Strategic Enrollment Management Update

Dr. Erika Veth, Associate Vice President, Strategic Enrollment Management; Dean, Online Campus
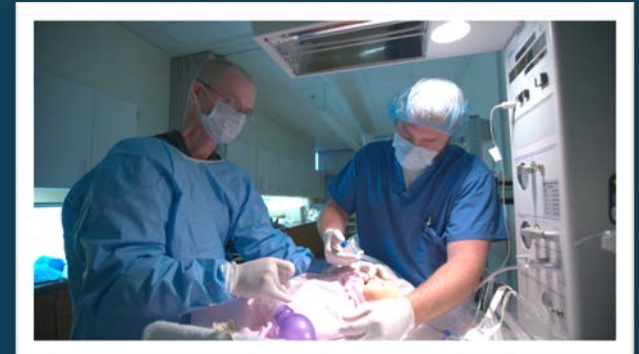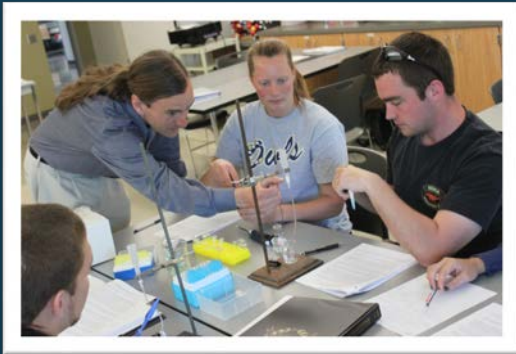
Oregon TECH
Oregon Institute of Technology

Board of Trustees Meeting: November 15, 2018

Overview: Strategic Enrollment Management

Budget expansion

Fall '18 enrollment

Financial Aid Strategy

Fall '19 recruitment and beyond (reaching target of 7500)

International recruitment

Educational Partnerships & Outreach

Data-based decision making and strategic planning

Fall 2018 Headcount

Headcount Using Primary Campus	Student Headcount			
	Fall 2017	Fall 2018	Difference	% change
Klamath Falls	2,182	2,218	36	1.6%
Portland-Metro	827	870	43	5.2%
Online	688	642	-46	-6.7%
Other	191	169	-22	-11.5%
Subtotal (Excluding High School)	3,888	3,899	11	0.3%
ACP Dual Credit at HS	1,509	1,377	-132	-8.7%
HST Dual Credit at OIT	93	65	-28	-30.1%
Subtotal (High School Students)	1,602	1,442	-160	-10.0%
Grand Total	5,490	5,341	(149)	-2.7%

3

Fall 2018 Overview…continued

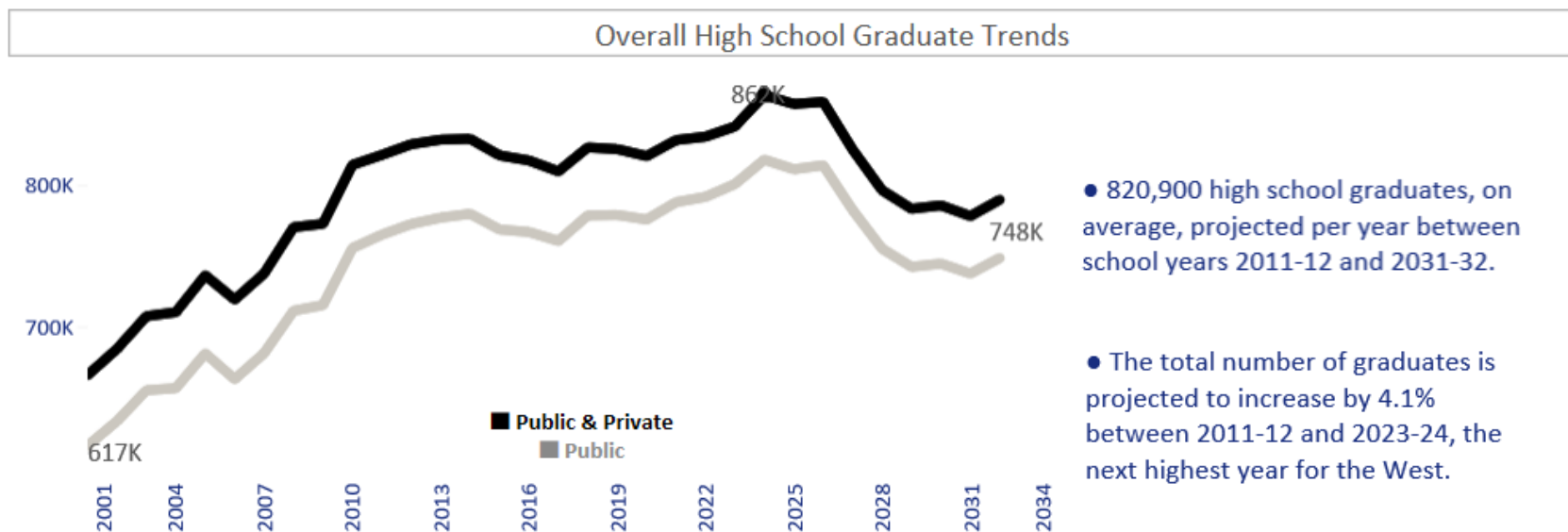| Credit Hrs Using Course Campus	Student Credit Hours			
	Fall 2017	Fall 2018	Difference	% change
Klamath Falls	26,007	25,936	-71	-0.3%
Portland-Metro	7,552	7,543	-9	-0.1%
Online	6,558	7,544	986	15.0%
Other	1,182	1,160	-22	-1.9%
Subtotal (Excluding High School ACP)	41,299	42,183	884	2.1%

