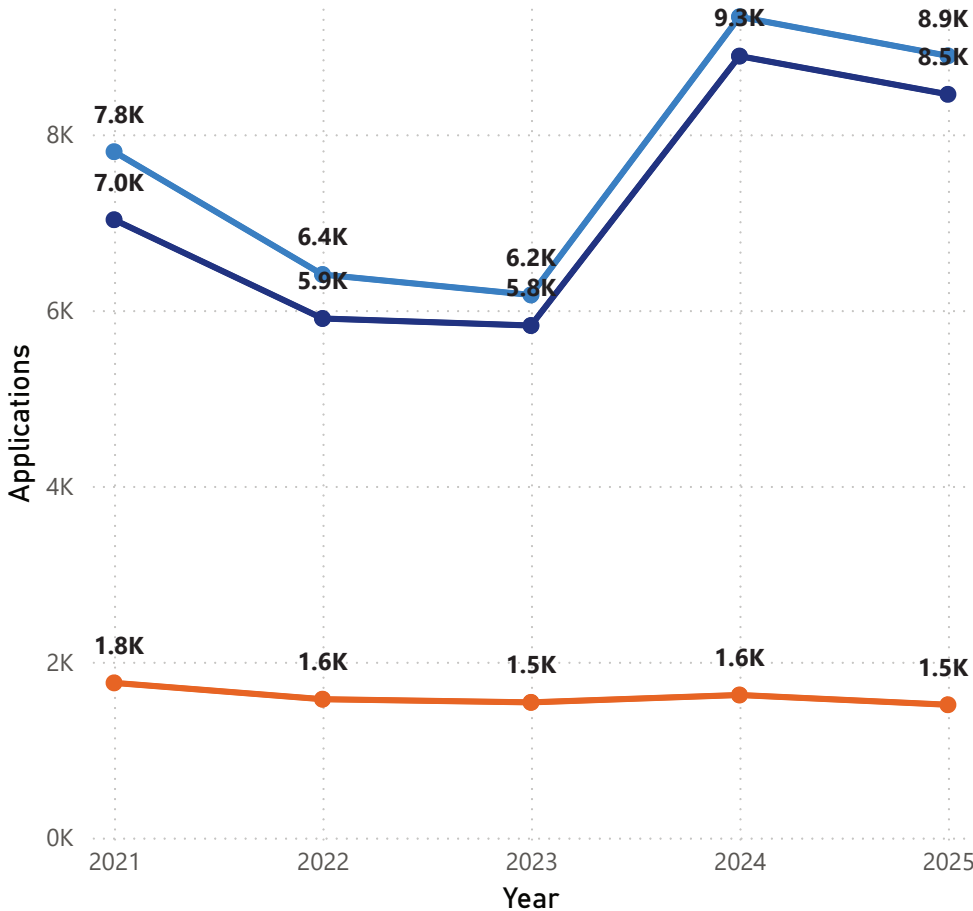


## Admissions

### Completed Applications, Accepted, and Enrolled

● Applications ● Accepted ● Enrolled



| Year       | Applications | Accepted | Enrolled |
|------------|--------------|----------|----------|
| 2021       | 7,803        | 7,029    | 1,760    |
| First Year | 6,287        | 5,659    | 939      |
| Graduate   | 755          | 679      | 432      |
| Transfer   | 761          | 691      | 389      |
| 2022       | 6,405        | 5,905    | 1,574    |
| First Year | 5,093        | 4,719    | 863      |
| Graduate   | 650          | 589      | 360      |
| Transfer   | 662          | 597      | 351      |
| 2023       | 6,173        | 5,825    | 1,538    |
| First Year | 4,852        | 4,637    | 810      |
| Graduate   | 643          | 593      | 379      |
| Transfer   | 678          | 595      | 349      |
| 2024       | 9,337        | 8,890    | 1,622    |
| First Year | 7,953        | 7,625    | 858      |
| Graduate   | 669          | 610      | 369      |
| Transfer   | 715          | 655      | 395      |
| 2025       | 8,893        | 8,455    | 1,511    |
| First Year | 7,496        | 7,188    | 777      |
| Graduate   | 681          | 616      | 340      |
| Transfer   | 716          | 651      | 394      |
| Total      |              |          |          |

## Financial Aid Fall 2024

● Full-Time First-time First-Year ● Full-time Undergrad ● Less Than Full-time Undergrad

Number of degree-seeking undergraduates students who applied for need based financial aid.

