Oregon Tech & Direct Admission

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Director of Admissions

Oregon Institute of Technology

Oregon TECH
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Oregon Tech Direct Admission Pilot

- Feb 23 OT began a DA pilot with Niche
- Ran last half of FA23 cycle
- Will run entire FA24 cycle

Oregon TECH
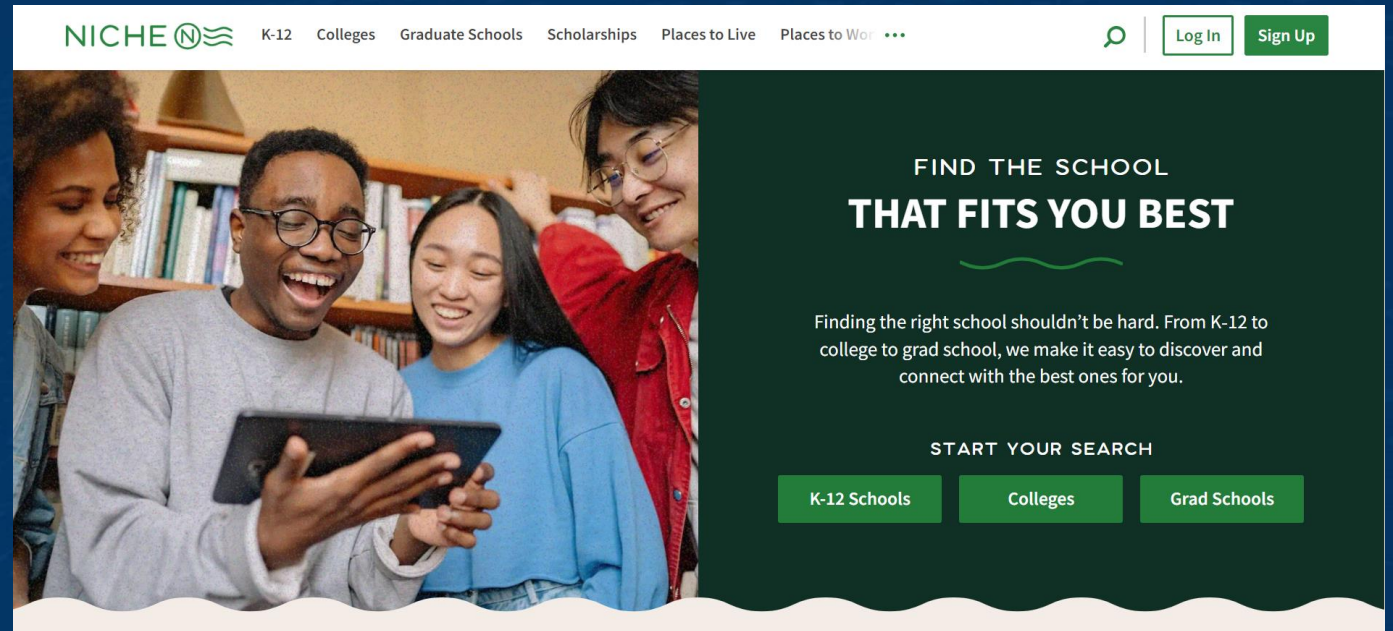Oregon Institute of Technology

NICHE®

What is Niche?

- Top college search site
- Free for students to use
- Strengths in marketing & recruitment outreach
- 50 million users last year

Why Partner for Direct Admission?

- Existing database

- Existing DA infrastructure including data sharing & logistics management

- Marketing & communication support

Implementation Timeline

1/3/23 Contract signed

2/14/23 Launched
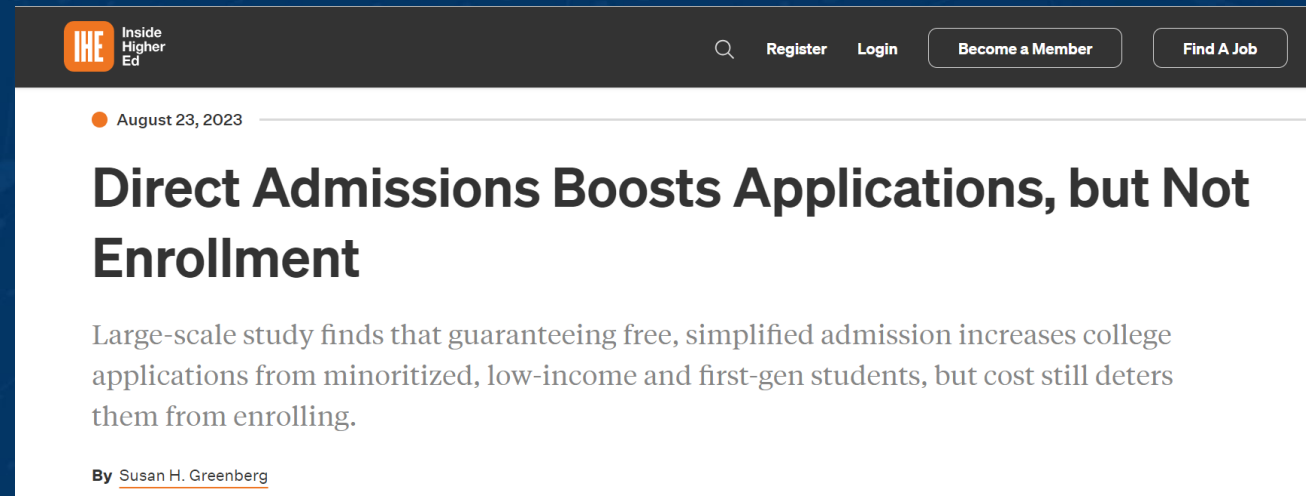
2/16/23 1st DA Admit

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Outcomes

- Fall 2023
  - 119 admits
  - 3 enrolled
  - Higher underrepresented student applications
- Fall 2024
  - 207 admits (26%)

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Looking Ahead

- Track & analyze enrollments from Niche DA
- Expand Oregonians on Niche to expand DA reach
  - Potential partnered campaign with Niche
- DA pilot with Common App
- Provide resources & support in DA
- Expanding funding & aid

IHE Inside Higher Ed

🔍 Register   Login   Become a Member   Find A Job

● August 23, 2023

Direct Admissions Boosts Applications, but Not Enrollment

Large-scale study finds that guaranteeing free, simplified admission increases college applications from minoritized, low-income and first-gen students, but cost still deters them from enrolling.

By Susan H. Greenberg

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