



UNIVERSITY OF  
**GEORGIA**

Undergraduate Admissions

# ANNUAL REPORT 2022-2023





# YEAR IN REVIEW 2022-2023

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



**DAVID GRAVES**  
Director of Undergraduate Admissions

## ABOUT ADMISSIONS

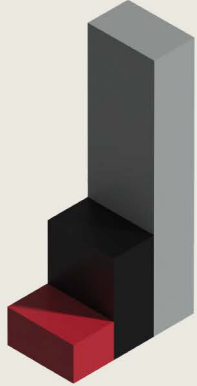
During the First-Year admission review process, the initial focus is on academics with a detailed analysis of core grades, grade trends, and a student's curriculum. For most files, Admissions will also perform a whole student review, considering a student's intellectual and creative pursuits, an understanding and respect for others, and their significant commitment to citizenship through public service, school activities, community involvement, leadership, and family. In addition, Admissions 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, Admissions will look at everything in the student's application in order to make a majority of the decisions.

<b>45</b>	<b>27</b>	<b>34</b>	<b>164</b>
FULL-TIME STAFF	PART-TIME STAFF (Sept-March)	STUDENT EMPLOYEES	STUDENT VOLUNTEERS



## FIRST-YEAR ADMISSIONS

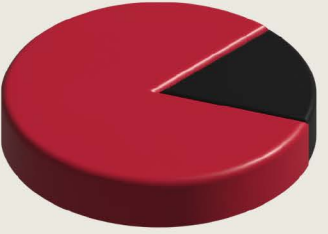
**43,500<sup>+</sup>**  
APPLICANTS  
**16,100<sup>+</sup>**  
ADMITTED  
**6,200**  
ENROLLED



**82%**  
OF ENROLLED STUDENTS  
ARE **GA RESIDENTS**



**18%**  
OF ENROLLED STUDENTS  
ARE **OUT-OF-STATE**



### ADMITTED STUDENTS MIDDLE-50%



### ENROLLED STUDENTS MIDDLE-50%



### TOP FEEDER COUNTIES

- Chatham
- Cherokee
- Cobb
- Columbia
- DeKalb
- Fayette
- Forsyth
- Fulton
- Gwinnett
- Henry



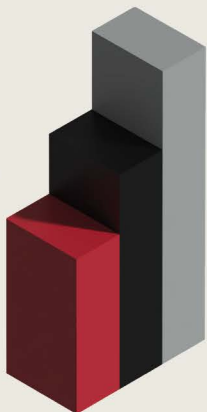
### TOP FEEDER STATES (non-GA)

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



## TRANSFER ADMISSIONS

**3,300<sup>+</sup>**  
APPLICANTS  
**2,400<sup>+</sup>**  
ADMITTED  
**1,800<sup>+</sup>**  
ENROLLED



### TOP FEEDER SCHOOLS

- Athens Technical College
- Augusta University
- Georgia College & State University
- Georgia Gwinnett College
- Georgia Southern University
- Georgia State University
- Kennesaw State University
- Mercer University
- University of North Georgia
- University of West Georgia

### TRANSFER PATHWAY

**518** **113**  
OFFERS APPLICANTS  
**91** **29**  
ADMITS ENROLLED



**121,000<sup>+</sup>**  
CREDIT HOURS  
TRANSFERRED



# KEY ADMISSIONS PROGRAMS

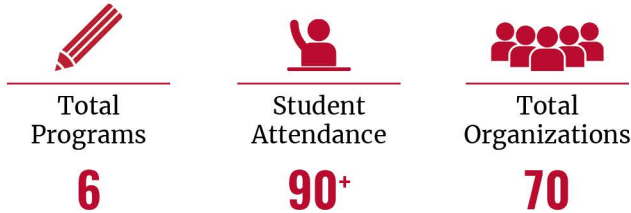
## CERTIFICATE OF MERIT

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.



## 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 professional development opportunities for APS counselors and administrators.



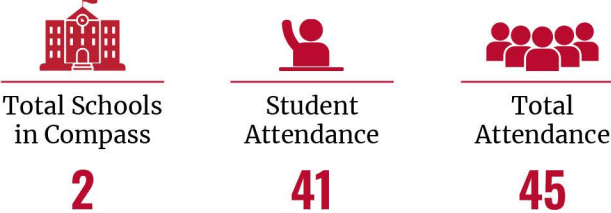
## PEACH STATE TOUR

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.



