OFFICE OF THE BOARD OF TRUSTEES

Public Meeting Notice

October 12, 2023

TO: Board of Trustees of Southern Oregon University, Academic and Student Affairs Committee

FROM: Sabrina Prud'homme, University Board Secretary

RE: Notice of Regular Committee Meeting

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

Action items on the agenda include a consent agenda consisting of past meeting minutes and the committee's 2024-2025 meeting schedule.

There will be an academic affairs report consisting of updates on organizational changes as well as searches, the Provost's Council, and academic affairs retreats. A student affairs report will provide updates on SOU Career Connections and a student withdrawal survey. An enrollment management report will include the enrollment management dashboard and a completions update.

Information and discussion items include an Enrollment Council overview, a Fall 2023 enrollment overview, an overview of the new program approval process, and a review of SOU's general education transformation and the Fall 2023 implementation. The committee also will discuss an overview of faculty workload efforts.

The meeting will occur as follows:

Thursday, October 19, 2023
12:00 p.m. to 3:30 p.m. (or until business concludes)
Visit governance.sou.edu for meeting materials.
To view the proceedings, visit https://sou.zoom.us/j/83385807993 at the time of the meeting.

The Hannon Library is located at 1290 Ashland Street, on the Ashland campus of Southern Oregon University. **If special accommodations are required, please contact Christina Martin at (541) 552-8055 at least 72 hours in advance.**

Public Comment

Members of the public who wish to provide live public comments during the meeting are invited to sign up to speak or to submit their comments in writing at least 24 hours in advance of the meeting to the Board of Trustees email address: trustees@sou.edu. Written comments also may be emailed to trustees@sou.edu, or delivered by hand or mailed to SOU Board of Trustees, 1250 Siskiyou Boulevard, Churchill Hall, Room 107, Ashland, OR 97520.

Board of Trustees
Academic and Student Affairs Meeting
October 19, 2023

Call to Order / Roll / Declaration of a Quorum

Board of Trustees
Academic and Student Affairs Committee Meeting

Thursday, October 19, 2023
12:00 p.m. – 3:30 p.m. (or until business concludes)
Meese Room, Hannon Library, SOU Campus
Zoom: https://sou.zoom.us/j/83385807993

AGENDA

Persons wishing to provide live public comments should sign up in advance or provide written comments at trustees@sou.edu.
Please note: times are approximate and items may be taken out of order.

5 min.	**1**	**Call to Order/Roll/Declaration of a Quorum**	Trustee Barry Thalden
	1.1	Welcome and Opening Remarks	
	1.2	Roll and Declaration of a Quorum	Sabrina Prud'homme, SOU, Board Secretary
	1.3	Agenda Review	Trustee Barry Thalden
	2	**Public Comment**	
5 min.	**3**	**Consent Agenda (Action)**	
	3.1	June 15, 2023 Minutes	Trustee Barry Thalden
15 min.	**4**	**Academic Affairs Report**	Dr. Susan Walsh, SOU, Provost and Vice President for Academic and Student Affairs
	4.1	Academic and Student Affairs Organizational Updates and Searches	
	4.2	Provost's Council Update	
	4.3	Update on Academic Affairs Retreats	
5 min.	**5**	**Student Affairs Report**	Dr. Carrie Vath, SOU, Assistant Vice President and Dean of Students
	5.1	Update on SOU Career Connections	
	5.2	Student Withdrawal Survey Update	
15 min.	**6**	**Enrollment Management Report**	

	6.1	Enrollment Management Dashboard and Completions Update	Dr. Matt Stillman, SOU, Assistant Vice President for Enrollment Management and University Registrar; Zac Olsen, SOU, Director of Admissions
		6.1.1 Fall 2023 Enrollment Overview	
	7	**Information, Discussion, and Action Items**	
10 min.	7.1	Enrollment Council Overview	Dr. Susan Walsh; Dr. Neil Woolf, SOU, Executive Vice President
10 min.	7.2	Overview of New Program Approval Process	Dr. Susan Walsh
20 min.	7.3	General Education Transformation and Fall 2023 Implementation	Dr. Susan Walsh; Andrew Gay, SOU, Chair, General Education Task Force
15 min.	7.4	Overview of Faculty Workload Efforts	Dr. Susan Walsh
10 min.	7.5	2024-2025 Committee Meeting Schedule (Action)	Trustee Barry Thalden
	7.6	Future Meetings	Trustee Barry Thalden
	7	**Adjournment**	Trustee Barry Thalden

Public Comment

Consent Agenda (Action)

Board of Trustees
Academic and Student Affairs Committee Meeting
Thursday, June 15, 2023

MINUTES

Call to Order/Roll/Declaration of a Quorum

Chair Jon Bullock called the meeting to order at 12:04 p.m. and welcomed everyone including, trustees, staff, regular presenters, and special guests, Dr. Dan DeNeui and Dr. Carrie Vath. Chair Bullock acknowledged the day's theme as "Expanding Knowledge, Access, and Success."

Board Secretary Sabrina Prud'homme called the roll and a quorum was verified.

Committee Members:

Brent Barry	Present	Iris Maria Chavez	Present
Jon Bullock, Chair	Present	Andrew Gay	Present
Debra Lee	Present	Barry Thalden	Present
Mimi Pieper	Present		

Other Trustees in Attendance: President Rick Bailey and Trustee Shaun Franks.

Public Comment

No members of the public offered comments.

Consent Agenda (Action)

Trustee Thalden moved to approve the consent agenda consisting of meeting minutes from April 20, 2023. Trusted Lee seconded the motion and it passed unanimously.

Provost's Report

Provost Sue Walsh reported on a variety of topics, beginning with acknowledgment of the year's distinguished faculty and outstanding staff awards. She noted that the public university provosts planned to retreat in Corvallis with their counterparts from the 17 community colleges for the first time in many years. The state-wide Provosts' Council met and Dr. Walsh noted that the Transfer Council and the Higher Education Coordinating Commission (HECC) staff are still working on the master transfer map; they are about two-thirds of the way to finalizing the rules and they continue trying to resolve variances.

Dr. Walsh informed the committee that faculty are exploring workload as a result of concerns that were expressed during SOU Forward. This summer a workgroup will look at the national landscape and a number of workload issues. Jackie Apodaca, incoming Faculty Senate Chair, is leading the group and they hope to have a blueprint in the fall. The purpose of this work is to develop strategies to implement equity-minded workload reform, reduce redundancy in and efficacy of university policies and practices, and increase faculty satisfaction, productivity, and retention.

Provost Walsh reported that SOU's academic chairs are seeking greater autonomy, which SOU calls an agency model. Chairs' duties from the faculty collective bargaining

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agreement were reviewed and mapped with how to provide greater agency in decision-making and other functions. President Bailey added that, as challenging as the last year was, it allowed SOU to approach this conversation with genuine interest. Although the hope is to accomplish this during the summertime, it is more important to get it done right rather than quickly. So, even if its resolution aligns more closely with Provost Walsh's departure, there is optimism that SOU will figure this out soon.

Vice President's Report

Dr. Woolf made several announcements, beginning with introducing Karinda Decker, the new director of financial aid, who has been with SOU for a number of years. He thanked Vice President Cooper and President Bailey for the Juneteenth Celebration and invited trustees to the upcoming Lavender Graduation. Dr. Woolf expressed his gratitude for Drs. Dan DeNeui and Vince Smith for traveling with him to the University of California at Merced for continued partnership conversations.

Joe Jackson in institutional research is making progress on fall profile reports. Currently, headcount is at 4,310 and full-time equivalent (FTE) is 2,865. He shared that although fall registration has not yet begun, the confirmed number of freshmen is up by 139, more than 20 percent. He shared various graphs and charts to show trends in enrollment, retention, and graduation rates. There was further discussion on the strategies being used and the benefits of collaboration with faculty. Other strategies included Ruffalo Noel Levitz Demand Builder, athletics partnerships, and K-12 data-sharing partnerships.

Dr. Woolf also informed the committee of organizational updates including his continued collaboration with Dr. Matt Stillman in the enrollment services area, Dr. Carrie Vath in the student success area, and Zac Olsen in admissions

Information, Discussion, and Action Items

<u>New Certificate Program Proposals (Action)</u>

Provost Walsh explained that although some of these certificates are new, many of these certificates are converting minors to certificates. She shared that certificates are mutually-beneficial for both students and SOU as they allow students to build a better portfolio with credentials since the certificates are stackable. The certificates are a great way to build student resumes while they continue making progress toward a degree. These certificates included: Applied Learning and Essential Skills (Gen Ed); Character and Costume Design; Data Analytics; Directing and Devising for Theatre; English Studies; Environmental Data Science; Ethnic and Racial Studies; Foundations of Teaching English Language Arts; Lighting Design and Technology; Literary Studies; Production Fabrication; Scenic and Environmental Design; Social Justice; Spanish & Latinx Studies; Spanish & Latinx Studies for Educators; Spanish & Latinx Studies for Health Professions; Theatre and Arts Management; Wildlife Ecology and Conservation; and Writing and Rhetoric.

Trustee Gay moved to approve the committee's resolution on the new certificate programs. Trustee Thalden seconded the motion and it passed unanimously.

<u>Continuation of Contract for EAB "Navigate Software" (Action)</u>

Dr. Woolf led the discussion about renewing the contract for the EAB Navigate

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software by providing a history of SOU's relationship EAB, which started six years ago with the Student Success Collaborative. Navigate is a tool to help improve student success and retention. Although it is not a perfect tool, it will continue to bridge the gap until Workday is available.

