

# LIU

A NATIONAL UNIVERSITY

LEADING ACADEMICS

FIRST CHOICE DESTINATION

GLOBAL RECOGNITION

Investing in a bright future

# LIU

## A Way Forward

### A NATIONAL UNIVERSITY

- Leader Among Peers
- R2 Research University

### LEADING ACADEMICS

Health                      Business  
Education                Arts

### FIRST CHOICE DESTINATION

- Competitive Rankings
- 4-Year Graduation Rates
- Vibrant Student Life
- Strong Athletic Program
- Outstanding Career Outcomes

### GLOBAL RECOGNITION

- Polk Awards
- Global Institute
- Hornstein Center for Policy, Polling, and Analysis
- Generations Institute
- Sanford Innovation and Entrepreneurship Institute

# LIU

## A NATIONAL UNIVERSITY Recruiting Top Talent



**RESEARCH**  
JOHN PEZZUTTO  
WORLD-RENOWNED  
RESEARCHER



**LEADERSHIP**  
STEVE ISRAEL  
DIPLOMAT AND  
U.S. CONGRESSMAN



**FULBRIGHT  
SCHOLAR**  
KAREN OGULNICK  
DISTINGUISHED FACULTY



**ENTREPRENEUR**  
ROB VALLI  
NATIONALLY-RECOGNIZED  
BUSINESS SCHOLAR



**ATHLETICS**  
DEREK KELLOGG  
TOP RANKED  
NCAA BASKETBALL COACH

# NATIONAL UNIVERSITY

**2017**

**REGIONAL  
MASTER'S COLLEGES  
AND UNIVERSITIES**



**LIU**

**Research**

Actual 2014: \$0.9M  
2016: \$1.8M

**2025**

**NATIONAL  
RESEARCH UNIVERSITY  
(R3)**



**LIU**

**Research**

Target: \$30M

**2030**

**NATIONAL  
RESEARCH UNIVERSITY  
(R2)**



**LIU**

**Research**

Target: \$50M

## Progress:

	LIU Post		LIU Brooklyn		LIU Pharmacy	
Research	FY2014	FY2015	FY2014	FY2015	FY2014	FY2015
Expenditures in Thousands	157,477	279,278	661,232	650,971	81,505	304,336
		329,979	571,082		896,466	

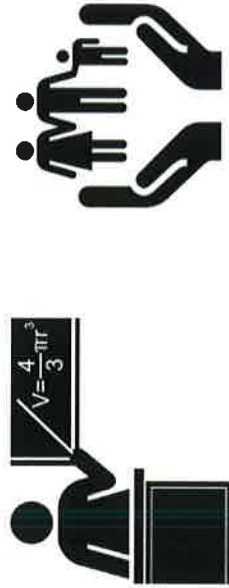
# MARKET ANALYSIS

## TOP US GROWTH SECTORS THROUGH 2024

Top US Growth Sector:  
**HEALTHCARE**



Top US Growth Sector:  
**EDUCATION AND SOCIAL SERVICES**



Top US Growth Sectors:  
**BUSINESS AND INFO SCIENCE**

Entrepreneur



Finance



National Destination of NYC:  
**FILM, DRAMA, ACTING, THEATER**



# ACADEMIC LEADER

## ALIGNMENT OF STRATEGIC PRIORITIES WITH GROWTH SECTORS

Top US Growth Sector:  
**HEALTHCARE**

**LIU HEALTH**

Example: Vet Tech

Top US Growth Sectors:  
**BUSINESS AND INFO SCIENCE**

**LIU BUSINESS**

Example: Data Analytics

Top US Growth Sector:  
**EDUCATION AND SOCIAL SERVICES**

**LIU EDUCATION**

Example: Inclusive Early Childhood

National Destination of NYC:  
**FILM, DRAMA, ACTING, THEATER**

**LIU ARTS**

Example: Commercial Music

# NATIONAL RANKINGS

## Ranking Metrics and Weights by Cluster



Source: US News and World Report Best Colleges 2017 edition

## Where We Stand Now



**LIU Post**

#114 Regional Universities (North)  
 #446 Undergrad Business Programs

Princeton Review  
 Best Business School

**LIU Brooklyn**

Not ranked - US News ranks one undergrad campus per institution

# NATIONAL RANKINGS

## National Graduate Schools

### Ranking Metrics and Weights by Cluster



#### For Most Graduate Schools:

- Pharmacy
- Physician Assistant
- Physical Therapy
- Occupational Therapy
- Clinical Psychology
- Psychology
- Social Work
- Fine Arts
- Speech-Language Pathology
- Library and Information Studies



