

# Western Oregon University

## Access and Participation

### Total Credit Enrollment

Non-Targeted Measure

	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
Actual	4,878	5,030	5,032	4,772	4,879	4,889	5,037	5,349	5,654	6,233

Headcount of all students enrolled during fall term, regardless of course load

### New Undergraduate Enrollment

Non-Targeted Measure

	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
Actual	1,376	1,311	1,412	1,323	1,343	1,278	1,435	1,496	1,481	1,681

Headcount enrollment of newly admitted undergraduates, including both full- and part-time students and regular and extended studies enrollment

### Explanation of Performance Trend

Growth in WOU enrollment has been positively impacted through:

- Sustained emphasis on recruitment and retention of Oregon residents;
- Latino student enrollment and graduation initiatives like hosting the annual Cesar E. Chavez leadership conference;
- Emphasized local recruitment to all five Salem Keizer High Schools;
- Continuation of the Western Tuition Promise;
- Development and implementation of new textbook rental program; and
- Campus improvements (new residence hall and wellness center).

### Campus Initiatives and Significant Accomplishments

WOU continues to serve traditionally underrepresented groups:

- In fall 2010, 18.1% of overall enrollment and 24% of entering freshmen class were comprised of students of color;
- Over 50% of undergraduates were first generation to college;
- 85% of undergraduates were from Oregon;
- Student enrollment in graduate programs increased 14.2%; and
- New programs in Gerontology (fall 2011) and MS in Interpretive Studies (summer 2011) are meeting local and national needs.

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## Student Progress and Completion

### Freshman Retention

Targeted Measure

	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Actual	74.9%	71.2%	65.3%	66.5%	65.3%	72.7%	72.5%	71.0%	71.6%		
Targets			74.6%	75.0%	68.0%	70.0%	71.0%	74.0%	74.0%	74.5%	74.5%
			72.2%	75.0%	65.0%	69.0%	70.0%	72.0%			

Percentage of first-time, full-time freshmen who entered and returned to the same OUS institution for a second year

### Explanation of Performance Trend

WOU has continued to emphasize student graduation leading to increased overall effectiveness:

- Writing Center staff increased by 2.0 FTE to support student academic success,
- Spanish speaking professional staff added in Academic Advising, Writing Center, and Financial Aid,
- New outreach and support was developed for students who have not declared a major.

Fluctuations in financial aid, especially the Oregon Opportunity Grant, will continue to be important to student retention.

### Campus Initiatives and Significant Accomplishments

WOU has been acknowledged nationally for Hispanic retention and graduation success:

- The Education Trust cited WOU for its overall success and improvement in retaining and graduation underrepresented students of color,
- Retention of Latino students and athletes exceeded campus average for the past three years, and
- Additional support was provided to expand the Student Enrichment Program for the second time in past four years.

## Freshman Retention within OUS

Non-Targeted Measure

	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Actual	79.1%	75.8%	70.7%	71.8%	71.2%	76.7%	76.7%	76.4%	75.7%

Percentage of first-time, full-time freshmen who return to any OUS institution for a second year

## Graduation Rate

Non-Targeted Measure

	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Actual	41.1%	41.6%	42.9%	44.4%	43.5%	45.5%	39.5%	39.6%	41.9%

Percentage of first-time, full-time freshmen entering and graduating from the same institution within six years

## Graduation Rate within OUS

Non-Targeted Measure

	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Actual	53.2%	54.4%	52.9%	54.8%	54.3%	56.2%	48.6%	49.2%	50.2%

Percentage of first-time, full-time freshmen entering this institution who graduate from any OUS institution within six years.

## Explanation of Performance Trend

Student retention and graduation continues to be an institutional priority:

- The trend should continue to improve as the cumulative effects of increased retention of freshmen students leads to increased graduation rates.
- The differential between "WOU Graduation Rate" and "Graduation Rate within OUS" should decrease reflecting greater success in retaining students to sophomore year within WOU.
- Financial aid will continue to impact student retention and graduation and the Western Tuition Promise will also continue to support increased retention and graduation rates.

## Campus Initiatives and Significant Accomplishments

Campus improvements and consistent program review should result in continued positive trends:

- The new Campus Wellness Center will support greater student success,
- Freshmen Year Experience courses are undergoing extensive review and enhancements that will lead to increased success in future years,
- The Education Trust cited WOU for its overall success and improvement in retaining and graduation of underrepresented students of color, and
- Additional support was provided to expand the Student Enrichment Program for the second time in the past four years.

# Western Oregon University

## Academic Quality and Student Success

The source survey for graduate satisfaction, graduate success, and internship data was indefinitely suspended in 2008 due to staff reductions within the Chancellor's Office. As a result, data for the Class of 2009, previously scheduled for release in fall 2010, was not produced. Historical data are drawn from surveys of recent bachelor's graduates (the *One Year Later* report series), conducted biennially by the Chancellor's Office on behalf of OUS institutions.

