Dear Colleagues,

It has been an exciting year for the Office of Undergraduate Admissions. We received the largest number of First-Year applications ever at over 43,500 students, with tremendous growth in our out-of-state applicants. As the admissions office for the flagship institution of Georgia, we have made a commitment to attract the best and brightest students throughout the state of Georgia. With that said, we’ve successfully recruited and enrolled an outstanding class of students, welcoming over 6,100 First-Year students and over 1,800 Transfer students for Summer/Fall 2023 and enrolled the largest number of Georgia First-Year students ever.

In the 2022-2023 year, we served students through events spanning Georgia and the country, communicated through printed and electronic collateral, and held a variety of in-person, on-campus and virtual programs. The Undergraduate Admissions and New Student Orientation teams collaborated with campus partners and community members to connect with students and enroll a First-Year class that is both diverse and academically exceptional.

The Office of Undergraduate Admissions would like to thank you for your support throughout last year, and we look forward to working with you to recruit and welcome students in the coming year. Thank you and go Dawgs!

David Graves
Interim Director of Undergraduate Admissions
KEY ADMISSIONS PROGRAMS

**CERTIFICATE OF MERIT**
The Georgia Certificate of Merit program recognizes the top five percent of students within the junior class from over 500 high schools in Georgia. Selection is based on outstanding academic achievement during the first three years of high school. By continuing with this program, we hope to encourage these students to pursue higher education opportunities.

<table>
<thead>
<tr>
<th>Total Awards Given</th>
<th>Applicants</th>
<th>Applicants Admitted</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,700*</td>
<td>3,300*</td>
<td>89%</td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>Total Programs</th>
<th>Student Attendance</th>
<th>Total Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>90*</td>
<td>70</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Total Student Events</th>
<th>Students Per Event</th>
<th>APS Schools Per Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>62</td>
<td>8</td>
</tr>
</tbody>
</table>

**PEACH STATE TOUR**
The Peach State Tour is a series of in-person and virtual events throughout August and September that brings admissions and financial aid information from the University of Georgia, Augusta University, Georgia State University, and Georgia Tech to students, counselors, and supporters throughout the state of Georgia.

<table>
<thead>
<tr>
<th>Total Programs</th>
<th>Student, Classroom &amp; Counselor Attendance</th>
<th>Student Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>22</td>
<td>3,800*</td>
<td>1,970*</td>
</tr>
</tbody>
</table>

**COMPASS**
Compass Middle School Outreach, previously known as Gear Up & College, is designed to create early awareness about post-secondary options and discuss the college admissions process to eighth-graders. Students get the opportunity to interact with current UGA students, learn about scholarships, tour North Campus, and dine at one of our dining halls.

<table>
<thead>
<tr>
<th>Total Schools in Compass</th>
<th>Total Programs</th>
<th>Student Attendance</th>
<th>Total Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>41</td>
<td>45</td>
<td>6</td>
</tr>
</tbody>
</table>

**ROAD DAWGS**
Road Dawgs is a partnership with the Office of the President and the Office of Institutional Diversity that occurs during UGA’s spring break. This outreach program allows current UGA students the opportunity to engage with high school students and share their college experience and future plans.

<table>
<thead>
<tr>
<th>Total High Schools Visited</th>
<th>Total Programs</th>
<th>Student Attendance</th>
<th>Miles Traveled</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>6</td>
<td>340</td>
<td>725*</td>
</tr>
</tbody>
</table>

**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. With key partnerships on campus, we are able to reach students through alumni volunteers writing to recently admitted students, sharing their college memories and encouraging them to choose UGA as their home for the next four years.

<table>
<thead>
<tr>
<th>Postcards Sent to Admitted Prospective Students</th>
<th>Alumni Volunteers</th>
</tr>
</thead>
<tbody>
<tr>
<td>6,500+</td>
<td>358</td>
</tr>
</tbody>
</table>

*All numbers & data captured in this report are as of June 2023*
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/afford/scholarships for more information about our scholarship programs.

