NYU BY THE NUMBERS

3 Degree-granting locations
12 Global academic centers
Students from 138 countries

105K+ Applications for 2021-2022 admissions cycle
12% Admit rate

19% of admitted students are first generation
#1 NYU has the highest number of international students in America
26% of admitted students are under-represented students

94% First-year retention rate
270+ Programs of study

African American/Black, Latinx/Hispanic, and Native American/Alaskan Native Students

Pending September Census
Dear Colleagues,

Higher education has a long, resilient history, and the past two years have emerged as yet another moment of transition for our industry. In every department or division—especially Enrollment Management—we are called upon to adapt and flex to the ever-changing, well, everything. From student demographics and evolving learner needs to the state of our world and the safety of our people, our targets are moving faster than ever.

In times like these, we find ourselves looking for innovative ways to solve a host of challenges—some new, some old, some once considered solved, but now resurfaced due to shifting circumstances. Innovation, however, is the product of something important: inspiration.

For me, the power of Enrollment Management is more apparent than ever before. As you'll see in the pages ahead, our vantage point gives us the unique opportunity to serve as a catalyst for inspiring connection, community, and opportunity within and across all our institutions.

Our industry, like many others, is susceptible to silos. Enrollment Management is not just a player on the team, but a perfectly-situated leader in connecting the dots among our division, our students, our university, and our communities.

What we do in Enrollment Management has the potential to echo throughout our institution. In order to see both ourselves and our institutions through this historic evolution, departmental wellness and mental health, a strong sense of purpose, and leading with joy are crucial.

The inspirations in this report are unique to NYU, but I hope you'll see your own work—and opportunities for your own institution—within these pages. I hope you'll feel inspired to seek inspiration in unexpected places. To step into your power and lead from within. To meet the needs of any and all learners. To build a sense of belonging not just for the students you recruit, but for your team and your institution at large.

Remember...
When we inspire connection... we build a stronger, more aligned community.
When we build community... we create more opportunities.
When we create more opportunities... we find more purpose in our work.
When we find more purpose in our work... we can be more effective.
When we are effective... we can establish trust and lead with joy.
When we lead with joy... our joy becomes infectious, and connection becomes embedded in our culture in a way that students, staff, faculty, parents, and all community members can see and feel.

Onward,

MJ KNOLL-FINN
Senior Vice President for Enrollment Management and Student Success
When we inspire opportunity... we open pathways for growth, upward mobility, and empowerment.

NYU and Enrollment Management have long been dedicated to access and academic excellence, and we believe education is the engine of democracy and social mobility. In 2021, the Enrollment Management department partnered with offices and departments across our global institution to find and nurture accessible pathways to higher education for students across a variety of backgrounds and circumstances.
MAKING OPPORTUNITIES AFFORDABLE

NYU is innovating around affordability—both in the tools that we provide and the ways in which we meet the financial needs of our students.

Access without appropriate financial support does not result in the kind of opportunities we’re committed to providing.

NYU is committed to meeting 100% of the demonstrated financial need of all admitted, traditional first-year students who submit a financial aid application by our deadline. This new initiative ensures our admitted students have the resources and peace of mind to not just join the NYU community for their first year, but remain with us until they earn their degree.

This new policy:

- Reduces financial stressors and financial barriers that may affect on-time graduation
- Improves diversity
- Aids us in enrolling more students from low-income backgrounds
- Creates opportunities for social mobility
- Removes the need for students to borrow to pay for their education

100% Full demonstrated need met for admitted students

$11K Average increase in financial aid packages

24% Fall 2021 first-year students receiving Pell Grants
MAKING OPPORTUNITIES ACCESSIBLE

Finding intentional and innovative ways to increase access

We believe it is our responsibility to identify and facilitate connections between K-12 and higher education. Collaborating with high schools, community colleges, and community-based organizations (CBOs) allows us to increase access and inspire opportunities.

THE CALL
Build stronger pathways from K-12 to higher education.

