

Team Charter:

EDUCATION Enrollment/Retention

Sponsor: Kyle Pfaffenbach

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). It is imperative to the success of the institution that EOU grow enrollment of new students in the Education (ED) and PHYSH depts., as well as continue to retain current College of ED and PHYSH students. Trends we seek to correct:

- First-year freshman retention rate at an eight-year low in Fall 2015.
- Full time student enrollment (FTE) has dropped to a ten-year low.
- Student 4 year graduation rate was 17% and 6-year rate was 34%.
- There is a growing need for certified Teachers in rural communities in the NW and this teacher gap needs to be addressed
- There is a growing need for health and community health professionals
- Currently 14% of students at EOU are students of color

Overall Purpose:

Together, create and sustain a robust system for enrolling and retaining students in the ED and PHYSH depts..

Scope:

- All appropriate modalities of education delivery.
- Enrolling online, onsite, transfer, non-traditional, and traditional 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 ED and PHYSH students and faculty.
- Advisors, regional center directors, admissions.
- Institutional Research (IR) – Holly Chason as a resource.

Key Processes:

- Focus on student life and club promotion to create sense of purpose
- Add to, update, and/or alter current recruitment efforts
- Employee communication and engagement
- Utilize Student support: TRiO, Learning Center, grants and scholarships.
- Consideration of Online, Onsite, and On Campus ED and PHYSH Students
- Admission processes
- Retention of Ed and PHYSH students.
- Utilizing our outdoor environment and location as a key point for enrollment and retention

Milestones:

- Launch EDUCATION 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 EDUCATION Enrollment secondary teams by May 18, 2016
- Adjourn EDUCATION Enrollment Sub-Team by May 31, 2016

Deliverables:

- Increase Fall 2016 enrollment in ED and PHYSH by 102-123 FTE beyond projected 2016 metrics through a combination of enrollment and retention.
- 30% of the increased enrollment (102-123 FTE) will be students of color.

Team Members:

- Sally Jo Mielke (Library Faculty)
- Trisha Harshberger (Admissions)
- Naomi Tuinstra (SSS)
- Kristin Johnson (ED, Leader)
- Kelly Rice (PHYSH)
- Michael Hatch (OUT)
- Manny Castro (Regional Center)