

Division of Enrollment Management—New Brunswick

RUTGERS

ANNUAL REPORT *2018*



RUTGERS



MESSAGE FROM THE VICE CHANCELLOR FOR
ENROLLMENT MANAGEMENT—NEW BRUNSWICK

Courtney McAnuff

Two thousand and eighteen was a year of growth for both Rutgers University–New Brunswick and the Division of Enrollment Management. RU–NB remains committed to both academic excellence and access, underscored by our 13 point increase in national rankings this year. The Middle States Commission on Higher Education voted to reaffirm Rutgers’ accreditation, concluding a three-year process and self-study report. In partnership with Robert Wood Johnson Barnabas Health, we also announced the official launch of a private-public partnership to jointly operate a world-class academic health system.

In the Division of Enrollment Management, we continued to improve the student experience and increase communication and transparency with our constituents. The One Stop Student Services Center was officially approved by the Board of Governors, and construction of our new student-centric building will begin in 2019. We developed a new Enrollment Management website, which includes relevant data and resources applicable for both internal and external audiences. Our inaugural Enrollment Management Open House provided an opportunity for strategic enrollment planning with school-specific leadership and other key partners at Rutgers University–New Brunswick.

This year also brought record numbers of applicants for admission, enrolling students, financial aid recipients, and graduates. As we welcome our largest class to the banks of the Raritan, we will continue to collaborate with our campus partners regarding progress toward our strategic enrollment growth goals in the coming years.



This report includes enrollment management highlights across our New Brunswick campus. With new leadership across all of our functional areas this year, I look forward to continued innovation and collaboration with our staff, internal and external partners, and our students. In 2019, we expect increased student success, continued planning and growth, and to break ground on our new building.

Courtney McAnuff 6

Enrollment Management

New Brunswick

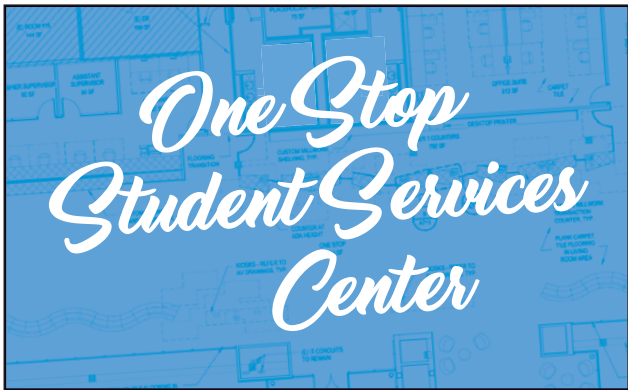


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About Enrollment Management

The Division of Enrollment Management–New Brunswick executive team provides leadership and management in the areas of information technology, fiscal affairs, human resources, and administration. 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, and the One Stop Student Services Center. In 2018, efforts were largely focused on student success initiatives, enhancing centralized communication channels, and streamlining existing processes.

In continued support of student success, Enrollment Management convened monthly enrollment planning meetings with key partners across the university to plan for strategic enrollment growth over the next five years. In addition, the team served the university on various committees and working groups convened by other divisions throughout RU–NB. Efforts to secure funds for the **Rutgers Future Scholars** program and to establish a university programmatic response to Puerto Rican students displaced by Hurricane Maria were also supported. Externally, EM leadership continued to serve on the board of directors for the Coalition for College, actively engage in various initiatives with the American Talent Initiative, the College Board, and Dream.US, and present at approximately 20 national meetings and conferences.

A newly created **Enrollment Management website** provides detailed information about the division’s functional areas, various reports, data, and news articles, as well as staff contact information. This, in addition to a new monthly EM–NB electronic digest delivers necessary updates and context to our partners at and beyond the university. An inaugural administrative Open House event in September provided an opportunity for information sharing and cross-university collaboration in planning for the 2018-2019 academic year and recruitment cycle.

In 2018, a new partnership was established with the **Office of Institutional Research and Planning** to provide enhanced data and analytical support. The team has been invaluable in providing necessary information in support of various new initiatives and larger strategic planning processes. In continued collaboration with the **Office of Information Technology**, new, streamlined data visual dashboards and data request forms are being created to track and request undergraduate admissions data. These resources will be accessible to Rutgers staff and faculty via the resources pages on the Enrollment Management website.

