Subcommittee on Enrollment

205 E 42nd Street - 7th Floor (Room 0725)
Nov 14, 2022 6:00 PM - Nov 14, 2022 7:00 PM EST

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Snapshot Headcount Enrollment Trends

Snapshot Run Date: Tuesday, November 1, 2022

Preliminary Data, NOT FOR DISTRIBUTION

Snapshot enrollment trends and weekly enrollment growth: The first dashboard provides an overview of current enrollment compared to this time last year. The subsequent three dashboards show enrollment for the current term and four previous years as of the same date, by college and selected student characteristics. The fifth dashboard shows weekly enrollment growth for the current term compared to the previous four years.

Select Term	Sector	College
Fall 2022	All	All

Compared to this day last year:

Total enrollment for Fall 2022 is **lower**: 221,961 compared to 240,528, a difference of -18,567 students or -7.7%.

Undergraduate enrollment for Fall 2022 is **lower**: 192,987 compared to 209,951, a difference of -16,964 students or -8.1%.

Graduate enrollment for Fall 2022 is **lower**: 28,974 compared to 30,577, a difference of -1,603 students or -5.2%.

First-time freshmen enrollment for Fall 2022 is **the same or about the same**: 34,651 compared to 34,579, a difference of 72 students or 0.2%.

New graduate student enrollment for Fall 2022 is **lower**: 8,792 compared to 9,571, a difference of -779 students or -8.1%.

New undergraduate transfer enrollment for Fall 2022 is **lower**: 16,963 compared to 17,856, a difference of -893 students or -5.0%.

Percent difference from prior year is calculated as the difference between the current term enrollment and the prior year term enrollment, divided by the prior year term enrollment.

Snapshot Headcount Enrollment Trends

Snapshot Run Date: Tuesday, November 1, 2022

Preliminary Data; NOT FOR DISTRIBUTION

Select Term	Class Level	Degree Status	Admission Category	Special Populations
Fall 2022	All	All	All	All

Snapshot Headcount as of November 1 of each year:

Sector	College	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Snapshot Headcount Five Year Trend	Fall 2022 Snapshot Headcount Percent Difference From: Fall 2020	Fall 2021
Senior	Baruch	18,013	18,668	19,735	19,944	19,849		1%	0%
	Brooklyn	18,163	17,853	17,744	15,959	14,211		-20%	-11%
	City	15,744	15,514	14,826	14,636	14,118		-5%	-4%
	Hunter	23,247	23,277	24,136	24,178	23,047		-5%	-5%
	John Jay	15,411	15,873	15,766	15,249	13,918		-12%	-9%
	Lehman	14,788	15,146	15,091	14,409	13,008		-14%	-10%
	Queens	19,753	19,936	19,715	18,775	17,052		-14%	-9%
	York	8,692	8,334	7,783	7,026	6,445		-17%	-8%
	Professional Studies	3,205	3,562	4,216	4,070	3,900		-7%	-4%
	Labor & Urban Studies	409	364	394	353	454		15%	29%
	Sector Total	137,425	138,527	139,406	134,599	126,002		-10%	-6%
Comprehensive	Medgar Evers	6,634	5,799	5,212	4,115	3,645		-30%	-11%
	NYCCT	17,125	16,811	15,463	14,160	12,981		-16%	-8%
	Staten Island	13,362	12,805	12,910	11,901	10,327		-20%	-13%
	Sector Total	37,121	35,415	33,585	30,176	26,953		-20%	-11%
Community	BMCC	26,697	25,642	22,663	18,788	17,635		-22%	-6%
	Bronx	10,607	10,124	8,439	7,312	6,815		-19%	-7%
	Guttman	959	1,024	1,019	886	850		-17%	-4%
	Hostos	7,355	7,155	6,204	5,474	4,993		-20%	-9%
	Kingsborough	15,093	15,447	13,184	11,585	11,784		-11%	2%
	LaGuardia	18,989	18,376	16,485	14,952	11,815		-28%	-21%
	Queensborough	15,500	14,119	12,447	11,059	9,658		-22%	-13%
	Sector Total	95,200	91,887	80,441	70,056	63,550		-21%	-9%
Graduate/ Professional	Graduate School	3,603	3,602	3,561	3,434	3,273		-8%	-5%
	Journalism School	230	230	212	214	198		-7%	-7%
	Law School	582	625	678	699	698		3%	0%
	Public Health	589	746	923	949	917		-1%	-3%
	Medical School	296	351	398	401	370		-7%	-8%
	Sector Total	5,300	5,554	5,772	5,697	5,456		-5%	-4%
University Total		275,046	271,383	259,204	240,528	221,961		-14%	-8%

Office of Applied Research, Evaluation, and Data Analytics (OAREDA)

Snapshot Headcount Enrollment Trends

Fall 2022, Comprehensive Colleges only, by Degree Level and College

Snapshot Run Date: Tuesday, November 1, 2022

Preliminary Data, NOT FOR DISTRIBUTION

Select Term	Degree Status	Admission Category	Special Populations
Fall 2022	All	All	All

Degree Level	College	Snapshot Headcount as of November 1 of each year: Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Snapshot Headcount Five Year Trend	Fall 2022 Snapshot Headcount Percent Difference From: Fall 2020	Fall 2021
Associate	Medgar Evers	2,550	1,932	1,538	1,138	844		-45%	-26%
	NYCCT	7,307	7,068	6,620	6,374	5,918		-11%	-7%
	Staten Island	4,881	4,347	4,016	3,108	2,438		-39%	-22%
	Degree Level Total	14,738	13,347	12,174	10,620	9,200		-24%	-13%
Baccalaureate	Medgar Evers	3,355	3,374	3,223	2,662	2,376		-26%	-11%
	NYCCT	8,897	8,805	8,004	7,097	6,385		-20%	-10%
	Staten Island	6,926	6,874	7,331	7,281	6,558		-11%	-10%
	Degree Level Total	19,178	19,053	18,558	17,040	15,319		-17%	-10%
Associate and Baccalaureate Total		33,916	32,400	30,732	27,660	24,519		-20%	-11%

Snapshot Headcount Enrollment Trends

Snapshot Run Date: Tuesday, November 1, 2022

Preliminary Data, NOT FOR DISTRIBUTION

Select Term	Sector	College
Fall 2022	All	All

Snapshot Headcount as of November 1 of each year:

Class Level and Sector	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	YOY Snapshot Headcount Five Year Trend	Fall 2022 Snapshot Headcount Percent Difference From: Fall 2020	Fall 2022 Snapshot Headcount Percent Difference From: Fall 2021
Undergraduate, Senior Colleges	113,750	114,861	114,989	110,768	103,435		-10%	-7%
Undergraduate, Comprehensive Colle..	36,086	34,332	32,543	29,127	26,002		-20%	-11%
Undergraduate, Community Colleges	95,200	91,887	80,441	70,056	63,550		-21%	-9%
Graduate	30,010	30,303	31,231	30,577	28,974		-7%	-5%
Admission Category								
First-time Freshmen	39,825	40,657	37,607	34,579	34,651		-8%	0%
Transfers	25,089	24,197	19,551	17,856	16,963		-13%	-5%
Undergraduate Readmits	11,713	11,101	10,361	10,385	9,274		-10%	-11%
Continuing Undergraduate Students	145,259	141,616	141,311	129,133	114,955		-19%	-11%
New Graduate Students	9,298	9,557	10,430	9,571	8,792		-16%	-8%
Graduate Readmits	582	589	589	513	583		-1%	14%
Continuing Graduate Students	18,807	18,911	19,106	19,668	18,725		-2%	-5%
Nondegree Students	24,473	24,755	20,249	18,823	18,018		-11%	-4%
Degree Status								
Undergraduate Degree	221,878	217,565	208,820	191,947	175,838		-16%	-8%
Undergraduate Nondegree	23,158	23,515	19,153	18,004	17,149		-10%	-5%
Graduate Degree	28,691	29,045	30,111	29,742	28,087		-7%	-6%
Graduate Nondegree	1,319	1,258	1,120	835	887		-21%	6%
Special Populations								
SEEK/CD	10,713	10,733	10,070	8,806	7,804		-23%	-11%
ASAP	22,385	22,612	21,050	17,713	17,339		-18%	-2%
High School Students	18,707	18,897	13,686	14,660	14,218		4%	-3%

