



AUTUMN 2024

Enrollment Report



THE OHIO STATE
UNIVERSITY

Collaborative efforts taking enrollment to new heights

Dear colleagues:

Thank you for your continued support of and partnership with Ohio State's office of Strategic Enrollment Management. It is with great pleasure that I share the 2024 University Enrollment Report.



The data contained in this report tells a success story — one of intentional collaboration among offices, colleges, schools, faculty and students. Ultimately, you will find that Ohio State is reaching new heights thanks to impressive and, at times, record-breaking growth across our campuses. This is a direct reflection of the collective efforts of partners throughout the university and demonstrates that Ohio State remains a top choice for students and their families.

Some of this year's key highlights include:

- Ohio State experienced a 2.3% growth in total enrollment.
- New first-year, undergraduate, graduate and transfer student populations increased. (Professional students are down just one!)
- On the Columbus campus, this year's new first-year class is the largest in Ohio State's 154-year history.
- Graduate student enrollment reached a record high (11,408 students).
- Regional campuses and Ohio State ATI continue to make great strides in their growth. New first-year students have increased once again, reaching nearly 20% growth over the past two years.
- The percentage of minority students in the new first-year class (29.5%) is consistent with previous years.
- Fueled by overall growth, Ohio State is experiencing increases in many student populations, including record-high growth in African American and Hispanic student populations.
- The university continues its commitment to provide access to Ohio residents, with 71.1% of total enrollment from the state of Ohio.
- The first-year retention rate on the Columbus campus remains high (94.2%), again achieving one of the highest rates in university history.
- The new first-year class on the Columbus campus is exceptionally talented, with 96% graduating in the top 25% of their high school class and 64% graduating in the top 10%.
- The 4-year graduation rate of 72.8% on the Columbus campus reached a record high.

In the following pages, we'll share even more data to tell Ohio State's story of collaboration, innovation and success. Thank you for your continued contributions.

James E. Orr, Jr., PhD

Vice Provost, Strategic Enrollment Management

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| Total enrollment Page 3 | Columbus campus Page 7 | Regional campuses and ATI Page 10 | Student financial success Page 12 | Graduate and Professional Page 14 | Degree attainment and graduation Page 15 |
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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 strong student enrollment across the university.

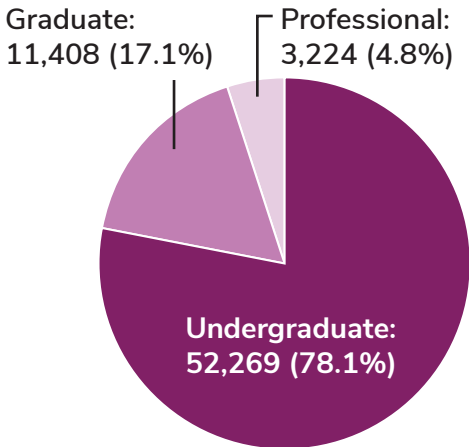
TOTAL ENROLLMENT **BY CAMPUS**, ALL LEVELS AND CAMPUSES

| | |
|-----------|--------|
| Columbus | 61,443 |
| Lima | 723 |
| Mansfield | 849 |
| Marion | 849 |
| Newark | 2,544 |
| ATI | 493 |

