

# ANNUAL REPORT 2023-2024



UNIVERSITY OF  
**GEORGIA**  
Undergraduate Admissions

# YEAR IN REVIEW 2023-2024

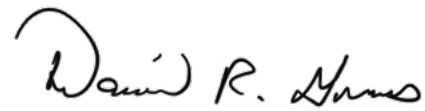
Dear Colleagues,

It has been an exciting year for the Office of Undergraduate Admissions. We received over 43,090 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 6,150 First-Year students and over 2,000 Transfer students for Summer/Fall 2024 and enrolled one of the largest groups of Georgia First-Year students ever.

In the 2023-2024 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 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.

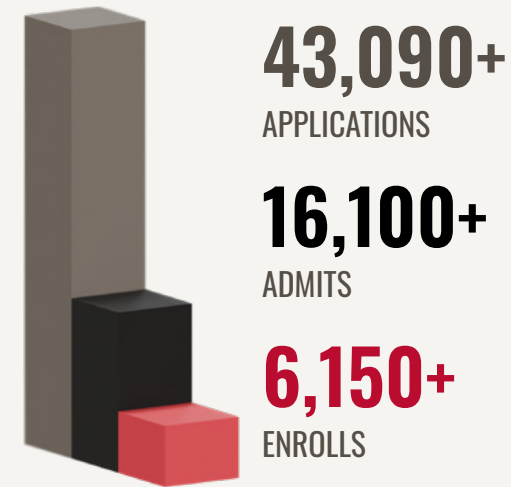
Thank you and go Dawgs!



**David Graves**  
Director of Undergraduate Admissions



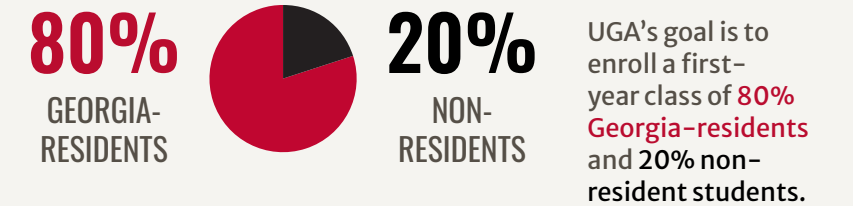
## FIRST-YEAR ADMISSIONS



### Fall 2024 Admitted First-Year Demographics



### Enrolled First-Year Students



### Admitted Student Middle 50%



### Enrolled Student Middle 50%



### Top 10 Feeder States

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

### Top 10 Feeder Counties

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

## 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.

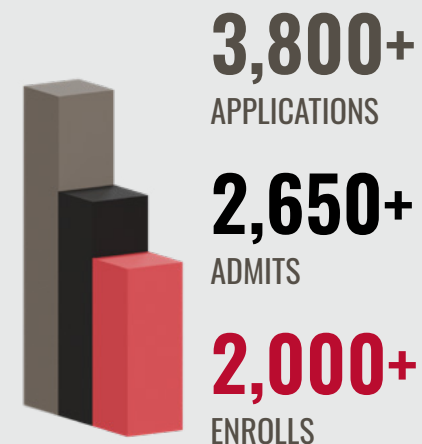
44  
FULL-TIME  
STAFF

27  
PART-TIME  
(SEPT-MAR)

35  
STUDENT  
EMPLOYEES

182  
STUDENT  
VOLUNTEERS

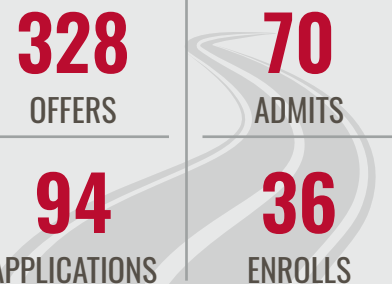
## TRANSFER ADMISSIONS



### Top 10 Feeder Schools

- Abraham Baldwin Agricultural College
- Augusta University
- Georgia College & State University
- Georgia Gwinnett College
- Georgia Highlands College
- Georgia Southern University
- Georgia State University
- Kennesaw State University
- Mercer University
- University of North Georgia

### Transfer Pathway



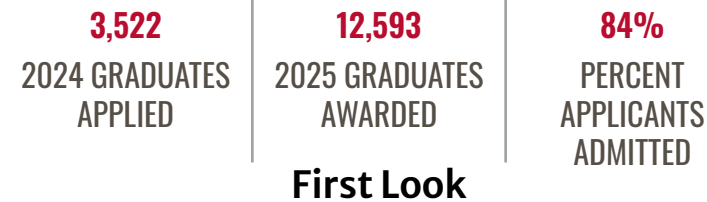
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## KEY ADMISSIONS PROGRAMS

### Certificate of Merit

The Georgia Certificate of Merit program recognizes the top ten 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.



