2014-15 PROGRAMMATIC ACHIEVEMENTS

- Transformative educational experience for all learners:
  - Student engagement and success
    - Launched, on a limited scale, the Alumni Volunteer Recruiter (AVR) program aimed at engaging OSU alumni in the new student recruitment process.
    - Veteran Remission Program Payments for $612,574:
      - Voyager - 2 Students received $4,471 in assistance
      - Veteran Dependent Tuition Waiver - 73 students received $520,572
      - Non-Resident Veterans Tuition - 21 students received $135,765
      - Yellow Ribbon Remission – 65 students received $161,752
    - Created a transfer student services position, hired January 2015.
    - Successful Degree Partnership Summit, April 2015. Over 125 participants from partner institutions, OSU faculty and staff.
    - Precollege Programs hired over 70 student employees as activity instructors, mentors and tour guides. In addition, we worked with over 50 student volunteers.
    - The Campus Field Trip program served 5,909 K-12 students and 751 teachers, a total of 7,321 K-12 interactions for over 19,500 contact hours. This is a 23% increase over 2013-14. The Partnering with OSU Open Campus, the Campus Field Trip program brought over 350 Latino family members to campus for Juntos Family Day, a day of college readiness and community building.
    - The Beaver Hangouts online college access mentoring program grew from one mentor serving 60 students in one school in 2012-13 to 25 mentors serving over 500 students in 20 schools in 2014-15. Growth was enabled by an AmeriCorps coordinator and we expect the program to grow further this year under the coordination of two AmeriCorps members.
    - The Beaver Hangouts collaborated with College Access Corps to assess the program’s impact on student participants.
    - PCP and SMILE worked with OCF to administer the Youth Program Quality assessment tool and develop a program improvement plan.
  - Research, scholarship and creativity
    - SMILE continued to participate in the Bio Energy grant and Stream Webs program through Sea Grant.
    - STEM Academy participated in 3 NSF research projects, one OSU doctoral research project, and one Sea Grant project.
• **Impact and reach throughout Oregon and beyond.**
  • Outreach and engagement
  • Grow rural and urban regional centers
  • Engage alumni and other external partners
  • Advance impact and reach in other ways

• Hire a Los Angeles-based Regional Admissions Adviser, allowing us better coverage of the recruiting opportunities in Southern California.
• Hired a Portland-based Regional Admissions Adviser.
• Close collaboration with OSU-Cascades on lead generation strategies, admissions processing, communication plan development, etc.
• Expansion of Alumni Volunteer Recruiter program to expand and enhance our recruitment efforts, particularly in out of state markets.
• Precollege Programs offered 15 mobile science and engineering camps to students in rural locations in summer 2015. 386 students were served.
• PCP received a College Access Corps (AmeriCorps) member to expand the Beaver Hangouts program to serve rural schools. Over 500 3rd-12th grade students were served.
• PCP received over $40,000 in grant funds in 2014-15. We have developed relationships with the Ford Family Foundation and Lemelson Foundation that will help expand our services to rural students in the future.

• **Commitment to three essential features of our OSU**
  • Increasing diversity of faculty, staff and students
  • Admissions Diversity recruitment:

  • Prospective student outreach to underserved students participating in community based organization programs (service of Cappex).
  • Cultural center connections and collaborations to enhance visiting student (individual and group) connections.
  • Enhanced BRM communication to include cultural center and community site promotion.
  • Expanded number of application workshops at underrepresented high schools.
  • Continued increases in group visits to OSU, which are often students from underrepresented populations.
• Launch CBO engagement initiative aimed at building partnerships with various community based organizations that serve underrepresented students in the Portland area. Elements include:
  o Advisory group
  o On campus programming
  o Application workshops in schools with large URM populations
  o Hired a Portland-based Regional Admissions Adviser to provide better service to Portland high school counselors and proactively engage partners in diverse communities (including CBOs)
  o Foster Youth Tuition Program: The OFAS awarded 12 Foster Youth students with tuition assistance @ $19,866

• The PCP Director, Kyle Cole, worked with the Adelante en Accion Sponsored Student Organization to serve Latino/a students through Spanish campus tours and student panels at Mi Familia, Juntos Family Day and other events.

• PCP worked with CL@SE and Juntos to submit an Oregon Community Foundation Grant that would support Latino/a outreach collaborations between these groups.

• **Stewardship of resources & efficiencies**

• Registrar’s office performed a complete program review in Veterans services and partnered with the Dean of Student Life on this project that resulted in many changes and improvements to how we serve veteran students and active duty military personnel who take classes.

