



Spring 2021 University Assembly
COVID-19 and Enrollment Management Update
April 2, 2021



Presentation Agenda

- I. COVID-19
 - A. Testing & Vaccinations
 - B. Fall 2021 Planning

- II. Enrollment Management
 - A. Headcount Update
 - B. Admissions & Financial Aid Update
 - C. Orientation

- III. Questions & Answers

Full Updates:

[Spring 2021 Financial Aid Update](#)

[Spring 2021 Admissions & Recruitment Update](#)

[March 2021 Student Affairs Newsletter](#)

COVID-19

Coronavirus Emergency Response Team

Membership:

1. Darius Maize
2. David Millay
3. David Montague
4. Desire Taggard
5. Emily Bell
6. Jeff Harmon
7. Mia Phillips
8. Mike Kirk
9. Ophelia Dedner
10. Patti Light
11. Regina Wade-Carter
12. Richard Harper
13. Sharon Downs (Vice Chair)
14. Sloan Davidson
15. Thomas Bunton
16. Vince Rodgers
17. Cody Decker (Chair)

The Coronavirus Emergency Response Team (CERT) was formed in March 2020 to advise the Chancellor's Cabinet on the execution of the pandemic policy, which is a component of the university's emergency management plan. As the status of the health crisis evolved, CERT objectives evolved.

CERT now focuses on non-academic areas by overseeing emergency operations preparations; recommending appropriate environmental, health, and safety equipment and practices; and ensuring continuity for campus residences, dining facilities, and student experiences.

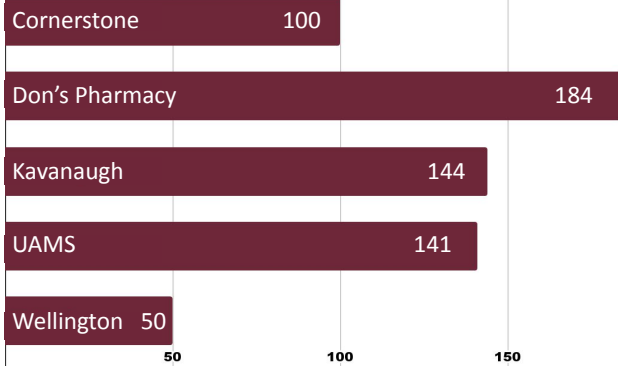
**COVID
Screening**

ualr.edu/covidscreening

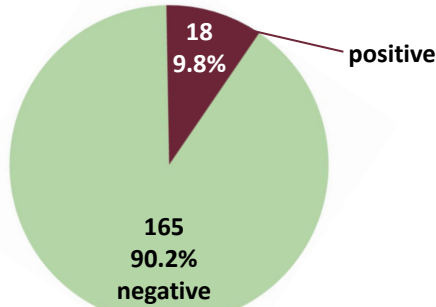



COVID-19 Vaccinations & Testing

Vaccinations given in dedicated clinics by collaborating pharmacies, January 2021 - present



COVID tests done in Health Services, October 2020 - present



226

reported cases on campus since March 2020

208

reported cases off campus since March 2020

434

total reported cases since March 2020

WHAT'S NEXT

VACCINATIONS

UA Little Rock Health Services was approved to be a COVID-19 vaccine provider on March 30.

Health Services will continue bringing pharmacies to campus to provide vaccine clinics until our staff are trained and vaccine supply is provided.

TESTING

There are no plans for future general-population surveillance testing while positivity rate in the state is low.

Testing for symptomatic patients will continue.



Fall 2021 Planning

CURRENT PHASE (3)

Each unit's on-campus office is staffed to provide direct assistance to students and visitors. Target office staff capacity may be adjusted by the unit supervisor as needed to accommodate social distancing and business operations. Supervisors should ensure employee work schedules are appropriate to meet the business requirements for the unit.

UA Little Rock
COVID-19 Campus
Guide **Version 6**



PHASE 4A - NEXT (DRAFT)

Employees and students are allowed on-campus with eased physical distancing restrictions, and there will be a resumption of general travel and large events (with the authorization of a vice chancellor). Masks will continue to be required, hand hygiene encouraged, and enhanced sanitization will continue. Phase 4A will be further developed as needed.

