



Western Oregon
UNIVERSITY



Legislature **Briefing Book 2020**

January 2020

In 2017, the WOU Board of Trustees approved the university's new strategic plan, "Forward Together." This six-year plan is based on essential university values: accessibility, accountability, collaboration, community, diversity and respect, empowerment, excellence, and sustainability and stewardship. These values have formed the basis of five institutional priorities that are listed within this 2020 Legislative Briefing Book.

These values and priorities guide the budget, policies and strategic direction of the university. The Strategic Plan, which included a mandate to completely reform our general education program, supports the development and implementation of improved pathways to degree attainment. Most recently, WOU has opened a Salem campus that is focused on adult degree-completion and a new master's in organizational leadership. Finally, WOU is in the midst of the development of health science degrees to meet the critical workforce and welfare needs of Oregon.

This legislative briefing book is designed to provide you an insight into WOU and our continuing focus on student success. Our legislative requests for 2020 are focused on serving current and future students and supporting the welfare of Oregon. The change in ORS 352.011 will enable EOU, SOU and WOU to offer professional doctorates like the Doctorate in Physical Therapy. The renovated and refurbished buildings at WOU will support increased student access and success, especially for students from underserved communities. These critical investments will enable WOU to offer undergraduate and graduate students high-quality education and training in the health sciences.

We look forward to working with you to help WOU serve Oregon and its students. Please contact David McDonald, Associate Vice President for Public Affairs and Strategic Initiatives, at 503-510-6488 or mcdonald@wou.edu if you have any questions or suggestions on how we may work together to help WOU succeed in its efforts to serve Oregon and its citizens.

Sincerely,



Rex Fuller, President

WOU BOARD OF TRUSTEES

ALL OREGON-BASED

Zellee Allen (alumnus), co-executive director, Partnerships in Community Living, Monmouth

Jerry Ambris (alumnus), executive director, Habitat for Humanity Mid Willamette Valley, Salem

Jaime Arredondo, executive director, CAPACES Leadership Institute; secretary-treasurer, Pineros Campesinos del Noroeste (PCUN), Woodburn

Jim Baumgartner (alumnus), general counsel, Fall Creek Farm and Nursery, Eugene

Zoe Chan-Tuyub, WOU student, business major, Sherwood

Gayle Evans, chief human resources officer, Unitus Credit Union, Portland

Linda Herrera, owner, Atala Consulting, Portland

Betty Komp (alumna), former member, Oregon House of Representatives

Dr. Gavin Keulks, director WOU Honors Program; professor, English Department

Cecelia Koontz, mayor, Monmouth; business manager, Central School District

Malissa Larson (alumna), director, WOU Disability Services

Dr. Jeanette Mladenovic, former provost; OHSU

Doug Morse, senior vice president Columbia Sportswear, Portland

Lane Shetterly (alumnus), attorney and partner, Shetterly Irick Ozar; former member, Oregon House of Representatives, Dallas



WOU ECONOMIC IMPACT

A TRUE VALUE FOR OREGON

Employment creator

- 929 employees
- 724 jobs created in local economy
- 55 jobs created by two capital projects (Natural Science and Instruction Technology Center) modernization and seismic improvements

Economic stimulator (ROI- 8:1)

- \$108 Million in economic input
- Students added \$76.1 Million into local economy
- Visitors added \$2.4 Million into local economy
- State General Fund Support \$24.5M

