

A GOLDEN YEAR



Enrollment Management | 2012 Annual Report



UNIVERSITY OF OREGON



English Gardner passes the baton to Lauryn Newsom in the 4 x 100 meter relay at the Oregon Twilight meet in May 2012.

On the cover

The world's greatest athlete Ashton Eaton, a 2010 University of Oregon graduate from Bend, celebrates his gold medal in the decathlon at the London Olympics this year. Eaton set a world record in the decathlon at the Olympic Trials in Eugene, running the fastest 100 meters ever recorded in the decathlon and setting a world record for the long jump.

Welcome



This past June, the nation's best track and field athletes gathered at the University of Oregon's historic Hayward Field for the U.S. Olympic Trials. More than 20,000 fans from around the country—and media from around the world—flocked to our one-of-a-kind stadium to watch dozens of amazing athletes strive for a golden opportunity: to represent the United States at the London Games.

Fans in the stands at TrackTown 2012, along with millions of television viewers, thrilled as American records were set and stars such as sprinter Sanya Richards-Ross qualified for London. The entire experience was exhilarating, but the best moment for me was watching our Ducks compete—and we had many in the competition.

Oregon's track and field program is world renowned, boasting athletes whose names are recognized all over the globe. In fact, the list of proud Ducks includes such legends as distance runner Steve Prefontaine, marathoner Alberto Salazar, discus thrower Mac Wilkens, and UO miler Phil Knight, who later cofounded Nike.

This summer, another Duck's name was etched on that list of immortals, and it was a thrill to watch. Ashton Eaton, an Oregon native and UO alumnus, set a world record in the decathlon at the trials. Two months later, he went to London and won the gold medal in that grueling, two-day competition.

Truly, Ashton's trip to the Olympic podium was a golden moment—the high point of a record-setting summer that began right here in Eugene.

Obviously, we don't keep world records for enrollment, and NBC doesn't cover higher education on a scale that is anything close to Olympian. Still, in our own way, we in Enrollment Management (EM) enjoyed a gold medal year in 2012.

“Total enrollment at the University of Oregon has never been higher, and our incoming students are better prepared than ever. What makes me most proud, though, is our record-setting effort to build a diverse student body.”

Roger J. Thompson,
Vice President for
Enrollment Management

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A Golden Year

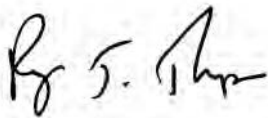
Total enrollment at the University of Oregon has never been higher, and our incoming students are better prepared than ever. What makes me most proud, though, is our record-setting effort to build a diverse student body. Whether one measures diversity by socioeconomic status or ethnicity, the University of Oregon has never been more diverse. Twenty-five percent of this year's freshmen are from traditionally under-represented populations, and another 10 percent are from other countries.

This report highlights the accomplishments of the entire EM team in this golden year. Our organization set new marks for efficiency and served record numbers of students. We implemented new technology and processes and launched new initiatives to better serve students, parents, faculty, staff, alumni, government officials, community members, and friends of the university.

Reflecting on this past year, I'm reminded again of Ashton Eaton's achievements. In winning the Olympic decathlon, he demonstrated a breadth of skills and embodied the commitment to excel at the highest level. His medal-winning traits—preparation, organization, dedication, tenacity—are the same characteristics demonstrated by our EM team.

As we move forward from this record-setting year, we in Enrollment Management know that our efforts won't grab headlines or win medals. But we'll continue to strive for excellence because we have our own gold standard: unparalleled service to the University of Oregon and the students who make it great.

Sincerely,



Dr. Roger J. Thompson
Vice President for
Enrollment Management
University of Oregon





25%

of the UO's new class are from traditionally underrepresented populations.



10%

of this year's freshmen are international students.

Student Profile

A row of shiny brass tubas is lined up on a green field. The tubas are highly reflective, showing distorted reflections of the sky and trees. The background features a line of green trees under a cloudy sky. The overall scene is bright and outdoors.

“The University of Oregon’s newest student scholars—an increasingly diverse mix of cultures, socioeconomic backgrounds, and international locales—are changing the intellectual and cultural conversation on campus. We’re making a difference in Oregon and around the globe”

President Michael Gottfredson

INCOMING CLASS IS GREEN AND SOLID GOLD

Another Record-Setting Group

For most Olympic athletes, a record-setting, gold-medal performance is a unique experience—a once-in-a-lifetime thrill. After all, reaching the pinnacle is one thing; sustaining excellence, and steadily *improving* on that level of excellence, that is quite another.

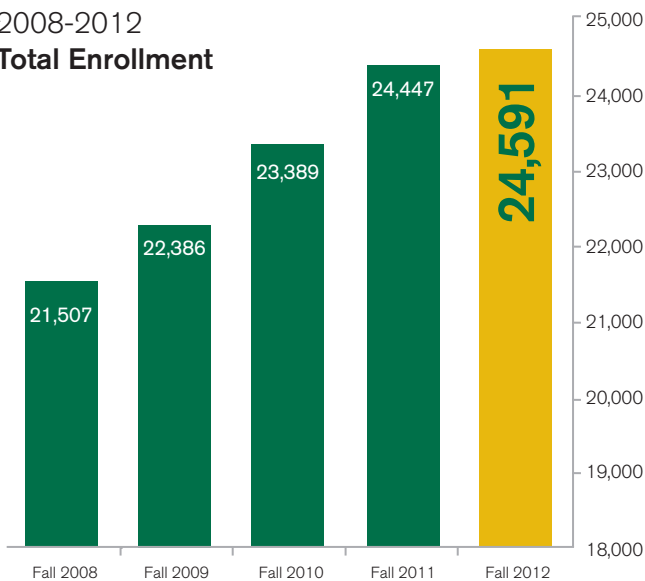
And yet, meeting a constantly rising standard—continually raising the bar and then clearing it, if you prefer a phrase that resonates with the high-jumping decathlete Ashton Eaton—that is exactly what the UO has done for years.