• PCP distributed $43,050 funds to support 20 OSU youth programs. New programs funded this year included Salmon Bowl, Sea Glide, Summer Veterinary Camp, Powered by Teens, The Maker Fair, and Juntos in the Columbia Gorge, Tillamook and Madras.

• Expanded use of the online registration system by Ideal-Logic has enabled increased capacity for TAG Programs, STEM Academy, Hatfield Marine Science Center, and Linus Pauling Institute.

• PCP has increased the capacity and process of hiring student workers.

• PCP programs were reorganized into E&G funds and Designated Operations funds.

• STEM Academy, TAG Programs and COSEY are now DO’s and their expenditures incur an 8% overhead charge. The Budget Office has promised to cover the charges, taking a three year average and making that a permanent budget increase afterward. Charges this year were $19,383.

• Students received nearly 250 million dollars processed by Office of Financial Aid and Scholarships (OFAS).
• Technology as a strategic asset

• In 2014-15 48,466 FAFSA forms were processed. This represents a sixty percent increase in FAFSA applications. The OFAS and EMIT have been able to maximize our computer processing to help handle this increased volume.

• In an effort to increase awareness and reach students and families in a creative format, OFAS has maintained their social media presence. Hired a Graduate student who researched and created policies and procedures for social media (specifically Facebook and Twitter) management, crafted a monthly database with relevant financial aid and scholarship posts/tweets, and ensures a means for continuous assessment by tracking user habits. In addition, an average of four new outside scholarships are posted/tweeted on our social media sites in a week and proves to be popular among families and students. The Facebook page has nearly doubled in users since we first started managing site, as it now has nearly 1,700 users. Twitter followers have increased from 235 to 420. We now include our Twitter feed and Facebook page on all of our outreach materials, presentations, website, and outreach business cards.

• Enrollment Management Information Technology:

• MyOSU/Luminis portal – increased traffic to the portal 264% year over year:
  o Improved navigation/content
  o Created governance structure

• Web properties were created or enhance. Ex.s: Created the Prestigious Scholarship webpage with UHC, Created an EM data considerations webpage to facilitate requests for data; implemented “app selection wizard” to guide students to the correct admissions application. Also created dual campus application and workflow process to allow students to apply to Corvallis and OSU Cascades campuses concurrently.

• EMIT supported other campus units with technology, such as multiple email communications campaigns for Student Health Services to support immunization, alcohol.edu and Haven trainings for incoming students.

• Registrar’s Office:

• Automated the Repeat Process by reducing the time to process the quarterly ‘repeat rules’ for students who repeated a course from 40 hours to 2 hours (each term). This
automation reduced staff time and also provided timely accurate data for the calculation of Academic Standing for students, advisors and financial aid.

- Exclusive use of the MyOSU portal for all access to self-service. This project required collaboration with ECS, HR, Business Affairs, Central Web Services and the Portal Advising Committee. Now, the MyOSU announcement feature and targeted messages directed to students drastically reduce the amount of extraneous email communications that students receive while still making it possible for groups to communicate and promote activities with students.
- Added photo ID to the student self-profile so that students are aware of what picture is currently on file, reducing the number of visits to the ID center when considering updating their student picture.
- Created a tracking tool for INTO OSU within Banner to utilize process within Banner to help track students and their progression from General English, Academic English and Undergraduate or graduate pathways.
- Increased commencement participation by expanding participants to include summer graduate students. This allowed another 75 students to participate who were required to wait a year in the past.
- Automated Honors College processes by partnering with the Honors College and Business Affairs to streamline the major change process, improve the coding of their records and take work with Business Affairs to automate the previously manual billing process.
- Improved the OSU VA website to include a Fact Page as a resource for veterans to better understand which benefits can best support their educational needs.
- Created standardized START registration pin process in order to reduce confusion for students and advisors during START and ensure a streamlined registration experience for all students at orientation.
- Implemented E-transcripts which provides students a quick and secure version of their transcript in a PDF form by sending the transcript within 30 minutes of the order operating in a 24/7 service timeframe.
- Provided tools and scheduling services for INTO-OSU to streamline the classroom scheduling procedures for all courses taught by INTO-OSU. This resulted in more effective use of the classroom space.
- Implemented priority registration for Cascades campus which allows Cascades to provide improved course access for students of senior standing.
- Improved veterans certification reports to streamline the work of the school certifying officials so that veterans can receive funding more quickly from the VA.
- Provided improved service to INTO-OSU and now include undergraduate pathway students in the Honor roll process and recognize undergraduate pathway students who achieve high GPA’s in undergraduate work.
- Developed CORE Security for all job classifications to support the dissemination of student data to users in the CORE product.
- Developed MyDegrees reports to improve accuracy of audits and communication with students during the degree clearance process using the MyDegrees data model that was implemented in 2013.
- Implemented Last Date of Attendance in partnership with the Office of Financial Aid. Our office worked closely with Financial Aid to work on the project management, documentation, testing and communication with advisors.

