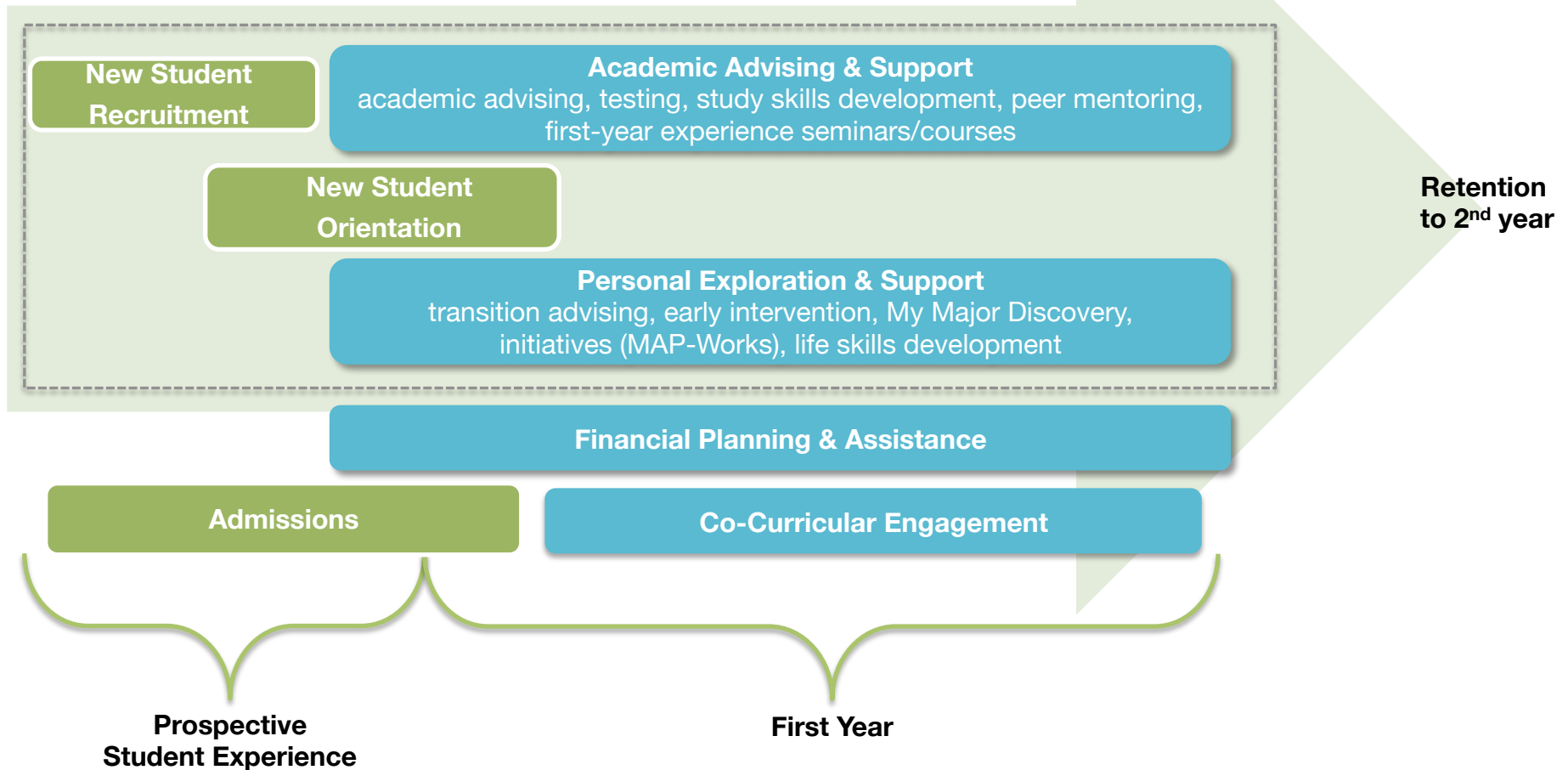


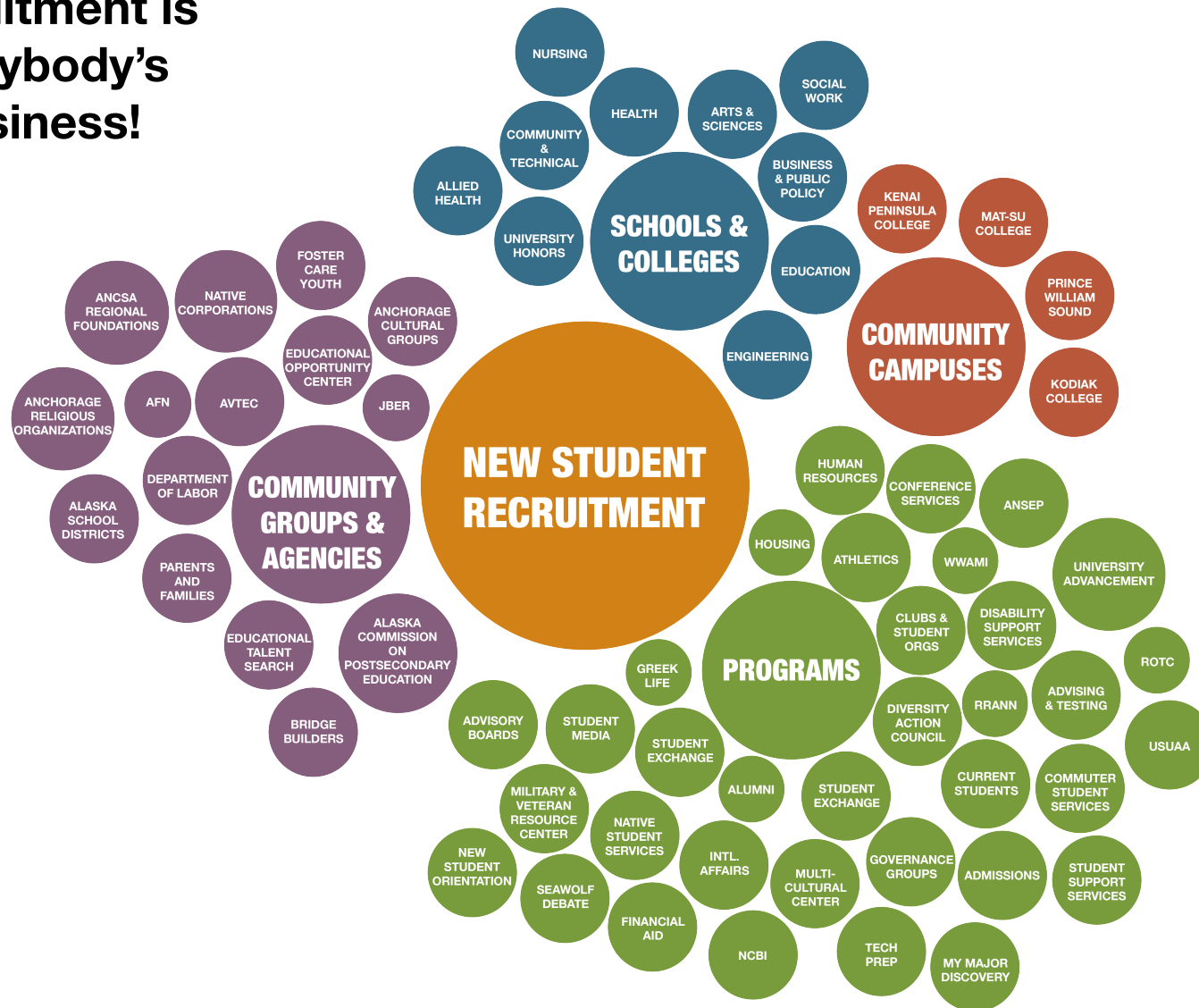




## Division of Student Access, Advising & Transition



# Recruitment is Everybody's Business!



UAA UNIVERSITY of ALASKA ANCHORAGE  
**AMAZING STORIES**  
BEING RECRUITED EVERY DAY.

