

Oregon **TECH**

Strategic Enrollment Management

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AVP Strategic Enrollment Management
Dean of Online Education

Board of Trustees
March 22, 2018

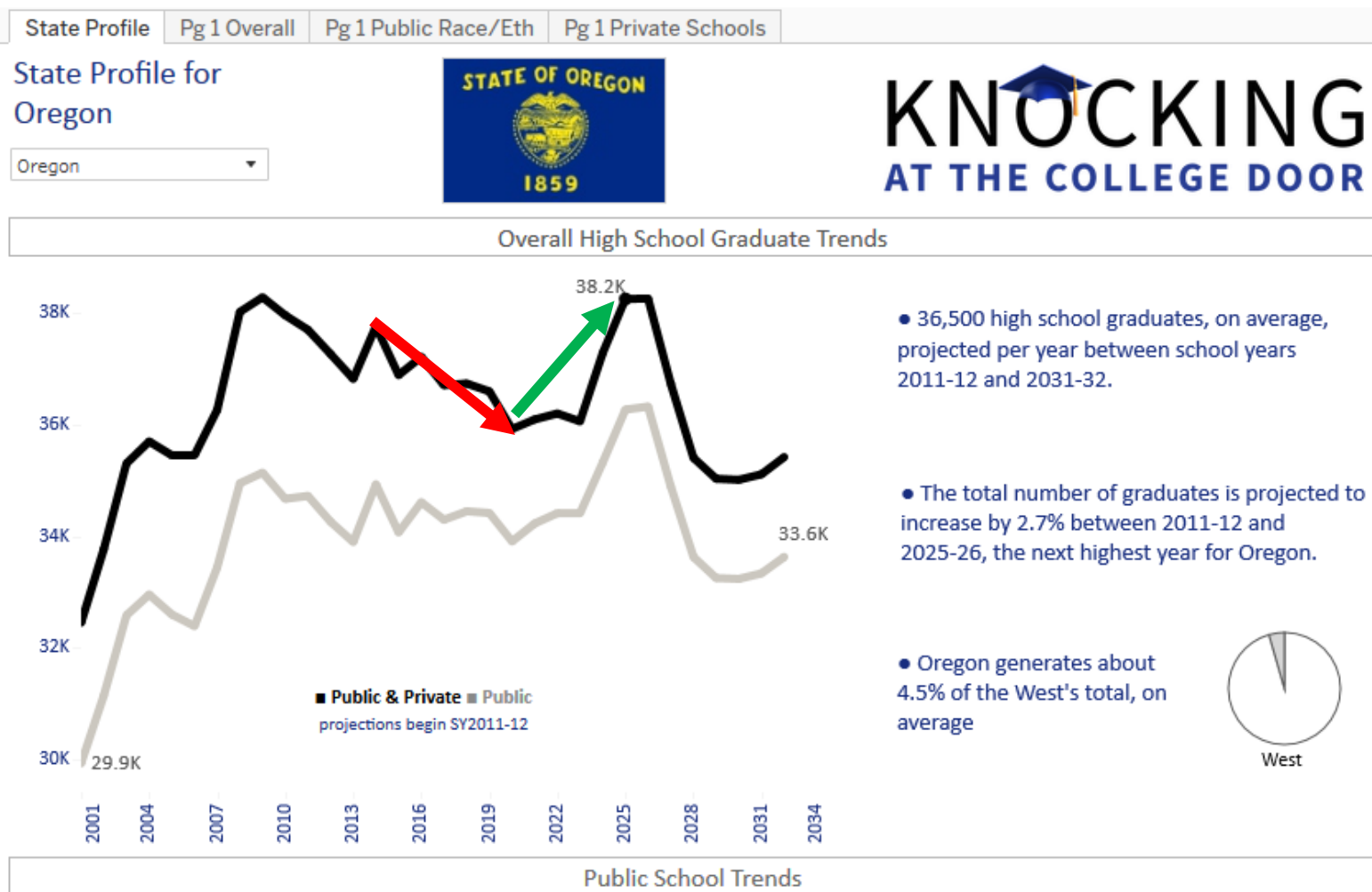


Strategic Enrollment Management

- National Enrollment Trends
- National & Oregon Trends in high school graduation
- Community College Enrollment Trends in Oregon and their impact on Oregon Tech
- Oregon Tech data for spring & fall 2018
- SEM initiatives to promote robust enrollment growth



