

The background features a large, faint watermark of the William Paterson University seal. The seal is circular and contains the text "WILLIAM PATERSON UNIVERSITY OF NEW JERSEY" around the perimeter, "1855" in the center, and "COMMITMENT TO EXCELLENCE" at the bottom. The seal also depicts a classical building facade with columns.

Welcome to the

Fall 2023

State of the University

Address

President Richard J. Helldobler
William Paterson University



Keyboards &
Background Vocals
Andie Baldwin

Lead Vocal
Elana Duggan

Sax
Bernadette Duran

Bass
Isabelle Foti

Background Vocals
Ellie Panfille

Drums
Isabella DiPisa

Welcome Day
Fall '23



**Enrollment &
Budget Forum
October 5th
During Common Hour**

Senator Nellie Pou



Rendering of future Recreation & Health Sciences Center



Rendering of future Recreation & Health Sciences Center



Rendering of future Field House



Rendering of future Field House



Rendering of future Field House





WP

Kevin Burkhardt '97

FOX Sports Studio Host and Play-by-Play Announcer



WP

ADMISSIONS

Will. Power.

WP

WP

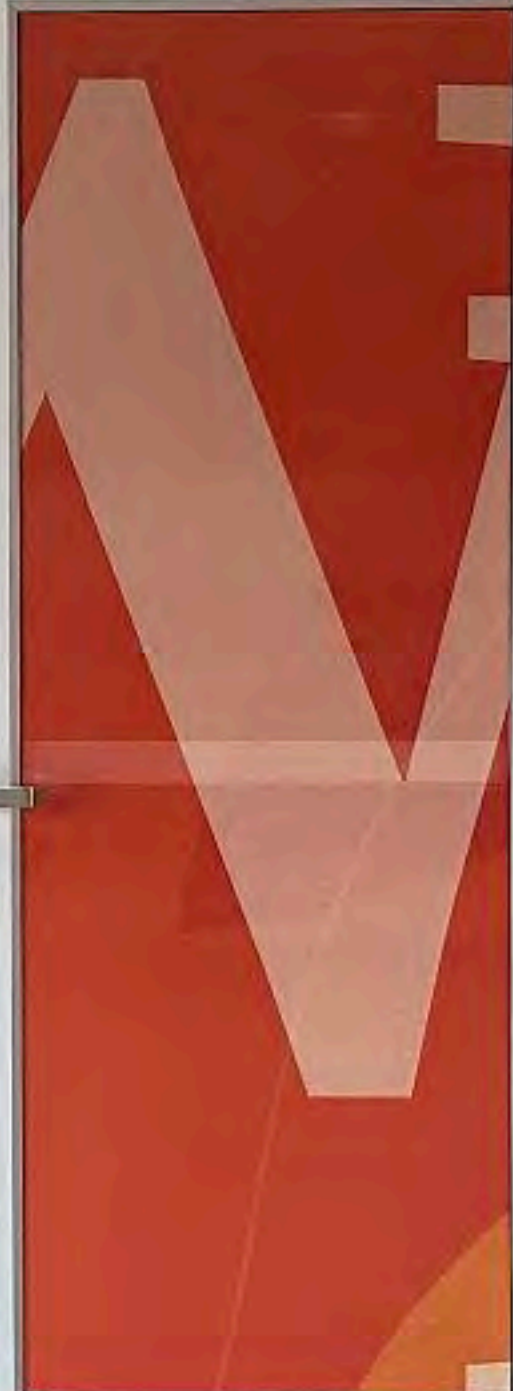
WP

Will. Power.
WP
Will. Power.

Will. Power.

ADMISSIONS

Will. Power.