For more information, please visit em.rutgers.edu



Prospects and Applicants



Interest in Rutgers reached an all-time high thanks to Admissions' efforts in recruitment, applicant services, marketing, and on-campus programs. In the 2017-2018 cycle, Admissions hosted 47,437 guests for campus visits, welcomed 18,000 people to the April 2018 Admitted Student Open House, conducted 1,711 recruitment events worldwide, processed 84,870 applications (across almost 49,000 applicants), and fielded 25,421 inquiries via email. As a result, the Office of Undergraduate Admissions achieved record applications and first-year enrolling students at Rutgers University–New Brunswick for fall 2018.

Admissions launched several successful outreach initiatives this year. The office's most robust out-of-state recruitment and communications campaign to date included new and specialized direct mailers, paid media campaigns, a celebratory package sent to newly enrolling non-resident students, and 1,065 events across 17 states spearheaded by a field team of market coordinators and regionally-based recruiters. Additionally, the team participated in 229 events in 32 countries and 261 events in all 21 counties of New Jersey.

In its second year in the **Coalition for College** – a growing consortium of 140+ institutions committed to making college a reality for all students through a unique application platform, Rutgers University–New Brunswick reviewed applications for 4,690 students who submitted via the platform. This represents nearly a 700% increase in applicants over its first year in the consortium.

Programs continued to prove successful in engaging high-achieving and dynamically talented students. Ninety-four percent of out-of-state enrollees and 95% of international enrollment hailed from states and countries visited by recruiters. Eighty-three percent of students who attended a tour ultimately applied to Rutgers for fall 2018, an increase of 13% over last year. Email campaigns also saw an uptick in click rates, social media saw increased engagement, and the **Admissions website** had 1.7M visitors with 13,000+ students creating and downloading custom electronic viewbooks.



