

AUTUMN 2023

# Enrollment Report



THE OHIO STATE  
UNIVERSITY

# Collaboration is key to university enrollment strategy

Dear colleagues:

Thank you for your continued support of and partnership with Ohio State's office of Strategic Enrollment Management. I am pleased to share with you the 2023 university Enrollment Report.



The data contained in this report tells a success story — one of intentional collaboration among offices, colleges, schools, faculty and students. All of us worked together to reimagine enrollment to support the student lifecycle, from recruitment all the way to graduation. Our teams are focused on student access, affordability, completion and career success. I am pleased to report our enrollment is strong.

**Some of this year's key highlights include:**

- The **first-year retention rate** on the Columbus campus **increased to 94.2%**.
- Total enrollment on **Ohio State's regional campuses and ATI grew for the first time in five years**, despite national trends of declining regional campus enrollment.
- All campuses saw an **increase in new first-year students (NFYS)**:
  - Regional campuses and ATI: 14.7% increase
  - Columbus campus: 0.2% increase
- The **average debt students graduated with decreased** again for the sixth consecutive year.

I'm proud of our collective work this year and look forward to our continued collaboration to recruit, retain and graduate students who will excel in the workforce, provide leadership in all fields and contribute to solving the complex challenges of our world.

Thank you for your continued contribution.

**James Earl Orr Jr., PhD**

*Vice Provost, Strategic Enrollment Management*

Total enrollment <b>Page 3</b>	Columbus campus <b>Page 7</b>	Regional campuses and ATI <b>Page 10</b>	Graduate and Professional <b>Page 14</b>	Degree attainment and graduation <b>Page 15</b>
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# Total enrollment

All campuses and all levels

With a focus on affordability, accessibility and service to all Ohioans, the university collaboratively worked across all of our campuses to create opportunities for students to attend Ohio State. With our combined efforts, we continue to see stable student enrollment across the university.

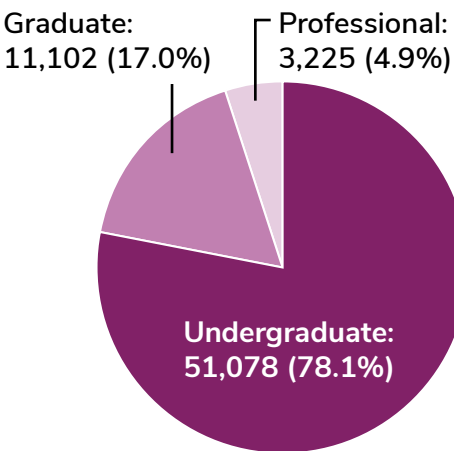
TOTAL ENROLLMENT **BY CAMPUS**, ALL LEVELS AND CAMPUSES

Columbus	60,046
Lima	740
Mansfield	849
Marion	886
Newark	2,422
ATI	462

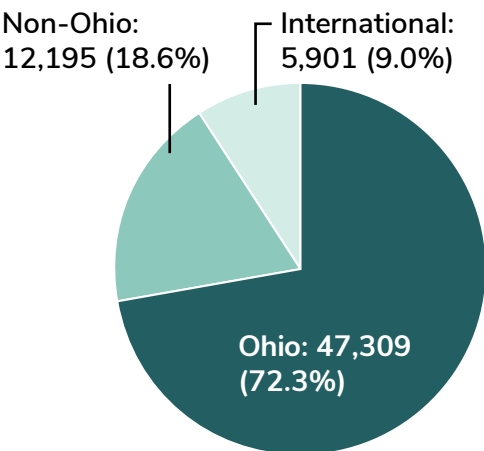


## TOTAL UNIVERSITY ENROLLMENT: 65,405

TOTAL ENROLLMENT, ALL LEVELS AND CAMPUSES



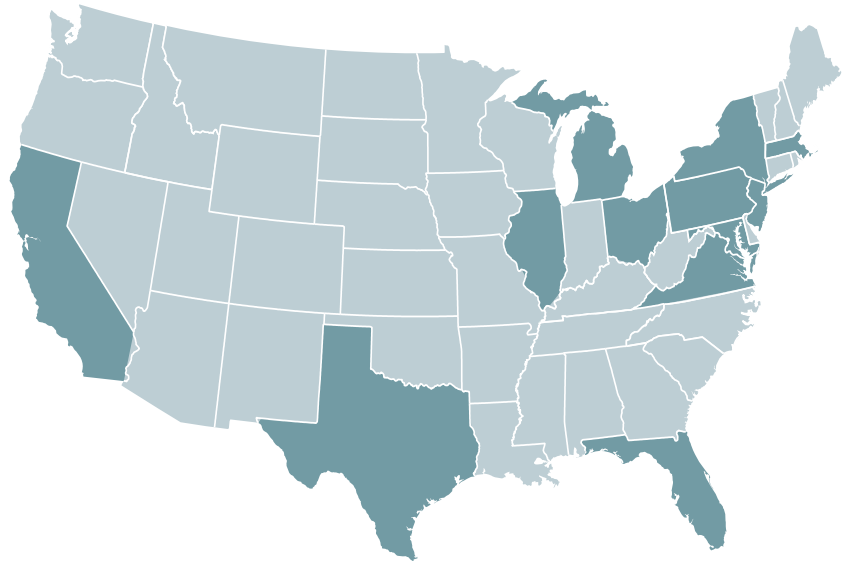
TOTAL ENROLLMENT **BY RESIDENCY**, ALL LEVELS AND CAMPUSES