Source: ECONorthwest 2019 study of TRU Universities

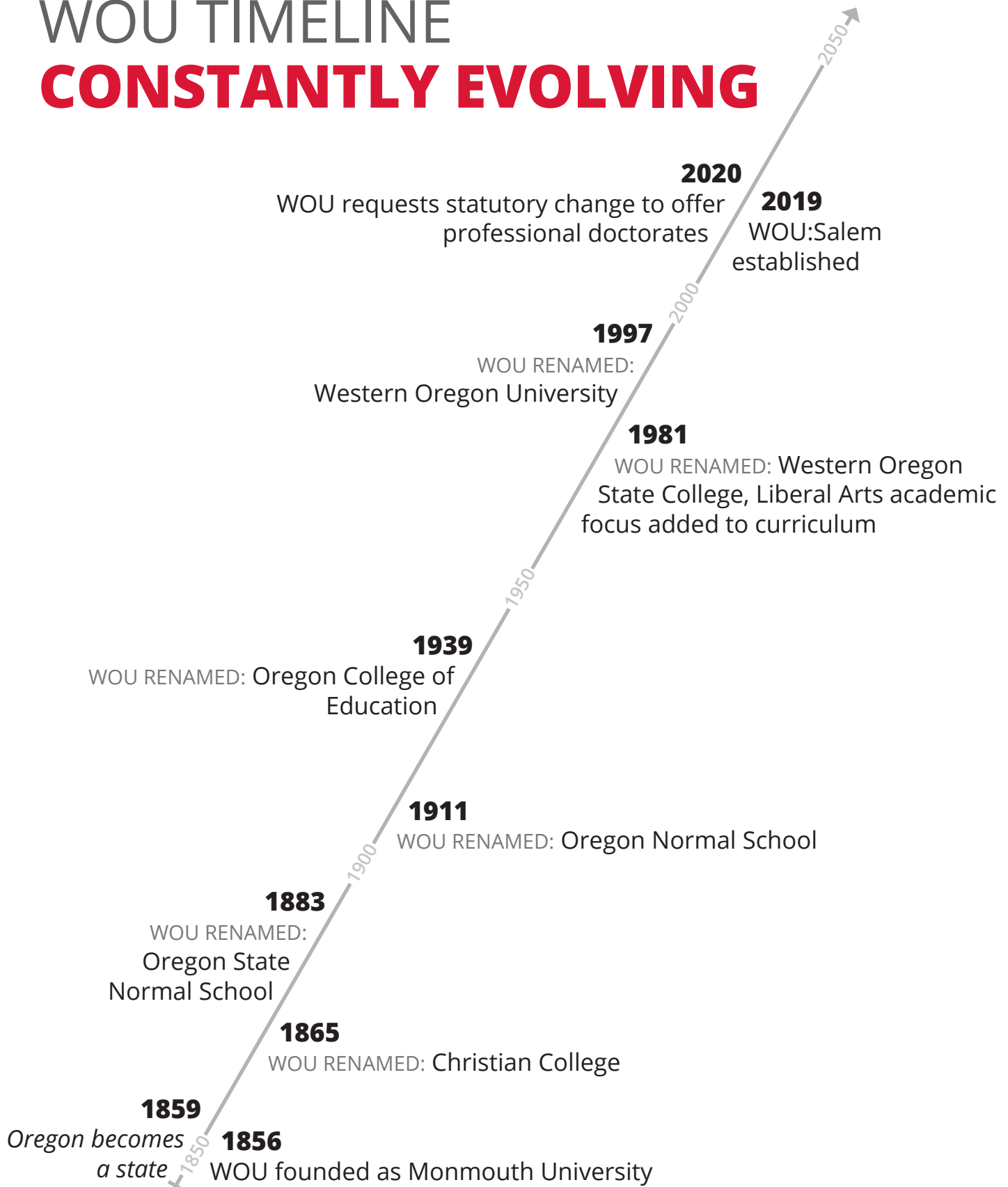
WOU AT A GLANCE

- Top majors
 - Business
 - Criminal Justice
 - Education
 - Exercise Science
 - Psychology
- NCAA Division II Athletics (13 teams)
- Oldest public university in Oregon, founded in 1856
- Average class size: 22
- Number of majors and minors: 100+



WOU TIMELINE

CONSTANTLY EVOLVING



WOU MISSION AND STRATEGIC PLAN **SERVING OREGON**

"Western Oregon University creates lasting opportunities for student success through transformative education and personalized support."

Five institutional priorities:

- Student Success
- Academic Excellence
- Community Engagement
- Accountability
- Sustainability and Stewardship

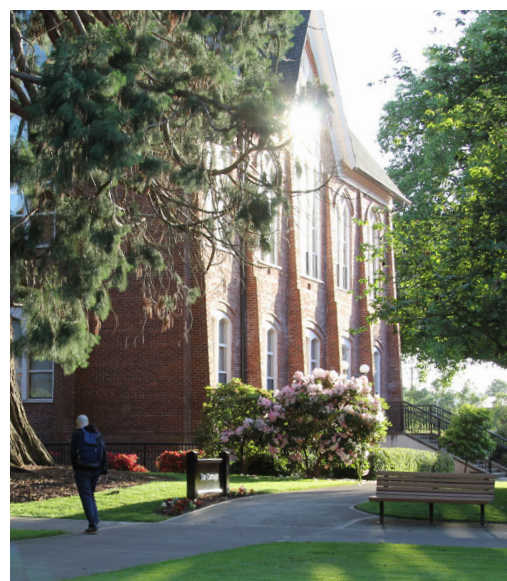


WOU VISION

FOCUSED ON OREGON'S FUTURE

Selected passages:

- Adapting to the changing world through continuous institutional improvement, evolving pedagogies and expertise, sustained scholarly and creative activities, and delivery of critical and innovative programs
- Aspiring to standards of excellence in all programs
- Connecting students with communities through engagement in service, experiential learning, creative problem-solving opportunities and co-curricular collaborations
- Supporting the inclusion, respect and appreciation of all communities of students, faculty and staff



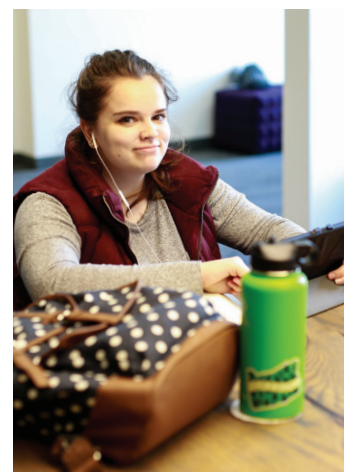
WOU STUDENT DEMOGRAPHICS

Fall 2019 enrollment

- 4,929 students
- 77.9% Oregon residents
- 22% Latinx* (WOU is the most Latinx public university in Oregon)
- 44% students receive financial aid*
- 37% of students are transfer

