Meeting of the
Oregon Tech Board of Trustees
Room 402, Portland-Metro Campus
January 24, 2019
1:15pm - 5:00pm

Executive Session of the Full Board of Trustees (12:15pm – 1:00pm) *Counselor Groff*
The Board will meet in Executive Session per ORS 192.660(2)(f) and ORS 40.225 Rule 503 to consider information or records that are exempt by law from public inspection and to have confidential communication subject to attorney-client privilege.

Board of Trustees Agenda

Page

1. **Call to Order/Roll/Declaration of a Quorum** (1:15pm) *Chair Graham*

2. **Reports**
   - 2.1 President's Report and Discussion (20 min) *President Naganathan* — 1
   - 2.2 **ASOIT Report** (1:35pm) (10 min) *President Johnathan Nguyen*
   - 2.3 **Administrative Council Report** (1:45pm) (10 min) *Chair Josh Jones*
   - 2.4 **Faculty Senate Report** (1:55pm) (15 min) *President Terri Torres*
   - 2.5 **OMIC Report** (2:10pm) (10 min) *Director Craig Campbell*
   - 2.6 **Foundation Report** (2:20pm) (10 min) *AVP Tracy Ricketts*
   - 2.7 Legislative Report (2:30pm) (5 min) *Director Brittany Miles* — 10
   - 2.8 Strategic Enrollment Management Report (2:35pm) (15 min) *AVP Erika Veth* — 12
   - 2.9 **Academic Quality and Student Success Committee Report** (2:50pm) (10 min) *Trustee Brown*
   - 2.10 **Finance and Facilities Committee Report** (3:00pm) (10 min) *Trustee Jones*
   - 2.11 **Executive Committee Report** (3:10pm) (10 min) *Chair Graham*

BREAK 3:20pm – 3:35pm

3. **Consent Agenda** (3:35pm) (5 min) *Chair Graham*
   - 3.1 Approval of Minutes of the November 15, 2018 Meeting — 18
   - 3.2 **Recommendation to HECC to Approve the Cybersecurity Degree** *AQ&SS Committee Recommendation*
   - 3.3 **Approval of Appointment of Vice Chair** *Executive Committee Recommendation*
   - 3.4 **Approval of Appointment of New Trustee to a Committee** *Executive Committee Recommendation*
   - 3.5 **Adoption of an Amendment to the Board Policy on Delegation of Authority** *Executive Committee Recommendation*
   - 3.6 **Adoption of an Amendment to the Board Policy on Categories of Authority** *Executive Committee Recommendation*
   - 3.7 **Adoption an Amendment to the Board Bylaws** *Executive Committee Recommendation*
   - 3.8 **Adoption an Amendment to the Board Policy on Tuition and Fee Processes** *Executive Committee Recommendation*
   - 3.9 **Adoption of a Special Tuition (Boeing)** *F&F Committee Recommendation*
   - 3.10 **Adoption of a Mid-Year Adjusted Budget** *F&F Committee Recommendation*

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4. **Action Items** - none

5. **Discussion Items**
   - **5.1 Presentation: Bias in Emergency Medical Services** (3:40pm) (15 min) *Associate Professor and Program Director Jamie Kennel*
   - **5.2 Marketing Presentation** (3:55pm) (30 min) *AVP Di Saunders* **23**
   - **5.3 Board and Trustee Evaluations** (4:25pm) (5 min) *Chair Graham*
   - **5.4 Board and Committee Meeting Schedules** (4:30pm) (5 min) *Chair Graham*

6. **Other Matters** (4:35pm) (5 min)

7. **Public Comment** (4:40pm) (15 min)

8. **Roundtable** (4:55pm) (5 min)

9. **Adjournment** (5:00pm)

President's Report

Oregon TECH
Oregon Institute of Technology

Board of Trustees Meeting: January 24, 2019

Oregon Tech-OHSU Medical Lab Science Graduation - December

Oregon TECH
Oregon Institute of Technology

80% female graduates; Average GPA 3.7

48 grads in state's only MLS program

100% placement rate – high demand profession

Externship sites in OR, WA, ID, CA, HI

Trustee McClure Keynote Speaker

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Collaborating for regional student success

Oregon TECH
Oregon Institute of Technology

SOUTHERN OREGON HIGHER EDUCATION CONSORTIUM

- KCC, Oregon Tech, RCC, SOU
- 26,600 students
- 200 degrees, 100 apprenticeships
- 3,370 grads in 2018
- $570M economic footprint
- $68M annual state funding

- Streamline educational **pathways**
- Address regions' **workforce** needs
- Provide unified **advocacy**
- Attract **resources**
- Connect **common strengths** (energy, healthcare, social services, engineering, etc.)
- Solve **regional** problems

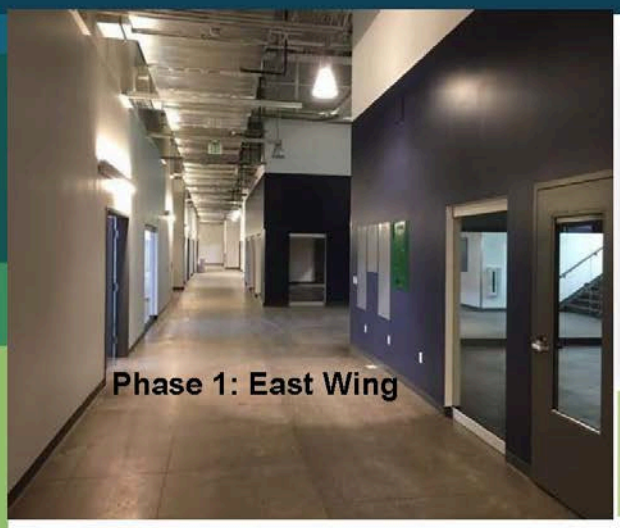
Capital Construction Update: CEET

Oregon TECH
Oregon Institute of Technology

Center for Excellence in Engineering and Technology
Design selected; determining exact construction schedule to take advantage of summer

