

Eastern Oregon University



Progress and Priorities



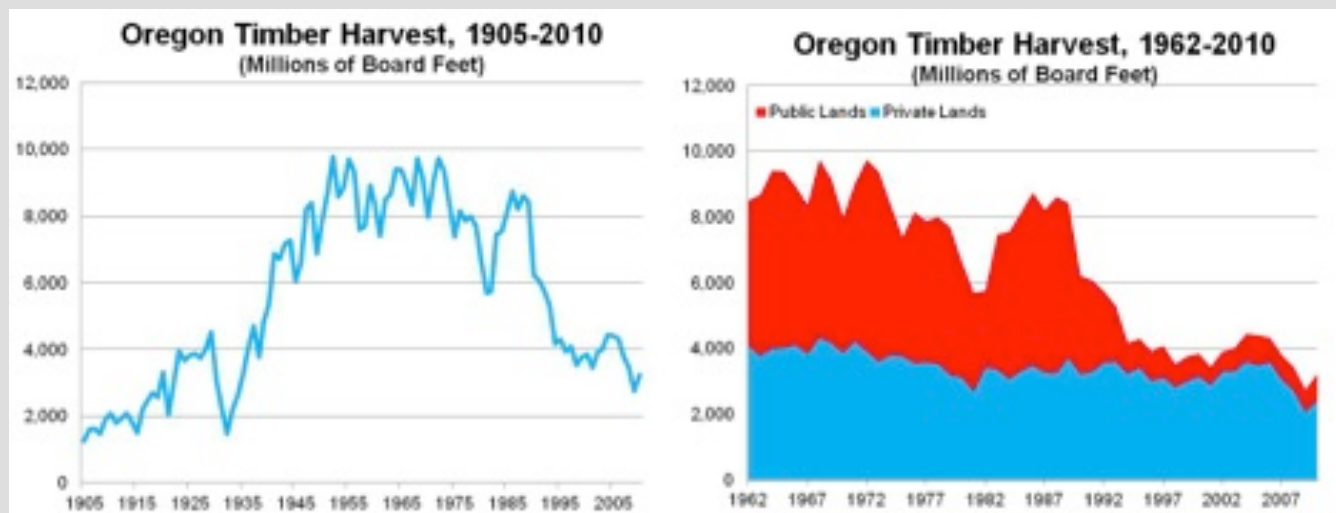
Challenges

- Low morale on campus
- Increasing competition from other universities
 - EOU was leader in distance education
- Low state funding
- Enrollment declining
- Lack of reserves and investment capital
- Declining populations in region
 - Difficult for economic development initiatives
- Changing demographics
 - Latino populations growing rapidly:
 - Malheur = 51%
 - Morrow = 52%
 - Umatilla = 38%
 - 16 eastern counties = 23%



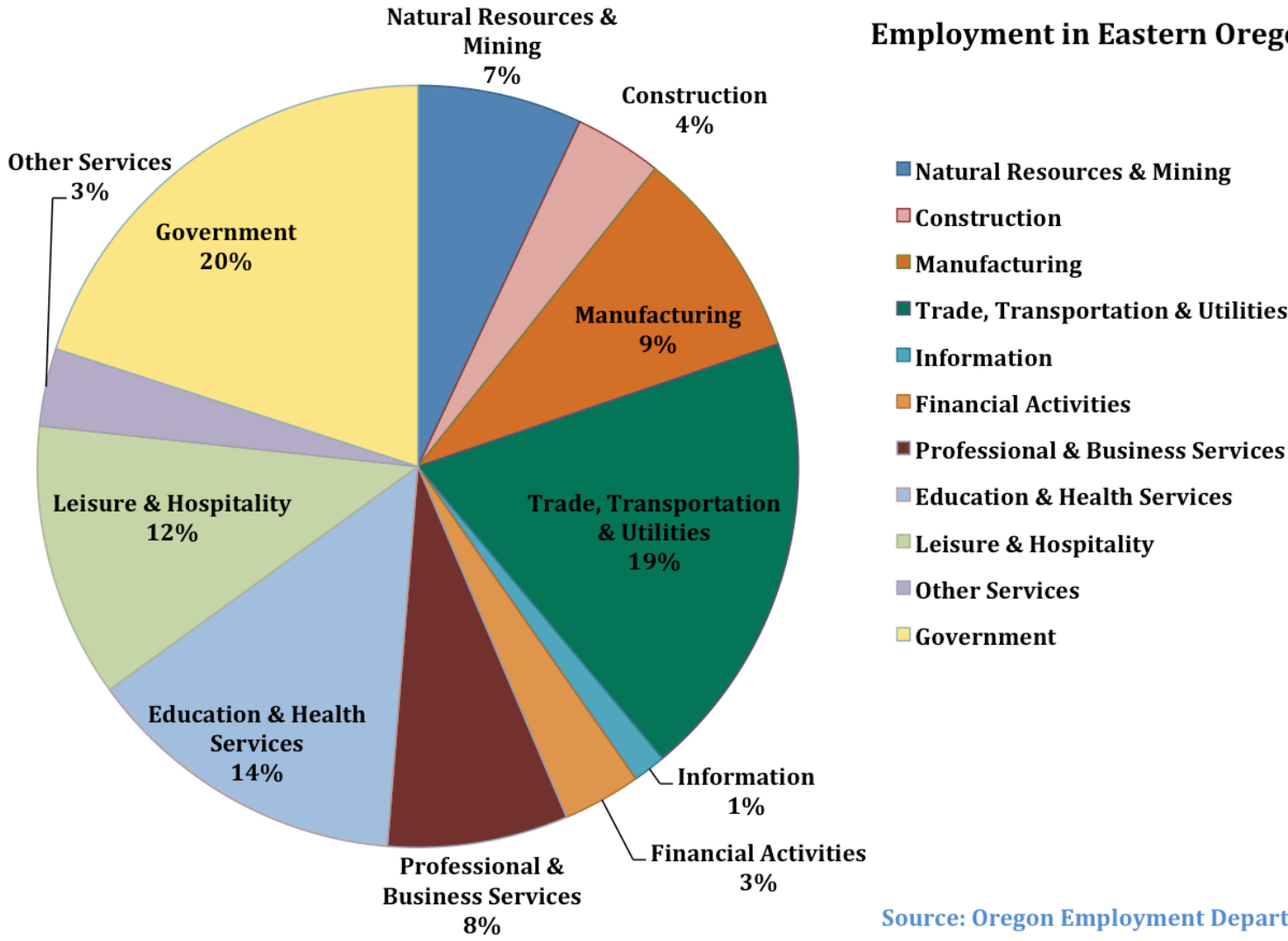
Challenges (cont.)