Office of Applied Research, Evaluation, and Data Analytics (OAREDA)

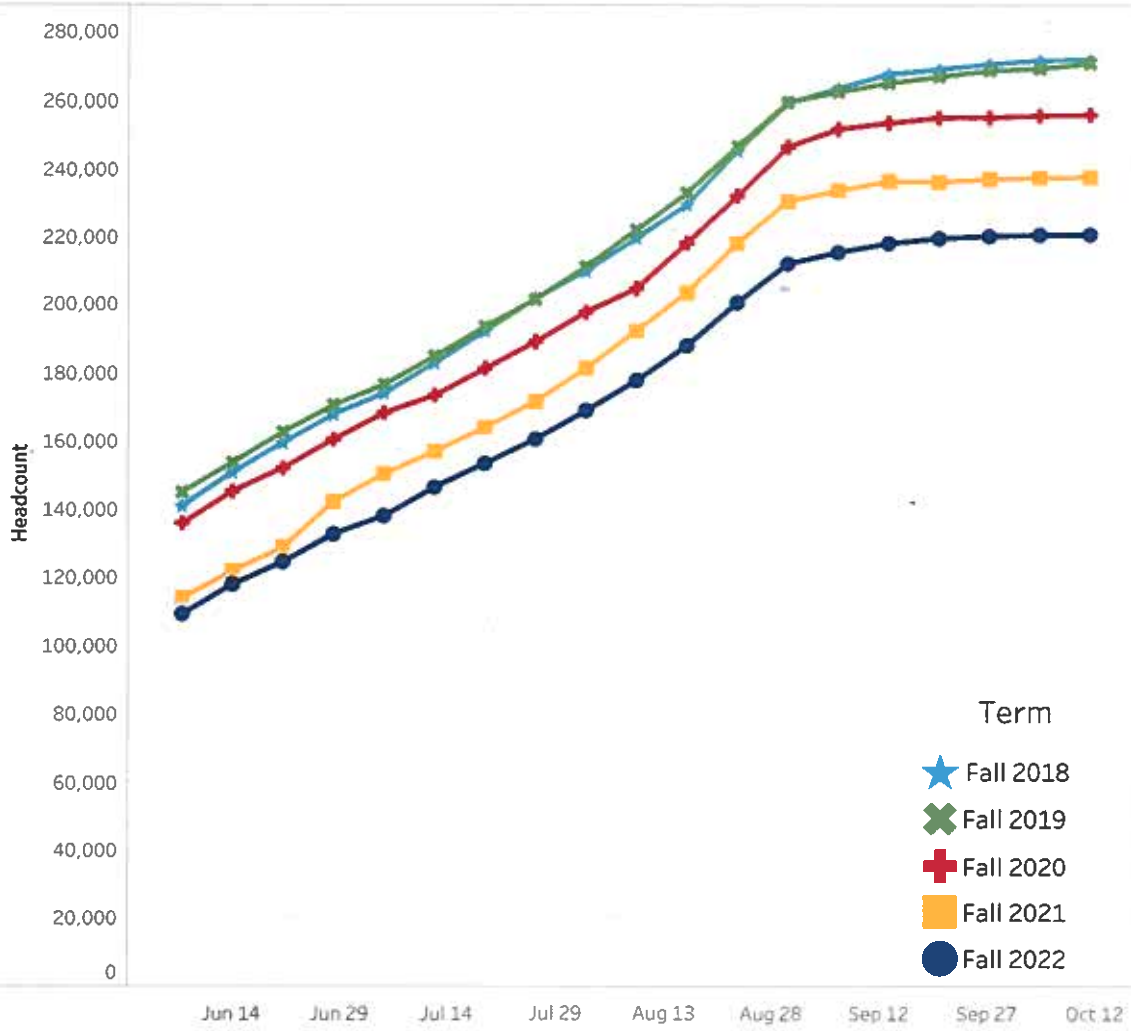
Snapshot Headcount Enrollment Trends

Snapshot Run Date: Tuesday, November 1, 2022

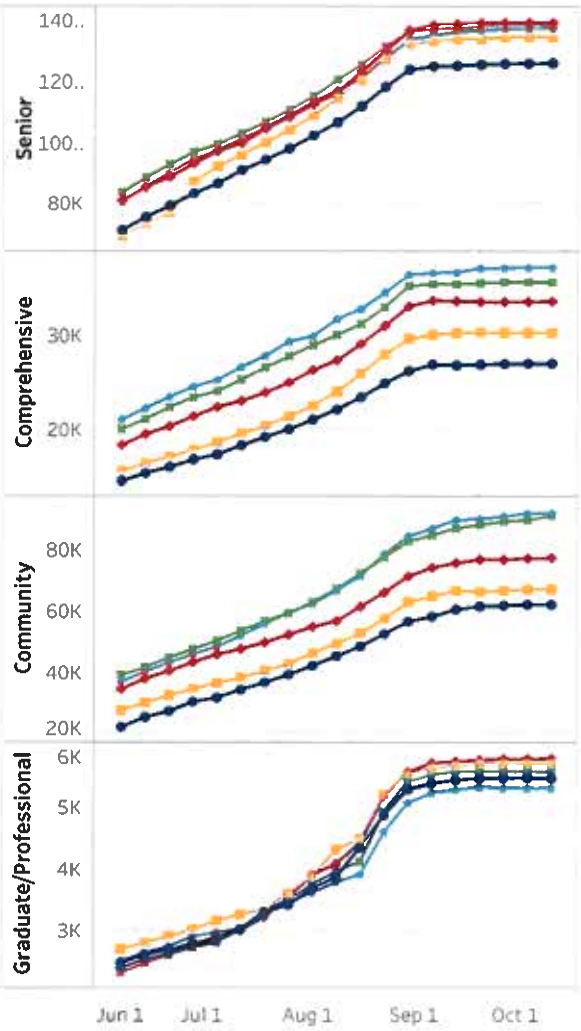
Preliminary Data, NOT FOR DISTRIBUTION

Select Term	College	Class Level	Degree Status	Admission Category	Special Populations
Fall 2022	All	All	All	All	All

Snapshot Headcount by Week, University Total



Snapshot Headcount by Week, Sector Totals



Note: Overlapping labels not shown. College filter not applied to Sector Totals

Office of Applied Research, Evaluation, and Data Analytics (OAREDA)

Applications & Admissions Snapshot

Select Admission Term: Spring 2023

Select New Student Type: First-time Freshmen

View Total Apps YoY Table | View Admitted YoY Table | View Accepted YoY Table | Return to Start page

Table 1. Unique Applicants: Spring 2023 First-time Freshmen

Current Term Run Date: November 2, 2022, Prior Term Run Date: November 2, 2021

		Current Term Snapshot of Unique Applicants	Prior Term Snapshot of Unique Applicants	Prior Term Total Unique Applicants	Percent of Current Term Snapshot to Prior Term Total Unique Applicants	Percentage of Prior Term Snapshot to Prior Term Total Unique Applicants	Percent Change from Prior Term Snapshot to Current Term Snapshot of Unique Applicants
Senior	**Baruch**	874	802	1,275	68.5%	62.9%	9.0%
	Brooklyn	1,316	1,157	1,703	77.3%	67.9%	13.7%
	City	1,464	1,144	1,849	79.2%	61.9%	28.0%
	Hunter	945	808	1,286	73.5%	62.8%	17.0%
	John Jay	714	631	1,062	67.2%	59.4%	13.2%
	Lehman	987	814	1,316	75.0%	61.9%	21.3%
	Queens	878	717	1,280	68.6%	56.0%	22.5%
	York	747	678	1,198	62.4%	56.6%	10.2%
	Professional Studies	21	14	108	19.4%	13.0%	50.0%
	Labor and Urban Studies	8	13	35	22.9%	37.1%	-38.5%
	Total Senior	4,009	3,496	5,882	68.2%	59.4%	14.7%
Comprehensive	**Medgar Evers**	663	552	972	68.2%	56.8%	20.1%
	NYCCT	1,223	1,043	1,867	65.5%	55.9%	17.3%
	Staten Island	776	876	1,224	63.4%	71.6%	-11.4%
	Total Comprehensive	2,256	2,118	3,481	64.8%	60.8%	6.5%
Community	**BMCC**	2,943	2,904	5,088	57.8%	57.1%	1.3%
	Bronx	1,337	1,210	2,441	54.8%	49.6%	10.5%
	Guttman	259	219	452	57.3%	48.5%	18.3%
	Hostos	882	905	1,824	48.4%	49.6%	-2.5%
	Kingsborough	1,120	1,103	2,444	45.8%	45.1%	1.5%
	LaGuardia	1,655	1,514	3,236	51.1%	46.8%	9.3%
	Queensborough	1,456	1,299	2,289	63.6%	56.7%	12.1%
	Total Commmunity	6,028	5,614	11,243	53.6%	49.9%	7.4%
Total University	**Total University**	8,626	8,066	14,989	57.5%	53.8%	6.9%

