

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. In the center, it says "COMMITMENT TO EXCELLENCE" and "1855". Below the text is a depiction of a classical building with columns.

**Welcome to the**  
**Spring 2023**  
**State of the University**  
**Address**

**President Richard J. Helldobler**  
**William Paterson University**



Musical Director/Keyboards/  
Background Vocals  
**Andie Baldwin**

Lead Vocals  
**Sebastian Leak**

Background Vocals  
**Ginny Lackey**

Bass  
**Isabelle Foti**

Guitar  
**Anders Pedersen**

Drums  
**Chris Dunn**



## **Kirsten Loewrigkeit**

Vice President for Finance  
and Administration  
and Chief Financial Officer



**George F. Kacenga**

Vice President  
for Enrollment Management

*The*  
**AGILE  
COLLEGE**



HOW INSTITUTIONS SUCCESSFULLY NAVIGATE  
DEMOGRAPHIC CHANGES

**NATHAN D. GRAWE**

AUTHOR OF DEMOGRAPHICS AND THE DEMAND FOR HIGHER EDUCATION

- Pursuing new markets
- Student success
- Integrating experiential learning

# Agility

JOHNNY NASH I CAN SEE CLEARLY NOW

Stereo  
Use only the  
best of stereo  
equipment  
CBS  
100  
R  
8494



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நாள்



# Branding and Identity / How



**“William Paterson University understands what students need to succeed and how to guide them to successful careers and lives. We have built an innovative and comprehensive system of support focused on academics, career development and campus life, customized to meet students’ individual needs.”**

***Branding and Identity Plan Statement***

- **Student Success Team**
- **Financial Aid Plan**
- **Career planning**
- **Career communities**
- **Experiential learning**
- **Office of Parent/Family Relations**
- **Academic Advisement**
- **Course Duration**



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WILLIAM  
PATERSON  
UNIVERSITY

**EMPOWERED**  
**EMPOWERED**

**TO TAKE YOUR NEXT STEP.**

**WILLIAM  
PATERSON  
UNIVERSITY**

MAKE A  
DEPOSIT TODAY

**TO TAKE YOUR NEXT STEP. TO TAKE YOUR**  
**YOUR NEXT STEP. TO TAKE YOUR NEXT S**  
**TO TAKE YOUR NEXT STEP. TO TAKE YO**  
**EXT STEP. TO TAKE YOUR NEXT STEP.**  
**YOUR NEXT STEP TO TAKE YOUR NEY**

**WILLIAM  
PATERSON  
UNIVERSITY**

MAKE A  
DEPOSIT TODAY

# Applicant pool data

- Total applications are up 13.1%
- Completed applications are up 25.5%
- Accepted students are up 29%

