



THE UNIVERSITY OF ARIZONA

Enrollment Management

Dr. Kasey Urquidez

Chief Enrollment Officer

Vice President, Enrollment Management

Dean, Undergraduate Admissions





WILDCAT JOURNEY ENROLLMENT

ENROLLMENT



53,187

TOTAL

42,075

UNDERGRADUATE

8,925

GRADUATE

2,187

PROFESSIONAL

Percent Growth from
Fall 2022 Census

4.0%

4.1%

3.8%

2.6%

RETENTION & GRADUATION



87.7%

**ONE-YEAR
RETENTION**

56.6%

**FOUR-YEAR
GRADUATION**

65.9%

**SIX-YEAR
GRADUATION**

Point of Change from
Fall 2022 Census

+2.1

+6.7

-2.0

TOTAL STUDENTS = 53,187

Undergraduate = 42,075

Graduate = 11,112

Medical = 1,102

Law = 769

Pharmacy = 584

Vet Med = 328

ENROLLMENT	53,187	42,075	8,925	2,187
	TOTAL	UNDERGRADUATE	GRADUATE	PROFESSIONAL
Percent Growth from Fall 2022 Census	4.0%	4.1%	3.8%	2.6%



ENROLLMENT BY CAMPUS

Main	=	40,533
Arizona Online	=	9,164
Arizona International	=	1,831
Phoenix	=	838
Distance	=	558
Sierra Vista	=	159
Arizona International Direct	=	104



Largest new student class in history

12,463

new first-year and transfer students

9,178

new first-year students

384 in Arizona Online



THE UNIVERSITY
OF ARIZONA



THE PATH TO BECOMING A WILDCAT

MAIN CAMPUS FALL 2023 ENROLLMENT OVERVIEW

Throughout the year, the Office of Undergraduate Admissions and its partners work diligently to enroll the next generation of Wildcats. This graphic illustrates significant efforts and milestones made in helping prospective students choose the University of Arizona.

arizona.edu/admissions



STAGE 1 OUTREACH

Raise awareness

Prospective students
~400,000

- 131K+ phone calls made
- 36M+ emails sent
- 1M+ text messages sent

July 1
First-year application opens



STAGE 2 RECRUITMENT

Build connections

Record-breaking
56,466
applications

- 20K+ campus tours
- 3,600+ high school visits

April 1
FAFSA priority deadline

May 1
First-year application closes

STAGE 3 YIELD

Decision making

9,419
paid or deferred the
Enrollment Fee

April 1
Admitted Student Day
5,800+ attendees

May 1
National College Decision Day



STAGE 4 ENROLLMENT

Becoming a Wildcat!

May through August
New Student Orientation

9,178
enrolled (census)

August 18-19
Destination Arizona
In-person official welcome to campus
“Just in Time” information & support

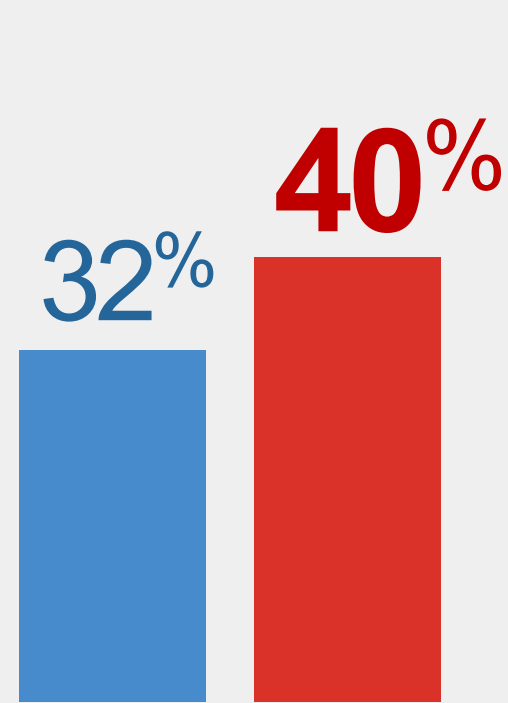
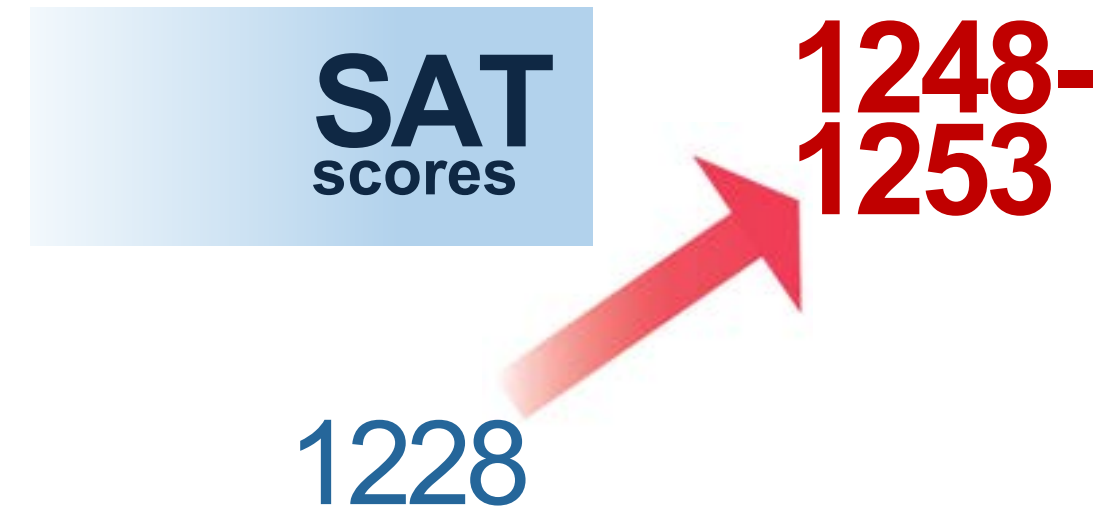
August 21
First day of fall semester



