



# Advising Charter

## Jun – Dec 2016

**Team Sponsor (TLT):** Tressa Seydel

**Team Leader:** Wilson Zehr

**Team (the talent):**

Karen Wilburn

Marianne Sipe

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Naomi Tuinstra

Kaki Morehead

Will Lehnertz\*

Mandy Johnson

Sam McCumber

Vicky Romano\*

**Special Guests:**

Luke Aldrich

Holly Chason

Kathleen Brown

\* Technology & Tools Sub-team

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Eastern Oregon University





# Advising + Retention Charter

## Jun – Sep 2016

### Milestones:

- Launch Advising Sub Team by Friday, July 15, 2016
- Identify short-term high impact projects by Wednesday, July 27, 2016.
- Identify and launch secondary efforts as necessary by September 15, 2016.
- Adjourn Advising Sub Team by December 16, 2016

### Deliverables:

- Increase Fall 2016 Off Campus enrollments by 75 HC, 50 FTE over trend
- Increase second year retention of On Campus Fall 2015 FTF Cohort to 60%  
Current Projection: 41%  
= 60 HC, 53 FTE over trend
- Increase second year retention of Off Campus Fall 2015 Transfer Cohort to 75%  
Current Projection: 65%  
= 32 HC, 20 FTE over trend
- Create Project Plan for Fall 2013 FTF Cohort Completion  
Current retention at 44% - 40% is TLT Deliverable



# Fall Applications Entire University (Fall 2016)

Report Date: 01-AUG-2016 ALL CAMPUSES

	2016				2015				Percent Change
	Oregon Resident	Non-Res US	Internat'l	Total	Oregon Resident	Non-Res US	Internat'l	Total	
<b>TOTAL APPLICATIONS</b>									
First-Time Freshmen	912	751	50	1,713	921	731	18	1,670	2.6%
Undergraduate Transfers	323	210	26	559	328	260	11	599	-6.7%
<i>Total Undergraduates</i>	1,235	961	76	2,272	1,249	991	29	2,269	0.1%
<b>ADMITTED - NOT CANCELLED</b>									
First-Time Freshmen	637	408	3	1,048	445	307	1	753	39.2%
Undergraduate Transfers	229	120	17	366	221	135	8	364	0.5%
<i>Total Undergraduates</i>	866	528	20	1,414	666	442	9	1,117	26.6%
<b>IN PROCESS</b>									
First-Time Freshmen	173	256	43	472	297	302	14	613	-23.0%
Undergraduate Transfers	79	74	6	159	90	116	3	209	-23.9%
<i>Total Undergraduates</i>	252	330	49	631	387	418	17	822	-23.2%

*Shortage of online out of state compared to 2015...*

*Out of state online could be related to \$50 application fee for online students who don't know how their credits will transfer...*

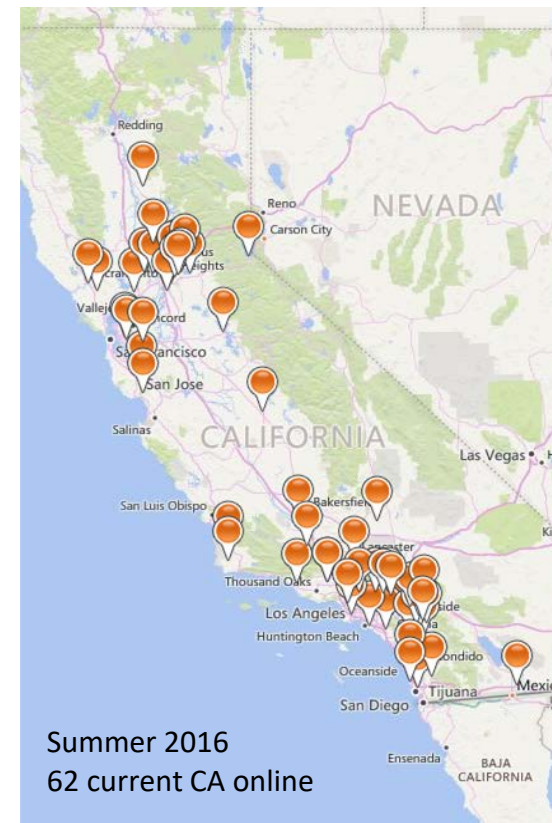




# Advising + Retention Charter

## Jun – Sep 2016

- Understand Current Progress + Deficits
- Identify Stages in Student Funnel
- Explore Funnel Activity
  - Online drip – call campaign (green, red, black (2))
  - Application – un-submitted
  - Application – incomplete
  - Admitted – not registered
  - Scholarship email blasts
- Create Marketing Financial Model (on-campus)





