



# University of Alaska

## *Teacher Education & Student Recruitment Strategies*

Senate Education Committee

February 11, 2020

# Agenda

- Accreditation Overview
- Teacher Education Update
- Student Recruitment & Enrollment
- Final Thoughts and Questions

# Accreditation Overview

# Accreditation

- Accreditation
  - Status a recognized accrediting agency grants to an institution or educational program
  - Institution or program meets the agencies qualifying requirements and accreditation criteria
  - Process involves initial and periodic self-evaluation followed by an evaluation by peers
  - Awarded by a non-governmental agency recognized by the Secretary of the U.S. Department of Education
  - Provides a professional judgment regarding the quality of the educational institution or program offered and to encourage continual institutional improvement
- Types of Accreditation
  - Regional – institutions within a prescribed geographic region (UAA, UAF, UAS)
  - National - institutions that are single purpose in nature (does not apply to UA)
  - Program/Specialized – unit (school, department, program or curriculum) within an institution
- The Board of Regents Academic and Student Affairs Committee receives an update from each university at its quarterly meeting and the Board receives an annual written report on accreditation status in September

# Accreditation

- Institutional Accreditation from the Northwest Commission on Colleges and Universities (NWCCU)
  - UAA, UAF and UAS are all in good standing
  - Seven year review cycle.
    - UAA: Site visit and evaluation in 2018, Accreditation reaffirmed in January 2019. Next site visit 2025.
    - UAS: Site visit and Accreditation reaffirmed in 2019. Next site visit in 2026.
    - UAF: Site visit and evaluation in September 2020 (postponed from 2019). Accreditation reaffirmation expected in 2021.
- Program and Specialized Accreditation
  - UA has over 60 program/specialized accreditations across the system
    - Examples of accrediting organizations:
      - Accreditation Board for Engineering and Technology (ABET)
      - Association to Advance Collegiate Schools of Business (AACSB)
      - **Council for the Accreditation of Educator Preparation (CAEP)**
      - Accreditation Commission for Education in Nursing (ACEN)

# Teacher Education Update

# UA Teacher Education Programs

- UAA's loss of CAEP accreditation for its initial licensure teacher preparation programs required University and Board action to meet student needs
- The only certain path for UA education graduates to state licensure from an approved and accredited program was for UAF and UAS to step in to provide programs after August 2019
- The Board of Regents approved the discontinuation of UAA programs and accepted the modified UAF and UAS proposals to meet student needs. These decisions were implemented such that Southcentral students were offered several options beginning in Fall 2019 to pursue teaching degrees that would lead to state licensure

# Timeline of UAA College of Education and Initial Licensure Accreditation Review

- August 2017 Self-study submitted to CAEP
- April 2018 CAEP Site Visit
- January 2019 CAEP notice of revocation of accreditation
- January 2019 UAF and UAS receive UAA student transfers
- January 2019 DEED waives regulation requiring CAEP accreditation for UAA completers in May and August 2019 but not for subsequent program graduation dates
- April 2019 Board of Regents votes to discontinue initial licensure programs
- August 2019 UAS and UAF recruit students in Southcentral Alaska into teacher education programs. UAF begins to offer face-to-face classes on UAA campus



# University of Alaska: Education Units

- University of Alaska **Anchorage** School of Education
  - AAS Early Childhood Education, advanced and graduate programs and PACE (Professional and Continuing Education)
- University of Alaska **Fairbanks** School of Education
  - initial licensure, advanced and graduate programs
- University of Alaska **Southeast** Alaska College of Education
  - initial licensure, advanced and graduate programs

# Accreditation Status of UA Education Units

UA Education Unit	Initial Licensure Programs	Advanced Programs
UAA	Not offered by UAA	Preparing self-study for CAEP, will submit 1/2021
UAF	Full CAEP accreditation until June 2024	Preparing self-study for CAEP, will submit 1/2021
UAS	CAEP Site-visit 11/2019 Positive site visit report. CAEP Accreditation Council will consider UAS EPP accreditation in April.	CAEP Site-visit 11/2019 Positive site visit report. CAEP Accreditation Council will consider UAS EPP accreditation in April.