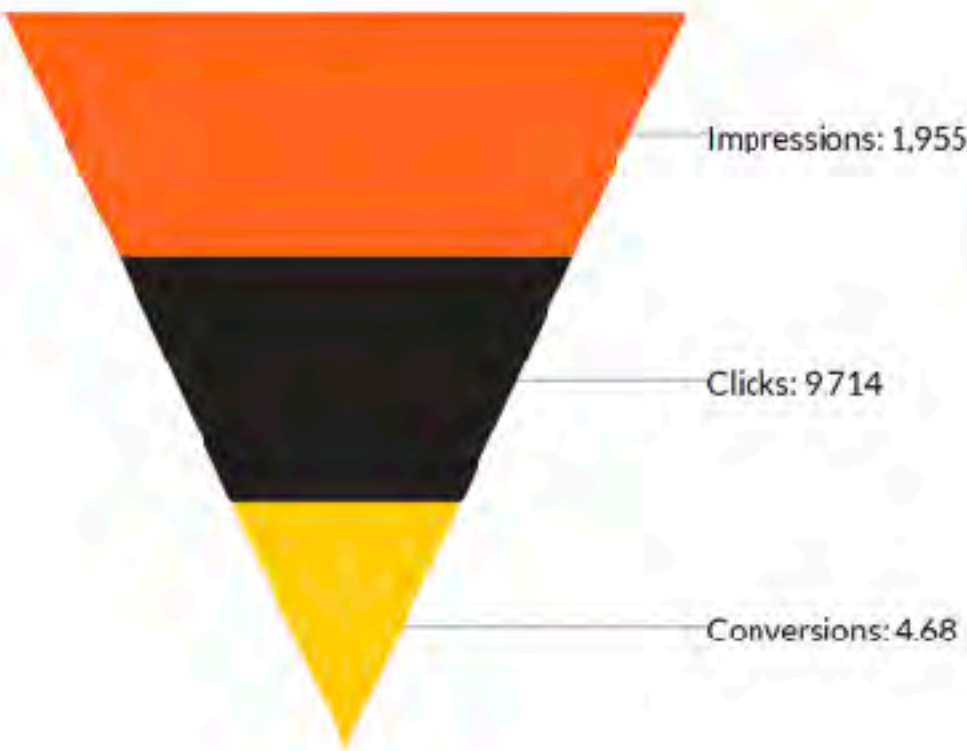
PAID SEARCH OVERVIEW - PAGE 2

PAID SEARCH OVERVIEW - PAGE 1

Overall Paid Search Performance

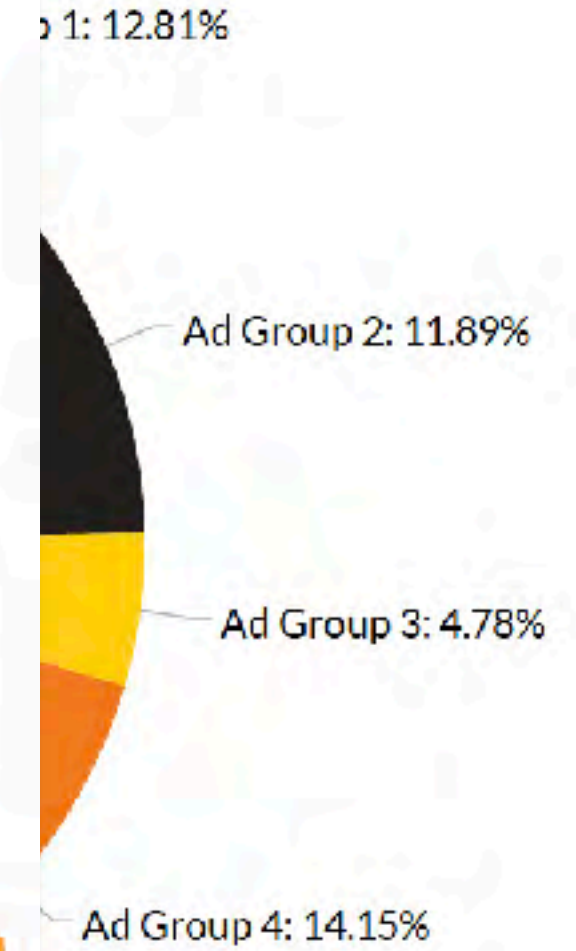
Paid Search Funnel

KPIs



Impressions	9,073	Clicks	3,980
CTR	48.65%	Conversion Rate	41.27%
All Conv.	8.39	Search (Top) IS	40.29%

CTR Benchmark - 6.17%  
Conversion Rate Benchmark - 4.15%



Campaign Performance

Top Performing Campaigns

Campaign Name	Impressions	Clicks	CTR	Conversion Rate	Conversions	Search (Top) IS
Campaign Name 2	9,444	4,691	13.64%	44.02%	9.37	89.42%
Campaign Name 5	9,029	4,772	16.37%	71.41%	0.33	39.35%
Campaign Name 1	8,887	4,113	49.33%	94.09%	7.55	72.37%

Ad Group Performance

Sample Data Only

# Dashboard Metrics

- Video completion rates
- Impressions
- Advertisement click-through-rates
- Clicks on landing page calls to action



**Office of Academic Achievement  
and the Office of Academic Success  
and Student Transitions now report to...**

**Division of Student Development**

**The team who advise  
undergraduate WP Online students  
will now report to...**

**School of Continuing  
& Professional Education**

# CAREER DEVELOPMENT CENTER WILLIAM PATERSON UNIVERSITY Your Career Journey Starts Here



- Resumes, Cover Letters & LinkedIn
- Career Coaching ■ Interview Skills
- Job & Internship Search
- Professional Career Mentoring

follow us on @WPCareerCenter



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- Students
- Employers
- Alumni
- Faculty
- Pesce Family Mentoring Institute

## Getting you ready for the workforce

From exploring majors to career coaching and internships, the Career Development Center is the first step on your journey to career success. We offer students and alumni a full suite of services that help you prepare for the next step—and every step beyond.

