

Oregon State University Strategic Metrics

Updated 28 January 2019

Oregon State University engages in strategic planning to guide the university’s efforts to serve the state, nation, and world with transformative impact in research, teaching, and outreach and engagement. OSU’s current strategic plan—*SP4.0: Transformation, Excellence and Impact*—identifies the goals, actions, and tactics the university is undertaking over the period 2019-2023 to elevate its impact and effectiveness in delivering its mission.

STRATEGIC METRICS

Below are the strategic metrics OSU tracks on an annual basis, with most released in July of each year. They are organized into six categories: metrics keyed to the goals in *SP4.0*, a set of resources and resource stewardship metrics, and several “context” metrics. The context metrics aid in the interpretation of the other metrics by providing basic information on the characteristics of the university. For the most part, the metrics are “lagging” indicators in that they focus on strategic outcomes, rather than “leading” indicators that measure the administrative actions and tactics behind the pursuit of the university’s goals.

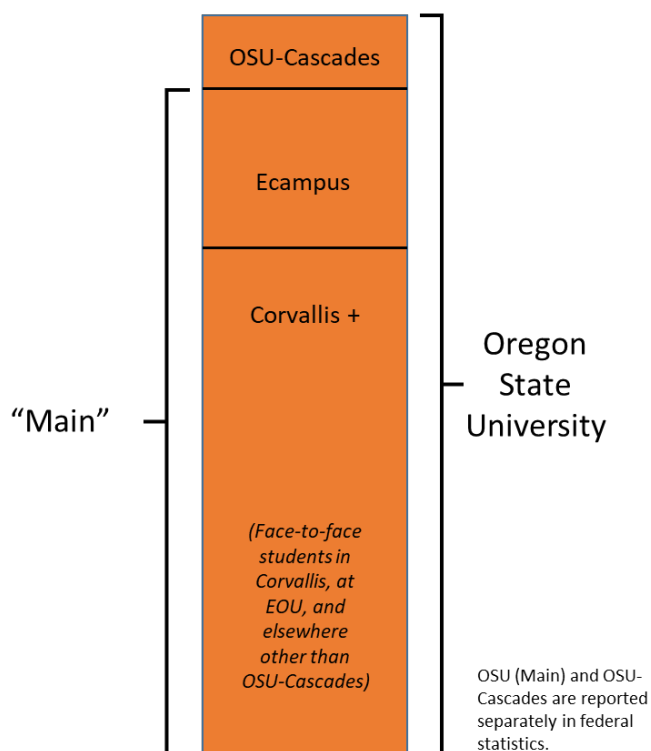
Where appropriate and data are available, OSU’s results are benchmarked against public R1 (Carnegie classification, very research-intensive) universities, OSU’s next tier peers, and top land grant universities. The table below also indicates how the metrics are calculated by campus.

For federal reporting purposes, OSU reports data for two campuses: the “Main” campus, which includes all activity except Cascades (including Ecampus), and the OSU-Cascades campus (see Figure 1). For planning purposes, it is often valuable to distinguish Ecampus-only enrollment and activity from traditional face-to-face enrollment and activity. Some metrics are reported for Corvallis, which excludes both Ecampus and OSU-Cascades. Where appropriate, available and informative, metrics are also presented for the university as a whole, OSU-Cascades alone, and Ecampus alone.

Finally, some metrics are contingent on the availability of data and additional clarification of variable definitions. Those are noted in the table below under the “Notes” column.

The categories, specific measures, and reporting approach were approved by the OSU Board of Trustees in January 2019. The first full release is scheduled for mid-July 2019.

Figure 1: OSU Campus Breakdowns



OREGON STATE UNIVERSITY – STRATEGIC METRICS

Category	Metric	Benchmarks			Campus					Notes
		Top LG	Next Tier	Public R1s	University	Main	Corvallis +	Cascades	ECampus	
SP4.0 Goal I: Preeminence in Research, Scholarship, and Innovation	Total R&D Expenditures	X	X	X	X					1
	Total R&D Expenditures per Tenure Track/Tenured Faculty Member (T/TT FM)	X	X	X	X					
	Federal R&D Expenditures	X	X	X	X					
	Federal R&D Expenditures per T/TT FM	X	X	X	X					
	USDA, State and Industrial Research Funding	X	X	X	X					
	USDA, State and Industrial Research Funding per T/TT FM	X	X	X	X					
	Doctorates Awarded	X	X	X	X					
	Doctorates Awarded per T/TT FM	X	X	X	X					
	Honors and Awards	X	X	X	X					2
	Honors and Awards per T/TT FM	X	X	X	X					2
	Publication Citations	X	X	X	X					2
	Publication Citations per T/TT FM	X	X	X	X					2
	Number of Postdoctoral Appointees	X	X	X	X					
	Number of Postdoctoral Appointees per T/TT FM	X	X	X	X					
	Invention Disclosures	X	X	X	X					
Licensing Revenue	X	X	X	X						
Number of Journal Editorships/Associate Editorships				X					2	
SP4.0 Goal II: Transformative Education that is Accessible to All Learners	First Year Retention Rate	X	X	X		X	X	X		
	First Year Retention Rate—Pell Eligible Students	X	X	X		X	X	X		
	First Year Retention Rate—Historically Underrepresented Students	X	X	X		X	X	X		
	Four-year Graduation Rate	X	X	X		X	X	X		
	Four-year Graduation Rate—Pell Eligible Students	X	X	X		X	X	X		
	Four-year Graduation Rate—Historically Underrepresented Students	X	X	X		X	X	X		
	Six-year Graduation Rate	X	X	X		X	X	X		
	Six-year Graduation Rate—Pell Eligible Students	X	X	X		X	X	X		