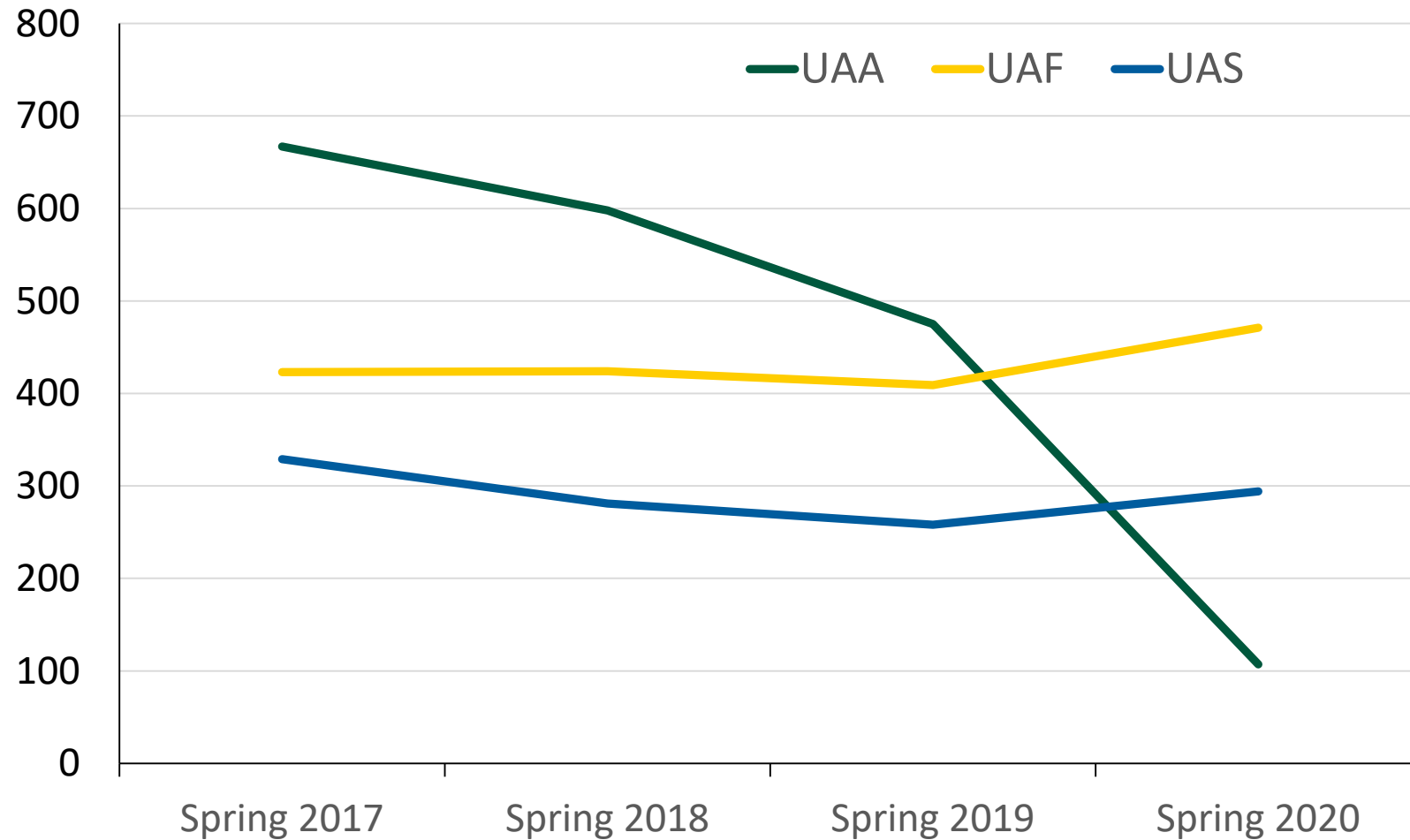
# Spring Semester Enrollment

Initial Licensure and Advanced programs

	Spring 2017	Spring 2018	Spring 2019	Spring 2020
UAA	667	598	475	107
UAF	423	424	409	471
UAS	329	281	258	294
<b>Total</b>	<b>1419</b>	<b>1303</b>	<b>1142</b>	<b>872</b>

\*Enrollment as of January 17, 2020. Based on UAA early semester operational reports.  
Not official “freeze” data. Numbers are updated daily.

# Initial Licensure & Advanced Program Majors



# UA Completions for all Programs

	FY 2017	FY 2018	FY 2019
UAA	185	198	141
UAF	133	123	120
UAS	165	184	166
<b>Total</b>	<b>483</b>	<b>505</b>	<b>427</b>

# First-Time Completers of UA Initial Licensure Programs

	FY 2017	FY 2018	FY 2019	FY 2020 Expected
UAA	88	100	61	0
UAF	55	56	59	73
UAS	78	83	66	85
Total	221	239	186	158*

\*expected

Totals only count the *first-earned* degree in an initial licensure program at UA for each student. If, for example, a student earned a Grad Cert and a Master's degree in an initial licensure program, they are only counted once.



# Are the Students Who Transferred to UAF or UAS Still on Track?

## UAA Transfers Completing at UAF and UAS

	Completed Fall 2019	Scheduled to complete Spring 2020
UAF	4	28
UAS	7	24

# The Quality of UA Education Graduates



# UA Teachers are Well Prepared

- Each spring the different UA education units survey the principals of the schools where the new UA prepared teachers are working
- Feedback from the principals on the new UA prepared teachers is positive
- The Network for Excellence in Teaching (NExT) Survey (based at North Dakota State) used for this is a nationally validated and administered across the country. Alaska is one of four states where all the EPPs use NExT Survey.



# UA Teachers are Well Prepared

## NExT Survey Results

Instructional Practice:	Agree + Tend to Agree
Subject matter in his/her licensure area is taught effectively	95%
Clear learning objectives/goals are evident in lesson planning	90%
Instructional learning goals are achieved using digital and interactive technologies	96%
Diverse Learners:	Agree + Tend to Agree
Students from culturally and ethnically diverse backgrounds/communities are taught effectively	90%
Students with IEPs and 504 plans receive differentiated instruction	91%



# UA Teachers are Well Prepared

## NExT Survey Results

Learning Environment:	Agree + Tend to Agree
Physical environment of the classroom is effectively organized for instruction	93%
Respectful learning environment is created for differences such as race, culture, gender, sexual orientation, and language	93%

Professionalism:	Agree + Tend to Agree
Advocates for all students	95%
Students rights and teacher responsibility laws are upheld	98%
Improve student performance by collaborating with teaching colleagues	95%