Retention rate of undergraduate students who entered fall 2018

- 73.9% overall
- 81.9% Latinx
- 81.7% Oregon rural students
- 76.1% Oregon residents
- 72.8% Pell eligible



**HECC: University Snapshot 2017-18*

WOU PARTNERSHIPS

WORKING WITH OREGON EDUCATION PARTNERS

K-12

- Willamette Promise—16,000 credits earned by 2,600 high school students in 56 Oregon school districts
- Bilingual Teacher Scholars—partnership with 13 school districts and community colleges to increase the number of Oregon bilingual teachers
- WOU Project—Salem-Keizer Public Schools
- Latino Advisory Board—Salem-Keizer and Woodburn school districts collaboration working with families of middle and high school students

Community colleges

- Degree Partnerships—Chemeketa, Clackamas, Linn-Benton, Mt. Hood and Portland community colleges
- Transfer Specialist position dedicated to support community college students transition to WOU



WOU AWARDS

SUPPORTING STUDENT SUCCESS

- In 2019, education website Study.com ranked Western Oregon University at No. 27 on the list of the 50 best colleges nationwide for education majors.
- In 2019, The Chronicle of Higher Education ranked Western Oregon University No. 2 in the nation for the number of American Sign Language degrees granted in the 2016-2017 academic year, the most recent year statistics were available.
- WOU was nationally recognized by U.S. News & World Report for excellence in its commitment to academic quality and student success. U.S. News ranked WOU highest among Oregon's regional public universities in the 2017 rankings.
- The WOU chapter of Student Veterans of America (SVA) won the 2017 Chapter of the Year award from among 1,300 SVA chapters nationwide. WOU also is a designated Military Friendly School with gold status.
- WOU prepares its students for careers by providing résumé assistance, interview strategies, career counseling, internship opportunities and connections to mentors.
- Twenty-one WOU faculty, staff and administrators have received national awards for academic advising excellence from NACADA (the Global Community for Academic Excellence) since 2008



WOU AFFORDABILITY PRIORITY

SUPPORTING ACCESS AND DEGREE COMPLETION

- One of seven strategic dashboard indicators for WOU that are used to guide policy and programmatic decisions
- Lowest public university tuition increase in 2018 (2.33%)
- Increased WOU scholarships by 81% since FY15
- Allocates 12.8% of total tuition revenue back as scholarships
- Textbook rental program saves students more than \$250,000 per year



WOU

WILLAMETTE PROMISE

Facts 2017-18

41% of Willamette Promise (WP) students are from underrepresented backgrounds

18 rural school districts offer WP courses

Willamette Promise includes five education service districts (Lane, Linn-Benton, Multnomah, Northwest and Willamette)

Outcomes

- WP increases college-going rates
- Percent of Oregon 2016-17 high school graduates who enrolled in college: 57%
- Percent of 2016-17 WP high school graduates who enrolled in college: 66%

- WP students had higher first-year GPA's at Oregon public universities than the overall first-year cohorts at each school
- WP students earned more credits per term than their non-WP peers

Top five colleges or universities attended by WP credit earners

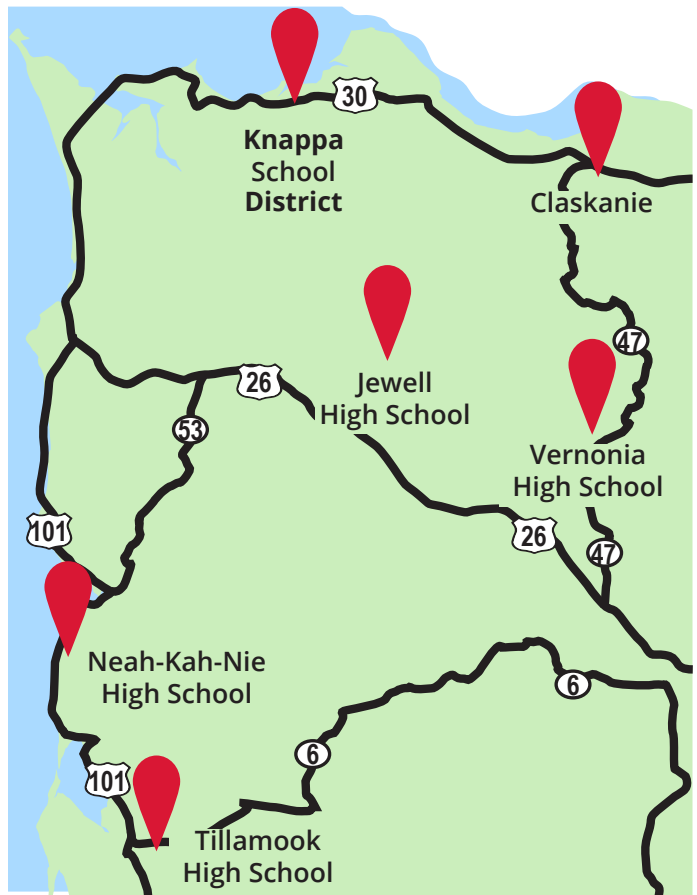
Chemeketa Community College
Oregon State University
Portland Community College
Portland State University
Western Oregon University

