

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)

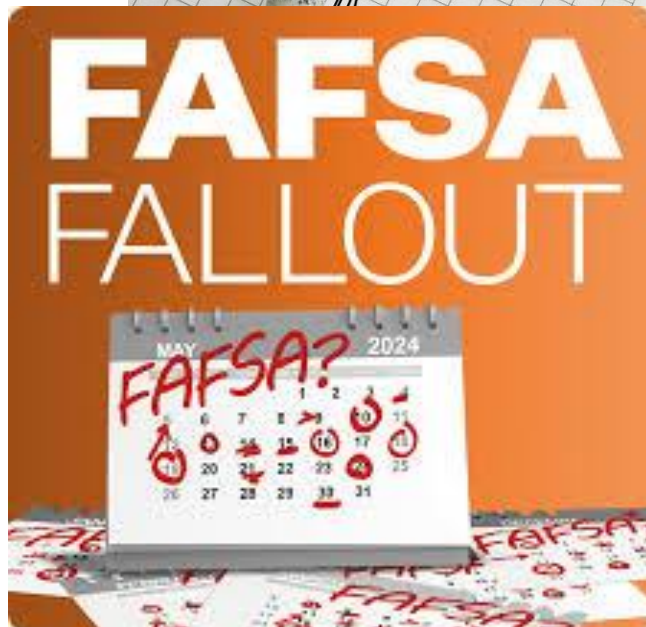
➤ Undergraduate Enrollment: 11,182 (Residential Undergraduate Enrollment: 10,495)

- 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



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%

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



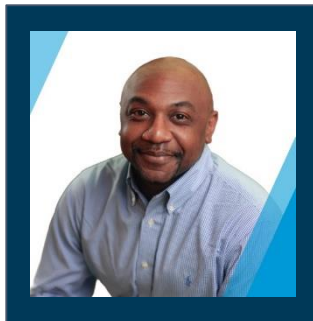
Michelle Arcieri
Executive Director
Student Financial Assistance



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



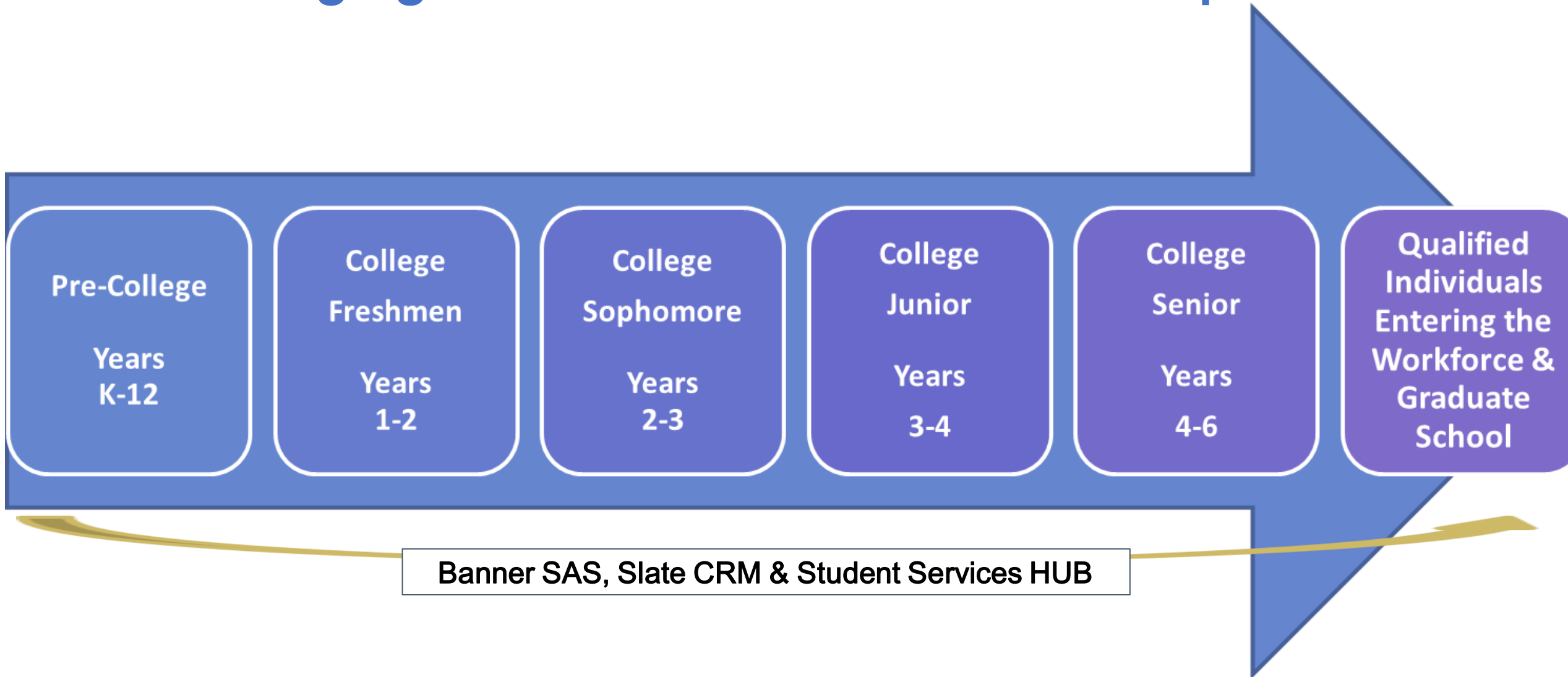
Taj Jones
Director
Student Financial & Registration
Services



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

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](#)



THE GEORGE
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UNIVERSITY

WASHINGTON, DC

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:

