

INCLUSIVE ILLINOIS INITIATIVE

2019-2020 REPORT



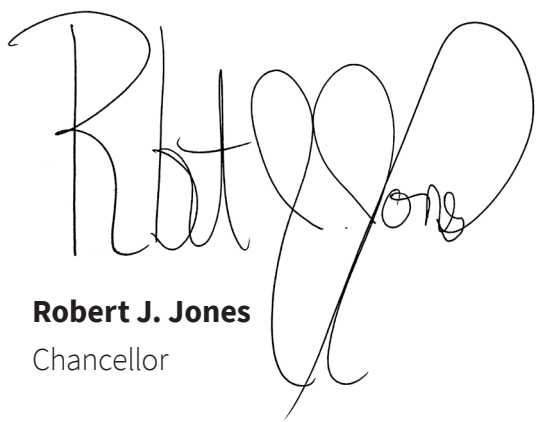
UNIVERSITY OF
ILLINOIS
URBANA-CHAMPAIGN

CHANCELLOR'S STATEMENT

Inclusion powers the University of Illinois, and for many years, units across our university have focused significant time and attention to bring the most creative and talented students from underrepresented, first-generation, low-income backgrounds to the University of Illinois. Each student who enrolls at Illinois brings with them unmatched creativity, talents, life experiences, and potential. However, until now our efforts to reach out to potential students from underrepresented backgrounds have too often worked independently of one another, and not benefited from the insight of shared knowledge and the energy of collaboration.

The Office of Admissions initiative to present a comprehensive and coordinated approach to let the most talented prospective students know that the University of Illinois is where they can realize their educational goals, dreams, and prepare for their futures reflects the need to power our inclusion efforts. I hope that the information about this new focused campus effort provides you with the tools to encourage the next generation of Illinois students to join us in Urbana-Champaign.

I thank you for your continued work to create a more diverse and inclusive University of Illinois.

A handwritten signature in black ink, appearing to read "Robert J. Jones". The signature is fluid and cursive, with a large loop at the end of the last name.

Robert J. Jones
Chancellor

INCLUSIVE ILLINOIS INITIATIVE

The focus of the **Inclusive** Illinois Initiative is to be **innovative** in how we enhance our current outreach programs to underrepresented populations. We will need the support of the campus community to be **involved** in the outreach to **inspire** prospective and admitted students to see the **impact** they will have on the University of Illinois Urbana-Champaign campus and the world. Increased partnership with UIUC stakeholders can help evolve some of the current initiatives while adding future programs when needed. We are ranked #1 for the most students of color among top-ranked Midwest universities and #2 in diversity among top-ranked Midwest universities (NCES). We are proud of our accomplishments, but we have much more work to do. Our steps toward advancing this initiative will truly embrace the **Power of I**.

ENROLLMENT

URM New Student Population 2010-2019 (*Freshmen*)

Year	African American	Latinx	Total
Fall 2010	359	508	867
Fall 2011	402	538	940
Fall 2012	414	625	1,039
Fall 2013	433	744	1,177
Fall 2014	356	719	1,075
Fall 2015	475	812	1,287
Fall 2016	548	932	1,480
Fall 2017	500	995	1,495
Fall 2018	474	1,091	1,565
Fall 2019	548	1,142	1,690

URM Student Population 2010-2019

Year	African American	Latinx	Total
Fall 2010	1,784	2,144	3,928
Fall 2011	1,758	2,237	3,995
Fall 2012	1,741	2,381	4,122
Fall 2013	1,764	2,643	4,407
Fall 2014	1,743	2,819	4,562
Fall 2015	1,786	3,108	4,894
Fall 2016	1,961	3,453	5,414
Fall 2017	1,973	3,748	5,721
Fall 2018	2,005	4,003	6,008
Fall 2019	2,117	4,301	6,418

RECRUITMENT & OUTREACH OVERVIEW

Future Initiatives

The Office of Undergraduate Admissions leads a multifaceted and holistic approach to the recruitment of prospective students. The current initiatives produced by the Office of Undergraduate Admissions and programming provided by Student Affairs, specifically La Casa Cultural Latina and Bruce D. Nesbitt African American Cultural Center (BNAACC), offer chances for students to learn about the college search process, make connections on campus, and find their place within UIUC. When we pool our resources and work together on a consistent basis, we will create programs that are ingrained in the fiber of the university.