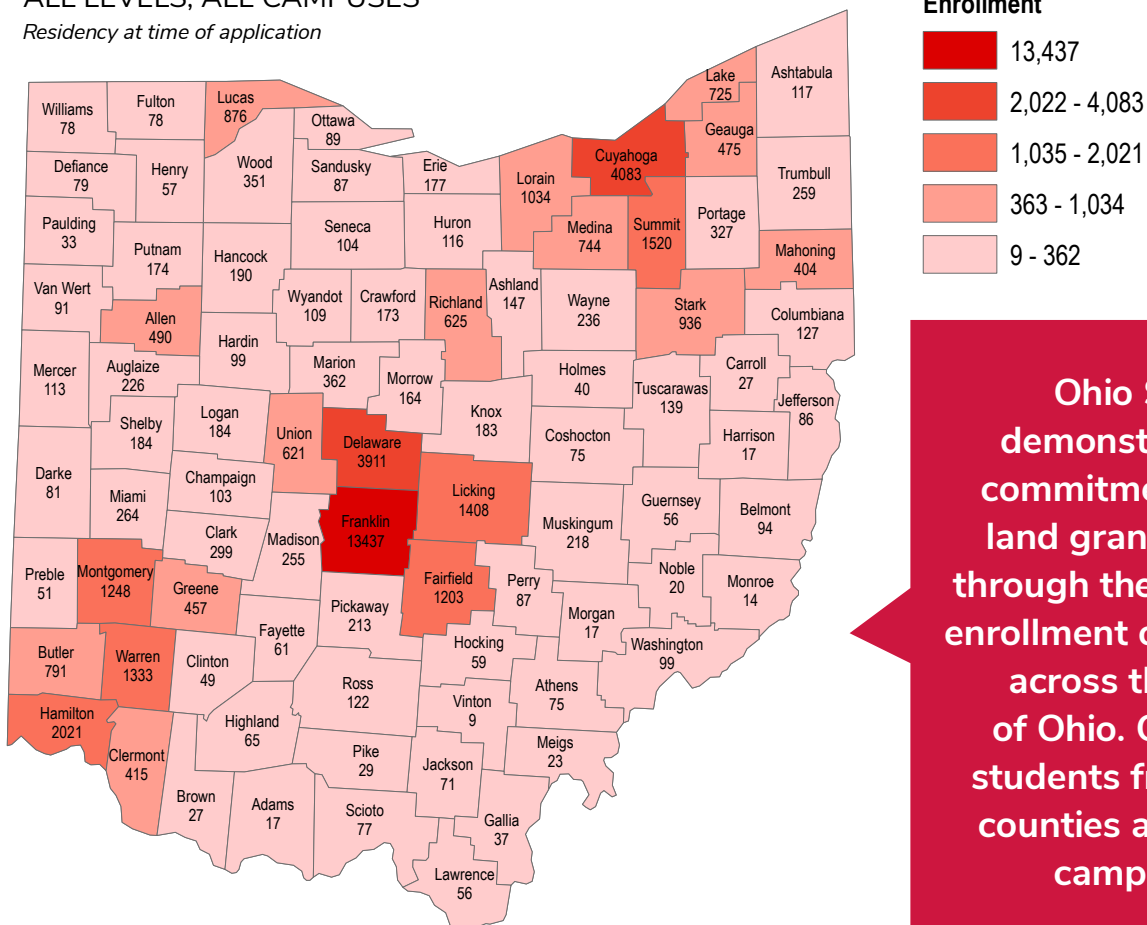
## TOP 12 STATES FOR ENROLLMENT, ALL LEVELS, ALL CAMPUSES

1. Ohio
2. New York
3. Illinois
4. Pennsylvania
5. New Jersey
6. California
7. Michigan
8. Maryland
9. Florida
10. Texas
11. Virginia
12. Massachusetts



