



# Enrollment Management at Illinois

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# EM is robust and active

Office of Undergraduate Admissions

Office of Student Financial Aid

Office of the Registrar

Principal Scholars Program

Office of Communication for Enrollment Management

EM Data Analysis and System Services

Enrollment Management Shared Services



**856**

High School Visits

**31**

Transfer Community  
College Visits

**336**

College Fairs

**39**

Transfer Fairs

**381**

Total Events  
hosted by Illinois

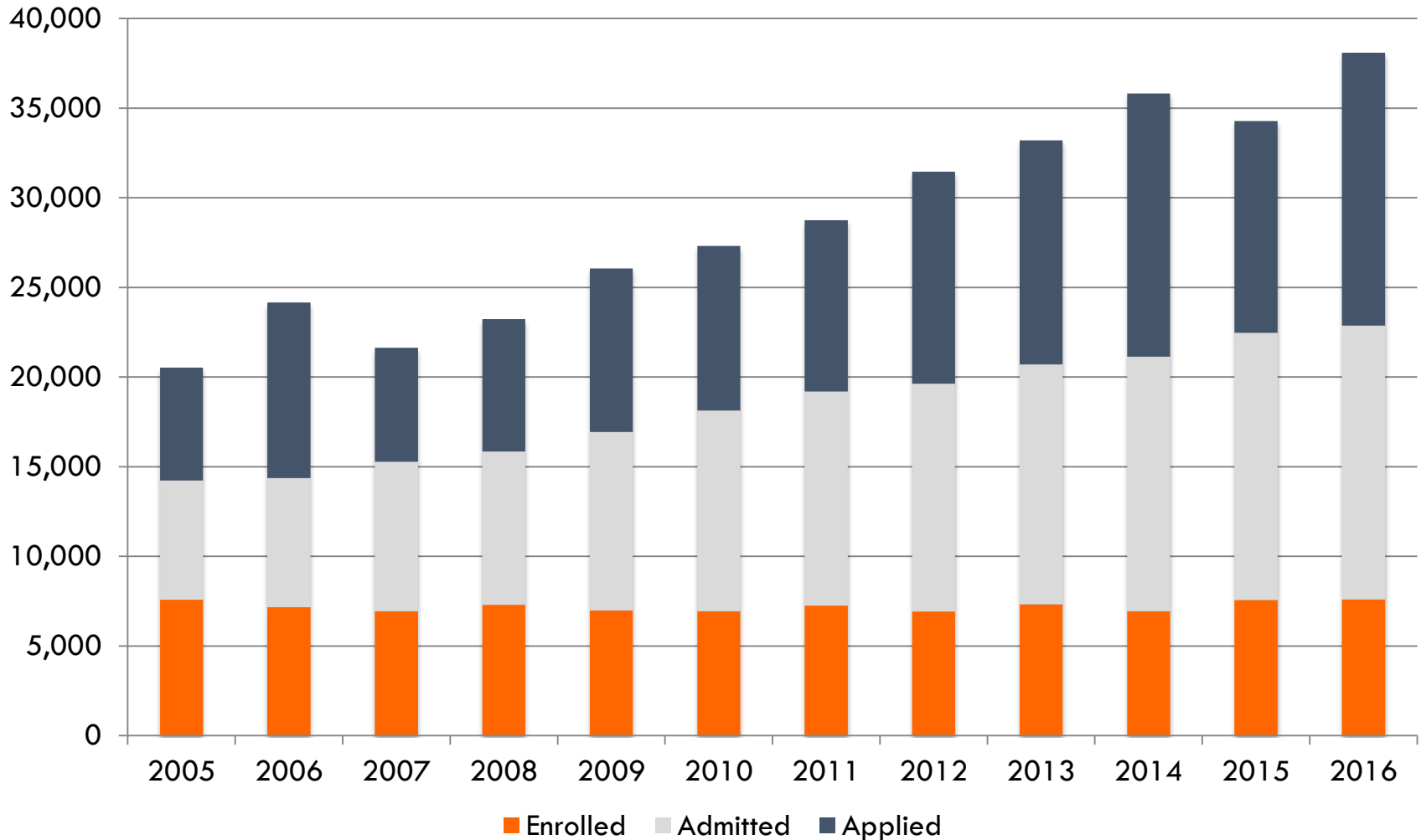
**36,009**

Campus Visits

**3,371,886**

Total Communications Sent Out, *Print & Digital*

# Applications and enrollments have risen steadily



# We use holistic review and admit by college

- Academic performance and rigor
- Achievement outside of the classroom
- Academic interest
- Performance on standardized tests
- Opportunities available
- Personal characteristics
- Individual circumstances



People want  
to come here

**38,093**  
applications

**Largest  
freshmen  
class  
7,593  
ever**

**21.6%**

Of our students are  
the **first generation**  
in their family to  
go to college

MEET THE **I** CLASS OF

2020

# Our ACT scores are among the best in the country

	<b>25<sup>th</sup> Percentile</b>	<b>75<sup>th</sup> Percentile</b>
AAU Publics		
University of California-Berkeley	29	34
Georgia Institute of Technology-Main Campus	30	33
University of Michigan-Ann Arbor	29	33
University of Virginia-Main Campus	28	33
University of California-Los Angeles	27	33
University of North Carolina at Chapel Hill	28	32
University of California-San Diego	27	32
University of Illinois at Urbana-Champaign	26	32
The University of Texas at Austin	26	32
Ohio State University-Main Campus	27	31
University of Florida	26	31
University of California-Santa Barbara	26	31
University of Pittsburgh-Pittsburgh Campus	26	31
University of Washington-Seattle Campus	25	31



