

Recruitment Charter Update 12/5/16

Identify high impact recruitment strategies for an additional 125 Online/Onsite or Transfer students for Fall 2016 by August 19th 2016

- We reached out to Fully admitted students for Fall 2016, and had the financial aid counselors call them in order to help wrap up any final details. The list was about 175 students. Most of which resulted in voicemails and follow up conversations. The FA staff also sent an email to every caller. 41 received email only, 49 had conversation, 24 had already registered,
- Looked at the possibility of sending a message to inquiries close to the regional centers to look at online education as an option.
- Admission Counselors reached out to the early admitted transfer students (52) to get them to complete the admissions process for fall 2016.
- Ad for “It’s not too late to apply” was created and generated 40 more inquiries.

Discuss and make recommendations on current fee remissions/EOU Scholarships by August 31st 2016

- Three proposals have been created. One for transfer students, a request to remove SAT/ACT scores from the matrix, and the other first time freshman. Drafts have been attached at the end of this document.
- The main driving force for these scholarships requests is to build relationships with High Schools, and community colleges in the state of Oregon
 - More research is needed and further numbers need to be analyzed
 - Sub committee is being formed, to further analyze data to see if proposals are a viable choice to move forward. Sandy H. requested this committee to form with possible start date of November. The committee is also going to look at tuition as fee remissions and tuition are related

Create a recruitment plan for culturally diverse students by Oct. 1st 2016

- EOU marketing plan draft was created in increase the visibility of underrepresented students on our campus. See attachment.
- Push to increase visibility of OTP with admissions, marketing, and other partners
- Bennie is going to have her current Island students send out a letter to tell prospective island students what it’s like to be an EOU student.
- During Bennie’s trip to Micronesia she pushed WUE as an opportunity for schools to participate in
 - Guam signed with WUE, Micronesia hesitated and has concerns, Palau and their community college are considering to join

Increase Yield of Applied to Enrolled from 34% to 50% for Fall 2017

- We are having a closing conversations on who is considered to be the closer for these students between admissions and advisors.
- Personalized Communication (post card/letter) from Faculty to admitted seniors may increase yield
- Invite current students in the residence halls to go visit their high school during winter break to share more about EOU

Discuss and make recommendations to increase campus visitors and preview day programs by 30-40% Nov. 30th 2016

- Geo-Market ads have been pushed through social media
- Residence life has encouraged current residents to invite a student to participate in a preview day students will receive a t-shirt
- Reached out to key schools to invite to bring a bus of students
- Banner on website, reach out to campus community and local community
- Conversation about including lecture visits for groups and daily campus visits and the importance of providing transportation stipends to groups/high schools to visit.
- Invited the Observer to do a story on Preview Day to help bridge the community and EOU
- Results for the November 5th Preview day, we had 79 students attend not counting the HS groups. In the past we have had 20-30 student's show up for preview days.
- Require 3rd party groups to include a tour/presentation with in their contracts when they host events on campus.
- See General campus visit report that is attached for compared view of Fall 2015/Fall 2016 visits.

Sponsors/Team Leaders of round two will have regular check in meetings

EOU Marketing Diversity Recruitment Plan <>DRAFT<>DRAFT<>DRAFT<>

Situation Analysis

In an effort to increase the overall enrolled number of culturally diverse students the recruitment charter team is creating a plan to reach and better communicate, inform, and serve a growing number of culturally diverse students.

Objective

- Enhance recruitment strategies for culturally diverse students and improve overall yield of enrolled students for Fall 2017.

