



UNIVERSITY OF
GEORGIA
Undergraduate Admissions

ANNUAL REPORT 2020



YEAR IN REVIEW

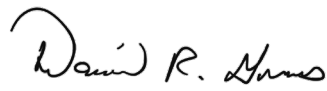
Dear Colleagues,

It has been an interesting year for the Office of Undergraduate Admissions. What began as a typical recruitment cycle quickly pivoted into new and uncharted territory with a global pandemic, redirecting our efforts into a virtual environment and a change in leadership at the Director level. With this said, we've successfully recruited and enrolled an outstanding class of students, welcoming 5,625 first year students and 1,615 transfer students for summer/fall 2020.

In 2019-2020 we served students through events and programs, printed and electronic collateral, and a variety of Zoom meetings and webinar opportunities. The Undergraduate Admissions and New Student Orientation teams collaborated with campus partners and community members to intentionally connect with students and enroll a first year class that is diverse and academically exceptional.

We would like to thank you for your support in this last year and we look forward to working with you to recruit and welcome students in this next year.

Thank you and go Dawgs!



David R. Graves



Amanda R. Sale, Ph.D.



DAVID R. GRAVES

Interim Senior Executive Director



AMANDA R. SALE, Ph.D.

Interim Executive Director

ABOUT ADMISSIONS

During the first year admission review process, our initial focus is on academics with a detailed analysis of core grades and grade trends, a student's curriculum and SAT/ACT scores. For a majority of files Admissions will also perform a whole student review, looking at a student's intellectual and creative pursuits, an understanding and respect for others and their significant commitment to citizenship through public service, school activities, community involvement, leadership, and family. In addition, we will also look at their ability to communicate through the short essays and other writing sections, evidence of integrity and personal maturity, recommendations from counselors and teachers and any other information in the file. In other words, we will look at everything in the student's application in order to make a majority of our decisions.

50

full-time
staff

12

student
workers

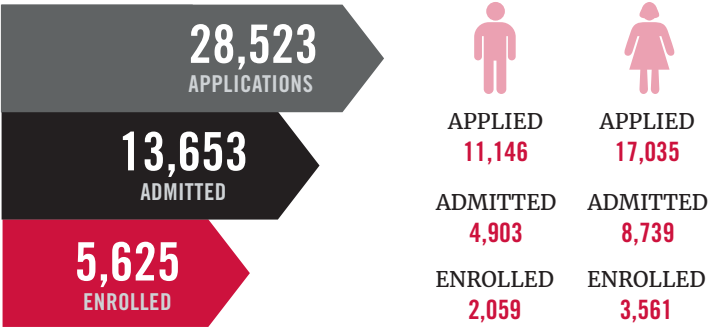
49

student
volunteers



* All numbers & data captured in this report are as of September 1

FIRST YEAR ADMISSIONS (2019-2020)



DIVERSITY

ETHNICITY	APPLIED	ADMITTED	ENROLLED
American Indian or Alaska Native	32	12	5
Asian	2,870	1,781	736
African-American	2,567	787	345
Hispanic	2,278	1,017	399
Multi-Racial	1,142	538	245
Pacific Islander	13	4	1
White	17,216	8,821	3,821
Non-Reported	355	207	62
TOTAL	26,473	13,167	5,614

ADMITTED STUDENTS MIDDLE-50%

3.94-4.21 Core GPA 7-12 AP, IB or DE Courses 30-34 ACT 1310-1460 SAT



ENROLLED STUDENTS MIDDLE-50%

3.92-4.14 Core GPA 7-11 AP, IB or DE Courses 29-33 ACT 1280-1430 SAT



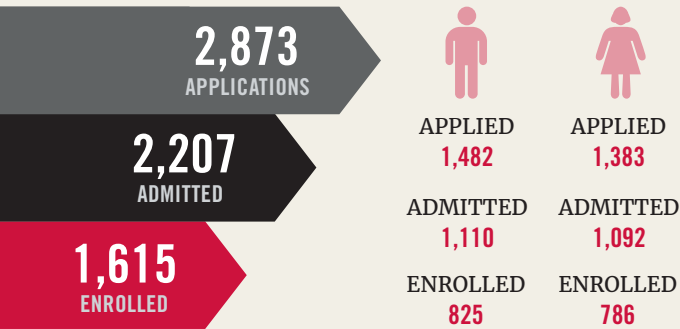
TOP FEEDER COUNTIES

Fulton
Gwinnett
Cobb
Forsyth
DeKalb
Cherokee
Hall
Chatham
Oconee
Fayette

TOP FEEDER STATES

Texas
North Carolina
Virginia
Florida
Maryland
New York
South Carolina
Tennessee
California
New Jersey

TRANSFER ADMISSIONS



TOP FEEDER SCHOOLS

University of North Georgia
Georgia State University
Kennessaw State University
Augusta University
Georgia Southern University
Georgia Gwinnett College
Abraham Baldwin Agricultural College
Valdosta State University
Georgia College & State University
University of West Georgia



