Oregon TECH

Student Recruitment

Carl Thomas & Farooq Sultan

Board of Trustees
June 28,2016

Oregon Institute of Technology's recruitment tactics and strategies have been altered over that last several years. Prior to the 2011-2012 recruitment cycle, the Office of Admissions had a stronger focus on resident recruitment than it did on nonresident recruitment. Since the start of the 2011-2012 recruitment cycle, however, the Office of Admissions increased nonresident recruitment activities while still maintaining strong efforts to recruit resident students.

Admissions has also focused on the office's responsibility for undergraduate admission of students for the university's multiple campuses in Klamath Falls, Salem, and Wilsonville. Concurrently, Admissions has assisted with distance education and graduate program recruitment by working on improvements within the application processing steps for these programs. The office does not have a strategic international student recruitment plan, but has committed resources to improving international student application processing; including processing of I20s for incoming international students.

Admissions recruitment of under-represented students, to date, has been opportunistic and blended in with overall recruitment activities. However, the office's recently approved Senior Admissions Counselor position, which will be filled by a bilingual (English/Spanish) staff member, will lead a more focused effort to recruit underrepresented students; especially resident Latino and Latina students. The new underrepresented student recruitment strategy will be planned and initiated for the 2016-2017 recruitment cycle.

HISTORICAL (5 YEAR) TREND

ENROLLED HEADCOUNT FALL 4TH WEEK

New Freshmen and Transfers


Legend: First Time Freshmen · New Transfers
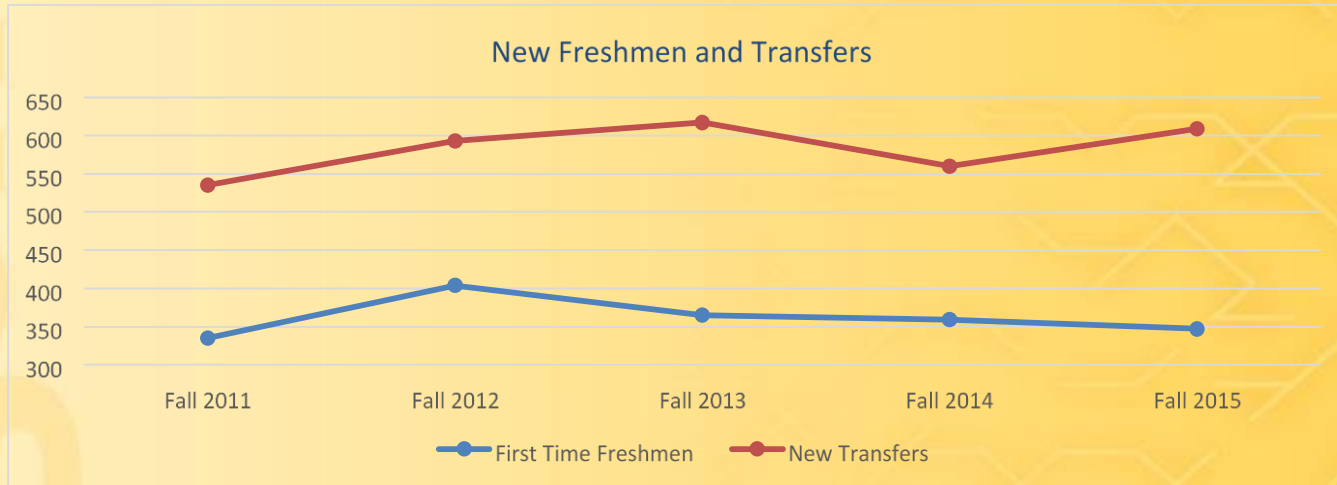
All New Students

	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015
First Time Freshmen	335	404	365	359	347
New Transfers	535	593	617	560	609
New Post-Bac	100	102	87	95	76
New Graduate	8	13	26	23	19
New Non-Admits	558	481	762	587	893
Total	1,536	1,593	1,857	1,624	1,944

HISTORICAL (5 YEAR) TREND

ENROLLED HEADCOUNT FALL 4TH WEEK

Full and Part Time Freshmen
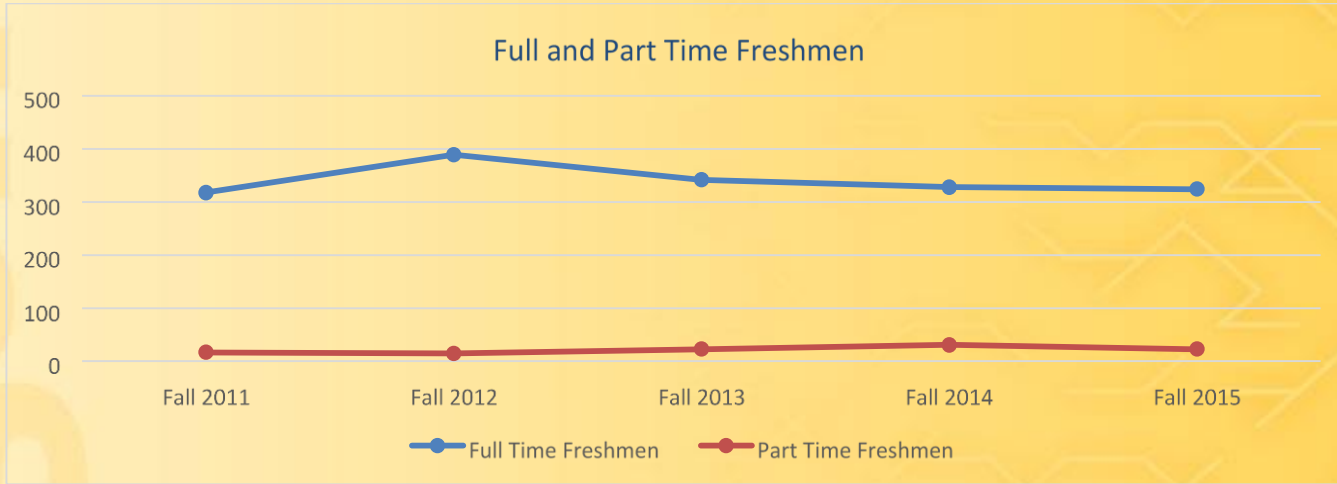
Full and Part Time Freshmen

	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015
Full Time Freshmen	318	389	342	328	324
Part Time Freshmen	17	15	23	31	23
Total	335	404	365	359	347

HISTORICAL (5 YEAR) TREND

ENROLLED HEADCOUNT FALL 4ᵀᴴ WEEK

Full and Part Time Transfers
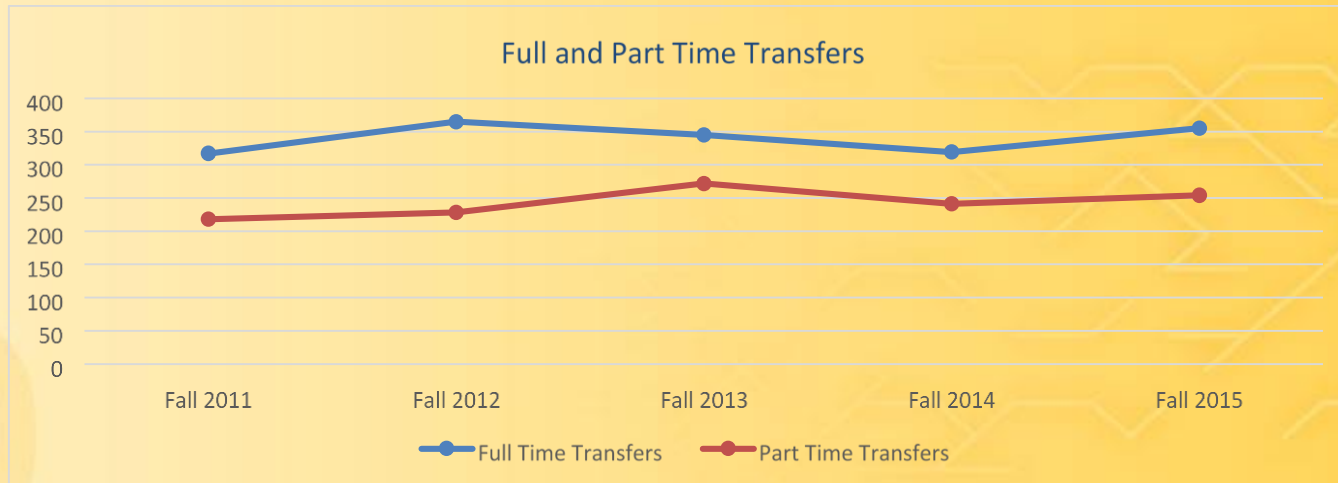
Full and Part Time Transfers

	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015
Full Time Transfers	317	365	345	319	355
Part Time Transfers	218	228	272	241	254
Total	535	593	617	560	609

Oregon **TECH**

DUAL CREDIT STUDENTS

ENROLLED HEADCOUNT FALL END-OF-TERM

Dual credit data comes from external sources; therefore end-of-term data has been used to capture all students.


