Consent A

Trustees Present:

2. Consent Agenda *Chairs Davis and Jones*
   2.1 Approve minutes of the May 30, 2023 meeting.

3. Reports
   3.1 Provost's Report *Vice Provost for Research and Academic Affairs, Interim Dean of ETM & Acting Provost Dr. Abdy Afjeh*
   x Dr. Abdy Afjeh

   x Co-Chair Davis
   Dr. Afjeh

   x

   3.2 Student Affairs *Associate Vice President of Student Affairs and Dean of Students & Interim VP for Student Affairs, Dr. Mandi Clark*
   x Dr. Mandi Clark

   Dr. Clark

   x Co-Chair Davis Dr. Clark

4. Action Items
   4.1

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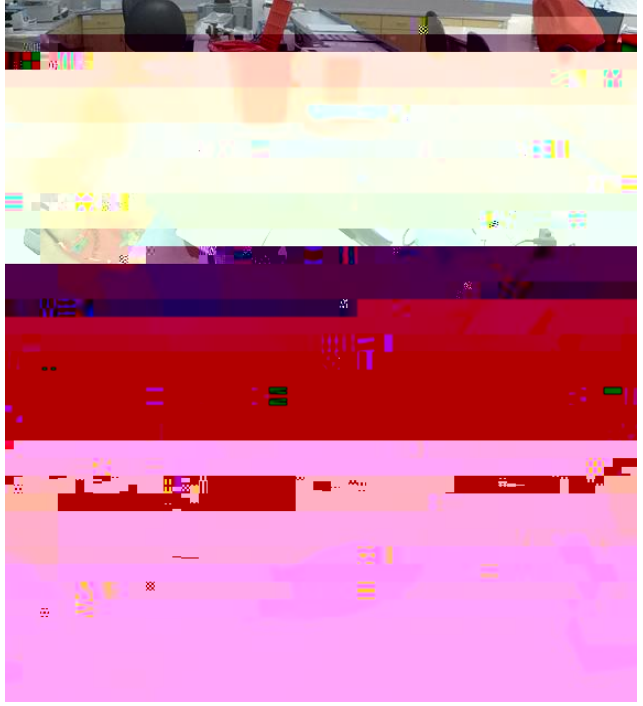
Meeting Industry Needs



Medical Laboratory Scientist:

MLSperforms laboratory tests to determine the presence, extent and cause of disease

MLS Program

Joint B.S. degree with OHSU

Only MLS Program in Oregon

Accept Pre or Post Baccalaureate students

16-month professional program

(senior year)

Competitive admission

65+ Clinical Sites

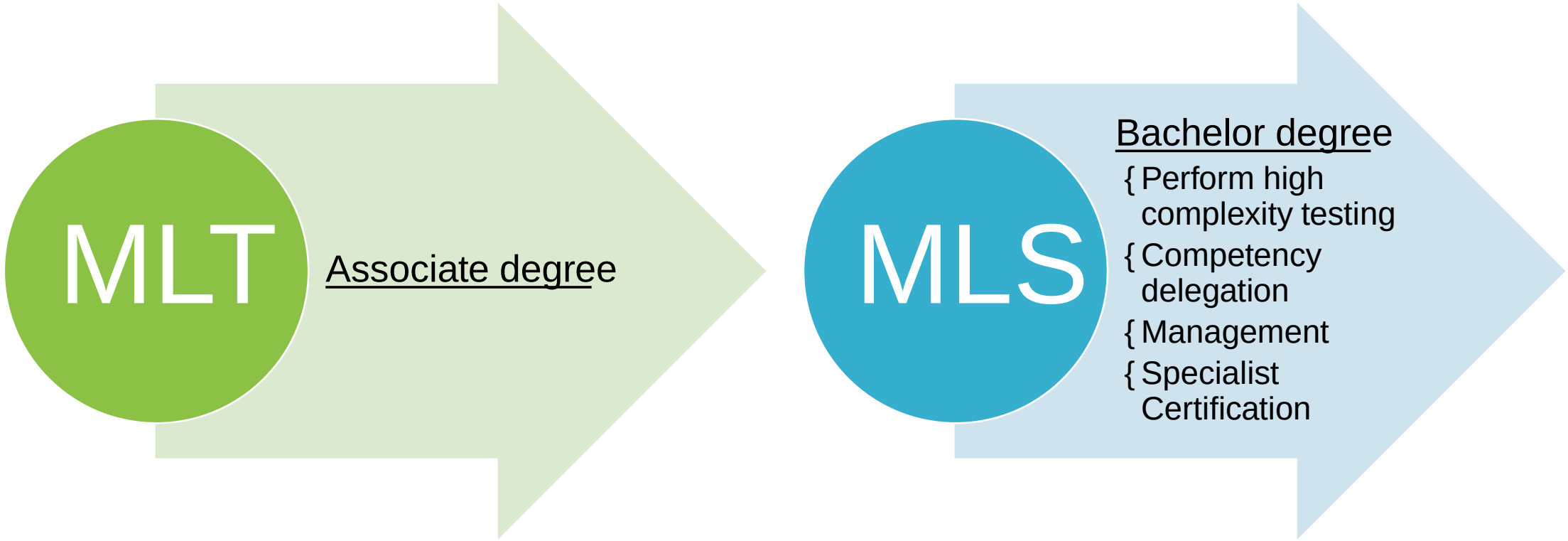
10 States

Classes in person on PM campus

Professions Within Clinical Laboratories

MLT vs MLS

Technician vs Scientist



Path to Online MLT to MLS Degree Completion Program

- Clinical site visit
- Discussion with Advisory Board
- Needs Assessment sent to Clinical Affiliates

MLT to MLS Online Degree Completion Program

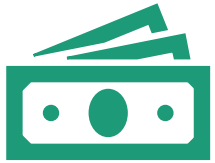
1 year fully online

{ Decelerated option avai79.58 c LcGq @ption

Return on Investment

Current Online Efforts

Advertising



$89,000 for general & program-specific advertising

LinkedIn, Facebook, Google Paid Search, Retargeting

Program-specific Advertising

- DH & MIT degree completion
- Operations Management
- Information Technology
- Healthcare Administration
- Business
- Credit for Prior Learning

Communications Campaign

Outsourced

Inquiry generation campaign

- ‡ Prospect identification
- ‡ Digital advertising & retargeting
- ‡ Emails

Inquiry nurture campaign

- ‡ Emails
- ‡ Physical mailer

In house

Minimal, but with expansion of Admissions Operations staff, will build out a more robust online applicant and inquiry nurture campaign to complement outsourced campaigns

Marketing Challenges & Solutions

Challenges

- Niche program
- Very specific prospect base
- Adult learners take 6-18 months to decide to return to school

Solutions

1

Utilize existing database of adult learners to deliver ads

Marketing Options

Operational & Traditional Recruitment

- Faculty visits to PCC MLT classes
- Webpage development
- Virtual Info Sessions
- Add to Request for Information Form & provide unique response

Cost

All free and done in-house, but time and opportunity cost need to be considered

Application to Other Oregon Tech Programs