

# Enrollment Management Annual Academic Report 2013-14

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## 2013-14 PROGRAMMATIC ACHIEVEMENTS

1. Brief list of key initiatives undertaken and noteworthy outcomes achieved in the following areas:
  - Student engagement and success (1 a.)
    - The Registrar's Office implemented new initiatives to serve active duty military service members as result of signing and participating in the Department of Defense Memorandum of Understanding.
    - Created an upper-division course block in MyDegrees so students can easily see if they have met the upper-division requirement for graduation.
    - In partnering with New Student Programs, implemented the usage of Emergency Contact information gathered from students when they attend START. This allows Public Safety, Housing, the Dean of Students or any other necessary party to reach student's emergency contact as needed.
    - The Registrar's Office expanded the pilot STARS (Students Taking Academic Responsibility) program to an institution-wide program. This creates earlier interventions with students on academic warning and probation with the goal of reducing academic suspensions.
    - 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 6,660 K-12 interactions for over 18,000 contact hours. This is a 38% increase over 2012-13.
    - SMILE served 569 underrepresented youth: 62% female, 71% underrepresented racial or ethnic minority, 49% first in their families to go to college, and 86% low income.
    - Financial Aid & Scholarships initiated a grass roots effort to improve financial literacy offerings for students. The Financial Literacy Council was established, with Glenn Ford and Kate Peterson as sponsors. This is a campus-wide group organized into several subcommittees who are working on a central website, workshops on financial management and planning, student indebtedness, courses through the College of Business and U-Engage curriculum, to name a few.
    - Loan repayment workshops for OSU Cascades and Distance students, including online.
    - Foster Youth tuition program implemented and coordinated through EOP.
    - Scholarship application workshops provided in collaboration with the Writing Center.
    - Degree Partnership Programs established an OSU Partners Office at Linn Benton Community College winter 2014. Academic advisers and other EM staff schedule office hours at the LBCC office on a weekly basis.
    - Created an OSU DPP week with LBCC to raise visibility and interest in the partnership.
    - Improved OSU START programs and content targeted to DPP and transfer students, including improved student experience in registration labs, training with academic advisers.
    - Full implementation of Tillamook Bay CC, Mt Hood CC, and in talks with Treasure Valley CC.

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- Admissions and APEM: Collaboratively developed a plan for marketing and recruitment for the Cascades Campus as they look forward to their first freshmen class in fall 2015.
- Research and its impact (1b.)
  - STEM Academy participated in 3 NSF research projects and one OSU doctoral research project.
  - SMILE participated in Bio Energy grant, Stream Webs program through Sea Grant.
  - Under the direction of the Assistant Provost for Enrollment Management, the assistant director for Financial Aid completed research on student loan debt and the impact on future salaries, as well as the inter relationship between student debt levels and the availability of scholarships from OSU colleges. The project served as a master's thesis successfully presented in May 2014. Student information was created and disseminated by hardcopy, via email and through the customer relations management system (BRM).
  - Summer 2013, EM and the University Honors College retained the College Board to survey high achieving students and Honors students who were admitted and did/did not enroll to gather information about college choice. The findings were shared with the Deans and their leadership teams during annual discussions on the High Achieving Student Initiative.
  - Summer 2014, Admissions purchased an Eduventures survey of all admitted students to continue to gather information on college choice influencers. The results have been shared with the High Achiever Student Workgroup which includes representatives from the Honors College, University Relations and Marketing, the Alumni Association, EM, and the OSU Foundation. These studies have affirmed the impact of specific recruitment activities and resulted in increased buy-in and collaboration by the deans and faculty.
  - The U.S. Supreme court provided guidance on the use of race and ethnicity in admissions and scholarship decisions when it remanded the Fisher vs. Texas case to the lower court. In collaboration with the University attorneys, and OEI, EM has done an analysis of current practices' effectiveness in meeting diversity enrollment goals of the institution. This data and analysis will be performed annually to document the necessity and outcomes of OSU's holistic admissions and scholarship process.
- Outreach and engagement, including international-level activities (1 c.)
  - PCP received a College Access Corps (AmeriCorps) to expand the Adopt-A-Classroom/Adopt-A-College Student to 11 GEAR UP schools in 2014-15.
  - PCP brought in \$125,000 in grant funds in 2013-14 (ODE Transportation Institute, GEAR UP Marine Science and Engineering Camp, Mobile Science and Engineering Camp).
  - The Financial Aid & Scholarship Office participated in over 95 events, to reach over 15,000 students, parents, prospective and continuing, as well as provided support and resources to faculty, staff through training initiatives and open forums.
  - 12 Workshops provided with Business Affairs reached 8,491 new and transfer students on paying for college, managing money while in college. Participated in SMILE Bridge,

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Graduate School New Student Orientation Fair, SSS Bridge workshop, Native American Longhouse, Mission Abroad and the Women's Center.

