



OFFICE OF THE BOARD OF TRUSTEES

Public Meeting Notice

January 11, 2024

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 include a consent agenda consisting of past meeting minutes.

There will be an academic affairs report including updates on organizational changes, the Provost's Council, faculty workload efforts, and the Tuition Advisory Council. A student affairs report will discuss civil discourse across differences and other general updates. There will also be an enrollment management report.

Items for information and discussion include SOU Enrollment Council updates; enrollment targets; an SOU Career Connections update; and an Overview of SOU's federal TRIO programs.

The meeting will occur as follows:

Thursday, January 18, 2024

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/83720504420> at the time of the meeting.

Note: Immediately following the meeting, a quorum of the board is expected to attend a tour of the Stevenson Union.

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
January 18, 2024

Call to Order / Roll / Declaration of a Quorum



**Board of Trustees
Academic and Student Affairs Committee Meeting**

**Thursday, January 18, 2024
12:00 p.m. – 3:30 p.m. (or until business concludes)
Meese Room, Hannon Library, SOU Campus
Zoom: <https://sou.zoom.us/j/83720504420>**

AGENDA

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

- | | | | |
|---------|----------|--|--|
| 5 min. | 1 | Call to Order/Roll/Declaration of a Quorum | Chair Brent Barry |
| | 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 Barry |
| | 2 | Public Comment | |
| 5 min. | 3 | Consent Agenda (Action) | |
| | 3.1 | October 19, 2023 Minutes | Chair Barry |
| 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 | |
| | 4.2 | Provost's Council Update | |
| | 4.3 | Update on Faculty Workload Efforts | |
| | 4.4 | Tuition Advisory Council Update | |
| 15 min. | 5 | Student Affairs Report | Dr. Carrie Vath, SOU,
Assistant Vice President and
Dean of Students |
| | 5.1 | Civil Discourse Across Differences | |
| | 5.2 | Student Affairs General Updates | |

Board of Trustees
Academic and Student Affairs Committee Meeting
Thursday, January 18, 2024
12:00 p.m. – 3:30 p.m. (or until business concludes)

AGENDA (Continued)

- | | | | |
|---------|----------|--|--|
| 15 min. | 6 | Enrollment Management Report | Dr. Matt Stillman, SOU,
Assistant Vice President for
Enrollment Management
and University Registrar;
Zac Olson, SOU, Director of
Admissions |
| | 7 | Information, Discussion, and Action Items | |
| 15 min. | 7.1 | Enrollment Council Updates | Dr. Susan Walsh |
| 20 min. | 7.2 | Discussion of Enrollment Targets | President Rick Bailey |
| 25 min. | 7.3 | SOU Career Connections Update | Dr. Carrie Vath; Stacey
Westrum, SOU, Director of
Career Connections; Ariel
Bloomer, SOU, Career
Connections Coordinator |
| | | 7.3.1 PEAK Program Service Usage | |
| | | 7.3.2 First Destinations Survey | |
| | 7.5 | Federal TRIO Program Overview | Dr. Carrie Vath; Dr. Susan
Walsh |
| 20 min. | 7.6 | Future Meetings | Chair Barry |
| | 8 | Adjournment | Chair Barry |

Public Comment

Consent Agenda

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

MINUTES

Call to Order/Roll/Declaration of a Quorum

Trustee Thalden called the meeting to order at 12:02 p.m. and welcomed the new trustee, Jason Mendoza; other trustees; faculty and staff; regular presenters, and special guests, Dr. Matt Stillman, Zac Olson, Dr. Carrie Vath, and Andrew Gay. Trustee Thalden recognized Dr. Sue Walsh, who will retire at the end of the calendar year.

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

Committee Members:

Brent Barry, Chair	Absent	Iris Maria Chavez	Present
Debra Lee	Present	Andrew Gay	Present
Mimi Pieper	Present	Barry Thalden	Present
Jason Mendoza	Present		

Other Trustees in Attendance: President Rick Bailey and Board Chair, Danny Santos

Public Comment

No members of the public offered comments.

Consent Agenda (Action)

Trustee Pieper moved to approve the consent agenda consisting of meeting minutes from June 15, 2023. Trusted Lee seconded the motion and it passed unanimously.

Academic Affairs Report

Provost Sue Walsh provided updates on position searches, announcing Andrew Gay as a finalist for the Director of Arts and Communication position. President Bailey updated the committee on the search progress for a new provost, noting that semi-finalist interviews were completed, four finalists are scheduled for campus visits; a selection decision is anticipated in mid-November.

Provost Walsh shared an update regarding the statewide Provost's Council, highlighting collaborative efforts among the community colleges' chief academic officers and university provosts to enhance education and access across Oregon. She emphasized the importance of their work to eliminate the barriers of transfers and fostering stronger relationships through trust and mutual respect. Additionally, Provost Walsh reported on successful Academic Affairs retreats for various schools, noting positive collaboration among department chairs in creatively aligned schools following the SOU Forward organizational changes.

Student Affairs Report

Dr. Carrie Vath provided organizational updates on the departmental reorganization of SOU Career Connections, expressing excitement about having Director Stacey Westrum and Coordinator Ariel Bloomer on board. The dean also noted the transition of the SOU

Housing and Dining Departments from Finance and Administration into the Student Affairs portfolio, the integration of which is to improve student support and retention. She discussed the ASPIRE conference, emphasizing SOU's recognition as one of the best universities for queer and trans students and the significant number of students registered with the SOU Disability Resource Center (DRC). Dr. Vath highlighted the need for showcasing the Stevenson Union in future meetings and engaged with trustees in a robust discussion about career connections, economic development, and addressing students' mental health concerns. She outlined a proactive educational campaign on anxiety and depression to encourage students to register with the DRC, as positive retention strategies.

Enrollment Management Report

Zac Olson expressed gratitude for Provost Walsh's mentorship and reviewed fall enrollment data, noting new student enrollment at 1,098 students overall, which is a 10.6 percent increase from 2022. Transfers, despite a national decline, were up at SOU, driven by intentional strategies such as outreach, partnerships, and collaboration with Ruffalo Noel Levitz (RNL). Top feeder schools for transfer students included community colleges, with a focus on expanding seamless partnerships. The coding of first points of contact helps track retention and graduation rates. Provost Walsh clarified responded to Trustee Mendoza that the Oregon Promise Grant is currently for community colleges only.

Dr. Stillman emphasized the importance of looking beyond immediate enrollment numbers and highlighted positive trends, including OLLI and ASC enrollment increases. The graduation rate is normal for SOU and retention also looks normal for SOU, as continuing student numbers are down because of the [COVID declines in the] pipeline not because SOU is not retaining students. SOU is in rebound mode and it will take a couple of years to increase new students that will be counted as continuing students. Stillman estimated a 2 percent increase in headcount and expressed optimism about exceeding expectations, especially with the new General Education (GenEd) program's impact on graduation rates. Provost Walsh emphasized the engagement students will have with the new GenEd program, which will help with continuing students and sequentially, will move students through to graduation more quickly.

Information, Discussion, and Action Items

Enrollment Council Overview

Co-chairs of the Enrollment Council, Drs. Walsh and Woolf, outlined 2030 enrollment goals as presented in the Strategic Enrollment Management Plan. These goals included increasing headcount to 7,000 from approximately 5,200; increasing full-time equivalent enrollment (FTE) to 4,500 from 3,300 students; increasing the retention rate to 81 percent from 67 percent; and increasing the six-year graduation rate to 60 percent from the current 46 percent. Discussion ensued around right-sizing enrollment for SOU and strategies for achieving targets, including marketing, micro-credentials, and certificates. Zac Olson highlighted recruitment efforts, including pre-college youth programs and partnerships with K-12 schools. Drs. Vath and Stillman reported on the subcommittee for student success and retention, describing initiatives including the Navigate software and specific efforts to address holds impacting registration and persistence.

Dr. Dan DeNeui and Dr. Woolf discussed efforts of the Academic Program Planning Subcommittee, which has been focusing on market analytics for academic programs

and demand through Lightcast. The subcommittee also supported a new program proposal form aligned with institutional goals, which has a preamble that the proposal must contain alignment with the institutional mission and strategic plan, market and student demand, competition, recruitment and retention factors, and resource needs. It also requires that the five questions in the *SOU Forward* are answered, equity, diversity, and inclusion efforts will be explicitly stated, and projections such as headcount and the faculty-to-student ratio are also required. The new form ensures quantitative data where it may not have been available before and President Bailey added that as SOU is building this culture of accountability, there will be an identification when the university is not on track and the SOU will not continue to invest.

Josh Lovern and Karinda Decker reviewed the changes to the financial aid process that support enrollment and retention such as a campaign to increase early filing of federal and state financial aid applications to increase early filing rates and prepare students for financial opportunities as well as financial aid process changes. Early filing is important to maximize financial aid, as some funds are first come, first served. The goal is to train and prepare students for the unknown and each of these strategies is a direct effort to close a gap or maximize opportunities. Trustees then engaged in discussions focused on aligning efforts to enhance student success and creating and achieving enrollment goals.

Overview of New Program Approval Process

Dr. Walsh walked the board through the process to approve a new academic program, as illustrated in the meeting materials. Starting with the proposal formation on campus by faculty, if the Academic and Student Affairs Committee approves a program on behalf of the board, it goes on to the statewide Provost's Council. If the Provost's Council approves a program, it goes on to the Higher Education Coordinating Commission (HECC), which can step in to mediate before resolution. To the extent possible, the approval process is timed strategically to meet with the board's meeting schedule as well as the HECC's.

General Education Transformation and Fall 2023 Implementation

The transformation goals of Southern Oregon University's GenEd model aim to fulfill strategic directions of the strategic plan and meet cultural competency requirements. The objectives include reducing GenEd credits, enhancing the transparency of Gen Ed and making purposeful learning goals, so the model is more attractive to prospective students and provides maximum transferability.

The model has shifted from disciplinary strands to skill-based capacities, each of which was presented in the meeting materials. Trustee Gay showed 167 newly-approved courses across academic units, many involving significant peer-reviewed course redevelopment to meet specific learning outcomes and maximum transferability. The launch of a new website and troubleshooting during summer registrations addresses challenges with the registration process. Subcommittee efforts focused on refining language, handbooks, and source rubrics. President Bailey emphasized the achievement in aligning efforts and utilizing the new GenEd model as a selling point, emphasizing student-centric goals over program-centric outcomes. Trustees praised the transformation and underscored the importance of

using it to enhance SOU's marketing efforts and attractiveness. Responding to Board Chair Santos, Trustee Gay noted that the Gen Ed transformation will support SOU's current accreditation process on the assessment side.

Overview of Faculty Workload Efforts

Provost Walsh provided an update on faculty workload efforts and the associated workgroup, highlighting the nationwide issue of faculty feeling overworked and overwhelmed. The group explored potential changes in processes and policies related to faculty workload, and sought input through various means, including listening sessions, email feedback, polling, and discussions. A comprehensive report with more recommendations than anticipated was submitted in mid-June. Meetings with Faculty Senate Chair, Jackie Apodaca, revealed a total of twenty recommendations. The initial focus will address low-hanging fruits in the fall, leaving more complex issues for future consideration. President Bailey highlighted the transformative period at SOU and emphasized the need for a holistic approach to address workload challenges amidst broader institutional changes. Trustee Gay emphasized the importance of considering faculty exhaustion and workload distribution from a resource management perspective, and urged a careful evaluation of tasks for alignment with faculty roles and compensation. President Bailey expressed the value of resolving the allocation of faculty time and energy.

2024-2025 Committee Meeting Schedule (Action)

Trustee Thalden reviewed the proposed meeting schedule included in the meeting materials. Committee members did not recommend any changes. Trustee Gay moved to approve the 2024-2025 meeting schedule as presented. Trustee Pieper seconded the motion and it passed unanimously.

Future Meeting

Trustee Thalden announced that the next meeting of the committee will take place on January 18, 2024 at 12:00 p.m., and asked that if any trustee has ideas for agenda items, please send them to him or to the board secretary.

