

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 #4	COMMUNITY COLLEGE TRANSFERS – Number of students who are new Oregon community college transfers	Measure since: 1997
Goal	Access: Expand access to students who meet admission standards – community college transfers	
Oregon Context	OBM24 – Some college completion, OBM26 – College completion, OBM11 – Per capita income	
Data source	OUS Institutional Research Services, fall fourth-week enrollment reports	
Owner	OUS Strategic Programs and Planning, Kimberly Rambo (541) 346-5777	

1. **OUR STRATEGY**

In collaboration with community colleges, develop, enhance, and streamline co-enrollment and transfer policies and procedures.

2. **ABOUT THE TARGETS**

Since 2004, performance on this measure has fallen below the projected number of new Oregon community college transfers. Targets for the 2005-2007 biennium drew on growth rates among community college transfers in years prior to 2003. Future targets reflect newer enrollment projections that take into account actual enrollments in 2004 and 2005, and a slower rate of growth in those years.

3. **HOW WE ARE DOING**

In 2006, the number of admitted transfer students from Oregon community colleges decreased sharply following years of growth among this group. The downturn mirrors an overall decline in transfer activity since 2004.

4. **HOW WE COMPARE**

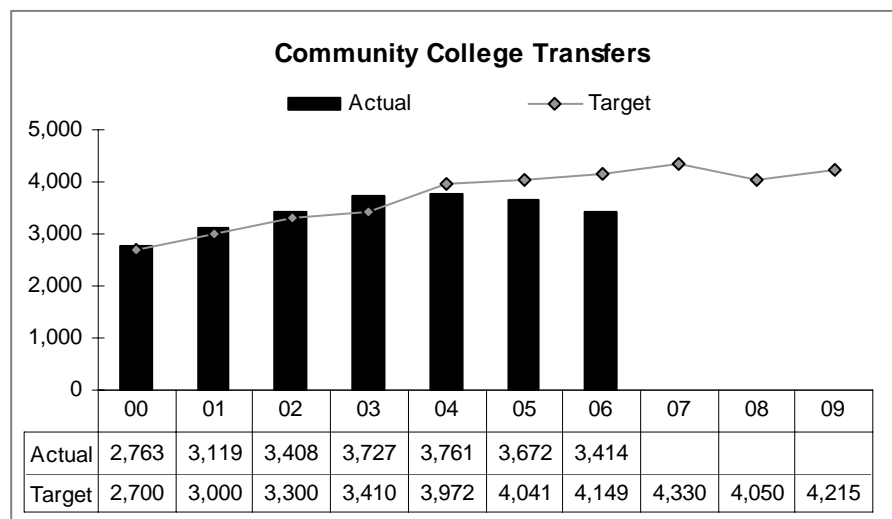
There are no national norms for this measure.

5. **FACTORS AFFECTING RESULTS**

Despite efforts to streamline and improve articulation among Oregon’s education agencies, the number of transfer students from Oregon community colleges declined in 2006, corresponding with a general downturn in the number of transfer students from all sources. This also may reflect, in part, a downward trend in enrollment among Oregon community colleges in the wake of steep tuition increases in recent years.

6. **WHAT NEEDS TO BE DONE**

The importance of this measure is reinforced by data from a biennial survey conducted by OUS indicating that among Oregon’s 2005 high school graduating class, 35% now attending Oregon community college have definite plans to transfer to OUS, and an additional 41% believe they will probably transfer. Similarly, in a survey of 2005 bachelor’s degree recipients, among graduates who began at OUS as transfer students, 52% transferred from an Oregon



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community college. Co-enrollment agreements between OUS and community colleges continue to be adopted and modified to enable students to reduce higher education expenses while maintaining a successful path to graduation. During the upcoming year, discussions will be held between Oregon community colleges and OUS campuses to reach consensus regarding a universally-transferable outcome-based general education. This type of common core would create ease of transfer, enable more efficient student progress towards a bachelor’s degree, and improve completion rates.

7. ABOUT THE DATA

Data are collected in the fourth week of fall term and represent one academic year. Each university provides data along prescribed parameters to a central OUS database; following the implementation of validation programs, enrollment reports are generated for consistent reporting across the system. Additional and disaggregated enrollment data are presented in the OUS Fact Book, available online at www.ous.edu.