Fall Recruiting Debrief
July-December 2016

January 13, 2017
Overview and parameters

• Recruitment efforts discussed are for undergraduates (first-year & transfer) for Fall 2017

• As we are in the midst of the recruitment/application cycle for Fall 2017, some data is incomplete/not finalized.

• Strategy and tactics reflect best practices and information known at the time.
### Recruitment cycle timeline

<table>
<thead>
<tr>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
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<th>JAN</th>
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<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
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</thead>
<tbody>
<tr>
<td><strong>SR, JR, TR Prospect/inquiry pool</strong></td>
<td><strong>Recruitment fairs/visits</strong></td>
<td><strong>Oregon Transfer Days</strong></td>
<td><strong>Push for first-year applications (app opens July 1)</strong></td>
<td><strong>Early notification: Nov 1 Priority deadline: Feb 1</strong></td>
<td><strong>Honors College: Nov 1</strong></td>
<td><strong>Honors College: Feb 1</strong></td>
<td><strong>Automatic Scholarship awards</strong></td>
<td><strong>Push for transfer applications</strong></td>
<td><strong>Admitted student communications</strong></td>
<td><strong>Add juniors/rising seniors to prospect pool</strong></td>
<td><strong>Junior prospect/inquiry comms</strong></td>
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<td><strong>Yield activities</strong></td>
<td><strong>Competitive Scholarships</strong></td>
<td><strong>Financial Aid offers</strong></td>
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Enrollment funnel

1. Prospective Students
   - SEO, PPC, Conversion Rate Optimization, Email, Print, School Visits, Fairs, Social Media, Affiliates, List buys

2. Inquiries
   - Events, Print Materials, Email Marketing, PPC, Telemarketing

3. Applicants
   - Telemarketing, Events, Email Marketing

4. Admits

5. Confirms
   - Telemarketing, Events, Email Marketing, Social Media

6. Enrolled

7. Retention

Nikolay Gerdzhikov
Lead Generation

- OSU-Cascades currently has approximately 55,000 prospects in the Fall 2017 pool
  - 18% Oregon residents
  - 82% non-residents
  - Overall increase by 183% over Fall 2016 pool (+35,000)

- Philosophy: increase numbers at top of funnel to increase enrollment
- Philosophy: increase yield of admits to deposits to increase enrollment
Marketing & Communications

- PPC
  - Display/keyword/social media
  - Remarketing

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Marketing & Communications

- Outdoor advertising (new)
  - Digital billboard (N. HWY 97)
  - Traditional billboard (K-Falls)
Marketing & Communications

• Extensive communications plan
  • Banner Relationship Management (BRM)
  • Segmented audiences
    • FY/TR
    • Prospect/inquiry/applicant/admit
    • In-state/out of state
Communications: BRM Campaigns

Communications:
We expanded BRM campaigns from seven in the 2015/16 cycle to twelve in the current cycle (see below):

- **casc.prospect.applynow.201801**: 7,256 sent, 22% avg. open rate
- **casc.prospect.general.201801**: 20,559 sent, 22% avg. open rate
- **casc.prospect.transfer.201801**: 66 sent, 29% avg. open rate
- **casc.prospect.welcome**: 264,637 sent, 10% avg. open rate
- **casc.prospect.scholarships.201801**: 46,990 sent, 20% avg. open rate
- **casc.prospect.majors1.201801**: 20,133 sent, 10% avg. open rate
- **casc.prospect.majors2.201801**: 27,827 sent, 10% avg. open rate
- **casc.inquiry.general.201801**: 5,066 sent (all-print campaign)
- **casc.applicant.general.201801**: 50 sent, 68% avg. open rate
- **casc.applicant.transfer.201801**: 14 sent, unknown open rate
- **casc.student.general.201801**: 10 sent, 11% avg. open rate
- **casc.student.general.201702**: 45 sent, 11% avg. open rate
Monthly Visit/Inquiry Report

- Tours Scheduled
- Tours Cancelled
- No-Show Tours
- Drop-Ins
- Phone Calls
- Events

Sep-16
Oct-16
Nov-16
Dec-16
Central/Eastern/Southern OR Themes, Trends and Major Impacts

• Oregon Promise and COCC Partnership

• Oregon Graduation Rate: Third Lowest in Country

http://www.oregonlive.com/education/index.ssf/2016/10/oregon_graduation_rate_falls_t.html

• OSU-Cascades Grand Opening
Central, Southern and Eastern Prospects and Applicants

- Fall 2015: Prospects 435, Applicants 17
- Fall 2016: Prospects 816, Applicants 28
- Fall 2017: Prospects 547, Applicants 34

