

# Oregon Tech: SWOC Analysis (as seen by Oregon Tech president)

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*July 10, 2015*



- **Setting the Stage**
  - National Trends in Higher Education
  - Oregon Trends in Higher Education
- Oregon Tech's Strengths Moving Forward
- Oregon Tech's Weaknesses Moving Forward
- Opportunities for Oregon Tech
- Challenges for Oregon Tech in Realizing our Opportunities



# National Trends in Higher Education

- Getting into college is less important (and less of a challenge) than getting out of college with a degree in a reasonable time
- For-profit and small, private colleges will struggle and some of the more financially wobbly ones will close
- The 4-year degree no longer is the norm (41% national average)



# National Trends in Higher Education

- Part-time students working multiple part-/full-time jobs
- More than 1/3 of the student population will transfer to another college before completion, and most of those transfers are to community colleges
- Changing student demographics
- Less funding (public) and decreasing endowment values (private) for many universities and colleges
- Federal dollars exceed state dollars



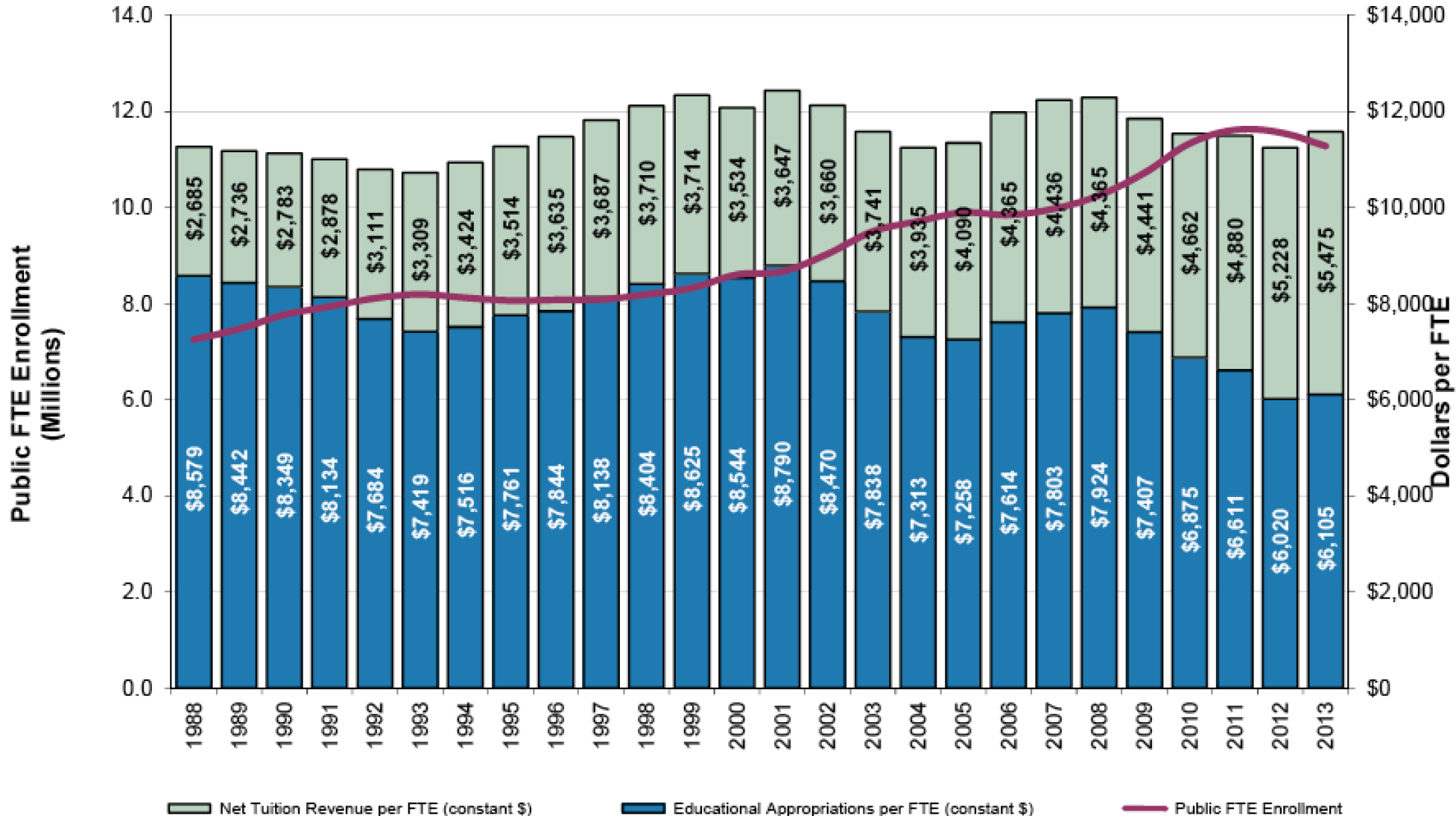
# National Trends in Higher Education

- Growing gap between haves and have-nots among colleges and universities
  - Increased reliance on tuition & other sources of revenue
  - Contraction, consolidation, closure
- Student debt concerns drive many decisions
  - Live at home & other place-driven decisions
  - Shorten time to degree
  - Getting past sticker shock to see value
  - Last-minute shopping for best offer and/or cheapest options



