



Division of Enrollment Management

2023 ANNUAL REPORT



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About Rutgers University– New Brunswick

Rutgers University–New Brunswick was established over 250 years ago as a land-grant institution and is the eighth-oldest college in the nation. Today it serves as the Big Ten campus of Rutgers, The State University of New Jersey, and continues to be the state’s most comprehensive intellectual resource. As a proud member of the Association of American Universities and the Big Ten Academic Alliance, Rutgers–New Brunswick conducts life-changing research and offers premier education in a diverse community. Its location in central New Jersey provides convenient access to New York City and Philadelphia, as well as easy access to the Jersey Shore.

About the Division of Enrollment Management

The Division of Enrollment Management at Rutgers–New Brunswick (EM–NB) is driven by research, galvanized by progress, and motivated by a relentless commitment to student access and academic excellence. EM–NB works at the intersection of administration and innovation to set enrollment strategy, foster student access, and inform university policy and practice. Through the student-facing areas of Undergraduate and Graduate Admissions, Financial Aid, Registration, and the One Stop Student Services Center, and supported by its business, information technology, and analytics administrative teams, EM–NB attracts a diverse student body to Rutgers’ Big Ten campus, supports them throughout their time on the banks, and celebrates their graduation each year.



Message from the Vice Chancellor of Enrollment Management–New Brunswick: Courtney McAnuff

The 2022–2023 academic year brought a welcomed return to a “new normal” at Rutgers University–New Brunswick. Our university community largely returned to campus, while also continuing to leverage technology and lessons learned to meet students and families where they are across a broad range of modalities. Though we each impact a different aspect of the student journey, we remain united in our shared commitment to access, inclusion, and excellence.

As outlined in the following pages, the Division of Enrollment Management continues to innovate and remain responsive to student’s needs. In Admissions, we redesigned our scholarship awarding model, continued our test-optional admissions processes, and prepared for our launch of the Common Application for fall 2024 applicants. Financial Aid continues to gracefully navigate substantial technological challenges with the release of the Oracle Student Financial Planning (OSFP) system, while continuing to provide support for Scarlet Promise grants and connecting directly with students via their financial literacy program, ScarletSense. In addition to their daily work as the custodians of student records, the Registrar worked to remove barriers for students, increasing the registration hold amount and removing financial holds for transcript requests. The One Stop team has managed a record volume of student inquiries via our in-person student services center, email, and our in-house call center. They continue to assess inquiries, response times, and satisfaction rates to improve their service in support of students. Our leadership team has also played an integral role in Chancellor Conway’s Discovery Advantage initiative, collaborating with partners across the university to transform the student experience from enrollment through graduation.

Our team is agile, dedicated, and works tirelessly to ensure the administrative aspects of attending Rutgers–New Brunswick do not impede a student’s academic progress. They have faced numerous challenges this year, often outside of our direct control, yet they persist on behalf of our students. I am energized for the upcoming academic year and as always, I look forward to working with my team and our campus partners.

