

ANNUAL REPORT 2019



RUTGERS

TABLE OF CONTENTS

Inside Enrollment Management	4
Prospects and Applicants	6
Incoming Students	8
Returning Students	10
Welcoming RU-info	12
Planning the One Stop Student Services Center	14
Student Aid	16
Graduates	18
Enrollment Quick Facts	20
About Rutgers	22





MESSAGE FROM THE VICE CHANCELLOR FOR ENROLLMENT MANAGEMENT–NEW BRUNSWICK

Courtney McAnuff

For me, 2019 reiterated the value of community and collaboration. It was a record year for us in Enrollment Management, enrolling our largest and most academically competitive class in history and watching our students continue to thrive. None of this would have been possible without the monumental efforts of our campus community. Facilities and groundskeepers prepared campus for 18,000 guests at Admitted Student Open House. Housing colleagues placed a record number of new students into our on-campus housing program. Orientation colleagues planned extra sessions of programming to accommodate interest. Academic administrators added sections of introductory courses to ensure manageable class sizes and positive student experiences for our new and returning Scarlet Knights. These represent just a few examples of our partners' extraordinary efforts, and I thank you all for a seamless transition to a new and historic year on the banks.

Behind the scenes, we have continued to improve the prospective and current student experience across all of our functional areas. We officially welcomed RU-info, the university's call center and information hub, to Enrollment Management in July. We hired 12 additional staff for our One Stop Student Services Center, and they took over the front lines of financial aid, providing exemplary customer service to our students and families. Our offices of the Registrar and Financial Aid moved antiquated systems online and reorganized staff in a more student-centric way. Admissions provided hundreds of programs on- and

off-campus, met with tens of thousands of students and families, and represented Rutgers University–New Brunswick well across the United States and the world.

Finally, we continued to increase transparency with our university partners, hosting our second annual EM Open House, developing data-sharing mechanisms with online dashboards of key enrollment metrics, and kicking off an *Inside Enrollment Management* workshop series to take faculty and staff behind the scenes of our operations.

In this report, you will find more highlights from our New Brunswick division. While the report focuses on activities in Enrollment Management areas, they represent wins that cut across departments, divisions, and academic units. This year has further proven that together we accomplish more and better in service of our students.



Courtney McAnuff

INSIDE ENROLLMENT MANAGEMENT



The Division of Enrollment Management–New Brunswick (EM) executive team provides leadership and management in the areas of information technology, administration and fiscal affairs, human resources, strategy, and data-driven decision making. The team works to move forward the mission of Enrollment Management and goals of the University and in support of Undergraduate Admissions, Financial Aid, Registrar, the One Stop Student Services Center, and RU-info.

In an ongoing effort to ensure university partners have timely, relevant, and accurate information to inform their decision-making, the EM team continued to convene monthly strategic enrollment planning meetings and disseminate a monthly EM Digest e-newsletter that reaches hundreds of recipients each month. EM hosted its second Open House, inviting partners to hear about 2018-2019 activities and outcomes and for dedicated discussion and planning time with staff from each functional unit. The division also piloted a new series, *Inside Enrollment Management*, designed to provide an in-depth look into operations, timelines, and policies of EM areas. The inaugural event, *The Ins and Outs of Financial Aid*, convened faculty, staff, and administrators in fall 2019.

Enrollment Management also supported special initiatives for important student groups in 2019.

- EM leadership has been involved in both research and fundraising for the university's home-grown college access program, Rutgers Future Scholars, now in its twelfth year of programming. The program has served over 2,450 low-income, first-generation-to-college students to date.

- To support the retention of Federal Work Study recipients with highest financial need, EM piloted a new support program this year. OWN (the On-campus Work Experience Network) was designed to supplement the on-campus job experience for a subset of first-year students by providing cohort leadership workshops, additional supervisor check-ins, and direct access to administrators committed to their academic success.
- EM hosted administrators and leaders from five New Jersey community colleges in spring 2019 for a day of feedback and planning to support the transition of transfer students from their institutions to RU–NB. The discussions from this meeting are directly informing a series of initiatives currently in development for this important group of students.

