



DEPAUL UNIVERSITY

ENROLLMENT MANAGEMENT AND MARKETING

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**DEPAUL
UNIVERSITY**



2007 enrollment summary
DIVISION OF ENROLLMENT MANAGEMENT AND MARKETING

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University Community,

With an aim for DePaul to become one of the finest urban, Catholic universities in the United States, the VISION twenty12 strategic plan includes ambitious enrollment goals and aspirations that call for a balance of the often-conflicting goals of access, quality, diversity, program mix and tuition revenue—in other words, that demand a strategic approach to enrollment management.

This fall's enrollment reflects successes on nearly all fronts in the first year of the twenty12 enrollment initiatives; these successes are documented in this Enrollment Summary for fall 2007 and are an affirmation of the return on investment in our academic, marketing and enrollment strategies.

DePaul's total enrollment of 23,401, a slight increase over last fall, is on target in terms of strategic and budgetary goals. It includes a freshman class of 2,522; an 8% increase in new transfer students to 1,341; and a total undergraduate enrollment of 15,024, an all-time record and an increase for the 11th consecutive year.

With a 20% increase in freshman applications, enrollment for this fall's freshman class was much more selective, and the class has one of the best academic profiles in history. A record 30% are from out of state, affirming DePaul's higher visibility and growing national reputation. Our growth in transfer students is a result of improved outreach and student services, allowing us to increase transfers from our top community college feeders by an astounding 40% over last year.

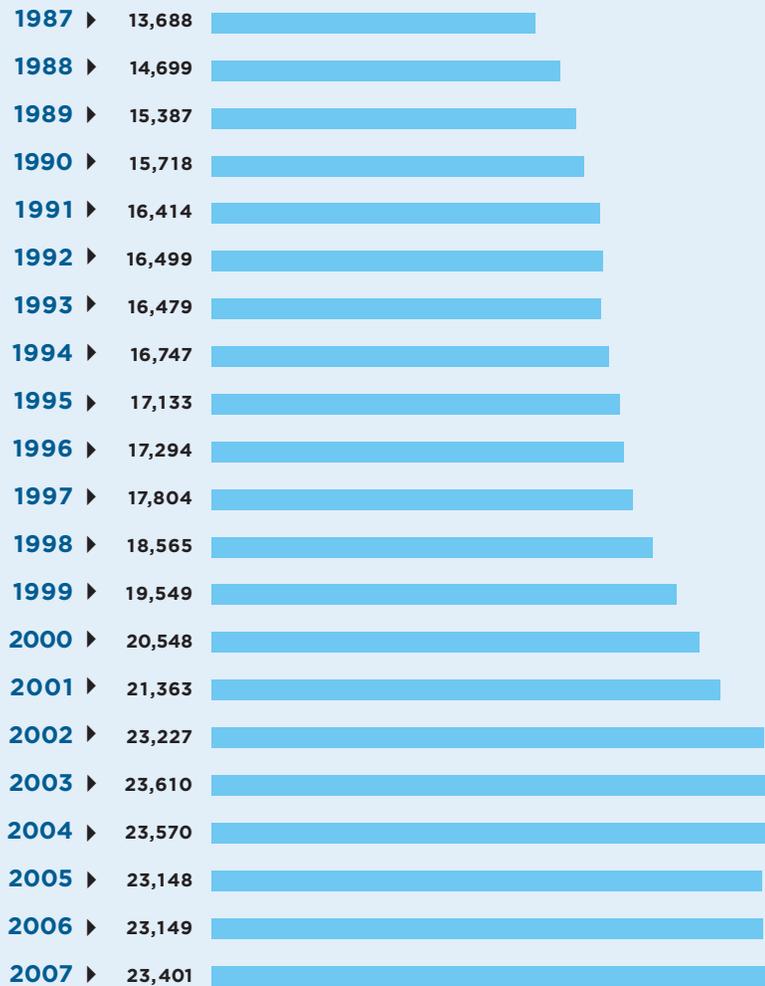
The increase in demand for DePaul's academic programs also is reflected at the graduate level, with a 21% increase in applications for master's programs, driven in part by expanded marketing and recruitment support for DePaul's colleges, including the new College of Communication. This resulted in a total graduate enrollment of 7,353—an increase of 192 students over last year.

In the years ahead, our marketing and enrollment strategies must continue to balance the ambitious goals laid out in VISION twenty12. The outcomes of this year's enrollment strategies and the shared commitment across the university to these goals give me great confidence that we will continue to be successful.



David H. Kalsbeek
Senior Vice President, Enrollment Management and Marketing

university enrollment 1987-2007



From 1987 to 2007, DePaul's total enrollment grew by 71%.

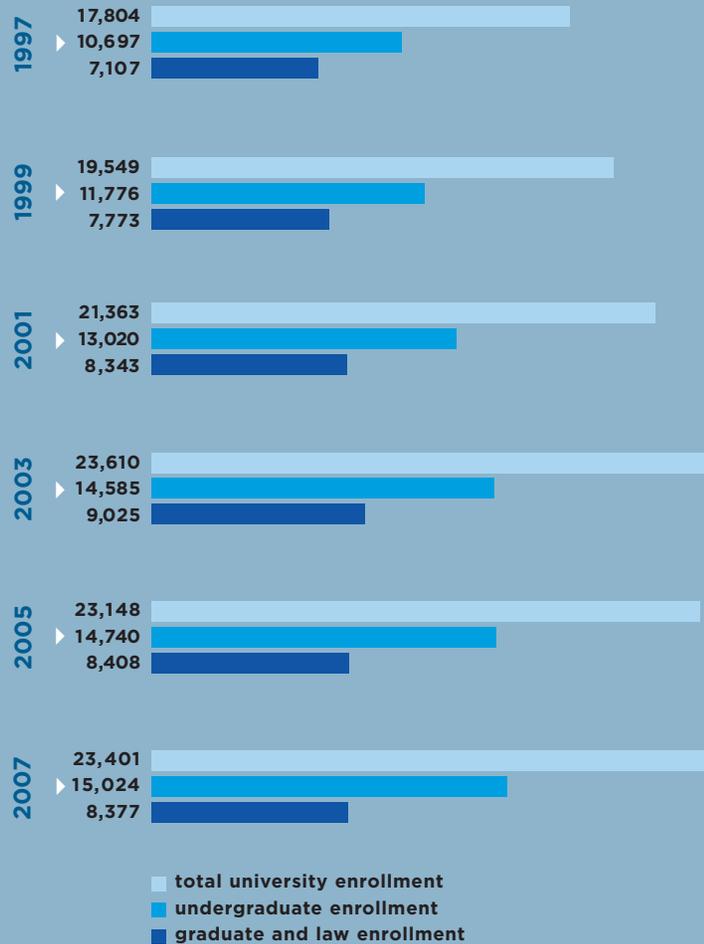
DePaul remains, for the ninth consecutive year, the nation's largest Catholic university with a total student enrollment of 23,401. From 1997 to 2007 DePaul has outpaced the rate of growth at the nation's largest Catholic institutions, growing by 31% compared with 15% for the next nine largest institutions.

