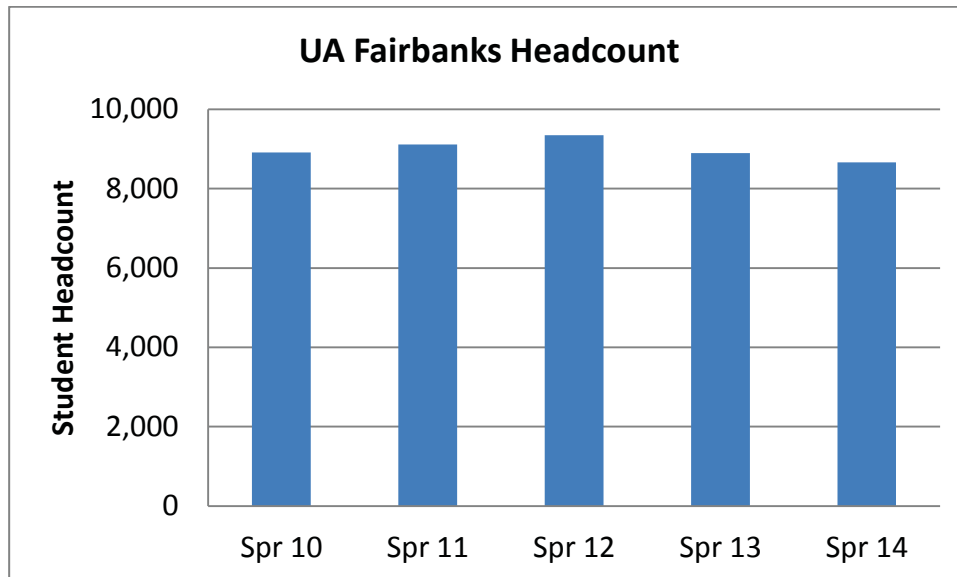
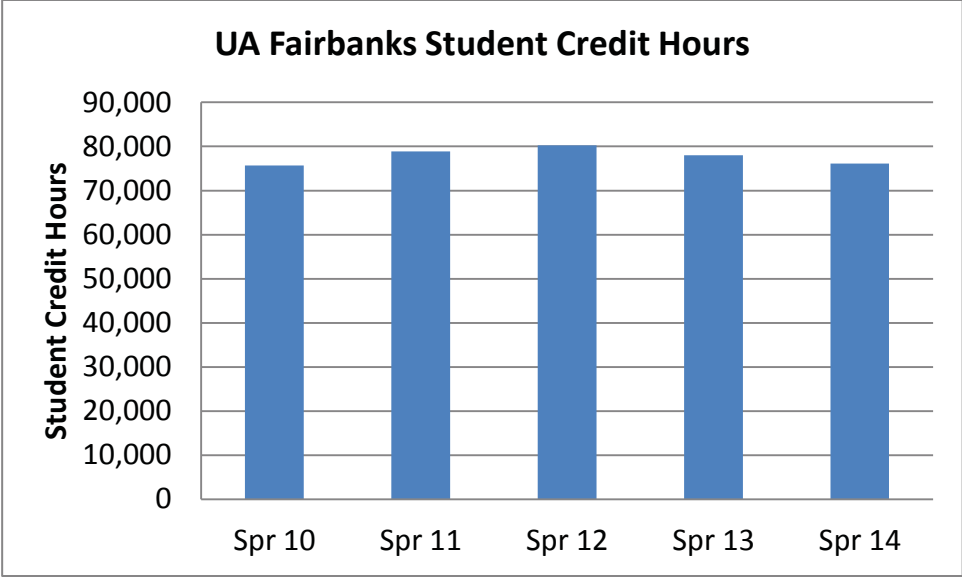




