



# UNIVERSITY OF GEORGIA

Undergraduate Admissions

**ANNUAL REPORT 2024-2025**



# YEAR IN REVIEW 2024-2025



It has been an exciting year for the Office of Undergraduate Admissions. We received nearly 48,000 First-Year applications, with tremendous growth in our in-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 6,200 First-Year students and over 1,900 Transfer students for Summer/Fall 2025, which aligns with our strategic enrollment plan. In the 2024-2025 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 Office of Undergraduate Admissions collaborated with campus partners and community members to connect with students and enroll a First-Year class that is both personally 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 R. Graves

*David R. Graves*

## ABOUT ADMISSIONS

During the First-Year application 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.



## ADMISSIONS CONFERENCE PRESENTATIONS

The Office of Undergraduate Admissions plays a vital role in higher education, guiding prospective students while advancing the admissions profession. Over the past year, 15 staff members have presented at conferences nationwide, delivering a total of nine unique sessions. Our staffs' insights continue to influence conversations on admissions strategies, student outreach, and best practices across the higher education community.

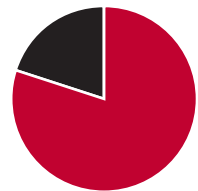
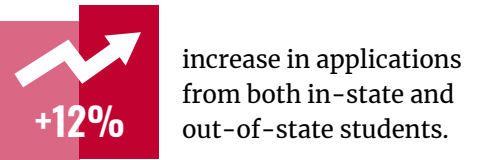
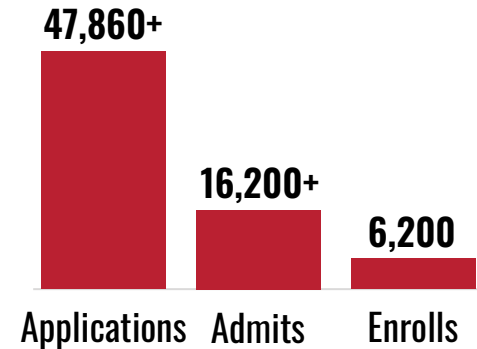


## ADMISSIONS CASE STUDIES

This past year, we developed an admissions case studies brochure to provide campus partners, school counselors, and key stakeholders with deeper insights into the UGA admissions process and the complexities of holistic decision-making. Over the past year, our staff facilitated 9 case study exercises, engaging over 630 participants who are either invested in the university or dedicated to supporting students.

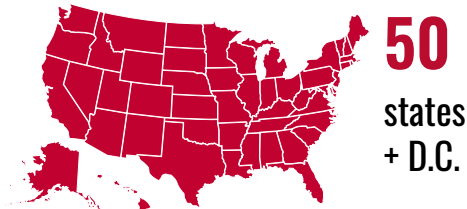


## FIRST-YEAR ADMISSIONS



**ENROLLMENT GOAL:**  
UGA's goal is to enroll a first-year class of 80% Georgia-residents and 20% non-residents.

### ADMITTED FROM:

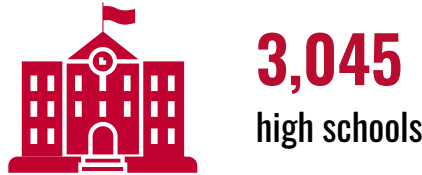
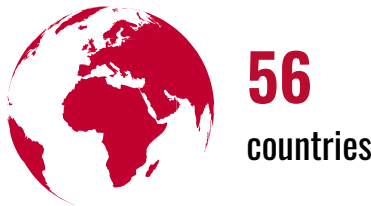


### Top 10 Feeder Counties:

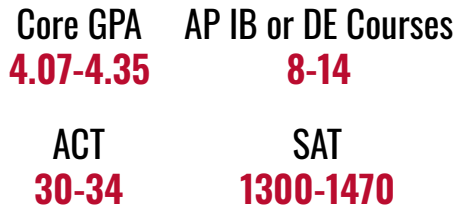
- |            |            |
|------------|------------|
| ■ Chatham  | ■ Fayette  |
| ■ Cherokee | ■ Forsyth  |
| ■ Cobb     | ■ Fulton   |
| ■ Columbia | ■ Gwinnett |
| ■ Dekalb   | ■ Oconee   |