### Graduate Satisfaction

Targeted Measure

	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Actual		81.5%		82.1%		89.7%		N/A		N/A	
Targets				82.0%		82.5%		83.0%		85.0%	
				82.0%		82.0%		82.5%			

Percentage of recent bachelor's degree recipients rating the overall quality of their educational experience as "very good" or "excellent" on a 5-point scale

### Explanation of Performance Trend

Informal self-reporting indicates positive feedback from recent graduates.

### Campus Initiatives and Significant Accomplishments

The College of Education continues to review data from exit surveys completed by all teacher candidates graduating from WOU and awaits the first round of data expected from the Oregon TSPC Follow Up Survey and Employer Satisfaction Survey which will provide us with more comparative data. Furthermore, we have used data from the exit surveys in the past two years to make significant improvements in advising and coursework in several of our teacher preparation programs.

## Graduate Success

Non-Targeted Measure

	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
Actual		93.2%		96.0%		96.0%		N/A		N/A

Percentage of bachelor's degree recipients, surveyed approximately one year following graduation, who report that they are employed, continuing their education, volunteering, or working at home

## Internships

Non-Targeted Measure

	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
Actual				80.8%		93.1%		N/A		N/A

Percentage of bachelor's degree recipients who participated in at least one type of internship or experiential learning opportunity

## Student to Full-Time Faculty Ratio

Non-Targeted Measure

	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
Actual	27.7	27.7	28.5	26.0	24.4	25.8	24.8	24.3	25.0	27.7

The ratio of fall FTE enrollment (calculated as full-time plus one-third part-time headcount) to full-time faculty headcount

### Explanation of Performance Trend

**Graduate Success:** Currently, the college has no systematic monitoring of student employment trends; we had previously used OUS survey data which is no longer available.

**Internships:** Campus surveys indicate 20% of students participate in internships annually. The "life-time" cumulative effect would be consistent with previous OUS post-grad surveys for WOU reporting 80-90% participation rates. All professional programs in the College of Education including Rehabilitation Counseling, ASL English Interpreting, and all teacher preparation programs include an internship experience.

**Student to Full-Time Faculty Ratio:** The College of Liberal Arts/Sciences successfully conducted six tenure-track searches in high-enrollment areas and increased the number of sections in introductory science courses in response to growing enrollment.

### Campus Initiatives and Significant Accomplishments

**Internships:** Expansion of the service learning and career development office is providing additional assistance to students as they prepare for transition from college. Liberal arts and sciences programs are adding senior capstone experiences, mentored research opportunities and added emphasis on career-related internship engagements.

**Student To Full Time Faculty Ratio:** WOU closely monitors enrollment trends and will continue to open additional sections of courses in high-demand areas.

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## Educated Citizenry and Workforce Development

### Total Degrees Awarded

Targeted Measure

	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Actual	924	984	1,110	1,038	1,012	925	938	1,003	1,005		
Targets					1,050	1,025	1,046	1,075	950	975	1,100
					975	950	975	1,000			

Total number of bachelor's and master's degrees awarded annually

### Degrees in Designated Shortage Areas

Targeted Measure

	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Actual			203	183	174	192	165	152	190		
Targets									140	143	145

Total number of degrees awarded in rehabilitative counseling plus endorsements/licenses in special education, ESL/bilingual education, Spanish, school counseling, library media, math, and science (physics and chemistry)

Note: Data definition was adjusted in 2007 rendering earlier targets obsolete

## Explanation of Performance Trend

The College of Education has successfully implemented strategic recruitment and advising as well as priority scholarships to help increase the number of teachers prepared at WOU for designated shortage areas.

The number of graduates will continue to increase due to two major factors:

1. The negative impact of the 2005-06 threatened faculty strike will diminish as the classes of students who were on campus cycle through a four to six year graduation period.
2. The increased enrollment and retention of students starting in 2006-07 will lead to increased numbers of degrees.

## Campus Initiatives and Significant Accomplishments

Increased student retention will lead to increased degrees.

- Targeted recruitment in College of Liberal Arts/Sciences has added staff experienced with Math and Science curriculum in secondary education.
- WOU's Bilingual Teacher Initiative is resulting in more students seeking an ESOL/ Bilingual endorsement.
- When possible, the College of Education gives scholarship and admissions priority to students seeking teaching degrees in Math, Science, and Special Education.
- College of Liberal Arts/Sciences has added enhanced advising for incoming pre-nursing majors to direct science capable individuals on to clinical health professions and non-science students to other programs of interest such as psychology, gerontology, and health education.

