

# ENROLLMENT MANAGEMENT HIGHLIGHTS FOR 2020



# EIU FRESHMAN CONNECTION



- Pairs incoming students with Panthers who have lived the EIU experience.
- Will be open for up to 75 transfer students this Spring.
- Students can apply through our website at [eiu.edu/freshconnect](http://eiu.edu/freshconnect).

# EIU PANTHER PLEDGE

The Panther Pledge offers community college students guaranteed admission to Eastern Illinois University to complete their bachelor's degree.

## BENEFITS

- ◆ Application fee will be waived.
- ◆ Students can work closely with admissions counselors and academic advisors at EIU to ensure a seamless transfer.
- ◆ Students could win a \$2,000 EIU scholarship just by attending our Transfer Open House
- ◆ Students will have peace of mind knowing they will be guaranteed admission to EIU and will have a smooth transition to complete their bachelor's degree.

# AIM HIGH MERIT BONUS

## TRANSFER

MUST HAVE AT LEAST 15 CREDIT HOURS TRANSFERRED  
FROM AN ACCREDITED COLLEGE OR UNIVERSITY


CUMULATIVE GPA	TIER ONE	
	3.50 - 4.0	<b>\$5,000*</b> (\$2,500 ANNUALLY)
	TIER TWO	
	3.0 - 3.49	<b>\$3,000*</b> (\$1,500 ANNUALLY)

## AIM HIGH BONUS

Freshman and transfer students with a 3.3 GPA or higher will receive an additional \$500 per year if:

- ◆ You are an Illinois resident
- ◆ You are admitted to EIU as a full-time student
- ◆ You have your financial aid packaged and completed by April 1
- ◆ You meet all other AIM HIGH Grant Requirements.

\* Renewable up to four consecutive semesters if renewal criteria is met.



# QUICK ENROLLMENT STATS

## **OVERALL**

- ◆ 2020 marks our third year of enrollment growth in overall headcount
- ◆ 10.5% increase in enrollment
- ◆ 68% increase in our honors cohort

## **TRANSFERS**

- ◆ 579 new transfers
- ◆ Our transfer retention rate increased (81%) by 2.2%
- ◆ Our Transfer graduation rate (70%) by 3.3%
- ◆ Our average Transfer GPA increased from 3.06 to 3.12.
- ◆ First generation representation increased from 43% to 46%

A blue-tinted photograph of three students in a greenhouse. A woman on the left is looking towards the center. A man in the middle is looking down at something in his hands. A man on the right is also looking down. The background is filled with various green plants.

# WHAT ARE YOUR STUDENTS TELLING US?

# SURVEY RESPONDENTS

- ◆ Cook County
- ◆ East Central Illinois
- ◆ South East Illinois
- ◆ Cook County Collar Counties
- ◆ Out Of State
- ◆ Central Illinois
- ◆ South West Illinois
- ◆ Collar States
- ◆ North West Illinois
- ◆ North East Illinois
- ◆ West Central Illinois





# EIU'S GREATEST STRENGTH

- ◆ Affordability - 21.80%
- ◆ College/Class Size - 11.28%
- ◆ Support for Academic Success - 9.40%



LOWEST COST  
OF ATTENDANCE  
IN ILLINOIS

# THE WORD OR PHRASE THAT YOU WOULD SAY IS THE MOST WIDELY HELD IMAGE OF EIU



- ◆ Affordable: 20%
- ◆ Supportive: 12%
- ◆ Comfortable: 9%

- ◆ Helpful: 8%
- ◆ Friendly: 8%

# GREATEST IMPACT ON YOUR DECISION TO ENROLL AT EIU

- ◆ Quality of my chosen major: 12.33%
- ◆ Ease of transferring: 10.96%
- ◆ Lowest cost of attendance: 10.50%
- ◆ Availability of my chosen major: 8.68%
- ◆ Distance from home: 6.39%
- ◆ Size of the school / Average class size: 6.39%
- ◆ Amount of financial aid and scholarships offered: 5.94%
- ◆ EIU made me feel valued and supported: 5.48%
- ◆ Friends and family influence: 5.48%
- ◆ Quality of academic resources and facilities (classrooms, laboratories, library, etc.): 3.20%

# LEARNING ABOUT THE ACADEMIC PROGRAM SELECTED FOR COLLEGE OF CHOICE

- ◆ Website: 29.48%
- ◆ Transfer counselor / advisor: 24.30%
- ◆ Faculty member of previous college/university: 9.56%
- ◆ Professional in your desired field of study: 9.16%
- ◆ Family: 8.37%
- ◆ Friend: 6.37%
- ◆ Admissions Representative: 4.78%
- ◆ If other, please specify: 4.78%
- ◆ Faculty Member at receiving college/university: 3.19%

# LEARNING ABOUT WHAT COURSES TRANSFER TO COLLEGE OF CHOICE



- ◆ Admissions Counselor: 34%
- ◆ Guidance / Transfer College Counselor: 32%
- ◆ Transfer Guides: 15%
- ◆ Transferology: 10%



# OUTMIGRATION UPDATE

# OUTMIGRATION PROGRESS (FALL 2018 NCES)



- ◆ 115,541 Degree Seeking Residents
- ◆ 95,742 Degree Seeking Students in IL
- ◆ 78,795 Degree Seeking IL Residents (82%)
- ◆ 36,746 Degree Seeking IL Residents in College Outside IL (32%)
- ◆ We are still the second greatest net-outmigrator with a net loss of 20,198 students.



**THANKS FOR  
ALL YOU DO!**