AGENDA

• Enrollment
  • Growth Strategies
  • Enrollment History and Projections
  • Campus Enhancements/Student Life

• Research Focus

• College Academy: Background
ENROLLMENT GROWTH STRATEGIES

• Merit Tuition Scholarship Program
• Vice President for Students Affairs
• Expanded Marketing/Face-to-Face Recruitment
• Transition to Block Tuition
• Improved Retention
• Address Underperforming Units
• Campus Enhancements
• Enhanced Student Life
## Merit Tuition Scholarships

<table>
<thead>
<tr>
<th>TEST SCORES</th>
<th>ACT</th>
<th>25 – 27</th>
<th>28 – 29</th>
<th>30 – 33</th>
<th>34 – 36</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAT (redesigned)</td>
<td>1200 – 1300</td>
<td>1310 – 1380</td>
<td>1390 – 1510</td>
<td>1520 – 1600</td>
<td></td>
</tr>
<tr>
<td>HIGH SCHOOL GPA</td>
<td>4.0+</td>
<td>50%</td>
<td>67%</td>
<td>100%</td>
<td>100%*</td>
</tr>
<tr>
<td></td>
<td>3.50 – 3.99</td>
<td>40%</td>
<td>45%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td>3.00 – 3.49</td>
<td>35%</td>
<td>35%</td>
<td>45%</td>
<td>50%</td>
</tr>
</tbody>
</table>

*Covers on-campus housing in addition to tuition. Tuition is the cost per credit hour of enrollment not including academic fees.*
ENROLLMENT GROWTH STRATEGIES

• On Campus Face-to-Face Recruitment
  Campus Tours/Charger Preview/Discovery Day

• Face-to-Face Recruitment
  Alabama, Tennessee
  Georgia, North Carolina
  South Carolina, Ohio
  Kentucky, Missouri
  Mississippi

• Expanding Face-to-Face Recruitment
  Florida, DC
  Pennsylvania, Texas
#1 Best College Town in the South!

– Southern Living
Over 110 undergraduate programs and areas of study within 7 colleges: AHS, Bus Ad, Ed, Eng, Nur, Sci, PCS, plus
#1 Return on Investment among all schools in Alabama and #33 among all public schools in the nation!

– Best Colleges
TUITION TRANSITION

UG Resident Tuition Transition to Block Tuition

Semester Credit Hours

- Fall 13
- Fall 14
- Fall 15
- Fall 16
TUITION TRANSITION

UG Fall CR/Student

Year: 2007 to 2015

Tuition trend from 2007 to 2015.
ENROLLMENT

UAH Fall Enrollment History

- 2007: 6000
- 2008: 7000
- 2009: 7500
- 2010: 8000
- 2011: 8500
- 2012: 8000
- 2013: 7500
- 2014: 7000
- 2015: 9000
- 2016: 9500
UAH Fall Enrollment History/Projection
Education Fall Enrollment

College of Education
Campus Enhancements
Campus enhancements.
A new residence hall is being planned for a Fall 2018 opening.
RESEARCH

• 2015 Federal Expenditures in Research
  • 6th Aeronautical & Astronautical Engineering
  • 11th Atmospheric Science
  • 11th Computer Sciences
  • 14th NASA
  • 17th Astronomy
  • 18th Business & Management
  • 25th DoD

• 2014 R&D Expenditures
  • 28th per Faculty + Staff
ALABAMA ACCOLADE
National Academy of Sciences elects Dr. Gary Zank
COLLEGE ACADEMY

• Early College High School
  • ECHS Initiative: 2002 with funding from Bill & Melinda Gates Foundation and others
  • Students receive a high school diploma plus college credit via completing college courses
• Huntsville’s College Academy
  • Magnet program at Jemison High School
• Huntsville’s College Academy
  • Hereford vs Huntsville Board of Education: 1963
  • DOJ approval of school zoning required
  • 2014 rezoning plan rejected by US District Court
  • 2015 Consent Order approving a rezoning plan
  • Motion for Unitary Status following fulfillment of Consent Order obligations
COLLEGE ACADEMY

- Magnet program at Jemison High School one element of Consent Order
- College Academy: High School diploma plus 60 UAH credits
- UAH presentation to prospective students and parents Nov and Dec 2014
- Curriculum submitted Jan 2015
- First class to start fall 2016 selected spring 2015
Center for Cybersecurity Research and Education (CCRE)

$2.4 Million

External grants and contracts in first year.