

Hope College Yield by Lead Source for Fall 2017 Cohort

Lead Source	Deposits	Admits	Yield	
ACT Score Report	47	149	31.54%	+
ActiveMatch Plus	3	56	5.36%	--
Application as First Contact	15	132	11.36%	--
Campus Visit Request	86	309	27.83%	
Cappex	14	72	19.44%	
Chegg	38	129	29.46%	
College Night/Program	24	112	21.43%	
Common Application Started	117	735	15.92%	---
CTCL Fair	1	17	5.88%	
E-mail Inquiry	6	29	20.69%	
Event Registration	65	204	31.86%	++
FAFSA Received	1	13	7.69%	
General Inquiry	4	10	40.00%	
Group Visit to Campus	4	12	33.33%	
High School Visit	37	201	18.41%	
National College Fair	7	51	13.73%	
NRCCUA M-D	7	25	28.00%	
PRIZM SAT	3	27	11.11%	
Office Visit	7	28	25.00%	
Referral - Advancement	68	119	57.14%	+++
Referral - Athletic	33	129	25.58%	
SAT Score Report	19	88	21.59%	
Sibling Applied	88	303	29.04%	+
Web Inquiry	74	288	25.69%	
Why Hope Inquiry	2	11	18.18%	
Grand Total	791	3344	23.65%	

