

Stay on TRACK Launches Second Year with New Campaign and Plane Ticket Giveaway

Industry Leaders Use Opportunity to Guide UA Workforce Development Programs

2nd UA Alaska Joint Fisheries Seafood Maritime Workforce Forum

Creating the best possible model for delivering fisheries, seafood and maritime (FSM) education is the driving force behind the Fisheries

Click on image to enter contest!

The Stay on TRACK campaign launched its second year on Oct. 29, with a new theme encouraging students to take more credits and "Get It Done," which is a shift from last year's "Finish in Four" theme.

The new campaign will feature a giveaway that includes prizes for students, staff, faculty and alumni. Students can enter the social media campaign to win two tickets on Alaska Airlines. Staff, faculty and alumni have the opportunity to win \$250 for the department of their choice through the giveaway. ([ENTER HERE](#)) Participants need to enter the contest online, and post a picture of themselves holding up how many fingers it will take/did take to graduate with their undergraduate degree. A winner in each category will be randomly selected at the end of the campaign on December 20.

This year's Stay on TRACK launch includes associate degree seeking students. The first phase of the campaign focused on first time, full-time bachelor's degree seeking students.

"We wanted to kick off this year's campaign with a fun approach. Social media is the obvious choice, and the dream of taking your best friend on vacation is an inspiring incentive. It's simple to enter. And, it makes you stop and think about your path to graduation as you hold up your fingers," said Mary Gower, statewide director of enrollment services.

The campaign and giveaway are grounded in the philosophy that students and the university can take deliberate actions to graduate in a timelier manner, which brings many benefits including saving money. Estimates show that it costs a student an extra \$10,000 to graduate in five years instead of four years.

Students typically consider enrollment in 12 credits a semester to be acceptable full-time enrollment since federal financial aid only requires enrollment in 12 credits. The campaign's target is to shift the norm back to students taking 15 credits a semester, or 30 credits in a year. Stay on TRACK has had measurable success so far. Fall 2012 showed an overall 11.3 percent increase in UA students enrolling in 15 or more credits.

UA surveyed students about Stay on TRACK program (results found at [2012 Stay on TRACK survey report](#).) According to Gower, the results showed Stay on TRACK had a generally positive reception from students at its start in October of 2011. A total of 84 percent reported a neutral or more positive impression of the campaign. Students at rural and satellite campuses received the campaign even better with 95 percent having a neutral or positive impression. Students surveyed who were taking 15 credits said they had "made up their mind" to get their degree completed.

"It was very much a result of a personal decision and having an attitude to get it done," Gower said.

Donald Smith, chief human resource officer.

SDI interviewed leaders accountable for increasing academic advising at their University. What we found were both commonalities and uniquely different approaches toward achieving the same outcome: Student Success. [FULL STORY](#).

Slips, trips and falls often take place on staircases as well. To avoid injury, use handrails from start to finish. Nationwide, 15,000 people a year die from falling down stairs, Steiger said. When snow turns to ice, stairs become especially icy, and there is a risk for falling down the flight of stairs.

During transitional weather, conditions can be especially dangerous because of the snowfall and the potential for warmer temperatures to melt the snow and create icy patches.

Stakeholders, especially leaders, need to be aware of these risks and take steps to ensure safety. This includes providing training, ensuring proper maintenance of stairs, and using handrails. Additionally, it's important to have a clear emergency plan in place in case of an accident.