- DPP Student Services Manager assisted in the planning and development of the First Annual OSU Advisors Conference.
  - In collaboration with the College of Agriculture and Eastern Oregon University administrators, revised and signed an updated MOU, more closely aligned with university policies and academic standards.
  - Community and diversity enhancement initiatives (1 d.)
    - Of the 5,909 students served by the Campus Field Trip program, 65% were eligible for Free and Reduced Lunch and 47% were minorities.
    - Kyle Cole, PCP director became the faculty advisor for Adelante en Accion, a Sponsored Student Organization focused on precollege outreach to Latin@ students.
    - SMILE successfully competed for a University/School/Partnership grant funded by the Federal Dept. of Education and administered by WOU. This funds the next four Teachers' Workshops with a focus on the Next Generation Science Standards. It also funds up to twenty additional teachers from high-need rural districts. The goal is to increase OSU's reach into rural schools, complimenting GEAR UP's partnerships.
    - Added a second Reverse Transfer Degree partner, Mt. Hood Community College.
  - Other appropriate initiatives (1 e.)
    - Admissions implemented wait listing, a new admissions process for freshmen, aimed at more effectively managing new student growth, relying more on holistic criteria.
    - PCP became a partner in the Oregon Coast Regional STEM Hub and Umpqua Valley Regional STEAM Hub.
    - PCP distributed \$53,800 funds to support 16 OSU youth programs.
    - Admissions developed state-specific publications and communication plans for California and Hawaii markets. Applications and enrollments from Hawaii are up 8%.
2. Brief assessment of the efforts in areas in (1): what worked; areas that need improvement; major barriers

**Successes:**

- The Campus Field Trip program served a record number of K-12 students and teachers this year, growing by 38% over last year.
- 14 Mobile Science and Engineering camps serving students in rural Oregon were funded by grants from GEAR UP and the Umpqua Valley Regional STEAM Hub.
- The Adopt-A-Classroom/Adopt-A-College Student program used Skype to serve 80 students in 2012-13 and 170 students in 2013-14. Two OSU college student mentors served this many students making this program one of the most cost-effective ways to engage students remotely.

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- When the December 2013 snowstorm forced closure of the university, *the Registrar's Office* rescheduled final exams putting in 16-hour days. Due to a water main break in Milam, they rescheduled exams again, utilizing Gill and many volunteers.
- Successfully transitioned Athletics Compliance to Admissions, the Registrar's Office, and Financial Aid.
- The *Registrar's Office* in partnership with academic units and Facilities, assisted in finalizing the design of the new Classroom Building.
- Redesigned FERPA training for a more robust conversation with university partners, in collaboration with the General Counsel. Implemented online tutorial required to access to the CORE reporting tool.
- Implemented the majority of recommendations made by the UCSEE Sub-committee on transfer and DPP student experiences.
- While resolving prior fiscal year overage in tuition remissions, met or exceeded enrollment metrics in 2013-14.

## **Barriers:**

- *Precollege Programs (PCP)* office space: We anticipate that PCP will need to be relocated in 2015. Additionally, GEAR UP may need space in 2015-16. PCP is working with Lynne Schauble and Libby Ramirez of the space planning committee to find a long term location for PCP.
- PCP capacity to accommodate the growing requests for the Campus Field Trip program. In the last five years the program has grown from 500 students per year to 6000, with a 38% increase the past year.
- Classroom availability for Campus Field Trips continues to be an ongoing issue.
- Renovations to the *Financial Aid Office* space in 218 Kerr have been put on hold in anticipation of co-location with Student Accounts on the first floor. Remodeling of cubicles, carpet replacement and other maintenance is becoming critical in the interim. Asbestos abatement is scheduled for fall 2014. Lack of workable space limits use of graduate assistants, student employees.
- Slow advances in technology solutions due to inadequate staff levels in ECS and Central Web Services, in spite of some very productive, innovative staff in those areas.

## 3. Brief summary of major faculty and student awards, honors

- Cathy Law, STEM Academy Director, won the Outreach and Engagement for Innovations-Partnerships.
- Rick DeBellis received the 2013 Leadership Corvallis Hans Neukomm Leadership Award.
- Rockne Freitas received the Distinguished Alumni Award, as nominated by Kate Peterson and Noreen Yamane, Chancellor at Hawaii Community College and Degree Programs partner.
- Tom Watts Received a Certificate of Recognition for nomination for Exemplary Employee Award 2014. Faculty in the Chemistry Dept. nominated him. Certificate was signed by Ed Ray and Glenn Ford.

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- Lois DeGhetto, assistant director of Financial Aid received the OSU Our Hero Award by PFLA.
- Kate Peterson was honored with the Western Association of Student Financial Aid Administrators 2014 Lifetime Membership Award.