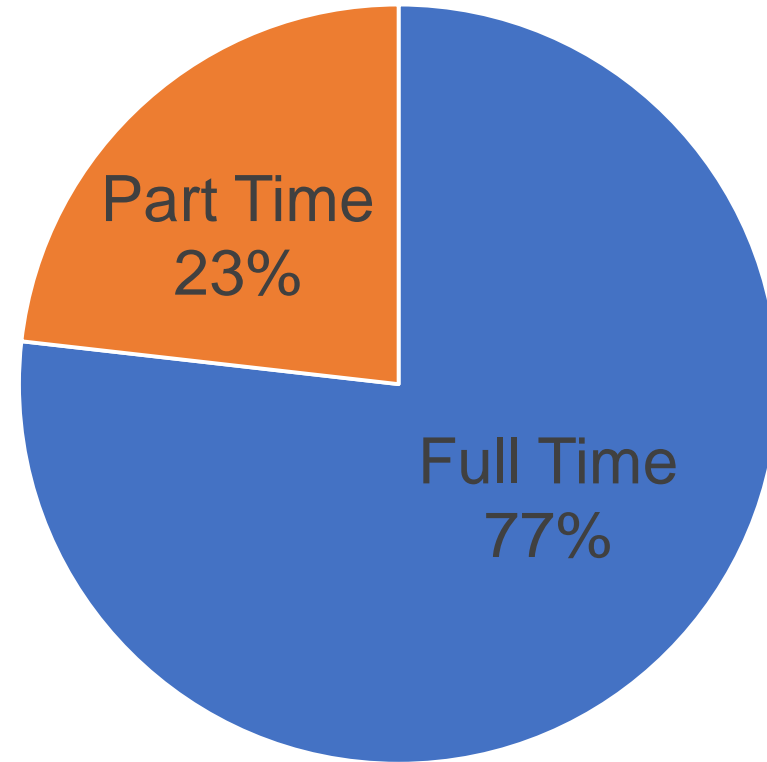
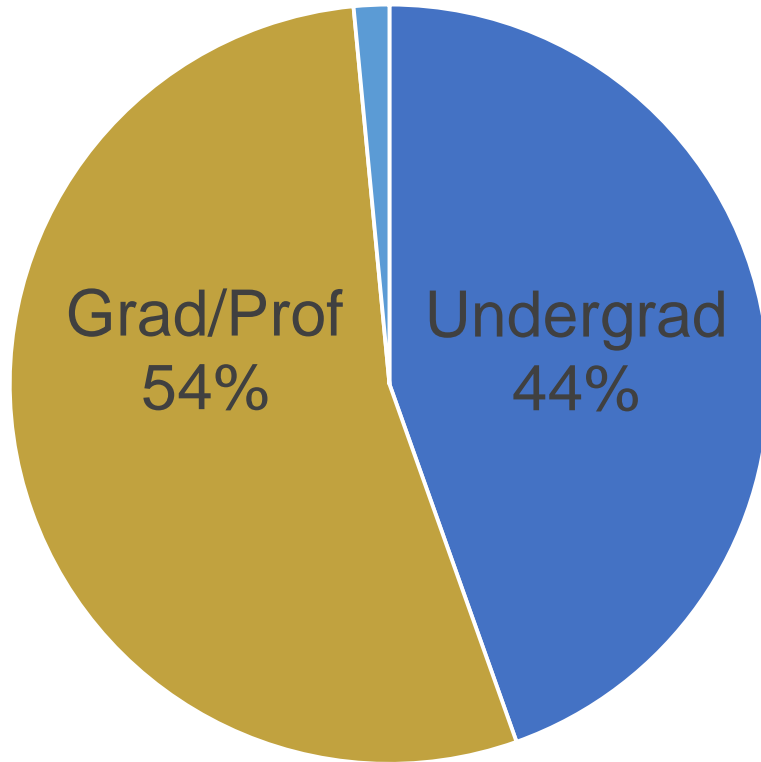
- Research
- Internships
- Study Abroad
- Community Service



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

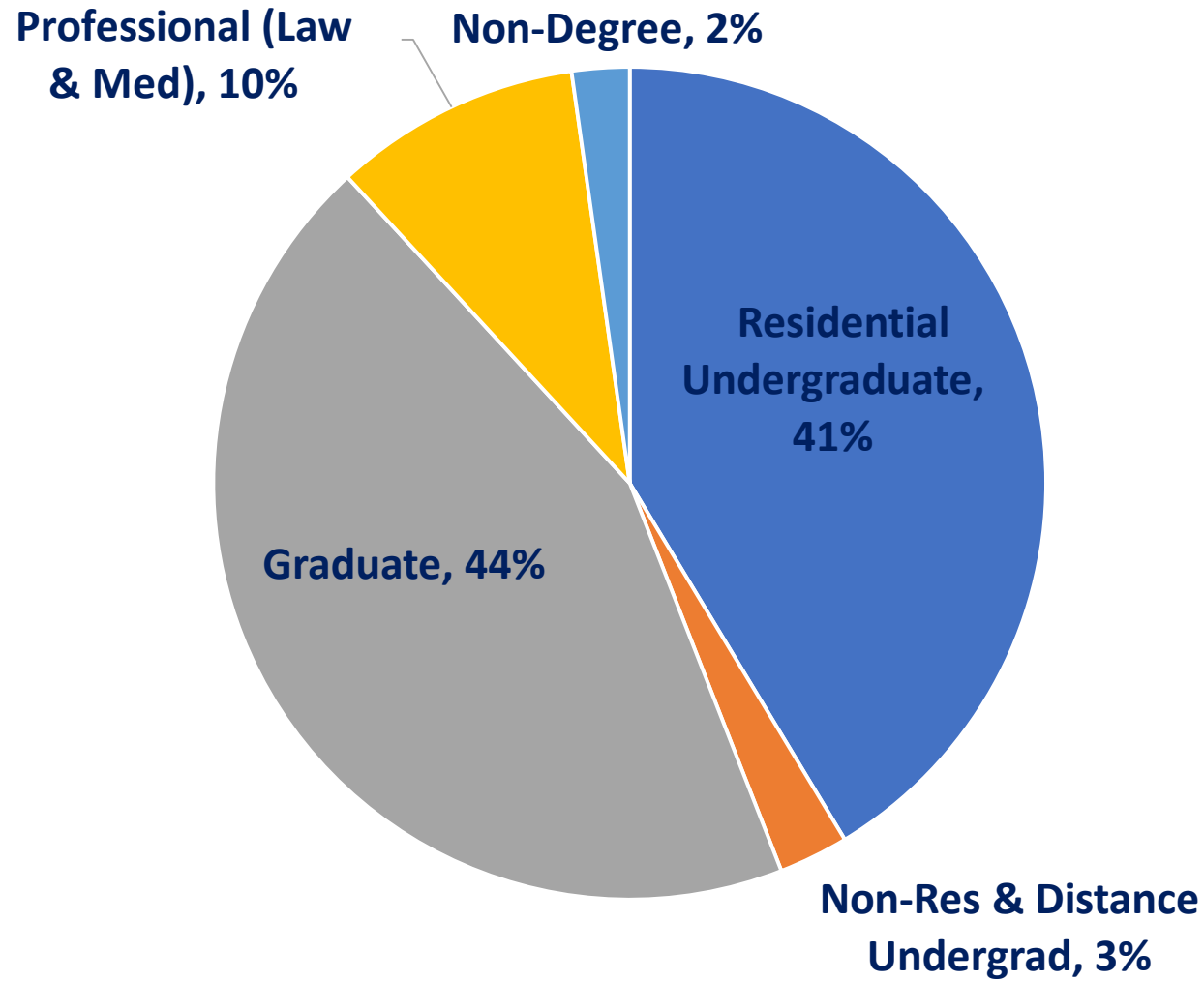
STUDENT CATEGORY	Fall 2020 Census	Fall 2021 Census	Fall 2022 Census	Fall 2023 Census	Fall 2024 Census	Diff. # 2023 to 2024	Diff. % 2023 to 2024
Residential Undergraduate	9,927	9,864	9,944	10,099	10,495	396	3.9%
Non-Res & Distance Undergrad	1,177	1,065	854	749	687	-62	-8.2%
Graduate	12,716	12,458	11,961	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%
Total Enrollment	27,017	26,457	25,939	25,568	25,374	-194	-0.8%

