

THE GEORGE  
WASHINGTON  
UNIVERSITY  
WASHINGTON, DC

# Enrollment and Student Success Update

**Jay W. Goff**

Vice Provost for Enrollment and  
Student Success

December 13, 2024



# Enrollment and Student Success Mission Statement

The Division of Enrollment and Student Success (ESS) collaborates with the George Washington University community in synthesizing research and services to support the fulfillment of the University's mission, strategic enrollment vision and our students' educational goals.

**Excellence - Diversity - Affordability**

# Fall 2024 Enrollment

Census, October 5

## Total enrollment 25,374 on the sixth week class

### ➤ Overall Registrations: 25,374 Total Student Headcount

- Positive increases in total residential full-time student enrollments (+389 or 3.8% over Fall 2023)
- Largest domestic residential undergraduate enrollment (9,707)
- Undergraduate retention rates improved again (92.2% – Among top 5 retention rates)
- Full-time graduate student enrollments increased again (+242 or +5% larger than Fall 2023)

### ➤ Undergraduate Enrollment: 11,182 (Residential Undergraduate Enrollment: 10,495)

- New UG student class slightly ahead of 2,650 goal: 2,459 First Years and 258 Transfers
- Class profile remains strong and aligned with five-year profile target
- Non-traditional part-time undergraduate registrations remain below pre-pandemic levels

### ➤ Graduate and Professional Enrollment: 13,624

- Full-time graduate and professional registrations increased again this year
- Slight increase in new graduate students from DMV
- Part-time working-adult and Chinese student enrollments continue to lag behind pre-pandemic levels

# FAFSA FIASCO



## Fallout From a FAFSA Fiasco



# The George Washington University Enrollment Objective

To build and maintain student enrollments and success levels that will allow The George Washington University to be recognized as one of the  
**Top 50 National Research Universities**

**Division of  
Enrollment &  
Student Success**



**Jay Goff**  
Vice Provost  
Enrollment and Student Success



**Tobe Dickerson**  
Director  
Strategic Enrollment Management  
Services



**Sharon Testor-Bucher**  
Program Director  
ESS Business and Partnerships



**Dr. Kimberley Williams**  
Associate Vice Provost  
Student Success and Retention



**Benjamin Toll**  
Dean  
Undergraduate Admissions



**Michelle Arcieri**  
Executive Director  
Student Financial Assistance



**Dr. Gabrielle Julien-Molineaux**  
Assistant Vice Provost  
Graduate Enrollment



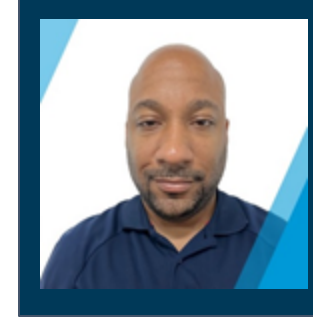
**Kelley Bishop**  
Associate Vice Provost  
University Career Services



**Tyson Brown**  
Associate Dean  
Undergraduate Admissions



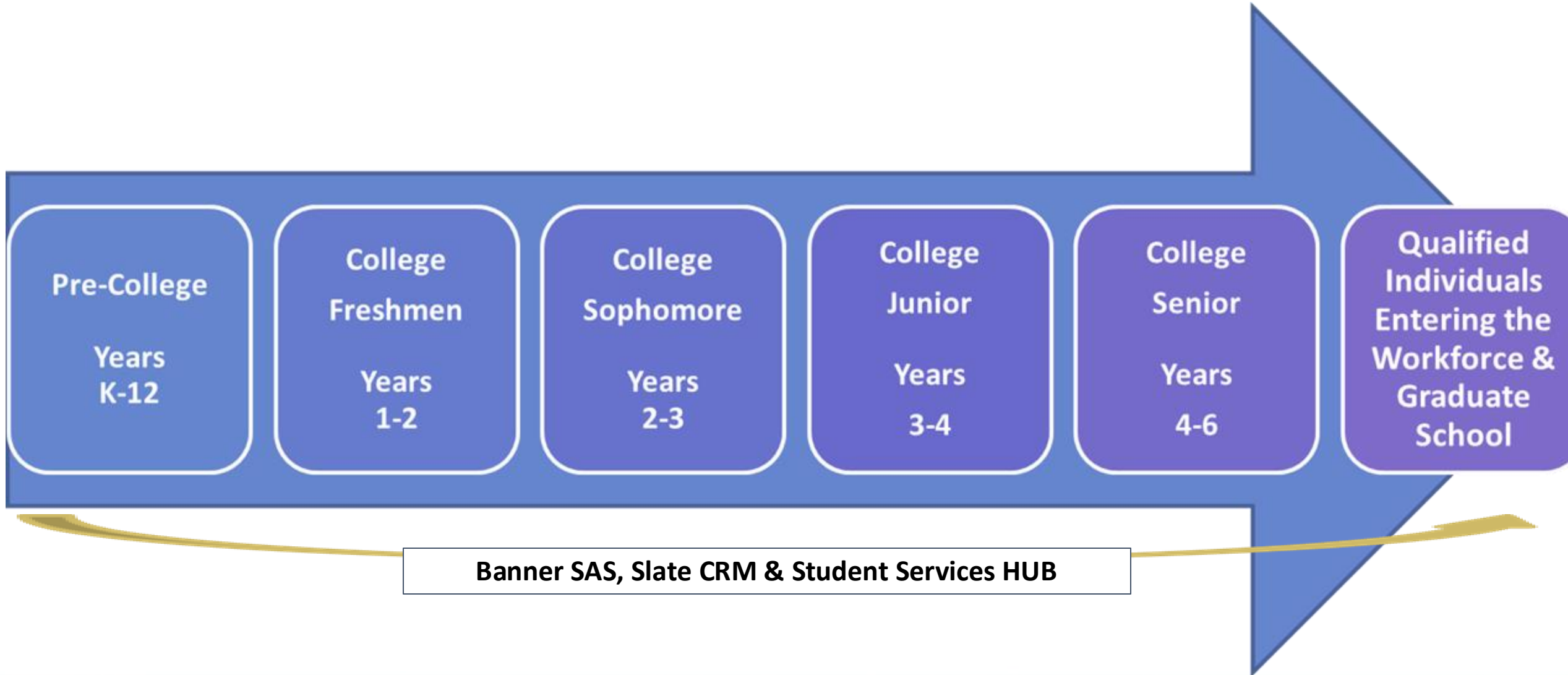
**Chante Clarkson**  
Executive Director  
Academic Retention



