Oregon TECH
Oregon Institute of Technology

Meeting of the
Oregon Tech Board of Trustees
Academic Quality and Student Success Committee
Virtually via Microsoft Teams
December 15, 2023
8:30 am – 9:30 am

Academic Quality and Student Success Committee Agenda

1. **Call to Order/Roll/Declaration of a Quorum** (8:30 am) (5 min)
   Interim Committee Co-Chairs John Davis & Vince Jones

2. **Consent Agenda** (8:35 am) (5 min) *Interim Committee co-Chairs Davis & Jones*
   2.1 Approve minutes of the October 10, 2023 meeting.

3. **Reports**
   3.1 Meeting Industry Needs and Workforce Demands Through Strategic Program Development: A case study of the MLT to MLS online degree completion program (8:40 am) (40 min) *Dean Ruth Claire Black, Dept Chair Caroline Doty, & Director Josephine Ness*

4. **Other Business/New Business** (9:20 am) (5 min)

5. **Adjournment** (9:25 am)

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Meeting of the
Oregon Tech Board of Trustees
Academic Quality and Student Success Committee
Virtually via Microsoft Teams
October 10, 2023
9:30 am – 11:30 pm

Academic Quality and Student Success Committee
DRAFT Minutes

Trustees Present:

John Davis, Interim Co-Chair	Vince Jones, Interim Co-Chair	Phong Nguyen
Cec Amuchastegui	David Cauble	Vijay Dhir
Celia Nũnez-Flores	Johnnie Early	

Nagi Naganathan, President (*ex officio*)

Other Trustees in Attendance:
Don Gentry

University Staff and Faculty Present in person:
Abdy Afjeh, Vice Provost for Research and Academic Affairs, Interim Dean of ETM & Acting Provost
Thomas Arce, Director of Student Involvement and Belonging
Ruth Claire Black, Dean of Online Education & Global Engagement
Mandi Clark, Associate Vice President & Dean of Students & Interim VP for Student Affairs
Kim Faks, Coordinator of Student Involvement & Success
Ken Fincher, Vice President of University Advancement & Interim Board Secretary
Lori Garrard, Executive Assistant to VP of University Advancement
John Harman, Vice President of Finance and Administration
Josie Hudspeth, Interim Executive Director of Portland-Metro Student Services
David Groff, General Counsel
Beverly McCreary, Assistant Vice Provost of Faculty Relations
Adria Paschal, Senior Executive Assistant to the President
Dan Peterson, Dean College of Health, Arts & Sciences
Zoe Smiley, Assistant Director of First-Year Experience & Student Engagement
Bryan Wada, Information Technology Consultant 2

1. **Call to Order/Roll/Declaration of a Quorum,** *Interim Chairs Davis and Jones*
   Co-Chair Jones called the meeting to order at 9:39 am. The Board Secretary called roll, and there was a quorum.

2. **Consent Agenda** *Chairs Davis and Jones*

2.1 Approve minutes of the May 30, 2023 meeting.

Minutes for the meeting were approved with no changes noted.

3. **Reports**

3.1 Provost's Report *Vice Provost for Research and Academic Affairs, Interim Dean of ETM & Acting Provost Dr. Abdy Afjeh*

- **Dr. Abdy Afjeh** talked about convocation, the academic affairs faculty and staff search, Northwest Commission on Colleges and Universities (NWCCU) accreditation, academic master plan, funded academic projects and initiatives, and student enrollment.
- **Co-Chair Davis** asked for details on the commendations and recommendations in the NWCCU report. **Dr. Afjeh** stated that the commendations included: a passionate commitment to students, commitment to the mission as a polytechnic university, the design of the student success data dashboard, and the library for its support of student success. The recommendations included: developing decision-making structures and processes documented and publicly available, employing sufficient number of faculty and staff to ensure the integrity and continuity of its academic programs, using an ongoing and systematic evaluation process to inform and refine its institutional effectiveness and assign resources, and providing evidence that its planning process is inclusive.
- A discussion occurred regarding video capture of class lectures.

