

University of Illinois at Urbana-Champaign

Dashboard Indicators

ADMISSIONS, STUDENT QUALIFICATIONS, TRANSFER ENROLLMENTS
UPDATES BY:
UNIVERSITY OFFICE FOR PLANNING AND BUDGETING
APRIL 9, 2015

PRESENTED BY:
CHANCELLOR PHYLLIS WISE
MAY 7, 2015

Peer Group



University of Illinois at Urbana-Champaign*

University of California - Berkeley*

University of California - Los Angeles

University of California - San Diego

University of Michigan - Ann Arbor

University of North Carolina - Chapel Hill**

University of Texas - Austin***

University of Washington

University of Wisconsin - Madison

University of Virginia

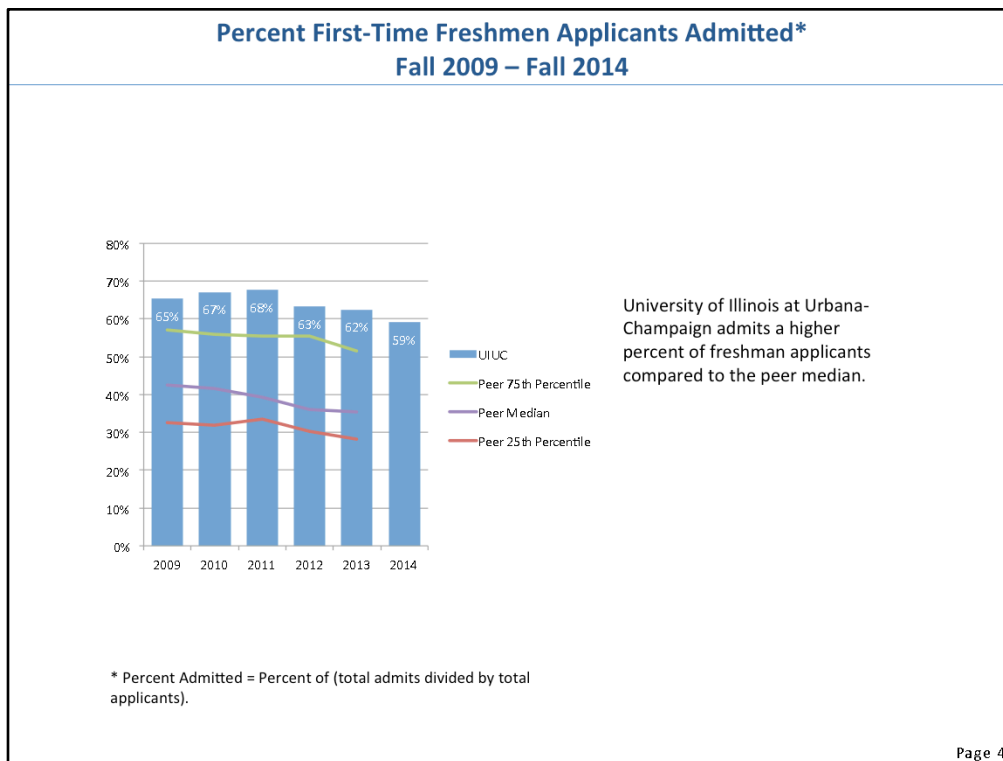
* No medical center.

** Medical center affiliated with the university, but owned by the state.

*** An affiliated medical center is under construction and will begin operations in 2017.

Admissions, Student Qualifications and Transfer Enrollments





As the footnote states, this indicates the number of applications received, the yield rate and, to some extent, the size of the freshman class.

Many in our peer group enjoy advantages in one of these three areas:

Applications

The three California schools share a common application system that allows students to apply to up to four University of California schools for one application fee. Since students perceive Berkeley, UCLA and UC San Diego to be similar in quality, they frequently apply to all three at once. As a result, these schools receive roughly double the number of applications: UCLA = 86,548, Berkeley = 73,779, UCSD = 67,400. Michigan's use of the Common Application has boosted their applications to 49,776.

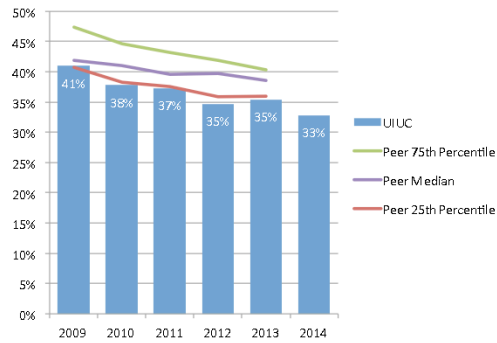
Class size

Many in our peer group have considerably lower freshman class sizes. For example, UVA and UNC are 3,706 and 4,176 while all three California schools average 5,500. With similar or larger applicant pools, these universities are able to admit fewer students to make these smaller classes.