Each year, UO enrollment is more impressive than the previous year—more numerous, better prepared academically, more diverse. This year's flock of Ducks is certainly no exception, as the facts show:

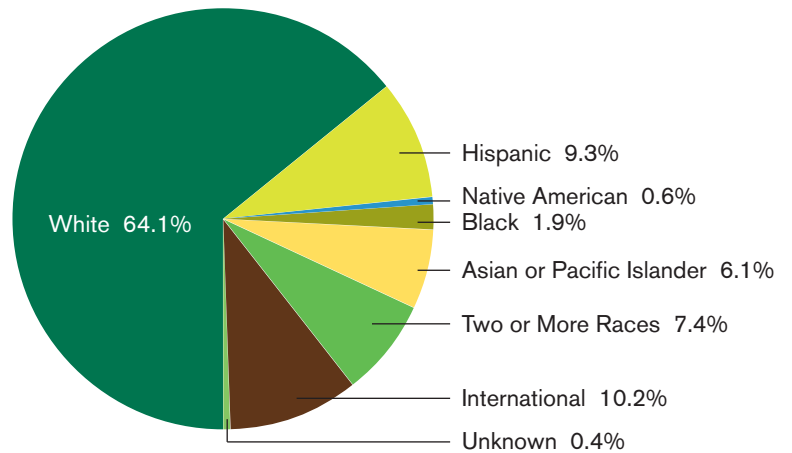
- This year marked an all-time high in the number of enrolled students: 24,591.
- International enrollment also hit a record high: 2,551—more than 500 students over the level reached in Fall 2011. International students now account for 10.4 percent of the university's total enrollment.

- This year, one in four freshmen (25.3 percent) was a student from a traditionally underrepresented population. This continues a steady trend toward diversity, as underrepresented students made up 23.2 percent of freshmen in 2011 and 21.9 percent in 2010. The number of underrepresented students in the incoming class surpasses the diversity of the State of Oregon.

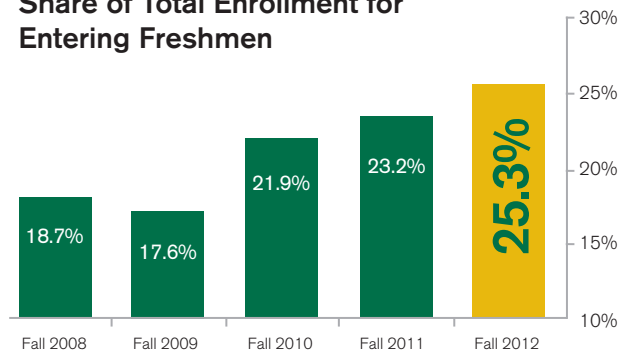
2008-2012
Total Enrollment



Fall 2012
Entering Freshmen Racial and Ethnic Diversity



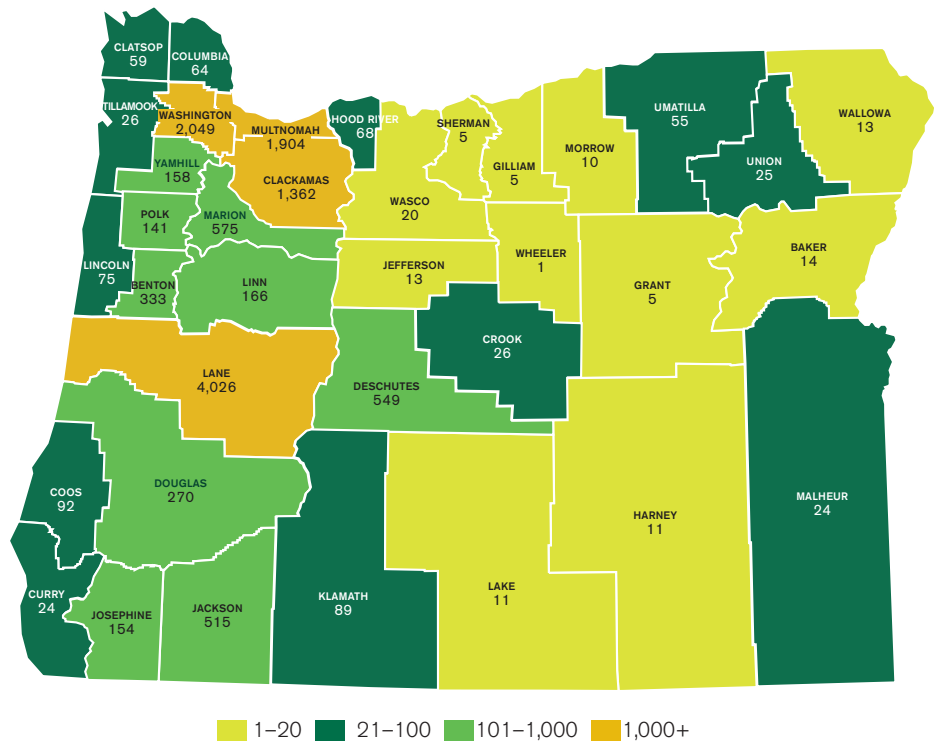
2008-2012
Underrepresented Students Share of Total Enrollment for Entering Freshmen



