

## 2015-16 Annual Report

- 1. *Transformative educational experience for all learners:*
  - *Student engagement and success, recruitment, equalizing success*
    - The Registrar's Office implemented 'College Scheduler', the team's best accomplishment this year. The tool brings ease of access to student schedule planning, improved advisor efficiency, increased ease of registration for classes.
    - Registrar's half-day Advising Summit provided training to 37 advisors on the workings of registration and student records. Evaluations was exceptionally positive.
    - The Registrar's Office implemented the Student Educational Planner within MyDegrees. It allows advisors to create templates for students to show course choices leading to their degree.
    - The offices of Financial Aid and EMIT implemented and automated process and reporting for several new student support funds, the Assistance Fund (for students who could not re-enroll due to increase in tuition/fees) the Reser Emergency Scholarship Fund to address unanticipated emergencies, and assisted Student Affairs with the Persistence Fund implementation.
    - The Office of Admissions assumed responsibility for administering new student scholarships and the University Scholars Program fall 2015. Through significant data analysis and predictive modeling, revisions to the scholarship program and marketing were implemented. As a result, yield rates for high achievers and nonresidents have increased for fall 2016. The new for fall 2016 Oregon Promise program (free community college) has eroded the class of entering Oregon freshmen. Special attention to this population is warranted for 2017.
    - Admissions added a regional recruiter in Southern California, resulting in a 70% increase in event participation, while reducing recruitment travel expenditures.
    - In collaboration with University Relations and Marketing, hand delivered "Beaver Boxes" to Presidential Scholars at their high schools. Presidential acceptances increased from 60 to 83.
    - The Financial Aid office sponsored a student loan symposium for the campus community featuring Beth Akers from the Brookings Institute. Ms. Akers presented on student loan borrowing and debt level. OSU's Student Loan Debt Project was also highlighted.
    - Doug Severs, director of the Financial Aid office was invited to present at the Association of College and University Auditors conference on the nuts and bolts of financial aid and

scholarships. He was also asked to present on education debt at the Conference of western Attorneys General education debt symposium.

- Created a transfer student services position, hired January 2015. For 2015-16, the employee and the associate director for Degree Partnership Programs made monthly visits to the Oregon community colleges, greatly expanding time with students and administrators at the partner institutions, increasing visibility of OSU's DPP.
  
- *2. Research, scholarship and creativity*
  - Rebecca Mathern, Registrar, co-authored, "Curriculum Management", and was invited to present a three hour preconference workshop at the national AACRAO conference.
  - External program reviews were conducted in the Office of Financial Aid and the Registrar's Office. Recommendations for each of the consultant reports have been shared with stakeholders and some are being implemented in 2016-17.
  - EMIT submitted several key surveys and datasets to support decisions on the use of scholarship, recruitment and marketing activities to attract and retain target populations, i.e. high achieving students, Honors applicants, prospects from the Portland area, students with need, diverse populations. For example, The College Board University Honors College survey, the College Board High Achievers Student survey, the National Postsecondary Student Aid Study (USED), the University Innovative Alliance, MAAPS.
  - Precollege programs working with Kendra Sharp in Humanitarian Engineering program to develop invention-based curriculum.
  
- *3. 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*
  - Beaver Hangouts has grown due to popularity with schools and the OSU students who serve as coaches. Partner with 2 AmeriCorps members. Over 50 college student coaches. Work with organizations such as Elevate Oregon, AVID, I Have a Dream and rural focused GEAR UP schools. Over 750 4th-12<sup>th</sup> grade students served. Learning outcomes established for OSU student coaches. Developed college access curriculum lessons spanning 3<sup>rd</sup>-12<sup>th</sup> grades.

