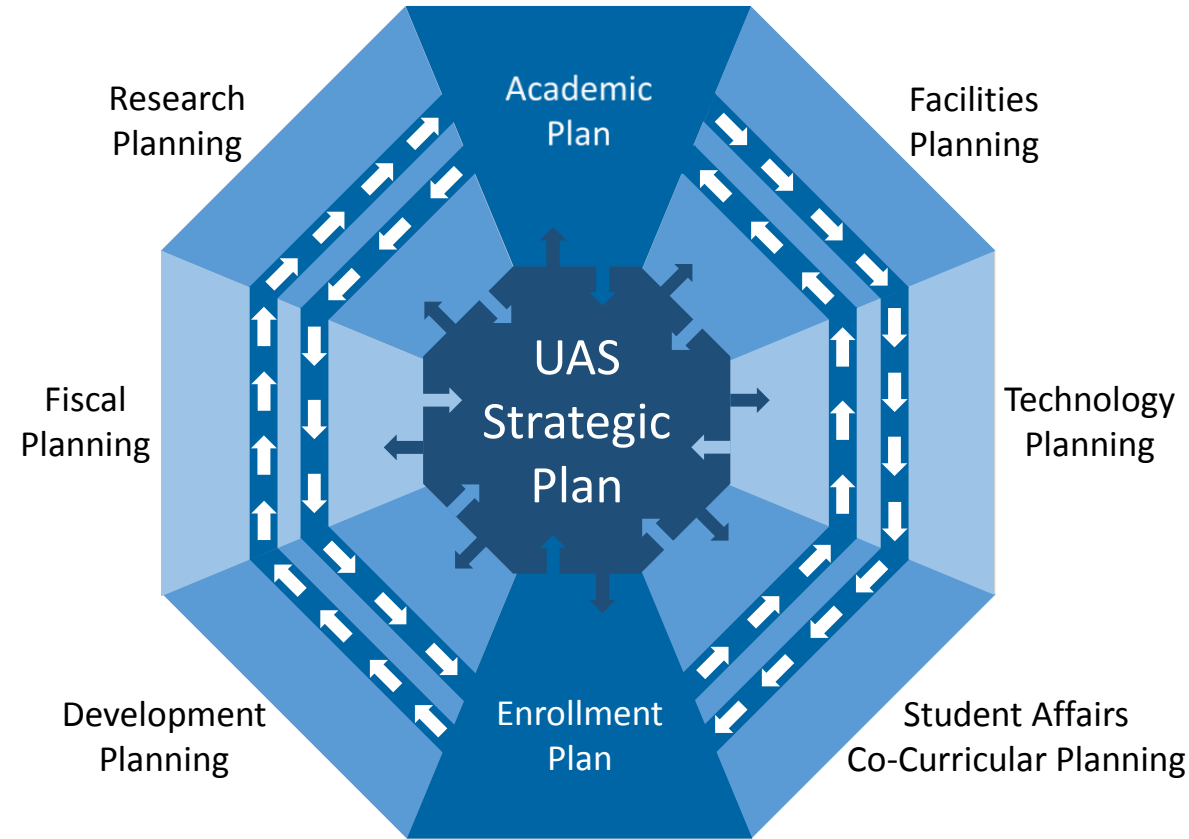


# Interconnectivity of Effective Strategic Enrollment Planning



# Status Update & Existing Gaps

- Task Force
  - 6/6/2017 Memo: “The foremost assignment of the Task Force will be the creation of a new UAS Strategic Enrollment Plan.”
- Institutional enrollment priorities need to be developed to guide specific goals, KPIs, strategies | initiatives, and tactics
  - Draft enrollment priorities were established by Executive Cabinet, Brad, and Marnie on 1/9/2018 and generally agreed upon by the SETF during the 1/12/2018 discussion
- Existing Gaps in the Strategic Enrollment Plan
  - Institutional enrollment priorities, UAS’s niche in the UA System
  - Pg. 5: Operationalizing the Strategic Enrollment Plan
  - Goal 4: Improve outcomes for UAS students
  - Additional updates to the plan will be needed once the six pages of institutional enrollment priorities are completed
  - The Strategic Enrollment Plan should align with the Strategic & Assessment Plan 2010-2017 wherever possible

