

University of Illinois at Chicago

Analysis of Dashboard Indicators

**ADMISSIONS, STUDENT QUALIFICATIONS, TRANSFER ENROLLMENTS UPDATES BY:
UNIVERSITY OFFICE FOR PLANNING AND BUDGETING
MAY 20, 2014**

**REPORTED BY:
CHANCELLOR PAULA ALLEN-MEARES
JULY 24, 2014**

Reported to the Board of Trustees
July 24, 2014

Areas of Strength



- **Attract High Achieving and Diverse Entering Class**
 - Increased Freshman Intent to Enroll (ITE) declarations, by 103% to target; transfers are 98% to target
 - Increased number of URM by 5% from Fall 2013 to Fall 2014
 - Increased proportion of URM admits with an ACT score of 30 or better by 12% from 2013 to Fall 2014
 - Increased domestic non-resident admits by 37% from 2013; ITEs are up 26%
 - Completed 373 high school visits by Outreach staff in Chicago Metropolitan region (from 260 to 373); with 46 community college visits during the recruitment cycle

Areas for Improvement



- **Recruit Highest Quality Students**

- Advance geographic diversity by expanding recruitment in growing student markets
- Target recruitment of diverse and qualified applicant pool to enhance admissibility of applicant pool

- **Recruit Transfer Students**

- Increase matriculation at 6 UIC colleges through Guaranteed Admissions Transfer Program in partnership with City Colleges of Chicago

- **Provide an Affordable and Equitable Education**

- Continue decrease of percent of students paying \$0 (Fall 2011 at 39%, Fall 2013 at 22%)
- Continue increase percent of students paying \$1-2,999 (Fall 2011 at 9%, Fall 2013 at 31%)

Strategy to Address Areas for Improvement



- **Develop a UIC Communication Yield and Marketing Program**
 - Hosted 16 yield events in Spring 2014 designed to encourage admits to commit to UIC
 - Increased partnerships with community, church and civic organizations to provide a foundation for recruitment efforts
- **Implement the Undergraduate Student Success Plan**
 - Focus on a comprehensive and systematic effort to close the gap that exists for underrepresented students
 - Raise first-to-second-year retention rate to 85% and six-year graduation rate to 65%
 - Increase retention to counter shrinking demographic of applicant pool

Strategy to Address Areas for Improvement



- **Complete In-depth Analysis of Secondary Markets where Applications Originate without Recruitment**
 - Projected decline or small increase in number of Illinois high school graduates through 2020
 - Projected decline in state funding, improve recruitment on geographical locations with academically qualified students
- **Launch the Bridges to Baccalaureate Program**
 - Increase number of underrepresented students who pursue degrees and research careers in the behavioral and biomedical sciences, with five year \$1.4 million federal grant
 - Recruit 58 qualified transfer students from City Colleges of Chicago in 2014
- **Conduct Financial Aid Policy Review**
 - Evaluate optimal level of institutional financial aid with regard to retention, enrollment and overall net revenue, diversity and access

Areas to Watch



- **Increase Academically Qualified African American First-year and Transfer Applications**
 - Increased number of admitted African American students by 20% from Fall 2012 to Fall 2014 (from 844 to 1013)
 - Increased ACT scores of admitted students from 22.4 to 23.3 from Fall 2012 to Fall 2014
- **Achieve Designation as a Hispanic Serving Institution**
 - Enrolled 24% (3,004) of Latino new freshmen to date for Fall 2014
 - Projected increase in the number of Illinois Latino students over the next decade

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.

