

# University of Alaska

## *Education Imperative*

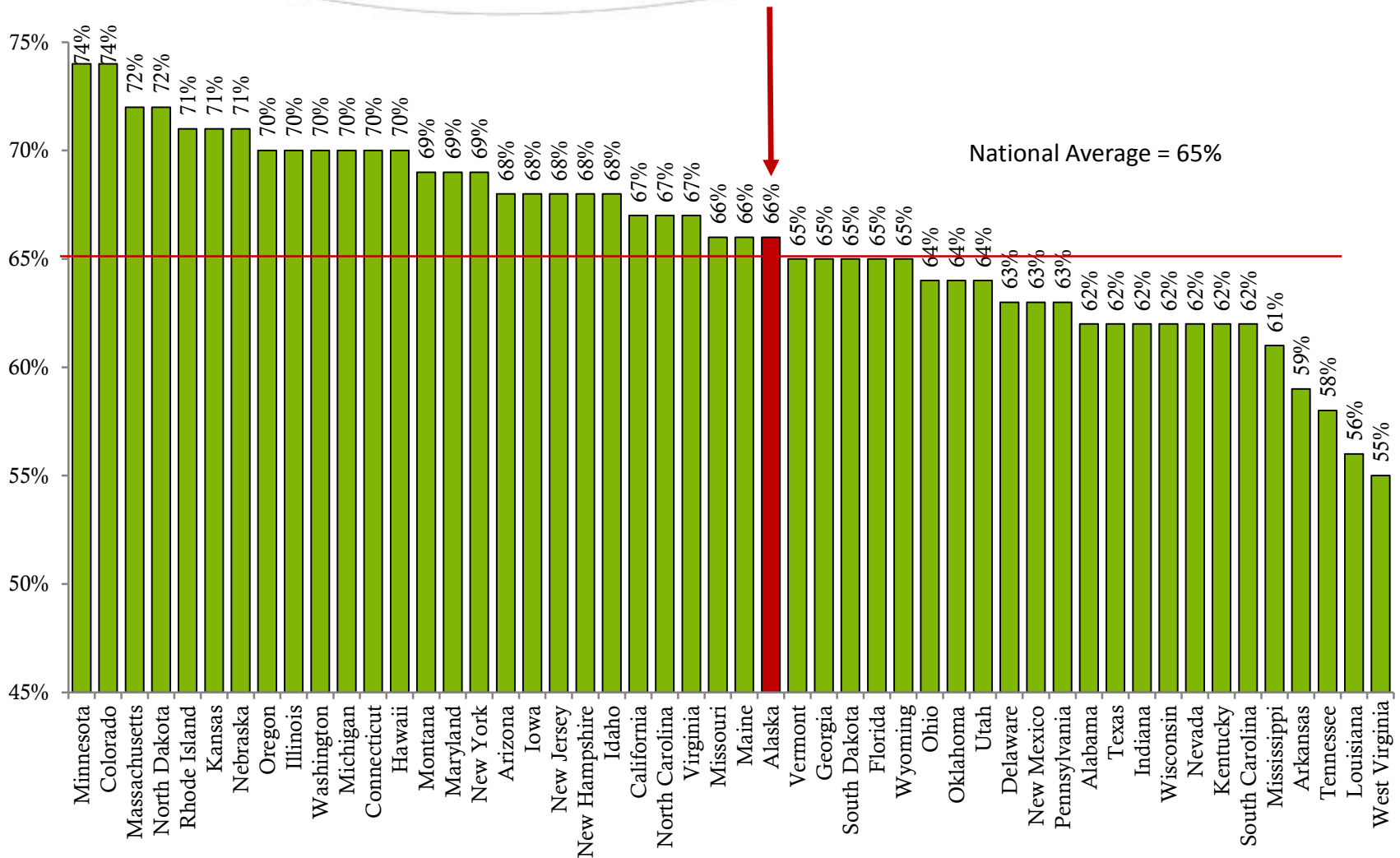
House Finance Subcommittee  
February 9, 2017

