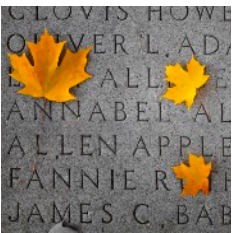


ANNUAL REPORT 2015-2016



ENROLLMENT SERVICES





# ENROLLMENT SERVICES

AVERAGE

ACT: 26  
High School  
GPA: 3.64

Freshmen with a  
High School GPA of  
3.75 or higher  
40.6%

Freshmen with an  
ACT Score of  
30 or higher  
174%

FALL 2015  
4,915  
FRESHMEN  
75.7%  
AP credit increase  
since 2009

68.8%  
Percentage growth  
since 2009 of  
freshmen with a  
3.75 GPA or higher

41.2%  
Percentage growth  
since 2009 of  
freshmen with a  
30 ACT or higher

7<sup>th</sup> fastest growing  
university in the nation  
(The Chronicle of Higher Education)

63.4%  
Increase in number  
of students eligible  
to participate in the  
HONORS COLLEGE  
(3.5 GPA/28 ACT)

## 2015-2016 Annual Report

Enrollment Services Division at the University of Arkansas comprises a group of professional units dedicated to supporting student recruitment, retention, and graduation initiatives for the campus. Growth in the student body has continued to trend upward, both in terms of overall enrollment and overall academic quality. In 2015, the University welcomed a record 26,754 students. The first-time, full-time freshman cohort increased 7.6%, growing to 4,915. Diversity in the freshman class grew to 19.5% and to 18.7% in overall enrollment. There were also an increased number of Arkansans in the freshman class, up 2.2% from the previous year and 32.9% since Enrollment Services was created in 2009.

In addition to joining the largest class to date, students in the fall 2015 cohort demonstrated increased academic preparedness across the board. In key measurements, the number of students enrolling with a 3.75 GPA or higher increased 68.8% between 2009 and 2015. Students enrolling with an ACT of 30 or higher increased 41.2% for the same period. Given these increases, the number of students eligible to participate in the Honors College (3.5 GPA/28 ACT minimum) correspondingly increased 63.4%. U of A students and alumni also continued to apply for and receive a range of competitive, merit-based awards, bringing in more than \$2 million dollars in funding.

During the 2015-2016 academic year, the leadership and staff of Enrollment Services pursued a number of initiatives designed to promote student success, retention, and graduation, while also promoting the University of Arkansas to prospective students nationwide. Key accomplishments during the academic year included broad efforts to increase access to the University of Arkansas, streamline the admissions, orientation, and enrollment process for incoming students, promote the University both within the state and nationally, and promote college education throughout the state.

These efforts took a number of forms. In addition to hosting more than 9,200 visitors on campus and attending recruiting events nationwide, Office of Admissions staff created a new recruitment event — Headed to the Hill — specifically focused on serving students from Arkansas. New Student Orientation developed a mobile app to support summer orientation sessions and made it available to incoming students and their parents as a guide to campus. In addition to overseeing the scholarship application process and managing aid for more than 18,300 students, staff in the Academic Scholarship Office and Office of Financial Aid presented at a number of educational events on campus and around the state to promote access to scholarships and financial aid for incoming students. Staff in the Office of the Registrar and UAConnect completed a full rebranding of the student information system as UAConnect — an implementation that brought with it significant improvement in the functionality of the system for both students and staff. The Office of Graduation and Retention and CLASS+, in partnership with the Multicultural Center, established the Accelerate Student Achievement Program (ASAP), a new summer bridge program that serves students from 26 counties in Eastern Arkansas. Finally, the Office of Nationally Competitive Awards supported students and alumni in their pursuit of the nation's most prestigious fellowships and also coordinated the Arkansas Reads Program, a book drive to encourage literacy education in the Arkansas Delta.

Through these efforts and many more, Enrollment Services Division continued to pursue its mission of serving the state of Arkansas and supporting students, staff, and faculty at the U of A. The following report offers a detailed summary of Enrollment Services' activities and accomplishments during the 2015-2016 academic year. An executive summary is also available. To request a copy, please email [ascrcomm@uark.edu](mailto:ascrcomm@uark.edu) or call 479-575-5346.

**\$2 Million**

in outside awards last year

**1st in the SEC**

Truman and Goldwater

**Top 25 among Publics**

Truman, Goldwater, and Marshall

**Top 50 among Publics**

Rhodes Scholarship

# By the Numbers

Enrollment Services collaborates with campus partners to predict annual enrollment for the purpose of academic, administrative, and campus planning. Below is a summary for fall 2015:

ENROLLMENT SUMMARY AND FORECAST FOR FALL 2015					
		Fall 2015 Forecast	Actual Enrollment	Fall 2014 Total Enrollment	Fall 2013 Total Enrollment
Undergraduate	All	22,265	22,159	21,836	21,009
	Continuing	15,185	14,981	14,823	14,668
	New	7,015	7,174	6,933	6,341
	New Freshmen	4,875	4,927	4,590	4,357
	Degree Seeking	4,850	4,916	4,571	4,339
	New Transfers	1,500	1,466	1,462	1,354
	Returning	570	651	813	580
	Transfer Freshmen	70	74	68	50
	Unclassified	65	56	80	0
Graduate	All	4,000	4,218	4,022	3,942
Law	All	380	375	379	380
<b>TOTAL</b>	<b>All</b>	<b>26,645</b>	<b>26,748</b>	<b>26,237</b>	<b>25,341</b>



# Communications

The Communications unit supports Enrollment Services in both print and digital media production, including strategic messaging and visual design, multimedia support, and web development. The admissions team communicated with more than 177,300 prospective students through a variety of traditional and digital channels, including print, web, email, and direct calling. Outreach communications included approximately 25,600 information packages for inquiring students, 17,600 admissions packets for new freshman and transfer admits, and more than 14,000 print pieces produced in support of New Student Orientation. Selected outreach communications supported the on-the-ground work of admissions recruiters by announcing visits, providing follow up, and driving students to additional activities. Communications also collaborates with Enrollment Services IT to manage Hobsons Connect – the CRM platform central to prospective student recruitment. During the 2015-2016 academic year, Communications continued to support outreach to students for recruitment and enrollment purposes, while also maintaining cohesive branding across online and traditional communication channels. Additionally, Communications continued the ongoing migration of Enrollment Services' websites to OmniUpdate Campus, the University's new content management system.

Visits to the [admissions.uark.edu](http://admissions.uark.edu) website have followed similar trends as in the past, and the graph below reflects the comparison year over year. Sessions have increased by 6.8% percent, new sessions have increased by 2.8% percent, new users have increased by 9.8% percent, and bounce rates have decreased by 10.8% percent.



## Advertising

The Communications unit employs advertising to increase awareness of the many opportunities available to students at the University of Arkansas. During the 2015-2016 academic year, Communications completed marketing projects including advertisements in regional newspapers, college guides, online venues, and more.



**The University of Arkansas**

**INSTITUTION OVERVIEW**

**Year of foundation:** 1871 (State of Arkansas)  
**University President:** Dr. David L. Brock  
**Chancellor:** Dr. David L. Brock  
**Academic President:** Dr. David L. Brock  
**Provost:** Dr. David L. Brock  
**Registrar:** Dr. David L. Brock  
**Admissions:** Dr. David L. Brock  
**Financial Aid:** Dr. David L. Brock  
**Student Services:** Dr. David L. Brock  
**Health Services:** Dr. David L. Brock  
**Physical Education:** Dr. David L. Brock  
**Recreation:** Dr. David L. Brock  
**Transportation:** Dr. David L. Brock  
**Food Services:** Dr. David L. Brock  
**Residence Life:** Dr. David L. Brock  
**Career Center:** Dr. David L. Brock  
**Writing Center:** Dr. David L. Brock  
**Library:** Dr. David L. Brock  
**IT Services:** Dr. David L. Brock  
**Public Safety:** Dr. David L. Brock  
**Emergency Management:** Dr. David L. Brock  
**Environmental Affairs:** Dr. David L. Brock  
**Community Relations:** Dr. David L. Brock  
**Alumni Relations:** Dr. David L. Brock  
**Development:** Dr. David L. Brock  
**Foundation:** Dr. David L. Brock  
**Board of Trustees:** Dr. David L. Brock  
**Board of Regents:** Dr. David L. Brock  
**State Board of Education:** Dr. David L. Brock  
**State Board of Health:** Dr. David L. Brock  
**State Board of Mental Health:** Dr. David L. Brock  
**State Board of Probation and Parole:** Dr. David L. Brock  
**State Board of Taxation:** Dr. David L. Brock  
**State Board of Transportation:** Dr. David L. Brock  
**State Board of Veterans' Affairs:** Dr. David L. Brock  
**State Board of Workforce Development:** Dr. David L. Brock  
**State Board of Zoning and Planning:** Dr. David L. Brock  
**State Board of Juvenile Justice:** Dr. David L. Brock  
**State Board of Criminal Justice:** Dr. David L. Brock  
**State Board of Corrections:** Dr. David L. Brock  
**State Board of Probation and Parole:** Dr. David L. Brock  
**State Board of Taxation:** Dr. David L. Brock  
**State Board of Transportation:** Dr. David L. Brock  
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**State Board of Zoning and Planning:** Dr. David L. Brock  
**State Board of Juvenile Justice:** Dr. David L. Brock  
**State Board of Criminal Justice:** Dr. David L. Brock  
**State Board of Corrections:** Dr. David L. Brock

**YOU HAVE A PROMISE.**

The University of Arkansas is a nationally competitive, student-centered, research university ranked among America's Best Colleges. The U of A offers an unparalleled academic and social experience.

At the U of A, you can pursue your career goals, use your talents to help others, and discover what's next for you.

You have promise. We are here to help you make the most of it.

**UNIVERSITY OF ARKANSAS**  
[apply.uark.edu](http://apply.uark.edu) • 1-800-377-8632

**Ranked in Best College Values**  
 Kiplinger's Personal Finance

**Top-tier National University**  
 U.S. News & World Report

**Find Your Place at the U of A!**

The University of Arkansas is a nationally competitive, student-centered, research university dedicated to academic excellence. With over 400 ways to get involved on campus, the U of A is a place where you can engage with the community, the nation, and the world. It is a place where dedicated faculty will give you the knowledge and support you need to pursue your career goals. And perhaps best of all, it is a place where you can use your talents to help others.

Schedule a visit to campus at [visit.uark.edu](http://visit.uark.edu), or go to [apply.uark.edu](http://apply.uark.edu) to begin your University of Arkansas application today!

**UNIVERSITY OF ARKANSAS**  
[admissions.uark.edu](http://admissions.uark.edu) | 1-800-377-8632 | 479-575-5365  
 Facebook: @uarkadmissions  
 Twitter: @uarkadmissions  
 Instagram: @uarkadmissions

## Photography

During the 2015-2016 academic year, Communication staff captured more than 8,000 photographs designed to support recruitment efforts. Photographs range from highlighting campus life to profiling outstanding University of Arkansas students. Communications also provided pictures for partner offices, including University Relations, Housing, the Honors College, the College of Education and Health Professions, the Arkansas Alumni Association, Arkansas Lottery Commission, and more.



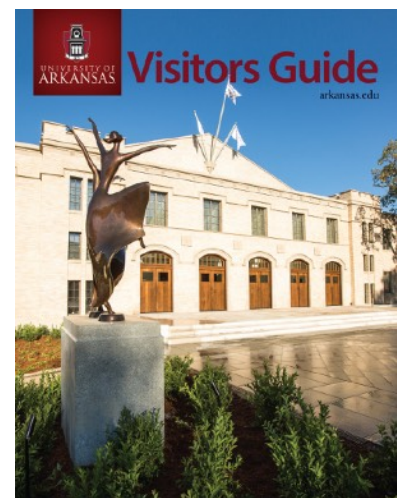
## Print Communication

The Communications unit served many correspondence responsibilities, including distributing standardized letters, creating customized postcards, dispersing educational and promotional materials to high school teachers, mailing scholarship communications, producing traditional offset press publications, and designing promotional items. During the 2015-2016 year, 17,630 admit letter/packets, 25,616 variable data Initial Inquiry Pieces, 39,500 high school visit postcards, 35,000 holiday cards, and many other communications — a total of more than 128,190 pieces — were distributed by the communications group.

In addition to printing for mail distribution, the communications staff also provided design and print services for events, including the printing of over 13,000 orientation agendas — an eight page 8.5x11 glossy booklet — agendas for other events, parking passes, campus maps, lunch tickets, name tags, and many other in-house printing needs.

## Campus Visitors Guide

The Communications unit also partnered with University Relations and Campus Publishers to refresh the University of Arkansas Visitors Guide. The new guide includes four additional editorial pages and provides key information about the U of A and the Northwest Arkansas region. Campus Publishers produces the guide free of charge to be distributed to high school visitors, orientation attendees, guests at special events, and at key locations throughout Northwest Arkansas.



# Information Technology

The Information Technology (IT) team in Enrollment Services supports the data and workstation needs of the division. IT receives and responds to numerous requests for information each year, including requests for direct support to each undergraduate-serving college on campus. In March the information technology unit implemented a new centralized email address to filter these requests. From March until the end of the fiscal year, ASCRIT completed 860 data requests. In addition to supporting campus collaborators, IT also produces dozens of quality assurance and descriptive reports, helping the Credentials Evaluation Unit ensure students are admitted in a timely fashion and providing real-time information about admissions activity to the department.

Information Technology personnel, along with personnel from the Communications unit, attended the user conference Hobson's University. The conference was beneficial in making the final decision to not migrate the office CRM from Hobson's Connect to Hobson's Radius.

During the last year, the IT team updated the prospect data load process to the Peoplesoft delivered PDL program in order to accommodate changes to the SAT and ACT score reports. The auto-evaluation of admissions applications was revised to handle multiple admissions decisions centered on the applicant's residency. The admissions decision letters were migrated from Peoplesoft letter generation platform to the communication generation platform. The new Avigilon security camera system was installed in Silas Hunt Hall. This system allows UAPD to monitor activity in Silas Hunt remotely, providing extra security for staff and guests.

## Credentials Evaluation

### Record Activity

The Admissions Credentials Evaluation Unit (CEU) reviews incoming new freshman, transfer, non-degree seeking, and returning undergraduate applications for admission. The unit's goals for this year included more efficient processing, updating and producing a policy and procedure booklet, and streamlining GPA calculation procedures.

CEU processed over 25,000 actionable domestic undergraduate applications for the 2015-2016 academic year. Despite the corresponding increase in the number of transcripts, test scores, and miscellaneous documents, applications and documents were processed more efficiently than ever before, which led to quicker admissions decisions and record enrollment. For the first time in CEU history, mandatory overtime hours were not required of staff members. In addition to processing applications and supporting documents, CEU completed approximately 7,000 internal office requests to modify admissions files.

The design partnership with Lexmark Inc. came to a close as the high school intelligent capture technology was put into a test environment and began implementation into a production environment. University IT assisted with developing a custom page and GPA calculation inside the UAConnect student information system. This custom page will store and display high school courses in order to streamline GPA calculation.

An updated policy and procedure manual was produced for office distribution.

### Staff Changes

- Six RazorTemps were hired during the 2015-2016 academic year to assist in processing applications.
- Zach Meyer was hired as an Admissions Analyst in August 2015 and promoted to Administrative Specialist III in June 2016 in an effort to provide more assistance to New Student Orientation.
- Christopher Robinson was hired as an Admissions Analyst in August 2015.
- Tyler Carr was hired as an Admissions Analyst in April 2016.
- Shane Lewis was hired as an Admissions Analyst in April 2016.

# Silas Hunt Hall and Community Service

In 2015, the restroom remodel in Silas Hunt Hall was completed, including new flooring, partitions, and lighting in all four restrooms. This was an important upgrade due to the volume of traffic through Silas Hunt Hall, approximately 50,000 people per year.

Staff from Enrollment Services assisted University Housing with move-in day, helping to move 4,915 new freshmen to campus.

Through a bi-monthly jeans day, Enrollment Services collected \$837.59 for Children's House. Children's House provides comprehensive care in a therapeutic setting for abused and neglected children.



# ADMISSIONS

During the 2015-2016 academic year, the recruitment staff attended more than 1,300 off-campus events and supported daily campus visits for more than 9,211 students (an increase of 500 visiting students since last year). Additionally, recruitment staff continued to support efforts to reach target populations in Arkansas and in select locations across the country. Admissions hosted a number of on-campus special events in 2015-2016, including Razorback 101, Ready Razorback, Razorback Reveal, Diversity Impact, and Counselor Connection. Admissions staff also held fourteen off-campus yield events as part of the newly-created Headed to the Hill series and participated in the bi-annual SEC College Tour, which met this year in the Denver area, as well as New York, New Jersey, and Pennsylvania. The expansion of these efforts was possible because Admissions continued to strategically build the University of Arkansas' recruiting presence in Arkansas and beyond, hiring five new recruiting staff and establishing a new partnership with the U of A's Global Campus — bringing the total number of admissions recruiters to 20.

Admissions also managed outreach to transfer students. In support of overall recruitment efforts, members of the Transfer Central office continued to work to grow partnerships with area community colleges and out-of-state feeder schools, attending 38 transfer recruitment events and hosting the first-ever Community College Connections, an event that brought 28 community college counselors to campus to learn about the opportunities available to their students at the University of Arkansas.

New Student Orientation offers incoming freshmen an initial introduction to academic and student life at the University of Arkansas and serves as Admissions' final recruitment event. During the 2015-2016 season, more than 5,785 students attended an orientation session, up from 5,532 students last year. Approximately 5,295 guests accompanied these students.

## Recruitment

When hiring new employees, the Office of Admissions seeks to hire intelligent, personable admissions counselors who are passionate about the University of Arkansas. Admissions fulfilled that goal this year with the additions of Heather Edge, Sierra Hayes, Matt Hutchins, Taylor Power, and Susanna Yatsko. Heather Edge's position was a newly created partnership between Admissions and Global Campus. The new admissions counselors proved to be excellent representatives of the University as they attended off-campus events and recruited across the state of Arkansas and nationally. As in previous years, the recruitment staff attended over 1300 off-campus events.

The Office of Admissions made other personnel changes as well in the 2015-2016 academic year. In order to help saturate the state of Arkansas, Admissions added an additional recruiter to the in-state recruitment team focused on recruiting in Arkansas counties both north and south of Central Arkansas. Admissions also relocated one of the regional recruiters from California to Denver, Colorado, in an effort to capitalize on an emerging market, where prospective students can drive to campus in less than a day's time. The Office of Admissions also promoted three employees: Chad Cox and Dacia McBryde to Assistant Director and Lauren Johnson to Senior Assistant Director.

## The Campus Visit

The Office of Admissions continues to place a huge emphasis on the campus visit program. Given how influential a campus visit can be for prospective students, campus visit personnel are constantly looking for ways to improve the processes and overall customer service. The goal every year is to make the campus visit experience as effective as possible.

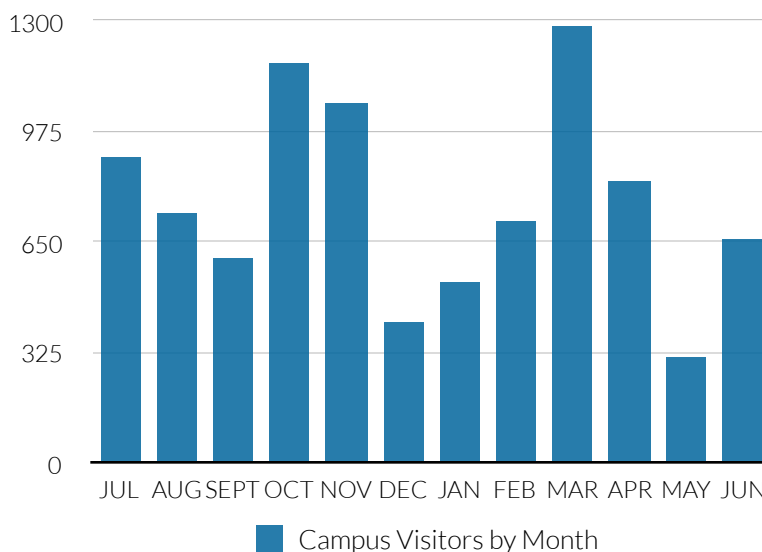
Admissions continues to use Hobson's as the campus visit database, which allows for greater flexibility, better tracking, and more student information. This year 9,211 students visited campus, an increase of 500 students over 2014-2015. Of the 9,211 campus visitors this year, 2,607 were from Arkansas and 6,456 from out-of-state.

As with previous years, the busiest month of the year was March, when Arkansas, as well as the majority of surrounding states, holds spring break. During March, nearly 1,300 students visited campus with their families and guests. Outside of spring break, Football Fridays in the fall continue to be some of the most popular visit days. The chart below provides the monthly visit breakdown for the academic year.