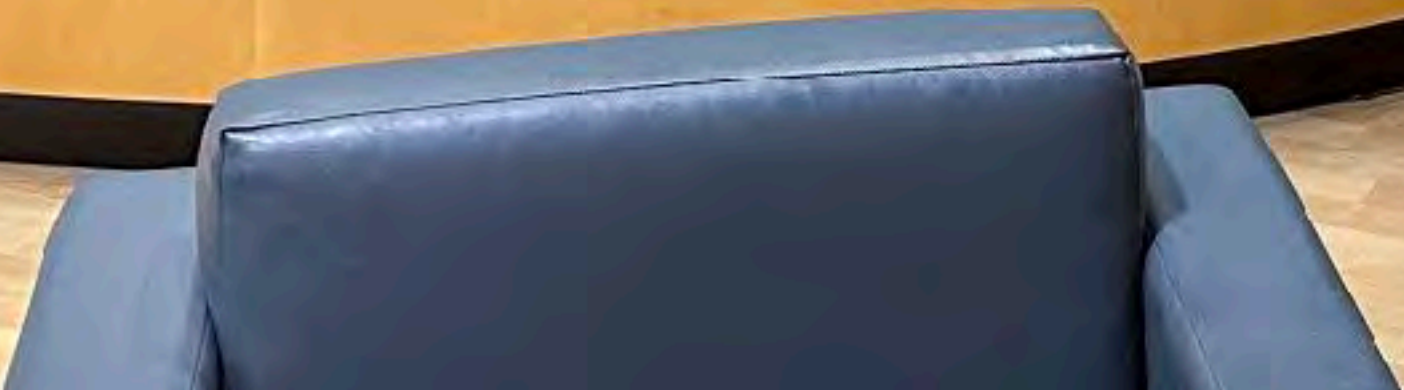


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WILLIAM
PATERSON
UNIVERSITY

WILLIAM PATERSON UNIVERSITY
New! Pay In-Stage Tuition Rates
Even If You Live
Outside New Jersey

Will. Power.



WILLIAM PATERSON UNIVERSITY
Will. Power.



SCHOOL OF NURSING

WILLIAM PATERSON
UNIVERSITY

SCHOOL OF NURSING

WILLIAM PATERSON
UNIVERSITY

**Associate Dean
Dr. Minerva Salinas Guttman**



- Enrollment Management
- Enrollment Report
- Executive Summary
- Enrollment
- Continuing Students
- Enrollment by First Major
- Program Totals
- Admissions: New Enrollme...
- New Student Applications
- New Student Applications...
- New Enrollment by Progr...
- International
- Ethnicity
- New Student Applications...
- Enrollment Dashboard (test)

We updated the look of reports. Take a tour, and we'll show you how to get around.

Filters

 There aren't any filters to display.

