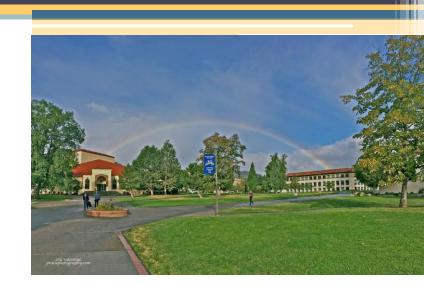
## Eastern Oregon University Legislative Update

House Higher Education May 13, 2015







#### **Universities Pre-Senate Bill 270**

- A system vs. a local board issues of accountability and familiarity – for a system:
  - Audits \$3.0 billion enterprise materiality levels exclude many small university transactions
  - Hire and fire presidents 7 of them limited accountability
  - Limited familiarity with the:
    - Institution,
    - Region, and
    - Key personnel
  - Acceptable, but not focused or specific to any one institution or region



#### **Universities Post Senate Bill 270**

- A stand alone university:
  - Audit materiality levels \$50 million enterprise much more germane with increased scrutiny
  - Intense accountability
  - Enhanced stewardship
  - Awesome advocacy
  - Critical connections to the region
  - Issues:
    - Cost of governance change
    - Care and feeding a Board
  - More effective governance model



## **Eastern Oregon University**

- Situation analysis
  - Stable leadership is key
- SWOT analysis
- Reductions and realignments
- New investments
- Aligning the curricula with the needs of the region
- Eastern Promise
- Eastern Advantage





## **Strengths**

- EOU is affordable and offers the lowest tuition of any public university in Oregon;
- EOU has a diverse, multi-modal educational delivery (oncampus, on-line and on-site) system, thus allowing it to extend its reach to place-bound populations or deliver its programs on community college campuses and in markets where there is a need or demand;
- EOU offers small classes and more personalized attention for its students; many of whom are low-income, under-served or under-represented; and
- EOU as one of the only public four year universities on the east side of the State enjoys strong regional and alumni support.



#### Weaknesses

- EOU's leadership is changing (again)
- EOU is located in remote location in a region experiencing population decline and significant demographic changes;
- EOU's programs are in need of re-alignment with the economic and employment needs of region;
- The eastern Oregon region's economy has not fully rebounded from the recession and continues to experience many challenges for its natural resource based economy/jobs and limited potential for industrial growth;
- EOU's institutional reserves and funds for scholarships are insufficient to provide a satisfactory buffer against unforeseen events and to more fully assist its low income population to afford an education.



## **Opportunities**

- Given the weaknesses outlined above, EOU has multiple opportunities to implement programmatic efforts to grow enrollments (curricular and co-curricular);
- The growing Latino populations in the region can be a great source for new students;
- The new governance model provides EOU with a more robust leadership and advocacy structure than the current state system of higher education;
- EOU is well positioned to assist in forging a new economy for Eastern Oregon and helping communities cope with this changing environment.



#### **Threats**

- The improving economy results in more students seeking jobs/stopping out in the short-run
- The State funding situation in Oregon continues to be unstable and inadequate to provide a robust funding source forcing institutions to increasingly rely on tuition;
- Increasing competition among higher education providers offering multiple modes of instruction means the higher education marketplace is saturated with numerous choices for students; and
- The cost of the new governance model and shared services will continue to tax the institution's ability to fully fund its infrastructure.



## Reductions and Realignments

- \$4.0M recurring budget reductions
- Re-aligned faculty workloads
- New systems to track faculty release time
- Greater attention to course scheduling and planning for improved retention and graduation
- Improved advising systems
- New budget control systems
- Projecting to end the year in the black with increasing reserves





#### **New Investments**

- Webmaster
- Career Center
- Child Development Center
- New enrollment management crew, including a new admissions director and many staff that speak Spanish
- Men's soccer
- Increased fee remissions to assist our low-income students
- Contracted bookstore operations guaranteed return to EOU
- New contract for food service featuring healthier, locally sourced foods
- Center for Rural Studies utilizing our faculty members' talents to assist rural communities





# Aligning the Curriculum with the Needs of the Region

- Currently in process/considering:
  - Bachelors of Applied Science in Business Management
  - Bachelors of Applied Science in Laboratory Technology
  - BS/BA Emergency Medical Services Administration Program
  - Career and Technical Education
  - Education Dual Language Education and Bilingual Education
  - Masters in Counseling
  - Natural Resources
  - Nursing—Certified Nursing Assistant (CNA)
  - Outdoor Adventure Leadership
  - Post-Bac Certificate in Accounting
  - Public Administration
  - Spanish





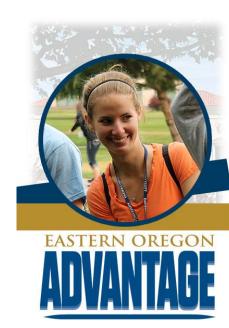
#### **Eastern Promise**

- Partnership with BMCC, TVCC, Intermountain ESD and Malhuer ESD
- Features:
  - programs to get fifth graders to visit campuses during the school year and spend one week each summer on a college campus,
  - working with ninth graders to create an educational plan based on career interests, and
  - low cost precollege credits for upper division high school students.
- One of the primary objectives of this program is to give high school students the confidence that they can be successful in college classes.
- Recent studies by Education NW and EcoNW show:
  - improved attendance
  - 100% high school graduation
  - 8% increase in college-going rates
  - great return on the State's investment



### Eastern Advantage

- Four year tuition guarantee coupled with a four-year graduation guarantee
  - With enhanced financial aid counseling and assistance finding a job



- Students must enroll in and complete required courses with satisfactory grades
- Expectation for graduates to give back to the institution upon finding a job

We have had some problems
We are making changes
EOU is key to the future of
Eastern Oregon





Thank you Questions?