THE WILL TO DO MORE LEADS TO Amazing Things
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

2018 FALL SEMESTER

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

**FRESHMAN** Out-of-State Enrollment

△ 59.7% FROM 2015 TO 2018

△ 37% FROM 2015 TO 2018
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.

"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
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

\[ \uparrow 3.7\% \text{ FROM 2014 TO 2017} \]

Freshmen Retention by Cohort

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>78.7%</td>
</tr>
<tr>
<td>2017</td>
<td>82.4%</td>
</tr>
</tbody>
</table>
Academic Quality

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.

2018 First-Time Freshmen

- Mean ACT Score: 25.2
- Mean High School GPA: 3.73
- Entering with AP/IB Credit: 28.7%

7,000 Undergraduate Students
Contributed to research in 2018
FIRST-TIME FRESHMEN

Student Diversity

First-Generation Students

- 719 Residents
- 74 Non-Residents

34.5% of freshmen

Federal Pell Grants Awarded

- 420 Residents
- 51 Non-Residents

20.4% of freshmen

Ethnic Diversity

- 58.9% White
- 21.9% African American
- 10.1% Other
- 6.0% Asian
- 3.1% Hispanic

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

52% of freshmen received need-based aid

72% received a scholarship

2018

Student Debt at Graduation

45.18% of students graduating with debt lower than the national average

12.02% of students graduating with debt greater than the national average

42.18% of students graduating with no debt

FINANCIAL AID AWARDS

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal</td>
<td>$194,865,716.29</td>
</tr>
<tr>
<td>State</td>
<td>$1,320,363</td>
</tr>
<tr>
<td>Institutional</td>
<td>$42,768,584.39</td>
</tr>
<tr>
<td><strong>Total Aid Awarded</strong></td>
<td><strong>$238,954,663.68</strong></td>
</tr>
</tbody>
</table>
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.

UAB is in the top 25, according to U.S. News & World Report's 2019 "America's Best Graduate Schools" list.

Admissions counselors visited 19 states.

7 out-of-state recruiters were visiting.

5 transfer recruiters were visiting.

419 college fairs were attended.

374 high school visits were made.

UAB ranks 31st in federal research funding, based on 2018 figures, which is 15th among public universities.

64 events were organized.
**Enrollment Operations**

“...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**

<table>
<thead>
<tr>
<th>281,483 Prospective Students Reached</th>
<th>8,108 Examinees</th>
</tr>
</thead>
</table>

**Testing Services**

| 42,691 Unique Encounters |

**One Stop Student Services**

Created student-led call center

**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 |
"\"UAB continues to provide students with the necessary tools to enhance their academic and personal goals.\""

**CYNTHIA TERRY, UNIVERSITY REGISTRAR**

<table>
<thead>
<tr>
<th>8 New Degree Programs Implemented</th>
<th>947 Academic appeals reviewed and processed</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Department Changes Implemented</td>
<td>646 Residency applications reviewed and processed</td>
</tr>
<tr>
<td>11,887 Central Classrooms Scheduled</td>
<td>3,564 Degrees Posted</td>
</tr>
<tr>
<td></td>
<td>7,393 Manual Registration Changes</td>
</tr>
</tbody>
</table>
"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

**Student-Athlete Services**

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)

**Graduation Success Rate**

84%

↑ 1% from 2016 to 2017

436 Students served

9 Consecutive semesters of 3.0 departmental GPA

3.13 Departmental GPA in 2017
“Student leaders are formed in unique and meaningful ways—inside and outside the classroom.”

---

**DEEDEE BARNES BRUNS, EXECUTIVE DIRECTOR**
**NEW STUDENT PROGRAMS**

---

### Campus Visit Center Numbers

<table>
<thead>
<tr>
<th>AUG 2017</th>
<th>JUL 2018</th>
</tr>
</thead>
</table>
| **6,519** Student Campus Visitors | **46 Trailblazers**
| From 5,608 in 2016-2017 | Additional midday tours given on Mondays and Fridays |

<table>
<thead>
<tr>
<th><strong>618 Daily Tours</strong></th>
<th><strong>618 Daily Tours</strong> Increase from 558 in 2016-2017</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>468 Special Interest Sessions</strong></th>
<th><strong>468 Special Interest Sessions</strong> Up from 232 in 2016-2017</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>311 VIP Visits</strong></th>
<th><strong>311 VIP Visits</strong> Increase from 244 in 2016-2017</th>
</tr>
</thead>
</table>
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