



Enrollment Management and Marketing
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FRESHMAN ADMISSION SUMMARY 2014

Division of Enrollment Management and Marketing



Dear colleagues,

I am happy to present the following report on the fall 2014 freshman class at DePaul University.

We had a good year in many ways. The quality of the applicant pool increased, although the number of applications was about 2 percent down from last year's all-time record. More students completed their applications early, allowing us to admit a greater number of candidates than last year.

Like most of our peer institutions, we find it more difficult to recruit a class in light of the lingering effects of the recession, which has deflated family incomes, while college costs have continued to rise. But an all-out effort by our admission staff and unprecedented assistance from faculty members, who reached out to personally interact with many admitted students, resulted in the third-largest class in DePaul's history. The quality of the class is very good, and one measure—the number of students with ACT composite scores of 28 or above—is the best in history, by a considerable margin.

Still, we see concerns of parents and students reflected in enrollment patterns this year: Colleges with programs that have a strong career focus are doing quite well, while those with programs that are viewed as offering a less clear path to employment are seeing some declines.

You can read about one successful program, our Pathways Program with Rosalind Franklin University of Medicine and Science, on page 8. Pathways enrolled 65 new freshmen interested in a career in one of the many growing areas of health sciences. This new program, in its first official year after a yearlong pilot, coupled with our test-optional admission program, now in its third year, highlights our progressive approach to evaluating and encouraging the nation's best students to enroll at DePaul.

As we all strive to understand how students and parents calculate the value of higher education, it is comforting to know that DePaul is seen as a solid investment. And our new record in out-of-state freshman enrollment is a further testament to DePaul's growing reputation outside the Midwest.

I thank you for your efforts on behalf of DePaul and look forward to many successful years in the future.

Sincerely,



Jon Boeckenstedt
Associate Vice President for Enrollment Management

FRESHMAN ADMISSION TRENDS: 2011-2014

Freshman applications decreased slightly after last year's record. The greatest numbers of out-of-state applicants were again from California, Michigan and Ohio.

Freshman Applications, Admission and Enrollment Yield



In 2014, 19,533 high school students applied to DePaul for freshman admission.

- » 43 percent were from outside Illinois; 32 percent were from Chicago's suburbs; 25 percent were from Chicago.
- » Applications came from more than 4,000 high schools across all 50 states.
- » Applications from outside the U.S. have increased by 88 percent since 2011.
- » 60 percent of applicants were women and 40 percent were men.
- » 1,594 students applied under the test-optional pilot program, and 104 students enrolled.

NEW FRESHMEN ACADEMIC PROFILE

Measures of high school preparation remain strong in the freshman class and consistent with prior years. An increasing number of freshmen are interested in health and science majors, demonstrated by dramatic enrollment growth in the College of Science and Health (CSH) since it was established in 2011. CSH is now the second-largest college for new freshmen.

High School Academic Profile

ACT Composite*



High School GPA



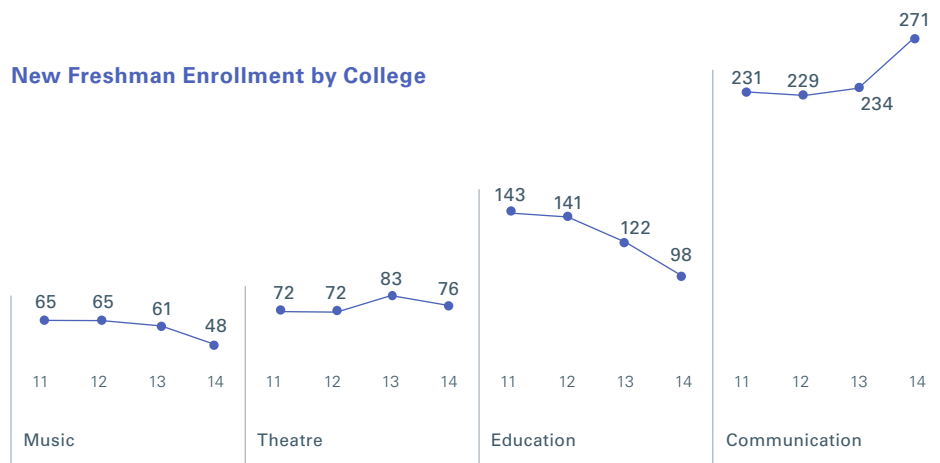
*ACT averages from 2012-2014 include scores for students who applied through the test-optional pilot program and submitted scores post-admission for research purposes.