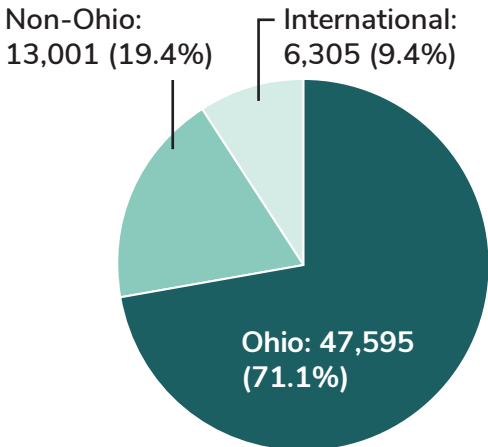


TOTAL UNIVERSITY ENROLLMENT: 66,901

TOTAL ENROLLMENT, ALL LEVELS AND CAMPUSES

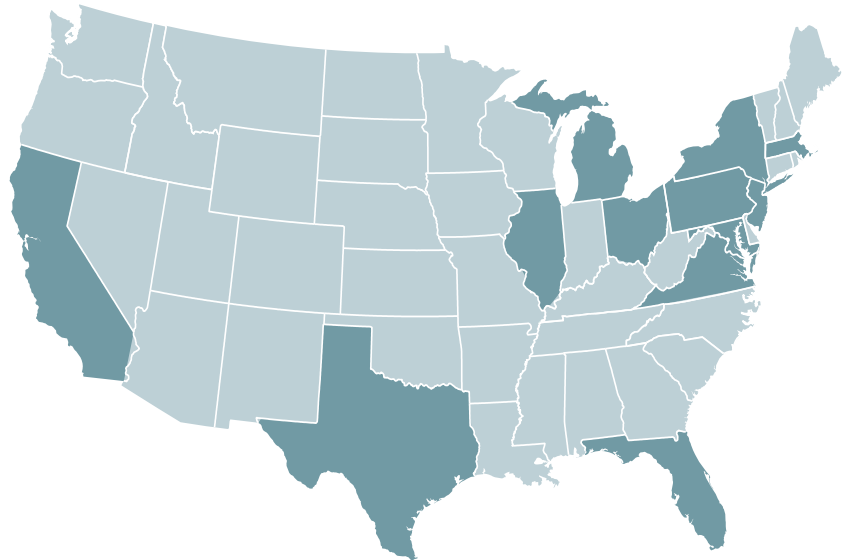


TOTAL ENROLLMENT **BY RESIDENCY**, ALL LEVELS AND CAMPUSES



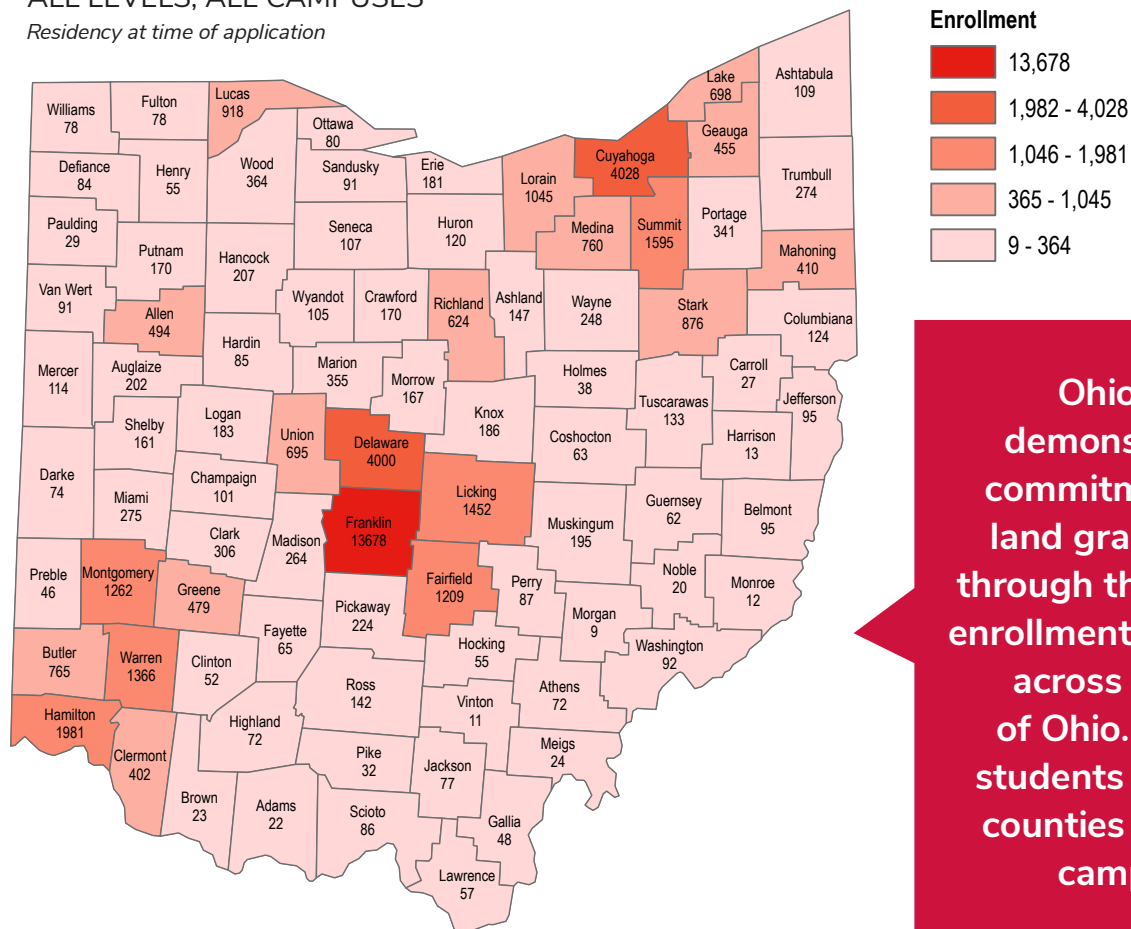
TOP 12 STATES FOR ENROLLMENT, ALL LEVELS, ALL CAMPUSES

