Institutional Effectiveness, Strategic Enrollment Plan, & McDowell Group Survey

Karen T. Carey, Provost
August 22, 2017
10:30 to 11:00 a.m.
Institutional Effectiveness
Brad Ewing, Director

- **Institutional effectiveness** is the degree to which a university is meeting its stated mission. It is based on an impact-oriented philosophy of continuous organizational improvement. ... The **institution** discovers how effective it is by assessing those outcomes.
Institutional Effectiveness

UAS Institutional Effectiveness (IE) provides leadership and support in the areas of business analytics, program assessment, strategic planning, accountability reporting, accreditation, and governance to support UAS’s mission. UAS IE accesses, analyzes, and reports information from the financial, financial aid, HR, student account, and student database modules in the RPTP data warehouse to ensure wide access to accurate, current, and consistently collected data.

The UAS IE Scope of Work and Prioritization Plan provides an overview of this function at UAS. Additionally, a table is available with direct links to UAS IE Data Portals and Dashboards.

The UAS IE site contains information on the following areas:

- UAS Overview
- Student Data
- Financial Data
- Personnel Data
- Academic Programs & Courses
- Accountability & External Reporting
- Strategic Planning
- Alaska Profile - WICHE
- Governance
- Reporting Calendar
- IE Staff

Contact:
Brad Ewing, 907-796-6231
# Automated Reports

<table>
<thead>
<tr>
<th>STUDENT DATA</th>
<th>FINANCIAL DATA</th>
<th>EMPLOYEE DATA</th>
<th>PROGRAMS &amp; COURSES</th>
<th>DASHBOARDS (Download App.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applications &amp; Enrollment</td>
<td>Transaction Details</td>
<td>Active Assignments</td>
<td>Program Assessment Groups</td>
<td>Executive Dashboard</td>
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<tr>
<td>Enrollment Funnel</td>
<td>Open Encumbrances</td>
<td>Supervisors</td>
<td>Programs Offered by Campus</td>
<td>Apps. &amp; Enrollment Dashboard</td>
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<tr>
<td>Section Enrollment</td>
<td>Grant Proposals</td>
<td>Employee Demographics</td>
<td>Program History</td>
<td>Financial Dashboard</td>
</tr>
<tr>
<td>Course Pass Rates</td>
<td>Fund Balance</td>
<td>Employee Terminations</td>
<td>Section Details</td>
<td>UAS – Daily Report</td>
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<tr>
<td>Enrollment by Degree Seeking Status</td>
<td>Org. - Program Code Mismatches</td>
<td>Employee Turnover</td>
<td>Sections Offered</td>
<td>UAS – Daily Report</td>
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<tr>
<td>Enrollment Clusters</td>
<td>Fiscal Pay Distribution</td>
<td>Performance Evaluations</td>
<td>Section Fill Rates</td>
<td>Section Fill Rates</td>
</tr>
<tr>
<td>Enrollment by Primary Major</td>
<td>Fiscal Ledger</td>
<td>Faculty Workloads</td>
<td>Section Enrollment Ranges</td>
<td>UAS – Daily Report</td>
</tr>
<tr>
<td>Enrollment: College of Education</td>
<td>TVEP Budget</td>
<td>Employee Compensation</td>
<td>Section Capacity</td>
<td>UAS – Daily Report</td>
</tr>
<tr>
<td>UA System – Close Freeze Tables</td>
<td>UAS – Close Freeze Table</td>
<td>UAS – Close Freeze Table</td>
<td>UAS – Daily Report</td>
<td>UAS – Daily Report</td>
</tr>
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<td>Retention Rates</td>
<td>Revenue by Enrolled Majors</td>
<td>Federal Work Study</td>
<td>Course Loads – Credits Taught</td>
<td>UAS – Daily Report</td>
</tr>
<tr>
<td>UA – Close Freeze Tables</td>
<td>UAS – Close Freeze Table</td>
<td>UAS – Close Freeze Table</td>
<td>UAS – Daily Report</td>
<td>UAS – Daily Report</td>
</tr>
<tr>
<td>Pending Graduates Profile</td>
<td>Financial Aid</td>
<td>Leave Expenditures</td>
<td>Course Loads – Avg. Enrollment</td>
<td>UAS – Daily Report</td>
</tr>
<tr>
<td>Awards &amp; Degrees</td>
<td>Student Account Holds</td>
<td>Annual Leave Cash-In</td>
<td>Course Loads – Total Enrollment</td>
<td>UAS – Daily Report</td>
</tr>
<tr>
<td>Average Terms to Completion</td>
<td>Org. Code Hierarchy</td>
<td>Employee List &amp; Instruction</td>
<td>Employee List &amp; Instruction</td>
<td>UAS – Daily Report</td>
</tr>
</tbody>
</table>

Notes: Daily reports update at 5:00 AM
Access rights are based on an employee's access rights to Banner. Login credentials are the same as what you use to login to your UA computer.
This table includes only reports that are produced on a recurring basis and provide wide access to large amounts of information to support various departments at UAS.
Additional reports are available at [www.uas.alaska.edu/ie](http://www.uas.alaska.edu/ie).

