

Eastern Oregon University Legislative Update

House Higher Education
May 13, 2015



EASTERN OREGON
UNIVERSITY





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 (on-campus, 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 Realignment

- \$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



Attend EOU!



My.EOU Portal



EOU News



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



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Thank you
Questions?