

Reported to the Board of Trustees  
May 17, 2018

# University of Illinois at Springfield

## Performance Metrics

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

**UNIVERSITY OFFICE FOR PLANNING AND BUDGETING  
APRIL 13, 2018**

**REPORTED BY:  
CHANCELLOR SUSAN J. KOCH  
MAY 17, 2018**

# Peer Groups



## **University of Illinois at Springfield**

Auburn University - Montgomery

Clark University\*

College of Charleston

Georgia College and State University

Iona College\*

Lake Superior State University

Marist College\*

Northern Michigan University

Shippensburg University of Pennsylvania

State University of New York at Brockport

Trinity University (San Antonio, TX)\*

Union College (Schenectady, NY)\*

University of South Dakota

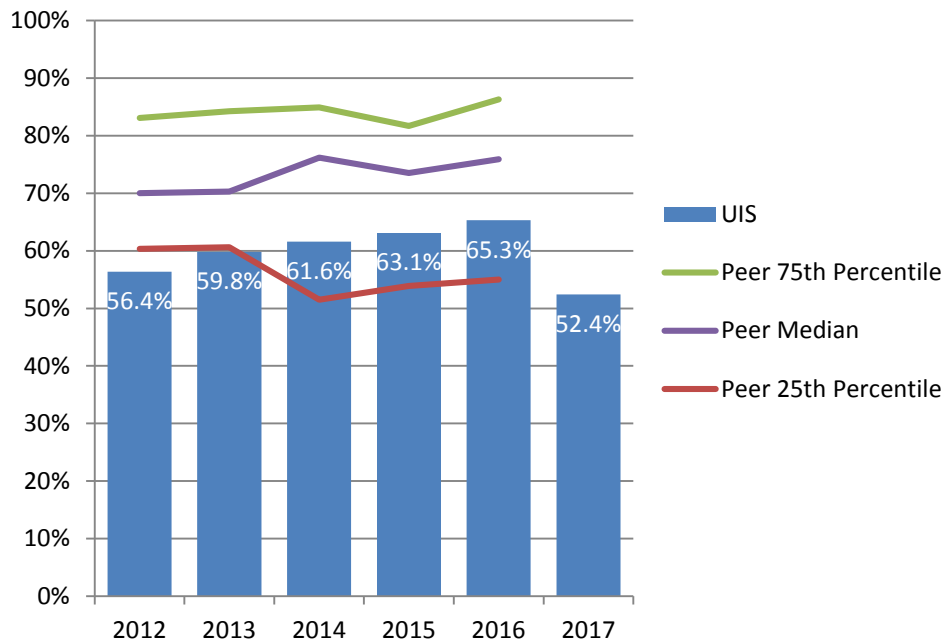
University of Wisconsin - Green Bay

\* Private Institution

# Admissions, Student Qualifications, and Transfer Enrollments



# Percent First-Time Freshmen Applicants Admitted\* Fall 2012 – Fall 2017

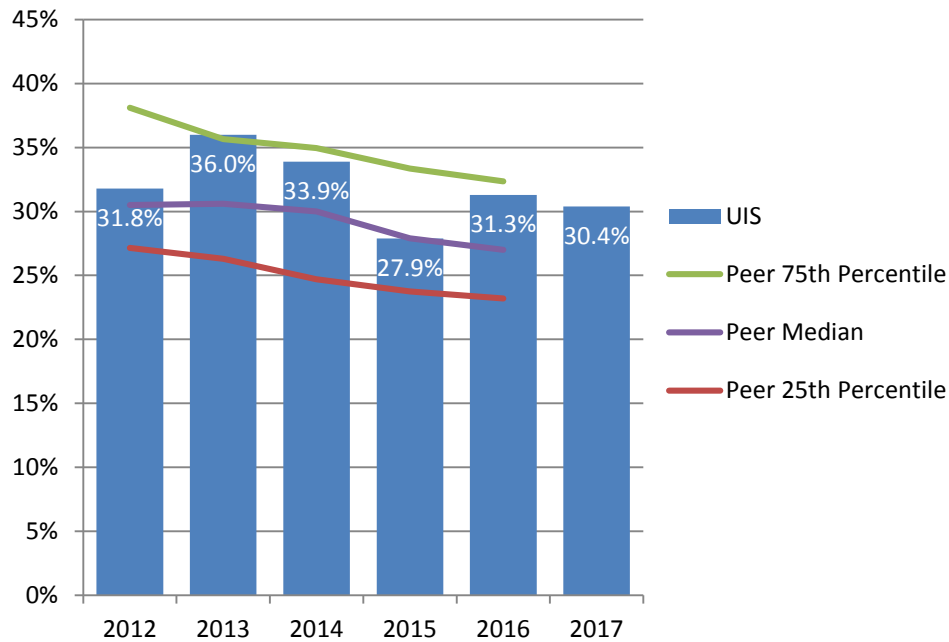


University of Illinois at Springfield admits a lower percent of freshmen applicants compared to the peer median.