**4,333 Total Students**

Full-time  
First-time  
First-Year

782

Full-time  
Undergrad

3,165

Less than  
Full-time  
Undergrad

386

Percentage of students applied for Financial Aid that were determined to have need.



79.16%

78.58%

79.02%

Percentage of students determined to have need who were awarded financial aid.\*



99.84%

99.52%

94.43%

Average financial aid package for students with need that received aid.\*



\$16,403

\$16,567

\$10,021

Percentage of need that was met of students who were awarded any need-based aid.



75.24%

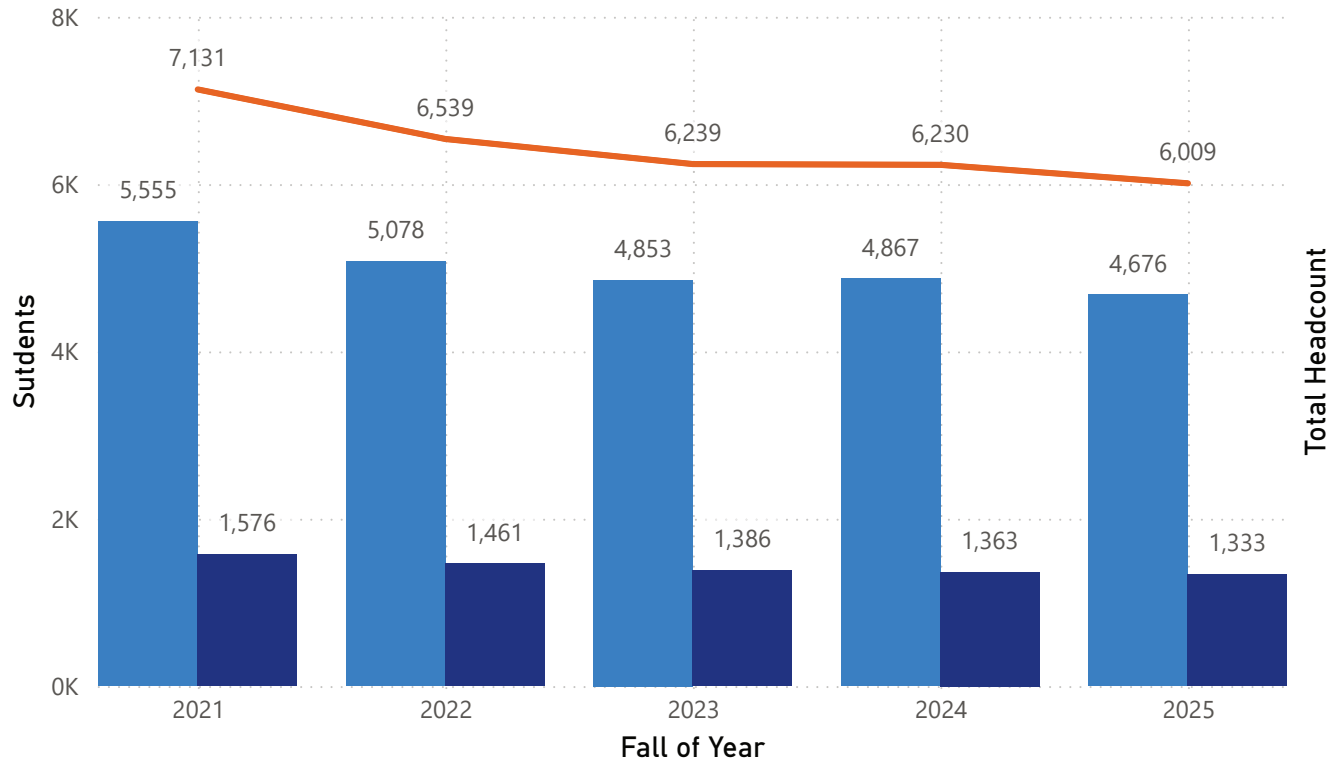
78.54%

60.48%

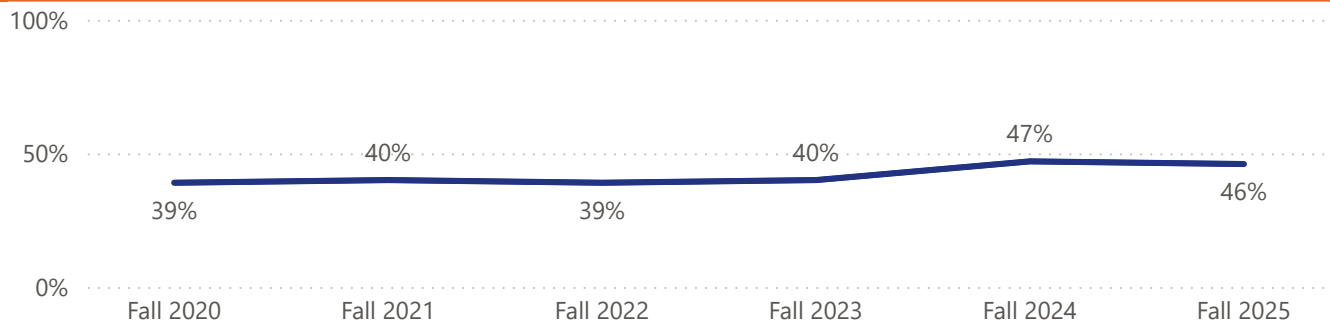
\*Includes any type of aid

## Student Enrollment Overview (Fall Term)

**Degree Category** ● Undergraduate ● Graduate ● Total Headcount



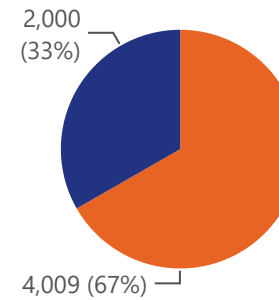
## Percentage of Pell Eligible Students



## Fall 2025

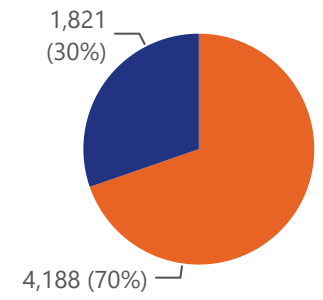
### Gender

● Female  
● Male



### Registration Level

● Full-Time  
● Part-Time



| Ethnicity                        | Headcount | YoY Change |
|----------------------------------|-----------|------------|
| Asian                            | 200       | -2 ▼       |
| Black or African American        | 493       | 8 ▲        |
| Hispanic or Latino (of any race) | 1,535     | 93 ▲       |
| Non-resident Alien               | 239       | -7 ▼       |
| Race and Ethnicity Unknown       | 233       | 1 ▲        |
| Two or more races                | 199       | -12 ▼      |
| White                            | 3,099     | -303 ▼     |

| Top 5 Majors            | Headcount | YoY Change |
|-------------------------|-----------|------------|
| Business Administration | 828       | -15 ▼      |
| Nursing                 | 586       | 82 ▲       |
| Psychology              | 377       | -52 ▼      |
| Criminal Justice        | 327       | 2 ▲        |
| Biology                 | 238       | -12 ▼      |

