



RECRUITMENT REPORT

2017 ADMISSIONS CYCLE

Office of Undergraduate Admissions

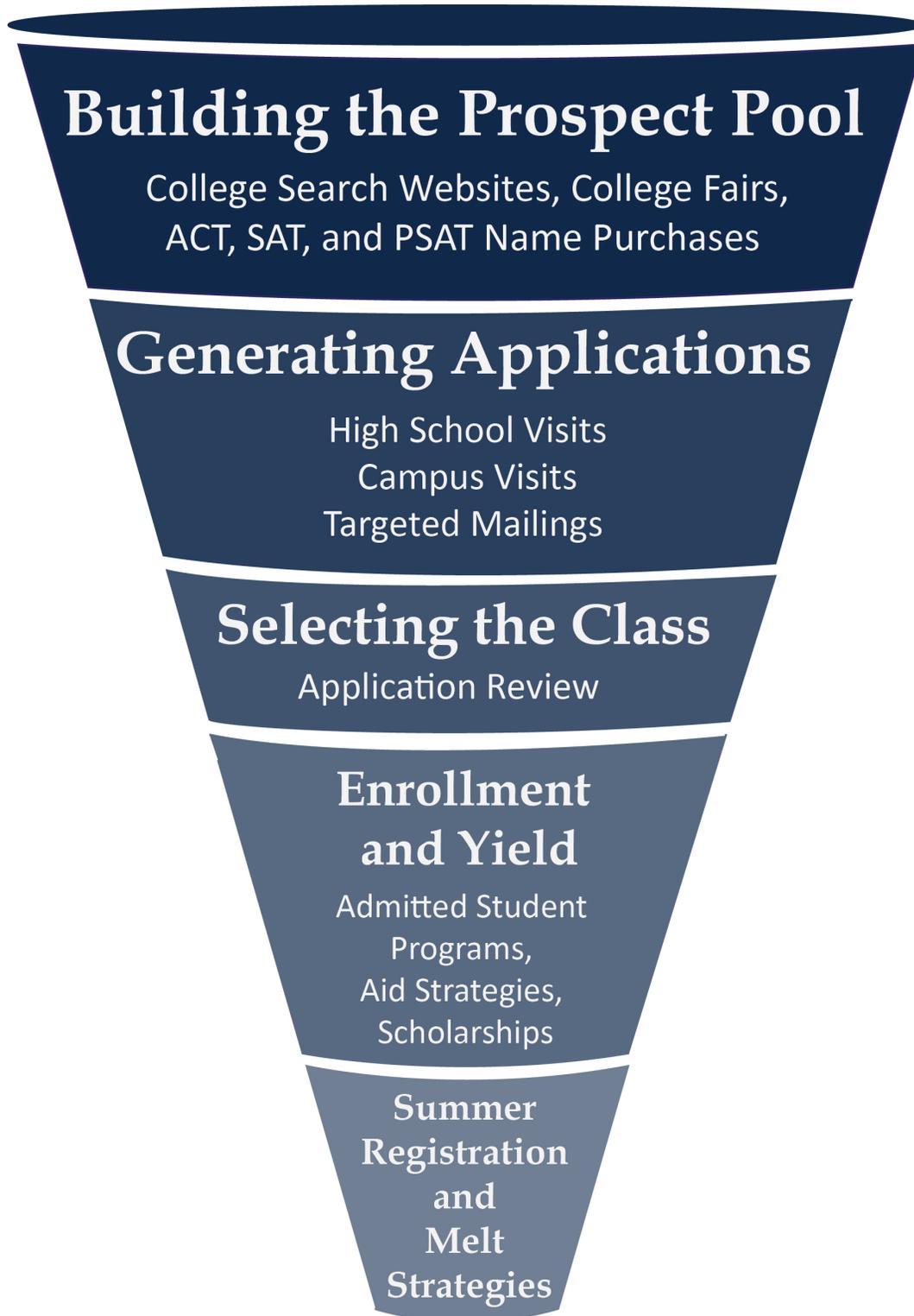
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Enrollment Funnel



Building the Prospect Pool

College Search Sites

The first step in the admissions funnel is building our prospect pool. We maintain a presence on websites that are often used by students during the college selection process, including Cappex, Chegg, College Board, Hobsons (Naviance), My College Guide, and Princeton Review. On these sites, students can indicate that they are interested in Illinois. We then receive their name and contact information and begin communicating with them as prospects.

Name Purchases

Names are purchased from ACT and SAT multiple times throughout the year. We purchase names of students who did not indicate to have scores sent to Illinois, but meet certain criteria that make them desirable to recruit, such as being an Illinois resident, an underrepresented student, or living in a targeted out-of-state market. We also purchase the top PSAT scorers' names who meet similar criteria and who are currently sophomores or juniors in high school.

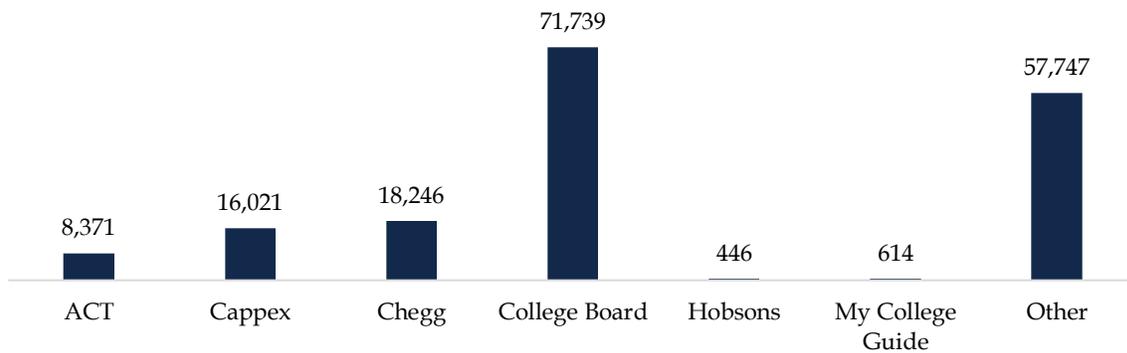


Figure 1 Primary Sources of Name Purchases, 2017

| Prime Source | Names | Apply | Apply Yield | Admit | Admit Yield | Accept | Accept Yield |
|------------------|--------|--------|-------------|--------|-------------|--------|--------------|
| ACT | 8,371 | 1,430 | 17% | 1,150 | 80% | 391 | 34% |
| Cappex | 16,021 | 2,833 | 18% | 1,858 | 66% | 702 | 38% |
| Chegg | 18,246 | 2,162 | 12% | 1,486 | 69% | 570 | 38% |
| College Board | 71,739 | 6,843 | 10% | 5,608 | 82% | 1,706 | 30% |
| Hobsons | 446 | 244 | 55% | 147 | 60% | 30 | 20% |
| My College Guide | 614 | 2 | 0% | 2 | 100% | 0 | 0% |
| Other | 57,747 | 25,438 | 44% | 13,904 | 55% | 4,489 | 32% |

Figure 2 Primary Sources of Name Purchases with Apply, Admit, and Accept Yields, 2017

College Fairs

College fairs will vary in length from one and a half to three hours and will vary in attendance from a few dozen students to over 1,000 students. The majority of the fairs are held in the fall from mid-September to mid-November. There are additional fairs in the spring held from early March to late April. The travel piece is the main item distributed at these fairs. In 2016-2017, we attended 232 Illinois fairs, 111 out-of-state fairs, and 3 international fairs.