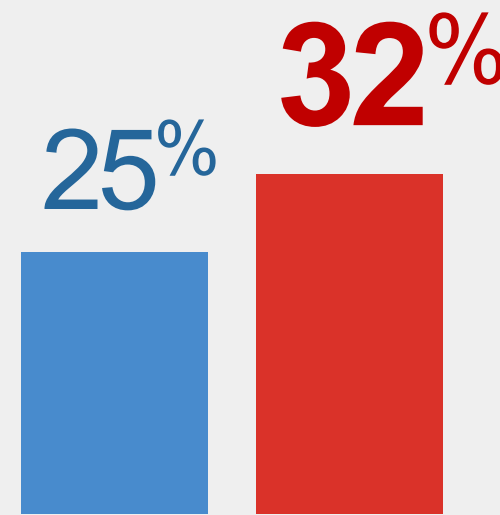
WILDCAT JOURNEY ENROLLMENT

Strategic Plan Goals

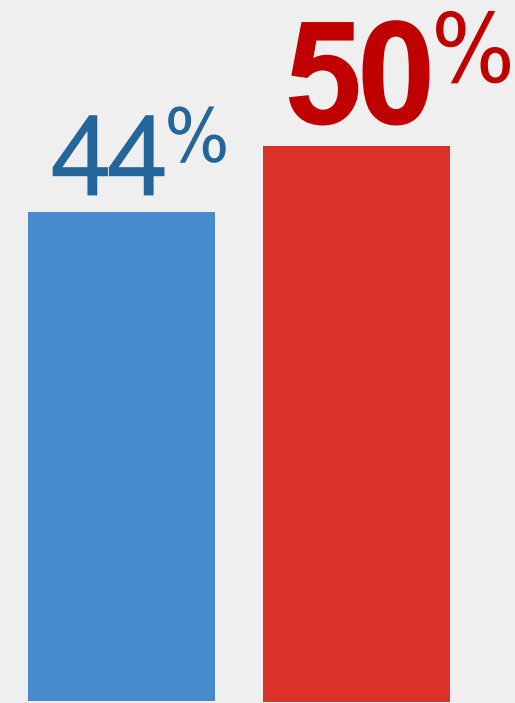
Increase average test score of the FTFT cohort



% of enrolled first-year students who graduate in the top 10% of their high school class



% of enrolled first-year students with 3.75+ unweighted, core GPA



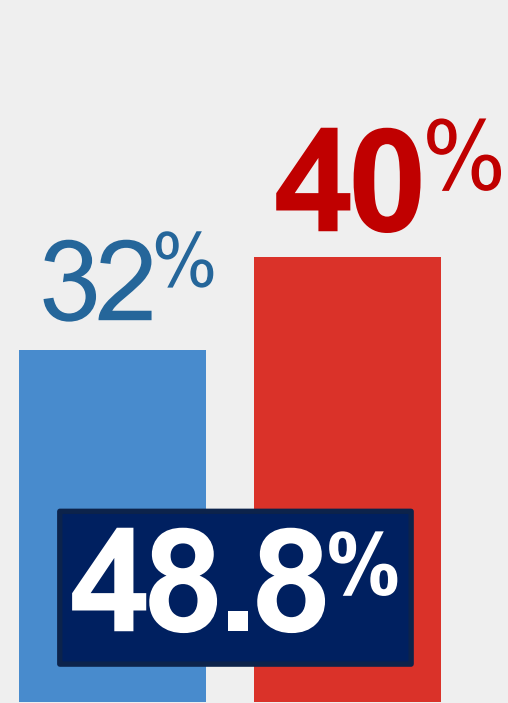
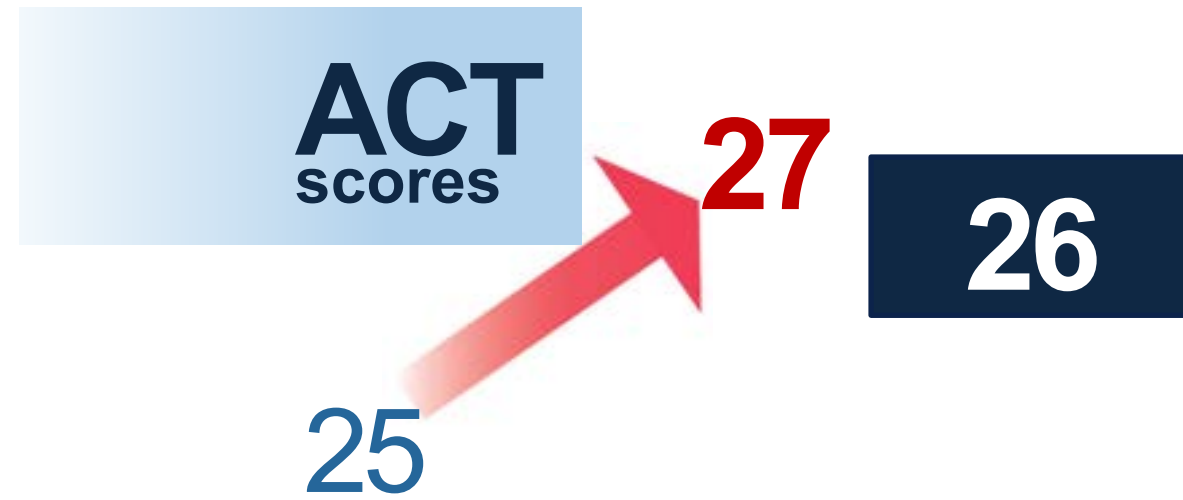
% of enrolled first-year students of color



