



UNIVERSITY OF  
ARKANSAS

**29,068** 2021 Total Enrollment

**6,063** 2021 Freshman Enrollment

**3.74** 2020 Average High School GPA for Degree Seeking New Freshman

Degree Seeking Freshmen with a High School GPA of 3.75 or higher:



**42.9%** Growth since 2016 of Degree Seeking Freshmen with a High School GPA of 3.75 or higher

**51** Fall 2021 National Merit Scholars

**123%** AP Credit increase since 2010

**25.6%** Increase since 2016 in the number of Freshmen enrolled in the Honors College

More than  
**21k**  
AP credits received for over 2,000 students

**21,462**  
Degree Seeking New Freshmen submitted applications for Summer/Fall 2021

# 2021-2022 Executive Enrollment Services Annual Report

Enrollment Services supports the University of Arkansas' land-grant and flagship mission to recruit, enroll and support academically prepared students who will reach graduation ready to succeed in their professional careers and contribute in meaningful ways as citizens of their communities throughout Arkansas, the nation, and the world. During the 2021-2022 academic year, the University of Arkansas experienced record growth among students from Arkansas, as well as those from other states, and in August 2021, the campus welcomed a record-setting cohort of degree-seeking new freshmen, topping 6,000 for the first time in U of A history. These students joined the university well-prepared to pursue their academic goals (see figure 1).

During the fiscal year July 1, 2021, to June 30, 2022, Enrollment Services worked broadly to recruit and onboard prospective students, facilitate the distribution of scholarships and financial aid, coordinate academic record keeping and class scheduling, and support high-achieving upperclassmen pursuing nationally competitive prestigious awards. The following report briefly outlines those activities.

## Recruitment

Beginning in March 2020, the COVID-19 pandemic interrupted traditional college recruitment activities such as high school visits, college fairs, and campus visits. The Office of Admissions team adapted quickly to this challenge and began connecting with prospective students through online and virtual outreach, instituting several new programs that have proven to be effective and helpful to students, such as the new “Tuesday Talks” series, which offers virtual workshops aimed at helping incoming students prepare to be Razorbacks. As mitigation efforts have eased, the Admissions team has returned to in-person recruiting but has continued to offer these new virtual resources. As a result, the office is better able to reach prospective students.

The Office of Admissions team recruited the Fall 2021 cohort through a number of avenues. Admissions counselors attended 570 high school visits and 377 college fairs. The “Tuesday Talks” series included 12 events, with as many as 543 students attending a single event. Counselors also offer “coffee chats” throughout the year, creating the opportunity for students to meet one-on-one with a counselor – either in person or online – to ask individualized questions and learn more about the university and application process. Outreach is also supported by marketing efforts ranging from email campaigns and direct mail to billboards and newspaper ads (see figure 2). Text messaging also proved to be a welcome means of communicating with students. Using Mongoose Cadence, an SMS platform, admissions counselors were able to hold personalized conversations with students via text.

The New Student Orientation team within the Office of Admissions onboards incoming students, serving as a connection to academic advising, Student Affairs, and the broader campus community. During the previous academic year, New Student Orientation hosted sessions for students starting in either Fall 2021 or Spring 2022 terms. In addition to hosting students, the team also collaborates with New Student and Family Programs to reach students’ families and support network. For Fall 2021 and Spring 2022 terms, New Student Orientation supported approximately 7,500 students and more than 8,600 family members or supporters.

We communicated with

**450,000**  
prospects



**3.1 million** emails  
With unique open rate of  
**48.5%**

We sent

**75,000+**

text messages out of Slate



**570** High School Visits

**377**

College Fairs

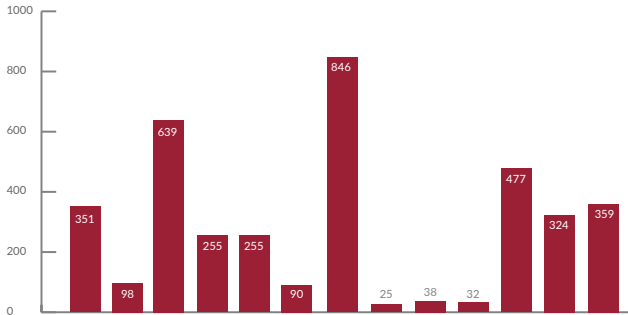


## Academic Scholarships & Financial Aid

The Academic Scholarship Office and Office of Financial Aid collaborate to meet the financial needs of University of Arkansas students through financial literacy education, management of federal, state and institutional aid, and coordination of the scholarship application process for campus. Scholarship and financial aid support play a key role in attracting high-achieving students to the university and help to increase access and persistence for academically prepared students.

As in past years, Arkansas students received the lion’s share of academic scholarship support. At the direction of the Chancellor’s Office, more than \$6 million in scholarship funds have been added to support in-state students. Indeed, students from Arkansas who applied for scholarships last year were awarded at a rate of 97%. Likewise, 87% of funding for endowed fellowships goes to Arkansas students, along with 85% of centrally funded scholarships.