**Taj Jones**  
Director  
Student Financial & Registration  
Services



# Bridging the K-20 Student Success Pipeline



## Pre-GW

### ENVISION

- Take a [GW Campus Tour](#)
- Research [programs and majors at GW](#)
- [Apply to GW](#)
- Attend [Inside GW](#) to learn about academics and career centers
- Consider volunteer or summer jobs to build experience
- Participate in a summer program like [Jump Start](#)
- Attend a [campus employment summer webinar](#)



## Year 1

### EXPLORE

- Complete [First-Year Experience Course](#)
- Learn about you: [Take a personality assessment](#)
- [Meet with a Career Exploration Coach](#)
- Complete your [Handshake & GW CareerConnect profiles](#)
- Review [Handshake Resource Guides](#)
- Explore majors & careers: [Career Options Sheets](#)
- Join [student organizations](#)
- Get involved via [Nashman Center](#)
- Consider [Study Abroad options](#)



## Year 2

### PREPARE

- Gain experience through [Volunteer Service, on-campus jobs & Internships](#)
- Update your resume, cover letter, & LinkedIn each semester
- Acquire well-fitting professional attire
- Learn the [GW Professional Competencies](#)
- Network with alumni mentors on [GW Career Connect & LinkedIn](#)
- Attend the [Career Exploration Expo](#)
- Consider [undergraduate fellowships and research](#)



## Year 3

### EXECUTE

- Meet with a [Career Coach](#) to identify occupation titles and companies
- Practice your pitch and interview skills
- Get involved in campus leadership roles
- Conduct [informational interviews](#) with alumni
- Pursue experiences like [Internships and CareerQuest](#)
- Consider post-graduate plans (employment, graduate school, military service)
- Attend industry events, career fairs, and conferences



## Year 4

### ACHIEVE

- [Meet with a Career Coach](#) to polish resume and interview skills
- Update your [professional headshot](#)
- Attend a [Salary Negotiation Workshop](#)
- Pursue experiences to develop your [Professional Competencies](#)
- Attend employer info sessions
- Pursue leads through [Handshake, LinkedIn, & recruiting events](#)
- Apply for jobs or graduate school



## Alumni

### ADVANCE

- Take the [GW First Destination Survey](#) to share your Outcomes
- Join the [GW Alumni Association](#)
- Keep your contact information up to date with [Office of Alumni Relations](#)
- Attend [events and career programs](#) with other alumni
- Mentor students on [GW CareerConnect](#)
- Consider [annual giving initiatives](#) such as [Open Doors and Giving Day](#)
- Serve as a [GW Career Influencer](#)





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## GW At-A-Glance

- Founded 1821
- Member of the prestigious AAU
- 10 Colleges & Schools
- 25,300 Undergraduate & Graduate Students
- 50 States & 140 Countries
- Largest university in Washington D.C.
- Top 15 Largest Private Research University

## Knowledge in Action:

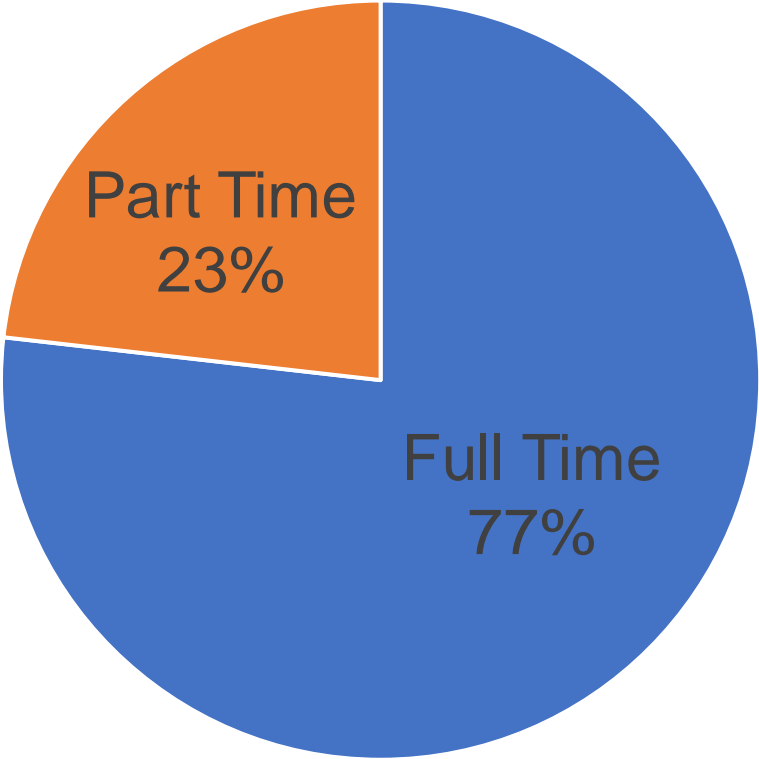
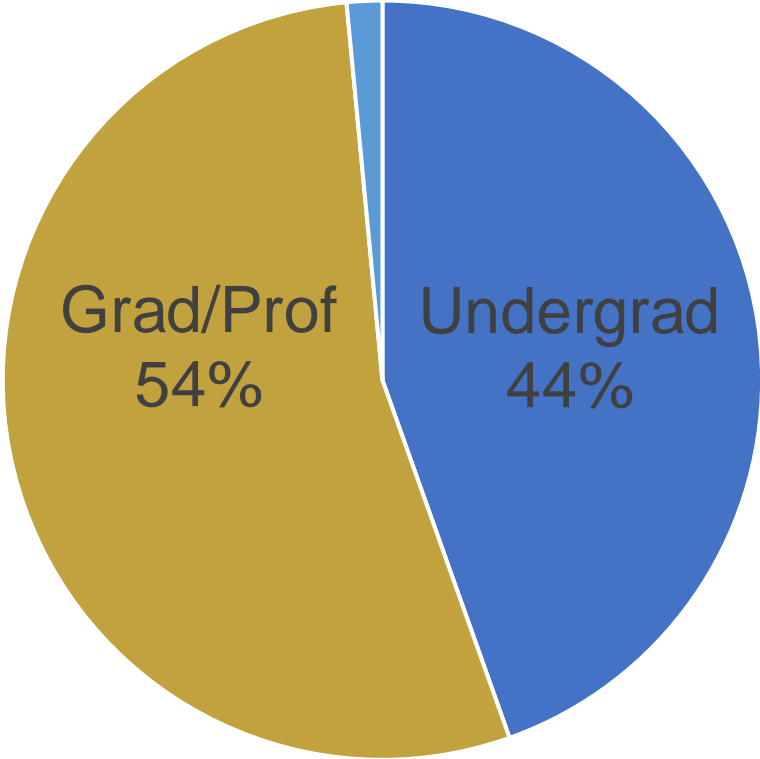
- Research
- Internships
- Study Abroad
- Community Service



