

Team Charter: CAS Enrollment

Sponsor: Peter Wordelman

Case For Change: Eastern Oregon University has struggled with leadership and financial instability during the past ten years that has resulted in significant decline in enrollment, retention, and student success. Additionally, state funding of higher education has changed such that a large share of funding, 60%, is awarded on student completion (graduation/degree attainment). Universities with students completing certain degrees, such as STEM fields, receive a kicker. Many once fully enrolled courses in CAS have experienced significant decline with no turn around in sight. It is imperative to the success of the institution that EOU grow enrollment of new students in CAS as well as retain current CAS students. Trends we seek to correct are identified in the TLT Charter.

Purpose:

Together, create and sustain a robust system for enrolling our CAS degree seeking students.

Scope:

- All appropriate modalities of education delivery.
- Enrolling online, onsite, on campus, transfer, non-traditional, and traditional students. Includes undeclared and partner program students.

Constraints:

- Academic quality will not be compromised as a result of this process.
- Admission requirements will remain as stated in Fall 2015.
- Application fees will not be reduced from the stated level in Fall 2015.
- No net new resources added to accomplish deliverables.
- Team members are committed to whatever time is required to accomplish the effort by May 31, 2016.
- We must follow the collective bargaining agreements.

Important People:

- EOU CAS students and faculty.

- Advisors, regional center directors, admissions, **financial aid**, marketing
- Institutional Research (IR) – Holly Chason as a resource.

Key Processes:

- Current recruitment efforts
- Employee communication and engagement
- Shared governance
- Student support: TRiO, Learning Center, grants and scholarships.
- Consideration of Online, Onsite, and On Campus CAS Students
- Admission processes

Milestones:

- Launch CAS Enrollment Sub-Team by Wednesday February 17, 2016
- Identify high impact projects by Wednesday March 9, 2016.
- Launch appropriate secondary teams if necessary by March 23, 2016.
- Adjourn CAS Enrollment secondary teams by May 18, 2016
- Adjourn CAS Enrollment Sub-Team by May 31, 2016

Deliverables:

- CAS FTE enrollment **meet 1250.2 FTE** for new and continuing and **exceed by 84.2 FTE** (approximately 129 HCT) to = **1333.4 FTE** for Fall 2016
- Focus on Transfers and work with Regional Centers to operationalize the pathway pipelines from Community Colleges
- CAS Freshman retention increase to 71% and improve retention at all other levels for Fall 4th Week 2016

Team Members:

- ✓ Cynthia “Sam” Eggert McCumber (Social Science Advisor)
- ✓ Danny Cecchini (Regional Center Director—Bend)
- ✓ Emily Sharratt (Registrar)
- ✓ Jo Hickerson (Science Lab)
- ✓ Kathryn Shorts (Learning Center)
- ✓ Kim Saunders (Admissions)
- ✓ Mandy Griffin (A&L Advisor)
- ✓ Mike Sell (CAS Professor)