For more information, please visit admissions.newbrunswick.rutgers.edu

Quick Stats

2017-2018 Visitors to Campus

47,437 FOR VISIT PROGRAMS

18,000 FOR OPEN HOUSE

2017-2018 Off-Campus Recruitment

1,711 EVENTS WORLDWIDE

Location-Specific Events

261 IN NEW JERSEY

1,065 ACROSS 17 STATES

229 ACROSS 32 COUNTRIES

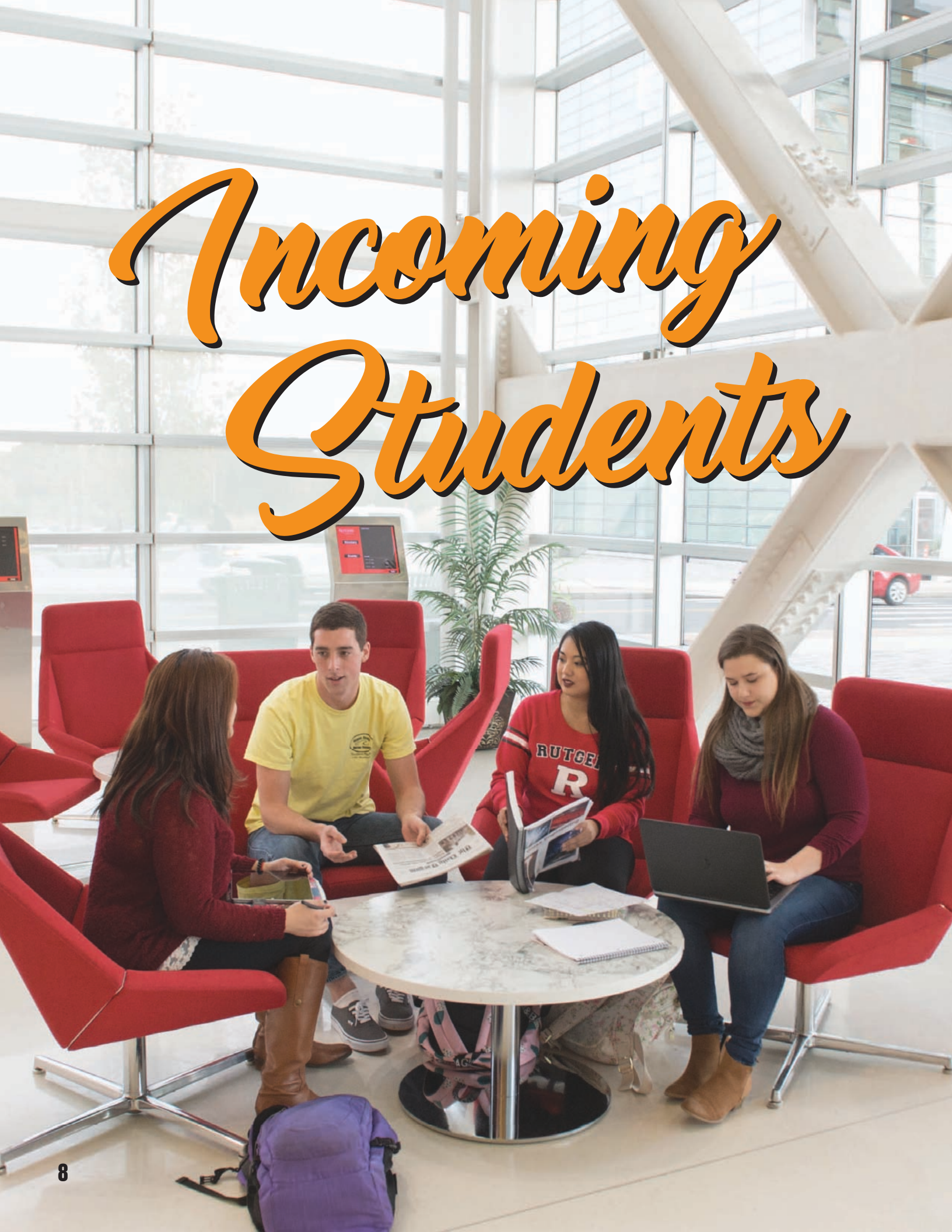
Population-Specific Events

57 FOR TRANSFER STUDENTS

46 FOR DIVERSITY AND EOF STUDENTS

53 FOR HIGH SCHOOL COUNSELORS

Incoming Students



Undergraduate Admissions at Rutgers University–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. Each year, the team aims to build diverse and accomplished first-year and transfer student classes.

Transfer Students

2,388
TOTAL STUDENTS

3.41
MEAN GPA

24%
UNDERREPRESENTED MINORITY



For more information, please visit admissions.newbrunswick.rutgers.edu

Quick Stats

9,424

TOTAL ENROLLED FALL 2018
(first-year and transfer)

First-Year Students

7,036

TOTAL STUDENTS

3.70

MEAN GPA

1299

MEAN SAT

1493

MEAN SAT TOP 1,000 STUDENTS

28%

FIRST-GENERATION TO COLLEGE

18%

UNDERREPRESENTED MINORITY

Enrollment numbers reflect students admitted through Undergraduate Admissions, representing all RU–NB schools, School of Pharmacy, and School of Nursing.

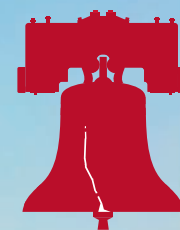
Returning Students

Rutgers University–New Brunswick's 36,000+ undergraduate students and 14,000+ graduate students continue to shape both demographic diversity and variety of experience on campus. **Students** have the opportunity to choose from 350+ majors and programs of study across all schools and colleges, participate in 600+ student organizations, and choose from 180+ programs to study abroad. Thousands of students engage in a wide range of philanthropic opportunities, including Rutgers University Dance Marathon (\$6.9M raised since 1999 for children with cancer), Big Buddy programs, Habitat for Humanity builds, and Rutgers University Alternative Breaks. Students are top earners of **national fellowships, grants, and awards**, and among other accolades have recently been named Gates Cambridge Scholars, Goldwater Scholars, and Tillman Scholars. Through their efforts both in and out of the classroom, Rutgers students continue to transcend boundaries on their path to become 21st-century global citizens.

To learn more about individual student experiences at Rutgers, please visit RUexperience.com

Rutgers University–New Brunswick is proud to be the flagship campus of the State University of New Jersey. New Jersey is vastly diverse – not only in its demographics but also its culture, landscape, and professional industry. Situated between New York City and Philadelphia, the state is a hub of innovation and is a global leader in pharmaceuticals and biotechnology while boasting 130 miles of coastline, 9000+ farms, 36 state parks, 42 natural areas, 11 state forests, and over 200 performing arts centers.