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



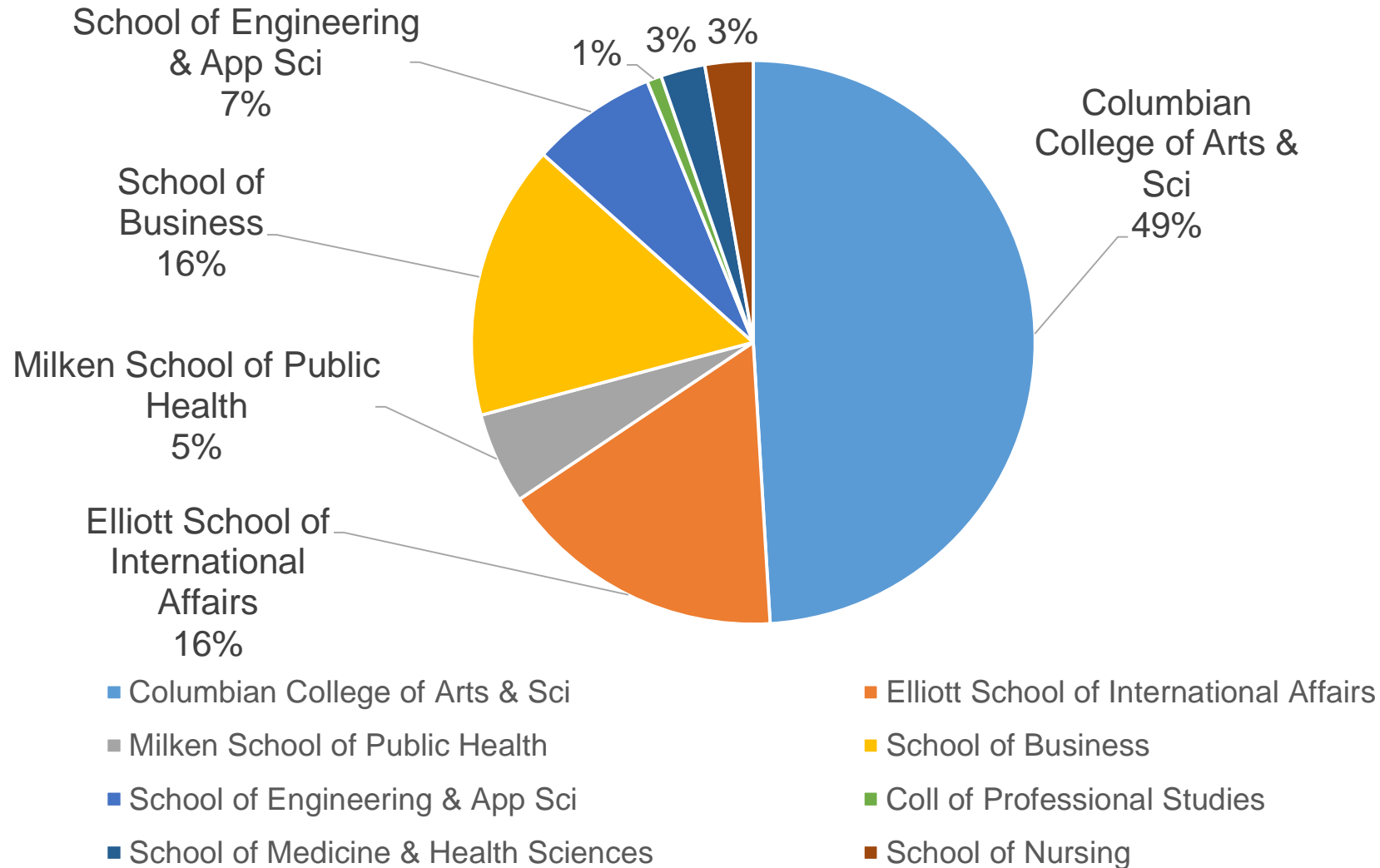
Enrollment by School/College

Undergraduate Headcount 2020-2024

Undergraduate	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	Diff. 2023 - 2024	
	Census	Census	Census	Census	Census	#	%
Columbian College of Arts & Science	4,835	4,874	5,074	5,331	5,484	153	2.9%
Elliott School of International Affairs	2,043	1,984	1,885	1,843	1,850	7	0.4%
Milken School of Public Health	556	569	562	532	587	55	10.3%
School of Business	1,617	1,563	1,578	1,597	1,765	168	10.5%
School of Engineering & App Sci	876	874	845	796	809	13	1.6%
RESIDENTIAL UG TOTAL	9,927	9,864	9,944	10,099	10,495	396	3.9%
Coll of Professional Studies	205	158	122	96	94	-2	-2.1%
School of Medicine & Health Sciences	484	459	367	346	285	-61	-17.6%
School of Nursing	488	448	365	307	308	1	0.3%
NON-RES & DISTANCE UG TOTAL	1,177	1,065	854	749	687	-62	-8.3%
TOTAL UNDERGRADUATE	11,104	10,929	10,798	10,848	11,182	334	3.1%

