



Office of Institutional Research

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Dear Colleagues,

We are pleased to provide the Institutional Research Fall 2015 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 2015 Enrollment Summary:

<http://oregonstate.edu/admin/aa/ir/sites/default/files/enroll-fall-2015.pdf>

Fall 2015 OSU-Cascades Enrollment Summary:

<http://oregonstate.edu/admin/aa/ir/sites/default/files/enroll-fall-2015-cascades.pdf>

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 to increase research productivity, diversity, highly qualified students, and financial stability. The plan also provides access to students with distinct needs (working adults, students in remote locations) while addressing main campus and local community capacity and livability issues. Increasing student enrollment in different locations 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 headcount enrollment (including on-line but excluding OSU-Cascades) increased by 2.4% from 28,886 (Fall 2014) to **29,576 (Fall 2015)** yielding a net 690 additional students. This 2.4% increase reflects a planned growth rate reduction compared to 8% from 6 years ago. Eighty-eight percent of the net growth came from distance education (+607, 13.5% increase); International student growth slowed to 3.9% (+126) compared to 12% last year. International students now represent 11.3% of total enrollment. Graduate student enrollment dropped slightly 0.6% from 4410 to 4385. Total student FTE and student credit hours each increased 1.8%.

OSU continues to serve its land grant mission: 65.9% of its undergraduates are Oregon Residents. However, 75.1% of degree seeking undergraduates on the main Corvallis campus (excluding on-line only students and OSU-Cascades) are Oregon Residents. Overall, the main Corvallis campus was essentially flat with about 0.3% growth (+83). Among first-time college students from Oregon high schools, 41.6% were high achieving (GPA of 3.75 or higher).

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 age 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 decreased by 2.6% (96 below 3733 in Fall 2014). This continues a trend from prior years (except for 2013) and reflects a similar flattening of Oregon high school and non-resident high school graduates. New transfer undergraduates also decreased, by 3.8% (57 less than Fall 2014's 1508).

While the recent recession had a strong impact on OSU enrollment patterns, recent slow but steady returns to a normal economy may be adjusting enrollments. In recent years, much enrollment growth was due to students continuing to register at OSU rather than from the addition of new students. Last year, we had a large reversal of this trend, with the number of new students rising and the increase in continuing students cut in half. However, this year saw a return to recent patterns as continuing students increased by 1238 (6.0% or more than double the increase in the prior year). Total new students (undergraduate and graduate) dropped for the first time since 2011 by 550 (6.9%) from 2014 (2013 to 2014 was an increase of 447).

Part-time student numbers increased at a higher rate (9.6%) than the overall enrollment growth (7489 versus 6834 in Fall 2014), continuing a trend from previous years, although not as high a rate. Much of this is attributable to our Ecampus program. The number of students who took any Ecampus course grew from 8862 in Fall 2014 to 10148 (14.5% increase). Those enrolled solely in Ecampus courses (and that tend to be part-time) grew from 4503 to 5110 (13.5% 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 contributes to mission fulfillment by bringing OSU quality instruction to central Oregon students. Headcount enrollment of 1016 (a 3.7% increase over last fall) extends a trend in continuous growth. OSU-Cascades FTE increased by 10.6% to 604.

International student enrollment continued to grow but the rate has dropped considerably from 2013 (21%) and 2014 (12%). In fall 2015, we enrolled 3328 international students, a 3.9% increase over 2014. While we intended to reduce the rate to diversify the representation of countries, other global factors may be affecting the drop in the rate.

INTO OSU contributed international numbers with 533 INTO Pathways, CAP and Study Abroad students. Another 727 INTO Academic and General English students are not included in the enrolled international student counts.

Student diversity was enhanced by the continued growth in US minorities, from 6320 last fall to 6754 in Fall 2015, a 6.9% increase. US minorities now comprise 22.8% of OSU enrollment. The largest component of growth came from Hispanic students (increase of 229) followed by "two or more races" (increase of 113). African Americans grew by 11 and Asian/Pacific Islanders grew by 86. Native Americans dropped by 5 (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:

- Domestic non-resident first year student enrollment dropped (-6.9%)
- Domestic non-resident transfer student enrollment nearly flat (0.6%)
- Oregon resident first year freshmen enrollment was relatively flat (-1.3%)
- Average High School GPA nearly constant this year to 3.58 from 3.59 in 2014
- Mean ACT composite scores increased from 24.5 to 25.0. Average Math sub-test score decreased from 24.7 to 24.4 and English scores increased from 23.8 to 23.9
- SAT Scores changes: Verbal (increased from 547 to 548), Math (decreased from 564 to 557), Writing (decreased 530 to 527) and SAT Composite (decrease from 1631 to 1624).

2012 Enrollment Initiative

The 2012 Enrollment Initiative was established in January 2012.

http://enrollmentmanagement.oregonstate.edu/files/emtf_report_final_web.pdf

The foundation of this initiative is a strategic plan to enroll the optimal “mix” of students through:

- Increased diversity of the student population (both undergraduate and graduate)
- Increased nonresident undergraduate enrollment (out-of-state 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, 41.6% in Fall 2015. The goal is to reach 50% by 2020.
- Nonresident enrollment has increased to represent 39.6% of total enrollment (net increase of 521 students). Enrollment of students of color has continued to increase (6.9% increase over Fall 2014). Overall international student enrollment has increased to 11.3% of total enrolls.

Retention results will be available later in the academic year, but initial indicators are that first to second year student retention rate increased to 84.8% for the Fall 2014 cohort – an all-time high for OSU.

If you have questions, please let us know.

Thank you,

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