


FALL 2016	4,967 FRESHMEN			106%	87.5%	52.7%	73.5%
	AVERAGE ACT: 26 HIGH SCHOOL GPA: 3.68	Freshmen with a HS GPA of 3.75 or higher 44.6%	Freshmen with an ACT score of 30 or higher 18.6%	AP credit increase since 2009	growth since 2009 of freshmen with a high school GPA of 3.75 or higher	growth since 2009 of freshmen with an ACT score of 30 or higher	increase in the number of students eligible to participate in the HONORS COLLEGE (3.5 GPA/28 ACT)
			10th	Fastest-growing national public university <small>(Chronicle of Higher Education)</small>			

2016-2017 Annual Report

Enrollment Services Division comprises a group of professional service units dedicated to recruiting and supporting students at the University of Arkansas. These units include the Office of Admissions, the Academic Scholarship Office, the Office of Financial Aid, the Office of the Registrar, and the Office of Nationally Competitive Awards. During the 2016-2017 academic year, Enrollment Services staff worked collaboratively to serve the division's mission to enroll, support, and graduate a diverse group of academically prepared students.

The incoming class of 2016 joined a record-setting student body. In fall 2016, the University of Arkansas welcomed its largest-ever overall enrollment of 27,194 students. This group included a cohort of **4,967 first-time, degree-seeking new freshmen**. Of these, **2,433 were students from Arkansas, and diversity in the student body also increased, growing 3.9% to 19.1% overall.**

In addition to joining the largest class to date, students in the fall 2016 freshman cohort continued to demonstrate increased academic preparedness when compared to previous freshman cohorts. In key measurements, the number of students enrolling with an ACT score of 30 or higher **increased 52.7%** between 2009 and 2016 (Enrollment Services Division formed in 2009). Likewise, the number of new freshmen enrolling with a high school GPA of 3.75 or higher has **increased 87.5%** in the same time period. The number of students eligible to participate in the Honors College (3.5 GPA/28 ACT) has correspondingly **increased 73.5%**.

Enrollment Services Division works to attract and support prospective students through the application process to enrollment and through post-graduate studies. The following is a brief summary of Enrollment Services Division's significant strategic activities during the 2016-2017 academic year.

ADMISSIONS

During the 2016-2017 academic year, Office of Admissions recruitment staff attended more than **1,300 off-campus recruiting events** and welcomed more than **10,000 students to campus for visits** (an increase of nearly 800 students since last year). Staff coordinated and attended a series of college fairs, high school visits, special events, on-campus visits, and college preview days to communicate to prospective students regarding the University of Arkansas. In Arkansas, recruiters completed **266 high school visits**, conducted **55 counselor visits**, presented at **42 awards ceremonies**, and attended **93 college fairs and additional events**.

Additionally, the Office of Admissions continued to strategically increase its staff and recruiting presence throughout the state. In addition to hiring five new recruiting staff, the office established a full-time recruiting position to serve Little Rock, Arkansas, and the surrounding area. Admissions also continues to work in coordination with Global Campus and The Center for Multicultural and Diversity Education to provide robust support to interested students in Arkansas. During the summer of 2016, Admissions staff supported outreach and communication to the first Accelerate Student Achievement Program (ASAP) cohort, and Admissions staff — especially the Eastern Arkansas

Senior Assistant Director of Recruitment – continues work to inform first-generation students in Arkansas about the opportunity to participate in ASAP.

The Admissions communication team reached more than **318,000 individual contacts** (prospective students and their parents), sending more than **1.5 million emails** and **4,032 text messages** through the office’s CRM platform during the course of the year. Admissions staff also placed more than **22,600 outreach phone calls** during the year. In addition to planned communication, admissions staff corresponded daily with students and parents involved in the campus visit, application, admission, orientation, or enrollment process. The office’s recruitment activities were subsequently supported by multichannel efforts that included traditional print advertising in Arkansas, direct mail, text messaging, and social media outreach.

