



Office of Academic Planning and Assessment

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Dear Colleagues,

Kate Peterson and I are pleased to provide you with a snapshot of the Fall 2009 OSU enrollment and the relationship between that and the current enrollment plan for OSU. The Fall Term 2009 OSU Corvallis Campus Enrollment Summary can be accessed at http://oregonstate.edu/admin/aa/ir/enrollment/ES_Fall_2009.pdf. The Fall Term 2009 OSU Cascades Campus Enrollment Summary can be accessed at <http://oregonstate.edu/admin/aa/ir/enrollment/ES-Fall-2009-Cascades.pdf>. The Enrollment Summary provides information on the 4th week enrollment numbers for this fall and is posted on the Academic Planning and Assessment web page.

Note that the following information is presented to you as a result of a joint effort between Academic Planning and Assessment and the Office of Enrollment Management. Some of the data presented below can be found in the Enrollment Summary while other information that was used to explain portions of the enrollment information was contained in reports produced by Enrollment Management Offices.

The overall OSU Corvallis Campus enrollment headcount increased from 20,320 in Fall 2008 to 21,969 for Fall 2009. This is an increase of 8.1% or 1,649 students. The total FTE of students increased and the total number of student credit hours also increased.

The overall OSU Cascades Campus enrollment headcount increased from 510 in Fall 2008 to 611 for Fall 2009. This is an increase of 19.8% or 101 students. The total FTE of students increased and the total number of student credit hours also increased.

OSU Corvallis realized a 10.3% increase in part time students from 2007 to 2008. This year the increase in part time students was 9.1% or 344 students, or 20.3% over the past two years.

As was true in Fall 2008, a portion of the increase in part time students can be accounted for by the increase in student use of Ecampus. Ecampus enrollment of undergraduate students who were taking only Ecampus courses (i.e., not taking any OSU campus-based classes) increased from 1,048 in 2008 to 1,309 in 2009, a 24.9% increase. The number of students at all levels who enrolled in only Ecampus courses increased from 1,581 to 2,046, a 29.4% increase.

Overall enrollment in Ecampus classes (including those who are also taking some OSU campus-based classes) grew from 3,575 in 2008 to 4,282 in 2009, an increase of about 19.8% in one year.

There was an increase in U.S. minorities from 3,207 in 2008 to 3,542 students in 2009, a 10.4% increase. This continued the 10 year trend. The population of international students also increased from 988 in 2008 to 1,120 in 2009, a 13.4% increase. This includes 87 students who represent the first cohort of INTO OSU Pathways.

Overall enrollment of graduate students increased about 7.5% and the number of first professional students increased by 22 students from Fall 2008, as indicated in Figure 3.

Figures 1 and 2 below graphically portray the trends in enrollment of U.S. Minorities and International Students from 2000 to 2009 as well as enrollment by Residency for that same time period.

Figure 1

Fall Term Fourth Week Enrollment of U.S. Minorities and International Students
Fall Term 2000 - Fall Term 2009

