



THE UNIVERSITY OF  
ALABAMA IN HUNTSVILLE

## 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

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

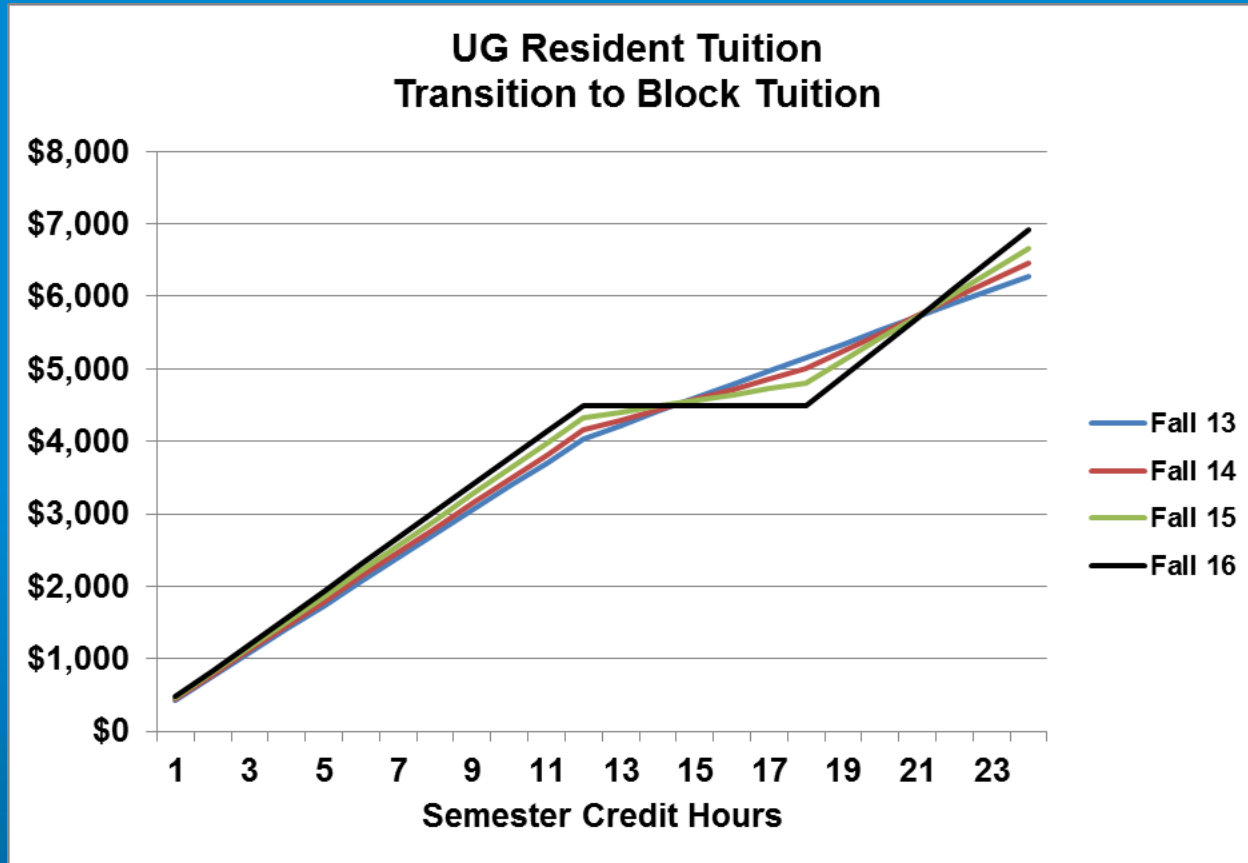
*\*Covers on-campus housing in addition to tuition.*