Aspirational Comparison Group



University of Illinois at Chicago

Boston University*

New York University*

Ohio State University

University of California – Los Angeles

University of Southern California*

University of Texas at Austin

* Private 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*

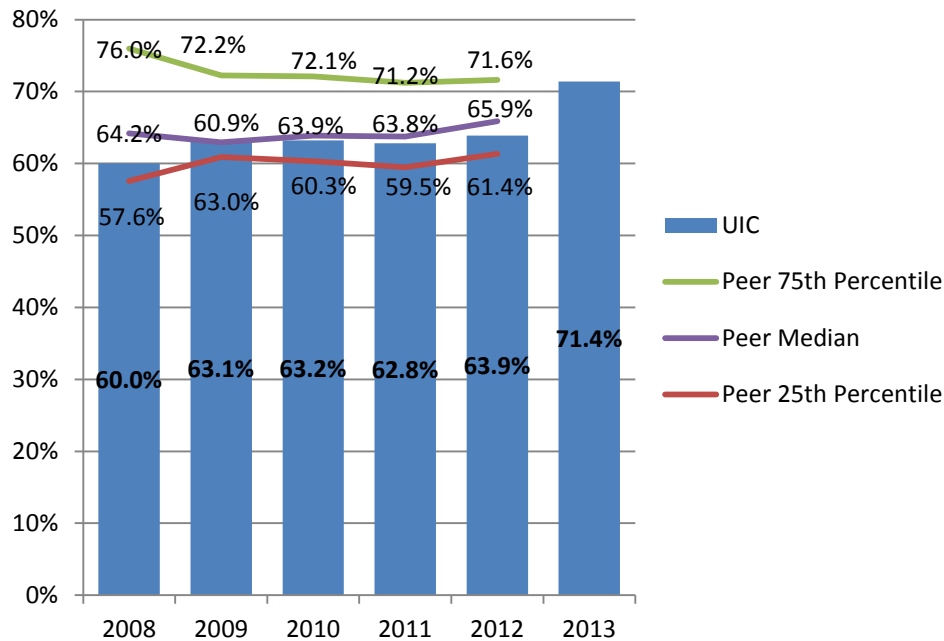
* Private institution.

Admissions, Student Qualifications and Transfer Enrollments



UIC and Standard Peer Group

Percent First-Time Freshmen Applicants Admitted* Fall 2008 – Fall 2013



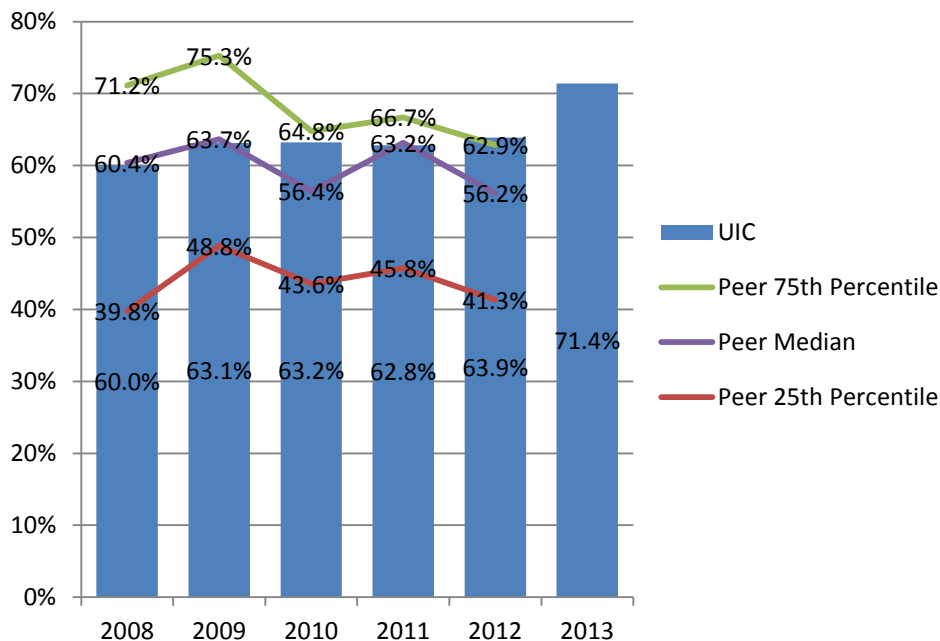
The percent of freshmen applicants admitted to University of Illinois at Chicago is currently on par with its peer median.

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

Task: Expand and focus recruitment efforts to achieve a diverse and successful student body. Through participation in the Common Application process and implementation of our Strategic Recruitment Plan, it is anticipated that UIC will see a rise in the number and quality of national and international applicants, while remaining true to our mission.

