



THE WILL TO DO MORE
LEADS TO

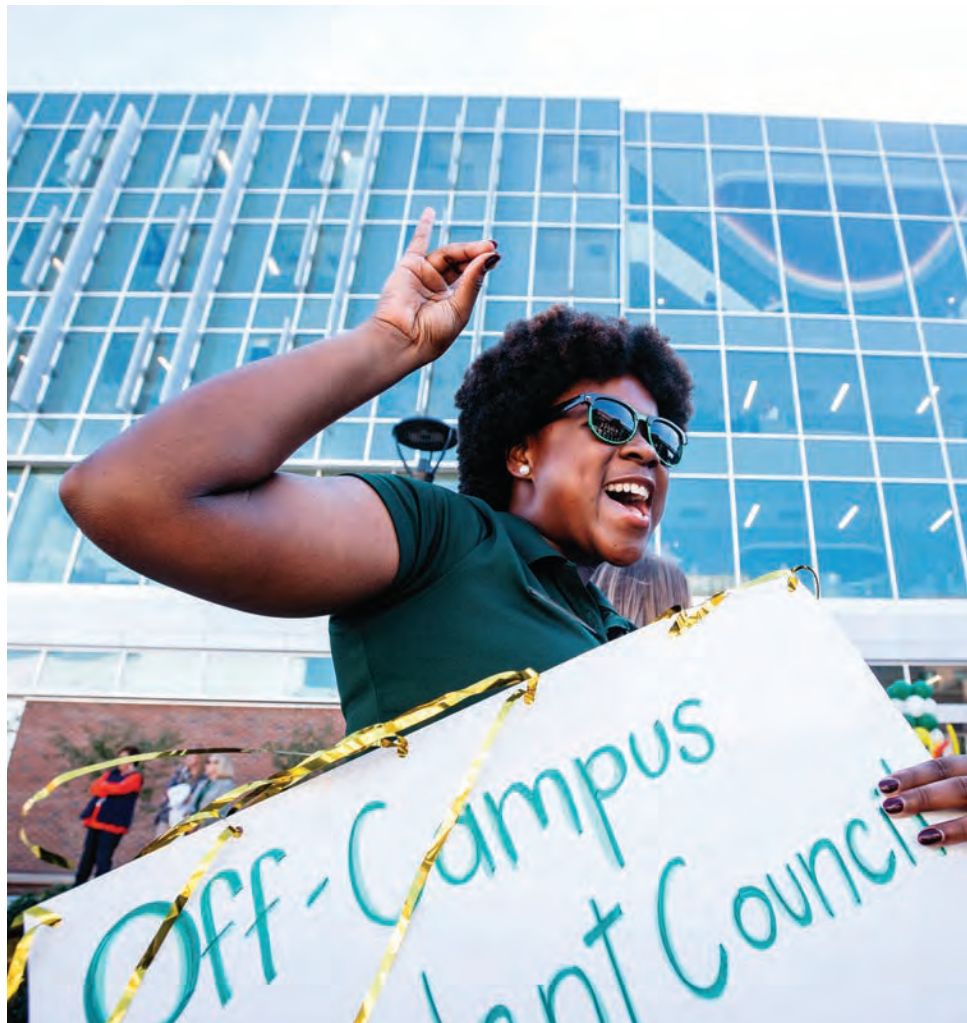
Amazing Things

ENROLLMENT MANAGEMENT | ANNUAL REPORT 2018

UAB THE UNIVERSITY OF
ALABAMA AT BIRMINGHAM



A Word from the Provost





Forging the Future is UAB's strategic plan for growth. The first strategic goal of this five-year blueprint for where we are headed as a university is about education—offering a world-class, socially conscious education to diverse students to prepare the next generation of citizens and leaders.

Enrollment Management is essential for meeting the objectives of this strategic goal. More than 120 individuals working in Enrollment Management strive every day to recruit and, importantly, retain this next generation of citizens and leaders who choose UAB as their university.