**Yield Data Comparison
Hope College
2009-10 to 2014-15**

	% of admits						% of deposits						Yield						% Change		
	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	Admits	Deposit	Yield
Deposit	30.3%	27.5%	25.0%	25.3%	22.7%	23.7%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	30.3%	27.5%	25.0%	25.3%	22.7%	23.7%	4.3%	0.0%	4.3%
State-MI	61.9%	61.7%	57.5%	60.6%	58.5%	58.0%	66.2%	65.1%	63.8%	67.6%	65.0%	63.6%	32.4%	29.0%	27.7%	28.2%	25.2%	25.9%	-0.7%	-2.2%	2.6%
State-IL	15.8%	15.4%	17.4%	16.7%	18.2%	20.3%	16.2%	17.8%	16.8%	15.1%	16.2%	16.4%	31.0%	31.8%	24.0%	22.9%	20.2%	19.1%	11.8%	1.5%	-5.4%
State-MW	9.9%	10.5%	9.0%	11.1%	11.7%	9.9%	8.4%	7.8%	8.2%	8.8%	10.0%	10.0%	25.7%	20.5%	22.9%	19.9%	19.4%	23.9%	-15.6%	0.0%	23.6%
State-East	4.1%	3.8%	3.6%	3.9%	3.7%	4.1%	3.0%	2.6%	3.4%	3.3%	2.3%	3.4%	22.2%	18.6%	23.6%	21.4%	13.9%	19.7%	9.7%	48.8%	41.4%
State-West	5.7%	6.0%	5.8%	5.8%	5.9%	5.8%	3.8%	4.0%	5.2%	3.7%	4.0%	3.8%	20.1%	18.3%	22.3%	16.0%	15.5%	15.5%	-2.3%	-6.3%	0.0%
State-None	2.6%	2.6%	6.7%	2.0%	2.1%	1.9%	2.5%	2.7%	2.7%	1.6%	2.4%	2.8%	29.5%	29.3%	9.9%	20.3%	26.9%	34.4%	-6.7%	14.5%	28.0%
HY HS	12.2%	11.3%	8.6%	10.6%	10.9%	7.3%	20.7%	20.3%	17.2%	19.2%	21.5%	15.2%	51.3%	49.5%	50.2%	46.1%	44.7%	49.0%	-32.8%	-29.3%	9.7%
HomeSch	1.6%	1.2%	1.8%	1.8%	1.7%	1.3%	2.4%	1.6%	2.5%	1.7%	2.7%	2.0%	44.0%	38.2%	34.9%	24.6%	35.1%	36.4%	-24.6%	-25.1%	3.6%
Male	39.4%	37.7%	40.1%	37.0%	37.7%	36.5%	44.0%	36.6%	41.4%	41.4%	39.4%	36.9%	33.8%	26.6%	25.8%	28.3%	23.7%	24.0%	-3.2%	-6.3%	0.9%
Female	60.6%	62.3%	59.9%	63.0%	62.3%	63.5%	56.0%	63.4%	58.6%	58.6%	60.6%	63.1%	30.9%	26.8%	23.2%	23.5%	22.1%	23.5%	1.9%	4.1%	6.5%
Distance	445		429	416	501	377	332		357	290	384	265							-24.6%	-30.9%	
Income by Zip	\$59,324		\$58,526	\$58,506	\$57,207	\$58,235	\$57,947		\$57,126	\$58,357	\$55,819	\$56,231							1.8%	0.7%	
White	80.9%	80.3%	75.0%	79.7%	77.0%	76.3%	83.5%	81.3%	78.8%	82.7%	79.5%	80.7%	31.3%	27.8%	26.3%	26.2%	23.4%	25.0%	-1.0%	1.5%	6.8%
Hispanic	6.1%	7.4%	10.0%	8.4%	9.9%	10.7%	6.3%	8.3%	11.2%	7.8%	10.4%	7.8%	31.2%	30.9%	28.2%	23.4%	23.8%	17.3%	8.2%	-24.6%	-27.3%
African American	2.7%	2.9%	5.2%	3.5%	3.3%	4.3%	2.7%	2.4%	4.3%	2.7%	3.1%	3.8%	30.9%	22.4%	20.6%	19.5%	21.3%	20.7%	31.1%	22.2%	-2.8%
Asian American	3.0%	4.2%	6.2%	3.6%	4.3%	3.8%	2.0%	4.1%	2.4%	3.0%	3.5%	2.9%	19.6%	27.0%	9.7%	21.2%	18.3%	18.0%	-12.0%	-17.1%	-1.9%
Multi-Racial	3.5%	2.5%	2.4%	2.8%	3.0%	2.4%	2.8%	1.7%	2.2%	2.4%	2.0%	2.7%	24.1%	18.9%	22.9%	21.7%	15.3%	25.9%	-19.3%	31.2%	69.4%
Not Specified	3.7%	2.8%	1.2%	1.9%	1.9%	2.2%	2.7%	2.2%	1.0%	1.3%	0.9%	2.0%	21.9%	22.0%	22.0%	17.7%	11.5%	21.9%	16.9%	114.1%	91.0%
Pref Legacy	11.4%	13.9%	11.6%	12.8%	11.6%	11.9%	20.3%	27.0%	22.2%	25.2%	22.4%	25.4%	53.7%	53.3%	48.0%	49.9%	43.9%	50.5%	2.8%	13.4%	15.0%
Other Legacy	1.3%	2.4%	5.0%	4.7%	4.5%	3.4%	1.8%	2.2%	4.6%	5.4%	4.9%	4.2%	41.5%	25.7%	23.1%	28.6%	24.5%	29.2%	-24.9%	-14.1%	19.2%
Financial Aid Appl			67.2%	67.2%	67.5%	77.3%			83.4%	83.4%	83.8%	84.2%			31.0%	31.0%	28.2%	25.8%	14.5%	0.5%	-8.5%
