



New Enrollment Strategy Update





IMPORTANT DEADLINES

August 1

Application Opens

November 1

Early Action Deadline

January 15

Early Action Decision Release

After November 1

Regular Decision

February - March

Regular Decision batch releases

May 1

National Decision Day



STUDENT ADVANTAGES

Priority Decisions

Students applying Early Action will maximize their opportunity for admission, merit scholarships, and the W.A. Franke Honors College

Comprehensive Review

Each student's application will consider their full academic history and supporting documents, in the context of where a student lived and learned

Decision Making

Students will have a longer runway to prepare for the fall, and more time to make informed commitment decisions among their options



INSTITUTIONAL ADVANTAGES

Setting Enrollment Targets

Enrollment targets will be set for the first-year full-time incoming cohort of undergraduate students by residency and by college.

Early Planning

Managing to a target enrollment allows for planning across campus for instructors, classroom space, support need and other academic expenses early in the process.

Managing the cost of discounting

This model will allow the institution to manage a budget for discounting that will optimize enrollment needs while managing cost.



COMPREHENSIVE REVIEW

Context

Students applying to the University of Arizona have a wide variety of life experiences and academic opportunities. A holistic approach allows us to have a more comprehensive understanding of the experiences that shaped the student's life as well as their college preparation.

Support

By admitting students who are well-prepared and ready to engage with the academic and personal opportunities of university life, we can better support them in reaching graduation and thriving along the way.

IMPORTANT NOTES

What is Early Action?

It is a commonly used framework for priority consideration during the admission process. It is **non-binding** and should **not** be confused with early decision.

What about Guaranteed Admission for Residents?

Students who apply and cannot be given an admission offer to main campus will be offered admission to Arizona Online or UAGC with support to meet criteria for enrolling on main campus in the future if they chose to.

What about need-based aid?

There are no changes to the timeline





Spring Yield

Three admitted student days on campus

Regional events around the country

Virtual events each month

Campus tours for admitted students

Enrollment Challenges for All Institutions

- Demographic Cliff
- Lasting impact of pandemic academic disruptions
- Inflation and uncertain economic trends
- Distrust of higher education and question of the value of a degree
- Protests and antisemitism
- Supreme Court Ruling on Race and new Executive Order
- Executive Orders impacting research and other aspects of HE
- Global economy and tariffs raising costs and disrupting international student movement

Enrollment Impacts for All Institutions

- Declines in international graduate enrollment
- Higher education budgets impacted by research and enrollment funding changes
- Increased competition to enroll students based on all of these factors
- Families less willing to incur debt to pay for education
- Changes in student behavior and decision making

Opportunities for the UofA

- New admission process for fall 2026 that utilizes holistic review
- New strategic imperatives to shape our work
- Geographic location where population is not declining
- New brand campaign to position the institution across constituencies
- Every challenge presents an opportunity to reshape our approach



THANK YOU!

Q&A
