



The Trend of Leaving Illinois For College

Illinois Association for College Admission Counseling

Friday, May 1, 2015

Our Agenda for Today



Your Presenters and Panelists



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Bradley University



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Introduction

How We Came Together

Migration of Illinois Students

The Data

Chicagoland and Illinois Students Go Away to College

In **2002**

19,621 Illinois students enrolled as freshmen at 996 out-of-state 4-year colleges and universities.

In **2006**

The number of students **increased by 10%** to 21,492 students at 1,063 institutions.

In **2012**

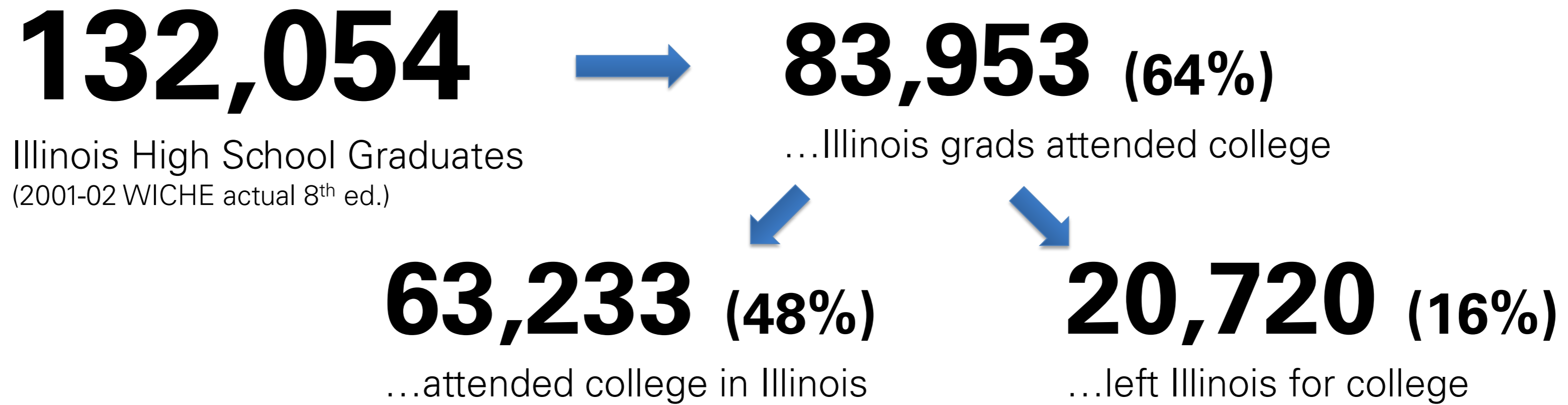
Migration increased **another 30%** to **27,995** students attending **1,131** institutions.



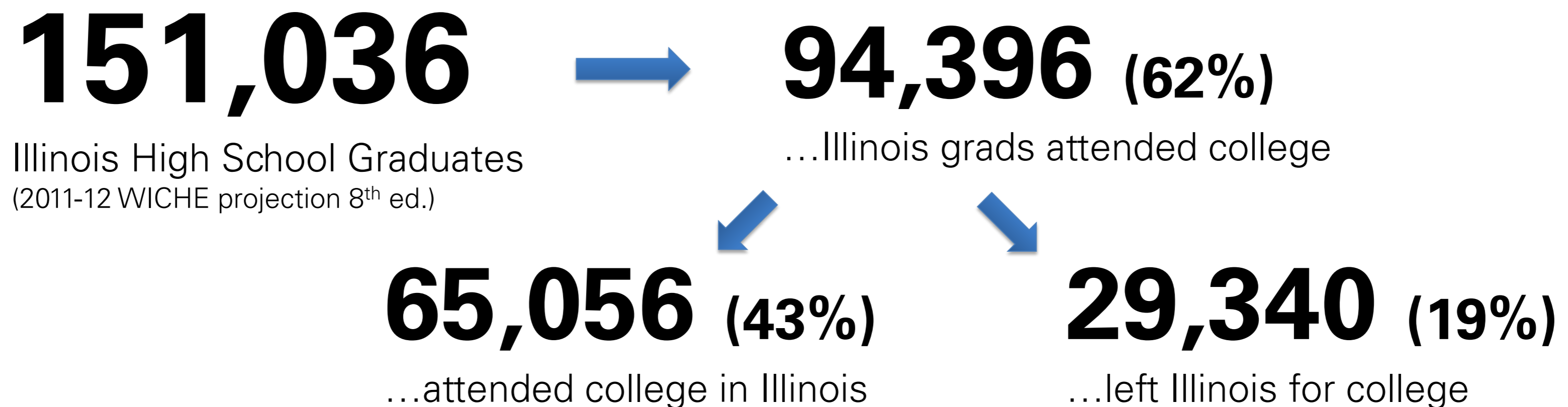
Fall 2002 & 2012 College Enrollment of Illinois High School Graduates

All percentages are of the total Illinois HS graduate projection. All data sourced from IPEDS final release data, unless otherwise specified.

2002



2012



Another way to see this data...



Illinois HS Graduates Attending Any College & Attending College in Illinois

All percentages are of the total Illinois HS graduate projection. All data sourced from IPEDS final release data, unless otherwise specified.

2002

132,054

Illinois High School Graduates
(2001-02 WICHE actual 8th ed.)



83,953 (64%)

...Illinois grads attended college

In ten years, the number of Illinois students attending college grew by 12%, but represented a smaller share of total Illinois graduates.

2012

151,036

Illinois High School Graduates
(2011-12 WICHE projection 8th ed.)



94,396 (62%)

...Illinois grads attended college

+12%

2002

63,233 (49%)

...attended college in Illinois

20,720 (16%)

...left Illinois for college

Between 2002-2012, the percentage of Illinois students are attending Illinois colleges grew 3%.

