



# Strategic Enrollment Management

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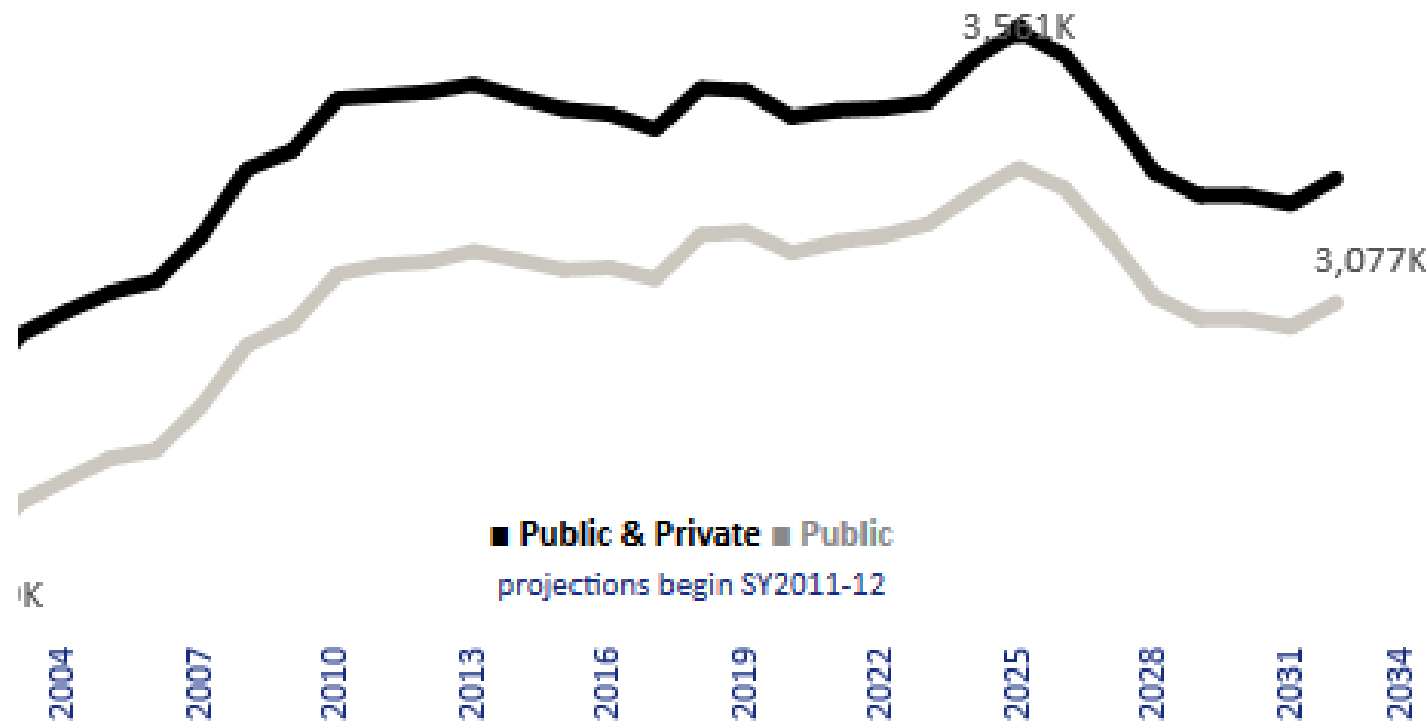
- National Enrollment Trends
- National & Oregon Trends in high school graduation
- Oregon Tech data Fall 19 & Fall 20
- Teamwork is key! (All the things our Oregon Tech team has accomplished)

Region Profile Overall Public Race/Eth Private Schools

or the Nation



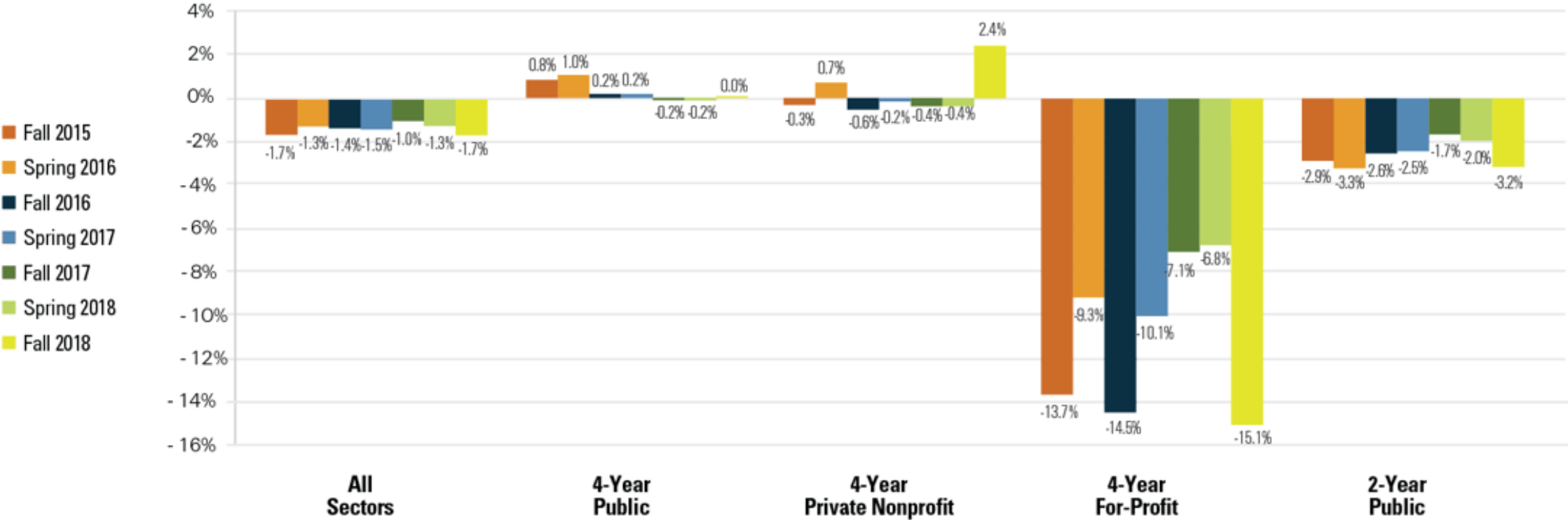
### Overall High School Graduate Trends



- 3,409,100 high school graduates, projected per year between school 2011-12 and 2031-32.

