

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

Welcome to the
Spring 2025
State of the University
Address

President Richard J. Helldobler
William Paterson University



WILLIAM PATERSON UNIVERSITY
HOME 0 16:32 GUEST 0
TIME DOWN TO GO BALL IN OTT
TIME OUTS LEFT 3 1 1
HOME OF THE PIONEERS

Pioneer

WPU



Enrollment and Retention

Key Enrollment Numbers

- Class of 2028 (FTFT) ↑17%
- New main campus transfer students ↑3%
- New graduate students ↑12%

**Overall Enrollment Amounts
to a Healthy 5.5% Increase**

Overall enrollment amounts
to a healthy 5.5% increase

Highest since 1980!

Retention

- Main campus - 74.4% (Fall '23-Fall '24, goal met)
- Fall-to-Spring FTFT - 90.4%, ↑2.8% year-over-year
- 4.1% ↑ in EOF students
- 5.3% ↑ in male students
- 6% ↑ Hispanic students
- 1% ↑ in Black or African American students
- Current semester – 9,961 students, ↑7.3%, year-over-year

International Student Enrollment

- 253 International students from 55 countries
- 2,000 Applications for Spring 2025, a 261% increase
- New International student enrollment up 72.5%
- Applications for Fall 2025 are approaching 1500, reflecting a 186% increase from last year

Fall 2025, Early Look

- First-time apps ↑17%
- First-time acceptances ↑10%
- Overall apps ↑18%
- Overall acceptances ↑11.5%



**Largest Nursing Program
on any Single Campus in NJ**

MBA Program Grows to #2 in NJ!