THE WORK
The NYU x CBO project is a collaboration between NYU Undergraduate Admissions’ Pipeline and Access team and our Office of Student Success. The goal for this pilot is to increase the recruitment of talented, high-achieving students from low-income backgrounds who will enroll at and graduate from NYU. We:

• Encourage local and national community-based organizations to share precollegiate opportunities with middle and high school students
• Connect interested prospective students and their counselors from these CBOs with NYU admissions staff
• Create tailored NYU information sessions and deliver postsecondary awareness workshops for students and families
• Connect NYU x CBO students with Student Success staff for ongoing support throughout their college career, once enrolled
5 PILOT PARTNERS

Goddard Riverside Options Center
Let’s Get Ready
New City Kids
Opportunity Network
Scholarship Plus
Community College Transfer Opportunity Program

**THE CALL**
Increase access and ease the transition to degree-granting programs for community college students.

**THE WORK**
Community colleges play an important role in social mobility. The Community College Transfer Opportunity Program (CCTOP) is a scholarship and assistance program for students transferring from partnership community colleges into NYU. In addition to financial assistance, CCTOP facilitates a seamless transition in and out of the college environment through robust resources and personalized support. We leaned into the virtual space to increase our recruitment footprint across our community college network. This allowed us to offer more sessions to more students.

**WHAT WORKS:**
- **Pre-Admission Credit Evaluation Counseling** ensures there are no surprises once students matriculate.
- **Cohort-Based Model & Dedicated Orientation** eases the transition with community-building and a strong sense of belonging.
- **Transitional Seminars** feature speakers from various NYU departments with key resources while providing additional community building opportunities.

**THE RESULT**
35% increase in CCTOP students, year over year.
Enrollment Management at NYU is driving the conversation about educational justice. Our team presented at SXSW EDU 2022 on this topic. Formerly incarcerated people are eight times less likely to complete college than the general public. By combining the efforts of CCTOP with NYU’s Prison Education Program through initiatives like the Horizon Grant, we are able to help incarcerated students get started on their education, then help them finish their degree with intentional support and dedicated resources.
MAKING OPPORTUNITIES FOR UNDERREPRESENTED COMMUNITIES

Key partnerships inside and outside our university create a clearer path toward professional success.

We take pride in preparing our students to hit the ground running as soon as they graduate. However, the road to employment isn’t the same for all students—especially those from underrepresented communities. Two key Enrollment Management initiatives are helping to move the needle for these students and demonstrate how we are a convener and connector:

HIVE DIVERSITY

NYU has recently entered into a partnership with HIVE Diversity, a virtual recruiting platform that connects companies to next-generation talent, all of whom have self-identified as from diverse backgrounds and experiences.

This summer, in conjunction with NYU’s Opportunity Programs, HIVE will launch a three-week summer program for students to explore potential career pathways with three employers: NYU Langone, Disney, and Goldman Sachs.

STUDENT PROFESSIONAL DEVELOPMENT FUND

In Fall 2021, NYU’s Opportunity Programs resumed the Student Professional Development Fund, established to support Opportunity Program students in their endeavors to participate in professional development opportunities within and beyond the NYU community.

Selected applicants can use funds towards costs associated with attending conferences, job fairs, research symposiums, and other related professional development opportunities.

Since its renewal, the fund has supported students attending The Collegium for African Diaspora Dance Biannual Conference and the National Society of Black Engineers National Convention.
Creating Connections: What Graduate Students of Color Need to Know About Mentorship

Many Black, Indigenous, and people of color and first-generation graduate school applicants are very interested in finding a mentor to support their academic and professional careers during and after graduate school. In an effort to answer that call and better engage with BIPOC applicants, the Office of Graduate Marketing & Admission Consulting hosted this inaugural university-wide event for underrepresented applicants. The event featured a lecture on the importance of mentorship in academia, an all-star faculty panel that discussed their experiences with mentorship, and concluded with networking breakout sessions.

This gathering proved that events targeting “niche” identity-driven populations can:

- Draw large audiences
- Aid diversity, inclusion, belonging and equity efforts
- Improve partner schools’ enrollments
- Inspire and engage our faculty
- Be useful and enriching for attendees

“...

I found this event to be both especially informative and inspiring! I appreciated the diversity of faculty that made up the panel.”

......

4.64/5
Event Rating By Survey Respondents

Attendees
When we inspire connection… we provide better support for students and make an impact on their success.

Enrollment Management is at the center of the student lifecycle. We are the storytellers, conveners, and the ones who ensure that our institutions live up to our aspirations and the promises we’ve made.

This year, we were reminded Enrollment Management can be a conduit for connection—within our department, among the divisions of our institution, and the community at large. With better connection comes more efficient work, improved collaboration, and a student body that feels supported from every angle.
MAKE THE CONNECTION

FLEXIBILITY & LEADERSHIP

Maintaining our “students-first” mission in a hybrid work environment.

