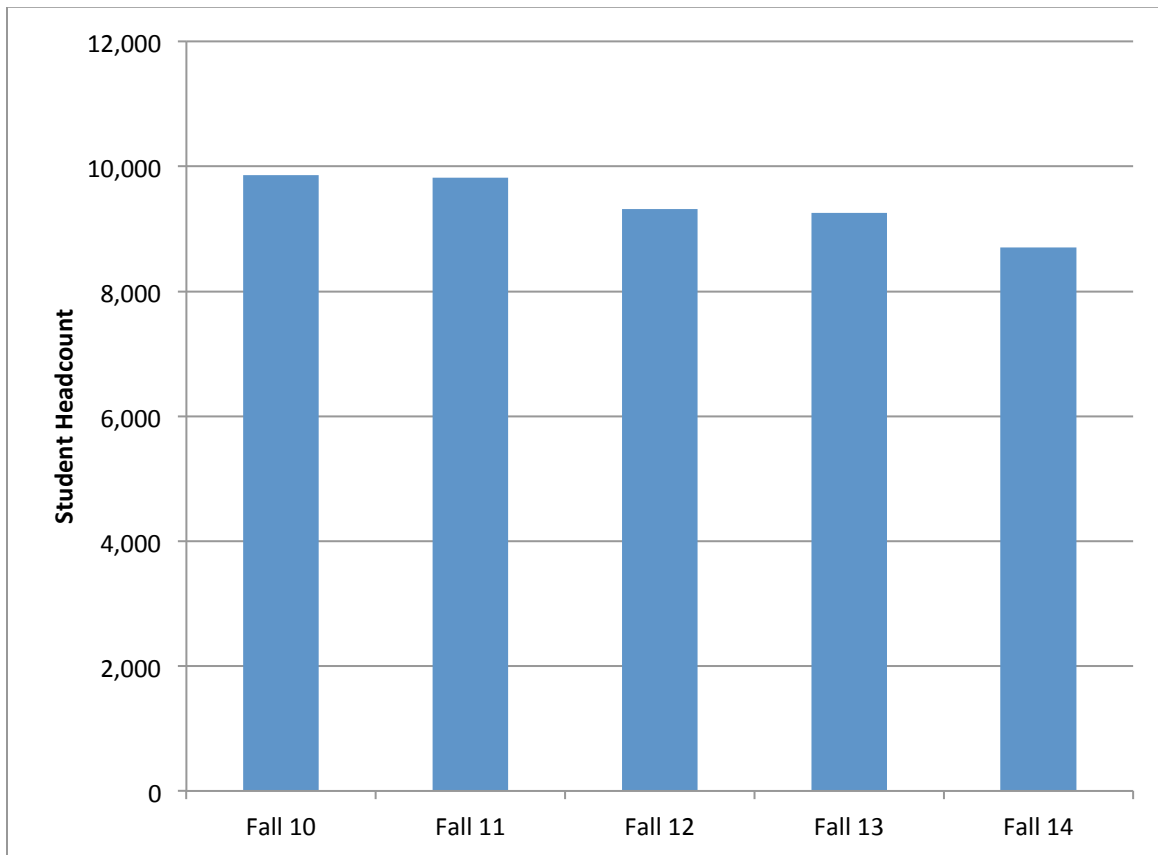


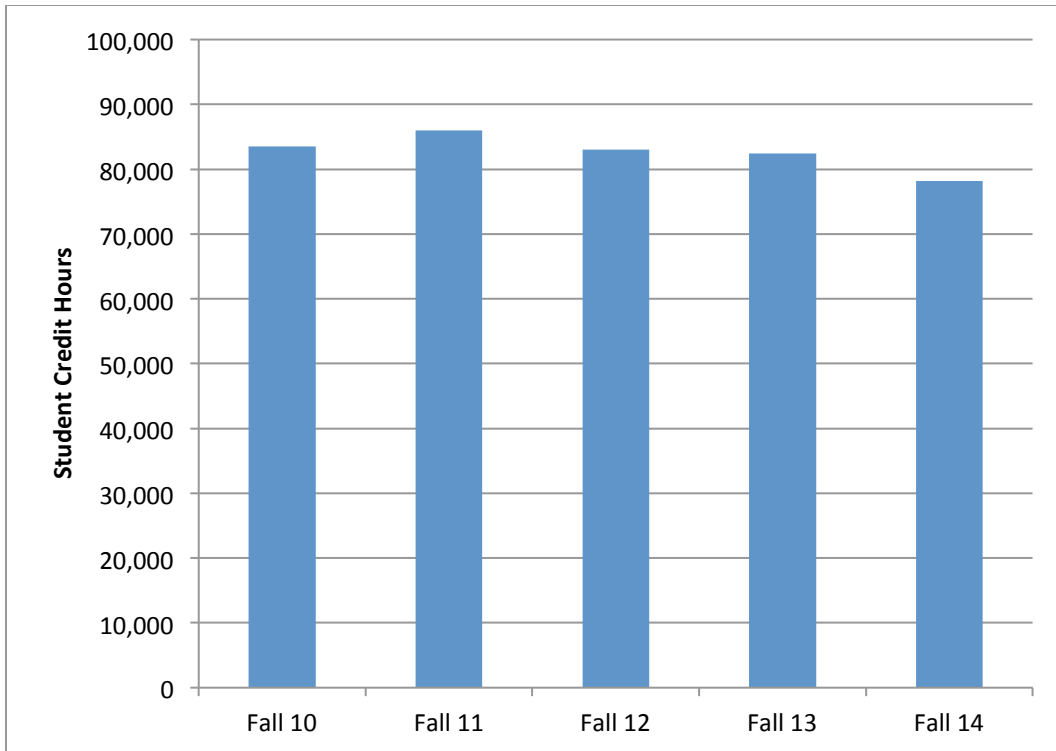


## Fall 2014 Opening Enrollment

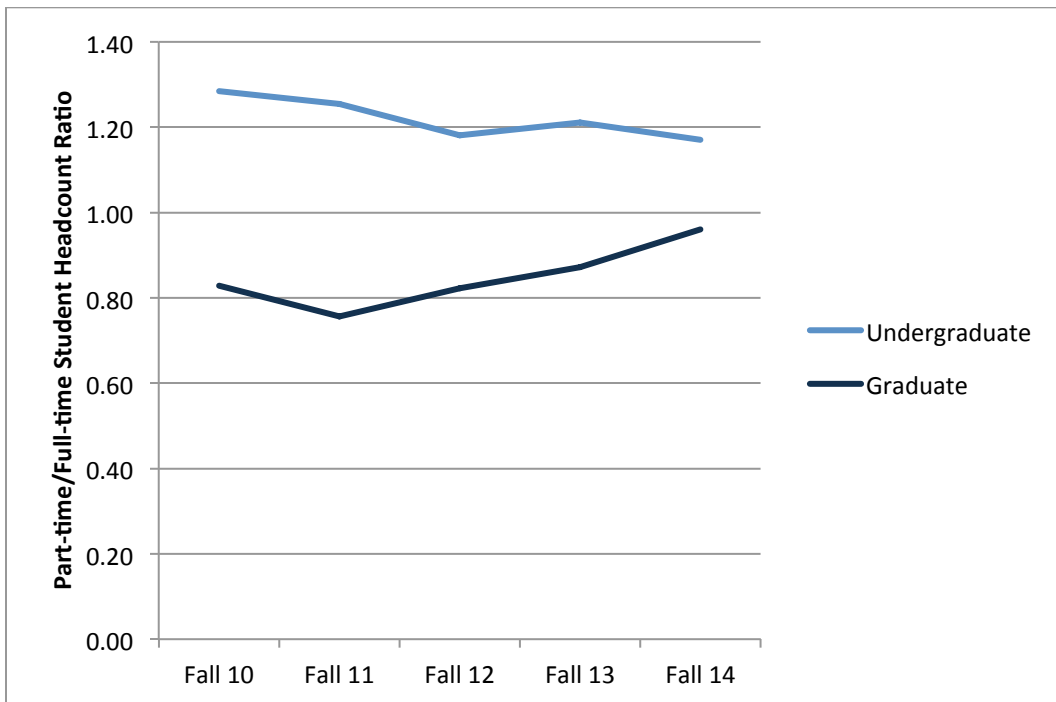
University of Alaska Fairbanks total fall 2014 opening headcount was 8,700, down (-6.0%) from fall 2013 (Figure 1). UAF total student credit hours (SCH) were 78,217, down (-5.1%) from fall 2013 (Figure 2). The 2014 headcount (-6.0%) and SCH (-6.4%) were also down relative to Fall 2010. Fall 2010 was the peak year of high school graduates in Alaska and also had high rates of national and local unemployment due to the continuing recession, both factors that tend to increase enrollment. Alaska high school graduates numbered 8245 in 2010, but decreased to 7861 by 2013 (<http://education.alaska.gov/stats/>). The 2014 Alaska high school graduate numbers are not yet available, but grade 12 enrollment in 2013-2014 was down 2.0% relative to the previous year. The unemployment rate in the Fairbanks region averaged 0.2 percentage point lower during the first eight months of 2014 compared with that time period in 2013 ([http://data.bls.gov/timeseries/LAUMT022182000000003?data\\_tool=XGtable](http://data.bls.gov/timeseries/LAUMT022182000000003?data_tool=XGtable)). This is the lowest unemployment rate since 2007 and well below the average rate for the first eight months of 2010, 7.2%. Low unemployment has a negative effect on CTC enrollment, in particular.



**Figure 1. Total UAF opening headcount, including community campuses.** The 2012 opening data freeze occurred after some students were dropped for non-payment (DNP), while both the 2013 and 2014 freezes occurred before DNP. DNP was not implemented during 2010-2011. The 2012 opening enrollments are therefore reduced relative to others in the series.