Peer Recruitment Program (PRP)

The Peer Recruitment Program (PRP) provides current students with the opportunity to join in the University of Illinois' efforts to recruit African-American, Latina/o, and Native American students. PRP operates throughout the academic school year. Peer Recruiters volunteer for campus visits such as Orange & Blue Days, Admitted Student Days, and Experience Illinois. Additionally, they volunteer to visit high schools in the Chicagoland area over winter break with Undergraduate Admissions staff. At all of these events, the Peer Recruiters answer questions about their student experience and interact with prospective students in a manner that encourages the pursuit of higher education and celebrates Illinois. 56 student volunteers participated in PRP this year.

Illumni Volunteer Program

This fall the Illumni Volunteers attended 6 college fairs in CA and TX. In the spring, a total of 43 alumni participated in 11 admitted student receptions in northern and southern California, DC, Princeton, NJ, New York City, and Boston to help yield this freshman class. Of the spring volunteers, 25 were first-time and we look forward to increasing alumni involvement in college fairs this fall.

Illinois Student Admissions Representatives (I-STARs)

I-STARs represent the general student body population on campus in panels and on tours for Undergraduate Admissions. They present on student panels and lead visiting guests on tours around the Main Quad and through Illinois Street Residence Hall. The students serve as university ambassadors, answering questions from prospective students as well as recently admitted applicants and their families. A subset of these students works in the office answering phones and emails related to campus visits. I-STARs represent various colleges and majors and are typically sophomores through seniors. In 2016-2017, we had approximately 90 I-STARs. This number fluctuates throughout the year with study abroad and internships.

Admissions Social Media

We provide a variety of ways for students to learn more about the admissions process and campus life through our [social media channels](#). These include our blog, Snapchat, Instagram, Twitter, Facebook, YouTube, and Spotify. It allows us to build the brand and engage with students on platforms they use every day.

Group Visits

Program description: High schools, community agencies, and other groups of prospective high school or transfer students can arrange for a group visit. These visits include an admissions presentation and tour of campus. They may also include visiting the cultural centers, academic program offices, or other departments on campus.

Audience: Primarily prospective students who are freshman level, some transfer students. Often students are in an underrepresented group, ethnicity, low socio-economic status, and/or non-traditional students.

Attendance (2016-2017): 81 groups between Fall 2016 and Summer 2017

Experience Illinois

Program description: Undergraduate Admissions has partnered with four Chicago public schools to invite students to experience a day on campus. The program emphasizes academic preparedness through a mock admissions exercise and career exploration through a session with the Career Center. The students are also exposed to a number of academic areas on campus and participate in mock college classes with volunteer professors. The program aims to build a long-term relationship with student participants, creating a pipeline to Illinois from the selected high schools. Programs were held on April 18, 19, 20, and 21.

Audience: High-achieving, low-income/underrepresented ninth and tenth grade students from four Chicago public schools

Attendance (2017): 48 students from Lindblom, 29 students from King College Prep, 53 students from Prosser Career Academy, and 48 students from Jones College Prep

Generating Applications: Freshmen

The second step in the admissions funnel is generating applications. Our strategy includes a variety of tactics including high school visits, off-campus receptions, campus visit programs, and a variety of personalized communications. We also utilize various strategies to begin shaping the class by using data sources to target underrepresented students, high-ability students, and nonresidents.

Communications Plan

Prospective students and their families receive information from us in the form of mailings, handouts, emails, blogs, and social media. These communications range in topic from academics to campus life. High school seniors receive additional communications encouraging them to apply for admission. The Communication Plan can be found on our [website](#).

myIllini

Through our online dashboard, [myIllini](#), prospective students and applicants can see who their admissions counselor is, schedule a visit, find events in their area, and apply for admission. They also begin to receive communications from us once their account is created. Admitted students continue to use myIllini as they work through the next steps to enrollment.

High School Assignments by Counselor

In an effort to provide more personalized contact for our prospective students, admissions counselors are assigned to a state, county, or, in some instances, specific high schools. The staff member will cover recruitment activities in that area and be listed as the contact for that area on our website if a student has questions about the admissions process. This information will also be communicated to high school counselors so they have a direct contact at the university.

Admissions Appointments

Throughout the year, interested students and their families have the opportunity to call and make an appointment to meet with an admissions counselor Monday through Friday, from 8:30 a.m. to 5:00 p.m. Admissions counselors are also available on a daily basis for walk-in appointments. Transfer students who attend freshman information sessions are contacted and given the option of scheduling an individual appointment along with their visit.

College Appointments

Students interested in meeting with someone from the department they have been admitted into or are applying for can request an appointment during the campus visit reservation process. Some colleges have standing meetings, while others arrange individual appointments. There were 4,921 students who had a college appointment during 2016-2017.

Class Visits

Each semester, professors are contacted to request permission to list their classes on our [Class Visit](#) list. The majority of the classes students can attend during a campus visit are lectures, although a few discussion groups are included. Dates of exams and cancelled classes are indicated. We also make a note that students should arrive on time and stay for the duration of the class so as not to disrupt the professors or students. Our list averaged 40 courses open for attendance during 2016-2017. Next year it will expand to 60 courses.

High School Visits and Application Workshops

High schools are selected based on the number of applications received in the past, diversity of student population of the school, and/or strong academic reputation. Most schools are visited in the fall semester. In 2016-2017, we visited 490 Illinois high schools and 381 out-of-state high schools, and hosted 33 parent programs or panels. Of the Illinois visits, eight were Application Workshops at schools with significantly underrepresented student populations. Hosted in a computer lab, these visits consisted of a brief admissions presentation and the completion of an admissions application.

Student Information Coffees

In order to provide students with a personal Illinois connection, we offer students and their families an opportunity to meet with an admissions representative at a coffee shop in their local area. Students are notified via email and asked to sign up for a 30-minute meeting in advance. In 2016-2017, we conducted one informational coffee in Rockville, Maryland.

Daily Campus Visits

Program Description: Campus visit programs are held Monday through Friday at 10:00 a.m. and 1:00 p.m. Students register through myIllini. Each program includes an admission presentation, a walking tour of campus and a residence hall, and an opportunity to speak with a panel of current Illinois students. Saturday programs are offered in the fall and spring semesters.

Audience: In the fall and early summer, all programs are geared toward prospective students. From the beginning of the spring semester to May 1, the morning program (10:00 a.m.) is designed for students already admitted to Illinois; the afternoon program (1:00 p.m.) is for those who have not yet applied for admission. Saturday programs in the spring are also split between prospective and admitted students.

Attendance (2016-2017):

Prospective program: 4,796 prospective students and 11,562 guests for 16,358 total attendees

Admitted program: 1,400 admitted students and 2,429 guests for 3,829 total attendees

Summer Campus Visits

Program description: Summer Campus Visits, an expanded version of our Daily Campus Visits, are offered on weekdays each summer. This program includes a campus overview, admissions, housing, and financial aid information, a current student panel, and a campus and residence hall tour. Larger colleges have standing meetings at 1:30 p.m., and other colleges see students individually in the afternoon. In 2017, visits were held from July 11 through August 4.