100,000+

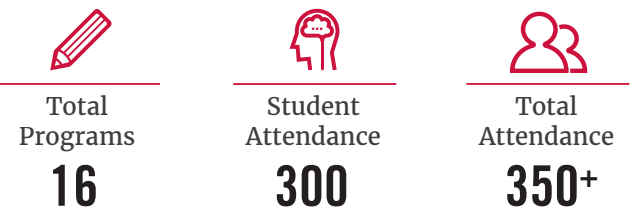
Credit Hours Transferred

* All numbers & data captured in this report are as of September 1 * Numbers may not equal 100% because of non-responders *

KEY ADMISSIONS PROGRAMS

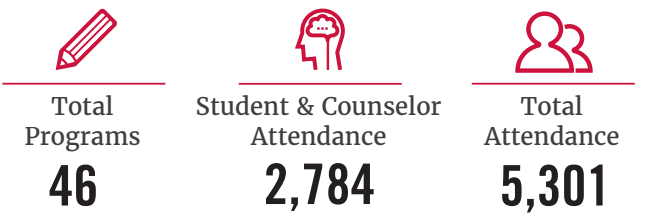
Gear Up for High School & College

Gear Up 4 High School & Gear Up 4 College are designed to educate eighth-graders and their parents on the transition to high school, the college admissions process and engage with current UGA students through programming made available in both English and Spanish.



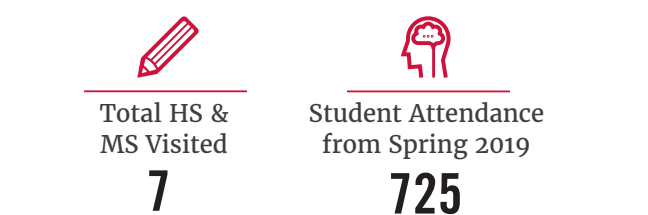
Peach State Tour

The Peach State Tour is a month-long series of events throughout August and September that brings admissions and financial aid information from the University of Georgia, Georgia State University and Georgia Tech to within 50 miles of every Georgian.



Road Dawgs

Road Dawgs is a partnership with the Office of the President and the Office of Institutional Diversity where UGA students use their spring break to travel across Georgia to talk with middle and high school students about the collegiate experience.



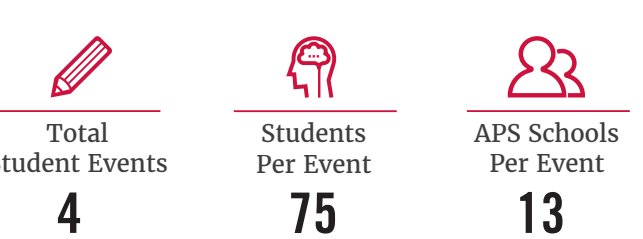
UGA Director's Cup

Each year the Office of Undergraduate Admissions presents a Georgia high school with the UGA Director's Cup, an award to acknowledge the high schools whose students have earned the highest cumulative GPA at the completion of their first year. High schools enrolling 10 or more students in the first year class are eligible for consideration.



Atlanta Public School Partnership

This partnership creates connections with high school students who may not be considering UGA for their college education and provides opportunities for professional development for APS counselors and administrators.



GIVE THAT DAWG A BONE

The UGA Alumni-Admissions partnership continues to be a successful relationship between the UGA Alumni Association and the Office of Undergraduate Admissions. This year completes the 10th year of the "Give That Dawg a Bone" Alumni Card Writing Campaign. With key partnerships established with UGA Alumni Affinity Groups, including the Black Alumni Leadership Council and a database of UGA Alumni, we were able to reach students in 49 states with alumni volunteers writing from 32 different states across the country.



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RECRUITMENT

115 On-Campus Events

905 Off-Campus Events

23,549 Campus Visit Guests

465 Campus Visit Programs

201 College Fairs

536 High School Visits

 2,214 Yield postcards written by Staff



13,003
Pairs of socks sent to Admitted First year Students



All Georgia Counties were visited between 2017-2019

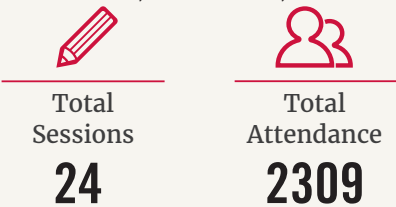


20
Number of States Visited

PIVOT TO ONLINE

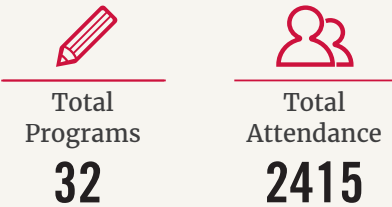
Daily Dawg Bytes

Due to the impacts of COVID-19 and the cancellation of our on-campus yield events, New Dawgs and Georgia Scholar Days, our team was faced with the challenge of creating a unique virtual experience. Utilizing Zoom Webinar platform, students heard from current UGA students, Admissions, Financial Aid, Housing and Orientation about the next steps to join our Bulldog Family.



