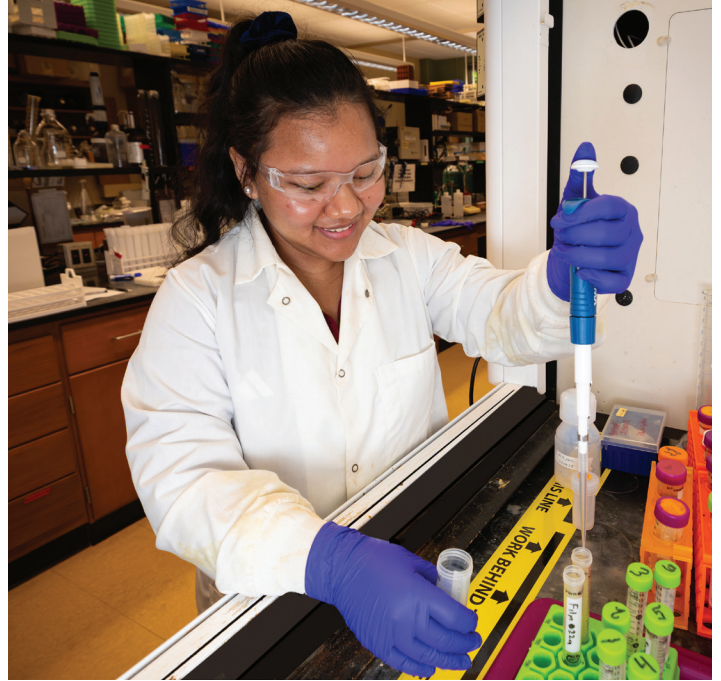




UNIVERSITY OF
ARKANSAS

Enrollment Services

2024-2025 ANNUAL REPORT

Executive Summary

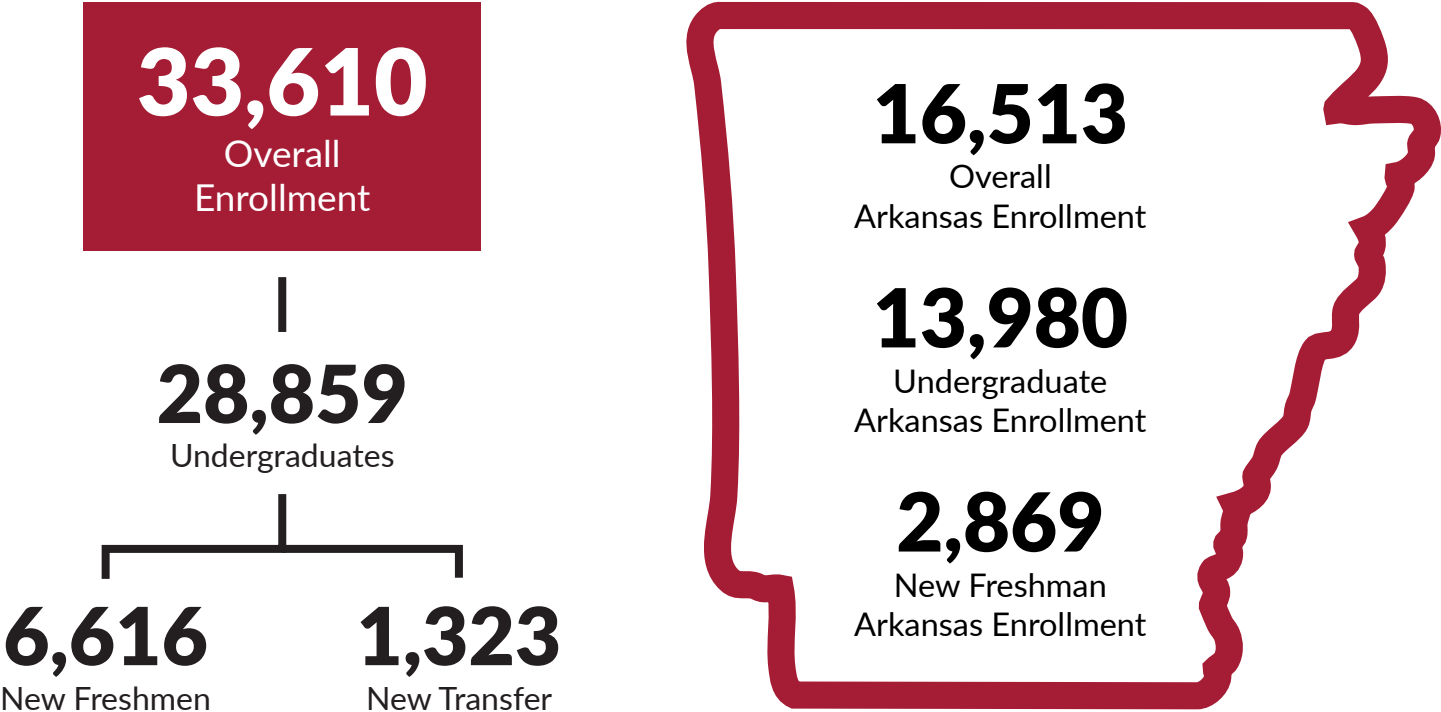


Introduction

Enrollment Services at the University of Arkansas supports prospective and current students throughout their college search process and academic career. Composed of the Office of Admissions, the Office of Financial Aid and Academic Scholarships, the Office of the Registrar, Student Information System (Workday Student), and the Office of Nationally Competitive Awards, Enrollment Services works strategically to recruit, retain, and graduate academically prepared students who will succeed both in and outside the classroom with the overall goal of launching students forward on their chosen career path. Together these units provide strategic enrollment management, lead undergraduate recruitment and admissions operations, administer federal, state, and institutional aid, oversee academic record keeping and SIS management, and advise high achieving students regarding prestigious post-graduate award opportunities.

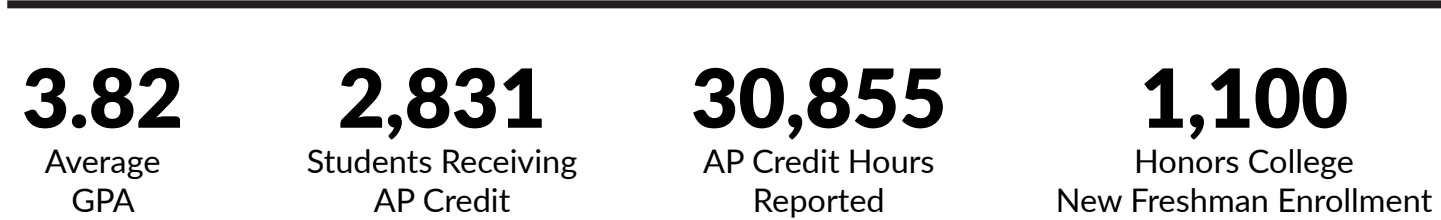
During the 2024-2025 academic year, Enrollment Services continued to reach higher to support students and the state of Arkansas by advancing the university's 150 Forward student success goals through outreach, service, and stewardship.

Fall 2024 Enrollment & Admissions



The Office of Admissions coordinates outreach and relationship-building efforts with prospective new freshman and transfer students, their families, and the educational professionals who support them. Staff with Admissions, Transfer Central, and New Student Orientation collaborate closely throughout