November 4, 2013

Dear Colleagues,

We are pleased to provide Institutional Research's Fall 2013 Enrollment Summary. The Enrollment Summary provides a snapshot of key enrollment data for the fall term based on the 4th week census. In addition to the comprehensive Enrollment Summary, we also create a summary for OSU Cascades. Both are available on the Institutional Research webpage.

Fall 2013 Enrollment Summary:
http://oregonstate.edu/admin/aa/ir/sites/default/files/enroll-fall-2013.pdf

Fall 2013 OSU Cascades Enrollment Summary:

This joint statement from the Office of Institutional Research and the Office of Enrollment Management describes the new enrollment numbers within the context of the current OSU enrollment plan.

FALL ENROLLMENT IN CONTEXT

Oregon State University’s enrollment management plan is crafted to ensure that OSU meets its land-grant mission of wide access to Oregon residents as well as meeting its strategic planning goals in increasing research productivity, diversity, highly qualified students, and financial stability. Increasing student enrollment is a key part of meeting these goals, although targets vary by specific enrollment components to ensure the optimal "mix" of students.

Overall OSU main campus headcount enrollment (including on-line but excluding Cascades) increased by 5.8% from 26,393 (Fall 2012) to 27,925 (Fall 2013) yielding a net 1,532 additional students. While significant, this 5.8% increase is less than the record-breaking growth of 8% we experienced in earlier years. About 1/3 of this growth came from distance education (+592, 18.6% increase); International student growth was also considerable at 21.0% (+497) – International students now represent 10.2% of total enrollment. Corvallis campus growth (excluding on-line only students) was 4.0% (+940). Student FTE and student credit hours each increased 4.2% and 4.3% respectively.

The enrollment plan seeks sustainable growth in key areas. For example, demographic patterns in Oregon suggest that the number of high school graduates will remain relatively flat for the foreseeable future. Thus attracting out-of-state, international, and non-traditional students (age 25 and over) helps the goal of sustainable growth and the goals of increasing diversity and Oregon State's national and global reach.
New first-time undergraduates from high schools increased 11.1% (384 above the 3459 in Fall 2012). This is a significant increase after several years of flat trends and reflects similar increases in both Oregon high school and non-resident high school graduates. On the other hand, new transfer undergraduates decreased by 3.6% (53 less than Fall 2012’s 1429). There has been a statewide trend in decreasing community college enrollment.

While the effects of the recent recession have had a major impact on OSU enrollment patterns, there may a change in those patterns reflecting a post-recession stability. In recent years, much of the enrollment growth was due to students continuing to register at OSU rather than from the addition of new students. For example, continuing students increased by 1191 (6.7%) from Fall 2011 to Fall 2012, whereas new students increased by 241 (3.5%). In the change from Fall 2012 to Fall 2013, continuing students increased by 5.4% (+1024) and new students increased by 7.0% (+493). Also, graduate student enrollment grew 4.7% from 3993 to 4179. These numbers do not include our professional Pharmacy and Veterinary Medicine programs that dropped by 3 students.

Part-time student numbers increased at a higher rate (12.3%) than the overall enrollment growth (5962 in Fall 2013 versus 5307 in Fall 2012), continuing a trend from previous years. Much of this is attributable to our Ecampus program. The number of students who took any Ecampus course grew from 6750 in Fall 2012 to 7763 in Fall 2013 (15.0% increase). Those enrolled solely in Ecampus courses (and tend to be part-time) grew from 3175 to 3767 (18.6% increase). Ecampus enrollment contributes to mission goals by providing access to students who are place-bound and cannot obtain their education through attendance at the main Corvallis campus; strong growth for Ecampus will likely continue.

OSU Cascades also contributes to mission fulfillment by bringing OSU quality to central Oregon students. The headcount enrollment of 936 (a 16.9% increase over last fall) extends a trend in continuous growth. OSU Cascades FTE decreased by 15.8% to 502.

International student enrollment continued its resurgent growth after a decline in the early part of the decade. In Fall 2012 we enrolled 2859 international students, a 21.0% increase over the previous fall's 2362. INTO OSU was instrumental in this increase, as 687 INTO Pathways/CAP students contributed to these international numbers. Another 607 INTO Academic and General English students are not included in the enrolled international student counts. As a result of the INTO/OSU partnership, we expect increased interest from international students to continue.

Student diversity was enhanced by the continued growth in US minorities, from 5224 last fall to 5764 in Fall 2013, a 10.3% increase. US minorities now comprise 20.6% of our total OSU enrollment. Note that the largest component of this growth came from students reporting their ethnicity as “two or more races” (increase of 328), followed by Hispanic growth of 196. African Americans grew by 32 and Asian/Pacific Islanders grew by 24. Native Americans dropped by 30 (see pages 10/11 of the Enrollment Summary).

**New First Year Student Enrollment Information**

New student recruitment objectives established in the 2012 Enrollment Initiative were met with few exceptions:
Non-resident first year student enrollment increased by 118 (13.1%).
Non-resident transfer student enrollment decreased by 6.5%.
Oregon resident first year freshmen increased by 266 students from Fall 2012.
Average High School GPA increased this year to 3.57 from 3.56 in 2012.
Mean ACT composite scores decreased from 24.3 to 24.2. Average Math sub-test score decreased from 24.5 to 24.4, whereas English scores increased from 23.5 to 23.6.
SAT Scores changes: Verbal (no change at 541), Math (decreases 560 to 558), Writing (increase 521 to 525) and SAT Composite (no change at 1614).

2012 Enrollment Initiative

The 2012 Enrollment Initiative was established in January 2012. The foundation of this initiative is a strategic plan to enroll the optimal “mix” of students through:

- Increased diversity of the student population, at the undergraduate and graduate levels
- Increased nonresident undergraduate enrollment (U.S. residents and international students) to 33% of overall undergraduate enrollment
- Increasing net revenue to ensure quality programs and services, while providing access to higher education by raising total tuition remissions
- Retain current market share of Oregon resident undergraduate enrollment (level enrollment)
- Increased graduate and first professional enrollment to 20% of overall enrollment
- Increase new freshmen from Oregon with a high school GPA of 3.75 or higher (goal of 35% by 2017 has already been surpassed, 40% in Fall 2012 – we are well on the way to reach target of 50% by 2025)

Nonresident enrollment has increased to represent 36.8% of total enrollment (net increase of 1362 students). Enrollment of students of color has continued to increase (10.3% increase over Fall 2012). New student international enrollment has increased; overall enrollment of international students has increased to 10.2% of total enrollment.

Retention results will be available later in the academic year, but initial indicators are that first to second year student retention rate increased to 84.2% for the Fall 2012 cohort compared to 83.1% for the Fall 2011 cohort.

If you have questions, please let us know.

Thank you,

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