



Forestry Executive Committee Meeting

Agenda for February 7, 2018

9:00 – 11:00 a.m.

Richardson Hall 115

9:00 am **Opening Remarks & Updates from the Dean's Office** – Anthony S. Davis

9:10 am **Pressing Issues/Important Updates**

Research Forests – Steve Fitzgerald

***Marketing and Communications** – Michael Collins

Strategic Initiatives – Geoff Huntington

Research Support Faculty – Keith Olsen, Michelle Day

Research – Melora Park

FES Department – Troy Hall, Steve Strauss

***Computing Resources** – Terralyn Vandetta

International Programs – Michele Justice

FERM Department – Jim Johnson, Jeff Hatten

FOBC – Roger Admiral

Diversity, Equity, and Inclusion – Heather Roberts

WSE Department – Eric Hansen, Rakesh Gupta

Foundation Development – Zak Hansen

Forest Service, PNW Research Station – Paul Anderson

Student Services – Randy Rosenberger

TallWood Design Institute – Iain Macdonald

Outreach and Engagement – Jim Johnson

10:00 am **Open Discussion after Updates**

10:20 am **Research Forests 2017 Budget Update and Accomplishments and Proposed 2018 Budget** – Steve Fitzgerald

Undergraduate Recruitment & Retention Plan – Michael Collins

Topic of the Month: Positioning the College for Success (Cont.) -- Increasing Engagement with Outside Organizations – Anthony S. Davis

10:55 am **Wrap-up**

11:00 am **Adjourn**

** Attachments Included*

ACTION ITEM TRACKING	
10/06/17	Request for Space Committee to Be Re-activated – Adrienne Wonhof TBD
12/11/17	Predatory Journals and Academic Ranking Metrics Discussion
1/17/18	Safety Coordination – Adrienne Wonhof TBD

IMPORTANT DATES			
Date	Event	Time	Location
2/7/18	Soup Lunch (FERM)	12–1 p.m.	FERM Office, Strand
2/14/18	Valentine’s Day Auction (Admin/FES)	10 a.m.–3 p.m.	Rich 1 st Floor Knuckle
2/14/18	Soup Lunch (WSE)	12–1 p.m.	Rich 2 nd Floor Knuckle
2/21/18	Soup Lunch (FES)	12–1 p.m.	Rich 2 nd Floor Knuckle
2/22-24/18	OR Logging Conference Booth (FERM lunch on the 23rd)		Lane County Fairgrounds, Eugene
2/24/18	Volunteer Opportunity (Admin)	10 a.m.–12 p.m.	Linn Benton Food Share Warehouse, Looney Lane, Tangent
2/28/18	Soup Lunch (ADMIN)	12–1 p.m.	Rich 2 nd Floor Knuckle
2/28/18	Quilt Raffle Drawing	1 p.m.	CoF Helpdesk
3/8/18	Dean’s Alumni Dinner	5:30 p.m.	CH2M Hill Alumni Center
3/14/18	Starker Lecture	3:30–5:00 p.m.	LaSells C&E Hall
3/15/18	Dean’s Awards & Retiree Recognition	2–4 p.m.	Richardson Hall 107
3/20-22/18	Mass Timber Conference/G. W. Peavy FSC Building Tour		Corvallis/Oregon Convention Center, Portland



UNDERGRADUATE RECRUITMENT STRATEGIC PLAN

GOAL 1	Increase enrollment in COF programs by five-percent each year and maintain that pace of growth through 2023.
STRATEGY 1	Increase awareness of College of Forestry undergraduate program offerings to high school and transfer prospective students.
OBJECTIVE 1.1	Increase website visits to undergraduate program pages by five to 10-percent each year.