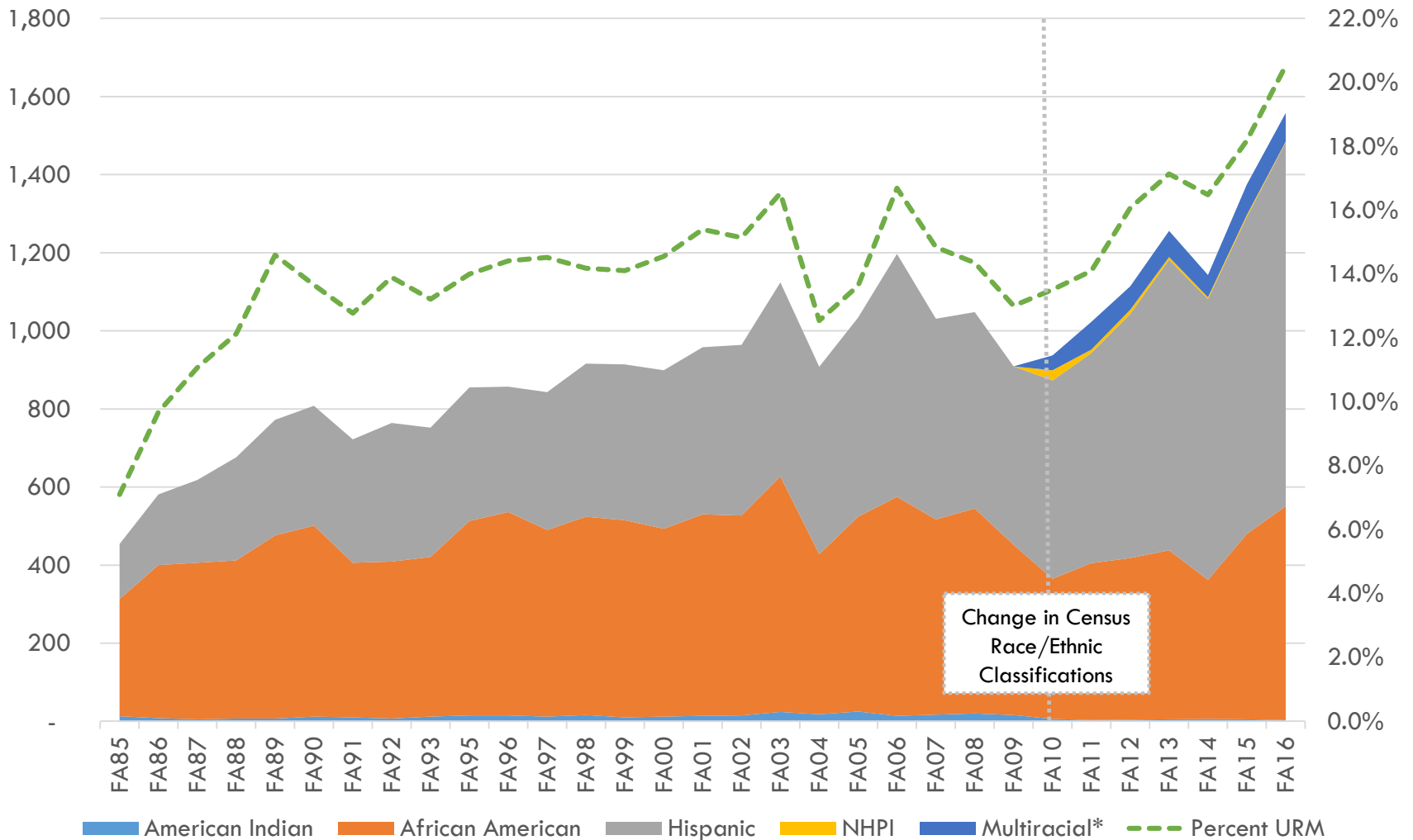
# We are Big Ten leaders in serving state residents

	<b>Percent Residents</b>
Rutgers	83.8%
Nebraska	75.2%
<b>Illinois</b>	<b>73.1%</b>
Michigan State	72.2%
Maryland	70.3%
Ohio State	70.0%
Minnesota	63.2%
Wisconsin	57.7%
Indiana	57.4%
Michigan	57.0%
Penn State	53.8%
Purdue	51.6%
Iowa	46.9%
Northwestern	26.7%





# 2016 is our most diverse freshman class ever



# Illinois' 2015 freshman class had the 2<sup>nd</sup> most URM students in the Big Ten

	African American	Percent
Michigan State	641	8.1%
<b>Illinois</b>	<b>475</b>	<b>6.3%</b>
Maryland	474	12.0%
Rutgers	461	7.0%
Indiana	377	4.8%
Penn State	320	4.2%
Michigan	305	5.0%
Ohio State	294	4.2%
Minnesota	253	4.4%
Iowa	211	4.0%
Northwestern	184	9.1%
Purdue	170	2.5%
Nebraska	158	3.4%
Wisconsin	127	2.0%

