

Public Meeting Notice

June 11, 2025

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

Affairs Committee

FROM: Sabrina Prud'homme, University Board Secretary

RE: Notice of Regular Meeting of the Academic and Student Affairs

Committee

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.

Report items on the agenda include a provost's report covering organizational updates and the Statewide Provost's Council; an admissions and financial aid report including a review of the admissions funnel, updates on SOU's financial aid program, and an overview and highlights of SOU's pre-college youth programs. An enrollment management report will include enrollment reports reviewing student demographic data and a Strategic Enrollment Management Council Update. The report on student affairs, will contain program highlights and new student orientation programming. There will also be a report on the Student Core Information System Replacement Project.

Trustees will also discuss a student highlight item, Bridge to Chemistry; an accreditation update on peer comparators, and campus climate survey results.

The meeting will occur as follows:

Wednesday, June 18, 2025
12:00 p.m. to 3:30 p.m. (or until business concludes)
Visit <u>governance.sou.edu</u> for the meeting materials.
SOU Ashland Campus, Hannon Library, Meese Room
1290 Ashland Street, Ashland, OR, 97520
To view the proceedings, visit https://sou.zoom.us/j/84219412468 at the time of the meeting.

If ADA accommodations for persons with disabilities are required, please contact Holly Frazier at (541) 552-8055 or email trustees@sou.edu. Accommodation requests should be made at least 48 hours in advance.

Public Comment

Members of the public who wish to provide live public comments in person or remotely during the meeting are invited to sign up to speak at least 24 hours in advance of the meeting. Public comments also may be provided in writing. Public commenters may sign up in advance or may submit their comments via email to the Board of Trustees email address: trustees@sou.edu. Public comments also may be 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 June 18, 2025



Call to Order / Roll / Declaration of a Quorum



Board of Trustees Academic and Student Affairs Committee Meeting

Wednesday, June 18, 2025 12:00 p.m. – 3:30 p.m. (or until business concludes) Meese Room, Hannon Library, SOU Campus Zoom: https://sou.zoom.us/j/84219412468

AGENDA

Persons wishing to provide live public comments in the meeting or in writing may sign up in advance at <u>trustees@sou.edu</u>.

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

12:00 p.m. 1		Call to Order/Roll/Declaration of a Quorum					
	1.1	Welcome and Opening Remarks	Trustee Iris Maria Chavez				
	1.2	Roll and Declaration of a Quorum	Sabrina Prud'homme, SOU, Board Secretary				
	1.3	Agenda Review	Trustee Iris Maria Chavez				
12:05	2	Public Comment					
12:20	3	Provost's Report	Dr. Casey Shillam, SOU, Provost and Executive Vice President for Academic and Student Affairs				
	3.1	Organizational Updates					
	3.2	Statewide Provost's Council Updates					
12:40	4	Admissions and Financial Aid Report	Zac Olson, SOU, Executive Director, Admissions and Recruitment & Interim Co- Director, Enrollment Services				
	4.1	Admissions Funnel Review					
	4.2	Financial Aid Program Updates					
12:55	4.3	Pre-College Youth Programs: Overview and Highlights	Russell Zook, SOU Director of Outreach and Engagement				

1:10 **BREAK**

Board of Trustees Academic and Student Affairs Committee Meeting Wednesday, June 18, 2025 12:00 p.m. – 3:30 p.m. (or until business concludes)

AGENDA (Continued)

1:20	5 Enrollment Management Report 5.1 Enrollment Reports		Dr. Casey Shillam
		5.1.1 Review of Student Demographic Data	
	5.2	Strategic Enrollment Management Council Update	Dr. Casey Shillam
1:45	6	Student Affairs Report	Dr. Carrie Vath, SOU, Dean of Students and Assistant Vice President for Student Affairs & Interim Co-Director, Enrollment Services
	6.1	Program Highlights	
	6.2	New Student Orientation Programming	
2:00	7 7.1	Information, Discussion, and Action Items Bridge to Chemistry: A Student Highlight	Chloe Fiveash, SOU, Graduate; Danielle Hammer, SOU, Bridge Program Coordinator; Dr. Hala Schepmann, SOU, Professor of Chemistry
2:20	7.2	Accreditation Update: Peer Comparators	Dr. Dan DeNeui, SOU, Associate Provost
2:35		BREAK	
2:40	7.3	Campus Climate Survey Results	Dr. Carrie Vath
3:00	7.4	Student Core Information System Replacement Project (CISR) Report	Hart Wilson, SOU, CISR Project Manager
3:15	7.5	Future Meetings	Trustee Iris Maria Chavez
3:20 p.m.	8	Adjournment	Trustee Iris Maria Chavez



Public Comment



Provost's Report



Academic and Student Affairs Committee Provost Report: June 2025

Casey R. Shillam, PhD, RN, FAAN Executive Vice President & Provost





To: Southern Oregon University Board of Trustees

From: Casey R. Shillam, Executive Vice President & Provost

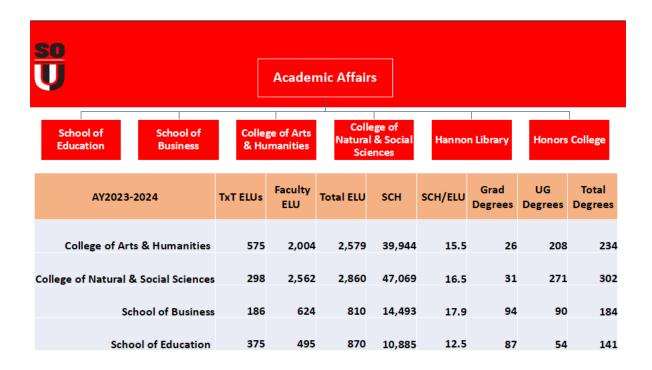
Re: Academic and Student Affairs Committee Reports

June 18, 2025

Provost's Report:

We are greatly enjoying the host of end-of-year celebrations with faculty, staff, and students. Multiple celebration events, including student affinity groups, the ROTC Commissioning Ceremony, and Master's Hooding Ceremonies are sure to bring about joyful connections with our soon-to-be alumni!

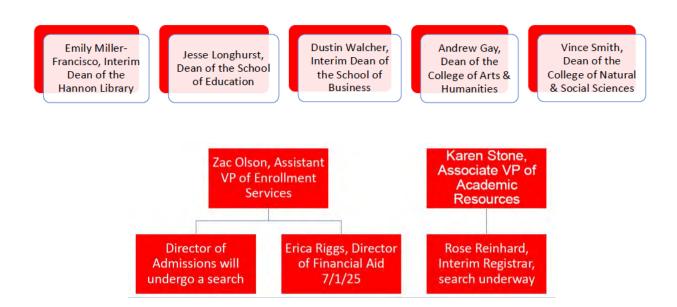
We continue to work on the Sustainable Solutions project, which is the reorganization of academic, student, and enrollment affairs. The new leadership structure includes two colleges: the college of arts and humanities, and the college of natural and social sciences, two schools: the school of education and the school of business, and the Hannon library. You will see in the slides below the appointed and interim leaders for each of these areas. We continue to assess the staffing structure to support the new colleges, including a search for business officer positions currently underway.