- Precollege Programs is key in OSU's role to fill the K-12 to college pipeline, especially with focus on under represented groups. PCP leadership has active roles with the Outreach and Engagement Council, CL@SE Advisory Board, Coastal STEM Hub Steering Committee, UVR STEAM Hub partners, OSU Research Impacts network (ORIN) workgroup, and the Diversity Relations Strategy Group.
  - Admissions expanded the Alumni Volunteer Recruiter program to enhance recruitment efforts, particularly in out of state markets.
  - The Financial Aid office participated in more than 100 events, reaching over 15,000 students and parents, prospective and continuing, as well as provided support, resources and training to faculty and staff.
- *4. Commitment to three essential features our OSU*
    - *Increasing diversity of faculty, staff and students*
      - Precollege Programs offered bi-lingual tours to over 1,100 students and their families in Junto visits.
      - Numerous partnerships to increase diversity of college-going pipeline includes Juntos, Adelante en Accion, CL@SE, Willamette Promise, with 29% visits from college access programs, AVID, TRiO, WP and Juntos.
      - Admissions added a Portland based regional admissions adviser to provide more personalized service to Portland area high schools, counselors and proactively engage partners in diverse communities.
      - Admissions connected with community colleges in support of diversity-based programs aimed at college success and transitions, such as PCC Future Connect.
      - Admissions hosted Latino Family Night programs in Washington County and Salem Metro area (bilingual programs)
      - Launched a website specifically for undocumented students.
      - Collaborate with the University's Diversity Community Relations Strategy group to build relationships and programs in the Portland area.
      - The Financial Aid office continued their work in packaging financial assistance for students in the Foster Youth Tuition program, coordinating with Education Opportunity Program who provides student support.
  - *5. Stewardship of resources & efficiencies*
    - Precollege Programs – SMILE partnered with over fifteen OSU faculty as their broader impact program for NSF proposals. Grants awarded as of 7/18/16: University School Partnership (\$159,000), NSF Regional Class Research Vessel (\$75-\$90k until 2021).

- Precollege Programs received STEM Hub and Oregon Community Foundation funding to offer camps in summer 2016.
  - Precollege Programs received a grant from the Lemelson Foundation to offer mobile invention camps for summer 2017.
  - Admissions provides ongoing support for the success of OSU Cascades through staffing, systems/technology support, coordinating marketing activities, coordinated publications, recruitment events. Very recently, transferred Associate Director Blake Vawter to direct the admissions operations at OSU Cascades. We also changed several staff PD's to focus on central Oregon and OSU Cascades recruitment necessary to meet the targets for enrollment growth on that campus.
- *6. Technology as a strategic asset*
- The Registrar's office provided START students and advisors with real-time change of major capabilities which greatly reduced time required for students, advisors, staff.
  - The Registrar's office developed a new enrollment verification process for Saudi Arabian students to streamline and increase accuracy, timeliness.
  - The Registrar's office created a Grading Team, a grading questions email account, and added new grading tutorials which streamlined communication around final grade posting, reduced faculty frustration and errors. Well received by the faculty.
  - An Advisor Resources webpage dedicated to resources useful to academic advisors was developed by the Registrar's office with links to/from the Undergraduate Studies Advising page.
  - The first Banner XE product at OSU was launched by the Registrar's office – the Attendance Tracker. This tool meets legal reporting requirements for International students. It is also used in a pilot with the College of Business for early intervention.
  - INTO-OSU requested Pathway programs be scribed into MyDegrees to allow INTO-OSU advisors and students to track progress and completion. The Registrar's office satisfactorily completed this project in 2015-16.
  - The focus on student success has had short term and long term impact on Enrollment Management. Significant hours have been contributed to identifying and producing meaningful data, assisting with establishment of security access levels, formalizing online FERPA training for all employees, vetting CORE reports, writing code for many CORE team reports, responding to ad hoc requests from the colleges, outside agencies and partner institutions, preparing and presenting requested information. Every department has been involved and looks forward to continuing these efforts in the future.
  - EMIT partnered with Student Health Services to provide communication plans for Alcohol.edu and Haven programming now required of all new students.

- In working closely with the Salesforce Collaborative, an Undergraduate Admissions application was built and launched in Salesforce, consolidating the maintenance of 75 applications to 1 using skip logic.
  - Automated the upload of electronic student transcripts (EDI) for a 40% reduction in manual workload, as well as improve consistency, accuracy. This project was listed as a priority for completion via joint effort of EMIT and ECS for over 12 years!
  - EMIT developed a student enrollment checklist in Student Self-Service (individual student online account). Includes information and next steps for Admission, Financial Aid and Scholarships, Housing, Immunizations, START registration, consolidating all the information for new students into one place – changes dynamically as students complete each step.
  - Admissions upgraded website to latest version of Drupal, improved content, flow of information, visuals, based on analytics tracking usage. Also, used new online and more current-day social marketing services/tools, including mobile applications.
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- *Performance metrics, statistics*