Selection of faculty and staff leadership roles within professional organizations:

- Doug Severs, Board of Directors, National Direct Student Loan Coalition
- Doug Severs, Association Governance and Membership Committee, NASFAA
- Lois DeGhetto, VP representative for 4 year institutions for Oregon Association of Financial Aid Administrators (OASFAA)
- Ben Wessel, Chair of the Technology Committee (OASFAA)
- Matt Ogawa, Pacific Northwest Association for College Admissions Counseling (PNACAC) - Delegate
- Matt Ogawa, PNACAC Annual Conference Chair 2014 (hosted at OSU)
- Matt Ogawa, National Association for College Admissions Counseling – Editorial Board Member
- Alex Galbreath, PNACAC House Co-Chair (annual conference)
- Alex Galbreath, PNACAC Diversity and Access Committee member
- Amanda Hutchinson: PNACAC Events Chair (annual conference)
- Amanda Hutchinson: CIVSA (Collegiate Information and Visitor Services Association) FOOT Award
- Blake Vawter: American Association of Collegiate Registrars and Admissions Officers (AACRAO) Nominations & Elections Committee member
- Blake Vawter: PNACAC House Co-Chair (annual conference) and PNACAC Promotions Chair (annual conference).
- Mickey Reynolds: Program Chair for annual Pacific Association of Collegiate Registrars and Admissions Officers (PACRAO) conference
- Erin Rau: PNACAC Admission Practices Committee member
- Tom Watts: Active participant and editor in the PACRAO Writing Group
- Rebecca Matherne: Co-Chair of the Nominations and Elections Committee, PACRAO 2013
- Kate Peterson: College Board CSS Nominations and Elections Committee

4. Brief summary of key initiatives to leverage E&G and other base resources and to improve administrative efficiencies
  - EM Information Technology (EMIT) expanded use of the Banner Relationship Management (BRM) to communicate with prospective and current students
    - i. First year Experience initiative using BRM
    - ii. College-specific campaigns (Engineering, Forestry, Science, Business)
    - iii. 2.5 million emails sent from Sept. 2013-June 2014, a 25% increase
  - Precollege Programs: 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 OS2 streamlined student hiring processes to enable increased program capacity.

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- CORE launch – *EMIT, the Registrar's Office, Admissions and Financial Aid* partnered with the BIC team to define/review/provide feedback on the new reporting environment, reports and security architecture.
- *EMIT* created/published a policy and process for admitting student eligible for tuition equity when HB 2787 passed. English and Spanish webpages, an FAQ, and a feature story describing the legislation and how it was implemented at OSU. Specific admissions attributes, workflows and forms to automate the process and reporting requirements are in place.
- *EMIT* led an initiative to include web analytics hooks in Banner self-service and Luminis products so OSU can make strategic, data-driven decisions about these resources.
- *The Registrar's Office* website now delivers all course equivalencies available on a viewable website for students and advisor access.
- *The Registrar's Office* created a tool for advisors to request advising notes to be uploaded into MyDegrees for multiple (many) students at one time, saving hours of work for each advisor.
- Created a process to register en masse all General English and Academic English students at INTO-OSU. Delivered new tools to INTO-OSU to streamline their processes, automate jobs for printing student schedules and manage pre-requisites in Banner.

## WORKLOAD AND PERFORMANCE METRICS

- *Financial aid* received and processed federal financial aid applications for over 48,000 individual students, a 60% increase over the prior five years. The front office staff saw 17,500 contacts and took over 47,000 phone calls.
- Approximately 19,700 students were provided with student financial assistance for over a quarter of a billion dollars.
- Of U.S. undergraduate students enrolled at OSU in 2013-14, 40% received a Pell Grant at 8,607 or \$33,041,308.
- 3,930 Oregon undergraduate students received the Oregon Opportunity Grant totaling \$7,095,576.
- *Precollege Program*: 43,413 participant interactions were reported in 2012-13.
- Also, 769,587 contact hours were reported by youth outreach programs in 2012-13.
- The newly created Assistant Registrar for Athletic Compliance certifies 17 sports for more than 500 student athletes.
- 64 youth programs reported data in 2012-13 (Note: data for 2013-14 available 9/15/2014).
- *DPP Student Services Manager* participated in the Oregon Transfer Days visiting 17 Oregon Community Colleges, spoke with over 750 students.
- *Registrar's Office*: Graduation rate increase to the largest ever graduating class at 5,660, with 6,019 degrees earned in 2013-14 academic year. This is a 12% increase over the prior year, consistent between both undergraduate and graduate programs. 3,452 participated in the June 2014 commencement exercise, up 330 students from June 2013.
- *Admissions* increased the number of inquiries from out-of-state freshmen by 22%, applications by 1.4%

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- Applications from High Achieving students increased by 16.1%; ATD's by 7.6% with projected enrollment up 3% from 39% in fall 2013 to 42% fall 2014.
- Admissions sent nearly 1500 handwritten notes to prospective high achievers in Oregon.
- Admissions and EMIT sent out over 2,000,000 emails through the BRM.
- The Oregonian's survey of Portland area valedictorians had the most students heading to OSU this fall at 75, over twice as many as the University of Oregon, the next most popular on the list.
- The number of new transfer students enrolled after July START sessions is up 7.1%, with the largest growth among non-residents.
- Admissions saw 5,286 walk-ins at the counter; received over 30,000 emails; took approximately 30,000 phone calls, processed 288,250 documents, 18,072 advanced standings/transfer credit evaluations (up over 1000 from prior year); processed 20,014 admissions applications.