

RUTGERS

Office of Enrollment Management—New Brunswick

RUTGERS

ANNUAL REPORT *2017*



ENROLLMENT MANAGEMENT

New Brunswick

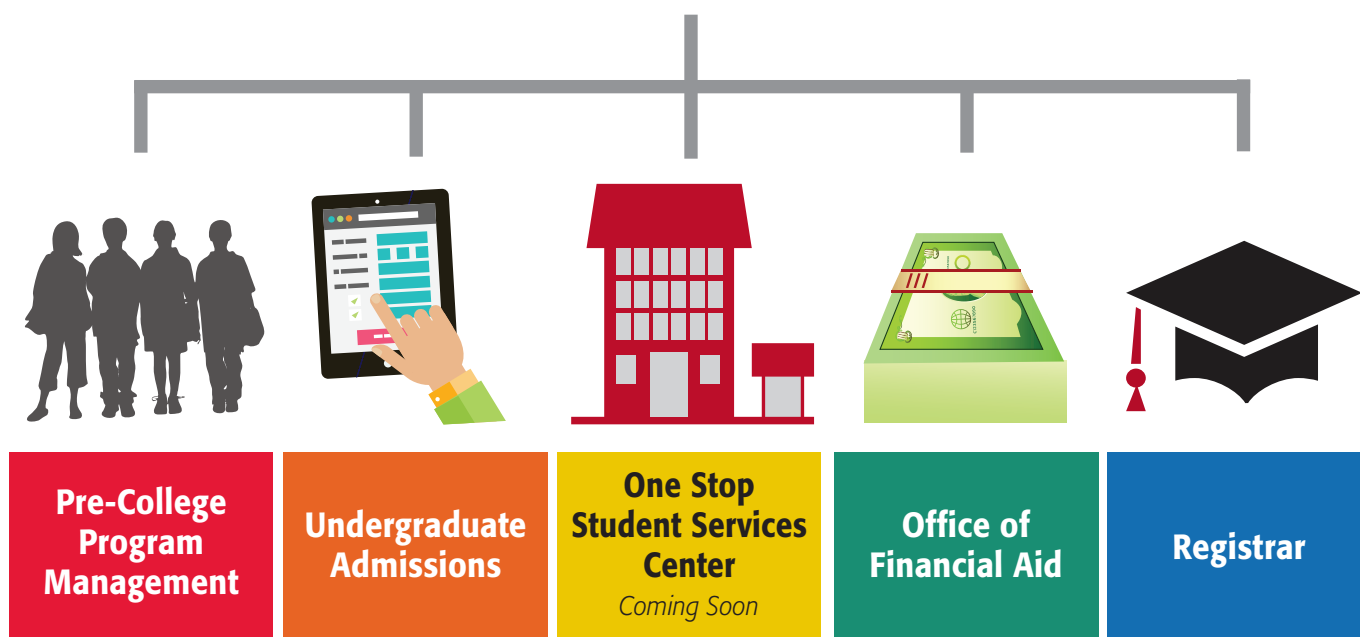


Table of Contents

Message from the Vice Chancellor	3
Pre-College Students	4
Prospects and Applicants	6
Incoming Students	8
Returning Students	10
Student Aid	14
Graduates	16
Fast Facts Sheet	17
About Rutgers	19

MESSAGE FROM THE VICE CHANCELLOR FOR ENROLLMENT MANAGEMENT—NEW BRUNSWICK



Courtney McNuff

Two thousand seventeen was a milestone year for Rutgers University—New Brunswick. We welcomed a new Chancellor, wrapped up the year-long celebration of our 250th anniversary, and continued campus infrastructure and building projects as part of the Rutgers 2030 Physical Master Plan. A team from RU even won the CME Group Trading Challenge, one of the largest global financial championships, making them the first U.S. based students to do so in three years.

In a similar way, 2017 was a milestone for the Office of Enrollment Management. We began the planning of our One Stop Student Services Center, which will significantly enhance the student experience and fundamentally shift the way Rutgers meets student needs. We developed stronger partnerships across our institution while simultaneously developing new partnerships with peers throughout the state, country, and world. We received a record number of applications for admission, thanks in part to the commitment we share with others in

the Coalition for Access, Affordability, and Success. We celebrated our largest graduating class in the history of the university, which included the first college graduates from our Rutgers Future Scholars program, nine years after they promised that they would do it and we committed to them that we would ensure they would.