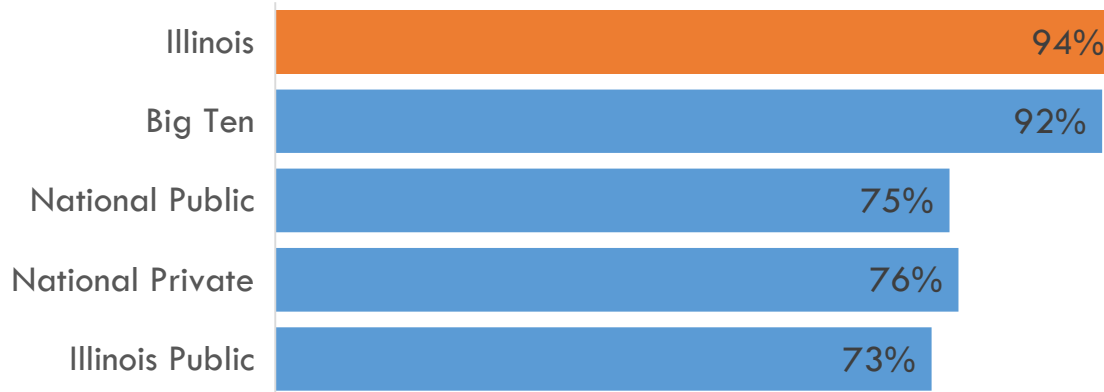
	Hispanic	Percent
Rutgers	839	12.7%
<b>Illinois</b>	<b>812</b>	<b>10.7%</b>
Penn State	520	6.8%
Indiana	497	6.3%
Iowa	477	9.1%
Michigan State	373	4.7%
Michigan	366	6.0%
Maryland	366	9.3%
Nebraska	304	6.6%
Ohio State	301	4.3%
Wisconsin	296	4.7%
Purdue	295	4.3%
Northwestern	251	12.4%
Minnesota	196	3.4%

	Total URM	Percent
Rutgers	1,317	19.9%
<b>Illinois</b>	<b>1,297</b>	<b>17.1%</b>
Michigan State	1,035	13.1%
Indiana	881	11.2%
Penn State	852	11.1%
Maryland	850	21.6%
Iowa	700	13.4%
Michigan	681	11.2%
Ohio State	607	8.7%
Purdue	481	7.1%
Nebraska	472	10.2%
Minnesota	462	8.0%
Northwestern	462	22.9%
Wisconsin	443	7.1%