the year to support students during the college search and application process. Through outreach, in-person visits, campus tours, and orientation, staff help students learn about opportunities available at the U of A, apply, and prepare to be Razorbacks.

This year, the University of Arkansas was invited to join the Small Town and Rural Students (STARS) College Network, a consortium of colleges and universities committed to improving access and affordability for rural and small-town students.



2024 Recruitment

SCHOOLS



664

High School
Visits

519

College
Fairs

103

Signing Day/
Scholarship Ceremonies

ATTENDANCE



225

Razorback
Reveal

233

Ready
Razorback

304

Razorback
101

VISITS



125

Student
Ambassadors

11,000

Campus
Visitors

158

School Group
Visits

EVENTS

69

Students Attended
National Merit
Events

170

High School Counselors
at Counselor Outreach
Events

NETWORKING

Joined



Small Town and Rural Students College
Network, 1 of 32 institutions nationwide,
offering \$1.6M in support

ACCLAIM

Top 30

College for Future Leaders
in the U.S.
TIME

ORIENTATION

28

Orientation
Sessions Offered

6,673

New Freshmen attended
New Student Orientation

2024 Outreach

COMMUNICATION



3.4M

emails to
New Freshmen

73K

text messages to
New Freshmen

65K

high school transcripts
received from
New Freshmen

640K

printed mail to
New Freshmen



WEBSITE



1.1M

total views of the
Admissions website

30,400

applications for
admission

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. Scholarships 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. Institutional scholarship dollars continue to predominantly support 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.