2012

65,056 (43%)

...attended college in Illinois

+3%

29,340 (19%)

...left Illinois for college

+42%

During the same time, out-of-state attendance grew 42%

Illinois HS Graduates Attending College in Illinois

All data sourced from IPEDS final release data, unless otherwise specified.

2002

35,450

...attended an Illinois Trad. 4-Year

2002

19,621

...attended a Trad. 4-Year Outside IL

2012

35,921

...attended an Illinois Trad. 4-Year

+1%

2012

27,995

...attended a Trad. 4-Year Outside IL

+43%



2002

21,859

...attended Illinois Public 4-Year

13,591

...attended Illinois Private 4-Year

2002

24,605

...attended an Illinois Public 2-Year

2012

20,967

...attended Illinois Public 4-Year

-4%

14,954

...attended Illinois Private 4-Year

+10%

2012

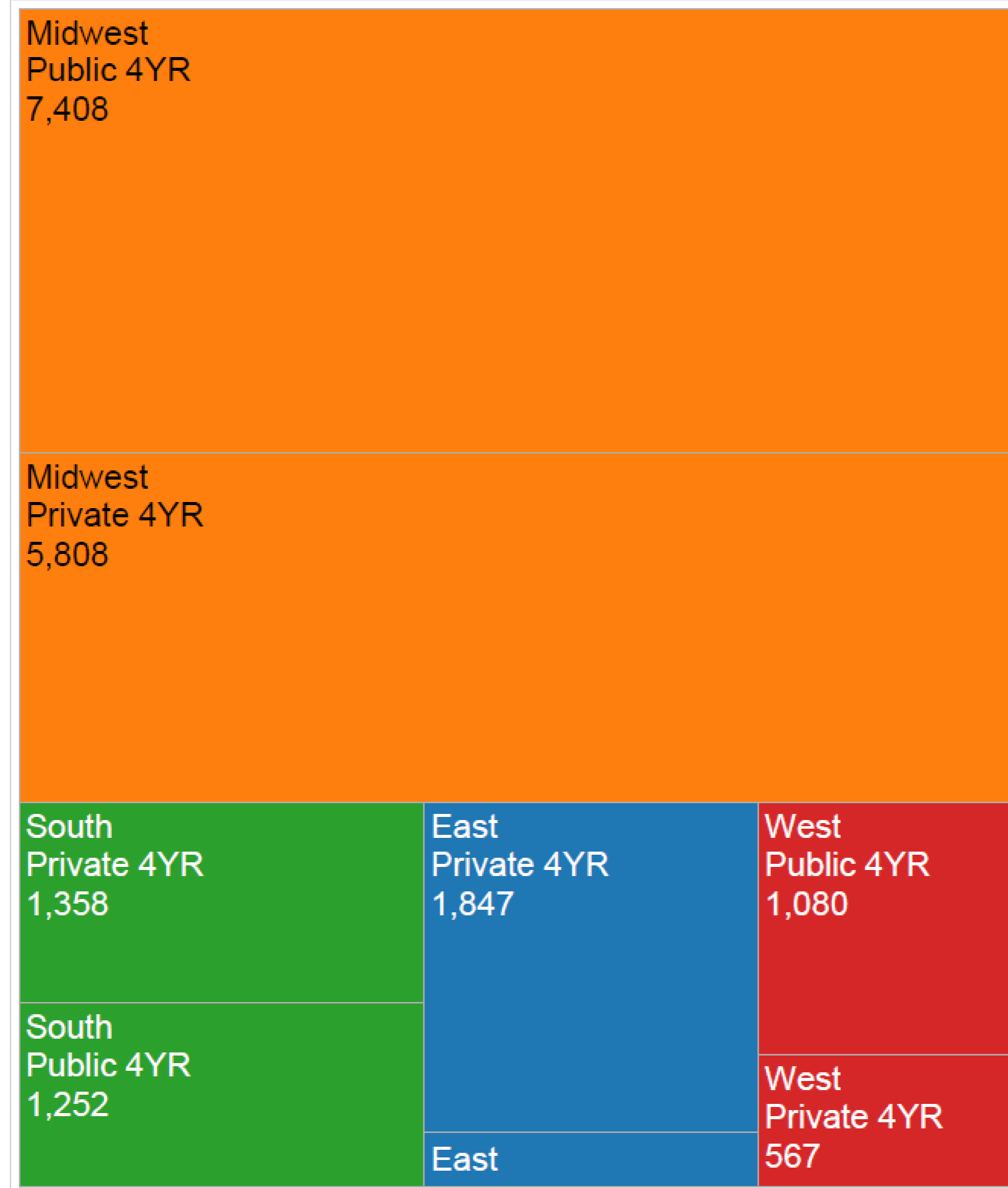
26,603

...attended an Illinois Public 2-Year

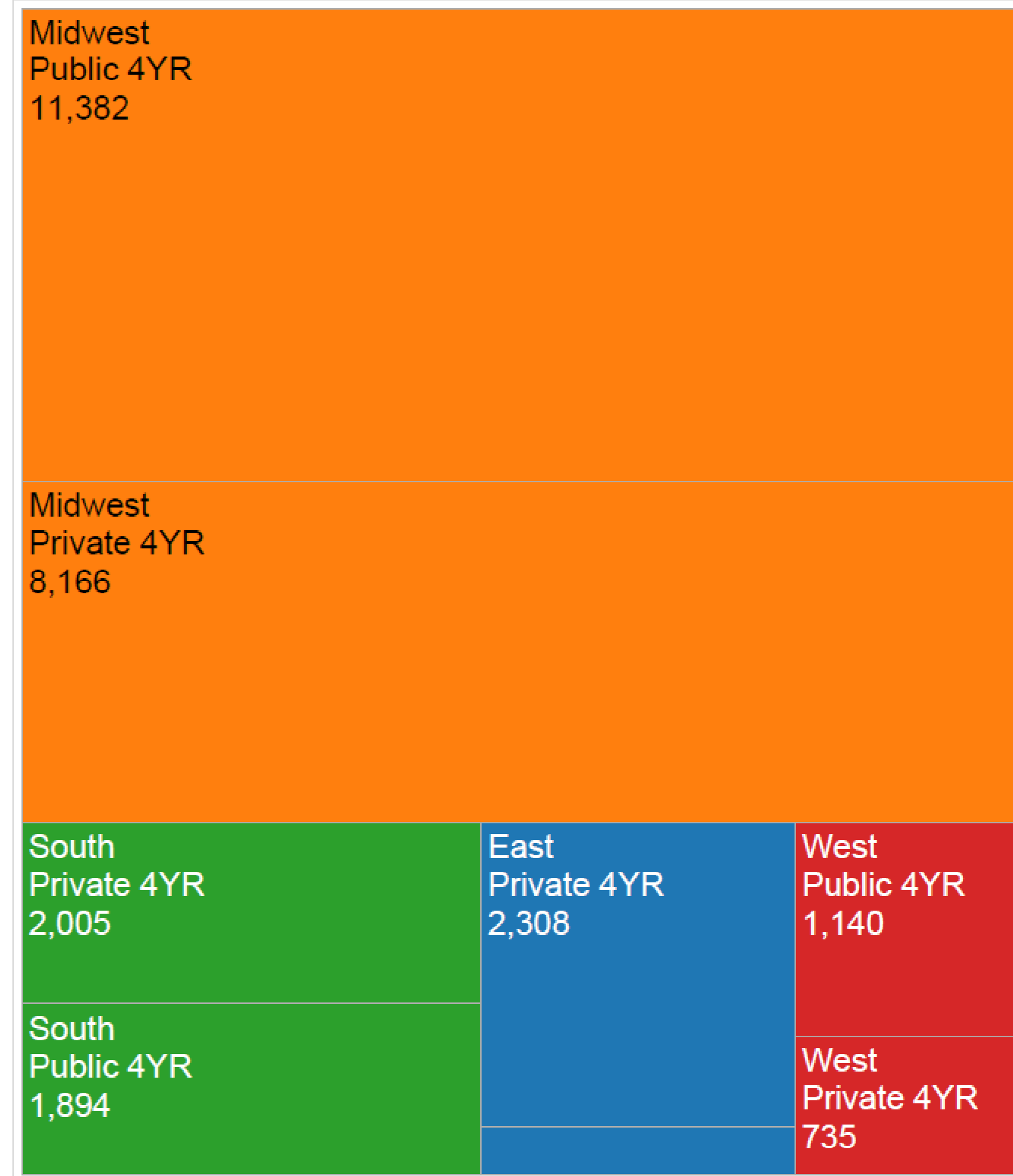