To increase these opportunities for our underrepresented populations, we require additional resources and engagement from stakeholders. These opportunities can include but are not limited to:

- Advocacy for Illinois Commitment and Illinois Promise programs
- Emphasis on financial aid presentations and financial literacy programs for students of color
- Access to resources for students whose primary household language is not English
- Increased opportunities to visit campus
- Increased parent engagement
- Collaboration with academic departments and student affairs resources to present partnership opportunities for current students
- Partnership with alumni networks

Grant & Scholarship Opportunities

UIUC is committed to providing access to quality education for high-achieving students from all backgrounds. However, current economic circumstances threaten the affordability of higher education, particularly for students from the lowest income levels. With the shift of primary funding from state support to tuition at state universities, the need to maintain access to higher education is particularly pressing.

Chancellor's Access Grant

The Chancellor's Access Grant is awarded to Illinois residents from historically underrepresented groups.

Illinois Commitment

Illinois residents who are admitted as a new freshman or new transfer student and whose family makes \$67,100 or less and has \$50,000 or less in family assets may be eligible for Illinois Commitment. Eligible students will receive a financial aid package that provides scholarship and grant funding to cover the full cost of tuition and campus fees not covered by other federal, state, institutional, and private awards, including the Federal Pell Grant and the State of Illinois MAP Grant. Students will be considered for additional financial aid (grants, scholarships, loans, and employment) to cover other educational expenses such as room and board, books and supplies, and personal/miscellaneous expenses. Illinois Commitment does not cover course fees, summer classes, winter classes, intercampus enrollment, concurrent enrollment, or study abroad, co-op, internship, or other student expenses.

Illinois Promise

Illinois Promise began in Fall 2005 to ensure the affordability of higher education for students from the lowest income levels. Illinois Promise ensures eligible recipients sufficient grant and scholarship funds in combination with a minimal employment expectation to cover their estimated cost of tuition and fees, room and board, and books and supplies. Illinois Promise doesn't provide funding for summer classes.

President's Award Program

The President's Award Program (PAP) assists UIUC in enrolling highly capable students who have been admitted to one of the University of Illinois campuses and are members of historically underrepresented groups and groups that have been less likely to enroll at the university. The broad goal of the program is to ensure and enrich the diversity of the student body. UIUC believes that a diverse student body enhances the quality of education for all students.

- **PAP Illini Day**—The PAP Illini Day visit program is tailored for recipients of the President’s Award Honors Scholarship. It combines a focus on campus experiences for students with a focus on academic support services available to those students. Academic departments are available for individual meetings with students to emphasize the opportunities unique to their college and/or major. Our goal is to show students that UIUC is not only a top-notch institution academically, but that it also provides accessible, supportive services.
- **PAP Honors Dinner**—This dinner reception is hosted in the Chicagoland area for recipients of the President’s Award Honors Scholarship and up to two guests. Members of the campus academic community travel from campus to engage with our visitors and discuss the opportunities available at UIUC in their particular interest area. The purpose of the program is to familiarize high-achieving students with the resources available at UIUC and to positively impact the yield of these students by providing direct contacts within their academic communities.

Current Initiatives

Outreach

As the flagship university of the state of Illinois, our campus is compelled to educate the students of the state about the opportunities available toward higher education. Our engagement with these students begins well before their first visit to campus or their application to the university, yet we feel there is an opportunity to enhance our outreach to underrepresented student populations.