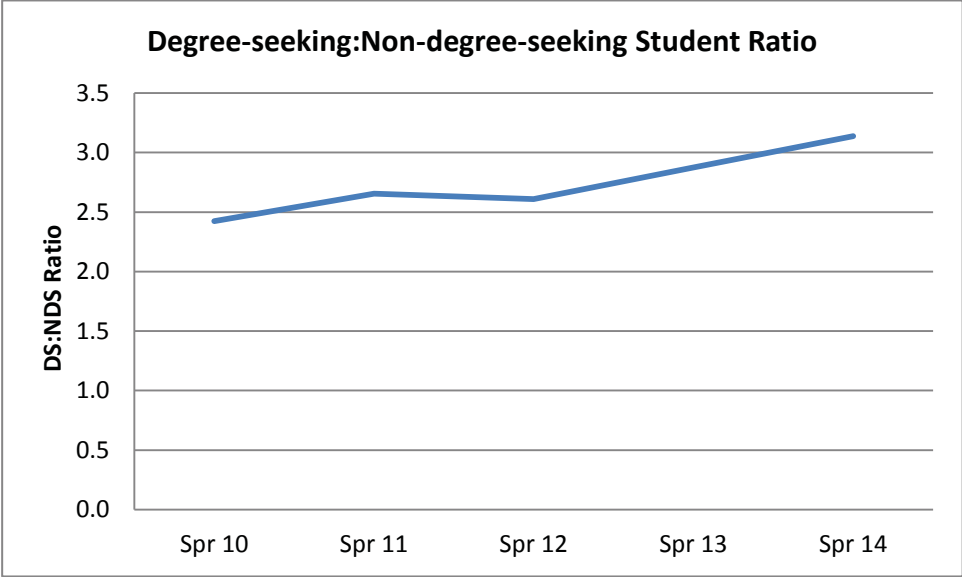
University of Alaska Fairbanks Analysis of Spring 2013 to Spring 2014 Enrollment Trends: Open Freeze

Over the past decade, UAF spring semester enrollment has correlated very strongly with fall enrollment ($r^2 = 0.98$ for SCH), and that trend is continuing. Much of the correlation is simply because more than 90% of degree-seeking students enrolled in a fall semester enroll again in spring (excluding those who graduate in December), and the rest is due to external conditions affecting fall enrollment still applying in the spring semester. The student headcount for the University of Alaska Fairbanks (UAF) as a whole decreased 2.7% from spring 2013 to spring 2014, a decrease of 239 students. The headcount decrease since spring 2010 was similar, 2.8%. The student credit hour (SCH) decrease was smaller (-2.4% since 2013, +0.6% since 2010), and as expected was very similar to the SCH decrease from fall 2012 to fall 2013 (-2.7%). Changes in enrollment by campus in from spring 2013 to spring 2014 were mainly due to the shift of eLearning and Distance Education enrollments from the Rural College to the other campuses; that change mainly benefited Fairbanks campus, but resulted in increases for UAF Community and Technical College (CTC) and Kuskokwim Campus as well.





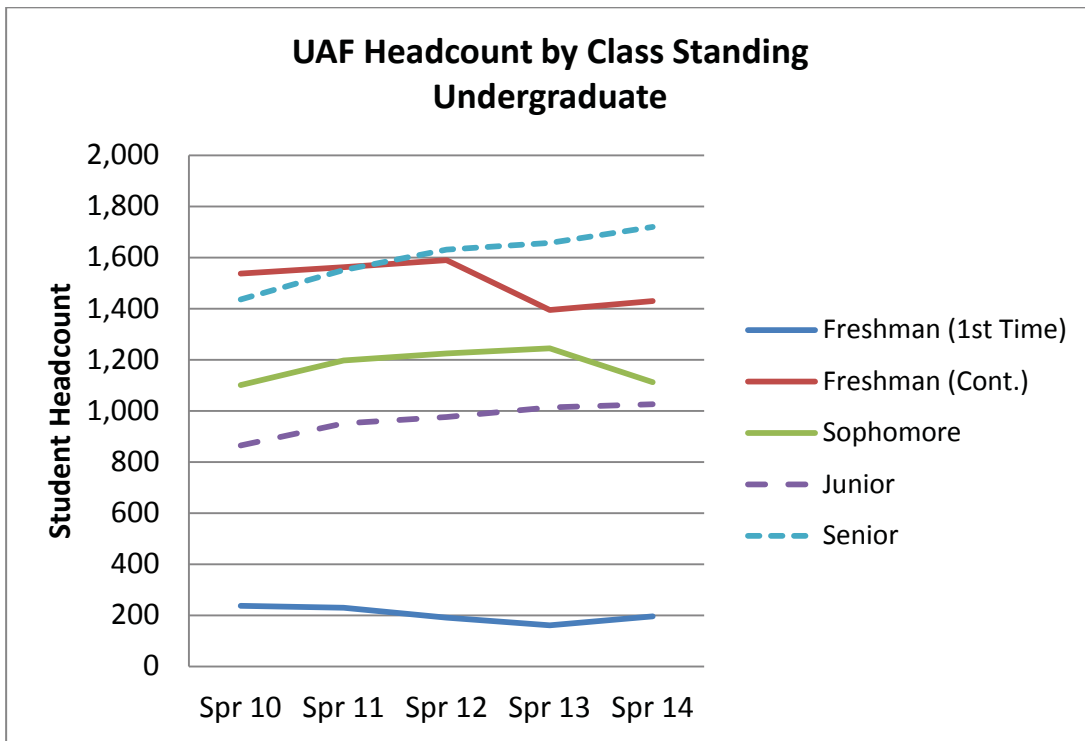
There has been a long-term trend toward a greater proportion of degree-seeking students at UAF, which is continuing this academic year. That is driven, in part, by financial aid availability. This trend, along with efforts to encourage degree-seeking students to enroll in more credits, is keeping SCH enrollments greater relative to headcount enrollments.