Most Popular Majors for New Freshmen

Majors	Students Enrolled
Accounting	171
Health sciences	133
Psychology	131
Digital cinema	128
Marketing	126
Finance	122
Biological sciences	110
Computer science	84
Public relations and advertising	84
Computer game development	80
Business administration	64

In addition, 410 students are undecided.

New Freshman Enrollment by College

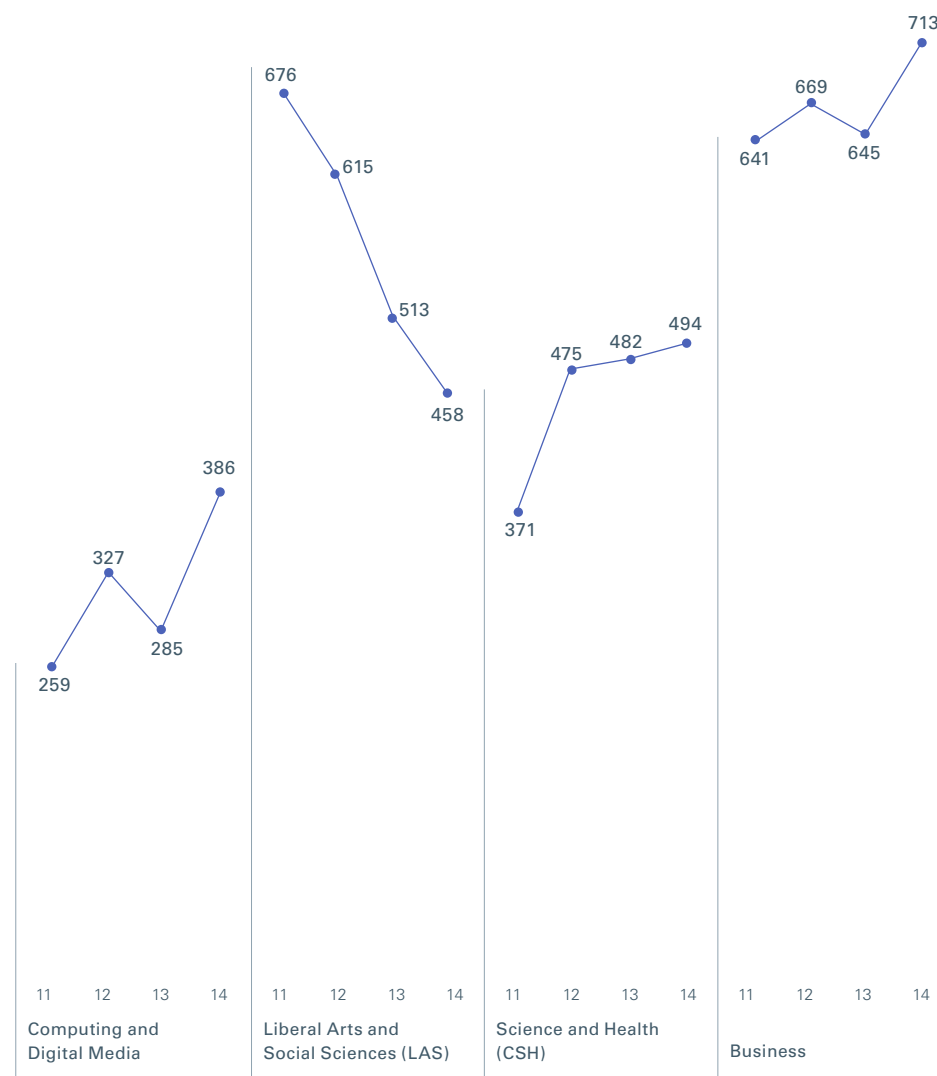


Academic Highlights for New Freshmen

- » 1,101 freshmen (43 percent of the class) entered DePaul with AP course work.
- » 50 freshmen were from International Baccalaureate (IB) programs in Chicago Public Schools.
- » 41 new freshmen began their first quarter at DePaul with enough AP, IB or dual-enrollment credits to earn sophomore or junior status.