# Meeting Programmatic Needs in Southcentral Alaska

# UAF Face-to-Face Courses in Anchorage

Term	Subject Code	Course Number	Course Title	Total Enrolled
Fall 2019	ED	F204	Literature for Children	20
	ED	F466	Internship and Collaborative Student Teaching	16
	ED	F467	Classroom Management Communication and Collaboration I	16
	ED	F478	Mathematics Methods and Curriculum Development	16
	EDSC	F658	Classroom Organization & Management	7
	EDSC	F671	Secondary Teaching: School Internship I and Seminar	7
Spring 2020	ED	F468	Internship & Student Teaching	13
	ED	F469	Classroom Management Communication and Collaboration II	13
	ED	F479	Science Methods & Curriculum Development	13
	EDSC	F672	Secondary Teaching: School Internship II and Seminar	9

However these classes only tell a part of the story for students in Southcentral because they are looking for options in how they receive their instruction and F2F is one of several UA pathways they can pursue

# Program Delivery Variance

## Student Credit Hours in Education Courses 2018-19

	% of credit hours taken by distance	% of credit hours taken face-to-face
UAA	57%	43%
UAF	57%	43%
UAS	74%	26%

# Choices in location and course delivery method

As an example, here are 4 UAF students from Southcentral Alaska. What is a “typical” student in terms of location, preferred instruction method, etc.?

## Student A

Program: UAF Post-bac secondary

Resides in: Wasilla

Enrolled courses 2019/20 academic year:

Course	Location/format
ED F653 UX1	UAF eCampus distance class
EDSC F657 FM1	UAF SOE distance class
HIST A132 P11	UAA F2F class
ED F601 FM1	UAF SOE distance class
EDSC F415 FM1	UAF SOE distance class
EDSC F658 FA1	UAF Anchorage F2F class

## Student B

Program: UAF elementary BAE

Resides in: Anchorage

Enrolled courses 2019/20 academic year

Course	Location/format
ED S230 JD1	UAS distance class
ED F344 FM1	UAF SOE distance class
EDSE F422 UX1	UAF eCampus distance class
Math A212 001	UAA F2F class
EDSE S482 JD2	UAS distance class
ED F204 FA1	UAF Anchorage F2F class
ED F100 FM1	UAF SOE distance class
ECE F410 UR1 and ECE F305 UR1	UAF CTC distance classes

## Student C

Program: UAF elementary BAE, transfer from UAA

Resides in: Wasilla, but **living in dorms at UAF**

Enrolled courses 2019/20 academic year

Course	Location/format
ED F100 FM1	UAF SOE distance class
ED F329 F01	UAF Fairbanks F2F class
ED F330 F01	UAF Fairbanks F2F class
EDSE F316 F01	UAF Fairbanks F2F class
JUST F300 FQ1	UAF eCampus distance class
ED F344 F01, , Math F212 F01	UAF Fairbanks F2F class
EDSE F320 FE1	UAF SOE distance class
Math F212 F01	UAF Fairbanks F2F class

## Student D

Program: UAF elementary BAE

Resides in: Eagle River

Enrolled courses 2019/20 academic year

Course	Location/format
Math F211 UX1,	UAF eCampus distance class
ED F420 FM1	UAF SOE distance class
ED F329 UX1, COJO F300 UX1, ANTH F242 UX1	UAF eCampus distance classes
ED F344 FM1, ED F330 FM1, ED F204 FM1	UAF SOE distance classes
EDSE F422 UX1	UAF eCampus distance classes
LING A101 001	UAA F2F class



# University of Alaska Supporting Recruitment and Retention of Alaska's K-12 Teachers

Alaska Statewide Mentoring Project – mentors are working in 26 districts with 150 Early Career Teachers

Educators Rising Alaska- activity in 35 districts, more than 100 students attend annual conference in Fairbanks

Alaska Teacher Placement- clearinghouse for job vacancies, job fairs, recruitment in lower-forty eight.



# Educators Rising Alaska

## History

- FY16 move from Future Educators of Alaska to Educators Rising (ER)
- FY17 Educators Rising Curriculum created-high school career pathway
- FY18 Initial adoption of Curriculum by districts
- FY19 - 28 districts implemented ER curriculum
- FY20 - 35 districts implementing ER curriculum
- New districts in 2020: Fairbanks, Galena, Juneau, Dillingham,
- Kodiak, Nenana, Hoonah