Chair Santos questioned how SOU and the board measure accountability after *SOU Forward*, as there is granularity in measuring improvement, retention, fiscal stability, and how can the board play a role in that cultural shift. He suggested that in a future meeting, the committee discuss what such metrics might look like for target-setting and specifically noted the importance of disaggregated data to measure EDI efforts.

Adjournment


Trustee Thalden adjourned the meeting at 3:01 p.m.

Academic Affairs Report

Student Affairs Report

Student Affairs Report



Trans Day of Remembrance (November 20, 2023) 

Dr. Carrie Vath
January 18, 2024

Withdrawal Survey: Information in Action

What we know

- Mental health is the #1 reason why students withdrew from the university in AY21/22 and AY22/23
- Students completing the Navigate quick poll in Fall 2022 and Fall 2023 reported that ~44% were anxious about attending college (N=988)
- For Fall 2023, 59% of students registered with Disability Resources have accommodations related to mental health
- Students receiving counseling services at SHWC have higher continuation rates

What we did

- Passive promotion to encourage students who suffer from anxiety or depression to see if they qualify for Disability Resources (flyers were placed in Student Affairs support offices and the Student Health and Wellness Center)
- Promotion of Telus at orientation events (download and get swag), athletics required all athletes to download, outreach to faculty/staff, and added the link in the syllabus statements

What we observed

- 4% increase in students registered with Disability Resources related to mental health for Fall 2023 compared to Fall 2022 (overall 93% increase in Disability Resource new student applications)
- Increase of students using Telus (Fall 2023 vs Fall 2022)
- Fall 2023 withdrawal survey data has Financial as #1, Mental Health #2 and Fit #3 as reason for leaving (Fall 2022 had Fit #1, Mental Health #2, and Financial as #5)

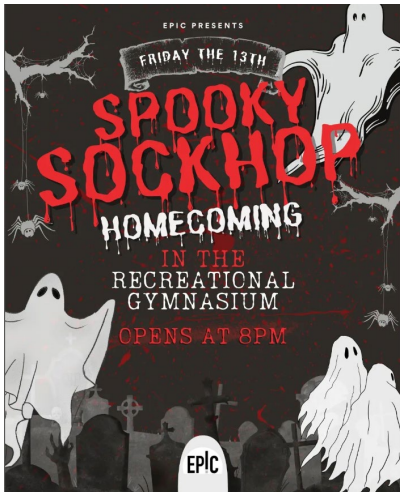
Telus Insights (December 2022-December 2023)

Connects students with free, confidential mental health and wellbeing support conveniently available 24/7

- 68% of students access “after hours” (5 pm-9 am M-F or on the weekends)
- Telus observed that our campus has much higher usage by trans and non-binary students than other partner institutions (150+)
- Students are interacting with the service by utilizing the text/chat feature (#1) and completing self-assessments (#2)
 - Top self-assessments are for Depression and General Anxiety
 - Top presenting issues are: Anxiety (20%), Stress (19%), Depression (18%), and Grief (9%) (this matches with the SHWC data)
- Telus considers our activity levels to be higher than institutions of similar size

Additional Highlights

- Veterans Resource Center received \$52,731 from the Oregon Department of Veterans Affairs Grant (December 2023-June 2025)
- Two new refrigerators were purchased for the Food Pantry through Donor Support (December 2023)
- Piloted Winter Break Food Pantry in Green Springs: 672.9 pounds lbs. of food were utilized by 48 students for a total of 56 visits
- Queer Student Union and Disabled Student Union both re-established after 1-year hiatus
- Stevenson Union: \$10,613 given in non-profit/government discounts, 8.5% increase in event bookings
- Belonging and Engagement offered 35 programs in Fall 2023
- Over 18 UCAM applicants for Fall 2024!



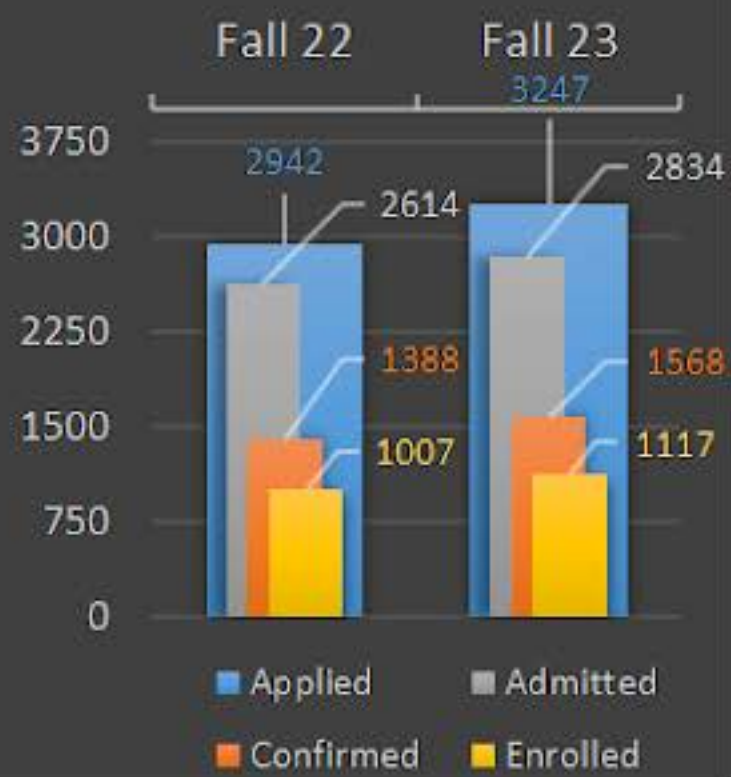
SOU, RCC get Oregon Veterans Affairs grants to expand resource centers for students