## Student Ambassadors

One of the highlights of the campus visit program continues to be the Student Ambassador Program, a volunteer-based registered student organization consisting of just over 100 undergraduate students for the fall semester. A student ambassador must have strong leadership and presentation skills, a positive attitude, and an enthusiastic commitment to the University of Arkansas. All potential ambassadors participate in group and individual interviews before they are selected. Student ambassadors are required to give at least two tours a week, plus one Saturday tour per semester, and must assist with Admissions' preview days. The Office of Admissions also chooses a select group of ambassadors for work during all holiday breaks and summer months.



In addition to their weekly commitments and extracurricular activities, ambassadors collaborate with the Office of Admissions on philanthropic projects such as the holiday gift drive. The Office of Admissions also recognizes an ambassador of the month, which qualifies the recipient for the end of the year “Heart of the Hog” award. Our “Heart of the Hog” recipient for 2015-2016 was Emily Nelson, a senior English major from Van Buren, AR.

## Special Events

Razorback 101 is the first preview day of the academic year, hosted in July/early August for rising seniors. These events allow students to tour the campus, have lunch, see a residence hall, and learn more about the upcoming process of applying to the University of Arkansas. During the summer of 2015, the Office of Admissions hosted 411 students and their parents and guests. Admissions also partnered with Transfer Central to host two Razorback 101 events specifically for transfer students. Just over 40 prospective transfer students attended.

2015 marked the second year for Razorback Reveal, a larger preview day held in the fall. Admissions partnered with the six colleges to host a total of 347 students. This event allowed each of the colleges to spend two hours with interested students, introducing them to the unique opportunities available through their college and at the University of Arkansas. The Office of Admissions is excited about the future of this event and how it can be grown moving forward.

Admissions also hosts a preview day in the spring for high school juniors called Ready Razorback. The event is typically held in conjunction with the spring Red/White football scrimmage, which helps create demand and a festive atmosphere. The event includes an information fair, an opening session with admissions highlights and speakers from Enrollment Services, lunch in a dining hall, campus tours, housing tours, and breakout sessions with each of the six colleges.

Diversity Impact focuses on bringing 11<sup>th</sup> grade underrepresented students to campus. This event is a partnership with University Housing and the Multicultural Center. The event provides students with free transportation, lodging, all meals, educational workshops, and fun and engaging activities. Diversity Impact has been a very popular event for students and many participants have later enrolled at the University of Arkansas.

While the office still prefers students to schedule individual visits to campus, during which they receive more personalized interaction, university-wide participation at all of Admissions' preview days has made them a huge success.

One of Admissions' most popular events continues to be Counselor Connection held each spring. This spring 27 counselors visited campus from seven different states, including Arkansas, California, Missouri, Kansas, Oklahoma, Tennessee, and Texas. The counselors spent two days on campus meeting with Admissions and various University departments, eating in the dining halls, attending a play at the Walton Arts Center, and touring campus. Overall, the feedback was very positive, and the Office of Admissions looks forward to this event every year.

The Office of Admissions' in-state recruitment staff worked together to create a new series of events for admitted students in Arkansas, called Headed to the Hill. Held in 14 different cities across the state, these yield events helped connect incoming freshmen with other students in their area, increase their excitement about attending the University in the fall, and further introduce them to campus partners. In total, 212 students attended a Headed to the Hill event, and Admissions hopes to expand these events next spring.

Admissions once again participated in the spring SEC College Tour, which visited cities in New York, New Jersey, and Pennsylvania. In addition, it was the University of Arkansas' turn to plan and host the fall SEC College Tour in the Denver, Colorado area. Assistant Director Kimberly Clark spearheaded the planning, and the Office of Admissions hosted three events in two days.

# Transfer Central

Transfer Central is committed to creating conditions that foster a smooth transition for students wishing to transfer from another institution, as well as for students who wish to return to finish their undergraduate degree at the University of Arkansas. Transfer Central offers support and guidance to these students throughout the admission and enrollment process. Transfer Central continues to promote, support, and complement the academic mission of the University by working collaboratively with community colleges, universities, faculty, and staff.

During the 2015-2016 academic year, the Transfer Central office participated in 38 transfer events at various colleges in and out-of-state — an increase of more than 5% compared to the previous recruitment cycle. Transfer Central continues to work on building stronger partnerships with area community colleges, as well as out-of-state feeder schools. Transfer Central enjoyed hosting representatives from our partner two-year colleges at our first annual Community College Connections event in May. Community college professionals spent two days networking, discussing transfer topics, and learning more about the opportunities that await their students at the University of Arkansas.

## Developing Partnerships and Connections

Transfer Central invited prospective transfer students to participate in one of the Transfer Preview Day events held on campus. During these events, transfer students had the opportunity to learn more about the transfer process and services available to them as students at the University of Arkansas. Transfer students were also able to connect with representatives from their college and meet current students who went through the transfer process. A total of 192 students and their guests attended one of the four events held during the 2015-2016 academic year. By adding two summer recruiting events to the schedule, Transfer Central increased attendance at transfer events 54% from 2014-2015.

Representatives from Transfer Central made 12 individual visits to Northwest Arkansas Community College's Transfer Information Desk at both the main campus and the Washington County campus in Springdale. Transfer Central continues to present to individual students and transfer groups interested in learning more about opportunities for transfer students. Transfer Central representatives also met with 876 transfer students who scheduled individual campus visits, a 6.4% increase from the previous year.

## New Developments and Updates

Transfer Central and New Student Orientation implemented a new online orientation option for transfer students. The transfer pages on the Admissions' website were also redesigned to support the new online orientation by providing key information and links that help transfer students successfully navigate the enrollment process.

## Outreach

The Transfer Central team enjoyed supporting the Arkansas Association of Two-Year Colleges. Transfer Central and the Global Campus partnered to provide an educational session during the organization's annual conference. In addition, the team recognized the state's Academic All-Stars, the top two students from each community college, with scholarship offers.

Transfer Central also attended the National Institute for the Study of Transfer Students national conference held in Atlanta, GA, where they connected with professionals from other institutions focusing on transfer initiatives. Other U of A representatives from various colleges were also in attendance.

Transfer Central continues to work closely with key transfer advisors in each of the colleges on campus to develop best practices for serving transfer students from recruitment to enrollment. Transfer Central has taken this collaborative approach to feeder schools through outreach to our two-year college advisors and administrators. Transfer Central continues to partner with Graduate Northwest Arkansas and Single Parent Scholarship Fund of Washington and Benton County, organizations and initiatives that help drive the number of college graduates in the Northwest Arkansas region.

## Staff Changes

Transfer Central experienced some staffing changes during the year. Christopher Robinson, Admissions Counselor for Transfer Central and Diversity Outreach, joined the Transfer Central team in the spring from the Credentials Evaluation Unit.

## By the Numbers

The University enrolled 1,463 new transfer students in 2015. The Transfer Central team believes that effective outreach includes college professionals at other schools who assist students wishing to transfer. To that end, Transfer Central continued to focus, along with recruiting prospective students, on reaching out to community college advisors and other professionals who support transfer students interested in transferring to the University of Arkansas.



# Orientation

New students enrolling in the fall or spring semester have an opportunity to sign up for an orientation session that assists in their transition to the University. All students, including transfers and non-traditional students, have the opportunity to participate in an orientation session that best fits their needs. Students eligible to join the Honors College are invited to attend an honors-specific orientation but are welcome to attend any traditional orientation session. The office of New Student Orientation coordinates the honors orientations, the one-day and two-day traditional orientations, the on-campus transfer orientation, the online transfer orientation, and spring orientation in January.

## Offering Students Additional Orientation Options

With the success of the one-day orientation options for new freshmen and transfer freshmen last year, this option continued this year and was a popular among students and their guests. The one-day orientation model allowed for 19 orientation sessions in June alone. During orientation students connect with other new students and are assigned an orientation mentor. They meet with their college representatives and advisors to register for classes. Students are encouraged to bring guests and family members to orientation, as information and transitional services are available for the entire family. New students are also provided various opportunities to connect with one another during orientation. The New Student Orientation staff, orientation mentors, Admissions, and the entire campus community work together to provide a smooth and seamless transition to the University of Arkansas for new students.

During the 2015-2016 academic year, Orientation and Transfer Central also worked to develop an updated online transfer orientation. Transfer students now have the option of choosing either an on-campus or online orientation session designed to introduce them to the many resources and offices available to support their success.

## Students Leading

The New Student Orientation staff supervises three graduate assistants, two summer interns, and 55 undergraduate orientation mentors. Orientation Mentors are key to the success of the program and are often praised by attendees for their involvement and fantastic work during the program. The NSO mentors attend a 2-week, mandatory, residential training program in May. They gain valuable leadership skills and learn vital information in order to provide the best information and customer service to incoming students and their families during orientation.

## Enhancing the Orientation Experience

New Student Orientation and the Communications team worked together to build an effective flow of communication for admitted students, encouraging them to sign up for orientation as soon as possible. After registering for an orientation session, students and parents receive a series of communication pieces that guide them all the way through orientation. Based on feedback from the 2015 student and family evaluations, the New Student Orientation staff made adjustments to the agenda to include additional time to learn more about academic support, address financial concerns, and provide more breaks during the program. During orientation, students and guests are allowed to customize their orientation experience by choosing optional breakout sessions to attend. Popular topics range from student involvement to financial education. Students and guests also have the opportunity to participate in campus, library, and housing tours. They are invited to meet with Honors College representatives, learn about additional scholarship information, attend various information sessions regarding student involvement including Greek Life and Registered Student Organizations. Family members who attend orientation can participate in sessions tailored to parents and family members. In addition, the academic colleges on campus address family members and are available to answer questions that guests and family members may have. This has proven to be a highly effective way to partner with family members to ensure the student has a favorable experience at orientation.

During the 2015-2016 academic year, New Student Orientation developed a mobile app to provide easily accessible information during the orientation experience. By collaborating with key offices and departments on campus, NSO was able to successfully implement the mobile app for the 2016 season.

## By the Numbers

The 2015-2016 orientation season experienced growth as enrollment continued to increase. A total of 11,080 students and guests attended an orientation session during the 2015-2016 academic year. Of the total in attendance, there were 4,950 new freshmen, 783 transfer students, 52 transfer freshman, and 5,295 guests.

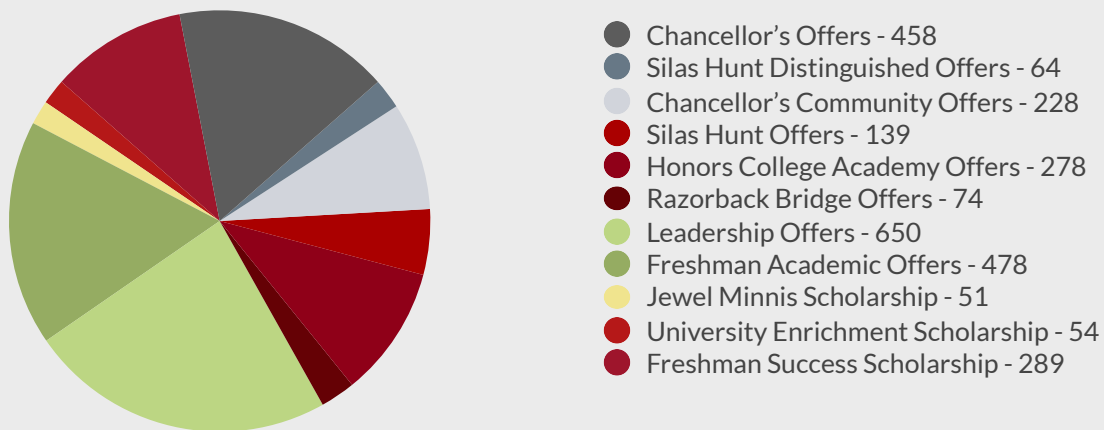
Total student attendance during the 2015 orientation season was 5,785 – up from 5,532 in 2014. New Student Orientation also experienced a 12% increase in guest attendance from the previous year. Guest numbers went from 4,708 in 2014-15 to 5,295 in 2015-16.

# ACADEMIC SCHOLARSHIPS

## Attracting Students with Scholarships

The Academic Scholarship Office is a resource for prospective and current undergraduate students seeking scholarship funding. The primary mission of the office is to administer university-wide, merit-based scholarships. In addition, it serves as a clearinghouse for scholarships awarded by academic departments and outside agencies. The office's goal is to support the University's mission of recruiting and retaining high-achieving students who help to enrich and diversify the academic environment of the University.

FALL 2016 SCHOLARSHIP OFFERS



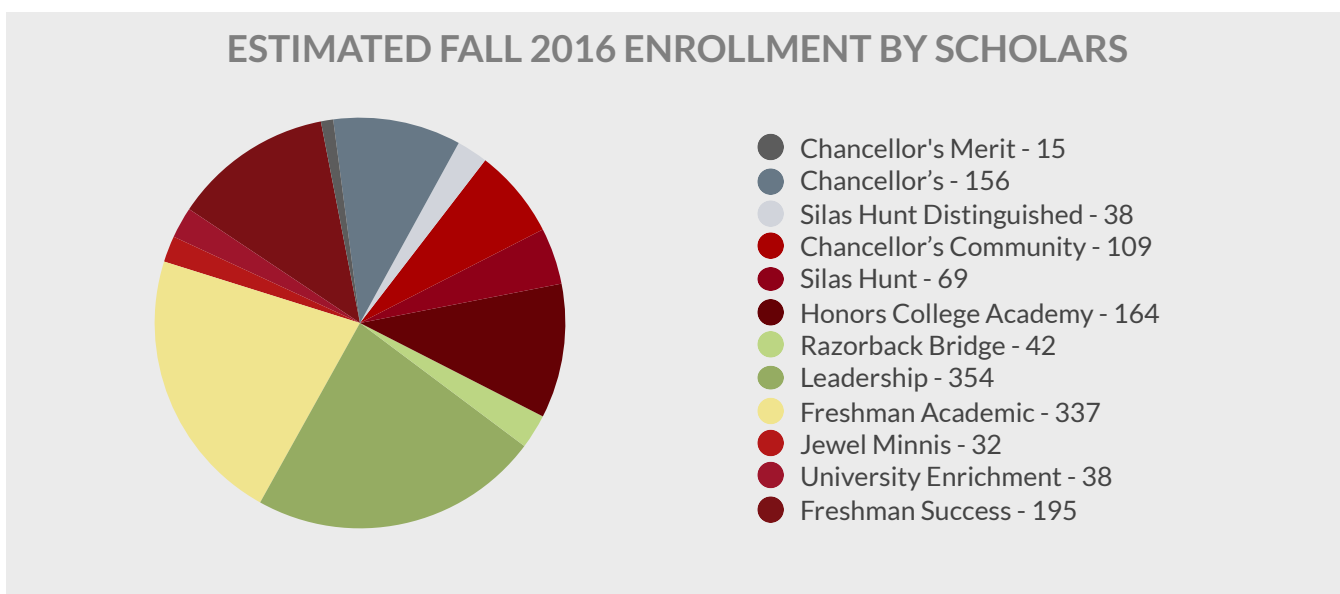
Entering Class	Scholarship Applications	Scholarship Offers	Average ACT of offered	Average GPA of offered
Fall 2016	6,079	2,763	27.45	3.74
Fall 2015	5,399	2,644	29.52	3.93
Fall 2014	5,190	2,623	29.39	3.92
Fall 2013	5,312	2,190	29.39	3.90
Fall 2012	4,808	2,095	29.93	3.95
Fall 2011	3,082	1,783	29.95	3.94

## ENTERING FRESHMAN SCHOLARSHIPS

The Academic Scholarship Office serves both prospective and current undergraduate students seeking merit-based scholarship funding to support their study at the University of Arkansas. Each year, the Academic Scholarship Office selects top candidates from the applicant pool based on overall GPA, ACT score, and high school academic rigor. Candidates must also submit an application essay and resume.

During the 2015-2016 academic year, the competitiveness of the new freshman scholarship application process continued to increase. Applying students submitted 6,079 applications. 1,048 applicants reported a GPA of 4.0 or higher and an ACT of 30 or higher. The average GPA of awarded students was 3.74, while the average ACT was 27.45. The overall averages of the 2015 freshman cohort were a 3.64 GPA and a 26 ACT. Arkansas residents received 2,290 new freshman scholarship offers, while out-of-state students received 473 scholarship offers, a total of 2,763.

An additional \$56,000 was added to the budget to increase the number of Razorback Bridge scholars in FY17, and an additional \$350,000 that the office has been receiving as one-time funds was made permanent starting FY17. The Executive Committee also approved an additional \$300,000 in permanent funding to keep Arkansans in state. The overall increase in the academic profiles of students applying is encouraging, although it stretches the impact that scholarships can have in recruiting top students.



## ENTERING FRESHMAN SCHOLARSHIP OFFERS

For the Fall 2016 entering freshman class, 6,079 applications were received. That is an increase of 680 applications over the Fall 2015 entering freshman class. 1,048 applicants presented with a 30 ACT or higher and 4.0 or higher GPA.

- Arkansas residents received 2,290 (82.9%, up from 72% in fall 2015) of scholarship offers.
- Non-resident students received 473 (17.1% down from 28% in fall 2015) of the offers.
- Students from 21 different states and four different countries were given offers.
- Females received 1,521 (55%) offers.
- Males received 1,242 (45%) offers.



## CHANCELLOR'S SCHOLARSHIP

The Chancellor's Scholarship is \$8,000 per year. Approximately 146 Chancellor's offers were upgraded to Chancellor's Merit or to a fellowship for Fall 2016. In Fall 2013, funding for 50 Chancellor's Scholarships was reallocated to the Chancellor's Community Scholarship program. A few more Chancellor's Scholarships were reallocated to the Chancellor's Community and Leadership Scholarship programs for Fall 2016 to keep additional Arkansans in Arkansas.

Chancellor's Scholarship	Number of Offers	Average ACT of offered	Average GPA of offered	Number Expected to Enroll as of July 15
Fall 2016	458	34	4.16	171*
Fall 2015	476	33	4.13	190*
Fall 2014	476	34	4.11	157*
Fall 2013	423	33	4.11	153*
Fall 2012	586	33	4.09	257*

\*Does not include students that were upgraded to a fellowship

## CHANCELLOR'S COMMUNITY SCHOLARSHIP

The Chancellor's Community Scholarship is a \$5,000 renewable scholarship. Competitive applicants must show a demonstrable commitment to community service. A total of 50 Chancellor's Scholarships were used to fund additional Chancellor's Community Scholarships. The first year for the Chancellor's Community was Fall 2012.

Chancellor's Community Scholarship	Number of Offers	Average ACT of offered	Average GPA of offered	Number Expected to Enroll as of July 15
Fall 2016	228	32	4.10	109
Fall 2015	201	32	4.05	103
Fall 2014	215	32	4.07	102
Fall 2013	220	31	4.04	133
Fall 2012	43	32	4.04	20

## SILAS H. HUNT DISTINGUISHED SCHOLARSHIP

The Silas H. Hunt Distinguished Scholarship Program was created to increase the diversity of the undergraduate student body by targeting groups of students who have traditionally been underrepresented at the University. The primary area of focus is on students from underrepresented communities who have demonstrated outstanding academic qualities and leadership potential. Underrepresented communities include, but are not limited to, underrepresented ethnic or minority groups, a student with an interest in a field that does not typically attract members of their ethnicity or gender, residence in an underrepresented county of Arkansas, or a first generation college student.

Students awarded a Silas H. Hunt Scholarship are offered either a \$5,000 scholarship renewable for four years (five years in the PMAT or Architecture programs) or an \$8,000 scholarship renewable for four years (five years in the PMAT or Architecture programs).

#### Students offered \$5,000 Silas H. Hunt Scholarship

Silas H. Hunt \$5,000 Scholarship	Number of Offers	Average ACT of offered	Average GPA of offered	Number Expected to Enroll as of July 15
Fall 2016	139	28	3.92	69
Fall 2015	139	27	3.87	83
Fall 2014	147	27	3.85	90
Fall 2013	125	28	3.91	72
Fall 2012	112	27	3.88	110

#### Students offered \$8,000 Silas H. Hunt Scholarship

Silas H. Hunt \$8,000 Scholarship	Number of Offers	Average ACT of offered	Average GPA of offered	Number Expected to Enroll as of July 15
Fall 2016	64	30	4.03	38
Fall 2015	71	30	4.04	36
Fall 2014	73	30	4.01	38
Fall 2013	46	30	4.02	21
Fall 2012	64	30	3.99	39

#### HONORS COLLEGE ACADEMY SCHOLARSHIP

The Honors College Scholarship is \$4,000 per year and is the largest privately funded scholarship in the general freshman scholarship program.

