Introduction
Under the direction of the President’s Cabinet in spring 2013, UA Institutional Research and Analysis has revised standard enrollment reports in both process and content. The purpose is to develop a report that communicates enrollment information in a transparent and productive manner for decision makers across the university. Broadly speaking, enrollment reports will be refined in three respects.

Firstly, reports will communicate enrollment information more effectively by introducing an executive style summary. This will include charts, to visually illustrate major enrollment patterns and trends at the system, university, and campus levels.

Secondly, reports will be expanded to include in-depth analysis from each university. Changes in enrollment are not always easy to explain at the system level, so an expert evaluation from each university is invaluable in this regard. Each university and associated campuses closely monitor enrollment indicators for months in advance of the start of each semester, and manage related operational activities accordingly. Enrollment indicators include information such as preliminary application, admission and enrollment activity\(^1\). The process for requesting and receiving UAA, UAF, and UAS feedback is described in this document.

Thirdly, enrollment reports will describe and explain longer-term, five-year trends in enrollment. Previously, the focus was solely on year-to-year changes. Furthermore, a fiscal year based enrollment report will be added to the suite of reports already available. Many sources of information—concerning, for example, tuition revenue, budget, and other financial matters—are based on a fiscal year reporting period. The fiscal year enrollment report will align with these important sources, and aid decision makers considering these various but related aspects of the university. For example, evaluating enrollment patterns by fiscal year is critical for predicting tuition revenue.

This document is structured as follows:
1. Designated University Leads, Responsibilities, and Key Dates
2. Report Outline
3. Process for UAA, UAF and UAS Analyses
4. Data Reporting Standards

\(^1\) UAA: [http://www.uaa.alaska.edu/ir/reports/Enrollment/index2.cfm](http://www.uaa.alaska.edu/ir/reports/Enrollment/index2.cfm)
UAF: [http://www.uaf.edu/pair/datasets/enrollment-reports/](http://www.uaf.edu/pair/datasets/enrollment-reports/)
UAS: [http://uas.alaska.edu/provost/ie/](http://uas.alaska.edu/provost/ie/)
UA System: [http://www.alaska.edu/swbir/ir/early-semester-reports/](http://www.alaska.edu/swbir/ir/early-semester-reports/)
(1) Designated University Leads, Responsibilities, and Key Dates
For each final report, UA Institutional Research & Analysis will compile data tables, charts of enrollment numbers, and a system level summary. Each university will contribute analysis of recent trends, and describe any significant changes in policy that may have affected long-term patterns.

In spring 2013, Chancellors designated the following individuals to be responsible for coordinating the development of each university’s response:
UAA: Renee Carter-Chapman, Senior Vice Provost, UA Anchorage
UAF: Susan Henrichs, Provost, UA Fairbanks
UAS: Richard Caulfield, Provost, UA Southeast

Analysis and findings should be consistent with other sources provided by each university in support of the annual operating and capital budget requests, including: performance management evaluation reporting to the State of Alaska Office of Management and Budget\(^2\); and tuition and fee revenue projections provided to the UA Budget office.

The time between the official BANNER data extract and final publication is approximately 10 working days. Key dates and each step are given in the table below.

<table>
<thead>
<tr>
<th>Task: UAA, UAF, UAS Analyses Due to UA Institutional Research &amp; Analysis</th>
<th>Report Period: Fall Opening 2013</th>
<th>Fall Closing 2013</th>
<th>Spring Opening 2014</th>
<th>Spring Closing 2014</th>
<th>FY14 (Summer 2013, Fall 2013, Spring 2014, FY14 Year-Long)</th>
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<tbody>
<tr>
<td>Thursday, 19 September 2013</td>
<td>Thursday, 9 January 2014</td>
<td>Wednesday, 5 February 2014</td>
<td>Tuesday, 27 May 2014</td>
<td>TBD, following FY15 Banner switchover</td>
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<td>Tuesday, 24 September 2013</td>
<td>Wednesday, 15 January 2014</td>
<td>Tuesday, 11 February 2014</td>
<td>Monday, 2 June 2014</td>
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<td>Wednesday, 2 October 2013</td>
<td>Wednesday, 22 January 2014</td>
<td>Tuesday, 18 February 2014</td>
<td>Monday, 9 June 2014</td>
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<tr>
<td>Friday, 4 October 2013</td>
<td>Friday, 24 January 2013</td>
<td>Thursday, 18 February 2014</td>
<td>Wednesday, 11 June 2014</td>
<td>TBD</td>
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(2) Report Outline
Reports will describe enrollment trends on measures such as applications, admissions, headcount, student credit hour and full-time equivalent (FTE) enrollment, and student characteristics, using both graphical and tabular elements. In the style of an executive summary, the report will be divided into three broad sections: a descriptive summary provided by UA Institutional Research & Analysis; a section devoted to feedback and

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analysis from each university; and a section of tables and graphs detailing enrollment numbers up to the latest data extract. Supplemental information each university may wish to include can be added as an appendix to the comprehensive system report.

(2.1) Introductory summary of enrollment at the System, University and Campus levels.
The introduction will describe the state of enrollment up to the latest data extract, and make predictions about its future, using a combination of data tables and graphical illustrations. The introduction will contain a combination of the following elements:

- Tables and/or graphs summarizing headcount at each university, and forecasting closing headcount based on opening.
- Tables and/or graphs summarizing student credit hours at each university, and forecasting closing numbers based on opening levels.
- Table allowing an at-a-glance look at enrollment at the university and campus level.

