

Student Recruitment at the University of Alaska

**Presented by the Student Services Council to the
Academic and Student Affairs Committee of the UA Board of Regents
Fairbanks, Alaska**

February 2014

The Student Services Council (SSC):

Dr. Bruce Schultz,

Introduction

Perhaps only the topic of tuition garners more interest in the student and enrollment domain than does student recruitment. How we attract, recruit and admit students to the University of Alaska are subjects that capture the interest of Regents, executives, legislators and the public at large. How each of the universities carries out these specialized activities is the subject of the following narrative and accompanying presentations by the Student Services Council (SSC) comprised of the Vice Chancellors for Student Services from each of the Universities.

The presentation during ASA of the February BOR meeting will follow this outline:

- A brief overview and current environment for recruitment by AVP Oba.
- Presentations from each Vice Chancellor in the following order:

UAA, Dr. Bruce Schultz, Vice Chancellor for Student Affairs

UAF, Dr. Michael Sfraga, Vice Chancellor for University and Student Advancement

UAS, Joe Nelson, Vice Chancellor for Student Services and Enrollment Management

- Closing with a question and answer session

The Presentations

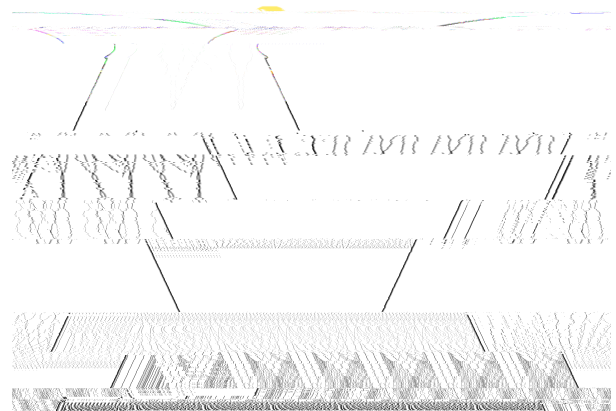
The presentations will cover in state, out-of-state, and international recruitment activities and depending on the university, may include items such as how many school visits occur, national, regional or local college fairs attended, what efforts are conducted in rural Alaska versus urban Alaska, and what is done to recruit at community colleges both inside and outside the state.

The Vice Chancellors will include metrics - what they track and why. Such data in turn informs many of the activities and strategies the campus employs.

Finally, listen for the philosophy behind a recruitment strategy. How does recruitment fit into the overall mosaic of student success at a campus?