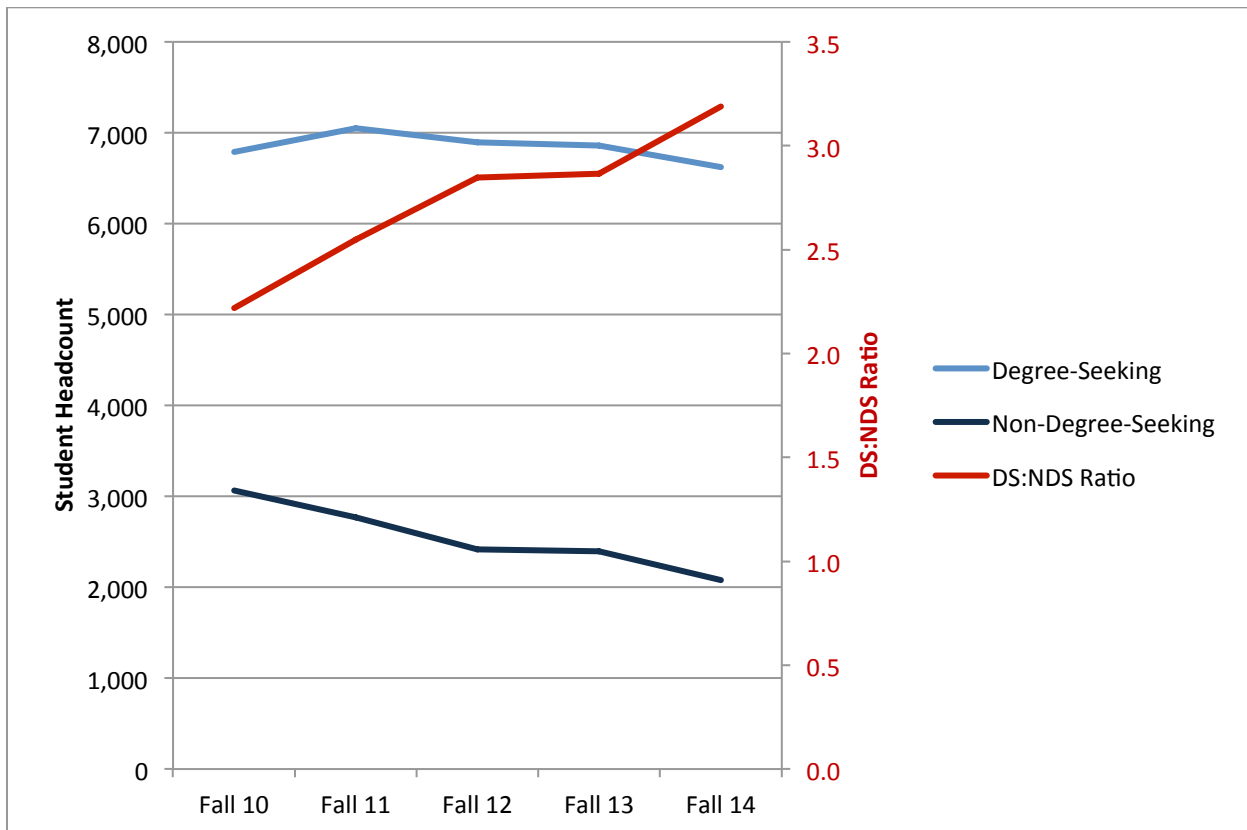


**Figure 2. Total UAF opening student credit hours, including community campuses.** The 2012 opening data freeze occurred after some students were dropped for non-payment (DNP), while both the 2013 and 2014 freezes occurred before DNP. DNP was not implemented during 2010-2011. The 2012 opening enrollments are therefore reduced relative to others in the series.



