

CHANCELLOR'S COMMENTS:

From UAS Chancellor Rick Caulfield

August 5, 2016

Dear UAS faculty and staff:

"Every one of us is a recruiter..."

You've heard this from me before, and it is true now more than ever. With the start of Fall semester classes on August 29, this is a critical time to reach out to current and prospective students—encouraging them to enroll. The application deadline for degree-seeking students is Friday, August 19. Those wishing to simply enroll in a class or two can do so right up to the first day of classes.

Our current registration numbers reveal some challenges facing all UA campuses: fewer Alaskan high school students, rising costs of higher education, uncertainty in the state's economic climate, and new directions within the University of Alaska system. These are realities that we must confront.

But we have SO much to offer on our campuses and online; we simply need to get the word out. Just now we have an opportunity to reach out to both traditional-age and non-traditional students—providing them with encouragement and all the information they need to enroll. I encourage you to make every effort possible to contact past and present students, encouraging them to enroll. And, we need to redouble efforts to encourage prospective new students to enroll.

I'd like to highlight three special recruitment efforts currently underway:

- 1) ***COME HOME TO ALASKA!*** : This program encourages those with Alaska family ties who are living out of state to return home and, in doing so, pay in-state tuition. Prospective students with lineal family ties to a parent, grandparent, or great-grandparent living in Alaska (and receiving a PFD) are eligible. For more information, see <http://www.uas.alaska.edu/apply/comehome.html>
- 2) ***FINISH COLLEGE ALASKA!*** : Alaska has a large number of citizens—estimated at over 100,000—who've taken some college but have never finished. As numbers of recent high school graduates decline, we need to reach out all the more to those Alaskans who've earned 70, 80, or 90 credits or more, and to show them a pathway to completion. I believe that UAS is uniquely positioned in Alaska to offer this opportunity—given that we have the online BBA, BA Social Science, Bachelor of Liberal Arts (BLA), and BA Education degrees. The fact that UAS now can offer Credit for Prior Learning (approved by Faculty Senate in Spring 2016) is an added incentive for many of these students. Our Ketchikan Campus faculty and staff are leading the FINISH COLLEGE ALASKA! effort but I encourage all faculty and staff to get involved. See <http://finishcollege.alaska.edu/>
- 3) ***JUNEAU CAMPUS: ENROLLMENT DAY, FRIDAY, AUGUST 12*** : Our Juneau Campus recruiters have arranged a special Enrollment Day event on Friday, August 12, 9:00-2:30pm (drop-in) in the Lakeside Grill/Mourant Building. This event will offer one-stop service to prospective students seeking information about academic programs, financial aid, registration, placement testing, and more. The Ketchikan and Sitka campuses are involved in similar outreach efforts. Please spread the word about these events and encourage all to participate. See <http://www.uas.alaska.edu/juneau/best.html>

Thank you for being a UAS recruiter!

Sincerely,