NOTE: IRP DATA - If students are enrolled in two majors in separate schools, they are only counted once in their primary school.

Undergraduate Enrollment by GW School/College Fall 2024



Graduate and Professional Headcount 2020-2024

Graduate and Professional	Schools	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	Diff. 2023 - 2024	
		Census	Census	Census	Census	Census	#	%
Graduate	College of Professional Studies	781	745	657	528	470	-58	-11.0%
	Columbian College of Arts & Sci	2,427	2,348	2,353	2,256	2,218	-38	-1.7%
	Elliott School of Intl Affairs	828	788	745	681	646	-35	-5.1%
	Grad Sch of Educ and Human Dev	1,341	1,162	1,047	1,054	958	-96	-9.1%
	Law School	217	239	222	253	242	-11	-4.3%
	Milken Inst Sch of Public Health	2,238	2,342	2,239	1,987	1,808	-178	-9.0%
	School of Business	1,649	1,616	1,473	1,490	1,472	-18	-1.2%
	School of Engineering & App Sci	1,800	1,777	1,900	2,111	2,195	83	3.9%
	School of Med & Health Science	879	888	869	826	757	-69	-8.4%
	School of Nursing	556	553	456	471	418	-53	-11.3%
	TOTAL GRADUATE	12,716	12,458	11,961	11,657	11,184	-473	-4.1%
Professional	TOTAL LAW (JD)	1,734	1,680	1,665	1,679	1,675	-4	-0.2%
	TOTAL MED (MD)	727	749	757	752	765	13	1.7%
	TOTAL PROF (JD & MD)	2,461	2,429	2,422	2,431	2,440	9	0.4%
TOTAL GRAD & PROF	TOTAL GRAD AND PROFESSIONAL	15,177	14,887	14,383	14,088	13,624	-464	-3.3%

NOTE: IRP DATA - If students are enrolled in two majors in separate schools, they are only counted once in their primary school.

Post Pandemic Enrollment Planning

- Restoring Full Time Enrollments
- Diversifying Enrollments
- Supreme Court Impact



Undergraduate 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

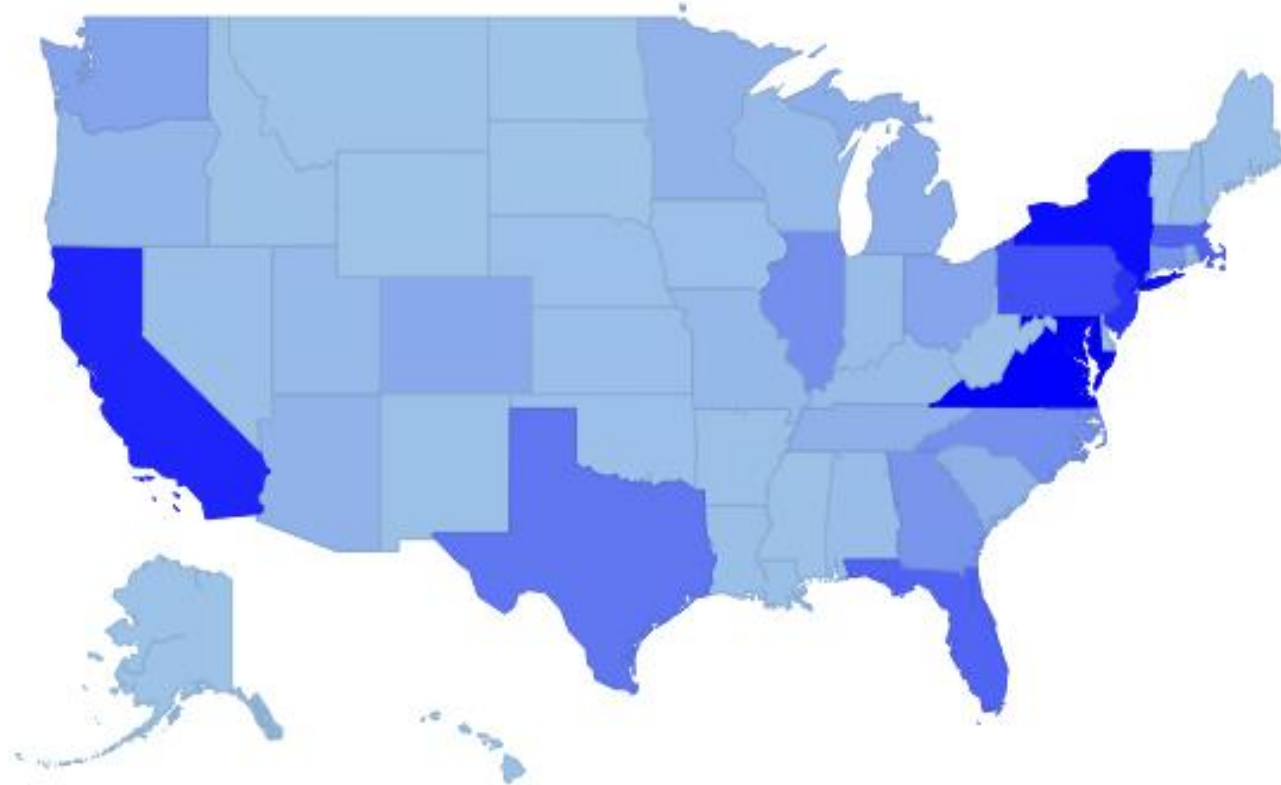
Full Time Enrollments

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
International	3,604	2,628	2,483	2,708	3,058	3,044	-560	-15.5%
Domestic	15,203	14,865	15,169	14,947	14,988	15,649	446	2.9%
Total	18,807	17,493	17,652	17,655	18,046	18,693	-114	-0.6%
China	1,930	1,281	952	895	803	657	-1,273	-66.0%
Intl' - exclud. China	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*