UIC and Chicago-area Comparison Group

Percent First-Time Freshmen Applicants Admitted* Fall 2008 – Fall 2013



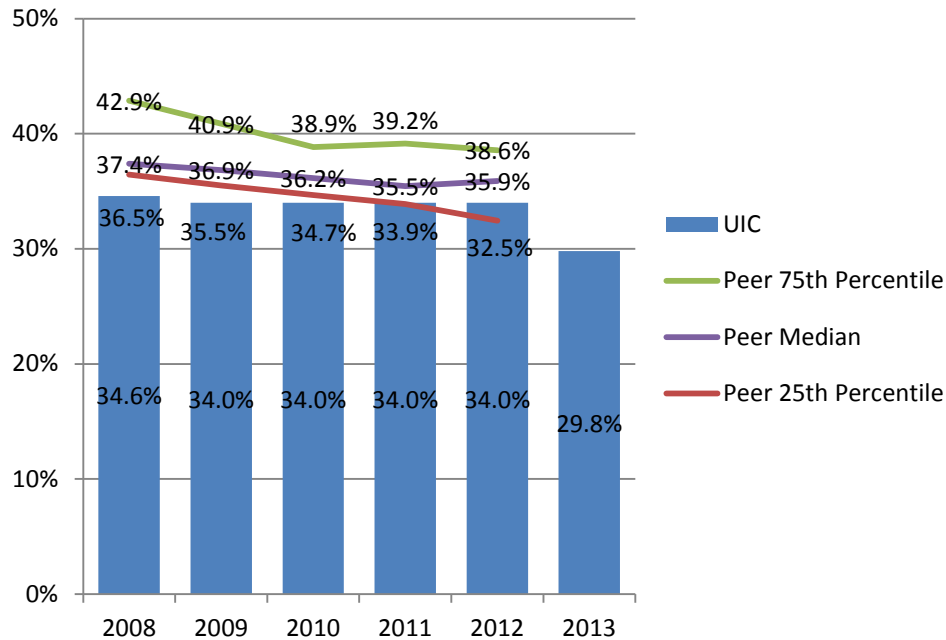
The percent of freshmen applicants admitted to University of Illinois at Chicago is currently on par with its peer median.

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

Task: Continue to monitor and adjust Freshman admissions rates as necessary to reflect strategic recruitment goals and achieve target enrollment.

UIC and Standard Peer Group

Percent First-Time Freshmen Admissions Yield* Fall 2008 – Fall 2013



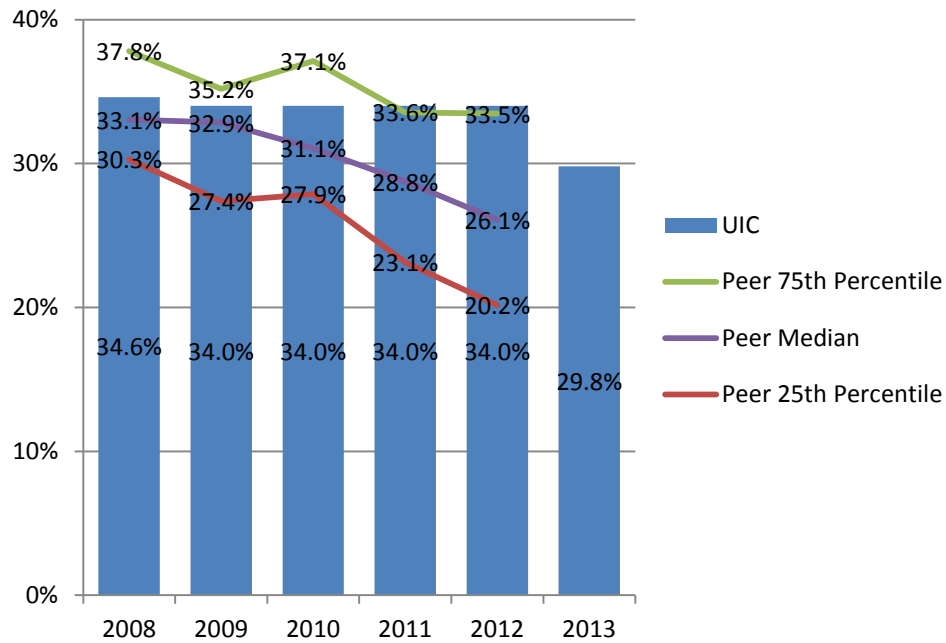
Admissions yield at the University of Illinois at Chicago is lower than its peer median.

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

Task: Expand and focus recruitment efforts to ensure a strong yield rate to meet our target enrollment and achieve a diverse and successful student body.