Overall Strategy

Look at current programs and services options for culturally diverse students and work with those responsible for the programs to better communicate opportunities, assistance, and support for this student population. Bring current students of diversity to the forefront and

- Survey current culturally diverse students to understand why EOU is a fit for them
- Leverage student testimonials to use in marketing materials
- Improve / enhance *BIENVENIDOS* recruitment campaign with Admissions
- Improve / enhance outreach to Native American populations
- Investigate OTP and identify how to improve or enhance program visibility
- Partnerships with International recruitment entities to drive more international applications

Timelines

Outcomes

Sep-15

Campus Visitor Data

Visitor Data Category	Totals	% of Attended/Registered	Visitor Data Category	Totals	% of Attended/Registered
Registered Visitors	11		Registered Visitors	13	
Actual Student Visitors	9	81.82%	Actual Student Visitors	8	61.54%
First-Time Freshman	5	55.56%	First-Time Freshman	6	75.00%
Transfer Students	2	22.22%	Transfer Students	2	25.00%
Students of Color	2	22.22%	Students of Color	1	12.50%
Guests	12		Guests	6	
Cancel	2	18.18%	Cancel	3	23.08%
No-Shows	0	0.00%	No-Shows	2	15.38%
Out-of-State Visitors	3	33.33%	Out-of-State Visitors	4	50.00%
In-State Visitors	5	55.56%	In-State Visitors	4	50.00%
Candidate/Misc. Tours	0		Candidate/Misc. Tours	7	

Sep-16

Campus Visitor Data

Oct-15

Campus Visitor Data

Visitor Data Category	Totals	% of Attended/Registered	Visitor Data Category	Totals	% of Attended/Registered
Registered Visitors	26		Registered Visitors	27	
Actual Student Visitors	20	76.92%	Actual Student Visitors	25	92.59%
First-Time Freshman	11	55.00%	First-Time Freshman	23	92.00%
Transfer Students	1	5.00%	Transfer Students	2	8.00%
Students of Color	1	5.00%	Students of Color	4	16.00%
Guests	26		Guests	43	
Cancel	4	15.38%	Cancel	1	3.70%
No-Shows	2	7.69%	No-Shows	1	3.70%
Out-of-State Visitors	12	60.00%	Out-of-State Visitors	12	48.00%
In-State Visitors	8	40.00%	In-State Visitors	13	52.00%
Candidate/Misc. Tours			Candidate/Misc. Tours	8	

Oct-16

Campus Visitor Data

Nov-15

Campus Visitor Data

Visitor Data Category	Totals	% of Attended/Registered	Visitor Data Category	Totals	% of Attended/Registered
Registered Visitors	31		Registered Visitors	45	
Actual Student Visitors	22	70.97%	Actual Student Visitors	35	77.78%
First-Time Freshman	19	86.36%	First-Time Freshman	32	91.43%
Transfer Students	3	13.64%	Transfer Students	3	8.57%
Students of Color	2	9.09%	Students of Color	12	34.29%
Guests	30		Guests	34	
Cancelers	9	29.03%	Cancelers	9	20.00%
No-Shows	0	0.00%	No-Shows	1	2.22%
Out-of-State Visitors	6	27.27%	Out-of-State Visitors	12	34.29%
In-State Visitors	16	72.73%	In-State Visitors	23	65.71%
Candidate/Misc. Tours	0		Candidate/Misc. Tours	11	

Nov-16

Campus Visitor Data

Proposal #1

EOU Fee Remission Scholarships

Name of Scholarship ***“EOU Regional Connection Award”*** (on campus only)

Purpose:

Work with school counselors or ASPIRE counselors to identify future EOU students. The main criteria is that the student meets the 2.75 GPA requirement and be early admitted. By having school districts award the scholarships, it will strengthen our relationships with each of the districts below and allow us to identify potential students who will actually enroll. These particular fee remissions will not be re-awarded if the student does not attend.

Award Amount:

\$1500 per student for one year and awarded by each school district by Feb. 1st.

Award outline:

Targeted 5A and 6A schools will award 4 scholarships per year.

Targeted 4A schools will award 3 scholarships per year.

Targeted 1A, 2A, 3A schools will award 2 Scholarships per year.

Process:

Identify School districts who would like to participate.

- a. Letter from the EOU President (sample letter still needs to be written)
- b. Identify school counselors or ASPIRE counselors that would be willing to participate
- c. Define process for getting schools/counselors to “opt-in.”
- d. Write the plan for admission counselor or other EOU staff to do follow up contacts.
- e. Long term, would be to host an on campus event for the school counselors or ASPIRE coordinators during the summer or early fall.

