



## Alaska Commission on Postsecondary Education

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### MEMORANDUM

**TO:** Members, Alaska Commission on Postsecondary Education  
**THROUGH:** Diane Barrans, Executive Director  
**FROM:** Rebekah Matrosova, Director of Outreach & Early Awareness  
**DATE:** October 9, 2014  
**SUBJECT:** Outreach Report to the Commission

With our receipt this quarter of the final federal College Access Challenge Grant award of \$1.392 million, much of my energy was focused on continued progress towards sustainability of our two primary grant-funded initiatives.

Work is intensifying around the development of the Alaska Postsecondary Access & Completion Network (the Network). As a member of its cross-sector planning team, I continue to engage with several committees on promoting awareness of, developing a formal leadership structure for, and appropriately expanding the network.

I am particularly pleased to report on Alaska College & Career Advising Corps (ACAC) sustainability efforts. While our workgroup took a brief summer hiatus, results of the group's work this spring has been the foundation for a proposed program model that has drawn a positive response from the College Advising Corps, a potential funding partner. In addition, we obtained the necessary partnerships and funding this quarter to collaboratively pilot the model with a federal Department of Education grant for the "STEM of VTE" consortium project. These positive outcomes have re-invigorated workgroup meetings which resumed this quarter.

Capitalizing on marketing efforts informed by the workgroup process, we successfully submitted a presentation proposal for the highly competitive National College Access Network conference. The seminar "If Your Data Could Talk, What Would It Say?" was delivered by ACAC Program Manager Greg Monrad and ACPE Publication Specialist Gretchen Weiss, who described techniques to create an effective program story through a thoughtful mix of qualitative and quantitative data, and received high praise from attendees.

In unit strategic planning, increased efficiency continues to be an important focus. This quarter we conducted our annual review of statewide community outreach results. We found that through increased use of distance delivery methods, and increased emphasis on maximum travel efficiencies, we were able to reach more individuals with reduced travel costs.

This quarter, I also participated with our management team in LEAN management principles training. The training affirmed the appropriateness of recently implemented strategies while providing additional tools we can use in the coming months to strengthen efficiency initiatives.

Please don't hesitate to contact me with any questions or comments regarding this brief report or the following program details.

### **College Access & Success Partnerships**

The UA-ACPE College Access & Success Group continues to convene on a regular basis. At the time of this writing, the next meeting was scheduled to take place October 10 in Anchorage. The group will report on outcomes of this continued collaboration, including outreach to high school students who achieve APS-qualifying ACT/SAT scores in their junior year, and a joint infographic drawing attention to Alaska's completions crisis.

The October meeting agenda also includes in-depth exploration of further topics in collaboration with the Department of Education & Early Development. Department representatives will report on implementation of HB 278 and related changes to testing requirements, as well as the expectations for impacts on academic preparation due to Alaska's new content standards for students.

### **Alaska Postsecondary Access and Completion Network**

The planning team for the Network is moving the needle for structure and strategy development. Planning team membership has continued to expand, and includes representation from: secondary and postsecondary education, ACPE, Department of Labor and Workforce Development, business, rural and urban areas, community nonprofits, and students. The team last convened in September 2014.

*Outcomes from the July and September 2014 Meetings:*

Draft Network Strategic Plan	Decision to Form Executive Committee	Review of Ongoing Projects
<ul style="list-style-type: none"> <li>• <b>Goal and Mission Statement</b> <ul style="list-style-type: none"> <li>• 65% By 2025</li> </ul> </li> <li>• <b>Definitions of Postsecondary Education &amp; Credential</b></li> <li>• <b>4 Challenges to Postsecondary Education in Alaska</b> <ul style="list-style-type: none"> <li>• Expectations</li> <li>• Preparation</li> <li>• Affordability</li> <li>• Support</li> </ul> </li> <li>• <b>4 Strategy Focus Areas</b> <ul style="list-style-type: none"> <li>• Research &amp; Data Collection</li> <li>• Statewide Messaging</li> <li>• Partner Communication</li> <li>• Professional Development &amp; Networking</li> </ul> </li> <li>• <b>Implementation Steps for Statewide Network</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Decision-Making Leadership Body</b> <ul style="list-style-type: none"> <li>• Will consist of 7-13 members</li> <li>• Roles &amp; Responsibilities discussed will be further refined and finalized by team members</li> <li>• Nominations scheduled to begin by late October</li> </ul> </li> <li>• <b>Membership</b> <ul style="list-style-type: none"> <li>• Opportunities to expand membership more broadly once leadership structure is in place</li> <li>• Protocols for leadership and member communication will be established moving forward</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Alaska Postsecondary Access and Completion Programs &amp; Policy Inventory Project:</b> <ul style="list-style-type: none"> <li>• In progress, being conducted by McDowell Group, LLC.</li> <li>• Completion anticipated in November 2014</li> </ul> </li> <li>• <b>Subcommittees Projects:</b> <ul style="list-style-type: none"> <li>• Completion of Collaborative Assessment by planning team members</li> <li>• Presentations on Network activity at upcoming Fall conferences</li> <li>• Planning of a Summit or Conference for service providers in Spring 2015</li> </ul> </li> </ul>

