

Oregon **TECH**

Strategic Enrollment Management

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Board of Trustees

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Fall 2018 Admitted

Admitted

	Same Day Comparison	
	Fall 2017	Fall 2018
On Campus (Klamath Falls)	963	1,012
* Freshmen	669	737
* Transfer	269	260
* Post-Bac	19	15
* Graduate	6	0
Online	27	33
Onsite Total	224	231
* Portland Metro	221	229
* Other	3	2
Sub-Total	1,214	1,276
High School (ACP & HST)	0	0
Grand Total	1,214	1,276

Same Day Comparison

Difference	% Change
49	5.1%
68	10.2%
-9	-3.3%
-4	-21.1%
-6	-100.0%
6	22.2%
7	3.1%
8	3.6%
-1	-33.3%
62	5.1%
0	-
62	5.1%



Projections & Target Example



Point in Time Projections & Margins					
KF	FR	Avg 3 Year Yield Rate	Projection	Total Enrolled	
		0.4263	Fall 18	Fall 17	*-/+
Admits	Fall 18	737	314	312	2
	Fall 17	669	285		
		Point in Time +/-	29		
		3% yield increase = 14 students			

Enrollment Targets				
KF_FR		Admits Needed	Point in Time Admits	Admit Gap
20%	374	877	737	140
15%	358	840	737	103
10%	343	805	737	68

Actions to boost fall enrollment

- Admissions overseeing yield/conversion
 - Counselors making calls, texting, emailing admitted students
- RECRUIT up and running
- Approximately 1200 “May 1 Nudge Letters” were sent to FR and TR
 - Follow-ups included text messages to students on May 1 asking them to reply with Y, N, or M to gauge interest
 - Early results are strong with over 350 responses of Y (they plan to come)



Actions continued...

- **Awarding Presidential scholarships through spring and summer rather than stopping at March 1 deadline**
- **Application workshop to all TR fall 2018 inquiries in late May (about 450)**
- **Working to free up complicated processes for applicants**



SEM Strategic Plan: Taking Shape

- **Data:** Creating consumable, clear dashboards for varying audiences; identifying enrollment targets; stability in projections.
- **Partnerships:** High schools, community colleges, industry, town & gown
- **Academics & SEM:** Working together
- **Marketing:** Crucial for successful recruitment
- **Financial Aid** budget and strategy
- Higher Education as a **Marketplace**
- **Communication** internally and externally
- More efficient **project management**
- **Implementing** new—and **optimizing**—existing **systems**
- **Structures** within SEM



Strategic Planning Action Items

- SEM Retreat
 - Gaps
 - Overarching themes
 - Next Steps
- Using data to make decisions
- Creating a budget model for tuition/fee remissions
- Pursuing College Board SAT/ACP list purchases
- Project Management Team
- Desk audits
- Think Tank(s)
- Expanding 10 targeted programs
- Visiting all academic departments
- Using and communicating about enrollment data
- ROCK/Retention initiatives: Writing Early Alert Pilot Program, Warrior Scholar Project, Financial Insecurities & Unpaid Bills, Fast Forward Project, Department Wellness check
- Reviewing our approach to admissions practices—modernizing
- Marketing Specialist
- Communications Specialist
- Review of existing structures
 - Departments within and outside of SEM
 - Organization across campuses and departments



KF_TR



Point in Time Projections & Margins					
		Avg 3 Year Yield Rate		Total Enrolled	
KF	TR	0.650333		Fall 17	
Admits	Fall 18	260	169	284	-115
Admits	Fall 17	269	175		
		Point in Time +/-	-6		
		3% yield increase = 15 students			

Enrollment Targets				
KF_TR		Admits Needed	Point in Time Admits	Admit Gap
20%	340	523	267	256
15%	326	501	267	234
10%	312	480	267	213

PM-ALL



Point in Time Projections & Margins					
		Avg 3 Year Yield Rate	Projected	Total Enrolled	
PM		0.663	Fall 18	Fall 17	
Admits	Fall 18	231	153	230	-77
Admits	Fall 17	224	149		
		Point in Time +/-	5		
		3% yield increase = 41 students			
		*PM TR & FR combined inflates yield, working to break this down.			

Enrollment Targets				
PM_TR		Admits Needed	Point in Time Admits	Admit Gap
20%	266	401	227	174
15%	255	385	227	158
10%	244	368	227	141

ONLINE



Point in Time Projections & Margins					
		Avg 3 Year Yield Rate	Projection	Total Enrolled	
Online		0.6753333	Fall 18	fall 17	
Admits	Fall 18	33	22	116	-94
Admits	Fall 17	27	18		
		Point in Time +/-	4		
		3% yield increase =18 students			

Enrollment Targets				
Online		Admits Needed	Point in Time Admits	Admit Gap
20%	139	206	27	179
15%	133	197	27	170
10%	127	188	27	161