Over the past two years, the case has been made that work can easily transition to the virtual space for many industries. But what sets higher education apart from our peers in business, technology, and other sectors is the duality of providing an in-person student experience while supporting professional staff who have demonstrated their ability to deliver remotely.

We believe this duality can drive innovation and give higher education the fuel it needs to rethink the way we support students.

Within the NYU Enrollment Management division, we decided to embrace the challenge of creating a hybrid work environment. To navigate flex-work planning, we established guiding principles to inform our policies and decision making:

- **Safety first:** Through every decision we make, we will continue to put the wellbeing of our colleagues, students, and community first.
- **Renew our commitment to our vision:** All aspects of our transition must be designed in a way that advances our mission as enrollment managers and renews our dedication to the student experience from recruitment through graduation.
- **Invent our future:** Never has there been a more opportune time to reflect, assess, and reimagine all aspects of our work—our spaces, our technologies, our inclusive culture, and how we innovate and collaborate as a unit.
- **Minimize our footprint:** A hybrid work experience brings many advantages, including opportunities to reduce space-related overhead and promote environmental sustainability.
- **Use evidence and remain agile:** Flexibility and data will continue to be critical as we experiment and test out new solutions.
Through the lens of these guidelines, we introduced flexible work schedules, democratized our work spaces by removing hierarchy and cubicles, maintained connection through weekly division-wide town hall meetings, and embraced new tools like Kettespace to reserve and track space usage across our NYC campus.

These guidelines also led to the creation of EM Live, a new digital communication destination for our department.

It is home to important flex work resources, departmental thought leadership and news, departmental mental health and wellness resources, open conversation, diversity initiatives, professional development opportunities, personal kudos, and up-to-date policy information.
MAKE THE CONNECTION

MENDING FRACTURED STUDENT EXPERIENCES

Impacting student success through culture, collaboration, and process

Student success is a shared responsibility, and Enrollment Management has the distinctive ability to convene multiple stakeholders and provide a holistic understanding of the way people, data, technology and process impact students through: connecting data-driven dots to determine patterns, connecting institutional offices to find solutions, and connecting students to important resources that impact their trajectory.

Academics should be rigorous, but our processes don’t need to be. Students thrive when there’s collaboration and a culture of supportive staff who are attuned to their academic, emotional, technological, financial, and overall well being.

As a student I am not just going to fall through the cracks, and I have a support network at NYU that cares about my academic success.”

By leaning in to what we learned over these past two years and adjusting our work today, we will all be prepared for the competitive higher education environment of tomorrow.
THE CALL
We are working to understand early warning signs like first year credit completion. Research revealed students who did not complete at least 32 units by the end of their first two semesters had only a 50 percent chance of graduating in four years.

THE WORK
The Summer Success Program was designed with internal partners as an early intervention program to help first-year students rebound from academic challenges by creating alternative pathways to on-time completion.

Piloted in Summer 2021, the program provided 87 rising sophomores, all of whom demonstrated early academic warning signs, with funding to live on campus and take four credits during the first six weeks of the summer term. This unique living/learning experience included:

- personalized 1:1 coaching and academic support
- intentional and consistent case management
- community engagement programming to help students enhance their skills

THE RESULT

69% were considered “on track” to graduate in four years after ending the program with 32+ credits

98% feel more supported as student at NYU after completing the program

95% enrolled for Spring 2022

100% Black and Hispanic students in the program feel more supported

The Summer Success Program has been expanded for Summer 2022, and we expect 150 students to participate in the program.
LOOKING AHEAD

STUDENT
JOURNEY
MAPPING

How might we foster a more personalized, supported, and cohesive student experience that engages a new generation of NYU students?

The world isn’t the only thing that has changed—student needs are also evolving at a break-neck speed. Our research found both structural and cultural factors are impacting students’ ability to easily navigate pathways to complete their degrees.

NYU believes students should retain and graduate because of the pathways we create, not despite them.

That’s why we’re partnering with IDEO to research the student experience and co-design a student journey map with all corners of the university—from Enrollment Management staff to faculty to students. This map identifies key “friction moments” across the first-year experience that have the most impact on retention, graduation, and improving the student experience. And we’re beginning to explore the ways that we can organize ourselves and align across the university to better support students.

