Naturally Inspiring

- Our Brand Is Who We Are
- Reflects and Projects the Institution
- Reflects Depth and Breadth of Academic Offerings
- Enhancing the Student Experience
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?**
Jan. 9, Feb. 13, March 20, April 17 — CollegeWeekLive
Profile: Incoming Class
Fall 2013

- FTF: 35%
- Returning: 37%
- Transfers: 18%
- Exchange: 2%
- Graduate: 8%

UA Info Systems, Banner SI Closing extracts, 2014
Profile: Incoming Class
Fall 2013

International Students at UAF by Source Country

- India: 22.53%
- Canada: 17.58%
- China: 15.93%
- Germany: 5.49%
- Russia: 4.40%
- All other: 34.07%

Other Countries
- Japan: 7
- Mongolia: 6
- Switzerland: 4
- Denmark: 3
- Netherlands: 3
- United Kingdom: 3
- France: 2
- Indonesia: 2
- Iran: 2
- Serbia: 2
- South Korea: 2
- Sweden: 2
- Taiwan: 2
- Thailand: 2
- Turkey: 2
- Other: 18

UAF OIPI Data
Profile: Incoming Class
Fall 2013

Alaska: 76%
International: 5%
East Coast: 3%
Rockies: 2%
Midwest: 3%
South: 4%
West Coast: 7%
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
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 inquires.
• 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
Prospective Student Sources

- Inquiries
  - online
  - fairs
  - campus visits
  - high school visits
- Name Buys
- Alaska HS Lists
- Test Score Submissions (ACT, SAT)
- FAFSA Submissions
UAF Recruitment Strategy
2013-2015

• 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

- 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

• 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

• 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

- $\frac{1}{2}$ 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