

UNDERGRADUATE ADMISSIONS, FINANCIAL AID,  
AND MARKETING & COMMUNICATIONS

# RECRUITMENT BRANDING WORKSHOP

EXPECT MORE

# AGENDA

## Marketing & Communications

- Talking Points About Your Academic Programs
- General Talking Points for the University
- Introduction of Marq

## Undergraduate Admissions

- Top 3 Ways to Collaborate with Admissions
- Upcoming On-Campus Recruitment Events
- Best Practices for Academic Meetings During Tours
- College Fairs: ArkACRAO Rules & Partnering With Admissions
- Application Update
- Top 3 Steps for Students

## Financial Aid & Scholarships

- Affordability: Net Price
- Half-off Scholarship

# TALKING POINTS ABOUT YOUR ACADEMIC PROGRAMS

EXPECT MORE

UNIVERSITY OF ARKANSAS AT LITTLE ROCK

# TELLING YOUR STORY

1. Keep It Short - 30 to 60 seconds
2. Keep It Fun - Unique experiences, fun partnerships, engaging activities
3. Keep It Positive - Highlight the excitement and the caring people. Not the areas we're still working on.
4. Keep Money in the Conversation - Pell grant means students can have tuition covered; ½ Off; Departmental Scholarships; Reductions in total price
5. Share the Secret Sauce - People, Programs, and Place

# TALKING POINTS ABOUT UA LITTLE ROCK

EXPECT MORE

UNIVERSITY OF ARKANSAS AT LITTLE ROCK

CHARLES W. DONALDSON  
STUDENT SERVICES CENTER

OTTENHEIMER  
LIBRARY

# FOUR MAJOR MESSAGES

EVERYTHING SHOULD RELATE

Important to create  
consistency, familiarity, and a  
connected sense of purpose

EXPECT MORE

# BRAND THEMES

1. UA Little Rock believes our primary role is supporting the whole student, so that every student succeeds, graduates and positively impacts our communities.
2. Trojans excel at innovation: trying new approaches, forging unique partnerships, and looking for creative solutions is part of how we serve our students and our state.
3. Our university commits to serving the greater good and to give our all. Trojans are leaders—in our classrooms and communities.
4. UA Little Rock is an economic driver in the region. We pursue research and partnerships, supporting local communities and industries.

# MARQ UPDATE

EXPECT MORE

UNIVERSITY OF ARKANSAS AT LITTLE ROCK

CHARLES W. DONALDSON  
STUDENT SERVICES CENTER

OTTENHEIMER  
LIBRARY



# MARQ

## Templates

**Brand Templates** | Shared with Me | Personal Templates | Marq Templates

☆ Starred

||| Popular Templates

Search Filters 🔍


▼ **Category**

- Poster 6
- Postcard 5
- Flyer 9
- Brochure 4
- Rack Cards 2
- Digital Graphics 11

▼ **Category**


🔗 Manage Categories

## Brand Templates




**NEW STUDENT ORIENTATION**

2022-Flyer A  
8.5 x 11 in




**BE THEIR VOICE**  
ADVOCATE FOR ANIMAL RIGHTS

2022-Poster A  
18 x 24 in




**EVENT TITLE**  
TWO LINES

2022-Flyer B  
8.5 x 11 in




**LOREAM IPSUM DOLOR SIT AMET**


2022-Flyer C  
8.5 x 11 in




**EVENT NAME**



**LOREM IPSUM DOLOR SIT AMET**



**TITLE**  
SUBTITLE



**EVENT TITLE**

# MARQ

Email Carrie Phillips to request access

**Templates**

Brand Templates Shared with Me Personal Templates Marq Templates

☆ Starred

Popular Templates

Search Filters

Category

- Poster 6
- Postcard 5
- Flyer 9
- Brochure 4
- Rack Cards 2
- Digital Graphics 11

Manage Categories

**Brand Templates**

2022-Flyer A  
8.5 x 11 in

2022-Poster A  
18 x 24 in

2022-Flyer B  
8.5 x 11 in

2022-Flyer C  
8.5 x 11 in

EVENT NAME

LOREM IPSUM DOLOR SIT AMET

TITLE

EVENT TITLE

Send to: [cphillips@ualr.edu](mailto:cphillips@ualr.edu)