Across all 21 counties in NJ, 49 U.S. states and territories, and 87 countries throughout the world, these four pages highlight the places from which RU–NB undergraduate students come before they call “the Banks of the Old Raritan” home.



Philadelphia

*1 hour 30 minutes
to Philadelphia*

R

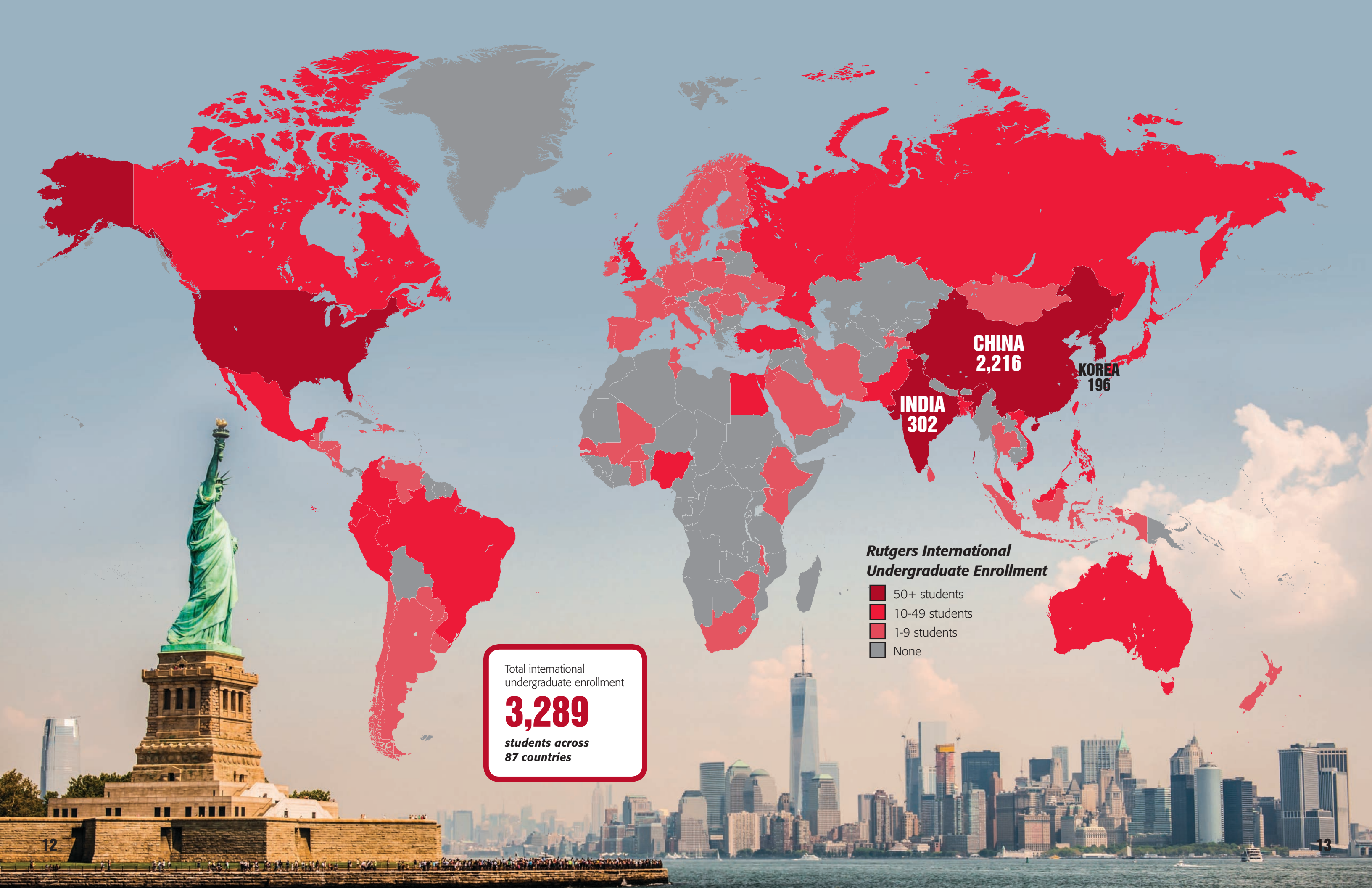
NYC

*1 hour to
New York City*



30,791

*total in-state
undergraduate enrollment*



