



UNIVERSITY OF
ARKANSAS

30,936 2022 Total Enrollment

7,096 2022 Freshman Enrollment

2,799 2022 Arkansas New Freshman

17.2%

Increase in degree-seeking New Freshman enrollment since 2021

7% Increase in Arkansas New Freshman enrollment

1,434 New Freshmen enrolled in the Honors College

2,392 New Freshmen submitted AP scores for credit

10,694 Individual courses for credit (or 31,725 hours)

Figure 1 (source: OSAI, Office of the Registrar)

2022-2023 Enrollment Services Annual Report

Enrollment Services supports the University of Arkansas' land-grant, flagship mission by recruiting and supporting academically prepared students who will reach graduation prepared to succeed in their professional careers and contribute in meaningful ways to communities in Arkansas and beyond. The following outlines activities related to this work for the 2022-2023 academic year.

The University of Arkansas continues to experience significant growth, and, in August 2022, the campus welcomed a record 7,096 degree-seeking new freshmen – the most in university history. The new freshman cohort included a record number of students from Arkansas, as well as increased numbers of students from other states. This growth is a reflection of the U of A's status as a university of choice for students throughout the region and speaks to the increased pathways to enrollment offered by the university's adoption of test-optional admission, a policy in keeping with our peers. At the same time, incoming students were well-prepared to succeed academically (see figure 1).

Recruitment

Even as campus welcomed the Fall 2022 freshman class, staff in the Office of Admissions were well underway recruiting the next class. Outreach to prospective students ensures that high school and community college students throughout Arkansas and the surrounding region are informed about the opportunities available to them at the University of Arkansas. Office of Admission staff conduct high school visits and special events (both in person and virtually) in order to connect with students and offer support throughout the admissions and student orientation process (figure 2).

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 significant enrollment growth strained campus resources during the previous year, staff in the Office of the Registrar have worked collaboratively with campus partners to utilize resources efficiently. This work was particularly vital concerning class scheduling, room utilization, and continuing student enrollment. At the same time, Office of the Registrar staff are heavily involved in supporting the implementation of Workday Student.

Workday Student & UAConnect

Enrollment Services plays a key role in the management of Workday Student and UAConnect. The SIS User Management Team collaborates heavily with campus partners, the UA System, and Deloitte to ensure progress toward Workday Student implementation, and during the last year has completed a range of major activities designed to allow student data migration from UAConnect to Workday Student and align course management with other UA System schools.

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



2.8 million emails sent to
418,000 prospective students

111,650 outgoing text messages

16,000 incoming text messages



321,450 pieces of mail

Preview Day Attendance



224 Razorback Reveal
228 Ready Razorback
341 Razorback 101

Tuesday Talks

7 Virtual events
1,388 students

Scholarship Ceremonies and Signing Days:
47 events attended

New Transfers/Freshmen attending
New Student Orientation:
6,900

Razorback Connections

Little Rock: **30** students
Jonesboro: **23** students

Headed to the Hill

Little Rock
66 students

Fayetteville
113 students

26,210 applications for admission

Figure 2 (source: Office of Admissions reporting, IPEDS)

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 (for overview, see figure 3 & 4).

Institutional scholarship dollars continue to disburse predominately to Arkansas students, while many out-of-state students benefit from the New Arkansan Non-Resident Tuition Award, a program that supports academically prepared students from other states. Last year, 98% of new freshmen from Arkansas who applied for a scholarship received an award.

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).

During the 2022-23 academic year, University of Arkansas students received more than \$1.75 million in nationally competitive scholarships and awards. Success stories for the year include a Schwarzman Scholar, a Truman Scholar, two Udall Scholars, a Goldwater Scholar, two Fulbright U.S. Student Scholars, seven NSF Graduate 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. 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 30 among public universities and 3rd 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 103 Fulbright U.S. Student Awards, 162 National Science Foundation Graduate Research Fellowships, 13 Udall Scholarships, 4 Gates Cambridge

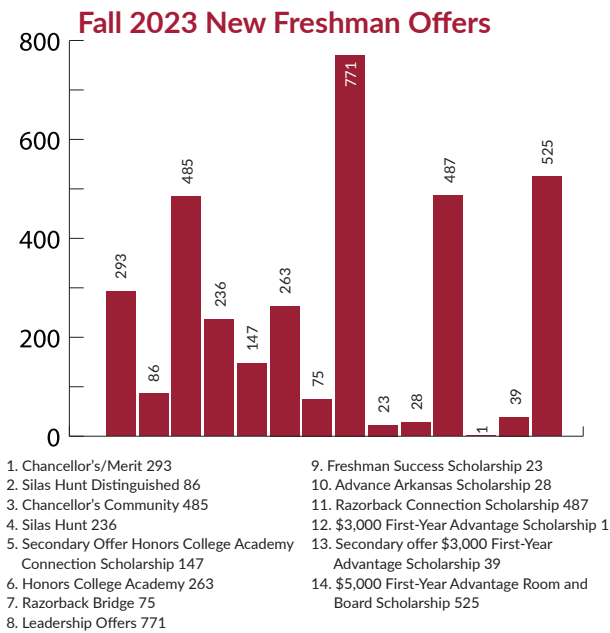


Figure 3(source: Academic Scholarship Office & Office of Financial Aid reporting)