Capital Construction Update: Cornett

Oregon TECH
Oregon Institute of Technology



Cornett Renovation

- Phase 1, East Wing Completed
- Phase 2, West Wing on schedule

5

Athletics Updates

19 students earned NAIA Scholar-Athlete Award

Both Men's & Women's Golf teams ranked in Top 25 in NAIA

Both Men's & Women's Soccer teams qualified for post-season tournaments

Men's: ranked 14th of 138 teams in NAIA
Women's: 5th of 11 in CCC

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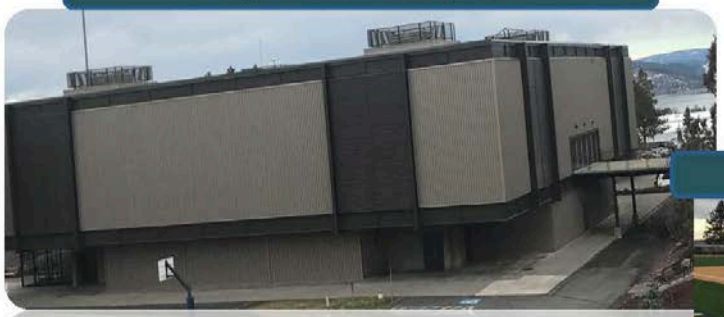
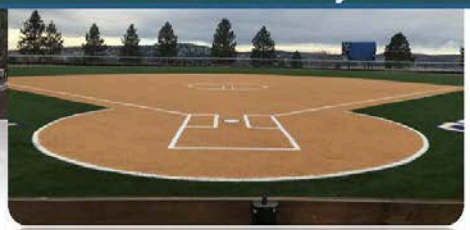
Athletics Updates

Oregon TECH
Oregon Institute of Technology

Gym Rehab Project



Softball Field Project



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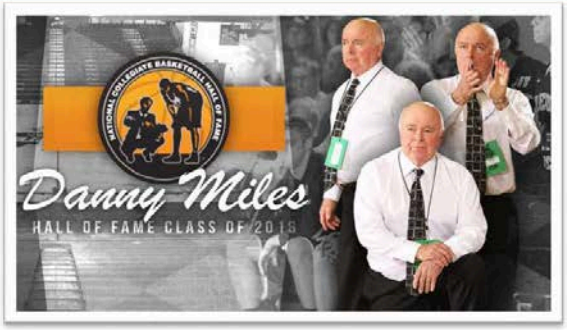
Special Recognition: Coach Miles

Oregon TECH
Oregon Institute of Technology



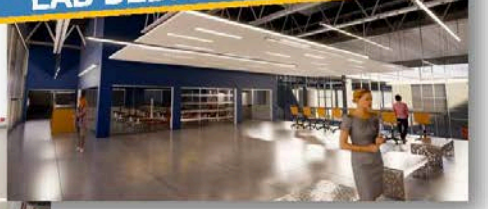
November 18, 2018
National Collegiate Basketball Hall of Fame induction

Upcoming Events celebrate successes

Oregon TECH
Oregon Institute of Technology

SOFTBALL FIELD DEDICATION MARCH 1

CORNETT CIVIL ENGINEERING LAB DEDICATION FEB. 27



MANUFACTURING LAB DEDICATION CANYON CREEK ANNEX, MARCH

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New Support for B.I.G. ABA Center of Practice

Oregon TECH
Oregon Institute of Technology

Cascade Health Alliance, LLC

$150k for treatment of children with autism spectrum disorders

Supports goal of increasing treatment hours by 300% over next 5 years in Klamath Falls

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Contracts

Oregon TECH
Oregon Institute of Technology

SEIU and Faculty Union Contracts

- SEIU bargaining beginning this month
- Faculty union 1st contract – waiting on notice to bargain

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Reaching towards our 10-year target

Oregon TECH
Oregon Institute of Technology

7,500 Students

More freshmen in Klamath Falls, more capacity in Portland-Metro, converting dual-enrolled, industry programs like Boeing model

Extend Industry Partnerships

Degree programs, more internships; at least 3 established innovation centers linked to industry