## Fall 2021 New Freshman Offers



1. Chancellor's/Merit Offers - 351
2. Silas Hunt Distinguished Offers - 98
3. Chancellor's Community Offers - 639
4. Silas Hunt Offers - 255
5. Honors College Academy Offers - 255
6. Razorback Bridge Offers - 90
7. Leadership Offers - 846
8. Freshman Academic Offers - 25
9. Jewel Minnis Scholarship - 38
10. Advance Arkansas Scholarship - 32
11. Razorback Connection Scholarship - 477
12. \$5k First-Year Advantage Room & Board Scholarship - 324
13. Secondary Offer \$5k First-Year Advantage Room & Board Scholarship - 359

## Registrar

The Office of the Registrar plays a central stewardship role in the university's mission and in its daily operation. Custodians of academic records, classroom space, and commencement responsibilities, the registrar's team facilitates the practical aspects of several of the most fundamental moments in a student's college experience – from the first day of class to graduation and the receiving of a degree. As such, the year involved a variety of logistical work to pre-enroll and retain class space for a record-setting freshman class. Additionally, due to the continued growth of Fall Commencement – December 2021's event included nearly 1,500 graduates – the Registrar coordinated two ceremonies to accommodate attendees.

The Registrar is also especially involved in ongoing efforts to implement Workday Student as the system of record, work that involves many members of the team and intense collaboration with Project One and Deloitte to prepare for projects such as the common course numbering system. The team is also involved in a range of other projects aimed at further enhancing the university's record-keeping infrastructure.

## 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 postgraduate opportunities, including scholarships, fellowships, internships, and study abroad programs. ONCA manages outreach and advising for students at the freshman through graduate level and works to connect students with opportunities appropriate to their long-term academic and professional goals. The office also supports students applying to graduate, law, and medical school (the director sits on the Pre-Medical Advisory Committee).

In the spring of 2021, the Dean of Admissions and Competitive Awards Suzanne McCray and deputy secretary of the Truman Scholarship Foundation Tara Yglesias co-edited a volume of essays on how to advise students through the Truman Competition. *Wild About Harry: Everything You Have Ever Wanted to Know about the Truman Scholarship* (University of Arkansas Press) included essays by Tara Yglesias, the current and former secretaries of the Foundation, and former presidents of the National Association of Fellowships

## Federal Aid Disbursed by Type of Aid

	Federal Aid	Institutional Aid	Outside Aid	State Aid	TOTAL
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
2022	\$125,933,891	\$60,592,598	\$43,522,612	\$29,711,963	\$259,761,064

Advisors. The book also includes a forward by former United States Secretary of State Madeleine Albright.

During the 2021-22 academic year, University of Arkansas students received more than \$2.1 million in nationally competitive scholarships and awards. Success stories for the year include a Rhodes Scholar, a Udall Scholar, two Goldwater Scholars, seven Fulbright U.S. Student Scholars, six NSF Graduates Research Fellows and more. For the Harry S. Truman Scholarship – an award that supports students preparing for public service – the university ranks in the top 10 among public universities and 1st in the SEC (leading by 5 scholars). For the Barry Goldwater Scholarship – a prestigious STEM award for undergraduates – the U of A is ranked in the top 25 among public universities and 4th in the SEC. The university is in the top 25 and 2nd in the SEC for the Marshall Scholarship – a top scholarship for high-achieving American students who plan to study in the U.K. In total, U of A students have received 102 Fulbright U.S. Student Awards, 155 National Science Foundation Graduate Research Fellowships, 11 Udall Scholarships, 4 Gates Cambridge Scholarships, and 1,138 Student Undergraduate Research Fellowships

Several winning students are profiled below.

## Nationally Competitive Awards Student Profiles



Taylen Day, an honors junior from Arlington, Texas, was named a Morris K. and Stewart L. Udall Scholar. Majoring in psychology, Day has actively engaged in the Native American Student

Association, assisted in research in the DREAM lab and worked as the Volunteer Action Center president. Off campus, she has also worked as an ophthalmic work up technician at Retina Partners of NWA and a summer administrative intern at the Methodist Mansfield Medical Center.

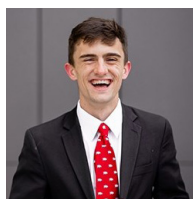
Day's professional aspirations are to serve as a medical doctor to the Native American population. More specifically, she wants to meet a great need within the community by working with Native American women as an OBGYN and also plans to use her work to raise awareness about the medical and mental health issues that Native American women have historically faced.



Mary Jia, a Stuttgart native and an honors biomedical engineering major, was named a Goldwater Scholar, an award to top students in mathematics, science, and engineering. Jia's primary research

focuses on developing a prime editing solution for Duchenne Muscular Dystrophy, and she is supported by a State of Arkansas Student Undergraduate Research Fellowship. She is first author in an article submitted to the Journal of Magnesium and Alloys for her research into the assessment of a novel boron nitride magnesium nanocomposite for orthopedic implants.

Jia has been active on campus in the Biomedical Engineering Advisory Board, the First Year Engineering Program Research Mentor Program, Biomechanics Teaching Assistant, Biomedical Engineering Camp Leader and an Honors College Ambassador. She is a Bodenhamer Fellow and an Arkansas Distinguished Governor's Scholar. Jia has also received the Charles D. Brock Scholarship and the George & Boyce Billingsley Endowment Scholarship. She will pursue a Ph.D. in biomedical engineering.



Coleman Warren, who recently graduated as an honors industrial engineering and political science major, was named a 2022 Rhodes Scholar for graduate study at Oxford University in the United

Kingdom. Warren, a native of Farmington, is also a 2021 Truman Scholar. In addition, he is the recipient of the Chancellor's Scholarship and the Governor's Distinguished Scholarship as well the Industrial Engineering Sophomore Scholar Award, an Arkansas Academy of Industrial Engineers Scholarship, and the Gold President's Volunteer Service Award. In the summer before his sophomore year, Warren served as an AmeriCorps VISTA Summer Associate for the Food Bank for the Heartland in Omaha, Nebraska, which later led to his creating Simple + Sweet, an artisanal ice cream business that has so far donated over 12,500 meals to local food banks and was recently recognized by *Good Morning America*.