

UAS Sitka Newsletter | July 2019



Sitka-based entrepreneur Caitlin Way crouches by a table of learners at the UAS Sitka's Social Media Workshop. Way led the June workshop as part of the Complete to Compete Grant's monthly Career Development Series. The 15 participants learned about branding and social media outreach. Photo by: Angie Hilsman

Getting Media-Savvy with Caitlin Way

26 June



As part of the Complete to Compete sponsored professional development series, local entrepreneur Caitlin Way worked with students and community members on issues related to branding and social media. Caitlin owns and operates Fisheye Coffee, Grandma Tilly's Bakery and is co-owner of the Fisheye Cafe here in Sitka. Additionally,

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Caitlin works as a life coach and personal trainer, often utilizing social media to connect with customers, clients, and the community.

The session was centered on an activity through which attendees could identify their brand (personal or professional) and an accompanying social media strategy. Topics of discussion included strategic posting, storytelling techniques, aesthetic continuity, and the value of data. Each of the 15 participants left the session with a basic communication plan, and all noted the fun and collaborative nature of the session.

Salmon Culture Semester shortens students' transition from college to fish tech career

1 July

Alaskan hatcheries sustain about 2,000 jobs in the southeast region alone, but remote sites and off-the-grid living contribute to the industry's high turnover.



UAS Sitka professor and 13-year Alaska salmon aquaculturist Angela Bowers has a solution for the hatcheries' demand for trained workers. This fall, she will lead the Salmon Culture Semester.

The streamlined program allows students to work with local hatcheries, learn boating safety and maintenance, and attend a job fair. Upon completion of the 13 credits, students obtain an Occupational Endorsement in one semester, shortening the traditional two-semester training.

"The hands-on experience is invaluable, especially as it is paired with topics that go beyond the hatchery level," said Bowers. Students will speak to fishermen and fish processors and even look at the politics behind the industry. Many nonprofit hatcheries are run by a board of directors and work with the Alaska Department of Fish and Game.

Familiarizing students with how the industry operates gives them a better understanding of their potential employers and the wider job opportunities available, said Bowers. While these are things workers can learn on the job, as Bowers did, she is excited to utilize her knowledge to prepare students for their careers. In December, students will attend a job fair connecting them directly with employers.

The September start allows students to follow the full hatchery cycle — from egg take, through incubation and hatch, to chinook and coho rearing, said Bowers. Students will also learn outboard motor maintenance, cold water safety, and small vessel operation.

Bowers first came to Alaska in 2000 to work for the Northern Southeast Regional Aquaculture Association (NSRAA), first as a fish culturist and then moving up to become a manager at Medvejie Hatchery. While working, the Wisconsin native obtained her Graduate Certificate in Fisheries Management from Oregon State University.

“In this field, if you are interested, there is room to move up quickly,” she said.

Bowers loved monitoring salmon and being out in nature, sometimes far from cell towers. However, the remote, quiet, semi-off-the-grid living required of many positions in salmon enhancement may not be for everyone, Bowers said, admitting that many hatcheries have high turnover of fisheries technology personnel. But better training, like that offered in the Salmon Culture Semester, may help many to overcome some of these issues. Students will have more realistic expectations of the lifestyle of a fish technician upon completing the program.

In 2017, Alaska hatcheries contributed \$124 million to the value of Alaska’s salmon harvest. This translated into \$25 million in income for hatcheries within the state, according to the [Economic Impact of Alaska’s Salmon Hatcheries](#) (McDowell Group, 2018).

For more information, contact Angie Bowers at abowers4@alaska.edu.

UAS Sitka says goodbye to Americorps Angie Hilsman

2 July



This year the Complete to Compete team was fortunate enough to host an AmeriCorps service member. Angie Hilsman came to our campus having never been to the west coast, let alone the North Pacific! Born and raised in New England, Angie is a graduate of the University of Massachusetts Amherst.

A former journalist, Angie got right to work after landing in Sitka. She managed Title III Grant communications, participated in rural outreach, and launched a successful professional development series for students and community members. These sessions have been hugely popular, and since their inception in the winter of 2019 have attracted the attention of administration, politicians, and community leaders.

Angie recently completed her service with the UAS Sitka Campus and has since taken a position with the Vermont Land Trust, where she works on internal and external communications. Our team is already missing Angie, but we're excited to see what is in store for her.

Oohlala Application will not be renewed

15 July



Grant team members are a little sad to share the news with you that we are retiring the Sitka Campus mobile app, built by Oohlala Mobile.