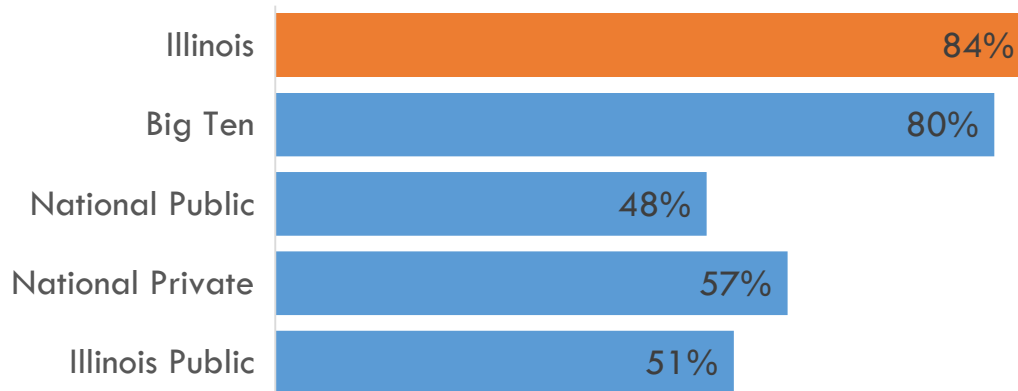


# Our retention and graduation rates exceed national and peer averages

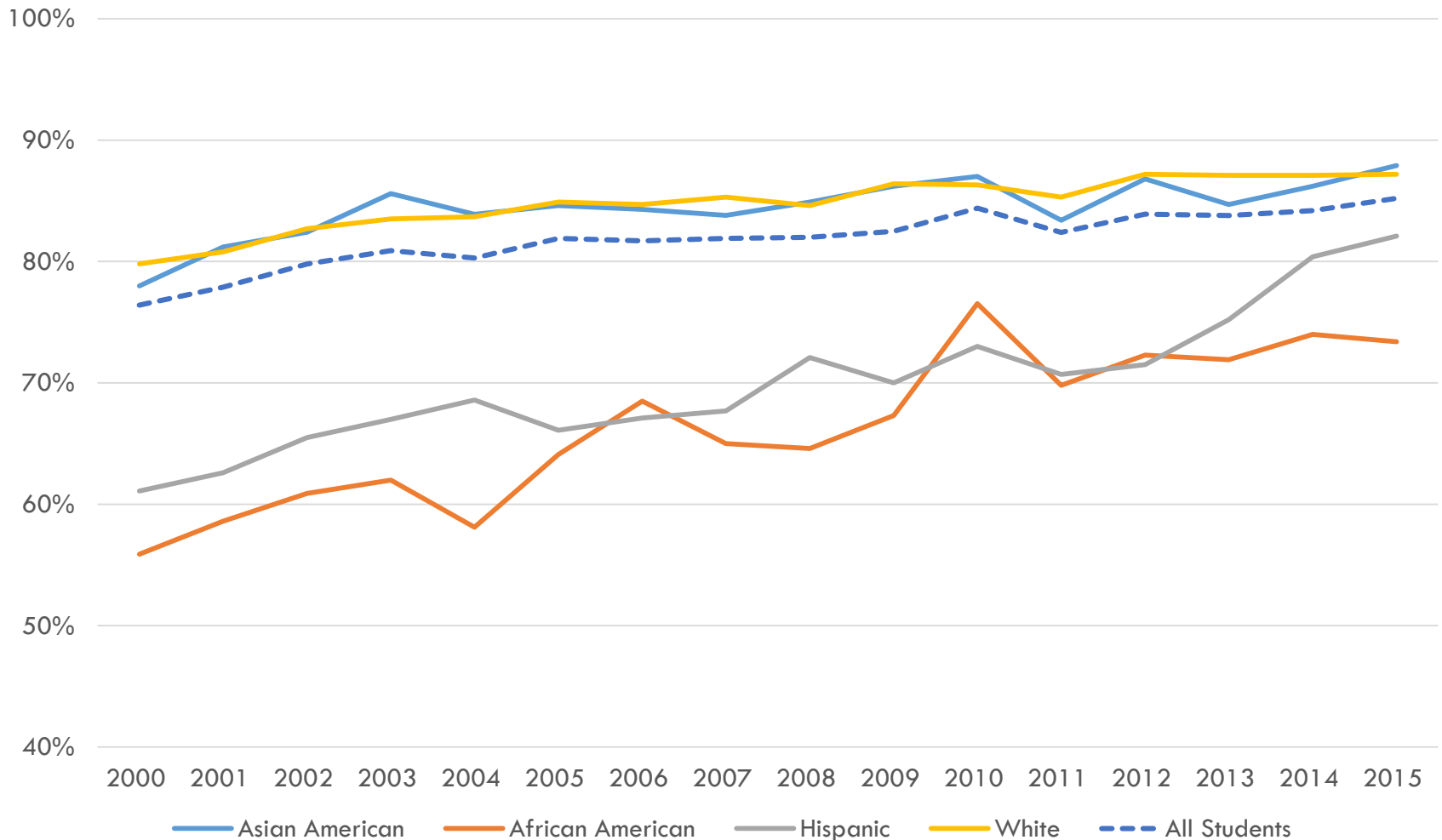
### Freshman Retention Rates



### Six-Year Graduation Rates



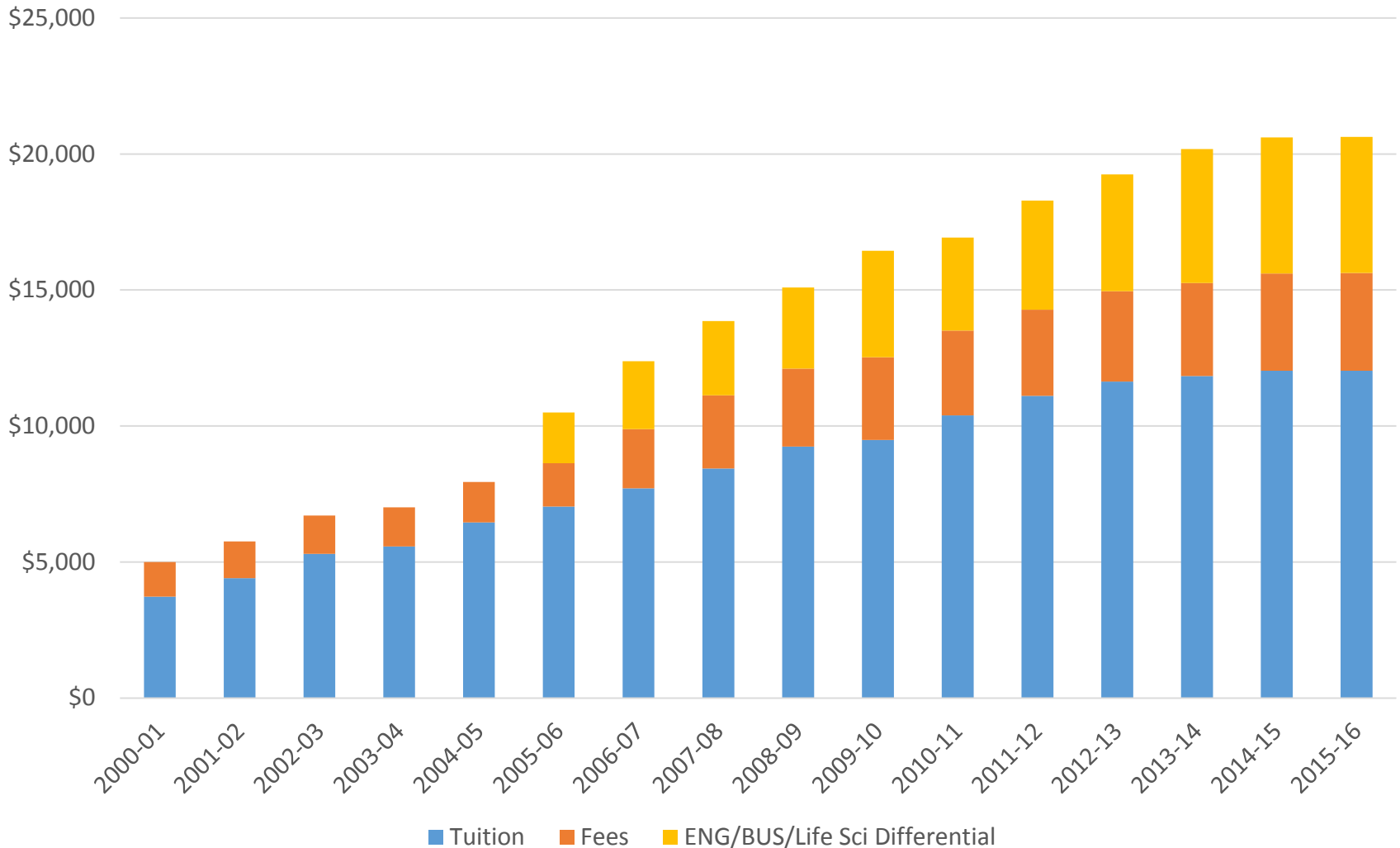
# Six-year graduation rate gaps have been cut in half



