

Top three responses we heard from the combined surveys taken by the Board of Trustees, Cabinet, Faculty and Staff:

- 1. In your view, which primary student populations should OLLU intentionally prioritize over the next 5–7 years? Please rank the following options from highest strategic**
 - a. 32% First-generation Hispanic undergraduates from South Texas
 - b. 21% A combination of multiple segments
 - c. 19% Catholic Hispanic students seeking faith-integrated education
- 2. Follow Up to Question 1: If there is a student population not reflected above that you believe should be prioritized, please describe** [This open-ended question prompted numerous varied responses. Below are the ‘top’ responses – those that were mentioned more than twice but less than five times]
 - a. Catholic, service-oriented students
 - b. Working professionals
 - c. Veterans/Military
- 3. Should OLLU intentionally narrow its recruitment geography?**
 - a. 32% Yes – Texas Statewide
 - b. 26% No – Maintain broad geographic reach
 - c. 23% Yes – Primarily South Texas
- 4. Should OLLU deliberately deprioritize certain student segments to strengthen focus?**
 - a. 48% Yes – Trade-offs are necessary
 - b. 45% Maybe – With data review
 - c. 6% No – We should remain broad
- 5. Which attributes could realistically differentiate OLLU in a meaningful and defensible way? (Select up to three)**
 - a. 17% Strong career pipelines in select industries
 - b. 17% Accelerated pathways (3-year degrees, flexible scheduling)
 - c. 11% Personalized, high-touch advising model
 - d. 11% Small-class, faculty-mentored environment
- 6. Which of the following do you believe is most critical to long-term sustainability?**
 - a. 31% Target market clarity
 - b. 27% Operational excellence and cost discipline
 - c. 23% Academic program specialization
- 7. Are we currently disciplined enough to execute a focused strategy?**
 - a. 58% Not Yet
 - b. 24% Uncertain
 - c. 18% Yes