- The total number of graduates is to increase by 3.1% between 2011-2024-25, the next highest year for States.

Figure 1: Percent Change from Previous Year, Enrollment by Sector (Title IV, Degree-Granting Institutions)



Nation & Region Profile

Overall

Public Race/Eth

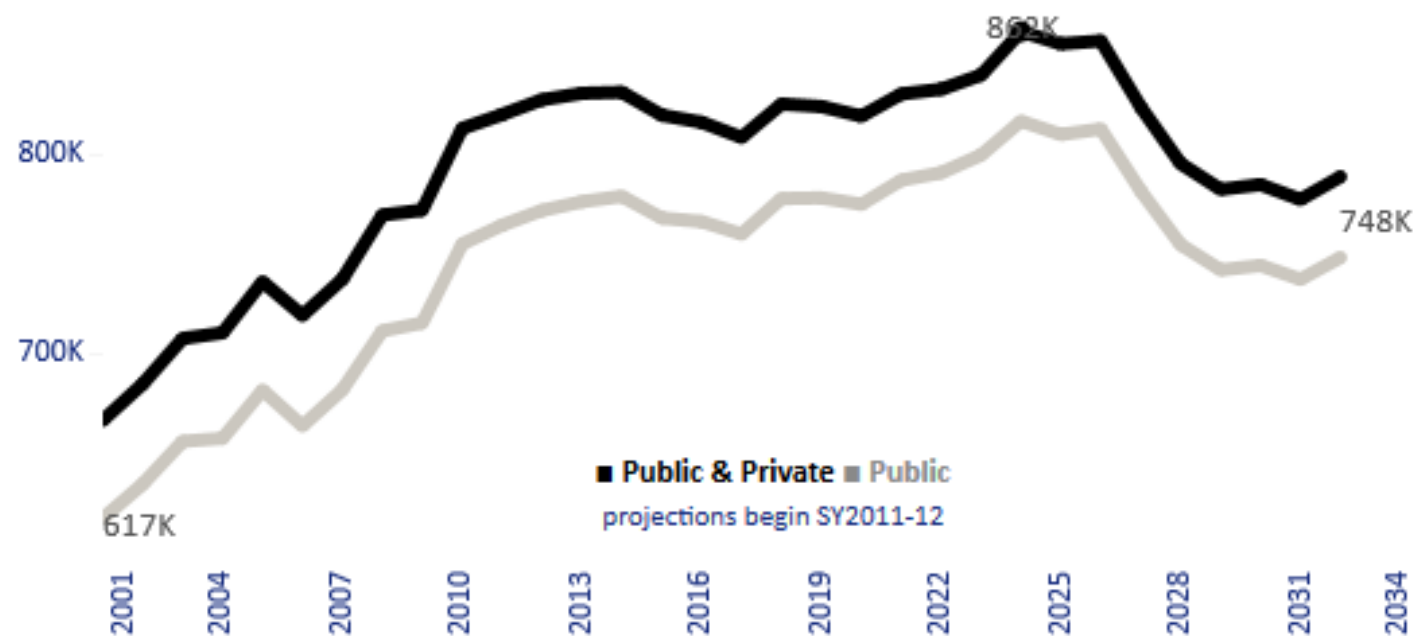
Private Schools

## Profile for the West

West

**KNOCKING**  
AT THE COLLEGE DOOR

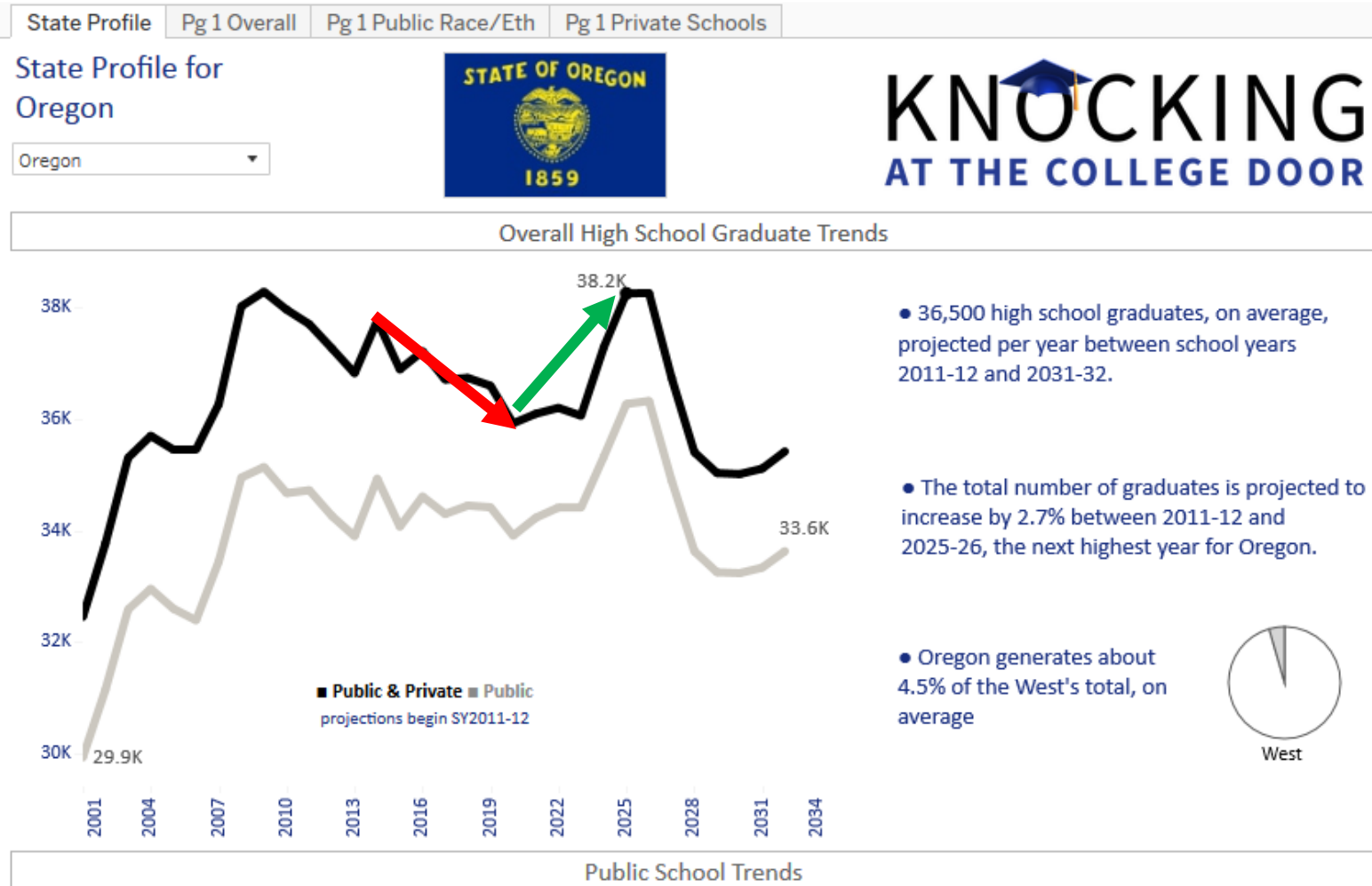