# Recruitment Funnel

## EOU Admissions

- Universe
- Inquiry
- Applicant
- Admit
- Financial Aid

Register

Retention

inquiry – purchased name  
inquiry – online drip campaign  
inquiry – info require/admissions

app – un-submitted  
app – submitted  
app – incomplete  
app – complete

admit – incomplete  
admit – pending appeal  
admit – denied  
admit – early admit/conditional  
admit – non-conditional

admit – not registered  
admit – registered

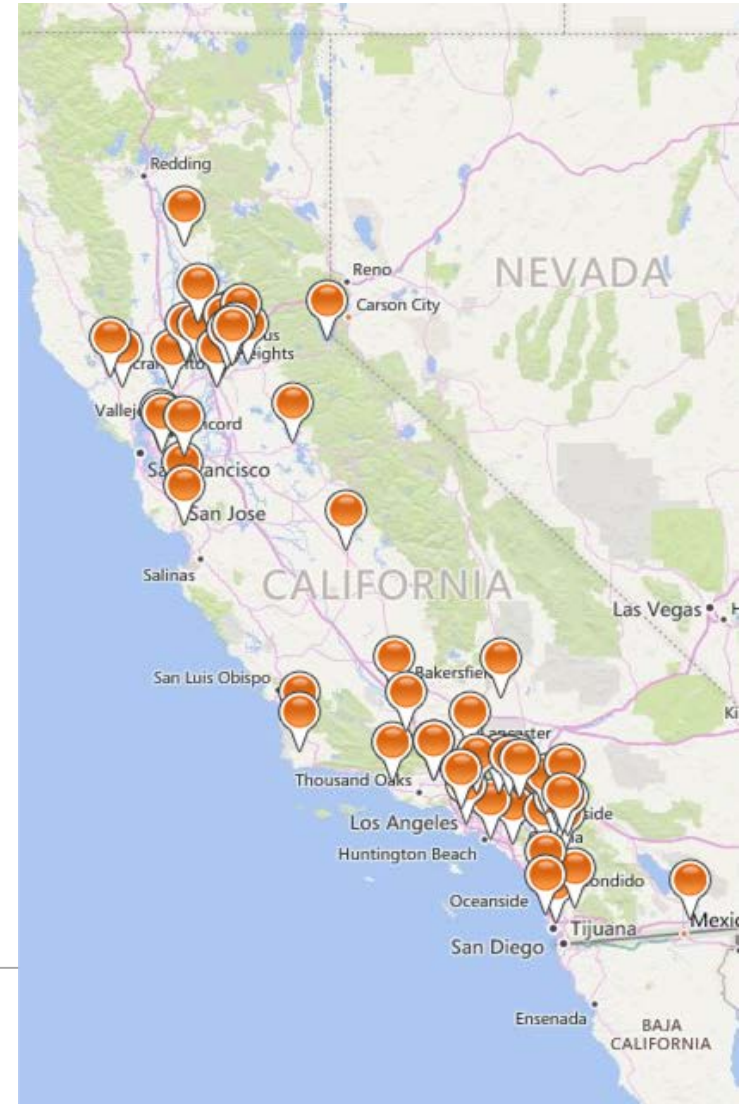




# Advising + Retention Charter

## Jun – Sep 2016

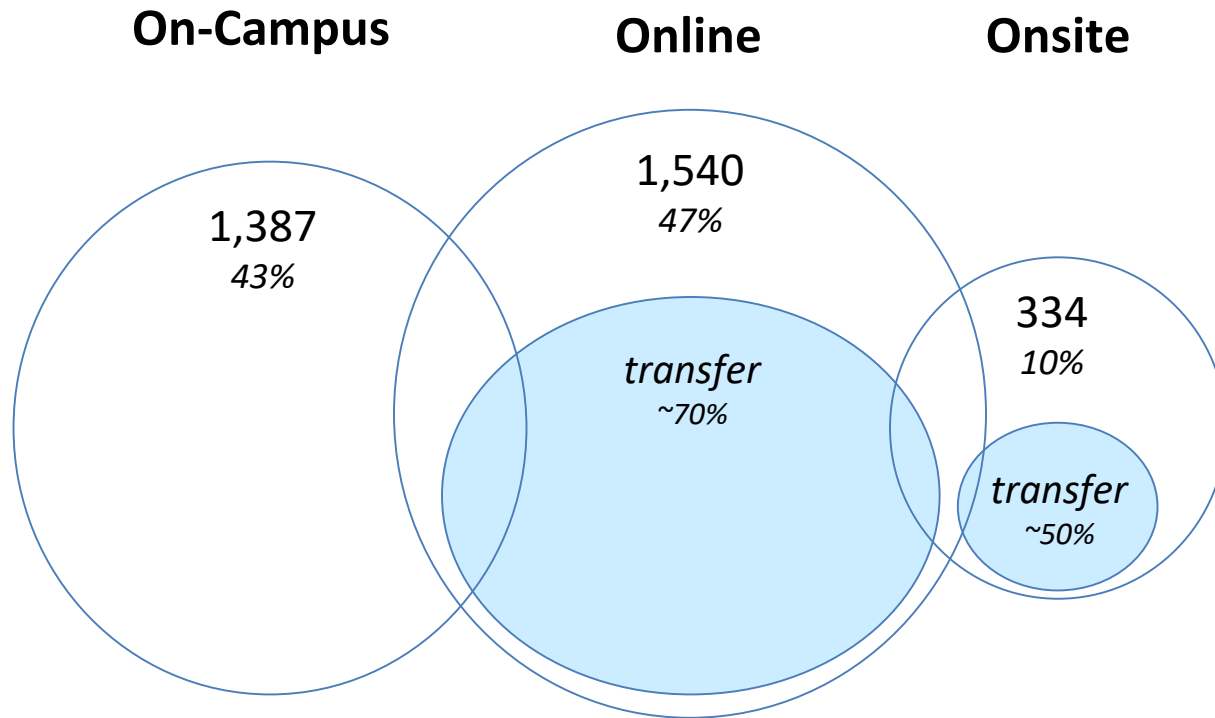
- Student Segmentation + Profiles
- Online (CA) Student Research
  - CA student mapping
  - Survey (400+ respondents)
- Identify Former On-site Programs
  - Week-end programs
  - Certificates





# The Landscape

## Separate Value Proposition(s)



*Regional*  
*Athletics (30%)*  
*Cost*

*Flexibility (70%)*  
*Availability (55%)*  
*Cost (28%)*





# Advising + Retention Charter

## Jun – Sep 2016

- Understand Existing Advisor Structure (CAS, COB, COE)
- Student Lifecycle Model
  - Document existing actions/programs
  - Identify gaps
  - Propose changes

