

2019-2020 Enrollment Services Annual Report



UNIVERSITY OF
ARKANSAS



Enrollment Services Division at the University of Arkansas leads recruitment and outreach to prospective students while also supporting the campus community in a number of ways, including the stewardship of scholarship funding, financial aid, and academic records. Working collaboratively, Enrollment Services – the Offices of Admissions, Academic Scholarships & Financial Aid, Transfer Central, the Registrar, New Student Orientation, and Nationally Competitive Awards – strives to recruit, retain, and support an academically prepared, diverse, nationally competitive student body. The following report outlines Enrollment Services’ activities and accomplishments during the 2019-2020 academic year in support of the incoming classes of 2019 and 2020.

In Fall 2019, the university welcomed more than 27,500 students to campus, including a new freshman cohort of 4,601 students. Of these students, 2,379 were from Arkansas, and 2,222 were non-residents. This was an 8% decline in degree seeking new freshmen and was due in a large part to increases in eligibility criteria for the New Arkansan Non-Resident Tuition Award. As the numbers dropped, Admissions scrambled to make up these numbers by taking the NRTA back to its original requirements. There was still an almost 400 student drop in enrollment, but the number would likely have been higher without this

27,559 2019 Total Enrollment

4,601 2019 Freshman Enrollment

3.72 2019 Average HS GPA

26 2019 Average ACT

Freshmen with a High School GPA of 3.75 or higher:



Freshmen with an ACT score of 30 or higher:



91%

Growth since 2009 of Freshmen with an ACT score of 30 or higher

111%

Growth since 2009 of Freshmen with a High School GPA of 3.75 or higher

172%

AP Credit increase since 2009

More than
22,600

AP credits received for 2019

98%

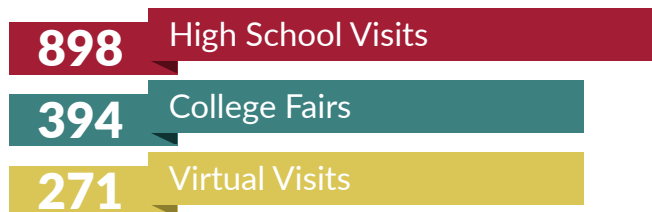
increase since 2009 in the number of students eligible to participate in the Honors College

change. Despite this drop, overall diversity in the student body increased to 20.4%. New freshman students continued to display significant levels of academic preparedness, in many cases building on positive trends apparent in earlier classes. The freshman class had an incoming GPA of 3.72 and an average ACT score of 26. Of the 4,601 new freshmen, 24% enrolled with an ACT score of 30 or higher, and 51% reported a 3.75 GPA or higher. Other indicators of academic preparedness also point to a freshman class ready to succeed as part of the Razorback community (see graphic page 1).

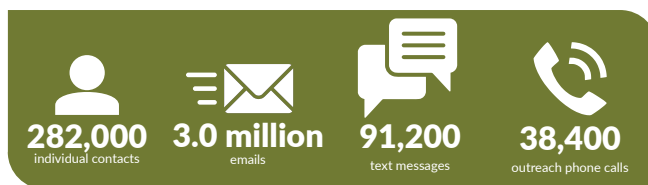
RECRUITMENT

During the 2019-2020 academic year, the Office of Admissions' recruiters attended more than 1,000 off campus recruitment events, including high school visits, college fairs, community events, and "coffee chats." Additionally, campus visit staff continue to expand and streamline processes for welcoming prospective students to campus to hear from admissions recruiters, visit academic departments, and tour campus with a student guide. By March 2020, nearly 7,400 students had visited campus during the academic year, as well as over 110 groups. Unfortunately, due to COVID-19 related closures, the office was unable to host spring break visits for students from Arkansas and Texas, traditionally our largest visit groups. The impact of this lack of key visits, as well as of campus visits and events throughout the summer and reduced visits in the fall, may be felt most in the 2021 new freshman fall class.

As public school schedules shifted to account for COVID-19 mitigation efforts, Admissions shifted to offer online events, including virtual counselor meetings, high school visits, and campus tours. Using tools available through Slate, the campus recruitment CRM, admissions counselors continued outreach to prospective students for Fall 2020 throughout the spring and summer, offering virtual campus preview days, academic college visits, and general introductions to campus in both synchronous and on-demand ways.