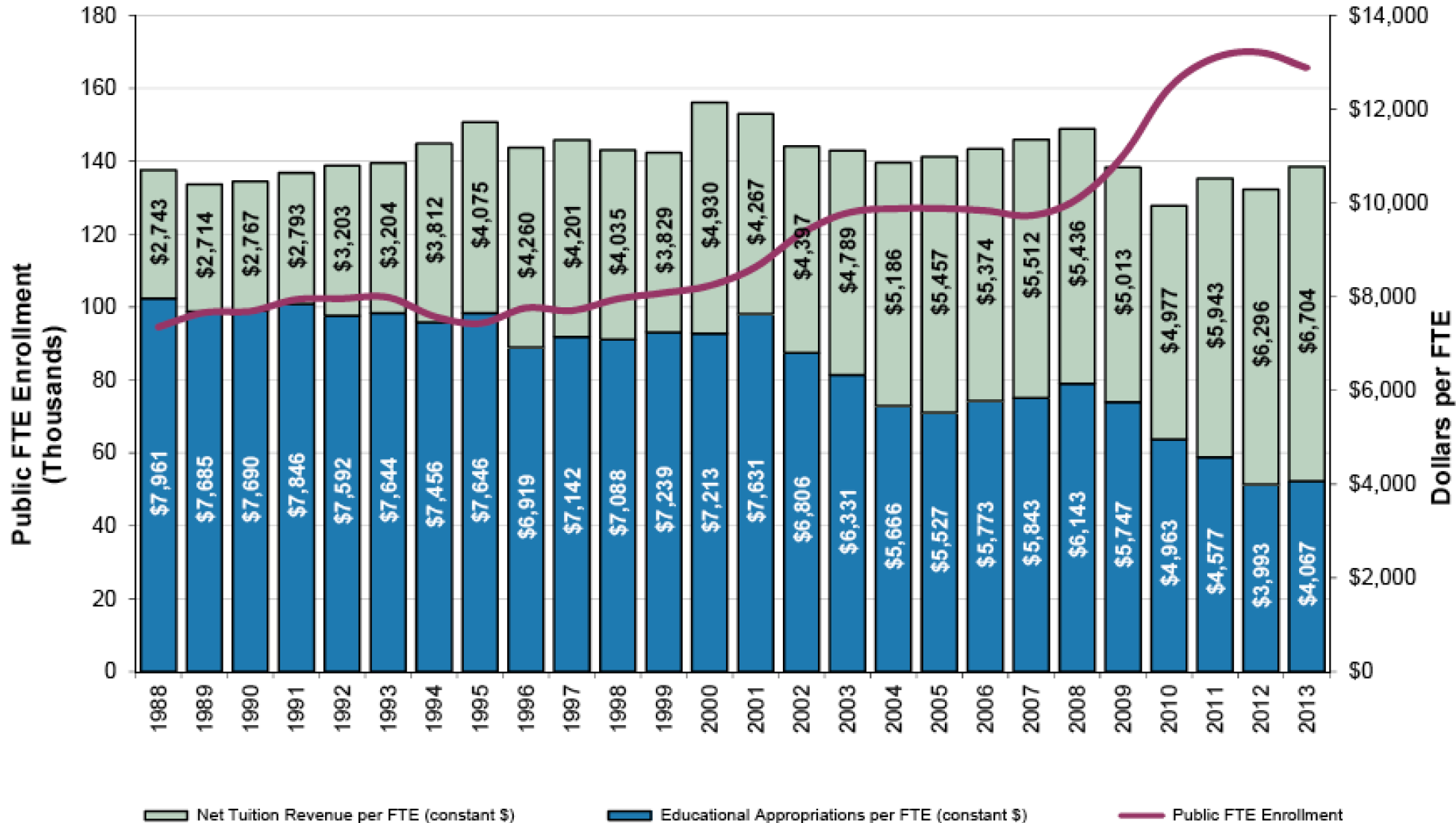
# National Trends in Higher Education

Public FTE Enrollment, Educational Appropriations and Total Educational Revenue per FTE,  
United States -- Fiscal 1988-2013



# Oregon Trends in Higher Education

Public FTE Enrollment, Educational Appropriations and Total Educational Revenue per FTE,  
Oregon -- Fiscal 1988-2013



# Oregon Trends in Higher Education

- Highest percentage increase in higher-ed student population in the nation (>27%) over past 5 years
- Abysmal graduation rates (worst reported in US)
- Bottom 5 in nation in support per student for higher ed
- Change in student demographics
- Student debt concerns drive political intervention
- Increasing pressure on middle class students
- Funding formula that still favors quantity





# Oregon Trends in Higher Education

## Higher Education Support: Does Your State Make the Grade?

For state-by-state analysis and methodology, go to [www.studentimpactproject.org](http://www.studentimpactproject.org)

