



Market Share

ISSUE 77—APRIL 2009

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

DePaul Enrollment Keeps Pace With Statewide Trends

During the 10-year period from 1998 to 2007, DePaul's fall enrollment in bachelor's and master's programs grew by 30%—exceeding statewide growth of 19% during the same time period at four-year institutions in these programs.

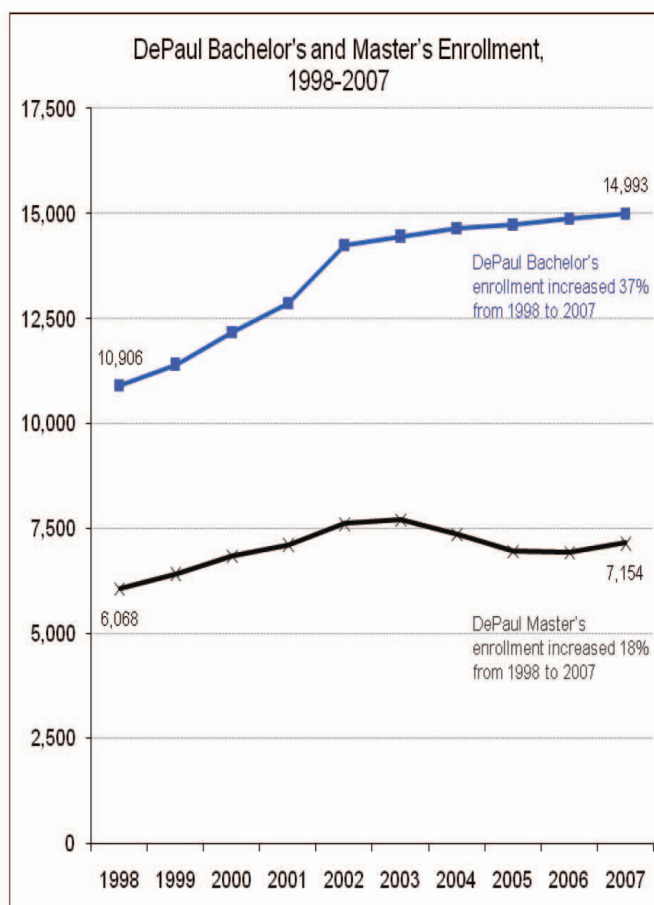
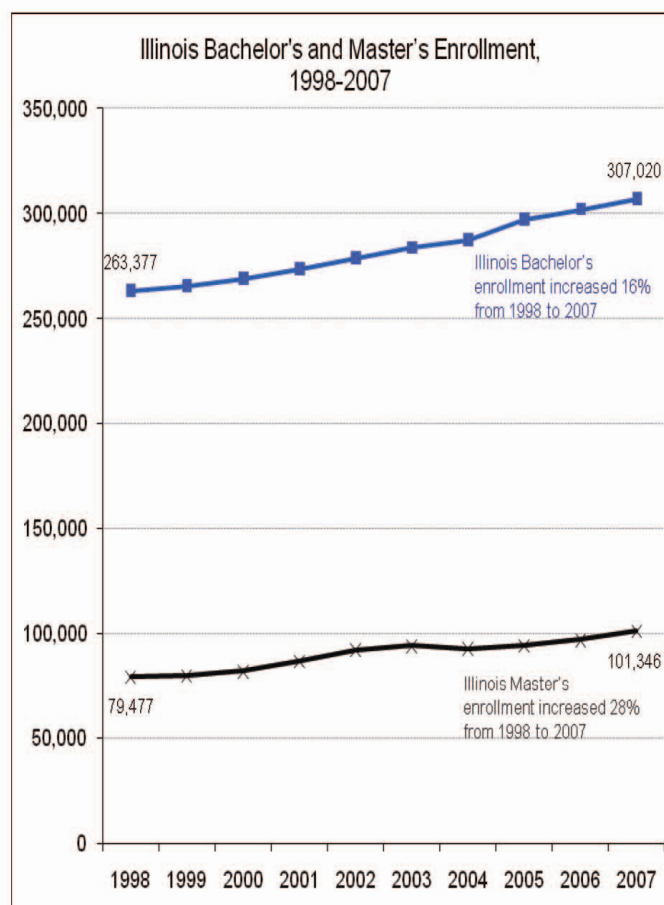
With 22,147 bachelor's and master's students enrolled in fall 2007, DePaul was the largest private, not-for-profit institution in Illinois, and the sixth largest overall.

Bachelor's enrollment at DePaul increased by 37% from 1998 to 2007; this was more than

twice the statewide growth rate of 16%.

DePaul enrolled 4.9% of all Illinois bachelor's students in 2007, compared to 4.1% in 1998.

DePaul continues to enroll more master's students than any other institution in Illinois. However, DePaul's 18% growth in master's enrollment from 1998 to 2007 was less than the statewide growth of 28%. DePaul enrolled 7.1% of all Illinois master's students in 2007, compared to 7.6% in 1998.



Source: EMR's IMAT tool for IBHE data, accessed Jan. 2009