

Oregon Institute of Technology Board of Regents Retreat

Strategic Enrollment Management

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Oregon's Polytechnic University

Oregon TECH

SEM 2024-2025 Initiatives/Focus

Audit SEM systems and operations

ROI for all contracts/projects

Integrated efforts in sustaining and growing
PM and KF enrollment

Retention

Cross training

Customer service/response

Resource allocation

Market assessments

Cost management

Transfer pathways

Collaborative cross-departmental
development of Strategic Enrollment Plan

- Integrating various SEM systems (retention, enrollment, admission) to drive effective response to market dynamics and enhance efficiency
- Formalize driving metrics and reporting across all SEM departments: SEM DATA ACCELERATOR
- Collaboration

Banner SIS

Canvas LMS

Civitas Inspire

Slate CRM

Financial Aid/Clearing House



SEM Data Accelerator



Responsive Retention Intervention: Combining data across 5 separate systems to enhance pre-emptive retention practices

Data Driven Enrollment Outline

Admission/Retention Scoring

- Data collection
- Data analysis
- Success Scoring
- Intervention

Outcome

- Reduced risk of melt
- Reduced risk of stop-out
- Increased retention

Data Driven Enrollment Outline...

Highlights

Admissions

- Refine the Course...Not Change
- Let Systems Mature
- ROI, ROI, ROI
- A +1 Approach

Retention

- Proactive not Reactive
- Coaching as Advising
- Positively Affect Engagement via Data Sharing/Reporting

Admission Initiatives

Maintain the Course: Continue Growth

Slate enhancements including application processing, data transfers, usability

Implementation of prospect scoring at recruiter level

Refine name buy strategy to reduce top of funnel population while increasing deposit/enrollment rates.

Reinstate admission presence in PM

**2024/25 Admission Plan available*

Goal: Increased transfer rate matriculation 50% year over year (PM/KF). 5% increase in first-year enrollment across bottom 1/3 of enrolled majors. 3-5% overall first-year, transfer enrollment.

New Enrolled (Fall Applicants Only)

Same Day Comparison

Same Day Comparison

	Fall 2023	Fall 2024
On Campus (Klamath Falls)	395	522
* Freshmen	308	413
* Transfer	79	100
* Post-Bac	2	2
* Graduate	6	7
Online	31	29
Onsite Total	99	53
* Portland Metro	80	42
* Other	19	11
Sub-Total	525	604

Difference	% Change
127	32.2%
105	34.1%
21	26.6%
0	0.0%
1	16.7%
-2	-6.5%
-46	-46.5%
-38	-47.5%
-8	-42.1%
79	15.0%

High School (ACP & HST)	0	3
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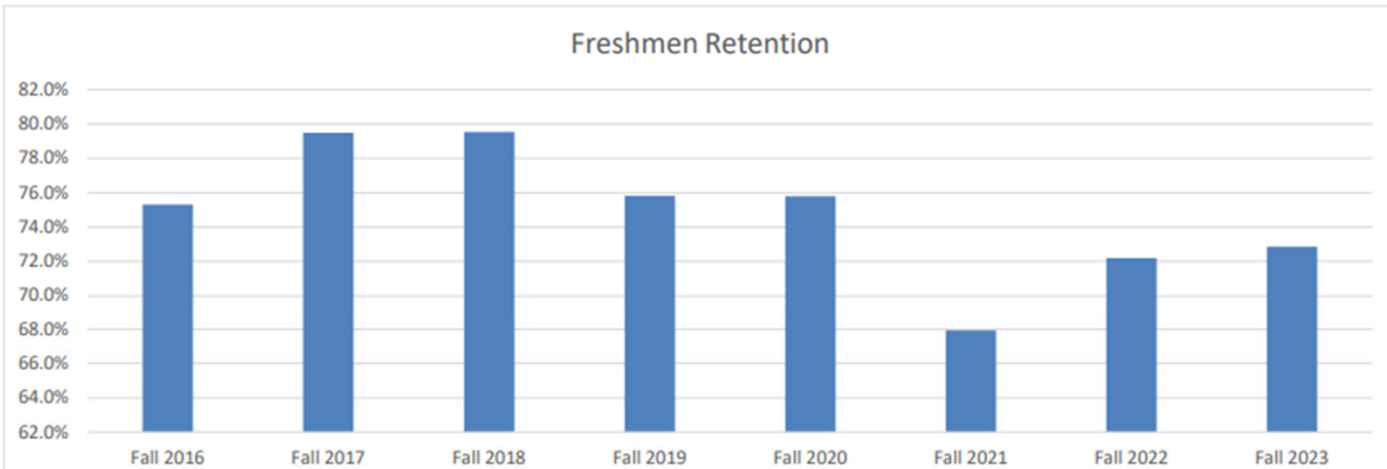
Grand Total	525	607
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82	15.6%
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Oregon TECH

Retention New First-Time, Full-Time Freshmen (Fall to Fall)

November 29, 2023



	Fall 2015 Cohort Returning Fall 2016	Fall 2016 Cohort Returning Fall 2017	Fall 2017 Cohort Returning Fall 2018	Fall 2018 Cohort Returning Fall 2019	Fall 2019 Cohort Returning Fall 2020	Fall 2020 Cohort Returning Fall 2021	Fall 2021 Cohort Returning Fall 2022	Fall 2022 Cohort Returning Fall 2023
Starting Cohort	324	346	303	331	380	424	403	420
Retained Next Fall	244	275	241	251	288	288	291	306
Freshmen Retention	75.3%	79.5%	79.5%	75.8%	75.8%	67.9%	72.2%	72.9%

