



2026 RECRUITING AND ADMISSIONS WORKGROUP

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The Recruiting and Admissions Workgroup will develop a comprehensive set of best practices and actionable recommendations to facilitate the establishment of efficient and effective undergraduate and graduate recruiting and admissions processes focusing on the enrollment funnel from prospect engagement up to new student onboarding.

The Workgroup's deliverables will broadly support the following PWS tactics:

- Implement a coordinated college and university growth strategy to meet online and OSU-Cascades growth targets.
- Implement a coordinated college and university strategy for Corvallis campus enrollment.

Scope of Work

- Document current processes related to recruiting and admissions for Corvallis, Ecampus, OSU-Cascades for undergraduate and graduate, domestic and international students.
 - Identify critical handoffs and cross-unit coordination points.
 - Include FTE resources needed across the cycle (and year) for efficient operations under current construct.
- Develop recommendations to address bottlenecks and inefficiencies in current processes, and to enhance current operations. This should include, but not be limited to, college coordination, prospective student engagement, internal application dashboard, and staffing.
- Define, standardize, and document recruiting and admissions metrics that enable performance evaluation across Corvallis, Ecampus, and OSU-Cascades for undergraduate and graduate populations.
- Recommend appropriate technology and tools to facilitate effective operations.

- Propose methods for ongoing evaluation and continuous improvement of recruiting and admissions processes.

Expected Outcomes

- An overview of current recruiting and admissions processes for Corvallis, Ecampus and OSU-Cascades for undergraduate and graduate, domestic and international students. This should include a description of bottlenecks, gaps and constraints.
- Recommendations for recruiting and admissions metrics that enable performance evaluation.
- Recommendations to improve efficiency, coordination and alignment across campuses to improve student experience and facilitate enrollment growth. This should include technology enhancement recommendations.
- Recommendations for ongoing evaluation and continuous improvement of recruiting and admissions processes.

Timeline and Deliverables

- Document current processes: Complete by 4/15/2026
- Draft Recommendations: Complete by 05/15/2026
- Final Report and Presentation to University Leadership: Complete by 06/15/2026

Reporting and Communication

The workgroup will provide regular updates to university leadership and relevant stakeholders. The final recommendations will be presented in a report and an executive summary, with opportunities for feedback and discussion.