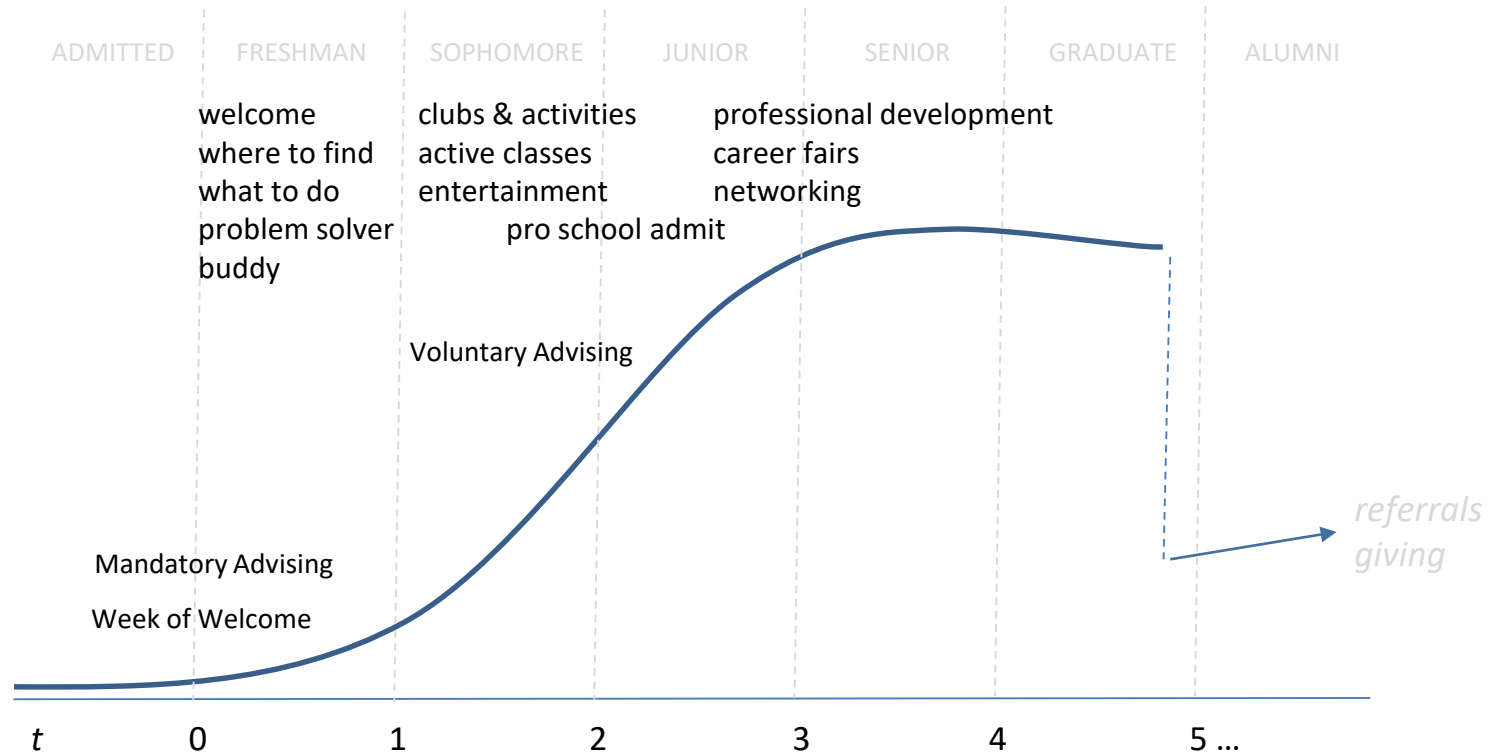




# Student Lifecycle Undergraduate - Traditional

*engagement +  
commitment*

*marketing  
prospecting*

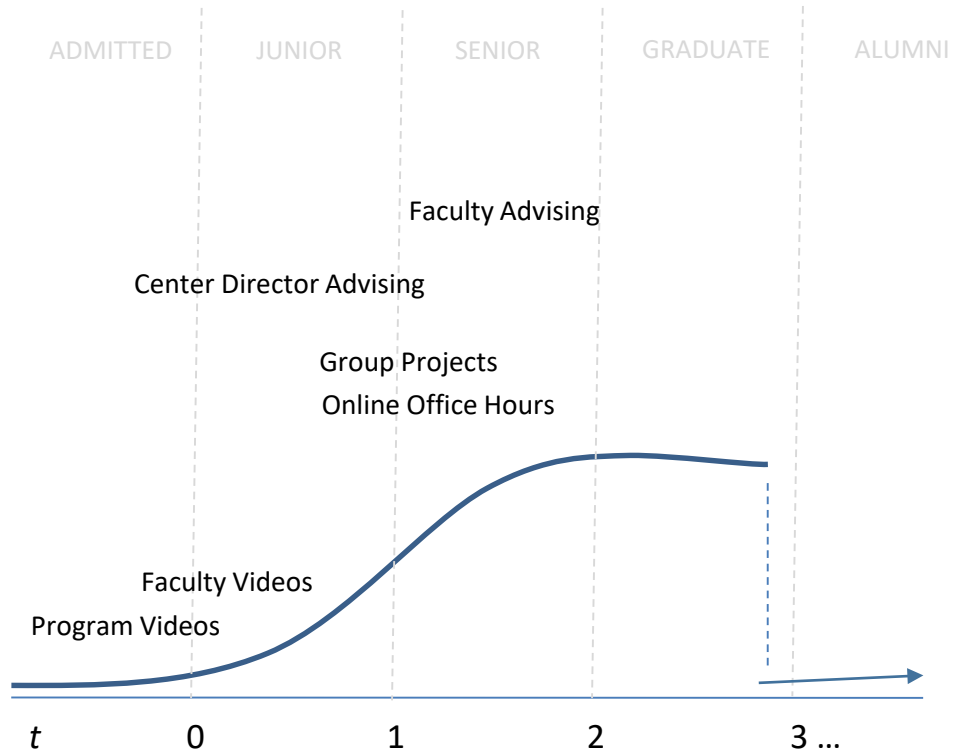




# Student Lifecycle Undergraduate - Transfer

*engagement +  
commitment*

*marketing  
prospecting*





# Advising Charter

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# Advising + Retention Charter