Subject areas offering Willamette Promise courses:

Biology, chemistry, communication, computer science, geography, history, mathematics, psychology, Spanish and writing

Willamette Promise university partners:

Oregon Institute of Technology
Western Oregon University



Source: WESD: Willamette Promise Annual Report 2017-18

The Willamete Promise Goal:

Students understand their options and have the skills and knowledge to make independent and informed decisions to support their future.

the Willamette Promise

Student-centered. Future-focused.

2017-18 Highlights

16,011

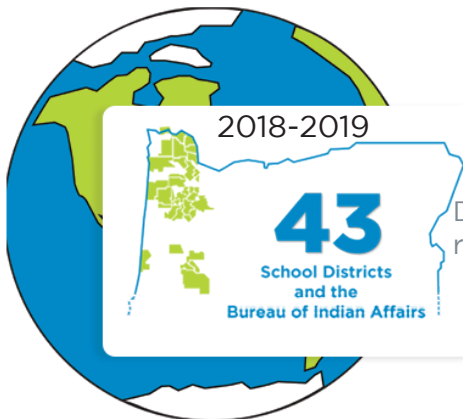
total credits earned
in 2017-18

41%

of students earning credit
were economically
disadvantaged

2,645

unique students earned at
least one credit in a WP
course



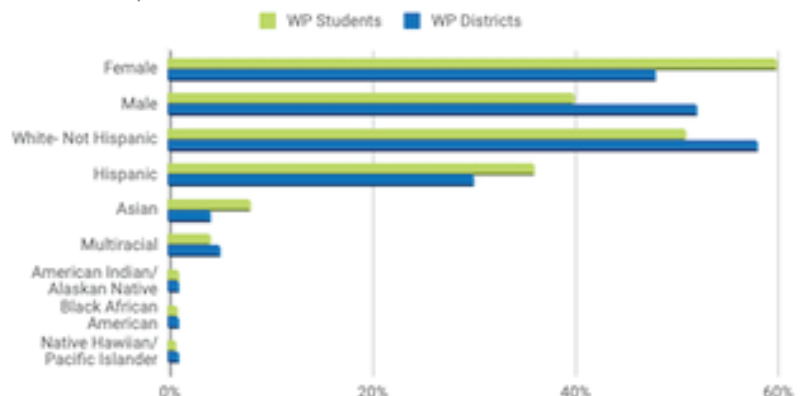
12,000

students participated in Career and
College learning experiences



high schools in 41 districts
participated

Did you know that we strive to reach the same demographics represented in our partner districts? Take a look at how we did in 17-18!



SUPPORTING **TRANSFER STUDENTS**

- Transfer Center (in requested Student Success Center)
- Five applied baccalaureate degrees: computer science, economics, gerontology, information science and psychology
- Major revision in general education created 30 elective credits that can be used to fulfill graduation requirements
- 2+2 degree pathways in key workforce-aligned degrees such as teacher education, criminal justice and gerontology
- Academic advisers who are trained to support transfer students and who work closely with community college advisers
- Scholarships for transfer students
- Included in case study on *Supporting Transfer Student Success in Oregon (2020) The Ford Family Foundation*



WOU STUDENT SUCCESSSES

- WOU student-athletes have a higher GPA than non-athletes
- WOU Student Enrichment Program serves first-generation, low-income and students with documented disabilities. Students who entered fall 2018 have:
 - 77% retention rate
 - 67% on academic honor roll or good academic standing
- Latinx students continue to have highest retention and graduation rates of any ethnic group on campus
 - 82% retention rate
 - 74% on academic honor roll or good academic standing



WOU

BUDGET FACTS

- Overall Operating Budget of \$69M for FY20
- 88% of the budget goes to personnel expenses
- 36% of total budget from the state
- WOU had to use one-third of fund reserve (one-time funds) to balance budget in FY 20



WOU FORWARD TOGETHER **TO BETTER SERVE OREGON**

New initiatives preparing WOU for the future:

- Salem campus focused on adult degree completion
- General Education reform to include 30 general elective credits (transfer friendly)
- Learning outcomes for all degrees and courses
- Masters degree in Organizational Leadership
- Aquarium Management B.S.* in conjunction with Oregon Coast Community College
- Doctorate in Physical Therapy** to meet workforce and health care needs of Oregon