#### For Nursing Programs:



#### For MBA Programs:



Source: US News and World Report Best Grad Schools 2017 edition

## Where We Stand Now



### LIU Post

- #39 Library and Information Studies
- #157 Fine Arts
- #165 Clinical Psychology
- #198 Social Work
- #199 Speech-Language Pathology

### LIU Brooklyn

- #81 Pharmacy
- #113 Physician Assistant
- #154 Physical Therapy
- #154 Occupational Therapy
- #157 Clinical Psychology
- #183 Speech-Language Pathology
- #198 Social Work
- #214 Psychology





# NATIONAL RANKINGS -2025



**LIU** Post

**LIU** Brooklyn

Program	2025
Nursing	Top 50
Clinic Psychology	Top 50
Social Work	Top 50
Speech-Language Pathology	Top 50

Program	2025
Pharmacy	Top 20
Nursing	Top 50
Clinic Psychology	Top 50
Social Work	Top 50

Program	2025
Speech-Language Pathology	Top 50
Occupational Therapy	Top 50
Physical Therapy	Top 50
Physician Assistant	Top 50

## HEALTH

Program	2025
Accounting	Top 20
Undergrad Business	Top 50
Grad Business School	Top 50
Entrepreneurship	Top 50
Computer Science	Top 50

Program	2025
Undergrad Business	Top 50
Grad Business School	Top 50
Entrepreneurship	Top 50
Computer Science	Top 50

## BUSINESS

Programs/Centers	2025
Performing Arts Center	Top 20
Theater	Top 50
Film	Top 50
Dance	Top 50
Fine Arts	Top 50

Programs	2025
Drama	Top 50
Film	Top 50
Dance	Top 50

## ARTS

Program	2025
Education	Top 100

Program	2025
Education	Top 100

## EDUCATION

# NATIONAL RANKINGS -2025

Top college choice factor:  
**Graduates get good jobs**



Ranking factor

**LIU Post** **LIU Brooklyn**

	2015-16	2016-17	2025	2015-16	2016-17	2025
502nd		199th	Top 100	247th	213th	Top 100
na		126th	Top 100	na	133rd	Top 100

Best Universities by Salary Potential

Best **Private** Universities by Salary Potential

Source: Payscale.com

LIU Post	LIU Brooklyn	LIU Pharmacy
2016	2016	2016
91.4%	82.1%	88.9%

Job/grad school within 6 mos of grad

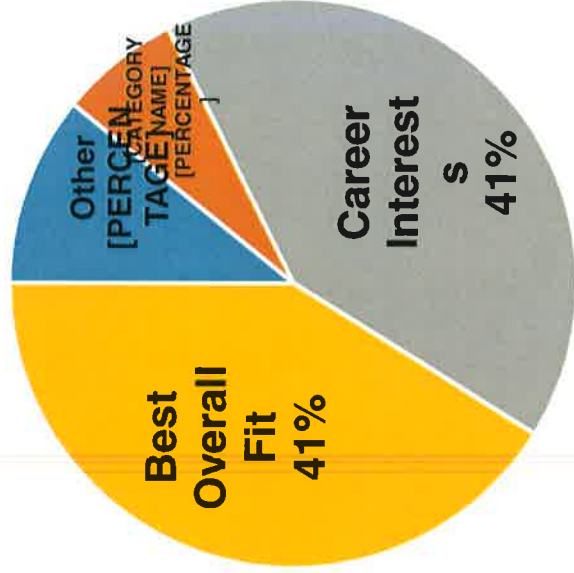
# FIRST CHOICE DESTINATION

Most important: Right Fit, Academic Reputation, and Career Outcomes



## The Hopes: What Matters Most

We asked—When it comes to choosing which college you (or your child) will attend, which factor is the most important to you?



Based on 14,125 surveys collected

11



The American Freshman

## National Survey of College Freshmen

Top reasons for choosing this particular college:

1. Very good academic reputation 69.7%
2. College's graduates get good jobs 60.1%

Source: [Higher Education Research Institute, UCLA, Fall 2015](#)

Based on over 140,000 surveys collected

# LIU

# NATIONAL STUDENT POOL

## MIGRATION MINDSET

**Number of freshmen leaving their home State to attend college  
1998-2014**

**MORE THAN DOUBLED in 7 States (over 100% increase)**

North Carolina	California	Arizona	Georgia	Nevada	Mississippi	Texas
173%	173%	126%	117%	115%	114%	101%