New Leadership Structure



The roll-out of this reorganization continues to be challenging, given the financial implications we are facing as an institution of higher education. However, it is still a critically important step toward sustainability. The alignment of programs and departments into more closely-affiliated groupings allows for support for professional, accredited, licensed programs in Education and Business to have professionally-focused deanships, while the two colleges are comprised of departments that will leverage the skills and expertise of faculty. Our goal is to ensure that we can maintain student-centered teaching and learning practices, while also ensuring that our faculty and staff are able to maintain balanced workload expectations. We will have to make some difficult decisions about programming to avoid faculty and staff absorbing even more responsibilities after the changes of SOU Forward.

Transitions continue for Workday implementation, including bringing on a new consultant to ensure the end-to-end testing meets our go-live date for the fall application cycle. Faculty will submit any final curricular changes for the new academic catalog by July this summer, then we will pause any further changes to complete the build out of the academic catalog for our admission cycle. We continue to build on the lessons learned from Phase I implementation, and have robust advising councils of faculty, staff, administrators, and end-users guiding the build-out.



Statewide Provost's Council Report:

The statewide Provost council is continuing to work on multiple complex projects. The Higher Education Coordinating Commission (HECC) continues to set expectations for the Transfer Council, which includes Common Course Numbering and Major Transfer Mapping projects. We are working very closely with the Oregon Council of Presidents during the transition of the new Executive Director beginning next month to engage in productive and meaningful conversations with HECC to maximize the impact of the Transfer Council while limiting the workload and other barriers to this work. Our ultimate goal is to provide the highest quality education and transferability for students coming from community colleges into baccalaureate and master's programs. We continue to work closely with our community college counterparts and will engage in a joint workshop this summer for all chief academic officers.

Enrollment Management Report:

Thank you to all members of the Board of Trustees for your feedback these past two board meetings on the enrollment data. The final Enrollment Report format is included in the attachment for your review.

The SOU Enrollment Council is finalizing the goals of the Strategic Enrollment Management Plan based on the SOU Strategic Plan draft. The final determination of the goals, the Key Performance Indicators (KPIs), and some preliminary strategies and tactics will be made during an Enrollment Council Summer Kick-off workshop on Tuesday, June 17, 2025. Updates will be provided during the ASAC meeting.



End of Year Celebrations!



Academic, Student, and Enrollment Affairs

Sustainable Solutions Outcomes



Academic Affairs

School of Education

School of **Business**

College of Arts & Humanities

College of Natural & Social Sciences

Hannon Library

Honors College

AY2023-2024	TxT ELUs	Faculty ELU	Total ELU	SCH	SCH/ELU	Grad Degrees	UG Degrees	Total Degrees
College of Arts & Humanities	575	2,004	2,579	39,944	15.5	26	208	234
College of Natural & Social Sciences	298	2,562	2,860	47,069	16.5	31	271	302
School of Business	186	624	810	14,493	17.9	94	90	184
School of Education	375	495	870	10,885	12.5	87	54	141



New Leadership Structure

Emily Miller-Francisco, Interim Dean of the Hannon Library

Jesse Longhurst,
Dean of the School
of Education

Dustin Walcher, Interim Dean of the School of Business Andrew Gay,
Dean of the
College of Arts &
Humanities

Vince Smith,
Dean of the
College of Natural
& Social Sciences



New Leadership Structure

Zac Olson, Assistant VP of Enrollment Services Karen Stone, Associate VP of Academic Resources

Director of Admissions will undergo a search

Erica Riggs, Director of Financial Aid 7/1/25

Rose Reinhard, Interim Registrar, search underway



Budget Impacts

State-level funding not enough to cover current service levels

Federal budget implications could be severely impactful on student services

Drawing on faculty & Staff for working the problems



Workday Transition Timeline



Faculty will submit final curricular changes for new academic catalog by July



Pause any further changes to complete build out of academic catalog



Continue to build on lessons learned from Phase I implementation



Statewide Provost's Council

Concerns with operations of the Transfer Council

Collaborating with the Inter-Institutional Faculty Senate

Statewide Chief Academic Officer meeting



Admissions and Financial Aid Report

June Updates

Admissions, Outreach and Engagement, Financial Aid, Raider Student Services



Zac Olson, Executive Director of Admissions & Recruitment June 18, 2025

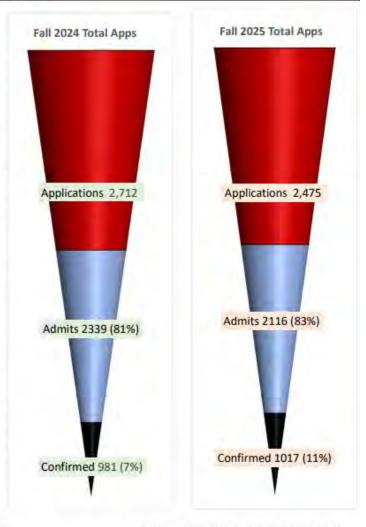
Funnel Report: New Applicant Headcount by Student Type Fall 2024 Week Ending 6/2/24 vs. Fall 2025 Week Ending 6/1/25 16 Weeks Before Start of Term

Applications					
Student Type	Fall 2024	Fall 2025	Change	% Change	
Freshmen - Resident	1,110	1,054	-56	-5.0%	
Freshmen - Nonresident	1,005	823	-182	-18.1%	
Transfer - Resident	199	209	10	5.0%	
Transfer - Nonresident	165	180	15	9.1%	
Postbacs/Grads	233	209	-24	-10.3%	
Total Apps	2,712	2,475	-237	-8.7%	

	Admits			
Student Type	Fall 2024	Fall 2025	Change	% Change
Freshmen - Resident	1,042	983	-59	-5.7%
Freshmen - Nonresident	907	741	-166	-18.3%
Transfer - Resident	148	170	22	14.9%
Transfer - Nonresident	119	119		0.0%
Postbacs/Grads	123	103	-20	-16.3%
Total	2,339	2,116	-223	-9.5%

Confirmed					
Student Type	Fail 2024	Fall 2025	Change	% Change	
Freshmen - Resident	410	420	10	2.4%	
Freshmen - Nonresident	257	277	20	7.8%	
Transfer - Resident	118	132	14	11.9%	
Transfer - Nonresident	73	85	12	16.4%	
Postbacs/Grads	123	103	-20	-16.3%	
Total	981	1,017	36	3.7%	

Enrolled					
Student Type	Fall 2024	Fall 2025	Change	% Change	
Freshmen - Resident	1	1		0.0%	
Freshmen - Nonresident	1	7	-1	-100.0%	
Transfer - Resident	2	6	4	200.0%	
Transfer - Nonresident	1		-1	-100.0%	
Postbacs/Grads	35	12	-23	-65.7%	
Total	40	19	-21	-52.5%	





CRM Dashboard Examples (Territory Management)