Honors College Academy Scholarship	Number of Offers	Average ACT of offered	Average GPA of offered	Number Expected to Enroll as of July 15
Fall 2016	278	31	4.00	164
Fall 2015	342	31	4.06	162
Fall 2014	363	31	4.04	170
Fall 2013	267	31	4.03	121
Fall 2012	318	31	4.00	156

## RAZORBACK BRIDGE SCHOLARSHIP

This is the only scholarship that the Academic Scholarship Office administers that includes a programming portion. This renewable scholarship is \$3,500 per year. The Office of Diversity Affairs has secured funding to allow a cohort of 50 new freshman Razorback Bridge Scholars for the next four years.

Razorback Bridge Scholarship	Number of Offers	Average ACT of offered	Average GPA of offered	Number Expected to Enroll as of July 15
Fall 2016	74	26	3.79	42
Fall 2015	71	25	3.74	51
Fall 2014	83	25	3.65	60
Fall 2013	64	26	3.72	48
Fall 2012	62	24	3.73	50

## LEADERSHIP SCHOLARSHIP

The Leadership Scholarship is \$2,000 per year. Some funds from many of the other scholarship programs were reallocated to the Leadership Scholarship this year to expand the number of scholarship offers at the 26-27 ACT level.

Leadership Scholarship	Number of Offers	Average ACT of offered	Average GPA of offered	Number Expected to Enroll as of July 15
Fall 2016	650	29	3.97	354
Fall 2015	519	30	3.98	281
Fall 2014	366	30	3.98	182
Fall 2013	203	30	3.95	104
Fall 2012	380	29	3.96	197

## UNIVERSITY ENRICHMENT SCHOLARSHIP

The University Enrichment Scholarship was first awarded for the Fall 2013 academic year. It is a \$2,000 one-time award with the same eligibility requirements as the Silas Hunt and Razorback Bridge scholarships. It is only awarded to Arkansas residents.

University Enrichment Scholarship	Number of Offers	Average ACT of offered	Average GPA of offered	Number Expected to Enroll as of July 15
Fall 2016	54	24	3.63	38
Fall 2015	47	24	3.53	32
Fall 2014	53	24	3.47	34
Fall 2013	31	25	3.58	18

## JEWEL MINNIS SCHOLARSHIP

Fall 2014 is the first year that this scholarship has been awarded as a part of the University's general freshman scholarship award process. It is a \$2,000 privately funded one-time scholarship for Arkansas residents.

Jewel Minnis Scholarship	Number of Offers	Average ACT of offered	Average GPA of offered	Number Expected to Enroll as of July 15
Fall 2016	51	28	3.71	32
Fall 2015	38	27	4.08	17
Fall 2014	35	27	4.08	21

## FRESHMAN SUCCESS SCHOLARSHIP

The Freshman Success Scholarship was awarded the first time for the Fall 2016. It is a one-time award for \$2,000 for Arkansas students only. It helps funds students at a lower ACT and GPA level.

Freshman Success Scholarship	Number of Offers	Average ACT of offered	Average GPA of offered	Number Expected to Enroll as of July 15
Fall 2016	289	25	3.73	195

## FRESHMAN ACADEMIC SCHOLARSHIP

The Freshman Academic Scholarship was awarded for the first time in fall of 2010. This \$1,000 non-renewable scholarship helps fund additional Arkansas students at a slightly lower GPA and test score level.

Freshman Academic Scholarship	Number of Offers	Average ACT of offered	Average GPA of offered	Number Expected to Enroll as of July 15
Fall 2016	478	25	3.42	337
Fall 2015	740	27	3.70	507
Fall 2014	812	27	3.66	517
Fall 2013	811	27	3.80	533
Fall 2012	530	28	3.71	545

## TRANSFER SCHOLARSHIPS

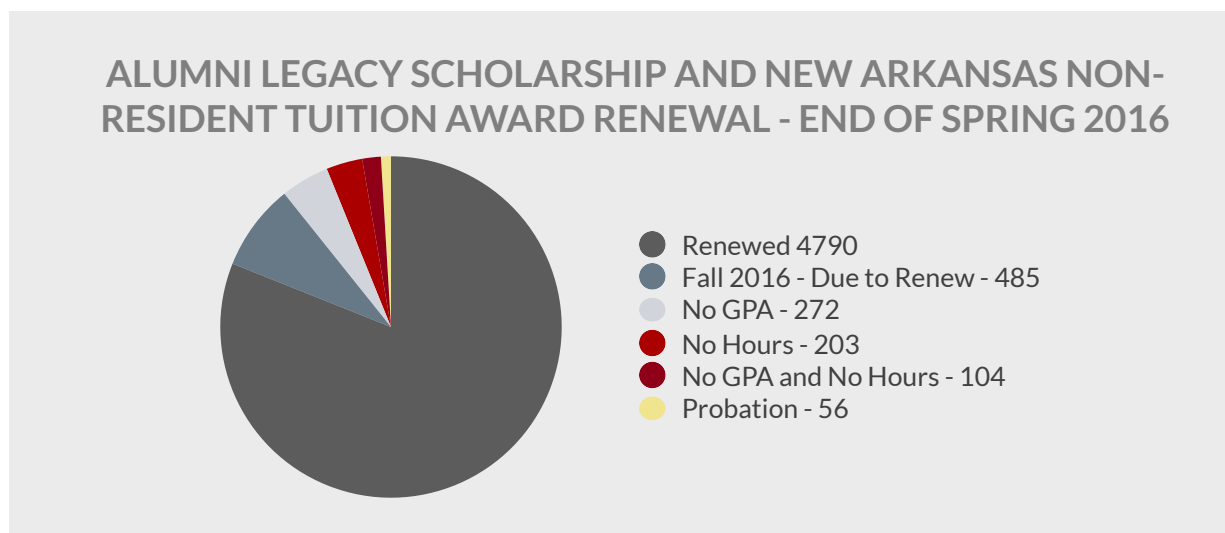
The number of transfer scholarships available to fall and spring term transfer students has continued to increase. 25 \$2,000 scholarships are available to transfer students that start during the fall term and 19 \$2,000 scholarships are available to transfer students that start in the spring term. In Fall 2012, the first class of Chancellor's Transfer Scholars began. The Chancellor's Transfer Scholarships are \$3,000 per year, and there are 25 scholarships budgeted for the Fall 2015 and Spring 2016 beginning semesters. Starting in fall 2013, the first class of Phi Theta Kappa Transfer Student Scholars began. This scholarship is \$2,500 per year and is renewable for one additional year. Students must be a member of the Phi Theta Kappa organization to be considered. There are 17 Phi Theta Kappa Transfer Scholarships available for the Fall 2015 and Spring 2016 beginning semesters.



The Academic Scholarship Office continues to award the Academic All-Star Transfer Student Scholarship to students that are classified as “Academic All-Stars” by their Arkansas two-year college.

## THE NEW ARKANSAN NON-RESIDENT TUITION AWARD

The New Arkansan Non-Resident Tuition Award Scholarship pays the majority of the difference between in-state and out-of-state tuition for qualified students from contiguous states. Previously the award paid the entire difference between in-state and out-of-state tuition, but with the 2011-2012 entering student class, the award has a fee associated with it. Students who enrolled in summer 2011 are charged \$450 per semester, and their fee will continue at this amount as long as they are receiving the award. The 2012-2013 entering class pays a \$560 fee each semester as long as the student is receiving the award. Starting with the 2013-2014 entering class, the New Arkansan Non-Resident Tuition Award has two separate eligibility levels and pays either 80% or 90% of the difference between in-state and out-of-state tuition.



The Academic Scholarship Office is responsible for processing renewals of the New Arkansan Non-Resident Tuition Award, the Board Policy tuition waiver, the Alumni Legacy, the International Non-Resident Tuition Award, the Bolivian Tuition Advantage, the Caribbean Tuition Advantage, the National Collegiate Network Tuition Advantage, the Panama Tuition Advantage, the Rwanda Tuition Advantage, and the Dimitris Perrotis College of Agricultural Studies Tuition Advantage.

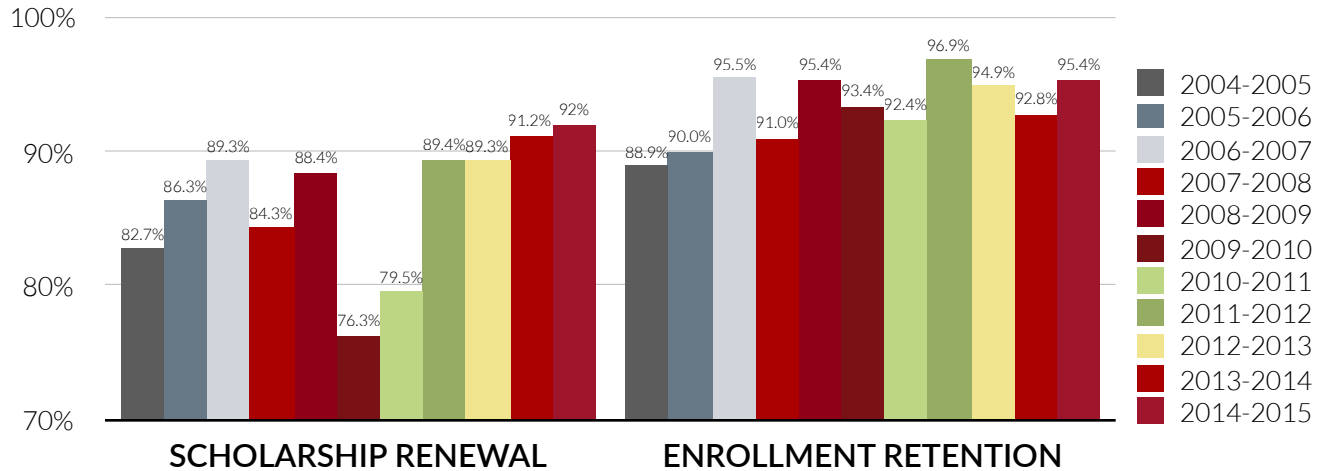
At the end of spring 2016, 89% of Alumni Legacy Scholarship and New Arkansan Non-Resident Tuition Award recipients automatically renewed the award. Students have until the end of summer to meet the renewal requirements.

## SCHOLARSHIP RETENTION AND RENEWAL

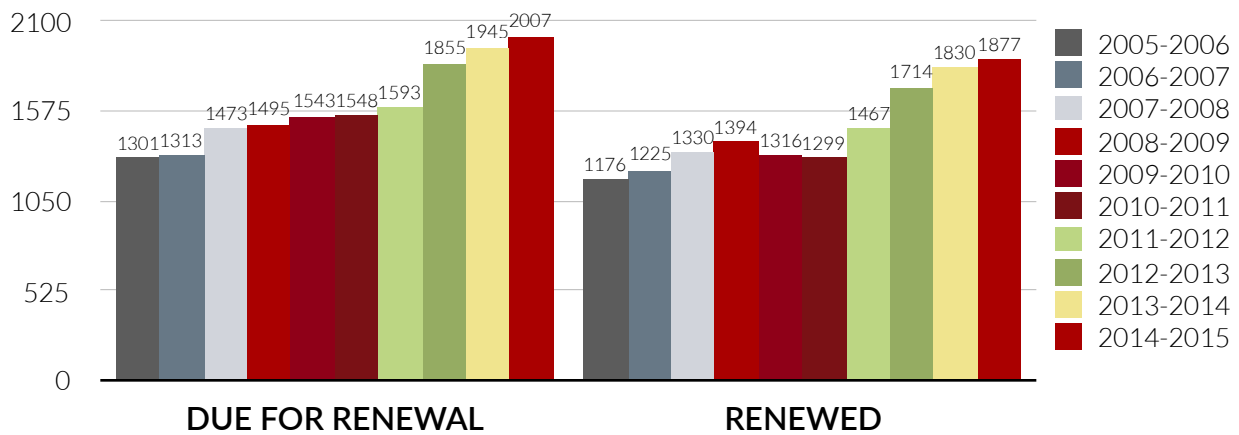
Scholarship renewal for the 2014-2015 academic year has remained steady at 94% compared to last year's 94.1%. Freshman 2014-2015 scholars increased the year-over-year numbers with 92% renewing versus 91.2% of the 2013-2014 scholars. Sophomore 2014-2015 scholars also increased to 96% from the previous year of 94.3%, and juniors slightly decreased to a 96.1% renewal from the previous year of 96.4%.

Of the 2,054 students due to renew their scholarship at the end of spring 2016 term, 1,926 (93%) of them renewed automatically (85.6% of freshmen, 89.9% of sophomores, and 93.2% of juniors). 16 students still have incomplete grades, and their renewal will be determined at the end of the summer 2016 term. 182 of the students who did not renew automatically due to low grade point average and/or hours have the opportunity for renewal by taking summer classes. 113 of those students have communicated with the Scholarship Office and are working toward summer renewal of their academic scholarship. Previous analysis revealed positive scholarship renewal rate increase by emailing with students below 3.2 GPA at mid-term and with students below 3.0 GPA at the end of their fall semester. The office will continue emailing with all students below 3.2 GPA at mid-term and 3.0 GPA at the end of their fall semester to suggest a meeting with the scholarship advisors and/or the Center for Learning and Student Success (CLASS+).

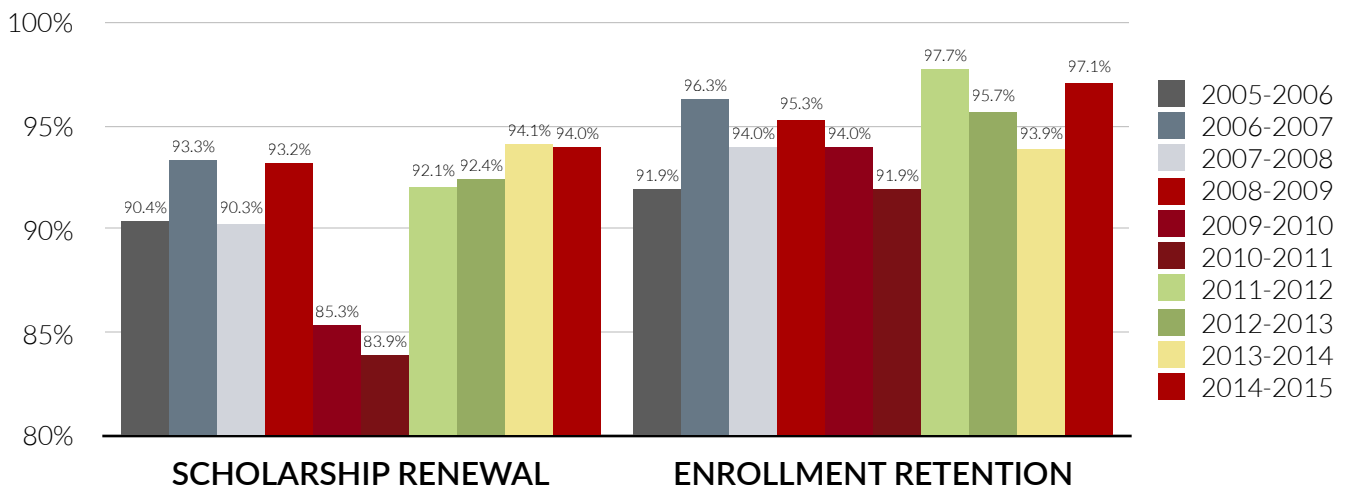
## FIRST YEAR RENEWAL RATES



## SCHOLARSHIP RENEWAL RATES



## SCHOLARSHIP RE-ENROLLMENT RATES



## OUTSIDE SCHOLARSHIPS

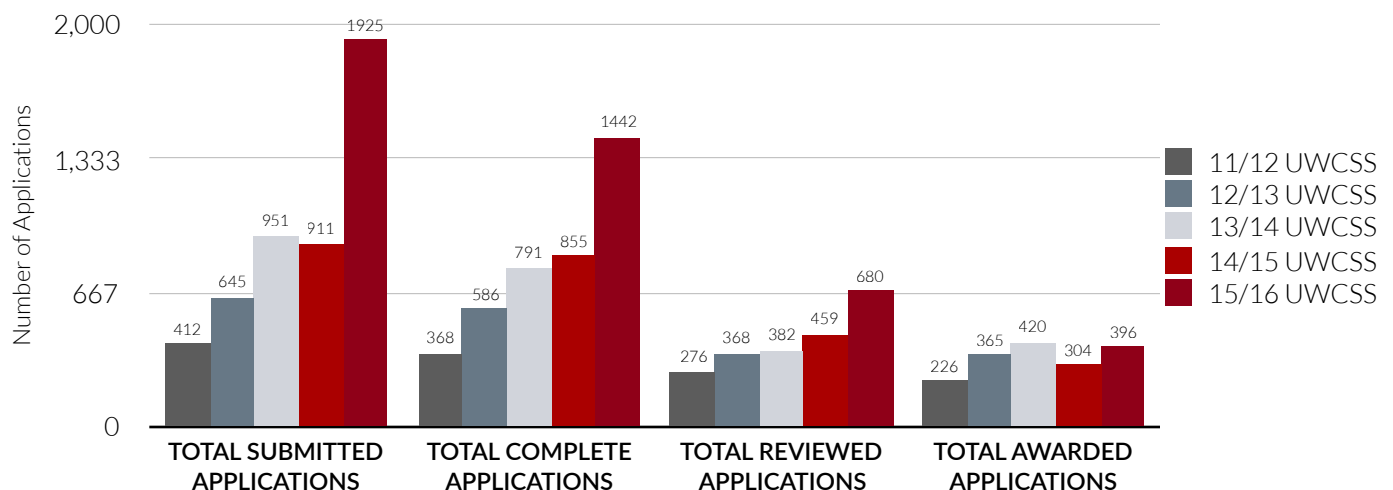
The Academic Scholarship Office is responsible for posting outside scholarships to student accounts once the awards have been received by the Treasurer's Office as well as any associated documentation. For the 2015-2016 academic year, the University of Arkansas received approximately \$5 million in outside scholarship funding. This is the third consecutive year that over \$5 million in outside scholarship funds have been received. This represents approximately a 274% increase in outside scholarship funding from 12 years ago.

Outside Scholarships											
Aid Year	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006
Total	\$5,588,054	\$5,031,170	\$5,083,832	\$4,890,854	\$4,410,128	\$4,020,62	\$3,612,805	\$3,121,728	\$3,032,755	\$2,648,990	\$2,523,745

## SCHOLARSHIPS FOR CURRENT STUDENTS

As of the May 2016 notification date, the 2016-2017 Current Student Scholarship program has offered \$684,500 in privately funded scholarships (this includes a \$150,000 annual allocation from the University's institutional scholarship budget, as well as a \$100,000 one-time allotment from the institutional scholarship budget for this award year) which represents an increase from last year's awarding of \$519,500 by \$165,000 or 31.76%. Additionally, 396 students were awarded through this program, compared to 304 awarded in the 2015-2016 program. The average award amount was approximately \$1,729, and the average recipient's cumulative GPA was a 3.83. The endowments that support the private scholarships appear to have recovered from the financial downturn with much ground being recovered in recent years. Slow but steady growth has allowed the office to maintain minimum awarding levels while continuing to allow the endowments to recover.

### PROGRAM YEAR COMPARISON



The 2016-2017 program had a total of 1,925 general applications submitted in the online system, and of those, 1,442 were complete and deemed eligible for consideration in the University-Wide Current Student Scholarship (UWCSS) program and 483 were deemed not eligible as of the February 15, 2016, submission deadline. The 1,442 UWCSS applications constituted the 2016-2017 applicant pool. Of these, 680 applicants were deemed academically high priority and reviewed. The applicant's academics, as seen in the cumulative GPA, and class standing, as seen in cumulative GPA hours, were used to determine which applicants would be identified for review.

All six of the undergraduate colleges were represented. The College of Engineering had the largest representation with 340 students, followed closely by the Walton College of Business with 307 students and the Fulbright College of Arts and Sciences with 300. There were also 559 Honors College students, representing 39% of the pool. The School of Architecture had the smallest representation with only 98 students. Additionally, over 100 different academic programs were represented. As the campus continues to transition to the new AcademicWorks system at both the departmental and college-wide levels, the academic units represented will likely continue to fluctuate.

In-state students represented 57% of the pool, followed by out-of-state students at 39% and international students at 6%. The international applicants represented 31 countries, and the out-of-state applicants represented 23 states. The in-state applicants represented 60 of the 75 counties in Arkansas.

Finally, the overall academic quality of the applicants stayed relatively the same from the 2015-2016 program to the 2016-2017 program. The profile applicant in the 2015-2016 program was a sophomore who had completed 39 hours and had a cumulative GPA of 3.610. The profile applicant in the 2016-2017 program was a sophomore who had completed 40 hours and had a cumulative GPA of 3.561. The continued shift in class standing from junior to sophomore occurred since spring term grades were not factored into scholarship consideration. The 2015-2016 program had 172 students with a 4.0, representing 20% of the applicant pool. The 2016-2017 program had 276 students with a 4.0, representing 19% of the applicant pool, and 612 students, or 42% of the pool, were Pell Grant eligible.