By KEVIN OPSAHL Rogue Valley Times Nov 8, 2023 Updated Nov 8, 2023 0

Enrollment Management Report

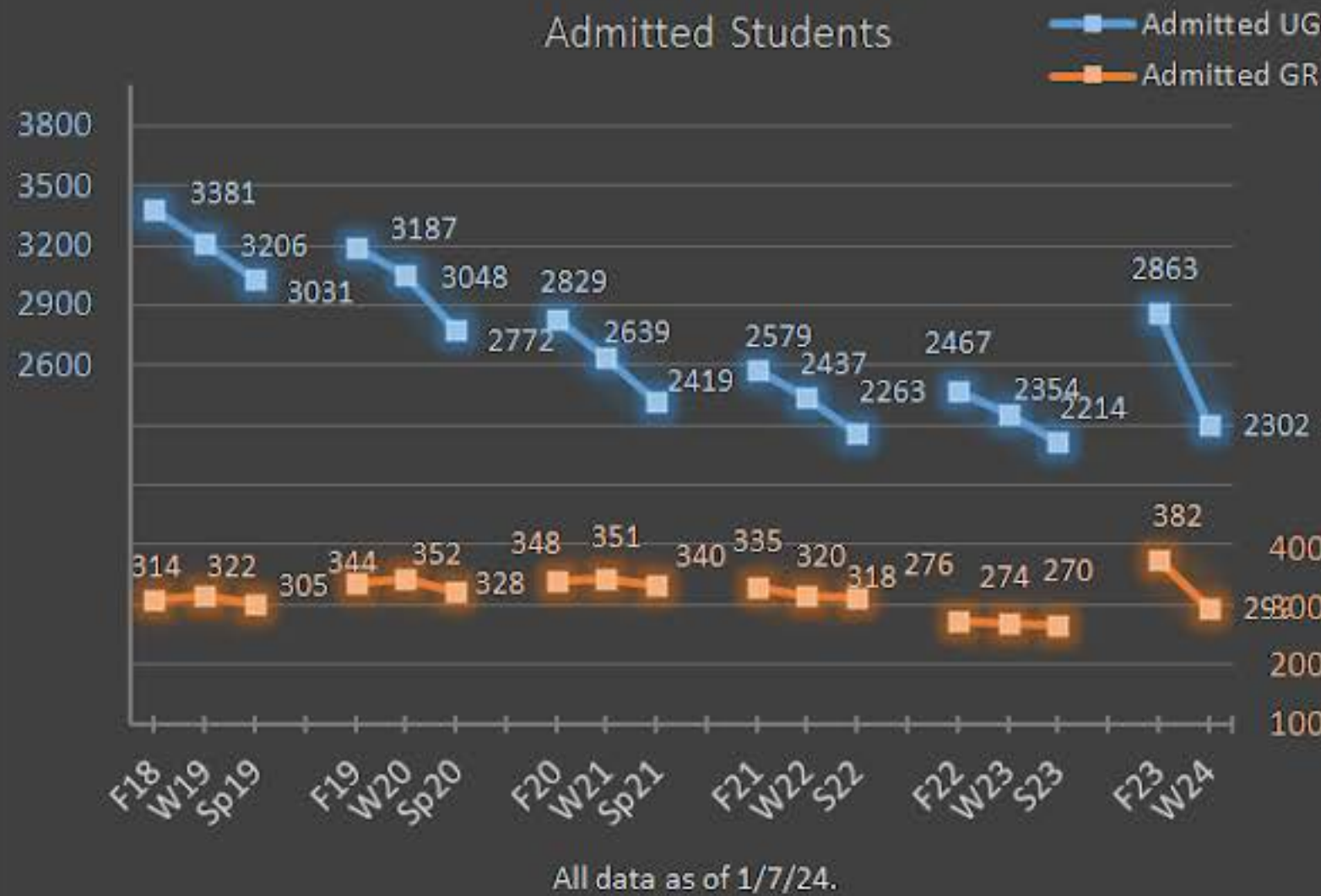
Admission Funnel

Start of Term

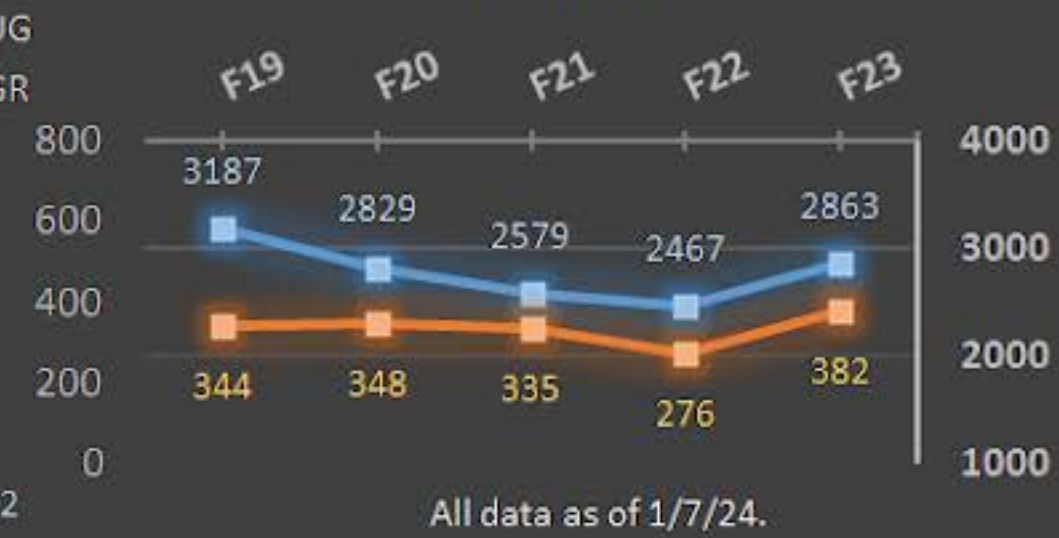


Academic Year FTE

Admitted Students

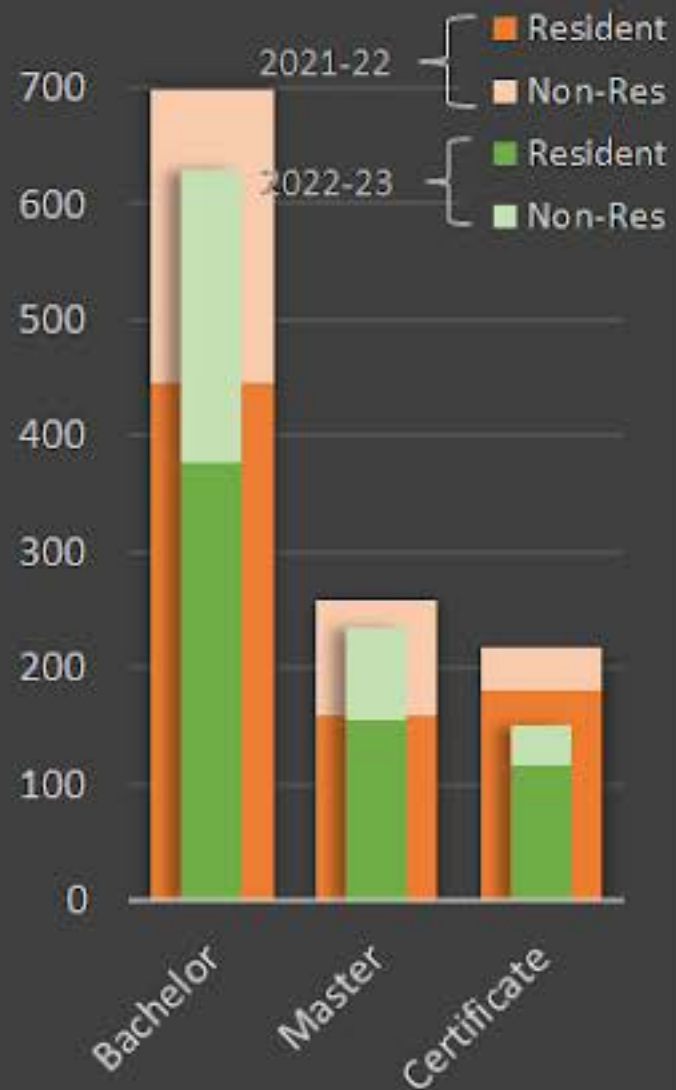


Fall FTE



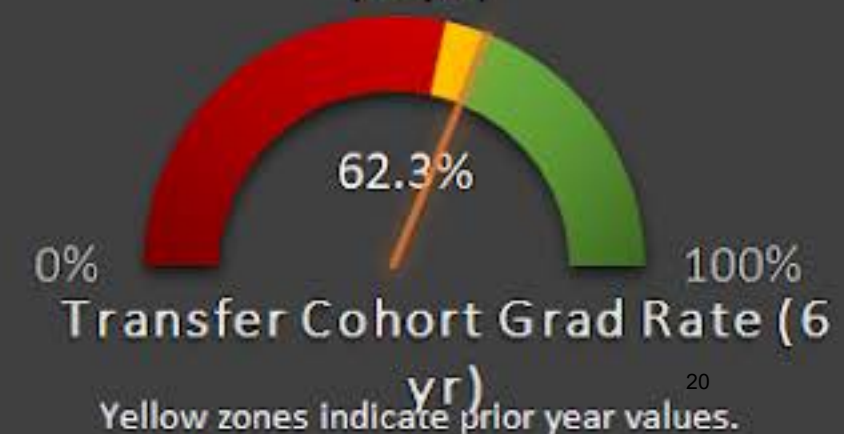
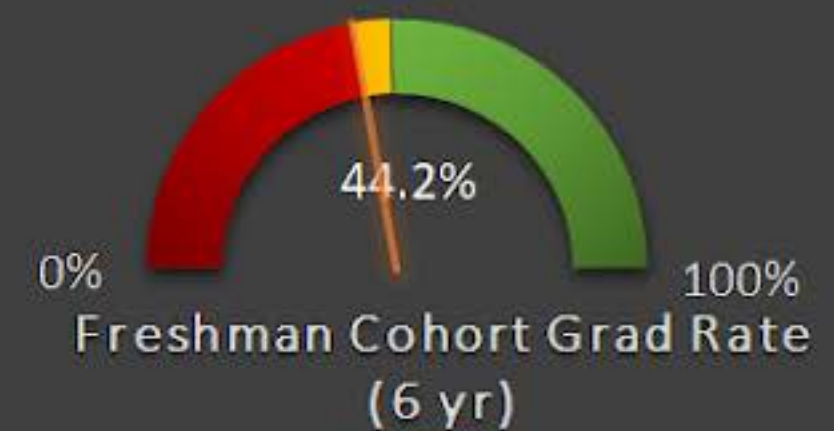
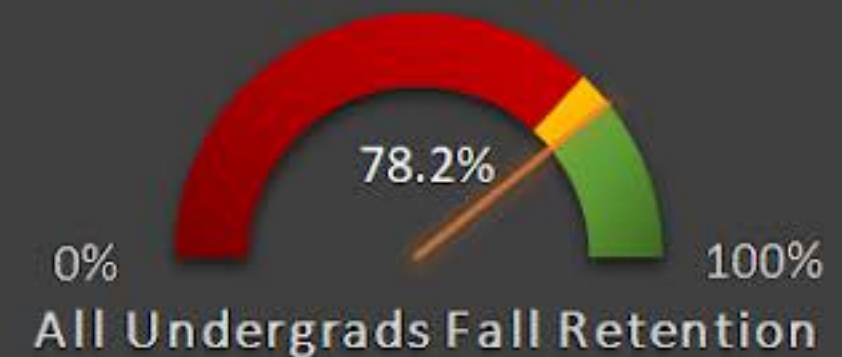
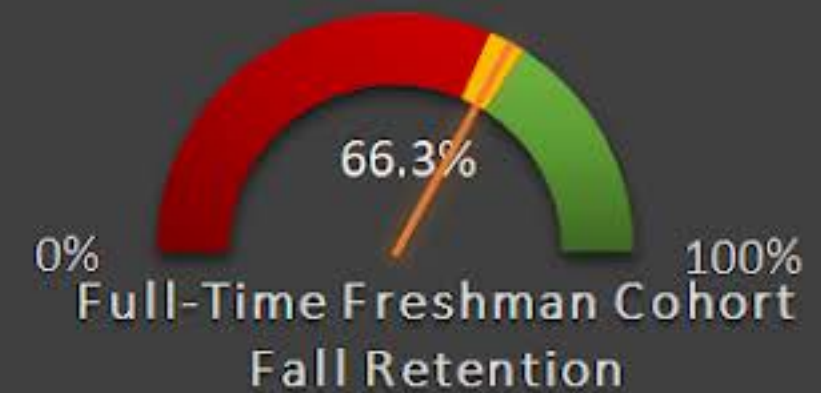
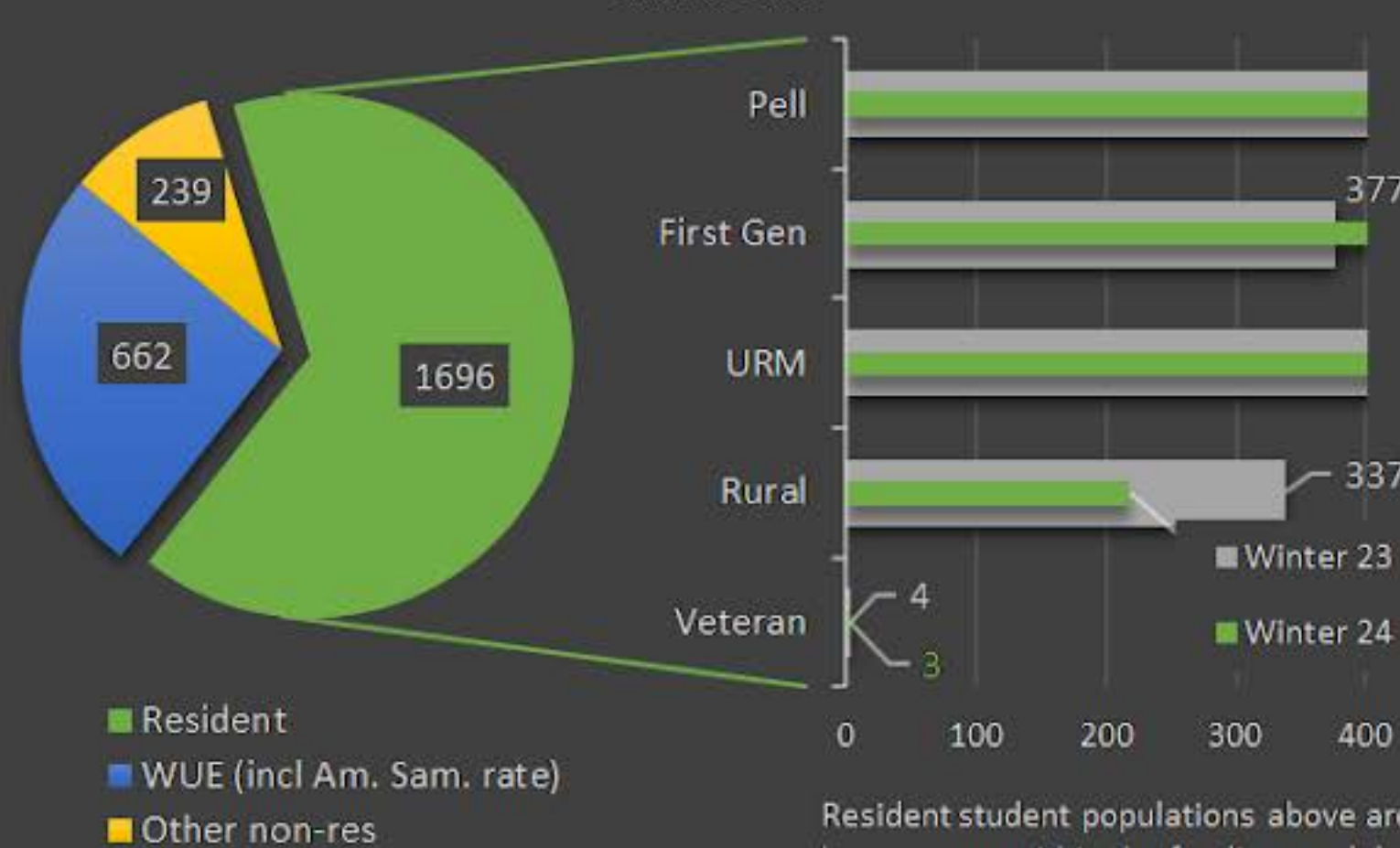
Degrees Awarded