State	Final Grade	Tuition	State Approp Average	Burden on Families Average	Aid for students	Higher Ed as priority
Wyoming	96%	A	A	A	F	F
New York	93%	C	B-	A	A	D-
Alaska	93%	C+	A	A	F	C
Oklahoma	90%	B-	D	B	B	A
North Dakota	89%	C	A	A	F	A
West Virginia	89%	B-	C-	B-	A	B
Kentucky	88%	D+	D	D	A	A
North Carolina	87%	C	B	B+	A	D
Texas	87%	B-	C	B	A	A
New Mexico	87%	B	B+	C-	B-	A
Nebraska	82%	B	B	B	F	A
Arkansas	82%	B-	F	B	A	B+
Tennessee	81%	D+	F	D+	A	B-
Washington	81%	F	F	F	A	A-
South Carolina	79%	F	F	F	A	A
Illinois	78%	F	A	C-	B	F
California	78%	F	D+	A	A	F
Georgia	77%	F	F	F	A	A
Maryland	76%	C+	D	B+	D	B
New Jersey	76%	F	F	D	A	D-
Wisconsin	75%	C-	D	C+	C	A-
Louisiana	75%	D	F	C	A	B
Iowa	75%	C	F	C-	F	A
Mississippi	75%	B	F	B	F	A
Kansas	73%	B-	D	B-	F	A
Nevada	71%	C	F	B	A	F
Indiana	71%	C-	F	D	A	F
Montana	69%	A-	F	B	F	C-
South Dakota	68%	F	F	C-	F	A
Utah	65%	B-	F	B-	F	C+
Virginia	64%	F	F	D-	B-	B+



