

University of Illinois at Chicago

Analysis of 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**

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**
 - 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**
 - Continue active engagement in Chicago and the region, particularly with CPS
 - Further develop out-of-state and international outreach efforts
- **Increase Early Admit Decisions**
 - 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

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Standard Peer Group



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*

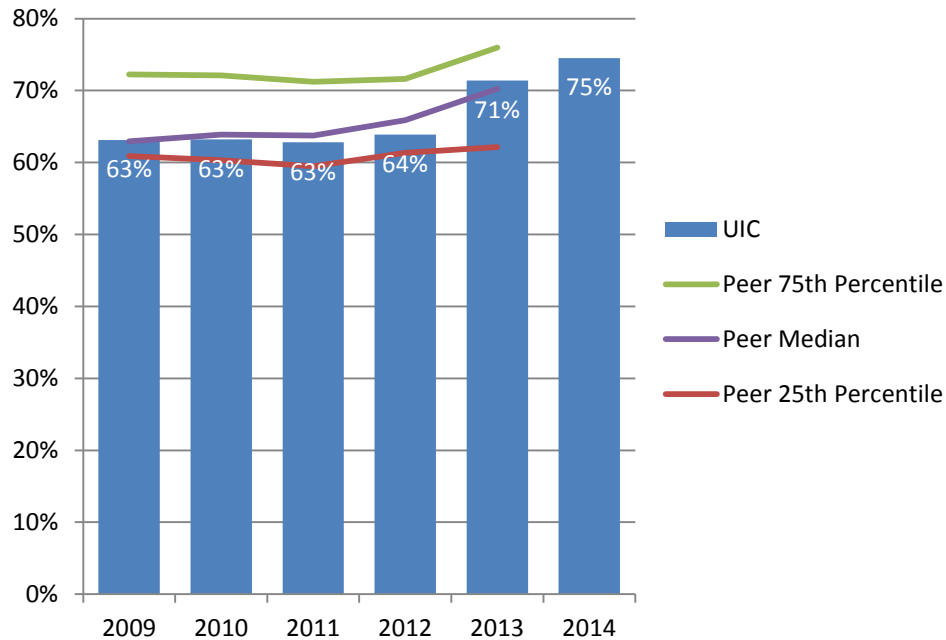
* Private institution

Admissions, Student Qualifications and Transfer Enrollments



UIC and Standard Peer Group

Percent First-Time Freshmen Applicants Admitted* Fall 2009 – Fall 2014

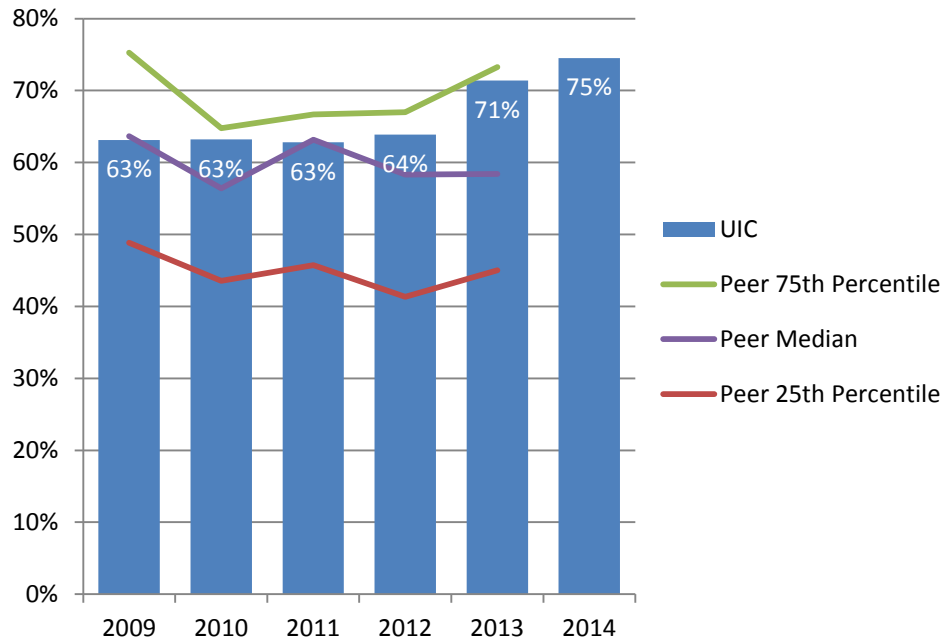


The percent of freshmen applicants admitted to University of Illinois at Chicago is currently on par with its peer median.