End of December



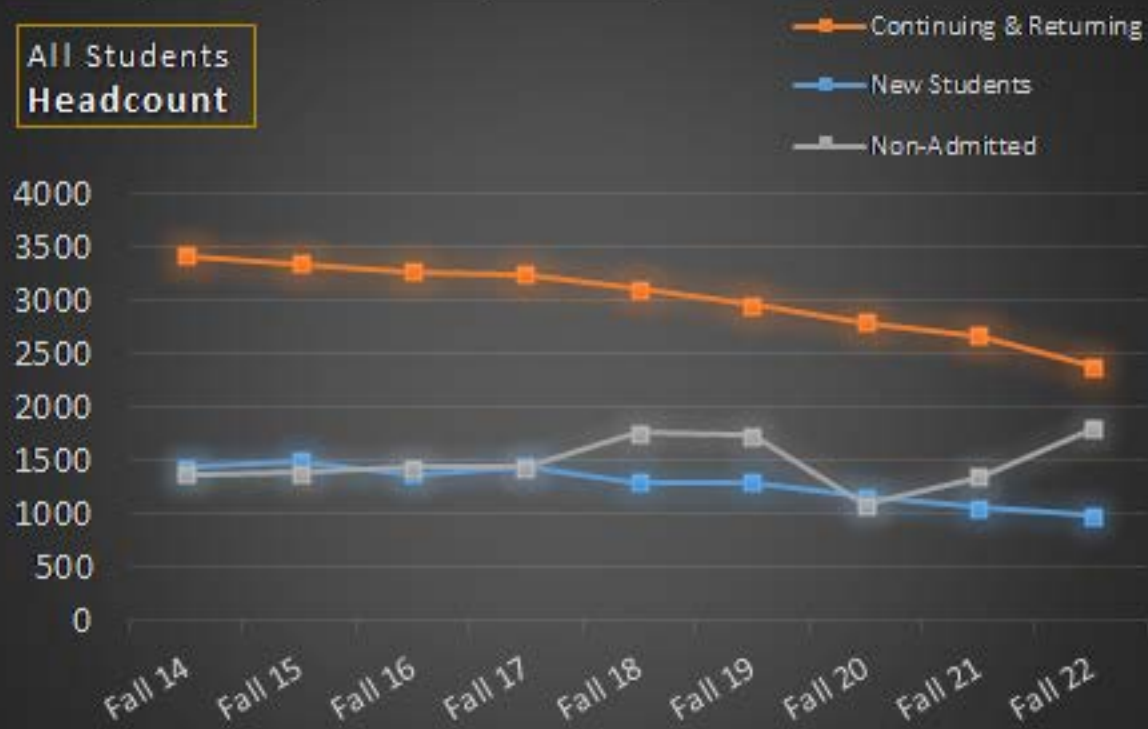
Winter 24 Admitted UG Students

Start of Term

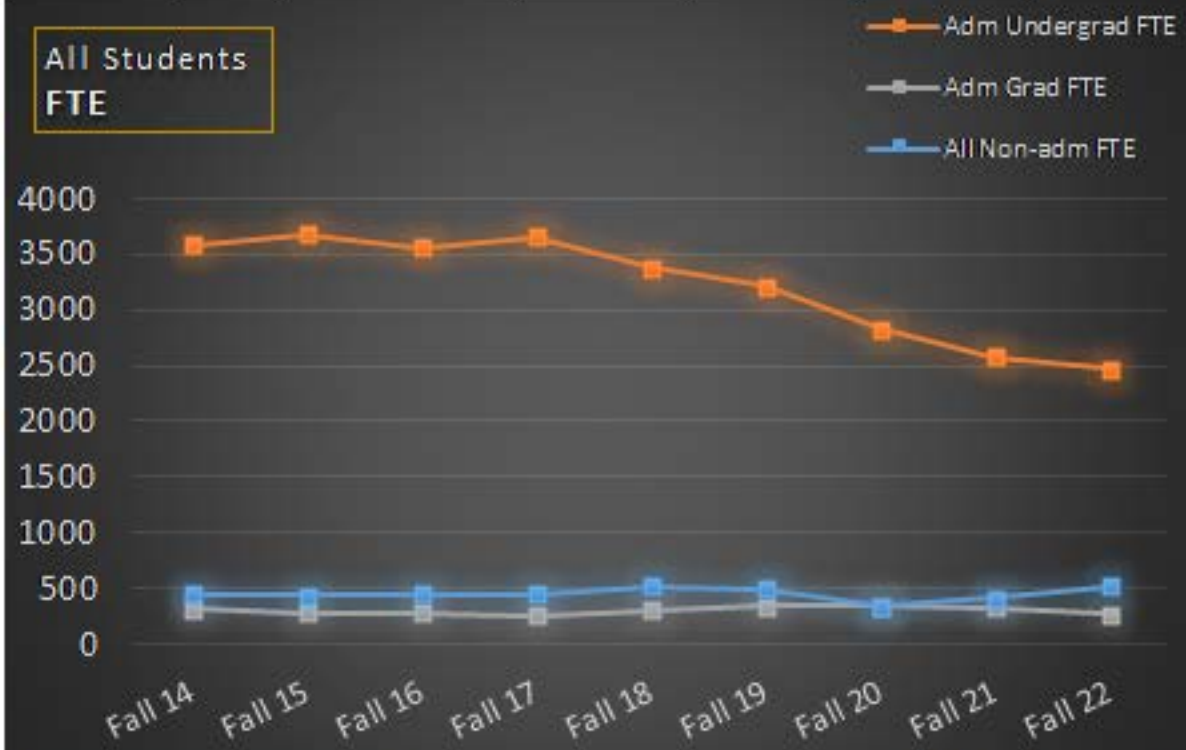


All data updated as of 1/7/2024

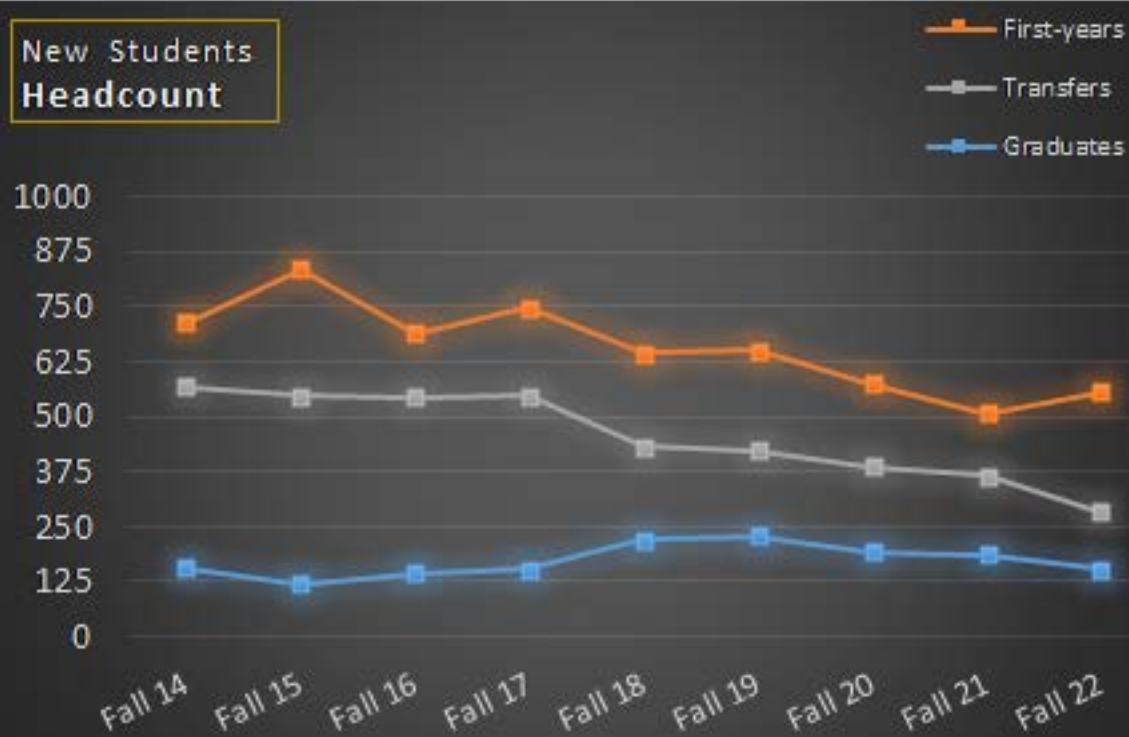
All Students Headcount



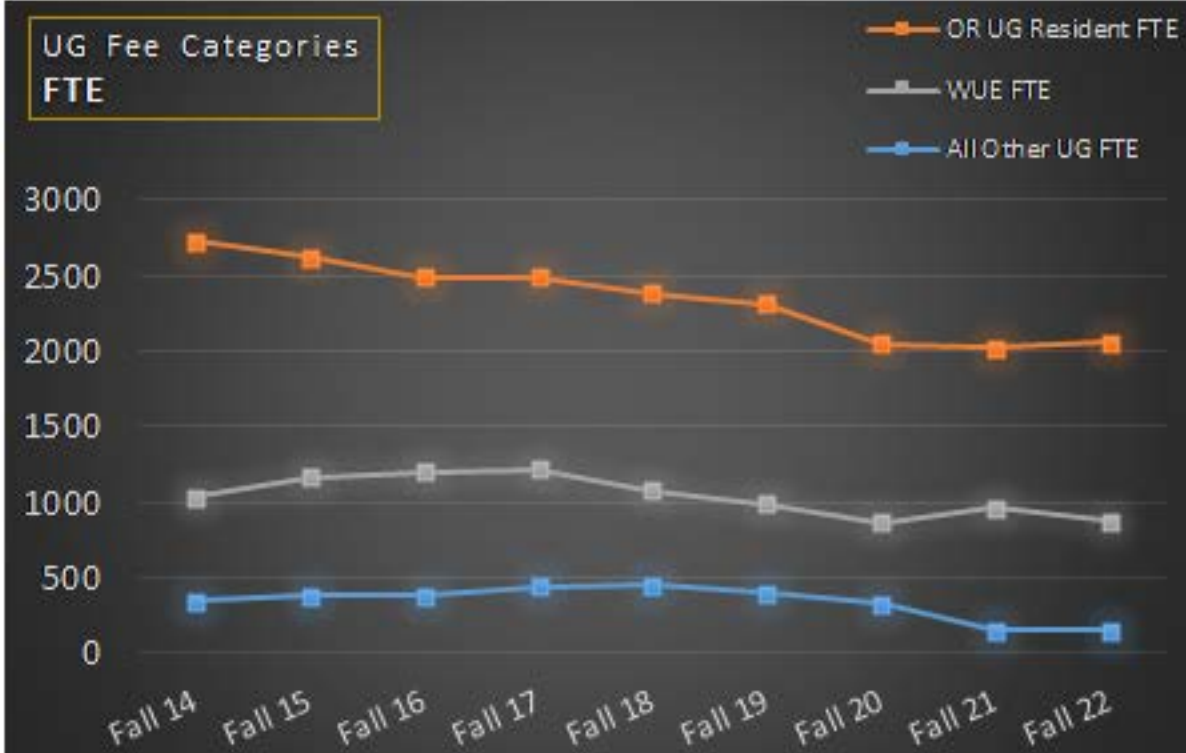
All Students FTE



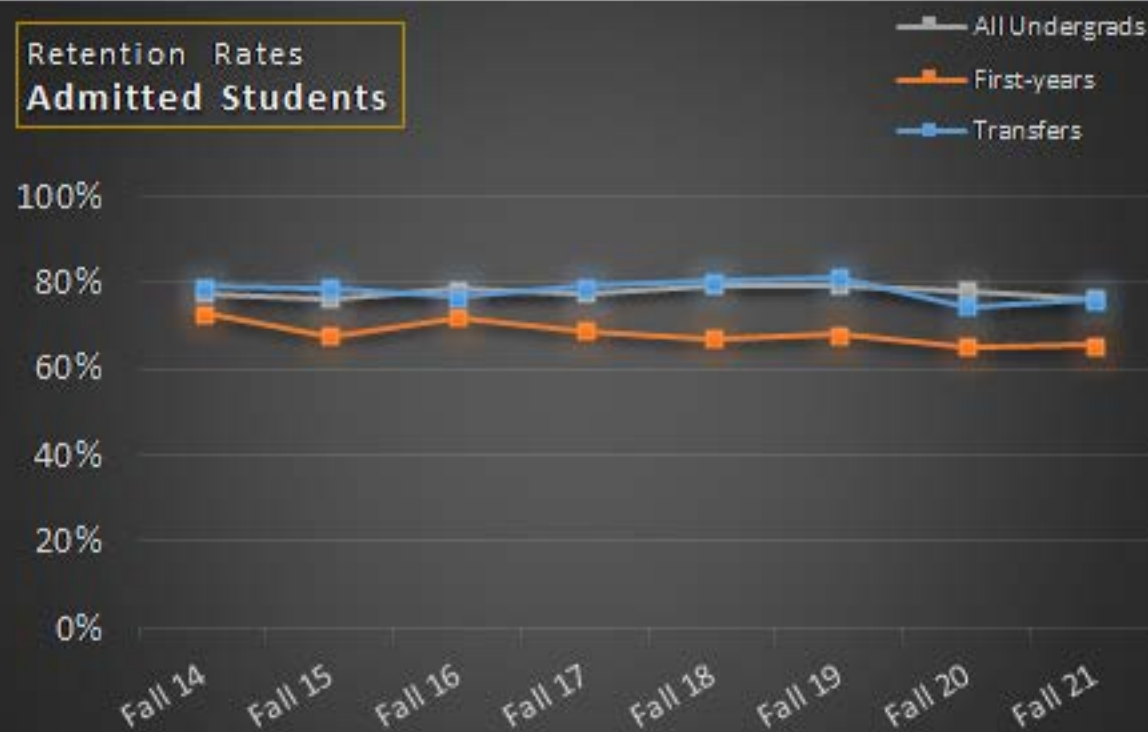
New Students Headcount



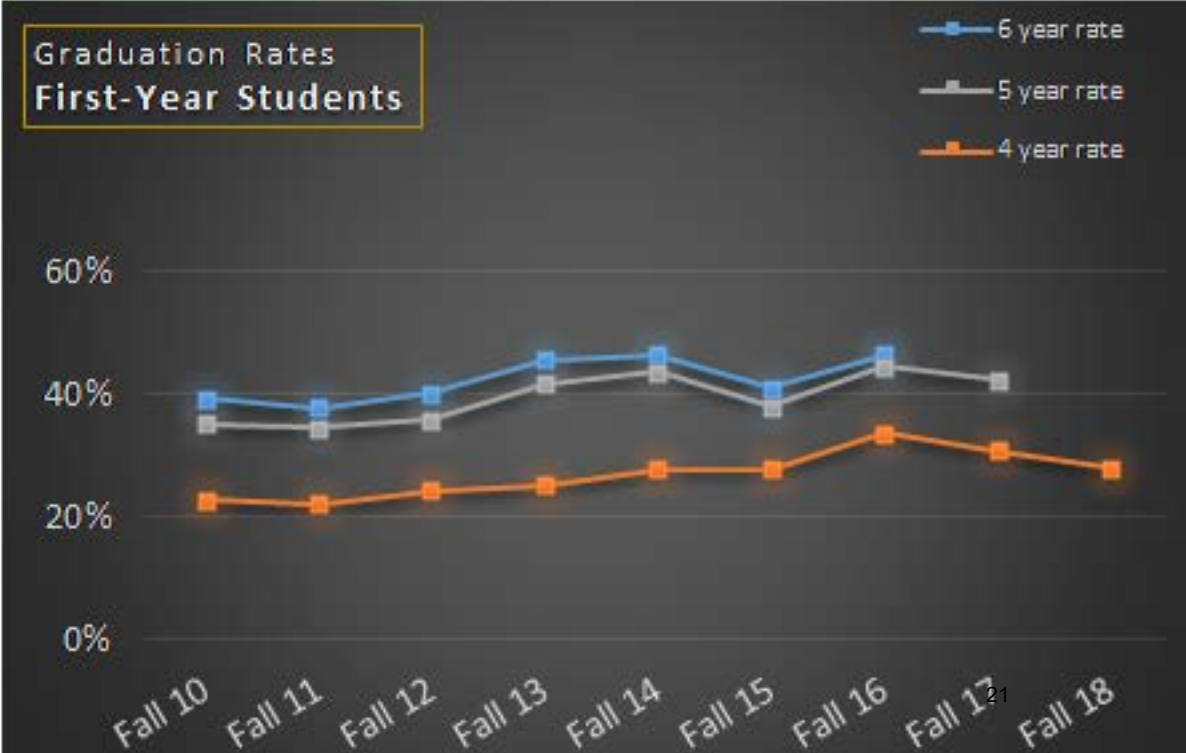
UG Fee Categories FTE



Retention Rates Admitted Students



Graduation Rates First-Year Students



Admissions & Enrollment Update

SOU Board of Trustees

Academic & Student Affairs Committee

January 18, 2024

Zac Olson, Executive Director of Admissions & Recruitment

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

Fall 2023
New Student
Funnel:
End of Term

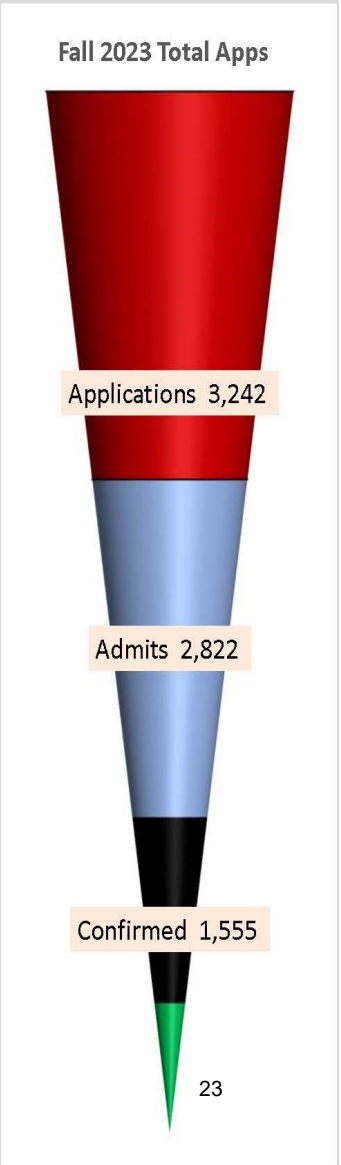
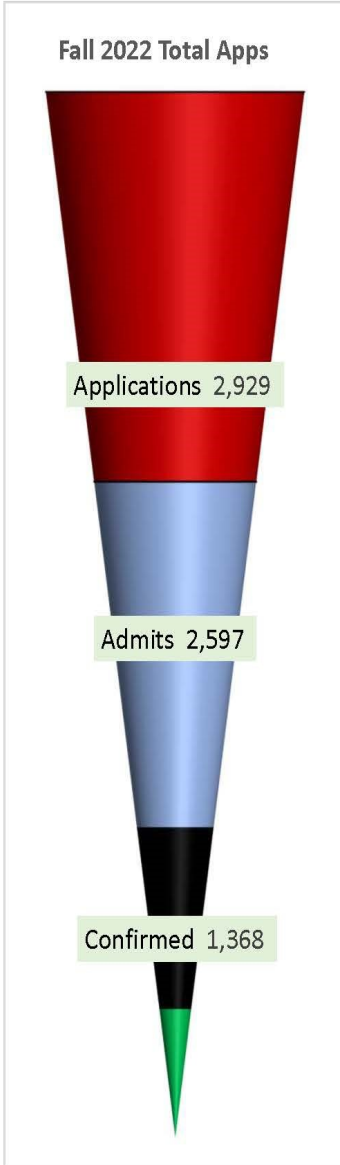
Funnel Report: New Applicant Headcount by Student Type
