

Market Share

Information on DePaul's Market Prominence, Position and Performance

Division of Enrollment Management
Office of Enrollment & Marketing Research

Fall 2000

Share of Education Enrollment

National Lewis: 13%
Saint Xavier, Northern: 7%
DePaul, Northeastern, Western Illinois, Governor's State: 6%

Share of Ed Degrees Awarded

National Louis: 21%
DePaul: 8%
Northern: 7%
Saint Xavier: 6%
Aurora: 5%

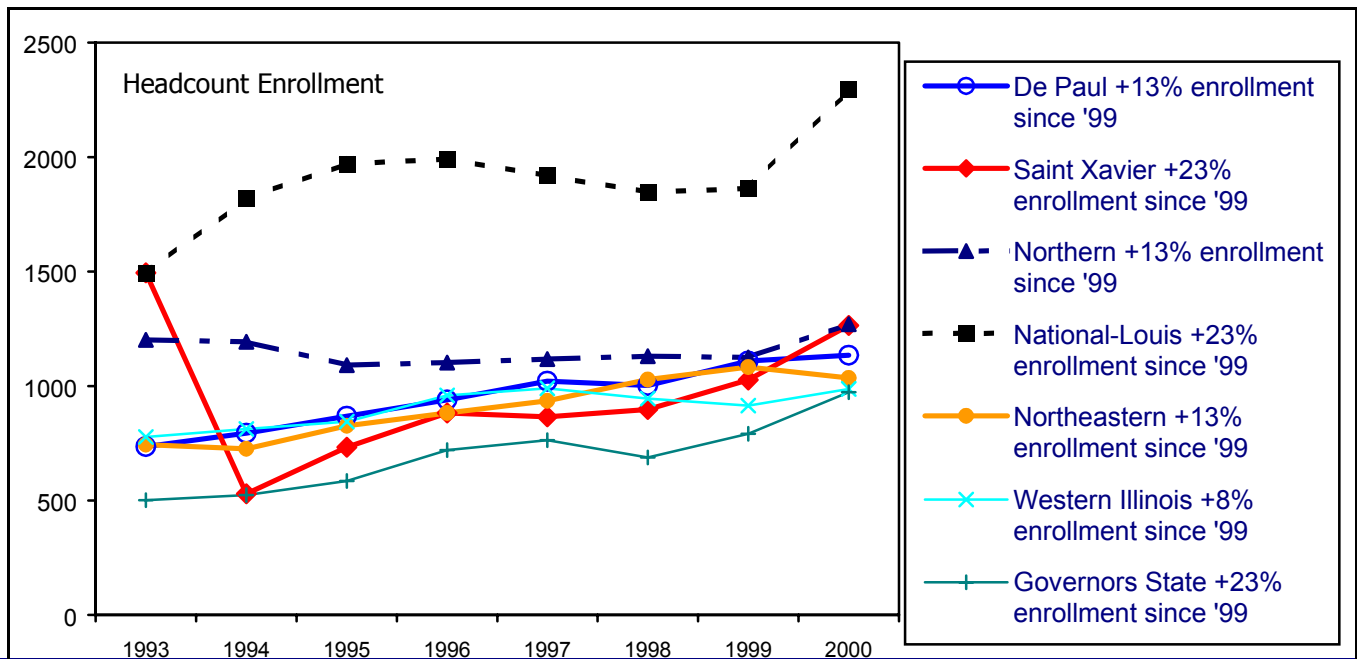
98-00 Enrollment Change in All DePaul's Education Programs:

Teaching & Learning +21%
Curriculum/Program Devel +16%
Math Education +2%
Reading & Learning Disabilities -9%
Human Services & Counseling -18%
Educational Leadership -35%
Music Education -67%

DePaul's Share of the Master's Level Education Market

- Following business, education is the second largest Master's enrollment market in Illinois, accounting for 22% of the market (23% for business).
- From 1993—2000, The Master's education market has grown from 14,000 to 17,000 students, or from 18% to 22% of the market.
- From 1993—2000, DePaul's education enrollment has grown by 54%, although the share of the market has only changed slightly, ranging between 5% and 7% of the market.
- In 2000, the leader in education was National Louis with 13% of the market. DePaul enrolled 6% of the market.
- From 1998—2000, enrollments in the education programs in teaching and learning, curriculum development, and math education all increased, while reading and learning, human services, educational leadership and music education declined.

Illinois Schools with the Largest Share of Education Enrollment



Source: IBHE Data Files, 1993—2000, EMR's Annual IBHE Market Share Analysis