+8%

Outmigration of Illinois Students in 2002 and 2012

2002 by Region & Sector



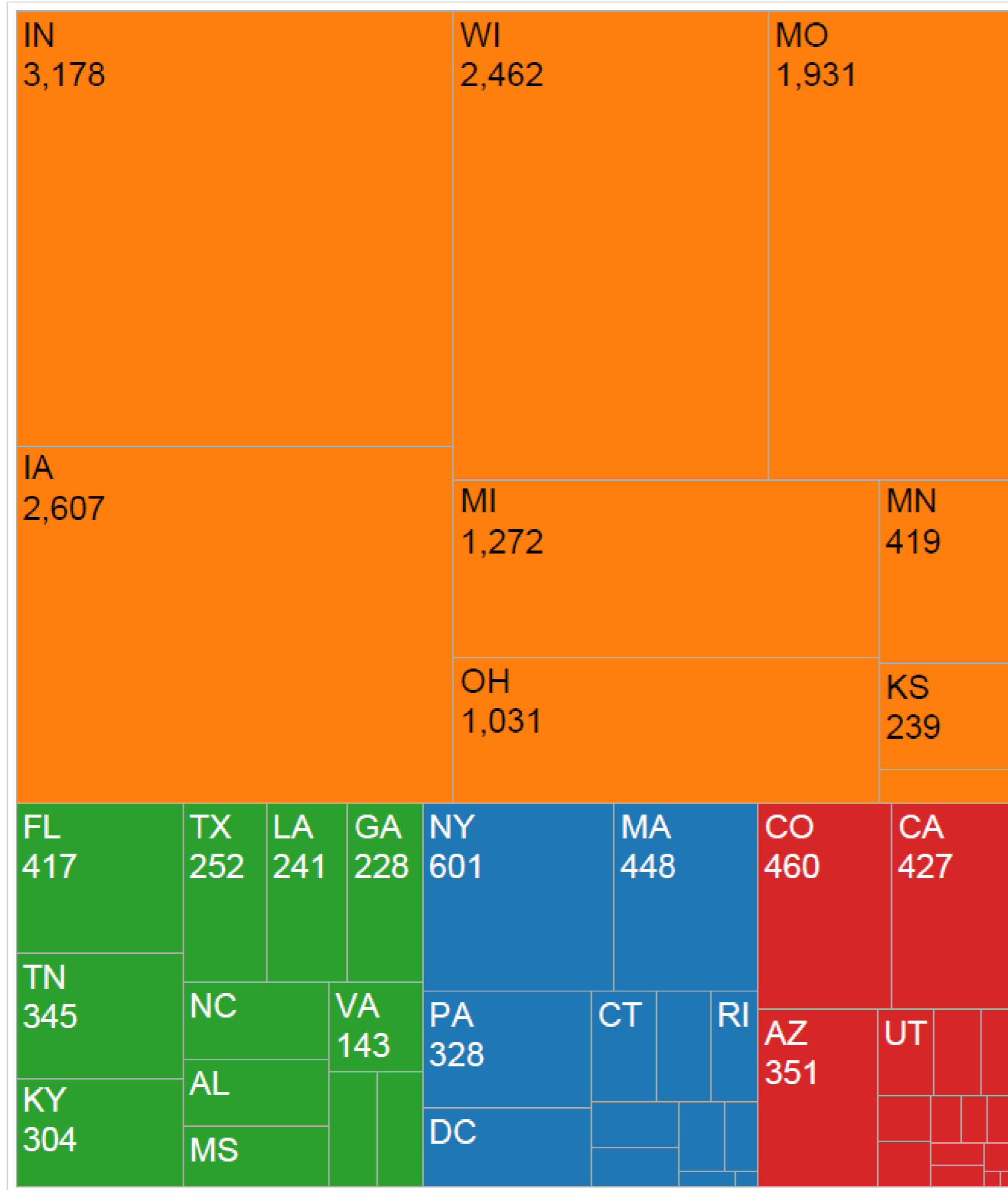
2012 by Region & Sector



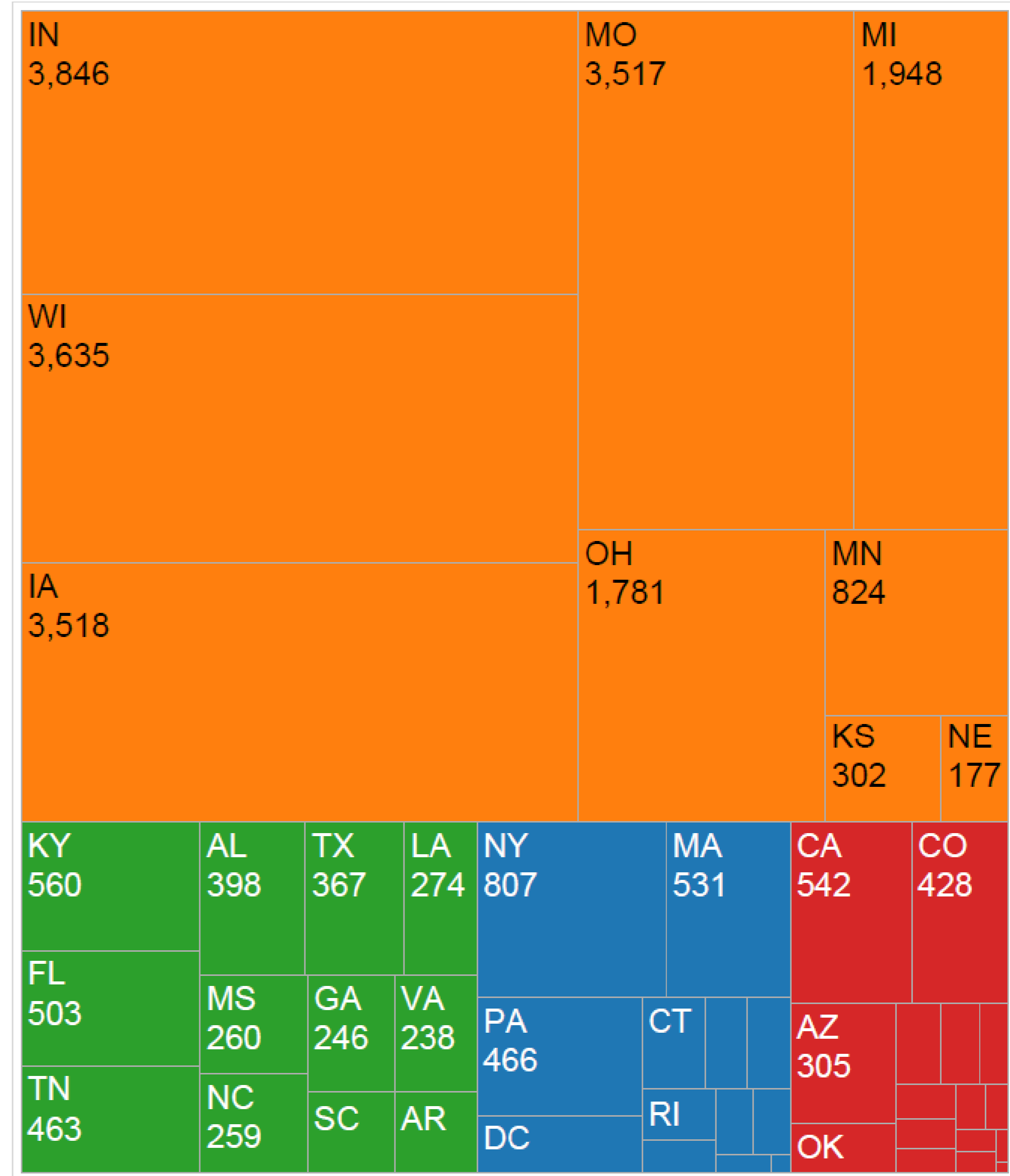
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Outmigration of Illinois Students 2002 and 2012

2002 by Region & State



2012 by Region & State



All data sourced from IPEDS final release data, unless otherwise specified.

Enrollment of Illinois Students at Out-of-State Schools Fall 2002 (Schools with 100+ Illinois Students)

Institution	2002 Enrollment
University of Iowa	1,333
Purdue University-Main Campus	888
Indiana University-Bloomington	781
Marquette University	606
University of Wisconsin-Madison	545
Carthage College	372
Iowa State University	355
Miami University-Oxford	331
University of Missouri-Columbia	298
Saint Louis University-Main Campus	281
University of Michigan-Ann Arbor	259
Ranken Technical College	252
Michigan State University	221
Western Michigan University	211
University of Notre Dame	203
Valparaiso University	201
University of Colorado Boulder	201

Institution	2002 Enrollment
University of Kansas	197
Arizona State University	179
Truman State University	179
Saint Ambrose University	169
Loras College	169
Southeast Missouri State University	162
Washington University in St Louis	155
Butler University	148
University of Dayton	141
Murray State University	134
University of Arizona	130
Ohio State University-Main Campus	129
Northern Michigan University	121
Wyotech-Laramie	113
Carroll University	112
University of Wisconsin-Whitewater	106
Saint Norbert College	103

There were 34 institutions that enrolled 100 or more Illinois students in their Fall 2002 Freshman class. The schools in green did not enroll 100 students by Fall 2012.