### Overall High School Graduate Trends



- 820,900 high school graduates, on average, projected per year between school years 2011-12 and 2031-32.

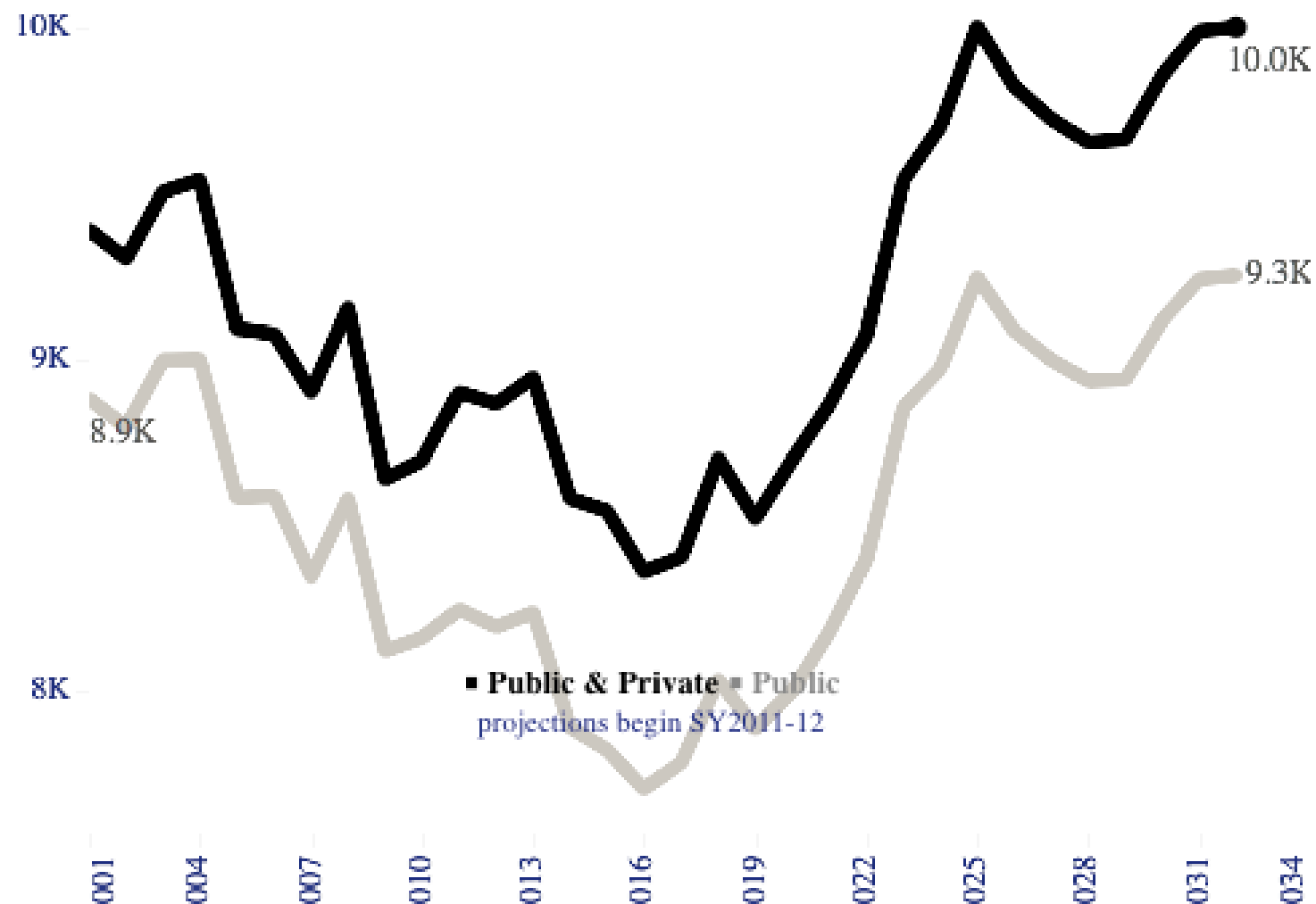
- The total number of graduates is projected to increase by 4.1% between 2011-12 and 2023-24, the next highest year for the West.

# High School Graduates in flux





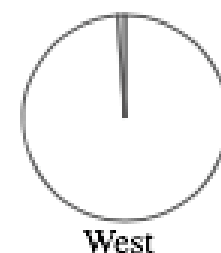
## Overall High School Graduate Trends



- 9,200 high school graduates, on average, projected per year between school years 2011-12 and 2031-32.

