



Senate Meeting

October 8, 2012

Stacey Kostell

Assistant Provost for Enrollment Management

UNIVERSITY OF ILLINOIS

AT URBANA-CHAMPAIGN



illinois.edu

Enhance the Enrollment Management Culture at Illinois

- Create a culture among Enrollment Management units that promotes customer service and collaboration.
- Develop a plan to proactively communicate goals and strategies to the broader campus community.



Efficiently Manage the Admissions, Recruitment, Selection, and Enrollment Process

- Increase first-year applications to 32,000.
- Increase transfer applications to 4,500.
- Meet the Fall 2013 first-year enrollment goal of 7,000 and transfer goal of 1,400, and improve quality and diversity of the class.
- Increase the total nonresident population from 24 to 25 percent.



Freshman Applications and Admits 2010-2012 ACT

	APPLICATIONS		ADMITS	
	Total	ACT	Total	ACT
2012	31,454	28.5	19,924	29.7
2011	28,751	28.5	19,434	29.5
2010	27,310	28.2	18,324	29.4



Freshman Enrolled ACT and Top 10% 2010-2012

	Total	ACT	Top 10%
2012	6,932	28.4	53.8
2011	7,255	28.2	51.8
2010	6,936	28.2	55.8



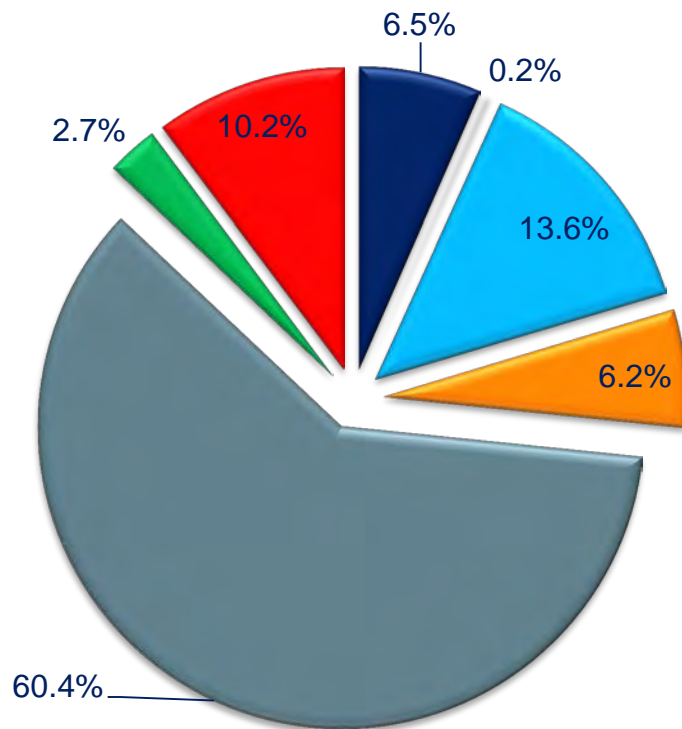
Transfer Applications, Admits, and Enrollment 2010-2012

	2012	2011	2010
Applicants	4,403	4,274	3,806
Admits	2,193	2,213	1,803
Enrolled	1,350	1,398	1,168