# Recruitment Principles

1

**RECRUITMENT IS  
EVERYBODY'S  
BUSINESS**



2

**RELATIONSHIPS**



**& TIMELY COMMUNICATIONS  
PRODUCE ENROLLMENTS**

3

**COLLEGE ACCESS FIRST**



4

**SUCCESSFUL TRANSITION  
BEGINS WITH**

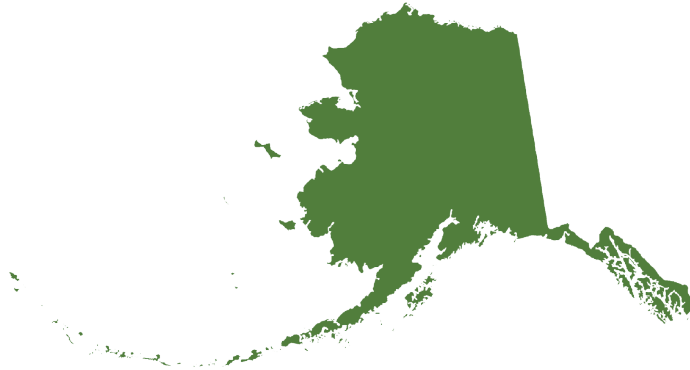
**QUALITY RECRUITMENT**



UAA UNIVERSITY of ALASKA ANCHORAGE  
**AMAZING STORIES**  
BEING RECRUITED EVERY DAY.



# Recruiting the 2014 – 2015 Academic Year Class



IN STATE

OUT OF STATE

**115**

←..... HIGH SCHOOL VISITS .....→

**16**

**9**

←..... COLLEGE FAIRS .....→

**26**

**UAA** UNIVERSITY of ALASKA ANCHORAGE  
**AMAZING STORIES**  
BEING RECRUITED EVERY DAY.

## Recruiting the 2014 – 2015 Academic Year Class



**1,492**  
prospects attend  
Preview Days

**361**  
campus tours



**256** new  
fall 2013

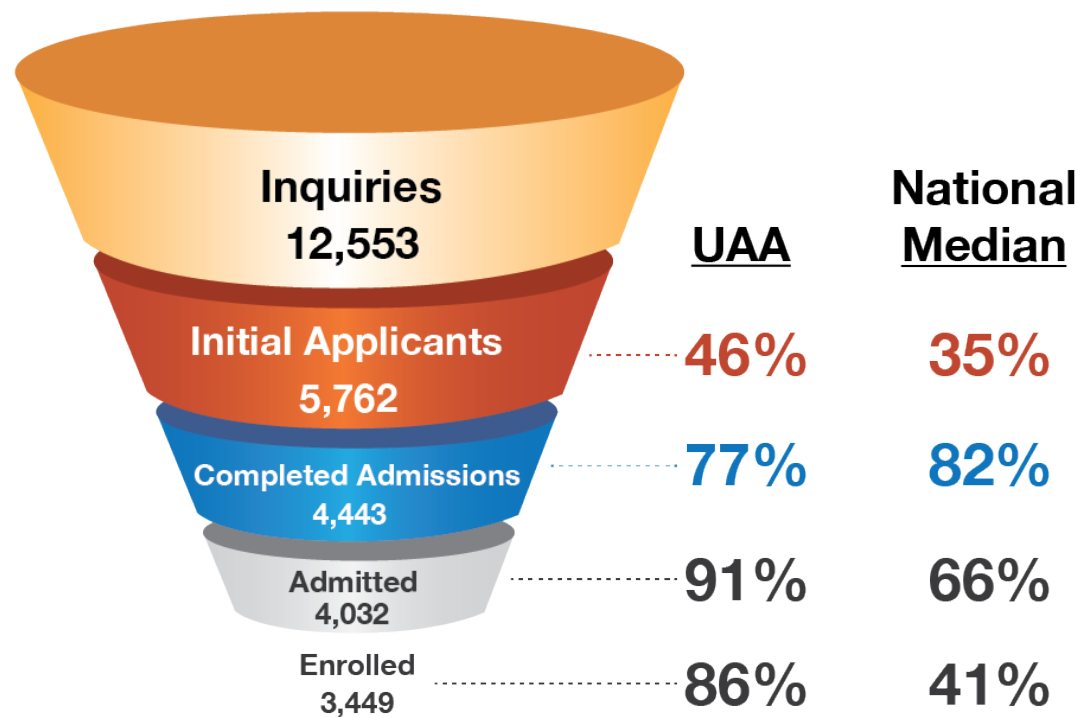


**UAA** Scholars  
@ UAA



**492**  
new  
Alaska  
Performance  
Scholars in  
fall 2013

UAA UNIVERSITY of ALASKA ANCHORAGE  
**AMAZING STORIES**  
BEING RECRUITED EVERY DAY.