Admissions Snapshot

Select Admission Term: Spring 2023

Select New Student Type: First-time Freshmen

View Unique Apps YoY Table | View Total Apps YoY Table | View Accepted YoY Table | Return to Start page

Table 3. Total Admitted: Spring 2023 First-time Freshmen

Current Term Run Date: **November 2, 2022**, Prior Term Run Date: **November 2, 2021**

		Current Term Snapshot of Admitted	Prior Term Snapshot of Admitted	Prior Term Total Admitted	Percentage of Current Term Snapshot to Prior Term Total Admitted	Percentage of Prior Term Snapshot to Prior Term Total Admitted	Percent Change from Prior Term Snapshot to Current Term Snapshot of Admitted
Senior	**Baruch**						-18.2%
	Brooklyn						43.5%
	City						111.1%
	Hunter						-23.6%
	John Jay						23.7%
	Lehman						-19.0%
	Queens						159.1%
	York						-37.9%
	Professional Studies						50.0%
	Labor and Urban Studies						0.0%
	Total Senior						22.1%
Comprehensive	**Medgar Evers**						38.4%
	NYCCT						1097.3%
	Staten Island						-24.0%
	Total Comprehensive						43.1%
Community	**BMCC**						7.2%
	Bronx						46.6%
	Guttman						612.5%
	Hostos						17.3%
	Kingsborough						24.6%
	LaGuardia						42.5%
	Queensborough						24.6%
	Total Commmunity						22.9%
Total University	**Total University**						25.7%

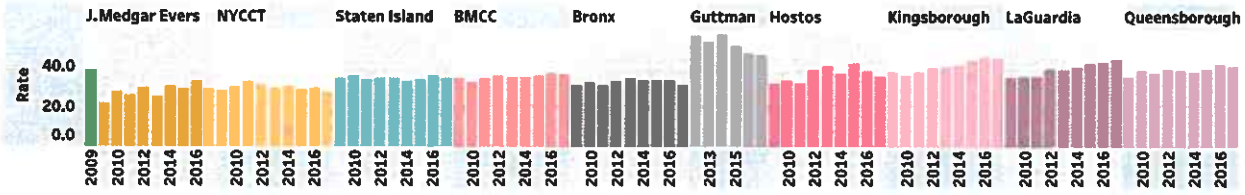
Office of Applied Research, Evaluation and Data Analytics

Student Data Book

4 Year Institution Persistence Rates for Full-time First-time Freshmen Enrolled in Associate Degree Programs

for selected filters

	2009	2010	2011	2012	2013	2014	2015	2016	2017
John Jay	37.4								
Medgar Evers	21.2	26.7	24.7	29.0	24.3	29.2	28.3	31.8	28.3
NYCCT	27.6	29.6	32.3	30.5	29.0	30.1	28.4	28.7	26.7
Staten Island	33.1	34.9	32.6	33.5	33.2	31.9	32.4	34.8	33.5
BMCC	33.9	32.0	33.6	34.6	34.2	34.2	34.8	36.2	36.0
Bronx	30.1	31.1	29.9	32.3	33.4	32.7	32.5	32.4	29.9
Guttman				54.7	51.4	54.9	49.4	46.0	45.2
Hostos	31.2	32.4	31.6	38.0	39.5	35.9	40.8	37.1	34.6
Kingsborough	36.3	34.5	36.2	38.5	39.7	40.2	42.8	44.3	44.3
LaGuardia	33.7	34.9	34.6	38.7	38.1	38.9	40.7	41.8	42.8
Queensborough	34.0	37.0	35.8	38.0	37.4	36.8	37.6	40.4	39.3
University Total	32.5	33.1	33.3	35.5	35.0	35.3	35.8	36.9	36.0



Filtered for: College: All; Sector: All; Gender: All; Ethnicity: All; Age Group: All; Residency: All

Retention Rates are calculated as the percentage who are still enrolled at the college of entry in the subsequent fall term(s) and have not earned the degree pursued or a higher degree.

Graduation Rates are calculated as the percentage earning the degree pursued or a higher degree at the college of entry any time prior to the start of the subsequent fall term(s). Students who earned a degree lower than that pursued, but who are still enrolled for the degree pursued in the subsequent fall term(s), are counted as still enrolled and are not counted as having earned the lower degree.

Persistence Rates are the sum of the retention and graduation rates.

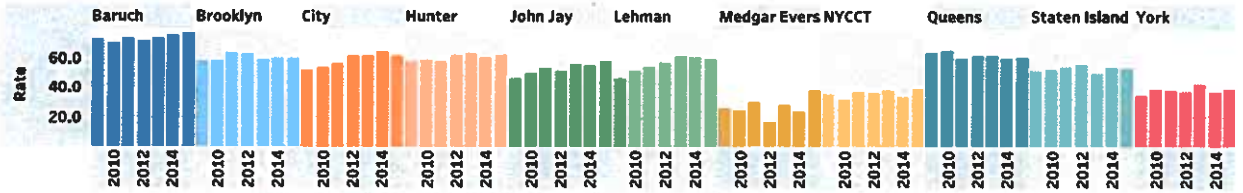
Note: Zeros in the graduation rates indicate that a number of students, less than 0.05 percent, graduated so the rate rounds down to 0 percent, whereas a blank indicates that zero students graduated.

Student Data Book

6 Year Institution Persistence Rates for Full-time First-time Freshmen Enrolled in Baccalaureate Degree Programs

for selected filters

	2009	2010	2011	2012	2013	2014	2015
Baruch	72.5	69.9	72.9	71.3	72.9	75.3	76.6
Brooklyn	58.5	58.1	63.7	62.2	58.8	59.8	60.2
City	52.1	53.7	56.6	61.8	61.6	64.6	61.7
Hunter	58.2	58.4	56.8	61.5	63.0	60.3	61.9
John Jay	45.8	49.0	53.0	50.8	55.0	54.2	57.5
Lehman	45.2	50.9	53.3	55.9	60.7	59.7	58.9
Medgar Evers	25.6	24.1	29.9	16.2	27.9	23.4	37.4
NYCCT	35.2	31.6	36.4	35.7	37.4	33.5	38.1
Queens	63.5	64.9	60.3	61.5	61.3	60.3	60.6
Staten Island	50.5	51.7	53.4	55.8	49.2	53.2	53.9
York	33.8	38.6	37.6	37.0	42.0	36.5	38.8
University Total	54.0	54.7	56.6	57.1	58.2	57.6	59.1



Filtered for: College: **All**; Sector: **All**; Gender: **All**; Ethnicity: **All**; Age Group: **All**; Residency: **All**

Retention Rates are calculated as the percentage who are still enrolled at the college of entry in the subsequent fall term(s) and have not earned the degree pursued or a higher degree.

Graduation Rates are calculated as the percentage earning the degree pursued or a higher degree at the college of entry any time prior to the start of the subsequent fall term(s). Students who earned a degree lower than that pursued, but who are still enrolled for the degree pursued in the subsequent fall term(s), are counted as still enrolled and are not counted as having earned the lower degree.

Persistence Rates are the sum of the retention and graduation rates.

Note: Zeros in the graduation rates indicate that a number of students, less than 0.05 percent, graduated so the rate rounds down to 0 percent, whereas a blank indictes that zero students graduated.