EM leadership continues to be inspired by peers throughout the country doing comparable work and contributes to local, regional, and national conversations related to enrollment management. Rutgers enrollment management leaders are represented in university and state work groups on student success and college affordability and on the board of directors for the Coalition for College. EM is also proud to closely collaborate with the American Talent Initiative, APLU's Powered by Publics, College Board, and TheDream.US on various initiatives, and EM leadership has presented at approximately 25 national meetings and conferences this year.

**PROSPECTS AND
APPLICANTS**



BECOMING A **SCARLET KNIGHT**

Interest in Rutgers–New Brunswick reached an all-time high for fall 2019 enrollment due to Admissions' efforts in recruitment, applicant evaluation, marketing, and on-campus programs. In the 2018-2019 cycle, Admissions hosted 27,000 guests for campus visits, welcomed 18,000 people to the April 2019 Admitted Student Open House, conducted almost 2,100 recruitment events worldwide, and reviewed 77,000 applications across almost 48,500 applicants.

Admissions launched several successful outreach initiatives this year. The office's most robust out-of-state recruitment and communications campaign to date included the continuation and enhancement of specialized direct mailers, paid media campaigns with more than 90M impressions, and an email series. A field team of market coordinators and regionally-based recruiters spearheaded 348 events in all 21 NJ counties, 1,311 events across 15 states, and 436 events in 33 countries.

Programs continued to prove successful in engaging high-achieving and dynamically talented students. Out-of-state enrollees increased by 14% and international students increased by 44%. Eighty-two percent of students who registered for a tour ultimately applied to Rutgers for fall 2019 and 73% of admitted students registered for Open House ultimately enrolled. The volume of email campaigns increased by 15% with a focus on targeted content. By sending the most relevant messages to targeted audiences, open and click rates increased for both prospects and admitted students. Social media saw increased engagement with 1.7M impressions and the Admissions website had more than 675,000 unique visitors.

The Coalition for College continued to enhance recruiting efforts and the applicant experience. As institutional membership continues to grow, increased student engagement with the platform is evident. Rutgers–New Brunswick reviewed applications for approximately 10,000 students who submitted via the platform, representing nearly a 100% increase in applicants over last year.

COMING TO CAMPUS BRINGS THE VALUE OF A RUTGERS EDUCATION TO LIFE

27,000

GUESTS FOR VISIT PROGRAMS

18,000

GUESTS FOR OPEN HOUSE

ADMISSIONS TRAVELLED ACROSS THE GLOBE TO SPEAK WITH STUDENTS, FAMILIES, AND COMMUNITIES

2,095

RECRUITMENT EVENTS WORLDWIDE

LOCATION-SPECIFIC EVENTS

348

IN NEW JERSEY

1,311

ACROSS 15 STATES

436

ACROSS 33 COUNTRIES

A person is captured mid-jump into a large, multi-tiered fountain. The person is wearing a bright red t-shirt, khaki pants, and a red backpack with a large white letter 'R' on the back. A small rainbow flag is attached to the backpack. They are holding a handful of water in their right hand, which is raised high. The fountain has several jets of water spraying upwards. In the background, there is a brick building and some greenery.

**INCOMING
STUDENTS**

A RECORD CLASS

Undergraduate Admissions at Rutgers–New Brunswick reviews applicants for their academic promise and other credentials that demonstrate talent and potential such as extracurricular involvement, leadership activities, performance in context, and awards, among other factors. In the 2018-2019 academic year, Admissions partnered with the College Board to become a pilot user of a new and innovative platform. The platform provides in-depth neighborhood and school context for each applicant, and its tools will enable Admissions to evaluate student performance with a deeper understanding and appreciation of the context in which they live and learn. Each year, the team aims to build diverse and accomplished first-year and transfer classes, as well as increase access to higher education to students of many backgrounds and origins.

The 2019 entering first-year class is both RU–NB's largest and most academically accomplished to date. Comprised of 79% in-state residents and 21% out-of-state and international students, it is also the most geographically diverse.

