

Diversity in the Oregon University System: A Snapshot of the Present and a Look to the Future

Oregon's demographics, like many states in the nation, are rapidly changing. In 2011-12, 26 percent of Oregon's public high school graduates were students of color. 17 percent of Oregon's high school graduates were Hispanic. By 2015-16, 31 percent of Oregon's public high school graduates are projected to be students of color, with 23 percent of all Oregon high school graduates projected to be Hispanic. This raises the questions: What are OUS institutions doing to prepare for a much more ethnically diverse student body? Are OUS institutions fully serving the ethnic diversity of Oregon's student population?

This report highlights areas in which OUS institutions are excelling and areas where gaps exist. This report also details strategies in place at OUS institutions to recruit and support students of color as they matriculate, study at, and graduate from OUS institutions.

I. Enrollment

The Landscape: Demographics of Oregon's Public High School Graduates

We begin with an examination of trends in Oregon's public high school graduation data. Figure 1 shows actual and projected demographics of Oregon's public high school graduates from 2002-2003 to 2030-2031. The number of public high school graduates in Oregon is projected to be fairly flat, with growth not expected for about a decade. However, the number of total students of color in Oregon's public high school graduating classes has been and is expected to show increased growth over the next decade. Prescott & Bransberger's (2012) analysis of high school graduation trends in the United States indicates that Oregon is a state characterized by a slight contraction of high school graduates but a high diversification rate (see Figure 2).

