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

<table>
<thead>
<tr>
<th></th>
<th>APPLICATIONS</th>
<th></th>
<th>ADMIITS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>ACT</td>
<td>Total</td>
<td>ACT</td>
</tr>
<tr>
<td>2012</td>
<td>31,454</td>
<td>28.5</td>
<td>19,924</td>
<td>29.7</td>
</tr>
<tr>
<td>2011</td>
<td>28,751</td>
<td>28.5</td>
<td>19,434</td>
<td>29.5</td>
</tr>
<tr>
<td>2010</td>
<td>27,310</td>
<td>28.2</td>
<td>18,324</td>
<td>29.4</td>
</tr>
<tr>
<td>Year</td>
<td>Total</td>
<td>ACT</td>
<td>Top 10%</td>
<td></td>
</tr>
<tr>
<td>------</td>
<td>--------</td>
<td>-----</td>
<td>---------</td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td>6,932</td>
<td>28.4</td>
<td>53.8</td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>7,255</td>
<td>28.2</td>
<td>51.8</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>6,936</td>
<td>28.2</td>
<td>55.8</td>
<td></td>
</tr>
</tbody>
</table>
## Transfer Applications, Admits, and Enrollment 2010-2012

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applicants</td>
<td>4,403</td>
<td>4,274</td>
<td>3,806</td>
</tr>
<tr>
<td>Admits</td>
<td>2,193</td>
<td>2,213</td>
<td>1,803</td>
</tr>
<tr>
<td>Enrolled</td>
<td>1,350</td>
<td>1,398</td>
<td>1,168</td>
</tr>
</tbody>
</table>
Enrollment by Race/Ethnicity

2009

- Hispanic: 6.5%
- Multi: 0.2%
- AI or AN: 2.7%
- Asian: 10.2%
- Black: 13.6%
- NH or PI: 6.2%
- White: 0.8%
- Other: 14.2%
- Int'l: 57.0%

2010

- Hispanic: 7.3%
- Multi: 0.1%
- AI or AN: 2.1%
- Asian: 13.0%
- Black: 5.2%
- NH or PI: 0.4%
- White: 14.2%
- Other: 5.2%
- Int'l: 57.0%
Enrollment by Residency

2009
- Resident: 83.1%
- Non Resident: 6.9%
- Int’l: 10.0%

2010
- Resident: 79.4%
- Non Resident: 7.8%
- Int’l: 12.8%
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.
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.
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.
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-7, 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.
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](mailto: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.
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

<table>
<thead>
<tr>
<th>Year</th>
<th>Residents</th>
<th>Nonres/Int</th>
<th>All Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>52.9%</td>
<td>27.3%</td>
<td>45.5%</td>
</tr>
<tr>
<td>2009</td>
<td>49.2%</td>
<td>22.5%</td>
<td>41.0%</td>
</tr>
<tr>
<td>2010</td>
<td>45.9%</td>
<td>22.9%</td>
<td>37.9%</td>
</tr>
<tr>
<td>2011</td>
<td>47.2%</td>
<td>21.9%</td>
<td>37.3%</td>
</tr>
<tr>
<td>2012</td>
<td>45.2%</td>
<td>20.5%</td>
<td>34.8%</td>
</tr>
</tbody>
</table>
While Costs Have Been Increasing
Cost of Attendance and Yield

<table>
<thead>
<tr>
<th>Year</th>
<th>Base</th>
<th>Eng/Bus</th>
<th>Res Yield</th>
</tr>
</thead>
<tbody>
<tr>
<td>AY 09</td>
<td>$24,714</td>
<td>$28,866</td>
<td>52.90%</td>
</tr>
<tr>
<td>AY 10</td>
<td>$25,654</td>
<td>$29,972</td>
<td>49.20%</td>
</tr>
<tr>
<td>AY 11</td>
<td>$27,082</td>
<td>$31,810</td>
<td>45.90%</td>
</tr>
<tr>
<td>AY 12</td>
<td>$28,204</td>
<td>$33,028</td>
<td>47.20%</td>
</tr>
<tr>
<td>AY 13</td>
<td>$29,002</td>
<td>$33,922</td>
<td>45.20%</td>
</tr>
</tbody>
</table>
## Cost of Attendance for In-State Freshmen
### 2012-2013

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

*Source: Big 10 Financial Aid Directors*
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