## Alumni Careers by the numbers



### Contact Us

Career Development Center  
Student Center 301  
300 Pompton Road  
Wayne, NJ 07470

Phone: 973.720.3291  
Fax: 973.720.2074

Our office is open  
Monday - Friday from  
8:30 a.m. - 4:30 p.m.

To meet with a member of our staff please schedule an appointment via the **WP Handshake Career Portal**, or contact the Main Office at **973.720.3291** or **CareerDevelopment@Wpunj.edu**

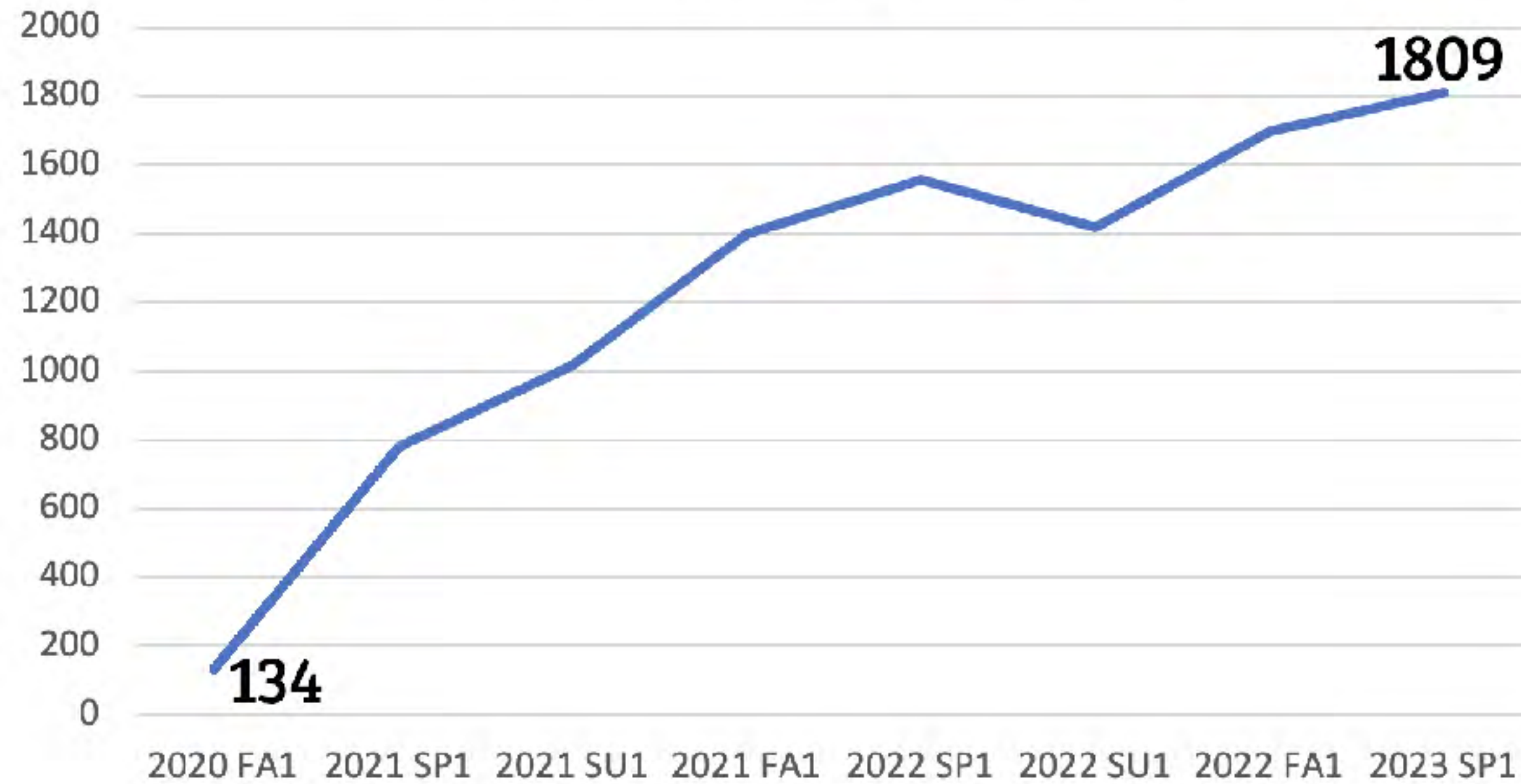
WILLIAM  
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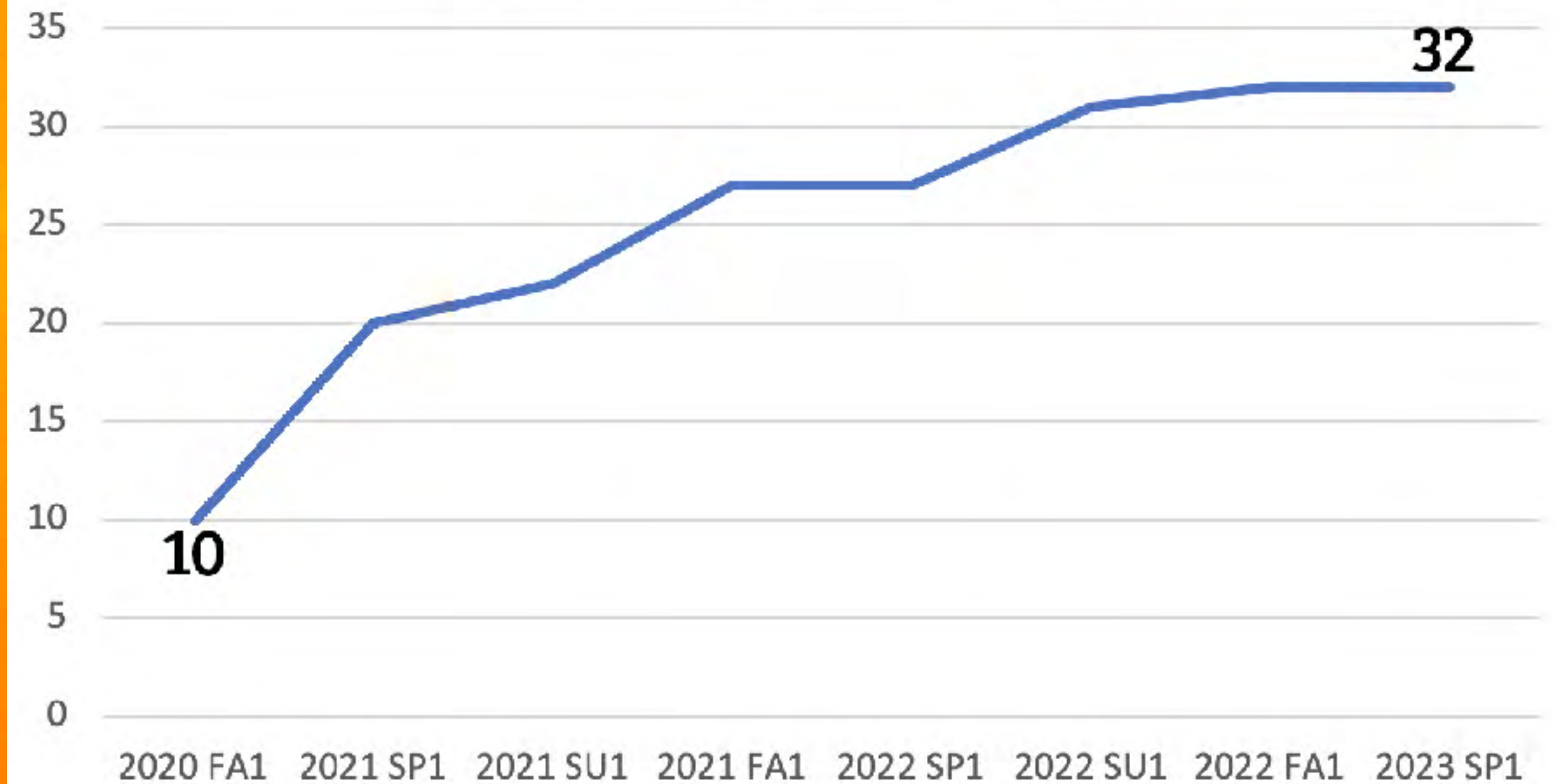
**WP** *Online*