**Pending HECC approval*

***Pending legislative approval (ORS revision) and HECC approval*



STATE ALLOCATIONS AND EXPENSES

FY 2020

INCREASED STATE ALLOCATIONS

PUSF	\$3,013,223
Lottery	\$638,925

\$3,652,148

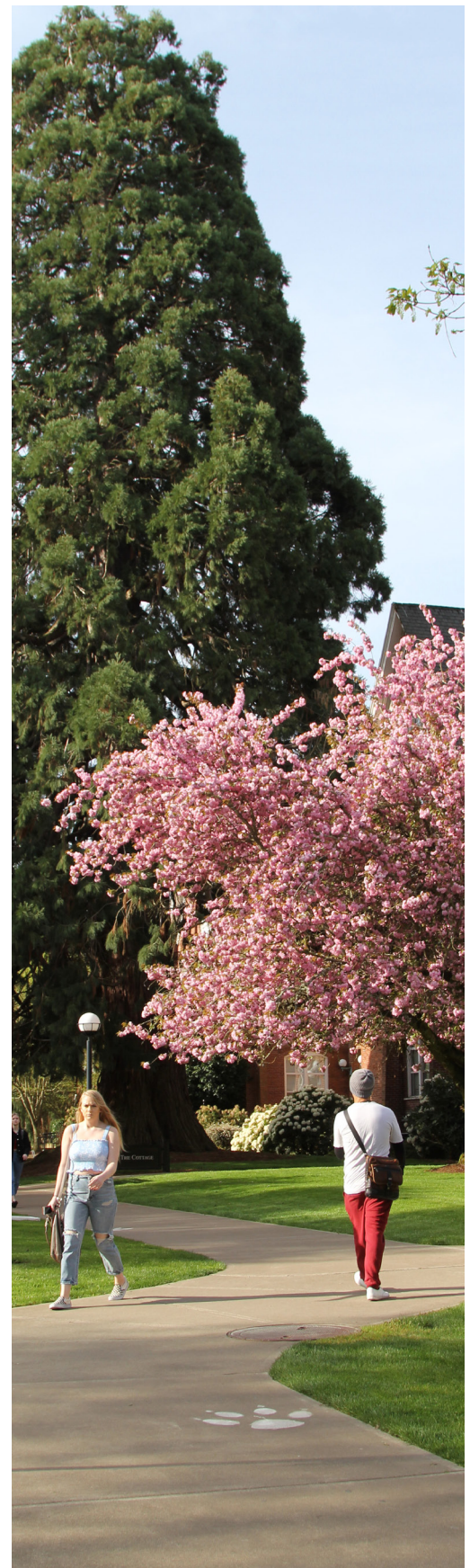
INCREASED EXPENSES *

PEBB	\$878,704
PERS	\$1,264,574
Collective Bargaining Agreements (SEIU and Faculty)	\$2,416,962
Inflation on supplies (3%)	\$410,803

\$4,971,043

NET STATE FUNDING DEFICIT	\$1,318,895
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** Expenses that are either beyond WOU's control to manage or part of Collective Bargaining agreements.*



WOU:Salem



Affordable

Public University Rates
Get the four-degree you always wanted, or a master's degree to advance your career, without paying private school tuition.



Accessible

Hybrid classes combine the convenience of online classes with the benefits of in-person sessions.
Evening courses to accommodate busy schedules.



Professional

Experienced instructors appreciate working adults.
Find your voice in class by applying your work and life experience to discussions.

MA in Organizational Leadership · Psychology · Criminal Justice
AB in Liberal Studies · Degree Completion · General Education



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SALEM

wou.edu/salem

All classes currently take place in the Willamette Education Service District (WESD) Professional Learning Center at 2611 Pringle Road SE in Salem, with free parking and nearby public transportation.

Starting Fall 2020, classes will be held at our new permanent location in downtown Salem, the historic Vick Building, 525 Trade St SE.

WORKFORCE DEVELOPMENT

MAKING OREGON STRONGER

- WOU degrees aligned with projected workforce needs*
- Management Occupations (#2): Organizational Leadership (Salem)
- Healthcare Practitioners (#3): Physical Therapy
- Education (#9)
 - Bilingual Teacher Scholars
 - WOU teacher workforce pipeline—will partner with 108 school districts, eight community colleges and eight ESDs to train 400 new teachers per year

**Top growing Oregon occupations 2026: Oregon Employment Department*



MULTI-BIENNIA CAPITAL REQUESTS **BUILDING A LASTING UNIVERSITY**

Based on the 2018 Campus Master Plan, WOU developed a multi-biennia list of capital renovation projects that are aligned and supportive of the 2019 HECC Strategic Capital Development Plan.

WOU has the oldest buildings of all seven public universities. WOU buildings are 27% older than the average age of university buildings across the state.

