

Purpose:

The purpose of this scope is to establish a five-year framework with targets and action plans for realizing Goal 5, Objective 1, KPIs 1 and 2 of the 2017 EOU Strategic Plan.

Goal 5: Relevance and Interconnection – Serve as the educational, economic, and cultural engine for rural places

- 1. KPI 1: MAXIMIZE TRANSFER STUDENT CREDIT ARTICULATION**
- 2. KPI 2: INCREASE MATRICULATION OF REGIONAL HIGH SCHOOL STUDENTS**

Objectives:

- To review with Registrar existing transfer credit policies for clarity and to identify any gaps per HB on credit transfer (APEL, ASL, direct transfer agreements, articulation agreements, CLEP, AP, International Baccalaureate, etc.)
- To establish an *efficient* mechanism for receiving competency-based credits or translating such proficiency into credits.
- To establish short, mid, and long-term actions focused on strategic high school recruitment

Work Definition:

Sarah Witte is the sponsor for Strategic Goal 5, Objective 1, and KPIs associated with maximizing articulation of credits for transfer (KPI 1) and increasing matriculation of regional high school students (KPI 2). **David Vande Pol is the co-lead** for cultivating educational partnerships that result in maximizing articulation of transfer credits with community colleges and other entities that grant credit (like ASL) and **Dan Mielke is the co-lead** in spearheading faculty relationship-building and recruitment in the high schools through established Eastern Promise networks (formerly known as PLCs) and emerging opportunities identified by clinical practitioners in the field (Rhonda Fritz and John Knudsen-Martin) and lead faculty member for Oregon Teacher Pathways (Tawnya Lubbes). Together, David and Dan will work to develop an efficient framework for cultivating and tracking enrollment pipelines from community colleges and regional high schools.

Stakeholders:

- EXPANDED DEANS' COUNCIL (INCLUDING IR AND RO)
- INTER-COLLEGE COUNCIL
- VPSA AND ADMISSIONS DIRECTOR
- ROI CENTER DIRECTORS
- EP COORDINATOR
- UA MARKETING TEAM

Deliverables/End Products:

- **5-year strategic recruitment plan for community college transfers**, including any policies for competency-based conversion to credit with associated short-, mid-, and long-term targets, calendar and accountability matrix for KPI actions. Recruitment plan might include rebranding

online as inclusive (not exclusive), focused on workforce-ready degree completers, CC-partner brand, etc.

- **5-year strategic recruitment plan for regional high school students**, including short-, mid-, and long-term targets, calendar and accountability matrix for KPI actions. Short-term actions might include High School Fast Tracks to EOU and Career; mid-term actions might include Eastern Promise 2.0 online college, with a firm set of online courses and a facilitator in the high school; long-term actions might include a “university college concept” for underprepared students (flexible or welcoming enrollment) with an intensive preparatory year designed to close the achievement gap with no additional time to degree.

Key Milestones:

- **Work with University Advancement** on short-term projects related to HS Fast-Tracks and early branding of partnership with CCs at CC Transfer Day in October (August-September 2017)
- **Plan Transfer Day at Regional Centers**—August-September 2017 (Vande Pol and ROI)
- **Develop and roll out** short-term “High School Fast-Tracks” to EOU majors/careers (from CTE and/or dual credit programs) at Hermiston, Baker, Ontario, and La Grande (October-November 2017)— intend to present to Admissions, Superintendents, School Boards and others.
- **Enroll stakeholders**—October 1, 2017
- **Present 5-year recruitment plans to Expanded Deans Council and UA Marketing Team**—end of October 2017
- Identify and mitigate policy/practice **gaps and barriers to credit transfer with Registrar and/or relevant governance committee**—October 31, 2017 (see task force inventory of barriers, May 2017)
- Create and publish **Calendar of Actions** for November 2017-April 2018
- Create and monitor **accountability matrix** associated with KPI-related actions

Constraints:

1. Actions should be incorporated whenever possible into regular work routines
2. Motivational stance should be to work differently: instead of X, not on top of X

Key Assumptions:

- Resources currently dedicated to HS and CC need to be leveraged in innovative and energized ways to build future enrollment pipelines to EOU degree programs
- Sponsor, Co-Leaders, and stakeholders inform themselves about local, state and national enrollment data, trends, and employer needs as well as prognostications on the future of enrollments from community colleges and high schools
- Academic and Student Affairs need to work hand-in-glove with marketing to realize enrollment goals on a year-to-year basis
- Deans seek new enrollment markets and feedback from stakeholders and commit to relevant updates to existing degree programs