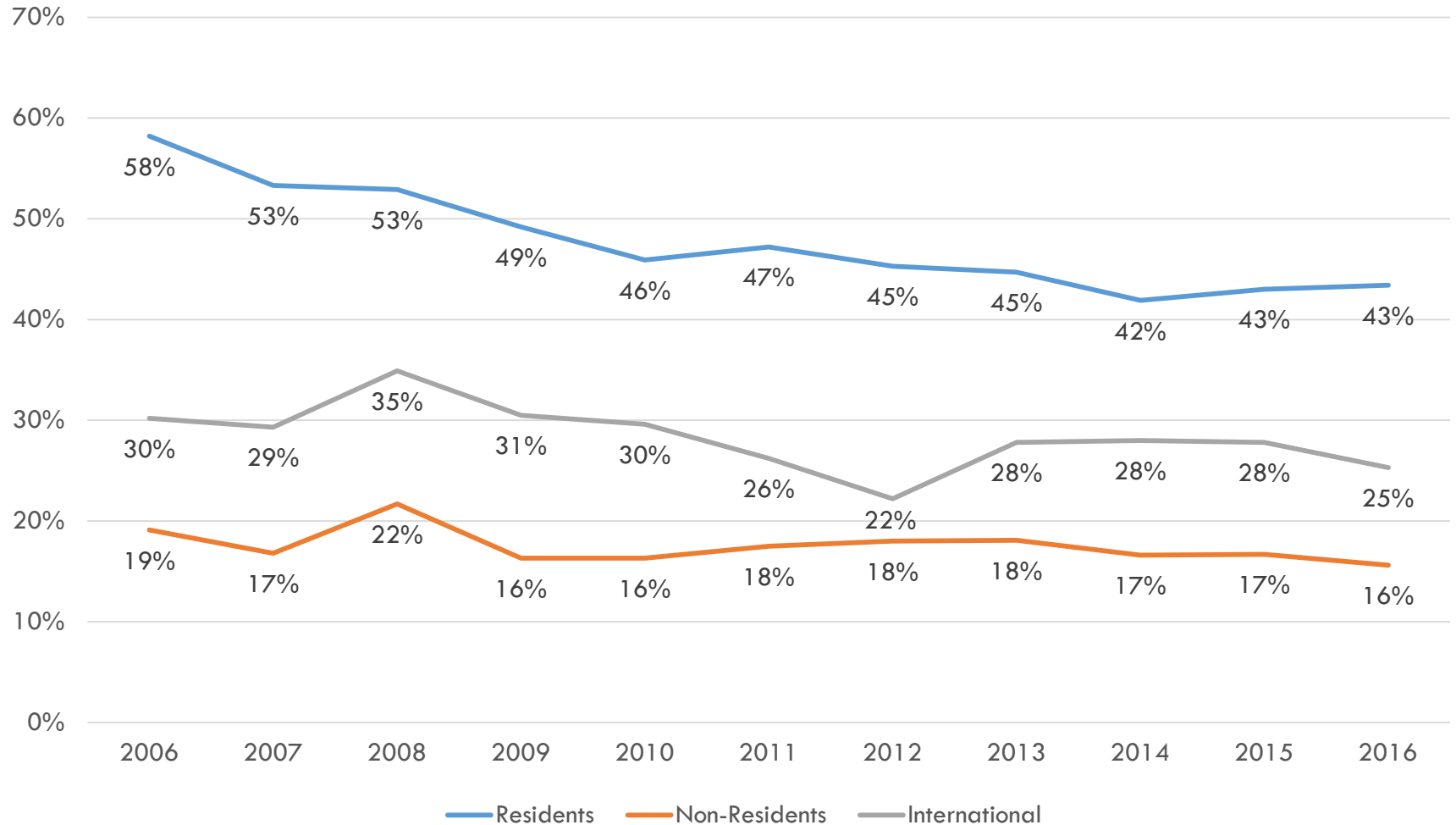
# Affordability



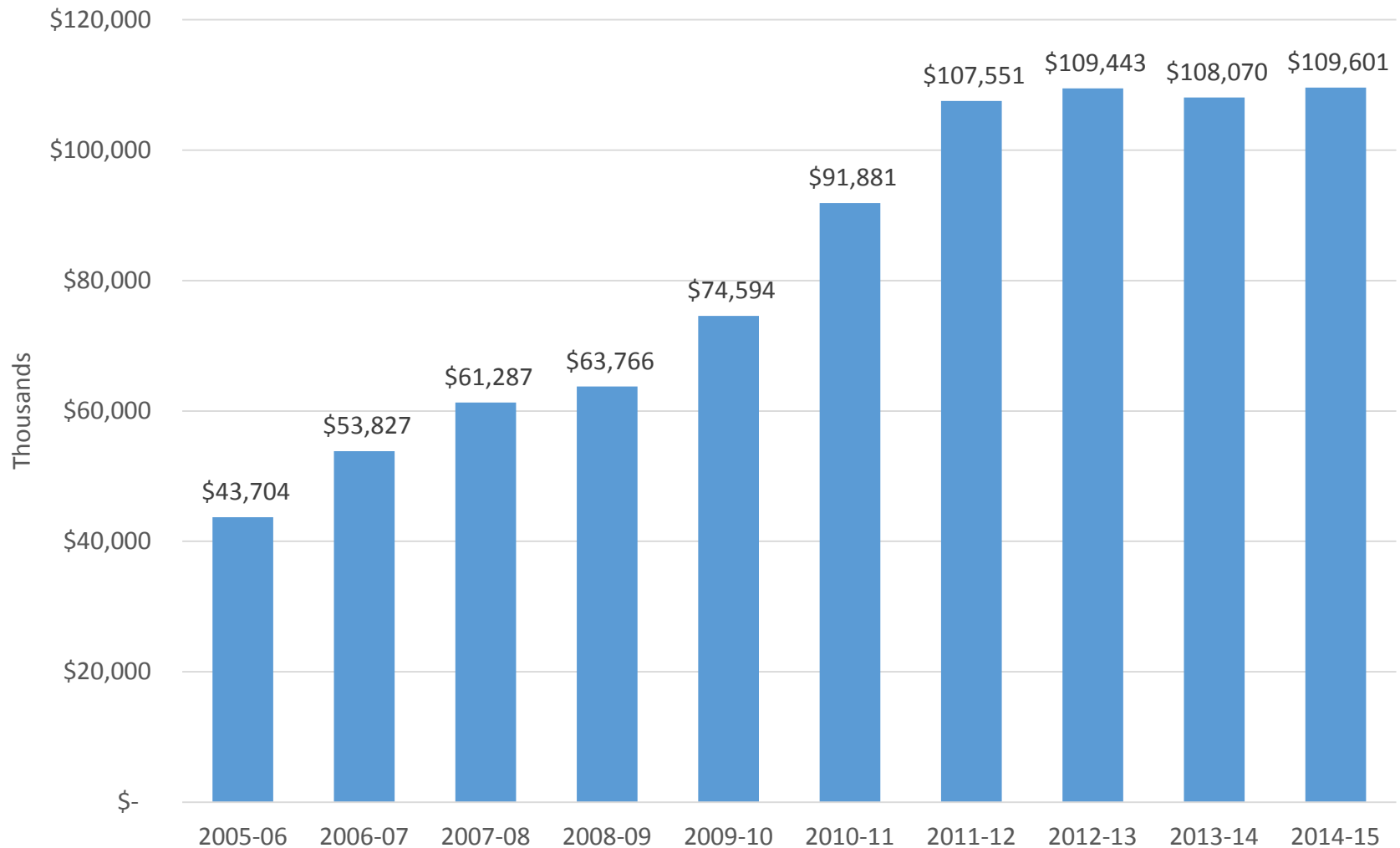
# Tuition and fees have tripled since 2000



