

The background of the slide features a large, faint, circular seal of William Paterson University. The seal contains the text "WILLIAM PATERSON UNIVERSITY OF NEW JERSEY" around the perimeter, "COMMITMENT TO EXCELLENCE" at the top, and "1855" in the center. Below the year is a depiction of a classical building with columns.

Welcome to the

Fall 2025

State of the University

Address

President Richard J. Helldobler
William Paterson University





THE CHRONICLE OF HIGHER EDUCATION

16

Civil Rights

10

Immigration

12

Policy

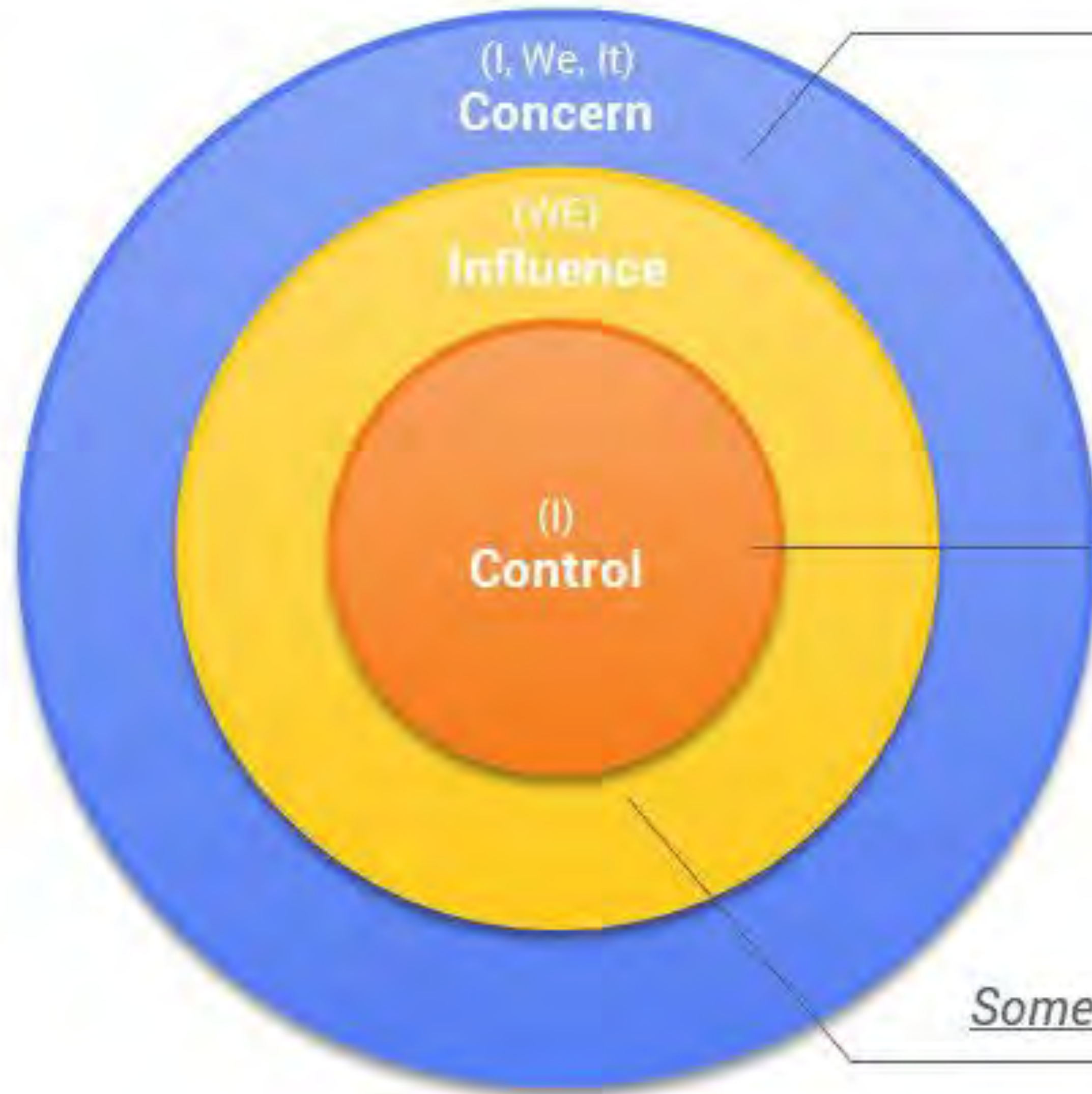
10

Research

Civil Rights

The Trump administration has threatened colleges' federal funding over alleged violations of civil-rights laws.

