

University of Illinois at Urbana-Champaign

Performance Metrics

**ADMISSIONS, STUDENT QUALIFICATIONS, AND TRANSFER ENROLLMENTS
UPDATES BY:**

**UNIVERSITY OFFICE FOR PLANNING AND BUDGETING
APRIL 5, 2019**

**REPORTED BY:
CHANCELLOR ROBERT J. JONES
MAY 16, 2019**

Reported to the Board of Trustees
May 16, 2019

Peer Group



University of Illinois at Urbana-Champaign*

Ohio State University

Purdue University**

University of California-Berkeley***

University of California-Los Angeles

University of Florida

University of Michigan-Ann Arbor

University of Texas-Austin

University of Washington-Seattle

University of Wisconsin-Madison

* Carle Illinois College of Medicine launched in 2018.

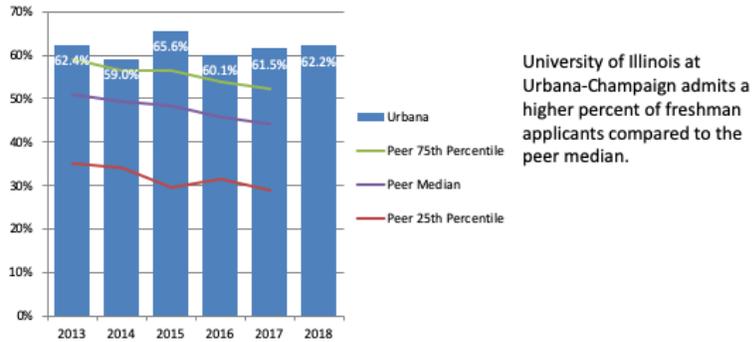
** Indiana University has School of Medicine located in Purdue University West Lafayette campus.

*** No medical center or college of medicine.

Admissions, Student Qualifications, and Transfer Enrollments



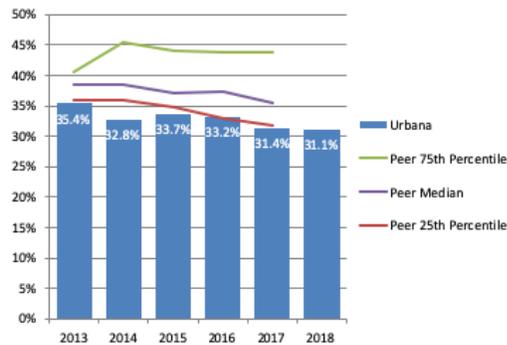
Percent First-Time Freshmen Applicants Admitted*
Fall 2013 – Fall 2018



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

We admit Illinois residents at a high rate (65%). We work with HS counselors to help them understand students that are likely to be admitted, which limits applications from students who are very far from our admissions criteria. These data should not be used to draw conclusions about overall selectivity in comparison to peers.

Percent First-Time Freshmen Admissions Yield*
Fall 2013 – Fall 2018



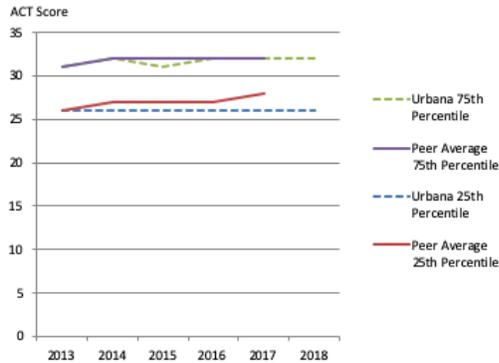
Admissions yield at the University of Illinois at Urbana-Champaign is below the peer median.

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

Two factors cause our yield to be lower than peers:

1. Nonresident and international admits. Students in these categories are applying to many schools around the country and around the world, and the yield rate for students in these categories is low at all schools.
2. Cost, lack of scholarships and stiff competition from top tier institutions in other states have led to a decline in our resident yield. **Cost, by far, is the thing that drives yield.** Students who decline their offer of admission do so due to total cost and/or scholarship offers elsewhere. We continue to combat this effect by growing our institutional aid, but we would benefit significantly from more merit- and need-based financial support. This is a point of emphasis in our capital campaign and we also hope that the state will respond with additional support for students.