# Education Imperative

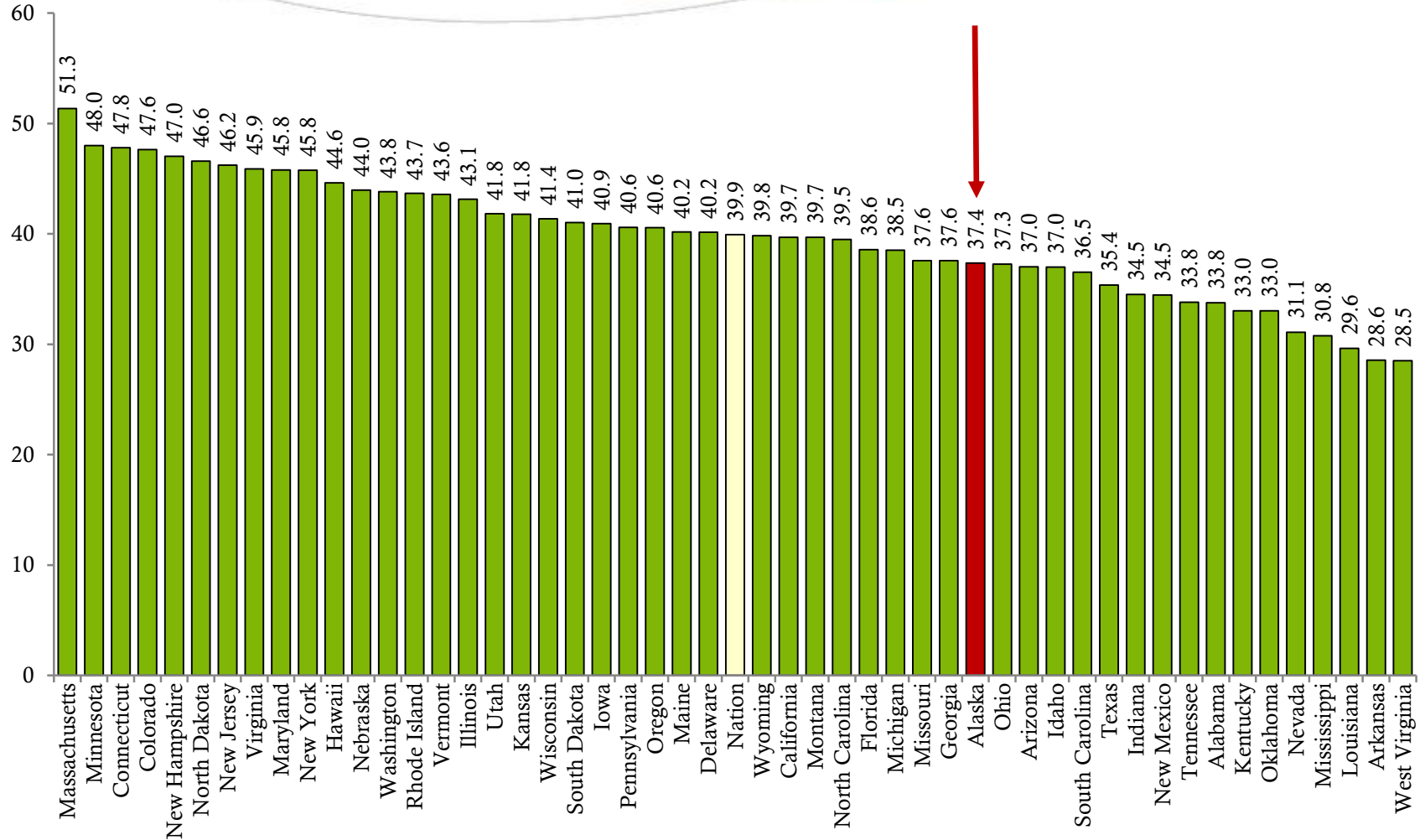
## 65% by 2025

- ✧ By 2025, 65% of Alaska jobs are expected to require some postsecondary education; current attainment is 37%.
- ✧ UA's long-term goal is to support Alaska's evolving workforce needs by producing more graduates and developing a stronger culture of education.