WOU's four projects support the HECC Capital priorities:

- Increased student access and success
- Address the top Oregon workforce needs identified in HECC Capital Study
- Eliminate 30% of WOU's deferred maintenance backlog
- Improve safety and security of WOU buildings
- Increase success of Oregon's underserved populations



WOU Priority #1

Project type

Remodel of the current Academic Programs and Support Center (APSC)

Year built

1951

Project benefits for students

New majors (undergraduate students)
New majors (graduate students)
New career options in health sciences for WOU students
Improved learning spaces for students

Project benefits for Oregonians

Supports Oregon's 40-40-20 goals
Addresses statewide needs for health care practitioners (*2019 HECC Strategic Capital Development Plan*)
Increases diversity of Oregon's health care professionals

Fiscal details

Project costs: \$49,500,000
Funding request: \$48,015,000
WOU contribution: \$1,485,000
Reduced deferred maintenance costs: \$1,350,000
(4% of WOU total)

Community collaboration

Willamette Valley health care providers
Hillsboro School District
Salem-Keizer School District

Economic development

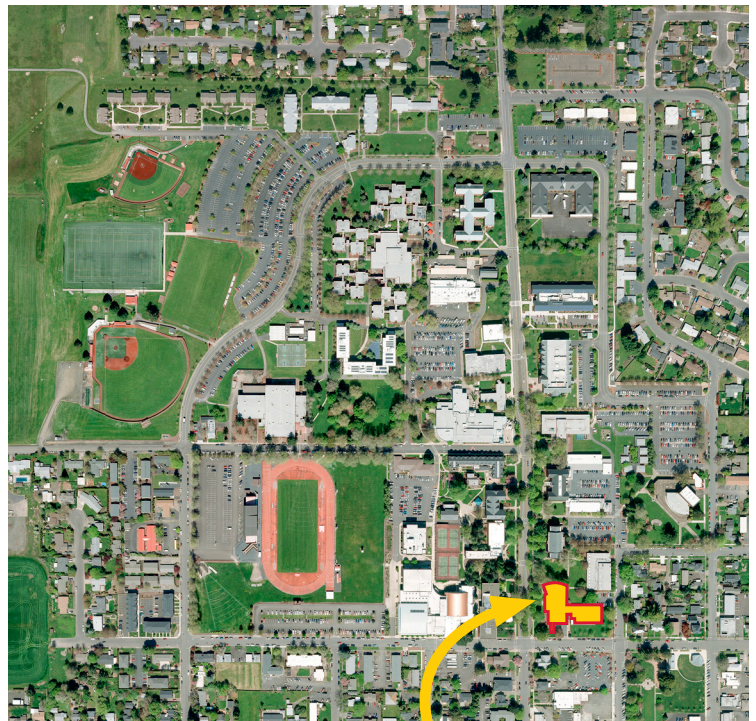
Address chronic shortages in key health care practitioner fields
Provide WOU graduates high-quality career path opportunities

Request submitted to HECC, October 2019

Health Sciences Center



Architectural rendering



Current APSC building

WOU Priority #2

Project type

Remodel of former Education building

Year built

1965

Project benefits for students

Improved student success rates due to:
Consolidate student success services
Centralized tutoring for all students
Enhanced quality and coordination of services

Project benefits for Oregonians

Supports Oregon's 40-40-20 goals
Increases diversity of Oregon's future leaders and workforce
Supports Bilingual Teacher Scholars, Bilingual Health Professionals, and César E. Chávez Leadership Conference programs
Creates a shared space for WOU Veterans Resource Center and ROTC programs
Enhanced space for career services and internship programs

Fiscal details

Project costs: \$22,000,000
Funding request: \$21,340,000
WOU contribution: \$660,000
Reduced deferred maintenance costs: \$1,200,000
(3% of WOU total)

Community collaboration

César E. Chávez Leadership Conferences
ROTC
Oregon community colleges (Transfer Center)

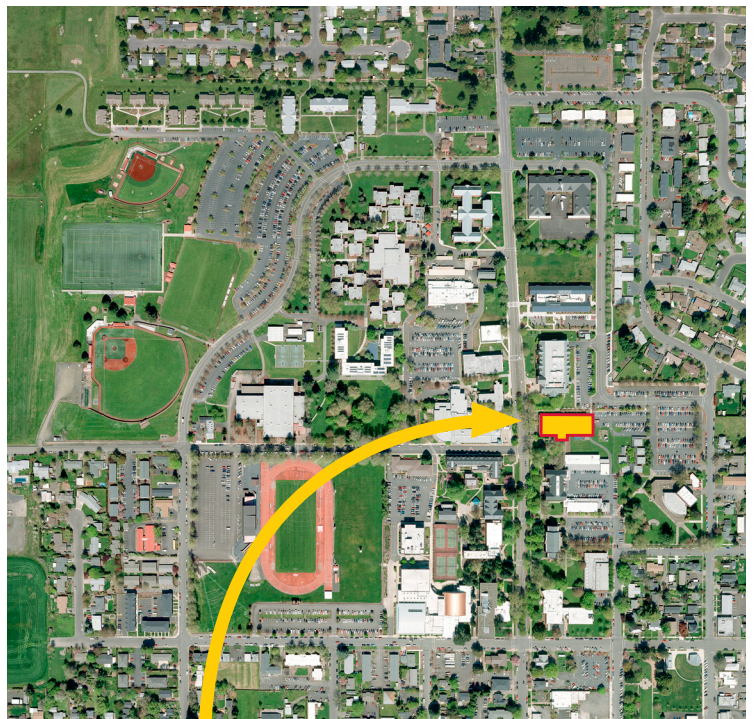
Economic development

Supports production of more teachers for Oregon
Supports an increase in the number of WOU graduates who are prepared to successfully enter Oregon's workforce