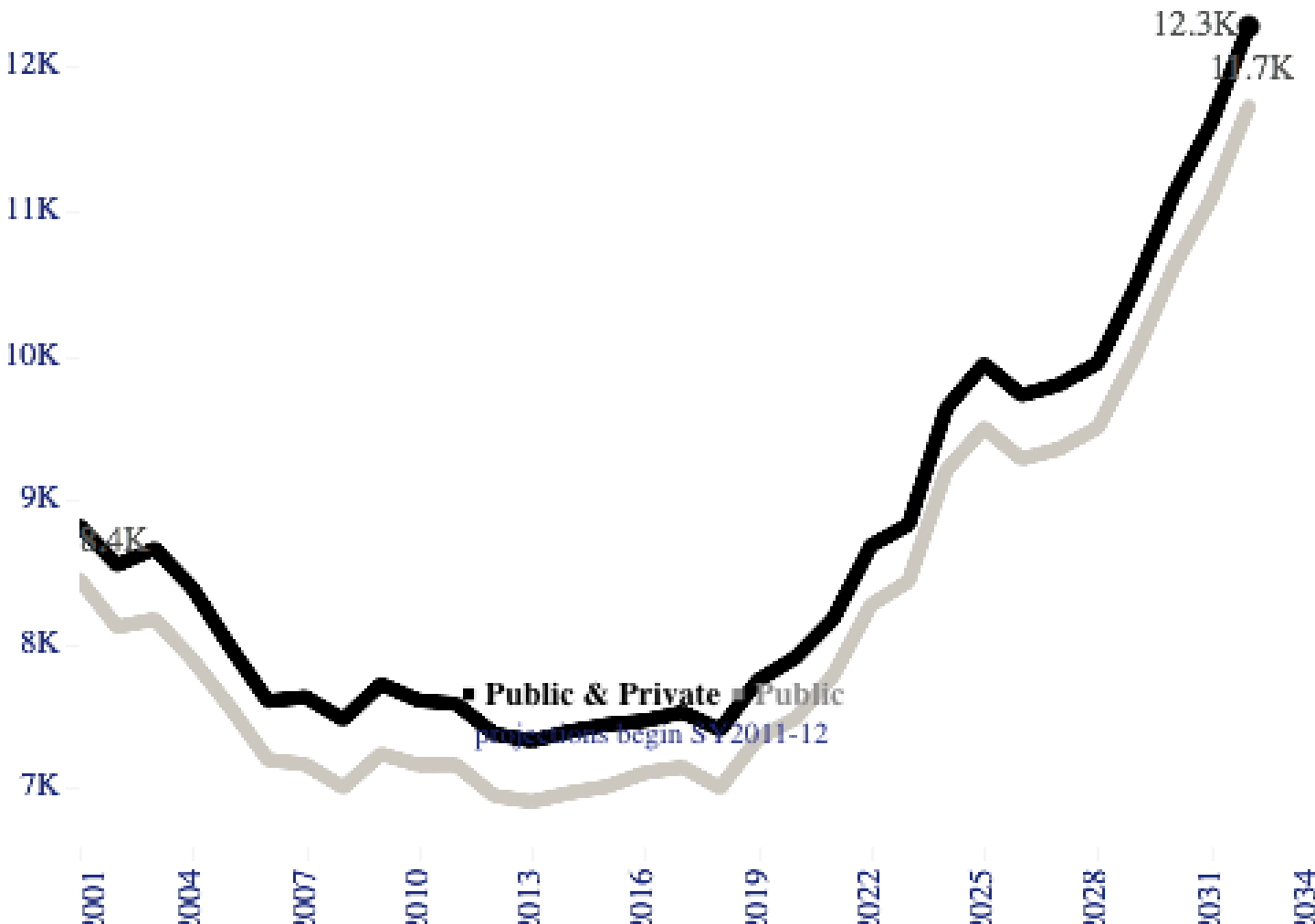
- The total number of graduates is projected to increase by 12.8% between 2011-12 and 2024-25, the next highest year for South Dakota.

- South Dakota generates about 1.2% of the West's total, on average

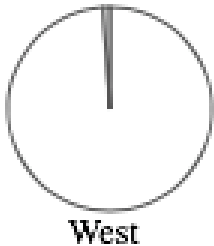




Overall High School Graduate Trends



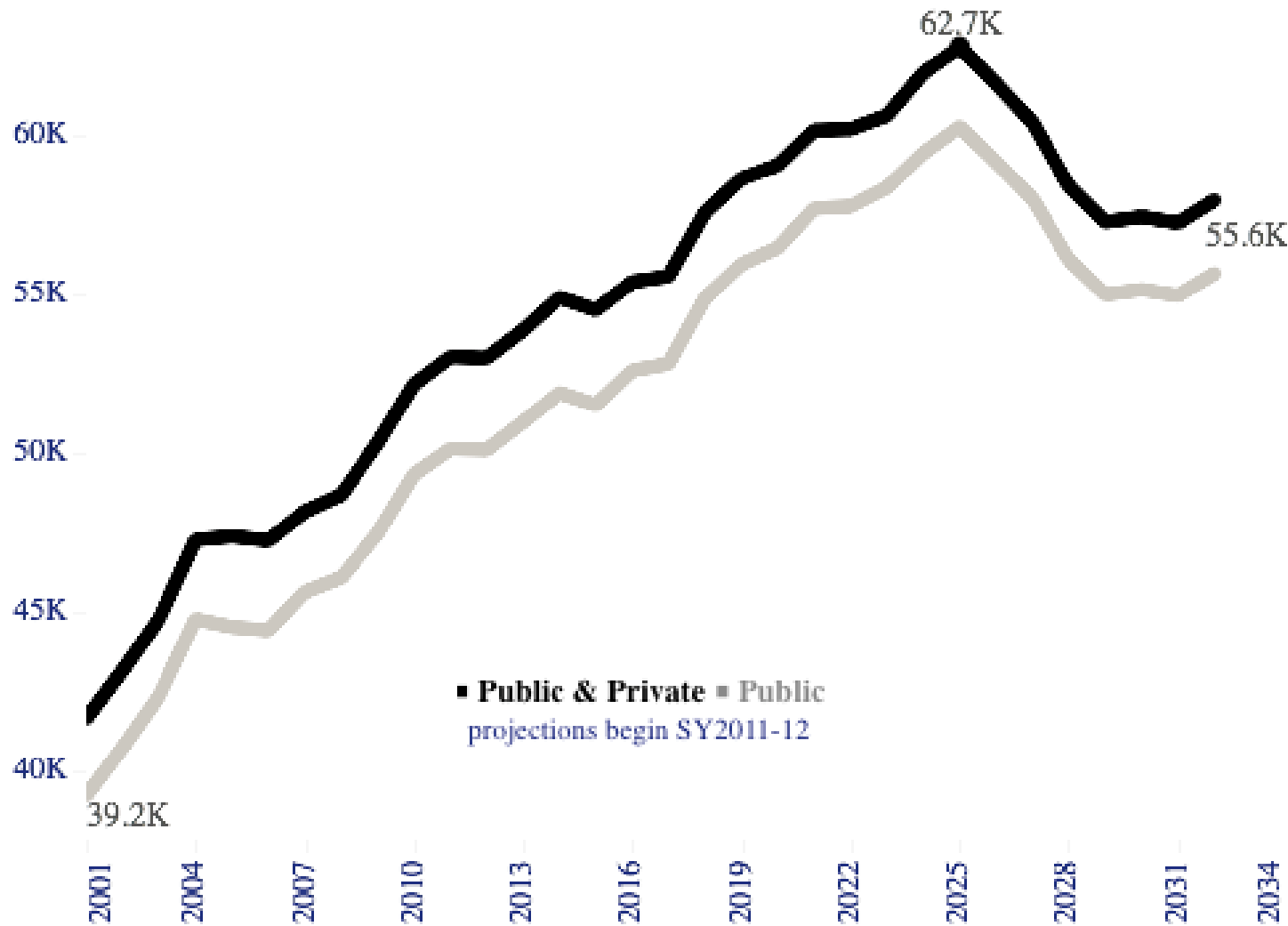
- 8,900 high school graduates, on average, projected per year between school years 2011-12 and 2031-32.
- The total number of graduates is projected to increase by 66.6% between 2011-12 and 2031-32, the next highest year for North Dakota.
- North Dakota generates about 1.2% of the West's total, on average