In next year’s report, we’ll share the results of our research, including insights from our in-progress student experience playbook.
As we prepare to move on from the pandemic, how do we make sure we don’t lose connectivity and keep the needs of our students front and center?

In last year’s report, we took a hard look at how many emails—especially mass emails—found their way into our students’ inboxes. We sought out technical solutions to help us improve and personalize cross-departmental support for students at all stages of their NYU experience.

NYU Connect, which launched in 2018, automatically prompts counselors, academic advisors, faculty, and student success staff to share information or act on an issue in realtime through timely, personalized outreach. Spearheaded by the Office of Student Success, this University-wide platform empowers those who support students to share concerns or highlight student achievement with a human touch.
Leadership isn’t about having all the answers. Leadership is about gathering and curating the people, information, solutions, and experiences needed to move the needle and provide a higher level of service. No matter the size and structure of an institution, Enrollment Management has the access and the power to gather information and experts across offices and divisions for both internal and student-facing purposes. Here are three ways NYU Enrollment Management served as a central connection point:

**STORYTELLING SUMMIT**

Every institution has a story, and NYU’s is as complex, multifaceted, and diverse as our community. We’re often asking ourselves, “how can we tell ours in a way that is both authentic and aspirational?”

In our third annual Storytelling Summit, experts from inside and outside of NYU came together to explore and educate our community on how strategic storytelling can help build stronger connections with key audiences and add value to our community. This year, esteemed author and storytelling expert Frank Rose delivered a keynote address about narrative thinking—and why it matters all the more in a world defined by data.
ADMITTED YIELD COMMUNICATIONS

Each year, the marketing division of Enrollment Management holds meetings with representatives from all our schools and colleges to align on admitted student event strategy and communication. Academic departments add unique value to the admitted student population, and identifying these opportunities strengthens the connection between our departments, between the schools and admitted students, and between the admitted students and the institution at large. These meetings brought together more than 60 people, with representation from 10 school partners to focus on maximizing the efficiency and impact of every touch point with admitted students.

“WHAT’S NEXT” CAMPAIGN

The “What’s Next” campaign keeps deposited students engaged by curating and delivering critical information and resources they’ll engage with as matriculated NYU students. This campaign, led by Enrollment Management communications, gathers the most important details from housing, dining, Student Health Center, Moses Center for Student Accessibility, Wasserman Center for Career Development, academic advising, and more so students feel prepared and supported as they make the transition from high school senior to college freshman.

This campaign identified a critical communication gap among accepted Early Decision applicants. Our attempt to fill that gap with a series of emails resulted in an open rate of nearly 90 percent. These outstanding results inspired us to extend the campaign to our Regular Decision admitted students.
When we inspire community... we provide an environment for everyone to reach their full potential.

When you build connection and trust, you create a foundation from which an authentic community can form. Our distinctly NYU community—both its presence and its uniqueness—is an essential pillar of the student experience, from admission and enrollment through graduation and beyond. It’s our job in Enrollment Management to consider all the ways that we impact and inspire community throughout the student journey.

Why is community important for recruitment? It is both a key differentiator and an opportunity for students to picture themselves at NYU. The benefits don’t stop here—a strong sense of community has positive effects on retention and student success as students find their homes away from home in identity-driven communities.
OUR COMMUNITY IS WORLDWIDE

3
Degree-granting locations

12
Global academic centers

Students from
138
countries

#1
NYU has the highest number of international students in America

127
Countries represented in 2022 Regular Decision pool

~15%
Increase in international applicants for our NYC campus

240+
NYUAD recruitment events in Fall 2021 alone

18
Roadshow events across mainland China
In 2021, NYU Shanghai received applications from every Chinese province. Overall attendance rate for China recruitment events was 71%. There was a 4% increase in yield in Early Decision 1 for NYUSH, despite ongoing travel challenges in Mainland China.
OUR COMMUNITY IS
HYPER-PERSONAL

Implementing personalized recruitment marketing tactics across global markets

As a global university recruiting across three degree-granting campuses, we have the added challenge of balancing the needs of local communities while maintaining the spirit and essence of NYU, no matter where you are in the world.

THE CALL

Personalize the recruitment process for individual global markets while maintaining a consistent NYU voice.

THE WORK

We deployed tailored, targeted, and data-informed marketing efforts for NYU Abu Dhabi (NYUAD) and NYU Shanghai (NYUSH) in several specific global markets.