FC - PreJr	15.0%	18.8%	20.1%	23.7%	23.4%	22.8%	19.5%	26.6%	29.4%	35.0%	32.7%	33.1%	39.6%	38.9%	36.6%	37.2%	31.6%	34.4%	-2.8%	1.4%	8.8%
FC - Jr	34.6%	38.9%	29.6%	33.3%	30.5%	30.6%	38.9%	43.2%	31.6%	30.9%	35.1%	32.9%	34.1%	30.5%	26.6%	23.5%	26.1%	25.4%	0.4%	-6.3%	-2.7%
FC - Sum	13.8%	13.1%	13.2%	15.3%	16.8%	15.7%	14.2%	8.8%	12.0%	13.4%	13.8%	13.9%	31.2%	18.4%	22.8%	22.1%	18.6%	21.0%	-6.6%	1.0%	12.8%
FC - Sr	36.6%	29.1%	37.1%	27.6%	29.3%	31.0%	27.3%	21.3%	27.0%	20.7%	18.5%	20.1%	22.6%	20.1%	18.2%	19.0%	14.3%	15.4%	5.6%	8.7%	7.3%
Pell						7.0%						20.6%						69.7%			
Interests None	9.3%	9.5%	1.3%	1.1%	4.2%	8.4%	8.2%	7.7%	1.5%	1.0%	4.5%	7.0%	26.9%	22.2%	28.9%	22.9%	24.3%	19.6%	101.8%	56.1%	-19.3%
Int NS	46.3%	49.2%	33.1%	33.5%	54.1%	43.7%	47.1%	49.8%	32.5%	33.7%	50.5%	41.7%	30.8%	27.8%	24.6%	25.5%	21.2%	22.6%	-19.2%	-17.3%	6.7%
Int SS	32.3%	31.1%	46.4%	44.9%	52.1%	47.6%	33.5%	31.4%	46.9%	45.3%	54.4%	49.7%	31.4%	27.7%	25.2%	25.5%	23.7%	24.7%	-8.6%	-8.6%	4.2%
Int Hum	6.4%	5.4%	6.3%	6.5%	15.8%	13.8%	5.5%	5.7%	6.6%	6.0%	15.4%	14.2%	26.3%	29.1%	26.1%	23.2%	22.1%	24.3%	-12.9%	-8.0%	10.2%
Int Arts	5.7%	4.8%	12.9%	14.1%	10.1%	9.6%	5.6%	5.5%	12.5%	14.0%	12.1%	11.6%	30.2%	31.0%	24.2%	25.2%	27.2%	28.7%	-5.3%	-4.2%	5.4%
Int Pre	20.9%	21.4%	5.8%	6.0%	26.3%	29.9%	20.6%	20.4%	6.3%	5.8%	24.2%	29.8%	29.9%	26.3%	26.9%	24.7%	20.9%	23.6%	13.9%	23.5%	13.0%
Merit Award	72.4%	64.1%	74.7%	81.7%	80.1%		71.8%	79.2%	75.0%	78.0%	78.3%		29.3%	34.0%	25.1%	24.1%	22.2%				
Rel Cath	23.8%	24.0%	25.3%	21.8%	22.7%	23.0%	17.8%	18.2%	22.6%	18.1%	20.2%	19.5%	22.6%	20.8%	22.3%	21.1%	20.2%	20.1%	1.1%	-3.8%	-0.8%
Rel RCA	8.5%	6.2%	5.3%	6.5%	4.6%	4.0%	13.1%	9.5%	8.3%	11.1%	7.8%	7.1%	46.5%	42.1%	39.6%	42.9%	38.4%	42.1%	-14.0%	-9.6%	9.6%
Rel Other Chr	49.8%	50.7%	52.5%	52.4%	48.1%	50.1%	54.2%	55.6%	56.1%	55.7%	50.6%	55.2%	33.0%	30.2%	26.7%	26.9%	23.9%	26.1%	4.1%	9.2%	9.4%
Rel Other	5.0%	4.6%	10.1%	8.2%	7.8%	6.1%	3.3%	3.3%	5.3%	5.6%	7.0%	3.9%	19.7%	20.1%	13.2%	17.3%	20.3%	15.2%	-22.2%	-44.2%	-25.2%
ACT 30+	23.7%	25.5%	24.1%	25.2%	23.6%	21.9%	20.5%	20.7%	19.0%	20.1%	19.7%	20.2%	28.8%	24.2%	22.1%	21.7%	19.0%	21.9%	-7.3%	2.7%	15.3%
ACT 27-29	25.7%	29.0%	26.1%	27.3%	25.4%	25.8%	20.7%	23.8%	24.0%	25.3%	24.3%	25.4%	26.9%	24.5%	25.7%	25.2%	21.7%	23.3%	1.8%	4.6%	7.0%
ACT 24-26	26.5%	27.2%	25.7%	26.5%	26.8%	28.9%	25.6%	27.6%	25.1%	25.8%	25.1%	29.3%	32.2%	30.3%	27.4%	26.5%	21.3%	24.0%	8.1%	16.8%	12.6%
ACT 23 and lower	24.1%	18.3%	24.1%	21.0%	24.3%	23.4%	26.5%	20.9%	25.6%	24.0%	30.6%	25.0%	36.7%	34.1%	29.8%	31.1%	28.7%	25.3%	-3.7%	-18.3%	-11.7%
GPA 4.0+	33.7%	42.3%	38.8%	42.1%	41.9%	43.1%	28.3%	35.9%	32.5%	37.4%	31.7%	41.2%	25.6%	23.8%	21.5%	22.7%	17.4%	22.6%	2.8%	30.0%	30.3%
GPA 3.8-3.99	22.3%	20.7%	20.5%	19.8%	19.2%	19.6%	20.4%	19.3%	19.1%	19.2%	19.7%	19.7%	27.9%	26.1%	24.0%	24.8%	23.5%	23.8%	2.0%	0.1%	1.1%
GPA 3.6-3.79	15.1%	15.2%	14.4%	15.5%	14.5%	14.2%	16.4%	15.0%	15.2%	15.6%	16.2%	13.3%	33.0%	27.6%	27.1%	25.6%	25.6%	22.1%	-2.0%	-18.0%	-13.8%
GPA 3.59 and lower	28.9%	21.8%	26.3%	22.6%	24.4%	22.2%	34.2%	27.8%	32.6%	26.7%	30.9%	24.4%	36.0%	35.6%	31.9%	30.1%	29.1%	26.0%	-8.9%	-21.0%	-10.6%

