




UNIVERSITY OF OREGON


Enrollment Management Sixth Annual Retreat

Ford Alumni Center, Giustina Ballroom
July 29, 2015


Agenda

- ▶ State of Enrollment Management
 - ▶ BREAK
 - ▶ Introduction of Guest Speaker, Greg Bell
 - ▶ Special Presentation
 - ▶ Concluding comments
 - ▶ BIG FINISH
 - ▶ Lunch
 - ▶ Greg Bell book signing
 - ▶ Adjourn
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State of Enrollment Management Presentation Overview


- ▶ Introduction
 - ▶ UO Enrollment Management Update
 - ▶ Future Initiatives
 - ▶ Accomplishments
 - ▶ Summary
 - ▶ Questions/Answers
 - ▶ Conclusion
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Introduction

- ▶ Today's retreat will focus on what has been accomplished in the past year, while also directing our attention to the upcoming year and specifically how to enhance the service we currently provide.
 - ▶ Please welcome our newest members of the Enrollment Management Team:
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Welcome New Team Members

▶ Registrar:

- Laura Potter, Student Records Specialist
 - Amber Mitchell, Student Records Specialist
 - Amanda Armstrong, Student Assistant
 - Hillary Ferguson, Student Records Specialist
 - Dan Houston, Student Records Specialist
 - Lori Norton, Executive Assistant to the AVP and University Registrar
 - Naivasha Smith, Student Assistant
 - Corey Solari, Student Assistant
- 


Welcome New Team Members

▶ Admissions:

- Austin Beaton, Admissions Counselor Intern
- Patrick Fletchall, Admissions Counselor
- Kristen Gruber, Admissions Mailroom Specialist
- Cyrus Nichols, Associate Director for Recruitment and Outreach
- Rebecca Rodas, Admissions Counselor Intern

Welcome New Team Members

- ▶ Financial Aid and Scholarships:
 - Jennifer Bell, Associate Director for Advising
 - Kaira Chandler, Administrative Program Assistant
 - Ian Kwasowski, Technical Reports Specialist


 - ▶ Orientation Programs:
 - Sarah Rivas, Program Assistant
 - 50 new Ambassadors
 - 25 new orientation leaders
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Welcome New Team Members


- ▶ **Strategic Communications**
 - Marlene Blum, Assistant Director
 - Kate Conley, Senior Editor
 - Drew Terhune, Manager

 - ▶ **Central Administration**
 - Michele Civiello, Finance & Communications Director
 - Jen Parker, Development Officer
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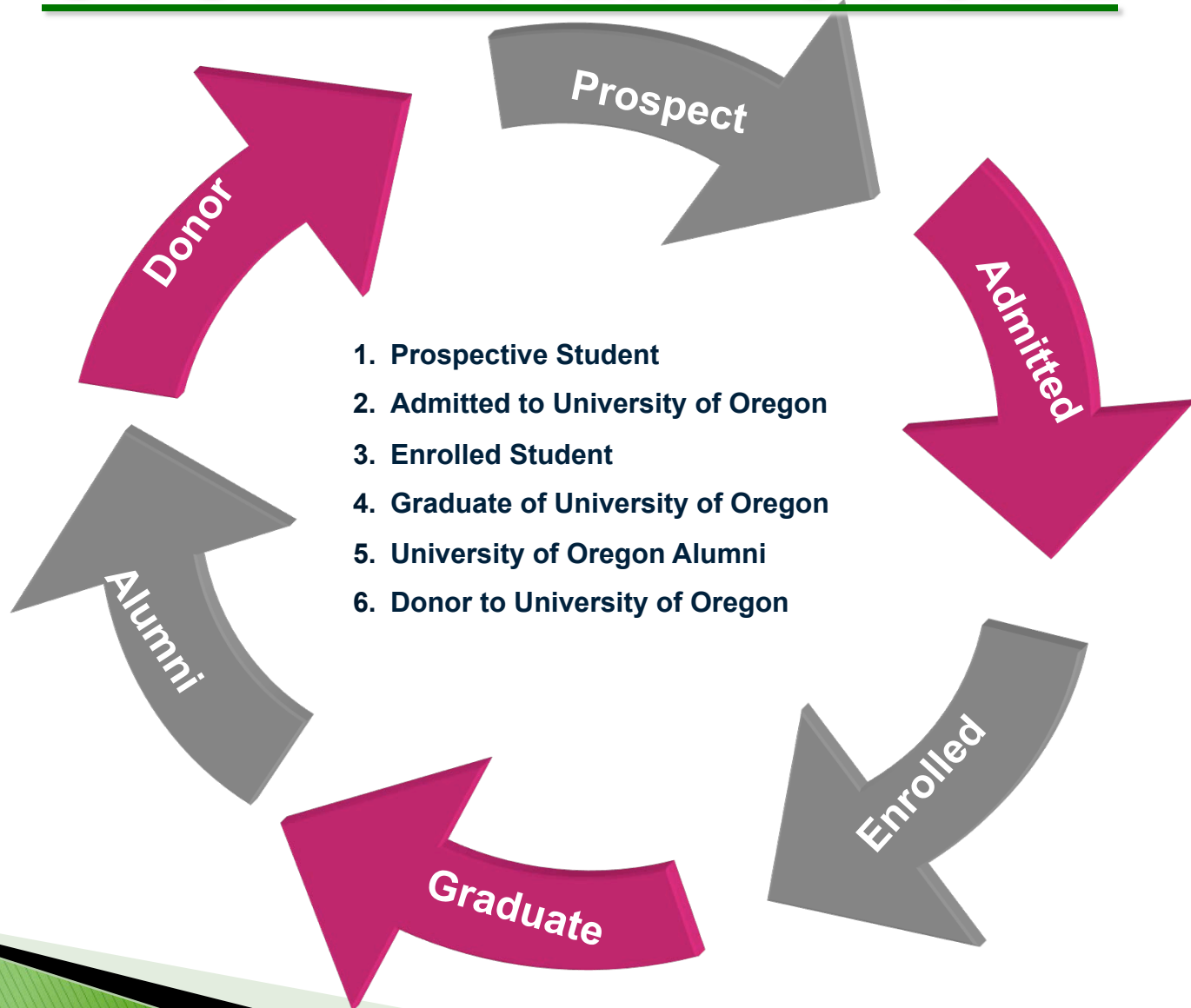
University of Oregon Update

