The University of Alaska is hoping to help students stay on track to graduate within four years. The "Stay on TRACK" campaign lays out choices students must make to earn a bachelor's degree within four years. Those include taking 30 credit hours a year, registering for needed classes early, choosing and sticking with a major by the third semester and keeping up grades.

The university system says the campaign will be advertised on such things as posters, postcards to the families of freshmen and inserts in student newspapers. It says students who sign up for a "finish in four promise" and successfully complete 15 credits next year will be entered to win prizes.

Plans call for a second phase of the campaign aimed at students working on two-year associate degrees.