Areas Meeting or Exceeding Expectations

• Graduate enrollment
• Diversity of student body
• Bachelor’s degrees granted to students from underrepresented groups
• Graduate STEM degrees
Accomplishments

• Established Academic Success Center
• Increase in retention of freshmen
• Number of graduate and professional degrees well above peer median
• Percent of degrees awarded to students in underrepresented groups increasing
• Increase in private need-based scholarships
Areas Needing Improvement

• Enrollment
• Freshman graduation rates
• Need-based scholarships
Strategy to improve enrollment

• Actions:
  – Increase number of academic programs in high-demand areas
  – Continue to implement innovative online programs
  – Enhance competitive marketing strategies to increase institutional visibility
  – Increase retention of freshmen and transfer students as an institutional priority
Strategy to improve **freshman graduation rates**

• Actions:
  – Focus on recruiting highly qualified freshmen
  – Enhance recruitment in targeted markets
  – Make retention an institutional priority
Strategy to improve need-based scholarships

• Actions:
  – Increase competitiveness of need-based financial aid
  – Make scholarships a top priority of the Development Office
  – Educate donors about scholarships and increase number of scholarships
Areas we are watching

• Size of freshman class
• Tuition and fees compared to other public universities in Illinois
• Student debt
• Retention