Grow Endowment

Grow Oregon Tech Foundation endowment in strategic ways

Build on Reputational Capital

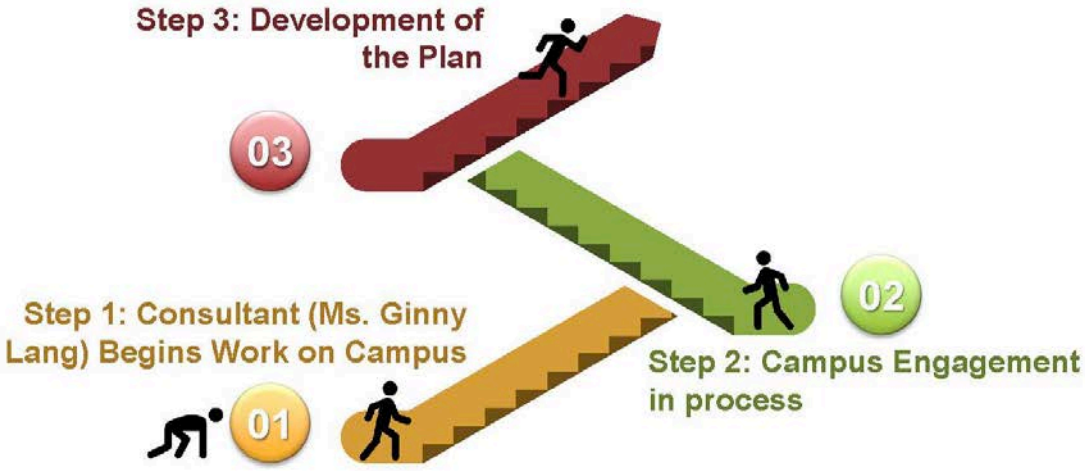
Establish among the global leaders in polytechnic education and innovation

Grow Town-Gown Integration

Explore and implement new ways to connect and engage with our local communities

Long-term Strategic Planning Update

Oregon TECH
Oregon Institute of Technology



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University Organization Chart

Oregon TECH
Oregon Institute of Technology

Between 14 and 16 direct reports to the President during the last 21 months

Academic Affairs	Enrollment Management	Info. Tech.	P-M Campus
Athletics	Finance & Administration	Legal	Sr. Exec. Asst.
Board Sec. & Comm. Relations	Government Relations	Marketing, Comm, & Public Affairs	Student Affairs
Development	Human Resources	OMIC	Title IX

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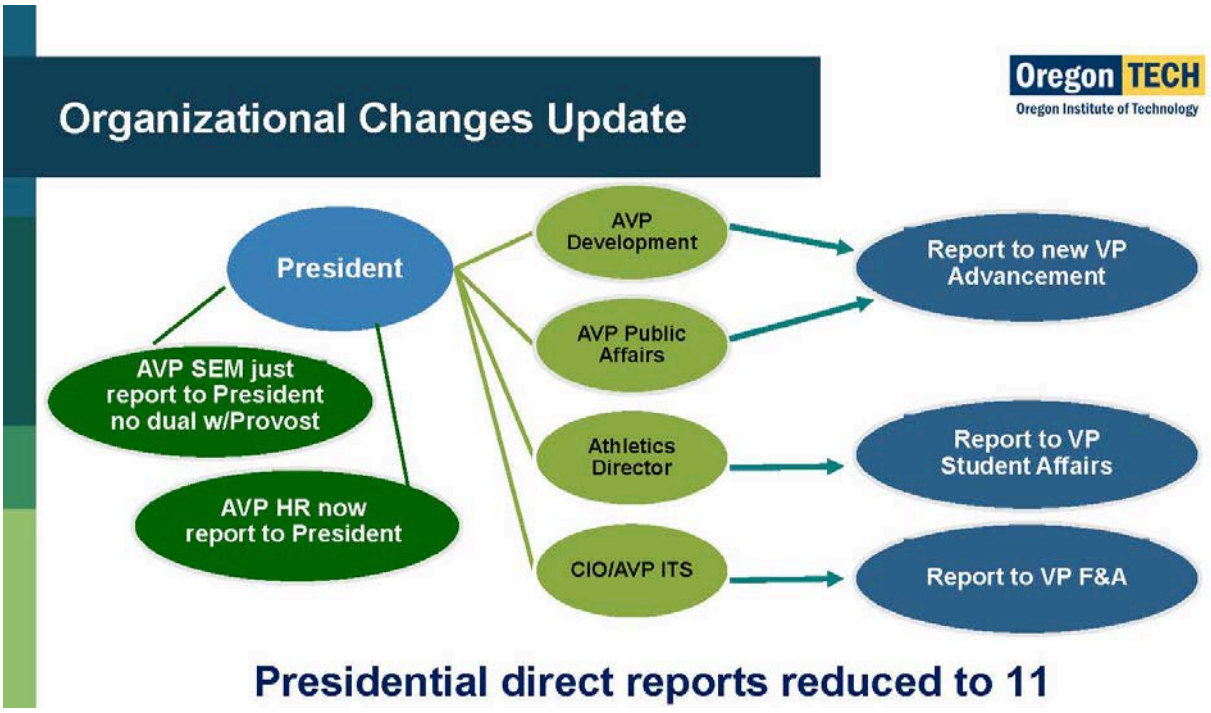
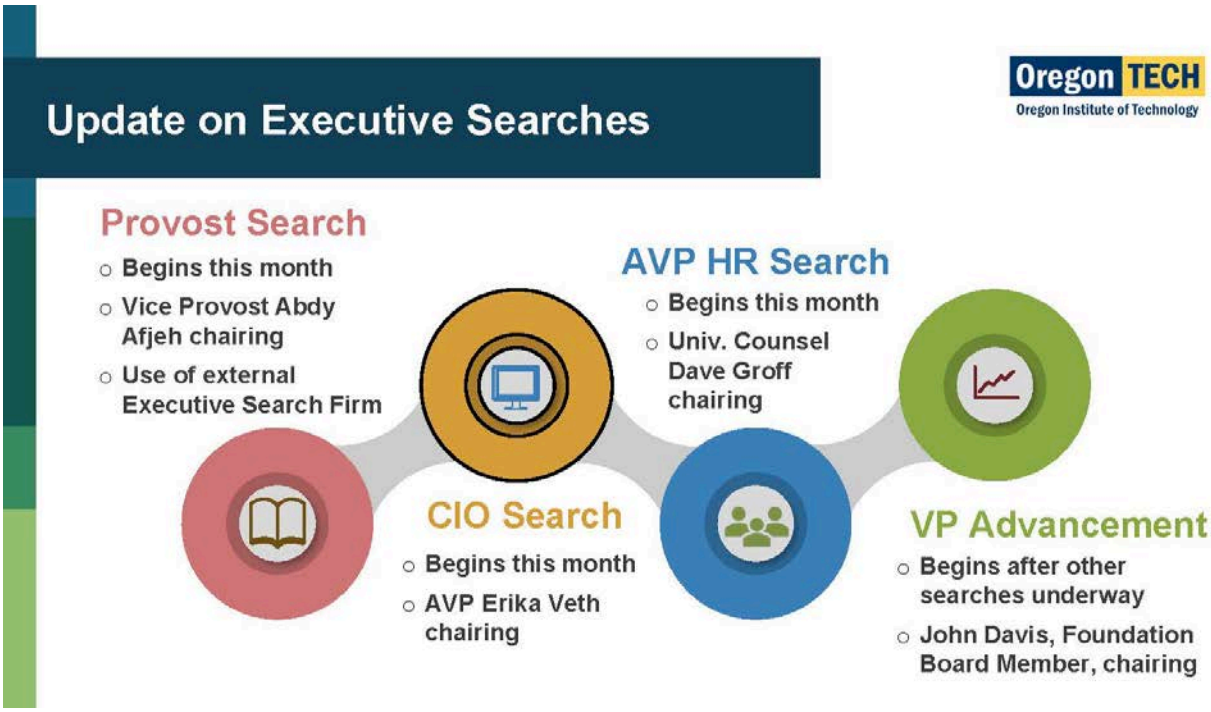

