

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 improve retention and student success while also growing enrollment. EOU is committed to serving our students and providing access to an outstanding educational experience for students in the region, the state and the Pacific Northwest. Trends we must correct include the following.

- FTE enrollment dropped to a ten-year low of 2,274 in Fall 2015. This represents a 22% drop in FTE enrollment in the last five years (2,906 in F'11)
- Student headcount has dropped by 810 (19%) from 4,298 to 3,488 since F'11.

PURPOSE:

- Recommend changes and new initiatives to increase enrollment.

SCOPE:

- Recruitment of all student types for all modalities
- Campus wide forms of recruitment

CONSTRAINTS:

- Admission requirements will not be lowered
- Application fees will not be reduced/removed as it is currently published
- No net new resources added to accomplish deliverables.
- Team members are committed to whatever time is required to accomplish the efforts by December 16th
- We must follow the collective bargaining agreements.
- Fall 2016 Admissions Application Deadline is Sept. 1st

IMPORTANT PEOPLE:

- Office of Admissions Staff
- Institutional Research Staff
- Athletics, Academic Advisors, and Faculty
- Residence Life Staff
- Student Services Staff
- Financial Aid/ Scholarship Staff
- University Advancement Staff
- ROTC/Veteran Services

KEY PROCESSES:

- Evaluate current campus wide recruitment efforts
- Evaluate and recommend changes to increase yield efforts from applicant to enrolled student
- Propose strategies for long term recruiting efforts
- Employee communication and engagement in recruitment efforts
- Consideration of First Generation and Multicultural recruitment strategies

TLT Round 2 Sub-Team Charter: Recruitment

MILESTONES:

1. Launch Recruitment Sub-Team by Friday July 15, 2016
2. Invite Faculty to participate in Recruitment Charter After Sept. 19th 2016
3. Adjourn CAS Enrollment Sub-Team by December, 16th

DELIVERABLES:

1. Identify high impact recruitment strategies for an additional 125 Online/Onsite or Transfer students for Fall 2016 by August 19th 2016
2. Discuss and make recommendations on current fee remissions/EOU Scholarships by August 31st 2016
3. Create a recruitment plan for culturally diverse students by Oct. 1st 2016
4. Increase Yield of Applied to Enrolled from 34% to 50% for Fall 2017
5. Discuss and make recommendations to increase campus visitors and preview day programs by 30-40% Nov. 30th 2016
6. Sponsors/Team Leaders of round two will have regular check in meetings

TEAM MEMBERS:

- Sponsor – Gina Galaviz-Yap
- Co Team Leader/Faculty – Peter Wordelman
- Co Team Leader/Regional Director – Danny Cecchini
- Financial Aid & Scholarships - Sandy Henry
- Student Services - Bennie Moses
- Athletics – Betsy Westerman
- University Advancement - Chris Jennings
- Housing - Jeremy Jones
- Faculty - Alysia Cohen