



UNIVERSITY OF GEORGIA

Undergraduate Admissions

ANNUAL REPORT 2025-2026



YEAR IN REVIEW 2025-2026

It has been an exciting year for the Office of Undergraduate Admissions. We received over 51,600 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 6,250 first-year students and over 2,300 transfer students for Summer/Fall 2026 and enrolled one of the largest groups of Georgia first-year students ever. In the 2025-2026 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

Executive Director of Undergraduate Admissions

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 holistic review, considering a student's intellectual pursuits and creative endeavors, meaningful engagement with their communities and peers, commitment to citizenship through public service, school involvement, leadership, and family responsibilities, as well as evidence of integrity, personal maturity, and the potential to both contribute to and benefit from a community of scholar-citizens. 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.

47 Full-Time Employees
27 Part-Time Employees
14 Student Employees
167 Student Volunteers

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, 14 staff members have presented at six different higher education conferences nationwide. Our staffs' insights continue to influence conversations on admissions strategies, student outreach, and best practices across the higher education community.

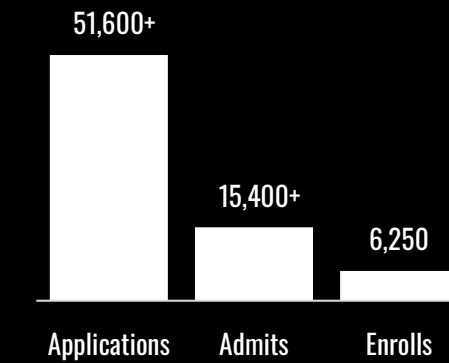
14 Staff Members
6 Conferences

ADMISSIONS CASE STUDIES

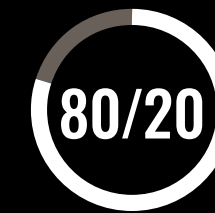
This marked the second year of using our Admissions Case Studies brochure to offer campus partners, school counselors, and key stakeholders a deeper understanding of the UGA admissions process and the complexities of a holistic review. Over the past year, our staff facilitated 10 case study exercises, engaging participants who are deeply invested in the university and committed to supporting prospective students.

10
Case Studies Exercises

FIRST-YEAR ADMISSIONS



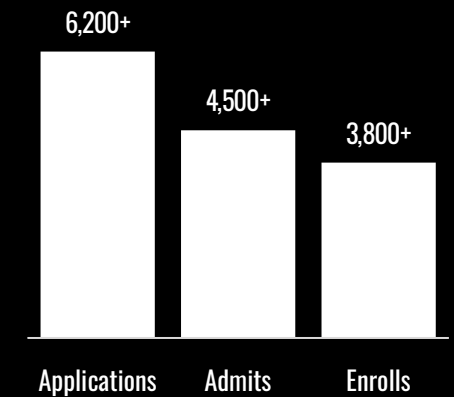
Increase in applications from both in-state and out-of-state students.



ENROLLMENT GOAL

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

TRANSFER ADMISSIONS



ENROLLMENT GOAL:

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

ADMITTED FROM

Top 10 Transfer Feeders

- Auburn University
- 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

913 Offers
231 Applications
198 Admits
184 Enrolls



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 the alignment of their coursework with their intended major are assessed. The ultimate goal is to ensure students are ready for UGA's rigorous coursework.

ADMITTED FROM:

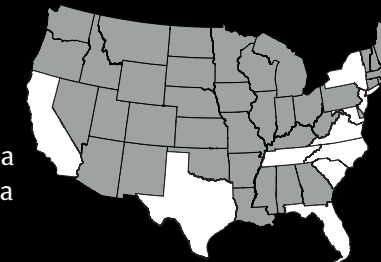
Top 10 Feeder Counties:

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



Top 10 Feeder States:

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



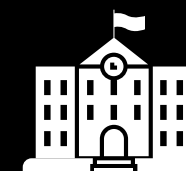
38
Countries



50
States + D.C.



156
Georgia Counties



2,800+
High Schools

ACADEMIC MIDDLE 50%

	Admits	Enrolls
Core GPA	4.13-4.40	4.07-4.34
AP, IB, or DE Courses	9-14	9-14
ACT	31-34	29-33
SAT	1360-1500	1290-1450

KEY ADMISSIONS PROGRAMS



ATLANTA PUBLIC SCHOOLS PARTNERSHIP

The Atlanta Public Schools (APS) 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.

- 2 Total Events
- 11 Total APS Schools Attended
- 214 Total Student Attendance



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.

- 7,052 2026 Graduates Applied
- 12,683 2027 Graduates Awarded
- 75% 2026 Applicants Admitted



COMPASS

The 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.

- 8 Total Events
- 13 Total Schools Attended
- 306 Total Student Attendance



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.

- 376 Alumni Volunteers
- 10,800+ Cards Sent to Admitted Students



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.