Still Needed:

1. For the 2017-18 school year, the “opt-in” date will be Dec. 1st.
2. Identify a potential \$ figure based on the number of target schools (see list below)
3. Rewrite proposal for presentation to TLT sponsors.

Based on consultation with the admissions office, the following schools will be targeted for the 2017-18 school year.

6A (4 scholarships for each school)

Aloha, Glencoe, Sunset, David Douglas, Gresham, Reynolds

5A (4 scholarships for each school)

Parkrose, Redmond, Hermiston, Hood River Valley, Pendleton, The Dalles

4A (3 scholarships for each school)

Scappoose, Crook County, Madras, Molalla, Baker, La Grande, Mac-Hi, Ontario

3A (2 scholarships for each school)

Rainier, La Pine, Burns, Irrigon, Nyssa, Riverside, Umatilla, Vale

2A (2 scholarships for each school)

Culver, Heppner, Pilot Rock, Stanfield, Weston-McEwen, Elgin, Enterprise, Grant Union, Imbler, Union

1A (2 scholarships for each school)

Triangle Lake, Arlington, Condon, Dufur, Cove, Echo, Joseph, Crane, Dayville, Lone, Spray, Nixyaawii, Pine Eagle, Powder Valley, Wallowa, Monument, Prairie City, Ukiah

Target and Cost:

The program listed above targets 56 schools with a potential return of 144 on campus students. The total maximum cost would be \$216,000 in fee remission dollars if all schools opted in and all students attended.

Rationale for implementation:

- a. Program focuses on schools where EOU has already been successful
- b. Program empowers our relationship with regional school districts
- c. Program is more aggressive than the current ASPIRE fee remission program provided by WOU
- d. Program will develop a long lasting pipeline of students from all districts who elect participate.

Proposal #2

Transfer 2 year degree award (On campus and Online/onsite students)

Name of Scholarship: ***EOU Pathway Award***

Award a \$1,000 fee remission scholarship to all students who have completed an AA, AAOT or other 2 year degree. If a student is Dual-Enrolled, the scholarship would be \$500 for the first year and \$500 upon completion and transfer of the 2 year degree. This is a one-time award and would be in addition to the current transfer fee remission awards.

Rationale:

This award will strengthen our relationships with our regional community colleges. It will convey that we want the students to transfer to EOU once the 2 degree has been completed. Since community colleges will be under the same funding model for successful completion, we will be able to act as a partner and encourage completion of the 2 year degree.

Questions:

- a. Should this program apply to only 2 year degrees from Oregon Community Colleges?
- b. Can we tie this program directly to our Pathway transfer program
- c. Program should also include full 2 year (or more) academic plan for degree completion

Cost:

The cost of such a program is not known at this time. Transfer data will need to be pulled to define what the possible cost might be.

Proposal #3

University Scholar Matrix

Eliminate all SAT/ACT scores from the University Scholarship matrix, thus eliminating the need for our students to take the SAT or ACT exam.

Rationale:

After reviewing scholastic reports and scholarships from multiple regional Universities, we determined they all look very similar. The students with the highest GPA and highest test scores get the most money.

We also determined that EOU cannot or in general does not compete very well for the students in the highest academic bracket. The TLT committee believes that we need to find a way to leverage the matrix, to target the students that are at a lower level of the matrix but still have a strong high school GPA.

The main point is that we need to build a scholarship matrix that is built for our first generation college students as well as a tool that serves the students in our region. We also believe that we cannot compete for students at the highest level of the matrix, but we can compete by offering more money at the lower levels. We cannot use a traditional model to successfully recruit 1st generation and under-represented future EOU students.

Challenges:

- a. How do we control costs of such a program?
- b. If test scores are eliminated, what other criteria will be used in the evaluation process? (Current suggestions included a written essay, video essay or live interview)
- c. Staff time to implement such a program
- d. This would take a complete revision of our current system

Positive Outcomes:

- a. Simplicity and cost for our future students
- b. Students who have not taken the SAT/ACT may be more likely to apply
- c. Positive press?
- d. We would be designing a program that is directly linked to the students we always identify as the students we are trying to serve.