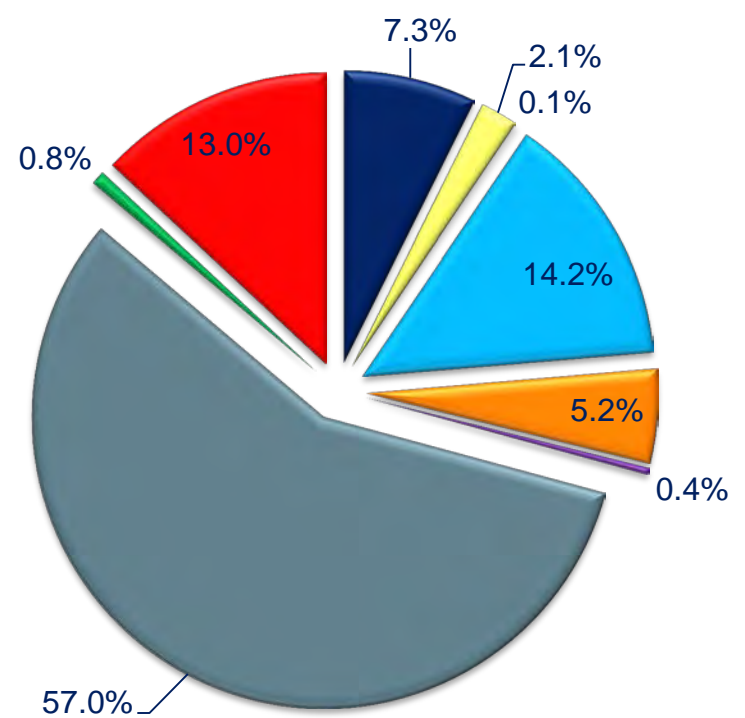


Enrollment by Race/Ethnicity

2009



2010

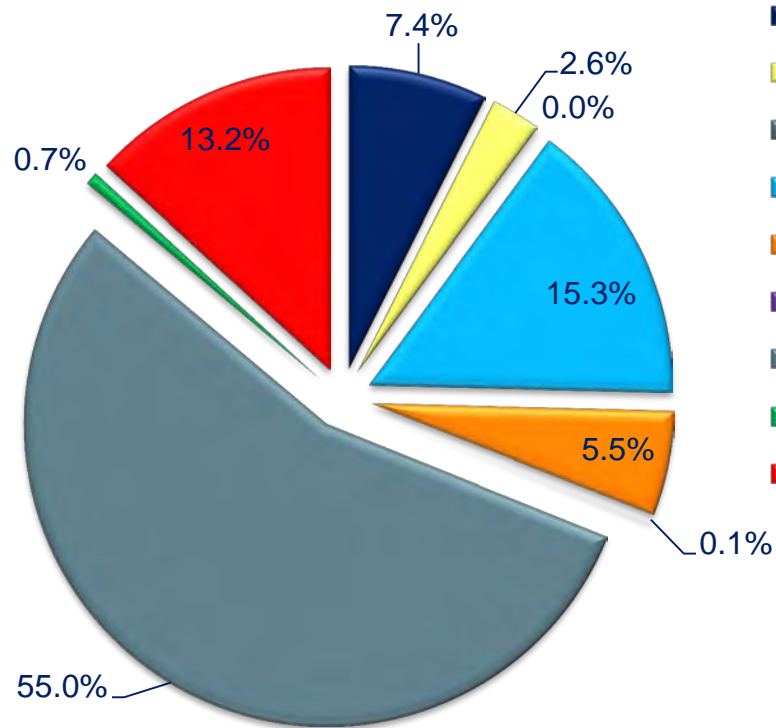


- Hispanic
- Multi
- AI or AN
| ■ Asian |
| ■ Black |
| ■ NH or PI |
| ■ White |
| ■ Other |
| ■ Int'l |