Glossary | Return to Overview

How Transfer Credits Are Applied to Degree Requirements, by Receiving College

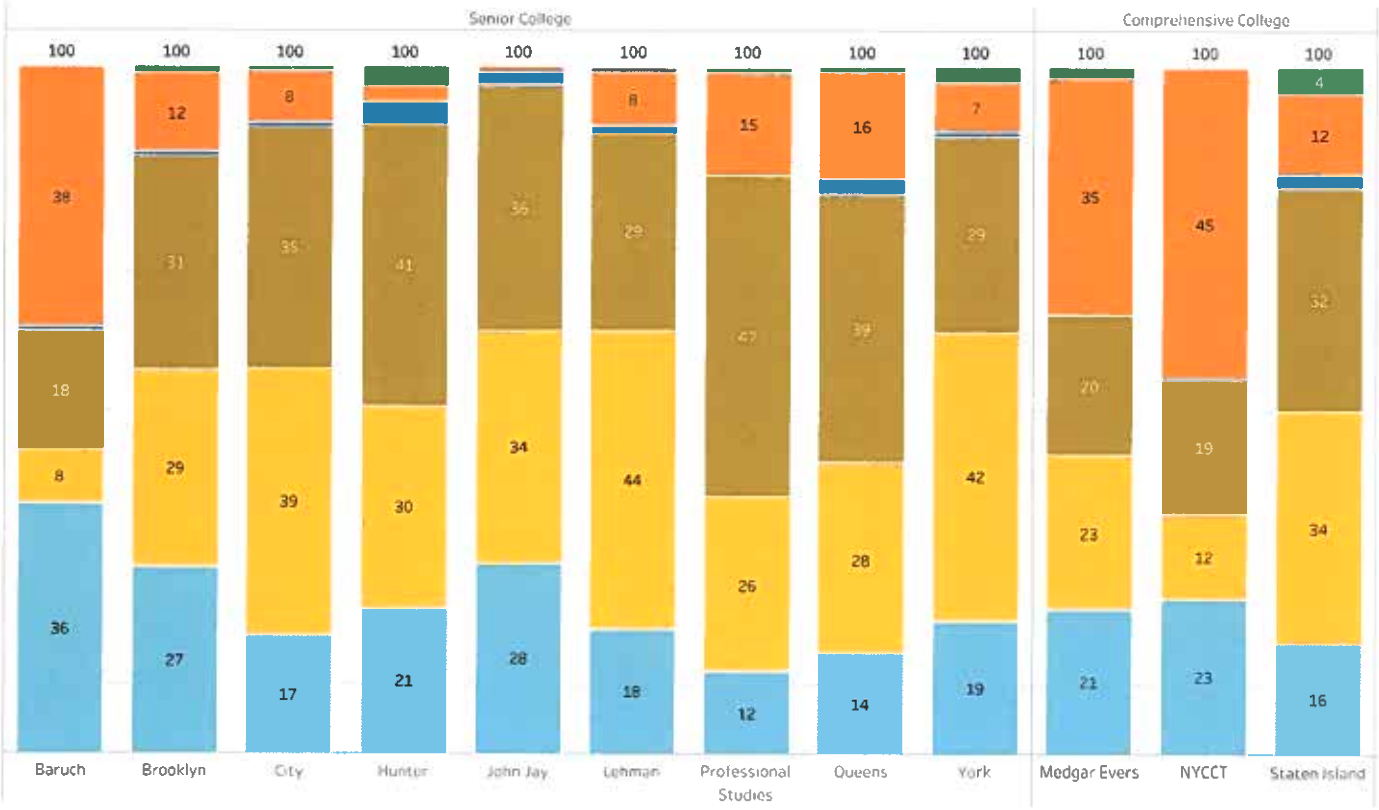
Select View:
- ○ Total Credits Transferred
- ◉ Percent of Credits Transferred

Select Articulation Year
2021-22

Select Sending College(s)
All

Select Receiving College(s)
All

Select Associate Degree Earned
AA/AS



Select Associate Major(s)
Multiple values

Select Current Bachelor's Major(s)
Multiple values

Glossary | Return to Overview

How Transfer Credits Are Applied to Degree Requirements, by CUNY Sending College

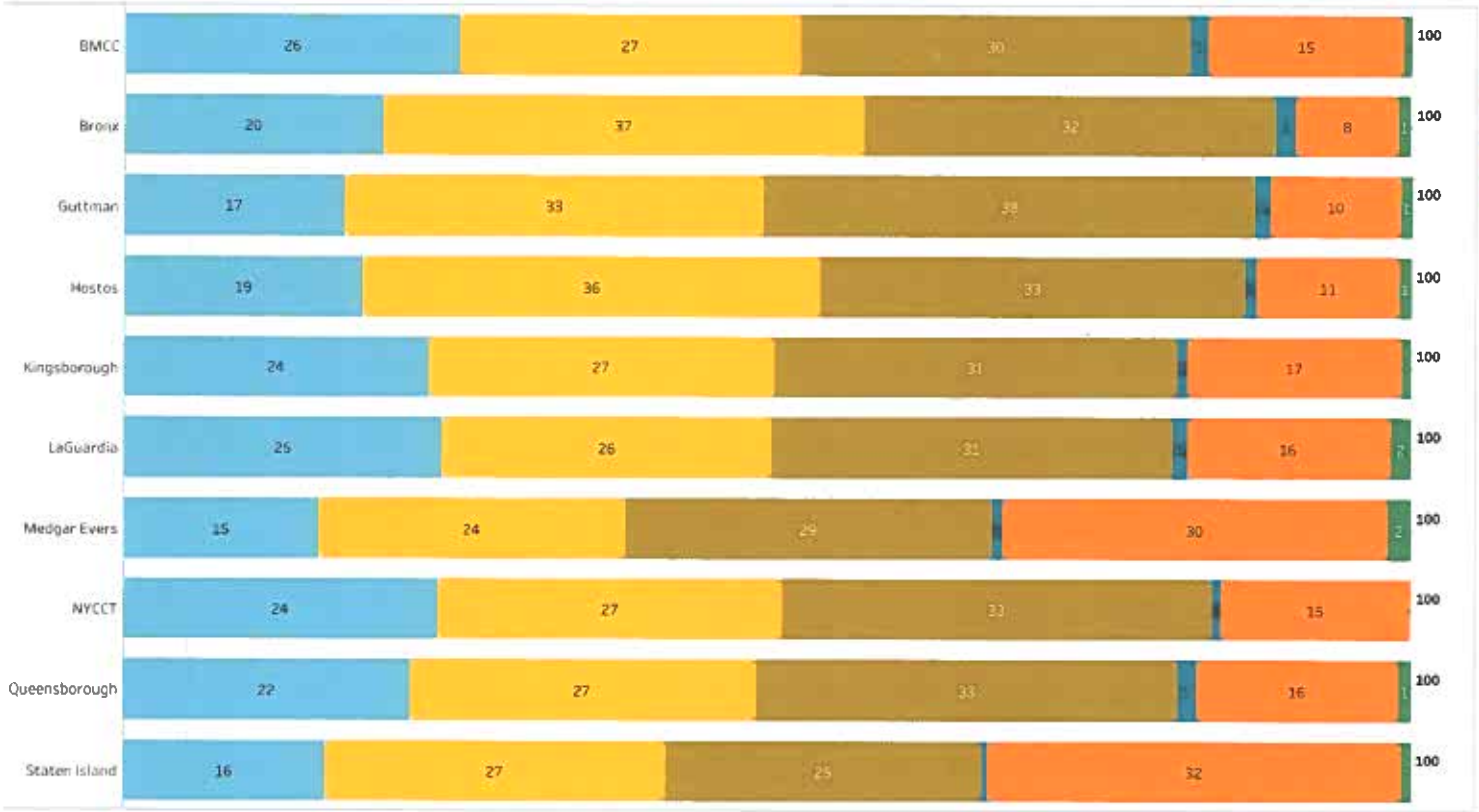
Select View:
(○) Total Credits Transferred
(●) Percent of Credits Transferred

