

# Higher Ed Opportunities for Oregon Tech

Footprint  
Trends  
New Areas

*Christopher G. Maples*  
*July 10, 2015*



- Where We Are
- National Trends in Higher Education
- Oregon Trends in Higher Education
- Possible New Areas for Oregon Tech



# 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

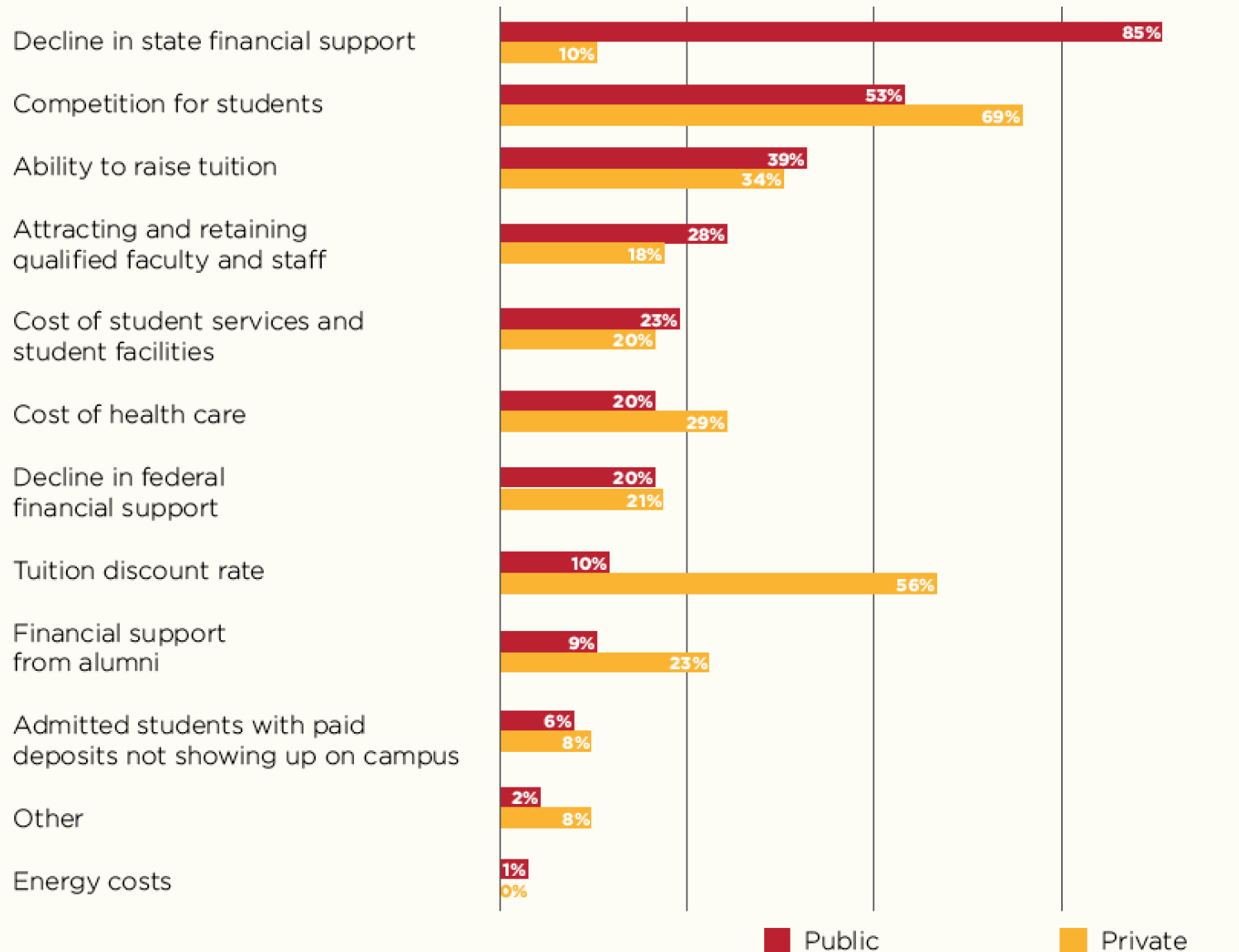
- Growing gap between haves and have-nots among colleges and universities
  - Increased reliance on tuition & other sources of revenue
  - Contraction, consolidation, closure
- Student debt concerns drive many decisions
  - Live at home & other place-driven decisions
  - Shorten time to degree
  - Getting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