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

# Percent First-Time Freshmen Admissions Yield\*

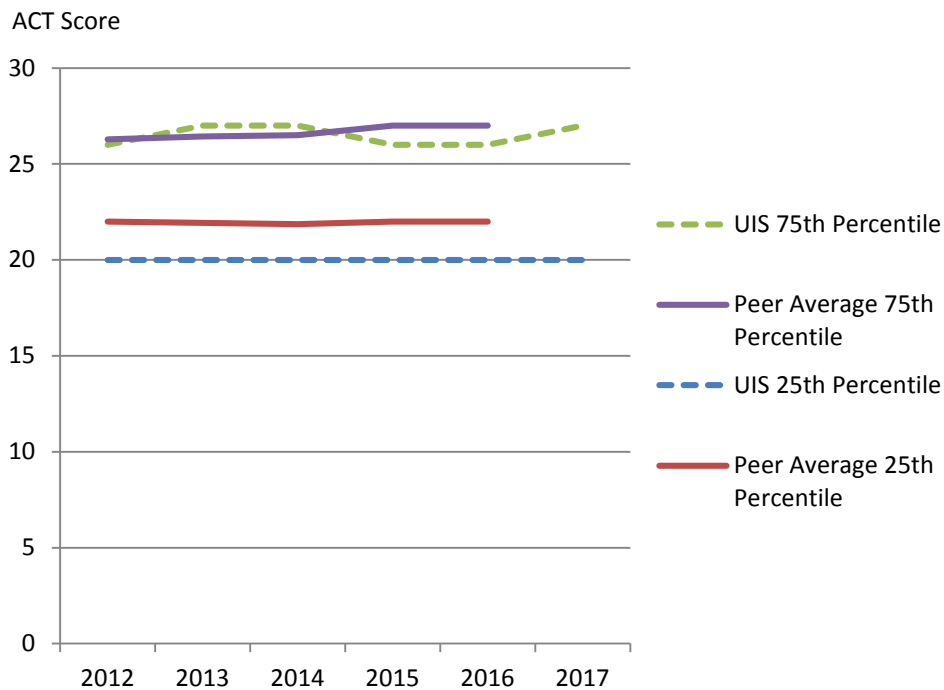
## Fall 2012 – Fall 2017



University of Illinois at Springfield has an admissions yield higher than its peer median.

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

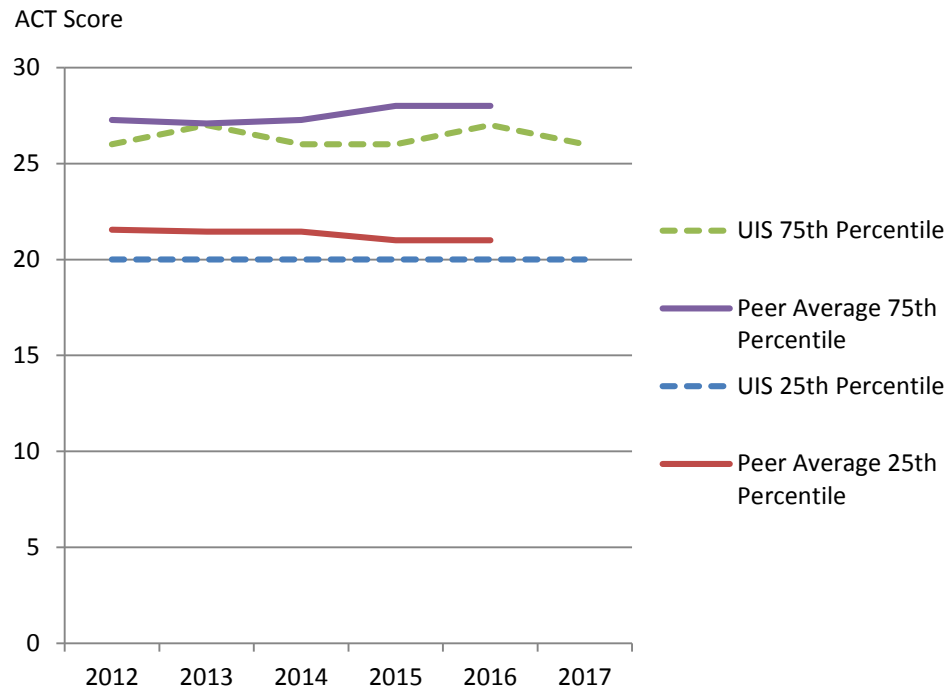
# Entering Freshmen ACT Composite Scores 25<sup>th</sup> and 75<sup>th</sup> Percentile Fall 2012 – Fall 2017



The 75<sup>th</sup> percentile ACT composite scores of entering freshmen at the University of Illinois at Springfield are on par with the peer averages; the 25<sup>th</sup> percentile ACT composite scores are below the peer averages.