Select Articulation Year
2021-22

Select Sending College(s)
All

Select Receiving College(s)
All

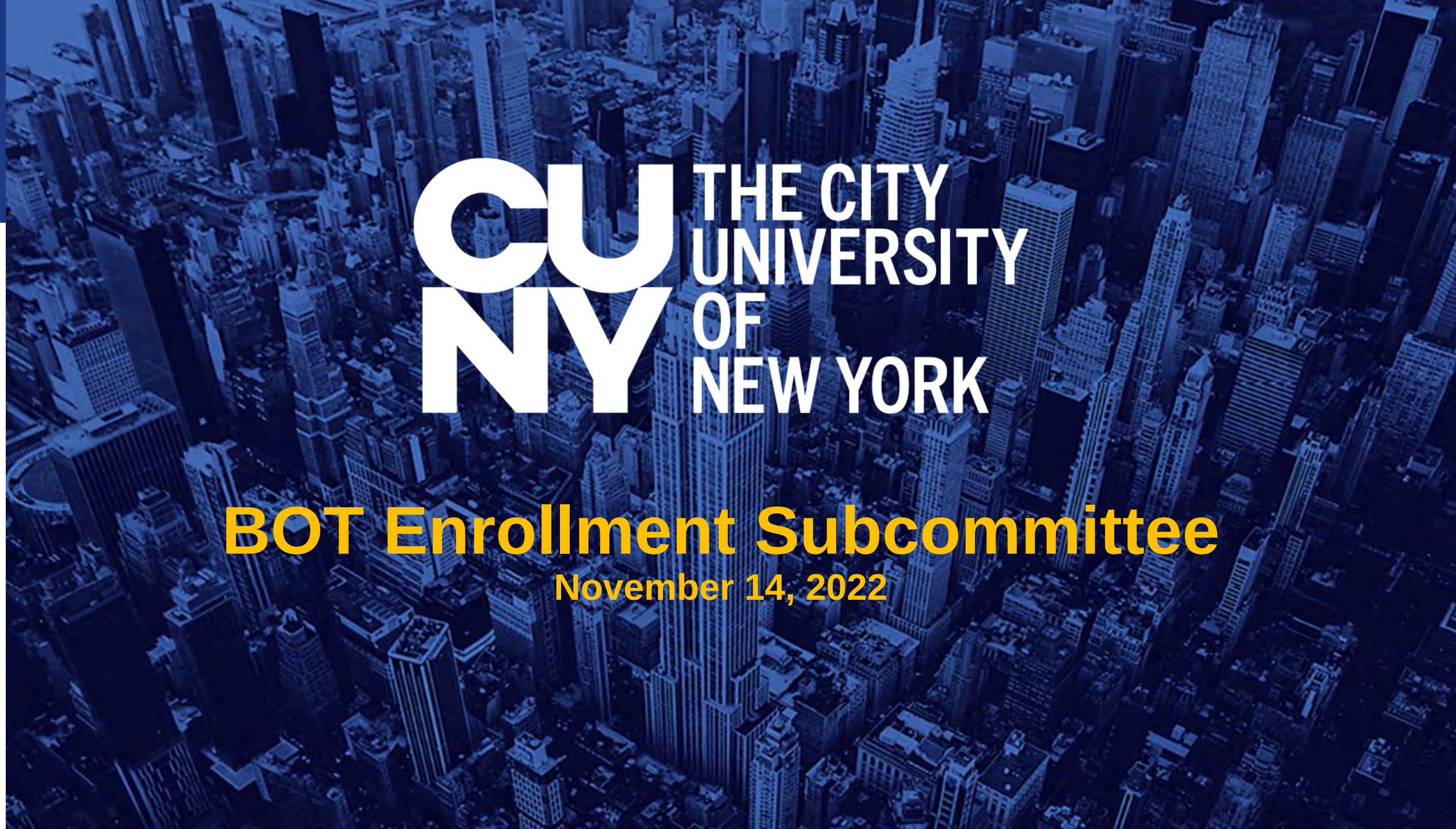
Select Associate Degree Earned
AA/AS



Degree Requirement Type
- Refused Credits
- Lost Credits
- Other
- Elective
- General Education
- Major/Pre Major

Select Associate Major(s)
Multiple values

Select Current Bachelor's Major(s)
Multiple values



BOT Enrollment Subcommittee

November 14, 2022

Overview

- Enrollment Update
- Key Strategies
- Keep Updated:

  CUNY Dashboards
- Commitment to Transparency

Fall Enrollment – as of Oct 20, 2022

Preliminary Data

Select Term: Fall 2022 | Sector: (All) | College: (All)

Compared to this day last year:

Total enrollment for Fall 2022 is **lower**: 220,951 compared to 240,437, a difference of -19,486 students or -8.1%.

Undergraduate enrollment for Fall 2022 is **lower**: 192,049 compared to 209,880, a difference of -17,831 students or -8.5%.

Graduate enrollment for Fall 2022 is **lower**: 28,902 compared to 30,557, a difference of -1,655 students or -5.4%.

First-time freshmen enrollment for Fall 2022 is **the same or about the same**: 34,657 compared to 34,597, a difference of 60 students or 0.2%.

New graduate student enrollment for Fall 2022 is **lower**: 8,794 compared to 9,576, a difference of -782 students or -8.2%.

New undergraduate transfer enrollment for Fall 2022 is **lower**: 16,955 compared to 17,859, a difference of -904 students or -5.1%.

CUNY THE CITY UNIVERSITY OF NEW YORK

Five Year Enrollment Trends

Snapshot Headcount Enrollment Trends

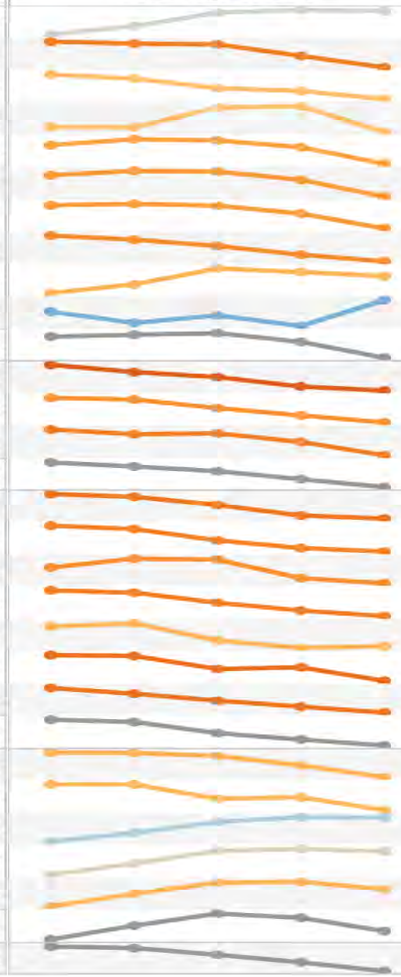
Snapshot Run Date: Thursday, October 20, 2022

Preliminary Data, NOT FOR DISTRIBUTION

Select Term	Class Level	Degree Status	Admission Category	Special Populations
Fall 2022	All	All	All	All

Snapshot Headcount as of October 20 of each year:

Sector	College	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Snapshot Headcount Five Year Trend	Fall 2022 Snapshot Headcount Percent Difference From: Fall 2020	Fall 2021
Senior	Baruch	18,014	18,663	19,737	19,949	19,858		1%	0%
	Brooklyn	18,159	17,849	17,733	15,956	14,194		-20%	-11%
	City	15,748	15,471	14,826	14,636	14,085		-5%	-4%
	Hunter	23,243	23,227	24,083	24,137	23,026		-4%	-5%
	John Jay	15,409	15,878	15,770	15,245	13,925		-12%	-9%
	Lehman	14,786	15,146	15,090	14,408	13,007		-14%	-10%
	Queens	19,754	19,926	19,703	18,774	17,011		-14%	-9%
	York	8,693	8,336	7,783	7,026	6,445		-17%	-8%
	Professional Studies	3,206	3,562	4,217	4,070	3,903		-7%	-4%
	Labor & Urban Studies	409	364	394	352	454		15%	29%
	Sector Total	**137,421**	**138,422**	**139,336**	**134,553**	**125,908**		-10%	-6%
Comprehensive	Medgar Evers	6,635	5,800	5,214	4,124	3,645		-30%	-12%
	NYCCT	17,269	16,967	15,513	14,270	13,088		-16%	-8%
	Staten Island	13,368	12,812	12,914	11,904	10,331		-20%	-13%
	Sector Total	**37,272**	**35,579**	**33,641**	**30,298**	**27,064**		-20%	-11%
Community	BMCC	26,697	25,640	22,664	18,785	17,637		-22%	-6%
	Bronx	10,594	10,113	8,443	7,325	6,815		-19%	-7%
	Guttman	962	1,025	1,018	886	850		-17%	-4%
	Hostos	7,368	7,153	6,204	5,474	4,943		-20%	-10%
	Kingsborough	14,952	15,502	12,668	11,442	11,734		-7%	3%
	LaGuardia	18,579	18,308	14,419	14,915	10,886		-25%	-27%
	Queensborough	15,487	14,118	12,479	11,062	9,658		-23%	-13%
	Sector Total	**94,639**	**91,859**	**77,895**	**69,889**	**62,523**		-20%	-11%
Graduate/ Professional	Graduate School	3,607	3,603	3,561	3,434	3,273		-8%	-5%
	Journalism School	230	230	212	214	198		-7%	-7%
	Law School	582	625	677	699	698		3%	0%
	Public Health	589	746	923	949	917		-1%	-3%
	Medical School	296	351	398	401	370		-7%	-8%
	Sector Total	**5,304**	**5,555**	**5,771**	**5,697**	**5,456**		-5%	-4%
University Total		**274,636**	**271,415**	**256,643**	**240,437**	**220,951**		-14%	-8%



