

March 2005

Assistant Vice Chancellor Megan Sumner

University Relations

February FAFSA Frenzy sets one-month record

The “February FAFSA Frenzy” campaign — a joint effort between UAA, UAS and UAF to get students to submit the Free Application for Federal Student Aid — resulted in a healthy jump in applications over the first two months of the year.

In February, students who attend or plan to attend UAA filed 1227 FAFSA applications, thought to be the most ever filed during any one-month period. Through Feb. 28, 1746 forms were filed — an increase of more than 50 percent over the same period last year.

The UAA Office of Student Financial Aid staged two workshops and an open house, inviting students and prospective students to come in and get personalized help filling out their forms. The office advertised in *The Northern Light*, aired public service announcements on a variety of radio stations around Anchorage, and Director Ted Malone appeared on the student radio talk show “Gray Matters.” UAA also entered anyone who submitted a FAFSA form during February into a drawing for one of three Apple iPod Shuffles.

It was the first year for the “February FAFSA Frenzy” campaign. Because of the positive results, Malone said his office would probably help stage the campaign again next year.

Complex systems

Advancement staff have helped the Complex Systems Program prepare materials relating to the 2005 Complex Systems Lecture Series. These materials include a new brochure introducing the lecturers and their subjects, and a series of radio ads to play on KSKA and KLEF. 1500 copies of the brochure will be produced and distributed, and the radio commercials will air 43 times.

Complex systems is a new field of science that studies how parts of a system give rise to the collective behaviors of the system, and how systems interact with their environments. Complex systems lectures are scheduled for March 31-April 1, April 7-8, April 14-15, April 22, and May 12-13. For more information see <http://complexsystems.uaa.alaska.edu/>

Commencement 2005

Advancement is once again taking a lead role in planning and organizing the 2005 Spring Commencement Ceremony. Rada Jones, marketing and events coordinator, is co-chairing the committee with Student Leadership Coordinator Diane Kozak; together they are helping coordinate the efforts of more than 20 separate subcommittees formed to deal with the innumerable details involved.

UAA’s commencement ceremony always relies heavily on volunteers to help make it a success for the university and the graduating students. If you would like to donate a little of your time, or know someone who would, please contact Student Affairs Manager Cindy Marshall (786-6133 or anclm@uaa.alaska.edu).

Development

Community engagement series

The second evening in Development’s Community Engagement Series was held at Ed and Cathy Rasmuson’s home Feb. 23. Approximately 20 guests attended this intimate gathering featuring Dr. Tom Buller, chair of UAA’s Philosophy Department. This series is a key part of the strategy to emphasize UAA’s role as public square.

Dr. Patricia McAnany lecture

Dr. Patricia McAnany, a professor of archeology at Boston University and a 1978 graduate of UAA’s anthropology program, will give a public lecture at UAA Thursday, March 10.

Dr. MacAnany's presentation begins at 7:30 p.m. March 10 in UAA's Lucy Cuddy Hall. Free to the public, the presentation is sponsored by the UAA Anthropology Department and the Alumni Relations Office. Parking is free.

Dr. McAnany is also the keynote speaker for the Alaska Anthropological Association conference, March 10-12 at the Anchorage Hilton.

For more information about the conference or McAnany's March 10 lecture at UAA, contact Alumni Relations Manager David Woodley (786-1941 or andsw@uaa.alaska.edu).

Family Campaign

The Office of Development will launch the annual Family Campaign in April. The Family Campaign is an opportunity for faculty and staff to support a UAA fund of their choice. The goal this year is to increase faculty and staff giving from 10 percent to 15 percent.

Faculty and staff giving is an important area of support at universities across the nation. Gifts made by members of our family have an immediate impact on our students and programs and also help to leverage larger gifts from foundations and companies.

Simeonoff named Rising Star

Jennifer Simeonoff, UAA's annual giving manager, was recognized for her superior work Feb. 28 when the Council for Advancement and Support of Education (CASE) District VIII presented her with its 2005 Rising Star Award.

A member of UAA's Office of Development for the past four years, Simeonoff created and launched the university's first-ever annual giving program. Through her initiative the Office of Development exceeded its two primary goals for the past two years: increasing alumni giving and increasing faculty/staff giving.

In FY02, .6 percent of UAA alumni were donating to the university. By FY04, Simeonoff helped raise that figure to 3.3 percent — an increase of 450 percent in just two years (see below for a further update). And the trend is continuing: Through the first six months of FY05 UAA doubled the number of dollars raised from alums and nearly equaled the total number of alumni donors for all of FY04. Much of this success is due to Simeonoff's management of a student phone-a-thon program, which has successfully engaged more UAA alumni than any other program in university history.

Alumni giving continues to climb

The Office of Development is pleased to announce that effective March 2005, we have exceeded our FY 05 alumni giving goal of 4 percent. We currently have a rate of 4.2 percent. With four months left before the end of the fiscal year, it is expected that the alumni giving rate will continue to rise and will be around 5 to 6 percent at the end of the fiscal year.

Alumni giving helps support areas of need across campus. It also builds a strong base of prospects for major gifts and planned gifts, helping fund UAA for the future.