Entering Freshmen ACT Composite Scores 25th and 75th Percentile Fall 2013 – Fall 2018



The 75th percentile ACT composite scores of incoming freshmen at the University of Illinois at Urbana-Champaign are on par with the peer averages; the 25th percentile ACT composite scores are below the peer averages since Fall 2014.

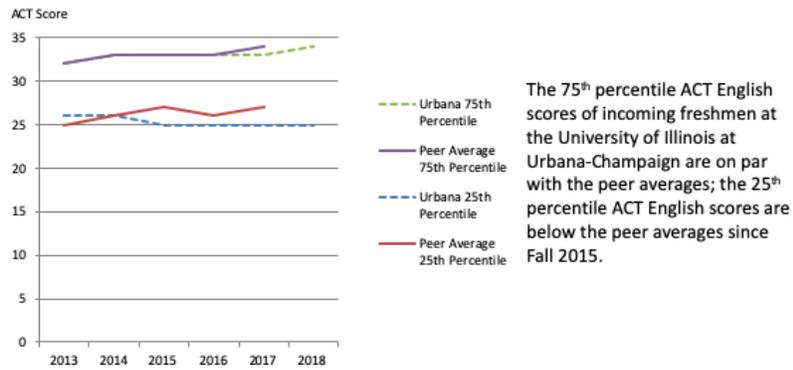
Note: More students at peer institutions submit ACT scores. The State of Illinois provides funding to Illinois public high schools to administer college entrance exams. In 2016, the State of Illinois changed contractors from ACT to the College Board. This resulted in many more applicants reporting SAT scores to the University of Illinois and less reporting ACT scores. Since many high schools had already paid for students to take the ACT that spring, the transition occurred over several years and was evident in both Fall 2017 and Fall 2018 applications.

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Standardized tests have been shown to strongly favor well-resourced students. A student who has access to complete “ACT prep” courses and has the financial means to take the ACT exam multiple times (we accept the highest score achieved) is significantly advantaged. As we have continued to emphasize holistic application review and provided more financial aid, we have grown our 1st generation, low income and underrepresented minority populations significantly. In doing so, our standardized test scores have flattened out, but this does not mean that the quality of our student body has deteriorated.

It is important to remember that an ACT score of 28 places a student in the top 10% nationally. A score of 30 places a student in the top 5% nationally. Therefore, this plot should not be understood to claim that the overall quality of the incoming class at our peer institutions is stronger ours. The incoming freshman class at Illinois and its peers are extremely strong.

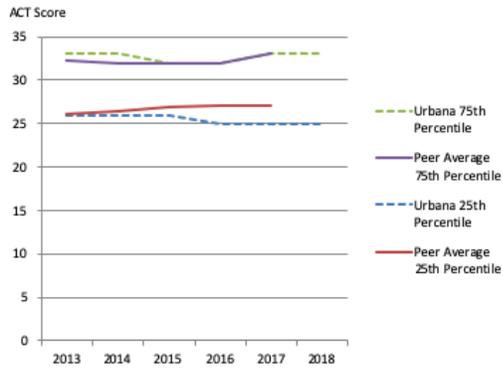
Entering Freshmen ACT English Scores 25th and 75th Percentile Fall 2013 – Fall 2018



Note: More students at peer institutions submit ACT scores. The State of Illinois provides funding to Illinois public high schools to administer college entrance exams. In 2016, the State of Illinois changed contractors from ACT to the College Board. This resulted in many more applicants reporting SAT scores to the University of Illinois and less reporting ACT scores. Since many high schools had already paid for students to take the ACT that spring, the transition occurred over several years and was evident in both Fall 2017 and Fall 2018 applications.

See previous slide.

Entering Freshmen ACT Math Scores 25th and 75th Percentile Fall 2013 – Fall 2018

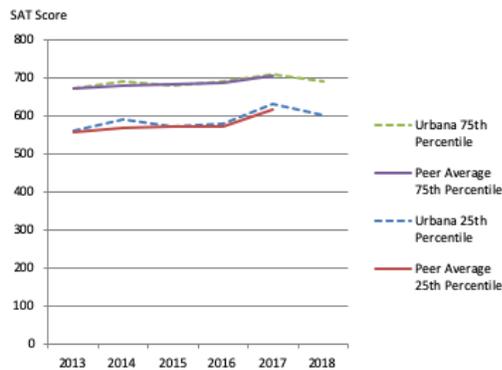


The 75th percentile ACT Math scores of incoming freshmen at the University of Illinois at Urbana-Champaign are on par with the peer averages; the 25th percentile ACT Math scores are below the peer averages since Fall 2015.