Building strategically on the Transitions Academic Program (TAP) and the Academic Transfer Achievement Scholarship (ATAS) program, Transfer Central staff increased both communication and in-person outreach to the prospective class of 2020. Offering virtual events such as Wooo Pig Mondays, aimed at community college partners, and regularly scheduled, topical webinars, Transfer Central staff have improved accessibility for prospective transfer students.



All of these efforts were supported by various channels of outreach. Communications sent approximately 3 million emails to 282,000 prospects during the 2019-2020 academic year, as well as 91,300 text messages, and nearly 349,000 pieces of mail. At the same time student callers and admissions recruiters together made 38,400 outreach calls to prospective students.

New Student Orientation staff, working collaboratively with campus academic advisors, adapted quickly to offer virtual orientation and advising sessions to incoming students for Fall 2020. Partnering with a third-party vendor, New Student Orientation developed and published a series of on-demand modules designed to familiarize students with key campus resources and opportunities. The office also collaborated with the campus Blackboard team, as well as other key offices, to offer students and their parents virtual breakout sessions aimed at allowing families to learn about campus and find answers to their questions in real-time. More than 5,000 students attended summer orientation, and the one-on-one advising sessions proved to be very well received and may be continued even once campus returns to a face-to-face orientation.

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 6,560 prospective students applied for scholarships. Applications were reviewed by Enrollment Services staff and campus partners. Of these applicants, 1,425 reported a high school GPA of 4.0 or higher coupled with an ACT of 30 or higher (or SAT equivalent). Arkansas residents received 2,685 new freshman scholarship offers, while out-of-state students received 716 scholarship offers, a total of 3,401 scholarship offers. Thanks to support from the Office of the Chancellor, Enrollment Services was able to offer an additional 844 scholarships to Arkansas students, compared to last year. Working with an infusion of \$5 million in scholarship dollars, the office

considered student need when allocating many awards and specifically used the funding with the goal of increasing the underrepresented student population on campus. This funding also allowed the office to award competitive scholarships to students with mid-range academic records who often enroll elsewhere in the state.

U of A students also received \$30,050,497 in Arkansas state aid. 480 students received work study aid and were employed in 86 different offices across campus.

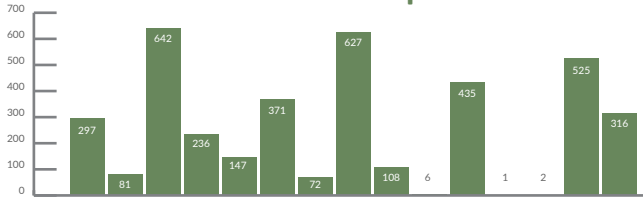
REGISTRAR

The Office of the Registrar supports University of Arkansas students throughout their time at the university, from application to graduation by providing 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 2019-2020 academic year, Registrar staff completed a number of initiatives designed to provide improved support to the campus community.

Registrar staff enhanced the degree audit process, while also increasing communication to current students regarding registration and enrollment. In the spring of 2020, the Office of the Registrar began the planning process for enrolling 4,766 new freshmen into nine hours of courses before the students arrived at orientation. Given constraints on in-person advising due to COVID-19 restrictions, enrollment support from the Registrar was instrumental in helping yield the class of 2020. The office's support in organizing safe and socially distant classroom space for the fall semester provided a key component in allowing face-to-face instruction during the semester.

The Office of the Registrar also played a vital role in helping campus adjust to COVID-19 mitigation efforts and closures. As remote teaching and learning became necessary in the spring, Registrar staff guided efforts to move to pass/fail grading, an initiative that has helped to greatly improve retention among Arkansan students. Additionally, staff supported virtual commencement for May 2020 graduates, collaborating with University Relations in the development of a website that recognized spring and summer 2020 graduation candidates and allowed them to submit images and messages online to celebrate. The office is currently planning a socially distanced face-to-face graduation ceremony (or ceremonies) for the fall of 2020.

Fall 2020 Scholarship Offers



1. Chancellor's/Merit - 297
2. Silas Hunt Distinguished - 81
3. Chancellor's Community - 642
4. Silas Hunt - 236
5. Secondary Offer Honors College Academy Connection - 147
6. Honors College Academy - 371
7. Razorback Bridge - 72
8. Leadership - 627
9. Freshman Success - 108
10. Advance Arkansas - 6
11. Razorback Connection - 435
12. \$3,000 First-Year Advantage - 1
13. Secondary Offer \$3,000 First-Year Advantage - 2
14. \$5,000 First-Year Advantage Room & Board - 525
15. Secondary Offer \$5,000 First-Year Advantage Room & Board - 316

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 7,814 students before COVID-19 mitigation efforts forced an office closure in the spring. The office then managed the distribution of \$7 million in CARES Act funding to students affected by the pandemic.