*Next Steps:*

1. Executive Committee roles and responsibilities will be drafted and circulated for further development by planning team members. Once representation guidelines are complete planning team members will begin the nomination process.
2. The Network's draft Strategic Plan will be further refined by planning team members.
3. ACPE will supervise completion of the Programs and Policy Inventory by McDowell Group, LLC.
4. The Collaborative Assessment Subcommittee will develop recommendations for the planning team based on compiled results of the Collaborative Assessment Tool.
5. The Conference Sectional Subcommittee will develop content for a standard Network presentation, to be provided at upcoming fall 2014 conferences and stakeholder meetings.
6. The Spring Summit Subcommittee will begin planning a broader convening of Alaskan postsecondary access and completion support service providers.

Network information and a listserv sign-up are at [acpe.alaska.gov/Access](http://acpe.alaska.gov/Access).

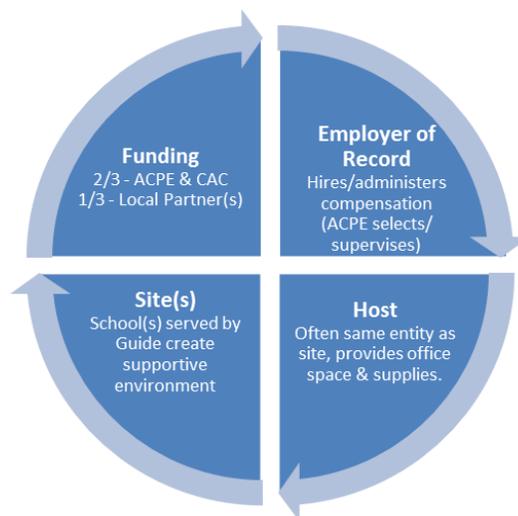
**Alaska College & Career Advising Corps**

The Alaska College & Career Advising Corps places recent college graduates into participating Alaska High Schools to assist students in preparing for postsecondary education and training.

*Transition & Sustainability Workgroup:*

The ACAC Transition & Sustainability Work Group continues to explore program sustainability opportunities for a post-federal funding (ending in 2016) operation. This quarter:

- A successful phone meeting with the Executive Director of the College Advising Corps (CAC) laid initial groundwork to incorporate a contribution by CAC of up to 40% of the ACAC program budget into plans for sustainability.
- A concept paper was developed outlining a sustainable ACAC program model, which foresees locally-based partnerships under centralized ACPE program management, with a CAC program contribution. This paper outlines the model and appropriate partners.
- Partners and funding for the first two guides, under the new model, were secured with the award of the "STEM of VTE" grant to a 7-member consortium, led by the Chugach School District and based on other successful "Voyage to Excellence" programs. Over the next three years, the STEM of VTE program will target STEM career counseling and training to four cohorts of 25 students selected from five rural districts which predominately serve Alaska Native students. In addition, the grant provides funding for two distance guide positions to deliver ACAC program content to all students in the partner districts. Services to approximately 500 students (9-12) in 26 schools are expected to begin in January.



*ACAC Program Quarter Highlights:*

- College & Career Guides have kicked off the 2014-15 school year and are actively working in the schools. Guides are working with students through one-to-one advising sessions, classroom presentations, and College and Scholarship Clubs.

- Guides are working to engage parents in the postsecondary planning process through Senior and Parent Postsecondary Planning Nights at their schools throughout the month of September.
- ACAC staff are using the web-based text message service "REMIND" to communicate with students and parents. Students and parents can opt in to the service and will receive updates and reminders about relevant workshops, deadlines and resources.