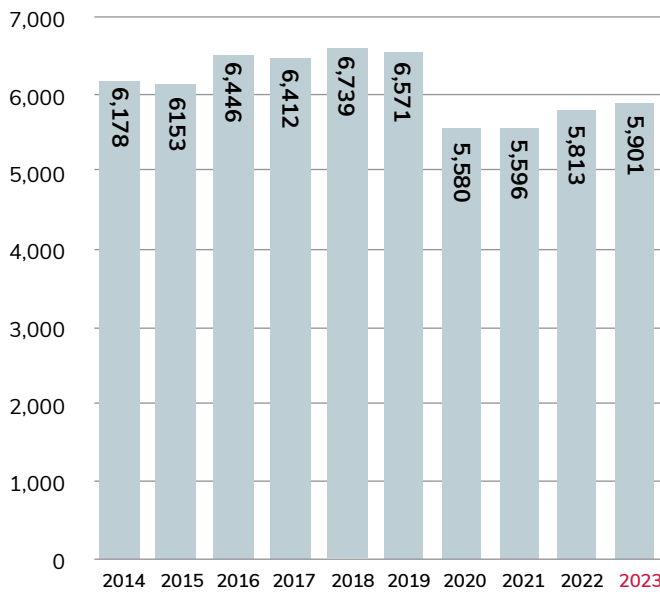
## GEOGRAPHIC DISTRIBUTION BY COUNTY, ALL LEVELS, ALL CAMPUSES

*Residency at time of application*



**Ohio State demonstrates its commitment to the land grant mission through the continued enrollment of students across the state of Ohio. Currently students from all 88 counties attend our campuses.**

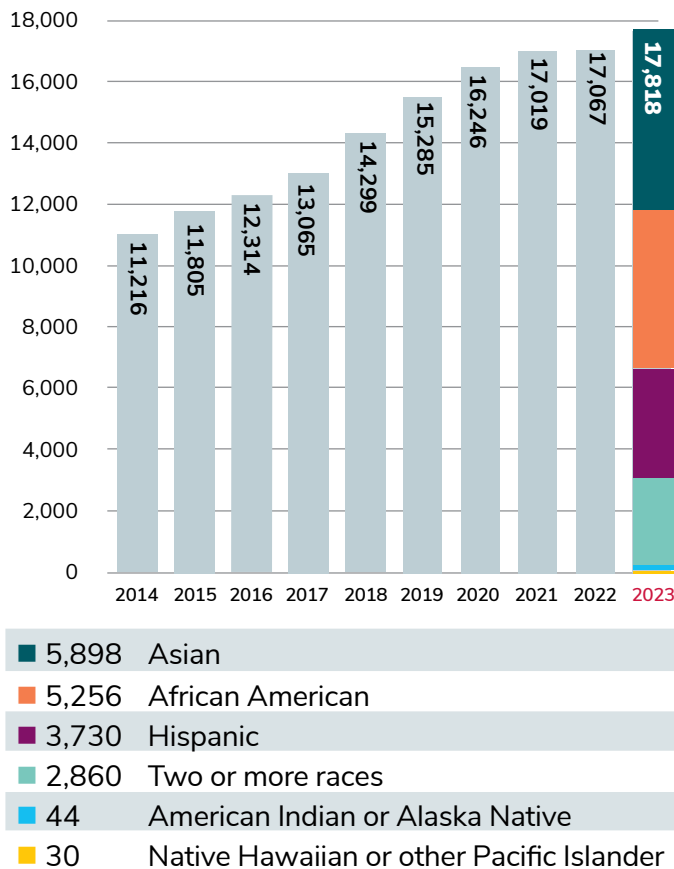
### NUMBER OF **INTERNATIONAL STUDENTS**, ALL LEVELS AND CAMPUSES (10-YEAR TREND)



### ENROLLMENT BY COUNTRY OF CITIZENSHIP, ALL LEVELS AND CAMPUSES (TOP 14)

China, India, Republic of Korea, Taiwan, Canada, Saudi Arabia, Malaysia, Islamic Republic of Iran, Bangladesh, Brazil, Turkey, Nigeria, Egypt and Nepal.

### NUMBER OF **MINORITY STUDENTS**, ALL LEVELS AND CAMPUSES (10-YEAR TREND)



### INITIATIVE

#### **Buckeye Student Leadership Academy (BSLA)**

BSLA serves as an initiative to improve Ohioan's access to higher education.

This program provides an opportunity for high-achieving Ohio high school students to experience an intensive taste of college life through in-person and virtual programming. Students apply for the program in their junior year and attend the following June through November. During the program, students learned more about themselves, leadership, the college experience and resources to support their success.

The first-year cohort consisted of 46 students representing 35 high schools. 98% of BSLA students were admitted in AU23.