Note: Fewer students at peer institutions submit ACT scores.

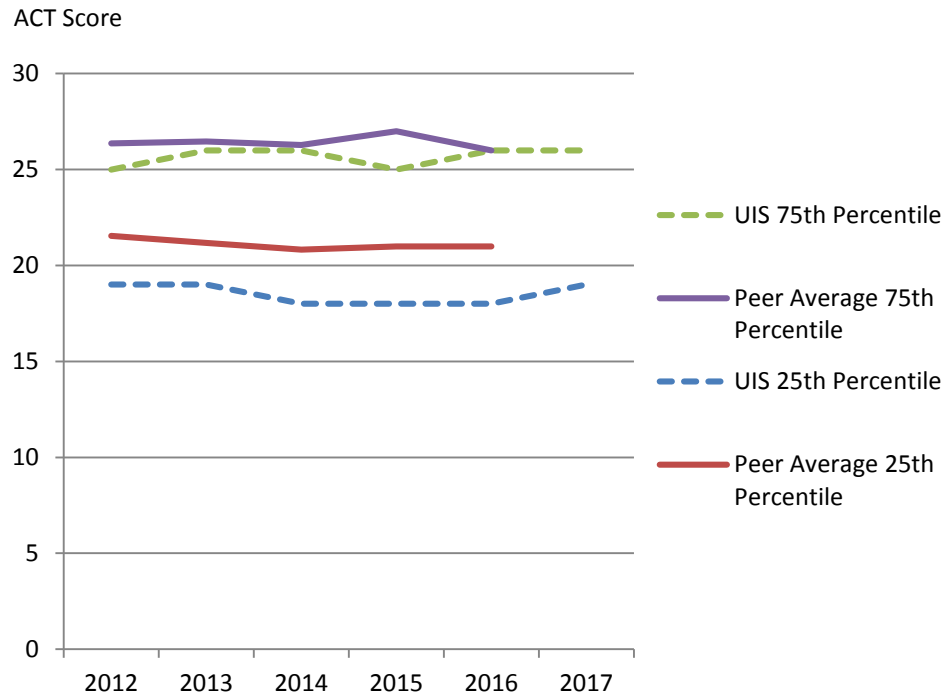
# Entering Freshmen ACT English Score 25<sup>th</sup> and 75<sup>th</sup> Percentile Fall 2012 – Fall 2017



ACT English scores of entering freshmen at the University of Illinois at Springfield are slightly below the peer averages.

Note: Excludes Iona College, Marist College, and Shippensburg University of Pennsylvania due to lack of available data. Fewer students at peer institutions submit ACT scores.

# Entering Freshmen ACT Math Score 25<sup>th</sup> and 75<sup>th</sup> Percentile Fall 2012 – Fall 2017



The 75<sup>th</sup> percentile ACT Math scores of entering freshmen at the University of Illinois at Springfield are on par with the peer averages; the 25<sup>th</sup> percentile ACT Math scores are below the peer averages.

Note: Excludes Iona College, Marist College, and Shippensburg University of Pennsylvania due to lack of available data. Fewer students at peer institutions submit ACT scores.