## Sep – Dec 2016

### Three Sub-Committees

- Sophomore Retention (Naomi Tuinstra)
- Advising Best Practices (Mandy Johnson)
- Technology & Tools

### Other Items

- On-campus student survey
- Outline advising workflow
- College town partnership



# Advising + Retention Charter

## Sophomore Retention

- **Sophomore Working Lunch (1) + Talk Finance & Chill (2)**
  - Real-time problem solving sessions
  - Advising, Financial Aid, Student Accounts, TRiO, others...
  - Convenient time/location for students
  - 75+ students attended
  - Positive feedback
- **Outcome & Recommendations**
  - 75+ students attended – *extremely positive feedback*
  - Problem solving and bonding opportunity
  - Offer these sessions each term
  - Expand format to other topics



# Advising + Retention Charter

## Advising Best Practices

- **Short-term Projects**
  - Faculty advisor training opportunities
  - Creation of class-level advising syllabus
  - Orientation program new admits (Winter)
  - Checklists for faculty advisors use during advising
  - eMail reminder for seniors to apply for graduation
- **Recommendations**
  - Mandatory advising all students – **Spring 2017**
  - Annual Advisor summit – discussion, training, best practices
  - Degree completion plan for all sophomores
  - Welcome back event all students





# Advising + Retention Charter Technology & Tools

*How do we use our current technology to enhance the student + faculty engagement and increase retention...*

- **Current Projects**
  - Photo's in all profiles - enlarge photo with mouse over.
  - 10-15 minute tech tip session every faculty meeting
  - Mandatory student training on Canvas (fun!!)
  - Review faculty survey items (audio + video)
- **Recommendations** (+complete current)
  - Mandatory use of Canvas gradebook
  - President “welcome”/”welcome back” video - every student
  - Re-imagine on-campus + online to embrace tech tools
  - Create online campus (next slide)



# Advising + Retention Charter “Online Campus”

*Education is not a class...*

*activity...*

*Education is not an*

- EOU has a “place” – a beautiful spot with amazing people  
*Education is an experience!*
- EOU has a major presence in online learning (~50% students)
- Online growth represents \$\$ with limited cost
- Leadership is required
  - Discard legacy models
  - Embrace best practices
  - Create new paradigms that rock
- Re-imagine online education (EOU style)

**Deliver Campus to People**  
... no matter the place

*We will need a marketing “engine” as well...*





# Advising + Retention Charter “Online Campus”

We can do this because we have a **place...**

24 x 7 – any minute, of any day, there should be something interesting and exciting happening for a Mountaineer...

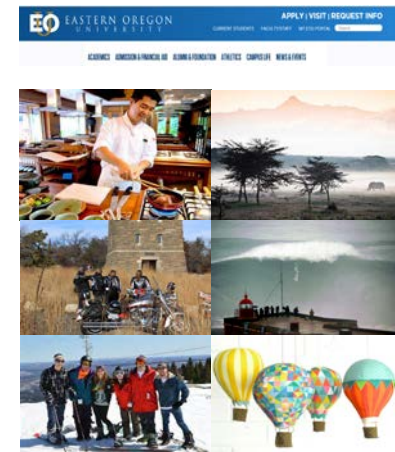
## Sports



## Art, Culture, & Entertainment



## Clubs



*global scope  
university curated  
student sponsored*

*Community programs (onsite evolution + online enrichment)*

- *Deliver regional needs*
- *Leverage global content*
- *Tap into offerings of others*
- *Diverse tapestry of offerings*





# Advising + Retention Charter Other Activities

- **Online Students Callbacks**
  - Survey response callback requires
  - Gathered high fives & suggestions
  - Great “punch list” (*lots of low hanging fruit*)
- **Fall 2013 Cohort Update**
  - Spring 2016
    - Outreach to inactive transfer students
  - Fall 2016 (OHSU/OSU excluded)
    - Scrub student records – confirm current major
    - Update Degree Works (+inactive)
    - Update/re-assign advisors