- 29 Total Events
- 2,173 Total Student Attendance
- 5,518 Total Overall Attendance



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.

- 35 Total High Schools Visited
- 639 Total Student Attendance
- 554 Miles Traveled for Spring Break Edition



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 public or 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.

- 616 Total Valedictorians and Salutatorians Admitted
- 224 Total Valedictorians and Salutatorians Enrolled

LARGE ON-CAMPUS EVENTS

	Number of Events	Student Attendees	Total Attendees
Admitted Student Campus Visit Experience	32	731	1,936
Campus Visit Experience	669	15,729	40,744
First Look	5	844	2,084
Group Campus Visit Experience	51	1,107	1,157
New Dawgs	5	884	2,201

754

Total On-Campus Events

OFF-CAMPUS RECRUITMENT

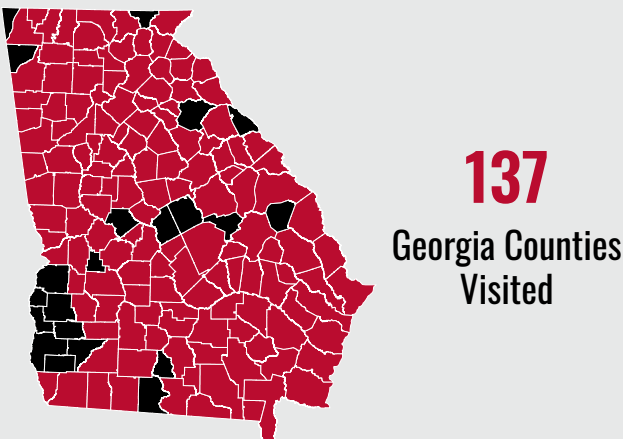
74 College Fairs

464 High School Visits

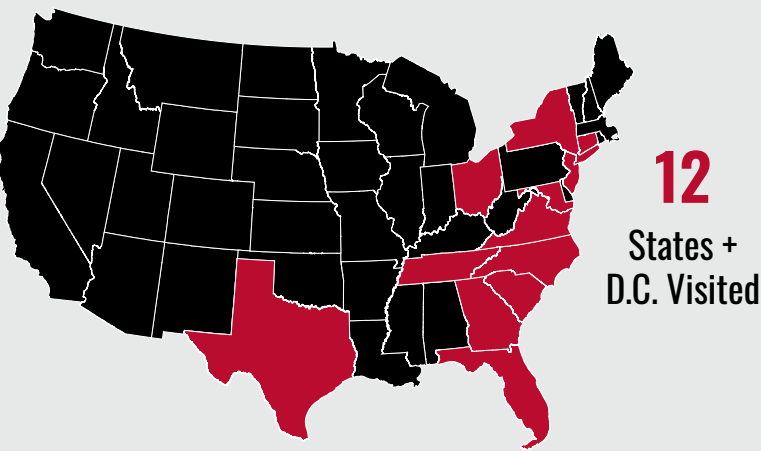
260 Admitted Student Reception Total Attendance

690 Total Off-Campus Events

GEORGIA RECRUITMENT



NATIONAL RECRUITMENT



VIRTUAL RECRUITMENT

30 Virtual High School Visits & Evening With UGAs

1,456 Virtual High School Visit & Evening With UGA Attendees

14 Virtual Transfer Info Sessions

387 Virtual Transfer Info Session Attendees

COUNSELOR
ENGAGEMENT



5

Virtual Counselor Sessions



920

Virtual Counselor
Session Attendees



21

High School Advisory
Council Members



21

Rural Counselor
Connection Attendees



422,940

Dawg Bytes Emails Sent
to High School Counselors

DIGITAL ADVERTISING

This year we ran our second 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, and students in Dallas, TX, Austin, TX, Charlotte, NC, Raleigh, NC, and Chapel Hill, NC, plus bowl game targeting in New Orleans, aiming to increase awareness and lead volume. We successfully reached students across every county of Georgia and in our out-of-state locations, and tested new platform offerings and creatives. 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. Primary targeting was during the first-year application cycle, but additional ads were run during the Sugar Bowl game and in spring for yield, to target admitted students in Georgia who have not replied to their offer of admission. This campaign, combined with a strong email and SMS nurture strategy, enabled us to make meaningful connections to the students and families we serve.