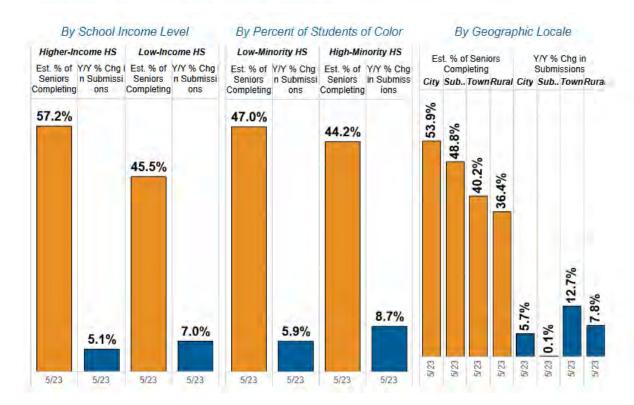


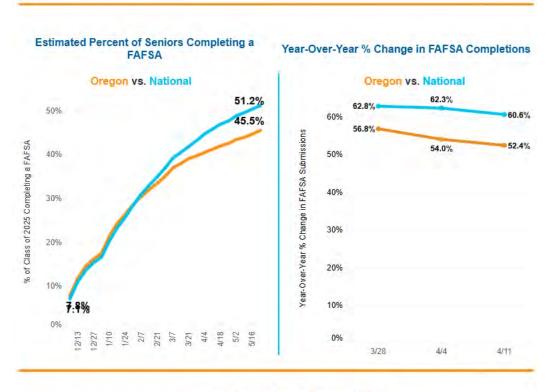
FAFSA Tracker National College Attainment Network (NCAN)

State Profile: Oregon

Through May 23, 2025, 45.5% of the high school class of 2025 in Oregon has completed a FAFSA.

There have been 22,812 submissions in Oregon, a 20.0% change (3,795 completions) compared to last FAFSA cycle through the same date.





Est. % of Seniors Completing a FAFSA &
Year-Over-Year % Change in FAFSA Completions by High School Characteristics (Oregon)



Historic Yield

Application to Enrolled							
		Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	5-year Avg
	Applications	1094	924	1118	1150	1168	1090.8
FY - Resident	Enrolled	331	317	338	386	342	342.8
	Yield	30.26%	34.31%	30.23%	33.57%	29.28%	31.43%
	Applications	1223	946	970	1139	1032	1062
FY - Nonresident	Enrolled	239	187	208	259	194	217.4
	Yield	19.54%	19.77%	21.44%	22.74%	18.80%	20.47%
	Applications	406	348	286	340	304	336.8
TR - Resident	Enrolled	232	217	181	194	188	202.4
	Yield	57.14%	62.36%	63.29%	57.06%	61.84%	60.10%
	Applications	356	277	218	266	212	265.8
TR - Nonresident	Enrolled	148	150	102	116	96	122.4
	Yield	41.57%	54.15%	46.79%	43.61%	45.28%	46.05%
	Applications	3079	2495	2592	2895	2716	2755.4
Total	Enrolled	950	871	829	955	820	885
	Yield	30.85%	34.91%	31.98%	32.99%	30.19%	32.12%



Office of Admissions

- Yield
 - Communication Architecture: Letters; Postcards;
 Phone Calls; Emails; Text Messages; Social Media
 Channels; Parent Portal
 - Admitted Student Receptions
 - Admitted Student Days (HS/CC)
 - Navigate appointments for Financial Aid
 - Handwritten postcards from current students
 - Wellness Check Calls
 - FAFSA submission/completion
 - Advising and Registration Appointments
 - Housing Application
 - Raider Social
 - Raider Social Events (Summer)
 - New Student Orientation (Fall)















Financial Aid

- The 2024-25 campus audit is underway and going well.
 The auditors have all of their requested information in hand and will begin the testing of populations in early June.
- Summer '25 financial aid awarding is underway and progressing nicely.
- As a result of the recent updates to 25-26 direct costs, the Financial Aid unit is in the process of making the appropriate "cost of attendance" updates to both undergraduate & graduate Financial Aid budgets and will subsequently repackage any student who now becomes eligible for additional need-based aid as a result a budget increase.
- The Director of Financial Aid search has been finalized and Erica Riggs was offered and has accepted the position.
 Her start date will be June 30th, 2025.





Raider Student Services

- Policy and Procedure Manual
- Cross-Training assessment
- New Zoom phone system (cost savings)
- Website Updates
- Weekly Team Meetings
- Continued expansion of in-person hours
- Summer Planning and Retreat
- Created monthly meetings w/
 - Reg and Records
 - Financial Aid
 - Business Services





Questions?







Outreach & Engagement

Pre-College Youth Programs











Mission

Southern Oregon University Youth Programs

brings together young people from diverse backgrounds to kindle curiosity, inspire college confidence, and ignite expectations for a brighter future.

Vision

Southern Oregon University Youth Programs

is recognized across the region for our transformative programs that drive community impact by empowering youth, fostering leadership, and creating pathways for success.



Departmental Impact

By the numbers



5,000

Students Served
Middle and high school students that annually participate

15

Programs Offered

Summer camps, competitions, conferences, & dual credit ~45

Years of Operations

How long our department has been serving youth

\$270,000

Grant Funding

Financial grants and donor support designated for the 20 25 summer camps

5

States Represented

W here campers are coming from this summer

Overnight Summer Camps

Konaway Nika Tillicum (1996)



ACADEMY (1981)



Academia
Latina
(2000) &
Academia
Academia
Leadership
(2013)

SO YOUTH PROGRAMS

Black Youth Summer Institute (2022) In partnership with BSOA





Matriculation rates by camp

Summer Camp	# of camp attendees who graduated high school(grad year 2024 or earlier), i.e. inquiry	SOU admissions matriculation rates for this program (inquiry > enrolled)
Academia Latina	272	22%
Academia Leadership	91	19%
ACADEMY	311	10%
Black Youth Summer Institute	9	11%
Konaway Nika Tillicum	131	6%









Raider Pathway

Steps for increasing SOU & higher ed admissions pipeline

- Communication Pathway: Participants either register on TargetX, or registration data is provide to Admissions
- Year Round Connection: Provide more engagement touchpoints with youth throughout the academic year
- Learn on ParentsIncrease parent/guardian engagement to understand where gaps are in student's education, cultural, or community learning



Academic and Student Affairs Committee Enrollment Report: June 2025

Casey R. Shillam, PhD, RN, FAAN Executive Vice President & Provost





Enrollment Reports



Top Majors Spring 2025

UG Major	Count
Business Administration	353
Psychology	290
Education	178
Theatre	160
Health & Exercise Science	144
Communication, Media & Cinema	137
Criminology & Criminal Justice	127
Biology	123
Emerging Media & Digital Arts	114
English Studies	102
Environmental Sci. Policy & Sustainability	91
Art & Art History	74

GR Major	Count
Education	204
Business Administration	199
Clinical Mental Health Counseling	48
Spanish & American Sign Language	22
Outdoor Adventure Leadership	9