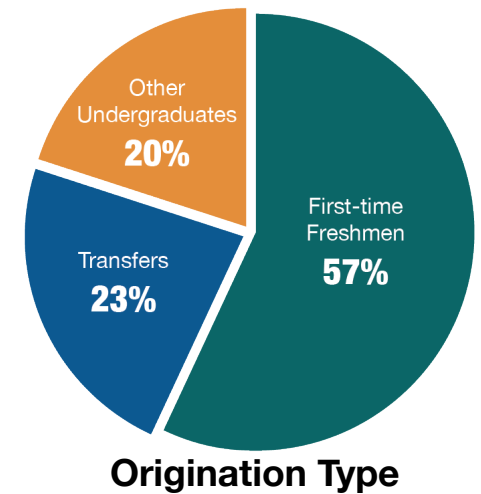
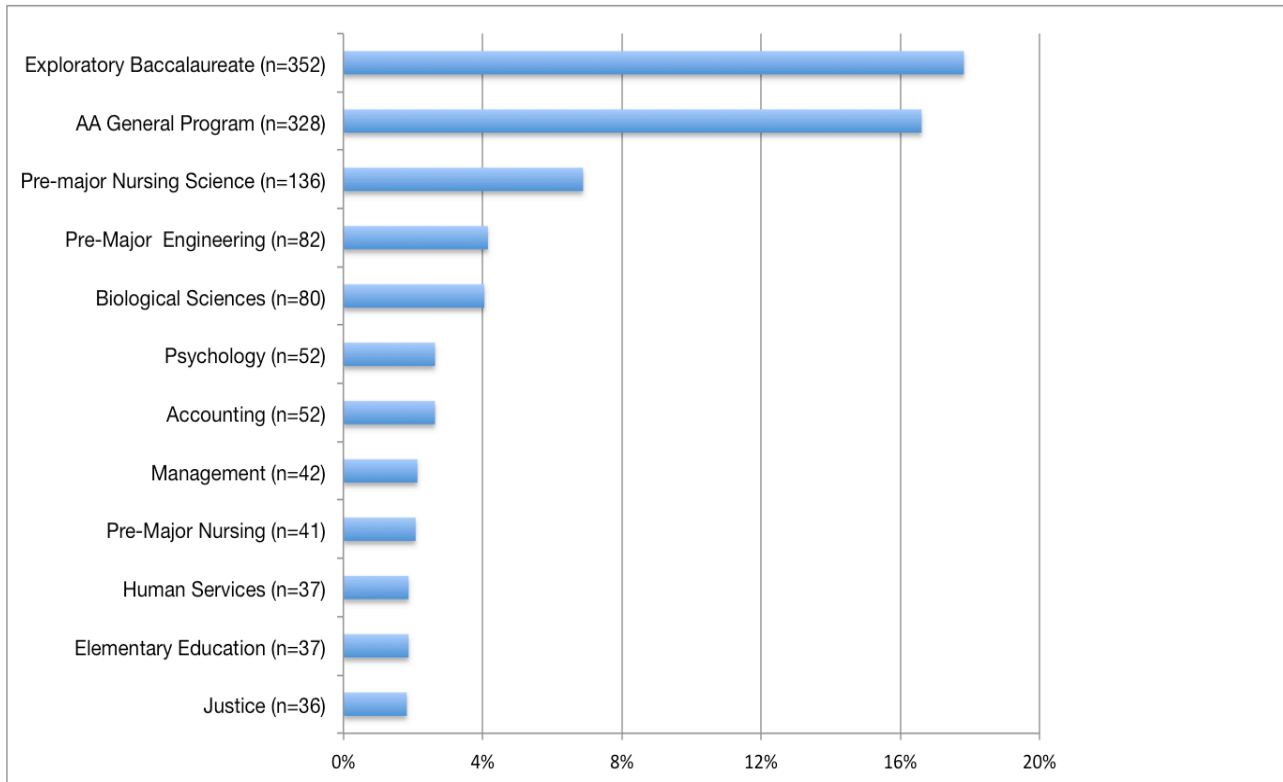