Please note: elements presented in the report may vary across semesters with changes to the state of enrollment, availability of data, and refinements to this reporting methodology.

(2.2) Feedback and analysis from UAA, UAF and UAS.
The contents and workflow for this section will be described below under heading (3) below.

(2.3) The report will have a combination of executive-summary-style graphs and standard tables.
These tables and graphs will communicate such central aspects of enrollment as:

- Applications, and resulting admissions and enrollment by type of student
- Headcount at each reporting level
- Student Credit hours and FTE at each reporting level.
- Summary statistics for various student populations: e.g. class standing, race and ethnicity, full-time and part-time.
- Like the introduction, the reports and graphs within this section may vary across semesters, with developments in the state of enrollment, availability of data, refinements to the new methodology.

(3) Process for UAA, UAF and UAS Analyses
The report will have a section devoted to comprehensive feedback and analysis from each university. This section should focus on two aspects of enrollment: (a) explain recent trends—‘the whys’—for enrollment and (b) provide a forward-looking examination of policies and initiatives addressing the state of enrollment.
(3.1) Explain Broad Trends in Enrollment Numbers
Each analysis should strive to explain significant patterns and changes in enrollment, at the university and the campus levels, in both the long (5 year) and short term (1 year), and to make preliminary forecasts about upcoming semesters. These explanations may focus on changes in, for example, applications, admissions, headcount, student credit hours, full-time to part-time ratios, and any other relevant factors. Not all aspects of enrollment will show significant change and so not all should be discussed in each analysis report. Designated representatives from universities may also choose to describe or compare changes across different academic organizations or population groups (e.g. how changes in student credit hours have varied with class standing, if that is significant).

Changes in enrollment are not always easy to explain, especially when they have occurred recently. The explanation for changes in enrollment may be, in part, economic or demographic factors that lie beyond the control of the university.

(3.2) Describe Future Policies and Initiatives Addressing the State of Enrollment
Give any highlights of recent, significant policies, initiatives and programs designed to address the challenges observed in the reported patterns of enrollment.

In summary, UAA, UAF and UAS reports are designed to analyze and explain major enrollment trends over the last several years at the university and campus levels, and not exclusively on the most recent data extract.

(4) Data Reporting
To ensure relevant, reliable, consistent, and comparable information, all description and prediction should be based on standard, institutional reporting terminology, standard data from the DSD, and clear methodology replicable by any institutional research department. Each university's institutional research function has been provided technical information needed to generate trend data.

Please note: any data used outside of the DSD should be fully documented, including a source citation.

Terminology used in the university reports should conform to recognized standard definitions as recorded in UA’s iData application (alaska.cookbook.com). Analysts without access to iData definitions should contact Michael Campbell, UA IR, at mdcampbell@alaska.edu.

To obtain definitions of reporting terms:
(1) Log-in to the iData application: www.alaska.datacookbook.com
(2) Enter your UA password or UA ID number and the corresponding password
(3) Select the Terms tab
(4) Under Functional Areas filters, select “Terminologies and Definitions”
(5) Select the applicable term.

New terminology and revisions to old terminology should be submitted to the iData system for validation. Designated persons at institutional research departments are able to introduce and validate definitions into UA’s iData system. The person for each university is:

- Yuan-Fang Dong, Sr. Research Associate, UAA Office of Institutional Research, ydong@uaa.alaska.edu
- Ian Olson, Director, UAF Planning, Analysis and Institutional Research, inolson@alaska.edu
- Diane Meador, Manager, UAS Institutional Effectiveness, Diane.Meador@uas.alaska.edu
### Key Dates: Opening and Closing Semester Enrollment Report Development FY15

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<thead>
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<tbody>
<tr>
<td>BANNER Data Extract Occurs (5pm)</td>
<td>Friday, 19 September 2014</td>
<td>Thursday, 8 January 2015</td>
<td>Wednesday, 4 February 2015</td>
<td>Tuesday, 26 May 2015</td>
<td>TBD, following FY15 Banner switchover</td>
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<td>Decision Support Database (DSD) tables available (5pm)</td>
<td>Tuesday, 23 September 2014</td>
<td>Wednesday, 14 January 2015</td>
<td>Tuesday, 10 February 2015</td>
<td>Monday, 1 June 2015</td>
<td>TBD</td>
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<tr>
<td>UA, UAA, UAF, UAS each work on analyses; UA shares draft report as soon as available to promote numerical alignment in UAA, UAF, and UAS analyses</td>
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<td>TBD</td>
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<td>UAA, UAF, UAS Analyses Due to UA Institutional Research &amp; Analysis</td>
<td>Wednesday, 1 October 2014</td>
<td>Wednesday, 21 January 2015</td>
<td>Tuesday, 17 February 2015</td>
<td>Monday, 8 June 2015</td>
<td>TBD</td>
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<td>Final Report Published</td>
<td>Friday, 3 October 2014</td>
<td>Friday, 23 January 2015</td>
<td>Thursday, 19 February 2015</td>
<td>Wednesday, 10 June 2015</td>
<td>TBD</td>
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