Yield by Category

Hope College Admits for Fall 2017

Entire Cohort

Number of Admits	3,344
Number of Deposits	791
Yield Rate	23.65%

Home State of Admits

	Michigan	Illinois	New York/Jersey	Other Midwest	Other East	Other West	NA
Number of Admits	1,941	679		330	137	193	64
Percent of Cohort Admits	58.04%	20.31%		9.87%	4.10%	5.77%	1.91%
Number of Deposits	503	130		79	27	30	22
Percent of Cohort Deposits	63.59%	16.43%		9.99%	3.41%	3.79%	2.78%
Yield Rate	25.91%	19.15%		23.94%	19.71%	15.54%	34.38%
	+++	--				--	+

Type of High School

	High Yield	Home School	Male	Female
Number of Admits	245	44	1,219	2,125
Percent of Cohort Admits	7.33%	1.32%	36.45%	63.55%
Number of Deposits	120	16	292	499
Percent of Cohort Deposits	15.17%	2.02%	36.92%	63.08%
Yield Rate	48.98%	36.36%	23.95%	23.48%
	+++	+		

Gender

Race/Ethnicity

	White	Hispanic	African American	Asian American	Multi-Racial	Not Specified
Number of Admits	2,551	359	145	128	81	73
Percent of Cohort Admits	76.29%	10.74%	4.34%	3.83%	2.42%	2.18%
Number of Deposits	638	62	30	23	21	16
Percent of Cohort Deposits	80.66%	7.84%	3.79%	2.91%	2.65%	2.02%
Yield Rate	25.01%	17.27%	20.69%	17.97%	25.93%	21.92%
	++	--				

Legacy

	Preferred	Other
Number of Admits	398	113
Percent of Cohort Admits	11.90%	3.38%
Number of Deposits	201	33
Percent of Cohort Deposits	25.41%	4.17%
Yield Rate	50.50%	29.20%
	+++	

Financial Aid

	FAFSA Filed	Packaged
Number of Admits	2,585	2,010
Percent of Cohort Admits	77.30%	60.11%
Number of Deposits	666	658
Percent of Cohort Deposits	84.20%	83.19%
Yield Rate	25.76%	32.74%
	+++	+++