Office of Applied Research, Evaluation, and Data Analytics (OAREDA)

Multiple Views

Snapshot Headcount Enrollment Trends

Snapshot Run Date: Friday, October 21, 2022

Preliminary Data, NOT FOR DISTRIBUTION

Select Term	Class Level	Degree Status	Admission Category	Special Populations
Fall 2022	All	All	First-time Freshmen	All

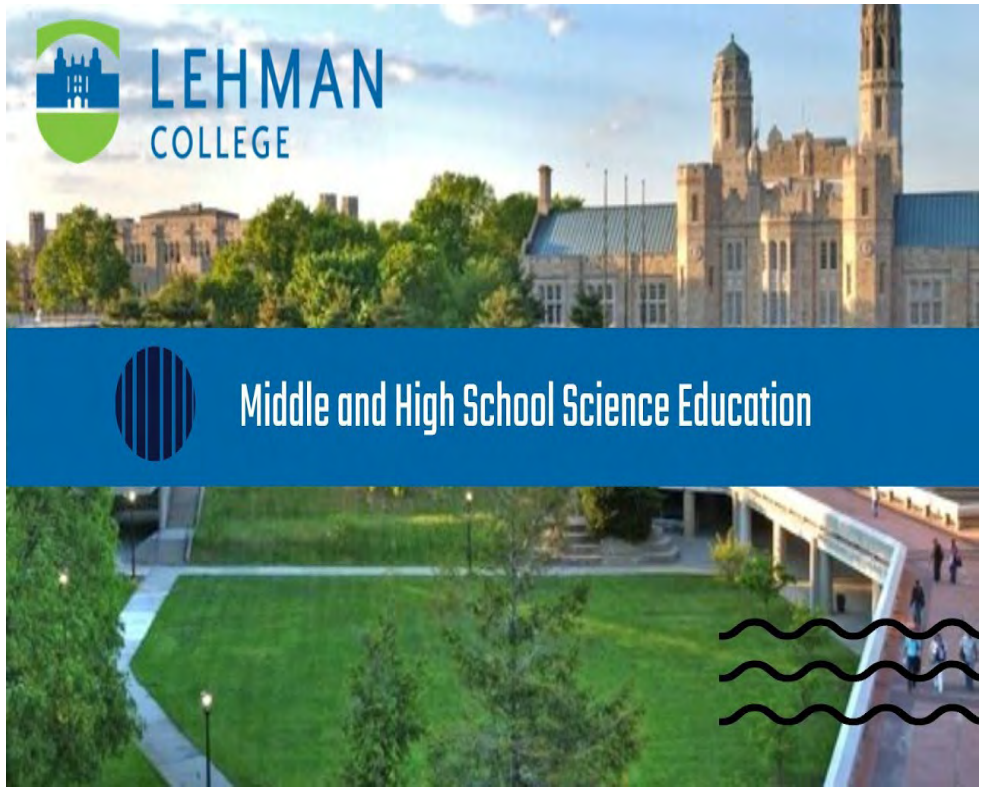
Snapshot Headcount as of October 21 of each year:

Sector	College	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Snapshot Headcount Five Year Trend	Fall 2022 Snapshot Headcount Percent Difference From: Fall 2020	Fall 2022 Snapshot Headcount Percent Difference From: Fall 2021
Senior	Baruch	1,691	2,268	2,055	2,531	2,593		26%	2%
	Brooklyn	1,755	1,894	2,146	1,553	1,689		-21%	9%
	City	1,829	2,093	2,023	2,566	2,737		35%	7%
	Hunter	2,598	2,545	2,616	3,321	3,140		20%	-5%
	John Jay	1,866	2,056	1,692	1,770	1,871		11%	6%
	Lehman	1,031	942	1,327	1,583	1,486		12%	-6%
	Queens	1,956	2,266	2,710	2,100	2,335		-14%	11%
	York	1,169	1,121	849	898	777		-8%	-13%
	Labor & Urban Studies		7	3		5			
	Professional Studies							67%	
	Sector Total	**13,895**	**15,192**	**15,421**	**16,322**	**16,633**		8%	2%
Comprehensive	Medgar Evers	1,186	886	840	631	600		-29%	-5%
	NYCCT	3,404	3,450	2,899	2,585	3,027		4%	17%
	Staten Island	2,658	2,362	2,517	2,240	1,914		-24%	-15%
	Sector Total	**7,248**	**6,698**	**6,256**	**5,456**	**5,541**		-11%	2%
Community	BMCC	6,867	6,620	5,509	3,835	3,973		-28%	4%
	Bronx	2,032	2,003	1,616	1,428	1,336		-17%	-6%
	Guttman	460	512	509	434	390		-23%	-10%
	Hostos	1,326	1,247	946	975	903		-5%	-7%
	Kingsborough	2,085	2,137	1,744	1,603	1,694		-3%	6%
	LaGuardia	2,703	3,007	2,751	2,262	2,156		-22%	-5%
	Queensborough	3,223	3,230	2,826	2,281	2,033		-28%	-11%
	Sector Total	**18,696**	**18,756**	**15,901**	**12,818**	**12,485**		-21%	-3%

Controlled and Uncontrolled Factors in Enrollment

Key Enrollment Strategies: A Holistic Approach

Seamless Pipeline: K-16



- Peer Mentors High School+
- HS Learning Recovery
- Counselor Portal
- Streamline Application
- Estimated Financial Award
- College Now Taskforce
- Early College Initiatives
- Career Introduction and Focus
- Bridge Programs

Marketing Campaign

CUNY Reconnect

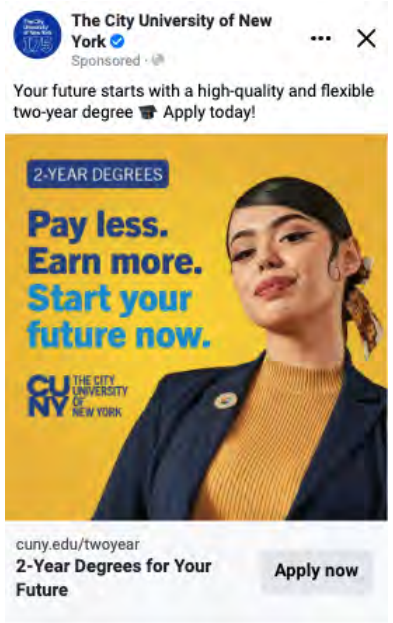
VERONICA (Watch)

WASEE (Watch)

Student Parents

JAZMINE (Watch)

Community Colleges



cuny.edu/twoyear

Facebook • Instagram • Google

AD PLACEMENTS July 2022 - June 2023

Meeting Prospective Students Where They Are: Online

- Facebook/IG
- Google
- TikTok
- Snapchat
- LinkedIn
- Reddit
- Spotify
- Hulu
- *BeReal

Complementing Online with Out-of-Home

- MTA Subway/Buses
- Metro-North
- LIRR
- Bus Kings
- TV
- Radio
- LinkNYC
- Billboards/other

