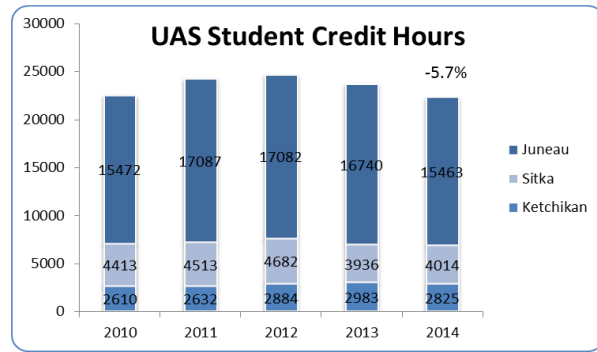
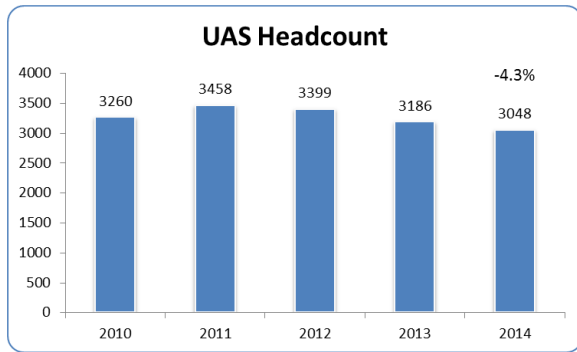


Fall 2013 Opening Enrollment

Headcount and Student Credit Hours



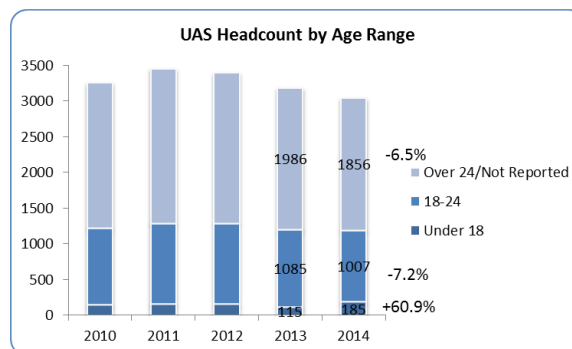
Juneau -5.0%
Ketchikan +1.7%
Sitka -4.6%
UAS -138 students

-7.6%
-5.3%
+2.0%
-1,357 SCH

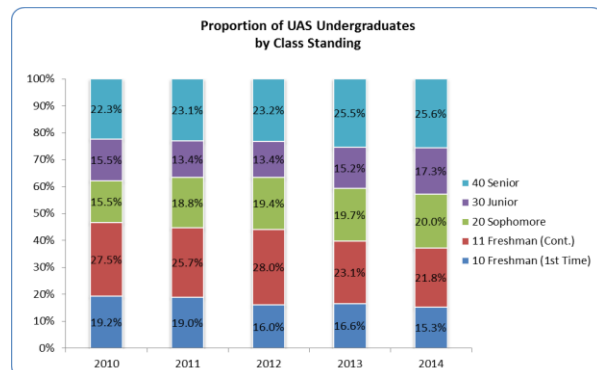
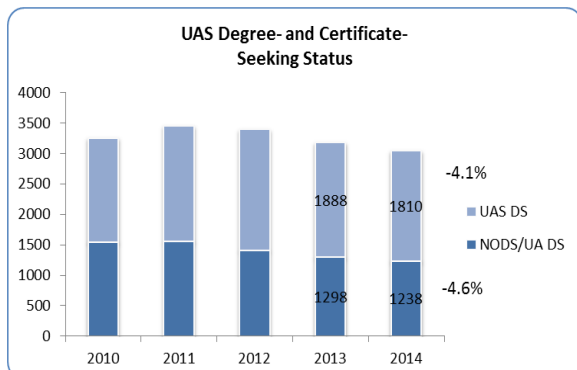
Gender, Race, Age, Residency