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

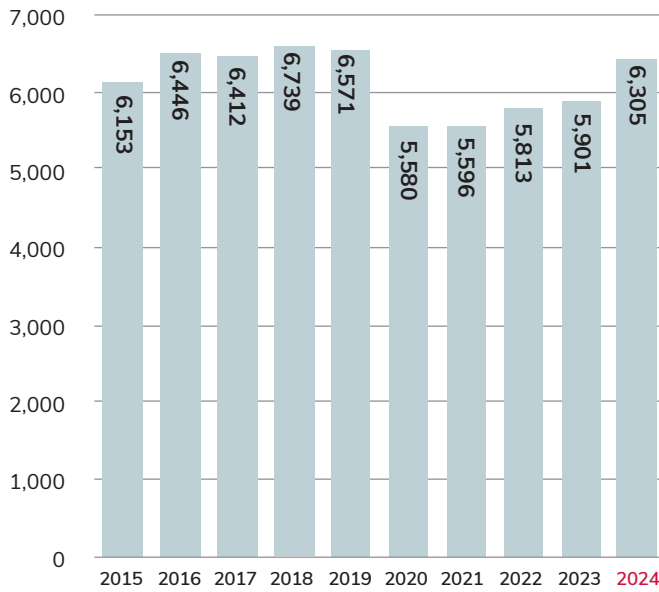


GEOGRAPHIC DISTRIBUTION BY COUNTY, ALL LEVELS, ALL CAMPUSES

Residency at time of application



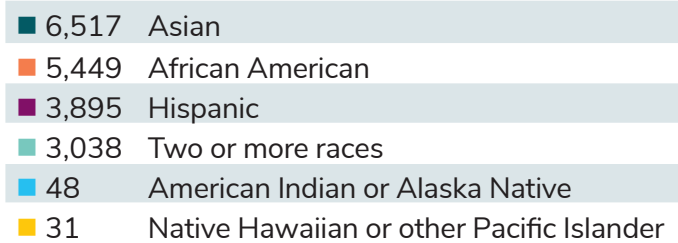
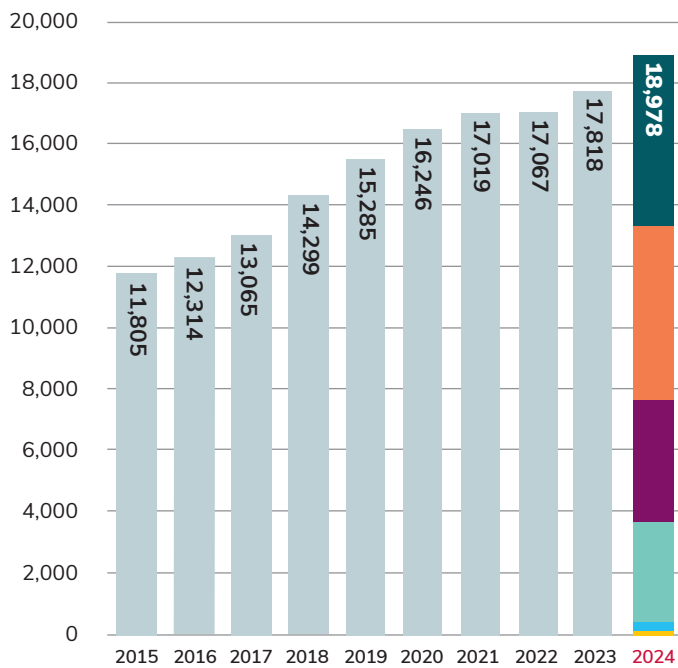
NUMBER OF **INTERNATIONAL STUDENTS**, ALL LEVELS AND CAMPUSES (10-YEAR TREND)