# Advising + Retention Charter Other Activities (Next Steps)

- **Active Students**
  - 140 credit eMail alert
  - Faculty Advisor training
  - College Advisor support – proactive outreach
- **Inactive Students**
  - Keep records updated/accurate
  - Drip campaign to maintain relationship
  - Increase targeted outreach by Advisors 2017-2018
- **ALL Students**
  - Current student lifecycle – document + augment
  - Great college experience (retention) not an accident
  - Script the EOU college experience

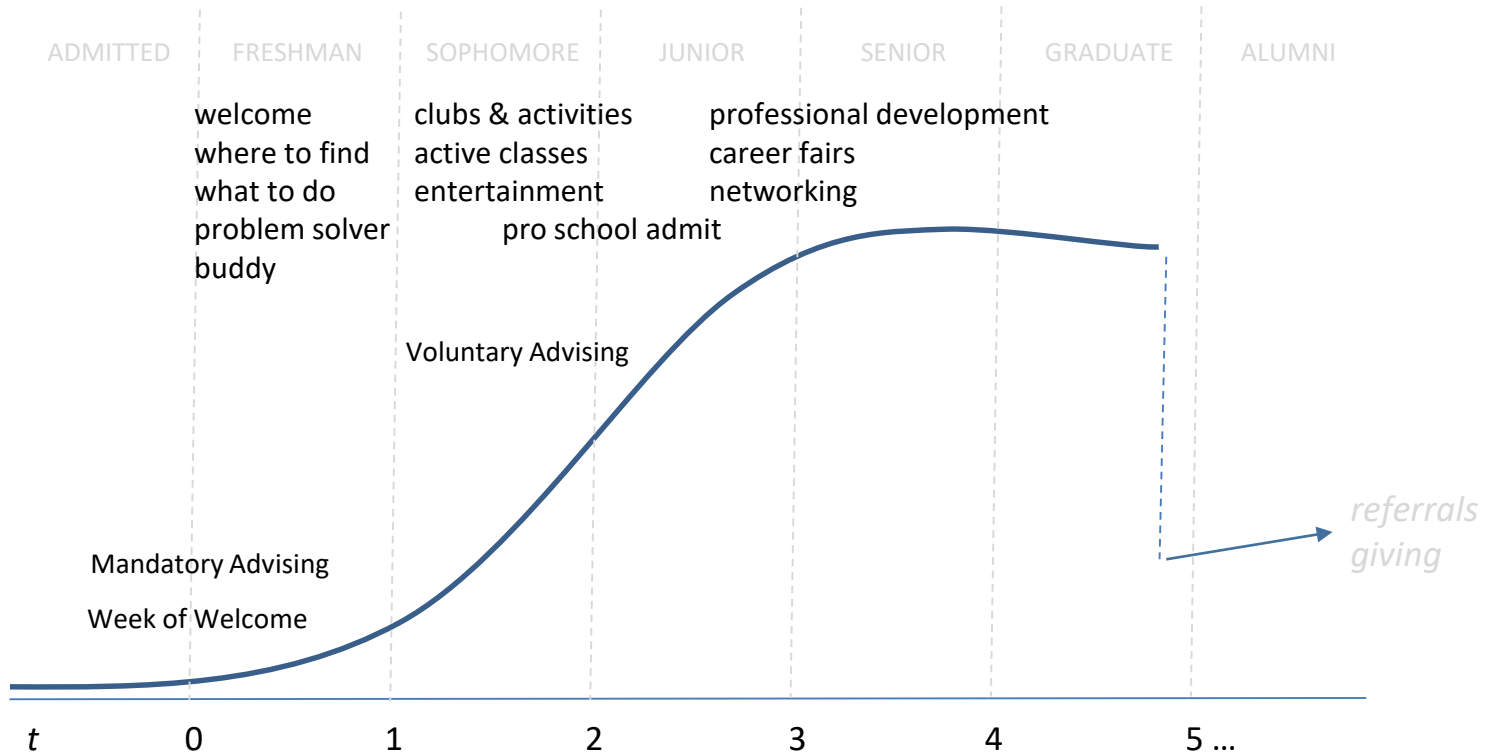


# Advising + Retention Charter Student Lifecycle (Capture/Fill Gaps)

Online +  
On Campus

engagement +  
commitment

marketing  
prospecting



Great college experience cannot be left to chance ...

We need to define  
the EOU experience!







