

**AGENCY NAME: Oregon Student Assistance Commission**

**II. KEY MEASURE ANALYSIS**

Agency Mission: To assist Oregon students and their families in attaining a postsecondary education and to enhance the value, integrity, and diversity of Oregon’s college programs

<b>KPM #12</b>	<b>PERCENTAGE OF STUDENTS OF COLOR SERVED BY OSAC PROGRAMS</b> Percentage of students of color served by OSAC programs (i.e., disaggregate measures to track race/ethnicity of beneficiaries of OSAC program services)	<b>Measure since: 2005</b>
<b>Goal</b>	Goal 1: Increase college attendance and completion in Oregon	
<b>Oregon Context</b>	Oregon Benchmarks #24, #25, #26	
<b>Data source</b>	Varies by program: Scholarship Services applications; Oregon Opportunity Grant datamatches with institutions & segments	
<b>Owner</b>	Varies by program	

**1. OUR STRATEGY**

The Commission collects race/ethnicity (R/E) data about scholarship and grant applicants from internal and external sources and reports R/E totals for OSAC’s two main programs – Scholarship Services and the Oregon Opportunity Grant. The four R/E codes correspond to four traditionally recognized ethnic groups: African American (AfrAm), Native American/Alaska Native (NatAm), Asian/Pacific Islander (Asia/Pac), and Hispanic.

The Free Application for Federal Student Aid (FAFSA), which serves as the application for both federal student aid programs and the Oregon Opportunity Grant, does not collect R/E data. However, postsecondary institutions that participate in federal Title IV programs are required to report summary-level data about their students’ race/ethnicity to the Integrated Postsecondary Education Data System (IPEDS). A student’s race/ethnicity is a self-reported, optional data element that institutions collect during matriculation and then transfer summaries to IPEDS.

For Opportunity Grants, OSAC conducts data-matches to collect R/E data from the Oregon University System (OUS), the Community College and Workforce Development division (CCWD) of the Oregon Department of Education, and individual private independent 4-year institutions, as reporting schedules permit after the end of the academic year in July/August. For Scholarship Services (SchSrv), OSAC collects R/E data from the 7,000+ students who complete the OSAC combined scholarship application for the 370 scholarship programs it administers. Data for this KPM are compiled after the end of the academic year, usually in August.

This measure was developed in response to a Budget Note from OSAC’s 2003 Legislatively Approved Budget, which instructed the Commission to “to disaggregate measures that track services to students by race and ethnicity, with a special emphasis on agency program services to Latino students.”

<b>Overall</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>
<b>Afr-Am</b>	NA	NA	NA	NA	NA	NA	4.0%	5.0%		
<b>Nat-Am</b>	NA	NA	NA	NA	NA	NA	2.9%	3.4%		
<b>Asia/Pac</b>	NA	NA	NA	NA	NA	NA	5.0%	5.8%		
<b>Hisp</b>	NA	NA	NA	NA	NA	NA	6.0%	7.4%		
<b>Scholarship Services</b>										
<b>Afr-Am</b>	NA	NA	NA	NA	NA	NA	3.0%	3.3%		
<b>Nat-Am</b>	NA	NA	NA	NA	NA	NA	2.4%	2.4%		
<b>Asia/Pac</b>	NA	NA	NA	NA	NA	NA	4.7%	7.2%		
<b>Hisp</b>	NA	NA	NA	NA	NA	NA	4.1%	4.8%		
<b>Oregon Opportunity Grant</b>										
<b>Afr-Am</b>	3.0%	2.8%	3.1%	3.3%	4.2%	4.3%	4.5%	5.6%		
<b>Nat-Am</b>	3.1%	3.1%	2.8%	3.0%	3.2%	3.0%	3.1%	3.7%		
<b>Asia/Pac</b>	5.4%	6.3%	5.8%	5.8%	6.0%	5.9%	5.1%	5.4%		
<b>Hisp</b>	6.1%	6.0%	6.8%	7.1%	7.6%	7.8%	6.8%	8.2%		

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**2. ABOUT THE TARGETS**

Percentages of recipients in each major R/E group are collected separately for the Opportunity Grant and for Scholarship Services. Since targets are not appropriate for this KPM, OSAC retains and reports descriptive data annually.

**3. HOW WE ARE DOING**

With limited data for some programs, it is too early to detect particular trends for this KPM.

**4. HOW WE COMPARE**

The most recent R/E data for Oregon for the percentage of population Age 25-64 by Race/Ethnicity comes from the 2000 Census: 85.3% white, 1.5% African-American, 6.6% Hispanic/Latino, 1.1% Native American/Alaskan Native, and 3.3% Asian/Pacific Islander. R/E percentages as reported by individual Oregon postsecondary institutions are available on the U.S. Department of Education's College Navigator website (formerly called the IPEDS COOL website). In most cases, overall percentages are near or above statewide percentages for underserved populations.

**5. FACTORS AFFECTING RESULTS**

The Oregon Student Assistance Commission increased outreach efforts throughout the state starting in 2005-06 by hiring regional scholarship consultants to present workshops on OSAC grants and scholarships at college fairs and college campuses. The ASPIRE program increased from 74 to 82 high schools, reaching more students with information and individual mentoring.

**6. WHAT NEEDS TO BE DONE**

Continued outreach efforts to Oregonians about OSAC-administered grants and scholarships and about financial aid information in general. These efforts should consider social marketing strategies to reach students of color and other underserved groups. In January 2007, the first College Goal Sunday (CGS) program took place on 15 campuses statewide to help students and their families file the Free Application for Federal Student Aid (also used as the application for the Oregon Opportunity Grant) and the OSAC scholarship application. Marketing for this event includes a number of social marketing strategies to reach underserved students including the following:

- Utilize social networks to reach students and their families. Each CGS regional committee will identify the target audience within the student's populations in their geographic area.
- Engage the Oregon Association of Financial Aid Administrators to bring CGS materials to high schools throughout the state and identify social networks.
- Utilize the Oregon Indian Postsecondary Education Coalition and the Oregon Council for Hispanic Advancement to distribute CGS materials to Native American and Latino students throughout the state and as social network participants.
- Locate additional Hispanic and African American networks in each geographic region as indicated.
- Engage education groups who work with students such as Confederation of School Administrators and Oregon School Counselor Association.

OSAC will continue to support and promote College Goal Oregon activities planned for 2008 and beyond. OSAC provides information to high school counselors in cooperation with the Oregon University System, and OSAC staff members participate in several college fairs and similar events throughout the year.

OSAC partners with the Education Credit Management Corporation to provide a set of *Opportunities* Booklets and OSAC scholarship applications (including information on the Oregon Opportunity Grant) to students and families statewide, also offering these booklets in Spanish. In 2007, OSAC received a grant from ECMC to implement the Oregon College Access Network. OrCAN is a statewide hub for data and information, connecting people and organizations, sharing

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knowledge and resources, providing professional development and networking opportunities, and educating key leaders and policy makers about supporting access to education beyond high school.

**7. ABOUT THE DATA**

Data are for the Oregon fiscal year, which is similar to the standard academic year — July 1 through June 30.