# National Trends in Higher Education



THE BIGGEST WORRIES OF PRESIDENTS IN 2015

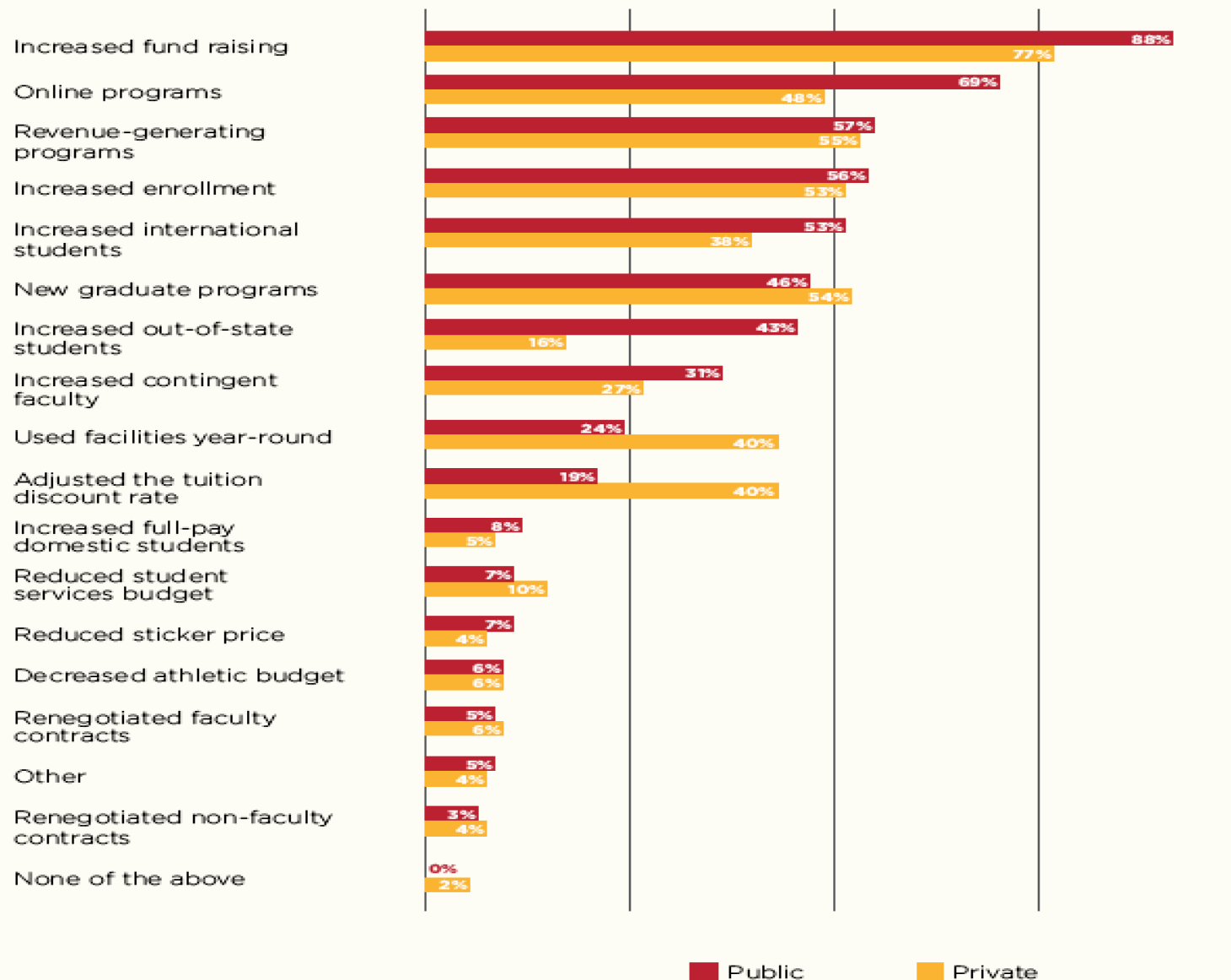


The Chronicle of Higher Education:  
View from the Top 2015



# National Trends in Higher Education

ACTIONS COLLEGE PRESIDENTS ARE TAKING TO BOOST REVENUES



Oregon **TECH**  
Board of Trustees

