UNIVERSITY of ALASKA SOUTHEAST

Institutional Effectiveness, Strategic Enrollment Plan, & McDowell Group Survey

Karen T. Carey, Provost

August 22, 2017

10:30 to 11:00 a.m.

Institutional Effectiveness
Brad Ewing, Director

- **Institutional effectiveness** is the degree to which a university is meeting its stated mission. It is based on an impact-oriented philosophy of continuous organizational improvement. ... The **institution** discovers how effective it is by assessing those outcomes.

UNIVERSITY *of* ALASKA SOUTHEAST

Campuses & Online | Future Students | Degrees & Classes | Student Tools | Current Students
Explore | Apply | Plan | Study | Succeed

Q Search

Institutional Effectiveness

Home
UAS Overview
Student Data
Financial Data
Personnel Data
Academic Programs & Courses
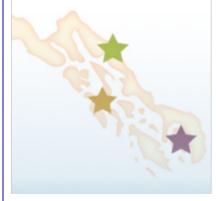Accountability Reporting
Strategic Planning
Alaska Profile - WICHE
Governance
Calendar
IE Staff

Institutional Effectiveness

UAS Institutional Effectiveness (IE) provides leadership and support in the areas of business analytics, program assessment, strategic planning, accountability reporting, accreditation, and governance to support UAS's mission. UAS IE accesses, analyzes, and reports information from the financial, financial aid, HR, student account, and student database modules in the RPTP data warehouse to ensure wide access to accurate, current, and consistently collected data.

The *UAS IE Scope of Work and Prioritization Plan* provides an overview of this function at UAS. Additionally, a table is available with direct links to UAS IE Data Portals and Dashboards.

The UAS IE site contains information on the following areas:

- UAS Overview
- Student Data
- Financial Data
- Personnel Data
- Academic Programs & Courses
- Accountability & External Reporting
- Strategic Planning
- Alaska Profile - WICHE
- Governance
- Reporting Calendar
- IE Staff

Contact:
Brad Ewing, 907-796-6231

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Automated Reports

STUDENT DATA	FINANCIAL DATA	EMPLOYEE DATA	PROGRAMS & COURSES	DASHBOARDS (Download App)
Applications & Enrollment 　UA – Daily Report	Transaction Details 　UAS – Daily Report	Active Assignments 　UAS – Daily Report	Program Assessment Groups 　UAS – Close Freeze Table	Executive Dashboard 　UAS – Fall | Summer | Spring
Enrollment Funnel 　UAS – Daily Report	Open Encumbrances 　UAS – Daily Report	Supervisors 　UAS – Daily Report	Programs Offered by Campus 　UAS – Daily Report	Apps. & Enrollment Dashboard 　UAS – Fall | Summer | Spring
Section Enrollment 　UAS – Daily | Close Freeze	Grant Proposals 　UAS – Daily Report	Employee Demographics 　UAS – Daily Report	Program History 　UAS – Daily Report	Financial Dashboard 　UAS – Fall | Summer | Spring
Section Enrollment & Fill Rates 　UAS – Daily Report	Grants Awarded 　UAS – Daily Report	Employee Hires 　UAS – Daily Report	Programs – Detailed List 　UAS – Daily Report	
Course Pass Rates 　UAS – Close Freeze Tables	Fund Balance 　UAS – Daily Report	Employee Terminations 　UAS – Daily Report	Section Details 　UAS – Daily Report	
Enrollment by Degree Seeking Status 　UA System – Close Freeze Tables	Org.-Program Code Mismatches 　UAS – Daily Report	Employee Turnover 　UAS – Daily Report	Sections Offered 　UAS – Daily Report	
Enrollment Clusters 　UA System – Close Freeze Tables	Fiscal Pay Distribution 　UAS – Daily Report	Performance Evaluations 　UAS – Daily Report	Section Fill Rates 　UAS – Daily Report	
Enrollment by Primary Major 　UAS – Daily | UA – Close Freeze	Fiscal Ledger 　UAS – Daily Report	Faculty Workloads 　UAS – Daily Report	Section Enrollment Ranges 　UAS – Daily Report	
Enrollment: College of Education 　UA System – Close Freeze Tables	TVEP Budget 　UA – Close Freeze Table	Employee Compensation 　UAS – Daily Report	Section Capacity 　UAS – Daily Report	
Enrollment by Primary & Sec. Major 　UA System – Close Freeze Tables	Tuition & Fees 　UA – Daily Report	Student Employees 　UAS – Daily Report	Course Loads – Credits Taught 　UAS – Daily Report	
Retention Rates 　UAS – Close Freeze Tables	Revenue by Enrolled Majors 　UA – Close Freeze Tables	Federal Work Study 　UAS – Daily Report	Course Loads – Avg. Enrollment 　UAS – Daily Report	
Pending Graduates Profile 　UAS – Daily Report	Financial Aid 　UAS – Daily Report	Leave Expenditures 　UAS – Daily Report	Course Loads – Total Enrollment 　UAS – Daily Report	
Awards & Degrees 　UAS – Close Freeze Tables	Student Account Holds 　UAS – Daily Report	Annual Leave Cash-In 　UAS – Daily Report	Course Loads – SCH 　UAS – Daily Report	
Average Terms to Completion 　UAS – Close Freeze Tables	Org. Code Hierarchy 　UA System – Daily Report		Employee List & Instruction 　UAS – Daily Report	
UAS Alumni 　UAS – Monthly Freeze Tables				

