Division of University Outreach and Engagement: Academic Report for 2014–2015

The Division of University Outreach and Engagement connects Oregon State University, the state's land grant university, to the rest of the world by making its educational programs accessible wherever and whenever people need to learn.

This academic report integrates division activities and accomplishments outside of items to be reported by individual colleges. It includes division-level highlights from OSU Extension Service; OSU Open Campus and special initiatives; and Educational Outreach, which includes Extended Campus (Ecampus, Summer Session and Open Oregon State), Professional and Continuing Education (PACE) and Extension and Experiment Station Communications (EESC). For a complete picture of university-wide outreach and engagement, consult appropriate sections of each college's report.

Goal 1: Provide a transformative educational experience for all learners.

The Division of University Outreach and Engagement leads and contributes to impactful programs that enhance the learning environment, grow online education and advance student success.

Highlights

In its sixth year, OSU Open Campus continues to convene partners in meaningful ways to improve access to education, meet local needs and help students succeed.

- Partnered with the Gorge Tech Alliance to offer a day of STEM career exploration and college information to more than 800 seventh-grade students from Hood River and Wasco counties.
- Hosted two one-week Tillamook Tech Trek Camps, where 63 eighth-grade girls from rural, coastal Oregon engaged with local professionals to learn about STEM careers, including app development, natural resource management, higher education and Extension. Pre- and posttests showed these girls are more likely to pursue STEM careers and are more confident about their schoolwork.
- Two new articulation agreements between Southwestern Oregon Community College and OSU provide students with a seamless transfer experience in forestry and natural resources. In the first term, 27 students enrolled in the forestry program and plan to transfer to OSU. Anticipated enrollment is 30 for the natural resources program. A third articulation agreement with the OSU College of Business is in progress.

***Juntos*, a signature OSU Open Campus program, provides culturally relevant programming that empowers eighth– through 12th-grade students and their families to pursue education.**

- This year, more than 726 people participated in the program (called *Juntos* for Spanish-speaking families, *Papalaxsimisha* for families in Warm Springs and *Together* for Anglo families.)
- In 3 years, the program has shown 100 percent high school graduation rate, 100 percent college-going rate, 100 percent first-term college success rate and more collaboration between families and schools.
- Current sites include Tillamook, Madras, Sisters, Hood River, The Dalles, Culver, McMinnville and Warm Springs. Future sites are planned. Once *Juntos* programs are established in a community, volunteers and partners continue growing the programs.
- More than 500 Latino and Latina individuals from across the state came to OSU's Corvallis campus for *Juntos* Family Day—a day of learning and celebrating college. Partners across campus, including Precollege Programs, helped organize a culturally relevant experience where families could know their children would be safe while learning about dorms, financial aid and college life.

OSU Extension programs and education helped improve the lives of Oregonians across the state.

- OSU Extension employees had more than 2.4 million interactions with Oregonians via face-to-face meetings, phone consultations, webinars, newsletters, emails, field visits and assistance at OSU Extension offices.
- A reported 94,438 school-aged children engaged in 4-H Youth Development activities statewide. Program areas emphasized include STEM, healthy living and citizenship. Today's 4-H'ers are tomorrow's scientists, community change agents and global leaders.
- OSU Extension's mobile-friendly online catalog website provides access to more than 900 research-based publications that help Oregonians improve their lives, homes, businesses and communities. In 2015, more than 7,000 printed publications have been distributed and catalog materials have been downloaded more than 100,000 times. The catalog includes books, PDFs, apps, videos, podcasts, e-books, posters and websites.

In January 2015, U.S. News & World Report ranked OSU's Ecampus fifth out of nearly 300 online bachelor's degree programs nationwide, with a score of 95 out of 100. Schools were assessed based on student engagement, faculty credentials and training, peer reputation and student services and technology.

Extended Campus helps raise and equalize student success, and advances learning through course design, assessment and faculty development.

- Open Oregon State made funds available for faculty to replace costly course materials with no-cost materials by adopting, adapting or creating open educational resources. One open textbook replacement has resulted in more than $38,000 savings for students. Additional open texts are in development.

- Ecampus made student academic success and career counseling available to all distance, degree-seeking students. The unit also developed and offered online courses to help improve students' success in online modality, as well as career-preparation courses.

- Forty-one faculty completed Quality Matters course-design trainings, 56 faculty completed a rigorous six-week "Developing an Online Course" workshop and 340 faculty completed the Canvas migration workshop.

- Ecampus has improved course design in nearly 700 online courses thus far in the migration from Blackboard to Canvas by applying a Quality Matters-based template. And 192 faculty collaborated with Ecampus instructional designers on funded course developments or redevelopments.

The division's Educational Outreach units (Extended Campus, PACE and EESC) help grow online education and explore new pedagogical models.