- Low incomes in region and student body mean students need support:
 - Financial
 - Academic
 - Other
- Lack of good paying jobs to retain graduates in the region
- Curriculum not well suited to the region's needs





Employment in Eastern Oregon



Source: Oregon Employment Department



Opportunities

- Dedicated employees and a supportive region
- Greater outreach and service to Latino community
 - Hiring more Latino employees
 - Men's soccer
- Improved distance education options
- Curriculum aligned with the needs of the region
 - Computer science
 - Spanish
 - Health professions
 - Natural Resources
 - Agriculture
- Service to the region
 - Vibrant regional centers
 - Rural Studies Center
 - Internships
 - Regional Solutions and other supportive entities
 - Other – Rails with Trails as an example



Financial Sustainability

- Sustainability Plan management
 - Ensuring we are living within our budget.
- Investing to move forward
 - Computer Science
 - Admissions recruiters – outreach to Latino communities
 - Webmaster
 - Career Center
 - Coordinating and integrating the work of our regional centers
 - Updating and expanding our web-based offerings
 - Men's soccer
 - Increase online tuition
- Working Smarter
 - Allowing people to do their jobs and drive new ideas
 - Delegation of authority and responsibility coupled with accountability for results
 - Data driven decision-making



Enrollment Growth

- All day, every day
 - Daily enrollment reports distributed to campus
 - Enrollment goals and incentives to be established
- Recruitment and retention is everyone's job
- Eastern Promise – promoting a college going culture
 - Eagle Cap College?
- On campus: Grow to 2,000 for improved student life and activities
- Online/Onsite: regional centers – 61% of EOU's enrollment is now on-line
- Target populations
 - Boise/Ontario, Hermiston/Tri-Cities
 - Hispanic students, Native American students



The Eastern Value

— creating a buzz about EOU in the marketplace —

- EOU will guarantee tuition and graduation:
 - Tuition rates
 - You graduate in four, three or two years
 - Help with financial aid
 - Provide career counseling to help get a job
- Students will:
 - Take required number of classes each term
 - Maintain an acceptable GPA
 - Agree to give back to the Foundation
 - Help recruit and retain students
- Fall 2015 start



Economic Development

- Updating our curriculum to serve regional workforce needs
 - Health professions and sciences?
 - Natural Resources?
 - Agriculture?
 - Other
- Regional Solutions
 - Bring EOU, state, region, businesses & others together
 - Internships
 - Coordinated through Regional Solutions Office at EOU
 - Rails with Trails & others
 - Rural Studies Center
 - Connect faculty research, students, regional organizations together.



Governance - The EOU Board

- Local control
 - The opportunity to directly lead EOU's future
 - Retaining a focus on the region's needs
- Local board members
 - From this region
 - Major constituencies – Latino, Native American, cities
 - Important because this is where EOU lives.
- Leadership, vision continuity
 - Board focused only on EOU
 - History and connections to the region and the school
 - Continuity as university leadership changes

Thank you
Questions?