Organizational Changes Update
Oregon TECH
Oregon Institute of Technology
President
AVP SEM just report to President no dual w/Provost
AVP HR now report to President
AVP Development
AVP Public Affairs
Athletics Director
CIO/AVP ITS
Report to new VP Advancement
Report to VP Student Affairs
Report to VP F&A
Presidential direct reports reduced to 11


Update on Executive Searches
Oregon TECH
Oregon Institute of Technology
Provost Search
Begins this month
Vice Provost Abdy Afjeh chairing
Use of external Executive Search Firm
AVP HR Search
Begins this month
Univ. Counsel Dave Groff chairing
CIO Search
Begins this month
AVP Erika Veth chairing
VP Advancement
Begins after other searches underway
John Davis, Foundation Board Member, chairing

Other Updates Today

Oregon TECH
Oregon Institute of Technology

- **Development** – Assoc. VP Tracy Ricketts
- **Enrollment** – Assoc. VP Erika Veth
- **Government Relations** – Asst. VP Brittany Miles
- **Marketing** – Assoc. VP Di Saunders
- **OMIC** – Executive Director Craig Campbell

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THANK YOU!

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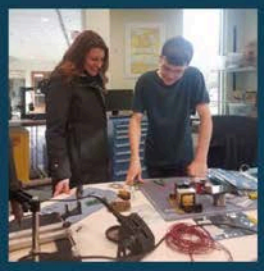
Government Relations Update



Oregon TECH
Oregon Institute of Technology

Board of Trustees Meeting: January 24, 2019

Legislative Session: challenges and unknowns

Oregon TECH
Oregon Institute of Technology

Priorities

Budgets:
- Operating funds
- Capital Capacity Preservation

Sports Lottery:
~$400k supports ~250 students with access scholarships, program operations

OREC:
$500k for programmatic work

Governor's Budgets

#1: Flat funding
#2: Increased funding: Assumes revenue package (tax increases)

Tuition Impacts
- To keep tuition increase under 5%, legislature must increase funding to Public Universities by $120M

2

State Budget Timeline

Oregon TECH
Oregon Institute of Technology

Budget Area	2017-19 Legislatively Adopted Budget (LAB)	2019-21 Universities' Consolidated Request	2019-21 HECC Agency Request (ARB)	Nov. 2019 Governor's Budget (GRB)	Nov. 2019 Governor's Investment Budget	Late Feb.-March Co-Chair's Budget	January 2020 Ballot Measure
Public University Support Fund	$736.9 Million	**Minimum Investment:** $867 Million **Optimal Investment:** $1 Billion	$923 Million	$736.9 Million	856.9 Million	?	Pass or Fail?

BACKGROUND

$120M Affordability Budget: This number was calculated by combining the university CSL (8.4% or ~$63 Million) and shielding students from the burden of operating costs. This level of PUSF funding would keep tuition increases for resident, undergraduate students at or below 5% for both years of the biennium.

A **$856.9 Million** total investment in the PUSF will give universities the funding necessary to keep tuition rate increases low and make targeted investments in institutional aid, as well as ensure students have the services they need to successfully complete and attain a college degree.

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THANK YOU!