Covey's Circle of Concern, Influence, and Control



Circle of Concern

No Control - Wide range of concerns.



Circle of Control

Full Control – What we can directly control.



Circle of Influence

Some Control – The concern we can do something about.



WILLIAM
PATERSON
UNIVERSITY

WP*Online*



2030

Student body currently
numbers 9,793, which is
up about 2.9% compared
to this time last year

WP Online continues to grow,
with current enrollment of
4,087 students. That
represents 6.9% growth,
year-over-year

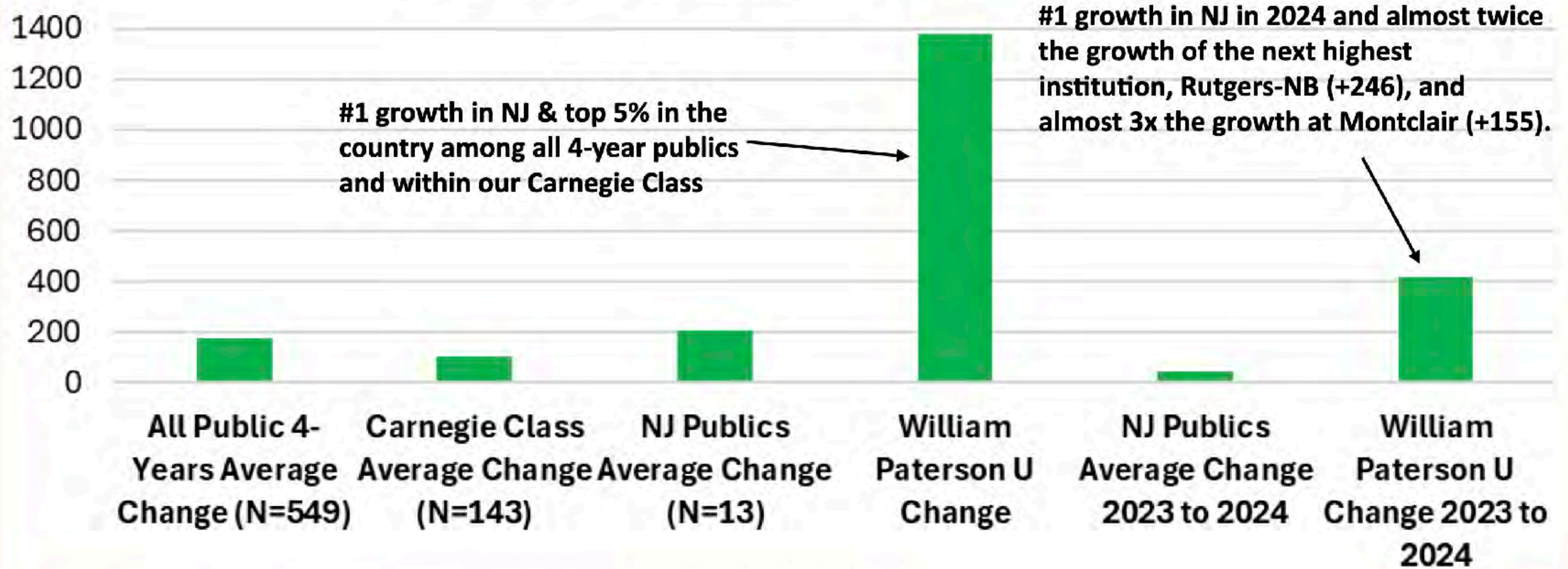
International Enrollment

Re-Up population

We have 45 new students
this fall and 176 persisting

Our Graduate Enrollment Story

Graduate Enrollment Change 2019 to 2023



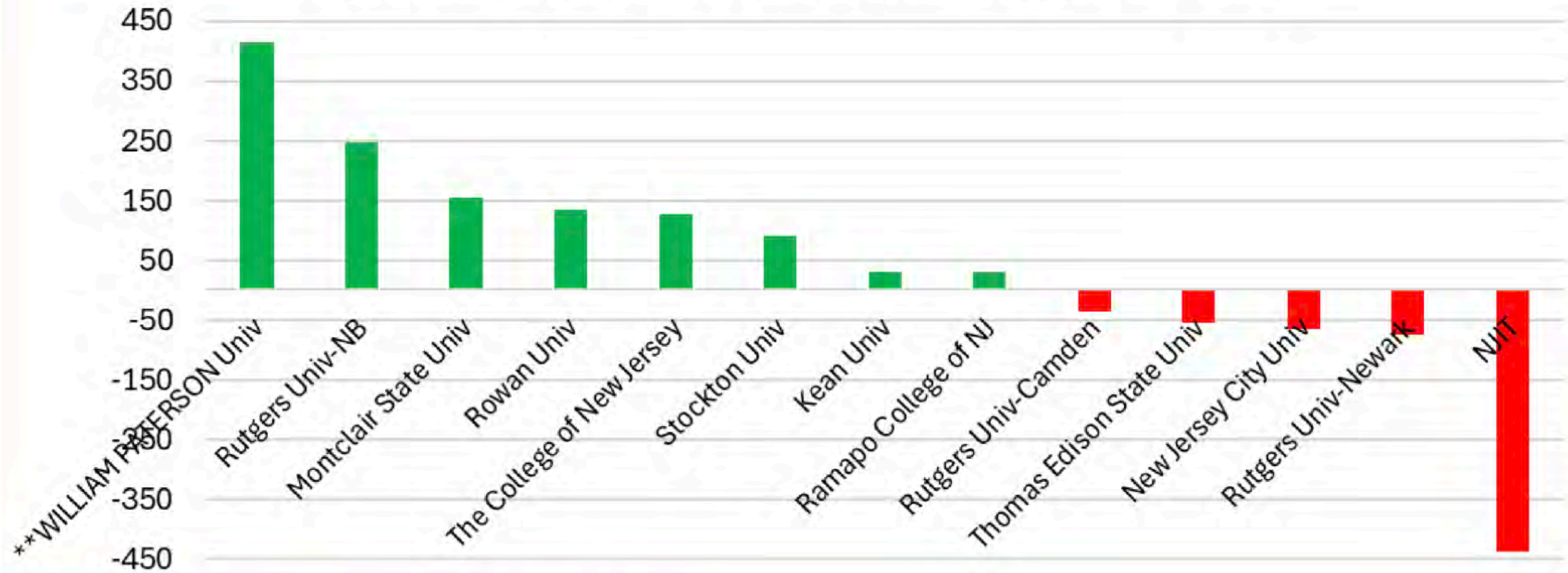
Source: IPEDS 2019-2023 & OSHE preliminary data file for Fall 2024.

Distinction built on an attractive program array, cost competitiveness, convenience for working professionals, and quality.

**Accelerating
Distinction**

Public Institutions in New Jersey – Fall23 to Fall24

NJ Publics Graduate Enrollment Change Fall23 - Fall24



Source: OSHE Preliminary Data Report for Fall 2024.

Warning: No one is sitting idle, or it is at their own peril.