## Looking Forward

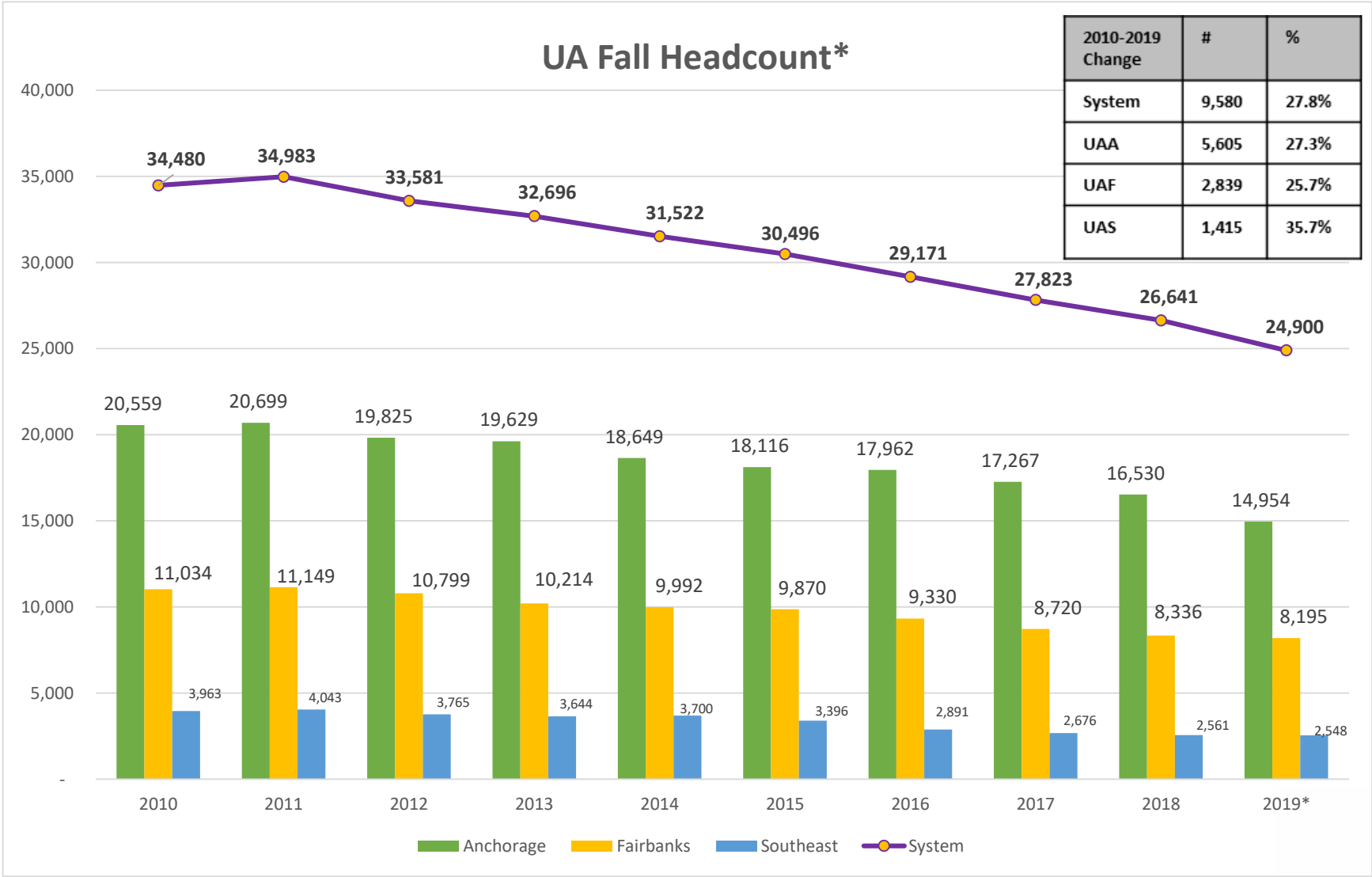
- Dual Enrollment course for Educators Rising in Fall 2020
- Middle School Curriculum being developed for Fall 2020
- Annual Conference growing more than 100 students attend

# Going Forward

- Short term
  - Coordinate websites, marketing, recruiting and advising to provide clear pathways for students across the state but especially in Southcentral to pursue paths to teaching licensure in Alaska.
  - Continue to ramp up UAF faculty in Anchorage and UAS offerings on-line and in Anchorage-based cohort programs to meet current and expected student demand.
  - Align curricula for initial licensure and advanced programs offered at multiple universities.
- Mid term
  - Recruit students into the programs
    - UA graduates from other programs: tuition incentives to pursue MAT or M.Ed.?
    - Current UA students: provide clear pathways for moving into teacher programs perhaps through tuition incentives.
    - Preparing Indigenous Teachers & Administrators for Alaska Schools (PITAAS)
    - Future UA students: Educators Rising, Middle College.
  - Assess state needs to reestablish a BA in Early Childhood Education
- Long Term
  - Address options for the structure and reporting for teacher education programs at UA

# Recruitment & Enrollment Strategies

# Enrollment



\* As of Jan 10, 2020



# University of Alaska Anchorage Recruitment and Enrollment Strategies

# UAA: Standardizing the Student Experience

## Admissions Counselors

- Territory Management
- 125 HS Visits Last Year (82 so far this year)
- Purposeful monthly visits
- 11 in-state college & career fairs

## Academic Areas

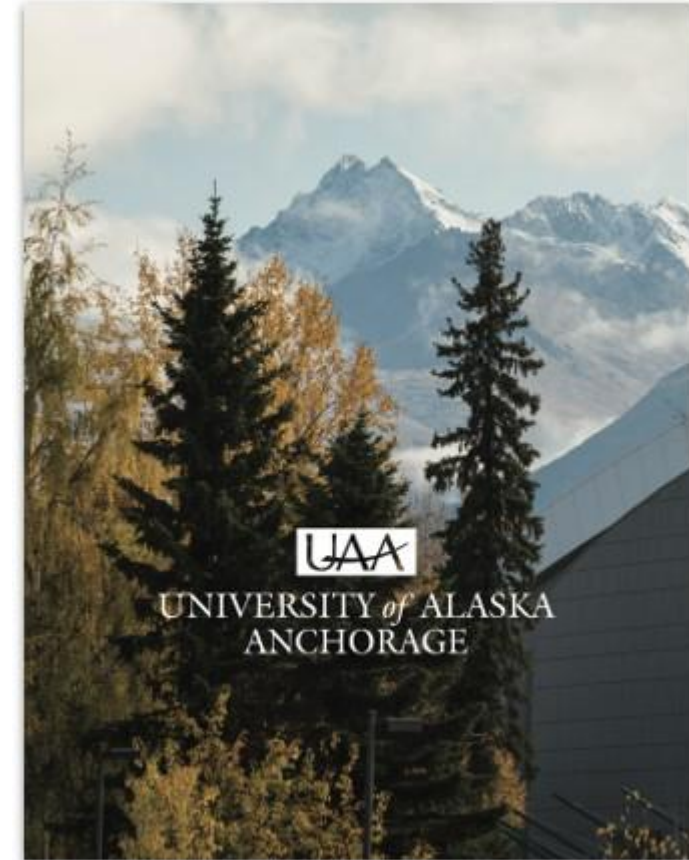
- Know Expectations at beginning of year
- Knows Role
- Recruitment Collaboration