Courtney McAnuff



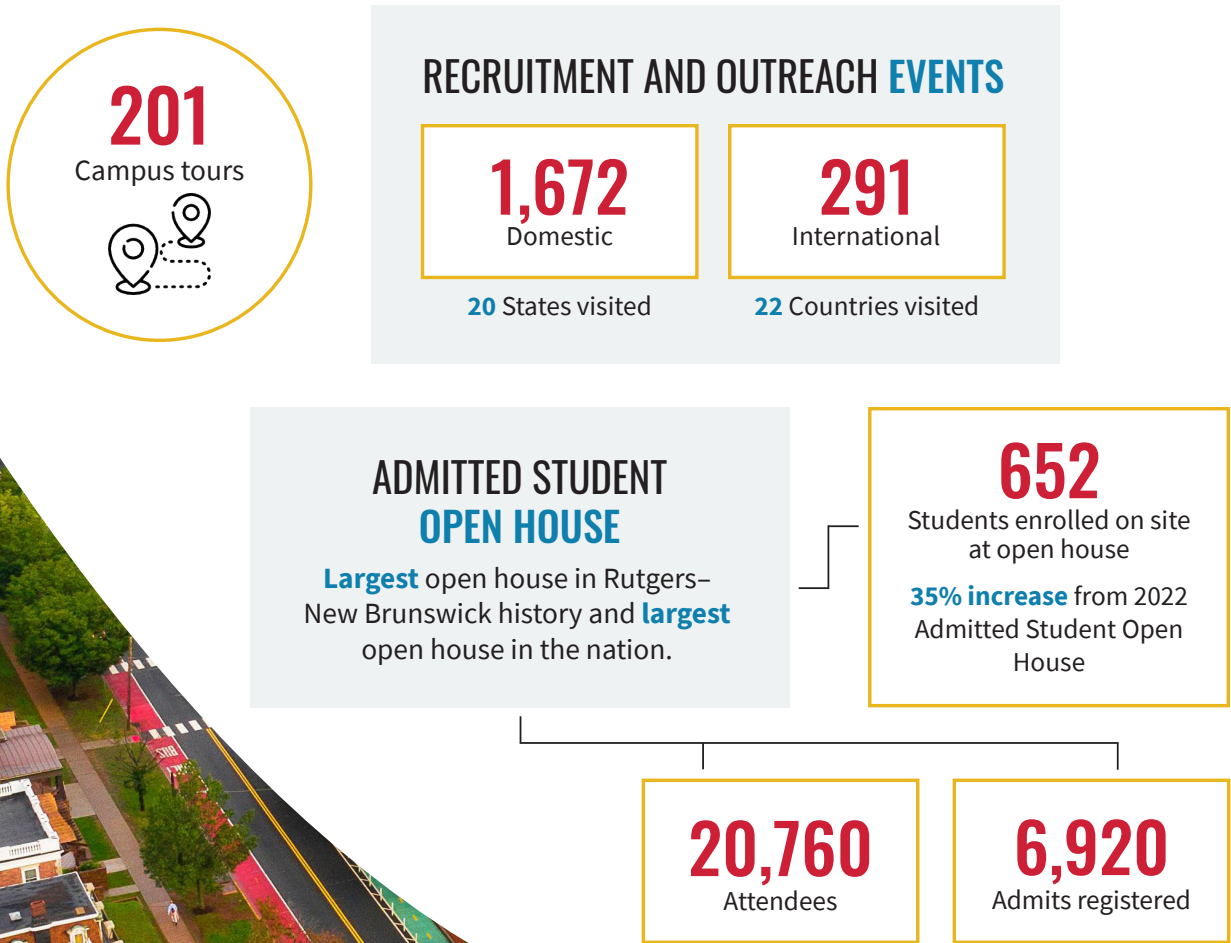
Success Across the Student Cycle

The Office of Undergraduate Admissions continues in-state recruitment across all 21 New Jersey counties while working to achieve an increase in non-resident enrollment over the next five years. The 2022–2023 admissions cycle led to increased non-resident applicants and enrolling students through refocused out-of-state recruitment and marketing efforts, refined on-campus programming, a newly established International Admissions Team (IAT), and a complete return to international travel.