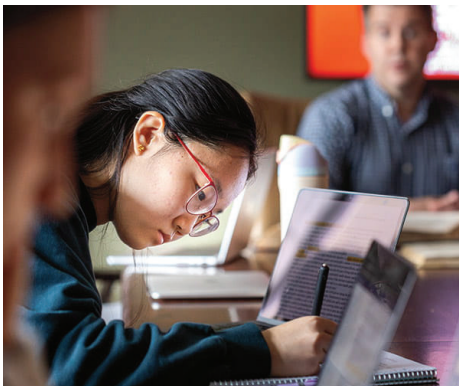
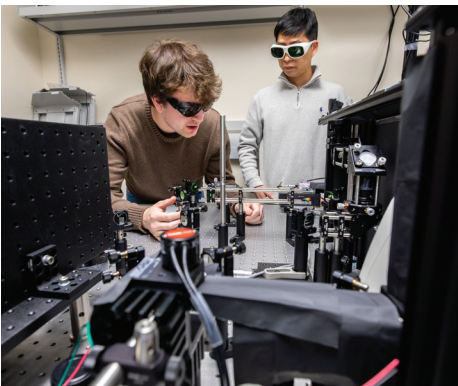
98%

of Arkansas New Freshmen who applied for a scholarship received one



90%

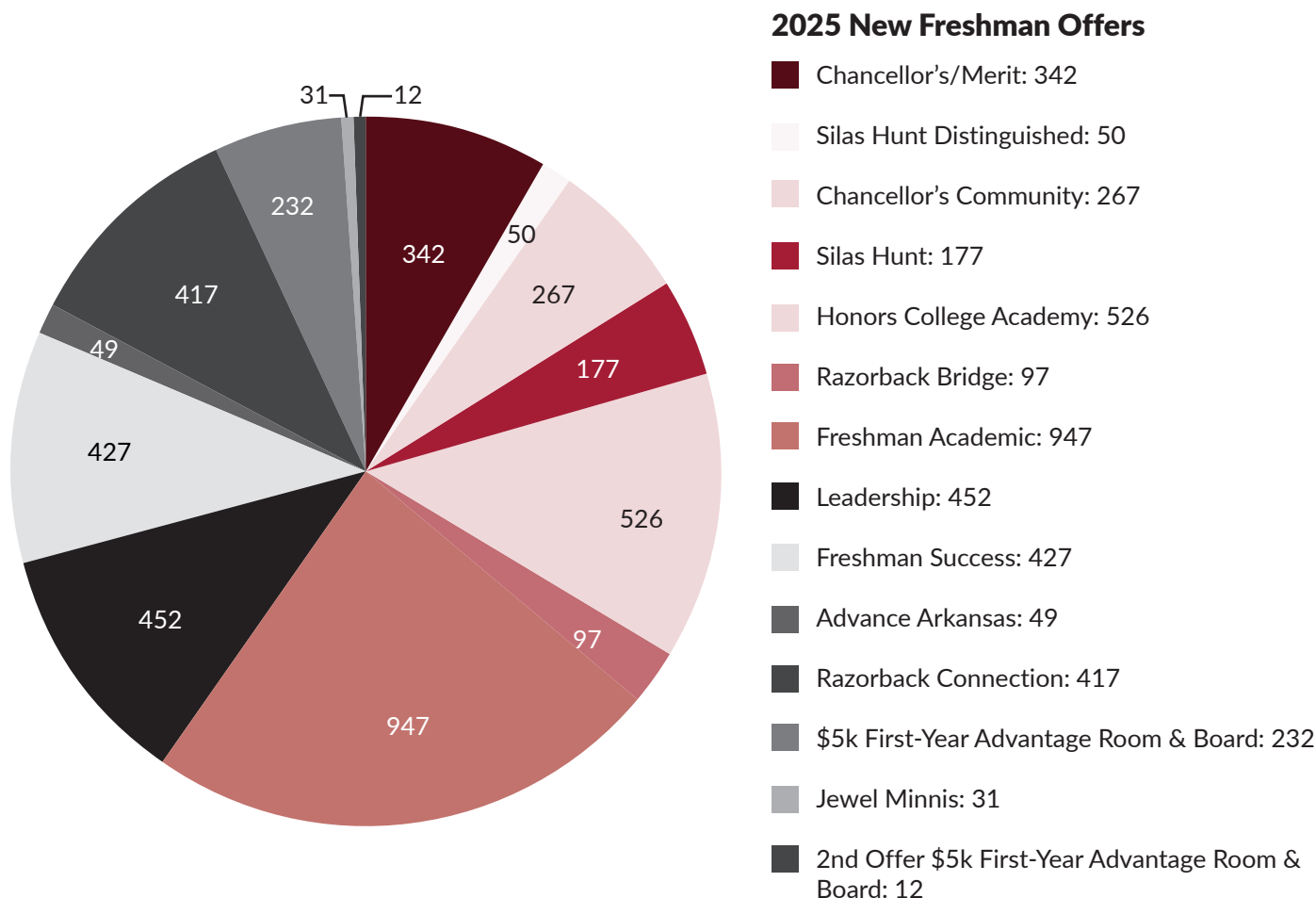
of institutional scholarship dollars went to Arkansas students