9,540

TOTAL ENROLLED
(first-year and transfer)

FIRST-YEAR STUDENTS

7,311 TOTAL STUDENTS

3.75 MEAN GPA

1318 MEAN SAT

27% FIRST-GENERATION
TO COLLEGE

19% UNDERREPRESENTED
MINORITY

TRANSFER STUDENTS

2,229 TOTAL STUDENTS

3.44 MEAN GPA

27% UNDERREPRESENTED
MINORITY

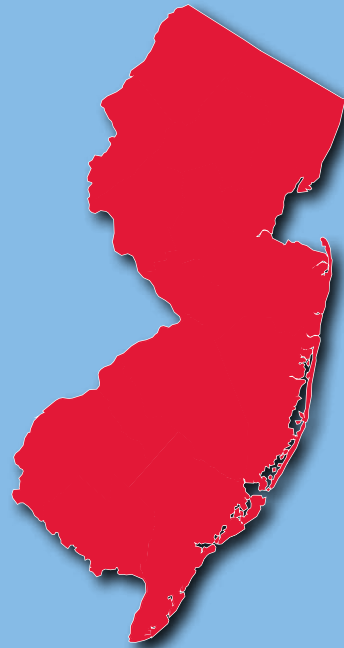


RETURNING STUDENTS

ON THE BANKS

Over 50,000 undergraduate and graduate students at Rutgers–New Brunswick have the opportunity to choose from 350+ majors to study across all schools and colleges and participate in 500+ student organizations. Students apply their learning via internships and co-ops at Fortune 500 companies, government offices, and nonprofits. Rutgers–New Brunswick remains a top producer of Fulbright Students, and our students also include Hult Prize Foundation winners, Gates Cambridge Scholars, Goldwater Scholars, and Beinecke Scholars. This year, students continued to engage in philanthropic opportunities on campus and beyond. Students raised more than \$1.1M to support the Embrace Kids Foundation at the annual Rutgers University Dance Marathon, participated in 20 Habitat for Humanity builds, and continued to serve communities through the Big Buddy program and on Alternative Break trips. Over 6,000 students also participated in one or more programs offered by Leadership and Experiential Learning. Through their efforts both in and out of the classroom, Rutgers students embrace the philosophy of *Jersey Roots, Global Reach*.

JERSEY ROOTS, GLOBAL REACH



UNDERGRADUATE ENROLLMENT

(full-time)

28,818

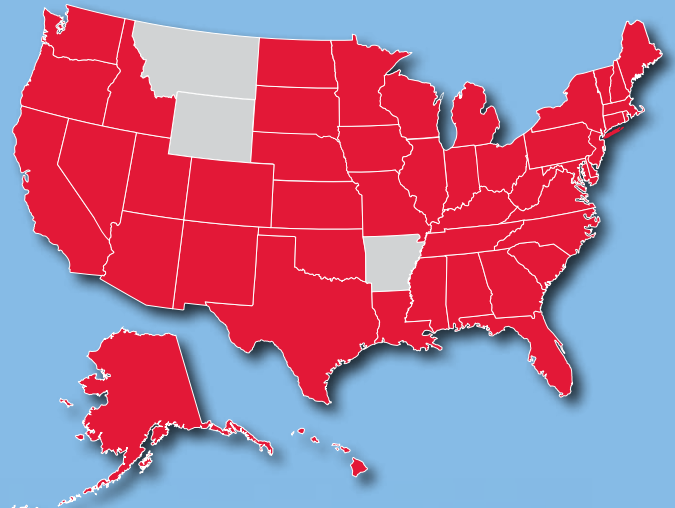
IN-STATE

1,977

DOMESTIC OUT-OF-STATE
ACROSS 48 STATES AND
U.S. TERRITORIES

3,490

INTERNATIONAL
ACROSS 84 COUNTRIES



**RETURNING
STUDENTS**



**WELCOMING
RU-INFO**

Rutgers is a big place, and sometimes people need help with their questions about the university. That was the issue that sparked the idea of creating an office to help “cut through the red tape” to make information about Rutgers more accessible. What began in 1989 as the Student Information and Assistance Center is now called RU-info, and it serves as the primary information and referral center for Rutgers–New Brunswick. RU-info officially transitioned from the marketing and communications area at the university and became part of the Division of Enrollment Management–New Brunswick in July 2019.

Highly trained student information assistants are on the front lines to assist with any and all questions about Rutgers. Inquiries cover a wide range of topics such as the undergraduate admissions application process, finding

contact information for academic advisors, or assisting New Jersey residents with testing their backyard soil. RU-info provides assistance to prospective students, current undergraduate and graduate students, faculty, staff, alumni, parents and families, and the general public. In 2018-2019, RU-info responded to 145,514 inquiries, 74% of which were related to enrollment management topics.