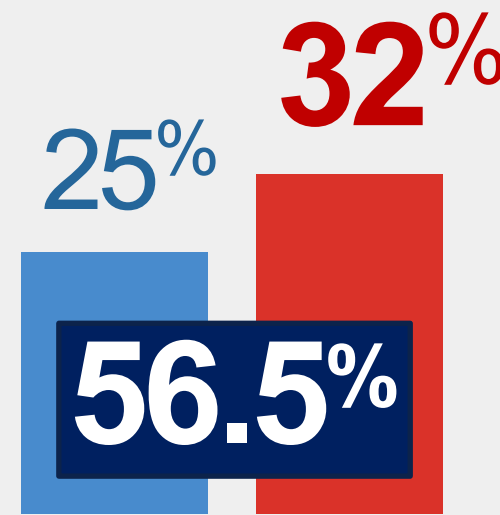
WILDCAT JOURNEY ENROLLMENT

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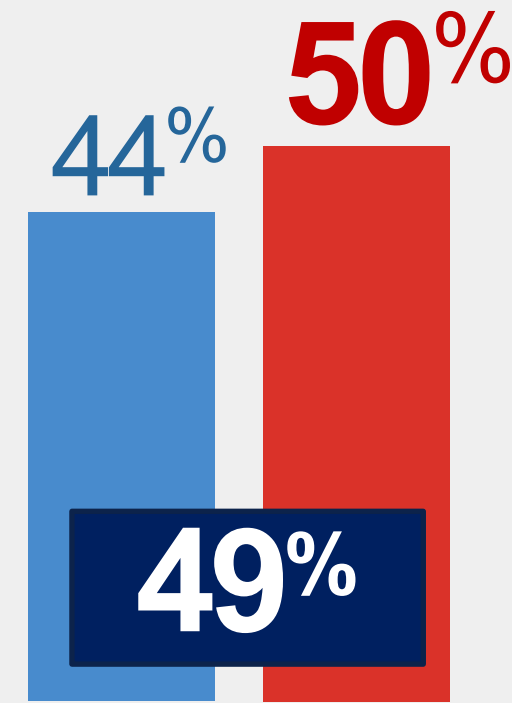
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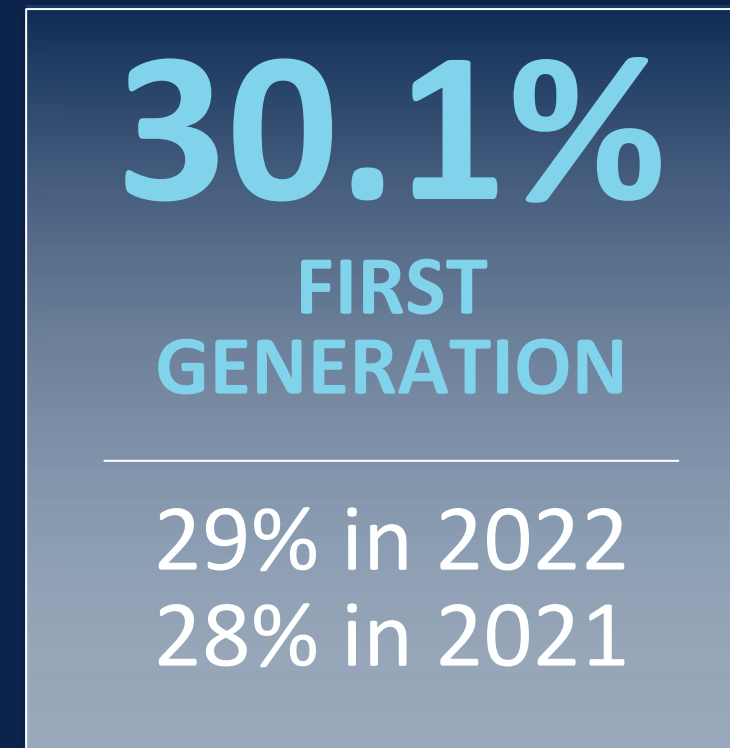
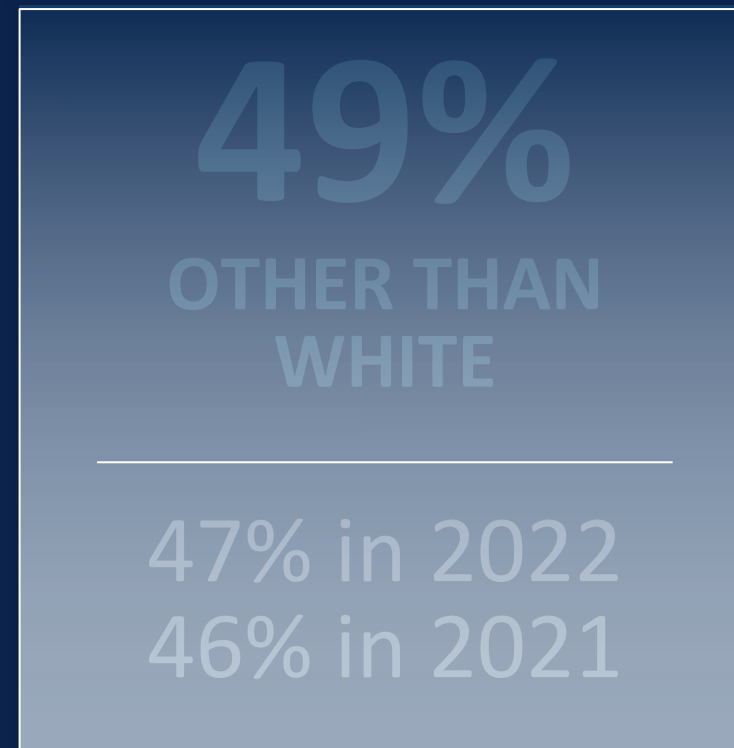


% of enrolled first-year students of color





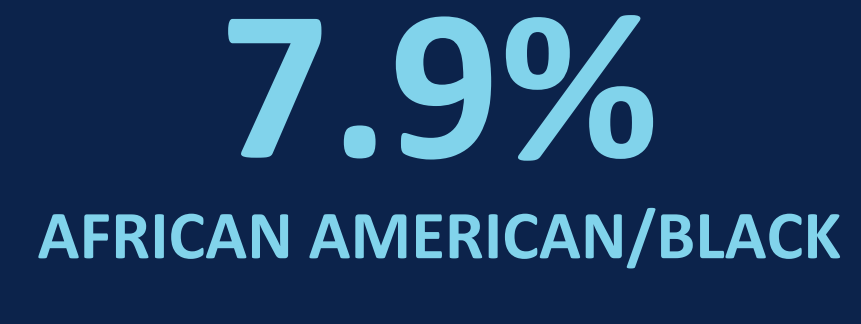
WILDCAT JOURNEY FIRST-YEAR STUDENT HIGHLIGHTS