# Yields have dropped steadily and significantly



# Unmet financial need has risen significantly, though we have arrested the growth



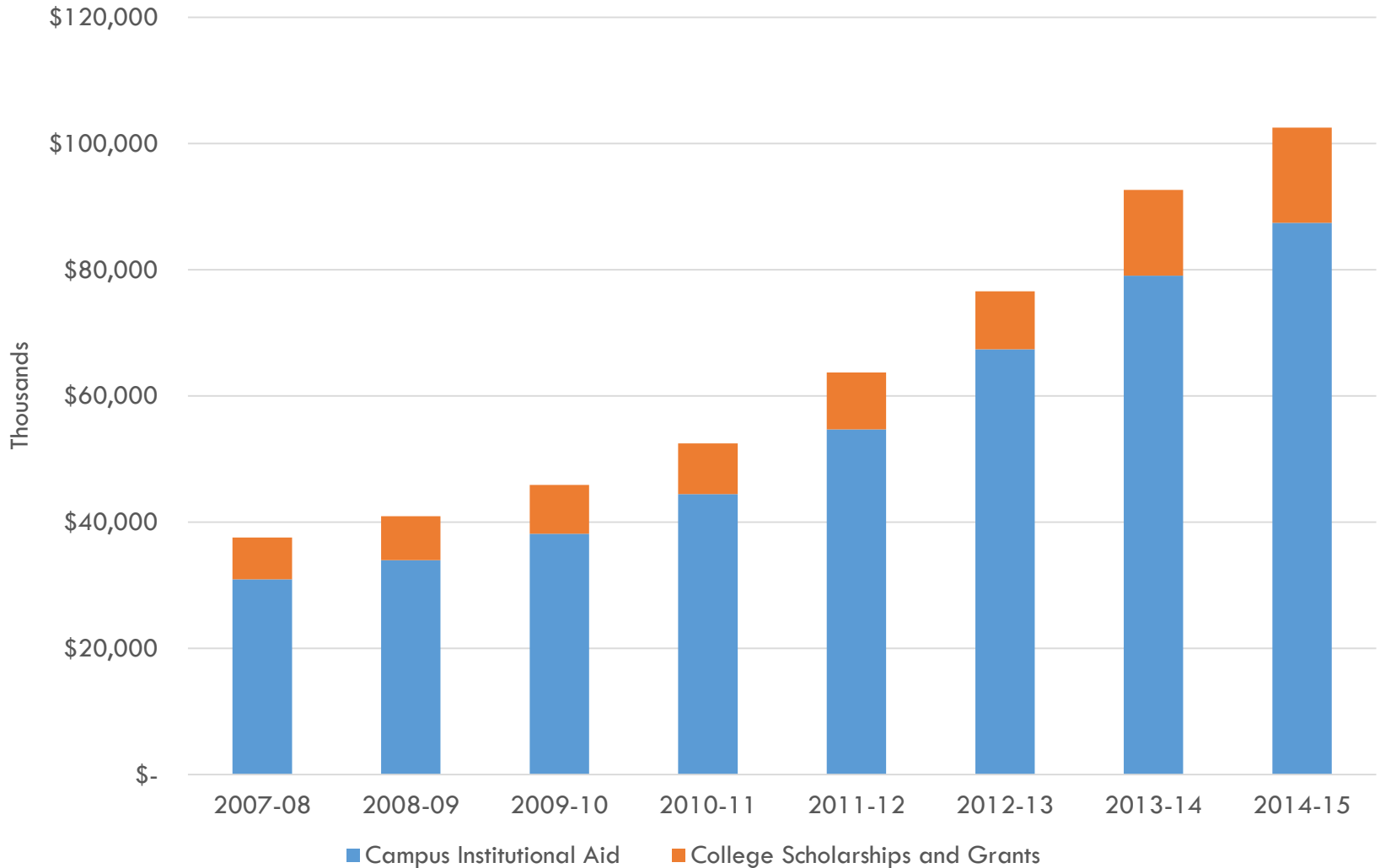


# High cost and low aid are the top reasons students decline admission to Illinois

- 1 The cost to my family (after grants and scholarships) will be less at the college
- 2 I plan to attend. I did not receive large enough scholarship to attend UIUC.
- 3 I received a scholarship from the college I plan to attend.
- 4 I received a larger scholarship from the college I plan to attend.
- 5 I will have fewer loans to repay at the college I plan to attend.
- 6 I received more financial assistance from the college I plan to attend.
- 7 UIUC's tuition costs were higher than those of the college I plan to attend.
- 8 I prefer the location of the college I plan to attend.
- 9 I was expecting a scholarship from UIUC, but did not receive one.
- 10 The college I plan to attend offers better opportunities for internships.