Enrollment of Illinois Students at Out-of-State Schools Fall 2012 (Schools with 100+ Illinois Students)

Institution	2012 Enrollment
University of Iowa	1,460
University of Missouri-Columbia	1,362
Indiana University-Bloomington	917
Marquette University	700
Iowa State University	676
Purdue University-Main Campus	612
University of Wisconsin-Madison	589
Saint Louis University-Main Campus	550
Miami University-Oxford	399
Carthage College	389
Saint Ambrose University	354
University of Minnesota-Twin Cities	340
University of Wisconsin-Whitewater	340
University of Michigan-Ann Arbor	334
Indiana State University	328
University of Wisconsin-Platteville	302
University of Dayton	301

Institution	2012 Enrollment
Michigan State University	298
Butler University	267
Western Michigan University	251
University of Notre Dame	250
Valparaiso University	247
Drake University	228
Carroll University	222
University of Kentucky	219
Grand Valley State University	214
Southeast Missouri State University	212
University of Kansas	205
Loras College	195
Ohio State University-Main Campus	192
Lindenwood University	180
Washington University in St Louis	178
Ball State University	169
Northern Michigan University	161

Institution	2012 Enrollment
Arizona State University	161
The University of Alabama	159
University of Colorado Boulder	150
Hope College	146
Murray State University	142
University of Arizona	132
University of Wisconsin-Milwaukee	130
Vanderbilt University	122
Ashford University	121
Truman State University	120
Milwaukee School of Engineering	114
Tulane University of Louisiana	113
DePauw University	113
Rose-Hulman Institute of Technology	112
Ranken Technical College	110
University of Dubuque	108
Missouri U Science and Technology	108
New York University	101
Calvin College	100

There were 53 institutions that enrolled 100 or more Illinois students in their Fall 2012 Freshman class. The schools in orange did not enroll 100 or more Illinois students back in Fall 2002.

All data sourced from IPEDS final release data.

“ Among the large states in the country, Illinois has twice as high a proportion of its AP students leaving the state – *43% of AP students leave Illinois for college* – than its peer states, where only about 20% of AP students leave the state for college. ”

Trevor Packer

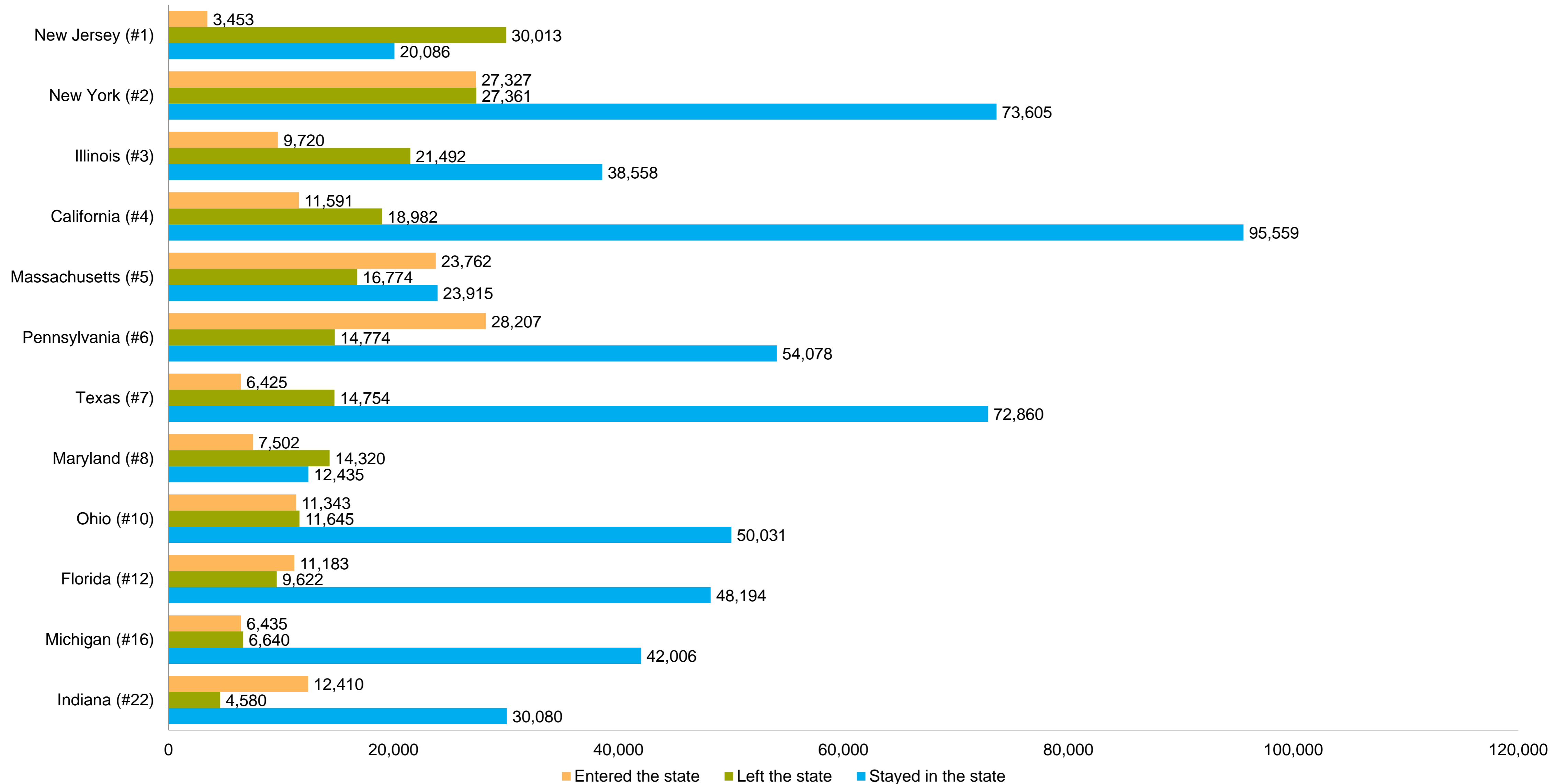
Senior Vice President, AP and Instruction, College Board

