







UNIVERSITY OF ARKANSAS | Enrollment Services

2025-2026

ANNUAL REPORT

Executive Summary



Introduction

Enrollment at the University of Arkansas continues to reach higher levels of success, both in terms of student headcount and student academic preparedness. As a flagship, land grant university, the U of A attracts many of the best and brightest from across Arkansas, our region, and the nation. These students arrive in Fayetteville ready to learn, to contribute to campus life, and to graduate prepared to pursue their professional and personal goals. Enrollment Services supports these students throughout their college search, to commencement day and beyond.

In Fall 2025, the university welcomed a class of 6,956 new freshmen, who joined a record-setting student body of 34,161. The following report outlines strategic initiatives and outreach efforts coordinated by Enrollment Services staff during the 2025-2026 fiscal year. These activities are aligned behind a dedication to supporting students, faculty, and staff as the University of Arkansas continues to pursue its mission of teaching, research, and service.

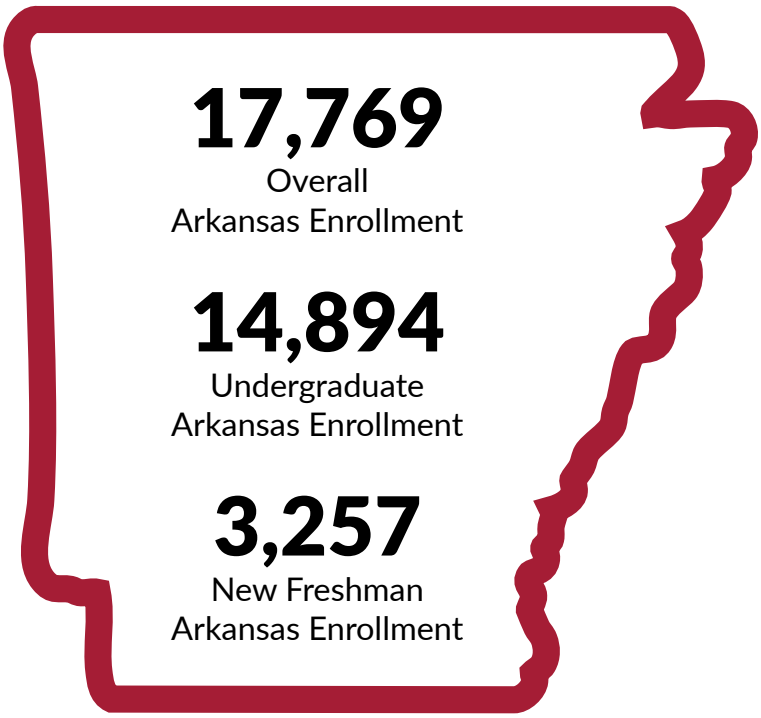
Recruitment and Outreach

34,161
Overall Enrollment

29,252
Undergraduates

6,956
New Freshmen

1,344
New Transfer



The Office of Admissions coordinates outreach to prospective students, their families, and educational communities across Arkansas and the nation. Through in-person visits, on-campus events, and one-on-one conversations, Admissions engages students throughout the college search, application, and enrollment journey. By working closely with campus and K-12 partners, the team offers guidance, education, and support to recruit students who are academically prepared to succeed at the University of Arkansas.

10
Arkansas Recruiters

9
Out-of-State Recruiters

34
Total Recruiters

3.83
Average GPA

24
Average ACT

2,831
Students Receiving AP Credit

30,855
AP Credit Hours Reported

1,205
Honors College New Freshman Enrollment

Recruitment and Outreach (cont.)