*Tuition is the cost per credit hour of enrollment not including academic fees.*

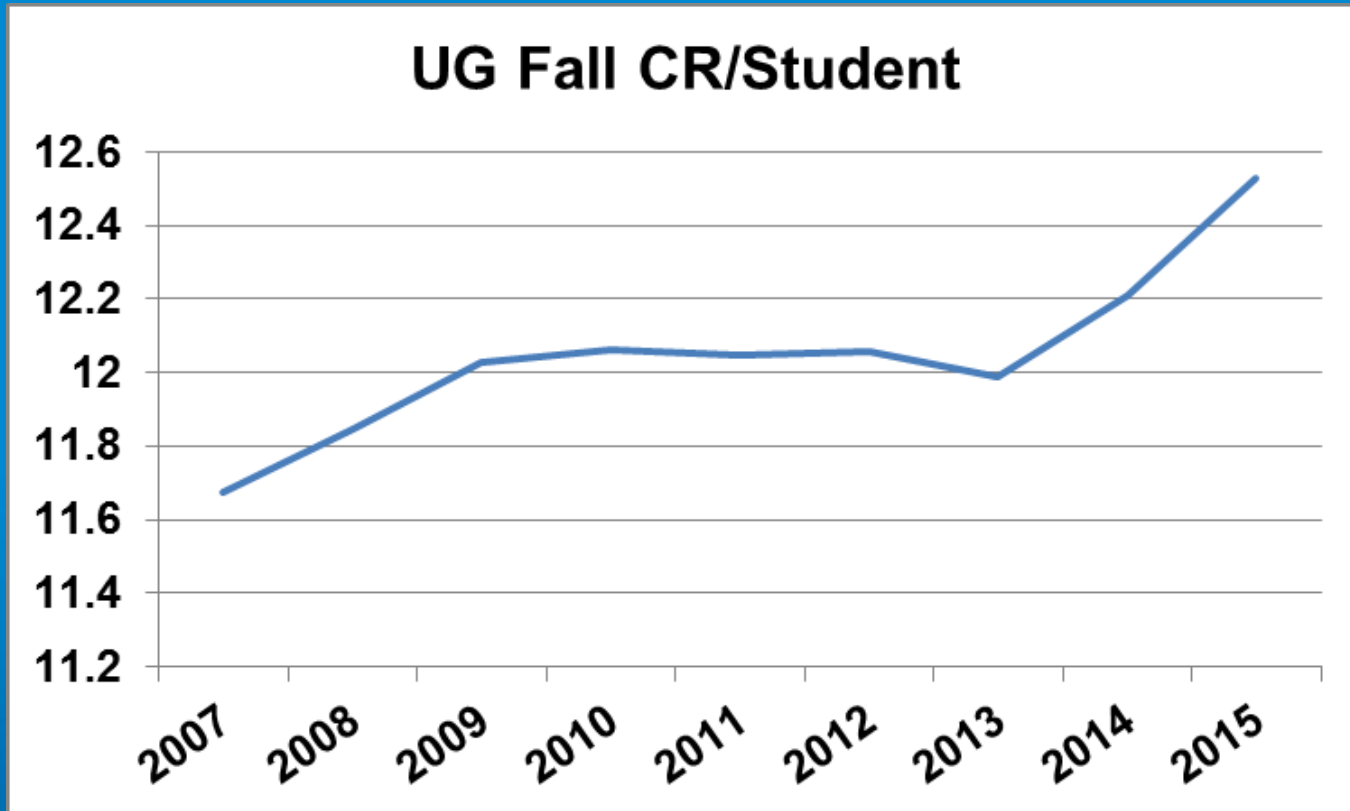
## ENROLLMENT GROWTH STRATEGIES

- On Campus Face-to-Face Recruitment
  - Campus Tours/Charger Preview/Discovery Day
- Face-to-Face Recruitment
  - Alabama
  - Georgia
  - South Carolina
  - Kentucky
  - Mississippi
  - Tennessee
  - North Carolina
  - Ohio
  - Missouri
- Expanding Face-to-Face Recruitment
  - Florida
  - Pennsylvania
  - DC
  - Texas