PAM BENOIT, Ph.D.
SENIOR VICE PRESIDENT FOR
ACADEMIC AFFAIRS AND PROVOST

The will to do
more leads to
amazing things.
And at UAB,
that will drives
everything we
do—and leads
to our success.







A Message from the Vice Provost





We are celebrating another year of record progress in our division and for the University of Alabama at Birmingham, thanks in large part to campus partners and alumni who have supported our efforts.

For the third consecutive year, UAB's total enrollment reached an all-time high with 21,923 students. Our student body grew by 1,021 students from last year's record of 20,902. Total enrollment has increased by 19.6 percent since fall 2015.

We also set a number of records with our freshman class this year in areas such as academic quality, number of honors students, and out-of-state enrollment. As a class, freshmen averaged a 25.2 ACT and a 3.73 high school GPA. The number of honors freshmen grew to 620 students, an 8 percent increase from last year, and those students averaged a 30.4 ACT and a 4.11 high school GPA. Out-of-state freshmen enrollment increased by 7.6 percent over the previous year.

Our historic growth this year is also due to improved student success outcomes at the undergraduate level. Combined efforts from faculty, staff, and academic advisors played a critical role in retaining approximately 450 additional undergraduate students from the 2017-2018 academic year. Undergraduate enrollment was up 702 students from 2017, representing a 5.34 percent increase.

We have also seen a sharp increase in five- and six-year graduation rates this year. The five-year graduation rate increased by 6 percent, and the six-year graduation rate increased by 5.6 percent.

All of our achievements this year have helped bring UAB closer to accomplishing long-term enrollment, retention, and graduation goals. The Enrollment Management division looks forward to building on these strengths over the next year with continued support from our campus partners and alumni.

Go Blazers!

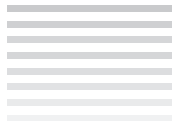
BRADLEY BARNES, Ph.D.
ENROLLMENT MANAGEMENT