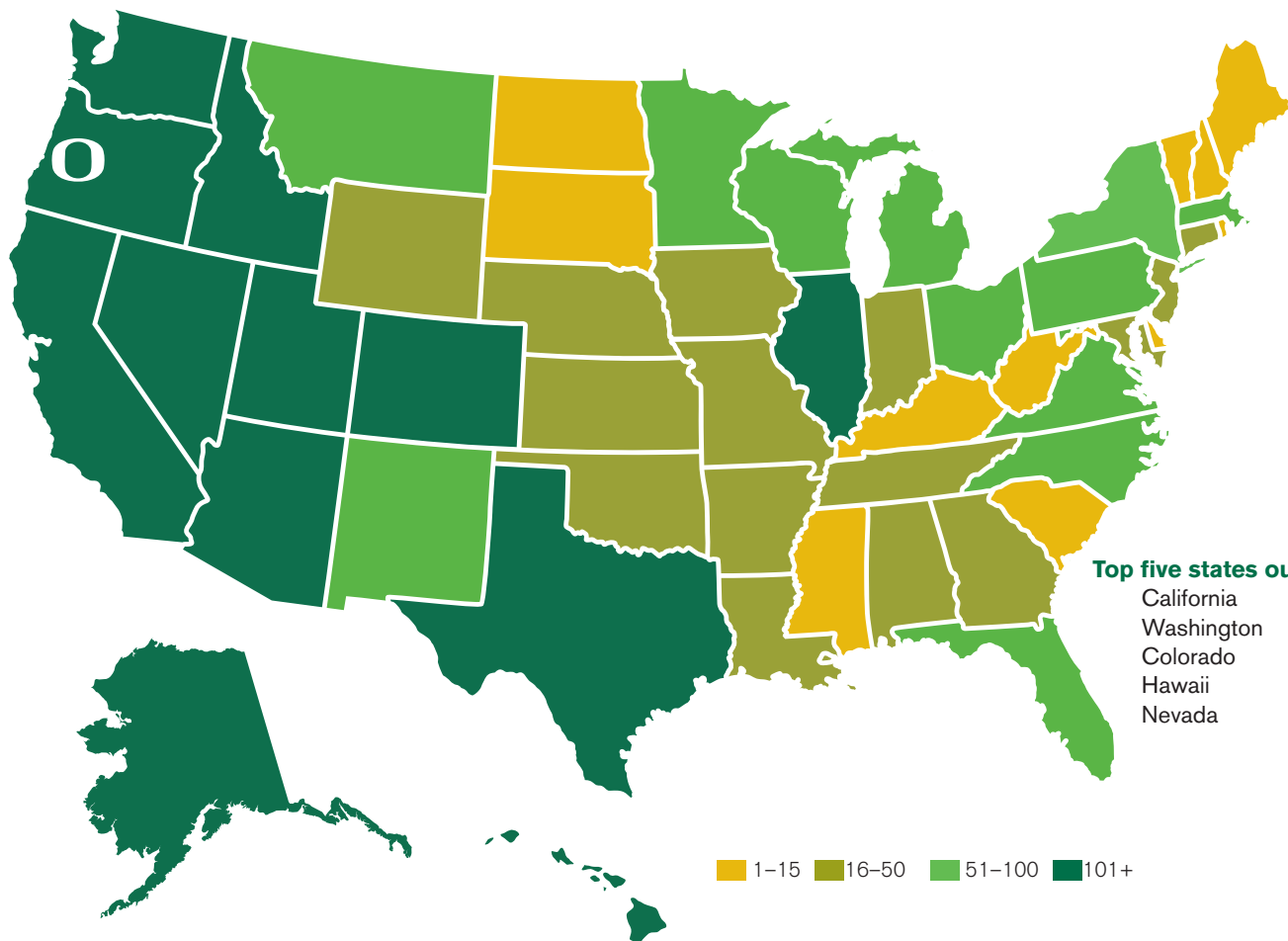
Ducks Flock from Every Oregon County

Top four Oregon counties

Lane	4,026
Washington	2,049
Multnomah	1,904
Clackamas	1,362



Ducks Fly in from Every State



Top five states outside Oregon

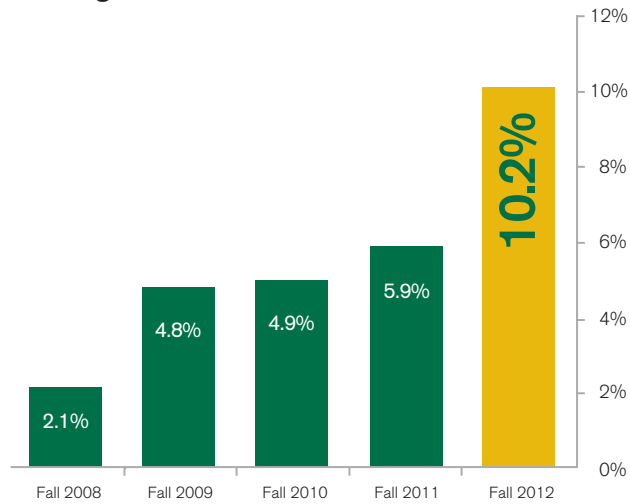
California	4,780
Washington	979
Colorado	316
Hawaii	263
Nevada	189