<https://app.marq.com>

# THOUGHT LEADERS & EXPERTS

EXPECT MORE

UNIVERSITY OF ARKANSAS AT LITTLE ROCK

# Thought Leaders and Experts

1. Monthly commentaries key issues and months
  - a. Social work month
  - b. First-Generation month
  
2. Big stories about internships, partnerships, affordability pathways
  - a. Teacher residencies
  - b. Computer Science Pathways
  - c. Stem training for students and community
  - d. New research equipment (Charlie)
  
3. Visual Content in your areas
  - a. Nerd Night
  - b. VAA Sale
  - c. Nursing simulation news
  
4. Experts on Topics
  - a. AEDI
  - b. Public Affairs

# TOP 3 WAYS TO COLLABORATE WITH ADMISSIONS

EXPECT MORE

UNIVERSITY OF ARKANSAS AT LITTLE ROCK

# TOP 3 WAYS TO COLLABORATE

## #1: COMMUNICATE PROGRAM UPDATES

- Establish student expectations for the admissions and program application process
- Admissions staff can better promote your program

## #2: REQUEST A RECRUITER

- Having an event? Request a recruiter to attend
- If unavailable, we can provide materials
- URL: [ualr.edu/admissions/request-a-recruiter](http://ualr.edu/admissions/request-a-recruiter)

## #3: PARTICIPATE IN A RECRUITMENT EVENT OR CAMPUS TOURS

- People join people, so connect with prospective students during events and tours



# UPCOMING ON-CAMPUS RECRUITMENT EVENTS

View All Tours & Events: [ualr.edu/tours](https://ualr.edu/tours)

EXPECT MORE

UNIVERSITY OF ARKANSAS AT LITTLE ROCK

# DISCOVER

WEDNESDAY, NOV. 8, 9:30-2 P.M.

Academic Expo,  
Afternoon Tent/Tables,  
Pop-up Activities, Volunteer  
[ualr.edu/admissions/  
discover-campus-sign-up](https://ualr.edu/admissions/discover-campus-sign-up)

**RSVP: [ualr.edu/discover](https://ualr.edu/discover)**

UA Little Rock's largest college preview day is packed with fun activities for Future Trojans to enjoy. They could even win a scholarship!

EXPECT MORE



# EXPLORE

SATURDAY, FEB. 10, 2024

Expo

*Email Brooke Magallanes*

RSVP: [ualr.edu/explore](https://ualr.edu/explore)

Future Trojans just starting their journey to UA Little Rock as a high school junior or a transfer can attend Explore.

# EXPERIENCE

THURSDAY, MARCH 7, 2024

Expo, Teach Sample Classes

*Email Brooke Magallanes*

**RSVP: [ualr.edu/experience](https://ualr.edu/experience)**

This isn't your typical college preview day — Future Trojans will attend college classes and enjoy campus dining.

# TRANSFORMATION

Friday, April 19, 2024

Expo

*Email Brooke Magallanes*

**RSVP: [ualr.at/transformation](https://ualr.at/transformation)**

Transformation is our largest transfer student event of the year! Future Trojans will leave feeling confident about transferring.

# BEST PRACTICES FOR ACADEMIC MEETINGS DURING TOURS

EXPECT MORE

UNIVERSITY OF ARKANSAS AT LITTLE ROCK

# BEST PRACTICES

## Scheduling

- Schedule for 11:45 am-12:15 pm
  - May run late, gives you enough time to talk
- In-person scheduling only
  - Virtual is not an option for academic meetings after tours
- Cancellations
  - Notifications via Google Calendar event and GChat

## Questions or Concerns

- Let India know if there are overall questions or concerns before or after tours
  - On tour days, the admissions counselor hosting will be added to the Google Calendar event

# CAMPUS VISIT

WEEKDAYS, 10 A.M. TO NOON

**RSVP: [ualr.edu/visit](https://ualr.edu/visit)**

Welcome Session for  
any student type

Walking Tour

Academic Appointment

# TRANSFER FRIDAY

EVERY OTHER FRIDAY, 10 A.M. TO  
NOON

Next tour date: Tomorrow

RSVP: [ualr.edu/visit](https://ualr.edu/visit)

Welcome Session created  
for Transfer Students

Walking Tour

Academic Appointment

# SATURDAY SPOTLIGHT

3RD SATURDAY, 10 A.M. TO NOON

Next tour date: Nov. 15

RSVP: [ualr.edu/visit](https://ualr.edu/visit)