# WPO*Online*

### Graduate + RN-BSN Enrollment

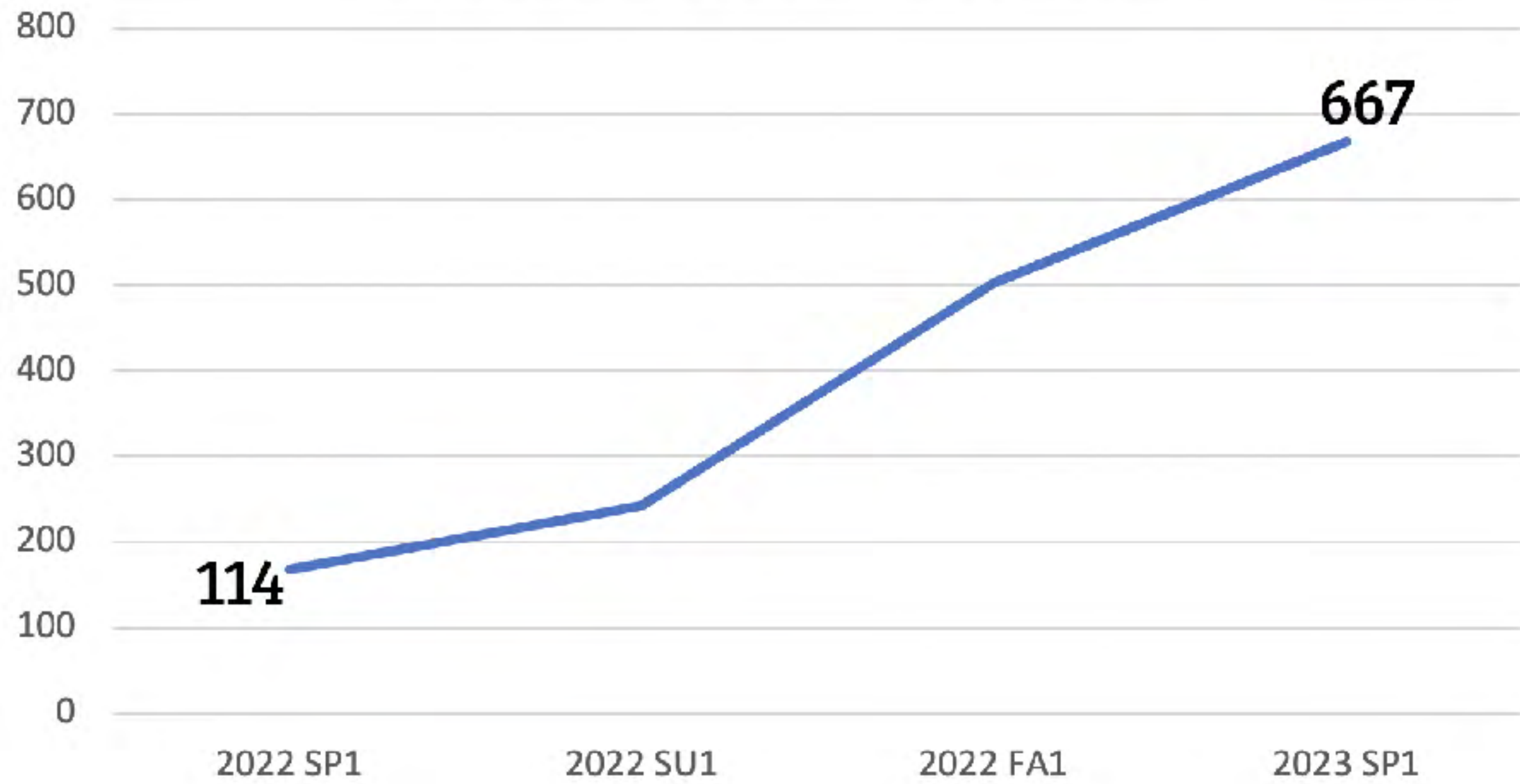


### Graduate + RN-BSN Programs

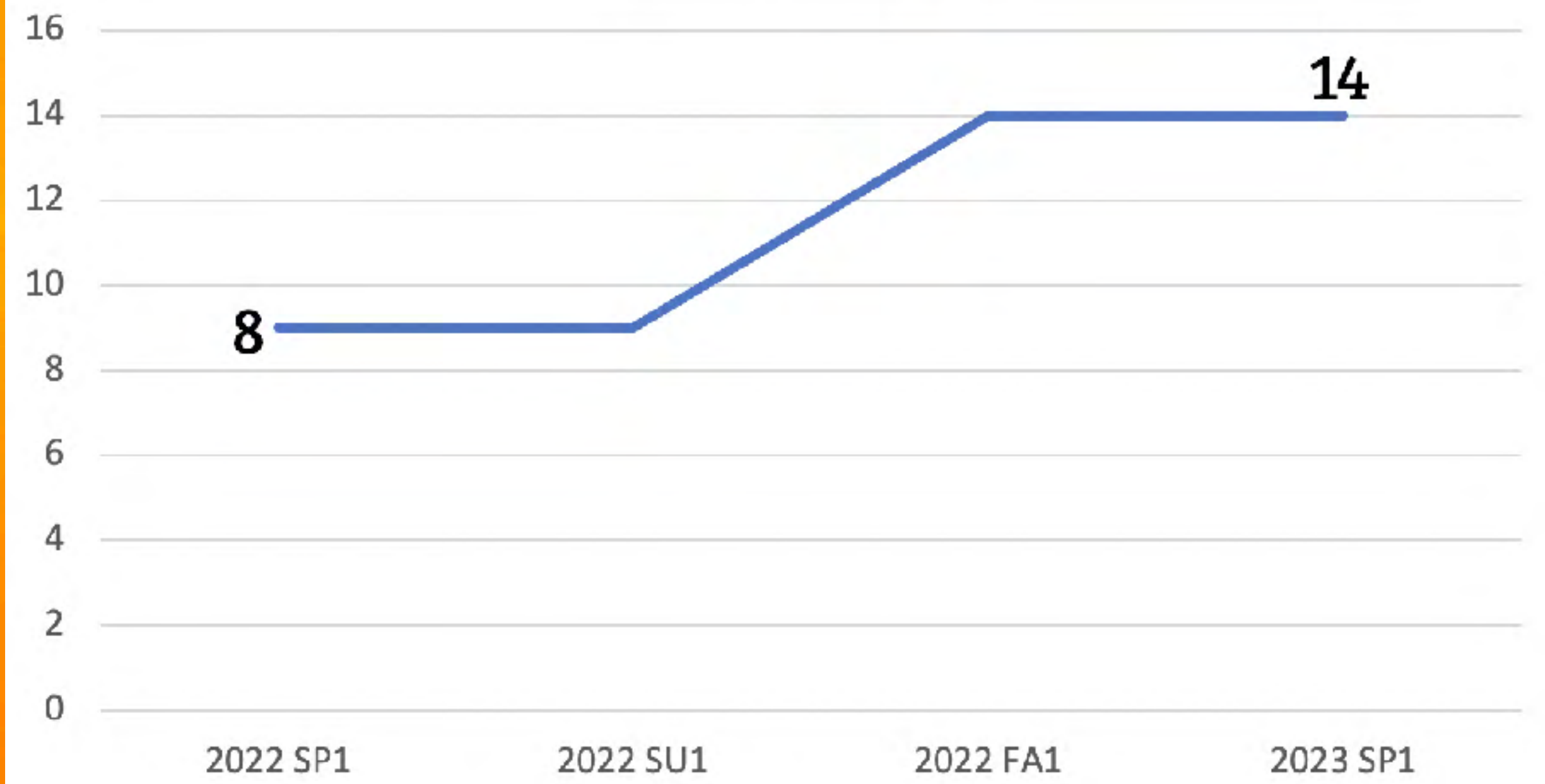


# WPOnline

## UG - Adult Student Enrollment



## UG Programs



# **New Academic Partnerships Agreement**

- **Increased revenue share for WP**
- **Expanded program offerings planned**
- **Participants in undergraduate program must be out of high school a minimum of 4 years**

