

  
**CHANCELLOR'S OFFICE**  
University of Alaska Fairbanks

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October 22, 2020

TO: Anupma Prakash, Provost & Executive Vice Chancellor  
Evon Peter, Vice Chancellor, Rural, Native & Community Education  
Keith Champagne, Vice Chancellor, Student Affairs  
Julie Queen, Vice Chancellor, Administrative Services  
Nettie La Belle-Hamer, Interim Vice Chancellor, Research

FROM: Daniel M. White, Chancellor



RE: FY21 UAF Strategic Investments

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This memorandum outlines my FY21 investment decisions per our discussions at Core Cabinet. This funding, specifically allocated to Strategic Enrollment Planning (SEP) initiatives, items prioritized by the Planning & Budget Committee (PBC), and areas of greatest need you identified, will be invested as part of a concerted effort to leverage internal funds now to generate revenues and enrollment in the coming years. SEP items additionally have been assessed by the SEP Steering Committee with ROI in mind.

Financial aid packaging and leveraging are additionally occurring in support of expanding the Nanook Pledge, which may supplement these funds with Foundation awards or central tuition. As discussed, I encourage the development of a scholarship program for CTC and community campus 0-2 year students and will look forward to recommendations in that regard.

All commitments listed are for FY21 one-time funds, unless otherwise identified or listed as base funding. UAF Financial Services (via Jason Theis) will distribute the funding for the investments. Please be prepared to provide updates on the use of funds, and ROI achieved as we monitor results.

DMW:jdp

cc: Nickole Conley, Executive Officer  
Michelle Renfrew, Director, University Relations  
Amanda Wall, Associate Vice Chancellor, Financial Services  
Samara Taber, Interim Associate Vice Chancellor, Admissions  
Jason Theis, Director, Office of Finance & Accounting  
Briana Walters, Director, Office of Management & Budget

FY21 UAF Chancellor's Strategic Initiatives			Allocation Amount		Comments
Initiative	Responsible Dept.	Description	One-Time	Base GF*	
PBC #14	University Relations	Digital and traditional marketing	\$ 200,000	\$ -	
SEP	University Relations	Marketing to support SEP initiatives	\$ 500,000	\$ -	
Core	University Relations	University events coordinator support	\$ 25,000	\$ 75,000	Partial base funding, critical support need
PBC #28	Vice Provost	Student Success coordinator (50% cont.) & EAB software renewal	\$ 150,000	\$ -	Payment of Nanook Navigator
PBC #41	SOE/CNSM	UAF counseling program and behavioral health	\$ 150,000	\$ 50,000	Serves students, faculty and staff; partial base funding
SEP	Provost/eCampus	Academic Incubator - moving programs to 100% online	\$ 275,000	\$ -	
Core	Vice Provost	North Star College (middle college) expansion with FNSBSD	\$ -	\$ 60,000	50% coordinator support
Core	Provost/eCampus	Faculty development	\$ 35,000	\$ -	
PBC #10	Financial Services	Sr. Fiscal position for added analysis/reporting	\$ 25,000	\$ 75,000	Partial base funding, critical decision support need
Core	Facilities Services	Support for facilities modernization, maintenance	\$ 2,000,000	\$ -	Transition facilities GF support to 1x source
Core	Facilities Services	Space coordinator - library planning for student modernization	\$ 100,000	\$ -	Term funded, \$100K per year (FY21-FY22) (2)
Core	OIT	IT smart classroom refresh	\$ 350,000	\$ -	Improving centrally scheduled classroom refresh
Core	VCR	Graduate student support/post-docs	\$ 350,000	\$ -	Partner w. Provost
PBC #43	CTC	Tutor coordinator	\$ 100,000	\$ -	Term funded, 1 year
SEP	CTC	Recruitment & readiness coordinator to boost CTE/OE/Certs	\$ 25,000	\$ -	Term funded, 1 year
PBC #23	Admissions	Supporting Alaskans with some college: Finish Strong Campaign	\$ 90,000	\$ -	Finish strong coordinator, term funded, 1 year
PBC #21	CSRR	Case manager	\$ -	\$ 70,000	Base funded, critical compliance need
SEP	Enrollment Mgmt.	Renew Financial Aid Solutions, SEO Analytics, Texting Platform	\$ 160,000	\$ -	AFAS, BrightEdge, Signal Vine, Hanover Ed Research k's
SEP	Enrollment Mgmt.	Military Outreach, Ft. WW Education Center	\$ 30,000	\$ 20,000	Partial base funding
SEP	Enrollment Mgmt.	GIS Undergrad. Cert & edX Professional Cert	\$ 60,000	\$ -	Add to "SEP Online Development" pool
SEP	Enroll/Student Aff.	Housing Scholarship - retention focus	\$ 100,000	\$ -	Partner w. Res Life; \$100K/yr (FY21-FY23, as available)
SEP	Enrollment Mgmt.	Virtual tour	\$ 45,000	\$ -	
SEP	Enrollment Mgmt.	Enrollment Mgmt. web support	\$ 80,000	\$ -	Term funded, 1 year
SEP	Enrollment Mgmt.	Online corporate enrollment support	\$ 80,000	\$ -	Term funded, 1 year
SEP	Enrollment Mgmt.	Application fee events/waivers for targeted groups	\$ 70,000	\$ -	Military (\$20K), Rural AK (\$35K), CRCD (\$15K)
SEP	Enrollment Mgmt.	Support for Nanook Pledge/expansion for need based/eCampus	\$ -	\$ -	Central tuition coverage (~\$580K)
SEP	Enrollment Mgmt.	Create scholarship commitment for CTC/CRCD (0-2 year)	\$ -	\$ -	Program development needed/TBD
Total			\$ 5,000,000	\$ 350,000	

\*Base GF reductions will be subject to FY22 reductions at each Vice Chancellor's discretion.