Retention & Persistence

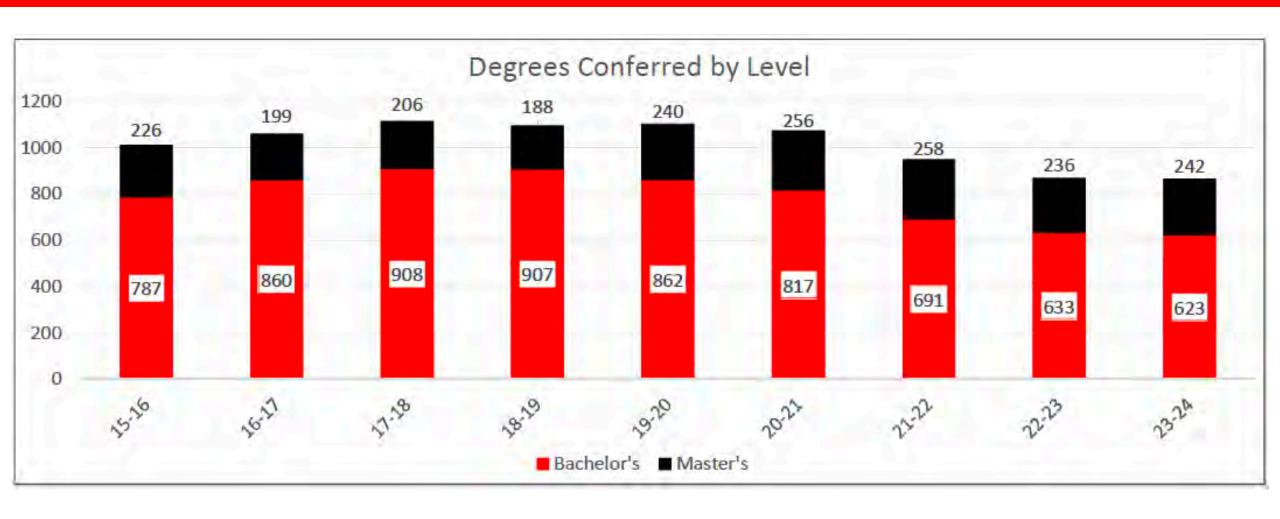
Fall to Fall Retention Rate	All UG	Fall Freshman Cohort	
Fall 2023	79.0%	69.1%	
Fall 2022	78.4%	68.6%	
Fall 2021	76.2%	65.5%	
Fall 2020	78.2%	66.7%	
Fall 2019	79.8%	67.1%	

Fall to Spring Persistence Rate	All UG	Fall Freshman Cohort	
Fall 2024	88.1%	85.9%	
Fall 2023	87.4%	85.7%	
Fall 2022	86.9%	84.2%	
Fall 2021	83.6%	82.7%	
Fall 2020	84.7%	80.9%	
Fall 2019	87.1%	82.2%	

^{*}Fall Freshman Cohorts include incoming First-time Undergraduate Students



Degree Completions





Fall-to-Fall Retention

Race/Ethnicity	2019	2020	2021	2022	2023
White	67.5%	66.8%	64.7%	70.1%	70.0%
Unknown or Other	57.8%	57.9%	71.2%	67.3%	71.5%
Hispanic	68.2%	69.4%	66.2%	69.9%	67.7%
Multiple	64.7%	66.1%	62.2%	63.2%	69.0%
Asian	71.2%	66.7%	75.8%	53.8%	72.0%
Black	63.0%	60.9%	65.0%	72.5%	59.4%
Native American	70.6%	68.4%	85.7%	70.0%	50.0%
Middle Eastern	50.0%	63.6%	70.0%	55.6%	75.0%
Pacific Islander	79.3%	77.8%	65.2%	58.6%	57.7%
Pell Recipient	67.5%	68.0%	65.2%	66.8%	68.2%
First Generation	97.1%	68.9%	65.0%	54.3%	50.0%
Underrepresented Minority	67.3%	67.8%	66.1%	66.4%	66.8%
Disabled Students	82.5%	86.7%	66.7%	72.2%	59.5%
All	67.1%	66.7%	65.5%	68.6%	69.1%



Winter-to-Spring Persistence

Race/Ethnicity	2021	2022	2023	2024	2025
White	92.9%	93.6%	94.9%	94.6%	95.0%
Unknown or Other	91.9%	93.1%	91.2%	91.1%	87.5%
Hispanic	92.3%	87.3%	92.5%	95.8%	92.8%
Multiple	89.1%	92.6%	80.0%	93.9%	96.3%
Asian	100.0%	100.0%	66.7%	91.7%	100.0%
Black	88.9%	77.8%	93.8%	75.0%	87.5%
Native American	62.5%	100.0%	100.0%	100.0%	90.0%
Middle Eastern	75.0%	75.0%	100.0%	75.0%	80.0%
Pacific Islander	100.0%	80.0%	92.3%	100.0%	50.0%
Pell Recipient	91.1%	89.2%	91.0%	95.6%	90.8%
First Generation	91.4%	87.9%	88.5%	91.5%	93.6%
Underrepresented Minority	89.6%	87.0%	92.7%	93.6%	91.2%
Disabled Students	100.0%	100.0%	100.0%	96.7%	95.7%
All	91.6%	92.0%	92.6%	93.9%	92.9%



Student Demographics

Ethnic Groups	Count	%
Asian	58	2.01%
Black	51	1.77%
Hispanic	393	13.60%
Middle Eastern	23	0.80%
Multiple	287	9.93%
Native American	50	1.73%
Pacific Islander	22	0.76%
Unknown or Other	499	17.27%
White	1,506	52.13%

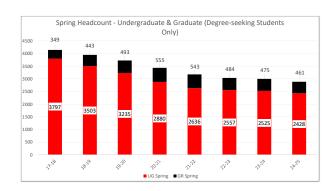
Count	%
1,000	34.61%
514	17.79%
697	24.13%
150	5.19%
597	20.66%
242	8.38%
	1,000 514 697 150 597

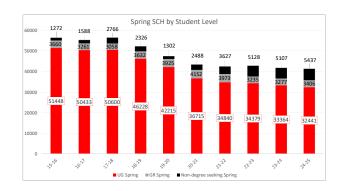
Gender	Count	%
F	1,541	53.34%
M	988	34.20%
N*	360	12.46%

Age Group	Count	%
0-18	1	0.03%
18-20	757	26.20%
21-24	1,115	38.59%
25-29	352	12.18%
30-39	366	12.67%
40-49	236	8.17%
50+	115	3.98%

Residency	Count	%
Out of State	927	32.09%
In State	1,962	67.91%

SOU Board/Cabinet Dashboard - June 2025





Spring 2025 Demographics

Student Class	Count	%
Freshman (<45 credits)	347	12.01%
Sophomore (45-90 credits)	498	17.24%
Junior (90-134 credits)	589	20.39%
Senior (135+ credits)	955	33.06%
Graduate (Masters)	461	15.96%
Post-Baccalaureate Non-Grad	39	1.35%

Ethnic Groups	Count	%
Asian	58	2.01%
Black	51	1.77%
Hispanic	393	13.60%
Middle Eastern	23	0.80%
Multiple	287	9.93%
Native American	50	1.73%
Pacific Islander	22	0.76%
Unknown or Other	499	17.27%
White	1,506	52.13%

Subpopulation	Count	%
Pell Recipient Students	1,000	34.61%
Rural Students	514	17.79%
First Generation Students	697	24.13%
Veteran Students	150	5.19%
Underrepresented Minority Students	597	20.66%
Disabled Students	242	8 38%

FT/PT Status	Count	%
Full-time	2,195	75.98%
Part-time	694	24.02%

Gender	Count	%
F	1,541	53.34%
M	988	34.20%
N*	360	12.46%

*Students who choose not to identify as Male or Female, either as Non-Binary or choosing not to identify.