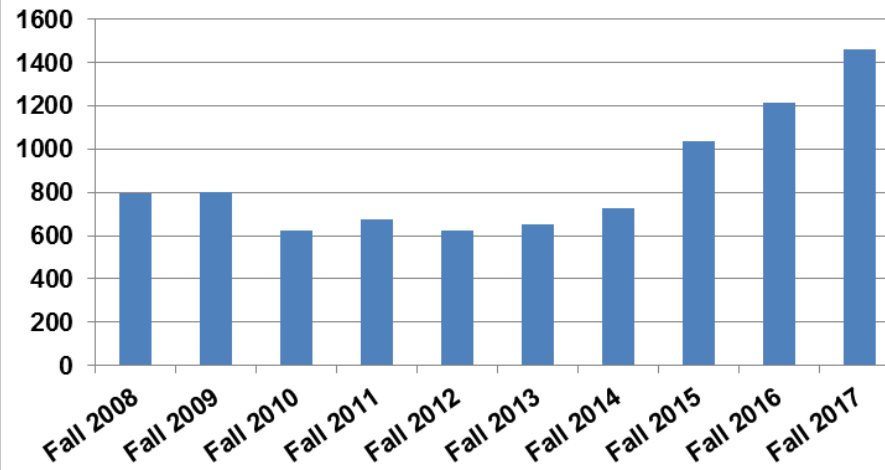
# TUITION TRANSITION



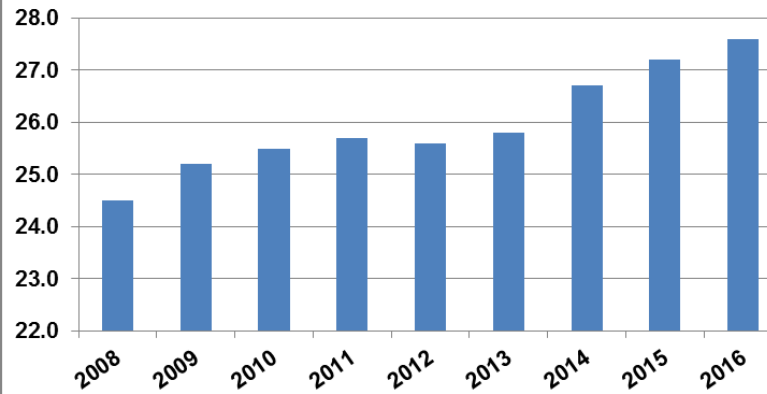
## TUITION TRANSITION



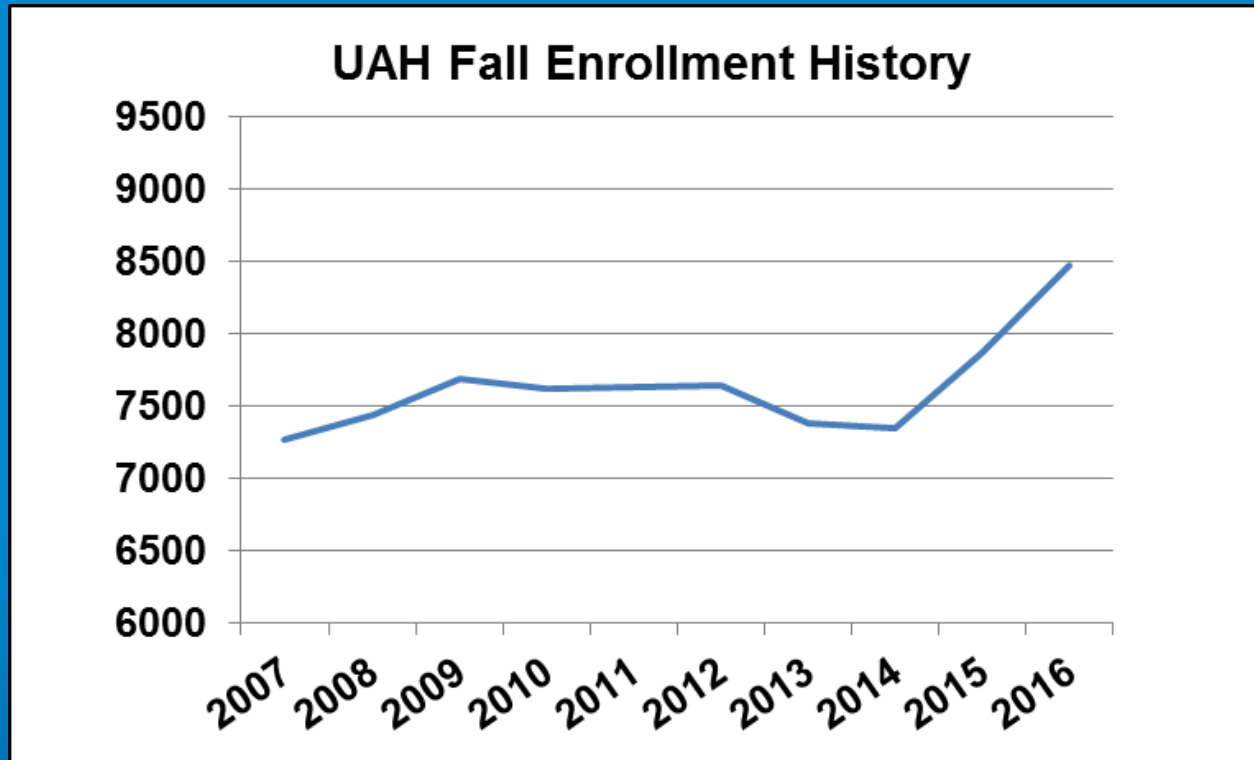
### UAH Freshman Enrollment History/Projections



