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
Amanda R. Sale, Ph.D.

First Year Admissions (2019-2020)

28,523 applications
13,653 admitted
5,625 enrolled

Ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Applied</th>
<th>Admitted</th>
<th>Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian or Alaska Native</td>
<td>12</td>
<td>12</td>
<td>5</td>
</tr>
<tr>
<td>Asian</td>
<td>3,870</td>
<td>1,951</td>
<td>736</td>
</tr>
<tr>
<td>African-American</td>
<td>2,402</td>
<td>1,072</td>
<td>165</td>
</tr>
<tr>
<td>Hispanic</td>
<td>2,378</td>
<td>1,617</td>
<td>399</td>
</tr>
<tr>
<td>Multi-Racial</td>
<td>1,642</td>
<td>558</td>
<td>245</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>13</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>White</td>
<td>17,216</td>
<td>8,821</td>
<td>3,821</td>
</tr>
<tr>
<td>Non-Reported</td>
<td>355</td>
<td>207</td>
<td>62</td>
</tr>
<tr>
<td>Total</td>
<td>26,473</td>
<td>13,167</td>
<td>5,614</td>
</tr>
</tbody>
</table>

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

2,873 applications
2,207 admitted
1,615 enrolled

Top Feeder Schools

University of North Georgia
Georgia State University
Kennesaw 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.

Community Based Organization Partnerships
With a new Assistant Director for Community Engagement, our office has yielded partnerships with nonprofits and Community Based Organizations throughout the Metro Atlanta area that included college readiness workshops, campus visits, and relationship building initiatives with organizational leadership.

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.

RECRUITMENT

On Campus Events

Peach State Tour
- Total Programs: 46
- Student & Counselor Attendance: 2,784
- Total Attendance: 5,301

Road Dawgs
- Total Programs: 18
- Student Attendance: 300
- Total Attendance: 350+

UGA Director’s Cup
- Total Programs: 18
- Student Attendance: 355
- Total Attendance: 4,500+

Off-Campus Events

Campus Visit Guests
- Total HS & MS Visited: 42
- Student Attendance: 200+
- Total Attendance: 4,500+

College Fairs
- Total Programs: 465
- Campus Visit Guests: 20

High School Visits
- Total Programs: 16
- Student Attendance: 300
- Total Attendance: 350+

Yield postcards written by Staff
- Total Programs: 32
- Total Attendance: 2415

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 sixth 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.

Total Programs
- 16
- Total Student Attendance: 300
- Total Attendance: 350+

TOTAL HS & MS Visited
- 42
- Student Attendance: 200+
- Total Attendance: 4,500+

Atlanta Public School Partnership
- Total Student Events: 4
- Students Per Event: 75
- APS Schools Per Event: 13

UGA Director’s Cup
- 2017: Whitewater High School
- 2018: Madison County High School
- 2019: Winder-Barrow High School

Virtual Campus Visit Experience
- Total Programs: 32
- Total Attendance: 2415

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.

Daily Dawg Bytes
- Total Sessions: 24
- Total Attendance: 2309

PIVOT TO ONLINE

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

**Total Number of Students**

7,544

**Total Number of Small Groups**

320

**Undergraduate Admissions Student Panels**

19

**Dawg Talk Webinars**

60

**Podcast Listens**

823

**Instagram Live Sessions**

8

**Total Staff**

2

**Orientation Leaders**

16

**Grad Interns**

3

**Number of Webinar Questions Answered**

1,871

**Number of Webinar Attendees**

4,664

**Scholarships**

2,639 Scholarships Awarded

$20.4 mil Scholarship Dollars awarded through scholarships and waivers

**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.**

**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 60,000 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.

**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.

**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.

**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.

**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.

**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.

**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.

**VENDOR PARTNERSHIPS**

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

**Total Postcards Sent**

13,094

**Emails Sent**

9,680

**Unique Followers**

10,330

**Unique Pageviews**

1,2mil

**% Open Rate**

29%

**% Open Rate**

69%

**Total Emails Sent**

1,051,897

**Total Emails Sent**

150,285

**Unique Students Served**

150,000+

**Unique Students Served**

32,500+

**Average Number of Student Interactions**

86