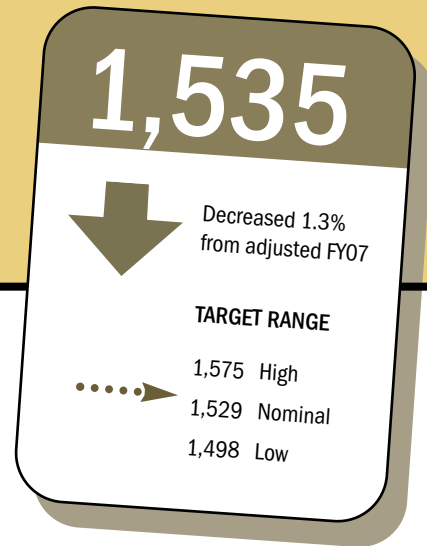


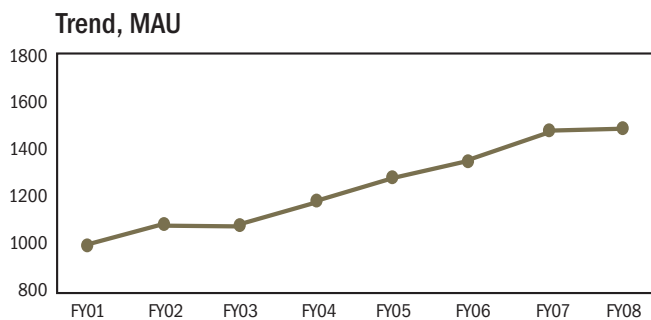
# HIGH DEMAND JOB AREA DEGREES AWARDED



**MEASURE:** The number of certificates and degrees awarded during a fiscal year that support Alaska high demand job areas as defined by the State of Alaska Department of Labor (DOL). List maintained by the Statewide Academic Council (SAC).

## PERFORMANCE SUMMARY

UAA awarded 1,535 certificates and degrees in high demand job area programs in FY08, about 1% below last year's record-setting total of 1,555,\* but still squarely within our target range. The FY08 performance is the second highest in UAA history.



\* Last year's performance total (previously reported as 1,529) has been adjusted by UA Statewide to include new programs added to the high demand job area list in August 2008. The new programs include 29 occupational endorsement certificates and more than 30 other programs created since 2003.

## ANALYSIS OF RESULTS AND CHALLENGES By Campus and College

### Top performers include:

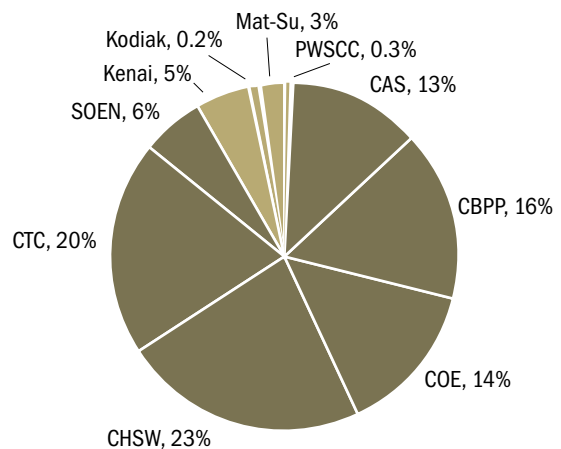
- **Kenai Peninsula College**, up 45% (25 awards) with increases in Process Technology, Industrial Process Instrumentation, Occupational Safety and Health, General Business, and Computer Electronics, among others.

- **School of Engineering**, up 23% (16 awards), including the first 9 graduates of the new BS Engineering program and the first 2 graduates of the Port and Coastal Engineering graduate certificate program.
- **College of Arts and Sciences**, up 8% (14 awards), largely due to a 32% increase in baccalaureate Psychology awards.
- **College of Business and Public Policy**, up 2% (6 awards), including the first recipient of the new Supply Chain Management graduate certificate.

Three other colleges were down compared to all-time highs in FY07, but still hit their second highest levels ever.

- **College of Education**, down 29% (61 awards), following a year that included a big spike in Master of Arts in Teaching awards.

### Contributors



High Demand Jobs

- **Community and Technical College**, down 2% (5 awards) in spite of awarding its first 30 occupational endorsement certificates. The CTC pattern is complicated, with many programs increasing or decreasing by very small numbers (1 or 2 awards). The largest decreases occurred in Fire Service Administration, Occupational Safety and Health, Aviation Technology, and Air Traffic Control. Both Aviation programs, however, had unusually large numbers of awards in FY07 and still contributed substantially to FY08 performance.
- **College of Health and Social Welfare**, down 2% (6 awards).

**ANALYSIS OF RESULTS AND CHALLENGES  
By Job Areas**

The University of Alaska also groups degree and certificate programs into nine “High Demand Job Areas” that correspond to workforce categories rather than academic delivery structures. All job areas include contributions from more than one school, college, and campus, and most units (except only the College of Education) contribute to more than one job area.