# Strategic Pathways

Rev: November 2017

***How do we optimize our statewide system to achieve our goals for higher education in Alaska?***

<b>OUR MISSION</b>		"The University of Alaska inspires learning, and advances and disseminates knowledge through teaching, research, and public service, emphasizing the North and its diverse peoples." (Regents' Policy 01.01.01)		
<b>OBJECTIVE</b>		Maximize value to Alaska through excellent, accessible, and cost effective higher education funded by diverse and growing revenue sources		
<b>CORE PRINCIPLES</b>		Focus, Access, Diversity, Excellence, Consistency, Fiscal Sustainability		
<b>STRATEGY</b>		Prepare, Restructure, Implement, Refine		
<b>WHO WE ARE</b>		<b>UA ANCHORAGE</b> Comprehensive metropolitan university in Alaska's economic hub, with primary focus on workforce development through its several regional community campuses	<b>UA FAIRBANKS</b> Research university renowned for leadership in Arctic and the North, with additional focus on workforce development and community and rural education	<b>UA SOUTHEAST</b> Comprehensive regional university focused on interdisciplinary & marine-oriented programs, teacher education, e-Learning, and workforce development
<b>CAMPUS LEAD FOR THE STATE*</b>	<b>Research</b>	Social and economic sciences, health policy	Arctic science and policy, physical, biological, and social sciences, engineering and applied energy	Interdisciplinary / environmental
	<b>Teaching</b>	<ul style="list-style-type: none"> <li>• Health professions</li> <li>• Business and public policy</li> <li>• Economics</li> <li>• Logistics</li> <li>• Project Management</li> </ul>	<ul style="list-style-type: none"> <li>• Physical, natural, and related sciences</li> <li>• Arctic / Northern Studies</li> <li>• Rural development / tribal management</li> <li>• Doctoral education</li> <li>• Mine training</li> <li>• Fisheries and ocean sciences</li> </ul>	<ul style="list-style-type: none"> <li>• Marine-oriented programs (including joint programs with UAF)</li> <li>• Teacher education (administration)</li> <li>• Interdisciplinary degrees/ degree completion</li> <li>• Emphasis on regional workforce priorities, e.g., mine training.</li> </ul>
	<b>Outreach</b>	• Aligned with Research and Teaching Focus		
<b>COURSES / PROGRAMS AVAILABLE ACROSS THE UNIVERSITY SYSTEM</b>		<ul style="list-style-type: none"> <li>• Common General Education Requirements</li> <li>• Liberal Arts and Humanities</li> <li>• Social Sciences &amp; Natural Sciences</li> <li>• Nursing</li> <li>• Engineering</li> <li>• Distance Education / E-Learning</li> <li>• Career and Technical Education</li> </ul>	<ul style="list-style-type: none"> <li>• Alaska Native Studies</li> <li>• Teacher Education</li> <li>• Management</li> <li>• Mine training</li> <li>• Wide choice of non-major courses</li> <li>• Dual credit with K-12</li> <li>• Developmental Education</li> </ul>	

\* Research, teaching, and outreach at campuses other than the "lead" campus that are of high quality, cost effective, and core to mission, will continue to be provided.

# Proposed Institutional Enrollment Priorities

UAS is a “comprehensive regional university focused on interdisciplinary & marine-oriented programs, teacher education, e-Learning, and workforce development.”

- Full-time students, to create a vibrant traditional on-campus experience
- High demand online program enrollment, to serve the needs of the state as a whole, including place-bound students
- FTFTF recruitment, retention, & completion (bachelor’s degree seeking)
- AK Native enrollment aligned with AK demographics, maintaining status as Native Serving Institution
- Adult degree completion (25+ years old)
- Expand graduate enrollment in teacher education & public administration

# Strategic Enrollment Growth