## NFYS TOTAL ENROLLMENT

### NEW FIRST YEAR STUDENTS **ENROLLMENT BY CAMPUS**

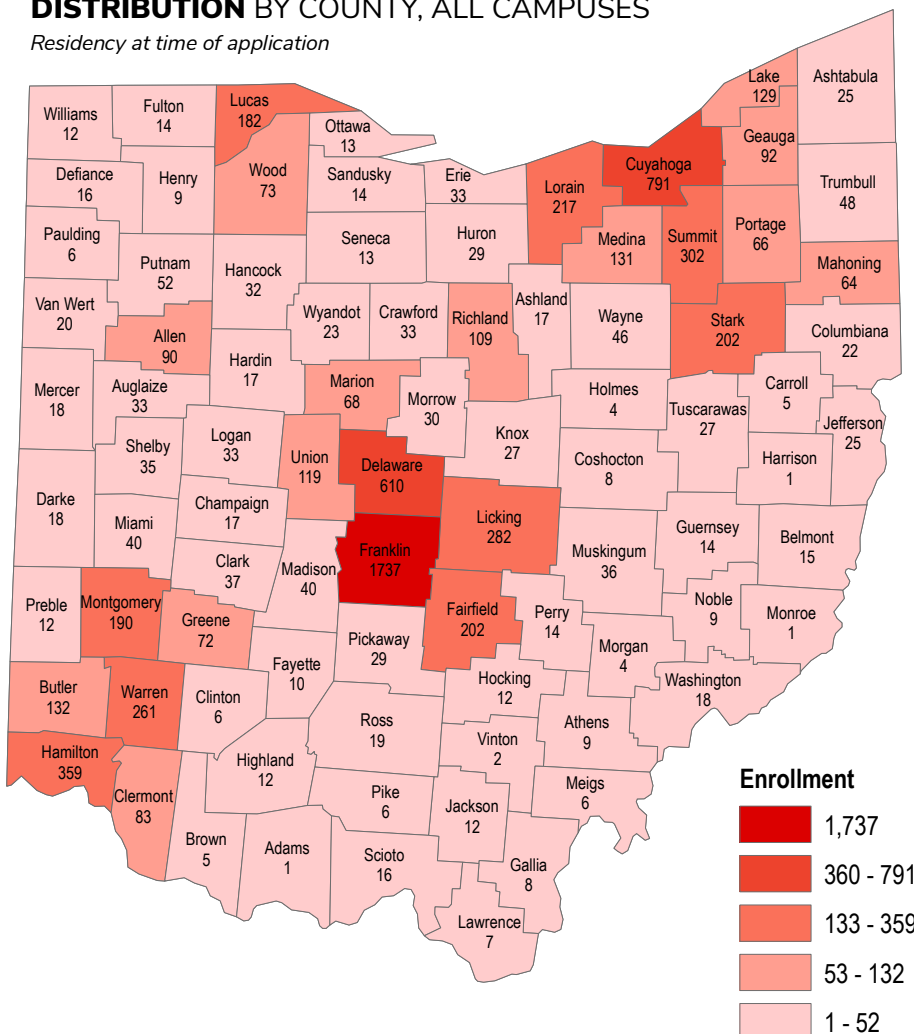
Columbus	7,983
Lima	260
Mansfield	343
Marion	337
Newark	1,403
ATI	226



# TOTAL NFYS ENROLLMENT: 10,552

### NEW FIRST YEAR STUDENTS **GEOGRAPHIC DISTRIBUTION** BY COUNTY, ALL CAMPUSES

*Residency at time of application*



### INITIATIVE

#### STARS Network

In 2023, Ohio State joined a group of 16 other colleges and universities in the Small Town and Rural Students (STARS) Network. As a member of the network, which is supported by a \$20 million grant, Ohio State will prepare academically talented, rural, first-generation undergraduate students across Ohio for success in work and life with free resources, like college counseling and financial workshops. Our initial focus in autumn 2024 will be on Ohio's 32 Appalachian counties.

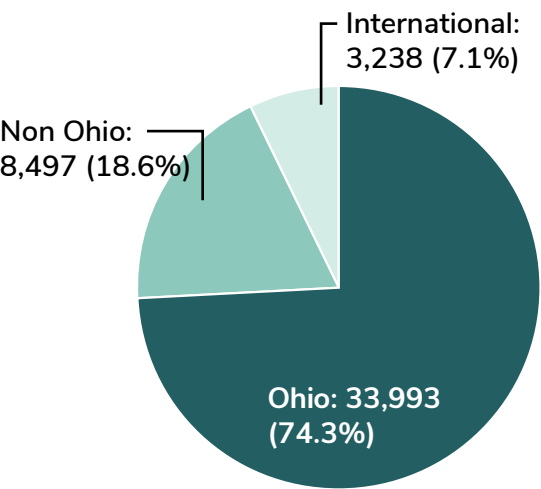
# Columbus campus

## UNDERGRADUATE ENROLLMENT

Despite a national trend of fewer college-bound students, Ohio State's undergraduate enrollment remained steady — pointing to our excellent national reputation and the understood value of an Ohio State degree. Our first-year retention rate also continues to be strong, increasing this year to one of the university's highest.

## TOTAL COLUMBUS UNDERGRADS: 45,728

COLUMBUS UNDERGRADUATE ENROLLMENT **BY RESIDENCY**



94.2%

### First-year retention rate

In addition, underrepresented minority students retained at very high levels: 90.9% of African American students returned for a second year, as did 92.9% of Latinx students.