**A Comprehensive Private Research University in the Nation's Capital**

# Total Enrollment Distribution: Fall 2024

25,374 Registered Students  
41% Residential Undergraduates



■ Undergraduate ■ Grad/Prof ■ Non-Degree

■ Full Time ■ Part Time

# Total Headcount Enrollment

*Fall 2020 - Fall 2024 Comparison*

*+653 (3.6%) Full-time Students, -830 (12.7%) Part-time Students*

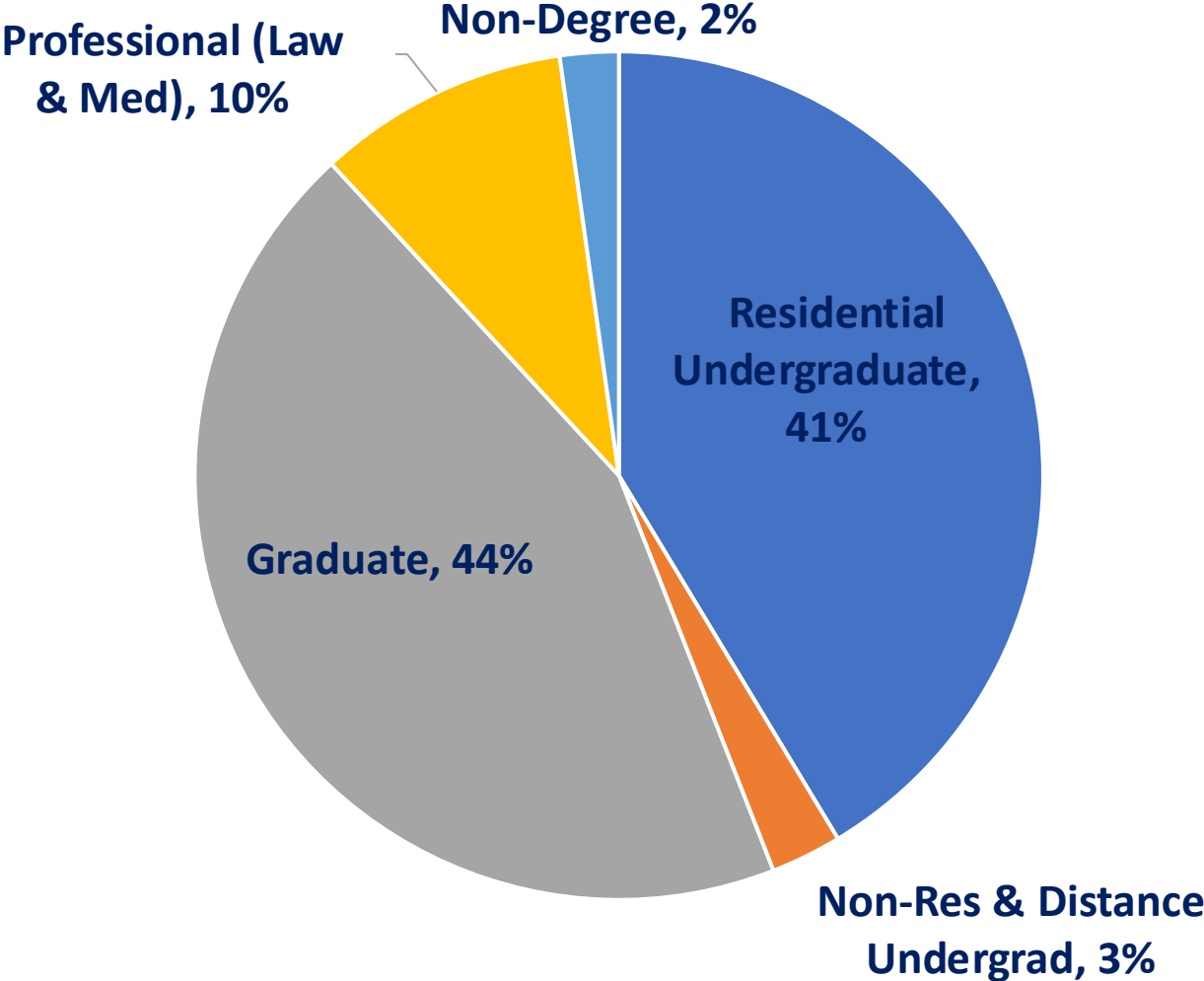
STUDENT CATEGORY	Fall 2020 Census	Fall 2021 Census	Fall 2022 Census	Fall 2023 Census	Fall 2024 Census	Diff. # 2023 to 2024	Diff. % 2023 to 2024
Residential Undergraduate	9,927	9,864	9,944	10,099	10,495	396	3.9%
Non-Res & Distance Undergrad	1,177	1,065	854	749	687	-62	-8.2%
Graduate	12,716	12,458	11,961	11,657	11,184	-473	-4.1%
Professional (Law & Med)	2,461	2,429	2,422	2,431	2,440	9	0.4%
Non-Degree	736	641	758	632	568	-64	-10.1%
<b>Total Enrollment</b>	<b>27,017</b>	<b>26,457</b>	<b>25,939</b>	<b>25,568</b>	<b>25,374</b>	<b>-194</b>	<b>-0.8%</b>

SOURCE: GW Institutional Research and Planning

Residential UG: students enrolled in the 5 residential Foggy Bottom campus schools

Non-Res & Distance UG: students enrolled in CPS, Nursing, and Medicine and Health Sciences

