

## CRCD Strategic Enrollment Management Plan FY 07

### *Goals*

#### **Student Recruitment and Enrollment**

*Goal: Increase student credit hour production by 3% annually.*

- a) Increase admissions applications by 5% annually.
- b) Increase the number of dual credit students by 10% in FY07; 5% annually through FY12.
- c) Increase the number of tech prep articulated agreements from one program to three programs in FY07; one additional agreement per campus annually through FY12.
- d) Increase the number of students enrolled in a Certificate or degree program by 10% in FY07; 5% annually through FY12.

*Goal: Increase number of student graduates in high demand job areas by 5% annually.*

- a) Increase enrollment of Alaska Native males by 5% annually.
- b) Develop at least one new vocational program based on regional needs every 5 years.
- c) Maintain partnerships with local, regional Alaska and Native-based agencies.

#### **Student Financial Aid**

*Goal: Increase number of students applying for financial aid by 20% in FY07; 5% annually through FY12.*

- a) Increase scholarship applications by 10% annually.
- b) Increase student's use of online FAFSA by 10%.
- c) Maintain partnerships with local, regional Alaska and Native-based agencies.

#### **Student Persistence and Retention**

*Goal: Increase student persistence by 2% annually.*

- a) 100% students contacted for advising.
- b) Track 100% students through programmatic advising.
- c) Increase course completion by 10% in FY07; 5% annually through FY12.
- d) Increase number of students applying to academic/vocational programs by 5% annually.
- e) Increase Certificate/Associate degree completion by 5% annually.
- f) Produce at least 5 peer reviewed research reports regarding education in rural Alaska annually.

#### **Infrastructure and Services**

*Goal: Increase the "presence" of CRCD campuses in the regions they serve.*

- a) Establish Alumni lists and activities at each campus.
- b) Increase partnerships with local, regional Alaska and Native-based agencies by 2% in funding annually.
- c) Provide student access to technologies, science labs, career planning.
- d) Establish routine course sharing among CRCD campuses to enhance local enrollment in distance courses offered from CRCD campuses
- e) 5% increase in outreach publications at Cooperative Extension Service.

*CRCD Mission Statement of Enrollment Management:* The CRCD strategic Enrollment Management plan is considered a planning tool. Strategies utilized in the plan are integral to the mission of the University of Alaska Fairbanks and to the College of Rural and Community Development.

*Enrollment Management Defined:* Enrollment management is an institution-wide, systematic comprehensive, research-driven system designed to locate, attract, and retain the students CRA wishes to serves. It is a philosophy and a tool that coordinates services to accomplish enrollment goals and ensures that a seamless process of recruitment, enrollment, retention, and student services are provided to students served by CRCD.

*Student Retention Defined:* . Tanana Valley Campus associate and certificate seeking student retention from fiscal year to fiscal year. Graduating students are removed from the calculation. Successful retention programs serve the whole student and encompass virtually everything an institution does to improve the quality of student life and learning

*Student Persistence Defined:* A CRCD student is persisting towards degree attainment if they take a for-credit course within the UA system during a given fiscal year and return to take another credit course during the following fiscal year. Graduating students are removed from the calculation.

### **The Core Concepts of CRA Enrollment Management include:**

- Philosophy that building on student strengths are key to any academic endeavor
- Premise that CRCD is considered the "change-agent" to improve undergraduate education in areas served
- Key concept that quality academic advising is a priority
- Ensuring effective and comprehensive student financial planning
- Promoting academic success by improving student access, transition,& persistence
- Establishing clear goals with academic/vocational program enrollment for students to fulfill institutional mission
- Enabling the delivery of effective academic programs and student services

### **Challenge(s):**

There is a need for a longer term (3-5 year) strategic enrollment management plan that includes:

- -an understanding of CRA market and the wide spectrum of students served
- -the ability to attract and retain special populations
- -the ability to improve student retention at all levels
- -the ability to identify and develop new markets within CRA
- -the ability to fill under-enrolled programs
- -the ability to serve students less prepared academically
- -the ability to assist students needing financial assistance

**CRA Student Considerations as they apply to Enrollment Mgt. & Student Services:**

Students have the right to expect:

- Good teaching and the opportunity to learn
- Effective academic advising
- Quality service and student centered service systems
- Effective academic support system
- Caring and supportive faculty, staff and administration
- Opportunity to grow and develop intellectually and socially to their fullest potential

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