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

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

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



INITIATIVE

Buckeye Student Leadership Academy

The Buckeye Student Leadership Academy is an initiative to improve Ohioans' access to higher education. This program provides an opportunity for high-achieving first-generation, rural and/or underrepresented 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 learn more about themselves, leadership, the college experience and resources to support their success. The first-year cohort consisted of students representing 30 high schools. 98% of BSLA students were admitted in autumn 2024.

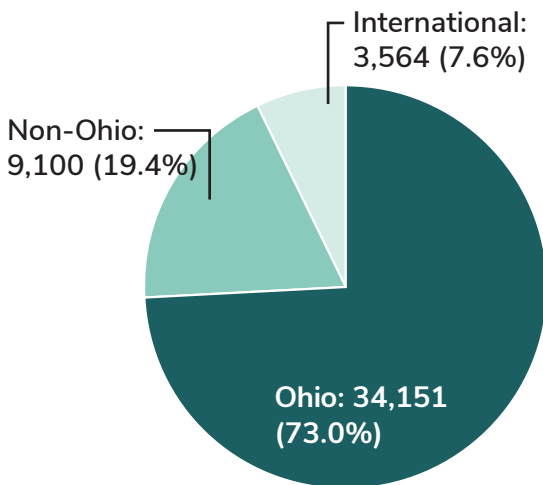
Columbus campus

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, again achieving one of the university's highest.

TOTAL COLUMBUS UNDERGRADS: 46,815

COLUMBUS UNDERGRADUATE ENROLLMENT **BY RESIDENCY**



94.2%

First-year retention rate

In addition, underrepresented minority students retained at very high levels: 90.2% of African American students returned for a second year, as did 92.6% of Hispanic students.

CAMPUS-CHANGE STUDENTS (FROM REGIONAL TO COLUMBUS)

| | |
|-------------|-------|
| Autumn 2024 | 1,217 |
| Autumn 2023 | 1,124 |
| Autumn 2022 | 1,261 |
| Autumn 2021 | 1,286 |
| Autumn 2020 | 1,412 |
| Autumn 2019 | 1,372 |

TRANSFER STUDENTS FROM 2- AND 4-YEAR COLLEGES

| | |
|-------------|-------|
| Autumn 2024 | 1,883 |
| Autumn 2023 | 1,827 |
| Autumn 2022 | 1,857 |
| Autumn 2021 | 2,070 |
| Autumn 2020 | 2,158 |
| Autumn 2019 | 2,415 |

DISTRIBUTION BY ACADEMIC AREA

| | | |
|---|---------------|-------------|
| Arts and Sciences | 16,287 | 34.8% |
| Business | 8,444 | 18.0% |
| Dental Hygiene | 182 | 0.4% |
| Education and Human Ecology | 3,075 | 6.6% |
| Engineering and Architecture | 9,184 | 19.6% |
| Exploration | 1,434 | 3.1% |
| Food, Agricultural and Environmental Sciences | 2,071 | 4.4% |
| Health and Rehabilitation Sciences | 2,349 | 5.0% |
| Medicine | 99 | 0.2% |
| Nursing | 1,199 | 2.6% |
| Pharmacy | 428 | 0.9% |
| Public Affairs | 218 | 0.5% |
| Public Health | 243 | 0.5% |
| Social Work | 427 | 0.9% |
| Continuing Education | 568 | 1.2% |
| Dual Enrollment | 607 | 1.3% |
| TOTAL | 46,815 | 100% |

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 Leadership Programs

Launched as a pilot in 2022 as a collaboration between Strategic Enrollment Management and the College of Food, Agricultural, and Environmental Sciences (CFAES), the Buckeye Agricultural Leadership Program focuses on new first-year students by providing information to students, parents, teachers, school counselors and industry professionals 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 majors increased by 54% over two years; 49% for all agricultural programs. The College of Education and Human Ecology launched a pilot program in 2023 focused on building enrollment in seven majors in the college. In the first year, admits for autumn increased by 42% and enrolled new first-year students increased by 45%.

