



OFFICE OF PLANNED GIVING

Greetings from the Planned Giving team at the University of Arkansas! Another academic year just wrapped up and we're settling in for summer sessions here in Fayetteville.

With summer merely weeks away, you may want to consider including Bentonville, Arkansas, in your travel plans. Just thirty miles up the road from campus, Bentonville is not only the home of Walmart's corporate headquarters, but offers a vibrant arts and food scene, miles of walking and biking trails, and just made *Southern Living's* list of the **South's Best Cities on the Rise**.

SPRING 2024 COMMENCEMENT

Speaking of Bentonville, Doug McMillon, president and CEO of Walmart, Inc., was the featured speaker at this year's spring commencement. The university conducted multiple ceremonies over three days celebrating this semester's nearly 4,800 graduates.

A Jonesboro native, McMillon earned a bachelor's degree from the U of A in business administration and began his Walmart career as an hourly associate unloading trailers. He was named president and CEO in 2014.

Another notable guest, former U.S. senator and Arkansas attorney general Mark Pryor, received an honorary degree during this year's commencement

ceremony. Pryor is a U of A alumnus who earned a bachelor's degree in history in 1985 and Juris Doctor from the School of Law in 1988.



During his career in public service, Pryor supported education legislation and helped secure federal grants advancing the university's research and land-grant mission. Pryor's dedication to the U of A, the state of Arkansas and the country is a continuation of his family's legacy. He is the son of the late David Pryor, former U.S. senator and Arkansas governor. David Pryor and his wife, Barbara, helped establish the David and Barbara Pryor Center for

Arkansas Oral and Visual History for the U of A campus. You can read about the Pryor Center [here](#).

Video recordings of all commencement ceremonies are available on the [U of A YouTube channel](#).

RECRUITING FUTURE RAZORBACKS

This spring's graduates will make way for an incoming first-year class, including increasingly more in-state high school graduates. Just last month, Chancellor Charles Robinson and the Admissions team visited six high schools in central and southeast Arkansas, including stops at Bauxite High School, Benton High School, Bryant High School, Sheridan High School, Star City High School and Warren High School.

Chancellor Robinson, Vice Provost for Enrollment and Dean of Admissions Suzanne McCray and others spoke about the importance of higher education and the opportunities offered by the University of Arkansas.



The university has already admitted 271 incoming first-year students from these schools for the fall 2024 semester and offered them nearly \$2 million in scholarship funding over the next four years.

These recruiting trips are part of a concerted effort to bring more students from Arkansas to the state's flagship university. Read more about Chancellor Robinson's recruitment goals [here](#).

IMPACT OF STUDENT SUCCESS EFFORTS

Once enrolled and on campus, first-year students continue to excel. Earlier this semester, the U of A set a record for the fall-to-spring retention of its freshman class. 95% of full-time degree-seeking new freshman that began the academic year in fall 2023 returned for the spring 2024 semester!

The first-year class retention rate increased 1% from last year, the biggest increase since 2020. In addition, retention rates among first-generation college students increased by 2.4%, while retention among commuter students increased 4.8%. Details about the record setting retention rate are available [here](#).



Philanthropy makes much of this success possible. You can empower future generations of students with a planned gift reflecting your enthusiasm and passion for the U of A! One charitable opportunity to consider is designating the University of Arkansas a beneficiary of a financial account or insurance policy you own.

BENEFICIARY DESIGNATION

If you've considered supporting the University of Arkansas with a gift, but don't have liquid assets now to give, there's good news! You can make a significant impact through a beneficiary designation and ensure that your assets are distributed according to your wishes, and without them being included in the probate process.

Beneficiary designations are instructions you give regarding who will receive specific assets after your death. They are commonly used for retirement accounts (like 401(k) plans, IRAs, and pension plans), life insurance policies, and investment accounts.

There are several benefits of gifting these kinds of assets including simplified planning, easily supporting causes you care about (like the U of A!), the ability for continued use of your accounts during your lifetime, and potential estate tax savings for heirs.

To make such a gift, you can simply complete a beneficiary designation form with your plan custodian, naming the University of Arkansas Foundation as a beneficiary of all or part of the value of the asset. And be sure to let us know of your plan—we can ensure your future gift impacts the area of campus for which you have the most passion.

For questions regarding beneficiary designations, or about making a planned gift of any size, please contact us by calling 479-575-7271 or emailing legacy@uark.edu.

Don't forget to follow us on **Facebook** for timely news, updates, and information about campus events.

Thank you for your interest in planned giving and look for our next e-newsletter in July!

Office of Planned Giving



Rachel Krest, Executive Director



Tammy Knowles, Assistant Director

Thank you for your interest in planned giving. To access any of our resources, please go to our [website](#).



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University of Arkansas, Fayetteville

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