



## OUR VISION

*... to be recognized as a destination of choice for students seeking excellent academic programs and engaging learning opportunities that integrate the environment and cultures of Southeast Alaska.*

Recruitment Presentation  
January 29, 2014

## Overview

- Recruitment Goals
- Baccalaureate Admission Standards
- Programs students are interested in
- Programs students are admitted to
- Enrollment Funnel
- UA Scholars
- In-State
- Out-of-State
- Refining the Effort
- Sitka, Ketchikan, SOM, SOE
- The Team

## Fall 2014 Recruitment Goals

- 500 new students
  - 24% increase over fall 2013; 5% increase over last 4 year average
- Fill the new 120 bed residence hall
  - 42% larger than current residence hall
- Increase new out-of-state students by 20%
- Continue focus on increasing baccalaureate admission standards

## Baccalaureate Admission Standards: Yes, we have raised the bar

Fall Term	2011	2012	2013	2014	2015	2016
HS GPA	2.0	2.5	2.5	2.75	2.75	3.0
SAT/ACT	Not Required	Required	Required	Required	Required	Required
APS Core Curriculum	Not Required	Not Required	Not Required	Not Required	Required	Required

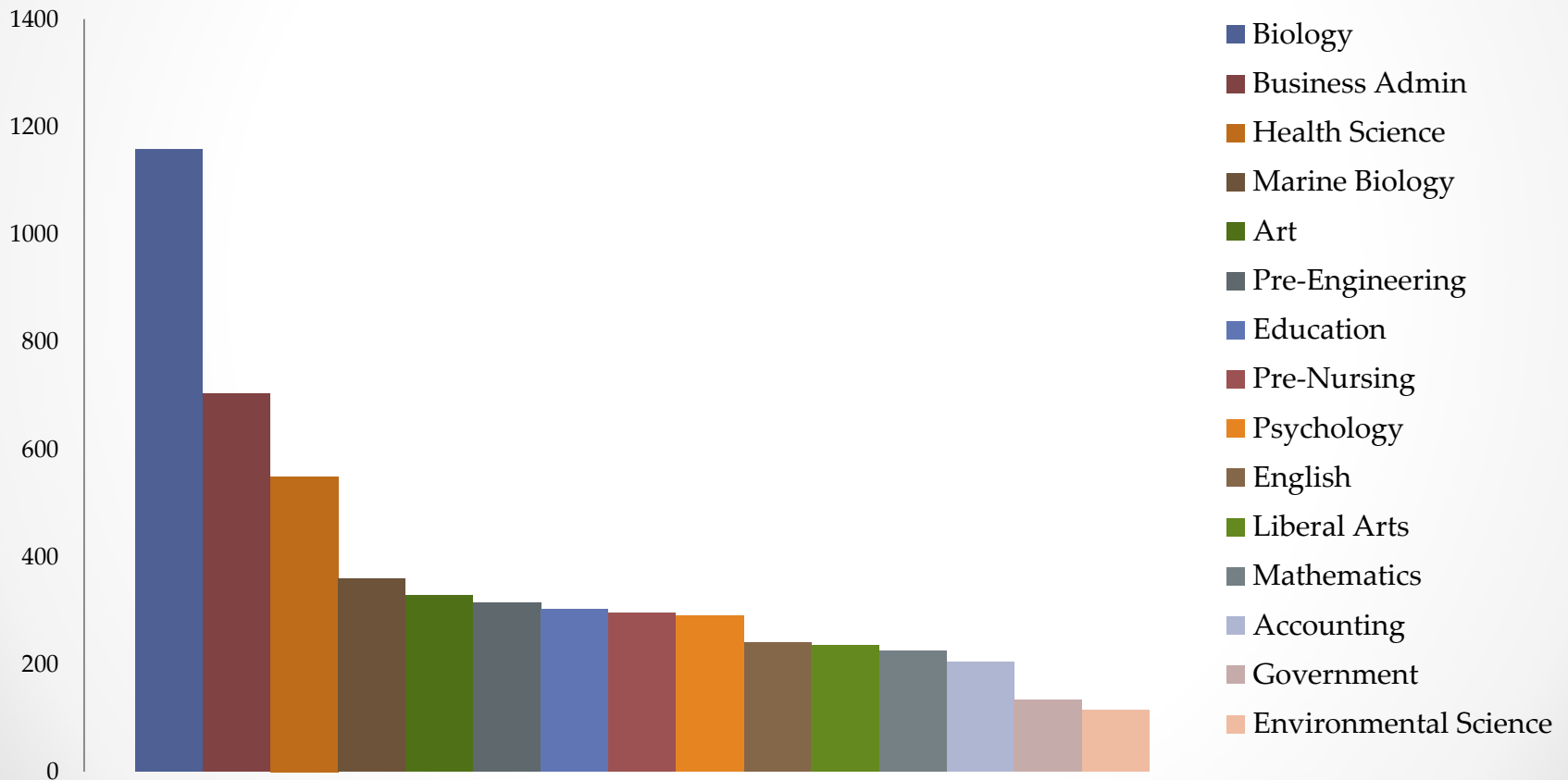
Key Messages

*Get on Track*

*Do the Math*

## Programs students are interested in (fall 2013)

### Top Areas of Interest



## Programs students are admitted to (fall 2013)

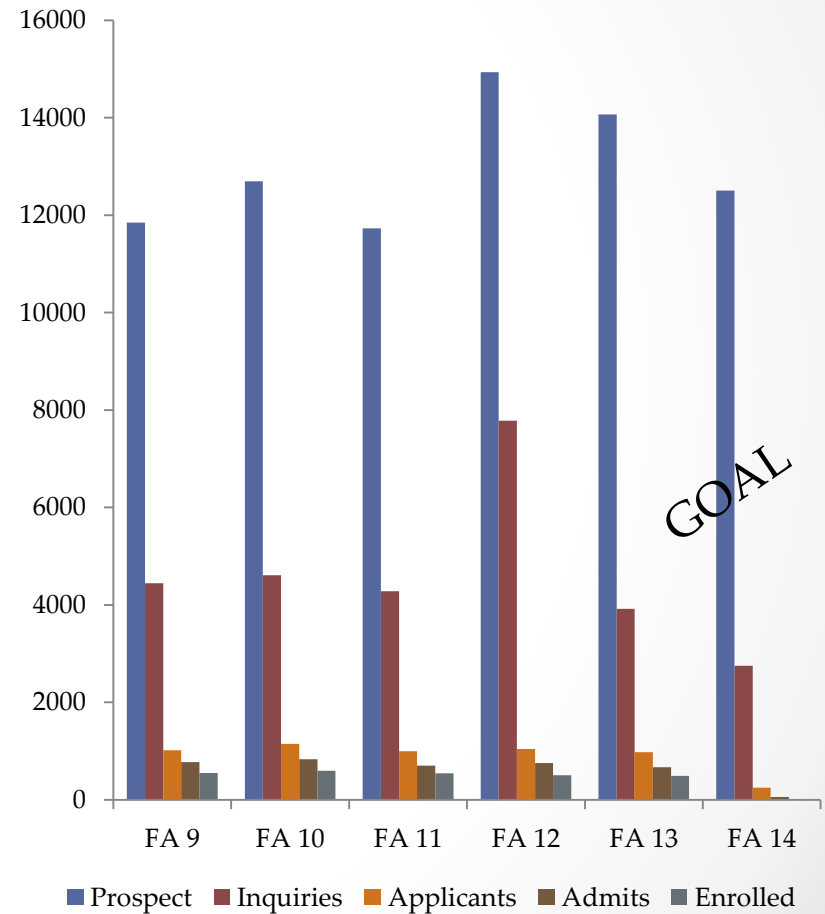
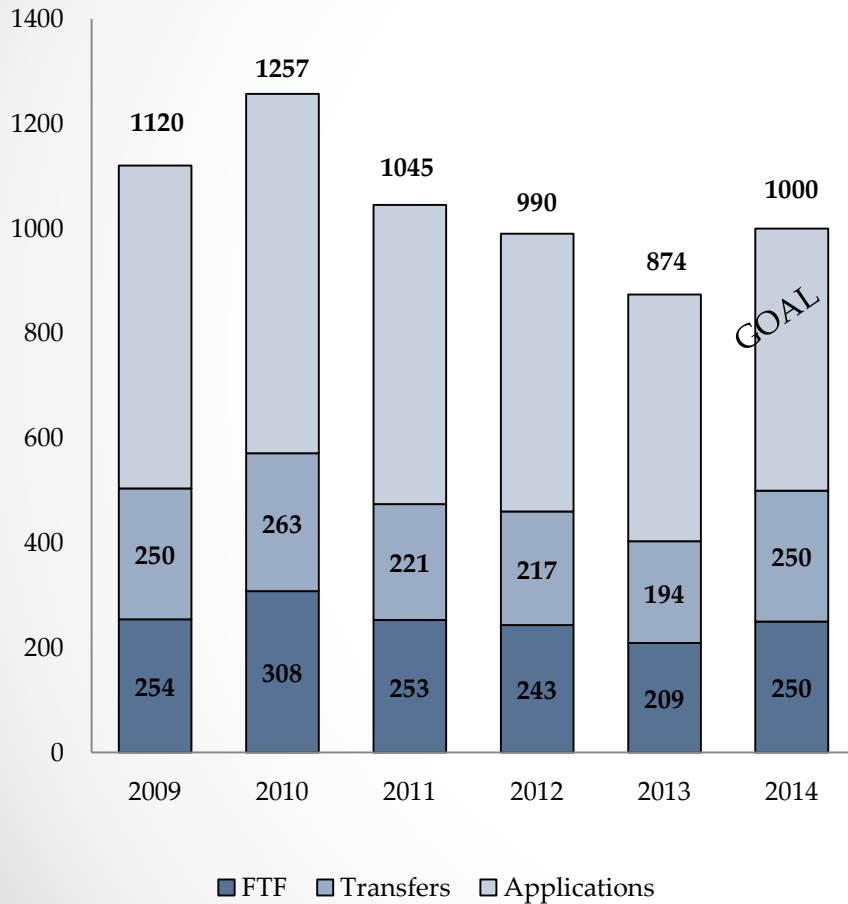
### Freshman (n=209)

