Undergraduate enrollments will grow through a strategic mix of new transfer students and freshmen who will be intellectually challenged in the classroom. Graduate and adult enrollments will be maximized.

**GOAL IV SELECTIVELY INCREASE ENROLLMENT**

**Objective 4a.** Achieve undergraduate enrollment growth through a balanced strategy of increasing new freshmen and new transfers.

**Objective 4b.** Increase graduate and adult enrollment to capacity, especially in high net revenue programs.

**Objective 4c.** Raise the perception of quality attached to the university’s brand.

**Objective 4d.** Increase demand for DePaul’s academic programs to ensure DePaul’s ability to select its desired enrollment mix.

**Objective 4e.** Exceed national norms in enrolling, retaining and graduating economically disadvantaged students, first generation students and students of color.

**Objective 4f.** Become a nationally recognized leader in the graduation of students of DePaul’s profile.

**Objective 4g.** Develop online learning as a high priority strategy for enrollment growth, market expansion and student academic progress.