# Jobs in 2020 that Will Require a Postsecondary Education

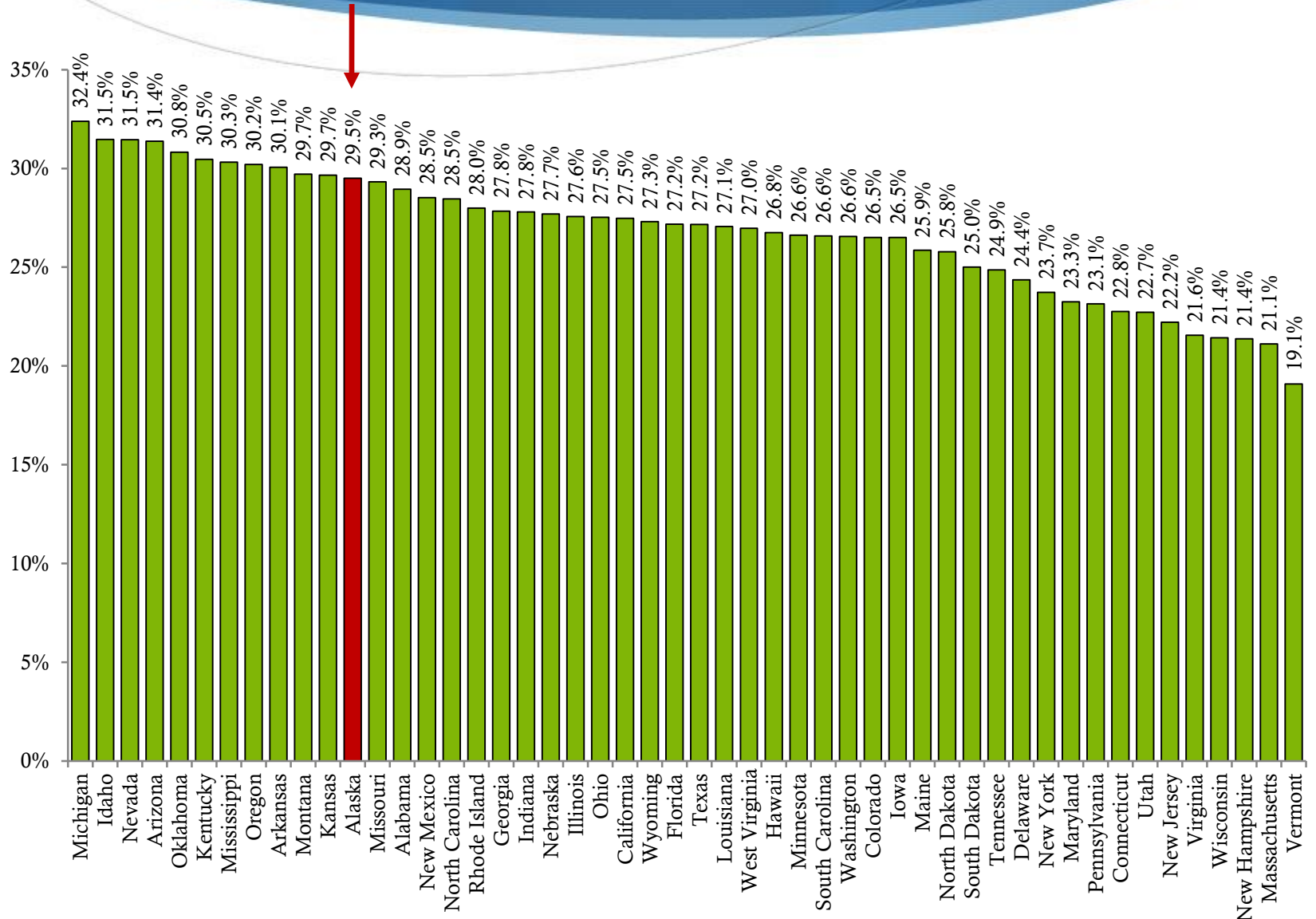


# Percent of 25-64 Year Olds with College Degrees – Associate and Higher, 2013



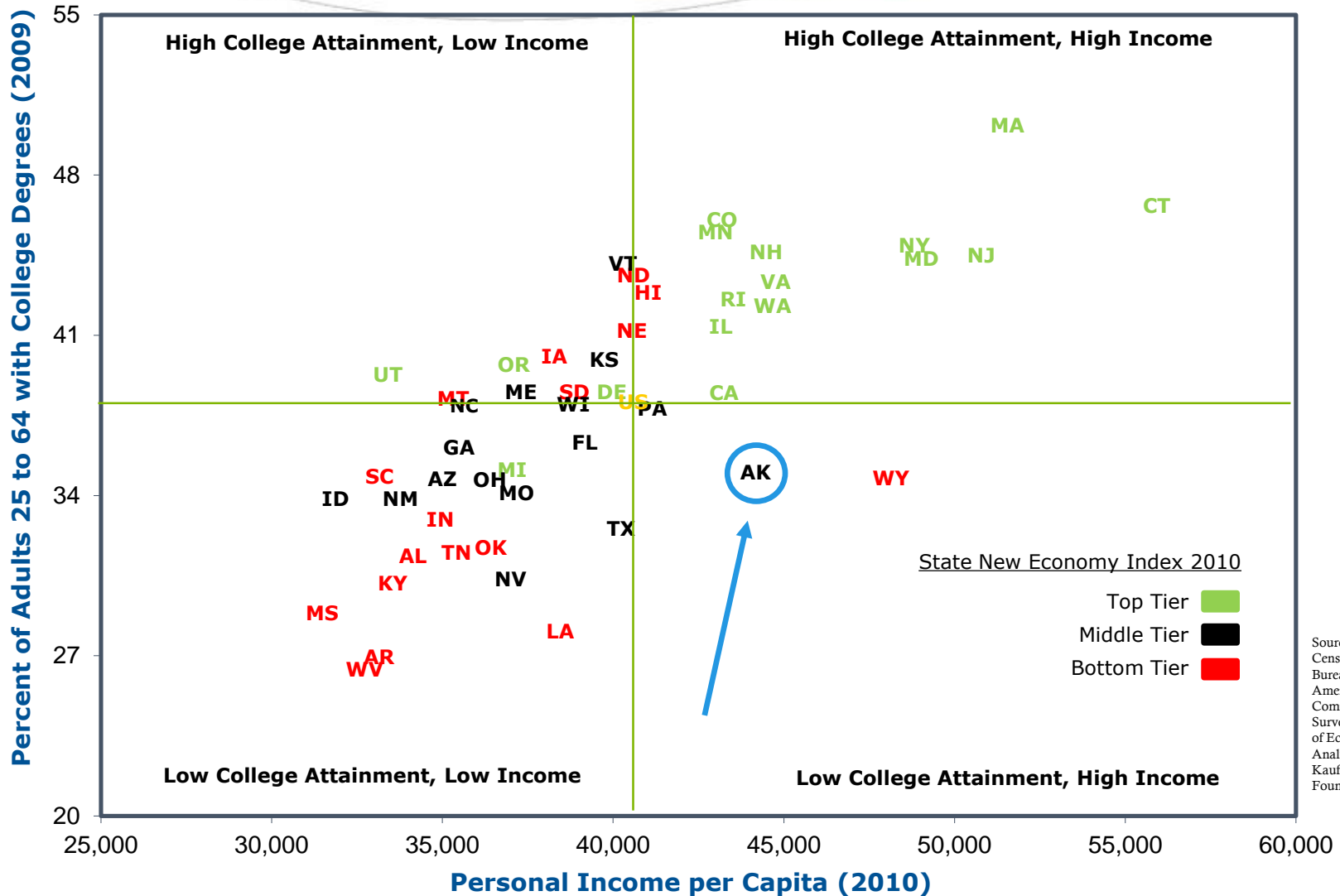
U.S. Census Bureau, 2013 American Community Survey 1-Year Public Use Microdata Sample.

