

2018-2019 Enrollment Services Annual Report

FALL 2018

FRESHMAN ENROLLMENT **#1**
5,005 FASTEST GROWING
 LAND GRANT
 UNIVERSITY
 (BLOOMBERG)

AVERAGE ACT: **26** Freshmen with a HS GPA of **3.75** or higher **50.0%** Freshmen with an ACT score of **30** or higher **22%**
 HIGH SCHOOL GPA: **3.72**

101% growth since **2009** of freshmen with an ACT score of **30** or higher
136% growth since **2009** of freshmen with a HS GPA of **3.75** or higher

101% increase since **2009** in the number of students eligible to participate in the Honors College **184%** 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 2018-2019 academic year, Enrollment Services staff collaborated to support the division's mission to enroll, support, and graduate a diverse group of academically prepared students.

In fall 2018, the University of Arkansas welcomed an overall class of 27,778 students, its largest ever. This group included a cohort of **5,005 first-time, degree-seeking new freshmen**. Of these, **2,494 were students from Arkansas. Diversity in the student body was 20% overall**. In addition to joining the largest student body to date, students in the fall 2018 freshman cohort continued a historical trend of increased academic preparedness when compared to previous freshman cohorts.

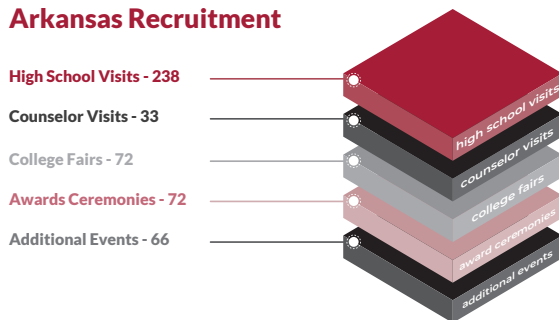
In key measurements, the number of students enrolling with an ACT score of 30 or higher **increased 8.5% between 2017 and 2018 and 101% between 2009 and 2018** (Enrollment Services Division formed in 2009). Likewise, the number of new freshmen enrolling with a high school GPA of 3.75 or higher has **increased 4.7% year over year and 136% between 2009 and 2018**. The number of students eligible to participate in the Honors College has correspondingly **increased 101% overall**. These statistics speak to a student body growing not only in size, but also in preparedness and ability. Such changes enrich both the campus and classroom experience for University of Arkansas students.

The following is a brief summary of Enrollment Services Division's significant strategic activities during the 2018-2019 academic year.

Admissions

During the 2018-2019 academic year, Office of Admissions recruitment staff attended **more than 1,000 off-campus recruiting events** and welcomed **more than 11,600 students to campus** for visits (an increase of 1,400 students since 2017). 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. To support student recruitment for the fall 2018 class, recruiters completed **238 high school visits**, conducted **33 counselor visits**, presented at **72 awards ceremonies**, and attended **72 college fairs** and **66 additional recruitment events in Arkansas alone**.

Arkansas Recruitment



Additionally, the Office of Admissions continued to strategically increase its staff and recruiting presence throughout the state. In addition to hiring seven replacement recruiting staff, the office established a full-time recruiting position for students from diverse and underrepresented populations. Admissions continues to work in coordination with Global Campus and The Center for Multicultural and Diversity Education to provide support to interested students in Arkansas. Additionally, Admissions staff supported recruiting, outreach, and communication to the students eligible to participate in the Accelerate Student Achievement Program (ASAP). 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 **355,900 individual contacts** (prospective students and their parents), **sending more than 2.1 million emails, 36,000 text messages, and 350,000 pieces of mail**. Admissions staff also placed more than **25,000 outreach phone calls** during the year, including **over 13,000 calls to Arkansas students**. And for the first time ever, student callers were equipped to answer

callbacks from prospective students, a development that increased the number of overall calls and promoted student-to-student interaction.

Admissions staff corresponds daily with students and parents involved in the campus visit, application, admission, orientation, or enrollment process. The office's recruitment activities are subsequently supported by multichannel efforts that included traditional print advertising in Arkansas, direct mail, text messaging, and social media outreach.



In order to provide outstanding support for prospective students, Enrollment Services continued work this year to implement an updated CRM platform, Technolutions' Slate. As a part of this effort, staff in Enrollment Services worked collaboratively with staff from the Graduate School and Global Campus to implement Slate as a coordinated CRM on campus. Not only has this effort created productive opportunities for inter-office collaboration and efficiencies, but it has also positioned the University of Arkansas to offer excellent service to prospective undergraduate, graduate, and international students.

As well as serving new freshman students and their families, the Office of Admissions has also worked to support students interested in transferring to the University of Arkansas. This year saw the creation of two key programs designed to support student transfer – the Transitions Academic Program (TAP) and the Arkansas Transfer Achievement Scholarship (ATAS). TAP supports incoming students who need additional academic preparation in order to attend the U of A. A partnership with Northwest Arkansas Community College, TAP allows eligible students to enroll in both institutions, with the end goal of transferring to the U of A as degree-seeking, full-time students. Likewise, the Arkansas Transfer Achievement Scholarship supports students who transfer to the U of A with an associate's degree from a UA system community college. Together, these programs are helping the U of A offer robust opportunities to students in Arkansas and beyond.