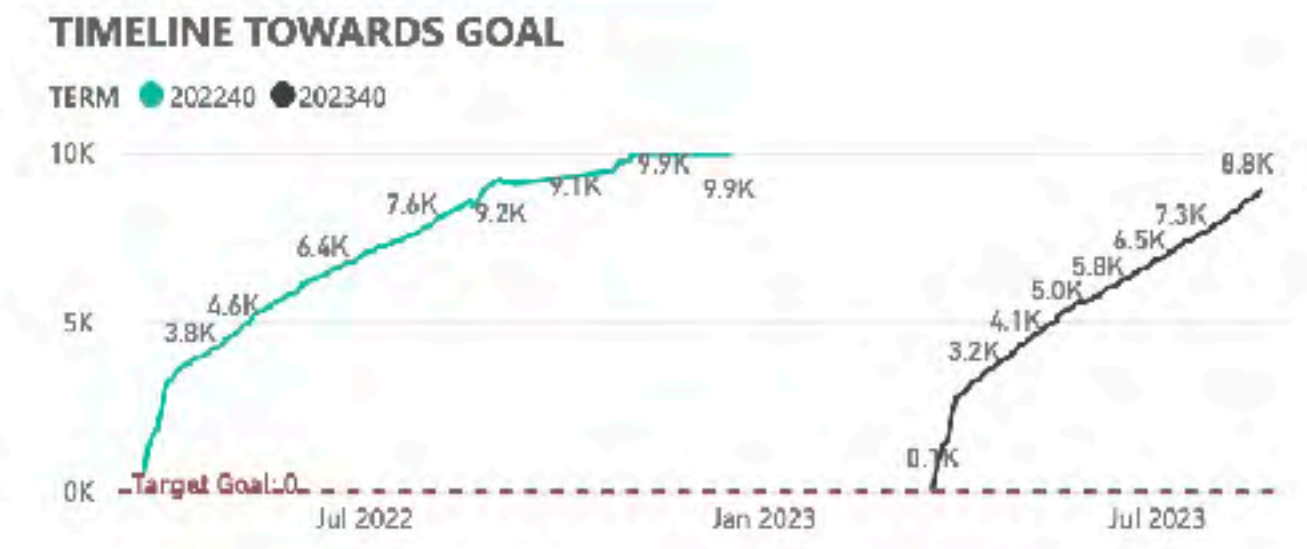
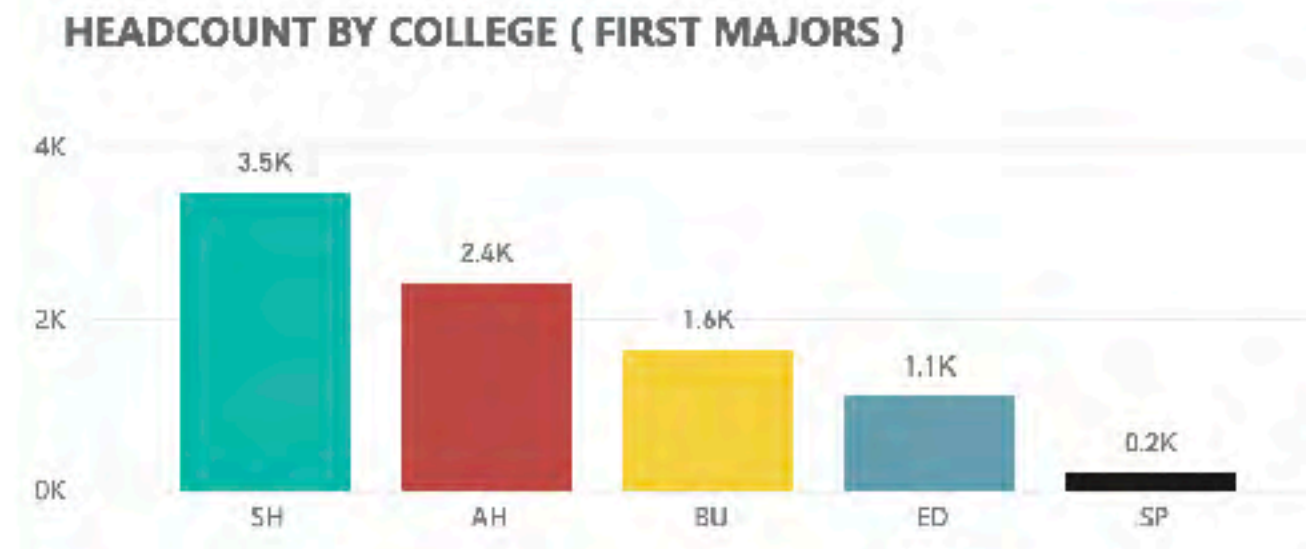
WP Executive Summary
WILLIAM PATERSON UNIVERSITY DASHBOARD

GOALS		Enrollment Summary		Fall 2023	08/18/2023		
CURRENT	TO GOAL	CONTINUING	TO GOAL	NEW ENROLLMENT	TO GOAL	DAYS TO CENSUS 1	DAYS TO CENSUS 2
8,843	-1,147	5,813	-181	3086	-910	28	81

GOALS		Enrollment Summary		Spring 2023	08/18/2022		
CURRENT	LAST YEAR TO GOAL	CONTINUING	LAST YEAR TO GOAL	LAST YEAR ENROLLMENT	LAST YEAR TO GOAL	⊗	DAYS TO CENSUS 2
8,530	-1,549	5,895	-386	2721	-1071	See details	78

ENROLLMENT CHANGES (graduate and undergraduate)

All Headcounts	DAILY CHANGE	WEEK TO WEEK CHANGE	YEAR OVER YEAR
	56	284	313
New Enrollment	DAILY CHANGE	WEEK TO WEEK CHANGE	YEAR OVER YEAR
	11	116	365



Enrollment Term
 Fall 2023

Date
 Current Fall Date

Prior Term
 Spring 2023

Admissions Term
 Fall 2023

Admissions Date
 DAY
 Current Fall Date

Fall 2023 first time/full time students
is **14.1%** larger than a year ago

930 new first year students
are now William Paterson

Pioneers

An **18.4%** increase
in transfer students
this year

Enrollment for
Summer 2023 grew by
14.6% An increase
of 647 students

WP Online enrollment
is 3,481,
which represents
42.6% growth,
year-over-year

WILLIAM
PATERSON
UNIVERSITY

- Student Success Teams
- Faculty-as-Mentor Model
- University Core Curriculum/
Social Justice Lens
- Branding and Identity strategy
 - New Strategic Initiatives