- AA General (66)
- BA Undeclared (18)
- Pre-Major BS Bio/Marine Bio (16)
- CT Pre-Nursing (12)
- AAS Business (9)
- AAS Health Science (8)
- OEC Law Enforcement (7)
- BA Elementary Ed (7)
- AAS Power Tech – Mine Mechanic (5)
- AAS Health Info Mgmt (4)
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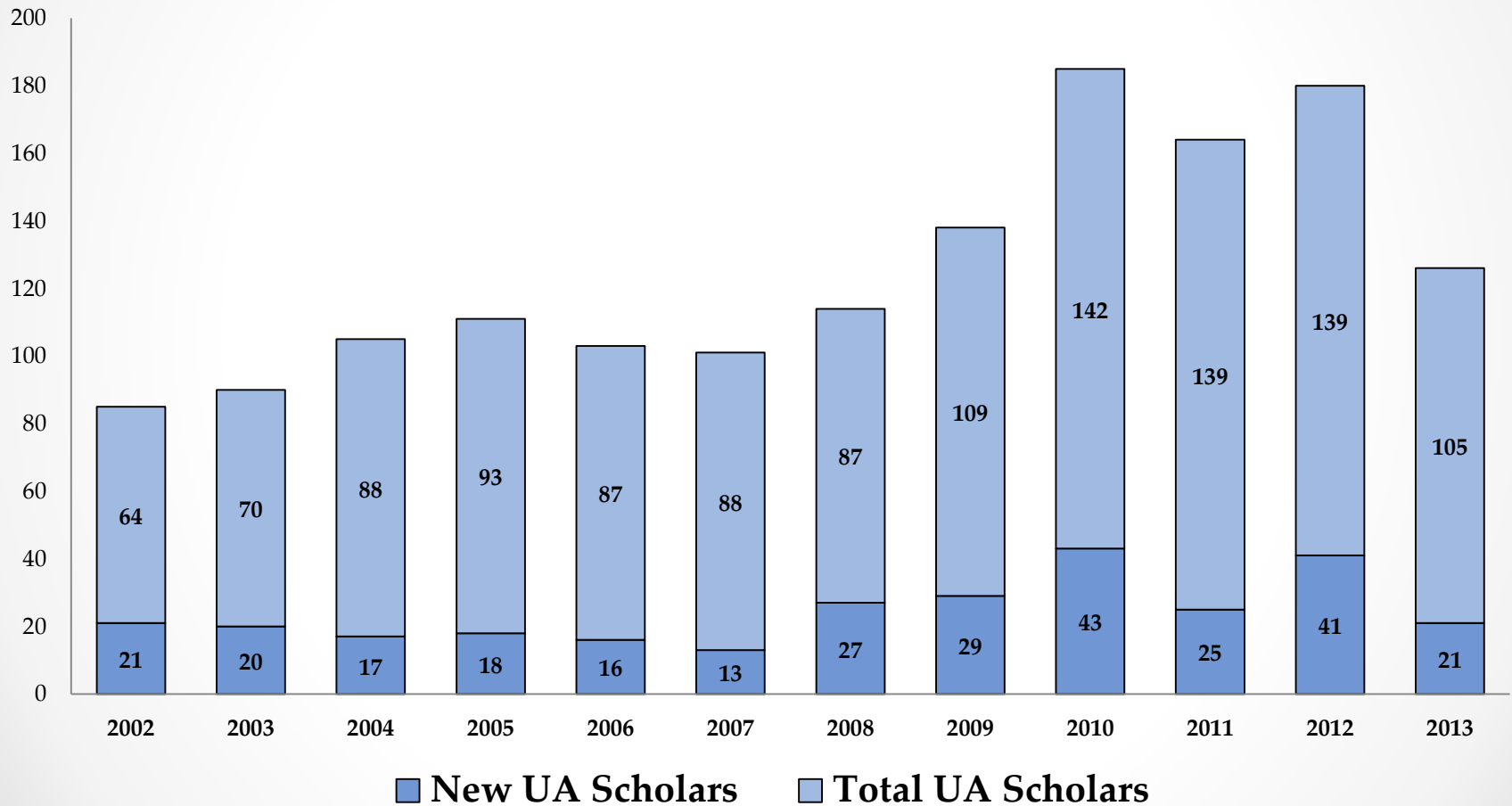
### Transfer (n=194)

