



# Admissions Overview

Office of Undergraduate Admissions

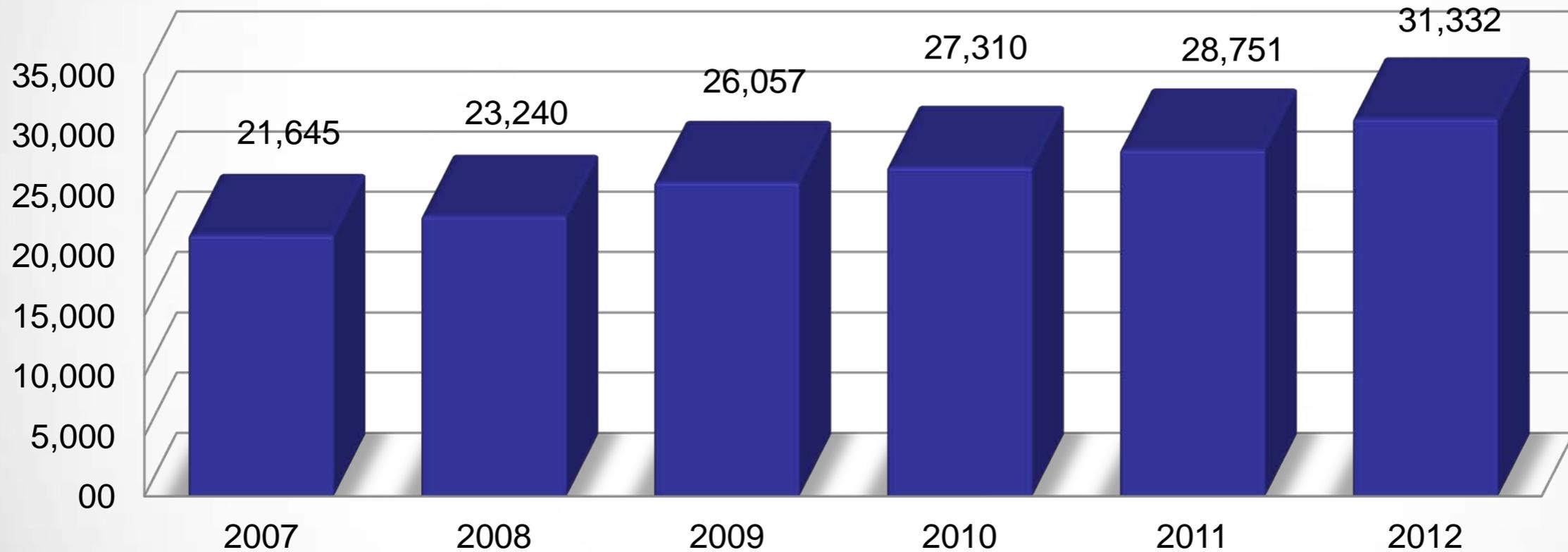
# Presentation Overview

- Trends and Background
- Recruitment Initiatives
- Admissions Process



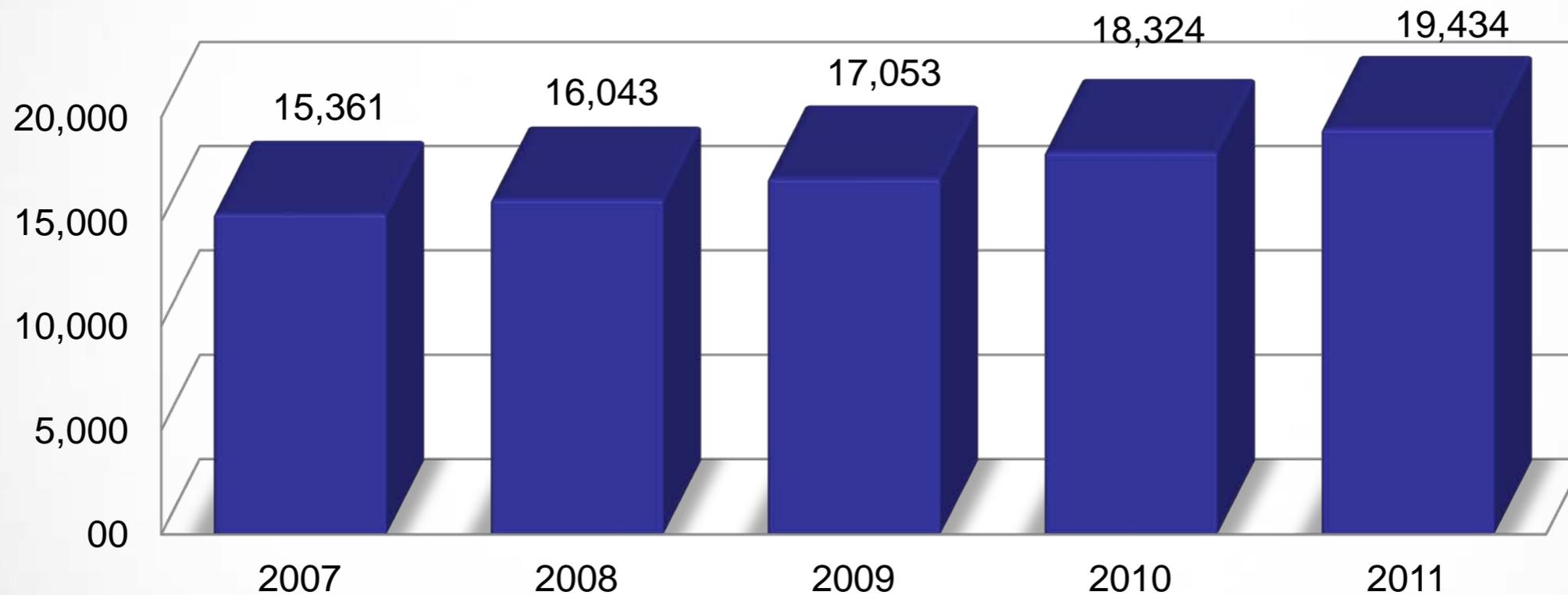
# Application Trends

## Total Freshman Applications



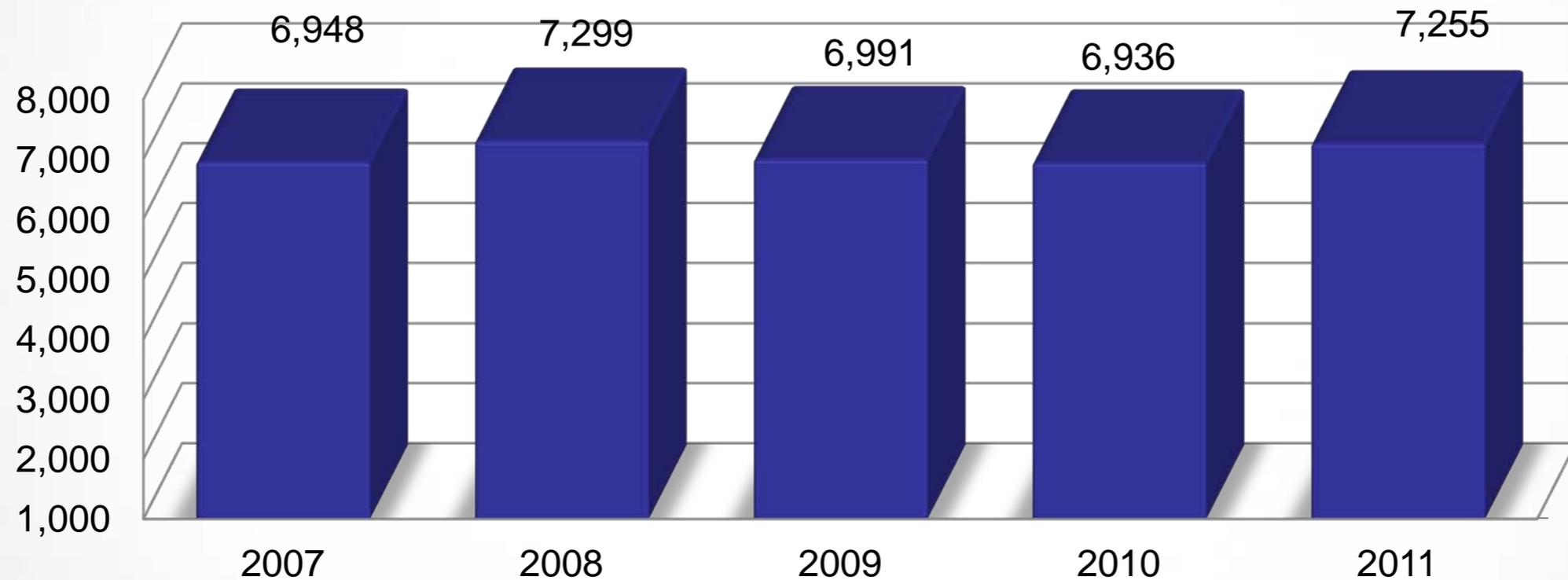
# Admission Trends

## Total Freshman Admits



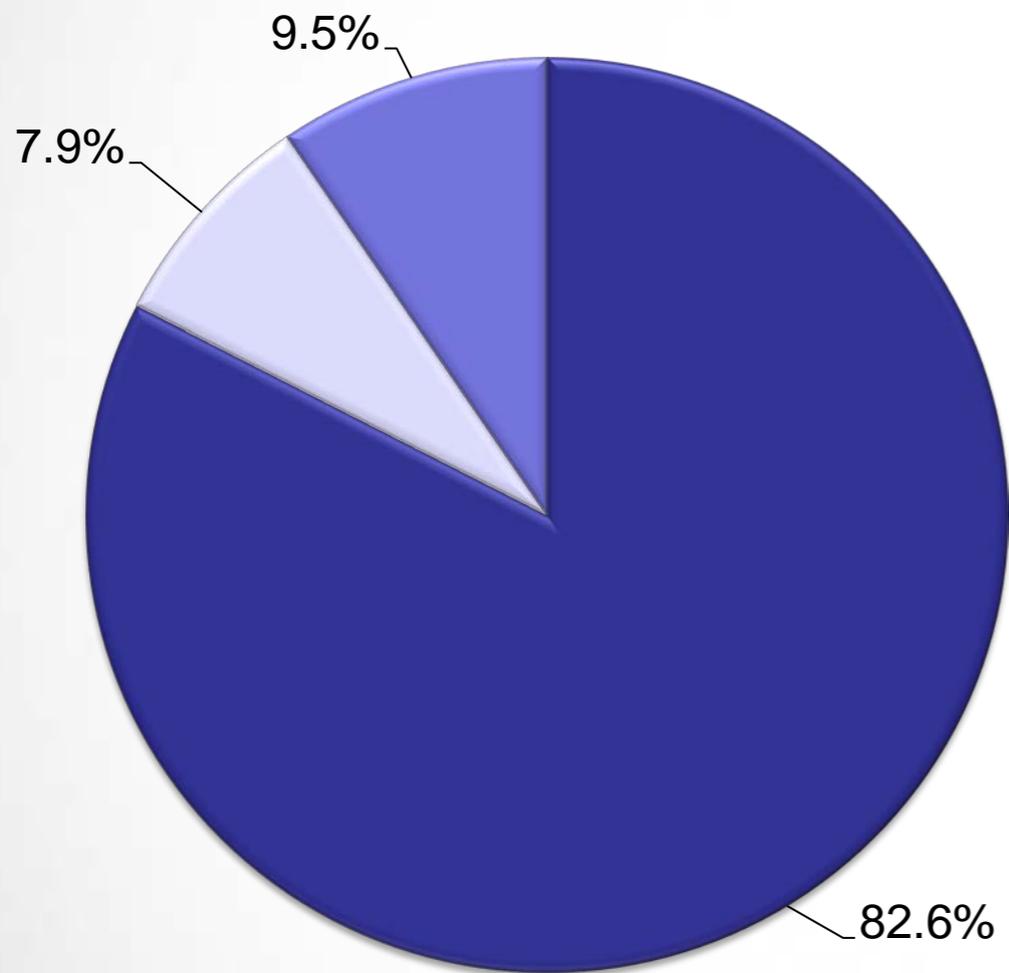
# Enrollment Trends

## Total Freshman Enrollment



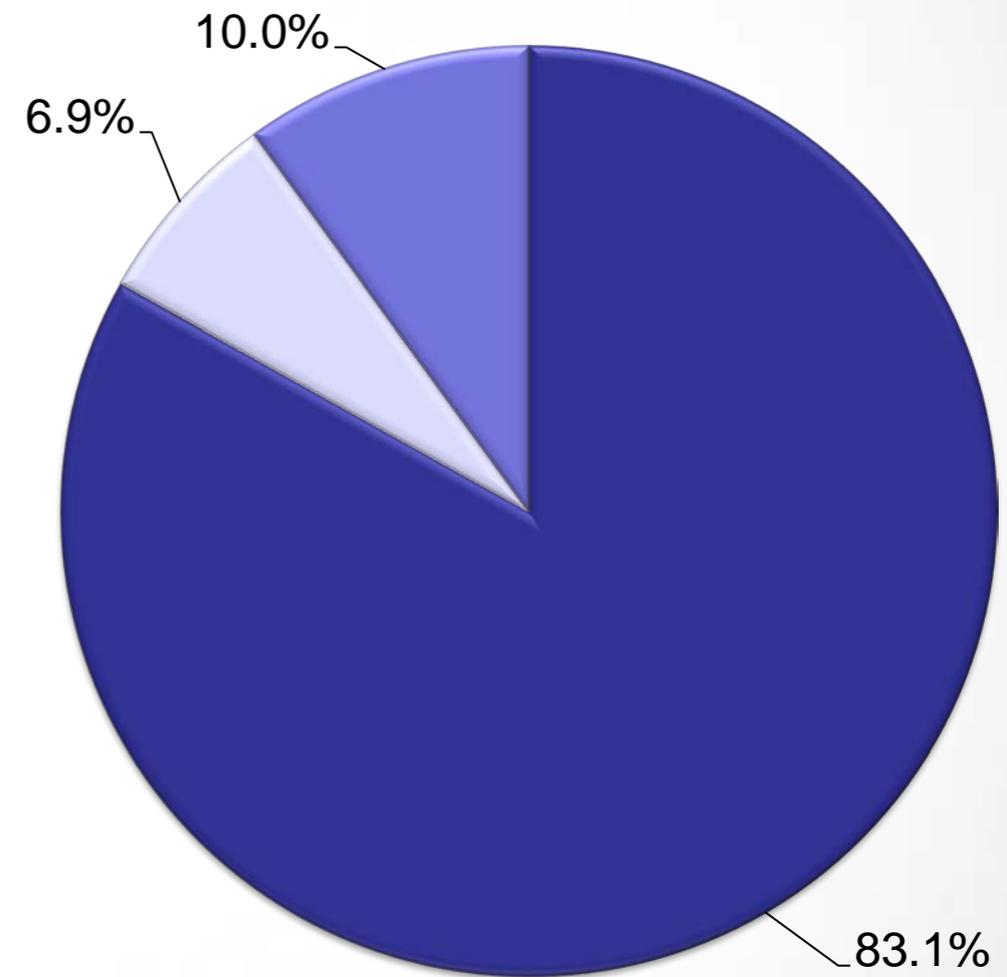
# Enrolled by Residency

2008 Class



■ Resident ■ NonResident ■ International

2009 Class

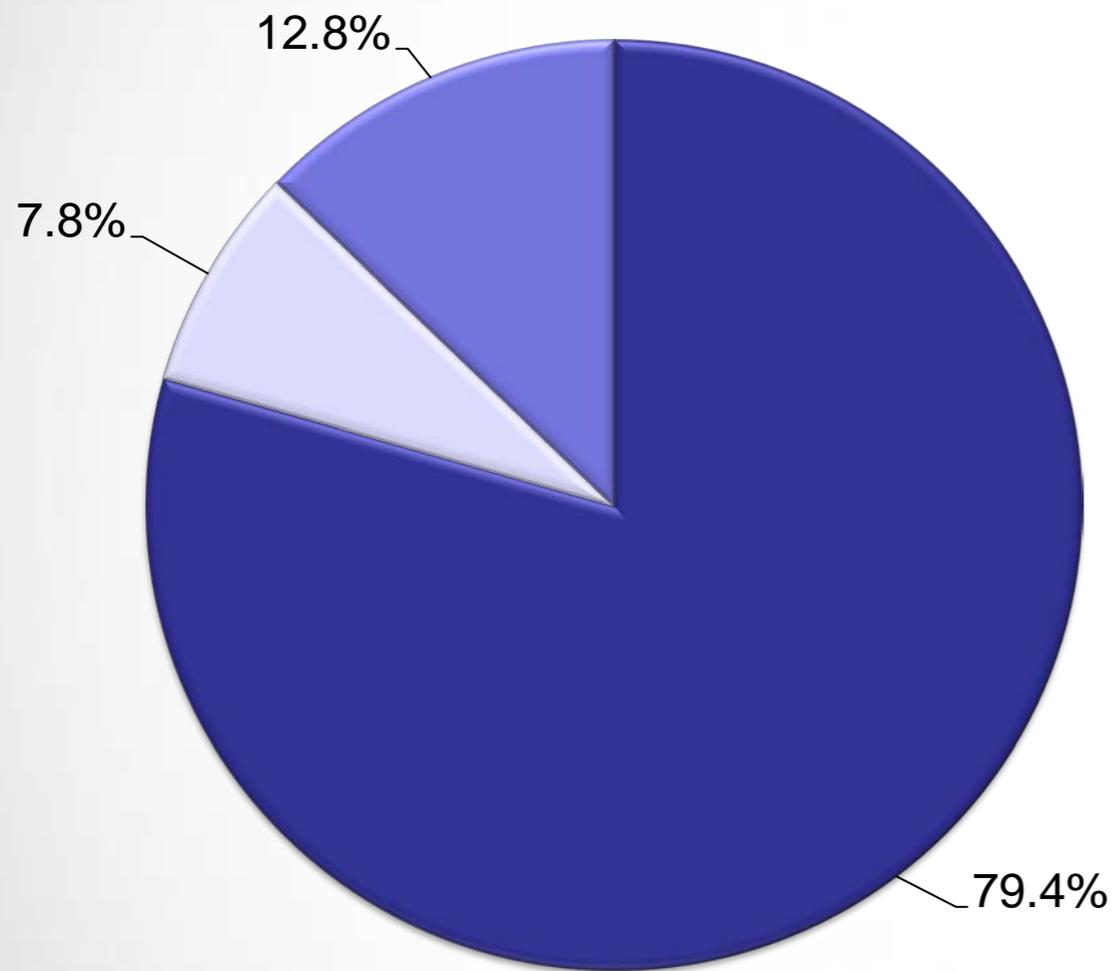


