



OFFICE OF THE BOARD OF TRUSTEES

Public Meeting Notice

October 12, 2018

TO: Southern Oregon University Board of Trustees
FROM: Sabrina Prud'homme, University Board Secretary
RE: Notice of Regular Meeting of the Board of Trustees

The Southern Oregon University Board of Trustees will hold a regular meeting on the date and at the location set forth below.

Topics of the meeting will include reports from the university president, board committees, student leadership, and faculty senate. The board will review and take action on an amendment to the student incidental fee for the 2018-19 academic year; the board's meeting schedule for the 2018-19 and 2019-20 academic years; and the university president's 2018-19 goals. Information and discussion items include an overview of the funding model; an update on enrollment, retention, and completions; an overview of SOU Athletics; and the process and schedule to review the board's policies. Other items include a development update and trustee recognition. An evaluation of the university president will take place in executive session, pursuant to ORS 192.660 (2)(f) and (i).

The meeting will occur as follows:

Friday, October 19, 2018

12:00 p.m. to 5:00 p.m. (or until business concludes)

(Lunch to be provided for the board and selected staff members.)

Hannon Library, DeBoer Board Room, 3rd Floor, Room #303

Visit governance.sou.edu for meeting materials.

Visit sou.edu/video to stream the meeting proceedings at the time of the meeting.

The Hannon Library is located at 1290 Ashland Street, on the Ashland campus

Churchill Hall, Room 107 • 1250 Siskiyou Boulevard • Ashland, Oregon 97520-5015

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of Southern Oregon University. **To arrange special accommodations or to sign-up in advance for public comment, please contact Kathy Park at (541) 552-8055 at least 72 hours in advance.**

Churchill Hall, Room 107 • 1250 Siskiyou Boulevard • Ashland, Oregon 97520-5015

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Board of Trustees
October 19, 2018

Call to Order / Roll / Declaration of a Quorum



Board of Trustees Meeting

Friday, October 19, 2018

12:00 – 5:00 p.m. (or until business concludes)

DeBoer Room, Hannon Library

AGENDA

Persons wishing to participate during the public comment period shall sign up at the meeting.

Please note: times are approximate and items may be taken out of order.

- | | | | |
|---------|----------|---|---|
| 5 min. | 1 | Call to Order/Roll/Declaration of a Quorum | Chair Lyn Hennion |
| | 1.1 | Welcome and opening remarks | |
| | 1.2 | Roll and Declaration of a Quorum | Sabrina Prud'homme,
SOU, Board Secretary |
| | 1.3 | Agenda Review | Chair Hennion |
| | 2 | Public Comment | |
| 80 min. | 3 | Reports | |
| | 3.1 | President's Report | President Linda Schott |
| | 3.2 | Committee Reports | Chair Hennion; Trustee
Vincent; Trustee
Rosenberg |
| | 3.3 | Student Leadership Report | Alexis Phillips, ASSOU,
President |
| | 3.4 | Faculty Senate Report | Andrew Gay, SOU,
Faculty Senate Chair |
| 5 min. | 4 | Consent Agenda | |
| | 4.1 | Approval of June 22, 2018 Meeting Minutes | Chair Hennion |
| | 5 | Action Items | |
| 10 min. | 5.1 | Amendment to Student Incidental Fee for AY
2018-19 | Alexis Phillips, ASSOU,
President |
| 10 min. | 5.2 | Adoption of 2018-20 Board Meeting Schedule | Chair Hennion |

Board of Trustees Meeting

Friday, October 19, 2018

12:00 – 5:00 p.m. (or until business concludes)

DeBoer Room, Hannon Library

AGENDA (Continued)

20 min.	5.3	University President's 2018-19 Goals	Chair Hennion; President Schott
	6	Information and Discussion Items	
30 min.	6.1	Presidential Evaluation – Executive Session [Pursuant to ORS 192.660 (2)(f) and (i)]	Chair Hennion
25 min.	6.2	Part I: Student Success and Completions Funding Model	Greg Perkinson, SOU, Vice President for Finance and Administration
20 min.	6.3	Enrollment, Retention, and Completions Update	Dr. Blaine Steensland, SOU, Acting Vice President for Enrollment and Student Life
15 min.	6.4	Part I: Athletics Overview	Matt Sayre, SOU, Director of Athletics; Hugues Lecomte, SOU, Director of Campus Recreation and Student Recreation Center
20 min.	6.5	Board Policy Review Process and Schedule	Chair Hennion; Jason Catz, SOU, General Counsel
10 min.	6.6	Development Update	Janet Fratella, SOU, Vice President for Development
10 min.	6.7	Trustee Recognition	Chair Hennion
	7	Adjournment	Chair Hennion

Public Comment

President's Report

Committee Reports

- **Executive and Audit**
- **Finance and Administration**
- **Academic and Student Affairs**

Student Leadership Report

Faculty Senate Report

Consent Agenda



Board of Trustees Meeting

Friday, June 22, 2018

12:00 – 5:00 p.m. (or until business concludes)

DeBoer Room, Hannon Library

MINUTES

Call to Order/Roll/Declaration of a Quorum

Chair Bill Thorndike called the meeting to order at 12:06 p.m. He said this was the final meeting for Trustees April Sevcik, Teresa Sayre, Dennis Slattery and Shea Washington and thanked them for their service. He also welcomed incoming trustees Shaun Franks, Barry Thalden and Deborah Rosenberg. Chair Thorndike said interim Vice President Blaine Steensland would soon complete his time at SOU and thanked him for his service. He also said some agenda items would be taken out of order.

The following trustees were present: Bill Thorndike, Lyn Hennion, Sheila Clough, Paul Nicholson, Shanztyn Nihipali, Daniel Santos, Teresa Sayre, Linda Schott (ex officio), April Sevcik, Dennis Slattery, Joanna Steinman and Steve Vincent. Trustee Les AuCoin participated via teleconference. Trustee Shea Washington was absent.

Other meeting guests included: Greg Perkinson, Vice President for Finance and Administration; Dr. Susan Walsh, Provost and Vice President for Academic and Student Affairs; Dr. Blaine Steensland, Acting Vice President for Enrollment and Student Life; Janet Fratella, Vice President for Development; Joe Mosley, Director of Community and Media Relations; Chris Stanek, Director of Institutional Research; Jeanne Stallman, Interim Director of Government Relations; Andrew Gast, SOU Foundation; Andrew Gay, Faculty Senate; Deborah Rosenberg, former Faculty Senate; Virginia Roberson, Director of International Programs; Ryan Schnobrich, Internal Auditor; Gordon Carrier, Computing Coordinator; Sabrina Prud'homme, Board Secretary; and Kathy Park, Executive Assistant.

Public Comment

There was no public comment.

Reports

President

Reflecting on the past year, President Linda Schott said it has been a good year. She attended a council of state representatives' meeting of the American Association of State Colleges and Universities (AASCU) and mentioned some of the topics discussed. President Schott provided staff updates, including the ongoing search for the Vice President for Enrollment Management and Student Affairs; the departure of Dr. Blaine Steensland; the selection of Tom Battaglia as the Chief Information Officer; the departure of Marjorie Trueblood-Gamble; the hiring of Shenethia Manuel as the

interim Director of Diversity and Inclusion; the resignation of the leader of the Veteran's Resource Office; and the departure of Fred Creek. Provost Susan Walsh mentioned the departure of Dr. Ken Mulliken and the search for the Director of the Honors College; the interim director is Dr. Prakash Chenjeri.

President Schott said she and the presidents of Oregon Tech, Rogue Community College and Klamath Community College met to discuss how their improved collaboration could enhance the colleges' service to southern Oregon.

President Schott discussed a perception survey that SOU will pursue to establish baselines for the communications and marketing departments. The survey will provide information on how others, including potential students, view SOU so the university can leverage its strengths and address weaknesses. Simpson Scarborough will conduct the survey, which will complement other surveys that have been conducted recently.

Turning to strategic planning, President Schott said she and her cabinet prioritized six out of the 22 goals: transforming curriculum and pedagogy; developing a culture of service excellence; building a structure and climate for employee success; development of key performance indicators; the strategic enrollment management plan; and better pathways supporting the development of underrepresented employees and students. The factors that infuse and surround all of the work are the commitments to advance diversity, equity, and inclusion; spirit of innovation and the work to move that forward; commitment to environmental sustainability; and a constant eye on financial stability.

Recognizing the need to do a good job assessing, documenting and monitoring actions taken in support of the strategic plan, President Schott said SOU needed a robust system. Chris Stanek said SOU already has an assessment software that is adaptable to serve this function and displayed some of the reporting capabilities.

President Schott then discussed the importance of town-gown relationships and how to enhance them. Those relationships tie in with strategic direction 7.

President Schott mentioned some of her summer activities: attending AASCU's summer council for presidents, conducting some legislative visits, continuing her speaking engagements in the community, and fundraising in the bay area. She wants her leadership team to focus on building a plan for serving adult learners and thinking about housing for students and employees.

As part of the report, later in the meeting, Matt Sayre highlighted the athletic accomplishments over the last year, including standings in the NAIA and Cascade Conference. He introduced student-athletes Tyler Dean and Harlee Donovan along with Coach Jessica Pistole; he highlighted their accomplishments and gave each a moment to address the board.

Committees

Executive and Audit Committee – Chair Thorndike said the committee met and will bring a recommendation to the board regarding the audit plan.

Academic and Student Affairs Committee – Trustee Teresa Sayre said Provost Walsh is now the chair of the Provosts' Council and mentioned the council's hot topics for the upcoming legislative session. Discussing curriculum updates, Trustee Sayre said there are 51 students enrolled in the online MBA program; the healthcare administration degree program has 20 students; work continues on the micro-credentials to respond to local business needs; the new digital cinema program is on the horizon; the next online program will be the masters of education, with a target date of January 2019; and SOU's partnership with the Butte Falls charter school. Trustee Sayre recognized faculty and staff who attended the meetings. She praised presentations on the McNair Program, trauma informed practices, and updates on various AASCU projects.

Finance and Administration Committee – Trustee Paul Nicholson said the committee reviewed its dashboard and discussed the cash position, which is strong and slightly ahead of expectations. The committee discussed SOU's initiatives around institutional effectiveness, particularly service excellence and risk management across the university. Trustee Nicholson recognized Greg Perkinson for the rigor of his approach. The committee discussed the student incidental fee and differential tuition rate for international exchange students; received a quarterly management report; reviewed the pro forma to project consequences of various decisions that might be made in the budgeting process; received an investment update; and has spent a lot of time developing a recommended budget for the board's approval. Trustee Nicholson mentioned Trustee Slattery's departure and underscored the value he has brought to the committee. Trustee Nicholson later recognized that SOU came out of retrenchment in the last three months.

Student Leadership

Alexis Phillips, the incoming ASSOU President, was unable to attend the meeting.

Faculty Senate

Andrew Gay thanked Deborah Rosenberg for her service as the Senate chair for two years. He said Faculty Senate had a workhorse term. It approved a lot of curriculum changes and new courses. It gave awards to faculty for teaching and distinguished service; approved faculty development funds; reviewed policies; and approved the new campus theme of "From Ignorance to Wisdom."

Information and Discussion Items

Enrollment Update

Dr. Blaine Steensland highlighted figures included in the meeting materials. He said the applicant figures for freshmen students will not change much but those for transfer students will. There is a gap between the admits and the confirmed rates, but that gap is closing down. Dr. Steensland mentioned the decline in the transfer rate of international students.

Discussing enrollment projections, Dr. Steensland said they used a new predictive model, which combines several factors but relies heavily on the application data. Enrollment has been relatively stable in the past several years and looking to the future. The enrollment and budget models come from different vantage points but are

very close in their projections, which suggests that they both serve as reliable analytical tools. However, the enrollment model does not capture new initiatives, degree programs, and activities that strengthen enrollment.

Dr. Steensland addressed the enrollment management process. It includes a council of approximately 25 individuals with six standing committees that will address fundamental areas from marketing to new programs, work with underrepresented and underserved students, and look at initiatives that will address recruitment and persistence. The council will create a plan with long-and short-term goals and initiatives and will provide ongoing assessment.

Responding to Trustee Clough's inquiry, Dr. Steensland said the perception survey will provide a baseline understanding of how key public groups look at SOU and how SOU may want to influence that through messaging and outreach. In subsequent years, it would provide a baseline to evaluate whether strategies are successful.

Responding to Trustee Santos's inquiry, discussion ensued on the retention rate, its projected decrease in future years, factors that impact the rate, and the importance of retention.

Consent Agenda

Trustee Santos moved to approve the March 16, 2018 meeting minutes, as presented. Trustee Sayre abstained because she was not at the meeting. Trustee Nicholson seconded the motion and it passed unanimously among the voting members.

Action Items

Board Officer Elections

Chair Thorndike said the trustees have the authority to elect a chair and a vice chair for the upcoming academic year. Sabrina Prud'homme described the survey she disseminated, seeking suggestions for individuals to fill those positions. She reviewed the information received and the conversations she had with suggested individuals regarding their desire and ability to serve in leadership positions.

Chair Thorndike asked for nominations for the position of chair. Trustee Slattery nominated Trustee Hennion; Trustee AuCoin seconded the nomination. The trustees voted unanimously for Trustee Hennion to serve as the chair for the next year.