+22.4% from 2022



+4.8% from 2022



+4.7% from 2022



WILDCAT JOURNEY
FIRST-YEAR SCHOLARS

395

NATIONAL SCHOLARS

- 172** Hispanic Scholars
- 85** National Merit Scholars
- 47** African American Scholars
- 83** Rural and Small Town Scholars
- 8** Indigenous Scholars

10/20

**OF FLINN SCHOLARS
CHOSE UA**

1,348

**INCOMING
STUDENTS WITH
4.0 HS GPA, 2023**



FIRST-YEAR STUDENT HIGHLIGHTS

**All 50 States & 100 Countries
Represented**

Top 6 States:

Arizona
California
Washington
Colorado
Illinois
Texas



FIRST-YEAR STUDENT HIGHLIGHTS

Top 5 Majors

Business Management

Undeclared

Engineering

Medicine

Computer Science



ENROLLING THE FALL 2023 CLASS



Campus Tour
attendees **25,925**

19,085 personalized
notecards sent

2,060 + 1:1 meetings
with students &
families

105,000+ proactive
phone calls & **26,590**
incoming calls

1M SMS sent

2,636 high school visits
& **632** college fairs





87.7%



Fall 2022

1st to 2nd Year Retention

RETENTION & GRADUATION				
		87.7% ONE-YEAR RETENTION	56.6% FOUR-YEAR GRADUATION	65.9% SIX-YEAR GRADUATION
Point of Change from Fall 2022 Census		+2.1	+6.7	-2.0

3,285

new transfer students

At census, 1,666 new transfers enrolled in Arizona Online



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TRANSFER STUDENT HIGHLIGHTS

Over 10,000 applications
8% increase

55% diversity
53% last year; 50% in 2021

49.2% first generation
49% last year; 45% in 2021

36.2% Pell eligible



TRANSFER STUDENT HIGHLIGHTS

Top 5 AZ Community Colleges

Pima

Cochise

Arizona Western

Mesa

Chandler-Gilbert



TRANSFER STUDENT HIGHLIGHTS

Top 5 Majors

Business Administration

Cyber Operations

Business Management

Psychology

Applied Computing





Student Success District

TRANSFER SCHOLARS

All Arizona Academic Team = 12

- 9 in 2021 and 2022

Phi Theta Kappa = 269

- 251 in 2021
- 239 in 2022

Record Breaking Arizona Resident First-Year Class = 4,957

Notable increases over last year

Flowing Wells = 60%

Rincon = 68%

Chaparral = 56%

Rio Rico = 36%

13/15 Arizona counties saw an increase in enrollment



ARIZONA PARTNERSHIPS AND NEWER INITIATIVES

Arizona Days: Sunnyside, DV, Catalina, Tucson, FW, Cholla, Marana & Mountain View

Earn to Learn

Sunnyside

Helios/ADE campaign

- to be expanded AY23-24

AZX & Cultural College Days

Road Trip! 8th-10th grade

FAFSA Family Events

Wildcat Snapshot events

Destination Arizona





Arizona Family FAFSA Nights

Financial Aid based programming
hosted in the community



Hosted programs in Sierra Vista, Yuma
and South Tucson

Collaborated with high school
counselors, district leadership and
community organizations

Programming focused on financial
planning for college with emphasis on
FAFSA and Arizona Promise Program

ARIZONA ROAD TRIP

Learn more about preparing for college at an Arizona Road Trip program for students in 8th-10th grade!

Join us for a special campus visit program designed for students in 8th - 10th grade. Students will learn about the University of Arizona and hear from our partners at The A center. Students will explore & discover how to pick a major and learn how to build their road-map to college.

EVENT DATES:

8th Grade Focus Monday,
October 3rd Wednesday,
February 1st

9th Grade Focus
Wednesday, October 26th
Wednesday, March 1st

10th Grade Focus
Monday, November 7th
Wednesday, May 3rd

*All 8th-10th grade students
are welcome at each event.*

VISIT AGENDA:

9:30-10:00 am - Check-In

10:00-10:30 am - Welcome

10:30-11:30 am - Major Exploration

11:30-12:00 pm - Exploration Discussion

12:00-1:00 pm - Complimentary Lunch

1:00-2:00 pm - Campus Exploration

**REGISTER YOUR GROUP BY
SCANNING THE CODE BELOW!**



QUESTIONS?

VisitUA@arizona.edu
520-621-4854

admissions.arizona.edu

bit.ly/AZRoadTrips



Road Trip Program

← EXAMPLE

Hosting local schools to
experience campus & begin
thinking about college earlier

THE UNIVERSITY OF ARIZONA

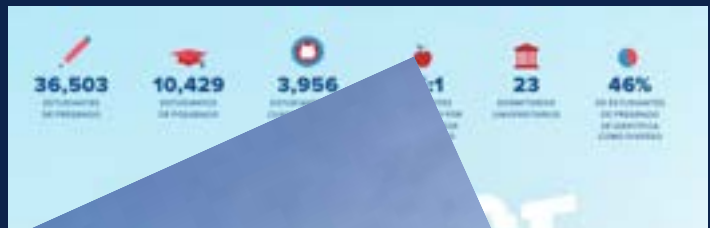
WILDCAT

HAY UNA MANERA

FINANCIACIÓN DE LA EDUCACIÓN EN ARIZONA PARA ESTUDIANTES DEL ESTADO DE PRIMER AÑO
go.arizona.edu/fundmyfuture

TUS SUEÑOS. A TU ALCANCE.