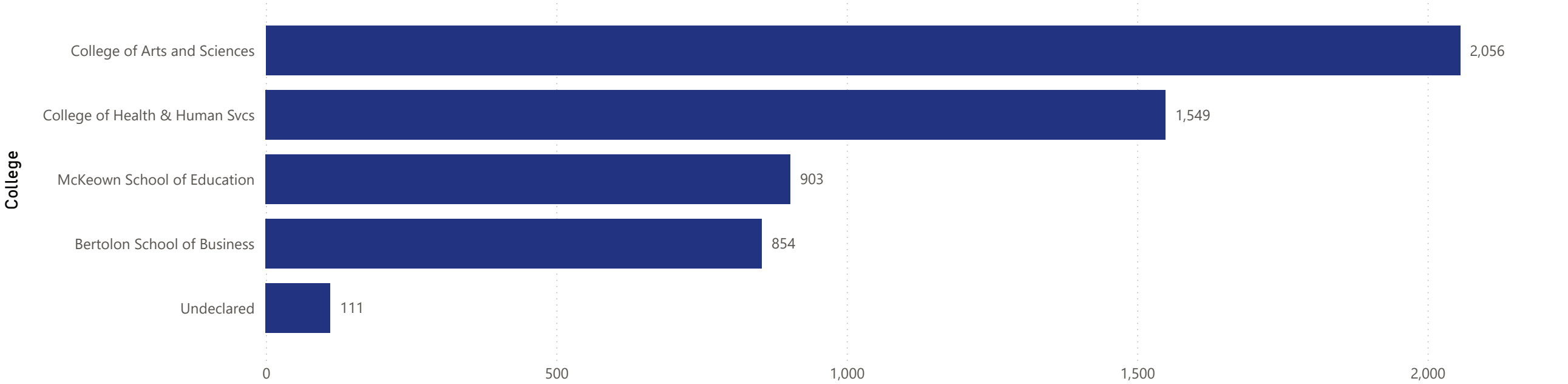


# The Salem State Difference

Facts and Figures

## Enrollment by College

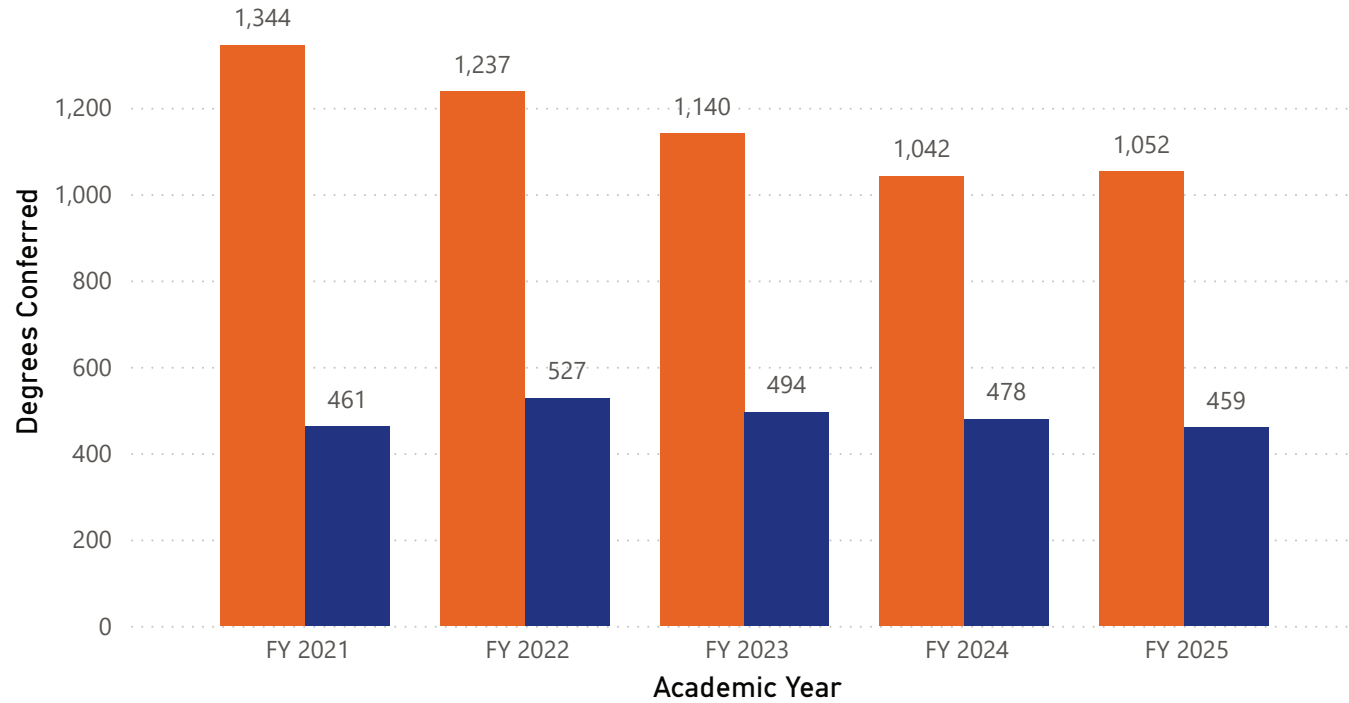
Fall 2025 Headcount by College



|                                | 2021  | 2022  | 2023  | 2024  | 2025  |
|--------------------------------|-------|-------|-------|-------|-------|
| ▲ Bertolon School of Business  | 994   | 889   | 850   | 875   | 854   |
| Coll of Continuing & Prof Stud | 506   | 484   | 565   | 574   | 492   |
| College of Arts and Sciences   | 2,527 | 2,250 | 2,185 | 2,200 | 2,060 |
| College of Health & Human Svcs | 1,802 | 1,702 | 1,548 | 1,488 | 1,549 |
| McKeown School of Education    | 973   | 934   | 816   | 883   | 903   |
| Undeclared                     | 228   | 207   | 188   | 158   | 111   |
| Total                          | 7,030 | 6,466 | 6,152 | 6,178 | 5,969 |