Welcome Session for  
any student type

Walking Tour



# GROUP TOUR

## BY REQUEST

Group of 10 or more

RSVP: [ualr.edu/admissions/  
visit/request-a-group-tour](https://ualr.edu/admissions/visit/request-a-group-tour)

Welcome Session for  
any student type

Walking Tour

A Tour of Lab if available  
(Ex: EAC)

# COLLEGE FAIRS: ArkACRAO RULES & PARTNERING WITH ADMISSIONS

EXPECT MORE

UNIVERSITY OF ARKANSAS AT LITTLE ROCK

# COLLEGE FAIRS

## ArkACRAO Rules

- Only talk positively about other institutions
- Do not promise admission, scholarship, aid
- Be courteous of college fair hosts:
  - Notify the host well in advance if you can/cannot attend
  - Arrive early
  - Check-in with the host
  - Remain in your designated area the entire length of the scheduled event
- Avoid utilizing students
- Stick to the area behind your table
- Promo items can include printed materials and brochures
  - Good: Plastic branded bags, pencils and pens
  - Bad: All other promotional items, give-always

## Undergraduate Admissions Requests

- Let Admissions know you're attending—we'll save tables near us
  - Jeremy Laxton, [jelaxton@ualr.edu](mailto:jelaxton@ualr.edu)
  - Cancelling? Please CC Jeremy in your host notification
- Registration for free college fairs has changed—Jeremy will need to register your office or department
- Send students to the Admissions table after your conversation