### Top 10 Feeder States:

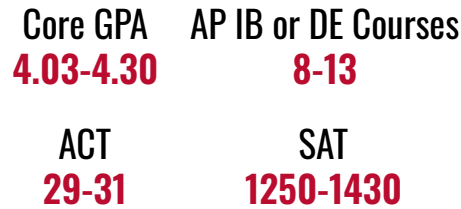
- |              |                  |
|--------------|------------------|
| ■ California | ■ North Carolina |
| ■ Florida    | ■ South Carolina |
| ■ Maryland   | ■ Tennessee      |
| ■ New Jersey | ■ Texas          |
| ■ New York   | ■ Virginia       |



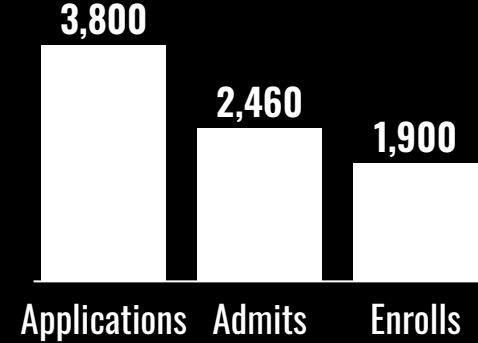
### Admitted Student Middle 50%



### Enrolled Student Middle 50%



## TRANSFER ADMISSIONS

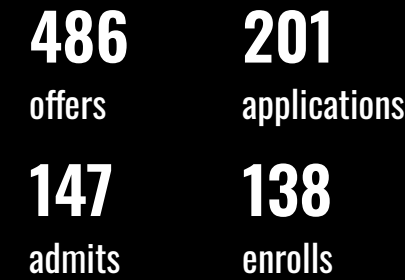


**ENROLLMENT GOAL:**  
UGA's goal is to enroll one transfer student for every two first-year students.

### TOP 10 TRANSFER FEEDERS:

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

## TRANSFER PATHWAY



## HOLISTIC REVIEW

Transfer admission at UGA is based on available space, meaning GPA and credit hours alone do not guarantee acceptance. Applicants near the minimum consideration levels may undergo a secondary review, where factors like their statement of purpose, academic trends, and coursework alignment with their intended major are assessed. The ultimate goal is to ensure students are ready for UGA's rigorous coursework.

# KEY ADMISSIONS PROGRAMS



## ATLANTA PUBLIC SCHOOLS PARTNERSHIP

The Atlanta Public Schools and UGA Partnership connects high school students who might not be considering UGA for their college education with valuable opportunities, while also offering professional development for APS counselors and administrators.



## CERTIFICATE OF MERIT

The Georgia Certificate of Merit program honors the top 10% of junior students from more than 500 high schools across the state, recognizing their exceptional academic achievement during their first three years of high school. Through this program, we aim to inspire these students to pursue higher education opportunities.



## COMPASS

Compass Middle School Outreach Program introduces eighth-graders to postsecondary opportunities and the college admissions process. Through this program, students connect with current UGA students, explore scholarship options, tour North Campus, and experience dining on campus, building early awareness and excitement for higher education.



## GIVE THAT DAWG A BONE

The partnership between the UGA Alumni Association and the Office of Undergraduate Admissions continues to thrive, connecting admitted students with alumni. Through personal outreach, alumni volunteers share college memories and inspire students to choose UGA as their home for the next four years.



## PEACH STATE TOUR

The Peach State Tour is a series of in-person and virtual events that provide students, counselors, and supporters across Georgia with valuable admissions and financial aid information. Representatives from the University of Georgia, Augusta University, Georgia State University, Georgia Tech, and the Georgia Student Finance Commission unite to help attendees explore their higher education options.



