Enrollment Management

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2013 - present
About Me: 30+ years at 4 institutions

• New York University
• Baruch College (City University of New York)
• Fashion Institute of Technology (FIT) (State University of New York)
• Stevens Institute of Technology (Hoboken, NJ)
Admissions/Enrollment Cycle

Inquiry or Name Purchase
Application
Acceptance/Rejection
Paid Deposit
Enrollment
Retention
Career Preparation: Internships etc.
Graduation
Employment
Alumni
New York University

• Private, selective, tuition dependent,
• 50,550 students; 26,135 undergraduates; 57% female and 43% male
• Freshman applicants: 60,724
• Acceptance rate: 32%; Yield rate: 32%
• 2016 Tuition and Fees: $49,062
• SAT: Verbal 620-720; Math 630-760
• Pell-eligible 1st year students: 21%
• African-American 6%; Hispanic 13%; Asian 20%
• Graduation rate: 85%
• Endowment: $3.6 billion
Baruch College

• Public, 18,286 students (15,210 undergraduates); 49% female; 51% male
• 2016 tuition: In-state: $6,810; Out of state tuition: $13,920
• Applications: 20,789
• Acceptance rate: 31%; Yield rate: 22%
• SAT: Verbal: 550-640 Math: 600-690
• African-American 9%; Hispanic 25%; Asian 32%
• Pell-eligible 1st year students: 50%
• Graduation rate: 66%
• Endowment: $147.9 million
Fashion Institute of Technology

• Public 2 year college – part of SUNY system
• 9,085 undergraduates; 176 graduate; 85% female and 15% male
• In-state tuition: $5,335; out-of-state tuition: $14,515
• 4,632 applications; acceptance rate 40%; yield rate: 68%
• Test scores not required. Portfolios and high school record used.
• African-American 9%; Hispanic: 18%; 11% Asian
• Pell-eligible 1st year students: 31%
• Graduation rate: 77%
• Endowment: $34.6 million
Stevens Institute of Technology

• Private, selective, tuition dependent
• 6,617 enrolled: 3,115 undergraduate; 30% female and 70% male
• Tuition and fees: $48,838
• Applications 7,409; acceptance rate: 39%; yield rate 25%
• SAT Scores: Verbal: 600-690; Math 660-750
• African American 2%; Hispanic 10%; Asian 11%
• Pell-eligible: 17%
• Graduation rate: 83%
• Endowment: $166 million
Challenges and Goals: Specific to each school

- Revenue - tuition discount – net tuition revenue
- Enrollment growth
- Quality - SAT, ACT, HS GPA, Portfolio, leadership; holistic
- Diversity – geographic, ethnic, gender, first generation, Pell-eligible
- Academic programs – filling programs with headroom
- Scholars programs
- Athletic teams
- Legacies
- International students
- Selectivity (acceptance rate)
- Rankings
Questions? Discussion?

• Data source for this presentation: National Center for Education Statistics (www.nces.ed.gov). This data comes from required IPEDS submissions of each institution. This is 2016-17 data.

• Another good source for data: Common Data Set (CDS) – usually on Institutional Research website of each institution. CDS data is used for guidebooks like Princeton Review, Petersons, etc.