



Stay on TRACK Talking Points

October 25, 2011

- The Stay on Track campaign is grounded in the philosophy that students and the university can take deliberate actions to help students graduate in a more timely manner, saving them money.
- Monday, October 31st, 2011 the “Stay on TRACK” website and supporting print and electronic media pieces were released. This date was selected because it is also the opening of the UAOnline spring 2012 course listings.
- UA’s four year graduation rate is 10 percent; the national average is 30 percent for first-time, full-time, baccalaureate degree-seeking freshmen. UA’s six year graduation rate is 28 percent; the national average is 55 percent for first-time, full-time, baccalaureate degree-seeking freshmen.^{i ii}
- The current phase of the campaign is specifically focused on first time, full time bachelor’s degree seeking students. It is acknowledged that this campaign will not fit every student. Future campaign phases will focus on additional populations of students.
- System wide 25% of University of Alaska students (8,744 students) take between 12-14 credits a semester. Overall, 37% of students (12,753 students) take over 11 credits a semester.ⁱⁱⁱ
- “Stay on TRACK” encourages students to take 30 credits a year, choose a major, meet with their advisor, consider summer enrollment, and use DegreeWorks at UAOnline.
- Students consider enrollment in 12 credits a semester to be acceptable full time enrollment, and federal financial aid only requires enrollment in 12 credits. This campaign’s target is to shift the norm back to students taking 15 credits.
- The Alaska Performance Scholarship requires enrollment in 15 credits a semester in sophomore through senior year.
- Students need to make every credit count with the four year graduation clock ticking and credits costing \$154/each or more.

- It is estimated that it costs a student an extra \$10,000 to graduate in five years instead of four.
- “Stay on TRACK” encourages students to make a “Finish in 4” promise. Students participating will choose a major, see an advisor, maintain satisfactory academic progress, register promptly each semester, maintain full-time enrollment status, and complete 30 credits each year throughout all four academic years.
- The “Stay on TRACK” website offers resources, such as checklists for freshman through senior years of action items to help graduate in four years.

www.alaska.edu/stayontrack

ⁱ NCES: Table 341. Graduation rates of first-time postsecondary students who started as full-time degree-seeking students, by sex, race/ethnicity, time between starting and graduating, and level and control of institution where student started: Selected cohort entry years, 1996 through 2005.

ⁱⁱ Data supplied by MAUs via UA Information Systems: BANNER SI opening extracts fall 2000 - 2010. First-time, Full-time, Baccalaureate Degree-seeking Freshmen Percent Graduated in 4 Years from the UA System. First-time, Full-time, Baccalaureate Degree-seeking Freshmen Percent Graduated in 6 Years from the UA System.

http://www.alaska.edu/swbir/ir/publications-reports/csrde_Fall_10.pdf

ⁱⁱⁱ UA in Review 2011: Table 1.13 Headcount by Student Credit Hour (SCH) Load and MAU Fall 2010.