



# Strategic Enrollment Management

May 30, 2019

# Fall 19 Confirmation Process for Campus-based, Degree-seeking Students



Row Labels	Count of Student Type
<b>First-Year</b>	<b>449</b>
Klamath Falls	395
Portland-Metro	54
<b>Transfer</b>	<b>207</b>
Klamath Falls	140
Portland-Metro	67
<b>Grand Total</b>	<b>656</b>

## FALL 18: New at Census

ATTEND_STATUS_DESC	HEADCOUNT
New First-Time Freshman	364
New Transfer	505



# Fall 19 Applicant Pool



As of May 24, 2019:

- 2534 Applications, +591 (+30%)

Campus	Fa19	Fa18	Change	% Change	Fa17	Fa16
<a href="#">Klamath</a>	1790	1423	367	<a href="#">26%</a>	1531	1479
<a href="#">Online Learning</a>	147	106	41	<a href="#">39%</a>	93	96
<a href="#">Portland-Metro</a>	595	406	189	<a href="#">47%</a>	467	377

# Fall 19 Applicant Pool cont.



Campus	Fa19	Fa18	Change	% Change	Fa17	Fa16	Fa15
<u>Fall Freshmen Applicants</u>	1703	1184	519	<u>44%</u>	1222	1147	1373
<u>Fall Masters Applicants</u>	97	92	5	<u>5%</u>	104	58	38
<u>Fall Post Bacs Applicants</u>	85	75	10	<u>13%</u>	66	55	80
<u>Fall Transfers Applicants</u>	649	592	57	<u>10%</u>	708	696	805

# Advising & Retention

- Historical Retention Data
- Current initiatives
- Fall rollout of new endeavors
- Student Affairs and Retention



