

SEM Recruitment Committee Agenda and Summary

January 23, 2024

Agenda

1. Intro
2. Overall task
3. Subgroup groupings
4. Assign groups
5. Schedule next meeting

1) Produce a comprehensive recruitment plan that outlines efforts for first year, **fully online, international, [Graduate Programs]** and transfer student recruitment. This includes, travel, communication timelines and messaging, financial aid strategies, and campus based/virtual programming.

- a. **Timeline:** to be completed and shared March 1, 2024.
- b. **Outcomes:** Effectiveness of efforts measured, and changes and adjustments recorded to be advanced for future planning.

Goals: What benchmark to be for each:

- 1.) First Year
- 2.) Fully Online
- 3.) International
- 4.) Transfer Student
- 5.) Graduate Programs

Need to know:

- 1.) How many each

Lead:

On: Tara
Austin
Mary Jo
Adelina

2) Develop statements of the Value Proposition for each academic program, highlighting career opportunities, experiential learning opportunities, or other features that will appeal to prospective students.

- a. **Timeline:** Spring 2024
- b. **Outcomes:** Increased awareness of and enrollment in UAA programs

Need to know:

- 1.) Which Programs needed
- 2.) Chairs for those programs

3.) What the statements should look like

Lead: Richelle Frankovic-Spencer

On: Ray
Tara
Austin (?)

3.) Create and share the communication plan so that collegiate, departmental, and student service messaging understands the overall communication plan and their role in messaging with articulated timelines.

- a. **Timeline:** From March through fall semester
- b. **Outcomes:** Provide collegiate units and community campuses with the opportunity to leverage their value proposition to students at different points in the recruitment cycle.

Lead: Craig

On: Cheryl
Austin
Darlene

4.) Maximize the number of students from the Anchorage and Area Campus communities that enroll at the University of Alaska at Anchorage.

- a. **Timeline:** Creation of a plan by March 1.
- b. **Outcomes:** Creation of an engagement, campus programming, recognition, and scholarship support plan for top area students to maximize enrollment.

Lead: Ray Weber

On: Jacelyn
Kenrick

5.) Utilize appropriate tools to help prospective students find degree paths that fit their passions and explain processes and paths to goal achievement through outcome data and career opportunities.

- a. **Timeline:** Spring 2024
- b. **Outcomes:** Using the tool(s) and a communication plan to connect career aspirations and personal interests to degrees at UAA while providing an opportunity to connect with students, showing them how UAA can assist them in achieving their goals.

Lead: Richelle Frankovic-Spencer

On: Darlene
Kenrick

6.) Create and market an easy five-step process for re-enrollment that allows students to request re-enrollment, inform UAA of any courses taken while not enrolled at UAA, schedule an advising appointment, receive a checklist of needed items for financial aid consideration, and register for

courses. Align IT systems to allow for these steps to be enabled or slated to occur with a single point of contact.

a. **Timeline:** Spring 2024

b. **Outcomes:** The ability to message students that have stopped out and create a simple path for them to re-enroll with a single point of contact.

Lead: Ray

On: Shauna Grant

Andrea Jones

Adelina

7.) Utilize Recruitment Committee to recreate the student journey from prospect to admission to eliminate obstacles and identify opportunities to simplify and expedite steps in admissions and enrollment. Differentiate the path and process for undergraduate, versus graduate admissions

a. **Timeline:** Ongoing

b. **Outcomes:** Make the process of applying and being admitted to UAA a simple process that moves students through a series of steps that are clearly articulated and managed.

Lead:

On: Jacelyn

Andrea Jones

Melanie Hulbert

Darlene

Cheryl

Adelina

Mary Jo

Shauna

Richelle

8.) Engage alumni to assist in student recruitment and engagement through programming, outreach, and storytelling about their experiences and outcomes of their educational experience at the University of Alaska Anchorage.

a. **Timeline:** beginning when able

b. **Outcomes:** Create a network of alumni willing to assist with recruitment efforts through communication and programming.

Lead: Led by AR director?

On: (Find someone from Alumni Relations)

Mary Jo

Ray

Note after meeting: Jacelyn is happy to help with this one as well - it's a light committee and CCs have students with stories to tell as well.

Membership

Name	Title	Unit	Role
Craig Mead	Interim Associate Vice Chancellor	Enrollment Services	Chair
Ray Weber	Dean	Community & Technical College	Chair
Martha Amore	Honors Academic Board Chair; Associate Professor, Writing	Community & Technical College	Member
Amy Bioff	Outreach and Events Coordinator	College of Arts & Sciences	Member
Cheryl Devenny	Director,	First Year Experience	Member
Mary Jo Finney	Dean	Graduate School	Member
Richelle Frankovic-Spencer	Admissions Counselor	Kenai Peninsula College	Member
Shauna Grant	Director	Financial Aid	Member
Andrea Jones	Enrollment Manager and Graduate Advisor	College of Business & Public Policy	Member
Jacelyn Keys	Director	Kodiak College	Member
Darlene MacKinnon	Student Success Coordinator	School of Education	Member
Kenrick Mock	Dean	College of Engineering	Member
Austin Osborne	Marketing & Communications Director	University Advancement	Member
Tara Palmer	Professor, English as a Second Language	Community & Technical College	Member