Hand off to First Year Advisor



# UAA: Communications Plan

- Have a 37-piece communication plan- over 100,000 pieces for fall
  - Viewbooks
  - Postcards
  - Emails
    - 30% open (17.38 national average)
    - 8.75% click (3.38 national average)
  - Event promotion
- Key messages
  - Urban Wild
  - Affordability
  - Academic Excellence
  - Diversity
  - Campus Life





# UAA: Major Approaches to Impact Student Success Outcomes

## New First Year Advising and Success Program

- Director + 8 FYAs, including dedicated Alaska Native advisor
- Addressing low first-year retention and success
- Integrated advising and registration into Howl Days orientation
- Improving placement with multiple measures and accelerated learning

## Academic Pathway Degree Maps

- Built meta-major pathways to reduce major switching, improve 1st year completion of writing, math, communications, and encourage full-time attendance (12+)
- Leveraged historical pass rate data by placement level to develop data-driven course maps

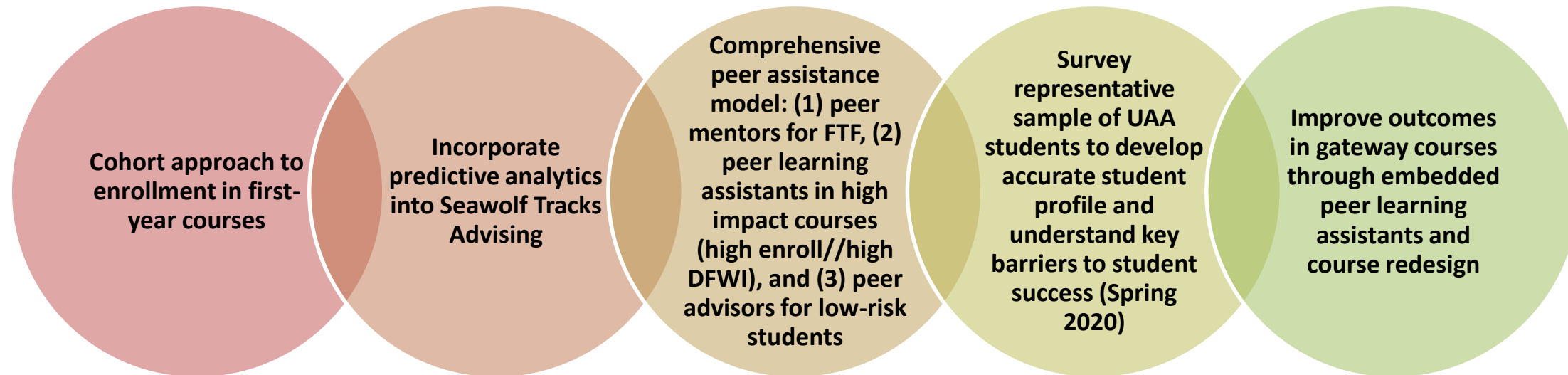
## Seawolf Tracks for Advisors, Faculty, and Students

- Implemented Seawolf Tracks for advisors, faculty, and support units
- Launched Seawolf Tracks student mobile app at orientation for first-year students
- Launched faculty Progress Reports as a pilot in Spring 2019 and with all courses in Fall 2019



