State of the undergraduate program and future directions

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Purpose

• Provide context for program
• Discuss key decision points
• Define issues requiring further discussion in upcoming faculty retreat
Background - Data sources

- University list downloaded from Carnegie Foundation educational statistics
- Universe of interest: R1 land grant universities
- N = 37
- Data on ag econ and econ departments gleaned from web search
  - Some missing data...
OSU is the only university in the sample that does not award a Ph.D. in economics; we have fewer econ faculty, ag econ faculty, and graduate (masters and Ph.D.) students.
We rank 33/37 for total econ/ag econ tenure track faculty numbers
Our ratio of total enrolled undergraduates (2014) to econ/ag econ tenure track faculty is very high.

Undergraduates enrolled fall 2014/econ/ag econ faculty

R1 land grant universities
Data used to assess enrollment trends (Background info from Penny)

• Admits are
  – Campus
  – New
  – Enrolled
  – As of Sept 7, 2017

• All data is available from Core or Banner unless specified
Undergraduate New Admits Fall 2017
(New, enrolled students as of September 7)

Corvallis Fall 2017 Admits

<table>
<thead>
<tr>
<th>MAJOR</th>
<th>Count of Major</th>
<th>Row Labels</th>
</tr>
</thead>
<tbody>
<tr>
<td>104 - Agricultural Business Management</td>
<td></td>
<td>1 - Freshman &lt; 36 hours</td>
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<td></td>
<td>2 - Freshman - Early Admit</td>
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<td>7 - Post Baccalaureate</td>
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<td>T - Transfer</td>
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<td>113 - Bioresource Research</td>
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<td>T - Transfer</td>
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<td>120 - Crop and Soil Science</td>
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<td>2 - Freshman - Early Admit</td>
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<td>T - Transfer</td>
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<tr>
<td>125 - Animal Sciences</td>
<td>138</td>
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<td>237 - Environmental Econ and Policy</td>
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<td>T - Transfer</td>
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<tr>
<td>259 - Agricultural Sciences</td>
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<td>T - Transfer</td>
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<tr>
<td>292 - Rangeland Sciences</td>
<td>1</td>
<td>7 - Post Baccalaureate</td>
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</tbody>
</table>

Grand Total 335

515 - Botany 16
1 - Freshman < 36 hours 1
2 - Freshman - Early Admit 7
T - Transfer 8

733 - Fisheries and Wildlife Science 48
1 - Freshman < 36 hours 4
2 - Freshman - Early Admit 23
7 - Post Baccalaureate 5
T - Transfer 16
CAS undergraduate enrollments for past 10 years – beginning to plateau
We also see plateau in our department
Our trends by major are plateauing (or decreasing....)
Are we providing the right set of courses?

• Should we **push** students into applied econometrics?
  – Change degree requirements? Change course pre-req’s?

• Should we add skills courses as suggested by Rob King? (e.g., enterprise budgeting; appraisal; etc.)

• What can we do to provide more upper division possibilities for EEP?
  – Rob lists several- Quant method class; capstone; operations research
  – Note – AEC 453 (Conservation Private Land) going away

• Same question for ABM – Rob suggests several
  – Supply chain management; sales; organizational behavior; consumer marketing; AEC 466 is only on the books, AEC 475 has limited offering

• Should we encourage development of “certificates”? In what areas? Should this be in collaboration with Economics and/or COB?
What can we do to improve recruitment?

• Marketing, in general?
• Easing enrollment into minor (remove 313 requirement)
• What’s our “brand”? Is it “AEC” or are we co-branding “ABM” and “EEP” (webpage suggests the former)
• What’s our “value proposition”? (previous slide)
• Who potentially has “influence”? Need to ID and recruit influencers (e.g., Kirk Maag?)
Can we improve retention?

- Provide greater faculty/student interaction
- Create/improve physical space for student/student interaction, and for faculty/student interaction
- Improved professional training (via AEC 310, other routes)?
- Better thematic linkages between courses? How to institutionalize?

- Student “community”?
  - Club and teams (other than Quiz Bowl)
  - AEC-sponsored activities (e.g., tours); events (e.g., socials)
Moving forward

• What requires further discussion?
• Do we need more information on particular topics?
• What is our list of action items?