

University Council
Meeting Agenda
March 4, 2022 | 8:30-10:30am | via Zoom Webinar

Recording [Link](#) | Passcode: !09ZyJ?K

I. Welcome | Rob Winningham

Provost Winningham reviewed the pillars of our Strategic Plan. Acknowledged work of enrollment management meetings / group.

II. Admissions & Enrollment

1. Undergraduate enrollment update | Anna Hernandez Hunter

Director Anna Hernandez Hunter provided an update on enrollment projections for fall term, comparing those of Fall 2019, 2020, 2021. She noted that applications for fall 2022 are up 14.1% and the number of admitted students is up 8%.

Anna provided an overview of both the past and upcoming events for this year. It's encouraging to see the numbers for on-campus admissions events increasing post-pandemic.

2. Graduate enrollment update | Hillary Fouts

Hillary noted there are currently 99 applications for Graduate programs. Last year at this time there were 75.

3. New strategies for enrollment and new laser focus on enrollment | Jay Kenton

Interim President Jay Kenton reiterated his top priority has been enrollment and a focus on becoming an HSI. His efforts have included the addition of a men's soccer team, outreach to build relationship with community Hispanic leaders and Chemeketa Community College.

a. Men's soccer

b. EAB investments | Hillary Fouts, Sue Monahan

WOU has established a contract with the Educational Advisory Board (EAB). This is a 3-year investment to do marketing; over ½ of cost goes to advertising; they've never seen less than a 4 in 1 ROI.

Sue Monahan noted the pipeline of traditional undergraduate students is shrinking as the number of High School graduates decreases. Our undergraduate enrollment

is lower than that of other public universities; EAB's adult learner recruitment services allow us to invest in greater visibility, to increase both recruitment and enrollment.

EAB is helping with marketing/recruitment and helping us refine our portfolio of academic programs. They provide four types of analysis: Market Opportunity Scan, Program Feasibility Study, Portfolio Health Check, 360-degree Program Assessment. The current focus is the Market Opportunity Scan. The Portfolio Health Check has already been completed.

Hilary Fouts anticipates we will see an impact for fall enrollment. She notes that Portland Community College, who is in a contract with EAB, had a 23% increase in fall enrollment this year.

c. Partnerships with the State and others | Jay Kenton

Dr. Kenton provided an overview of partnerships that are currently in progress, which includes providing continued education opportunities to employees of government offices. Conversations with SEIU have been initiated to provide opportunities for Oregon state employees to increase their skill set and promote into higher job classifications. Partnership specialist, Jessica is working on this opportunity as well as a partnership with Amazon for their employees.

Provost Wunningham noted that we are close to finalizing the opportunity with Amazon. WOU is also the host for SPARK program for the State of Oregon. This program coordinates substitute teachers for childcare agencies. This program is hosted through The Research Institute.

d. Bilingual Teacher Scholar investments | Maria Dantas-Whitney

Dr. Dantas-Whitney provided an overview of the Bilingual Teacher Scholars & Diverse Teacher Scholars program and the new initiatives for this year, as well as strategies being used to promote the program. She noted that 71 undergraduate applications have been submitted, which is a substantial increase from 46 applications last year. The goal is to have 100 students for fall 2022.

e. RNL/Financial Aid Updates | Kella Helyer

**University Council
Office of the President**

Western Oregon University has contracted with Ruffalo Noel Levitz (RNL) for financial aid optimization. The Class Optimizer program looks at the history of students who have applied to WOU, their financial need, our competitors and their offers and then provides us with data of our incoming class of what the probability will be for the students to attend WOU based on a specific financial aid award. Essentially it helps us predict how much aid we need to award a student for them to attend WOU. In order to have the necessary funds available, and make sure we maximize awards, we have centralized the fee remission funds with the financial aid office.

Some of the benefits of this contract will be consistent packaging, complete and accurate data, modeling for strategic development and long-term planning. Our representative is conveniently located in McMinnville which makes it very helpful.

The awarding goal should be to ensure students with similar academic and financial (and geographic) characteristics have similar aid.

We're modeling for the 22-23 academic year to award merit scholarships, state and federal grants, determine financial need and target gift aid, including awarding foundation scholarships.

III. Showcase: Destination Western | Megan Haberman

“Destination Western” (DW) is a two-week residential orientation program for first-year students aimed at serving underrepresented students who may have academic or social concerns leading into their first year of college. It is funded by a state grant that allows us to provide the program completely free of charge, as well as pay the students a \$1000 wage replacement stipend.

The retention rate from fall to winter term for students who participated in the program was 96%, compared to 89% for non-DW students. Program participants took between 1.6 to 1.8 more credits than non-DW students. Participating students also self-reported a 30% confidence increase in the ability to do college level math and a 27% increase in confidence to be able to do college level writing. Additionally, students reported being 34% more prepared to access resources such as tutoring.

Megan shared two videos highlighting the success of the program:

1. Student Highlight [Reel](#)
2. Staff Highlight [Reel](#)

IV. Persistence & Graduation

1. Retention and graduation data update | Mike Baltzley

University Council
Office of the President

Mike Baltzley provided an update on retention, persistence and graduation rates, looking at 3-year averages. He noted that the retention of first-year students is 71% and 50% of those students are still enrolled in fall of their fourth year. The 4-year graduation rate is 28%, while the 6-year graduation rate is 44%.

In review of retention and persistence rates, he noted that in 2020 we experienced the largest one-year decline since 2010 of 1st to 2nd year students and 3rd to 4th year students, and the second largest one-year decline since 2010 of 2nd to 3rd year students.

He shared data related to the retention and persistence rates comparing first-time/full-time students to that of transfer students, rates broken down by sex, and a comparison of underrepresented minority (URM) students to all students.

Western's fall to fall retention rates and 6-year graduations rates were compared to our peer institutions.

2. DFW update | Paige Jackson

Paige Jackson reviewed a course completion initiative that focuses on the percentage of students enrolled at 4th week census who receive credit for class. She noted that nationally, the DFW rates are between 15-30%. Failing or withdrawing from a class can lead to negative outcomes for students, such as being less likely to be retained, a longer time to complete their degree, jeopardizing their financial aid.

Academic Innovation created an intervention system that WOU uses to provide support to our students. There are three areas of interventions that are utilized:

- 1) Automatic early course behavior alerts
- 2) Early warning system relaunch
- 3) SEP Learning Community

3. Student Success & Advising Degree Completion Initiative | Paige Jackson

Paige provided an overview of the efforts by her team to work with students who assist students to complete their degrees. Noting that 320 students identified & contacted and 221 degree completions students have graduated between FA19-FA21.

Meeting adjourned at 10:28am.