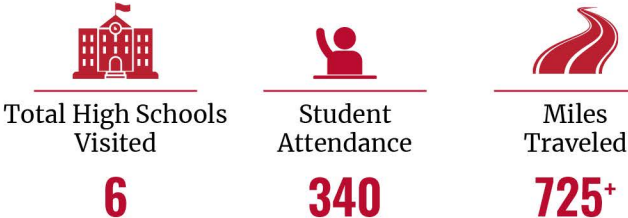
## COMPASS

Compass Middle School Outreach, previously known as Gear Up 4 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.



## 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.



# 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.

6,500+ 

POSTCARDS SENT TO ADMITTED PROSPECTIVE STUDENTS

358   
ALUMNI VOLUNTEERS

# RECRUITMENT

753 ON-CAMPUS EVENTS

634 OFF-CAMPUS EVENTS

 725 CAMPUS VISIT EXPERIENCE (CVE) PROGRAMS

17,200+ CVE STUDENT ATTENDEES | 25,100+ CVE TOTAL ATTENDEES

3,700+ NEW DAWGS ATTENDEES

 27 SEC ENROLLMENT MANAGERS' MEETING ATTENDEES

 26 HIGH SCHOOL ADVISORY COUNCIL MEMBERS

 15 RURAL COUNSELOR DRIVE-IN ATTENDEES



239 HIGH SCHOOL VISITS

95 VIRTUAL HIGH SCHOOL VISITS



21 STATES VISITED 2021-22 & 2022-23



132 COLLEGE FAIRS

492 ADMITTED STUDENT RECEPTION ATTENDEES



91 GA COUNTIES VISITED 2021-22 & 2022-23

# RECRUITMENT — DIGITAL

 2,170,000+ EMAILS SENT TO STUDENTS

 1,600+ TEXT MESSAGES WRITTEN BY STAFF

 225,000+ DAWG BYTES SENT

 364,000+ TOTAL WEBPAGE VIEWS

 118,000+ UNIQUE ADMISSIONS WEBPAGE VIEWS

 8 VIRTUAL COUNSELOR SESSIONS

 800+ ATTENDEES



# ORIENTATION

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.

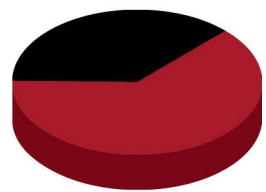
2 STAFF MEMBERS

5 GRAD INTERNS

20 ORIENTATION LEADERS

8,600+ STUDENTS

2,300+ TRANSFER  
6,200 FIRST-YEAR



580 SMALL GROUPS  
30 STUDENT PANELS

10,900+ GUESTS

7,800+ NEW PARENT & FAMILY PORTAL USERS



400+ CAMPUS PARTNERS



7,000+ POSTCARDS SENT TO NEW STUDENTS

11,000 BUTTONS GIVEN TO FAMILY MEMBERS



# 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/afford/scholarships](https://admissions.uga.edu/afford/scholarships) for more information about our scholarship programs.

2,922 SCHOLARSHIPS AWARDED

\$24,000,000

# 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, allow 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: Student Fast Facts Brochure, Counselor Fast Facts Brochure, Admitted Student Next Steps Flyer, and Community Based Partners Brochure.



## ADMISSIONS WEBSITE

The Office of Undergraduate Admissions website is packed with content 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.

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.

940,000+ EMAILS SENT  
97% OPEN RATE

## 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.

16.5k+ UNIQUE FOLLOWERS  
100% BLOG POST ENGAGEMENT

## 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 swag at their high schools.

128,000+ EMAILS SENT  
14,100+ POSTCARDS 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.

90,000+ EMAILS SENT  
82% OPEN RATE

## 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.

10 EMAILS IN CAMPAIGN  
25% OPEN RATE

\* All numbers & data captured in this report are as of June 2023

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# UNIVERSITY OF GEORGIA

Undergraduate Admissions



## WEB

[apply.uga.edu](https://apply.uga.edu)

[apply@uga.edu](mailto:apply@uga.edu)

[admissions.uga.edu/blog/](https://admissions.uga.edu/blog/)

 [@ugaadmissions](https://www.instagram.com/ugaadmissions)

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Athens, GA 30602

## COMMIT TO YOUR FUTURE | COMMIT TO GEORGIA

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