

Oregon State University  
Strategic Plan for the 21st Century  
Performance Metrics

**Goal 1: Provide outstanding academic programs that further strengthen our performance and pre-eminence in the five thematic areas.**

Metric #	Metric	Peer Mean			OSU			
		AY/FY 2002-03	AY/FY 2003-04	AY/FY 2004-05	AY/FY 2002-03	AY/FY 2003-04	AY/FY 2004-05	Target 2007-08
<i>Academic and Research Ranking</i>								
1.1	U.S. News and World Report Rankings (by Tier)	1-2	1-2	1-2	3	3	3	2
1.2	NSF Research and Development Ranking <sup>1</sup>	20	20	not yet available	76	81	not yet available	70
<i>Entering Student Profile</i>								
1.3	High School GPA (Undergraduate Only)	3.54	3.58	3.56	3.44	3.45	3.48	3.50
1.4	SAT Scores (Composite Math and Verbal; Undergraduate Only)	1086 - 1303	1088 - 1311	1084 - 1309	950 - 1190	960 - 1200	960 - 1200	1000 - 1250
1.5	GRE Scores (Graduate Only) <sup>2</sup>	N/A	N/A	N/A	N/A	N/A	N/A	TBA
<i>Research and Service</i>								
1.6	Expenditures from Grants and Contracts	\$311.6 M	\$327.2 M	not yet available	\$138.9 M	\$145.2 M	not yet available	\$180.0 M
1.7	Invention Disclosures	175	not yet available	not yet available	39	36	42	60
1.8	External Funds Generated per State Dollar Invested in Statewide Public Services	N/A	N/A	N/A	1.39	1.38	not yet available	TBA
1.9	Number of Volunteers per FTE Faculty in Statewide Public Services	N/A	N/A	N/A	151.6	154.4	not yet available	TBA
<i>Campus Climate</i>								
1.10	Percentage of Women Professorial Faculty <sup>3</sup>	N/A	27.9%	N/A	32.4%	34.2%	35.3%	36.0%
1.11	Percentage of Minority Professorial Faculty <sup>3</sup>	N/A	15.1%	N/A	9.2%	9.7%	10.1%	12.0%
1.12	Percentage of U.S. Minority Students (All Students)	18.3%	18.7%	19.2%	13.0%	13.5%	13.6%	15.0%
1.13	Percentage of International Students (All Students)	8.6%	8.6%	8.4%	6.6%	6.0%	5.2%	8.0%
1.14	Percentage of Faculty, Staff, and Students Comfortable with Climate for Diversity	N/A	N/A	N/A	N/A	73.7%	N/A	TBA

Strategic Planning Peers: University of Arizona; University of California - Davis; Cornell University; University of Illinois - Urbana/Champaign; Michigan State University; Ohio State University - Columbus; Pennsylvania State University - University Park; Purdue University - West Lafayette; Texas A & M University - College Station; and University of Wisconsin - Madison

<sup>1</sup> From 2001 and 2002 rankings.

<sup>2</sup> GRE target available 10/2005.

<sup>3</sup> Two sources of data are used for 1.10 and 1.11. The IPEDS Fall Staff Survey is the source of the 2003-2004 data. Because the IPEDS Fall Staff Survey is required only every other year, the source of the 2002-2003 data is the Oregon University System (OUS). In the future, the IPEDS Staff Survey will be used to provide data for even academic years (e.g., AY 04) and OUS will be used during odd years (e.g., AY 03). Peer means are available for even academic years only.

"N/A" - Not Applicable

"TBA" - To Be Announced

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**Goal 2: Improve the teaching and learning environment and achieve student persistence and success through graduation and beyond that matches the best land grant universities in the country.**

