ENROLLMENT 101

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Dean, Undergraduate Admissions
THE WILDCAT ENROLLMENT JOURNEY
FIRST YEAR STUDENTS FALL 2022

This graphic represents one recruitment cycle of working with high school seniors to enroll a first-year class. Simultaneously, Undergraduate Admissions and partners, such as the academic colleges, are creating awareness for high school sophomores and juniors to learn more about the University.

Outreach
Ensuring the University of Arizona is a possibility and opportunity.

PROSPECTS
400,000

Recruit/Decision
Personalized, targeted communication and programming to ensure the University is a top choice, including HS & CC visits, fairs and events. All first-year applications are reviewed & decisioned within one-two weeks.

APPLICANTS
52,103 most in history

Yield
Personalized, specific information about choosing us – from admitted to committed.

ATTEND ORIENTATION
9,221*

Enrollment
Consistent support to ensure students begin their Wildcat on day one.

ENROLLMENT AT CENSUS
9,091 most in history

Jul 1
Undergraduate Admissions Application opens

April 1
FASFA Priority Deadline**
Guaranteed Housing Deadline**

Sent over 70 millions emails and 23,000 personalized notes

4,000 1:1 virtual appointments, 2,230 high school visits and 350 college fairs

May 1
National College Decision Day

Over 92,000 proactive calls made and 10,000 incoming calls

Hosted over 1,000+ Wildcat Webinars

May - August
New Student Orientation

3-day "Extended Orientation" just before school begins in August to welcome new students and prepare them for Wildcat Success

Over 27,000 campus tour visitors

*some students move from first-year to transfer status or drop to zero units prior to census
**dates may vary from year to year | for Fall 2022, the housing deadline was May 1

Data Source: UAccept Analytics and Slate CRM
NATIONAL LANDSCAPE
(Still) Living in Good Demographic Times

The Forecast Five Years Ago: HS Grads Numbers to Stagnate

WICHE Forecasts: Millions of Students Graduating High School in US per Year

Now: Increased Graduation Rates Kept Growth Going

High school graduation rates, and rate needed to prevent decline

- **79%** (2010-11)
- **87%** (2018-19)
- **97%** Rate needed to prevent decline by 2035

Western Interstate Commission on Higher Education (WICHE), Knocking at the College Door, 2020; WICHE, Knocking at the College Door, 2016; National Center for Education Statistics (NCES) Digest of Education Statistics Table 219.10; EAB interviews and analysis.
Rising HS Grad. Rates Didn’t Raise Enrollments

Institutions Looking to Increase Market Size Face Uphill Battle

College-Going Rates Have Stagnated, Despite Increasing HS Grad Rates
Percent Graduating High School and Percent of HS Grads Immediately Enrolling in College

- Pandemic may have a greater impact
- Competition continues to increase

Source: IPEDS, WICHE, EAB interviews and analysis.
A History of US Births

In 2020, births reached a 40-year low.

Number of Births, 1975-2021

Source: National Vital Statistics Reports, various years
Percent of Americans who said colleges have a positive effect on the way things are going in this country:

2020: 69%  
2021: 58%  
2022: 55%
TOTAL STUDENTS = 51,134
Undergraduate = 40,407
Graduate = 8,197
Medical = 918
Law = 768
Pharmacy = 518
Vet Med = 326
ENROLLMENT BY CAMPUS

Main = 39,606
Arizona Online = 8,132
Arizona International = 1,644
Phoenix = 766
Distance = 652
Southern Arizona = 214
Global Direct = 120
Fall 2022
FIRST-YEAR STUDENT HIGHLIGHTS

9,091 new first-year students

Over 51,000 applications
  6% increase

High School Core GPA
  3.66/4.00 scale

Continued growth of 3.75 or higher
Core GPA = 56.5% of the class

Avg ACT = 26  |  Avg SAT = 1265
47% diversity
Students of color/non-white
13.5% increase men of color

29% first generation

30% Pell eligible
All 50 States Represented

Top 6 States:
Arizona
California
Washington
Colorado
Illinois
Texas
Fall 2022
TRANSFER STUDENT HIGHLIGHTS

2,848 new transfer students

Over 9,200 applications
13% increase

53% diversity
Students of color/non-white

53% first generation

50% Pell eligible
NEW TRANSFER ENROLLMENT BY CAMPUS

Main = 1,332
Arizona Online = 1,402
Distance = 82
Southern Arizona = 26
Global Direct = 6
Top AZ Community Colleges

Pima Community College
Cochise College
Arizona Western College
Mesa Community College
Glendale Community College
**ENROLLING THE CLASS:**

**Personalized Connections**

<table>
<thead>
<tr>
<th>MOST Campus Tour attendees in history!</th>
<th>23,335 personalized notecards sent</th>
<th>3,900+ 1:1 meetings with students &amp; families</th>
</tr>
</thead>
<tbody>
<tr>
<td>27,257</td>
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<table>
<thead>
<tr>
<th>92,375+ proactive phone calls &amp; 30,000 incoming calls</th>
<th>850,000+ text messages and ~70 million emails</th>
<th>2,230 high school visits &amp; 350 college fairs</th>
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CHOOSING THE UNIVERSITY OF ARIZONA
#WILDCATREADY

Welcome, Wildcats, to New Student Orientation

As you begin this exciting new chapter, you probably have questions. Don't worry, that's what orientation is all about. During your virtual orientation, you'll explore academic offerings, learn about campus resources and departments, register for classes and more. Orientation is your one-stop shop for everything you need to know to become a successful Wildcat.