- ▶ Top Priority: Create the best undergraduate experience possible
 - ▶ Educate Oregonians and contribute to a strong, growing state economy
 - ▶ Contribute to reducing the percentage of Oregon residents seeking higher education outside the state
 - ▶ Expand, increase and introduce new non-resident markets—expand our reach
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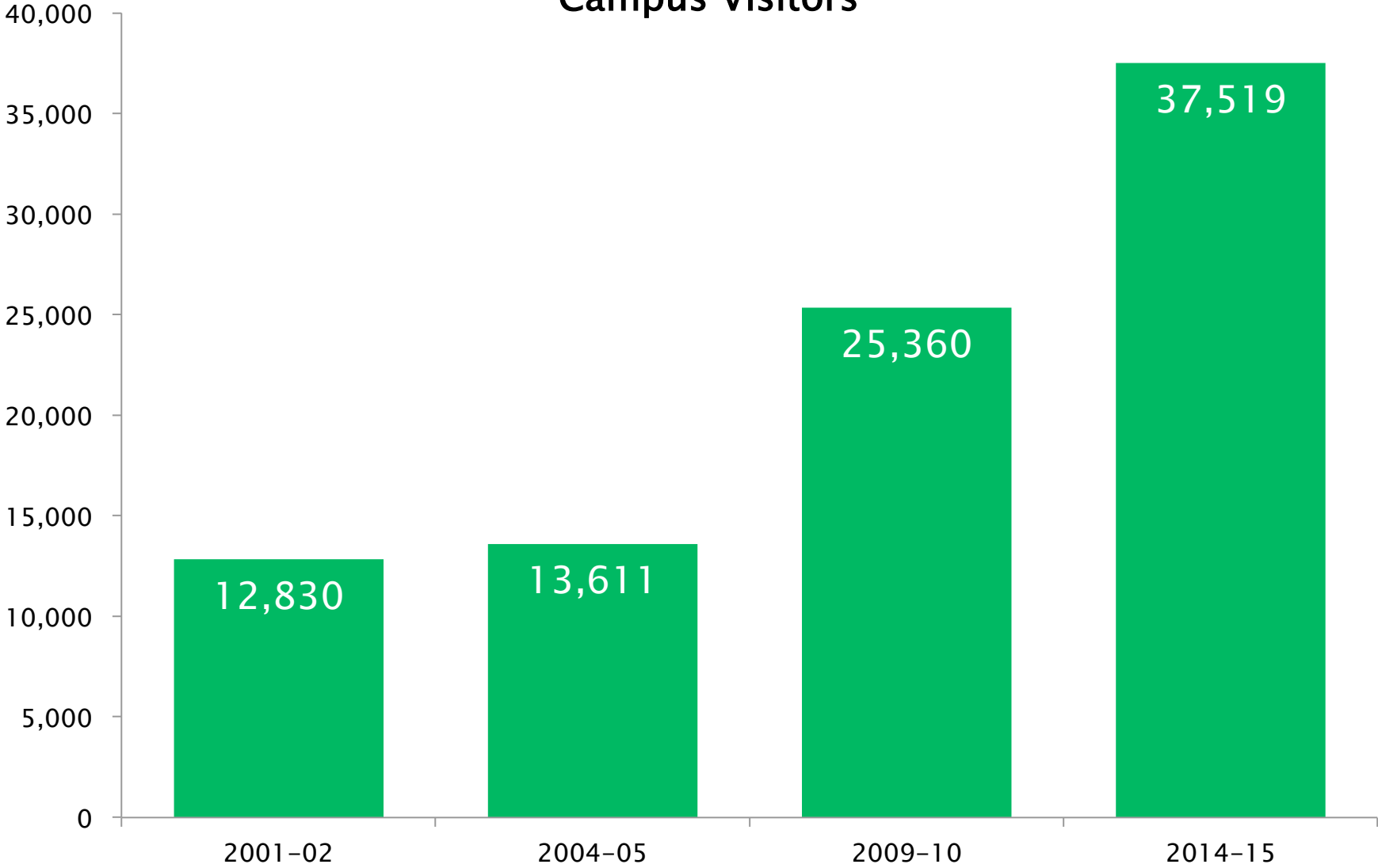
University of Oregon Student Enrollment Goals

- ▶ Increase the quality of the entering class (measured by high school GPA and test scores)
 - ▶ Increase the diversity of the entering class (measured by social economic status/ethnicity)
 - ▶ Increase the international experience of all undergraduates (measured by country of origin for new students)
 - ▶ Keep the UO affordable for Oregon residents
 - ▶ Increase freshmen to sophomore retention rates (leading to increased graduation rates)
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STUDENT LIFECYCLE