Brittany Miles
AVP Government Relations
Brittany.Miles@oit.edu

Oregon TECH
Oregon Institute of Technology

4

FALL 2019 Apps & Admits

Term	Description	Total	Prior Yr Total	Change	% Chg	2 Yr Prior Total	3 Yr Prior Total
201901	Admitted-Cancelled	1	1	0	0 %	3	1
201901	Admitted-Not Cancelled	677	521	156	30 %	480	427
201901	Cancelled-Other	1	8	-7	-90 %	3	1
201901	Deferred-Term Change	5	0	5	500 %	0	0
201901	Denied	4	10	-6	-60 %	4	8
201901	In Process	624	444	180	40 %	600	391
		1312	984	328		1090	828

2

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	Klamath	1024	775	249	30 %	862	701	868
201901	Online Learning	25	25	0	0 %	28	8	8
201901	Portland-Metro	262	180	82	50 %	199	119	166

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	1091	757	334	40 %	785	650	774	Fall Freshmen Applicants
201901	Masters	35	26	9	30 %	41	7	6	Fall Masters Applicants
201901	Post Bacs	31	23	8	30 %	25	22	43	Fall Post Bacs Applicants
201901	Transfers	155	178	-23	-10 %	239	149	221	Fall Transfers Applicants

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Freshmen in PM and KF

Current Term	Recruit Week	Description	Description 2	Total	Prior Total	Change	% Chg	2 Yr Prior Total	3 Yr Prior Total	4 Yr Prior Total
201901	18	Freshmen	Klamath	917	670	247	40 %	713	605	732
201901	18	Freshmen	Online Learning	14	4	10	250 %	3	2	0
201901	18	Freshmen	Portland-Metro	160	83	77	90 %	69	43	42

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

4

FALL 2019—Demographic Changes

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

5

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

6

Dashboards

7

New Approach to Outreach & Partnerships

- Offering 8 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

8

Marketing Collateral

Types of Collateral:

- Fact Sheets
- Posters
- Flyers
- Invitations
- Pocket Folders

9

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

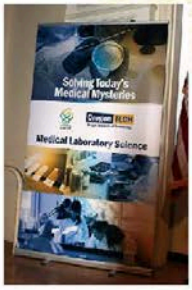
Event Marketing

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



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Oregon TECH

Meeting of the
Oregon Tech Board of Trustees
Virtual Meeting
Sunset Room, Klamath Falls Campus
November 15, 2018
1:10pm-4:00pm

Board of Trustees
DRAFT MINUTES

Trustees Present:

Lisa Graham, Chair	Vincent Jones	Nagi Naganathan, President
Steve Sliwa, Vice Chair	Rose McClure	Grace Rusth
Jeremy Brown	Jill Mason	Paul Stewart

University Staff and Faculty Present:
Erin Foley, VP Student Affairs
Brian Fox, VP Finance and Administration
Dave Groff, Legal Counsel
Sandi Hanan, Assistant HR Director
Erik Johnson, Director of Admissions
Tom Keyser, Dean of the College of ETM
Gary Kuleck, Provost/VP Academic Affairs
Adria Paschal, Senior Executive Assistant to the President
Stephanie Pope, Director of Budget
Tracy Ricketts, AVP Development and Alumni Relations
Matthew Sleep, Civil Engineering Assistant Professor
Farooq Sultan, Institutional Research Director
Paul Titus, Executive Assistant to the Provost
Terri Torres, Faculty Senate President and Mathematics Professor
Erika Veth, AVP Strategic Enrollment Management

Others Present:
Junmin Yee, ASOIT President, Klamath Falls

10. Call to Order/Roll/Declaration of a Quorum
Chair Graham called the meeting to order at 1:14pm. The Secretary called roll and a quorum was declared.

11. Reports

2.12 President's Report and Discussion
President Naganathan presented a PowerPoint discussing accreditation, 10-year targets, long-term strategic plan process, fall 2018 general enrollment results, Portland-Metro campus operations, faculty investments, collective bargaining by faculty, student learning

environment improvements, Applied Behavioral Analysis program's Behavior Improvement Group, faculty support for research and innovation, Banner 9 update, CEET progress, Cornett renovation progress, legislative session requests, and progress on the Foundational Campaign for the Future of Oregon Tech.

2.13 ASOIT Report

ASOIT President Yee gave an overview of ASOIT's recent accomplishments including the approval of three new clubs: ping-pong club, bee keeping club, and rainbow owls. The group is working with the sustainability and blue zones committees to obtain additional water-filling stations around campus. They hosted a blood drive with the Red Cross and reached their collection goal. They are working with the library to provide extended hours during dead and finals weeks. He and his vice president will collaborate with the P-M ASOIT on student life challenges and activities. The group also conducted a student survey regarding academic calendar year options.

2.14 Administrative Council Report

Chair Hanan stated this year's goals of the Council: revisions to the staff fee waiver to discount on on-line courses for staff at Oregon tech, changes to spirit week to include more community-based activities and a lip-sync challenge. The council is also working with HR on an administrative compensation plan.

2.15 Faculty Senate Report

Faculty Senate President Torres gave a PowerPoint presentation outlining faculty achievements including the reduction of text book costs, creation of the Cyber Security program, opening of the Applied Behavioral Analysis Clinic, and creation of the general education review essential studies model. She addressed the lack of a strategic plan and decision-making, concern of the growth of administration, decline in faculty morale, and the recent unionization of faculty. She identified solutions including shared governance, board communication, and more faculty input on managing the university.

2.16 Foundation Report

AVP Ricketts stated the campaign last year started at $2 million and the goal was expanded to $4 million. She shared that the Oregon Tech Foundation raised a record $5.36 million total last year. The Development office is working to streamline processes, strengthen donor pipelines, and elevate the university culture of philanthropy and working together towards a larger goal.

2.17 Legislative Report

Director Miles gave an overview of items expected to come before the Legislature in the next session and Oregon Tech's capital priorities for the session. She discussed the uncertainty of budget allocations and challenges facing the public universities. The governor's budget will come out the last week of November and the universities will use it to model tuition levels. The capital request will be $18 million for the renovation of Boivin Hall on the Klamath Falls campus.