# Advising + Retention Charter Other (Useful) Material

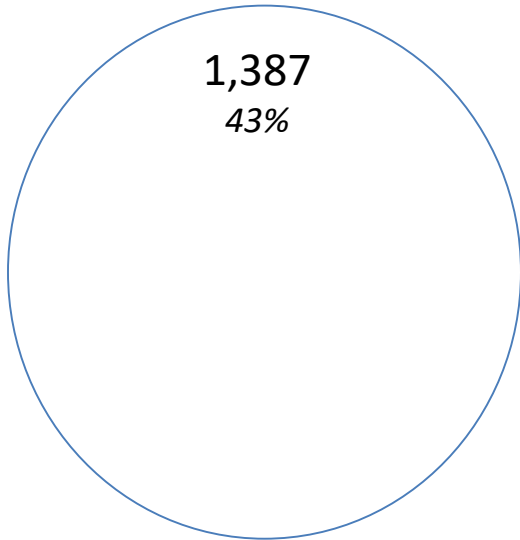
## Back-up Material



# Student Population

## On-Campus Demographics

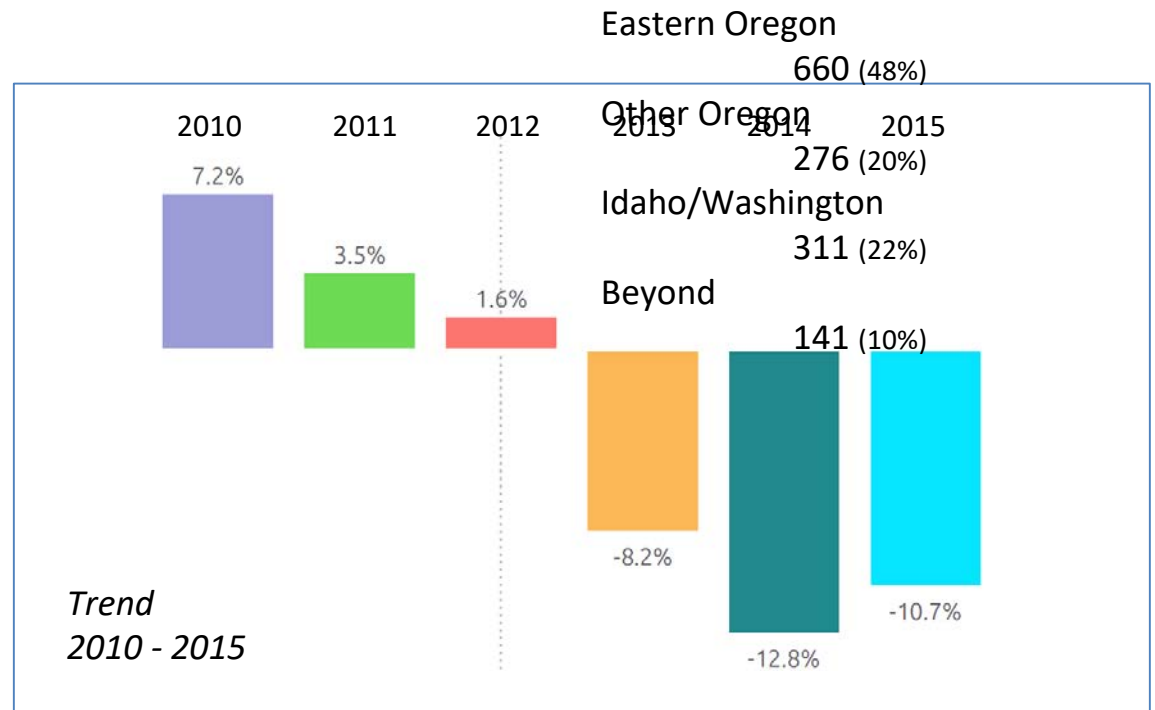
### On-Campus



*Regional  
Athletics (30%)  
Cost*

Female: 787  
(57%)  
Male: 600 (43%)  
Median Age: 21  
Average Credit Load: 12

White: 1,066 (77%)  
Minority: 261 (19%)  
Unknown: 60 (4%)