Audience: High school students and their families

Attendance (2017): 1,978 students and 3,565 guests for 5,543 total attendees

Spring Orange and Blue Days

Program description: Orange and Blue Days are expanded campus visit programs that include a campus tour, admissions presentation, and information fair, including the colleges and a variety of organizations and services from campus and the community. Optional afternoon activities are available for students and families to explore our cultural centers, campus recreation centers, and much more. In 2017, Spring Orange and Blue Days were held on March 28 and 30, and April 4 and 6.

Audience: High school juniors and their families

Attendance (2017): 802 students and 1,469 guests for 2,271 total attendees (including 85 students and 70 guests for 155 total attendees via CSO)

Fall Orange and Blue Days

Program description: Orange and Blue Days are expanded campus visit programs that include a university overview on admission information, housing, and financial aid. Guests also have the option to attend a college meeting and tour the campus and a residence hall. Our 2016 programs were held on September 30 (freshman and transfer), October 10 (Columbus Day), 21, 28, and November 11 (Veteran's Day, freshman and transfer). Prospective underrepresented students in the Chicago area received a special invitation to attend on October 10, 21, and November 11. Bus transportation and lunch is provided.

Audience: High school juniors, seniors, and their families

Attendance (2016): 1,017 students and 2,024 guests for 3,059 total attendees (including 176 students and 102 guests for 278 total attendees via CSO)

Future Illini

Program description: High school sophomores and juniors are invited to campus to talk to staff and current students, take a residence hall tour, and participate in one of our largest Black cultural events, Cotton Club. Bus transportation is provided to campus from Chicago. This program was held on April 13, 2017.

Audience: African American sophomores and juniors in Cook, Lake, Will, DuPage, and Kane counties

Attendance (2017): 45 students and 23 guests for 68 total event attendees

Multicultural Academic Achievement Receptions (MAARS)

Program description: High school seniors are invited to a MAARS reception to be recognized for their academic achievements. We provide them with information about the college search process and encourage them to consider applying to Illinois. Alumni and current Illinois students are invited to participate as well. Programs were held on August 23, 25, 27, 30, 31, and September 1 in 2016.

Audience: Students from the city of Chicago and other targeted high schools in the Chicagoland area

Attendance (2016): 156 students and 198 guests for 354 total event attendees

A Saturday at Illinois

Program Description: This program includes a welcome at the ARC, presentations about the admissions and financial aid processes, and a chance to meet and interact with current Illinois students from the local community. Students receive free tickets to the football game, and guests may buy tickets for a reduced rate of \$15. The program was held on September 17, 2016.

Audience: Local high school juniors, seniors, and their families

Attendance (2016): 39 students and 93 guests for 132 total event attendees

Local Student Application Workshop

Program Description: In conjunction with the Office of Minority Student Affairs (OMSA), Undergraduate Admissions hosts an application workshop for local students. Students start filling out their application at a university computer lab with the guidance of Undergraduate Admissions staff while their families learn more about campus, OMSA, and the application process. This year, the program is planned for the last week of September.

Audience: Local underrepresented and first-generation students attending high schools in Champaign, Vermillion, and Macon counties and those participating in the local TRiO program

Attendance (2016): 16 students and 24 guests for a total of 40 attendees.

Illini VIP Visit Day

Program description: High-achieving prospective students receive an invitation to attend a personalized visit in the fall, where they can meet with an admissions representative to learn about scholarships, honors programs, and the application process. In addition, they can personalize their visit by selecting from a list of activities such as a campus tour, lunch with a current student, or a meeting with a department representative (if available). Additional appointments can be arranged, schedule permitting. The Illini VIP Visit Day was held on October 14, 2016.

Audience: Prospective students who have ACT or SAT test scores and reported GPAs that place them in the top percentage of their peers

Attendance (2016): 34 students and 66 guests attended for a total of 100 attendees (33 students applied and 31 were admitted, of which 13 accepted his or her offer for a 42% yield rate).

Myths and Lore Tour

Program Description: This is a new, 30-minute tour with a focus on the biggest urban legends surrounding some of our most storied monuments and buildings. It can be taken on its own or as an additional tour while families are on campus for another program or event.

Audience: Programs are a mix between prospective and admitted students.

Attendance (2016-2017): 28 students and 73 guests for a total of 101 participants

I-Dash Running Tour

Program Description: This is a new, hour-and-a-half tour for runners. Two tour guides take guests on a near 3-mile run around several athletic locations on the southwest side of campus. It can be taken on its own or as an additional tour while families are on campus for another program or event.

Audience: Programs are a mix between prospective and admitted students.

Attendance (2016-2017): 18 students and 22 guests for a total of 40 participants

Generating Applications: Transfers

Transfer recruitment differs from freshman recruitment in several ways. Transfer students tend to have more direction regarding their intended program of study. They typically have more specific questions about degree requirements and course transferability. They have already invested time into their post-secondary education and want to make sure they are on track to earning a bachelor's degree. By offering on-campus and off-campus programs and visits specifically geared toward transfer students, we hope to alleviate some of their fears and make them feel that they are different from freshmen.

National Student Clearinghouse Mailing

Each year we use the National Student Clearinghouse to identify where admitted students enrolled if they did not enroll at Illinois. A number of those students chose to attend a community college. We send a letter to those students encouraging them to consider Illinois when they are ready to transfer and complete their four-year degree.

CollegeFish

[CollegeFish](#) is an online system that provides several services for prospective transfer students. These services include matching community college students to colleges and universities, assisting with scholarship searches, providing direct access to four-year universities, and tracking admission and financial aid deadlines. Undergraduate Admissions has purchased a one-year subscription which allows us to purchase 500 names of transfer students who are highly qualified and/or indicate interest in Illinois.

Transfer Orange and Blue Days

Transfer Orange and Blue Days are offered twice during the fall in conjunction with two of our Orange and Blue Days geared toward freshman. This day-long program includes an admissions presentation, student panel, and information on transfer housing options. Students and parents are then able to attend an afternoon college meeting and other optional sessions. Fall 2016 events were held on September 30 and November 11.

Attendance (2016): 89 students and 73 guests for 262 total event attendees

Transfer Information Sessions

Transfer Information Sessions are targeted toward prospective transfer students. These programs are typically available twice a month throughout the fall semester at 1:00 p.m. Each program is approximately two hours in length and begins with an admissions presentation that provides an overview of campus, admissions information, and insight into the transfer process at Illinois, followed by a student-led tour of campus and a university residence hall. Optional college meetings are available by request. We also host one Transfer Information Session on a Saturday to accommodate students who are unable to travel to campus during the week. This Saturday presentation does not include college meetings.

Attendance (2016-2017): 260 students and 482 guests for 742 total event attendees

Transfer Receptions

Transfer receptions are held during the fall and spring at various community colleges. Many transfer students are busy with work and school and cannot make the trip to campus, so bringing campus to them has proven successful. We include a short presentation about how the transfer process works as well as information about campus and then answer questions. The participants have responded very positively to this type of reception. In Fall 2016, we held a reception at Joliet Junior College. In Spring 2017, we held a reception at College of Lake County.