The indicators of success for Navigate were summarized as higher persistence and retention for users; improved attempted and completed credits; improved registration; improved communication between students and advisors; and early warning when students are off track. The interface helps SOU connect with students on their terms using a mobile app. It enables virtual student onboarding, peer support communities, and more. Navigate's student success analytics and predictive modeling help users understand which interventions are working and how to best adjust strategy. Standardized reports offer insight into ongoing advising activities and staff dashboards continuously monitor student progress to identify opportunities for better student support.

Demonstrating effectiveness, Dr. Woolf reviewed eight of the past ten terms and retention was higher among app users than nonusers. As shown in the materials, the return on investment far outpaced the annual cost of Navigate from 2019 to 2023. The contract proposal is for three years with a total cost of $655K.

Provost Walsh stated that student success coordinators (SSCs) are the largest group of [employee] users with tens of thousands of messages sent to students and she pointed to a comprehensive report detailing SSC strategies, noting that they support the renewal of the contract. Dr. Dan DeNeui added that there are parts of the app that SOU is not fully utilizing but that Navigate is an effective way to reach students, as one of the worst ways to contact students is via email. Discussion ensued on predictive analytics and the ability to reach students before they leave the university. Navigate improves communication and helps address other concerns such as progress to graduation and advisement.

Responding to Chair Bullock, Dr. Woolf understood that the cost of the contract renewal is accounted for in the pro forma as part of the initiatives package.

Trustees had a robust discussion regarding Navigate's usage and the benefits among students, faculty, advisors, and student success coordinators. Concerns were shared about the expenditure as well as relevancy of the data provided. Dr. Woolf noted that Navigate data can be reviewed and reported to the board more frequently for tracking. Other administrative issues discussed included the cost of nonrenewal, internal support, and the common practice of three-year contracts.

Trustee Lee moved that the committee recommend the board approve the three-year EAB Navigate contract, as proposed, valued at $655K. Trustee Barry seconded the motion and it passed unanimously.

<u>Student Retention and Success</u>
Dr. Woolf and Dean of Students, Dr. Carrie Vath, discussed student retention. They started with context and comparing it globally versus the individual student.

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Dr. Woolf mentioned that he and his team have presented numerous retention topics to the board but wanted to focus on a few main issues. Over past years, SOU has built infrastructure to help staff understand why students leave SOU, as every student interaction is an opportunity to retain a student. President Bailey emphasized that every interaction matters and can even have the reverse effect.

Retention is measured by the percentage of first-time, full-time students who start in the fall term and return the following fall term. Dr. Woolf provided SOU's retention rate at 65.6 percent compared to the national average of 67.5 percent and expressed his dissatisfaction with that. Overall, this does not include part-time students and others who start in spring, winter, or summer, which contribute to 76 percent for all undergraduate retention. He provided breakdowns of freshman cohort graduation rate for those who complete a degree within six years at 46.5 percent and the transfer cohort rate is 59.2 percent. Although less than half the students that start at SOU do not finish, Dr. Woolf said this does not tell the whole story. He provided statistics that included the number one reason students leave is due to mental health. SOU is at the national mean for graduation rate.

Dr. Vath reviewed the professional standards and best practices for retention strategies from Ruffalo Noel Levitz. The university has identified which of those strategies exist at SOU and ascertained its strengths, weaknesses, and what can be built upon. She presented a slide on the five components of student belonging as it is equivalent to retention. These include: a seamless student experience; mental health and wellbeing; active and engaged learning; cocurricular and social engagement; and faculty mentoring and support.

Dr. Vath discussed a chart on the different strategies/tactics that four-year public institutions utilize and the percentages of how those are used. She then highlighted the most widely used strategies which include: programs designed specifically for first-year students; programs designed specifically for students who are at risk academically; honors programs; programs for international students; and programs for veterans. Part of her work this summer is to determine the effectiveness of these strategies at SOU and evaluate if using too many will cause the team to be spread too thin. Dr. Woolf further broke down the five components of student belonging and provided examples of SOU's activities, strengths, and challenges in the fulfilling these strategies.

In response the student risk stratification for SOU's undergraduate data compared to the national benchmarks, President Bailey asked why SOU has so many more moderate risk students than low risk students. Dr. Woolf attributed it to SOU's withdrawal data and the "fit" issue with new students. The students persist though year one but in the second year, it's about belonging or possibly their major.

Dr. Vath talked about a national trend referred to as the "murky middle" which is students in good standing but not flourishing. SOU does not have a "murky middle." SOU students are skewed toward higher GPAs from 3.5 with 72 percent of student in good standing, so GPA is not an indicator. It is known that mental health is a large problem and does not impact poor students, it impacts everything.

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For example, SOU students focus on academics but are falling apart and struggling in other areas of life. Dr. Woolf emphasized the message that retention work is more complex and comprehensive than ever before. He noted that the more students are engaged with areas of interest and people, the better retention will be.

Future Meeting
Chair Bullock announced that following the meeting at 3:30 p.m, trustees will attend the reception for American Samoan graduates. The next meeting of the committee is scheduled to take place on October 19, 2023, at noon. If any trustee has a specific item to suggest for a future meeting, please send them to the board secretary.

Adjournment
Chair Bullock adjourned the meeting at 3:01 p.m.

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Academic Affairs Report

Student Affairs Report

Student Affairs Update

Dr. Carrie Vath

October 2023

Career Connections

- New team (Dir. Stacey Westrum and Coord. Ariel Bloomer)
- New space (SU room 310)
- Revitalized PEAK Internship Program & First Destination Survey Collection Methods
- Continued success and engagement with the National Society of Leadership and Success Program
- Piloting a Fall Career Fair(October 26)
- Launching LAD Scholars Program

Southern OREGON UNIVERSITY

University Housing

- University Housing reports to AVP/Dean of Students (Dr. Carrie Vath) under the Provost and Vice President for Academic and Student Affairs/Provost (effective October 4, 2023)
- University Housing and Student Affairs have always had a collaborative relationship and this move will build upon the existing focus on student retention, assessment, and strategic planning
- The Director of Housing will continue to partner with the Business Affairs Council (BAC), particularly on Budget and Facilities

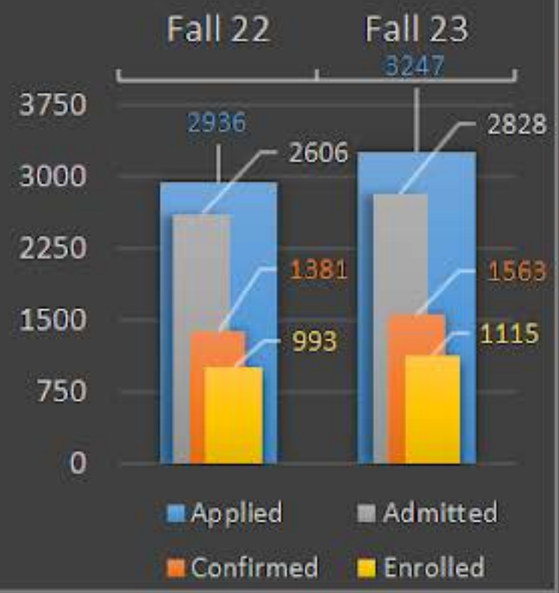
Additional Highlights

- Earned Campus Pride's top ranking for the 11th consecutive year as one of the nation's top 30, "Best of the Best" LGBTQ-friendly colleges and universities. Only Oregon Campus to make the list.
- Success at Southern-Trio and University Coaching and Mentoring (UCAM) have 100% utilization
- Convocation- record attendance for students
- Disability Resources 2nd highest minoritized undergraduate student population (12.5%) on campus (behind Latinx, 13.96%) (Fall 2022)
- The Belonging & Engagement Team is fully staffed
- Food Pantry is in a new and larger space (SU 312)
- Upgraded Veteran Resource Center with Mindfulness Space and new programming