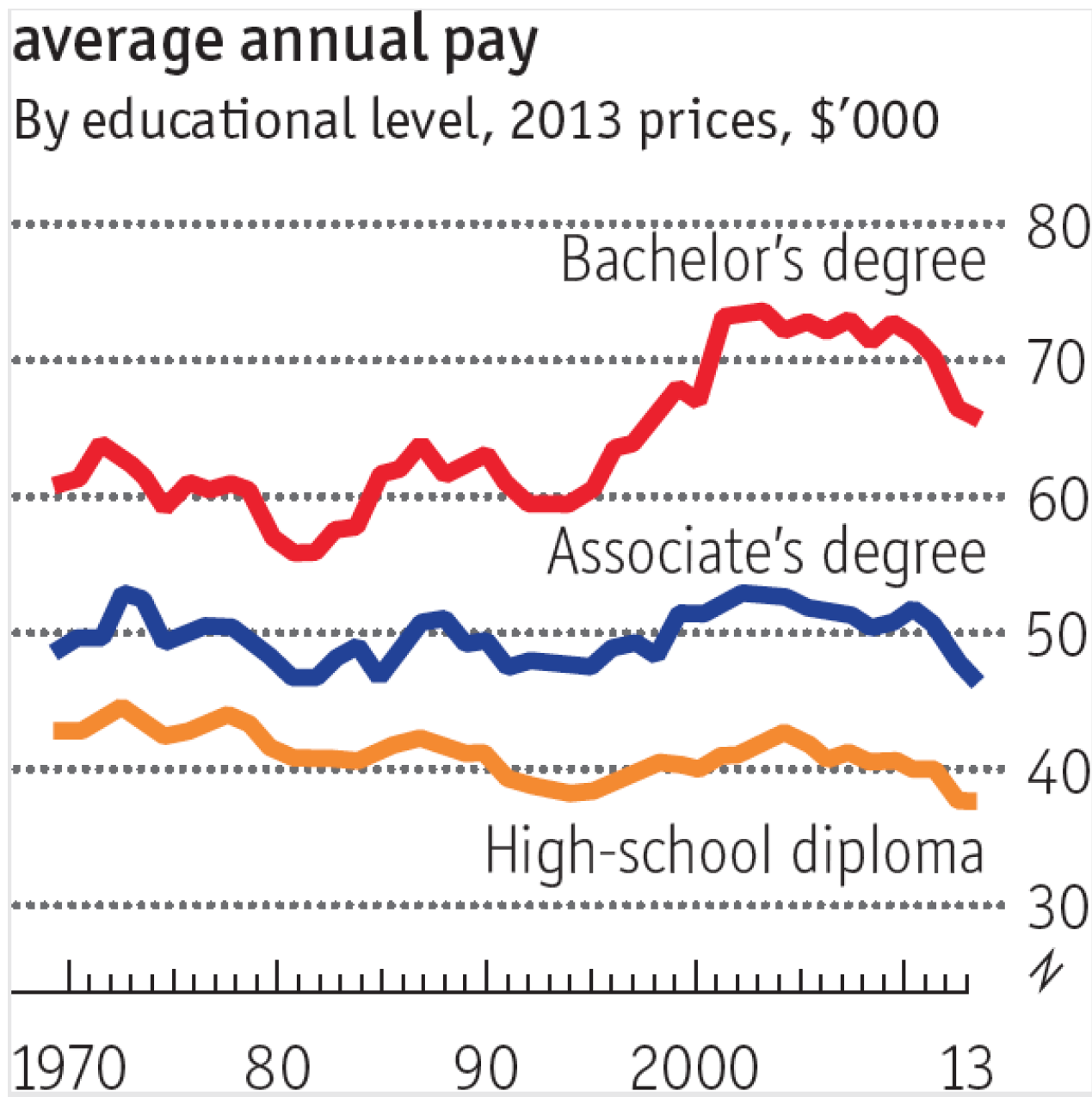


The Chronicle of Higher Education:  
View from the Top 2015

# National Trends in Higher Education



Although the recent economic downturn affected earnings across the board, only with Bachelor's degrees have maintained annual pay levels greater than those in 1970