# FALL COLLEGE FAIRS (HIGH SCHOOLS)

Notes	Booth Cost	Date	Time	Name of Fair	Address	School Contact	Contact Email	Contact Phone #	Recruiter Attending	Recruiter RSVP	Art RSVP	Don
		10/9/23	10am - 12pm	ASMSA	200 Whittington Ave Hot Springs N	Bret Vallun	vallunb@asmsa.org	501-622-5129	Curtis Sebrn	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Registration Link - http	\$75 before 9/11:	10/9/23	5pm - 7pm	LR Independent (Central AR Private)	2801 South University Ave Little R	Whitney Smothermar	wsmotherman@mtstmary.edu		Charlene Kirk	<input checked="" type="checkbox"/>		
	\$60	10/10/23	9am -12pm	PCSSD	2801 South University Ave Little R	LaJuana Green	lgreen@pcssd.org	501-804-9682	Charlene Kirk	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Date Change	\$25	10/10/23	2pm - 4pm	North Little Rock HS	201 W 22nd St North Little Rock, A	Linda Harper	harperl@nlrsd.org		Charlene Kirk	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	\$60	10/10/23	6pm - 8:30pm	LRSO	2801 South University Ave Little R	Tory Smith	tory.smith@lrso.org		Charlene Kirk	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	\$30	10/11/23	8:30am - 12pm	Faulkner County	2300 Prince St Conway, AR 72034	Maggie Martin	martinma@conwayschools.net	501-450-4881	Jeff Andrews	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
		10/12/23	8am - 10:30am	Cabot HS	401 N Lincoln St Cabot, AR 72023	Nicole Gatewood	nicole.gatewood@cps.k12.ar.us		Jeff Andrews	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	\$50	10/16/23	8:30am - 1pm	Arkansas State University	217 Olympic Dr Jonesboro, AR 72	Courtney Sears	csears@astate.edu	870-680-8226	Briana Graham	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		10/16/23	9am - 11am	Henderson State University		Christopher Gardner	gardenc@hsu.edu		Curtis Sebrn	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
		10/17/23	9am - 11am	Piggott HS	533 E Main St Piggott, AR 72454	Amber Harrell	amber.harrell@piggottschoools.net	870-589-3815	Briana Graham	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		10/17/23	8:30am - 10am	Searcy HS	301 N Ella Searcy, AR 72143	Julia Roddy	jroddy@searcyschools.org	501-278-2243	Jeff Andrews	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		10/17/23	8:30am - 12:30pm	South Central - SAU Tech	6415 S Spellman Rd East Camder	Bailey Carl	admisofc@sautech.edu	870-574-4458	Curtis Sebrn	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		10/17/23	6:30pm - 8pm	Columbia County		Jill Callcott	jcallcott@magnoliaschools.net		Curtis Sebrn	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		10/18/23	8:15am - 12pm	ASU Beebe	1000 W Iowa St Beebe, AR 72012	Tyler Bittle	tdbittle@asub.edu	501-882-8860	Jeff Andrews	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
		10/18/23	9am - 11am	Union County	311 S West Ave El Dorado, AR 71	Heath Waldrop	hwaldrop@southark.edu	870-864-7111	Curtis Sebrn	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		10/18/23	10am - 12pm	Wynne HS	800 E Jackson Ave Wynne, AR 72	Chris Davis	cdavis@wynneschools.net		Ty Jones	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		10/19/23	8am - 10:30am	Greene County Tech HS	5413 West Kingshighway Paragou	Breta Dean	breta.dean@gctsd.k12.ar.us	870-236-6113	Briana Graham	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		10/19/23	12:30pm - 3pm	Paragould HS	1701 W Court St Paragould, AR 7	Stacey Horn	shorn@paragouldschools.net	870-240-2271	Briana Graham	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		10/19/23	8:30am - 12pm	UA Hope-Texarkana	2500 S Main St Hope, AR 71801	Jennifer Cunningham	jennifer.wright@uaht.edu	870-722-8228	Curtis Sebrn	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		10/20/23	9am - 10:45am	ASU Newport	7648 Victory Blvd Newport, AR 72	Kevin Pearce	kevin_pearce@asun.edu	870-512-7744	Briana Graham	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		10/23/23	8:30am - 10:45am	Batesville Southside HS		Lisa Rich	lisa_rich@southsideschoools.org		Briana Graham	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		10/23/23	12pm - 2:30pm	Batesville HS		Courtney Wallace	cwallace@gobsd1.org		Briana Graham	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		10/23/23	9am - 12pm	UA Cossatot	128 E Main Lockesburg, AR 7184	Suzanne Ward	sward@cccu.edu	870-474-1403	Curtis Sebrn	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		10/24/23	9am - 11am	Ozarka College	218 College Dr Melbourne, AR 72	Mckenzie Jackson	mckenzie.jackson@ozarka.edu	870-368-2013	Briana Graham	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		10/24/23	12:30pm - 2:30pm	Mountain Home HS	500 Bomber Blvd Mountain Home,	Whitney Rodgers	wrogers@mhbombers.com	208-587-2570	Madi Linsenbardt	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		10/24/23	12:30pm - 2:30pm	UA Rich Mountain	1100 College Dr Mena, AR 71953	Wendy McDaniel	wmcdaniel@uarichmountain.edu	479-394-7622	Curtis Sebrn	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		10/25/23	9am - 10:30am	Williams Baptist University	56 McClellan Dr Walnut Ridge, AR	Rachel Steele	rsteele@williamsbu.edu	870-579-4122	Briana Graham	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		10/26/23	9am - 12pm	Arkansas Northeastern College	2501 S Division St Blytheville, AR	Nikki Brown	nbrown@small.anc.edu	870-762-3190	Briana Graham	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		10/26/23	5:30pm - 7:30pm	Academies of West Memphis	503 W. Broadway St West Memph	LaTarsha Johnson	ljohnson@wmsd.net	870-735-7880	Ty Jones	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