**Fall 2013**  
**Enrollment Funnel**  
27.4% of Inquiries Enrolled



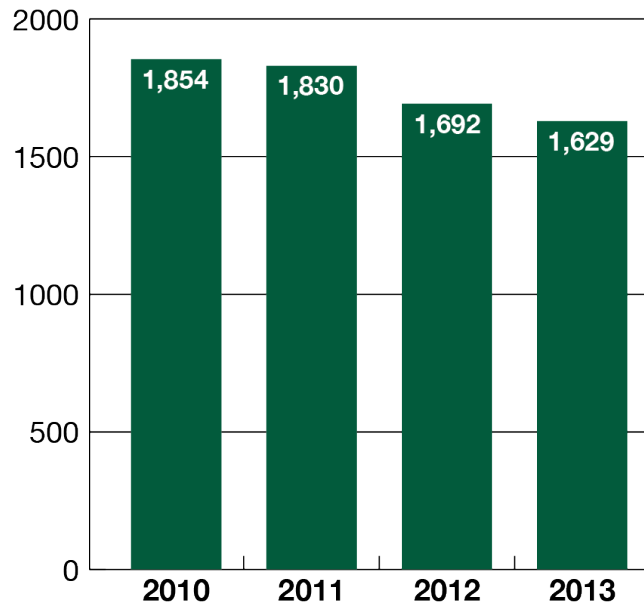
# First-time Students

**Program at Entry (n=1975)**

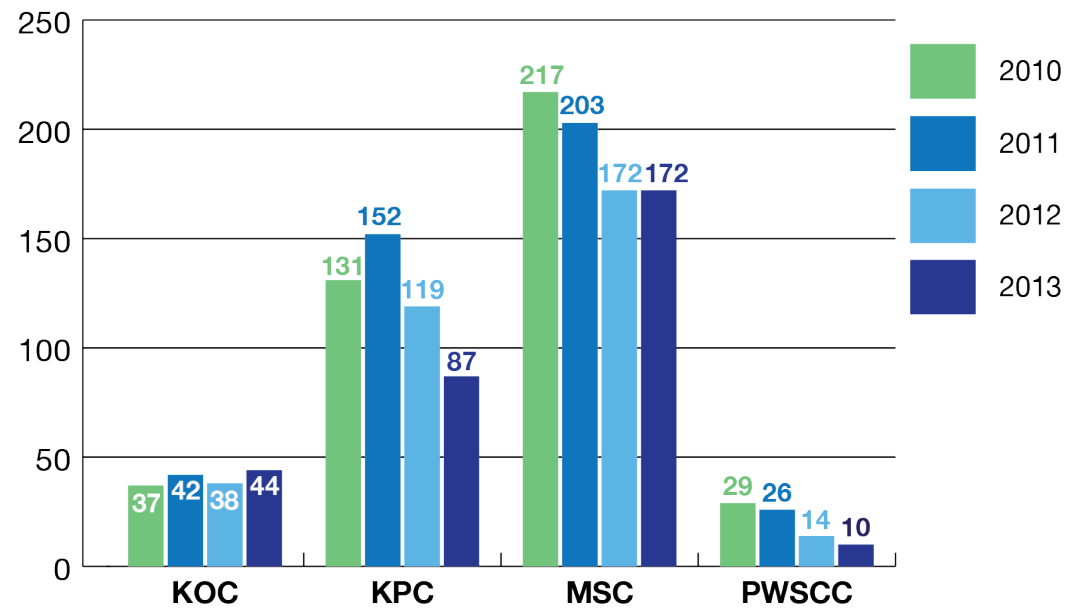


# First-time Enrollment Trends by Campus

## ANCHORAGE



## COMMUNITY CAMPUSES



## Next Steps

1. Align recruitment with specific Strategic Enrollment Management plans of the colleges.
2. Extend Rural Student Transition Specialist into additional rural communities.
3. Hire a Transfer Student Recruiter and implement a transfer student recruitment plan.
4. Forge new relationships with Anchorage School District to overcome the loss of the Career Resource Advisors.