**Main campus**  
**Traditional: 54% female**

**WP Online**  
**Adult-learner: 75% female**





Birzeit University,  
West Bank



Kongju National University,  
South Korea

Dual enrollment programs offered through regional high schools seven-fold, from 4 to 28 and increased the population served by more than

**500%**  
to 552 students.

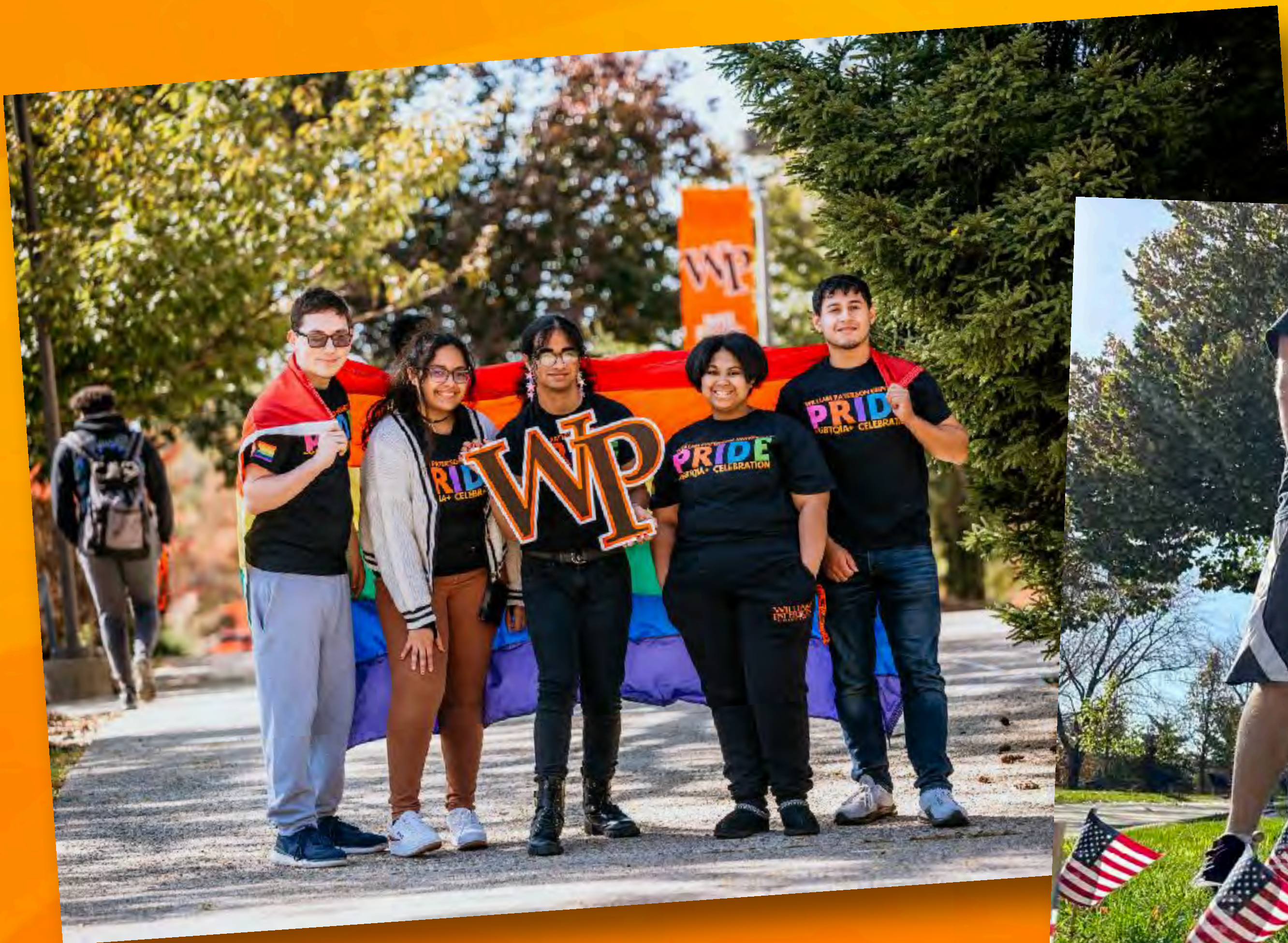
# Expanded Agreements with Community Colleges

- 24 new 2+2 agreements since 2020
- 23 agreements projected this year
- 16 new 3+1 agreements over the past four years.