Student Head Count

2 0 1 8 F A L L S E M E S T E R

↑ 19.6% 2015-2018

TOTAL ENROLLMENT



18,333

2015



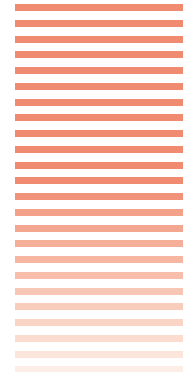
19,535

2016



20,902

2017



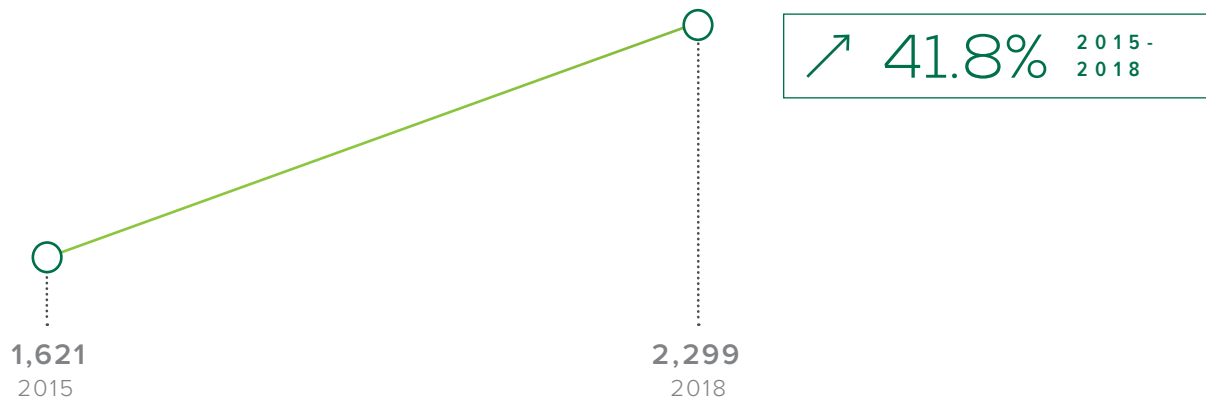
21,923

2018

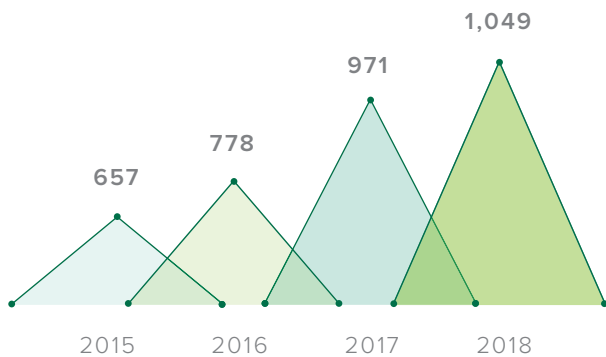


UAB reached record enrollment in fall 2018 with 21,923 students

FRESHMAN ENROLLMENT

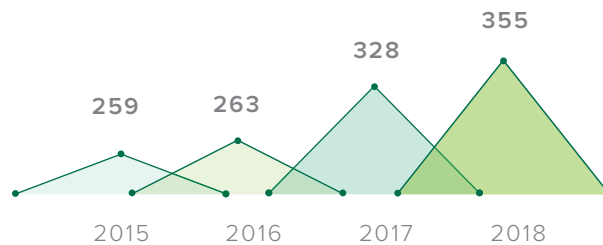


UAB TOTAL International Enrollment



↑ 59.7% FROM 2015 TO 2018

FRESHMAN Out-of-State Enrollment



↑ 37% FROM 2015 TO 2018

Undergraduate Student Success and Retention



“ I love that UAB students are serious about their studies. Working with these scholars and helping them reach their educational goals is tremendously rewarding. ”

TRACY LYONS, Ph.D., EXECUTIVE DIRECTOR
UNDERGRADUATE STUDENT SUCCESS AND RETENTION

As a community of scholars, our goal is to see our students successfully earn a degree from UAB.

UAB made strides in retention with the 2017 launch of the offices of First Year Experience, Students in Transition, and Second Year Experience, which help freshmen and sophomores transition to a university experience. The Office of Undergraduate Student Success and Retention collaborates with different departments to find ways to keep students at UAB throughout the first year and beyond. Faculty, staff, and academic advisors encourage retention

by helping students get involved and become invested in UAB's campus community.

A Win for Students: New Initiatives

E2E In fall 2018, we introduced an appointment management tool that provides real-time access for scheduling advising meetings. Students can access advisor schedules anywhere, anytime, and on any device and book the time that works best for them.

Involvement Inventory Research indicates that when students actively participate in curricular and co-curricular events, they make friends, become oriented to campus quickly, get to know faculty and staff members, and make important gains in critical thinking, all of which leads to greater success in college. In collaboration with UAB's

Division of Student Affairs, we launched a new project to engage students throughout the summer and get them plugged into activities that interest them early in the semester.

We Are All Retention

Achieving student success outcomes requires the efforts of the entire university. In order to move the needle, we must continue to work together and keep student success at the forefront of our strategic enrollment decisions and growth strategy.

Overall Undergraduate Retention

The overall undergraduate retention rate increased this year with 470 additional undergraduate students retained.