# Oregon Trends in Higher Education

## Higher Education Support: Does Your State Make the Grade?

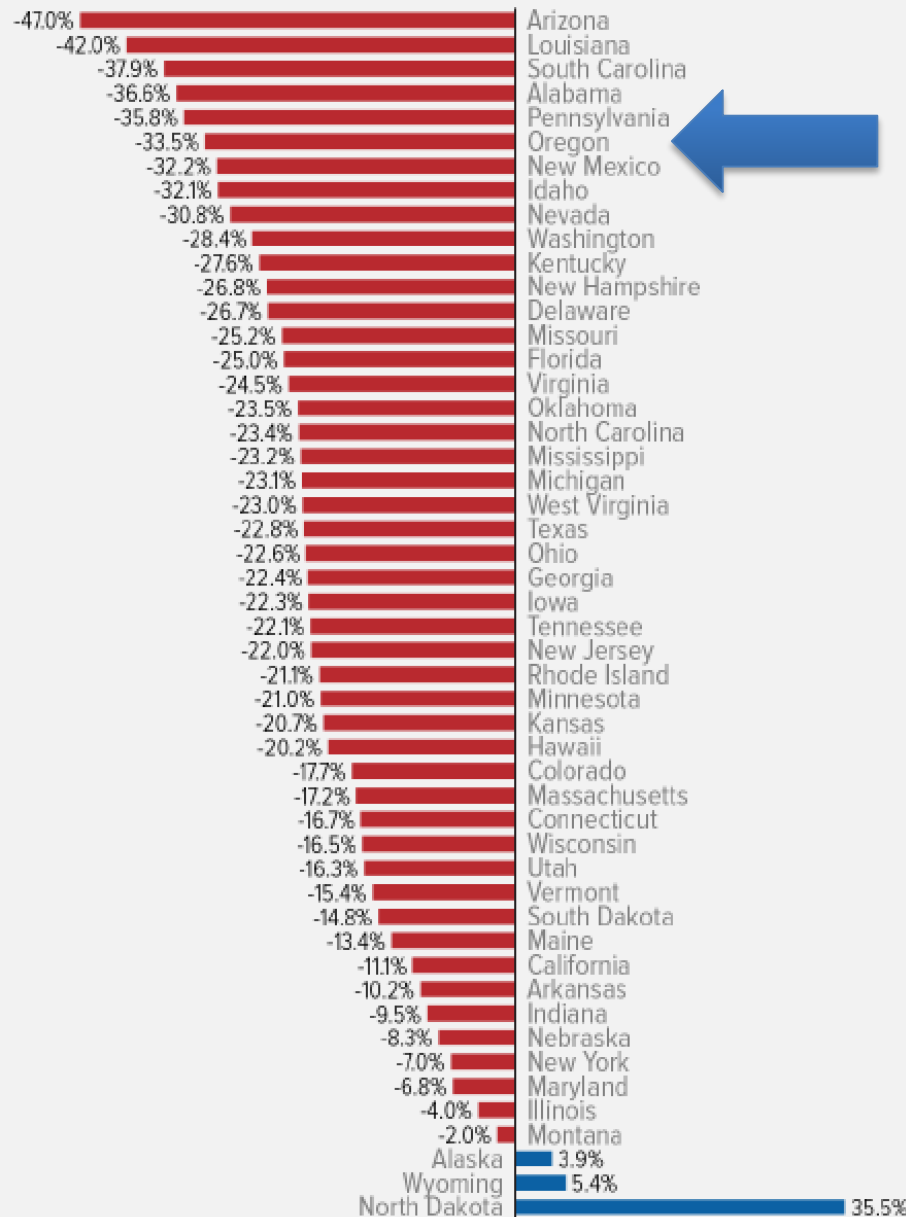
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State	Final Grade	Tuition	State Approp Average	Burden on Families Average	Aid for students	Higher Ed as priority
Massachusetts	64%	F	F	B-	F	B-
Connecticut	63%	D	D	C+	F	C-
Minnesota	63%	F	F	D-	A	F
Missouri	63%	B	F	C-	D	F
Hawaii	63%	F	D+	B	F	B-
Maine	62%	C+	D	D	F	F
Florida	62%	D	F	C	B-	F
Idaho	62%	D+	F	B-	F	C
Pennsylvania	58%	F	F	F	A	F
Delaware	56%	D	F	F	D	F
Rhode Island	54%	F	F	F	F	B-
Alabama	54%	F	F	F	F	A
Ohio	53%	C-	F	F	F	F
Arizona	51%	F	F	F	F	C+
Colorado	48%	F	F	D-	D	F
Vermont	45%	F	F	F	A-	F
Michigan	45%	D	F	F	F	F
Oregon	44%	D	F	D	D-	F
New Hampshire	17%	F	F	F	F	F