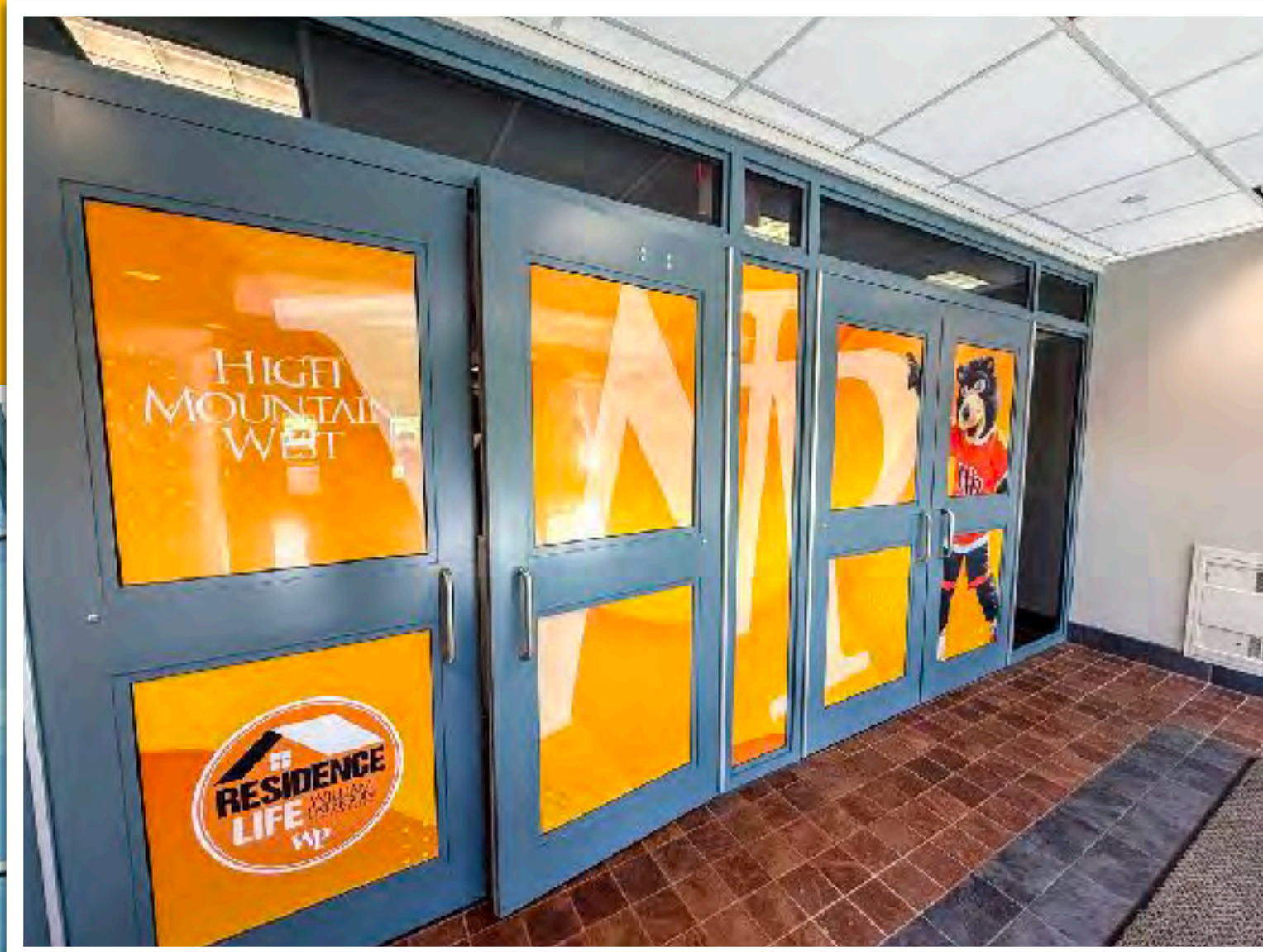
**Accelerating
