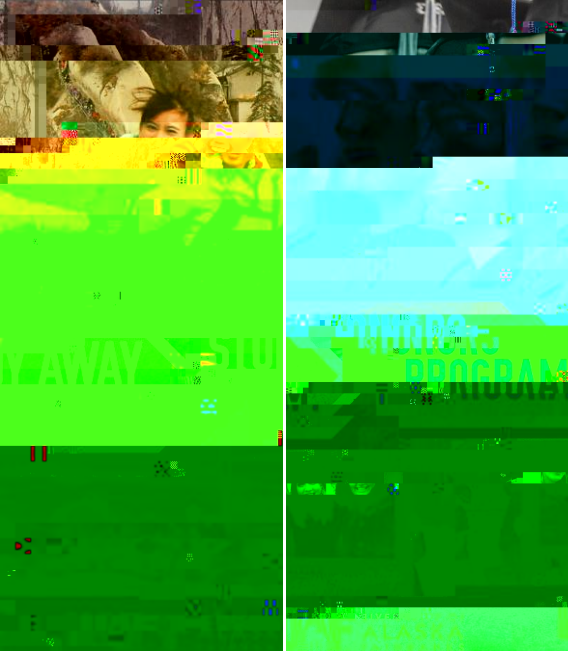
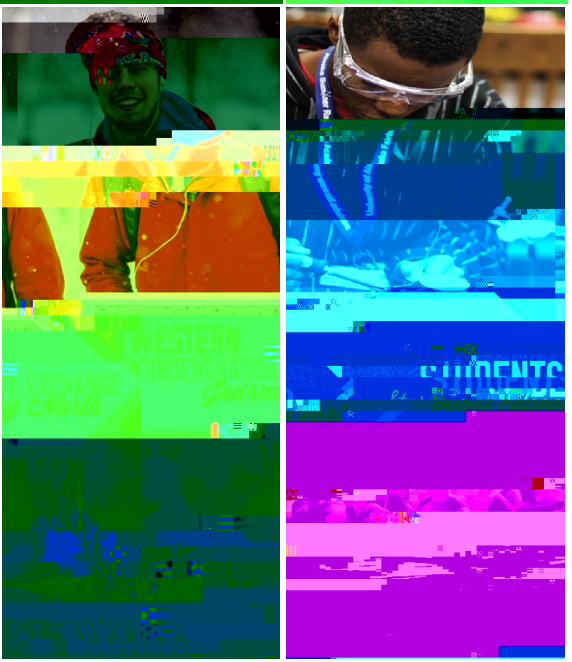
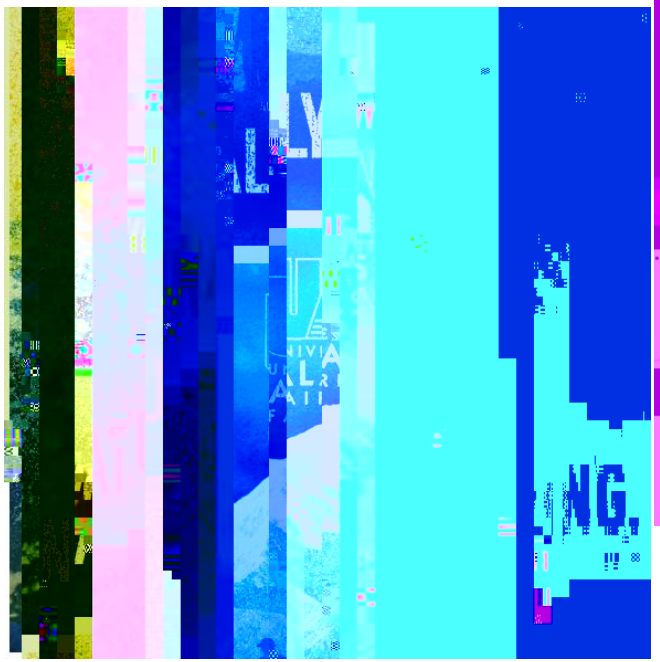
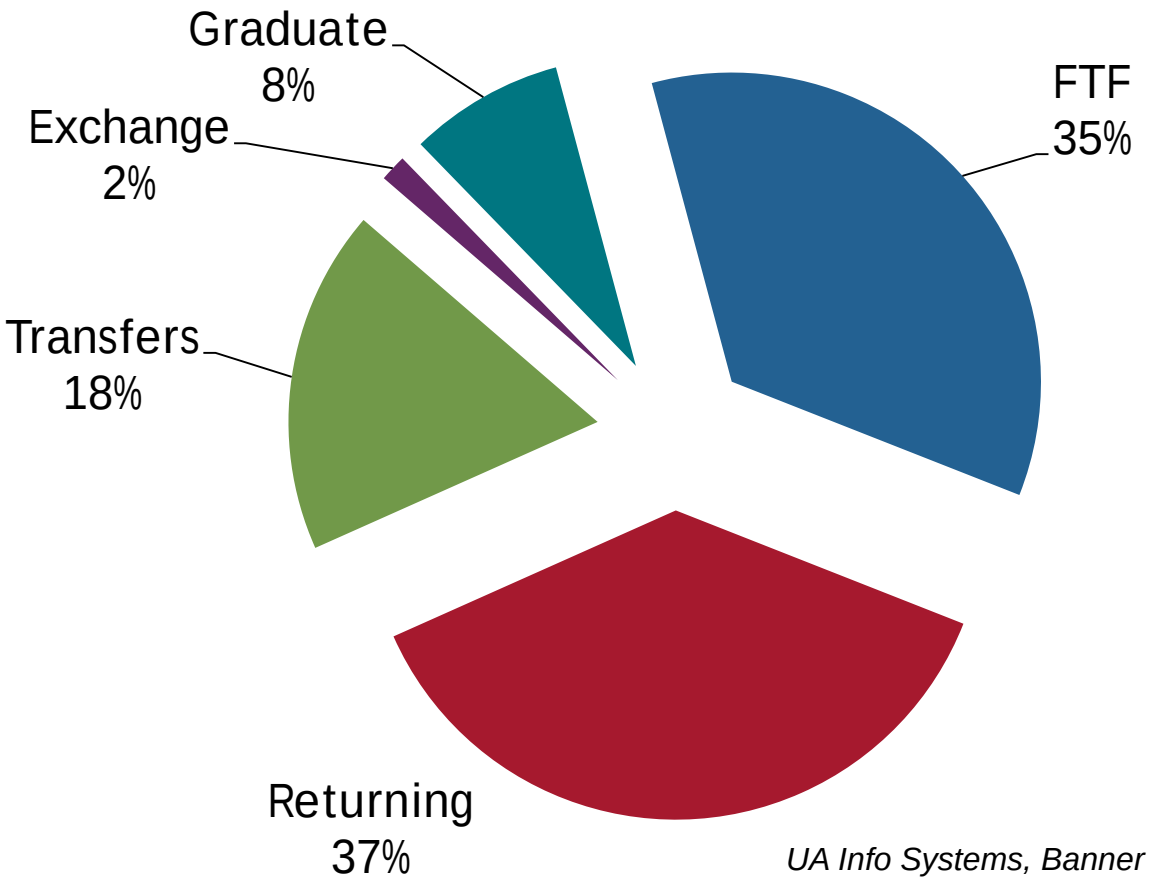




