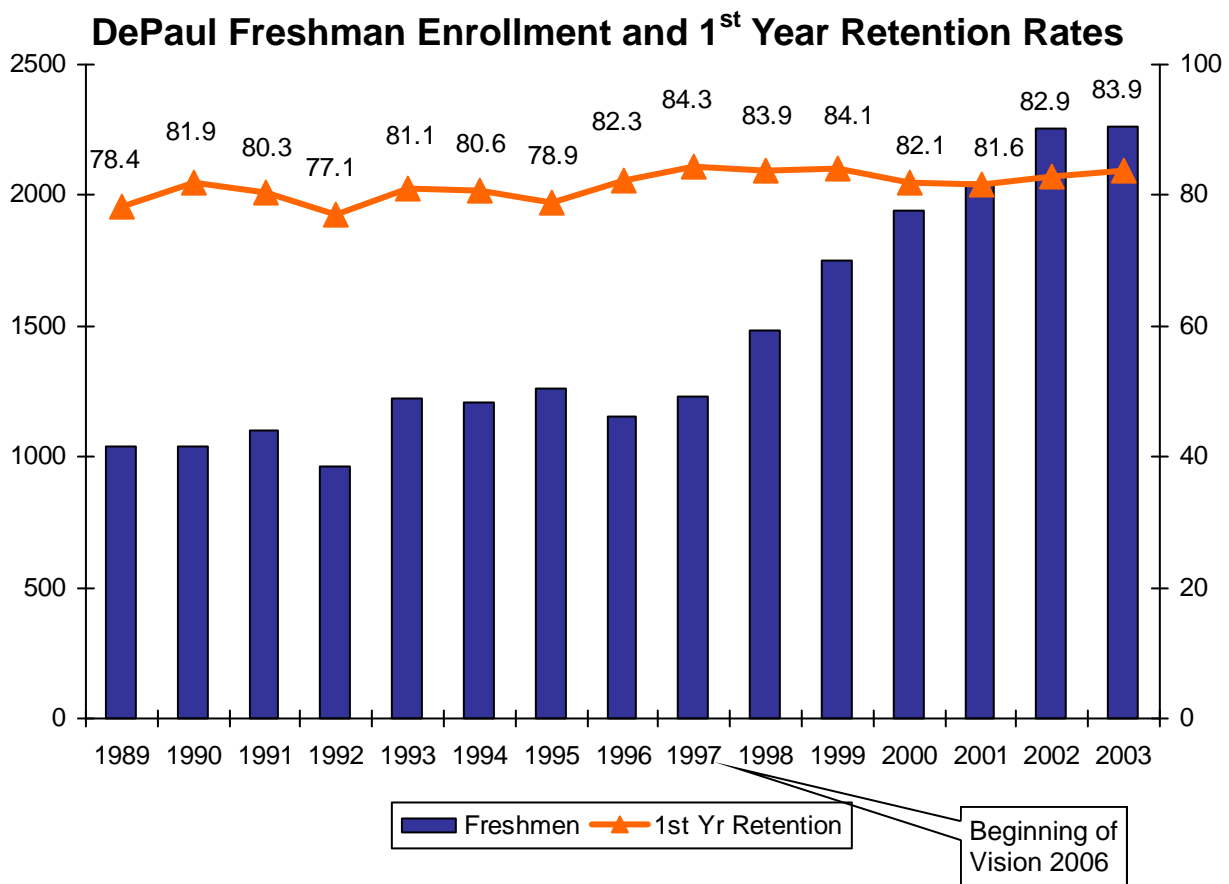


Market Share

Information on DePaul's Market Prominence, Position and Performance
Division of Enrollment Management
Office of Enrollment & Marketing Research

DePaul's Freshman Retention Stays Relatively Steady During Growth



From 1989 to 1997, DePaul's full-time freshman class remained somewhat steady in size around 1,100 students (at the smallest point 961 freshmen in 1992 and at the largest point 1,265 in 1995).

From 1997 to 2003, the class increased by 88% from 1,234 to 2,317 freshmen. However, while the freshman class grew substantially, the freshman retention rate, or the proportion of new full-time degree-seeking freshmen who returned for a second fall term, has remained generally consistent over time.

In the five years before the implementation of Vision 2006, from 1992 to 1996, the average retention rate was 80%. From 1997 to 2001, the first five years of Vision 2006, the freshman retention averaged 83.1%, an increase of 3 percentage points.

Source: OIPR Fact File, OIPR Table 9-1 First and Second Year Retention Rates, OIPR "Retention Research: Issues in Comparative Analysis," J. Filkins, L. Kehoe, & G. McLaughlin, 2001.