University of Oregon Campus Visitors

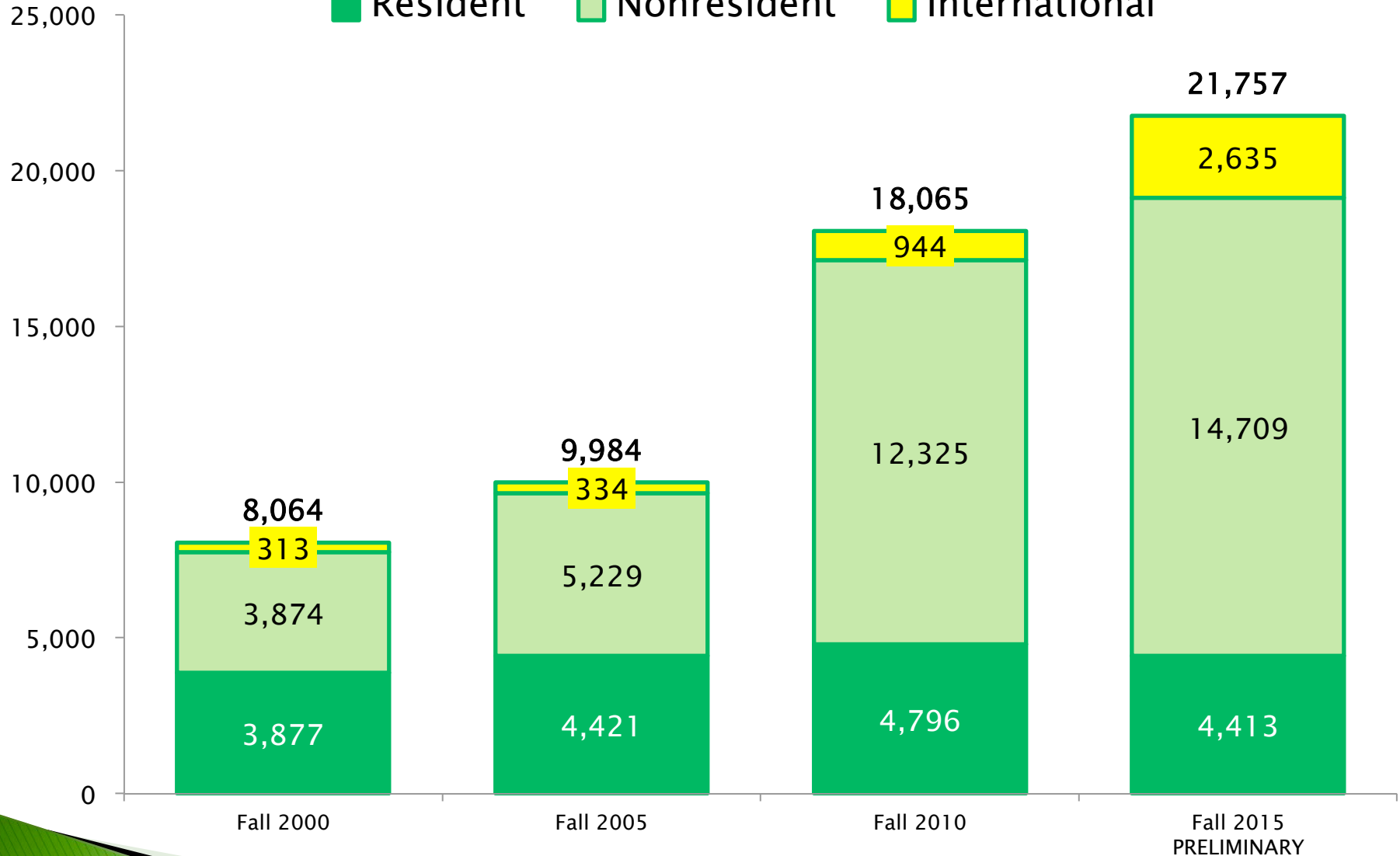


First year of data

Includes campus tours, duck preview, and duck days. Tour calendar is from July 1 to June 30.
UO Office of Enrollment Management, July 24, 2015

Applications for Freshman Admission by Residency

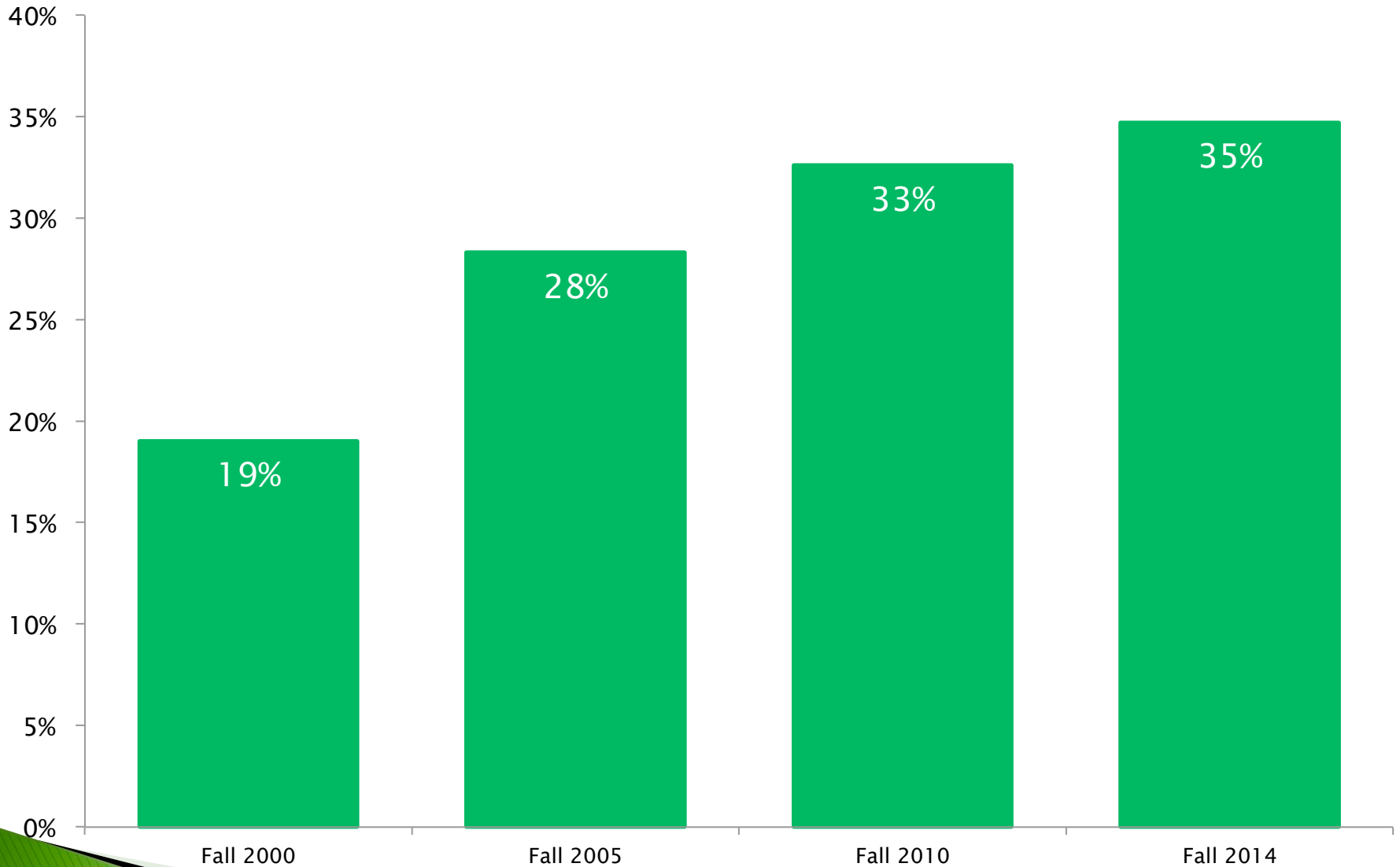
■ Resident
 ■ Nonresident
 ■ International