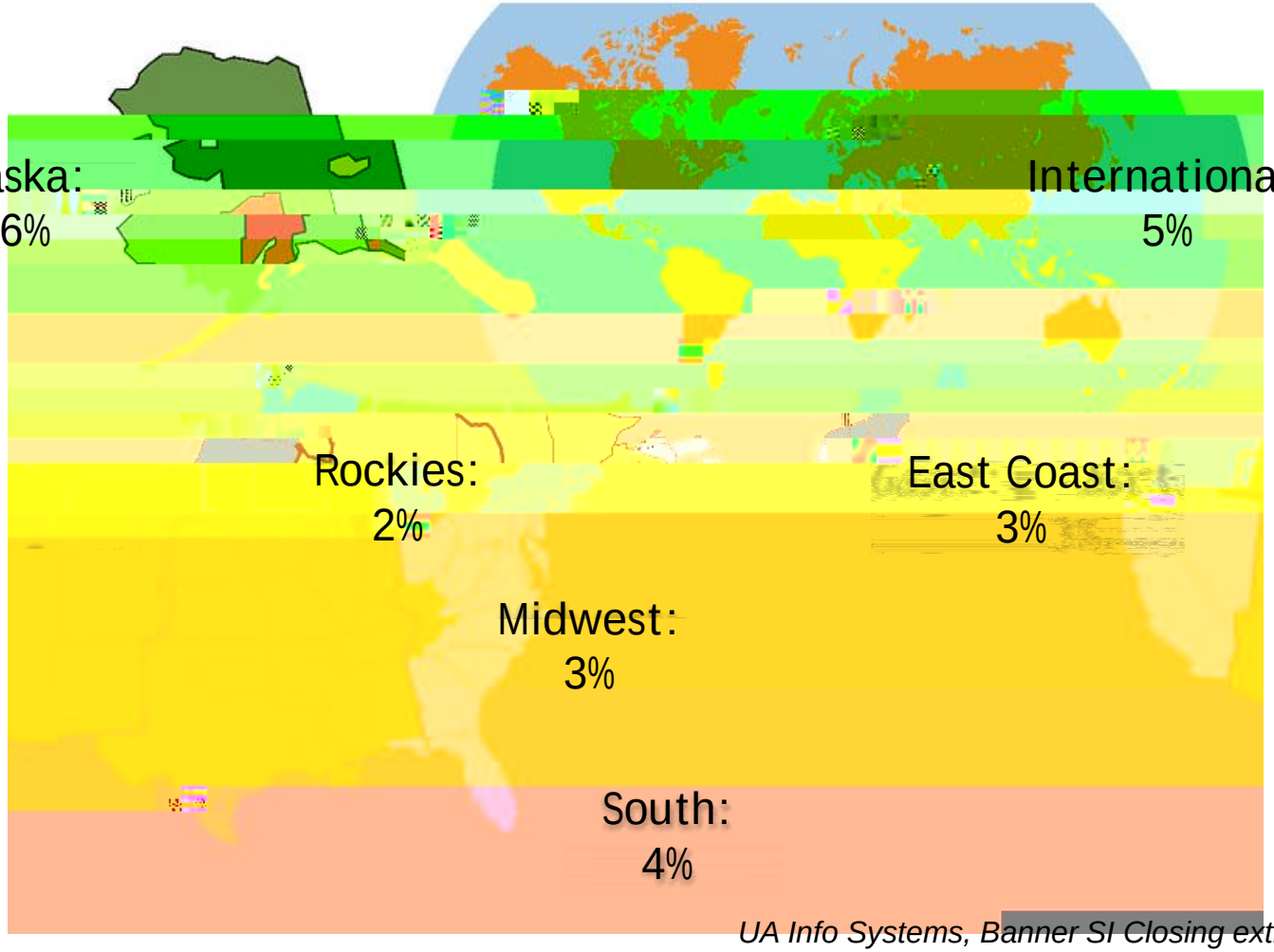


Profile: Incoming Class Fall 2013



UA Info Systems, Banner SI Closing extracts, 2014

Profile: Incoming Class Fall 2013



UA Info Systems, Banner SI Closing extracts, 2014

Top Transfer Schools

Overall

- University of Alaska Anchorage
- University of Alaska Southeast
- Prince William Sound Community College
- Community College of the Air Force
- Central Texas College

Outside Alaska, Online & Military

- Northern Arizona University
- Portland Community College
- University of Montana
- Western Washington University
- Olympic College

Top 10 Lower 48 States

2012-2013 academic year

1) Washington (46)

Recruitment Goals

Increase enrollment in these target markets:

- First Time, Full Time Freshman (FTFTF)
- Alaska Resident Students
- U.S. Non-Resident Students
- International Students
- Transfer Students
- UA Scholars

The UAF Recruitment Organization

- UAF has integrated Recruitment with Admissions Transactions
  - Admissions Counselors
  - Admissions Processing
- Territory Management

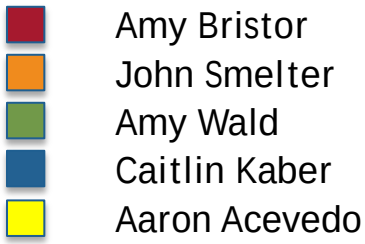
Territory Management

Relationship Matters: UAF counselors are assigned to “territories” project or cohort specialties.

In 2012-13, UAF counselors participated in over 119 College Fairs or High School visits.

--met with more than 4,000 prospective students

Territory Management



Counselor Activities

Assist prospective students through the admissions process.

Travel to college fairs and visit high schools/community colleges.

Present virtually within Alaska, the Lower 48 and internationally.

Live chat with prospective students on Admissions website.

Respond to email and telephone inquires.

Plan and execute individual and group campus visits.

