



# SEM FALL 2019 UPDATE

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# FALL 2019 Apps & Admits

## DASHBOARDS

Term ▼	Description	Total	Prior Yr Total	Change	% Chg	2 Yr Prior Total	3 Yr Prior Total	4 Yr Prior Total
201901	<a href="#">Admitted-Cancelled</a>	2	1	1	<a href="#">100 %</a>	4	1	2
201901	<a href="#">Admitted-Not Cancelled</a>	753	608	145	<a href="#">20 %</a>	548	559	531
201901	<a href="#">Cancelled-Other</a>	1	18	-17	<a href="#">-90 %</a>	5	2	1
201901	<a href="#">Deferred-Term Change</a>	5	0	5	<a href="#">500 %</a>	0	0	0
201901	<a href="#">Denied</a>	5	11	-6	<a href="#">-50 %</a>	5	12	6
201901	<a href="#">In Process</a>	724	497	227	<a href="#">50 %</a>	647	438	702
		<b>1490</b>	<b>1135</b>	<b>355</b>		<b>1209</b>	<b>1012</b>	<b>1242</b>

# 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	<a href="#">Klamath</a>	1147	888	259	30 %	951	844	1036
201901	<a href="#">Online Learning</a>	34	33	1	0 %	30	12	9
201901	<a href="#">Portland-Metro</a>	308	210	98	50 %	227	156	195

## 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	<a href="#">Freshmen</a>	1205	858	347	40 %	855	765	919	Fall Freshmen Applicants
201901	<a href="#">Masters</a>	40	32	8	30 %	49	11	10	Fall Masters Applicants
201901	<a href="#">Post Bacs</a>	40	26	14	50 %	27	26	51	Fall Post Bacs Applicants
201901	<a href="#">Transfers</a>	205	219	-14	-10 %	278	210	262	Fall Transfers Applicants

# Freshmen in PM and KF

Description ▲	Total	Description 2 ▲	Prior Total	Change	% Chg	2 Yr Prior Total	3 Yr Prior Total	4 Yr Prior Total
<a href="#">Freshmen</a>	1003	<a href="#">Klamath</a>	754	249	<a href="#">30 %</a>	775	703	862
<a href="#">Freshmen</a>	16	<a href="#">Online Learning</a>	6	10	<a href="#">170 %</a>	3	2	0
<a href="#">Freshmen</a>	186	<a href="#">Portland-Metro</a>	98	88	<a href="#">90 %</a>	77	60	57

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

# FALL 2019—Demographic Changes



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



# 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



# New Approach to Outreach & Partnerships



- Offering 7 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



# Marketing Collateral

- Types of Collateral:
- Fact Sheets
- Posters
- Flyers
- Invitations
- Pocket Folders



**Oregon TECH** Medical Laboratory Science  
Oregon Institute of Technology BACHELOR OF SCIENCE

**Support the next generation of Medical Lab Scientists**

**OHSU/Oregon Tech MLS Program**

- Become a Clinical Affiliate Enrollment Site.**  
Enrollment is 16 weeks (8 weeks per semester) from August - December. We need new affiliates and this is a great way to find new hires.
- Hire a Student.**  
Send us your job postings, we will pass them with our new and recent graduates. Our students have a 90% BSN+ passage rate.
- Donate Expert Reagents or Equipment.**  
Tax Deductible.
- Donate money to our Program Scholarship Fund.**  
School is expensive, currently it costs a student \$25,000 to complete the professional year of the program.
- Partner with students and faculty in a research project.**  
Advance the field of study of Medical Laboratory Science.

Visit our website:  
[www.oit.edu/partnerships/academic/degrees/medical-laboratory-science](http://www.oit.edu/partnerships/academic/degrees/medical-laboratory-science)

**85 Years**  
Medical Laboratory Sciences

**Contact us:**  
Rob Dain, Program Representative  
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Oregon Institute of Technology  
Portland, Maine Campus  
2700 SW Jefferson Ave.  
Portland, ME 04103

**February 12**

**PREVIEW DAY**

**Wilsonville**  
27500 SW Parkway Ave  
Wilsonville, OR 97070

**Oregon TECH** [www.oit.edu/WinterPreview](http://www.oit.edu/WinterPreview)  
4:00 p.m. to 7:00 p.m.

**Come see what Oregon Tech has to offer you!**  
We offer exploratory classes, degree completion programs, and bachelor's programs designed for the working professional. In addition to our traditional courses for first-time freshmen.

Contact us at **800.422.2017** or [oit@oit.edu](mailto:oit@oit.edu)

**Oregon TECH** Biology-Health Sciences  
Oregon Institute of Technology BACHELOR OF SCIENCE

**Advantage**

**Career Opportunities:**  
If you are interested in pre-medical, pre-dental, pre-veterinary, pre-pharmacy, pre-optometry, pre-physical therapy, etc., then this is the major you want.

**Objectives:**  
Our Biology-Health Sciences program offers a strong program in both pre-professional and professional preparation. The program emphasizes the necessary requirements for high-impact fields such as Medicine, Pharmacy, Dentistry, Veterinary Medicine, Physical Therapy, Occupational Therapy, and more.

**The core of our curriculum includes:**

- Fall year (includes) sophomore classes with labs in General Chemistry, Principles of Biology and General Physics that are foundations for everything else, and required for most graduate programs.
- Math including calculus and statistics to increase your quantitative skills.
- Classes in communication and leadership to complement your scientific education.
- Classes in social sciences including medical sociology and psychology that are necessary needed to understand healthcare needs today.
- Fall year upper division classes in Advanced Anatomy & Physiology, including hands-on cadaver dissection, and in Pathophysiology to learn how the human body can fall out of normal.
- Medical Microbiology when you will learn about microorganisms, register how parasites they act on our environment and see different infection control measures.
- Fall year upper division classes in Organic Chemistry and in Biochemistry that focus on medical applications and include inquiry-driven labs where students design some of their own experiments.

**Our students also choose among classes in medical terminology, nutrition, medical genetics, immunology, developmental biology and biotechnology, including clinical pharmacology, neuroscience, gerontology, knowledge immunology, epidemiology and ethics.**

**While the curriculum is very challenging, admission into medical schools is highly competitive and requires excellent academic achievement.**

**These courses find students success as well as helping them become strong applicants for the graduate school programs of their choosing.**

[www.oit.edu](http://www.oit.edu)  
Hands-on education for real world achievement.



# 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