Fall 2022 Week Ending 9/18/22 vs. Fall 2023 Week Ending 9/24/23
Start of Term

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%



Funnel Report: New Applicant Headcount by Student Type
Fall 2023 Week Ending 1/15/23 vs. Fall 2024 Week Ending 1/14/24
36 Weeks Before Start of Term

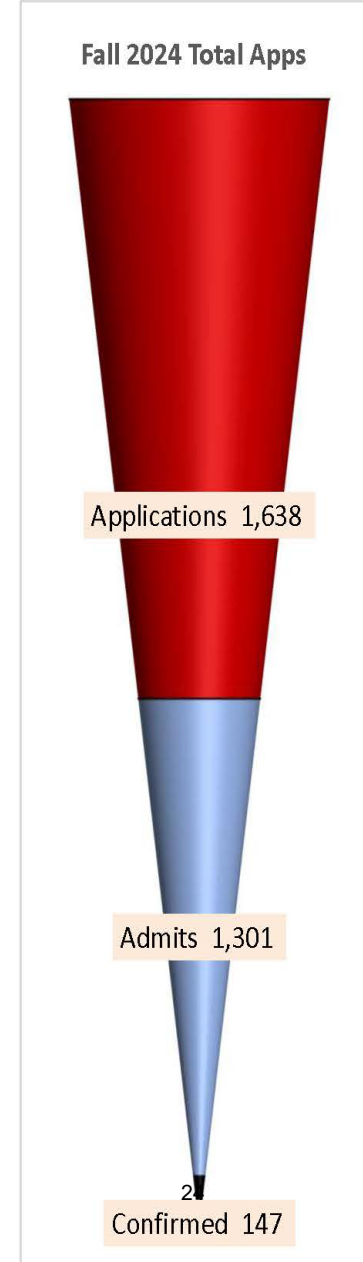
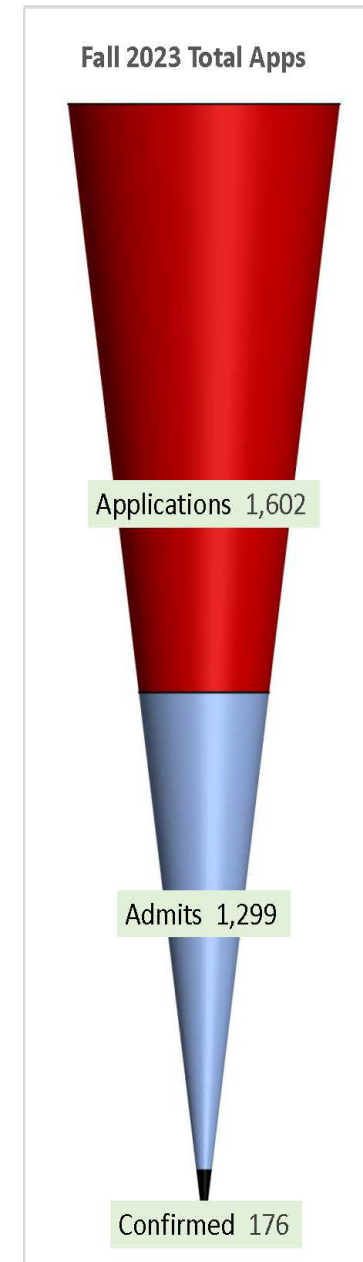
Fall 2024
 New Student
 Funnel:
 36 Weeks
 Before Start of
 Term

Applications				
Student Type	Fall 2023	Fall 2024	Change	% Change
Freshmen - Resident	713	706	-7	-1.0%
Freshmen - Nonresident	687	733	46	6.7%
Transfer - Resident	55	40	-15	-27.3%
Transfer - Nonresident	64	65	1	1.6%
Postbacs/Grads	83	94	11	13.3%
Total Apps	1,602	1,638	36	2.2%

Admits				
Student Type	Fall 2023	Fall 2024	Change	% Change
Freshmen - Resident	624	620	-4	-0.6%
Freshmen - Nonresident	589	611	22	3.7%
Transfer - Resident	41	27	-14	-34.1%
Transfer - Nonresident	39	36	-3	-7.7%
Postbacs/Grads	6	7	1	16.7%
Total	1,299	1,301	2	0.2%