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 9,530 students (19.4%), the highest in the university's 154-year history. These students continue to be academically talented with 96% graduating in the top 25% of their high school class and 64% graduating in the top 10%.

TOTAL COLUMBUS NFYS: 9,530

ADMISSION DATA

| | |
|-----------------------|--------|
| Total NFYS applicants | 79,266 |
| Number admitted | 44,078 |
| Number enrolled | 9,530 |

ACADEMIC QUALIFICATIONS

| | |
|-----------------------------------|-----------|
| % in top 10% of high school class | 64% |
| % in top 25% of high school class | 96% |
| ACT Composite (middle 50%) | 28-32 |
| SAT Combined (middle 50%) | 1330-1450 |

DEMOGRAPHICS

| | |
|-----------------------|---------------|
| Male/female ratio | 4,536/4,994 |
| Minority students | 2,813 (29.5%) |
| First generation | 1,730 (18.2%) |
| Pell Grant recipients | 1,887 (19.8%) |

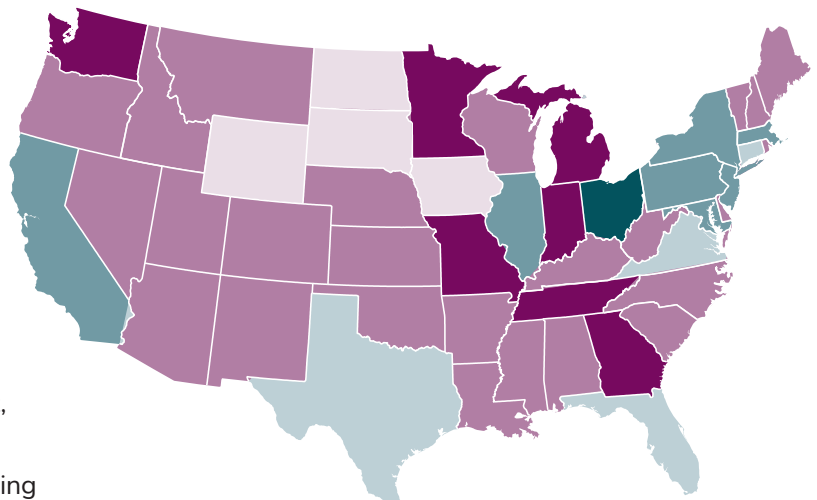
RESIDENCY DISTRIBUTION

| | |
|------------------------|---------------|
| Ohio residents | 6,091 (63.9%) |
| Domestic out-of-state | 2,589 (27.2%) |
| International students | 850 (8.9%) |

Average test scores were calculated using scores that were considered for admission

GEOGRAPHIC DISTRIBUTION BY STATE AND TERRITORY, COLUMBUS CAMPUS, NFYS

- 6,032:** Ohio
- 101–500:** California, Illinois, Maryland, Massachusetts, New Jersey, New York, Pennsylvania
- 51–100:** Connecticut, Florida, Texas, Virginia
- 26–50:** Georgia, Indiana, Michigan, Minnesota, Missouri, Puerto Rico, Tennessee, Washington
- 1–25:** Alaska, Alabama, Arizona, Colorado, Delaware, District of Columbia, Hawaii, Arkansas, Idaho, Kansas, Kentucky, Louisiana, Maine, Mississippi, Montana, Nebraska, Nevada, New Hampshire, New Mexico, North Carolina, Oklahoma, Oregon, Rhode Island, South Carolina, Utah, Vermont, West Virginia, Wisconsin
- 0:** Iowa, North Dakota, South Dakota, Wyoming



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 expand marketing and recruitment to increase yield on regional campuses. These efforts continue to drive an increase in first-year student enrollments.