# Western Oregon University

## Knowledge Creation and Resources

### Sponsored Research Expenditures

Targeted Measure

	FY 2002	FY 2003	FY 2004	FY 2005	FY 2006	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
Actual	\$9.3	\$9.1	\$9.3	\$9.9	\$10.8	\$10.5	\$11.0	\$11.1	\$11.5	
Targets										

Expenditures for sponsored research and other activities (\$ in millions) using grant funds from external sources (e.g., federal and private). Includes teaching/training grants, student services grants, and similar support. The Sponsored Research expenditures have been revised in the 2011 performance report to more accurately represent actual campus expenditures. Targets created under the previous calculation are no longer applicable.

### Explanation of Performance Trend

2009-10 Sponsored Research expenditures grew by about \$400,000 from the previous fiscal year. The positive growth in sponsored research expenditures can be attributed to a higher number of faculty and staff pursuing extramural funding in 2009-10. Future growth is expected to level out due to changes in federal funding priorities.

### Campus Initiatives and Significant Accomplishments

WOU sponsored research activities continue to expand both throughout Oregon and the nation. Competitive grant funds help to sustain WOU's national outreach through:

1. The provision of professional development to educators addressing the needs of children with Traumatic Brain Injury or deaf-blindness;
2. Training for tribal leaders in community policing;
3. Research on improving fingerprint technology; and
4. Providing technical assistance to post-secondary service providers to insure the access of Deaf and Hard-of-Hearing individuals.

WOU students directly benefit from sponsored research activities focused on:

1. Assisting first generation students with skills to be successful in college;
2. Preventing domestic violence and sexual assault;
3. Informative and interactive library exhibits on cultural and ethnic diversity; and
4. A strong Canadian Studies program.

Sponsored research activities reach throughout Oregon focusing on marine estuaries, climate change, early childhood providers, and information technology. WOU is home to two national centers -- the National Consortium on Deaf-Blindness (funded through the U.S. Department of Education) and the Center on Brain Injury Research and Training (multiple federal, state and private funding sources).

## Philanthropy

Non-Targeted Measure

	FY 2002	FY 2003	FY 2004	FY 2005	FY 2006	FY 2007	FY 2008	FY 2009	FY 2010
Actual	\$5.7	\$5.4	\$6.1	\$6.6	\$7.4	\$9.2	\$8.8	\$8.6	\$9.3

Net assets of campus affiliated foundation as reported in the OUS audited financial statement (\$ in millions)

## Faculty Compensation

Non-Targeted Measure

	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Actual	94.6%	96.4%	96.2%	93.3%	91.7%	95.3%	96.1%	94.7%	91.4%

The average faculty compensation (salary plus benefits) as a percentage of the average compensation among peer institutions

### Explanation of Performance Trend

**Philanthropy:** An increase in realized gains helped to minimize a decrease in donations caused by the current economic environment and by several large planned gifts which were received in 2008-09.

**Faculty Compensation:** The retirement of tenured faculty and the addition of new tenure-track faculty to fill these positions resulted in the decline in the average for faculty compensation. Additionally, the negotiated faculty compensation plan addresses equity across disciplines and years of service to the University, but does not address market pressures across disciplines.

### Campus Initiatives and Significant Accomplishments

**Philanthropy:** Initiatives to improve giving to the Annual Fund and increase the alumni participation rate will help to increase philanthropic support of WOU. The 2009-10 restructuring of University Advancement has added more fundraising focused staff.

**Faculty Compensation:** The Faculty Union and Administration continue to work together to address equity concerns and market drivers affecting faculty recruitment and retention.

# Western Oregon University

## Mission-Specific Indicators

### Community College Transfer Completion

Targeted Measure

	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Actual	59.0%	60.0%	60.0%	56.0%	61.0%	59.0%	48.6%	62.0%	52.1%		
Targets				63.0%	65.0%	65.0%	66.0%	68.0%	59.0%	60.0%	61.0%
				58.0%	60.0%	61.0%	62.0%	63.0%			

Percentage of community college transfer cohort starting and completing a bachelor's degree at WOU within four years

### First Generation Retention

Targeted Measure

	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Actual	68.0%	60.0%	60.0%	57.0%	65.0%	67.4%	70.2%	70.5%	69.0%		
Targets					65.0%	66.0%	68.0%	70.0%	73.0%	73.5%	74.0%
					60.0%	62.0%	65.0%	70.0%			

Percentage of full-time freshmen who persist to their second year and are the first in their families to attend college. Includes students who transfer to another OUS institution

### **Explanation of Performance Trend**

The Western Tuition Promise and other campus support programs have limited the negative impact of the recession upon timely student completion. Trend analysis shows Community College Transfer Students are averaging a lighter load during their first year at WOU. This ultimately results in extended time-to-completion ratios.

The majority of community college transfer students transferring to WOU enter with only one year of academic credit.

### **Campus Initiatives and Significant Accomplishments**

Campus investments and expansion in programs such as Student Enrichment Program, Academic Advising, and Financial Aid have increased support for students that is especially noticeable in the success of First Generation College students.