↑ 470

Returning Undergraduate Students from fall 2017

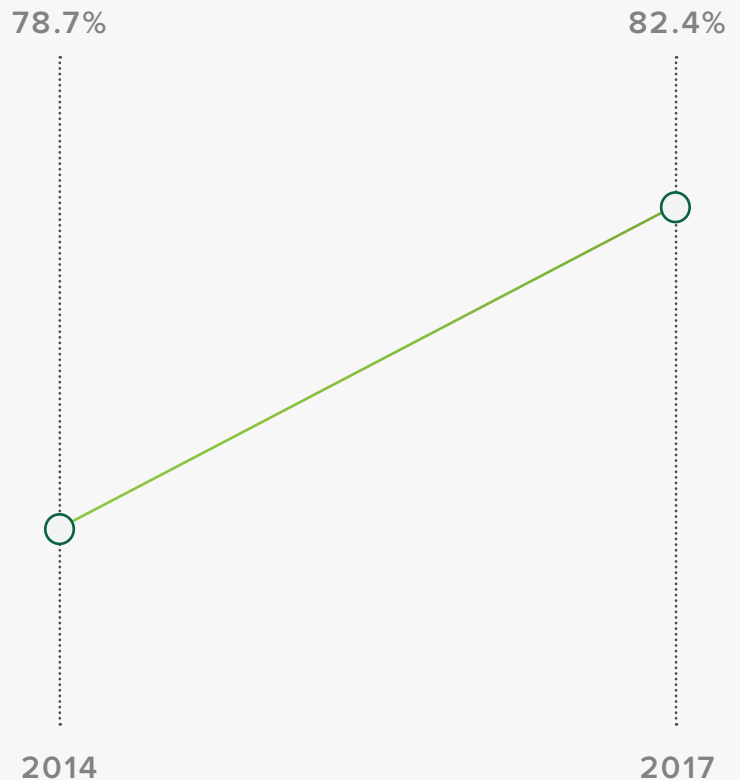


58.36%
Rate of Six-Year Graduates

The highest ever rate of six-year graduation, which speaks to the deep commitment of faculty and staff to student success

Freshmen Retention by Cohort

↑ 3.7% FROM 2014 TO 2017



Academic Quality



7,000

Undergraduate
Students

Contributed to research
in 2018

◀ Michael Liptrot II is an honors student, psychology major, and member of the Early Medical School Acceptance Program. He created a personalized fellowship that combined clinical experience and research to study HIV and its related stigma.