### CAMPUS-CHANGE STUDENTS (FROM REGIONAL TO COLUMBUS)

Autumn 2023	1,124
Autumn 2022	1,261
Autumn 2021	1,286
Autumn 2020	1,412
Autumn 2019	1,372
Autumn 2018	1,422

### TRANSFER STUDENTS FROM 2- AND 4-YEAR COLLEGES

Autumn 2023	1,827
Autumn 2022	1,857
Autumn 2021	2,070
Autumn 2020	2,158
Autumn 2019	2,415
Autumn 2018	2,388

DISTRIBUTION **BY ACADEMIC AREA**

Arts and Sciences	16,425	35.9%
Business	8,132	17.8%
Dental Hygiene	143	0.3%
Education and Human Ecology	3,044	6.7%
Engineering and Architecture	8,524	18.6%
Exploration	1,517	3.3%
Food, Agricultural and Environmental Sciences	2,092	4.6%
Health and Rehabilitation Sciences	2,291	5.0%
Medicine	98	0.2%
Nursing	1,048	2.3%
Pharmacy	425	0.9%
Public Affairs	218	0.5%
Public Health	261	0.6%
Social Work	400	0.9%
Continuing education	568	1.2%
Dual enrollment	542	1.2%
<b>TOTAL</b>	<b>45,728</b>	<b>100%</b>

The academic colleges are key partners in our ability to recruit, retain and graduate students. Strategic Enrollment Management continues to work collaboratively with each college to develop enrollment strategies designed to meet the unique needs of our colleges. Through the work of the College Outreach Group and guided by the SEM vice provost and college deans, we continue to build strong plans.

**INITIATIVE****Buckeye Agricultural Leadership Program**

Launched as a pilot in 2022 as a collaboration between Strategic Enrollment Management and the College of Food, Agricultural and Environmental Sciences (CFAES), this program focused on new first-year students applying for 2023. Buckeye Agricultural Leadership Program (BALP) provided information to students, parents, teachers, school counselors and industry professionals — especially in rural and urban communities — about the application process and the merits of pursuing a degree offered by CFAES. By engaging earlier with students, families and those who support them, enrollment for students interested in targeted BALP majors increased by 42.5%; 26% for all agricultural programs.



## NFYS COLUMBUS CAMPUS

Ohio State continues to attract new first-year students (NFYS) from across the state and nation. Enrollment of NFYS on the Columbus campus increased to 7,983 students (0.2%). These students continue to be academically talented: 96% are in the top 25% of their high school classes and 68% are in the top 10% of their high school classes. The number of new first-year minority students increased by nearly 11%, a record high.

# TOTAL COLUMBUS NFYS: 7,983

### ADMISSION DATA

Total NFYS applicants	76,764
Number admitted	35,551
Number enrolled	7,983

### ACADEMIC QUALIFICATIONS

% in top 10% of high school class	68%
% in top 25% of high school class	96%
ACT Composite (middle 50%)	29-32
SAT Combined (middle 50%)	1340-1450

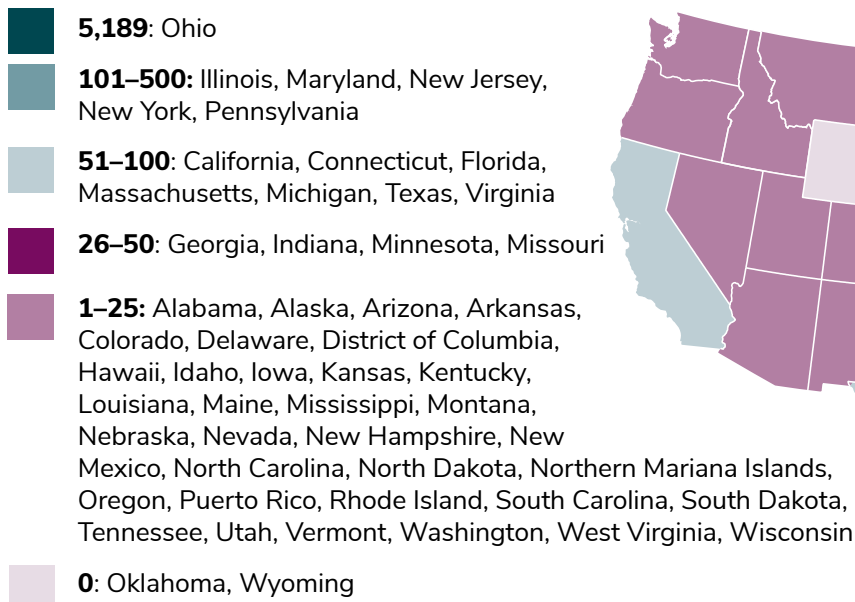
### DEMOGRAPHICS

Male/female ratio	3,756/4,227
Minority students	2,419 (30.3%)
First generation	1,749 (21.9%)
Pell-grant recipients	1,437 (18.0%)