Dual Credit Students, Fall EOT
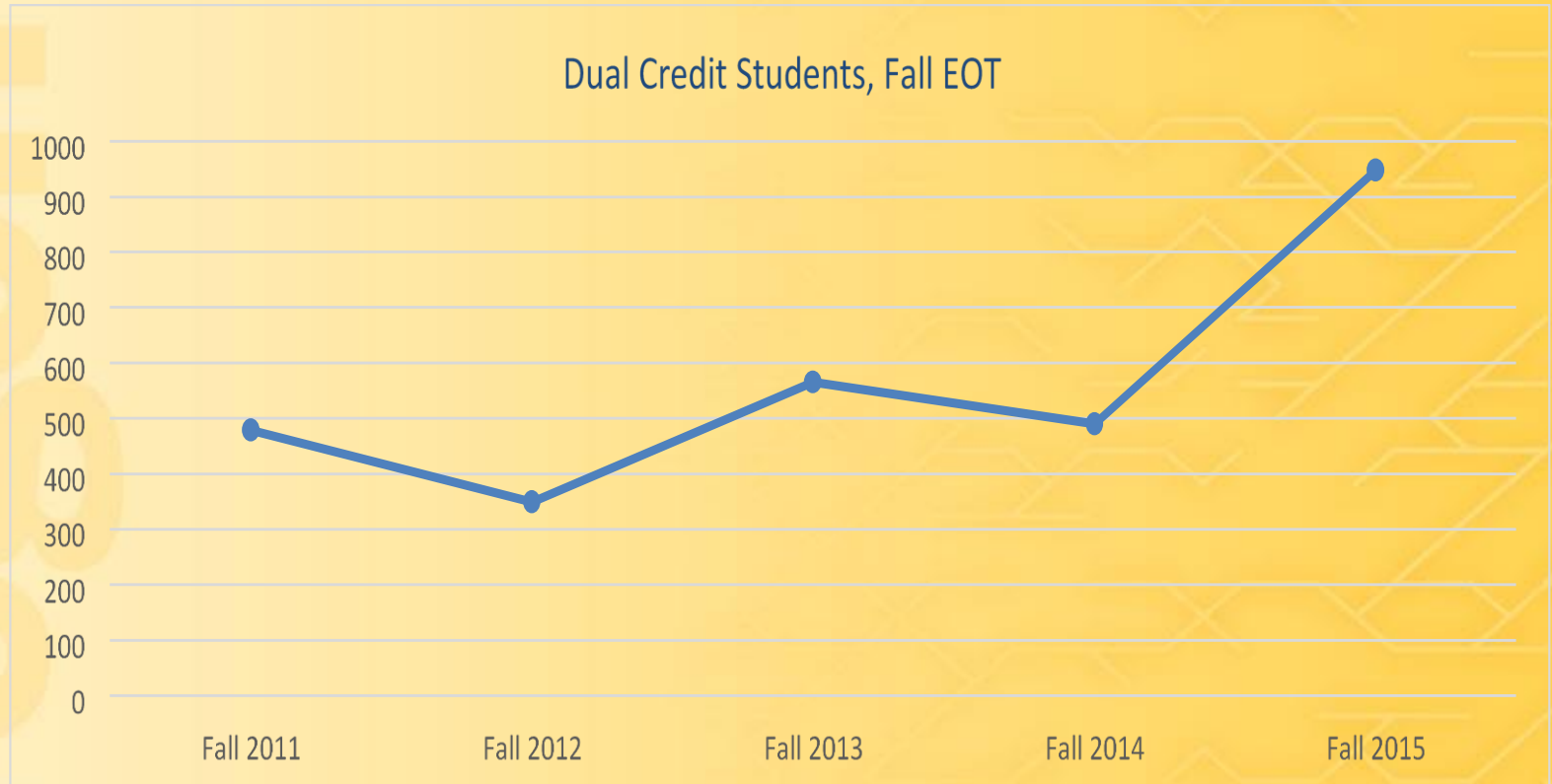
Dual Credit Students by Geographic Source

DUAL CREDIT STUDENTS

ENROLLED HEADCOUNT FALL END OF TERM

	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015
Baker	13	-	11	-	13
Clackamas	-	-	16	74	161
Clatsop	1	-	-	-	-
Columbia	97	40	32	34	31
Crook	64	47	30	37	46
Curry	-	-	-	1	-
Deschutes	118	50	166	31	56
Jefferson	5	2	3	2	-
Josephine	-	-	-	-	1
Klamath	127	149	188	158	179
Lake	22	8	42	47	25
Lincoln	-	-	-	-	62
Linn	1	-	-	-	-
Marion	-	-	1	1	106
Multnomah	6	-	-	3	9
Polk	-	-	-	-	1
Umatilla	-	-	1	-	-
Union	9	35	49	46	51
Washington	13	18	25	54	171
Yamhill	-	-	-	-	19
Unknown	3	-	1	2	17
Total	479	349	565	490	948
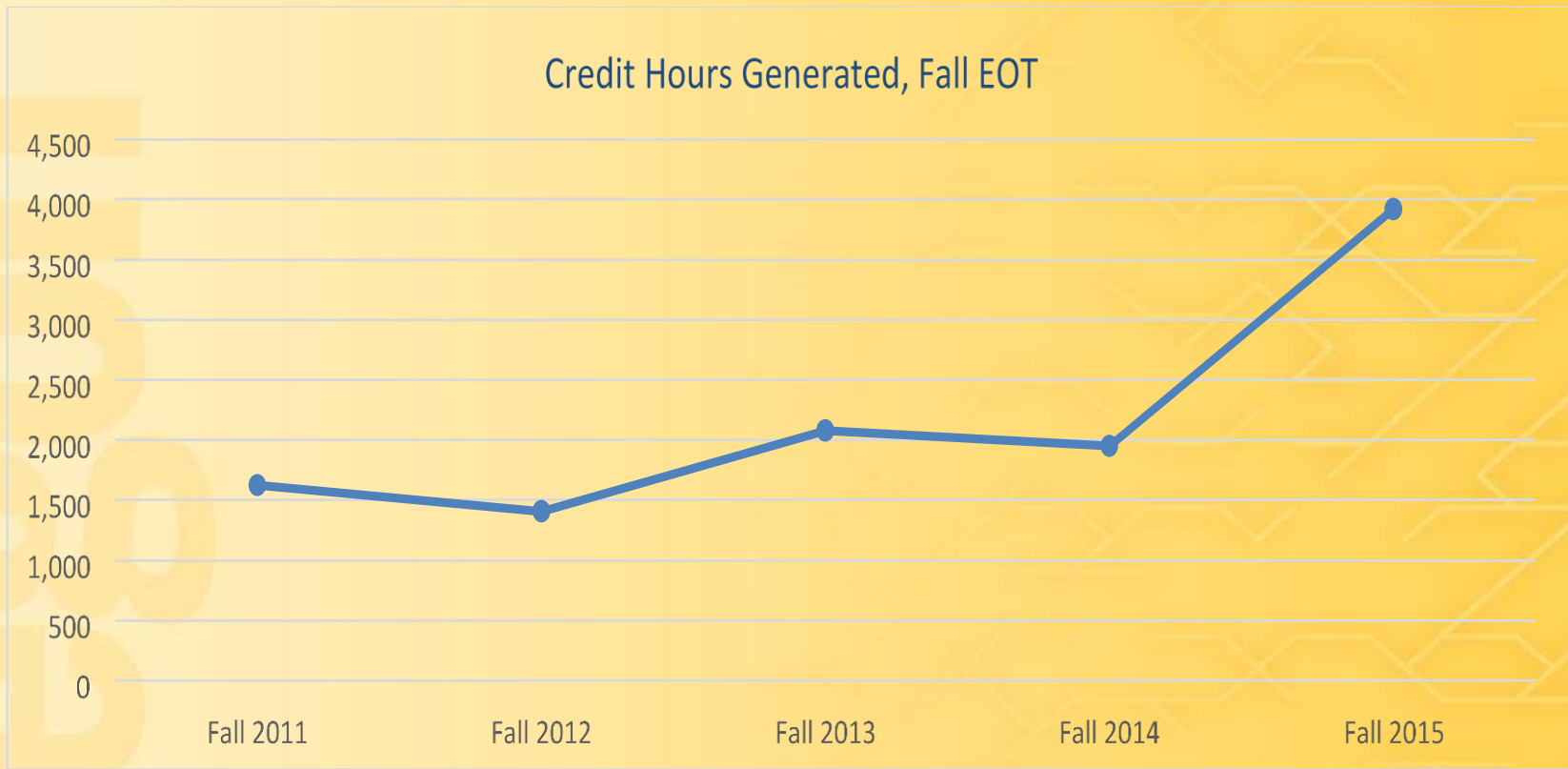
CREDIT HOURS BY COURSE TYPE