1-15 16-50 51-100 101+

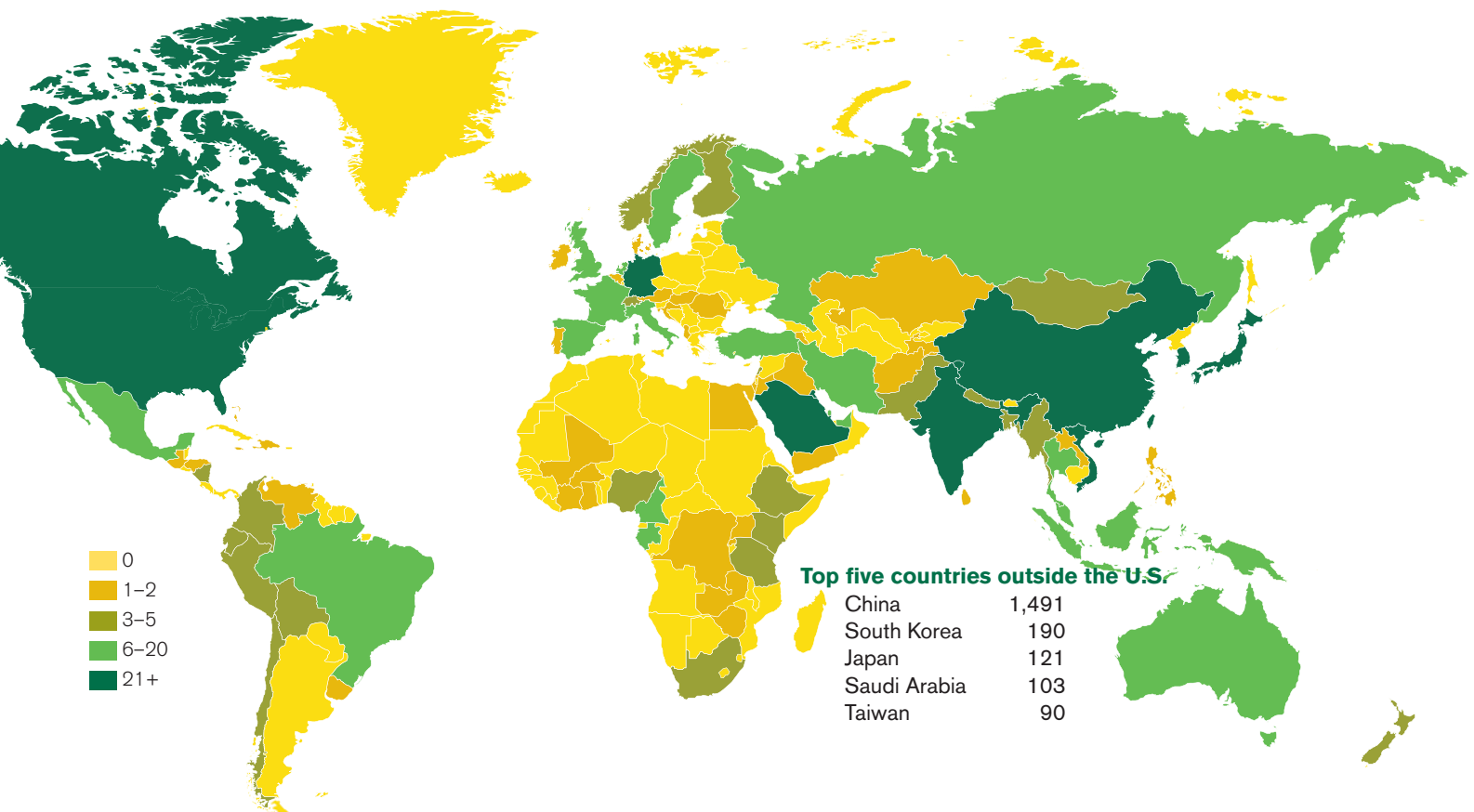
Geographic Diversity—At All Levels

The University of Oregon appreciates the educational and social value that stems from having a diverse group of students, including the varied perspectives forged by geography. That's why we work hard—every year—to ensure that the UO's student body broadly represents our state, the nation, and the entire global community.

2008-2012
International Students' Share of Entering Freshman Enrollment



International students have grown to 10.2% of the student population, with these 2,551 students representing 96 countries.





'Bowling' for Students

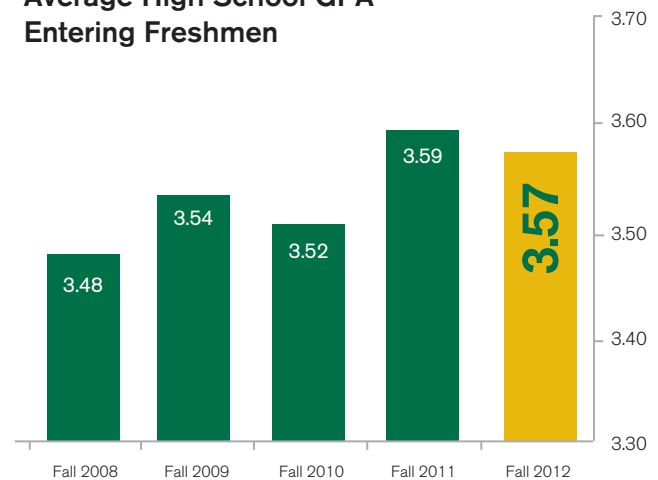
When the Oregon Ducks won a bid to the Rose Bowl in January 2012, EM took the opportunity to welcome prospective students from Southern California and their families to a special event just prior to the pep rally held by the UO Alumni Association on the Santa Monica Pier. The event gave students an opportunity to meet the dean of each of the UO's seven schools and colleges, as well as Enrollment Management team members. Over 500 attendees joined more than 10,000 other fans for the pep rally, enjoyed performances by the Oregon Marching Band, and heard from former UO All-American quarterback Joey Harrington. To cap the experience, the Ducks went on to beat Wisconsin 45–38 the next day.