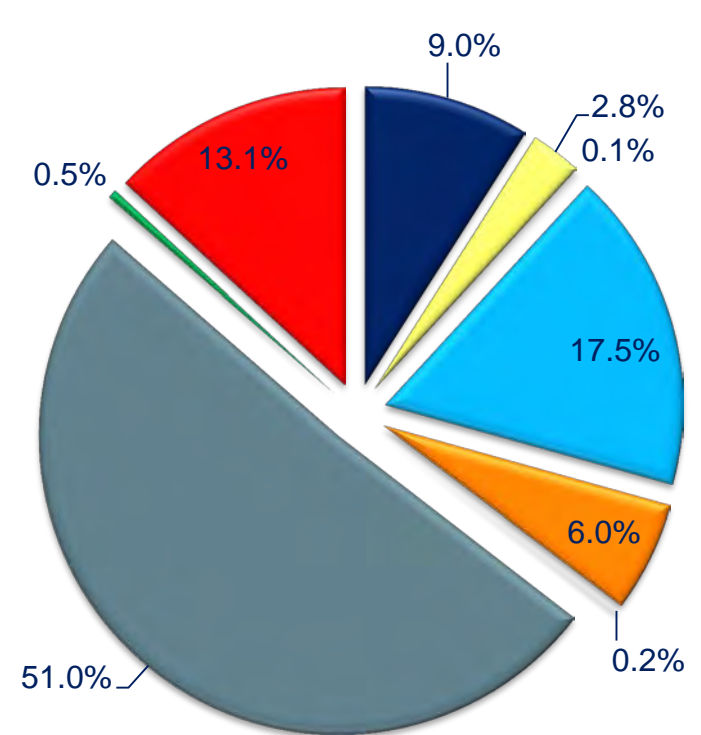


Enrollment by Race/Ethnicity

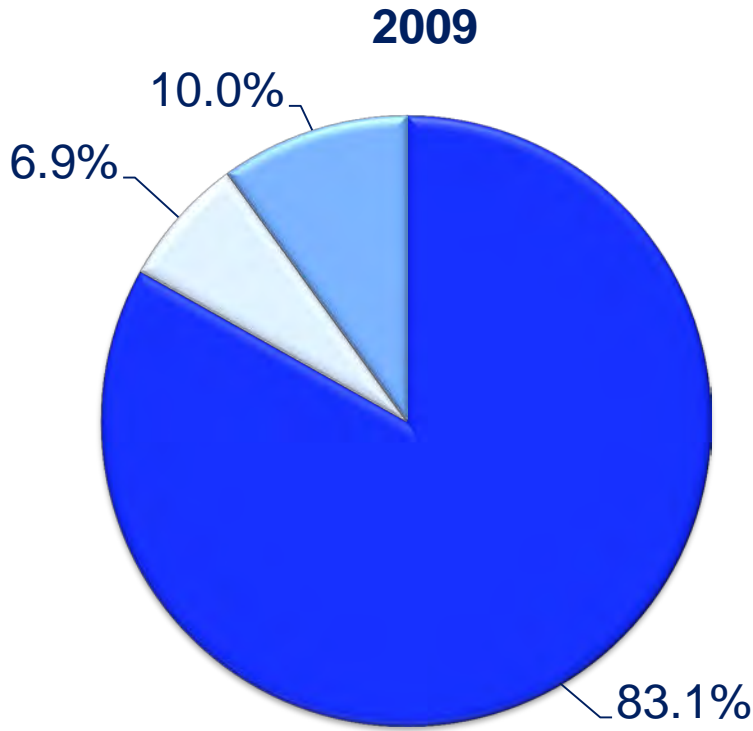
2011



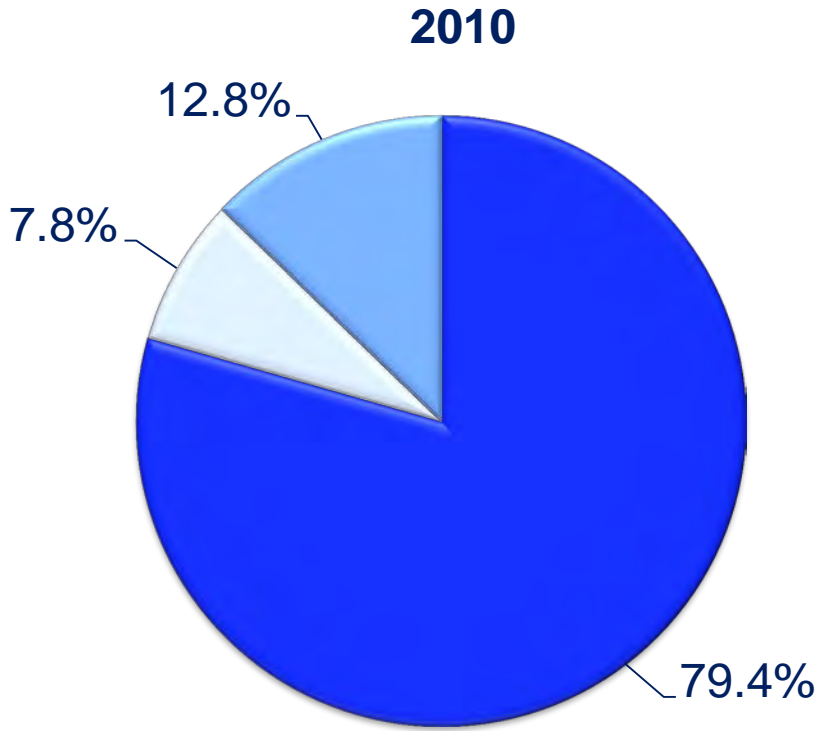
2012



Enrollment by Residency



■ Resident ■ Non Resident ■ Int'l

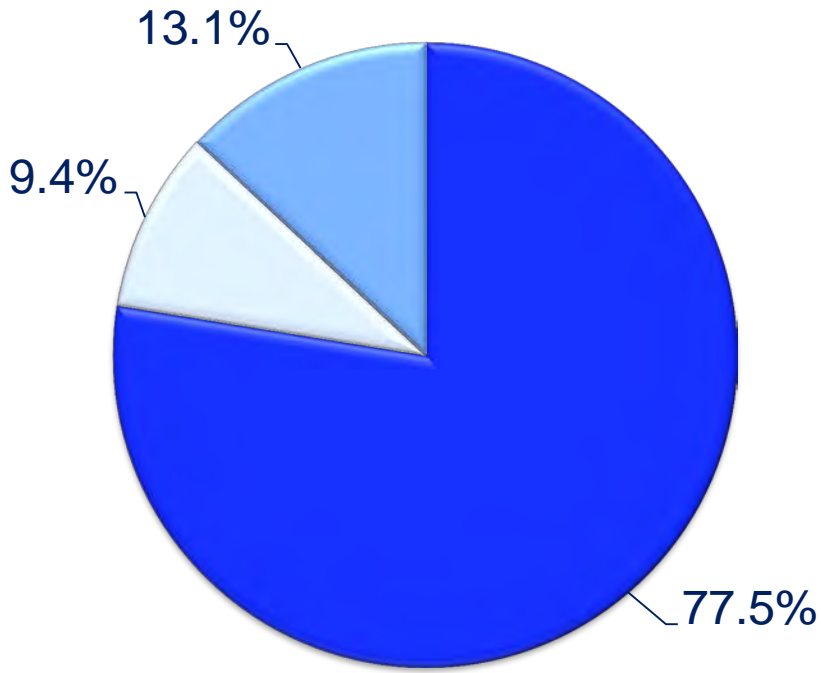


■ Resident ■ Non Resident ■ Int'l



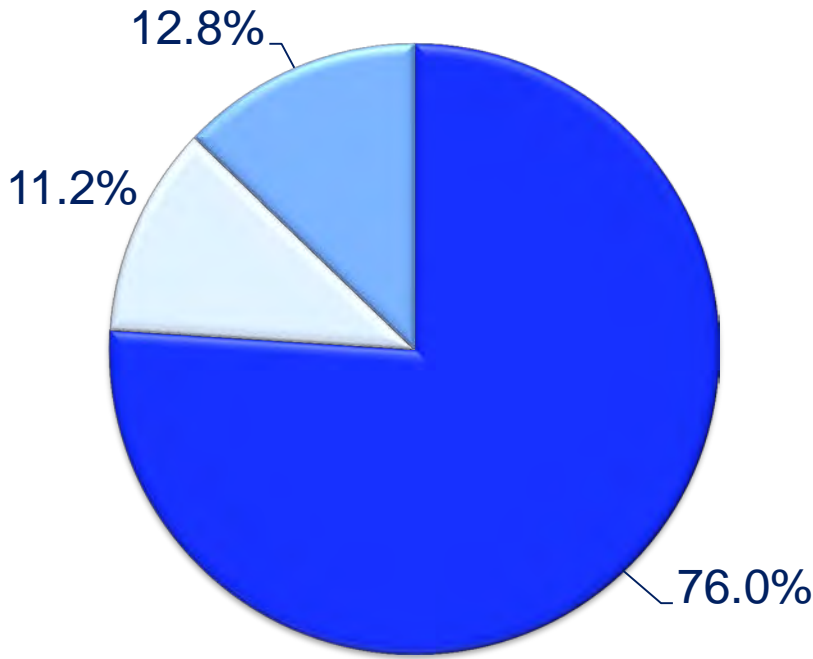
Enrollment by Residency

2011



■ Resident ■ Non Resident ■ Int'l

2012



■ Resident ■ Non Resident ■ Int'l



Enhance Marketing and Communication Efforts to Increase Interest from Prospective Students

- Expand outreach and build a stronger relationship with Chicago Public Schools.
- Increase our national presence and develop new recruitment initiatives across the United States.
- Continue to diversify and maintain the first-year international pool in both country of origin and across a variety of majors.




Enhance Marketing and Communication Efforts to Increase Interest from Prospective Students (cont.)

- Led by the Enrollment Management Communication Unit, work with the academic colleges and other units to establish clear messages and a consistent look for all communications.
- Personalize the campus experience by providing individual visits, incorporating faculty interaction, and showcasing additional campus facilities.