Retention Initiatives

Summer Start Ambassadors: Utilizing coaching intervention for first year students in combination with peer tutoring

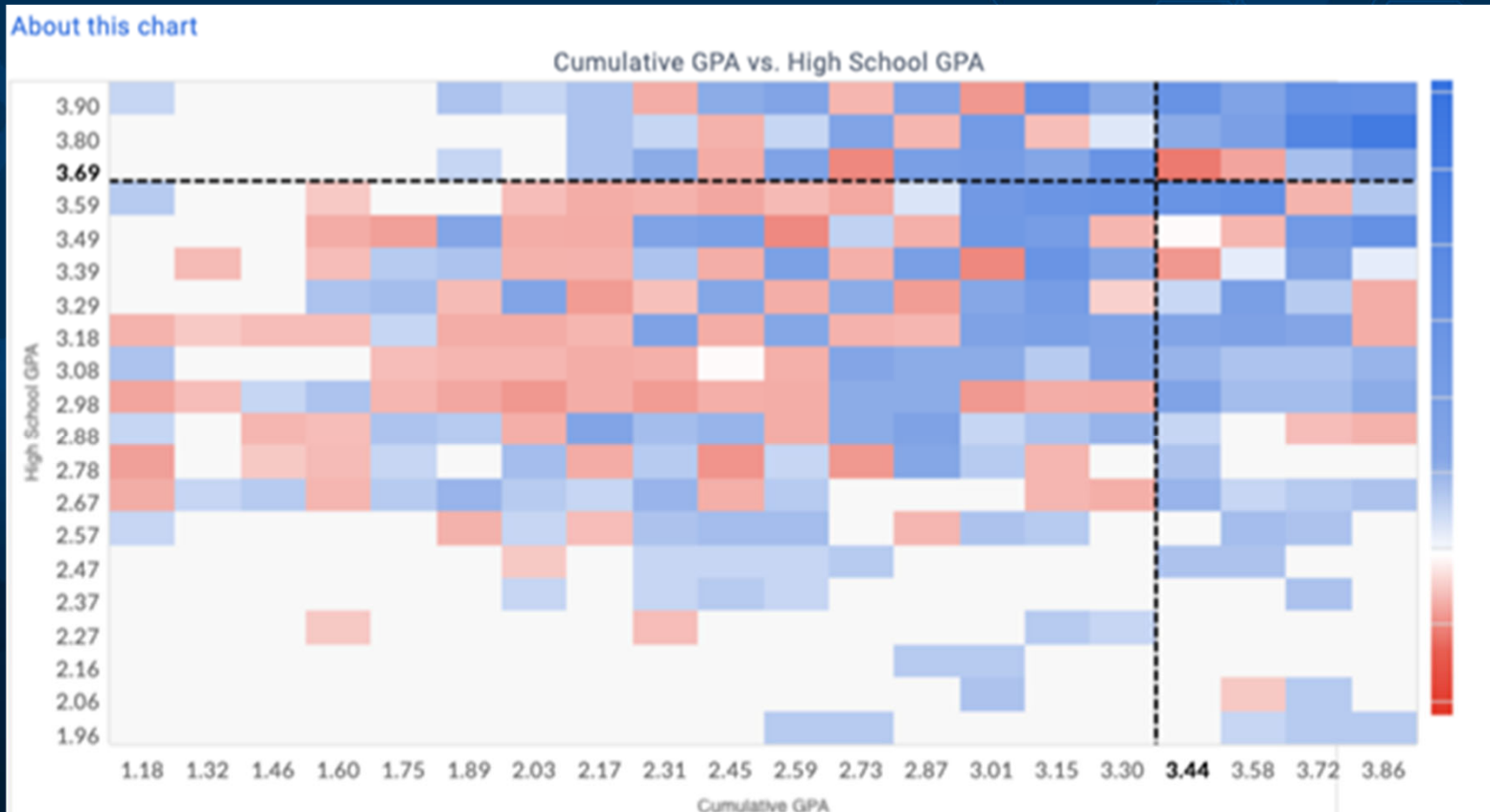
Implementation of Response to Intervention (RTI) model that assesses likelihood of need and continued monitoring of academic supports. Civitas *Inspire* modelling.

Multi-channel communication campaign throughout first-year cycle. Internal marketing to all stakeholders

Strategic allocation of personnel resources and improving utilization rates of student engagement platforms (Canvas, *Inspire*)

Goal: Increased faculty utilization of Inspire documentation and communication by 50% year over year. Such utilization is positively correlated with student academic success.

Retention: OIT Success Quadrants



Retention Initiatives (cont.)

Strategic Enrollment and Academic Responsiveness (SEAR). Continuous collaboration to examine student retention in the context of academic success and devise appropriate pathways to completion as needed.

Expansion of bilingual services in both Admission and Advising to include communications and interactions. Utilize current faculty, staff, and student skill sets.

Implementation of Retention Scoring Model for first-year students

Goal: Align enrollment objectives with academic requirements in a manner facilitating student success. Engage with HAS to restructure mathematics requirements based on academic pathway (statistics vs. calculus).

EXPLORATORY

- **Tuition reciprocity (near county, near state)**
- **Expansion of Programs**
 - **Teacher Education/Certification in STEM fields**
- **Extracurriculars (Sports)**
- **Mid-Term Grades Policy (as an intervention)**
 - **Facilitate academic intervention and support student success**
- **Intersession Courses**
- **Develop the *OREGON TECH PROMISE***