Comparing Illinois Migration

Migration Data of Selected States

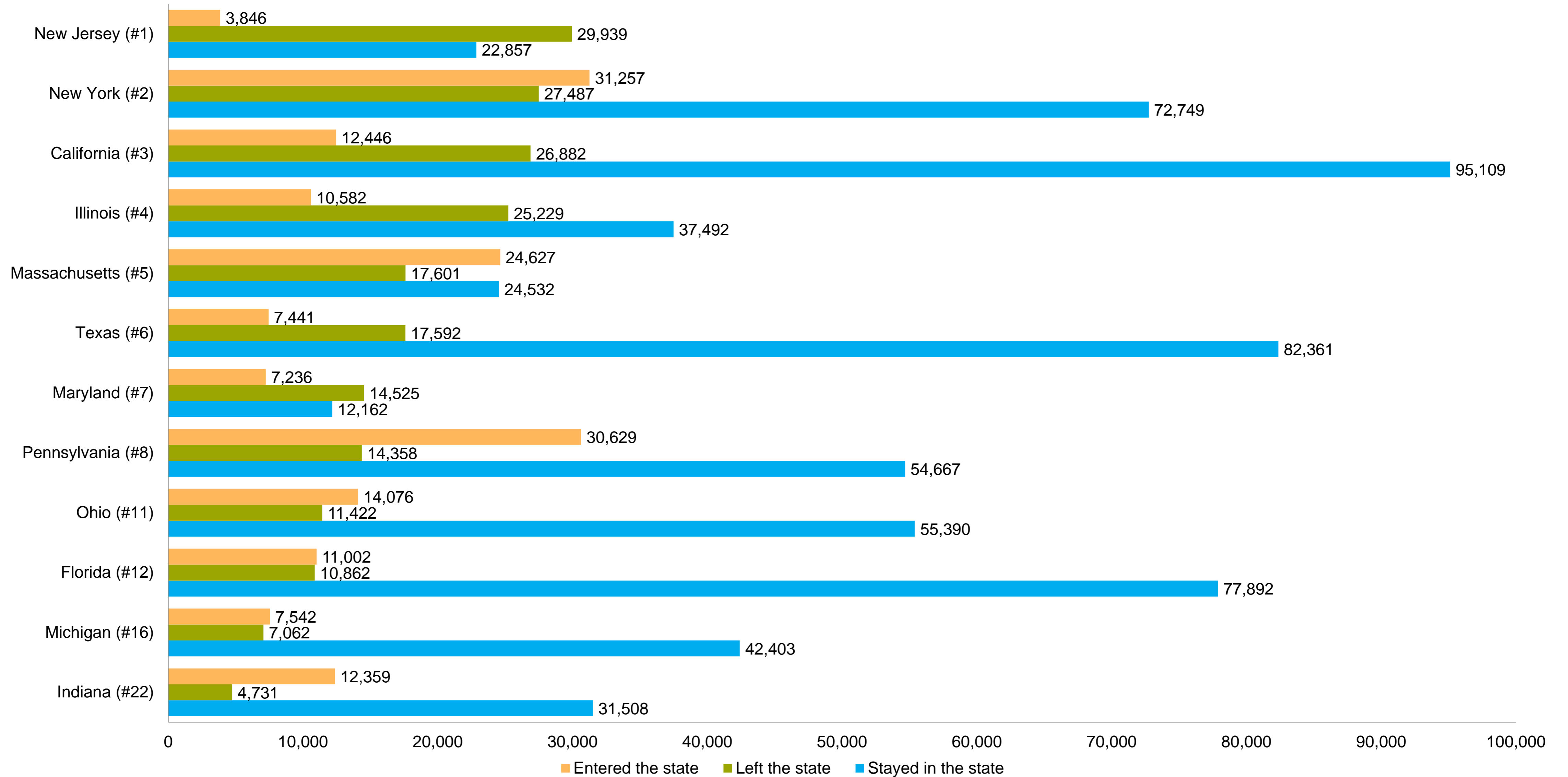
Fall 2006 Freshman Migration from Selected States

IPEDS Migration of 2006 First Time, First Year Freshmen to Traditional 4-Year Schools in Selected States