This report includes highlights regarding enrollment management across our New Brunswick campus. I am proud of the story behind these numbers, of all the staff who helped get us here, and of our students who make a difference on our campus and all over the world.

In 2018, we look forward to increased focus on student success, continued planning and growth, and breaking ground on our new student-centric building.

Courtney McNuff

A young man with dark hair, wearing a light blue button-down shirt, grey trousers, and a green backpack, is walking away from the camera on a paved path. The path is covered with fallen yellow and orange leaves. To his right is a low stone wall with a wooden bench. In the background, there are large trees with green and some autumn-colored leaves, and a yellow building with windows. Other people are visible in the distance.

STOP 1

Pre-College Students

With a commitment to early college awareness and access, the Office of Enrollment Management–New Brunswick has developed and manages two resources designed to promote Rutgers-affiliated programming and opportunities for K-12 students:

precollege.rutgers.edu

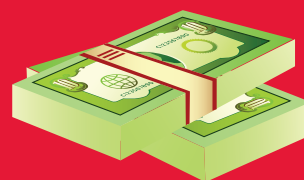
An online, searchable **pre-college program directory** that provides detailed information regarding **100+ programs** for K-12 students universitywide. Programs include academic enrichment opportunities in a variety of content areas, college access programs, for-credit courses, career preparation opportunities, early education, arts education, foreign language exposure, athletic programs and camps, and recreational opportunities.

myrutgersfuture.rutgers.edu

A free **online student portal** that provides prospective students with a variety of resources to customize their connection with Rutgers based on their personal interests and preferences. The student portal provides information regarding campus events, Rutgers social media feeds, pre-college programs, and academic majors and careers, and also features an academic advisement tool based on a student's high school grade information.

Enrollment Management also manages **Rutgers Future Scholars (RFS)**, a college access program offered to students in Rutgers' home communities of Camden, Newark, New Brunswick, and Piscataway, as well as in the city of Rahway, New Jersey. Each year, the program offers **215** first-generation, low-income, academically promising 7th grade students the opportunity of a college education. Over the course of the program's **10-year history**, the RFS program has served over **2,000** students, maintaining a **98%** high school graduation rate among all active "scholars", with **72%** of all RFS alumni enrolled in college as of fall 2017. The program celebrated its **first college graduating class in 2017**, with scholars graduating from approximately 10 undergraduate institutions, including Rutgers. In 2017, RFS released its **Playbook**, a blueprint designed for peer institutions interested in developing an effective college access program based on the RFS model.

48 PROGRAMS OFFERED
FREE
OF CHARGE



32

FEE-BASED
PROGRAMS
OFFER SCHOLARSHIPS
OR FINANCIAL ASSISTANCE

170+

RUTGERS STAFF
MEMBERS MANAGE
PRE-COLLEGE
PROGRAMMING
UNIVERSITYWIDE



10,000+

K-12 STUDENTS, FAMILIES, AND SCHOOL
STAFF HAVE EXPRESSED INTEREST
IN PRE-COLLEGE PROGRAMMING AT
RUTGERS TO DATE



STOP 2

Prospects and Applicants



The Office of Undergraduate Admissions–New Brunswick continued to work tirelessly toward attracting, admitting, and retaining a high-achieving, diverse class of students who embody what it means to be a Rutgers University–New Brunswick student. Smart and strategic programming, engagement, marketing, and service to future students, families, and other key influencers in the college decision-making process are at the heart of what enables Admissions to build a dynamic class each year. The office hosted **28,000 guests** for visit programs and welcomed **13,000 guests** to its April 2017 Admitted Student Open House. Admissions’ Scarlet Ambassadors, who are RU–NB undergraduate students, did an outstanding job leading prospective students through tours and Open House; in fact, **70%** of those who attended a tour ultimately applied to RU, and **more than half** of those who registered for Open House ultimately enrolled.

The Admissions team was in regular communication with prospective students. The team resolved **20,000+ inquiries** from questions@admissions.rutgers.edu, increased engagement on all social media platforms, and increased relationship building on Go Rutgers – a social media site designed exclusively for admitted students. In fact, nearly **three of every four** students enrolled on Go Rutgers enrolled at RU–NB. **5.7 million communications** were sent to prospective students, including 40 major-specific campaigns, newsletters, and personalized e-mails from deans.