UIC and Chicago-area Comparison Group

Percent First-Time Freshmen Admissions Yield* Fall 2008 – Fall 2013



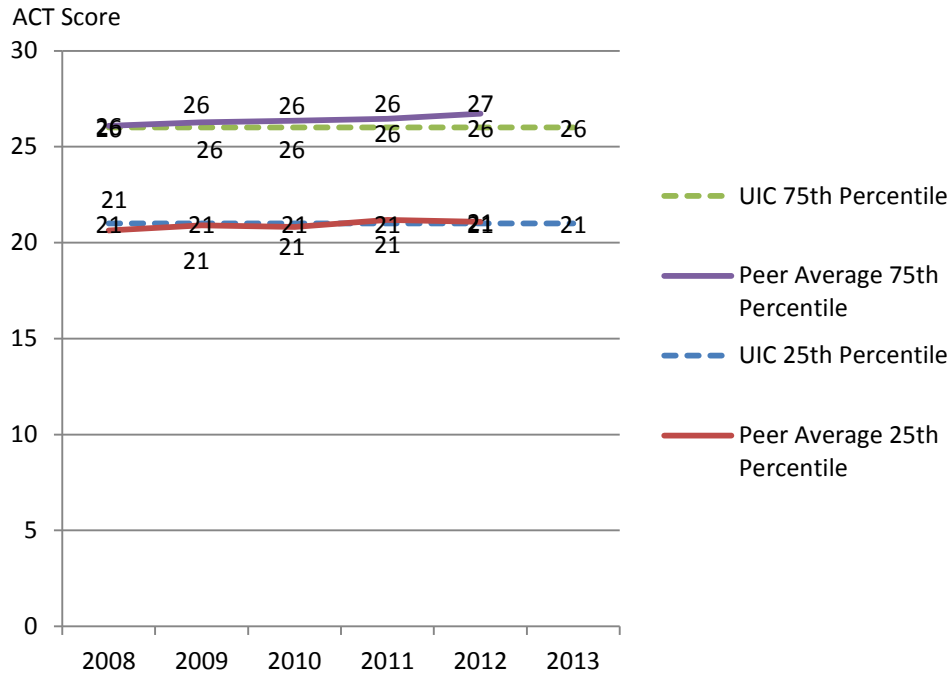
Admissions yield at the University of Illinois at Chicago is higher than its peer median.

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

Task: Expand and focus recruitment efforts to ensure a strong yield rate to meet our target enrollment and remain a strong draw for Chicago area residents.

UIC and Standard Peer Group

Entering Freshmen ACT Composite Scores 25th and 75th Percentile: Fall 2008 – Fall 2013



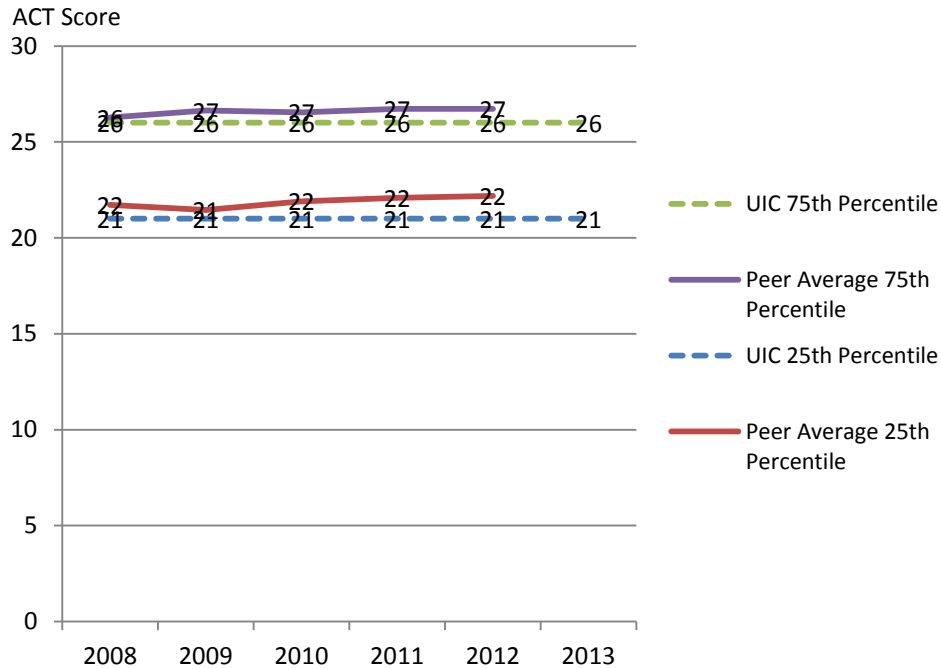
ACT scores of freshmen entering the University of Illinois at Chicago are on par with those at peer institutions.

Note: Fewer students at peer institutions submit ACT scores.

Task: Intensify our strategic recruiting efforts and increase our student support through scholarships, private giving, President's Award Program, the Honors program and paid internships.