	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015
Academic Success	237	81	-	-	-
Biology	96	220	370	650	934
Chemistry	-	140	176	320	1,367
Civil Engineering	-	-	-	-	15
Computer Systems Engineering Tech	-	-	-	-	60
Electrical Engineering	-	-	-	-	12
Engineering	-	-	-	-	60
Mathematics	184	220	352	280	596
Mechanical Engineering Technology	-	-	-	-	106
Physical Education And Health	-	-	-	-	19
Psychology	165	36	147	60	48
Speech	93	147	183	195	120
Writing	846	561	849	447	585
Total	1,621	1,405	2,077	1,952	3,922

(Dual credit Percent Matriculated (Based on annual cohorts within 4 years after initial enrollment)

	Dual Credit Cohort	Applied	Matriculated	Percent Matriculated
2010-11	484	104	59	12.2%
2011-12	620	121	62	10.0%
2012-13* (projected)	425	86	54	12.7%

APPLIED

APPLICATIONS FALL 4ᵀᴴ WEEK
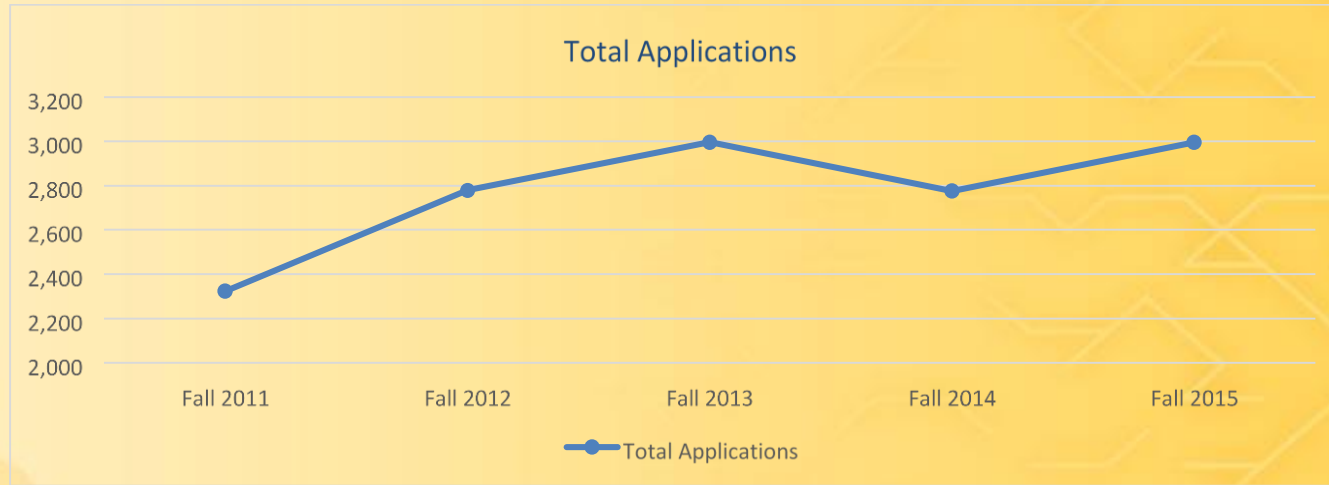
Applied

	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015
New Freshmen	1,049	1,318	1,390	1,286	1,487
New Transfers	1,125	1,234	1,363	1,250	1,325
New Post-bac	134	175	176	158	131
New Graduate	15	52	68	82	53
Total Applications	2,323	2,779	2,997	2,776	2,996

ADMITTED

ADMITTED STUDENTS FALL 4TH WEEK
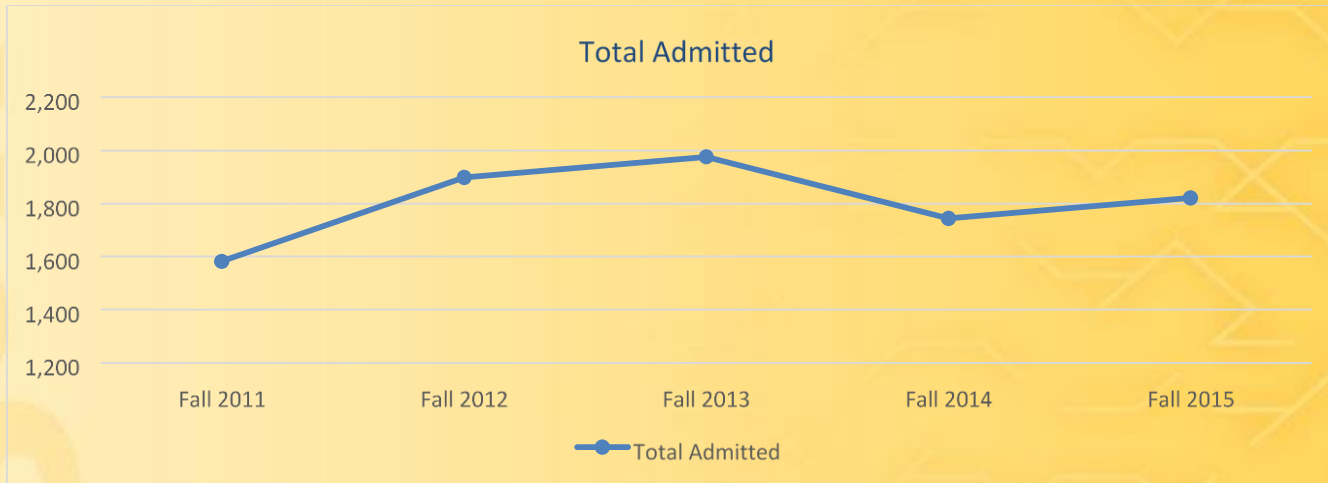
Total Admitted

Admitted (Includes Admitted but Cancelled)

	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015
New Freshmen	705	864	866	749	845
New Transfers	751	848	906	808	816
New Post-bac	114	149	156	144	125
New Graduate	13	37	49	43	35
Total Admitted	1,583	1,898	1,977	1,744	1,821