Distinction**

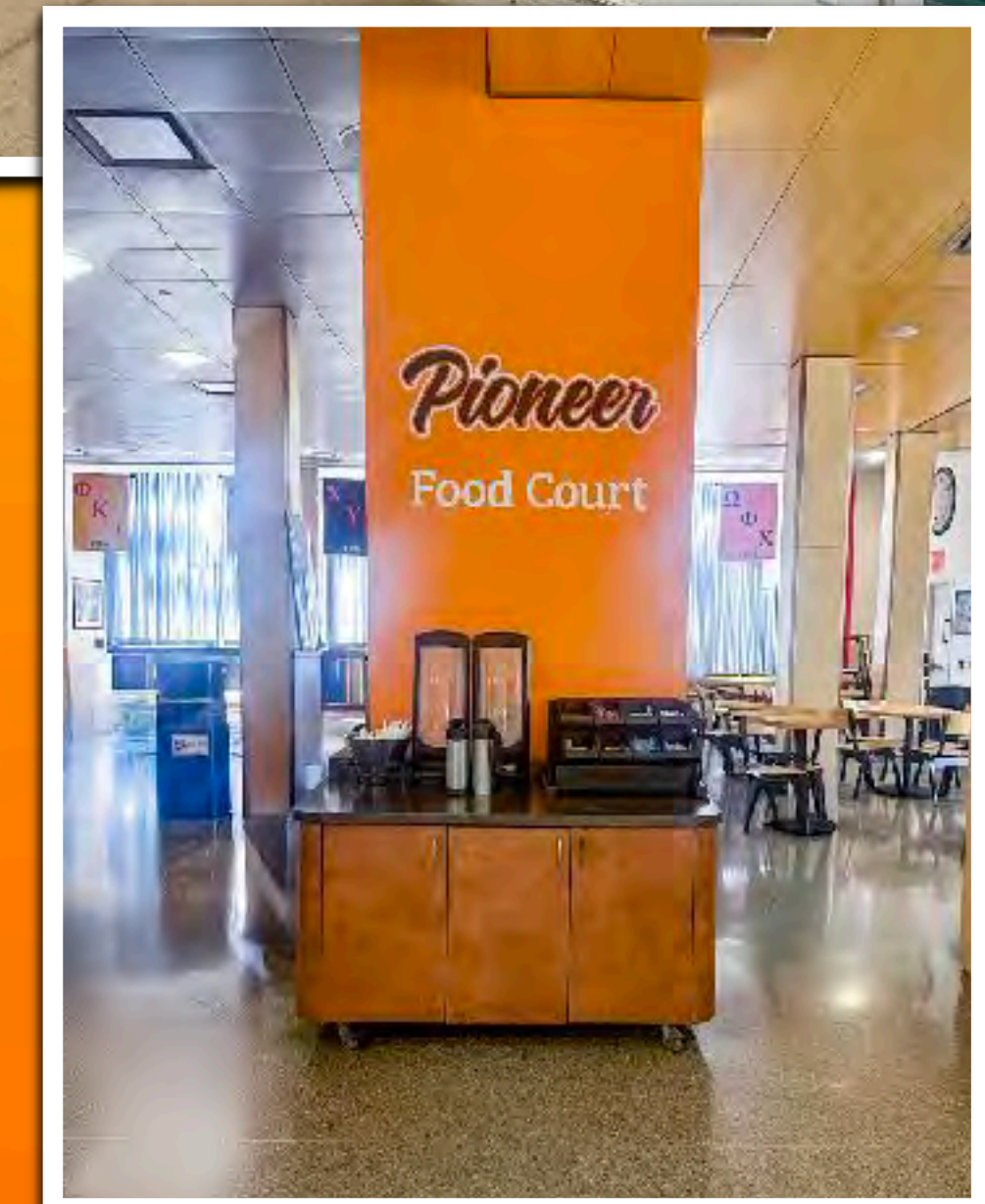