In addition to serving new freshman students and their families, the Office of Admissions also connected with students interested in transferring to the university. Admissions staff in Transfer Central participated in a total of 40 outreach events – an increase of 5.3% over last year. The transfer team also worked with area counselors to reach out to prospective transfer students, offering site visits, campus visits, and preview days for interested students.

New Student Orientation staff within the Office of Admissions offer support to incoming students as they transition into campus and academic life at the University of Arkansas. During 2016-2017, New Student Orientation offered 21 summer orientation sessions for admitted students and additional opportunities during the spring semester. Overall, the orientation team served **a total of 12,564 students and guests** during the summer orientation season. Transfer and online-only students also had access to transfer-specific and online orientation resources.

ACADEMIC SCHOLARSHIPS

The Academic Scholarship Office serves both prospective and current 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 factors that include overall GPA, ACT (or SAT) score and academic rigor. Candidates also submit an application essay and list of activities, as well as letters of recommendation when applying for fellowships.

A total of 6,642 students applied for scholarships. Applications were reviewed by Enrollment Services staff and campus partners. Of these applicants, 1,327 reported a high school GPA of 4.0 or higher coupled with an ACT of 30 or higher (or SAT equivalent). **Arkansas residents received 2,419 new freshman scholarship offers**, while out-of-state students received 561 scholarship offers, a total of 2,980 scholarship offers. In 2016, **\$15.5 million in state funding** was awarded to a total of 4,338 students, an average award of \$3,475 per student.



In 2016, **5,608 Arkansan undergraduates were awarded financial aid, and 60.1%, on average, of their need was met**. In actual dollars, the average remaining need was \$8,003 per student. Travel and personal expenses equal approximately \$4,000 per year. Even after removing these costs, the average unmet need per student was \$4,000. Furthermore, the average University of Arkansas loan debt for undergraduates is \$21,911 at graduation. **The**

Advance Arkansas Scholarship, a \$4,000 per year award that is currently being created for talented students with need, will substantially address unmet need and greatly reduce loan debt among Arkansas students.

FINANCIAL AID

The Office of Financial Aid manages need-based aid and compliance with federal and state regulations. Staff in the Office of Financial Aid seek to support prospective and current students with education and resources related to financial aid opportunities. Such support takes the shape of one-on-one meetings with students, as well as broader educational outreach efforts managed in coordination with the Office of Admissions and other campus partners. During the year, Office of Financial Aid staff met with more than 14,100 students and responded to nearly 47,000 inbound calls. A total of **18,359 students received \$224,415,467 in funding** for 2016-2017.

	Federal Aid	Institutional Aid	Outside Aid	State Aid	Total
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
2017	\$129,331,700	\$42,871,766	\$25,704,956	\$26,507,043	\$224,415,497

REGISTRAR

The Office of the Registrar supports University of Arkansas students throughout their time at the university, from application to graduation. In service of this broad mission, the Office of the Registrar seeks to provide reliable, convenient, and robust technological solutions to the campus community to manage tasks ranging from transcript intake and pre-enrollment to degree auditing and commencement planning.

During the 2016-2017 academic year, Registrar staff completed a number of initiatives designed to provide additional and improved support to the campus community. Namely, the office made key improvements to allow more streamlined processing and posting of AP test scores and credit awards, improvements that reduced overall processing time from six weeks to just three days. Likewise, the Registrar continued to streamline the pre-enrollment process, **enrolling 4,880 new freshmen** into nine hours of credit prior to New Student Orientation. As with previous years, the pre-enrollment process allows for faster and more accurate student advising during orientation sessions and aids in campus class planning.

In an improvement that likewise brought increased functionality and efficiency, the Office of the Registrar worked with U of A Information Technology and Global Campus to provide additional integrations between BlackBoard and UAConnect to allow instructors to directly upload grades from BlackBoard to UAConnect, a process that greatly reduces processing time and staff workload. Notably, the Office of the Registrar received the Staff Senate Outstanding Staff Team Award for changes made to improve room scheduling processes for Supplemental Instruction sessions offered by CLASS+.