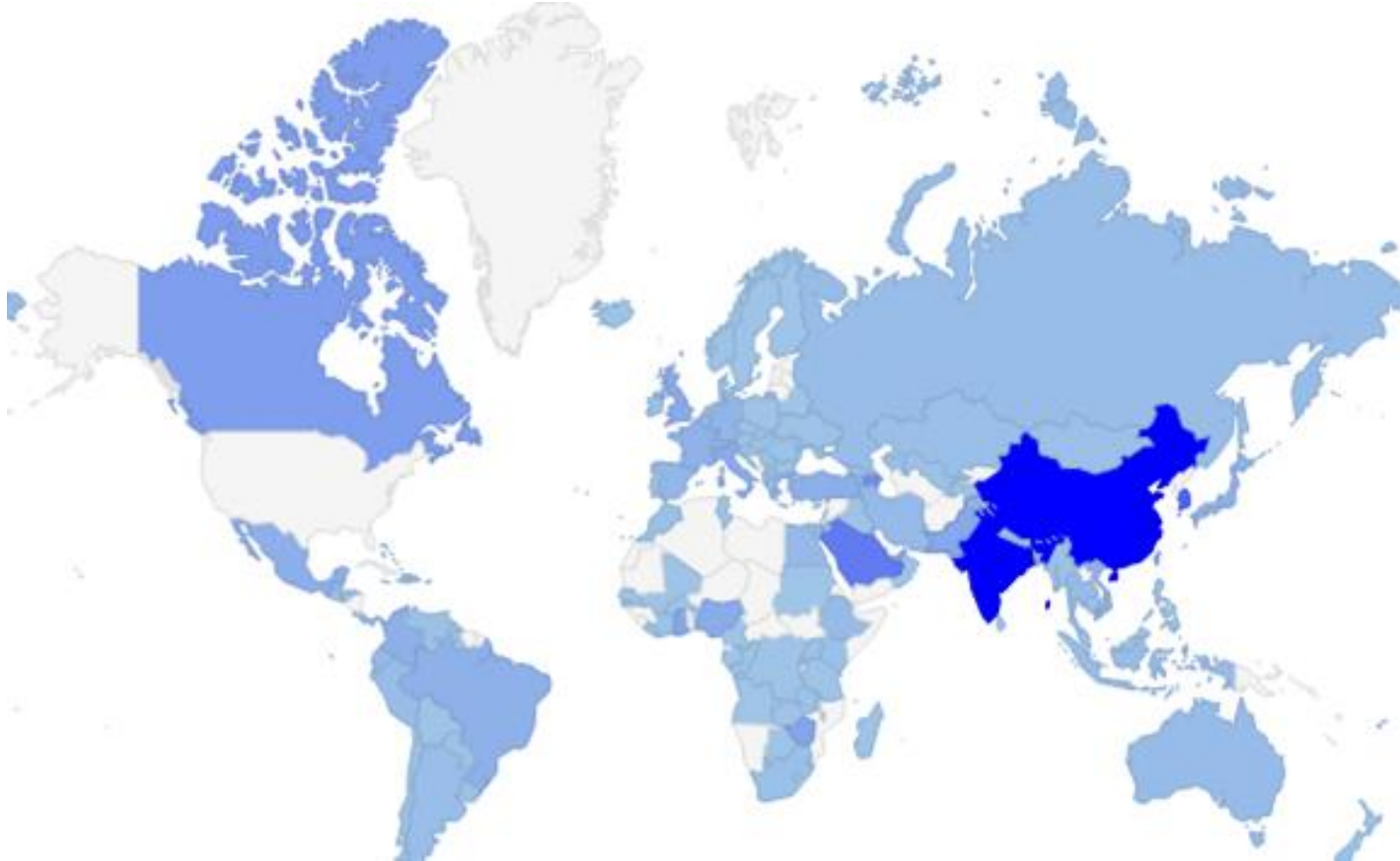


State	Students
VA	3203
MD	2059
NY	1555
CA	1311
NJ	1283
DC	1254
PA	989
MA	843
FL	785
TX	637