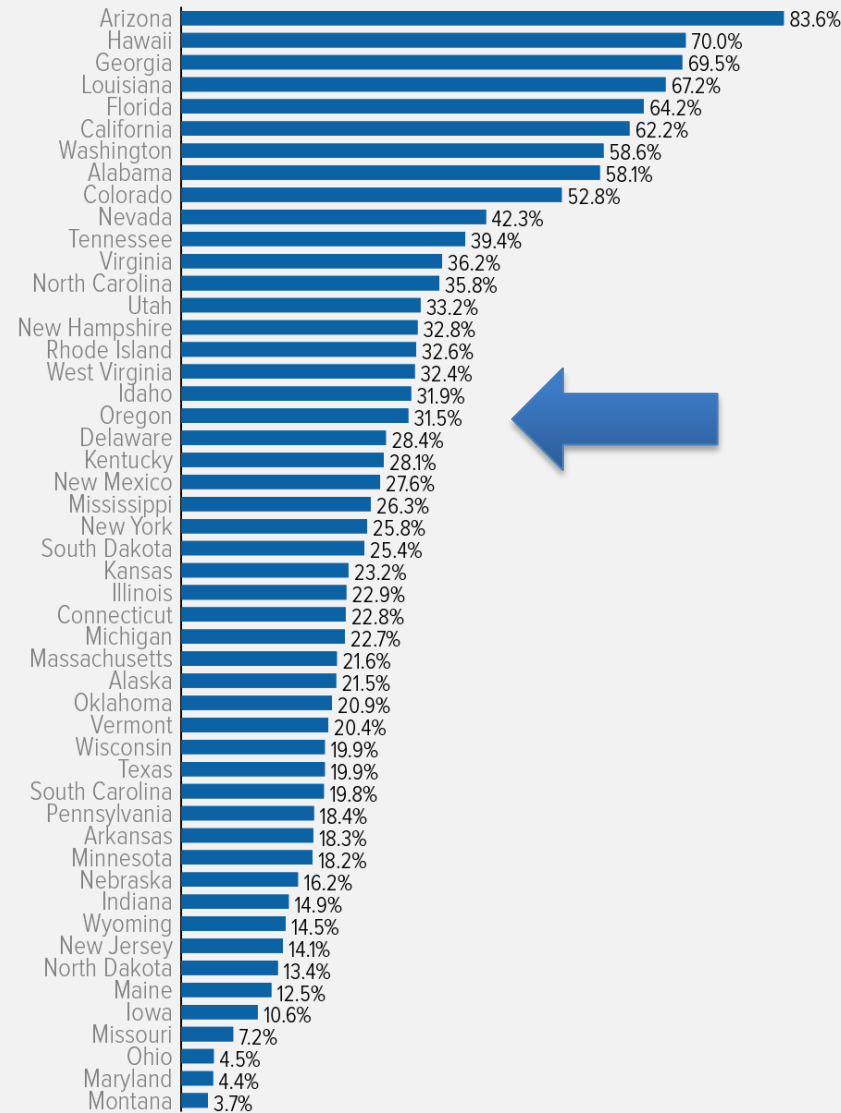
## State Funding for Higher Education Remains Far Below Pre-Recession Levels in Most States

Percent change in state spending per student, inflation adjusted, 2008 - 2015



## Tuition Has Increased Sharply at Public Colleges and Universities

Percent change in average tuition at public, four-year colleges, inflation adjusted, 2008 - 2015



Source: College Board, "Trends in College Pricing," 2014. Years are fiscal years.