## ROAD DAWGS

Road Dawgs is an outreach program that inspires high school students across Georgia to see the possibilities for their future and consider higher education. UGA students visit schools, share their college experiences, answer questions, and encourage younger students to explore the benefits of a college degree.



## VALEDICTORIAN AND SALUTATORIAN GUARANTEE

Since 2000, UGA Undergraduate Admissions has guaranteed admission to the First-Year Class (Fall or Spring term) for the valedictorian and salutatorian of every SACS-accredited high school in Georgia with more than 50 graduates. To qualify, students must meet specific criteria, including submitting an application and required materials by the deadlines. This initiative allows us to continue serving the state and enrolling Georgia's most talented students.

- 3 total events
- 13 total APS schools attended
- 237 total student attendance
- 6,660 2025 graduates applied
- 12,949 2026 graduates awarded
- 74% 2025 applicants admitted
- 10 total events
- 10 total schools attended
- 288 total student attendance
- 280 alumni volunteers
- 7,200+ cards sent to admitted students
- 25 total events
- 2,270 total student attendance
- 5,721 total overall attendance
- 24 total high schools visited
- 896 total student attendance
- 572 miles traveled for Spring Break Edition
- 610 total valedictorians and salutatorians admitted
- 200+ total valedictorians and salutatorians enrolled

# LARGE ON-CAMPUS EVENTS

|  | Number of Events | Student Attendees | Total Attendees |
|--|------------------|-------------------|-----------------|
| Admitted Student Campus Visit Experience | 58               | 1,127             | 2,957           |
| Campus Visit Experience                  | 581              | 14,957            | 39,347          |
| First Look                               | 5                | 977               | 1,673           |
| Group Campus Visit Experience            | 105              | 1,380             | -               |
| New Dawgs                                | 5                | 833               | 2,089           |