Community College Visits

Undergraduate Admissions is increasing its visits to Illinois community colleges. Admissions staff will continue to participate in State Transfer Days and transfer fairs. For community colleges not hosting one of these events, Admissions staff will make a recruiting visit during the academic year. In 2016-2017, we visited 47 of the 48 community colleges in the state of Illinois.

Transfer Coffee Talks

In order to establish personal contact with prospective transfer students and cut down on costs, we continue to offer personal one-on-one sessions, Coffee Talks, in a neutral environment (such as a Barnes & Noble or college café) in the state of Illinois. In the fall of 2016, we held coffee talks in Rosemont, Elgin, Orland Park, and Chicago. In Spring 2017, we held Coffee Talks in Chicago, Rosemont, and Oak Brook.

Attendance (2016-2017): 19 students

Virtual Admissions Counseling Appointments

This past year, we offered virtual admissions counseling appointments for transfer students. These appointments provided prospective transfer students the opportunity to speak one-on-one with an admissions counselor, via either Skype or telephone. We plan to do this type of outreach again this year in areas where students may have a difficult time visiting campus.

Honors Students Recruitment

We do outreach through classroom visits and fairs where we know honors students will be present. Each August, we send a letter to the Illinois Community College Coordinators and Advisors of Honors Programs to promote the benefits of an Illinois degree. This letter leads the honors program coordinators and advisors to talk about Illinois with their students. Our CollegeFish subscription will allow us to target honors students as well. We hope to use this information in our yield activities in the spring. This may include special on-campus events or additional messaging in our transfer communication campaigns.

Websites

Transfer Requirement Directory: Students can view the required coursework and GPA for their intended program of study by visiting our [Transfer Requirement Directory](#).

Transfer Handbook: The [Transfer Handbook](#) is designed for use by advisors and potential transfer students to determine the requirements and recommendations for transfer admission. GPA requirements for each major are also listed.

Transfer GPA Guidelines: [Transfer GPA guidelines](#) are provided to assist prospective applicants in assessing their opportunities for admission. These are guidelines only; final standards depend on the number and qualifications of applicants to each program.

Transfer Credit: [Transferology](#) works in conjunction with the Illinois degree audit system to provide assistance to students who would like to find out how their coursework from a previous institution will transfer to Illinois. If a course is not available on this site, it can be reviewed by our Course Articulation unit.

Transfer Articulation Guides for All 48 Illinois Community Colleges: We continue to update the [articulation guides](#) for all 48 community colleges in the state of Illinois. These guides list both required and recommended coursework to help both students and community college counselors.

Transfer Agreements

Parkland Pathway continues to be an option for Illinois high school graduates who are interested in attending Parkland College their first two years of college. These students should also have an interest in pursuing their undergraduate degree at Illinois and will plan to transfer upon completion of the program. Parkland Pathway participants are given an opportunity to take an Illinois class at the Parkland tuition rate. They are also allowed to live in university-owned housing and join clubs and organizations on campus. Students work with their advisor to decide if they will only take Parkland courses the first semester to become acclimated to the college experience or pursue the option of taking one Illinois course. After their first semester, they will be able to reevaluate if taking an Illinois course second semester is the best option in their schedule.

| Year | Apps | Admits | Accepts | Enroll | Admit % | Yield |
|------|------|--------|---------|--------|---------|-------|
| 2010 | 172 | 106 | 86 | 84 | 61.6% | 79.2% |
| 2011 | 206 | 117 | 98 | 91 | 56.8% | 77.8% |
| 2012 | 227 | 159 | 124 | 120 | 70.0% | 75.5% |
| 2013 | 207 | 149 | 123 | 111 | 72.0% | 74.5% |
| 2014 | 240 | 166 | 125 | 116 | 69.2% | 69.9% |
| 2015 | 271 | 181 | 155 | 111 | 66.8% | 61.3% |
| 2016 | 244 | 179 | 144 | 119 | 73.4% | 66.5% |
| 2017 | 234 | 185 | 146 | n/a | 79.1% | n/a |

Figure 3 Enrollment Through Parkland Pathway, 2010-2017

We currently have Pathway to Illinois programs in place at Danville Area Community College, Rock Valley College, and Illinois Central College. The Pathway to Illinois program requires students to earn 60 hours at the community college and complete our transfer agreement form. As long as prerequisites and GPA requirements are met for their intended program of study, guaranteed admission will be offered. Students following the program also received personalized advising at their community college from an Illinois advisor.

Yield and Enrollment: Freshmen

The most important part of the admissions funnel is the yield and enrollment of our admitted students. We work closely with the colleges and a variety of departments to provide personalized information and communication about the opportunities and value an Illinois degree offers.

Admitted Student Days

Program description: This day-long program covers student life at Illinois and includes topics such as placement, orientation, study abroad, financial aid, and much more. Guests also have the opportunity to interact with current students, attend a college meeting, and tour campus. Admitted underrepresented students and their families receive a special invitation to attend one of the admitted student programs. Transportation from Chicago and lunch is provided on three dates for those students and their families.

Audience: Admitted students and their families

Attendance (2017): 1,900 students and 3,333 guests for 5,223 total attendees (including 138 students and 110 guests for 248 total attendees via CSO)

Next-Up Receptions

Program description: Admitted students were invited to attend one of four Next-Up receptions, offered March 16 in Orland Park, March 23 and 24 in Chicago, and April 8 in Berwyn. Attendees learned about the dynamic opportunities offered at Illinois through detailed presentations and dinner conversations with staff, faculty, current students and alumni.

Audience: Admitted students from the Chicago area and their families

Attendance (2017): 33 students (26 accepted their offer of admission for a 79% yield rate) and 48 guests for 81 total attendees

Start Strong

Program description: Admitted students were invited to campus to talk to faculty, staff, and current students, attend our spring football game at Memorial Stadium, tour the Bruce D. Nesbitt African American Cultural Center, and enjoy productions by our performing arts groups. Bus transportation was provided to campus from Chicago.

Audience: Admitted African American students from Cook, DuPage, Lake, Will, and Kane counties and their families

Attendance: 45 students (32 of which accepted offer for a 71% yield rate) and 43 guests for 89 total attendees

Chillini Visit Day

Program description: Admitted CPS students and their families are invited to campus for this special admitted program. Bus transportation from Chicago to campus is provided. During the program, they receive information about housing, summer registration, their next steps as an admitted student, and more. The day also includes lunch in a university dining hall, a campus tour, and a visit to our Illini Union Bookstore.

Attendance: 26 students (19 of which accepted offer for a 73% yield rate) and 19 guests for 46 total attendees

President's Award Program Day

Program description: This is a day-long program on campus that includes a reception with the Chancellor, meetings with college deans, a current student panel, informational sessions on student resources, and a residence hall lunch and tour. Transportation is provided from two Chicago locations. The 2017 PAP Day took place on Monday, April 10.