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

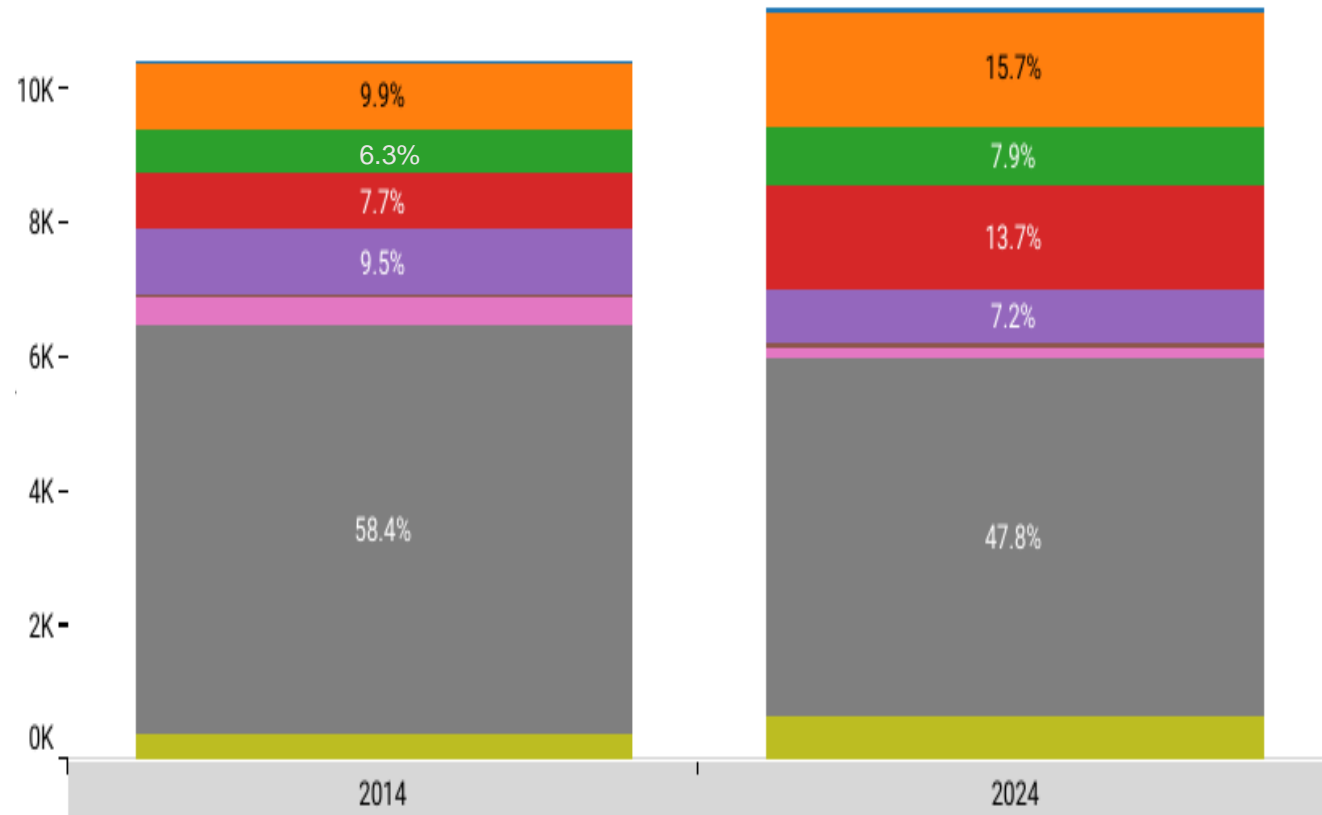
Demographics		Fall 2019 Census	Fall 2020 Census	Fall 2021 Census	Fall 2022 Census	Fall 2023 Census	Fall 2024 Census
MALE	%	38%	35%	37%	37%	37%	34%
FEMALE	%	62%	65%	63%	63%	63%	66%
STATES	#	48	48	48	48	49	45
COUNTRIES	#	64	44	47	51	55	57
INTERNATIONAL	%	14%	8%	6%	7%	9%	7%
	#	374	160	157	212	219	173
URM 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

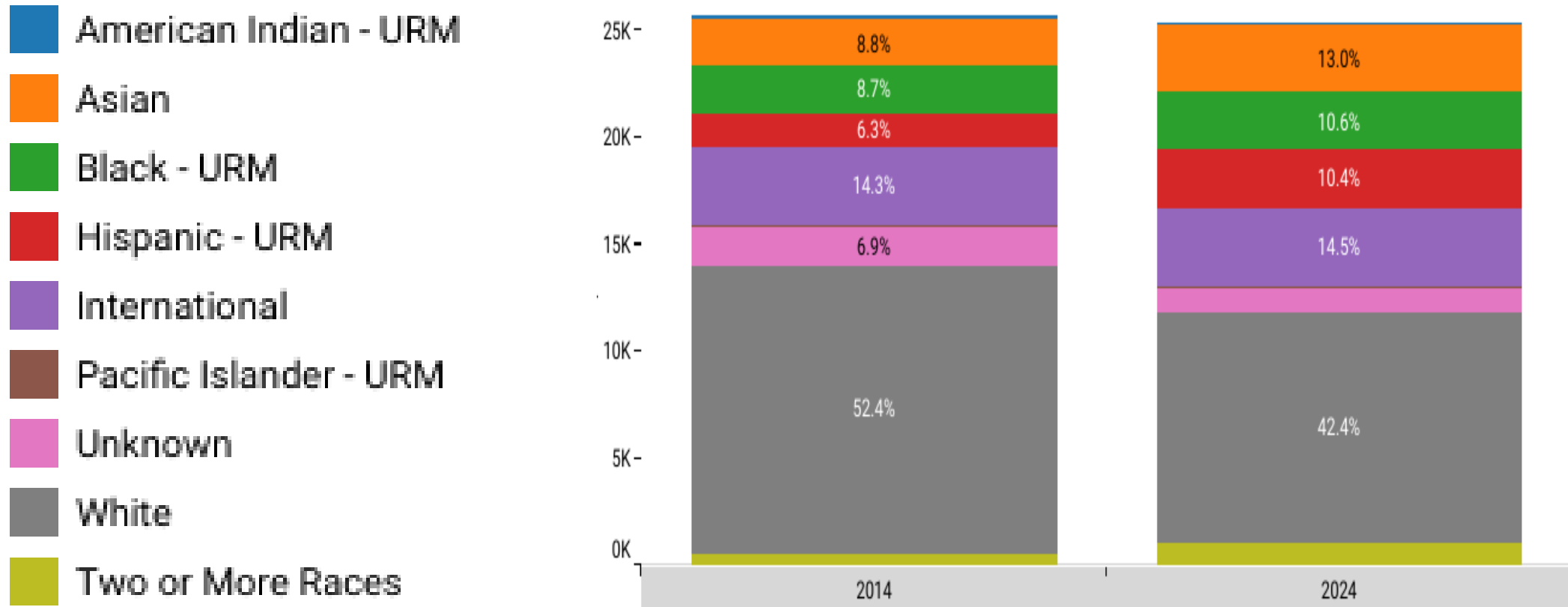
Total Undergraduate Enrollment by Reported Ethnicity