Navigate

4,700 students
used Navigate

Schedule and track
nearly 23,000
appointments



Fall-to-spring first-time
full-time retention rate-
87.6%, a 1.4% increase
over this date last year

Fall-to-fall retention rate-
72.3%, which is 1.4%
over this date last year.



Navigate

William Paterson University
uses Navigate at a rate that is
57% greater
than the next highest
comparable institution

WILLIAM
PATERSON
UNIVERSITY

Faculty **IS** mentor

Registration Data

Re-registered students went from 84.4%
from Spring 2021 to Fall 2022,
to 86.8% from Spring 2022 to Fall 2023
that's an increase of 2.4%

University Core Curriculum

Students Believe Supporting Social Justice Drives Change



By Jessica Bryant
Published on August 2, 2021

SHARE ON SOCIAL [f](#) [t](#) [in](#) [✉](#)

Reviewed by Cobretti D. Williams, Ph.D.

- Two-thirds of students who support social justice efforts believe they help drive change.
- Students' awareness of social justice issues has increased over the past year.
- ... about social justice issues off campus.

University Core Curriculum

The
“HOW”
Strategy

Student
Success
Teams

Branding
& Identity
Plan

Ologie
Marketing
Campaign

Integrated Marketing

**“Do you know that some folks
know about it, some don't.
Some will learn to shout it,
some won't ...**

... But sooner or later baby,
here's a ditty, Say you're gonna
have to get right down to
the real nitty gritty."

Powerhouse of Progress

Advertising Strategy

- **Expand Awareness**
- **Convert interest into applications and deposits**

5743


NJTRANS



POWERHOUSE
OF PROGRESS.

WILLIAM PATERSON UNIVERSITY **Will. Power.**


OWNED: NEW JERSEY TRANSIT CO.
OPERATED: N. J. TRANSIT BUS OPERA
USDOT: 074293
NJMVC: 56622



**A POWERHOUSE
OF PROGRESS.**

TAKE YOUR NEXT STEP.

WILLIAM PATERSON
UNIVERSITY **Will. Power.**



**EMPOWERED
TO FINISH
YOUR DEGREE.**

GET STARTED TODAY.

WILLIAM PATERSON
UNIVERSITY
Will. Power.



**TOMORROW.
POWERED BY
PIONEERS.**


WHAT WILL YOU POWER?

WILLIAM PATERSON
UNIVERSITY **Will. Power.**



**POWERED
BY PURPOSE.**


WILLIAM PATERSON UNIVERSITY
Will. Power.



**A POWERHOUSE
IN YOUR FIELD.**

MAKE PROGRESS IN YOUR NEXT MOVE.


