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.

Communication goals
What we aspire to achieve with our communication efforts.
1. To strengthen UAF’s reputation as a diverse, equitable and inclusive university with a modern educational experience.
2. To strengthen UAF’s reputation as a world-class student-centered Arctic research university.
3. To increase enrollment and retention of students.
4. To strengthen alumni and donor giving and engagement.
5. To increase public understanding of UAF’s positive impact on the social and economic development of Alaska and of the value of higher education.

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

University of Alaska Fairbanks strategic goals
Strategic goals established by UAF leadership.
1. Modernize the student experience.
2. Solidify our global leadership in Alaska Native and Indigenous programs.
3. Achieve Tier 1 research status.
4. Transform UAF’s intellectual property development and commercialization enterprise.
5. Embrace and grow a culture of respect, diversity, inclusivity and caring.
6. Revitalize key academic programs.

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/.

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