Last Updated: July 19, 2017
Enrollment

Enrollment at UAS peaked in fall 2011 and has declined by ~28% from fall 2011 to fall 2016. The chart below shows the unique number of students taking courses at each campus and at the entire university. The UAS total is less than the sum of the campuses since some students take courses on multiple campuses. The closure of the Professional Education Center plays a significant role in the decline on the Juneau Campus.

Enrollment in degree programs has increased by +45% at UAS since 1998. However, the numbers of freshman, sophomore, and graduate students have declined since fall 2010. The following chart shows the percent change in degree seeking students by class standing from fall 2010 to fall 2016.
The chart below shows the significant change in the UAS student population by degree seeking status from 1998 to 2016. There are many reasons for this shift, including better advising and placement of students into degree programs, increased tuition rates pricing out casual non-degree seeking students, and a shift in course offerings to support degree completion.

Rates throughout Alaska, increased tuition rates at UAS, increased online offerings from UAA and UAF, and unemployment rates reverting to pre-recession levels have all contributed to the recent decline in freshman and sophomore enrollment at UAS. This has led to a decrease in lower division enrollment and will continue to impact enrollment trends over the next few years.

The table below provides a brief overview of the UAS student population. Based on recent trends, the majority of student credit hours (SCH) earned at UAS will be earned from e-learning courses in the future.

<table>
<thead>
<tr>
<th>Fall 2016</th>
<th>Juneau</th>
<th>Ketchikan</th>
<th>Sitka</th>
<th>UAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headcount</td>
<td>1,873</td>
<td>684</td>
<td>874</td>
<td>2,891</td>
</tr>
<tr>
<td>% Female</td>
<td>67%</td>
<td>69%</td>
<td>70%</td>
<td>67%</td>
</tr>
<tr>
<td>% Male</td>
<td>33%</td>
<td>31%</td>
<td>28%</td>
<td>32%</td>
</tr>
<tr>
<td>% AK Nat./Amer. Ind.</td>
<td>15%</td>
<td>19%</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>Median Age</td>
<td>28</td>
<td>28</td>
<td>25</td>
<td>28</td>
</tr>
<tr>
<td>Student FTE</td>
<td>896</td>
<td>209</td>
<td>275</td>
<td>1,381</td>
</tr>
<tr>
<td>Student Credit Hours</td>
<td>12,895</td>
<td>3,136</td>
<td>4,121</td>
<td>20,152</td>
</tr>
<tr>
<td>e-Learning as % of Total SCH</td>
<td>43%</td>
<td>74%</td>
<td>71%</td>
<td>53%</td>
</tr>
</tbody>
</table>
Attrition
Of the freshmen enrolled at UAS in fall 2010, 29% received an award within six years and 15% were still enrolled at UAS in fall 2016. Attrition refers to the remaining 55%—those students in the freshman cohort who did not receive an award and were not still enrolled within six years. Of this cohort’s total attrition, 35% occurred during the first year and the remaining 65% during the third year through sixth years.

Timing of Attrition: Fall 2010 Cohort

Graduation Rates
First-time degree-seeking students who started at UAS in fall 2010 achieved a 19% completion rate from UAS and a 34%

Programs by Enrollment & Awards
The ten programs with the most enrolled primary majors at UAS in FY17 are below.
1. A.A. General Program, 188 students
2. B.B.A. Business Administration (ACCT), 176 students
3. B.L.A. Liberal Arts, 126 students
4. B.A. Social Science, 122 students
5. A.A.S. Business Administration, 111 students
6. M.P.A. Public Administration, 111 students
7. B.B.A. Business Administration (MGMT), 104 students
8. B.A. Elementary Education, 84 students
9. M.A.T. Elementary Education, 76 students
10. A.A.S. Health Information Mgt., 56 students

The ten programs with the most degrees, certificates, or endorsements awarded at UAS in FY17 are below. This list represents 51% of the 591 FY17 awards.
1. A.A. General Program, 50 awards
2. O.E.C. Certified Nurses Aid, 48 awards
4. M.P.A. Public Administration, 34 awards
5. A.A.S. Business Administration, 29 awards
6. B.B.A. Business Administration (ACCT), 28 awards
7. B.L.A. Liberal Arts, 28 awards
8. G.L.I. Elementary Education, 18 awards
9. M.Ed. Educational Leadership, 17 awards
10. B.A. Social Science, 16 awards
Graduation Rates
First-time degree-seeking students who started at UAS in fall 2010 achieved a 19% completion rate from UAS and a 34% total completion rate by fall 2016. In comparison, the national benchmarks are 49% completion from the same institution and 62% total completion. After six years, 17% of the UAS fall 2010 cohort were still enrolled at any institution and 53% were not enrolled at any institution, compared to respective national benchmarks of 13% and 24%.