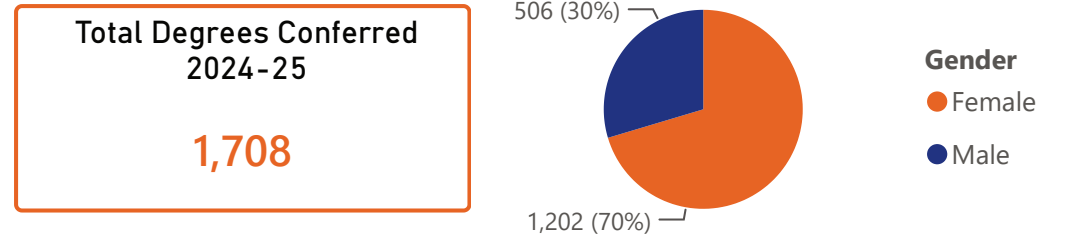
## Degrees Conferred

Degree Level Group ● Bachelor ● Master



|                                 | FY 2021      | FY 2022      | FY 2023      | FY 2024      | FY 2025      |
|---------------------------------|--------------|--------------|--------------|--------------|--------------|
| Bachelor                        | 1,344        | 1,237        | 1,140        | 1,042        | 1,052        |
| Certificate of Adv. Grad. Study | 60           | 68           | 60           | 79           | 64           |
| Certificates                    | 10           | 3            | 5            | 1            | 17           |
| Master                          | 461          | 527          | 494          | 478          | 459          |
| Post-Bacc. Certificate          | 42           | 15           | 21           | 17           | 116          |
| <b>Total</b>                    | <b>1,917</b> | <b>1,850</b> | <b>1,720</b> | <b>1,617</b> | <b>1,708</b> |

## Fall 2025



| Race and Ethnicity Group          | Degrees Conferred 2024-25 | Change from Previous Year |
|-----------------------------------|---------------------------|---------------------------|
| American Indian or Alaskan Native | 1                         | -1 ▼                      |
| Asian or Pacific Islander         | 49                        | 3 ▲                       |
| Black or African American         | 128                       | 31 ▲                      |
| Hispanic or Latino                | 265                       | -14 ▼                     |
| Two or more races                 | 54                        | 12 ▲                      |
| U.S. Non-resident                 | 63                        | 1 ▲                       |
| Unknown                           | 18                        | 3 ▲                       |
| White                             | 1,130                     | 56 ▲                      |
| <b>Total</b>                      | <b>1,708</b>              | <b>91</b>                 |

| Degree Level Group              | Degrees Conferred 2024-25 | Change from Previous Year |
|---------------------------------|---------------------------|---------------------------|
| Bachelor                        | 1,052                     | 10 ▲                      |
| Certificate of Adv. Grad. Study | 64                        | -15 ▼                     |
| Certificates                    | 17                        | 16 ▲                      |
| Master                          | 459                       | -19 ▼                     |
| Post-Bacc. Certificate          | 116                       | 99 ▲                      |
| <b>Total</b>                    | <b>1,708</b>              | <b>91</b>                 |