Fall 2015 is as of July 24, 2015 – the cycle is not complete.
 Includes students who were given conditional admission.
 UO Office of Enrollment Management, July 24, 2015.

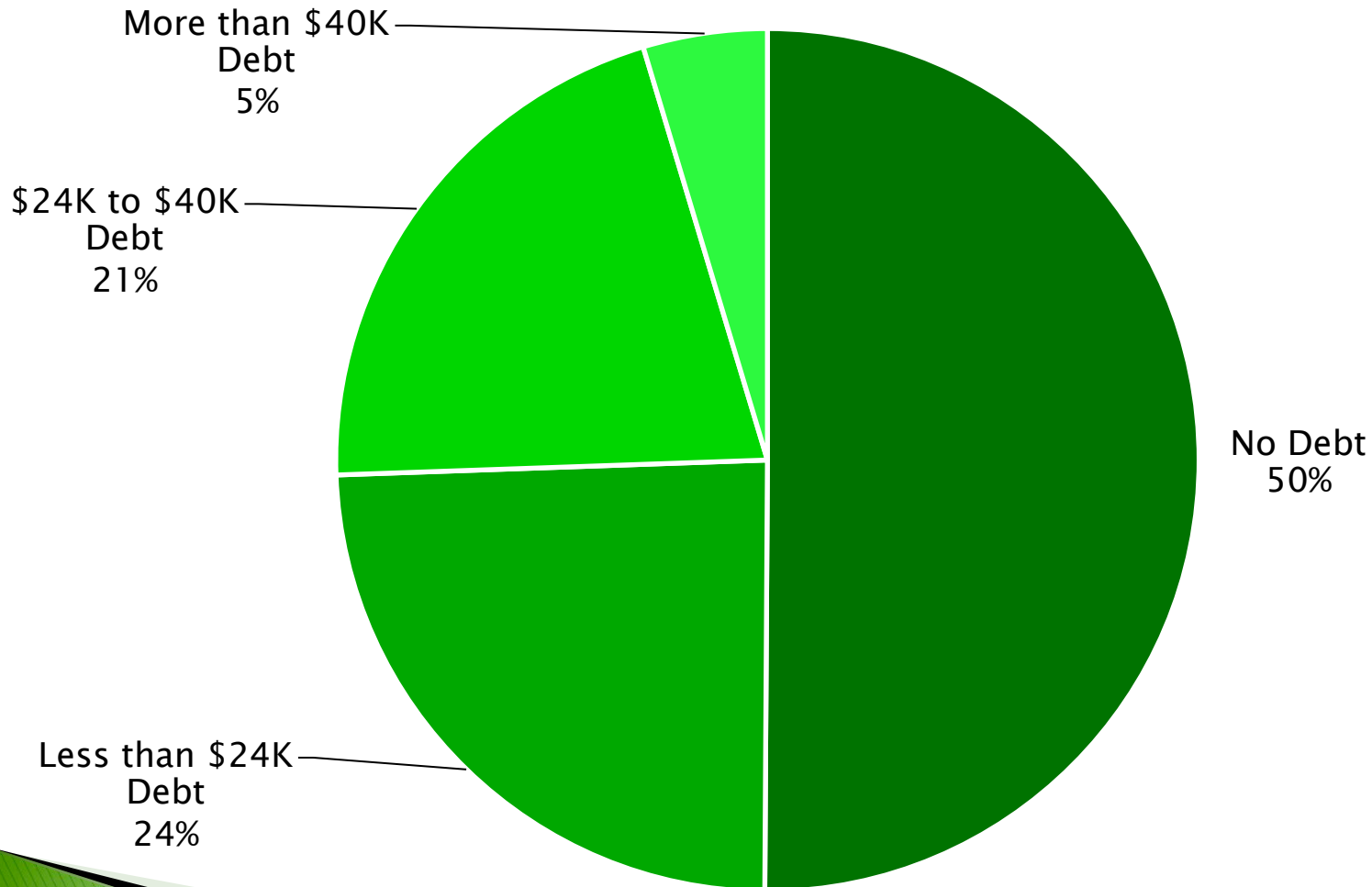
Enrollment Management statistics will be publicly posted
on the first day of class

