



**Division of Student and Enrollment Services**

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**DATE:** July 17, 2008  
**TO:** Susan Henrichs, Provost  
**FROM:** Tim Barnett, Vice Chancellor, Student & Enrollment Services   
**RE:** FY10 Operating Budget Requests

**Unit Requesting:** Student & Enrollment Services  
**Contact person:** Tim Barnett, Vice Chancellor for Student & Enrollment Services  
**Title:** Improve Admissions Processing Efficiency  
**Priority:** 2

**Description:**

SES is requesting permanent funding for three positions in the Office of Admissions. One position will be a Seattle based admissions counselor, and the other two positions would be processors/clerks. The processor positions are currently term funded with salary savings and carry forward.

**Justification:**

UAF Recruitment has changed significantly over the last few years. This was done to meet changing demographics and student trends with comprehensive marketing and sales promotion. The latest data indicates the number of high school graduates will continue to dip to record lows over the next 10 years before leveling off in 2017. To maintain our recruitment numbers and meet our enrollment goals, it is necessary to restructure our recruitment staff. We have held recruiters more accountable for their territories and we have expanded their responsibilities.

The changes that have been made so far within the Office of Admissions have resulted much quicker processing time; in Spring 07 it took 6 weeks to process what now takes 6 days in Spring 08! Applications are up 6.5%, Admits are up 22%, Freshman applications are up over 20%, and UA Scholar apps are up 17%. These advances would not have occurred without the increased staffing levels in FY08 – funded by one-time carry forward.

**This request is for \$200,000**

**Impact on PBB Metrix:**

Adequate staffing levels in the Office of Admissions will positively impact student retention and student credit hours.

**Relationship to SW Planning Areas:**  
Student Success