Metric #	Metric	Peer Mean			OSU			Target 2007-08
		AY/FY 2002-03	AY/FY 2003-04	AY/FY 2004-05	AY/FY 2002-03	AY/FY 2003-04	AY/FY 2004-05	
2.1	First-Year Retention Rate <sup>1</sup>	88.1%	88.9%	89.1%	79.5%	80.7%	80.7%	85.0%
2.2	Six-Year Graduation Rate <sup>2</sup>	71.6%	72.5%	73.1%	58.6%	60.5%	60.4%	65.0%
2.3	First-Year Retention Rate for U.S. Minority Students <sup>1</sup>	84.7%	86.6%	86.3%	76.0%	81.1%	80.1%	85.0%
2.4	Six-Year Graduation Rate for U.S. Minority Students <sup>2</sup>	62.3%	64.6%	63.1%	56.6%	60.1%	56.6%	65.0%
2.5	Percentage of Students Employed One Year Following Graduation (Undergraduate only)	N/A	N/A	N/A	66.7%	N/A	not yet available	80.0%
2.6	Percentage of Students Satisfied with Educational Experience (Undergraduate only)	N/A	N/A	N/A	83.0%	N/A	not yet available	85.0%
2.7	Student/Faculty FTE Ratio	16.2 / 1	16.3 / 1	16 / 1	TBA	TBA	TBA	TBA
2.8	Percentage of Class Size Less than 20 (Undergraduate Only)	32.4%	32.6%	33.3%	34.7%	30.1%	38.4%	35.0%
2.9	Percentage of Class Size Greater than 49 (Undergraduate Only)	22.1%	21.4%	20.9%	24.6%	27.9%	17.9%	25.0%
2.10	Percentage of Seniors Participating in Student Engagement Activities	N/A	N/A	N/A	N/A	74.7%	not yet available	TBA

Strategic Planning Peers: University of Arizona; University of California - Davis; Cornell University; University of Illinois - Urbana/Champaign; Michigan State University; Ohio State University - Columbus; Pennsylvania State University - University Park; Purdue University - West Lafayette; Texas A & M University - College Station; and University of Wisconsin - Madison

<sup>1</sup> Fall 2001 cohorts for AY2002-03, Fall 2002 cohorts for AY2003-04, Fall 2003 cohorts for AY2004-05 - First Time, Full Time, Degree Seeking Undergraduates.

<sup>2</sup> Fall 1996 cohorts for AY2002-03, Fall 1997 cohorts for AY2003-04, Fall 1998 cohorts for AY2004-05 - First Time, Full Time, Degree Seeking Undergraduates.

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**Goal 3: Substantially increase revenues from private fundraising, partnerships, research grants, and technology transfers, while strengthening our ability to more effectively invest and allocate resources.**

Metric #	Metric	Peer Mean			OSU			
		AY/FY 2002-03	AY/FY 2003-04	AY/FY 2004-05	AY/FY 2002-03	AY/FY 2003-04	AY/FY 2004-05	Target 2007-08
3.1	Expenditures from Grants and Contracts	\$311.6 M	\$327.2 M	not yet available	\$138.9 M	\$145.2 M	not yet available	\$180.0 M
3.2	Annual Giving and Pledges	\$168.9 M	not yet available	not yet available	\$38.1 M	\$53.1 M	\$51.2 M	\$50.0 M
3.3	Alumni Giving Rate	17.0%	16.8%	not yet available	15.2%	15.3%	14.0%	16.0%
3.4	Endowment Assets	\$1,295.5 M	not yet available	not yet available	\$235.9 M	\$277.7 M	\$303.7 M	\$300.0 M
3.5	Revenue from Licensing	\$9.7 M	not yet available	not yet available	\$1.3 M	\$1.3 M	\$1.6 M	\$2.0 M
3.6	Administrative Costs as Percentage of Total Expenditures	N/A	N/A	N/A	26.8%	25.5%	24.5%	25.0%

Strategic Planning Peers: University of Arizona; University of California - Davis; Cornell University; University of Illinois - Urbana/Champaign; Michigan State University; Ohio State University - Columbus; Pennsylvania State University - University Park; Purdue University - West Lafayette; Texas A & M University - College Station; and University of Wisconsin - Madison

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Performance Metrics Sources and Definitions