Apply Email

View this e-mail online
Office of Undergraduate Admissions | University of Illinois



APPLICATION DEADLINE: **January 2** [Apply](#)

Time is running out. Apply now!

Time flies and the application deadline will be here before you know it! Take advantage of your winter break and [apply to Illinois](#) before the new year.

Remember, you must **submit your application by January 2, 2012**. All other supporting documents (Self-Reported Academic Record and test scores) must be received by January 12.

[Apply now](#)

Coffee Talk with Illinois Email

[View this e-mail online](#)

Office of Undergraduate Admissions | University of Illinois



Coffee Talk with Illinois

The University of Illinois Office of Undergraduate Admissions invites you to meet one-on-one with your admissions counselor for coffee. Our treat!

This is an opportunity to receive personalized information about the benefits of Illinois, your major of interest, research opportunities, campus life, and the application process.

When:

Tuesday, September 25th 3-7pm

Where:

Portola Coffee Lab
(Inside the OC Mart Mix)
3313 Hyland Ave Suite C
Costa Mesa, CA 92626

A scheduled appointment is required. Please contact [Brittany Jacob](#) to arrange for a time to meet.

We look forward to meeting you.

Please do not reply to this message. [Unsubscribe](#) if you would no longer like to receive emails or other materials from the University of Illinois Undergraduate Admissions Office.

College Email

[View this e-mail online](#)
Office of Undergraduate Admissions | University of Illinois



The College of Media

A World-Class Education in Media at Illinois

Thank you for your interest in the [College of Media](#) at the University of Illinois at Urbana-Champaign! At Illinois, you get the best of both worlds because it merges the benefits of a small, specialized college with a large, research, Division I university.

Benefits of Media

Small College and Large University – Media is a college with less than 1,100 students, which ensures your professors will know you and be able to provide individual attention. Don't worry – your collegiate experiences won't be limited because with more than 30,000 undergraduate students, there is a great mix of people, resources, and activities.

Extracurricular Opportunities – As a media student it's vital to gain practical experience found outside the classroom. At Illinois, it's simple to find internship and professional development opportunities:

- [Daily Illini](#), the campus newspaper
- [WPGU](#), the student-run radio station
- [UI-Z](#), the campus TV station
- Numerous communications departments on campus
- [American Advertising Federation](#)—Illinois has the largest chapter
- Other media-related student organizations, like [Illini Film and Video](#) and [JAMS](#) (Journalism, Advertising, and Media Students)
- TV, news, radio, and PR outlets in Champaign-Urbana

Career Services – Each department in Media has an internship coordinator who works with you in applying for those all-important internships.

Continued on next page

College Email (cont.)

Coordinators will notify you of new opportunities and help you update your resume and apply for positions. Media also takes students on networking trips to New York City, Los Angeles, and Chicago each year.

Well-connected Alumni – Our alumni have gone on to accomplished careers across the media world. In true Illinois fashion, they truly enjoy giving back to current students by visiting classes, presenting to student organizations, or recruiting for open positions.

Benefits of Illinois

- One of the top public universities in the nation
- #1 in the Big Ten for starting salary and mid-career median salary
- #3 in the country in a list of employers looking to hire college graduates
- 400+ study abroad programs in 60+ countries
- A best value in public education

I encourage you to [apply](#) today. If you have questions about Illinois or the admissions process, please contact the Office of Undergraduate Admissions at admissions@illinois.edu or 217.333.0302.

Sincerely,

Julian Parrott
Assistant Dean, College of Media

Please do not reply to this message. [Unsubscribe](#) if you would no longer like to receive emails or other materials from the University of Illinois Undergraduate Admissions Office.

College Confidential



» CC HOME » FORUM HOME

College Confidential > College Admissions and Search > Colleges and Universities > Alphabetic List of Colleges > I
 » University of Illinois - Urbana-Champaign

Register

FAQ

Today's Posts

User Name User Name Remember Me?
 Password [New User](#)
 Search

SIGN UP

Welcome to College Confidential!

The leading college-bound community on the web

Reply to threads, and start your own

Create reports of your campus visits

Share college photos and videos

Find your dream college - save your college search and share with friends

Stay in the loop with our monthly newsletter

Join for FREE now, and start talking with other members, weighing in on community polls, and more.