* Percent Admitted = Percent of (total admits divided by total applicants).

UIC and Chicago-area Comparison Group

Percent First-Time Freshmen Applicants Admitted* Fall 2009 – Fall 2014

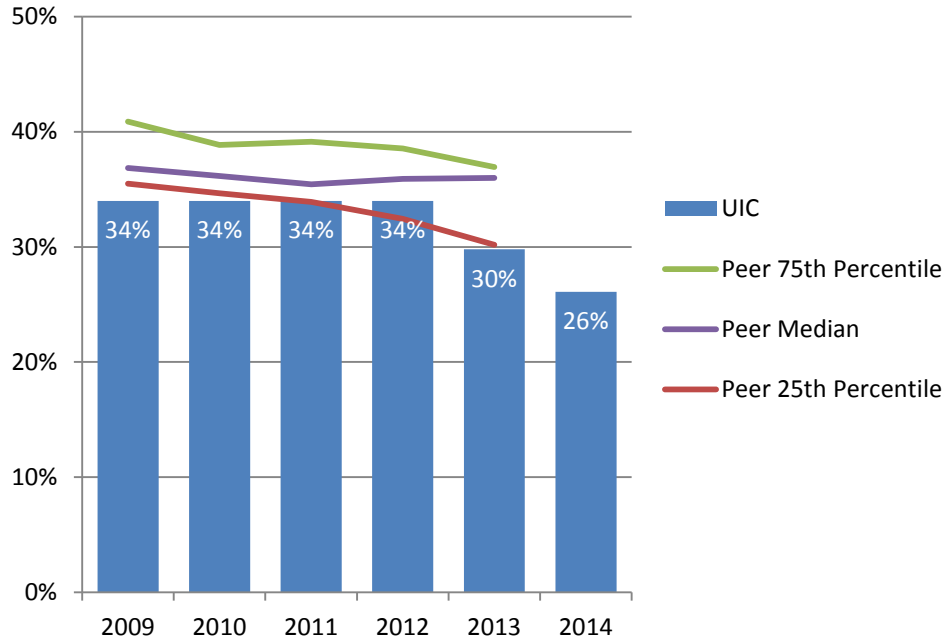


The percent of freshmen applicants admitted to University of Illinois at Chicago is higher than its peer median.

* Percent Admitted = Percent of (total admits divided by total applicants).

UIC and Standard Peer Group

Percent First-Time Freshmen Admissions Yield* Fall 2009 – Fall 2014

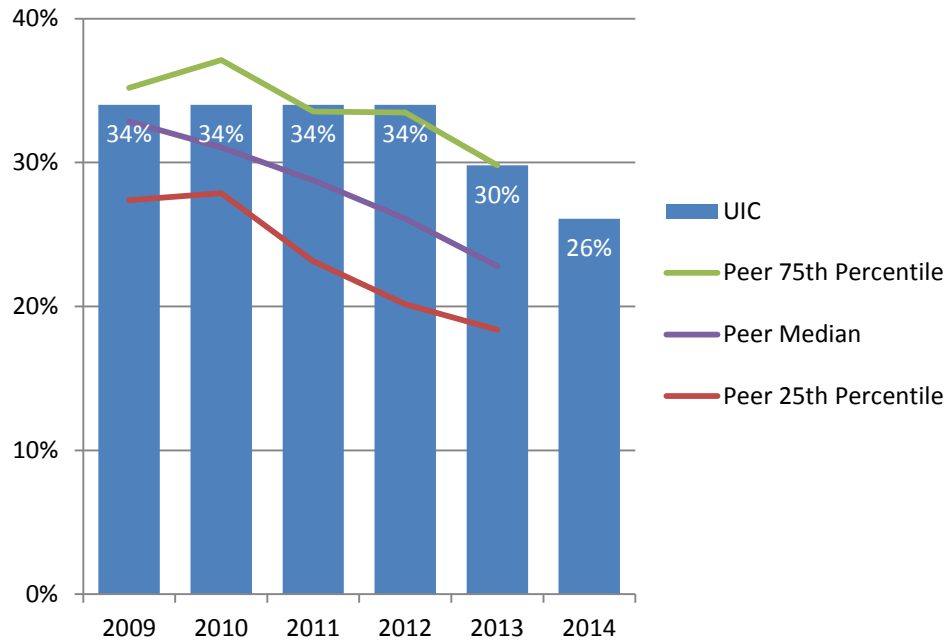


Admissions yield at the University of Illinois at Chicago is lower than its peer median.