754

total on-campus events

# OFF-CAMPUS RECRUITMENT

39 college fairs

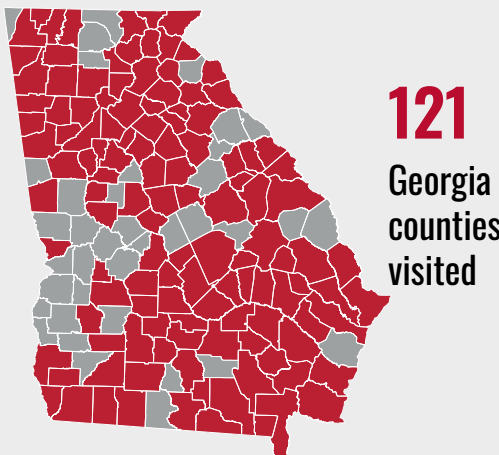
574 high school visits

330 admitted student receptions total attendance

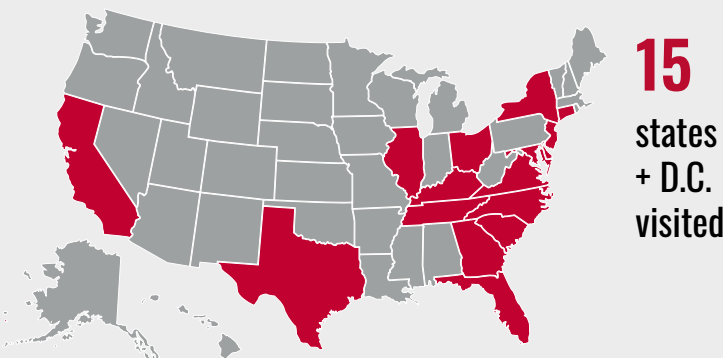
653

total off-campus events

## GEORGIA RECRUITMENT



## NATIONAL RECRUITMENT



## VIRTUAL RECRUITMENT

26 virtual high school visits & Evening With UGAs

881 virtual high school visit & Evening With UGA attendees

11 virtual transfer info sessions

610 virtual transfer info session attendees



COUNSELOR  
ENGAGEMENT

6  
Virtual Counselor  
sessions

585  
Virtual Counselor  
session attendees

70  
Gwinnett County  
Counselor Drive-In  
attendees

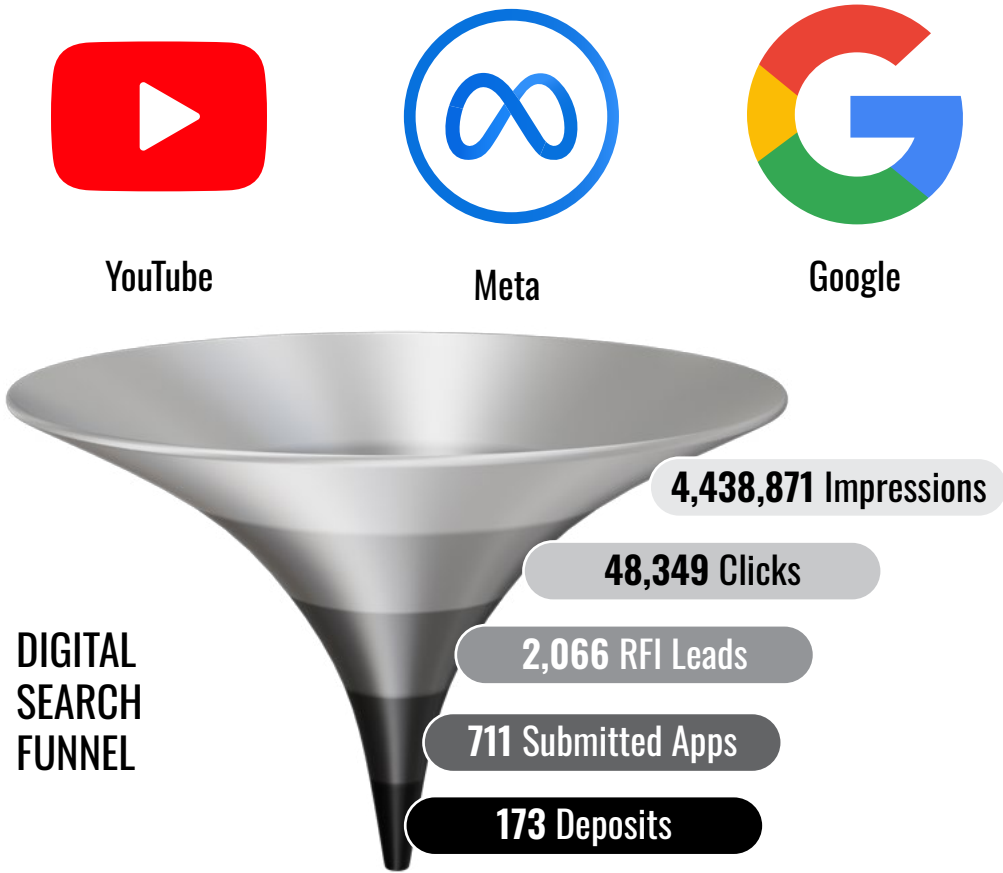
18  
High School  
Advisory Council  
members

26  
Rural Counselor  
Drive-in attendees

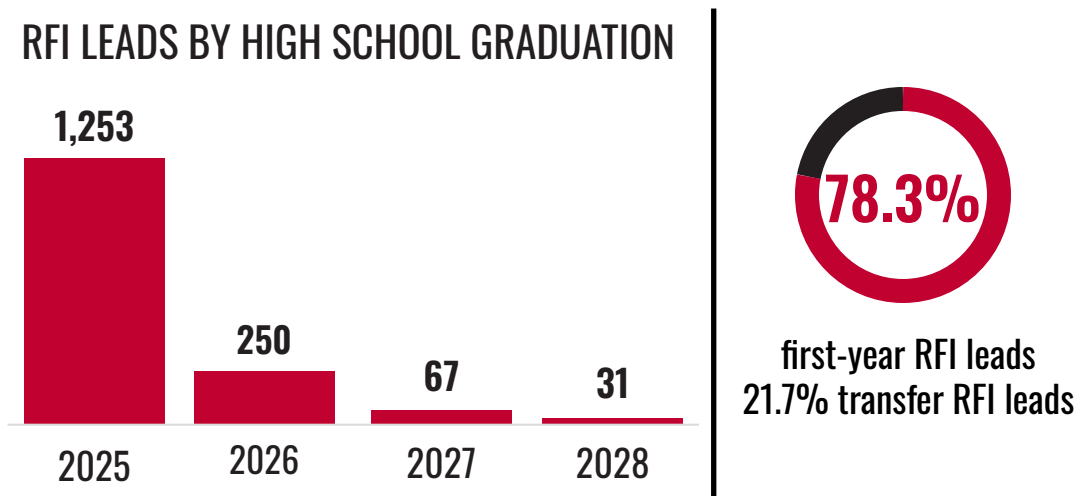
384,292  
Dawg Bytes emails  
sent to high school  
counselors