Chair Thorndike then asked for nominations for the position of vice chair. Trustee Vincent nominated Trustee Nicholson; Trustees Slattery and AuCoin seconded the nomination. Trustee Nicholson abstained. The trustees voted unanimously, for Trustee Nicholson to serve as the vice chair for the next academic year.

FY 2018-19 Internal Audit Plan

Ryan Schnobrich walked the trustees through his audit plan for next year, which includes assurance/audit services, consulting services, investigative services, governance, risk assessment, internal control assessment and function capacity building, as detailed in the meeting materials.

Responding to Trustee Clough's inquiry, Mr. Perkinson said information technology is a recognized risk for the university and Mr. Schnobrich said it would be included in the plan for 2020. Trustee Nicholson thought it would be appropriate to add information technology or cybersecurity to the list of consulting services to be provided in this plan.

Trustee Hennion moved that the Board of Trustees adopt the Internal Audit Plan. Trustees Nicholson and Vincent seconded the motion and it passed unanimously.

AY 2018-19 Differential Tuition Rate: Supplemental Exchange Students

Mark Denney said the Finance and Administration Committee reviewed this item and recommends approval. The board usually approves all tuition rates at one time. However, this specific tuition rate was accidentally omitted as a special rate and erroneously included in the nonresident rate that was approved.

SOU has exchange agreements with several international universities. SOU students pay tuition and fees to SOU but go abroad and study at the international university; students from the international university have the same arrangement. This tuition rate does not apply to those students.

However, those international universities often have more students who want to come to SOU but there are not enough positions in the exchange programs for them to participate. SOU's nonresident rate would apply to these students but it is often cost-prohibitive. This differential rate would apply to those students. It is proposed at 175 percent of the resident undergraduate rate, which exceeds the average cost of providing education. Currently, there are about ten students to whom this rate would apply. Responding to Trustee Sevcik, Mr. Denney said there would be no ceiling placed on the number of students who could qualify for this rate.

Trustee Nihipali moved that the Board of Trustees approve the academic year 2018-19 differential tuition rate of \$301 per credit hour for supplemental exchange students. Trustee Clough seconded the motion and it passed unanimously.

Amendment to Student Incidental Fee for AY 2018-19

Mark Denney reminded the board that it approved mandatory fees, including the student incidental fee, in March. With SOU's decision to close the Schneider Children's Center, the students propose to discontinue the \$13 that is included in the student incidental fee to subsidize the center, which could only be done through a referendum. The students held a special election to vote on the referendum. However, not enough students participated in the election to meet the requirements for a valid election. Since the issue is not before the board as a result of a recognized student process, the board is unable to take action on the proposed amendment.

The student incidental fee will remain at its current rate. The proposal moving through the registrar's office is to offer a credit to students in an amount equal to the subsidy. The students will have the opportunity to hold another special election.

Adoption of FY 2018-19 Budget

Mark Denney reiterated the path the Finance and Administration Committee and the

board have taken to develop the draft budget: budget assumption and process discussions in January; setting tuition and mandatory fees in March; enrollment projections also in March; revenue projections in April; draft budget and ending fund balance guidance in May.

Mr. Denney highlighted some of the tuition rates that were approved in March, as included in the meeting materials. He then discussed the enrollment projection trend based on a three year history and mentioned the positive impact the online MBA program will have on enrollment.

Turning to revenue, Mr. Denney said some of the increase in tuition revenue is from the online MBA program. Mr. Denney discussed remissions (internal institutional scholarships)—a program the Tuition Advisory Council recommended be maintained.

Mr. Denney then discussed state support, saying he believes the Student Success and Completion Model is unfavorable to all the regional universities. However, because of SOU's recent strong graduation numbers and increased enrollment of resident students, there may be an increase in state funding based on that model.

Miscellaneous other revenue is projected to decline because the current year included some one-time money.

Turning to expenditures, Mr. Denney said labor makes up 79.3 percent of the total expenditures. Labor is increasing at about 4.4 percent, which is a combination of COLA and step, year and rank increases. Other Payroll Expenses makes up 35.7 percent of total payroll and is increasing 8.5 percent.

Supplies & Services (S&S) is just under 17 percent of the total expenditures. S&S expenses have been kept relatively flat since 2015. The increase this year of \$1.3 million is due in large part to the online MBA program. Responding to Trustee Nicholson's comment, Mr. Denney said S&S expenses include about \$150,000 for implementing the strategic plan. Trustee Nicholson clarified that, late in the budget process, SOU received a one-time insurance payment of \$500,000, which was included in the budget for S&S for strategic initiatives. As a result, the S&S expenses include about \$650,000 for implementing the strategic plan.

Mr. Denney then addressed interfund transfers. The 14 percent increase is due to labor increases in supported programs in Jefferson Public Radio and athletics, and recognizes the academic use of the Student Recreation Center.

The proposed budget includes an ending fund balance of 11.1 percent, which is in excess of the 11 percent President Schott promised.

Trustee Nicholson moved that the Board of Trustees approve and adopt the fiscal year 2018-2019 budget in the sum of \$86,566,121, inclusive of Education and General budgeted operations in the sum of \$65,710,486; an auxiliaries budget in the sum of \$16,427,493; and designated operations in the sum of \$4,428,142. Trustee Hennion seconded the motion and it passed unanimously.

Trustee Nicholson thanked Mr. Denney, Mr. Perkinson, and all of the staff for their teamwork.

Information and Discussion Items (Continued)

SOU Foundation Update

Janet Fratella provided a fundraising update, saying the SOU Foundation has raised \$2.7 million as of the end of May against a goal of \$3.2 million. The donor base supports scholarships, capital projects, academic programs and public outreach, in addition to some unrestricted gifts.

Ms. Fratella informed the board of the OLLI capital campaign; the American Association of University Women's campaign; a successful fund-matching program; Raider Rendezvous events; and the opening of the Thalden and Lithia Motors Pavilions. She then shared stories of donors and their relationships with faculty that led to donations.

Ms. Fratella discussed three important components of her office's fundraising efforts: organization and staffing; pipeline of donors; and purpose and priorities of fundraising.

Government Relations Update

Jeanne Stallman discussed the legislative funding cycle. The seven universities have submitted the consolidated funding request, which asked for \$1 billion but stressed that \$130 million over the previous year's funding was needed just to stay flat. She then discussed the draft agency requested budget which includes a 25 percent increase in the public university support fund.

Ms. Stallman provided updates on the Higher Education Authorization Act, DACA, Senator Merkley's visit to SOU, in-district visits to state legislators and information being sent to candidates.

Ms. Stallman said the technical and regional universities (TRUs) hired a lobbyist. This arrangement is working well and allows the TRUs to work together in other ways.

Governance Discussion

Board Policy Review

Chair Thorndike said it is time to review the board's bylaws and policies. Trustees Nicholson, [Hennion] and Santos will participate in the review process, with assistance from Ms. Prud'homme and Jason Catz.

Board Evaluations and Exit Interviews

Chair Thorndike mentioned the self-evaluation the board secretary will send to all the trustees and stressed the importance of completing the evaluation. He then mentioned the exit interview process that was discussed at the Executive and Audit Committee's meeting.

New Trustee Orientation

Chair Thorndike said firm dates have not yet been set for the new trustee orientation

and introduced the idea of having mentors for each of the new trustees.

Board Retreat

Chair Thorndike mentioned the board's retreat on September 27-28 and solicited ideas for topics to be included.

Presidential Evaluation Process

Chair Thorndike said it was again time to complete the presidential evaluation. He described the evaluation process and said he and the incoming board chair would work together on the evaluation. This is the year-two evaluation; the year-three evaluation will be a 360 degree review.

Trustee Recognition

Chair Thorndike recognized the trustees whose terms are ending: April Sevcik, Dennis Slattery, Teresa Sayre and Shea Washington. He presented those present with a picture of Churchill Hall and thanked them for their service. He also showed the perpetual plaque with their names.

Future Meetings

This agenda item was not covered in the meeting.

Collective Bargaining Update - Executive Session [Pursuant to ORS 192.660(2)(d)]

Chair Thorndike said the board would go into executive session to hear the labor negotiations update from Brian Caufield. Chair Thorndike said, pursuant to ORS 192.660 (2)(d), the board will meet in executive session to conduct deliberations with persons designated by the governing body to carry on labor negotiations. Pursuant to ORS 192.660 (4), representatives of the news media are not allowed to attend this executive session. There were no members of the media present.

Continuing, Chair Thorndike said, pursuant to ORS 192.660 (6), no final action will be taken or final decision made in the executive session. Pursuant to ORS 351.020 (1), Trustees Slattery and Steinman were kindly excused from the session. In addition to non-faculty and non-staff board members, the following persons were permitted to remain for the executive session: University Shared Services Enterprise, Director of Labor Relations, Brian Caufield; President Schott; Vice President for Finance and Administration, Greg Perkinson; Provost Sue Walsh; and the University Board Secretary.

At this time, the recording and live stream of the meeting were stopped and the board went into executive session.

Adjournment

Chair Thorndike returned the meeting to public session and adjourned the meeting at approximately 4:27 p.m.

Amendment to Student Incidental Fee for AY 2018-19

What is Changing?

Current Mandatory Fee Schedule, based on March 2018 Board Action

Southern Oregon University

Academic Year 2018-19 Mandatory Fees

Credits	Building		Incidental - Base		Incidental - Green Tag ¹		Incidental - SCC ¹		Health Service ²		Student Rec Center		Total Fees	
	Undergraduate	Graduate	Undergraduate	Graduate	Undergraduate	Graduate	Undergraduate	Graduate	Undergraduate	Graduate	Undergraduate	Graduate	Undergraduate	Graduate
1	23.00	23.00	209.00	209.00	13.00	13.00	13.00	13.00	0.00	0.00	95.00	95.00	353.00	353.00
2	25.00	25.00	250.00	250.00	13.00	13.00	13.00	13.00	0.00	0.00	95.00	95.00	396.00	396.00
3	27.00	27.00	291.00	291.00	13.00	13.00	13.00	13.00	0.00	0.00	95.00	95.00	439.00	439.00
4	29.00	29.00	332.00	332.00	13.00	13.00	13.00	13.00	140.00	140.00	95.00	95.00	622.00	622.00
5	31.00	31.00	332.00	332.00	13.00	13.00	13.00	13.00	140.00	140.00	95.00	95.00	624.00	624.00
6	33.00	33.00	332.00	332.00	13.00	13.00	13.00	13.00	140.00	140.00	95.00	95.00	626.00	626.00
7	35.00	35.00	332.00	332.00	13.00	13.00	13.00	13.00	140.00	140.00	95.00	95.00	628.00	628.00
8	37.00	37.00	332.00	332.00	13.00	13.00	13.00	13.00	140.00	140.00	95.00	95.00	630.00	630.00
9	39.00	39.00	332.00	332.00	13.00	13.00	13.00	13.00	140.00	140.00	95.00	95.00	632.00	632.00
10	41.00	41.00	332.00	332.00	13.00	13.00	13.00	13.00	140.00	140.00	95.00	95.00	634.00	634.00
11	43.00	43.00	332.00	332.00	13.00	13.00	13.00	13.00	140.00	140.00	95.00	95.00	636.00	636.00
12 or more	45.00	45.00	332.00	332.00	13.00	13.00	13.00	13.00	140.00	140.00	95.00	95.00	638.00	638.00

Endnotes:

(1) The Incidental Fee is one fee. The Green Tag and Schneider Children's Center (SCC) elements of that fee are funded first, regardless of the total rate a student pays for the Incidental Fee. The Incidental fee is the sum of these three.

(2) Qualified tuition and fees do not include student health insurance fees for Tax Relief Act Reporting

(3) A one-time Matriculation Fee of \$300 is assessed to all new and transfer students for admissions, advising, orientation, academic support services, and housing application

Incidental SCC = Incidental Fee dedicated to support the Schneider Children's Center

Why is it Changing?

Due to the University's decision to close the Schneider Children's Center, ASSOU held a special election to remove that portion dedicated to supporting the Center from the approved 2018-19 Student Incidental Fee

Southern Oregon University
Academic Year 2018-19 Mandatory Fees

Credits	Building		Incidental - Base		Incidental - Green Tag ¹		Incidental - SCC ¹		Health Service ²		Student Rec Center		Total Fees	
	Undergraduate	Graduate	Undergraduate	Graduate	Undergraduate	Graduate	Undergraduate	Graduate	Undergraduate	Graduate	Undergraduate	Graduate	Undergraduate	Graduate
1	23.00	23.00	209.00	209.00	13.00	13.00	13.00	13.00	0.00	0.00	95.00	95.00	353.00	353.00
2	25.00	25.00	250.00	250.00	13.00	13.00	13.00	13.00	0.00	0.00	95.00	95.00	396.00	396.00
3	27.00	27.00	291.00	291.00	13.00	13.00	13.00	13.00	0.00	0.00	95.00	95.00	439.00	439.00
4	29.00	29.00	332.00	332.00	13.00	13.00	13.00	13.00	140.00	140.00	95.00	95.00	622.00	622.00
5	31.00	31.00	332.00	332.00	13.00	13.00	13.00	13.00	140.00	140.00	95.00	95.00	624.00	624.00
6	33.00	33.00	332.00	332.00	13.00	13.00	13.00	13.00	140.00	140.00	95.00	95.00	626.00	626.00
7	35.00	35.00	332.00	332.00	13.00	13.00	13.00	13.00	140.00	140.00	95.00	95.00	628.00	628.00
8	37.00	37.00	332.00	332.00	13.00	13.00	13.00	13.00	140.00	140.00	95.00	95.00	630.00	630.00
9	39.00	39.00	332.00	332.00	13.00	13.00	13.00	13.00	140.00	140.00	95.00	95.00	632.00	632.00
10	41.00	41.00	332.00	332.00	13.00	13.00	13.00	13.00	140.00	140.00	95.00	95.00	634.00	634.00
11	43.00	43.00	332.00	332.00	13.00	13.00	13.00	13.00	140.00	140.00	95.00	95.00	636.00	636.00
12 or more	45.00	45.00	332.00	332.00	13.00	13.00	13.00	13.00	140.00	140.00	95.00	95.00	638.00	638.00

Endnotes:

(1) The Incidental Fee is one fee. The Green Tag and Schneider Children's Center (SCC) elements of that fee are funded first, regardless of the total rate a student pays for the Incidental Fee. The Incidental fee is the sum of these three.

