

SEM FALL 2019 UPDATE

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FALL 2019 Apps & Admits

DASHBOARDS

Term ▼	Description	Total	Prior Yr Total	Change	% Chg	2 Yr Prior Total	3 Yr Prior Total	4 Yr Prior Total
201901	Admitted-Cancelled	2	1	1	<u>100 %</u>	4	1	2
201901	Admitted-Not Cancelled	753	608	145	<u>20 %</u>	548	559	531
201901	Cancelled-Other	1	18	-17	<u>-90 %</u>	5	2	1
201901	Deferred-Term Change	5	0	5	500 %	0	0	0
201901	Denied	5	11	-6	-50 %	5	12	6
201901	In Process	724	497	227	50 %	647	438	702
		1490	1135	355		1209	1012	1242

FALL 2019—Campus & Student Type



Applications by Campus

Term ▼	Description	Total	Prior Yr Total	Change	% Chg	2 Yr Prior Total	3 Yr Prior Total	4 Yr Prior Total
201901	<u>Klamath</u>	1147	888	259	30 %	951	844	1036
201901	Online Learning	34	33	1	0 %	30	12	9
201901	Portland-Metro	308	210	98	<u>50 %</u>	227	156	195

Applications by Student Type

Term ▼	Description	Total	Prior Yr Total	Change	% Chg	2 Yr Prior Total	3 Yr Prior Total	4 Yr Prior Total	Concatenated Description for Graphing ↔
201901	Freshmen	1205	858	347	40 %	855	765	919	Fall Freshmen Applicants
201901	Masters	40	32	8	<u>30 %</u>	49	11	10	Fall Masters Applicants
201901	Post Bacs	40	26	14	<u>50 %</u>	27	26	51	Fall Post Bacs Applicants
201901	<u>Transfers</u>	205	219	-14	<u>-10 %</u>	278	210	262	Fall Transfers Applicants

Freshmen in PM and KF

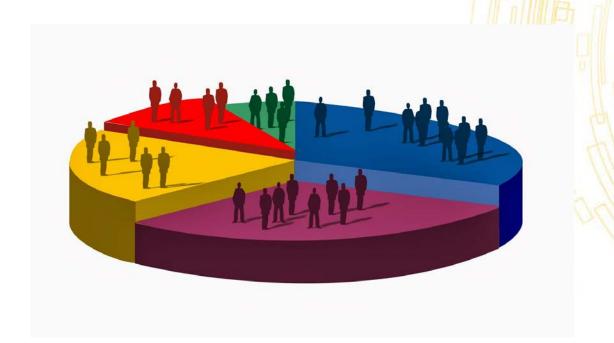
703	862
2	0
60	57
	2

^{*}Only once have we ever welcomed more than 400 freshmen (404 in 2012)

FALL 2019—Demographic Changes



- Largest increases in applications from CA, HI, WA, and OR
- Trending up in male applicants
- Trending up in all ethnicities



Planning and Preparing



- Virtual SEM Expo
- PLT, Executive Staff, Academic Council, Faculty Senate
- Student Affairs/SEM Directors meetings
- Regular Deans meetings
- Dashboards

Low-end

- `19 goal = 965 new
- **+/** = 96
- +/- % = 11.05%
- 428 FR
- 537 TR

New Approach to Outreach & Partnerships Oregon TECH

- Offering 7 non-athletic summer camps
 - At least one in Portland-Metro
- Stay tuned for summer session planning
- New focus on partnerships with community colleges
 - Badger to Owl
 - Business-Mgmt. Program
- Dual Credit strategy shifting to more STEM-focused opportunities



Marketing Collateral

- Types of Collateral:
- Fact Sheets
- Posters
- Flyers
- Invitations
- Pocket Folders









Promotional Items

- Typical Branded SWAG:
- Water Bottles & Hydro Flasks
- Pens & Mechanical Pencils
- Stickers & Pennants
- Apparel Shirts, Hats, etc.
- Creative items unique to your field
- Know Your Audience







Event Marketing

- Items SEM can assist with:
- Retractable Display Banners
- Event Signage & Ads
- Oregon Tech Table Cloth
- Oregon Tech Polo Shirts
- Types of Events:
- Career Fairs
- Recruitment Events
- Symposiums
- Industry Conferences