Notes:　Daily reports update at 5:00 AM

Access rights are based on an employee's access rights to Banner. Login credentials are the same as what you use to login to your UA computer.

This table includes only reports that are produced on a recurring basis and provide wide access to large amounts of information to support various departments at UAS.

Additional reports are available at www.uas.alaska.edu/ie.

Last Updated: July 19, 2017
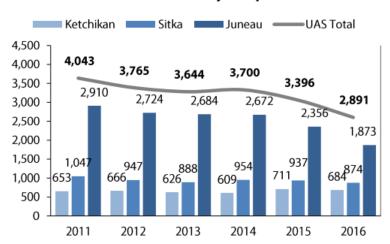
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Enrollment

Enrollment at UAS peaked in fall 2011 and has declined by -28% from fall 2011 to fall 2016. The chart below shows the unique number of students taking courses at each campus and at the entire university. The UAS total is less than the sum of the campuses since some students take courses on multiple campuses. The closure of the Professional Education Center plays a significant role in the decline on the Juneau Campus.
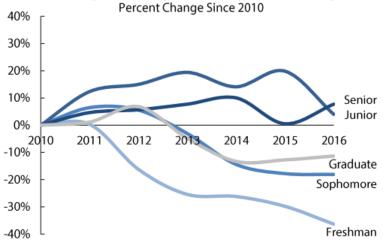
Enrollment in degree programs has increased by +45% at UAS since 1998. However, the numbers of freshman, sophomore, and graduate students have declined since fall 2010. The following chart shows the percent change in degree seeking students by class standing from fall 2010 to fall 2016.
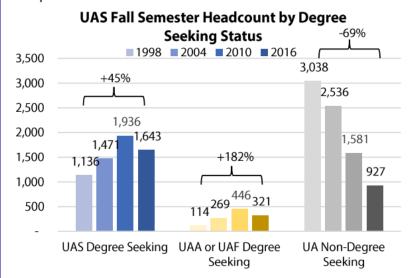
UAS Headcount by Campus

Legend: Ketchikan, Sitka, Juneau, UAS Total

Year	UAS Total	Juneau	Sitka	Ketchikan
2011	4,043	2,910	1,047	653
2012	3,765	2,724	947	666
2013	3,644	2,684	888	626
2014	3,700	2,672	954	609
2015	3,396	2,356	937	711
2016	2,891	1,873	874	684

UAS Degree Seeking Students by Class Standing
Percent Change Since 2010

Lines labeled: Senior, Junior, Graduate, Sophomore, Freshman (2010–2016, scale -40% to 40%)

Demographic shifts in Southeast Alaska, low college-going

The chart below shows the significant change in the UAS student population by degree seeking status from 1998 to 2016. There are many reasons for this shift, including better advising and placement of students into degree programs, increased tuition rates pricing out casual non-degree seeking students, and a shift in course offerings to support degree completion.

rates throughout Alaska, increased tuition rates at UAS, increased online offerings from UAA and UAF, and unemployment rates reverting to pre-recession levels have all contributed to the recent decline in freshman and sophomore enrollment at UAS. This has led to a decrease in lower division enrollment and will continue to impact enrollment trends over the next few years.