(2) Qualified tuition and fees do not include student health insurance fees for Tax Relief Act Reporting

(3) A one-time Matriculation Fee of \$300 is assessed to all new and transfer students for admissions, advising, orientation, academic support services, and housing application

If approved, the new 2018-19 Mandatory Fee schedule will be:

- Total Student Incidental Fee will go from \$358/term to \$345/term
[\$332 (incidental base) + 13 (green tag)]
- Total Mandatory Fees will go from a maximum of \$638/term to \$625/term

This will be effective Winter 2019 (January)

Southern Oregon University

Academic Year 2018-19 Mandatory Fees

Credits	Building		Incidental - Base		Incidental - Green Tag ¹		Health Service ²		Student Rec Center		Total Fees	
	Undergraduate	Graduate	Undergraduate	Graduate	Undergraduate	Graduate	Undergraduate	Graduate	Undergraduate	Graduate	Undergraduate	Graduate
1	23.00	23.00	248.00	248.00	13.00	13.00	0.00	0.00	95.00	95.00	379.00	379.00
2	25.00	25.00	276.00	276.00	13.00	13.00	0.00	0.00	95.00	95.00	409.00	409.00
3	27.00	27.00	304.00	304.00	13.00	13.00	0.00	0.00	95.00	95.00	439.00	439.00
4	29.00	29.00	332.00	332.00	13.00	13.00	140.00	140.00	95.00	95.00	609.00	609.00
5	31.00	31.00	332.00	332.00	13.00	13.00	140.00	140.00	95.00	95.00	611.00	611.00
6	33.00	33.00	332.00	332.00	13.00	13.00	140.00	140.00	95.00	95.00	613.00	613.00
7	35.00	35.00	332.00	332.00	13.00	13.00	140.00	140.00	95.00	95.00	615.00	615.00
8	37.00	37.00	332.00	332.00	13.00	13.00	140.00	140.00	95.00	95.00	617.00	617.00
9	39.00	39.00	332.00	332.00	13.00	13.00	140.00	140.00	95.00	95.00	619.00	619.00
10	41.00	41.00	332.00	332.00	13.00	13.00	140.00	140.00	95.00	95.00	621.00	621.00
11	43.00	43.00	332.00	332.00	13.00	13.00	140.00	140.00	95.00	95.00	623.00	623.00
12 or more	45.00	45.00	332.00	332.00	13.00	13.00	140.00	140.00	95.00	95.00	625.00	625.00

Endnotes:

(1) The Incidental Fee is one fee. The Green Tag element of that fee is funded first, regardless of the total rate a student pays for the Incidental Fee. The Incidental fee is the sum of these two amounts.

(2) Qualified tuition and fees do not include student health insurance fees for Tax Relief Act Reporting

(3) A one-time Matriculation Fee of \$300 is assessed to all new and transfer students for admissions, advising, orientation, academic support services, and housing application

**Southern Oregon University
Board of Trustees**

**RESOLUTION
Amendment to Academic Year 2018-19 Student Incidental Fee**

Whereas, the Southern Oregon University Board of Trustees (“the board”) has the authority to establish tuition and mandatory enrollment fees, and collect mandatory incidental fees in accordance with ORS. 352.102, ORS 352.105, ORS 352.107 and other applicable law and policy;

Whereas, the board authorizes the collection of mandatory incidental fees upon the request of the recognized student government under a process established by the recognized student government in accordance with provisions outlined in ORS 352.105;

Whereas, the Associated Students of Southern Oregon University held a special election in 2015 allowing students to vote on a referendum to initiate the collection of a \$13 per term fee help fund the operation of the Schneider Children’s Center;

Whereas, on October 18, 2018, the certified election results were # votes of “yes” and # votes of “no,” the ballot measure passed and was certified; Now therefore,

Be it resolved, that the Board of Trustees hereby approves the reduction of the 2018-19 Student Incidental Fee as proposed, eliminating the \$13 per term fee and reducing the total Student Incidental Fee from \$358 per term to \$345/term accordingly; and

Be it further resolved, that the university president or her designee(s), are authorized to take actions necessary to implement and enforce the Academic Year 2018-19 Tuition and Mandatory Fees and associated policies.

VOTE:

DATE: October 19, 2018

Recorded by the University Board Secretary:

ASSOU Special Election Ballot Question and Information

Should the \$13 per term Schneider Children's Center Fee terminate at the end of the 2017-2018 academic term with the closing of the Schneider Children's Center?

Based on the recent decision by President Schott to close Schneider Children's Center, the \$13 per term fee that supported operation costs is no longer necessary. The fee was introduced through a referendum and was effective beginning in the 2016-2017 academic year. Without reversing the referendum, the fee will continue to be collected but will go towards the Center's current deficit fund balance. These funds cannot be utilized in other areas on campus through the student fee. The decision from President Schott comes as a response to years of financial challenges for Schneider Children's Center and an inability to find a viable funding solution that meets operation costs without raising childcare costs for parents. A yes vote would remove the \$13 per term Schneider Children's Center Fee and protect future students from paying a fee that is not supporting students.

Adoption of 2018-2020 Board Meeting Schedule

SOU Board of Trustees
Board and Committee Meeting Schedule
Academic Years 2018-19 and 2019-20

MEETING	Academic and Student Affairs	Finance and Administration	Executive and Audit	Board of Trustees
DAY	Third Thursdays	Third Thursdays	Third Fridays	Third Fridays
FREQUENCY	Four Times Per Year (As needed for curriculum approvals)	Seven Times Per Year	Four Times Per Year	Four Times Per Year (Plus a Fall Retreat)
TIME	12:00-3:30 p.m.	4:00-6:00 p.m. (4:00-5:30 p.m. Budget Mtgs)	9:30-11:30 a.m.	12:00-5:00 p.m.
		Special Meeting August 15, 2018	Special Meeting September 27, 2018	Retreat September 27-28, 2018
	October 18, 2018	October 18, 2018	October 19, 2018	October 19, 2018
	January 17, 2019	January 17, 2019	January 18, 2019	January 18, 2019
		February 21, 2019 (Budget focus only)		
	March 21, 2019	March 21, 2019	March 22, 2019	March 22, 2019
		April 18, 2019 (Budget focus only)		
		May 16, 2019 (Budget focus only)		
	June 20, 2019	June 20, 2019	June 21, 2019	June 21, 2019
			Special Meeting September 19, 2019	Retreat September 19-20, 2019
	October 17, 2019	October 17, 2019	October 18, 2019	October 18, 2019
	January 16, 2020	January 16, 2020	January 17, 2020	January 17, 2020
		February 20, 2020 (Budget focus only)		
	March 19, 2020	March 19, 2020	March 20, 2020	March 20, 2020
		April 16, 2020 (Budget focus only)		
		May 21, 2020 (Budget focus only)		
	June 18, 2020	June 18, 2020	June 19, 2020	June 19, 2020

University President's 2018-19 Goals

DRAFT Goals

For 2018-2019, I will serve SOU best by focusing my work in the following areas:

GOAL ONE: Provide leadership for Strategic Direction V: SOU will maintain financial stability and invest for institutional vitality.

It is critical that SOU both improve our management of enrollment and develop a long-term plan for sustainability.

We need leadership for the area of enrollment and student affairs in the short term and a deep understanding of overall trends and how they will impact SOU in the long term. What sectors of the economy will grow in our service region? How will the population of our service region change? What level of state support can SOU expect to receive? How will the interests and needs of our future learners be different from those we currently serve?

Once we have considered answers to these questions, we will need to use what we have learned. This work will inform the development of a master capital plan: how many learners and employees will SOU serve and what kinds of spaces are needed? It will also inform our approach to our educational offerings: how and what do we offer in what type of format and how do we verify and certify what learners accomplish?

Action Steps:

1. Conduct search and hire new Vice President for Enrollment Management and Student Affairs
2. Organize and charter Professional Learning Communities (PLCs) to explore questions articulated above and develop position statements.
3. Share the learning done by the PLCs and gain consensus on how to position SOU for sustainability and vitality.
4. Collaborate with VP for Development to raise \$3.2M in support of SOU and to enhance and/or alter infrastructure in support of this work
5. Work with the Oregon Council of Presidents to educate legislature about need to increase Public University Support Fund.
6. Carefully monitor revenue and expenditures to ensure a fiscal year ending fund balance greater than 8%.

GOAL TWO: Provide institutional leadership for Strategic Direction IV: SOU will create a diverse, equitable, inclusive community where learners flourish.

In alignment with our institutional values and in response to our need for stabilized enrollment, SOU must strengthen its outreach to and support of “New Majority” students who are seeking higher education. A critical first step is securing leadership for this important work. We must also seek to establish new pipelines for enrollment.

Action steps:

1. Conduct search and hire new Chief Diversity Officer.
2. Begin to improve our connections and service to Oregon tribes by mentoring Chad Hamill, Vice President for Native American Initiatives at Northern Arizona University, during his ACE Fellowship at SOU (January-June 2019) and assisting with his outreach to Oregon tribes.
3. Provide leadership and advocacy in support of “earn and learn” program for our most economically vulnerable students.

DRAFT Goals (Continued)

GOAL THREE: Provide institutional leadership to Strategic Direction VII: SOU will be a catalyst for economic vitality, civic engagement and cultural enrichment through ongoing collaboration with local, state, national, and global partners.

SOU will flourish if the communities we serve are flourishing. SOU can serve as an engine of economic development, and doing so will provide better employment for our graduates and create more prosperous, engaged alumni. SOU can improve the quality of life in our communities, and doing so will enhance SOU's appeal to potential employees and learners and ensure that our current employees and learners are safe, healthy and fulfilled.

Action steps:

1. Launch effort to improve relations with the communities in our region
 - a. Host several dinners at the President's Residence with community leaders from Ashland, Medford, Phoenix and Talent. Purpose of the dinners is to explain SOU's desire to better serve and to get input on how that might be best facilitated.
 - b. Engage in assessment of current status of town-gown relations if needed.
 - c. Use information gained through dinners (and assessment) to further refine plans and to develop possible structures that will facilitate better relations (advisory boards, scheduled meetings with university and community leadership etc.)
2. Continue building relationships with state and federal legislators, increasing my understanding of pending legislation, and lobbying in support of SOU; continue work with AASCU policy committee.
3. Advance collaboration with other institutions of higher education (RCC, KCC, and OIT) in Southern Oregon to better serve the learners of this region

GOAL FOUR: Continue implementation of SOU's Strategic Plan

1. Provide oversight and guidance of progress on all areas of the Strategic Plan, supporting the work of Vice Presidents and other Cabinet members as needed.
2. Record institution-wide activities on all strategic directions as well as progress specific to goals of the strategic plan.
3. Report qualitative and quantitative progress/measures to the Board of Trustees twice per year.
4. Communicate progress with the campus to ensure ongoing engagement of SOU's constituents in the university's progress

Presidential Evaluation – Executive Session

[Pursuant to ORS 192.660 (2)(f) and (i)]

Part I: Student Success and Completions Funding Model



OVERVIEW: STUDENT SUCCESS AND COMPLETION MODEL

CHARGE:

ORS 350.075(3)(E)(B)(iii)(f):

3) The Higher Education Coordinating Commission shall:

f) Adopt rules governing the distribution of appropriations from the Legislative Assembly to community colleges, public universities listed in ORS 352.002 and student access programs. These rules must be based on allocation formulas developed in consultation with the state's community colleges and public universities, as appropriate.

DEVELOPMENT:

- Oregon's Higher Education Coordinating Commission (HECC) articulated the following principles to guide the workgroup's efforts in developing a revised funding allocation system. These principles stipulated that the funding allocation designed by the workgroup would:
 - Reflect HECC's strategic plan and OEIB Equity Lens
 - Focus on student access and success with an emphasis on underrepresented populations
 - Encourage high demand/high reward degrees
 - Recognize/reward differentiation in institutional mission and scope
 - Use clearly defined, currently available data
 - Maintain clarity and simplicity
 - Utilize a phase-in period to ensure stability, beginning with 2015-17 biennium
- The HECC convened a workgroup comprised of senior financial, academic, and student affairs administrators from each of the seven public universities as well as faculty and student leadership in June 2014 to develop an outcomes-based funding model to allocate the Public University Support Fund (PUSF).
- The workgroup, supported by HECC staff, examined outcomes-based funding models, reviewed relevant literature and best practices from other states to inform the creation of a model that meets the objectives articulated by the HECC and Oregon's unique institutional context.
- The iterative development process concluded in February 2015 with the creation of the Student Success and Completions Model (SSCM). The HECC approved administrative rules in April 2015 which operationalized the SSCM for implementation during the 2016 fiscal year.
- In July 2015, the SSCM was utilized to allocate a significant re-investment in the PUSF to the public universities, resulting in increased funding for each university. This marked the beginning of a four-year SSCM phase in period that will conclude in the 2019-20 fiscal year.

