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

<table>
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<th>Fall Term</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
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Key Messages

*Get on Track*

*Do the Math*
Programs students are interested in (fall 2013)

Top Areas of Interest

- Biology
- Business Admin
- Health Science
- Marine Biology
- Art
- Pre-Engineering
- Education
- Pre-Nursing
- Psychology
- English
- Liberal Arts
- Mathematics
- Accounting
- Government
- Environmental Science
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)

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)

- **Prospect**: 254, 308, 253, 243, 217, 209, 250
- **Inquiries**: 1257, 1045, 990, 874, 1000
- **Applicants**: 1120, 263, 221, 243, 250
- **Admits**: 250, 263, 221, 217, 209, 250
- **Enrolled**: 250, 263, 221, 217, 194, 250

**FTF Transfers Applications**

**Prospect Inquiries Applicants Admits Enrolled**
UA Scholars: A Conscious Effort

2002: 64
2003: 70
2004: 88
2005: 93
2006: 87
2007: 88
2008: 87
2009: 109
2010: 142
2011: 139
2012: 139
2013: 105

New UA Scholars
Total UA Scholars
In-State: Most UAS graduates are from Southeast; However, we serve the entire state, especially rural Alaska.

High school seniors $n = 9,806$

UAS graduates $n = 1,530$ (average 255/year)
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

- 89% From one of 51 schools visited that year
- 11% From a school not visited that year
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

Sabrina Javier
Admissions Representative
Hometown: Juneau, AK
BLA University of Alaska Southeast

Eric Lingle
Admissions Representative
Hometown: Fairbanks, AK
BA University of California Santa Cruz

Katy Jordan
Community Outreach Coordinator
School of Management

Julie Staveland
Outreach Coordinator

Deema Ferguson
Admissions Coordinator

Alex, Chelsea, Tristin, Jasmine
Student Recruiters