The Admissions team was also a communication resource and partner for schools and departments on campus; they provided input on over **1,000 universitywide and New Brunswick communications**, including over **70 design projects** across Rutgers.

2017 brought some new technology initiatives for Admissions:

- Launched a mobile-friendly [admissions website](#) using state-of-the-art design and navigation. Site features success stories of RU–NB’s diverse student body, faculty, and alumni.
- Launched a mobile-friendly custom [Viewbook](#), enabling students to create personalized digital brochures tailored to their academic and student life interests. 16,000 were created in its first year.
- Launched fall and spring 12-week digital ad campaigns targeting college-bound students on search engines, major news and social media websites.

Interest in Rutgers has never been higher, thanks to the dynamic efforts of the Admissions team. In 2017, Rutgers University–New Brunswick processed a record **46,392 student applications** for fall admission (**56,000+ annual** - fall and spring combined). 2017 also brought the university’s continued participation in the **Coalition for Access, Affordability, and Success** – a consortium of 130+ colleges and universities committed to making college a reality for all students. Coalition partnerships led to admissions programs and events held jointly with peers from other institutions and new applications for admissions from throughout the world.

2016-2017

VISITORS TO CAMPUS

28,000
GUESTS FOR VISIT PROGRAMS



13,000
GUESTS FOR OPEN HOUSE



ADMISSIONS ON THE ROAD

26 & 58
COUNTRIES VISITED CITIES

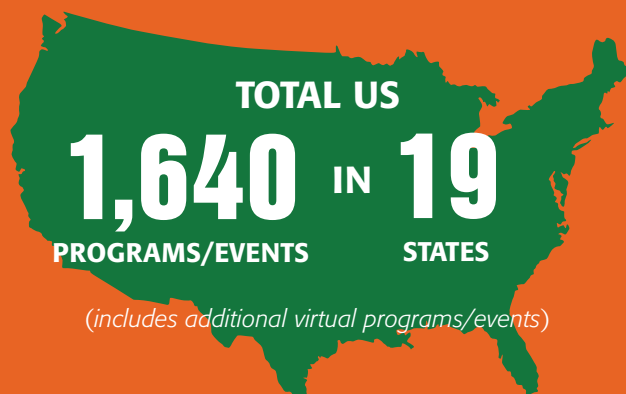