Audience: Admitted President's Award Program students and their families

Attendance (2017): 107 students (94 of which accepted offer for an 88% yield rate) and 158 guests for 265 total attendees

President's Award Program Honors Dinner

Program description: In an effort to increase yield of high-ability underrepresented students, Undergraduate Admissions coordinated a special dinner hosted by admissions staff, alumni, and faculty members. Students who received the PAP Honors Scholarship and their parents were invited to participate. The dinner took place on March 14, 2017 at Maggiano's in Oak Brook.

Audience: Admitted President's Award Program Honors students and their families

Attendance (2017): 39 students (25 of which accepted offer for a 64% yield rate) and 67 guests for 106 total attendees

Chicago Public Schools Admitted Student Program

Program description: Admitted students and their families are invited to a Saturday program to hear from a panel of current students, take a tour of campus, and visit with faculty and staff from our colleges. Financial Aid appointments can also be made. This program was held on April 1, 2017.

Audience: Admitted Chicago Public Schools students and their families

Attendance (2016): 44 students (37 of which accepted for an 84% yield rate) and 33 guests for 77 total attendees

Admitted Student Receptions

Program description: Admitted Student Receptions are held in our primary out-of-state markets. Locations are determined in February based on current application and admit numbers. Depending on location, admissions staff host a lunch or dinner at an area restaurant with an alumni panel. 299 students attended this spring and 126 of them accepted their offer of admission for a 42% yield rate. Following were the receptions and dinners held between 2015 and 2017 along with the total number of attendees (students and guests):

| Location | 2015 | 2016 | 2017 |
|--|------------|------------|------------|
| Boston | 68 | 64 | 58 |
| New Jersey | 82 | 95 | 93 |
| New York | 104 | 116 | 82 |
| Northern California (Palo Alto) | 187 | 147 | 74 |
| Northern California (Pleasanton) | 86 | 85 | 75 |
| Northern California (Redwood City) | | 21 | 59 |
| Northern California (San Jose) #1 | 88 | 80 | 70 |
| Northern California (San Jose) #2 | 78 | 83 | 80 |
| Southern California (Orange County) | 93 | 121 | 61 |
| Southern California (Huntington Beach) | | 43 | 48 |
| Washington DC | 89 | 92 | 106 |
| Total | 875 | 947 | 806 |

Figure 4 Admitted Reception Locations and Number of Attendees, 2015-2017

Summer Registration

Registration for new students in the fall and spring semesters is coordinated through Undergraduate Admissions. Below are highlights for incoming freshmen for the 2017-18 academic year:

- Summer Registration begins with a Campus Services Fair with 35 departments and units participating to introduce and familiarize students and parents/guests to campus resources.
- Student and parent/guest check-ins were streamlined this year taking place in the Illini Union Ballroom in conjunction with the Campus Services Fair to promote attendance at and walk-through of the fair.
- Students and their parents/guests spend the majority of the day separated to allow for more social interaction among students, particularly during lunch and small group sessions, as well as individual and group meetings with their academic advisors. This separation also allows parents/guests to attend the Parent & Guest Resources Presentation and student panel facilitated by New Student Programs.
- CPS student registration was held during on-campus programs on June 5th and June 27th, allowing for CPS students to be brought to campus to participate in Summer Registration on buses hosted by our Chicago Satellite Office in the Office of Undergraduate Admissions. 73 students participated in the registration with transportation programs.
- RISE Registration was hosted by New Student Programs with participating students attending Summer Registration on June 5th and June 21st. 179 students attended Summer Registration in conjunction with RISE (Readying Illinois Students for Excellence).
- INBOUND Registration was hosted by New Student Programs with participating students attending Summer Registration on June 2nd and June 16th. 158 students attended Summer Registration in conjunction with INBOUND.
- Including all 26 on-campus Summer Registration programs between May 30 and July 7, we had 5953 incoming freshmen & transfer students attend.
- There are additional on-campus Summer Registration programs hosted on-campus the week before classes begin, August 21-24. This allows for any students who missed earlier programs, who accepted their offers of admission late, or international students, to attend an on-campus program.

Melt Strategies

In an effort to decrease our melt (students who accept the offer of admission but do not enroll), several strategies are in place to continue to engage students' interest and provide information about next steps in the process. These include our nonrefundable enrollment fee, communications plan, and admitted checklist.

Communications Plan

Admitted students and their families receive information from us in the form of mailings, handouts, emails, blogs, and social media. Admitted communications include information about the next steps toward enrollment, admitted programs, and reasons why they should choose Illinois. Admitted students also receive major-specific information from the college they are admitted to. The Communication Plan can be found on our [website](#).

Admitted Student Checklist

Once students are admitted to Illinois, they can access the [Admitted Student Checklist](#) by logging into myIllini. The Admitted Student Checklist is a personalized list that allows admitted students to track their progress through the next steps, including accepting their offer of admission, applying for financial aid, signing up for Summer Registration, and more.

Blog

Admitted students are often looking at our [blog](#), where current students from multiple colleges write about their experiences at Illinois. They are also encouraged to answer questions posed to them by students and parents who read their posts. Additionally, admission counselors blog about the enrollment process.

Yield and Enrollment: Transfers

Admitted Transfer Day

Program description: This program starts at 9:30 a.m. and lasts until 3:00 p.m. It includes an admitted presentation, student panel, financial aid information, college sessions, and other optional activities. Based on our application review timeline and the demand from previous years, we decided to hold the program twice this past spring on March 17 and April 13.

Attendance (2017): 132 students (120 of which accepted for a 91% yield rate) and 206 guests for a total of 338 attendees.

College Appointments

Transfer students interested in speaking with a representative from the college office of their intended program of study can arrange a meeting through our office when they sign up for one of our visit programs.

Admitted Student Checklist

Once students are admitted to Illinois, they can access the Admitted Student Checklist by logging into [myIllini](#). The Admitted Student Checklist is a personalized list that allows admitted students to track their progress through the next steps, including accepting their offer of admission, applying for financial aid, signing up for Summer Registration, and more.

Admissions Facebook Pages

Transfer students interested in following us on Facebook can do so by joining our [Illinois Admissions](#) page for both prospective freshmen and transfer students. Here they can learn more about campus life and admissions deadlines. Admitted transfer students can also learn about their next steps toward enrollment by joining our [Admitted Transfer Students](#) page.

Blogs

Transfer students can follow blogs geared toward transfer students. We have [transfer-specific blogs](#) written by current transfer students and admissions counselors. They provide information about what life is like at Illinois and the enrollment process, giving students the opportunity to ask questions in a public forum.

Transfer Registration

Summer Registration is a mandatory one-day program for all incoming students. This year we added a program in late April, as well as continued to offer a transfer-only week in late May and some additional programs throughout June for transfer students. 743 transfer students registered during the late April program & transfer-only week in May. During Summer Registration, students learn more about the university's academic standards and the expectations of their college and meet with an advisor to map out and register for their fall classes. Transfer students are also encouraged to bring syllabi for any coursework that does not have a direct articulation so that it can be reviewed by the college office. Additionally, we offer a Campus Services Fair to familiarize them with campus resources, a parent & guest resources presentation, small group student discussions, and the option to participate in a campus tour.