### RESIDENCY DISTRIBUTION

Ohio residents	5,245 (65.7%)
Domestic out-of-state	2,031 (25.4%)
International students	707 (8.9%)

### GEOGRAPHIC DISTRIBUTION BY STATE AND TERRITORY, COLUMBUS CAMPUS, NFYS



# Regional campuses and Ohio State ATI

Our commitment to access for residents of the state of Ohio is enhanced by our four regional campuses in Lima, Mansfield, Marion and Newark, in addition to the College of Food, Agricultural and Environmental Sciences (CFAES) Wooster campus, which houses Ohio State ATI. In 2023, leaders from all six Ohio State campuses met and — using a "one-university" approach — developed strategies to increase yield on regional campuses. These efforts fueled a 14.7% increase in first-year student enrollments.

## NFYS UNDERGRADUATE ENROLLMENT FOR REGIONAL CAMPUSES AND ATI

	AU22	AU23	Change
Lima	273	260	↓13
Mansfield	298	343	↑45
Marion	311	337	↑26
Newark	1,140	1,403	↑263
ATI	217	226	↑9
<b>Total</b>	<b>2,239</b>	<b>2,569</b>	<b>↑330</b>

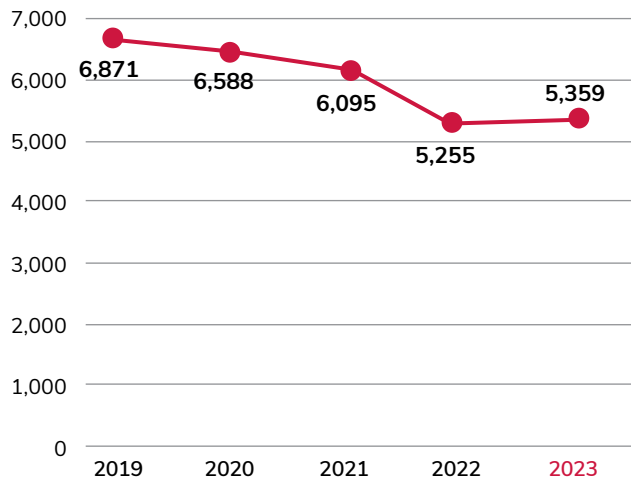
New first-year student enrollment for regionals and ATI increased 14.7% to 2,569 through renewed enrollment optimization efforts.

These campuses welcomed 685 (26.7%) underrepresented racial and ethnic minority students and 1,176 (45.8%) first-generation students.

## UNDERGRADUATE ENROLLMENT FOR REGIONAL CAMPUSES AND ATI

	2019	2020	2021	2022	2023
Lima	981	988	871	818	739
Mansfield	1,075	1,011	948	827	843
Marion	1,262	1,157	1,047	900	884
Newark	2,939	2,870	2,727	2,263	2,422
ATI	594	547	490	446	462
<b>Total</b>	<b>6,851</b>	<b>6,573</b>	<b>6,083</b>	<b>5,254</b>	<b>5,350</b>

## TOTAL ENROLLMENT FOR REGIONAL CAMPUSES AND ATI (5-YEAR TREND)



Enrollment for regionals and ATI experienced a 2.0% increase in total enrollment, despite national declining trends.

University retention of regional campus first-year students is increasing.

## RETENTION RATES FOR REGIONAL CAMPUSES

	2022	2023
1-YEAR	71.4%	↑74.6%

## GRADUATION RATES FOR REGIONAL CAMPUSES

	2022	2023
4-YEAR	23.2%	↑26.5%
6-YEAR	45.2%	↑48.6%

They are also seeing an increase in four- and six-year graduation rates.

### INITIATIVE

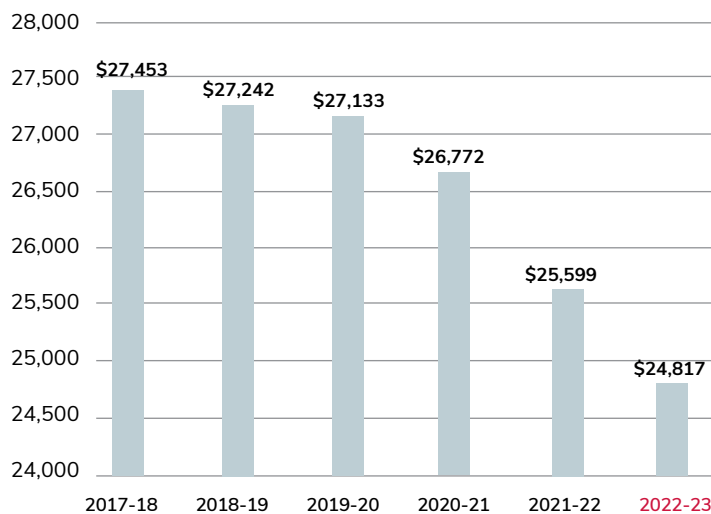
#### Enrollment turnaround plan

In response to declines in college-going rates and projections of a demographic downturn impacting the regional campuses, we are finalizing the university's first regional campus enrollment turnaround plan, which considers all levers impacting enrollment on those campuses. The plan includes strategies around branding, community awareness, recruitment, financial aid optimization, retention and graduation, and is expected to continue our current momentum while ensuring long-term enrollment success.