21 & 478
COUNTIES WITHIN NJ PROGRAMS/EVENTS

WITHIN NJ

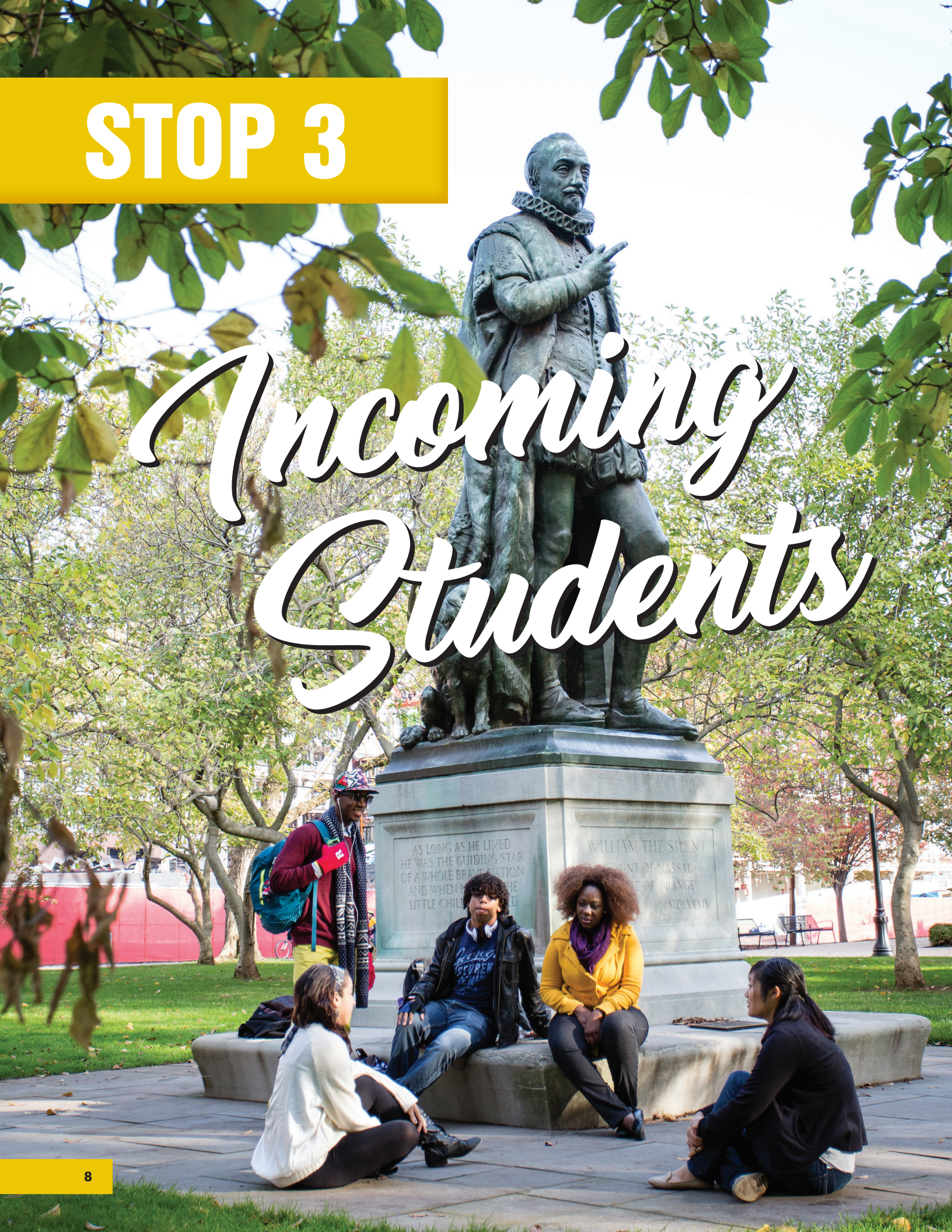


1,640 **IN 19**
PROGRAMS/EVENTS STATES
(includes additional virtual programs/events)



STOP 3

Incoming Students



In 2017, Admissions reviewed thousands of applications, leading to the enrollment of a cohort of incredibly accomplished students with distinct academic talents as well as extracurricular, leadership, honors, community service and work experiences. While Rutgers–New Brunswick proudly serves the residents of New Jersey with a first-year class comprised of over **80% in-state students**, first-years still leave a global footprint, **representing all 50 states and 115 countries**. Students who transfer into RU–NB average a **3.4 collegiate grade point average** at their prior institutions. The majority transfer to Rutgers University–New Brunswick from New Jersey community colleges.



THE 2017 FIRST-YEAR CLASS INCLUDES



VALEDICTORIANS AND SALUTATORIANS

SAT SCORE RANGE

MIDDLE **50%** IS

1250-1430

FOR THE
SCHOOL OF ARTS AND SCIENCES



29%

**U.S. PELL
GRANT
ELIGIBLE**

69%



**OF TRANSFER STUDENTS
COME FROM NJ
COMMUNITY COLLEGES**

Rutgers students represent the best and the brightest in the country. The Office of Enrollment Management and its units are proud to not only select and support these students, but to also employ many of them while they pursue their studies. Enrollment Management units **employed 185 undergraduate and graduate students** in 2017. These student employees represent dozens of disciplines across RU–NB schools, all with varying interests, involvement on and off campus, and noteworthy aspirations for their futures.