The table below provides a brief overview of the UAS student population. Based on recent trends, the majority of student credit hours (SCH) earned at UAS will be earned from e-learning courses in the future.
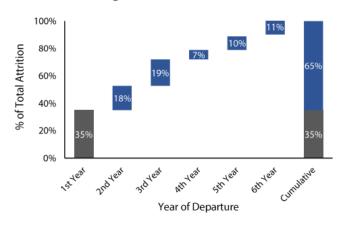

UAS Fall Semester Headcount by Degree Seeking Status

Fall 2016	Juneau	Ketchikan	Sitka	UAS
Headcount	1,873	684	874	2,891
% Female	67%	69%	70%	67%
% Male	33%	31%	28%	32%
% AK Nat./Amer. Ind.	15%	19%	19%	17%
Median Age	28	28	25	28
Student FTE	896	209	275	1,381
Student Credit Hours	12,895	3,136	4,121	20,152
e-Learning as % of Total SCH	43%	74%	71%	53%

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Attrition

Of the freshmen enrolled at UAS in fall 2010, 29% received an award within six years and 15% were still enrolled at UAS in fall 2016. Attrition refers to the remaining 55%--those students in the freshman cohort who did not receive an award and were not still enrolled within six years. Of this cohort's total attrition, 35% occurred during the first year and the remaining 65% during the third year through sixth years.

Timing of Attrition: Fall 2010 Cohort

Graduation Rates

First-time degree-seeking students who started at UAS in fall 2010 achieved a 19% completion rate from UAS and a 34%

Programs by Enrollment & Awards

The ten programs with the most enrolled primary majors at UAS in FY17 are below.

1. A.A. General Program, 188 students
2. B.B.A. Business Administration (ACCT), 176 students
3. B.L.A. Liberal Arts, 126 students
4. B.A. Social Science, 122 students
5. A.A.S. Business Administration, 111 students
6. M.P.A. Public Administration, 111 students
7. B.B.A. Business Administration (MGMT), 104 students
8. B.A. Elementary Education, 84 students
9. M.A.T. Elementary Education, 76 students
10. A.A.S. Health Information Mgt., 56 students

The ten programs with the most degrees, certificates, or endorsements awarded at UAS in FY17 are below. This list represents 51% of the 591 FY17 awards.

1. A.A. General Program, 50 awards
2. O.E.C. Certified Nurses Aid, 48 awards
3. M.A.T. Secondary Education, 35 awards
4. M.P.A. Public Administration, 34 awards
5. A.A.S. Business Administration, 29 awards
6. B.B.A. Business Administration (ACCT), 28 awards
7. B.L.A. Liberal Arts, 28 awards
8. G.L.I. Elementary Education, 18 awards
9. M.Ed. Educational Leadership, 17 awards
10. B.A. Social Science, 16 awards

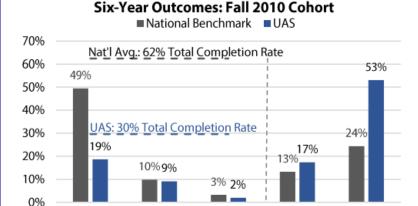**UNIVERSITY** *of* **ALASKA SOUTHEAST**

Graduation Rates

First-time degree-seeking students who started at UAS in fall 2010 achieved a 19% completion rate from UAS and a 34% total completion rate by fall 2016. In comparison, the national benchmarks are 49% completion from the same institution and 62% total completion. After six years, 17% of the UAS fall 2010 cohort were still enrolled at any institution and 53% were not enrolled at any institution, compared to respective national benchmarks of 13% and 24%.