- Enrollment highlights:
  - Ecampus student credit hours rose 16 percent to 182,454. And 17,452 students took at least one class online via Ecampus, a 13 percent increase from last year. Enrolled students represent all 50 states and more than 40 countries.
  - Ecampus accounted for 10 percent of all of this year's OSU graduates; 590 distance students received their OSU diplomas in programs delivered online by Ecampus in 2014–2015.
  - Ecampus partnered with 10 colleges and more than 600 faculty to deliver 20 undergraduate degree programs, 21 undergraduate minors and 22 graduate programs.
  - Ecampus' one-year post-bacc in computer science continued to grow, with more than 1,215 new admits during this academic year; this is the single largest Ecampus degree program.
  - PACE, Ed2Go and Legal Studies programs had 3,628 total enrollments, an increase of 39 percent from the previous academic year.
  - The two PACE courses with highest enrollments are free. Master Gardener Basic Botany had 1,197 enrollments, a 78 percent increase. Disability Access Services, a new course, had 323 enrollments.
  - The top five fee-based PACE courses are Permaculture (118 enrollments), Chamber Music (85), Master Naturalist (71), Growing Farms Hybrid (58) and Craft Brewery Startup (47).

- Educational innovation highlights:
  - Ecampus piloted the Calibrated Peer Review system in BI 206 online, which helped faculty use more intensive writing assessments in large-enrollment classes without making grading burdensome.
  - Ecampus developed a 3-D microscope for use in online science courses, which allows online students to manipulate controls and view actual photographs of slide contents.
  - PACE works closely with colleges and other content experts to develop courses such as Beer Analytics, Disability Access Services and Growing Farms that draw on innovative formats, technologies and pedagogical approaches.
  - EESC and OSU's Hybrid Course Initiative collaborated to offer a second cohort of the Extension hybrid learning study group. Sixteen OSU Extension faculty from across the state participated in an eight-week professional development program emphasizing the pedagogy and technology of blended learning. Each participant produced a plan and sample module for a hybrid course.

Additional efforts to advance learning, faculty development and student success

- OSU Open Campus connected 2,463 people through outreach efforts, engaged 1,125 learners in programming and supported 111 students enrolled in Ecampus courses and degree partnership programs. OSU Open Campus coordinators serve Hood River and Wasco counties, Jefferson County, Klamath County, Coos and Curry counties, Crook County and Tillamook—plus an additional five sites with the *Juntos* family program.

- Ecampus renewed its commitment to America's military by providing flexible, rigorous educational opportunities that meet the unique needs of service members worldwide. A total of 472 military veterans and dependents enrolled in Ecampus classes in 2014–2015. In May, U.S. News & World Report ranked OSU's online bachelor's degree programs No. 4 in the nation for veterans.

- Ecampus funded development or redevelopment and provided instructional design assistance for nearly 60 online graduate courses.
- To ensure that academic services were available to students during summer term, Summer Session provided financial support for several on-campus partners, including the First Year Experience program, Financial Aid, the Math Learning Center, the Writing Center and the Academic Success Center.
- Open Oregon State and Summer Session piloted a new initiative to award small grants to faculty, enabling them to update their courses to use no-cost, openly licensed textbooks. Five courses were awarded funding.
- Open Oregon State partnered with the OSU Libraries and OSU Press to issue an RFP with funding for faculty to write open textbooks. These textbooks replace expensive versions and are offered online at no cost to students. Print versions are available for purchase via the OSU Press. The first RFP had over 10 proposals and resulted in five funded projects.
- As part of OSU's Healthy Campus Initiative, 30 percent of Extended Campus staff participated in the PEBB Healthy Team Healthy U program. As a result, a group gathers for spin classes during the winter and an outside bike ride at noon during the summer.
- More than 200 people attended the eighth annual Ecampus Faculty Forum in April, which featured a keynote address by Brian Fleming, senior analyst of Eduventures.

Goal 2: Demonstrate leadership in research, scholarship and creativity while enhancing preeminence in the three signature areas of distinction.

The Division of University Outreach and Engagement leads and contributes to impactful programs and efforts across foundational and signature areas.

Highlights
The division's Engagement Academy continues to offer opportunities and activities that help build a culture of engagement across the university.
- The annual Roads Scholar Engagement Tour took 39 new faculty to Pineros y Campesinos Unidos del Noroeste (PCUN)/CAPACES Leadership Institute in Woodburn, Columbia Gorge Community College and Mid-Columbia Agricultural Research and Extension Center in Hood River, and Willamette Valley Vineyards in Turner to learn about engagement and partnership work.
- After a new OSU engineering faculty member with no previous community engagement experience joined the annual Roads Scholar tour, he reached out to a small Latino community business. With the help of graduate students, the business owners designed and implemented a new cooking tool that increased their output from 10 units per hour to 100 units per hour.
- At the inaugural Exploring Engagement Symposium, held in January, more than 100 attendees learned about innovative outreach and engagement projects from across the university.
- OSU's delegation to the 2015 National Engagement Academy focused on the theme of "digital community engagement." The team includes Faye Chadwell and Margaret Mellinger (OSU Libraries), Kevin Ahern (Biochemistry) and Dianna Fisher (Open Oregon State). Their report and proposals are under consideration.

Division initiatives help attract and retain high-quality faculty.
- Achieving the land grant mission requires that some faculty be excellent educators and practitioners who can also effectively translate research to application in or with communities. To this end, OSU Extension hired nine new professors of practice and converted five other positions to professor of practice appointments; 14 conversion requests are in process.
- A cohort of eight emerging leaders will complete the division's inaugural Leadership Development Program for Executives in fall 2015. The 12-month program includes face-to-face training, coaching, readings and online discussions. Participants have significant professional experience and a documented performance record that indicates potential success in an executive leadership position.

The division continued partnerships that support integration of arts, humanities and design into the university's outreach and engagement mission.