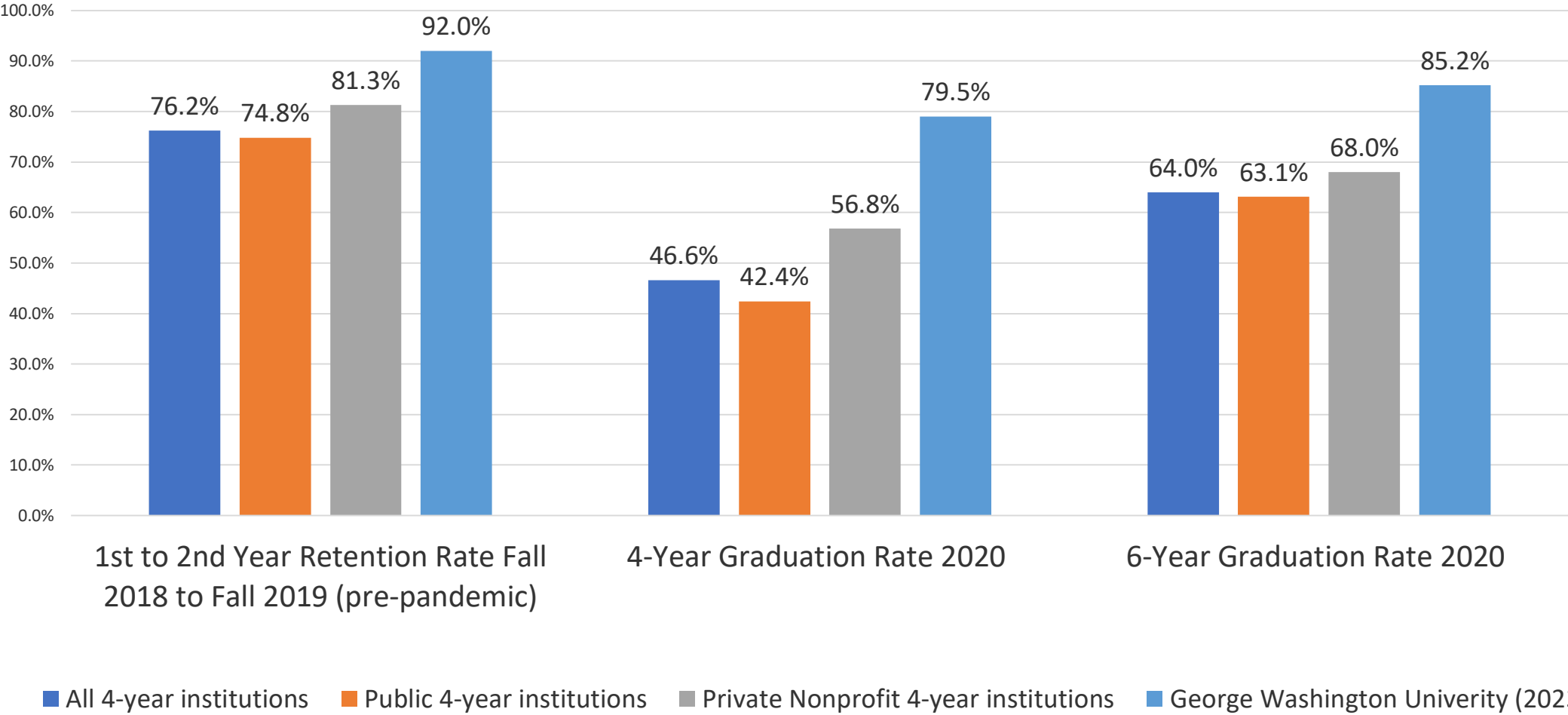
Fall 2014 vs Fall 2024

Undergraduate, Graduate, and Professional Students

Total Enrollment by Reported Ethnicity



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





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 ⓘ

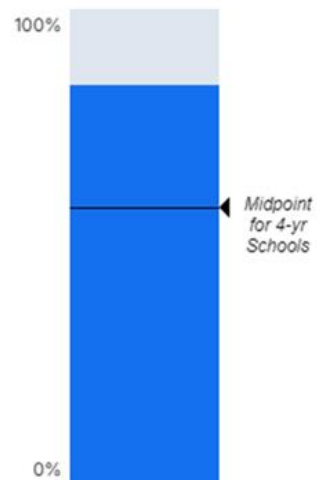
\$91k

View School

Graduation Rate ⓘ

84%

Midpoint for 4-yr Schools: 58%



Average Annual Cost ⓘ

\$34,462

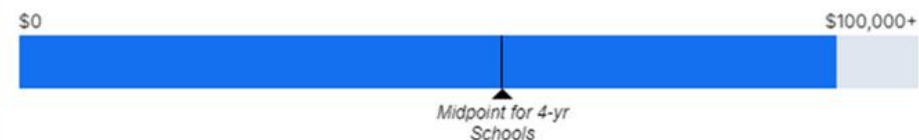