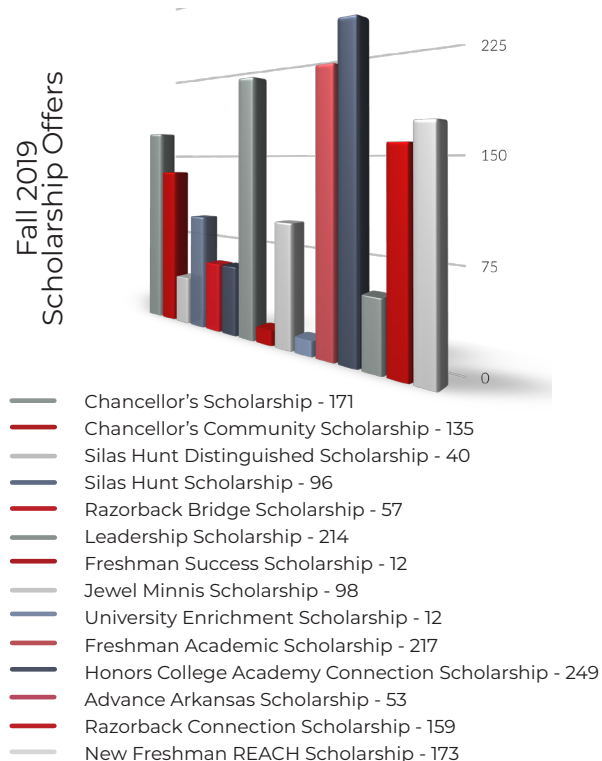
New Student Orientation staff within the Office of Admissions offer support to incoming students as they transition into campus and academic life at the University of Arkansas. During 2018-2019, New Student Orientation staff welcomed **a total of 6,095 students (plus 4,725 parents and guests)** to campus. Transfer and online-only students also had access to transfer-specific and online orientation resources.

higher coupled with an ACT of 30 or higher (or SAT equivalent). **Arkansas residents received 1841 new freshman scholarship offers**, while out-of-state students received 155 scholarship offers, a total of 1,996 scholarship offers.

Academic Scholarships

The Academic Scholarship Office serves both prospective and current students seeking merit- and need-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. Need is also considered.

A total of 5,260 prospective students applied for scholarships. Applications were reviewed by Enrollment Services staff and campus partners. Of these applicants, 1,269 reported a high school GPA of 4.0 or



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 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 13,541 students. A total of **\$244,489,723** in funding was disbursed to **18,050 students** in 2018-2019. State program funding totaled \$29,689,046. Approximately 65% of enrolled students received aid.

	Federal Aid	Institutional Aid	Outside Aid	State Aid	Total
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
2018	\$130,169,468	\$48,935,337	\$30,481,562	\$28,650,939	\$238,234,542
2019	\$129,234,485	\$50,056,656	\$35,509,536	\$29,689,046	\$244,489,723

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 transfer transcript intake and pre-enrollment to degree auditing and commencement planning.

During the 2018-2019 academic year, Registrar staff completed a number of initiatives designed to provide improved support to the campus community. The office continued to make key improvements to campus systems, improving processes for advising, AP & IB awarding, course scheduling, degree auditing, and more. Staff also designed, tested, and **released the U of A's new Transfer Planning Tool**, an online database that streamlines the planning and enrollment process for prospective transfer students. Transferring students can now evaluate coursework from 3,481 institutions. Likewise, the Registrar continued to streamline the pre-enrollment process, **enrolling 4,617 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. Finally, the Registrar's Office led an initiative to update the math placement exam process on campus, migrating from Pearson's eCollege solution to ALEKS.

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 2018-2019 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 Goldwater Scholarship,

Truman Scholarship, Pickering Foreign Affairs Fellowship, Fulbright U.S. Student Scholarship, National Science Foundation Graduate Research Fellowship, Critical Language Scholarship, and Gilman Scholarship. In total, U of A students have received 83 Fulbright Scholarships, 135 National Science Foundation Graduate Research Fellowships, 56 Goldwater Scholarships, 24 Truman Scholarships, 10 Rhodes Scholarships, 9 Udall Scholarships, 8 Marshall Scholarships, 4 Gates Cambridge Scholarships, and 1,038 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 2018-2019 academic year. Of special note are ongoing efforts to continue to expand support for students in Arkansas, especially underrepresented, first-generation, and transfer students. With the creation of the Arkansas Transfer Achievement Scholarship, and the continued development of transfer planning resources, the U of A is poised to increase transfer opportunity and support on campus. 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, both through the development of new platforms like Slate and the WCommon App and through increased recruitment presence in Arkansas and across the nation.