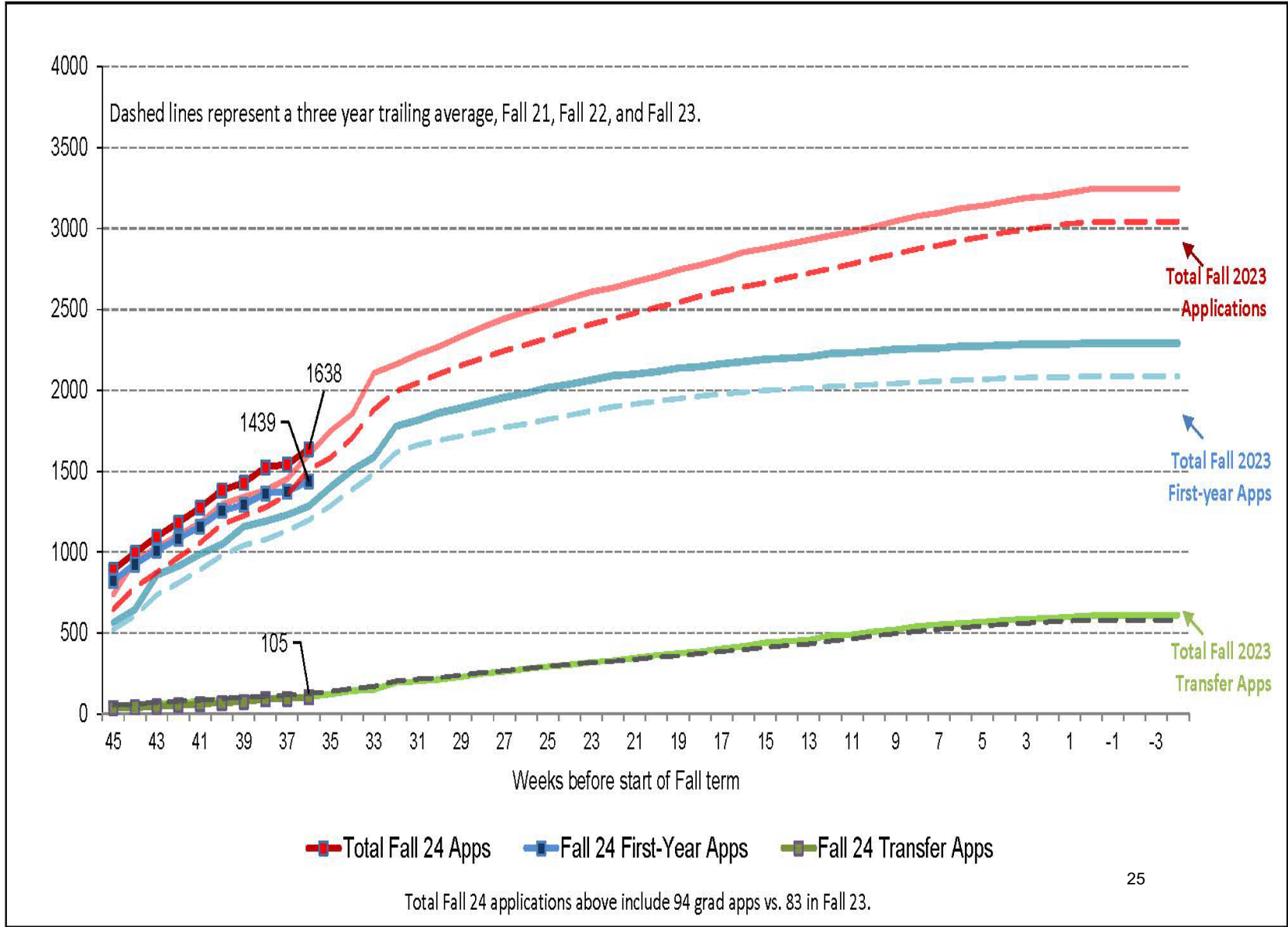
Confirmed				
Student Type	Fall 2023	Fall 2024	Change	% Change
Freshmen - Resident	74	59	-15	-20.3%
Freshmen - Nonresident	74	56	-18	-24.3%
Transfer - Resident	17	11	-6	-35.3%
Transfer - Nonresident	5	14	9	180.0%
Postbacs/Grads	6	7	1	16.7%
Total	176	147	-29	-16.5%

Enrolled				
Student Type	Fall 2023	Fall 2024	Change	% Change
Freshmen - Resident	-	-	-	-
Freshmen - Nonresident	-	-	-	-
Transfer - Resident	-	-	-	-
Transfer - Nonresident	-	-	-	-
Postbacs/Grads	-	-	-	-
Total	-	-	-	-



Fall 2024
New Student
Applications:
36 Weeks
Before Start of
Term

Funnel Report - Weekly Application Activity
Fall 2024, Week Ending 1/14/2024
36 Weeks Before Start of Term



Fall 2023 Enrollment: End of Term

Student Headcounts Fall 2022 Week Ending 12/18/22 vs. Fall 2023 Week Ending 12/24/23 End of Term

	Fall 2022	Fall 2023	Change	% Change
New Freshmen	557	643	86	15.4%
New Transfers	283	313	30	10.6%
New PostBacs/Graduates	153	144	-9	-5.9%
Subtotal - New Students	993	1,100	107	10.8%
Continuing Undergraduate Students	1,826	1,749	-77	-4.2%
Continuing Graduate Students	282	291	9	3.2%
Returning Undergraduate Students	169	143	-26	-15.4%
Returning Graduate Students	111	87	-24	-21.6%
Non-Admitted Students	1,805	1,993	188	10.4%
Grand Total - Headcount	5,186	5,363	177	3.4%
Grand Total - FTE	3,260	3,297	37	1.1%
Resident	3,849	4,147	298	7.7%
Non-resident	1,337	1,216	-121	-9.1%

Fall 2022 End of Term	Change	% Change
557	86	15.4%
283	30	10.6%
153	-9	-5.9%
993	107	10.8%
1,826	-77	-4.2%
282	9	3.2%
169	-26	-15.4%
111	-24	-21.6%
1,805	188	10.4%
5,186	177	3.4%
3,261	36	1.1%
3,849	298	7.7%
1,337	-121	-9.1%

SCH by Student Level Within Tuition Category Fall 2022 Week Ending 12/18/22 vs. Fall 2023 Week Ending 12/24/23 End of Term

Tuition Category	Fall 2022	Fall 2023	Change	% Change	
UG WUE	8,752	8,271	-481	-5.5%	
UG Resident	19,097	19,707	610	3.2%	
UG Jack/Jo Pledge	484	431	-53	-11.0%	
UG Non-resident	485	639	154	31.8%	
UG Online	8,153	8,196	43	0.5%	
Subtotal - Undergraduates	36,971	37,244	273	0.7%	
GR Resident	424	462	38	9.0%	
GR Non-resident	392	286	-106	-27.0%	
GR AP MBA Online	1,007	722	-285	-28.3%	
GR AP ED Online	481	659	178	37.0%	
GR Online	60	161	101	168.3%	
GR Education Differential	677	869	192	28.4%	
Subtotal - Graduates	3,041	3,159	118	3.9%	
Staff Rates	361	306	-55	-15.2%	
Waived Tuition	471	232	-239	-50.7%	
Course Based Tuition	870	867	-3	-0.3%	
Advanced Southern Credit	5,957	6,391	434	26	7.3%
Early Entry HS	86	41	-45	-52.3%	
Grand Total - SCH	47,757	48,240	483	1.0%	

Winter 2024 Enrollment: End of 1st Week

Student Headcounts Winter 2023 Week Ending 1/15/23 vs. Winter 2024 Week Ending 1/14/24 1 Week After the Start of Term

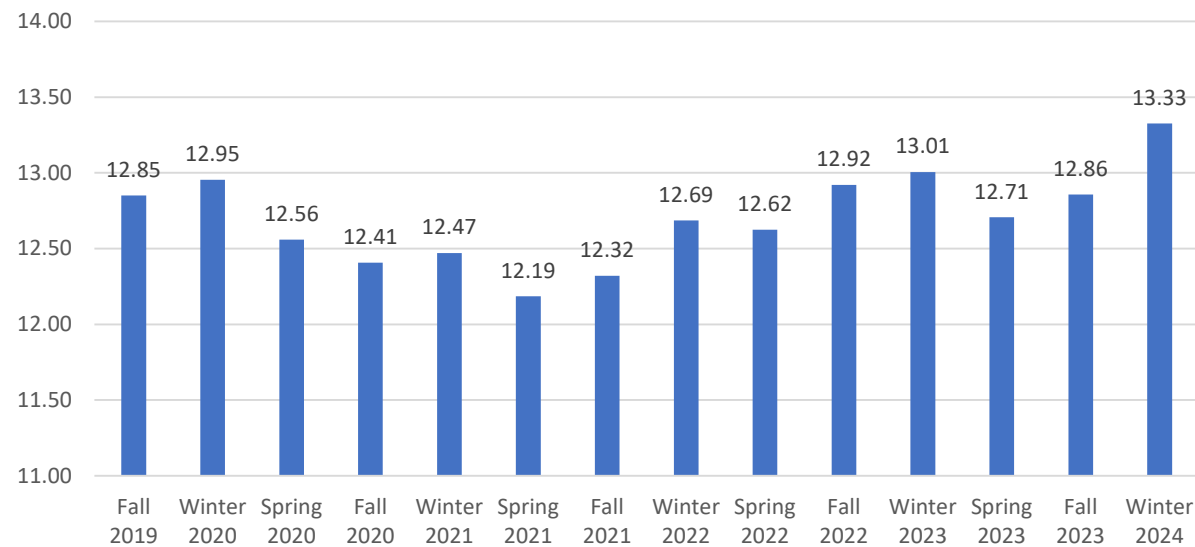
	Winter 2023	Winter 2024	Change	% Change	Winter 2023 End of Term	Change	% Change
New Freshmen	31	35	4	12.9%	32	3	9.4%
New Transfers	63	63	-	0.0%	64	-1	-1.6%
New PostBacs/Graduates	52	73	21	40.4%	52	21	40.4%
Subtotal - New Students	146	171	25	17.1%	148	23	15.5%
Continuing Undergraduate Students	2,529	2,494	-35	-1.4%	2,540	-46	-1.8%
Continuing Graduate Students	427	411	-16	-3.7%	429	-18	-4.2%
Returning Undergraduate Students	60	61	1	1.7%	64	-3	-4.7%
Returning Graduate Students	37	30	-7	-18.9%	38	-8	-21.1%
Non-Admitted Students	188	159	-29	-15.4%	2,288	-2,129	-93.1%
Grand Total - Headcount	3,387	3,326	-61	-1.8%	5,507	-2,181	-39.6%
Grand Total - FTE	2,697	2,645	-52	-1.9%	3,400	-755	-22.2%
Resident	2,240	2,239	-1	0.0%	4,225	-1,986	-47.0%
Non-resident	1,147	1,087	-60	-5.2%	1,282	-195	-15.2%

SCH by Student Level Within Tuition Category Winter 2023 Week Ending 1/15/23 vs. Winter 2024 Week Ending 1/14/24 1 Week After the Start of Term

Tuition Category	Winter 23	Winter 24	Change	% Change	
UG WUE	7,936	7,497	-439	-5.5%	
UG Resident	17,059	16,187	-872	-5.1%	
UG Jack/Jo Pledge	425	392	-33	-7.8%	
UG Non-resident	487	491	4	0.8%	
UG Online	9,171	9,600	429	4.7%	
Subtotal - Undergraduates	35,078	34,167	-911	-2.6%	
GR Resident	400	492	92	23.0%	
GR Non-resident	280	256	-24	-8.6%	
GR AP MBA Online	907	1,057	150	16.5%	
GR AP ED Online	520	679	159	30.6%	
GR Online	191	129	-62	-32.5%	
GR Education Differential	723	789	66	9.1%	
Subtotal - Graduates	3,021	3,402	381	12.6%	
Staff Rates	340	301	-39	-11.5%	
Waived Tuition	393	278	-115	-29.3%	
Course Based Tuition	657	596	-61	-9.3%	
Advanced Southern Credit	8	4	-4	27	-50.0%
Early Entry HS	95	34	-61	-64.2%	
Grand Total - SCH	39,592	38,782	-810	-2.0%	

Student Success & Retention

**Average SCH by Term
Degree-Seeking Undergraduates**



Freshman Cohort Retention:

Fall 22 : Fall 23 = 66.3% (370/558)

Fall 21 : Fall 22 = 65.6% (334/509)

Fall 23 : Winter 24 = 90.1% (574/637)*

Fall 22 : Winter 23 = 91.9% (513/558)

Overall Undergraduate Retention:

Fall 22 : Fall 23 = 78.3% (2151/2747)

Fall 21 : Fall 22 = 76.2% (2291/3006)

Fall 23 : Winter 24 = 90.7% (2513/2772)*

Fall 22 : Winter 23 = 91.7% (2520/2747)

Freshman Cohort 6-Year Graduation:

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)

*still in flux (Winter 24 enrollment is still coming in)