DIGITAL ADVERTISING

This year we ran our first ever digital advertising campaign for Undergraduate Admissions called “To Be a Bulldog.” The campaign targeted high school aged students and their parents/guardians in the state of Georgia, aiming to increase awareness and lead volume. We successfully reached students across every county in Georgia. To Be a Bulldog was authentically focused on our students every step of the way. From student interns being part of the strategy and ad variant creation, to students giving their UGA story for the ad variant content and for the landing page testimonials. This campaign, combined with a strong email and SMS nurture strategy, enabled us to make meaningful connections to the students and families we serve.



\*RFI = Request for Information



COMMUNICATIONS

The Office of Undergraduate Admissions utilizes a multi-channel approach including print, email, SMS, social media, and digital platforms. These efforts, alongside in-person recruitment, allow us to effectively engage students and their supporters through their preferred communication methods.

ADMISSIONS WEBSITE



The Office of Undergraduate Admissions website is designed to provide clear, efficient answers to students’ most common questions about the admissions process. Our goal is to make information easily accessible, while also connecting students with other campus partners and resources.

779,000 total users  
2,900,000 total webpage views

APPLICATION GENERATION CAMPAIGN



Our first-year application generation campaign engages prospective students through a series of ten emails, six SMS messages, and three postcards. Designed to inspire students to apply to the University of Georgia, the campaign highlights key university messaging and features the voices of current students.

2,076,836 total emails sent  
43% email open rate  
6,436 total SMS sent  
56,061 postcards sent

PARENT SEARCH CAMPAIGN



As part of our sophomore and junior search campaigns, students can opt to have their parent or guardian receive information about UGA and the admissions process. By involving parents and supporters, we aim to equip them with tools and helpful information to help guide their student through the college search.

73,080 total emails sent  
90% email open rate  
9 emails in campaign

SOCIAL MEDIA



Social media is a key part of our recruitment strategy, featuring student-generated content that showcases the UGA experience alongside important updates on key dates and deadlines.

25,900 Instagram followers  
100% blog post engagement

SOPHOMORE & JUNIOR SEARCH CAMPAIGNS



This marks our second full year running our sophomore and junior search campaigns in-house, having previously relied on a third-party vendor. By reaching out to students early as they consider their future, we aim to inspire them to apply to college, especially to UGA.

1,541,479 total emails sent  
68% open rate  
20 emails in campaign  
8,793 portal views

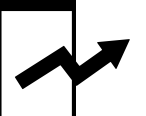
TRANSFER INQUIRY CAMPAIGN



Our transfer inquiry campaign is designed to assist prospective students preparing to apply to UGA as transfer applicants. By sharing key dates, deadlines, and campus resources, we aim to support and equip prospective transfer applicants with the information they need to successfully apply and enroll at UGA.

