



# 2017-2018 Enrollment Services Annual Report

## FALL 2017

FRESHMAN ENROLLMENT **13<sup>th</sup>**  
**5,065** Fastest-growing public university  
(Chronicle of Higher Education)

AVERAGE ACT: **26** Freshmen with a HS GPA of **3.75** or higher **45.8%** Freshmen with an ACT score of **30** or higher **20%**  
HIGH SCHOOL GPA: **3.69**

**125%** growth since **2009** of freshmen with an ACT score of **30** or higher  
**85.4%** growth since **2009** of freshmen with a HS GPA of **3.75** or higher

**94%** increase since **2009** in the number of students eligible to participate in the Honors College  
**128%** AP credit increase since **2009**

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 2017-2018 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.

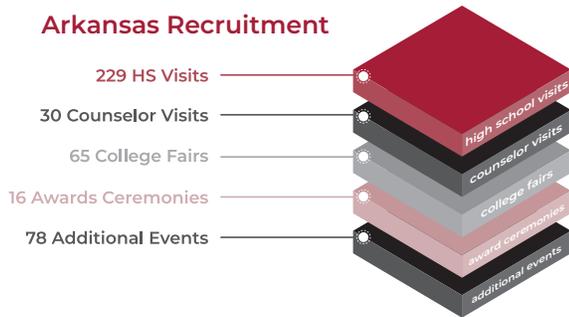
The incoming class of 2017 joined a record-setting student body. In fall 2017, the University of Arkansas welcomed its largest-ever overall enrollment of 27,558 students. This group included a cohort of **5,065 first-time, degree-seeking new freshmen**. Of these, **2,476 were students from Arkansas, and diversity in the student body also increased, growing to 19.5% overall**.

In addition to joining the largest class to date, students in the fall 2017 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 10% between 2016 and 2017 and 85% between 2009 and 2017** (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 5% year over year and 125% between 2009 and 2017**. The number of students eligible to participate in the Honors College (3.5 GPA/28 ACT) has correspondingly **increased 94% overall**.

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 2017-2018 academic year.

# Admissions

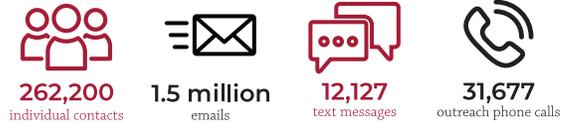
During the 2017-2018 academic year, Office of Admissions recruitment staff attended more than **1,000 off-campus recruiting** events and welcomed more than **10,200 students to campus for visits** (an increase of nearly 200 students since last year). Staff coordinated and attended a series of college 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 **229 high school visits**, conducted **30 counselor visits**, presented at **16 awards ceremonies**, and attended **65 college fairs and 78 additional recruitment 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 Eastern Arkansas and the surrounding area. Admissions 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. Additionally, Admissions staff continued to support recruiting, outreach, and communication to the 2017 and 2018 Accelerate Student Achievement Program (ASAP) cohorts. Working collaboratively throughout the state, the Admissions team maintains a constant recruiting presence in Little Rock and Eastern Arkansas to ensure that all Arkansans have the support they need to access opportunities at the University of Arkansas.

The Admissions communication team reached more than **262,200 individual contacts** (prospective students and their parents), sending more than **1.5 million emails** and **12,127 text messages** through the office’s CRM platform during the course of the year. Admissions staff also placed more than **31,677 outreach phone calls** during the year, including **17,841 calls to Arkansas students**.

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 order to continue to enhance outreach and support for prospective students in Arkansas and beyond, Enrollment Services led an initiative, beginning in the fall of 2017, to update the Office of Admissions’ CRM platform. As a part of this effort, staff in Enrollment Services worked collaboratively with staff from the Graduate School and Global Campus to secure and begin implementation of Technolutions’ Slate CRM, the leading provider serving more than 800 institutions. Not only has this effort created productive opportunities for inter-office collaboration and efficiencies, but it has also positioned the University of Arkansas to continue to offer top-notch service to prospective undergraduate, graduate, and international students.