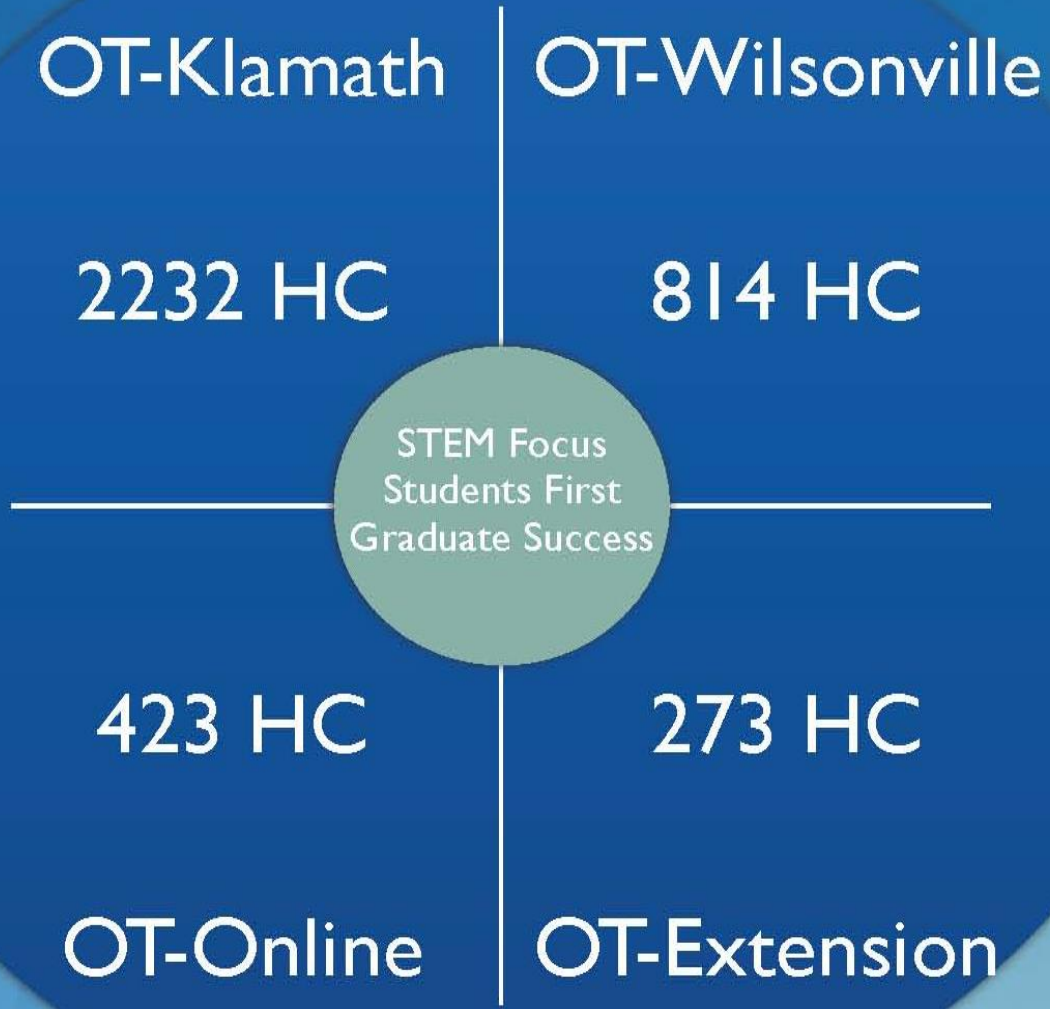




**Oregon  
Tech's  
Footprint has  
us poised to  
move  
forward in  
numerous  
mission-  
driven  
directions**

## Fall 2014 HC Enrollment

**Oregon TECH**  
*Board of Trustees*



# Oregon Tech Klamath Falls

- Geographic Importance
- Available Space
- Residential Campus
- Community Connection
- Regional/Rural Amenities



# Oregon Tech Wilsonville

- Location
- Industry Connections
- Growth Potential
- Urban Amenities



# Oregon Tech Online

- Tremendous Geographic Reach
- Both Residential & Non-Residential Student Population
- Both Residential & Non-Residential Faculty Population
- Opportunities for Certificates, Badges, Micro-degrees, +
- When & Where Desired