AN ALL-TIME RECORD 652 FRESHMEN SCORED 28 OR HIGHER ON THE ACT (OR 30% OF ALL FRESHMEN WITH SCORES)

An ACT score of 28 ranks in the top 10 percent of all students nationwide.

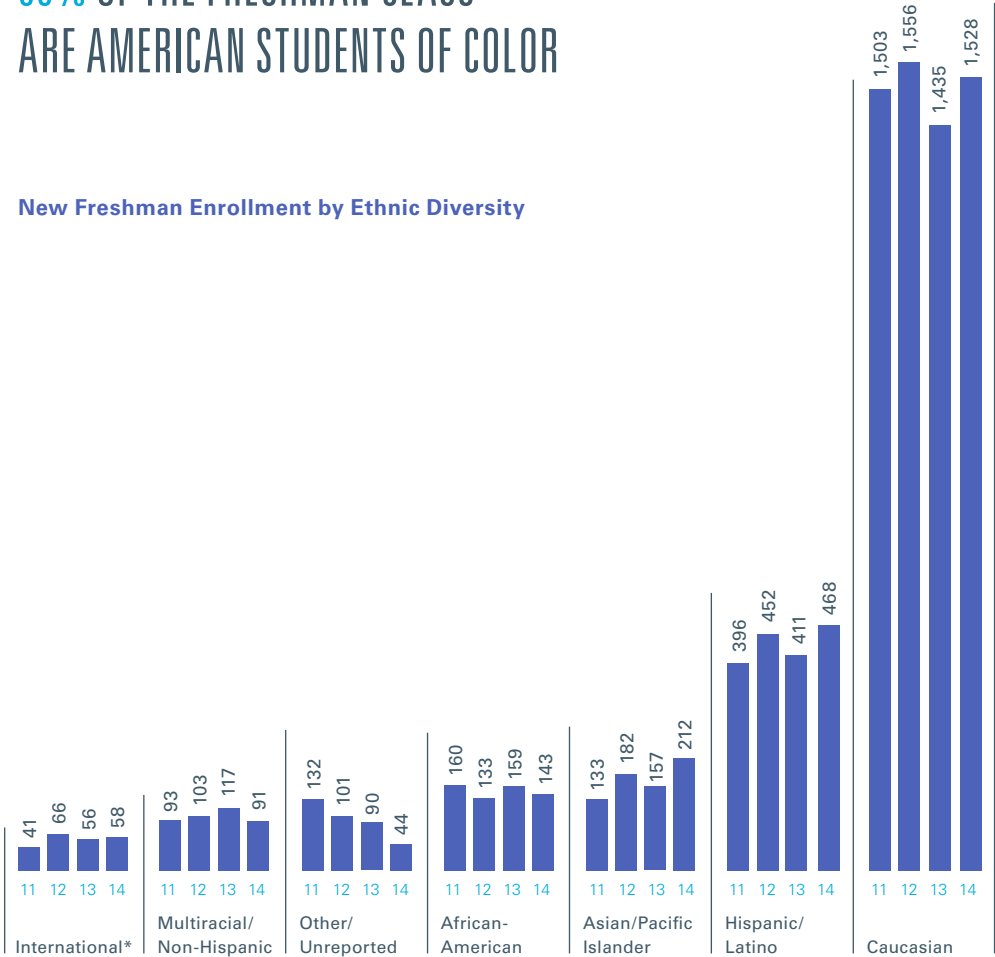


NEW FRESHMEN DIVERSITY

DePaul continues a long-standing tradition of being among the most diverse selective institutions in the country. When measuring a combination of selectivity and diversity—including ethnic, geographic and socioeconomic diversity, as well as parental attainment—only a few institutions compare favorably to DePaul.

