

Mission Fulfillment – Core Objective 1

FISCAL YEAR 2024

Core Objective 1: Provide Access to Higher Education to All Students

Mission: The University of Alaska Southeast is a student-centered university that provides instruction in liberal arts, professional, and technical fields. On the homelands of the Tlingit, Haida, and Tsimshian peoples, we serve the coastal environments, cultures, economies, and communities of Alaska, through interdisciplinary education, workforce development, and scholarship, research, and creative activity.

UAS programs are delivered through three major academic units: the School of Arts and Sciences, the School of Career Education, and the School of Education. Arts and Sciences makes up the largest unit, encompassing four departments: Humanities, Social Sciences, Natural Sciences, and Business/Public Administration. The campus settings and rich natural, social, and cultural environment of Southeast Alaska provide generous opportunities for teaching, research, and creative expression in these areas.

UAS continues to see slight enrollment declines. This reduction is attributable, in part, to declining numbers of high school graduates and Alaska's overall falling and aging population. These trends continue to be more pronounced in Southeast Alaska than elsewhere in the State. State general fund support for UA has leveled off. University leaders focus on diversifying revenue streams to support academic and workforce programs and faculty, staff, and students based on the UAS mission.

In July 2023, UAS welcomed a new Chancellor, Dr. Aparna Palmer. Under her leadership and a stabilized budget, UAS reviewed the enrollment goals and chose to revisit the targets based on Fall 2023 data. Student headcount was not on track to meet previously identified goals. The revised enrollment targets are more achievable than the previous targets. UAS has identified a 1% enrollment target in Fall 2024 and a 2% target for Fall 2025, for a total 3% growth from Fall 2023.

The UAS Chancellor's Strategic Enrollment Task Force continues to meet. Participants in this group represent our three campuses, academics, student services, and administration. The committee uses the current Enrollment Plan, Hanover Research data, UAS Institutional Effectiveness data, and the Alaska Native Success Initiative recommendations to guide their work. In the fall of 2023, Chancellor Palmer reviewed and approved the updated [Strategic Enrollment Plan](#) (SEP). The plan continues to focus on recruitment, retention, and marketing efforts designed to boost enrollment. This SEP includes brief annual marketing, recruitment, and retention strategies for FY24 and will be reviewed and updated annually.

For more information related to student enrollment, see the Institutional Effectiveness [Student Enrollment Data Dashboards](#). Data resources include:

- [UAS Overview](#) (Public)
- [Enrollment Summary](#) (Public)
- [Enrollment by Major \(open freeze\)](#) (UA Login Required)
- [Enrollment by Major \(close freeze\)](#) (UA Login Required)
- [Historical Course Enrollment](#) (UA Login Required)
- [Active Term Course Enrollment](#) (UA Login Required)
- [Weekly Enrollment Reports, Future Semester](#) (UA Login Required)

UAS Enrollment													
Fall	2019		2020		2021		2022		2023		2024	2025	Goal
	#	%	#	%	#	%	#	%	#	%			
Overall Headcount	2180		2098		2023		1945		1943				2001
Degree Seeking Headcount	1398	64%	1306	62%	1210	60%	1141	59%	1119	58%			1181

Degree Level													
Fall	2019		2020		2021		2022		2023		2024	2025	Goal
	#	%	#	%	#	%	#	%	#	%			
Bachelor's Seeking	733	34%	705	34%	658	33%	580	30%	552	28%			585
Associate's Seeking	277	13%	218	10%	218	11%	237	12%	239	12%			250
Certificate Seeking	99	5%	83	4%	76	4%	68	3%	60	3%			65
Endorsement Seeking	47	2%	58	3%	48	2%	80	4%	69	4%			74
Master's Seeking	230	11%	219	10%	190	9%	156	8%	167	9%			172
Licensure Seeking	12	1%	23	1%	20	1%	20	1%	32	2%			35
Non Degree Seeking	782	36%	792	38%	813	40%	804	41%	824	42%			821

Demographics													
Fall	2019		2020		2021		2022		2023		2024	2025	Goal %
	#	%	#	%	#	%	#	%	#	%			
First Time Freshmen	172	8%	155	7%	149	7%	165	8%	148	8%			>10%
Alaska Native	430	20%	413	20%	452	22%	406	21%	422	22%			>25%
Adults (25 and over)	1307	60%	1225	58%	1160	57%	1037	53%	1049	54%			>50%
Rural Alaska Origin	745	34%	693	33%	741	37%	691	36%	689	35%			>40%
Dual Enrolled	110	5%	186	9%	248	12%	255	13%	253	13%			>15%
First Generation	337	24%	304	23%	280	23%	281	25%	255	23%			>25%
Pell Eligible	322	23%	295	23%	284	23%	239	21%	228	20%			>25%

First time freshmen, Alaska Native, adult, and rural alaska origin, and dual enrollment percentages are based on overall headcount. First generation and pell percentages are based on degree seeking students only and the current year is preliminary.