STOP 4

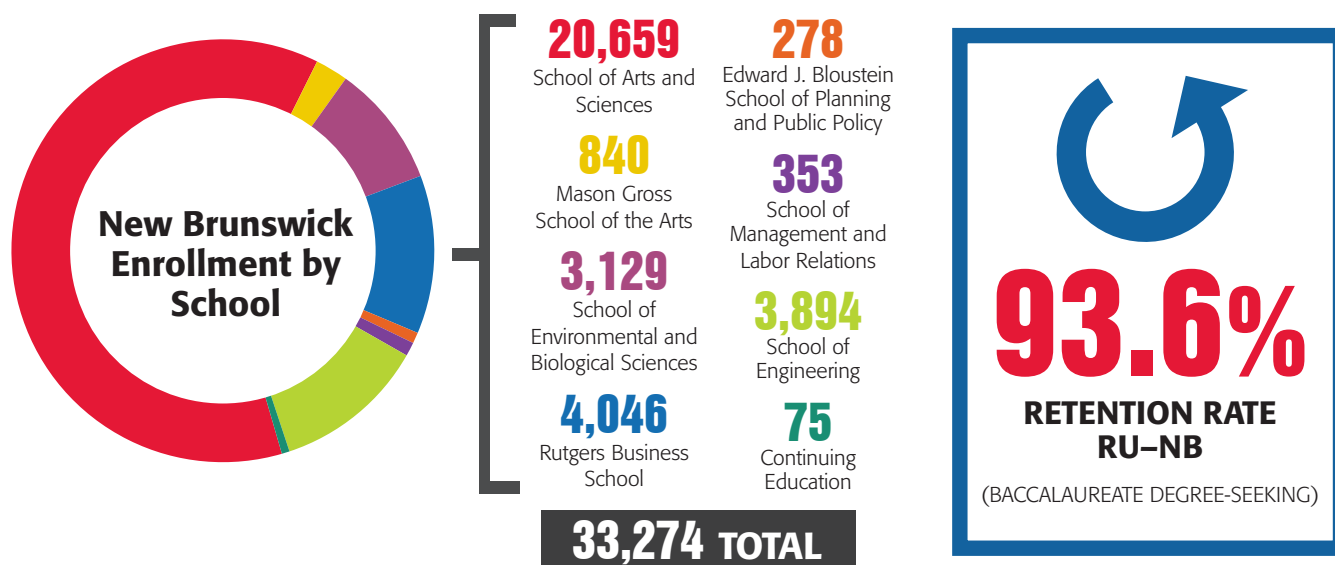
Returning Students



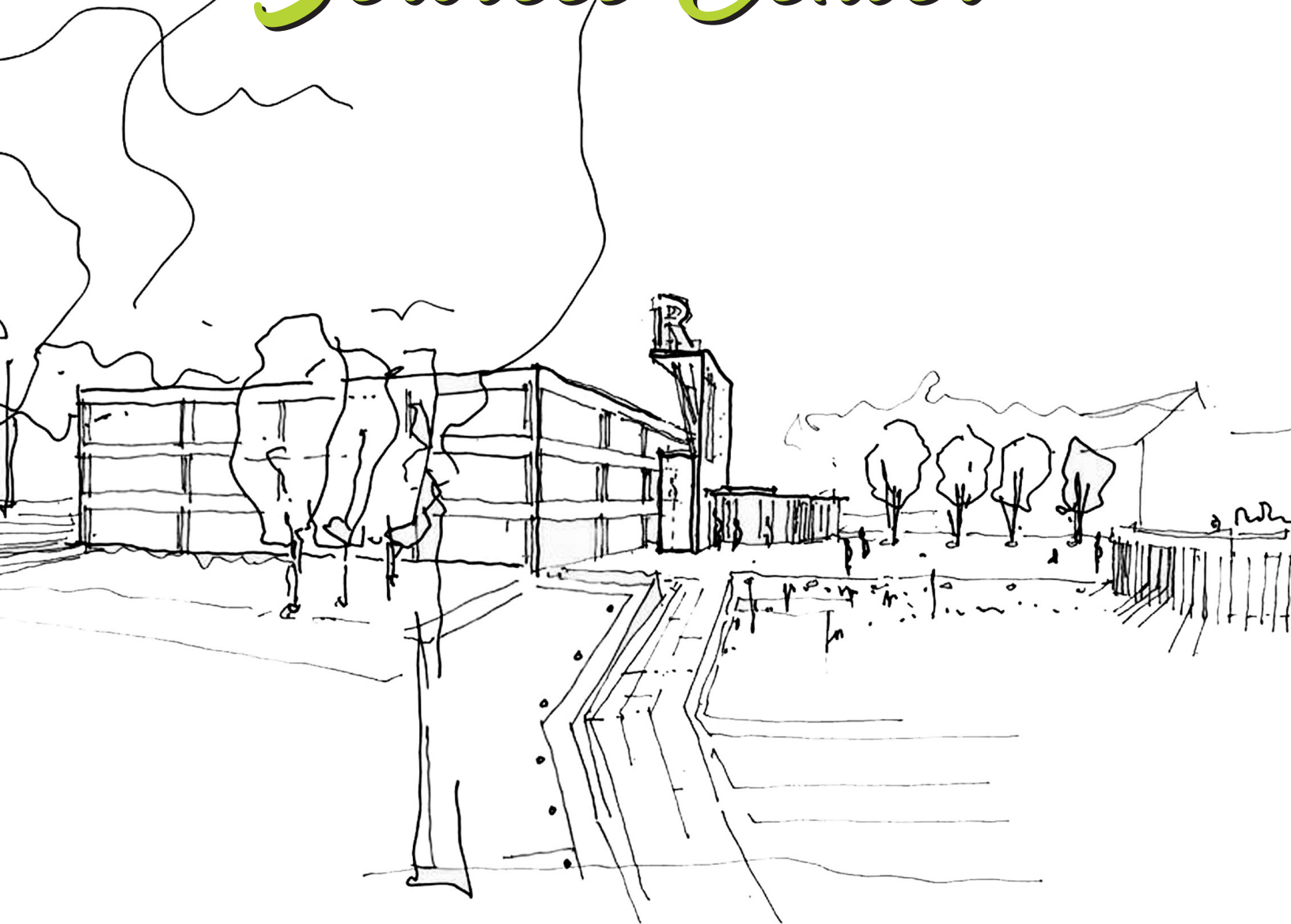
RU–New Brunswick Undergraduate Enrollment Student Profile