NFYS UNDERGRADUATE ENROLLMENT FOR REGIONAL CAMPUSES AND ATI

| | AU22 | AU23 | AU24 | 2-year change |
|--------------|--------------|--------------|--------------|---------------|
| Lima | 273 | 260 | 236 | ↓37 |
| Mansfield | 298 | 343 | 342 | ↑44 |
| Marion | 311 | 337 | 333 | ↑22 |
| Newark | 1,140 | 1,403 | 1,513 | ↑373 |
| ATI | 217 | 226 | 244 | ↑27 |
| Total | 2,239 | 2,569 | 2,668 | ↑429 |

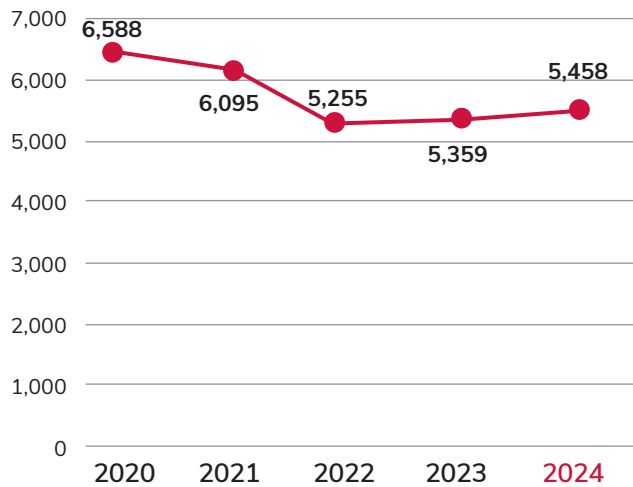
New first-year student enrollment for regional campuses and ATI increased 19.2% over the past two years to 2,668 through renewed enrollment optimization efforts.

These campuses welcomed 1,011 (37.9%) underrepresented racial and ethnic minority students and 1,221 (45.8%) first-generation students.

UNDERGRADUATE ENROLLMENT FOR REGIONAL CAMPUSES AND ATI

| | 2020 | 2021 | 2022 | 2023 | 2024 |
|--------------|--------------|--------------|--------------|--------------|--------------|
| Lima | 988 | 871 | 818 | 739 | 720 |
| Mansfield | 1,011 | 948 | 827 | 843 | 849 |
| Marion | 1,157 | 1,047 | 900 | 884 | 849 |
| Newark | 2,870 | 2,727 | 2,263 | 2,422 | 2,543 |
| ATI | 547 | 490 | 446 | 462 | 493 |
| Total | 6,573 | 6,083 | 5,254 | 5,350 | 5,454 |

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



Enrollment for regional campuses and ATI experienced a 1.8% increase in total enrollment, despite national declining trends.

GRADUATION RATES FOR REGIONAL CAMPUSES

| | 2023 | 2024 |
|--------|-------|--------|
| 4-YEAR | 26.5% | ↓23.7% |
| 6-YEAR | 48.6% | ↓45.2% |

RETENTION RATES FOR REGIONAL CAMPUSES

| | 2023 | 2024 |
|--------|-------|--------|
| 1-YEAR | 74.6% | ↓72.2% |

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 ANNUAL INSTITUTIONAL AID AMONG NEW-FIRST YEAR STUDENTS ON THE COLUMBUS CAMPUS

\$9,815

Ohio State awarded \$245 million in institutional aid to undergraduates in 2023-24

Columbus full-time, first-time degree/certificate-seeking undergraduate students enrolled in autumn 2022. Average institutional grant or scholarship aid awarded (includes fellowships, tuition waivers and exemptions)



