



## STUDENT AFFAIRS

*The “Come Home to Alaska Program” was launched for the Fall 2014 semester. Designed to entice out-of-state students to attend one of the University of Alaska campuses, the program waives non-resident tuition for students with family ties to the state.*

*In order to be eligible for the program, applicants must document they have parents or grandparents that are current residents of Alaska.*



UNIVERSITY  
of ALASKA  
ANCHORAGE

SEPTEMBER 2015

## “COME HOME TO ALASKA” INITIATIVE @ UAA Anchorage Campus

### OVERVIEW

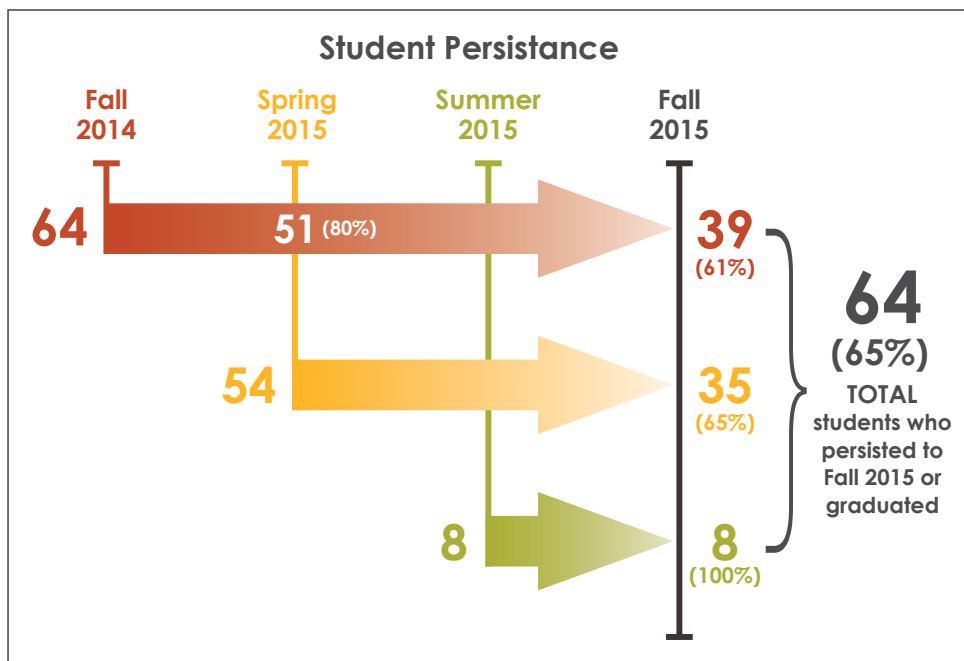
The Anchorage campus received 191 applications for the UA “Come Home to Alaska” (CHTA) program between August 2014 and September 11, 2015.\* From those applications, 184 students were approved and enrolled. From an enrollment perspective, the program has been a success: 75% of the recipients were new to the Anchorage campus; they have a high persistence rate with 75% continuing from their initial term into the next; and public relations value was tremendous as demonstrated by the comments collected through a survey. Of the 184 CHTA students, 75% (n=137) were students who had not attended UAA in at least a year, if ever.

	Fall 2014	Spring 2015	Summer 2015	Fall 2015	TOTAL
<b>Approved Applicants</b>	64	54	8	58	184
<b>% of Applicants New to UAA</b>	64%	85%	50%	79%	75%

*\*Please note the numbers published in this report pertain to the UAA Anchorage campus only, unless otherwise noted.*

### PERSISTENCE RATES

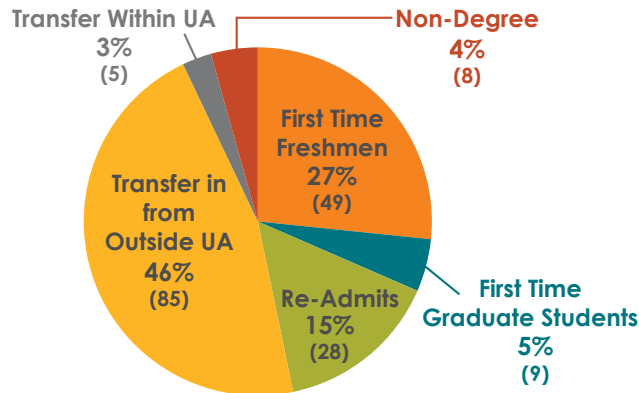
With each newly enrolled cohort of CHTA students, 75% (n=94) persisted into a second semester of enrollment and 65% (n=82) of the total enrolled CHTA students graduated or persisted to Fall 2015.



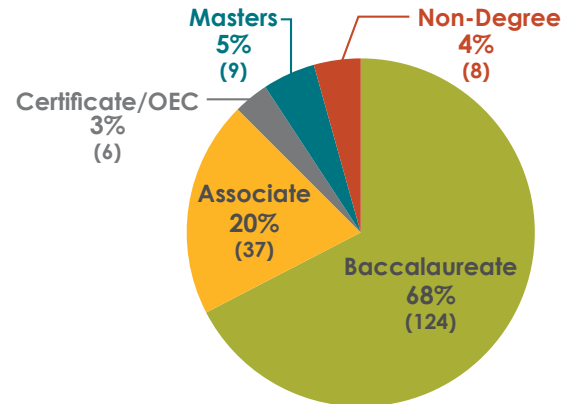
## CHTA STUDENT POPULATION DEMOGRAPHICS

While the program was not designed with specific enrollment targets, baccalaureate students are the most common recipients (68%), but all degree levels are represented, as are all student types with transfers from outside the UA system being the largest group (46%). More of the recipients were White than the overall Anchorage campus population, and 13% identified as Alaska Native or Native American – mirroring the campus population and supporting institutional mission.