WILLIAM PATERSON
UNIVERSITY **Will. Power.**



**POWERING
A NEW
CAREER PATH.**

**COMPLETE YOUR
DEGREE NOW.**

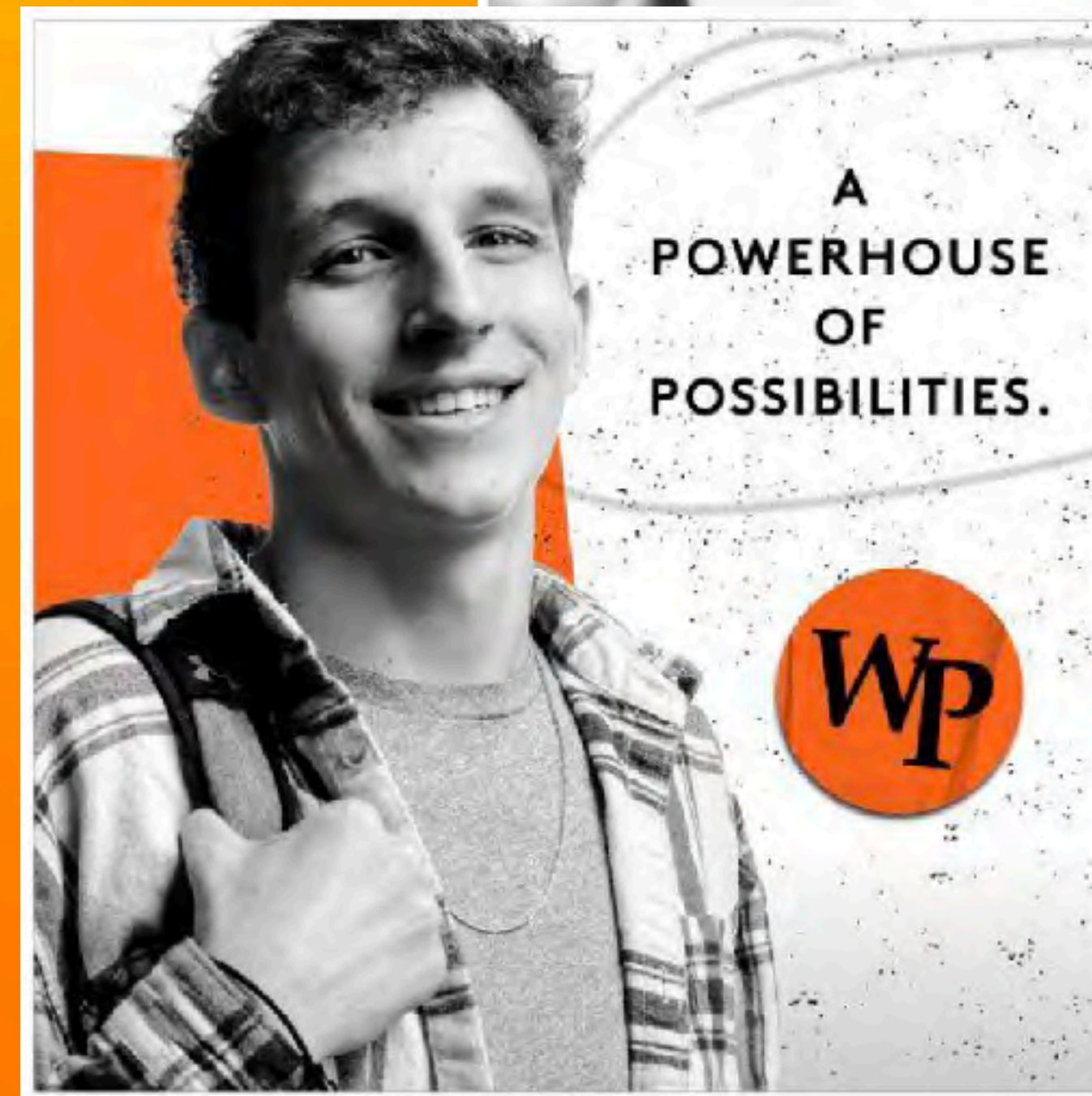
WILLIAM PATERSON
UNIVERSITY **Will. Power.**




**POWERED
BY
PURPOSE.**

WHAT WILL YOU POWER?