Problem: High School Graduates in flux



Nation & Region Profile

Overall

Public Race/Eth

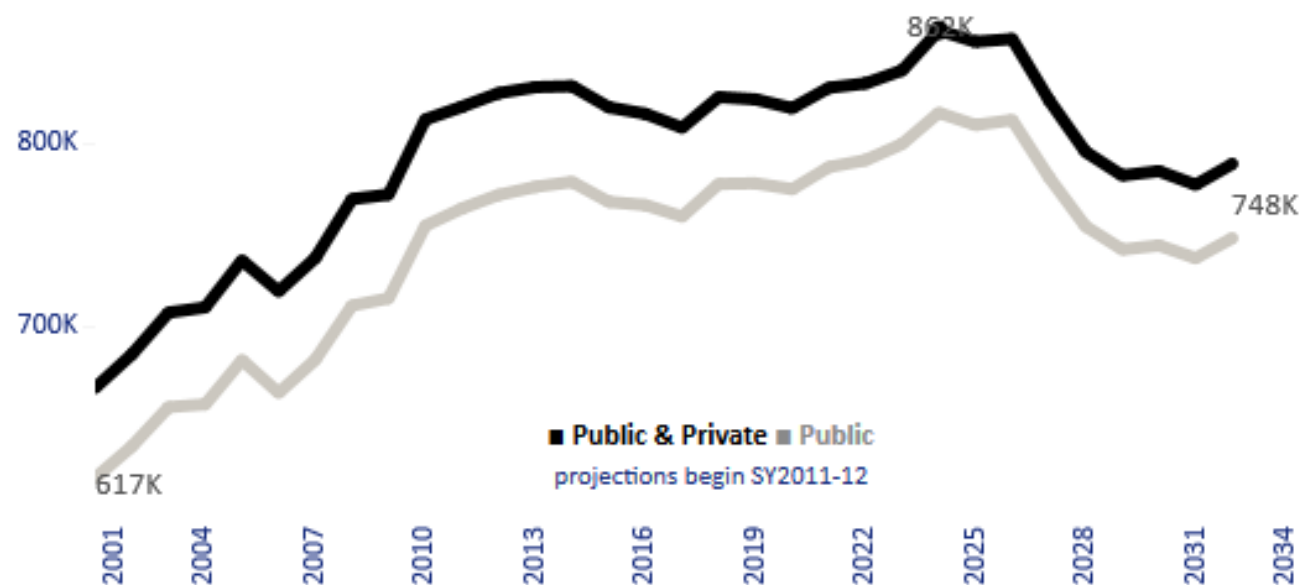
Private Schools

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.



Nation & Region Profile

Overall

Public Race/Eth

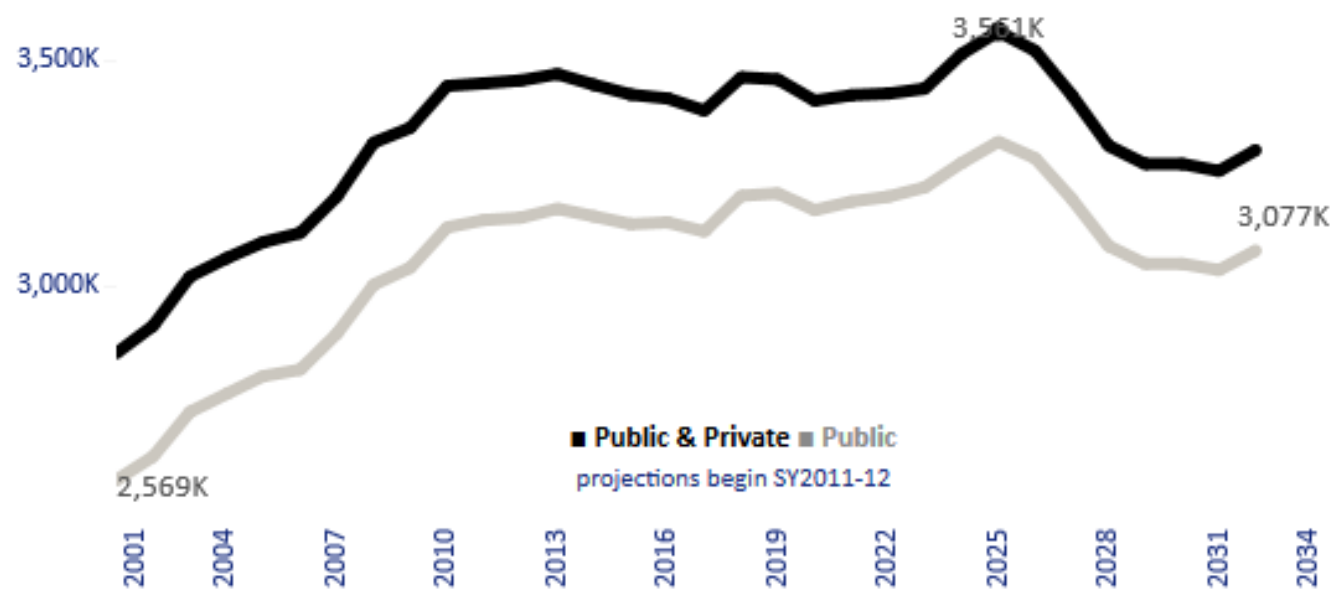
Private Schools

Profile for the Nation

Nation

KNOCKING
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Overall High School Graduate Trends