ENROLLED
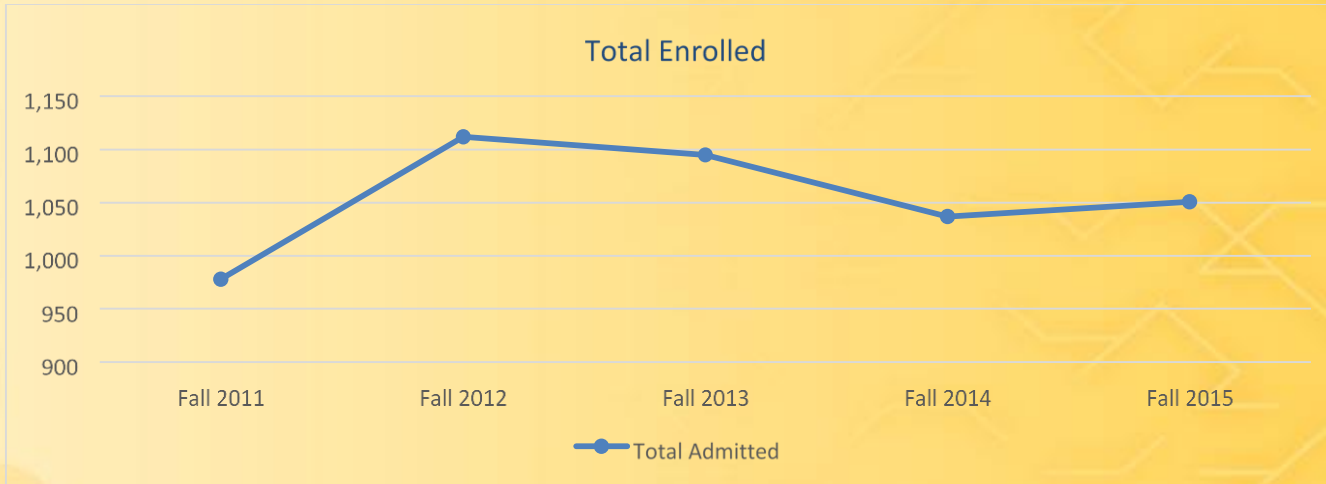
Total Enrolled

Enrolled

	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015
New Freshmen	335	404	365	359	347
New Transfers	535	593	617	560	609
New Post-bac	100	102	87	95	76
New Graduate	8	13	26	23	19
Total Enrolled	978	1,112	1,095	1,037	1,051

FRESHMEN 5 YEAR TREND

APPLIED, ADMITTED & ENROLLED 4TH WEEK
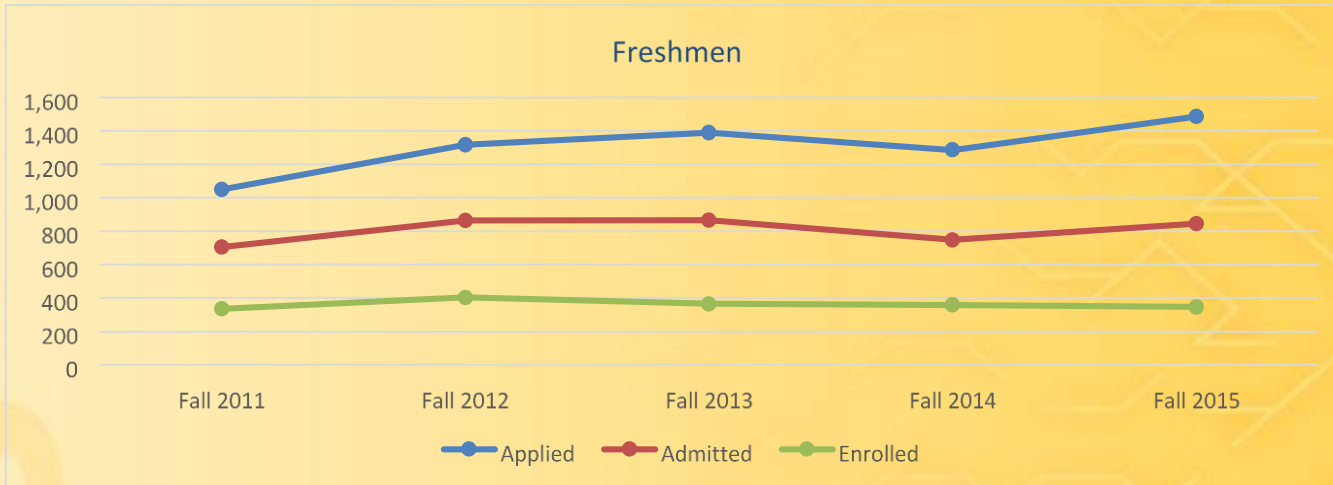
Freshmen

	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015
Applied	1,049	1,318	1,390	1,286	1,487
Admitted	705	864	866	749	845
Enrolled	335	404	365	359	347
Ratio: Applied to Enrolled	31.9%	30.7%	26.3%	27.9%	23.3%

TRANSFER 5 YEAR TREND
APPLIED, ADMITTED & ENROLLED 4TH WEEK
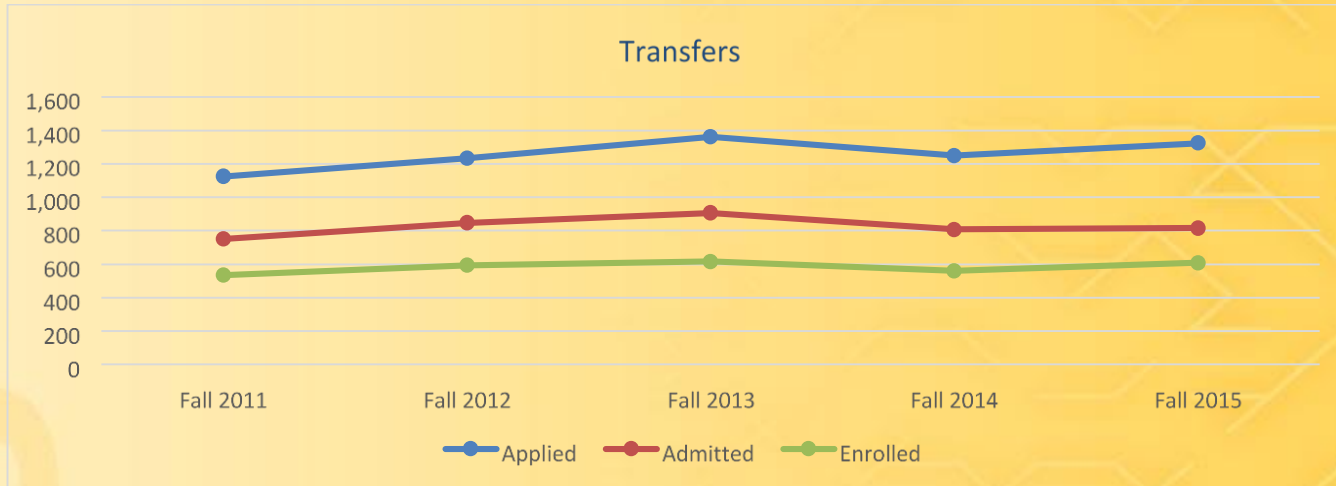
Transfers

Transfers

	Fall 2011	**Fall 2012**	**Fall 2013**	**Fall 2014**	**Fall 2015**
Applied	1,125	1,234	1,363	1,250	1,325
Admitted	751	848	906	808	816
Enrolled	535	593	617	560	609
Ratio: Applied to Enrolled	47.6%	48.1%	45.3%	44.8%	46.0%