# Retention and the ROCK (1<sup>st</sup> year students)

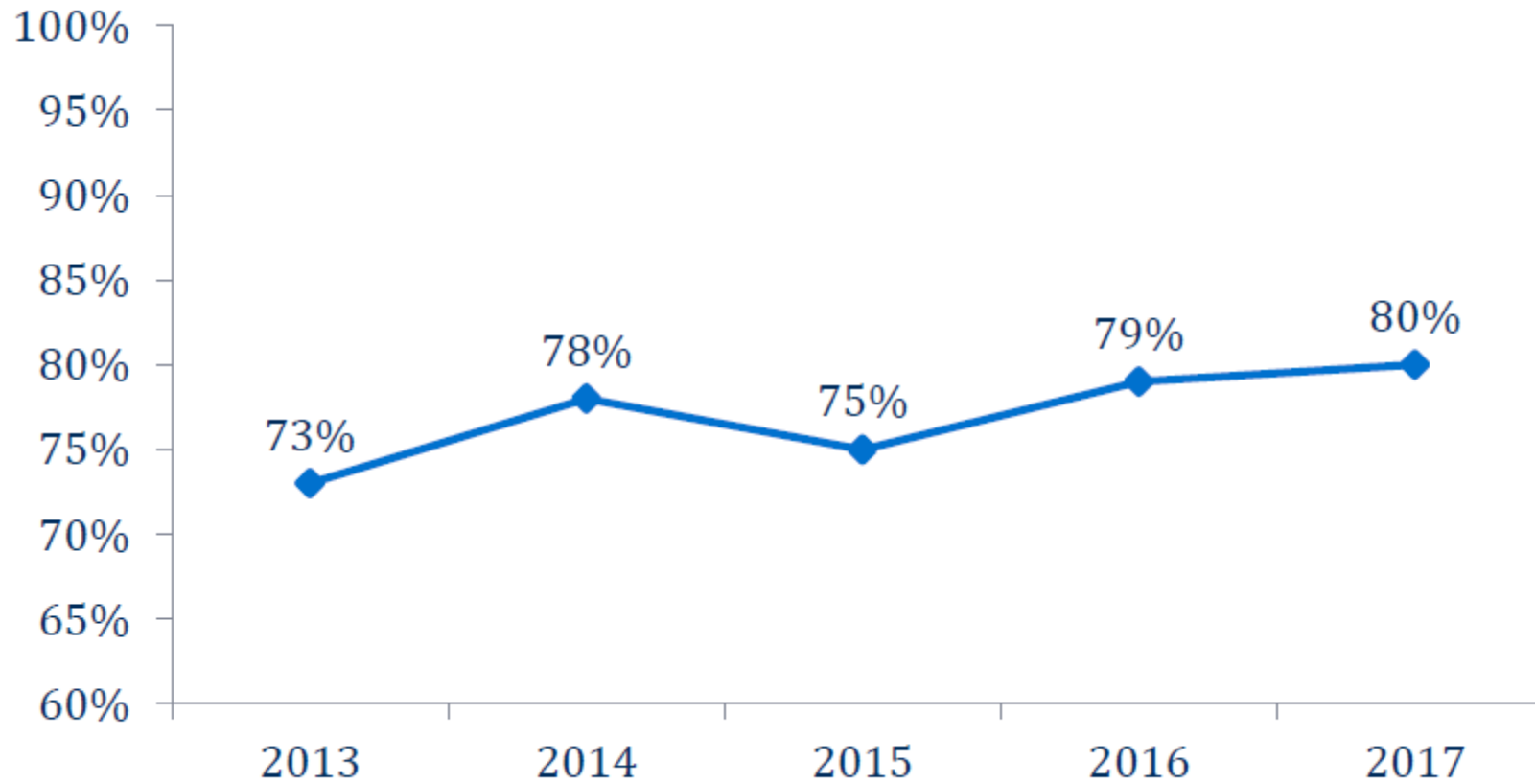


Image from RNL, data from IR



# Retention (Transfer students)

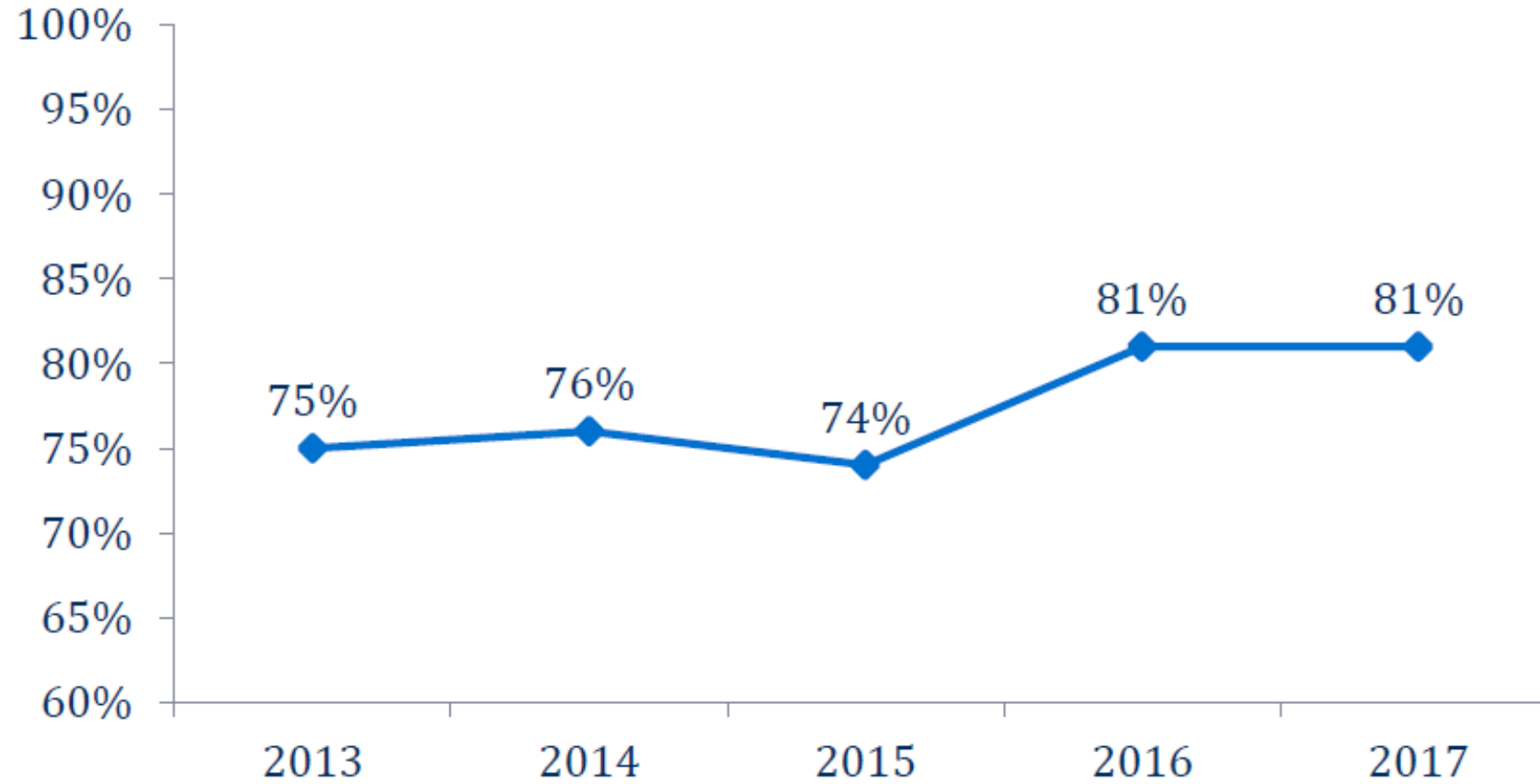


Image from RNL, data from IR

# Fall 2019: Advising & Retention



- Beginning search for new Director of Advising & Retention
- Maintaining: Registration Banner, Owl to Owl, academic advisor outreach, marketing
- Expanding the ROCK
- Implementing data-informed retention strategies
- Increasing Marketing; focusing on Portland-Metro
- Student Affairs Team



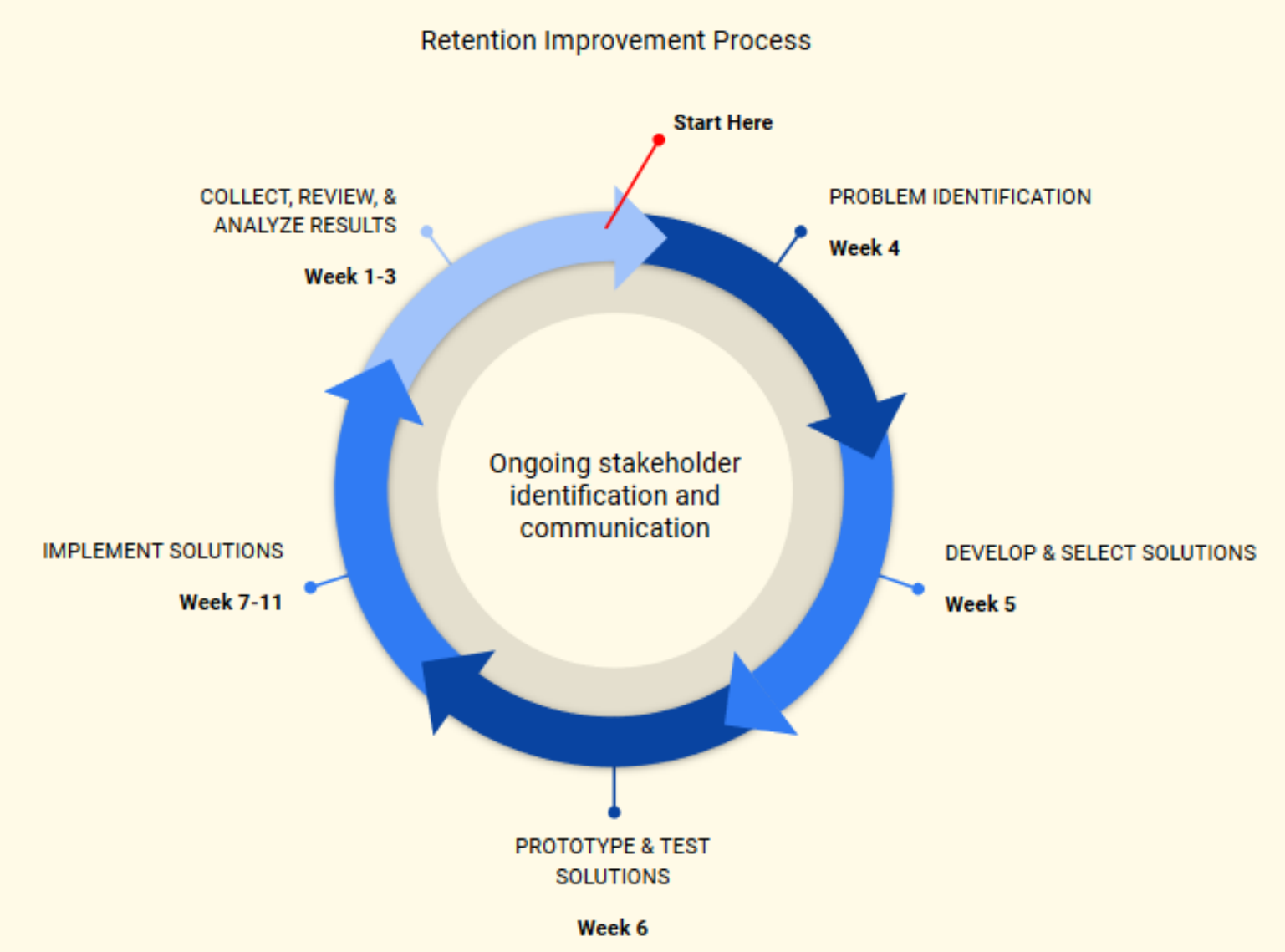
<b>DEPARTMENT:</b>	<b>Professional Advisor (PA)</b>	<b>Faculty Advisor (FA)</b>
<b>Pre-Admissions</b>	<ul style="list-style-type: none"> <li>• Warm transfer from Admissions when students have questions beyond their knowledge/expertise (meets in person or electronically)</li> </ul>	<ul style="list-style-type: none"> <li>• Warm transfer from PA when students have questions beyond their knowledge/expertise</li> <li>• Meets with prospective students</li> </ul>
<b>Admissions</b>	<ul style="list-style-type: none"> <li>• Warm transfer from Admissions when students have questions beyond their knowledge/expertise (meets in person or electronically)</li> <li>• Serves as back-up for registration events (New Wings) if faculty are absolutely unable to attend</li> <li>• Serves