Overview - *the Nation*

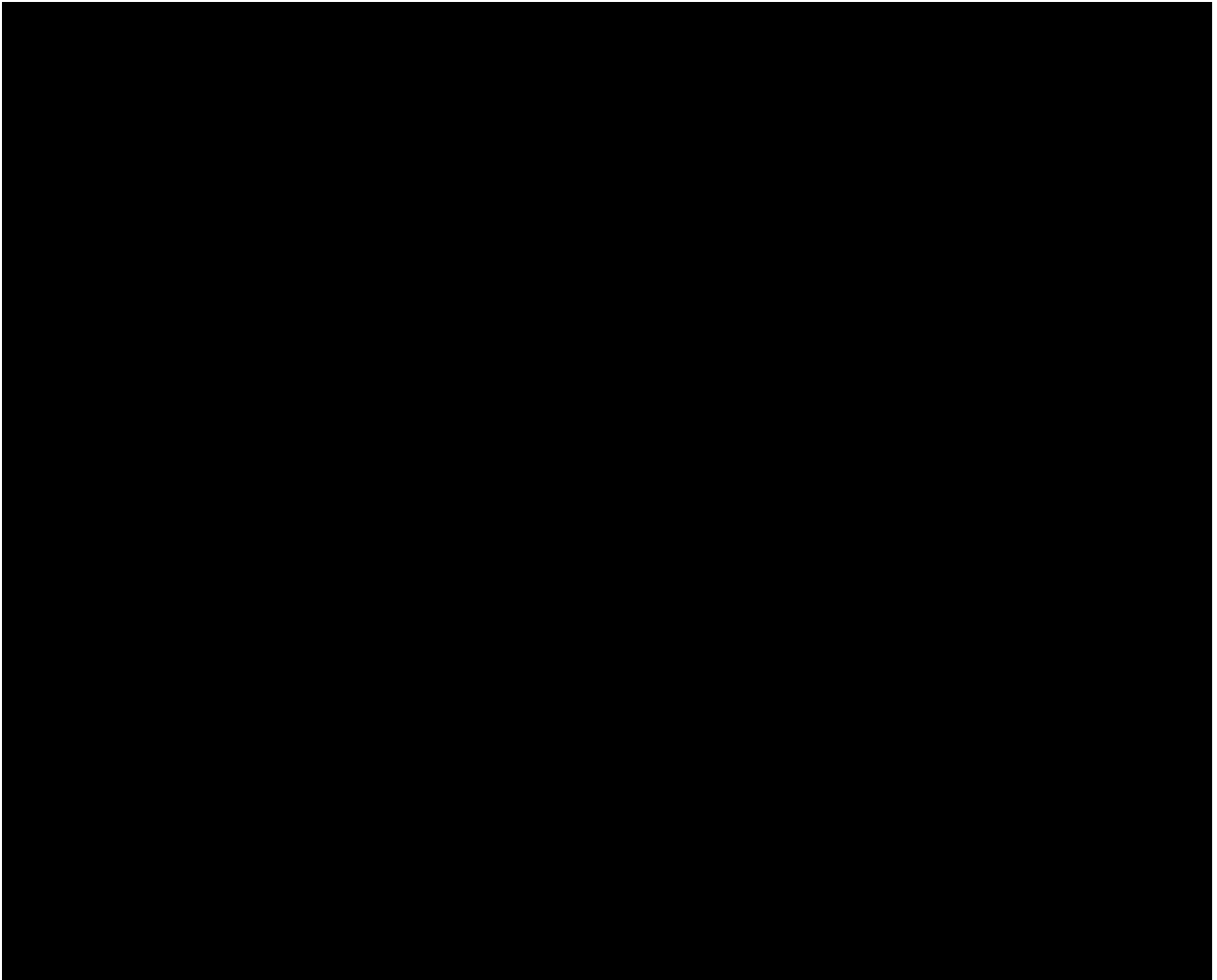
The recruitment of new students is a competitive business. The rise of a wholly new industry, *enrollment management*, is the r