7. B.L.A. Liberal Arts, 28 awards
8. G.L.I. Elementary Education, 18 awards
9. M.Ed. Educational Leadership, 17 awards
10. B.A. Social Science, 16 awards

The first occupational endorsement (OEC) was awarded in FY07 and the first graduate licensure (GLI) was awarded in FY08. In FY17 there were 51 GLI awards earned and 94 OEC awards earned, representing 25% of the awards earned at UAS in FY17.

Six-Year Outcomes: Fall 2010 Cohort

■ National Benchmark ■ UAS

Nat'l Avg.: 62% Total Completion Rate

UAS: 30% Total Completion Rate

	Completed: Same Institution	Completed: Different 4-Yr Institution	Completed: Different 2-Yr Institution	Still Enrolled: At Any Institution	Not Enrolled: At Any Institution
National Benchmark	49%	10%	3%	13%	24%
UAS	19%	9%	2%	17%	53%

UAS Degrees, Cert., & Endorsements Awarded

■ Master's ■ Bachelor's ■ Associate ■ Certificate

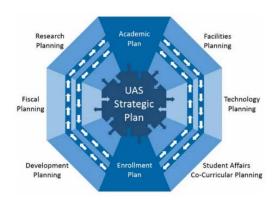| '98	'99	'00	'01	'02	'03	'04	'05	'06	'07	'08	'09	'10	'11	'12	'13	'14	'15	'16	'17
204	214	259	212	217	234	269	254	298	297	354	309	377	469	543	625	717	591	677	591

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Strategic Enrollment Plan

University of Alaska Southeast

Strategic Enrollment Plan:
Initial Draft Framework for
FY18 – FY22 Plan

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Prepared for:
Chancellor's Strategic Enrollment Task Force

Prepared by:
Brad Ewing, Director of Institutional Effectiveness
Joe Nelson, Vice Chancellor of Enrollment Mgmt. & Student Affairs
Karen Carey, Provost

August 10, 2017

UAS Juneau Campus
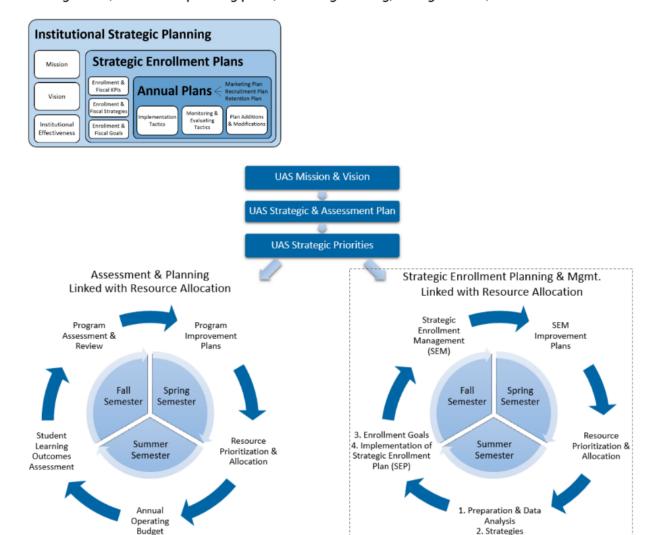11066 Auke Lake Way
Juneau, AK 99801

UAS Ketchikan Campus
2600 7th Avenue
Ketchikan, AK 99901

UAS Sitka Campus
1332 Seward Avenue
Sitka, AK 99835

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As a long term strategic document with clearly articulated University-wide enrollment goals, the SEP will also serve as a guidepost for planning and decision making in budget development, facilities management, and other operating plans, including housing, dining services, recreation.