* Admissions Yield = Percent of (total enrolled divided by total admits).

UIC and Chicago-area Comparison Group

Percent First-Time Freshmen Admissions Yield* Fall 2009 – Fall 2014

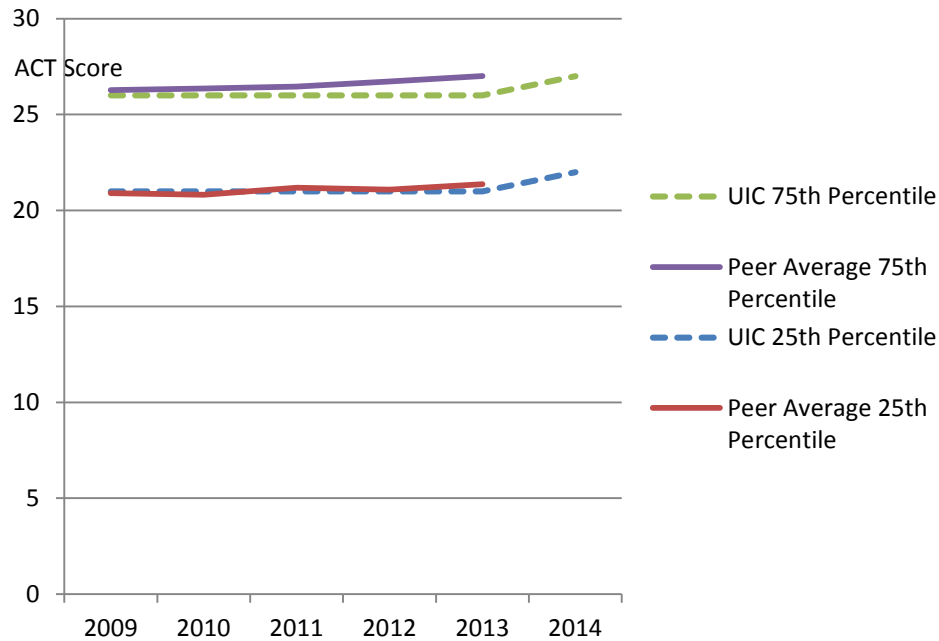


Admissions yield at the University of Illinois at Chicago is higher than its peer median.

* Admissions Yield = Percent of (total enrolled divided by total admits).

UIC and Standard Peer Group

Entering Freshmen ACT Composite Scores 25th and 75th Percentile: Fall 2009 – Fall 2014