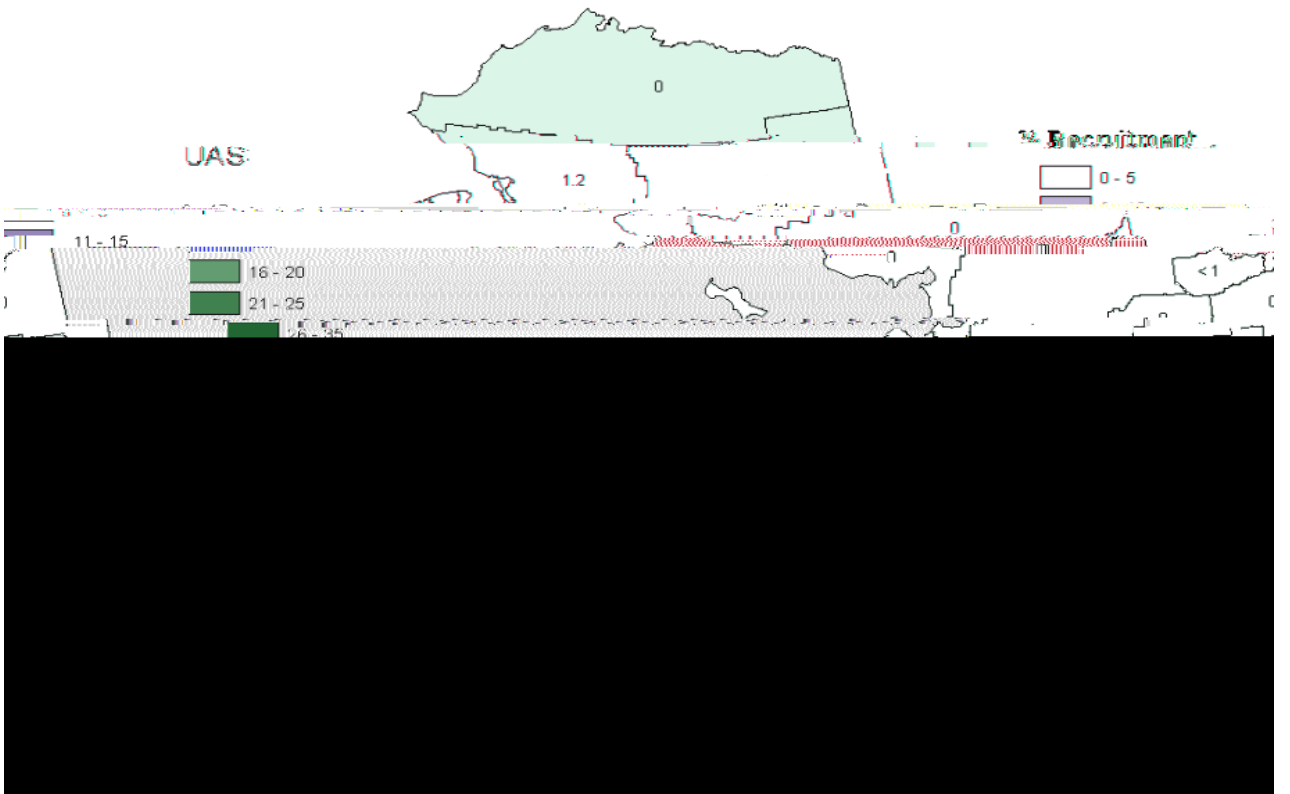
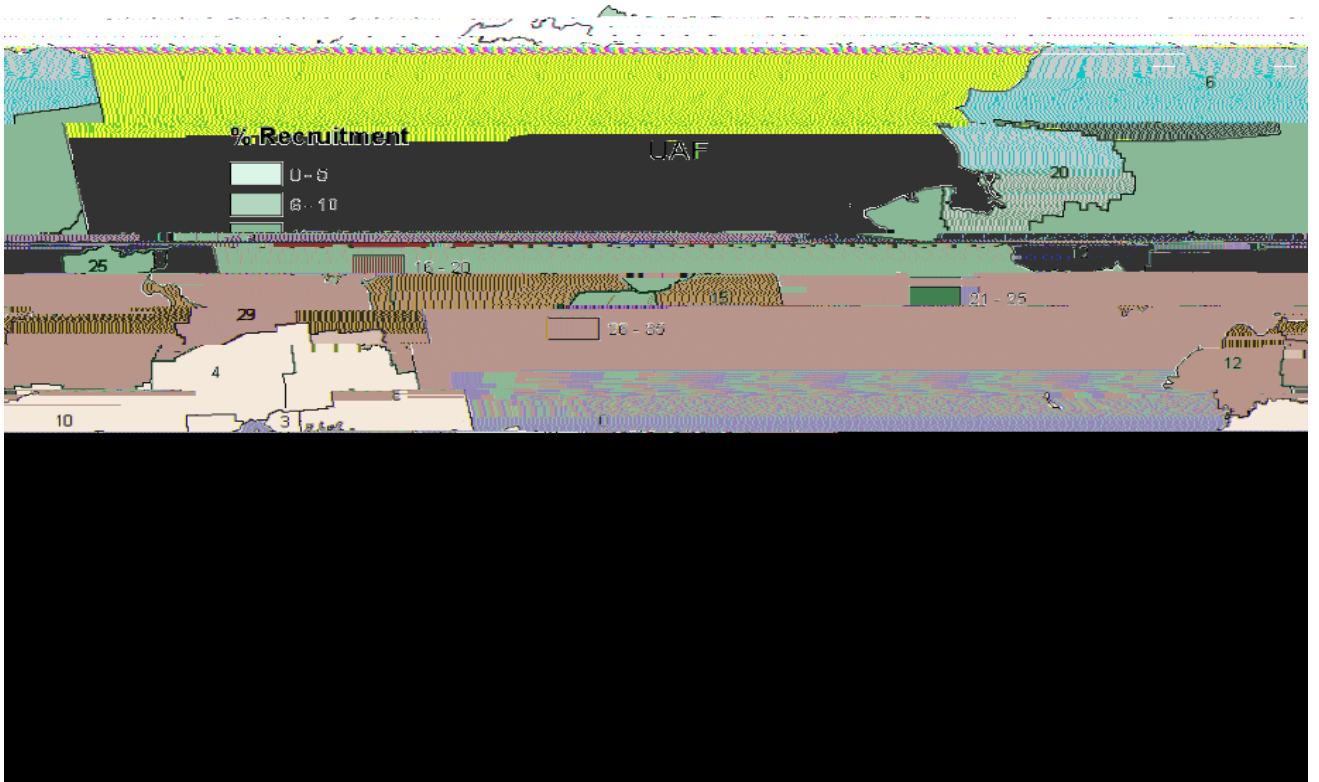


central they enroll at one of the many campuses aligned with UAA. And finally, if they are from the interior (or points north) more than likely they will enroll in a UAF campus. This ‘*balkanization*’ of enrollment as UAF’s Director of Planning and Institutional Research, Ian Olson, coined a few years ago is all the more evident in the following data and corresponding maps.