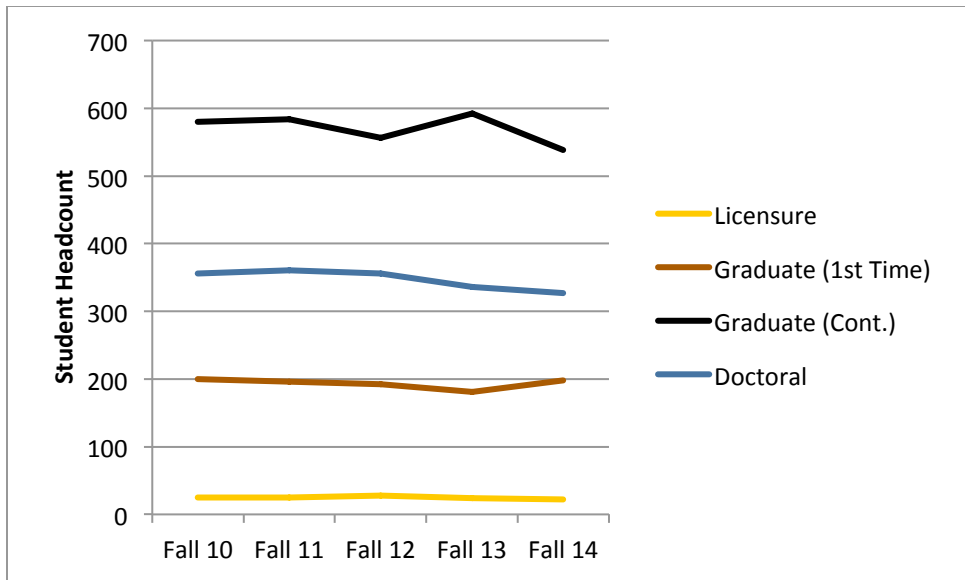
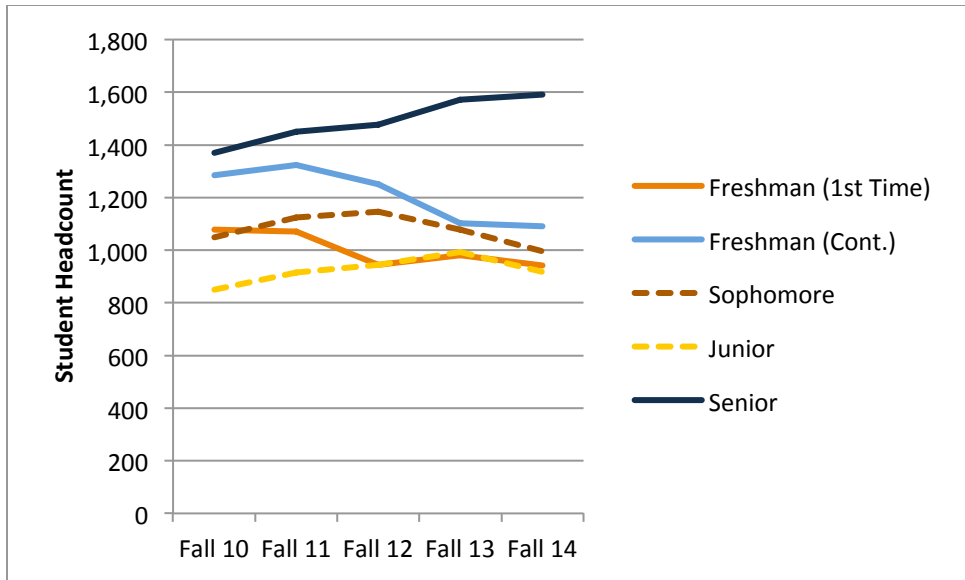
**Figure 3. UAF part-time/full-time student headcount ratio, including community campuses.**

The 2014 opening UAF PT:FT undergraduate student ratio was 1.17 (Figure 3); this ratio has declined slightly over the past five years, and is very similar to that at UAA in both magnitude and trend. The graduate student PT:FT ratio was 0.87. The ratio has increased from 0.83 in Fall 2010, but remains much less than those at UAA and UAS, which were 2.95 and 3.57, respectively. This reflects the fact that far more of UAF's graduate students are research or teaching assistants, as is typical of research universities. UAF's Degree Seeking/Non-degree Seeking (DS:NDS) student ratio continued to increase, from 2.2 in 20010 to 3.2 for fall 2014 (Figure 4). This trend is likely due to the fact that only degree-seeking students are eligible for most financial aid. Degree-seeking student headcount has declined much less than that of non-degree-seeking students over the past five years.



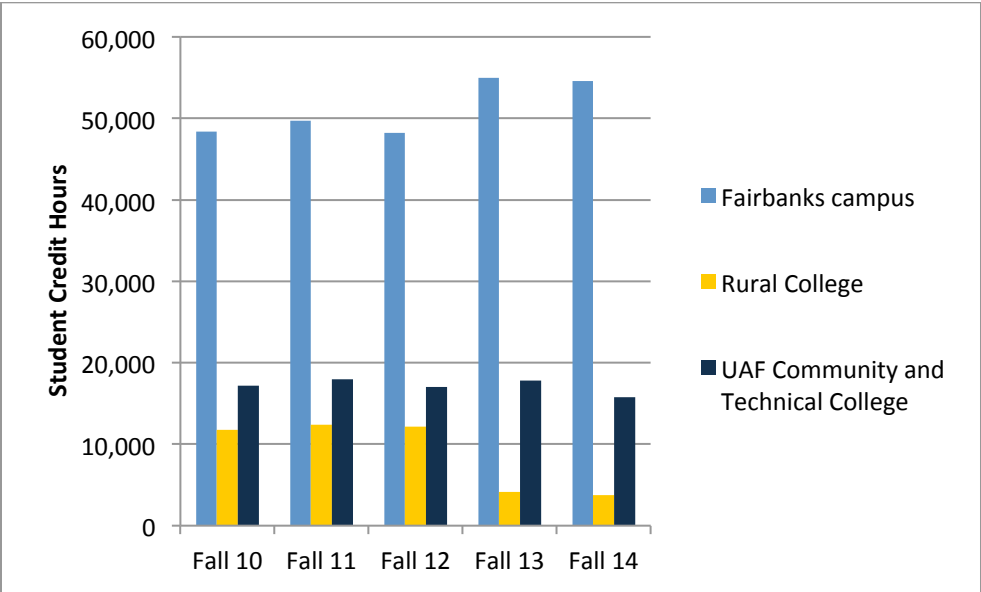
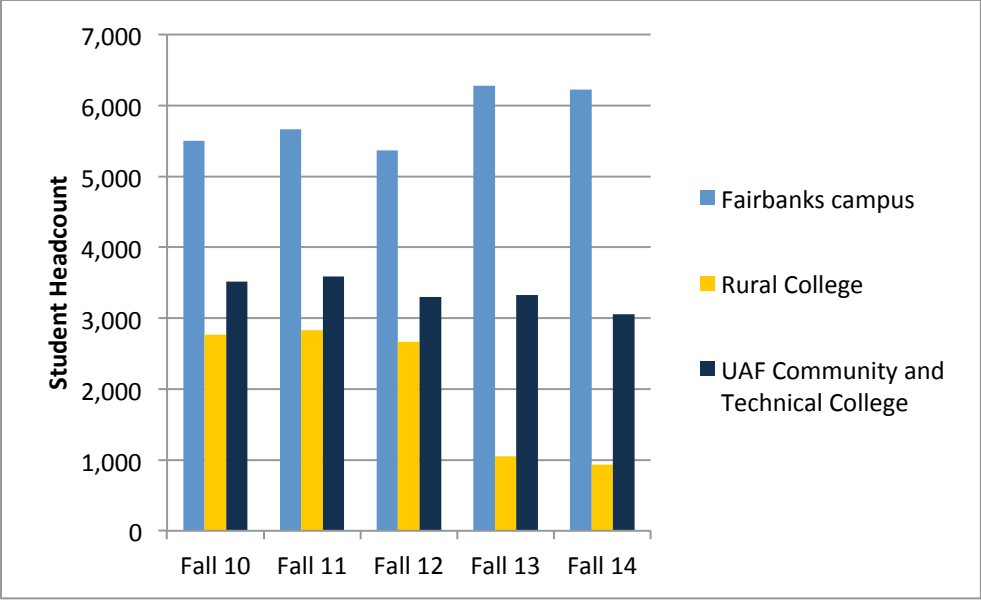
**Figure 4. UAF Degree-seeking and non-degree seeking student headcount and ratio.** DS=Degree-seeking, NDS=Non-degree-seeking.

