology*
Loyola University, Chicago*
North Park University
Northeastern Illinois University
Northwestern University
Roosevelt University*
Saint Xavier University*
University of Chicago*

* Private institution
The percent of freshmen applicants admitted to University of Illinois at Chicago is currently on par with its peer median.

* Percent Admitted = Percent of (total admits divided by total applicants).
The percent of freshmen applicants admitted to University of Illinois at Chicago is higher than its peer median.

* Percent Admitted = Percent of (total admits divided by total applicants).
Admissions yield at the University of Illinois at Chicago is lower than its peer median.

* Admissions Yield = Percent of (total enrolled divided by total admits).
Admissions yield at the University of Illinois at Chicago is higher than its peer median.

* Admissions Yield = Percent of (total enrolled divided by total admits).
ACT scores of freshmen entering the University of Illinois at Chicago are on par with those at peer institutions.

Note: Fewer students at peer institutions submit ACT scores.
UIC and Chicago-area Comparison Group
Entering Freshmen ACT Composite Scores 25th and 75th Percentile: Fall 2009 – Fall 2014

ACT scores of freshmen entering the University of Illinois at Chicago are slightly below those at peer institutions.

Note: Fewer students at peer institutions submit ACT scores.
ACT English scores of freshmen entering the University of Illinois at Chicago are on par with those at peer institutions.

Note: Fewer students at peer institutions submit ACT scores.
ACT English scores of freshmen entering the University of Illinois at Chicago are slightly below those at peer institutions.

Note: Fewer students at peer institutions submit ACT scores.
ACT Math scores of freshmen entering the University of Illinois at Chicago are higher than those at peer institutions.

Note: Fewer students at peer institutions submit ACT scores.
ACT Math scores of freshmen entering the University of Illinois at Chicago are on par with those at peer institutions.

Note: Fewer students at peer institutions submit ACT scores.
## UIC and Standard Peer Group
### First-Time Transfers Enrollment: Fall 2009 – Fall 2014

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<th>University Name</th>
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<th>2011</th>
<th>2012</th>
<th>2013</th>
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Data Source: IPEDS Data Center.
UIC and Standard Peer Group
Percent First-Time Transfers from Underrepresented* Groups: Fall 2009 – Fall 2014

The percent of first-time transfers from underrepresented groups at the University of Illinois at Chicago is on par with its peer median.

* Includes Black, Hispanic, American Indian, Native Hawaiian/Other Pacific Islander, and multi-racial students.
Number of First-Time Transfers from Underrepresented* Groups
Fall 2009 – Fall 2014

* Includes Black, Hispanic, American Indian, Native Hawaiian/Other Pacific Islander, and multi-racial students.
Admissions, Student Qualifications and Transfer Enrollments: Goals

- Continue to improve financial aid interface with prospective students and their families
- Improve yield of our increasingly strong and diverse admitted population
Action Items

● Conduct in-depth analysis of yield to better understand ‘tipping points’ and ‘key decision triggers’

● Continue with the Financial Aid Policy Review

● Expand awareness and use of Guaranteed Admission Transfer (GAT) Program with Chicago City Colleges

● Develop GAT-type agreements with other community colleges in the region

★ Implement a new customer relationship management system to improve communications with prospective students (2 year implementation)

● time-frame (1-2 year)
★ time-frame (3-5 year)