# Student financial success

We continue the momentum of our efforts to make an Ohio State education more affordable for a greater number of students. Efforts include creating a Strategic Enrollment Management student financial success unit, increasing student support, coordinating operational improvements and making it easier for students to find and apply for scholarships. In collaboration with offices, colleges, faculty and students across the university, we're learning more about how students navigate financial aid, internships and scholarships.

## AVERAGE DEBT OF OHIO STATE UNDERGRADUATE STUDENTS WHO GRADUATED



The percentage of undergraduate students who graduated with debt declined from 52% in 2017-18 to 42% in 2022-23.

## AVERAGE UNDERGRADUATE STUDENT DEBT AMONG OHIO STATE STUDENTS WITH LOANS

2018-19  
\$27,242



2022-23  
\$24,817

  
2022-23 national average  
\$28,950

## PERCENTAGE OF OHIO STATE UNDERGRADUATE STUDENTS WITH DEBT

2018-19  
50%



2022-23  
42%

  
2022-23 national average  
61%

## AVERAGE UNDERGRADUATE STUDENT DEBT AMONG OHIO STATE STUDENTS WITH LOANS (OHIO RESIDENTS)

2018–19      2022–23  
\$25,742       \$23,492

## AVERAGE STUDENT DEBT AMONG OHIO STATE STUDENTS WITH LOANS (NON-RESIDENTS)

2018      2022  
\$34,621       \$30,916

The percentage of undergraduate students who graduated with debt declined from 52% in 2017–18 to 42% in 2022–23.

## INITIATIVE

**ScholarshipUniverse**

ScholarshipUniverse is an easy-to-use online scholarship-matching platform that helps students better search and apply for financial aid opportunities. We continue to expand the platform across the university and see a significant increase in student engagement and applications.

Most colleges and units already joined ScholarshipUniverse to manage donor-funded scholarships, with a goal to have the entire university in a single, unified system.

**SCHOLARSHIPS AWARDED** TO OHIO STATE STUDENTS THROUGH SCHOLARSHIPUNIVERSE

	2022–23	2023–24
Number awarded	2,615	3,500
Amount awarded	\$9,158,598	\$11,560,795

In the 2023-2024 aid year, 19,545 applications were submitted in ScholarshipUniverse by 10,377 Ohio State students (students can submit multiple applications within the tool).

## INITIATIVE

**Financial Aid Optimization**

Financial Aid Optimization focuses on re-evaluating existing aid programs to increase effectiveness, reduce barriers for students, coordinate scholarship strategies with colleges and continue to reduce debt loads for all students. One immediate result for 2023-2024: an adjustment was made to the Buckeye Opportunity Program to allow regional campus students to qualify beginning their first semester of enrollment. The Buckeye Opportunity Program ensures that all eligible Ohio resident students who qualify for a Federal Pell Grant receive enough aid to cover the full cost of undergraduate tuition and mandatory fees.



# Graduate and Professional

Enrollment of graduate and professional non-residents increased to 6,314 (+1.6%) and new international graduate student enrollments returned to 2019 levels. The overall diversity of graduate students significantly increased over the past five years, from 16.7% in 2019 to 20.3% in 2023.

## ENROLLMENT COMPOSITION

Master's	5,341
PhD	5,178
Non-degree	335

## TOTAL GRADUATE ENROLLMENT

Autumn 2023	11,093
Autumn 2022	11,198
Autumn 2021	11,266
Autumn 2020	11,095
Autumn 2019	11,285

## TOTAL PROFESSIONAL ENROLLMENT (POST-BACCALAUREATE)

Autumn 2023	3,225
Autumn 2022	3,219
Autumn 2021	3,305
Autumn 2020	3,290
Autumn 2019	3,288

## DISTRIBUTION BY ACADEMIC AREA, GRADUATE

Arts and Sciences	2,216	20.0%
Business	1,042	9.4%
Dentistry	78	0.7%
Education and Human Ecology	1,025	9.2%
Engineering and Architecture	1,887	17.0%
Food, Agricultural and Environmental Sciences	526	4.7%
GRD Interdisciplinary	825	7.4%
Health and Rehabilitation Sciences	408	3.7%
Law	51	0.5%
Medicine	435	3.9%
Nursing	952	8.6%
Optometry	9	0.1%
Pharmacy	88	0.8%
Public Affairs	203	1.8%
Public Health	402	3.6%
Social Work	879	7.9%
Veterinary Medicine	67	0.6%
<b>Total</b>	<b>11,093</b>	<b>100%</b>