36% OF THE FRESHMAN CLASS ARE AMERICAN STUDENTS OF COLOR

New Freshman Enrollment by Ethnic Diversity



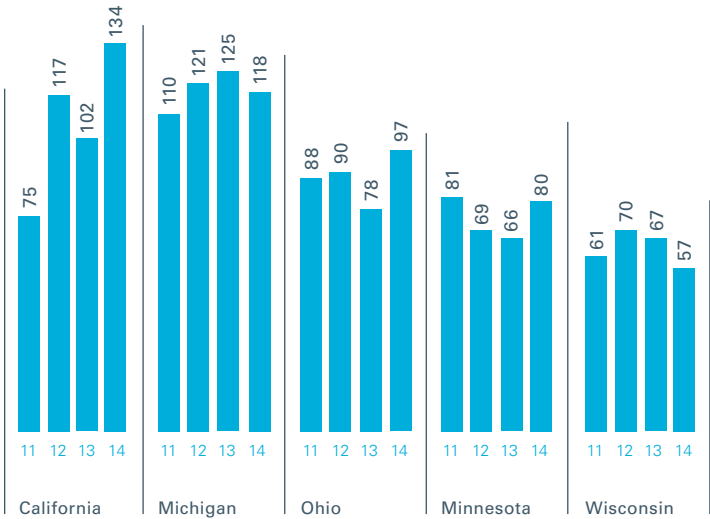
To comply with federal standards on reporting of race and ethnicity, students must identify their ethnicity and their race. For ethnicity, students must select either Hispanic or non-Hispanic. Race is then reported only for students who are non-Hispanic. A student may indicate a single race (e.g., Asian, African-American, etc.) or “two or more races” (i.e., multiracial).

*Includes students with all visa types.

New Freshman Enrollment by Geographic Diversity

- » For the first time ever, California is the top state for freshmen (excluding Illinois). DePaul enrolled 134 students from the state this fall.
- » Rounding out the top 10 states are Michigan, Ohio, Minnesota, Wisconsin, Indiana, Texas, Missouri, New York, Colorado, Massachusetts and Pennsylvania (three-way tie for tenth).
- » Seven high schools sent at least 25 freshmen: Lane Tech, Adlai Stevenson, Lincoln Park, New Trier, Niles West, Glenbrook South and Maine South.
- » From outside Illinois, the top feeder schools were Eden Prairie (Minn.); St. Francis (Calif.); East Grand Rapids (Mich.); Laguna Beach (Calif.); Orange County School of the Arts (Calif.) and Tamalpais (Calif.). All sent five or more freshmen. Sixteen other schools sent four freshmen each.

Top Feeder States Outside Illinois



New Freshman Enrollment by Socioeconomic Diversity

- » The median family income of new freshmen is \$84,300.
- » 33 percent of new freshmen are eligible for the federal Pell Grant for low-income students.
- » 86 percent of freshmen filed for financial aid (completed the Free Application for Federal Student Aid).

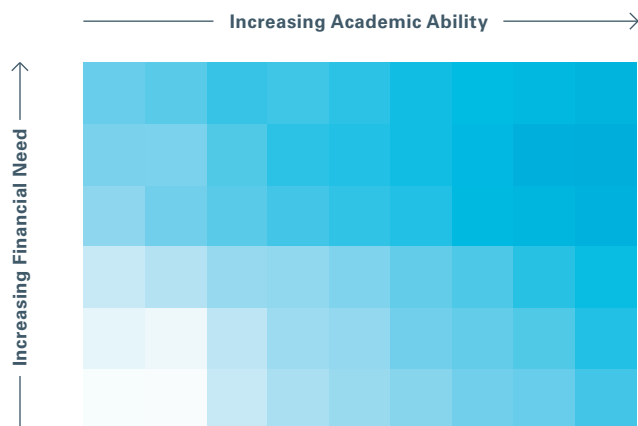
34% OF FRESHMEN ARE FIRST-GENERATION COLLEGE STUDENTS

NEW FRESHMEN FINANCIAL AID PROFILE

DePaul awards its institutional aid in a manner consistent with mission-based principles of making a high-quality education available to promising students, including those who cannot otherwise afford to attend a selective, private institution.

