

## II. KEY MEASURE ANALYSIS

Agency Mission: ORS 351.009 – The Legislative Assembly declares that the mission of all higher education in Oregon is to: 1) Enable students to extend prior educational experiences in order to reach their full potential as participating and contributing citizens by helping them develop scientific, professional, and technological expertise, together with heightened intellectual, cultural, and humane sensitivities and a sense of purpose; 2) Create, collect, evaluate, store, and pass on the body of knowledge necessary to educate future generations; 3) Provide appropriate instructional, research, and public service programs to enrich the cultural life of Oregon and to support and maintain a healthy state economy.

KPM #1	COST AS A PERCENT OF INCOME – Cost of attendance at OUS for a resident undergraduate (tuition & fees, room & board, other expenses) as a percent of Oregon median family income.	Measure since: 2005
<b>Goal</b>	Access: Expand access to students who meet admission standards – lower income students	
<b>Oregon Context</b>	OBM24 – Some college completion, OBM26 – College completion, OBM11 – Per capita income	
<b>Data source</b>	OUS Institutional Research Services; OUS Budget Office; U.S. Census	
<b>Owner</b>	OUS Strategic Programs and Planning, Charles Triplett (503) 725-5717	

1. **OUR STRATEGY**

Pursue – at institution and Board level – policies to constrain tuition while maintaining quality.

2. **ABOUT THE TARGETS**

In 2005 and 2006, the ratios of college costs to family income were higher than OUS targets. 2007-2009 targets hold steady to the current ratio, reflecting efforts to stabilize college affordability. Ideal performance on this measure would show declining ratios of cost to income.

3. **HOW WE ARE DOING**

In 2006, the cost of college attendance relative to median family income in the state was held to almost the same rate as the previous year. This halted a steady rise in the ratio of college costs to Oregon family income.

4. **HOW WE COMPARE**

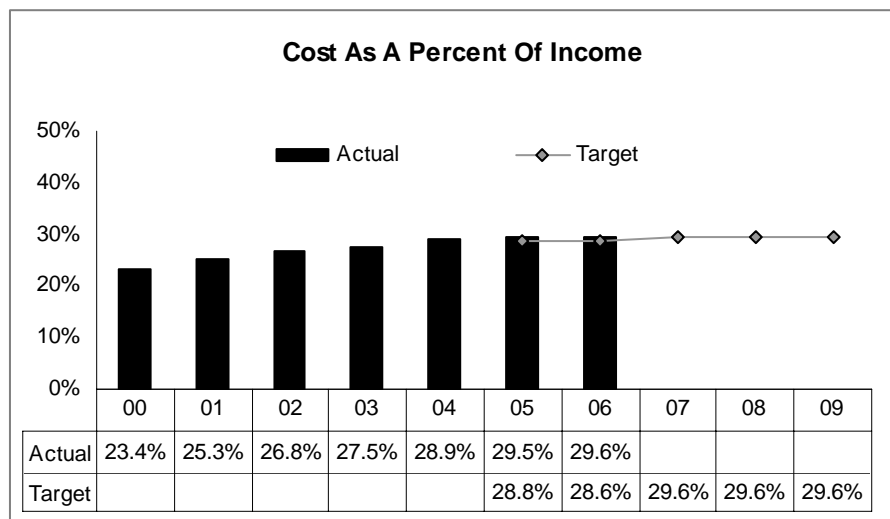
According to *Measuring Up 2006*, the national report card produced by the National Center for Public Policy and Higher Education, Oregon ranks 46<sup>th</sup> among the fifty states in the ability of families to pay the cost of public postsecondary education. For the past two studies, Oregon has received a grade of “F” on affordability (along with 42 other states in 2006).

5. **FACTORS AFFECTING RESULTS**

In 2005, while tuition increases for resident undergraduates were held to 3% or below at all universities except two, inflation drove up non-tuition costs by over 6%, further increasing the proportion of family earnings needed to cover the cost of a college education. In 2006, OUS held tuition increases to 3% at all campuses and fee increases were limited. Additionally, softer increases in inflation helped to hold the ratio steady for the first time this decade.

6. **WHAT NEEDS TO BE DONE**

Early in 2004, the State Board of Higher Education established the Access and Affordability Working Group to explore options for making college more affordable for all Oregonians. This group has brought together representatives from Oregon’s education and community sectors to research the issues and



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impacts and to develop proposals for increasing need-based financial aid. The proposed Shared Responsibility Model for the Oregon Opportunity Grant will be a big step toward removing this barrier to participation. At the same time, work continues at the campus and system level to constrain tuition and fee increases and to mitigate the effects of any increases on those least able to afford them.

### **7. ABOUT THE DATA**

Tuition data are reported for the academic year, with detailed annual reports available on the OUS website ([www.ous.edu](http://www.ous.edu)). Non-tuition costs are obtained from the Oregon Student Assistance Commission and also represent the academic year. Median family income data are collected from the U.S. Census Bureau. Numerous reports and links to supporting information related to college affordability are available on the Access and Affordability Working Group pages of the OUS website: [www.ous.edu/state\\_board/workgroups/aawg/work.php](http://www.ous.edu/state_board/workgroups/aawg/work.php).