- **Performance metrics, statistics**

- Top spot on the Oregonian’s Academic Achievers list of where Portland’s top students are planning to attend fall 2015.

- **Precollege Programs:**

  - 90 youth programs reported data in Sept 1st 2013 to August 31st 2014. There were 45,813 participant interactions and 544,368 contact hours. (not including 4-H)
  - PCP hired over 70 student employees as activity instructors, mentors and tour guides. In addition, we worked with over 50 student volunteers.
  - SMILE served 558 underrepresented youth: 58% female, 71% underrepresented racial or ethnic minority, 48% first in their families to go to college, and 85% low income.
  - SMILE added seven new clubs and increased programming though an OCF grant and served over 40 teachers in professional development workshops.
  - STEM Academy offered 30 Summer Day Camps in 2015, serving 516 participants. This is a 67% increase in camps since 2013 and a 56% increase in participants. AWSEM Clubs served 77 students; the Garfield K-2 Lego Robotics program served 260 students (+ lots of teachers!), Computer Science Teacher Training: 4, ASE Program outreach: 400, Discovering the Scientist Within: 120.
  - TAG Programs served 469 students for over 20,000 contact hours under new leadership, Dennis Hickey.
  - The Campus Field Trip program served a record number of K-12 students and teachers this year, growing by 23% over last year. OSU leads the state in the number of middle school students served by the university.
• 15 Mobile Science and Engineering camps serving students in rural Oregon were funded by grants from the Umpqua Valley Regional STEAM Hub and the OCF.
• Core PCP programs grew significantly (CFT, STEM Academy, TAG, Beaver Hangouts and MSE Camps).

• **Registrar’s Office:**
  
  - Increased graduation numbers to the largest ever graduating class at Oregon State University. 6,038 graduates earned 6,317 degrees in the 2015 academic year.
  - For the first time in recorded history, collected every single grade for an academic term for every student from every section of every course in every department on every campus. ZERO missing grades during Spring Term 2015!

• **Admissions Office:**
  
  - Total freshmen applications increased 1.3%, while transfer applications increased 3.1%. Growth among both freshmen and transfers is strictly from non-residents.
  - The number of admitted freshmen is up 3.8% over last year, with most of that growth coming from non-residents.
  - The number of enrolled new freshmen following July START sessions is down -4.7%. This represents a -3.3% decrease in enrolled Oregon students and a -7.7% decrease in domestic non-residents.
  - The number of new transfers enrolled after July START sessions is down -5.1%, with growth in non-residents being offset by a large decrease in resident transfers.
  - 4,811 Walk-ins to front counter (down from last year)
  - 30,695 Emails (575 more than last year)
  - 33,252 Phone Calls (approx. 3,000 more than last year)
  - ~2:43 Average Call Time
  - 8,730 Number of calls put on hold (26% of all calls)
  - ~0:49 Average hold time of calls put on hold
  - 5,231 Number of calls transferred out (20% of all calls)
  - Visiting students – attendance at events up 3.1%, hosted groups up 3.5%

• **Office of Financial Aid and Scholarships:**
  
  - In the 2014-2015 year, OFAS assisted 19,537 students with an amount of $249,788,171 in federal, state, institutional and scholarship funding.
In 2014-15, the OFAS provided Pell grants to 8,414 students, Oregon Opportunity Grants to 4,301 students, totaling over $40 million in federal and state need grants. Over 40% of domestic undergraduates enrolled at OSU were Pell eligible.

Through a series of 12 workshops and Resource Fair events, OFAS aided 8,491 new and transfer students with the process of Financial Aid and its relation to Business Affairs.

**Degree Partnership Programs:**

- Full implementation of remaining two community college partners completed with 2015-16 admissions.
- Over 15 meetings with OSU faculty across campus, per their request, for DPP training.
- Presented numerous times at conferences, workshops, on transfer student experiences, student success and solutions for providing seamless transfer.