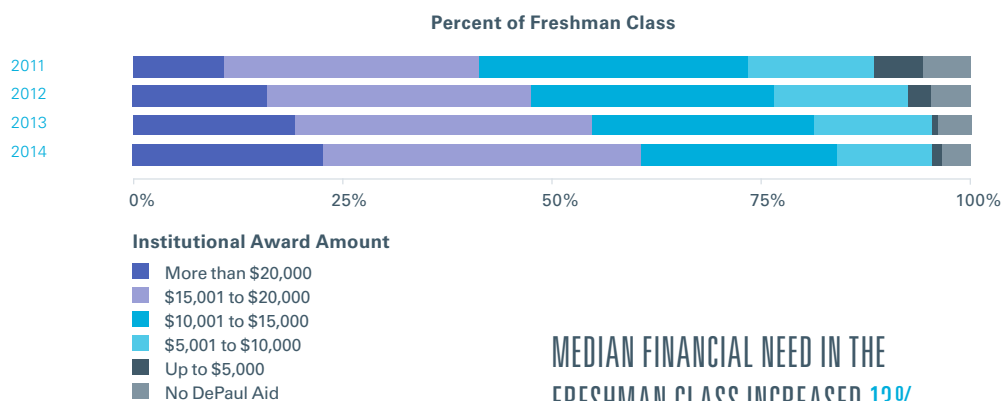
Institutional Aid Distribution by Need and Ability

Below, the darker colors represent the higher average institutional award amounts (DePaul grants and scholarships), with an increase from left to right with academic ability, and from bottom to top with financial need.



Institutional Aid Distribution by Amount

DePaul has intentionally responded to the increasing affordability challenges of parents and students in light of the nation's economy. The percentage of new freshmen receiving no aid has decreased 40 percent from 2011 to 2014.



MEDIAN FINANCIAL NEED IN THE FRESHMAN CLASS INCREASED 13% FROM 2011 TO 2014

UNIVERSITY HONORS PROGRAM

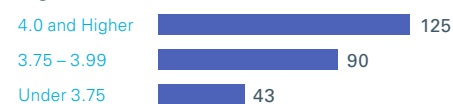
The DePaul University Honors Program brings students together in an interdisciplinary curriculum that integrates a well-designed liberal arts education with the cultural resources of the global city of Chicago. Working in small seminars under the direction of dedicated faculty, honors students join a lively and challenging scholarly community.

About 10 percent of the freshman class, or 258 students, enrolled in the Honors Program in fall 2014.* This is the largest honors cohort ever at DePaul.

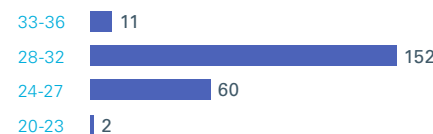
High School Academic Profile

258 matriculants total

High School GPA



ACT Composite**

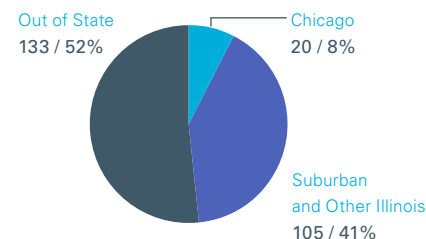


Academic Highlights for Honors Program Freshmen

- » The Honors Program freshman average GPA is 4.02; the freshman class average GPA is 3.56.
- » The average ACT score for freshmen in the Honors Program is more than three points higher than the freshman class as a whole.