# Oregon Trends in Higher Education

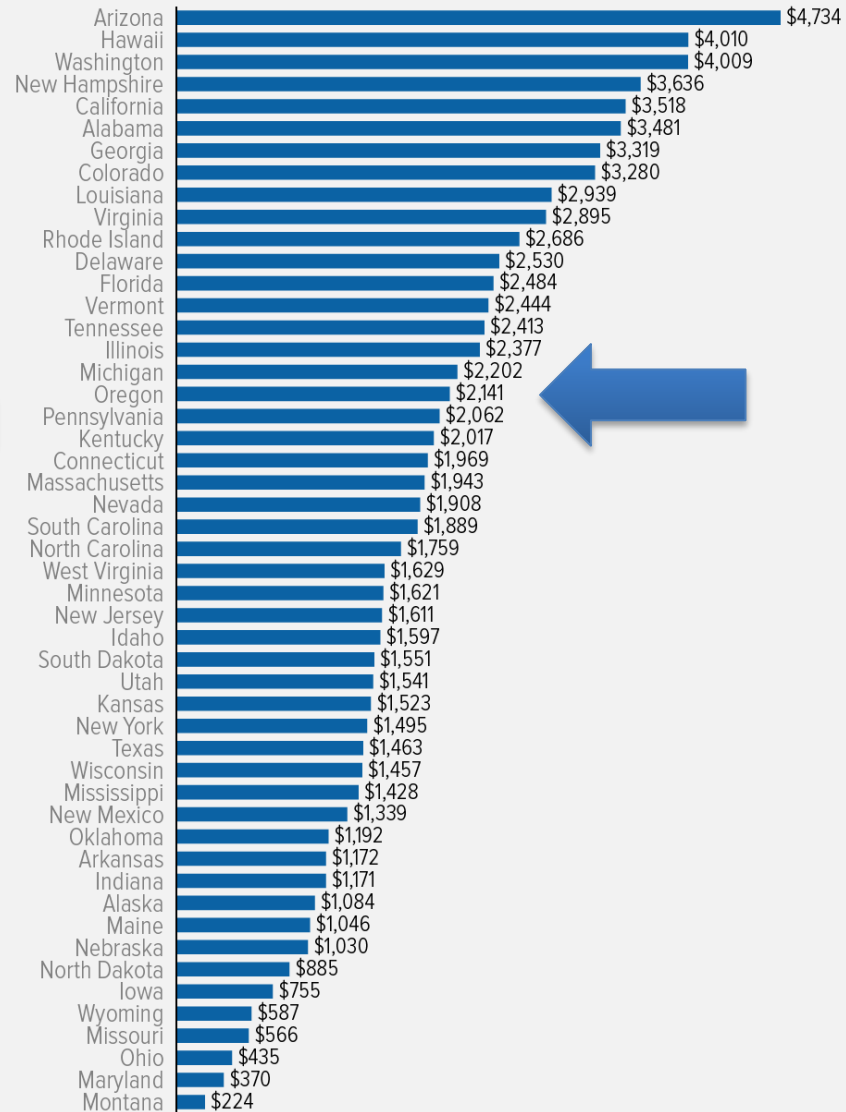




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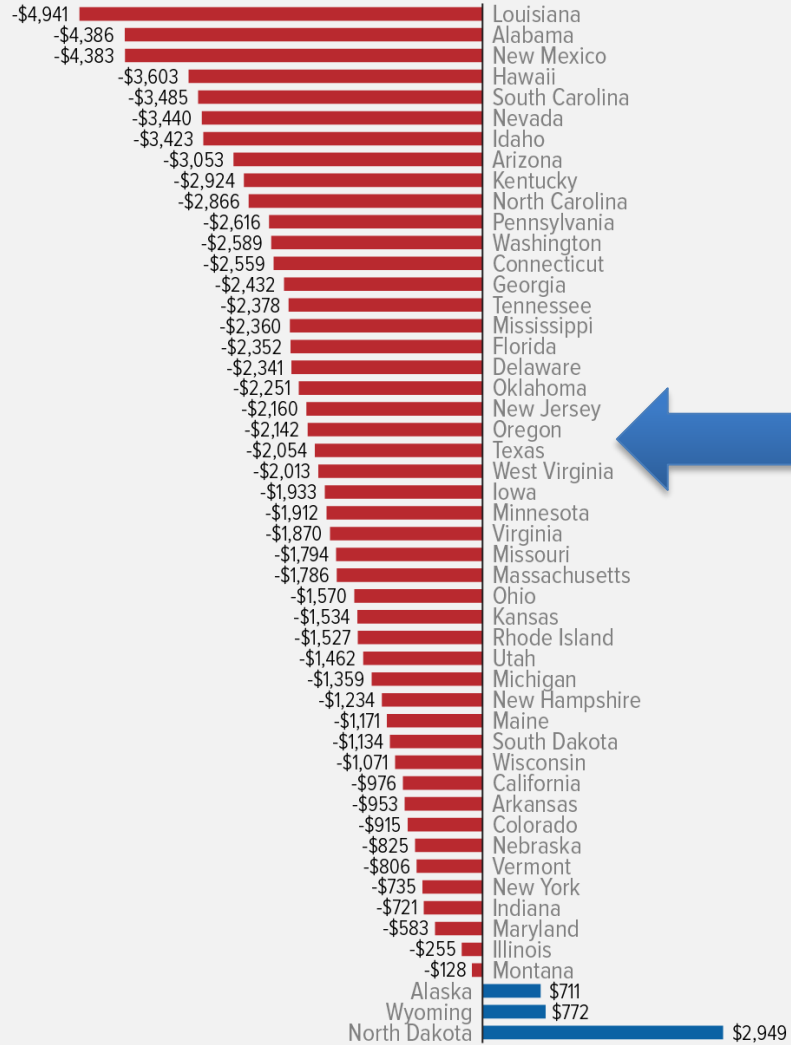
Change in average tuition at public, four-year colleges, inflation adjusted, 2008 - 2015