Out of State	927	32.09%
In State	1,962	67.91%
Age Group	Count	%
0-18	1	0.03%
18-20	757	26.20%
18-20 21-24	757 1,115	26.20% 38.59%

Demographics over Time

Race/Ethnicity	Spring 2021	Spring 2022	Spring 2023	Spring 2024	Spring 2025
White	59.0%	58.0%	56.6%	54.6%	52.1%
Unknown or Other	10.9%	11.3%	12.7%	14.5%	17.3%
Hispanic	13.5%	13.3%	13.6%	13.6%	13.6%
Multiple	9.1%	9.5%	8.4%	9.8%	9.9%
Asian	2.5%	2.9%	2.8%	2.3%	2.0%
Black	2.0%	2.1%	2.4%	1.9%	1.8%
Native American	1.3%	1.3%	1.5%	1.6%	1.7%
Middle Eastern	0.5%	0.6%	0.9%	0.8%	0.8%
Pacific Islander	1.1%	1.1%	1.2%	1.0%	0.8%
Pell Recipient Students	29.8%	29.8%	30.7%	31.0%	34.6%
Rural Students	19.2%	19.2%	20.8%	21.2%	20.6%
First Generation Students	18.3%	18.6%	20.2%	21.7%	24.0%
Veteran Students	4.0%	3.5%	4.7%	4.7%	5.4%
Underrepresented Minority Students	21.0%	21.3%	22.4%	21.1%	20.7%
Disabled Students	7.0%	11.9%	9.7%	10.2%	8.4%

Top Majors - Spring 2025

UG Major	Count
Business Administration	353
Psychology	290
Education	178
Theatre	160
Health & Exercise Science	144
Communication, Media & Cinema	137
Criminology & Criminal Justice	127
Biology	123
Emerging Media & Digital Arts	114
English Studies	102
Environmental Sci, Policy & Sustainability	91
Art & Art History	74

SR Major	Count
ducation	204
Business Administration	199
Clinical Mental Health Counseling	48
Spanish & American Sign Language	22
Jutdoor Adventure Leadership	Q

Retention & Persistence - Full-time First-time Freshmen

Fall to Fall Retention Rate	All UG	Fall Freshman Cohort*
Fall 2023	79.0%	69.1%
Fall 2022	78.4%	68.6%
Fall 2021	76.2%	65.5%
Fall 2020	78.2%	66.7%
Fall 2019	79.8%	67.1%

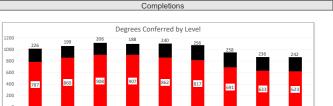
Fall to Spring Persistence Rate	All UG	Fall Freshman Cohort*
Fall 2024	88.1%	85.9%
Fall 2023	87.4%	85.7%
Fall 2022	86.9%	84.2%
Fall 2021	83.6%	82.7%
Fall 2020	84.7%	80.9%
Fall 2019	87.1%	82.2%

*Fall Freshman Cohorts include incoming First-time Undergraduate Students

6-year Graduation Rate over time

Cohort - Full-time First-time Freshmen	6-Year Grad Rate
Fall 2018	41.2%
Fall 2017	44.2%
Fall 2016	46.6%
Fall 2015	41.0%
Eall 2014	46 4%

*Fall Freshman Cohorts include incoming First-time Undergraduate Students



Race/Ethnicity	2019	2020	2021	2022	2023
White	67.5%	66.8%	64.7%	70.1%	70.0%
Unknown or Other	57.8%	57.9%	71.2%	67.3%	71.5%
Hispanic	68.2%	69.4%	66.2%	69.9%	67.7%
Multiple	64.7%	66.1%	62.2%	63.2%	69.0%
Asian	71.2%	66.7%	75.8%	53.8%	72.0%
Black	63.0%	60.9%	65.0%	72.5%	59.4%
Native American	70.6%	68.4%	85.7%	70.0%	50.0%
Middle Eastern	50.0%	63.6%	70.0%	55.6%	75.0%
Pacific Islander	79.3%	77.8%	65.2%	58.6%	57.79
Pell Recipient	67.5%	68.0%	65.2%	66.8%	68.2%
First Generation	97.1%	68.9%	65.0%	54.3%	50.09
Underrepresented Minority	67.3%	67.8%	66.1%	66.4%	66.89
Disabled Students	82.5%	86.7%	66.7%	72.2%	59.5%

Race/Ethnicity	2021	2022	2023	2024	2025
White	92.9%	93.6%	94.9%	94.6%	95.0%
Unknown or Other	91.9%	93.1%	91.2%	91.1%	87.5%
Hispanic	92.3%	87.3%	92.5%	95.8%	92.8%
Multiple	89.1%	92.6%	80.0%	93.9%	96.3%
Asian	100.0%	100.0%	66.7%	91.7%	100.0%
Black	88.9%	77.8%	93.8%	75.0%	87.5%
Native American	62.5%	100.0%	100.0%	100.0%	90.0%
Middle Eastern	75.0%	75.0%	100.0%	75.0%	80.0%
Pacific Islander	100.0%	80.0%	92.3%	100.0%	50.0%
Pell Recipient	91.1%	89.2%	91.0%	95.6%	90.8%
First Generation	91.4%	87.9%	88.5%	91.5%	93.6%
Underrepresented Minority	89.6%	87.0%	92.7%	93.6%	91.2%
Disabled Students	100.0%	100.0%	100.0%	96.7%	95.7%

6-Year Graduation Rates					
		Fall Coh	ort Enrollment Year		
Race/Ethnicity	2014	2015	2016	2017	2018
White	46.2%	41.3%	45.9%	45.9%	44.6%
Unknown or Other	22.2%	25.8%	47.4%	38.1%	36.0%
Hispanic	52.6%	40.2%	45.5%	46.1%	40.2%
Multiple	50.0%	44.1%	47.9%	31.9%	42.9%
Asian	45.0%	58.3%	75.0%	76.9%	63.6%
Black	31.8%	33.3%	53.8%	18.8%	28.6%
Native American	0.0%	33.3%	60.0%	40.0%	22.2%
Pacific Islander	57.1%	33.3%	16.7%	42.9%	25.0%
Pell Recipient Students	48.1%	39.3%	45.6%	38.9%	45.2%
Rural Students	46.5%	32.7%	35.3%	38.8%	51.4%
First Generation Students	40.7%	41.2%	45.7%	36.9%	37.2%
/eteran Students	44.4%	22.2%	53.8%	55.6%	30.8%
Underrepresented Minority Students	46.3%	40.6%	47.6%	45.5%	37.9%
Disabled Students	53.3%	46.3%	47.6%	52.9%	50.0%
All	46.3%	40.9%	46.5%	44.2%	42.5%

Race/Ethnicity	2020	2021	2022	2023	2024
White	86.5%	88.6%	91.6%	91.9%	90.4%
Unknown or Other	85.0%	87.1%	81.3%	87.8%	83.0%
Hispanic	89.0%	86.1%	88.1%	88.5%	84.2%
Multiple	79.2%	85.0%	75.0%	88.5%	91.2%
Asian	88.9%	88.9%	66.7%	91.7%	100.0%
Black	69.6%	70.0%	93.8%	75.0%	87.5%
Native American	62.5%	100.0%	100.0%	100.0%	81.8%
Middle Eastern	66.7%	75.0%	60.0%	75.0%	80.0%
Pacific Islander	100.0%	80.0%	92.3%	78.6%	50.0%
Pell Recipient	86.0%	82.9%	84.7%	89.0%	85.6%
First Generation	79.6%	82.7%	82.6%	84.4%	87.5%
Underrepresented Minority	83.1%	84.5%	88.5%	86.6%	84.5%
Disabled Students	96.6%	94.4%	100.0%	94.3%	96.2%