Total international undergraduate enrollment

3,289

students across 87 countries

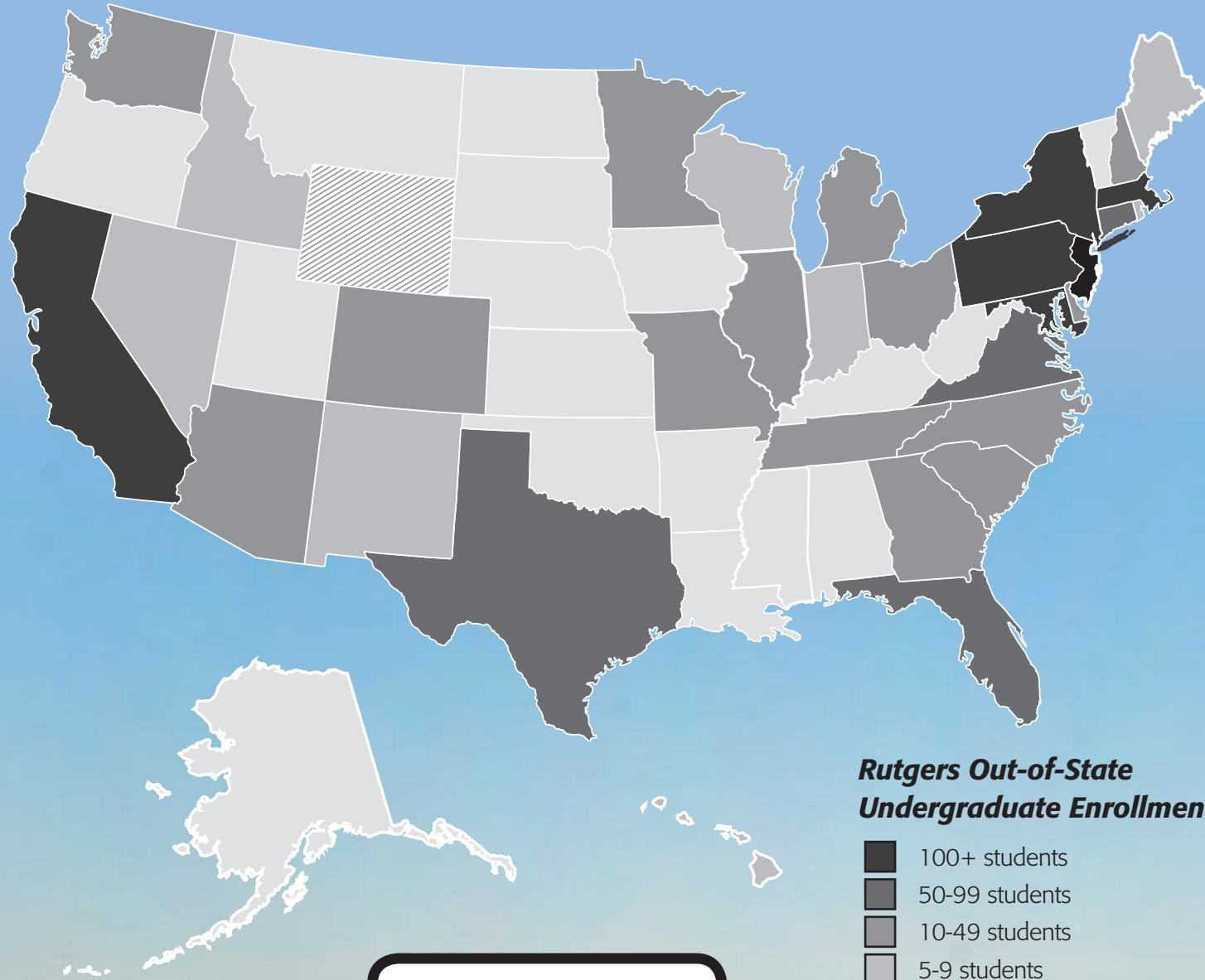
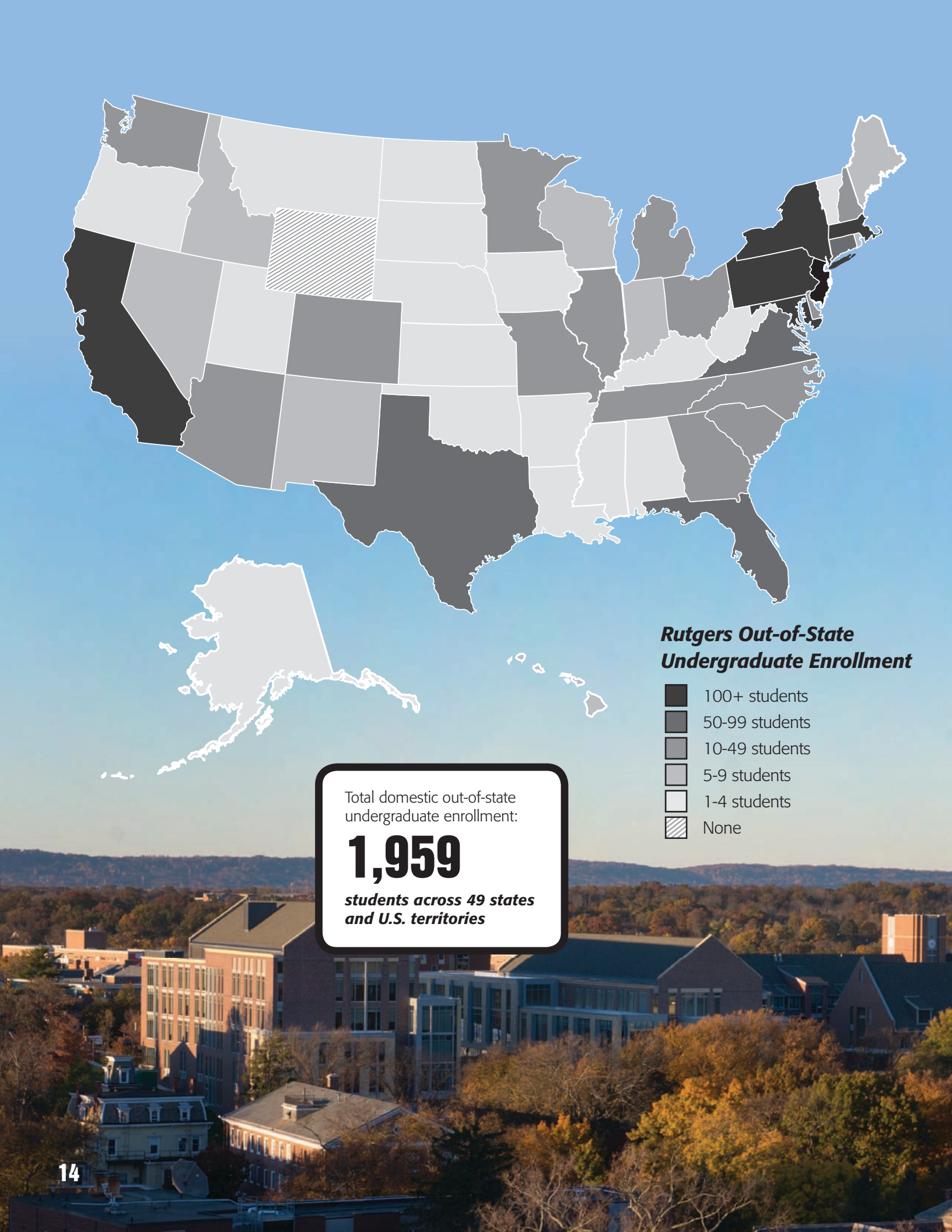
Rutgers International Undergraduate Enrollment