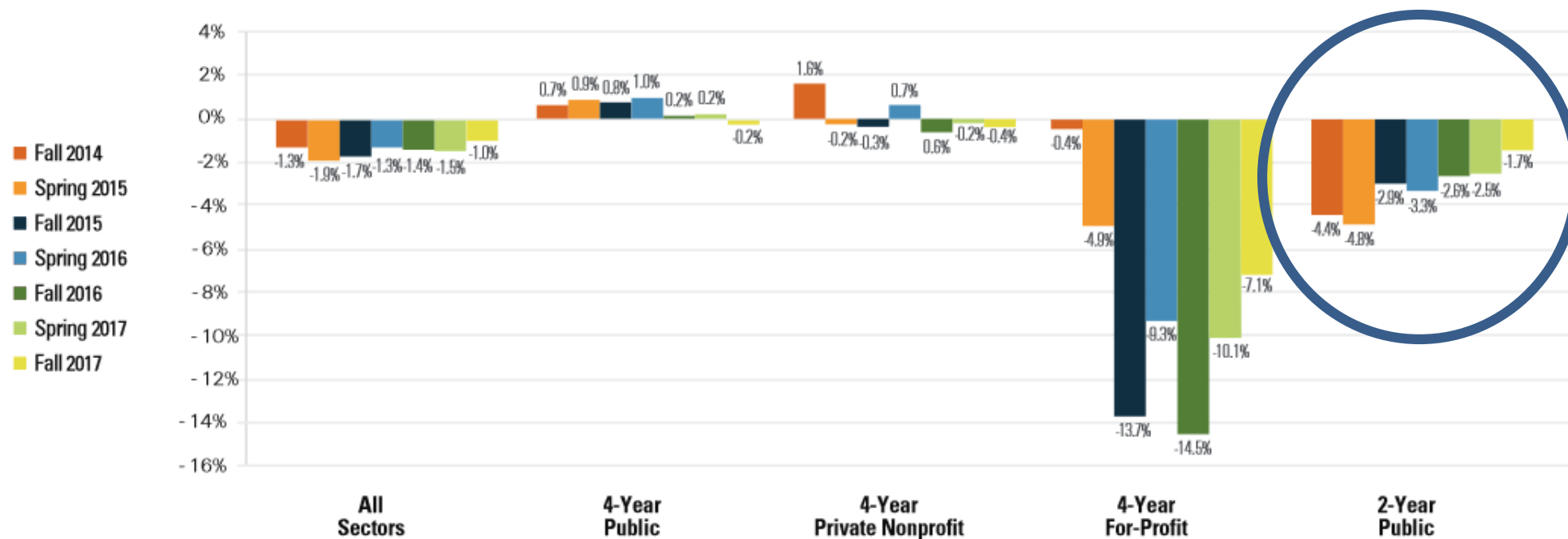


- 3,409,100 high school graduates, on average, projected per year between school years 2011-12 and 2031-32.

- The total number of graduates is projected to increase by 3.1% between 2011-12 and 2024-25, the next highest year for the United States.

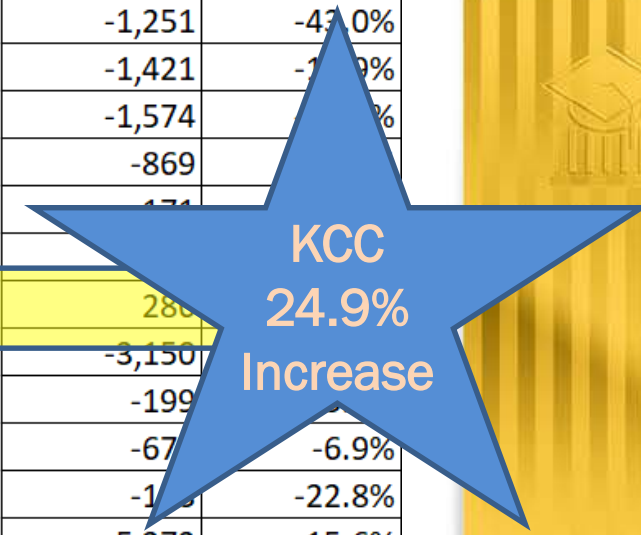


Figure 1: Percent Change from Previous Year, Enrollment by Sector (Title IV, Degree-Granting Institutions)