This fall's total undergraduate enrollment of 15,024 increased in 2007 for the 11th consecutive year and is the largest in our history.

Students registered for a total of 273,486 credit hours in fall 2007, up 54% since 1997. Seventy-six percent of the credit hours were generated by undergraduates, as compared to 71% in 1997.

In fall 2007, DePaul established its ninth college—the College of Communication (CMN). DePaul's other colleges and schools are: College of Commerce/Kellstadt Graduate School of Business (KGSB), School of Computer Science, Telecommunications and Information Systems (CTI), College of Liberal Arts and Sciences (LA&S), College of Law, School for New Learning (SNL), School of Education (SOE), School of Music and The Theatre School.

university enrollment 1997-2007



From 1997 to 2007, undergraduate enrollment has grown 40% and continues to grow as a share of total enrollment, increasing from 60% in 1997 to 64% in 2007.

Graduate enrollment has grown by 24% and accounts for 31% of university enrollment, compared with 33% in 1997. College of Law enrollment has declined 12% since 1997 and accounts for 4% of total enrollment, compared with 7% in 1997.

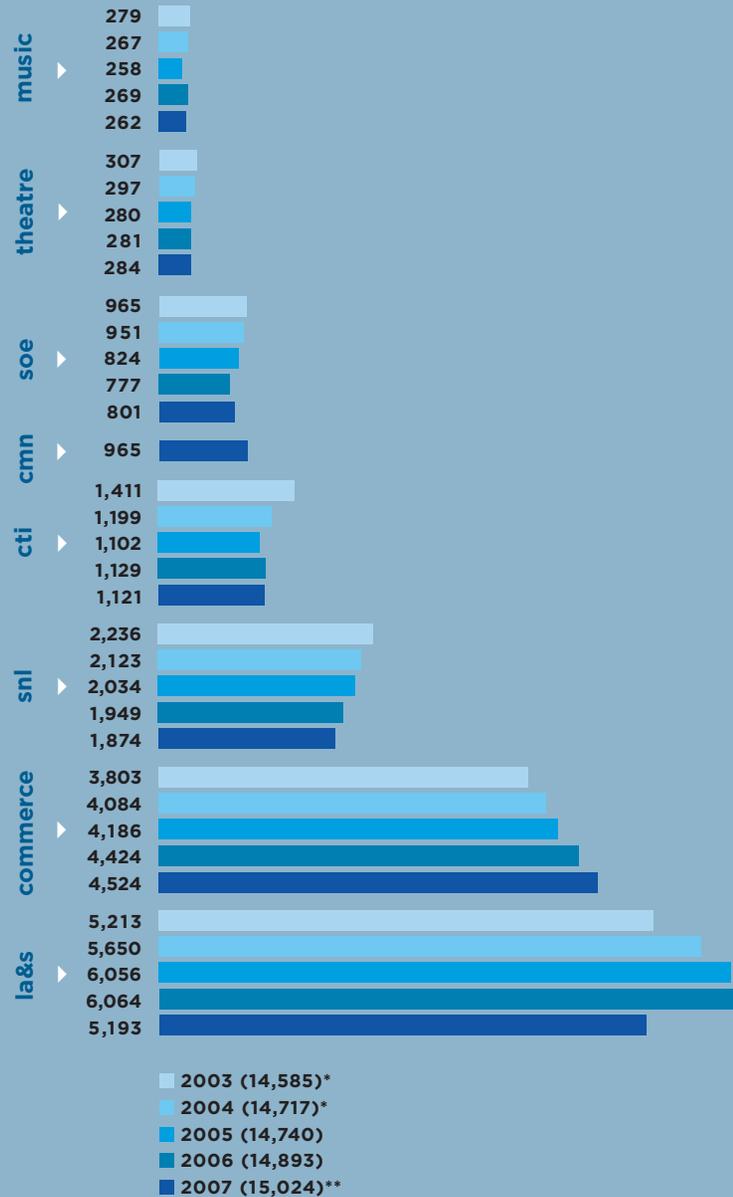
DePaul's total enrollment of 23,401 represents a diverse student body in terms of ethnicity, geography and other demographics. These students come from all 50 states and more than 100 countries.

- 37% from the city of Chicago
- 44% from the surrounding suburbs
- 4% from other locations in Illinois
- 15% from out of state and international locations

A total of 54% are women, and 26% are students of color.

- 8% Asian/Pacific
- 8% African-American
- 10% Hispanic/Latino
- 58% Caucasian
- 16% Other/unreported

undergraduate enrollment 2003-2007



*Totals include Barat undergraduate enrollment in 2003 (371) and 2004 (146).

