Admissions Overview
Office of Undergraduate Admissions
Presentation Overview

- Trends and Background
- Recruitment Initiatives
- Admissions Process
Application Trends
Total Freshman Applications

<table>
<thead>
<tr>
<th>Year</th>
<th>Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>21,645</td>
</tr>
<tr>
<td>2008</td>
<td>23,240</td>
</tr>
<tr>
<td>2009</td>
<td>26,057</td>
</tr>
<tr>
<td>2010</td>
<td>27,310</td>
</tr>
<tr>
<td>2011</td>
<td>28,751</td>
</tr>
<tr>
<td>2012</td>
<td>31,332</td>
</tr>
</tbody>
</table>
Admission Trends
Total Freshman Admits

<table>
<thead>
<tr>
<th>Year</th>
<th>Admits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>15,361</td>
</tr>
<tr>
<td>2008</td>
<td>16,043</td>
</tr>
<tr>
<td>2009</td>
<td>17,053</td>
</tr>
<tr>
<td>2010</td>
<td>18,324</td>
</tr>
<tr>
<td>2011</td>
<td>19,434</td>
</tr>
</tbody>
</table>
Enrollment Trends
Total Freshman Enrollment

- 2007: 6,948
- 2008: 7,299
- 2009: 6,991
- 2010: 6,936
- 2011: 7,255
Enrolled by Residency

2008 Class
- Resident: 82.6%
- NonResident: 7.9%
- International: 9.5%

2009 Class
- Resident: 83.1%
- NonResident: 6.9%
- International: 10.0%

Admissions Overview
Yield Rates by Residency

Resident
- 2011: 47.2%
- 2010: 45.9%
- 2009: 49.2%
- 2008: 52.9%

NonResident
- 2011: 17.5%
- 2010: 16.3%
- 2009: 16.3%
- 2008: 21.7%

International
- 2011: 26.2%
- 2010: 29.6%
- 2009: 30.5%
- 2008: 34.9%
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

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Potential Applications</th>
<th>Applications</th>
<th>App Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>17778</td>
<td>2979</td>
<td>17%</td>
</tr>
<tr>
<td>Multiracial</td>
<td>739</td>
<td>123</td>
<td>17%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>1630</td>
<td>580</td>
<td>36%</td>
</tr>
<tr>
<td>Black</td>
<td>1117</td>
<td>385</td>
<td>34%</td>
</tr>
<tr>
<td>Asian</td>
<td>1302</td>
<td>551</td>
<td>42%</td>
</tr>
<tr>
<td>Unknown</td>
<td>773</td>
<td>22</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>405</td>
<td>12</td>
<td>3%</td>
</tr>
<tr>
<td>NA</td>
<td>65</td>
<td>7</td>
<td>11%</td>
</tr>
</tbody>
</table>
Diversity Recruitment
Potential Pool

ACT 28-36 Class of 2011

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Potential Applications</th>
<th>Applications</th>
<th>App Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>13496</td>
<td>6545</td>
<td>48%</td>
</tr>
<tr>
<td>Multiracial</td>
<td>485</td>
<td>294</td>
<td>61%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>633</td>
<td>476</td>
<td>75%</td>
</tr>
<tr>
<td>Black</td>
<td>290</td>
<td>191</td>
<td>66%</td>
</tr>
<tr>
<td>Asian</td>
<td>1573</td>
<td>1334</td>
<td>85%</td>
</tr>
<tr>
<td>Unknown</td>
<td>754</td>
<td>82</td>
<td>11%</td>
</tr>
<tr>
<td>Other</td>
<td>256</td>
<td>11</td>
<td>4%</td>
</tr>
<tr>
<td>NA</td>
<td>28</td>
<td>3</td>
<td>11%</td>
</tr>
</tbody>
</table>
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:
  o Monthly communications
  o Weekly Facebook posts
Questions?