

## AMMISSIONS

### Assessment Plan 2014 - 2015

**MISSION:** The Oregon Tech Admissions Office’s mission is to clearly and effectively communicate the features and benefits of the university to prospective students and their families. The office provides appropriate admissions services, such as recruitment activities and application processing, to assist the university community in enrolling the number and type of students needed to meet the institution’s enrollment goals. Our goal is to promote access via clear communication of Oregon Tech’s admissions standards, provide admissions support for all of our campuses & sites, and support the university’s pursuit of excellence by admitting new students who are capable of persisting successfully to their academic objective at Oregon Tech.

**GOAL 1:** Recruit qualified undergraduate students; especially from Oregon, Western States that participate in the Western Undergraduate Exchange (WUE) program and Texas to start and complete the university’s undergraduate admission application.

<b>Objective</b>	<b>Timeline</b>	<b>Action Plan</b>	<b>Outcome Measure</b>
1.1 Conduct recruitment activities in each region of Oregon, throughout the 14 other WUE states and the State of Texas.	Ongoing	Register for and participate in regional and national college fairs. Conduct individual high school and community college visits. Increase the number of “leads/inquiries” in our CRM via interest cards and/or scanned names from events/visits.	Accumulate over 8,000 inquiries of potential Fall 2015 applicants by December 1, 2014 and over 9,000 by May 1, 2015 who may be enticed via email and direct mail communications to start an admission application.
1.2 Communicate with prospective students who are seniors in high school and have expressed interest in our type of university and the academic programs we offer.	Ongoing	Purchase 30,000 high school senior names and their contact info via NRCCUA. Names from the target areas within the goal statement. Send electronic and direct mail communications enticing the prospects to inquire about their interests that Oregon Tech offers.	Achieve a 5% yield (1500) of prospects (purchased names) to inquiries.

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<p>1.3 <b>Communicate with prospective students who are attending community college and have expressed interest in our type of university and the academic programs we offer.</b></p>	<p><b>Ongoing</b></p>	<p><b>Purchase unlimited subscription with Phi Theta Kappa Honor Society for transfer student names. Names from all states in the U.S. Send electronic and direct mail communications enticing the prospects to inquire about their interests that Oregon Tech offers.</b></p>	<p><b>Achieve a 5% yield (final count as of May 1, 2015) of prospects (purchased names) to inquiries.</b></p>
<p>1.4 <b>Plan and conduct campus visit programs and individual visits</b></p>	<p><b>Ongoing</b></p>	<p><b>Set visit program dates and individual visit days &amp; hours. Communicate via email, phone calls, and direct mail communications visit options and availability. Plan and implement informative and pleasant campus visit activities &amp; events.</b></p>	<p><b>Attendance at each visit program and number of individual visitors throughout the recruitment cycle totally between 1900 and 2100 prospective student visitors the entire recruitment cycle – not including family members.</b></p>

**GOAL 2:** Process completed admission applications and render admission decisions for qualified students who meet admission requirements and communicate denial & alternative admission paths for applicants who do not yet meet the university's admission criteria.

<i>Objective</i>	<i>Timeline</i>	<i>Action Plan</i>	<i>Outcome Measure</i>
<p>2.1 <b>Make available an online admission application that functions well so that it is easy to complete and submit electronically to the Office of Admissions.</b></p>	<p><b>Ongoing</b></p>	<p><b>Utilize EMAS and Banner self-serve to process application materials and have admission counselors, assistant directors and director review applications after processors confirm apps</b></p>	<p><b>Test application in test environment and in production environment to ensure the tool is working and confirm receipt of completed applications.</b></p>

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are ready for review.

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<b>2.2 Increase number of completed &amp; submitted applications from Oregon regions, WUE states and the state of Texas.</b>	<b>Ongoing</b>	<b>Communicate with inquiries via email, direct mail and phone calls in all territories to assist with submission and completion of online applications.</b>	<b>Overall application numbers increased (year-to-date) by 7.9% from Fall 2014 fourth week to Fall 2015 fourth week benchmark. Oregon apps decreased (-1.32%), WUE apps increased (+30.06%) and Texas apps increased (+73.68%)</b>
<b>2.3 Increase number of completed &amp; submitted applications from other states and international applicants.</b>	<b>Ongoing</b>	<b>Maintain presence among Study Oregon international recruitment consortium via Oregon Tech info in the group's electronic web view book, work with OT Marketing to maintain webpage info and assist with advertising message. Maintain virtual tour on university web pages. All to generate inquiries and/or prompt application submission from prospective students.</b>	<b>International applications increased (+4.49%) and apps from other U.S. states increased (+10.19%)</b>

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**GOAL 3:** Assist the university community with enrolling accepted applicants into the university and it's individual academic programs.

<b>Objective</b>	<b>Timeline</b>	<b>Action Plan</b>	<b>Outcome Measure</b>
<b>3.1 Admit qualified applicants who meet the university's admissions standards and conduct holistic review of candidates who are missing any standard admission requirements.</b>	<b>Ongoing</b>	<b>Admission counselors, assistant directors and director review applications and render admit decisions (accepted or denied).</b>	<b>Overall admitted student numbers (of qualified applicants and those admitted through holistic review) increased (+4.5%)</b>
<b>3.2 Communicate steps to becoming a new Oregon Tech student to admitted individuals.</b>	<b>Ongoing</b>	<b>Provide information via email and direct mail regarding steps to sign up for registration events, access the FAFSA and/or contact Financial Aid, and how to sign up for university housing.</b>	<b>Number of new students at registration events, associated increase in financial aid processing and number of new student housing applications.</b>
<b>3.3 Participate in the planning and implementation of new student registration events to get new students enrolled in university courses.</b>	<b>Summer term</b>	<b>Provide leadership through Assistant Director of Campus Visits &amp; Programs involvement on planning committee and admissions staff involvement in program implementation</b>	<b>Areas of responsibility staffed and new students able to navigate program sessions through completion of the day – indicated by registration in fall classes and student accounts set up.</b>