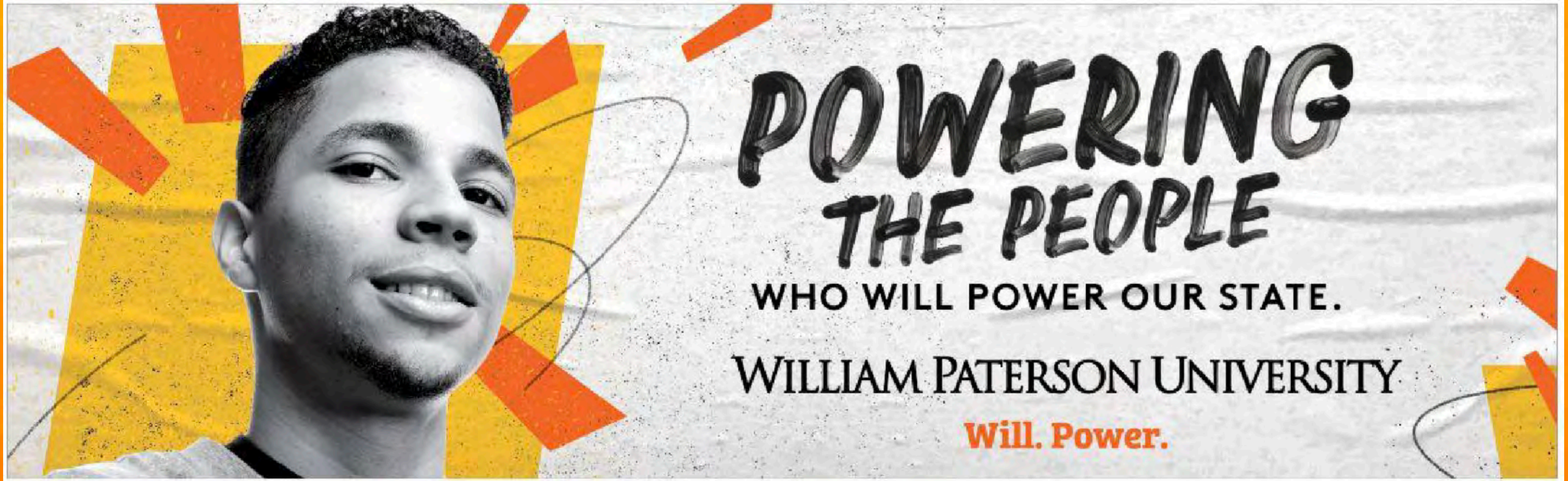
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UNIVERSITY **Will. Power.**



**A
POWERHOUSE
OF
POSSIBILITIES.**



WILLIAM PATERSON
UNIVERSITY **Will. Power.**



POWERING THE PEOPLE

WHO WILL POWER OUR STATE.

WILLIAM PATERSON UNIVERSITY

Will. Power.

POWERING THE PEOPLE
WHO WILL POWER OUR STATE.

WILL PATERSON UNIVERSITY
WILL POWER.

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OUTFRONT



Covered





WILLIAM PATERSON
UNIVERSITY

POWERED BY
PIONEERS



WPU
Will. Power.



WILLIAM PATERSON
UNIVERSITY



WPU
**Powered by
Pioneers**

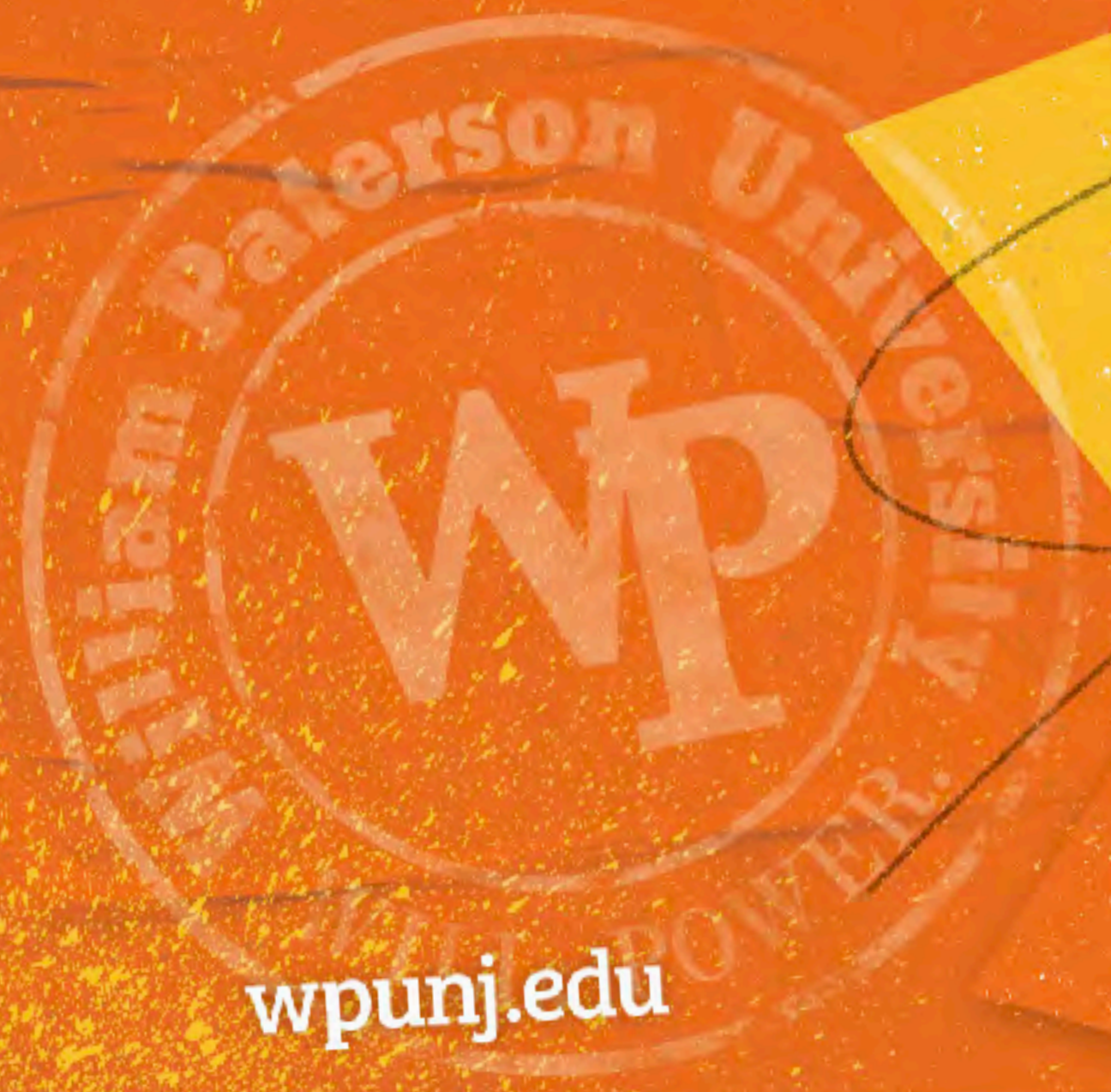
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E-TRANSIT



