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 25 – 27</th>
<th>ACT 28 – 29</th>
<th>ACT 30 – 33</th>
<th>ACT 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>
</tr>
<tr>
<td>HIGH SCHOOL GPA</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>4.0+</td>
<td>50%</td>
<td>67%</td>
<td>100%</td>
<td>100%*</td>
</tr>
<tr>
<td>3.50 – 3.99</td>
<td>40%</td>
<td>45%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<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
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
ENROLLMENT

UAH Fall Enrollment History

- 2007: 6500
- 2008: 7000
- 2009: 7500
- 2010: 7750
- 2011: 7850
- 2012: 7850
- 2013: 7850
- 2014: 7850
- 2015: 8200
- 2016: 8950
ENROLLMENT

UAH Fall Enrollment History/Projection

Years: 2007 to 2017

Graph showing enrollment data from 2007 to 2017.
ENGINEERING

The graph shows the engineering undergraduate enrollment from 2007 to 2017, with an increase of 70% from 2010 to 2017.
Education Fall Enrollment

College of Education
OUTREACH

College Academy

• Fall 2016
• Partnership with HCS
• 9th-12th Grade
• ≈ 30 per Grade
• Jemison High School
• 60 UAH Credit Hours
Campus Enhancements
VIEW FROM GREENWAY
VIEW FROM JOHN WRIGHT DRIVE
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