CUNY THE CITY UNIVERSITY OF NEW YORK

CAMPAIGNS

Featuring real CUNY students/alumni and their stories

- All undergraduate students
  - 4-year / 2-year
- CUNY Reconnect
- TAP for Part-Time students
- Transfer
- Grad Studies
- CUNY ASAP
- CUNY Online (national, in Spring 2023)
- Summer 2023

Targeting / Digital

- NY DMA (Designated Market Area) - NYC, Long Island, portions of NYS, Connecticut, NJ and Pike County, PA
- Students from competitor colleges in our undergrad and transfer campaigns in attempt to incentivize them to join CUNY
- In late Nov. we will begin targeting states outside of NY DMA that have proven to deliver applications to the University

ADS-Examples / 15 SEC VIDEO & STATIC

CUNY Reconnect

[VERONICA (Watch)]

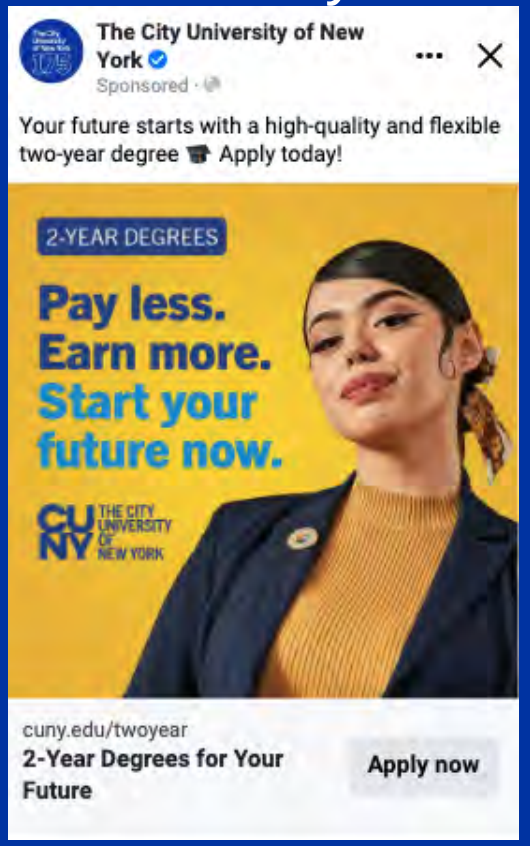
Stop Outs

[cuny.edu/reconnect]

Student Parents

[JAZMINE (Watch)]

Community



[cuny.edu/twoyear]

THE CITY UNIVERSITY OF NEW YORK

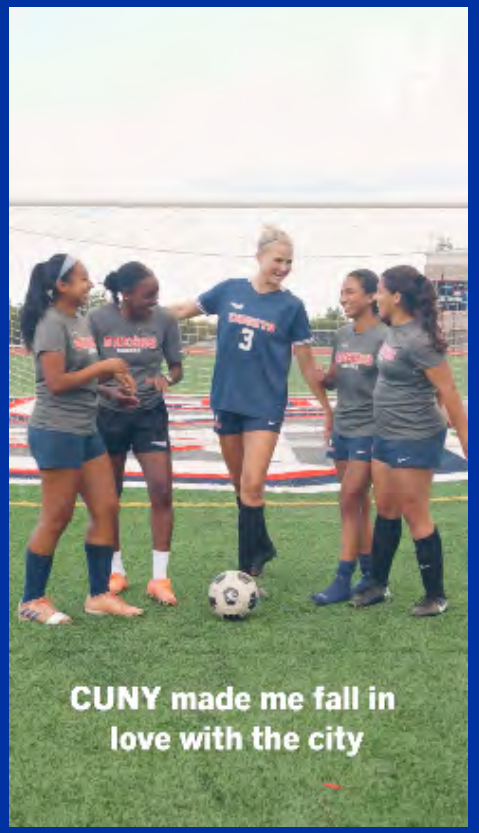
Facebook • Instagram • Google

ADS / 15 SEC VIDEOS

TARGET: Undergrad Students / NY & National

[ANIKA (Watch)]

[WASEE (Watch)]

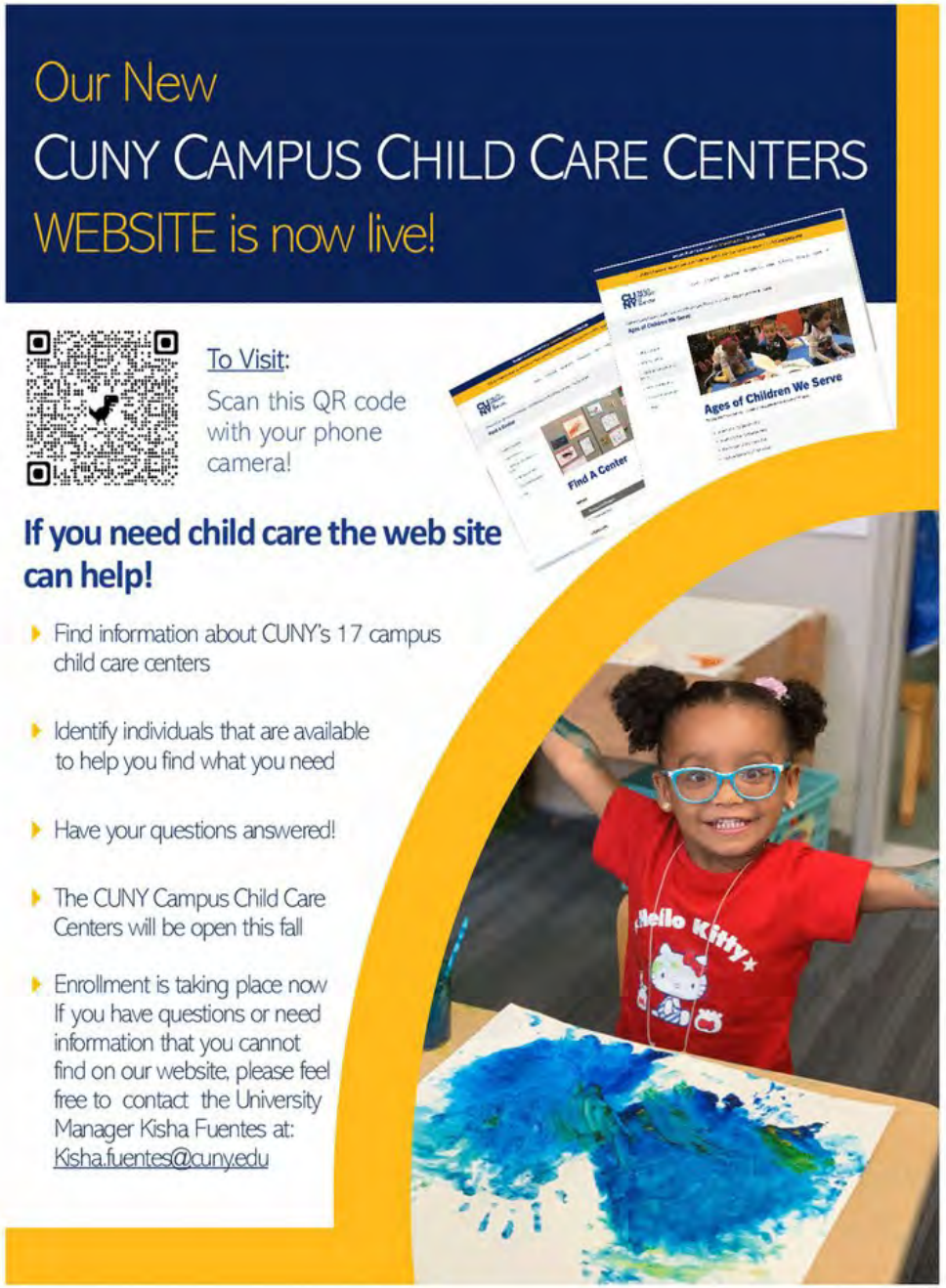


[SYNNE (Watch)]

[OROSMAR (Watch)]