Student Success Center



Architectural rendering



Current Old College of Education building

Request submitted to HECC, October 2019

WOU Priority #3 **Center for Human Achievement, Movement and Performance**

Project type

Remodel of the New P.E. building, field house and outdoor facilities

Year built

1971

Project benefits for students

Improved classroom quality
Enhanced student learning environment and opportunities
ADA support (building lacks an elevator)
Title IX compliance

Project benefits for Oregonians

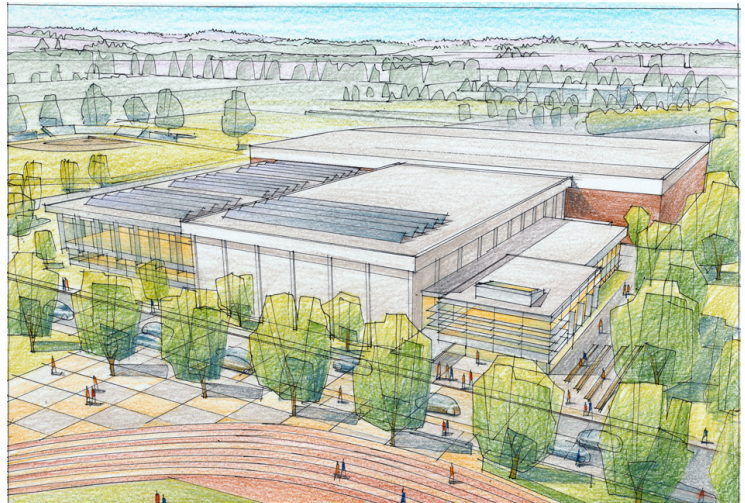
Supports Oregon's 40-40-20 goals
Supports local educator needs
Creates consolidated indoor/outdoor community use space

Fiscal details

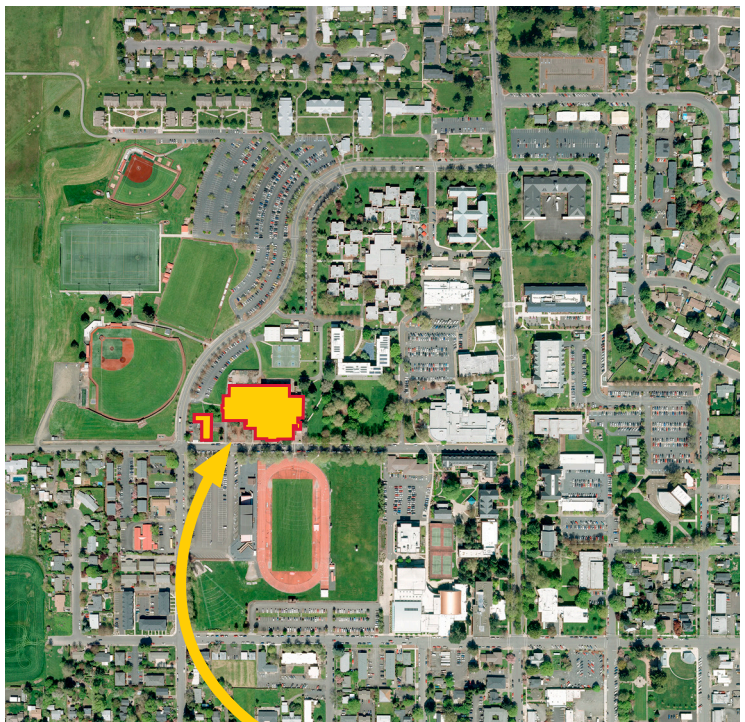
Project costs: \$31,200,000
Funding request: \$30,264,000
WOU contribution: \$93,000
Reduced deferred maintenance costs: \$6,100,000
(16% of WOU total)

Community collaboration

Willamette Education Service District
César E. Chávez Leadership Conferences
Local Native American communities (Pow Wows)



Architectural rendering



Current New P.E. and Field House

Request submitted to HECC, October 2019

WOU Priority #4

Performing Arts Center

Project type

Remodel of Rice Auditorium and Smith Music Hall

Year(s) built

1958 and 1976, respectively

Project benefits for students

Improved classroom quality
Enhanced student learning environment
Adds needed theatre, set creation and music practice space

Project benefits for Oregonians

Supports Oregon's 40-40-20 goals
Creates better facilities to support the performing arts, including dance, music and theatre