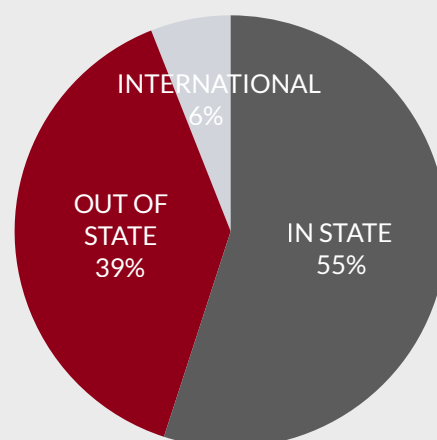
In October 2013, the Scholarship Office began a campus wide implementation of the AcademicWorks scholarship administration software system. For the 2016-2017 selection cycle, most of the academic units on campus are using the AcademicWorks system to varying degrees. Some units are using the system to administer all aspects of their programs while others are only using it for application intake. As we prepare for the 2017-2018 selection cycle, the Academic Scholarship Office will work closely with the College of Engineering and the Fulbright College of Arts and Sciences to continue the implementation of the system at the departmental level. This will leave the Law School, Graduate School, and the Honors College not utilizing the system. Currently, the AcademicWorks system is not a good fit for their programs, but this is an area where we continue to look for improvements.

## Service

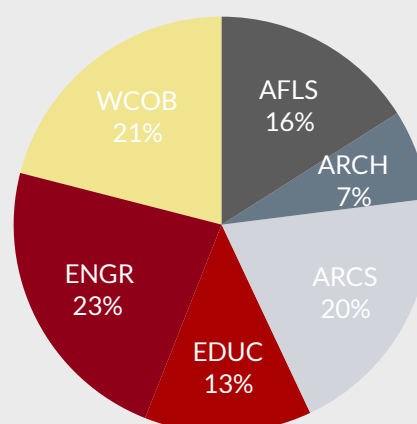
Garrick Hildebrand was nominated for the fourth year by the Office of Study Abroad to participate in one of the national scholarship selection panels for the Gilman Study Abroad Scholarship Program. The Gilman Study Abroad Program is funded by the U.S. Department of State Bureau of Educational & Cultural Affairs and is administered by the Institute of International Education.

Wendy Stouffer was selected to a three-year term to the board of the Single Parent Scholarship Fund of Northwest Arkansas. She is the chair of the Scholarship Policy Committee.

### REPRESENTATION BY RESIDENCY CLASSIFICATION



### REPRESENTATION OF COLLEGES



## Educational Outreach

Educational outreach is a large part of the mission of the Academic Scholarship Office. The staff held presentations for the freshman classes, Admissions, Academic Success, and Orientation.

Educational Outreach	Date
Razorback 101 (Prospective Freshmen)	7-20-15
Kauffman Scholars	7-24-15
Razorback 101 (Transfer Students)	7-24-15
Razorback 101 (Prospective Freshmen)	7-27-15
Admissions Officer Training	7-29-15
Razorback 101 (Transfer Students)	7-31-15
Orientation	8-10-15   8-11-15
International Student Orientation	8-18-15
Transfer Student Orientation	8-20-15
Freshman Engineering Peer Mentors	8-20-15
Upward Bound	9-2-15
Honors College Convocation	9-28-15
TRIO	10-28-15
Green Forest High School	11-3-15
Rogers New Technology High School	11-20-15
NWACC Academic Advisors	2-19-16
Walton College of Business Transfer Students	2-26-16
Diversity Impact (Prospective Students)	2-26-16
Arkansas High School Counselor Training	3-1-16
Crowder College - Latino Transfer Day	3-17-16
Transfer Preview Day	3-18-16
KIPP Delta	3-30-16
LISA (Admitted Seniors)	4-14-16
Ready Razorback (Rising Seniors)	4-23-16
Community College Connections	5-19-16
Orientation Mentor Training	5-24-16
Orientation Information Fair & Presentations	6-2016

# FINANCIAL AID

The Office of Financial Aid addresses need-based aid, and its mission is to ease the financial burden of a college education and to make education accessible for students from all financial backgrounds. The office assists prospective and current students by collecting and processing information and by creating the best possible financial aid package for each individual student in a timely manner. The Financial Aid Office keeps students informed of all current federal government regulations and changes in those regulations. The office keeps accurate records for each student and makes information readily accessible while maintaining confidentiality. By keeping lines of communication open, the office works toward maximizing student service and office efficiency for the benefit of the University community and outside agencies.

Financial aid comes in the form of gift aid and self-help aid. Gift aid consists of scholarships and grants. Self-help aid is made up of loans and work study. Eligibility is determined by use of a federally mandated formula resulting in an estimated family contribution. Although families are primarily responsible for financing the student's education, the Office of Financial Aid provides individualized assistance according to each family's financial circumstance from information reported on the Free Application for Federal Student Aid (FAFSA). A total of 18,310 students received \$214,633,622 in funding for 2015-2016.

## Access and Technology Improvements

Financial Aid TV is an important online educational tool for the Office of Financial Aid. It provides over 250 short informational videos that cover many basic financial aid topics in an easy to understand format. Between July 1, 2015-June 30, 2016, 21,522 videos were viewed by current and prospective U of A students and parents. The most-viewed video is "Will financial aid pay for all of my expenses?" The video was viewed 1,412 times.

New improvements made in UAConnect's Student Center allow students to upload documents required by the office of financial aid. This allows for greater accessibility, convenience, and security. This is currently specific to verification required documents. The number of documents uploaded to-date remains low, but we expect to see this increase significantly in upcoming years as students become better informed of this option and other required documents are added to this document submission option.

The Office of Financial Aid added a financial section to the Parent Center in June of 2016. The updated Parent Center allows students to grant view access to the student Financial Aid award information. This includes the type of aid and the amount offered and accepted. The new parent center functionality also allows parents to view a student's Financial Aid To Do List and upload applicable documents.



## Educational Outreach

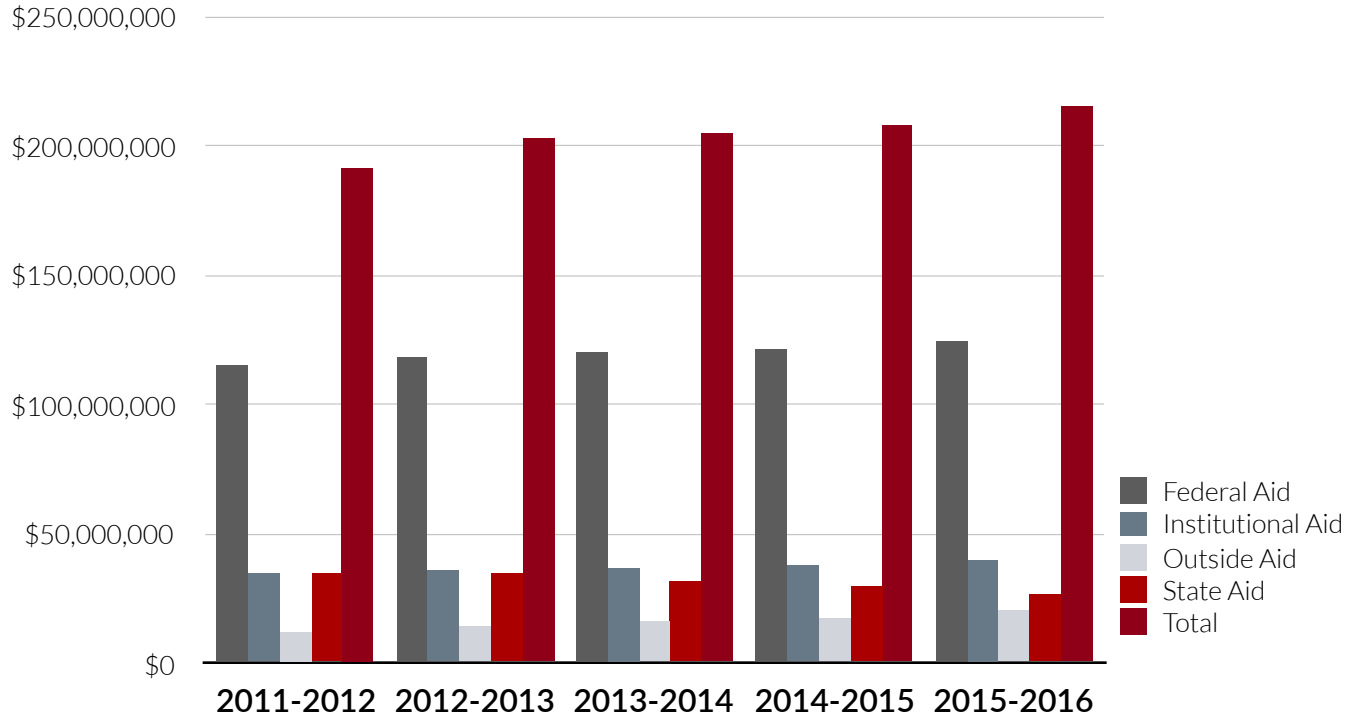
Educational outreach is a large part of the Office of Financial Aid mission. The staff held presentations for local high school, counselors, freshman classes, Admissions, Academic Success, and Orientation.

Event	Date
Money Matters	8-11-15
NWA Counselor Articulation Workshop	9-9-15
CollegeBoard Presentation	9-11-15
Honors College Convocation	9-28-15
NWACC Back to College Fair	9-29-15
West Fork High School FAFSA Presentation	10-22-15
Panel with UAPB and STAB	11-5-15
Har-Ber High School FAFSA Presentation	11-9-15
Junior Bank Board - Prairie Grove	11-18-15   11-19-15
University Perspectives Class Presentation	12-7-15
National Training for Counselors and Mentors	12-11-15
R.A.Z.O.R. Coach FAFSA Presentation	1-28-16
University Perspectives Class Presentation	2-8-16
West Fork High School Presentation	2-11-16
Springdale High School FAFSA Presentation	2-15-16
Springdale High School College Night	2-18-16
Bentonville High School FAFSA Presentation	2-18-16
Diversity Impact Information Fair	2-26-16
Walton College Transfer Day	2-26-16
Headed to the Hill Yield Events	3-10-16   3-15-16   3-17-16   3-29-16
Upward Bound FAFSA Presentation	3-15-16
Freshman Commuter Retention — Springdale, AR	4-5-16
Orientation Information Fair & Presentations	6-2016

## Financial Aid by the Numbers

The Office of Financial Aid disburses millions of dollars of aid and serves thousands of current students, prospective students, and previous students each year.

**AID DISBURSED BY TYPE**



	Federal Aid	Institutional Aid	Outside Aid	State Aid	Total
2011	\$110,203,575	\$31,065,642	\$19,911,474	\$29,250,860	\$190,431,551
2012	\$114,454,872	\$32,346,624	\$12,482,630	\$32,277,391	\$191,561,517
2013	\$119,068,552	\$34,614,171	\$14,837,294	\$33,549,960	\$202,069,977
2014	\$121,233,896	\$36,079,433	\$16,435,010	\$29,697,179	\$203,445,518
2015	\$125,352,995	\$36,935,830	\$18,042,551	\$27,566,265	\$207,897,641
2016	\$125,755,915	\$39,408,675	\$22,303,831	\$27,165,201	\$214,633,622

## SUMMARY DATA

Summary Data Regarding Aid Disbursed	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Total Aid Disbursed	\$191,561,517	\$202,069,977	\$203,445,518	\$207,897,641	\$214,633,622
Total Recipients	16,780	17,707	17,876	18,113	18,310
Percent of Enrollment Receiving Aid	67.88%	67.86%	66.59%	66.09%	65.46%
Percent of Enrollment Receiving a Pell Grant	24.64%	23.73%	23.26%	22.63%	21.42%
Estimated Undergraduate Cost of Admissions	\$20,464	\$21,472	\$22,212	\$23,066	\$23,506
Average Graduating Undergraduate Indebtedness	\$27,082	\$27,095	\$24,111	\$24,120	\$24,768
Three Year Cohort Default Rate	7.0% (2009)	8.1% (2010)	6.7% (2011)	6.5% (2012)	6.6% (2013)

## GRANT AID

Type of Grant Aid	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Federal Pell Grant	\$19,835,219	\$20,565,561	\$20,906,585	\$21,190,671	\$20,335,658
Federal Supplemental Educational Opportunity Grant	\$953,752	\$897,775	\$936,753	\$898,005	\$788,662
State Workforce Improvement Grant	\$172,825	\$180,300	\$162,912	\$176,063	\$174,000
State Higher Education Opportunities Grant	\$494,969	\$545,250	\$485,930	\$499,785	\$532,750
Other	\$2,153,434	\$1,965,039	\$1,706,350	\$1,604,583	\$1,799,485
Total	\$23,610,199	\$24,153,925	\$24,198,530	\$24,369,107	\$23,630,555

## WORK STUDY

A total of 101 campus offices employ work study students. Those offices receive a 75% subsidy for the student's earnings, leaving the office obligated for the remaining 25% of the earnings. In addition to on campus work study employers, there are 10 off campus community service organizations that employ work study students.

Work Study Facts	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Offices that Employ Work Study Students	109	109	109	107	101
Students Employed	1,476	557	576	585	576
Amount Earned by UA Students	\$1,092,835	\$1,138,524	\$1,051,109	\$1,140,689	\$1,144,836
UA Students Employed in Community Service	129	129	133	109	87
Amount Earned by UA Students in Community Service	\$216,529	\$251,498	\$224,856	\$197,776	\$164,684

## STUDENT LOANS

Loans are money that must be paid back with interest. Students use both federal and private loans to help pay for their education. Students who receive private loans are encouraged to make use of their federal loan eligibility as a first option.

Loan Type	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Subsidized Stafford	\$35,785,945	\$25,729,675	\$26,180,395	\$26,261,233	\$25,703,214
Unsubsidized Stafford	\$42,315,359	\$55,387,28	\$54,522,925	\$54,664,402	\$53,268,457
Perkins	\$2,456,993	\$2,372,063	\$2,165,619	\$2,268,444	\$1,950,169
Parent PLUS	\$10,286,362	\$11,283,275	\$13,809,777	\$16,785,742	\$20,780,305
Graduate PLUS	\$1,713,020	\$1,674,713	\$1,637,433	\$2,116,498	\$1,877,103
Federal Nursing	NA	NA	\$9,679	\$14,906	\$5,359
Private Loans	\$5,100,508	\$6,867,579	\$8,195,929	\$9,461,102	\$12,322,188
Total	\$97,658,187	\$103,314,589	\$106,521,757	\$111,572,327	\$115,906,795

## Arkansas State Programs

The Arkansas Department of Higher Education administers state aid programs. The largest of these programs are the Academic Challenge (funded by the lottery), the Governor's Distinguished Scholarships, and the Higher Education Opportunities Grant (GO! Grant). State Program funding received by U of A students totaled \$27,165,201.

## Collaborative Efforts

The Financial Aid Office collaborates with Student Accounts and the Arkansas Union to create an office in the Arkansas Union to be utilized by the Office of Financial Aid during peak times to serve students better.

## Serving Students

The counseling staff is assigned to students alphabetically by students' last name. Counselors are available to see students as walk-ins, as well as communicate with students by email and phone. Walk-in students totaled 14,476 visits with students having to wait an average of 3 minutes and 43 seconds before seeing a counselor. To assist students with questions and to provide reliable access to office staff, the Office of Financial Aid maintains a call center. The financial aid call center answered 49,467 calls and made 31,484 outgoing calls, for a total call volume of 80,951. Total call talk time was a combined 4,843 hours with an average call time of 3 minutes and 35 seconds.

## Processing & Systems

The Federal Government requires colleges and universities to verify or confirm the data reported by students and their parent(s) on the FAFSA. The U.S. Department of Education selects students for verification through a random selection process or if irregularities of data are identified. Verification requires students and parent(s) to provide documentation to the Office of Financial Aid, so that it can verify the information reported on a student's FAFSA is accurate. During this verification period, process time to complete verification once the documentation was received was one day.

Processing & Systems	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
FAFSAs Loaded	23,370	21,660	21,795	22,015	22,232
Selected for Verification	5,406	4,770	5,664	4,735	4,368
Completed Verification	4,076	3,413	4,132	3,423	2,868
Faxes Received	5,259	4,512	4,418	3,672	3,183

The Office of Financial Aid administers need-based aid and ensures compliance with federal and state regulations. The office serves prospective and current students as a resource for information and education about available financial aid, and Financial Aid staff meet with students throughout the year to provide advising about aid, cost, and best practices. During the 2015-2016 academic year, staff met with nearly 14,500 students and managed a total call volume of 80,951 calls. A total of 18,310 students received \$214,633,622 in funding for the year.

# REGISTRAR

The Office of the Registrar has consistent and significant interaction with students from the point of matriculation to graduation and beyond. The responsibility for maintaining student records is great, but the Registrar also serves the needs of students, faculty, alumni, and staff. It is the goal of this office to do this in the most effective ways, utilizing excellent service skills, technology, and best practices among registrar offices.

During the 2015-2016 year, the Office of the Registrar completed a number of initiatives to provide additional and improved functionalities to the University of Arkansas campus community.

In collaboration with the Office of Admissions, the Registrar again completed pre-enrollment for 4,725 new freshmen prior to orientation. This service benefits not only incoming students, but also the academic colleges and professional advising staffs by allowing for streamlined course planning, advising, and registration. Additionally, the Office of the Registrar completed work on a new degree audit functionality for all undergraduate students and advisors — a key tool that aids in retention by allowing students to more clearly plan their course to graduation.

The Registrar also completed a rebranding process for the University of Arkansas' student information system, UAConnect (formerly known as the Integrated Student Information System, or ISIS). The updated system improved alignment with the University's single sign-on portal, simplifying the login process for students, faculty, and staff. The office also achieved significant progress toward the launch of an applicant center — a differentiated landing page in UAConnect that allows applicants to the University to more easily view their application materials, requirements, and deadlines. The new applicant center went live in August of 2016.

The Office of the Registrar contributes to the mission of the University of Arkansas by constantly pursuing excellence in the accuracy of academic records, the integrity of academic processes, and the quality of service given to our University community and the general public. In so doing, we strive to create an environment that:

- seeks efficient and effective ways of operating
- encourages personal and professional growth
- utilizes teamwork
- respects diversity
- promotes open communication
- cultivates a service attitude

## Major Accomplishments and Goals Achieved

### RELEASED NEW DEGREE AUDIT TO ALL UNDERGRADUATE STUDENTS AND ADVISORS

In fall 2015, the Office of the Registrar released the new degree audit to all undergraduate students and advisors. In spring 2016, the School of Law degree audits were released. Preparations for developing degree audits for the Graduate School are underway.

The new degree audit is more visually appealing and functional than the previous one and allows for a more transparent path to graduation for both students and advisors. This will help contribute to the goal of increased retention and graduation rates.



Enhancements to the degree audit completed this past year include:

- “What-If?” feature that enables undergraduate students to explore other majors, minors, or certificates. A modification was completed to allow the “What-If?” to be run for all undergraduate students, whether enrolled or not. This is major benefit to advisors working with returning students.
- A notes section was added on a number of degree audit pages to allow advisors and administrators to enter notes on a particular student. These notes follow the student on the degree audit and graduation clearance pages.
- Added detail to exception link to include course or requirement that was replaced.
- Added logic to prevent unusable courses from being moved from “Unused and Excess Courses” section.
- Added degree audit status icons to both the degree audit request page and the graduation clearance page to give students and advisors a quick visual of whether a plan is completed, unmet, or in progress.

## IMPROVED GRADUATION CLEARANCE SPEED AND ACCURACY WITH NEW APPROVAL PROCESS

Integrated with the new degree audit is a page in UAConnect that allows administrators to clear students for graduation once all requirements are met. This allows assigned college personnel to pre-approve students for graduation as an initial step before final approval by the dean’s office. It also allows administrators to quickly search for those students who have been pre-approved, approved, denied, or deferred for graduation. Overall, it provides a much quicker, accurate, and more transparent process for degree clearance.

The UA Student Degree Clearance page in UAConnect was used for the degree clearance of all undergraduates in fall 2015 and for law graduates in spring 2016. The Fulbright College of Arts and Sciences provides a good example of the efficiency brought about by the new degree audit and degree clearance system. By May 27<sup>th</sup>, a full 10 days before the deadline, the dean’s office of the largest college had approved for graduation 92 percent (851 out of 925) of its students. In the past, the approval process went right up to the deadline.

Like the new degree audit, the new graduation clearance process contributes to improving graduation and retention.

## IMPROVED PROCESSING TIME FOR TRANSFER TRANSCRIPTS

The registrar’s office initiated a new process for using the OCR in the imaging software, ImageNow, to read hard copy transcripts and import the data into UAConnect. This development, along with changes to the scanning workflow, significantly increased the speed in which transfer credit is processed. The turnaround for evaluation and posting of transfer credit went from one to six weeks, depending on the time of year, to 24 to 48 hours.