3.2 Student Affairs *Associate Vice President of Student Affairs and Dean of Students & Interim VP for Student Affairs, Dr. Mandi Clark*

- **Dr. Mandi Clark** shared highlights on Student Affairs, including their goals, position updates and new staff, active and upcoming staff searches, and the launch of the Center for Wellbeing that will support the mental health and wellbeing of the entire campus community to include students, faculty, and staff. **Dr. Clark** provided updates on facilities, Tech Opportunities Program (TRiO), the veteran community, Integrated Student Health Center, the TechNest, Career Services, Student Involvement and Belonging, student government training, SOAR (new students support), and Athletics.
- **Co-Chair Davis** asked for more details on the TRiO program, which **Dr. Clark** provided. TRiO programs are federal outreach and student services programs designed to identify and provide services for individuals from disadvantaged backgrounds.

4. **Action Items**

4.1 None at this time

5. **Discussion Items** *Co- Chairs Davis and Jones*

5.1 NWCCU Accreditation Results *Vice Provost for Research and Academic Affairs, Interim Dean of ETM & Acting Provost Dr. Abdy Afjeh*

- **Dr. Afjeh** discussed the accreditation process and results which included four commendations and four recommendations. There were no non-compliance findings, and all previous recommendations and non-compliance findings from 2016 had been resolved. Trustees engaged in discussion regarding the recommendations.

5.2 SOAR *Coordinator of Student Involvement and Success Kim Faks, and Assistant Director of First Year Experience and Student Engagement Zoe Smiley*

- **Director Thomas Arce** gave an introduction to the SOAR program.
- **Zoe Smiley** and **Kim Faks** shared more details about the SOAR program. SOAR means Support, Opportunities, Academics Success and Resiliency. It focuses on the onboarding of new students and college community integration. They shared details on how it is impacting the Oregon Tech community.
- **Co-Chair Jones** asked questions regarding how SOAR gets students involved in the program.

5.3 Student Success Survey *Interim Executive Director of Portland-Metro Student Services, Josie Hudspeth*

- **Josie Hudspeth** shared work that is being done under the university's strategic plan pillars. She focused on Pillar 1: Student Success. A survey on student success was conducted during convocation.

5.4 Summer Internship at the Institute of Micro and Nanotechnology in FINDER Laboratory, Madrid, Spain *Kyra Morris, Junior in Renewable Energy Engineering*

- **Junior Kyra Morris** talked about her STEM Internship Abroad in Madrid, Spain. She shared details regarding the research she conducted and also the cultural impact it had. She shared the professional, personal and cultural areas of development she obtained.