(The full table and statewide and University maps can be found in Appendix A. Compiled by Laura Delisle, UAF Planning, Analysis, and Institutional Research, January 2014.)





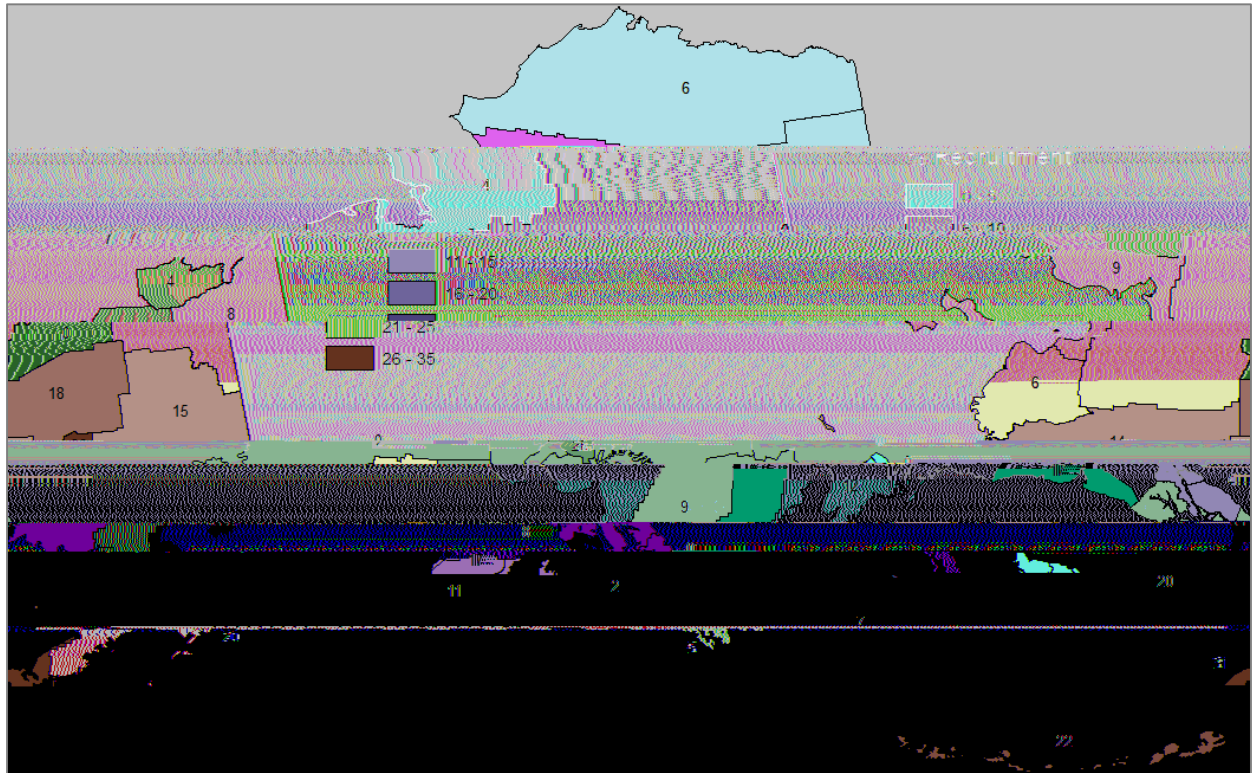
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(!)!*, -. /, !011+2-, 3- /!-. 02!4)05-!35!35316202!) *!7 . /, /!2-+8/5-2!34416!*) ,!3890220)5 indicates that, by and large, students have an affinity for one campus over the other with fewer than 5% applying to more than one university and far fewer applying to all three in any given term.

Headcount of First-Time and External Transfer Applicants									
Fall Semesters 2009 – 2013									
Fall Semester	UAA Only	UAF Only	UAS Only	UAA & UAF	UAA & UAS	UAF & UAS	UAA & UAF & UAS	Total Applicants	% Applying to 2 or More
2009	5,104	2,524	820	245	41	31	19	8,784	

Appendix A (continued)



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Appendix A (continued)