Public Oregon High School Graduates

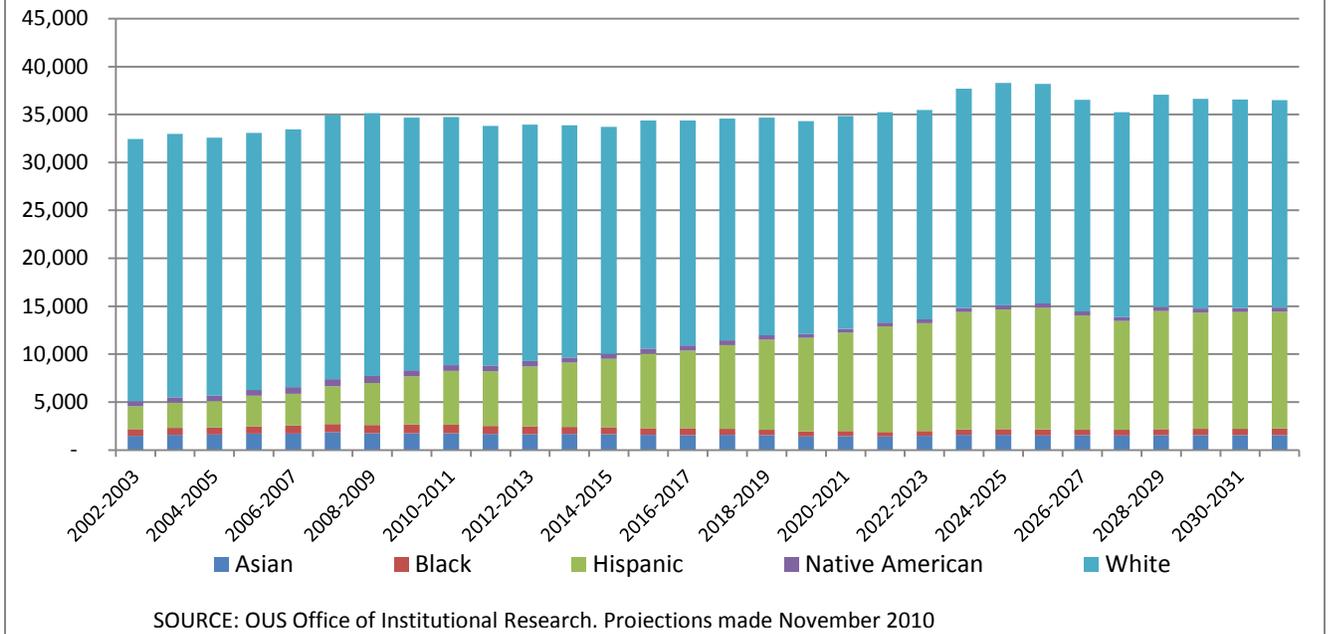


Figure 1: Demographics of Oregon's Public High School Graduates 2002-2031

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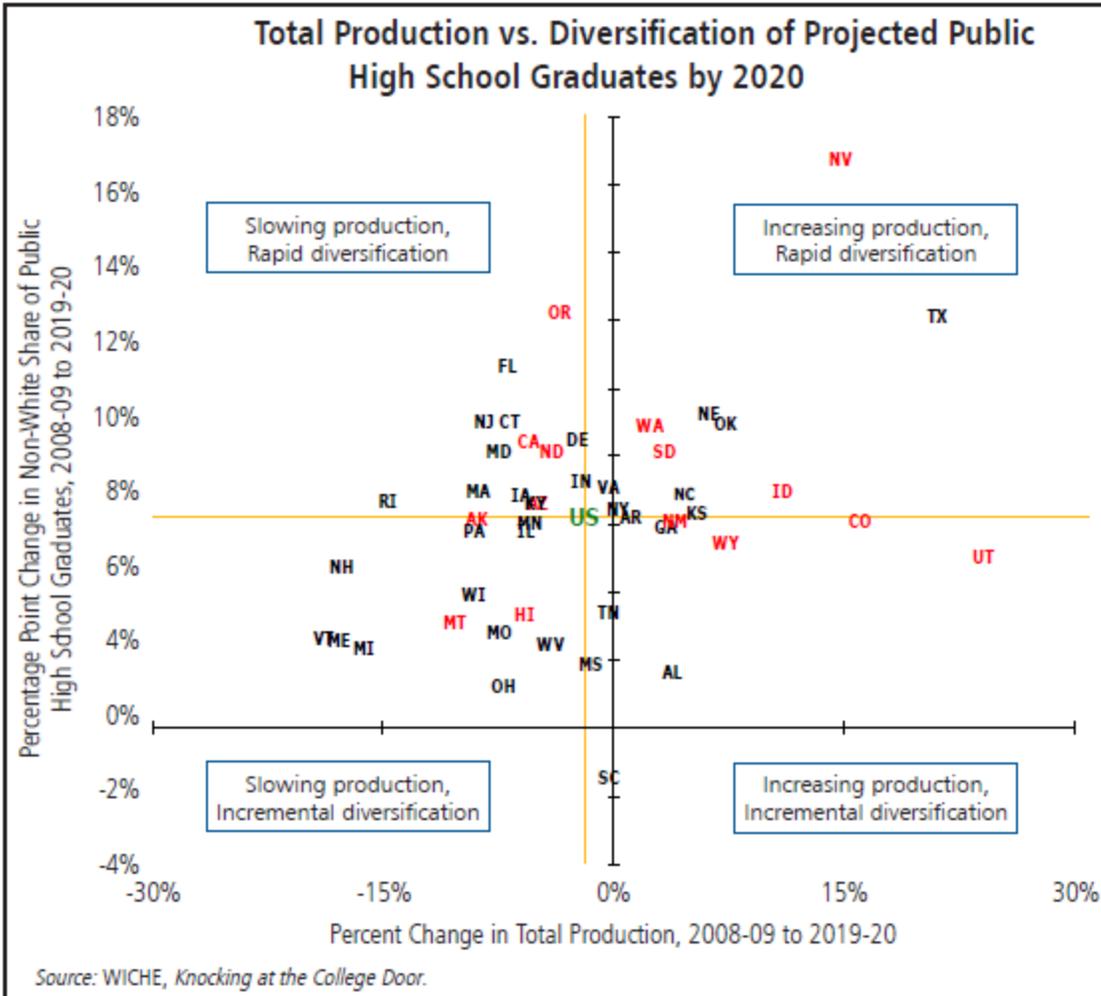


Figure 2: Total Production vs. Diversification of Public High School Graduates in the United States

Taking a closer look at data over the past five years and projected through 2015-16, we see a steady increase in the percent of students of color since 2007-08; this trend is projected to continue through to 2015-16 (see Table 1). Additionally, the percent of Hispanic students is growing at a relatively constant rate and projected to grow at a relatively constant rate. The percentages of total high school graduates of other ethnic minority groups (African American, American Indian/Alaska Native, Asian/Pacific Islander) are relatively constant and projected to be relatively constant or slightly decreasing. In 2010-11, 25.5 percent of Oregon’s public high school graduates were students of color. So, how do OUS enrollments correspond with the ethnic diversity represented in Oregon’s public high school graduates? Table 2 provides an answer. In 2011-12, about 23 percent of OUS new undergraduate admits (both first time freshman and new transfer students) were students of color. As a system, we are not enrolling as many African Americans (1.9% newly admitted to OUS compared to 2.5% high school graduates), American Indian or Alaska Natives (1.5% newly admitted to OUS compared to 1.7% high school graduates), or Hispanic students (8.7% newly admitted to OUS compared to 17% high school graduates).