2,922 SCHOLARSHIPS AWARDED
$24,000,000

OVER THE 2023 CALENDAR YEAR, NEW STUDENT ORIENTATION PLANNED AND FACILITATED PROGRAMS TO WELCOME AND AID IN THE TRANSITION OF THOUSANDS OF STUDENTS AS WELL AS THEIR NUMEROUS SUPPORTERS. THESE PROGRAMS FOCUSED ON INFORMATION SHARING, NAVIGATING CAMPUS, AND COMMUNITY BUILDING WITH OTHER INCOMING STUDENTS, FAMILY MEMBERS, FACULTY, AND STAFF. NEW STUDENT ORIENTATION’S GOALS WERE TO BUILD A STRONG FOUNDATION FOR STUDENTS THROUGH A HYBRID OFFERING OF VIRTUAL UGA 101 MODULES AND AN IN-PERSON ORIENTATION SESSION. WE APPRECIATE THE SUPPORT AND COLLABORATION OF OUR HUNDREDS OF CAMPUS AND COMMUNITY PARTNERS IN THIS EFFORT.

8,600+ STUDENTS
10,900+ GUESTS
2,300+ TRANSFER
6,200 FIRST-YEAR
7,800+ NEW PARENT & FAMILY PORTAL USERS
400+ CAMPUS PARTNERS
580 SMALL GROUPS
30 STUDENT PANELS
5 GRAD INTERNS
20 ORIENTATION LEADERS
2 STAFF MEMBERS

7,000+ POSTCARDS SENT TO NEW STUDENTS
11,000 BUTTONS GIVEN TO FAMILY MEMBERS

SCHOLARSHIPS

PRINTED COLLATERAL

118,000+ UNIQUE PAGEVIEWS

APPLICATION GENERATION CAMPAIGN

Our first-year application generation campaign is a series of nine emails created for prospective students. These emails serve the purpose of encouraging students to apply to the University of Georgia by highlighting key university messaging and sharing current student voices.

97% OPEN RATE
940,000+ EMAILS SENT

UNDERREPRESENTED STUDENT CAMPAIGNS

Through our Underrepresented Student Campaigns, we emailed and sent postcards during the fall application season that highlighted successful, diverse, UGA students. We collaborated with current UGA students and offices that advise them, connecting prospects with UGA alumni at various recruitment and reception events. We also attended college decision days and greeted students with UGA gear at their high schools.

82% OPEN RATE
105,000+ EMAILS SENT

YIELD CAMPAIGN

Our first-year yield campaign targets admitted students by sharing stories of real UGA students and their experiences while honing in on elements that make UGA unique. This year, we added an sms text campaign, which we found successful for students that were still unsure of their college plans.

97% OPEN RATE
3,900,000+ EMAILS 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.

100% BLOG POST ENGAGEMENT
16.5k+ UNIQUE FOLLOWERS

ADMISSIONS WEBSITE

The Office of Undergraduate Admissions website is designed to reduce the number of student questions. Our goal is to make our content efficient and clear for those who want to learn more about the admission process and guide students to other partners on campus.

14,100+ POSTCARDS SENT
9,800+ BUTTONS GIVEN TO FAMILY MEMBERS

82% OPEN RATE
10,000+ EMAILS SENT

AVERAGE SOPHOMORE/JUNIOR INTERACTION

We work with Fire Engine Red, which facilitates emails, posters, and parent communications with sophomores and juniors. We feel that starting this communication early while students are thinking about their future will encourage them to apply to college and hopefully UGA.

* All numbers & data captured in this report are as of June 2023
The University of Georgia prohibits harassment of or discrimination against any person because of race, color, sex (including sexual harassment and pregnancy), sexual orientation, gender identity, ethnicity or national origin, religion, age, genetic information, disability, or veteran status by any member of the University Community on campus, in connection with a University program or activity, or in a manner that creates a hostile environment for any member of the University Community. Incidents of harassment and discrimination will be promptly investigated and if a violation is found, addressed through appropriate disciplinary action, up to and including dismissal or expulsion from the University. Inquiries or complaints may be submitted through phone at 706-542-7912, email uqaeoo@uga.edu or online at eoo.uga.edu/Forms/ndah-complaint-form/. Office located at 278 Brooks Hall; Athens, GA 30602.