



Docket Item:

Higher Education Data and Metrics - Proposed HECC Metrics for Discussion.

Summary:

At the August 17, 2016 Commission meeting, the Commission discussed the need for clear metrics to measure progress toward its strategic goals for higher education in Oregon. In response to this request, we developed an initial proposal of metrics for the purpose of discussion at the October 13, 2016 Commission meeting. These metrics are shown below.

Each metric relates to a fundamental HECC aim, shown in the left-most column. The measures themselves are in the middle column, and associated targets are in the right-most column. Note that the targets shown here are estimates and are ultimate targets for discussion purposes. They are not interim targets, which would be developed once metrics are finalized. The metrics and the targets are at the statewide level; each measure could be drilled down to the institutional level for further insight.

Staff Recommendation:

Informational purposes only. No action required at this time.

Proposed Leading HECC Metrics:

HECC Objective	Metrics	Targets
Attainment	1. <i>Enrollment Rate</i> Percent of Oregon residents enrolled in higher education seeking a degree or certificate in a given year: traditional age and non-traditional age	Target: 90% of Oregon residents 18-24 years old in degree/certificate-seeking higher education or having completion Target: 40% of Oregon residents 25-64 years old without prior degree enrolled in degree/certificate-seeking higher education
	2. <i>Completion Rate</i> Percent of resident students completing undergraduate degrees/certificates	Target: 89% of Oregon resident students who begin degree-certificate programs complete them Target: 80% of every Oregon resident born in 2007 having completed a degree or certificate
Equity	3. <i>Enrollment Gap</i> Gap between enrollment rates of underrepresented ¹ groups and others	Target: Zero percentage point gap
	4. <i>Completion Gap</i> Gap between completion rates of underrepresented ¹ groups and others	Target: Zero percentage point gap
Affordability	5. <i>Net Cost as share of family income</i> Cost of attendance net ² of federal and state aid as percentage of resident students' family income	Target: Zero percent for family incomes less than 200% of poverty line Target: 10 percent for family incomes 200-400% of poverty line Target: 15 percent for family incomes greater than 400% of poverty line

¹Underrepresented groups, as data are available

- Geographic: Rural high school graduate (as compared to urban high school graduate)
- Income:
 - Pell recipient (as compared to not recipient)
 - Low and middle family incomes (as compared to high family incomes)
- Racial-ethnic: 1) African American or Black; 2) American Indian, Native American, or Alaska Native; 3) Hispanic or Latino/-a; 4) Native Hawaiian or Other Pacific Islander (as compared to Asian Americans and whites)
- Residency: Immigrant, undocumented, or English Language Learners, compared with U.S.-born
- Veteran Status: Veteran (as compared to non-veteran)

²Net Cost

- Net cost = cost of attendance net of federal and state aid
- Cost of attendance = tuition, fees, books and supplies, room and board, transportation, personal expenses

Proposed State and Institution Profiles:

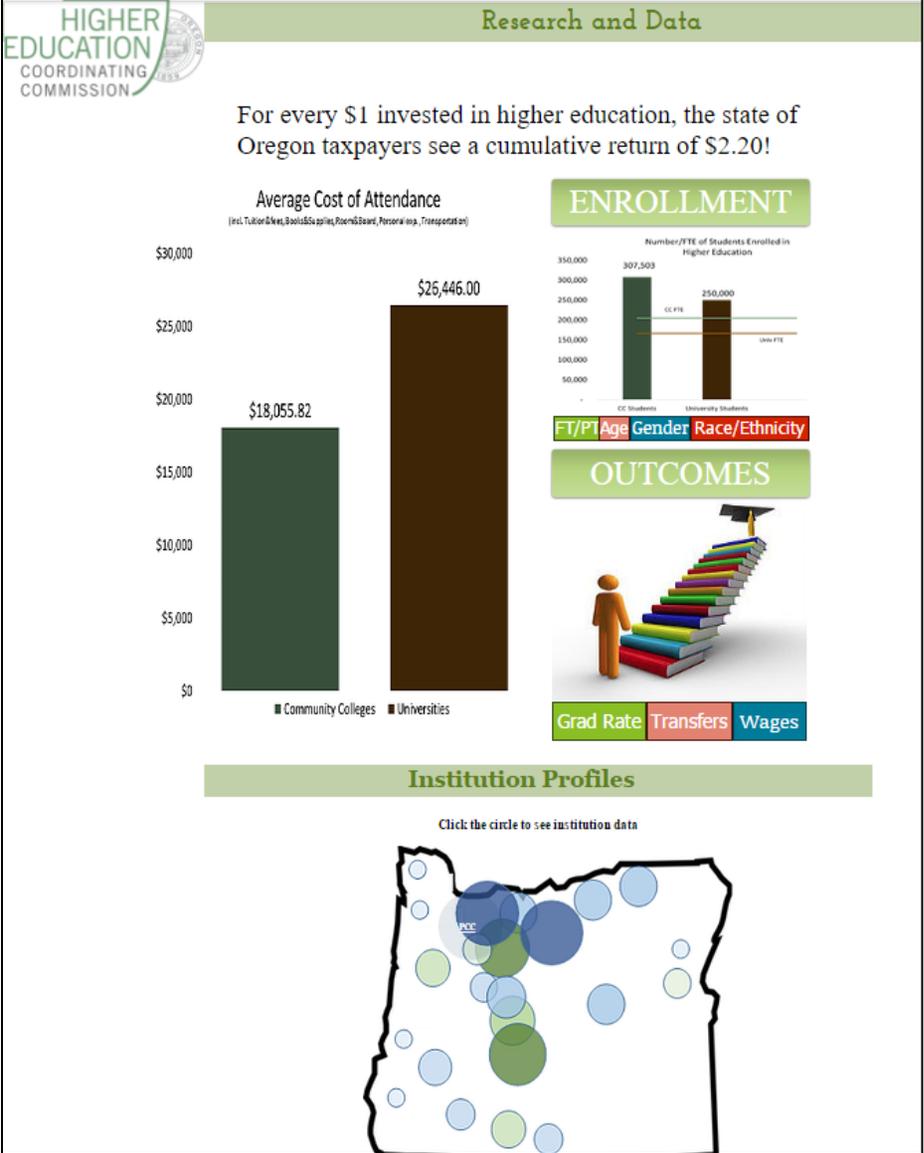
The HECC will be launching a new website within the next month with a Research and Data portal section. This will feature Oregon postsecondary education data resources that our office currently collects and/or manages, including 40-40-20 Data; fiscal data available on the Community College Data Mart; Public Higher Education Student Data including Enrollment, Completion and Demographics; State Funding, Tuition, and Financial Aid Data; Performance and Accountability; and more. This new website will considerably increase the statewide data available to the public.

In addition to the new website resources and the leading metrics for tracking strategic progress in higher education, we propose adding to the HECC website new data visualizations to increase higher education knowledge and transparency to the public and our