

A class at Rutgers University, which is projecting a record number of applications this year. (Ed Murrary | Star-Ledger)



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<u>NEW BRUNSWICK (http://www.nj.com/education/)</u>—Projecting to smash its record for student applications, Rutgers University says this year's admissions cycle marks a "banner year" for the school.

With Rutgers' entrance into the Big Ten Conference last year and its new honors college opening in the fall, New Jersey's state university is on pace to top its 2010 record of 44,845 undergraduate applications by more than 3,000.

"I think it certainly means the brand value of the university has increased," said Courtney McAnuff, vice president of enrollment management for Rutgers.

The College of New Jersey, Kean University and other state schools are also breaking applications records, all in a year when the number of high school graduates in New Jersey is expected to remain relatively flat.

Each school points to its own reasons for more applications, but <u>a recent Moody's Investors Service report (http://www.cic.edu/News-and-Publications/Multimedia-Library/CICConferencePresentations/2015% 20Presidents%20Institute/20150105-The%20Financial%20and% 20Strategic%20Outlook%20for%20Private%20Colleges%204.pdf) suggests the explanation may be simple: Prospective college students are applying to more schools.</u>

Montclair State University <u>became SAT optional this application cycle</u>
(http://www.nj.com/education/2014/07/montclair state to make sat optional for admission.html)
and saw its applications rise 4.7 percent to 9,950, the highest number in recent years,
according to the university.

"I think that has really brought us to a lot of visibility in terms of the way that we value the student," said Jeffrey Indiveri-Gant,