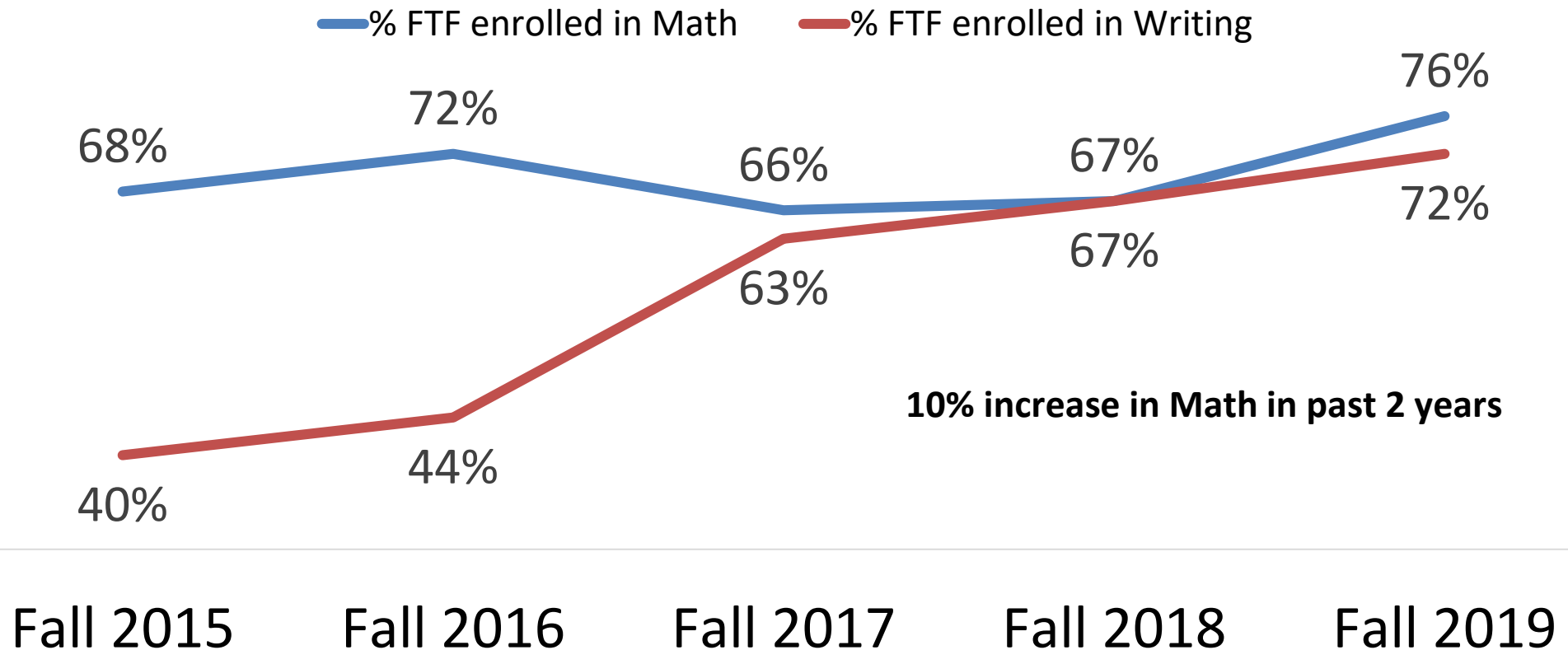


# UAA: 2019-2020 Student Success Initiatives



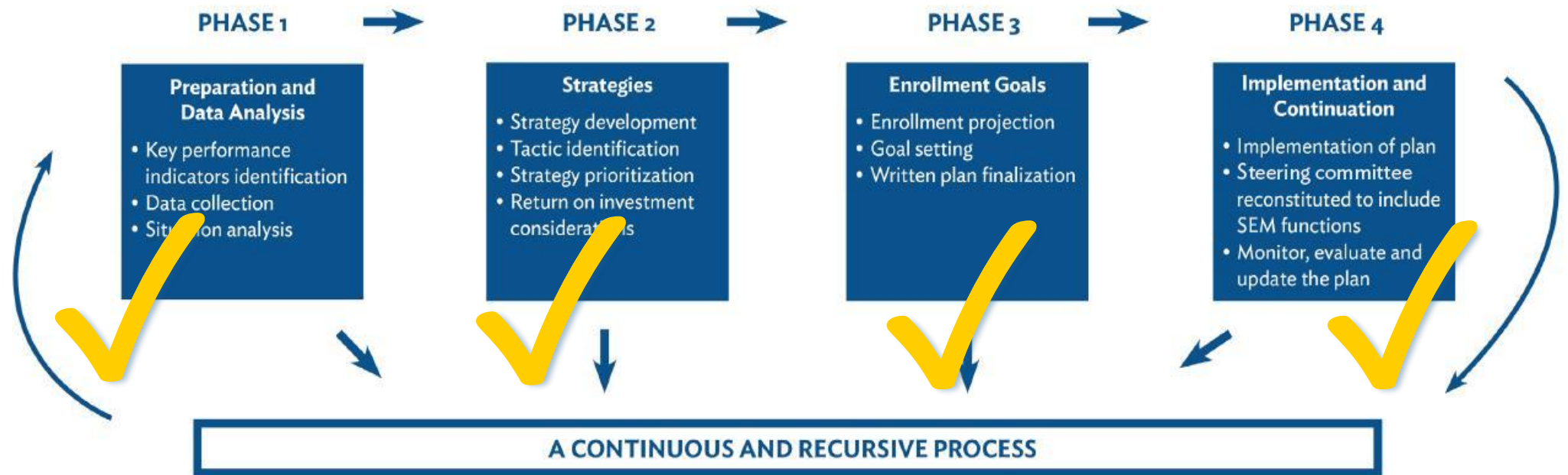
# UAA: First-Time Freshman

Percent of Students Enrolled in Math and Writing in 1<sup>st</sup> Semester



# University of Alaska Fairbanks Recruitment and Enrollment Strategies

# UAF: Strategic Enrollment Planning



# UAF:Nanook Pledge

Nanook Pledge is a four-year merit scholarship for incoming first-year, transfer and readmitted students.