# SPRING TRANSFER FAIRS

Date	Time	Name of Fair	Location	Address	School Contact	Contact Email	Recruiter Atten	Recruiter RSVP	Art RSVP	Donaghey Sch	CHASE	DCSTEM	CBHHS
2/12/24	10am - 12:30pm	SEARK	McGregor Hall	1900 Hazel Street Pine Bluff,	Sherri Roberts	sroberts@searks.edu	Becca Davis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2/13/24	10am - 12:30pm	East AR CC	EACC	1700 New Castle Rd Forrest	Erin James	ejames@eacc.edu	Becca Davis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2/14/24	10am - 12:30pm	PCCUA- Stuttgart	Foyer	2807 Hwy 165 Stuttgart, AR	Sylvia Boyd	sboyd@pccua.edu	Becca Davis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2/15/24	9:30am - 11:30am	ASU Mid-South	Reynolds Center	2000 West Broadway West M	Stephanie Krehl	silkrehl@asumidsouth.edu	Becca Davis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2/20/24	10am - 12:30pm	National Park	Student Center	101 College Drive Hot Spring	Katelynn Hardage	katelynn.hardage@np.edu	Becca Davis	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2/20/24	1:30pm - 3:30pm	ASU Three Rivers	Student Center	1 College Cir Malvern, AR	Brittany Malone	bmalone@asutr.edu	Becca Davis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2/21/24	9am - 11am	UA Cossatot - DeQueen			Thom Copeland	tcopeland@cccu.edu	Becca Davis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2/21/24	1pm - 3pm	UA Cossatot - Nashville			Thom Copeland	tcopeland@cccu.edu	Becca Davis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2/22/24	10am - 12:30pm	UA Rich Mt					Becca Davis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2/26/24	8:30am - 10:30am	UAHT - Texarkana		3501 U of A Way Texarkana,	Jennifer Cunningham	jennifer.wright@uaht.edu	Becca Davis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2/26/24	12pm - 2pm	UAHT - Hope		2500 South Main Hope, AR	Jennifer Cunningham	jennifer.wright@uaht.edu	Becca Davis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2/27/24	12pm - 2pm	SAU Tech	TE Building	6415 S Spellman Rd East Ca	Bailey Carl	admisofc@sautech.edu	Becca Davis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2/28/24	11am - 1:30pm	SouthArk			Kimberly Moore	kmoore@southark.edu	Becca Davis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2/29/24	10am - 1pm	UA PTC South	South Campus	13000 Interstate 30 Little Roc	Curt Crook	ccrook@uaptc.edu	Becca Davis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3/5/24	9am - 11am	UACC Batesville		2005 White Drive Batesville,	Sherrri Stagner	sherrri.stagner@uaccb.edu	Becca Davis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3/5/24	1pm - 3pm	Ozarka College		218 College Drive Melbourne	Bryan Jeffery	bjeffery@ozarka.edu	Becca Davis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3/6/24	10am - 12pm	ASU Beebe		1000 W Iowa St Beebe, AR	Tyler Bittle	tdbittle@asub.edu	Becca Davis	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3/6/24	1:30pm - 3:30pm	ASU Beebe - Heber Springs		101 Rivercrest Dr Heber Sprir	Erica Killion	eikillion@asub.edu	Becca Davis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3/7/24	10am - 1pm	UA PTC	Grand Hall	3000 West Scenic Dr North Li	Deb Wittig	dwittig@uaptc.edu	Becca Davis	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3/12/24	10am - 1pm	NWACC		1 College Drive Bentonville, AR	72712	transferpathways@nwacc.edu		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3/12/24	10am - 12:30pm	UACC Morrilton		1537 University Blvd Morrilton	Sandra Sponer	sponer@uaccm.edu	Becca Davis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3/13/24	8am - 5pm	North Arkansas College			Shay Lehn	shay.lehn@northark.edu		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3/14/24	10am - 1pm	ASU Mountain Home	Roller Hall	1600 South College St Mount	Sara Anderson	sanderson@asumh.edu		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3/14/24	12pm - 2pm	PCCUA - Helena			Kimberley Johnson	kjohnson@pccua.edu	Becca Davis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# APPLICATION UPDATE

EXPECT MORE

UNIVERSITY OF ARKANSAS AT LITTLE ROCK

CHARLES W. DONALDSON  
STUDENT SERVICES CENTER

OTTENHEIMER  
LIBRARY

# ALL 2024 TERMS AVAILABLE

URL: [APPLY.UALR.EDU](https://apply.ualr.edu)

Applicants can view status at [status.ualr.edu](https://status.ualr.edu)

PROMO CODE: **TROJAN2024**

Feel free to provide students with the promo code to waive the \$40 undergraduate application fee.



# TOP 3 STEPS FOR STUDENTS

EXPECT MORE

UNIVERSITY OF ARKANSAS AT LITTLE ROCK



# TOP 3 STEPS FOR STUDENTS

## #1: APPLY FOR ADMISSIONS

## #2: SUBMIT DOCUMENTS FOR DECISION

- Official transcripts, official college entrance exam scores, immunization records, etc.
- Students can find their list when they log into the application

## #3: COMPLETE FAFSA

- 2024-25 FAFSA becomes available in December

DETAILS: [UALR.AT/QUICKGUIDE](https://ualr.at/quickguide)