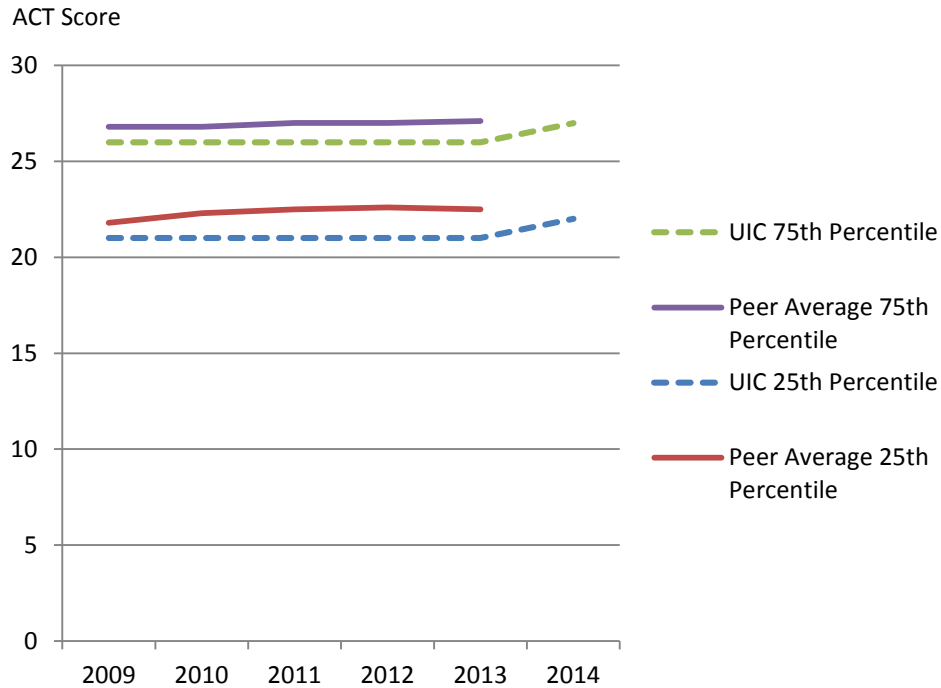


ACT scores of freshmen entering the University of Illinois at Chicago are on par with those at peer institutions.

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

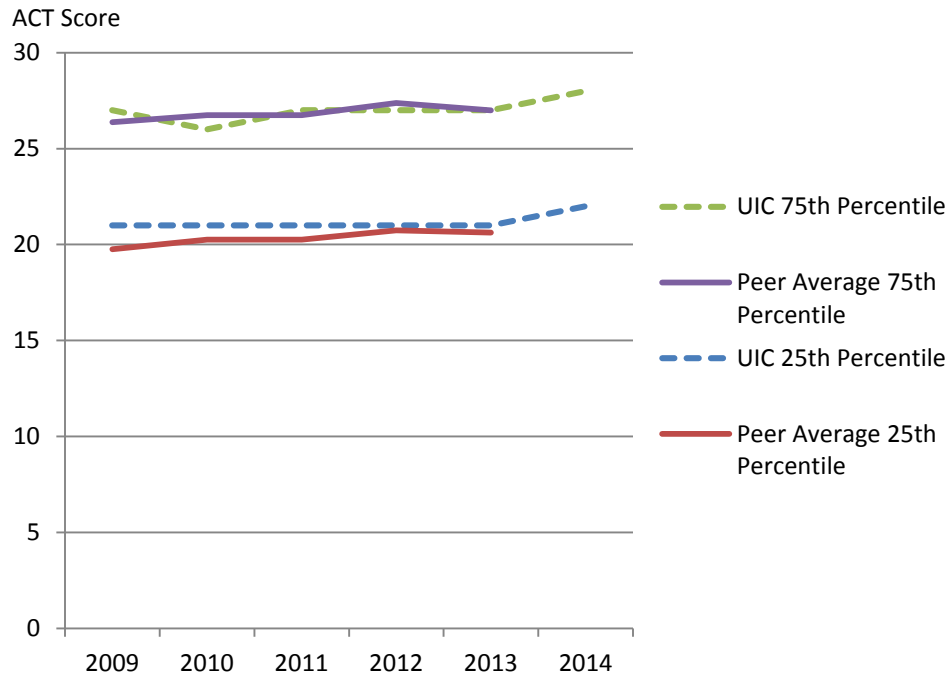


ACT scores of freshmen entering the University of Illinois at Chicago are slightly below those at peer institutions.

Note: Fewer students at peer institutions submit ACT scores.

UIC and Standard Peer Group

Entering Freshmen ACT English Score 25th and 75th Percentile: Fall 2009 – Fall 2014