Enrollment Management Report

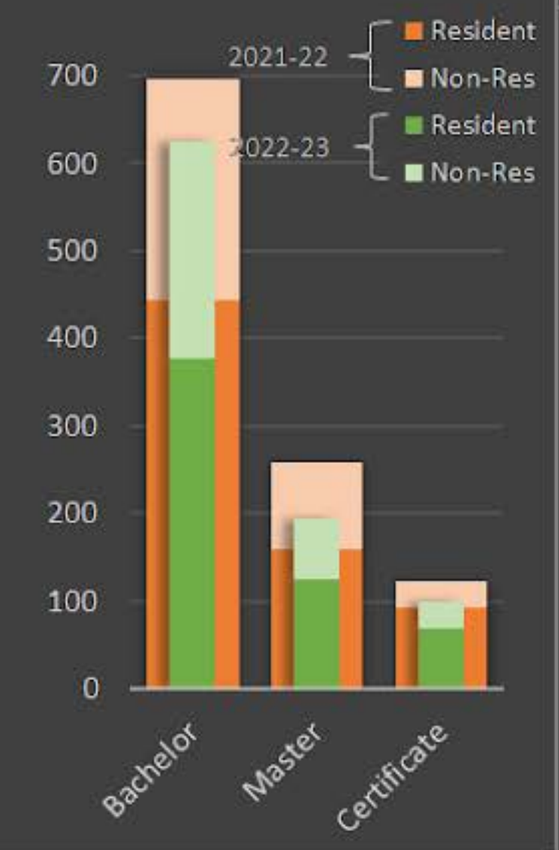
Admission Funnel

1 week after start of term



Degrees Awarded

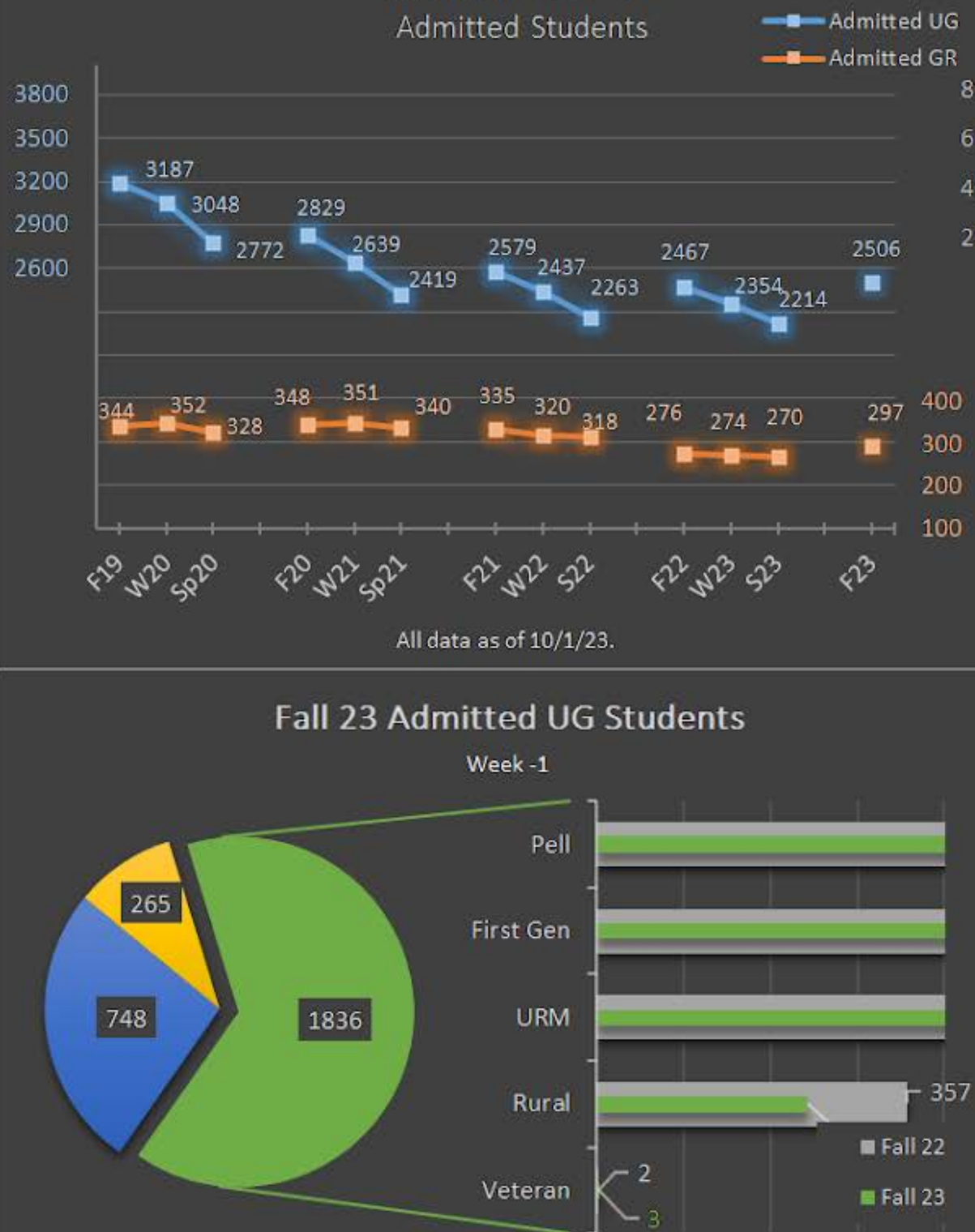
End of September



All charts updated on 10/1/2023.

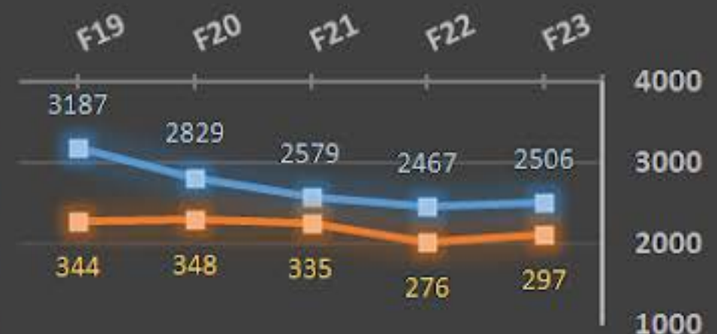
Academic Year FTE

Admitted Students



All data as of 10/1/23.

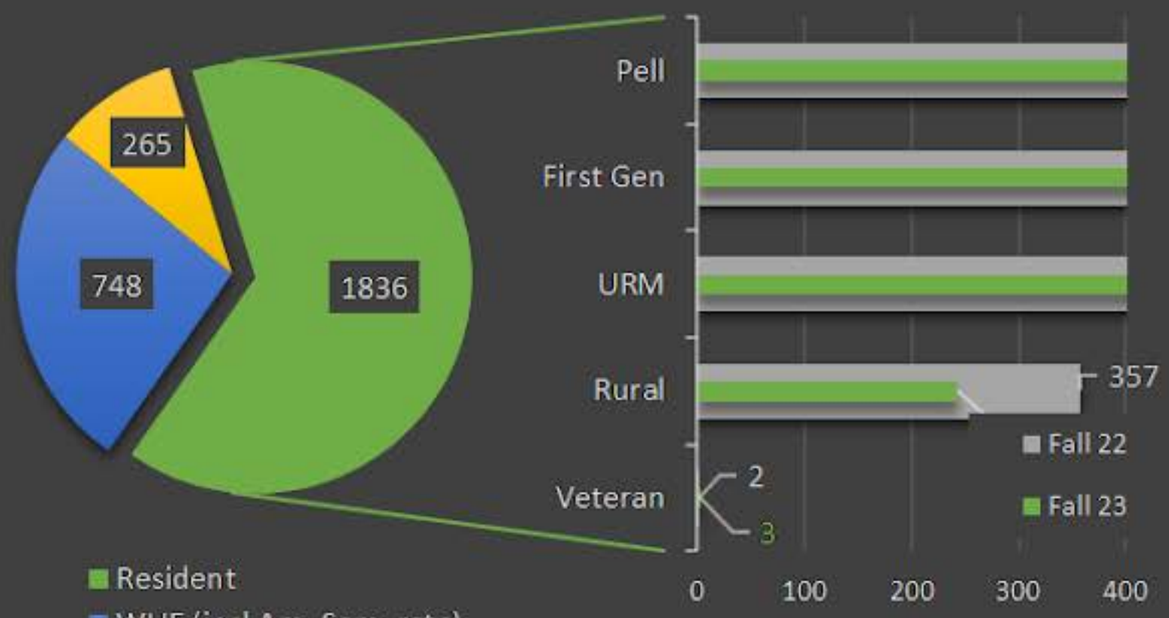
Fall FTE



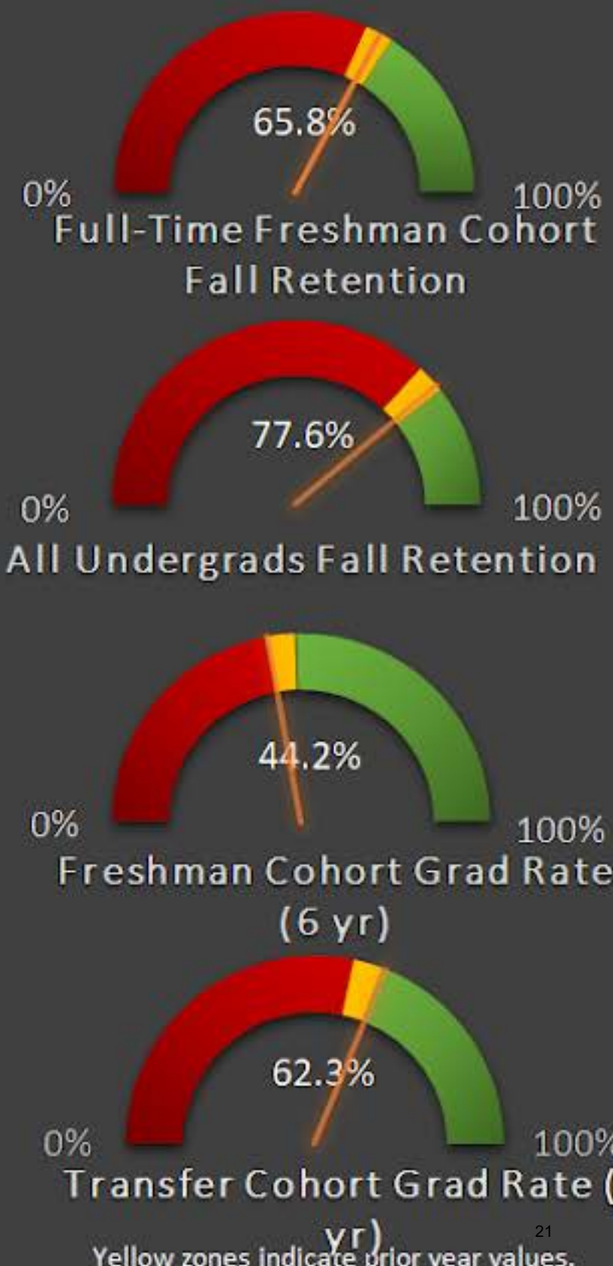
All data as of 10/1/23.

