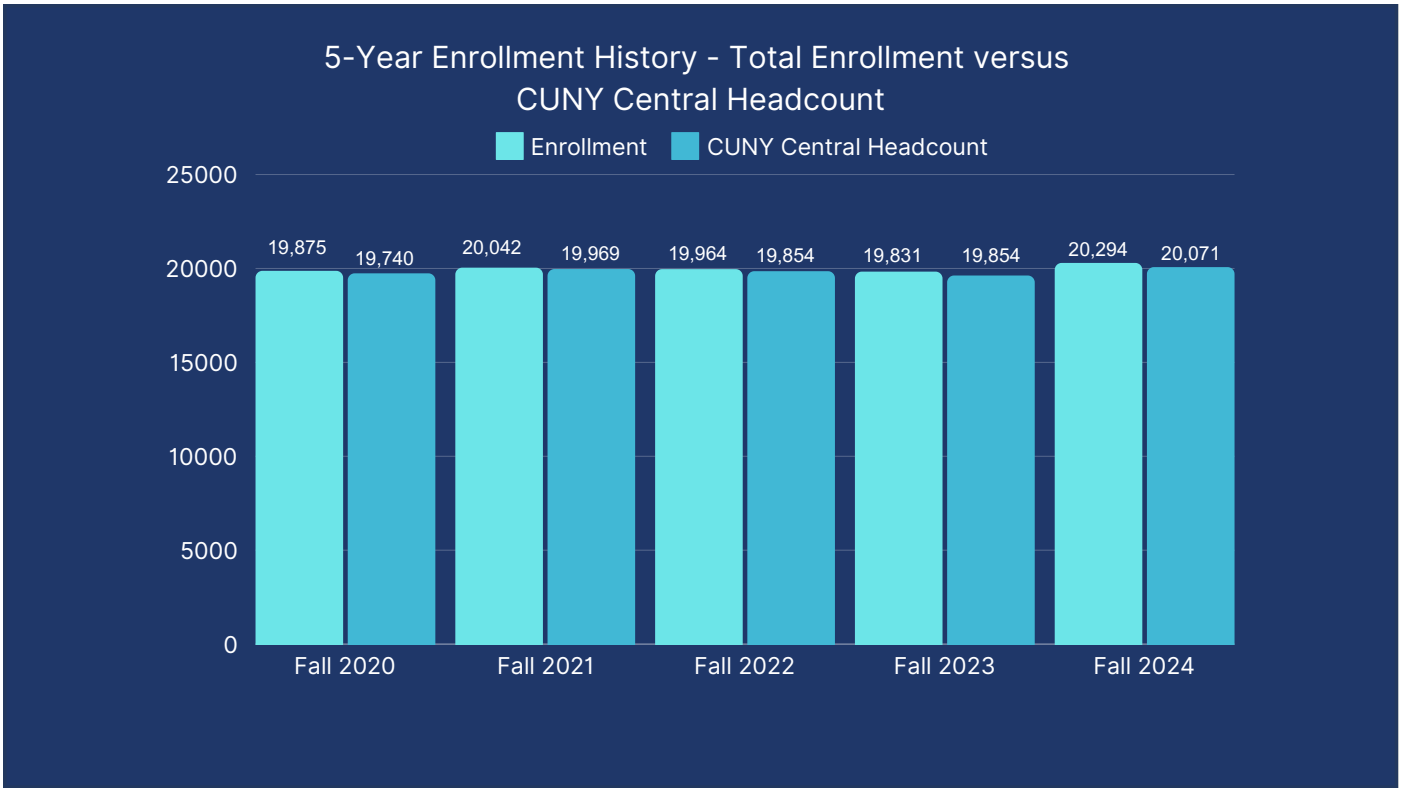
FACULTY SENATE

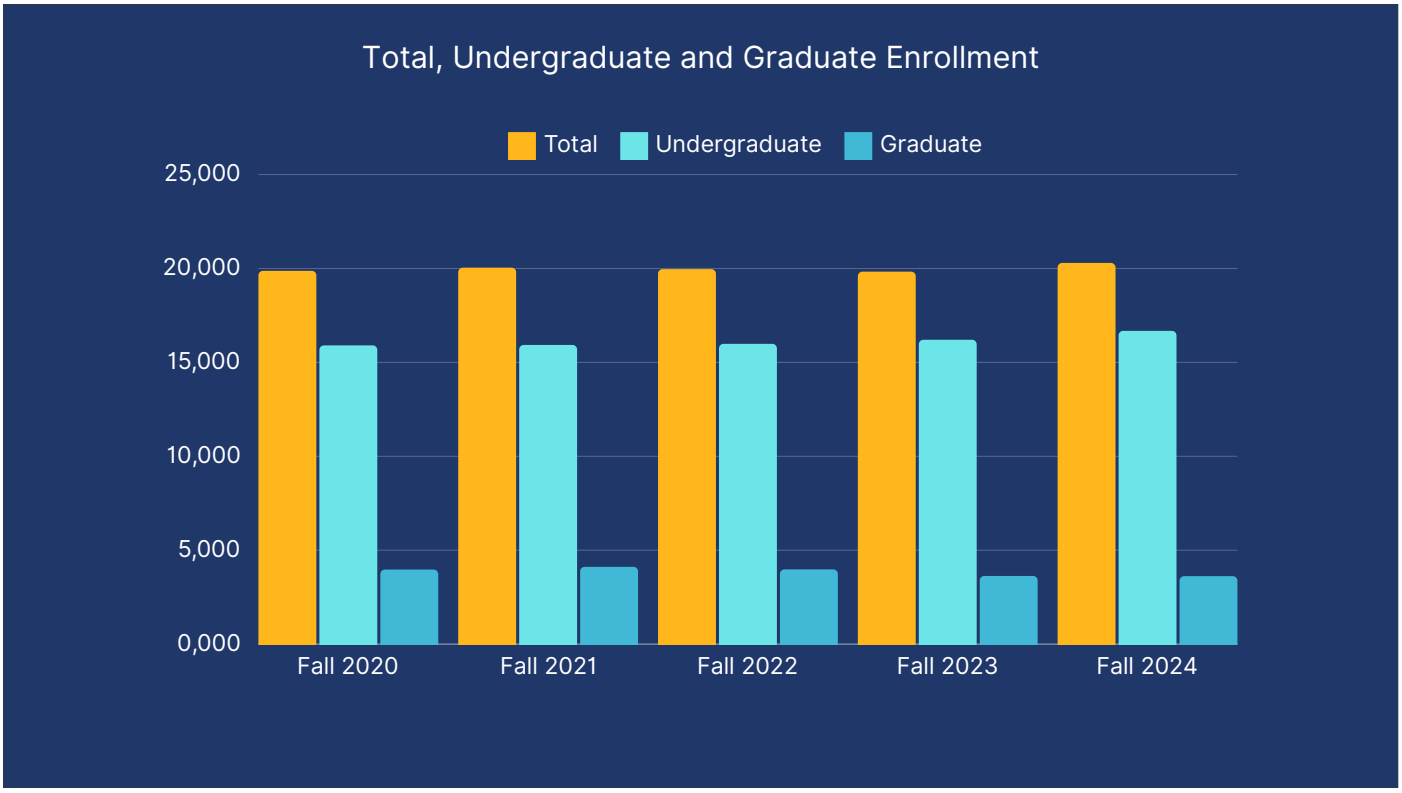
FALL 2024

Enrollment Management &
Strategic Academic Initiatives

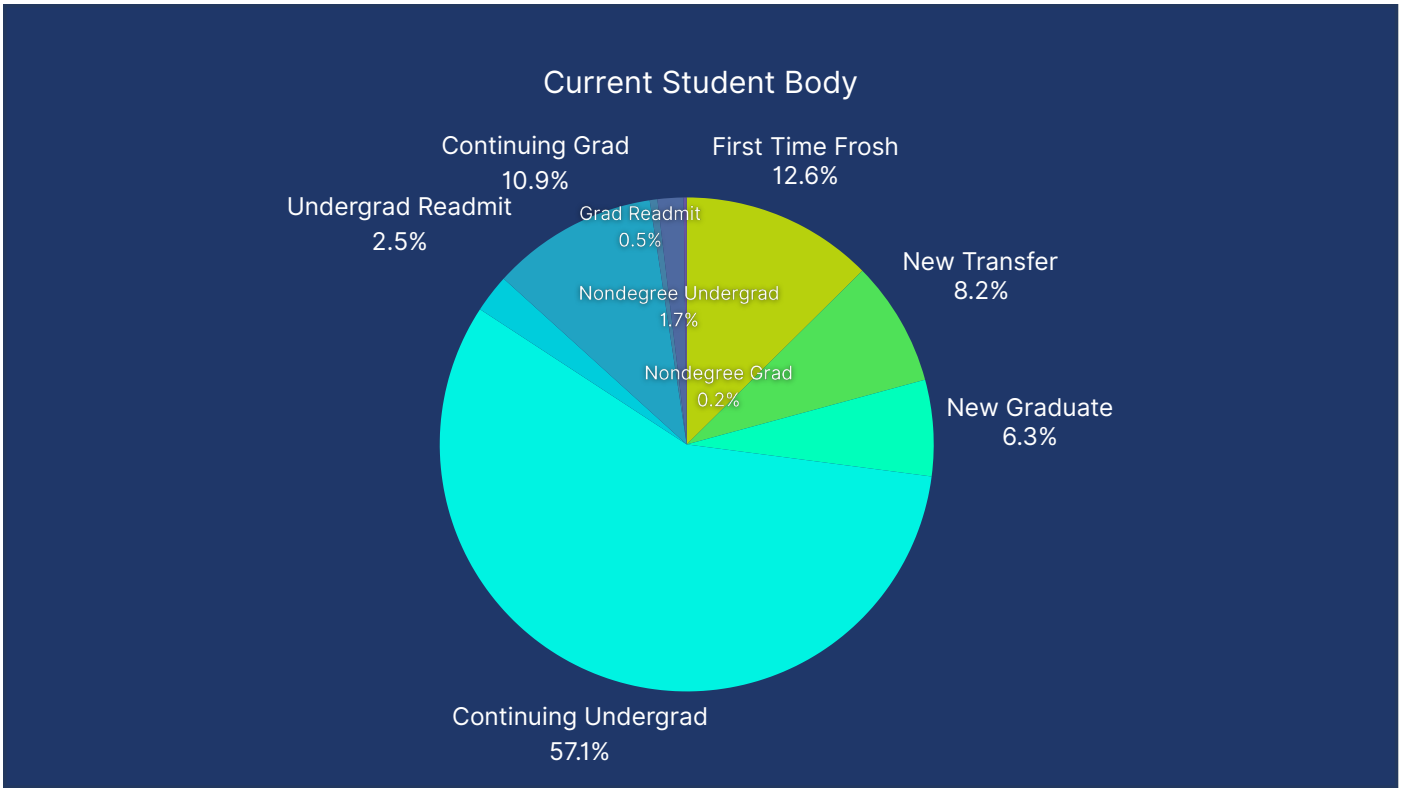
Baruch COLLEGE



Useful to look at the slight difference in headcount and enrollment and to note that we have, for the first time, crested 20,000 in headcount not just enrollment. Overall increase of just under 2% over last year.



