

Oregon Tech & Direct Admission

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Director of Admissions

Oregon Institute of Technology

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

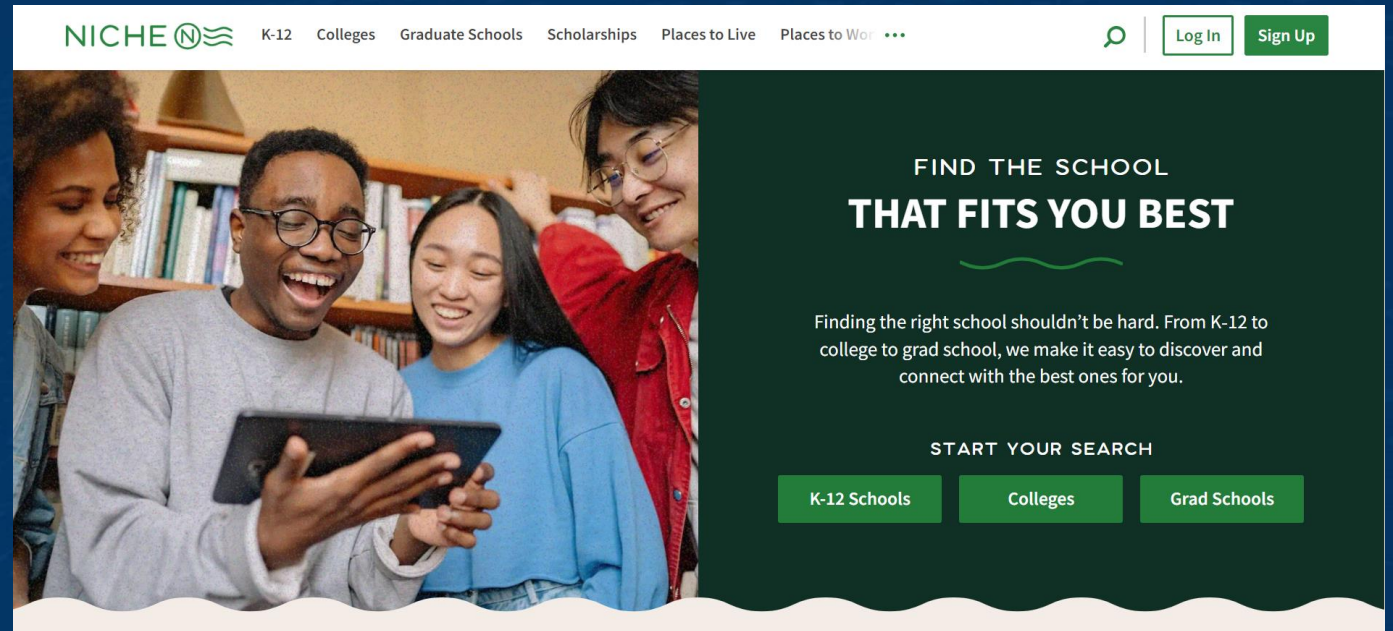
NICHE® 

Oregon **TECH**

Oregon Institute of Technology

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


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Be an Owl


Congratulations on your acceptance!

Welcome to Oregon Tech!

Congratulations on your acceptance to Oregon Tech! We are thrilled to offer you direct admission through our partnership with Niche. We know you have what it takes to be a successful member of our university community. At Oregon Tech, you'll gain the knowledge and skills that make our grads the highest paid in the state, build meaningful relationships with friends and professors, and shine as an Oregon Tech Owl.



Oregon TECH
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Implementation Timeline



1/3/23 Contract signed



2/14/23 Launched



2/16/23 1st DA Admit

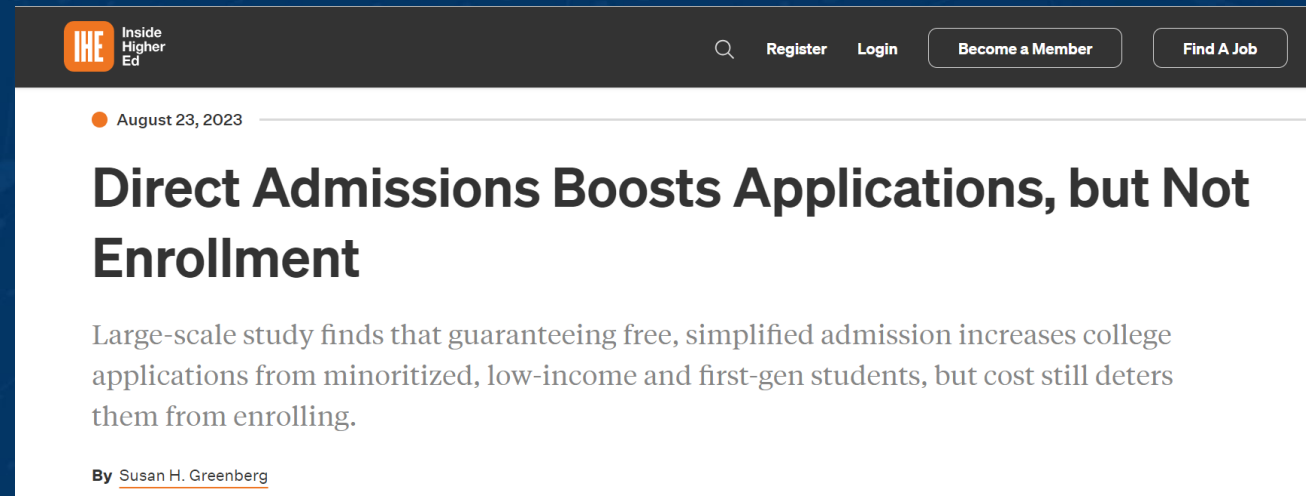
Outcomes

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



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



The screenshot shows the top portion of a web article. At the top left is the logo for 'IHE Inside Higher Ed'. To the right of the logo are navigation links: a search icon, 'Register', 'Login', 'Become a Member', and 'Find A Job'. Below the navigation bar, the date 'August 23, 2023' is displayed. The main headline reads 'Direct Admissions Boosts Applications, but Not Enrollment'. Below the headline is a short paragraph: '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.' At the bottom left of the article preview, it says 'By Susan H. Greenberg'.



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