

UAF
UNIVERSITY OF
ALASKA
FAIRBANKS
NATURALLY INSPIRING
since 1917



Naturally Inspiring

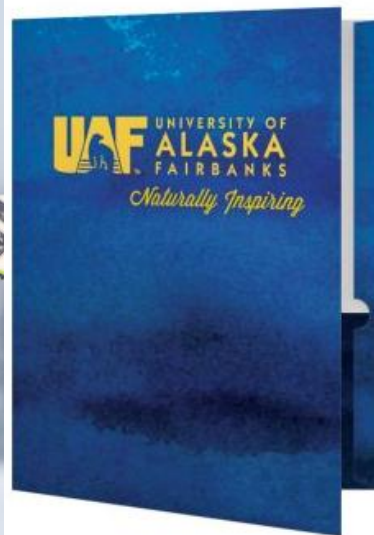
- Our Brand Is Who We Are
- Reflects and Projects the Institution
- Reflects Depth and Breadth of Academic Offerings
- Enhancing the Student Experience



To learn about current student experiences, visit the
UAF Student Ambassador blog

CLICK HERE >>

Michelle
Student Ambassador



UAF UNIVERSITY OF
ALASKA
FAIRBANKS
Naturally Inspiring

NANOOK NATION

INSIDE OUT

DISCOVER
UAF

inside out

University of Alaska Fairbanks™

Oct. 11, 2013
March 14, 2014

www.uaf.edu/admissions/insideout/

Join us this spring to experience the University of Alaska
Fairbanks — from the inside out.

- 2014 >>**
- Feb. 1 — DISCOVER UAF: Military,
Veterans and Families
 - March 14 — DISCOVER UAF: Inside Out
 - March 19 — Arctic Winter Games
International College Fair
 - June 27 — DISCOVER UAF: Inside Out

On-the-Spot Admissions — At DISCOVER UAF: Inside Out,
your application fee is waived and your acceptance is
processed on the spot.

Register online @
WWW.UAF.EDU/ADMISSIONS/DISCOVERUAF/

Can't make it?
Check us out on www.collegeweeklive.com.

Jan. 9, Feb. 13, March 20, April 17 — CollegeWeekLive

The University of Alaska Fairbanks is accredited by the Northwest Commission on Colleges and Universities. UAF is an affirmative action/equal opportunity employer and educational institution. 12/2013

TRAIL GUIDE 2013 - 2014
Your path to becoming a Nanook



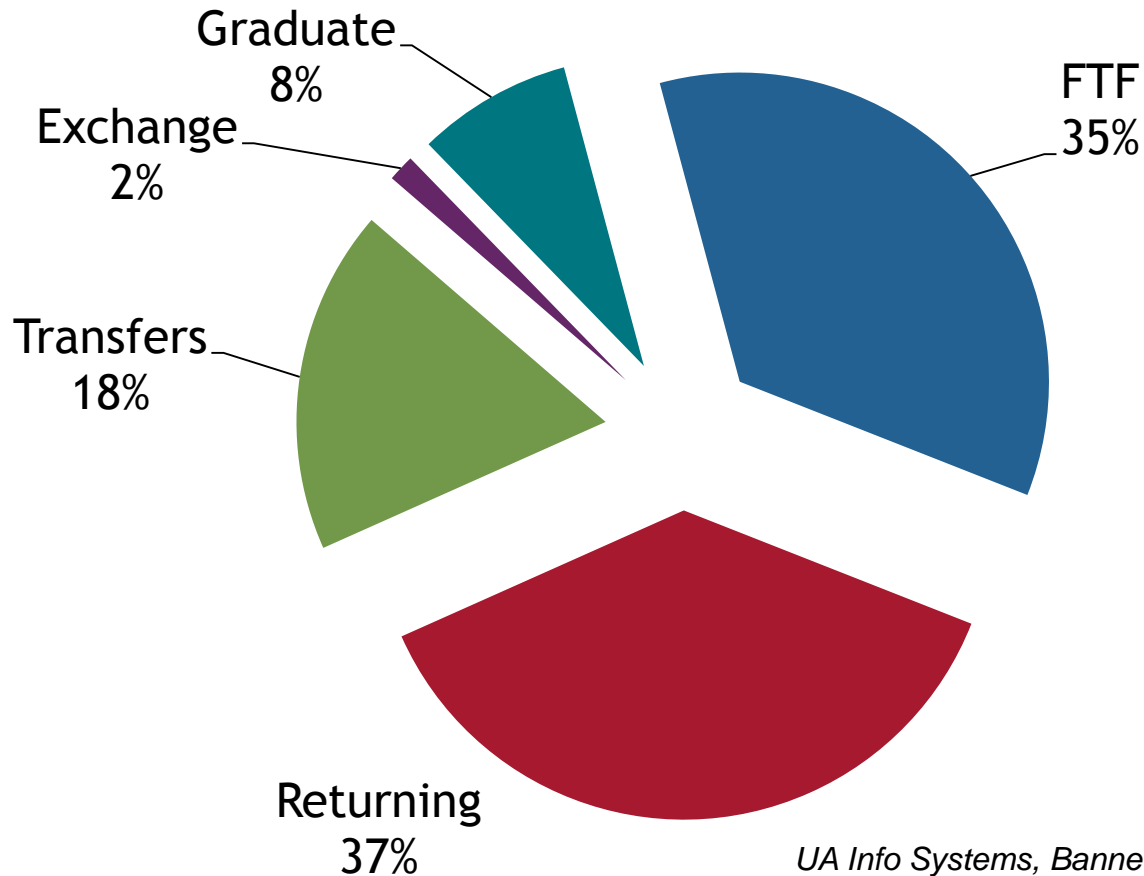
UNIVERSITY OF ALASKA FAIRBANKS
Naturally Inspiring.

