



# UAF University Relations

# STRATEGIC COMMUNICATION PLAN AT A GLANCE

## Long-term communication goal

To position the University of Alaska Fairbanks as a premier student-centered teaching and research university, strengthen UAF's reputation and gain support from stakeholders.

## FY22 Short-term communication goals:

### What we aspire to achieve with our communication efforts

1. To increase the number of students enrolled and admitted from Alaska and Lower 48 target markets.
2. To strengthen UAF's reputation as a world-class student-centered Arctic research university among Alaskans and the world.
3. To strengthen UAF's reputation as a diverse, equitable and inclusive university with a modern educational experience.
4. To strengthen alumni and donor giving and engagement.
5. To increase public understanding of UAF's positive impact on the social and economic development of Alaska and of the value of higher education.
6. To ensure the UAF community and stakeholders have the most up-to-date information they need about UAF's response to the COVID-19 pandemic.

## University of Alaska Fairbanks strategic goals

1. Modernize the student experience.
2. Strengthen our position as global leaders in Alaska Native and Indigenous programs.
3. Achieve Tier 1 research status.
4. Transform UAF's intellectual property development and commercialization.
5. Embrace and grow a culture of respect, diversity, inclusion and caring.
6. Revitalize key academic programs.

## University of Alaska 2025 goals

1. Increase degree attainment.
2. Provide Alaska's skilled workforce.
3. Grow our world-class research.
4. Contribute to Alaska's economic development.
5. Operate more cost effectively.



The complete plan can be downloaded at [www.uaf.edu/universityrelations/communication-plan/](http://www.uaf.edu/universityrelations/communication-plan/).