■ Resident ■ NonResident ■ International



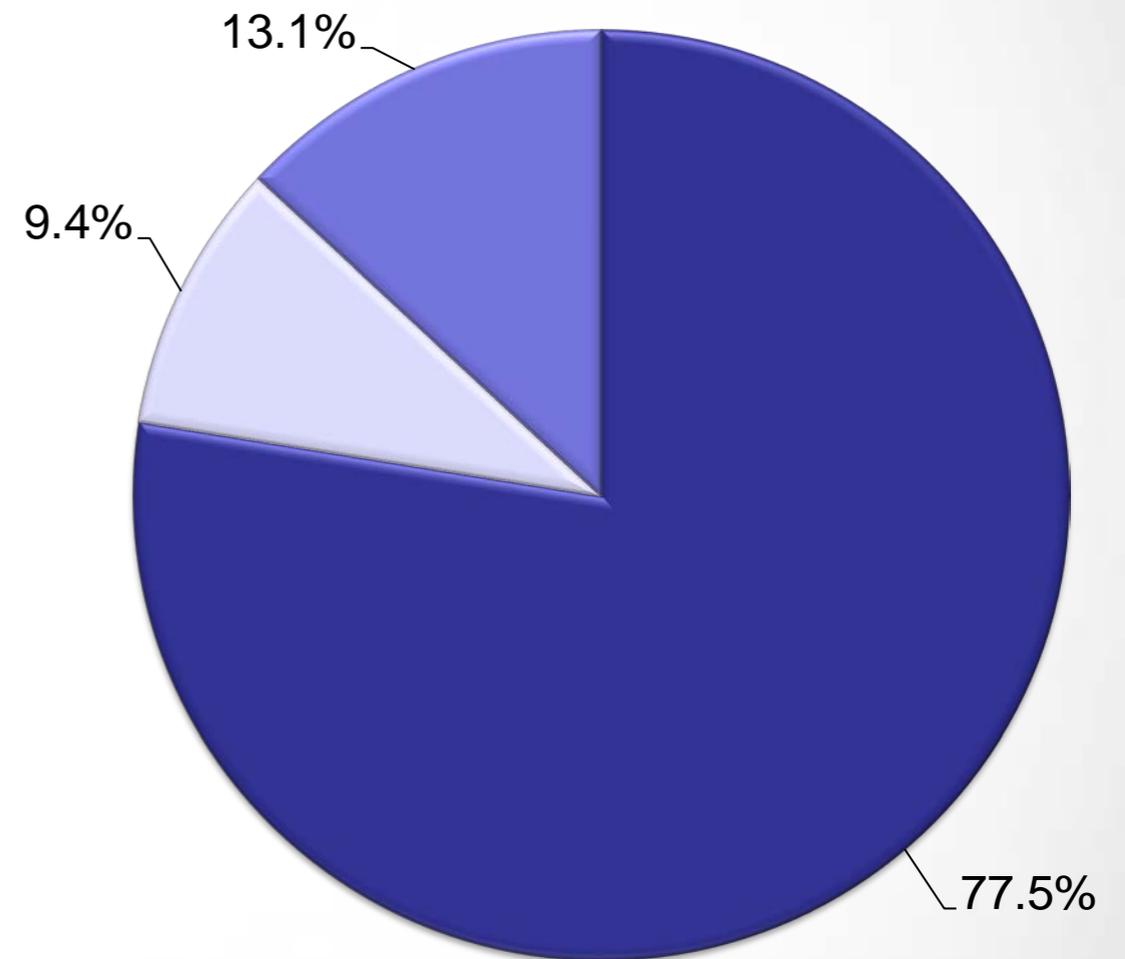
# Enrolled by Residency

2010 Class



■ Resident ■ NonResident ■ International

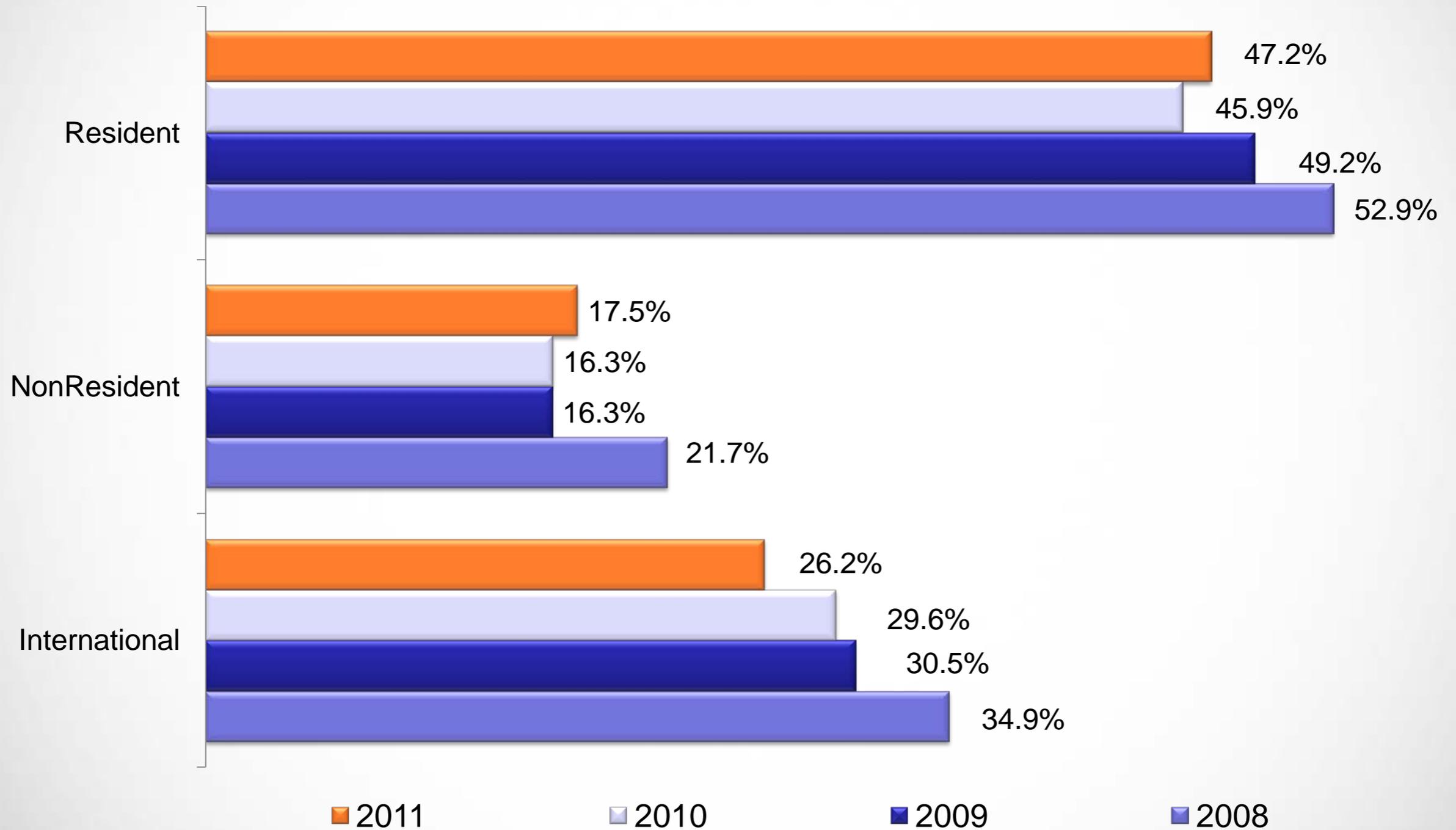
2011 Class



■ Resident ■ NonResident ■ International



# Yield Rates by Residency



# Survey Information

## 2010 Declined Students

What is the one thing Illinois could have done to influence the decision to attend?

Top Five Responses:

- Offer a scholarship
- Offer a larger scholarship
- Lower tuition
- Offer me program of interest (redirected students)
- Better location



# Goals

- Increase freshman applications to exceed 30,000
- Increase quality and diversity of freshman class
