

Market Share

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Information on DePaul University's Market Prominence, Position and Performance
From the Division of Enrollment Management and Marketing

When Did Freshmen Applicants Decide to Attend DePaul?

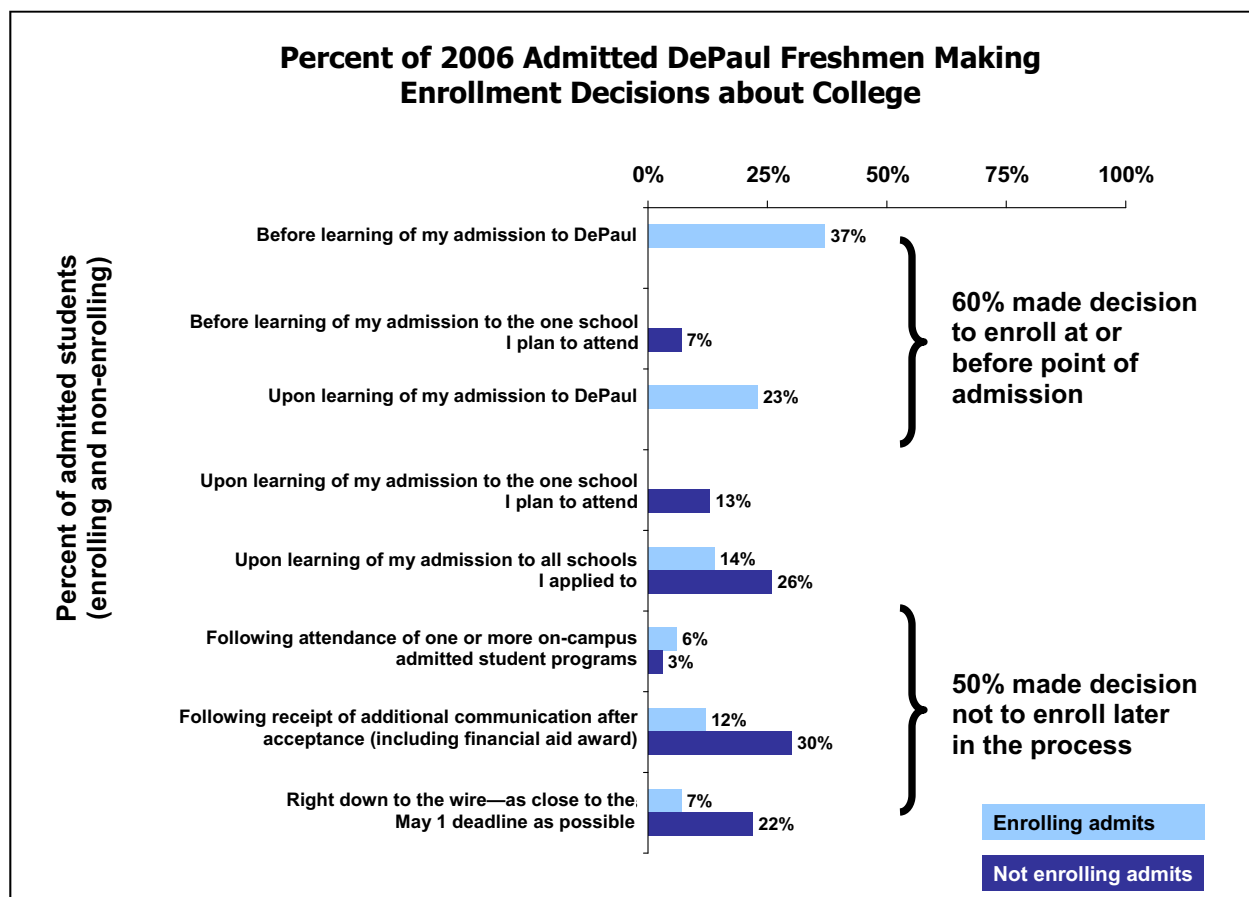
According to the Higher Education Research Institute's forty year tracking study (the CIRP survey), students nationally are applying to more institutions and fewer are attending their first choice institution.

While these trends are largely true for DePaul as well, data also suggest that DePaul freshmen have a strong affinity for DePaul even before they are admitted.

When do freshmen make their final decision about the school they will attend? In a 2006 survey of DePaul admitted freshmen, 60% of freshmen said had made their decision to enroll at

DePaul at or before the point of admission. For example, more than a third said they had made their decision to attend DePaul before learning about their admission decision. Another fourth made this decision upon learning about their admission.

Of those who decided not to enroll, survey data suggest that about 50% made this decision later in the process. Specifically, about a third waited until after they received additional communication following the admission decision to make their decision not to enroll at DePaul. Another 22% waited until as close to the May 1 decision date as possible to decide not to enroll.



Source: *The American Freshman: Forty Year Trends*, CIRP data, April 2007; 2006 DePaul Admitted Student Survey—HCRC.