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 50 outreach events – an increase of 22% compared to 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 2017-2018, 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 7,179 students** (plus parents and guests) during the 2017-18 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 6,361 students applied for scholarships. Applications were reviewed by Enrollment Services staff and campus partners. Of these applicants, 1,396 reported a high school GPA of 4.0 or higher coupled with an ACT of 30 or higher (or SAT equivalent).

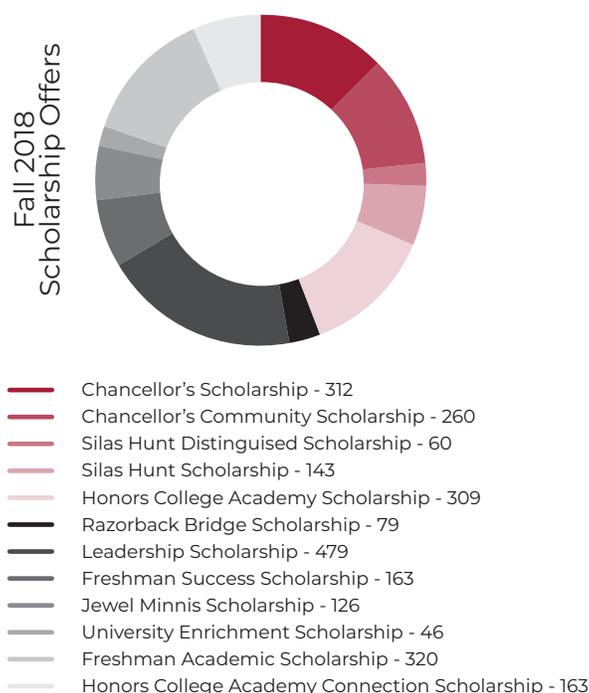
**Arkansas residents received 2,032 new freshman scholarship offers**, while out-of-state students received 418 scholarship offers, a total of 2,450 scholarship offers.

**In 2017-2018, Arkansas students received a total of \$23,386,224 in institutional aid.**

During this same time, a total of **5,808 Arkansas students had remaining unmet need.**

Institutional aid represents a combination of need-based and merit aid. Such support, including new programs such as the Advance Arkansas Scholarship and the Accelerate Student Achievement Program (ASAP), is vital to ensure that talented students from

Arkansas – including those with need – have more of the resources they need to pursue their academic and career goals at the University of Arkansas and graduate on time and prepared to give back to the state.



## 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 15,290 students. A total of **\$238,234,542** in funding was disbursed to **18,645** students in 2017-2018. State program funding totaled \$28,650,939. Approximately 65% of enrolled students received aid.

	Federal Aid	Institutional Aid	Outside Aid	State Aid	Total
<b>2014</b>	\$121,233,896	\$36,079,433	\$16,435,010	\$29,697,179	<b>\$203,445,518</b>
<b>2015</b>	\$125,352,995	\$36,935,830	\$18,042,551	\$27,566,265	<b>\$207,897,641</b>
<b>2016</b>	\$125,755,915	\$39,408,675	\$22,303,831	\$27,165,201	<b>\$214,633,622</b>
<b>2017</b>	\$129,331,700	\$42,871,766	\$25,704,956	\$26,507,043	<b>\$224,415,497</b>
<b>2018</b>	\$130,169,468	\$48,935,337	\$30,481,562	\$28,650,939	<b>\$238,234,542</b>

## 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 2017-2018 academic year, Registrar staff completed a number of initiatives designed to provide additional and improved support to the campus community. The office continued to make key improvements to campus systems, improving processes for transcript ordering, commencement logistics, diploma distribution, AP credit awarding, and more. Additionally, the Office of the Registrar supported implementation of the UAConnect 9.2 upgrade. Notably, staff also designed, tested, and implemented the **U of A's new Transfer Planning Tool**, an online database that will streamline the planning and enrollment process for prospective transfer students. Likewise, the Registrar continued to streamline the pre-enrollment process, **enrolling 4,906 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.