Tu travesía por la Universidad de Arizona es una inversión en ti mismo que rinde frutos toda la vida. Tanto si quieres conseguir el empleo de tus sueños como si quieres cursar un posgrado. Estamos preparados para cualquier camino que desees. Eso hacemos que el pago de la educación sea más predecible y libre de estrés. Considerado por muchos como el mejor momento de tu vida, debes...



THE UNIVERSITY OF ARIZONA

You're Invited to our SPANISH CAMPUS TOUR

Te invitamos a nuestro **TOUR POR EL CAMPUS**

¡Acompáñanos en un recorrido por el campus de la Universidad de Arizona - en español!

Join us for a special twilight campus tour - in Spanish!

Tuesday, March 14th - 6:30 pm
Old Main - lower level
1200 E University Blvd, Tucson, AZ
Register here: <https://slate.tol/C9Dbjzee>

¡Acompáñanos en un recorrido por el campus de la Universidad de Arizona - en español!

martes, 14 de marzo - 6:30 pm
Old Main - planta baja
1200 E University Blvd, Tucson, AZ
Regístrate: <https://slate.tol/C9Dbjzee>

¿QUIÉ PUEDE HABLAR?
 El equipo de admisiones está aquí para ayudarte a resolver todas las dudas!
 Renita Esquivel | resquivel@arizona.edu | 520.621.3672
 Cristina Bates | cribates@arizona.edu | 520.621.3677

TOUR AUTOGUADO
 (En español) Baja la aplicación Guidebook y búscaselo como **arizonacampus**
 Contamos con un tour autoguiado completamente en español.

CONTACTANOS
 520.621.3237 (¡Hablamos español!)
admissions@arizona.edu

INTERNACIONAL?
 Si eres internacional, encontrarás la Oficina de Admisiones Internacionales y el Departamento de Servicios para Estudiantes Internacionales y podrás recibir información personalizada (visas, requisitos de ingreso, TOEFL, y más). A través de su página web puedes agendar una cita en línea con tu consejera para ayudarte en el proceso de admisión.
everywhere.arizona.edu International Admissions
 615 N Park Avenue
 Tucson, AZ 85719

APRENDA CON LOS MEJORES

La Universidad de Arizona cuenta con un profesor universitario para cada 15 alumnos y más de 300 carreras de las que se puede elegir. Aquí tendrá todo lo que necesita para tener la carrera de sus sueños antes de graduarse.

go.arizona.edu/majors

ASISTENCIA FINANCIERA

Contará con muchas opciones de ayuda financiera para poder cubrir el costo de la educación como becas (scholarships), subsidios (grants), préstamos (loans) y trabajo-estudio (work-study).
financialaid.arizona.edu

BUENAS NOTICIAS: NO SUBIREMOS EL COSTO DE SU COLEGIATURA

Gracias a nuestro plan de colegiatura garantizada, pagará la misma colegiatura y el precio de las cuotas obligatorias por cuatro años (ocho semestres consecutivos).

¿QUIERE TENER UNA IDEA DE CUÁNTO LE COSTARÁ SU EDUCACIÓN EN ARIZONA?

Nuestra calculadora de precio neto Net Price Calculator le dará una idea de los costos de colegiatura además de los montos estimados para otros gastos como libros y vivienda.
go.arizona.edu/price-calculator

RECONOCIDA POR EL SERVICIO A UNA DIVERSIDAD DE ESTUDIANTES
 University of Arizona ha obtenido la designación de Hispanic-Serving Institution (Institución al servicio del hispano; HSI, por sus siglas en inglés) del Departamento de Educación de los EE. UU. por su éxito en cuanto a matricular exitosamente a estudiantes hispanos y proporcionar una excelente experiencia educativa. Nuestra designación como HSI significa que usted descubrirá oportunidades únicas como subsidios suplementarios, servicios de apoyo y colaboraciones para realizar investigaciones dentro de nuestra diversa comunidad.

CENTRO ESTUDIANTIL ADALBERTO Y ANA GUERRERO
 El Centro Estudiantil Adalberto y Ana Guerrero ofrece programas y eventos que afean la cultura y ayudan a los estudiantes a cultivar un sentido de pertenencia, crean comunidad, animan a la reflexión crítica y preparan a los alumnos como estudiantes, líderes y profesionales. Los programas incluyen tutorías, actividades sociales, mentores, una comunidad de viviendas con temática hispana y una ceremonia de graduación bilingüe.
chsa.arizona.edu

QUEREMOS RECOMPENSARLO POR SU ESFUERZO

Si usted cumple con ciertos criterios de selección podrá calificar para becas basadas en méritos y así ayudar a financiar su educación en Arizona.
go.arizona.edu/terms

FECHA LÍMITE PARA LA AYUDA ECONÓMICA BASADA EN MÉRITOS: 2 DE MAYO

Cuando presente su solicitud a la Universidad también puede calificar para una beca basada en méritos gracias a su desempeño académico. Este año, para ser considerado en nuestro nivel de adjudicación más alto no se necesita enviar sus puntajes de SAT/ACT con su solicitud. Su calificación se basará en su desempeño académico (GPA) en el GPA general no ponderado de los estudios secundarios del estudiante hasta su sexto semestre inclusive.

¿ESTÁ BUSCANDO BECAS?

Una vez que sea admitido, puede obtener acceso a Scholarship Universe, nuestra herramienta de emparejamiento de becas que lo ayuda a encontrar oportunidades de financiamiento adicionales para las que podría calificar.
scholarshipuniverse.arizona.edu



RECORDATORIO DE FAFSA

FECHA LÍMITE DE PRIORIDAD PARA ARIZONA: 1 DE MARZO
 CÓDIGO DE ARIZONA: 001083
studentaid.gov

APRENDE MÁS SOBRE LAS BECAS DE MÉRITO

BECAS WILDCAT PARA LA MATRÍCULA
 Becas basadas en el mérito, por hasta \$12,500 por año académico para residentes de Arizona. Las becas son renovables por un total de cuatro años consecutivos (ocho semestres en total). La consideración es automática tras la presentación de una solicitud de admisión antes de nuestra fecha límite del 1 de mayo de 2023.