Vice Chair Sliwa joined the meeting at 2:19p.m.

2.18 Academic Quality and Student Success Committee Report

Trustee Brown summarized the committee meeting including a new-program approval timeline. He stated the Doctorate of Physical Therapy proposal should be complete by the end of this academic year. The committee heard about the governance report, accreditation timelines, upcoming programs, an update on the cybersecurity program, updates on sabbaticals and summer grant programs, a report by the essential study review group, the university's hiring process and diversity, and a report on career services.

2.19 Finance and Facilities Committee Report

Trustee Jones explained that he is now the Chair for the committee and Vice Chair Sliwa will remain as the finance and audit liaison to staff and the auditors. He stated the committee approved a 2019 risk assessment and audit plan, and accepted the internal audits of faculty workload management and the integrated health center. The committee also forwarded a recommendation to the board to adopt a resolution for bond funding for the fitness facilities.

2.20 Executive Committee Report

Chair Graham reported the committee discussed the philosophy and thinking behind strategic investments given the limited funds we have; the committee agreed there are opportunities for future discussion on strategic projects. Also discussed was the timing of committee and board meetings – consecutively versus concurrently. The committee will seek input from the other trustees regarding meeting times.

BREAK 2:50pm – 3:10pm

12. Consent Agenda

3.1 Approve Minutes of the August 13, 2018 Meeting
3.2 Approve New Program Approval Process
3.3 Approve a Resolution on Bond Issuance for Recreation Center (XI-F(1) Bond)

Trustee Mason moved to approve the consent agenda. Trustee Rusth seconded the motion. With all trustees present voting aye, the motion passed unanimously. The consent agenda was approved as proposed; the minutes stand as published and the board approved the new program approval process and Resolution 18-1.

13. Action Items

4.1 President Evaluation Report and Approval of Goals

Chair Graham reviewed the agenda report, reading the President's proposed goals:

1. Recalibrate the 2020 Strategic Plan.
2. Implement steps to achieve improved financial stability through focused enrollment and retention strategies, implement a revised budget process that empowers deans and chairs to pursue entrepreneurial steps for the advancement of their programs, students, faculty, and staff, and promote new academic programs.
3. Implement a cadence for periodic assessment of current programs and for development and approval of new program offerings. New program offerings should include a consideration of both bottom-up and top-down initiatives that are designed to respond to strategic market opportunities.
4. Evaluate the possibility of finding innovative ways to develop facilities that reinforce the residential campus student-life experience in support of enrollment strategies.

5. Assess the possibility of pursuing other teaching sites across the state that are underserved and could be strategically valuable.
6. Negotiate the first faculty union contract through constructive and collaborative negotiations.
7. Continue university-wide efforts for growing collaboration and cohesion among our multiple teaching units (residential campus, metro Portland teaching sites, distributed teaching sites, and distance education).

Trustee Stewart moved to approve the submitted presidential evaluation report, including the short-term action plan and newly established goals for 2018-19. Trustee Mason seconded the motion.

President Naganathan addressed the need to complete the strategic plan that will lead into the facility master plan. He stated a condition analysis is complete and it will contribute to the master plan. **Trustee Brown** recommended the president have more time to create and meet the goals than he had this year, to align the goals and review process with the academic year.

With all trustees present voting aye, the motion passed unanimously.

14. Discussion Items

5.1 Enrollment Report

AVP Veth gave a PowerPoint presentation, reporting hurdles, solutions, and results in enrollment management. She stressed that admissions and recruitment decisions are now data based and dashboards for internal stakeholders, including remission information are to be complete by the beginning of the year. She discussed the strategic plan for the department, and a breakdown of the proposed budget request of $755,000. She also shared information regarding retention efforts. **VPFA Fox** stated the break-even for the budget request is an additional 95 students. He also noted there is additional capacity in programs. **Trustee Brown** suggested looking at the history of applications, admits, and acceptance rates to prepare for an influx of students based on the data. He is concerned students may not accept admission based on the plan to delay awards from March until August. **Director Johnson** explained the communication plan for admitted students. **AVP Veth** stated she is working with student services and looking at other factors that might be affecting retention such as food insecurity and affordable housing insecurity.

15. Other Matters -none

16. Public Comment - none

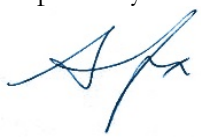
17. Roundtable

Trustee Jones appreciates the flexibility of a virtual meeting. He will attend the National Collegiate Basketball Hall of Fame ceremony in Kansas City for Coach Danny Miles' induction. **Trustee Brown** appreciated the growing sense of people thinking big and being ambitious rather than taking incremental steps. **Trustee Mason** was impressed by the significant trajectory of so many initiatives on campus. She also enjoyed reading the creative and diverse summaries of faculty's summer projects. **Trustee McClure** enjoyed hearing the encouraging movement the university is making, but knows there are things to work on. She is concerned about faculty

morale and workload as growth happens. She recommended we work on communication to face those issues. **Trustee Rusth** stated she does not prefer the virtual meeting format; it was difficult to stay engaged and focused and to interact with other trustees. She appreciated the honesty in what was reported to the board because it is similar to what she is hearing on campus. **Trustee Stewart** echoed the previous comments. **Chair Graham** appreciated the willingness to be honest and ask difficult questions to make the institution as good as we can, working together.

