Orientation: the final recruitment event

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PREMISES:

• Recruitment doesn’t end at the point of deposit; and

• Retention begins at the point of admission.
STUDENT LIFE CYCLE
Admissions Parameters Committee

• Admissions
  • Top Scholar Recruitment
  • Multicultural Recruitment
• Financial Aid and Scholarships
• Orientation Programs
• Enrollment Research
• Strategic Communications
Centralized approach:

• Yield discussions
• Open house events
• Off-site admitted student receptions
• Strategic Communications
  • CRM messages
  • Social media campaigns
• Orientation is a process not a program

• Orientation begins at point of deposit/commitment: May 1

• Pieces of orientation are part of an overall melt reduction plan (the rest is academic)
Prospects

Applicants

Admits

Deposits

Enrollees

Matriculants
Why does melt reduction matter at the UO?
• Nearly 20% of new students pay deposits at multiple institutions and attend multiple orientation programs.*

• Top students have more choices.

From 2014 CIRP survey conducted at IntroDUCKtion.
Our Plan:

- Begins on national intent to register day
- Supports recruitment goals and objectives
- Reflects consistent messaging/marketing students have already seen
- Infuses orientation objectives:
  - A sense of belonging
  - Feeling of student success
- Includes parents and family
- Involves other departments and campus auxiliaries
- Creates strong attachment
In our first full year, we reduced “summer melt” by 2%.
Questions, answers and discussion