Midpoint for 4-yr Schools: \$19,555



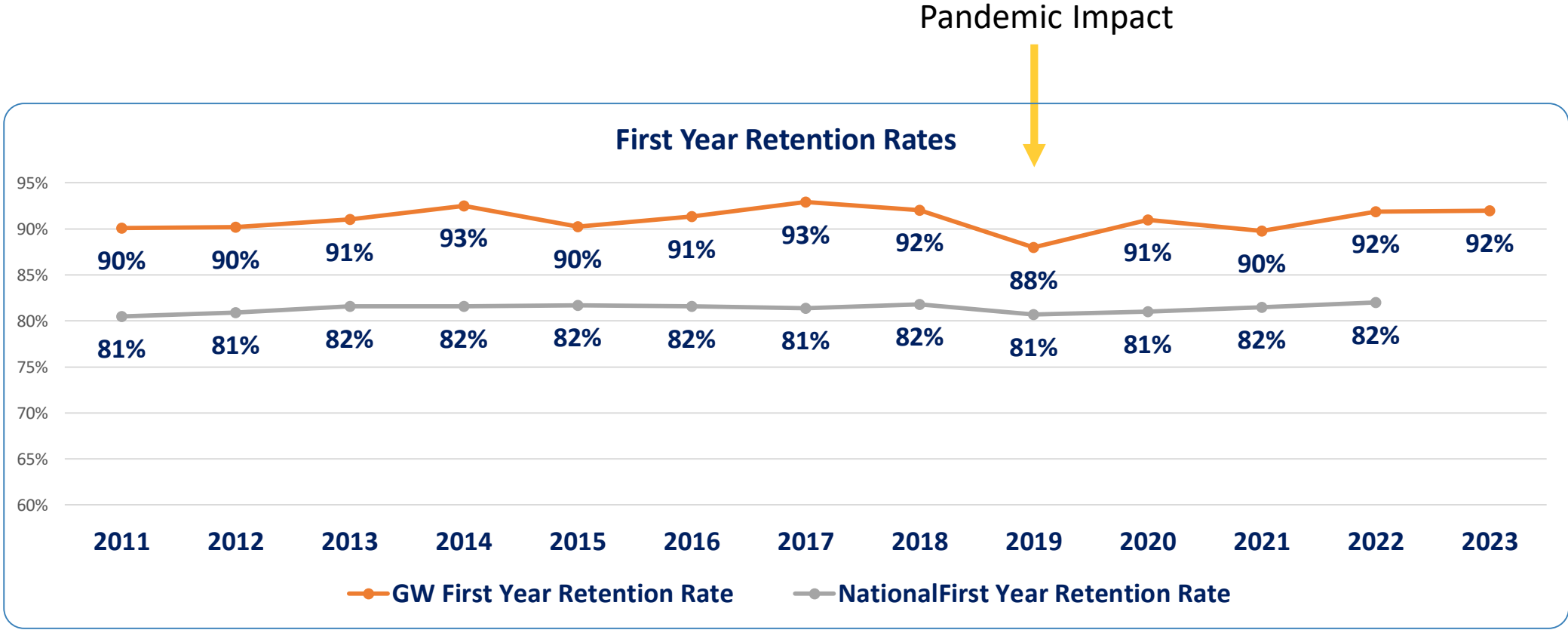
Median Earnings ⓘ

\$90,873

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



1ST to 2ND YEAR RETENTION:
COMPARISON to NATIONAL PRIVATE NOT-FOR-PROFIT INSTITUTIONS
2011- 2023 COHORTS

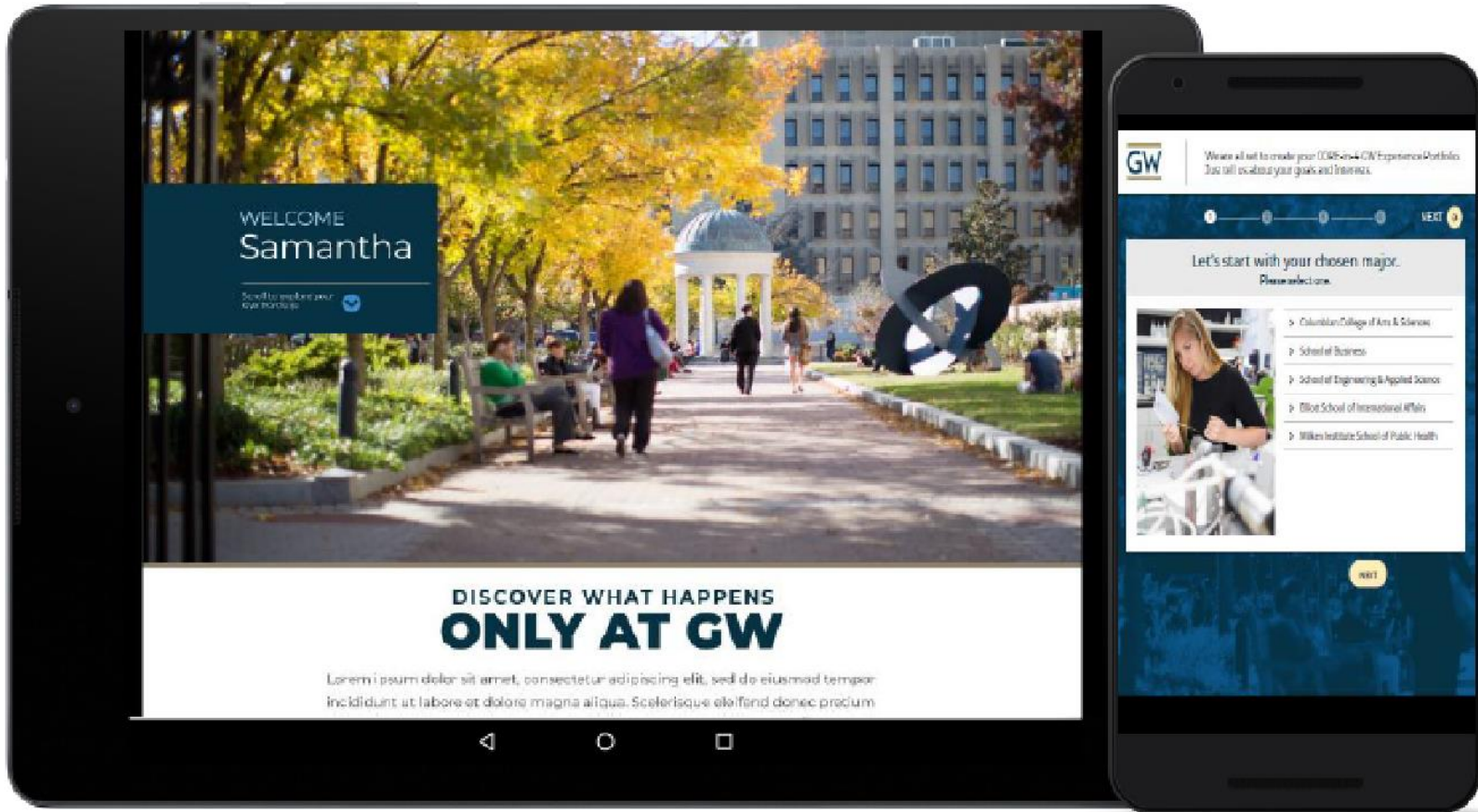


Fall 2019 rate shows pandemic impact for both GW and Benchmark Schools

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