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#### **From the Field - A College & Career Guide**

At one ACAC school, the principal has formed a "for a better school" committee made up of students, staff, and parents. The committee is charged with identifying what is working at the school, as well as issues of concern. Following a recent meeting, the principal informed the College & Career Guide at that school that the ACAC program was the first thing students identified as being successful, and most impactful to them.

#### *ACAC Interactions (through September 18, 2014):*

<b>INTERACTION</b>	<b>July - Sept 2014</b>	<b>Compare to: July - Sept 2013</b>	<b>DESCRIPTION</b>
<b>Individual Sessions</b>	<b>1,093</b>	<b>862</b>	Develop education and career plans, assist with postsecondary admissions and financial aid application, explain financial aid award letters, test registrations, postsecondary transition advising (2014 graduates)
<b>Students served in Individual Advising Sessions</b>	<b>951</b>	<b>613</b>	
<b>Group Advising Sessions and Classroom Presentations/Workshops</b>	<b>174</b>	<b>185</b>	AKCIS introduction, portfolio development and activity facilitation. College 101, financial aid and FAFSA presentations, Alaska Performance Scholarship information sessions, postsecondary transition events
<b>Students served in Group Advising and Classroom Presentations/Workshops</b>	<b>1,579</b>	<b>1,453</b>	
<b>Total Students w/Program-Related Contacts (Program Year to Date)</b>	<b>1,835</b>		

#### **ACAC Postsecondary Transition and Completions**

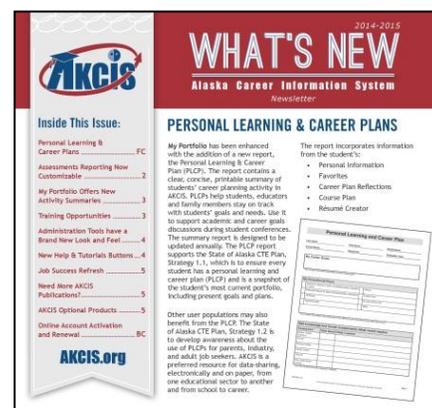
ACPE provides targeted outreach and assistance to graduates of ACAC high schools. Students and parents are supported to help students successfully transition onto and through their postsecondary path.

#### *Quarter Highlights:*

- All 2014 graduates with stated plans to enroll in a postsecondary education or training program were contacted by a College & Career Guide or Specialist during the summer. Contact was made with 1,024 students through telephone, e-mail, and mail. The majority of these students were reached at least once with a personal phone call. Assistance included enrollment, class registration, orientation, housing, and financial aid.
- Parents of 2014 graduates with postsecondary plans received a mailing with postsecondary transition information, and reminders about the Success Center resources.
- An initial MAPworks report shows a significant increase in the number of ACAC program alum enrolled at UAA. Although the same number of Alaska schools received services, the number of first- and second-year students identified has more than tripled: 898, compared to 268 students last year. National Student Clearinghouse data expected to be available in January will help confirm if this is part of a larger trend in increased postsecondary enrollments following new and intensified summer transition interventions.

## Alaska Career Information System (AKCIS)

AKCIS' 2014-2015 program year is off to a solid start with a smooth annual software release on September 15. This release included a major redesign of the Administration Tools improving: access, navigation, and usability. Additionally, the release boasts: enhanced interfaces for assessment tools; a printable Personal Learning and Career Plan (PLCP) report providing a concise look at the user's interests, and progress toward PLCP completion; a dashboard-like Portfolio landing page calling users to action and summarizing saved information; and redesigned Job Search and Job Success sections highlighting the importance of soft skills to employers. A newsletter summarizing these changes is now being distributed.



With this fall release, new promotional items are now available to schools:

- “Control Your Future” robot stickers targeted at Middle School users
- AKCIS.org help desk contact magnets for administrators and staff
- “Get a Portfolio!” pens providing instructions on account creation

In September, AKCIS sites across Alaska began renewing their accounts for the 2014-2015 program year. Activation & Fee Waiver and District Account Agreements are currently available. Within the first two weeks, 44.5% of accounts renewed agreements and 12 agreements from new or returning sites (with a year or more lapse in service) were received.