NATIONALLY COMPETITIVE AWARDS

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 2016-2017 academic year, U of A students earned **nearly \$2 million** in competitive funding. Students earned awards on both the state and national levels and were recognized for their commitment to academic excellence, innovative research, public service, leadership, and community involvement.

During the last year, U of A students received several of the nation's most prestigious scholarships and fellowships, including the Fulbright Scholarship, National Science Foundation Graduate Research Fellowship, Truman Scholarship, Gilman Scholarship, and Schwarzman Scholarship. Students were also named finalists and honorable mentions for such programs as the Rhodes Scholarship, Gates Cambridge Scholarship, and Goldwater Scholarship. In total, U of A students have received 77 Fulbright Scholarships, 128 National Science Foundation Graduate Research Fellowships, 52 Goldwater Scholarships, 23 Truman Scholarships, 10 Rhodes Scholarships, 9 Udall Scholarships, 7 Marshall Scholarships, 4 Gates Cambridge Scholarships, and 953 Student Undergraduate Research Fellowships offered by the state of Arkansas.

In a review this year of the university's national standing, the Office of Nationally Competitive Awards staff found that the U of A continues to be ranked among top institutions for the number of merit-based scholarships students win. In particular, **the university's overall number of Truman Scholars places the U of A first in the SEC and in the top 10 nationally among public institutions.** When all institutions are considered, the U of A ranks in the top 25 for all public and private universities. Likewise, the U of A's overall number of Goldwater Scholars ranks the university 2nd in the SEC, 18th nationally among public institutions, and in the top 35 among all public and private institutions. Finally, the university's overall record of Marshall Scholars places the U of A 2nd in the SEC and among the top 25 public institutions.

LOOKING AHEAD

In summary, Enrollment Services Division accomplished a number of key goals in service of the University of Arkansas' core mission during the 2016-2017 academic year. Looking ahead to the coming year, Enrollment Services continues to work collaboratively to serve the needs of prospective students, current students, and the University of Arkansas community. A key goal for the year is to continue to improve the efficiency and timeliness with which the division serves prospective and current students. To accomplish this goal, Enrollment Services aims to implement a number of technology infrastructure improvements that will enhance the ways in which staff communicate with students and manage processes related to application, enrollment, and classroom resource management. In particular, staff in the Office of the Registrar and UAConnect are continuing work to complete upgrades to PeopleSoft 9.2, a version improvement that will allow students and staff a cleaner, more intuitive interface with UAConnect and bring additional functionalities. The Office of the Registrar is also working to implement CLSS – CourseLeaf Section Scheduler, a software platform designed to streamline classroom management for users, allow improved reporting, and ensure better resource compliance.

The Office of Admissions, along with the Academic Scholarship Office, is also beginning the review process to consider options for upgrading Hobsons Connect, the CRM presently in place to manage communication and scholarship application review for prospective students. Staff in these offices are currently reviewing Technolutions Slate, an admissions-specific CRM favored by many of our peer institutions. In particular, Slate offers recruiters and admissions staff the improved ability to track application and prospect activity in real time and promises to improve the timeliness and personalization of communication and support offered to prospective students. Admissions is also hiring a new regional recruiter in the West Memphis area to increase visibility in the eastern part of the state and to increase efforts to help students successfully transition to the University of Arkansas, and thereby increase student success—one of the campus's guiding principles that informs all of our work in Enrollment Services.

Professional Activity

BOOK PUBLICATION

McCray, Suzanne, Brzinski, Joanne, eds. (2017). *Roads Less Traveled and Other Perspectives on Nationally Competitive Scholarships*, University of Arkansas Press.

