

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 #24	FRESHMAN PARTICIPATION – Oregon freshman participation rate in OUS institutions	Measure since: 2005
Goal	Access: Expand access to students who meet admission standards – entering freshmen	
Oregon Context	OBM24 – Some college completion, OBM26 – College completion, OBM11 – Per capita income	
Data source	OUS Institutional Research Services	
Owner	OUS Strategic Programs and Planning, Kimberly Rambo (541) 346-5777	

1. OUR STRATEGY

Strengthen collaborative efforts with ODE to enhance college preparation and alignment and streamline process.

2. ABOUT THE TARGETS

In 2006, performance on this measure fell just below the target. Agency targets for the upcoming biennium seek to hold the rate steady. Targets shown for 2008 and 2009 are those approved during the 2007 legislative session to reflect agency funding for the biennium.

3. HOW WE ARE DOING

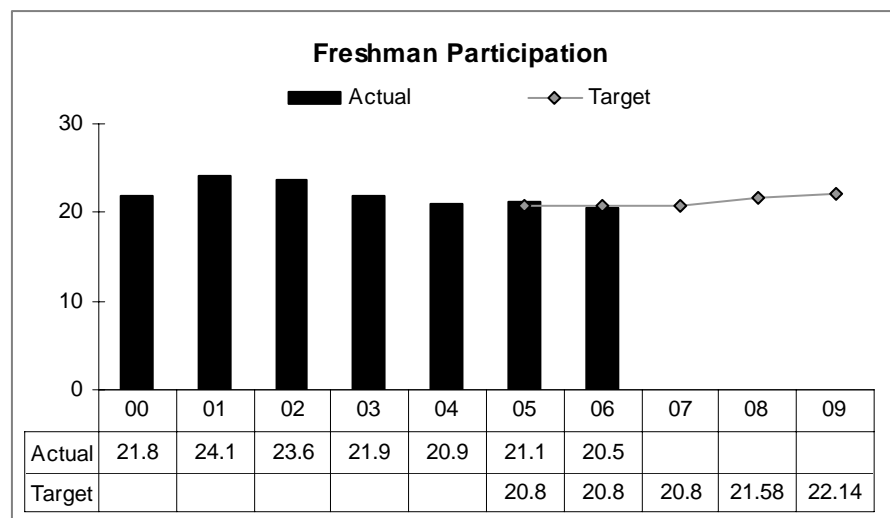
The freshman participation rate—representing Oregon high school graduates enrolling in an Oregon public university—spiked in 2001, responding to an increase in state funding during the 1999 session. The rate has fallen steadily since then, with the exception of a small upturn in 2005, and was 20.5 in 2006.

4. HOW WE COMPARE

In 2004, Oregon ranked 9th among 15 western states on the percentage of recent high school graduates enrolled in degree-granting 2-year or 4-year institutions in the state, falling slightly below the average (WICHE).

5. FACTORS AFFECTING RESULTS

The decline in the Oregon freshman participation rate since 2001 corresponds to the noted decrease in overall enrollment in postsecondary education by Oregon high school graduates. The declining rate is reinforced by data collected through the biennial survey of Oregon high school graduates. Findings reported in *Where Have Oregon's Graduates Gone?* indicate that the proportion of 2005 high school graduates attending an OUS university by the following winter term declined to 21.7% from a high of 24.9% for the class of 2001. While survey results suggest some recent graduates may be choosing Oregon community colleges immediately following high school, there are also signs that Oregon is losing students—including high achievers—to out-of-state universities.



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.

6. WHAT NEEDS TO BE DONE

In addition to cross-sector alignment initiatives, OUS is strengthening efforts to communicate the importance of a college education for personal fulfillment, for Oregon’s workforce, and for securing a family-wage job. As the demographic character of Oregon’s population shifts, a subcommittee of the State Board’s Strategic Initiatives Committee is exploring means to make higher education an attainable ambition for all citizens, and to provide the necessary programs to support the unique needs of future students. Finally, the capacity of Oregon’s public universities to accept and retain new students must be supported through funding for faculty, facilities, and student support. In order to provide additional data on this topic, OUS conducts a survey biennially to understand the behaviors and choices of Oregon’s high school graduates and to monitor in-coming students’ needs and perceptions.

7. ABOUT THE DATA

The freshman participation rate is the ratio of OUS first-time freshmen from Oregon high schools (regardless of year of graduation) to Oregon high school graduates of the previous school year. The high school graduate population includes an estimate of graduates who were home schooled. Data for high school graduates is managed by the Oregon Department of Education. Additional data on freshman participation is available in the OUS Fact Book at www.ous.edu.