WILLIAM PATERSON UNIVERSITY

A POWERHOUSE OF
PERSONAL PROGRESS



wpunj.edu



Matchback Report

June 2023

William Paterson University

Data as of June 13, 2023

Overview

Our digital ad campaign continues to produce significant results past the yield period. All conversions (inquiries, applications and deposits) demonstrate our ads are effectively moving students throughout the funnel at a higher rate than those who were not exposed to an ad. The big news this week is that we're seeing a huge jump in grad yield now that those folks are finally making their comm

Target Audience	Targeted on Digital			Control Cycle			Conversion Diff (Target vs Control)
	Total	Converted	Convert / Total	Total	Converted	Convert / Total	
UG Yield	6,791	1096	16.1%	2,356	270	11.5%	826
UG Prospect	6941	1018	14.7%	2,171	275	12.7%	743
UG Adult Learner Yield	433	78	18.0%	131	14	10.7%	64
UG Adult Learner Prospect	802	108	13.5%	164	24	14.6%	84
Grad Yield	461	13	2.8%	66	1	1.5%	12
Graduate Prospect	498	137	27.5%	141	37	26.2%	100
Pre Senior HS Prospects	9,291	355	3.8%	75	5	6.7%	350
TOTALS							
Total RFI / Visits	9,291	355	3.8%	75	5	6.7%	350
Total Applications	8241	1263	15.3%	2476	336	13.6%	927
Total Yield	7685	1187	15.4%	2553	285	11.2%	902
Total UG	13,732	2114	15.4%	4,527	545	12.0%	1569
Total Adult Learner	1235	186	15.1%	295	38	12.9%	148
Total Grad	959	150	15.6%	207	38	18.4%	112
Pre Senior HS Prospects	9,291	355	3.8%	75	5	6.7%	350

Conversion key

Yield: deposit

Prospect: applied

Pre senior HS prospect list: Rising sophomores, juniors and seniors who completed the RFI at visited