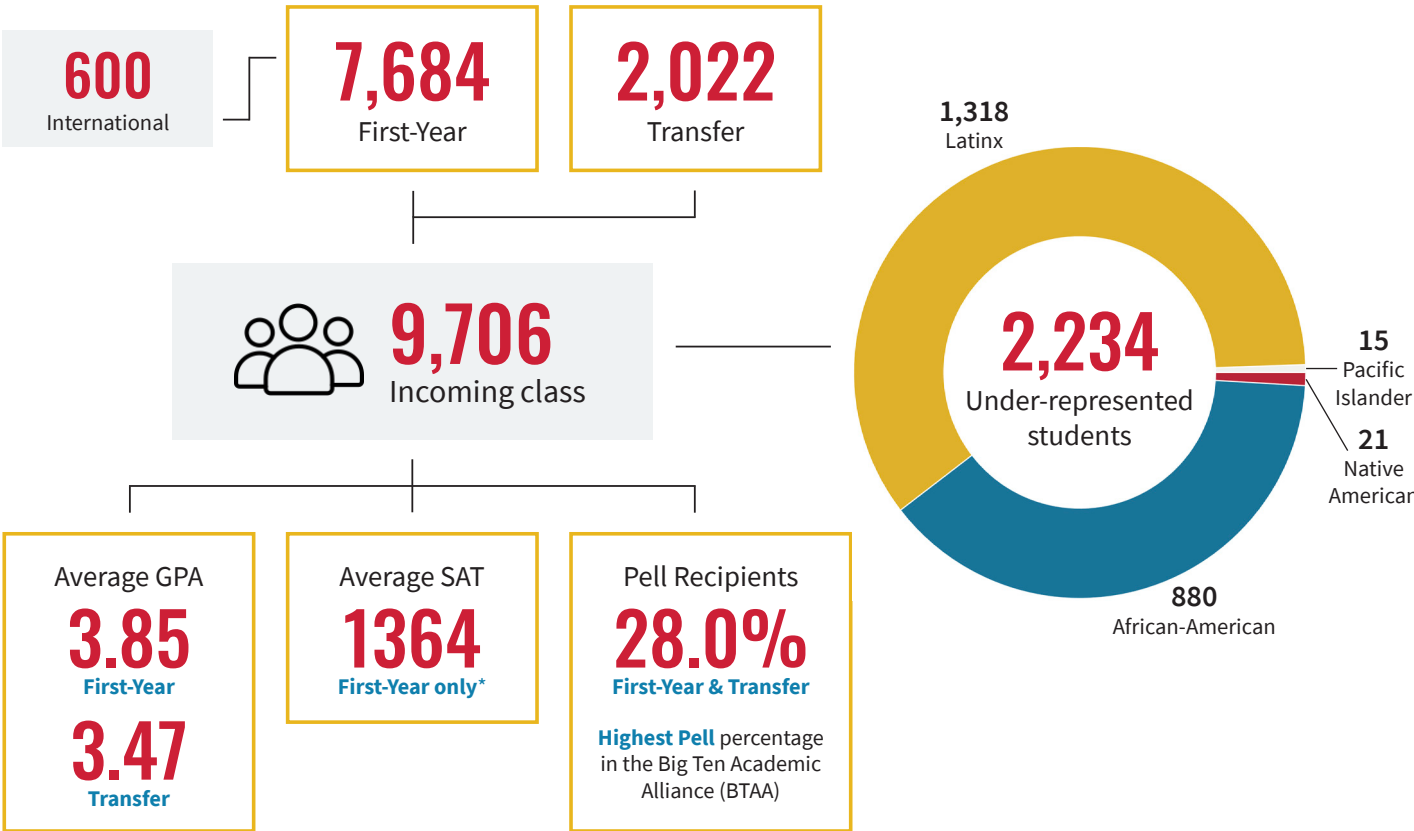
As these students navigate their time on campus, the Office of Registrar remains committed to serving as the custodian of student academic records. The office oversees an online registration system that handles over one million registrations for undergraduate and graduate courses each semester – and supports transcripts and verifications, posting of grades, and awarding of diplomas. On an annual basis, the team processes 65,000 transcript/verification requests, 53,000 manual record updates, reviews approximately 300 cases for residency review, and certifies 900+ first-year, continuing, and transfer student-athletes.

During the 2022–2023 academic year, 3,000+ reports were generated for campus partners, 25,000 email cases were received and resolved, and 13,415 diplomas were awarded. The Registrar continues to streamline the student experience by recently upgrading to an electronic transcripts platform, increasing the registration hold amount, and removing financial holds for transcript requests.

