Enrollment Update
UIC Leadership Retreat
August 19, 2014

Kevin Browne
Vice Provost for Academic and Enrollment Services
Anticipating Fall 2014

• Overall campus enrollment expected 27,600
• Proportion of undergraduate (60%) to graduate/professional (40%) similar to past years
• At undergraduate level
  • Changes in mix of student type across new freshmen and new transfer
• Increasing student diversity
Fall 2014 Registrations to Date

- Campus = 25,812 (to date)

Fall 2014 Campus Enrollment Distribution (to Date)

- Undergrad, 64%
- Grad, 27%
- Prof, 10%

CENSUS DATE is September 5, 2014.
Fall 2014 Registrations to Date

- Undergraduate = 16,426 (to date)

Fall 2014 Undergraduate Enrollment Distribution by Racial/Ethnic

- Caucasian: 36%
- Hispanic: 26%
- Asian: 23%
- Afr Amer: 8%
- Other: 5%
- Interntl: 2%

CENSUS DATE is September 5, 2014.
Role of Financial Aid

- Over 70% of all undergraduates receive some type of grant or scholarship aid
- Over 50% are Pell-eligible
- UIC receives more Illinois Monetary Award Program (MAP) grants and total dollars than any other institution in Illinois
- Student aid packages impact enrollment decisions
- This is particularly relevant to MAP funds
State MAP Grant Funds Exhausted Earlier

Suspension dates have been getting earlier every year.

- 2008: August 16
- 2009: July 26
- 2010: May 15
- 2011: April 19
- 2012: March 26
- 2013: March 19
Recruiting for Student Success

• Student Success Plan articulates the continuum of student success
  • From prospective students to engaged alumni
  • Existing programs and efforts are the foundation
  • Ambitious goals for the future
Undergraduate Retention & Graduation Rates

1-yr Retention

6-yr Graduation

Fall 2014 Application/Admit Process

- Second year of Common Application (a record number of applications received – 4% over 2013, 6% over 2012)
- Early Action was piloted by the campus this year
  - Over 4,500 applications, 73% admitted by December 1
  - Almost 90% of EA Admits were from Illinois
  - About one-third of the first year ‘commits’ are from Early Action admits
- Over 1.1 million contacts with Fall 2014 applicants through the admissions office
For academically qualified out-of-state students:
• The UIC Chicago Grant covers half of the difference between in state and out-of-state tuition for students. The award amount for students beginning Fall 2014 was $7,098 per year.
• Recipients remain eligible for other forms of aid available for which they qualify.
• The award is available for up to four years of undergraduate study.
Admissions Trends

- **Undergraduate admits**
  - New Freshmen up 11% from Fall 2013
    - African American and Latino/a admits up 19%
  - Transfer students up 12%
    - African American and Latino/a up 23%
  - International admits up 26%
  - Out-of-state up 22%

- **Graduate admits up 5%**
Improving ACT Scores

Average ACT Composite of Apply, Admit and Enroll
Fall 2004 to 2014 First Year Students
Expanded Fall 2014 Recruitment Initiatives

- Increased visits to Chicago and Illinois high schools, community colleges, college fairs and community events
- U.S. target markets: California, Washington, Texas, Georgia, Florida, New York, Maryland, and Puerto Rico
- Expanded efforts in Illinois-bordering states
- Continued to build networks in national and international markets
- Intentional and ambitious yield campaigns
- Introduced UIC Open House and IGNITE
Illinois Recruitment Visits

**Fall 2013**
- Chicago: 220
- Suburban Cook & Collar Co.: 300
- Illinois Other: 11

**Fall 2014**
- Chicago: 295
- Suburban Cook & Collar Co.: 411
- Central IL: 34
- Metro East/Southern IL: 20
- Northwest IL: 14
Where are the Students?

Public and Nonpublic High School Graduates by Region, 1996-97 to 2004-05 (Estimated), 2005-06 to 2021-22 (Projected)
National Recruitment Events

Fall 2013 National Recruitment Events

Fall 2013 National Recruitment Events

Fall 2014 National Recruitment Events

Fall 2014 National Recruitment Events
Fall 2013 International Recruitment Events

- The Americas: 6
- Middle East/North Africa: 3
- South/Central Asia: 0
- Africa: 0
- East Asia & Pacific: 29
- Europe/Eurasia: 0

Fall 2014 International Recruitment Events

- The Americas: 38
- Middle East/North Africa: 30
- South/Central Asia: 0
- Africa: 1
- East Asia & Pacific: 80
- Europe/Eurasia: 1
Engaging Alumni in International Recruitment

In Saudi Arabia

In Ecuador

In Thailand
Engaging Faculty in Recruitment and Outreach
Academic and Enrollment Services-led Campus Initiatives

- Visitors Center opened January 2014
- New transfer center opens Fall 2014
- Guaranteed Admission Transfer (GAT) program launched in 2010 with City Colleges of Chicago expanding opportunities for CCC students at UIC
- New Transfer Admission Guarantee efforts with Triton and College of DuPage; first steps to state-wide community college partnerships
- High School Counselor Advisory Board
- Undergraduate admissions moving to a paperless processing system, leveraging the current successful paperless graduate process launched Fall 2012
- Admissions wait list option for colleges (to be piloted Fall 2015)
- On-line placement testing for all tests for new and continuing students
New AES Initiatives – Visitors Center open January 2014
UIC Open House – Fall 2013
IGNITE – Spring 2014

- Admitted Student Day
Admitted Student Communications
Recruiting Fall 2015

- Common App went live August 1, 2014
- Entering the season fully staffed with 14 full time staff and two part time recruiters
- Expanding the prospect pool – increasingly competitive environment
- California regional admissions representative – pilot
- Desktop Recruitment through Virtual College Fairs and online chat services
- January 2015 yield event for Early Action admits
- Expanded use of the Chicago Grant as a domestic recruitment tool
- ‘Virtual’ Admitted Student Day for out-of-state/country students
Hope to see you there ---
Fall 2014 Campus Open House
September 13 – UIC Forum
Learn More About Academic and Enrollment Services

• Visit aes.uic.edu
• Email aes@uic.edu