Breakdown between graduate and undergraduate total enrollment
UG degree-seeking students up 2.7%
Grad degree seeking students down -1.1%

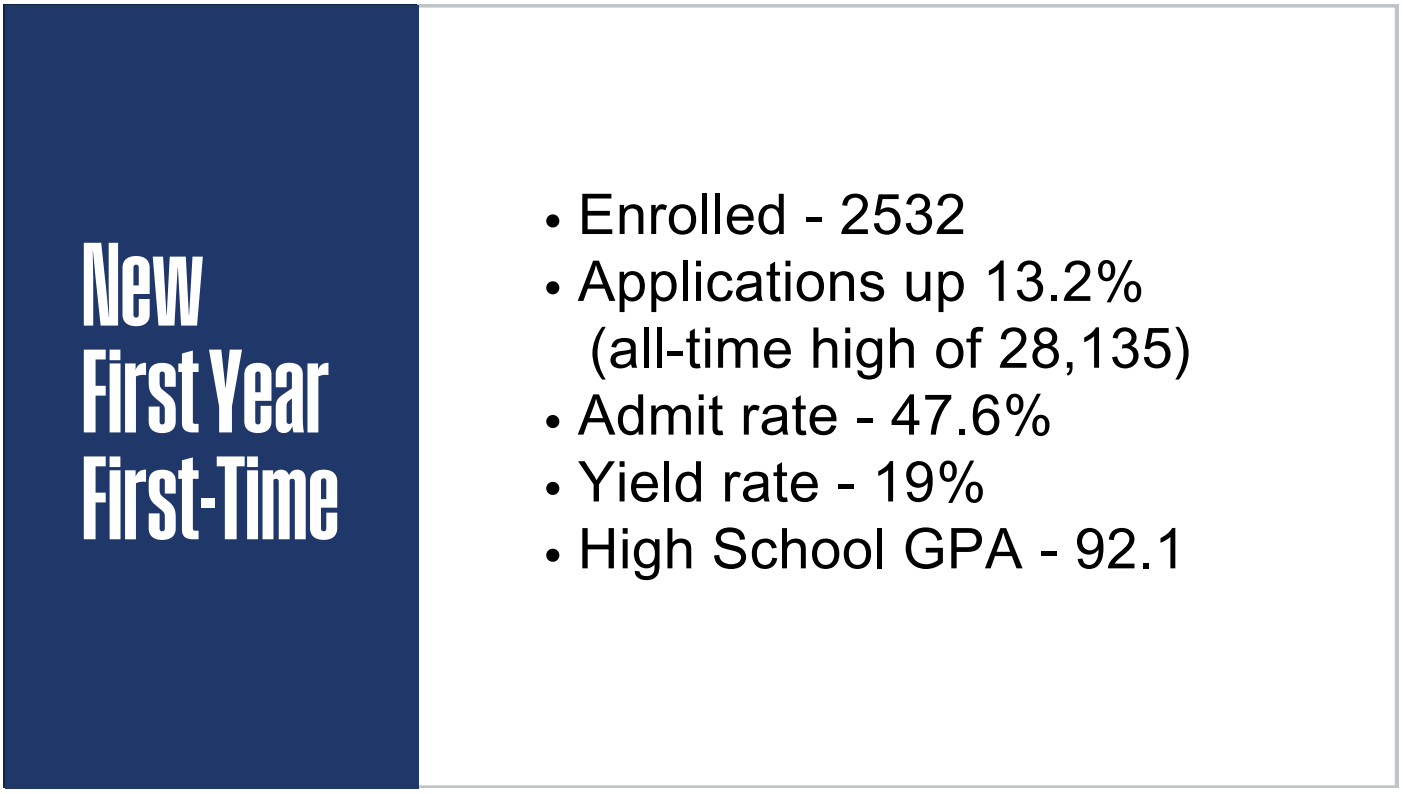


FTF: 2532 (-3.1% F23)
New transfers: 1639 (+14.4%)
New grad: 1270 (+12.3%)
Altogether, new degree-seeking students make up 27.1% of total