Fiscal details

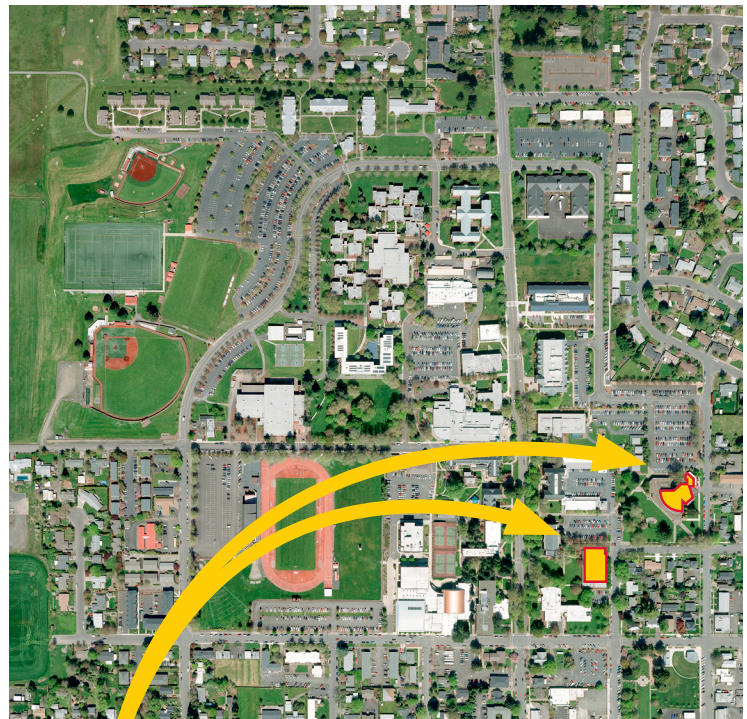
Project costs: \$16,500,000
Funding request: \$16,005,000
WOU contribution: \$495,000
Reduced deferred maintenance costs: \$2,500,000
(7% of WOU total)

Community collaboration

Enhanced space for collaboration with Oregon high schools
Performances for residents from the Willamette Valley

Economic development

Increased number of performing arts performances will attract more visitors to Monmouth and Independence



Current Rice Auditorium and Smith Music Hall

Request submitted to HECC, October 2019

BECOMING THE FIRST **OREGON PUBLIC 4-YEAR HSI**

- WOU on track to become Oregon's first public four-year Hispanic Serving Institution (HSI)
- WOU's Board of Trustees endorsed goal to achieve HSI status at April 17, 2019 board meeting
- 22% of WOU undergraduates are Latinx
- HSI status represents an opportunity for WOU to better serve all students



POINTS OF DISTINCTION

about Western Oregon University

Western Oregon University, the oldest public university in the state, is committed to changing lives, strengthening communities and transforming our world. From its home at the nexus of all that is quintessentially Oregon – mountains, beaches, fields and cities – WOU is working to create lasting opportunities for student success through transformative education and personalized support.



- Western Oregon University serves Oregonians (75% resident), diverse populations (27% minorities) and low-income students (nearly 40% of full-time freshmen are Pell eligible).
- WOU offers more than 50 majors and minors, including business, psychology, education, criminal justice and exercise science, and has a 15:1 student-faculty ratio.
- Western is the only public NCAA Division II program in the state, offering the opportunity of educational access for student-athletes from Oregon and beyond.
- The WOU chapter of Student Veterans of America (SVA) won the 2017 Chapter of the Year award from among 1,300 SVA chapters nationwide. WOU also is a designated Military Friendly School with gold status.
- WOU prepares its students for careers by providing résumé assistance, interview strategies, career counseling, internship opportunities and connections to mentors.
- In 2019, The Chronicle of Higher Education ranked Western Oregon University No. 2 in the nation for the number of American Sign Language degrees granted in the 2016-2017 academic year, the most recent year statistics were available.
- In 2019, education website Study.com ranked Western Oregon University at No. 27 on the list of the 50 best colleges nationwide for education majors.
- Western Oregon University was recognized in 2018 as being the top four-year university in Oregon for Criminal Justice and Corrections careers by Correctional Officer.org.
- Western Oregon University was recognized in 2016-2017 as the No. 11-ranked university for gerontology, according to online source Great Value Colleges. It is the only Oregon university that offers a bachelor's degree in gerontology.
- WOU student-athletes boast GPAs that are higher than the general student population, demonstrating their dedication to excellence on and off the field.
- WOU is the permanent home of the César E. Chávez Conference, a leadership training day for more than 2,000 Latino high school students in Oregon.
- Western Oregon University has had 21 NACADA The Global Community for Academic Advising awardees since 2008.
- Western Oregon University is the top mainland university for Native Hawaiian or other Pacific Islander students according to a February 2017 report in the Chronicle of Higher Education.
- Western Oregon University is among the top 200 colleges for Native Americans according to "Winds of Change" magazine's 2019 college edition.



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