AMAZING STORIES BEING RECRUITED EVERY DAY.
Division of Student Access, Advising & Transition

New Student Recruitment
- Academic Advising & Support
  - academic advising, testing, study skills development, peer mentoring, first-year experience seminars/courses

New Student Orientation
- Personal Exploration & Support
  - transition advising, early intervention, My Major Discovery initiatives (MAP-Works), life skills development

Financial Planning & Assistance

Co-Curricular Engagement

Admissions

Prospective Student Experience

First Year

Retention to 2nd year
Recruitment is Everybody’s Business!
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

University of Alaska Anchorage
Amazing Stories
Being Recruited Every Day.
Recruiting the 2014 – 2015 Academic Year Class

IN STATE

115

HIGH SCHOOL VISITS

OUT OF STATE

16

9

COLLEGE FAIRS

26

AMAZING STORIES
BEING RECRUITED EVERY DAY.
Recruiting the 2014 – 2015
Academic Year Class

1,492 prospects attend Preview Days

361 campus tours

492 new Alaska Performance Scholars in fall 2013

256 new fall 2013
Fall 2013 Enrollment Funnel
27.4% of Inquiries Enrolled
First-time Students

Program at Entry ($n=1975$)

- Exploratory Baccalaureate ($n=352$)
- AA General Program ($n=328$)
- Pre-major Nursing Science ($n=136$)
- Pre-Major Engineering ($n=82$)
- Biological Sciences ($n=80$)
- Psychology ($n=52$)
- Accounting ($n=52$)
- Management ($n=42$)
- Pre-Major Nursing ($n=41$)
- Human Services ($n=37$)
- Elementary Education ($n=37$)
- Justice ($n=36$)

Origination Type

- First-time Freshmen: 57%
- Transfers: 23%
- Other Undergraduates: 20%
First-time Enrollment Trends by Campus

**ANCHORAGE**

- 2010: 1,854
- 2011: 1,830
- 2012: 1,692
- 2013: 1,629

**COMMUNITY CAMPUSES**

<table>
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<tr>
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<th>2010</th>
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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.