# Fall 2024 Headcount: 25,374



# Post Pandemic Enrollment Objectives

## Building a Top 50 Profile (2021-2026)

- Restore Full Time Student Enrollments
- Expand National Reach
- Diversify International Markets
- Maintain or Improve Academic Profile
- Increase Student Diversity
- Improve Student Success Rates

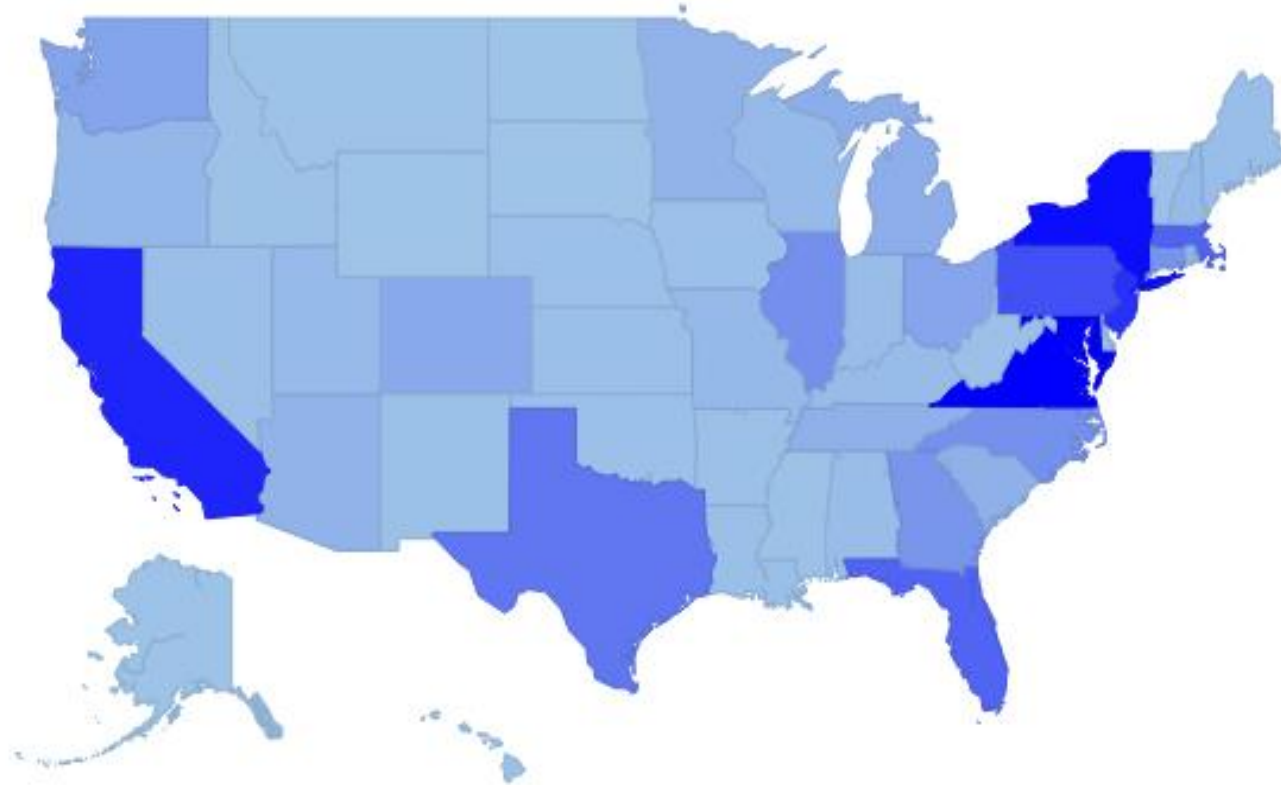
# Full Time Enrollments

*All Levels: Undergraduate, Graduate, Professional*

Student Population	Fall 2019	Fall 2020 Pandemic	Fall 2021	Fall 2022	Fall 2023	Fall 2024	# Diff. 2019 v. 2024	% Diff. 2019 v. 2024
<b>International</b>	3,604	2,628	2,483	2,708	3,058	3,044	-560	-15.5%
<b>Domestic</b>	15,203	14,865	15,169	14,947	14,988	15,649	446	2.9%
<b>Total</b>	18,807	17,493	17,652	17,655	18,046	18,693	-114	-0.6%
<b>China</b>	1,930	1,281	952	895	803	657	-1,273	-66.0%
<b>Intl' - exclud. China</b>	1,674	1,347	1,531	1,813	2,255	2,387	713	42.6%

# Fall 2024 Total Domestic Students Undergraduate, Graduate and Professional Students

*21,701 students from 50 states, Puerto Rico, US territories  
49% (10,665) come from 5 states and DC: VA, MD, DC, NY, CA, NJ*