FRAMEWORK:

The SSCM is comprised of three funding categories:

- **Mission Differentiation (MD) Funding** supports the unique regional, research and public service missions and activities of each university, as "line item" funding for services, programs or general operations.
- **Activity-Based Funding** distributes resources based on student credit hour (SCH) completions of Oregon resident students at undergraduate and graduate levels.
- **Completion Funding** rewards degree and certificate completions by Oregon resident students. Completions by underrepresented students (underrepresented minority, low-income, rural and veteran status) and those in academic disciplines in high-demand and high-reward fields (STEM, Health, Bilingual Education) are provided additional weighting in the allocation formula.

MODEL:

Funding Category	Data	Calculation
Mission Differentiation Funding	<ul style="list-style-type: none">• Historical funding levels for MD items• Dual Credit completions	<ul style="list-style-type: none">• Allocation is "off the top"• Based on historical funding levels adjusted for inflation• Includes new line item funding related to governance transition, funding model and definitional changes• Includes resources for Dual Credit completions

Funding Category	Data	Calculation
Activity-Based Funding ¹	<ul style="list-style-type: none"> SCH completions by CIP code (program area) and student level 	<ul style="list-style-type: none"> A defined percentage of non-MD funding is distributed for SCH completions (40% of non-MD funding at full implementation) Distributes resources based on SCH completions at each institution utilizing program- and course level-specific cost weighting system
Completion Funding ¹	<ul style="list-style-type: none"> Degree and graduate certificate completions by level and CIP code Completions by transfer status (BA/BS only) Completions by underrepresented students <ul style="list-style-type: none"> Low income student (Pell Grant recipient) Underrepresented minority student Rural student Veteran student Completions in priority degree areas <ul style="list-style-type: none"> STEM Healthcare Bilingual Education 	<ul style="list-style-type: none"> Degrees at all levels are funded: BA/BS through PhDs², including graduate certificates Cost-weighting adjustments are made to reflect program duration and type (CIP code) Additional weighting awarded for BA/BS degrees earned by underrepresented students and degrees in high-demand and high-reward areas Allocations for transfer students are discounted relative to non-transfer students

¹All data is three-year rolling average. ² PhDs awarded to non-resident students are treated as resident students.

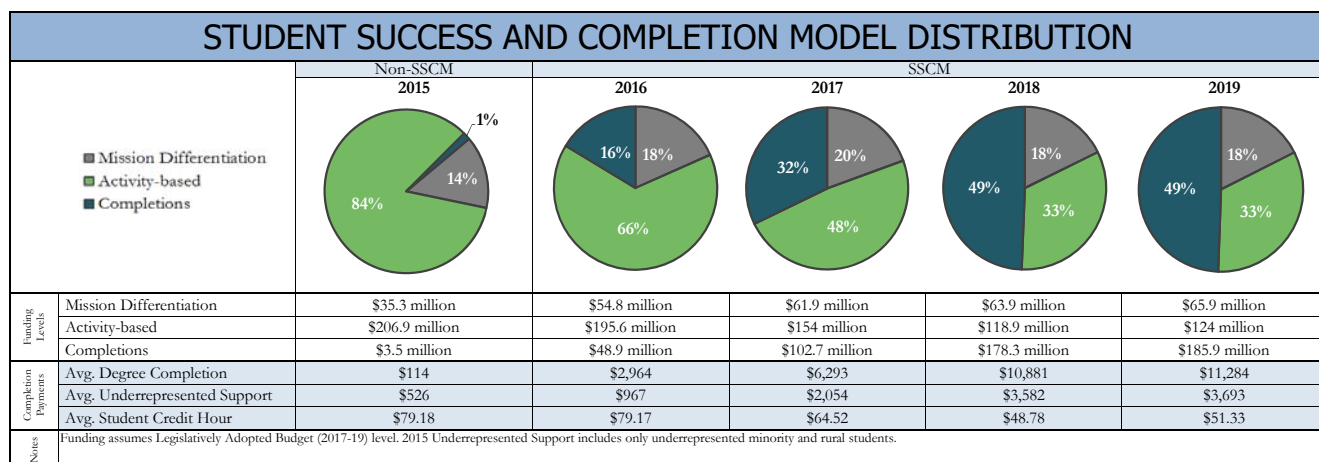
TRANSITION:

Three mechanisms are used to smooth the transition from the prior funding system to the SSCM:

- Stop Loss** – The Stop Loss mechanism prevents any institution from receiving less in current year allocations than a pre-determined percentage of the prior year. The Stop Loss threshold declines after the first year until it is disengaged after year four.
- Stop Gain** – The Stop Gain mechanism prevents any institution from receiving more in current year allocations than a pre-determined percentage increase from the prior year. The Stop Gain threshold increases after the first year until it is disengaged after year four.
- Phase In** – During the first year 20% of all non-Mission Differentiation or formula driven allocations are based on degree and certificate completions. Completion Funding increases by 20 percentage points for each the subsequent two years until it accounts for 60% of all non-Mission Differentiation funding, at which point it remains stable.

FUTURE:

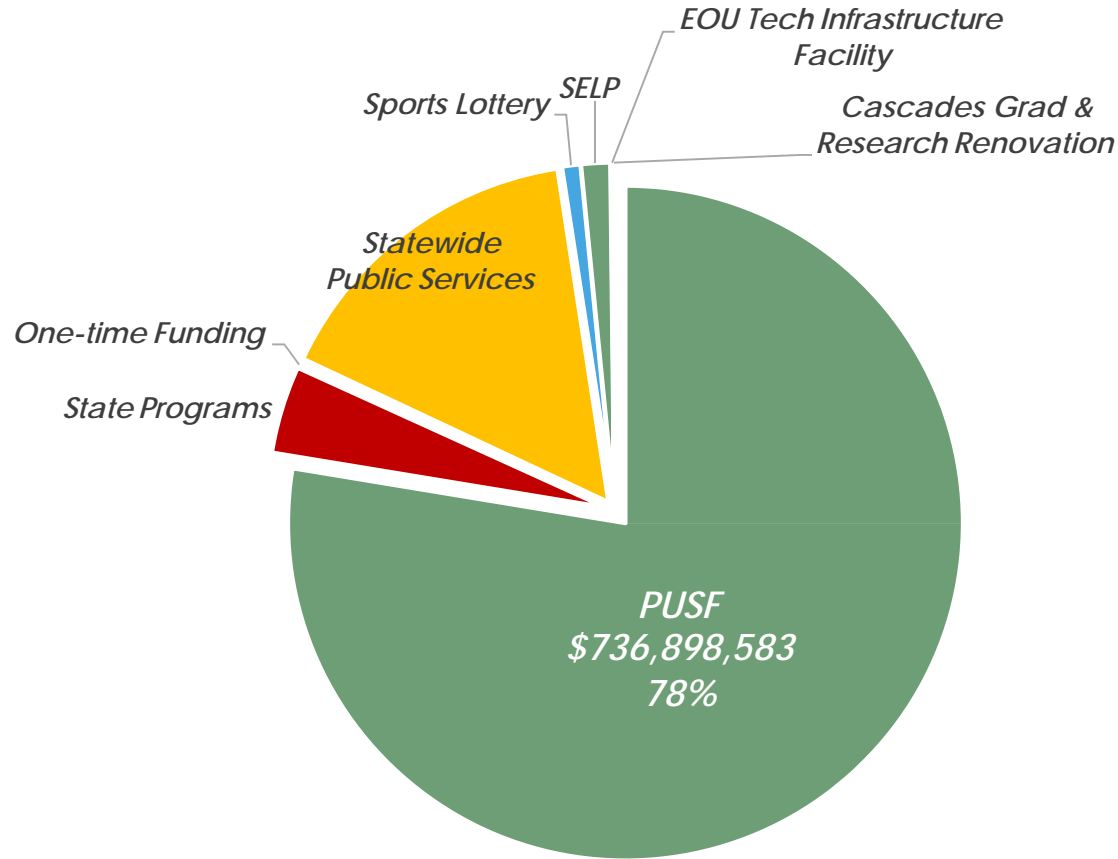
- Two Year Review** – Review and revision of definitions, weighting factors and items of a technical nature within the SSCM will be undertaken to adjust for minor definitional or weighting issues, should any arise.
- Six Year Review** – A comprehensive review will be conducted with stakeholders to ensure the SSCM continues to appropriately align state funding with state priorities and the evolving institutional context.
- Evaluation** – HECC will conduct yearly reviews focusing on the academic quality, productivity and financial integrity of the public universities.



SSCM Learning Road Map

- Overview (Higher Education Coordinating Commission (HECC) presentation)
 - High-level overview and current Fiscal Year (FY) 18-19 True-up Allocation (this session)
 - Deeper dive on why model limits SOU (January 2019)
- References:
<https://www.oregon.gov/highered/institutions-programs/public/Pages/university-funding-model-technical-resources.aspx>

2017-19 PUBLIC UNIVERSITY FUNDING



2017-19 Total Public University Funding **\$1,121,617,063**
2017-19 Total Public University Funding for distribution **\$936,504,998**

SSCM Funding Category Summary

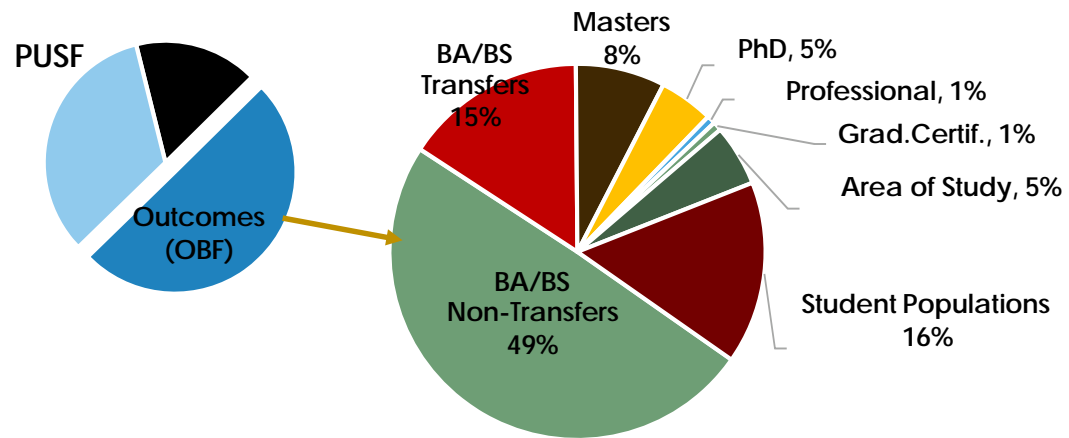
SSCM FUNDING CATEGORY SUMMARY		
Funding Category	Data	Calculation
Mission Differentiation Funding	<ul style="list-style-type: none"> Historical funding levels for MD items Dual Credit completions 	<ul style="list-style-type: none"> Allocation is “off the top” Based on historical funding levels adjusted for inflation Includes new line item funding related to governance transition, funding model and definitional changes Includes resources for Dual Credit completions
Activity-Based Funding	<ul style="list-style-type: none"> SCH completions by CIP code (program area) and student level 	<ul style="list-style-type: none"> A defined percentage of non-MD funding is distributed for SCH completions (40% of non-MD funding at full implementation) Distributes resources based on SCH completions at each institution utilizing program- and course level-specific cost weighting system
Completion Funding	<ul style="list-style-type: none"> Degree and graduate certificate completions by level and CIP code Completions by transfer status (BA/BS only) Completions by underrepresented students <ul style="list-style-type: none"> Low income student (Pell Grant recipient) Underrepresented minority student Rural student Veteran student Completions in priority degree areas <ul style="list-style-type: none"> STEM Healthcare Bilingual Education 	<ul style="list-style-type: none"> Degrees at all levels are funded: BA/BS through PhDs², including graduate certificates Cost-weighting adjustments are made to reflect program duration and type (CIP code) Additional weighting awarded for BA/BS degrees earned by underrepresented students and degrees in high-demand and high-reward areas Allocations for transfer students are discounted relative to non-transfer students

Notes: All data is three-year rolling average. Non-resident PhDs are treated as resident PhDs.