## PRE-ENROLLMENT OF NEW FRESHMEN

In the spring of 2016, the Office of the Registrar began the planning process for enrolling 4,725 new freshmen into nine hours of courses before the students arrived at orientation. There were 36 different classes and labs used for this process, which amounted to a total of 36,441 pre-enrolled hours.

Assessment of the pre-enrollment process on 07/02/16 showed the following:

- 53.41% kept the class and in the same section as pre-enrolled
- 14.69% kept the class but in a different section than pre-enrolled
- 31.90% did not keep the class

Overall more than 68% of classes scheduled during pre-enrollment remained on the schedule for a student after orientations for June ended. This was a slight improvement from last year and a five percent improvement from 2014.

## ROOM SCHEDULING

Room scheduling staff completed an upgrade of 25Live to version 26 in May with no loss of service to the campus community, resulting in greater speed of data movement between 25Live and UAConnect and faster report generation. Students, faculty and staff can now more readily access 25Live via computer, smart phone or other hand-held devices.

Room scheduling staff assisted the colleges with the placement of 2,495 classes for fall 2015 and 1,843 classes for the spring 2016 terms. An additional 449 classes were placed for the Enhanced Learning Center for fall 2015, and 437 classes for the spring 2016 term.

### Room/Seat Utilization & Scheduling Compliance

	Spring 2016	Spring 2015	Fall 2015	Fall 2014
Room Utilization	59.6%	65.8%	66.1%	72.6%
Seat Utilization	61.8%	64.6%	62.4%	66.4%
Schedule Compliance	73.7%	77.6%	66.2%	64.5%
Total General Access Classrooms	173	154	175	146

NOTE: There are a number of classes with no room assigned. Parameters used: M-F 7:30-5:30  
Total number of classes reflects classes with meeting patterns.  
Classes without a meeting pattern would not be moved into R25 or X25.

## CURRICULUM MANAGEMENT

Two major projects in curriculum management were completed last year in coordination with the colleges and academic departments.

- **Dual Level Course Conversions:** Curriculum staff, in coordination with the colleges, began a process to administratively eliminate dual level course listings for their departments. Existing 4000-level courses were adjusted to undergraduate credit only, and corresponding stand-alone 5000 level courses were created for graduate offering. So far, approximately 150 courses have been converted (in both UAConnect and in CourseLeaf). The project is ongoing, with an additional 10 departments requesting the same for their dual level courses. This is not only significant for course management, but will allow for the student's transcript to appropriately reflect graduate-level credit.
- **Service Learning Project:** Approximately 225 courses/classes were approved as Service Learning offerings across the Fall 2015-Fall 2016 terms. Curriculum staff facilitated entering the appropriate SL course attributes, transcript topic titles and class notes in UAConnect for each of the approved sections.

# UAConnect

UAConnect supports the more than 37,000 students with active accounts as well as the more than 2,000 faculty, 12,600 parent, and 27,500 undergraduate and graduate applicant users who all have daily access to the system. The UAConnect team works diligently to keep the system accessible, pertinent, and convenient for all users.

## Rebranding

In the 16 years since it was established, the University's Integrated Student Information System (ISIS) has matured from a single integrated software application into a powerful student data system that interacts with and maintains a large number of dependencies critical to the success of U of A students as well as the daily business of the University. Since the term integrated student information system no longer reflected the growth and evolution of the system, it was decided in early 2015 that it was time for the name to be changed.

The year-long project culminated with the unveiling of UAConnect on January 11. While the rebranding effort involved all the system developers and functional offices, it also directly impacted departments across the entire campus. For example, the system name had to be updated on all college and departmental websites across campus, in the University undergraduate and graduate catalogs, and on all correspondence being sent out to students, applicants, and prospects. Focused communications to all parties during the rebranding process helped to make the change appear seamless to our audiences.

## Single Sign On

For more than six years, faculty and staff users of UAConnect were required to maintain a separate password in order to access the system. This past year, the database team and the IT Services security group teamed up in an effort to bring single sign-on (SSO) to administrative users. While SSO had been available on other campus entities via the UARK Central Login for several years, the integration with UAConnect software was untested. Following months of development, SSO log in for faculty and staff users was introduced as part of the UAConnect rebranding, making the need for a separate password a thing of the past.

## UAConnect Help Website

An additional part of the rebranding effort involved the creation of a new website designed to assist users. A new design was created, consistent with the other UAConnect websites, and all information was moved and updated from the ISIS Help site. The training office rebranded and updated all documentation and e-learning sessions for the new [help-uaconnect website](#) that went live in conjunction with the January rebranding.

## PeopleTools Upgrade

The UAConnect team went live with PeopleTools 9.55.2 in the early spring. PeopleTools is the underlying system that keeps the UAConnect application up-to-date with new technology. The new Tools version offers a framework to make significant changes in the way content is delivered to users when Campus Solutions 9.2 goes live in fall 2017.

## Mobile Upgrade

A new, updated version of the mobile Faculty Center and Advisor Center went live in May. The new tile feature is complementary in design to the Student Center offering that was introduced last year, and makes mobile use for faculty and advisors much easier and faster. The UAConnect team continues to add more tile options in both centers and is pleased that the Faculty User Group is playing an active role in testing and providing valuable input for the final product.

## Service

Throughout the past year, UAConnect has continued its tradition of outstanding service to constituents. Communication to all users was intensified during system changes and modifications. Focused e-mail, social media, announcements and Newswire articles alerted users of outages or upcoming changes and directed them to detailed documentation located on the Help-UAConnect website.

This year a new report was created within UAConnect to aid in tracking changes to a user's employment status. The live report relates pertinent information for any employee who has system access and whose employment with the university has been terminated for any reason. This report gives system security administrators all of the information required to remove access from terminated employees when their status changes.

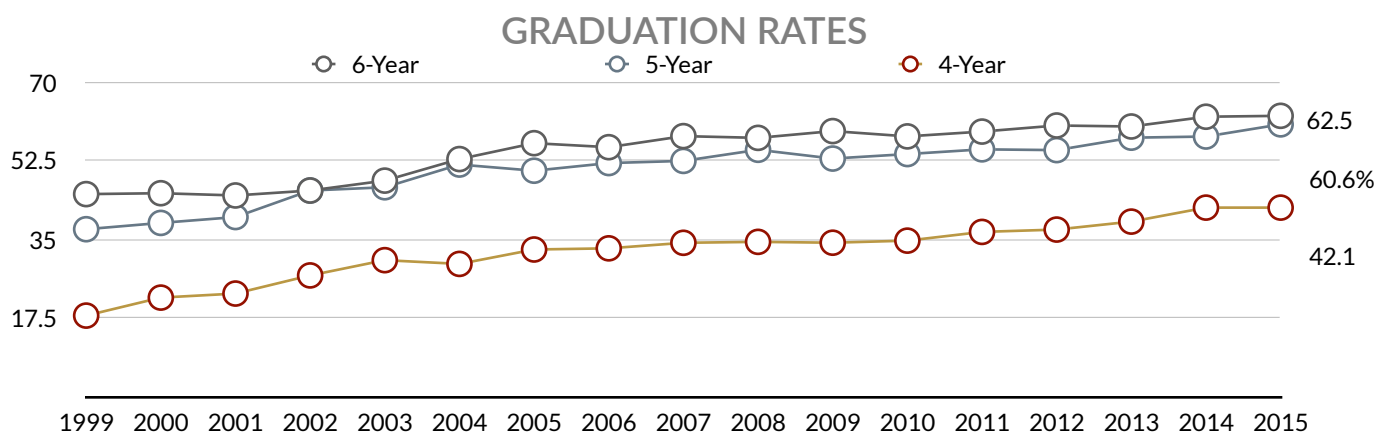
In November, the team streamlined the method by which authorized users access their UAConnect queries. Previously, users who wanted to run a query had to access a separate reporting database by using a password other than the one used for general log in. By adding the UA Reporting Site link to an authorized user's main menu in UAConnect, the process for accessing queries was streamlined to a single log in for the two congruent databases.

More than 34 group and one-on-one training sessions were created and presented to campus faculty and staff. In addition, the training office arranged Oracle training for the UAConnect technical and database groups. The office participated in campus orientation sessions for new faculty and advisors to explain the services UAConnect offers to the different audiences and to answer any questions. In addition, training materials were created for campus offices specific to their use in UAConnect.

# GRADUATION AND RETENTION

The Office of Graduation and Retention was created in response to the University's Quality Initiative Proposal (QIP) in September 2014. The office comprises three members: the Associate Vice Provost for Graduation and Retention, a Graduation Analyst, and an Assistant Director for Retention and Recruitment. Additionally, the Associate Vice Provost oversees two separate units: the Accelerate Student Achievement Program (ASAP), a partnership program with the Multicultural Center, and the Center for Learning and Student Success (CLASS+).

The Office of Graduation and Retention exists in order "to make substantive sustainable changes" of the sort that enable the University to retain and graduate more of its students (QIP, p. 4). Thanks in some measure to Enrollment Services, the University is already seeing consistent improvement in its graduation rates. The most recent six-year graduation rate for full-time, degree-seeking freshmen is more than 17 percentage points higher than it was in 1999; the four-year graduation rate is 24 percentage points higher.



Despite this improvement, the University's graduation rates remain "an area of underperformance for the institution" (QIP, p. 1). As of 2013, the University's six-year graduation rate was tied for 36th among the 50 flagships; it ranked 91st among the 106 universities that received the Carnegie Foundation's very high research activity classification; and it was among the lowest in the SEC. What progress the University had seen in its six-year graduation rate, moreover, was in many respects a reflection of stronger enrollment; the University's performance in getting students to graduation, once adjusted for the quality of its incoming cohorts, had not improved over the past 15 years. It was similarly disconcerting that the University's one-year retention rate had not improved since 2004.

## Initiatives Completed or Underway

The Office of Graduation and Retention is working to address these deficiencies. Since its creation, the office has created a one-stop Center for Learning and Student Success (CLASS+), unifying the Enhanced Learning Center, Quality Writing Center, and the Office of Academic Success; it has proposed changes to the undeclared policy on campus; it has collaborated with the Fulbright College to pilot eight 10-month faculty "Director of Undergraduate Studies" positions within the Fulbright College, the largest college on campus; it has gathered and analyzed data that pertain to retention and graduation, providing over 50 reports for various campus units asking how they can help their students succeed; and it has initiated conversations regarding best practices for retaining undeclared students, first-generation students, and students in academic distress. The Office of Graduation and Retention and CLASS+ have also partnered with the Multicultural Center to create and implement the Accelerate Student Achievement Program, a new summer bridge program for students from 26 counties in East Arkansas. In compliance with the QIP's "Technical and Communication Component", the office has taken steps to create a one-stop website for student success ([class.uark.edu](http://class.uark.edu)), a staff position dedicated to fully utilizing Starfish's (UASuccess) retention tools, and success communication plans for freshmen, sophomores, and seniors. To help fulfill the QIP's "Student Support Component", the office hired a faculty fellow focused on retaining first-generation students, initiated conversations related to Living Learning Communities, and researched best practices regarding academic pathways for college students. It has created a high impact learning webpage to be profiled on [class.uark.edu](http://class.uark.edu), and has created webpage information for undeclared and exploring students. Finally, in

accordance with the QIP's "Learning Centered Component", the office's director facilitated discussion at the winter faculty symposium regarding teaching methods that promote student engagement.

## Initiatives Planned

During the coming academic year, the office intends to enhance and create programs, communications, and policies that promote the retention of students otherwise at risk of leaving the University. It plans to utilize Civitas, Starfish, and in-house analytics to continue identifying those students who would most benefit from additional support at any given time; to expand CLASS+ the influence of Academic Coaches who aggressively intervene with students known to need additional support; to provide expanded supplemental instruction, possibly to include small sections mandated for students in high DFW-rate/count courses and pre-college math and science prep; to compile a list of mentoring programs on campus and develop mentoring action plans for individual colleges; to work with the colleges to finalize their retention strategic plans; and to continue participating on a Fulbright College task force investigating student experiences in UA math courses. The office's analyst is continuing his study of the factors that have contributed to, or have impeded, student success, and his reporting for various campus audiences. To support the QIP's "Learning Centered Component", the office is hiring another faculty fellow. Finally, to more fully realize the QIP's "Student Support" and "Technical and Communication" components, the office plans to work with the colleges to develop "Academic Pathways" for each major, incorporating these plans into UASuccess and UAConnect; and, again collaborating with the colleges, to standardize an Academic Recovery Plan in UASuccess that can be used during one-on-one meetings with students in academic distress.



# UASuccess

The Assistant Director of Retention and Recruitment was hired to manage UASuccess, provide technical training as needed, and work to implement various features of the system. In the 2015-2016 academic year, over 50,000 meetings were completed using the UASuccess system. While the majority of those meetings were labeled as advising appointments, 1,687 were categorized as Teaching Office Hours and another 3,200 as General Appointments.

Two advising departments have begun utilizing UASuccess for retention efforts in their offices. The Walton College of Business is now assigning success plans to students on academic probation through UASuccess. The Fulbright Advising Center has been utilizing flags and kudos to both track student appointments and notify students for missed meetings.

CLASS+ recently hired two full-time academic coaches, who have been trained to use UASuccess. The purpose of the academic coaches in UASuccess is to log and communicate with advisors when students have been referred to them. Likewise, Living Learning Community coordinators have been given access to and trained on how to utilize UASuccess in tracking student progress in that program.

## Center for Learning and Student Success (CLASS+)

The Center for Learning and Student Success is a comprehensive, campus-wide, academic support center providing support services to all University of Arkansas students in meeting their educational goals.

CLASS+ provides academic support to students using four primary academic support programs

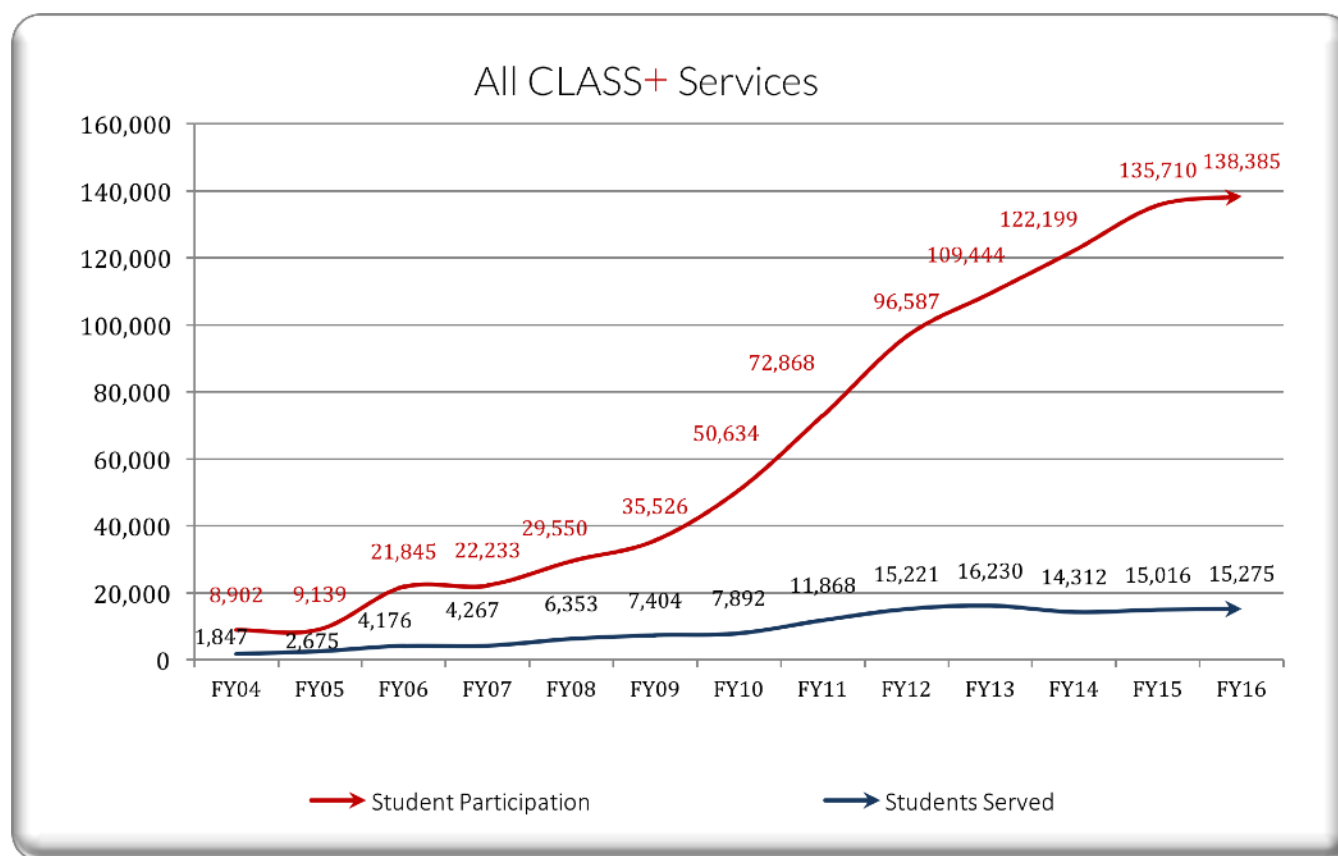
- Academic Coaching
- Course Specific Tutoring
- Supplemental Instruction (SI)
- Writing Support

Student participation in Supplemental Instruction, Academic Coaching, Writing Support, and Tutoring has dramatically increased over the past ten years (see the illustration below).

The 2015-16 academic year was one of new milestones for the Center for Learning and Student Support:

- During the fall 2015 semester the Enhanced Learning Center was restructured to include Academic Coaching, Supplemental Instruction, Course Specific Tutoring and Writing Support. The restructured Center for Learning and Student Success was a step forward in creating a “one-stop shop” model for diversified academic support services offered in multiple locations and venues.
- The Center’s services were utilized by 15,275 students who participated in one or more of those services 138,385 times during the 2015-16 year.
- The Center’s programming has grown from serving 5.9% of the student body in fall 2004 to serving 29.35% of the student body in fall 2015.
- Online support of students (both residential and off-site) increased in 2015-16 with 16.17% of all Writing Support appointments and 3.28% of all SI sessions delivered online.
- 5,174 students in the fall and 4,511 students in the spring participated in one or more SI sessions 123,788 times during the year.

## Supplemental Instruction - Effectiveness



Supplemental Instruction is a series of weekly review sessions for students taking historically difficult courses (courses with failure or withdrawal rates of 30% or more). The sessions are guided by a model student who has successfully completed the Center's SI Training, has a GPA of 3.5 or higher, and made a grade of A in the course.

The effectiveness of SI on student performance was tested in the fall 2015 semester as it has been for the last nine years. As in preceding years, SI demonstrated a significant impact on the grade performance of those students participating in SI at a significant level (attending 10+ times per semester). For those 5,174 students enrolled in an SI supported class, the performance of those students (as defined by a grade of C or better) with significant SI participation exceeded the performance of those students who had no or less than significant participation in SI.

In addition, SI continued to have a positive impact on withdrawal rates. Students who had significant SI participation withdrew at significantly lower levels, regardless of course, than those who attended no or fewer than 9 sessions.

## Key Partnerships

In the 2015-16 academic year, the Center collaborated with multiple partners to provide the academic support services noted below:

- The Center partnered with Global Campus to provide online support in the following program areas: SI, Writing Support, and Course Specific Tutoring.
- The partnership with Mullins Library was expanded to provide Writing Assistance and Course Specific Tutoring in the Library.
- The partnership with the Sam M. Walton College of Business was expanded to incorporate additional economics and business-courses which were supported by Course Specific Tutoring.

## Looking Ahead

In order to support increased retention and graduation rates across campus, the Center will pursue the following initiatives in the upcoming academic year and beyond.

- Implementation of SI for four courses with high failure/withdrawal rates:
  - Survey of Calculus (anticipated enrollment of 1,375 in the fall and spring),
  - Finite Mathematics (anticipated enrollment of 2,151 in the fall and spring), Trigonometry (anticipated enrollment of 250 in the fall and spring), and
  - Pathophysiology (anticipated enrollment of 250 in the fall and spring. This initial start-up will be financially supported by the Nursing Program).
- In partnership with Global Campus, CLASS+ will continue to provide academic support for online courses needed to replicate the academic support made available to on-campus students enrolled in the same courses (SI, Course Specific Tutoring, and Writing Support).
- In partnership with the Graduate School, CLASS+ will continue to provide both SI and Course Specific Tutoring support as requested for PAPSS students.
- The Center will support the ASAP Summer Bridge Program in conjunction with the Center for Multicultural and Diversity Education.
- The Tutoring program will seek CRLA International Tutor Tutoring Program Level II Certification, and, in conjunction with the ASAP Summer Bridge Program, CRLA International Mentor Training Program Certification.