Also, by registering and logging in you'll see fewer ads and pesky welcome messages (like this one)

[Register Now!](#)



Discussion Menu

- » Discussion Home
- » Help & Rules
- » Latest Posts
- » NEW! CampusVibe™
- » Stats Profiles

Top Forums

- » College Chances
- » College Search
- » College Admissions
- » Financial Aid
- » SAT/ACT
- » Parents
- » Colleges
- » Ivy League

Main CC Site

- » College Confidential
- » College Search
- » College Admissions
- » Paying for College

Sponsors



University of Illinois at Urbana-Champaign

601 E John Street
 Champaign, Illinois 61820-5711
 » [School Info](#)

[APPLY ONLINE](#)

[REQUEST INFO](#)

School Resources

- » Campus Vibe
- » Recent Visits Report
- » Admissions
- » Register as a Prospect

- » Recent Photos
- » Stats Profile
- » Admissions Blog
- » Visit Illinois

- » Recent Videos
- » Campus Web Tour
- » Admissions Social Networks

Profile/Testimonial
 » Sabrina

Category
 Student Profile

Threads in : University of Illinois - Urbana-Champaign

thread / Thread Starter

- » Arab Girl chance me @ priority filling AHS
 mahatolba
- » should i apply to the business program or not?
 lmeaac
- » Chance me Priority Filing @ CoB and CLAS? I'll Chance
 back
 cneogy
- » Housing at Illinois
 fruefrue
- » Huge workload!
 1stEngineer
- » Worth a shot? Help!
 lamthesun
- » nearest state parks to UIUC?
 Idic5
- » For Those Accepted into the Engineering Program (1 2)
 LadyHam
- » Any hope?
 quantumman
- » Does College Choice Affect Admission Chances?
 cinemensch
- » Chances of Getting into College of Engineering

Page 1 of 2 1 2 >

Forum Tools Search this Forum

Last Post	Replies	Views
Today 11:43 AM by mahatolba	2	135
Yesterday 10:22 PM by drusba	7	356
Yesterday 06:21 PM by cneogy	0	367
09-30-2012 03:40 PM by fruefrue	0	161
09-29-2012 06:44 AM by Balthezar	1	283
09-26-2012 01:11 AM by lamthesun	2	353
09-25-2012 03:02 PM by limeromom	2	163
09-25-2012 01:31 PM by LadyHam	19	2,055
09-22-2012 05:16 AM by Loremlpsum	4	559
09-21-2012 11:43 PM by cinemensch	4	511
09-18-2012 08:58 PM by CriesandWhispers	3	625

Continue to Increase Efficiency and Outreach Efforts by Using the Latest Technology

- Develop a dynamic admitted checklist, which will allow students to virtually check off the appropriate steps.
- Explore several options for moving to a new online freshman application for the 2014 application cycle.