BECA NATIONAL SCHOLAR PARA LA MATRÍCULA
 Becas para la matrícula, por hasta \$18,000 por año académico, disponibles para los estudiantes National Scholar que califican al completar el SAT Preliminar (PSAT) y declaran a la Universidad de Arizona como su elección de universidad ante la National Merit Scholarship Corporation. Los estudiantes National Scholar también incluyen a los finalistas del National Merit y a los estudiantes seleccionados para los siguientes programas de reconocimiento nacional del College Board: Afroamericano, Hispano, Indígena y Rural/Ciudad pequeña.
 Para obtener más información sobre nuestras becas, incluidos los términos y condiciones completos, visita go.arizona.edu/merit-aid



Growth in Creation and Distribution of Spanish Marketing Materials



FAFSA Simplification Act

- The Office of Federal Student Aid implemented changes as authorized by the FAFSA Simplification Act, which was enacted into law as part of the Consolidated Appropriations Act, 2021 and amended by the Consolidated Appropriations Act, 2022.

Changes to the FAFSA

- Shorter (108 to 36 questions)
- Rely almost exclusively on information from a family's recent tax return
- Expected Family Contribution (EFC) will become Student Aid Index (SAI)
- Potential for negative SAI up to \$1,500, as opposed to the current minimum EFC of zero
- SAI methodology will not take multiple students in college into consideration & families with small businesses or farms that also serve as primary residences will now have this asset calculated into their SAI

Pell Grant Impact

- New FAFSA is expected to result in a **Pell Grant expansion**
- Federal Student Aid estimates a result in a **10-25%** **increase in Pell Grant recipients** nationwide

Known Issues, Possible Concerns, & Impact

FAFSA UPDATES

From FAFSA Open Date to Students Awarded Date



**2024-2025 Release
Date**

December 31, 2023



**ED to Begin FAFSA
Processing & Sending to
Schools**

Mid-March



**2024-2025 Financial
Aid Offers**

Late-Spring





Arizona Need-Based Financial Aid Programs

- Arizona Assurance Program
- Arizona Native Scholars Grant
- University Grant
- Arizona Promise

ARIZONA PROMISE GRANT (AZP)

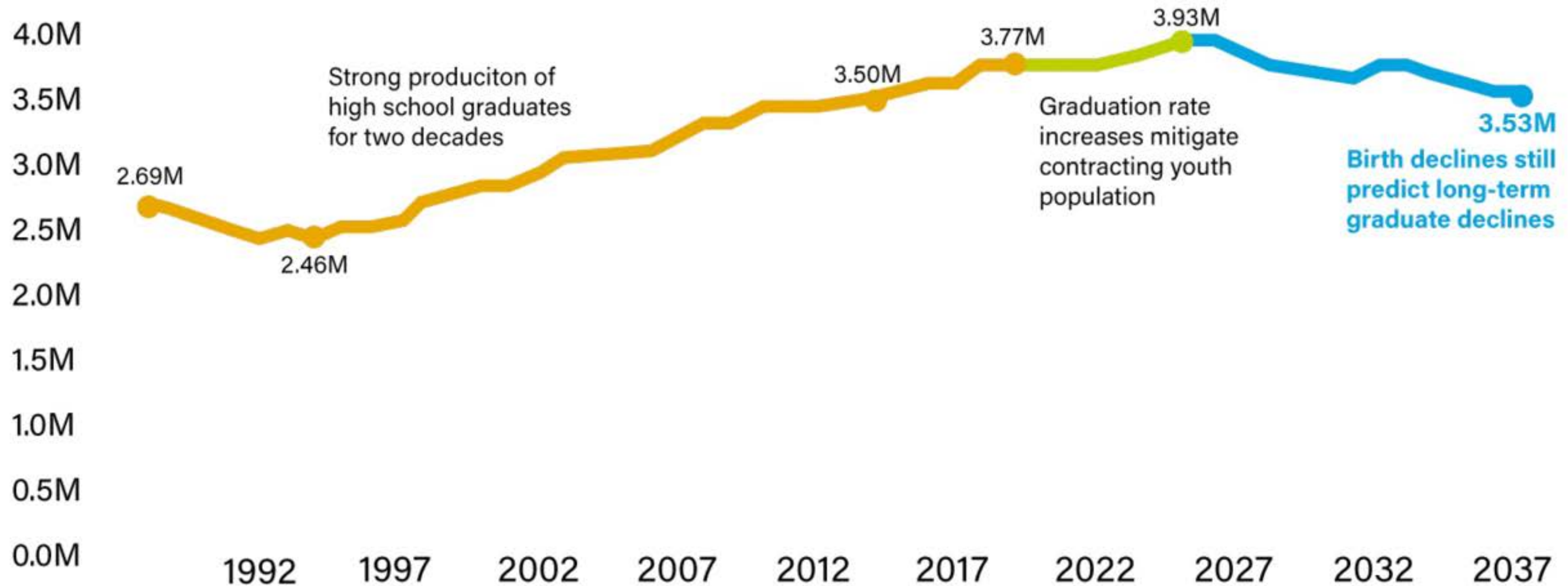
Grant program for Arizona residents, Pell-eligible, full-time, first-year University of Arizona students. Covers the remaining gap for tuition and mandatory/program fees.



What's happening in
higher education?