Inspire Illinois

Inspire Illinois programs focus on early engagement, and prepare students for college without the pressure of focusing on applying to UIUC in the upcoming year. These programs allow us to serve as resources for schools and students who have been traditionally disadvantaged in the college application and enrollment process. Our goal is to help promote a college-going culture across the state’s population and to help prepare students for success at the college level, including at an institution like UIUC. This outreach takes many forms, including encouraging students to succeed academically in high school, teaching them how to understand and navigate college resources (utilizing our campus and community as examples), and showing them how to advocate for themselves within the college enrollment process. Current initiatives in the Inspire Illinois segment of outreach include:

- **Discover Illinois**—This campus visit program is for Black students who are sophomores and juniors in high school. It focuses on helping students visualize the campus experience at UIUC by building connections with our community and seeing the unique experiences and resources for Black students on campus. These personal connections and direct experiences help encourage students to complete applications and consider UIUC among their options throughout the college search. We partner with multiple academic and student affairs departments, including University Housing, BNAACC, the Office of Minority Student Affairs (OMSA), and others, to provide an informative and interactive day of programming for students. Another aim of the program is to maintain accessibility, which includes providing transportation from Chicago. Admissions representatives serve as guides and help build connections between our visitors and their direct university contact.
- **Experience Illinois**—For this early outreach visit program, we partner with select Chicago Public Schools to encourage freshmen and sophomore students to successfully progress through high school and enroll in college. We provide a look into what campus life entails for students both academically and socially. Admissions representatives coordinate a full day of campus activities for each partner school, beginning with bus transportation directly from the high school to campus to show the proximity between Chicago and Champaign. On campus, students engage with multiple campus partners, including admissions, faculty, and student affairs departments, which provides a holistic view of student life. The focus is to show the accessibility and attainability of college rather than immediately recruiting students. The program also allows current students to engage our visitors as members of our Peer Recruitment Program (PRP). Current students guide visitors through the day, building personal connections and sharing stories of their college experience. This enables visiting students to envision themselves attending a school that offers strong resources and a sense of community. The program also helps the university build connections with high school counselors and provides them an insight into pathways to UIUC for their students.

Inspire Illinois programs help us establish a strong connection with students at an early point in their high school career. We also honor our role as the state's flagship university by focusing on promoting educational access and student success for Illinois residents and their support networks (parents, high school counselors, community organizations, etc). As we look to continue the growth of these programs, our intent is to focus on the inherent value of the student and increase our stake in their development away from the primary function of recruitment. We look to grow partnership with academic and student support departments, as this can help students identify academic pathways while they explore college life. In partnership with the Principal's Scholars Program, the Office of Undergraduate Admissions will continue to explore developing unique and impactful ways to engage students in preparation for the college search.

Recruitment

The goal of recruitment programming is to encourage students to apply to the university and explore majors of interest. Programs geared toward underrepresented populations focus on exposure to the university setting and the unique resources UIUC offers in support of its students. Current initiatives include:

Application Workshops

Admissions representatives partner with local high school counselors in their recruitment territories to conduct in-school application workshops for students. Special outreach is conducted to partner with schools that consist of high populations of underrepresented students. These workshops allow students to work with their direct university contact to demystify the application process and ensure they can put their best foot forward when applying. During a typical workshop, admissions representatives explain our holistic review process and what that means for each part of the application itself, particularly when writing the application essay and listing extracurricular activities. High school counselors assist students in reporting their high school coursework on the application. These workshops not only help strengthen the relationship between UIUC and its partner schools but also allow students to connect personally with a representative and engage with the application process on a deeper level. In most experiences, representatives also help dispel any myths that exist about our review process and UIUC's selectivity.

Días de Visita en Español

These visit day programs are offered in Spanish to accommodate families and households whose primary language is not English. We partner with La Casa Cultural Latina to offer programming that focuses on the campus experience and campus resources in addition to the student's role in the application process and how their support system can engage with their application process.