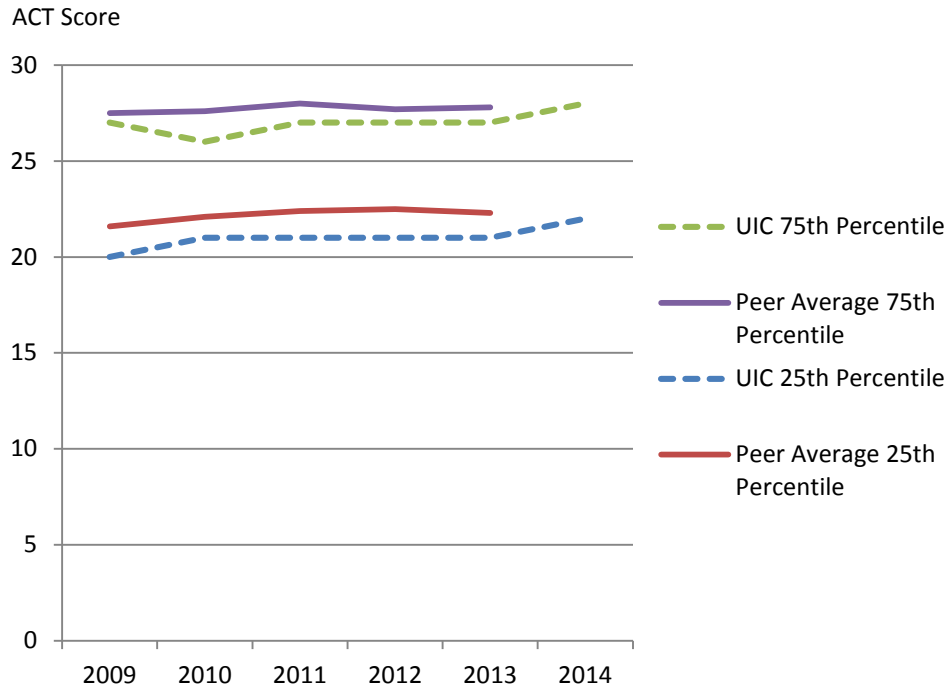


ACT English scores of freshmen entering the University of Illinois at Chicago are on par with those at peer institutions.

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UIC and Chicago-area Comparison Group

Entering Freshmen ACT English Score 25th and 75th Percentile: Fall 2009 – Fall 2014

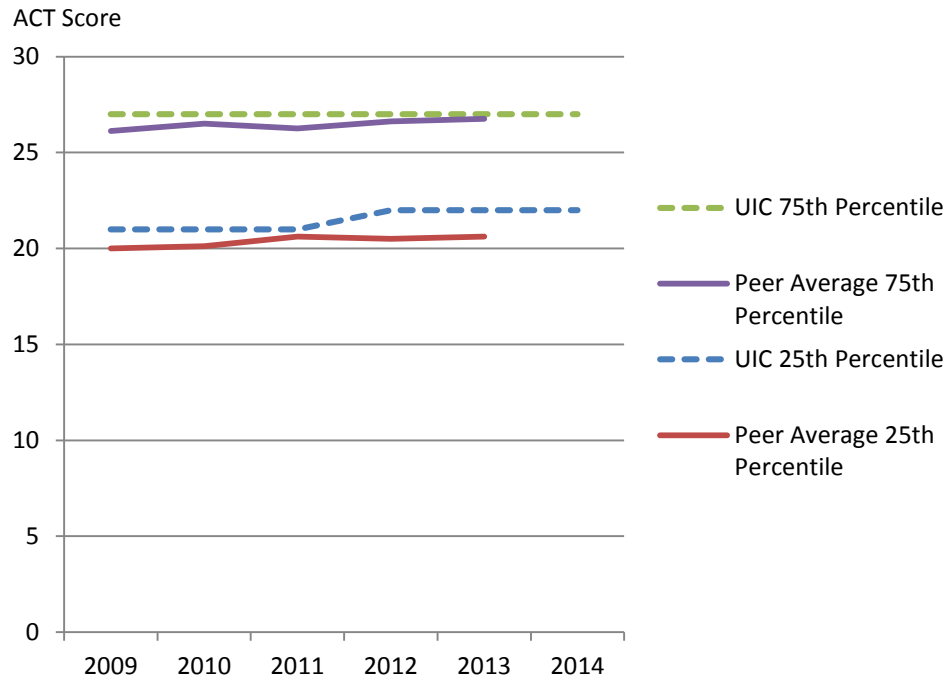


ACT English scores of freshmen entering the University of Illinois at Chicago are slightly below those at peer institutions.