POST-BAC 5 YEAR TREND
APPLIED, ADMITTED & ENROLLED 4TH WEEK
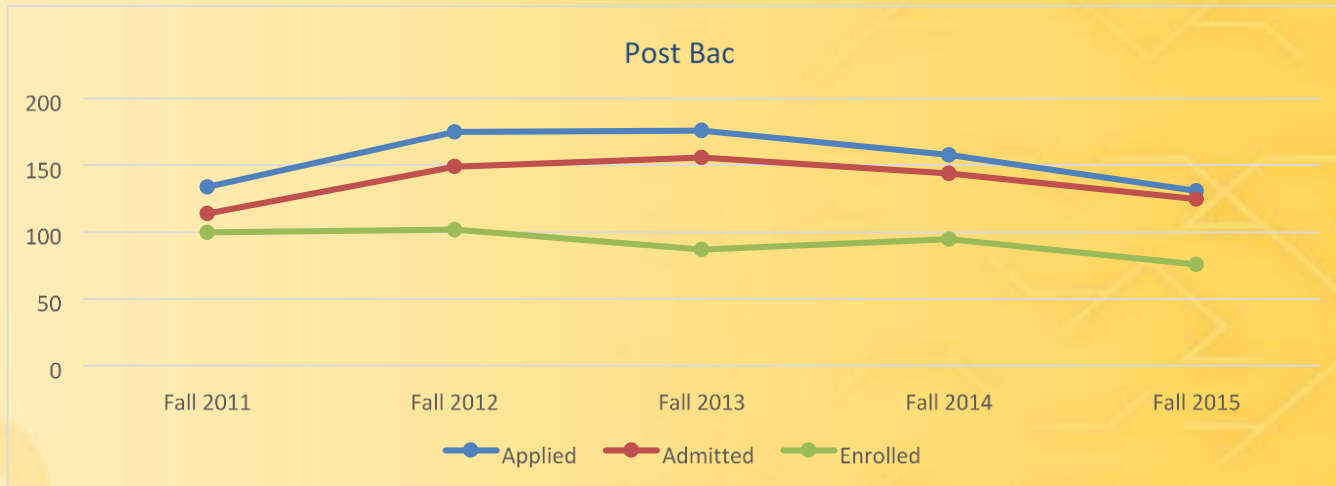
Post-Bac

Applied		134	175	176	158	131
Admitted		114	149	156	144	125
Enrolled		100	102	87	95	76
Ratio: Applied to Enrolled		74.6%	58.3%	49.4%	60.1%	58.0%

RESIDENCY 3 YEAR APPLICATION TREND

APPLIED, ADMITTED & ENROLLED 4TH WEEK

Total Applications
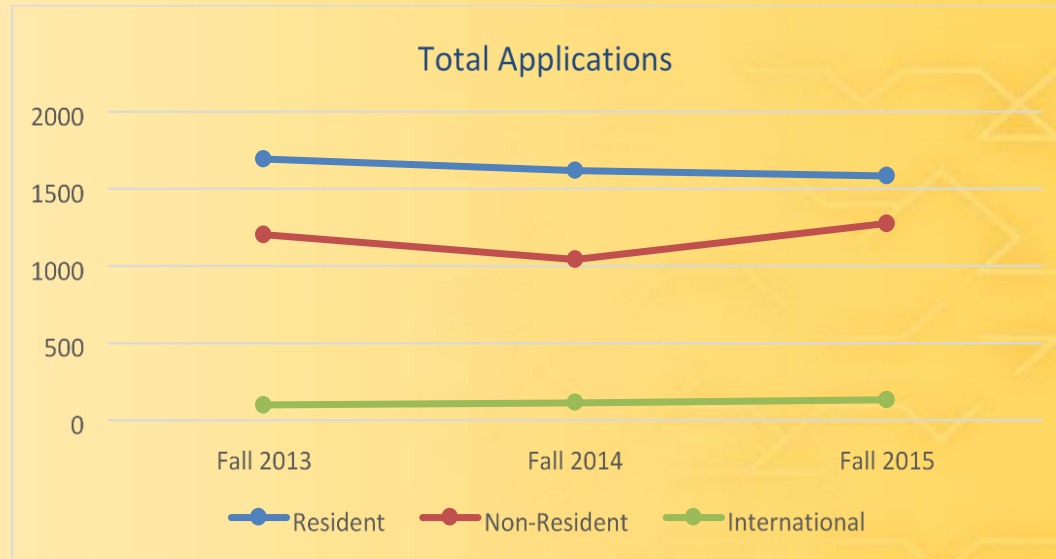
Applied

	Fall 2013	Fall 2014	Fall 2015
Resident	1693	1618	1585
Non-Resident	1204	1043	1276
International	100	115	135
Total Applications	2,997	2,776	2,996

RESIDENCY 3 YEAR ADMITTED STUDENT TREND
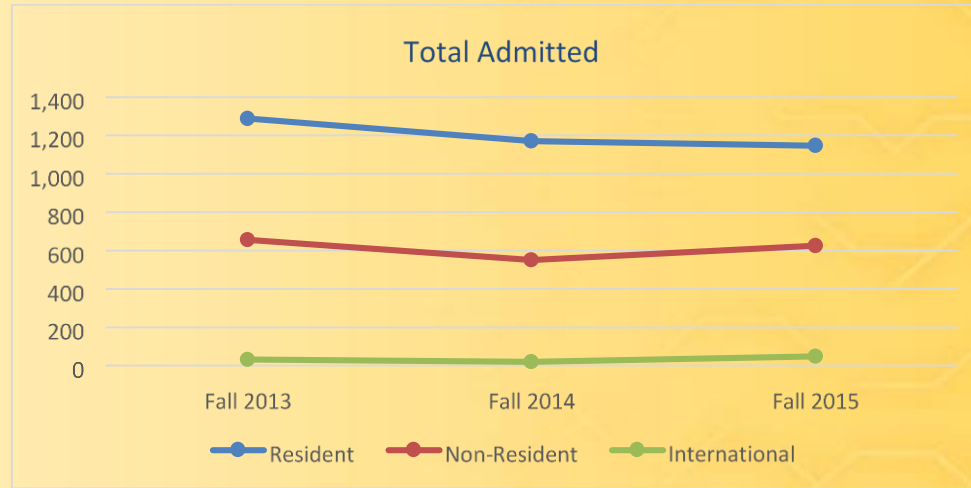
Admitted (Includes Admitted but Cancelled)

	Fall 2013	**Fall 2014**	**Fall 2015**
Resident	1,289	1,172	1,148
Non-Resident	656	552	625
International	32	20	48
Total Admitted	1,977	1,744	1,821

RESIDENCY 3 YEAR ENROLLED STUDENT TREND

APPLIED, ADMITTED & ENROLLED 4TH WEEK
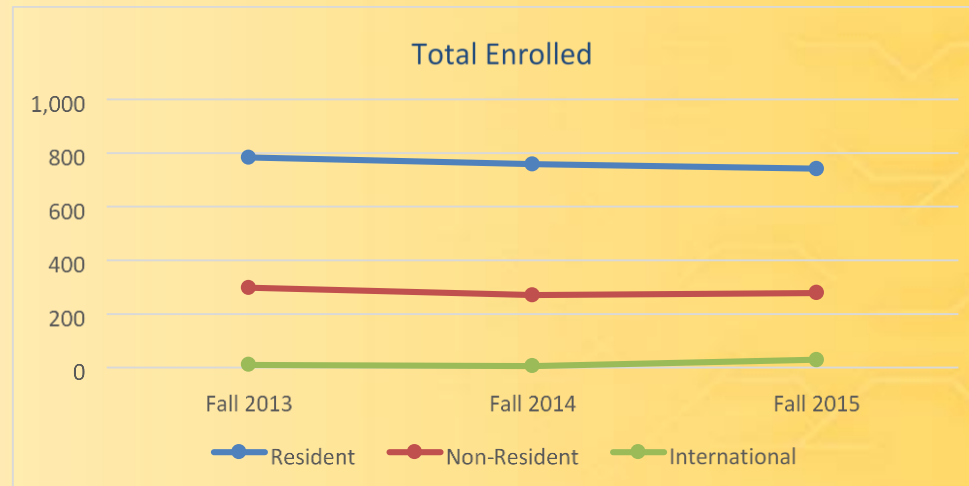
Total Enrolled

Enrolled

	Fall 2013	Fall 2014	Fall 2015
Resident	784	759	742
Non-Resident	299	271	279
International	12	7	30
Total Enrolled	1,095	1,037	1,051