Members

- Rick Caulfield
- Michael Ciri
- Joe Nelson
- Karen Carey
- Paula Martin
- Jill Hanson
- Julie Vigil

- Brad Ewing
- Priscilla Schulte
- Megan Buzby
- Amanda Triplett
- Alison Krein
- Janelle Cook
- Eric Scott

McDowell Group Survey

- Spring 2017

- Student Satisfaction/Retention Survey

- Can be found on the IE website under Student Data: Surveys

  □ http://www.uas.alaska.edu/ie/docs/2017RetentionStudy.pdf

University of Alaska Southeast
Student Retention Study

Prepared for:

University of Alaska Southeast

May 2017

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Initial Review of 2017 Report

- ■ Methodology
  - ☐ Responses: 553 current students, 473 former students
  - ☐ Margin of error: Maximum at 95% confidence interval is ± 3.6% for current students and ± 3.6% for former students
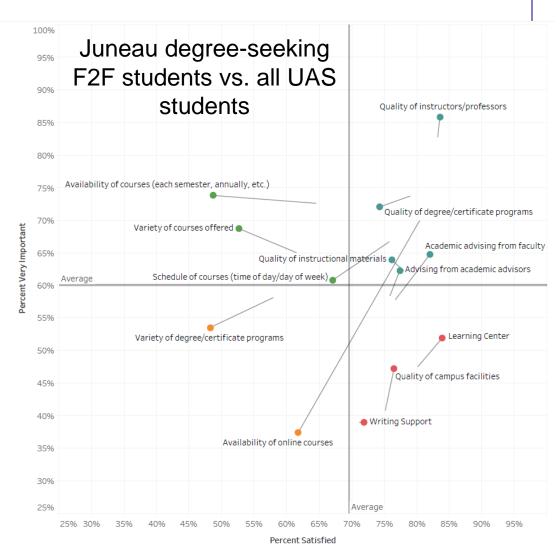 - ☐ Weighted for fall 2015 proportion of FT/PT (28%/72%)

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Juneau (Campus Life) Academic Experience

Juneau DS F2F vs. all UAS students

- More satisfied with
  - Learning Center
  - Academic advising from faculty
- Less satisfied with
  - Availability of courses
  - Variety of courses offered
  - Schedule of courses
  - Availability of online courses
  - Variety of degree/certificate programs

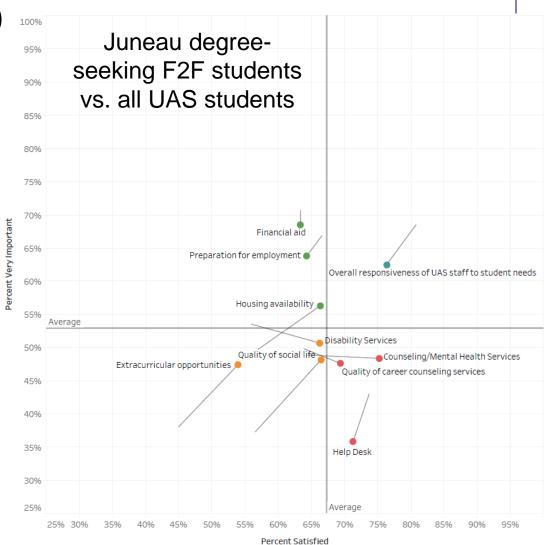Juneau degree-seeking F2F students vs. all UAS students

Juneau (Campus Life) Student Experience

Juneau DS F2F vs. all UAS students

- Higher satisfaction with and importance of
  - Extracurricular opportunities
  - Housing availability
  - Quality of social life
- More satisfied with
  - Counseling/mental health services

Juneau degree-seeking F2F students vs. all UAS students
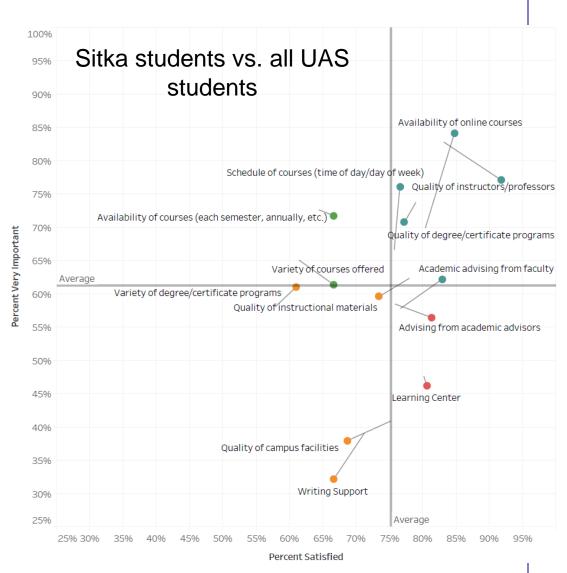
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Sitka Academic Experience