**In previous years, CMN was included in LA&S.

undergraduate enrollment



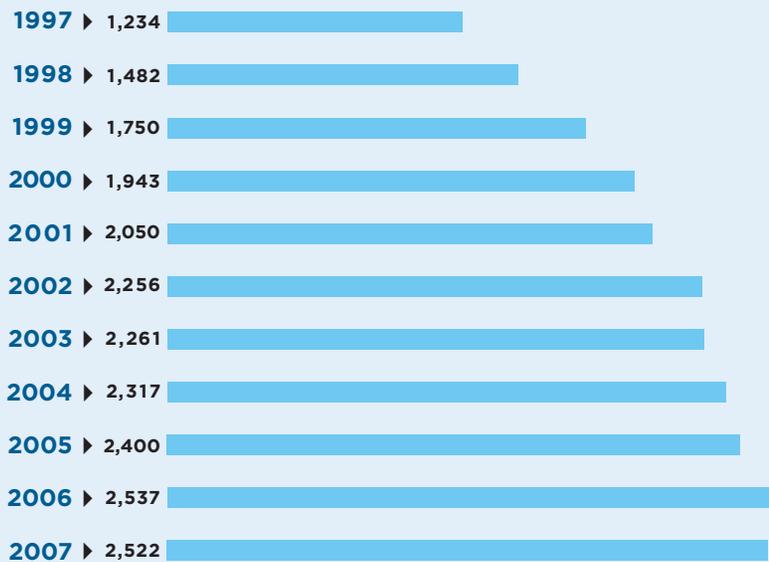
Thirty percent of this year's undergraduates are seniors, up from 27% in 2003.

Fall 2007 marks the 11th consecutive year of undergraduate enrollment growth. A record number of undergraduates, 15,024, enrolled for this fall term, an increase of 3% since 2003.

This year, 80% of undergraduates (12,045) are full time, compared with 74% in 2003 and 62% in 1997. Full-time enrollment has increased 11% since 2003, while part-time enrollment has declined by 20%. SNL's enrollment is almost exclusively part time (92%), followed by CTI at 21%.

A total of 3,454 undergraduates, or 23%, are 24 years of age or older, compared with 29% in 2003. Half of these students (53%) are in SNL; 70% are enrolled part time. While more than half of all undergraduates 24 years or older are women, only 22% of all women enrolled are 24 years of age or older. Twenty-four percent of all men enrolled this fall are 24 years of age or older.

**new freshman enrollment
1997-2007**



DePaul's overall 40% growth in undergraduate enrollment since 1997 has been driven by the cumulative impact of successive years of significant gains in new freshman enrollment.

DePaul welcomed 2,522 freshmen in fall 2007, compared with 2,537 in fall 2006. This is an increase of 261 freshmen since 2003 (12%), and more than doubles the freshman class of 1997.

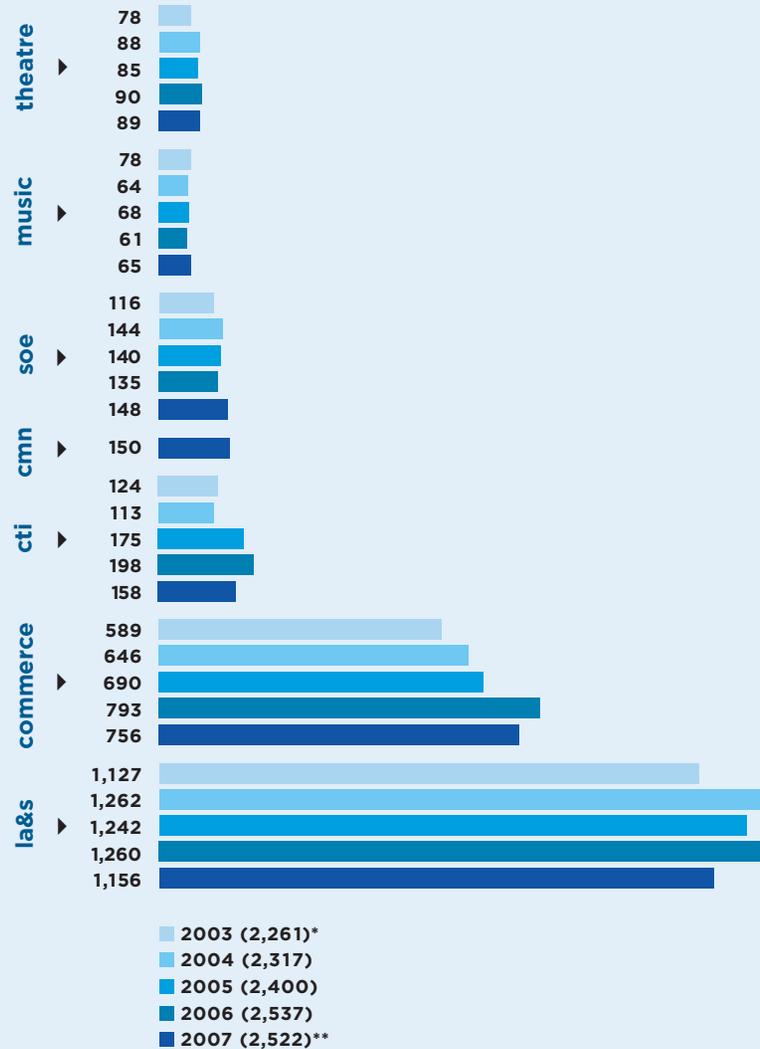
First-generation Freshmen

Enrolling this fall are 763 first-generation freshmen (30%), from families where neither parent has a college degree. Half of these students come from the Chicago suburbs and another 24% from the city of Chicago. Twenty-two percent were in the top 10% of their high school classes.

These freshmen enrolled in all colleges, with Education having the largest proportion of first-generation freshmen (39%), followed by Commerce (37%). Compared with 75% of the freshman class at large, 61% of full-time first-generation freshmen live in residence halls.

Sixty-one percent of this year's first-generation freshmen are women. Hispanic/Latino and African-American students make up 26% of the first-generation freshmen, and 45% of all Hispanic/Latino and African-American freshmen are first-generation.

new freshman enrollment 2003-2007



*Totals include Barat freshmen in 2003 (149).

**In previous years, CMN was included in LA&S.

By Academic Profile

Measures of academic preparedness of the fall 2007 freshman class improved over 2003. The average high school GPA is 3.4, compared with 3.3 in 2003. The percentage of freshmen who graduated in the top 10% of their high school classes has increased from 17% in 2003 to 20% this year.

The average ACT composite score was 24.6 this year, with the middle 50% of the class scoring between 22 and 27. In 2003, the average ACT was 23.4, and the middle 50% of the class scored between 21 and 26. Nationally, the average ACT composite was 21.2 in 2007, and only one-fourth of all test takers nationally scored above DePaul's median of 24.

