### Mission

- **Mission statement**
  EOU guides student inquiry through integrated, high-quality liberal arts and professional programs that lead to responsible and reflective action in a diverse and interconnected world.
  As an educational, cultural and scholarly center, EOU connects the rural regions of Oregon to a wider world. Our beautiful setting and small size enhance the personal attention our students receive, while partnerships with colleges, universities, agencies and communities add to the educational possibilities of our region and state.

- **Focus on access to instructional programs**
  Focus on rural Oregonians. Access provided at the La Grande campus and through 17 regional centers across the state. Additional programs offered with educational partners - OSU, OHSU and OIT/ODS.

- **Commitment to original research**
  EOU focuses on applied research and building partnerships.

- **Scope & nature of public service**
  EOU has established community connections throughout Eastern Oregon.

### Programs

- **Programs of national distinction**
  **Current:** Distance Education, and the Cornerstones of Learning
  **Future:** Rural sustainability in educational, cultural, and economic development; Blended delivery of teaching and learning to rural Oregonians (distance/technology, extended residential and face-to-face)

- **High cost programs**
  - Fine and Performing Arts: Media Arts, Art, Music, Theatre – High cost due to small classes and specialized equipment
  - Sciences: Biology, Chemistry, Computer Science and Multi-Media - High cost due to small classes and specialized equipment
  - Nursing with OHSU
  - Agriculture with OSU

- **High demand programs**
  - EOU is currently at capacity in the undergraduate psychology and business program.
  - Our Education, Psychology and Chemistry programs are among the highest enrolled programs at EOU.
Graduate/professional programs

- Teacher Education – Graduate degrees in Masters in teacher education (MTE), MS in Education, and a Graduate Literacy Program.
- Masters in Business Administration – Responsive to the business needs of the region. The MBA program at Eastern Oregon University provides a quality package of professional training and enhancement. It particularly meets the needs of those who expect to become innovative business leaders, effective managers, and competitive entrepreneurs in the 21st century. The MBA program is accredited by the International Assembly for Collegiate Business Education (IACBE).

Students

- Admissions selectivity
  - Increased access through portfolio review for conditionally admitted students and through an Assessment of Prior Experiential Learning (APEL) program.

- Regional access
  - Nearly half (49%) of total enrollment is from rural Oregon counties. In Fall 2005, about 42% of generated FTE was self support, through Distance Education programs and extended residential 2+2 degree completion programs co-located at community colleges.
  - EOU currently has regional centers across the state:
    - Baker County (Baker City)
    - Central Oregon (Central Oregon Community College, Bend)
    - Confederated Tribes of the Umatilla Indian Reservation (CTUIR, Pendleton)
    - Grant County (John Day)
    - Harney County (Burns)
    - Hermiston & Mid-Columbia (Blue Mountain CC, Hermiston center)
    - Malheur County (Treasure Valley CC, Ontario)
    - Mid-Willamette Valley & Northern Oregon Coast (Chemeketa CC, Salem)
    - EOU Portland (OIT Metro Center, Clackamas CC, Portland)
    - EOU at Portland Community College - Cascade Campus
    - Southern Valleys (Umpqua CC, Roseburg)
    - Southwestern Oregon (University Center, SWOCC, Coos Bay)
    - Umatilla-Morrow County (Pendleton)
    - Union County (EOU, La Grande)
    - Wallowa County (Enterprise)
    - Mt Hood Community College (Gresham/Troutdale)
    - Milton Freewater
  - EOU has 2+2 degree completion programs at Treasure Valley Community College (Ed and Business), Blue Mountain Community College (Ed and Business), Mt Hood Community College, (Ed and Business), Chemeketa Community College, (Business), Southwest Oregon Community College (Education)
### Diversity

Ethnic Minority Students comprise about 10% of fall 2006 enrollment. Women represent 62.5% of the student population and this percentage continues to grow.

### Out-of-state & international students

29.2% of fall 2006 students are from other states. 2% are from foreign countries; nearly half of those are from Japan.

### Faculty

#### Teaching load expectations

EOU faculty teaching loads are in accordance with our AAP Faculty union contract. Full time faculty generally teach 36 to 45 credit hours per year. Faculty teaching less than 45 credit hours perform additional duties such as student advising, research, creative activities, and public service.

#### Research expectations

Regional focus

Scholarship is expected of tenured and tenure track faculty. Faculty scholarship and creative activity routinely involves opportunities for undergraduate students.

#### Faculty mix (research versus teaching, regular rank full-time versus adjunct or part-time)

The primary role of faculty at Eastern is teaching. In addition, all tenured and tenure track faculty are expected to be involved in student advising, research and/or creative activity and service to the University and/or region.

12.8% of total faculty headcount are part-time, significantly lower than the OUS average.
# PART 2: Economic and Organizational Approaches

<table>
<thead>
<tr>
<th>Economic model</th>
<th>Current</th>
<th>2010</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>State funding</td>
<td>$14.2 M</td>
<td></td>
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<tr>
<td>Tuition</td>
<td>$13.8 M (budget)</td>
<td></td>
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<tr>
<td>Financial aid &amp; fee remissions</td>
<td>$1.6 M (fee remissions budget)</td>
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<tr>
<td>Other revenue source</td>
<td>$1.8 M (resource fees, misc., revenue budget)</td>
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### Organizational model

**Governance**

- Government Agency with State Board and Chancellor.
- President & Four Vice Presidents: Provost & VP for Academic Affairs, VP Finance & Administration, VP Student Affairs, AVP University Advancement.
- Three Academic Deans: Business, Education, and Arts and Sciences and the Dean of the Division of Distance Education
- Shared Governance: Eastern is currently governed by a Campus Assembly with membership drawn from all institutional constituents.
- Under consideration is a representative governing structure with a Faculty Senate and a University Council with representation drawn from faculty, students, staff, and administration.

