

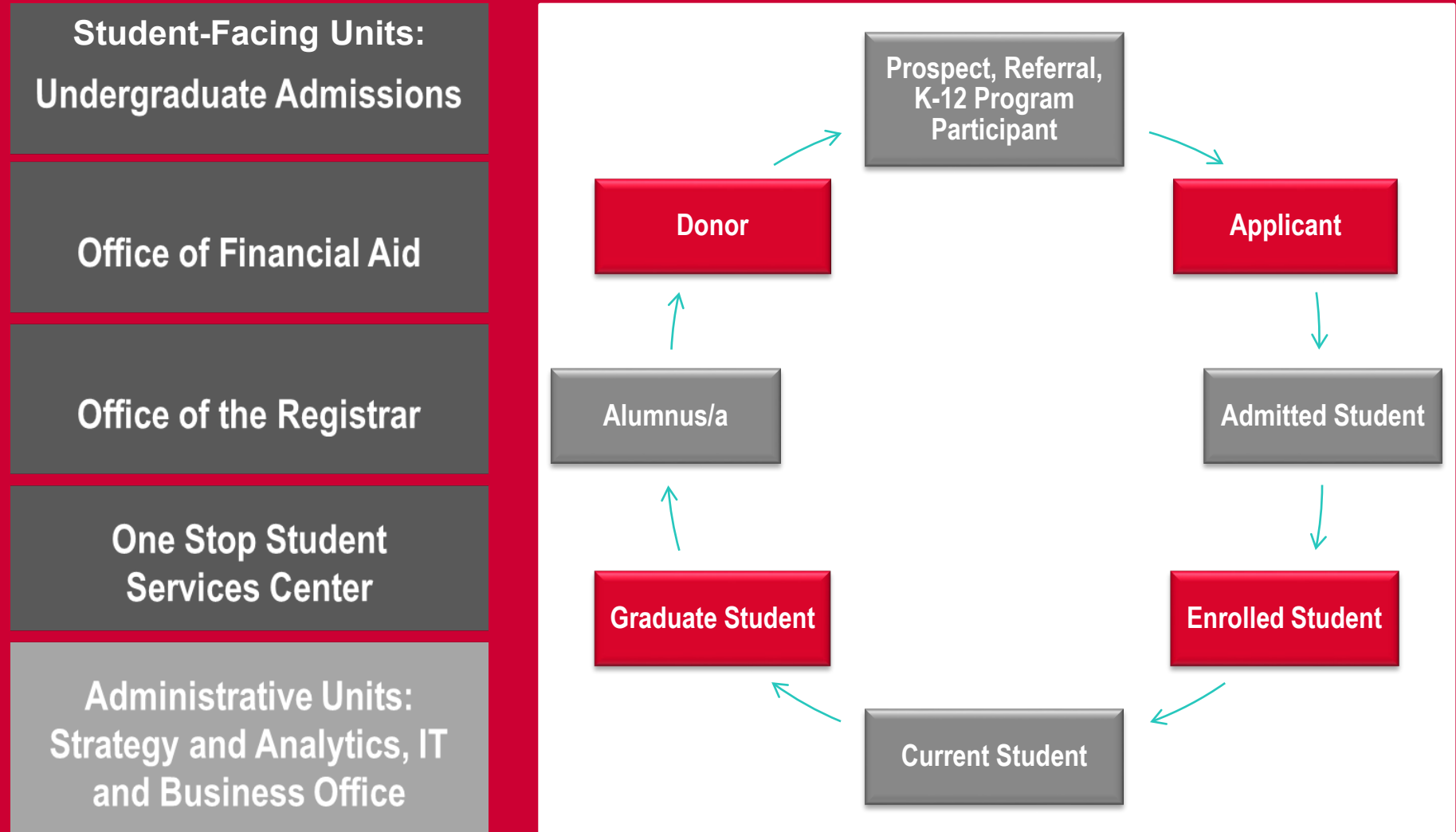
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# Enrollment Management Updates

Division of Enrollment Management—New Brunswick  
Academic Year 2021-2022

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# Division of Enrollment Management: Overview



# Transforming the Student Experience and Driving Innovation

## Student-facing Units:

- Office of Financial Aid
- Office of the Registrar
- One Stop Student Services Center

## Key Priorities for 2021-2022:

- Continue to enhance customer service efforts, particularly through providing self-service and digital options
- Reduce number of student handoffs within departments and across EM
- Improve customer service experience on phones
- Build an environment dedicated to collaboration, respect, accountability and empowerment
- Proactively respond to constituent feedback in real time and continue to improve resolution rates and time to resolution for incoming inquiries
- Empower and educate students to make sound financial decisions

