

UAS 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 strives to increase degree-seeking student enrollment. Overall enrollment has been declining over the past several years. We believe that budget reductions and merger discussions created uncertainty among students about enrolling at UAS. The current COVID-19 pandemic also led to an enrollment decrease. From FY20 to FY21, UAS degree-seeking enrollment declined 6%.

UAS has a [strategic enrollment plan](#) in place, with recruitment, retention, and marketing efforts to assist in increasing enrollment. As of Fall 2021, new student registration is increasing with continuing student enrollment declining. UAS has projected 1% growth in Fall 2022, Fall 2023, Fall 2024, and 2% for Fall 2025 for 5% growth from Fall 2021. In January 2022, Chancellor Carey convened a subset of the UAS Core Cabinet to update the UAS Chancellor's Strategic Enrollment Task Force. Participants in this group represent our three campuses, academics, student services and administration. The committee will use the current Enrollment Plan, Hanover Research data, UAS Institutional Effectiveness data, and the Alaska Native Success Initiative recommendations. A draft plan will be provided to the UAS Executive Cabinet by May 15, 2022. This three-year strategic plan should include brief annual marketing, recruitment, and retention strategies for FY23.

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 | | | | | | 2120 |
| Degree Seeking Headcount | 1398 | 64% | 1306 | 62% | 1210 | 60% | | | | | 1345 |

| Degree Level | | | | | | | | | | | |
|---|------|-----|------|-----|------|-----|------|------|------|------|------|
| Fall | 2019 | | 2020 | | 2021 | | 2022 | 2023 | 2024 | 2025 | Goal |
| | # | % | # | % | # | % | | | | | |
| Bachelor's Seeking | 733 | 34% | 705 | 34% | 658 | 33% | | | | | 715 |
| Associate's Seeking | 277 | 13% | 218 | 10% | 218 | 11% | | | | | 240 |
| Certificate Seeking | 99 | 5% | 83 | 4% | 76 | 4% | | | | | 90 |
| Endorsement Seeking | 47 | 2% | 58 | 3% | 48 | 2% | | | | | 60 |
| Master's Seeking | 230 | 11% | 219 | 10% | 190 | 9% | | | | | 215 |
| Licensure Seeking | 12 | 1% | 23 | 1% | 20 | 1% | | | | | 25 |
| Non Degree Seeking | 782 | 36% | 792 | 38% | 813 | 40% | | | | | 775 |
| Percentages are based on overall headcount. | | | | | | | | | | | |

| Demographics | | | | | | | | | | | |
|----------------------|------|-----|------|-----|------|-----|------|------|------|------|-----------|
| Fall | 2019 | | 2020 | | 2021 | | 2022 | 2023 | 2024 | 2025 | Goal |
| | # | % | # | % | # | % | | | | | # % |
| First Time Freshmen | 172 | 8% | 155 | 7% | 149 | 7% | | | | | 210 >10% |
| Alaska Native | 430 | 20% | 413 | 20% | 452 | 22% | | | | | 530 >25% |
| Adults (25 and over) | 1307 | 60% | 1225 | 58% | 1160 | 57% | | | | | 1060 >50% |
| Rural Alaska Origin | 745 | 34% | 693 | 33% | 741 | 37% | | | | | 850 >40% |
| Dual Enrolled | 110 | 5% | 186 | 9% | 248 | 12% | | | | | 320 >15% |
| First Generation | 337 | 24% | 304 | 23% | 272 | 22% | | | | | 335 >25% |
| Pell Eligible | 322 | 23% | 295 | 23% | 271 | 22% | | | | | 3350 >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.