**Branch campuses**

EOU has no branch campuses. We provide educational access across the state through our regional centers and extended residential programs co-located with community colleges and via asynchronous and online delivery. See Regional Access above for a list of sites.
### Collaborations

**Educational Partners:**
- Blue Mountain CC, Treasure Valley CC, Hood River CC, OSU, OHSU, OIT/ODS, Chemeketa CC, Northeast Oregon Area Health Education Center
- Oregon National Guard Gold Program
- Business/Community partners:
  - La Grande-Union County Chamber of Commerce
  - La Grande Downtown Development Association
  - Union County Tourism
  - Union County Economic Development Corporation
  - Economic Development Administration
  - Eastern Oregon Rural Alliance
  - Oregon Department of Fish and Wildlife
  - Small business development center
  - Head start
  - Mine Safety
  - U.S.D.A. Forest Service Pacific Northwest Research Station
  - Oregon Arts Commission
  - ArtsEast
# PART 3: Key Metrics and Targets

## Measure

### Enrollment (Current: Fall 2006)
- Total fall headcount
- Percent resident
  - Percent from rural Oregon
  - Percent from metro/near metro
- Percent from other states
- Percent international

<table>
<thead>
<tr>
<th>Measure</th>
<th>Current</th>
<th>2010</th>
<th>2015</th>
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</thead>
<tbody>
<tr>
<td>Enrollment (Current: Fall 2006)</td>
<td>3,425</td>
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<tr>
<td>Total fall headcount</td>
<td>71%</td>
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<tr>
<td>Percent resident</td>
<td>49%</td>
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<tr>
<td>Percent from rural Oregon</td>
<td>22%</td>
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<tr>
<td>Percent from metro/near metro</td>
<td>26%</td>
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<tr>
<td>Percent from other states</td>
<td>2%</td>
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<tr>
<td>Percent international</td>
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</tbody>
</table>

### Degrees awarded (Current: 2005-06)
- Total
- Undergraduate
- Masters
- Doctoral & professional
- Priority labor force areas (math & science teaching endorsements)

<table>
<thead>
<tr>
<th>Measure</th>
<th>Current</th>
<th>2010</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Degrees awarded (Current: 2005-06)</td>
<td>611</td>
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<tr>
<td>Total</td>
<td>509</td>
<td></td>
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<tr>
<td>Undergraduate</td>
<td>102</td>
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<tr>
<td>Masters</td>
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<tr>
<td>Doctoral &amp; professional</td>
<td>32</td>
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<tr>
<td>Priority labor force areas (math &amp; science teaching endorsements)</td>
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</tbody>
</table>

### Retention and graduation rates
- Freshman first year retention – within OUS (2005 to 2006)
- Freshman 6-year grad rate – completing within OUS (2004-05)
- Freshman 6-year grad rate – completing at institution (2004-05)

<table>
<thead>
<tr>
<th>Measure</th>
<th>Current</th>
<th>2010</th>
<th>2015</th>
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</thead>
<tbody>
<tr>
<td>Retention and graduation rates</td>
<td>68.7%</td>
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<tr>
<td>Freshman first year retention – within OUS (2005 to 2006)</td>
<td>41.8%</td>
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<tr>
<td>Freshman 6-year grad rate – completing within OUS (2004-05)</td>
<td>30.2%</td>
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<tr>
<td>Freshman 6-year grad rate – completing at institution (2004-05)</td>
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</tbody>
</table>

### Faculty (Current: 2005-06)
- R&D expenditures per faculty
- Students per full-time faculty
- Percent faculty who are part-time
- Faculty salary as % of peer average

<table>
<thead>
<tr>
<th>Measure</th>
<th>Current</th>
<th>2010</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty (Current: 2005-06)</td>
<td>$37,379</td>
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<tr>
<td>R&amp;D expenditures per faculty</td>
<td>26.0</td>
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<tr>
<td>Students per full-time faculty</td>
<td>12.8%</td>
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<tr>
<td>Percent faculty who are part-time</td>
<td>85.2%</td>
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</tbody>
</table>

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2 Degrees awarded with a double major in distinct disciplines are counted twice.

3 2005-06 graduation rates (just compiled) are 40.2% within OUS and 33.3% at EOU.
<table>
<thead>
<tr>
<th>Measure</th>
<th>Current</th>
<th>2010</th>
<th>2015</th>
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</thead>
<tbody>
<tr>
<td><strong>Other campus-specific</strong></td>
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<tr>
<td>High School Outreach</td>
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<tr>
<td>New measure- <em>High School Outreach</em> – Percent change in the number of EOU student credit units taken by high school students in twelve eastern Oregon counties</td>
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<tr>
<td>2005: -17.8% from prior year</td>
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<tr>
<td>Regional Students</td>
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<tr>
<td>New measure - <em>Proportion of Eastern Oregonians Who Attend EOU</em> – The percent change of the weighted average of the number of students from twelve eastern Oregon counties who attend EOU</td>
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<tr>
<td>2005: -1.9% from prior year</td>
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