Fall 2025 Admissions Funnel

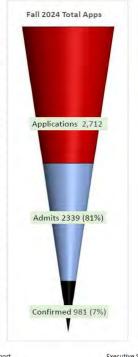
Funnel Report: New Applicant Headcount by Student Type Fall 2024 Week Ending 6/2/24 vs. Fall 2025 Week Ending 6/1/25 16 Weeks Before Start of Term

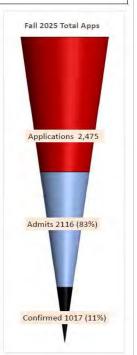
Applications							
Student Type	Fall 2024	Fall 2025	Change	% Change			
Freshmen - Resident	1,110	1,054	-56	-5.0%			
Freshmen - Nonresident	1,005	823	-182	-18.1%			
Transfer - Resident	199	209	10	5.0%			
Transfer - Nonresident	165	180	15	9.1%			
Postbacs/Grads	233	209	-24	-10.3%			
Total Apps	2,712	2,475	-237	-8.7%			
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1							

Admits						
Student Type	Fall 2024	Fall 2025	Change	% Change		
Freshmen - Resident	1,042	983	-59	-5.7%		
Freshmen - Nonresident	907	741	-166	-18.3%		
Transfer - Resident	148	170	22	14.9%		
Transfer - Nonresident	119	119		0.0%		
Postbacs/Grads	123	103	-20	-16.3%		
Total	2,339	2,116	-223	-9.5%		

Confirmed							
Student Type	Fall 2024	Fall 2025	Change	% Change			
Freshmen - Resident	410	420	10	2.4%			
Freshmen - Nonresident	257	277	20	7.8%			
Transfer - Resident	118	132	14	11.9%			
Transfer - Nonresident	73	85	12	16.4%			
Postbacs/Grads	123	103	-20	-16.3%			
Total	981	1,017	36	3.7%			

Enrolled						
Student Type	Fall 2024	Fall 2025	Change	% Change		
Freshmen - Resident	1	1	7.5	0.0%		
Freshmen - Nonresident	1	-	-1	-100.0%		
Transfer - Resident	2	6	4	200.0%		
Transfer - Nonresident	1	14	-1	-100.0%		
Postbacs/Grads	35	12	-23	-65.7%		
Total	40	19	-21	-52.5%		





Office of Institutional Research

Funnel Report

Executive Summary Funnel - Fall 2025 Week 16.xlsx

Glossan	, and	Definitions
Glossalv	, aliu	Delillillilli

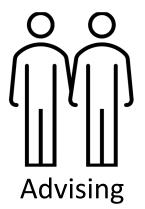
Term or population	Definition	Example
First-time Full-time Freshman Cohort	A subpopulation that includes non-transfer undergraduate students who enrolled in 12+ credits during Fall term of the designated year.	The 2024 First-time Full-time Freshman cohort would include all students who were first enrolled in the Fall 2024 academic term and enrolled for 12 or more credits.
All UG	A subpopulation of undergraduate students who were enrolled during the designated term.	All UG students for Fall 2024 would include any degree-seeking undergraduate student who enrolled in credits for the Fall 2024 academic term.
Degree-seeking students	Students admitted as either Undergraduate or Graduate students who are actively seeking a Bachelor's or Master's degree.	Degree-seeking students for Fall 2024 would include all admitted undergraduate and graduate students, while excluding non-traditional student types (such as Advanced Southern Credit and Osher Lifelong Learning Institute Students, primarily).
Retention Rate	The percentage of students from a base population that were enrolled in a Fall term who either graduated or returned for the next Fall term.	For Fall 2023, the percentage of students who attended in Fall 2023 and either graduated in that academic year or returned for Fall 2024.
Persistence Rate	The percentage of students from a base population that were enrolled in a specified term who either graduated or returned for another specified term.	For Fall-to-Spring 2024, the percentage of students who attended in Fall 2024 and either graduated or were still attending for Spring 2025.
6-year Graduation Rate	The percentage of students from a base population that graduated within 24 academic terms of their enrollment term. Typically only calculated for the first-time full-time freshman cohort.	For 2018, the percentage of students who enrolled as first-time full-time freshmen in Fall 2018 and graduated on or before the Summer 2025 academic term.
Full-time/Part-time Status	An undergraduate student is considered full time if they are taking 12+ credits in a given term. An graduate student is considered full time if they are taking 9+ credits in a given term.	N/A
Underrepresented Minority	A student with a known race/ethnicity that is not white, multiple, or other.	For Spring 2025, 597 degree-seeking students (20.66%) made up this subpopulation.



Enrollment Council Update



Academics









Student Affairs Report

Student Affairs Program Highlights

Cause Awareness: June

LGBTQIA+ Pride Month Learning Disability Week Black Music Month



Cause Awareness:

World Environment Day (6/5) Autistic Pride Day (6/18) Juneteenth (6/19) National Indigenous Peoples' day (6/21)

Dr. Carrie Vath June 18, 2025

Pride Points: Belonging and Engagement

• Stevenson Union:

- The SU Custodial team set up 30,044 items of furniture and AV equipment this academic year. That number is doubled if you count us putting the furniture away as well.
- Our team cleaned 10,040 toilets this year
- 2268 spaces booked
- 173,935 entries into the building

• Belonging & Engagement:

- Central & Southern Oregon Leadership Experience: Brought together student leaders of diverse backgrounds from SOU & Central Oregon Community College with the goal of exploring regional leadership & leaders, creation of a pipeline to SOU from COCC, as well as exploring each individual's personal strengths. and values.
- **Voices of Democracy Series:** 4 individual programs that unpacked freedom of speech, conflict resolution, emotional competency, and a nonpartisan academic reflection of the first 100 days of the US Presidency

Therapy Dogs:

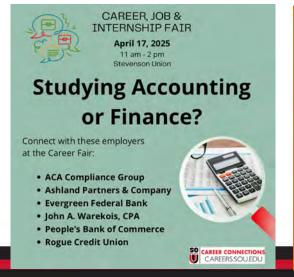
• Therapy dog attendee numbers have been 92 max (for the first session of the year, back in October) and 21 on average.



Pride Points: Career Connections

- Experiential Learning(Internships & Practicums) Module in 12twenty launched in May
- 312 individual appointments to date (5/28/25)
- 926 students attended a presentation or workshop by Career Connections
- First Destination Survey: we hope to surpass last year's knowledge rate of ~50%. This cohort includes graduates from September 2024 June 2025. June graduates are just beginning now to report, so we are at 12% (we continue collecting data through December). 23% of those reporting are headed to graduate or professional school, while 45% are employed full

time.