Percentage of New Entering Freshmen With Credit from AP or IB Exams



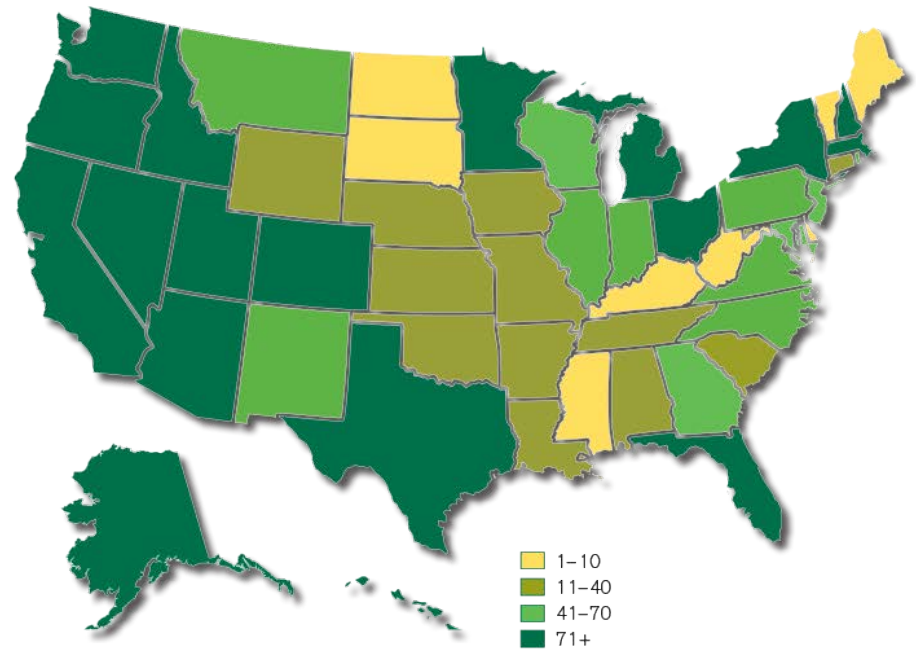
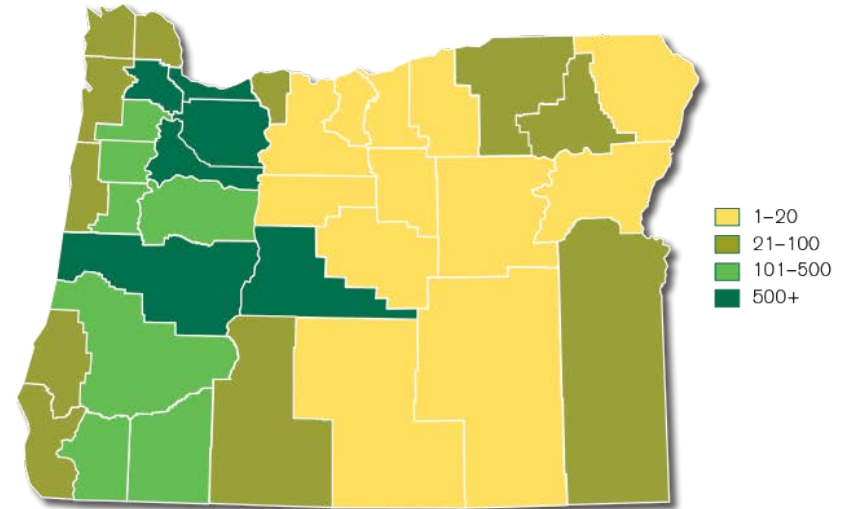
Fall 2105 not yet available. The average AP or IB student averages 16 transcribed credit hours as a result of their AP/IB work.
UO Office of Enrollment Management, July 24, 2015.

Debt at Graduation: Students who Started as Freshmen 2013-14 Graduates

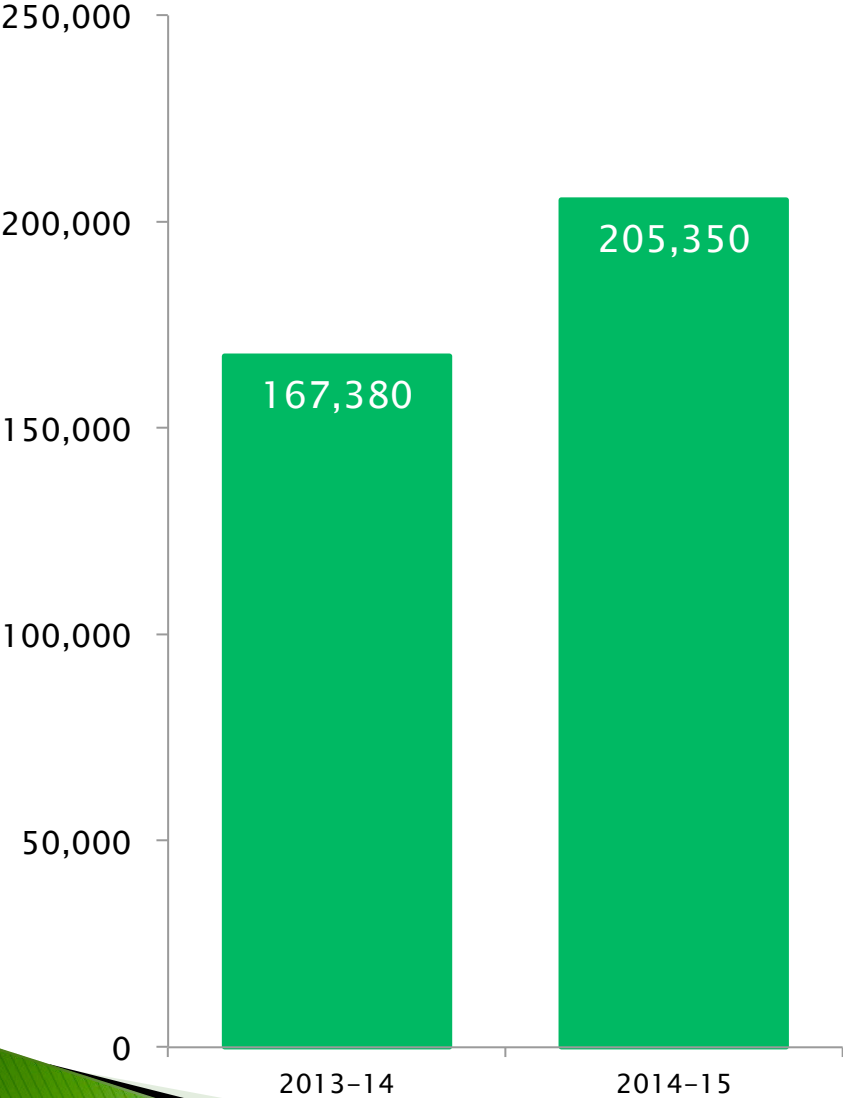


2,704 new students from every county in the state of Oregon joined UO students from every state to begin classes last fall.