UIC and Chicago-area Comparison Group

Entering Freshmen ACT Composite Scores 25th and 75th Percentile: Fall 2008 – Fall 2013



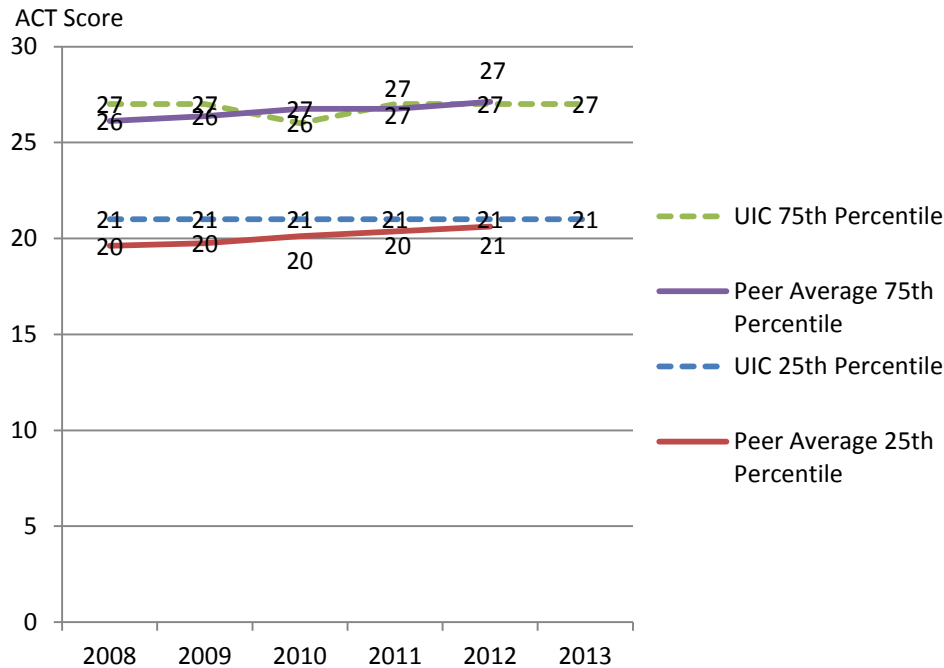
ACT scores of freshmen entering the University of Illinois at Chicago are slightly below those at peer institutions.

Note: Fewer students at peer institutions submit ACT scores.

Task: Continue to refine and adapt the ACCESS admissions process to promote the optimal yield of high achieving students who wish to pursue higher learning in the Chicago area.

UIC and Standard Peer Group

Entering Freshmen ACT English Score 25th and 75th Percentile: Fall 2008 – Fall 2013



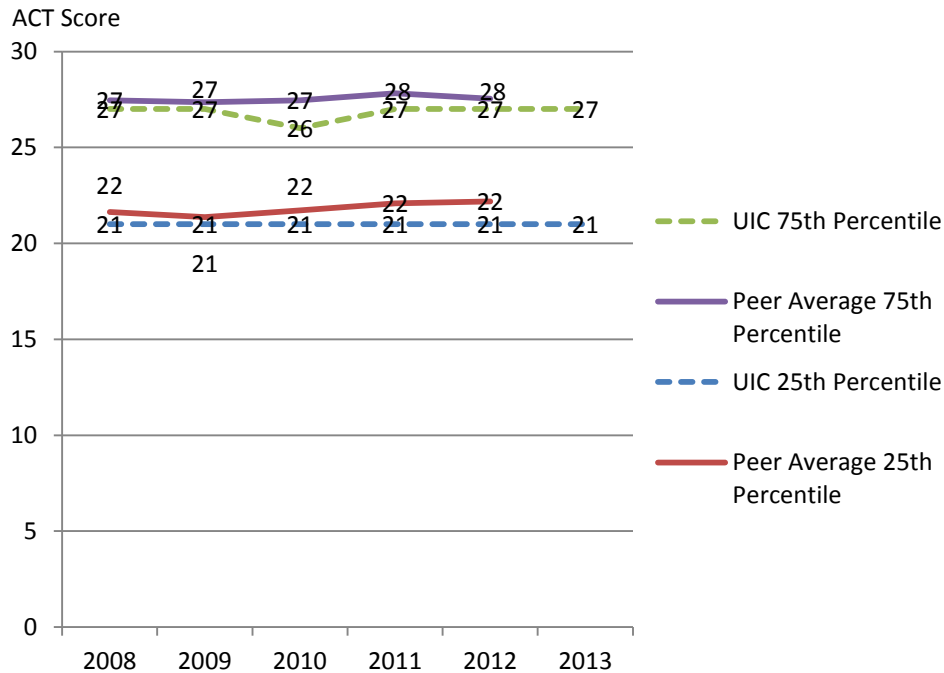
ACT English scores of freshmen entering the University of Illinois at Chicago are on par with those at peer institutions.

Note: Fewer students at peer institutions submit ACT scores.

Task: Continue to strategically focus our recruiting efforts and increase scholarship support to enhance our ability to recruit high-achieving students from underrepresented groups.