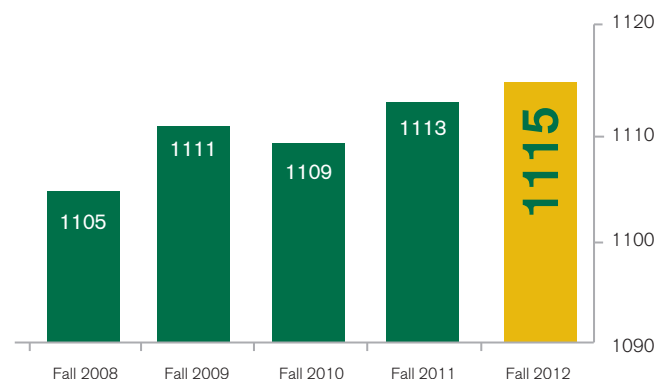
A Medal-Winning Recruitment Effort

- More than 34% of new freshmen from Oregon are Pell-eligible.
- This year, the UO received more than 21,000 applications for freshman admission.
- The average SAT composite score among incoming freshmen was 1115—among the highest in UO history.
- The median high school grade-point average (GPA) among incoming freshmen was 3.57, well above the 3.40 average in 2000.
- This year's freshmen started the year at the UO with an average academic course load of 15.3 credit hours, higher than the typical undergraduate load of just under 15 hours.

Average High School GPA
Entering Freshmen



Average SAT Composite Score
Entering Freshmen



¡Bienvenidos!

This year, EM led the university's sponsorship of the 49th annual Fiesta Mexicana, the largest Latino community gathering in the Pacific Northwest. Despite the 105-degree heat, more than 11,000 people attended the event, and more than 5,000 youngsters played the UO's interactive bilingual game to win backpacks filled with information on preparing for college. UO President Michael Gottfredson and his wife Karol were honored guests, waving to the parade crowd

from the Duck Truck. More than 75 community members, many of them children, joined President Gottfredson and the Oregon Duck mascot as part of the UO parade entry. Jose Hernandez, a freshman from Woodburn, was awarded a \$1,000 Duck Bucks for Books prize. Led by EM's Strategic Communications team, the event was staffed by Admissions personnel, Student Ambassadors, and key partners from across campus.



President Michael Gottfredson connects with community members in Woodburn on his fourth day as president of the University of Oregon.



Admissions

A GLOBAL SEARCH FOR TALENT

Setting the Pace in Student Diversity

600
high school visits in:

- **36** Oregon counties
- **14** U.S. states
- **12** countries

16,680
registrations for
information sessions

16,665
e-mails via
uoadmit@uoregon.edu

15,000
e-mails via
uoglobal@uoregon.edu

48,996
contacts by phone

Just as the Olympic Games are worldwide in scope—a diverse mix of cultures and individuals gathered for a common goal—so are the university's recruitment efforts.

In fact, thanks to strong and innovative efforts by EM's Office of Admissions, this year's incoming class set several new marks for student diversity.

Overall, for the second year in a row, the freshman class was the most diverse in UO history. Underrepresented students account for more than 25 percent of this year's incoming class, topping the mark of 23 percent set a year ago. That 25 percent rate is higher than the state of Oregon as a whole, and it includes record numbers of Latino and Asian students. More than 23 percent of the class is also eligible for Federal Pell Grants, which are awarded to students from low-income households.

Along with the effort to ensure high academic standards, the drive for diversity is an ongoing priority at the UO, because it benefits all students. A diverse student population encourages diversity of thought and experience, which stimulates the type of learning that is especially valuable in today's interconnected world. At the UO, students are truly prepared for entry into the global economy. They're

offered excellent options in the arts and sciences, as well as opportunities to study abroad and have valuable interactions with students from around the world right here on campus.

These opportunities don't come by accident. They start with our efforts to recruit all types of students from all over the globe. Again this year, international students accounted for a record share of total enrollment, representing nearly 100 countries. International enrollment in the freshman class topped 10 percent, the highest in UO history. In the past five years, the number of international freshmen has risen more than 200 percent.

All the while, the quest for academic excellence remains paramount, as the quality of this year's incoming class clearly demonstrates. The class of 2016 came in with an average of 5.1 Advanced Placement credits. The cumulative high school grade-point average among incoming students was 3.57—above the 3.4 average of the 2000 entering class. Like eager athletes in training, the students in this year's class have embraced academics with enthusiasm, taking an average course load of 15.3 credits—higher than the typical undergraduate load of just under 15 credits.

Taking It on the Road

These talented students are the key to the UO's success—recruiting those students is the pride and the passion of the admissions team. Our admissions counselors logged thousands of miles this year, visiting high schools, staffing college fairs, and hosting special events in key recruitment regions. Clearly, their travels paid off, as the UO processed more than 21,000 applications for admission. In the coming year, we will log even more miles as we visit every Oregon high school at least once.