TACTICS	RESPONSIBLE OFFICES	FEASIBILITY
Conduct a digital media buy of \$25,000 to coincide with each part of the recruitment cycle with a focus on audiences in Oregon, Pacific Northwest and the West Coast.	Marketing and Communications	
Create effective websites, advertising campaigns and promotional materials for each COF undergraduate program as well as options to highlight differences between degrees and associated opportunities.	Marketing and Communications	
Work with OSU University Relations and Marketing and OSU Admissions to create a campus-wide engineering campaign similar to 'America's Natural Resources University' campaign.	Marketing and Communications	
Work with OSU Cascades to help promote TRAL and NR programs offered on that campus.	Marketing and Communications	
Deliver marketing materials and messaging about our programs to area community colleges through one-on-one meetings, mailings and digital communications.	Marketing and Communications, Student Services Office	
Work with OSU Ecampus to assist in marketing of online degree programs.	Marketing and Communications	
Distribute recruitment marketing materials to businesses and partners whose audiences have interests related to undergraduate programs (i.e., at OSU Job Fairs)	All	
Investigate the effectiveness of purchasing prospective student leads from data warehouses. Make a decision about how to proceed by FY 2019.	Marketing and Communications	
Investigate cost of placing digital and over-the-air radio and video advertisements in key markets. Decide how to proceed by FY 2020.	Marketing and Communications	

OBJECTIVE 1.2	Establish a baseline for prospective student tours and visits and increase the number of visitors by five to 10-percent each year thereafter.
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TACTICS	RESPONSIBLE OFFICES	FEASIBILITY
Work with OSU Admissions, CEOAS and CAS to establish a ‘natural resources’ tour for prospective students that focuses on facilities related to degrees across those colleges. Increase awareness and visibility of the tour at the OSU Visitor Center and to prospective students.	Student Services Office, Marketing and Communications	
Work with OSU Admissions to ensure the new Oregon Forest Science Complex is included in all tours when completed.	Marketing and Communications	
Work with OSU Admissions to host prospective student events at the OFSC.	Marketing and Communications	
Investigate the costs of bringing potential students on campus for tours and information sessions. Make a decision about how to prioritize and proceed by FY 2019.	Marketing and Communications	
Proactively invite key audiences (students, families, educators, etc.) from throughout the region to visit OSU and learn about COF programs.	Marketing and Communications	
Place a ‘visit’ call to action on all digital and printed marketing pieces, including websites, social media and brochures.	Marketing and Communications	
Work with OSU Admissions, CEOAS and CAS to improve numbers at open house programs. Potential tactics include rebranding how COF labels the session, consolidating college presentations, etc.	Marketing and Communications, Student Services Office	
Improve the visibility of COF programs within the new OSU Admissions virtual tour by providing relevant content about our various academic programs.	Marketing and Communications	
Work with OSU Admissions and other data warehouses to determine baseline number for student tours and visits.	Marketing and Communications	

OBJECTIVE 1.3	Conduct at least 100 visits related to our undergraduate degree programs outside of Corvallis each year.
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TACTICS	RESPONSIBLE OFFICES	FEASIBILITY
Place a primary emphasis on conducting visits to high schools, community colleges, government, industry partners and community influencers throughout Oregon.	Marketing and Communications	
Conduct at least 15 visits to high schools, community colleges, college fairs, government and industry partners outside of Oregon each year.	Marketing and Communications	
Establish partnerships with teachers, career and academic counselors throughout Oregon to share information regarding potential careers for COF graduates.	Marketing and Communications	
Attend the annual Forestry and Natural Resources Extension meeting to share program materials and develop recruitment partnerships. Partner with 4H agents who can connect with the broader community.	Marketing and Communications, FNR	
Regularly invite alumni and industry partners to attend recruitment-related events like career fairs to provide guidance on careers. Provide talking points about undergraduate programs.	Marketing and Communications	
Expand our industry partners network by visiting existing and new partners for each program (i.e., similar to network already established for forestry, and what WSE is currently doing for RM).	Academic Departments	

STRATEGY 2	Increase awareness of undergraduate programs to current OSU students.
OBJECTIVE 2.1	Increase advising appointments with current OSU students inquiring about COF programs by five to 10-percent each year.

TACTICS	RESPONSIBLE OFFICES	FEASIBILITY
Meet with campus advisors on a regular basis to discuss COF programs.	Student Services Office	
Investigate the possibility of advertising in key spaces and during key events across campus, including athletic events, Welcome Week, OSU living-learning communities, residence halls and digital boards throughout campus. Make a decision about how to proceed by FY 2019.	Marketing and Communications	
Market COF international opportunities to the general OSU community.	Marketing and Communications, International Programs	
Create and deliver program collateral materials to high-impact areas across campus.	Marketing and Communications	
Conduct a visit to ALS 114, Career Decision-Making, to inform students about our undergraduate programs and career paths. Investigate adding content into online sections.	Marketing and Communications, Student Services Office	
Evaluate and adjust COF introductory courses' curricula to promote undergraduate majors, options and careers.	Academic Departments	
Conduct at least two events in partnership with the Adventure Leadership Institute each year and deliver information about related COF programs.	Student Services Office, Academic Departments	
Design and order promotional items to distribute to students throughout OSU.	Marketing and Communications	
Investigate a possible partnership with CAS and CEOAS to develop an OSU living learning community. Make a decision about how to proceed by FY 2021.	Student Services Office	