RESIDENCY 3 YEAR ENROLLED STUDENT TREND

COMMUNITY COLLEGE TRANSFER STUDENTS ENROLLED 4TH WEEK

Community College Transfers

Total Oregon Community Colleges

Community Colleges

RESIDENCY 3 YEAR ENROLLED STUDENT TREND

COMMUNITY COLLEGE TRANSFER STUDENTS ENROLLED 4TH WEEK

	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015
Blue Mountain CC	5	5	9	6	8
Central Oregon CC	21	28	15	17	16
Chemeketa CC	35	43	47	41	45
Clackamas CC	13	22	29	19	20
Clatsop CC	1	5	2	2	1
Klamath CC	79	53	43	56	51
Lane CC	20	20	10	11	28
Linn Benton CC	14	12	17	15	8
Mt Hood CC	11	17	25	16	31
Portland CC	88	88	86	97	83
Rogue CC	37	29	34	31	36
Southwestern Oregon CC	3	9	6	9	7
Treasure Valley CC	2	2	2	0	2
Umpqua CC	16	21	17	9	8
Total Oregon Community Colleges	345	354	342	329	344

NEW STUDENT DEMOGRAPHICS

RACE, GENDER, AGE ENROLLED 4TH WEEK FALL 2015

	Freshmen	Transfer	Post-Bac	Graduate	Non-Admit	Total
Asian	14	32	9	-	64	119
African American	3	15	2	1	5	26
Hispanic	40	63	2	2	64	171
Native American	2	7	1	-	8	18
Pacific Islander	4	-	-	-	5	9
Multi Ethnic	23	27	3	-	44	97
White	248	431	55	9	536	1,279
International	9	13	2	6	4	34
Unknown	4	21	2	1	163	191
Total	347	609	76	19	893	1,944
	Freshmen	Transfer	Post-Bac	Graduate	Non-Admit	Total
Male	192	309	37	15	396	949
Female	155	297	38	4	483	977
Unknown	-	3	1	-	14	18
Total	347	609	76	19	893	1,944
	Freshmen	Transfer	Post-Bac	Graduate	Non-Admit	Total
Less than 18	10	-	-	-	659	669
18 to 24	331	298	20	4	128	781
25 to 29	3	125	27	4	29	188
30 to 49	3	175	28	11	61	278
50 and above	-	11	1	-	16	28
Total	347	609	76	19	893	1,944

FALL 2016 APPLICATIONS SUMMARY

AS OF JUNE 24, 2016

Application Status

	Fall 2015	Fall 2016	Difference	% Change
Admitted	1,276	1,306	30	2.4%
Admitted Cancelled	95	152	57	60.0%
Cancelled	14	59	45	321.4%
Denied	45	50	5	11.1%
In Process	1,093	587	-506	-46.3%
Total Applications	2,523	2,154	-369	-14.6%

Application Status by Campus

	Fall 2015	Fall 2016	Difference	% Change
Klamath Falls	1,902	1,555	-347	-18.2%
Wilsonville	485	436	-49	-10.1%
Online	121	154	33	27.3%
Seattle (Boeing)	15	9	-6	-40.0%
Total Applications	2,523	2,154	-369	-14.6%

FALL 2016 APPLICATIONS SUMMARY

AS OF JUNE 24, 2016

Application Status by Residency

	Fall 2015	Fall 2016		Difference	% Change
Resident	1,338	1,200		-138	-10.3%
Non-Resident	577	462		-115	-19.9%
WUE	491	397		-94	-19.1%
International	117	95		-22	-18.8%
Total Applications	2,523	2,154		-369	-14.6%

Application Status by Student Type

	Fall 2015	Fall 2016		Difference	% Change
Freshmen	1,412	1,176		-236	-16.7%
Transfer	976	848		-128	-13.1%
Post-Bac	94	63		-31	-33.0%
Graduate	41	67		26	63.4%
Total Applications	2,523	2,154		-369	-14.6%

FALL 2016
ADMITTED STUDENTS ONLY

As of June 24, 2016

Admitted by Residency

	Fall 2015	Fall 2016		Difference	% Change
Resident	830	806		-24	-2.9%
Non-Resident	195	226		31	15.9%
WUE	223	249		26	11.7%
International	28	25		-3	-10.7%
Total Admitted	1,276	1,306		30	2.4%

Application by Student Type

	Fall 2015	Fall 2016		Difference	% Change
Freshmen	718	721		3	0.4%
Transfer	468	503		35	7.5%
Post-Bac	72	57		-15	-20.8%
Graduate	18	25		7	38.9%
Total Admitted	1,276	1,306		30	2.4%

Application by Campus

	Fall 2015	Fall 2016		Difference	% Change
Klamath Falls	973	986		13	1.3%
Wilsonville	265	255		-10	-3.8%
Online	33	62		29	87.9%
Seattle (Boeing)	5	3		-2	-40.0%
Total Admitted	1,276	1,306		30	2.4%

IMPACTED/CAPPED PROGRAMS

– Echocardiography (20 new students per year)

– Diagnostic Medical Sonography (30 new students per year)

– Dental Hygiene (36 new KF students and 24 in Salem per year)

  - *No longer have La Grande Associate Degree Dental Hygiene program*

– Medical Laboratory Science (50 new students per year)

– Nuclear Medicine Technology (15/18 new students per year)

– Nursing, OHSU (example: 900 + applications with 125 accepted)

– Radiologic Science (48 new students per year)

– Vascular Technology (20 new students per year)

UNDER-ENROLLED PROGRAMS

- Biology-Health Sciences
- Communication Studies
- Computer Engineering Technology
- Embedded Systems Engineering Technology
- Environmental Sciences
- Health Informatics
- Population Health Management
  - Health Counseling & Outreach
  - Career Management & Coordination
  - Applied Health Data Analytics
- Psychology, Applied (Klamath & Wilsonville)

RAMIFICATIONS OF ENROLLMENT FLUCTUATIONS

Oregon Resident Estimated Cost of Attendance (2016-2017)

Tuition/Fees (Based on 15 credits per term...................	**$9,625**
On Campus Housing/Meal Plan......................................	$9,602
Off Campus Housing...	$8,882
Books and Supplies..	$1,250
Personal and Transportation Expenses............................	$3,583

Non Resident Estimated Cost of Attendance (2016-2017)

Tuition/Fees (Based on 15 credits per term)	**$27,325**
On Campus Housing/Meal Plan......................................	$9,602
Off Campus Housing...	$8,882
Books and Supplies..	$1,250
Personal and Transportation Expenses............................	$3,583

Western Undergraduate Exchange (WUE) Tuition/Fees........ **$13,680**

Note: *Oregon Tech Receives $50 per credit for Dual Credit Students*

RECRUITMENT EFFORTS

ADMISSIONS
MISSION & PHILOSOPHY

The Admissions Office clearly and effectively communicates the features and benefits of Oregon Tech to prospective students and their families. It provides the services the students need to successfully gain admission into the university and transition into the university's student body.
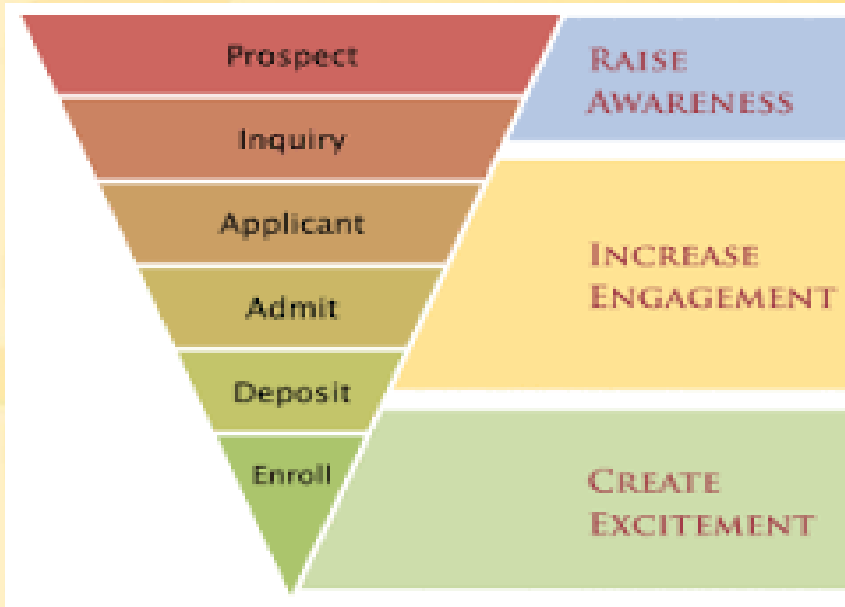
<u>Our desire is to</u>:

1) Promote access through standard/minimum admission requirements and enroll the number and type of students needed to meet the institution's enrollment goals.