- The Creative Forest project was formed as a follow-up to the 2014 OSU Extension Reconsidered event (focused on art, humanities and design). Faculty and students in OSU's School of Arts and Communication collaborated with OSU Extension to make interdisciplinary visits to the Hopkins Demonstration Forest the central experience of their spring 2015 syllabus.

- In October, the College of Liberal Arts and other partners—including OSU Extension, Forests Forever and the Three Rivers Artist Guild—supported the second annual Forest of Arts at the Hopkins Demonstration Forest. OSU faculty and students helped design and lead activities at the event, which brings together artists, musicians and craftspeople whose work resonates with or takes place within the forest.

- PACE partnered with the OSU Foundation, donors, a local elementary school and the OSU Music Department to offer the OSU Chamber Music camp for a third year. This program has helped educate hundreds of high-performing youth musicians across the state. It is becoming recognized as a magnet for summer music programs. Enrollment tripled from 2013 (61 students) to 2015 (194 students).

- In partnership with the College of Liberal Arts, Ecampus delivers nearly 50 language and culture courses online. Course sequences were launched this year in Chinese, Korean and Latin. Enrollments in online foreign language classes increased by 24 percent in 2014–2015. Additionally, Ecampus delivers bachelor's degrees and undergraduate minor programs in German and Spanish online.

OSU invested as a premium member of the national eXtension organization. eXtension helps Extension educators and strategic partners collaborate, explore innovation opportunities and adopt emerging technologies to enhance educational programs and attract new audiences.

- Jeff Hino, of EESC, received an eXtension fellowship to research, present on and develop a learning network around the Internet of Things. Other fellows will explore the emerging technologies of the maker movement and citizen science.

- Several OSU Extension faculty and staff participate in the eXtension Educational Technology Learning Network (#EdTechLN). Hino serves on the guiding committee. This group fosters successful integration of technology into Extension programming across the nation.

EESC, in collaboration with OSU Extension and Agricultural Experiment Station faculty, is using innovative digital publishing approaches to help an increasingly mobile-reliant public put science into practice.

- The *Alternative Forest Management* app gives woodland owners convenient, tablet-friendly access to a powerful set of multimedia-rich, immersive, interactive silvicultural case studies. The EESC team behind this project won a Bronze Award in electronic publishing from the Association for Communication Excellence.

- With the *Fire-Resistant Plants for the Willamette Valley* app, nursery customers have important information at their fingertips. A print-friendly version is available, too.

- The *Cherry Training Systems* guide is being used around the world in print, digital, and mobile formats. The OSU Extension Catalog offers an English and Spanish version, as well as a tablet-friendly app (English). The guide was also translated into other languages for use in Europe. OSU Extension partnered with Michigan State University, Washington State University, the University of Idaho, and *Good Fruit Grower* magazine to develop, distribute and promote this suite of products.

Additional leadership in research, scholarship and creativity

- More than 131 people attended the Outreach and Engagement Colloquium in April. The theme was "Measuring What Matters." The keynote speaker was Michael Jordan, former chief operating officer for the state of Oregon, followed by a panel including OSU faculty and a county commissioner.

- OSU hosted more than 90 people from around the country at the American Distance Education Consortium (ADEC) 2015 EdFuture Symposium in May. The theme was "Global Engagement in Online Learning: Insights, Perspectives and Best Practices." A delegation from the Chinese Ministry of Agriculture and the Central Agricultural Broadcasting and Television School (CABTS) in Beijing attended and signed the third iteration of a longstanding MOU to advance further collaboration between ADEC, OSU and CABTS. Six prototype bilingual learning modules were demonstrated for the symposium.

- The Outreach and Engagement Council creates cross-campus expectations for integrating outreach and engagement activities. A key council initiative this year was measures of accountability for engagement and refinement of the accreditation goal.

- OSU Extension faculty authored 205 scholarly publications and peer-invited presentations.

- Key awards and recognition for leadership, scholarship and creativity:
  - **Vice Provost Awards for Excellence** were presented to 18 OSU faculty and staff (five individual and four team awards) for outstanding contributions in service, strategic impact, program support, innovation and diversity that significantly advanced the outreach and engagement mission.
  - **OSU Open Campus received the Western Region 2014 Peter C. Magrath Award for Community Engagement** during the Engagement Scholarship Consortium Conference in Alberta, Canada. This award, given by the Association of Public and Land Grant Universities, recognizes universities that have redesigned their learning, discovery and engagement missions to become even more involved with their communities. OSU Open Campus was recognized for leadership in convening educational partners and collaboratively addressing community development through degree completion, career preparation and college readiness.
  - **OSU Extension faculty and staff received 141 awards recognizing their good work.** These included five local, 56 state, 33 regional, 35 national and two international awards from community organizations, professional associations and academic societies, as well as seven college honors and three university achievements.
  - **The Ecampus Course Development and Training team received the Excellence in Faculty Development for Online Teaching award from the Online Learning Consortium** (formerly The Sloan Consortium) "for delivering a comprehensive, responsive, flexible and effective faculty development program that helps faculty take their online teaching to the next level."
  - **Students Mindy Proski and Aryn Sanderson provided further proof that OSU's best and brightest learners study online as well as on campus**. Mindy, a resident of Gladstone, received the Waldo-Cummings Outstanding Student Award, which is one of the most prestigious honors bestowed by OSU. She is pursuing a degree online in anthropology. Aryn, who lives in the Dalles, received the College of Liberal Arts Outstanding Senior Award. She attended the Ecampus graduation reception in June and took part in commencement after earning her B.A. in Anthropology.

