

## Team Charter: College of Business Enrollment/Retention

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**Sponsor:** Gary Keller, Professor College of Business

**Team Leader:** Laura Gow-Hogge, Associate Professor College of Business

### Case For Change:

During the past ten years, Eastern Oregon University has struggled with leadership and financial instability and subsequently significant declines in enrollment, retention, and student success. In this same time period, state funding models for higher education changed, resulting in 60% of current state funding awarded to EOU based on student completion (graduation/degree attainment). It is imperative to the success of the institution that EOU organically increase enrollment of new students in the College of Business as well as continue to retain current College of Business students. EOU trends we seek to address and improve upon include:

- 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 of 17% and 6-year rate of 34%.
- Currently 14% of students at EOU are students of color.

### Overall Purpose:

Together the charter team shall create and sustain a robust strategy for enrolling and retaining students in the College of Business (undergraduate and graduate levels) and explore new opportunities to expand the COB's degree, program and delivery products.

### Scope:

- All appropriate modalities of education delivery (on-campus, on-site, hybrid, and on-line) shall be considered.
- All targeted populations of students (traditional/non-traditional, rural, regional, transfer students, Portland-metro, etc).
- All degrees offered by the College of Business including: BS in Business Administration, BAS in Business Administration, BS in Fire Science Administration, BS in Emergency Service Administration, and the Masters of Business Administration (MBA).

### 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:

- COB faculty, staff, administrators, students and alumni.
- EOU staff including advisors, regional center directors, admissions, and student success
- EOU Administration including Institutional Research (IR) and Registrar's Office

### Key Processes:

- Focus on student life and club promotion to create sense of purpose for on-campus students
- Provide a sense of belonging and commitment to COB students regardless of modality
- Add to, update, and/or alter current recruitment efforts
- Add to, update, and/or alter current retention efforts
- Increase employee communication and engagement for recruiting and retention outcomes
- Provide prescriptive scheduling and synchronized course offerings for student success
- Target freshmen and at-risk students for intervention
- Utilize Student support: TRiO, Learning Center, grants and scholarships
- Review current degree offerings for developing appropriate niches and demand for COB.

### Milestones:

- Launch COB Enrollment Sub-Team by Wednesday February 17, 2016
- COB Charter Team first meeting by February 26, 2016.
- Identify Retention and Recruiting Sub-teams by February 26, 2016.
- Identify high impact project ideas by March 1, 2016.
- Determine high impact projects to move forward on by Wednesday March 9, 2016.
- Launch recruiting and retention Sub-Teams for implementation of high impact projects by March 11, 2016.
- Adjourn COB Charter Team by May 31, 2016

### Deliverables:

- Increase Fall 2016 enrollment in COB across all modalities and degree offerings by 136 Headcount (102 FTE) beyond current projected 2016 metrics through a combination of enrollment and retention strategies determined and implemented by the COB charter team.
- Increase COB freshmen, sophomore, and transfer student retention rates.
- Focus on increasing enrollment of students of color to contribute to EOU's goal of 30% composition of student body by the fall of 2016.

### Team Members:

- Laura Gow-Hogge (Leader), Associate Professor of Business
- Marc Duncan, Associate Professor of Business
- Scott McConnell, Assistant Professor of Business
- Ashley Walker, Assistant Professor Business
- Wilson Zehr, Assistant Professor of Business
- Jacelyn Keys, EOU Regional Center Director – Pendleton/Hermiston
- Kathleen Brown, Student Success Coordinator

- Meghan Counsell, Academic Advisor Colleges of Business and Education
- Genesis Meaderds, Admissions Counselor