Enrollment Services Division aims to support students throughout their tenure at the University of Arkansas. A fundamental part of this mission is served by the Office of Graduation and Retention. Not only does the Office of Graduation and Retention work to increase the overall graduation rate (with the goal of raising the current rate of 62.5% to 70% by 2020), but office staff also work to coordinate academic support services on campus. Working in a collaborative manner with partners both in Enrollment Services and across campus, the Office of Graduation and Retention supports incoming and current students with additional programming and resources dedicated to promoting academic and student life interventions that in turn promote a culture of student success for the University of Arkansas community.

# NATIONALLY COMPETITIVE AWARDS

The Office of Nationally Competitive Awards (ONCA) provides information, resources, and support for students applying for a variety of merit-based, nationally competitive undergraduate and post-graduate opportunities, including scholarships, fellowships, internships, and study abroad programs. ONCA manages outreach and advising for students at the freshman through graduate level and works to connect students with opportunities appropriate to their long-term academic and professional goals. In addition to offering individual advising appointments, ONCA staff members organize informational meetings, group workshops, and practice interviews as means of preparing students to compete at the state and national level. The office also supports students applying to graduate, law, and medical school (the director sits on the Pre-Medical Advisory Committee).

## By the Numbers

During the 2015-16 academic year, ONCA completed a review of the University of Arkansas's standing in several key scholarship programs. In two major undergraduate competitions, the Goldwater Scholarship and the Truman Scholarship, the U of A is ranked 1<sup>st</sup> in the SEC. In the Goldwater, our all-time total of 52 scholars places the U of A 16<sup>th</sup> among public institutions and 30<sup>th</sup> among both public and private institutions. For the Truman Scholarship, our total of 21 scholars places the U of A 11<sup>th</sup> among public institutions and 25<sup>th</sup> among both public and private institutions.

In two major post-graduate competitions for study in the United Kingdom, the Marshall Scholarship and the Rhodes Scholarship, the U of A is in the top fifty among public institutions. Our record of 7 Marshall Scholars places the U of A 24<sup>th</sup> among public institutions and 53<sup>rd</sup> among both public and private institutions. For the Rhodes Scholarship, our total of 10 Rhodes Scholars ranks the U of A 38<sup>th</sup> among public institutions and 76<sup>th</sup> among all institutions.

In total, U of A students have received 76 Fulbright Scholarships, 122 National Science Foundation Graduate Research Fellowships, 9 Udall Scholarships, 4 Gates Cambridge Scholarships, and 914 State Undergraduate Research Fellowships.

## Student Awards and Achievements

During the 2015-16 academic year, the University of Arkansas continued a long tradition of students winning prestigious scholarships, as U of A students received more than \$2 million in competitive fellowships and scholarships. Students earned awards on both the state and national level and were recognized for their commitment to academic excellence, research, public service, leadership, and community involvement. This year saw U of A students win some of the most prestigious and competitive scholarships and fellowships in the nation, including the Fulbright Scholarship, National Science Foundation Graduate Research Fellowship, Truman Scholarship, Goldwater Scholarship, Gilman Scholarship, and Gates Cambridge Scholarship.

Senior Ryan DuChanois was named a 2016 Gates Cambridge Scholar and a 2016 National Science Foundation Graduate Research Fellow. Juniors Wilson Guillory and Karla Morrissey became the university's 51<sup>st</sup> and 52<sup>nd</sup> Goldwater Scholars overall, and their wins also marked the 21<sup>st</sup> year in a row that at least one University of Arkansas student was named a Goldwater Scholar. Finally, juniors Victoria Maloch and Danielle Neighbour were named 2016 Truman Scholars. With their wins, they became the university's 20<sup>th</sup> and 21<sup>st</sup> Truman scholars overall, and because of their success, the University of Arkansas has produced 6 Truman scholars since 2012.

## GATES CAMBRIDGE SCHOLARSHIP

The Gates Cambridge Scholarship was established in 2000 by the Bill and Melinda Gates Foundation. Approximately 95 new scholarships are awarded each year: 40 to American students, and 55 to international students. For the 2016 competition, approximately 90 U.S. students were chosen as finalists, and 35 scholarships were awarded to U.S. students.

Ryan DuChanois, a civil engineering senior of Greenland, Ark., was named a 2016 Gates Cambridge Scholar. As a civil engineering major, DuChanois spent the majority of his undergraduate career researching issues related to water scarcity. In 2014, he was awarded a Greater Research Opportunities (GRO) Fellowship by the U.S. Environmental

Protection Agency to examine emerging contaminants found in wastewater. DuChanois graduated *summa cum laude* in May 2016, and will begin an MPhil in engineering for sustainable development at the University of Cambridge in fall 2016.

Two University of Arkansas seniors were also named 2016 Gates Cambridge Finalists: Kimberly Cribbs and Kristen Kent. Cribbs is a civil engineering graduate, and she is interested in expanding access to clean water in developing countries around the world. She will begin work on her master's degree at King Abdullah University of Science and Technology in Thuwai, Saudi Arabia, in fall 2016. Kent graduated with her degree in anthropology and biochemistry in May 2016, and she will attend the University of Cambridge in the fall.

Ryan DuChanois is the University of Arkansas's fourth Gates Cambridge Scholar. Previous recipients include Mariel Williams (2013), David Deitz (2006), and Lance Owen (2006).

## MARSHALL SCHOLARSHIP

The Marshall Scholarship provides U.S. students the opportunity to pursue post-graduate study at any United Kingdom institution in any field of study. Up to 40 Marshall Scholars are selected each year based on a combination of academic merit, leadership potential, and ambassadorial potential.

Ailon Haileyesus, a senior biomedical engineering major, was named a 2016 Marshall Scholarship Finalist. Haileyesus spent her undergraduate career researching the creation and implementation of low-cost biomedical technologies. In 2015, she was named a Harvard-Amgen Scholar and a Goldwater Scholarship Honorable Mention. Haileyesus graduated *summa cum laude* in May 2016.

The University of Arkansas has had seven previous Marshall Scholars: Mike Norton (2013), Ben Hood (2002), Megan Ceronisky (2001), Warwick Sabin (1998), Charles King (1990), Lisa Pruett (1989), and John Edie (1960).

## J. WILLIAM FULBRIGHT SCHOLARSHIP

The Fulbright program was established in 1946 through legislation sponsored by Sen. J. William Fulbright of Arkansas to promote international education as a means of fostering cultural and political understanding across the globe. More than 155 countries participate in the program, and approximately 1,900 students from all fields of study are awarded grants each year.

This year, two University of Arkansas seniors were awarded Fulbright English Teaching Assistantships, and one alumna was awarded a Fulbright Study Grant. The Fulbright international exchange program offers students the opportunity to travel to a country of their choice, either to conduct advanced research in their fields of study or to teach English in elementary and secondary schools.

Mikaela Rhodes and Ian Wicks were awarded Fulbright English Teaching Assistantships. Wicks is an honors senior majoring in Latin American and Latino studies, psychology, international studies, and Spanish, and will spend the 2016-17 academic year teaching English in Spain. Rhodes is a senior honors international studies and German major, and will teach English in Germany for the upcoming academic year. Catriona Whiteside graduated *cum laude* from the University of Arkansas in 2014 with a degree in art history and chemistry. She will pursue a master's degree in fine art conservation at Northumbria University at Newcastle upon Tyne in England.

The University of Arkansas has had 76 Fulbright Scholars overall.

## NATIONAL SCIENCE FOUNDATION GRADUATE RESEARCH FELLOWSHIP

Eight University of Arkansas students – four undergraduate students, three graduate students, and one recent graduate – received National Science Foundation Graduate Research Fellowships for the upcoming academic year. Each fellowship is worth \$34,000 per year and can be renewed for up to three years. Along with the renewable stipend, each student's institution will receive \$12,000 per year, bringing the total amount of funding awarded to these eight students to more than \$1.1 million. The award recognizes not only academic excellence, but also the expected future contribution that each student's research will make to her or his field and to society at large.

Gabrielle Abraham is a senior honors physics major in the J. William Fulbright College of Arts and Sciences. She was recently awarded a 2016 SURF grant for her research with Joseph Herzog, assistant professor of physics. Abraham will begin working on a doctorate in physics at the University of California, Santa Barbara, this fall.

Stephanie Cone graduated from the U of A in 2014 with an honors degree in biomedical engineering from the College of Engineering. Her undergraduate research mentor was Kartik Balachandran, assistant professor of biomedical engineering. Cone is currently a doctoral student in biomedical engineering at North Carolina State University.

Ryan DuChanois is a senior honors civil engineering major in the College of Engineering. He was recently named a 2016 Gates Cambridge Scholar and will begin studying for his master's degree in engineering at the University of Cambridge in the fall. His research mentor is Wen Zhang, assistant professor of civil engineering.

John Kenneth George graduated from the University of Arkansas in 2015 with an honors degree in electrical engineering. He will begin working on a doctorate in electrical engineering at the U of A in the fall under Simon Ang, professor of electrical engineering.

Craig McLean is a senior honors chemistry and mathematics major in Fulbright College. His research mentor is Paul Adams, associate professor of chemistry and biochemistry, and he has also worked closely with Stefan Kilyanek and Maria Tjani. McLean was also awarded a 2016 GEM Fellowship from the National GEM Consortium.

Michael Reinisch is a senior honors chemical engineering and physics student in the College of Engineering and Fulbright College. He was recently awarded a 2016 SURF grant for his research with Bob Beitle, professor of chemical engineering and associate vice provost for research and economic development. Reinisch was also named a 2016 Udall Scholar. He will attend the University of Colorado-Boulder to begin work on his master's degree.

Heather Sandefur is a master's student in chemical engineering at the U of A, where she also earned a bachelor's degree in biological engineering. Her research mentors are Marty Matlock, professor of ecological engineering, and Jamie Hestekin, associate professor of chemical engineering and the Jim L. Turpin Endowed Professor in Chemical and Biochemical separations.

Meredith Swartwout is a doctoral student in biology at the University of Arkansas. Her research mentor is J.D. Willson, assistant professor of biological sciences. She earned an undergraduate degree in biology from Virginia Tech.

This group of fellowship recipients brings the overall total of NSF GRFP winners from the University of Arkansas to 122. One recent graduate - Jonathan Mishler; five graduate students - Jonathan Blanchard, Michaela Mertz, Sasha Rojas, Anna Salomaa, and Addison Walker; and two undergraduate students - Bryce Jones and Jordan Thibado - received honorable mentions.

## TRUMAN SCHOLARSHIP

Two University of Arkansas juniors were named 2016 Harry S. Truman Scholars. Victoria Maloch and Danielle Neighbour were two of 54 Scholars selected from 47 U.S. colleges and universities to be awarded the prestigious scholarship in 2016. Both will receive \$30,000 to be used toward their graduate studies.

Victoria Maloch is a University of Arkansas Chancellor's Scholar and an honors agricultural business major with a minor in agricultural communications in the Dale Bumpers College of Agricultural, Food and Life Sciences. In 2014-15, she served as secretary of the National Future Farmers of America Organization. At the U of A, she has been involved with the Volunteer Action Center, Student Alumni Board, Associated Student Government, and Young Democrats. She is politically minded, and has worked in the offices of Congressman Mike Ross and U.S. Secretary of Agriculture Tom Vilsack, and also volunteered on several state congressional campaigns. Upon graduation, Maloch intends to study for a Juris Doctor and Master of Laws, and she ultimately hopes to help shape agricultural law and policy.

Danielle Neighbour is an Honors College Fellow and a civil engineering major and Spanish minor. She is on the executive board of the Arkansas student chapters of the American Society of Civil Engineers and Chi Epsilon. She is currently researching water purification methods for natural disaster relief in developing urban areas. During a summer in Ecuador, Neighbor helped develop safe drinking water systems for indigenous villages in the Amazon. After completing her studies at the U of A, Neighbor will pursue a master's degree in water resources and environmental engineering. She plans to work in developing nations to help implement stable drinking water systems.

Nezly Silva, an honors social work and Latin American and Latino Studies student, was selected as a Truman Finalist.



Truman Scholars are selected on the basis of their academic success, leadership skills, and the likelihood of their becoming public service leaders. Recent University of Arkansas Truman Scholars include Grant Addison (2015); Cicely Shannon (2014); Nathan Coulter (2013); Mike Norton (2012); and Olivia Meeks (2008).

## GOLDWATER SCHOLARSHIP

Two University of Arkansas juniors were named 2016 Barry M. Goldwater Scholars. Wilson Guillory (biology) and Karla Morrissey (chemical engineering) will each receive a scholarship of up to \$7,500 from the Barry Goldwater Scholarship Foundation for the coming academic year. Their wins marked the 21<sup>st</sup> consecutive year that at least one U of A student has won a Goldwater Scholarship. Guillory and Mortazavi were two of 252 Scholars named in the 2016 competition.

Wilson Guillory is currently conducting research with professor Andrew Alverson, assistant professor of biological sciences, and is particularly interested in researching molecular phylogenetics in graduate school. He has completed two NSF Research Experiences for Undergraduates; during one, he studied arthropods at the Field museum of Natural History in Chicago, and during the other, he studied entomology at the Smithsonian's National Museum of Natural History in Washington, D.C. He plans to pursue a doctorate in evolutionary biology and work as a university professor.

Karla Morrissey's research is currently guided by professors Greg Thoma in chemical engineering and Roy McCann in electrical engineering. Morrissey completed an NSF Research Experience for Undergraduates studying sustainable biofuels at Kansas State University in Manhattan, KS. After completing her bachelor's degree, Morrissey would like to earn a doctorate in chemical engineering. She hopes to pursue a career in renewable energy research, particularly in the public service sector, conducting research in a national laboratory, or for a government agency such as the Department of Energy.

David Jacobson, an honors chemical engineering student, was named an honorable mention.

Congress established the Barry M. Goldwater Scholarship and Excellence in Education program in 1986 to provide a continuing source of highly qualified scientists, mathematicians, and engineers by awarding scholarships to college students who intend to pursue careers in these fields. Goldwater Scholars are selected from a field of more than a thousand mathematics, science, and engineering students, who must be nominated by their institutions. The first University of Arkansas student to receive a Goldwater was mathematics major Todd Williams in 1991. The University has had a total of 52 students receive the prestigious award.

## GILMAN SCHOLARSHIP

During the 2015-16 academic year, 19 University of Arkansas undergraduates received the prestigious Benjamin A. Gilman International Scholarship, sponsored by the U.S. Department of State, for the fall, spring, or summer terms. The Gilman Scholarship allows undergraduate students with high financial need the opportunity to study or participate in an internship abroad, develop valuable career and language skills, and prepare themselves for the global economy while serving as citizen ambassadors in their host country.

Gilman Scholars receive up to \$3,000 to apply towards their summer study abroad program costs, and a limited number of students will also receive additional funding for language study through the Critical Need Language Awards, for a total award of \$8,000. At present, 80 U of A students have received the Gilman Scholarship since the program began in 2001.

## ADDITIONAL NATIONAL AWARDS RECEIVED BY U OF A STUDENTS

Department of Energy Stewardship Science Graduate Fellowship  
Gates Millennium Scholarship  
NASA Pre-Service STEM Fellowship  
National Science Foundation Research Experiences for Undergraduates

## STATE UNDERGRADUATE RESEARCH FELLOWSHIP

For the 2015-16 academic year, 45 U of A students earned State Undergraduate Research Fellowships (SURF). These students' research interests represent a variety of fields, including the arts, humanities, social sciences, agriculture, business, education, engineering, and the sciences.

Individual state awards ranged from \$1,375 to \$2,750, with the university providing matching funds for each student. SURF funds provide financial support for students to engage in research projects that are meaningful to their degrees and future careers, while also providing financial support to faculty research mentors who supervise student projects.

Name	Major	Mentor
Gabrielle Abraham	Physics	Herzog, Joseph
John Grant Addison	History	Dominguez, Freddy
Ty Austin	Chemical Engineering	Roper, Keith
Jessica Bell	Curriculum and Instruction	Gray, Michelle
Rima Bhakta	Chemistry and Biochemistry	Shi, Wei
Olivia Caillouet	Agricultural Economics and Agribusiness, Horticulture	Nalley, Lanier
Corin Cooley	Civil Engineering	Hernandez, Sarah
Emma Cox	Biology	Lewis, Jeffrey
Caylin Craig	Political Science	Sebold, Karen
Annie Dickens	Biology	Alverson, Andrew
Amanda Ederle	Biomedical Engineering	Balachandran, Kartik
Kaitlyn Fry	Health, Human Performance, and Recreation	R.J. Elbin
Megan Gardner	Psychology	Parks, Nathan
Nelson Heringer	Biological Engineering	Carrier, Danielle Julie
Courtney Hunter	Biomedical Engineering	Muldoon, Timothy
Andrew Kaiser	Physics	Kennefick, Daniel
Kruz Kalke	Physics	Laurent Bellaiche
Kristen Kent	Chemistry and Biochemistry	Matt McIntosh
Kelsey Knobbe	Chemistry and Biochemistry	Greathouse, Denise
Carly Konzelman	Biology	Naithani, Kusum
Luke Lane	Agricultural Economics and Agribusiness	Popp, Jennie
Kristina Maxwell	Biomedical Engineering	Zaharoff, David
Coleman McFerrin	Biology	Kral, Timothy
Maya Merriweather	Chemistry and Biochemistry	Adams, Paul
Nathanael Mickelson	Economics	Kali, Raja
Collin Mondrik	Chemistry and Biochemistry	Shi, Wei
Virginia Monk	Journalism	Minor, Ray
Karla Morrissey	Chemical Engineering	Thoma, Greg
Danielle Neighbour	Civil Engineering	Chevrier, Vincent
Joshua Nunley	Mathematics	Harrington, Phil
Meera Patel	Management	Anand, Vikas
Patricia Ramos	Anthropology	Terhune, Claire
Michael Reinisch	Chemical Engineering	Beitle, Bob
Katherine Sargent	Anthropology	Stoner, Wesley
Eli Skelton	Rehabilitation, Human Resources, and Communication	Hagstrom, Fran
Karam Sra	Biomedical Engineering	Wolchok, Jeffrey
Corbin Stinnett	History	Pierce, Michael
Jared Stone	Biology	Silberman, Jeffrey
Paige Tavernaro	Music, Psychology	Margulis, Elizabeth
Greyson Teague	History	Williams, Patrick
Michelle Tedrowe	Health, Human Performance, and Recreation	Washington, Tyrone
Alec Walter	Electrical Engineering	El-Shenawee, Magda
Janelle Weiss	Nursing	Shreve, Marilou
Ryan Wendt	Chemistry and Biochemistry	Koeppel, Roger
Kelsey Wheelhouse	Management	Anand, Vikas

## Campus Events

### INFORMATIONAL WORKSHOPS

Each year, ONCA offers informational sessions for students interested in applying for outside scholarships and fellowships. This year, ONCA offered informational sessions for SURF, NSF, Truman, Goldwater, Udall, the UK scholarships (Marshall, Rhodes, Gates Cambridge), and – in collaboration with the Office of Study Abroad – Fulbright.

### NATIONAL SCIENCE FOUNDATION WRITING WORKSHOP

Following the NSF informational session, ONCA organized a workshop for students planning to apply for the National Science Foundation Graduate Research Fellowship. The workshop included presentations from ONCA, the office of study abroad, and a number of U of A faculty. After participating in a panel discussion chaired by Dr. Magda El-Shenawee, students met one-on-one with ONCA advisors and STEM faculty to discuss their individual application materials. Approximately 40 students attended the workshop.

### STATE AND NATIONAL AWARDS RECEPTION

On April 25, ONCA honored nearly 250 students and over 100 faculty members at its annual state and national awards reception at the Janelle Y. Hembree Alumni House. Among the students honored were a Gates Cambridge Scholar, two Truman Scholars, two Goldwater Scholars, a Marshall Finalist Finalist, eight NSF Graduate Research Fellows, 45 SURF Scholars, and two Fulbright English Teaching Assistants.

Provost Ashok Saxena and Dean Lynda Coon presented awards to the winning students and their mentors. Vice Provost Suzanne McCray, director of the office of nationally competitive awards, also presented staff gold medals to Noah Pittman, assistant dean of recruitment and retention for the Honors College, and Kathy Scheibel, assistant director of research and sponsored programs, in recognition of the continued impact they have on campus.