### Freshman Cohort ACT

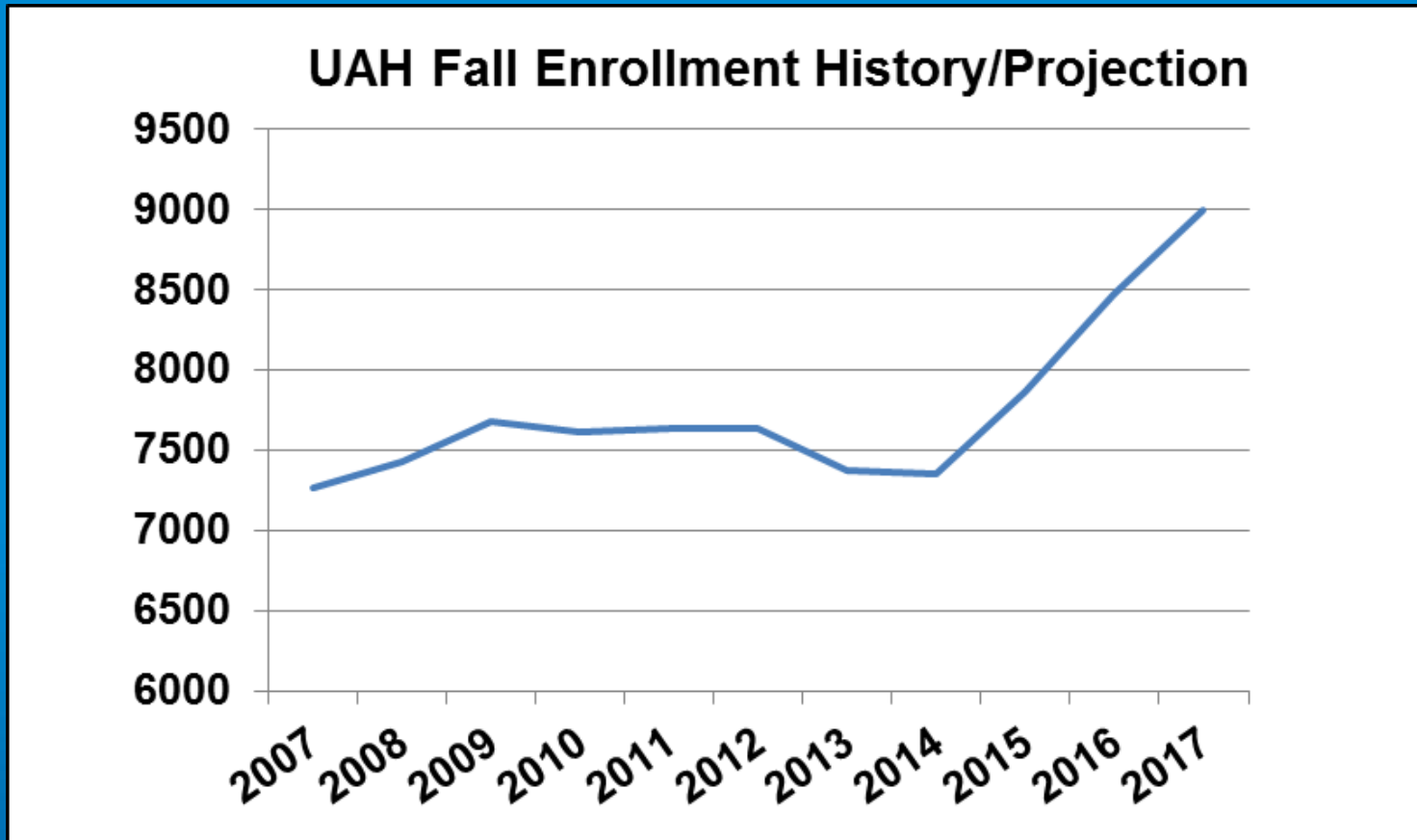


# ENROLLMENT

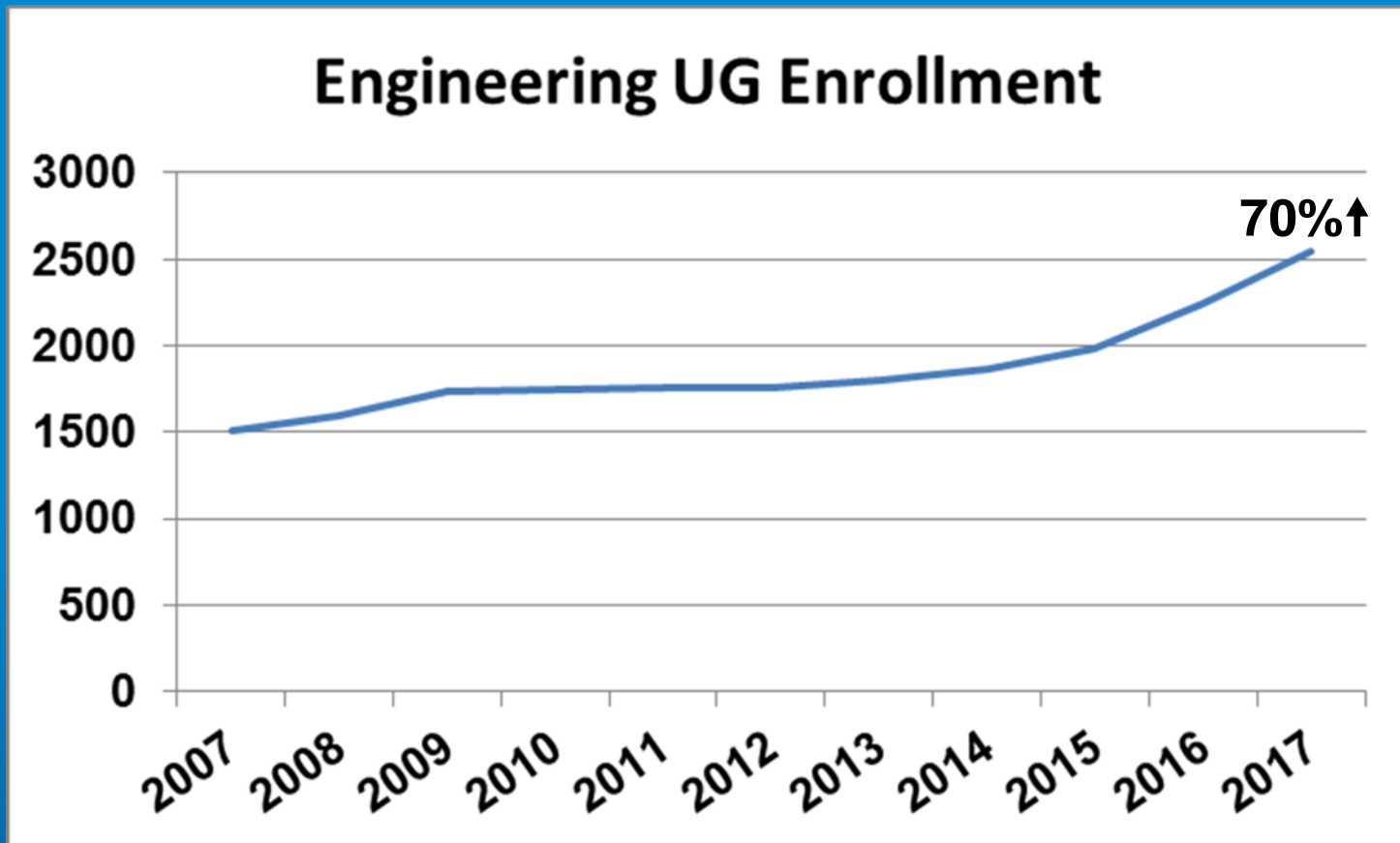