Oregon Public High School Graduates

| Race/Ethnicity | 2007-08 | 2008-09 | 2009-10 | 2010-11 | 2011-12 | 2012-13 | 2013-14 | 2014-15 | 2015-16 |
|-----------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Black or African American | 852 | 853 | 916 | 887 | 834 | 822 | 752 | 722 | 695 |
| American Indian or Alaska Native | 744 | 716 | 632 | 605 | 573 | 578 | 534 | 534 | 519 |
| Asian or Pacific Islander | 1,858 | 1,751 | 1,748 | 1,748 | 1,665 | 1,644 | 1,667 | 1,641 | 1,587 |
| Hispanic | 3,949 | 4,389 | 5,029 | 5,624 | 5,736 | 6,237 | 6,702 | 7,142 | 7,771 |
| White, non-Hispanic | 27,546 | 27,429 | 26,348 | 25,860 | 25,011 | 24,662 | 24,207 | 23,675 | 23,803 |
| Two or more races | - | - | - | - | - | - | - | - | - |
| Unknown | - | - | - | - | - | - | - | - | - |
| Total | 34,949 | 35,138 | 34,673 | 34,724 | 33,819 | 33,943 | 33,862 | 33,714 | 34,375 |
| Students of Color | 21.2% | 21.9% | 24.0% | 25.5% | 26.0% | 27.3% | 28.5% | 29.8% | 30.8% |
| Black or African American Student | 2.4% | 2.4% | 2.6% | 2.6% | 2.5% | 2.4% | 2.2% | 2.1% | 2.0% |
| American Indian or Alaska Native | 2.1% | 2.0% | 1.8% | 1.7% | 1.7% | 1.7% | 1.6% | 1.6% | 1.5% |
| Asian or Pacific Islander | 5.3% | 5.0% | 5.0% | 5.0% | 4.9% | 4.8% | 4.9% | 4.9% | 4.6% |
| Hispanic Students | 11.3% | 12.5% | 14.5% | 16.2% | 17.0% | 18.4% | 19.8% | 21.2% | 22.6% |

Table 1: Demographics of Oregon Public High School Graduates 2007-2016

OUS New Undergraduate Admits

| Race/Ethnicity | | 2007-08 | 2008-09 | 2009-10 | 2010-11 | 2011-12 |
|------------------------------------|----------|---------------|---------------|---------------|---------------|---------------|
| Black or African American | FTF | 152 | 148 | 146 | 152 | 145 |
| | Transfer | 129 | 191 | 176 | 189 | 196 |
| American Indian or Alaska Native | FTF | 104 | 131 | 130 | 86 | 90 |
| | Transfer | 132 | 140 | 165 | 137 | 168 |
| Asian or Pacific Islander | FTF | 635 | 679 | 689 | 587 | 621 |
| | Transfer | 372 | 412 | 466 | 412 | 434 |
| Hispanic | FTF | 465 | 503 | 530 | 720 | 761 |
| | Transfer | 430 | 436 | 466 | 660 | 761 |
| White, non-Hispanic | FTF | 6,238 | 6,431 | 6,348 | 6,114 | 5,799 |
| | Transfer | 5,522 | 5,827 | 6,352 | 6,804 | 7,141 |
| Two or more races | FTF | - | - | - | 398 | 428 |
| | Transfer | - | - | - | 337 | 402 |
| Multi-Ethnic | FTF | 140 | 153 | 130 | - | - |
| | Transfer | 116 | 111 | 81 | - | - |
| Unknown | FTF | 484 | 429 | 429 | 158 | 148 |
| | Transfer | 708 | 700 | 939 | 429 | 407 |
| Total | | 15,627 | 16,291 | 17,047 | 17,183 | 17,501 |
| Total First Time Freshman | | 8,218 | 8,474 | 8,402 | 8,215 | 7,992 |
| Total Transfer Students | | 7,409 | 7,817 | 8,645 | 8,968 | 9,509 |
| Students of Color | | 17.1% | 17.8% | 17.5% | 21.4% | 22.9% |
| Black or African American Students | | 1.8% | 2.1% | 1.9% | 2.0% | 1.9% |
| American Indian or Alaska Native | | 1.5% | 1.7% | 1.7% | 1.3% | 1.5% |
| Asian or Pacific Islander | | 6.4% | 6.7% | 6.8% | 5.8% | 6.0% |
| Hispanic Students | | 5.7% | 5.8% | 5.8% | 8.0% | 8.7% |

Table 2: Demographics of OUS New Undergraduate Admissions

These data sources suggest that we have work to do to recruit African American, American Indian/Alaska Native, and especially Hispanic students.