MISSION DIFFERENTIATION



OUTCOMES BASED FUNDING (OBF)



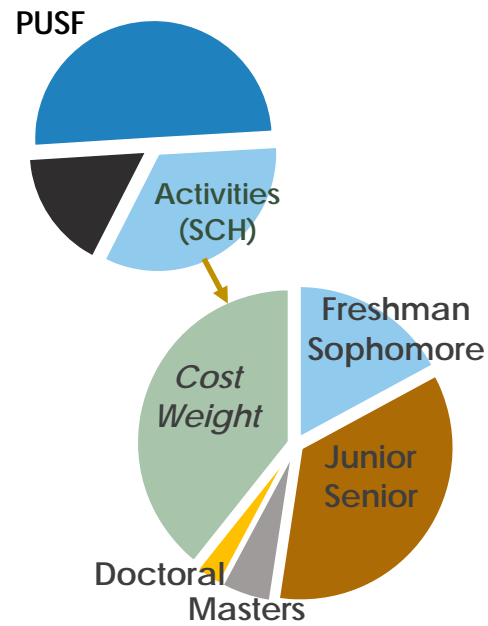
TARGETED POPULATION FUNDING

Targeted Populations

Additional weighting applied to Bachelor degree completions by students who identify as members of one or more of the following student populations:

- *Low-income*
- *Underrepresented minority*
 - *American Indian/Alaskan Native*
 - *Hispanic*
 - *Pacific Islander*
 - *Black*
 - *African American*
- *Rural*
- *Veteran*

ACTIVITY BASED FUNDING (SCH)



SOU SSCM Quarterly Distribution



FY 19 SOU DISTRIBUTION SCHEDULE					
	Q5: July	Q6: October	Q7: January	Q8: April	Total
Public University Support Fund	\$7,587,680	\$5,174,425	\$5,104,842	\$3,403,228	\$21,270,175
Public University State Programs	\$0	\$120,955	\$48,382	\$32,255	\$201,592
Statewide Public Services Programs	\$0	\$0	\$0	\$0	\$0
Targeted and One-time Appropriations	\$0	\$0	\$0	\$0	\$0
Other	\$158,945	\$158,945	\$158,945	\$158,945	\$635,780
TOTAL	\$7,746,625	\$5,454,325	\$5,312,169	\$3,594,428	\$22,107,547

Summary of True-up by Institution

Summary

SSCM FY19 FUNDING ALLOCATION TRUE UP SUMMARY											
		EOU	OIT	OSU	OSU-Cascades	OSU Total	PSU	SOU	UO	WOU	Total
Mission Differentiation (MD)	Projection	\$ 11,377,913	\$ 13,216,585	\$ 14,480,650	\$ 2,759,692	\$ 17,240,342	\$ 4,225,726	\$ 8,467,111	\$ 4,354,801	\$ 7,037,742	\$ 65,920,220
	Trued Up	\$ 11,526,745	\$ 13,444,968	\$ 14,658,684	\$ 2,786,701	\$ 17,445,385	\$ 4,226,711	\$ 8,578,487	\$ 4,409,270	\$ 7,252,656	\$ 66,884,222
	Difference from Projection	\$ 148,832	\$ 228,383	\$ 178,034	\$ 27,009	\$ 205,043	\$ 985	\$ 111,376	\$ 54,469	\$ 214,914	\$ 964,002
		1.31%	1.73%	1.23%	0.98%	1.19%	0.02%	1.32%	1.25%	3.05%	1.46%
Activity Based (SCH)	Projection	\$ 3,278,452	\$ 5,488,580	\$ 41,366,995	\$ 1,340,401	\$ 42,707,395	\$ 33,503,680	\$ 4,995,535	\$ 26,755,592	\$ 7,229,989	\$ 123,959,223
	Trued Up	\$ 3,251,051	\$ 5,456,682	\$ 41,252,970	\$ 1,374,800	\$ 42,627,771	\$ 33,369,379	\$ 5,062,098	\$ 26,635,850	\$ 7,170,788	\$ 123,573,619
	Difference from Projection	\$ (27,401)	\$ (31,898)	\$ (114,025)	\$ 34,399	\$ (79,624)	\$ (134,301)	\$ 66,563	\$ (119,742)	\$ (59,201)	\$ (385,604)
		-0.84%	-0.58%	-0.28%	2.57%	-0.19%	-0.40%	1.33%		-0.82%	-0.31%
Outcomes Based (OBF)	Projection	\$ 5,703,344	\$ 8,708,572	\$ 58,172,662	\$ 3,078,481	\$ 61,251,144	\$ 53,647,206	\$ 7,614,242	\$ 38,958,741	\$ 10,055,584	\$ 185,938,833
	Trued Up	\$ 5,408,929	\$ 8,553,656	\$ 58,499,830	\$ 3,178,906	\$ 61,678,735	\$ 53,794,088	\$ 7,629,591	\$ 38,045,868	\$ 10,249,568	\$ 185,360,435
	Difference from Projection	\$ (294,415)	\$ (154,916)	\$ 327,168	\$ 100,425	\$ 427,591	\$ 146,882	\$ 15,349	\$ (912,873)	\$ 193,984	\$ (578,398)
		-5.16%	-1.78%	0.56%	3.26%	0.70%	0.27%	0.20%	-2.34%	1.93%	-0.31%
Pre-Stop Loss (MD + SCH + OBF)	Projection	\$ 20,359,709	\$ 27,413,737	\$ 114,020,307	\$ 7,178,574	\$ 121,198,880	\$ 91,376,612	\$ 21,076,888	\$ 70,069,134	\$ 24,323,315	\$ 375,818,275
	Trued Up	\$ 20,186,724	\$ 27,455,305	\$ 114,411,484	\$ 7,340,407	\$ 121,751,890	\$ 91,390,177	\$ 21,270,175	\$ 69,090,988	\$ 24,673,012	\$ 375,818,271
	Difference from Projection	\$ (172,984)	\$ 41,569	\$ 391,177	\$ 161,833	\$ 553,010	\$ 13,566	\$ 193,288	\$ (978,146)	\$ 349,697	\$ (4)
		-0.85%	0.15%	0.34%	2.25%	0.46%	0.01%	0.92%	-1.40%	1.44%	0.00%
Stop Loss/Stop Gain Adjustment (SL)	Projection	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	Trued Up	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	Difference from Projection	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
		#DIV/0!	#DIV/0!	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Final (MD + SCH + OBF + SL)	Projection	\$ 20,359,710	\$ 27,413,737	\$ 114,020,307	\$ 7,178,574	\$ 121,198,880	\$ 91,376,611	\$ 21,076,887	\$ 70,069,134	\$ 24,323,315	\$ 375,818,274
	Trued Up	\$ 20,186,724	\$ 27,455,305	\$ 114,411,484	\$ 7,340,407	\$ 121,751,890	\$ 91,390,177	\$ 21,270,175	\$ 69,090,987	\$ 24,673,011	\$ 375,818,269
	Difference from Projection	\$ (172,986)	\$ 41,568	\$ 391,177	\$ 161,833	\$ 553,010	\$ 13,566	\$ 193,288	\$ (978,147)	\$ 349,696	\$ (5)
		-0.85%	0.15%	0.34%	2.25%	0.46%	0.01%	0.92%	-1.40%	1.44%	0.00%

Next Steps

- Discuss how the design of the SSCM limits our allocation of State funds; and
- Discuss strategy for amending the model (or playing the game differently)

Enrollment, Retention, and Completions Update

Fall 2018 Enrollment

Background Information

Southern Oregon University's official enrollment will not be determined until the week of October 22. A detailed analysis of this fall's enrollment including admission of new students and retention will be completed by the first week of November. National and state enrollment data by institutional type for Fall 2018 should also be available in November thereby providing comparative information.

Enrollment Trends

At this point in time, overall headcount enrollment at SOU is expected to decline approximately 1% as compared to Fall 2017 and full time equivalent (fte) enrollment to decline by approximately 4%. This year's projected downturn is attributable to a number of factors including:

- The increase of approximately 65 degrees awarded by SOU during 2017-18 and thereby reducing the number of eligible returning students as compared to a year ago.
- A decrease in the number of applications, admitted and enrolled students for first time, new undergraduate students. This decrease of approximately 200 students is exclusively reflected in out-of-state enrollments and with transfer student enrollment residing both in state and out-of-state. The decrease in these cohorts of new students is primarily attributable to losses in the California market. . Unexpected staffing issues in Admissions impacted travel and participation in outreach programs in California.
- A decrease in the "conversion" rate of applications through the enrollment cycle as compared to the prior year. This means that a slightly smaller group of applicants were admitted, paid a deposit and ultimately enrolled.
- A decrease in the retention rate of first time students enrolling in Fall 2017 who chose to return in Fall 2018.

Given these factors, overall headcount enrollment should be approximately 6000 as compared to 6141 for Fall 2017. Although a number of variables adversely affected enrollment, there are also positive factors including:

- First time undergraduate students from Oregon will be up slightly from last year. The state's funding formula rewards in-state enrollment and completion, thus an increase in this area creates the potential of increased state funding.
- Total resident enrollment reflects growth and will positively impact the state's funding formula.
- Graduate enrollment is experiencing a 25% increase in new applications and a 40% increase in the number of enrolled students, thereby adding approximately 65 additional students. The MBA on-line program has been very successful, in addition to growth in all graduate programs.

- SOU successfully recruited and enrolled approximately 12 new, first time students from American Samoa thereby opening up a new and relatively non-competitive market.
- Registrations for Advance Southern Credit enrollment, a program enrolling high school students in SOU courses offered in the local high schools, is not fully reflected in the University's total enrollment at this time. Advance Southern Credit adds approximately 1,500 headcount registrations throughout the year. Additional classes are being offered this fall and indications are that total enrollment will increase reflecting a valued service to the region and additional headcount enrollment.

Once final enrollment is determined, key university personnel and the Enrollment Management Council will review and modify, if necessary, the projected recruitment and retention initiatives to ensure meeting the 2019 enrollment targets.

Initiatives to Improve 2019 Enrollment

A number of enrollment related initiatives developed during Spring 2018 will serve to strengthen both the recruitment and retention of students looking forward. The initiatives are outlined in the Enrollment Management Plan in addition to the responsible office(s), person(s), initiation/completion dates and budgetary cost, if required.

A few of these key initiatives believed to provide the most benefit to future enrollment include:

- Establish specific goals for admissions and retention for Fall 2019 (completed June)
- Develop and implement a written, multi-year admissions plan (completed September)
- Additional staff member in Admissions to serve as primary liaison with community colleges (completed September)
- Develop and implement a written, multi-year recruitment plan for international students (completed September)
- Develop and begin Adult Attainment Plan (January 2019)
- Develop and implement a Public Perception Survey of SOU (begun and to be completed by December)
- Conduct a Student Satisfaction Assessment (December 2018)
- Analysis of Institutional Financial Aid to Influence Enrollment (initial steps begun with actual analysis to begin spring 2019)
- All SOU web sites transitioned to new format (Spring 2019)
- "State of the University" to focus on Admissions and Marketing (November 2018)
- University-wide program on Retention (January 2019)
- First full year of the Enrollment Management Council providing oversight and monitoring of enrollment related initiatives (Began in October)

These initiatives, in addition to others, related to the critical areas recruitment and retention of students should position SOU to stabilize its year-to-year enrollment and achieve its projected targets.

Questions for the Board to Consider

1. How is SOU serving key populations in Oregon? In the Northwest? In California? Beyond? Why is this important?
2. Are our programs accessible to learners from diverse backgrounds, thus impacting their enrollment and persistence? First generation college students? Pell eligible students? Adult and traditionally-aged students? Etc.?
3. Are the academic programs (undergraduate or graduate) serving the educational and/or employment needs of this region?
4. How does recent programming have the potential to impact enrollment?

