DECLINE SURVEY

STUDENTS ADMITTED FALL 2017
Demographics
This survey was sent to 14,371 students admitted to fall 2017 who either declined their offer of admission or did not respond to their offer of admission. No incentive was offered to participants. We received 2,230 responses for a 16% response rate.
African American
Asian
Hispanic/Latino
International
Multi
Unknown

Race/Ethnicity

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>All</th>
<th>Resident</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unknown</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>White</td>
<td>44%</td>
<td>62%</td>
</tr>
<tr>
<td>Multi</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>International</td>
<td>0%</td>
<td>18%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>8%</td>
<td>12%</td>
</tr>
<tr>
<td>Asian</td>
<td>15%</td>
<td>21%</td>
</tr>
<tr>
<td>African American</td>
<td>4%</td>
<td>6%</td>
</tr>
</tbody>
</table>

All: Total percentage of all categories
Resident: Percentage of those who are residents
Other Demographics

- **EOP**
  - All: 4%
  - Resident: 8%

- **Fee Waiver**
  - All: 7%
  - Resident: 13%

- **First Generation**
  - All: 13%
  - Resident: 19%

- **URM**
  - All: 13%
  - Resident: 19%
College Applied To

- ACES: 4% (All), 3% (Resident)
- AHS: 3% (All), 4% (Resident)
- BUS: 9% (All), 12% (Resident)
- DGS: 7% (All), 8% (Resident)
- EDU: 1% (All), 2% (Resident)
- ENG: 37% (All), 29% (Resident)
- LAS: 33% (All), 34% (Resident)
- MEDIA: 1% (All), 1% (Resident)
- FAA: 4% (All), 4% (Resident)

Legend: Blue = All, Dark Blue = Resident
Survey Results
All Responses = 2,230
Resident Responses = 1,034
1. Was the University of Illinois your top choice?

Yes:
- All: 23%
- Resident: 26%

No:
- All: 77%
- Resident: 74%
2. Where do you plan to attend?

- Another University: 95% (All), 93% (Resident)
- Community College: 2% (All), 3% (Resident)
- Other: 3% (All), 5% (Resident)
3. Is it in the state of Illinois?

- Yes: 14% (All) 28% (Resident)
- No: 86% (All) 72% (Resident)
4. How do you plan to pay for college? Check all that apply.
How much did each of the following influence your decision to decline your offer of admission to Illinois?

% that were Very Much or Extremely influenced

- Cost: 47% (All), 45% (Resident)
- Scholarship: 48% (All), 54% (Resident)
- Uncertainty of the State Budget: 17%
- Reputation: 27%
- Campus Experience: 21% (All), 20% (Resident)
- Location: 32% (All), 30% (Resident)
- Communication with admissions staff: 9% (All), 10% (Resident)
- Communication with staff from my program of...: 11% (All), 13% (Resident)
- Timing of when I found out I was admitted: 6% (All), 6% (Resident)
- Advice from a family member, friend, mentor,...: 22% (All), 20% (Resident)
- Advice from a high school counselor, teacher,...: 12% (All), 1% (Resident)
17. What could we have done differently to make you want to enroll at Illinois?
Top responses from open-ended question.

Resident n = 581
All n = 1,130

- Lowered cost/Provided more scholarships or financial aid: 59% (Resident: 54%)
- Accepted me into my first choice major/Made it easier to switch to my first choice major: 11% (Resident: 17%)
- Nothing. I got into my first-choice university and/or found a better fit: 10% (Resident: 11%)
18. How do you rate Illinois as a whole?

- Excellent: 31% (All), 28% (Resident)
- Good: 53% (All), 52% (Resident)
- Average: 12% (All), 16% (Resident)
- Fair: 3% (All), 3% (Resident)
- Poor: 1% (All), 1% (Resident)
19. How do you think the level of education at Illinois compares to other institutions?

- Better: 60% (All) vs. 57% (Resident)
- Average: 38% (All) vs. 42% (Resident)
- Worse: 1% (All) vs. 1% (Resident)
20. In the last year, my opinion of Illinois has ...

- 44% Gotten better
- 51% Stayed the same
- 16% Gotten worse

[Chart showing the distribution of opinions]
21. Have you visited campus?

- Yes: 85% (All: 57%, Resident: 43%)
- No: 15%
22. Describe your visit(s). Check all that apply.

- 36% Attended an OUA program
- 49% Attended open house/visit through program of study
- 21% Visited on my own, not part of a campus program
- 23% Visited family/friend attending Illinois
- 43% I have not visited campus
- 4% Other

All
Resident
23. My visit experience was ...

- Excellent: 31% (All), 28% (Resident)
- Good: 45% (All), 46% (Resident)
- Average: 19% (All), 22% (Resident)
- Poor: 3% (All), 3% (Resident)
- Bad: 1% (All), 1% (Resident)
24. – 32. How satisfied were you with the following:

% that were Very Much or Extremely satisfied

- Communication with admissions staff
  - All: 46%
  - Resident: 46%
- Email communication
  - All: 34%
  - Resident: 34%
- Mailed communication
  - All: 57%
  - Resident: 52%
- Social media communication
  - All: 47%
  - Resident: 49%
- Admissions website
  - All: 58%
  - Resident: 52%
- myillini
  - All: 78%
  - Resident: 73%
- The way you found out you were admitted
  - All: 68%
  - Resident: 64%
- Access to information about your program of study
  - All: 56%
  - Resident: 50%

Legend:
- All
- Resident
33. How did the information that you received in the mail from Illinois compare to other colleges?
34. Of the information you received from Illinois, what was most helpful?

Top responses from open-ended question.

Resident n = 261
All n = 517

- Information About Program/Major: 26% (Resident), 28% (All)
- Printed Materials: 13% (Resident), 15% (All)
- Email: 12% (Resident), 15% (All)
- Notice of Admission: 10% (Resident), 9% (All)
- myIllini: 10% (Resident), 10% (All)
- Financial Aid: 8% (Resident), 8% (All)

Legend: All, Resident
35. How could we improve our communication efforts?

**Top responses from open-ended question.**

Resident n = 251  
All n = 472

- **Everything was good. Don't change anything.**
  - Resident: 34%
  - All: 36%

- **More Personalization**
  - Resident: 17%
  - All: 15%

- **Improve Content**
  - Resident: 12%
  - All: 10%

- **More Communication from/about Major**
  - Resident: 13%
  - All: 12%