Cont UG: 11,480 (+2.5%)
UG readmit 498
59.6%

Cont G: 2182 (-7.1%)
G readmit: 93
11.4%

Nondegree students
340 UG; 39 G; 379 total
Combined 1.9%



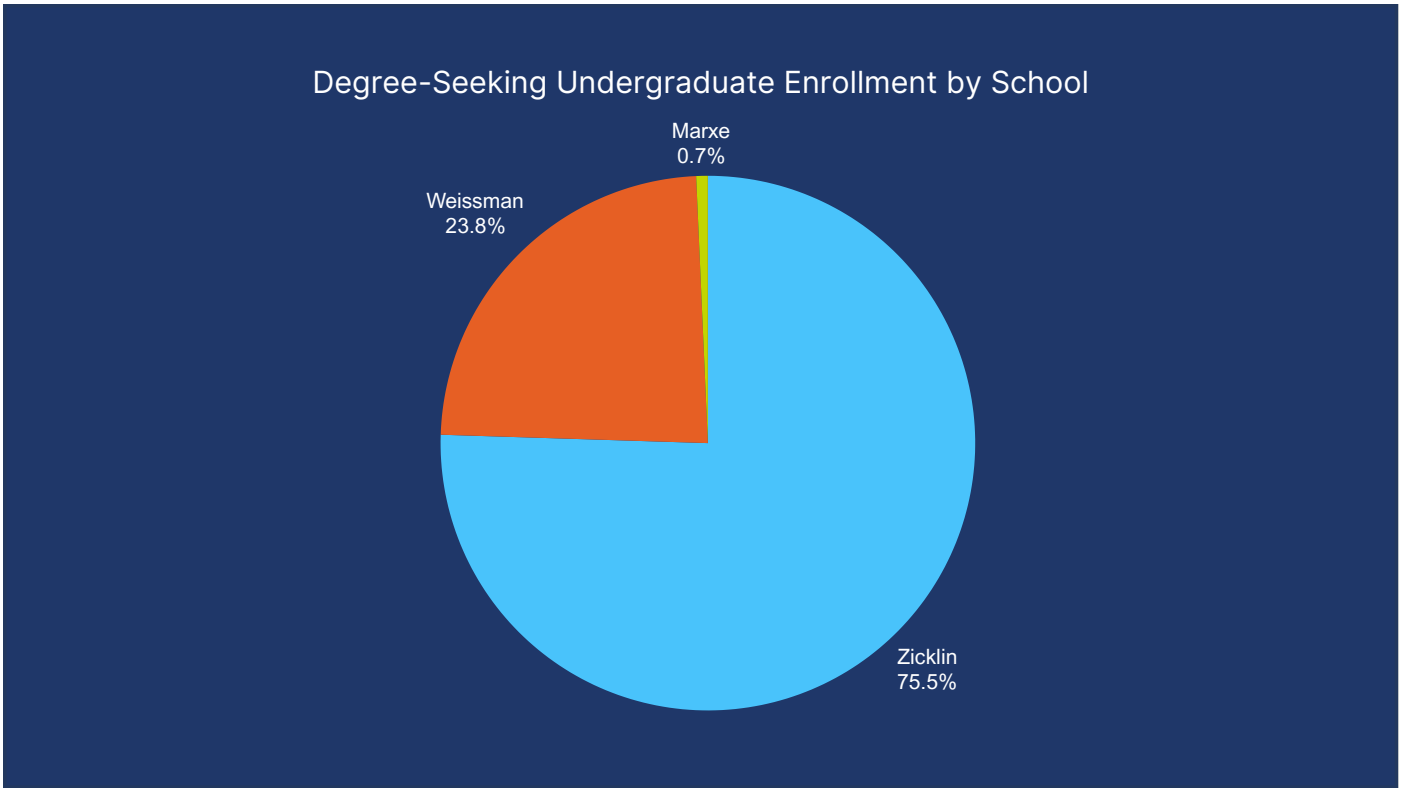
last year 2614

Free applications for all NYCPS students during CUNY Month (October) and a shorter window and push for all NYS students

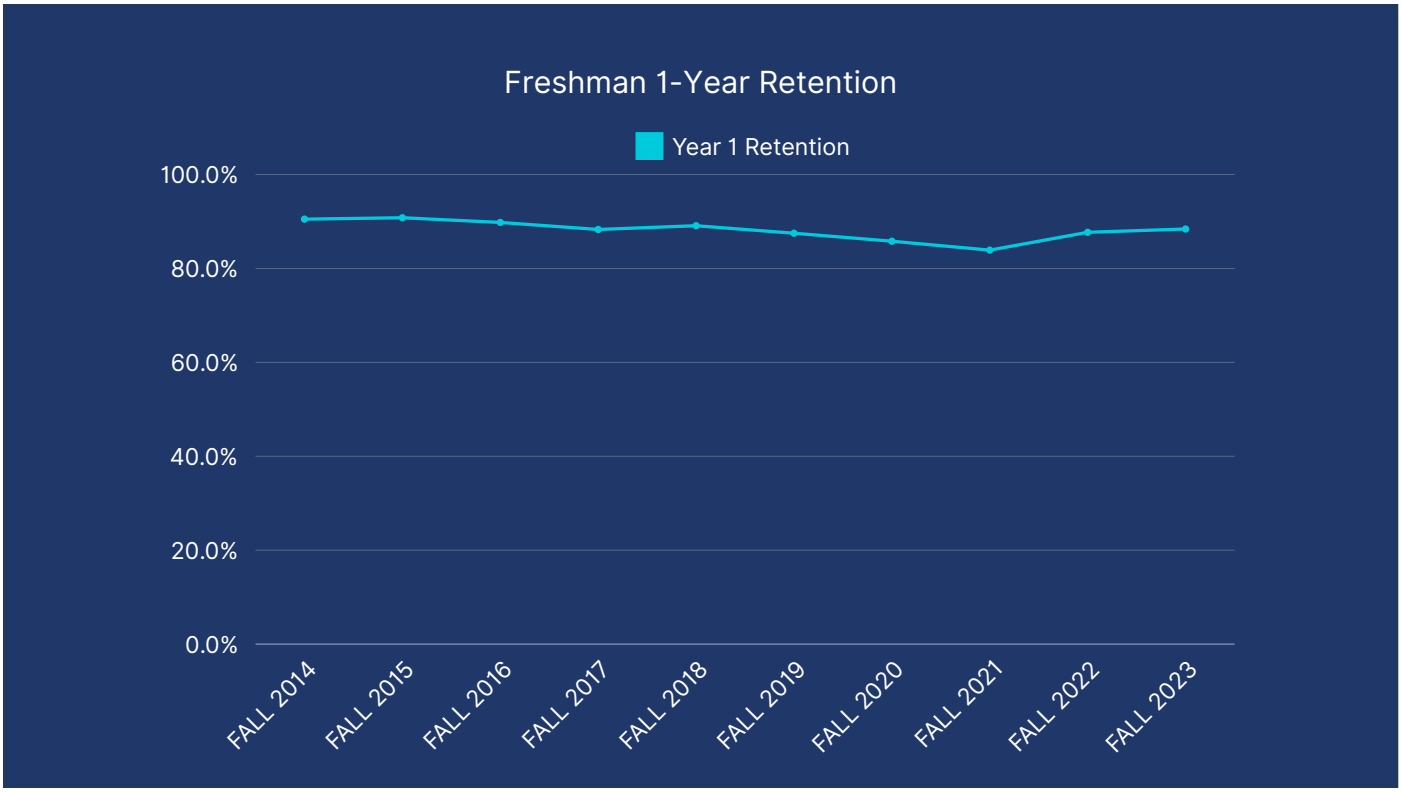
had been hovering at/above 50%, able to bring down to 47.6

Yield dipped slightly. Has been 20-21% in recent years, likely due to
- application spike among students who may not have had genuine interest/intent
- FAFSA challenges, especially for mixed-status immigrant families