During the fall and spring semesters, RU-info distributes weekly messages with official notices to students in New Brunswick. Examples of the information contained in the messages include registration timelines, graduation updates, health services vaccination clinics, and term bill due dates. An average of 39,834 students received New Brunswick Official Student Listserv messages in the 2018-2019 year.



145,514

INQUIRIES RECEIVED

74%

OF INQUIRIES WERE
ENROLLMENT MANAGEMENT-RELATED

TOP 5 OTHER INQUIRY TYPES:

ACADEMICS
CAMPUS LIFE
HEALTH CARE
HUMAN RESOURCES
PARKING/TRANSPORTATION

Have a question about Rutgers?



Call: 848-445-INFO

Text: 732-662-2664

Email: colonel.henry@rutgers.edu





RETURNING STUDENTS

PLANNING THE ONE STOP STUDENT SERVICES CENTER

The One Stop Student Services Center at Rutgers–New Brunswick will deliver an integrated and coordinated “single point of service” in the areas of financial aid, student accounts, and registration for all enrolled students. The Division of Enrollment Management–New Brunswick plans to open a One Stop Student Services Center on the Busch Campus in fall 2021. To support this strategic focus, the following initiatives were implemented in 2019:

Spring 2019

The Offices of the One Stop, Financial Aid, Registrar, and Student Accounting co-located in Records Hall while the physical One Stop is under construction.

A training curriculum was collaboratively developed with a strong emphasis on customer services best practices. Also incorporated into the curriculum is the One Stop mission, vision, and values.

Student Services Advisors (SSAs) were hired to interact with students, parents, and University colleagues to answer questions regarding financial aid, registration, and student accounts. Additionally, SSAs facilitate interactions between students and other offices at RU–NB, serve as case managers, employ a holistic view of student enrollment matters, proactively identify easily anticipated issues that might present obstacles to enrollment, and provide routine follow-up.

Summer 2019

To ensure consistent tracking of experience-metrics, a streamlined check-in and walk-in system were developed and implemented. A post-interaction survey was also created to collect several key performance indicators as they relate to student satisfaction.

In collaboration with the Office of Information Technology, an in-house web-based interface was created to better facilitate efficient and streamlined service.

An online Family Educational Rights and Privacy Act (FERPA) training course was developed. This training is an annual requirement for Enrollment Management and Student Accounting units and available to all Rutgers employees.

Seven additional Student Services Advisors (SSAs) were hired.

Fall 2019

Since June 2019, SSAs served as front-line advisors for the Office of Financial Aid. To date, One Stop staff have fielded 8,354 email inquiries and 13,485 in-person financial aid inquiries. In winter/spring 2020, all initial in-person student interactions in the Registrar and Student Accounting will also be managed by cross-trained One Stop staff.

Beyond the One Stop

To holistically support our students and build community, the One Stop has engaged and partnered with several units across campus, participating in Admitted Student Open House, School of Communication and Information Convocation, School of Arts and Sciences Advising Days and Major and Minor Fair, Welcome Week, New Student Orientation, and the Off-campus Housing Fair. Additionally, members of the One Stop team presented at the 2019 Integrated Student Services Professionals Annual Conference, the Rutgers' 2019 Excellence in Student Affairs Conference, and will present at the 2020 NASPA Annual Conference.

SINCE JUNE 2019, STUDENTS WITH FINANCIAL AID INQUIRIES:

85%

INDICATED THEIR BUSINESS WAS RESOLVED
IN MOST RECENT VISIT

STUDENTS WERE SATISFIED WITH:

94%

TIMELINESS OF VISIT

93%

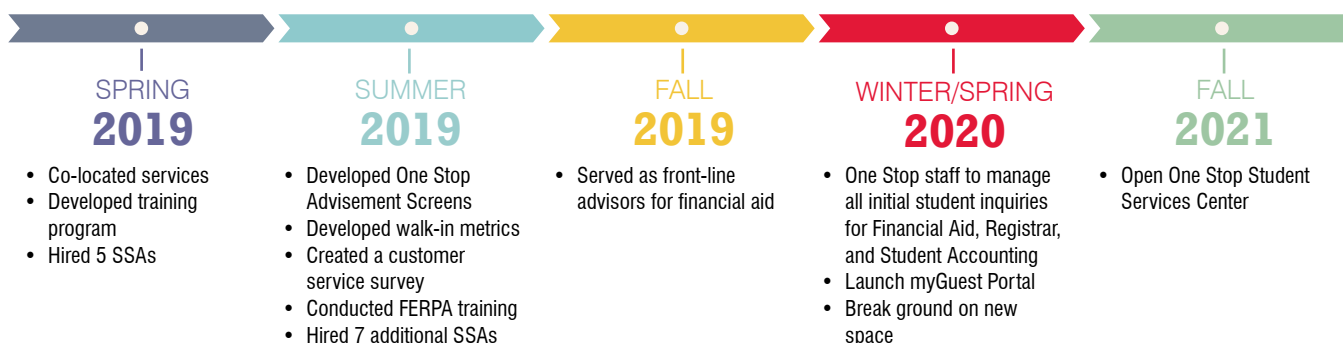
FRIENDLINESS OF STAFF

90%

KNOWLEDGE OF STAFF

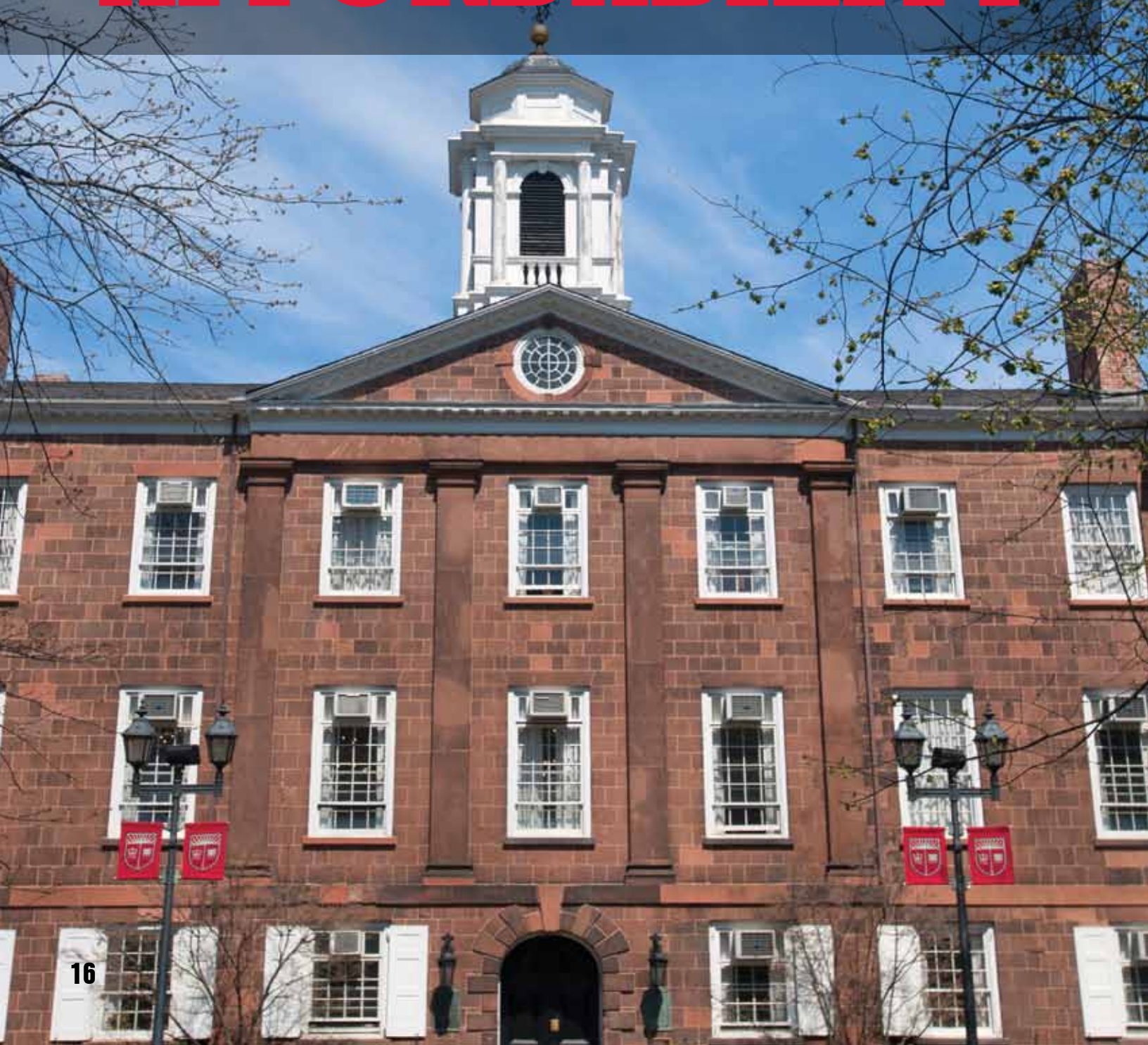
88%

OVERALL EXPERIENCE



STUDENT AID

ACCESS AND **AFFORDABILITY**



The Office of Financial Aid is an integral part of Rutgers' mission as a public university to keep quality education within reach of academically qualified students. To that end, about 74% of Rutgers–New Brunswick students receive some form of financial aid. In 2018-2019, the Office of Financial Aid at Rutgers–New Brunswick disbursed over \$578M in aid. The office awarded more than \$440,589,330 million to undergraduate students, with an average award of \$17,104 (greater than the cost of current in-state tuition). About 15% of first-year students were offered merit-based scholarships. Graduate students were awarded more than \$137,584,791, with an average award of \$20,341.

The mission of the Office of Financial Aid is to ensure that students and families have the tools and resources they need to make informed financial decisions. The staff does this through holistic financial aid counseling and planning costs and expenses for a student's entire academic career at the university. A new financial literacy program is underway and is being developed to assist students with debt management, creating a spending plan, understanding credit and credit reports, and the impacts between balanced and excess financial aid.

The Office of Financial Aid launched a redesigned, mobile-friendly website in 2017, and continues to expand upon it each year to ensure transparency and access to necessary information about the financial aid process. Among other resources, the website provides step-by-step guides to the financial aid and FAFSA process, a summary of available aid and scholarship options at Rutgers, a Net Price Calculator tool, links to Financial Aid TV video tutorials, and information regarding the Educational Opportunity Fund Program. Various forms and processes have also moved online, further streamlining the student experience.