Fall 23 Admitted UG Students

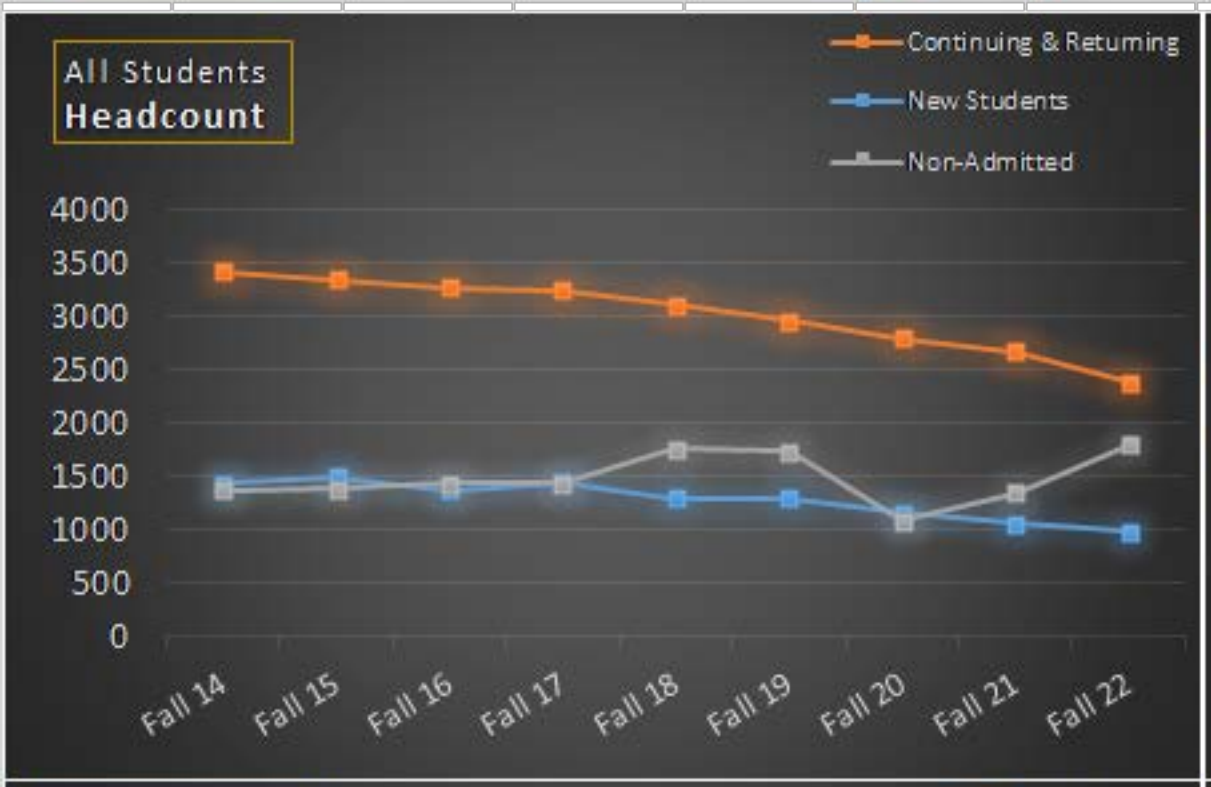
Week -1

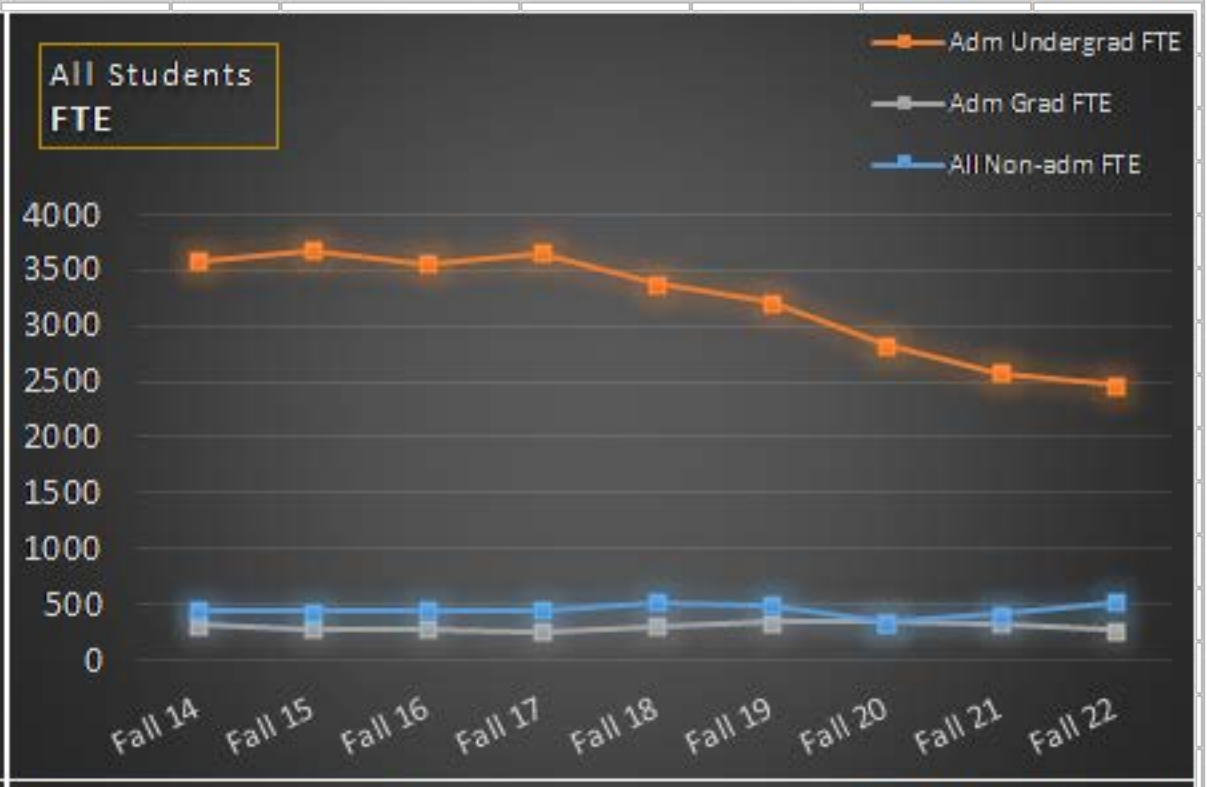


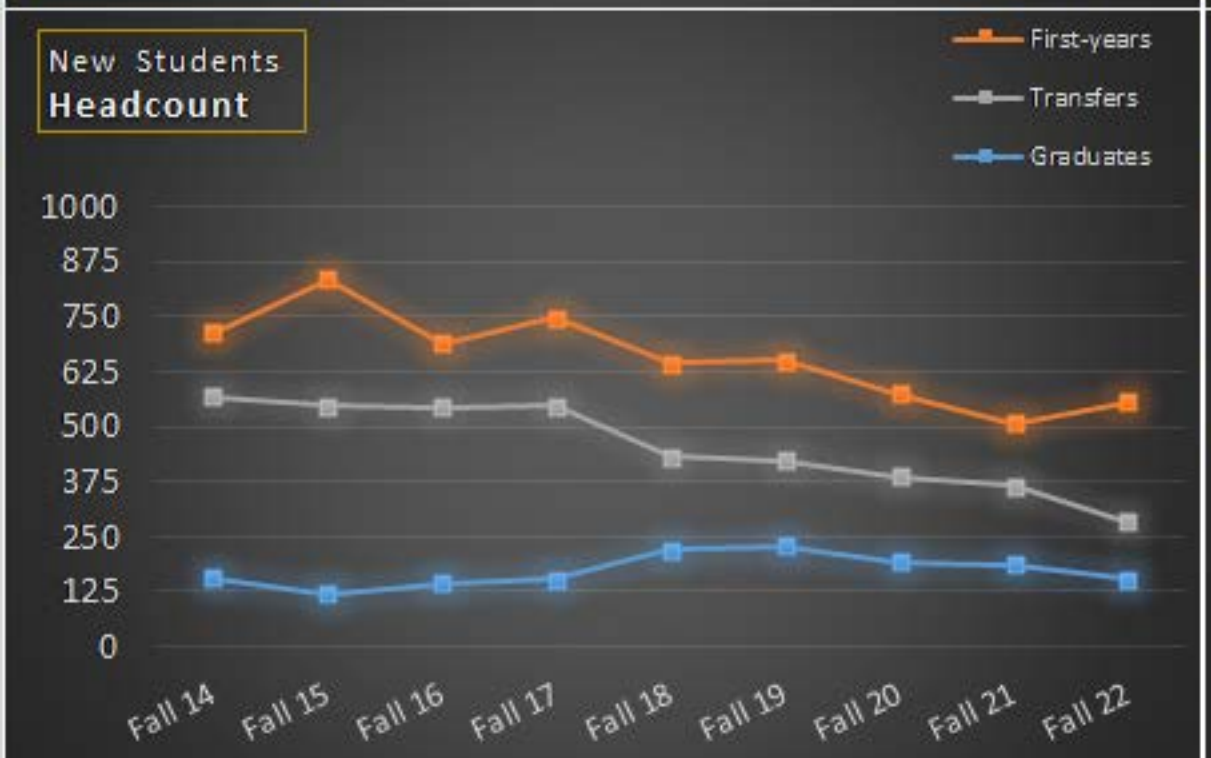
Resident student populations above are bonus areas within the funding model.

