

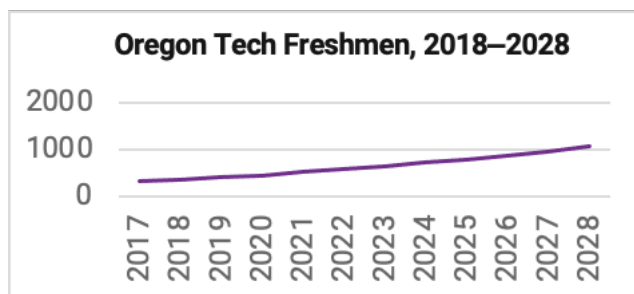
History-Making Growth

A College Board Search Case Study with Oregon Tech

Oregon Institute of Technology (Oregon Tech) is Oregon's public polytechnic university. Founded in 1947 as a vocational school, the institution now offers bachelor's and master's degree programs and is focused on building brand awareness in primary and secondary markets. With nationally ranked programs and a 96% post-graduation success rate, Oregon Tech is a small but mighty "hidden gem" with ambitious goals for growth.

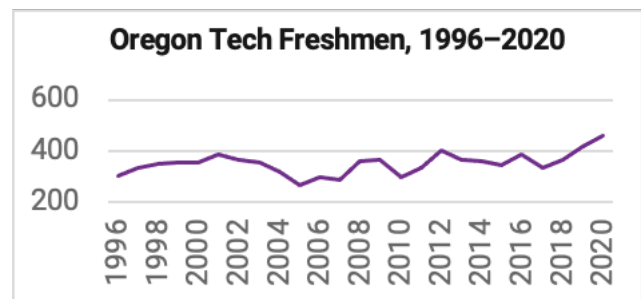
Ambitious goals for growth

In 2018, Oregon Tech set a goal for 37% enrollment growth in ten years. To achieve this, the institution made strategic investments in Search, along with other efforts to streamline admission operations and technologies.



In 2020, Oregon Tech set a record for freshman head count, achieving its largest incoming class in 24 years and nearly 40% growth since 2017.

Against the backdrop of a global pandemic, Oregon Tech met the goal required by its ambitious ten-year growth plan.



How Oregon Tech is achieving its goals with Search

Oregon Tech uses the complete College Board Search suite while licensing the names of all students available in Student Search Service® who meet a set of data-informed criteria. A set of simple principles inform their Search strategy:

1. Geodemographic insights gained from historical analyses in Segment Analysis Service have allowed Oregon Tech to saturate the markets where students are most likely to enroll, and Interest in My

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College enables Oregon Tech to find additional students outside those markets who have expressed specific interest in the institution.

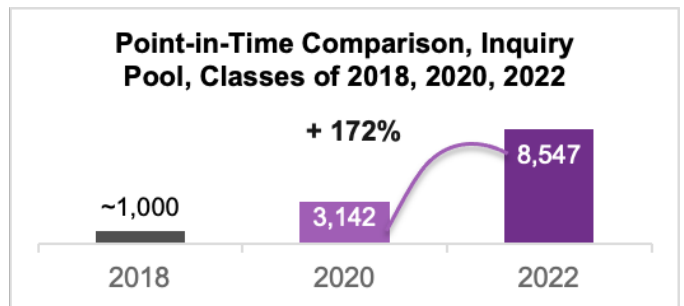
- Oregon Tech limits the use of additional filters to ensure they are finding every eligible sophomore, junior, and senior, and submits all orders as “standing orders” so names are delivered automatically as new students opt in.
- With the import of each standing order, Oregon Tech deploys drip marketing campaigns through their CRM, Slate, to reach every eligible student as soon contact information is made available.



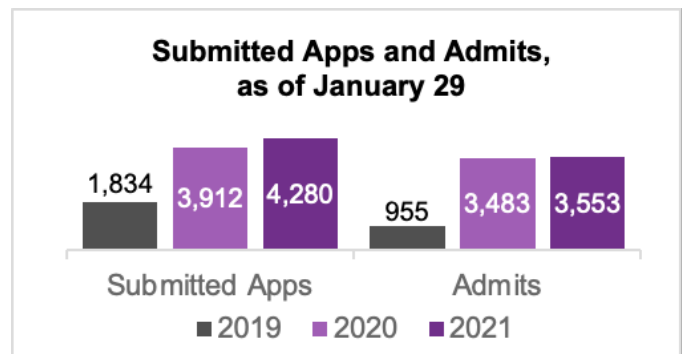
Search Campaign Results: Increased First Year Head count and Revenue

As a result of their efforts, College Board Search was the first source for 73% of the entire Fall 2020 inquiry pool, and currently makes up 76% of the entire inquiry pool for the class of 2022. Additionally, Search has initiated significant

growth in the inquiry pool in the time since Search strategy launched, as is indicated here:



A larger inquiry pool led to tremendous growth in the applicant and admit pools in the first year of Oregon Tech’s new Search strategy, with sustained volume for year two:



Most importantly, Search drove increases in head count with an 11% increase in first-year students from 2019 to 2020 and a 38% increase since 2017. This growth helped Oregon Tech achieve more than \$1.6 million in additional net tuition revenue in what was ultimately one of the most challenging recruitment cycles to date.

To learn how Search can help you transform your goals, request a consultation at:

cbsearch.collegeboard.org