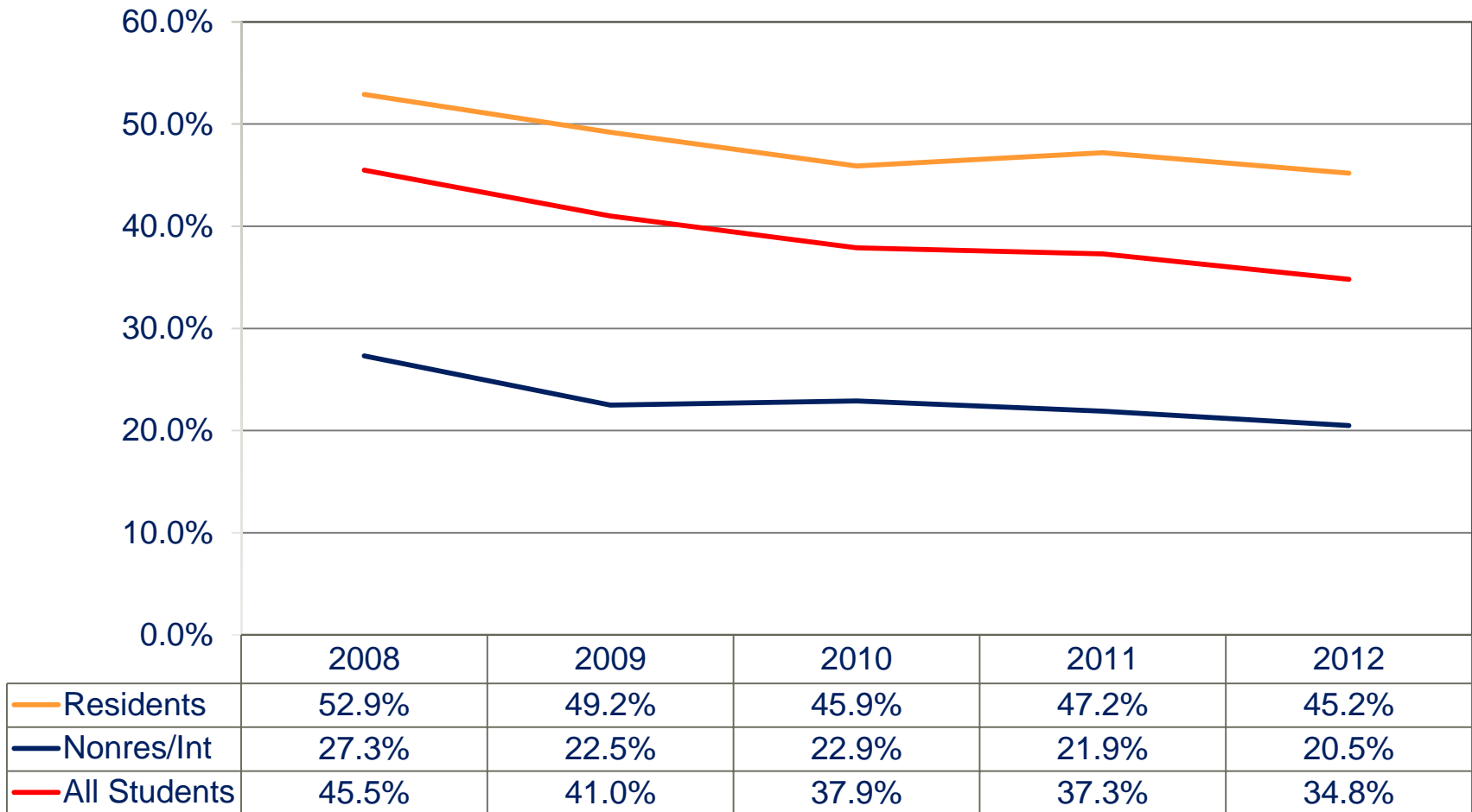


Strengthen the Institutional Aid Strategy

- Enhance the University's capability to proactively predict institutional aid resources to improve affordability, increase yield, and maximize net tuition revenue.
- Hire a consultant to do detailed analysis of current merit aid usage and provide recommendations for improved strategies.
- Create a scholarship website.

