



Market Share

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

DePaul's Rankings in U.S. News & World Report

U.S. News & World Report published the new "America's Best Colleges 2009" magazine in August 2008, kicking off the new school year and another round of more than a dozen college ratings and rankings publications.

Probably the most well-known college rankings publication is "America's Best Colleges," which has ranked institutions on several variables related to perception of reputation, entering freshman profile, faculty resources, financial indicators and degree attainment since the 1980s.

Seven subscores make up the total ranking, ranging in weight from *Peer Assessment*, which accounts for 25% of the overall score, to *Graduate Rate Performance* and *Alumni Giving*, each accounting for 5% of the overall score. Each subscore may include more than one individual variable. In total, about 250 schools are ranked annually.

DePaul's ranks on three of the individual subscores—*Peer Assessment*, *Student Selectivity*, and *Graduation Rate Performance*—are higher in the 2009 edition of the publication than they were in 2003. Together, these subscores account for 45% of the overall score, at 25%, 15% and 5% respectively. The largest gain was on *Graduation Rate Performance*, as the percentage of Pell grant recipients were added to the calculation in 2008.

The ranks on the remaining four subscores of *Faculty Resources*, *Retention*, *Financial Resource*, and *Alumni Giving*, which account for 50% of the score, were lower in the 2009 edition than they were in 2003.

DePaul's highest rank for any individual subscore was on *Graduation Rate Performance*, at 42, followed by *Peer Assessment* at 110. DePaul's lowest rank was for *Alumni Giving*, at 214.

DePaul's Ranks on U.S. News & World Report Score Components

(Highlighted rows show scores improving from 2003 to 2009 Editions)

Academic Indicator and Weight in Final Ranking	Rank in 2003 Edition based on 2001/02 data	Rank in 2004 Edition based on 2002/03 data	Rank in 2005 Edition based on 2003/04 data	Rank in 2006 Edition based on 2004/05 data	Rank in 2007 Edition based on 2005/06 data	Rank in 2008 Edition based on 2006/07 data	Rank in 2009 Edition based on 2007/08 data	Ranking Point Change from 2003 to 2009 Editions
Peer Assessment (25%)	125	124	125	123	127	120	110	Up 15
Faculty Resources Rank (20%)	96	60	94	175	205	175	168	Down 72
Retention Rank (20%)	111	111	109	109	108	114	119	Down 8
Student Selectivity Rank (15%)	177	145	147	123	146	125	126	Up 51
Financial Resources Rank (10%)	192	190	187	185	194	198	210	Down 18
Alumni Giving Rank (5%)	202	195	208	200	204	219	214	Down 12
Graduation Rate Performance Rank (5%)	166	99	113	119	75	27*	42	Up 124

*For the 2008 edition of America's Best Colleges, the percentage of Pell grant recipients was added as part of this computation and accounts for the higher ranking.

Source: From EMR's 2007/08 Brown Bag DePaul's Undergraduate Profile in U.S. News & World Report, 2008; Updated with data from 2009 publication from U.S. News & World Report