

MEMORANDUM

DATE: October 24th, 2024

TO: Lori Klein, Co-Chair, SETF & Vice Chancellor for Enrollment Management and Student Affairs
Carin Silkaitis, Co-Chair, SETF & Interim Provost
Janelle Cook, SETF Member & Director of Financial Aid
Kristen Handley, SETF Member & Director of Institutional Effectiveness
Brenna Heintz, SETF Member & Director of Admissions
Corrine Marks, SETF Member & Assistant Professor of Secondary Education
Damian Medina, SETF Member & Dean of Students
Grace Roller, SETF Member & Assistant Professor of Health Sciences
Shayla Sulser, SETF Member & Advising Coordinator, Business & Public Administration
Dr. Ali Ziegler, SETF Member & Associate Professor of Psychology

FROM: Dr. Aparna D.-N. Palmer, Chancellor *Aparna D.-N. Palmer*

CC: Abi Spofford, Executive Assistant to the Chancellor
Jon Lasinski, Vice Chancellor for Administrative Services
Ronalda Cadiente Brown, Associate Vice Chancellor for Alaska Native Programs & Director of PITAAS
Elizabeth Cornejo, Executive Director for Community Relations & Strategic Partnerships
Chris Natynski, Executive Director for Advancement

RE: **Strategic Enrollment Task Force (SETF) Charge Statement**

The University of Alaska Southeast's Strategic Enrollment Committee is tasked with establishing a concise set of 4-5 overarching goals aimed at enhancing student success, increasing enrollment, and elevating the university's impact. Each goal must include a clear "why" statement, articulating its alignment with the university's mission and vision.

For each goal, the Committee will:

- Develop associated strategies to achieve the goal, identifying specific, actionable tactics under each strategy to guide measurable progress.
- Focus on data-driven decision-making to understand our current position, define desired outcomes, and set practical milestones.
- Emphasize tactics that are realistic and measurable, ensuring that each tactic aligns with broader strategic priorities and contributes to the goal.

The Committee will provide an annual progress report, detailing accomplishments, challenges, and areas for improvement. This structured approach will allow UAS to make consistent, incremental progress each year, with well-defined tactics helping to advance our enrollment objectives in tangible ways.