OBJECTIVE 2.2	Increase enrollment in COF introductory courses by five to 10-percent each year until courses reach maximum capacity.
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TACTICS	RESPONSIBLE OFFICES	FEASIBILITY
As needed, advertise introductory classes across all digital platforms, including social media and various OSU listservs.	Marketing and Communications, Academic Departments	
Develop marketing materials and messaging to promote introductory classes to current OSU students, focusing on students in exploratory studies.	Marketing and Communications	
Remove all academic major restrictions from COF introductory classes.	Academic Departments	
Investigate the possibility of offering introductory classes during multiple terms throughout the year, increasing class capacity and expanding offerings at other OSU campuses. Make appropriate decisions by FY 2021.	Academic Departments	

STRATEGY 3	Increase initial inquiries about College of Forestry undergraduate programs from high school and transfer students.
OBJECTIVE 3.1	Increase inquiries (request more information, prospective student advising appointments, and contact cards) by 50 percent in year one and 10 percent thereafter.

TACTICS	RESPONSIBLE OFFICES	FEASIBILITY
Partner with CEOAS and CAS to create an online quiz that allows users to input contact information and answer questions to determine undergraduate programs at OSU that fit their interests (Major Discovery).	Marketing and Communications, Student Services Office	
Conduct a digital media buy of \$7500 to coincide with each part of the recruitment cycle to promote the 'Major Discovery' online quiz.	Marketing and Communications	
Include 'request more information,' 'make an appointment,' and 'contact' calls to action on all digital and printed materials.	Marketing and Communications	
Conduct a retargeting advertising campaign encouraging previous visitors to a COF website to make an inquiry, visit or submit an application.	Marketing and Communications	
Develop a digital application that allows COF to capture prospective student information efficiently.	Marketing and Communications	
Expand our audience within the OSU Banner Communications plan to include prospective students that are interested in a related OSU program (engineering, business, etc.).	Marketing and Communications	
Market community college transfer guides in respective communities.	Marketing and Communications, Student Services Office	
Work with INTO to deliver information about our programs to potential students.	Marketing and Communications, International Programs, Academic Departments	

STRATEGY 4	Develop a pipeline that takes prospective students from initial inquiry to enrollment in a COF undergraduate program.
OBJECTIVE 4.1	Respond to each prospective student's initial inquiry within 48 hours. Students will receive at least seven communications throughout the recruitment process.

TACTICS	RESPONSIBLE OFFICES	FEASIBILITY
Through a partnership with OSU Admissions or with an independent contractor working directly with COF, utilize 'customer relationship management' software to improve communication with prospective students.	Marketing and Communications, Student Services Office	
Coordinate communications around key OSU events and admissions deadlines such as Beaver Open House or Spring Preview.	Marketing and Communications	
Insert personal communications into the communications plan, including phone calls and personal invitations to visit campus.	Marketing and Communications, Student Services Office	
Create digital messaging that encourages prospective students to take various actions throughout the process, including 'request more information,' 'visit,' 'apply,' and 'contact.'	Marketing and Communications	
Create personal and digital messaging that encourages admitted students to pay their advance tuition deposit, confirming their enrollment at OSU.	Marketing and Communications, Student Services Office	
Work with OSU admissions to refine the current Banner Communications plan.	Marketing and Communications	
Deliver 'Beaver Boxes' (similar to ones used by OSU Admissions for high-achieving students) to prospective students that are marked as high-interest or high-priority.	Marketing and Communications	
Create a social media campaign, utilizing Snapchat or Instagram, that allows key members of the COF community to personally interact with prospective students.	Marketing and Communications	
Analyze emerging communication trends and incorporate into communications plans as needed.	Marketing and Communications	

STRATEGY 5	Reduce barriers for prospective students to engage in classes and learn about faculty and programs. Establish new and improve existing partnerships with area community colleges.
OBJECTIVE 5.1	Establish two new partnerships or programs with community colleges each year.