A total of 246,619,107 in funding was disbursed to 18,611 students in 2019-2020. State program funding totaled \$30,050,497, and approximately 65% of enrolled students received aid. Nearly 20% of students received Federal Pell Grant aid, totaling \$20,368,098.

Total Financial Aid Awarded by Year

	Federal Aid	Institutional Aid	Outside Aid	State Aid	TOTAL
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	\$224,415,465
2018	\$130,169,468	\$48,932,337	\$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
2020	\$126,681,954	\$52,034,218	\$37,852,438	\$30,050,497	\$246,619,107

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 levels and works to connect students with opportunities appropriate to their long-term academic and professional goals. In addition to offering 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).

During the 2019-2020 academic year, University of Arkansas students supported by ONCA received 7 National Science Foundation Graduate Research Fellowships, 6 Fulbright Scholarships, 1 Goldwater Scholarship, 1 National Defense Science & Engineering Graduate Fellowship, 1 Amgen Scholarship, and 14 Gilman Scholarships. Two students were also named Harry S. Truman Scholarship Finalists.

ONCA completed a review of the University of Arkansas' standing in several key scholarship programs. For the Harry S. Truman Scholarship, the U of A is ranked 1st in the SEC. An all-time total of 24 scholars places the university in the top 10 public institutions (t-9th) and in the top 25 (t-22nd) public and private institutions in the nation. For the Goldwater Scholarship, the U of A's 57 total scholars ranked 3rd (t-3rd) in the SEC, tied for 21st among public institutions, and tied for 36th among public and private institutions.

In two major post-graduate competitions for study in the United Kingdom, the Marshall Scholarship and the Rhodes Scholarship, the University of Arkansas is among the top 40 public institutions. Our record of 8 Marshall Scholars places the U of A in the top 25 (t-21st) public institutions and 2nd in the SEC. With a total of 10 Rhodes Scholars, the U of A is tied for 40th among public institutions.

U of A students have also received, in total, 97 Fulbright U.S. Student Awards, 142 National Science Foundation Graduate Research Fellowships, 9 Udall Scholarships, 4 Gates Cambridge Scholarships, and 1,057 Student Undergraduate Research Fellowships.

In addition to advising students, the office also continued its work with the Arkansas Reads initiative in both the fall and spring. In October 2019, Chancellor

Steinmetz, ONCA staff, and four undergraduate students delivered 7,000 books and 30 Kindle Fire tablets to Augusta Elementary in Augusta. In February, the office again partnered with the Panhellenic Council to collect over 2,000 books to be donated to a future partner school. It also received a Women's Giving Circle grant of \$5,600 and \$6,500 in additional support from other departments on campus for 2021 (or 2022 if needed) school visits.

The Office of Nationally Competitive Awards, in partnership with Admissions and the Honors College, also began coordinating and overseeing the University of Arkansas Advanced Placement Summer Institute, a summer training opportunity for high school AP teachers both in the state of Arkansas and beyond. In July 2020, ONCA virtually welcomed over 200 teachers, along with 13 consultants who led their courses through Blackboard Collaborate, where they received 30 hours of professional development training.

LOOKING AHEAD TO 2021

As Enrollment Services division continues to recruit and support the incoming classes of 2021, it does so as prospective students cope with unprecedented interruptions in teaching and learning, as well as testing cancellations that have affected both ACT and SAT exams. At the same time, interruptions in normal recruitment operations have meant fewer opportunities for recruiters to meet face-to-face with students. In this environment, students are greatly uncertain about the future, and this uncertainty is reflected in college search behavior. In year-over-year comparisons, application numbers are trending down for Fall 2021, and campus visit counts are (necessarily) lower.

In order to cope with these challenges, Enrollment Services will offer ample opportunities for prospective students to virtually visit campus, connect with recruiters, and attend preview days. Enrollment Services is offering test-optional admission for students who have yet to have the opportunity to complete the ACT/SAT. Under test optional guidelines, students will be able to apply and be admitted to the university before turning in test scores. As we continue to monitor testing opportunities, we are also exploring ways to effectively and equitably offer scholarships without test scores. Campus partners are also working to align with test optional policies in order to make it possible for students to continue to join the Honors College, enroll in appropriate classes, and qualify for programs normally requiring test scores.