Continuing its tradition of honoring outstanding faculty mentors and their departments, ONCA also recognized seven faculty members and one department with the 2015-16 Faculty and Departmental Gold Medal Awards. Winners are selected because of their demonstrated commitment to student success. The 2015-16 Faculty Gold Medal winners were:

- Vikas Anand, professor of management, Sam M. Walton College of Business
- Judy Brittenum, associate professor of landscape architecture, Fay Jones School of Architecture + Design
- John Clark, distinguished professor of horticulture, Dale Bumpers College of Agricultural, Food and Life Sciences
- Michelle Gray, assistant professor of kinesiology, College of Education and Health Professions
- Joseph Herzog, assistant professor of physics, J. William Fulbright College of Arts and Sciences
- Nathan Parks, assistant professor of psychology, J. William Fulbright College of Arts and Sciences
- Greg Thoma, professor of chemical engineering, College of Engineering

The Department of Civil Engineering was recognized with the 2015-16 Departmental Gold Medal Award. Previous departmental winners include Journalism; Electrical Engineering; Crop, Soil, and Environmental Science; Marketing; International Relations; Biological Sciences; Chemical Engineering; History; Political Science; Chemistry; Economics; World Languages, Literatures & Cultures; and Physics.

### ARKANSAS READS

In September 2015, the Office of Nationally Competitive Awards delivered more than 5,000 books to C.B. Partee Elementary in Brinkley, Arkansas. The Office was joined by Interim Chancellor Dan Ferritor and three current students: Armin Mortazavi, Elizabeth Pittman, and Hilary Zedlitz. The day began with a celebratory program that included the help of superintendent Dr. Arthur Tucker, principal Linda Hamilton, and mayor Billy Hankins, as well as school supporters and former teachers. Volunteers spent the day visiting classrooms and reading with students.

The Arkansas Reads program set a new record for the number of books donated to a single school by the program. Through the help of various campus and community partners, Arkansas Reads was able to reach this record. Campus

Partners included Parice Bowser, director of Greek Life, and the Panhellenic Council, which collected 1,700 books in collaboration with University of Arkansas sororities. The Division of Advancement collected over 700 books, and nearly 1,000 books were donated by the annual Charlie Brown Book Sale held at Vandergriff Elementary. Additional books were donated by the Fayetteville Public Library and through donation boxes placed around campus and at Nightbird Books.

In February 2016, the Panhellenic Council again held a book drive to benefit Arkansas Reads and schools in the Arkansas Delta. Because of this drive, Arkansas Reads currently has nearly 5,000 books to donate to a new partner elementary school during the upcoming academic year.

## Service and Professional Development

Along with regular duties, ONCA staff enjoyed a productive year of service and professionalization.

On July 16-18, 2015, Suzanne McCray, Jeremy Burns, and Jonathan Langley attended the 8th NAFA Biennial Conference, *The Road Less Traveled*, held in Oakland, California. Suzanne McCray led a session on the ethics of scholarship advising. Foundation representatives from most major nationally competitive awards were present, and session covered a variety of topics.

On December 14th, 2015, Jonathan Langley observed a Fulbright National Selection Committee at the IIE office in Denver, CO. The committee evaluated applicants for the English Teaching Assistantship in Spain, and the panel consisted of three experts of the fields of Spanish and language pedagogy.

On April 12th, 2016, Jonathan Langley attended and helped lead sessions about Fulbright Scholarships for students at the Clinton School of Public Service in Little Rock, Arkansas. The event was coordinated by DeDe Long, director of the office of study abroad, and featured former Fulbright recipients, as well as a keynote address by Melanne Verveer, executive director of the Georgetown Institute for Women, Peace and Security, and former U.S. Representative to the UN Commission on the Status of Women.

Jonathan Langley was named a member of the Chancellor's Society for his support of the Full Circle campus food pantry.

Jonathan Langley helped coordinate the Red, White & True giving campaign for enrollment services.

Jonathan Langley served on the search committee to hire three new admissions counselors for the Office of Admissions.

## NATIONAL SCHOLAR PROFILES

The Office of Nationally Competitive Awards supports current University of Arkansas students and alumni as they apply to national, merit-based, postgraduate scholarships and fellowships. During the 2015-2016 academic year, U of A students earned more than \$2 million in competitive funding, winning several of the nation's most prestigious awards. Students earned awards on both the state and national levels and were recognized for their commitment to academic excellence, research, public service, leadership, and community involvement.

During the last year, U of A students received a Gates Cambridge Scholarship, 2 Fulbright Scholarships, 8 National Science Foundation Graduate Research Fellowships, 2 Truman Scholarships, 2 Goldwater Scholarships, and 19 Gilman Scholarships. In total, U of A students have received 76 Fulbright Scholarships, 122 National Science Foundation Graduate Research Fellowships, 9 Udall Scholarships, 4 Gates Cambridge Scholarships, and 914 State Undergraduate Research Fellowships. In two major undergraduate competitions, the Goldwater Scholarship and the Truman Scholarship, the U of A is ranked 1<sup>st</sup> in the SEC. In the Goldwater, the U of A's all-time total of 52 scholars places the University 16<sup>th</sup> among public institutions and 30<sup>th</sup> among both public and private institutions. For the Truman Scholarship, a total of 21 scholars places the U of A 11<sup>th</sup> among public institutions and 25<sup>th</sup> among both public and private institutions.

**Ryan DuChanois**, a University of Arkansas honors civil engineering major, was selected this year as one of thirty-five U.S. Gates Cambridge Scholars. He is concerned with water issues, an interest that started in his hometown of Greenland, Arkansas. He has worked to provide access to safe water in Ethiopia and South Africa, and in 2014, he was awarded a Greater Research Opportunities Fellowship by the EPA. At the U of A, he studied under Wen Zhang, assistant professor of civil engineering, to develop better ways to reuse and recycle wastewater. DuChanois also worked as a peer mentor for the College of Engineering, where he helped freshman engineering students transition

personally and academically into the University. DuChanois plans to use the Gates Cambridge Scholarship to work on a master's in engineering for sustainable development. He ultimately plans to work on providing sustainable water resource solutions and combating water scarcity around the globe.

**Victoria Maloch** is one of two students selected this year to receive the Truman Scholarship. A total of 60 are awarded each year nationwide. Maloch, of Magnolia, Arkansas, is a University of Arkansas Chancellor's Scholar. In 2014-2015 she served as secretary of the National Future Farmers of America Organization, one of six students elected annually to serve as national officers. At the U of A, Maloch has been involved with the Volunteer Action Center, Student Alumni Board, Associated Student Government, and Young Democrats. She has worked in the offices of Congressman Mike Ross and U.S. Secretary of Agriculture Tom Vilsack, and also volunteered on several state congressional campaigns. Upon graduation, Maloch intends to study for a J.D. and LL.M. in agricultural law, and she ultimately hopes to help shape agricultural law and policy.

**Danielle Neighbour**, an Honors College Fellow from Lenexa, Kansas, is also a 2016 Truman Scholar. She is on the executive board of the Arkansas student chapters of the American Society of Civil Engineers and Chi Epsilon, an honors society. She is currently researching water purification methods for natural disaster relief in developing urban areas. During a summer in Ecuador, Neighbour helped develop potable water systems for indigenous villages in the Amazon. In January, she participated in the U of A Global Community Development trip in Vietnam, where she evaluated rainwater catchment systems. After completing her studies at the University of Arkansas, Neighbour will pursue a master's degree in water resources and environmental engineering. She plans to work in developing nations to help implement stable potable water systems.

**Wilson Guillory**, from Eureka Spring, Arkansas, is an Honors College Fellow in the J. William Fulbright College of Arts and Sciences, majoring in biology. He was selected as one of two 2016 Barry Goldwater Scholars. After graduating with honors from the University of Arkansas, he plans to pursue a PhD in evolutionary biology. Guillory is currently conducting research with Professor Andrew Alverson, his research mentor, and is particularly interested in researching molecular phylogenetics in graduate school. After completing his studies, Guillory would like to teach at the university level.

**Karla G. Morrissey**, a Chancellor's Scholar from Beebe, Arkansas, is an honors chemical engineering major in the College of Engineering. She is also a 2016 Barry Goldwater Scholar. After completing a bachelor's degree, Morrissey would like to earn a PhD in chemical engineering. Morrissey's research is currently guided by Professors Greg Thoma in chemical engineering and Roy McCann in electrical engineering. Following graduate school, Morrissey hopes to pursue a career in renewable energy research. She is particularly enthusiastic about entering into public service and conducting research in a national laboratory or for a government agency such as the Department of Energy.

# PROFESSIONAL ACTIVITY

## Publications

### BOOKS:

Cochran, Robert & **McCray, Suzanne**. (2015). *Lights! Camera! Arkansas!: From Broncho Billy to Billy Bob Thornton*. Fayetteville, Arkansas: University of Arkansas Press.

**McCray, Suzanne** & Cutchins, Doug. (Eds.) (2015). *All before them: Student opportunities and nationally competitive fellowships*. Fayetteville, Arkansas: University of Arkansas Press.

### SERVICE PUBLICATION:

**McCray, Suzanne**. (2016). "The heart of the matter." *Arkansas Magazine*. University of Arkansas Alumni Magazine.

## Presentations

### INVITED:

**McCray, Suzanne**. (2015, July). Ethics and NAFA. National Association of Fellowships Advisors. Oakland, CA.

Garris, Robert (Schwarzman Foundation) & **McCray, Suzanne**. (2015, July). Schwarzman Educational Foundation Chat. Interview with Robert Garris, Global Director of Admissions for the Schwarzman Scholars Program. National Association of Fellowships Advisors. Oakland, CA.

**McCray, Suzanne**, & Warrick, Paula. (2016, May). Building an Awards Office that Effectively Increases Student Opportunity. Duke University. Durham, NC.

### NATIONAL REFEREED:

**Carr, Robin**. (2016, March). Faster Decisions Faster Admissions. Higher Education User Group, Seattle, WA.

**Carr, Robin**. (2016, April). Winning in the Age of the Customer. Inspire, Orlando, FL.

**Hooper, Mike**. (2015, July). 25Live: Case Study – 3D Imaging and Mapping Use in 25Live. CollegeNET Users Conference, Portland, OR.

Lee, Hannah, Morris, Jane, **McCray, Suzanne**, & Brzinski, JoAnn. (2015, July). Creating Intellectual Communities to Engage Underrepresented Students: A Path to Fellowship Opportunities. National Association of Fellowships Advisors. Oakland, CA.

**McCray, Suzanne**, Warrick, Paula, and Chang, Robin. (2015, July). A Different Point of View: Collaboration Strategies from Awards Offices in Unusual Locations. National Association of Fellowships Advisors. Oakland, CA.

**Mitchell, Jean**. (2015, July). Series 25: Case Study – Managing Institutional Growing Pains. CollegeNET Users Conference, Portland, OR.

**Raines, Anne**. (2015, October). Leaders Leading Leaders: Improving Program Quality with a Team Mentor Model. National College Learning Center Association Annual Conference, Milwaukee, WI.

## REGIONAL REFEREED:

- Carr, Tara & Eikenberry, Mary.** (2015, July). The Counselor Connection: Developing a Stronger and More Effective Relationship with Your Admissions Counselors. Arkansas School Counselor Association and Arkansas Department of Education School Counselor Conference, Hot Springs, AR.
- Carr, Tara & Eikenberry, Mary.** (2015, October). Diversity Matters: Appreciating Diversity and Using that Awareness to Better Serve Our Students. Arkansas Association of College Registrars and Admissions Officers (ArkACRAO) Fall Conference, Rogers, AR.
- Carr, Robin.** (2016, February). Where Do I Belong? Southern Association of Collegiate Registrars and Admissions Officers Conference, Oklahoma City, OK.
- Johnson, Lauren & Parker, Autumn.** (2016, March). "And Other Duties as Assigned": The Role of Advisors in the Student Recruitment Process. National Academic Advising Association (NACADA) Region 7 Annual Conference, Manhattan, KS.
- McCray, Suzanne,** & Wallace, Oliver. (2016, February). Helping Late Bloomers Attend College. College Board Southwestern Regional Forum. Dallas, TX.
- Mitchell, Jean.** (2016, February). X25 Overview: Planning and Reporting. Midwest Users Conference, Chicago, IL.
- Smith, Rebel, **Roth, Amber & Kern, Jamie.** (2015, October). Avoiding Job Burnout and Maintaining Workplace Satisfaction. Arkansas Community College Conference, Hot Springs, AR.
- Steed, Jennifer, **Stouffer, Wendy,** & Tijerina, Shannon. (2016, February). The Relationship Between Admissions and Financial Aid and How It Can Positively Impact Student Enrollment. CollegeBoard Southwestern Regional Forum, Dallas, TX.

## National Professional and Service Activity

- Bloss, Mary-Ann. Communications Committee. Oracle/PeopleSoft Higher Education User Group (HEUG), 2015.
- Bloss, Mary-Ann. Project and Change Management Advisory Group. Oracle/PeopleSoft Higher Education User Group (HEUG), 2015.
- Hildebrand, Garrick. Member, National Selection Panel. Gilman Study Abroad Scholarship, 2012-2016.
- Langley, Jonathan. Observer, Fulbright English Teaching Assistantship National Selection Committee, Spain panel. IIE Offices, Denver, CO, 2015.
- McCray, Suzanne. Advanced Placement Reader for the Capstone Seminar, 2016.
- McCray, Suzanne. CollegeBoard National Advanced Placement Higher Education Advisory Committee, 2013-2017.
- McCray, Suzanne. CollegeBoard, National Guidance and Admission Assembly Delegate, 2009- .
- McCray, Suzanne. Critical Language Scholarships, National Selection Panel, 2014-2016.
- McCray, Suzanne. National Association of Fellowships Advisors, Publications Committee, 2009- .
- McCray, Suzanne. Udall Scholarship Foundation, National Selection Panel, 2012-2016.
- Stouffer, Wendy. CollegeBoard, National College Scholarship Service Assembly, 2010- .
- Umphres, Nancy. Alternate Member, Academic Advisement Product Advisory Group. PeopleSoft Higher Education Users Group.

## Regional Professional and Service Activity

Bloss, Mary-Ann. Planning Committee. 2016 South Central Regional User Group (SCHRUG) Conference, 2015.

Bloss, Mary-Ann. Vendor and Communications Chair. 2015 South Central Regional User Group (SCHRUG) Conference, 2015.

Carr, Robin. Member, Informational Technology Committee. Southern Association of Collegiate Registrars and Admissions Officers, 2015-2016.

Doise, Michelle. Member, Conference Planning Committee. Southwest Association of Student Financial Aid Administrators, 2015-2016.

Jennings, Karen. Member, Planning Committee. 2016 South Central Regional User Group (SCHRUG) Conference, 2015-2016.

Kulczak, Lisa. Chair, Academic Calendars, Scheduling, and Publications. Southern Association of Collegiate Registrars and Admissions Officers, 2015-2016.

McCray, Suzanne. CollegeBoard Southwestern Regional Council, 2013-2014 (appointed); 2014-2016 (elected).

Mitchell, Jean. Chair, Academic Calendars, Scheduling, and Publications. Southern Association of Collegiate Registrars and Admissions Officers, 2015-2016.

Stouffer, Wendy. Board Member, Single Parent Scholarship Fund of NWA; 2016-2018 (elected).

Stouffer, Wendy. CollegeBoard Southwestern Regional Council; 2016-2018 (elected).

Umphres, Nancy. Executive Committee member. South Central Regional Users Group.

Umphres, Nancy. Vice President, Informational Technology. Southern Association of Collegiate Registrars and Admissions Officers.

## Conference Attendance

Blevins, Phillip (2015, July). National Association of Student Financial Aid Administrators, New Orleans, LA.

Blevins, Phillip (2015, December). Federal Student Aid Training Conference, Las Vegas, NV.

Blevins, Phillip (2016, March). Alliance Conference, Seattle, WA.

Blevins, Phillip (2016, April). Arkansas Association of Student Financial Aid Administrators Spring Conference, Little Rock, AR.

Bloss, Mary-Ann (2015, March). Higher Education User Group (HEUG) Alliance '16 Conference, Seattle, WA.

Bloss, Mary (2015, July). South Central HEUG Regional User Group Conference, Houston, TX.

Bowers, Pam (2015, December). Federal Student Aid Training Conference, Las Vegas, NV.

Bowers, Pam (2016, April). Arkansas Association of Student Financial Aid Administrators Spring Conference, Little Rock, AR.

Burford, Denise (2015, October). AcademicWorks Client Conference, Austin, TX.

Burford, Denise (2015, October). National Scholarship Providers Annual Conference, Charleston, SC.



Carr, Robin (2016, February). Southern Association of Collegiate Registrars and Admissions Officers (SACRAO) Annual Meeting, Oklahoma City, OK.

Carr, Robin (2016, March). Higher Education User Group (HUEG) Conference, Seattle, WA.

Carr, Robin (2016, April). INSPIRE Conference, Orlando, FL.

Carr, Tara (2016, February). Southern Association of Collegiate Registrars and Admissions Officers (SACRAO) Annual Meeting, Oklahoma City, OK.

Carr, Tara (2016, October). Arkansas Association of Collegiate Registrars and Admissions Officers (ArkACRAO) Fall Conference, Texarkana, AR.

Clark, Kimberly (2015, September). National Association for Regional Admission Counselors (NARAC), Annual Conference, San Diego, CA.

Clark, Kimberly (2015, October). National Association for College Admission Counseling (NACAC), Annual Conference, San Diego, CA.

Clark, Kimberly (2016, June). Western Association for College Admission Counseling (WACAC), Annual Conference, Los Angeles, CA.

Cox, Chad (2015, October). Arkansas Association of Collegiate Registrars and Admissions Officers (ArkACRAO) Annual Meeting, Texarkana, AR.

Cox, Chad (2016, February). Southern Association of Collegiate Registrars and Admissions Officers (SACRAO) Annual Meeting, Oklahoma City, OK.

Cox, Chad (2016, March). Arkansas ACT State Organization Conference, Little Rock, AR.

Dawson, Dave (2015, March). Higher Education User Group (HEUG) Alliance '16 Conference, Seattle, WA.

Dawson, Dave (2016, March). Higher Education User Group (HUEG) Conference, Seattle, WA.

Doise, Michelle (2015, July). National Association of Student Financial Aid Administrators, New Orleans, LA.

Doise, Michelle (2015, December). Federal Student Aid Training Conference, Las Vegas, NV.

Doise, Michelle (2016, March). Alliance Conference, Seattle, WA.

Doise, Michelle (2016, April). Arkansas Association of Student Financial Aid Administrators Spring Conference, Little Rock, AR.

Doise, Michelle (2016, April). Chancellor's Commission on Women Luncheon Series, University of Arkansas, Fayetteville, AR.

Doise, Michelle (2016, May). Southwest Association of Student Financial Aid Administrators Planning Conference, Oklahoma City, OK.

Edge, Heather (2016 February). Southern Association of Collegiate Registrars and Admissions Officers (SACRAO) annual conference, Oklahoma City, OK.

Eikenberry, Mary (2015, July). Arkansas School Counselor Association and Arkansas Department of Education School Counselor Conference, Hot Springs, AR.

Eikenberry, Mary (2015, October). Arkansas Association of Collegiate Registrars and Admissions Officers (ArkACRAO) Fall Conference, Texarkana, AR.

Eikenberry, Mary (2016, February). Southern Association of Collegiate Registrars and Admissions Officers (SACRAO) Annual Conference, Oklahoma City, OK.

Eisenbach, Angela (2016, April). Arkansas Association of Student Financial Aid Administrators Spring Conference, Little Rock, AR.

Estorninos, L.J. (2015, July). South Central HEUG Regional Conference, Houston, TX.

Estorninos, L.J. (2016, March). Alliance Conference, Seattle, WA.

Fowler, Jennifer (2016, April). Texas Association for College Admission Counseling (TACAC) Annual Conference, Marble Falls, TX.

Fowler, Jennifer (2016, April). National Association for College Admission Counseling (NACAC) Emerging Admission Professionals (EAP) regional recruitment meeting, Arlington, TX.

Gillstrap, Juana (2016, March). Higher Education User Group (HUEG) Conference, Seattle, WA.

Greenslade, Melissa (2015, December). Federal Student Aid Training Conference, Las Vegas, NV.

Hargis, Matt (2015, October). National Association for College Admission Counseling (NACAC), Annual Conference, San Diego, CA.

Hayes, Sierra (2015, November). Tennessee Association of Collegiate Registrars and Admissions Officers (TACRAO) Annual Meeting, Chattanooga, TN.

Hayes, Sierra (2016, February). Southern Association of Collegiate Registrars and Admissions Officers (SACRAO) Annual Meeting, Oklahoma City, OK.

Hildebrand, Garrick (2015, July). National Association of Student Financial Aid Administrators, New Orleans, LA.

Hildebrand, Garrick (2015, October). AcademicWorks Client Conference, Austin, TX.

Hildebrand, Garrick (2016, February). NASFAA Leadership Conference, Washington, D.C.

Hodges, Jeremy (2016, April). Arkansas Association of Student Financial Aid Administrators Spring Conference, Little Rock, AR.

Hooper, Mike (2015, July). CollegeNET Users Conference, Portland, OR.