as connection to Registrar: can check on transfer evaluation status</li> <li>• Connects with other services (Financial Aid, Student Success, Student Affairs, Housing, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Warm transfer from PA when students have questions beyond their knowledge/expertise</li> <li>• Attends registration events (New Wings)</li> <li>• Meets with admitted students</li> </ul>
<b>1<sup>st</sup> Year Freshmen</b>	<ul style="list-style-type: none"> <li>• Assigned as secondary advisor in Banner</li> <li>• Requires in-person meeting</li> <li>• Serves as connection to Registrar</li> <li>• Connects with other services (Financial Aid, Student Success, Student Affairs, Housing, etc.)</li> <li>• Reminds students to register</li> <li>• Notifies students of probation/hold statuses and attempts to assist in resolving</li> </ul>	<ul style="list-style-type: none"> <li>• Assigned as primary advisor in Banner</li> <li>• Provides academic advising and registration pins</li> </ul>
<b>1<sup>st</sup> Year Transfer</b>	<ul style="list-style-type: none"> <li>• Assigned as secondary advisor in Banner</li> <li>• Offers in-person meeting</li> <li>• Serves as connection to Registrar</li> </ul>	<ul style="list-style-type: none"> <li>• Assigned as primary advisor in Banner</li> <li>• Provides academic advising and registration pins</li> </ul>