New & Continuing Students

- Multi-year decline in new students, excluding dual credit
- Increase in number of graduating students during 2015-16 (777) & 2016-17 (793), decline in 2017-18 (746)
- First-time decline in dual credit students
- Smaller classes mean more to recover

National High School Graduation Trends

Overall High School Graduate Trends

- 3,409,100 high school graduates, on average, projected per year between school years 2011-12 and 2031-32.

- The total number of graduates is projected to increase by 3.1% between 2011-12 and 2024-25, the next highest year for the United States.
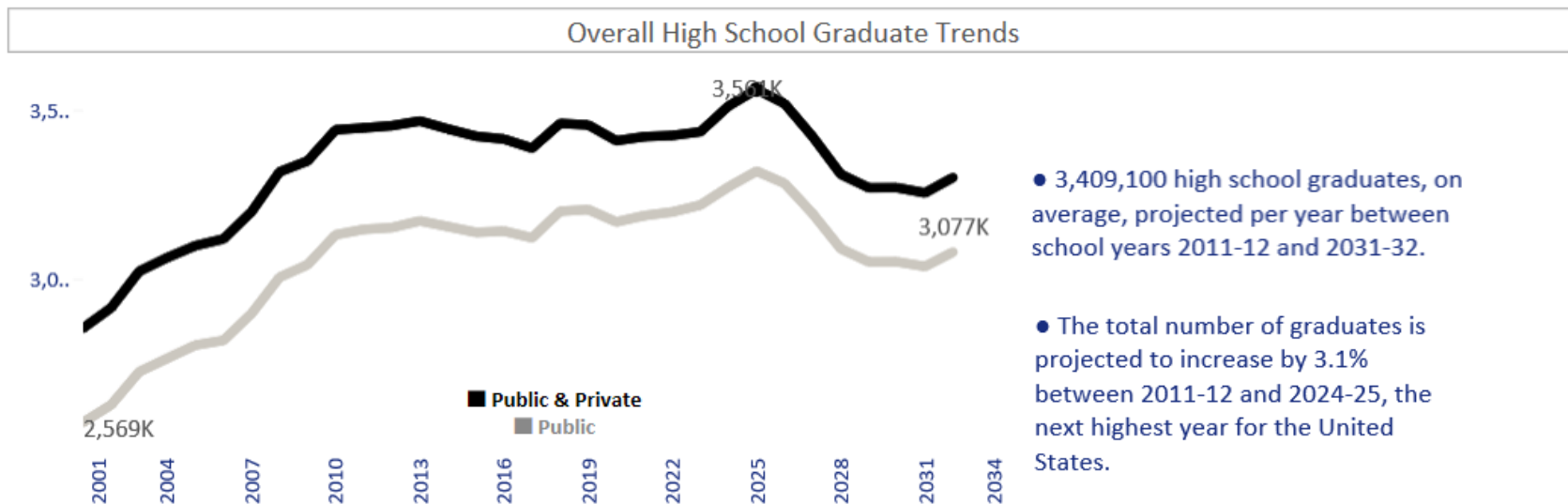
High School Graduation Trends in the West

Overall High School Graduate Trends

- 820,900 high school graduates, on average, projected per year between school years 2011-12 and 2031-32.