2 0 1 8 F I R S T - T I M E F R E S H M E N

25.2

Mean ACT Score

3.73

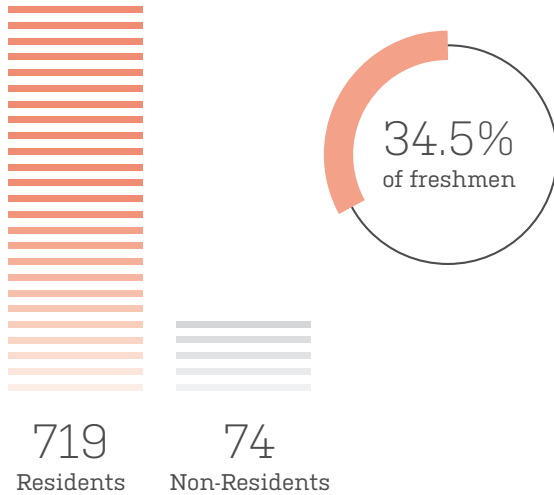
Mean High School GPA

28.7%

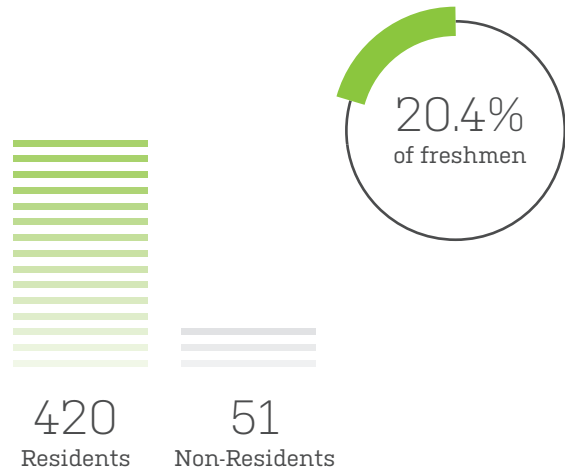
Entering with AP/IB Credit

FIRST-TIME FRESHMEN Student Diversity

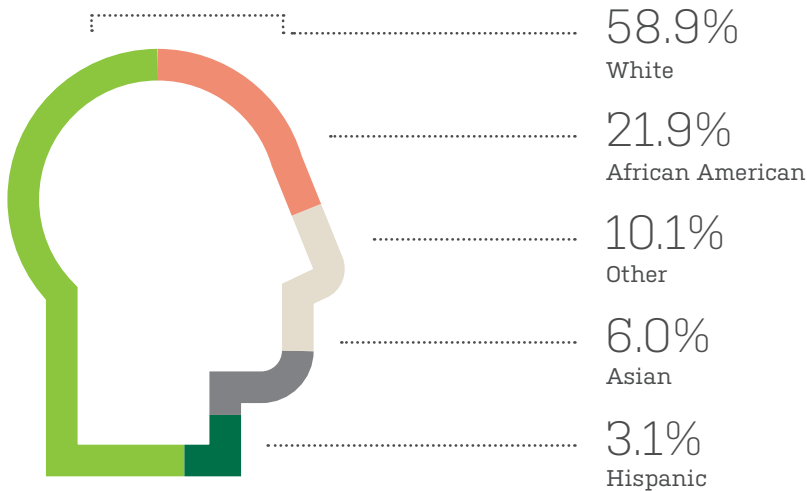
First-Generation Students



Federal Pell Grants Awarded



Ethnic Diversity



UAB is consistently ranked as one of the most diverse campuses in the country.

Financial Aid and Scholarships



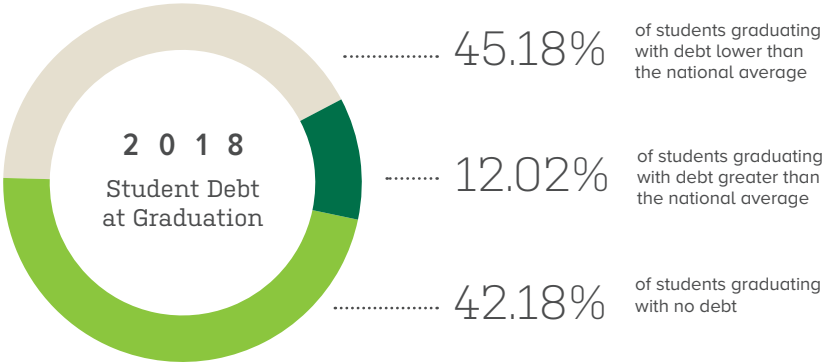
“We continue to support our students with various types of merit and financial aid to ensure their success.”

**TYLER PETERSON, EXECUTIVE DIRECTOR OF ADMISSIONS
FINANCIAL AID AND SCHOLARSHIPS**

FINANCIAL AID AWARDS

52%
of freshmen
received need-
based aid

72%
received a
scholarship



Federal	\$194,865,716.29
State	\$1,320,363
Institutional	\$42,768,584.39
Total Aid Awarded	\$238,954,663.68

UAB'S CAMPUS IS HOME TO MORE THAN 4,400 TREES, EARNING THE ARBOR DAY FOUNDATION'S TREE CAMPUS USA DESIGNATION FOR FIVE CONSECUTIVE YEARS.

Recruitment

7 OUT-OF-STATE RECRUITERS



19 STATES VISITED

ADMISSIONS COUNSELOR COUNT

64 EVENTS

5 TRANSFER RECRUITERS



7 IN-STATE RECRUITERS




UAB RANKS 31ST IN FEDERAL RESEARCH FUNDING, BASED ON 2018 FIGURES, WHICH IS 15TH AMONG PUBLIC UNIVERSITIES.

419 COLLEGE FAIRS

HIGH SCHOOL VISITS **374**

UAB IS IN THE TOP 25, ACCORDING TO U.S. NEWS & WORLD REPORT'S 2019 "AMERICA'S BEST GRADUATE SCHOOLS" LIST.