CUNY THE CITY UNIVERSITY OF NEW YORK

Facebook • Instagram • Snapchat • TikTok



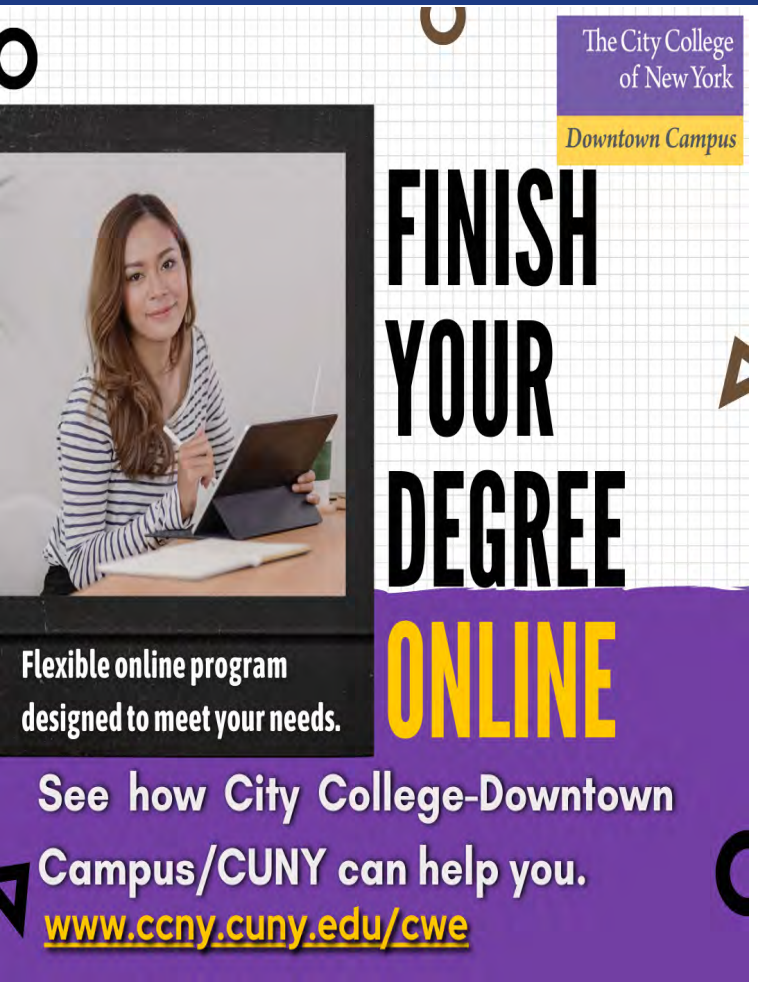
Expanded Student Supports

- Online and In-Person Services
- Expanded Child Care Services
- Part-Time & Workforce TAP
- Student Success Programs
- Expand Career Offerings
- Comprehensive Student-Centered Health Care
- Resource Centers
- Athletics, Leadership and Club opportunities

Re-engagement & Retention Efforts

* CUNY Reconnect
* Learning Loss Task Force
  * New Artificial Intelligence Tools
  * Evaluation of Advising Efforts
  * Intentional Connections to Careers Within the Disciplines
  * Transfer Initiative

Innovative Programs & Modalities



* Transfer of CUNY Online to the Office of Academic Affairs with Funding for Strategic Development

* National Marketing Study of Degrees in Demand and Gap Analysis

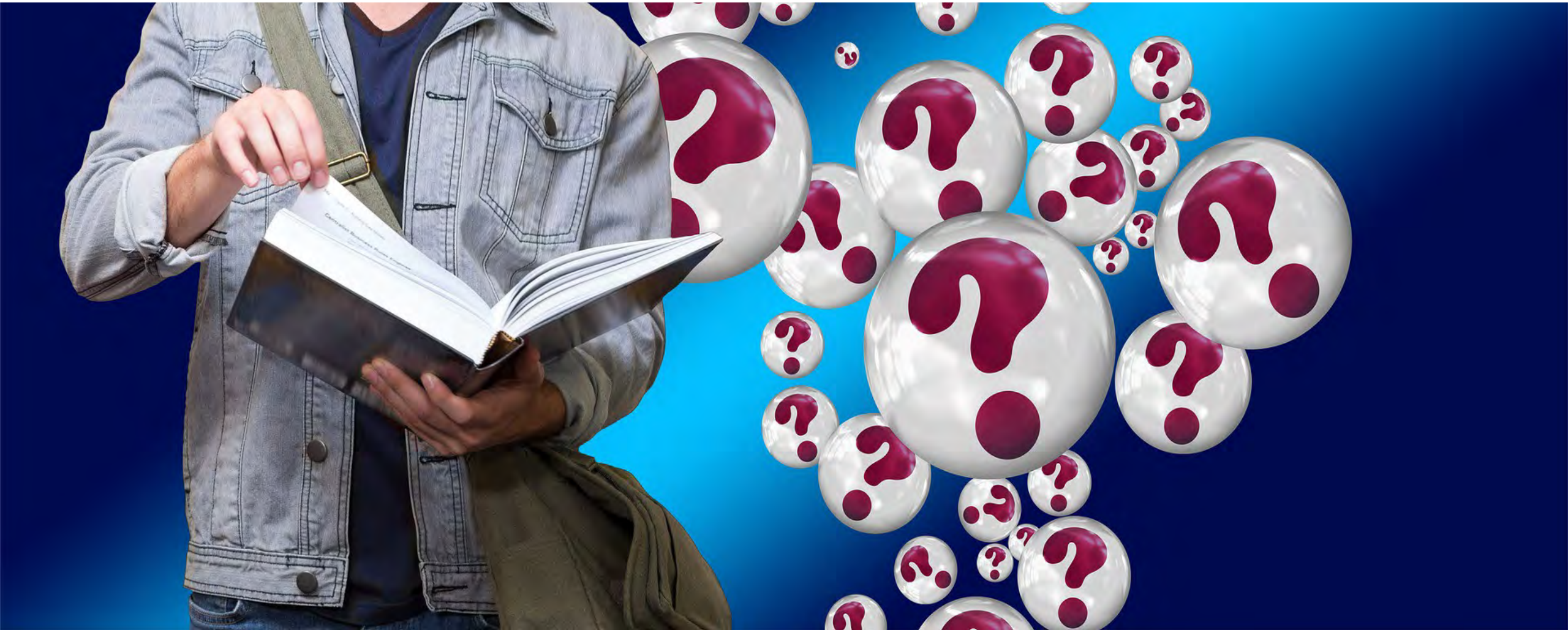
* Escalated Short-Term Ramp Up with Online Service Provider

* Expanded focus on certificates and workforce development programs

* Development of Faculty Expertise in Online Modalities

CUNY THE CITY UNIVERSITY OF NEW YORK

DASHBOARDS at CUNY



Commitment to Transparency

Board of Trustees

City/State Legislature

External Stakeholders

- Leading Change & Collaboration
- Consultation with stakeholders
- Regularized Communication

The City University of New York Board of Trustees
Sub-Committee on Enrollment
Charter

Article I. Purposes

The purposes of the Sub-Committee on Enrollment of the Committee on Education Policy of the Board of Trustees of The City University of New York are to consider all matters and policies related to enrollment, recruitment, retention, transfer, articulation, and success initiatives.

Article II. Composition

The Committee will consist of at least three and no more than five members who shall be appointed by the Chairperson of the Board of Trustees, one of whom shall be designated by the Chairperson of the Board of Trustees to serve as the chairperson of the Committee.

Article III. Meetings and Quorum

The Committee will meet on a regularly-scheduled basis at least four times per year, with authority to convene additional meetings, as circumstances require. The Committee may invite members of management or others to attend meetings and provide pertinent information, as necessary. The presence of the majority of the appointed members shall constitute a quorum for the transaction of business, and the act of a majority of the members present shall be the act of the Committee.

Article IV. Oversight/Responsibilities

4.01 Oversight

The committee shall provide oversight of the following:

- admissions practices, demographic trends and enrollment planning;
- any activities related to enrollment as requested by the Board of Trustees.

The Committee shall have the following duties and responsibilities:

- Consider and report or recommend to the Board approval on matters and policies relating to enrollment, recruitment, retention, transfer, articulation, and success initiatives;
- On a quarterly basis, the Sub-Committee on Enrollment shall meet with the Chancellor or the Chancellor's designee to review data on enrollment,

DRAFT

recruitment, retention, transfer and articulation to be provided in a detailed report by college and school;

- Perform other activities related to this Charter as requested by the Board of Trustees

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