# *Market Share*

## *Information on DePaul's Market Prominence, Position and Performance*

**Division of Enrollment Management**
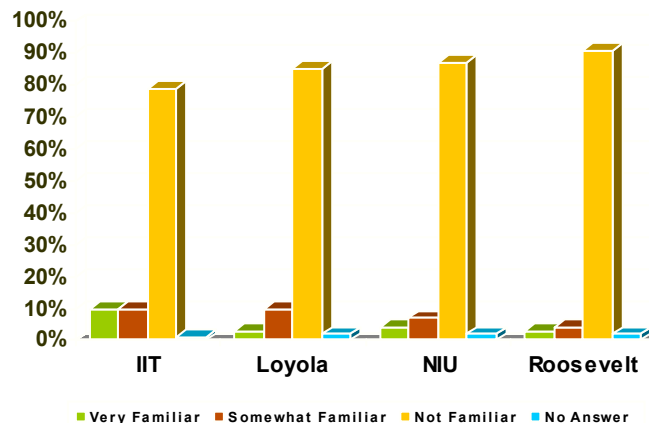**Office of Enrollment & Marketing Research**

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**TOP 10 MOST IMPORTANT CHARACTERISTICS FOR THE IDEAL GRADUATE COMPUTER & INFORMATION SCIENCES PROGRAM**

- Cutting-edge programs in technology

- Curricula responsive to a changing market

- Faculty on the forefront of technology

- Accessible location

- Evening programs

- University with professional connections to businesses

- Online registration

- Good value/Faculty working in their fields

- State-of-the-art computer labs

- Full-time faculty with past corporate experience

## What do students look for in an ideal graduate computer and information sciences program?

- Enrollment in computer and information sciences programs accounts for a small but growing percent of Illinois Master's level enrollment, up from 3% in 1993 to 7% in 2000.

- Throughout the 1990's, DePaul has dominated this market, enrolling the largest share of these students since 1993 (up from 32% to 40% in 2000). The next closest competitor is IIT, with 11% of the market.

- Our CTI applicants and admitted students said that the top three characteristics of the ideal graduate computer and information sciences program were cutting edge programs in technology, curriculum responsive to a changing market, and faculty on the forefront of technology.

- 63% of CTI admitted students applied only to CTI. DePaul's market dominance left students interested in computer and information sciences programs unfamiliar with the competition.

- Although students did note differences between the institutions on key characteristics, the only significant difference between DePaul, IIT, Loyola and NIU was on affordability, with NIU being seen as most affordable.



**How Familiar are Respondents with DePaul's Graduate CTI Competitors?**

Legend: Very Familiar | Somewhat Familiar | Not Familiar | No Answer
(Categories: IIT, Loyola, NIU, Roosevelt)

**CTI STUDENTS APPLIED TO:**

ONLY DEPAUL (63%)

DEPAUL + 1 OTHER SCHOOL (27%)

DEPAUL + 2 OTHER SCHOOLS (10%)

*Graduate Admission Survey*

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