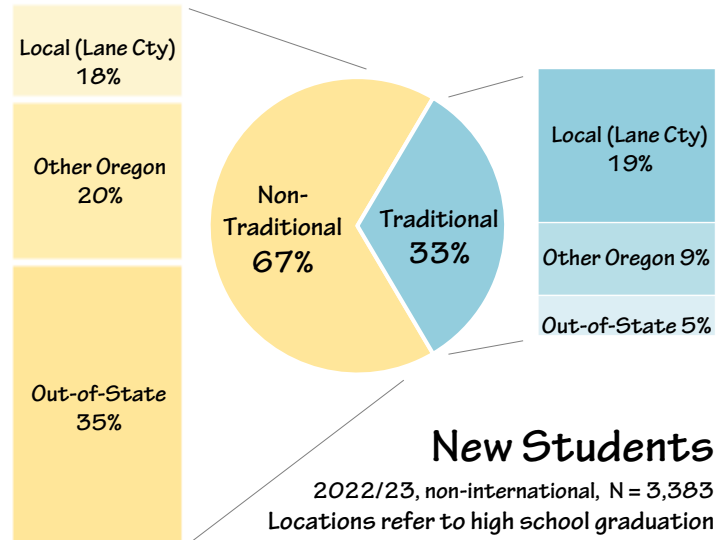


Recruiting Traditional Students

Traditional students, those who come to Lane within one year of high school graduation, accounted for one third of Lane’s new, non-international students in 2022/23. Although outnumbered by non-traditional recruits, **traditional students exerted an outsized positive impact on enrollments.**

- ❑ **76% were retained Fall to Winter** compared to **60%** for non-traditional students.
- ❑ **57% persisted Fall to Fall**, compared to **45%** for non-traditional students.
- ❑ Despite being 33% of the new student population, **traditional students completed 43% of all credits completed by new students during the year.**



TRADITIONAL STUDENTS from Local PUBLIC High Schools (18% of new students)	Graduated in 2022	Enrolled at Lane 2022/23	YIELD RATE
Willamette High School	317	81	26%
Sheldon High School	281	68	24%
Springfield High School	267	64	24%
South Eugene High School	350	63	18%
Thurston High School	263	56	21%
Churchill High School	230	53	23%
North Eugene High School	220	47	21%
Cottage Grove High School	142	30	21%
Creswell High School	84	17	20%
Elmira High School	70	17	24%
Academy of Arts and Academics	41	15	37%
Junction City High School	114	14	12%
Pleasant Hill High School	71	11	15%
Harrisburg High School	59	10	17%
Kalapuya High School	24	9	38%
Eugene Education Options	13	9	69%
Siuslaw High School	70	8	11%
Crow Middle/High School	24	5	21%
Network Charter School	22	4	18%
Oakridge High School	18	4	22%
Al Kennedy High School	15	4	27%
Mohawk High School	14	4	29%
Triangle Lake Charter School	11	4	36%
Lowell Junior/Senior High School	21	2	10%
Bridge Charter Academy	18	2	11%
Gateways High School	11	2	18%
Monroe High School	23	1	4%
McKenzie River Community School	6	1	17%
Twin Rivers Charter School	6	1	17%
total	2805	606	22%

Although enrollment is currently up, demographics and declining college going rates are affecting Lane. The portion of Oregon high school graduates going to college within one year fell from 68% in 2015 to 61% in 2021.¹ There will be about 6,000 fewer kids in kindergarten compared to 12th grade across Oregon in the next several years.² **In this environment, Lane must strive to recruit traditional as well as non-traditional students.**

Lane cultivates traditional students by enrolling high schoolers in **College Now** courses. Besides sustaining high-touch recruitment activities such as college fairs and campus tours, **Lane reaches traditional students where they live, on social media.** Messages to youth are relateable and relevant, emphasizing Lane’s flexibility and portability. Messages to parents feature opportunities like **Oregon Promise** and Lane being a smart first step into higher education.

Transition to Lane is supported by **Career Technical summer camps**, by the free online or in-person college/career orientation course **RTEC 101**, and by engaging students throughout the recruitment, admissions, and registration process using **TargetX software.**

Local public high schools sent 606 traditional students to Lane in 2022/23. Lane’s combined *yield rate* among schools that contributed at least one student was 22%. **More than 1 in 5 local public high school graduates enrolled at Lane within one year.**

¹*Beating the Odds, How to Battle Nationwide Enrollment Pressures Through Data*, EAB, Lane 2023 Fall Inservice presentation

²*Oregon School Enrollment Stabilizes after Plunging 30,000 during Pandemic*, Betsy Hammond, The Oregonian/OregonLive, 2/21/23