

**OSU-Cascades Board of Advisors
Winter Term 2016 Meeting
Tuesday, January 26, 3:00pm to 5:00pm
Graduate & Research Center – classroom 134**

ATTENDEES:

Becky Johnson
Kelly Sparks
Marla Hacker
Christine Coffin
Julie Hotchkiss
Kelly Smith
Shawn Taylor
Kathy Klock Persing
Bruce Cummings
David Ford
Clint Jacks
Oran Teater
John Rexford

AGENDA:

3:00pm to 4:00pm – Strategic Updates

- Academic programs, existing and proposed – Marla Hacker & Kelly Sparks (see power point presentation)
 - Metrics used to evaluate degrees included student demand, employer demand, fiscal viability, matriculation rates, and community need among others
 - Next step for evaluation will be to examine financial viability more thoroughly for each proposed degree
- Enrollment, student success – Becky Johnson (see handout)
 - Winter term unofficial numbers for week 2 at OSU-Cascades: Headcount 960, FTE 582
 - Headcount up 7%, including an 80 student increase in undergrad students and a 19 student decrease in graduate level students (not as many continuing education courses for teachers offered this year)
 - FTE up 13%, 67 FTE over last year
 - Additionally 180 students are enrolled in all COCC classes
 - 93% (56 of 60) of first year students for fall are enrolled for winter – Kelly Smith will talk about the new programs we have in place to support first year students and the club/sports activities
 - 5 newly enrolled first year students for winter term (3 at OSU-Cascades plus 2 at COCC only)
 - Goals are 100 enrolled first year students and 210 new transfer students for fall. It is very early to predict enrollment.
 - The priority undergraduate application deadline for fall is Feb 1, but if this year is similar to last year we expect to see almost half of our first year applications come in after Feb 1.
 - Over 80% of our transfer applications will come in between Feb 1 and Sept 1
 - Student Ambassadors are calling first year and transfer students who have started applications, but have not yet completed to encourage them to meet the Feb 1 priority deadline.

- BRM automated communication plans launched this fall:
- Prospect first year student
- Prospect transfer student
- Prospect visit – high school junior and senior, transfer and stealth students
- Prospect student majors
- Applicant – first year
- Applicant – transfer
- Admit –first year
- Admit –transfer
- Veterans
- Stealth Applicant – no previous contact except for an admissions application
- First year student update – Kelly Smith
- Communications/Marketing – Christine Coffin
 - Enrollment marketing efforts have produced over 17,000 leads to date with the Freshman application deadline approaching on February 1. Transfer students are a specific challenge and a large part of the enrollment picture, so marketing efforts have been focused in moving transfer prospects through the enrollment pipeline.
 - Questions were asked around our current demographic and the OSU-Cascades Fact Sheet was referenced. (see link)
- Development – Julie Hotchkiss
 - Beginning a cycle with a 1-3 year focus on non-facility priorities
 - Student Success, scholarships and student activities
 - Academic excellence including new degree programs, endowed faculty and research support
 - Innovation Center
 - Net Zero is still a facility priority but nearly completed
 - Engagement Opportunities have also been a priority this year
 - Site tours for donors and supporters
 - MFA visiting scholar event
 - Circle of Excellence Celebration on February 9th
 - Focus groups w/industry leaders for program development
 - Committee work open to donor participation

4:00pm to 4:45pm – Campus Expansion Update – Kelly Sparks

Construction

Long range planning

4:45pm to 5:00pm – New Business

- Becky announced that we closed on the 46 acre mine property on Friday and that OSU-Cascades' new campus is now 56 acres in total
- The funds to purchase this property were included in the original bonds and fundraising efforts, however we still need money to develop the property
- It should be noted that the purchase price and costs for remediation will still come out less per square foot than the cost on the original 10 acre property
- 3-5k students will fit on the 56 acre property
- Still working with Deschutes County on the possibility of acquiring the adjacent 70+ acre landfill

5:00pm – Adjourn