This year, we renewed our commitment to personalized student recruitment through the use of a marketing campaign featuring customized postcards and video. As we begin to implement a new constituent relationship management (CRM) tool, we expect to be able to tailor our messages even more effectively.

Even more important, we underscored our commitment to highly personal recruitment by adding several key staff

members. First, UO alumna and retired military officer Joelle Rankins Goodwin signed on as Assistant Director for Alumni Recruitment. An active, longtime member of the UO Alumni Association, Rankins Goodwin is busy building a cadre of alumni recruiters who will attend college fairs, visit high schools, and represent the university all over the world. Second, we added on-site admissions counselors to serve prospective students in three important regions: Heidi Snavelly in Southern California, Moriah Dunning in Northern California, and Mollie Rankin in Portland.

For the first time this year, the Office of Admissions sent each freshman who submitted an intent to register a certificate of admission and a lanyard stamped "Class of 2016." This effort acknowledges students' achievements in gaining admission to the UO, and highlights the university's pledge to create an academic environment in which they can expect to graduate in four years.



Ducks Defined

Ducks = Current students and staff

Double Ducks = Current staff who each have one UO degree

Triple Ducks = Current staff who each have two UO degrees

Enrollment Management Is InDUCKted

37 Double Ducks

3 Triple Ducks

5 employees with degrees in progress

Student Ducks

The Enrollment Management division employs 112 students in a variety of positions.

Solari Scholars: On the Inside Track to Success



Thanks to the generous gift of alumna Mary Corrigan Solari, 117 promising Oregonians—the inaugural class of Solari Scholars—began their UO coursework this fall and are on track to their own gold medal futures.

Each of these students was awarded \$5,000 per year, renewable for up to four years, from a \$5 million gift that established the Mary Corrigan and Richard Solari Scholarships. The academic achievements of this first group of Solari Scholars directly reflect Corrigan Solari's intentions: her gift helped the University of Oregon to draw high-achieving, middle-income students into the class of 2016. Solari Scholars must show some financial need, as defined by the Free Application for Federal Student Aid (FAFSA), but their households don't qualify for Federal Pell Grants or PathwayOregon.

"I've been acutely aware of many middle-class parents who have been struggling to finance their children's education," said Corrigan Solari. "In order to help alleviate the situation, I wanted to establish scholarships for graduates of Oregon high schools so they can attend the University of Oregon. A college degree means a better future for them."

It also means a brighter future for their state, as Vice President for Enrollment Management Roger Thompson pointed out. "The Solari Scholarships play a vital role," Thompson said. "As Oregon's flagship institution, it is critical to the University of Oregon—and more broadly, the Oregon economy—that we keep our talented high school seniors in the state for higher

education. We are grateful to Mary Corrigan Solari for helping us attract these talented students."

A second group of Solari Scholarships will be awarded to 2013 incoming freshmen who attended four years of high school in Oregon. As UO students, they must maintain a 3.00 GPA and take at least 12 credits per term to renew their scholarships for up to four years.

Mary Corrigan, a Klamath Falls native, graduated from the UO in 1946 with a degree in psychology and worked for NBC Radio, Radio Free Asia, and Bechtel Engineering. She later married and raised three daughters with Richard Solari, who served as president, CEO, and board chairman of Granite Construction Co.

Morgan Anderson (pictured below with Corrigan Solari), one of this year's 117 Solari Scholars, also hails from Klamath Falls, and she sees her scholarship as a key part of her educational plan. "My lifelong dream of college has been made reachable by this generous scholarship," said Anderson. "My long-term goals are to get my master's in education, learn a foreign language, teach in another country for the Peace Corps, and then return to the U.S. to be an elementary school teacher. I can't begin to express how thankful I am."

Corrigan Solari and her late husband Richard have given generously to the university for years, supporting Presidential Scholarships and the UO Libraries and establishing endowments to fund the university historian-archivist position, information technology, library instructional services, faculty development, and digital library resources. They also donated to the Knight Library expansion in the late 1980s.



Financial Aid and Scholarships

FUNDS FUEL THE PURSUIT OF EXCELLENCE

Helping Students Stay in the Race

Oregon's Ashton Eaton realized his dream of Olympic glory, a feat achieved by very few—and one that no one achieves without the help and support of coaches, teammates, and others who care.

Most young people have more modest dreams, of course—including many who simply dream of pursuing higher education. In the current economic climate, those college dreams are harder than ever to achieve—and the help and support of people who care is more important than ever.

In the Office of Student Financial Aid and Scholarships (OSFAS), it's our mission—and our passion—to be those people who care. We help deserving students and their families find the resources to pursue their dreams of being Oregon Ducks.

Our office's efforts are a key element of the university's commitment to attract and retain the best and brightest students—particularly Oregon's best and brightest. One way we do this is through PathwayOregon, our promise to provide full tuition and fees to academically qualified, Pell-eligible Oregonians. The program combines federal, state, and UO funding to cover four full years of tuition and fees for in-state students who qualify for the Federal Pell Grant and have a 3.4 high school GPA.

PathwayOregon, which already serves more than 1,800 UO students, will be expanded significantly in 2013–14. PathwayOregon currently retains 89 percent of its students from the freshman to sophomore years—a retention rate 3 percent higher than the overall UO average. Keys to its success are the valuable advising and mentorship services that ensure recipients are academically successful at the UO.