Slowing Growth in Number of U.S. High School Graduates, then Decline (U.S. Total High School Graduates)

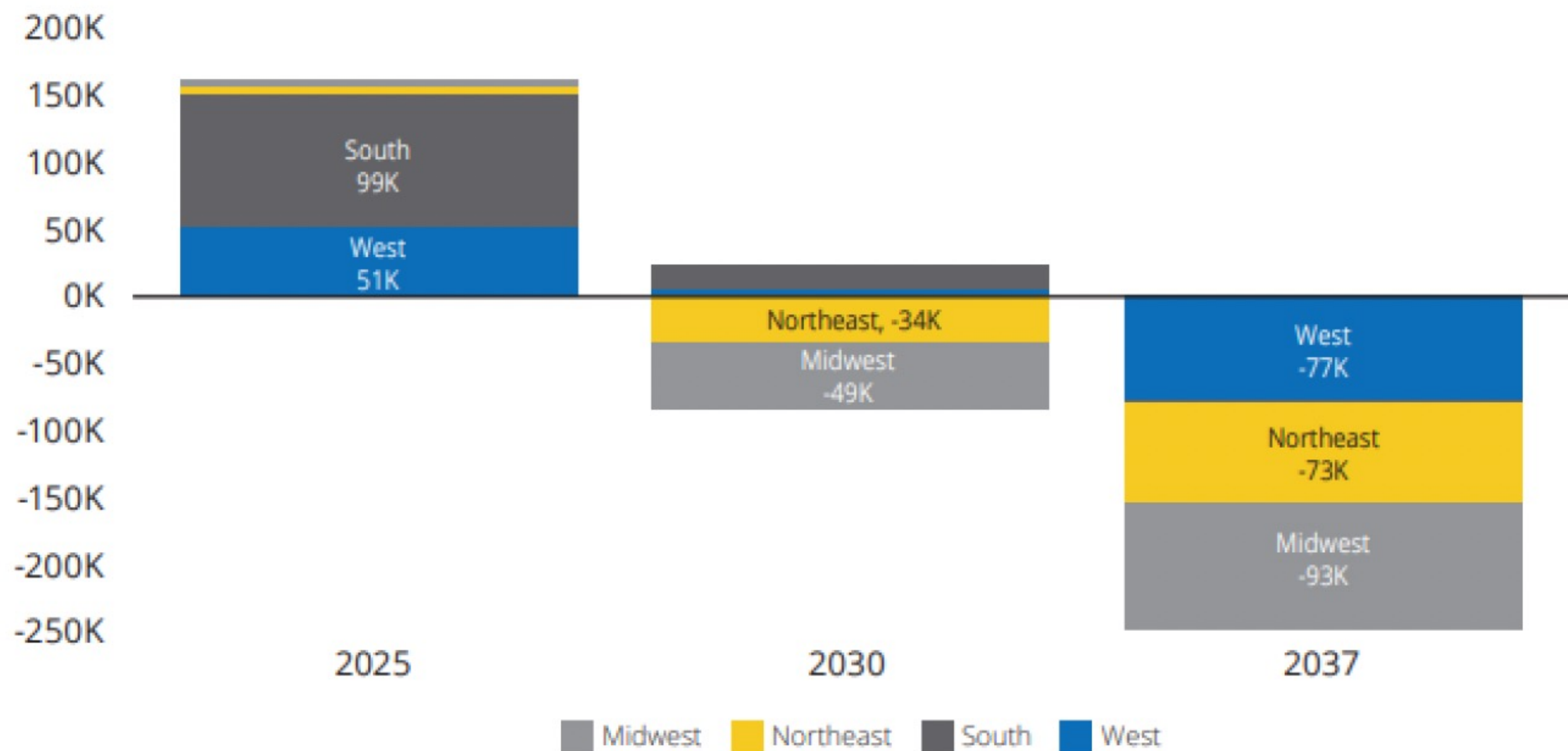


■ Class of 1988 to 2019 (reported)
 ■ Class of 2020 to 2025 (projected: increase)
 ■ Class of 2026 to 2037 (projected: decrease)



Source: Western Interstate Commission for Higher Education, *Knocking at the College Door*, 10th edition, 2020. See Technical Appendix for detailed sources of data through the Class of 2019; WICHE projections, Class of 2020 through 2037.