- 50+ students
- 10-49 students
- 1-9 students
- None

CHINA
2,216

INDIA
302

KOREA
196




























Rutgers Out-of-State Undergraduate Enrollment

- 100+ students
- 50-99 students
- 10-49 students
- 5-9 students
- 1-4 students
- None

Total domestic out-of-state undergraduate enrollment:
1,959
students across 49 states and U.S. territories

Returning Students

Rutgers–New Brunswick **Enrolled Students By School**



School of Arts and Sciences		20,520
Rutgers Business School		4,427
School of Engineering		3,977
School of Environmental and Biological Sciences		3,207
School of Nursing	 	1,041 682
Ernest Mario School of Pharmacy	 	888 418
Mason Gross School of the Arts	 	868 273
School of Health Related Professions	 	406 1,075
School of Management and Labor Relations	 	338 302
Edward J. Bloustein School of Planning and Public Policy	 	296 346
School of Graduate Studies		5,089
School of Social Work		1,744
Graduate School of Education		1,043
Robert Wood Johnson Medical School		756
New Jersey Medical School		737
School of Communication and Information		631
Rutgers School of Dental Medicine		517
School of Public Health		380
Graduate School of Applied and Professional Psychology		219

36,039
Total Undergraduate Enrollment


14,215
Total Graduate Enrollment

includes Rutgers Biomedical and Health Sciences

Student Enrollment

-  Undergraduate
-  Graduate

— 71 students enrolled in Undergraduate Continuous Education
— 3 students enrolled in Graduate Continuous Education
— Each icon represents 1-999 students



Updates! One Stop Student Services Center

The **One Stop Student Services Center** at Rutgers University–New Brunswick will deliver 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 both a virtual self-service module and a facility that supports student services in one location. The virtual self-service module will leverage technology for students to utilize when addressing routine enrollment inquiries. Creating a physical One Stop on campus will allow for efficient, seamless, and integrated levels of service. The combination 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. RU–NB, through the Division of Enrollment Management, will open a One Stop Student Services Center on the Busch Campus in or around *summer 2020*.

Enhancing the student experience has been and continues to be a priority across Enrollment Management, Student Accounting, and other key partner units. To support this strategic focus, the following initiatives were implemented in 2018:

Spring 2018

✓ Benchmarking

To shape the experience at Rutgers, staff from the Division of Enrollment Management visited One Stops at various peer institutions. The information collected during these visits will inform the model in New Brunswick.

Summer 2018

✓ Enhancements to MyRutgers Student Dashboard (Virtual One Stop)

As a virtual option to the physical One Stop model, OIT implemented modifications to enhance and improve the **myRutgers portal** for enrolled students. MyRutgers now includes a new tab entitled ‘My Dashboard’, which provides integrated and personalized university information grouped into intuitively named channels. Students can access direct links to applications, forms, and websites to aid in performing self-service options. As a future enhancement to myRutgers, students will be able to submit a variety of forms digitally.

✓ “Hybrid One Stop” Model

At the start of each semester, Records Hall on campus has co-located front line staff from the Offices of the Registrar, Financial Aid, and Student Accounting to assist with student support across these functional areas.

Fall 2018

✓ Student Focus Groups

Students participated in focus groups in fall 2018 to share their experiences with financial aid, student accounts, and registrar functions. These discussions will help inform a more efficient process for students to conduct business through the One Stop.

✓ Hired Assistant Director

The Assistant Director will support continued strategic planning, hiring and training staff, and will oversee the daily operations of the center.

✓ Hired Unit Computing Manager

The Unit Computing Manager will provide integrated information and systems technology solutions to the center, and work with campus partners to assess hardware and software needs.

LOOKING AHEAD

Winter/Spring 2019

- ✓ Break ground on new space
- ✓ Select and train generalists

Summer 2020

- ✓ Open One Stop Student Services Center

For more information, please visit emnb.rutgers.edu/one-stop-overview



Student Aid

Amidst concerns regarding the rising costs of higher education, the **Office of Financial Aid** remains an integral part of Rutgers' mission as a public university to keep quality education within reach of academically qualified students. About 74% of Rutgers University–New Brunswick students receive some form of financial aid. In 2017-2018, the Office of Financial Aid in New Brunswick awarded almost \$436 million to undergraduate students, with the average student award over \$17,000. Of those awards, over 14% of first-year students were offered merit-based scholarships.

In continued efforts to streamline and enhance the student financial aid experience, a second phase of the award letter redesign was implemented in 2018, providing increased transparency regarding offers and options for financing. The office also increased its social media presence via a newly created **Instagram** account. This platform provided another avenue for engagement and a space to post timely updates and reminders for students and families. Financial Aid also hired a new director to oversee operations in New Brunswick.