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Category	Metric	Benchmarks			Campus					Notes
		Top LG	Next Tier	Public R1s	University	Main	Corvallis +	Cascades	ECampus	
	Six-year Graduation Rate—Historically Underrepresented Students	X	X	X		X	X	X		
	Junior Transfer Four-year Graduation Rate	X	X	X			X	X	X	
	Degrees in Designated Shortage Areas (Engineering and Computer Science)					X		X		
	Percent Graduating Seniors with Experiential Learning						X	X		
	Percent Graduating Seniors Satisfied with Degree/Educational Experience						X	X		
	Percent High Achieving Oregon High School Graduates						X	X		
	Average Undergraduate Student Debt at Graduation						X	X	X	
	Percent of Undergraduate Financial Need Met Through Gift Aid (All Sources)						X	X	X	
SP4.0 Goal III: Significant and Visible Impact in Oregon and Beyond	Degrees Awarded—Total	X	X	X	X		X	X	X	
	Undergraduate Degrees Awarded	X	X	X	X		X	X	X	
	Undergraduate Degrees Awarded per Lagged Enrollment	X	X	X	X		X	X	X	
	Graduate Degrees Awarded	X	X	X	X		X	X	X	
	Dollars Leveraged per Appropriated Dollars for Statewides (SWPS) Research				X					
	Number of Companies with Active Contracts				X					2
	Number of Active International Partnerships				X					2
	Percent Oregon Resident Undergraduates from Rural Counties						X	X	X	2
	Number of Professional and Continuing Education Courses Delivered				X					2
	Student Credit Hours Delivered				X		X	X	X	
	Student Credit Hours Delivered at Portland Center				X					
Student Credit Hours Delivered at OSH Hatfield Marine Science Center				X						
SP4.0 Goal IV: A Culture of Belonging, Collaboration, and Innovation	Percent Oregon Resident Students, Undergraduate and Graduate				X		X	X	X	
	Percent Domestically Underrepresented Students, Undergraduate and Graduate	X	X	X	X		X	X	X	
	Percent Historically Underrepresented Students, Undergraduate and Graduate	X	X	X	X		X	X	X	
	Percent International Students, Undergraduate and Graduate	X	X	X	X		X	X	X	
	Percent Pell-eligible Students	X	X	X	X		X	X	X	

OREGON STATE UNIVERSITY – STRATEGIC METRICS

Category	Metric	Benchmarks			Campus					Notes
		Top LG	Next Tier	Public R1s	University	Main	Corvallis +	Cascades	ECampus	
	Percent Historically Underrepresented T/TT Faculty	X	X	X	X					
	Percent Female T/TT Faculty	X	X	X	X					
	Percent Female T/TT Faculty in STEM Disciplines				X					
	Percent Historically Underrepresented Fixed Rank/Instructor Faculty				X		X	X		
	Percent Historically Underrepresented Fixed Term/Research Faculty				X		X	X		
	Percent Historically Underrepresented Professional Faculty				X		X	X		
	Percent Historically Underrepresented Classified Staff				X		X	X		
	Percent Tenured after Six Years, Underrepresented TT Faculty				X					
	Percent Tenured after Six Years, All/Male/Female TT Faculty				X					
	Number of Intra-institutional Faculty Research Collaborations				X					2
Resources & Resource Stewardship	Annual Private Giving	X	X	X	X					
	Academic Expenditures as a Percent of Total E&G Expenditures					X		X		
	Education and Related Expenditures per Degree					X		X		
	Average Tuition and Fee Net Discount Rate					X		X		
	Dollar Value of Deferred Maintenance					X		X		
	Dollars Invested in Capital Projects—Non-auxiliary Units					X		X		
	Net Square Footage per Faculty Member—T/TT					X		X		
	Net Square Footage per Student FTE					X		X		
Context	Undergraduate Enrollment FTE	X	X	X			X	X	X	
	Oregon Resident Undergraduate Enrollment FTE						X	X	X	
	Historically Underrepresented Undergraduate Enrollment FTE	X	X	X			X	X	X	
	Graduate Enrollment FTE	X	X	X			X	X	X	
	Oregon Resident Graduate Enrollment FTE						X	X	X	
	Historically Underrepresented Graduate Enrollment FTE	X	X	X			X	X	X	
	Headcount Total Instructional Faculty—T/TT and Fixed Term	X	X	X	X					

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Category	Metric	Benchmarks			Campus					Notes
		Top LG	Next Tier	Public R1s	University	Main	Corvallis +	Cascades	ECampus	
	Pct Freshmen Not Retained that Enrolled in Following 2 nd Winter/Spring				X					
	Pct Freshmen Not Retained that Enrolled in Community College (DPP) in 2 nd Fall				X					
	New Ecampus Transfer Percent Beginning with Less than 23 credits								X	
	New Ecampus Transfer Percent Beginning with More than 66 credits								X	
	Ecampus Junior Transfer 4 Yr Grad Rate who completed 18 credits or less in 1 st year								X	
	Ecampus Junior Transfer 4 Yr Grad Rate who completed 36+ credits in 1st year								X	
	Headcount T/TT Faculty	X	X	X	X					
	Average Undergraduate Financial Need						X	X		

BENCHMARKS

Top Land Grant: Ohio State University | Pennsylvania State University | Purdue University | University of California, Davis | University of Florida | University of Illinois at Urbana-Champaign | University of Wisconsin, Madison

Next Tier: Colorado State University | Iowa State University | North Carolina State University | University of California, Riverside | University of Tennessee | Washington State University

NOTES

1. Metrics for all public R1s (e.g., median or mean value) will be incomplete for prior years and potentially for some current years, depending on the availability of data.
2. Metric is tentative and dependent on the ability to assemble reliable data sources and/or consistent series across benchmarks.