### AKCIS Usage:

Usage remained fairly constant, with a modest decline of 3.7% in overall logins compared to last year. The slight decrease in end user logins is impacted disproportionately by a decline in zip code logins, which do not link users to on-site advisers: the less preferred method of AKCIS utilization. On the adviser side, a decline in site admin logins has been more than offset by an increase in staff account logins. Staff's focus, year to date, has been promotion of Staff Account creation and usage as a best practice, and increasing AKCIS familiarity among a wider range of teachers, counselors, and Job Center personnel at AKCIS sites. At sites with more active staff accounts, students are more likely to enjoy continuity and depth in AKCIS utilization.

	July-Sept 2013	July-Sept 2014	Change
<b>Total Logins</b>	28,225	20,614	<b>-3.7%</b>
<b>Portfolio</b>	15,022	11,243	<b>- 3.4%</b>
<b>Zip Code</b>	4,829	2,936	<b>-64.5%</b>
<b>Site Admin</b>	813	655	<b>-24.1%</b>
<b>Staff Account</b>	283	496	<b>42.9%</b>
<b>Active Sites</b>	<b>284</b>	<b>289</b>	<b>+ 1.7%</b>

### AKCIS Training\*:

Training Type:	# Sessions:	# Reached:	Topics:	July 1 – Sept 30	62 Educators (60% Return Rate)
Presentations to Students	6	71	PLCP creation (Alaska CTE Plan) School-based AKCIS & AKCIS Jr. Implementation	Plan to take specific action w/students towards college/career training	69%
Conferences and Major Events	0	0		Said more than 50% of information provided was useful to them	84%
Presentations to Educators/Staff	23	217		Identified something new to help students achieve college/career training	87%
Distance Training Modules	5	38		Learned what they hoped to learn from the presentation	87%
<b>TOTAL</b>	<b>34</b>	<b>326</b>		Felt content and features in AKCIS relate to curriculum or agency goals	61%

\*Also included in Community Outreach statistics

## Success Center

The Success Center, ACPE's walk-in assistance center, has locations at the Dimond Mall and at the UAA One Stop in Anchorage. Center staff assist customers with postsecondary planning and facilitate workshops and financial aid events in the greater Anchorage and Mat-Su Valley areas.

### *Success Center Interactions:*

INTERACTION	July- Sept 2014	Compare to: July-Sept 2013	DESCRIPTION
In Person Interactions at Success Center	238	225	
Phone Interactions at Success Center	157	92	
In Person Interactions at UAA One Stop Site	119	76	
<b>Total:</b>	514	393	
<b>Top 5 reasons customers visited</b>			1: FAFSA Assistance/Completion 2: General Financial Aid Assistance 3: APS Assistance 4: ASEL Questions or Application 5: Referral to Customer Service
Workshops presented/Outreach Fairs attended*	7	11	
<b>Total attendance at workshops*</b>	735	499	Financial Aid Information Workshops, Alaska Performance Scholarship Information, Postsecondary Planning Events

\*Also included in Community Outreach statistics

## Statewide Community Outreach

ACPE's Statewide Community Outreach includes college access (e.g. financial aid) presentations and information tailored to specific audiences or communities. It also includes professional development on AKCIS, and major outreach program events (Kids2College, I Know I Can, and College Goal Alaska).

### *Outreach Distribution (July – Sept 2014)*

	Total # Events	# Communities	Individuals Reached
Statewide	5	N/A	215 (187 S&P* + 15 E* + 13 Other)
Far North	0	0	0
Interior	0	0	0
Southcentral	16	4	1,122 (477 S&P; 99 E*; 546 Other*)
Southwest	1	1	4 E
Southeast	5	3	172 (130 S&P; 42 E)
<i>Compare to same quarter last year (July-Sept 2013)</i>			
	Total # Events	# Communities	Individuals Reached
Statewide	2	N/A	22 S&P*
Far North	1	1	3 E*
Interior	5	2	56 E
Southcentral	32	4	708 (438 S&P + 270 E)
Southwest	1	1	10 E
Southeast	4	1	319 S&P

2014 numbers encompass all outreach events including K2C, IKIC, & CGA.

\*(S&P – Students & Parents; E – Educators)

Reporting practices changed in early 2014. The 2013 numbers listed here exclude major outreach events including K2C, IKIC, & CGA.