The app was sponsored by the Complete to Compete grant with the goals of helping students to feel better connected to their campus and classmates and of facilitating online learning communities. Unfortunately, we never could get the momentum

to sustain student engagement, in spite of herculean efforts by the original PEPs and the instructional designers to draw them in and facilitate discussion.

The app will be disappearing from the app stores soon and tech support will end.

To everyone who downloaded the app, tried the features, introduced themselves to distance students, and joined in our discussions, thank you!

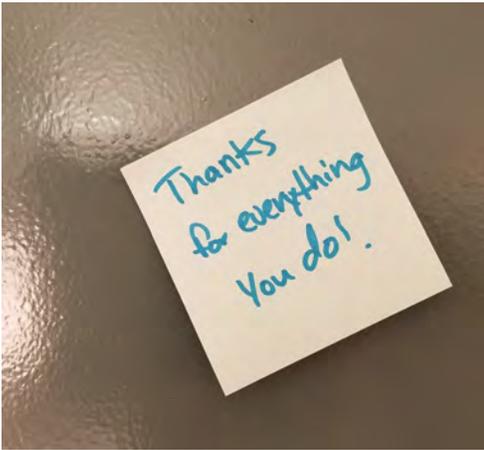
Don't forget to try out the continuing Title III apps and programs and the ones rolling out soon: iGrad, the Alaskan Bridge to College, Voicethread, the Open Text Network, Roadtrip Nation, the Higher Ed Data Review Lessons, the College Readiness Indicators Overview, the Assessment Toolkit, and Mentor City.

Please contact David Felts (dgfelts@alaska.edu) or Michael Mausbach (mwmausbach@alaska.edu) if you want to know more about any of those projects.

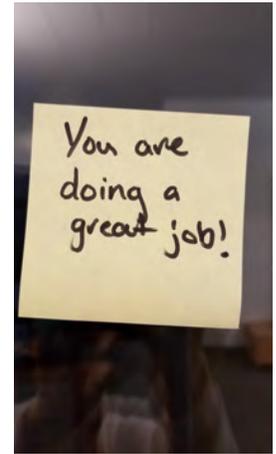
Staying positive through stressful times at UAS

15 July

UAS faculty and staff were greeted by supportive and upbeat messages this month, posted on their office doors around Sitka campus. The positivity ninja, Faculty Support Office Manager Kim Davis, was able to spread a lot of good feelings with just some post-its and a marker. Her actions are greatly appreciated. Given the unsuccessful budget veto override and the proceeding state budget cuts, it is important for UAS

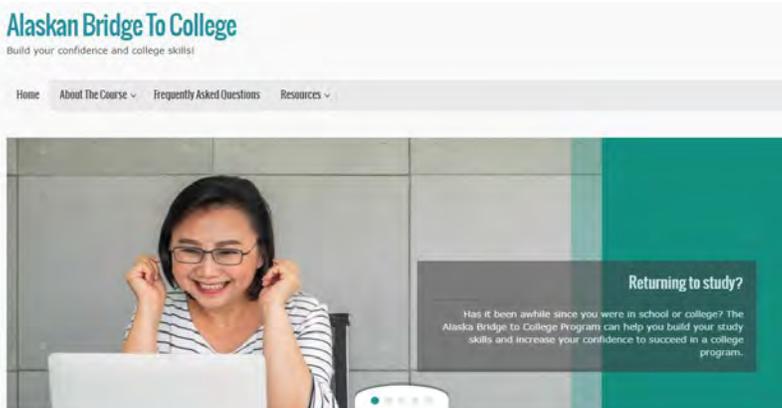


faculty and staff to keep their spirits up and to remain positive about the future of our wonderful university. Regardless of the current political or economic situation, our faculty and staff continue to work hard to maintain our high level of student service and support for the upcoming semester.



Alaskan Bridge to College Program goes live

25 July



The Alaskan Bridge to College Course is ready for student participation this month as the website and sign-up goes live. Created under the Complete to Compete Title III Grant, this course covers the basic skills and knowledge students need to navigate the university environment successfully. The course was made for Alaskans, using examples from Alaskan life and traditions in its curriculum.

Using an adaptive learning platform called Cogbooks™, the course consists of a series of 15 modules, each module containing a mini-class focused on a particular topic and skill. The modules are self-guided and self-evaluated, which gives students the ability to direct their own learning. If a student fully understands a topic, they can move on quickly to topics with which they are less familiar. For example, an incoming student who is preparing for the English Placement Test may want to jump to that module and also use the writing-focused modules (Six Traits of Good Writers, Writing for College Success, and Information Literacy) to hone writing skills.

The modules utilize quizzes, activities, and self-reflection to allow students to assess their overall understanding of topics. If questions arise outside of the information provided, the Bridge Program has a method of answering those questions via email.

