

Strategic Enrollment Management Plans

This performance measure addresses the Board of Regents' UA Strategic Plan 2009 Goal: Student Success (#1). The associated objective is to enhance efforts in student recruitment and retention.

Background: Each unit's enrollment management plan will be guided by the MAU's overarching enrollment management plan, strategic plan and academic plan. The definition of what constitutes a valid and effective plan will be defined at the MAU level, giving the MAU and each unit as much autonomy as possible to reflect their unique situations and goals. Recommended guidelines for MAU criteria follow.

Metric Definition: The number of academic colleges, schools, and community campuses having and responding to an effective strategic enrollment management planning process, relative to the total number of academic colleges, schools and community campuses.

Historical Performance Trend:

Strategic Enrollment Plans,
by MAU
FY07

	FY07
UAA	45%
UAF	67%
UAS	71%

Targets and Goals: Below are the self-defined MAU FY08-FY13 target and goal ranges submitted in September 2007. See [individual MAU performance reports](#) for more information on the assumptions regarding anticipated future performance.

Strategic Enrollment Management Plans

University of Alaska Anchorage

Target Level	FY07 Performance	Proposed Targets and Goals, FY08-FY13						Percent Change					
		FY08	FY09	FY10	FY11	FY12	FY13	FY07- FY08	FY08- FY09	FY09- FY10	FY10- FY11	FY11- FY12	FY12- FY13
High	100%	100%	100%	100%	100%	100%	100%	0%	0%	0%	0%	0%	0%
Nominal	100%	100%	100%	100%	100%	100%	100%	0%	0%	0%	0%	0%	0%
Low	100%	100%	100%	100%	100%	100%	100%	0%	0%	0%	0%	0%	0%

University of Alaska Fairbanks

Target Level	FY07 Performance	Proposed Targets and Goals, FY08-FY13						Percent Change					
		FY08	FY09	FY10	FY11	FY12	FY13	FY07- FY08	FY08- FY09	FY09- FY10	FY10- FY11	FY11- FY12	FY12- FY13
High	67%	80%	100%	100%	100%	100%	100%	19%	25%	0%	0%	0%	0%
Nominal	67%	80%	100%	100%	100%	100%	100%	19%	25%	0%	0%	0%	0%
Low	67%	80%	100%	100%	100%	100%	100%	19%	25%	0%	0%	0%	0%

University of Alaska Southeast

Target Level	FY07 Performance	Proposed Targets and Goals, FY08-FY13						Percent Change					
		FY08	FY09	FY10	FY11	FY12	FY13	FY07- FY08	FY08- FY09	FY09- FY10	FY10- FY11	FY11- FY12	FY12- FY13
High	71%	100%	100%	100%	100%	100%	100%	41%	0%	0%	0%	0%	0%
Nominal	71%	100%	100%	100%	100%	100%	100%	41%	0%	0%	0%	0%	0%
Low	71%	100%	100%	100%	100%	100%	100%	41%	0%	0%	0%	0%	0%