**LARGE INCREASE in 13 States (50-99% increase)**

**MODERATE INCREASE in 16 States (20-49% increase)**

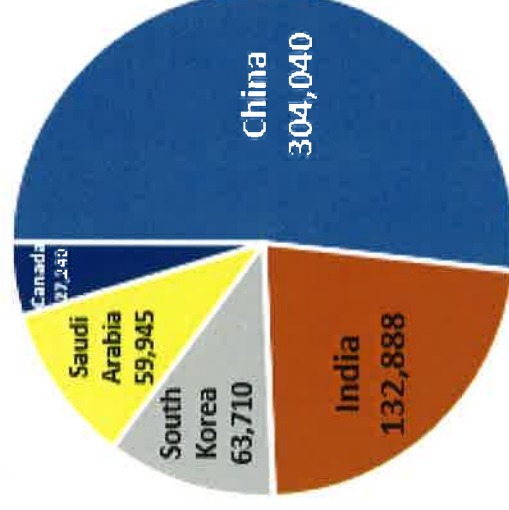
# INTERNATIONAL STUDENT POOL

## International Students in the United States (2014-15)

### Top Fields of Study

1. Business
2. Engineering
3. Computer Science
4. Math
5. Social Science

### Top Countries by Enrollment



Source: [Institute of International Education, Open Doors Report](#)

# STRATEGIC ENROLLMENT ASSESSMENT

<p><b>Evaluate for Future</b></p> <p><u>LOW</u> New Student Enrollment (&lt;30) <u>ABOVE CAMPUS AVERAGE</u> Graduation Rate</p> <p><b>LIU Post</b> Theater Arts Forensic Science Digital Game Design</p> <p><b>LIU Brooklyn</b> Computer Science Global Studies Sports Management</p>	<p><b>Invest and Grow</b></p> <p><u>HEALTHY</u> New Student Enrollment (&gt;30) <u>ABOVE CAMPUS AVERAGE</u> Graduation Rate</p> <p><b>LIU Post</b> Business Vet Tech</p> <p><b>LIU Brooklyn</b> Pharmacy Biology Business</p>
<p><b>Strengthen, Consolidate or Exit</b></p> <p><u>LOW</u> New Student Enrollment (&lt;30) <u>BELOW CAMPUS AVERAGE</u> Graduation Rate</p> <p><b>LIU Post</b> Adolescent Education French Art Education</p> <p><b>LIU Brooklyn</b> Urban Education Dance Social Work</p>	<p><b>Strengthen and Grow</b></p> <p><u>HEALTHY</u> New Student Enrollment (&gt;30) <u>BELOW CAMPUS AVERAGE</u> Graduation Rate</p> <p><b>LIU Post</b> Accountancy Psychology Criminal Justice</p> <p><b>LIU Brooklyn</b> Health Science Nursing Psychology</p>

# ENROLLMENT PLANNING TARGETS

## ADMISSIONS & RETENTION TARGETS

### Enrollment- New

	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	Fall 2025
First Time Freshman	1,268	1,494	1,724	1,827	1,928	2,012	2,087	2,150	2,225	2,270
Transfers	1,096	1,201	1,236	1,269	1,301	1,331	1,361	1,390	1,420	1,450
New Graduates	1,871	2,085	2,193	2,285	2,381	2,476	2,541	2,606	2,672	2,731
Total New	4,235	4,780	5,153	5,381	5,609	5,819	5,989	6,145	6,317	6,451

### Enrollment- Continuing

Continuing UG	4,701	4,678	4,713	4,806	4,913	5,063	5,188	5,288	5,404	5,500
Continuing G	4,407	4,181	4,198	4,285	4,408	4,495	4,661	4,817	4,941	5,069
Other	414	414	414	414	414	414	414	414	414	414
Total Continuing	9,522	9,273	9,325	9,505	9,735	9,972	10,263	10,519	10,759	10,983
<b>TOTAL</b>	<b>13,757</b>	<b>14,053</b>	<b>14,478</b>	<b>14,886</b>	<b>15,344</b>	<b>15,791</b>	<b>16,252</b>	<b>16,664</b>	<b>17,076</b>	<b>17,434</b>

### Program Developments- Freshmen

BK Nursing	57	80	90	100	110	120	130	140	145	150
BK Health Science	68	80	82	83	85	87	88	90	92	94
BK Childhood Urban Education	9	20	20	20	21	21	21	21	21	22
BK Comp Science	12	25	30	36	43	48	52	57	63	70
BK Business Management	36	45	60	70	80	90	110	120	140	150
PO Health Professions	42	65	68	72	75	79	83	87	91	96
PO Business Administration	74	100	105	110	116	122	128	134	141	150
PO Computer Science	7	20	30	45	56	68	68	68	68	68
PO Arts and Sciences	49	60	65	70	80	80	80	80	80	80
PO Theatre BFA/BA	27	60	63	65	68	70	73	75	78	80
PO Dance	8	20	25	25	30	30	30	35	35	35
PO Accountancy	17	30	30	35	40	45	50	55	60	60
PO Education	34	50	55	61	67	73	81	89	97	103
PO Digital Game Design	14	25	28	30	33	37	40	44	50	50
PO Sports Management	NA	NA	30	35	35	40	40	40	40	40
PO Fashion Merchandising	NA	NA	30	35	40	45	45	45	45	45
PO Business Intelligence	NA	NA	20	25	25	30	30	30	30	30
PO Vet Tech	NA	NA	40	50	60	65	65	65	65	65
PO Athletic Training BS/MS	NA	NA	40	45	50	50	60	60	70	70
<b>454</b>	<b>680</b>	<b>910</b>	<b>1,013</b>	<b>1,114</b>	<b>1,198</b>	<b>1,273</b>	<b>1,336</b>	<b>1,411</b>	<b>1,411</b>	<b>1,456</b>