TACTICS	RESPONSIBLE OFFICES	FEASIBILITY
Invite key community college partners (students, staff, etc.) from throughout the region to visit OSU and learn about COF programs. Conduct an annual meeting with instructional deans and program leaders from area community colleges.	Student Services Office	
Update community college transfer guides each year.	Student Services Office, Marketing and Communications	
Work with community colleges and OSU Degree Partnership Program to appropriately market guides in local communities.	Student Services Office, Marketing and Communications	
Establish relationships and serve as members of community college advisory committees. Potential members could be extension agents or academic department representatives.	Various County Forestry Agents; Extension Specialists	
Promote the FERM Pro-School application to transfer students in the admission process for Forestry, Forest Engineering or Forest/Civil Engineering	Student Services Office, Marketing and Communications, FERM	
Investigate better ways to connect current community college course and program offerings with current COF curriculum. Discuss possible tactics by FY 2020.	Student Services Office, Academic Departments	

OBJECTIVE 5.2	Raise \$1.5 million in support of the Student Success Initiative, with a focus on need-based scholarships and making up the difference in cost for out-of-state students. Increase financial awards to new students each year.
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TACTICS	RESPONSIBLE OFFICES	FEASIBILITY
Proactively work with the OSU Foundation to identify and meet with potential donors. Provide updates on efforts annually.	All, Foundation	
Work with OSU Admissions to establish a process for undergraduate students to receive COF financial award offers at the time of admission.	Student Services Office, Academic Departments	
Promote scholarship opportunities on all digital and printed marketing pieces, including websites, social media and brochures.	Marketing and Communications	
Promote the COF scholarship application and timeline to students in the admission process.	Student Services Office, Marketing and Communications	
Place a 'donate' call to action on all digital and printed marketing pieces, including websites, social media and brochures.	OSU Foundation, Marketing and Communications	
Support OSU Foundation by creating marketing and communications materials as needed.	Marketing and Communications	

STRATEGY 6	Develop an internal structure within the COF community that clearly states undergraduate recruitment is the responsibility of all.
OBJECTIVE 6.1	Discuss recruitment efforts at least once a quarter with representatives from all COF units.

TACTICS	RESPONSIBLE OFFICES	FEASIBILITY
Form a recruitment and retention workgroup that meets at least once a month and is comprised of representatives from the academic units, OSU Foundation, marketing and communications, international programs, student services and advising.	Marketing and Communications, Student Services Office	
Grow COF ambassador program to reflect breadth of COF degrees. Incorporate ambassadors into all efforts for undergraduate recruitment, including tours, communication materials and presentations.	Student Services Office, Marketing and Communications	
Each academic department will identify targets and report its efforts toward recruitment and retention to the COF Recruitment and Retention Workgroup and to the Dean as part of its annual report.	Academic Departments	
Report current recruitment efforts at Forestry Executive Committee meetings on a quarterly basis.	Marketing and Communications	
Academic departments will designate two to three faculty who will be regularly available to meet with prospective students.	Academic Departments	
Academic departments will designate three to four faculty who will be available to provide research demonstrations at events and tours such as Beaver Open House, Spring Preview, etc.	Academic Departments	

STRATEGY 7	Utilize available data to help inform recruitment decisions and guide messaging.
OBJECTIVE 7.1	Produce a data report each summer that summarizes available metrics related to undergraduate recruitment.

TACTICS	RESPONSIBLE OFFICES	FEASIBILITY
Utilize 'customer relationship management' software to track prospective students through each step of the recruitment process and run reports monthly.	Marketing and Communications	
Gather applicant and admissions data through OSU Admissions.	Marketing and Communications	
Conduct surveys with incoming students to learn why they enrolled in a COF program, attended OSU and learned about the program.	Student Services Office, Academic Departments	
Compile and present results in the form of an annual report to COF leadership.	Marketing and Communications	
Review results on an annual basis. Adjust recruitment strategies and tactics as needed throughout the five-year timeline of the plan.	Recruitment and Retention Workgroup	
Streamline the collection of data, specifically from in-person inquiries and interactions.	Marketing and Communications	
Conduct surveys with students who considered a COF program but did not attend in order to determine barriers and inform messaging and recruitment strategy.	Marketing and Communications	
Hold focus groups annually with current and prospective students to gather feedback on marketing and recruitment materials once every two to three years.	Marketing and Communications	
Review national reports related to undergraduate recruitment trends to help determine best practices and key hurdles.	Marketing and Communications	

STRATEGY 8	Develop and strengthen internal and external partnerships that can assist with the recruitment of potential undergraduate students.
OBJECTIVE 8.1	Participate in a recruitment activity with a partner at least once a month.