institutional partners. We are currently developing these visualizations, with draft versions featured on the following pages. When finalized, these would be integrated appropriately into design of the new HECC website.

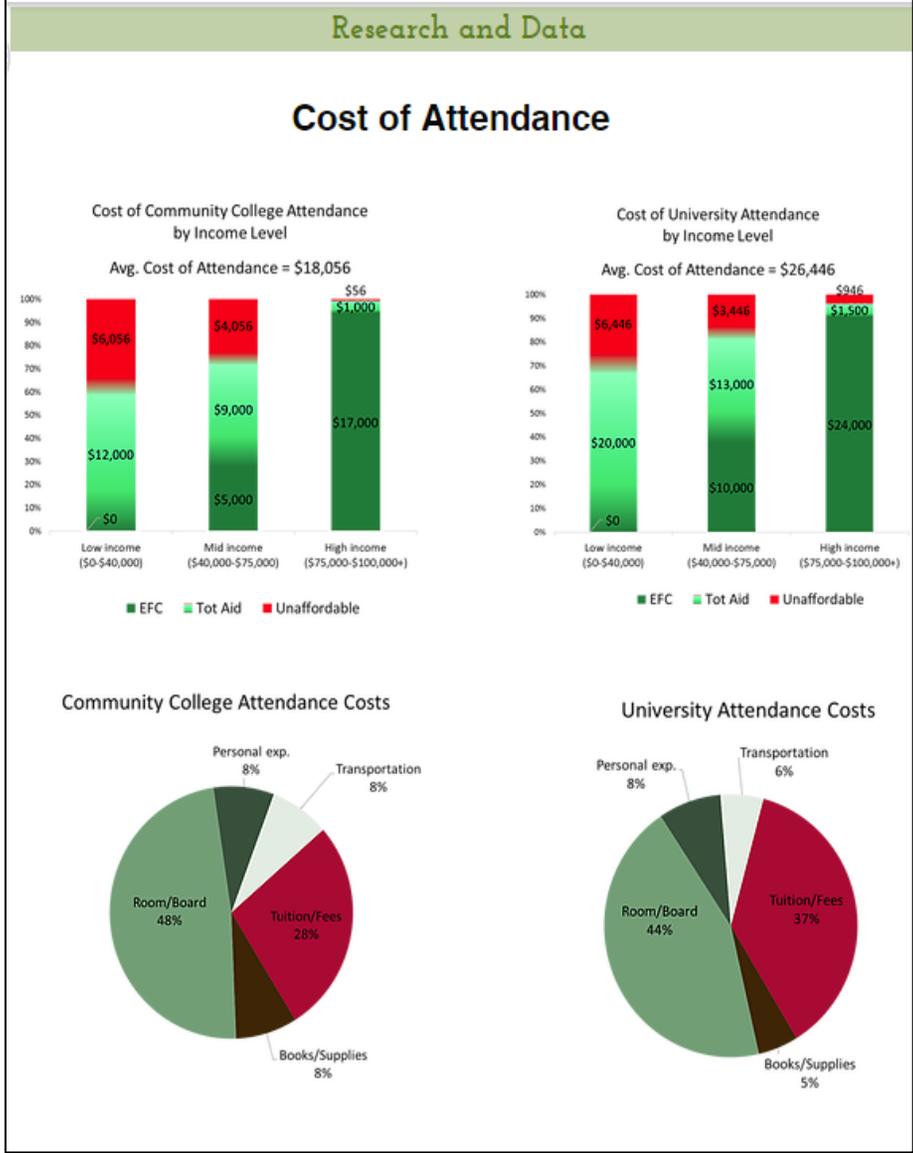
The infographics will provide simple and relevant information regarding the status of higher education in Oregon and its public higher education institutions that are visually appealing and easy to understand. Although different, they recall the community college profiles and university fact book produced prior to the HECC. We identified three categories of data to include in these profiles: who the students are (enrollment and student characteristics), the cost of attendance (including data on federal and state aid), and education outcomes (graduation rates, number of degrees/certificates, average earnings).