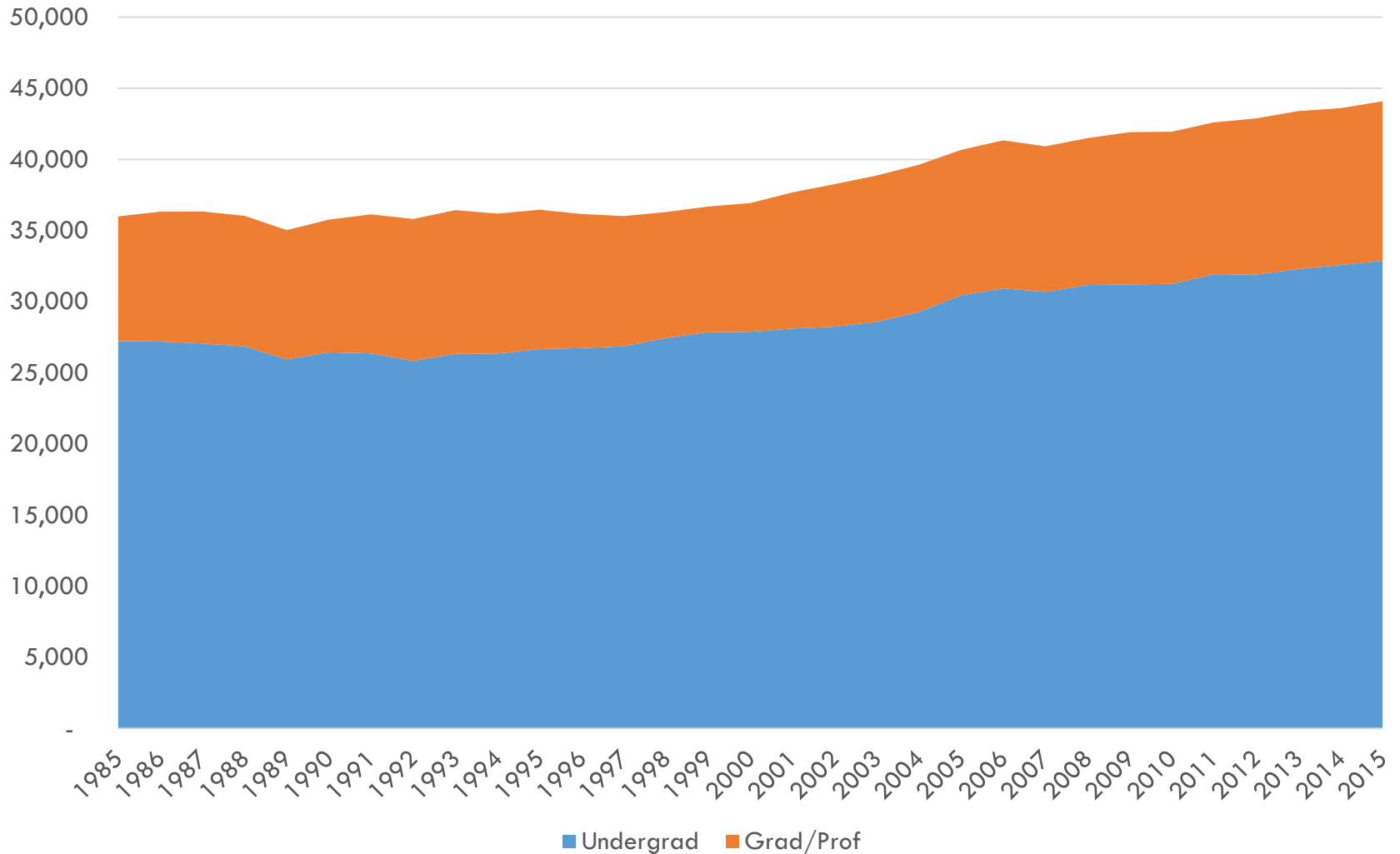
# The campus and colleges have made significant investments in financial aid