Total Financial Aid by Year

	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
2023	\$135,396,847	\$68,531,533	\$48,903,845	\$31,420,709	\$284,252,934
2024	\$146,004,722	\$74,520,257	\$55,880,725	\$33,711,327	\$310,117,031

Scholarships & Financial Aid (cont.)



Scholarship Offers by Entering Class

	Scholarship Applications	Primary Scholarship Offers	Secondary Scholarship Offers	Average ACT of Offered	Average GPA of Offered
2024	7,176	3,496	487	27.0	3.92
2023	6,898	3,206	241	27.3	3.94
2022	7,116	3,335	247	27.0	3.94
2021	5,719	3,430	359	28.0	3.95
2020	6,560	3,401	465	29.0	3.92
2019	5,260	1,996	N/A	28.4	3.89

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, graduate, 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.

During the 2024-2025 academic year, the University of Arkansas continued a long tradition of students winning competitive awards, as U of A students—both undergraduate and graduate—received over \$3 million in fellowships and scholarships.

 Top 10 public institution for Truman Scholars	 26 Truman Scholars	 Top 25 public institution for Goldwater Scholars	 67 Goldwater Scholars
 Marshall Scholarships Top 25 public institution for Marshall Scholars	 Marshall Scholarships 8 Marshall Scholars	 Top 40 public institution for Rhodes Scholars	 11 Rhodes Scholars

Nationally Competitive Awards (cont.)



#1
in the SEC for
Truman Scholars



108
Fulbright
Scholars



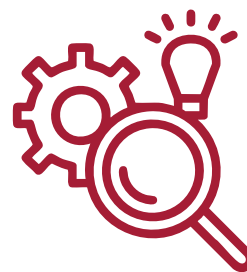
165
National Science
Foundation Graduate
Research Fellows



12
Udall
Scholars



4
Gates Cambridge
Scholars



More than
\$3M
in fellowships
and scholarships

PRE-ENROLLMENT



7,075

Pre-enrolled
Students for
Fall 2025

The Office of the Registrar supports both incoming and current students at all levels. Working broadly with the campus community, the Registrar staff serve as custodians of academic records, strategically manage classroom space, coordinate commencement ceremonies, and lead key elements of technology adoption aimed at streamlining academic reporting, grade keeping, and the issuing of degrees and certificates. This year, the Registrar team continued to be instrumental in advancing the Workday Student project and organizing classroom usage to prepare for record growth.

TRANSCRIPTS



21,260

College transcripts
received

EDUCATION



145K

courses articulated
for students

RATES



70.5%

6-Year graduation rate
2018 cohort

40,112

transcripts
issued

7,957

degrees awarded
Summer 2024–Spring 2025

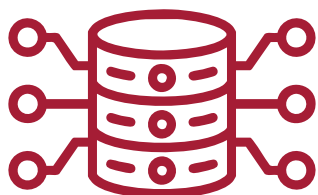
86.3%

First-Year retention rate
2023–2024

Student Information System

The Student Information System (SIS) Management team increased focus on Workday Student implementation while continuing to maintain UAConnect.

During this past year, the university went live with key aspects of all the major functional areas: Admissions (including the Ag Law application within Workday), Curriculum – programs of study and courses, Financial Aid, Advising, Registration, Student Records, and Student Financials. To accomplish these Workday Student milestones, the team coordinated broadly with campus partners, Project One, and Deloitte, leading such vital processes as security configuration, system integration, data conversion, user training, and quality assurance.



87

integration streams
Slate CRM > Workday



20M

rows of conversion
data migrated
UAConnect to Workday



135

Workday user
training sessions
Milestones 1-3



40

Workday Student
information sessions
Milestone 3 - Registration



45

Student Workday
Ambassadors



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