Pride Points: Dean of Student Office

- Cares Notes (September 15, 2024-6/3/2025):
 - 862 Cares Cases supporting 895 unique students
 - October, January, and April are the highest case months
 - 74 conduct cases involving 87 students
 - 36+ cases dealing with Academic Dishonesty/Plagiarism (vast majority related to AI usage)
- Food Pantry
 - 2,582 visits by 551 unique students
 - Statements made by food pantry users:
 - "It helped supplement food costs so that I could more easily pay bills/otherwise use my limited funds more flexibly."
 - "It's a very nice resource for poor college students who are hungry. I personally try to get milk whenever I go but other than that I'll grab an apple or granola bar to keep me in pursuit throughout the day"



Pride Points: Disability Resources & UCAM

- 69 DR Graduates
- 7 UCAM Graduates
- 30 incoming 1st-year students already engaging with DR and/or UCAM
- 40 students attended Dr.
 Sami Schalk





Pride Points: La Clinica Student Health & Wellness Center

September 23, 2024- May 30, 2025

- Services:
 - Behavioral Health: 207 students have had 755 visits (2023-2024: 306 students; 1,642 visits)
 - Medical: 683 students have had 1499 visits (2023-2024: 955 students; 2,310 visits)
 - All Services: 774 students have had 2,266 Visits
- Insurance Type:
 - Commercial 63%, Medicaid 22%, Self-pay 13%, Medicare 2%





Pride Points: Success at Southern-TRIO

• 51 students graduating

TRIO Facts for 24-25

- 135 First Gen.
- 128 Low Income/limited income
- 60 Students with Disabilities
- 20 First Year
- 25 Sophomores
- 45 Juniors
- 84 Seniors

- 74 Started in SOU TRIO this year
- 119 Continuing SOU TRIO students
- 102 TRIO students have 3.50 or above SOU GPA
- 152 TRIO students have a 3.00 or above SOU GPA





Veteran Resource Center

- 16 student veterans are graduating this year
- For 2024-25 School Year to date the VRC provided
 1318 in person service encounters, providing services to
 147 students
- VA conducted a compliance survey May 20th. The VA conducts these surveys with institutions to ensure accurate and timely reporting of VA Benefits for our students. Special thanks to Admissions, Registrar, and Financial Aid for their support in providing many of the necessary documents that were under review by the VA.









Veterans Memorial Park Clean Up in Medford Partnership with Medford Parks and Rec for Memorial Day Weekend

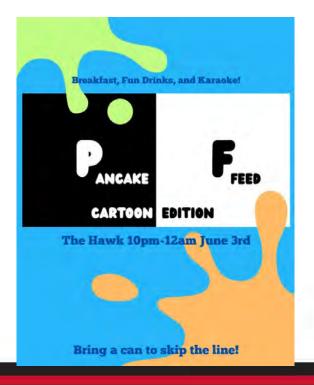


University Housing

- Over 1,000 rooms will be prepped between June 14-June 23 for Summer Conference Season
 - 10 groups (~500 guests) for June (\$90K-100K in revenue)
 - 25 groups (~1550 guests) for July-October
- 43 Programs & Events offered in Spring 2025 (~450 students attended)











Fall 2025 Orientation September 19-23





Confidence & Belonging

-Feel welcomed & know what's ahead

Logistics & Administration

-Parking, policies, payments Academic Preparedness

> -Academic support resources

> > Campus Navigation

-Where to find what

College Orientation: Setting the Stage for Success

> Social Integration

-Make new friends

Personal & Emotional Support

-You are not alone



Friday, September 19, 2025 WELCOME HOME!

9AM-5PM: The moment is finally here—Move-In Day! Get ready to roll up, unload, and make your space your own as you settle into your new home away from home. Our friendly RAs and move-in crew will be on hand to help, answer questions, and keep the vibes high! Welcome home!

4PM-5PM: Parent Q&A with the Dean of Students: Got questions? The Dean has answers! Join Dr. V for an exclusive Q&A session designed just for parents. This is your chance to get the inside scoop on campus life, academic support, student resources, and everything in between. Come with your questions and leave with peace of mind!

5PM-7:30PM: Recharge & Reset: Orientation Break! You've been busy moving in, meeting new people, and getting settled—now it's time for a well-earned break before the evening's big events! Go to dinner with family or eat in the Hawk with your new friends. Enjoy your break—big fun is coming up at 9pm!

7:30PM-8:30PM: Housing Building Meetings Get to know your roommates, neighbors, and awesome RA while learning everything you need to make the most of dorm life. Expect helpful tips on living your best life in the halls, and the inside scoop on hall events, resources, and must-know policies (don't worry, we'll keep it quick!). This is where the college adventure truly begins! See you there!





Saturday, September 20, 2025 WELCOME TO THE RAIDER FAMILY

11AM-1PM Raider Rally Tailgate — The Ultimate Kickoff! This isn't just any tailgate—it's your official welcome to the Raider family. Whether you're here for the good eats, great beats, or just to soak up the energy, this is the perfect way to kick off your college experience in true Raider style! So grab your new friends, throw on some school colors, and let's make this tailgate one for the books!

1PM-4PM Game Day — Cheer on Your Team! It's time to suit up in school colors, bring the energy, and experience your first home football game as a Raider! FREE entry for students. Whether you're a football fanatic or just here for the hype,let's pack the stands and show our Raider pride!

4pm-7:30pm Chill Time Before Showtime! After an action-packed day—and an electrifying home football game—it's time to unwind and recharge before the Outdoor Movie Night! Grab dinner with friends and relive the best moments from the game or Check in with family and share your first-day adventures.







CHOOSE YOUR OWN

SUNDAY 9/21/2025 1 P M - 4 P M



DOWNTOWN ASHLAND & LITHIA PARK

Stroll through charming downtown Ashland, check out local shops, grab a coffee, and explore the beautiful trails, creeks, and greenery of Lithia Park.



HIKING ADVENTURE

Get outside and hit the trails! Join a group of fellow adventurers for a scenic hike on one of the area's best local



WILDLIFE IMAGES

you'll get up close with rescued animals while learning about conservation and rehabilitation efforts. Whether you're meeting a playful otter, a majestic raptor, or a curious bear, this experience offers a wild twist to your college adventure.



SU MAKER SPACE

Prefer to stay close? Hang out in our creative Maker Space, where you can craft, build, or design something awesome!

SIGN UP NOW ALL **ADVENTURES ARE FREE**

No matter what you choose, this is your time to unwind, explore, and connect with new friends! Sign up early to secure your spot!



Monday, September 22, 2025 GET YOUR PLAY ON

9:30am-10am 50-yard line photo- Drone Edition! Be part of tradition! Gather with your fellow classmates on the 50-yard line of Raider Stadium for SOU's Annual Class Photo—captured from above by drone! This is your chance to make history, rep your school spirit, and score a FREE SOU T-shirt just for showing up. Don't miss this iconic moment—see you on the field!





Monday, September 22, 2025 GET YOUR PLAY ON

10am-12pm: Think you've got what it takes to conquer SOU's ultimate campus adventure? Get ready to team up, think fast, and race to victory! You and your crew will solve cryptic clues, tackle epic challenges, and uncover hidden spots around campus. It's part scavenger hunt, part obstacle course, and 100% unforgettable. Are you in? Let the race begin!