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UIC and Standard Peer Group

Entering Freshmen ACT Math Score 25th and 75th Percentile: Fall 2009 – Fall 2014

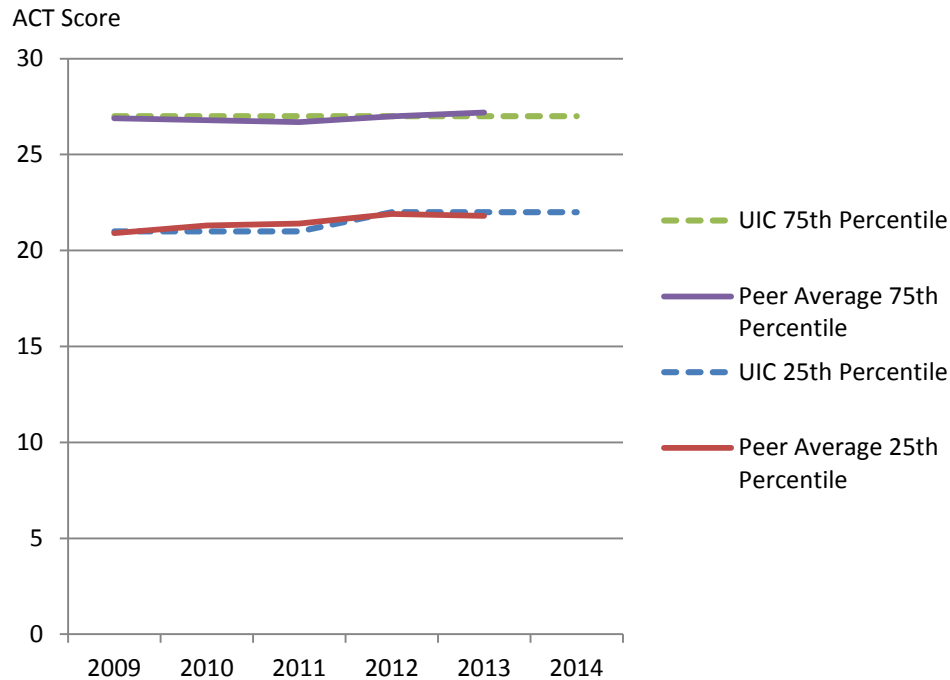


ACT Math scores of freshmen entering the University of Illinois at Chicago are higher than those at peer institutions.

Note: Fewer students at peer institutions submit ACT scores.

UIC and Chicago-area Comparison Group

Entering Freshmen ACT Math Score 25th and 75th Percentile: Fall 2009 – Fall 2014



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

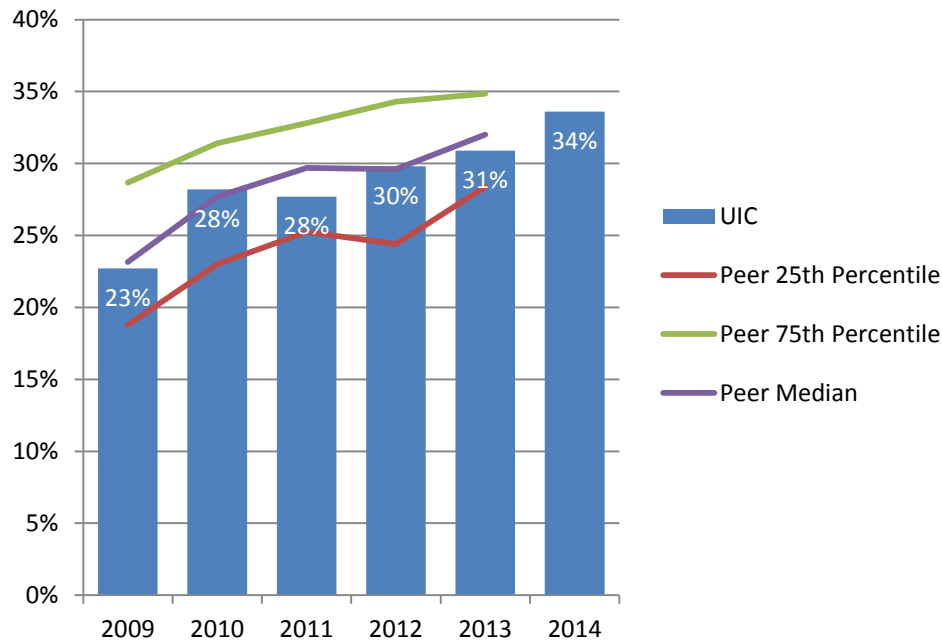
First-Time Transfers Enrollment: Fall 2009 – Fall 2014

	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>
University of Illinois at Chicago	1,453	1,656	1,522	1,452	1,640	1,718
Florida State University	2,485	2,461	2,502	2,337	2,348	
Temple University	2,890	2,808	2,692	2,737	2,716	
University of Alabama at Birmingham	1,064	1,276	1,266	1,259	1,397	
University of Arizona - Tucson	1,912	1,875	1,843	1,964	1,984	
University of California - Irvine	1,733	1,861	1,728	1,704	1,998	
University of Cincinnati	1,083	1,086	1,071	1,290	1,168	
University of Colorado Denver	1,552	1,723	1,801	1,910	1,645	
University of New Mexico - Albuquerque	1,294	1,351	1,297	1,298	1,250	
University of South Florida - Tampa	2,951	2,948	3,125	3,505	3,355	
Virginia Commonwealth University	2,044	2,008	2,145	2,018	2,093	
Wayne State University	1,889	1,900	2,080	2,166	1,883	

Data Source: IPEDS Data Center.

