Oregon Institute of Technology Board of Regents Retreat

Strategic Enrollment Management

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SEM 2024-2025 Initiatives/Focus

Audit SEM systems and operations

ROI for all contracts/projects

Integrated efforts in sustaining and growing PM and KF enrollment

Retention

Cross training

Customer service/response

Resource allocation

Market assessments

Cost management

Transfer pathways

- Integrating various SEM systems (retention, enrollment, admission) to drive effective response to market dynamics and enhance efficiency

- Formalize driving metrics and reporting across all SEM departments: SEM DATA ACCELORATOR

- Collaboration

Data Driven Enrollment Outline

Admission/Retention Scoring

- Data collection

- Data analysis

- Success Scoring

- Intervention

Outcome

- Reduced risk of melt

- Reduced risk of stop-out

- Increased retention

Data Driven Enrollment Outline… Highlights

Admissions

- Refine the Course…Not Change
- Let Systems Mature
- ROI, ROI, ROI
- A +1 Approach

Retention

- Proactive not Reactive
- Coaching as Advising
- Positively Affect Engagement via Data Sharing/Reporting

Admission Initiatives

Maintain the Course. Continue Growth

Slate enhancements including application processing, data transfers, usability

Implementation of prospect scoring at recruiter level

Refine name buy strategy to reduce top of funnel population while increasing deposit/enrollment rates.

Reinstate admission presence in PM

*2024/25 Admission Plan available

Goal: Increased transfer rate matriculation 50% year over year (PM/KF). 5% increase in first-year enrollment across bottom 1/3 of enrolled majors. 3-5% overall first-year, transfer enrollment.
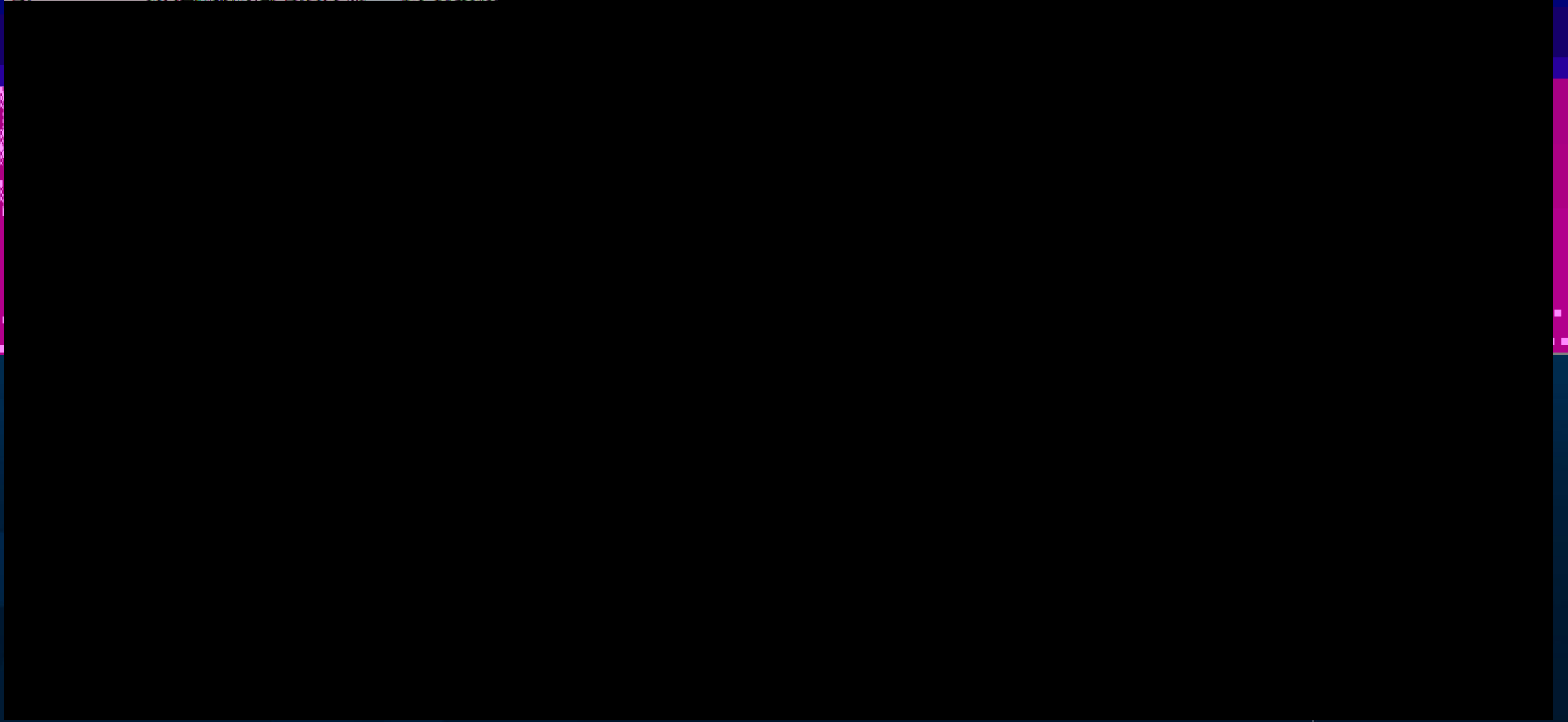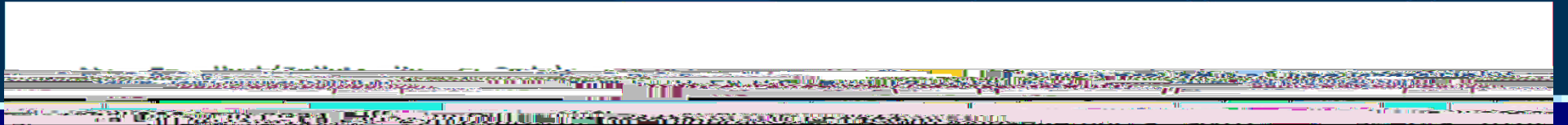
Retention Initiatives

Goal: Increased faculty utilization of Inspire documentation and

Retention: OIT Success Quadrants

Retention Initiatives (cont.)

Goal: Align enrollment objectives with academic requirements in a manner facilitating student success. Engage with HAS to restructure mathematics requirements based on academic pathway (statistics vs. calculus).

EXPLORATORY

x **Tuition reciprocity (near county, near state)**

x **Expansion of Programs**
- o **Teacher Education/Certification in STEM fields**

x **Extracurriculars (Sports)**

x **Mid-Term Grades Policy (as an intervention)**
- o **Facilitate academic intervention and support student success**

x **Intersession Courses**

x **Develop the** OREGON TECH PROMISE