Yield

Illinois yield is among the lowest in our peer group, but our peer group enjoys some advantages. UVA, North Carolina and Michigan all meet full need for their residents. The three California schools and Washington are located in highly desirable metropolitan destinations. Texas has guaranteed admission for all residents in the top 10 percent of their graduating class. It is also worth noting that our yield is consistent with the Big Ten average, where universities are more similar to Illinois in many ways.

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

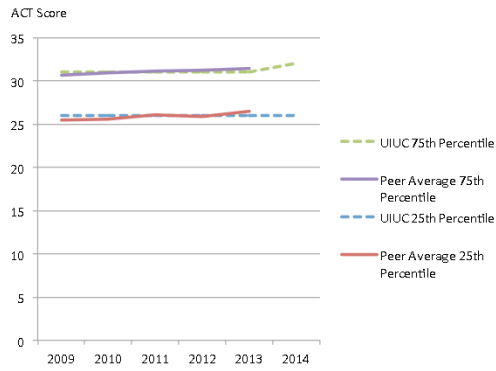


Admissions yield at the University of Illinois at Urbana-Champaign is lower than the peer median.

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

Yield has decreased for all schools in our peer group, in part because of the rising cost of education and in part because students are applying to more school. Our college and campus admissions staff has been working to fight this trend, and early indications on yield for next fall's class are positive.

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

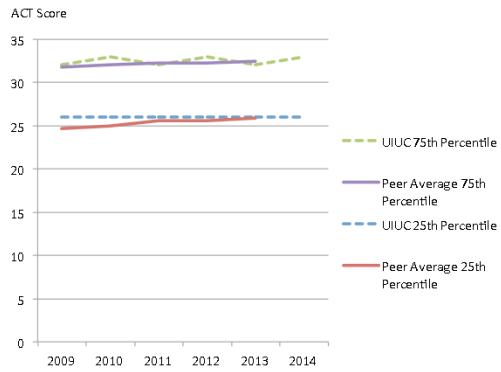


ACT scores of incoming freshmen at the University of Illinois at Urbana-Champaign are on par with peers.

Note: Fewer students at peer institutions submit ACT scores.

Illinois' freshman class size is second largest in our peer group, only slightly behind Texas. Given that the other nine schools in our peer group have an average freshman class of 5,637, it is impressive that we consistently match the peer group averages with a freshman class that exceeds 7,000.

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

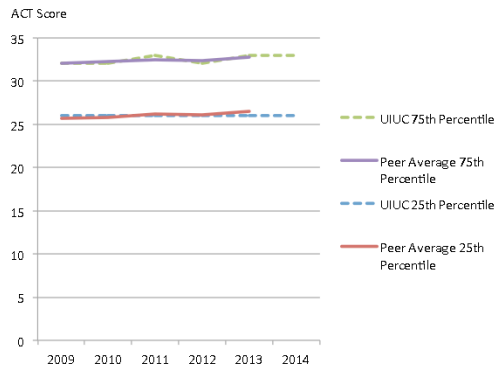


ACT English scores of incoming freshmen at the University of Illinois at Urbana-Champaign are on par with peers.

Note: Fewer students at peer institutions submit ACT scores.

See notes from the previous slide.

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



ACT Math scores of entering freshmen at the University of Illinois at Urbana-Champaign are on par with peers.

Note: Fewer students at peer institutions submit ACT scores.

See notes from the previous slide.

**University of Illinois at Urbana-Champaign and Peer Institutions First-Time Transfers Enrollment
Fall 2009 – Fall 2014**

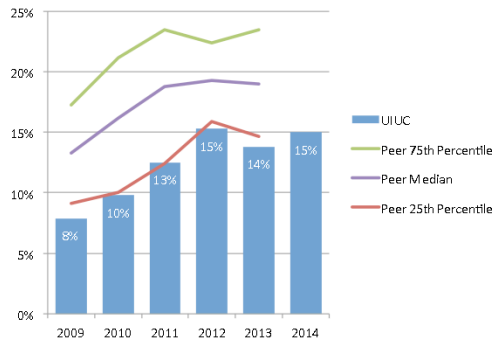
Institution	2009	2010	2011	2012	2013	2014
University of Illinois at Urbana-Champaign	1,195	1,168	1,398	1,350	1,343	1,331
University of California - Berkeley	2,199	2,195	2,336	2,182	2,241	
University of California - Los Angeles	3,234	3,228	3,116	3,173	2,821	
University of California - San Diego	1,931	2,567	2,795	2,228	2,699	
University of Michigan - Ann Arbor	870	928	874	905	966	
University of North Carolina - Chapel Hill	778	922	791	845	876	
University of Texas - Austin	2,457	2,452	2,492	2,579	2,597	
University of Virginia	641	631	621	599	671	
University of Washington	1,677	1,623	2,001	1,774	1,503	
University of Wisconsin-Madison	1,187	1,304	1,326	1,227	1,092	

Data Source: IPEDS Data Center.