UIC and Chicago-area Comparison Group

Entering Freshmen ACT English Score 25th and 75th Percentile: Fall 2008 – Fall 2013



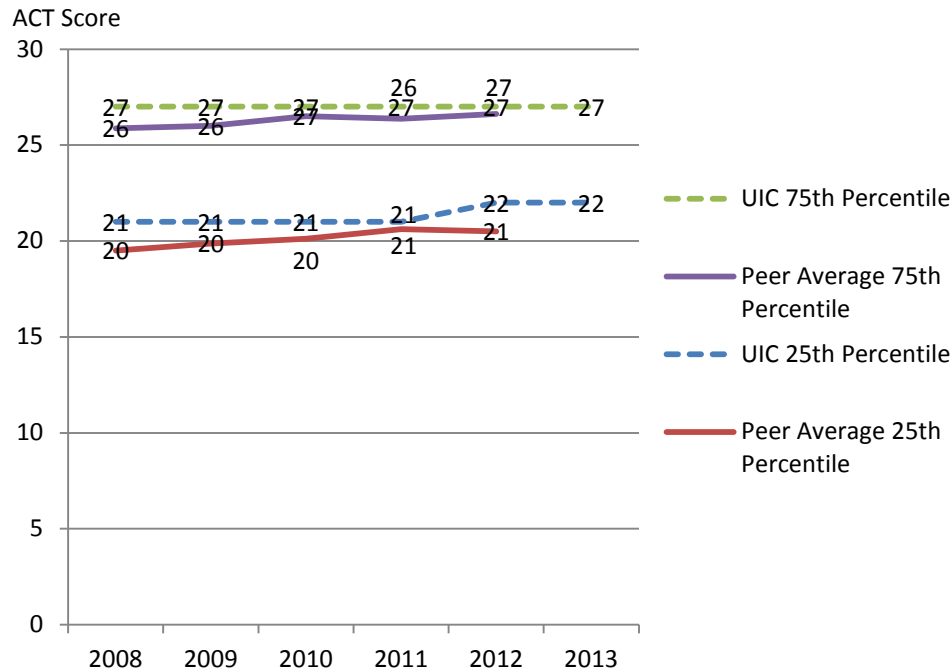
ACT English scores of freshmen entering the University of Illinois at Chicago are slightly below those at peer institutions.

Note: Fewer students at peer institutions submit ACT scores.

Task: Build on our strengths in STEM and health care programs to continue to attract more high achieving students through scholarship support and undergraduate research opportunities.

UIC and Standard Peer Group

Entering Freshmen ACT Math Score 25th and 75th Percentile: Fall 2008 – Fall 2013



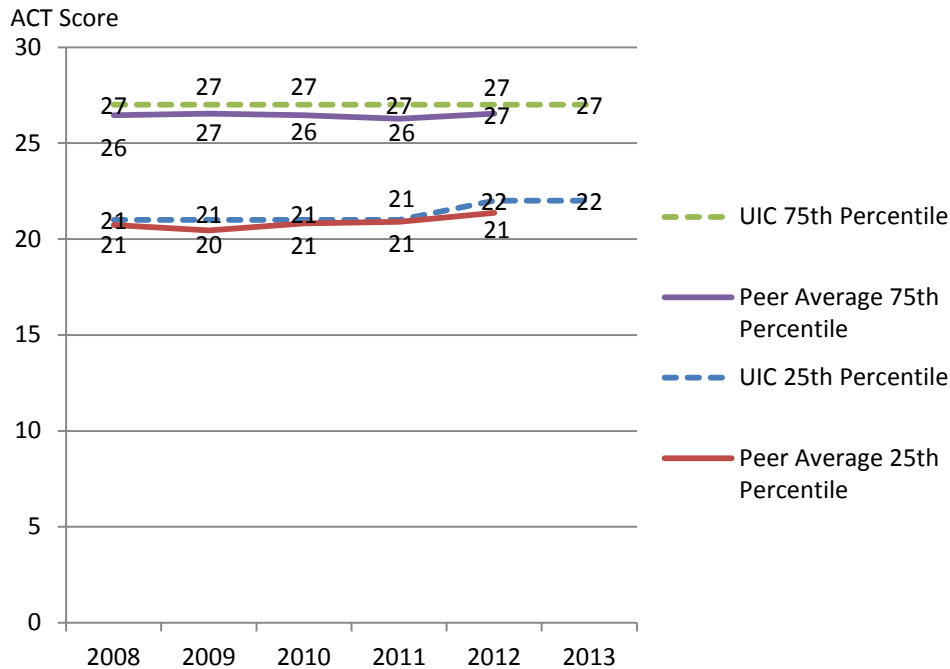
ACT Math scores of freshmen entering the University of Illinois at Chicago are higher than those at peer institutions.

Note: Fewer students at peer institutions submit ACT scores.