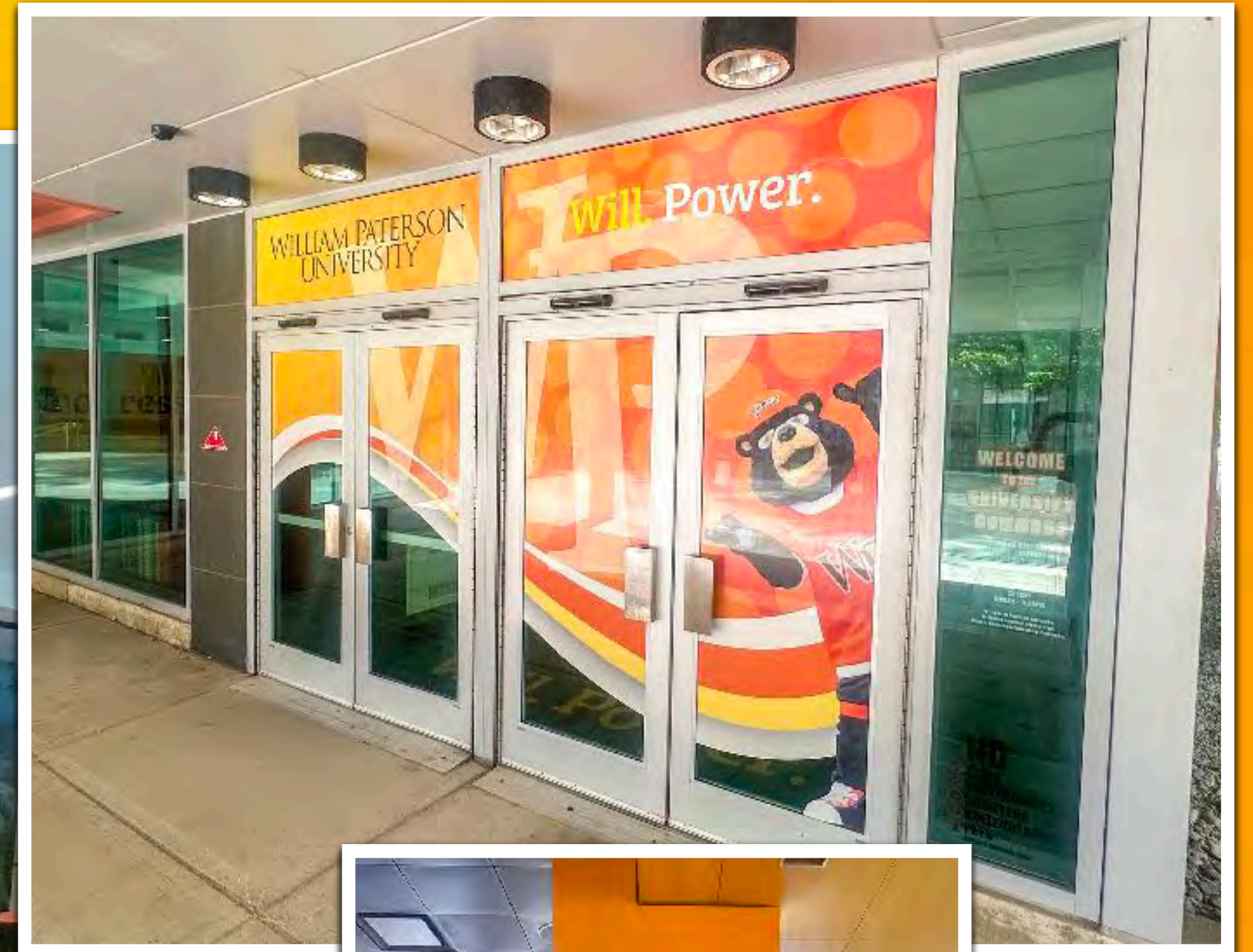
Key Budget Figures