By Gender and Ethnicity

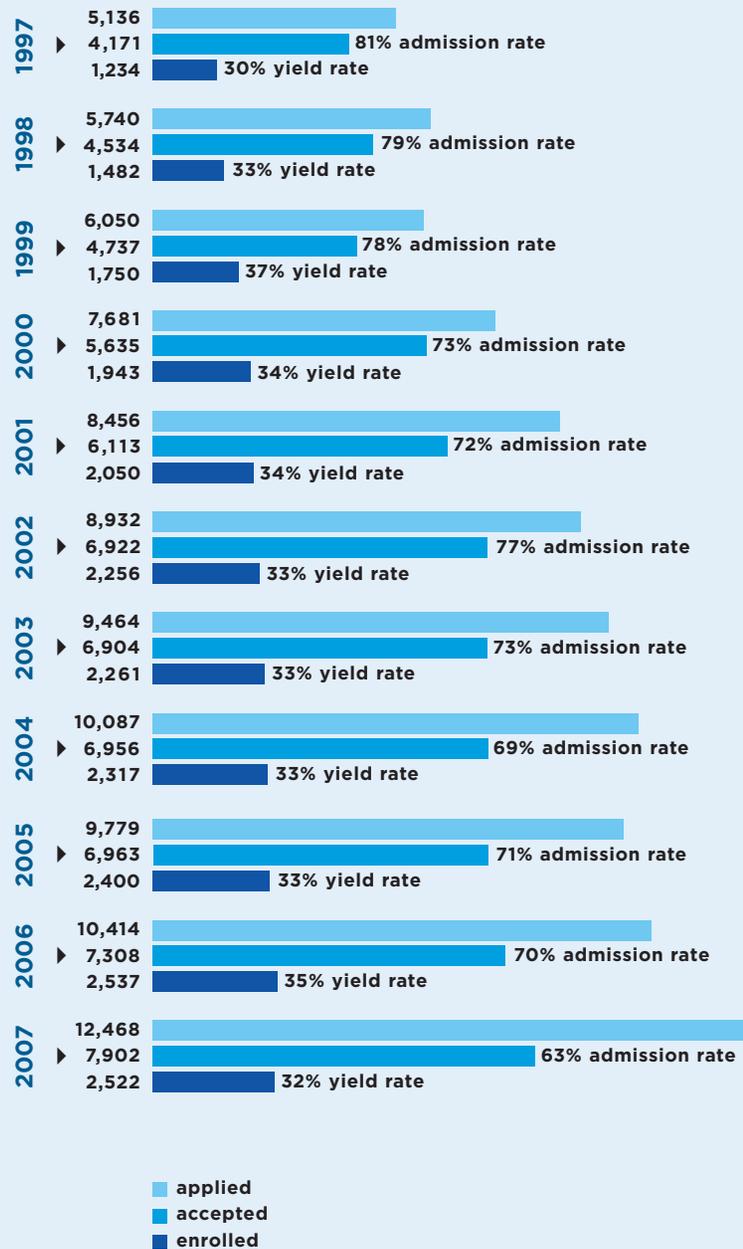
The fall 2007 freshman class is 42% male, compared with 40% in 2003. Compared to 32% in 2003, the freshman class is 27% minority. The proportion who did not report ethnicity has doubled from 5% in 2003 to 10% in 2007. Based only on those who report ethnicity in 2007, the freshman class is 30% minority. This fall, DePaul enrolled:

- 291 Hispanic/Latino freshmen (12%)
- 217 Asian/Pacific freshmen (9%)
- 153 African-American freshmen (6%)
- 14 Native American freshmen (0.6%)

By Geography

From 2003 to 2007, in-state freshman enrollment grew by 4% and out-of-state enrollment grew by 33%. Almost half of this year's freshmen are from the Chicago suburbs (47%), up from 43% in 2003. Another 30% were from out of state, compared with 25% in 2003. Enrollment of freshmen from the city of Chicago is 16%, compared with 25% in 2003. Seventy-five percent of full-time freshmen live in the residence halls, compared with 64% in 2003.

freshman applications, admission and enrollment yield 1997-2007



freshman enrollment trends

Demand for admission to DePaul from the traditional high school market remained strong as a result of the university's successful recruitment and improved market position and prominence. DePaul received 12,468 applications for fall 2007, 20% more than the 10,414 in 2006.

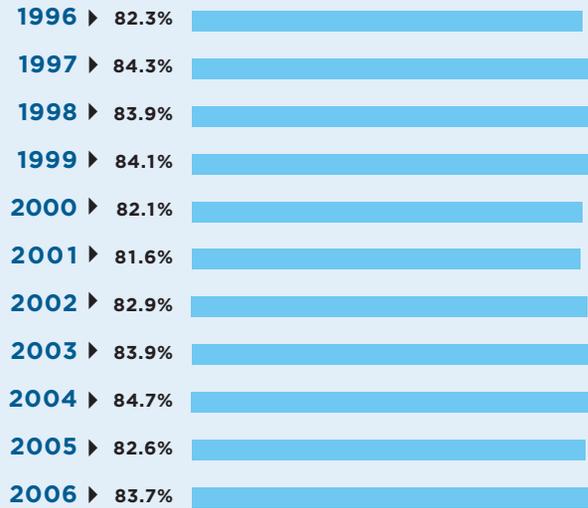
Since 1997, freshman applications have more than doubled, and this, coupled with the strong yield rates, has resulted in a doubling of the freshman class and a substantial improvement in academic selectivity (down to 63% from 81%).

Freshman applications have increased 20% since 2006 and 32% since 2003.

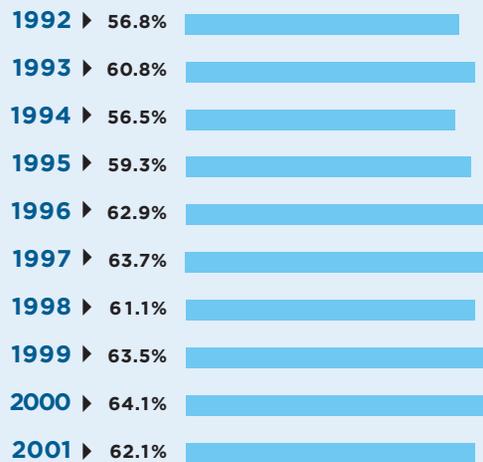
From 2003 to 2007, total freshman applications grew by 32%. Applications from African-American inquiries were up by 32%, applications from Asian inquiries were up by 23%, and applications were up by 19% for Hispanic/Latino inquiries. While applications from students of color increased, as a share of overall applications they declined from 34% to 32%.