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# Office of Financial Aid

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# Office of Financial Aid: Overview

## Unit Leadership

Director: Sherrell Watson-Hall

Associate Director: Fred Kain

Assistant Director: Wendy Karch

Assistant Manager: Eboni Camacho

Assistant Manager: Sheraz Qureshi



15 NB staff



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# Office of Financial Aid: Highlights from AY 2020-2021

## Operational Updates:

- 49% increase in CIFC submissions
- Increased presence at Admission events
- FWS New Hire orientation

## Awarding Updates

Awarding Comparison	2020-2021	2021-2022 ( to date )
Average UG Award	\$15,676	\$16,647
Average GR Award	\$17,881	\$20,973
Total Aid Disbursed	\$440,333,743	\$444,486,527

## Higher Education Emergency Relief Fund:

- CARES (Fall 2020) awarded: \$16,752,776
- CRRSAA (Spring 2021) awarded: \$17,561,804

# Office of Financial Aid: Goals

- Improve customer service and the student experience:
  - Minimize response time to inquiries
  - Cross train staff to increase efficiency
- Implementation of Financial Literacy program
- Administer the **Garden State Guarantee** program for 3rd and 4th year, full time, NJ undergraduate students and new transfers for fall 2022
- Develop a support program for FWS supervisors

# Office of Financial Aid: Operational Plans for AY 2021-2022

- Move call center in-house within the One Stop
- Implement Oracle Student Financial Planning (OSFP)
- Award ~\$40M in HEERF III/American Rescue Plan funds to students
- Advocate for increased funding for Scarlet Promise to support access and affordability



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# Office of the Registrar

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# Office of the Registrar: Overview

## Unit Leadership

New Brunswick Registrar: Juli Hibbard

Assistant Director: Tim Wuorinen

Associate Registrar: Monica Licourt

Associate Registrar: Brian Warcup

Transcripts/Verifications Supervisor: Eric Decker



16 NB staff



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# Office of the Registrar : Highlights from AY 2020-2021

## Enrollment Updates:

- 2020-2021 Enrollment
  - Undergraduate: **35,793**
  - Graduate: **15,086**
  - Total: **50,879**
- 2021-2022 Enrollment
  - Undergraduate: **36,176**
  - Graduate: **15,406**
  - Total: **51,582**

\*\*Enrollment numbers include RBHS enrollment

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## Degrees Conferred:

- Undergraduate: **8,563**
- Graduate: **3,035**
- Total: **11,598**

\*\*Not including RBHS

# Office of the Registrar : Highlights from AY 2020-2021

## Operational Updates:

- Electronic transcripts have been received well; now process more electronic transcripts than paper
- Managed PA/NC process since spring 2020 due to Covid. Totals across all terms:
  - **602,256** courses
  - **64,223** submissions
  - Average ~800 requests per month outside of the application
- Preferred name is now available on the SDW

# Office of the Registrar: Goals

- Improve the student experience
  - Continue to cross-train staff
- Implementation of additional online forms & processes
  - Certificates of completion
  - Commencement invites
  - Residency form
- Processes moving online this year
  - Leave of absence
  - Electronic diplomas

# Office of the Registrar: Operational Plans for AY 2021-2022

- Salesforce implementation as of September 1, 2020
- Reviewing forms and processes with perceptive content to determine what additional processes can be moved online

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# **One Stop Student Services Center**

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# One Stop Student Services Center: Overview

## Unit Leadership

Director: Jay Stefanelli

Associate Director: Jim Stapleton

Assistant Director: Justin Makowski

Team leads:

-Beth LaBarbera

-Dawn Gandy

-Misun Kim

-Stephanie Jones



**23** NB staff

**45** Student workers



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# One Stop Student Services Center: Highlights from AY 2020-2021

## Operational Updates:

- Led first application of enterprise-wide Salesforce CRM at Rutgers University
- Hired and trained 9 additional Student Services Advisors and 25 student workers
- Finalized walk-in queueing platform
- Merged with RU-info
- Rebranded NBOSL to “One Stop Weekly”
- Began to offer replacement ID cards
- **Opened the One Stop Student Services Center!**