Next we take a closer look at campus-specific demographic trends, with a number of caveats:

1. We chose to look at *percentages* of students of color at each campus. We recognize this methodology has a number of limitations including that for campuses with small enrollments, small changes in enrollment numbers are reflected in larger percent changes.
2. Data about the OUS campuses reflects data for *resident* students only. We decided to focus on resident students in order to make appropriate comparisons to the population of public Oregon high school graduates.
3. We compare the percentages of students of color to the statewide percentages of students of color of public high school graduates. For campuses that serve the state (Oregon State University, Oregon Tech, and the University of Oregon) a comparison to statewide data is appropriate. We recognize that the statewide demographics ignores regional differences for the other campuses and will conduct further analysis in the future to compare Portland State University, Eastern Oregon University, Southern Oregon University, and Western Oregon University with the demographics specific to their regions.
4. We compare 2011-12 new undergraduate admissions percentages to 2010-11 Oregon public high school graduates with the thinking that students graduating from high school in spring 2011 will enter college as first time freshman in the fall of 2011. We also include new transfer students in our counts.
5. We are sensitive to the issues regarding how we count students of color (e.g., concerns as raised by the Communities of Color report). However, it was beyond our purview to address these issues for the data collected for this report. We recognize that students might not self-identify and that the data may represent inaccurate counts of students of color. As such, we posit this analysis as a starting point for further conversation and action, rather than an end.

Eastern Oregon University New Undergraduate Admissions

| | 2007-08 | 2009-09 | 2009-10 | 2010-11 | 2011-12 |
|---|---------|---------|---------|---------|---------|
| Total | 741 | 821 | 975 | 1,024 | 1,005 |
| Total First Time Freshman | 257 | 313 | 403 | 389 | 310 |
| Total Transfer Students | 484 | 508 | 572 | 635 | 695 |
| Students of Color | 9.7% | 10.5% | 12.7% | 11.5% | 14.5% |
| Black or African American Students | 0.5% | 1.7% | 1.3% | 0.7% | 1.9% |
| American Indian or Alaska Native | 1.9% | 2.6% | 2.7% | 2.1% | 3.2% |
| Asian or Pacific Islander | 1.6% | 1.5% | 3.2% | 2.5% | 3.1% |
| Hispanic Students | 3.5% | 3.8% | 5.2% | 5.8% | 5.9% |

In 2011-12, EOU's percentage of American Indian/Alaska Native students (3.2% of new undergraduate admissions) was almost double the percentage of American Indian/Alaska Native public high school graduates (1.7% in 2010-11). EOU's percentage of Hispanic students (5.9%) is considerably lower than the percentage of Hispanic Oregon high school graduates (16.2% in 2010-11). However, the trend in Hispanic admission has been increasing since 2007-08. As such, we recommend EOU focus on increasing the enrollment of Hispanic students to achieve an entering student body demographic that more closely mirrors that of Oregon's graduating high school class. The ramping up of EOU's Hermiston Eastern Oregon Higher Education Center should help increase student diversity by 1-2 percent over the next 2-3 years.

Oregon Tech New Undergraduate Admissions

| | 2007-08 | 2008-09 | 2009-10 | 2010-11 | 2011-12 |
|---|---------|---------|---------|---------|---------|
| Total | 679 | 720 | 740 | 744 | 797 |
| Total First Time Freshman | 267 | 320 | 324 | 274 | 294 |
| Total Transfer Students | 412 | 400 | 416 | 470 | 503 |
| Students of Color | 12.7% | 13.8% | 16.4% | 17.5% | 18.2% |
| Black or African American Students | 0.4% | 0.7% | 0.5% | 0.8% | 0.6% |
| American Indian or Alaska Native | 2.2% | 2.8% | 2.2% | 0.8% | 1.6% |
| Asian or Pacific Islander | 4.4% | 5.3% | 6.1% | 4.2% | 5.0% |
| Hispanic Students | 5.6% | 5.0% | 6.9% | 6.0% | 6.3% |