PHASE 4B (DRAFT)

Employees and students are allowed on-campus with no physical distancing restrictions or masking requirements. Phase 4B signifies a return of normal campus operations; a lifting of physical distancing restrictions; and resumption of general travel, meetings, and events.

Enrollment Management



Spring Enrollment

Fall 2021 Headcount
Projection: -6.4%

Enrollment by Student Population

Student Population	Spring 2018	Spring 2019	Spring 2020	Spring 2021	Fall 2019 to Fall 2020 % Change
Undergraduate	6,876	6,399	6,020	5,496	-8.7%
New Freshmen	60	51	46	43	-6.5%
New Transfers	405	373	371	315	-15.1%
Graduate	1,809	1,718	1,440	1,415	-1.7%
Combined Undergraduate & Graduate Population	8,685	8,117	7,460	6,911	-7.4%

SEMP Target: -6.7%; COVID-19 Target: -10.5%

	Spring			
	2018	2019	2020	2021
Grand Total	100.00%	100.00%	100.00%	100.00%
Non-Resident	4.01%	4.20%	3.89%	3.40%
Hispanic	4.14%	4.61%	3.95%	3.28%
American Indian	0.26%	0.27%	0.37%	0.69%
Asian	2.30%	2.42%	2.21%	2.37%
Black	27.21%	27.16%	26.03%	25.51%
White	52.36%	50.55%	50.65%	50.60%
Two or More	9.41%	10.53%	12.54%	13.21%
Unknown	0.31%	0.25%	0.37%	0.95%

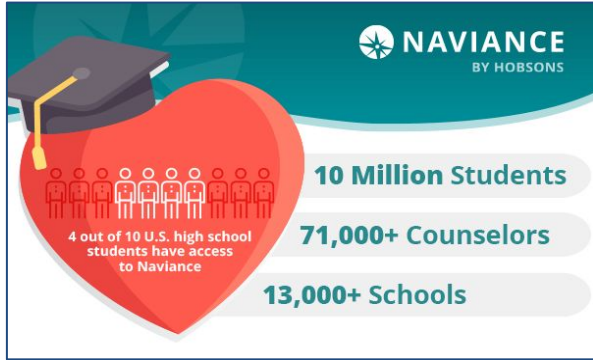
State of Arkansas Enrollment

Spring Term Headcount by Student Level
 Student levels not applicable to the institution are grayed out



Institution	2020					2021					One Year % Change				
	High School Concurrent	All Other Undergrad	Graduate	First Prof	Total	High School Concurrent	All Other Undergrad	Graduate	First Prof	Total	High School Concurrent	All Other Undergrad	Graduate	First Prof	Total
4-Year Institution															
ASUJ	671	7,491	4,479	195	12,836	632	6,950	4,257	402	12,241	-5.8%	-7.2%	-5.0%	106.2%	-4.6%
ATU	2,692	7,056	748		10,496	2,364	6,184	706		9,254	-12.2%	-12.4%	-5.6%		-11.8%
HSU	455	2,576	560		3,591		2,219	492		2,711	-100.0%	-13.9%	-12.1%		-24.5%
SAUM	324	2,877	891		4,092	263	2,668	1,077		4,008	-18.8%	-7.3%	20.9%		-2.1%
UAF		21,334	3,962	415	25,711		21,233	4,175	439	25,847		-0.5%	5.4%	5.8%	0.5%
UAFS	1,169	4,423	40		5,632	969	3,984	49		5,002	-17.1%	-9.9%	22.5%		-11.2%
UALR	948	6,021	1,440	428	8,837	742	5,501	1,415	443	8,101	-21.7%	-8.6%	-1.7%	3.5%	-8.3%
UAM	311	1,970	328		2,609	173	1,863	309		2,345	-44.4%	-5.4%	-5.8%		-10.1%
UAMS		614	736	1,301	2,651		814	667	1,300	2,781		32.6%	-9.4%	-0.1%	4.9%
UAPB	17	2,108	115		2,240	FERPA	2,093	168		FERPA	FERPA	-0.7%	46.1%		FERPA
UCA	309	7,864	1,287	342	9,802	343	7,295	1,256	357	9,251	11.0%	-7.2%	-2.4%	4.4%	-5.6%
4-Year Total	6,896	64,334	14,586	2,681	88,497	FERPA	60,804	14,571	2,941	FERPA	FERPA	-5.5%	-0.1%	9.7%	FERPA
UAPTC	532	4,794			5,326	260	4,084			4,344	-51.1%	-14.8%			-18.4%