UAS faculty and staff are encouraged to promote this course to students who would like to better prepare for their career as a college student by:

- Brushing up on study skills in the Time Management, Study Habits, and Preparing for and Taking Tests modules
- Building their confidence in the Self-empowered Learning module
- Getting familiar with UAS technology via the Online Learning, Tech Ready, and Communication for Online Learning modules
- Learning college lingo in Key Words of College
- Getting to know the college community in the Academic Integrity and Student Code of Conduct modules

Check out <http://c2c.learningspaces.alaska.edu/> to learn more about the course. Currently, the cost of the course is covered by the grant, and students do not have to be enrolled to access it.

For more information, and if you have a student who might benefit from the course, contact creators Leah Mason (leah.mason@alaska.edu) and Rain Van Den Berg (rvanden1@alaska.edu).

New contacts made during outreach trip to Yakutat Culture Camp

23-26 July



Personal Education Planners Joy Klushkan and Morgan Denton were accompanied by Tlingit Language Instructor Roby Littlefield on a three-day excursion to Yakutat this July to attend part of the community's week-long Culture Camp. The trip provided valuable information about the educational needs of rural communities, not only the challenges faced by students but also new opportunities for university partnerships with local organizations.

"You need to show up and prove your commitment to the community," said Klushkan. "Once people get to know you, then they will tell you what their needs are and we [UAS] can see how

we can help meet those needs."

The group was lucky to have Klushkan on board, as she was born and raised in Yakutat. "I would meet someone like Alison, who was teaching the students traditional Northwest Coast art at the camp and she already knew Joy," said Morgan Denton. "It allowed our trip to be much more effective because both she and Roby already knew so many people."

Roby Littlefield met a number of her former students in Yakutat, including Starr Jensen, a UAS graduate who has since become a teacher at Head Start, who spoke highly of her UAS experiences, and Littlefield's classes. Littlefield was able to provide extra support during the daily Tlingit lesson, but she also used Tlingit throughout her time at the camp.

"Just hearing the sounds makes people more comfortable with using the language," Littlefield said as she spoke to the elementary-age campers in Tlingit during their formline art class. "It will give them confidence to speak it even if it isn't something they use all the time. It is so important that kids are exposed to all these elements of native culture." Littlefield contributed further by showing a student how to make a drum stick using leather and pieces of wood she had harvested locally.

Culture Camp students also carved and painted paddles, weaved hats and headbands from cedar bark, and participated in Native Youth Olympics games, which consist of traditional athletic games that are tied to survival skills necessary in the often harsh Alaskan

environment. "It's fun," said one high school age camper. "But we're learning stuff, too, about our past and what our families used to do to live."

Members of the travel team were able to meet with teachers from Yakutat School during the trip and discuss the successes and challenges of distance learning, particularly for high school students who pursue college credit in their senior year. They were also able to meet with Rhoda Jensen, executive director of the Yakutat Community Health Center, and provide information about UAS Health Information Management programs.

"Everyone we met was open and interested in learning more about UAS programs and working toward more communication between the university and the community.

Yakutat is such a friendly town, and I love how everyone waves to each other from their cars," said Denton. She concluded, "The trip showed me how important it is to make those direct connections and provide personal points of contact for rural communities."

For more information about outreach travel opportunities contact Michael Mausbach at mwmausbach@alaska.edu.



Upcoming Events & Deadlines



Planning Your Career

July 31, 6-7 PM

Plan your career steps by exploring different professions, matching up your skills and interests, and defining your goals.

This workshop is perfect for those entering the workforce, aiming for a promotion, changing careers, or developing talent among employees.

University advisors and staff will lead the event, which is free and open to the public. Head to Room 229 on the Sitka Campus. Light refreshments will be provided.

Head to Room 229 on the Sitka Campus. Light refreshments included! The workshop is hosted by Title III's college-to-career objectives. Contact Michael Mausbach (mwmausbach@alaska.edu) for more info, or visit UAS Sitka on Facebook for [event details](#).



Academic Deadlines

July and August

August 7: Grades due by noon.

August 15: Deadline for fall admission application.

August 26: Fall semester starts



Campus Closed

September 2

Enjoy your Labor Day holiday. Campus reopens Tuesday, September 3.



Have announcements to share?

Share your news for the August 2019 newsletter.

The Title III team hopes to keep Staff & Faculty in the loop by emailing monthly newsletters and sharing updates via social media. Contact Morgan Denton (mpdenton@alaska.edu) for more info.

Stay up-to-date by following UAS Sitka on [Facebook](#), [Instagram](#), and [Twitter](#).