TACTICS	RESPONSIBLE OFFICES	FEASIBILITY
Meet with OSU Admissions on a monthly basis.	Student Services Office, Marketing and Communications	
Meet with recruiters based within the OSU academic colleges on a quarterly basis to discuss trends, efforts and issues.	Marketing and Communications	
Invite area high school teachers to campus to learn about programs and receive continuing education credits.	Marketing and Communications, Academic Departments	
Distribute marketing materials and recruitment talking points to faculty who interact with outside groups on a regular basis.	Marketing and Communications	
Partner with area career and college fairs throughout the Willamette Valley during National Engineering Month.	Marketing and Communications, Student Services Office	
Work with ONREP and area high schools to integrate messaging related to COF academic programs into lesson plans.	Marketing and Communications, Academic Departments	
Support and grow the Job Shadow Program with industry partners.	Student Services Office	
Work with professional organizations to distribute recruitment marketing materials and messages.	Marketing and Communications, Academic Departments	
Engage in recruitment-related professional development through organizations such as PNACAC.	Marketing and Communications	
Establish an Undergraduate Recruitment Advisory Council with representatives from partner organizations.	Marketing and Communications, Academic Departments	
Participate in OSU STEM Academy on an annual basis.	College Research Forests, Marketing and Communications, Student Services Office	

Follow-up to safety discussion from January FEC meeting

Lots of good ideas were thrown about at the last FEC meeting with respect to educating the college community about safety issues. One of those was along the lines of “See Something, Say Something”.

It was suggested offline that maybe kiosks could be established on each floor where faculty/staff/students could report their concerns. Since most folks carry mobile devices with them, the use of a QR code on a poster would be more cost effective. As a prototype, I created a QR code for the existing online form the Helpdesk created for students to report issues in the labs. It isn't mobile friendly, but you get the idea of how the QR code might work. A mobile friendly version of the form could be created if there is enough interest.

The computing group would work with the communications group and safety committee to create a form, the QR code and a poster. The poster should include additional information besides our form, such as the emergency number to call while on campus.



(Scan with the QR reader on your phone)

While sharing these ideas with the computing group, Sean provided the attached poster from Enterprise Risk Services.

Emergency & Disaster Communication at OSU

Now is the time to update your information / links to receive
timely Emergency Messages from OSU

BEFORE THE EMERGENCY

OSUAlert



- OSU's texting, emailing, and voicemail alerting service for time sensitive information
- Sign up with how you want to be alerted
 - <http://main.oregonstate.edu/alerts/osu-alert-portal>
 - Use your ONID account to login
 - Type "Oregon State University" if asked for institution

www.emergency.oregonstate.edu



Be sure to add your mobile/text number to receive instant notifications!

emergency.oregonstate.edu

DURING THE EMERGENCY

As emergencies occur, frequently check these sources before, during and after the incident for updates

- [OSU Home Web Page](#)
- [OSU Facebook](#)
- [OSU Twitter](#)
- [OSUAlert Web Page](#)
- Receive [OSUAlert texts/emails](#)/phone calls
- OSU Emergency information line – 541-737-8000

EMERGENCY PREPAREDNESS APP



Download the OSU Emergency Plan for your mobile device and multiple platforms.

A quick reference tool on how to respond to various emergencies while at OSU.

Download Today! **It's Free**

1. Download "Crisis Manager" by School Dude from the App Store or Google Play *
 - [Apple iTunes Store \(iOS\)](#)
 - [Google Play \(Android\)](#)
 - [Kindle Fire](#)



* For Window devices, [Download the PDF version](#) from the emergency preparedness website

2. Open the App, select "**Continue without logging in**"
3. Add the OSU Plan
 - Click on the "+" in the right corner
 - Search keyword "beaver" or "OSU" or "Corvallis"
 - OR Find the Client Plans folder and look inside for "Oregon State University Emergency Plan"
4. Select the down arrow "v" and download the plan
5. Tap on the plan to open



By failing to prepare, you are preparing to fail

Benjamin Franklin