Goal 3: Strengthen impact and reach throughout Oregon and beyond.

The Division of University Outreach and Engagement leads and contributes to key initiatives that drive economic development, social progress and community engagement.

Highlights

OSU Extension supports both rural and urban communities to advance social progress. In partnership with national, state and local institutions and organizations, OSU Extension faculty across the state provided leadership and expertise to convene conversations and empower community members. This work will continue in 2015–2016.

- Ten concern-gathering, framing workshops and deliberative forums have taken place throughout Oregon. These events encourage people to frame issues—like climate change, access to technology, economic development, health and wellness and rural-urban interdependence—in their own voices.
- The overall purpose is to engage communities in participatory action research. This approach has led to greater public participation, particularly with nontraditional Extension audiences, and demonstrated that Oregon's communities have the leadership, vision and expertise to address wicked problems that exist across the state, including poverty, school district consolidation and development that affects traditional ways of life.

Community support helps provide stable funding and resources for OSU Extension.

- In May, Marion County voters overwhelmingly approved a service district that will support county Extension and 4-H programs. Klamath County voters approved a service district in support of the Klamath Basin Research and Extension Center. Marion and Klamath counties join 22 other Oregon counties that have approved such special districts in support of Extension and branch experiment stations. This citizen-driven support is crucial because Extension's federal and state funding depends on the availability of local funds.
- In March, 30 members of the Extension Citizen Advisory Network (ECAN) and four 4-H youth met with state representatives and senators to support funding for the Statewide Public Services (SWPS). Several 4-H youth and ECAN members testified for Extension and SWPS funding during "Statewides Day" at the Capitol.
- As OSU Extension grows to better serve local needs, additional space is often needed for educational activities and improved customer service. Strong, long-established partnerships with county government allowed four OSU Extension offices—in Lincoln, Linn, Marion and Wheeler counties—to relocate to facilities with better educational space and more office space to house local OSU Extension faculty, staff and volunteers.

Division initiatives and partnerships help drive economic development and advance shared goals.

- OSU Open Campus partnered with the OSU College of Business Austin Entrepreneurship Program to provide Tillamook students and community learners with access to courses from the "Building Your Killer Business Plan" series on the OSU Campus. Sessions are streamed live to Tillamook, where learners take the courses for Tillamook Bay Community College credit, OSU credit or no credit. More than 30 learners participated last year, and there are plans to expand to more sites.
- Ecampus partnered with the OSU College of Business to launch a new B.A./B.S. in business administration, the No. 1 subject area of interest for prospective students in Oregon and nationally (Source: Eduventures, 2014).
- PACE partners with the OSU Alumni Association to meet member demand for vocational training. This effort has included seven regional events, workshops and webinars for more than 50 attendees in Seattle, Portland and Bend. PACE provided speakers from companies such as Adidas, Epic Aircraft, Aerojet Rocketdyne, Microsoft, Oracle, St. Charles Health System and Tech Soft 3D. OSU Alumni Association members receive a 15 percent discount off all PACE-created courses.

Advisory boards ensure the division's work effectively addresses Oregon's present and future needs.

- OSU Extension works with county-based advisory committees and the statewide Extension Citizen Advisory Network (ECAN)—a group of geographically diverse, multidimensional volunteers who are willing to advocate and coordinate local advocacy on behalf of the OSU Extension Service and provide advice and counsel to the Vice Provost of University Outreach and Engagement. This year OSU Extension established a statewide ECAN steering committee and began forming regional ECAN groups to improve efficiency and the ability to stay connected to emerging needs and issues facing the state.
- Each OSU Open Campus location has an educational council that includes representation from the community college, local government, K–12 school districts, economic development agencies, businesses and NGOs.
- PACE has advisory boards for all market-driven certification programs with members from companies such as Adidas, Nike, Oregonian Media Group, Weiden+Kennedy, Ninkasi, Bushwhacker Cider, USDA and others.