Community College Enrollments in Oregon

Community College Enrollments	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	5 Year Change	
						Difference	% Change
Blue Mountain Community College	2,911	1,880	1,731	1,686	1,660	-1,251	-43.0%
Central Oregon Community College	7,132	6,760	6,312	6,073	5,711	-1,421	-19.9%
Chemeketa Community College	12,371	12,111	11,101	11,454	10,797	-1,574	-12.7%
Clackamas Community College	7,646	7,368	7,302	6,407	6,777	-869	-11.4%
Clatsop Community College	1,071	1,069	857	833	900	-174	-16.2%
Columbia Gorge Community College	1,037	974	991	895	902	-142	-13.7%
Klamath Community College	1,148	1,304	1,343	1,224	1,434	286	24.9%
Lane Community College	12,192	11,002	9,236	8,583	9,042	-3,150	-25.8%
Linn-Benton Community College	5,974	5,617	5,314	5,721	5,775	-199	-3.3%
Mt Hood Community College	9,847	9,393	9,276	8,758	9,170	-679	-6.9%
Oregon Coast Community College	539	580	489	503	416	-123	-22.8%
Portland Community College	33,767	32,411	30,929	29,003	28,494	-5,273	-15.6%
Rogue Community College	5,556	5,530	5,099	4,954	4,901	-655	-11.8%
Southwestern Oregon Community Coll	2,122	2,038	2,316	2,338	2,160	38	1.8%
Tillamook Bay Community College	470	514	473	295	261	-209	-44.5%
Treasure Valley Community College	2,688	2,443	2,396	2,170	2,017	-671	-25.0%
Umpqua Community College	2,607	2,183	2,045	2,246	2,209	-398	-15.3%
Total	109,078	103,177	97,210	93,143	92,626	-16,452	-15.1%



Community College Enrollments Impact on Oregon Tech

Number of CC Transfers

	2012-13	2013-14	2014-15	2015-16	2016-17
Blue Mountain Community College	8	10	8	8	3
Central Oregon Community College	34	18	23	18	26
Chemeketa Community College	58	62	51	59	47
Clackamas Community College	25	36	29	28	23
Clatsop Community College	6	2	2	1	3
Columbia Gorge Community College	0	0	0	2	3
Klamath Community College	78	63	80	62	63
Lane Community College	25	18	14	31	21
Linn Benton Community College	18	22	17	9	9
Mt Hood Community College	21	29	23	37	27
Portland Community College	123	118	138	110	122
Rogue Community College	34	40	36	43	37
Southwestern Oregon Community College	9	8	10	7	12
Treasure Valley Community College	3	2	0	2	3
Umpqua Community College	26	17	9	9	14
Total	468	445	440	426	413

5 Year Change	
N	%
-5	-62.5%
-8	-23.5%
-11	-19.0%
-2	-8.0%
-3	-50.0%
3	-
-15	-19.2%
-4	-16.0%
-9	-50.0%
6	28.6%
-1	-0.8%
3	8.8%
3	33.3%
0	0.0%
-12	-46.2%
-55	-11.8%





Oregon Tech, Winter 2018: Headcount

Headcount

	Same Week Comparison	
	Winter 2017	Winter 2018
On Campus (Klamath Falls)	2,153	2,100
Online	1,519	1,633
Onsite Total (Unduplicated)	940	884
* Portland-Metro	734	712
* Seattle	134	107
* La Grande	12	0
* Chemeketa	58	59
* Joint Program	4	11
Sub-Total (Unduplicated)	3,782	3,714

Same Week Comparison	
Difference	% Change
-53	-2.5%
114	7.5%
-56	-6.0%
-22	-3.0%
-27	-20.1%
-12	-100.0%
1	1.7%
7	175.0%
-68	-1.8%

Oregon Tech, Spring 2018: Headcount

Headcount

Same Week Comparison

	Spring 2017	Spring 2018
On Campus (Klamath Falls)	1,915	1,832
Online	1,136	1,233
Onsite Total (Unduplicated)	754	676
* Portland-Metro	629	572
* Seattle	87	62
* Chemeketa	34	37
* Joint Program	4	6
Sub-Total (Unduplicated)	3,231	3,090