Applications from suburban inquiries grew by 31% from 2003 to 2007, but held at about 37% of the application pool. Applications from out-of-state inquiries increased by 52%, up from 33% to 39% of the pool. Applications from Chicago inquiries increased by 3%, but declined as a share of total applications from 23% to 18%.

**first-year freshman retention
entering year 1996–2006**



**six-year freshman graduation rates
entering year 1992–2001**



retention and graduation rates

Returning in fall 2007 for their sophomore year were 83.7% of the fall 2006 full-time freshmen. In general, freshman retention rates have been consistent over the recent period of dramatic growth in freshman enrollment. The average retention rate for freshmen entering from 1991 to 1995 was 81.5%, compared with 83.3% for those entering from 1996 to 2000, and 83.2% from 2001 to 2006.

In 2001, DePaul enrolled a total of 2,041 full-time freshmen. A total of 81.6% of these students returned for their sophomore year. Six years later, 62.1% of these full-time freshmen had graduated from DePaul. For the 1996 to 2001 freshman classes, the six-year graduation rate has ranged between 61.1% and 64.1%.

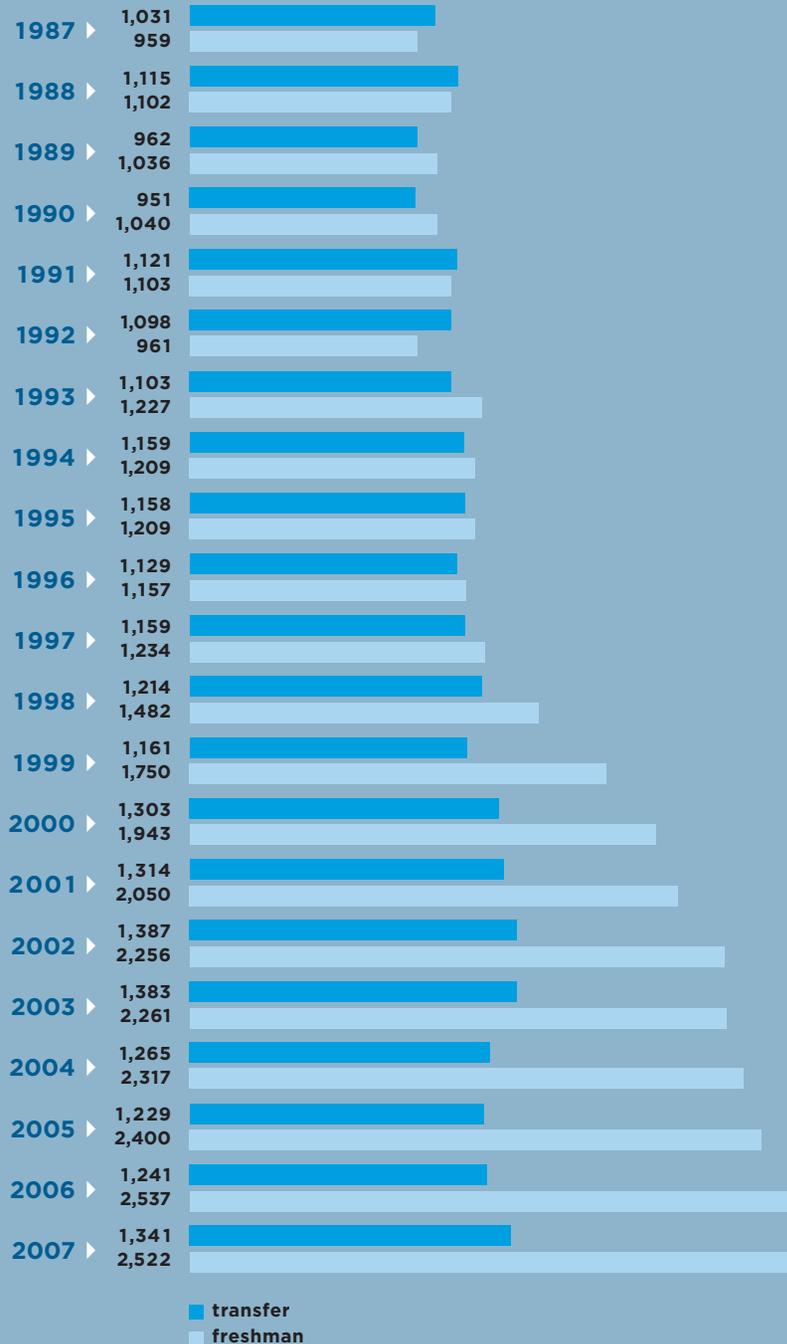
At the close of the 2006-07 academic year, DePaul had awarded a total of 5,554 degrees: 2,842 bachelor's degrees, 2,319 master's degrees, 29 doctoral degrees, 359 juris doctor (J.D.) degrees and 5 master of laws (LL.M.) degrees.

Of the 2,842 bachelor's degree recipients, 49% originally enrolled at DePaul as freshmen, 46% enrolled as transfers and 5% enrolled as non-degree students.

In addition, 33% of these degrees were awarded to students of color.