6. Other Business/New Business *Chairs Davis and Jones*
None

7. Adjournment - 12:13 pm

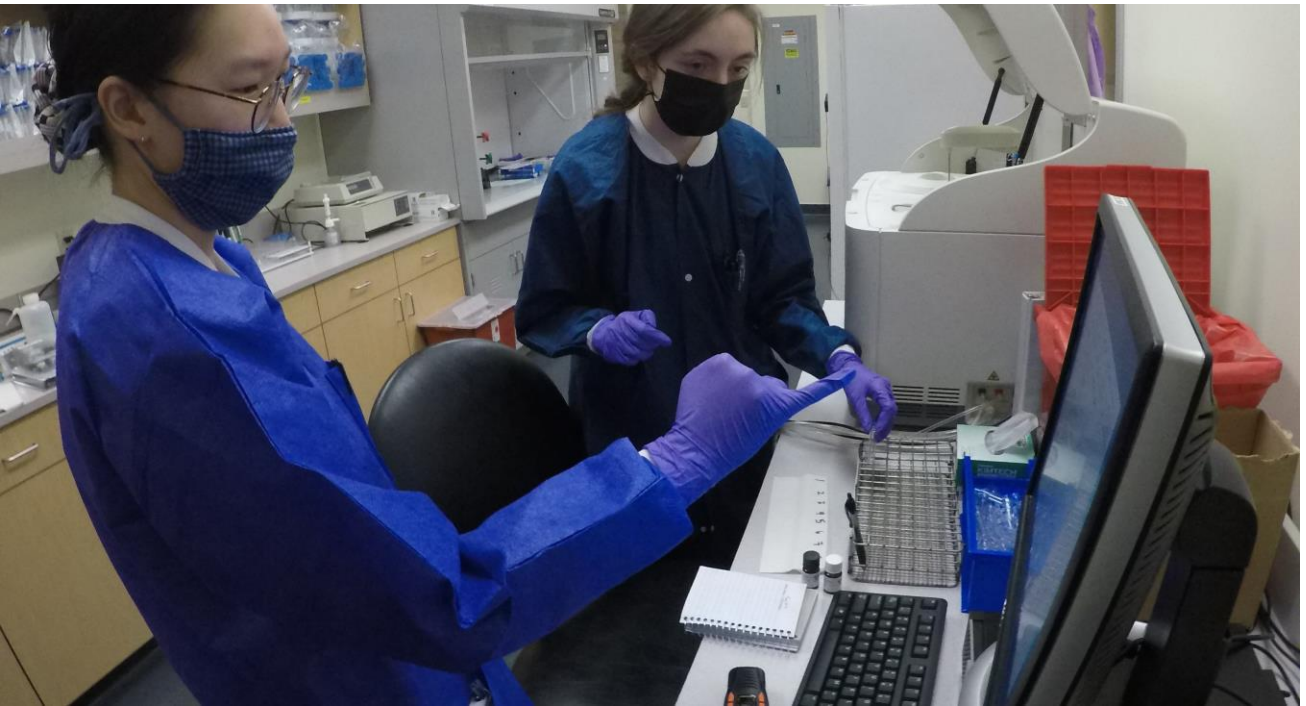
Meeting Industry Needs and Workforce Demands Through Strategic Program Development:

A case study of the MLT to MLS online degree completion program

Oregon TECH

OHSU

Medical Laboratory Science



Medical Laboratory Scientist:

MLS performs laboratory tests to determine the presence, extent and cause of disease

MLS Program

Joint B.S. degree with OHSU

Only MLS Program in Oregon

Accept Pre or Post Baccalaureate students

16-month professional program

(senior year)