Yield by Category

Hope College Admits for Fall 2017

First Contact with Admissions

	Pre-Jr	Jr Year	Pre-Sr Summer	Sr Year	First Generation
Number of Admits	761	1,023	525	1,035	657
Percent of Cohort Admits	22.76%	30.59%	15.70%	30.95%	19.65%
Number of Deposits	262	260	110	159	137
Percent of Cohort Deposits	33.12%	32.87%	13.91%	20.10%	17.32%
Yield Rate	34.43%	25.42%	20.95%	15.36%	20.85%
	+++			- - -	

Academic Interests

	None	Natural Science	Social Science	Humanities	Arts	Pre-Professional
Number of Admits	281	1,462	1,593	461	321	1,001
Percent of Cohort Admits	8.40%	43.72%	47.64%	13.79%	9.60%	29.93%
Number of Deposits	55	330	393	112	92	236
Percent of Cohort Deposits	6.95%	41.72%	49.68%	14.16%	11.63%	29.84%
Yield Rate	19.57%	22.57%	24.67%	24.30%	28.66%	23.58%
					+	

Religious Preference

	Catholic	RCA	Other Christian	Other	Aspiring Intercollegiate Athlete
Number of Admits	768	133	1675	204	1564
Percent of Cohort Admits	22.97%	3.98%	50.09%	6.10%	46.77%
Number of Deposits	154	56	437	31	365
Percent of Cohort Deposits	19.47%	7.08%	55.25%	3.92%	46.14%
Yield Rate	20.05%	42.11%	26.09%	15.20%	23.34%
	- -	+++	++	- - -	

ACT Composite or equivalent SAT

	30 and more	27-29	24-26	23 and less	Pell
Number of Admits	731	864	967	782	234
Percent of Cohort Admits	21.86%	25.84%	28.92%	23.39%	7.00%
Number of Deposits	160	201	232	198	163
Percent of Cohort Deposits	20.23%	25.41%	29.33%	25.03%	20.61%
Yield Rate	21.89%	23.26%	23.99%	25.32%	69.66%
					+++

High School GPA

	4.00	3.80-3.99	3.60-3.79	less than 3.60
Number of Admits	1,441	655	475	743
Percent of Cohort Admits	43.09%	19.59%	14.20%	22.22%
Number of Deposits	326	156	105	193
Percent of Cohort Deposits	41.21%	19.72%	13.27%	24.40%
Yield Rate	22.62%	23.82%	22.11%	25.98%

Yield by Category Hope College Admits for Fall 2017

	Admissions Radar				
	Chicago Scholars	Top 50	Top Athletic Recruit	Faculty/Staff Child	Top Admissions Prospect
Number of Admits	5	273	22	18	280
Percent of Cohort Admits	0.15%	8.16%	0.66%	0.54%	8.37%
Number of Deposits	0	108	10	10	67
Percent of Cohort Deposits	0.00%	13.65%	1.26%	1.26%	8.47%
Yield Rate	0.00%	39.56%	45.45%	55.56%	23.93%
		+++	+	++	

Distance in Miles of Admits Home from Hope College

	96 and less	Between 97-139	140 and more
Number of Admits	1,111	1,080	1,106
Percent of Cohort Admits	33.22%	32.30%	33.07%
Number of Deposits	351	211	216
Percent of Cohort Deposits	44.37%	26.68%	27.31%
Yield Rate	31.59%	19.54%	19.53%
	+++	- - -	- - -

Family Income by Zip Code

	\$48K and less	Between \$48K and \$64K	\$64K and more
Number of Admits	1,115	1,115	1,067
Percent of Cohort Admits	33.34%	33.34%	31.91%
Number of Deposits	268	288	222
Percent of Cohort Deposits	33.88%	36.41%	28.07%
Yield Rate	24.04%	25.83%	20.81%
		+	- -

Definitions:

High Yield High School is a high school that has a 40% yield rate or better with at least 10 admitted students

Preferred Legacy is an admit whose parent or sibling was a Hope student

Statistical Significance:

- , + 0.05 Significance
 - - , ++ 0.01 Significance
 - - - , +++ 0.001 Significance