PROSPECTIVE STUDENTS

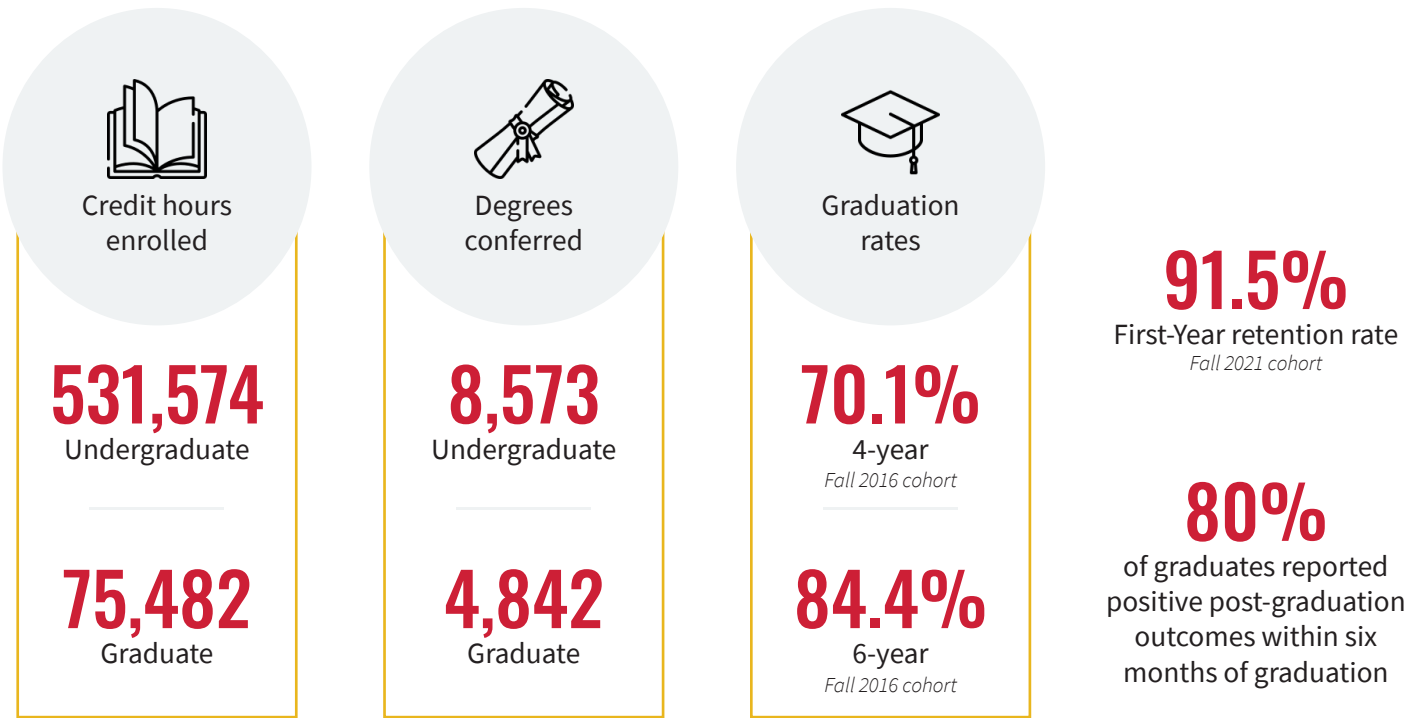


INCOMING 2023 CLASS



*Rutgers University–New Brunswick remains test optional. The average SAT score is based on enrolled students who submitted scores.

CURRENT, GRADUATING, AND CONTINUING STUDENTS





Creating Access Through Financial Support

The Office of Financial Aid is committed to assisting students and families in planning for and meeting expenses associated with attendance at Rutgers University. The team collectively works to bridge the gap between the cost of education and access to financial resources.