The expansion of PathwayOregon isn't the only improvement on tap for 2013. In consultation with the Enrollment Management Advisory Board, we created several new scholarship programs that will benefit freshmen entering in the fall of 2013:

- Summit Scholarships automatically award \$20,000 over four years to new in-state freshmen and \$32,000 for out-of-state freshmen. To qualify, a student must have a 3.80 high school GPA and score at least 1200 on the SAT or 26 on the ACT.

\$188 million
federal aid awarded

\$6.3 million
State aid awarded

\$35 million
tuition remissions and
endowed scholarships

\$23 million
Federal Pell Grants disbursed

Continued on page 14

- Apex Scholarships award \$12,000 over four years to Oregon residents and \$16,000 to out-of-state residents. To qualify, a student needs a minimum 3.65 GPA and 1150 SAT or 25 ACT scores.

These renewable awards represent substantial increases over the previous automatically awarded merit scholarship (the Dean's Scholarship), particularly for Oregon residents. The Summit and Apex scholarships can also be combined with other OSFAS awards—including the Presidential Scholarship, the Diversity Excellence Scholarship, and the Solari Scholarship (page 12)—to make the college dream even more affordable. The highest-achieving students can receive up to \$56,000 over four years if they qualify for the Summit Scholarship and are also chosen as Presidential Scholars.

'Stamps' of Approval

The UO was honored this year to be selected as one of 24 universities across the nation to offer Stamps Scholarships in partnership with the Stamps Family Charitable Trust. The Stamps Scholarship offers an unprecedented level of funding, covering the full cost of attendance (tuition and fees plus room and board for four years) in addition to providing extra funds for experiences such as study abroad, undergraduate research projects, and unpaid internships.

The total value of one Stamps Scholarship exceeds \$87,000. Five Stamps Scholarships will be awarded each year and are renewable for four years. Stamps Scholars also will receive automatic admission to the Robert D. Clark Honors College,

unique leadership and service opportunities, and mentorship activities throughout their academic careers, ensuring a well-rounded education. Oregon students who exemplify leadership, service, scholarship, innovation, and perseverance are eligible to apply.

Of course, support isn't always financial, and OSFAS found many other important ways this year to serve students. For instance, our staff members:

- Created a consumer-friendly website that provides a one-stop location for important consumer information, including financial aid, general university operations, graduation rates, and security data. financialaid.uoregon.edu/consumer_information
- Launched a Net Price Calculator to help students and families generate a personalized estimate of college costs. uoregon.studentaidcalculator.com/welcome.aspx
- Conducted or participated in more than 160 outreach events, including financial literacy programs, orientation sessions, and high school financial aid nights.
- Launched the Live Like a Duck financial literacy program, an effort that uses social media and direct student outreach to help students manage their money and reduce their debt.
- Implemented a call center that allowed OSFAS staff members to handle more than 9,000 inquiries over the summer from students and their families.



Winning Gold

In March 2012, "Migrate to UO"—a personalized video produced by Strategic Communications

Director Holly Moline
Simons and Sockeye

Creative—won a 2012 gold Oregon ADDY award for nontraditional advertising.

The Oregon ADDY awards are the advertising industry's largest competition, attracting more than 50,000



entries to 500 regional-level Ad Federation organizations around the U.S. The "Migrate to UO" video shows the Duck's migration to campus and gives students a glimpse of the opportunities awaiting them at the UO. The video was personalized prior to distribution by Hobsons Corporation with, for example, the recipient's name and address on an admission letter that announced, "You're a Duck!" Personalize your own version online at migratetouo.com.



Orientation Bound

Orientation

PEERS HELP FRESHMEN BLAST OUT OF THE BLOCKS

Ensuring a Smooth Start

4,063

students served

11

IntroDUCKtion programs

5,121

students served at
Week of Welcome

48

student Ambassadors

22

student Orientation Staff

5

student Directors

Any sprinter will tell you that the first few steps of a race often decide the finish. The same is true for a college student's first few steps on campus. Pre-enrollment visits are key in the decision-making process. Once that decision is made and a student begins his or her freshman year, the first few days and weeks are crucial to success.

At the UO, the Office of Student Orientation Programs is committed to making sure those first steps are solid and sure. From recruitment efforts to the transition of new Ducks to campus to the mentorship and work experience we offer students who serve as our ambassadors—our team works to positively shape the UO student experience.

We do all of this by letting current Ducks set the pace. Forty-eight current students serve as UO ambassadors, welcoming their peers, prospective students, and their family members to campus. Six days a week and at special events such as Duck Preview and Duck Days, ambassadors lead potential Ducks on campus tours. At our orientation programs—IntroDUCKtion and Week of Welcome—Student Orientation staffers share their own UO experiences to help new Ducklings settle in.



Ambassador Program

The Ambassador Program hosts daily campus visits for prospective students, special groups, donors, and alumni. In 2011–12, ambassadors led tours for nearly 25,000 visitors from all walks of life.

The ambassadors' contributions are extremely important. Research shows that three out of four college-bound students visit at least two colleges during the search process, and 65 percent of students rate the campus visit as very influential to their college choice. Ambassadors are a key element in a successful campus visit because these young people are living, breathing first impressions. We choose carefully. Current ambassadors represent all UO undergraduate schools and colleges, speak eight languages, come from five countries and eight U.S. states, and half are self-identified students from traditionally underrepresented populations.

Ambassadors support the university's recruitment efforts by conducting telerecruiting campaigns, answering questions at college fairs, visiting high schools, speaking at receptions, and hosting on-campus open house events.