Fall 2014 first-time freshman headcount was down (-4.0%) relative to fall 2013 (Figure 5a). Continuing freshman enrollment and sophomore enrollment were also down, -1.1% and -7.6%, respectively. This is not due to poorer performance in baccalaureate full-time freshman retention, which at 80% is about the same as last year's 81% (UA-level retention, Figure 8). Loss of students due to non-retention is mainly at the associate level and with part-time students, and one explanation is that lower unemployment rates have resulted in their getting jobs. Senior enrollments were up (1.1%), which is due to the relatively large freshman classes in 2010 and 2011 and good retention of those cohorts.



**Figure 5a. and 5b. UAF enrollment by class standing.** The decrease in doctoral students from 2012 to 2013 was mainly due to the shift of student headcount in the joint Clinical~Community Psychology Ph.D. program to UAA after they were accredited as a doctoral granting institution.

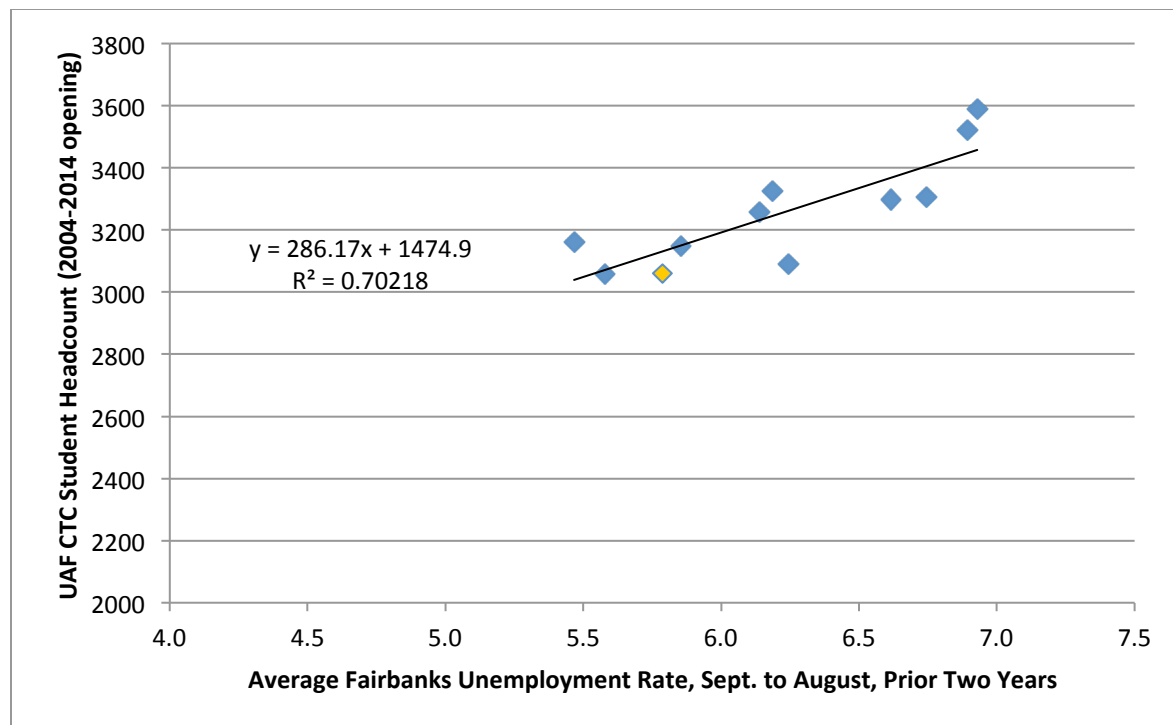
Total graduate enrollment was down (-4.2%), mainly due to a decrease in continuing master’s students (Figure 5b), which in turn was partly due to a high number of master’s graduates during the 2013-14 academic year. New master’s students were up 9.4%. Doctoral student headcount was down slightly (-2.7%). UAF has placed a high priority on maintaining graduate enrollment by continuing to offer research and teaching assistantships despite decreases in both general fund and research grant revenue.