Federal Aid Disbursed by Type of Aid

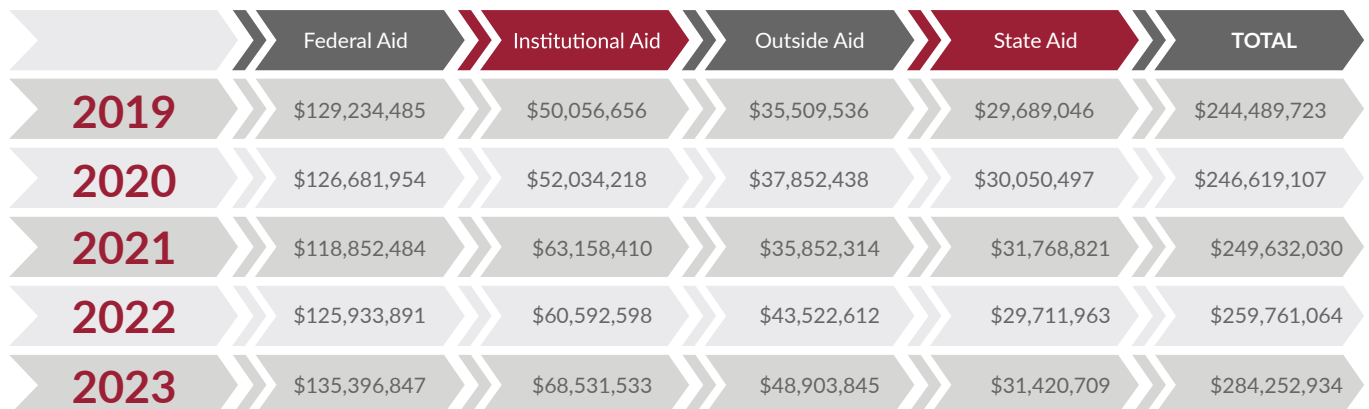


Figure 4 (source: Academic Scholarship Office & Office of Financial Aid reporting)

Scholarships, 2 Schwarzman Scholarships, and 1,138 Student Undergraduate Research Fellowships.

Several winning students are profiled below.

Nationally Competitive Awards Student Profiles



Alex Davis is one of two U of A students named 2023 Udall Scholars. A Muscogee (Creek) Nation citizen, Davis is an agriculture business, pre-law junior with a minor in international economic development. An active campus leader, she works with the Indigenous Food and Agriculture Initiative and the U.S. Fish and Wildlife Service Directorate Resource Assistant Fellowship. Davis is focused on advocating for Indigenous agriculture and sustainable practices, with future plans to pursue environmental law, and ultimately, uplift the Muscogee (Creek) community in agricultural pursuits.



J.P. Gairhan, a 2019 graduate and honors student in African and African American studies, history, and political science, was named a 2023 Schwarzman Scholar, securing a full scholarship for global affairs graduate study at Tsinghua University in Beijing. Originally from Cabot, Gairhan has served in various leadership roles and worked domestically and internationally, including as a Fulbright English teaching assistant to Botswana and an AmeriCorps VISTA volunteer. He plans to pursue a career with the U.S. Agency for International Development, focusing on youth development and education.



Anna Mathis, an honors agricultural education, communications and technology major, was awarded the prestigious 2023 Harry S. Truman Scholarship. She is committed to rural and international agricultural development, particularly food security. Involved in community service and food security programs, she aspires to work on rural and agricultural policy in Washington, DC, and international agriculture development nonprofits before returning to Arkansas to focus on equitable food systems. The scholarship will fund her master's degree in global development and agricultural economics, furthering her ambition to champion rural America.



Stephen Pierson is an honors mechanical engineering student who focuses on microchannel heat sinks research. He was named a 2023 Goldwater Scholar. Pierson's research includes using advanced manufacturing techniques to improve thermal performance in liquid-cooled heat sinks. With three first-author publications and presentations at significant conferences, Pierson is making strides in his field. He's also an active tutor and volunteer, an Honors College Fellow, Arkansas Governor's Distinguished Scholar, and National Merit Scholar. Praised for his academic achievements and leadership, he plans to pursue a Ph.D. in mechanical engineering.



Amelia Southern-Urbe is one of two U of A students named 2023 Udall Scholars. A Colombian American journalist, climate activist, and artist, Southern-Urbe is majoring in broadcast journalism and political science. They founded Zero Hour Arkansas, a climate justice organization and served as the director of southeastern chapters for This is Zero Hour. Southern-Urbe is committed to environmental justice, climate communication, and intersectionality and plans to be a climate communications coordinator, bridging the gap between policymakers and communities, and intend to pursue a master's degree in environmental management to further these ambitions.