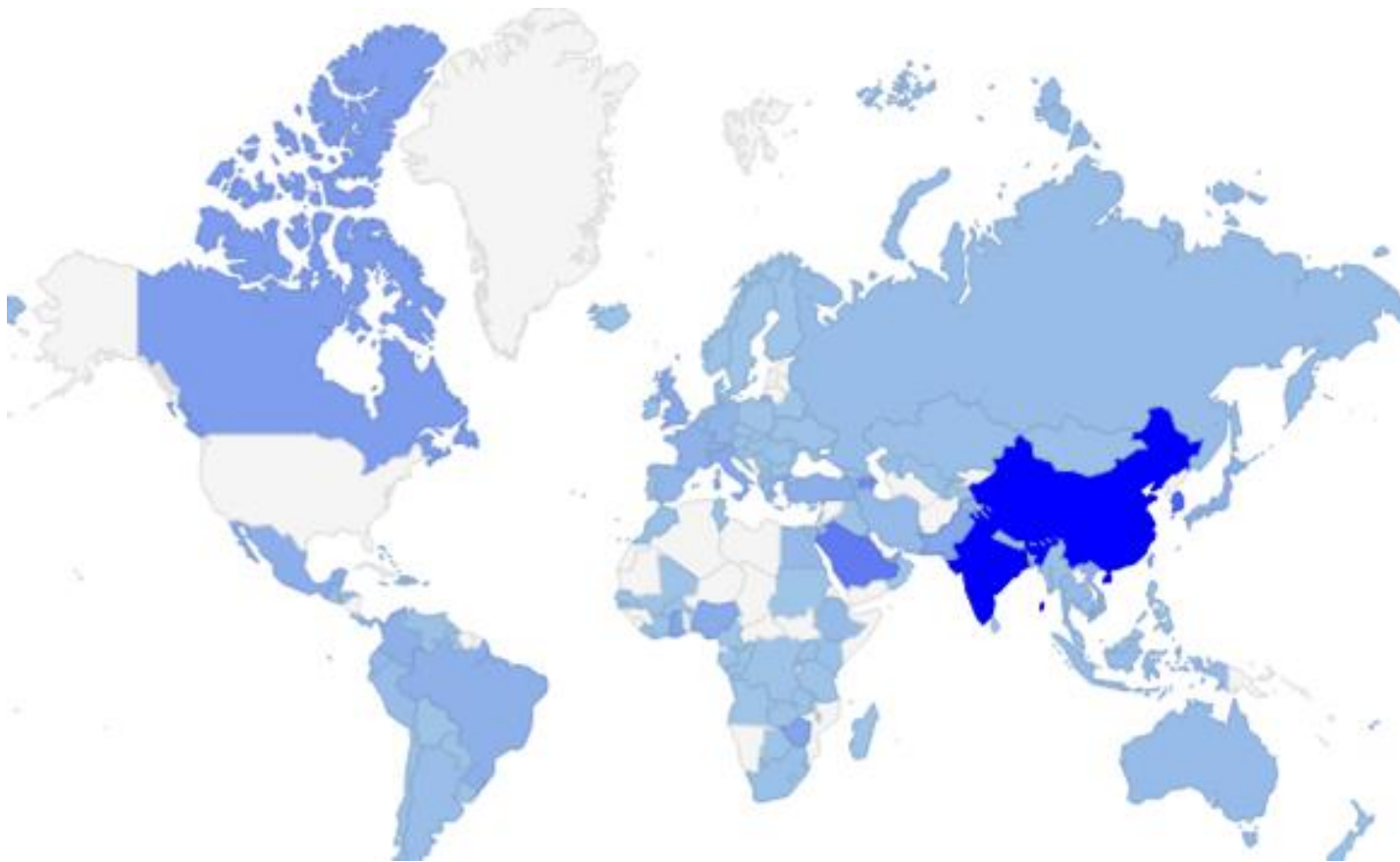


State	Students
VA	3203
MD	2059
NY	1555
CA	1311
NJ	1283
DC	1254
PA	989
MA	843
FL	785
TX	637

# Fall 2024 International Students Undergraduate, Graduate, Professional and Students

*3,673 students from 142 countries*

*55% (2,021) come from 4 countries: China, India, S. Korea, Saudi Arabia*



Nation	#Students
China	833
India	813
Korea, South	205
Saudi Arabia	170
Azerbaijan	119
Zimbabwe	63
Canada	56
Ghana	56
Taiwan	55
Pakistan	53



# New First-Year Class: Fall 2024 Target vs. Trend

	Fall 2024 Target	Fall 2024 Actual	Difference from Target
First-Year	2,450	2,459	On-Target
Transfer	200	258	On-Target
TOTAL	2,650	2,717	2.5%

# Enrolled First-Year Class Academic Profile Data

Academic Profile	Fall 2019 Census	Fall 2020 Census	Fall 2021 Census	Fall 2022 Census	Fall 2023 Census	<i>Fall 2024 Census</i>
MEAN HS GPA	3.66	3.67	3.66	3.69	3.72	3.66
MEAN SAT COMPOSITE	1364	1354	1387	1399	1412	1409
MEAN ACT COMPOSITE	31	31	32	32	32	32
TEST OPTIONAL	28%	30%	56%	56%	59%	64%
MEAN ACRK	4.46	4.51	4.47	4.32	4.07	4.44

Census: October 5, 2024

Note: "Countries" represented refers to international students only. It does not include U.S. citizens living in foreign countries.

# Enrolled First-Year Class Demographic Profile

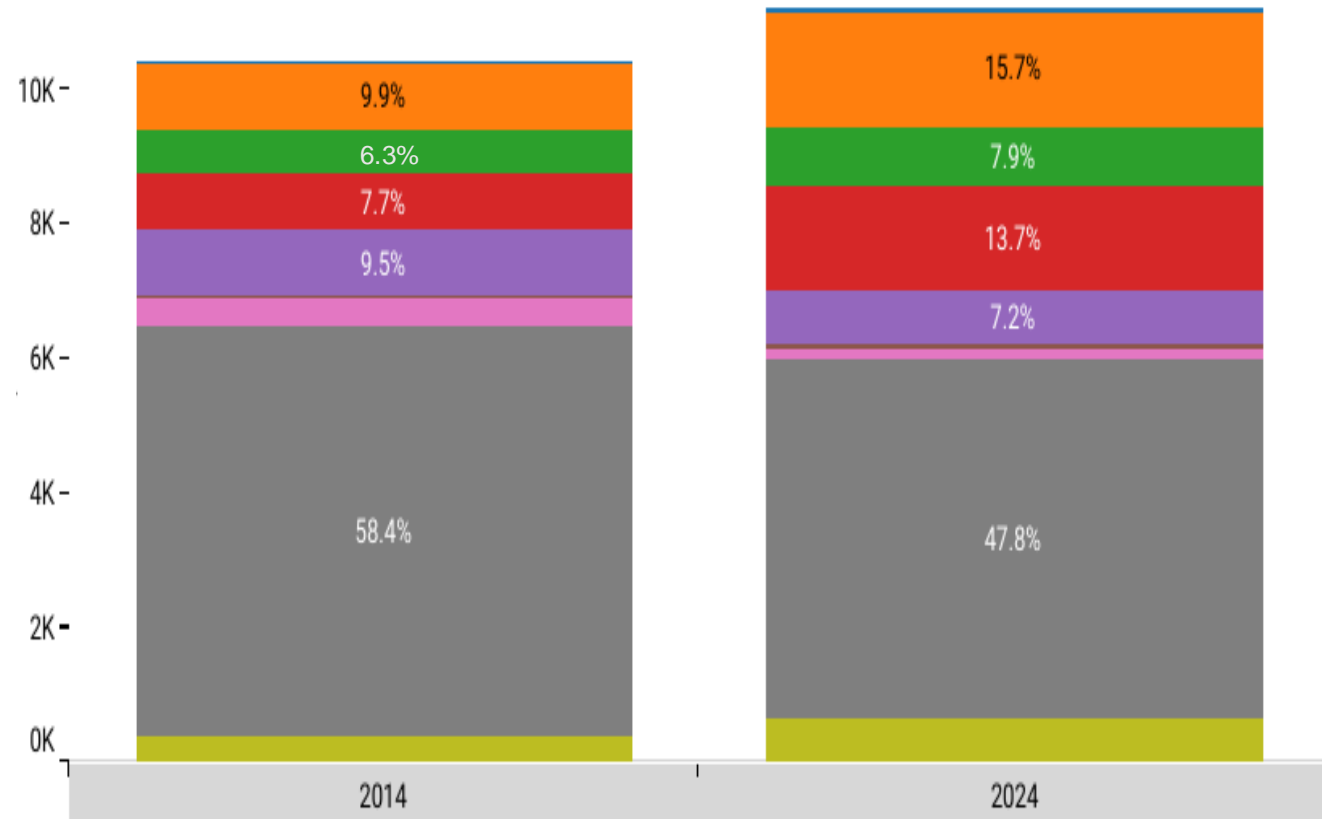
Demographics		Fall 2019 Census	Fall 2020 Census	Fall 2021 Census	Fall 2022 Census	Fall 2023 Census	Fall 2024 Census
MALE	%	38%	35%	37%	37%	37%	34%
FEMALE	%	62%	65%	63%	63%	63%	66%
STATES	#	48	48	48	48	49	45
COUNTRIES	#	64	44	47	51	55	57
INTERNATIONAL	%	14%	8%	6%	7%	9%	7%
	#	374	160	157	212	219	173
URM Under Represented Minority	%	20%	23%	21%	22%	22%	25.7%
	#	526	449	530	642	562	631
FIRST GENERATION	%	13%	13%	14%	14%	15%	15%
	#	342	260	360	413	369	374
PELL RECIPIENTS	%	15%	17%	15%	15%	17%	20%
	#	387	333	384	446	429	500