Oversee daily campus tours.

Plan and execute campus preview events.

Maintain detailed knowledge of all aspects of UAF.

Counselor Activities

Manage territory and plan outreach/recruitment activities.

Coordinate Student Ambassador program.

Approve/deny resident tuition.

Coordinate with other UAF departments.

Act as point of contact for high school counselors and community college advisors.

Input and export data into CRM.

Conduct telecounseling.

Assist walk-in students.

Collaborate on merit-based scholarship selection.

UAF Social Media Presence

Average monthly statistics

Facebook

UAF Recruitment Strategy 2013-2015

FT FTF

Prospective Student Sources

- Inquiries
  - online
  - fairs
  - campus visits
  - high school visits
- Name Buys
- Alaska HS Lists
- Test Score Submissions (ACT, SAT)
- FAFSA Submissions

UAF Recruitment Strategy 2013-2015

FT FTF

- Targeted Communication Plans
- UAF Info Packets - AK HS Counselors and ACPE
- School Visits and College Fairs
- "Discover UAF" – Open House Model (Inside Out & Saturday Events)
- Individual and group campus visits
- Hosts Annual Counselor Visits to UAF
- Telecounseling: Near-peer model
- Student Ambassador program
- Merit Based Scholarships

UAF Recruitment Strategy 2013-2015 Outside Alaska

- Host UAF Campus Visits and campus preview events (Student/Parent)
- Targeted Communication Plan
- College Fairs and HS Visits

UAF Recruitment Strategy 2013-2015

½ FTE Dedicated to UA Scholars

Waived Application Fee

Scholar Events/Programs Throughout AK

Scholar-Specific Communication Plan

Merit Scholarship To Highest GPAs/Test Scores

New Student Orientation Welcome Event

UAF Recruitment Strategy 2013-2015

UAF Recruitment