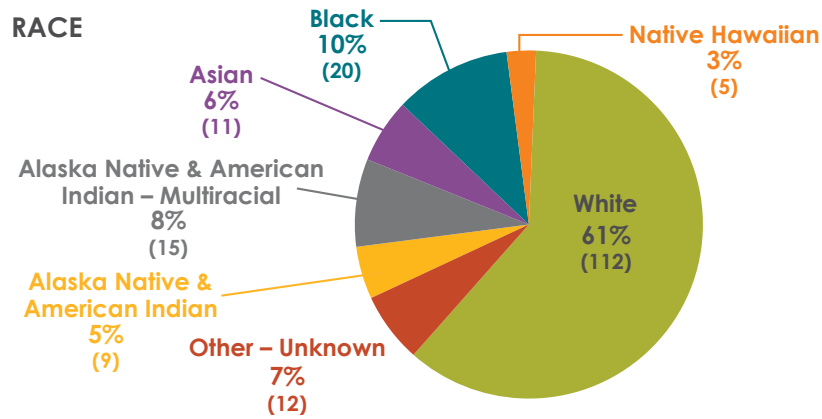
**STUDENT TYPE** (at time of original application for admission)



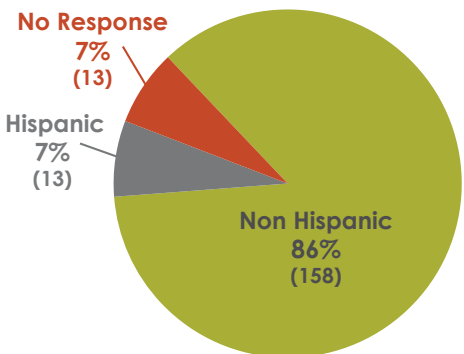
**DEGREE LEVEL** (at time of admission)



**RACE**



**ETHNICITY**



**AGE RANGE**



## REVENUE

At least 137 new enrollments were gained, and the public relations value is perhaps unmeasurable, as evidenced by the student comments on the next page.

*\* This campus does not charge non-resident tuition.*

**Cumulative Forgone Non-Resident Surcharge Revenue (through Summer 2015)**

<b>Anchorage Campus</b>	\$817,236
<b>Matanuska-Susitna College</b>	\$140,304
<b>Kodiak College</b>	\$33,300
<b>Kenai Peninsula College</b>	\$14,208
<b>Prince William Sound College</b>	n/a*
<b>UAA TOTAL</b>	\$1,005,048

## RECIPIENT SURVEY RESULTS

UAA sends a CHTA perceptions survey to each recipient during his or her first semester. Of the 184 students approved for CHTA, 26% (n=48) responded to the survey. See below for their responses to the survey.

### **When I first heard about this program, I was:**

Living in Alaska	28
Living outside of Alaska	20

### **After graduation:**

I will stay in Alaska	26
I may stay in Alaska	18
I will leave Alaska	1
I may leave Alaska	2
No response	1

### **I see this program as a genuine way of connecting students to Alaska.**

Agree	45
No Opinion	2
Disagree	1

### **How did you find out about the program?**

UAA Website	14
UAA Employee	13
UAA Media	2
Local Media	2
Family in Alaska	9
Friends/Co-Workers	6
Other	1

## QUESTIONS

Please direct any questions concerning this report to:

**BRUCE SCHULTZ, Ed.D.**

**Vice Chancellor for Student Affairs**

brschultz@uaa.alaska.edu  
907.786.6108

**ERIC PEDERSEN**

**Associate Vice Chancellor  
for Enrollment Services**

erpedersen@uaa.alaska.edu  
907.786.1266

## SELECT STUDENT COMMENTS/FEEDBACK

- I returned to Alaska to live with my parents and apply to medical school. This program made it possible for me to take classes right away. I told my girlfriend about the program and she is now starting college for the first time! Many people leave Alaska after high school and return seeking an education. This is a great program for Alaskans who are coming home to stay.
- Only moved for less than 2 years and sent son to prep high school out of state. He was born and raised here and plans to stay home. This made all the difference since technically we had to re-establish residency again!
- This program helped me a lot! I didn't have enough money to cover my classes and was going to drop them until I heard about it.
- I really appreciate receiving the benefits of this program! It has made a huge difference in the number of classes I can afford to take. It has also reduced a lot of stress in my life and helped me focus more on my schoolwork. This was such a blessing in my life and I am extremely grateful! Again, thank you!
- Great program and very helpful UAA staff regarding the issue!
- I am from Alaska, born and raised. I graduated from Dimond High School and went out of state for my undergraduate studies because UA did not offer my program. This program made it possible for me to come back for graduate school. Thank you!
- Thanks UAA; I will return the waiver and will work as a teacher in the Alaska villages!!!
- This program was the deciding factor in my return to Alaska. I was attending school in Oklahoma when my fiancé received a job offer in Alaska. This program made it possible for us to come here and allowed me to continue my education at a much more affordable rate.
- Thank you!!! This was an awesome find and extremely appreciated.