

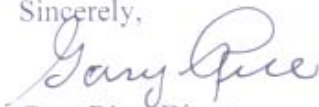
December 5, 2007

From the OPRA Director:

UAA is a living, changing entity functioning in harmony with the students it serves, the community in which it operates, and the State which provides its mission. Administrators and staff make myriad governance and planning decisions to move the university from where it is at to where we want it to become. To make sound decisions the university requires knowledge of its past, clear awareness of its present and a vision that includes the likelihood its decisions will produce the desired future. This information, from all three perspectives, must be timely, accurate, reliable, easily accessible, and in the right context to present appropriate alternatives from which to choose. Once decisions are made, information is subsequently needed to determine how effective the decision actually was. The Trendbook, designed and prepared by our Office of Institutional Planning, Research and Assessment (OPRA) represents a substantial step in making such information readily available to all of the university family.

This Trendbook, like the knowledge it contains, is always a work in progress. It is only as good as the ways it is used and its currency must be maintained. I recommend this Trendbook to you and encourage you to share ways we can build on its usefulness.

Sincerely,



Gary Rice, Director

(OPRA)Office of Institutional Planning, Research, and Assessment