**Figures 6a. and 6b. UAF student headcount and student credit hours for the Fairbanks Campus, Rural College, and Community and Technical College.** After 2012, most eLearning and Distance Education enrollment was moved from the Rural College to Fairbanks Campus, accounting for the sudden change in relative enrollments in those two units.

Fairbanks Campus enrollments, both headcount and student credit hours, were down only slightly (-0.8%) from fall 2013 to fall 2014 (Figure 6a and 6b). CTC enrollment was down substantially (-8.0% in headcount and -11.2% in student credit hours). A small part of the decrease could be due to an administrative shift of some general education courses to Fairbanks campus, but continuing low unemployment in Fairbanks is the primary reason (Figure 7). Opening enrollment figures are not usually

good indicators of final enrollments at rural campuses, and so the data from those campuses will not be discussed until closing figures are available.

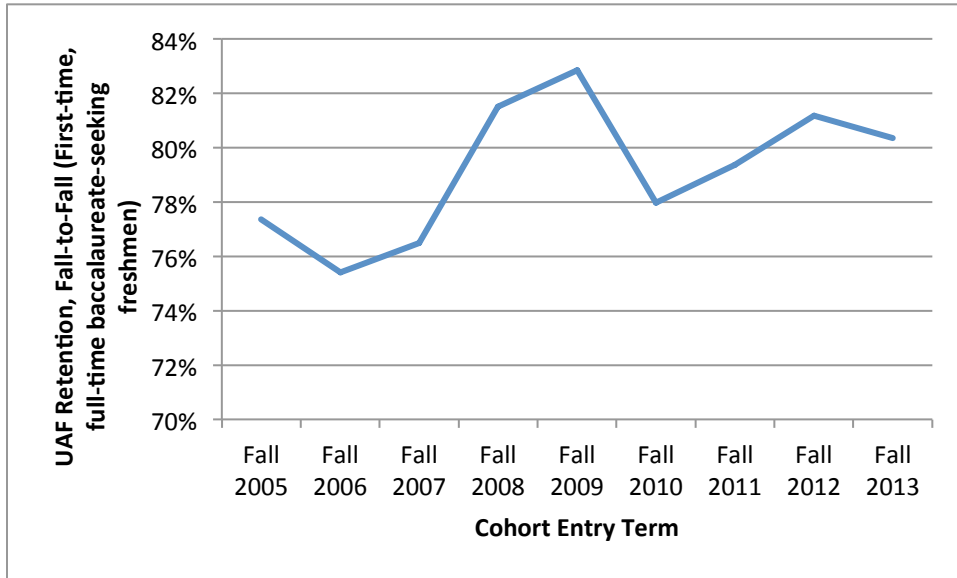


**Figure 7. Correlation of the two-year average Fairbanks unemployment rate and UAF CTC opening headcount.** The gold symbol is Fall 2014 enrollment.