Transfer enrollments are dictated by campus targets and enrollment management goals. In 2007, the campus strategic plan called for doubling transfer students from around 900 to roughly 1,800 per year. We achieved that goal in 2011 and have maintained similar levels since. In 2014-2015, we enrolled an additional 348 transfer students in the spring term for a total of 1,679 that academic year.

We continue to pursue partnerships with community colleges and have extended the Parkland Pathway idea to Danville Area College and Illinois Central College in Peoria. Many colleges, particularly Engineering and ACES, have extensive 2+2 agreements with colleges around the state.

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

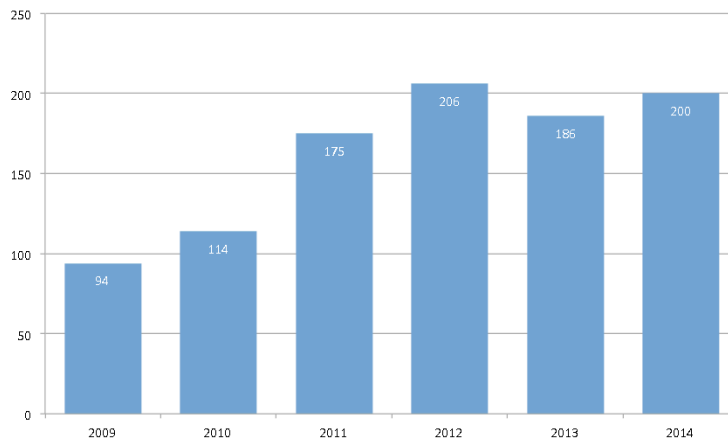


The percent of first-time transfers from underrepresented groups at the University of Illinois at Urbana-Champaign is lower than its peer median.

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

In 2007, the transfer class was 50 percent less diverse than the freshman class. As part of the strategic plan, the Office of the Provost secured a \$1M grant from the Lumina Foundation to increase transfer enrollments, particularly students from underrepresented groups. As these data show, the percentage of underrepresented students in the transfer class has almost doubled and is now equal to the freshman class percentage. Increasing diversity continues to be a goal for the campus.

**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.

The number of new transfer students from underrepresented groups has doubled since 2009. An additional 54 students from underrepresented groups enrolled as part of the spring 2015 transfer class.

Overview

Areas of Strength/Accomplishments

- Illinois continues to serve the State of Illinois by enrolling one of the largest freshman classes in our peer group, while matching the academic quality of peers with much smaller enrollments.
- Transfer enrollments and the percent of transfer students from underrepresented groups has nearly doubled in five years.

Area for Improvement

- Improve selectivity by increasing applications from qualified students and increase the yield of admitted students.
- Continue efforts to enroll more transfer students from underrepresented groups.

Strategy to Address Areas for Improvement

- Conclude the search for a new Vice Provost for Enrollment Management
- Intensify scholarship fundraising to help offset our high cost of attendance
- Continue our role in the creation of the Coalition Application (a competitor to the Common Application) that is limited to highly selective universities
- Implement a new cutting-edge recruitment management system (Slate)

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The enrollment management position on the Urbana campus became vacant last year, and the replacement will be at the vice provost level, reporting directly to the Provost. The new vice provost will oversee admissions, financial aid, and the Registrar, will guide strategy for recruitment and retention, and will provide data-driven analysis and support for enrollment decisions.

Some schools use the Common App to increase their exposure and boost applications, but the Common App is not well suited to our campus. The Coalition Application is a new effort whose membership is limited to public universities whose graduate rate exceeds 70% and to private universities that meet all documented financial need. We are actively participating in the creation of this app, and believe that in a few years it may offer our campus increased exposure to applicants in a format that matches our campus.

Areas to Watch

- Potential cuts to the Monetary Award Program (MAP grants)
- Large budget cuts, such as those proposed by the Governor, may impact applications and yields if families perceive the cuts will impact the quality of education or support services provided at Illinois

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The Monetary Award Program, or MAP grants, are critical to our students who have significant financial need. Currently the state is not able to fund all eligible students, and suspends applications in late February. (We work hard to encourage all of our MAP-eligible students to apply early). Further reductions in MAP funding would hurt students' access to an Illinois education.

Questions?