SCHOOLS

744
High School Visits

473
College Fairs

118
Signing Day/ Scholarship Ceremonies

ATTENDANCE

187
Razorback Reveal

235
Ready Razorback

302
Razorback 101

VISITS

125
Student Ambassadors

11,760
Campus Visitors

158
School Group Visits

ARKANSAS READS

7,000
books donated

NETWORKING

34

Small Town and Rural Students College Network Events

LAND OF OPPORTUNITY

147
scholarships offered

ORIENTATION

7,328
Students attended Orientation

9,000
Parents & Supporters attended

28
Orientation Sessions Offered

COMMUNICATIONS



CONTACT

1.3M
emails to
New Freshmen

103K
text messages to
New Freshmen

11K
text messages
received

512K
printed mail to
New Freshmen

DIGITAL

1.1M
total views of the
Admissions website

35,728
applications for
admission

3,227
virtual chats

262
coffee chats

306
Honors College &
Scholarship chats

38
Transfer
webinars

SCHOLARSHIPS AND 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

88%

of institutional scholarship dollars went to Arkansas students



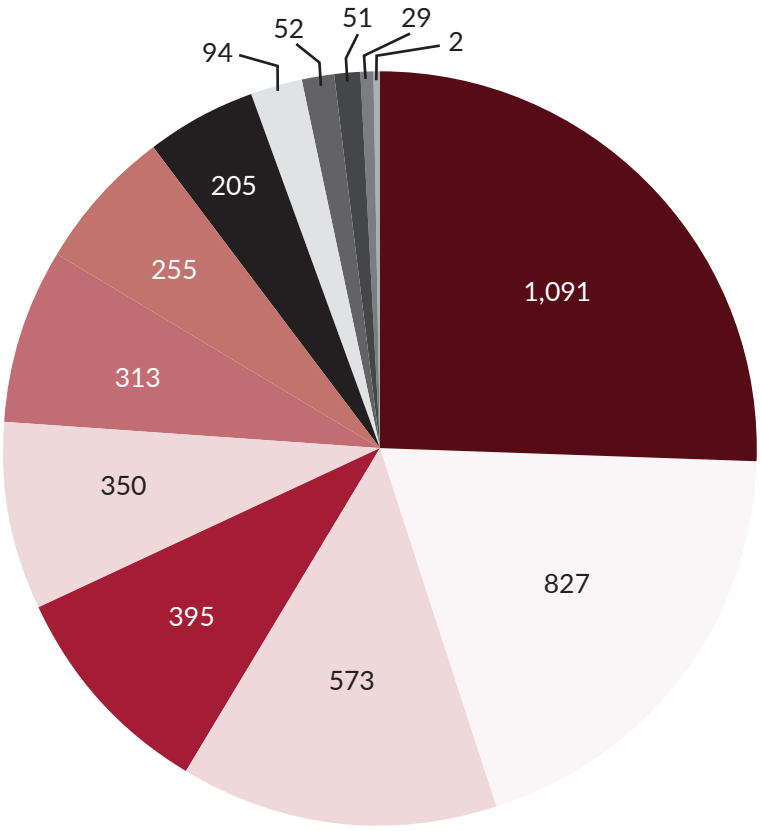




Total Financial Aid by Year

	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**
2025	$158,419,387	$78,044,443	$58,178,626	$47,503,214	**$342,145,670**

SCHOLARSHIPS AND FINANCIAL AID (cont.)



2026 New Freshman Offers

- Leadership: 1,091
- Razorback Connection: 827
- $5k First-Year Advantage Room/Board: 573
- Honors College Academy 395
- Chancellor's: 350
- Chancellor's Community: 313
- Freshman Success: 255
- Silas Hunt: 205
- Razorback Bridge: 94
- Silas Hunt Distinguished: 52
- Advance Arkansas: 51
- Jewel Minnis: 29
- Chancellor's Merit: 2

Scholarship Offers by Entering Class

	Scholarship Applications	Primary Scholarship Offers	Secondary Scholarship Offers	Average ACT of Offered	Average GPA of Offered
2025	8,320	4,176	12	26.0	3.93
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

REGISTRAR

PRE-ENROLLMENT



7,201
Pre-enrolled Students for Fall 2026

The Office of the Registrar supports both incoming and current students at all levels. During the last year, the Registrar staff continued to serve as custodians of academic records, to strategically manage classroom space, to coordinate record-setting commencement ceremonies, and lead key elements of the Workday Student implementation. Working with the campus community, the Registrar team accomplished key milestones and innovation across a range of operational areas.

5,000
course requisites/ eligibility rules build in Workday

44,800
students participated in advanced registration

30,855
credit hours awarded from AP

66,092
manual updates to programs, course, and sections

TRANSCRIPTS



21K
College transcripts received

40K
transcripts issued

EDUCATION



145K
courses articulated for students

8,372
applied to graduate
Summer 2024–Spring 2025

7,957
degrees and certificates awarded
Summer 2024–Spring 2025

GRADUATION



70.5%
6-Year graduation rate
2018 cohort

86.3%
First-Year retention rate
2023–2024

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. The office also supports students applying to graduate, law, and medical school (the director and an associate director sit on the Pre-Medical Advisory Committee).



#1 in the SEC & Top 10
public institution for
Truman Scholars (27)

BARRY GOLDWATER
SCHOLARSHIP & EXCELLENCE IN EDUCATION FOUNDATION

Top 25
public institution for
Goldwater Scholars (68)

RHODES TRUST

Top 40
public institution for
Rhodes Scholars (11)

Marshall Scholarships

Top 25
public institution for
Marshall Scholars (8)

FULBRIGHT Scholar Program

112
Fulbright
Scholars

NSF Graduate Research Fellowship Program

174
National Science Foundation
Graduate Research Fellows

Udall Foundation
CIVILITY, INTEGRITY, CONSENSUS

15
Udall
Scholars

CHURCHILL SCHOLARSHIP
SCIENCE / MATHEMATICS / ENGINEERING

1st
Churchill Scholar
Sam Sooter, Honors Physics and
Mathematics major

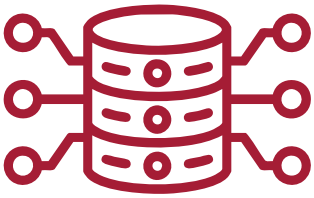
Lafayette fellowship

Inaugural
member of the Lafayette Fellowship
Cole McCallum, Mechanical
Engineering and Physics major

More than
$4M
in fellowships
and scholarships

STUDENT INFORMATION SYSTEM

The Student Information System management team continues to lead Workday Student implementation for the U of A and serve as liaison to the UA System Workday team. Fall 2025 was the first term in which all student transactional activities were completed in Workday Student. Work this year focused on supporting students, faculty, and staff while continuing to enhance Workday Student operations.



64
integration streams
Slate CRM > Workday



48
Campus-wide Trainings



225
Reports created



628
Security requests



800
Service requests

IN SUMMARY

The successes of the 2025-2026 year helped pave the way for continued momentum going into 2026-2027. As the University of Arkansas engages in the next phase of the 150 Forward: Reaching Higher, Enrollment Services is working on all fronts to support this initiative by promoting student success, supporting undergraduate research, and leading efforts to serve Arkansas and the surrounding states in new ways. In each unit of Enrollment Services, we strive to create access for students and ensure that communities throughout Arkansas know about the opportunities available at the U of A so that every Arkansan who wishes to become a Razorback may do so.



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