Admissions Data

After 3 weeks

Fall 2017 Fall 2018



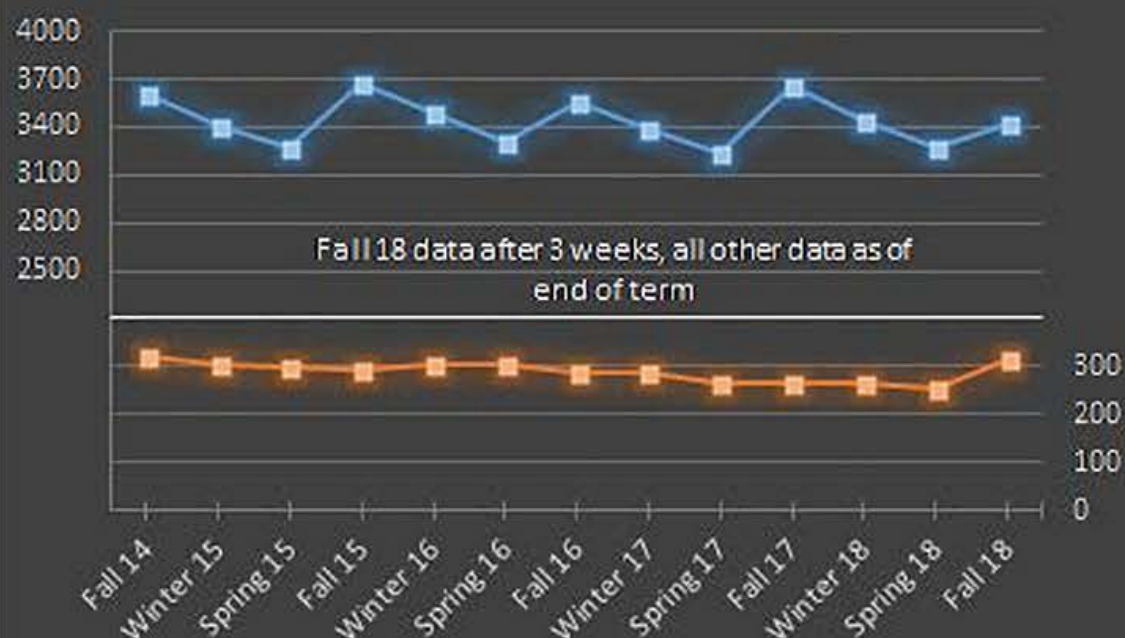
Degrees Awarded

Through September



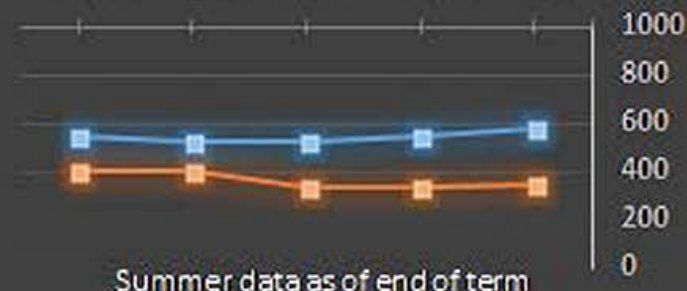
FTE Enrollment Trends

Admitted UG Admitted GR



Fall 18 data after 3 weeks, all other data as of end of term

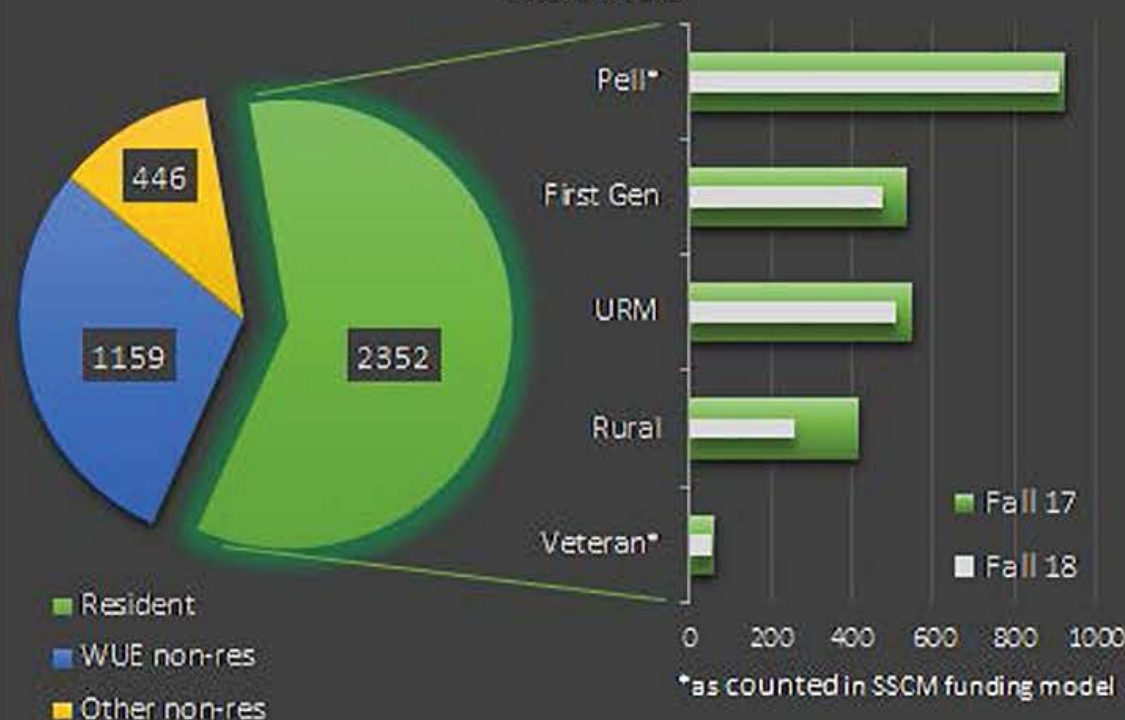
Summer 14 Summer 15 Summer 16 Summer 17 Summer 18



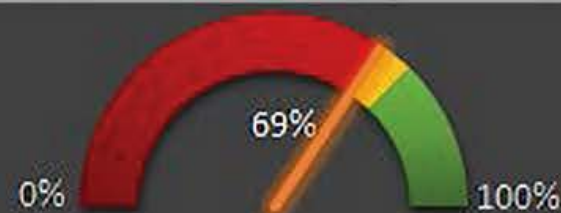
Summer data as of end of term

Fall 2018 Admitted UG Students

After 3 weeks



*as counted in SSCM funding model



First Year Retention



UG Retention



First Year Grad Rate



Transfer Grad Rate

Updated: 10/15/2018

Funnel Report: New Applicant Headcount by Student Type
Fall 2017 Week Ending 10/15/17 vs. Fall 2018 Week Ending 10/14/18
3 Weeks After Start of Term

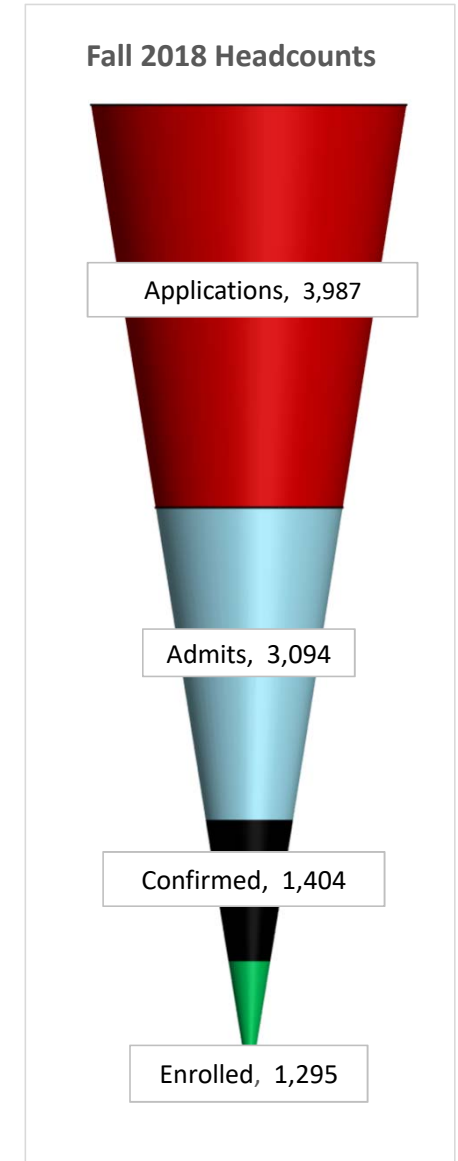
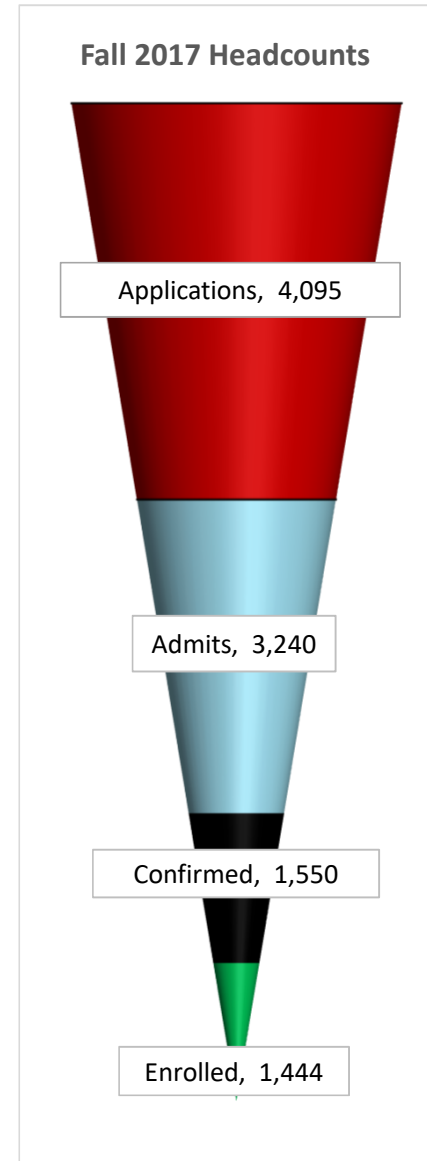
Applications				
Student Type	Fall 2017	Fall 2018	Change	% Change
Freshmen - Resident	1,154	1,208	54	4.7%
Freshmen - Nonresident	1,624	1,571	-53	-3.3%
Transfer - Resident	518	428	-90	-17.4%
Transfer - Nonresident	451	347	-104	-23.1%
Postbacs/Grads	348	433	85	24.4%
Total	4,095	3,987	-108	-2.6%

Admits				
Student Type	Fall 2017	Fall 2018	Change	% Change
Freshmen - Resident	889	941	52	5.8%
Freshmen - Nonresident	1,291	1,184	-107	-8.3%
Transfer - Resident	455	370	-85	-18.7%
Transfer - Nonresident	379	292	-87	-23.0%
Postbacs/Grads	226	307	81	35.8%
Total	3,240	3,094	-146	-4.5%

Confirmed (e.g. deposit paid)				
Student Type	Fall 2017	Fall 2018	Change	% Change
Freshmen - Resident	368	364	-4	-1.1%
Freshmen - Nonresident	404	308	-96	-23.8%
Transfer - Resident	364	272	-92	-25.3%
Transfer - Nonresident	213	175	-38	-17.8%
Postbacs/Grads	201	285	84	41.8%
Total	1,550	1,404	-146	-9.4%

Enrolled*				
Student Type	Fall 2017	Fall 2018	Change	% Change
Freshmen - Resident	369	357	-12	-3.3%
Freshmen - Nonresident	378	288	-90	-23.8%
Transfer - Resident	346	268	-78	-22.5%
Transfer - Nonresident	201	164	-37	-18.4%
Postbacs/Grads	150	218	68	45.3%
Total	1,444	1,295	-149	-10.3%

*Registration for fall classes began on May 21st, 2018



Undergraduate Course SCH by Department
Fall 2017 Week Ending 10/15/17 vs. Fall 2018 Week Ending 10/14/18
3 Weeks After Start of Term

Department	Fall 2017	Fall 2018	Change	% Change
Art	1,710	1,617	-93	-5.4%
Creative Writing	354	466	112	31.6%
Emerging Media & Digital Art	1,154	1,045	-109	-9.4%
Music	1,651	1,466	-185	-11.2%
Theatre	2,903	2,850	-53	-1.8%
Subtotal - Oregon Center for the Arts	7,772	7,444	-328	-4.2%

Education	2,501	2,555	54	2.2%
Health and Physical Education	2,204	1,888	-316	-14.3%
Military Science	117	154	37	31.6%
Outdoor Adventure Leadership	876	964	88	10.0%
Subtotal - Education, Health and Leadership	5,698	5,561	-137	-2.4%

Criminology and Criminal Justice	2,747	2,304	-443	-16.1%
Economics	948	720	-228	-24.1%
History	1,866	1,783	-83	-4.4%
Political Science	1,034	987	-47	-4.5%
Psychology	3,892	3,763	-129	-3.3%
Sociology/Anthropology	1,673	1,532	-141	-8.4%
Subtotal - Social Sciences	12,160	11,089	-1,071	-8.8%

University Studies (USEM and HSE 100 level)	2,825	2,532	-293	-10.4%
Honors College	464	454	-10	-2.2%
Success at Southern	16	11	-5	-31.3%
Other UG Studies (WR 122 & Study Abroad)	1,540	1,800	260	16.9%
Subtotal - Undergraduate Studies	4,845	4,797	-48	-1.0%

Department	Fall 2017	Fall 2018	Change	% Change
Biology	4,463	3,812	-651	-14.6%
Chemistry	1,840	1,631	-209	-11.4%
Computer Science	1,172	1,256	84	7.2%
Mathematics	4,437	3,689	-748	-16.9%
Physics	498	593	95	19.1%
STEM - General	168	-	-168	-1
Subtotal - STEM Division	12,578	10,981	-1,597	-12.7%

Business	6,312	5,814	-498	-7.9%
Communication	3,045	2,776	-269	-8.8%
Environmental Sciences & Policy	2,277	2,101	-176	-7.7%
Innovation & Leadership	88	56	-32	-36.4%
Subtotal - Division of BCE	11,722	10,747	-975	-8.3%

English	1,791	1,559	-232	-13.0%
Foreign Languages & Literatures	1,944	1,521	-423	-21.8%
Gender, Sexuality, & Women's Studies	148	245	97	65.5%
International Studies	280	236	-44	-15.7%
Native American Studies	200	98	-102	-51.0%
Philosophy	798	794	-4	-0.5%
Subtotal - Humanities and Culture	5,161	4,453	-708	-13.7%

Physical Education Activities	668	582	-86	-12.9%
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Total Undergraduate	60,604	55,654	-4,950	-8.2%
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Total Undergraduate + Graduate	63,726	59,515	-4,211	-6.6%
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Graduate Course SCH by Department
Fall 2017 Week Ending 10/15/17 vs. Fall 2018 Week Ending 10/14/18
3 Weeks After Start of Term

Department	Fall 2017	Fall 2018	Change	% Change
Art	14	8	-6	-42.9%
Creative Writing	-	-	-	
Emerging Media & Digital Art	-	-	-	
Music	86	108	22	25.6%
Theatre	-	-	-	
Subtotal - Oregon Center for the Arts	100	116	16	16.0%

Education	1,695	1,820	125	7.4%
Health and Physical Education	-	-	-	
Military Science	-	-	-	
Outdoor Adventure Leadership	72	206	134	186.1%
Subtotal - Education, Health and Leadership	1,767	2,026	259	14.7%

Criminology and Criminal Justice	-	-	-	
Economics	-	-	-	
History	-	-	-	
Political Science	4	-	-4	-100.0%
Psychology	522	504	-18	-3.4%
Sociology/Anthropology	8	36	28	350.0%
Subtotal - Social Sciences	534	540	6	1.1%