# Gap Between Percent of Jobs in 2020 That Will Require a College Education and the Percent of Adults, Aged 25-64 with Associates and Higher in 2013



Sources: U.S. Census Bureau, 2011-13 American Community Survey (ACS) Public Use Microdata Sample (PUMS) File.; Georgetown Public Policy Institute, Recovery Job Growth and Education Requirements through 2020.

# Education and Income



Source: U.S. Census Bureau, 2010 American Community Survey; Bureau of Economic Analysis; Kauffman Foundation

# UA & DEED

- ✧ UA is partnering with the Department of Education to
  - ✧ Increase access to quality, affordable education
  - ✧ Partner with K-12 and with employers to meet post-secondary expectations
  - ✧ Produce highly qualified Alaskans to teach in Alaska's schools
  - ✧ Develop the right workforce for Alaska's diversifying economy
  - ✧ Build a culture of education in Alaska

# Culture of Education

- ✧ 90% of new teachers Alaskan by 2025
- ✧ 65% of workforce with some college by 2025
  - ✧ 25% Baccalaureate, 40% CTE
- ✧ 90% high school graduation rate
- ✧ 100% college/work readiness rate
- ✧ 60% college completion rate



# Alaska Scholarships

## ✧ UA Scholars and Alaska Performance Scholarship

- ✧ Since the inception in 1999 through FY15, UA Scholars have earned a total of 3,882 degrees, certificates, and endorsements from the University of Alaska
- ✧ Prior to the UA Scholars Program in 1999, approximately 100 students from the top 10 percent of Alaska high school graduates enrolled at the University of Alaska. Today, UA attracts over 400 new Alaska high school students each year who graduated in the top 10 percent of their class, 42 percent of those eligible
- ✧ In fall 2011, the initial semester for the program, 854 Alaska Performance Scholarship recipients enrolled at UA. The number of new APS recipients increased 21 percent to 1,032 for fall 2015, with these awardees receiving more than \$1.8 million in APS funds.
- ✧ The APS influenced 83% of eligible students to stay in Alaska

# Enrollment Strategies and Planning

- ✧ Process started Fall 2016
  - ✧ Enrollment Summits at each university
  - ✧ McDowell Phase 1 enrollment analysis
  - ✧ Fiscal framework shared with BOR and University leadership
  - ✧ SDM (Structured Decision Making) process started
  - ✧ Enrollment Planning document
  - ✧ Initial strategic enrollment investments funded
- ✧ Upcoming Spring 2017
  - ✧ McDowell Phase II
  - ✧ High school survey
  - ✧ Employer analysis

# McDowell Enrollment Reports

## ☞ Phase 1

- ☞ Review of past survey data and other research
- ☞ Analysis of student enrollment and achievement data
- ☞ Preliminary market segmentation
- ☞ Preliminary design for further research

## ☞ Phase 2

- ☞ Expand the demographic, psychographic, financial, and enrollment sections of the market segmentation matrix begun in Phase 1
- ☞ Analyze why UA enrollment has declined over the past 5 years
- ☞ Analyze the potential impact of tuition levels and other financial factors on enrollment and completion

# Enrollment Scenario Planning

## ✧ Structured Decision Making (SDM)

- ✧ SDM is an approach that explicitly defines values and preferences within a data-driven framework that is defensible, transparent, and traceable
- ✧ Used to make decisions in the face of uncertainty by managing values while addressing and identifying the uncertain variables
- ✧ Process identifies gaps in information
- ✧ Sensitivity analysis further helps to identify information gaps that need attention

## ✧ SNAP

- ✧ Scenarios Network for Alaska & Arctic Planning (SNAP) has been contracted to apply the SDM to the issue of attracting and retaining the 115,000 adults with some college but no degree