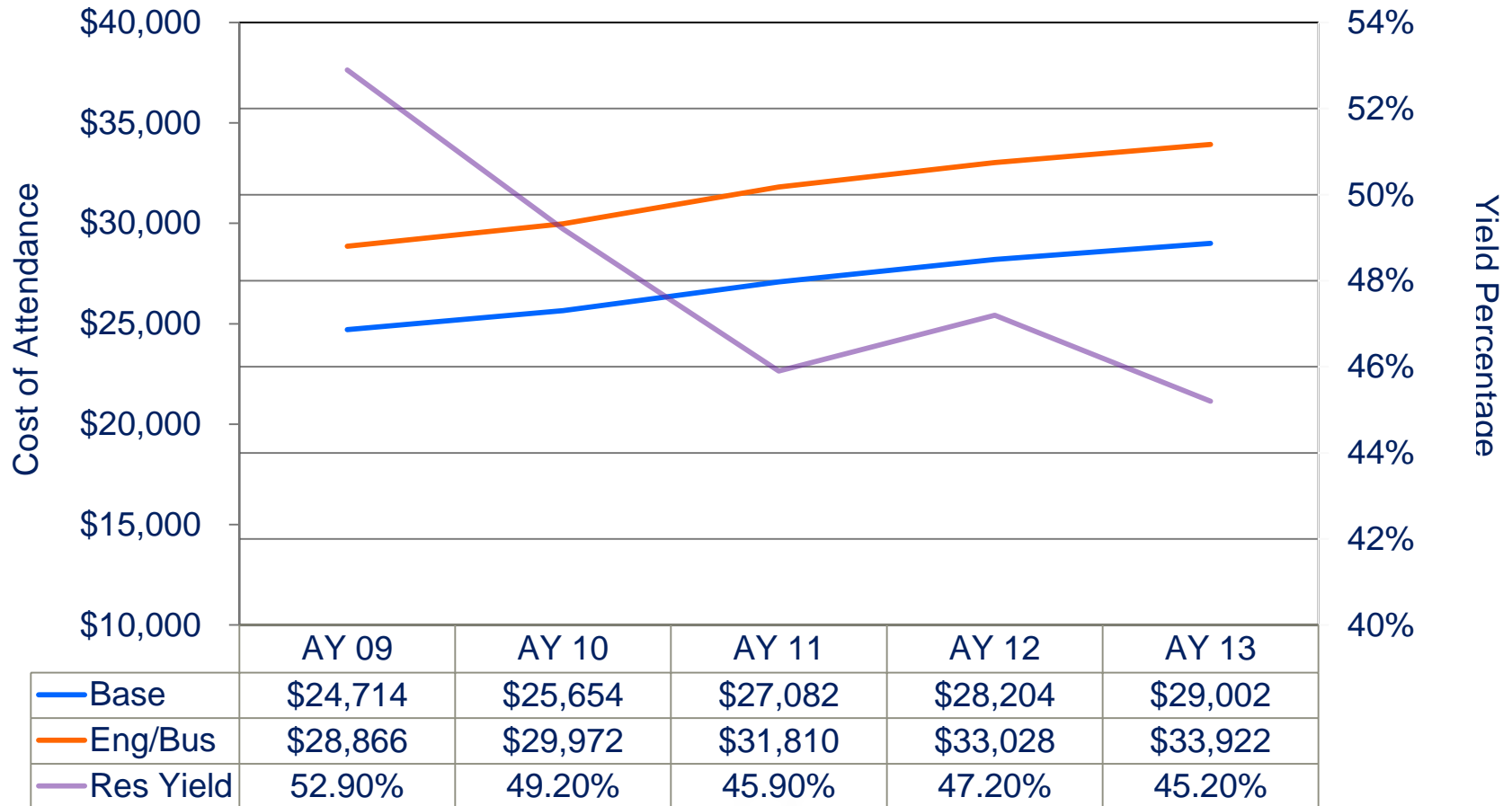


Yields Are Declining in All Groups



While Costs Have Been Increasing

Cost of Attendance and Yield



Cost of Attendance for In-State Freshmen 2012-2013

	<u>Tuition/Fees</u>	<u>Room & Board</u>	<u>Books</u>	<u>Other</u>	<u>Total</u>	<u>Rank</u>
Illinois	\$14,960 (\$19,880)	\$10,332	\$1,200	\$2,510	\$29,002 (\$33,922)	2 (1)
Indiana	\$10,034	\$8,854	\$848	\$3,382	\$23,118	9
Iowa	\$8,057	\$9,170	\$1,090	\$3,515	\$21,832	10
Michigan	\$12,994	\$9,752	\$1,048	\$2,018	\$25,812	3
Michigan State	\$13,264	\$8,526	\$1,026	\$1,854	\$24,670	5
Minnesota	\$13,524	\$8,000	\$1,000	\$2,000	\$24,524	6
Nebraska	\$7,984	\$9,122	\$1,050	\$3,544	\$21,700	11
Ohio State	\$10,034	\$11,182	\$1,248	\$2,386	\$24,850	4
Penn State	\$16,444	\$9,702	\$1,960	\$4,050	\$32,156	1
Purdue	\$9,900	\$10,378	\$1,370	\$1,560	\$23,208	8
Wisconsin	\$10,379	\$8,080	\$1,190	\$4,110	\$23,759	7



Declined Student Survey

One Thing Illinois Could Have Done to Influence Decision to Attend

- Offer scholarship – 33%
- Larger scholarship – 21%
- Lower tuition – 11%
- Offer me program of interest – 8%
- Better location – 5%



What Changed Last Year

- President's Award Program
 - \$5,000 & \$10,000 merit (no need component)
 - Yield 2011-2012 30+ ACT 32.6%
2012-2013 30+ ACT 45.8%
- Increased number of “Big Bang” Letters
- Pilot Program with UAS
 - Yield 2011-2012 Enrolled SOC 4
2012-2013 Enrolled SOC 19
- Added Illinois Achievement



Questions?

Stacey Kostell

Assistant Provost for Enrollment Management

901 W. Illinois Street

Urbana, IL 61801

skostell@illinois.edu

244-4626

