

**Southern Oregon University  
Board of Trustees**

**RESOLUTION**

**Authorization of Funding for Enrollment Marketing**

Whereas, the Board of Trustees of Southern Oregon University (SOU) established the “University Reserve - BOT Approval Required” (the “Reserve”) on January 16, 2026, to fund essential, revenue-generating projects that demonstrate a clear, measurable financial return on investment (ROI);

Whereas, the university identifies a critical need to build a sustainable enrollment pipeline and achieve measurable enrollment recovery through modern, data-driven recruitment strategies;

Whereas, national data and benchmarks from comparable institutions indicate that a coordinated programmatic marketing approach can lead to a 20 percent increase in applications and a 16 percent lift in enrollment;

Whereas, the proposed Undergraduate Programmatic Marketing initiative has a projected potential return of \$2.25M in additional net tuition revenue by FY29, meeting the Board’s requirement for a clear value hypothesis and a measurable ROI; and

Whereas, the university administration has presented a three-year investment plan that aligns with the Board’s directive to ensure repayment of any loan from the stabilize and and prior directives to grow enrollment; Now therefore,

Be it resolved, the Board hereby approves the Strategic Enrollment Marketing Investment as an essential, revenue-generating project.

**Authorization of Funding:** The Board authorizes a programmatic marketing investment of \$900,000 to be drawn from the Reserve over a three-year period as follows:

- **Year 1:** \$300,000
- **Year 2:** \$300,000
- **Year 3:** \$300,000

**Scope of Work:** These funds shall be used for vendor engagement, fulfillment of a campaign plan including strategy, creative development, predictive modeling, target audience identification, ongoing optimization, printing, postage, and media buys.

**Repayment Schedule:** To ensure the Reserve remains a revolving source of capital, the university shall reimburse the Reserve according to the following schedule based on projected tuition revenue:

## RESOLUTION

### Authorization of Funding for Enrollment Marketing (Continued)

- **FY29:** Partial repayment
- **FY30:** Partial repayment
- **FY31:** Final repayment to ensure full reimbursement of the \$900,000 principal.

**Oversight and Reporting:** In accordance with provisions of the Reserve's governance, the President or their designee shall provide quarterly reports to the Finance and Administration Committee. These reports must include:

- Quantitative measures of success, such as application growth and enrollment lift;
- The financial performance of the project relative to the projected \$2.25M net tuition revenue; and
- An update on the integration with the SOU web redesign and other mitigation strategies.

Vote:

Bailey	Non- Voting
Barry	Absent
Chavez	Yes
Clough	Yes
Everson	Yes
Fuentes	Yes
Harwood	Yes
King	Yes
Medina (Kruger)	Yes
Lee	Yes
Santos	Yes
Schepmann	Yes
Shelby	Yes
Stephenson	Yes
Thalden	Yes

Date: February 2, 2026

Recorded by,



Sabrina Prud'homme  
University Board Secretary