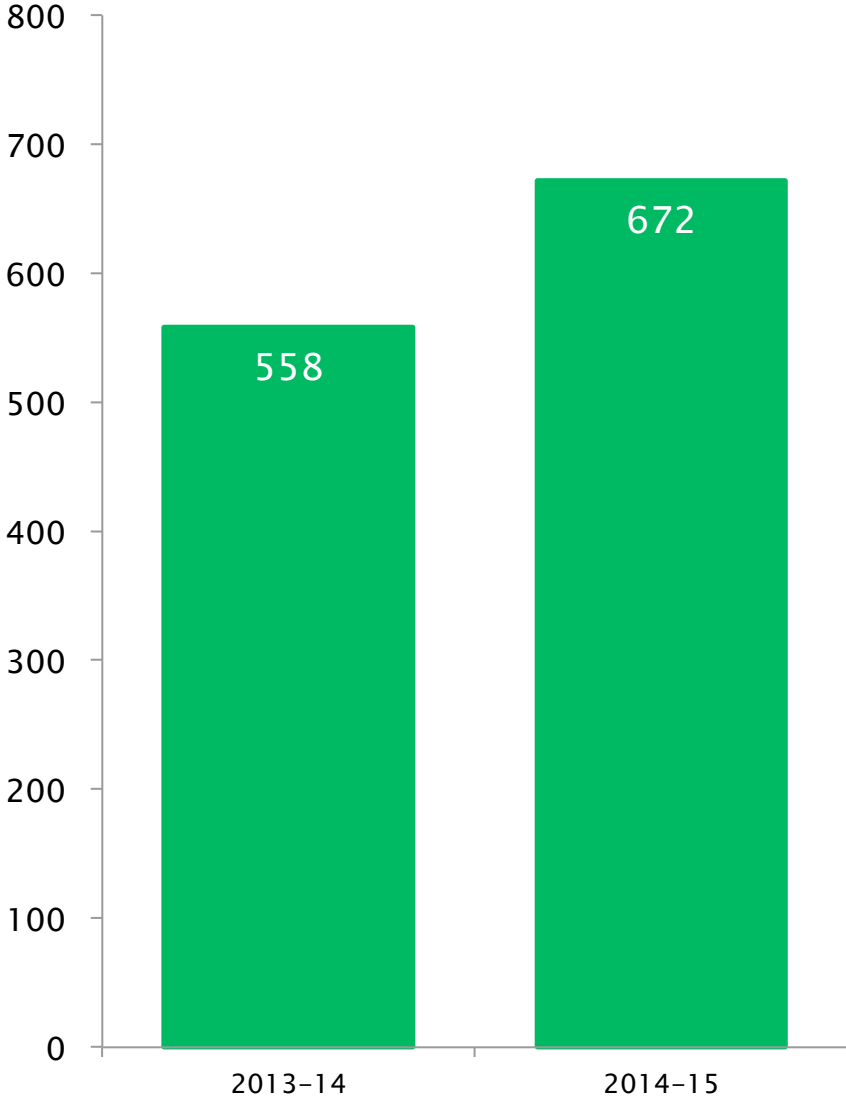
Diverse Origins



Talisma Interactions



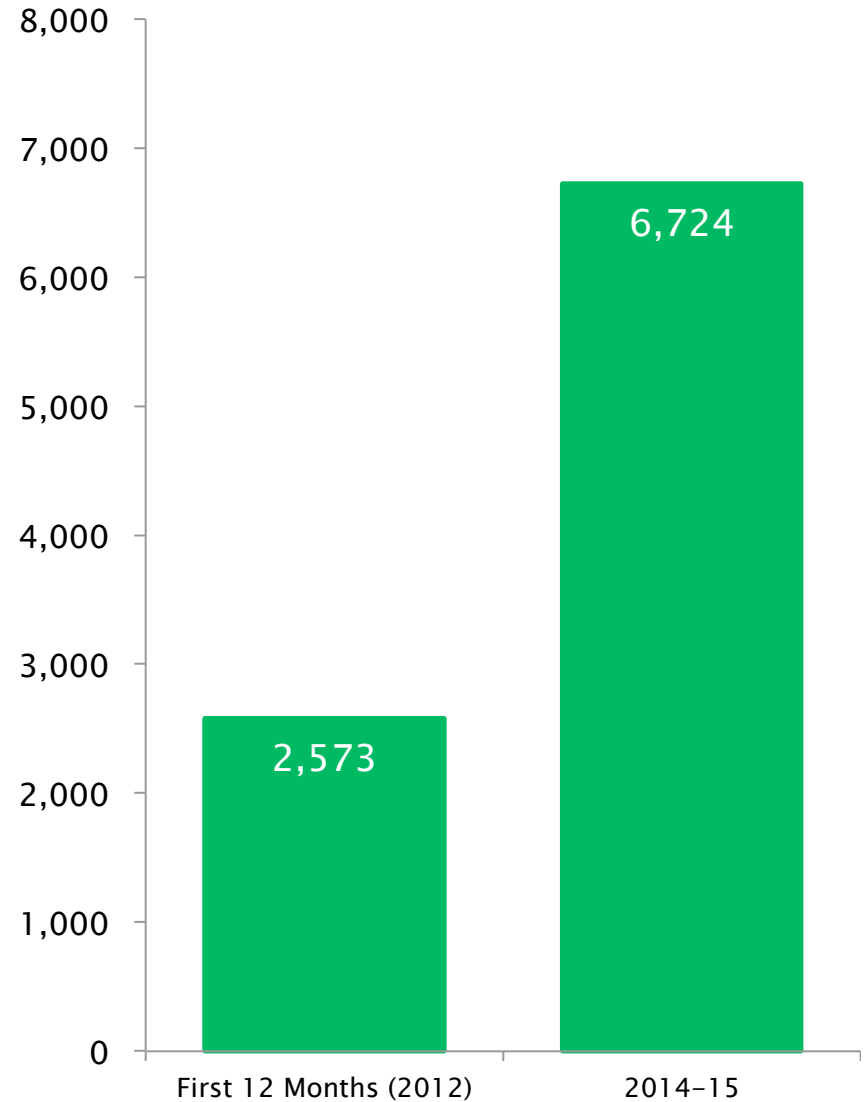
Talisma Campaigns




Registrar's Office Operations

	2014-15
Number of workflows completed within five days	20,259
Number of Talisma interactions recorded	49,084
Number of grades collected	267,363
Number of official transcripts issued	41,771