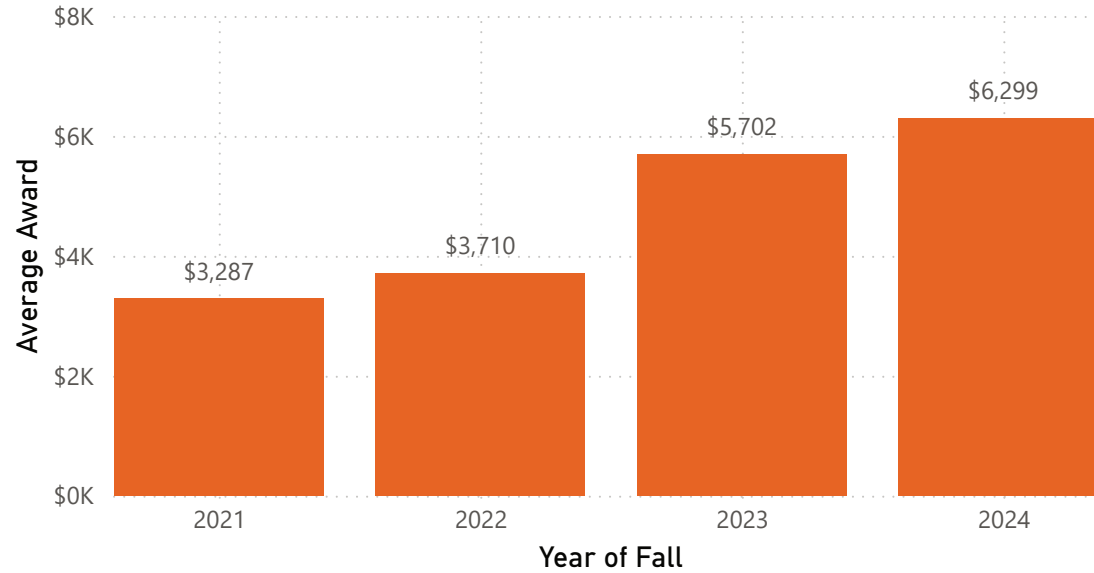
**\$6,299**

Avg. Award Fall 2024

**92%**

Increase from 2021 to 2024

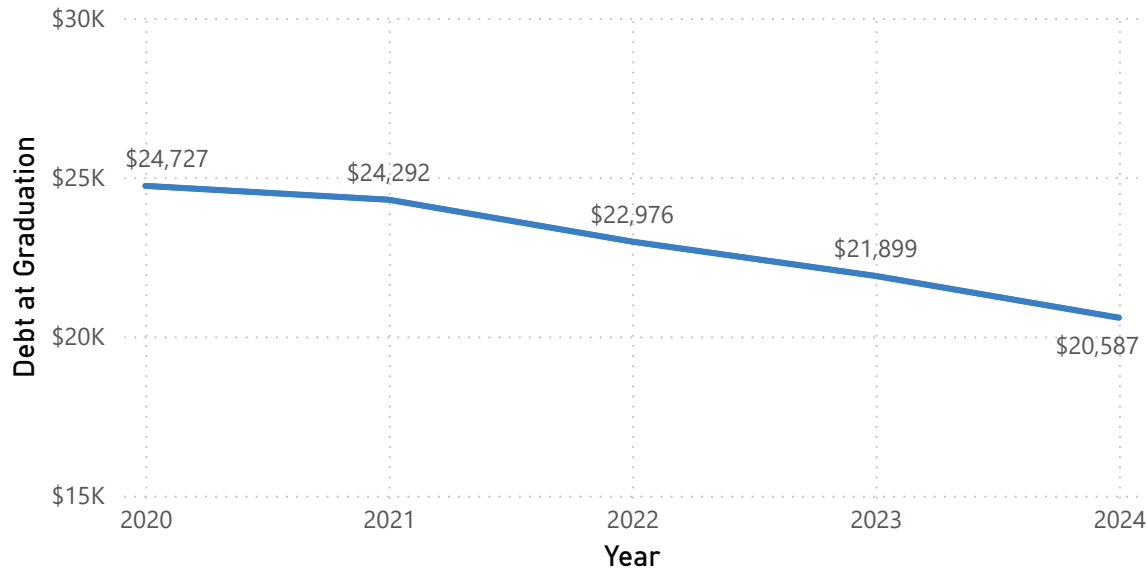
## Average Award for First-Time Full-Time Students



## Full-Time First-Time Financial Aid Fall 2024

|                                                                                                                                                                                                                                | Students |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| Full-Time First-Time Degree/Certificate Seeking Students                                                                                                                                                                       | 837      |
| Full-Time First-Time Degree/Certificate Seeking Students awarded any Federal Work Study, Loans to students, Grant or scholarships (federal/state/local government, the institution, or other source known by the institution). | 798      |