Master in Interdisciplinary Studies	17	15	-2	-11.8%
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Department	Fall 2017	Fall 2018	Change	% Change
Biology	204	206	2	1.0%
Chemistry	-	-	-	
Computer Science	-	-	-	
Mathematics	9	25	16	177.8%
Physics	-	-	-	
Subtotal - STEM Division	213	231	18	8.5%

Business	179	208	29	16.2%
Master in Business Administration	291	717	426	146.4%
Master in Management	-	-	-	
Subtotal - Graduate SCH in Business	470	925	455	96.8%
Communication	8	4	-4	-50.0%
Environmental Sciences & Policy	-	-	-	
Subtotal - Division of BCE	478	929	451	94.4%

English	9	-	-9	-100.0%
Foreign Languages & Literatures	4	-	-4	-100.0%
Gender, Sexuality, and Women's Studies	-	-	-	
International Studies	-	-	-	
Native American Studies	-	4	4	
Philosophy	-	-	-	
Subtotal - Humanities and Culture	13	4	-9	-69.2%

Total Graduate	3,122	3,861	739	23.7%
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Total Undergraduate + Graduate	63,726	59,515	-4,211	-6.6%
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Enrolled Student Headcounts
Fall 2017 Week Ending 10/15/17 vs. Fall 2018 Week Ending 10/14/18
3 Weeks After Start of Term

	Fall 2017	Fall 2018	Change	% Change	Fall 2017 End of Term	Change	% Change	
New Freshmen	747	645	-102	-13.7%	747	-102	-13.7%	
New Transfers	547	432	-115	-21.0%	547	-115	-21.0%	
New PostBacs/Graduates	150	218	68	45.3%	153	65	42.5%	
Subtotal - New Students	1,444	1,295	-149	-10.3%	1,447	-152	-10.5%	
Continuing Students	3,016	2,889	-127	-4.2%	3,028	-139	-4.6%	
Returning Students	225	226	1	0.4%	230	-4	-1.7%	
Non-Admitted Students	1,123	996	-127	-11.3%	1,436	-440	-30.6%	vs. target
Grand Total - Headcount	5,808	5,406	-402	-6.9%	6,141	-735	-12.0%	-13.4%
Grand Total - FTE	4,320	4,039	-281	-6.5%	4,378	-339	-7.7%	-9.3%
Resident	3,842	3,582	-260	-6.8%	4,159	-577	-13.9%	
Non-Resident	1,966	1,824	-142	-7.2%	1,982	-158	-8.0%	
International	142	111	-31	-21.8%	148	-37	-25.0%	
American Indian/Alaskan Native	57	69	12	21.1%	53	16	30.2%	
Asian	96	91	-5	-5.2%	88	3	3.4%	
Black/African American	113	110	-3	-2.7%	111	-1	-0.9%	
Hispanic/Latino	580	517	-63	-10.9%	560	-43	-7.7%	
Pacific Islander	34	41	7	20.6%	33	8	24.2%	
North African, Middle Eastern, Other	37	29	-8	-21.6%	34	-5	-14.7%	
Two or More Races	453	405	-48	-10.6%	450	-45	-10.0%	
Subtotal - Students of Color (race & ethnicity)	1,370	1,262	-108	-7.9%	1,329	-67	-5.0%	
White	3,022	2,945	-77	-2.5%	2,964	-19	-0.6%	
Unknown	1,274	1,088	-186	-14.6%	1,700	-612	-36.0%	
Alaska	63	48	-15	-23.8%	63	-15	-23.8%	
California	1,273	1,208	-65	-5.1%	1,283	-75	-5.8%	
Hawaii	104	91	-13	-12.5%	104	-13	-12.5%	
Idaho	32	35	3	9.4%	32	3	9.4%	
Washington	160	162	2	1.3%	163	-1	-0.6%	
All Other States	235	261	26	11.1%	247	14	5.7%	

SCH by Student Level Within Tuition Category
Fall 2017 Week Ending 10/15/17 vs. Fall 2018 Week Ending 10/14/18
3 Weeks After Start of Term

Tuition Category	Fall 2017	Fall 2018	Change	% Change
UG WUE	16,393	14,128	-2,265	-13.8%
UG Resident	28,029	25,897	-2,132	-7.6%
UG Jack/Jo Pledge	366	523	157	42.9%
UG Non-resident	1,561	1,498	-63	-4.0%
UG Online	7,491	7,435	-56	-0.7%
Subtotal - Undergraduates	53,840	49,481	-4,359	-8.1%
GR Resident	712	613	-99	-13.9%
GR Non-resident	466	550	84	18.0%
GR AP MBA Online	-	507	507	
GR Other Online	156	189	33	21.2%
GR Education Differential	1,459	1,539	80	5.5%
Subtotal - Graduates	2,793	3,398	605	21.7%
Staff Rates	545	509	-36	-6.6%
Waived Tuition	685	506	-179	-26.1%
Course Based Tuition	897	1,379	482	53.7%
Advanced Southern Credit	4,925	4,182	-743	-15.1%
Early Entry HS	41	60	19	46.3%
Grand Total - SCH	63,726	59,515	-4,211	-6.6%

Southern Oregon University

Degree Completions by Discipline Level Categories Academic Year 2016-17 vs. Academic Year 2017-18 Applications and Awards - as of the end of September

Degree Applications				
	2016-17 Apps	2017-18 Apps	Change	% Change
Bachelor Degrees (2.0 base pts)	919	983	64	7.0%
Resident: Entered as a First Year	254	272	18	7.1%
Discipline Level 1 (base pts x 1.00)	77	67	-10	-13.0%
Discipline Level 2 (base pts x 1.25)	112	148	36	32.1%
Discipline Level 3 (base pts x 1.85)	65	57	-8	-12.3%
Resident: Entered as a Transfer (base pts x 0.675)	351	322	-29	-8.3%
Discipline Level 1 (base pts x 1.00)	109	108	-1	-0.9%
Discipline Level 2 (base pts x 1.25)	184	170	-14	-7.6%
Discipline Level 3 (base pts x 1.85)	58	44	-14	-24.1%
Non-Resident (no state funding)	314	389	75	23.9%
Master Degrees (1.0 base pts)	219	221	2	0.9%
Resident	134	143	9	6.7%
Discipline Level 1 (base pts x 1.27)	7	10	3	42.9%
Discipline Level 2 (base pts x 1.72)	111	119	8	7.2%
Discipline Level 3 (base pts x 2.46)	16	14	-2	-12.5%
Non-Resident (no state funding)	85	78	-7	-8.2%
Graduate Certifications (0.2 base pts)	232	128	-104	-44.8%
Resident	176	86	-90	-51.1%
Discipline Level 1 (base pts x 1.27)	3	3	-	0.0%
Discipline Level 2 (base pts x 1.72)	173	81	-92	-53.2%
Discipline Level 3 (base pts x 2.46)	-	2	2	0.0%
Non-Resident (no state funding)	56	42	-14	-25.0%
Totals	1,370	1,332	-38	-2.8%

Degree Awards			
	2016-17 Awards	2017-18 Awards	% Change
	845	902	6.7%
	232	243	4.7%
	72	60	-16.7%
	99	131	32.3%
	61	52	-14.8%
	332	302	-9.0%
	102	102	0.0%
	177	159	-10.2%
	53	41	-22.6%
	281	357	27.0%
	196	201	2.6%
	116	134	15.5%
	6	10	66.7%
	94	111	18.1%
	16	13	-18.8%
	80	67	-16.3%
	220	117	-46.8%
	167	79	-52.7%
	3	3	0.0%
	164	75	-54.3%
	-	1	0.0%
	53	38	-28.3%
	1,261	1,220	-3.3%

Southern Oregon University

Degree Completions by **Sub-population** Categories Academic Year 2016-17 vs. Academic Year 2017-18 Applications and Awards - as of the end of September

Degree Applications					Degree Awards			
	2016-17 Apps	2017-18 Apps	Change	% Change	2016-17 Awards	2017-18 Awards	Change	% Change
Bachelor Degrees (2.0 base pts)	919	983	64	7.0%	845	902	57	6.7%
Resident: Entered as a First Year	254	272	18	7.1%	232	243	11	4.7%
Area of Study Premium†	21	27	6	28.6%	19	26	7	36.8%
Underrepresented Minority*	55	65	10	18.2%	48	56	8	16.7%
Pell Grant Recipient*	152	159	7	4.6%	135	141	6	4.4%
Veteran Status*	4	5	1	25.0%	4	3	-1	-25.0%
Rural High School Graduate*	79	90	11	13.9%	69	77	8	11.6%
Resident: Entered as a Transfer (base pts x 0.675)	351	322	-29	-8.3%	332	302	-30	-9.0%
Area of Study Premium†	30	29	-1	-3.3%	30	27	-3	-10.0%
Underrepresented Minority*	63	67	4	6.3%	60	60	0	0.0%
Pell Grant Recipient*	271	230	-41	-15.1%	254	215	-39	-15.4%
Veteran Status*	11	13	2	18.2%	9	13	4	44.4%
Non-Resident (no state funding)	314	389	75	23.9%	281	357	76	27.0%
Master Degrees (1.0 base pts)	219	221	2	0.9%	196	201	5	2.6%
Resident	134	143	9	6.7%	116	134	18	15.5%
Area of Study Premium†	16	15	-1	-6.3%	16	13	-3	-18.8%
Non-Resident (no state funding)	85	78	-7	-8.2%	80	67	-13	-16.3%
Graduate Certifications (0.2 base pts)	232	128	-104	-44.8%	220	117	-103	-46.8%
Resident	176	86	-90	-51.1%	167	79	-88	-52.7%
Area of Study Premium†	-	-	-	0.0%	-	-	0	0.0%
Non-Resident (no state funding)	56	42	-14	-25.0%	53	38	-15	-28.3%
Totals	1,370	1,332	-38	-2.8%	1,261	1,220	-41	-3.3%

† Area of Study Premium increases point value by a factor of 1.2 for degrees in STEM and Health and a factor of 2.2 for degrees in Bi-lingual Education.

* pts for sub-pops are additive and applied after all other adjustments: existense in one sub-pop 0.8 pts added, if two 1.0 pts, if three 1.1 pts, if four 1.2 pts.

Part I: Athletics Overview



SOU RAIDERS

- 13 sports (7 women, 6 men), plus Band, Cheer and Dance.
- 400+ student-athletes.
- Member of the National Association of Intercollegiate Athletics (NAIA).
- Annual Federal Reporting (to OCR) ensures Title IX compliance.
- Member of the Cascade Collegiate Conference in 12 sports.
- Football is a member of the Frontier Conference.
- Funded by Student Fees, General Fund, Oregon Lottery dollars, and self-generated funding.
- Partial Scholarship model awards numerous smaller athletic scholarships rather than full-rides.
- Fundraise over \$500K annually.
- Coaches are responsible for recruiting.
- Student-athletes must maintain full-time status and progress toward a degree to be eligible.
- Character-driven philosophy puts integrity, respect, responsibility and servant-leadership at the center of coaching and student-athlete development.

Athletics

Southern Oregon University



Programs

Women's: Basketball, Soccer, Softball, Track and Field, Cross Country, Volleyball, Wrestling

Men's: Basketball, Football, Wrestling, Track and Field, Cross Country, Soccer





Athletics at SOU: A good investment for SOU and our students

- Athletic events bring our students, faculty, community, parents and alumni together on a large scale similar to Commencement.

- Roughly 40,000 attend games here, another 20,000 see SOU on the road, and 6000 watch online
- Over 1000 press releases, regional and national newspaper articles, radio and tv stories yearly.
- Success of our athletic programs brings national attention to SOU.





Athletics at SOU provide:

- A “front door” connection to SOU for the Rogue Valley.
- Access for students and community members from outside the region who wouldn’t otherwise know about SOU.
- Diversity
 - In student body and community



CREATIVE. CONNECTED. PERSONAL.



- Athletics is central aspect of SOU's marketing efforts.
- Prospective students associate a strong athletic program with vibrant college life, community, tradition and pride.

2009 Task Force Recommendations

Excerpt from the 2009 Athletics Task Force recommendation:

We strongly recommend a review and change to the Athletics' funding model. In the OUS system, among the comparative universities, SOU has the highest student fees funding Athletics and the smallest general fund support.

If Athletics is worth doing it is worth doing right. The Athletics department is a major public relations and public perception tool for the university. As such we recommend the administration manage it as a major initiative.

2009 Task Force Recommendations (cont'd)

1. SOU will commit to a philosophy of excellence with Athletics.

The term “excellence” in this plan is defined by proper funding, adequate facilities, inclusion in a nationally recognized Athletics conference, dependable scheduling of home events, post-season opportunities, proximity of non-conference competition, community and student interest, stable enrollment generation and retention, program integrity, and academic success.

2009 Task Force Recommendations (cont'd)

2. Remain NAIA
3. Fund Athletics in an adequate and equitable manner.
4. Find a home conference for football.
5. Upon successful progress on the above goals, SOU will examine the merits of additional sports.

SOU Athletics 2009-2017

- I.** To positively affect the social growth and ethical engagement of our student-athletes.
- II.** To create an environment of excellence.
- III.** To educate student-athletes about the importance and value of academic integrity, performance and graduation.
- IV.** To provide a positive public identity for Southern Oregon University.
- V.** To invest in the growth of our programs through sound fiscal management.
- VI.** To create community and cultivate Raider identity.
- VII.** To provide a fun and exciting atmosphere for SOU students and the community.



