Long-term communication goal
To position the University of Alaska Fairbanks as a premier student-centered teaching and research university, strengthen UAF’s reputation and gain support from stakeholders.

2017-2019 communication goals:
What we aspire to achieve with our communication efforts.
1. To strengthen UAF’s reputation as a world-class, student-centered, Arctic research university.
2. To increase public understanding of UAF’s positive impact on the social and economic development of Alaska and the value of higher education.
3. To increase enrollment and retention of current and prospective students.
4. To strengthen alumni and donor giving and engagement.
5. To increase confidence in UAF.
6. To strengthen UAF’s reputation as a safe, welcoming and inclusive campus free from discrimination.

Institutional key messages:
High-level talking points we want our diverse audiences to hear and understand.
1. We are Alaska’s research university and America’s Arctic university.
2. We deliver a high-quality education at an affordable price.
3. We enrich the lives of Alaskans and engage our communities, state, nation and world through our teaching, research and service work.
4. Our location defines us and provides transformational experiences from the personal to the global.
5. We are a welcoming and supportive community.
6. UAF continues to be strong despite our budget challenges.

University of Alaska 2025 goals:
Strategic goals established for the UA system.
1. Increase degree attainment.
2. Provide Alaska’s skilled workforce.
3. Grow our world-class research.
4. Contribute to Alaska’s economic development.
5. Operate more cost-effectively.

The plan can be downloaded at www.uaf.edu/universityrelations/communication-plan/.