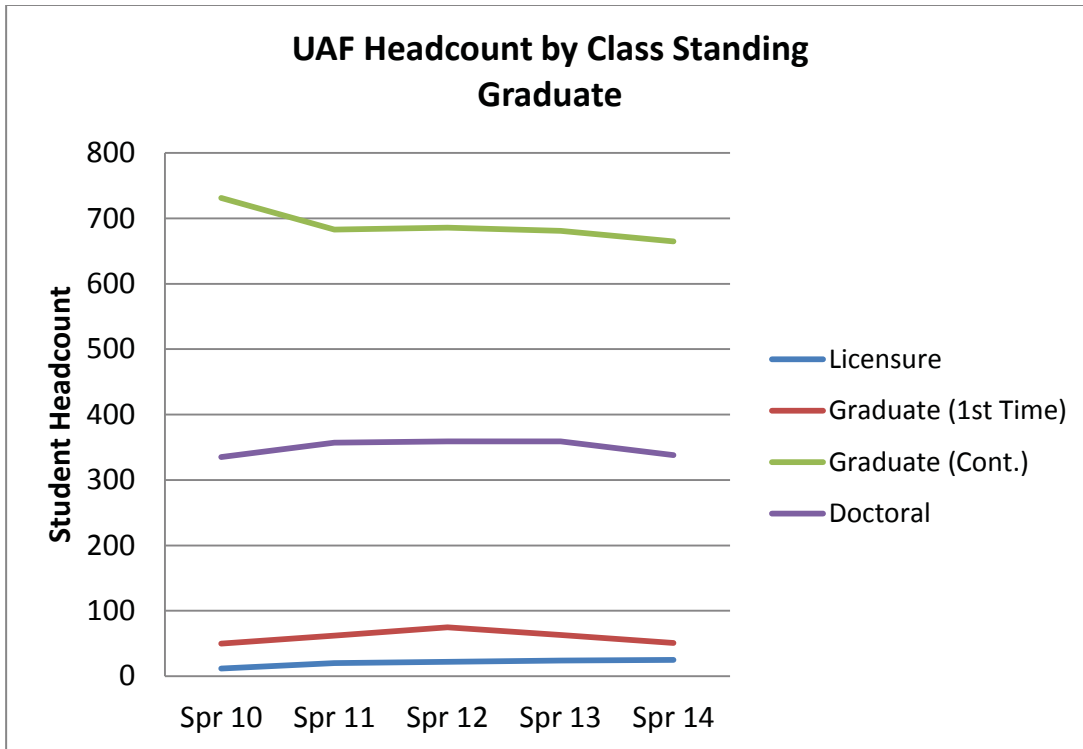


Enrollment trends differed by class standing. First-time freshman enrollment was up sharply (+21.7%), but this was mainly rebound from a very low number of entering freshmen in spring 2013. The spring 2014 number (196) is similar to that in spring 2012 but lower than that in spring 2010 (237). Only a minority of first-time freshmen (FTF), about one-sixth of the number enrolling in fall, enroll in the spring

semester. New transfer student enrollments were up 5.3% according to the UAF Admissions Summary Report (February 10, 2014), indicating that revised communications with potential transfer students have been effective. Transfer student enrollments made up a large proportion of new enrollments in spring, and exceeded first-time freshman enrollments (277 transfers vs. 212 first-time freshmen). First-time graduate student enrollment was down 19.7%. That traces directly to increasing challenges in securing the federal research grants that support many of UAF's graduate students as research assistants. The fact that state funding increments have been less than fixed costs increases, and the forecasts of significant reductions in state support to the University in FY15, have caused departments to decrease the number of teaching assistantships offered to prospective graduate students as well.