Seventy percent of the 2,842 undergraduates who received bachelor's degrees in 2006-07 received their degrees in four years or less.

transfer and freshman enrollment 1987-2007



new transfer students



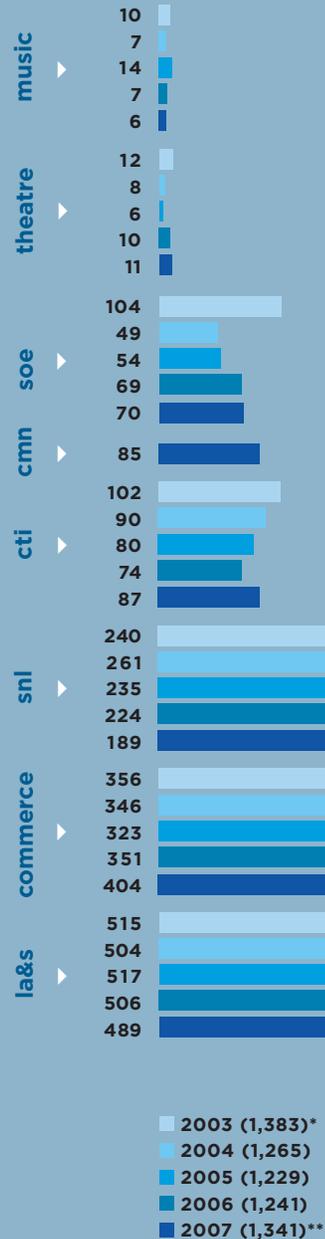
Fall quarter transfers accounted for 62% of all transfers who entered DePaul in 2006-07. Another 25% entered in the winter quarter, and 13% entered in the spring quarter.

A total of 1,341 new undergraduate transfer students enrolled in fall 2007, up from 1,241 last year, but 3% fewer than the all-time high of 1,387 in 2002.

Until 1997, the number of new fall transfers generally equaled the number of new freshmen enrolled each fall, but the strategic emphasis in Vision 2006 on freshman enrollment growth shifted this ratio. By 2006, 33% of new degree-seeking undergraduates were transfers, compared with 48% in 1997.

In 2007, VISION twenty12 focused additional emphasis on transfer enrollment. This fall, transfers account for 35% of new degree-seeking undergraduates.

transfer student enrollment 2003-2007



*Totals include Barat transfers in 2003 (44).
**In previous years, CMN was included in LA&S.

transfer student enrollment



In 2007, 82% of new transfers were full time compared with 57% in 1997.

Compared with 2003, the 2007 transfer class is more full time, more male and younger.

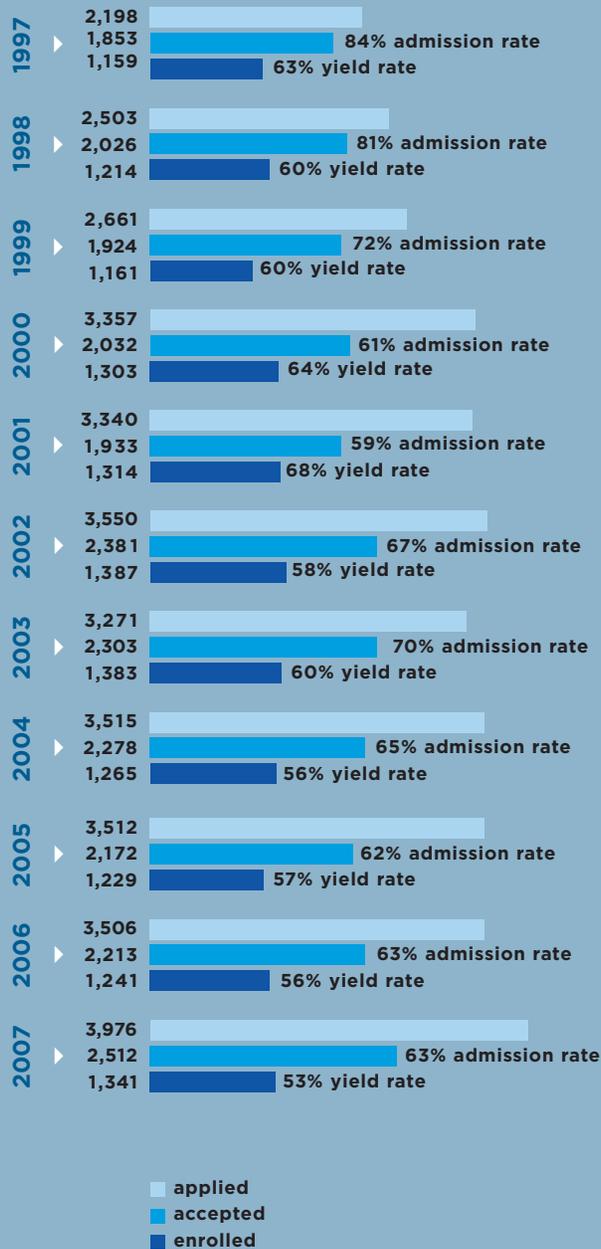
Eighty-two percent of new transfers are full time, 49% are men, and 72% are under 24 years of age. Half of the transfers 24 or older enrolled in SNL (47%). Fifty-two percent of transfers entered DePaul as sophomores and another 32% as juniors and seniors.

By Ethnicity

In 2007, 26% of all new transfers are students of color compared with 24% in 2003. There has been a large increase in students not reporting ethnicity (up from 6% to 23%). Based only on those who report ethnicity in 2007, the transfer class is 34% minority, compared with 30% of new freshmen. This fall, DePaul enrolled:

- 130 Hispanic/Latino transfers (10%)
- 120 Asian/Pacific transfers (9%)
- 102 African-American transfers (8%)
- 2 Native American transfers (0.1%)

transfer student applications, admission and enrollment yield 1997-2007



transfer student enrollment

By Geography

DePaul remains a top destination for transfer students in Illinois. More than half (55%) of the new transfer students are from suburban Chicago, with another 28% from the city of Chicago. Since 2003, the proportion of transfer students who are from out of state has increased from 8% to 11%.

Illinois community colleges are the leading source of these new transfer students, accounting for 54% in fall 2007 and up from 41% in fall 2003. A smaller percentage of new transfer students came from Illinois' public universities (10%) and private institutions (6%). In addition, 29% transferred in from out-of-state institutions.

While only 11% of the new fall transfers in 2007 reside out of state, 29% listed an out-of-state institution as their school last attended.

Of the 717 transfer students from Illinois community colleges, 66% were from suburban Chicago, 33% were minority students, and 73% were under 24 years of age. The three top community colleges sending students to DePaul were College of DuPage, Oakton Community College and William Rainey Harper College.

Trends

During the past 10 years, demand for admission to DePaul from the transfer and returning adult market has grown as the result of the university's successful recruitment and strong market position and prominence. This strong demand was evidenced by increases in applications and new enrollments from 1997 to 2002.