Sitka students vs. all UAS students

- Higher satisfaction with and importance of
  - Availability of online courses
- More satisfied with
  - Quality of instructors
  - Academic advising from faculty
  - Advising from academic advisors
- Less satisfied with
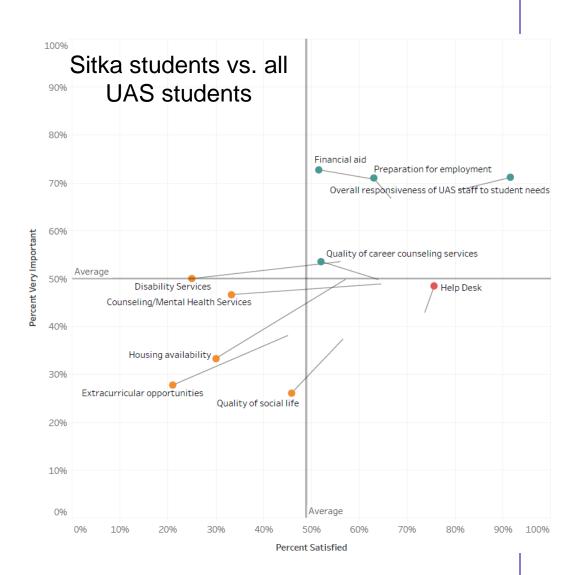 - Quality of campus facilities
  - Writing support

Sitka students vs. all UAS students

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Sitka
Student Experience

Sitka students vs. all UAS students

- More satisfied with
  - Overall responsiveness of UAS staff to student needs
- Less satisfied with
  - Counseling/mental health services
  - Disability services
  - Quality of social life
  - Extracurricular opportunities
  - Housing availability
  - Financial aid

Sitka students vs. all UAS students
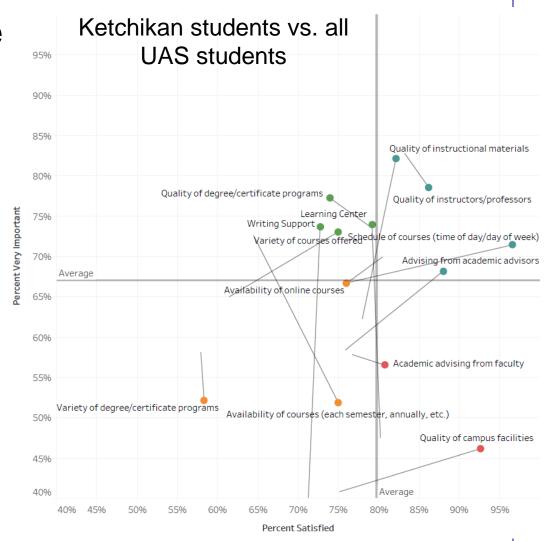
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Ketchikan Academic Experience

Ketchikan students vs. all UAS students

- Greater importance of
  - Writing support
  - Quality of instructional materials
- More satisfied with
  - Quality of campus facilities
  - Schedule of courses
  - Variety of courses offered
  - Advising from academic advisors
- Less satisfied with
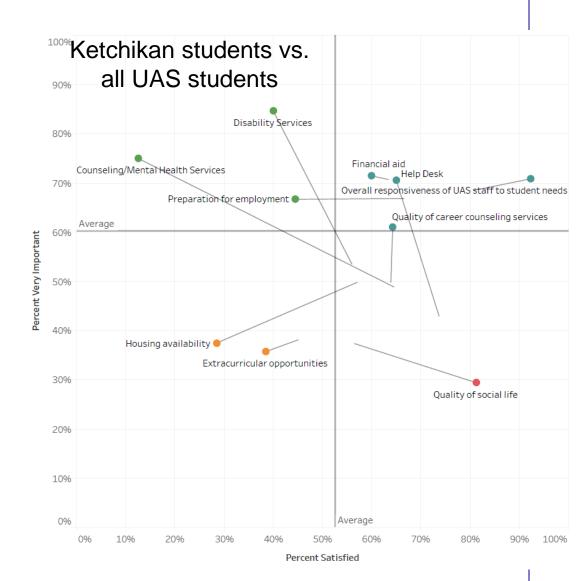 - Quality of degree/certificate programs