**\$3.9 Million
Surplus**

Key Budget Figures

**Save the Date,
Enrollment & Budget Forum,
November 13,
12:30 p.m.,
Library Auditorium**









Sports and Recreation Center



Priority Projects

Through the phased planning process of Discovery, Determine, and Define, the University identified over 150 different ideas, with 11 of these prioritized as the Campus Plan's "Big Ideas". These projects vary from architectural or interior-focused initiatives to landscape design improvements. Some are immediate and low-cost, while others require more substantial renovations and expansions. All support the consolidation to and activation of the Pompton Road Campus.

The "Big Ideas" include fast facts and order of magnitude costs*:

- \$ Low (10s of \$Ks)
- \$\$ Moderate (100s of \$Ks)
- \$\$\$ High (\$Ms)
- \$\$\$\$ Major (Low 10s of \$Ms)
- \$\$\$\$\$ Massive (High 10s of \$Ms)

Note: *Costs are very high level, provided for strategic capital planning purposes only, and require professional cost estimates provided by an estimator and/or contractor.

11 Big Ideas (by theme)

Deferred Maintenance & Operations

- **Hybrid Workplace Approach** 1
- **Surge/Swing Workspace** 2
Raubinger Hall (Levels 2 & 3)
- **Co-located Administrative Hub** 3
Raubinger Hall (Levels 1-4)

Open Space & Landscape

- **Re-imagined Pompton Road Frontage** 4
- **Unified Campus "Ridge Walk"** 5

Sport & Recreation

- **More Recreation Opportunities** 6
Recreation Center

Learning & Study

- **New Heart to Power Art** 7
Power Art Center (off-campus)
- **Expanded Active-Learning** 8
Atrium (Level 1)
- **Crossroads Study Commons** 9
Cheng Library (Level 1)
- **Campus Collaboratory & Makers Hall** 10
Wightman Gym & Pool
- **Academic Gateway** 11
Atrium (Level 2) and Addition





“William Paterson University understands what students need to succeed and how to guide them to successful careers and lives.

We have built an innovative and comprehensive system of support focused on academics, career development and campus life, customized to meet students’ individual needs.”

Will. Power 101/102,

**Our year-long first-year experience,
which has increased student
engagement, satisfaction,
and performance**

Student Success Teams,
Composed of academic,
financial, career, and other
advisors working together to
support each student's success.