Service to Campus and Community



Special Olympics, Jackson County Fuel District, ACCESS, Relay for Life, Free kids sports clinics, Jr. Raiders, Bellevue Elementary lunch buddies, City of Ashland light a life, Campus clean up, Res. Hall move in, Ashland YMCA, Southern Oregon Meth Project, Veterans Appreciation Day, Real Raiders Read, Wolves to Raiders, Rogue Valley Pop Warner, Talent Elementary School, Y.E.S. (Youth Education Success), Providence Cancer Awareness, Asante Breast Cancer Awareness

Service to Campus and Community



- **Over \$100k corporate sponsorships, \$700k fundraised.**
- **Capital funds: Over \$1.5M for Stadium project, track and field, Lithia Motors Pavilion, locker rooms, etc.**
- **\$10k raised and donated for charitable causes.**
- **10 hours of community service per student-athlete, 4000 hours total in the name of SOU**

Environment of Excellence

NAIA Director's Cup Ranking for SOU

260 schools nationwide

Top placing public school 4 out of last 5 years

2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
92	50	50	29	27	18	32	6	8	13	13





2017-18

3rd consecutive Cascade Conference All-Sports Trophy

22 NAIA All-America, 55 All-Conference performances

148 NAIA or Conference Scholar Athletes

Postseason appearances for all 13 sports - Conference titles in 5 sports

National semifinalists in football and softball; 4th place overall in men's cross country

Athletics: Raising the Regional Profile



Athletics: Raising the Regional Profile

- 490 Press Releases
- 350 Articles in local press
- 55+ Articles in regional press
- 58 Segments on local television
- Stories on ESPN Sportscenter
- 40+ Regional stories before National Championship
- USA Today
- Top 5 NAIA social media following on Twitter, Facebook and Instagram
- 1.7 Million page views at souraider.com
- 1500 pay-per-view customers

Athletics: Raising the Regional Profile

SOU puts seven on NAIA Scholar-Team list

“Five more SOU all-stars showered with academic accolades.”

Three Raider Wrestlers selected to NWCA All-Academic team

SOU represented by 14 on Academic All-CCC spring list

Six SOU basketball players named Daktronics-NAIA Scholar Athletes

SOU puts 25 on Frontier's academic all-conference football team

Thompson, Weber selected to Academic All-District team

“Raiders put 14 basketball players on Academic All-CCC team”

Raiders end fall with 13 Daktronics-NAIA Scholar Athletes

Student-Athletes: The Stats



Demographics

Student-Athletes

>8% of undergraduate student body: 431 roster, 50-70 done competing or post eligibility

SOU student-athletes come from a broader geographical area than the general SOU undergraduate population:

62% from California, Washington, Nevada and Idaho

All other SOU undergrads = 67% Oregon

Retention and Graduation

First-year Retention rate

Student-Athletes = 89.2%

SOU = 73.8%

Six-year Graduation rate (2008 freshmen cohort)

Student-Athletes = 60.4%

SOU = 39.7%

Diversity

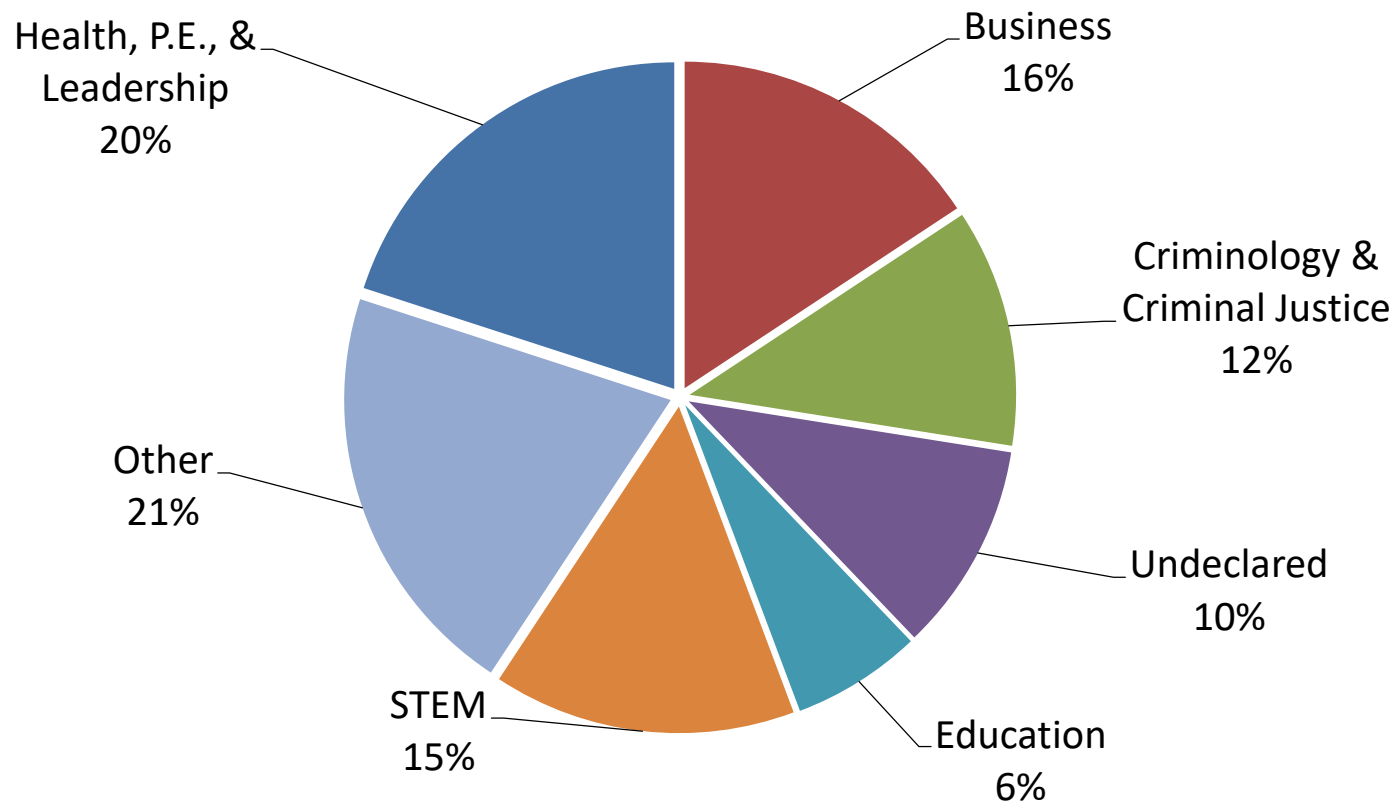
SOU student-athletes contribute significantly to diversity on campus.

Student-Athletes

- **Represent 30% of total diversity on campus**
- **75% of all African-American students on campus are student-athletes.**

Academic Majors

Top 5 Major Departments for Athletes



Academic Performance

SPRING 2018

Sport	Term Team GPA	Cum Team GPA
Basketball - Men's	3.35	3.26
Basketball - Women's	3.35	3.22
Football	2.86	2.77
Soccer - Men's	3.05	3.21
Soccer - Women's	3.44	3.42
Softball - Women's	3.33	3.35
Cross Country/Track - Men's	2.83	3.14
Cross Country/Track - Women's	3.09	3.21
Volleyball	3.60	3.46
Wrestling	2.41	2.66
Wrestling - Women's	2.90	2.73
Athletics TERM GPA	3.11	3.13

Average GPA for entering Freshman Student-Athletes: **3.28**



SO
U **RAIDERS**



SPORT CLUBS

STUDENT-LED



BUDGET



HISTORY



11 CLUBS



PRACTICES





STUDENT DEVELOPMENT

NEW THIS YEAR



Board Policy Review Process and Schedule

Board of Trustees Bylaws and Policy Review Process

Small working group consisting of:

1. Lyn Hennion
 2. Paul Nicholson
 3. Jason Catz
 4. Sabrina Prud'homme
- (Additional consultation with Daniel Santos as appropriate.)

Manner of acting: group will prepare recommendations for appropriate committee's consideration.

Board Action: Executive and Audit Committee to review and recommend to Board of Trustees for adoption (if edited); Board of Trustees to review and approve final version for adoption.

Proposed Schedule

MEETINGS	REVIEW	POLICY
January 2019	Work Group, EAC	<ul style="list-style-type: none"> • Bylaws • Board Statement on Delegation of Authority • Board Statement on Board Committees • Board Statement on the Conduct of Public Meetings
March 2019	Work Group, EAC	<ul style="list-style-type: none"> • Board Statement on Ethics and Conflict of Interest • Board Statement on Policies • Board Statement on Recommending Candidates for At-large Board Positions
	Work Group, FAC, EAC	<ul style="list-style-type: none"> • Investment Policy, SOU Endowment Fund
June	Work Group, EAC	<ul style="list-style-type: none"> • Resolution on the Responsibilities of Individual Trustees • Board Statement on Evaluation of the University President • Board Statement on the Performance of Official Business • New Policy: Policy on Executive Searches

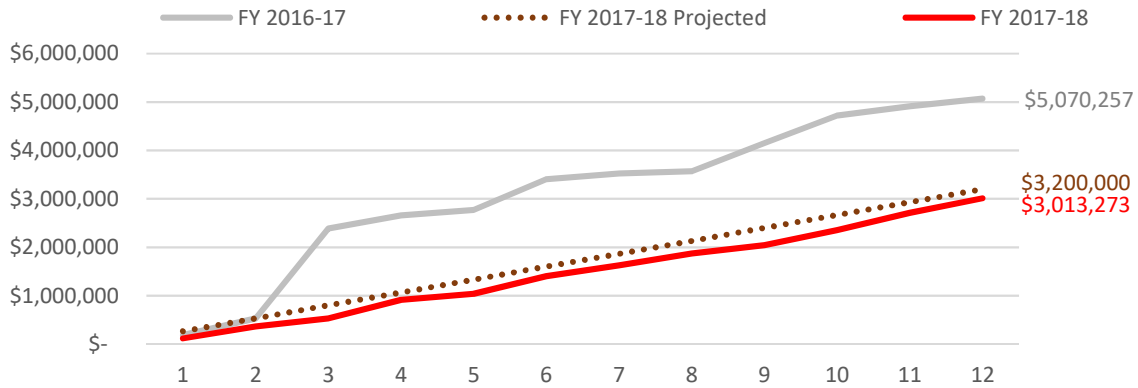
Development Update

Southern Oregon University

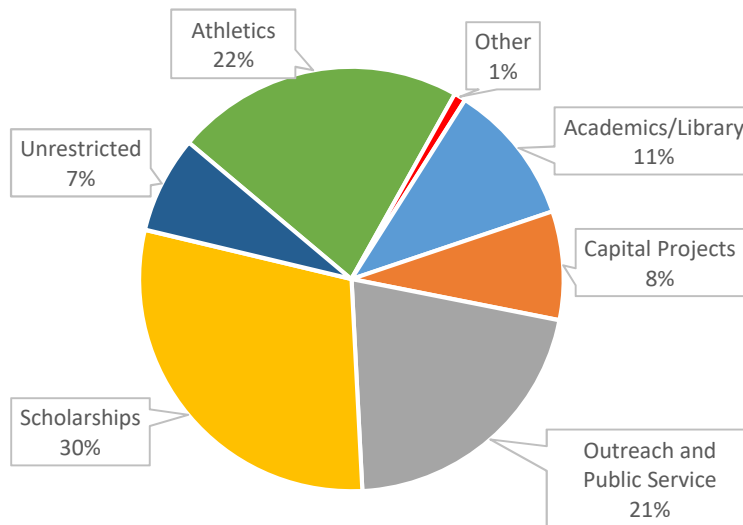
Office of Development

FY 2017-18 Fundraising Dashboard

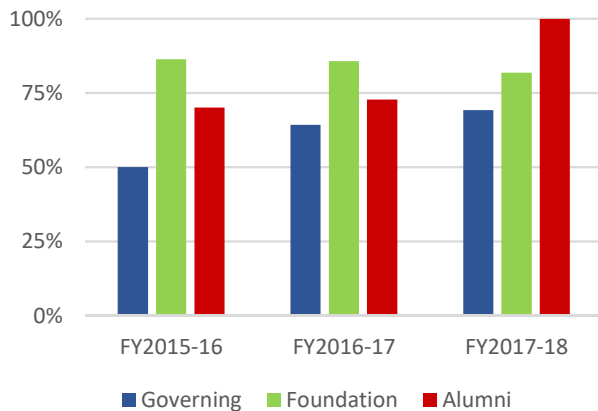
FY 2017-18 Gift Revenue



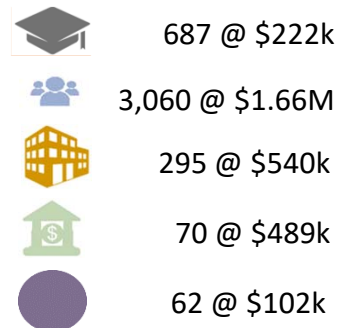
FY 2017-18 Support by Designation



Board Participation (%)



FY 2017-18 Donor Breakout



Gift totals for all charts, except Board Participation, represent new gifts and new pledges received.
Board Participation reflects new gifts, new pledges and pledge payments.

Trustee Recognition

Adjournment