

## WOU Domestic Undergraduate Recruitment Plan 2017-20

***Highest priority is to recruit, enroll and graduate freshmen and transfer students from Oregon.***

Priority Level	Geographic	Demographic	Academic
Highest	Willamette Valley	All, additional emphasis on HECC student priority areas <sup>1</sup> plus first generation students	Community college and high school Partnerships; HECC majors <sup>2</sup>
High	Rest of Oregon, California, Hawaii and Washington	High ability students Transfer students from out-of-state	Unique majors: ASL, Creative Arts, Criminal Justice, Gerontology and Pre-nursing,
Moderate	Rest of WUE states		Popular Majors
Emerging	Colorado and Texas	Sophomore and Juniors	Interdisciplinary

<sup>1</sup> Underserved minorities, Low Income, Rural and Veterans

<sup>2</sup> STEM, Health Sciences, and Bilingual Teachers

### Recruitment Initiatives

#### **Outreach and recruitment**

##### School visits:

- All Oregon high schools
  - Willamette Valley high schools multiple visits per year
  - Salem and Central high schools monthly visits
  - Target and partner schools with regular visits
- Community Colleges
  - Chemeketa—Strength partnership in academic pipelines, advising, and admissions
  - Dual enrollment with additional community colleges
  - Articulation agreements
  - California—Transfer Admission Guarantees
  - Transfer Degree acceptance: Oregon, Washington, California, Hawaii and select FL schools (ASL)
  - Discipline specific collaborations (Computer Science and Criminal Justice)
  - Monthly or quarterly visits to key Oregon community colleges

##### Events

- Cesar E Chavez Leadership Conference
- Creative Arts Day
- Criminal Justice Day
- Preview Days
- SOARS

## Partnerships

- Bilingual Teacher Scholars Program (Corvallis, Chemeketa, Hillsboro, Salem and Woodburn)
- Dual Enrollment (Chemeketa)
- Latino Advisory Board (Salem and Woodburn)
- Willamette Promise (mid-Willamette Valley to Astoria)
- WOU Project (Albany and Salem)

## **Affordability and value**

- Fee Remissions (university scholarships)
- Net Price Calculator
- Textbook Rental Program
- Western Tuition Promise
- Western Undergraduate Exchange
- Information on the value of the WOU degree

## **Marketing—focus on increasing exposure and awareness**

- Athletic Events
- CRM communications management system
- Digital advertising
  - Naviance name matching (25% of new freshmen fall 2015)
- Direct Mail
- Opportunistic ad buys

## **Key steps**

1. Increasing student and family awareness of WOU
2. Strengthen student connection to WOU
  - a. Campus Visit including Preview Days
  - b. Communication with WOU student, faculty or staff (average student receives 20+ emails, 5 mailings, customized micro web-site, customized video and 3 phone calls)
  - c. Application to WOU
  - d. Admissions
  - e. Financial Aid and Housing application
  - f. Strengthen connection and bond
  - g. Participation in SOAR (9 SOARS each year)
  - h. Attend New Student Week
  - i. Connect with faculty member in first two weeks of classes

## **Next Steps/opportunities**

1. Emerging technologies such as geo-fencing and re-targeting
  - a. Salem includes degree completion, adult learners, and collaborations with Chemeketa