Health, Business/Finance/Management, and Teacher Education are UAA’s biggest job areas, delivering nearly 3/4 of UAA’s high

demand job area awards. All three have trended upward over time, with the most volatility occurring in Teacher Education.

**Health:** The Health job area is the major contributor, accounting for 37% of the UAA total. See pages 23-24 for further analysis.

**Business/Finance/Management:** The Business job area produced 308 awards in FY08 (20% of the UAA total), with 70% delivered by the College of Business and Public Policy and smaller contributions from the College of Arts and Sciences (through its journalism program), the Community and Technical College (through fire service, hospitality, and restaurant management programs), the School of Engineering (through its Engineering Science and Project Management programs), and the community campuses (through business administration, accounting, and clerical programs). Although the FY08 total was down by 8 awards from FY07, the overall trend in this area is steady growth over time.

**Teacher Education:** The third largest job area is delivered almost completely by the College of Education, which produced 219 of the 227 Teacher Education awards in FY08. The College of Arts and Sciences contributes through its music education programs (6 awards in FY08). Also in FY08, the College of Health and Social Welfare awarded the first graduate certificate in Nursing Education, and the Community and Technical College awarded one

	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	THIS YEAR 2007-08	TARGET 2007-08
<b>HIGH DEMAND JOB AREA DEGREES AWARDED</b>	994	1,144	1,132	1,224	1,265	1,357	1,555*	1,535	1,529
<b>BY CAMPUS</b>									
ANCHORAGE	929	1,023	1,022	1,128	1,156	1,251	1,441	1,405	
KENAI	26	60	52	42	51	54	55	80	
KODIAK	2	7	11	6	9	11	10	3	
MAT SU	28	36	33	36	34	37	47	43	
PWSCC	9	18	14	12	15	4	2	4	
<b>BY COLLEGE (ANCHORAGE)</b>									
CAS	158	146	156	198	178	168	181	195	
CBPP	219	203	235	279	251	258	243	249	
COE	174	218	177	97	160	175	280	219	
CHSW	209	248	249	288	269	328	356	350	
CTC	132	170	173	211	253	275	313	308	
SOEN	37	38	32	55	45	47	68	84	
<b>BY HIGH DEMAND JOB AREA</b>									
HEALTH	322	356	357	463	471	487	544	573	
BUSINESS/MANAGEMENT/FINANCE	241	231	250	273	296	314	316	308	
TEACHER EDUCATION	183	221	184	106	169	181	289	227	
TRANSPORTATION	42	67	87	100	76	93	148	129	
ENGINEERING	46	57	64	62	72	102	89	91	
INFORMATION TECHNOLOGY	72	90	88	92	72	68	65	72	
NATURAL RESOURCES	63	55	45	78	56	63	53	62	
PROCESS TECHNOLOGY	25	67	57	50	53	45	43	58	
CONSTRUCTION						3	2	6	
OTHER/REGIONAL						1	6	9	
<b>OTHER MEASURES</b>									
ALL AWARDS	1,479	1,582	1,632	1,741	1,702	1,842	2,022	2,022	
% HD AWARDS	67.2%	72.3%	73.3%	70.3%	74.3%	73.7%	76.9%	75.9%	

\* Note: The table above has been revised to include new programs added to the High Demand Job Area list in August 2008. The revised list was applied retroactively, changing some numbers in earlier years as well. FY07 performance was previously reported at 1,529.

Master of Science degree in Vocational Education. Although overall Teacher Education awards were down 21% from FY07, they have still more than doubled since the low point in FY04.

**Transportation:** The Transportation area includes aviation, automotive, and diesel technology programs in the Community and Technical College; logistics and supply chain management programs in the College of Business and Public Policy; and welding programs at Kenai Peninsula and Kodiak Colleges. Overall, the area produced 129 awards in FY08, a decrease of 19 from FY07 but still the second highest year on record. There were an unusually large number of Air Traffic Control and Aviation awards in FY07 which contributed to that year’s record performance.

**Engineering:** The Engineering area contributed 6% of UAA’s performance in FY08. See pages 25-26 for further analysis.

**Information Technology:** The IT area includes a wide variety of computer, networking, telecommunications, and office systems programs in the Community and Technical College and at all four community campuses (Kenai Peninsula College, Kodiak College, Matanuska-Susitna College, and Prince William Sound Community College), plus computer science programs in the College of Arts and Sciences. This area has been down in recent years from its high in FY04. Overall, the area produced 72 awards in FY08, an increase of 7 over FY07.

**Natural Resources:** The Natural Resources area includes biology, chemistry, geology, and natural sciences programs in the College of Arts and Sciences; environmental science and technology programs in the School of Engineering; and a Fisheries/Aquaculture certificate at Prince William Sound. Overall, the area produced 62 awards in FY08, an increase of 9 from FY07.

**Process Technology:** The Process Technology area includes process and petroleum technology programs at Kenai Peninsula College, industrial technology programs at PWSCC, a technology program at Kodiak, and several technology programs at the Community and Technical College. Overall, the area produced 58 awards in FY08, an increase of 15 from FY07.