#
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Enrollment Operations

CRM STRATEGY, TESTING SERVICES, ONE STOP STUDENT SERVICES, AND SHARED SERVICES



“We strive to exceed the expectations of our prospective and current students by being responsive, efficient, and informative. Service excellence is key.”

CHENISE RYAN, EXECUTIVE DIRECTOR
ENROLLMENT OPERATIONS

CRM Strategy



281,483

Prospective Students Reached

Testing Services

8,108

Examinees

New Math Test Implemented

One Stop Student Services



ONESTOP

Created student-led call center



42,691

Unique Encounters

Shared Services

More than 6,800 requests processed utilizing a new ticketing system



16,020

Applications Processed

18,238

High school transcripts received/reviewed

17,514

UAB transcripts issued

University Registrar

“UAB continues to provide students with the necessary tools to enhance their academic and personal goals.”

CYNTHIA TERRY, UNIVERSITY REGISTRAR



▼
8 New Degree Programs Implemented

▼
3 Department Changes Implemented

▼
11,887 Central Classrooms Scheduled

947

Academic appeals reviewed and processed

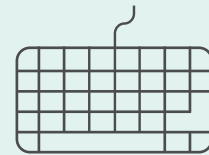
646

Residency applications reviewed and processed



3,564

Degrees Posted



7,393

Manual Registration Changes

Student-Athlete Services



“UAB student-athletes are amazing and are leaving their mark globally in competition, in the classroom, and in the community.”

FERNANDEZ WEST, ASSOCIATE ATHLETIC DIRECTOR
STUDENT-ATHLETE SERVICES

2017-2018 Academic Year

▶ 17 of 18 teams earned a 3.0 GPA or above in fall 2017; 16 of 18 teams earned 3.0 GPA or above in spring 2018

▶ 271 students (61%) earned a 3.0 GPA or higher, and 53 students (12%) earned a 4.0 GPA in fall 2017

▶ 113 student-athletes graduated (22 in fall 2017, 73 in spring 2018, and 18 in summer 2018)



84%

Graduation
Success Rate

↗ 1% from 2016 to 2017



436
Students
served

9
Consecutive semesters
of 3.0 departmental GPA

3.13
Departmental
GPA in 2017

New Student Programs

“Student leaders are formed in unique and meaningful ways—inside and outside the classroom.”

DEEDEE BARNES BRUNS, EXECUTIVE DIRECTOR
NEW STUDENT PROGRAMS



AUG
2017

C A M P U S V I S I T C E N T E R N U M B E R S

JUL
2018

6,519

Student
Campus
Visitors



From 5,608
in 2016-2017



46 Trailblazers

Additional midday tours given
on Mondays and Fridays

618 Daily Tours

Increase from 558 in 2016-2017

**468 Special Interest
Sessions** Up from 232 in 2016-2017

311 VIP Visits

Increase from 244 in 2016-2017

Enrollment Management Senior Leadership Team

BRADLEY BARNES, Ph.D.

VICE PROVOST, ENROLLMENT MANAGEMENT

DEEDEE BARNES BRUNS

EXECUTIVE DIRECTOR, NEW STUDENT PROGRAMS

TRACY LYONS, Ph.D.

EXECUTIVE DIRECTOR, UNDERGRADUATE STUDENT
SUCCESS AND RETENTION

TYLER PETERSON

EXECUTIVE DIRECTOR, ADMISSIONS, SCHOLARSHIPS,
AND FINANCIAL AID

CHENISE RYAN

EXECUTIVE DIRECTOR, ENROLLMENT OPERATIONS

CYNTHIA TERRY

UNIVERSITY REGISTRAR

FERNANDEZ WEST

ASSOCIATE ATHLETIC DIRECTOR,
STUDENT-ATHLETE SERVICES

ADDITIONAL APPRECIATION TO

CINDY BRIGHT

EXECUTIVE ASSISTANT TO THE VICE PROVOST

BRANDI RHEA ROBINSON

DIRECTOR OF COMMUNICATIONS



The University of Alabama at Birmingham

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