- OEC Law Enforcement (17)
- BBA Accounting (15)
- AA General (13)
- BBA Management (11)
- BS Bio/Marine Bio (11)
- BA Elementary Ed (10)
- BA Undeclared (9)
- CT Pre-Nursing (8)
- AAS Business Admin (7)
- BBA – Human Resources (5)

## Enrollment Funnel (2009-2014)

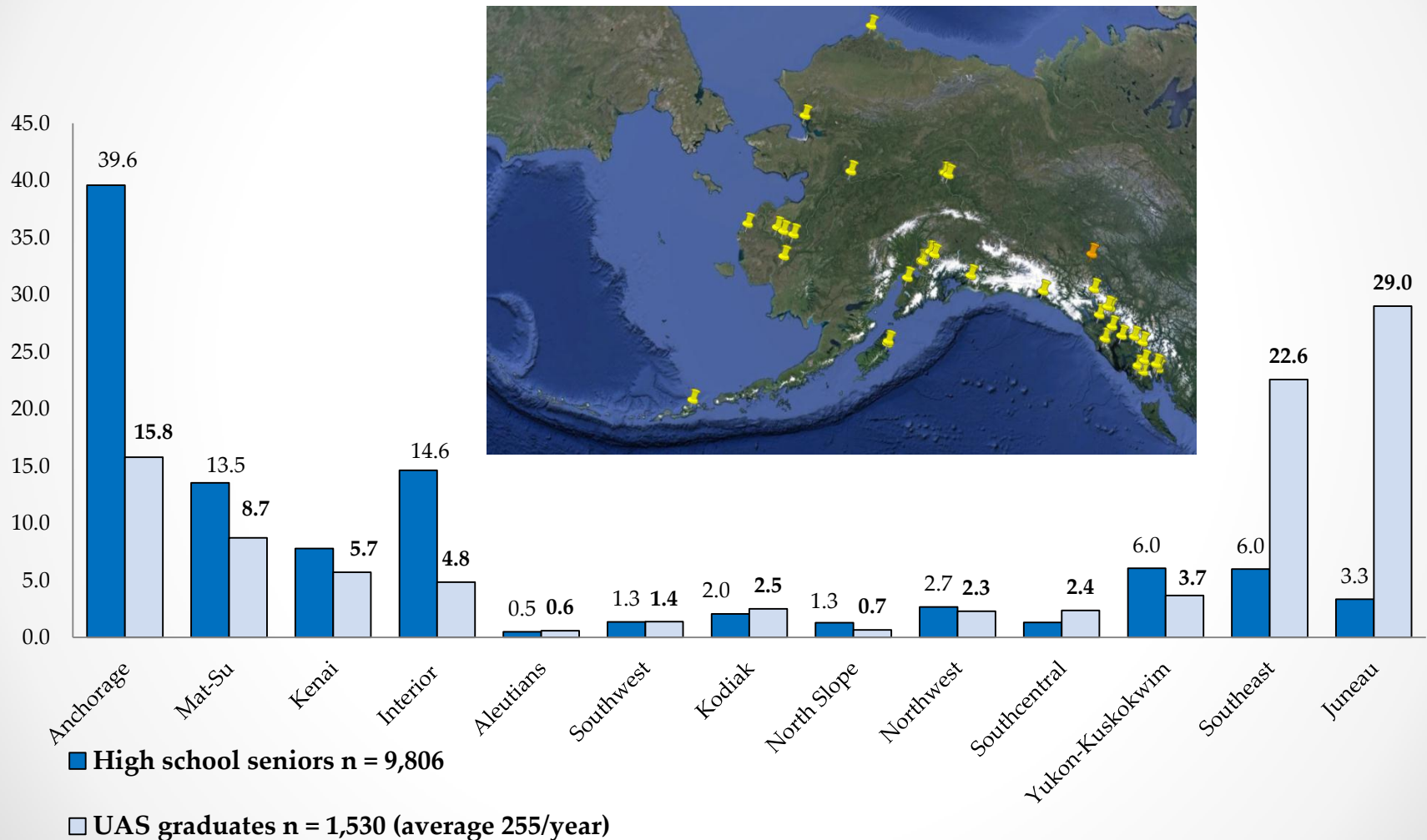


## UA Scholars: A Conscious Effort





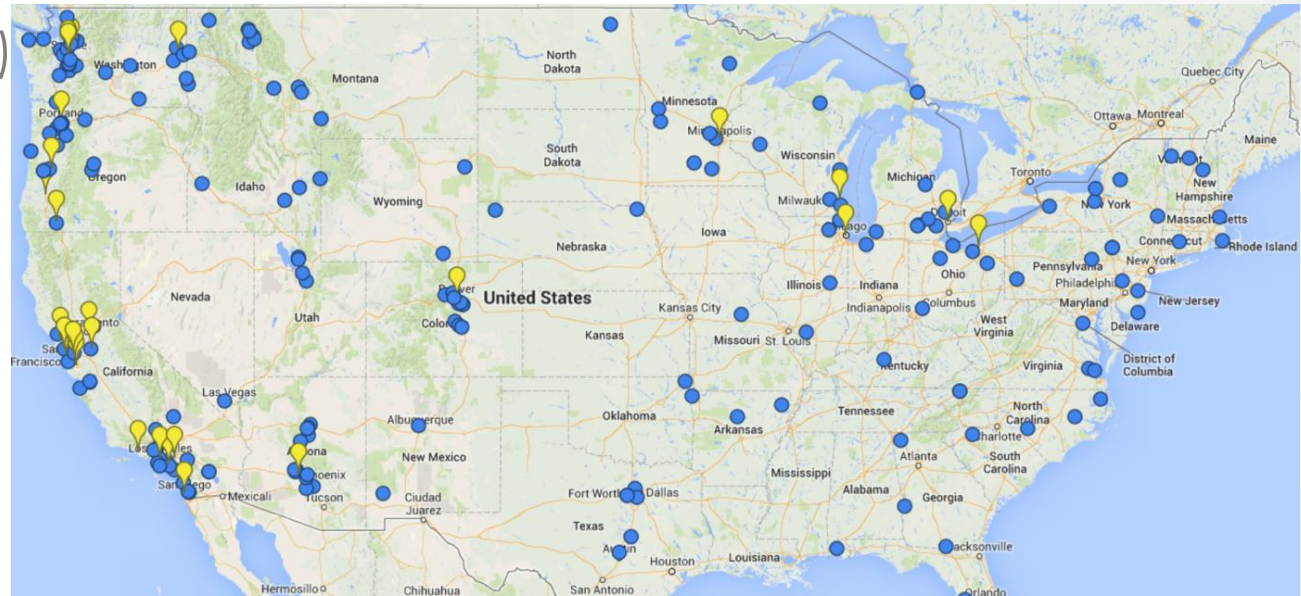
# In-State: Most UAS graduates are from Southeast; However, we serve the entire state, especially rural Alaska