FINANCIAL AID TO COLUMBUS CAMPUS STUDENTS

79%

of in-state, undergraduate students receive financial aid

89%

of new in-state, first-year students receive financial aid



FINANCIAL AID TO REGIONAL CAMPUS STUDENTS

80%

of undergraduate students receive financial aid

84%

of new first-year students receive financial aid

2023-24 reporting year

ScholarshipUniverse

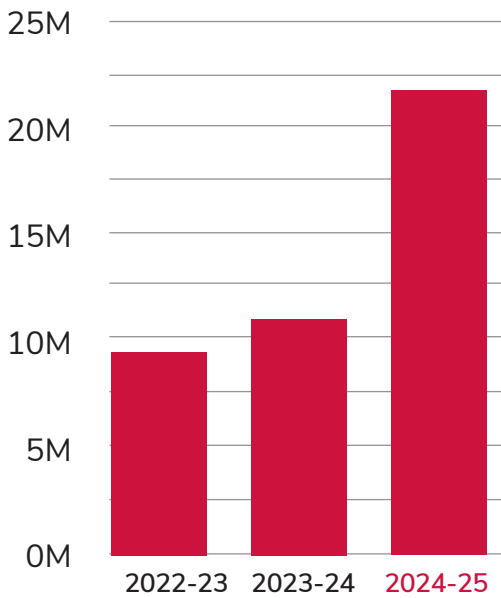
ScholarshipUniverse is an easy-to-use online scholarship-matching platform that helps students better search and apply for financial aid opportunities. We continue to expand the platform across the university and see a significant increase in student engagement and applications.

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 | 2024-25 |
|------------------|-------------|--------------|--------------|
| Students awarded | 2,615 | 3,500 | 5,691 |
| Amount awarded | \$9,158,598 | \$11,560,795 | \$22,041,032 |

AMOUNT AWARDED TO OHIO STATE STUDENTS THROUGH SCHOLARSHIPUNIVERSE



13,142 students (a 26.6% increase from the 2023-24 aid year) submitted 26,237 applications in ScholarshipUniverse.

Students can submit multiple applications within the tool.

INITIATIVE

Financial Aid Optimization

Financial Aid Optimization outcomes include a new need-based aid strategy for new first-year students focused on increasing effectiveness, maximizing utilization and reducing barriers for students. The Buckeye Opportunity Program, a key part of the strategy, ensures all eligible Ohio residents on all campuses with significant need who qualify for a Federal Pell Grant receive enough aid to cover the full cost of tuition and mandatory fees. Virtual sessions on topics like Financial Aid 101, Smart Borrowing, and Doing Buckeye Business provided more education about financial aid to admitted students and their families.

Graduate and Professional

Graduate and professional enrollment remains strong. In fact, graduate student enrollment reached a record high of 11,408 students across all campuses. Professional student enrollment remained stable at 3,224 students. Ohio, non-Ohio and international graduate and professional students all experienced increases.

ENROLLMENT COMPOSITION

| | |
|------------|-------|
| Master's | 5,494 |
| PhD | 5,286 |
| Non-degree | 335 |

TOTAL GRADUATE ENROLLMENT

| | |
|-------------|--------|
| Autumn 2024 | 11,404 |
| Autumn 2023 | 11,093 |
| Autumn 2022 | 11,198 |
| Autumn 2021 | 11,266 |
| Autumn 2020 | 11,095 |

TOTAL PROFESSIONAL ENROLLMENT (POST-BACCALAUREATE)

| | |
|-------------|-------|
| Autumn 2024 | 3,224 |
| Autumn 2023 | 3,225 |
| Autumn 2022 | 3,219 |
| Autumn 2021 | 3,305 |
| Autumn 2020 | 3,290 |

DISTRIBUTION BY ACADEMIC AREA, GRADUATE

| | | |
|---|---------------|-------------|
| Arts and Sciences | 2,253 | 19.8% |
| Business | 1,088 | 9.5% |
| Dentistry | 86 | 0.8% |
| Education and Human Ecology | 1,066 | 9.4% |
| Engineering and Architecture | 1,956 | 17.1% |
| Food, Agricultural and Environmental Sciences | 537 | 4.7% |
| GRD Interdisciplinary | 857 | 7.5% |
| Health and Rehabilitation Sciences | 430 | 3.8% |
| Law | 74 | 0.6% |
| Medicine | 501 | 4.4% |
| Nursing | 914 | 8.0% |
| Optometry | 9 | 0.1% |
| Pharmacy | 94 | 0.8% |
| Public Affairs | 204 | 1.8% |
| Public Health | 395 | 3.5% |
| Social Work | 870 | 7.6% |
| Veterinary Medicine | 70 | 0.6% |
| Total | 11,404 | 100% |

