

Enrollment Services Administrative Review

If one or more of these functions was reduced or discontinued, what would be the impact on: (Not all

matriculation to persistence and graduation. In support of this mission, three key areas come to mind.

Cultivating an Incoming Class: We have partnered with many departments across campus on the work which is necessary to build an incoming class of students and also to create a dynamic new student on-boarding experience. Before the Governor's announced budget cuts on July 1st

cost, maintenance, and training, includes:

- Schedule Planner
- Courseleaf (CAT, CIM, CLSS)
- CRM/Salesforce/Marketing Cloud
- DegreeWorks
- TES
- EAB Transfer Portal (in works)
- Academic Works
- SEO Program Pages
- Onbase
- Toad

- c. Impacts to UAA's reputation, and ability to attract and retain students and/or external support?

Enrollment Services serves to cultivate a prospective class for UAA each term. We have partnered with University Advancement to enhance community partnerships and to work to strengthen our ties to Anchorage. Our focus for the past two years has been largely local. To that end, last year we had 123 visits within the Anchorage/Matsu high schools. We invested heavily in cultivating and building our high school counselor relationships. Until 3 years ago, UAA had a very limited communication plan and it was not uncommon to hear that someone at UAA had a son or daughter who was in the high school who had heard nothing from us. As of today, UAA has sent more than 60,000 print pieces to potential students and similarly over 60,000 emails, which puts us in line with best practice. We have an award winning viewbook, we have implemented territory management with our admissions counselors and we are constantly assessing our efforts and impact, and even during these trying times we are up significantly in our high achieving students. Additionally we are just now weaving in the critical elements of our campus visit programs- time with their academic area, financial counseling and when appropriate VA counseling. And yet, we know there is more to do.

We are working now to hire our working degree seeking admissions counselor who will outreach to local business and cultivate returning adults and those with some college no degree.

We are excited to grow our new partnership with the new staff at Native Student Services and grow a collaborative recruitment plan for our rural students.

We are continuing to grow relationships with our military partners.

We are building our exciting new transfer software (release date of August) that should create new opportunities for this population, especially in collaboration with the Chancellor's new task force.

These are all critical elements of UAA's reputation and are necessary if we are to attract new students. The areas of growth and need are areas that we are heavily criticized for not serving. It is simply a matter of capacity. We know we need to grow. Reductions or eliminations of area will not only mean that we will not grow these areas, because they take further investment, it will also mean that we will lose the

ground that we have made. Including fewer publications and fewer high school visits.

We have made improvements in areas of financial planning. We are now able to provide new students their financial aid award letter in December of their senior year

created the recruitment video.

Software

Academic Works has changed scholarship processing for our continuing students to create a single environment for foundation processing.

Schedule Planner in UAOnline- helps create a perfect schedule.

CLSS software- no more excel sheets to create a class schedule for departments.

Blackbaud Award Management Portal- for awarding scholarships

FATv- allows students and parents 24/7 access to financial aid answers.

What efforts have your unit made to improve efficiencies and reduce costs? What was the results?

Faced with the reality that it had been cut beyond its ability to continue to provide quality student service, and faced with a potential additional budget cut in 2017, Enrollment Services made the difficult decision to eliminate the One Stop service model and to reassign the four remaining student information advisors. This meant that each area became responsible for answer all incoming phone calls (over 35,000 phone calls in AY17) and helping all students in the lobby (16,475 in AY17), as well as continue to answer emails and handle all processing. Although initially concerned this would result in longer processing times, over time we found significant decreases in processing times and improvements to our student services and student satisfaction. As students gained instant access to experts and could spend time immediately on their issue, they were provided more consistent and accurate information, they gained more confidence in us, and this resulted in fewer repeated visits or repeated phone calls.

Implemented CLSS, UAA's academic scheduling software. Helped academic departments engage in more student-centered scheduling, which can lead to improved graduation rates. Supported improved and increased space utilization across campus. Allowed for automatic and mass application of scheduling policies as set by Office of Academic Affairs. More accurate scheduling information available to students at the point of registration; students less inconvenienced by late or unforeseen schedule changes. CLSS enables departments to avoid overscheduling in prime time and efficiently determine and correct overlapping courses and room conflicts. Reorganization of FA- eliminated the Associate Director position so we could instead hire an additional Financial Aid Counselor, who could work with high risk student populations. Chatbot/FATV-use-allows content to be disseminated to students 24/7, helps students navigate challenging content on their own.

Implemented CAT, UAA's electronic catalog. Significantly streamlined the production of the university catalog. Created a transparent process that facilitates direct involvement from academic units. Provides an accessible, searchable catalog that is easier for students, staff and faculty to use.

Implemented CIM, UAA's electronic curriculum review software. CIM saves countless faculty, staff and administrators hundreds of hours annually. It replaced an archaic, time-intensive, paper-based curriculum process that lacked any transparency. UAA faculty frequently comment on the efficiencies they have achieved with CIM, and how timely and simpler it is to bring curriculum through the review process. CIM is available to all university staff and faculty. UAA's graduation application moved to UAOnline, making it much easier for students to apply for graduation and pay the associated fee. Supported community campuses adoption of and

authorizations provided by students to discuss personally identifiable information with third parties. Registrar responsible for disseminating annual notification of FERPA rights to all students, providing FERPA training to faculty and staff, and coordinating and facilitating students' right to inspect, review and amend their education records.

Chapter 10.03. Degree, Certificate and Award Approval. Registrar's Office responsible for auditing students that apply for graduation and certifying that all requirements for the degree or certificate have been met. Also responsible for producing diplomas for honorary degrees and meritorious service awards at the request of University Advancement.

Chapter 10.04. Academic Programs. Through auditing students and awarding degrees, as well as transferring credit, the Registrar's Office helps ensure policies outlined in this chapter are met, including minimum and maximum credits requirements, course and credit hour minimums, General Education Requirements (GERs), and transfer of credit (including GER).

Chapter 10.050 Admissions and Graduation Requirements. Through auditing students and awarding degrees, the Registrar's Office helps ensure policies outlined in this chapter are met, including minimum cumulative GPAs and residency requirements for graduation, as well as policies related to dual enrollment.

BOR Regulations (residency) - Evaluate and apply BOR P05.025 - P05.10.050, R05.10.050 to student admissions

SEVIS Requirements necessary for issuing visa or allowing international students and visiting faculty:

INA 101(a)(15)(F) [8 USC 1101(a)(15)(F)] (Immigration and Nationality Act)-allows for student visas

8 CFR 214.2(f) (General F-1 student provisions)-Describes the rules the F-1 student needs to follow

8 CFR 214.3 (Approval of F and M schools and school compliance)-Tells the school what it must report to the government as it pertains to F-1 students and to the accreditation of the school

22 CFR Part 62 (J-1 Exchange Visitors; students, scholars, and professors)-Hosts the regulations for J-1 students, scholars and professors, and the responsibility the school must take for these visitors.

We are required to adhere to all VA regulations and policies in regards to VA educational benefits and must follow conditions outlined in our MOU with the Department of Defense in regards to administering DoD Tuition Assistance.

Finally we are certifying officials for NCAA eligibility for our student athletes and are often called upon to meet with regional and program accreditors during campus visits in regards to compliance checks.

Potential cuts: Please describe any function reductions or eliminations that are feasible without
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With our functions directly impacting the basic functions of a student progressing through the university and because we are so heavily