
2020-21 Annual Report – Admissions

Mission

The mission of the Office of Admissions is to recruit, admit, and serve a diverse student population by cultivating relationships with prospective students and partners on and off campus. Our goal is to educate, support, and guide students and their families through the admission process, while striving to make their transition to higher education a positive, exciting, and successful experience at UA Little Rock.

Summary Narrative

1) Enhance recruitment and retention efforts to increase enrollment

- Redesigned admit packets to include onboarding info (major, college, advisor, etc.).
- Launched a new initiative with swag packets for students in the early enrollment funnel (sophomores, juniors, seniors, transfers).
- Revised inquiry postcards and created a mailout schedule.
- Targeted transfer recruitment using graduation lists from two-year institutions.
- Implemented extensive communication campaigns via phone, text, and email.
- Increased mail communications: inquiry postcards, swag packets, handwritten thank-you notes.
- Created and implemented a summer melt communication plan.
- Sent **1,510,819 emails** and **23,307 text messages** to prospective students.
- Launched the **TROJAN2021** application fee waiver campaign.
- Hosted both on-campus and virtual recruitment events.
- Purchased **50,000 ACT scores** in AR and TX for lead generation.
- Renewed partnership with **Cappex**.
- Partnered with **PeopleGrove** for virtual event hosting and engagement.

- Selected **QLess** as new front desk management system in collaboration with other offices.
 - Published the **Visitor's Guide** with Momentous.
 - Approved and prepared for implementation of **SLATE CRM**.
 - Developed targeted viewbooks for transfer students and bilingual scholarship marketing.
 - Expanded admit packets to returning, post-bac, and non-degree students.
 - Updated the admissions website with new resources and improved information.
 - Collaborated with Communications on ads and social media.
 - Participated in local media college week events.
 - Assisted with on-campus events and presentations.
 - Revised and implemented new admission standards for freshman and transfer students.
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2) Strengthen student-friendly operations and customer service

- Streamlined operating procedures.
 - Continued development of an internal **Admissions Team Resource** website.
 - Maintained and updated the public Admissions website.
 - Collected feedback through surveys for events and tours.
 - Emphasized positive experiences in all student interactions.
 - Held weekly office manager meetings for updates and issue resolution.
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3) Improve diversity and inclusion efforts

- Encouraged staff participation in **Safe Zone** training.
- Promoted diversity through recruitment materials.
- Integrated pronoun options in **Trojan Connect** platform.

- Included preferred names on all event communication.
 - Provided training on name changes and gender-neutral restroom locations.
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4) Align financial and human resources for effective operations

- Reorganized Arkansas recruiter territories by region for better coverage.
 - Hired and trained two new recruiters.
 - Staff attended professional conferences: **NISTS**, **RNL**, and **ArkACRAO**.
 - Implemented QLess (front desk management) with other campus offices.
 - Hosted virtual events: **Discover UA Little Rock**, **Transformation**, **Counselor's Appreciation Lunch and Learn**, **Academic Majors Week**, **Counselors Check-In**.
 - Created a joint outreach project with Financial Aid for unenrolled students.
 - Hosted **Step Into UA Little Rock** application days.
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5) Promote student development, engagement, and leadership

- Hired and trained two work-study students.
 - Included students in recruitment media.
 - Showcased students on social media.
 - Established the **Admissions Ambassador Program**.
 - Implemented **Trojan Connect** to connect prospective and current students.
 - Educated students using various platforms: social media, publications, emails, tours, fairs, etc.
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6) Other

- Two staff members were recognized in the Student Affairs Employee Recognition Program.

At a Glance

- **School Visits:** 412 total
 - 303 high school visits/events
 - 47 ArkACRAO/TACRAO fairs
 - 6 other two-year college fairs
 - 37 two-year school visits
- **Campus Tours:** 378 total
 - 493 individual registered, 288 attended (58%)
 - 8 group tours with 180 guests registered; 5 attended with 90 guests
- **Events:**
 - Campus & Virtual Tours
 - Transfer Fridays, Saturday Spotlights
 - Trojan Twilight Tours
 - Application Days: Step Into UA Little Rock
 - Counselor events: Appreciation Lunch, Check-In
 - Discover UA Little Rock
 - Drive-Ups, Transformation
 - Academic Colleges Week
 - Admitted Trojan Kickoff

Other Information

- 45,986 pages scanned into ImageNOW
- 8 community outreach events

- 786 social media posts
- 1,176 scholarship certificates mailed
- 12,594 phone calls received
- 18,152 emails received
- 1,510,819 emails sent to prospective students
- 23,307 text messages sent
- 1,602 RFIs completed and mailed
- 27,879 inquiry postcards mailed
- 1,872 swag packets mailed
- 729 students assisted in person
- 7,559 applications received, 5,837 students admitted

Note: Due to COVID, in-person interactions decreased, so virtual efforts were increased significantly.

Assessment 1: Customer Service (Operational)

- **Goal:** Evaluate service across Student Affairs.
 - **Method:** QR-code survey (satisfaction, professionalism, communication).
 - **Results:** No survey responses.
 - **Improvement:** Seek new ways to gather feedback.
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Assessment 2: Virtual Engagement (Operational)

- **Goal:** Prepare students for success via virtual platforms.
- **Actions:**
 - Built events in PeopleGrove with rich media

- Trained staff
 - Promoted events via social and email
 - **Results:**
 - 75% average attendance
 - Participants found sessions engaging, helpful, and informative
 - **Next Steps:**
 - Enhance mobile experience
 - Include more student-to-student interaction
 - Mix in-person with virtual options in FY22
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Assessment 3: Safe Zone Training (Student Learning)

- **Goal:** Improve diversity, inclusion, equity, and global understanding.
- **Plan:** Increase Safe Zone-trained staff/students and gather feedback.
- **Results:** No trainings due to COVID.
- **Future:** Resume and prioritize training in upcoming year.