**Construction:** Construction is a new and growing job area for UAA that is just beginning to deliver its first awards. See pages 27-28 for further analysis.

### CHALLENGES

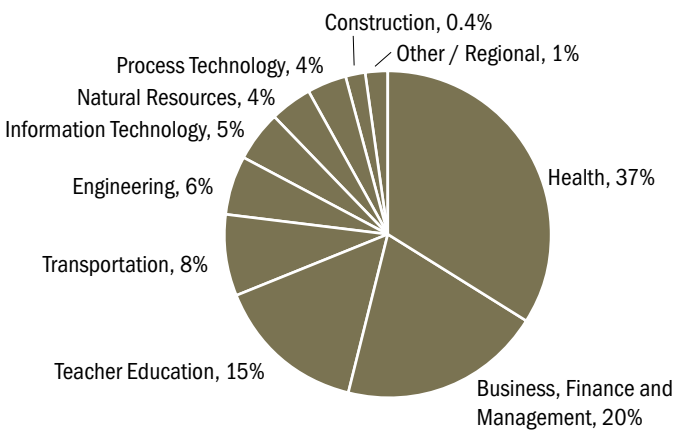
Most high demand job areas face similar challenges in competing with the private sector to recruit and retain qualified faculty and in keeping pace with current practices and technologies.

#### Hiring and retaining qualified faculty in high demand job areas

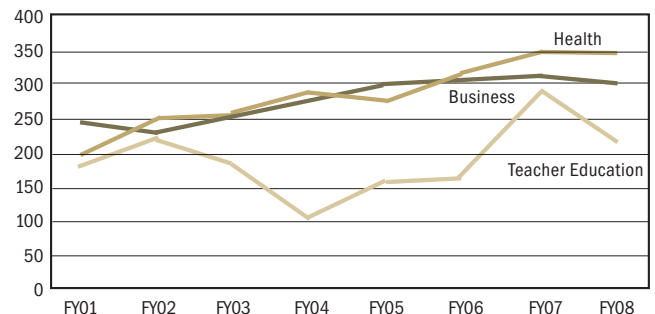
Failed searches have plagued several colleges, and many of the deans report difficulties hiring and retaining faculty in high demand job areas.

- The College of Arts and Sciences reports that faculty positions in psychology and the natural sciences are becoming more difficult to recruit because of non-competitive salaries and the increasing costs and expectations of research start-ups. Non-competitive salaries also limit our ability to attract graduate student teaching assistants and to hire adjunct faculty, laboratory instructors, and laboratory safety and support personnel.

**Awards by Job Area**



**Trend, 3 Biggest Job Areas**



- The College of Business and Public Policy reports failed searches in Accounting, Economics, and Operations Management during the past year and difficulties recruiting for all Business Administration positions.
- The College of Health and Social Welfare has difficulty filling vacant nursing faculty positions because of the national shortage of nurses and nurse educators, difficulties attracting candidates to Alaska, and salaries that are substantially below the levels paid in the healthcare industry.
- The Community and Technical College has had multiple failed searches in recruiting Construction Management faculty, largely because of the huge salary differential (as much as a triple multiplier) between a faculty position and an actual Construction Management job within the industry. UAA also competes with other university construction management programs, most of which offer higher salaries than UAA.
- The Community and Technical College has also had multiple failed searches in Allied Health disciplines including Medical Assisting, Radiologic Technology, Dental Assisting, Medical Lab Technology, and Pharmacy Technology. Searches fail both because of the lack of qualified candidates and also because of the inability to offer salaries competitive with industry jobs.
- Kenai Peninsula College has had difficulties filling Process Technology and Accounting faculty positions, both because of pay issues. The process technology industry pays more than 30% higher than KPC is able to offer, and the college has had two failed searches for Accounting faculty. In some cases finalists were making nearly double the KPC salary range in their present positions.

### **Keeping pace with current practices and technologies**

In order to keep pace with an ever-changing workforce environment, we must constantly upgrade our technology and equipment, provide professional development for our faculty, and commit to maintaining on-going dialogues with the industries we serve.

### **Teacher Education**

The Teacher Education area faces particularly difficult challenges, with a broad range of needs and relatively few resources to meet them. As discussed briefly under the Student Credit Hours and Strategic Enrollment Management Planning metrics, the College of Education has recently undertaken an intensive strategic planning effort that includes input from external partners. They have increased class sizes, eliminated the supertuition that was pricing their programs out of reach of many prospective students, and taken other steps to do more within existing resources. Preliminary Fall 08 enrollment (as of September 8) shows a 10.7% increase in student credit hours (from 3,622 to 4,011). We still need to develop a sound financial strategy to replace the supertuition revenue, however, or face the impacts on future program delivery.

### **Health, Engineering, Construction**

Specific challenges facing Health, Engineering, and Construction will be discussed as separate Strategies in the pages to follow.