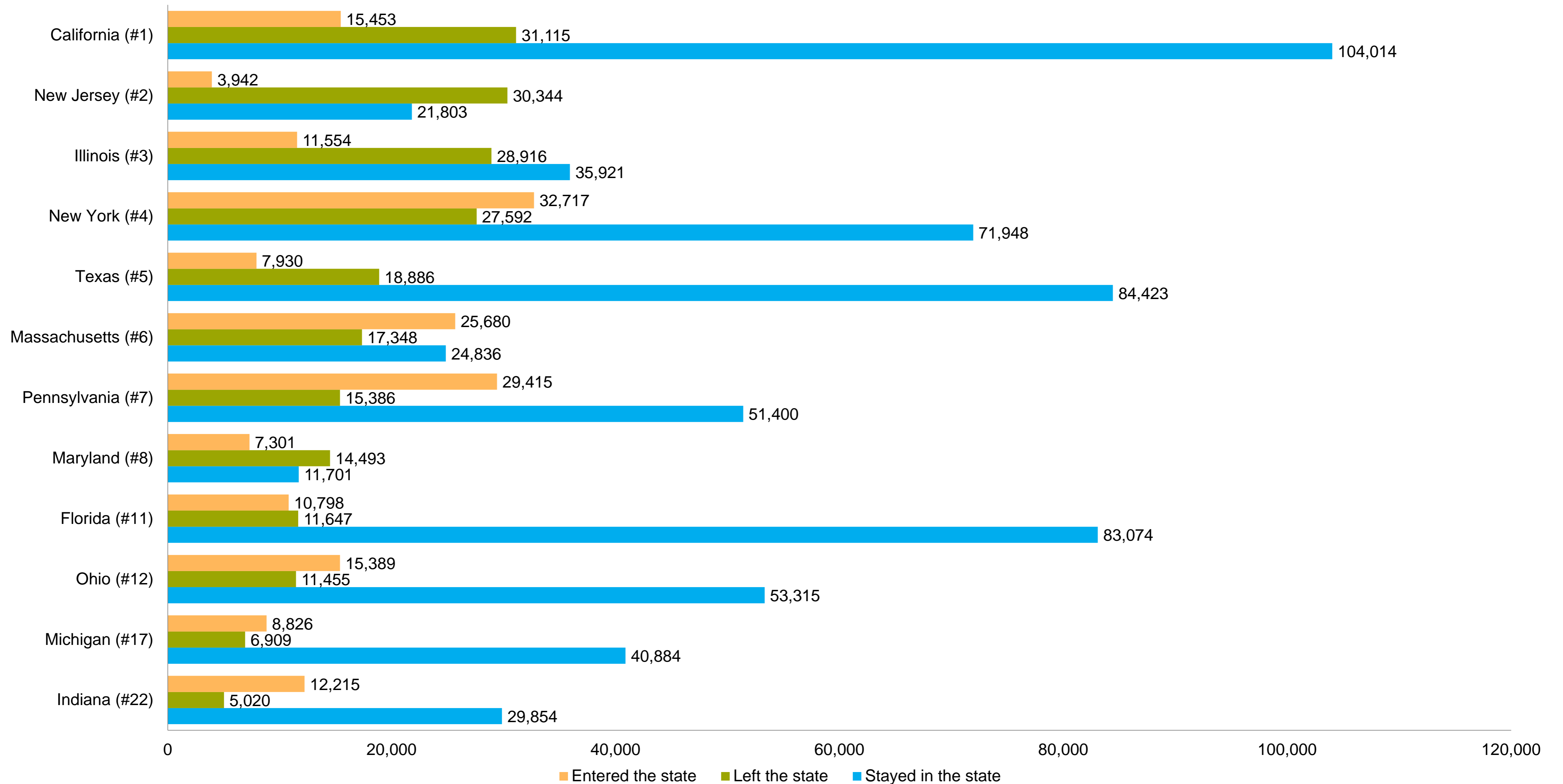
Fall 2010 Freshman Migration from Selected States

IPEDES Migration of 2010 First Time, First Year Freshmen to Traditional 4-Year Schools in Selected States



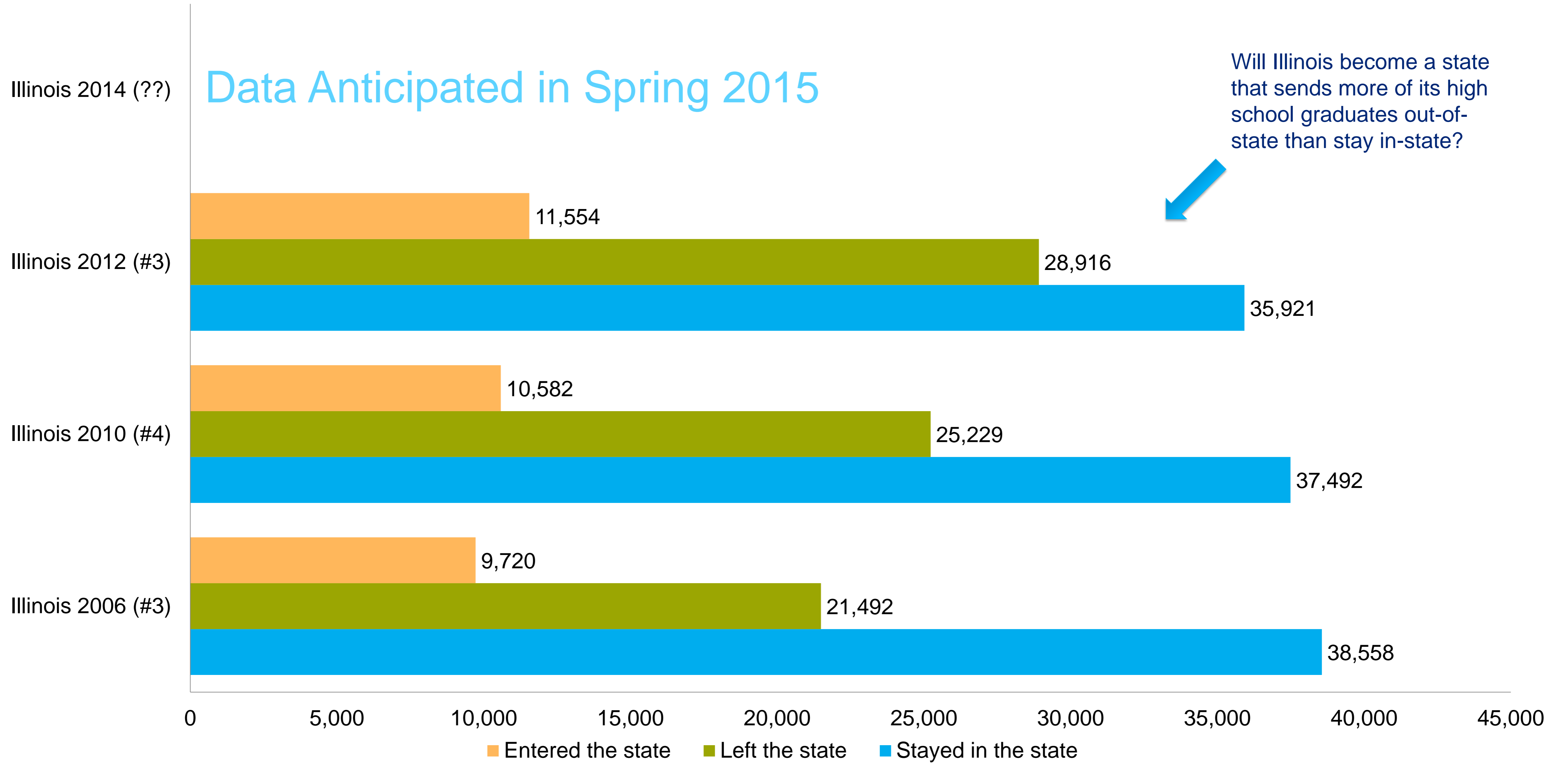
Fall 2012 Freshman Migration from Selected States