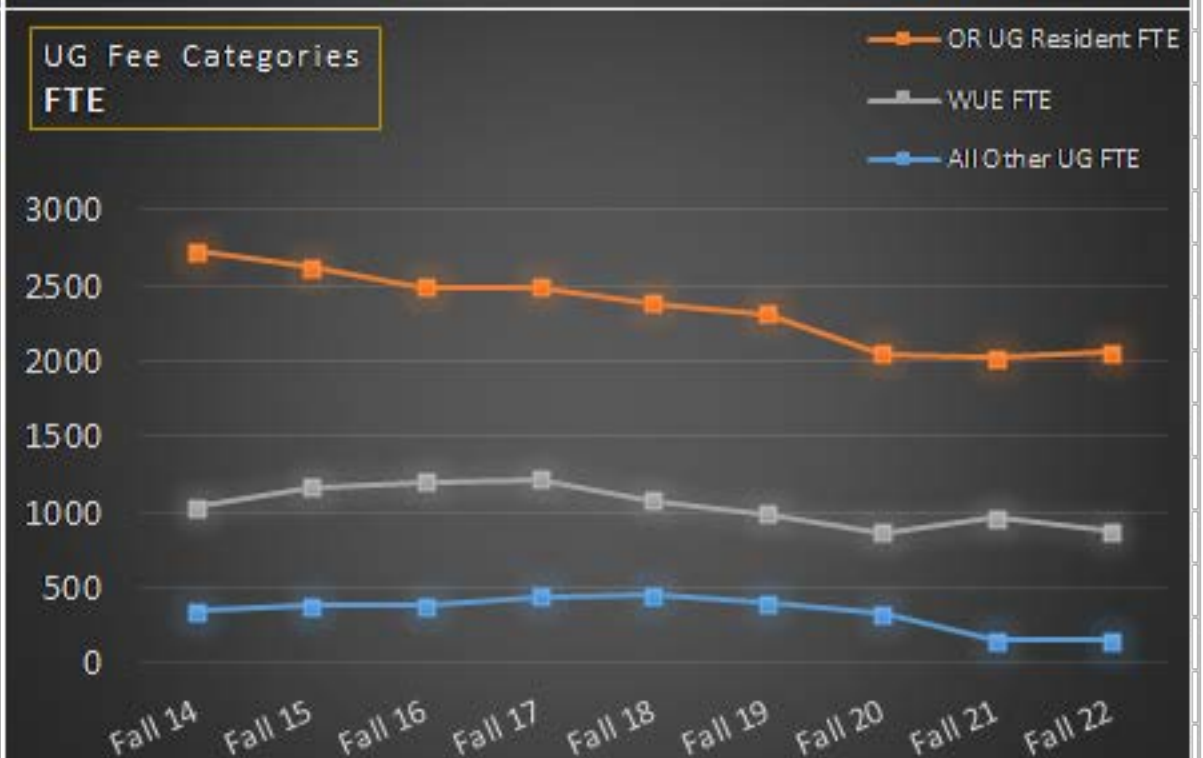


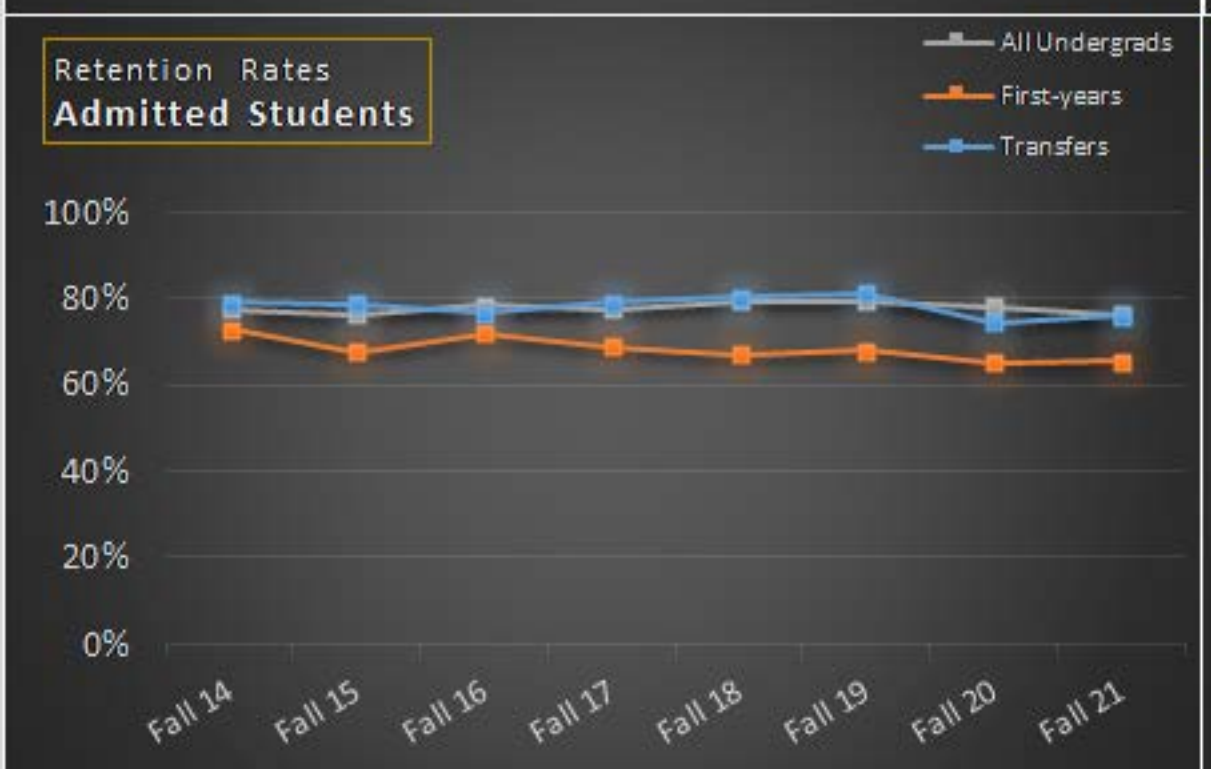
Yellow zones indicate prior year values.

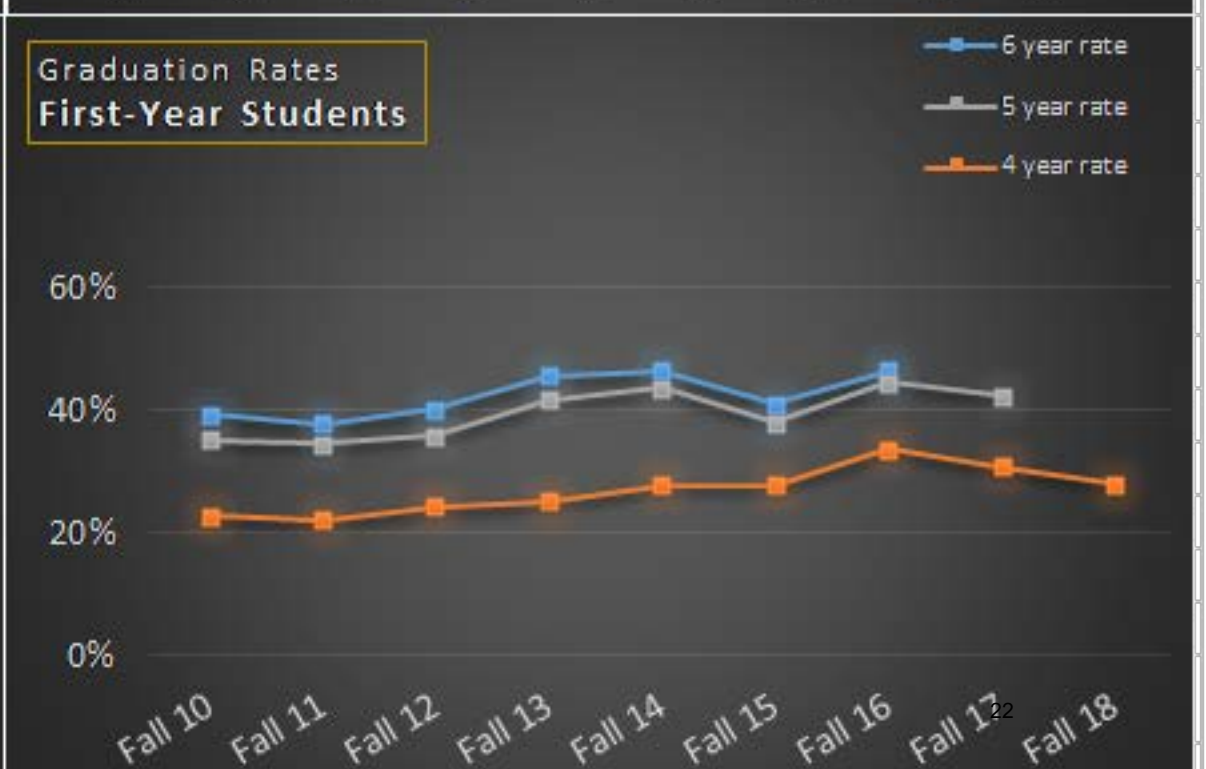

All Students
Headcount
Continuing & Returning
New Students
Non-Admitted
4000
3500
3000
2500
2000
1500
1000
500
0
Fall 14
Fall 15
Fall 16
Fall 17
Fall 18
Fall 19
Fall 20
Fall 21
Fall 22


All Students
FTE
Adm Undergrad FTE
Adm Grad FTE
All Non-adm FTE
4000
3500
3000
2500
2000
1500
1000
500
0
Fall 14
Fall 15
Fall 16
Fall 17
Fall 18
Fall 19
Fall 20
Fall 21
Fall 22