Note: More students at peer institutions submit ACT scores. The State of Illinois provides funding to Illinois public high schools to administer college entrance exams. In 2016, the State of Illinois changed contractors from ACT to the College Board. This resulted in many more applicants reporting SAT scores to the University of Illinois and less reporting ACT scores. Since many high schools had already paid for students to take the ACT that spring, the transition occurred over several years and was evident in both Fall 2017 and Fall 2018 applications.

See slide 6.

**Entering Freshmen SAT Evidence-Based Reading and Writing Scores 25th and 75th Percentile
Fall 2013 – Fall 2018**



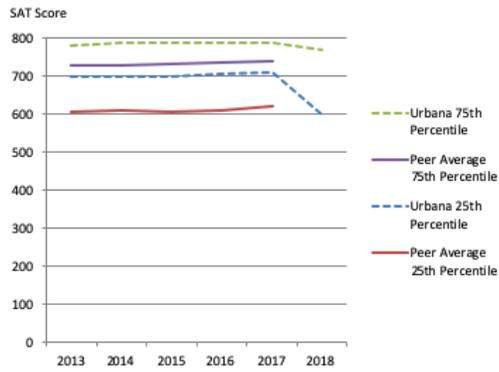
SAT Critical Reading scores of incoming freshmen at the University of Illinois at Urbana-Champaign are on par with the peer averages.

Note: More students at peer institutions submit ACT scores. The State of Illinois provides funding to Illinois public high schools to administer college entrance exams. In 2016, the State of Illinois changed contractors from ACT to the College Board. This resulted in many more applicants reporting SAT scores to the University of Illinois and less reporting ACT scores. Since many high schools had already paid for students to take the ACT that spring, the transition occurred over several years and was evident in both Fall 2017 and Fall 2018 applications. Critical Reading test name was changed to the Evidence-based Reading and Writing test after 2017.

Standardized tests have been shown to strongly favor well-resourced students. A student who has access to complete “SAT prep” courses and has the financial means to take the SAT exam multiple times (we accept the highest score achieved) is significantly advantaged. As we have continued to emphasize holistic application review and provided more financial aid, we have grown our 1st generation, low income and underrepresented minority populations significantly. In doing so, our standardized test scores have flattened out, but this does not mean that the quality of our student body has deteriorated.

It is important to remember that an SAT EBRW score of 700 places a student in the top 5% nationally. A score of 600 places a student in the top 25% nationally.

Entering Freshmen SAT Math Scores 25th and 75th Percentile Fall 2013 – Fall 2018



SAT Math scores of incoming freshmen at the University of Illinois at Urbana-Champaign are higher than the peer averages.

Note: More students at peer institutions submit ACT scores. The State of Illinois provides funding to Illinois public high schools to administer college entrance exams. In 2016, the State of Illinois changed contractors from ACT to the College Board. This resulted in many more applicants reporting SAT scores to the University of Illinois and less reporting ACT scores. Since many high schools had already paid for students to take the ACT that spring, the transition occurred over several years and was evident in both Fall 2017 and Fall 2018 applications.

Drop reflects the changing mix of resident versus nonresident taking the SAT. An SAT math score of 700 is top 10% nationally, 600 is top 25% nationally.

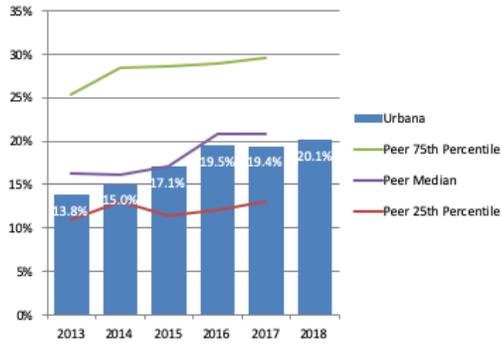
**University of Illinois at Urbana-Champaign and Peer Institutions First-Time Transfers Enrollment
Fall 2013 – Fall 2018**