# Out-of-State: We have students from nearly all 50 states, many from California, Washington, Oregon and Colorado

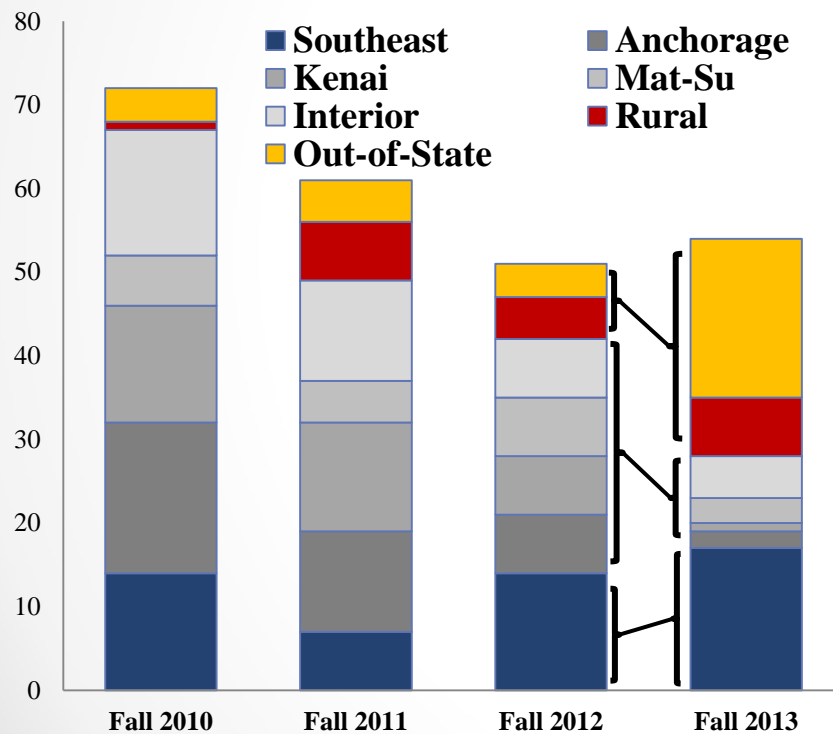
## Top 12 States (2010-13)

- California (48)
- Washington (46)
- Oregon (22)
- Colorado (20)
- Arizona (12)
- Michigan (12)
- Montana (12)
- Texas (10)
- Florida (9)
- Idaho (8)
- Minnesota (8)
- New York (7)
- Ohio (7)

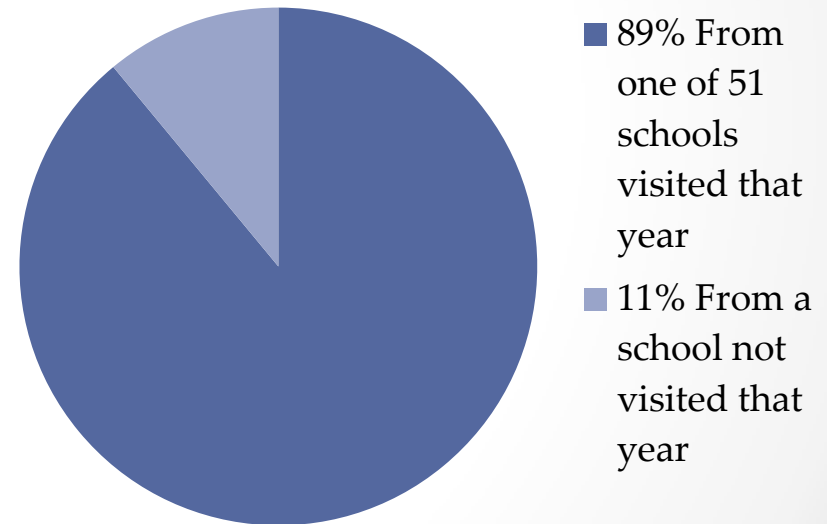


## Refining the Effort: Increase focus on southeast, rural Alaska, and out-of-state

### Recruiting Activity



### Fall 2013 Freshman From In-State



## Sitka, Ketchikan, School of Management, School of Education

### Sitka Campus and Ketchikan Campus

- Campuses recruit locally
- Juneau-based recruiters coordinate w/ local campuses
- Significant eLearning programs delivered from the community campuses

### School of Management and School of Education

- Each has one staff member whose duties include recruitment
  - eLearning and graduate programs
- Efforts are coordinated with the Admissions Office



## The Team: Two great recruiters and a supportive team, on a mission