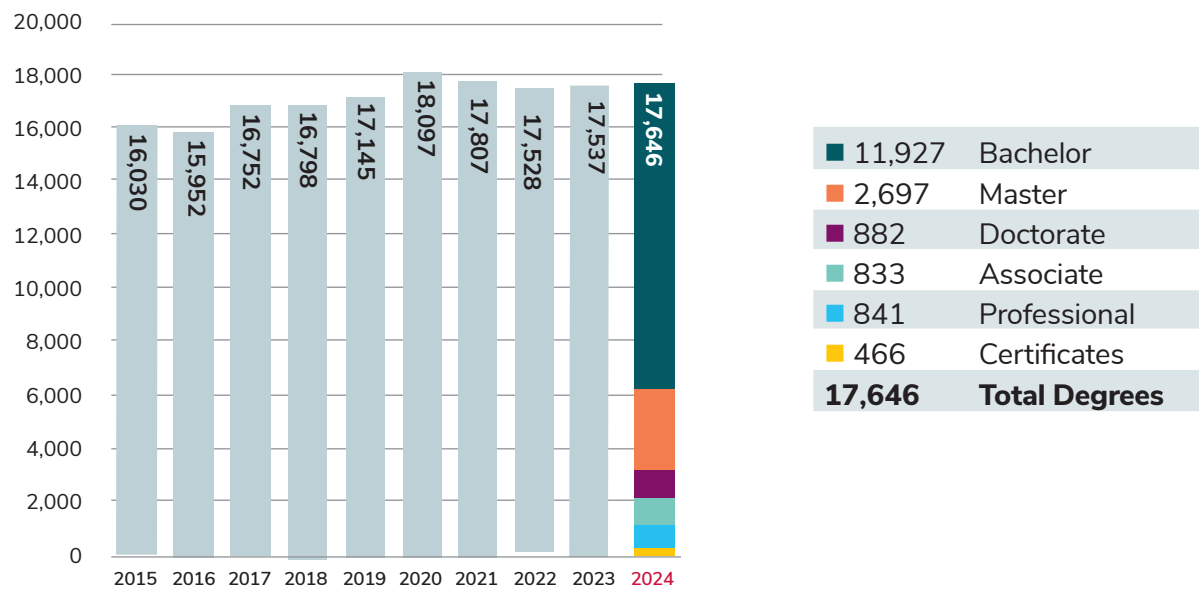
DISTRIBUTION BY ACADEMIC AREA, POST-BACCALAUREATE PROFESSIONAL

| | | |
|---------------------|--------------|-------------|
| Dentistry | 486 | 15.1% |
| Law | 504 | 15.6% |
| Medicine | 835 | 25.9% |
| Optometry | 266 | 8.3% |
| Pharmacy | 474 | 14.7% |
| Veterinary Medicine | 659 | 20.4% |
| Total | 3,224 | 100% |

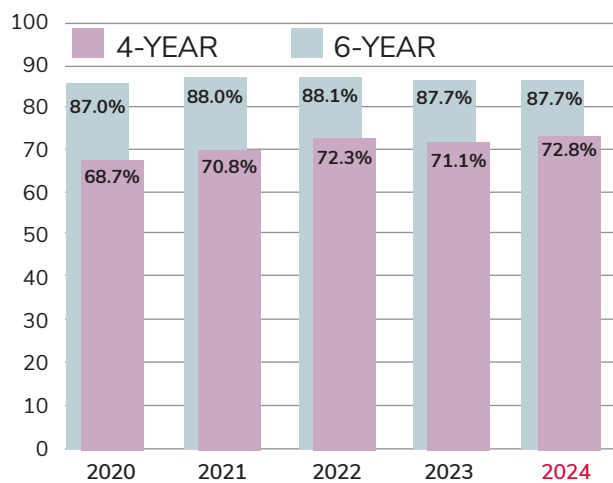
Degree attainment and graduation

The number of Ohio State degrees conferred annually continued to be very steady, with 17,646 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 2023–24 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**

COLUMBUS

LIMA

MANSFIELD

MARION

NEWARK

ATI