

SEM Recruitment and Retention Committee

September 30, 2024, 12:00-1:00pm

1. Welcome/Check-In

- Launch of new SEM composition which merged the two committees (Recruitment and Retention) into one based on the overlap in scope, work, and challenges of the large size of two committees.
- Highlights from across the University included:
 - Visit completed with the EAB consultants and we are seeing a greater utilization of Navigate among faculty and staff.
 - North2North Program expanding to graduate program exchanges.
 - Howl days had greater participation (and higher show rates) and 90% of students that attended registered for Fall 2024.
 - Enrollment is growing, including in CTC and CBPP.
 - UA Scholars increased 13%.

2. Overview of Semester Priorities

a. Redesigning Scholarship Incentives

- i. Our current ability to give out scholarships is not as effective as it could be; timing has been a consistent problem; Foundation information has at times been limited; determining eligibility and impact can be challenging; revenues available are not expanding.
- ii. Retention relies heavily on student access to financial support that will keep them enrolled and not stopping out to work until they have earned enough to pay for tuition again.
- iii. We need to expand to community campuses and a wider student population.
- iv. We need an intentional and coherent model and one that allows for greater transparency for students and provides them with a clear financial plan for paying for college.

b. Microgrant Pilot for Spring 2025

- UAA has allocated \$126,000 allocated to the interim VPSS to launch this microgrant program this academic year.
- Pilot #1 Will focus on removing financial holds for students that have unpaid balances of between \$500 and \$2000.

- Pilot #2 will focus on Freshman and Sophomores with lowering GPAs and connecting them with academic support services. The goal will be to incentivize the growth behaviors we want to see in our students.
- c. In-State Recruitment Plan UAA redevelopment
 - We need a plan to be more comprehensive around an all-campus recruitment model.
 - Coordinate with community campuses and then refine and streamline.
 - Programs should selectively aim and target in their recruiting and not just rely on the broad marketing done by Enrollment Services and Advancement.
 - Don't oversaturate the market.
 - Target particular programs with capacity.

3. Action Items:

- a. The committee has requested Director of IR to develop a methodology to determine out of a cohort the amount of aid offered and the amount of aid taken and see the behavioral patterns.
- b. We have created sub-committees to tackle these objectives including a Microgrants Committee and a Scholarship Committee. These committees will schedule a time to meet within the next two weeks.

Name	Title	Area	Role
Ray Ball, PhD	Interim Vice Provost for Student Success and Dean of the Honors College	Academic Affairs and Honors College	Chair
Craig Mead	Interim Associate Vice Chancellor of Enrollment Services	Student Affairs	Chair
Kim Morton	Executive Director, Student Engagement and [REDACTED]	Student Affairs	Member
Ray Weber, PhD	Dean of the Community and Technical College	Community and Technical College	Member
Mary Jo Finney, PhD	Dean of the Graduate School	Graduate School	Member
Dan Campbell, PhD	Director, Institutional Research	Institutional Research	Member
Matthew Cuellar, PhD	Faculty Senate VP	Faculty Senate and College of Health	Member
Richelle Frankovic-Spencer	Admissions Counselor	Kenai Peninsula College	Member