

# School of Management

## *University of Alaska Fairbanks*



## Enrollment Management Plan

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The School of Management's (SOM) Enrollment Management Plan (EMP) includes comprehensive efforts that target both enrollments and retention. This coordinated effort has brought the School unparalleled success with student credit hours (SCH) increasing by 23% over the last three years. The objective of this revised Enrollment Management Plan is to outline recruiting and advising strategies that will continue effectively to increase enrollment and retention in the business, accounting and economic programs. The primary responsibility for the coordination of recruiting and advising efforts is the staff advisor/recruiter. The responsibility for this position includes promoting, marketing and recruiting potential students both internally and externally and ensuring that they flourish once admitted to the School of Management.

### **Academic Advising**

SOM uses a central staff academic advisor for all of its undergraduate students and faculty advisors for its two graduate programs. The staff advisor provides the academic advice for pre-majors and SOM students. Career advising is still the responsibility of the faculty; students are referred to a career advisor in their respective programs.

The internal academic advising for SOM has benefited students greatly. They feel welcome, known and understood. Students have expressed their gratitude for the streamlined program. In essence, it is a one-stop-shop for advising, registration and four-year plans between semesters as well as a convenient place to come with any needs that arise throughout the semester.

### **Admitted, but not enrolled, phone calls**

Within two weeks after an undergraduate student has been admitted, the SOM advisor will contact the student by telephone or email. A phone call is preferable. Later, the students are phoned and congratulated on their admission to UAF SOM and they are invited to become a friend of SOM via Facebook and Twitter.

### **Business Minors**

SOM has increased efforts in attracting students to complete a business minor. The Sports Management option is the most recent addition to the business minor. Other minor options include Finance, Management and Organizations and Marketing and General Business.

## **Diversity**

Through recruitment and advising we encourage diversity through communication and openness to people of all backgrounds and ethnic origins. SOM's largest minority population of students at the undergraduate level is Alaska Native, and therefore, they are our largest focus. Many of these students come from small rural communities; the transition to a larger community like Fairbanks may be difficult. SOM employs a professional staff advisor for the Native Alaskan Business Leader (NABL) student organization. This group consists of students from a variety of majors across campus, and the organization is a means of assisting native Alaskan students to make the transition from rural to city life. Weekly events are held on Friday nights for NABL and other Native students and their families to create a strong community presence at UAF.

## **Graduation Orientation**

In February 2009, SOM hosted an exciting new event for Graduating Seniors. The Graduation Orientation was held one week prior to the Graduation Application deadline. Staff representatives from Career Services, the UAF Bookstore, the Alumni Office, the Graduation Office, the Graduate School and faculty from the MBA and MS Economic Programs attended the event. The purpose of the event was to answer questions early for graduating seniors and ease the workload during crunch time. Graduation applications, announcement and regalia order forms were available at the event. Door prizes were awarded during the orientation. It was deemed successful according to the students in attendance.

## **High School Outreach**

Classroom visits are made in both the Fall and Spring semesters to speak with students in grades 9 through 12 about the opportunities in business, accounting and economics. Classroom visits are made by the staff, faculty and alumni and include dynamic faculty presentations and motivating alumni success stories. The staff advisor continues to develop strong teacher and counselor relationships, promote SOM, answer general admissions questions and coordinate campus visits. Additionally, the Dean, Associate Dean and the staff advisor attend events in which high school counselors are brought on campus. We reach out to high school students who are UA Scholars and students who attend A.P. Economics, accounting and business career development classes. The classroom visits include schools in the Fairbanks North Star Borough School District and in the cities of Anchorage and Palmer.

## **UAF Inside Out**

Inside Out is a campus preview day. Local high school juniors and seniors are invited to visit the campus and experience UAF from the “inside out.” Students, parents and guests attending ask questions, get answers and experience life at UAF. Students speak with representatives from admissions and financial aid, attend classes and meet with current UAF students.

## **International Students**

The Office of Admissions, in conjunction with the International Programs Office, visits countries where our target students are located. The majority of the international students admitted to SOM are at the graduate level. Helpful to SOM in attracting international students has been Dr. John Lehman, Professor of Business Administration and the Director of the Office of International Programs. Recently, Dr. Daniel Julius, Vice President of Academic Affairs, has led an effort dedicated to recruiting undergraduate students from China.

## **Major Mania**

Major Mania was held on the same Monday in March as Inside Out. SOM was in attendance showcasing the Accounting, Business, Economics and Emergency Management majors available to UAF students. The booth was staffed by SOM faculty, staff and members of SOM student organizations.

## **Marketing**

The School of Management has been proactive in the marketing of its programs. The Dean with the staff advisor and various other faculty members visit every 100-level SOM course each semester to welcome the students to the School. We routinely use brochures, fliers, Facebook, e-mailing, text messaging, twittering, our flat screen and our website to keep in contact with students.

## **Military**

SOM will increase its presence in the military by coordinating with the Admissions Office and the Office of Education Services for the military to arrange regularly-scheduled meetings with prospective students interested in accounting, business and economics. We will also be presenting to military groups who are in transition, either entering or departing from the military, and looking for educational opportunities.

## **Probation Contracts**

SOM instituted probation contracts for its students. The rationale behind the contracts is that students will meet with their academic advisor *at least* three times during the semester. Students set personal and academic goals and meet with the SOM academic advisor to check in on the progress of these goals.

## **Recruiting Events**

SOM attends local and statewide college and career fairs.

## **Student Organizations**

The School of Management has budgets specifically for student organizations with the design of increasing support to boost retention rates by supporting the valuable student organizations. The Associated Students of Business (ASB), Great Alaskan Accounting People (GAAP), Native Alaskan Business Leaders (NABL), Student Investment Fund (SIF), Students in Free Enterprise (SIFE) and Students Who Enjoy Economic Thinking (SWEET) are organizations covering the range of major programs offered by SOM. By supporting these groups and their endeavors in practical and tangible ways, students will gain opportunities for future professional ventures. Support for student organizations is exhibited by faculty advisor support, staff support and monetary backing.

## **Very Early Warning System**

SOM is notified by Dana Thomas, Associate Provost of General Studies, of students in need of early intervention. The intervention is done via telephone or email. It is communicated to the students that SOM wants to hear how their semester is going, ask if they know what their current grades are, ask if they are attending their classes, and hear whether they have questions. We ask the students if they are aware of, and are utilizing appropriate academic resources.