Programs and Resources for High School and Community College Counselors

High school and community college counselors provide information to students about the college selection process. It is important for us to have a positive relationship and be a helpful resource for counselors. We provide a variety of helpful tools including publications, websites, and campus visit programs.

Counselor Websites

We offer two counselor websites, one for high school counselors and the other for community college counselors. Through the websites, counselors can access information about current applicants from their school, including applicant statuses, and, for incomplete applicants, what items they're missing. Counselors can also upload their school profile to the site.

High School Counselor Publication

This publication provides high school counselors information and insight into the admissions process as well as details on any changes that have been made for the upcoming cycle. These brochures are distributed during high school visits and during the state articulation meetings with high school counselors.

Community College Counselor Publication

This publication provides a quick resource for our Illinois community colleges on the procedures and changes that happen at Illinois from year to year. It walks counselors through the application process, dates, and deadlines, including any changes or updates that may have happened since the previous year. Counselors typically use this publication when talking to Illinois prospective students to make sure they are communicating the most up-to-date information.

High School Counselor Emails

Emails are sent to high school counselors with information and reminders regarding deadlines and visit programs.

Community College Counselor Emails

Emails are sent to community college counselors several times a year with information and reminders about deadlines, visit programs, and other campus information.

High School Counselor Advisory Board

For almost 10 years, we have collaborated with a Counselor Advisory Board, which was created to assist and advise us on topics such as the application process and recruitment strategies. The group comes to campus for a two-day board meeting each year. The board includes 12 Illinois counselors representing all areas of the state and all types of high schools, along with two out-of-state counselors. Each member serves a two-year term. Half of the board is new each year. In 2017, the board met on March 6 and 7.

Community College Counselor Advisory Board

We have 10 community college counselors from the state of Illinois who currently sit on our Board. The purpose of the Board is to receive feedback on our current transfer process as well as changes we are considering for the future. We also discuss transfer recruitment, transfer admissions, and hear from other colleges and campus units. In 2017, the Board met on April 20 and 21.

State Articulation Meetings

State universities present at eight articulation meetings held throughout the state of Illinois in September. At these meetings, admissions representatives give a short update on changes and developments at their respective institutions. They also answer any questions from the audience, which is comprised of local high school counselors. During this time, the counselors are able to pick up additional brochures or literature from the universities.

Transfer Articulation Day

Transfer Articulation Day is designed to give community college counselors the opportunity to learn about transfer requirements and recommendations from each Illinois college. We hosted the event on Tuesday, September 27, 2016, to accommodate the travel schedule of the community college counselors and other state university articulation days. Lunch will be provided for the community college counselors and those assisting with the program.

Mock Admissions

Mock Admissions is held annually in the summer. During this two-day workshop, high school counselors are given several presentations regarding the admissions process, along with information regarding alternate offers and wait list. They are also presented with real cases from the previous academic year and asked to review them. Their results are then compared with the actual decisions made for those students. This program was held on July 6, 2017, in Chicago with 11 counselors' participation.

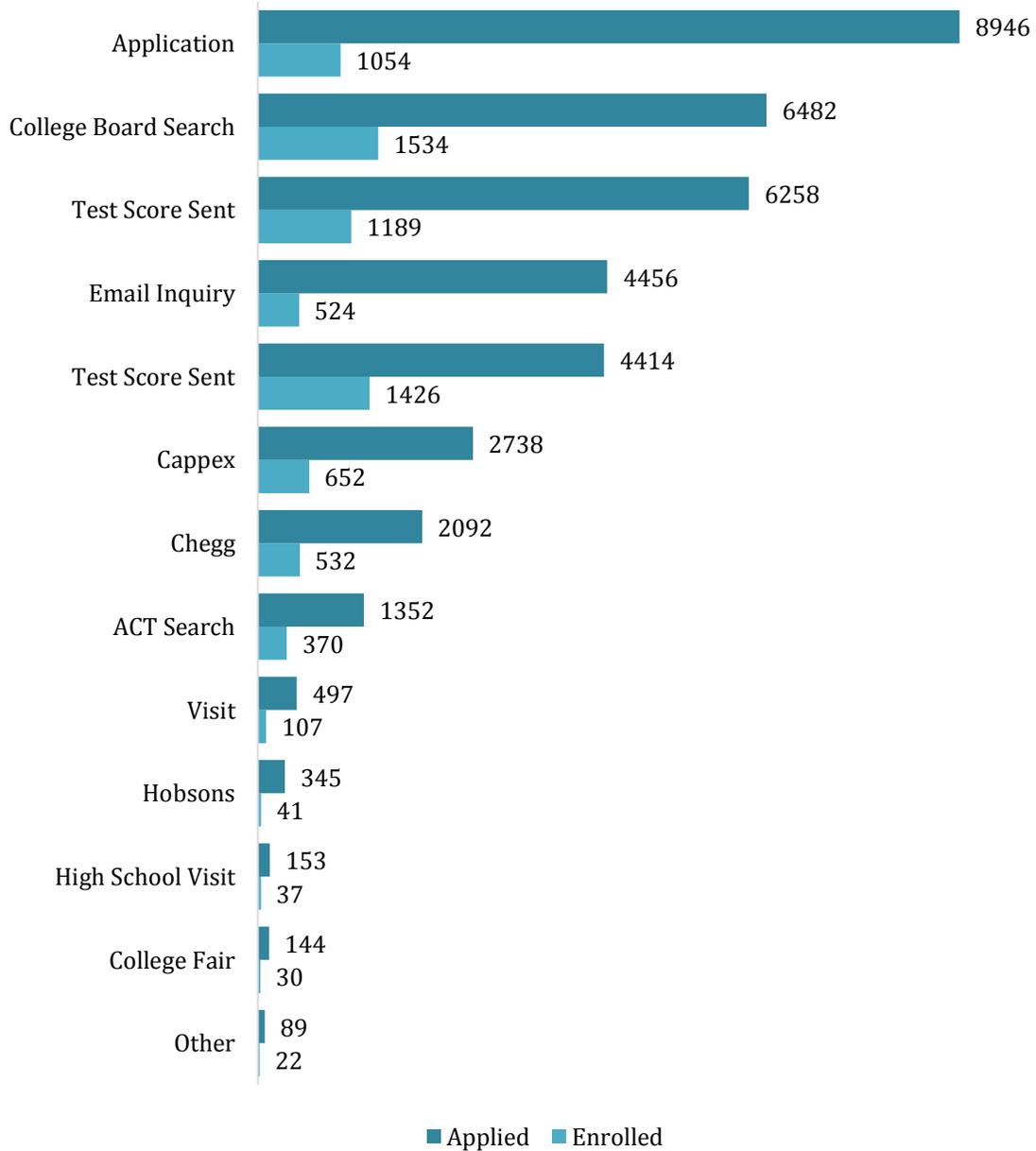
Transfer Counselor Workshop

Specific for counselors at community colleges, this workshop includes several presentations regarding the admissions process, along with information regarding alternate offers. They are also presented with real cases from the previous academic year and asked to review them. Their results are then compared with the actual decisions made for those students. The program was on Friday, May 19, 2017 at the Big Ten Center in Rosemont with 40 community college advisors' participation.