	<ul style="list-style-type: none"> <li>• Connects with other services (Financial Aid, Student Success, Student Affairs, Housing, etc.)</li> <li>• Notifies students of probation/hold statuses and attempts to assist in resolving</li> <li>• Reminds students to register</li> </ul>	
<b>During rest of program</b>	<ul style="list-style-type: none"> <li>• Provides pins as needed</li> <li>• Reminds students to register</li> <li>• Connects with other services (Financial Aid, Student Success, Student Affairs, Housing, etc.)</li> <li>• Notifies students of probation/hold statuses and attempts to assist in resolving</li> </ul>	<ul style="list-style-type: none"> <li>• Provides academic advising and registration pins</li> </ul>
<b>Graduation</b>	<ul style="list-style-type: none"> <li>• Connects grads with Alumni relations</li> <li>• Reminds students to petition to graduate</li> </ul>	



# Action Research Cycle



# Student Affairs Team & Retention



- Tech Opportunities Program (TOP)
  - Primarily serves students with disabilities, low-income, or first generation
  - **85.71%** of TOP students **persisted** from Fall 2017 to Fall 2018.
  - **93.16%** of TOP students were in **Good Academic Standing** at the end of 2017-18.
  - Average student age is 26 years old
- Project Unity—Multicultural Life
  - Program for first-year underrepresented students
  - Increased efforts to offer more cultural events and promotion of diversity initiatives at Oregon Tech
- Campus Life
  - New student orientation—9X more likely to retain
  - Supplemental Instruction



Questions?