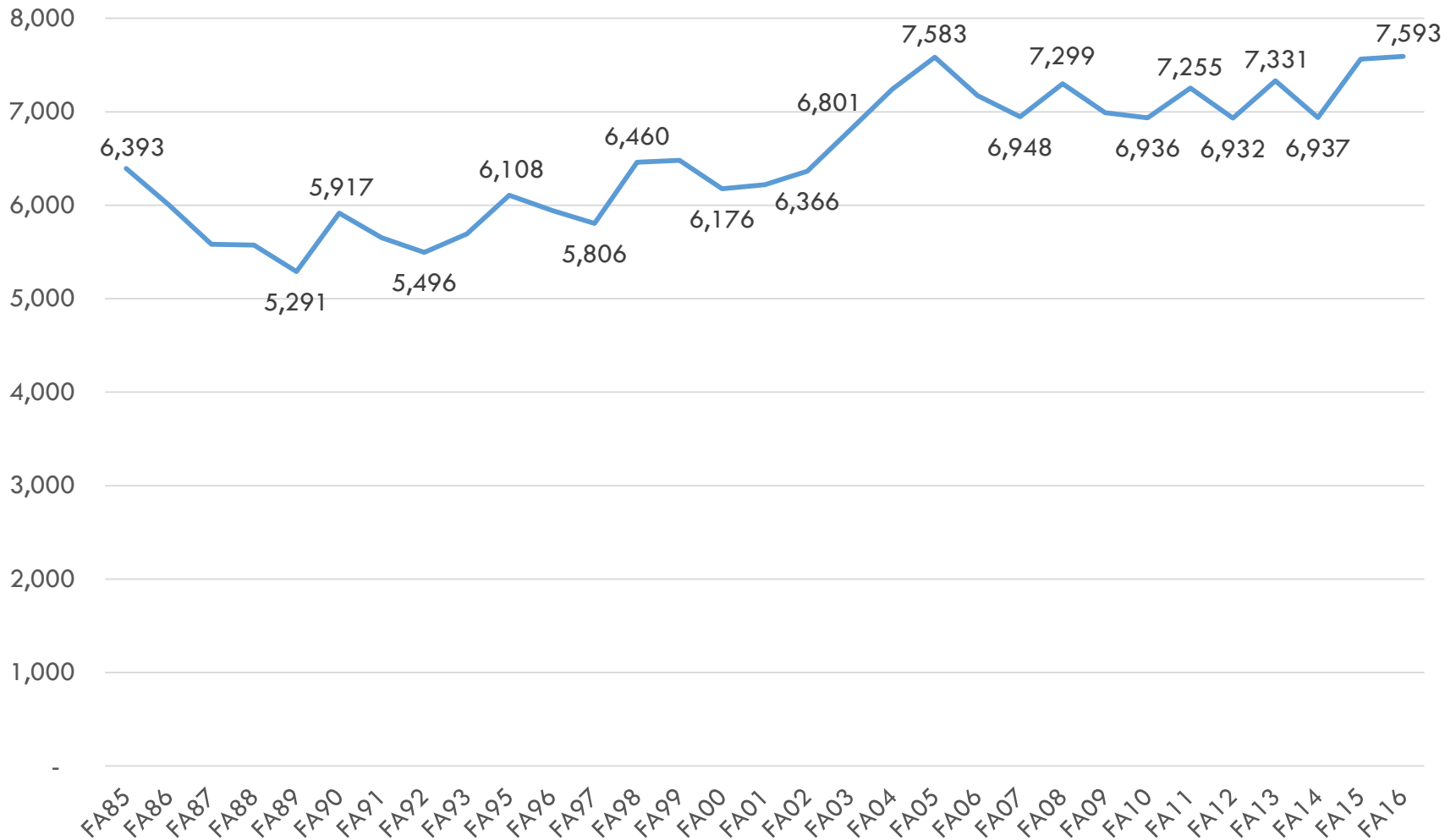
# Growth Considerations



# Enrollments have grown about 1% per year



# Growth has come largely from increasing freshman class sizes



# We are one of the largest universities in the country

- 7,589 freshmen
  - Top five largest freshman classes in the country
  - Larger than all our peer group, except U. of Texas
- 11,413 graduate and professional students
  - 7<sup>th</sup> largest public in the country
- 44,880 total student body
  - 14<sup>th</sup> largest in the country



# Enrollment Management Strategy Committee

- Charles Tucker, Vice Provost for Undergraduate Education and Innovation (Chair)
- Wojtek Chodzko-Zajko, Dean of the Graduate College
- Paul Ellinger, Vice Provost for Budget and Resource Planning
- Vicky Gress, Associate Provost for Budget Planning
- Robert Hauser, Dean, College of ACES (COD representative)
- Dan Mann, Director of Student Financial Aid
- Keith Marshall, Associate Provost for Enrollment Management
- Richard Meisinger, Interim Associate Vice President for Academic Affairs
- Eric Meyer, Associate Professor of Journalism (Senate Representative)
- Kevin Pitts, Associate Dean, College of Engineering (COUD representative)
- Renée Romano, Vice Chancellor for Student Affairs
- Jamelle Sharpe, Professor, College of Law (Faculty Representative)
- Steven Witt, Professor, University Library



# EMSC focused on UA's request for growth

- Asked to develop plans to increase degrees awarded by 10%, 15% and 20% over the next six years
- Final report in August, 2016  
<http://provost.illinois.edu/committees/enrollment-management.html>



# The EMSC report says . . .

- Overall goal: **maximize institutional impact** in a way that is **financially sustainable**  
$$\text{impact} = \text{excellence} \times \text{size}$$
- Excellence relies on
  - Enrolling highly qualified, high-potential students
  - Enrolling a diverse group of students
  - Providing a first-rate educational experience
  - Matching enrollments to program capacities
- Therefore, **grow only where it makes sense**



# EMSC identified growth opportunities, both broadly and specifically

- Limited capacity to grow undergraduates
  - High demand programs: enroll to capacity
  - Under-enrolled programs: all qualified students
- Doctoral enrollments are driven by faculty research and departmental teaching needs
- Significant potential in master's programs; many are being planned or expanded

# Planned growth in graduate degrees exceeds 20%

College	Program	Enrollment	Degrees Per Year	Comments
Business	iMBA	1,500	1,000	Online; began Spring 2016
Engineering	MCS-DS	3,400	1,000	Online; began Fall 2016
Business	MS Accountancy	300	150	Online; begins May 2017
Information Sciences	MS/LIS	70	35	Growth; campus and online
Information Sciences	MS Information Management	275	138	New; on campus Fall 2016, online Spring 2017
LER	MHRIR	100	50	Online; began Fall 2016
LER	MHRIR	60	30	Growth on campus
Media	MS Strategic Brand Communication	150	75	Online; begins Fall 2017
Medicine	MD	144	36	On campus; begins Fall 2018
Social Work	MSW	240	120	Growth on campus
Social Work	MSW	65	33	Growth online
<b>TOTAL</b>		<b>6,304</b>	<b>2,666</b>	

# QUESTIONS?