In 2011-12, Oregon Tech's percentage of Asian/Pacific Islander students (5.0% of new undergraduate admissions) matched the percentage of Asian/Pacific Islander public high school graduates in 2010-11. Oregon Tech's percentage of African American students (0.6% of new undergraduate admissions) was significantly lower than the percentage of African American public high school graduates (2.6% in 2010-11). Given Oregon Tech's new presence in Wilsonville and its statewide mission, we encourage a focus on increasing enrollments of African American students at the Wilsonville campus. Similarly, Oregon Tech's percentage of Hispanic students (8.7%) is considerably lower than the percentage of Hispanic Oregon high school graduates (16.2% in 2010-11). As such, we recommend Oregon Tech focus on increasing the enrollment of Hispanic students by 1-2 percent over the next 2-3 years to achieve an entering student body demographic that more closely mirrors that of Oregon's graduating high school class.

Oregon State University New Undergraduate Admissions

| | 2007-08 | 2008-09 | 2009-10 | 2010-11 | 2011-12 |
|---|---------|---------|---------|---------|---------|
| Total | 3,857 | 4,049 | 4,453 | 4,482 | 4,428 |
| Total First Time Freshman | 2,600 | 2,659 | 2,761 | 2,773 | 2,646 |
| Total Transfer Students | 1,257 | 1,390 | 1,692 | 1,709 | 1,782 |
| Students of Color | 15.4% | 15.7% | 15.4% | 20.1% | 22.1% |
| Black or African American Students | 1.2% | 1.1% | 0.9% | 0.6% | 0.6% |
| American Indian or Alaska Native | 1.2% | 1.7% | 1.5% | 1.0% | 1.0% |
| Asian or Pacific Islander | 7.5% | 7.5% | 7.6% | 6.1% | 7.2% |
| Hispanic Students | 5.3% | 5.3% | 5.3% | 6.9% | 7.5% |

In 2011-12, OSU's percentage of African American students (0.6% of new undergraduate admissions) was significantly lower than the percentage of African American public high school graduates (2.6% in 2010-11). Furthermore, the percentage of newly admitted African American students at OSU has decreased since 2007-08. We encourage a focus on increasing enrollments of African American students to more closely mirror that of Oregon's graduating high school class. OSU's enrollment of Hispanic students (7.5%) is considerably lower than the percentage of Hispanic Oregon high school graduates (16.2% in 2010-11). However, the trend in Hispanic admission has been increasing since 2007-08. As such, we recommend OSU also focus on increasing the enrollment of Hispanic students by 1-2 percent over the next 2-3 years to achieve an entering student body demographic that more closely mirrors that of Oregon's graduating high school class. OSU is doing well recruiting Asian and Pacific Islander student, as the percentage of newly admitted Asian/Pacific Islander students (7.2% in 2011-12) exceeds the percentage of Asian and Pacific Islander public high school graduates (5.0% in 2010-11).

Portland State University New Undergraduate Admissions

| | 2007-08 | 2008-09 | 2009-10 | 2010-11 | 2011-12 |
|---|---------|---------|---------|---------|---------|
| Total | 4,523 | 4,794 | 4,989 | 4,842 | 4,991 |
| Total First Time Freshman | 1,369 | 1,402 | 1,317 | 1,214 | 1,090 |
| Total Transfer Students | 3,154 | 3,392 | 3,672 | 3,628 | 3,901 |
| Students of Color | 22.2% | 21.9% | 21.0% | 25.3% | 28.3% |
| Black or African American Students | 3.3% | 3.4% | 3.2% | 3.6% | 3.3% |
| American Indian or Alaska Native | 1.6% | 1.4% | 1.7% | 1.3% | 1.5% |
| Asian or Pacific Islander | 9.0% | 8.6% | 9.4% | 8.1% | 7.7% |
| Hispanic Students | 6.3% | 6.7% | 6.2% | 8.5% | 10.7% |

PSU is the only OUS campus whose percentage of students of color of new undergraduate admissions (28.3% in 2011-12) exceeds that of the state's public high school graduates (25.5% in 2010-11). The percentage of PSU new undergraduate admissions of African Americans and American Indian/Alaska Native students has remained relatively stable since 2007-08 and

exceeds (in the case of African Americans) or slightly below (in the case of American Indian/Alaska Natives) as compared to Oregon’s public high school graduates. PSU’s enrollment of Hispanic students (10.7%) is lower than the percentage of Hispanic Oregon high school graduates (16.2% in 2010-11). However, the trend in Hispanic admission has been increasing since 2007-08, and increasing at a constant rate since 2009-2010. We encourage PSU to continue its efforts to recruit all students of color, and Hispanic students, in particular.