IN 2017-2018, FINANCIAL AID:

Supported **53,058** FAFSA filers

Packaged **49,500** student awards
(merit, private loans, and FAFSA)

Required **12,766** federal verifications

Rutgers University–New Brunswick

Quick Stats

2017-2018

UNDERGRADUATE

\$435,949,100

AID DISBURSED

\$17,023

AVERAGE AWARD

GRADUATE

\$142,500,000

AID DISBURSED

\$20,770

AVERAGE AWARD

TOTAL AID DISBURSED

2014-2015 **\$541.2M**

2015-2016 **\$565.2M**

2016-2017 **\$570.4M**

2017-2018 **\$578.5M**



For more information, please visit financialaid.rutgers.edu



Registration and Graduates

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 60,000+ registrations for undergraduate and graduate courses each semester.

To improve the deregistration policy, students were asked to complete a new RUHere confirmation of attendance process for the fall 2018 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 44,820 students responding at Rutgers University–New Brunswick.

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 8,262 undergraduate degrees and 3,041 graduate degrees in 2018, the most in the university's history.

6-YEAR GRADUATION RATES

(Bachelor's or equivalent degree-seeking cohorts)

RU–NB Students
80.2%

(BIG 10 Peers: **81.1%**)

Underrepresented Minority
73.4%

(BIG 10 Peers: **72.3%**)

Pell Recipients
77.0%

(BIG 10 Peers: **73.2%**)

4-YEAR GRADUATION RATE

(Bachelor's or equivalent degree-seeking cohorts)

59.9%

(BIG 10 Peers: **60.1%**)

86%

of graduates at RU–NB were employed or enrolled in graduate school within 6 months of graduation

*Career Services



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Division of Enrollment Management

ENROLLMENT QUICK FACTS

NEW UNDERGRADUATE STUDENTS

48,967 Applicants
(first-year and transfer)

9,424 Enrolled
(first-year and transfer)



3.70 Mean
First-Year GPA

3.41 Mean
Transfer GPA

Mean First-Year SAT

1299

1068

 RU–NB  National

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

1493

Mean SAT
Top 1,000
Students



28%

First-Generation
to college



27%

Pell Eligible

COMMITMENT TO ACCESS AND EXCELLENCE

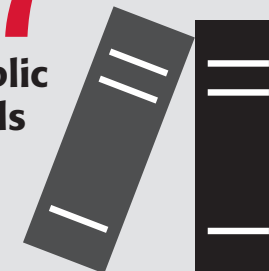
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U.S. News
2019 Best
Colleges,
National
Universities
(up from #69)



#17

Top Public
Schools



#1

Public
University
in the
Northeast



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Division of Enrollment Management
FALL 2018

ALL UNDERGRADUATE STUDENTS

36,039

Total Enrollment



50.4%

Female



49.6%

Male

Conferred Degrees



8,262

In 2018

Students from
49 States
&
87 Countries



38%

White

27%

Asian

13%

Latino/
Hispanic

9%

Foreign

7%

African
American

4%

Two or More

2%

Unknown

Ethnicity or race
or 3% or less
not shown

**Financial
Aid**



\$435,949,100

Total aid disbursed
in 2017-2018



\$17,023

Average Award
in 2017-2018

**First-Year
Retention Rates**



93.5%

RU-NB

92.0%

Big 10

Fall 2016 starting cohort

**Student
Experience**



Summer
2020

**Six-Year
Graduation Rates**



80.2%

RU-NB

81.1%

Big 10

Fall 2011 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. We are also 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 and academic health system with global impact. Located in New Brunswick, New Jersey, RU–NB provides convenient access to New York City and Philadelphia as well as the prolific Jersey Shore.

Rutgers University–New Brunswick serves over 50,000 undergraduate, graduate, and professional students across our degree-granting schools, and is the most diverse institution in the Big 10. 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. RU–NB is currently ranked #1 Public University in the Northeast, #17 Public University in the nation, and #56 across all national universities by U.S. News and World Report. The university consistently appears on Princeton Review's Best Colleges list, and is ranked #40 Best Value Colleges in the nation.

Enrollment Management Annual Report Archive

Tear out this page and take it with you!



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