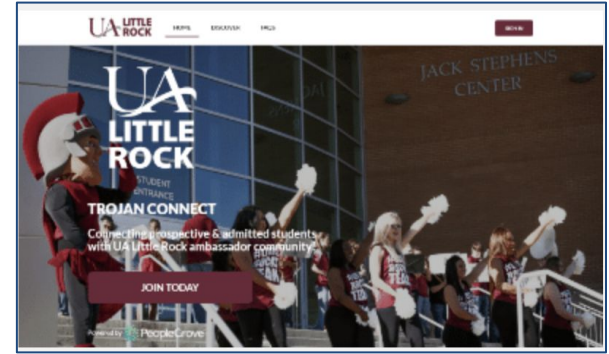
Admissions & Recruitment Update



Naviance



PeopleGrove

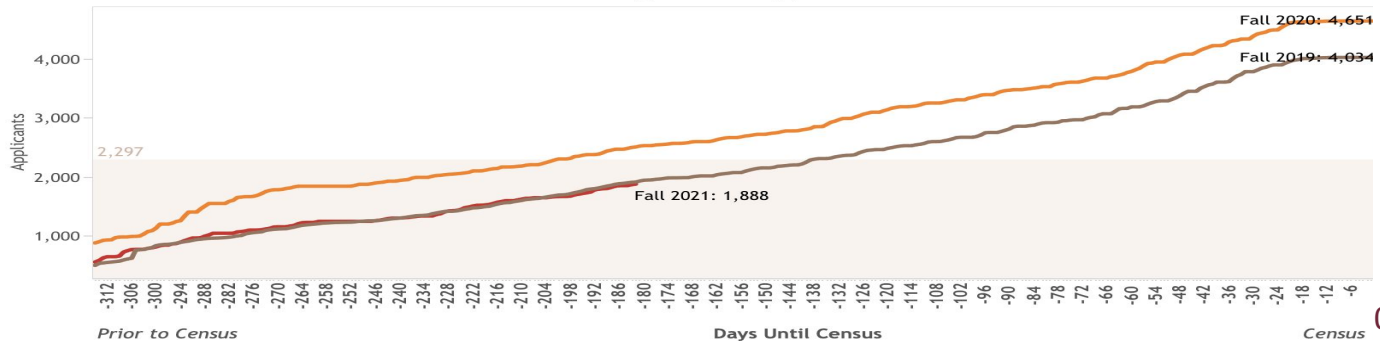


Trojan Connect

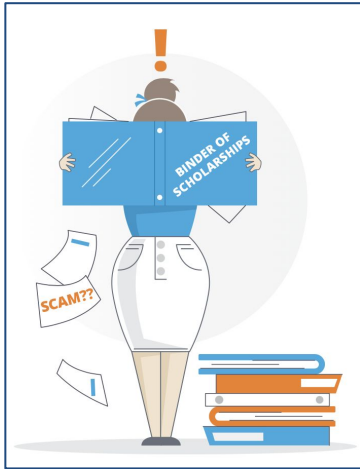
Highlights

- Communication Plan
- 1.2M emails
- 14K SMS
- New Swag Bags
- New Admit Packets
- Trojan Twilight Tours
- Counselor Check-Ins