Monday, September 22, 2025 GET YOUR PLAY ON

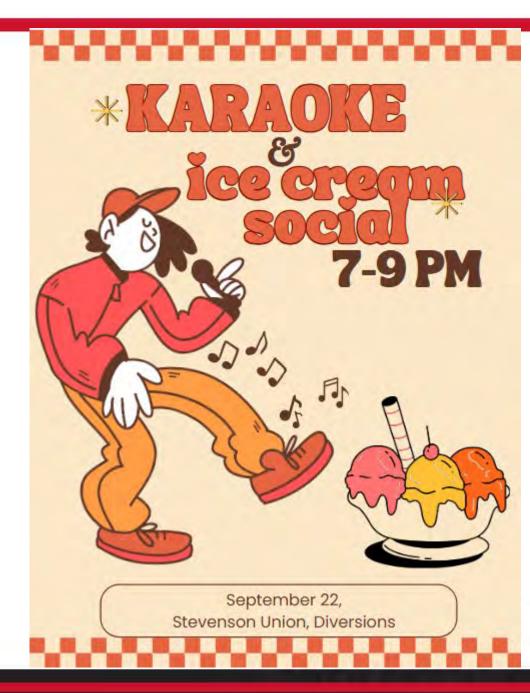
2PM-4PM Find your Class Tour: This guided tour is your chance to explore campus, locate your classrooms, and discover key student hangouts and essential buildings. By the end of the tour, you'll know exactly where to go—so you can start the term confident, stress-free, and ready to own your college experience. Let's get exploring!

2PM-4PM Ride & Navigate: Your Guide to RVTD Want to explore the city without a car? Join us for a hands-on tour of the Rogue Valley Transportation District (RVTD) bus system! Our guides will take you step by step—showing you exactly how to catch the bus, read the schedule, and get to popular spots like Walmart, Target, and Bi-Mart. No guesswork, no stress—just an easy way to gain confidence in public transit while discovering the best places to shop and stock up on essentials. Hop on and let's go!



Monday, September 22, 2025 GET YOUR PLAY ON

Whether you're a karaoke rockstar or just here for the ice cream and sprinkles, this is the perfect chance to meet new friends, show off your vocal chops, and enjoy a sweet night of music, laughter, and (maybe) some off-key singing! So warm up those vocals, load up on toppings, and let's make some sweet memories together!



Tuesday, September 23, 2025 TOTALLY TUBULAR!

9am-12:30pm Step back in time and get ready for Fall term at Southern Oregon University with a blast from the past! 90's Nostalgia is your chance to see how *The Fresh Prince of Bel-Air, Friends*, and *Buffy the Vampire Slayer* can give you the ultimate survival guide for college life. From making new friends to conquering challenges, these iconic shows have the wisdom you need!

Students are encouraged to dress the part and rock their best '90s fashion—think flannel shirts, ripped jeans, Doc Martens, plaid skirts, oversized jerseys, and bold tracksuits. Whether you're going full grunge, sporty chic, or pop princess, the '90s were all about attitude and self-expression

And here's the best part: Just by showing up, you'll get snag some totally rad swag and you can collect all 6 Raider Babies—SOU's own twist on *Beanie Baby Mania!* There are six unique designs to collect, trade, and treasure. Start your collection and join the fun—because once they're gone, they're *totally* gone!



"Could I *be* any more organized? — Time Management Monica Geller-Style"

"Smelly Cat, Smelly Choices: Understanding Substance Use and Peer Pressure"

"From Philly to Bel-Air: Will's Journey to Self-Awareness and Mental Wellness"

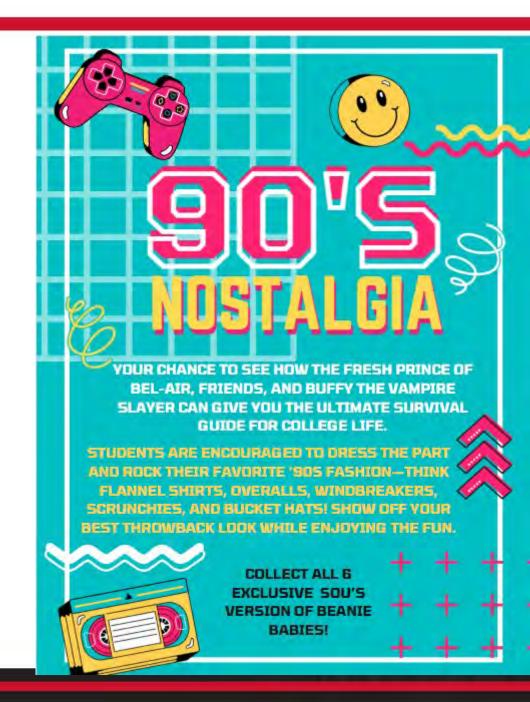
"Dating a Vampire is Complicated: Buffy Sets Boundaries" It Takes a Campus to Raise a Slayer: Collective Academic Culture"

"The Real Monsters: Mental Health Stigma & Supporting Others"

"How to Budget When You're Not a Trust Fund Baby (Sorry, Rachel!)"

"Pivot! Get Involved: Ross and the Gang Try Campus Life"

"It Takes a (Bel-Air) Village: Will & Carlton's Guide to Finding Your People"





Bridge to Chemistry: Student Highlight

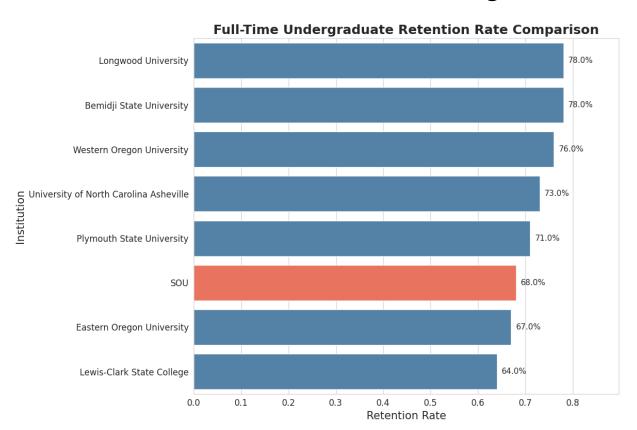


Accreditation Update: Peer Comparators

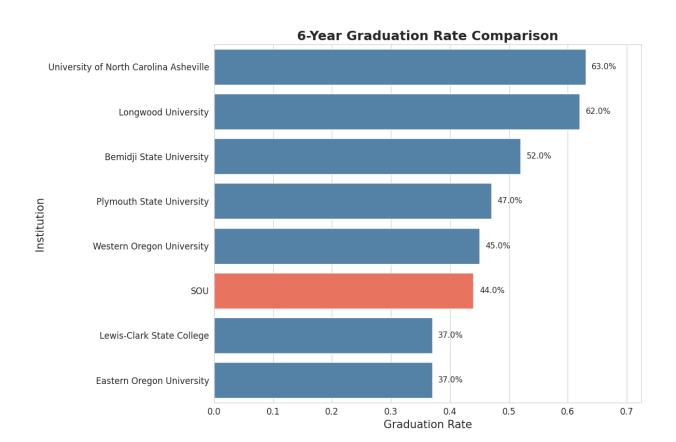
Institution Name	State	F23 UG Enrollment FT UG Retention Ra	ate 6-year grad rate	
SOU	Oregon	2,911	68%	44%
Lewis-Clark State College	Idaho	2,277	64%	37%
Plymouth State University	New Hampshire	3,298	71%	47%
Eastern Oregon University	Oregon	2,201	67%	37%
Longwood University	Virginia	2,957	78%	62%
Bemidji State University	Minnesota	3,120	78%	52%
University of North Carolina Asheville	North Carolina	2,790	73%	63%
Western Oregon University	Oregon	3,211	76%	45%

Shading denotes aspirational schools

Retention-First Time Full-Time Undergraduates



6-Year Graduation Rate





Campus Climate Survey Results

(This section to be updated)



Student Core Information System Replacement Project (CISR) Report

(This section to be updated)



Future Meetings



Adjournment