Southern Oregon University New Undergraduate Admits

| | 2007-08 | 2008-09 | 2009-10 | 2010-11 | 2011-12 |
|---|---------|---------|---------|---------|---------|
| Total | 1,024 | 983 | 948 | 1,113 | 1,171 |
| Total First Time Freshman | 559 | 536 | 485 | 530 | 507 |
| Total Transfer Students | 465 | 447 | 463 | 583 | 664 |
| Students of Color | 12.5% | 15.6% | 11.8% | 16.8% | 18.0% |
| Black or African American Students | 1.5% | 1.0% | 1.2% | 1.6% | 1.0% |
| American Indian or Alaska Native | 1.5% | 2.0% | 2.0% | 2.4% | 1.5% |
| Asian or Pacific Islander | 2.5% | 3.4% | 2.4% | 2.2% | 1.7% |
| Hispanic Students | 5.4% | 7.2% | 5.9% | 8.8% | 8.7% |

In 2011-12, SOU’s percentage of African American students (2.0% of new undergraduate admissions), Asian/Pacific Islander students (1.7% of new undergraduate admissions) and Hispanic students (8.7% of new undergraduate admissions) was considerably lower than the percentage of African American, Asian/Pacific Islander, and Hispanic public high school graduates. We encourage a focus on increasing enrollments of African American, Asian/Pacific Islander, and Hispanic students by a total of 1-2 percent over the next 2-3 years to more closely mirror that of Oregon’s graduating high school class.

University of Oregon New Undergrad Admits

| | 2007-08 | 2008-09 | 2009-10 | 2010-11 | 2011-12 |
|---|---------|---------|---------|---------|---------|
| Total | 3,488 | 3,551 | 3,523 | 3,376 | 3,506 |
| Total First Time Freshman | 2,355 | 2,445 | 2,258 | 2,063 | 2,220 |
| Total Transfer Students | 1,133 | 1,106 | 1,265 | 1,313 | 1,286 |
| Students of Color | 16.0% | 18.1% | 17.3% | 21.4% | 22.6% |
| Black or African American Students | 1.3% | 1.8% | 1.4% | 1.7% | 2.0% |
| American Indian or Alaska Native | 1.5% | 1.4% | 1.3% | 0.9% | 0.8% |
| Asian or Pacific Islander | 5.8% | 7.1% | 6.0% | 6.3% | 5.9% |
| Hispanic Students | 4.0% | 4.1% | 4.2% | 6.8% | 7.5% |

In 2011-12, the UO’s percentage of African American students (2.0% of new undergraduate admissions) was lower than the percentage of African American public high school graduates

(2.6% in 2010-11). We encourage a focus on increasing enrollments of African American students to more closely mirror that of Oregon’s graduating high school class. The UO’s enrollment of Hispanic students (7.5%) is considerably lower than the percentage of Hispanic Oregon high school graduates (16.2% in 2010-11). However, the trend in Hispanic admission has been increasing since 2007-08. As such, we recommend the UO also focus on increasing the enrollment of Hispanic students by 1-2 percent over the next 2-3 years to achieve an entering student body demographic that more closely mirrors that of Oregon’s graduating high school class. The UO is doing well recruiting Asian and Pacific Islander student, as the percentage of newly admitted Asian/Pacific Islander students (5.9% in 2011-12) exceeds the percentage of Asian and Pacific Islander public high school graduates (5.0% in 2010-11).