Task: Build on our strengths in STEM and health care programs to continue to attract more high achieving students through scholarship support and undergraduate research opportunities.

UIC and Chicago-area Comparison Group

Entering Freshmen ACT Math Score 25th and 75th Percentile: Fall 2008 – Fall 2013



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.

Task: Build on our strengths in STEM and health care programs to continue to attract more high achieving students in the Chicago area through scholarship support and undergraduate research opportunities.

UIC and Standard Peer Group

First-Time Transfers Enrollment: Fall 2008 – Fall 2013

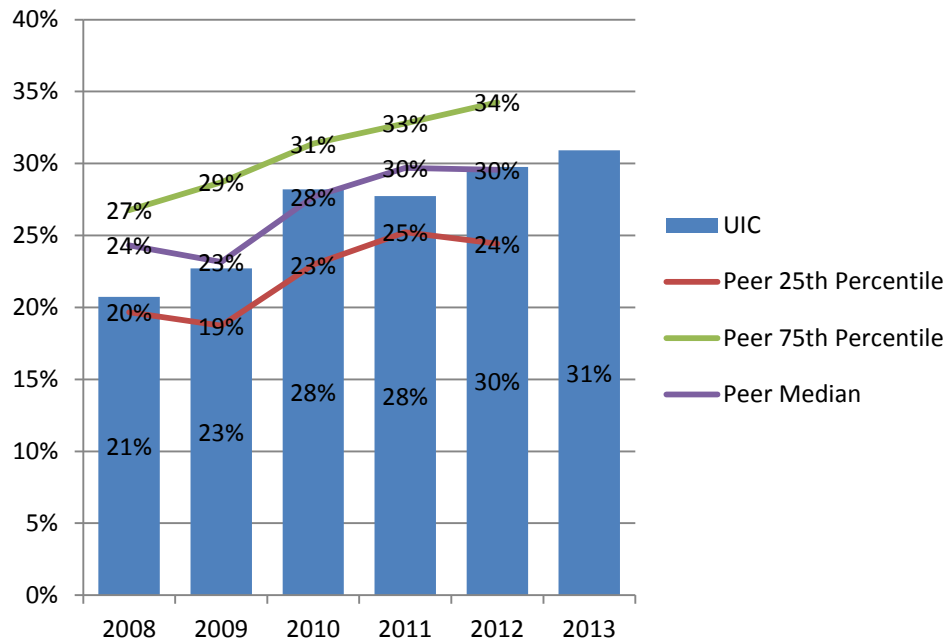
	2008	2009	2010	2011	2012	2013
University of Illinois at Chicago	1,447	1,453	1,656	1,522	1,452	1,640
Florida State University	1,708	2,485	2,461	2,502	2,337	
Temple University	2,767	2,890	2,808	2,692	2,737	
University of Alabama at Birmingham	936	1,064	1,276	1,266	1,259	
University of Arizona - Tucson	1,903	1,912	1,875	1,843	1,964	
University of California - Irvine	1,346	1,733	1,861	1,728	1,704	
University of Cincinnati	1,026	1,083	1,086	1,071	1,290	
University of Colorado Denver	1,450	1,552	1,723	1,801	1,910	
University of New Mexico - Albuquerque	992	1,294	1,351	1,297	1,298	
University of South Florida - Tampa	3,886	2,951	2,948	3,125	3,505	
Virginia Commonwealth University	1,891	2,044	2,008	2,145	2,018	
Wayne State University	1,744	1,889	1,900	2,080	2,166	

Data Source: IPEDS Data Center.

Task: Continue to provide access and opportunities for students coming from the City Colleges of Chicago, and expand our transfer programs to include community colleges throughout the State.

UIC and Standard Peer Group

Percent First-Time Transfers from Underrepresented* Groups: Fall 2008 – Fall 2013