# FINANCIAL AID UPDATES

EXPECT MORE

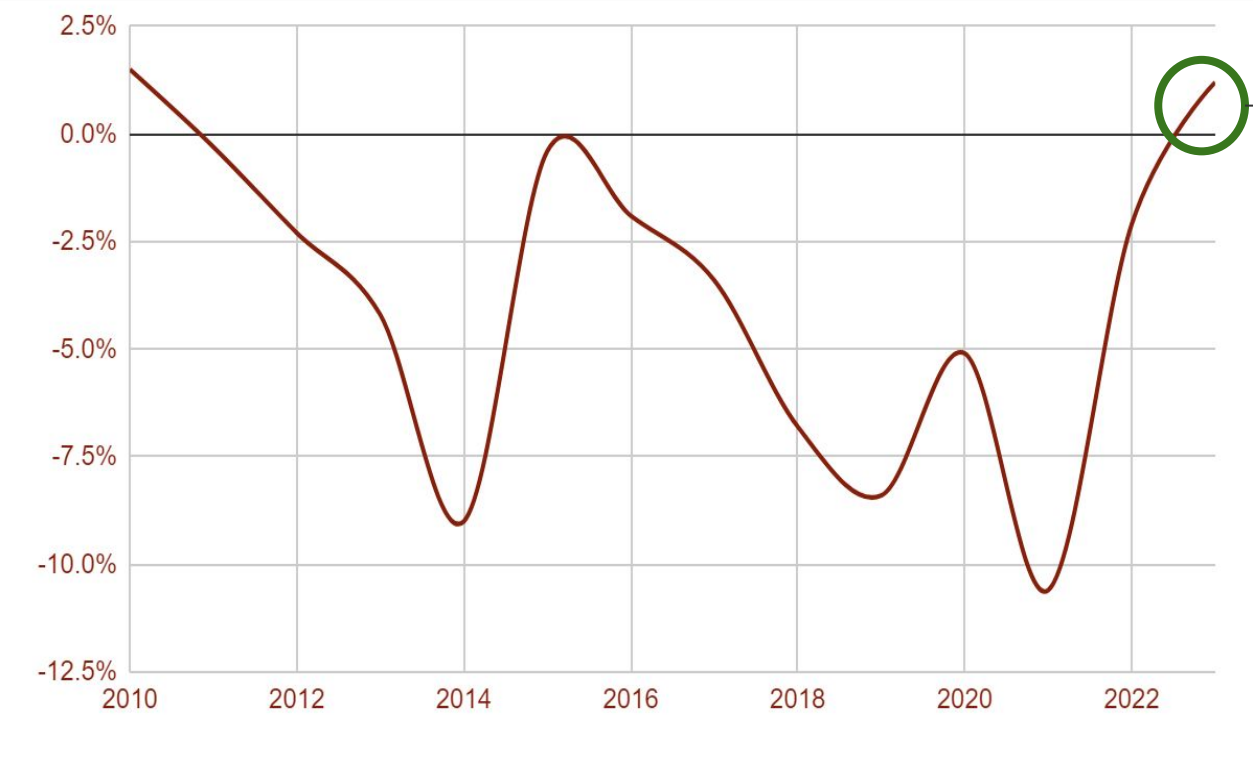
UNIVERSITY OF ARKANSAS AT LITTLE ROCK

CHARLES W. DONALDSON  
STUDENT SERVICES CENTER

OTTENHEIMER  
LIBRARY

# HISTORICAL STUDENT FULL-TIME EQUIVALENT (FTE)

FTE % Difference vs. Term



**Fall 2023:**  
**First positive Student FTE change in thirteen years!**

# AFFORDABILITY FOR TROJANS

How much does it cost for students to attend UA Little Rock?

**Net Price**  
 The average yearly price charged to first-time, full-time undergraduate students receiving student aid at an institution of higher education after deducting such aid. (Source: Integrated Post Secondary Education Data System)

2017-18	2018-19	2019-20	2020-21	2021-22
\$13,256	\$13,751	\$12,235	\$11,901	\$11,173

**Net Price % Change**  
 (The percentage change in net price from the prior academic year.)

2017-18	2018-19	2019-20	2020-21	2021-22
-1.1%	3.7%	-11.0%	-2.7%	-6.1%

# AFFORDABILITY FOR TROJANS

How much does it cost for students to attend UA Little Rock?

**Net Price**  
 The average yearly price charged to first-time, full-time undergraduate students receiving student aid at an institution of higher education after deducting such aid. (Source: Integrated Post Secondary Education Data System)

2017-18	2018-19	2019-20	2020-21	2021-22
\$13,256	<b>\$13,751</b>	\$12,235	\$11,901	<b>\$11,173</b>

**Net Price % Change**  
 (The percentage change in net price from the prior academic year.)

2017-18	2018-19	2019-20	2020-21	2021-22
-1.1%	3.7%	<b>-11.0%</b>	<b>-2.7%</b>	<b>-6.1%</b>

# 2019: #3 Most Expensive University in Arkansas

EXPECT MORE

# 2022: #3 Most Affordable University in Arkansas

EXPECT MORE

# AFFORDABILITY FOR TROJANS

How much does it cost for students to attend UA Little Rock?