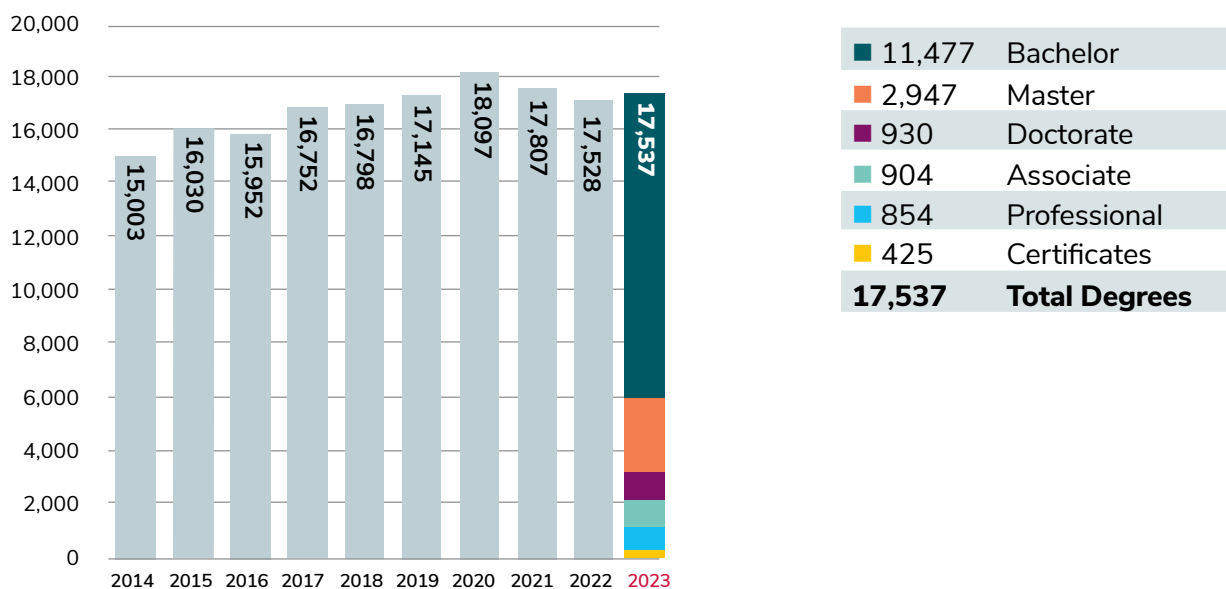
## DISTRIBUTION BY ACADEMIC AREA, POST-BACCALAUREATE PROFESSIONAL

Dentistry	485	15.0%
Law	521	16.2%
Medicine	815	25.3%
Optometry	267	8.3%
Pharmacy	473	14.7%
Veterinary Medicine	664	20.6%
<b>Total</b>	<b>3,225</b>	<b>100%</b>

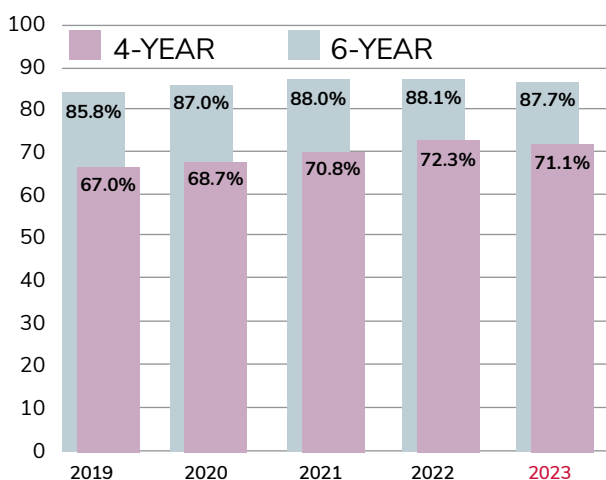
# Degree attainment and graduation

The number of Ohio State degrees conferred annually continued to be very steady, with 17,537 total degrees awarded in the last academic year. Beyond these numbers is the story of one of the largest and strongest university alumni bases in the world. With over 600,000 living alumni, Ohio State can confidently say its graduates are making an impact on our world. Alumni also serve as a diverse support network for each new generation of Buckeyes.

## DEGREES AWARDED 2022–23 ACADEMIC YEAR (10-YEAR TREND)



## PERCENT OF UNDERGRADUATES GRADUATING WITHIN 4- AND 6-YEARS (5-YEAR TREND), COLUMBUS CAMPUS



Student success requires coordination across the university. In partnership with the offices of Academic Affairs and Student Life, we launched an enrollment policies, connection and completion group. This group is considering all the levers that impact a student's ability to access, progress and complete their degree in a timely manner.



**THE OHIO STATE  
UNIVERSITY**

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COLUMBUS

LIMA

MANSFIELD

MARION

NEWARK

WOOSTER