Same Week Comparison

Difference	% Change
-83	-4.3%
97	8.5%
-78	-10.3%
-57	-9.1%
-25	-28.7%
3	8.8%
2	50.0%
-141	-4.4%

High School (ACP)	327	361
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34	10.4%
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Grand Total (Unduplicated)	3,558	3,449
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-109	-3.1%
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Oregon Tech, Spring 2018: SCH

Student Credit Hours

Same Week Comparison

	Spring 2017	Spring 2018
On Campus (Klamath Falls)	23,280	22,537
Online	6,050	6,487
Onsite Total	6,699	6,025
* Portland-Metro	5,725	5,187
* Seattle	573	411
* Chemeketa	380	388
* Joint Program	21	39
Sub-Total	36,029	35,049

Same Week Comparison

Difference	% Change
-743	-3.2%
437	7.2%
-674	-10.1%
-538	-9.4%
-162	-28.3%
8	2.1%
18	85.7%
-980	-2.7%

High School (ACP)	1,149	1,300
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151	13.1%
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Grand Total	37,178	36,349
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-829	-2.2%
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Fall 2018: Admitted

Admitted	Same Day Comparison		Same Day Comparison	
	Fall 2017	Fall 2018	Difference	% Change
On Campus (Klamath Falls)	801	855	54	6.7%
* Freshmen	600	678	78	13.0%
* Transfer	189	168	-21	-11.1%
* Post-Bac	12	9	-3	-25.0%
* Graduate	0	0	0	-
Online	12	17	5	41.7%
Onsite Total	158	169	11	7.0%
* Portland Metro	158	168	10	6.3%
* Other	0	1	1	-
Sub-Total	971	1,041	70	7.2%
High School (ACP & HST)	0	0	0	-
Grand Total	971	1,041	70	7.2%

✓ Number of admitted students for Fall 2018 are higher than admits in Fall 2017



11 Targeted Programs

- Environmental Sciences
- Mechanical/ Manufacturing
- Renewable Energy Engineering
- Communication Studies
- Population Health Management
- Professional Writing
- Vascular Technology
- Information Technology
- Health Informatics
- CSET: Computer *Embedded* Software
- Technology & Management



Targeted Programs Overview

- Current student surveys
- Student profiles
- Academic Agreements/Partnerships
- Meaningful Swag
- Focused programmatic marketing
- Recruitment Opportunities





So what are the next steps?

Shoring up the Foundation

- **Admissions**

- New Admissions Director begins April 2
- Filling vacant positions
- Making sure everyone knows what their job is and *what their goals are*
- Recruitment Notification Form (and follow-up)
- Meaningful SWAG

- **A working CRM!**

- **The ROCK**

- Moving from focusing on freshmen to include transfers
- Moving towards using same systems and processes as Admissions to avoid overlap



Centralized – Decentralized

- **Using same systems and processes**
 - Same branding
 - Same workflow in CRM – nuanced for each individual audience
 - Use of recruitment notification form
- **Leads at Online, Portland-Metro, other sites**
- **Expert involvement/insight from reps at each location**
- **Regular best practices workshops and trainings for all faculty and staff**
- **Centralizing budget for program recruitment**



Solutions: Transfer

- Remain nimble – focus also on **workforce recruitment, industry partnerships, and digital badging/micro-credentialing**
- Nurture our CC partnerships
 - Publish lists of community colleges with whom we have articulation agreements
 - Make transfer advising guides and pre-reqs more available
- Firm up Dual Enrollment
- Forge new relationships
- Make it easy for faculty to assist with recruitment
- Advertise where we know our target populations are located
- Really serve our transfer population
 - Consider using transfer portal
 - Hire a transfer advisor
 - Provide rapid turnaround with admissions decisions and financial aid



Solutions: First-time Freshmen

- High School Transition Program (HST)
- Advance Credit Program (ACP)
 - Make sure the students know they are attending Oregon Tech!
- Identify and visit specific high schools, HS classes, student clubs/organizations and events
- Invest in our pre-college offerings and have someone OWN this
- Take care of our visitors (coupons, tours of town, partner with downtown associations, etc.)



Next Steps

- Build reputational capital!!
- Take advantage of the hard working staff in Admissions, Financial Aid, the ROCK, Portland-Metro, and Online
- Establish best practices for SEM staff and structures at all locations and online
- Hire experienced marketing staff to focus on program recruitment
- Use available data to make informed decisions when it comes to recruitment and marketing for Oregon Tech and our programs
- We need to be known for our commitment to Students, Innovation, Community, and Ourselves!

