SOU’s mission...

“Southern Oregon University is a public liberal arts and sciences university providing access to quality education and scholarship.

As a comprehensive regional university, it plays a vital role in the economic and cultural development of its region.

SOU is Oregon’s designated center of distinction in the fine and performing arts.”
A Public Liberal Arts & Sciences College

Avenue for Achieving Greater Expectations
Achieving Greater Expectations for Learning in the 21st Century

- The Association of American Colleges & Universities
- Council for Public Liberal Arts Colleges (COPLAC)
- Twenty COPLAC members
- Residential learning
- Teaching & learning in the community
A Comprehensive Regional University

A “Steward of Place” for southern Oregon
Growing Stewardship & Leadership in southern Oregon

- American Association of State Colleges and Universities
- Economic & Workforce Development Committee of AASCU
- American Democracy Project
- Connections in the region and for the region
- Student engagement in research & service
A Tour of our Place

- Where are the jobs of today and tomorrow?
- How is SOU lined up now and in future?
Southern Oregon:

Leading Industries for US Economy:

- Technology
- Telecommunications
- Transportation
- Financial Services
- Entertainment
- Bio-Medicine
- Energy

Jeff Thredgold, Liberty Bank economist
Southern Oregon:
The Nine States of Oregon

Illustration by Steve Conden-
The Oregonian
Southern Oregon:

Fastest Job Growth Areas

- Health Care
- Business Services
- Hospitality and Tourism

Guy Tauer, SOU Graduate
Regional Economist, Oregon Employment Dept.
Southern Oregon:

Retirement & Health Care
Southern Oregon:

Businesses Relocate
Southern Oregon:

Culture & Tourism
A Region in Transition

- Forests, Recreation, Ecosystem
- SOU in Action
- Possibilities
A Region in Transition

The Timber Industry
A Region in Transition

Southern Oregon Ecosystem
A Region in Transition

SOU Stewards of Economic & Environmental Sustainability

- Fire management policy research
- Forest harvesting & wildlife research
- Environmental Studies program
- Environmental Education graduate program
A Region in Transition

- Pears and Vineyards
- SOU in Action
- Possibilities
A Region in Transition

SOU Stewards in
Established Industry
A Region in Transition

SOU Stewards in Emerging Industry
A Region in Transition

- Arts Business
- SOU in Action
- Possibilities
A Region in Transition

SOU in Theatre Arts
A Region in Transition

SOU in Music
A Region in Transition

SOU in the Fine Arts
A Region in Transition

SOU in the Digital Arts

Legends from Camp
A Region in Transition

- Commercial and Retail
- SOU in Action
- Possibilities
A Region in Transition

SOU Student Success Stories
A Region in Transition

- The Mythical State of Jefferson
- SOU in Action
- Possibilities
A Region in Transition

SOU’s Jefferson Public Radio
A Region in Transition

SOU and Community Colleges in California
A Region in Transition

SOU Serving Tribes of Oregon and California
A Region in Transition

- Health care industry
- SOU in Action
- Possibilities
A Region in Transition

SOU in Action for Kid’s Health
A Region in Transition

SOU in Action for Seniors in Learning
A Region in Transition

SOU in Technology

- Computer Science
- ETIC
- Applied Multimedia
- Cyber-security
- Materials Science
- Possibilities
Partnerships for Innovation

- Rogue Community College
- K-12 schools
- Leveraging relationships
Partnerships for Innovation

Rogue Community College

- Interdependence
- Articulation
- Dual enrollment
- Plans
Partnerships for Innovation

K-12

- Advanced Southern Credit
- Early Entry Program
- Teacher development
- Programs for kids
- Curricula across K-16
- Research & grant writing
Partnerships for Innovation

Leveraging relationships
- Oregon universities
- State & federal agencies
- International
Degree Program Profile

- Undergraduate Majors = 50 + Nursing with OHSU
- Graduate Majors = 5
- Certificates = 9
- Minors = 51
- Pre-professional Programs = 19
Student Profile
A Profile of our Students

- Who are our Students?
- How are they changing?
A Profile of our Students

SOU ENROLLMENT DEMAND

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>Headcount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995-96</td>
<td>5,300</td>
</tr>
<tr>
<td>1996-97</td>
<td>5,500</td>
</tr>
<tr>
<td>1997-98</td>
<td>5,700</td>
</tr>
<tr>
<td>1998-99</td>
<td>5,900</td>
</tr>
<tr>
<td>1999-00</td>
<td>6,100</td>
</tr>
<tr>
<td>2000-01</td>
<td>6,300</td>
</tr>
<tr>
<td>2001-02</td>
<td>6,500</td>
</tr>
<tr>
<td>2002-03</td>
<td>6,700</td>
</tr>
<tr>
<td>2003-04</td>
<td>6,900</td>
</tr>
<tr>
<td>2004-05</td>
<td>7,100</td>
</tr>
<tr>
<td>2005-06</td>
<td>7,300</td>
</tr>
<tr>
<td>2006-07</td>
<td>7,500</td>
</tr>
<tr>
<td>2007-08</td>
<td>7,700</td>
</tr>
<tr>
<td>2008-09</td>
<td>7,900</td>
</tr>
<tr>
<td>2009-10</td>
<td>8,100</td>
</tr>
<tr>
<td>2010-11</td>
<td>8,300</td>
</tr>
</tbody>
</table>