BEGIN YOUR NEW CHAPTER
It’s not just a destination, it’s a new beginning...with just in time information
TOP COMPETITORS

UNIVERSITY OF COLORADO BOULDER
UNIVERSITY OF OREGON
SAN DIEGO STATE UNIVERSITY
INDIANA UNIVERSITY BLOOMINGTON
UNIVERSITY OF WASHINGTON – SEATTLE
UNIVERSITY OF ALABAMA
UNIVERSITY OF UTAH
COLORADO STATE UNIVERSITY

ASU – In-state and out-of-state
NAU & GCU – In-state
Focus on Arizona Residents

Access & Achievement
Lower the barriers to entry, improve student access to course materials, and support ongoing academic success. It's time for Higher Education to meet its full potential.

Being & Belonging
Welcome students into the community, uplift their culture, and reflect them in faculty. When learners feel valued for who they are, their education is valued for what it can do.

Cause & Career
Create opportunities for students to find their cause, pursue their desired career, and feel prepared for the working world. Learning with purpose is the purpose of learning.

bit.ly/EducationForAll22
ARIZONA PARTNERSHIPS AND NEW INITIATIVES

Arizona Days at local high schools
   Sunnyside, DV, Catalina, Tucson, FW, Cholla, Marana & Mountain View
Earn to Learn Partnership
Helios/ADE campaign
Sunnyside Partnership

AZX & Cultural College Days
Road Trip! 8th-10th grade
Tri-University Programming
Renewed PCC Partnership
Wildcat Snapshot events
Destination Arizona
Hosted programs in Sierra Vista, Yuma and South Tucson

Collaborated with high school counselors, district leadership and community organizations

Programming focused on financial planning for college with emphasis on FAFSA and Arizona Promise Program
Hosting local schools to experience campus earlier & think about college
Growth in Creation and Distribution of Spanish Marketing Materials

APREnda CON LOS MEjORES
La Universidad de Arizona cuenta con un prolífico historial para cada 15 alumnos y más de 300 cámaras de los que se puede elegir. Aquí tendrá todo lo que necesita para tener las llaves de su sueño intereses de graduación.
go.arizona.edu/mejors

ASISTENCIA FINANCIERA
Contacte con nuestros asesores de ayuda financiera para ayudarle a planificar su educación como tienen actividades, subvenciones, préstamos y otros tipos de ayuda financiera para ayudar a los estudiantes a graduarse.
go.arizona.edu

BIENAS NASCIDAS, NO SUFRIMOS EN EL COSTO DE SU EDUCACiÓN
Ganas y necesidades de compras y colegios mayores. y otros izquierdas y por lo tanto también cómodos y la ayuda financiera por parte de los mejores colegios.

JALÆBRE TENER UNA IDEA DE CIENCIA DE COMUNICACIÓN EN ARIZONA
Muestra educacional en el curso de un tiempo y no. Pueden conseguir una idea de cómo es cualquier cosa de los cursos estudiantiles para otros grupos como tertulias y cursos.
go.arizona.edu/ucalculator

QUITENME RENOMBRAR PAUSAR POR EL EXPEDIENTE
Si una colegia tiene criterios de selección para el candidato que se van a tomar decisión del colegio. Con respecto a estos criterios y por lo tanto, todos los estudiantes.
go.arizona.edu

FECHA LÍMITE PARA UG. AYUDA ECONOMICA EN MESES DE MAYO
Cuando se inicie la universidad las universidades para el candidato a las mejores los candidatos a los canales de educación. Este año para asistir a los mejores colegios de educación.

¿COMO PUEDO AYUDARTE?
Por el momento, ningún de nuestros asesores bilíngües ni encuentran disponibles, pero sí ofrecemos recursos que pueden ayudarte en tu paso por la Universidad de Arizona.

¿QUÉ ES EL PROGRAMA DE FORMACIÓN PROFESIONAL EN LÍNEA?
El programa de formación profesional en línea se realiza en el estado de Arizona para que puedan obtener la formación necesaria. Los estudiantes podrán aprender en línea, de la comodidad de su casa y de su horario.

¿JESUS BASTANTE INTERNACIONALIZACIÓN?
El programa de formación profesional en línea de la Universidad de Arizona es internacional, lo que significa que los estudiantes pueden obtener su título en línea y, además, pueden obtener su título en línea en un tiempo mucho más corto que en las universidades tradicionales.

CONTÁCTANOS
GEC: 800-ARIZONA 1-800-274-4762 (en inglés)

THE UNIVERSITY OF ARIZONA

You’re Invited to our
SPANISH CAMPUS TOUR

Te invitamos a nuestro
TOUR POR EL CAMPUS

¡Acompáñanos en un recorrido por el campus de la Universidad de Arizona - en español!

martes, 14 de marzo - 6:30 pm
Old Main - planta baja
1200 E University Blvd, Tucson, AZ
Registerate: https://slate.to/C9DbjzeE

Join us for a special twilight campus tour - in Spanish!

Tuesday, March 14th - 6:30 pm
Old Main - lower level
1200 E University Blvd, Tucson, AZ
Register here: https://slate.to/C9DbjzeE
Institutional Merit and Financial Aid Programs

- Merit Scholarships
- Arizona Assurance Program
- Arizona Native Scholars Grant
- Arizona Promise
- University Grant
ARIZONA PROMISE GRANT

Grant program for Arizona residents, Pell-eligible, full-time, first-year University of Arizona students. Covers the remaining gap for tuition and mandatory/program fees.
ARIZONA NATIVE SCHOLARS (ANS) GRANT

ANS is an institutional grant program that ensures any remaining gap in tuition, mandatory fees, tuition differentials and program fees are fully covered for full-time Native, Arizona Resident, Undergraduate students from Arizona’s 22 federally recognized tribes.
QUESTIONS?