

# Mission Fulfillment – Core Objective 1

FISCAL YEAR 2025

## 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.*

The University of Alaska Southeast is committed to broadening access to higher education for diverse student populations across Southeast Alaska and beyond. Our programs are delivered through three major academic units: the School of Arts and Sciences, the School of Career Education, and the School of Education. The School of Arts and Sciences, as the largest academic unit, encompasses four departments—Humanities, Social Sciences, Natural Sciences, and Business and Public Administration—each offering robust opportunities for teaching, research, and creative expression. All three academic units leverage the distinctive natural, social, and cultural environment of Southeast Alaska to provide exceptional educational experiences.

In July 2023, UAS welcomed Dr. Aparna Palmer as its new Chancellor. With her leadership and a stabilized budget, the university conducted a comprehensive review of enrollment goals informed by Fall 2023 data. Recognizing that student headcount was falling short of previously set targets, UAS established new, achievable benchmarks: a 1% increase in enrollment for Fall 2024 and a 2% increase for Fall 2025, culminating in a projected 3% growth from Fall 2023.

In 2023, UAS took significant steps to enhance accessibility. Under the leadership of Director of Admissions Brenna Heintz, unnecessarily restrictive admissions policies were identified and adjusted in collaboration with Faculty Senate, removing barriers for prospective students. Additionally, the university expanded dual enrollment pathways through coordinated efforts with local school districts and the UAS Dual Enrollment Coordinator, enabling high school students to earn college credits early. Aligned with the [UAS Strategic Enrollment Plan](#), Admissions, Creative Agency, and Financial Aid teams work collaboratively with academic leadership to identify marketing, recruitment, and financial aid strategies that enhance student pathways to UAS.

Supporting these efforts, the UAS Office of Advancement plays a critical role in removing barriers to education through fundraising and community partnerships. Initiatives such as scholarship support, financial aid fundraising, and partnerships with organizations like local mining companies and community groups help ensure that students from rural and underserved areas have the resources they need to succeed. In 2024, Advancement also spearheaded Giving Tuesday efforts focused on addressing food insecurity, raising over \$1,770 for the UAS Food Pantry and filling its shelves with essential donations. These initiatives underscore UAS's commitment to serving its students and the broader Alaskan community.

UAS is seeing a gradual stabilization and slight uptick in enrollment relative to previous years. With modest increases in enrollment both in the summer and in the fall of 2024, UAS is positioned to grow in the future. The headwinds associated with the impending enrollment cliff, Alaska's aging population, and outmigration, which are more pronounced in Southeast Alaska, continue to be challenges. In response, University leaders are focusing their efforts on strategically diversifying revenue streams to strengthen workforce development and academic programs while also supporting faculty, staff, and students.

The University of Alaska Southeast’s Strategic Enrollment Task Force, revitalized under Chancellor Dr. Aparna Palmer’s leadership, now operates with a renewed mission and all-new membership. Representing UAS’s three campuses, as well as academics, student services, and administration, the Task Force is charged with developing overarching goals to enhance student success, increase enrollment, and elevate the university’s impact.

The Task Force employs a data-driven approach to assess current performance, define outcomes, and set practical milestones. For each goal, the group identifies actionable strategies and measurable tactics that reflect institutional priorities. By providing an annual progress report detailing accomplishments, challenges, and areas for improvement, the Task Force ensures UAS makes consistent, tangible progress toward its enrollment objectives while strengthening its commitment to student success and institutional growth.

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

- [UAS Overview](#) (Public)
- [Enrollment Summary](#) (Public)
- [Term Enrollment by Major](#) (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		2040			2001
Degree Seeking Headcount	1398	64%	1306	62%	1210	60%	1141	59%	1119	58%	1097	54%		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%	526	26%		585
Associate's Seeking	277	13%	218	10%	218	11%	237	12%	239	12%	250	12%		250
Certificate Seeking	99	5%	83	4%	76	4%	68	3%	60	3%	67	3%		65
Endorsement Seeking	47	2%	58	3%	48	2%	80	4%	69	4%	67	3%		74
Master's Seeking	230	11%	219	10%	190	9%	156	8%	167	9%	163	8%		172
Licensure Seeking	12	1%	23	1%	20	1%	20	1%	32	2%	24	1%		35
Non Degree Seeking	782	36%	792	38%	813	40%	804	41%	824	42%	943	46%		821

Demographics														
Fall	2019		2020		2021		2022		2023		2024		2025	Goal
	#	%	#	%	#	%	#	%	#	%	#	%		
First Time Freshmen	172	8%	155	7%	149	7%	165	8%	148	8%	165	8%		>10%
Alaska Native	430	20%	413	20%	452	22%	406	21%	422	22%	448	22%		>25%
Adults (25 and over)	1307	60%	1225	58%	1160	57%	1037	53%	1049	54%	1047	51%		>50%
Rural Alaska Origin	745	34%	693	33%	741	37%	691	36%	689	35%	722	35%		>40%
Dual Enrolled	110	5%	186	9%	248	12%	255	13%	253	13%	325	16%		>15%
First Generation (DS Undergrad)	197	17%	209	20%	204	20%	172	18%	178	19%	145	16%		>25%
Pell Eligible (DS Undergrad)	322	28%	295	28%	284	28%	239	25%	258	28%	271	30%		>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 undergraduate degree seeking students only and the current year Pell is preliminary.