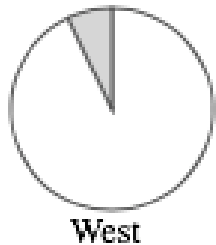
Overall High School Graduate Trends



• 58,000 high school graduates, on average, projected per year between school years 2011-12 and 2031-32.

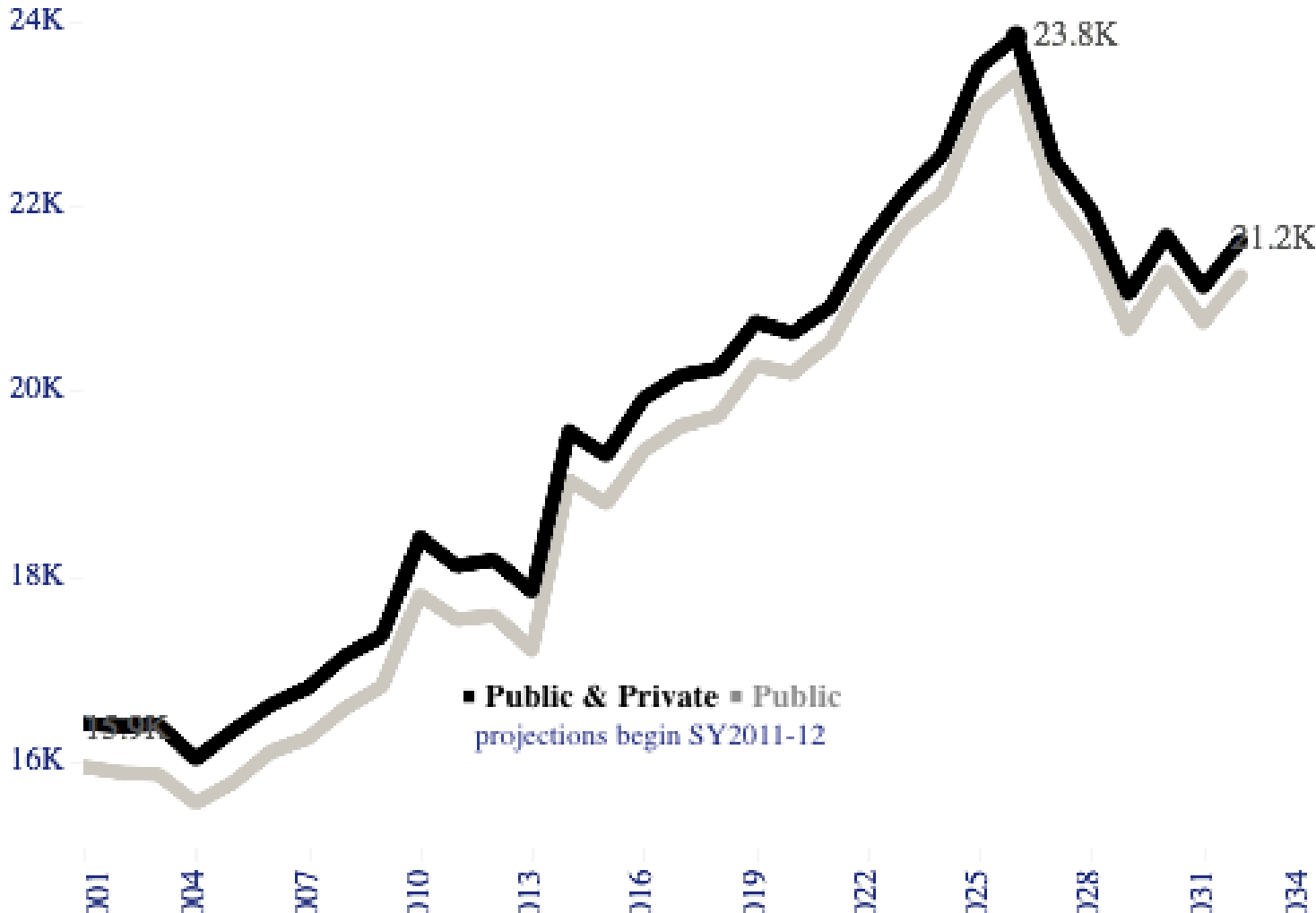
• The total number of graduates is projected to increase by 18.5% between 2011-12 and 2024-25, the next highest year for Colorado.