52,167 total emails sent  
66% email open rate  
6 emails in campaign

YIELD CAMPAIGN

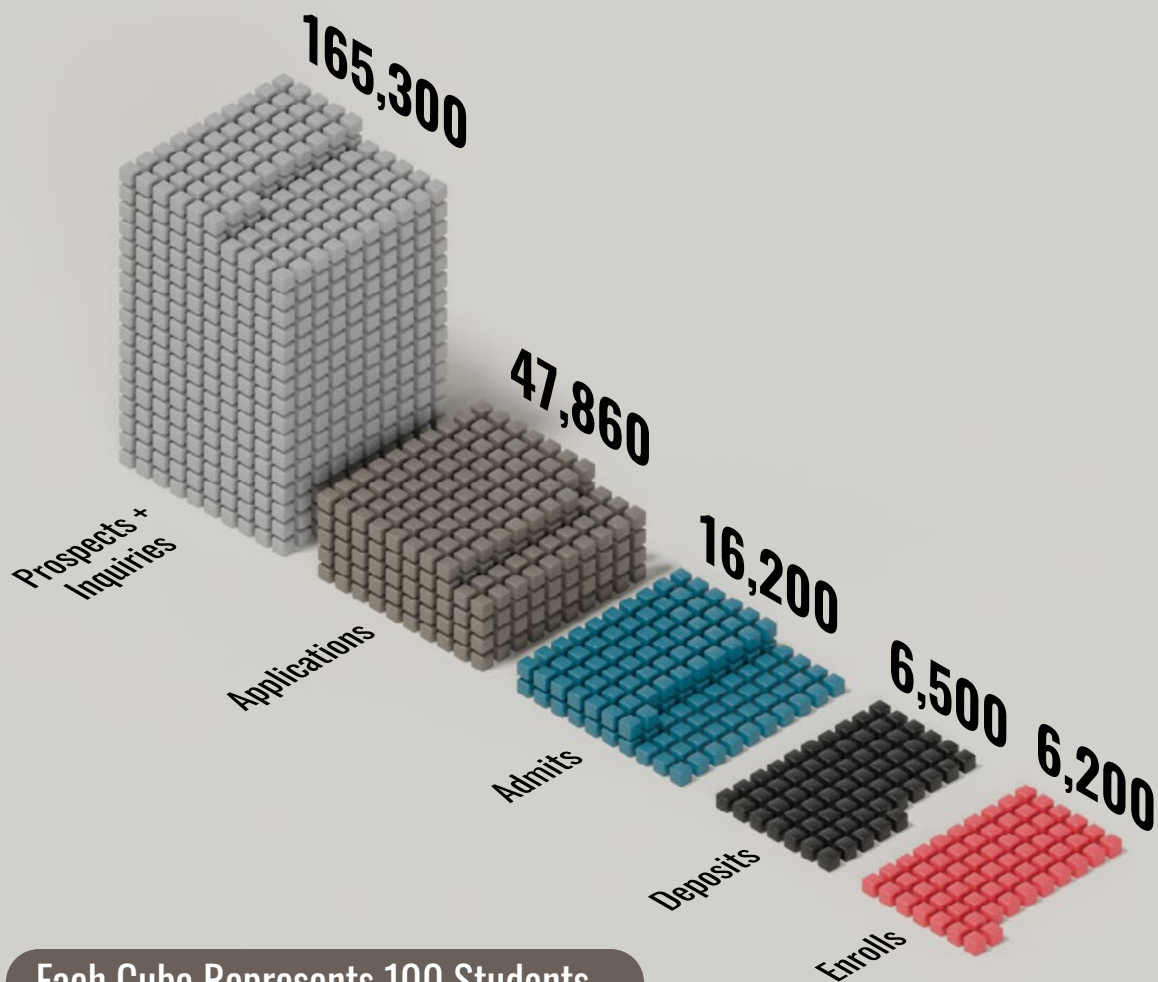


Our first-year yield campaign engages admitted students by showcasing real UGA students and their experiences, highlighting what makes UGA unique. This year, we continued our SMS text campaign, which effectively reached students who are still uncertain about their college plans.

95,520 total emails sent  
69% email open rate  
13,385 total SMS sent



## STAGES OF THE 2025 FIRST-YEAR ENROLLMENT CYCLE



UNIVERSITY OF  
GEORGIA

### Office of Undergraduate Admissions

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\*All data and information accurate as of June 2025