Multicultural Academic Achievement Receptions (MAARS)

MAARS receptions celebrate diverse rising seniors for their academic achievements. These programs are hosted at local restaurants in the Chicago and Champaign areas to promote a conversational and comfortable environment where we assist students in navigating senior year and the application process. Students and their families hear about applying to UIUC and the importance of maintaining a strong academic record through the end of their high school career. Alumni also come to speak about their experiences at UIUC and discuss the transition between high school and college. Our goal is to help students picture themselves at UIUC based on the resources and sense of community displayed by representatives and alumni while also hearing their perspectives on financial aid opportunities and success outcomes at UIUC.

Peer Recruitment Program (PRP)

PRP is an opportunity for current students at UIUC to engage with prospective students and tell the story of their campus experience. Peer Recruiters primarily come from populations that are underrepresented on campus and join us at multiple events to provide prospective students insight into current student life. We invite and train them to join us in two aspects of recruitment: 1) engaging with prospective students and their guests during campus visit programs and 2) accompanying admissions staff on high school visits in Chicago during UIUC's winter break. In addition to providing information about the current UIUC student experience, Peer Recruiters provide positive interactions that promote higher education and a college-going atmosphere. Our goal for the program is to provide students with insight into the overall college experience, with a special emphasis on the experiences of students of color at UIUC. In recent years, the program has partnered with the Shelley Ambassador Program (BNAACC), La Casa Cultural Latina, and the OMSA to bring this opportunity to current UIUC students.

Recruitment programming is critical because it often shapes the student's first perception of UIUC as a destination. With an eye toward the future, we look to shape these programs as a tool to combat the trends in disparity that higher education faces. Not only should students understand the benefits of a UIUC education, but they should also be armed with the knowledge to make an informed decision about their college choice and major selection. This includes an understanding of our application and financial aid systems, as well as access to resources to help them plan their academic and career pathways in an efficient manner. This is critically important for diverse populations where time to graduation and proper advising can impact the formative years of a student's academic and professional careers.

Yield

Yield programs are directly designed to encourage students to attend UIUC once admitted. We engage with students on multiple levels to show them the academic, social, and career opportunities a UIUC education provides. Yield programs for underrepresented students focus on the accessibility of UIUC and the kinds of support students will receive throughout their time at the university.

Chicago Public School/Chicago Illini Day

Illini Days for Chicago Public Schools and Chicagoland-area students are tailored for admitted students to explore campus and its resources. Students are provided free transportation to campus from a central location in Chicago and are accompanied by admissions staff from the Chicago Satellite Office. At these programs, students engage with multiple departments from campus during a resource fair and receive an overview

of student life at UIUC. Emphasis is placed on the transition from Chicagoland to the Champaign-Urbana campus, and guests can interact with current students, our cultural centers, Financial Aid, and Housing, as well as take a campus tour. These programs also include lunch in a university dining hall and visits to the Illini Union and bookstore.

StartSTRONG

StartSTRONG is a unique visit program centered around the Central Black Student Union's Cotton Club weekend of activities. Optional bus transportation is provided from Chicago. We invite guests to join us on campus to experience student life from the perspective of Black students on campus. This includes a cultural celebration of the Cotton Club Variety Show performances put on by students. Guests are able to experience the energy and camaraderie of UIUC's Black community. They also talk with multiple student organizations, campus support resources, and academic departments during a campus resource fair to emphasize the multidimensional nature of the student experience—engaging as individuals, academic entities, and members of the Black community.

Next-Up Receptions

Next-Up Receptions are hosted to positively impact the yield of admitted students from underrepresented backgrounds. Like MAARS receptions, these programs are hosted in family-style restaurants to create a conversational atmosphere to foster comfort with admissions staff and the university. We host four programs in late March and early April each year, including one in Spanish. Guests hear a presentation about the next steps to enrolling at UIUC, and an alumni panel discusses their experiences on campus and how they have been impacted by their college choice post-graduation.