Our retention gains since
2019 put us at Number 1
in New Jersey

- **Black student retention increased more than 13% between 2021 and 2024 to nearly 66%**

- Black student retention increased more than 13% between 2021 and 2024 to nearly 66%
- Hispanic student retention increased nearly 10% over the same period to more than 77%

Students who connected
with their Coach
demonstrated an amazing
42% increase in persistence,
from 45% to 87%!

COLLEGE OF ADULT AND PROFESSIONAL STUDIES

WILLIAM PATERSON
UNIVERSITY

**We have grown to enroll
more than 3,200 WP
online and main campus
adult degree completers**



WILLIAM PETERSON UNIVERSITY

WILLIAM PETERSON UNIVERSITY

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WNP

NURSE

NURSING

NURSE

NURSE

Forbes

NJBIZ



Climbed 30 spots in the best colleges
for our region in the past four years.

CONFIDENCE!

**We exceeded the goal of
reducing attrition by
10% over three years.**

“This carefully considered plan will help our University meet the demographic and other challenges we face by leveraging its traditional strengths in student success while also adapting to serve new markets in our select online programs.”

Strategic Plan 2022-2025 Pillars

- Adult Learning
- Alternative Credentials and Certificates
 - Attrition
 - Decolonization
- Revising the Mission Statement

New Strategic Plan

1. Access and Affordability in Higher Education

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2. Strategic Growth and Collaboration

1. Access and Affordability in Higher Education

2. Strategic Growth and Collaboration

3. Enhancement of Academic Offerings and Support Services

1. Access and Affordability in Higher Education

2. Strategic Growth and Collaboration

3. Enhancement of Academic Offerings and Support Services

4. Infrastructure and Technological Advancement

- 1. Access and Affordability in Higher Education**
- 2. Strategic Growth and Collaboration**
- 3. Enhancement of Academic Offerings and Support Services**
- 4. Infrastructure and Technological Advancement**
- 5. Building Community**