# Oregon Tech Extension

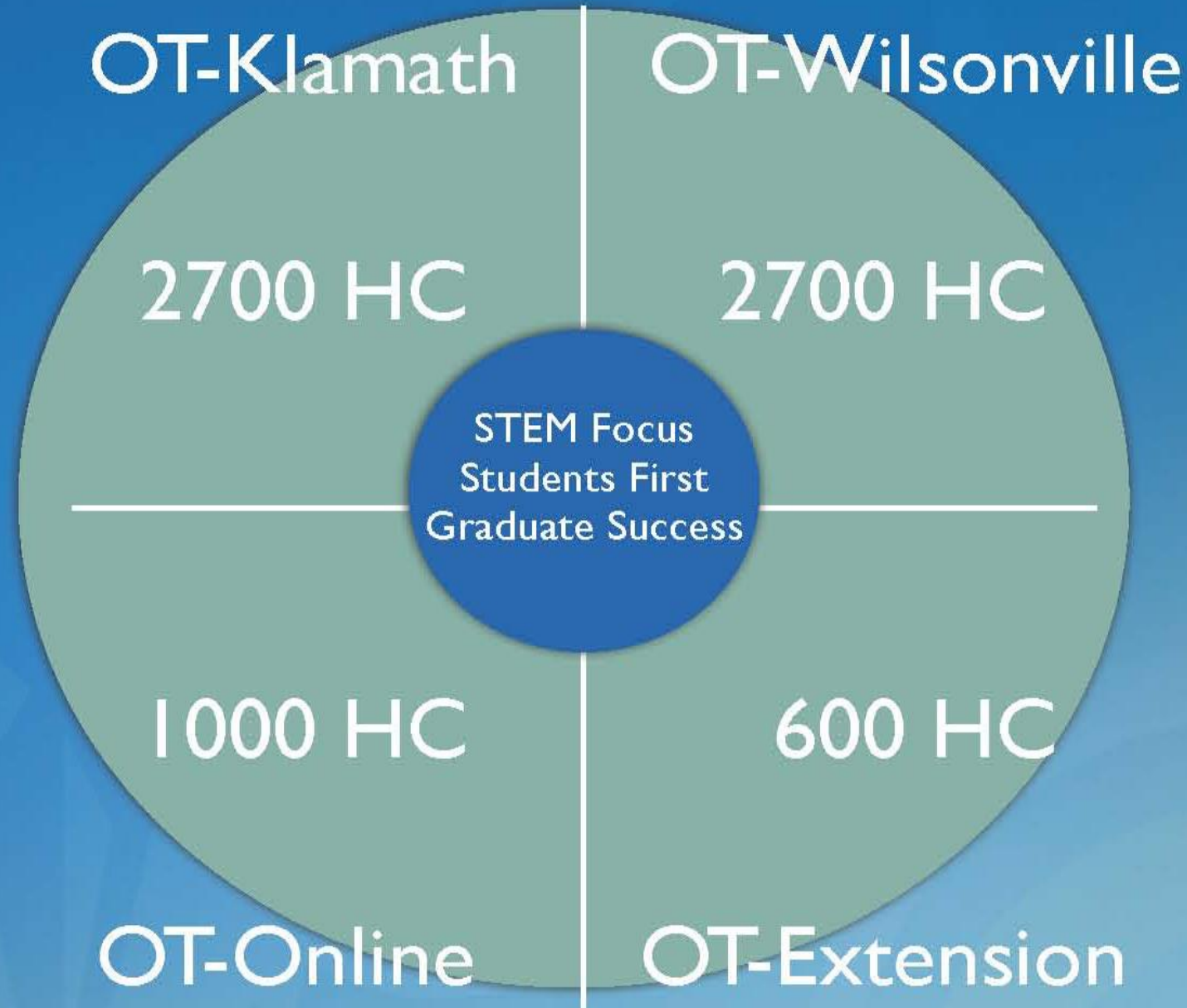
- On-Site Partnerships
- Public/Private Partnerships
- Regional Needs
- Intense, Short-Term Degrees
- 11/12 to College Transitions
- OREC & Research/Service Options



# Sample 8 yr strategic plan (2022)=7000

Oregon **TECH**

Board of Trustees





# Oregon Tech Klamath Falls

- Geographic Importance
- Available Space
- Residential Campus
- Community Connection
- Regional/Rural Amenities



# Oregon Tech Wilsonville

- Location
- Industry Connections
- Growth Potential
- Urban Amenities



# Oregon Tech Online

- Tremendous Geographic Reach
- Both Residential & Non-Residential Student Population
- Both Residential & Non-Residential Faculty Population
- Opportunities for Certificates, Badges, Micro-degrees, +
- When & Where Desired