First Interaction

Through our CRM, Slate, we are able to track what the first interaction was for each student. These include contacts that the student initiates, such as sending a test score or filling out a web inquiry, and contacts we initiate, such as sending a search piece.

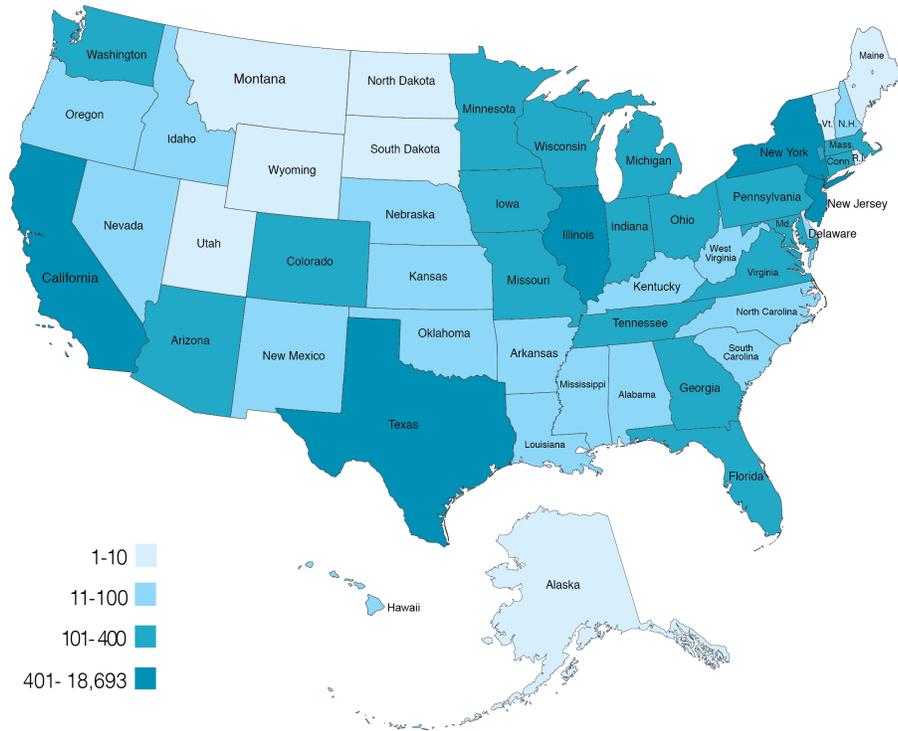
2017 First Interaction



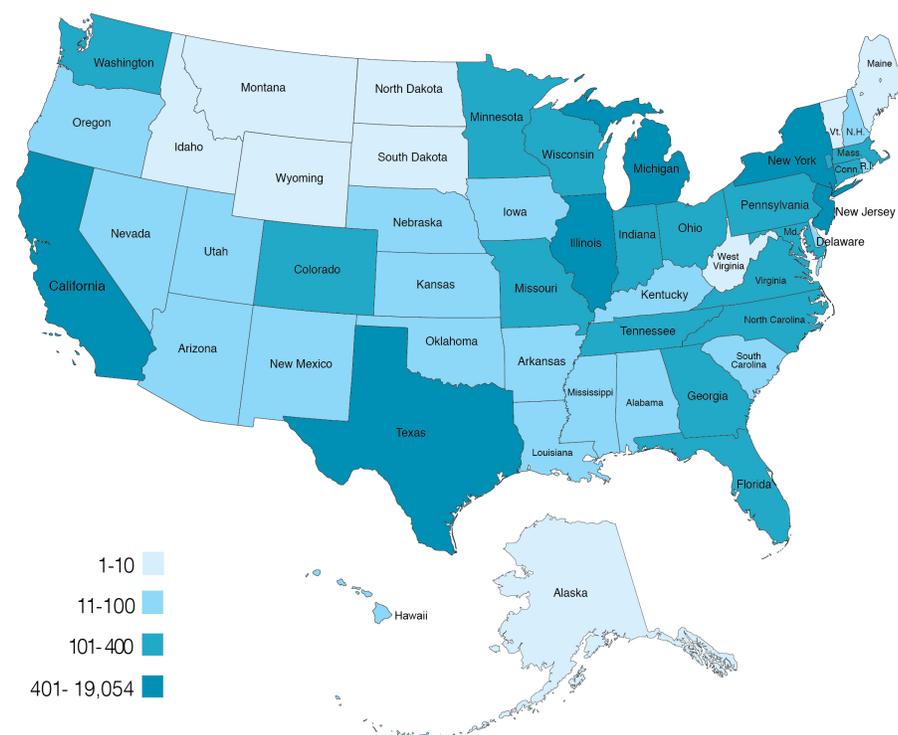
2017 Merit Scholarships Awarded by Undergraduate Admissions

| Award Title | Awarded | Accepted | Enrolled | % Yield |
|---|----------------|-----------------|-----------------|----------------|
| Illinois Achievement Scholarship | 24 | 11 | 11 | 45.83% |
| Matthews Scholarship | 128 | 35 | 35 | 27.34% |
| President's Award Honors Program | 499 | 163 | 163 | 32.67% |
| President's Award Program | 1407 | 597 | 595 | 42.29% |
| Provost Scholarship | 27 | 9 | 9 | 33.33% |
| Stamps Scholar | 5 | 1 | 1 | 20.00% |
| University of Illinois Transfer Scholarship | 33 | 26 | 26 | 78.79% |