- Increase transfer applications to exceed 5,000
- Implement new eAdmit paperless system



# Goals

- Expand Chicago Satellite Office staffing and outreach
- Increase our national recruitment efforts
- Personalize the campus visit experience
- Increase Illinois' brand awareness
- In partnership with colleges, identify and award top students as soon as possible and send one “Big Bang” letter



# High Ability Student Recruitment

## Personal Attention

- Scholar Visit opportunities both fall and spring (personalized visit day)
- Calling campaign to PAP students
- Scholarship brochure and parent letter mailings



# High Ability Student Recruitment Collaborative Efforts

- Joint award letters with both colleges and departments
- Working with colleges to identify high ability students early in the process
- Assisting with the implementation of yield programs for James Scholars



# Diversity Recruitment Potential Pool

## ACT 24-27 Class of 2011

<b>Ethnicity</b>	<b>Potential Applications</b>	<b>Applications</b>	<b>App Percent</b>
White	17778	2979	17%
Multiracial	739	123	17%
Hispanic	1630	580	36%
Black	1117	385	34%
Asian	1302	551	42%
Unknown	773	22	3%
Other	405	12	3%
NA	65	7	11%



# Diversity Recruitment Potential Pool

## ACT 28-36 Class of 2011

<b>Ethnicity</b>	<b>Potential Applications</b>	<b>Applications</b>	<b>App Percent</b>
