## Oregon Institute of Technology Board of Regents Retreat

**Strategic Enrollment Management** 

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### 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

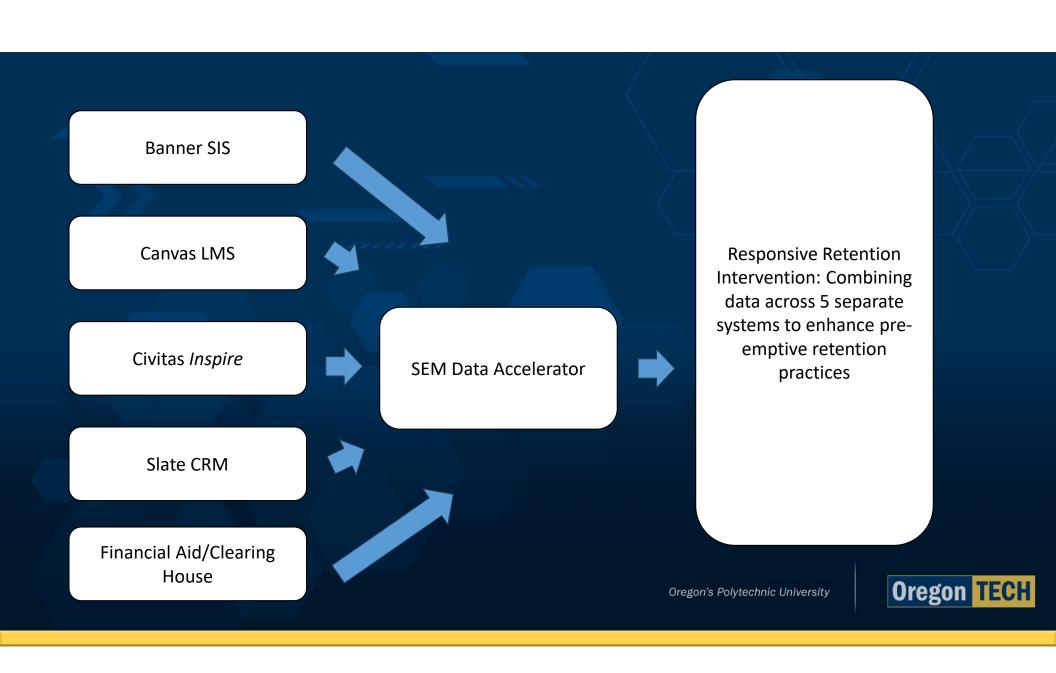
**Cost management** 

**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 ACCELORATOR
- Collaboration





### **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.



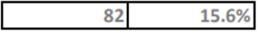
New	Enrolled	(Fall	Appli	cants	Only)

### **Same Day Comparison**

#### Same Day Comparison

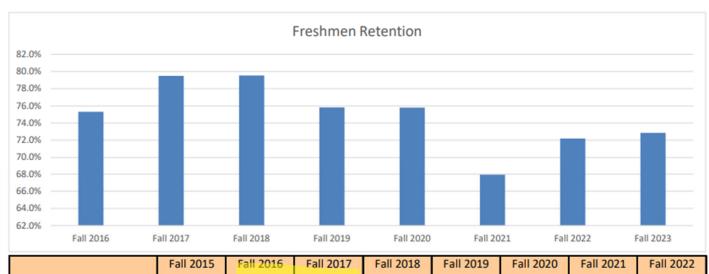
	Fall 2023	Fall 2024	
On Campus (Klamath Falls)	395	522	
* Freshmen	308	413	
* Transfer	79	100	
* Post-Bac	2	2	
* Graduate	6	7	
Online	31	29	
Onsite Total	99	53	
* Portland Metro	80	42	
* Other	19	11	
Sub-Total	525	604	
High School (ACP & HST)	0	3	
Grand Total	525	607	

Same Day Comparison					
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%				
3	-				
0.3	45 60/				



### Oregon TECH

Retention New First-Time, Full-Time Freshmen (Fall to Fall) November 29, 2023



	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
	Cohort							
	Returning							
	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	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.

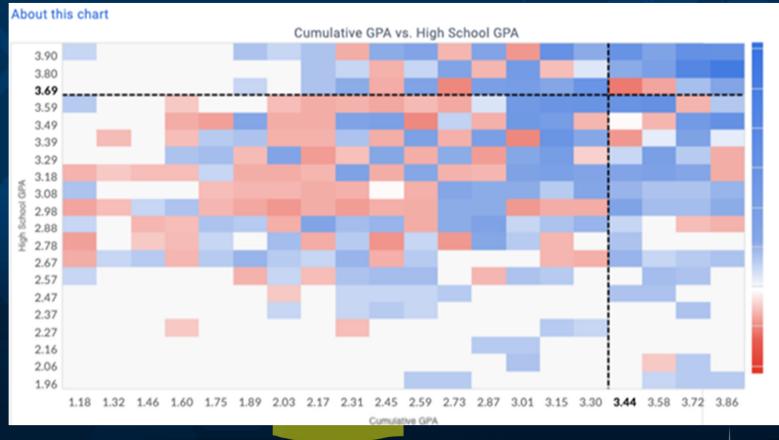
Multi-channel communication campaign throughout first-year cycle. Internal marketing to all stakeholders

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

