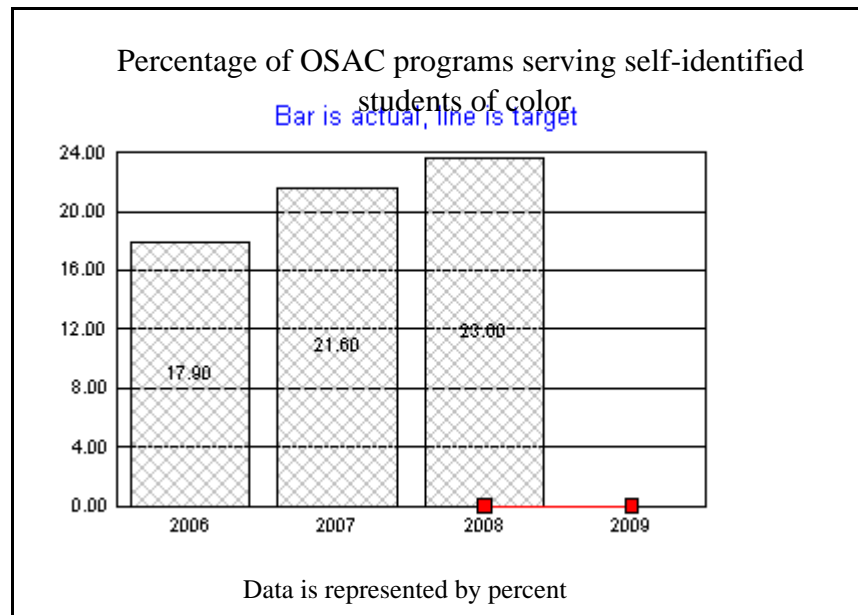


KPM #12	Percentage of students of color served by OSAC programs (i.e., disaggregate measures to track race/ethnicity of beneficiaries of OSAC program services).	2005
Goal	Goal 1: Increase college attendance and completion in Oregon	
Oregon Context	Oregon Benchmarks #24, #25, #26	
Data Source	Varies by program: Scholarship Services application; Oregon Opportunity Grant datamatches with institutions and segments	
Owner	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/Alaskan Native (NatAm), Asian/Pacific Islander (Asia/Pac), and Hispanic (Hisp).

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 "disaggregate measures that track services to students by race and ethnicity, with a special emphasis on agency program services to Latino students."

2. ABOUT THE TARGETS

Percentages of recipients in each major R/E group are collected separately for the Opportunity Grant and for Scholarship Services. OSAC has not set targets for this measure in the past, as the agency has deemed it inappropriate to determine targets based upon race and/or ethnicity. At the suggestion of the Interim Ways and Means Committee, OSAC suggested comparing results with overall state census data. 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.

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 are reported by individual Oregon postsecondary institutions are available on the U.S. Department of Education's College Navigator 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 82 high schools in 2006-07 to nearly 115 high schools and locations in 2007-08, reaching more students with information and individual mentoring.

6. WHAT NEEDS TO BE DONE

The agency must continue outreach efforts to Oregonians about OSAC-administered grants and scholarship 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. The event was repeated in January 2008, and more than 2,000 students attended statewide. 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.

7. ABOUT THE DATA

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