First Look is a full-day program for select high school students and their families to visit campus and learn more about UGA. Events include information from admissions, faculty and student panel, resource fair, an admissions information session and other programming.



### Atlanta Public Schools Partnership

The Atlanta Public Schools and UGA 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.



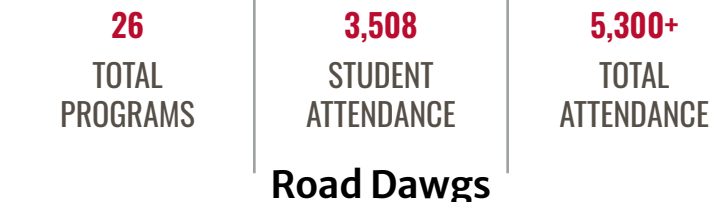
### Compass

Compass Middle School Outreach, previously known as Gear Up 4 College, is designed to create early awareness about postsecondary 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.



### 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, Georgia Tech and the Georgia Student Finance Commission to students, counselors, and supporters throughout the state of Georgia.



Road Dawgs is a partnership with the Office of the President and the Office of Inclusive Excellence 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.



### Discover Georgia

Discover Georgia is an initiative aimed at high-achieving rising seniors who have been recognized as Georgia Certificate of Merit (COM) recipients. This event features presentations from admissions, a panel of current students, a parent alumni panel, and various other programs designed to promote higher education and the opportunities available at UGA.



### Give That Dawg a Bone

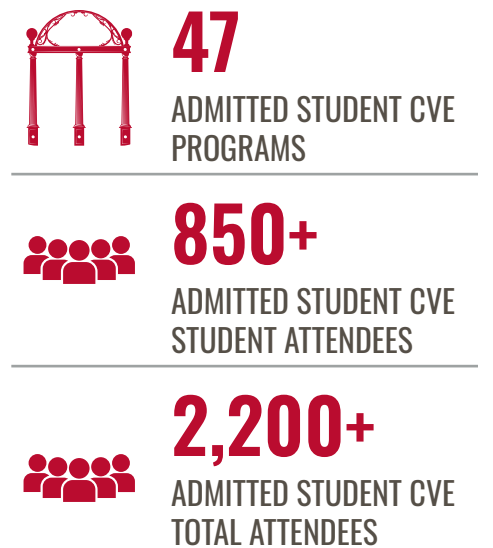
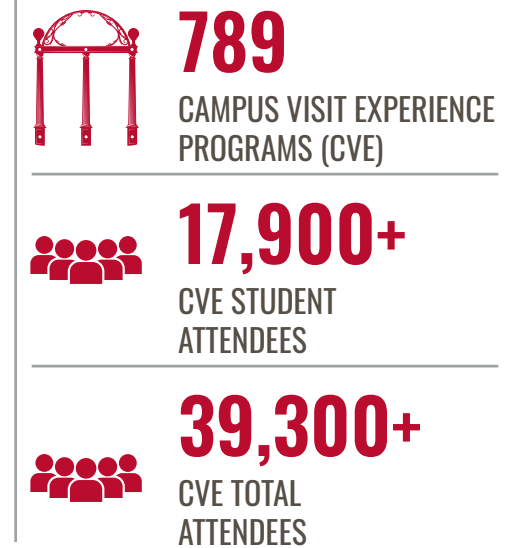
The UGA Alumni-Admissions partnership continues to be a successful relationship between the UGA Alumni Association and the Office of Undergraduate Admissions. With key partnerships on campus, we are able to reach students through alumni volunteers writing to recently admitted students, sharing their college memories and encouraging them to choose UGA as their home for the next four years.



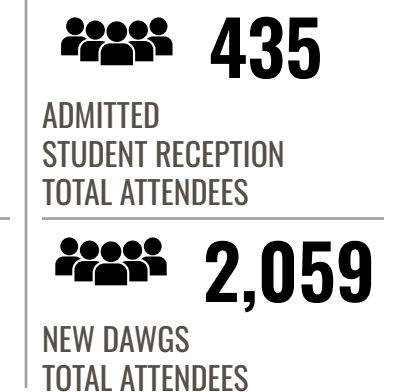
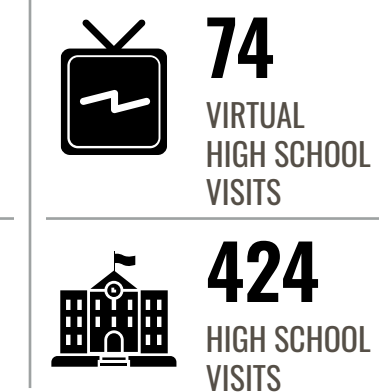
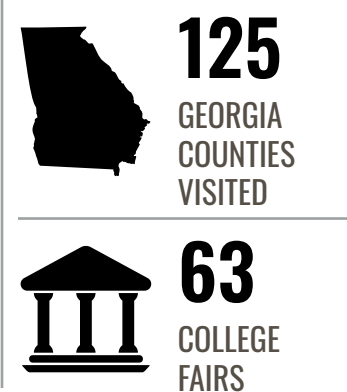
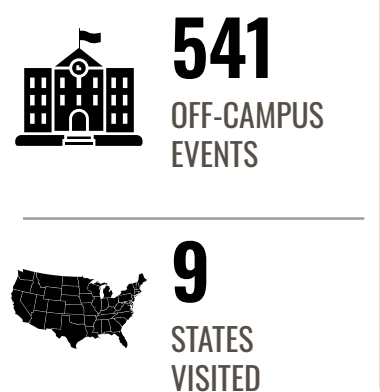
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## RECRUITMENT