<u>Institution</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
University of Illinois at Urbana-Champaign	1,343	1,331	1,381	1,380	1,380	1,248
Ohio State University	2,513	2,865	2,941	2,555	2,804	
Purdue University	971	930	1,056	1,074	1,329	
University of California-Berkeley	2,241	2,187	2,170	2,583	2,725	
University of California-Los Angeles	2,821	3,167	3,107	3,346	3,170	
University of Florida	1,806	1,648	1,794	1,841	1,918	
University of Michigan-Ann Arbor	966	929	888	1,060	1,087	
University of Texas-Austin	2,597	2,307	2,472	2,473	2,179	
University of Washington-Seattle	1,503	1,927	1,785	1,508	1,594	
University of Wisconsin-Madison	1,092	771	1,272	1,093	1,126	

Data Source: IPEDS Data Center.

Different institutions have different strategies regarding transfer students. The strong community college system in California is reflected at Berkeley, UCLA, and UCSD. Our transfer class is a mix of students from Illinois community colleges and other four-year institutions. Transfers were down in 2018, but we expect them to recover in 2019. Community college enrollments are down due to the strong economy.

Percent First-Time Transfers from Underrepresented* Groups Fall 2013 – Fall 2018

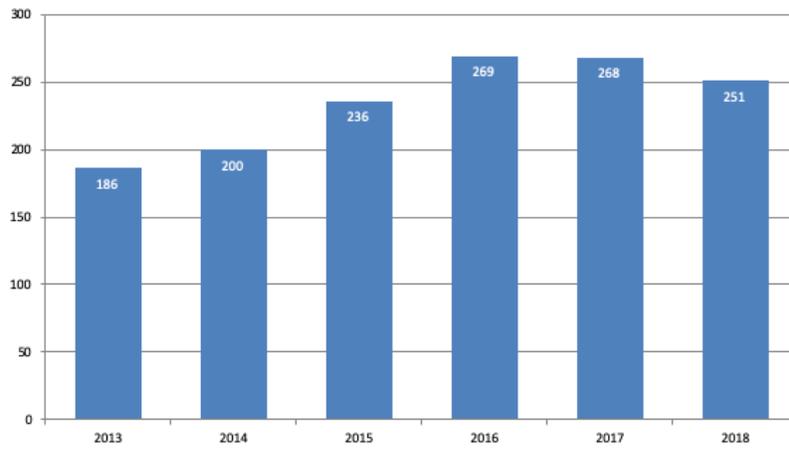


The percent of first-time transfers from underrepresented groups at the University of Illinois at Urbana-Champaign is lower than its peer median.

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

We expect this metric to improve with Illinois Commitment.

**Number of First-Time Transfers from Underrepresented* Groups
Fall 2013 – Fall 2018**



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

See previous slide.

Overview

Areas meeting or exceeding expectations

- **Continued growth in amount of institutional funding devoted to financial aid.**
- **Applications continue to grow steadily.**
- **Illinois resident demand and enrollment continue to be strong.**

Accomplishments

- **Total scholarship and grant funding was \$120.5M in FY18.**
- **Total financial aid: \$888.5M awarded to 36,573 students.**
- **Fall 2018 freshman class (7,609) and total undergraduate enrollment (33,673) both at record levels.**
- **Fall 2018 resident freshman enrollment was 5,847, resident fraction 76.8%. Outmigration of Illinois residents is not observed at UIUC.**
- **27% of Illinois undergraduate resident students come from underrepresented groups.**
- **Launch of Illinois Commitment resulted in more than 13M social media impressions and a growth in low- and moderate-income applications.**

Areas needing improvement

- **Transfer enrollment declined in Fall 2018.**
- **International and nonresident applications declined in 2018.**

Strategy to address areas for improvement

- **Illinois Commitment and AIM HIGH are expected to help resident new freshman and transfer enrollment.**
- **International and nonresident applications recovered in the current cycle.**
- **Regional recruiters will aid in nonresident applications and enrollment.**

Areas we are watching

- **Fall 2019 enrollments**
 - Resident, nonresident, international
 - Low- and moderate-income students
 - Diversity
- **Illinois Commitment**
- **AIM HIGH**