# One Stop Quick Facts (January 2020 through September 2021)

## Student Experience



**110,224**

RU-info Inquiries



**147,330**

One Stop Inquiries

## One Stop Satisfaction

**84%**

Check-in/  
Submission

**85%**

Knowledge

**92%**

Friendliness

**79%**

Timeliness

**81%**

Overall  
Experience

**21%**

Escalation  
Rate

# One Stop Student Services Center: Goals

- Create student advisory group
- Launch community outreach & workshops
- Continue to develop student success partnerships
- Improve satisfaction rates
- Improve response times
- Continue to improve the student experience

# One Stop Student Services Center: Operational Plans for AY 2021-2022

- Open in-house call center
- Develop enhanced training plan for One Stop team members
- Collect, use, and visualize data to enhance insights and inform practice
- Develop quality assurance mechanisms and processes
- Continue to identify opportunities for process improvement and self-service





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# **Enrollment Management Analytics**

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# Enrollment Management Analytics: Overview

## Unit Leadership

Director: Jason Schweitzer

Assistant Director: Kelly Dietz



4 NB staff



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# Enrollment Management Analytics: Highlights from AY 2020-2021

## Operational Updates:

- Hired and on-boarded team during spring 2021 semester
- Assisted Undergraduate Admissions with Holistic Review process and final admissions decisions
- Provided guidance on wait list criteria and insights into which schools students were most likely to enroll from the wait list
- Provided Scholarship Determination Support and ongoing monitoring reports

# Enrollment Management Analytics: Goals

- Continue to develop partnerships throughout the Division of Enrollment Management
- Gain increased access to university data
- Ongoing development of reports, dashboards, metrics, & analytics
- Integration of Salesforce and Othot to further assist Undergraduate Admissions

# **Enrollment Management Analytics: Operational Plans for AY 2021-2022**

- Salesforce reporting library
- Expanded use of Othot analytics platform
- Scholarship redesign support & analysis
- Assist Financial Aid in strategically awarding need based aid

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# Undergraduate Admissions

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# Undergraduate Admissions: Overview

## Unit Leadership

Assistant Vice Chancellor: Marco Dinovelli

Applicant Evaluation: Phyllis Micketti

Campus Programs: Melissa Welch

Marketing & Communications: Fred Guzzi

Recruitment & Outreach: Jenna Yount



43 NB staff



Proctor Hall/Visitor Center

# Undergraduate Admissions: Other Fall 2021 Enrolling Class Highlights

- **83,524** applications reviewed
  - **74,016** FY applications reviewed
  - **9,508** TR applications reviewed
- **Class Size: 7,107** FY and **2,262** TR
- **53%** Test Optional
- Mean FY SAT: **1344**
- Mean FY ACT: **29**
- TR GPA: **3.45**

# Undergraduate Admissions: Other Fall 2021 Enrolling Class Highlights

- **377** Honors College | **523** Honors Programs
- EOF Eligible: **290**
- **12%** Non-resident FY
- **28%** First Generation
- **123** ROSE China Program
- **\$8,998,407** awarded in merit scholarships to top **13%** of enrolling students
  - **\$1,618,907** dedicated to low-income students

# Undergraduate Admissions: Outreach & Communications Highlights

- **80 Scarlet Ambassadors**
- Open House: On Demand
  - **56** live sessions | **6,711** Session Attendees
- Focus on communications: new chat platform, new self-guided tour app
- **2,200** virtual recruitment & yield events:
  - **384** NJ | **1,256** OOS | **413** INT | **147** for transfers
  - **35%** of those that attended a virtual recruitment event applied



# Undergraduate Admissions: Outreach & Communications Highlights

- **600K** visits to Admissions website | **9,820** Chat threads | **17K** custom view books
- **191** information sessions/virtual tours | **7,009** attendees
  - 55% of those who attended a tour applied
  - 72% had more positive impression of Rutgers after program
- **11,932,034** emails sent | Youtube impressions **271,276** | **314** social media posts

# Undergraduate Admissions: Goals for 2021- 2022

- Reimagined recruitment/campus visits: accommodating all modalities-hybrid with flexibility
- Increased focus on the student experience and improved customer service
- Moderate growth; focus on composition
- Continue to maintain and focus on diversity & access initiatives

# Undergraduate Admissions: Goals for 2021- 2022

- Increase the number of non-resident students
- Improve services for transfer students (NJCCOG)
- Leverage/utilize robust data & analytics for informed decision making
- Successful utilization of 5 new platforms: Salesforce: Fonteva, Marketing Cloud, Enrollment Rx, Reader Rx, Case Management