Hooper, Mike (2016, February). Midwest Users Conference, Chicago, IL.

Hottinger, Chris (2015, July). National Association of Student Financial Aid Administrators, New Orleans, LA.

Hottinger, Chris (2016, April). Arkansas Association of Student Financial Aid Administrators Spring Conference, Little Rock, AR.

Hutchins, Matt (2016, February). Southern Association of Collegiate Registrars and Admissions Officers (SACRAO) Annual Meeting, Oklahoma City, OK.

Hutchins, Matt (2016, April). Great Plains Association for College Admissions Counseling and Missouri Association for College Admission Counseling (GPACAC/MOACAC) Joint Conference, Overland Park, KS.

Jennings, Karen (2015, March). Higher Education User Group (HEUG) Alliance '16 Conference, Seattle, WA.

Jennings, Karen (2015, July). South Central HEUG Regional User Group Conference, Houston, TX.

Johnson, Lauren (2016, March). National Academic Advising Association Region 7 Conference, Manhattan, KS.

Kern, Jamie (2016, February). National Institute for the Study of Transfer Students, Atlanta, GA.

Kinsey, Gillian (2015, October). Arkansas Association of Student Financial Aid Administrators Fall Conference, Lake DeGray, AR.

Kulczak, Lisa (2016, February). LEEPfrog User Conference, San Diego, CA.

Kulczak, Lisa (2016, March). Higher Education User Group (HUEG) Conference, Seattle, WA.

LaBounty, Debra (2015, July). National Association of Student Financial Aid Administrators, New Orleans, LA.

McBryde, Dacia (2016, April). Texas Association for College Admission Counseling (TACAC) Annual Conference. Marble Falls, TX.

McBryde, Dacia (2016, April). National Association for College Admission Counseling (NACAC) Emerging Admission Professionals (EAP) regional recruitment meeting, Arlington, TX.

Mitchell, Jean (2015, July). CollegeNET Users Conference, Portland, OR.

Mitchell, Jean (2016, February). Midwest Users Conference, Chicago, IL.

Mitchell, Jean (2016, February). Southern Association of Collegiate Registrars and Admissions Officers (SACRAO) Annual Meeting, Oklahoma City, OK.

Mitchell, Jean (2016, March). Higher Education User Group (HUEG) Conference, Seattle, WA.

Palos, Guillermo (2016, April). Arkansas Association of Student Financial Aid Administrators Spring Conference, Little Rock, AR.

Patterson, Emily (2015, December). Federal Student Aid Training Conference, Las Vegas, NV.

Power, Taylor (2015, October). Arkansas Association of Collegiate Registrars and Admissions Officers (ArkACRAO) Fall Conference, Texarkana, AR.

Raines, Anne (2015, July). Continuous Quality Improvement Summer Institute, Dallas, TX.

Raines, Anne (2015, October). International Conference on Online Learning, Orlando, FL.

Rice, Diana (2015, November). Southwest Association of Student Financial Aid Administrators, Albuquerque, NM.

Rice, Diana (2016, April). Arkansas Association of Student Financial Aid Administrators Spring Conference, Little Rock, AR.

Roth, Amber (2016, February). National Institute for the Study of Transfer Students, Atlanta, GA.

Scribner, Joe (2016, March). Higher Education User Group (HUEG) Conference, Seattle, WA.

Smythe, Chelsea (2015, November). Southwest Association of Student Financial Aid Administrators, Albuquerque, NM.

Smythe, Chelsea (2016, April). Arkansas Association of Student Financial Aid Administrators Spring Conference, Little Rock, AR.

Stouffer, Wendy (2015, July). National Association of Student Financial Aid Administrators, New Orleans, LA.

Stouffer, Wendy (2015, December). Federal Student Aid Training Conference, Las Vegas, NV.

Stouffer, Wendy (2016, February). CollegeBoard Regional Forum, Dallas, TX.

Stouffer, Wendy (2016, March). 2016 Arkansas ACT State Organization Conference, Little Rock, AR.

Stouffer, Wendy (2016, April). Coalition of State University Aid Administrators Annual Conference, San Diego, CA.

Thompson, Liz (2015, October). Arkansas Association of Student Financial Aid Administrators Fall Conference, Lake DeGray, AR.

Thompson, Liz (2015, December). Federal Student Aid Training Conference, Las Vegas, NV.

Thompson, Liz (2016, April). Arkansas Association of Student Financial Aid Administrators Spring Conference, Little Rock, AR.

Tilley, Sandra (2016, March). Higher Education User Group (HUEG) Conference, Seattle, WA.

Turner, Karen (2016, February). Leepfrog User Conference, San Diego, CA.

Umphres, Nancy (2016, March). Higher Education User Group (HUEG) Conference, Seattle, WA.

Gillstrap, Juana (2016, March). Higher Education User Group (HUEG) Conference, Seattle, WA.

Williams, Jessica (2015, October). Arkansas Association of Collegiate Registrars and Admissions Officers (ArkACRAO) Annual Meeting, Texarkana, AR.

Williams, Jessica (2016, February). Southern Association of Collegiate Registrars and Admissions Officers (SACRAO) Annual Meeting, Oklahoma City, OK.

Yatsko, Susanna (2016, April). Joint Annual Conference of the Great Plains and Missouri Association for College Admission Counseling (Joint MOACAC/GPACAC Conference), Overland Park, KS.

# APPENDIX

## Office of the Registrar: General Productivity

### OFFICE CALLS/WALK-IN TRAFFIC

- 52,144 calls handled by the switchboard, registration, and transfer credit phone lines.
- 13,380 walk-ins for transcripts, registration, and graduation services.

### STUDENT RECORDS

- **Enrollment Verifications:** 2,319 student requested personal enrollment verifications were produced by the office. These are generally used by students and parents to validate enrollment for insurance purposes.
- **Grade Change Forms:** 2,178 grade changes that could not be done in UAConnect by the instructor were processed by staff.
- **Grade Forgiveness Forms:** 1,755 grade forgiveness request forms were processed.
- **Residency Reclassifications:** 3,095 residence changes were completed. The Office of the Registrar processes all residency reclassifications and manages the appeal process for non-residents who want to petition for resident status.
- **Transcripts:** 36,494 transcripts were delivered per students' request in 2014/2015. Over 25,000 of the requests for official transcripts were made online. There were 16,723 requests made through Transcripts on Demand, the online transcript service. An additional 9,160 requests were made by current students through their Student Center page in UAConnect.

### TRANSFER/TEST CREDIT

- **College Transcripts/Courses:** 19,834 college transcripts were evaluated with 114,937 courses articulated and posted to the students' records.
- **Transfer Equivalency Guide:** 3,289 institutions are currently included and 6,160 classes added last year for a total of 368,368 individual classes listed in the guide.
- **Test Credit:**
  - o 4,642 unique students had test credits (AP, CLEP, IB, Credit by Exam, etc.) posted to their student record
  - o 4,259 unique students with scores digitally received by College Board
  - o 2,336 unique students received AP credit
  - o 15,963 credit hours awarded from AP test scores
  - o 7,258 unique students received other credit (escrow, military service, credit by exam, etc.)

### GRADUATION

- **Applied to Graduate:** 6,349 students applied to graduate during this period, which includes the summer 2015, fall 2015, and spring 2016 terms.
- **Degrees Awarded:** 6,150 (increase of 367 students from last year) degrees were actually awarded during this same period, representing 96.8 percent of those who applied. This is significant as last year 7,657 students applied and 5,783 were awarded degrees, which represents 75.6 percent of those who applied. The fact that almost all the students who applied to graduate actually could be attributable to the release of the degree audit.

## CURRICULUM INVENTORY

- **Course Changes/Adds: 1,156** course changes/adds were completed via the online course change facility, CourseLeaf, and recorded in UAConnect.
- **Program Changes: 303** program changes were completed online through CourseLeaf and updates made to UAConnect as necessary.
- **Requisite Updates:** Effective Spring 2016, enforcement of enrollment requisites for the Law School was implemented in UAConnect. In addition, curriculum staff successfully piloted using test scores directly built into enrollment requisites, alleviating the need for a cumbersome process to assign student groups in order for students to meet requisites that require test scores.
- **Catalog Research for Colleges:** Curriculum staff researched the history of multiple degree programs at the University of Arkansas for the Fay Jones School of Architecture and Design, the College of Engineering, and the College of Education and Health Professions. Research included identifying when the program was first approved to be offered, historical degree name and/or requirement changes, and approved/eliminated concentrations.
- **Dual Level Course Conversions:** Curriculum staff, in coordination with the colleges, began a process to administratively eliminate dual level course listings for their departments. Existing 4000-level courses were adjusted to undergraduate credit only, and corresponding stand-alone 5000 level courses were created for graduate offering. So far, approximately **150** courses have been converted (in both UAConnect and in CourseLeaf); the project is ongoing, with an additional 10 departments requesting the same for their dual level courses.
- **Dependent Major Project:** In coordination with the colleges, **5** new plan codes were created to indicate students pursuing an independent major within the Fulbright College of Arts and Sciences. Doing so eliminated the need to create “combined” major plan codes for these students, thereby streamlining program plan stack data entry. Additionally, **200** plan codes were able to be inactivated, improving both data integrity and maintenance of the degree program inventory in UAConnect.
- **Service Learning Project:** Approximately **225** courses/classes were approved as Service Learning offerings across the Fall 2015-Fall 2016 terms. Curriculum staff facilitated entering the appropriate SL course attributes, transcript topic titles and class notes in UAConnect for each of the approved sections.
- **ACTS Course Review:** As a result of the annual ACTS course review, 5 additions were identified for inclusion in the University of Arkansas listing, while 13 errors were noted in the current U of A listing. Curriculum staff prepared the appropriate ADHE paperwork for the Provost’s Office to submit for the new courses; required documentation included the course syllabus, curriculum review approval for the new course, textbook information and table of contents. Additional paperwork to correct existing errors is in process of being prepared for submission to ADHE.
- **Training:** Curriculum staff presented **12** training sessions on Schedule of Classes, Post Enrollment Requirement Checking (PERC) and CourseLeaf. These sessions included both group and individual training to a wide variety of campus constituents.
- **AHEIS (Arkansas Higher Education Information System) Reporting:** Curriculum staff served as the Office of the Registrar’s liaison with Institutional Research (IR) for ADHE census day reporting, and was responsible for data integrity/cleanup between UAConnect live files and AHEIS sink files.

## REGISTRATION

- **Term Activations: (the process to make students eligible to register for a term):** Term activations for which various registration holds or enrollment appointment dates were applied increased by **5,547** over the previous year, from 34,429 in 2014/2015 to **39,976** in 2015/2016.
- **Priority Registration (two week totals):** For the summer 2015 priority registration period, **22,424** registration appointments were created and **6,459** students registered. This means almost 29 percent of the students with enrollment appointment times registered for summer classes during priority registration. For fall 2015, **22,424** appointments were created and **12,985** students, almost 58 percent, registered during priority. For spring 2016, there were **25,868** appointments set and **17,589** students, almost 68 percent, who registered during priority registration.

In comparison to the previous year, there was an increase in priority enrollment for each term. In summer 2015 priority registrations increased by **70** students. In fall 2015 the increase was **191** students and in spring 2016 the number of students registering during priority registration increased by **58** students.

- **Administrative Enrollment:** The Office of the Registrar performs administrative enrollment into classes in the form of adds, drops, or swaps for both current enrollment periods and also historical periods to update student records with prior degree and course information. The office performed **17,115** manual class enrollments during 2015/2016, an decrease of 569 from the previous year.
- **Final Exam Policy:** In support of the fall 2015 final exams the office sent out **2,582** emails with supporting documentation and for the spring 2016 term another **2,227** emails were generated to inform the students of their ability to adjust their finals schedule due to multiple daily finals as defined by policy.

## REPORTING AND SUPPORT

- **Reporting Production:** Reporting staff supported the Office of the Registrar by running scheduled reports and creating new reports as needed. Staff worked throughout the year to consolidate query outputs, refine queries, and discontinue obsolete queries. Staff wrote, tested and implemented several new Microsoft Access Macros. Each macro is designed to 'run' a series of queries. There were **104** different entries scheduled on the Production Calendar over the course of the year. Over **8,000** runs were scheduled on the Production Calendar during the year, with approximately **12,800** outputs created. There were **62** external reports processed during the year (including Alumni, honor societies, military recruiters, etc.). On average, **50-70** UAConnect production processes were scheduled on a nightly basis.
- **Computer Support:** During the course of the year, staff documented the following support assistance via on site, phone, email and jabber for the Office of the Registrar at UPTe and HUNT.
  - **Hardware** – **460** issues documented (installs, repairs, troubleshooting/research, updates/upgrades, moves/setups, surplus), **Network** – **52** issues documented (troubleshooting, RDC, VPN, wireless, printer and LAN), **Software** – **752** issues documented (installs, troubleshooting/research, upgrades/updates, adware/virus issues, database builds/converts/changes and special query requests).

- o **Computer Equipment Inventory:** During the course of the year, staff documented the following assistance with **pricing/purchasing** of new computer equipment/supplies and the surplus of old equipment. The staff also kept **inventory** records for the year that included tagging and entering new inventory, documenting inventory that was moved between different offices at UPTE and also moved from UPTE to HUNT. It included documenting the **removal** and/or **surplus** of any replaced/outdated equipment that was no longer in use by the Office of the Registrar at UPTE and HUNT. It included the **storage** of computer equipment used as backup/replacement for UPTE and HUNT.
- o **Pricing and Purchasing and Installing:** 6 Dell Desktop Computers, 1 Dell laptop, 3 Dell monitors, 3 Monitor stands, 1 Apple iPad Air, 1 Microsoft Surface Pro 4, 5 Microsoft Ergo Keyboards, 1 Logitech Wireless Mouse, 1 Dell Laptop battery, 19 Memory Upgrades, 3 Portable drives, 1 SnagIt 12 software upgrade, 47 Adobe Acrobat Pro 11 license for install, 10 network cables, 15 video cables and adapters, 2 network switch and 1 speaker set.
- o **Surplus:** 0 surplus consisting of 0 items completed during the 2015/2016 fiscal year.
- **Website Updates:** Routine maintenance and updates continue. Over 200 web page changes were made during the last year.

## UACONNECT SECURITY

- Staff supported the Office of the Registrar by evaluating security requests and assigning appropriate security roles to campus users of UAConnect. New security roles were created and assigned to users as needed. Staff manually evaluated and processed numerous requests for assistance with Instructor Advisor access, processed 330 user requests for new or additional access to UAConnect that were not Instructor Advisor access, and evaluated 6 BASIS/UAConnect security comparison reports which resulted in the manual evaluation of 178 individuals.

## DATA INTEGRITY

- Identified and corrected over 8,800 data integrity issues revolving around students' records.
- A crucial component that affects several areas of UAConnect is the uploading of information for faculty and staff conducted in a nightly process. Over 31,600 of these records were loaded into UAConnect this past year with over 3,800 needing some attention for item resolution.
- Ensure accurate transfer credit posting for over 3,300 students whose work have been entered but who had not yet been matriculated.
- Maintain athletic student groups to ensure holds are removed or added in a timely manner (over 2,750).
- Assisted the Office of Admissions with over 700 changes to students' admit terms and application status changes.
- Completed over 6,000 changes to correct student data for National Student Clearinghouse submitted files.

## ACADEMIC ADVISEMENT

- **Administrative Academic Advisement Reports: 13,655.** These reports are used by some colleges for advising purposes, and other colleges for degree clearance, but the majority were used to "seed" reports for new students.
- **Self-Service Advisement Reports: 1,631** reports generated by students through ISIS.
- **Core Check Advising Reports Produced: 6,045** students (each of these ran 4-5 times per student through the reporting period for the Fall and Spring graduation ceremonies). These reports were processed for current and future applicants for graduation and used to validate the completion of University requirements and the State Minimum Core for undergraduate applicants.



## NEW DEGREE AUDIT

- **Encoding: 443** program plans were re-coded. All majors, minors, concentrations, and honors plans for the six undergraduate colleges were completed.
- **Projects: 20** projects were completed that added functionality and/or enhancements to the new degree audit. Major projects included:
  - o Added option to sort courses within each section by subject or grade
  - o Added functionality to make exceptions for minors not attached to colleges
  - o Added additional functionality to adjust security behind making exceptions
  - o Captured courses with incomplete grades and moved to “courses not used”
  - o Identified courses with “D” grades to total and display for users
  - o Identified courses ineligible to prevent them being used in exceptions
- **Degree Audits Generated: 2,281** audits were run with only one college going live in November. Administrators ran **1,753** and students in WCOB ran **913**.

## UACONNECT STUDENT RECORDS PROJECTS

The Office of the Registrar’s staff completed 104 projects (including 29 enhancements for the Degree Audit) throughout the year. Projects completed reflect the Office of the Registrar’s constant efforts to enable added functionality, maintain a stable and efficient database experience, and assist users across the campus. Some major projects are included below.

- Degree Audit: There have been many enhancements to provide additional information and functionality to the Degree Audit page. Some of these enhancements include: addition of Law and a few Graduate programs, new icons with matching legend to display degree status, inclusion of informational fields such as total credit hours and online credit hours, ability to view previous degree audits for inactive students, added what-if functionality, and added the ability for an advisor to directly email a student.
- Import of Blackboard Grades: Work began to allow instructors the ability to export their grade rosters from Blackboard and then upload them directly into their grade rosters in UAConnect. A successful pilot was completed for 2016 summer session I classes. Plans are to expand this functionality to all instructors beginning in summer session II.
- New Automated Communications Toolset: Our office is exploring new communication methods to actively engage students and faculty and keep them better informed of any changes. To ensure that communications are timely, and to limit staff resource expenditures, all of our new communications are assigned and generated automatically. To view a list of communications created for this fiscal year, please see the grid below.

## OTHER PROJECTS COMPLETED:

- o Updated the credit hours required to apply for graduation (from 85 to 95)
- o Moved the ‘official withdrawal’ link from the other academics drop down and placed it in the general area within Student Center for students
- o Updated the Advisee Student Center to remove the ‘official withdrawal’ link
- o Added certificate programs to the application for graduation
- o Created a new grading basis of pass or fail
- o Updated HogsAbroad extract to include previously enrolled students
- o Added honors plans to the Degree Clearance page
- o Modification to the Advisor Load process to facilitate auto population
- o Updated Housing Extract to accommodate multiple entries in a day
- o Removed room assignment data from Symplicity extract
- o Modified the Attendance Roster to accommodate active maintenance of attendance records
- o Added fields to capture statuses of ‘At Risk’ and ‘Never Attended’ and associated dates to the Attendance Roster
- o Modified date criteria to allow the request of a transcript on the last scheduled day of a term
- o Modified the UA Success extract to accommodate the initial limitations of having only 100 committees

- o Added date limiters for when colleges/departments can clear a degree for a term
- o Removed 'top 10%' limit and added new sub folders for the Dean's List extract
- o Adjusted the enrollment capacity criteria to accommodate combined classes
- o Added photos to the Star Rez extract
- o Removed SILC staff and faculty from the HPER extracts
- o Added a field to the Degree Clearance page to indicate statuses of: completed, enrolled, or unmet from the degree audit page
- o Modified the Air Force MTA extract to accommodate additional fields
- o Added a link to the athletic pass in Student Center
- o Added fields to the Academic Works extract
- o Created an administrative page to facilitate the change, addition, or deletion of syllabuses
- o Added College Scheduler link to the Advisor Center
- o Multiple enhancements to the Blackboard extract
- o Added new flags to the affiliates page to accommodate instructor type, an advisor flag, and a flag to exclude from the directory\
- o Modified the UA Acad Plan and UA Acad Sub Plan pages to include options for multiple delivery formats
- o Added a new degree type of 'Advanced Certificate'

## New Communications – Students

Title	Topic	Message
R02	Bounced Emails	Request for students to update email address. Generated automatically, printed, and mailed.
R20	Academic Standing Change	Email notifying students of new standing, specific to individual standing status.
R21	Academic Standing Early Warning	Email reminder sent mid-term to students at risk of receiving a negative academic standing.
R30	Grade Forgiveness Processed	Email notifying students of a change due to grade forgiveness.
R31	Class Attendance - Student	Email notifying students of an attendance status of "At Risk" or "Never Attended" related to an enrolled class.
R33	Change in Class Meeting Pattern	Email notifying students that a class attribute has changed (meeting location, time, day, etc.).
R35	Enrollment or Grade Change	Email containing summary of all enrollment changes or grade submissions.

## New Communications – Faculty

Title	Topic	Message
R50	Grade Roster Reminder	Email reminder to faculty who have not submitted grades that rosters are due to be finalized.
R51	Class Attendance Confirmation	Confirmation email summarizing the students the faculty member entered attendance status for the previous day.
R52	Class Attendance Summary	Summary of the current attendance status for each student in the faculty member's class. Generated several times per semester.