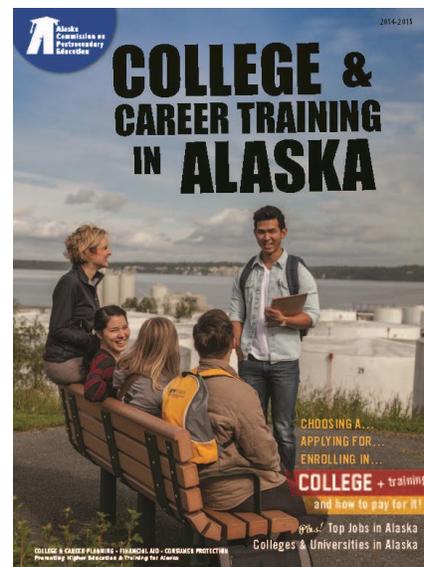
### Outreach Evaluation:

July 1 – Sept. 30	Financial Aid Night 28 responses (78% Return Rate)
Plan to take specific action towards pursuing college and/or career training	90% (100% same quarter last year)
Said more than 50% of information provided was useful to them	93% (91% same quarter last year)
Identified something new to help them achieve college/career training	89% (83% same quarter last year)
Learned what they hoped to learn from the presentation	82% (78% same quarter last year)

### College and Career Training in Alaska Magazine

With thorough annual refreshing of content, one of ACPE's first outreach publications remains the most requested. In recognition of the increasing focus on career training, the 12<sup>th</sup> edition of the magazine highlighting in-state postsecondary opportunities has been renamed *College and Career Training in Alaska*. *College and Career Training in Alaska* contains useful information to help Alaska's high school students make educated decisions about, and prepare for, postsecondary education and training. During the fall the magazine is direct mailed to every 11<sup>th</sup> grade student in Alaska. An additional supply is mailed to every high school in the state.

In addition to updated information on career training opportunities in Alaska, this year's edition contains the new financial literacy topic "Getting Done on Time" to educate students on the costs of extending time to degree.



16 CAREER TRAINING

**Sponsor Spotlight**  
career training for Alaska's high demand jobs



**Northern Industrial Training** offers programs that are in high demand in Alaska today. We are constantly developing our methods and technologies to address the changing needs of Alaskan Employers in the Oil & Gas, Mining, and Construction industries. Training programs include Welding, Professional Truck Driving, Heavy Equipment Operation, Rivet/Joiner, Carpentry and more. The Mechanical Building Trades Training and Testing Facility in Palmer is a state-of-the-art training facility. The facility was developed and equipped to meet the specific needs of the largest employers in Alaskan Industries. Customized facilities include individual welding booths for students and space for both the instructor and student to work side by side. Our Driving and Equipment Range provide experience to students in Alaska terrain and weather.

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**NIT**  
NORTHERN INDUSTRIAL TRAINING

**Top 10 Things Employers Look for in New Graduates**

While you may think that choosing the "right" major is key to getting a good job, your long-term professional success will depend far more on acquiring the right skills for a rapidly changing workplace.

- 1 The ability to work well in teams — especially with people of different backgrounds
- 2 An understanding of critical and technical skills and how those subjects are used in real-world settings
- 3 The ability to write & speak well
- 4 The ability to think clearly about complex problems
- 5 The ability to seek out problems to develop workable solutions
- 6 An understanding of global context in which we do our jobs
- 7 The ability to be creative & innovative in solving problems
- 8 The ability to apply knowledge & skills in new settings
- 9 The ability to understand numbers & statistics
- 10 A strong sense of ethics & integrity

Source: "The Heart of College: Preparing Students for the 21st Century" by Richard L. Krashinsky, President of the National Association of Colleges and Universities, 2012

Do you have your diploma yet? Consider part-time work, volunteering, school activities and special skills. Use the resume builder available free in your AKCIS portfolio as a starting point to create a resume now that can also grow with your future experience!

—Krisal Garber, AKCIS Training Specialist, Anchorage

Our most requested publication is also the costliest to produce and distribute. A continued focus on efficiencies has helped to offset costs this year. The current edition includes a paid sponsor highlight providing additional information on a private Alaska training provider. In addition, after two years of data collection and evaluation of an online edition pilot, this year's print magazine will emphasize AKCIS as the online resource for additional information on featured institutions. Gtciak.com, which experienced minimal traffic, will be discontinued, providing a modest cost savings and freeing staff to focus on initiatives with broader reach and impact.