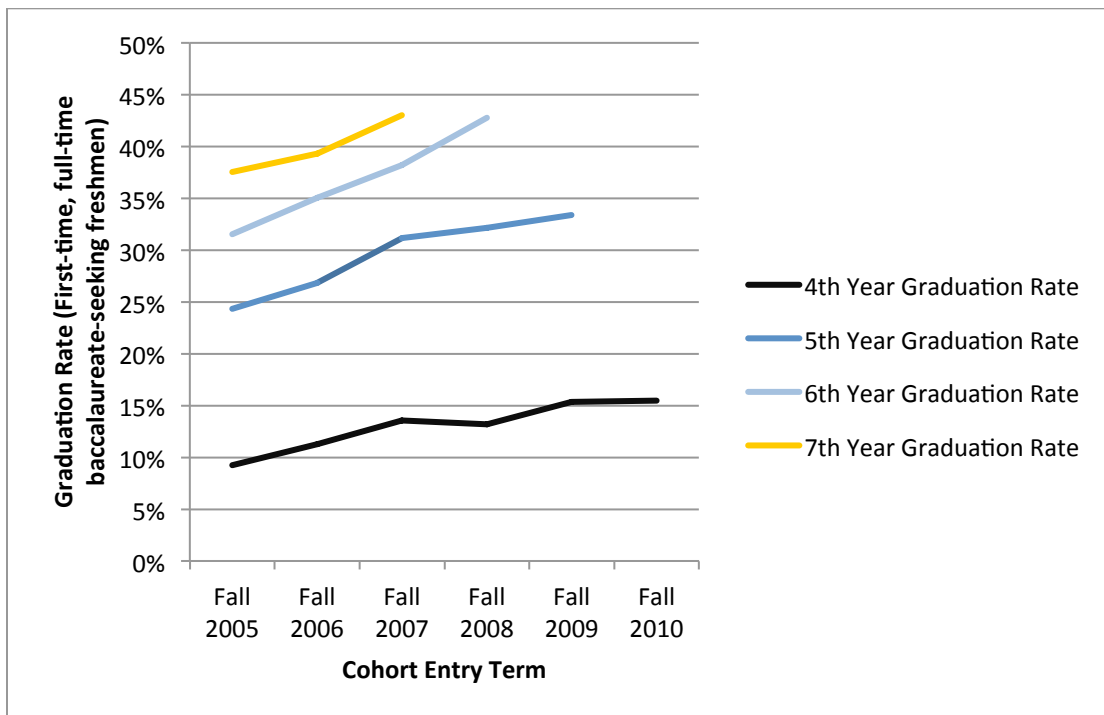
UAF aims to increase enrollments by investing additional effort in recruiting and by improving retention. New or augmented recruiting efforts include repeated contacts with UA Scholars and APS (Alaska Performance Scholarship) recipients, beginning as soon as the award recipients are announced; work with the Alaska Commission on Postsecondary Education (ACPE) on earlier announcement of APS recipients and outreach to high school counselors about the APS program; systematic communication with high school counselors, including invitations to tour UAF and participate in information sessions; UAF recruiter visits to Alaska high schools and building trust and interest among school personnel and counselors; an improved communication process with potential transfer students and transfer applicants; contracting with WES (World Education Services) for an analysis of markets for international student recruitment; and a thorough analysis of applicant data to determine which recruiting efforts have been most effective. UAF partners with ethnic and minority community groups to encourage a college-going culture in minority populations and arranges for community groups to mentor and support existing students of color.

Retention efforts include the recently legislatively funded intensive advising initiative, implemented in fall 2012 for Fairbanks campus and in fall 2013 for CTC and Kuskokwim campus. Comprehensive advising involves frequent (biweekly or monthly) meetings with an academic advisor, tutoring services, financial aid advising, and a proactive approach to addressing a student’s challenges. In addition UAF has expanded the Early Warning process to all freshman core classes. At week three, instructors are asked to identify the students who are not attending class or have not been successful with initial course work, and those students are contacted by an advisor to discuss the student’s options. UAF has formed a Retention and Persistence Committee consisting of faculty and student services staff to explore best practices in communication and support of existing students and to disseminate and encourage adoption of best practices across UAF colleges, schools and departments. These efforts, together with an

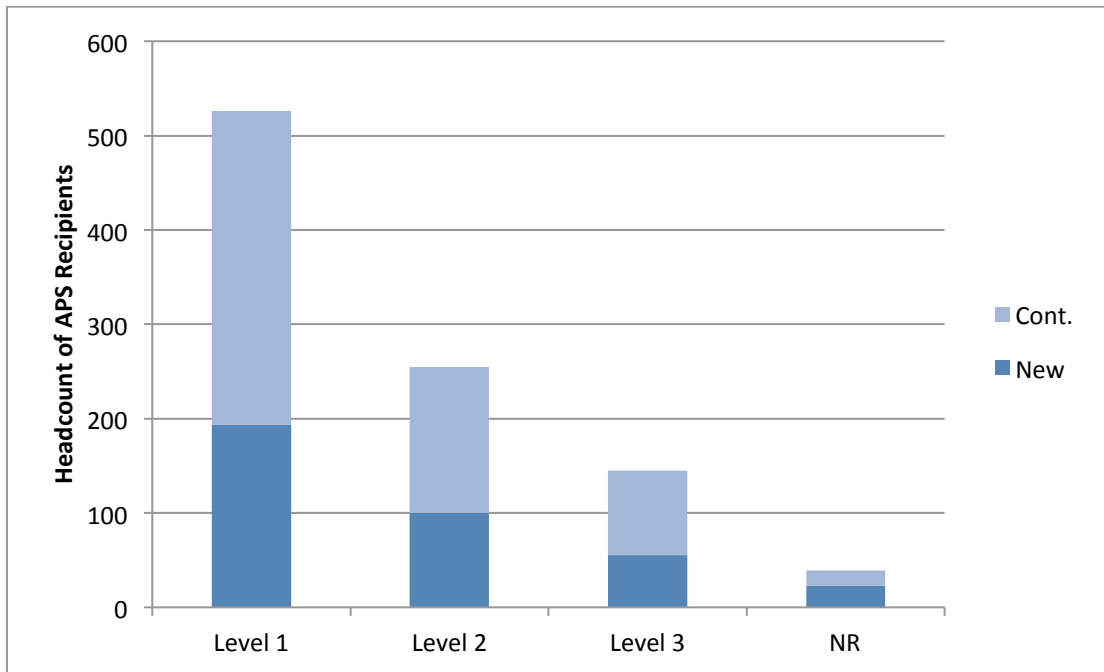
increased baccalaureate admission standard in fall 2008 and mandatory placement implemented the following year, have led to steady increases in the baccalaureate graduation rate (Figure 9). The six year graduation rate (Fall 2008 cohort) reached 43% this year.