- The total number of graduates is projected to increase by 4.1% between 2011-12 and 2023-24, the next highest year for the West.

Oregon High School Graduation Trend

Overall High School Graduate Trends

- 36,500 high school graduates, on average, projected per year between school years 2011-12 and 2031-32.

- The total number of graduates is projected to increase by 2.7% between 2011-12 and 2025-26, the next highest year for Oregon.

- Oregon generates about 4.5% of the West's total, on average
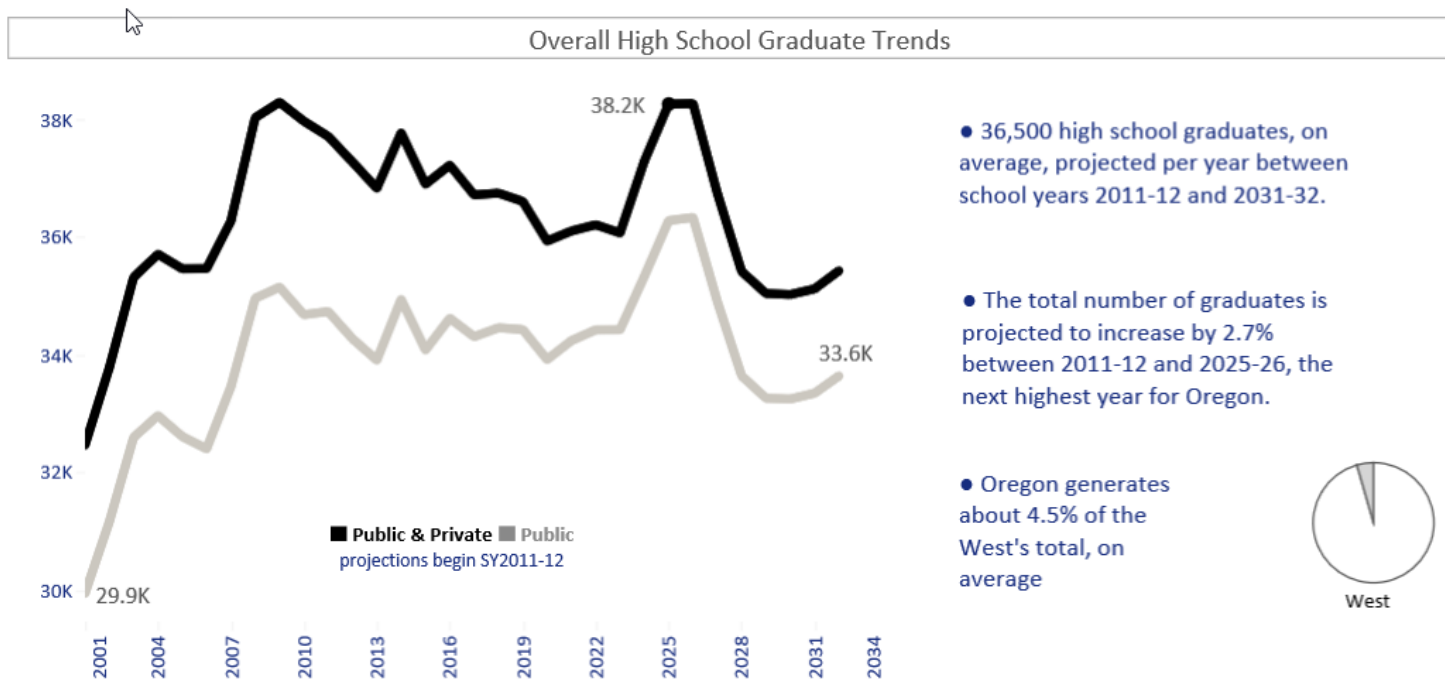
Financial Aid Strategy

EAB Partnership

Date changes

Discretionary funds

Extended Presidential Scholarship application deadline to Aug.15th (instead of March 1st); many transfers apply for admission after they graduate spring term which was too late.