The first occupational endorsement (OEC) was awarded in FY07 and the first graduate licensure (GLI) was awarded in FY08. In FY17 there were 51 GLI awards earned and 94 OEC awards earned, representing 25% of the awards earned at UAS in FY17.

UAS Degrees, Cert., & Endorsements Awarded

<table>
<thead>
<tr>
<th>Year</th>
<th>Master's</th>
<th>Bachelor's</th>
<th>Associate</th>
<th>Certificate</th>
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<tbody>
<tr>
<td>'98</td>
<td>204</td>
<td>214</td>
<td>269</td>
<td>298</td>
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<tr>
<td>'99</td>
<td>259</td>
<td>212</td>
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<td>254</td>
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<td>'17</td>
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Strategic Enrollment Plan

University of Alaska Southeast

Strategic Enrollment Plan:
Initial Draft Framework for
FY18 – FY22 Plan

Prepared for:
Chancellor’s Strategic Enrollment Task Force

Prepared by:
Brad Ewing, Director of Institutional Effectiveness
Joe Nelson, Vice Chancellor of Enrollment Mgmt. & Student Affairs
Karen Carey, Provost

August 10, 2017
As a long term strategic document with clearly articulated University-wide enrollment goals, the SEP will also serve as a guidepost for planning and decision making in budget development, facilities management, and other operating plans, including housing, dining services, recreation.
Members

- Rick Caulfield
- Michael Ciri
- Joe Nelson
- Karen Carey
- Paula Martin
- Jill Hanson
- Julie Vigil
- Brad Ewing
- Priscilla Schulte
- Megan Buzby
- Amanda Triplett
- Alison Krein
- Janelle Cook
- Eric Scott
McDowell Group Survey

- Spring 2017
- Student Satisfaction/Retention Survey
- Can be found on the IE website under Student Data: Surveys
  - [http://www.uas.alaska.edu/ie/docs/2017RetentionStudy.pdf](http://www.uas.alaska.edu/ie/docs/2017RetentionStudy.pdf)
Initial Review of 2017 Report

- **Methodology**
  - Responses: 553 current students, 473 former students
  - Margin of error: Maximum at 95% confidence interval is ± 3.6% for current students and ± 3.6% for former students
  - Weighted for fall 2015 proportion of FT/PT (28%/72%)
Juneau (Campus Life)
Academic Experience

Juneau DS F2F vs. all UAS students

- More satisfied with
  - Learning Center
  - Academic advising from faculty
- Less satisfied with
  - Availability of courses
  - Variety of courses offered
  - Schedule of courses
  - Availability of online courses
  - Variety of degree/certificate programs
Juneau (Campus Life)
Student Experience

Juneau DS F2F vs. all UAS students
• Higher satisfaction with and importance of
  • Extracurricular opportunities
  • Housing availability
  • Quality of social life
• More satisfied with
  • Counseling/mental health services
Sitka Academic Experience

Sitka students vs. all UAS students

- Higher satisfaction with and importance of
  - Availability of online courses
- More satisfied with
  - Quality of instructors
  - Academic advising from faculty
  - Advising from academic advisors
- Less satisfied with
  - Quality of campus facilities
  - Writing support
Sitka Student Experience

Sitka students vs. all UAS students
- More satisfied with
  - Overall responsiveness of UAS staff to student needs
- Less satisfied with
  - Counseling/mental health services
  - Disability services
  - Quality of social life
  - Extracurricular opportunities
  - Housing availability
  - Financial aid
Ketchikan Academic Experience

Ketchikan students vs. all UAS students

- Greater importance of
  - Writing support
  - Quality of instructional materials

- More satisfied with
  - Quality of campus facilities
  - Schedule of courses
  - Variety of courses offered
  - Advising from academic advisors

- Less satisfied with
  - Quality of degree/certificate programs

Ketchikan students vs. all UAS students
Ketchikan Student Experience

Ketchikan students vs. all UAS students

• Greater importance of Help desk
• More satisfied with
  • Overall responsiveness of UAS staff to student needs
  • Quality of social life
• Less satisfied with
  • Counseling/mental health services
  • Preparation for employment
  • Disability services
  • Housing availability
Academic experience by course load

Part-time vs. full-time students

• Greater importance of
  • Availability of online courses
  • Schedule of courses
• More satisfied with
  • Availability of courses
  • Schedule of courses
  • Variety of courses offered
  • Variety of degree/certificate programs
• Less satisfied with
  • Advising from academic advisors
  • Academic advising from faculty
  • Learning Center
Student experience by course load

Part-time vs. full-time students

• Greater importance of Help Desk
• Less satisfied with
  • Housing availability
  • Quality of career counseling services
  • Quality of social life
  • Counseling/Mental Health Services
• Extracurricular opportunities
Questions?