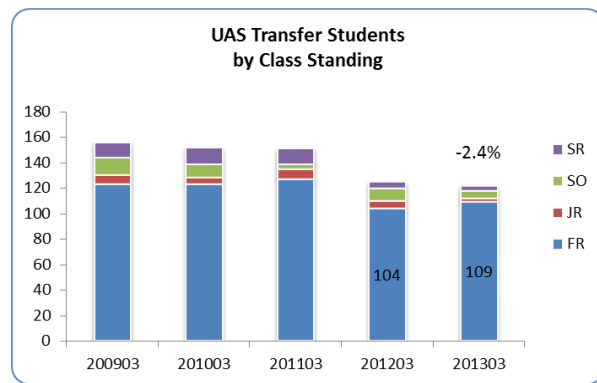
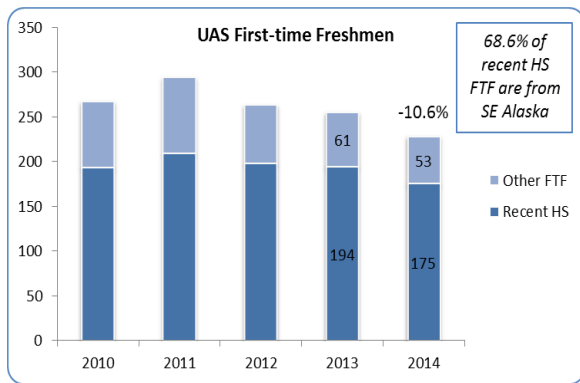
	2010	2011	2012	2013	2014	Δ HC
Women	67.1%	65.6%	65.9%	65.8%	65.5%	-99
Alaska Native/American Indian	16.6%	14.1%	15.3%	17.5%	17.9%	+2
18-24 year olds	33.0%	32.8%	33.2%	34.1%	33.0%	-78
Non-resident	10.1%	13.6%	13.5%	14.5%	13.5%	-46

Proportions are of all students.

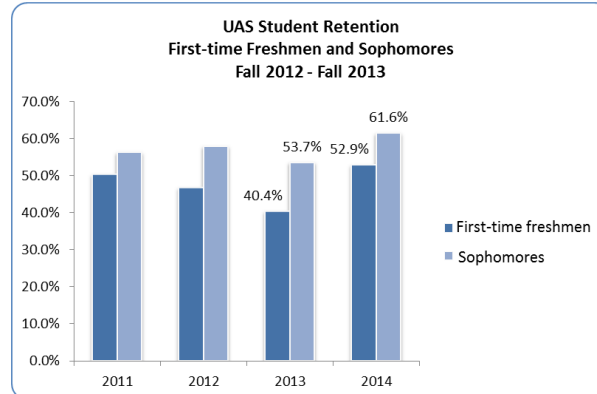
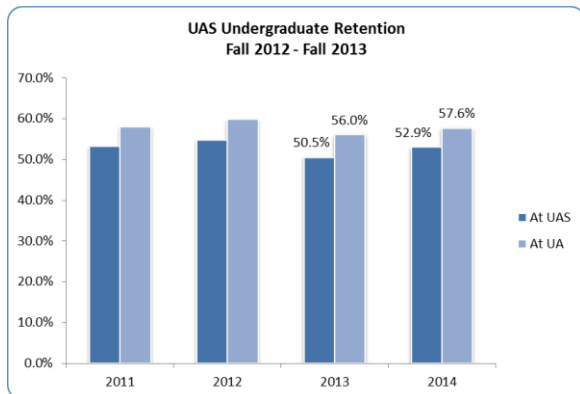
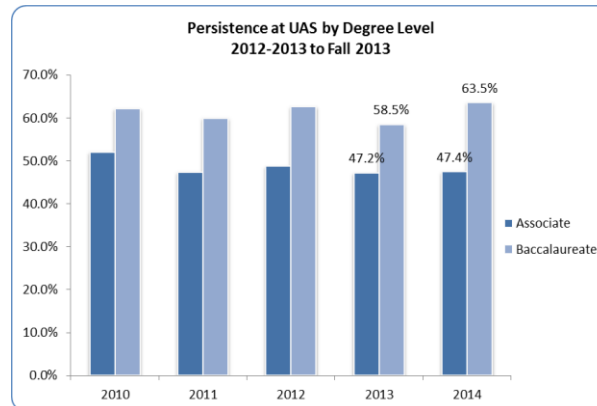
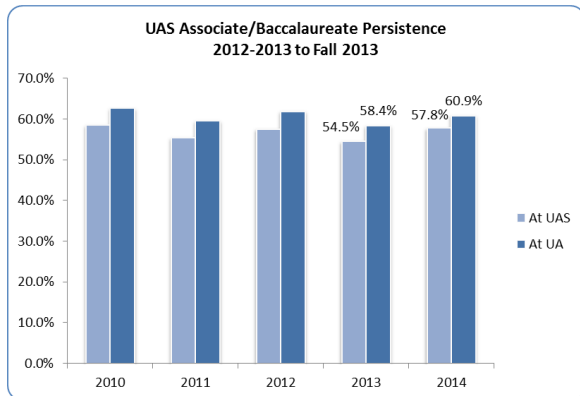