## 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 2017-2018 academic year, U of A students earned more than **\$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 Marshall Scholarship, Goldwater Scholarship, Fulbright Scholarship, National

Science Foundation Graduate Research Fellowship, National Institutes of Health Fellowship, Critical Language Scholarship, and Gilman Scholarship. In total, U of A students have received 80 Fulbright Scholarships, 132 National Science Foundation Graduate Research Fellowships, 53 Goldwater Scholarships, 23 Truman Scholarships, 10 Rhodes Scholarships, 9 Udall Scholarships, 8 Marshall Scholarships, 4 Gates Cambridge Scholarships, and 994 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 **1st 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

Enrollment Services Division accomplished a number of key goals in service of the University of Arkansas' core mission during the 2017-2018 academic year. Of special note are ongoing efforts to grow and support recruitment for students of diverse and historically underrepresented populations. As a part of these efforts, Enrollment Services has worked to enhance and expand a team of recruiters specifically serving diverse populations. Additionally, Enrollment Services staff has worked strategically to provide superior support for transfer students, both by adding technical resources such as the Transfer Planning Guide and by structuring the Transfer Central Team to better respond to prospective transfer student needs. 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.

## Professional Activity

### Presentations:

National Refereed:

Carr, Robin (2018, February). Improve Advising and Student Success. HEUG Alliance Conference. Salt Lake City, UT, March 2018.

McCray, Suzanne (2017, June). A personal and professional journey: Moving the needle at the University of Arkansas. Women's Leadership in Higher Education. Baylor University, Waco, TX.

McCray, Suzanne (2017, July). Panel Moderator. Foundation talks: Awards for special populations. With Christine O'Brien (Ford Foundation), Jaclyn Sheridan (Pickering Foundation), Patricia Scroggs (Rangel Fellowships), and Craig Harwood (Soros Fellowship). National Association of Fellowships Biennial Conference, Philadelphia, PA.

McCray, Suzanne, Hayes, A., Baker, K. (2017, July). Bridging the gap: Increasing access to nationally competitive awards. National Association of Fellowships Advisors Biennial Conference, Philadelphia, PA.

McCray, Suzanne, Vardaman, V, Walter, K., Warrick, P. (2017, July). Campus-wide conversations: NAFA beyond scholarships. National Association of Fellowships Advisors Biennial Conference, Philadelphia, PA.

### National Professional AND Service Activity:

Langley, Jonathan (2017, December). First-Round Reviewer, Critical Language Scholarship.

McCray, Suzanne (2017, December). First-Round Reviewer, Critical Language Scholarship.

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

Voight, Emily (2017, December). First-Round Reviewer, Critical Language Scholarship.

### Regional Professional and Service Activity:

Bloss, Mary-Ann (2018). Chair, Project and Change Management Advisory Group, Oracle/PeopleSoft Higher Education Group (HEUG).

Bloss, Mary-Ann (2018). Product Council, Oracle/PeopleSoft Higher Education User Group (HEUG).

Bloss, Mary-Ann (2017). Vendor and Communications Chair, South Central Regional User Group (SCHRUG) Conference.

Bloss, Mary-Ann (2017-2018). Member, Planning Committee. South Central Regional User Group (SCHRUG) Conference.

Dawson, Dave (2017-2018). ERP Steering Committee for UA System and UAF Campus.

## Professional Activity, cont.

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

Jennings, Karen (2017-2018). Member, Planning Committee. South Central Regional User Group (SCHRUG) Conference.

McCray, Suzanne (2017-2018). Chair-Elect for the College Board Southwestern Regional Council.

Mitchell, Jean (2017-2018). Vice President for Records, Arkansas Association of Collegiate Registrars and Admissions Officers.

Mitchell, Jean (2017-2018). Chair, Academic Calendars, Scheduling, and Publications. Southern Association of Collegiate Registrars and Admissions Officers.

Patterson, Emily (2017-2018). Arkansas Delegate at Large, Southwestern Association of Financial Aid Administrators.

Wooldridge, Erin (2017-2018). Member at Large, Southern Association of Student Employment Administrators.