2) Support Oregon Tech's pursuit of excellence by <u>**enrolling new students who are capable of persisting successfully**</u> to their academic objective at the university.

<u>Values that guide this effort include</u>:
1) Acting with integrity.
2) Seeking the best for the student.
3) Conducting business in a consistent fashion without sacrificing adaptability.
4) Responsibly managing our resources.
5) Working as a team to accomplish our objectives and goals

RECRUITMENT FUNNEL

Funnel used 2010-2011 thru 2015-1016 recruitment cycles

Funnel used for 2016-2017 recruitment cycle

ADMISSIONS OPERATIONS

Assistant Director, Operations (1.0 FTE, unclassified)

Administrative Program Assistant (2.0 FTE, classified)

Admissions Coordinator (1.0 FTE, classified)

<u>Functions:</u>

- Application processing

- Communications management

- Admissions reporting

OPERATION COMMUNICATIONS

- 40,895 prospect names purchased for Fall 2016 (CBSS)
- Phi Theta Kappa (Transfer Names); unlimited subscription
- NRCCUA, College Board/SAT, ACT
- Capex
- CollegeMajors101
- Next Step U advertising & lead generator
- Right Student (Scholarship.com)
- Zinc/Chex
- Enrollment Management Action System (EMAS), then transition to Ellucian Recruiter
- Virtual tour
- Excellent application processing
- Over 1,000,000 communications sent per recruitment cycle

ADMISSIONS RECRUITMENT

Assistant Director, Recruitment (1.0 FTE, unclassified)

Senior Admissions Counselor (1.0 FTE, unclassified)

Admissions Counselor (4.0 FTE, unclassified)

<u>Functions</u>:

- Recruitment (on campus, in-state & out-of-state)
- Application review (admission decision and scholarships)
- Telephone & email campaigns
- Social media (Twitter, Instagram, etc.)

COST OF RECRUITING IN-STATE

(Recruit travel)

College fair registrations: $3500

Membership dues: $45

Lodging, per diem, travel: $38,360

$41,905/549 = $76.33 per student

Numbers do NOT include expenses for US mail, emails, campus visit programs, virtual tour, or vendors.

COST OF RECRUITING OUT OF STATE

(Fall 2015)

Fair registration: $8296

Membership dues: $699.66

Lodging, food, travel, shipping: $81,069

$90,061.66/241 = $373.70 per student

Numbers do NOT include expenses for US mail, emails, campus visit programs, virtual tour, or vendors.

ADMISSIONS
VISITS & PROGRAMS

Assistant Director, Campus Visits & Programs (1.0 FTE)

Receptionist (1.0 FTE)

15 Student Ambassadors (2.0 FTE)

<u>Functions</u>:

- Visit programs (Fall Preview, Tech Trek, Spring Open House, etc.)
- Daily visits / campus tours
- Tele-counseling campaigns
- Registrations programs (Collaboration/coordination with university partners)

RECRUITMENT ACTIVITIES

- High school visits / OPU Tour
- College fairs
- Community college visits
- Campus visit programs
- High school counselor conferences
- Off-campus counselor receptions
- Calling campaigns / Tele-counseling
- High school counselor Oregon Tech visit program
- Application workshops
- Partnerships with departments and alumni

TARGETED RECRUITMENT

African American/Black
- African-American Youth Leadership Conferences
- Black Student Success Summit
- African-American/ Black Student Success Plan

Latino/Latina
- Cesar Chavez Leadership Conferences
- Migrant Leadership Academy
- National Hispanic college fairs
- Oregon Community Foundation Partnership

Native American
- Chiloquin Annual Restoration Celebration
- Malign College & Career Fair
- Klamath Tribes Youth Outreach w/ Will Hess
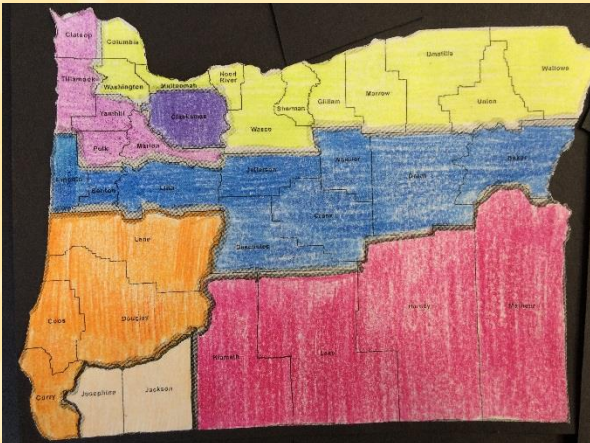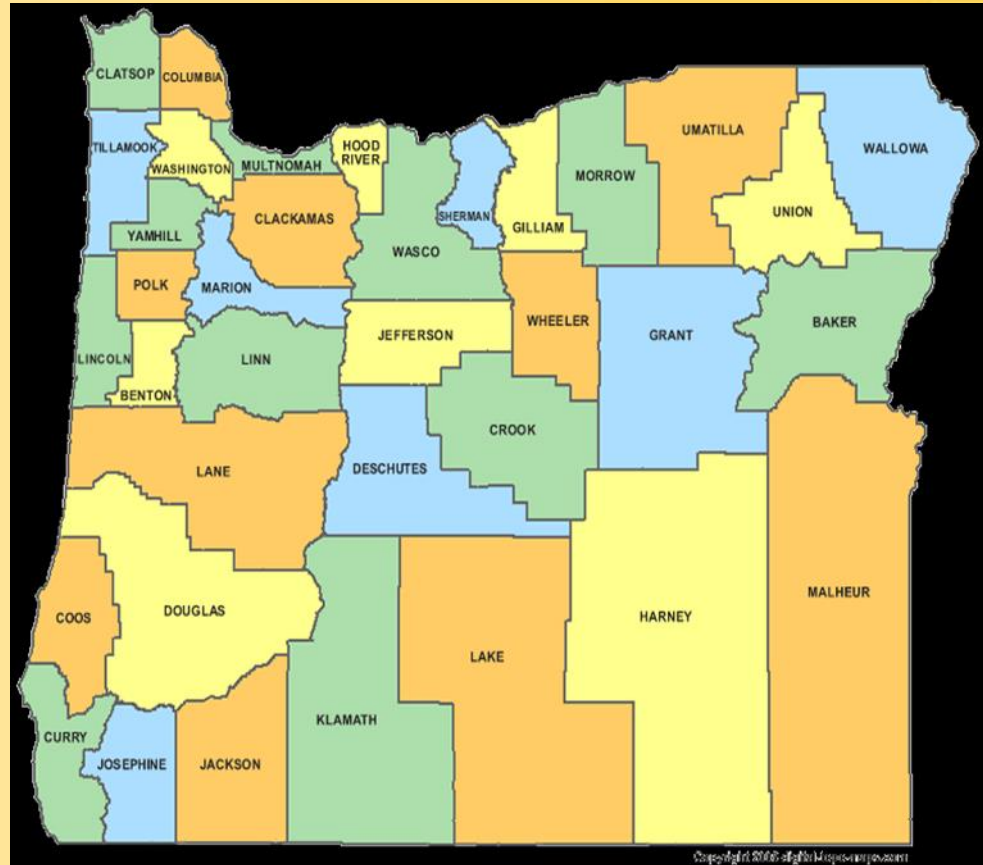- Klamath Tribal Health College Fair

Rural Students
- OPU Tour
- High school visits

Veterans
- Yellow Ribbon Events
- College Recon (Transitioning service members)

OREGON

1) Recruit resident students
2) Recruit under-represented students, rural students & veterans
3) Recruit Oregon high achievers

OUT-OF-STATE TERRITORIES

Alaska

Arizona

California
- Upper Northern
- Lower Northern
- Central
- Upper Southern
- Lower Southern