18. Adjournment
Meeting adjourned at 4:37pm.

Respectfully submitted,



Sandra Fox
Board Secretary

Strategic Plan

2018-2020 MarCoPa Strategy

Strategic Plan Components

Leverage the following to build on reputation and recognition: In-demand degree quality; graduate success rates; rankings and kudos

Paid advertising aligned with branding goals and recruitment targets, markets, demographics and channels

Paid sponsorships and strategic partnerships that increase name, mission recognition with key audiences

Raise OT's profile as industry's university, as a valuable investment, a credible convener, a unique polytechnic, worthy partner, strong and important "voice"

Oregon TECH
Oregon Institute of Technology

3

Use all of the components above to raise OT's reputational capital – our brand – as a way to meet our mission and goals

Goal #1: Improve Oregon Tech's reputational capital…

…among our stakeholders and in the marketplaces we serve through:

(1) increased **visibility** of leadership, faculty and centers of excellence, by developing and rolling out a **Presidential Platform**;

(2) delivering an annual **convening** focused on our key areas of expertise; and

(3) extending **name recognition** through new and underutilized channels to audiences including industry, legislators, potential students, and other

Oregon TECH
Oregon Institute of Technology

4

Goal #2: Redevelop, redesign Oregon Tech website…

…collaborating internally and with an external professional firm to:

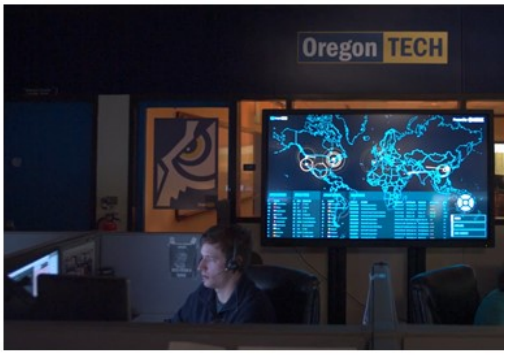
(1) align with university **brand strengthening** efforts;

(2) focus site content primarily on **engagement** of prospective students;

(3) drive prospects at higher rates to engage with Oregon Tech through the site, contributing to **increased enrollment** (revenue);

(4) Improve **user experience** and drive engagement; and

(5) hone degree and faculty **focused content** in ways that contribute to enrollment, branding and reputational capital improvement.



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Goal #3: Extend, strengthen Oregon Tech's brand…

(1) …externally through initiatives in advertising, strategic enrollment management (especially recruitment), degree programs, and presentations; and

(2) internally through a targeted faculty and staff campaign that will drive a stronger, more recognized brand through consistency in messaging and visuals.

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Goal #4: Strengthen MarCoPa support system for SEM

Strengthen and formalize omnibus MarCoPa support system for Strategic Enrollment Management departments as MarCoPa's priority internal client to:

1. help improve recruitment and enrollment **infrastructure**, and
2. help build successful **recruitment campaigns**, across tactical activities in advertising, social media, earned media, website, collateral, brand applications and other areas.

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Successes to Build on

2018-2020 MarCoPa Strategy

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EXAMPLES Branding strategies paying off

EXAMPLES
NPR, Oregonian, Portland Biz Journal, OPB, JPR, NBC and ABC affiliates, Mail Tribune

1. **Leadership Platform**
   Speaking engagements, events, sponsorships raise OT's profile and reputation
2. **Targeted advertising**
   Social Media, Google Search, Feeder Schools (geofencing)
3. **Higher profile earned media**
   Op-eds and feature stories incorporate Oregon Tech's key messages, programs and uniqueness
4. **Degree websites**
   Revamp driving and keeping prospects on degree sites

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EXAMPLES Branding strategies paying off

EXAMPLE
Social media posts and event ads are aligned with recruitment events to help drive attendance and reinforce admissions messaging

1. **Capabilities Outreach**
   New collateral pieces developed, disseminated that push our brand and key messages
2. **Faculty Work**
   Highlighting faculty research, grant-funded projects and awards raises our profile, highlights expertise
3. **Student Recruitment**
   Updated collateral, other outreach materials have common look, feel and messaging themes, tied into social media
4. **Centers of Excellence**
   OMIC R&D, OREC, B.I.G-ABA Clinic, CDC, PHM Research Center extend our brand through expertise