Orientation Programs

Once enrolled, new Ducks and their families get a first-class welcome to the UO—one that sets students up for success and helps families assist in smoothing the transition to college life. Through two key programs—IntroDUCkTion and Week of Welcome—the Office of Student Orientation Programs helps all domestic undergraduate students get off to a great start.

IntroDUCkTion is our marquee event and takes place 11 times each summer. Ninety-one percent of new domestic freshmen experience this comprehensive orientation, advising, and registration program. IntroDUCkTion introduces new students to the academy, the university's general education requirements, and the student experience at the UO. One thing that sets IntroDUCkTion apart from programs at the UO's peer universities is that most of our new students meet one-on-one with an academic advisor during orientation. This personalizes the experience for students and shows the UO's commitment to each student's success. Upon leaving their IntroDUCkTion 2012 sessions, freshmen were registered for an average of 15.25 credit hours, setting the stage for successful four-year degree completion.

All freshman programs include separate, concurrent programs for parents and family members, which give them the opportunity to meet the faculty and staff who work directly with their students. Parents learn about common first-year experiences and get tips on who to work with at the university to help their students succeed.



Ambassadors Set an Ambitious Pace

- 47,958** telephone calls
- 24,843** tour participants
- 3,160** Duck Days visitors
- 1,720** Duck Preview visitors
- 1,277** regular tours
- 234** special tours



Registrar



MINIMIZING ORGANIZATIONAL HURDLES

On Track to the Finish Line

Gold medal performances don't just happen. Champion athletes are organized and efficient, consistent in their training, and committed to their routines. They know that victory stems from having—and adhering to—a plan. Successful students are no different. They thrive in organized and efficient systems designed to create clear pathways to their goals.

For UO students, the Registrar's Office (RO) is the organizing principle. Once a student decides to become a Duck, RO helps him or her tend to the details of the educational journey—from freshman class scheduling all the way through graduation and into alumni status.

The scope of RO's services is wide, encompassing nearly every logistical aspect of the student experience: course and classroom scheduling, the awarding of degrees, degree audits, articulation of transfer credits, records management, transcripts, petitions, veterans' education benefits, and much more. Through all of this work, RO team members emphasize efficient and personal service.

This year, in collaboration with campus information technology staff, RO included student photos on all class lists and student advising pages in DuckWeb. Faculty and advisors warmly embraced this addition, noting that it helps them interact more personally with students, recognize students in person, and greet them by name. The RO also made new strides into social media this year, launching its own Twitter feed to let students know about important events and deadlines. Already, nearly 300 individuals are following RO's tweets.

Green Initiatives

The RO implemented a number of eco-friendly programs this year to reduce the university's carbon footprint. Go Green transcripts allow students to order and send transcripts electronically in a secure portable document format (PDF). When the student or alumnus chooses this option, the transcript is sent almost instantaneously, saving significant time and money—especially for those who want transcripts sent overseas. Electronic security measures are included with each transcript, assuring its integrity. This year 59 percent of rush transcript orders, consisting of 3,457 transcripts, were sent via PDF.

31,674
telephone callers served

6,630
e-mail responses
(a 19% increase over last year)

5,867
AP scores uploaded

18,072
scheduling requests fulfilled

5,887
degrees awarded
(up from 5,355 in 2011–12)

49%
increase in rush
transcript orders

59%
of rush transcript orders
filled electronically

Student Life Cycle

The UO emphasizes service to create connections at every stage of the student life cycle—from the time individuals consider enrollment, through admission, attendance, graduation, and on into their status as alumni and donors.



- | | |
|---|--|
| 1. Prospective students | 4. Graduates of the University of Oregon |
| 2. Admitted to the University of Oregon | 5. University of Oregon alumni |
| 3. Enrolled students | 6. Donors to the University of Oregon |

Another green project was our effort to help design the new online application and student information system for the National Student Exchange program (NSE). The NSE seeks to give UO students broad cultural experiences on other campuses. The new online system gives the NSE coordinator increased control over the application process, assuring that only qualified students apply. Linking the application form interactively to a form in our student information system reduces waste and data-entry time. When a student applies to NSE, the application data appears instantly in the student information system and is available for automated reporting.

New Technology

RO also used online technology this year to streamline the process of handling some of the more than 18,000 annual requests for room scheduling. In previous years, RO and Knight Library staff both scheduled library spaces, using separate systems. This year, library room scheduling was integrated, thanks to the launch of a shared online scheduling software called 25Live. This change has eliminated scheduling conflicts and allows RO to work more collaboratively with the library. The system's online calendar facilitates self-service by campus users and community members, resulting in increased and more efficient use of Knight Library space.

The RO successfully upgraded to u.achieve degree audits this year. Students can now obtain PDF versions of degree audits, and they will soon be able to update their audits instantly rather than waiting for an update at the end of the term. With this change, RO can move toward interactive audits that feature “what if” planning aided by easy-to-use graphs and charts showing a student's progress toward a degree. The system has already reduced the time needed to perform degree audit updates and streamlined the process of awarding degrees—a significant step, since the 2012 graduating class was the largest in the university's history.

Coming up Roses

Enrollment Management collaborated with the UO offices of Marketing and Brand Management and University Relations to support the university's sponsorship of the 2012 Portland Rose Festival's Grand Floral Parade. The UO sponsored the We Are Oregon section of the parade and led the section with its parade entry. The Oregon Duck, Oregon cheerleaders, and many volunteers spilled out of the Duck Truck and a rose-covered pedi-cab to entertain the crowd.





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