Transfer applications also up 6.1%

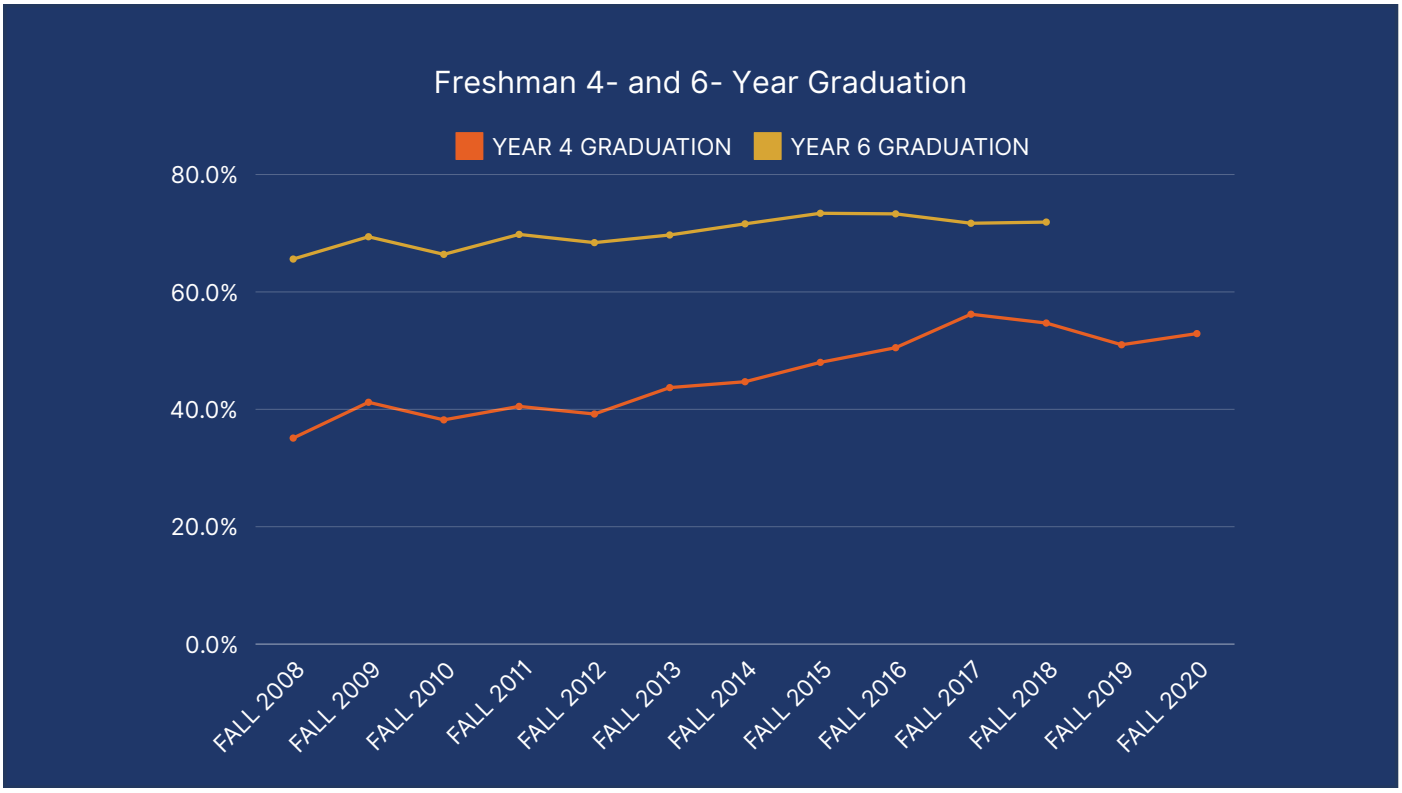


Bear in mind that half the majors here are "intended" not "declared," but this is what our undergraduates say they're pursuing. We know that by degree time, there is a slight shift away from Zicklin

