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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.
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.
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.
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.

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.

THE 2017 FIRST-YEAR CLASS INCLUDES

115 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
Returning Students
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.

**RU–New Brunswick Undergraduate Enrollment Student Profile**

Rutgers–New Brunswick Enrollment by School:

- **20,659** School of Arts and Sciences
- **840** Mason Gross School of the Arts
- **3,129** School of Environmental and Biological Sciences
- **4,046** Rutgers Business School
- **278** Edward J. Bloustein School of Planning and Public Policy
- **353** School of Management and Labor Relations
- **3,894** School of Engineering
- **75** Continuing Education

**Total:** 33,274

**RETENTION RATE**

RU–NB (BACCALAUREATE DEGREE-SEEKING) 93.6%
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

2018

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

FALL
Break ground on new space

Identify technology needs

2019

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.
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.

### 4-YEAR GRADUATION RATE

<table>
<thead>
<tr>
<th>OVERALL RU–NB STUDENTS</th>
<th>PELL GRANT Recipients</th>
<th>UNDERREPRESENTED MINORITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>80%</strong></td>
<td><strong>76.4%</strong></td>
<td><strong>71.6%</strong></td>
</tr>
<tr>
<td>(BIG 10 Peers: <strong>80.5%</strong>)</td>
<td>(BIG 10 Peers: <strong>72.6%</strong>)</td>
<td>(BIG 10 Peers: <strong>71.3%</strong>)</td>
</tr>
</tbody>
</table>

84% of 2017 RU undergraduate degree earners were employed or in graduate school within six months of graduation.
Office of Enrollment Management
RUTGERS UNIVERSITY-NEW BRUNSWICK

33,274
Undergraduates Enrolled

95.5%
Enrolled Full-time

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

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

30%
First-Generation to college

28%
Pell Recipients

- 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
#19
U.S. News and World Report: America’s Top Public Universities

New Undergraduate Students

46,392 APPLICANTS

8,717 ENROLLED

First-Year Average SAT

1294 RU–NB

1002 National

3.40 TRANSFER STUDENT AVG. GPA

First-Year Average SAT

Application and Retention Rates

93.6% RU–NB

Fall 2016 starting cohort

Student Experience

One Stop Student Services Center

6-Year Graduation Rate

80% RU–NB

Fall 2010 starting cohort

Financial Aid

Total amount of aid disbursed in 2017

$430,245,466

Total merit based aid granted in 2017

$33,685,473

One Stop Student Services Center

SUMMER 2019
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.