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Portland-area Themes, Trends and Major Impacts

• Oregon Promise and COCC Partnership

• OSU-Cascades Grand Opening

• Student affinity for Bend
Portland by the Numbers

Fall 2015: Prospects - 289, Applicants - 23
Fall 2016: Prospects - 896, Applicants - 29
Fall 2017: Prospects - 505, Applicants - 68
Salem Trends, Themes, and Major Impacts

- Bend, OR being a destination spot
- Lack of resources
- Financial opportunities
- Getting away from home
W. Valley (Salem/Eugene/Newport) by the Numbers

<table>
<thead>
<tr>
<th></th>
<th>Fall 2015</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
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</thead>
<tbody>
<tr>
<td>Prospects</td>
<td>174</td>
<td>1317</td>
<td>738</td>
</tr>
<tr>
<td>Applicants</td>
<td>6</td>
<td>20</td>
<td>25</td>
</tr>
</tbody>
</table>
N. California Themes, Trends and Major Impacts

- WUE Questions
- Interest in Oregon State
- Student affinity for Bend
- California impaction
- Timing
Northern California by the Numbers

- Fall 2015: 129 Prospects, 6 Applicants
- Fall 2016: 72 Prospects, 5 Applicants
- Fall 2017: 153 Prospects, 26 Applicants
Idaho (Boise area)
Themes, Trends and Major Impacts

- Idaho auto-admits high school graduates to public universities

- Advanced Opportunities Program
  - $4,125 per Idaho student to use for college classes
Idaho Prospects and Applicants

<table>
<thead>
<tr>
<th>Year</th>
<th>Prospects</th>
<th>Applicants</th>
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</thead>
<tbody>
<tr>
<td>Fall 2015</td>
<td>125</td>
<td>3</td>
</tr>
<tr>
<td>Fall 2016</td>
<td>137</td>
<td>6</td>
</tr>
<tr>
<td>Fall 2017</td>
<td>236</td>
<td>4</td>
</tr>
</tbody>
</table>

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Eastern WA (Spokane, Pullman, Tri-Cities) by the Numbers

Prospects

Applicants

- Fall 2015: 101 prospects, 1 applicant
- Fall 2016: 180 prospects, 1 applicant
- Fall 2017: 172 prospects, 0 applicants
Eastern WA Trends, Themes, and Major Impacts

SPOKANE
- Lunch time visits
- WUE and staying In-State
- 4-year University is not the after-graduation norm
- No understanding of Bend

PULLMAN
- Desire to go out-of-state

TRI-CITIES
- Aware of Corvallis, not Bend or Cascades
- Lunch time visits
- Out-of-state options are limited
N. Idaho Trends, Themes, and Major Impacts

COEUR D’ALENE
- Counselor affinity for Bend
- Wealthy area where more students look to go out-of-state
- Similar geographical area makes Bend attractive

MOSCOW
- Desire to go out-of-state
Transfer students

- Hosted Transfer Open House events
- Discontinued ‘Transfer Tuesdays’
  - ROI for staff time not positive
- COCC advising appointments
  - Personal, pre-scheduled appointments at COCC
  - No dual admits
Enrollment funnel

1. Prospective Students
2. Inquiries
3. Applicants
4. Admits
5. Confirms
6. Enrolled
7. Retention

- SEO, PPC, Conversion Rate Optimization, Email, Print, School Visits, Fairs, Social Media, Affiliates, List buys
- Events, Print Materials, Email Marketing, PPC, Telemarketing
- Telemarketing, Events, Email Marketing
- Telemarketing, Events, Email Marketing, Social Media

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Yield activities

- Notecard campaign
- Scholarship calls
- Honors College applicants
  - Early round denies
- Yield communications
  - CTA
    - Apply for housing
    - Confirm enrollment
    - Accept scholarship/aid
    - Register for orientation
- Destination Beaver Nation
Special programs

• OPU Counselor Conference
• Beaver VIP (admissions)
  • Bend HS
  • Mountain View HS
• HS Counselor Advisory group
• OSU-Cascades scholarship + Oregon Promise @COCC
• Hospitality Mgmt. name buy
• Honors College
Future activities

• Beaver VIP (Counselor Fly-in)
• Bend Beaver road trip (PNW)
• Admitted student event
• Scholarship competition (March 31)
• Spring Preview (March 31)
• March 14th: Culver MS Visit Day
• March 16th: Culver HS Visit Day
• March 21st: La Pine MS Visit Day
• March 23rd: Mazama HS Visit Day
• April 27th: GEAR-UP Tour (Staff & advisors)
• April 28: McNary HS AVID Visit
• U-STEAM (Gear Up summer camp)