History

Forecast
# A Profile of our Students

## Locations

<table>
<thead>
<tr>
<th></th>
<th>Headct</th>
<th>FTE</th>
<th>SCH</th>
<th>1-yr Chg.</th>
<th>5-yr. Chg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Campuses</td>
<td>5,510</td>
<td>4,329</td>
<td>63,899</td>
<td>+1.4%</td>
<td>+2.4%</td>
</tr>
<tr>
<td>Medford</td>
<td>967</td>
<td>272</td>
<td>3,955</td>
<td>+18.8%</td>
<td>+9.7%</td>
</tr>
</tbody>
</table>
A Profile of our Students

Enrollment & Transfers

Headcount

Academic Year

Total enrolled
UG enrolled
Total new enrolled
UG transfers enrolled
A Profile of our Students

FRESHMEN PERSISTENCE

- Freshman to Sophomore
- Rose 7% in five years
- 1997 cohort at 62% to the 2002 cohort at 69%
A Profile of our Students

Where did the other 31% go?

- Stopped Out or Unknown: 13% (100 students)
- Transferred: 18% (143 students)

Of the 143 who Transferred:

- To Oregon Community Colleges: 49%
- To OUS Institutions: 29%
- To Oregon Private institutions: 2%
- Out of State: 20%
A Profile of our Students

Average time to graduate = 4.4 years
Where do our students come from?

Current Student Demographics

- **Residency**
  - International
  - Non-Resident US
  - Oregon Residents

- **Feeder Counties**
  - Lane
  - Multnomah
  - Josephine
  - All Others Counties
  - Jackson
  - All Others Community Colleges
  - Rogue

- **Oregon CC Transfers**
  - SW Oregon
  - Umpqua
  - Central Oregon
  - Portland
  - Lane

Percent of Total Headcount
A Profile of our Students

Top 10 Nonresident SOU Undergraduate Majors

Academic Departments

- Total all Undergrads
- Criminology
- Art
- Communication
- Geology
- Business
- English
- Political Science
- Chemistry
- Science
- Theatre

Headcount

- Resident
- Non-Resident
### Characteristics of Undergraduates (90% of student-body)

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time</td>
<td>78%</td>
</tr>
<tr>
<td>Resident</td>
<td>79%</td>
</tr>
<tr>
<td>Age under 26</td>
<td>81%</td>
</tr>
<tr>
<td>Women</td>
<td>55%</td>
</tr>
<tr>
<td>Minority</td>
<td>11%</td>
</tr>
<tr>
<td>International</td>
<td>3%</td>
</tr>
<tr>
<td>Freshmen living on campus</td>
<td>85%</td>
</tr>
<tr>
<td>Undergraduates on campus</td>
<td>26%</td>
</tr>
</tbody>
</table>
Access & Success

- How do we support student access?
- How do we support student success?
Costs

Resident & Non-Resident Annual Student Budgets

- Resident - Total $14,122
- Non-Resident - Total $22,794

- Tuition & Fees: $12,825
- Room & Board: $6,210
- Personal Expenses: $2,709
- Books & Supplies: $1,050
## Financial Aid

<table>
<thead>
<tr>
<th></th>
<th>2002-03</th>
<th></th>
<th>1993-94</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$ Awarded</td>
<td>% Aid</td>
<td>% Aid</td>
</tr>
<tr>
<td>Loans</td>
<td>$24.3M</td>
<td>72%</td>
<td>64%</td>
</tr>
<tr>
<td>Grants</td>
<td>5.7M</td>
<td>17%</td>
<td>26%</td>
</tr>
<tr>
<td>Scholarships</td>
<td>3.5M</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Jobs</td>
<td>0.4M</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Total</td>
<td>$33.9M</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

68% of Undergraduates Receive Financial Aid

49% of Graduate Students Receive Financial Aid
SOU Scholarship Disbursements

- SOU Private Awards - Oregon Student Assistance Commission
- SOU Foundation Scholarships
- SOU Private & Departmental Scholarships
- SOU Fee Remission Scholarships


Disbursements:
- $500,000
- $1,000,000
- $1,500,000
- $2,000,000
- $2,500,000
- $3,000,000
- $3,500,000
- $4,000,000
- $4,500,000
- $5,000,000

SOU Scholarship Support
Student Success Programs

- Accelerated Baccalaureate Program
- Honors Program
- Faculty Partners Programs in Residential Life
- Success at Southern
- McNair Scholars
Student Success Programs

ACCESS Center

- Academic Advising
- Career Services
- Disability Services
- Jump Start
- Personal Counseling
- Tutoring
- Veterans’ Services
Career Services