Competitive admission

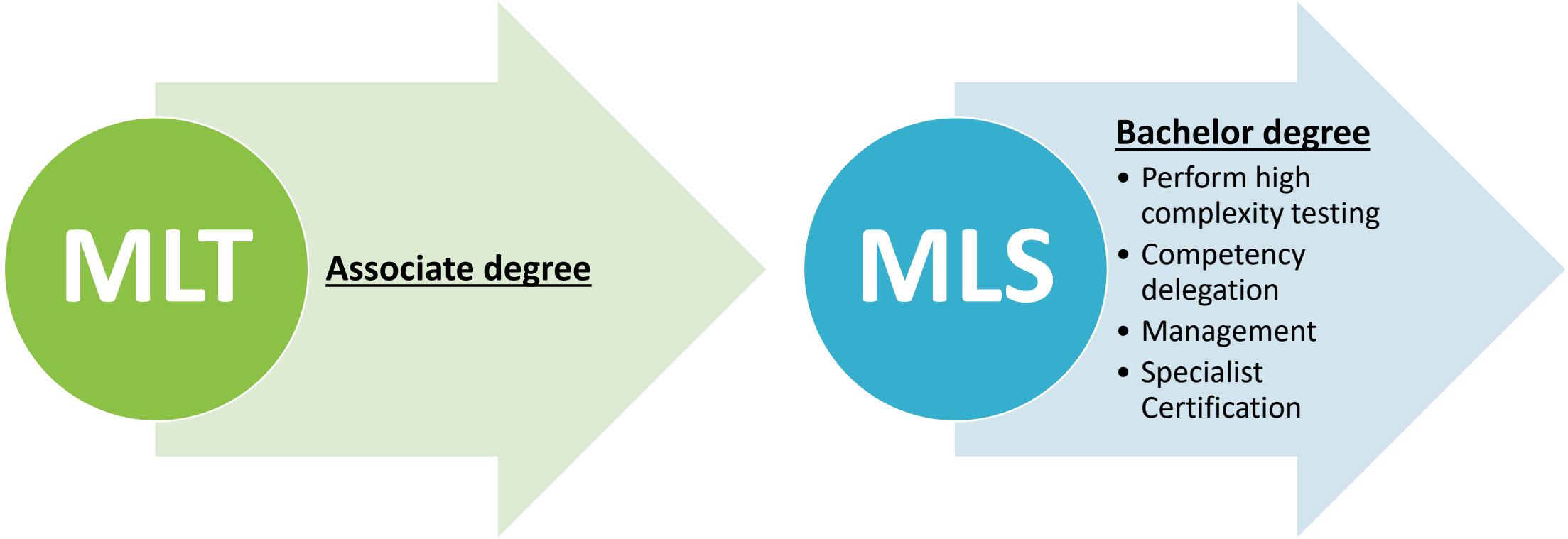
65+ Clinical Sites

10 States

Classes in-person on PM campus

Professions Within Clinical Laboratories

- MLT vs MLS
  - Technician vs Scientist



Path to Online MLT to MLS Degree Completion Program

- Clinical site visit
- Discussion with Advisory Board
- Needs Assessment sent to Clinical Affiliates
- Discussion with Portland Community College *(only MLT program in Oregon)*

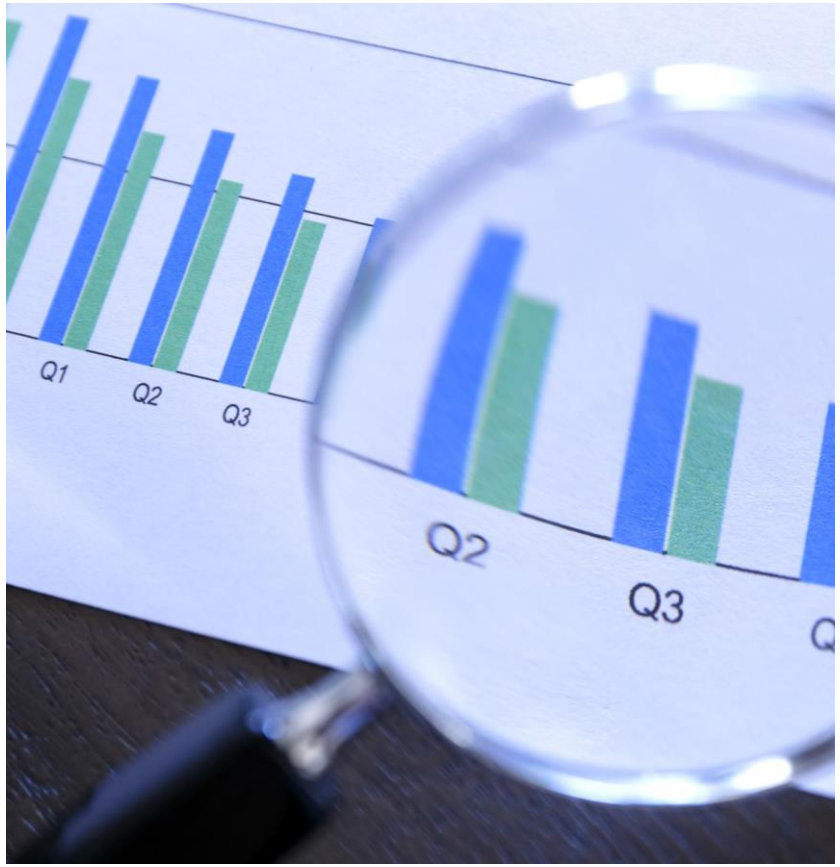
Results of Needs Assessment

37 respondents (~50% rural)