UIC and Standard Peer Group

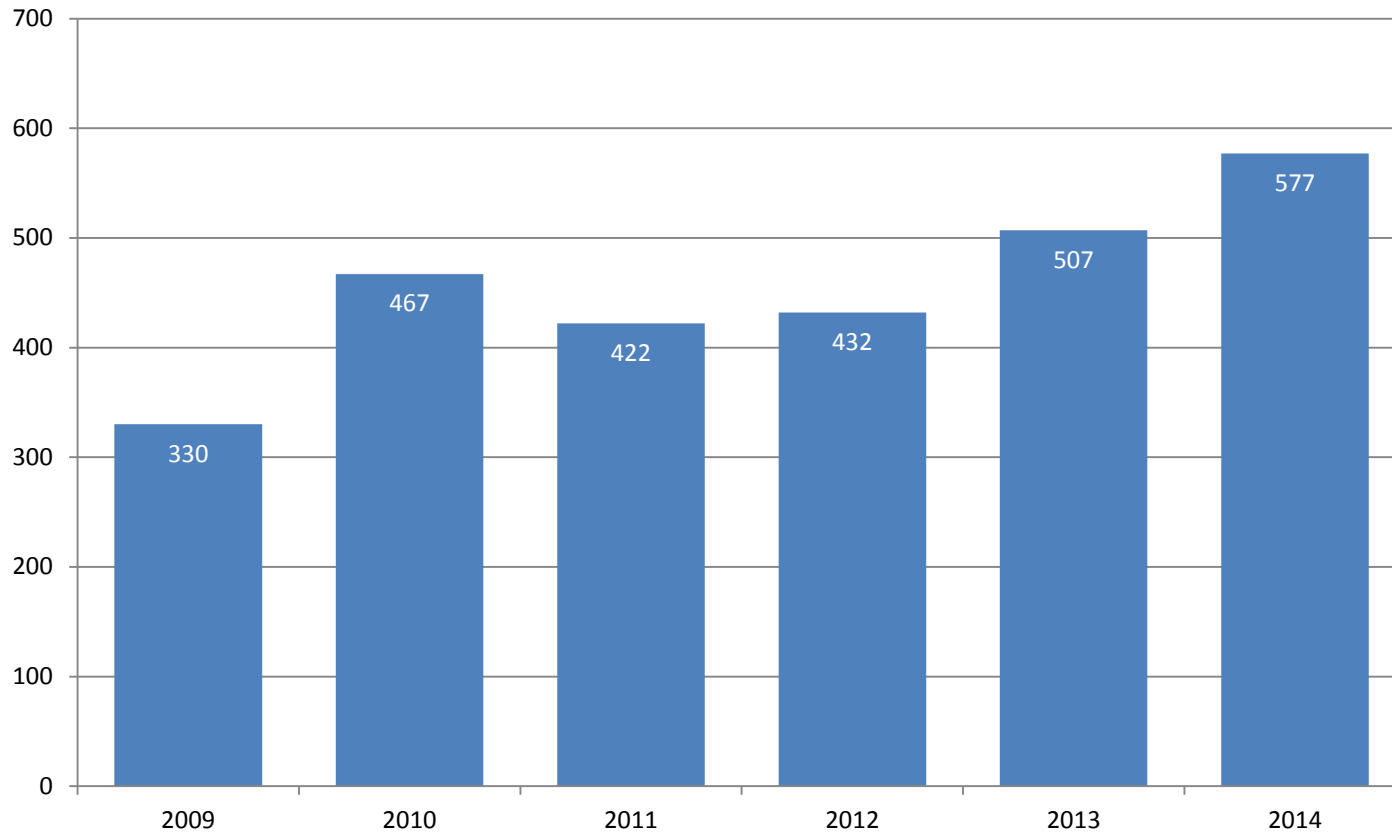
Percent First-Time Transfers from Underrepresented* Groups: Fall 2009 – Fall 2014



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)