# Oregon Tech Extension

- On-Site Partnerships
- Public/Private Partnerships
- Regional Needs
- Intense, Short-Term Degrees
- 11/12 to College Transitions
- OREC & Research/Service Options



# Oregon Trends in Higher Education

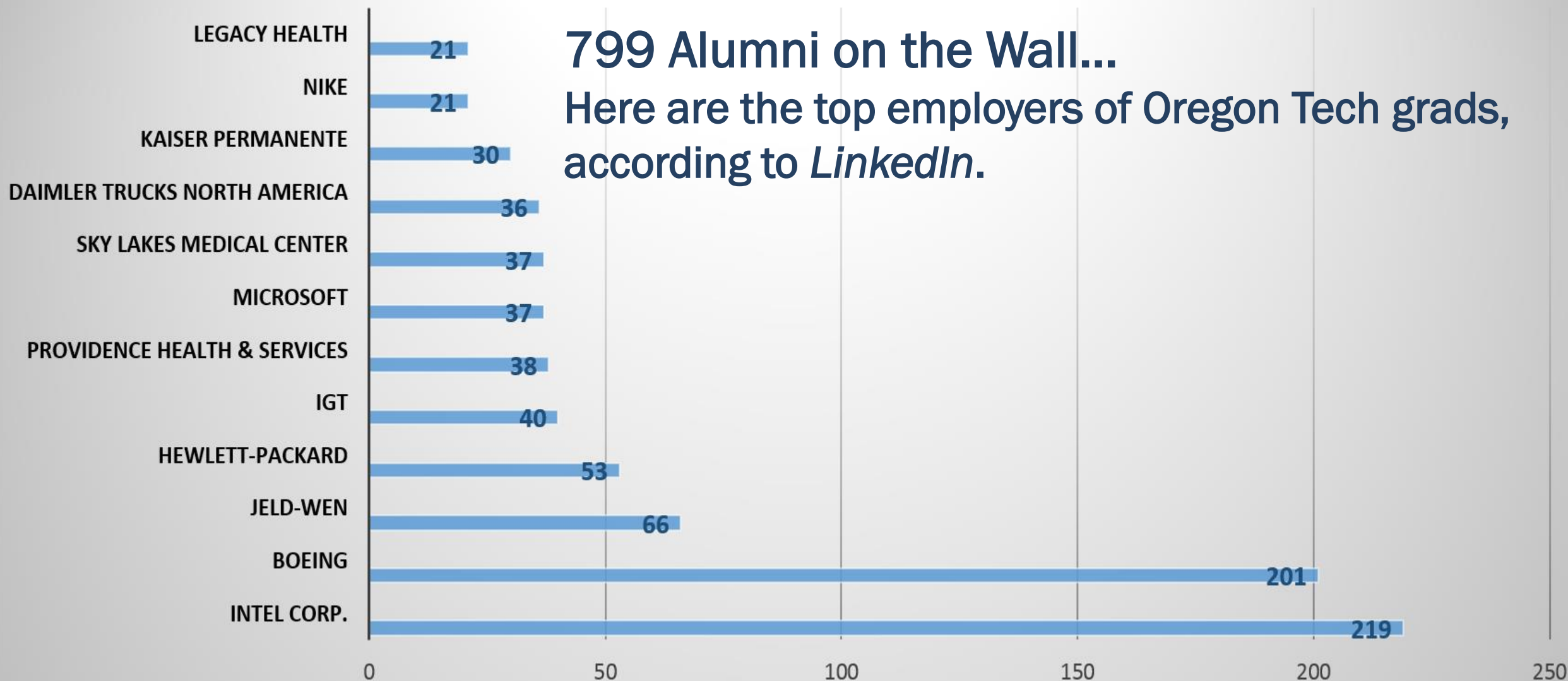
- Highest percentage increase in higher-ed student population in the nation (>27%) over past 5 years
- Abysmal graduation rates (worst reported in US)
- Bottom 5 in nation in support per student for higher ed
- Change in student demographics
- Student debt concerns drive political intervention
- Increasing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



# Oregon TECH

## 799 Alumni on the Wall...

Here are the top employers of Oregon Tech grads, according to *LinkedIn*.





# 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)