94% felt there was a need for an online MLT-MLS program

19 MLT respondents

- **100%** felt there was a need for an online degree completion program
- **89%** would personally be interested in such a program



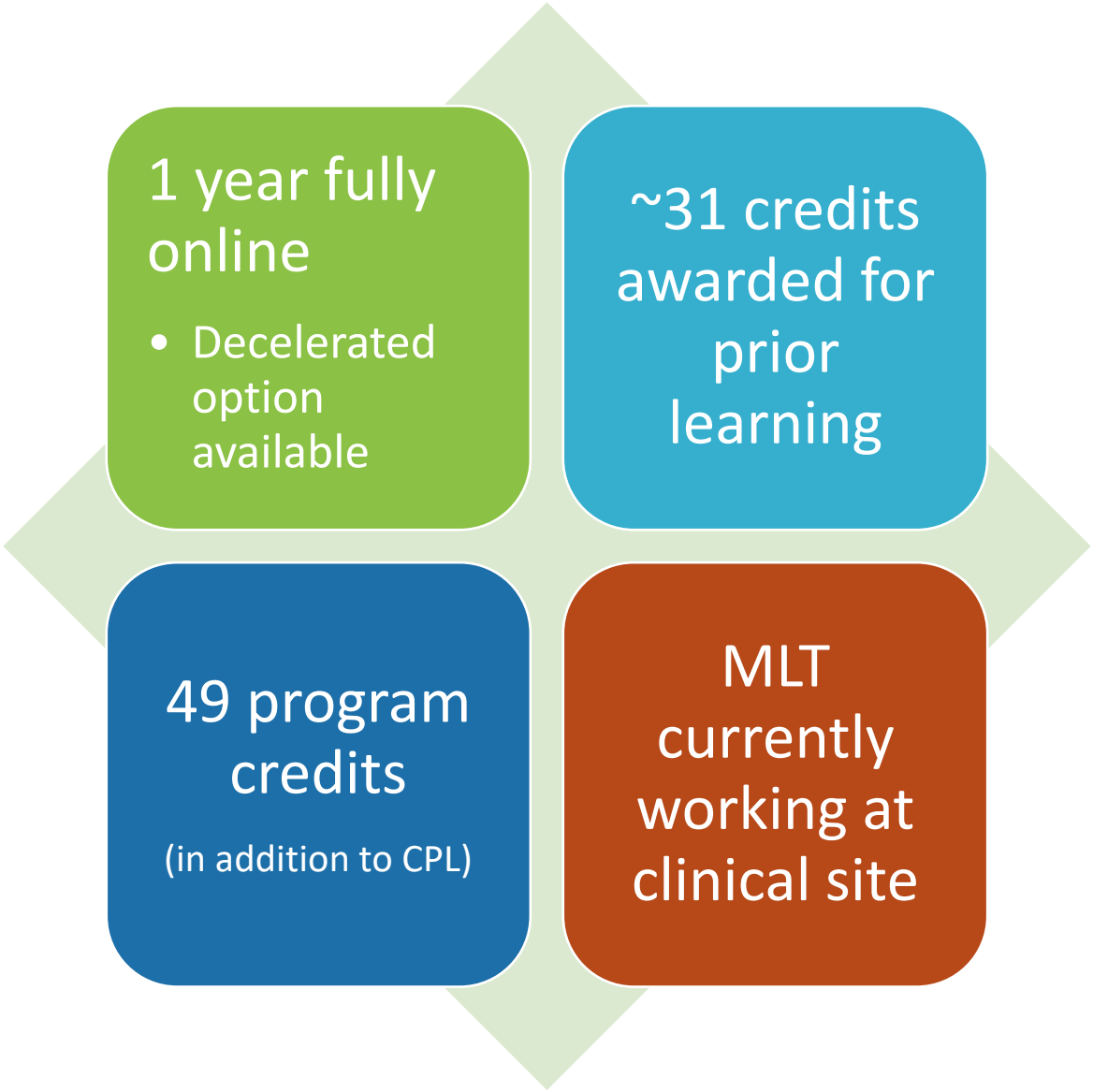
Assessment of Market

26 NAACLS accredited MLT-MLS online programs

No programs on the west coast

Closest program is Weber state- Utah

MLT to MLS Online Degree Completion Program



Quotes from Clinical Sites

"This program greatly benefits our MLT employees and our new MLT graduates who are employees. It allows them to further their education and obtain their certification as MLS. These employees do not have the option to leave our area to attend an onsite school program. Some are single parents who do not have the finances and/or have relatives for daycare saving them expenses. Some have spouses/partners with jobs in this area where the spouse doesn't want to leave their job. We have looked forward to this program's possible implementation for several years."
Cathy Dewey: Asante, Medford OR

"At any given time, we have between 1 and 4 MLT associates in our Lab working on advancing to MLS certification. In their search for options, they tend to find out-of-state colleges that can provide a program that will meet the requirements of such advancement. Being a graduate of the OHSU program in 2001 (just prior to the move to OIT), I can attest to the quality of education offered. OIT has a history of graduating highly educated and well-prepared Laboratorians and this convenient program is sure to be a great asset to students and hospitals in our region. To get an idea of the potential interest from our Techs, I entered just one of our departments to take a poll. Immediately two hands shot up. Barring any tuition concerns, I believe that this program could be a great success."

M Vasser: Adventist, Portland OR

Return on Investment

Students

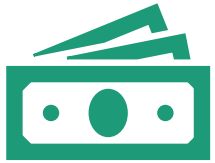
- Income
- Advancement
- Higher pass rate of BOC

Employers

- Fill advanced positions
- Retain employees
- Foster employee growth
- Employee/Employer Partnership

Current Online Efforts

Advertising



$89,000 for general & program-specific advertising