New Students
Headcount
First-years
Transfers
Graduates
1000
875
750
625
500
375
250
125
0
Fall 14
Fall 15
Fall 16
Fall 17
Fall 18
Fall 19
Fall 20
Fall 21
Fall 22


UG Fee Categories
FTE
OR UG Resident FTE
WUE FTE
All Other UG FTE
3000
2500
2000
1500
1000
500
0
Fall 14
Fall 15
Fall 16
Fall 17
Fall 18
Fall 19
Fall 20
Fall 21
Fall 22


Retention Rates
Admitted Students
All Undergrads
First-years
Transfers
100%
80%
60%
40%
20%
0%
Fall 14
Fall 15
Fall 16
Fall 17
Fall 18
Fall 19
Fall 20
Fall 21


Graduation Rates
First-Year Students
6 year rate
5 year rate
4 year rate
60%
40%
20%
0%
Fall 10
Fall 11
Fall 12
Fall 13
Fall 14
Fall 15
Fall 16
Fall 17
Fall 18

Enrollment Update

SOU Board of Trustees

October 19th & 20th, 2023

Zac Olson, Executive Director of Admissions & Recruitment

Dr. Matt Stillman, AVP for Enrollment Mgmt. & University Registrar

Fall 2023 New Student Funnel, Start of Term

Funnel Report: New Applicant Headcount by Student Type
Fall 2022 Week Ending 9/18/22 vs. Fall 2023 Week Ending 9/24/23
Start of Term

Applications

Student Type	Fall 2022	Fall 2023	Change	% Change
Freshmen - Resident	1,118	1,150	32	2.9%
Freshmen - Nonresident	970	1,139	169	17.4%
Transfer - Resident	286	340	54	18.9%
Transfer - Nonresident	218	266	48	22.0%
Postbacs/Grads	337	347	10	3.0%
Total Apps	**2,929**	**3,242**	**313**	**10.7%**

Admits

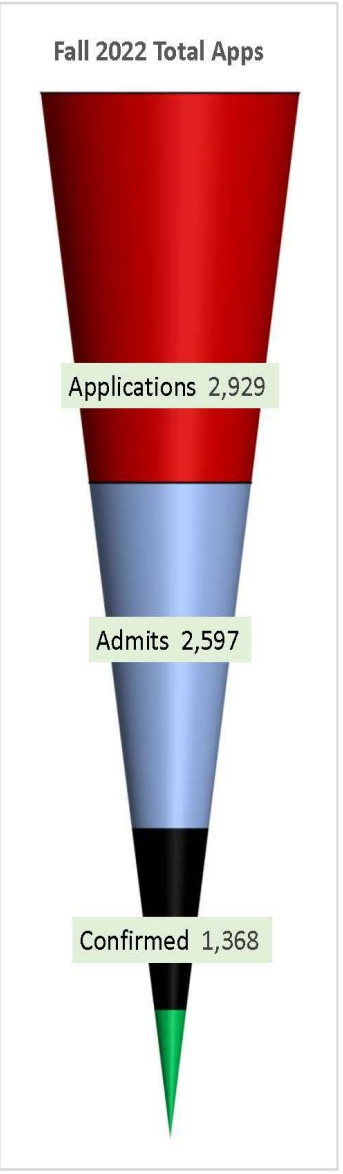
Student Type	Fall 2022	Fall 2023	Change	% Change
Freshmen - Resident	1,034	1,058	24	2.3%
Freshmen - Nonresident	884	1,040	156	17.6%
Transfer - Resident	268	291	23	8.6%
Transfer - Nonresident	180	217	37	20.6%
Postbacs/Grads	231	216	-15	-6.5%
Total	**2,597**	**2,822**	**225**	**8.7%**

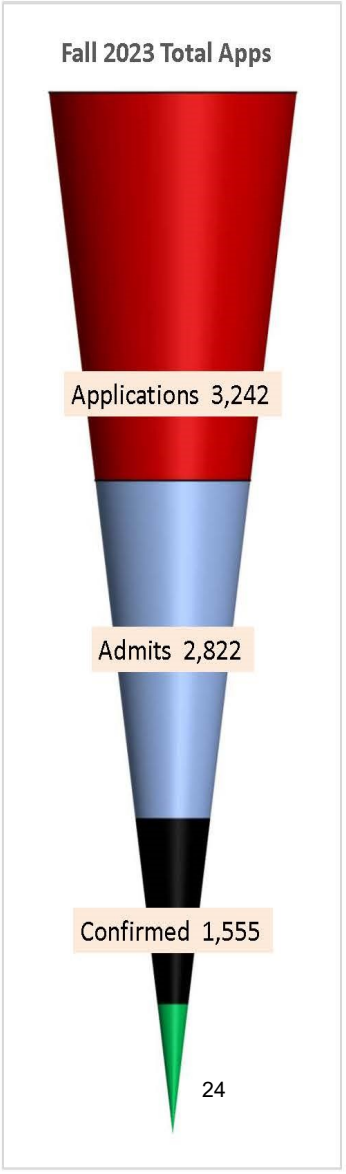
Confirmed

Student Type	Fall 2022	Fall 2023	Change	% Change
Freshmen - Resident	463	518	55	11.9%
Freshmen - Nonresident	311	407	96	30.9%
Transfer - Resident	232	249	17	7.3%
Transfer - Nonresident	131	165	34	26.0%
Postbacs/Grads	231	216	-15	-6.5%
Total	**1,368**	**1,555**	**187**	**13.7%**

Enrolled

Student Type	Fall 2022	Fall 2023	Change	% Change
Freshmen - Resident	338	386	48	14.2%
Freshmen - Nonresident	208	259	51	24.5%
Transfer - Resident	181	194	13	7.2%
Transfer - Nonresident	102	116	14	13.7%
Postbacs/Grads	141	132	-9	-6.4%
Total	**970**	**1,087**	**117**	**12.1%**





HS Data Share

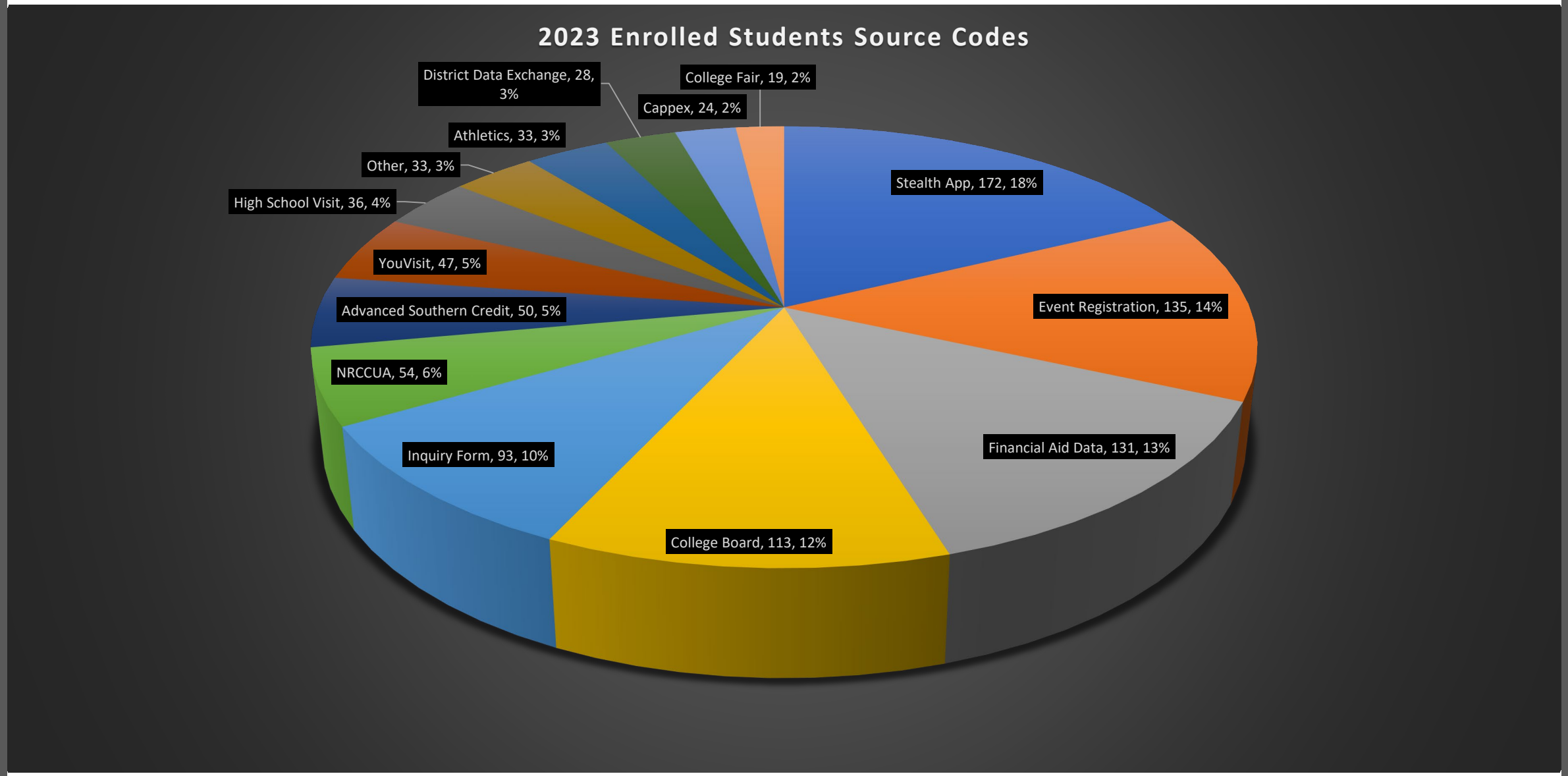
	Fall 2023	Fall 2024	Fall 2025	Fall 2026
Prospect	1810	1894	2097	1641
Inquiry	863	640	446	237
Applicant	237	13	0	0
Admit	222	3	0	0
Confirmed	123	0	0	0
Enrolled	96	0	0	0