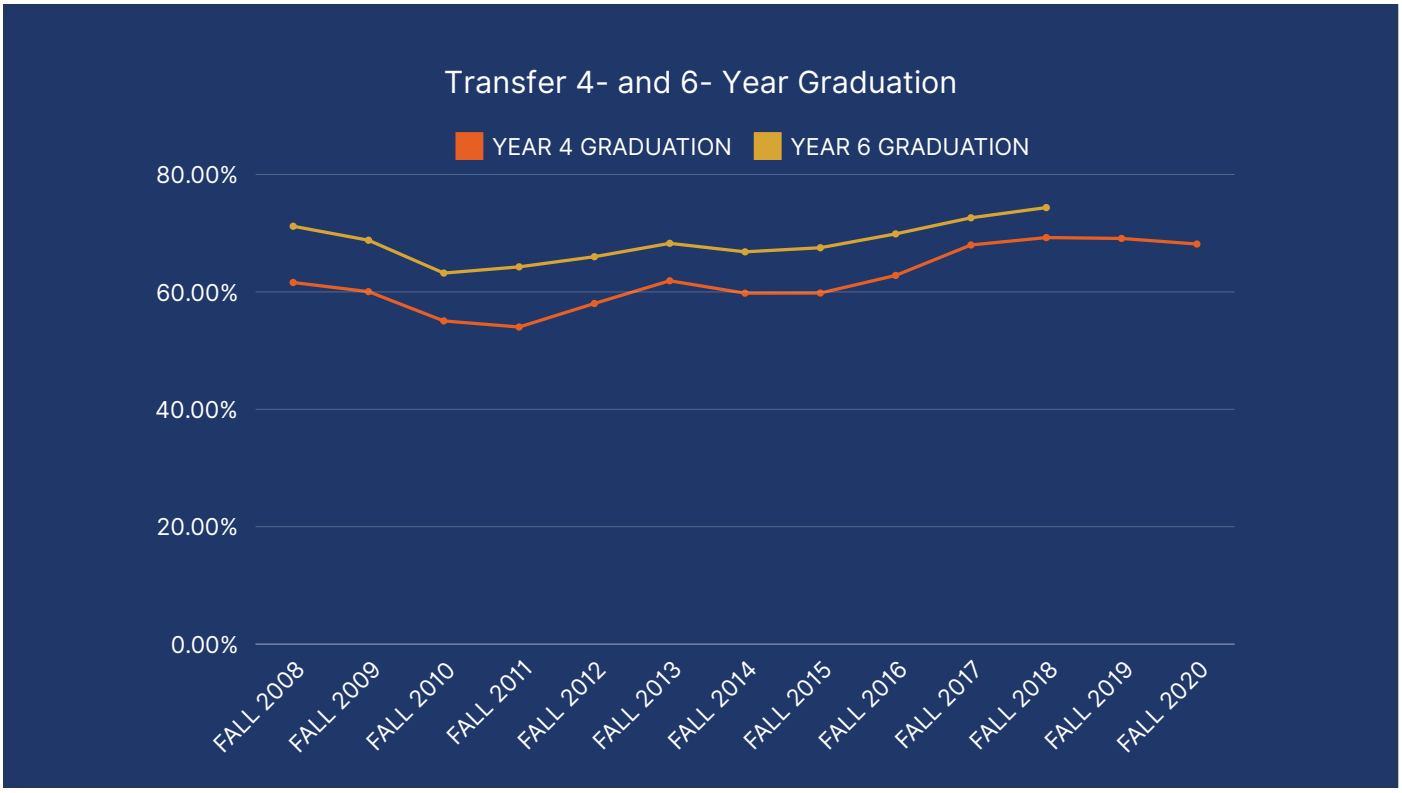


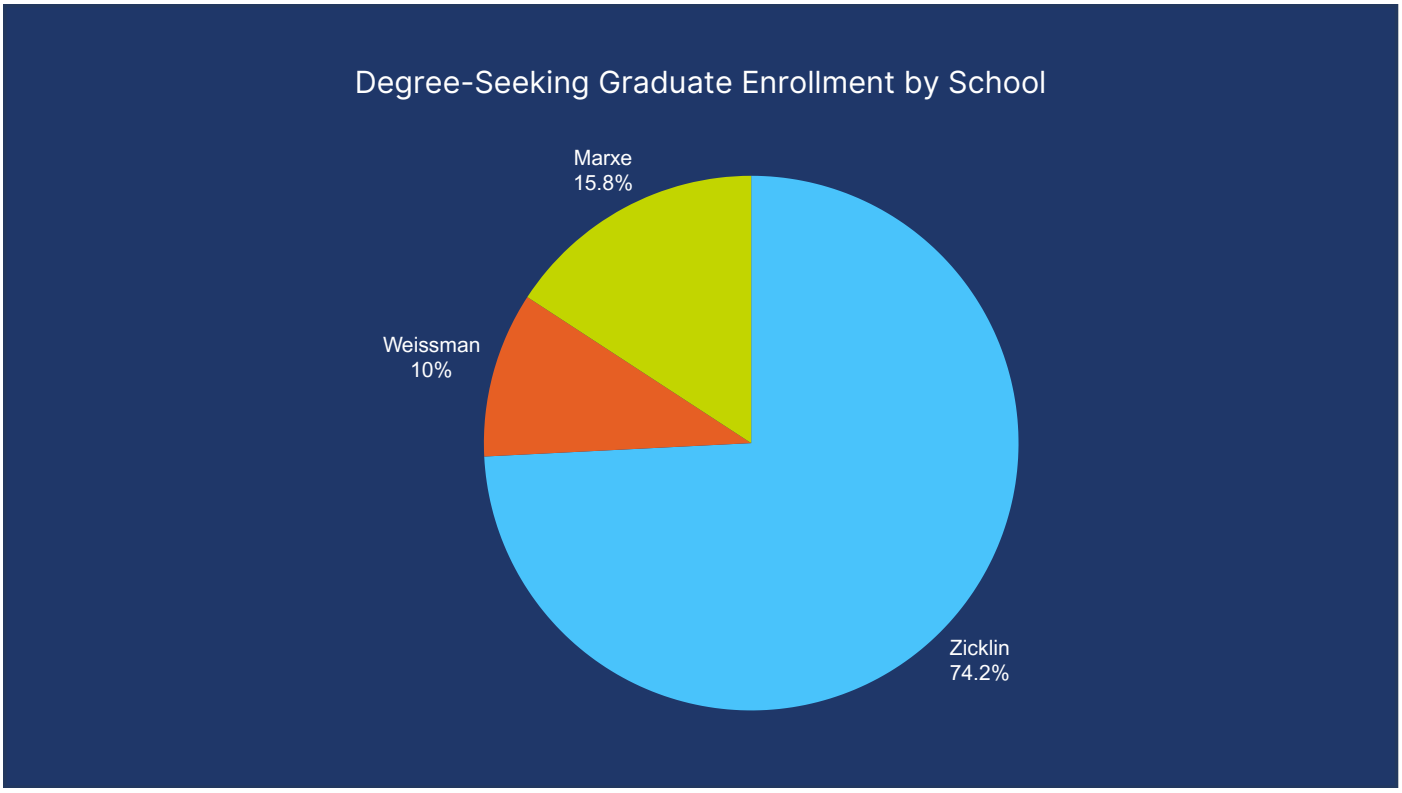
2013	90.7%
2014	90.5%
2015	90.8%
2016	89.8%
2017	88.3%
2018	89.1%
2019	87.5%
2020	85.8%
2021	83.9%
2022	87.7%
2023	88.4%