Census: October 5, 2024

Note: "Countries" represented refers to international students only. It does not include U.S. citizens living in foreign countries.

# Fall 2014 vs Fall 2024 Undergraduate Students

*Total Undergraduate Enrollment by Reported Ethnicity*

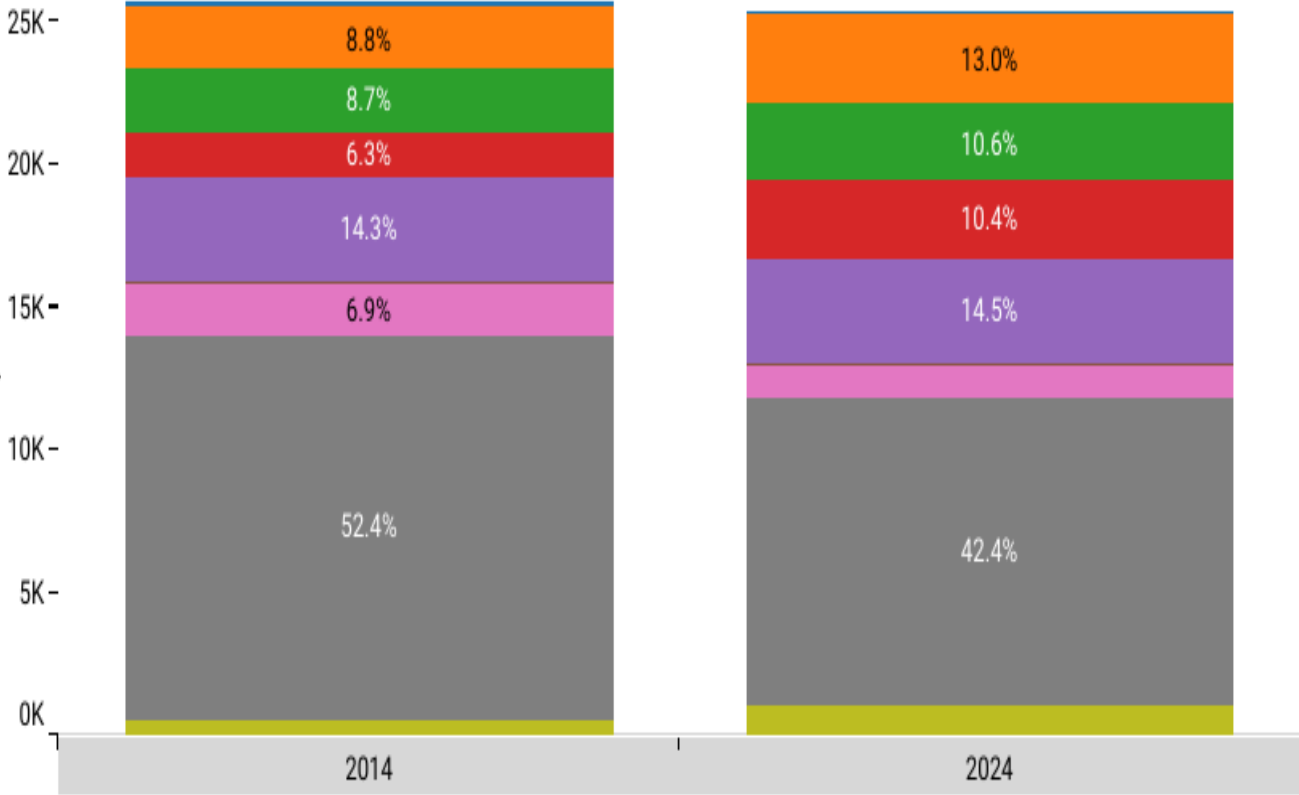


# Fall 2014 vs Fall 2024

## Undergraduate, Graduate, and Professional Students

*Total Enrollment by Reported Ethnicity*

- American Indian - URM
- Asian
- Black - URM
- Hispanic - URM
- International
- Pacific Islander - URM
- Unknown
- White
- Two or More Races