The campus visit is one of the most impactful events on a student's college decision. Our current yield initiatives focus on accessibility and the UIUC community. Providing free transportation for many of these programs helps us combat financial barriers that can impact students' abilities to see campus in person.

It is also important to meet our students where they are. Student-oriented receptions and other programs allow us to bring the UIUC brand across the state, creating a sense of community and utilizing our resources to show students that our goal is to serve them. We will need our academic departments, student affairs, and other stakeholders to increase their engagement with this student population, especially during the crucial decision-making time of March and April.

HOW WE REVIEW: ADMISSIONS PHILOSOPHY

As a land-grant university and Illinois' flagship public university, the University of Illinois Urbana-Champaign has a responsibility to serve the citizens of the state of Illinois, from the power corridors of the Chicago Loop to the cornfields of Southern Illinois. The goal of the admissions review is to execute the will of the faculty and university administration by implementing a fair and equitable process to review a large pool of applicants and select those individuals who have challenged themselves academically and show commitment to activities and service expected of UIUC alumni.

UIUC seeks to enroll a diverse student body in order to create an inclusive and pluralistic learning environment that respects the varied perspectives and lived experiences of a diverse community. The concept of a diverse student body should be understood to include diversity in many dimensions, including socioeconomic status, veteran status, city/county/state/country of origin, family background, gender, race and ethnicity, and the intersection of these factors. Students learn and achieve more in diverse environments. As we strive to provide the best possible educational environment, our students have a compelling educational need to participate in a diverse learning environment. Factors we consider for admission include consistent achievement at the highest curriculum level available to the student; competitive scores and subscores on standardized tests in relation to the context available to the student; interest in the major/program and reason for selecting the academic interest area; achievements outside of the classroom that suggest strengths and skills that will enhance the campus community; and unique circumstances that may demonstrate qualities or skills that help a student to succeed (go.illinois.edu/review).

Our undergraduate admissions review process uses a whole-context holistic review, which considers the opportunities in the student's high school, family background, ongoing hardships, extenuating circumstances, and other contextual factors. It is important to understand the achievements of a student within the setting of various external influences, such as school resources, habitus, and family context that contribute to or hinder a student's accomplishments. Academic performance, test scores, and other traditional measures of academic merit can vary greatly depending on the socioeconomic status of a student's parents and differences in K-12 contexts. Not everyone has access to a robust college-preparation curriculum, including students in rural high schools, historically underrepresented students, and students from lower socioeconomic backgrounds with less access to Advanced Placement courses.

Assessing high school performance through measures like class rank helps assess student performance within the context of the high school; however, fewer than 40% of Illinois high schools track and report class rank on transcripts. Well-documented variance exists in standardized test scores across race/ethnicity, gender, and socioeconomic groups that account for most of the gaps in intergenerational economic mobility. Students who attend high schools with relatively higher expenditures per student have better access to college counselors, private tutors, and test-preparation services. Such differences in wealth, access to college counseling, access to advanced courses, standardized test preparation, and other factors can reinforce class stratification and limit future economic mobility. Our admissions review process focuses on how an individual student maximizes the educational offerings available to them and how that student has demonstrated academic achievement within their unique context.

Given that we admit by college, we also consider applicants in relation to the other students who have applied to that college, not all applicants to the university. Each college identifies and places unique emphasis on subjective factors that fit within the university's strategic enrollment goals as well as the goals of the college. The college-specific review criteria may change each admissions review cycle. In an effort to demonstrate transparency, these factors can be found at go.illinois.edu/collegecriteria. Although it is difficult to define all of the factors that are excluded from the admissions review process, in order to promote fairness, we do not consider legacy/donor status, financial need, demonstrated interest, social media presence, counselor/teacher recommendations, or third-party advocate statements.

LOOKING FORWARD

Great progress has been made with the outreach, recruitment, and yield of underrepresented students. We still have a lot more work to do. With increased partnership and collaboration across campus, we can provide more opportunities in person and virtually for students to become more educated about the college search process and find their place within the University of Illinois Urbana-Champaign.