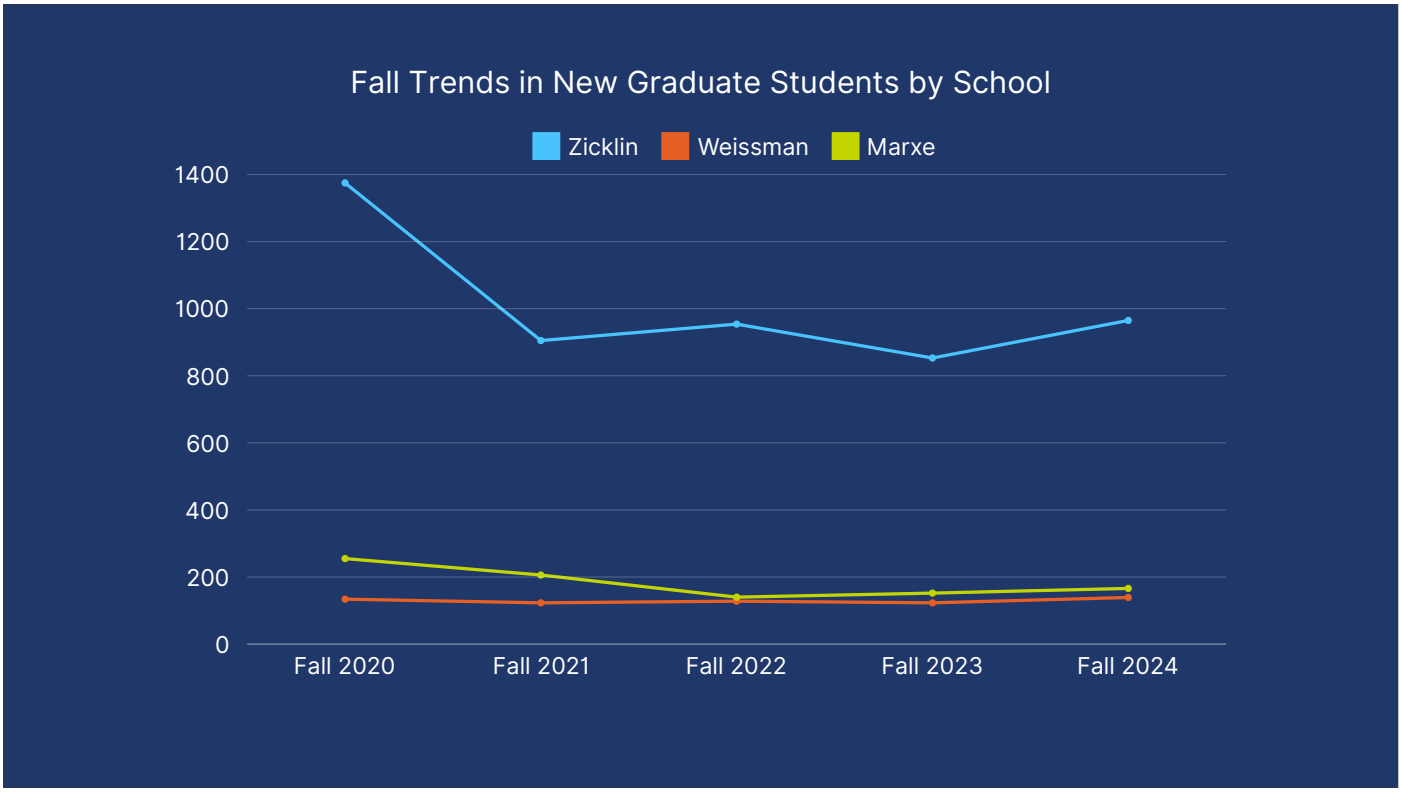
*Retention and graduation rates here and in the following slide reflect all first-time first-year students in the cohort; rates are frequently reported based on first-time full-time freshmen, which will result in slight variations in reported outcomes.



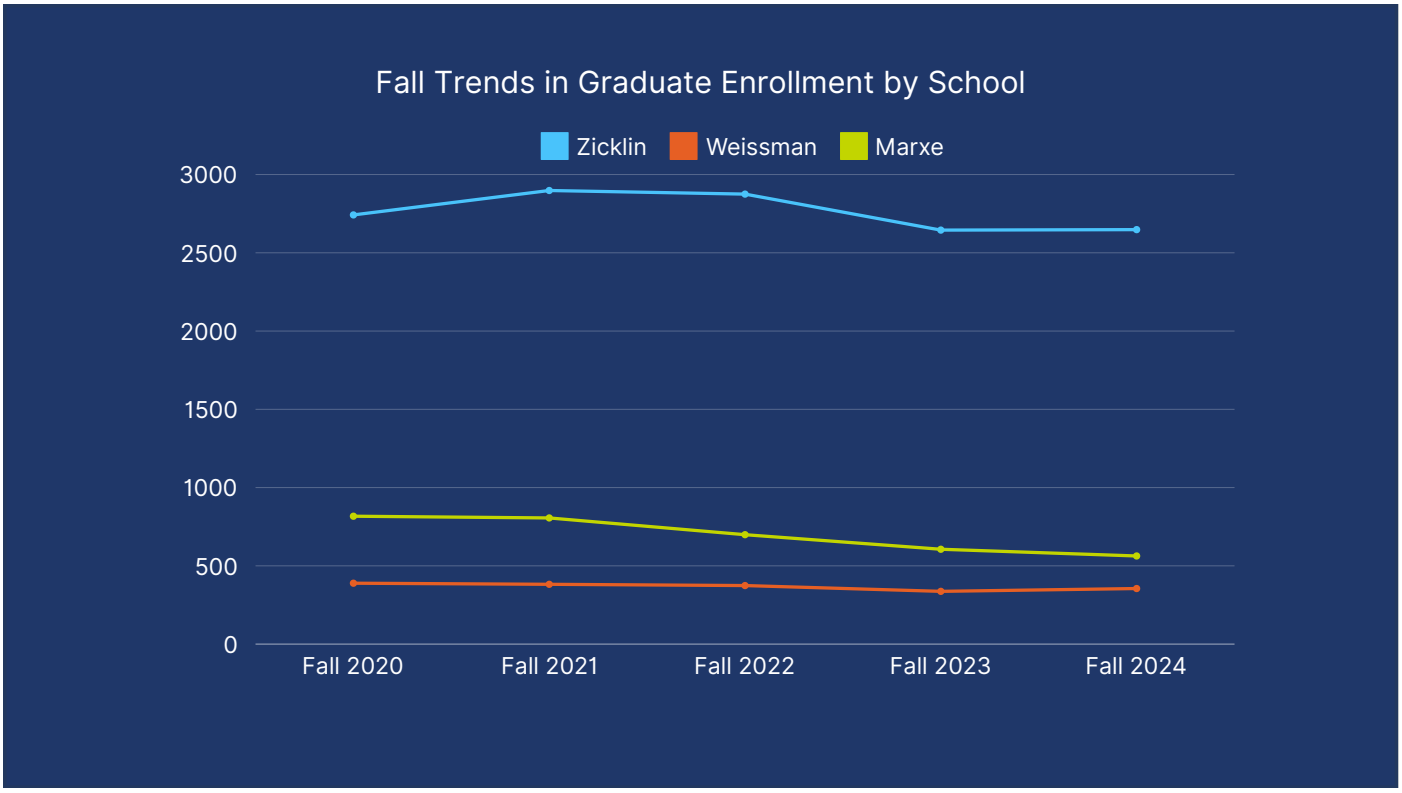
Cohort	4 YEAR	6 YEAR
Fall 2008	35.1%	65.6%
Fall 2009	41.2%	69.4%
Fall 2010	38.2%	66.4%
Fall 2011	40.5%	69.8%
Fall 2012	39.2%	68.4%
Fall 2013	43.7%	69.7%
Fall 2014	44.7%	71.6%
Fall 2015	48.0%	73.4%
Fall 2016	50.5%	73.3%
Fall 2017	56.2%	71.7%
Fall 2018	54.7%	71.9%
Fall 2019	51.0%	
Fall 2020	52.9%	
Fall 2021		
Fall 2022		
Fall 2023		
Fall 2024		