Additional impact, reach and partnerships

- In April, 40 faculty, students and community members joined the second annual OSU Extension Reconsidered event, this year focusing on issues, ideas and needs for humanitarian engineering work in Oregon.
- The division co-sponsored The Co, an Oregon Maker Celebration, in May. This free community event brought 1,000 visitors (including more than 150 K–8 students) to OSU's Corvallis campus and had more than 45 interactive exhibits, including robotics, 3D printing, costume design and laser etching. One exhibitor was also invited to represent Oregon at the National Maker Faire in Washington, D.C. in June. The division will continue to support and explore "making" as a way to realize OSU's land grant mission.
- OSU Extension trained more than 13,000 volunteers who contribute service to the state. This results in a significant public good—1,131,564 hours of service, which is the equivalent of about 540 FTE.
- Thirty-nine OSU Extension faculty traveled to 23 international destinations to assist in educational efforts.
- OSU Extension began evaluating its regional administration model, implemented in 2011. Faculty and staff from nonmetro, mixed-metro and metro areas participated in virtual, real-time focus groups to assess the impact and value of this significant organizational change. Follow-up discussions provided an opportunity to share findings and gather additional input. Conclusions and recommendations will be shared in 2015.
- Summer Session partnered with OSU's Office of Global Opportunities to grant travel-assistance funding to faculty to create new courses or programs with an out-of-country component for summer or intersessions.
- Summer Session collaborated with OSU International Degree and Education Abroad (IDEA) to connect 105 students with study-abroad courses in Antarctica, Argentina, Australia, Chile, Dominican Republic, England, Spain, Italy and multiple locations throughout Western Europe.
- Open Oregon State partnered with community colleges to work on open educational resources projects for lower-division, high-enrollment courses that transfer in the Associate of Arts Oregon Transfer (AAOT) degree.
- PACE routinely partners with industry leaders to teach courses. Many PACE instructors work at well-known companies, including Adidas, Nike, Oregonian Media Group, Weiden+Kennedy, Jive Software, Portent, Inc., Outspoken Media, Creatv, Ninkasi, Bushwhacker Cider, Seattle Cider Company, Diamond Knot Brewing Company, Briess Malt & Ingredients, Karnopp Petersen LLP and the USDA.
- EESC's public issues team regularly contributes to Ag is America, a national communications campaign that highlights the importance of the land-grant system. In 2014, Ag is America published 18 OSU stories on its website and featured several OSU stories on its Facebook page, which has nearly 13,000 followers. OSU was mentioned more than 60 times on the campaign's Twitter feed, which has more than 22,000 followers.

Essential commitments

The Division of University Outreach and Engagement is committed to enhancing diversity and inclusion, demonstrating stewardship of resources and using technology as a strategic asset.

Diversity and inclusion

- The division's Diversity Catalyst Team works to articulate a vision and design and implement strategies to create a climate for change relative to diversity issues in higher education. OSU's Office of Equity and Inclusion provides management and oversight of the team's work.

- Division employees are active participants in OSU's search advocate training: 153 division employees have completed the training (including 80 in 2014, and 50 in 2015), and 129 remain current with search advocate continuing education requirements.

- Effective Jan. 1, 2015, the division *strongly encourages* that search committees for all recruitments (campus and county-based) include a search advocate or person who has completed search advocate training within five years and *requires* this for every faculty search committee.

- Through OSU Open Campus, the *Juntos*/*Papalaxsimisha*/Together program engages and empowers youth and families from several cultural backgrounds to pursue education. *See highlights on page 1.*

- OSU Extension is committed to equal access and opportunity and strives to ensure all reasonable efforts are made to deliver and provide access to programs and services. Teams review counties' civil rights files and speak with people in the counties on a 5-year rotational basis. As part of the review, staff from OSU's Office of Equity and Inclusion are invited to talk about their services, including access and accommodations. In 2015, there have been four reviews (Malheur, Harney, Klamath and Lake counties); four more reviews will be conducted in the fall (Clatsop, Columbia, Lincoln and Tillamook counties).

- EESC worked with OSU Extension faculty to develop two bilingual OSU Extension publications that facilitate better communication between English- and Spanish-speaking employees in the Christmas tree industry. The pocketsize, waterproof guides have images, calendars and technical information about pests, diseases and export requirements in a flipbook format—English on one side and Spanish on the other. Each guide has a mobile-friendly companion website with an innovative language toggle option. The project set new standards for educational publishing and bilingual learning material, and the team received a Silver Award in the diversity category from the Association for Communication Excellence.

- Ecampus works with OSU Disability Access Services to ensure students receive appropriate accommodations within online courses, as well as in test-proctoring environments.

- Ecampus developed and implemented a process for closed-captioning all video and lecture content created in the development of online courses.

- PACE partnered with OSU Disability Access Services to develop an OSU faculty training and to enhance the accessibility of its eLearning system.

Resource stewardship

- Approximately $33.3 million of OSU's external funding was targeted for outreach and engagement. This funding comes from a variety of sources, including independent outreach and engagement projects and large, integrated research grants where a portion of the funding is devoted to outreach.

- OSU Extension faculty received 250 grants, resulting in more than $17 million of additional revenue.

- Private contributions to OSU Extension's partner colleges helped support Extension programs. Gifts included more than $65,000 from the College of Forestry and $494,000 from the College of Agricultural Sciences, plus $1.59 million from the College of Public Health and Human Sciences (for 4-H Youth Development programs). *Note: These are not additional dollars, but a subset of total contributions made to various colleges. Consult each college's academic report for details about college-specific private philanthropy.*

- Total annual partnership investment in OSU Open Campus (non-OSU resources) was $396,872.86.

- In FY14, Ecampus and Summer Session distributed more than $43.1 million directly to OSU colleges and academic units. This includes more than $39 million in tuition funds; $1.7 million in support for advising in colleges and departments; $1.4 million for course and program development, assessment and improvement; $35,000 for low enrollment support; and $31,000 in research and professional development grants.

- PACE generated $637,000 in revenue in FY14–15. Of that, more than $277,000 was generated for OSU Extension via courses jointly developed by Extension faculty and PACE.

Strategic technology use

OSU's participation in the Unizin consortium and development of the Learn@OregonState learning ecosystem supports learning—credit and noncredit—across the division.