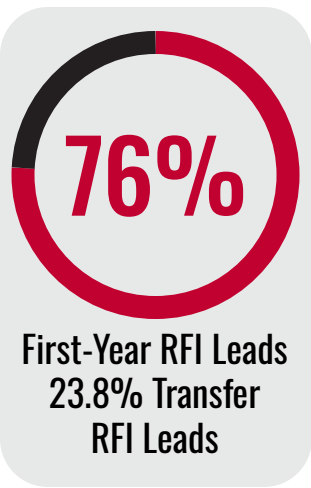
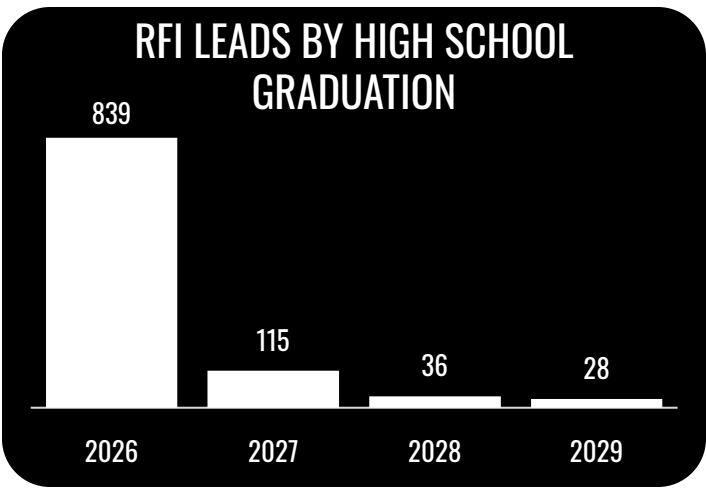
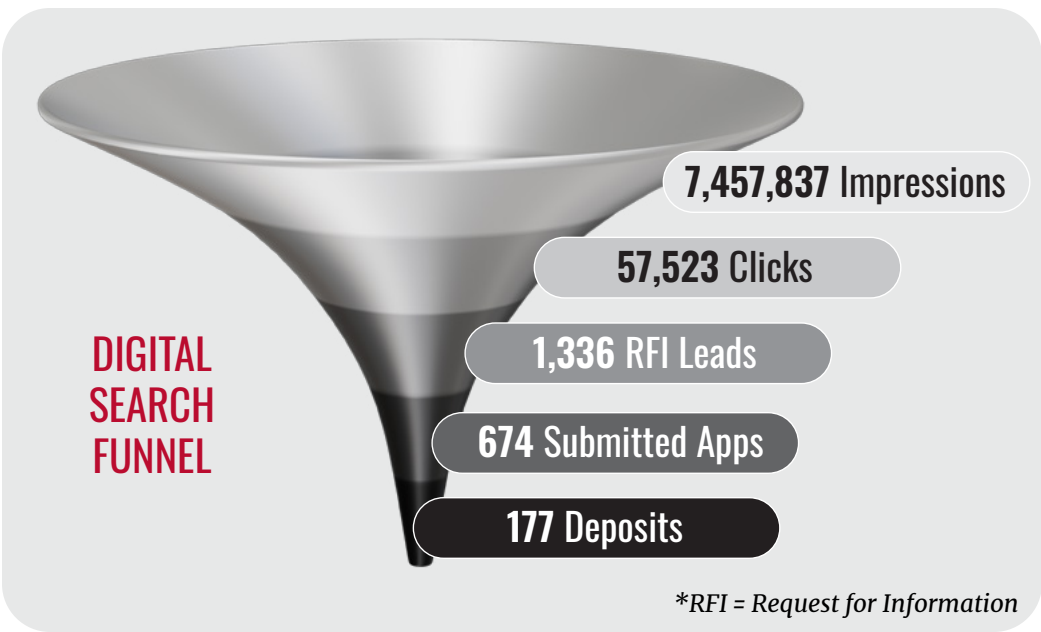
YouTube



Meta



Google



COLLATERAL & 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.

FIRST-YEAR APP GEN
CAMPAIGN

Our first-year application generation campaign engages prospective students through a series of eleven 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.

Emails in Campaign	11
Open Rate	43%
Click to Open Rate	3%
Total Emails Delivered	2,376,454
SMS Sent	9,337

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.

Emails in Campaign	7
Open Rate	40.64%
Click to Open Rate	15.26%
Total Emails Delivered	69,317

TRANSFER YIELD CAMPAIGN

Our transfer campaign connects with admitted transfer students by showcasing campus resources, student success outcomes, and the welcoming community they'll experience at UGA.

Emails in Campaign	5
Open Rate	71%
Click to Open Rate	32.77%
Total Emails Delivered	19,362

FIRST-YEAR
YIELD CAMPAIGN

Our first-year yield campaign connects with admitted first-year students by featuring real UGA students and their experiences, highlighting what makes the university distinctive. Alongside email outreach, we use SMS messaging to effectively reach students who may still be undecided about their college choice.

Emails in Campaign	9
Open Rate	66%
Click to Open Rate	18%
Total Emails Delivered	109,189
SMS Sent	11,309

WHAT TYPE OF DAWG
ARE YOU?