Enrollment Council Update

Discussion of Enrollment Targets

2030 STRATEGIC ENROLLMENT PLANNING SIMULATION

FALL 24 - FALL 30

	FALL 23 ACTUAL	FALL 24	FALL 25	FALL 26	FALL 27	FALL 28	FALL 29	FALL 30
NEW FR	643	669	695	723	752	782	814	846
NEW TR	313	322	333	343	353	364	374	386
NEW GR	144	145	147	148	150	151	153	154
SUBTOTAL NEW	1100	1137	1175	1214	1255	1297	1341	1386
CONTINUING UG	1749	1773	1800	1827	1855	1885	1916	1949
CONTINUING GR	291	292	294	295	297	298	300	301
RETURNING UG	143	146	149	152	155	158	161	164
RETURNING GR	87	88	89	90	91	91	92	93
SUBTOTAL CONTINUING/RETURNING	2270	2300	2331	2364	2397	2433	2470	2508
ASC	1342	1369	1396	1424	1453	1482	1511	1542
EE	8	8	8	8	8	8	8	8
OLLI	383	394	406	419	448	461	475	489
TRNG	52	55	57	60	63	66	70	73
OTHER NON-DEGREE SEEKING	208	210	212	216	223	230	236	244
SUBTOTAL NON-DEGREE SEEKING	1993	2036	2080	2127	2195	2247	2301	2356
TOTAL HEADCOUNT	5363	5472	5586	5705	5847	5977	6111	6250
TOTAL FTE	3297	3338	3413	3492	3584	3670	3758	3850

LEVERS

	FALL 24	FALL 25	FALL 26	FALL 27	FALL 28	FALL 29	FALL 30
NEW FR ANNUAL GROWTH	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%
NEW TR ANNUAL GROWTH	3.0%	3.2%	3.0%	3.0%	3.0%	3.0%	3.0%
NEW GR ANNUAL GROWTH	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
RETURNING UG ANNUAL GROWTH	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%
RETURNING GR ANNUAL GROWTH	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
ASC ANNUAL GROWTH	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%
EE ANNUAL GROWTH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OLLI ANNUAL GROWTH	3.0%	3.0%	3.0%	7.0%	3.0%	3.0%	3.0%
TRNG ANNUAL GROWTH	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
OTHER NON-DEGREE ANNUAL GROWTH	1.0%	1.0%	2.0%	3.0%	3.0%	3.0%	3.0%
FYFT RETENTION RATE	66.0%	67.0%	69.0%	70.0%	71.0%	72.0%	73.0%
HEADCOUNT:FTE	61.0%	61.1%	61.2%	61.3%	61.4%	61.5%	61.60%

NOTES & KEY

PROJECTIONS AREA WILL AUTO-CALCULATE ALL FIELDS BASED ON CHANGES TO LEVERS SECTION

CONTINUING STUDENTS PROJECTION PREDICATED ON PRIOR YEAR CONTINUING STUDENTS ADJUSTED FOR NEW STUDENT VOLUME & RETENTION

FALL 23 DATA IS AT END OF TERM

FR = FRESHMEN, TR = TRANSFER, GR = GRADUATE STUDENT, CONTINUING = CONTINUING FROM PRIOR TERM, RETURNING = RETURNING FROM AT LEAST 1 TERM GAP

ASC = ADVANCED SOUTHERN CREDIT, EE = EARLY ENTRY, OLLI = OSHER LIFELONG LEARNING CREDIT COURSEWORK, TRNG = STAFF TRAINING/DEVEL. CREDIT COURSEWORK

SOU Career Connections Update



CAREER CONNECTIONS

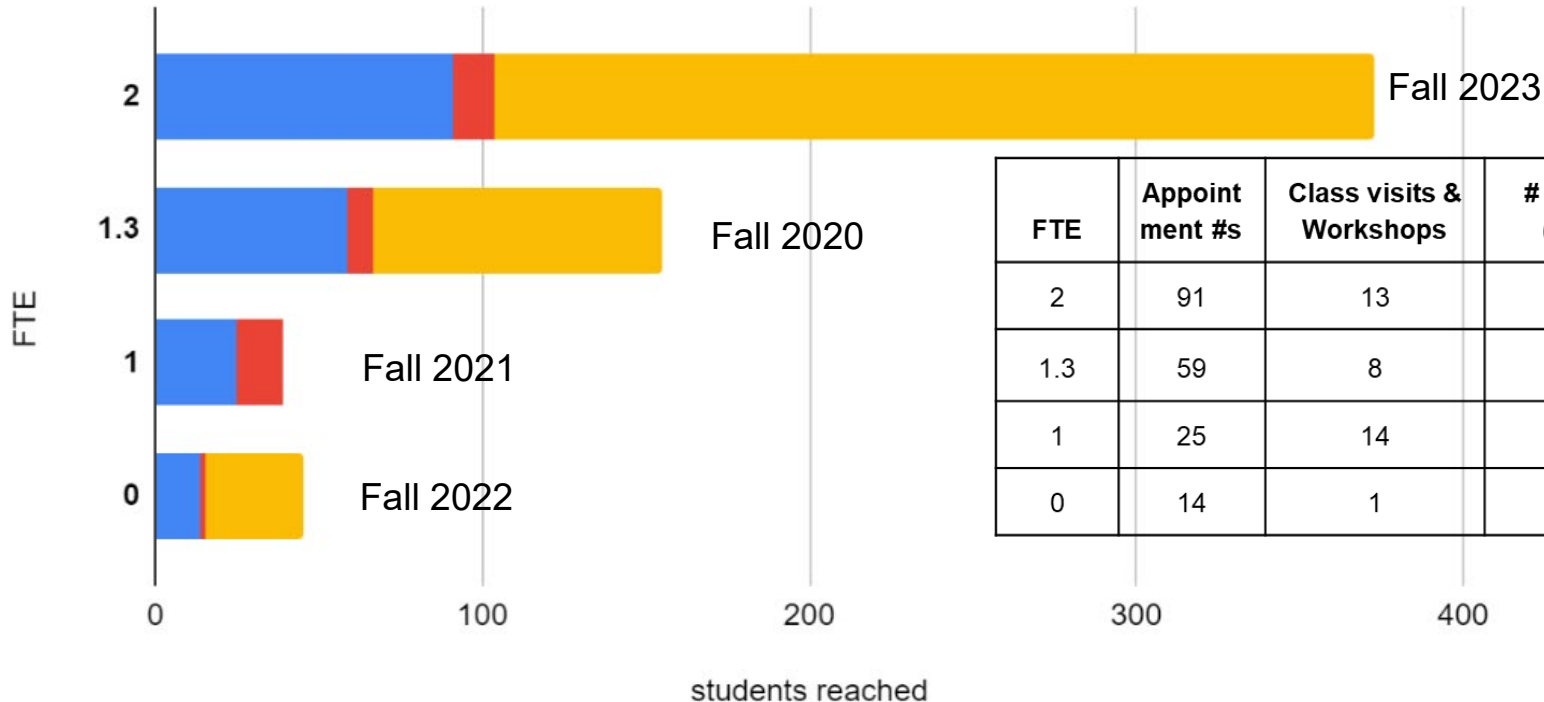
CAREERS.SOU.EDU

Dr. Carrie Vath, Stacey Westrum, Ariel Bloomer
January 18, 2024

Career Connections Staffing and Services

Fall term Career Services comparison by FTE

■ Appointment #s
 ■ Class visits & Workshops
 ■ # of students reached (class + workshop)



FTE	Appoint ment #s	Class visits & Workshops	# of students reached (class + workshop)
2	91	13	269
1.3	59	8	88
1	25	14	-
0	14	1	30

Appointment Topics

Interview Preparation

3.3%

Internships

6.7%

Major/Career Exploration

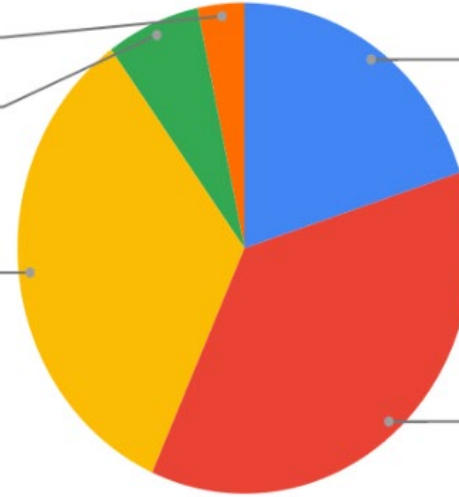
33.3%

Resume and/or Cover Letter

20.0%

Job Search Assistance

36.7%



Count of Class Standing

Graduate

1.1%

Sophomore

13.3%

Freshman

16.7%

Junior

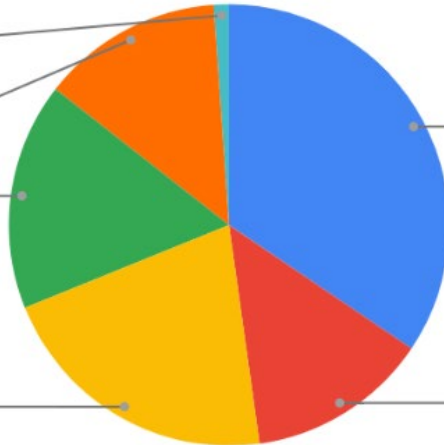
21.1%

Senior

34.4%

Alumni

13.3%



Professional Experience, Achievement and Knowledge (PEAK)

The PEAK Jobs Program, launched during the 2013-14 academic year, was designed to improve student success and retention at SOU by developing substantive on-campus employment opportunities that would help participants develop and utilize skills relevant to their academic and professional goals.

PEAK positions were intended to be short-term, project-based positions that were distinct from the standard jobs already offered by offices, departments, and programs.

The investment in staff will allow the program to fully achieve its original goals.

PEAK 2023-2024

- 66 positions funded
 - 58 PEAK students (3 students have multiple PEAK positions)
 - 4 positions still not filled
- Professional Development for PEAK students
 - Moodle page created for students and supervisors for resources, assessments, and information
 - 40 students have completed the pre-assessment of career readiness competencies
 - Overall the highest self assessed competencies: critical thinking and teamwork
 - Top competencies students would like to improve: technology and career self-development
 - 41 students given Gallup StrengthsFinder codes (15 have completed it)
 - Membership to NSLS (National Society for Leadership and Success)
 - Grants for students to attend workshops, conferences, webinars, etc. (1 awarded so far)
 - Materials to help students (portfolio binders, final survival kits)
 - Fall networking event (attendance: 20 supervisors; 22 students)
 - Upcoming Spring 2024: PEAK employee and PEAK Supervisor of the year award

CAREER COMPETENCIES



First Destination Survey

- Captures information regarding how new college graduates fare in their careers within six months of graduation. Provides clear, concise, and consistent data on the outcomes associated with a college education on a national scale.
- Outcomes include 1) types of employment—full or part-time, contract, freelance, etc.; 2) additional education, e.g., accepted to graduate or professional school; 3) still seeking either employment or further education; 4) and starting salary for those employed full time.
- In addition to providing outcomes for individual classes, the First-Destination Survey is designed to provide trends data over time to inform the discussion about the value of higher education.