New Honors Program Freshmen by Geography

258 matriculants total



FRESHMEN IN THE HONORS PROGRAM CAME FROM 208 DIFFERENT HIGH SCHOOLS AND 31 STATES

New Honors Program Freshmen by College

- » 26 percent enrolled in the Driehaus College of Business.
- » 18 percent enrolled in the College of Science and Health.
- » 26 percent enrolled in the College of Liberal Arts and Social Sciences.

* There are five other college- and discipline-specific honors programs at DePaul. The information presented here does not include those programs.

** 32 students submitted only SAT scores, and one student was test-optional.

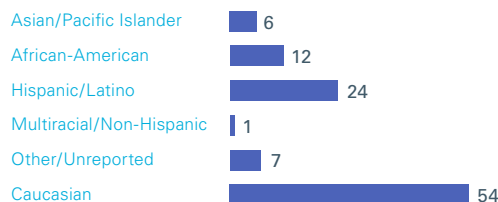
NEW ADMISSION INITIATIVES

Test-Optional Admission

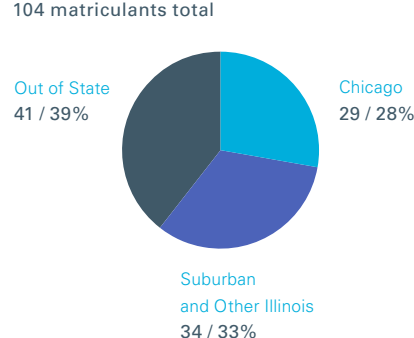
Results from the third year of the test-optional pilot program were encouraging: Four percent of the freshman class, or 104 students, enrolled through the program. These students come from a wide range of geographic, socioeconomic and ethnic/racial groups. The enrolling freshmen who did not submit test scores have a comparable average GPA to freshmen who applied with test scores (3.58 compared with 3.56).

DePaul is one of the largest on the growing list of selective colleges and universities nationwide that do not require an SAT or ACT score for admission. It is important for students to understand that the single best predictor of college success—by an overwhelming margin—is high school performance in a rigorous, college-preparatory curriculum.

New Test-Optional Freshmen by Ethnicity 104 matriculants total



New Test-Optional Freshmen by Geography 104 matriculants total



Health Sciences Pathways

In October 2012, DePaul announced an agreement with Rosalind Franklin University of Medicine and Science that included opportunities for DePaul students interested in pursuing a career in one of the rapidly growing professions in health sciences. The Pathways Program was developed specifically for entering freshmen to take advantage of this exciting partnership.

DePaul enrolled 65 new freshmen in the program, or about 2.6 percent of the entering class. These students bring drive, focus and extraordinary academic credentials, with an average high school GPA of almost 4.0 and an average standardized test score in the top 10 percent of all students nationwide. In addition, 61 percent come from outside Illinois, and 31 percent are American students of color.

DEPAUL AT A GLANCE

With almost 24,000 students, DePaul is the largest Catholic university in the United States and the largest private, nonprofit university in the Midwest. The university offers nearly 300 undergraduate and graduate programs of study on two campuses in Chicago and three suburban locations.

DePaul is known for providing a high-caliber education to students from a broad range of backgrounds, with particular attention to first-generation students. It is nationally recognized for incorporating service learning throughout its curriculum and for delivering real-world knowledge in an urban, multicultural environment.

There are about 920 full-time faculty members in 10 colleges and schools at DePaul. Over 85 percent of our faculty hold a Ph.D. or the highest degree in their fields.

DePaul's 2014 first-year retention rate is 87.2 percent. The six-year graduation rate is 71.2 percent. Both rates exceed the national averages for private universities.

Of the class of 2013, 88 percent of graduates were employed and/or in graduate school six months after graduation. DePaul awards almost 7,000 undergraduate and graduate degrees annually.

DePaul has an alumni network of more than 165,000 across 90 countries. Two-thirds of alumni live and work in the metropolitan Chicago area.