# Student Population

## Online Demographics

### Online

1,540  
47%

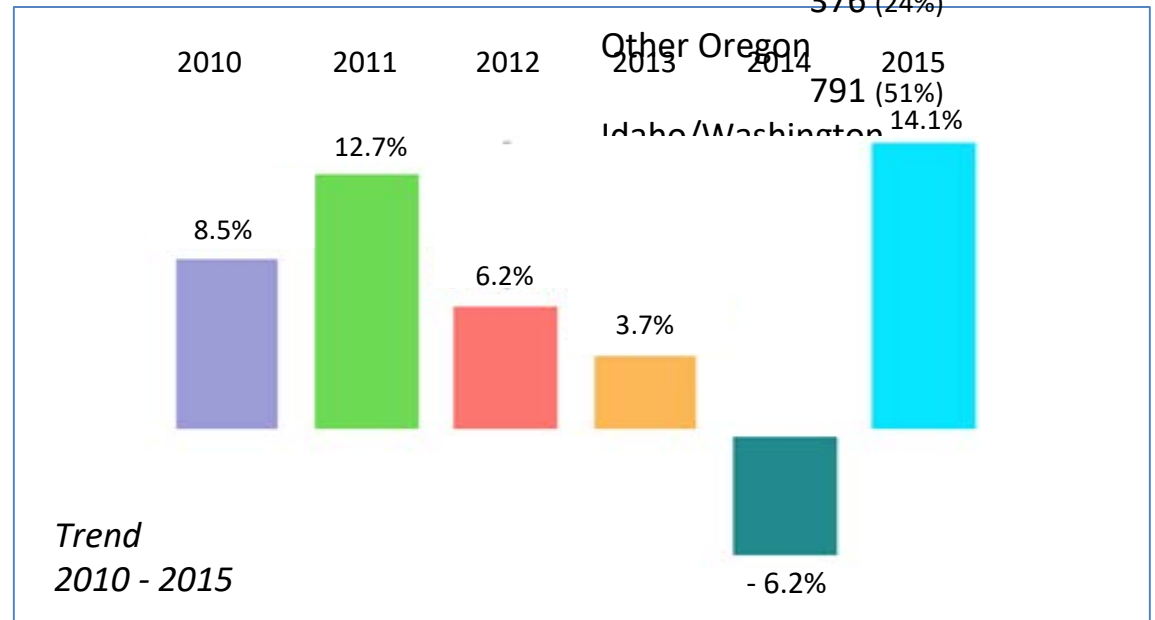
*transfer*  
~70%

*Flexibility (70%)*  
*Availability (55%)*  
*Cost (28%)*

Female: 1,046 (68%)  
Male: 494 (32%)  
Median Age: 34  
Average Credit Load: 9

White: 1,194 (78%)  
Minority: 228 (15%)  
Unknown: 119 ( 8%)

Eastern Oregon: 376 (24%)  
Other Oregon: 791 (51%)  
Idaho/Washington: 14.1%

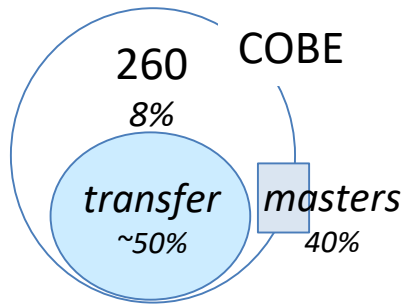




# Student Population

## Onsite (COBE) Demographics

### Onsite



Female: 185 (71%)

Male: 75 (29%)

Median Age:

29

Average Credit Load: 10

White:

202 (78%)

Minority:

34 (13%)

Unknown:

24 (9%)

Eastern Oregon

60 (23%)

Other Oregon

2010 2011 2012 2013 2014 2015  
8.5% 8.9% 4.0% 142 (55%)

Idaho/Washington

48 (18%)

Beyond

10 (4%)

-8.1%

-13.5%

-21.7%

Trend  
2010 - 2015



# Recruitment Funnel

## Open Issues (Opportunities)

- Out of state enrollment
  - \$50 enrollment fee
  - Unknown how credits transfer
- Regional employer approval
  - HR Directors, 200+ employees, 200 mile radius
  - 783 records (683 w/phones) - \$425



# Recruitment Funnel

## Open Issues (Opportunities)

- Regional Center Marketing Plan/Calendar
- Daily Dispatch (Fire Safety)
  - eMail Newsletter
  - Potential partnership
- Standard Signature Block
  - Regional Directors
  - Advisors
- Pop-up Chat Box Tool
- Research How Others Use Video (Chris/Kevin)