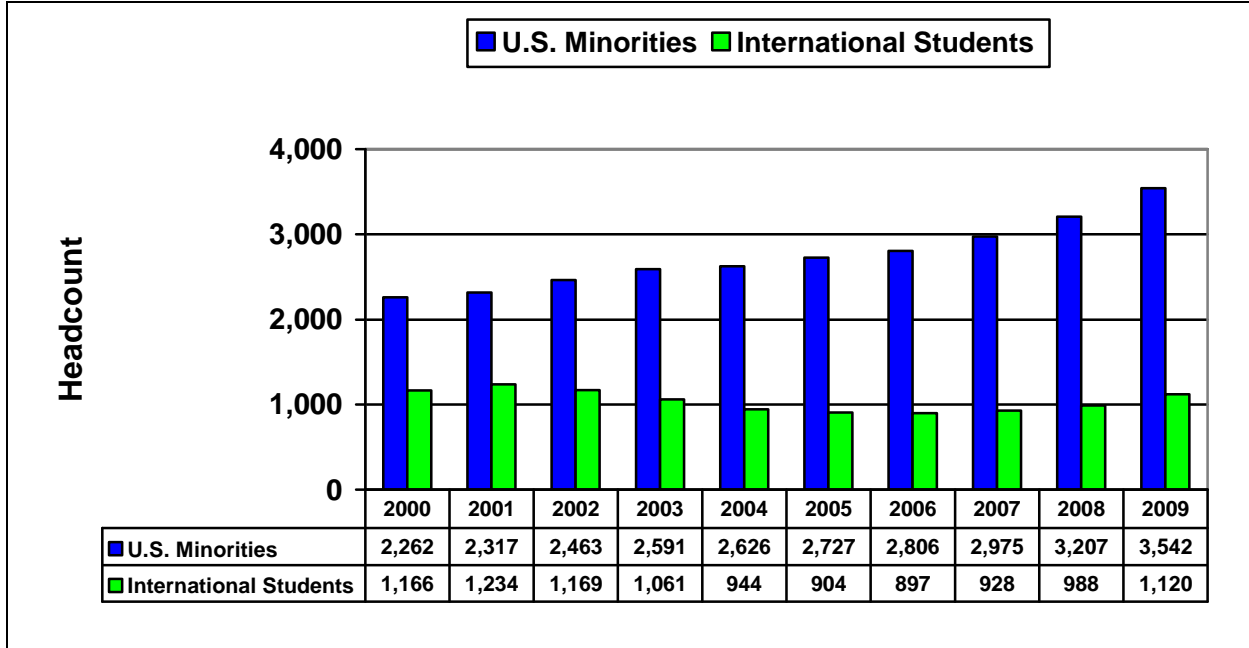


Figure 2

Fall Term Fourth Week Enrollment by Residency
Fall Term 2000 - Fall Term 2009

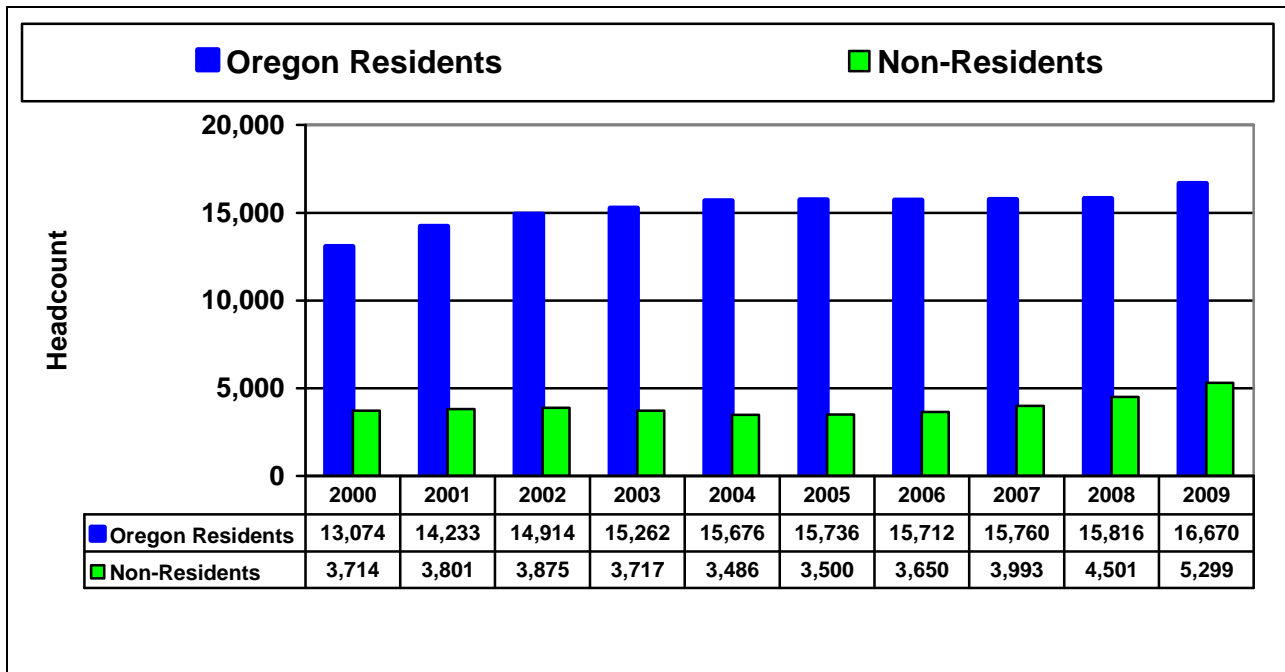
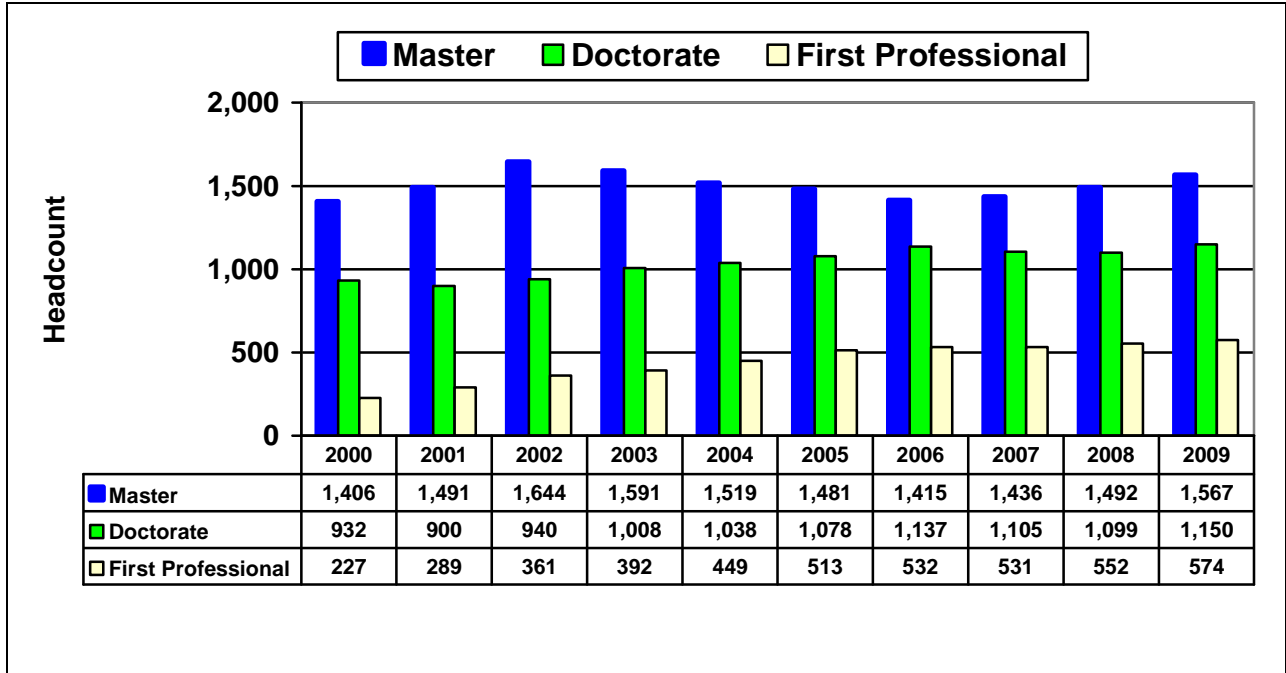