Extended Presidential Scholarship application deadline for freshmen to June 15th

Fall '19 Recruitment (& beyond)

- Strategy to reach target of **7,500**)
- New Admissions **tactics**
- Admissions **visiting** 3-4 high schools per day, many in Portland area
- Expanding **influencer** event locations and increasing frequency

- Admissions hiring Portland-based transfer **recruiter**
- Added Communication **Specialist** & Data **Specialist** in Klamath Falls
- Admissions developed a **fast-response** communication plan
- Expanding **territories** for recruitment
- Moving to new **CRM**, away from Recruit
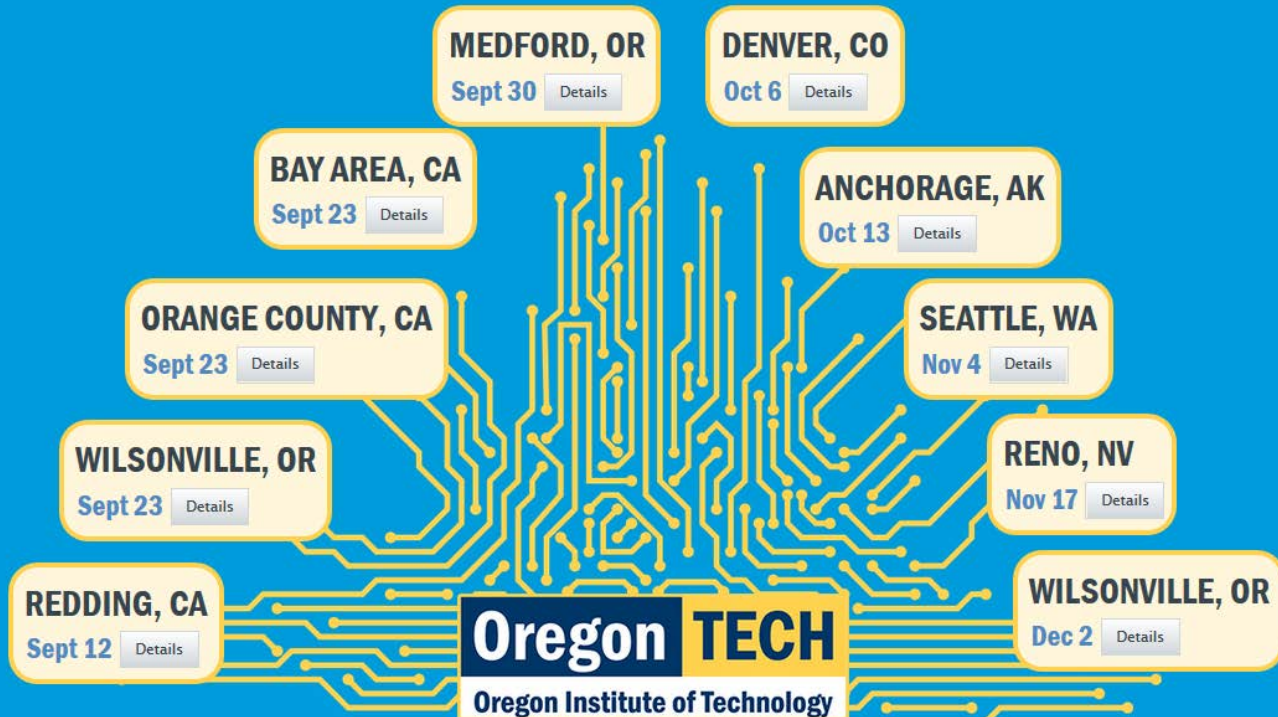
Travel Schedule

- **Alaska, Arizona, California, Colorado, Hawaii, Idaho, Oregon, Texas, Utah, Nevada, & Washington during September, October, & November**

- **Spring travel expanding to 17 new Discover Oregon Tech events in these regions**

- **https://www.oit.edu/admissions/general-info/visit/travel-schedule**

International Recruitment

Exploring partnerships

Collaborating with Academic Affairs and Student Affairs

Certified to recruit and enroll F-1 students

Developing timeline, resource needs, and strategy by January with report out to Board in the spring

Educational Partnerships & Outreach (EPO)