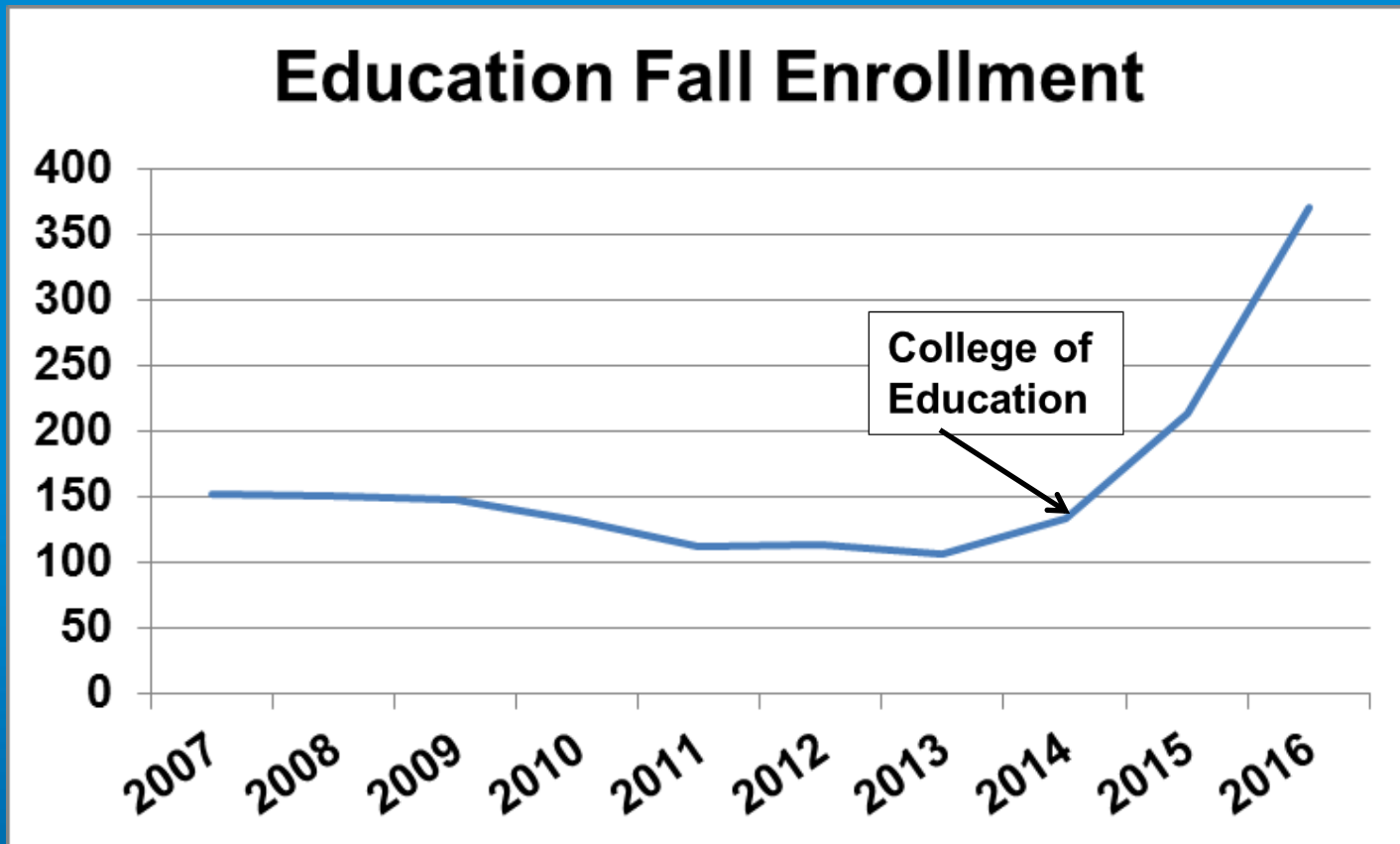
## ENROLLMENT



# ENGINEERING



# EDUCATION



## OUTREACH



### College Academy

- Fall 2016
- Partnership with HCS
- 9<sup>th</sup>-12<sup>th</sup> Grade
- ≈ 30 per Grade
- Jemison High School
- 60 UAH Credit Hours