RNL Demand Builder

	Fall 2022	Fall 2023	Fall 2024	Fall 2025
Prospect	43322	80261	63902	12418
Inquiry	1462	3521	1327	493
Applicant	329	537	29	0
Admit	303	511	9	0
Confirmed	101	202	1	0
Enrolled	80	160	0	0

Top Transfer Schools Fall 2023

1. Rogue Community College
2. Klamath Community College
3. College of the Siskiyous
4. Shasta College
5. Lane Community College
6. Southwestern Community College
7. Portland Community College
8. College of the Redwoods
9. Umpqua Community College
10. Oregon State University


2023 Enrolled Students Source Codes
District Data Exchange, 28, 3%
College Fair, 19, 2%
Cappex, 24, 2%
Athletics, 33, 3%
Other, 33, 3%
High School Visit, 36, 4%
YouVisit, 47, 5%
Advanced Southern Credit, 50, 5%
NRCCUA, 54, 6%
Inquiry Form, 93, 10%
College Board, 113, 12%
Financial Aid Data, 131, 13%
Event Registration, 135, 14%
Stealth App, 172, 18%

Fall 2023 Enrollment, End of 3rd Week of Term

Student Headcounts
Fall 2022 Week Ending 10/9/22 vs. Fall 2023 Week Ending 10/15/23
3 Weeks After the Start of Term

	Fall 2022	Fall 2023	Change	% Change	Fall 2022 End of Term	Change	% Change
New Freshmen	557	641	84	15.1%	557	84	15.1%
New Transfers	283	313	30	10.6%	283	30	10.6%
New PostBacs/Graduates	153	144	-9	-5.9%	153	-9	-5.9%
Subtotal - New Students	**993**	**1,098**	**105**	**10.6%**	**993**	**105**	**10.6%**
Continuing Undergraduate Students	1,825	1,747	-78	-4.3%	1,826	-79	-4.3%
Continuing Graduate Students	281	290	9	3.2%	282	8	2.8%
Returning Undergraduate Students	167	143	-24	-14.4%	169	-26	-15.4%
Returning Graduate Students	110	86	-24	-21.8%	111	-25	-22.5%
Non-Admitted Students	659	1,044	385	58.4%	1,805	-761	-42.2%
Grand Total - Headcount	**4,035**	**4,408**	**373**	**9.2%**	**5,186**	**-778**	**-15.0%**
Grand Total - FTE	**2,955**	**3,006**	**51**	**1.7%**	**3,261**	**-255**	**-7.8%**
Resident	2,815	3,213	398	14.1%	3,849	-636	-16.5%
Non-resident	1,220	1,195	-25	-2.0%	1,337	-142	-10.6%
International	57	54	-3	-5.3%	59	-5	-8.5%
American Indian/Alaskan Native	50	59	9	18.0%	60	-1	-1.7%
Asian	92	89	-3	-3.3%	127	-38	-29.9%
Black/African American	85	66	-19	-22.4%	93	-27	-29.0%
Hispanic/Latino	476	475	-1	-0.2%	675	-200	-29.6%
Pacific Islander	38	47	9	23.7%	38	9	23.7%
North African, Middle eastern, Other	38	33	-5	-13.2%	38	-5	-13.2%
Two or More Races	316	346	30	9.5%	396	-50	-12.6%
Subtotal - Students of Color	**1,095**	**1,115**	**20**	**1.8%**	**1,427**	**-312**	**-21.9%**
White	2,113	2,091	-22	-1.0%	2,809	-718	-25.6%
Unknown	770	1,148	378	49.1%	891	257	28.8%
Alaska	37	32	-5	-13.5%	38	-6	-15.8%
California	734	686	-48	-6.5%	847	-161	-19.0%
Hawaii	38	41	3	7.9%	38	3	7.9%
Idaho	35	28	-7	-20.0%	35	-7	-20.0%
Washington	123	137	14	11.4%	124	13	10.5%
All Other States	233	227	-6	-2.6%	239	-12	-5.0%

Student Success & Retention

First-Year Fulltime Freshman Cohort Retention Rate:
Fall 22 : Fall 23 = 66.3% (370/558)
Fall 21 : Fall 22 = 65.6% (334/509)
IPEDS comparison is roughly 72% for public 4-year institutions

Overall Undergraduate Retention Rate:
Fall 22 : Fall 23 = 78.0% (2144/2747)
Fall 21 : Fall 22 = 76.2% (2291/3006)

First-Year Fulltime Freshman Cohort 6-Year Graduation Rate:
Fall 14 : Spring 20 = 45.6% (279/612)
Fall 15 : Spring 21 = 41.0% (317/774)
Fall 16 : Spring 22 = 46.5% (303/652)
Fall 17 : Spring 23 = 44.2% (319/721)

Fall 23 Enrollment Projection

Total Headcount:
Fall 23 = 5286
Fall 22 = 5186
Raw change = +100
% change = +2%

Total FTE:
Fall 23 = 3286
Fall 22 = 3261
Raw change = +25
% change = +1%

Summary:
- New students increase offsets continuing/returning students
- Growth in OLLI & ASC
- OLLI & ASC carrying loads = more headcount growth than FTE growth
- These projections are intentionally very conservative

Degree Completions, End of September

Degree Completions by Discipline Level Categories
Academic Year 2021-22 vs. Academic Year 2022-23
Applications and Awards - as of the end of September

	Degree Applications				Degree Awards			
	2021-22	2022-23	Change	% Change	2021-22	2022-23	Change	% Change
Bachelor Degrees	**715**	**687**	**-28**	**-3.9%**	**696**	**624**	**-72**	**-10.3%**
Resident: Entered as a First Year †	191	207	16	8.4%	185	186	1	0.5%
Discipline Level 1	60	50	-10	-16.7%	57	42	-15	-26.3%
Discipline Level 2	98	102	4	4.1%	96	92	-4	-4.2%
Discipline Level 3	33	55	22	66.7%	32	52	20	62.5%
Resident: Entered as a Transfer †	265	205	-60	-22.6%	260	192	-68	-26.2%
Discipline Level 1	67	63	-4	-6.0%	66	57	-9	-13.6%
Discipline Level 2	165	110	-55	-33.3%	161	103	-58	-36.0%
Discipline Level 3	33	32	-1	-3.0%	33	32	-1	-3.0%
Non-Resident (no state funding)	259	275	16	6.2%	251	246	-5	-2.0%
Master Degrees	**273**	**244**	**-29**	**-10.6%**	**258**	**194**	**-64**	**-24.8%**
Resident †	170	164	-6	-3.5%	159	125	-34	-21.4%
Discipline Level 1	3	-	-3	-100.0%	3	-	-3	-100.0%
Discipline Level 2	146	144	-2	-1.4%	136	105	-31	-22.8%
Discipline Level 3	21	20	-1	-4.8%	20	20	0	0.0%
Non-Resident (no state funding)	103	80	-23	-22.3%	99	69	-30	-30.3%
Graduate Certificates/Licensures	**126**	**106**	**-20**	**-15.9%**	**124**	**100**	**-24**	**-19.4%**
Resident †	96	73	-23	-24.0%	94	70	-24	-25.5%
Discipline Level 1	2	6	4	200.0%	2	6	4	200.0%
Discipline Level 2	91	58	-33	-36.3%	90	55	-35	-38.9%
Discipline Level 3	3	9	6	200.0%	2	9	7	350.0%
Non-Resident (no state funding)	30	33	3	10.0%	30	30	0	0.0%
Totals	1,114	1,037	-77	-6.9%	1,078	918	-160	-14.8%

† Discipline levels define how many points get assigned within the funding model.

Enrollment Council Overview

STRATEGIC ENROLLMENT MANAGEMENT COUNCIL

AY 2023-24 Areas of Focus

ENROLLMENT MANAGEMENT

Enrollment Management Student Life Cycle

Source: Rutgers

SEM 2030 GOALS

SOU 2030: By 2030, SOU will achieve:

- ***7,000 headcount enrollment***
  ≅5,200 current
- ***4,500 full-time equivalent enrollment***
  ≅3,300 current
- ***Retention Rate: first-time, full-time retention rate increase to 81%.***
  67% current
- ***Graduation Rate: first-time, full-time six year rate increase to 60%***
  46% current

RECRUITMENT AND MARKETING AREAS OF FOCUS

- Promotion of Adult Learning, Micro-credentials, Certificates
- Branding Discussion, campus wide
- UX/SEO Website Audit (landing page and academic pages)
- Pre-college youth programs matriculation
- Expansion of K-12 Data Share Partnerships
- Improve Confirm to Enroll yield for new students
- Raider Ready Onboarding
- Marketing and Recruitment Budget and Staffing increase discussion
- Expand Transfer Partnerships

STUDENT SUCCESS AND RETENTION

- Strategies from withdraw survey, especially around mental health
- Continue to support Navigate - moving progress reports to be much more streamlined Financial literacy push
- Increase student retention for on campus housing students
- Re-engage Student Affairs staff in ongoing training on key items such as student development and mental health triage
- 5 Stages of Belonging
- Registration Holds Review and Improvement