- Career Fair 2004
  50 Employers
  400 Students
- Educators Fair 2003
  14 Schools
  180 Students

“The SOU graduates we have hired are better than any we have hired from anyplace since I’ve been with Moss Adams”

Dave Hyatt, Partner Moss Adams, Medford
Graduates

Where do our students go?
Alumni & Their Employers

- 95% of Graduates are employed or in graduate school one year later
- 80% of Graduates are well satisfied with SOU experience
- 95% of Employers Well Satisfied with SOU Graduates (up from 85% in 1997)
Faculty Profile
A profile of our faculty

- Characteristics
- Quality and dedication
- Salaries, benefits, and related support
- Challenge of housing costs
### DEMOGRAPHICS

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total teaching faculty</td>
<td>190</td>
<td></td>
</tr>
<tr>
<td>Men</td>
<td>112</td>
<td>59%</td>
</tr>
<tr>
<td>Women</td>
<td>78</td>
<td>41%</td>
</tr>
<tr>
<td>Minority</td>
<td>20</td>
<td>11%</td>
</tr>
</tbody>
</table>

93% with Terminal Degree in Field
Teaching load is 12 credit hours per quarter
A profile of our faculty

Teaching Faculty Profile

- Professorial Faculty Credit Hours
- Professorial Faculty Headcount
- Other Teaching Headcount
- Other Teaching Credit Hours

Resources

- Operating Funds
- Class Size/Course Sections
- Capital Renewal
- Cost Containment
Operating Resources
89/91 through 03/05

Percentage of Operating Resources

- State Appropriation
- Auxiliary and Services Operations
- Tuition & Fees
- Gifts, Grants, & Contracts
- Assessments & Other Income

89/91 Biennium 93/95 Biennium 99/01 Biennium 01/03 Biennium 03/05 Biennium
03-05 Operating Resources After Measure 30 Failed
(in $1,000's)

- **State Appropriation***: $28,755 (21%)
- **Tuition & Fees**: $40,531 (29%)
- **Assessments & Other Income**: $3,484 (2%)
- **Gifts, Grants, & Contracts**: $21,000 (15%)
- **Auxiliary and Services Operations**: $46,204 (33%)

**Biennial Total: $140M**

*Preliminary, per OUS*
Federal Title III Eligibility

- Institutional Resource Threshold:
  - Average E&G Expenditures per FTE Student = $ 20,789
  - SOU E&G Expenditures per FTE Student = $ 10,247

- Student/Family Income Threshold:
  - % Students Eligible for Pell Grant Aid = 23.5%
  - SOU Students Eligible for Pell Grant Aid = 37%
Resources

Dynamics of Funding & Class Size/Sections

Average Class Size vs. Number of Sections

Number of Sections Offered

Average Class Size

Avg Class Size

Number of Sections

Avg Class Size

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Allocation</td>
<td>$1.9M</td>
<td>$1.7M</td>
<td>$1.6M</td>
<td>$1.3M</td>
</tr>
</tbody>
</table>

- Cost of Ed/Psych Asbestos Abatement = $1.7M
- Capital Renewal Allocation = $1.3M
- Withdrawn from Operating Funds = $0.4M
Capital Construction- Good News
The Lenn & Dixie Hannon Library
Cost Containment

Example – Library Books Average Prices:

<table>
<thead>
<tr>
<th>Year</th>
<th>2000-01</th>
<th>2001-02</th>
<th>2002-03</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOU Purchases</td>
<td>$45</td>
<td>$41</td>
<td>$40</td>
</tr>
<tr>
<td>U.S. Purchases</td>
<td>$61</td>
<td>$70</td>
<td>tba</td>
</tr>
</tbody>
</table>
Strategic support

- SOU Foundation
- Affiliate Organizations
- SOU Advisory Board
- Strengthening Entrepreneurship
## Strategic Support

### Philanthropy Progress (SOUF)

<table>
<thead>
<tr>
<th>Endowment:</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/31/01</td>
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<tr>
<td>Market Value</td>
</tr>
<tr>
<td>25% Gain</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annual Giving for Current Operations:</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
</tr>
<tr>
<td>$459K</td>
</tr>
<tr>
<td>25% Gain</td>
</tr>
</tbody>
</table>

* 8 months= $456K; 4 months= est. $218K
Strategic Support

SOU Foundation Fund Raising Goal:

*Raise $30 million in gifts & expectancies by 2010*

- $3M in SOU Fund
- $12M in Capital Projects (Theatre, Science, Medford)
- $15M to Endowment
Strategic planning

- Mission and Goals
- NCHEMS Research
- Structure for Planning
- Growth in Strategic Thinking on campus and with the region
- Strategic Initiatives to advance quickly SOU’s best contributions to the agenda for postsecondary education
- Alignment with Academic Excellence and Economic Development “initial opportunities”
Southern Oregon University

Living Up to Greater Expectations