

# Appendix B

## University of Alaska Fairbanks

### Fall 2013 Opening Enrollment

The 2012 opening data freeze occurred after some students were dropped for non-payment (DNP), while the 2013 freeze occurred before DNP. Hence, it is difficult to precisely compare fall 2012 and fall 2013 open enrollment data. DNP affected 206 students (and 1198 credit hours) in fall 2013. As of October 1, 55 of those students had re-enrolled. However, fall 2012 data were captured immediately after the DNP, so for the most accurate year-to-year comparison, all DNP students will be subtracted from the 2013 open freeze data. DNP was not implemented during 2009-2011, so comparisons to those years require no adjustments.

UAF total, DNP-corrected opening headcount was 9,050, down about 2.8% from fall 2012. UAF total, DNP-corrected SCH were 81,212, down 2.2% from fall 2012. Without DNP subtracted (as is the appropriate comparison for earlier years), 2013 headcount was up 1.3% and SCH were up 3.3% relative to Fall 2009. Fall 2009 was during the peak period of high school graduates in Alaska and also had high rates of national and local unemployment due to the recession, both factors that tend to increase enrollment, so the 2013 increase relative to that year is significant. Alaska 2013 high school graduates ([http://www.newsmineer.com/news/alaska\\_news/more-than-alaska-students-using-merit-scholarships/article\\_9933b83a-2888-11e3-8d93-001a4bcf6878.html](http://www.newsmineer.com/news/alaska_news/more-than-alaska-students-using-merit-scholarships/article_9933b83a-2888-11e3-8d93-001a4bcf6878.html)) were down about 310 (3.8%) relative to 2012 (<http://education.alaska.gov/stats/>). The unemployment rate in the Fairbanks region averaged 0.9 percentage points lower during the first seven months of 2013 compared with that time period in 2012 ([http://data.bls.gov/timeseries/LAUMT02218203?data\\_tool=XGtable](http://data.bls.gov/timeseries/LAUMT02218203?data_tool=XGtable)); this is the lowest unemployment rate since 2007. Low unemployment normally has a negative effect on CTC enrollment, in particular. Although UAF enrollments are down slightly, recruiting efforts have been effective given the unfavorable climate for enrolling students.

The UAF PT:FT undergraduate student ratio is 1.21; this ratio has varied only slightly over the past five years. The graduate student PT:FT ratio is 0.87; this has increased from 0.79 in Fall 2009, but remains much less than the ratios at UAA and UAS, which are 3.6 and 4.1, respectively. This reflects the fact that far more of UAF's graduate students are Research Assistants or Teaching Assistants, as is typical of research universities. UAF's Degree Seeking/Non-degree Seeking (DS:NDS) student ratio continues to increase, from 2.3 in 2009 to 2.9 for fall 2013. This trend is likely due to the fact that only degree-seeking students are eligible for most financial aid.

Most of the impact of DNP was on NDS enrollment (81 dropped), with first-time freshmen (FTF) being the second most affected (27 dropped). Adjusted enrollments show that FTF headcount is up 1% relative to fall 2012, reflecting a strong recruiting effort that increased applications 7% and admits nearly 10%. Targets of recruiting included UA Scholars and Alaska Performance Scholars, and enrollment of both groups increased as a result (Admissions Summary Report for Fall 2013, University of Alaska Fairbanks, Enrollment Services, Week of September 16, 2013). However, continuing freshman enrollment and sophomore enrollment are down, 13.6% and 7.6%, respectively. This is *not* due to poorer performance in baccalaureate full-time FTF retention, which increased to 81% (UA-level retention) from 79% for the previous year. Rather, the decrease relative to 2012 is largely because the new freshman class entering in fall 2012 was 11% smaller than that entering in 2011. 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. Junior and senior enrollments are both up (3.4% and 5.2%), which is largely due to the relatively large freshman classes in 2010 and 2011.

Total graduate enrollment is nearly flat, with an approximately 6% decrease in new Master's students balanced by a 6% increase in continuing students. The decrease in new students is due to decreases in federal research funding because of sequestration and to reductions in the number of teaching assistantships due to internal reallocations needed to cover fixed costs increases. Doctoral student headcount was down slightly, solely due to some joint Clinical Community Psychology Ph.D. students now being counted at UAA rather than UAF.

Fairbanks Campus enrollments are up 16.9% in headcount from fall 2012 to fall 2013, due to the administrative shift of eLearning headcount from the Rural College to Fairbanks. CTC enrollment is up slightly (0.9%) in real terms, since eLearning headcount was already assigned to them in previous years. Kuskokwim campus appears to have a substantial increase in headcount (75%), but open 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.

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 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, 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.

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 (RaP) 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.

### **Summary: UAF Fall 2013 Opening Enrollment**

The data discussed here have been corrected for the fact that the fall 2012 opening freeze occurred after enrollments were cancelled for non-payment (DNP), while the fall 2013 opening freeze occurred before DNP. UAF total opening headcount was 9,050, down about 2.8% from fall 2012. UAF total SCH were 81,212, down 2.2% from fall 2012. Enrollments were affected by Alaska 2013 high school graduates, which were down about 310 individuals (3.8%) relative to 2012. Also, the unemployment rate in the Fairbanks region averaged 0.9 percentage points lower during the first seven months of 2013 compared with that time period in 2012, and low unemployment normally has a negative effect on CTC enrollment. Fairbanks Campus enrollments are up 16.9% in headcount from fall 2012 to fall 2013, due to the administrative shift of eLearning headcount from the Rural College to Fairbanks. CTC enrollment is up slightly (0.9%) in real terms, since eLearning headcount was already assigned to them in previous years. First-time freshman headcount is up 1% relative to fall 2012, reflecting a strong recruiting effort that increased applications 7% and admits nearly 10%. However, continuing freshman and sophomore headcount are down, 13.6% and 7.6%, respectively. This is *not* due to poorer performance in baccalaureate full-time FTF retention, which increased to 81% (at the UA-level) from 79% for the previous year. Rather, this decrease relative to 2012 is largely because the new freshman class entering in fall 2012 was 11% smaller than that entering in 2011. Junior and senior enrollments are both up (3.4% and

5.2%), which is mainly due to the relatively large freshman classes in 2010 and 2011. Total graduate enrollment is nearly flat, with an approximately 6% decrease in new Master's students balanced by a 6% increase in continuing students. The decrease in new students is due to decreases in federal research funding because of sequestration and to reductions in the number of teaching assistantships due to internal reallocations needed to cover fixed costs increases. Overall, although UAF enrollments are down slightly, recruiting efforts have been effective given the unfavorable climate for enrolling students.