Rutgers–New Brunswick students have the opportunity to choose from **100+** majors to study 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 RU–NB’s students include Hult Prize Foundation winners, Gates Cambridge

Scholars, Goldwater Scholars, and Beinecke Scholars. In 2017, RU–NB students enthusiastically raised more than **\$1M** to support the Embrace Kids Foundation at Rutgers University Dance Marathon, New Jersey’s largest student-run philanthropic event. Through their efforts both in and out of the classroom, Rutgers students embrace the philosophy of *Jersey Roots, Global Reach*.



One Stop Student Services Center



Coming Soon!

One Stop Student Services Center and
Administrative Services Building (ASB) redesign

The One Stop Student Services Center at Rutgers University–New Brunswick will represent a newly integrated and coordinated cross-functional service in the areas of financial aid, student accounts, and registration. The central principle of the center is to create a “single point of service” by establishing a virtual self-service module and a facility that supports student services in one location. The virtual self-service module will leverage technology to increase convenience for students when addressing routine enrollment inquiries. Moving to a physical One Stop model will improve student service processes, and allow for efficient, seamless and integrated levels of service. The One Stop will promote a progressive and simplified student experience, consistent service levels across Rutgers University, and a culture that continues to support student satisfaction and success. Rutgers University–New Brunswick, through the Office of Enrollment Management, plans to open a One Stop Student Services Center on the Busch Campus on or around *June 2019*.

The Office of Enrollment Management began planning for the One Stop Student Services Center in 2017. This included identifying One Stop leadership – with the new director starting in January 2018, flagging key areas of concern for students, and beginning discussions with architects and engineers for its redesigned, student-centric building.

In order to drive effective student-focused change, the use of technology has been considered in an array of utilities within the One Stop to allow students to utilize self-help options and reduce service wait times. The strategic use of technology will also include critical metrics. This includes using transactional and satisfaction data to: identify repeated student needs to adjust materials and portal data/actions with the goal of reducing future requests; change staffing to be expanded during peak service times; and reduce length of time for satisfactory request completion.



WHAT TO EXPECT



WINTER

Hire Director of One Stop Student Services Center-New Brunswick



SUMMER

Release MyRutgersPortal – Student Dashboard (Virtual One Stop)



Hire Assistant Director of One Stop Student Services Center–New Brunswick



Break ground on new space



FALL

Identify technology needs



WINTER

Select and train staff



SUMMER

Open One Stop Student Services Center

STOP 5

Student Aid



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, more than **80%** of Rutgers students universitywide receive some form of financial aid. In 2017, the Office of Financial Aid at Rutgers–New Brunswick awarded more than **\$570 million** to students, with the average student award over **\$17,000** (greater than the cost of current in-state tuition). Of those awards, **12-15% of first-year students were offered merit-based scholarships**.

In an effort to better disseminate information and ensure transparency throughout the financial aid process, the Office of Financial Aid launched a redesigned, **mobile-friendly website** in 2017. 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. Financial aid forms can now also be submitted electronically through newly implemented compliant E-sign technology, making the process more convenient to students and their families. Student award letters were also redesigned, providing greater clarity regarding financial aid offers and options. The New Brunswick office also created a check-in app to track all visitors and dedicated additional front-office staff to better assist with student inquiries. The office also partnered with Student Accounts to better coordinate student services across both units. This move toward student-centric coordination will only be enhanced with the continued development of the One Stop Shop Student Services Center.