We launched paid media campaigns in the UAE for NYUAD, and in South Korea, Philippines, and the UK to drive top-funnel interest for NYUSH. Both campaigns were data-driven in their targeting and strategy, and individual creative allowed us to tailor our messaging to each audience’s cultural and colloquial preferences.

THE RESULT

40% ↑ increase in Emirati inquiries

36% ↑ increase in new leads in NYU Shanghai target markets

16% ↑ increase in Emirati applications
Customer Service and the Student Experience
Taking a human-centered approach at a high volume

There’s no denying it: Customer service is a critical part of our jobs. As a global university with exceptionally high volumes of calls, emails, and appointments, service is more than just good practice—it’s critical to our accessibility as an institution. In fact, student ambassadors stepped in to manage visitor phone calls and emails, and are often the first interaction a prospective student has. We’ve found creating—and committing to—a set of service standards helps us consistently deliver smart, personal, and exceptional support at NYU-scale.

NYU’s Shared Service Standards

- **01 Understand Your Audience**
  It is part of our jobs to reach across linguistic, cultural, and technical divides. Understanding our students and their needs is imperative to providing them with the best possible service.

- **02 Be an Agent, Not a Gatekeeper**
  An agent uses empathy and creative solutions to make things happen for others, while a gatekeeper hides behind policies and sets up barriers.

- **03 Use Charitable Assumptions**
  Believing the best about the other person and their intentions opens you up to finding better outcomes. Especially when discussing sensitive subjects, try to see things from your audience’s perspective and connect them with available resources.

- **04 Be Human and Accessible**
  Our students should feel like there is a person who hears them and wants to interact. Keep your communication conversational, but professional and informative.

- **05 Care About Quality**
  NYU is a big place where it’s easy to get lost, so it’s important that we give simple solutions to difficult problems.

- **06 Be a Problem Solver**
  When a student asks for something that is impossible to provide, help gently guide them to the possible. Provide an alternative path and prepare them for their next steps.

- **07 Surf the Waves Like a Swan**
  Be poised and calm above water—like a swan. Work hard below the surface, out of sight, to make things happen without letting the student know.

- **08 Respect Students’ Data Security**
  All members of the university community must employ appropriate safeguards to protect the integrity, confidentiality, and security of all personally identifiable information.

- **09 Own It**
  If a student’s question starts with you, even if you have to ask others for help, follow it all the way through to resolution.

---

**SPOTLIGHT**

I recognize the work you and your team are doing to make Albert (the student information system) more accessible for myself and other screen reader users. Thanks to the updates, I can now independently access my financial aid information and view my grades and GPA.”
OUR COMMUNITY IS STRONGENING INCLUSIVITY

Supporting identity-driven student communities and opportunities throughout the student experience

The NYU experience is multifaceted. But perhaps the most distinctive and proudful differentiator is the sheer number of individual communities and cultures present within our global student body. We take pride in NYU being the place where all students can find a tight-knit community, and we are inspiring that sense of community by allowing prospective and current students to self-identify and participate in more personalized experiences.

VIRTUAL EXPERIENCES

We developed tailored programming for first-generation college students, women in STEM, Native and Indigenous students, men of color, academic niches, and special events for every stage of the college search process. Students were able to self-select, allowing them to maintain agency over their identity as they navigate the college search process. Providing a range of targeted programming increased engagement and effectively converted applicants at an average application rate of 32 percent.

NYU TRAILBLAZER SERIES

Our Trailblazer video series features ground-breaking research and provocative insights from NYU’s most compelling professors—who bring bold ideas into the classroom, and share their knowledge back out with the world. The series are offered to prospective students in the fall and admitted students in the spring to further help them find communities within NYU that resonate with their own interests.

IMPROVING INCLUSIVITY THROUGH SELF-IDENTIFICATION

As part of our commitment to inclusivity, we continue to search for ways to ensure our students feel seen, welcome, and represented at every turn. We’ve added more inclusive gender identity options, pronouns, and name pronunciation for students to customize across platforms, and our application now includes an option for students to share LGBTQ+ identity and pronouns.
MLK SCHOLARS PROGRAM
For over 30 years, the MLK Scholars have represented NYU’s shining examples of scholars, leaders, and changemakers. But they’re not just high-achieving students—they’re not just high-achieving students—their interest and application to the program identifies them as students with a passion for social justice and a commitment to civic engagement. In 2020, Enrollment Management’s Office of Student Success became the co-manager of the program alongside the Office of Global Inclusion and, with support from NYU President Andrew Hamilton, we have since doubled the size of the program.