- Division representatives serve on the Learn@OregonState advisory committee, which is charged with successfully managing and advancing digital learning goals on campus.
- Ecampus support and expertise was essential in helping OSU transition from Blackboard to Canvas, a crucial step in creation of Learn@OregonState.
- The next step in this evolution is to provide rich digital material across a full spectrum of learning opportunities. Access to Canvas and the Unizin ecosystem will allow more cross-use of Extension, open, professional, noncredit and credit content—ranging from individual learning objects to full courses.
- OSU Extension has more than a century of experience providing programs built on the concept of personalized learning. As embedded analytics become more of a reality—a direct outcome of working in Unizin—educators will be able to "see" more of what works as well as how others in the consortium are addressing similar needs.

Extended Campus is investing in technology to increase effectiveness and educational innovation.

- Adopted EditShare to manage and archive video footage to allow collaboration and sharing of video assets.
- Adopted network attached storage (NAS) that allows management of course materials from instructors as well as archival for easy retrieval for future modification.
- Licensed and locally installed the Calibrated Peer Review system, which uses a complex and innovative peer- and self-grading system that allows for higher-quality writing assessments even in large enrollment classes.
- Licensed several software programs that allow greater use of interactive, engaging multimedia in online classes (includes multimedia delivery to mobile devices, improved animations and 3D media content).
- Piloted BuddyUp, a new social media platform, which helps students form study groups and improves student–student interaction.
- Piloted the ProctorU student authentication system, which uses biometric keystroke recognition to authenticate students in the learning management system.
- Currently testing a new web-based system to allow academic departments to more efficiently update their course requests for the schedule of classes.

PACE is helping OSU develop a new authentication system for nonmatriculated OSU students. This enhancement will simplify the enrollment process and increase security by allowing students to use a universal credential for all their continuing education services.

PACE is a leader on campus in advancing new educational technologies, including digital badging, custom e-learning platforms, customer relationship management (CRM) systems and innovative enrollment systems that include digital portfolios and an e-commerce-friendly interface.

- Digital badges are a new form of credentialing. They allow students to let others know they have learned something that matters to them. Since this activity occurs online in social media sites like Facebook and LinkedIn, OSU gains visibility and can use these badges to raise awareness of current or future programs.
- PACE offers badges for 12 courses, certificates and workshops; 134 students have claimed badges. The badges had 1,510 views and 94 total shares on social media, for an estimated reach of 17,416.

Ask an Expert, OSU Extension's online question-and-answer tool, helps Oregonians save money and provides timely, research-based answers to important questions about health and food safety, farming, forestry, gardening and more. EESC coordinates the program, and experts include OSU faculty and Extension-trained Master Gardeners and Master Food Preservers.

- In 2014, OSU experts answered nearly 3,200 questions, a 9 percent increase over 2013.
- With more than 12,000 questions answered since 2011, OSU is consistently among the top five busiest Ask an Expert systems among participating universities. Response time averages around 36 hours, making OSU's experts some of the fastest in the nation to respond.
- A survey of participants between January 2013 and February 2015 showed that Oregonians who asked questions said the advice saved them an average of $70. Using that figure, Ask an Expert saved people approximately $355,000 in 2014.
- In May, *The Oregonian* began featuring Ask an Expert questions in a weekly gardening column. This raises the profile of OSU Extension throughout the state. The Monday following the debut column, OSU's Ask an Expert system had 113 new questions—about twice as many as the busiest question weekend in summer 2014.

Oregon State University
Statewide Performance Indicators
Statewide Public Services
Extension Service:
FY 1995-96 to FY 2014-15

Fiscal Year	State Resource Expenditures	All Other Expenditures	Other/State Ratio
FY 1996	$13,852,497	$9,519,689	0.69
FY 1997	$13,856,141	$11,261,151	0.81
FY 1998	$14,899,386	$10,391,007	0.70
FY 1999	$15,853,679	$11,887,702	0.75
FY 2000	$18,023,764	$12,272,945	0.68
FY 2001	$18,325,564	$15,954,704	0.87
FY 2002	$17,911,438	$16,656,079	0.93
FY 2003	$17,422,891	$15,044,898	0.86
FY 2004	$18,561,321	$11,408,971	0.61
FY 2005	$16,037,870	$15,581,665	0.97
FY 2006	$19,336,636	$14,215,381	0.74
FY 2007	$20,076,088	$14,936,915	0.74
FY 2008	$21,746,832	$14,662,333	0.67
FY 2009	$20,895,548	$19,489,256	0.93
FY 2010	$21,161,731	$16,231,030	0.77
FY 2011	$17,925,823	$18,635,181	1.04
FY 2012	$18,357,067	$17,109,615	0.93
FY2013	$19,106,335	$17,036,464	0.89
FY2014	$19,555,668	$17,176,894	0.88
FY2015	$20,353,858	$19,584,965	0.96

Source: OSU Extension Service; Christen Harryman (August 2015)