## Average Student Loan Debt at Graduation



**\$20,587**

Avg. Loan Debt 2024 Grads

**17%**

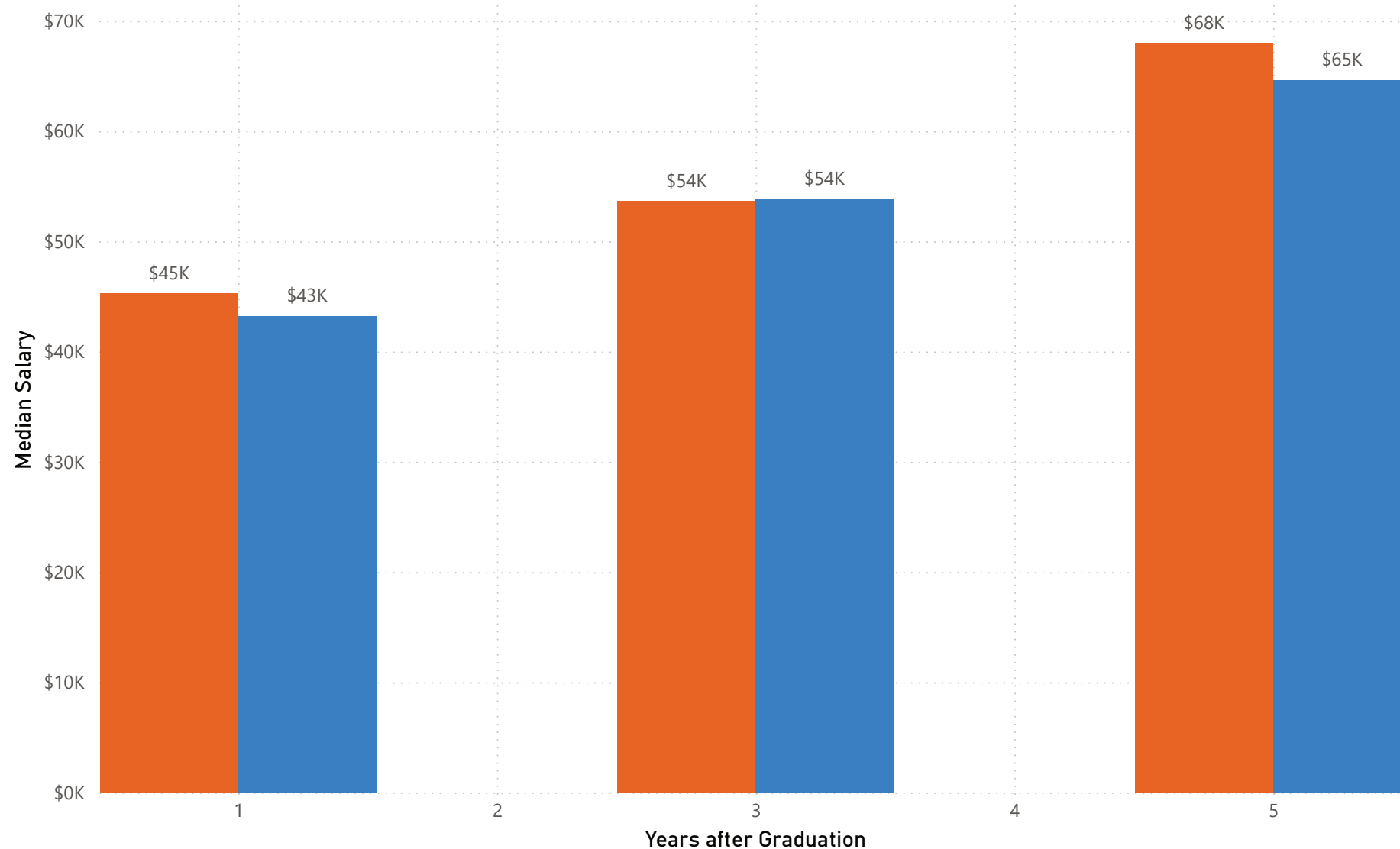
Decrease from 2020 to 2024

|                                                            | Average Amount | % Full-Time First-Time Students Awarded Aid |
|------------------------------------------------------------|----------------|---------------------------------------------|
| Grant or scholarship awarded (not including student loans) | \$11,671       | 95%                                         |
| Federal Pell grants awarded                                | \$6,314        | 54%                                         |
| Federal loans to students                                  | \$5,129        | 56%                                         |
| Other loans to students (including private loans)          | \$15,535       | 11%                                         |

## FY 2017 Graduate Post-Enrollment Earnings

### Median Salary after Graduation (Enrolled Immediately after High School)

● Salem State ● MA. State Universities



| Years after Graduation | Salem State | MA. State Universities |
|------------------------|-------------|------------------------|
| 1                      | \$45,248    | \$43,207               |
| 3                      | \$53,627    | \$53,780               |
| 5                      | \$67,948    | \$64,597               |

\* Data pulled from Massachusetts Department of Higher Education's (DHE) Performance Measurement Reporting System (PMRS). Salaries inflation adjusted to 2023.

MA. State Universities include: Bridgewater State University, Fitchburg State University, Framingham State University, Westfield State University, and Worcester State University.