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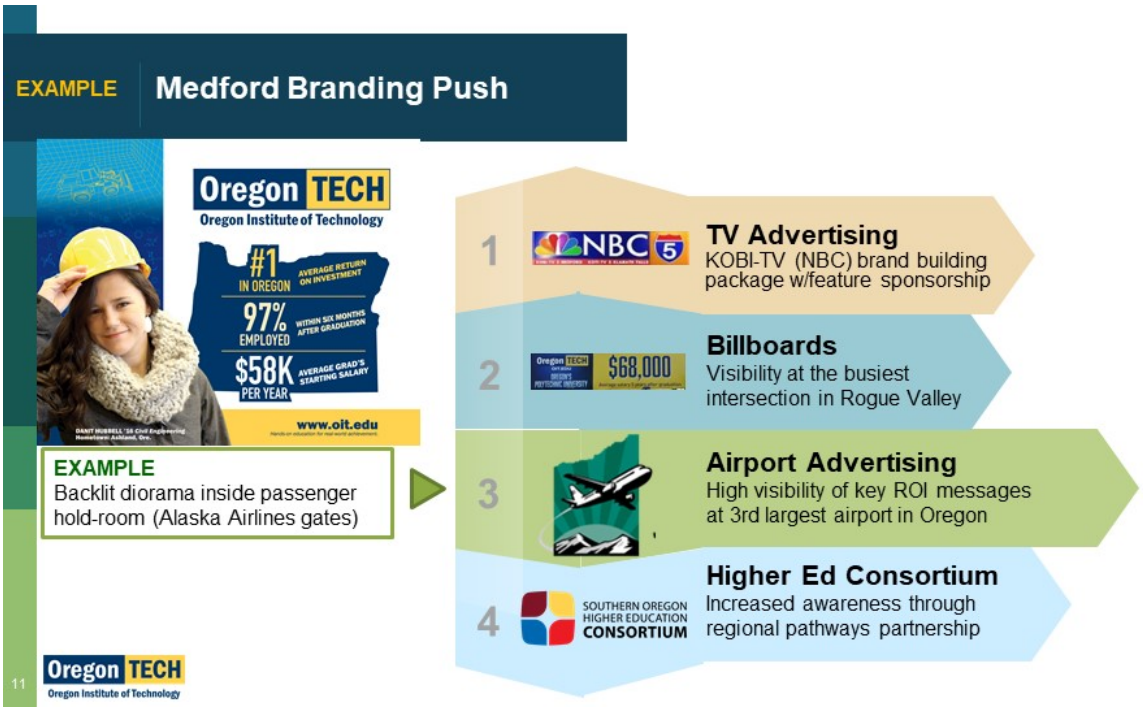
EXAMPLE
Medford Branding Push
Oregon TECH
Oregon Institute of Technology
#1 IN OREGON
AVERAGE RETURN ON INVESTMENT
97% EMPLOYED
WITHIN SIX MONTHS AFTER GRADUATION
$58K PER YEAR
AVERAGE GRAD'S STARTING SALARY
www.oit.edu
EXAMPLE
Backlit diorama inside passenger hold-room (Alaska Airlines gates)
1
NBC 5
TV Advertising
KOBI-TV (NBC) brand building package w/feature sponsorship
2
$68,000
Billboards
Visibility at the busiest intersection in Rogue Valley
3
Airport Advertising
High visibility of key ROI messages at 3rd largest airport in Oregon
4
SOUTHERN OREGON HIGHER EDUCATION CONSORTIUM
Higher Ed Consortium
Increased awareness through regional pathways partnership
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Branding through video reinforces recruitment efforts
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Evaluating Progress

2018-2020 MarCoPa Strategy

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EXAMPLES

Tracking our progress

Result(s)	Indicator(s)	Measure(s)	Status
Lead generation for Admissions, Recruitment	Prospects visiting and engaging on website, at college fairs, on-campus events	Percent increase in conversions (applying, enrolling) from prospective students	
Leadership considered thought leaders, increase in reputational capital	Op-eds, feature pieces published; speaking engagements completed	Increase in quantity and quality (placement, venues) in media outlets and speaking venues	
Improved user experience on website admissions, degree pages leads to enrollments	Click through patterns showing ease of use, direct paths to desired information	Percent increase in time spent on admissions and degree pages leading to action	
Advertising investment increases yield quality engagement, application increases	Website visits (quantity and quality) tracked digitally; increases in prospect name recognition from event-aligned advertising	Percent increase in conversions (info requests or application completed) after engagement on website, other venues	

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Marketing/Communications/Public Affairs (MarCoPa): Outline of Department Work Segments & First Contacts

[Bob.Madeley@oit.edu; Joel.McPherson@oit.edu; Di.Saunders@oit.edu; Ashley.VanEssen@oit.edu; Doug.Halvorsen@oit.edu]

Media: Earned and Social Contact: Ashley/Di	SEM Contact: Joel	Advertising, Branding & Design Contact: Joel/Doug	High Level Communications Contact: Di	Website Contact: Bob	Student Affairs Contact: Ashley/Joel/Doug
- Media outreach (state, regional, national) - Media monitoring - Op-Eds - Editorial boards - Reporter interviews - Faculty/student accomplishments	- Admissions & recruitment comprehensive support - Retention support - Financial aid support - High school programs support - Rankings, kudos	- Advertising strategic plan & implementation - Brand management and research - Campus signage - Sponsorships - Videography - Photography - Graphic design	- Leadership speechwriting, presentations; engagements - Government relations support - Stakeholder communications - University collateral - Special projects	- All website projects - Daily website oversight and management - Academic and Departmental pages - Admissions pages - Website redesign [Joel/Bob] - Web Analytics	- Student Life support - Student profiles - Careers Center support

Academic Affairs Contact: Di/Ashley	Departments and Auxiliaries Contact: Ashley/Joel	Internal Communications Contact: Di	Emergency Communications Contact: Ashley	Finance & Facilities Contact: Di/Ashley	Special Events Contact: Ashley
- Centers support: OMIC; OREC; CDC; BIG; Dental; PHM - Departmental support - Faculty support, profiles, visibility - Special projects - Research dissemination	- Athletics support - Foundation, Alumni support - Housing - Health Center - HR, Title IX, Diversity - Public Safety & Parking - ITS	- Presidents and leadership memos - Labor relations support - Legal office support - Board support - Crisis communications - OT Connect; Daily exec. newsletter [Ashley]	- Emergency alert system - Inclement weather alerts KF; Portland-Metro (Di) - Emergency scenario planning and practice	- Annual report support - Capital construction support, e.g., CEET - Facilities support including signage	- Support of special events (media, writing, design, etc.), e.g., graduation; investiture, convocation, Catalyze; other convenings

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Thank you for your time. Questions?

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