**The College of Science and Health's  
Supplemental Instruction Initiative's  
retention rate increased more than 4  
points in the program's first year, from**

**69.6% to 73.9%**

The 2021 Social Mobility Index,  
released by  **Collegenet**<sup>®</sup>, now ranks  
William Paterson in the  
**top 5%** of four-year colleges and  
universities nationwide.





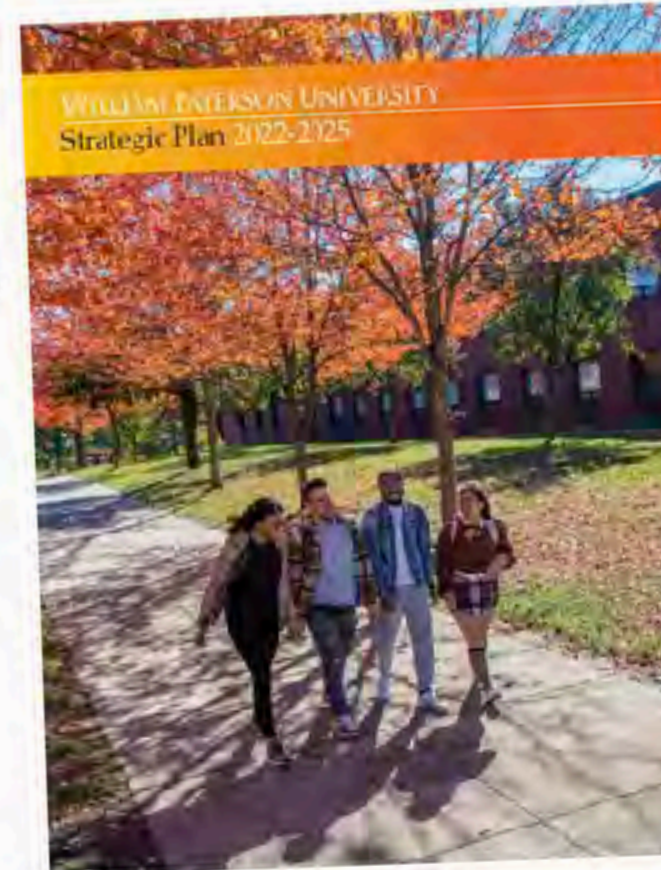
- About Us
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- Civic Engagement
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- Events Calendar
- Hispanic-Serving Institution
- History
- Honors and Awards
- Institutional Equity and Diversity
- Mission, Vision, and Core Values
- News, Events, & Social Media
- Open Public Records Requests
- Strategic Planning
  - Strategic Planning 2022-2025
  - Strategic Planning 2012-22
- University Facts
- University Background
- University Sustainability
- Virtual Tour

## Strategic Planning 2022-2025

Hello, and thank you for your interest in William Paterson's Strategic Plan 2022-2025. In a post-pandemic world, our institution, along with all of higher education, must adjust to a new landscape. This carefully considered plan will help our University meet the demographic and other challenges we face by leveraging its traditional strengths in student success while also adapting to serve new markets in our select online programs.

This Strategic Plan consists of five pillars on which the University community is concentrating its collective efforts:

- [Adult Learning](#)
- [Alternative Credentials and Certificates](#)
- [Attrition](#)
- [Decolonization](#)
- [Revising the Mission Statement](#)



[Click to View](#)

The first two pillars are about creating new opportunities to extend and adapt William Paterson's educational offerings into new markets in order to reach more non-traditional students. The next two address strengthening our efforts to increase student retention. The attrition pillar does this directly. Equally important is our ongoing work to decolonize the University so that every William Paterson student has a just and equitable educational experience in which they feel seen, engaged, and valued as a full member of our community.

The fifth pillar is to create a Mission Statement that will better reflect who we serve, how our educational framework functions, and our overall goals for our students.

The plan's purposefully compressed timeframe is intended to ensure that everyone at William Paterson brings a sense of urgency to these priorities. Built upon the plan's five pillars, the plan includes key initiatives and key performance indicators, which

WVU





**First Thursday, Today,  
4:00-5:30 p.m., Hobart Manor**