Virtual Campus Visit Experience

In addition to the cancellation of our campus yield events, the in-person campus visit experience moved online. Our Virtual CVE reviews the admissions process, answers questions from students and provides an overview on what UGA has to offer. The Virtual CVE concludes with a virtual tour of the Athens campus from member of the UGA Visitors Center.



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ORIENTATION

Larry Cloud joined as the Director of New Student Orientation in December 2019, working with his staff to offer incoming first year and transfer students an orientation experience during unprecedented times. The NSO team pivoted the Summer Orientation experience from in-person delivery to a series of virtual events. This drastic shift focused on a mixture of asynchronous learning modules and synchronous interactions with Orientation Leaders and Advisors through Zoom and Zoom Webinar.

320 Total Number of Small Groups

7,544 Total Number of Students

60 Dawg Talk Webinars
823 Podcast Listens
8 Instagram Live Sessions
2 Total Staff
16 Orientation Leaders
3 Grad Interns
19 Undergraduate Admissions Student Panels
1,871 Number of Webinar Questions Answered

4,664 Number of Webinar Attendees

SCHOLARSHIPS

In today's economic environment, families are more concerned than ever with the cost of higher education. The University of Georgia continues to be one of the best buys among colleges, especially when rankings consider both the low cost of attendance and the high quality of education received. Most academic (merit-based) scholarships for first year students are awarded during the admissions process. Please visit admissions.uga.edu/scholarships for more information about our scholarship programs.

2,639 Scholarships Awarded
\$20.4mil Scholarship Dollars awarded through scholarships and scholarships and waivers

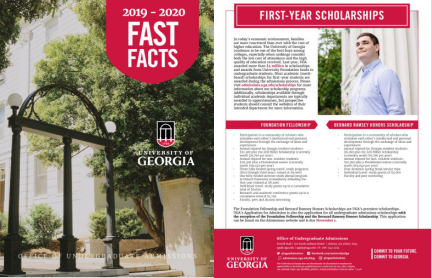
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COLLATERAL & COMMUNICATIONS

The Office of Undergraduate Admissions Communications and Marketing efforts is a multi-channel approach, spanning across print media, email, social media and digital web presence. These efforts, combined with in-person recruitment, allows us to best communicate with students through their preferred means.

PRINTED COLLATERAL

The Office of Undergraduate Admissions prints over 80,000 copies of four key pieces of printed collateral: Fast Facts Brochure, Scholarships Overview, AP/IB/DE Overview, and Majors Brochure.



SOPHOMORE/JUNIOR SEARCH

We partner with Fire Engine Red to communicate with approximately 150,000 prospective sophomores and juniors, focusing on both email and print communication to encourage further interest and applications to UGA.

150,000+ Students Served


VENDOR PARTNERSHIPS

We have several vendor partnerships to showcase UGA on electronic platforms including Carnegie Dartlet's CollegeXpress, Cappex, and Hobson's Naviance.

32,500+ Students Served

APP GENERATION CAMPAIGN


Our first year app generation campaign is a series of 9 emails and videos that represent key University messaging points, a website landing page to draw students to apply, and social media campaign that reinforces and highlights those messages.



1,051,897 Emails Sent 29% Open Rate

YIELD CAMPAIGN


Our first year yield campaign targets students by sharing stories of real UGA students and their experiences while honing in on elements that make UGA unique, in addition to a corresponding landing page.



150,285 Emails Sent 69% Open Rate

UNDERREPRESENTED STUDENT CAMPAIGN

A first for our office this past year, our Underrepresented Student Campaign consisted of three postcard mailers during the fall application season that highlighted successful current and former UGA students from diverse backgrounds.



13,094 Total Postcards Sent


SOCIAL MEDIA

Social Media plays a vital component in our recruitment process, with utilization of both student-generated content that shares the UGA student-experience as well as providing procedural updates regarding key dates and deadlines.

9,680 Unique Followers
10,330 Unique Followers

ADMISSIONS WEBSITE

In July 2019, the Office of Undergraduate Admissions website underwent a complete overhaul, which helped better bring the website into UGA brand standards and optimize the content to reduce the number of student questions.



1.2mil Unique Pageviews

AVERAGE STUDENT INTERACTION/TOUCHPOINTS

We communicate with students regularly through email and print collateral, with a mix of overall UGA and procedural messaging. Student communication can begin as early as Sophomore year, but ramps up in a prospective student's junior and senior year.

86 Average Number of Student Interactions

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**UNIVERSITY OF
GEORGIA**
Undergraduate Admissions

WEB

APPLY.UGA.EDU

APPLY@UGA.EDU

TELEPHONE

(706) 542-2112

ADDRESS

TERRELL HALL

**210 SOUTH JACKSON STREET,
ATHENS, GA 30602**

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