ACADEMIC PROGRAM PLANNING

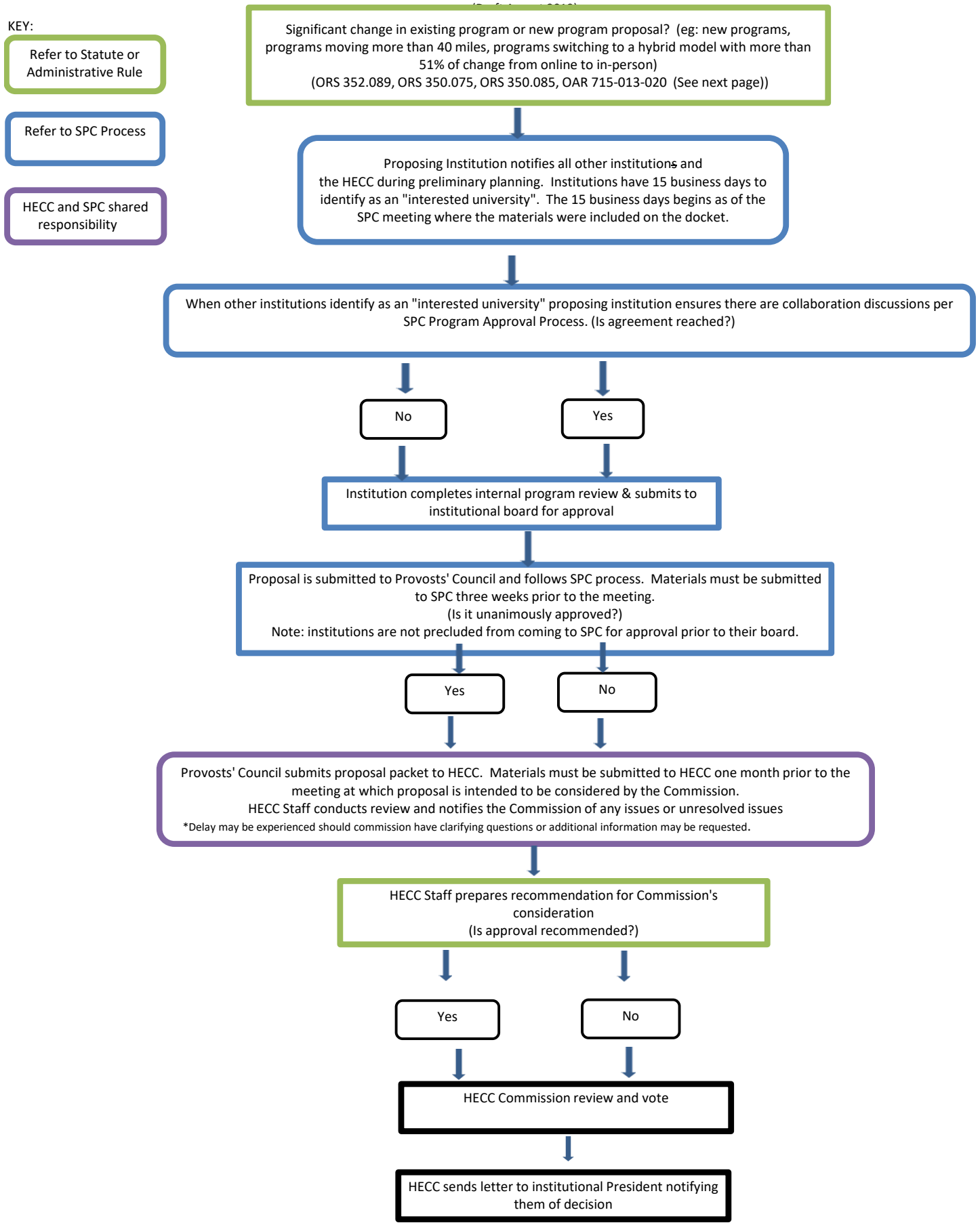
- Advise on proposed changes to the New Program Proposal Form/Process
- Advise on the development of program lifecycle metrics
- Work with IR to develop processes and procedures for the implementation and use of Lightcast

FINANCIAL AID

- Curating financial literacy content to provide to students. Develop a communication plan with the subcommittee including topic selection and methods.
- Develop a campus wide survey to understand the accessibility and needs of our students with financial aid to improve processes.
- Formation of a FAFSA filing campaign to increase early filing rates.
- Review policy and procedures for processes that stifle student financial aid access as well as broadening awareness of distinguished characteristics between foundation and institutional funding.
- Develop a financial aid forecasting model.

Overview of
New Program Approval Process

Approval Flow Chart for University Programs



General Education Transformation and Fall 2023 Implementation

Southern OREGON UNIVERSITY

TRANSFORMING GENERAL EDUCATION

IMPLEMENTATION UPDATE

Report to the SOU Board of Trustees

OCTOBER 2023

Goals of GenEd Transformation

1. Apply Strategic Directions 1 & 4 (and HB 2864 Cultural Competency) to SOU GenEd.
2. Reduce GenEd credit requirements.
3. Make GenEd learning goals & requirements more transparent & purposeful for students.
4. Make GenEd model more attractive to prospective students.
5. Accomplish all of the above while ensuring maximum transferability of credits.

From Disciplinary Strands to Skill-Based Capacities

Current University Studies Model	New Core Capacity Model
64 credits based on 10 disciplinary "strands" A. *Communication* B. *Thinking* C. *Information Literacy* D. *Quantitative Reasoning* E. *Humanities* F. *Social Sciences* G. *Sciences* H. *Science, Technology, and Society* I. *Citizenship & Social Responsibility* J. *Diversity & Global Awareness*	**39-44 credits in 6 skill-based "capacities"** • *Purposeful Learning* • *Communication & Expression* • *Numerical Literacy* • *Inquiry & Analysis* • *Creativity & Innovation* • *Equity, Diversity, and Inclusion*

The Raider General Education Model

TOTAL CREDITS: 39-44

YEAR-LONG SEMINAR EXPERIENCE

PURPOSEFUL LEARNING	**WR 121** 4 credits required	**WR 122** 4 credits required	**WR 123** 4 credits required	12

CORE CAPACITY REQUIREMENTS

No more than 4 credits may be taken in any one disciplinary course prefix

COMMUNICATION & EXPRESSION	One 3-4 credit Lower-Division Course required	3-4
CREATIVITY & INNOVATION	One 3-4 credit Lower-Division Course required	3-4
INQUIRY & ANALYSIS	One 3-4 credit Lower-Division Course required	3-4
NUMERICAL LITERACY	One 3-4 credit Lower-Division Course required	3-4
EQUITY, DIVERSITY, AND INCLUSION	One 3-4 credit Lower-Division Course required 4 Upper-Division Credits required	7-8
UPPER DIVISION CAPACITY EXPLORATION **COMMUNICATION & EXPRESSION** **CREATIVITY & INNOVATION** **INQUIRY & ANALYSIS** **NUMERICAL LITERACY**	8 Upper-Division Credits required No more than 4 credits in any one capacity	8

Courses Design

ACADEMIC UNIT	ALL	%
Arts and Communication	44	26.3%
Education, Leadership, Health, and Humanities	34	20.4%
Library	4	2.4%
Science and Business	37	22.2%
Social Science	48	28.7%
TOTAL	167	100%

CAPACITY	CE	CI	EDI	IA	NL	ALL
LD	17	12	19	20	12	80
UD	15	16	27	22	7	87
SUM	32	28	46	42	19	167

Summer/Fall Launch & Implementation

- New website launched!
- *Oregonian* sponsored editorial
- Trouble-shooting & debugging through summer registrations
    - huge shout-out to Matt Stillman's team and all SSCs!
- Summer faculty subcommittee work:
    - Clarifying requirement language
    - Handbook outline
    - Course review rubrics

Questions?

Overview of Faculty Workload Efforts

2024-2025 Committee Meeting Schedule (Action)

SOU Board of Trustees 2024-2025 Board and Committee Meeting Schedule				
MEETING	**Academic and Student Affairs**	**Finance and Administration**	**Executive, Audit, and Governance**	**Board of Trustees**
DAY	Third Thursdays	Third Thursdays	Third Fridays	Third Fridays
FREQUENCY	Four Times Per Year (and as needed for curriculum approvals)	Six Times Per Year	Four Times Per Year	Five Times Per Year
TIME	12:00-3:30 p.m.	5:00-7:00 p.m.	9:30-11:30 a.m.	12:00-5:00 p.m.
	January 18, 2024	January 18, 2024	January 19, 2024	January 19, 2024
		March 21, 2024 (Budget Focus)		
	April 18, 2024	April 18, 2024	April 19, 2024	April 19, 2024
		May 16, 2024 (Budget Focus)		
	June 20, 2024*	June 20, 2024*	June 21, 2024*	June 21, 2024*
				Retreat September 19, 2024 September 20, 2024 All Day, Time TBD
	October 17, 2024	October 17, 2024	October 18, 2024	October 18, 2024
	January 16, 2025	January 16, 2025	January 17, 2025	January 17, 2025
		March 20, 2025 (Budget Focus)		
	April 17, 2025	April 17, 2025	April 18, 2025	April 18, 2025
		May 22, 2025 (Budget Focus)		
	June 19, 2025**	June 19, 2025**	June 20, 2025**	June 20, 2025**
				Retreat September 18, 2025 September 19, 2025 All Day, Time TBD
	October 16, 2025	October 16, 2025	October 17, 2025	October 17, 2025

Future Meetings

Adjournment