Colorado

Hawaii

Idaho

Montana

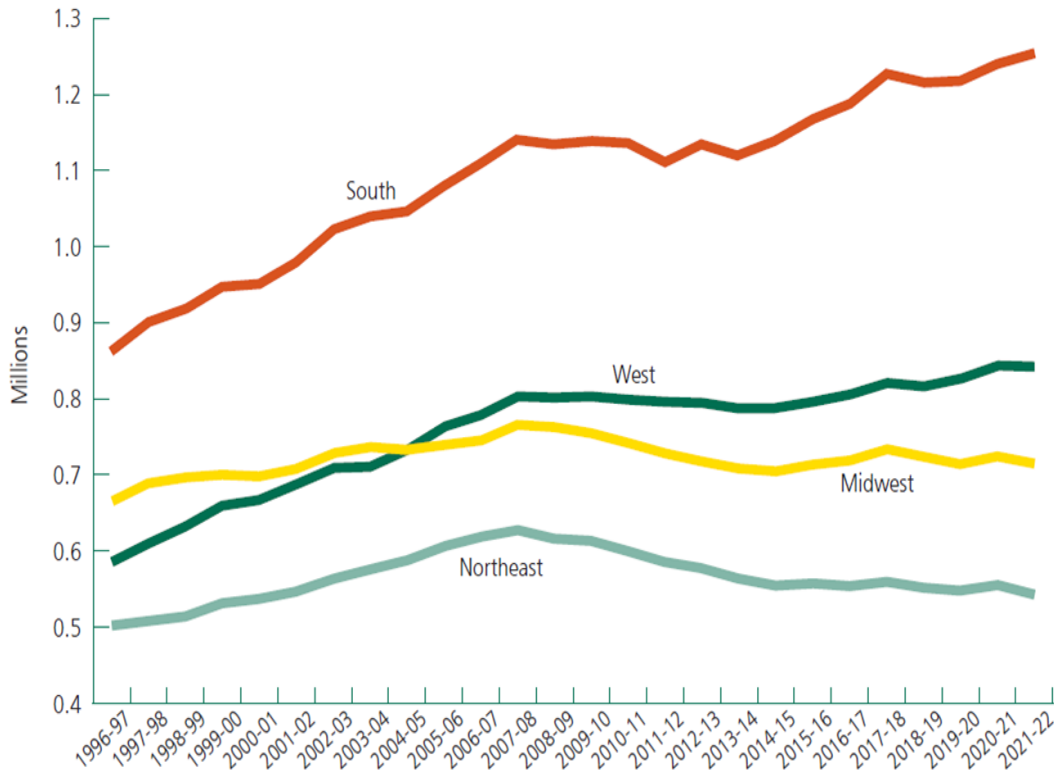Nevada

New Mexico
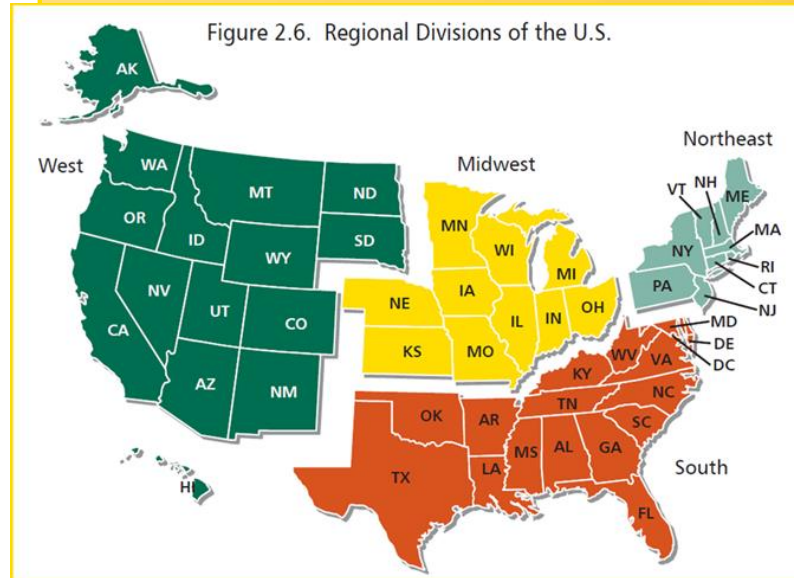
Texas (Non-WUE)

Utah

Washington

TEXAS

Figure 2.7. Public and Nonpublic High School Graduates by Region 1996-97 to 2004-05 (Estimated), 2005-06 to 2021-22 (Projected)

Note: Nonpublic school graduates are projected beginning with the 2003-04 academic year.

Figure 2.6. Regional Divisions of the U.S.

TEXAS 3 YEAR TREND

APPLIED, ADMITTED & ENROLLED TREND 4TH WEEK

	Applied	Admitted	Enrolled
Fall 2015	55	17	7
Summer 2015	11	3	2
Spring 2015	6	2	2
Winter 2015	7	3	2
TOTAL	**79**	**25**	**13**
Fall 2014	36	21	11
Summer 2014	15	3	3
Spring 2014	7	2	2
Winter 2014	11	4	1
TOTAL	**69**	**30**	**17**
Fall 2013	49	15	10
Summer 2013	7	2	2
Spring 2013	11	5	4
Winter 2013	8	3	2
Fall 2012	22	5	1
TOTAL	**75/22**	**25/5**	**18/1**

STUDENTS REASONS FOR SELECTING OREGON TECH

- **Mason Manera:**
- **HOMETOWN:** Lihue, HI
- **MAJOR:** Electrical Engineering
- **WHY OREGON TECH:** I decided to come to Oregon Tech because I wanted to further my education with an interest in engineering and also challenging myself to compete at the collegiate level as a Track and Field athlete. Oregon Tech gave me that opportunity to continue my career as a student athlete.
- **Tiara Gero**
- **HOMETOWN:** Puyallup, WA
- **MAJOR:** Respiratory Care
- **WHY OREGON TECH:** WUE made it possible for me to finance my education and pursue the career that I've always wanted. My class sizes are small, my professors know me by name, and I won't graduate with a lot of debt. Attending college out-of-state has been a great experience and the WUE program made it affordable for me.
- **Danit Hubbell**
- **HOMETOWN:** Ashland, OR
- **MAJOR:** Civil Engineering
- **WHY OREGON TECH:** I learn a lot better in smaller classrooms, so that was a really important factor for me. Then when I visited and toured the campus everyone I met was really welcoming, I didn't just feel like a number and everything clicked and it felt right.
- **Sara Nelson**
- **HOMETOWN:** Hood River, OR
- **WHY OREGON TECH:** After receiving an AA [and doing] some research of different ultrasound programs available on the West Coast, Oregon Tech topped the list! The smaller class sizes and hands-on experience creates an amazing environment for students.

STUDENTS REASONS FOR SELECTING OREGON TECH

- **Caydn Lofton**
- HOMETOWN: Coos Bay, OR
- MAJOR: Software Engineering
- WHY OREGON TECH: I came to Oregon Tech because of the reputation. The software program is the best in Oregon, and the small class sizes means I am able to have a lot of one on one help with any academic challenges. I also wanted to go to a school that had a large focus on producing successful students and Oregon Tech is well known for that.
- **Elaine Li**
- HOMETOWN: Portland, OR
- MAJOR: Vascular Technology
- WHY OREGON TECH: I decided to come to Oregon Tech because it is one of the only schools on the West Coast that offers medical imaging as a 4 year bachelor degree, hands on, and small class sizes.
- **Kevin Baker**
- HOMETOWN: Prospect, OR
- MAJOR: Civil Engineering
- WHY OREGON TECH: I chose Oregon Tech because it has a great reputation, and the hands on learning they offer. I wasn't sure if I wanted to become a civil engineer but at Oregon Tech I knew I would get to know what a civil engineer does on a day to day bases. I also chose Oregon Tech because of its high job placement and its high ranking in the nation for return on investment.

STUDENTS REASONS FOR NOT ATTENDING OREGON TECH

Attending another university/college
- Prefer another institution's location
- Prefer another institution's "fit"

Financial Restraints
- Increases as "reason" later in recruit cycle

Attending Community College
- Seems to be the same with Oregon Promise

THANK YOU

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