Figure 1. OUS Strategic Plan, Goals, and Indicators
Oregon University System Proposed Performance Measures and Indicators

World-class higher education

OUS Strategic Plan
Increase quality and quantity of graduates

QUALITY

ACCESS

EMPLOYABILITY

COST EFFECTIVENESS

- Successful Completion
  - Entering Freshman
  - Community College Transfers
  - Cumulative Credits
  - Persistence
  - Graduate & Professional

- Graduate Abilities
  - Professional Standards
  - Undergraduate General Abilities

- Customer Satisfaction
  - Recent Graduates
  - Students
  - Employers
  - Oregon Citizens

- New Customers
  - High School Graduates
  - Participation
  - By Region
  - Community College Transfers
  - Lifelong Learners
  - Alternative Formats

- Student Quality and Diversity
  - Total Enrollment
  - Undergraduate by County
  - Graduate Students by County
  - Higher Ability
  - Racial/Ethnic
  - Gender
  - Adults

- Graduate Success
  - Employment
  - Internships

- State Needs
  - Bachelor’s Degrees
  - Master’s Degrees
  - Doctoral and Professional Degrees
  - Sponsored Research
  - Other Resources

- External Resources & Entrepreneurship

- State’s Investment
  - Per Capita
  - Tuition
  - Faculty Compensation
  - Program Productivity
  - Capital Assets
  - Economic Impact

- Institutional Management
  - Strategic Planning
  - Stewardship of Resources
  - Connectedness