Metric #	Metric	Source	Definition
<i>Academic and Research Ranking</i>			
1.1	U.S. News and World Report Rankings (by Tier)	U.S. News & World Report, America's Best Colleges	Only Tier 3 and Tier 4 are designated by U.S. News and World Report. Tiers 1 and 2 are implied and therefore defined for use in the OSU metrics: rankings 1 to 50 are defined as Tier 1, rankings 51 to the start beginning of the Tier 3 category are defined as Tier 2.
1.2	NSF Research and Development Ranking	National Science Foundation Academic Research and Development Expenditures report	NSF ranking is based on the total research and development expenditures at universities and colleges for a specific fiscal year.
<i>Entering Student Profile</i>			
1.3	High School GPA (Undergraduate Only)	Common Data Set	Average high school GPA of all degree-seeking, first-time, first-year (freshman) students who submitted GPA.
1.4	SAT Scores (Composite Math and Verbal; Undergraduate Only)	Common Data Set	SAT scores for degree-seeking, first-time, first-year (freshman) students who submitted SAT test scores. The numbers, presented in the OSU metric table, range from the composite math and verbal score at the 25th percentile to composite score at the 75th percentile. The 25th percentile is the score that 25 percent scored at or below, and the 75th percentile is the score that 25 percent scored at or above.
1.5	GRE Scores (Graduate Only)	GRE (Graduate Record Exam) by the Educational Testing Service	To Be Determined
<i>Research and Service</i>			
1.6	Expenditures from Grants and Contracts	IPEDS Finance Survey, Part C, Column 1, Line 2	The sum of all operating expenses associated with activities specifically organized to produce research outcomes, and commissioned by an agency either external to the institution or separately budgeted by an organizational unit within the institution. The category includes institutes and research centers, and individual and project research. This function does not include nonresearch sponsored programs (e.g., training programs). The sum is based on a fiscal year.
1.7	Invention Disclosures	Association of University Technology Managers (AUTM) Licensing Survey	The number of disclosures, no matter how comprehensive, that are made in the year requested and counted by the institution, based on a fiscal year.
1.8	External Funds Generated per State Dollar Invested in Statewide Public Services	Office of Budget and Fiscal Planning	The aggregate ratio of external funds to statewide funds in all Oregon State University statewide units, based on a fiscal year.
1.9	Number of Volunteers per FTE Faculty in Statewide Public Services	To Be Determined (TBD)	TBD
<i>Campus Climate</i>			
1.10	Percentage of Women Professorial Faculty	OUS for odd academic years; IPEDS Fall Staff Survey for even academic years.	Number of female professors, associate professors, assistant professors, and instructors divided by total full-time faculty, presented as a percentage. Faculty counts include tenured, non-tenured on tenure track, not on tenure track/no tenure system faculty, based on Fall term of a given academic year.
1.11	Percentage of Minority Professorial Faculty	OUS for odd academic years; IPEDS Fall Staff Survey for even academic years.	Number of professors, associate professor, assistant professors, and instructors who designate themselves as Black non-Hispanic; Hispanic; Asian or Pacific Islander; or American Indian/Alaska Native divided by total full-time faculty, presented as a percentage. Faculty counts include tenured, non-tenured on tenure track, not on tenure track/no tenure system faculty, based on Fall term of a given academic year.
1.12	Percentage of U.S. Minority Students (All Students)	IPEDS Enrollment Survey	Percent of grand total men and women enrolled for credit who designate themselves as Black, non-Hispanic; Hispanic; Asian or Pacific Islander; or Native American or Alaska Native, based on enrollment of fourth week of Fall term of a given academic year.
1.13	Percentage of International Students (All Students)	IPEDS Enrollment Survey	Percent of grand total men and women enrolled for credit who are not citizens or nationals of the United States and who are in the country on a visa or temporary basis and do not have the right to remain indefinitely, based on enrollment of fourth week of Fall term of a given academic year.
1.14	Percentage of Faculty, Staff, and Students Comfortable with Climate for Diversity	OSU Campus Climate Survey	Percent of OSU faculty, staff, and students who indicated that they were 'Very Comfortable' or 'Comfortable' with the overall climate for diversity at OSU.