LinkedIn, Facebook, Google Paid Search, Retargeting

Program-specific Advertising

- DH & MIT degree-completion
- Operations Management
- Information Technology
- Healthcare Administration
- Business
- Credit for Prior Learning

Communications Campaign

Outsourced

Inquiry generation campaign

- Prospect identification
- Digital advertising & retargeting
- Emails

Inquiry nurture campaign

- Emails
- Physical mailer

In house

Minimal, but with expansion of Admissions Operations staff, will build out a more robust online applicant and inquiry nurture campaign to complement outsourced campaigns

Marketing Challenges & Solutions

Challenges

- Niche program
- Very specific prospect base
- Adult learners take 6-18 months to decide to return to school

Solutions

1. Utilize existing database of adult learners to deliver ads
2. Identify feeder programs & market there
3. Long-term campaign the duration of decision-making; snowball effect

Marketing Options

Operational & Traditional Recruitment

- Faculty visits to PCC MLT classes
- Webpage development
- Virtual Info Sessions
- Add to Request for Information Form & provide unique response

Cost

All free and done in-house, but time and opportunity cost need to be considered

Marketing Options

Digital Advertising

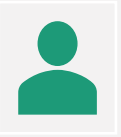
Approximate Cost

Geofencing hospitals, clinical sites, & community colleges

First-person digital ads using existing adult learner database

Expanding existing adult learner online advertising campaign to include program ads

$20,000



$15,000

$17,000

Marketing Options

Paid Search & SEO	Cost
MLT to MLS Google Search	Variable; estimated close to $10,000
Enact SEO Audit with EAB	Built into existing KWALL campaign, but need to consider priorities list

Next Steps

- Promote the program
- Use this program as a stepping stone to develop a fully online MLS program
  - Students without a degree working in a lab
    - Lab Assistants, Phlebotomists, Specimen Processors

Application to Other Oregon Tech Programs

Create **diverse** advisory boards

Complete a needs assessment

- Industry
- Alumni
- Employee
- Rural

Community college engagement/ pathway development

Veteran outreach