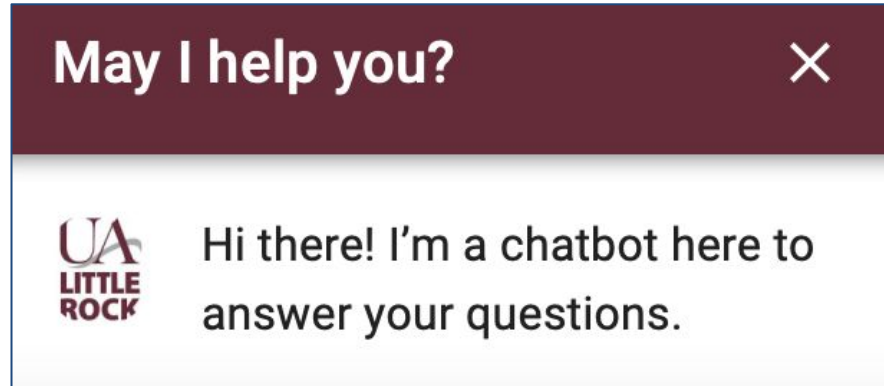
Undergraduate Applicants



Financial Aid & Scholarships



ScholarshipUniverse
Coming Soon

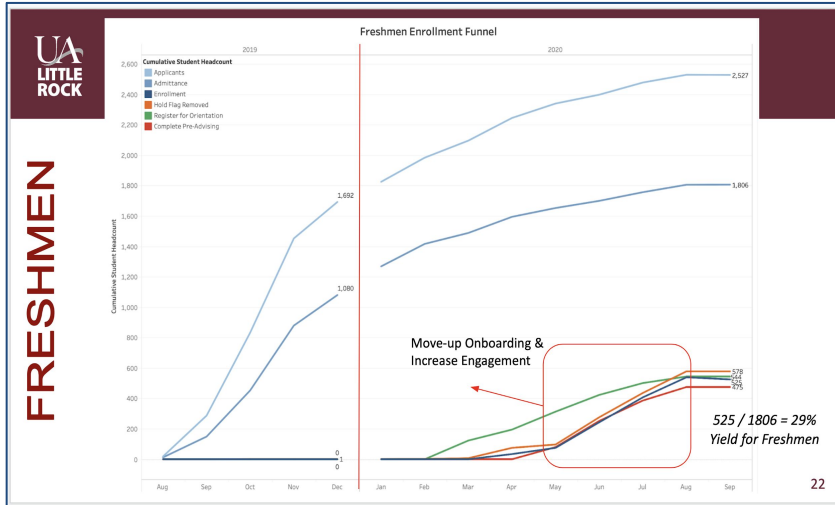


Ask Max
AI-powered 24x7x365 Chatbot

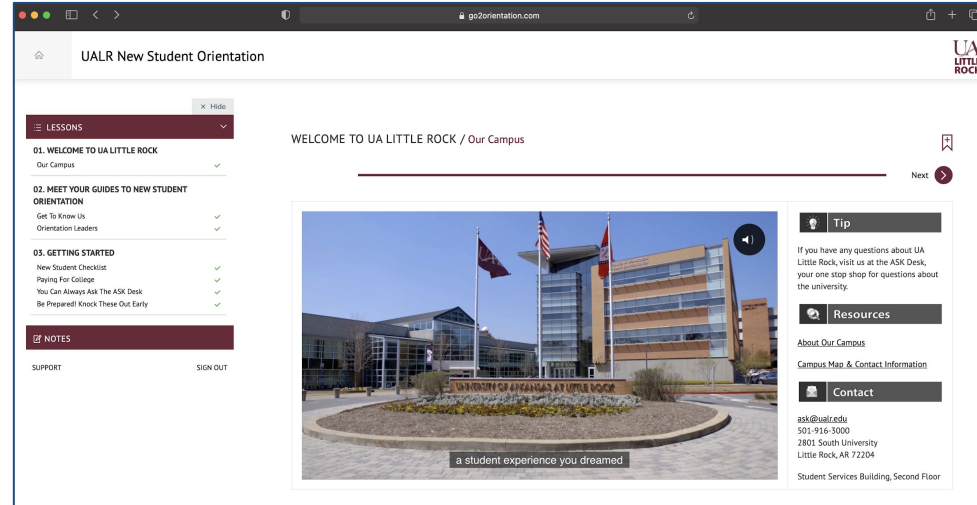
Highlights

- Auto-awarding institutional scholarships
- Re-weighted scholarships for GPA.
- 63% increase in scholarships offered
- 91% increase in scholarship dollars accepted
- Virtual financial aid advising

Chart from Fall 2020 University Assembly.
 Challenge: Late Onboarding; Orientation in Summer



Online Orientation Experience
 Orientation Started in March 2021





New Team Member:
Mr. Kindle Holderby
Assistant Vice Chancellor for
Enrollment Management
(On-site beginning April 26, 2021)

Q & A