



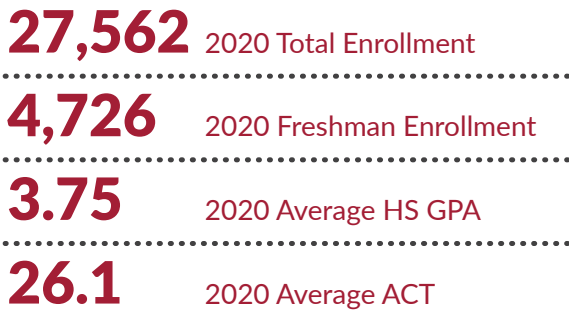
UNIVERSITY OF
ARKANSAS

2020-2021 Executive Enrollment Services Annual Report

During the 2020-2021 academic year (July 1, 2020 to June 30, 2021), Enrollment Services continued its mission to recruit and enroll a diverse, engaged, and academically prepared student cohort at the University of Arkansas. In August of 2020, the university welcomed a class of 4,726 first-time, degree-seeking new freshmen, along with a group of 1,328 transfer students. These students were well prepared to succeed, as outlined by several key academic metrics (see graphic 1). At the same time, Enrollment Services made significant progress in recruiting the Fall 2021 class, which promises to be the largest incoming class in university history.

As was the case across the University of Arkansas campus, Enrollment Services' staff carried out its work while adapting to challenges posed by COVID-19. Notably, traditional avenues for student recruitment, ranging from high school and campus visits to college fairs, were interrupted due to mitigation efforts. To continue reaching students, the Office of Admissions pivoted to online and virtual outreach, to great success. Indeed, many of the recruiting strategies the team developed during the last year will continue to allow the university to better serve prospective students in the years to come.

Likewise, other offices in Enrollment Services adapted to continue to effectively serve students. Though Zoom advising appoints, online orientations, and virtual commencement ceremonies are far from typical, the Enrollment Services team moved quickly to develop solutions and ensure that the university's students, staff, and faculty had uninterrupted access to the resources and support they needed throughout the year. The following is a brief overview of those efforts.



Freshmen with a High School GPA of 3.75 or higher:



Freshmen with an ACT score of 30 or higher:



41% Growth since 2010 of Freshmen with an ACT score of 30 or higher

88% Growth since 2010 of Freshmen with a High School GPA of 3.75 or higher

123% AP Credit increase since 2010

59 Record number of National Merit Scholars.

More than
24k
AP credits received for 2020

35%
increase since 2010 in the number of Freshmen enrolled in the Honors College

60%
increase since 2010 in the number of students enrolled in the Honors College

Recruitment

In March 2020, traditional recruitment activities involving admissions counselor travel or student visits paused due to COVID-19 mitigation efforts. To continue serving prospective students, staff in the Office of Admissions began offering a range of online resources to students, from informational videos to virtual campus visits. The office conducted 523 virtual high school visits, attended 124 virtual fairs, and hosted a number of other events that provided on demand or at home access to students and their families. The office's newest event series, Tuesday Talks, proved to be especially successful in offering students timely and topical information about the college enrollment process. One session, focused on campus housing, attracted as many as 515 students.

Admissions also expanded outreach for students during the last year. While in-person visits were not available, the recruitment team added other avenues for students to connect with their admissions counselors. Using technologies such as Zoom and Blackboard Collaborate, staff were able to offer virtual coffee chats and one-on-one visits to students. While marketing communications also increased in volume throughout the year (see graphic 2), one of the most noticeable changes was the addition of Mongoose Cadence, a conversational SMS technology that allowed recruitment staff to have personalized conversations with students via text.

Due to social distancing requirements, New Student Orientation sessions slated to happen in the summer of 2020 transitioned from on campus to online events. Thanks to the New Student Orientation team's proactive efforts, Enrollment Services was able to procure and implement hosting services from Advantage Design Group, a third-party vendor focused on offering on-demand orientation modules for college campuses. Collaborating with campus partners, particularly the academic advising team, New Student Orientation staff and Enrollment Services' communication team provided online orientation and facilitated online advising for the Fall 2020 freshman class. New Student Orientation continued to build on this technology for the class of 2021, using it to supplement on campus orientation sessions and provide a valuable avenue for student onboarding efforts.

Transfer Central also expanding outreach efforts in nontraditional ways during the last year. Leveraging

scholarship support available through the Arkansas Transfer Achievement Scholarship (ATAS), the Transfer Central team increased outreach in the state of Arkansas. The team also produced a regular series of webinars focused on topics of interest to prospective transfer students, offering more than 20 sessions and serving more than 1,600 attendees.

We communicated with

353,771
prospects



3,660,831 emails

With unique open rate of
33.22%

We sent

23,867
text messages out of Slate



A total of **89,113** texts went through Mongoose:
74,083 outgoing **15,030** incoming



18,023 phone calls

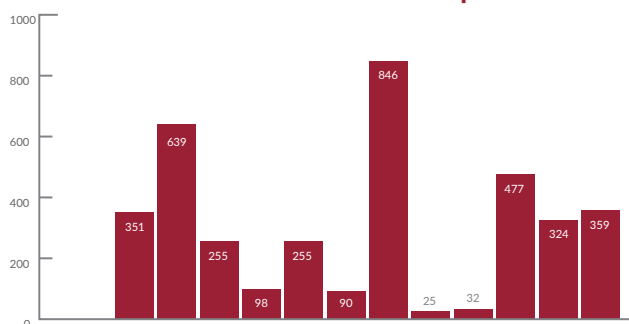
Academic Scholarships

The Academic Scholarship Office is a resource for prospective and current undergraduate students who rely on institutional and outside funds to cover any portion of the cost of attending the U of A. Scholarship support plays a key role in increasing access and retention for academically prepared students. Accordingly, the Enrollment Services team strategically awards funds to new freshmen, transfer students, and current students in keeping with the university's land-grant and flagship missions. In 2020-21 academic year, Arkansas students received nearly 89% of scholarships awarded by the Academic Scholarship Office.