# ENROLLMENT PLANNING TARGETS

## ADMISSIONS & RETENTION TARGETS

### Program Developments- Transfer

	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	Fall 2025
BK Health Science (T)	86	100	103	105	108	110	113	115	118	120
BK Occupational Therapy (T)	47	48	50	50	52	52	52	52	52	52
BK Nursing - BS & Accelerated (T)	161	180	189	198	206	215	224	233	241	250
BK Business Administration (T)	30	45	52	59	66	73	79	86	93	100
BK Childhood Urban Education (T)	NA	10	15	20	22	24	26	26	28	30
PO Health Sciences (T)	22	30	33	35	38	40	43	45	48	50
PO Education (T)	12	20	23	25	28	30	33	35	38	40
PO Business Administration (T)	42	50	53	56	59	63	66	69	72	75
PO Accountancy (T)	12	20	21	23	24	25	26	28	29	30
PO Arts and Sciences (T)	111	125	125	126	126	127	127	128	130	130
	<b>523</b>	<b>628</b>	<b>663</b>	<b>696</b>	<b>728</b>	<b>758</b>	<b>788</b>	<b>817</b>	<b>847</b>	<b>877</b>

### Program Developments- Graduate

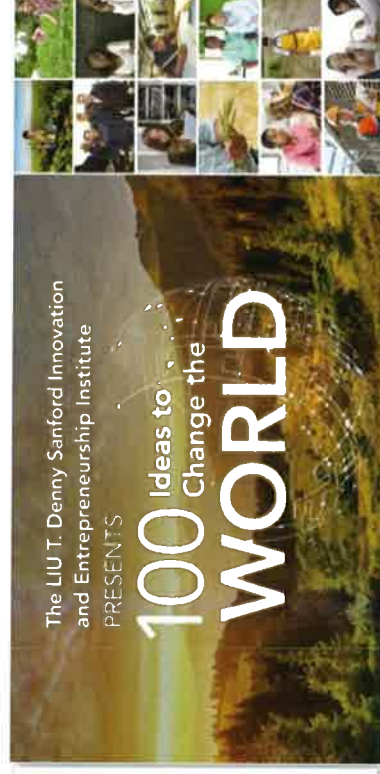
BK Family Nurse Practitioner (G)	32	45	48	51	54	58	61	64	67	70
BK Mental Health Counseling (G)	23	30	33	35	38	40	43	45	48	50
BK Arts & Sciences (G)	94	105	108	110	113	115	118	120	123	125
BK School of Business & Public Admin (G)	148	174	190	206	221	237	253	269	284	300
BK Speech Language Pathology (G)	48	70	70	70	70	70	70	70	70	70
BK Real Estate (G)	NA	NA	18	20	25	30	30	30	30	30
BK Pharmacy (G)	NA	NA	25	50	75	100	100	100	100	100
PO Family Nurse Practitioner (G)	29	45	48	51	54	58	61	64	67	70
PO MBA (G)	48	60	78	95	113	130	148	165	183	200
PO Accountancy (G)	4	20	21	23	24	25	26	28	29	30
PO Arts and Sciences (G)	44	60	65	70	75	80	85	90	95	100
PO Education (G)	257	300	313	325	338	350	363	375	388	400
PO Speech Language Pathology (G)	48	70	70	70	70	70	70	70	70	70
PO MPA Healthcare- w/ SIU (G)	NA	10	11	13	14	15	16	18	19	20
	<b>775</b>	<b>989</b>	<b>1,097</b>	<b>1,188</b>	<b>1,283</b>	<b>1,377</b>	<b>1,442</b>	<b>1,506</b>	<b>1,571</b>	<b>1,635</b>



# GLOBAL RECOGNITION

## STRATEGIC INITIATIVES

- GEORGE POLK AWARDS
- GLOBAL INSTITUTE
- HORNSTEIN CENTER for POLICY, POLLING AND ANALYSIS
- BROOKLYN FILM FESTIVAL
- SANFORD INNOVATION AND ENTREPRENEURSHIP INSTITUTE
- SANFORD EDUCATION PROGRAMS



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