Changing the way we talk about dual credit

Community college partnerships

Hiring transfer outreach position; focus on forming, nurturing relationships with community colleges, military operations for creation of transfer pipelines

Dual Credit strategy

Aligning strategy with Admissions—1-2 punch

Maintain headcount, limit credit hours

Partnering across the state to sponsor and support STEMM-related high school events

Transition focus to STEM courses

Data-based decision making

- **Working to develop dashboards for internal stakeholders**

- **Contracted with Millennium FAST to deliver regular data reports for internal use.**

- **Dashboard development for better tracking**

Reports requested include:

- Dual-credit matriculation
- Retention data
- Funnel dashboard
- Not-coming data
- Program enrollment data
- Course planning data

Strategic planning

Dana Onorato, AVP now also working in collaboration with

Portland-Metro campus representation

Janelle Knaggs, Project & Technology Manager

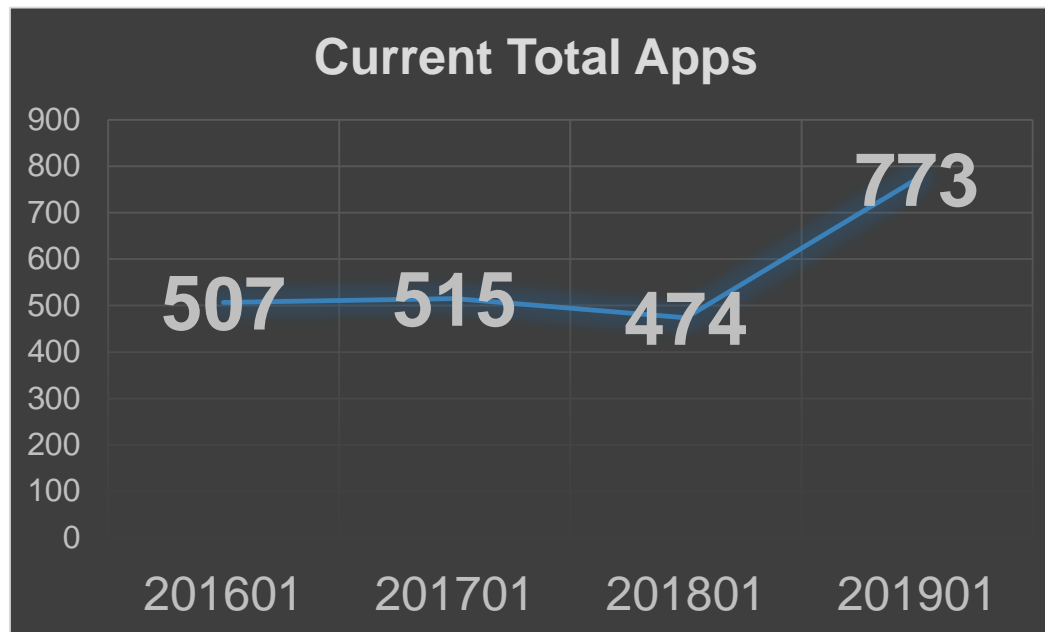**James McPherson, Marketing Specialist for academic program support**

Retention: Professional advising planning

Aligning strategy with Admissions, Online Education, & EPO

By year end aim for every program to have fact sheet, postcard, and fold-out poster brochure.

Fall 2019 Applications

Additional Investments Proposed to President

Initiative	Increase requested
EAB	$140,000
College Board	$25,000
Admissions S&S/Travel	$220,000
Discretionary Funds	$50,000
Additional staff	$145,000
Robust Student Worker Pool	$75,000
Marketing for SEM initiatives	$100,000
TOTAL	$755,000
Total current SEM budget	$ 3,633,864
Total proposed SEM budget	$ 4,388,864

Headcount Targets

HEADCOUNT Projections: 4th Week Fall

	2018-19	19-20	20-21	21-22	22-23	24-25	25-26	26-27
Number	5341	5412	5650	6000	6400	6736	7017	7300
Growth	--	1.3%	4.2%	5.8%	6.3%	5.0%	4.8%	4.0%

Excited for the Future

- Looking forward to growing our enrollments in areas where it makes most sense
- New partnerships
- New focus on strategy and data-based decision making
- Strong, focused team approach to enrollment growth