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2.1	First-Year Retention Rate	CSRDE (Oklahoma State University)	Percent of all first-time degree-seeking full-time undergraduates continuing their education at the same institution one year following their initial enrollment.
2.2	Six-Year Graduation Rate	CSRDE (Oklahoma State University)	Percent of all first-time degree-seeking full-time undergraduates in a cohort graduating from the same institution within six years of initial enrollment.
2.3	First-Year Retention Rate for U.S. Minority Students	CSRDE (Oklahoma State University)	Percent of first-time degree-seeking full-time undergraduates who designate themselves as Black, Hispanic, Asian, or American Indian continuing their education at the same institution one year following their initial enrollment.
2.4	Six-Year Graduation Rate for U.S. Minority Students	CSRDE (Oklahoma State University)	Percent of first-time degree-seeking full-time undergraduates in a cohort who designate themselves as Black, Hispanic, Asian, or American Indian graduating from the same institution within six years of initial enrollment.
2.5	Percentage of Students Employed One Year Following Graduation	OUS Performance data: Recent Graduate Success	Percent of students employed (full-time, part-time, or self-employed) one year following graduation. AY2002-03 survey uses AY2001-02 cohort.
2.6	Percentage of Students Satisfied with Educational Experience	OUS Performance data: Recent Graduate Satisfaction	Percent of students who, upon graduating, rate their educational experience as 'Excellent' or 'Very Good'. AY2002-03 survey uses AY2001-02 cohort.
2.7	Student/Faculty FTE Ratio	Common Data Set	Ratio of full-time equivalent students (full-time plus 1/3 part-time) to full-time equivalent instructional faculty (full-time plus 1/3 part-time). Excludes both faculty and students in stand-alone graduate or professional programs such as medicine, law, veterinary, dentistry, social work, business, or public health in which faculty teach virtually only graduate level students. Also excludes undergraduate or graduate student teaching assistants as faculty.
2.8	Percentage of Class Size Less than 20 (Undergraduate Only)	Common Data Set	A class section is an organized course offered for credit, identified by discipline and number, meeting at a stated time or times in a classroom or similar setting, and not a subsection such as a laboratory or discussion session. Undergraduate class sections are defined as any sections in which at least two degree-seeking undergraduate student is enrolled for credit. Exclude distance learning classes and noncredit classes and individual instruction such as dissertation or thesis research, music instruction, or one-to-one readings. Exclude students in independent study, co-operative programs, internships, foreign language taped tutor sessions, practicums, and all students in one-on-one classes. Each class section should be counted only once and should not be duplicated because of course catalog cross-listings. For AY 2002-03 and 2003-04, only lecture and seminar classes (where Schedule_Type_Code is equal to A and E) are counted. For AY 2004-05, lecture, seminar, special studies, research, activity, experimental, studio, workshop, and modular classes are included where Schedule_Type_Code is equal to A, E, F, G, H, I, R, W, and Z, respectively.
2.9	Percentage of Class Size Greater than 49 (Undergraduate Only)	Common Data Set	A class section is an organized course offered for credit, identified by discipline and number, meeting at a stated time or times in a classroom or similar setting, and not a subsection such as a laboratory or discussion session. Undergraduate class sections are defined as any sections in which at least two degree-seeking undergraduate student is enrolled for credit. Exclude distance learning classes and noncredit classes and individual instruction such as dissertation or thesis research, music instruction, or one-to-one readings. Exclude students in independent study, co-operative programs, internships, foreign language taped tutor sessions, practicums, and all students in one-on-one classes. Each class section should be counted only once and should not be duplicated because of course catalog cross-listings. For AY 2002-03 and 2003-04, only lecture and seminar classes (where Schedule_Type_Code is equal to A and E) are counted. For AY 2004-05, lecture, seminar, special studies, research, activity, experimental, studio, workshop, and modular classes are included where Schedule_Type_Code is equal to A, E, F, G, H, I, R, W, and Z, respectively.
2.10	Percentage of Seniors Participating in Student Engagement Activities	National Survey of Student Engagement (NSSE)	Of the seniors who returned a completed survey for a particular college, the percentage of senior respondents who reported that they had done one of the following while at OSU: -Practicum, internship, field experience, co-op experience, or clinical assignment, -Community service or volunteer work, -Work on a research project with a faculty member outside of course or program requirements, or -Study abroad.

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3.1	Expenditures from Grants and Contracts	IPEDS Finance Survey	The sum of all operating expenses associated with activities specifically organized to produce research outcomes, and commissioned by an agency either external to the institution or separately budgeted by an organizational unit within the institution. The category includes institutes and research centers, and individual and project research. This function does not include nonresearch sponsored programs (e.g., training programs). The sum is based on a fiscal year.
3.2	Annual Giving and Pledges	The Center: The Top American Research Universities; OSU Foundation	All contributions actually received during the fiscal year in the form of cash, securities, pledges, company products, and other property from alumni, non-alumni individuals, corporations, foundations, religious organizations, and other groups. Not included are public funds, earnings on investments held by the institution, private research grants made directly to the University and unfulfilled pledges. Pledge payments on previous years' pledges are not included.
3.3	Alumni Giving Rate	U.S. News & World Report, America's Best Colleges; OSU Foundation	The average percentage of alumni who gave to their school during the two previous years.
3.4	Endowment Assets	The Center: The Top American Research Universities; OSU Foundation	Endowment market values as of June 30th of the reported year.
3.5	Revenue from Licensing	Association of University Technology Managers (AUTM) Licensing Survey	Revenue includes license issue fees, payments under options, annual minimums, running royalties, termination payments, the amount of equity received when cashed-in, and software and biological material end-user license fees equal to \$1,000 or more, but not research funding, patent expense reimbursement, a valuation of equity not cashed-in, software and biological material end-user license fees less than \$1,000, or trademark licensing royalties from university insignia. Not included is income received in support of the cost to make and transfer Material Transfer Agreements. Revenue is based on a fiscal year.
3.6	Administrative Costs as Percentage of Total Expenditures	OSU Office of Budget and Fiscal Planning	Aggregate budget of service, support, and management activities as a percentage of the total education and general budget total, based on a fiscal year.