UAF
since 1917

UAF UNIVERSITY OF
ALASKA
FAIRBANKS

since 1917

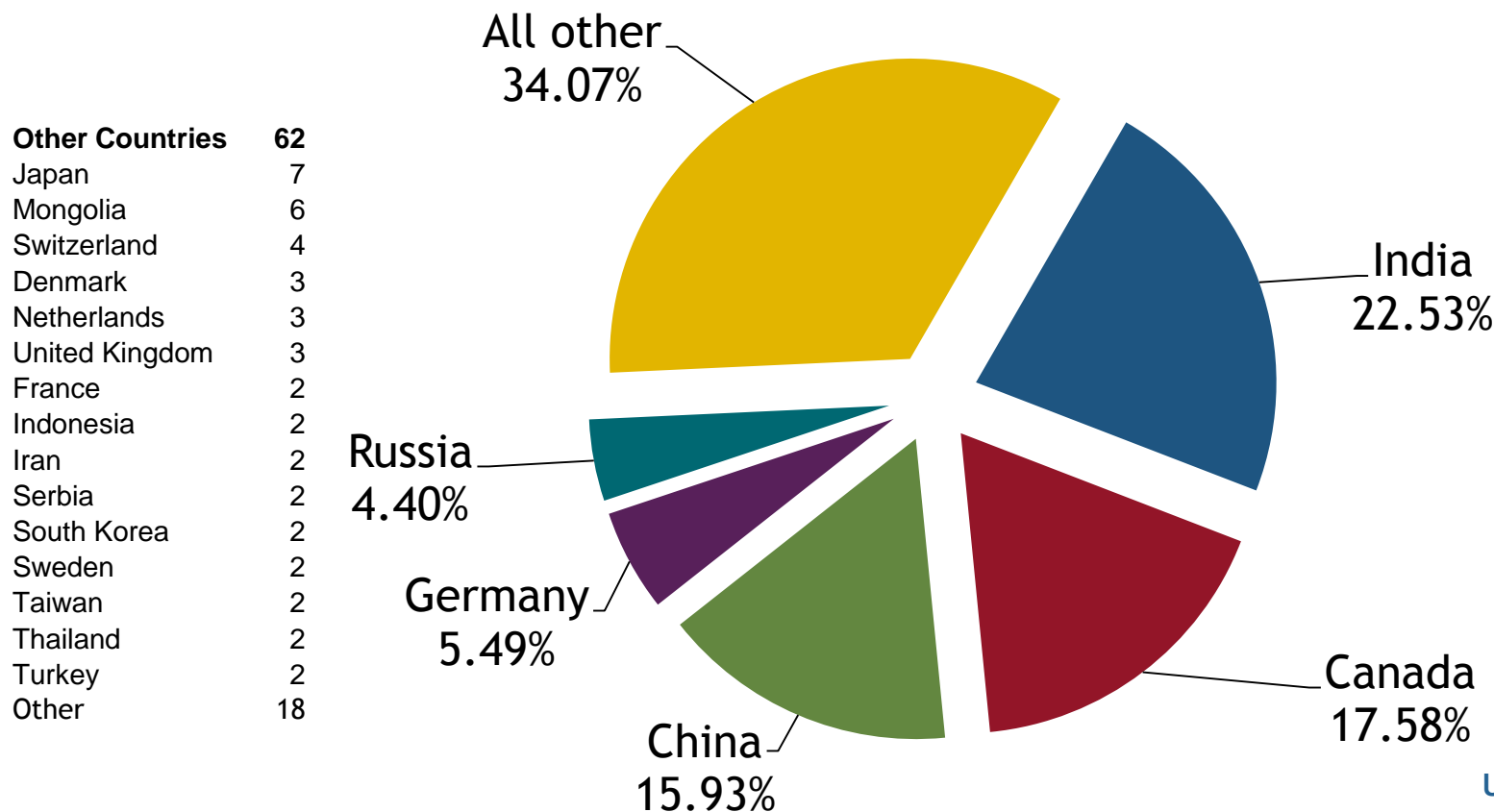
Profile: Incoming Class Fall 2013



UA Info Systems, Banner SI Closing extracts, 2014

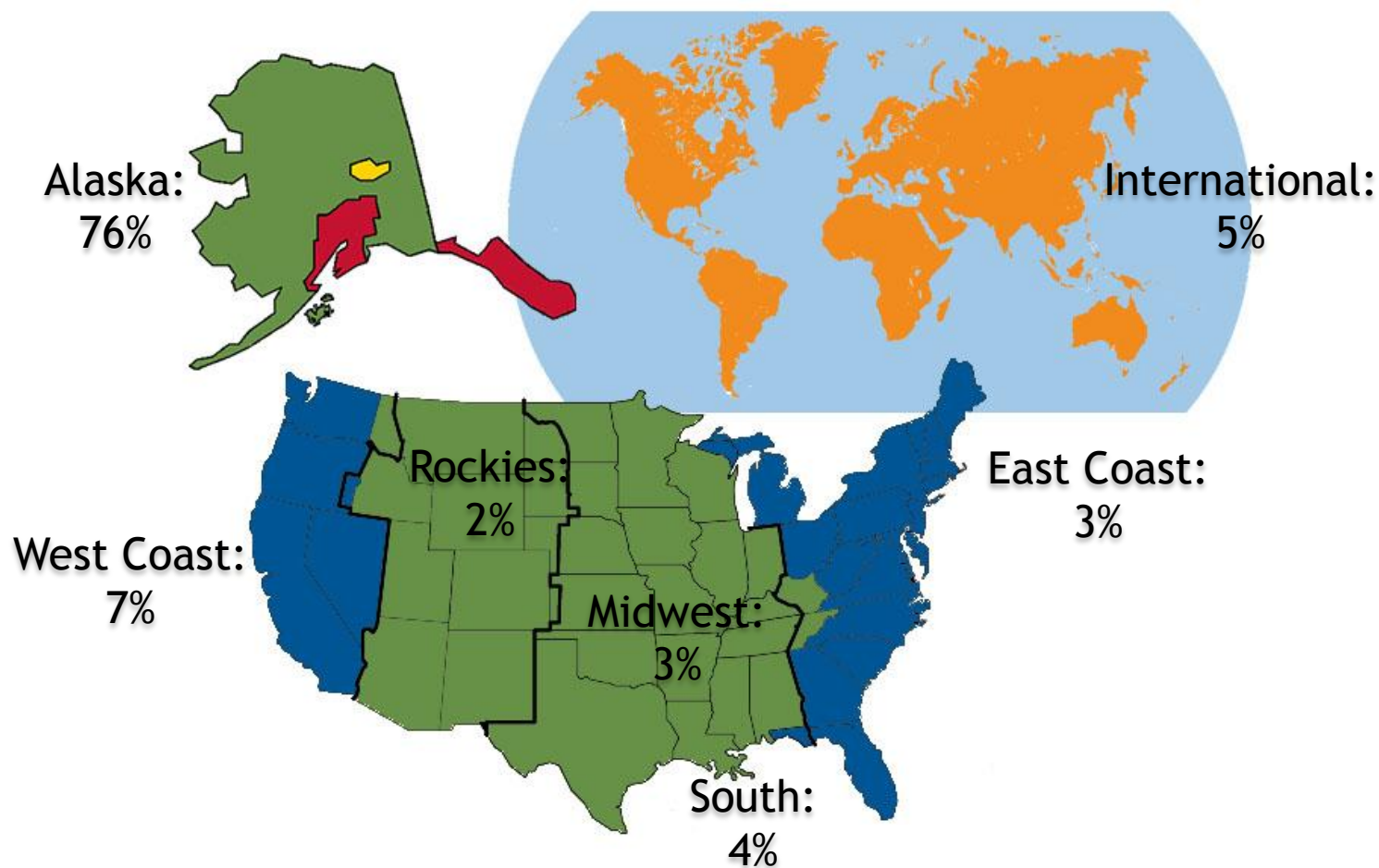
Profile: Incoming Class Fall 2013

International Students at UAF by Source Country



UAF OIPI Data

Profile: Incoming Class Fall 2013



UA Info Systems, Banner SI Closing extracts, 2014

Top Transfer Schools

Overall

- University of Alaska Anchorage
- University of Alaska Southeast