PRESENTATIONS

NATIONAL REFEREED

McCray, Suzanne, Coon, Lynda, Brigham, C., & Boyd, Terrance (2016, November). Broadening Access to Honors Opportunities: Alternative Approaches to Including Exceptional Students from Diverse Communities. National Collegiate Honors Council (NCHC) Conference, Seattle, WA.

McCray, Suzanne, Pittman, Noah, & Coon, Lynda (2016, November). Working Together for a Common Purpose: Coordinating New Honors Student Recruitment Efforts on Your Campus. National Collegiate Honors Council (NCHC) Conference, Seattle, WA.

NATIONAL INTERVIEW

McCray, Suzanne. Interviewed in Weintraub, A. (2016 Edition). How a MOOC Can Buff Your Creds? Best Colleges 2016 [Special Issue]. U.S. News and World Report.

REGIONAL REFEREED

Carr, Robin & Murphy, Cliff (2017, February). Updating Your Business Practices. Southern Association of Collegiate Registrars and Admissions Officers Conference, St. Petersburg, FL.

Kulczak, Lisa (2017, February). Wearin' the T-Shirt. Southern Association of Collegiate Registrars and Admissions Officers Conference, St. Petersburg, FL.

Power, Taylor (2016, July). Transitioning from High School to College. Arkansas School Counselor Association (ArSCA) Summer Conference, Hot Springs, AR.

NATIONAL PROFESSIONAL AND SERVICE ACTIVITY

Fowler, Jennifer (2016, November). Guest Speaker, Independent Educational Consultants Association (IECA) Annual Conference, New Orleans, LA.

McCray, Suzanne (2016, December). Panelist, College Board Enrollment Managers Roundtable, New York City, NY.

McCray, Suzanne (2016, December). First-Round Reviewer, Critical Language Scholarship.

McCray, Suzanne (2017, May). College Board Advanced Placement Higher Education Advisory Committee.

McCray, Suzanne (2017, May). Participant, Truman Scholars Leadership Week. William Jewell College, Liberty, MO.

McCray, Suzanne (2017). Morris K. Udall National Scholarship Selection Committee.

McCray, Suzanne (2017). National Association of Fellowships Advisors (NAFA) Communication Committee.

REGIONAL PROFESSIONAL AND SERVICE ACTIVITY

Bloss, Mary-Ann (2017). Assistant Chair, Project & Change Management Advisory Group, Oracle/PeopleSoft Higher Education Group (HEUG).

Bloss, Mary-Ann (2016-2017). Member, Planning Committee. South Central Regional User Group (SCHRUG) Conference.

Bloss, Mary-Ann (2017). Product Council, Oracle/PeopleSoft Higher Education User Group (HEUG).

Bloss, Mary-Ann (2016). Vendor and Communications Chair, South Central Regional User Group (SCHRUG) Conference.

Carr, Robin (2017). Committee Member, Informational Technology. Southern Association of Collegiate Registrars and Admissions Officers.

Dawson, Dave (2017). ERP Steering Committee, UA System and UAF Campus.

Hildebrand, Garrick (2016). Member, National Selection Panel. Gilman Study Abroad Scholarship Program.

Jennings, Karen (2017). Chair, Project & Change Management Track. South Central Regional User Group (SCHRUG) Conference.

Jennings, Karen (2016-2017). Member, Planning Committee. South Central Regional User Group (SCHRUG) Conference.

McCray, Suzanne (2016). Arkansas Governor's Committee on College Affordability.

McCray, Suzanne (2017, September). Chair-Elect, College Board Southwestern Regional Council.

Mitchell, Jean (2017). Chair, Academic Calendars, Scheduling, and Publications. Southern Association of Collegiate Registrars and Admissions Officers.

Mitchell, Jean (2017). Vice President for Records, Arkansas Association of Collegiate Registrars and Admissions Officers.

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

Stouffer, Wendy (2017). Chair, Scholarship Policy Committee.

Stouffer, Wendy (2016-2018). College Board Southwestern Regional Council (elected).