Figure 3

**Fall Term Fourth Week Enrollment of
Degree-Seeking Graduate and First Professional Students
Fall Term 2000 - Fall Term 2009**



New to OSU Student Enrollment Information

- New Non-resident undergraduate student enrollment increased by 352 to 1,295 students in 2009 from 943 in 2008.
- New Oregon resident undergraduate students increased by 336 from 3,637 in Fall 2008 to 3,973 for Fall 2009.
- New graduate students increased this year by 9.0% or 86 students from Fall 2008.

New First Year Student Enrollment Information

Once again, the new student recruitment objectives established in the 2008 Enrollment Initiative were met with few exceptions:

- Non-resident first year student enrollment increased 35.1% with international first year students seeing a 31.8% increase (from 44 in Fall 2008 to 58 in Fall 2009).
- Non-resident transfer student enrollment was up 34.6%.
- Oregon resident first year students increased by 90 students from 2008.
- The average High School GPA decreased slightly this year from 3.48 in 2008 to 3.47 in 2009, partly due to the increase in Non-resident enrollment; the High School GPA was 3.48 for Oregon residents and 3.44 for Non-residents.
- ACT composite scores increased this year with the mean ACT composite score increasing from 23.0 in 2008 to 23.5. Increases also occurred for the average English and Math sub-test scores.

- Increases in the average SAT Verbal, Math, and Writing Scores were recorded.

2008 Enrollment Initiative

The 2008 Enrollment Initiative was established in February 2004, and reconfirmed in February 2008. The Enrollment Plan is a ten-year plan to achieve OSU enrollment goals and increase net revenue. The foundation of this initiative was a strategic plan to balance enrollment and revenue through:

- Increased diversity of the student population, at the undergraduate and graduate levels
- Increased nonresident undergraduate enrollment (U.S. residents and international students) to 20% 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

Nonresident enrollment has increased to 24.1%. Undergraduate non-resident enrollment also has increased, but is still short of the 20% target at 18.3% of overall undergraduate enrollment for Fall 2009. Enrollment of students of color has continued to increase. New student international enrollment has increased; overall enrollment of international students has increased to 5.1%. Graduate and first professional student enrollment is up also, just 2% shy of the 20% target with a record enrollment of Doctoral students.

Retention results will be available later in the academic year, but initial indicators are that first to second year student retention rate increased to 82.6% for Fall 2008 cohort from 80.8% for Fall 2007 cohort.

The Bridge to Success financial aid program was implemented Fall 2008. This gift aid packaging policy has resulted in an increase in financial aid applications of 20% over the same time last year, yielding additional enrollment of Oregon residents from low and middle income families.

If you have questions, please let us know.

Thanks,

Susie

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Kate

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