### *The Registrar's Office*

- Largest graduating class and commencement attendance in OSU history, June 2016. There were 6391 degrees awarded, up from 5754 in 2015.
- Increased general purpose classroom seating to 10454 campus-wide. This is up from 8602 in Fall 2015. Note: lost 767 seats in Bexell during remodel but gained 2085 seats in LINC and 534 seats in StAg (after it reopened).
- Trained 4996 people on FERPA compliance via our online FERPA training tool. This includes 2903 undergrad and graduate TAs, 2038 staff and faculty and 55 agents of our institution.
- In the Registrar Student Satisfaction Survey:
  - i. 86% felt their questions or concerns were answered or resolved
  - ii. 92% received a response in a timely matter
  - iii. 85% said satisfied or very satisfied
- In the Commencement 2016 Survey:
  - i. 72% satisfied or very satisfied overall
  - ii. 86% felt diploma distribution went smoothly
- Processed 52 data requests for campus partners since March 2016 (when the data measurement began)
- Processed 1523 new programs or curriculum modifications on behalf of the faculty and faculty senate (curriculum council). This is an increase from 1383 last year.

- Scheduled approximately 36000 sections for courses on all campuses.

## The Admissions Office

- Visit Programs increased 16.6% over past year to 2,800 visits. Open House attendees also increase by 11.37% to 6,315.
- Daily campus visits increased by 14% to 15,794, compared to 13,878 the previous year.
- Group visits increased by 2% to 4,384. Although the rate of annual growth has slowed, it has increased 80% over the past six years. Most of the groups are high school students from underserved schools.
- Fall 2016 outcomes: new freshmen registering for START by July was up 5.9%, a 32% increase in nonresidents offsetting a small decline in residents, -1.4%.

## Customer Service and Processing:

- 4,633 walk ins; 27,251 emails received (close to 4.5 million sent); 33,775 phone calls; average call time 2:58 minutes. Average hold time :49. Advance standings/transfer credit evaluations completed 24, 278, an 11% increase; 24,278 Admissions applications processed; 456 residency affidavits.
- Nonresident recruitment events increased 19.5%, from 668 to 795. In-state events went from 352 to 375, a 6.5% increase.

## Precollege Programs

- In 2015-16 SMILE clubs included 707 students, 44% Latino, 10% Native American, 15% other minority, 66% low-income, 81% first generation, 58% female.
- 100% of SMILE club seniors graduated from high school this year, compared to 65% graduation rate for the Ontario school district.
- Students who participate in SMILE 7-9 years are over twice as likely to go to college, and over 50% who graduated in the last five years are enrolled in college.
- The Campus Field Trip program served 8,543 K-12 students, a 45% increase in one year.
- 1,123 teachers and parent chaperones were involved with the Campus Field Trip program, a 32% increase in one year. That translates to 26,347 contact hours.

## Enrollment Management Information Technology (EMIT)

- 2000 web pages published and managed.
- 250 unique data reports generated for campus departments
- 6,000,000 projected emails sent in communications campaigns for 2016 in 73 unique communications plans launched in 2016. 4,421, 058 emails were sent in 2015.
- 504 work order/tickets received since January through June 2015

- Primary stakeholders, customers of EMIT: Admissions, Financial Aid, Scholarship Office, Registrar, Academic Colleges, Salesforce Collaborative, First Year Experience, Undergraduate Studies, Ecampus, International programs, GEAR UP, Precollege Programs, IS Web & Mobile, OSU Cascades, Degree Partnership Program, Institutional Research, Student Health Services, University Housing and Dining, the Associate Provost for Enrollment Management.

## Financial Aid Office

### Customer service and Processing

- 48,339 Free Application for Federal Student Aid (FAFSA)
- 24,237 Admitted students with FAFSA's
- \$257,713,530 federal, state, institutional aid paid to OSU students (all campuses)\*
  - \*excludes some internships, federal or employee benefits, employment
- 15,988 students received federal financial aid; 19,999 students paid all aid
- 24,256 documents submitted requiring additional review, action and notification
- 13,674 walk-ins, down 12% in one year; 44,306 phone calls, down 5% in one year.
- \$702,000 institutional veterans aid paid to student veterans (in addition to federal veterans educational benefits)