Ketchikan students vs. all UAS students

Quality of instructional materials
Quality of instructors/professors
Quality of degree/certificate programs
Learning Center
Writing Support
Variety of courses offered
Schedule of courses (time of day/day of week)
Advising from academic advisors
Availability of online courses
Average
Academic advising from faculty
Variety of degree/certificate programs
Availability of courses (each semester, annually, etc.)
Quality of campus facilities
Average

Percent Very Important
Percent Satisfied

Ketchikan
Student Experience

Ketchikan students vs. all UAS students

- Greater importance of Help desk
- More satisfied with
  - Overall responsiveness of UAS staff to student needs
  - Quality of social life
- Less satisfied with
  - Counseling/mental health services
  - Preparation for employment
  - Disability services
  - Housing availability

Ketchikan students vs. all UAS students
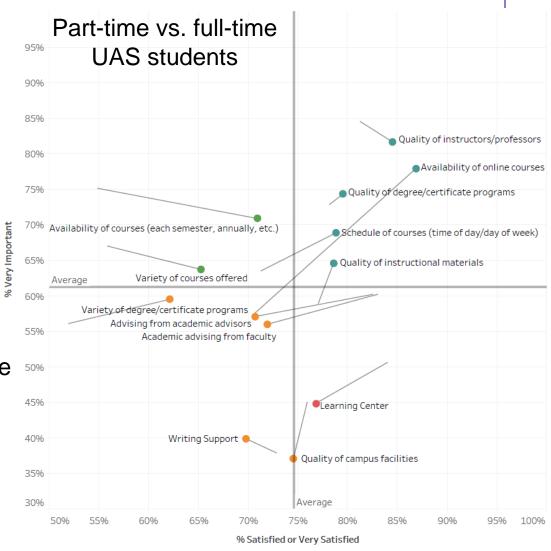
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Academic experience by course load

Part-time vs. full-time students
- Greater importance of
  - Availability of online courses
  - Schedule of courses
- More satisfied with
  - Availability of courses
  - Schedule of courses
  - Variety of courses offered
  - Variety of degree/certificate programs
- Less satisfied with
  - Advising from academic advisors
  - Academic advising from faculty
  - Learning Center

Part-time vs. full-time UAS students

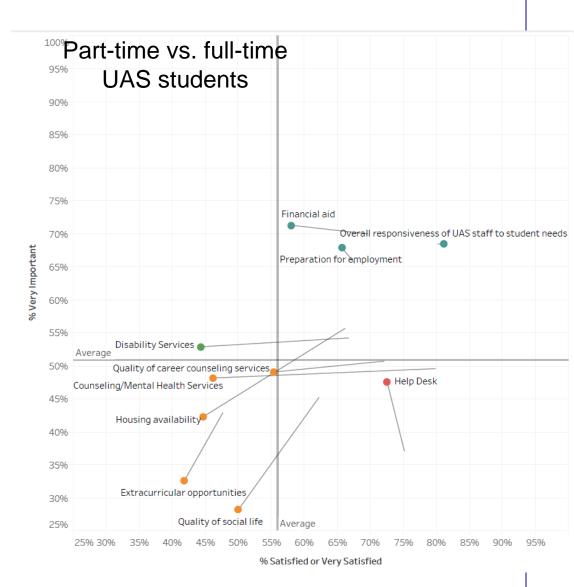**UNIVERSITY** *of* **ALASKA SOUTHEAST**

Student experience by course load

Part-time vs. full-time students
- Greater importance of Help Desk
- Less satisfied with
  - Housing availability
  - Quality of career counseling services
  - Quality of social life
  - Counseling/Mental Health Services
  - Extracurricular opportunities

Part-time vs. full-time UAS students

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■ Questions?