

Feb 4, 2026 4:00 PM | SEM Committee Meeting

Attendees: Ray Ball, Barb Brown, Jackie Cason, Colin McGill, Craig Mead, Kim Morton, Debbie Narang, Ray Weber

[Combined Report on Student Success Metrics](#)

Agenda Items

- Update on Fall 2026 application pool & admits update (Craig)
 - Total is down about 400 applicants
 - Anchorage campus has seen a decline thus far this cycle (Aug '25 - July '26)- in the FTF high school applicant pool (compared to last year, 2 years ago, and 3 years ago)
 - Additional ad hoc communications planned along with additional visits to area high schools
 - Simultaneously the actual Fall admit rate is up from this time last year

- Financial Aid Updates (Craig)
 - Full amount of Work Study Money requested for AY 27 has been awarded
 - New interim director of Financial Aid – contracted with FAS through November 2026

- Continued discussion of more comprehensive Advertising plan that also includes greater specificity for programs and draws in community as well (Ray)
 - EAB Cultivate launched in late October
 - Refresh of communications in process
 - What do we need in a draft recommendation?
 - Advising Communications Audit
 - FYE campaign is already underway
 - Uptick in group tours
 - Freshman Academies continued this Fall
 - Academic Preview Day
 - Seawolf Ready kicked off today
 - 2/17 at 10 am Graduate School Fair - Student Union
 - Fewer programs than historically have participated

- Update on Microgrants (Ray)
 - Committee awarded \$95,000 in microgrants to clear Fall financial holds for 69 students (Freshman, Sophomores, and a few Juniors)
 - 44 (63%) have enrolled for the spring semester

- ROI improved from last year based on new criteria
- Recommend continuation of program and further refining eligibility criteria
- Continued Discussion of Communications Mapping and Streamlining (Ray)
 - What is the current ecosystem?
 - What pathways are most effective for reaching our students?
- Planning an event led by Interim Vice Chancellor Tom Green to focus on Best Practices in SEM
 - Faculty and Staff involvement in SEM and SAF goals
 - Best practices of faculty activities and work in recruitment and enrollment and yield?
 - How can staff measure how the things we are doing move the needle on persistence and graduation?

Action items

- Ray B, Ray W, and Craig will meet with Katie and Austin in Advancement to further discuss advertising and communication streamlining
- Kim to schedule quarterly Lead Retention Officers Meeting for March
- Craig will reach out to Tom for dates & Jackie will take idea to Eboard that the SEM Event with VC Green be considered for the Faculty Senate Faculty Forum for this spring
- Debbie and SASS will work on resolution for Blackboard to automatically populate important info around resources
 - Barb will help verify clear info on access from Community Campus perspective to be considered as part of this process

Next Meeting: TBA