- Rutgers Newark, 337
- **William Paterson, 311**
- Montclair, 272

Fieldhouse

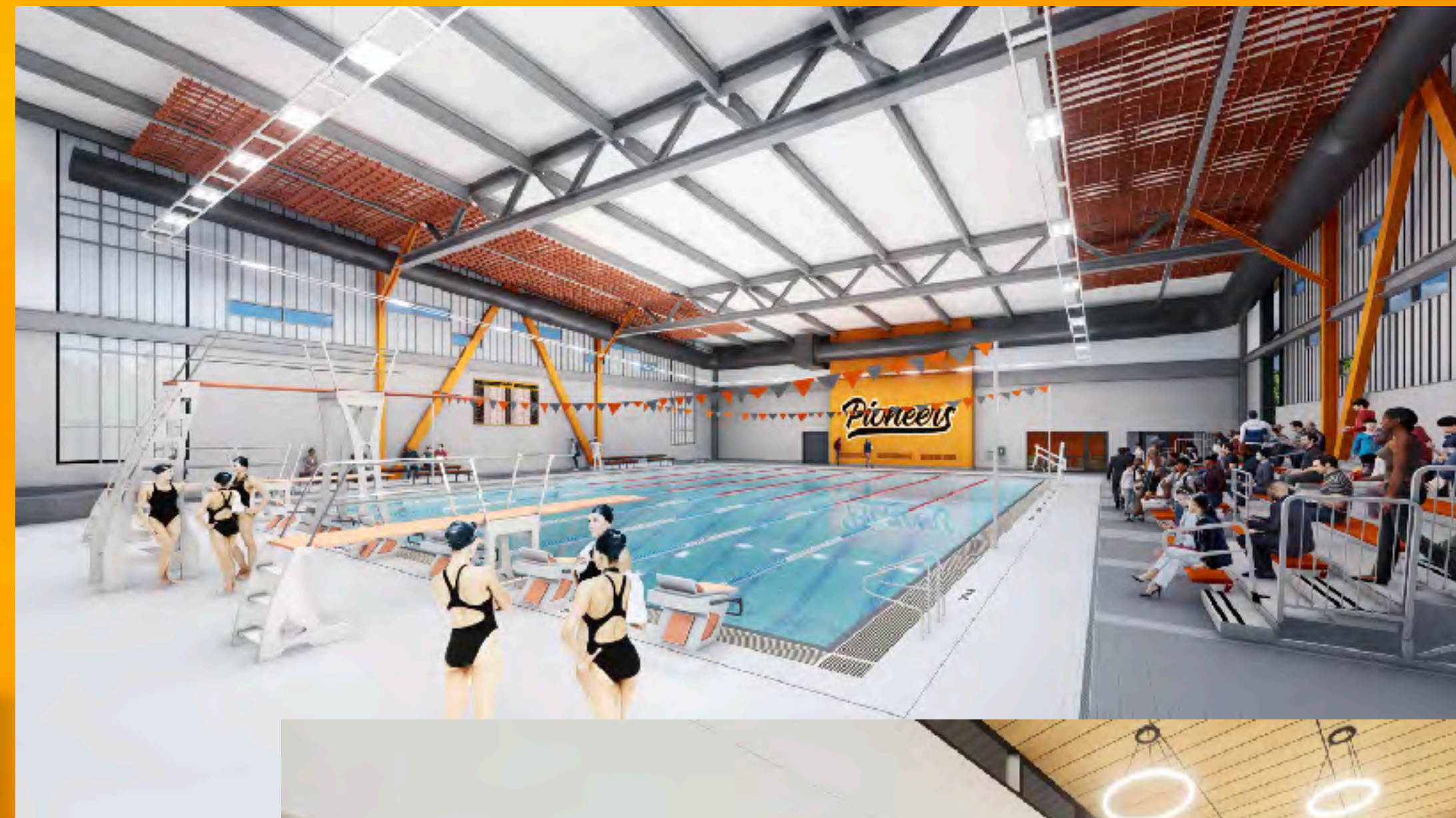


Stephen Adzima Strength and Conditioning Center



Alan J. Anderson Baseball Locker Room

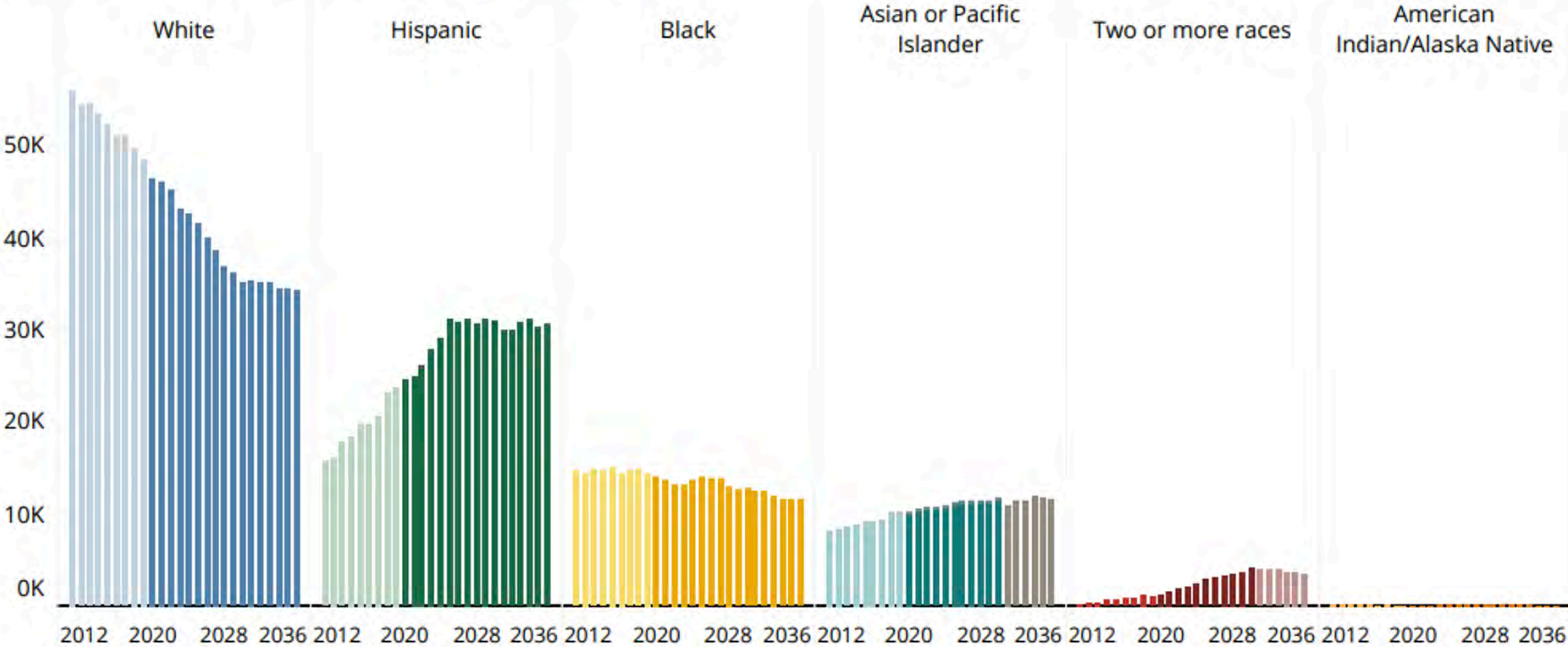
Sports and Recreation Center Plans



DEI

Public High School Graduate Trends Class of 2011 to 2036

Public High School Graduates by Race/Ethnicity



First Fully Projected Year, Class of 2020

“Historically, these groups haven’t driven enrollment trends in higher ed, so colleges will need to rethink recruitment strategies.”

—Jeff Selingo



“Keep doing the work”: How WP President Richard Helldobler Confronts Higher Ed’s Biggest Challenges

January 15, 2025

William Paterson President Richard Helldobler explains why the debates on DEI are encouraging, why it’s essential for institutions to embrace nontraditional students, and why higher ed needs warriors.