Continuing freshman enrollment was up (+2.4%), a favorable trend attributable to good retention of fall-entering freshmen to spring. Retention was 94% for baccalaureate-seeking freshmen and 81% for associate level freshmen (including certificate, associate, and baccalaureate-intended (BI) students). Retention has been increasing for the past decade, with a particularly notable proportional increase for associate-level students (68% for fall 2004 to spring 2005; 81% for fall 2013 to spring 2014). Sophomore enrollment was down (-10.6%) reflecting enrollment declines for freshmen last year, while junior and senior enrollment was up due to the higher freshmen enrollments for those cohorts.





Decreased fall enrollments of baccalaureate-seeking freshmen for the past several years have been largely due to the decreased number of high school graduates in Alaska; graduates peaked in 2010 and have been declining since. The statewide decrease was 1.6% from 2012 to 2013 (<http://education.alaska.gov/stats/>). Another reason for decreased enrollments in recent years is economic conditions. Both nationally and for UAF CTC, postsecondary enrollment tends to decrease with decreasing unemployment. CTC FTF enrollment correlates best with the unemployment rate the previous year. Fairbanks annual average 2012 unemployment (6.2%) was the lowest rate since 2008 and was significantly less than that in 2011 (6.7%). Fairbanks unemployment peaked in the period from December 2008 to April 2010 (U.S. Bureau of Labor Statistics). Even given the low unemployment rate, CTC enrollment was unusually low in spring 2013. It has now rebounded to roughly the expected level for the current unemployment rate. A favorable indicator was the large number of CTC first-time freshmen recruited this spring (up 33% according to the UAF Admissions Summary Report for February 10, 2014).

Enrollment in eLearning courses continues to grow at a steady pace. As of January 28, 2014, student credit hours in eLearning courses were up 12% from the same time last year and represented 16% of total student credit hours at UAF. In response to student demand for flexible options, UAF continues to develop or convert additional course content for online delivery. Eighteen courses are being offered online for the first time this spring.

It is too soon for a detailed analysis of rural campus enrollments, so that will be deferred until the spring closing report. Rural campuses have a large proportion of part-time students, and many of their

students haven't yet enrolled on the opening freeze date; total rural campus closing enrollments are typically more than 60% greater than the opening enrollments, but with large variations from year to year at the individual campuses. Partnerships with K-12 schools, including Tech Prep and dual credit courses for students and professional development for teachers, constitute a substantial part of enrollment. Several of the campuses also offer professional development courses in cooperation with other employers. Rural campus directors are concerned that the campus selection menus offered to registering students at UA Online and the UAF Coursefinder are confusing and tend to direct students away from the synchronous distance courses available through the rural campuses; this could account for some of the enrollment decreases.

UAF aims to increase enrollments by investing additional effort in recruiting and by improving retention. New or augmented recruiting efforts include: updated admissions materials (emails, flyers, brochures, letters, postcards, website, etc.) that consistently reflect UAF's brand; repeated contacts with UA Scholars and Alaska Performance Scholarship (APS) 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; data-driven, strategic outreach and travel to the Lower 48 and Alaska in partnership with academic departments; contracting with WES (World Education Services) for an analysis of markets for international student recruitment, to find countries or regions where UAF recruiting is more likely to be successful; 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.

In summary, there are several factors responsible for negative UAF enrollment trends from spring 2013 to spring 2014, including administrative changes (for certain campuses), declines in the population of recent high school graduates, increasing employment opportunities in Fairbanks, and continuing economic stress and uncertainty, especially in rural areas. In order to increase future enrollment despite these unfavorable conditions, UAF has been increasing student retention via the intensive advising initiative. Recruiting of transfer students from western states is a focus, as is expanding online degree programs to serve both in-state and out-of-state students. There is continued strong effort to recruit Alaskans, through direct marketing including targeted efforts with UA Scholars and APS recipients; dual credit and Tech Prep partnerships with high schools; and outreach to high school counselors, among other efforts. Cost/benefit of strategic international recruiting is being assessed.