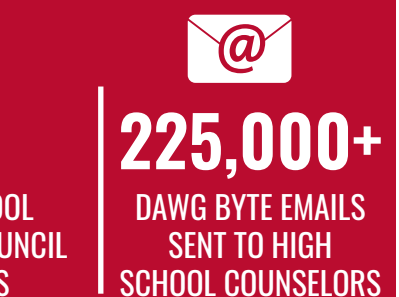
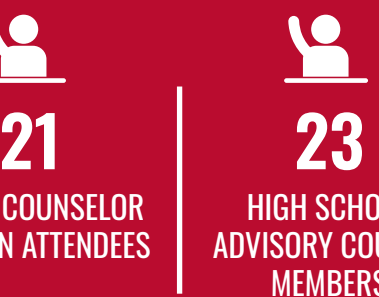
### On-Campus Recruitment



### Off-Campus Recruitment



## COUNSELOR ENGAGEMENT



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## ORIENTATION

Over the 2024 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.

**3**  
STAFF MEMBERS

**6**  
GRAD INTERNS

**20**  
ORIENTATION LEADERS

**8,150+**  
TOTAL STUDENTS

**34**  
STUDENT PANELS

**7,500+**  
POSTCARDS SENT TO STUDENTS

**2,000+**  
TRANSFERS

**375+**  
CAMPUS PARTNERS

**9,500+**  
NEW PARENT & FAMILY PORTAL USERS

**6,150+**  
FIRST-YEARS

**399**  
TOTAL BREAKOUT SESSIONS

**564**  
WEBINAR QUESTIONS ANSWERED

**10,550+**  
GUESTS

**780**  
SMALL GROUPS

**1,270**  
WEBINAR ATTENDEES

## 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.

**3,709**  
SCHOLARSHIPS AWARDED

**\$4,621,608**  
SCHOLARSHIP DOLLARS AWARDED

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## COLLATERAL AND COMMUNICATIONS

The Office of Undergraduate Admissions communications and marketing efforts is a multi-channel approach, spanning across print media, email, SMS, social media, and digital web presence. These efforts, combined with in-person recruitment, allow us to best communicate with students through their preferred means.

### Sophomore & Junior Search Campaigns

This year we brought our sophomore and junior search campaigns in-house after previously using a third-party vendor. We feel that starting this communication early while students are thinking about their future will encourage them to apply to college and hopefully UGA.

**22** EMAILS IN CAMPAIGN  
**1,303,900+** EMAILS SENT  
**35%** OPEN RATE  
**3,600+** PORTAL VIEWS

### 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 continued our SMS text campaign, which proved successful in reaching students who were still uncertain about their college plans.

**21,700+** SMS SENT  
**126,100+** EMAILS SENT  
**66%** OPEN RATE

### Admissions Website

The Office of Undergraduate Admissions website is populated with content to try to answer students' most common 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.

**905,000+** TOTAL USERS  
**3,200,000+** TOTAL WEBPAGE VIEWS

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### Application Generation Campaign

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

**1000+** SMS SENT  
**53,000+** POSTCARDS SENT  
**1,155,300+** EMAILS SENT  
**61%** OPEN RATE

### Printed Collateral

The Office of Undergraduate Admissions prints over 100,000 copies of three key pieces of printed collateral: Student Fast Facts brochure, Counselor Fast Facts brochure, and Admitted Student Next Steps brochure.

**2,500** COUNSELOR FAST FACTS  
**30,000+** NEXT STEPS  
**70,000+** FAST FACTS

### 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.


**20,200+** UNIQUE INSTAGRAM FOLLOWERS  
**100%** BLOG POST ENGAGEMENT




UNIVERSITY OF  
**GEORGIA**  
Undergraduate Admissions



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

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

 [facebook.com/UGAUndergradAdmissions](https://facebook.com/UGAUndergradAdmissions)

 [@ugaadmissions](https://@ugaadmissions)

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## COMMIT TO YOUR FUTURE | COMMIT TO GEORGIA

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