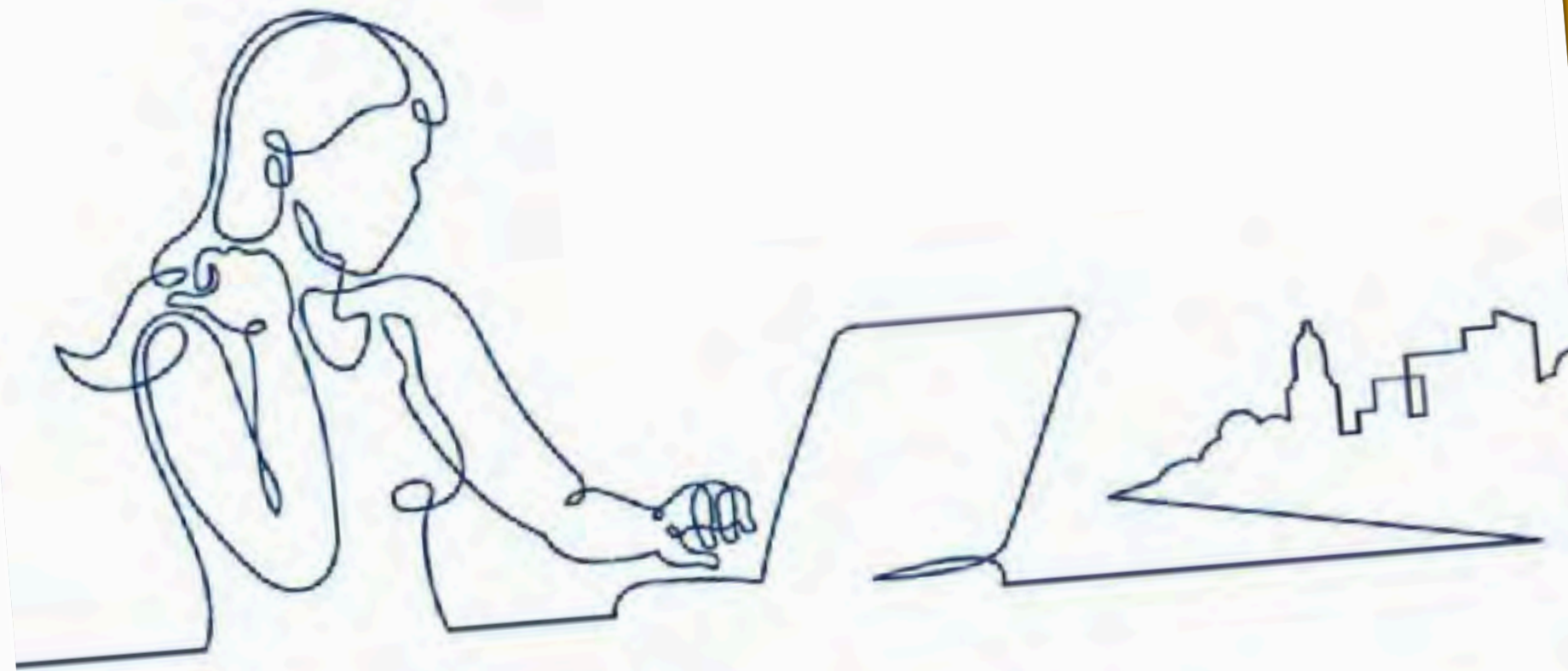
Strategic Plan Timeline

5-5-5

5 years, 5 frames, 5 goals/frame,
Max 5 action items/goal

Themes for the
coming years

PART 1 OF 3 IN A SERIES



Strategies for Building Online Learning at Regional Universities

How Once Strictly Place-Based Institutions Can Grow into Their Next Era of Development

By Jeffrey Selingo

Foreword

Demographics are shifting, costs are rising, and public attitudes about the value of a college education are changing. All of which means that regional universities can no longer rely solely on traditional-age, degree-seeking high school graduates and graduate students coming to their campuses—especially rural ones—if they hope to survive over the long term.

While online education is a natural avenue for reaching new markets, implementing the technology is the easy part. The real challenge is ensuring that there is an institutional culture where faculty and staff are prepared to take risks and are committed to change. While online learning has become ubiquitous, especially as a means of augmenting traditional classroom-based instruction, launching fully online programs will inevitably raise concerns that gains in online will come at the expense of campus-based experience.

There are many effective strategies for addressing these concerns, including those detailed in these pages. Whatever strategy best fits your institution, it will have the greatest chance of success within a growth mindset culture, one that is flexible and open to change, where risk-taking is rewarded, even if it results in failure.

At William Paterson University, a majority-minority university in New Jersey, we've found that the most effective case for our fully-online platform, WP Online, is this: it allows us to better fulfill our mission by serving students—single working moms, adults with some credit but no degree, and others—who stand to benefit the most from

the accessibility, flexibility, and the affordability that it offers. Cultural transformation sounds revolutionary, but it can also be incremental. We launched WP Online with a primary focus on two programs, nursing and the MBA, where we knew there was both market demand and faculty open to innovating. We committed to a close evaluation after three years, at which point enrollment, retention, and graduation rates were all positive.

And while online education provides the potential to educate students anywhere, regional universities are best positioned to leverage strengths that larger online providers do not—a familiar, trusted brand and industry connections, which can ensure that program offerings align with regional market needs.

Thanks largely to WP Online, the nursing and MBA programs are now the largest of their kind in New Jersey. What's more, we have added commencement ceremonies to accommodate the growth of graduates who earned their degree virtually but want to come to campus to accept it in person, which further strengthens campus culture and our embrace of online education.



Richard J. Heildobler
President
William Paterson University

Real Men Read





2025

**INSPIRING PROGRAMS
IN STEM AWARD**

FROM **INSIGHT** INTO ACADEMIA

*“small acts of kindness that
had such a significant impact”*

*“William Paterson has exceeded my
expectations and has allowed me to
level up in my career, all while still
working full time and being a mom”*



ASPIRE

Aspiring Educators

WFO



- **Retention rates up –**

- Retention rates up – Confidence!

- Retention rates up – Confidence!
- Adult Learners up –

- Retention rates up – Confidence!
- Adult Learners up – Confidence!

- Retention rates up – Confidence!
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 - Graduate growth up –

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- Graduate growth up – Confidence!
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- Graduate growth up – Confidence!
- Graduation rates up – Confidence!
- Career placement and starting salaries up –

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- Career placement and starting salaries up – Confidence!
- Modest cash surplus added to the reserves –

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