Reporting & Analytics

REPORTING

Dashboards

Quick Report

William Paterson Dashboard

Performance Impressions
179,49K

Performance Clicks
178

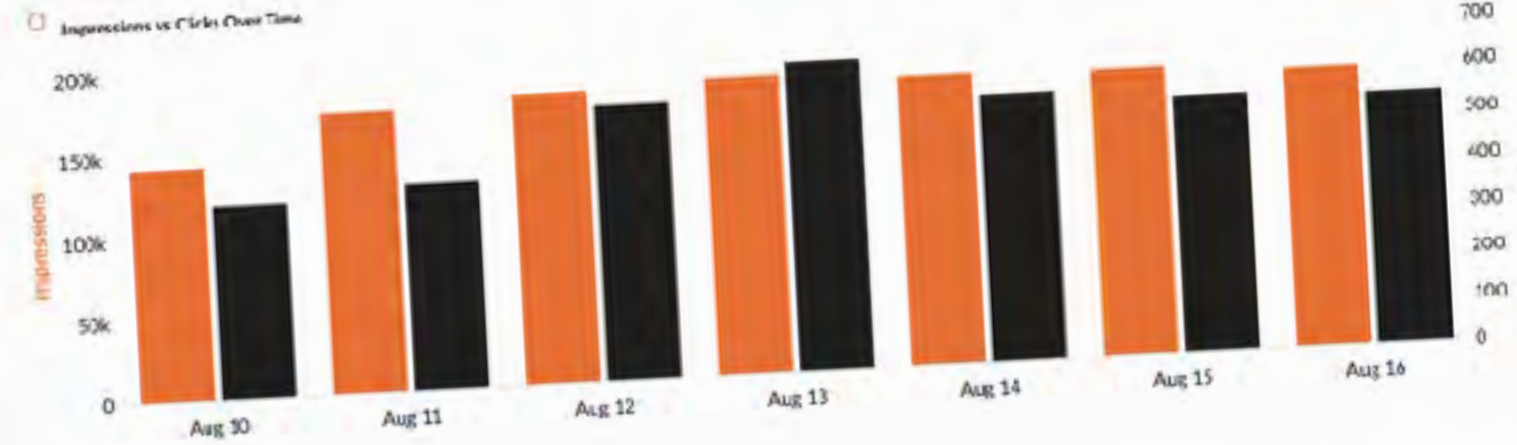
CTR
0.10%

Cumulative Ad Data

Google Ads



Impressions vs Clicks Over Time



Conversion Funnel



Total Campaign Data

Data Source Name

Total

Facebook Ad

Facebook Ad - CMP

Google Ads

Clicks

3,761

54

54

0

0

CTR

0.32%

0.06%

0.06%

0.00%

0.00%

Impressions

1,193,956

84,072

84,061

0

0

Undergrad Data

Undergraduate Campaigns

Campaign Campaign Name

WillPa 22-23 - UndergradYield - Display

WillPa 22-23 - UndergradYield - Pre-Bill

WillPa 22-23 - UndergradYield - TV OTT

Performance Clicks

1,500

1,200

1,000

Performance Impressions

179,490K

11,870K

6,750K

CTR

0.06%

0.15%

0.00%

The background features a stylized world map composed of a grid of small squares. Overlaid on this map is a network of thin lines connecting various circular nodes, creating a global connectivity theme. The entire background is a solid orange color.

International Enrollment



ISS + IA

OIS

**Increase international
enrollment to at least 5%
of main campus
over next three years**

- Partner with Certified Recruitment Agents
 - Targeted Recruitment
 - Priority Markets
 - Niche Markets
 - Market Monitoring
 - Alumni Recruitment Initiative

International Enrollment





Hugo

“Even though my time in the US, and at WP was short, I couldn't possibly forget it... The fact that we could openly talk with the teachers, the staff, the administration, and you gave me the feeling of being supported and listened to. The sense of attentiveness is unlike any other I have known... [W]e had the opportunity to be accompanied in our struggles, and journeys. As for the teachers, they have truly been amazing, and so helpful in so many different ways. I even stayed in touch with some of them. They did not teach me, they educated me... I truly hope I will come back to WP in the future.”

Hugo

*“They did not teach me,
they educated me.”*

WILLIAM
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Betting Big

- WP Online
- WP 101 and 102
- Moving into the adult market
 - Child Development Center
 - Policy changes
- Changes to the way we support students

Powerhouse



Prudential

Nurse Ruthie
BSN, RN
Proverbs 16:3

Nurse Taylor
BSN, RN
2023

NURSING

ALARAN
BASTA





WV
COMMENCEMENT
200th





WVU



WILLIAM
PATTERSON
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