• Colorado generates about 6.9% of the West's total, on average

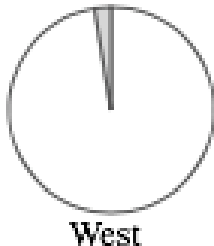




Overall High School Graduate Trends

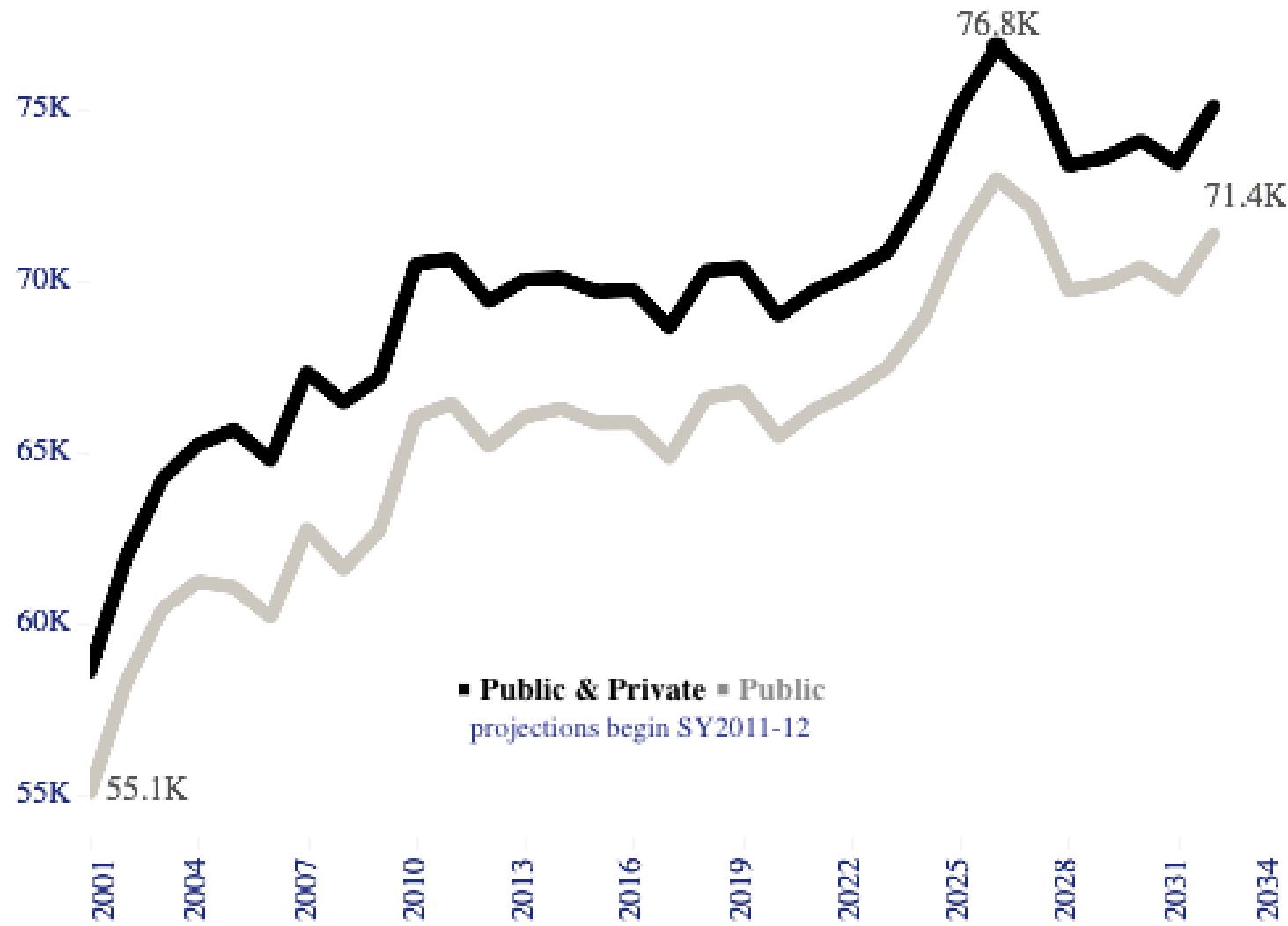


- 21,000 high school graduates, on average, projected per year between school years 2011-12 and 2031-32.
- The total number of graduates is projected to increase by 31.1% between 2011-12 and 2025-26, the next highest year for Idaho.
- Idaho generates about 2.5% of the West's total, on average





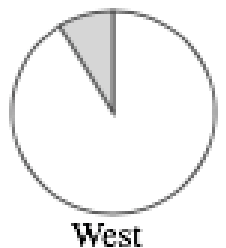
## Overall High School Graduate Trends



- 71,800 high school graduates, on average, projected per year between school years 2011-12 and 2031-32.

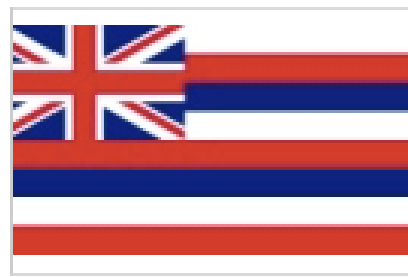
- The total number of graduates is projected to increase by 10.6% between 2011-12 and 2025-26, the next highest year for Washington.