Regional Contribution to National Increase or Decrease

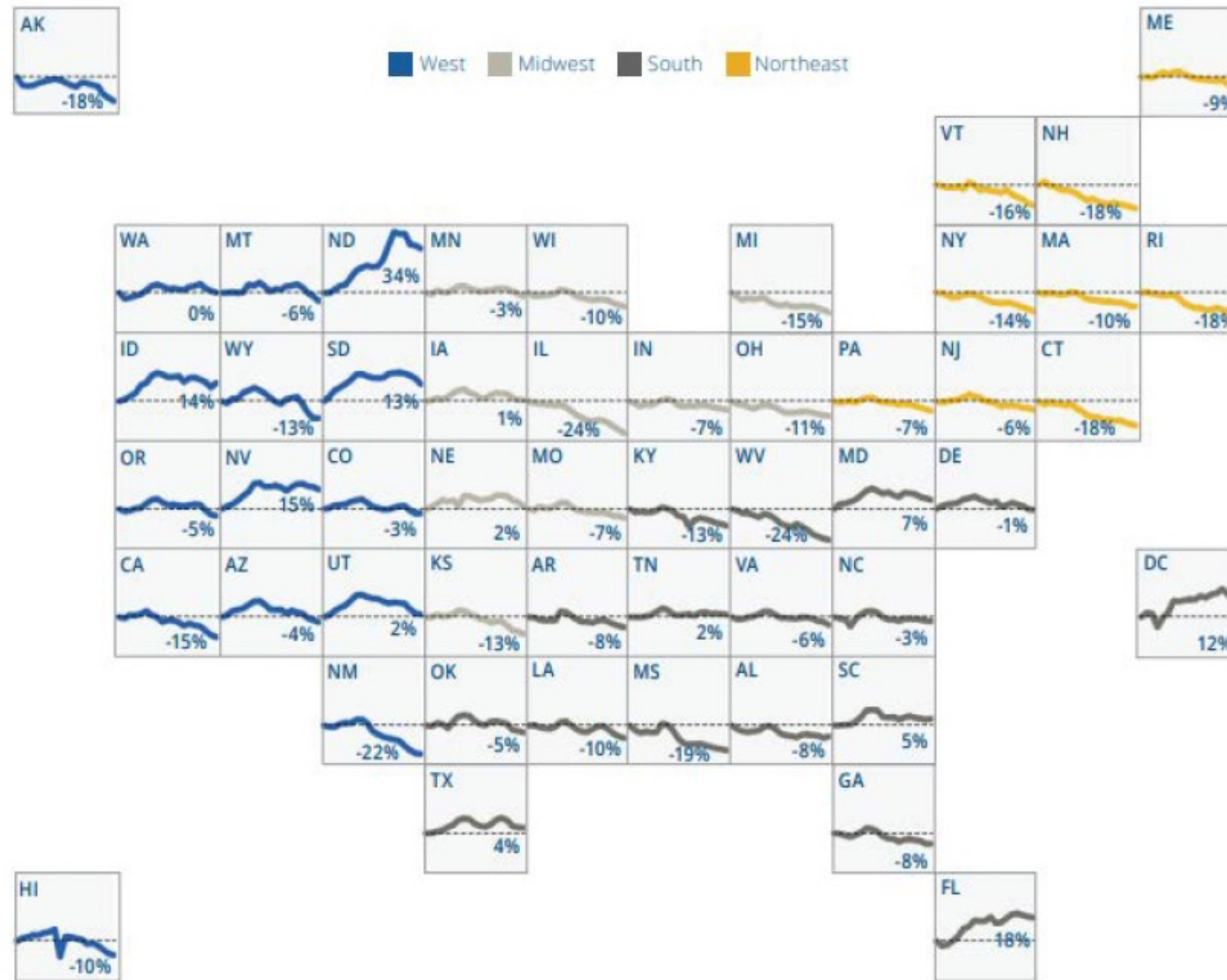


Source: Western Interstate Commission for Higher Education, *Knocking at the College Door*, 10th edition, 2020. WICHE projections and analysis.

Note: See Figure 2a for states included in each region.

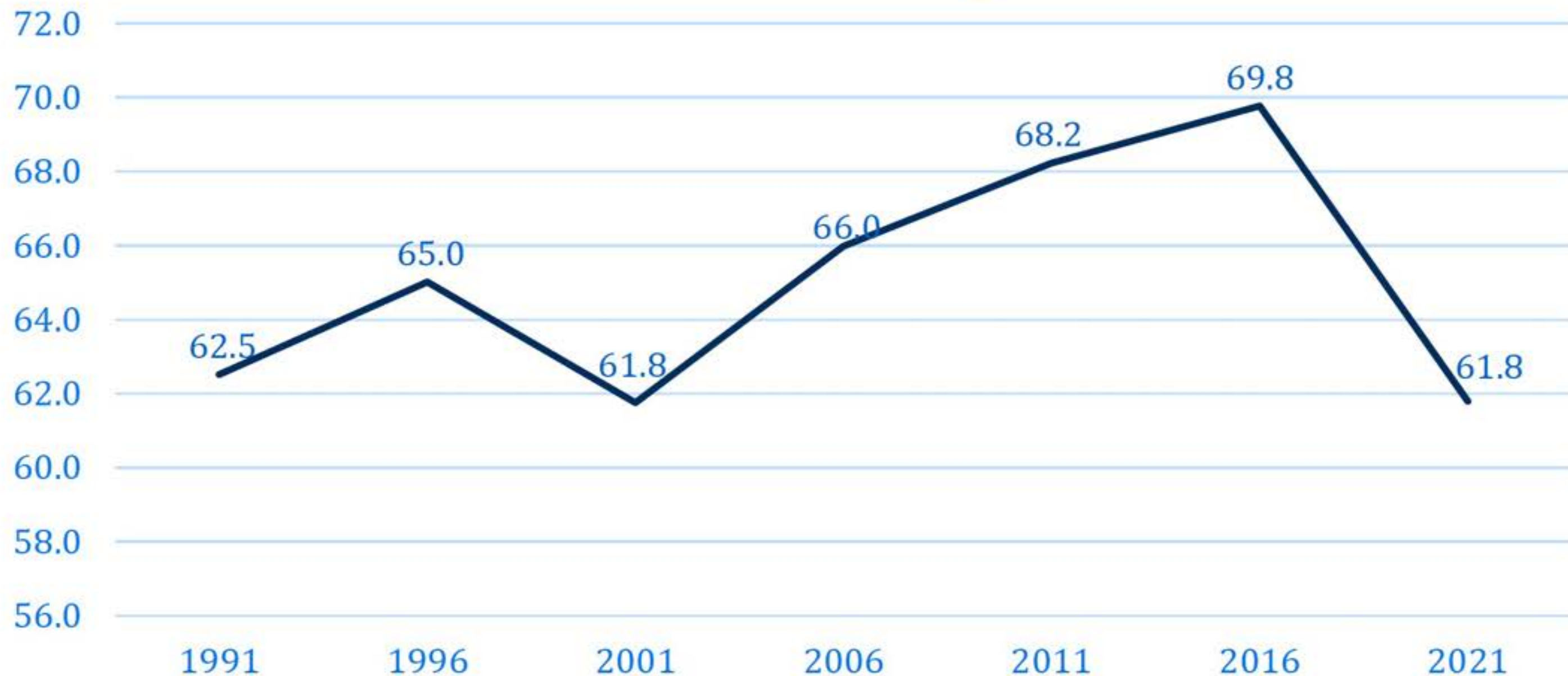


State-by-State Projected Percent Change from Class of 2019 to 2037, Grand Total of Public & Private Schools



College Participation Rates Had Been A Key Growth Driver

Percentage of recent high school completers
enrolled in college



DEMAND CLIFF

The percentage of 18–24-year-olds choosing to attend college peaked years ago and continues to decline.



About 1 in 3 Americans are confident in higher education

According to a survey Gallup conducted in June 2023:

- 36 percent of Americans say they have a great deal or quite a lot of confidence in higher education.
- That's down from 48 percent who said the same in 2018 and 57 percent in 2015.

Democrats: Confidence at 59% (only segment with majority confidence)

Republicans: Confidence plunged by 37 percentage points to just 19 percent.

No college degree: Confidence dropped by 25 percentage points to 29 percent.

55 and older: Confidence fell by 24 percentage points to 31 percent.

Women: Confidence decreased by 22 percentage points to 39 percent.