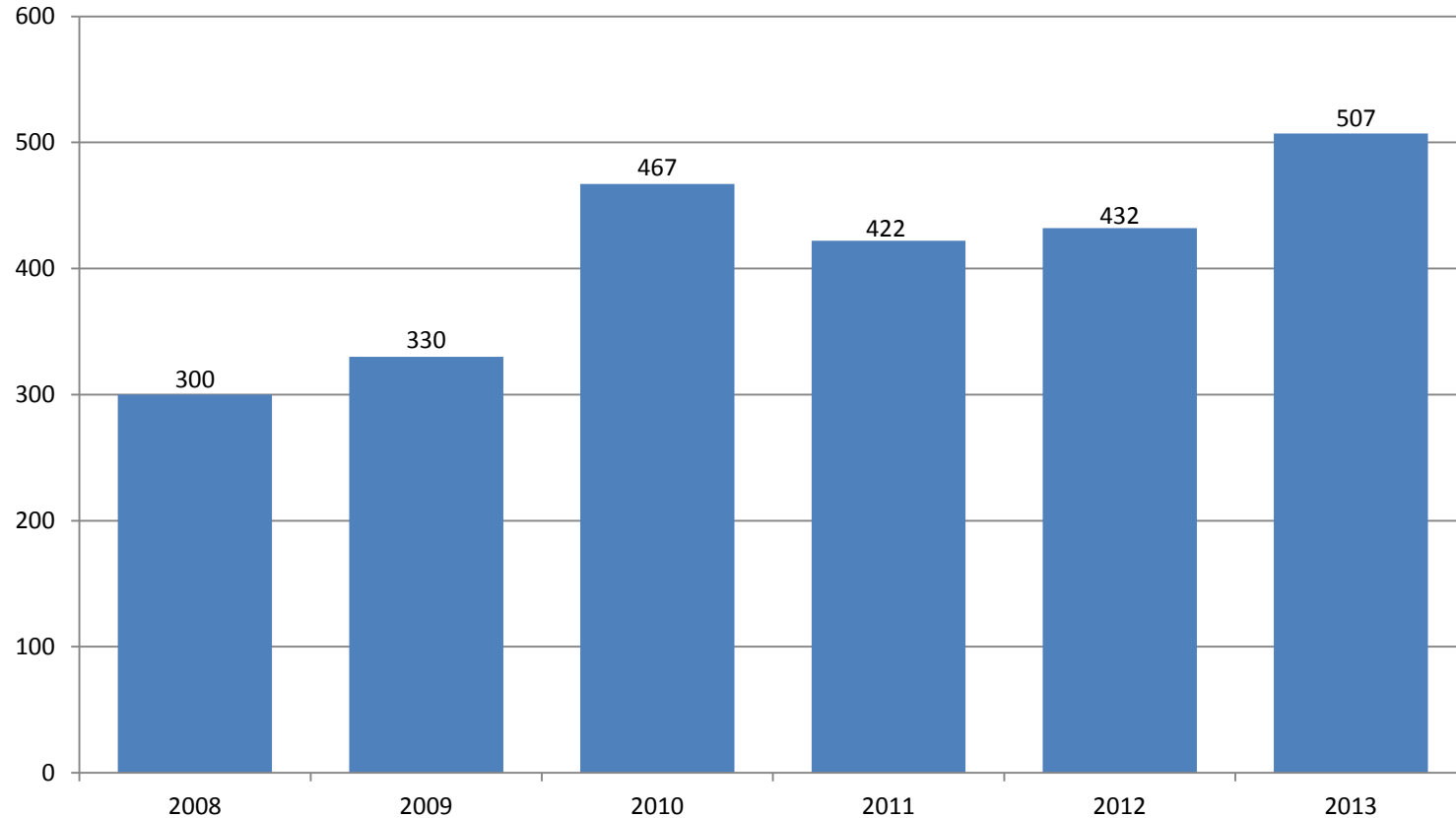


The percent of first-time transfers from underrepresented groups at the University of Illinois at Chicago is on par with its peer median.

* Includes Black, Hispanic, American Indian, Native Hawaiian/Other Pacific Islander, and multi-racial students.

Task: Continue to grow successful programs for Hispanic and African American transfer students to reach the peer 75th percentile by 2015.

University of Illinois at Chicago Number of First-Time Transfers from Underrepresented* Groups, Fall 2008 – Fall 2013



* Includes Black, Hispanic, American Indian, Native Hawaiian/Other Pacific Islander, and multi-racial students.

Task: Continue to grow successful programs and develop new programs for Latino and African American transfer students, including the expansion of partnerships with the City Colleges of Chicago, and further develop opportunities with Illinois community colleges over the next two years.

Admissions, Student Qualifications and Transfer Enrollments: Goals



- **Achieve designation as a Hispanic Serving institution**
- **Increase the number of academically qualified African American first-year and transfer applications to improve the yield of newly-enrolled undergraduates**
- **Increase out-of-state undergraduate students to enhance geographical diversity**

Action Items



- **Implement Undergraduate Student Success Plan**
- **Complete an in-depth analysis of secondary markets where applications originate without recruitment**
- **Continue Bridges to Baccalaureate Program**
- **Conduct Financial Aid Policy Review**
- ★ **Expand and target pre-matriculation support activities to augment yield, strengthen student engagement and improve undergraduate retention.**

● time-frame (1-2 year)

★ time-frame (3-5 year)

Questions?