	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	% Change '12 - '14
Faculty FTE														
Professorial							28.3	23.4	26.6	2.5	2.5	2.3	1.8	-28.0%
Non-Professorial							8.8	11.9	14.5	17.5	19.3	29.4	33.2	72.0%
Total Faculty FTE							**37.1**	**35**	**41**	**20**	**22**	**32**	**35**	**60.6%**
E&G Tenured/Tenure Track							0.3	0.5	0.3	0.0	0.0	0	0	-
Faculty Headcount														
Professorial							82	70	76	3	4	3	2	-50.0%
Non-Professorial							9	15	18	19	21	32	34	61.9%
Total Faculty Headcount							**91**	**85**	**94**	**22**	**25**	**35**	**36**	**44.0%**
E&G Tenured/Tenure Track														
0% E&G Funded							0	0	0	0	0	0	0	-
1%-33% E&G Funded							0	0	0	0	0	0	0	-
34%-66% E&G Funded							0	0	0	0	0	0	0	-
67%-99% E&G Funded							0	0	0	0	0	0	0	-
100% E&G Funded							1	2	1	0	0	0	0	-
Total Tenured/Tenure Track							**1**	**2**	**1**	**0**	**0**	**0**	**0**	**-**

SCH (Academic Year)	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	% Change '12 - '14
Undergraduate	16560	15948	22664	27244	30994	35519	43735	55347	68081	80114	99644	116502	136561	37.0%
Lower Division	5470	6063	9180	11223	12571	14753	18605	24247	29149	33144	43668	51005	61883	41.7%
Upper Division	11090	9885	13484	16021	18423	20766	25130	31100	38932	46970	55976	65497	74678	33.4%
Graduate	3017	3502	3983	4234	3989	4418	5520	7030	7127	5991	6957	7220	7917	13.8%
First Professional	0	0	0	0	0	0	0	0	0	0	0	0	0	-
Other	269	202	35	245	138	87	76	204	109	141	13	5	7	-46.2%
TOTAL SCH	**19846**	**19652**	**26682**	**31723**	**35121**	**40024**	**49331**	**62581**	**75317**	**86246**	**106614**	**123727**	**144485**	**35.5%**

Fall Enrollment by Major	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	% Change '12 - '14
Undergraduate	1185	1253	1357	2074	2252	2630	2925	3394	3955	4709	5742	6727	7693	34.0%
Graduate	347	310	424	432	451	536	649	888	855	852	1007	1026	1164	15.6%
First Professional	0	0	0	2	1	4	1	0	1	3	1	10	5	400.0%
TOTAL Enrollment	**1532**	**1563**	**1781**	**2508**	**2704**	**3170**	**3575**	**4282**	**4811**	**5564**	**6750**	**7763**	**8862**	**31.3%**

* No faculty FTE/headcount because there are no "home organizations" associated with Extended Campus.

** Continuing Education is counted as graduate enrollment.

Oregon State University
Extended Campus
STRATEGIC PLANNING METRICS 2014-15

	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	College Targets 2017-18
Goal 1. Provide a Transformative Educational Experience for all Learners.														
1.3 First Year Retention Rate (College/University)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
1.4 6-Year Graduation Rate (College/University)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
1.5 Junior Transfer 4-Year Graduation Rate (College/University)*	n/a	n/a	n/a	60.0/80.0	23.8/23.8	28.6/42.9	41.2/41.2	18.5/22.2	36.1/38.9	34.9/41.9	37.7/42.0	30.0/33.0	23.5/32.7	
1.6 % US Minority Students	10.9%	11.6%	11.8%	12.7%	12.4%	14.1%	14.4%	14.9%	16.8%	17.6%	18.3%	19.5%	18.2%	
1.7 % International Students	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	2.0%	2.0%	3.0%	3.0%	4.0%	5.0%	0.0%	
1.8 % High Achieving Oregon High School Graduates	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
Goal 3. Strenghen Oregon State's Impact and Reach throughout the state and beyond.														
3.2 Invention Disclosures	0	0	0	0	0	0	0	0	0	1	0	0	0	
College Specific Metrics														
1.x.1 Student Credit Hours for Distance/Online in Summer Session	63631	67682	77143	82121	87756	10398	11863	15771	18800	21429	26156	29893	34465	
1.x.1 Student Credit Hours for Revenue in Summer Session						38711	37458	41159	44773	47995	50189	49304	48187	
1.x.1 Total Student Credit Hours for Summer Session						51094	51547	59384	66061	71794	78730	81678	85092	
1.x.2 Program Inventory-Undergrad & Grad	13	18	18	22	31	31	31	39	46	51	52	55	63	
2.x.2 Course Satisfaction Rate	n/a	84.5	82.6	82.8	82.9	84.0	84.5	85.0	84.0	84.7	85.0	85	84.8	

* 1.5 Junior Transfer 4-Year Graduation Rate is calculated based on the University Transfer Cohort and Primary Campus Code of DSC or DSB.

Oregon State University
Extended Campus
Annual Academic Program Review 2014-15

PART 2

Resources (Fiscal Year)	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	% Change '13 - '15
E&G - Ending Budget ($)	2,570,209	4,682,211	5,167,435	7,451,998	7,287,023	7,429,451	4,803,446	6,152,006	7,121,536	8,499,091	2,478,231	8,222,663	5,806,383	134.3%
Total R&D Expenditures ($)	-	-	-	-	-	-	-	-	-	-	-	-	**FEB 2016**	-
Awards from Grants and Contracts* (#)	12	0	2	0	1	0	0	0	0	0	0	0	0	-
Awards from Grants and Contracts ($)	134,177	0	20,000	0	19,681	0	0	0	0	0	0	0	0	-
Private Giving ($)	134,177									514,368	431,530	7,100	**16,565**	**-96.2%**

Strategic Planning Metrics 2014-15

	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	College Targets 2017-18
Goal 2. Demonstrate Leadership in Research, Scholarship and Creativity while enhancing preeminence in the three signature areas of distiction														
2.1 Total R&D Expenditures	see APR data above													
Goal 3. Strenghen Oregon State's Impact and Reach throughout the state and beyond.														
3.5 Annual Private Giving	see APR data above													

* From 2000-01 to 2007-08, the number of grant/contract awards is based on the accounting transactions from the College's award index,
rather than the actual number of awards received by the college.