Western Oregon University New Undergrad Admits

| | 2007-08 | 2008-09 | 2009-10 | 2010-11 | 2011-12 |
|---|---------|---------|---------|---------|---------|
| Total | 1,315 | 1,373 | 1,419 | 1,602 | 1,603 |
| Total First Time Freshman | 811 | 799 | 854 | 972 | 925 |
| Total Transfer Students | 504 | 574 | 565 | 630 | 678 |
| Students of Color | 17.8% | 17.1% | 19.6% | 24.7% | 20.2% |
| Black or African American Students | 1.4% | 2.5% | 3.2% | 3.6% | 2.5% |
| American Indian or Alaska Native | 1.5% | 2.0% | 2.3% | 1.7% | 2.9% |
| Asian or Pacific Islander | 3.0% | 3.0% | 2.6% | 2.6% | 3.2% |
| Hispanic Students | 11.0% | 8.8% | 10.2% | 14.2% | 11.5% |

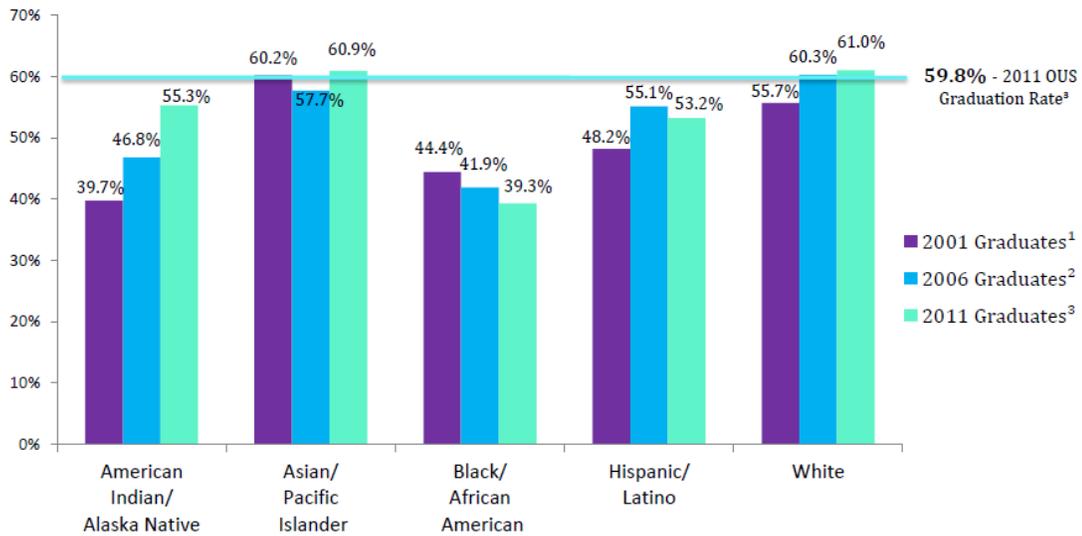
WOU’s percent enrollment of newly admitted African American and American Indian/Alaska Native students matches or exceeds the percentage of African American and American Indian/Alaska Native graduates from Oregon public high schools. WOU enrolled a smaller percentage of newly admitted Asian or Pacific Islander students (3.2%) than graduates from Oregon’s public high schools (4.9%). In 2011-12, WOU’s percent enrollment of newly admitted Hispanic students was 11.5%, lower than the percentage of Hispanic Oregon high school graduates (16.2% in 2010-11), but a number that reflects WOU’s concentrated efforts on recruiting and retaining Hispanic students. We encourage WOU to continue its efforts to recruit all students of color, and Hispanic students, in particular.

II. Retention

Systemwide, OUS institutions must continue to focus efforts on graduating students of color. Figure 3 shows the gaps in graduating American Indian/Alaska Native, African American, and Hispanic students as compared to their White and Asian/Pacific Islander peers. Most troubling, the graduation rates for African Americans has fallen since 2001, a trend that must be reversed. We also see declines, since 2006, in the graduation rates of Hispanic students; again, a trend

that must be reversed. Campuses have outlined retention strategies, but a press on reversing the troubling trends in African American and Hispanic graduation rates must be sustained.

OUS Six-Year Graduation Rates by Race/Ethnicity Ten Year Trend



¹1995-96 Fall First-Time Freshman Cohort completing by June 2001
²2000-01 Fall First-Time Freshman Cohort completing by June 2006
³2005-06 Fall First-Time Freshman Cohort completing by June 2011
 Source: OUS Institutional Research

Figure 3: OUS 6-Year Graduation Rates for Students of Color

References

Prescott, B. T. and Bransberger, P. *Knocking at the College Door: Projections of High School Graduates* (eighth edition). Boulder, CO: Western Interstate Commission for Higher Education, 2012.