THE OFFICE OF FINANCIAL AID...

Supported **73,188** FAFSA filers

Packaged **51,035** student awards
(merit, private loans, and FAFSA)

Required **10,142** federal
verifications of income

2016-2017 Universitywide

Quick Stats

2016-2017
(Undergrad + Grad)



FINANCIAL AID (NB)

\$570,397,488

TOTAL AID DISPERSED

\$17,357

AVERAGE AWARD

75.2%

% OF STUDENTS WHO RECEIVED AID

FIVE YEARS OF TOTAL STUDENT AID DISTRIBUTED UNIVERSITYWIDE

\$720M

2012-2013

\$857.4M

2013-2014

\$914.4M

2014-2015

\$958.5M

2015-2016

\$987.5M

2016-2017

STOP 6

Graduates

This year, the **Office of the Registrar** continued to support Rutgers' undergraduate and graduate student populations, academic units, and special programs. As part of the Registrar's continued effort to provide excellent service to all students, both enrolled and alumni, it offers in-house diploma production and will soon utilize a new system to provide electronic transcripts. In 2017, the office managed an online web registration system that processed over **60,000 registrations** each term.

Each year, Rutgers University proudly graduates approximately **13,000 total students** throughout the state of New Jersey. On the New Brunswick campus, the University Registrar conferred **7,823 undergraduate degrees** and **2,745 graduate degrees** in 2017, the most in the university's history.

6-YEAR GRADUATION RATES

OVERALL RU-NB
STUDENTS

80%

(BIG 10 Peers: **80.5%**)

PELL GRANT
RECIPIENTS

76.4%

(BIG 10 Peers: **72.6%**)

UNDERREPRESENTED
MINORITIES

71.6%

(BIG 10 Peers: **71.3%**)

4-YEAR GRADUATION RATE

OVERALL

59.2%

(BIG 10 Peers: **58.9%**)

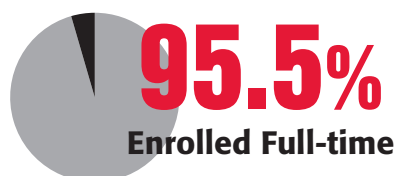
84%

of 2017 RU undergraduate degree earners were employed or in graduate school within six months of graduation.

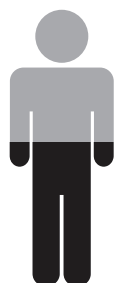


33,274

Undergraduates Enrolled



48%
Female



52%
Male



100+
MAJORS

15:1
STUDENT:
FACULTY RATIO



10,568
DEGREES
CONFERRED
IN 2017

COMMITMENT TO ACCESS AND EXCELLENCE

Students from
all **50** States
&
115 Countries

Diverse
Community of
Learners

39%
White

26%
Asian

13%
Latino

9%
Foreign

7%
African
American

3%
Two or More

3%
Unknown
Ethnicity or race
or 3% or less
not shown



54%
Increase in international
undergraduate new
student enrollment
*since 2013



30%
First-Generation
to college



28%
Pell Recipients



#19

U.S. News and World Report:
America's Top Public Universities



New Undergraduate Students

46,392
APPLICANTS

8,717
ENROLLED

3.40
TRANSFER
STUDENT
AVG. GPA

First-Year Average SAT

1294

1002

 RU-NB  National

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

Financial Aid



\$430,245,466

Total amount of aid
disbursed in 2017



\$33,685,473

Total merit based aid
granted in 2017

First-Year Retention Rate



93.6%

RU-NB

Fall 2016 starting cohort

Student Experience



Six-Year Graduation Rate



80%

RU-NB

Fall 2010 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. The university is 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, a member of the Big Ten Athletic Conference and Academic Alliance, a 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 49,000 undergraduate, graduate, and professional students across 17 degree-granting schools. RU–NB employs approximately 10,000 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 the highly diverse campus, RU–NB students represent all fifty states and over 115 countries. RU–NB is ranked #25 Public National University in the nation by US News and World Report, #19 Best Value College by Forbes, and consistently appears on Princeton Review’s Best College list. Among the world’s top 1,000 universities measured in 2017 by the Center for World University Rankings, Rutgers ranks 49th in the world, 32nd among all universities in the United States, and 15th among public universities in the United States.





RUTGERS

UNIVERSITY | NEW BRUNSWICK

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