

# MARKET SHARE

INFORMATION ON DEPAUL UNIVERSITY'S  
MARKET PROMINENCE, POSITION AND PERFORMANCE

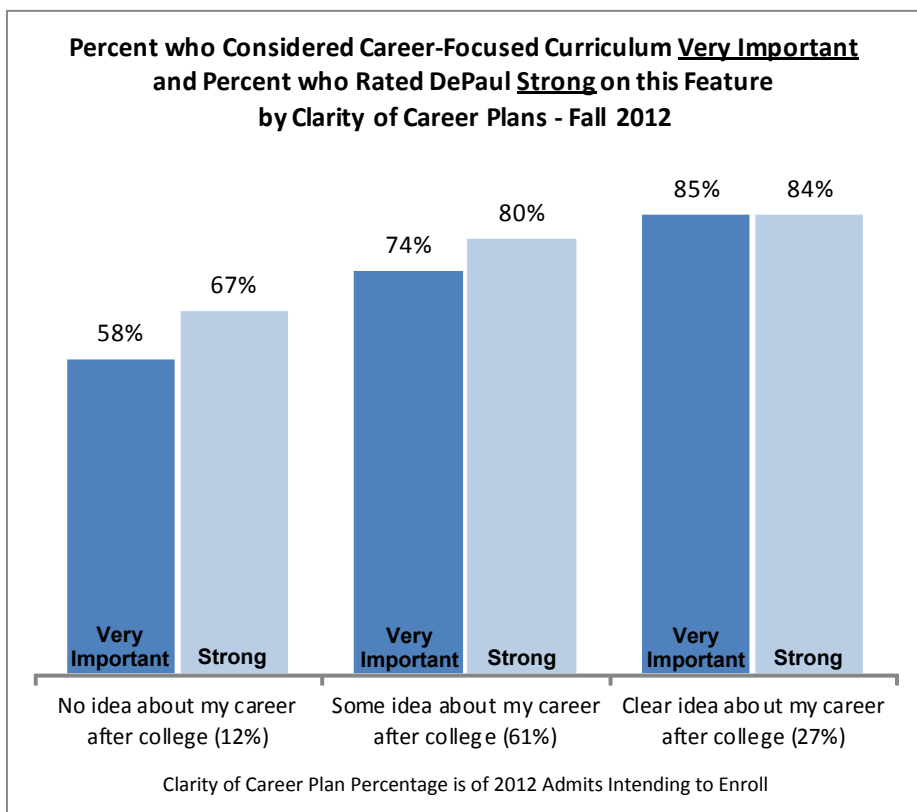
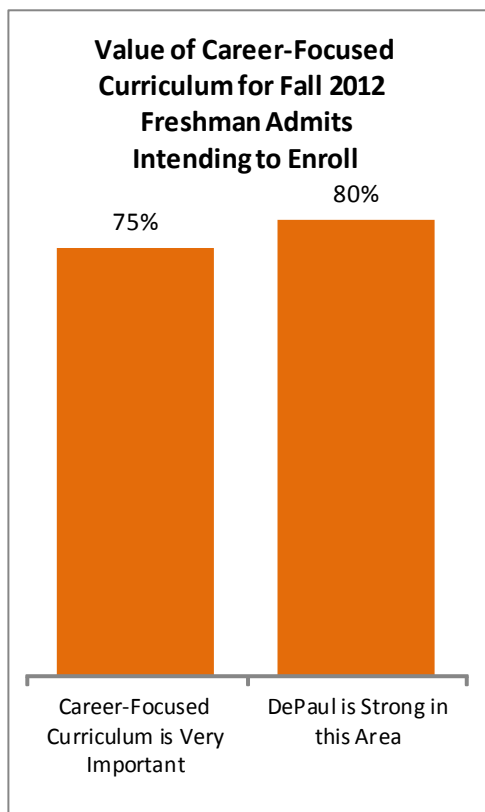
## Career-Focused Curriculum is Very Important to Freshman Admits Intending to Enroll

DePaul's admitted freshman applicants are annually surveyed on their opinions about DePaul and the college choice process. Of survey respondents who intended to enroll at DePaul in fall 2012\*, 75 percent considered a career-focused curriculum leading to employment in a specific field important; 80 percent rated DePaul as strong in this area.

A career-focused curriculum became increasingly important for respondents as career plans after college became clearer. Eighty-five percent of respondents who had a clear idea about their plans considered a career-

focused curriculum to be very important compared to just over half (58 percent) of respondents who had no idea about career plans. Only 12 percent of respondents had no idea about career plans; 61 percent had some idea and 27 percent had a clear idea.

The percentage of those who had a clear idea about career plans varied by college, from 51 percent of Music respondents to 16 percent of LAS respondents. LAS had the highest proportion of respondents (21 percent) who said they had no idea about career plans.



\* Notes: In 2012, 22 percent of admitted freshman applicants responded (2,480) and 1,377 indicated intent to enroll at DePaul. Career-focused curriculum survey item reads: "How would you rate DePaul's strength in this area: Career-focused curriculum leading to employment in a specific field?" Data from IRMA's Fall 2012 Freshman Admitted Student Survey analyses. For more details, contact Liz Sanders (lsander3@depaul.edu).