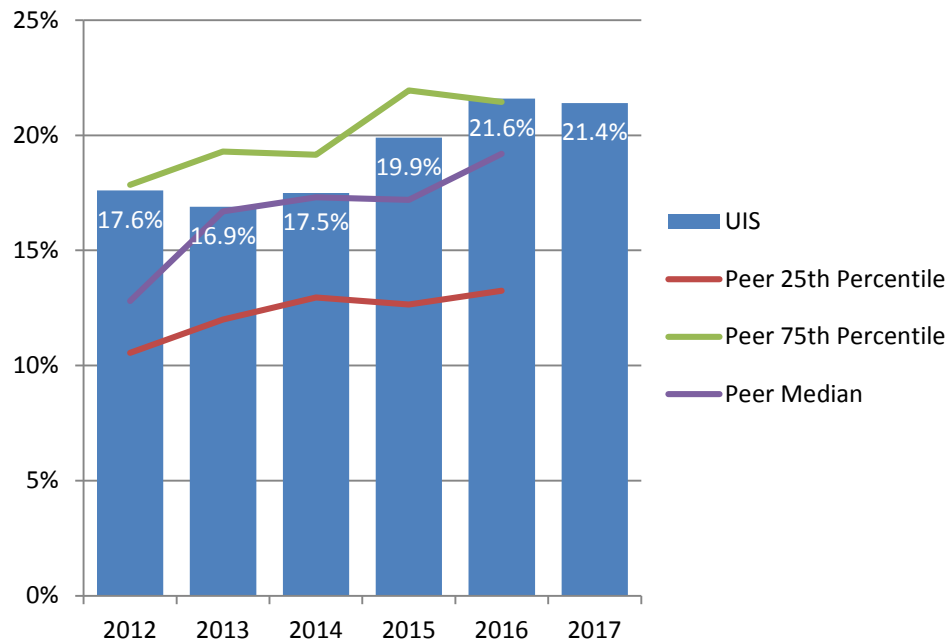


# University of Illinois at Springfield and Peer Institutions First-Time Transfers Enrollment Fall 2012 – Fall 2017

Institution	2012	2013	2014	2015	2016	2017
<b>University of Illinois at Springfield</b>	<b>637</b>	<b>620</b>	<b>594</b>	<b>547</b>	<b>588</b>	<b>528</b>
Auburn University at Montgomery	299	434	466	449	463	
Clark University	41	51	60	29	26	
College of Charleston	731	747	690	712	756	
Georgia College and State University	345	355	349	307	345	
Iona College	89	117	92	92	99	
Lake Superior State University	236	220	190	181	200	
Marist College	188	149	162	160	157	
Northern Michigan University	545	502	440	401	399	
Shippensburg University of Pennsylvania	365	387	356	314	301	
The College at Brockport	971	976	1,012	1,007	935	
Trinity University (San Antonio, TX)	24	25	25	28	25	
Union College (Schenectady, NY)	20	23	23	17	23	
University of South Dakota	715	635	597	523	551	
University of Wisconsin-Green Bay	648	587	611	604	614	

Data Source: IPEDS Data Center.

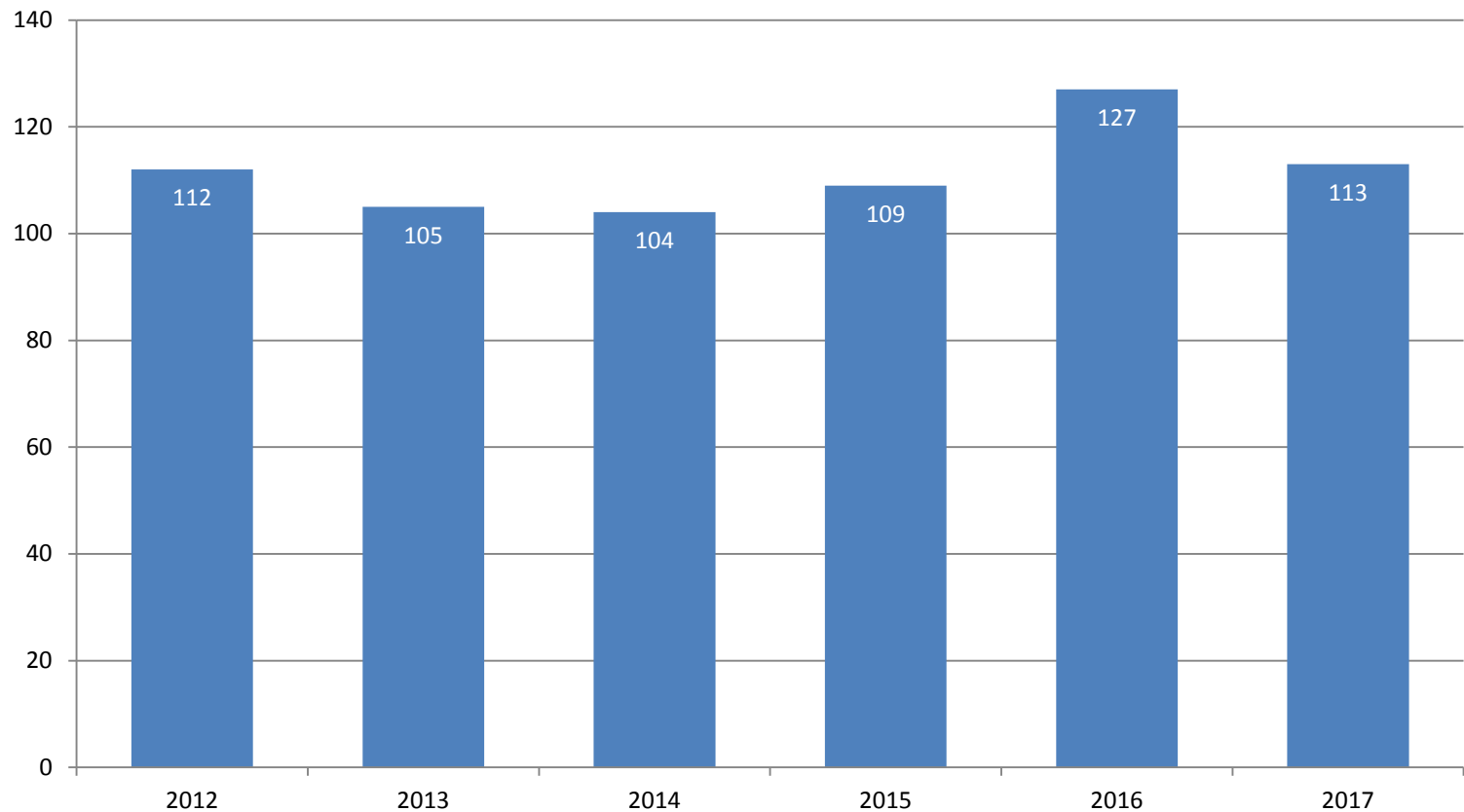
# Percent First-Time Transfers from Underrepresented\* Groups Fall 2012 – Fall 2017