First Destination Survey, Graduates of 22-23

Outcomes



June Response + Knowledge rates:

2023: 35.2%

2022: 20.3% (uncertain)

2021: 40%

2020: 38.4%

2019: 47.5%

Data related to employers, industry, and job function seem to align with data from the Postsecondary Education Outcomes (PSEO) project

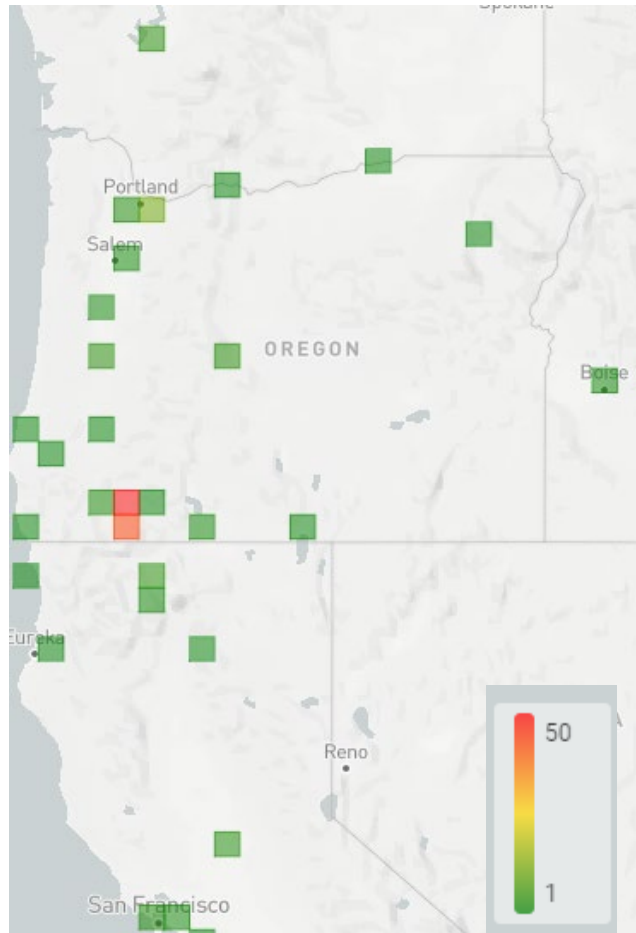
Current median salary for UG: \$44,096

Overall positive outcome rate* (includes Working, Continuing Education, Military and Volunteering): 92%

Graduate Outcomes - Contextualized

	Top UG Majors (Enrollment)	Top UG Majors (Degree Awarded)	Top Industry Destinations	Approx. Rate of UG Continuing Ed	Median Salary - 1 yr	Median Salary - 5 yr	Median Salary - 10 yr
Southern Oregon University	Business Admin. Psychology Theatre Education Criminology & Criminal Justice	Business Admin. Psychology Education Communication Theatre (tie) Criminology & Criminal Justice (tie)	Educational Services Health Care and Social Assist. Public Admin. Retail	18-20%	\$29,930	\$45,732	\$56,090
Western Oregon University	Education Psychology Business Criminal Justice Exercise Science	Education Psychology Interdisciplinary Studies Business/Commerce Corrections Admin.	Educational Services Health Care and Social Assist. Public Admin. Retail	25-32%	\$30,958	\$45,963	\$56,972
Eastern Oregon University	Business Admin. Health and Human Performance Psychology Fire Services Admin. Accounting	Business Admin. Interdisciplinary Studies Fire Services Admin. Elementary Education Accounting	Educational Services Health Care and Social Assist. Public Admin. Manufacturing	9-10%	\$35,790	\$47,948	\$56,963
University of Oregon	Business Admin. Psychology Human Physiology Political Science Biology		Professional, Technical, and Scientific Services Educational Services Health Care and Social Assist. Retail Trade	11-30%	\$31,593	40 \$50,303	\$63,225

Regional median salaries for new workers in early-career occupations related to SOU top majors (source: Lightcast career coach tool)



Preschool teachers:	\$27,228
Elementary school teachers:	\$40,874
High school teachers:	\$42,667
Early childhood administrators:	\$31,396
Personal Care Aides:	\$29,567
Community Health Workers:	\$34,197
Social and Human Service Assistants:	\$34,187
Mental Health Counselors/Case Managers:	\$35,482
Customer Service Representative:	\$27,400
First-line Supervisors of Retail Sales:	\$23,665
Hotel, Motel, and Resort Desk Clerks:	\$28,260
Human Resources Assistants:	\$34,617
Administrative Assistants:	\$30,548
Tax Preparers:	\$30,477
Accountants and Auditors:	\$38,688
Public Relations Specialists:	\$49,369
Market Research Analysts/Specialists:	\$35,006
Actors:	\$19,976
Set and Exhibit Designers:	\$22,159
Producers and Directors:	\$27,470

Salaries shaded are those lower than SOU's median salary 1 year post-graduation

Key Takeaways

- Investment in Career Connections staffing results in an increase in the number of students served, classroom presentations, social media posts, career fairs, leadership development programs (PEAK, LAD, NSLS), and employer relations
- Positive response from students and staff regarding professional development opportunities for PEAK workers
- Lower median salary numbers for SOU graduates likely reflect multiple factors: regional salaries, majors of student interest, top industry destinations, historic career services staffing level

Federal TRIO Program Overview

TTRIO

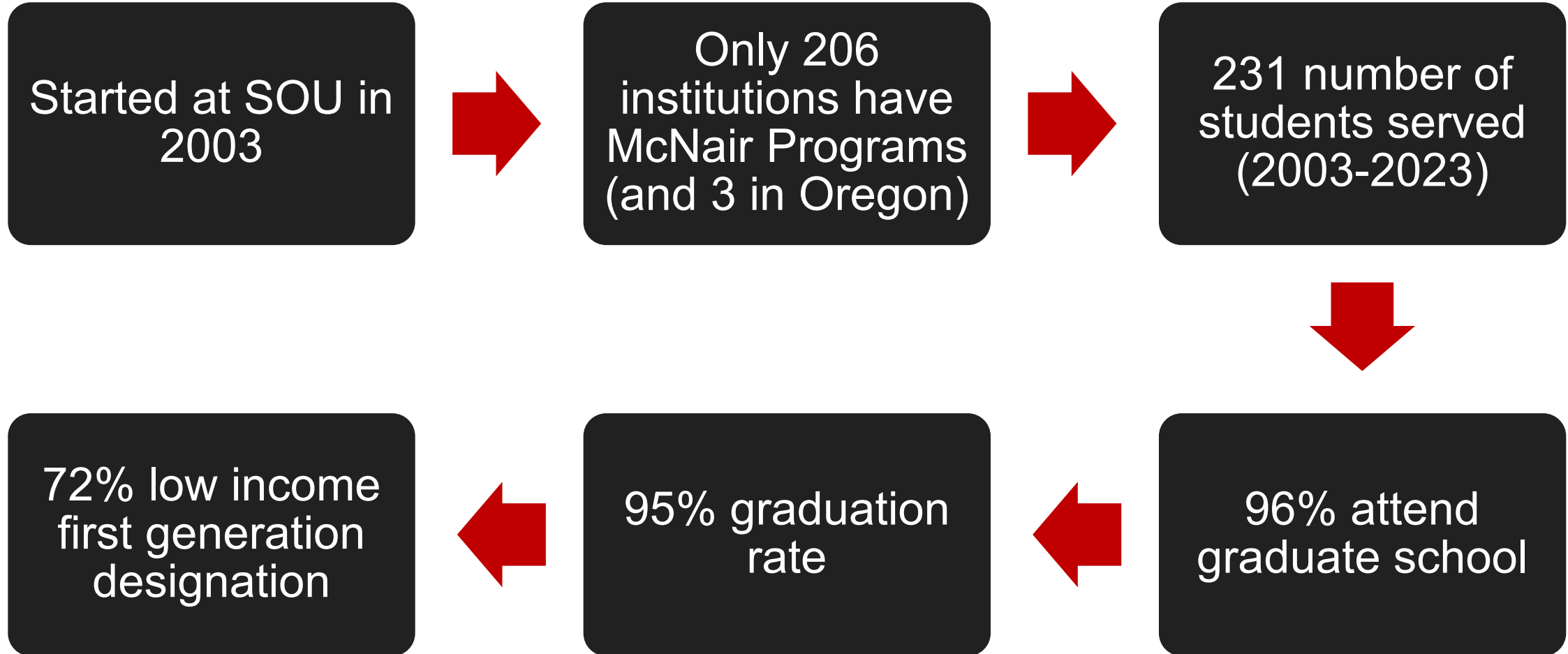
Dr. Susan Walsh and Dr. Carrie Vath
January 18, 2024

TRIO Programs

The Federal TRIO Programs (TRIO) are Federal outreach and student services programs designed to identify and provide services for individuals from disadvantaged backgrounds. TRIO includes eight programs targeted to serve and assist low-income individuals, first-generation college students, and individuals with disabilities to progress through the academic pipeline from middle school to postbaccalaureate programs.

- Educational Opportunity Centers
- **Ronald E. McNair Postbaccalaureate Achievement**
- **Student Support Services**
- Talent Search
- Training Program for Federal TRIO Programs Staff
- Upward Bound
- Upward Bound Math-Science
- Veterans Upward Bound

Ronald E. McNair Postbaccalaureate Achievement



Learn more: <https://inside.sou.edu/mcnair/index.html>

Student Spotlights



Alum
Danielle
Hammer Ph.D.
Current SOU
Faculty Member

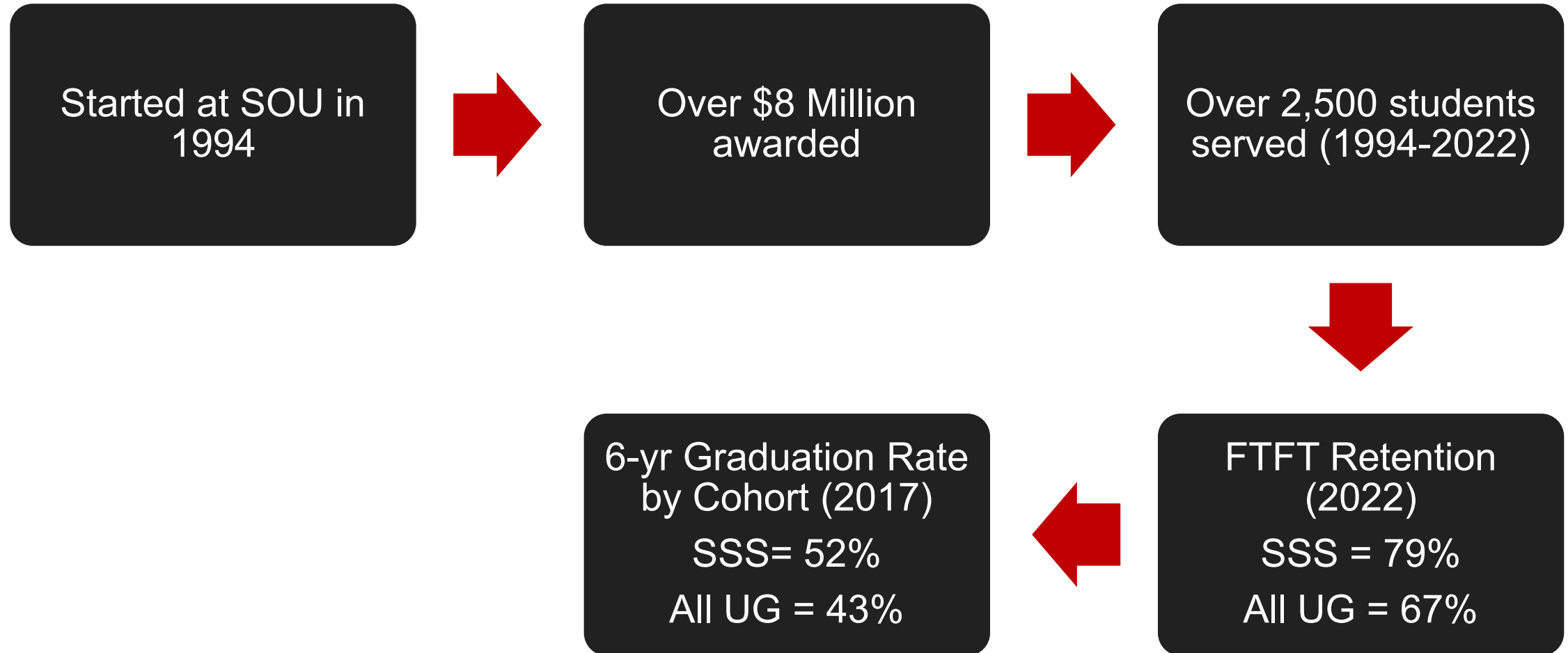


Alum
Erim Gomez
Ph.D.
Asst. Professor
Univ. of Montana
SOU 2021 SOU
commencement
speaker



Amanda Rose
Majoring in
Environmental
Science

Student Support Services (Success at Southern)



Learn more: <https://inside.sou.edu/success/index.html>

Student Spotlights



Jason Mendoza
(2016, Criminology
and Criminal
Justice)

Works at SOU in
University Housing
and Board of
Trustee Member



**Natasha
Robinson**
(2023, Psychology)

RCC Transfer
President List
every term at SOU
Current Clinical
Mental Health
Counseling
Graduate Student



Lissette Espinosa
Junior

Pursuing degree in
Health and
Exercise Science

Has made
President or
Provost list for the
past 4 terms

Future Meetings

Adjournment