Source: College Board, "Trends in College Pricing," 2014. Years are fiscal years.

## State Funding for Higher Education Remains Far Below Pre-Recession Levels in Most States

Change in state spending per student, inflation adjusted, 2008 - 2015



Source: CBPP calculations using data from Illinois State University's annual Grapevine Report and the State Higher Education Executive Officers Association. Illinois funding data is provided by the Fiscal Policy Center at Voices for Illinois Children. Because enrollment data is only available through the 2014 school year, enrollment for the 2014-15 school year is estimated using data from past years. Years are fiscal years.

# Oregon Tech's Strengths

- Good and increasing reputation
- Polytechnic niche (focused mission)
- Student and Teaching centric
- Our own Board of Trustees
- Diverse locations/styles of course delivery
  - Rural, residential
  - Urban, industry-serving
  - Online and hybrid
  - Extension



# Oregon Tech's Strengths

- Focus on partnerships with other colleges and universities (2+2; 3+2; 4+1; etc.)
- Focus on dual enrollment and college credits for community college and high school students
- Flexibility and nimbleness in programs
- Community connection in Klamath Falls



# Oregon Tech's Weaknesses

- Research is not a focal point for faculty
- Very limited options for long-term faculty tracks outside of teaching focus
- Few off-ramps for students who do not qualify for limited-enrollment majors (e.g., MIT)
- Staff reductions over the past several years to balance declining budgets and support instruction as much as possible



# Oregon Tech's Weaknesses

- Flying blind (dashboards, metrics, IR)
- Very high % of Pell-eligible & first-generation students
  - Preparation for college
  - Student support
- Legislative and/or executive management of tuition increases, capital bonding, salaries, benefits, savings
- Too much reliance on State support





# Oregon Tech 2020

- Student Success
- Faculty & Staff Success
- Economic & Workforce Connections
- Student Access & Diversity
- University Financial Success



# Future Opportunities for Oregon Tech

- Build on polytechnic reputation and community connections for enhanced, locally focused economic development [Oregon Polytechnic University]
- Build on successes in CTE and K-12 STEM&M connections (emphasizing “TE” and “&M”)
- Build on value, both immediate and long term, of an Oregon Tech degree
- National growth & recruitment



# Future Opportunities for Oregon Tech

- Faculty-industry connections
- Mid-level professional health sciences
- Student-centric problem-solving projects
- Smaller, rural markets (Community College connections; traveling lab van; expansion of extension)
- Semesters?
- Student recruitment & retention (facilities & housing; student recreation center; equipment; safety)



# Future Challenges for Oregon Tech

- Other universities moving into the polytechnic niche, whether they are polytechnics or not (e.g., Akron, UW-Platteville, ASU Polytechnic, WSU Tri-Cities, etc.)
- Getting on the radar (good news is not “news”)
- Start-up funds for new programs and majors (e.g., DPT)
- Need for more options for student majors & electives within the context of challenging majors with little room for electives, given our focused mission



# Future Challenges for Oregon Tech

- State retirement & health-care obligations will increase over time
- Pressure to ratchet down amount of capital bonding in future legislative sessions
- Challenges with territory (physical and programmatic) in high-population and popular areas
- Focus on universities winning (versus students winning)