Strategic Plan 2022-2025

1. Developing robust policies, programs, and delivery modalities for adult learners;
2. Exploring alternate credentials and certificates;
3. Reducing attrition;
4. Decolonizing the University;
5. Revising the Mission Statement

Strategic Planning and Branding and Identity Steering Group

Co-chairs:

Dr. Guillermo De Veyga

Vice President for Strategic Initiatives and University Relations

Dr. Eileen Lubeck

Dean of Students

Dr. David Fuentes

Associate Dean of the College of Education

**Thank You to The Faculty Senate,
led by Dr. Wendy Christensen, Chair**

Strategic Planning & Branding and Identity Steering Group

Dr. Barbara Andrew, Dean, University Honors College

Allison Boucher-Jarvis, VP, Human Resources

Dr. Miki Cammarata, VP, Student Development

Dr. Matt Crick, CAHSS, Faculty Senate Liaison

Dr. Sue Gerber, AVP, Institutional Effectiveness

Stuart Goldstein, VP, Marketing and Public Relations

Tim Lever, Director, University Budgets & Financial Planning

Loretta Mc Laughlin Vignier, Chief of Staff to the President & Board of Trustees

Dr. Joshua Powers, Provost and Senior Vice President for Academic Affairs

Dr. Sean Wilson, CAHSS, AFT Liaison

Decolonizing the University

KPI: All degree programs, UCC,
and all Colleges to consult with all
stakeholders to decolonize the
curriculum and pedagogy over
three years

**KPI: Increase underrepresented and
marginalized personnel**

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- **Develop a model for affinity groups to ensure that all voices are heard**

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- **Develop a model for affinity groups to ensure that all voices are heard**
- **Implementing the Inclusion Partner Program training for faculty searches**
- **Both will be completed by the end of Fall 2025**

Adult Learning



Adult Learning

KPI: Increase Enrollment of Adult Learners by 2025

Main Campus Adult Undergraduate Students

- 101% of our first year goal**
- Met our second year goal**
- Our third year goal is to have 245 more students**

**With 76 degrees earned,
WP has the most reported
graduates of any 4-year
institution in N.J.**

KPI: Increase Enrollment of Adult Learners by 2025

Adult Undergraduate Students Enrolled
through **WP Online**

- 172% of our first year goal
- 169% of our second year goal
- On track to beat third year goal of 1,134 students

Alternative Credentials and Certificates

**KPI: Design/Approve new
Alternate Credentials aligned
with industry needs**

KPI: Increased credit and non-credit certificate enrollment and completion

We have exceeded years one and two goals by factors of 4 and 3.5

KPI: All departments will have a certificate built into the curriculum within the first 60 credits of the degree program by year two

Attrition

KPI: Reduce attrition across all undergraduate degree-seeking students by 10% at the end of three years

- **Fall 2024, attrition reduced by 20%**
- **350 Students who stayed enrolled**

KPI: Increase percentage of students eligible to receive maximum federal and state grant funding

- 2022-24, Funding for institutional scholarships ↑33%**
- 2022-24, Funding for institutional recipients ↑14%**

KPI: Increase student use of supports including health and wellness, academic, and other retention related areas

- **Academic Support use ↑41% since 2022**
- **Counseling Services use ↑10% since 2023**

Our Next Strategic Plan

What 'Job' Do You Want the Plan to Do?

Consultation, Inspiration, Operations, or Innovation?



Best practice approach to dynamic strategy

Phase 1

Building Dynamic Market Scenarios

Complete Market Scenarios Workbook

Make assumptions about external industry forces

Conduct SWOT Analysis

Engage in EAB-facilitated SWOT analysis

Phase 2

Differentiate Student Value

Identify Differentiators

EAB will facilitate a workshop to identify key differentiators and develop a list of big bets

Create 5-to-10 Year Vision

Craft vision and SMART performance targets

Prioritize Strategic Imperatives

In consultation with an EAB expert, narrow in on a select number of big bets to pursue

Phase 3

Scope Strategic Initiatives

Assess Resourcing and Feasibility

Ensure big bets are resourced and being pursued on a reasonable timeline

Phase 4

Insure Unit-Level Accountability

Select Metrics

Choose measures of success

New Strategic Plan Timeline

- 1. Spring 2025, Launch planning process**
- 2. Summer 2025, Develop drafts**
- 3. 2025-26 Academic Year, Gather community input**
- 4. Spring 2026, Present new plan to Board of Trustees**
- 5. Fall 2026, Implement new plan**

Revising the Mission Statement

Our Mission Statement

William Paterson University as a proud diverse community, designated as a public Hispanic and Minority Serving Institution, creates transformative academic and extracurricular experiences leading to meaningful careers, and promotes economic and social mobility. We empower our students through intentional and holistic support systems within flexible, innovative, and inclusive environments. Our graduates will power the New Jersey economy and beyond, thriving professionally and personally through a commitment to community engagement and social justice.

Revising the Mission Statement



WILLIAM PATERSON UNIVERSITY
HOME 0 GUEST 0
16:32
TIME OUTS LEFT 3 DOWNS TO GO 1 BALLS IN 1
HOME OF THE PIONEERS

A vibrant scene of celebration featuring a large amount of multi-colored confetti (orange, white, black, pink, purple) falling from above. In the background, a banner with the text "#WPU" is visible, along with a sign that says "WILLIAM PATERSON UNIVERSITY" and "WPU POWER". The overall atmosphere is festive and joyful.

**We are
William Paterson!**