- Washington generates about 9.0% of the West's total, on average



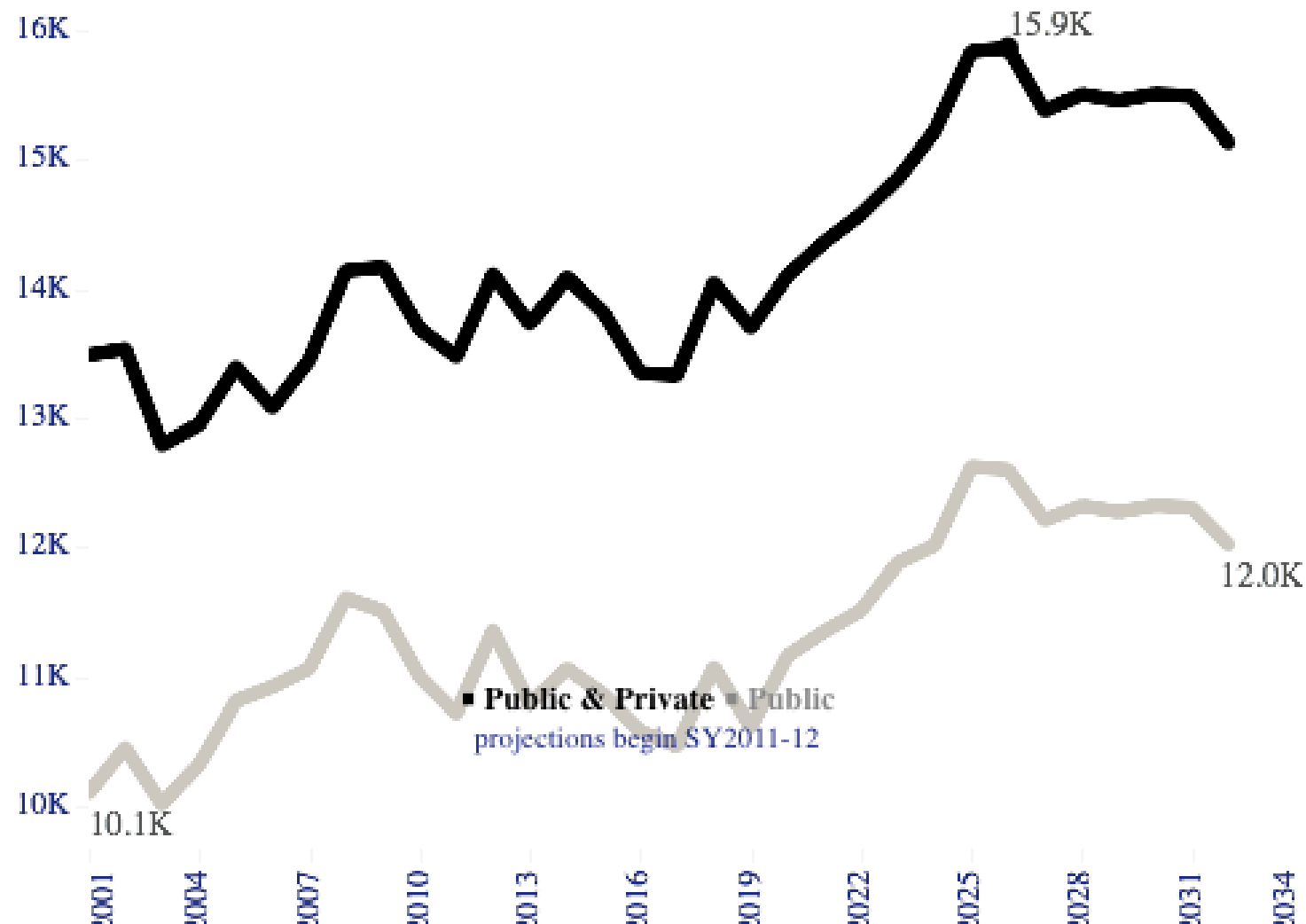
# State Profile for Hawaii

Hawaii



## KNOCKING AT THE COLLEGE DOOR

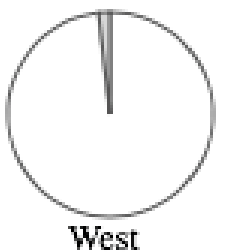
### Overall High School Graduate Trends



- 14,600 high school graduates, on average, projected per year between school years 2011-12 and 2031-32.

- The total number of graduates is projected to increase by 12.4% between 2011-12 and 2025-26, the next highest year for Hawaii.

- Hawaii generates about 1.8% of the West's total, on average



# Oregon Tech's Growth Plan

- We are well-positioned in the marketplace of higher education
- Gain market share now
- Invest in out-of-state markets where high school graduation numbers are expected to increase
- Invest in outreach to high school freshmen
- Invest in partnership pipelines and transfer outreach
- Modify Admissions Requirements
- Modernize Admissions, Outreach, Financial Aid, and Retention strategies

# SEM Since 2017



- Received Board investment in January 2019, though we had some increased spending prior.
  - Invested in faculty, academic, and student financial aid support
  - Invested in 3-year contract partnerships with EAB surrounding yield of admitted students and financial aid optimization
  - Invested in short-term partnership with RNL to increase marketing to high school juniors for Fall 20
  - Invested in strategic College Board search opportunities
  - Hired a Marketing Specialist dedicated to supporting faculty recruitment and outreach opportunities
  - Leveraged funds for scholarships for students offered competitive packages elsewhere

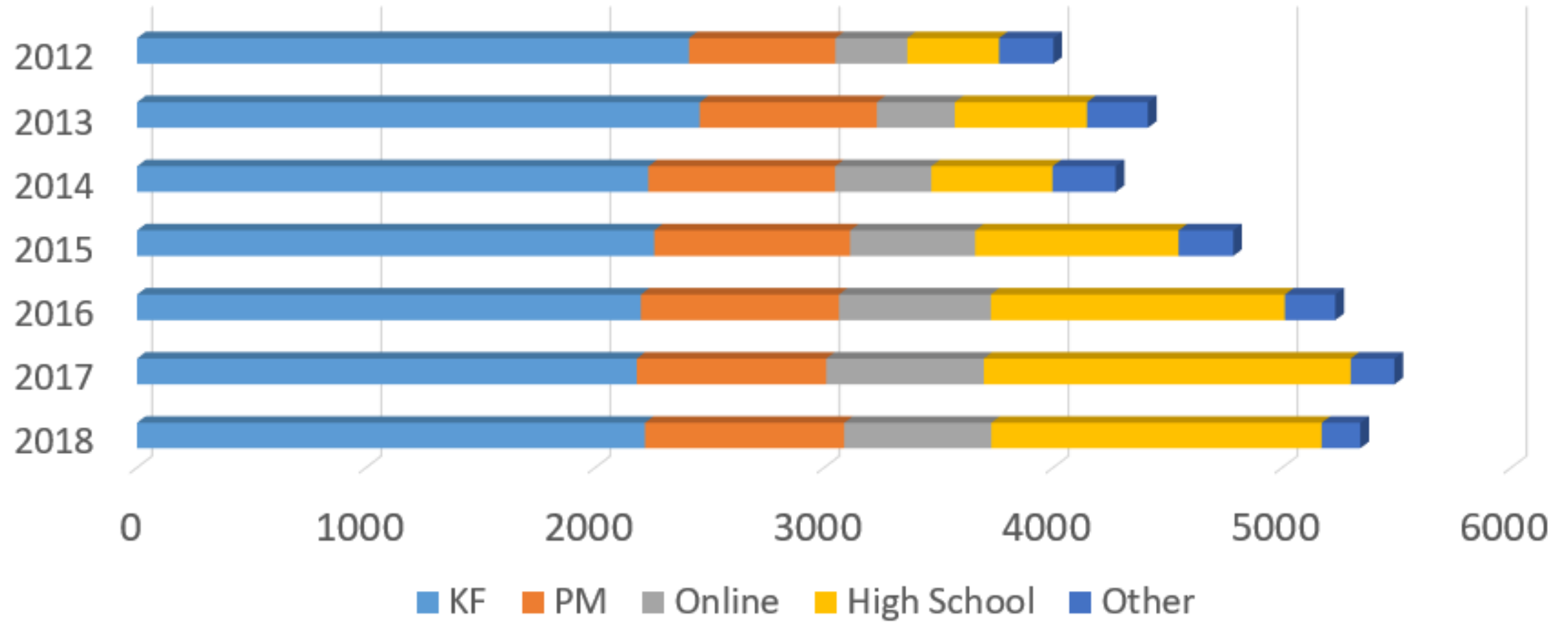
# It takes a TEAM!