**Net Price**  
 The average yearly price charged to first-time, full-time undergraduate students receiving student aid at an institution of higher education after deducting such aid. (Source: Integrated Post Secondary Education Data System)

2017-18	2018-19	2019-20	2020-21	2021-22
\$13,256	\$13,751	\$12,235	\$11,901	<b>\$11,173*</b>

**Net Price % Change**  
 (The percentage change in net price from the prior academic year.)

2017-18	2018-19	2019-20	2020-21	2021-22
-1.1%	3.7%	<b>-11.0%</b>	<b>-2.7%</b>	<b>-6.1%</b>

**\*Making higher education more affordable at UA Little Rock than some Arkansas community colleges.**



# AFFORDABILITY FOR TROJANS

How is UA Little Rock making higher education more affordable?

## Net Price

The average yearly price charged to first-time, full-time undergraduate students receiving student aid at an institution of higher education after deducting such aid. (Source: Integrated Post Secondary Education Data System)

2017-18	2018-19	2019-20	2020-21	2021-22
\$13,256	\$13,751	\$12,235	\$11,901	<b>\$11,173*</b>

## Net Price % Change

(The percentage change in net price from the prior academic year.)

2017-18	2018-19	2019-20	2020-21	2021-22
-1.1%	3.7%	<b>-11.0%</b>	<b>-2.7%</b>	<b>-6.1%</b>

\*Making higher education more affordable at UA Little Rock than some Arkansas community colleges.

## Fall 2023 Financial Aid Highlights

\$23 million in Federal Aid  
 \$4 million in Institutional Aid  
 \$3 million in Private Aid  
 \$2 million in State Aid

---

**\$32 million in Total Aid**

# AFFORDABILITY FOR TROJANS

How is UA Little Rock making higher education more affordable?

## Net Price

The average yearly price charged to first-time, full-time undergraduate students receiving student aid at an institution of higher education after deducting such aid. (Source: Integrated Post Secondary Education Data System)

2017-18	2018-19	2019-20	2020-21	2021-22
\$13,256	\$13,751	\$12,235	\$11,901	<b>\$11,173*</b>

## Net Price % Change

(The percentage change in net price from the prior academic year.)

2017-18	2018-19	2019-20	2020-21	2021-22
-1.1%	3.7%	<b>-11.0%</b>	<b>-2.7%</b>	<b>-6.1%</b>

\*Making higher education more affordable at UA Little Rock than some Arkansas community colleges.

## Fall 2023 Financial Aid Highlights

\$23 million in Federal Aid  
 \$4 million in Institutional Aid  
 \$3 million in Private Aid  
 \$2 million in State Aid

---

**\$32 million in Total Aid**



Students have applied for 15,176 external scholarships via **Scholarship Universe** since Jan. 1, 2023.

# AFFORDABILITY FOR ALL ARKANSANS

How does the Half-Off Scholarship work?

<b>Half-Off Without PELL Grants</b>	UA Little Rock Half-Off Arkansas Challenge <hr/> <b>\$14K Total for 4-year Degree</b>
<b>Half-Off With PELL Grants</b>	UA Little Rock Half-Off Arkansas Challenge Full PELL Grant <hr/> <b>\$0 Total for 4-year Degree*</b>

Net Price with Half-Off				
Class	Cost	Half-Off	Challenge	TOTAL
Freshman	\$9,529	-\$5,000	-\$1,000	<b>\$3,529</b>
Sophomore	\$9,529	-\$5,000	-\$4,000	<b>\$529</b>
Junior	\$9,529	N/A	-\$4,000	<b>\$5,529</b>
Senior	\$9,529	N/A	-\$5,000	<b>\$4,529</b>
<b>Total</b>				<b>\$13,646</b>
<b>Total after PELL Grant</b>				<b>\$0*</b>

\*If a student also receives the full PELL (\$6,895), then the student will likely pay nothing for tuition and fees for the freshman through senior years.

# QUESTIONS?

EXPECT MORE