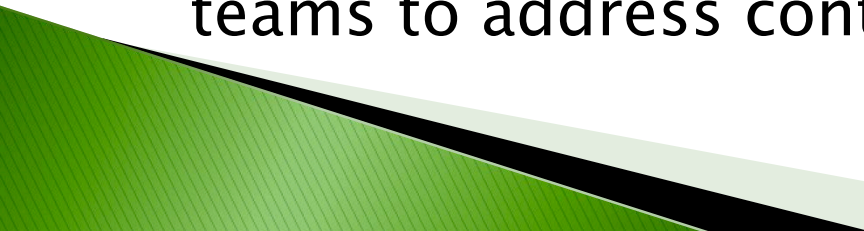
PDF Transcripts Ordered




Core beliefs related to service

- ▶ “Many universities recruit a freshmen class, but at the University of Oregon, we hope to recruit a group of individuals, who together comprise a freshmen class.” There is a fundamental difference.
 - ▶ “Many universities ask students for their ID number, at the University of Oregon, we ask students their name, then request an ID number.” There is a fundamental difference.
 - ▶ Goal: Eliminate “bounce”
- 


New Initiatives Updates

- ▶ CRM has been implemented across all of Enrollment Management and will now move to academic units.
 - ▶ Our 2015–2018 Enrollment Management Strategic Plan will be completed and distributed at the start of the school year.
 - ▶ Our work to meet our campaign fundraising goals will continue.
 - ▶ We will introduce the concept of cross–functional teams to address continual quality improvement.
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New Initiatives Update

- ▶ We will develop a long term, decade long enrollment plan which includes space, budget, personnel and all planning components.
 - ▶ We will focus on accomplishing the 90% retention goal and 76% graduation rate by 2018.
 - ▶ We will focus on how to build team, by working to eliminate our natural departmental boundaries.
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Accomplishments

- ▶ Too many to list all of them—but here is an attempt to share some!
 - ▶ With respect to Enrollment Goals—This fall we will welcome the most diverse class in the history of the University of Oregon.
 - ▶ We will enroll students from all fifty states and about one hundred countries around the world.
- 


Accomplishments

- ▶ This fall, we will enroll the most academically prepared and talented freshmen class in the history of the UO! With record HS GPA's and test scores!
 - ▶ This fall, we may see a new record for freshmen to sophomore retention! Stay tuned, but our goal remains to reach 90%, which is rare among public universities. Represents a significant increase from the 10 year average at the UO.
 - ▶ Our organizational structure continues to take shape, with key positions added and filled to ensure our future success.
- 


Accomplishments

- ▶ Our campus fundraising campaign launched, and our division received a \$25,000,000 donation for Pathway Oregon Scholarships from Steve and Connie Balmer!
 - ▶ Strategic Communications planned and coordinated a new program, “Dinner with the Vice President” for top students in Oregon and California.
 - ▶ Our Financial Aid team, with Strategic Communications developed new brochures and posters for Pathway Oregon.
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Accomplishments

- ▶ Financial Aid and Scholarships processed nearly \$250 million financial aid from federal, state, foundation, private and UO sources.
 - ▶ Registrar's Office developed and implemented College Scheduler's Schedule Builder tool to students this summer in IntroDUCKtion!
 - ▶ Orientation programs introduced a new tour---the Running Tour---featuring campus, the history of Track in TrackTown USA and Nike's roots at the UO.
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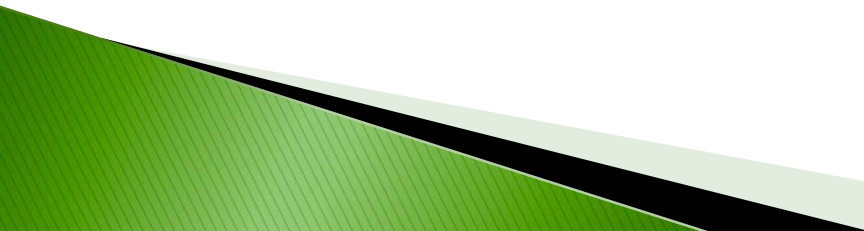
Accomplishments

- ▶ Strategic Communication team members have partnered with 160/90 and UO colleagues to build a new brand awareness campaign for the UO.
 - ▶ The Registrar's Office successfully transitioned Study Abroad processing from Intl Affairs to EM, and offered a web-based search tool.
 - ▶ EM Research provided leadership to the first utilization of the National Freshmen Survey in more than two decades at the UO. This positioned our freshmen among the nearly 400,000 nationwide that take this survey.
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Accomplishments

- ▶ The Admissions Office successfully hosted the OACAC conference here at the UO, attended by nearly 1,300 people from 87 countries.
 - ▶ Strategic Communication led the conversion work on all web-sites to be updated to the new brand standards, and all communications as well.
 - ▶ Registrar's Office implemented the Interactive Degree Guide in May, which is a web-based version of our former degree audit.
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Accomplishments

- ▶ Enrollment Management Advisory Board members were hosted twice on campus due to the good work of many in our organization and new members have been added.
 - ▶ In partnership with the Chamber of Commerce, all Springfield middle school kids were hosted on campus.
 - ▶ Advanced predictive enrollment modeling was enhanced with Talisma CRM data utilized for enrollment projections and to remodel institutional aid for the 2015 entering class.
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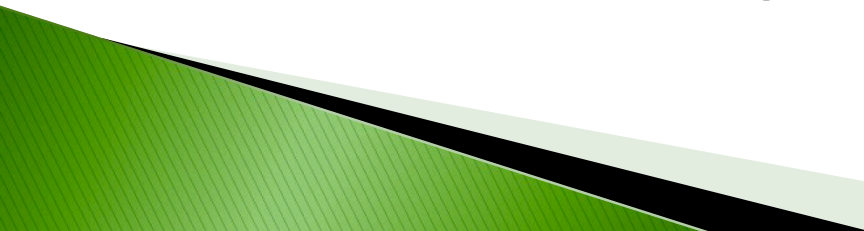
Accomplishments