In November 2019, the team hosted an informational event for staff, faculty, and administrators at Rutgers–New Brunswick. *Inside EM: The Ins and Outs of Financial Aid* provided context and clarification regarding various aspects of the Financial Aid process. Participants engaged in an overview of the financial aid office and its operations, and selected three concurrent sessions of interest to attend. The event brought together over 150 professionals from a range of schools and departments across campus, all with the goal to provide exceptional student service.

NEW BRUNSWICK UNDERGRADUATES

\$440,589,330

TOTAL AID DISBURSED

\$17,104

AVERAGE AWARD

74%

OF STUDENTS RECEIVED AID

THE OFFICE OF FINANCIAL AID:

57,934

SUPPORTED FAFSA FILERS

43,063

PACKAGED STUDENT AWARDS
(MERIT, PRIVATE LOANS, AND FAFSA)

7,278

REQUIRED FEDERAL VERIFICATIONS
OF INCOME



GRADUATES

SCARLET PRIDE

This year, the Office of the Registrar continued to support undergraduate and graduate student populations, academic units, and special programs. The office managed an online registration system that handled over 360,000 registrations for undergraduate and graduate courses each semester.

To continue to improve the deregistration policy, students were asked to complete the RUHere confirmation of attendance process for the fall 2019 semester. Students were considered enrolled if they completed the RUHere process, regardless of whether they had submitted a term bill or had an outstanding balance. Students who indicated they would not be attending, or did not respond to the RUHere prompt were deregistered. RUHere had a 99% completion rate universitywide, with over 44,660 students responding at Rutgers–New Brunswick.

In 2018-2019, efforts continued to further streamline the student experience. Many paper forms will soon be available online for student submission, and the office is also transitioning to an electronic transcript. In spring 2019, the Office of the Registrar hosted the NJ/NY ACRAO Conference, convening Registrar and Admissions professionals in the tristate area to advance professional development and share best practices in the field.