## Improved systems and processes



- Hired a transfer recruiter (2018) and transfer outreach coordinator (2019)
- Moved from Recruit to SLATE
- Moved to self-report application
- Really strong partnerships with MarCoPa
- Dedicated transfer and online recruiters—soon new focus on grad admissions as well
- “First in mailbox” financial aid award strategy
- Tech Trek, Spring and Fall Open Houses, Owl Champion, and Discover Oregon Tech events
- Implemented enrollment confirmation process
- Modernized virtual tour
- New focus on Admissions events (Fall preview and New Wings), tours, and welcome messages
- Utilized salary savings for access to Enrollment Dashboards
- New Partnership Models: Badger to Owl, Jump Into Business, Base to Bachelors, Diploma to Degree
- SOHEC collaborations

## Fall 4th Week Headcount Breakdown





# Fall 19 Enrollment—Headcount



Headcount Using Primary Campus	Headcount			
	Fall 2018	Fall 2019	Difference	% Change
Klamath Falls	2,218	2,206	-12	-0.5%
Portland-Metro	870	844	-26	-3.0%
Online	642	699	57	8.9%
Other	234	183	-51	-21.8%
<b>Subtotal (Excluding High School ACP)</b>	<b>3,964</b>	<b>3,932</b>	<b>-32</b>	<b>-0.8%</b>
High School (ACP)	1,377	1,387	10	0.7%
<b>Grand Total</b>	<b>5,341</b>	<b>5,319</b>	<b>-22</b>	<b>-0.4%</b>

# Fall 19 Enrollment—SCH and FTE

Credit Hrs and FTE Using Course Campus	Credit Hours				* FTE			
	Fall 2018	Fall 2019	Difference	% Change	Fall 2018	Fall 2019	Difference	% Change
Klamath Falls	25,936	26,393	457	1.8%	1,731.9	1,762.8	30.9	1.8%
Portland-Metro	7,543	7,265	-278	-3.7%	508.6	488.6	-19.9	-3.9%
Online	7,544	7,877	333	4.4%	507.2	529.3	22.1	4.4%
Other	1,160	1,218	58	5.0%	78.7	82.7	4.0	5.1%
<b>Subtotal (Excluding High School ACP)</b>	<b>42,183</b>	<b>42,753</b>	<b>570</b>	<b>1.4%</b>	<b>2,826.3</b>	<b>2,863.4</b>	<b>37.1</b>	<b>1.3%</b>
High School (ACP)	5,877	5,753	-124	-2.1%	391.8	383.5	-8.3	-2.1%
<b>Grand Total</b>	<b>48,060</b>	<b>48,506</b>	<b>446</b>	<b>0.9%</b>	<b>3,218.1</b>	<b>3,247.0</b>	<b>28.8</b>	<b>0.9%</b>

\* FTE rounded to one decimal place

Fall 2018 4th Week									
	New Freshmen	New Transfer	New Post-Bac	New Graduate	New Non-Admit UG	New Non-Admit GR	Continuing	Returning	Total
Klamath Falls	317	238	16	10	54	0	1,497	86	2,218
Portland-Metro	43	127	41	25	27	9	559	39	870
Online	4	110	11	12	73	1	363	50	642
									102
									60

## New Students

### Full-Time, Part-Time

	Fall 2018	Fall 2019
Full-Time	2,359	2,410
Part-Time	2,982	2,909
<b>Total</b>	<b>5,341</b>	<b>5,319</b>

Difference	% Change
51	2.2%
-73	-2.4%
<b>-22</b>	<b>-0.4%</b>

Continuing/Returning	5,341	5,319
<b>Grand Total</b>	<b>5,341</b>	<b>5,319</b>

51	2.2%	206
<b>-22</b>	<b>-0.4%</b>	844
		699
		93

Chemeketa	0	11	2	0	0	0	40	6	59
Dual Credit (ACP)	0	0	0	0	989	0	218	180	1,387
HST at OIT	0	0	0	0	13	0	9	6	28
Joint Program SOU	0	0	0	0	0	0	2	1	3
<b>Total</b>	<b>416</b>	<b>562</b>	<b>64</b>	<b>42</b>	<b>1,151</b>	<b>13</b>	<b>2,695</b>	<b>376</b>	<b>5,319</b>

# Fall 20 Applicant Pool

as of 11/18/19



	Fall 20	Difference	Fall 19	Fall 18	Fall 17
Degree-seeking Submitted Applications	3,070	+2,214 (+258%)	856	552	599
Degree-seeking Admitted Students	2,503	+2,158 (+625%)	345	184	209
Confirmed Fall Freshmen	176	+176	0	N/A	N/A





# Questions?