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

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

# Number of First-Time Transfers from Underrepresented\* Groups Fall 2012 – Fall 2017



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

# University of Illinois at Springfield

## Performance Metric Report Analysis of Indicators

Admissions, Student Qualifications, Transfer Enrollments Updates

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# Areas Meeting or Exceeding Expectations

- Among its peer institutions, UIS ranks in the top 10% for first-time transfer enrollment
- Among its peer institutions, the percent of first-time transfers from under-represented groups at UIS is higher than its peer median
- UIS has an admission yield higher than its peer median
- Enrollment of highly qualified freshmen

# Accomplishments

- The number of inquiries from prospective students has increased over a two year period (2015-2017) by 23%
- The number of freshman applications increased by 23.3% from Fall term 2016 to Fall term 2017
- UIS has steadily increased its enrollment of under-represented students (African-American, Latino/a, two or more races)
- Academic profile of highly qualified freshmen has increased (ACT and Class Rank)
- More than 350 pre-Nursing applications have been received for the 4<sup>th</sup> year of the BSN Nursing Program—a partnership with UIC College of Nursing and Memorial Health Systems

# Areas Needing Improvement

- Freshman enrollment
- Recruitment and enrollment of highly qualified freshman applicants
- Enrollment of transfer students
- UIS Online enrollment

# Strategy to improve freshman enrollment

- Actions:
  - Two admission counselors added to staff to provide additional recruitment outreach to market territories in Illinois
  - Data-driven targeting of geographic markets with increased recruitment outreach, digital marketing and social media and advertising campaigns
  - Yield Specialist follow up with admitted students using private school model
  - Series of webinars for admitted students
  - Recently opened Student Union used to host recruitment events, Preview Days, and Admitted Student Reception
  - Added several undergraduate majors in high-interest areas



# Strategy to improve enrollment of highly qualified applicants

- Actions:
  - Admission Counselor hired to recruit students from high-performing high schools in Chicago area
  - Enhanced recruitment communications flow to high-achieving high school students
  - Increased financial support for highly qualified students
  - Re-direct program with UIUC
  - Creation of promotional email messaging targeting Honors Program eligible students
  - Leveraging merit award opportunities for high-achieving students

# Strategy to improve enrollment of transfer students

- Actions:
  - UIS Admissions established office hours and space at Illinois Central College, Lake Land Community College, and Richland Community College
  - UIS and City Colleges of Chicago transfer agreement
  - Implementation of online marketing campaigns targeting prospective transfer students
  - Hosting Transfer Conference
  - Added several undergraduate majors in high-interest areas

# Strategy to improve **online enrollment**

- Actions:
  - Expand online offerings
  - Digital advertising/social outreach campaigns targeting prospective working/returning adult students
  - Employer outreach
  - Development of marketing/recruitment communications plan designed specifically for UIS Online academic programs
  - CRM Admissions workflow training provided to Online coordinators to improve efficiency of application processing

# Areas we are watching

- Increasingly competitive college recruiting landscape in Illinois
- Freshman and transfer enrollment
- UIS Online enrollment
- Financial considerations affecting enrollment decisions