Most other states do provide data or statistics via their state higher education agency, but the vast majority of these websites are geared toward policy makers, policy researchers, and data analysts. Much of the information presented is hard for others to digest (i.e., text and table heavy) and hard to locate on their website. By providing relevant, visually appealing, and easy-to-interpret data in highlighted formats, Oregon will be a leader among states focusing on providing real information to its citizens, thereby increasing transparency, fostering support, and improving higher education decision-making.

DRAFT Infographics, Statewide Performance

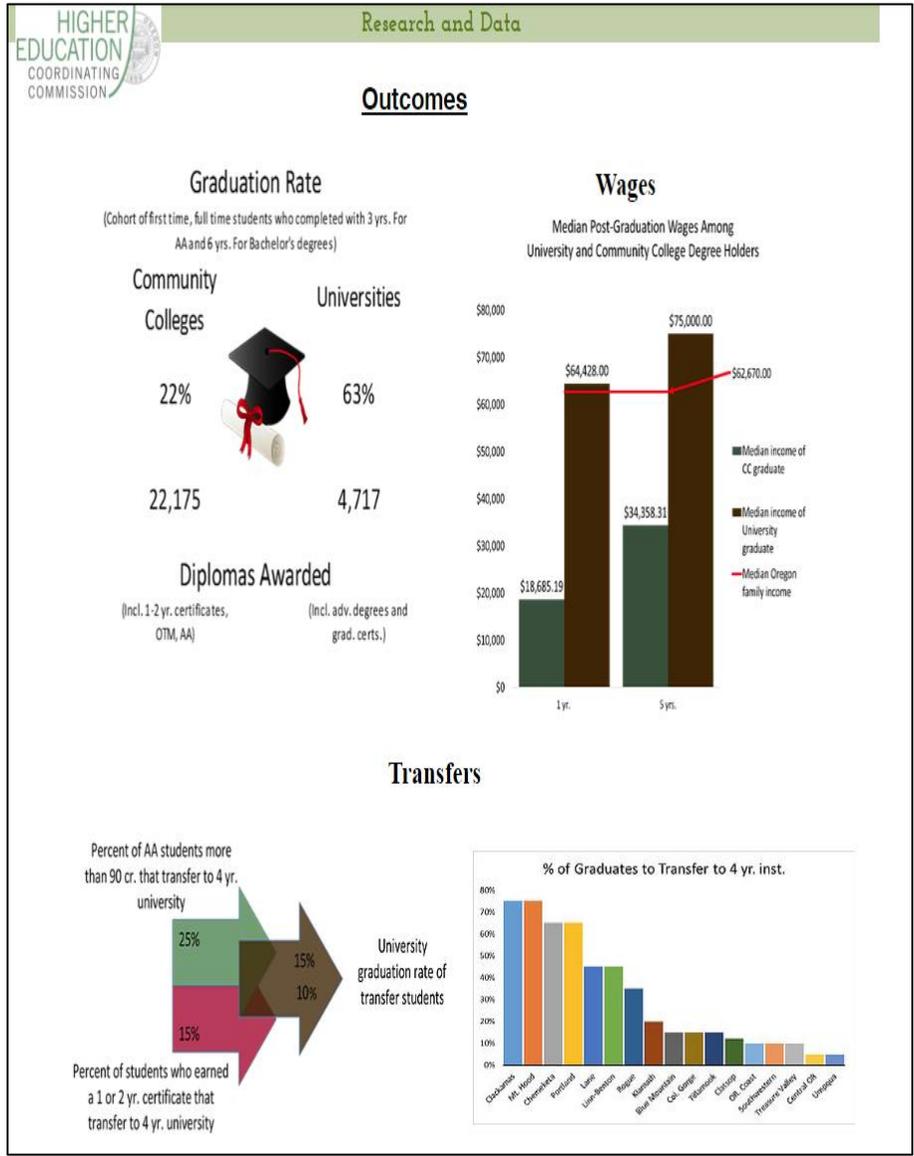
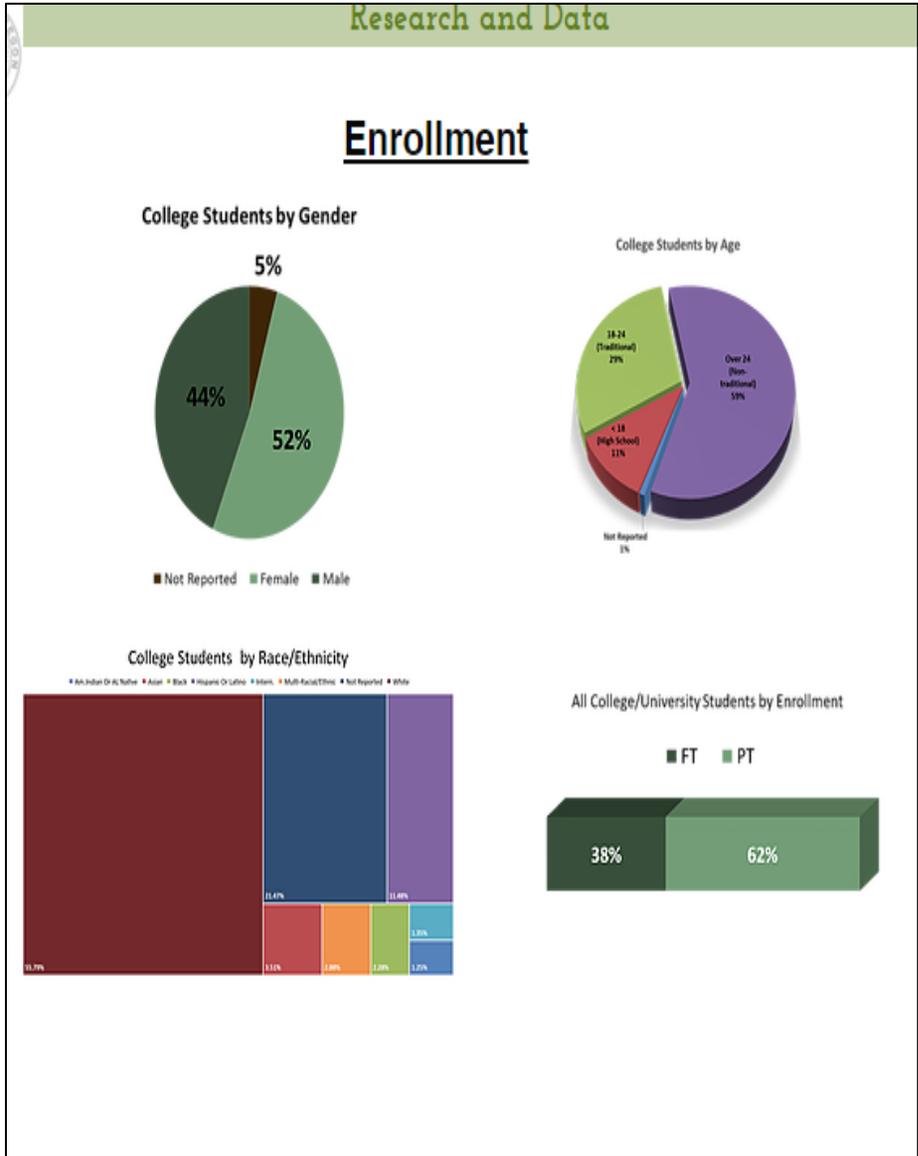


DRAFT Infographics, Statewide Cost of Attendance



DRAFT Infographics, Statewide Outcomes Data

DRAFT Infographics, Statewide Enrollment Data



DRAFT Infographics, Institution Specific page with Relevant Metrics