Class Standing

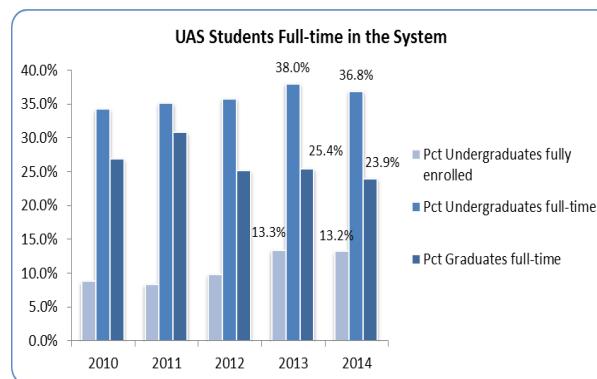
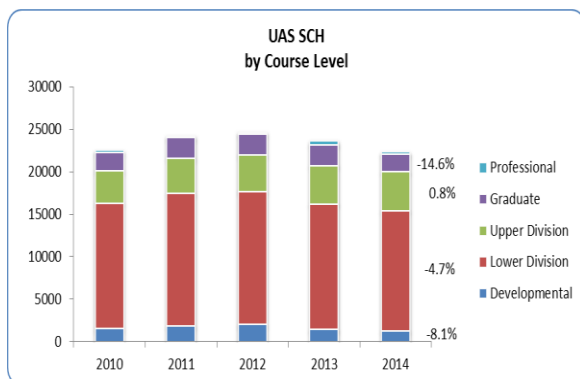




Retention & Persistence



Student Credit Hours



Developmental English -11.5%
Developmental math -5.5%

Data source: UA Decision Support Database, compiled by UAS IE from opening extracts.

Challenges

- Recent high school graduates declining since 2010-2011 (∴ fewer first-time freshmen).
- Improving economy (∴ fewer non-degree seeking, older students, full-time graduate students).
Unemployment rates for July, 2013, seasonally adjusted:
 - Statewide: 6.3%
 - Juneau: 4.8%
 - Ketchikan: 5.4%
 - Sitka: 5.3%
- Undergraduate recruiter position was unfilled last spring (∴ no increase in transfer students or non-residents).

Recent Initiatives

- English placement test score alignment with UAA and UAF (∴ fewer SCH in developmental English).
- Early Alert (∴ greater retention).
- Continued Stay on Track tuition waivers for fully enrolled students (∴ maintenance of fully enrolled students).
- Extensive outreach to non-returning students from all three campuses, and focused outreach through Sitka to increase awareness of Fish Tech and Law Enforcement programs.

Outreach efforts and improved persistence helped, but did not counter-balance greater challenges.

New Initiatives

- Accelerated English course offerings this fall at Juneau.
- Writing Services at the Learning Center.
- Academic Recovery Plan.
- EMAS Pro.
- Changes in communication plans for recruiting.
- McDowell Group marketing plan being developed.
- More out of state recruitment planned and already scheduled in Pacific Northwest, WUE states, some mid-west states.
- “Curriculum integration” and improved intra- and inter-campus communications to improve student services through Sitka.
- Improvements to outreach processes, including earlier outreach and better documentation.

Opportunities

- “High touch” advising at the new residence hall.
- Outreach to students having some college credit.