- Prince William Sound Community College
- Community College of the Air Force
- Central Texas College

Outside Alaska, Online & Military

- Northern Arizona University
- Portland Community College
- University of Montana
- Western Washington University
- Olympic College

Top 10 Lower 48 States

2012-2013 academic year

- 1) Washington (46)
- 2) California (41)
- 3) Texas (21)
- 4) Oregon (18)
- 5) Colorado (18)
- 6) Georgia (14)
- 7) Massachusetts (12)
- 8) Florida (10)
- 9) Maine (10)
- 10) Minnesota (10)



Recruitment Goals

Increase enrollment in these target markets:

- First Time, Full Time Freshman (FTFTF)
- Alaska Resident Students
- U.S. Non-Resident Students
- International Students
- Transfer Students
- UA Scholars



The UAF Recruitment Organization

- UAF has integrated Recruitment with Admissions Transactions
 - Admissions Counselors
 - Admissions Processing
- Territory Management



Territory Management

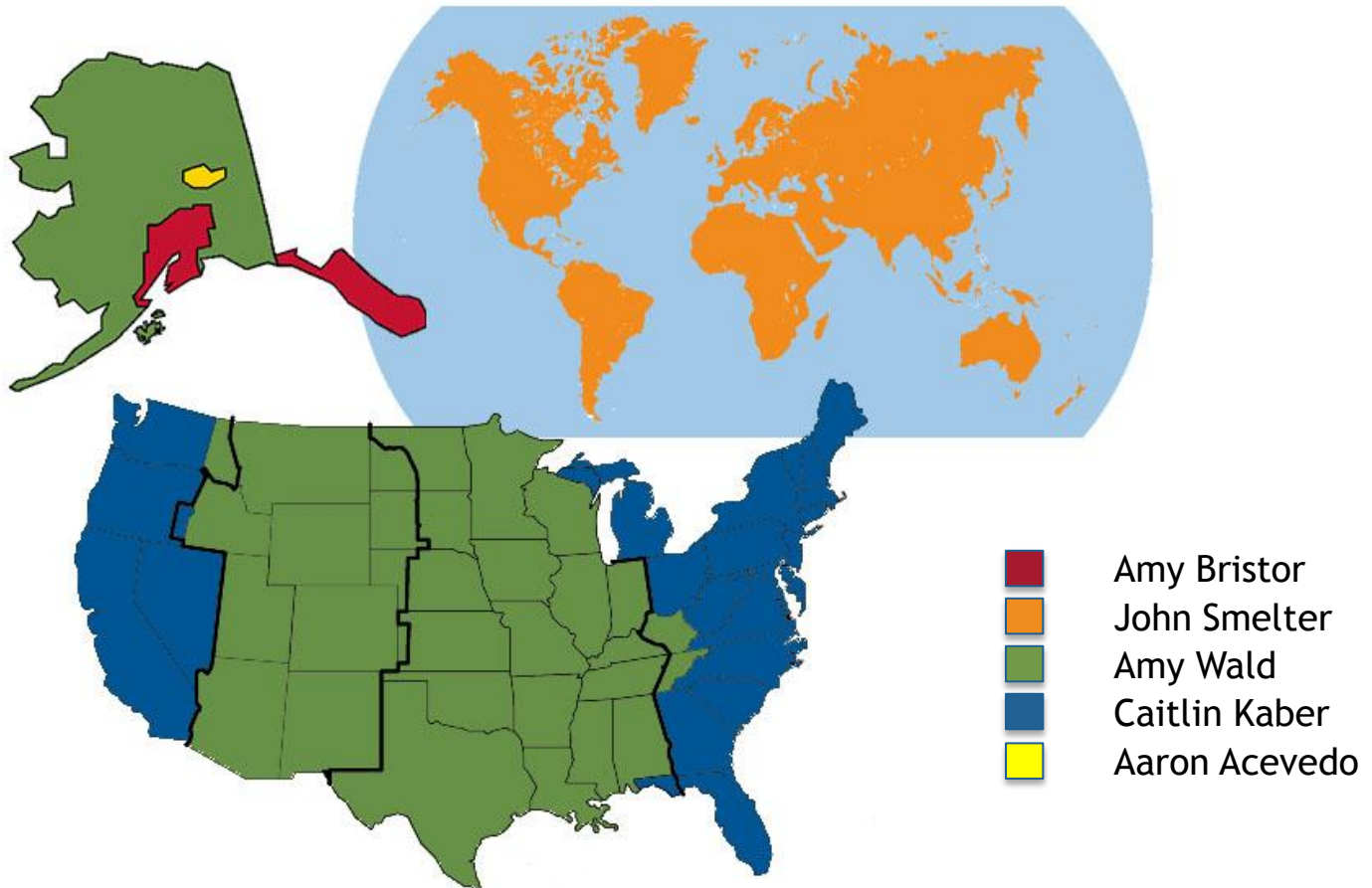
Relationship Matters: UAF counselors are assigned to “territories” project or cohort specialties.