# Workforce & Economic Data Analytics Portal

- ✧ Web-based portal developed by the University of Hawaii
  - ✧ Up-to-date and real-time analytics
  - ✧ Inform students, employers, and the University about economic and workforce trends to make decisions that will support the needs of regional economies and drive student success
- ✧ Gap analysis will show where the system has programs and where opportunities exist
- ✧ Interface looks at the major sectors of the economy and jobs inside those sectors. Profile for each sector provides information on:
  - ✧ Salary ranges
  - ✧ Who is hiring and where
  - ✧ Crucial data on current and projected demand
  - ✧ Whether the academic units are over or under-producing graduates

# Academic Program Strategies

- ✦ Programs in response to workforce needs
- ✦ Improving access (traditional and non-traditional)
- ✦ Improved articulation
- ✦ Improved graduation rates (retention)
- ✦ Convenient & affordable pathways

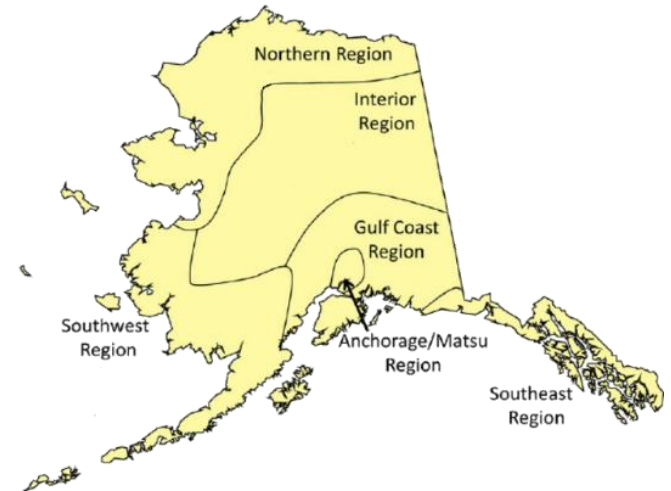
# What's needed to transform enrollment at UA

- ✧ Emphasize retention and graduation
  - ✧ Investment in predictive analytics to help universities target and provide information and resources to students when they need it
  - ✧ A cadre of advisors trained in the use of cutting edge technology will be required
- ✧ Invest in a fast, friendly and efficient “intake” process through a sophisticated web site or portal application
- ✧ Have technology and staff dedicated to helping adult students with transfer of credit and credit for prior learning and experience
- ✧ Investment in on-line learning
- ✧ Continued...

# Adult Education Profile

## Population Aged 25-64

	Less than High School	Just High School Graduate or Equivalency	Some College, No Degree	Total Population
Anchorage/MatSu Region	13,119	56,074	61,463	215,766
Gulf Coast Region	2,756	14,192	13,069	44,207
Interior Region	3,113	15,291	18,705	60,962
Northern Region	1,735	5,878	3,814	14,019
Southeast Region	2,462	11,466	12,333	42,484
Southwest Region	3,006	9,575	5,099	21,296
Alaska	26,191	112,476	114,483	398,734



Slide from Dennis Jones/Sally Johnstone, NCHEMS



# Target Alaska's Adult Market

- ✧ Adult “Market” is comprised of three distinct categories
  - ✧ Some college/no degree
  - ✧ High school completion, but no college
  - ✧ Less than high school
- ✧ The needs of each group are different and require different responses.

# Needs for Students with Some College, No Degree

- ✧ Ability to complete programs already started and/or with high employment potential
- ✧ Recognize learning acquired in non-formal settings
- ✧ Delivered in formats that accommodate work and other demands on students' time
  - ✧ Likely to be extremely varied from one student to another
  - ✧ Asynchronous delivery a requirement

# Competency-Based Education – Next Evolution Enabler

- ✧ Already delivering some degree of CBE (e.g. apprenticeship)
- ✧ Students can progress at their own rates and get individualized instruction/assistance.
- ✧ GA, KY, MD, OH, OR, TX, WI

Slide from Dennis  
Jones/Sally Johnstone,  
NCHEMS

# Landless University

- ✧ Of the estimated 460,000 acres federal land grant UA should have received, just 110,000 acres have been conveyed
- ✧ Only Delaware received a smaller Land Grant than Alaska
- ✧ UA has a 350,000 acres land deficit

