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

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

<table>
<thead>
<tr>
<th>OUR MISSION</th>
<th>“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)</th>
</tr>
</thead>
<tbody>
<tr>
<td>OBJECTIVE</td>
<td>Maximize value to Alaska through excellent, accessible, and cost effective higher education funded by diverse and growing revenue sources</td>
</tr>
<tr>
<td>CORE PRINCIPLES</td>
<td>Focus, Access, Diversity, Excellence, Consistency, Fiscal Sustainability</td>
</tr>
<tr>
<td>STRATEGY</td>
<td>Prepare, Restructure, Implement, Refine</td>
</tr>
</tbody>
</table>

### WHO WE ARE

| UA ANCHORAGE | Comprehensive metropolitan university in Alaska’s economic hub, with primary focus on workforce development through its several regional community campuses |
| UA FAIRBANKS | Research university renowned for leadership in Arctic and the North, with additional focus on workforce development and community and rural education |
| UA SOUTHEAST | Comprehensive regional university focused on interdisciplinary & marine-oriented programs, teacher education, e-Learning, and workforce development |

### CAMPUS LEAD FOR THE STATE*

| Research | Social and economic sciences, health policy |
| Teaching | • Health professions  
• Business and public policy  
• Economics  
• Logistics  
• Project Management |
| Outreach | • Aligned with Research and Teaching Focus |

### COURSES / PROGRAMS AVAILABLE ACROSS THE UNIVERSITY SYSTEM

<table>
<thead>
<tr>
<th>Courses / Programs Available Across the University System</th>
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</table>
| • Common General Education Requirements  
• Liberal Arts and Humanities  
• Social Sciences & Natural Sciences  
• Nursing  
• Engineering  
• Distance Education / E-Learning  
• Career and Technical Education | • Alaska Native Studies  
• Teacher Education  
• Management  
• Mine training  
• Wide choice of non-major courses  
• Dual credit with K-12  
• Developmental Education |

*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

Existing Markets
- **Existing Programs/Services**
- **Market Penetration**
  Enroll more students from existing markets in existing programs
- **Program Development**
  Add new programs to enroll more students from existing markets

New Markets
- **New Programs/Services**
- **Market Development**
  Find new student markets to enroll in existing programs
- **Diversification**
  Build new programs to enroll students in new markets