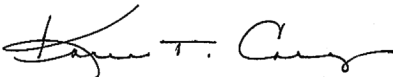


DATE: 1.11.2022

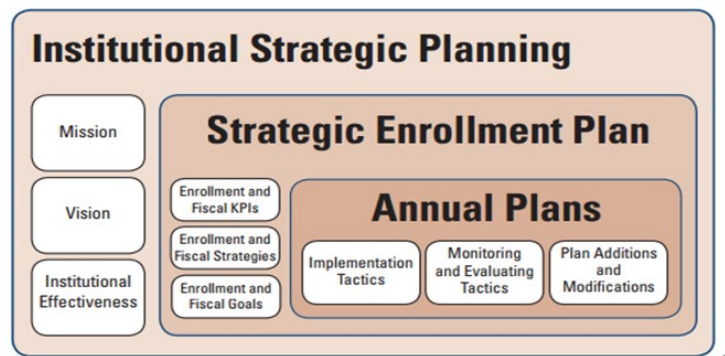
TO: Maren Haavig, Interim Provost (co-chair)
Lori Klein, Vice Chancellor, Enrollment Management & Student Affairs (co-chair)
Ronalda Cadiante Brown, Associate Vice Chancellor, Alaska Native Programs
Michael Ciri, Vice Chancellor, Administration
Paul Kraft, Sitka Campus Director
Kristen Handley, Institutional Effectiveness Director
Carin Silkaitis, Dean of Arts & Sciences
Jackie Wilson, Dean of Students
Janelle Cook, Financial Aid Director
Andrea Dewees, Associate Professor of Spanish and Faculty Senate Chair or designee

FROM: Chancellor Karen Carey 

RE: **Charge for the revitalization of the Strategic Enrollment Task Force**

In December 2018, UAS developed our most recent Strategic Enrollment Plan (SEP). Much has happened during that time, and I would like to reconvene the Strategic Enrollment Task Force to redraft a new plan.

The current Strategic Enrollment Plan was designed using a framework from the Ruffalo Noel-Levitz publication Strategic Enrollment Planning: A Dynamic Collaboration (Second Edition, 2016).



This framework still serves us well and is in-line with our NWCCU accreditation efforts. The current Strategic Enrollment Plan was built to serve as a guide for seven academic years. The landscape in Alaska, and indeed in higher education across the nation, is changing rapidly. UAS must have a highly-strategic and nimble plan that reflects changing demographics, fiscal considerations, and outside factors impacting enrollment. It must include up-to-date data, analysis of trends, targets for recruitment, retention, and completion.

Using the existing SEP, Hanover Research data, UAS Institutional Effectiveness data, and informed by the priorities of the Alaska Native Success Initiative, the task force will be co-chaired by Interim Provost Haavig and Vice Chancellor Klein and will produce a draft plan (FY23-FY25) for the UAS Executive Cabinet by May 15, 2022. This three-year strategic plan should include brief annual plans for marketing, recruitment, and retention for FY23.