From 2002 to 2006, transfer applications held steady at around 3,500, while new enrollments went from 1,387 to 1,241, a decline of 11%. This decrease was due to a declining admit rate and lower yield rate.

In fall 2007, applications and new transfer enrollment increased. Applications and the number admitted were each up 13% and, even with a slightly lower yield rate than last year (53%), new student enrollment increased 8%.

graduate and professional enrollment 2003-2007



*In previous years, CMN was included in LA&S.

graduate and professional enrollment



Graduate students generated **50,580 credit hours in 2007**, compared with **37,027 in 1997**. However, the proportion of the university's credit hours generated by graduate students dropped from **21% to 18% over this time**.

A total of 7,353 graduate students registered for the fall 2007 term, compared with 7,873 in 2003.

A total of 1,745 new graduate students registered this fall, up 3% from 1,692 last year, but 4% fewer than the record 1,826 in 2002.

The largest gain in new students from 2006 to 2007 was the College of Communication, up from 33 students to 68, followed by KG&S, which was up 5% to 475 students.

Professional Enrollment

The College of Law welcomed 320 new juris doctor students with a total enrollment of 1,024, compared with 1,095 in 2006.

Doctoral Enrollment

In 2007, DePaul enrolled 212 doctoral students, down by 7% from 228 in 2003. Almost half were enrolled in LA&S (44%), with another 35% in Education and 21% in CTI. Doctoral enrollment accounts for 3% of all graduate enrollment.

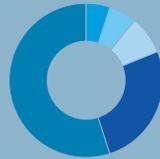
enrollment diversity 1997-2007

2007
undergraduate
students

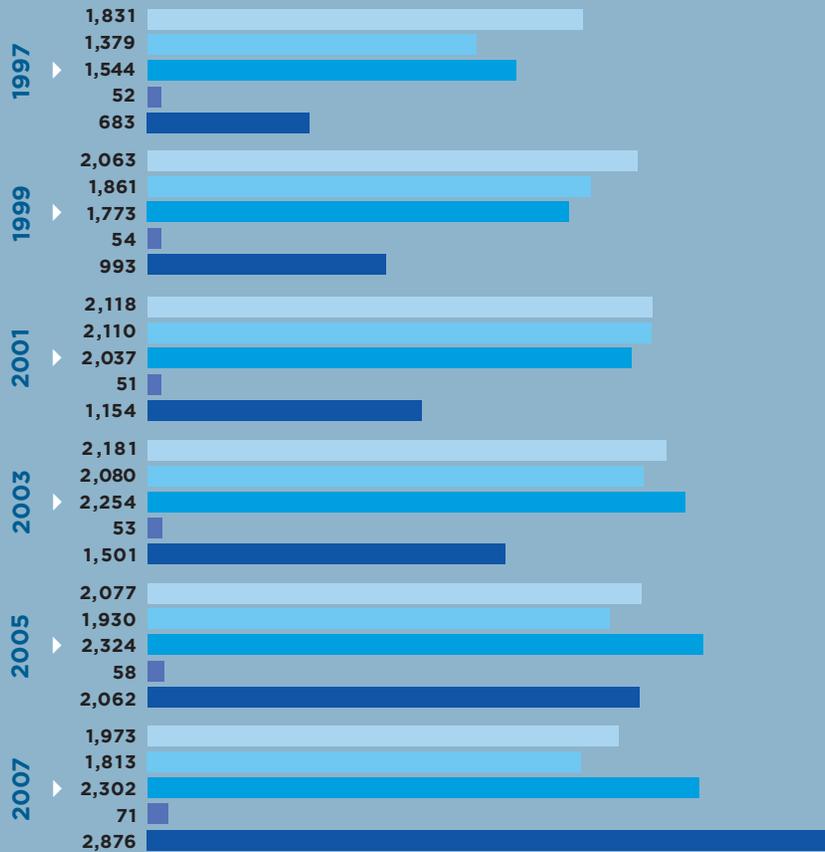


9% african-american
9% asian/pacific
12% hispanic/latino
59% caucasian
11% other/unreported

2007
graduate and
professional
students



8% african-american
6% asian/pacific
5% hispanic/latino
55% caucasian
26% other/unreported



■ african-american
■ asian/pacific
■ hispanic/latino
■ native american
■ unreported

diversity



From 1997 to 2007, minority enrollment increased by 28% while Caucasian enrollment increased by 12%.

In 2007, DePaul enrolled 6,159 students of color. Minority enrollment accounts for 26% of the total enrollment, 30% of undergraduate enrollment, 21% of professional enrollment, and 20% of graduate enrollment.

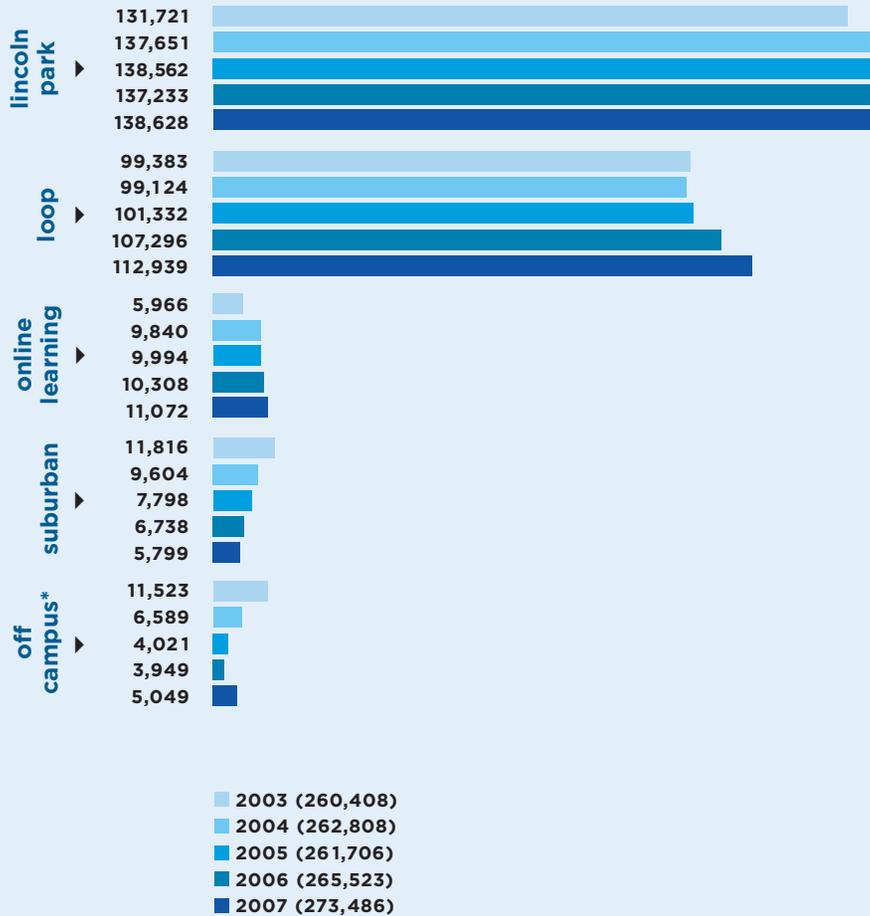
- Hispanic/Latino population is 2,302 students
- African-American population is 1,973 students
- Asian/Pacific population is 1,813 students
- Native American population is 71 students