While the outcomes of the online magazine pilot may be surprising in today's technology age, student focus groups have positively responded to a visually appealing, tangible resource with high-level summary information as distinct from the often

overwhelming sea of online information. Continued efficiencies, including those available through technology, remain a focus of the marketing team. However, the data demonstrates that traditional modes of delivery are still a valuable component of the outreach toolbox.

## Marketing and Publications

ACPE leverages electronic and print media to broadly distribute key college access messages, including about ACPE-administered state financial aid. This quarter's focus was on increased awareness of the new 0% Origination Fee, and #1 Borrower Satisfaction rate, for the ASEL; as well as ensuring electronic and social media delivery of timely and applicable college access messages, such as the APS deadline extension.

### *Quarterly Marketing Report:*

<b>Advertising July-September 2014</b>						
	Topic*	Freq/Number	Market Reach	Freq seen/heard	CPM**	Clicks/CPC/CTR**
<b>Web</b>						
Facebook Posts	APS, APS Deadline Extension, Loans, ACAC, Customer Service Profiles, Community Visits, General, Scholarship Help, FAFSA	27 posts	13,215	Not Available	0	0
Facebook Ads	Loans – 0% Origination Fee	291,854 Impressions	80,461 people (\$8.08 per 1k reached)	3.63 per person	\$28.46 (\$2.23 per impression)	1,806/\$0.36
Pandora Radio	ASEL Loan	237,011 impressions	40,208 listeners	5	\$12.00 per thousand impressions	2,152/0.9% CTR
Google Ads	ASEL Loan	56,123 impressions				815/1.23% CTR
Constant Contact	Gen Fin Aid, APS, AKCIS, ASAP, Loans, AEG, College Resources	3 emails	61,447 people			Avg. 23% open rate

<b>Media Mentions July-Sept 2014</b>					
Topics*	Press Release?	Topic Detail:	News Outlets	% mentioning ACPE	% neutral or positive
IKIC	Yes	I Know I Can	AK Dept of EED online	100%	100%
Commission	No	Huggins reappointed to ACPE	AK Dept of EED online, Mat-Su Valley Frontiersman	100%	100%
Consumer Protection	No	AK Law School	Alaska Dispatch News, Fairbanks Daily News Minor	100%	100%
Legislation	No	SB 195	Chugiak/Eagle River Star	100%	100%
Student Loans	No	Begich/Federal Legislation	Wn.com	100%	100%
<b>Total- 7</b>				<b>100%</b>	<b>100%</b>

\*Topics: SB195 - Senate Bill 195, IKIC – *I Know I Can* APS – Alaska Performance Scholarship, ACAC – Alaska College & Career Advising Corps, AKCIS – Alaska Career Information System, ASAP – Alaska Student Aid Portal, AEG – Alaska Education Grant

\*\* CPM – cost per 1,000 reached; CPC – cost per click

Loan Competitor Review July-September 2014					
Lender/Loan	Fixed Rates (APR)*	Loan Limits	O-Fee	Current Promotions	Notes
Federal Direct (Undergrad)	4.66%	\$5,500 to \$7,500	1.072%		-0.25% for auto-pay. Offers IBR, PAYE, and other attractive repayment options. In-school interest subsidized for qualifying students based on need.
Federal Direct (Graduate)	6.21%	Up to \$20,500	1.072%		-0.25% for auto-pay. Offers IBR, PAYE, and other attractive repayment options.
Federal Direct PLUS	7.21%	Up to COA	4.288%		-0.25% for auto-pay. Offers IBR, PAYE, and other attractive repayment options to students (not to parent borrowers).
Wells Fargo	6.17% to 10.93%	Up to \$25,000 annually	0%	Variable rates from 2.93% - 8.60% APR	Credit-based pricing; fixed or variable offered; in-school deferment; -0.25% for borrowers already having a WF student loan; -0.25% auto-pay; -0.50% WF PMA package
Sallie Mae	6.41% to 11.69%	Up to COA	0%	Variable rates from 3.17% - 9.37% APR	Credit-based pricing; fixed or variable offered; in-school deferment, creative repayment options (pay just \$25 a month, or pay only the interest on your loan); -0.25% auto-pay
Discover	5.99% + (max not listed)	Up to COA	0%	1% cash reward for grades	Credit-based pricing; fixed or variable offered; in-school deferment; -0.25% auto-pay
ASEL	6.40%	\$8,500	0%		Single interest rate, no credit-based pricing; in-school deferment; -0.25% for auto-pay & -0.50% for AK presence
FEL	6.82%	\$8,500	0%		Single interest rate, no credit-based pricing; -0.25% for auto-pay
<i>*Federal loans display interest rates (Calculation of APRs are not required under federal laws)</i>					