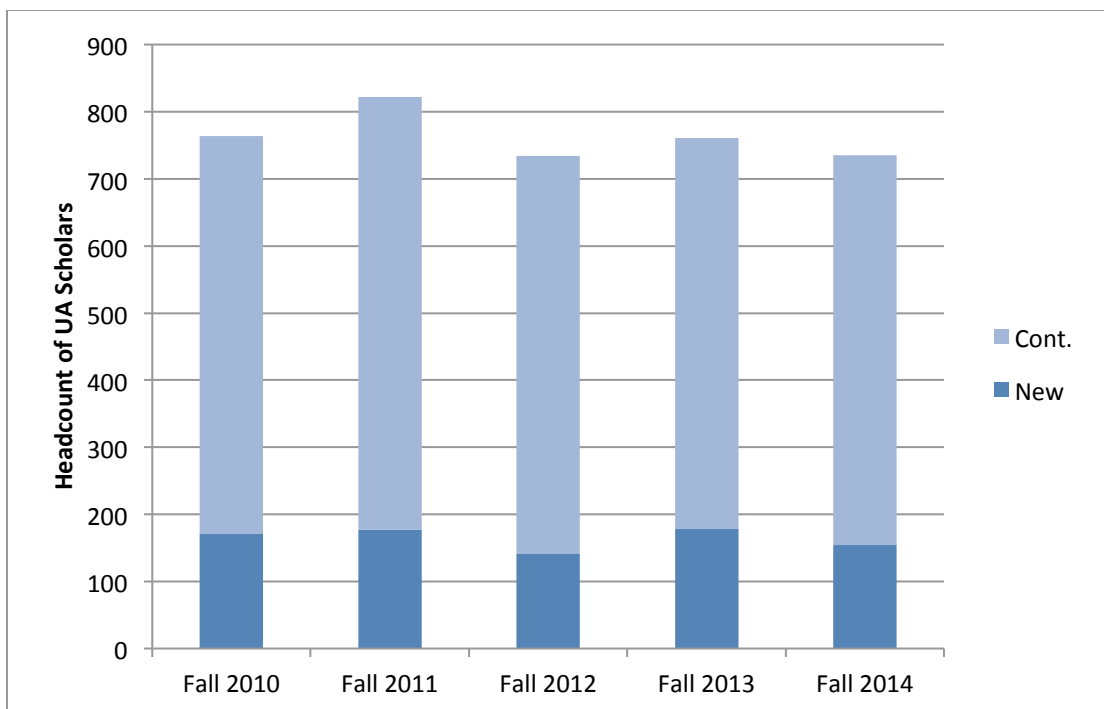
**Figure 8. UA-level retention of UAF first-time, full-time baccalaureate degree seeking students.** The 2008 and 2009 retention rates were unusually high, and this is inferred to be due to the recession.



**Figure 9. UAF baccalaureate student graduation rates, for students entering as first-time, full-time freshmen.**



**Figure 10. UAF headcount of Alaska Performance Scholarship Recipients in fall 2014.**



**Figure 11. UAF Headcount of UA Scholars.**

UAF continues to be successful in recruiting UA scholars and APS recipients (Figures 10 and 11). UAF enrolls 40% of the APS recipients who attend UA institutions and 38% of the UA scholars, compared with



about 31% of the total students. New UAF APS recipient enrollments were up 2.8% overall and 15% for Level 1 recipients.

### **Summary: UAF Fall 2014 Opening Enrollment**

University of Alaska Fairbanks total fall 2014 opening headcount was 8,700, down (-6.0%) from fall 2013. UAF total student credit hours were 78,217, down (-5.1%) from fall 2013. The 2014 headcount (-6.0%) and SCH (-6.4%) were also down relative to Fall 2010. Fall 2010 was the peak year of high school graduates in Alaska and also had high rates of national and local unemployment due to the continuing recession. Since 2010, Alaska high school graduates have decreased and unemployment has fallen, making recruitment and retention of students more difficult. Fairbanks Campus enrollments, both headcount and student credit hours, were down only slightly (-0.8%) from fall 2013 to fall 2014. Retention of first-time, full-time baccalaureate seeking students remained good at 80% (UA level retention). CTC enrollment was down substantially (-8.0% in headcount and -11.2% in student credit hours). This decrease is largely due to persistently low unemployment rates in the Fairbanks area. Opening enrollment figures are not usually good indicators of final enrollments at rural campuses, and so the data from those campuses will not be analyzed until closing figures are available. Total graduate enrollment was down (-4.2%), mainly due to a decrease in continuing master's students, but new masters students were up 9.4%. Doctoral student headcount was down slightly (-2.7%). UAF has placed a high priority on maintaining graduate enrollment by continuing to offer research and teaching assistantships despite decreases in both general fund and research grant revenue. UAF continues to be successful in recruiting UA scholars and Alaska Performance Scholarship recipients. UAF enrolls 40% of the APS recipients who attend UA institutions and 38% of the UA scholars, compared with about 31% of the total students. New UAF APS recipient enrollments were up 2.8% overall and 15% for Level 1 recipients. Overall, although UAF enrollments are down, recruiting efforts have been effective given the unfavorable climate for enrolling students.