IPEDES Migration of 2012 First Time, First Year Freshmen to Traditional 4-Year Schools in Selected States



Illinois Freshman Migration 2006, 2010, and 2012

IPEDS Migration of First Time, First Year Freshmen to Traditional 4-Year Schools in Selected States



Perspectives

Commentary from Admission and Counseling

Evolution and Impact of CARR

1999

25 Member Institutions

32 Representatives

2004

33 Member Institutions

46 Representatives

2014

79 Member Institutions

103 Representatives



Chicago
Area
Regional
Representatives

Possible Motivations

Why students are possibly leaving Illinois

- Using Collegellinois! at out-of-state schools
- In-state tuition at out-of-state schools – Missouri/Missouri State, UWP's Tri-State Initiative, Midwest Student Exchange Program
- Declining purchasing power of the MAP Grant
- Aid at Illinois publics vs. out of state public/private financial incentives
- Finite program capacities at Illinois schools with high out-of-state and international populations
- 5 of Bradley University's top 15 competitors per National Student Clearinghouse were from neighboring states

Bradley University Cross-Admit Analysis 2004 and 2014

Top 25 Cross Admits 2004
Univ Illinois - Champaign
Ill State Univ
Northern Ill Univ
Marquette Univ
DePaul Univ
Univ Iowa
Augustana Coll
Ill Wesleyan Univ
Purdue Univ W Lafyte
Loyola Univ Chicago
Truman State University
Illinois Central College
Valparaiso Univ
Univ Illinois - Chicago
Butler University
Drake Univ
Iowa State Uni
St Louis Univ
Univ Missouri Columb
Southern Ill Univ Edwardsville
Southern Illinois Univ Carbondale
Univ Wisconsin Madison
Indiana Univ Bloomington
Miami Univ Oxford
Millikin University

Top 25 Cross Admits 2014
Univ. of Illinois - Urbana
Illinois State
Univ. of Illinois - Chicago
DePaul
Northern Illinois
Loyola - Chicago
Marquette
Southern Illinois - Carbondale
St. Louis Univ.
Univ of Missouri Columbia
Southern Illinois - Edwardsville
Univ. of Iowa
Iowa State
Western Illinois
Augustana
Illinois Central College CC
Eastern Illinois
Purdue - Lafayette
College of DuPage CC
Drake
Indiana- Bloomington
Univ of Dayton
Valparaiso
Illinois Wesleyan
Carroll University

Neighbor State and Go Far Grants at Bradley University

- The greater the distance from the institution creates greater challenges in recruiting, enrolling and retaining students.
- The challenge of lower metrics in the funnel
- The challenge of building brand
- The challenge of building affinity
- The challenge of financing OOS students with financial need
- The challenge of retaining OOS students

Illinois: The Fertile Field of Opportunity

- Even in 1937, when NACAC was formed in Oak Park, Illinois, eight of the 13 admission representatives involved were from out-of-state!
- Large number of high school graduates
- A population that provides diversity in many forms
- Increase in college-bound population in the ten-year period of 2002-2012 by 11.9%

More Possible Motivations

Why students are possibly leaving Illinois

- Some have seen the larger world and wish to continue to expose themselves to different arenas
- Others see this as their opportunity to finally experience life outside of their home state
- Some who want that big, public flagship school may not be admissible to UIUC
- Then there's MONEY...

Financial Incentives

- “Five Questions and Answers to Lowering Tuition Costs”
 - Defines in-state tuition
 - Midwest Tuition Exchange
 - Gaining residency in another state
 - “Should I move to my student’s college town?”
 - EVERY FRESHMAN’S NIGHTMARE

More Financial Incentives

- UIUC fixed costs 2014-15: Between \$26,646 and \$31,650
- Here's what a 30 ACT composite and a 3.5 unweighted GPA will provide elsewhere:
 - Miami University \$15,000= \$26,449
 - Missouri \$23,260
 - The OSU: \$26,203 (or less)
 - U Nebraska: \$16,000 to \$26,061
 - U Alabama: \$11,916
 - Kent State U: 21 ACT brings costs to \$23,900

The “Deals” Are Remarkable!

- Iowa, Iowa State, Indiana, Michigan State....there is a long list of scholarship options you can find on individual college websites
- Net Price Calculator demonstrates more accurate costs for families, helping them investigate other options earlier

New Trier Graduates

- In 2004, 83% of grads went out-of-state
- In 2008, 74% (financial crisis)
- In 2014, 76% went out-of-state
 - That's over 760 students!

And Finally...

Let's get some data regarding how many of our residents migrate right back to Illinois colleges and universities as transfer students.

While many may initially leave, how many return to complete a degree in Illinois?

Preparation

Program

People

Place

Price

“ Romanticized ideas about place and price are often the most valued external factors, and the factors that lure my students away.

Deb Donley

”

Discussion

Conclusion
Thank You!