1. The Ecampus E&G Initial Budget, 2012-13 & 2013-14 number is calculated to continue previous initial budget reporting trends of not distributing Ecampus tution to individual colleges.

2012-13 & 20103-14 Initial Budgets for other units were not altered.

Oregon State University
Extended Campus*
Annual Academic Program Review 2014-15

Degrees (academic year)	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	% Change '13 - '15
Bachelor	-	-	-	28	55	75	105	132	132	200	254	356	467	83.9%
Master	-	-	-	19	29	25	31	63	103	69	55	65	77	40.0%
Doctorate	-	-	-	0	0	11	8	9	10	20	23	15	24	4.3%
First Professional	-	-	-	0	0	0	0	0	0	0	0	0	0	-
Total Degrees	**0**	**0**	**0**	**47**	**83**	**111**	**144**	**204**	**245**	**292**	**333**	**436**	**568**	**70.6%**

* These are duplicate counts to those reported in the college the degree was actually earned.

Strategic Planning Metrics 2014-15

	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	College Targets 2017-18
Goal 1. Provide a Transformative Educational Experience for all Learners.														
1.1 Degrees Awarded-Total **see APR data above**														
Goal 2. Demonstrate Leadership in Research, Scholarship and Creativity while enhancing preeminence in the three signature areas of distiction														
2.3 PhD's Awarded **see APR data above**														
College Specific Metrics														
2.x.1 Average Time to Degree Completion (years)[1]	-	-	-	2.2	2.3	2.4	2.4	2.3	2.7	2.6	2.6	2.9	2.8	

1. Time to degree is computed from first term as degree seeking undergrad with a primary campus code of DSC (Ecampus). Post-bacs are not included in this computation. Time is elapsed years not enrolled quarters.

Oregon State University
Summer Session
Annual Academic Program Review 2014-15

	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	% Change '12 - '14
Faculty FTE														
Professorial	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Professorial	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Faculty FTE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-
E&G Tenured/Tenure Track	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Faculty Headcount														
Professorial	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Professorial	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Faculty Headcount	0	0	0	0	0	0	0	0	0	0	0	0	0	-
E&G Tenured/Tenure Track	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SCH (Academic Year)	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	% Change '12 - '14
Undergraduate	35384	37692	41385	41953	39404	39575	40773	48699	54289	60285	67130	70441	74832	11.5%
Lower Division	16904	17964	19029	19336	18063	18192	19468	24688	27591	30795	34506	35167	36487	5.7%
Upper Division	18480	19728	22356	22617	21341	21383	21305	24011	26698	29490	32624	35274	38345	17.5%
Graduate	8505	7694	8100	10165	10591	9737	8705	8518	9522	9388	9445	9137	8287	-12.3%
First Professional	1722	1834	1846	2144	1853	1634	1893	2019	2029	2035	1954	2089	1973	1.0%
Other	381	234	298	181	127	148	176	148	170	86	201	11	0	-100.0%
TOTAL SCH	45992	47454	51629	54443	51975	51094	51547	59384	66010	71794	78730	81678	85092	8.1%

Fall Enrollment by Major	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	% Change '12 - '14
Undergraduate	4411	4341	4881	4910	4858	4922	5236	5897	6789	8303	8511	8889	9577	12.5%
Graduate	948	1367	1444	1795	1881	1817	1712	1788	1855	1856	1828	1841	1902	4.0%
First Professional	95	111	112	144	149	127	152	147	155	155	153	181	160	4.6%
TOTAL Enrollment	5454	5819	6437	6849	6888	6866	7100	7832	8799	10314	10492	10911	11639	10.9%

Oregon State University
Summer Sessions
Annual Academic Program Review 2014-15

PART 2

Resources (Fiscal Year)	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	% Change '13 - '15
E&G - Ending Budget ($)	1,805,115	2,125,414	2,791,074	3,016,417	1,645,585	1,899,331	431,327	332,856	752,958	179,081	1,321,156	947,802	1,901,142	43.9%
Total R&D Expenditures ($)	-	-	-	-	-	-	-	-	-	-	-	-	**FEB 2016**	-
Awards from Grants and Contracts* (#)	0	0	0	0	0	0	0	0	0	0	0	0	0	-
Awards from Grants and Contracts ($)	0	0	0	0	0	0	0	0	0	0	0	0	0	-
Private Giving ($)	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	-

Strategic Planning Metrics 2014-15

	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	College Targets 2017-18
Goal 2. Demonstrate Leadership in Research, Scholarship and Creativity while enhancing preeminence in the three signature areas of distiction														
2.1 Total R&D Expenditures	see APR data above													
Goal 3. Strenghen Oregon State's Impact and Reach throughout the state and beyond.														
3.5 Annual Private Giving	see APR data above													

* From 2000-01 to 2007-08, the number of grant/contract awards is based on the accounting transactions from the College's award index, rather than the actual number of awards received by the college.

OSU Office of Institutional Research