- ▶ Student Orientation launched a retooled, refocused Week of Welcome for new students that added energy and excitement to our newest Ducks.
 - ▶ Financial Aid completed financial aid processing and awarding for new freshmen in record time—earlier than ever before.
 - ▶ Admissions increased fall and spring travel including nearly doubling the number of fall receptions across the country.
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Accomplishments

- ▶ The Registrar's Office partnered with many across campus to enhance data integration and service levels.
 - ▶ A long term financial plan was created for our organization, designed to address future needs over the decade.
 - ▶ A collaborative effort between Strategic Communications, Admissions and New Student Orientation led to a reduction in summer melt due to better coordination, communication and programming.
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Accomplishments

- ▶ Financial Aid re-designed and introduced a new award letter, insert and packet for all financial aid award communications.
 - ▶ Student Orientation launched special tour Tshirt sales and this popular shirt continues to sell at rates above expectations.
 - ▶ The Admissions team continued to improve and revise our student search process, from the purchased names to the materials sent—this process has been greatly improved.
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Accomplishments

- ▶ Financial Aid introduced a new financial literacy campaign titled, “The Financial Flight Plan” to help students and parents.
 - ▶ A new Enrollment Management Administrative team was created to enhance efficiencies, communication and training.
 - ▶ The Duck Days program was expanded to include more students and families.
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Accomplishments

- ▶ Enrollment Management deepened our community engagement with multiple events, including “Good in the Hood” in Portland and the “Pear Blossom Festival” in Medford.
 - ▶ Enrollment Management also continued our relationships with the Rose Festival in Portland, Fiesta Mexicana in Woodburn, and our advertising campaign on Univision—the only Spanish speaking television station in Portland.
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Accomplishments

- ▶ Our organization continued to partner with many across campus to enrich the University of Oregon experience, from Undergraduate Studies programs to Student Life, and many others, we work to ensure programs are enhanced.
 - ▶ This summer, our organization will partner with the UO Alumni Association to create new “Duck Migration” programs around the west for new students.
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Accomplishments

- ▶ Several EM team members contribute to our profession in leadership roles.
 - ▶ Several EM team members presented at state, regional or national conferences.
 - ▶ Many EM team members provide leadership across campus by chairing or participating in committees, task forces, union activities or other areas of our institution.
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Accomplishments

- ▶ This is a snapshot of the numerous contributions made by Enrollment Management team members, and our colleagues across campus.
 - ▶ This was an incredible year—with many accomplishments and much to be celebrated!
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Accomplishments

THANK YOU!!!!

GREAT JOB!!!




Summary

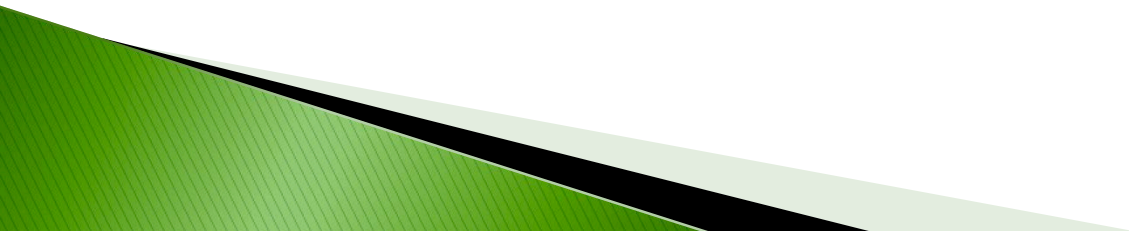
- ▶ Commit to creating the best possible undergraduate experience.
 - ▶ Increase retention and graduation rates.
 - ▶ Create an environment where partnerships and collaborations flourish.
 - ▶ Build on excellence, and create environment where we constantly assess, modify and evaluate how to improve our organization.
 - ▶ Setting lofty goals and accomplishing them is the overarching outcome we desire. Dream big!
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Summary

- ▶ Work together to serve key constituents—students, families, faculty, staff, alumni, donors, friends of the university, community members and others.
 - ▶ Work hard—and play hard!
 - ▶ Make the work environment a place worthy of our time!
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Questions / Answers / Discussion



Conclusion

- ▶ Our greatest resource is YOU!
 - ▶ Our team has accomplished much this past year—and the upcoming year promises to be even better!
 - ▶ THANK YOU!
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BREAK

- ▶ Please return to your seats at 9:20 for the introduction of our keynote speaker.

Keynote Speaker

- ▶ Author, speaker, and two time University of Oregon graduate, Greg Bell


Special Presentation

- ▶ Letter from Texas family to our entire organization and the presentation of the Texas State Flag that flew over the capital in Austin in recognition of the Enrollment Management organization at the University of Oregon

Special Presentation

- ▶ The highest honor in our division is a “Standing O” award. It is my pleasure to present these rare awards now:

Standing “O” awards

- ▶ Joelle Goodwin and Brian Stanley for “Organizing our Bowl Recruitment” events for the past four years.
 - ▶ Brian Lowery, Bonnie Gutierrez & John Bannister for the transition of “Overseas Studies from Intl. Affairs to the RO.”
 - ▶ Rob Hardin, Anne Payne & Jett Nilprabhassorn for their leadership on “OACAC 2015” at the UO.
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Concluding Comments and Big Finish!

- ▶ Share the 2014–2105 Enrollment Management Annual Retreat Video

<https://youtu.be/AVbp6OevxFw>

Lunch

- ▶ THANK YOU FOR A GREAT YEAR, AND YOUR CONTRIBUTION TO OUR SIXTH ANNUAL RETREAT!
 - ▶ Beginning at 12:45, Greg Bell will be conducting a book signing.
 - ▶ OFFICES RE-OPEN AT 1:30 PM
- 