



# Market Share

ISSUE 78—MAY 2009

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

## **Changes in Colleges' Share of Master's Enrollment at DePaul, 1999-2008**

From the Fall 1999 quarter to the Fall 2008 quarter, master's enrollment at DePaul grew by 16%. DePaul enrolls more master's students than any other Illinois institution.

The four largest colleges at DePaul—KGSB, CDM, LA&S, and Education—continue to enroll about 95% of all master's students at DePaul. However, the enrollment mix of these four colleges changed considerably between 1999 and 2008.

In 1999, KGSB enrolled 40% of DePaul's master's students; at the time, this was almost as many as the next two largest colleges combined, CDM and Education. In 2004, CDM became the college with

the largest master's enrollment with 28% of all master's students, compared to KGSB's 27%.

In the last two years, enrollments have shifted and KGSB again has the largest master's enrollment at DePaul but now with just 30% compared to 40% ten years ago. LA&S has increased its share of master's students, from 13% in 1999 to 21% in 2008.

Education's enrollment reached a high of 23% of all master's students in 2004; its share declined to 17% by 2008, consistent with its share prior to 2003.