For fall 2021, incoming students submitted 5,719 scholarship applications. 1,267 applicants reported a

GPA of 4.0 or higher and an ACT of 30 or higher. The average GPA of awarded students was 3.95, while the average ACT was 28. The overall averages of the 2021 freshman cohort were a 4.36 GPA and a 27 ACT. Arkansas residents received 2,594 new freshman scholarship offers, while out-of-state students received 836 scholarship offers, for a total of 3,430. The New Arkansan Non-Resident Tuition Award also continues to play a vital role in attracting and enrolling academically prepared students from states outside Arkansas.

Fall 2021 Scholarship Offers



1. Chancellor's/Merit - 351
2. Silas Hunt Distinguished - 98
3. Chancellor's Community - 639
4. Silas Hunt - 255
5. Honors College Academy - 255
6. Razorback Bridge - 90
7. Leadership - 846
8. Freshman Academic - 25
9. Advance Arkansas - 32
10. Razorback Connection - 477
13. \$5,000 First-Year Advantage Room & Board - 324
14. Secondary Offer \$5,000 First-Year Advantage Room & Board - 359

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. During 2020-21, the office was instrumental in the university's support of students affected by the COVID-19 pandemic. The Financial Aid team administered distribution of CARES Act Higher Education Emergency Relief Funds to eligible students.

Higher Education Emergency Relief Funds

	Amount
HEERF I	\$7,727,181
HEERF II	\$7,727,181
HEERF III	\$21,278,711
Total	\$36,733,073

Registrar

The Office of the Registrar facilitated a number of process and practice improvements during the last year in order to continue serving the campus community. As in past years, the Registrar led efforts to pre-enroll incoming freshmen in a set number of course hours to streamline the advising and enrollment process for students. As disruptions in class format necessitated changes in course policy, the Registrar implemented a NC grading policy passed by Faculty Senate due to the COVID-19 pandemic during the Fall 2020 term and the Spring 2021 term.

The Registrar coordinated and produced 10 college commencement events in the Fall 2020 term and 21 college commencement events in Spring 2021, incorporating COVID protocols, including social distancing and mask wearing. These events required meticulous planning and proactive collaboration

Total Financial Aid Awarded by Year

	Federal Aid	Institutional Aid	Outside Aid	State Aid	TOTAL
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
2021	\$118,852,484	\$63,158,410	\$35,852,314	\$31,768,821	\$249,632,030

with each academic college, athletics, Facilities Management, UAPD, Media Services, avad3 Event Productions. and other partners. These events required more precise and intentional planning than normal commencement ceremonies. Approximately 1,950 students participated in the Fall 2020 ceremonies and 4,200 participated in the Spring 2021 ceremonies.

Nationally Competitive Awards

The Office of Nationally Competitive Awards serves students applying for competitive scholarships and graduate or professional school. 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. Our all-time total of 24 scholars places us 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 rank in the top 40 institutions nationwide (t-39th) and in the top 25 public institutions (t-22nd).

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 UofA in the top 25 (t-22nd) 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.

In total, U of A students have received 94 Fulbright U.S. Student Awards, 149 National Science Foundation Graduate Research Fellowships, 10 Udall Scholarships, 4 Gates Cambridge Scholarships, and 1,103 Student Undergraduate Research Fellowships.

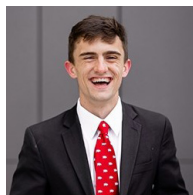
Nationally Competitive Awards Student Profiles



Alexis Barber, a U of A honors junior from West Plains, Missouri, was named a Morris K. and Stewart L. Udall Scholar. Majoring in biological engineering with a sustainability minor, Barber's professional aspirations are to build a career around utilizing the emissions from landfills in the United States as a means to make clean energy from the methane being released.



JP Gairhan, from Cabot, graduated in 2019 with a degree in African and African American studies, history, and political science, and he served as Associated Student Government president his senior year. He was recently awarded a 2021-22 Fulbright English Teaching Assistantship to Botswana.



Coleman Warren, a U of A honors junior industrial engineering and political science major from Farmington, was named a 2021 Harry S. Truman Scholar. Warren will use the scholarship to seek a master's degree in public policy, and he plans a career combating hunger and food insecurity issues in Arkansas.



Breanna Kilgore, an honors biomedical engineering junior and Path Scholar from El Dorado, was accepted into the 2021 Institute of NanoBioTechnology Research Experience for Undergraduates at Johns Hopkins University School of Medicine. While there, she conducted graduate-level research on endothelial cell lines, and presented her work at the Johns Hopkins CARES Symposium.

Photo courtesy of Johns Hopkins Institute for NanoBioTechnology
<https://honorsblog.uark.edu/summer-of-science-at-johns-hopkins/>



Samia Ismail is from Fort Smith, and graduated summa cum laude with a degree in biomedical engineering in 2020. As a junior, Ismail was named a Harry S. Truman Scholar. Ismail is currently a Truman-Albright Fellow, and through this position will be working as a public health analyst for the Federal Office of Rural Health Policy within the U.S. Department of Health and Human Services.