$80K+
Awarded to Summer 2021 MLK Scholars Program to support unpaid internship opportunities

Opportunity Programs
When we provide extra support to under-represented identity-driven communities, they go on to be successful and persist at higher rates.

The Opportunity Programs at NYU include three distinct programs: the Arthur O. Eve Higher Education Opportunity Program (HEOP), the Collegiate Science and Technology Entry Program (CSTEP), and a pre-college program: Science and Technology Entry Program (STEP).

In November, we hosted the first annual OP Development Month, a month-long programming effort to assist this community with developing skills and building capacity that will holistically prepare them for future academic years and life after college.

“... I loved that the events were relevant to our needs right now, and that they were offered in smaller groups. Everything felt very intimate and personal.”

The inclusivity that I saw here in just the virtual open house is so comforting.”

Students will be enrolled through the New York State Collegiate Science Technology and Education Program (CSTEP) and Higher Education Opportunity Program (HEOP)

45%
Larger CSTEP Grants
WHAT’S INSPIRING US?
RETURNING AND REIMAGINING IN-PERSON EVENTS

In April, we welcomed approximately 3,000 newly admitted students and families to campus as part of our Home for the Weekend celebration—the first large-scale, on-campus event hosted by NYU since the pandemic began. Enrollment Management convened more than 40 partners, including offices, schools, and programs, throughout the NYU community for a spirited kickoff for the Class of 2026. We knew hosting this event on campus for the first time after 2.5 years would be a tremendous logistical undertaking, but those of us in attendance were surprised by what an emotional milestone it was. For many of us, Home For the Weekend was a reminder of why we gather in person, as well as why we are committed to this work.

“The tour guide not only made me feel like NYU is a big, welcoming family, but also the fact that I can choose to be whatever I may want to aspire to be.”
2022
HOME FOR THE WEEKEND
BY THE NUMBERS

3,000 visitors welcomed to campus

2,000+ visitors took campus tours of our Washington Square and Tandon campuses

820+ guests attended Financial Education sessions

217K impressions across 97 Instagram stories

129 virtual financial aid 1:1 sessions hosted over the weekend

1,623 Class of 2026 t-shirts distributed
INSPIRING A SUCCESSFUL YEAR AHEAD
As a field, it is our job to consider the most powerful solutions to attracting, retaining, and graduating students. When we focus on expanding opportunity, we make higher education possible for more people.

This year, we learned to open more doors by...

- Exploring pathways from K-12 and community colleges to four-year universities
- Building connections with communities
- Creating innovative affordability programs
- Intentionally supporting under-represented and marginalized groups
- Thinking creatively about the bridge to professional success for all students
- Collaborating with schools to help shape online programs and connect students to the technology, programming, and academic pathways they are considering

We are endlessly inspired by all the ways enrollment management can be a force for connection within our teams, across our institutions, and for our students.

This year, we facilitated connection by...

- Leading with flexibility and transparency
- Bringing subject matter experts together for more streamlined experiences and increased knowledge-sharing
- Using data to determine patterns, find solutions, and connect students with critical resources
We know that when you build trust, lead with authenticity, and focus on connection, new communities can thrive.

This year, we learned strong communities are shaped through...

- Identity-driven segments and tailored programming for diverse student interests and backgrounds
- Hyper-personal communication and marketing tactics
- Human-centered customer service
- Revising old “tactics” to speak to a new generation of students
The Division of Enrollment Management works collaboratively under the direction of the Senior Vice President to serve the students of New York University, the largest independent research university in America. The Division’s mission is to attract and enroll diverse, academically promising students; support the academic and social needs of each learner in an inclusive, global environment; and graduate bold innovators who go on to impact society. All enrollment functions, research, and operations for NYU’s schools and colleges in New York, as well as degree-granting campuses in Abu Dhabi and Shanghai, fall under the purview of Enrollment Management. While the Division is headquartered in New York City, reporting staff are positioned throughout NYU’s global network.

Enrollment Management Offices
Undergraduate Admissions, Pipeline and Access
Graduate Marketing & Admissions Consulting
Marketing & Communications
Financial Aid
University Registrar
Institutional Research
Student Success
Enrollment Technology
Enrollment Strategy
Enrollment Management Compliance