Each year, Rutgers University proudly graduates approximately 17,500 total students throughout the state of New Jersey. On the New Brunswick campus, the University Registrar conferred 8,545 undergraduate degrees and 3,600 graduate degrees in 2019, the most in the university's history. Eighty percent of graduates at RU–NB were employed or enrolled in graduate school within 6 months of graduation, poised to become global change agents in their field.

4-YEAR GRADUATION RATE

(Bachelor's or equivalent degree-seeking cohorts)

61%

6-YEAR GRADUATION RATES

(Bachelor's or equivalent degree-seeking cohorts)

RU–NB STUDENTS

80%

(Fall 2012 starting cohort)

UNDERREPRESENTED MINORITY

73%

PELL RECIPIENTS

78%

POST-SECONDARY OUTCOMES

80%

**EMPLOYED OR ENROLLED IN
GRADUATE SCHOOL WITHIN 6 MONTHS
OF GRADUATION**



NEW UNDERGRADUATE STUDENTS

48,000 APPLICANTS
(first-year and transfer)

9,540 ENROLLED
(first-year and transfer)

3.75 MEAN
FIRST-YEAR GPA

3.44 MEAN
TRANSFER GPA

MEAN FIRST-YEAR SAT

1318

1059



RU-NB



NATIONAL

Average SAT is Critical Reading and Math.
National is average scores for
college-bound seniors.

1511

MEAN SAT
TOP 1,000
STUDENTS



27%
FIRST-GENERATION
TO COLLEGE



28%
PELL ELIGIBLE



19%
UNDERREPRESENTED
MINORITY



492
HONORS COLLEGE
ENROLLMENT

ALL UNDERGRADUATE STUDENTS

34,285

TOTAL ENROLLMENT
(full-time)



LEGAL SEX STATUS

50%
FEMALE

(.1% not reported)



50%
MALE

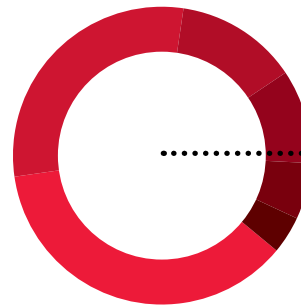
CONFERRED DEGREES



8,545
IN 2019

STUDENTS FROM
48 STATES/TERRITORIES
&
84 COUNTRIES

DIVERSE COMMUNITY OF LEARNERS



36% WHITE
29% ASIAN/PACIFIC ISLANDER
13% HISPANIC
10% FOREIGN
6% AFRICAN AMERICAN
4% TWO OR MORE
(2% Not reported)

FINANCIAL AID



\$440,589,330
TOTAL AID DISBURSED



\$17,104
AVERAGE AWARD

FIRST-YEAR RETENTION RATE



93%

Fall 2017 starting cohort

STUDENT EXPERIENCE



OPENING
FALL 2021



145,514
RU-INFO INQUIRIES

SIX-YEAR GRADUATION RATE



80%

Fall 2012 starting cohort



ABOUT RUTGERS

Rutgers University–New Brunswick (RU–NB) was established over 250 years ago and is the eighth oldest college in the nation. We are the state’s most comprehensive intellectual resource—the flagship campus of Rutgers, The State University of New Jersey, as designated by the Association of American Universities, the region’s most high-profile public research institution, member of the Big Ten Athletic Conference and Academic Alliance, land-grant institution, and a leading national research center with global impact. Located in New Brunswick, New Jersey, RU–NB provides convenient access to New York City and Philadelphia as well as easy access to the prolific Jersey Shore.

Rutgers University–New Brunswick serves over 50,000 undergraduate, graduate, and professional students across our 17 degree-granting schools. We employ almost 20,000 faculty and staff members and proudly host a premier honors college, residential college for women, and world-class programs in disciplines across the arts and sciences. Only one aspect of our highly diverse campus, RU–NB students represent 48 states and 84 countries. RU–NB is ranked #62 across all national universities and #22 Top Public School in the nation by *U.S. News and World Report*.

Enrollment Management Annual Report Archive





RUTGERS

UNIVERSITY | NEW BRUNSWICK

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