In 2012-13, UAF counselors participated in over 119 College Fairs or High School visits.

--met with more than 4,000 prospective students

Territory Management



Counselor Activities

- Assist prospective students through the admissions process.
- Travel to college fairs and visit high schools/community colleges.
- Present virtually within Alaska, the Lower 48 and internationally.
- Live chat with prospective students on Admissions website.
- Respond to email and telephone inquiries.
- Plan and execute individual and group campus visits.
- Oversee daily campus tours.
- Plan and execute campus preview events.
- Maintain detailed knowledge of all aspects of UAF.

Counselor Activities

- Manage territory and plan outreach/recruitment activities.
- Coordinate Student Ambassador program.
- Approve/deny resident tuition.
- Coordinate with other UAF departments.
- Act as point of contact for high school counselors and community college advisors.
- Input and export data into CRM.
- Conduct telecounseling.
- Assist walk-in students.
- Collaborate on merit-based scholarship selection.

UAF Social Media Presence

Average monthly statistics

- Facebook - 14,493 followers, 146.6 posts, 35.20 engagements **per post**
- Tumblr - 661 followers, 86.6 posts, 5.12 engagements
- Instagram - 376 followers, 29 posts, 12.4 engagements
- Twitter - 2,584 followers - 401 posts, .26 engagements
- Pinterest - 216 followers - 2,566 pins on 64 boards
- Google Plus - 777 followers
- Soundcloud - 27 followers
- YouTube - 436 followers

UAF Recruitment Strategy 2013-2015

Prospective Student Sources

- Inquiries
 - online
 - fairs
 - campus visits
 - high school visits
- Name Buys
- Alaska HS Lists
- Test Score Submissions (ACT, SAT)
- FAFSA Submissions

FTFTF

UAF Recruitment Strategy 2013-2015

FT FTF

- Targeted Communication Plans
- UAF Info Packets - AK HS Counselors and ACPE
- School Visits and College Fairs
- “Discover UAF” - Open House Model (Inside Out & Saturday Events)
- Individual and group campus visits
- Hosts Annual Counselor Visits to UAF
- Telecounseling: Near-peer model
- Student Ambassador program
- Merit Based Scholarships

UAF Recruitment Strategy 2013-2015 Outside Alaska

FT FTF

- Host UAF Campus Visits and campus preview events (Student/Parent)
- Targeted Communication Plan
- College Fairs and HS Visits
- Online and Social Media Tools
- UAF CollegeWeekLive.com Program

UAF Recruitment Strategy 2013-2015

UA Scholars

- ½ FTE Dedicated to UA Scholars
- Waived Application Fee
- Scholar Events/Programs Throughout AK
- Scholar-Specific Communication Plan
- Merit Scholarship To Highest GPAs/Test Scores
- New Student Orientation Welcome Event

UAF Recruitment Strategy 2013-2015

Transfer

- ½ FTE Dedicated to Transfer Students
- Community College Fairs and Visits
- Core waiver for AA/AS
- Strategic 2+2 agreements: Seattle Community College District
- Targeted Communication Plan
- Outreach to Phi Theta Kappa
- Host Counselor visit, Spring 2014

UAF Recruitment Strategy 2013-2015

International

- ½ FTE dedicated to International Students
- Expand From Faculty-Driven Model
- World Education Services (WES) Report - Market Analysis and Strategic Focus
- 2+2 Agreements and MOUs-International and Domestic