We used gamification to engage prospective sophomores and juniors through a lead-generation quiz, "What Type of Dawg Are You?". Students answer four questions about how they might spend their first year at UGA and are matched with an Athletic, All Around, Adventure, Studios, or Leadership Dawg persona. The quiz captures contact information and encourages social sharing while introducing key aspects of the UGA student experience.

Quizzes Taken	5,069
#1 Result: All Around Dawg	1,732

ADMISSIONS WEBSITE

Our website is designed to provide clear, efficient answers to students' most common questions about the admissions process. This year, we completed a comprehensive website redesign focused on improving content relevance, enhancing clarity, optimizing the user experience, and aligning with SEO and GEO best practices.

Total Users	1,933,998
Total Webpage Views	15,408,726

SOPHOMORE/JUNIOR
INTERACTION

This marks our third 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.

Emails in Campaign	20
Open Rate	35.64%
Click to Open Rate	3.72%
Portal Views	3,043
Total Emails Delivered	1,501,217

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.

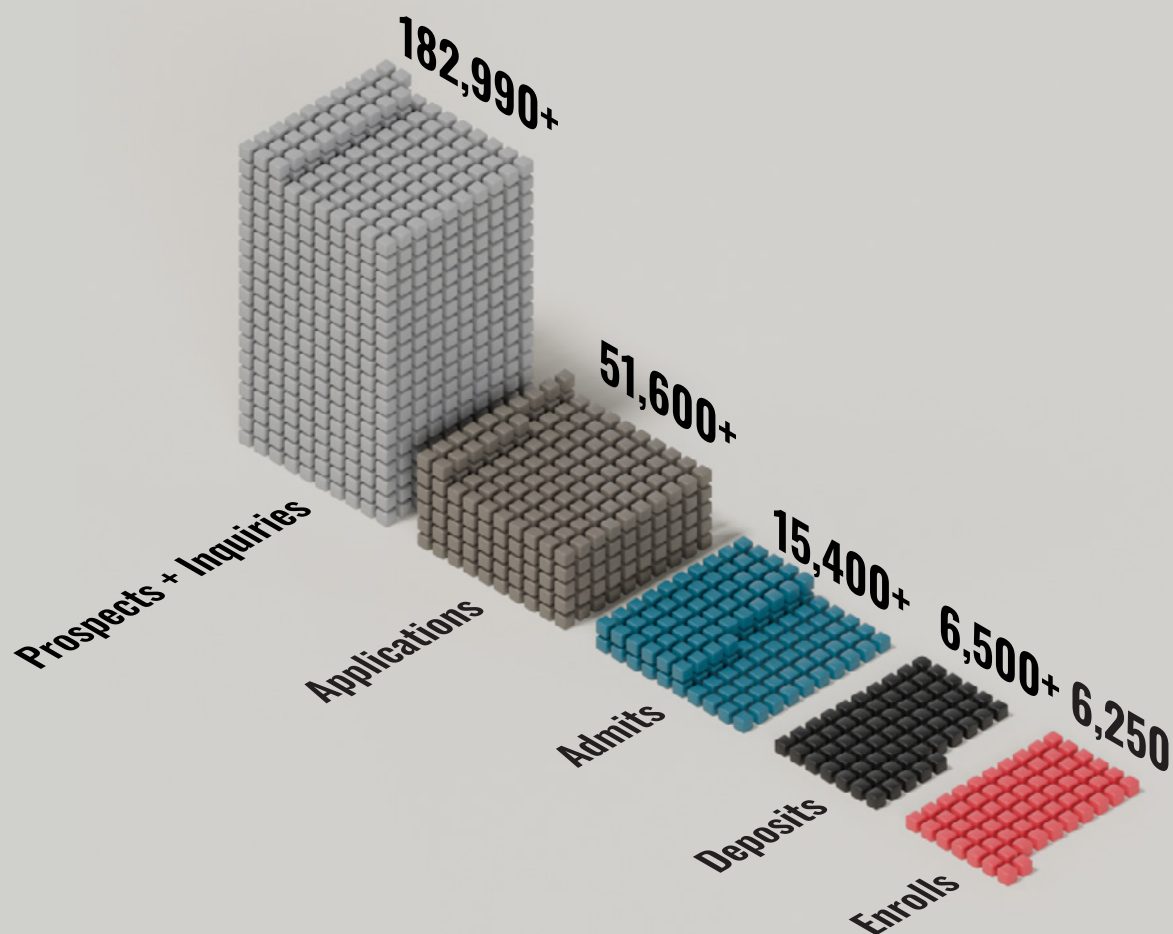
Emails in Campaign	6
Open Rate	51.22%
Click to Open Rate	8.83%
Total Emails Sent	5,250

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.

Instagram Followers	34,000+
Blog Post Engagement	100%

STAGES OF THE 2025 FIRST-YEAR ENROLLMENT CYCLE



UNIVERSITY OF
GEORGIA

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*All data and information accurate as of June 2026