### **2013-2014 Outreach Summary Evaluation**

This quarter, staff completed the 2013-2014 community outreach report. During the 2013-2014 Academic Year, Outreach reached a total of **15,508** individuals through **369** direct contact events, including: conference and fair booths and presentations; financial aid nights; classroom presentations; in-person and distance delivered training; and major events for programs such as College Goal Alaska, I Know I Can, and Kids2College.

Key findings included year-over-year increases in reach and efficiency. With level staffing, the number of events increased by 69, and the number of individuals reached by 3,250. At the same time, travel cost decreased by approximately \$4,410. The increased efficiency is due in large part to higher per-event attendance, and a larger number of events per trip.

#### *Prior Year Comparison*

Year	Total # Events	#Trips	#Distance/Fly-In/Local Coord	Approx. Travel Cost	Individuals Reached
2013-2014	369	39	120	\$25,134	15,508 (13,974 S&P + 658 E + 876 Other)
2012-2013	300	36	122	\$29,544	12,258 (10,302 S&P + 1,579 + 377 Other)

### 2013-2014 Regional Distribution

Region	Total # Events	#Trips	#Distance/Fly-In/ Local Coordination	Approx. Travel Cost	Individuals Reached
Statewide	32	0	8	\$1,085	1,025 (648 S&P + 360 E + 17 Other)
Far North	43	11	28	\$7,646	1,127 (1,105 S&P + 19 E + 3 Other)
Interior	46	6	30	\$2,972	2,513 (2,436 S&P + 77 E)
Southcentral	167	4	19	\$1,797	7,884 (6,826 S&P + 202 E + 856 Other)
Southwest	22	4	13	\$3,723	612 S&P
Southeast	59	14	22	\$7,911	2,347 S&P

- Outreach was distributed fairly proportional across the state, relative to population. The Southeast and Far North regions received slightly more travel this year. The Southwest region received a slightly less given the presence of Bethel and Kodiak College & Career Guides.
- The average trip included 2.2 events. Travel focuses on hub towns. Of 39 total trips, 19 trips were to non-hubs. Of those trips, at least nine included follow-on travel to another destination for additional events.
- 82 events (22%) had less than 10 attendees. Most were low- or no-cost because they were: delivered by distance (14); CGA or IKIC events with a local coordinator (27); or part of multiple event trip (14). The remaining 27 were local events in the greater Anchorage area.
- Staff reported that 96% of events attended were worth repeating.

### Target Audience Distribution

Type/Audience	Total # Events	Individuals Reached
Delivery of presentation/event to Educators	35	488
Delivery of presentation/event to Students & Parents	268	10,128
Delivery of presentation/event to Other	19	300
Conference Booths	47	4,592

### ON THE HORIZON

- The annual APS Interagency Communication meeting, at which partners collaborate around outreach and awareness strategies, will be Oct. 31<sup>st</sup> in Juneau.
- Applications are now open for both the I Know I Can (IKIC) and Kids2College (K2C) programs. IKIC will take place across Alaska this fall, with the majority of events completed in November.
- AKCIS and APS presentations are included at the Alaska Association for Career and Technical Education (ACTE), Alaska School Counselors Association (AkSCA), and Alaska Association of Student Governments (AASG) Conferences in fall 2014.
- ACAC College & Career Guides are participating in the 2014 College Advising Corps Adviser Summit in Washington, D.C. October 1-4. Among almost 500 adviser attendees from 24 programs, three, second-year ACAC guides have been selected to present training workshops.
- ACAC Guides are preparing for College Application Week, November 17-21.
- Over the next months, ACAC and Success Center staff will reach out to ACAC alumni at UAA who have one or more risk factors associated with dropping out of school, based on MAPworks survey data.
- The 2014 financial literacy campaign, initiated with direct-to-consumer email messaging via Constant Contact, will intensify over the next weeks with completion of two new videos. The new topics “Getting Done on Time” and “Planning for Repayment” will also be featured in an enhanced web presence, a new “Get Smart About Student Loans” rack card, online advertising, and public webinars.