2016 Applications



2017 Applications



2017 Applications by State 3-Year Change Comparison

| State | 2017 Applications | % Change from 2016-17 | % Change from 2015-16 | % Change from 2014-15 | State | 2017 Applications | % Change from 2016-17 | % Change from 2015-16 | % Change from 2014-15 |
|-------|-------------------|-----------------------|-----------------------|-----------------------|-------|-------------------|-----------------------|-----------------------|-----------------------|
| IL | 19,054 | 1.93% | 9.15% | -2.86% | PR | 41 | 86.36% | -24.14% | -21.62% |
| CA | 2,675 | -0.15% | 14.34% | 15.99% | NE | 38 | -11.63% | 22.86% | -25.53% |
| NJ | 806 | 6.47% | 22.49% | -5.50% | SC | 38 | 35.71% | 12.00% | -21.88% |
| TX | 496 | 8.53% | 10.39% | 2.73% | AR | 36 | 20.00% | 7.14% | -30.00% |
| NY | 491 | 2.51% | 20.35% | -14.04% | OK | 32 | 45.45% | 10.00% | 5.26% |
| MI | 421 | 14.40% | 16.09% | -12.91% | NH | 31 | -11.43% | 40.00% | -16.67% |
| MO | 386 | 9.04% | 9.60% | -3.58% | NV | 26 | 8.33% | -14.29% | -34.88% |
| VA | 362 | 13.48% | 10.38% | -5.86% | NM | 23 | -8.00% | 31.58% | 5.56% |
| IN | 329 | 5.79% | 13.50% | -12.46% | LA | 22 | -18.52% | 28.57% | -12.50% |
| OH | 320 | -1.23% | -0.92% | 0.93% | DC | 22 | 0.00% | -29.03% | 40.91% |
| FL | 316 | 22.96% | 4.90% | -14.93% | UT | 20 | 185.71% | -41.67% | -53.85% |
| MA | 279 | -4.78% | 8.92% | -2.54% | RI | 16 | 77.78% | -10.00% | -33.33% |
| MD | 269 | 5.49% | -6.25% | -1.81% | HI | 15 | -51.61% | 24.00% | 4.17% |
| WA | 223 | 7.21% | 14.29% | -12.08% | DE | 14 | -6.67% | -31.82% | 120.00% |
| PA | 222 | -1.33% | 22.28% | -10.68% | MS | 11 | -8.33% | -25.00% | 0.00% |
| WI | 208 | -0.95% | 1.94% | 1.98% | ME | 9 | 0.00% | 0.00% | -47.06% |
| MN | 202 | -3.35% | -5.00% | 4.27% | ID | 9 | -18.18% | 57.14% | -50.00% |
| GA | 195 | -10.96% | 43.14% | -25.00% | WV | 9 | -35.71% | 180.00% | -16.67% |
| CT | 138 | 12.20% | 17.14% | -16.67% | VT | 8 | 33.33% | -14.29% | -22.22% |
| TN | 124 | 6.90% | 16.00% | 0.00% | AK | 7 | 40.00% | 150.00% | -80.00% |
| NC | 106 | 13.98% | 13.41% | -8.89% | SD | 5 | 0.00% | 0.00% | -28.57% |
| CO | 106 | -23.19% | 31.43% | -0.94% | WY | 5 | 0.00% | 0.00% | -66.67% |
| AZ | 93 | -14.68% | 32.93% | -12.77% | GU | 4 | - | - | - |
| KY | 81 | 2.53% | 5.33% | -6.25% | AP | 4 | - | - | - |
| OR | 71 | 14.52% | 8.77% | -17.39% | AE | 4 | - | - | - |
| IA | 65 | -35.64% | 27.85% | 2.60% | ND | 3 | -40.00% | 0.00% | -37.50% |
| KS | 65 | -17.72% | 58.00% | -27.54% | MT | 2 | -66.67% | -14.29% | 75.00% |
| AL | 49 | 113.04% | 21.05% | -29.63% | MP | 1 | - | - | - |

2017 Applications by Country
3-Year Growth Comparisons
10 or More Applications Received

| Country | 2017 Applications | % Change from 2016- 17 | % Change from 2015- 16 | % Change from 2014- 15 |
|----------------------------|----------------------|------------------------------|------------------------------|------------------------------|
| United States of America | 28606 | 2.27% | 10.44% | -2.74% |
| China, Peoples Republic of | 6491 | 2.87% | 15.67% | -9.14% |
| India | 1332 | 18.19% | 15.71% | -5.53% |
| Korea, South | 704 | -9.04% | 7.50% | -14.49% |
| Taiwan | 295 | 19.92% | 14.95% | 4.39% |
| United Arab Emirates | 221 | 6.76% | 30.19% | 20.45% |
| Singapore | 151 | 30.17% | -31.36% | -3.43% |
| Turkey | 102 | -23.88% | 5.51% | 30.93% |
| Canada | 81 | 1.25% | 5.26% | -39.68% |
| Indonesia | 77 | 1.32% | 5.56% | -16.28% |
| Malaysia | 73 | -50.68% | 64.44% | -23.08% |
| Hong Kong (China) | 68 | -8.11% | -17.78% | -12.62% |
| Thailand | 68 | -26.09% | 17.95% | -12.36% |
| Saudi Arabia | 66 | 69.23% | -13.33% | -28.57% |
| Pakistan | 59 | -9.23% | 16.07% | -5.08% |
| Brazil | 50 | -3.85% | 48.57% | 25.00% |
| Vietnam | 42 | 61.54% | -7.14% | 21.74% |
| Nigeria | 35 | -7.89% | -7.32% | -2.38% |
| Qatar | 30 | -6.25% | 60.00% | 5.26% |
| Japan | 29 | 3.57% | 16.67% | 9.09% |
| Mexico | 16 | -23.81% | -4.55% | -18.52% |
| Lebanon | 15 | 66.67% | 80.00% | -28.57% |
| Bangladesh | 14 | -6.67% | -16.67% | -18.18% |
| Philippines | 14 | -26.32% | -5.00% | 5.26% |
| Russia | 14 | 55.56% | -43.75% | -11.11% |
| Kuwait | 13 | -38.10% | 0.00% | 75.00% |
| Germany | 11 | 83.33% | -45.45% | 22.22% |
| Spain | 11 | -21.43% | -6.67% | 15.38% |
| United Kingdom | 11 | -52.17% | 76.92% | -23.53% |
| Australia | 10 | 100.00% | 0.00% | -44.44% |
| Egypt | 10 | -23.08% | -23.53% | 0.00% |

**Enrollment Information Services (ACT)
2016 Potential Pool of Illinois Residents**

| Ethnicity | ACE 20-23 | | | |
|------------------|------------------|-------------------|-----------------|-----------------|
| | Potential | Applicants | Admitted | Enrolled |
| African American | 3,477 | 700 | 401 | 225 |
| American Indian | 64 | 2 | 0 | 0 |
| Asian | 1,309 | 181 | 65 | 38 |
| Hispanic/Latino | 7,330 | 844 | 489 | 229 |
| Multi-Racial | 1,212 | 70 | 29 | 18 |
| Native Hawaiian | 66 | 2 | 0 | 0 |
| Unknown | 1,157 | 3 | 1 | 0 |
| White | 19,063 | 657 | 254 | 129 |
| All Illinois | 33,678 | 2,459 | 1,239 | 639 |

| Ethnicity | ACE 24-29 | | | |
|------------------|------------------|-------------------|-----------------|-----------------|
| | Potential | Applicants | Admitted | Enrolled |
| African American | 1,584 | 702 | 504 | 202 |
| American Indian | 36 | 3 | 3 | 2 |
| Asian | 2,141 | 986 | 710 | 392 |
| Hispanic/Latino | 4,338 | 1,451 | 1,056 | 476 |
| Multi-Racial | 1,147 | 247 | 171 | 81 |
| Native Hawaiian | 53 | 8 | 5 | 1 |
| Unknown | 1,308 | 24 | 13 | 3 |
| White | 22,495 | 4,436 | 3,359 | 1,554 |
| All Illinois | 33,102 | 7,857 | 5,821 | 2,711 |

| Ethnicity | ACE 30+ | | | |
|------------------|------------------|-------------------|-----------------|-----------------|
| | Potential | Applicants | Admitted | Enrolled |
| African American | 223 | 124 | 107 | 39 |
| American Indian | 13 | 4 | 3 | 1 |
| Asian | 1,598 | 1,382 | 1,200 | 547 |
| Hispanic/Latino | 817 | 431 | 379 | 161 |
| Multi-Racial | 545 | 282 | 246 | 83 |
| Native Hawaiian | 28 | 5 | 3 | 0 |
| Unknown | 795 | 44 | 34 | 3 |
| White | 9,336 | 4,324 | 3,736 | 1,341 |
| All Illinois | 13,355 | 6,596 | 5,708 | 2,175 |