# Campus Enhancements







VIEW FROM JOHN WRIGHT  
DRIVE





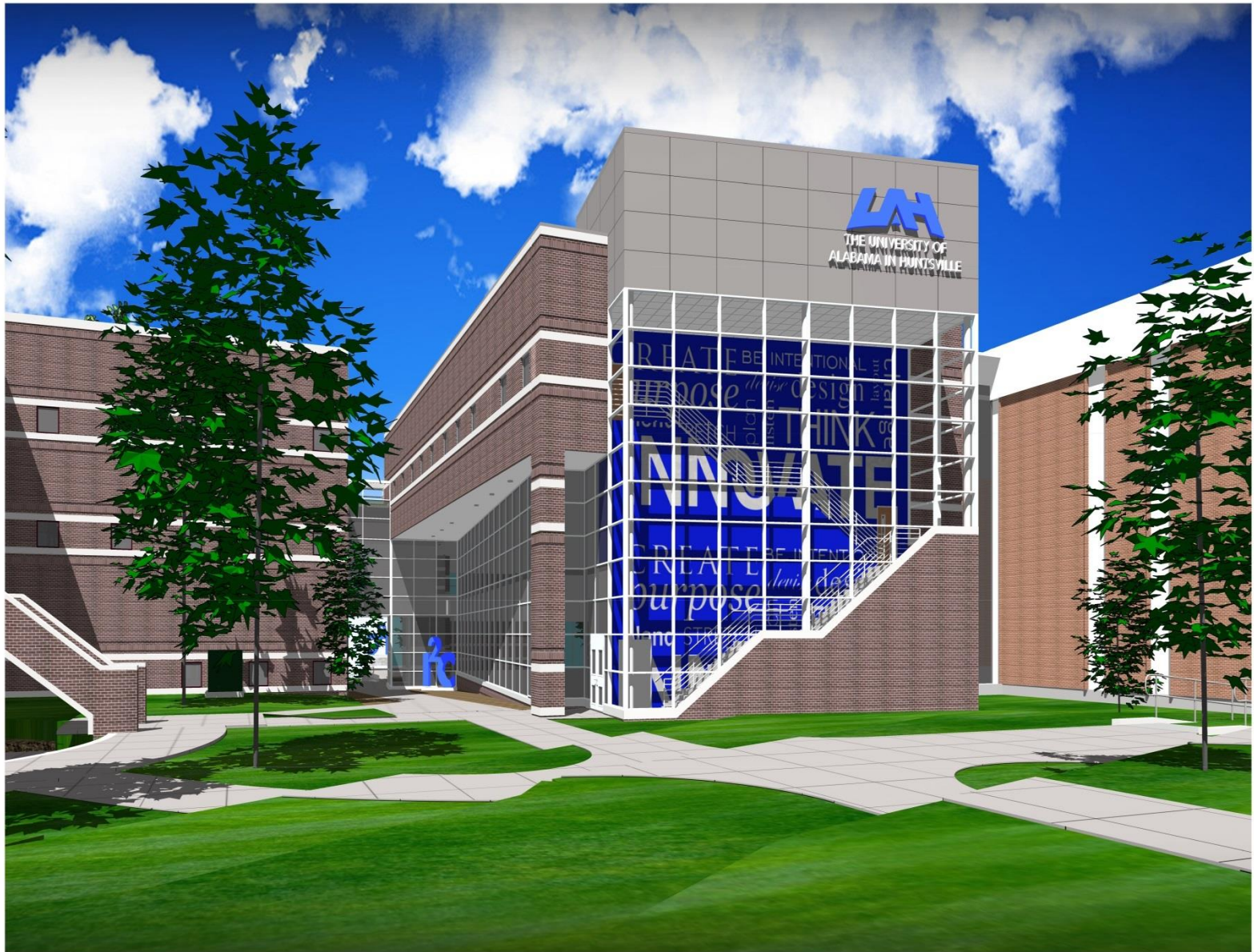


I<sup>2</sup>C

Invention to Innovation Center

WEST ELEVATION 1





I<sup>2</sup>C

Invention to Innovation Center

EAST ELEVATION 1

FUQUA  
& PARTNERS  
ARCHITECTS

# Student Life



## RESEARCH

- 2015 Federal Expenditures in Research
  - 6<sup>th</sup> Aeronautical & Astronautical Engineering
  - 11<sup>th</sup> Atmospheric Science
  - 11<sup>th</sup> Computer Sciences
  - 14<sup>TH</sup> NASA
  - 17<sup>th</sup> Astronomy
  - 18<sup>th</sup> Business & Management
  - 25<sup>th</sup> DoD
- 2014 R&D Expenditures
  - 28<sup>th</sup> per Faculty + Staff

## RESEARCH



## ALABAMA ACCOLADE

National Academy of Sciences  
elects Dr. Gary Zank



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