Transfer 4- and 6- Year Graduation
YEAR 4 GRADUATION
YEAR 6 GRADUATION
80.00%
60.00%
40.00%
20.00%
0.00%
FALL 2008
FALL 2009
FALL 2010
FALL 2011
FALL 2012
FALL 2013
FALL 2014
FALL 2015
FALL 2016
FALL 2017
FALL 2018
FALL 2019
FALL 2020

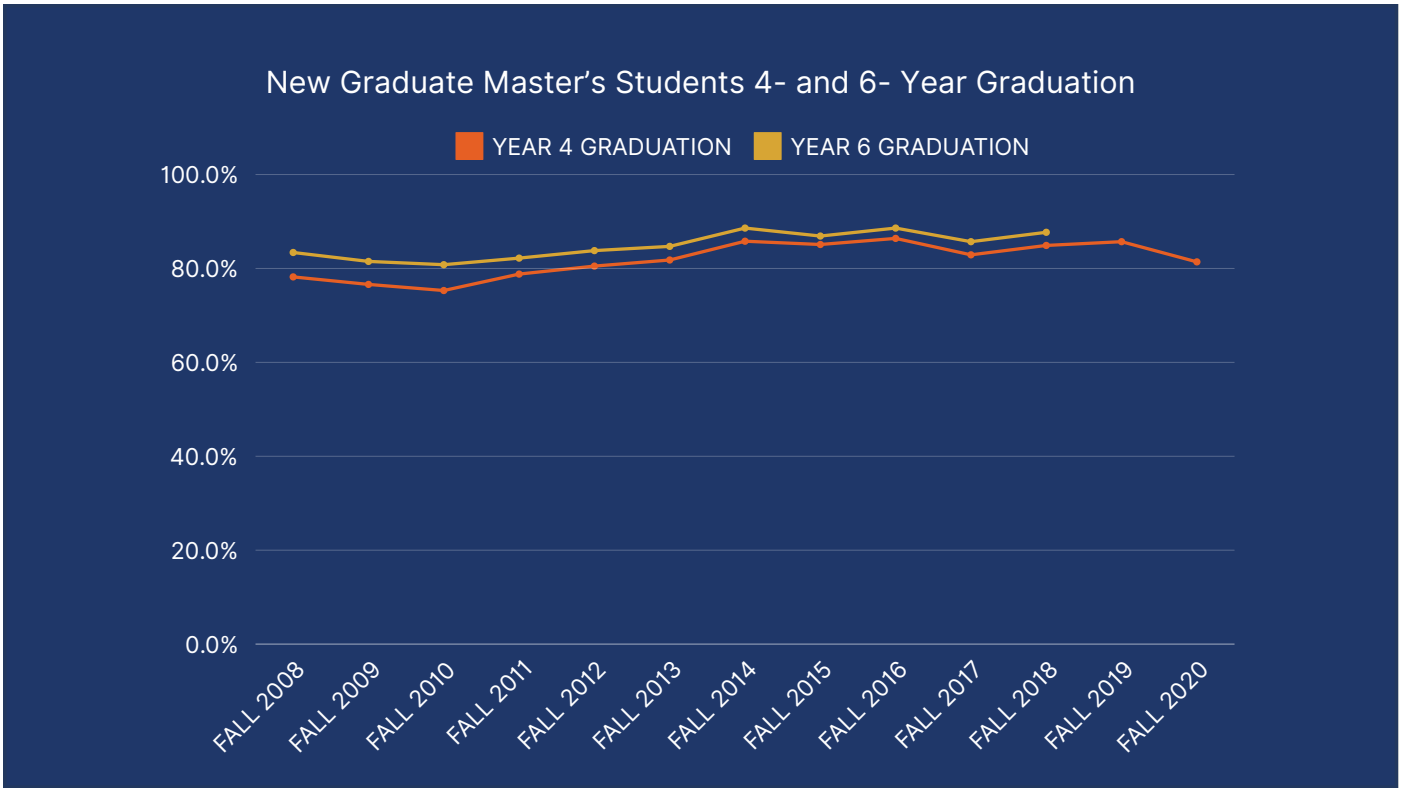

Degree-Seeking Graduate Enrollment by School
Marxe
15.8%
Weissman
10%
Zicklin
74.2%



New student numbers are up across all three schools, most dramatically in Zicklin, with boost from fully online degree programs



Overall enrollment down slightly: Zicklin flat, some decline in Marxe overall, slight rise is Weissman



2021 71.6%
2022 58.9%
2023 11.9%

*The outcomes reported here are in the aggregate across schools and programs. Significant variations in retention and graduation rates exist between academic programs, and faculty interested in the particulars of programs within their schools should pursue that data with their local dean and/or the office of institutional research.

LOOKING AHEAD

01

SPRING 2025 Targets
·New Frosh 110
·New Transfer 1050
·New Grad 495

Projected Total Enrollment: 19,400-19,450

02

- Stabilize size of undergraduate population at ≤16,000 (by 2028).
- Grow graduate incrementally to 4600 (by 2030)