Scholarship amount between \$1,000-10,000 per year

The screenshot shows the University of Alaska Fairbanks Financial Aid website. The header includes the UAF logo and navigation links: Apply for financial aid, Scholarships & other types of aid, Costs & calculators, Forms, policies & disclosures, FAQs, and Contact us. The main content area is titled 'Scholarships' and features a large image of two students in winter gear. A blue box on the right of the image reads 'Nanook Pledge' and describes it as a four-year merit scholarship for incoming first-year, transfer, and readmitted University of Alaska Fairbanks students. Below the image, a quote states: 'You can do great things and we want to support you every step of the way.' The page is divided into four sections: 'Awarding', 'Eligibility', 'Usage Limits', and 'Appeals'. The 'Awarding' section lists requirements for consideration, such as completing the application and submitting test scores. The 'Eligibility' section lists requirements beyond merit-based criteria, such as being admitted to a baccalaureate program and enrolling full-time. The 'Usage Limits' section states that the scholarship is available for up to four years for continuous enrollment. The 'Appeals' section mentions that appeals for continuing students not meeting SAP eligibility criteria or a short break in enrollment will be reviewed by the Financial Aid Office.



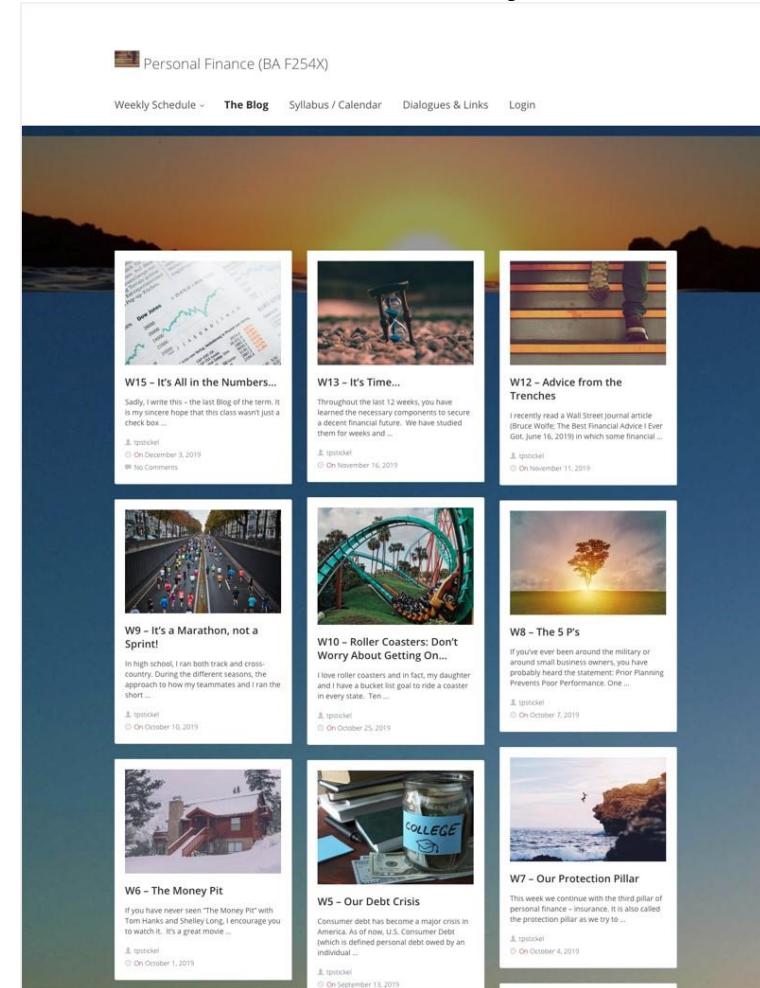
# UAF FAFSA Communication

Proactively communicating with new and current students to encourage completion.

## UAF eCampus is developing:

- 1 credit online financial literacy course for dual enrollment students
- Open Educational Resource (OER) for FAFSA completion

## BA 194 Financial Literacy





# UAF: Digital Marketing

## DIGITAL MARKETING CAMPAIGN



244 applied for admission

151 applied and were admitted

79 enrolled



Revenue per digital marketing dollar



Annual tuition received:

**\$761,518**



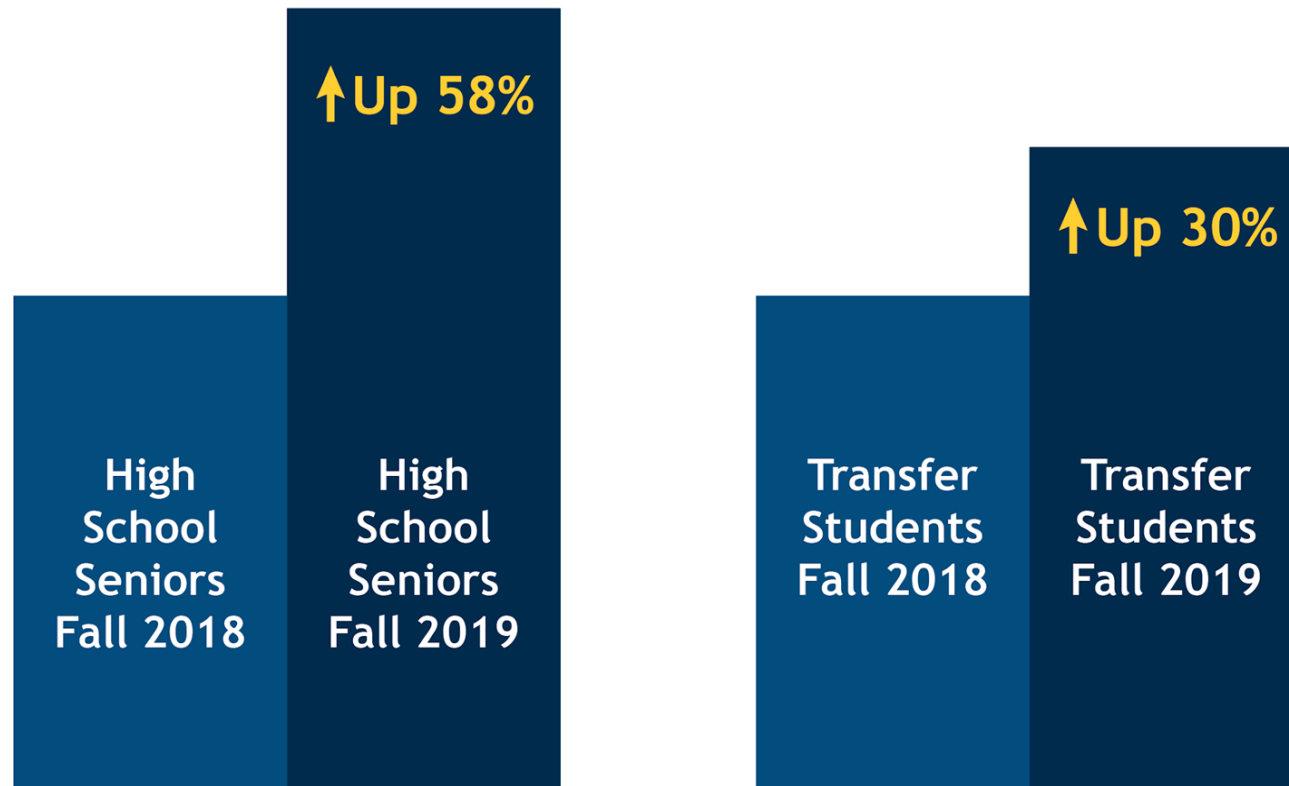
Total tuition projected at degree completion:

**\$1,708,814**



# UAF: Regional Recruitment

Washington/Oregon Regional Admissions Counselor



**Hiring:**  
California regional  
admissions  
counselor





# Target: Some College No Degree

1

## Current Model

Bring students back to  
UAF campus

2

## Updated Model

Online programs to meet  
student needs, Bachelor of  
Applied Management,  
micro-credentials

# University of Alaska Southeast Enrollment strategies

# UAS: Strategic Enrollment Plan

- Developed in AY19 based on recommendations from Ruffalo Noel Levitz (RNL), and building on McDowell Survey Data
- Creation of Strategic Enrollment Task Force
- Updated Plan has Six Strategic Priorities
  - ☐ Priority 1: First Time Full Time Freshman
  - ☐ Priority 2: Alaska Native Community
  - ☐ Priority 3: Building Campus Community
  - ☐ Priority 4: Building E-Learning/Online Community
  - ☐ Priority 5: Adult Learners
  - ☐ Priority 6: Graduate Students

# UAS: Strategic Enrollment Plan

- 2019 - first year assessed. Notable gains:
  - Increase in enrolled FTFTF
  - Increase in FTFTF 6 year completion rate
  - Increase in Alaska Native student enrollment
  - Increase in face-to-face program FTE
- Three complimentary sub-plans: recruitment, retention, marketing
  - Updated annually
- Data-informed planning and assessment

# UAS: Importance of data-informed decision-making

Institutional Effectiveness data inform all aspects of enrollment management:

- Weekly admissions updates
- Weekly enrollment updates
- Daily course enrollment
- Retention and Completion tracking
  - By key demographics
  - By strategic co-curricular programs

## Student Data

### Applications & Admissions

(Login Required)

- **NEW: [Spring 2020 Weekly Enrollment Report](#)**
  - Current applications, admitted students, and enrolled students
  - Updated weekly
- **NEW: [Fall 2019 Weekly Enrollment Report](#)**
  - Current applications, admitted students, and enrolled students
  - Updated weekly
- 

### Enrollment

(Login Required)

#### Majors

- **NEW: [Enrollment by Major](#)** | Old Version: [UAS Headcounts & Student Credit Hours](#)
  - Enrollment by primary major, all majors, minors, and concentrations
  - View by fiscal year or term, FY 2015 - FY 2019
  - Updated bi-annually using end of term (close freeze) data

#### Courses

- **NEW: [UAS Section Enrollment](#)**, daily
  - Course enrollment in upcoming term, Spring 2020
  - Updated daily
- **NEW: [UAS Course Enrollment](#)**, official
  - Course enrollment by individual section, or by subject area
  - Includes course count, headcount, student credit hours, and faculty count
  - Updated bi-annually using end of term (close freeze) data
- **NEW: [UAS Course Pass Rates](#)** | [Course Pass Rates, 1998-current](#)
  - Pass, Fail, and Withdraw rates of students by course
  - Updated bi-annually using end of term (close freeze) data

#### Other Enrollment Data

- **NEW: [UAS Student Faculty Ratios](#)**
  - Student FTE, Faculty FTE, and the calculated ratio, based on Teaching FTE
  - Review by subject area, course level, or specific courses: See overview tab in dashboard for full details
  - Updated annually

### Degrees & Awards

(Login Required)

- **NEW: [UAS Awards & Degrees](#)** | Old Version: [UAS Awards & Degrees, 2009-current](#)



# Final Thoughts and Questions

# Thank You

Dr. Paul Layer  
VP for Academics,  
Students & Research, UA

Dr. Stephen Atwater  
Executive Dean  
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