

Chronology of OSU Enrollment Management

- September 1997 Associate Vice President for Academic Affairs (Enrollment Services) appointed (Dr. Randall Dahl); reported to Executive Vice President Marvin Keener; direct oversight of Admissions, High School and College Relations, Registrar, and University Scholarships, University Academic Services, Honors, Assessment, and Academic Services for Student Athletes.
- Fall 1997 Reorganization within Academic Affairs occurred. The following departments were assigned to the Associate Vice President for Academic Affairs (Administrative Services): University Academic Services, Honors, Assessment, and Academic Services for Student Athletes.
- January 1999 Organizational realignment occurred. Financial Aid was moved from the Division of Student Affairs to the Division of Academic Affairs and was renamed Scholarships and Financial Aid, assuming management for all institutional scholarship programs and the various undergraduate tuition waiver scholarship programs. University Scholarships was renamed Scholars Development and Recognition and was tasked to focus primarily on the development and promotion of OSU students as candidates for prestigious scholarships such as Rhodes, Truman, Marshall, Goldwater, and Udall.
- Fall 1999 The SCT information management system was implemented. Within the enrollment management function, several “home grown” stand-alone systems were replaced with the Student Information System (SIS) and Financial Aid Management System (FAMS).
- January 2000 The new Center for Student Services in the Student Union opened. The Center was designed to provide students with “one stop” services and included the offices of Admissions, Bursar, High School and College Relations, Registrar, Scholar Development and Recognition, Scholarships and Financial Aid, and University Academic Services.

- October 2002 Interim Assistant Vice President appointed (Dr. William Ivy) as result of Associate Vice President's departure in August 2002.
- April 2003 Division of Enrollment Management and Marketing created with reassignment of Enrollment Management units from Academic Affairs and Marketing units from Administration and Finance. Vice President for Enrollment Management and Marketing appointed (Dr. Michael Heintze) by President David Schmidly; direct oversight of Admissions, High School and College Relations, Scholarships and Financial Aid, KOSU-FM Radio Station, Graphic Design Services, Publications, News Bureau, University Mailing Services, University Printing Services, and University Welcome Center. Due to its functionality within the prospective student recruitment effort, the Welcome Center was reassigned by the Vice President to High School and College Relations and renamed the Visitors Center.
- Summer 2004 Reorganization occurred within the University. University Mailing Services and University Printing Services were moved to the Division of Administration and Finance, and the Communication Services department (including the News Bureau) was moved to the President's Office.
- Restructuring occurred within the Division of Enrollment Management and Marketing. Admissions and High School and College Relations were merged into the Office of Undergraduate Admissions. Graphic Design Services and Publications were reassigned to the newly created Marketing Services department.
- Fall 2004 Departments which currently report to the Vice President for Enrollment Management and Marketing include: Registrar, Scholarships and Financial Aid, Undergraduate Admissions, KOSU-FM Radio Station, and Marketing Services.