# U.S. DEPARTMENT OF EDUCATION College Scorecard

WASHINGTON, DC



## George Washington University



Year



Private Nonprofit



City



Medium

GRADUATION RATE ⓘ

**84%**

AVERAGE ANNUAL COST ⓘ

**\$34k**

MEDIAN EARNINGS ⓘ

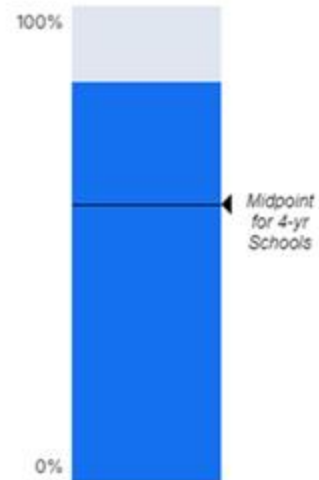
**\$91k**

View School

### Graduation Rate ⓘ

**84%**

Midpoint for 4-yr Schools: 58%



### Average Annual Cost ⓘ

**\$34,462**

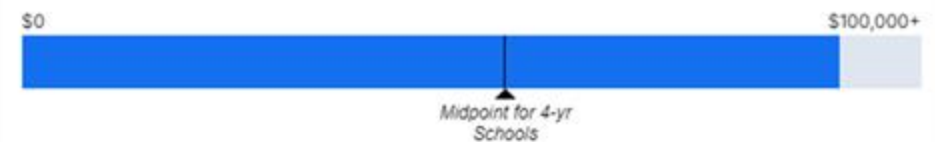
Midpoint for 4-yr Schools: \$19,555



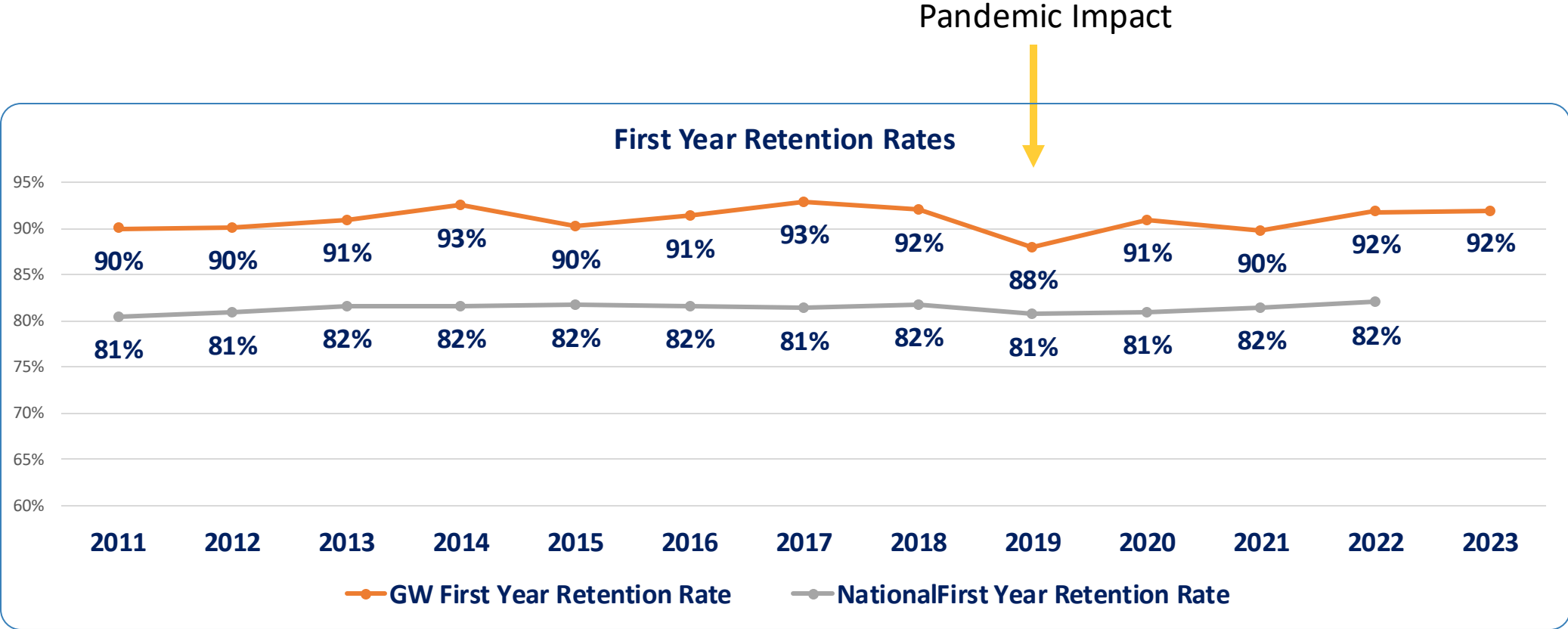
### Median Earnings ⓘ

**\$90,873**

Midpoint for 4-yr Schools: \$53,617



# 1<sup>ST</sup> to 2<sup>ND</sup> YEAR RETENTION: COMPARISON to NATIONAL PRIVATE NOT-FOR-PROFIT INSTITUTIONS 2011- 2023 COHORTS