White	13496	6545	48%
Multiracial	485	294	61%
Hispanic	633	476	75%
Black	290	191	66%
Asian	1573	1334	85%
Unknown	754	82	11%
Other	256	11	4%
NA	28	3	11%



# Diversity Recruitment Early Contacts

- PLAN (pre-ACT) name purchase in sophomore year
- Freshman/sophomore visit program with AVID
- Spring Orange and Blue Days on campus



# Diversity Recruitment Encourage Application

- ACT Name Purchase after Prairie State Exam
- Multicultural Achievement Receptions
- High School Visits and Application workshops
- Invitations to visit campus



# Diversity Recruitment Yield Programs

- PAP Scholarship to high achieving students
- Special campus visit programs – PAP Day and Scholar Visits
- Admitted Student Programs
- VIP and Student Calling Campaigns



# Freshman Application Process

## **Two Deadlines:**

- Priority is November 1
- Regular is January 2

## **Two Decisions Dates:**

- December 16
- February 17



# Required Documents

- Application
- Application fee or waiver
- Self Reported Academic Record
- ACT or SAT test scores



# Review Criteria

- Academic achievement
- Performance on standardized test
- Understanding/commitment to academic program
- Achievement outside the classroom
- Personal characteristics
- Individual circumstances



# Holistic Review

- Each college has an admissions committee made up of admissions and college staff
- Students who have a high level of academic achievement may be admitted without a full review (about 20 percent of the applicant pool)
- All other applicants receive a minimum of two separate reviews and are evaluated based on a variety of criteria, not a point system or formula



# Faculty Involvement

- Video
- Blog
- Appointment with students
- Admitted student programs
- VIP calling campaigns
- Senate Admissions Committee



# Faculty Involvement

## Share Your Story

- Research and Teaching
- Undergraduate involvement
- Other information:
  - Monthly communications
  - Weekly Facebook posts



# Questions?