During the 2022–2023 academic year, premier aid programs such as Scarlet Guarantee, Garden State Guarantee, and Summer Tuition Aid Grant provided support to high need in-state students, helping to minimize student loan debt and reduce out-of-pocket expenses. Through these innovative aid programs, the Office of Financial Aid distributed \$441,093,464 to support 24,688 undergraduate students during the 2022–2023 award year.

Beyond these programs, the Office of Financial Aid worked to increase operational efficiency and began a university-wide phased approach to transition from the antiquated Financial Aid Management System (FAMS) to Oracle Student Financial Planning (OSFP). The transitional challenges led to unexpected disruptions, an increase in One Stop and Financial Aid inquiries, and an impact on the student experience due to delayed aid disbursements.

Despite these challenges, Enrollment Management continues to work with partners across the university to proactively enhance operations, customer service, and the overall student experience.

72.3%
Students who
received financial aid

\$441,093,464
Total aid disbursed

\$17,426
Average student
award

4,686
Students who
received Scarlet
Guarantee funding

2,367
Students who
received Garden State
Guarantee funding

12.8%
Students offered
merit-based
scholarships

31,171
Number of FAFSA filers

47.1%
Students offered
gift aid, excluding
merit aid

Data includes Rutgers–New Brunswick and Rutgers Health undergraduate and graduate students

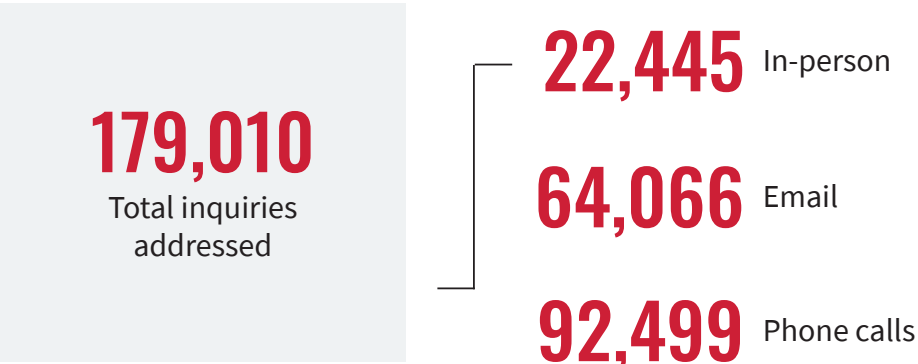
Integrated Student Services

The One Stop Student Services Center at Rutgers–New Brunswick provides an integrated and single point of service across the areas of financial aid, student accounts, and registration. Since its launch in January 2020, the vision of the One Stop team has been to not only revolutionize the student experience for Rutgers–New Brunswick, but to lead higher education as a national model for integrated student services.

With this year’s team growth and engagement, the implemented six-week training curriculum, the committee structure, and the acute attention to assigning the right resources to the right place at the right time, One Stop continues to deliver timely and accurate responses.

In addition, the embraced partnerships across the university community have led to recurring inter-campus meetings, a seat on the University Student Success Committee, and participation in more than 75 campus events including New Student Orientation (NSO), Parent and Family Orientation, Wellness Week, and Success Weeks.

The collective efforts of the One Stop – in both providing an integrated and single point of service and providing positive and corrective feedback to the OSFP challenges – have led to improving student yield and student retention while creating a more accessible place for students, faculty, and staff. In 2024, the One Stop team looks forward to serving as the host institution for the Institute for Student Services Professionals (ISSP) national conference.



Fostering a Beloved Community

Enrollment Management seeks to admit and enroll a diverse student body annually. Our students come from all 21 counties across New Jersey, all 50 states across the country, and over 100 countries around the world. With them, their unique lived experiences and global perspectives shape our campus community and contribute to our collective learning and growth in and outside of the classroom.

At the core of Rutgers is a “beloved community” – a community defined by tolerance, mutual respect, diversity, and the spirited exchange of opinions and ideas.



“A beloved community is when we acknowledge one another, including differences and similarities, to create a more robust university.”
– President and University Professor, Jonathan Holloway