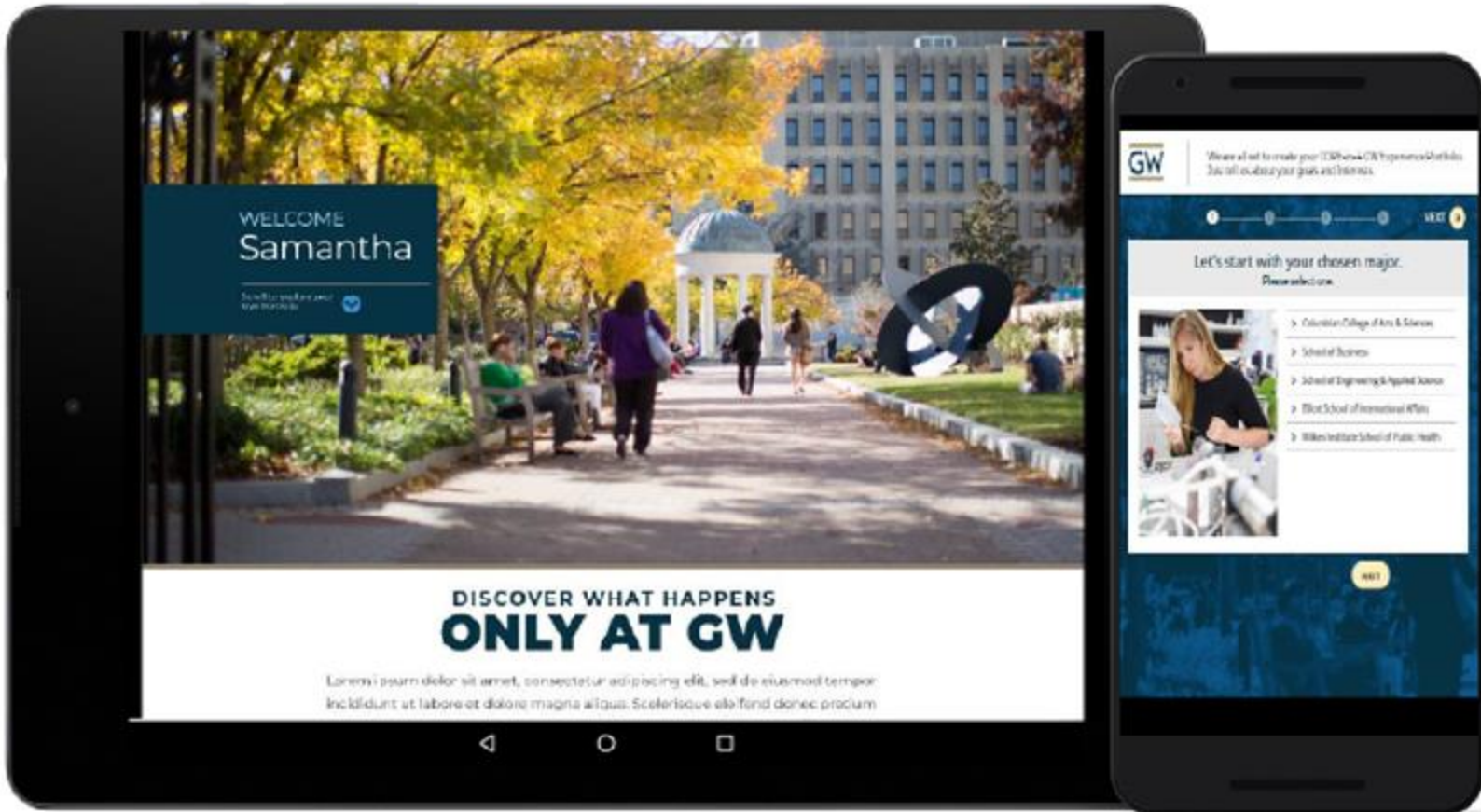


Fall 2019 rate shows pandemic impact for both GW and Benchmark Schools

Source: IPEDS Data Center, National Center for Education Statistics; National Rate for private not-for-profit, four or more years, and degree-granting, primarily baccalaureate or above  
Data source for GW is IR Dashboard

# Build a Personalized 4-Year GW Experience Portfolio

<https://customviewbook.gwu.edu/wizard>







# Scholarships OPEN DOORS

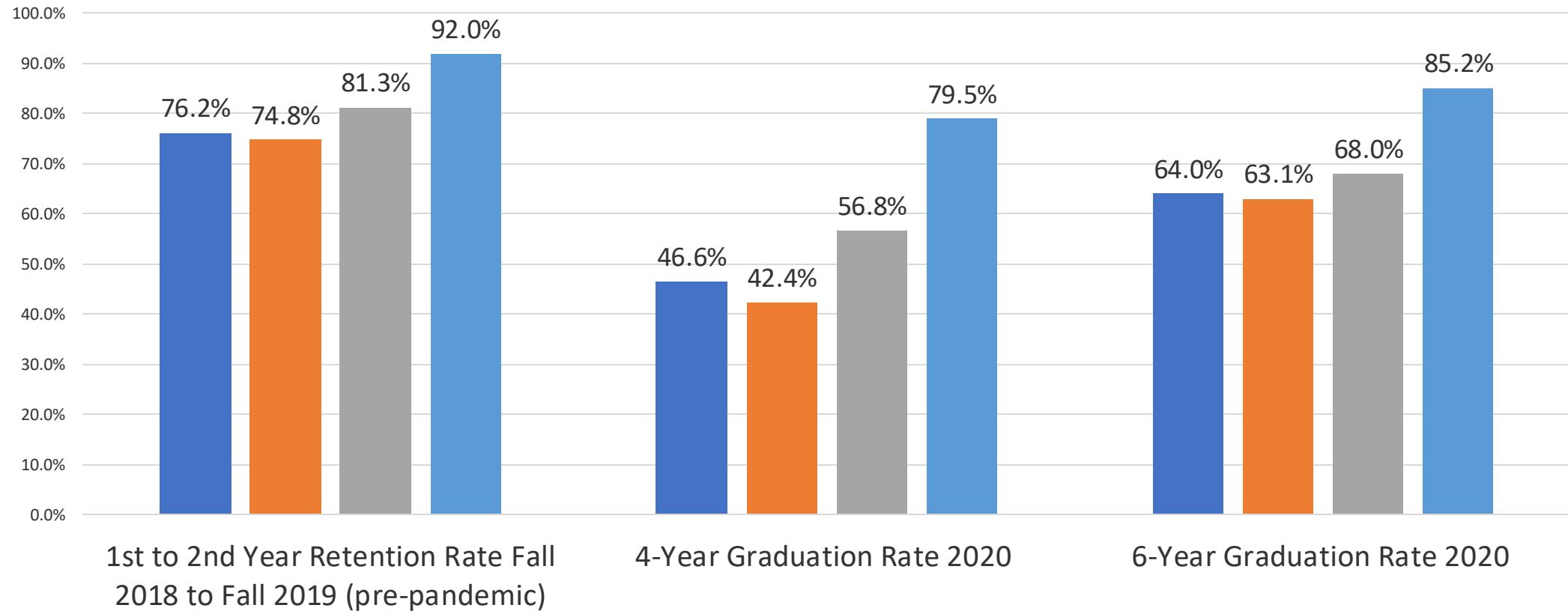
The Centuries  
Initiative for  
Scholarships  
& Fellowships



# Questions

# GW Student Retention and Graduation Rates Compared to Recent U.S. Department of Education Data

First-Year, Full-time, Degree Seeking Undergraduate Class Returning after First Year and the Fall 2014 Class Graduating by August 2020



■ All 4-year institutions ■ Public 4-year institutions ■ Private Nonprofit 4-year institutions ■ George Washington University (2023)