Since 1997, Hispanic/Latino enrollment has grown by 49%, Asian/Pacific enrollment by 31%, Native American enrollment by 37%, and African-American enrollment by 8%.

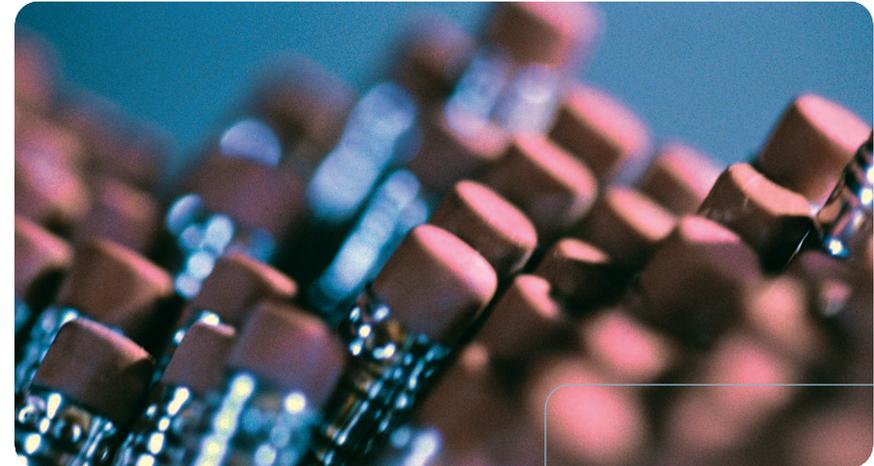
International Students

In 2007, 904 students have international status (F1, J1 or other visa types), compared with 796 in 2006, an increase of 14%. International students represent 4% of total university enrollment. These students come from more than 100 countries, with the highest concentration of students coming from India, China and Thailand. Almost half (42%) of these international students are enrolled in CTI.

**campus credit hours
2003-2007**



*Off-campus credit hours include credit hours generated at the Barat Campus in 2003 and 2004.



In 2007, 50% of students taking online courses were from CTI, and 36% were from SNL.

Half of all credit hours in fall 2007 were generated at the Lincoln Park Campus (51%), as was the case in 2003. In 2007, the Loop Campus generated 41% of total credit hours, compared to 38% in 2003.

In addition, in fall 2007 another 11,072 credit hours were generated through online learning, up 86% from 2003. This fall, online hours account for 4% of the total credit hours, compared with 2% in 2003.

A total of 2,099 students registered for online courses, including 978 undergraduate and 1,121 graduate students.

Of the students registering for online courses, 60% of undergraduates and 74% of graduates were exclusively online, not simultaneously enrolled in other campus-based courses. Of these, 34% were from outside Illinois and 40% were from the Chicago suburbs.

Suburban campuses generated 5,799 credit hours in fall 2007, or 2% of total credit hours, down 51% since 2003, when suburban hours accounted for 5% of all credit hours.

nation’s largest private not-for-profit universities by enrollment, 2007*

- 1. New York University 41,783
- 2. Brigham Young University 34,174
- 3. University of Southern California 33,408
- 4. Boston University 32,053
- 5. Harvard University* 25,778
- 6. George Washington University 25,078
- 7. Northeastern University (Mass.) 24,460
- 8. University of Pennsylvania 23,980
- 9. DePaul University 23,401
- 10. Columbia University 22,656

nation’s largest Catholic universities by enrollment, 2007

- 1. DePaul University 23,401
- 2. St. John’s University 20,086
- 3. Loyola University Chicago 15,545
- 4. Georgetown University 14,826
- 5. Fordham University 14,448
- 6. Saint Leo University 13,790
- 7. Boston College 13,723
- 8. Saint Louis University 12,309
- 9. University of Notre Dame 11,736
- 10. Marquette University 11,516

*This list includes traditional, private doctoral extensive and intensive institutions. Nova Southeastern, a doctoral intensive institution in Florida with enrollment of 25,960, was not included in this list because of its highly non-traditional student population. This list includes Harvard’s 2006 enrollment.



DePaul is the ninth largest private, not-for-profit university in the nation and the largest in the Midwest. DePaul is also the largest Catholic university in the nation, having exceeded St. John’s University in 1998.

From 1997 to 2007, the 10 largest Catholic institutions grew by 17%, or about 21,000 students. DePaul grew by 31%, or 6,000 students, accounting for 28% of the growth at these institutions.

Overall, the top 10 private, not-for-profit universities enrolled 286,771 students in 2007 and have grown by 6% since 2003, while DePaul has been steady. Of these institutions, the two fastest growing in the past five years are: Boston University with 10% growth to 32,053 students in 2007; and New York University with 9% growth to 41,783 students, remaining the largest private university in 2007.

Sources:

Office of Enrollment & Marketing Research: Enrollment Comparison Report for Autumn 2007, DePaul University Survey of Catholic Institutions 2007, DePaul University Survey of National Private Institutions 2007, Profile of Bachelor’s Degree Recipients 2006-07.

Office of Institutional Planning and Research: Fact File, Fall 2007 Enrollment File.