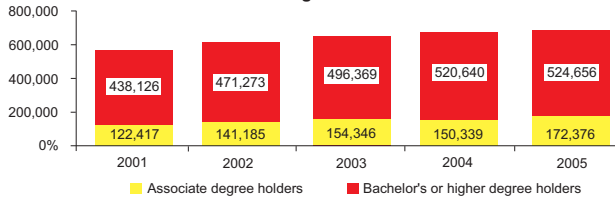
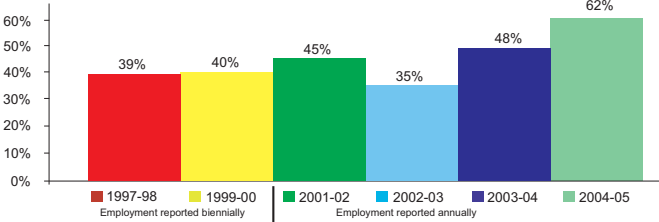


Table 8
Number of degree holders in Oklahoma



Source: U.S. Census Bureau, American Community Surveys

Table 9
Employment of non-Oklahoma resident graduates bachelor's degree holders after one year



Source: Oklahoma State Regents for Higher Education, Employment Outcomes Report

Funding for Brain Gain Initiatives

The Brain Gain initiative has resulted in steady, measurable improvements. This is the result of many factors, including a series of policies and programs that embrace the original strategies and have continued to evolve to meet changing needs.

Since 2002, the State Regents have made significant annual financial investments to insure the goals of Brain Gain are reached. Performance funding averaging \$2.2 million per year has been distributed by the State Regents to reward institutions based on criteria developed in collaboration with institution presidents.

Brain Gain Improvement Grants

While the State Regents' Brain Gain performance funding has encouraged campuses to review and revise their strategies on student retention and graduation, Improvement Grants have been funded since 2004 to aid campuses in implementing intervention strategies that will improve student retention, graduation and degree completion, either campus-wide or for targeted populations.

Programs of Excellence Grants

To help institutions develop even stronger programs that will attract and retain students, the State Regents awarded five-year grants to five institutions to further develop and strengthen single academic programs.

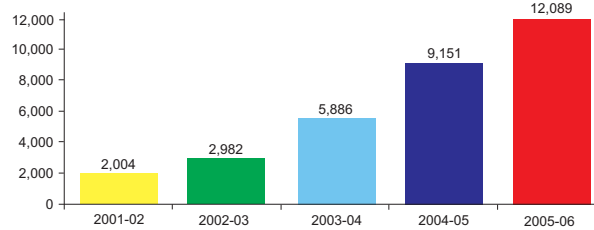
**For more information, contact the
Oklahoma State Regents for Higher Education at
405.225.9100 or visit www.okhighered.org.**

Student Financial Aid

Oklahoma's public colleges and universities continue to be among the most affordable in the nation. But the state's commitment to access doesn't end there. The Oklahoma's Promise scholarship program is considered a national model, and partially as a result of such awareness programs as GEAR UP, the program has experienced tremendous growth (see Table 10).



Table 10
Number of Oklahoma's Promise scholarship recipients



Source: Oklahoma State Regents for Higher Education, Oklahoma's Promise

Recent Initiatives

Two new programs began in 2007 that will have a long-term positive impact on the state's number of college graduates.



- **OKcollegestart.org** is a comprehensive, Web-based information system for prospective and current college students. All of Oklahoma's colleges, universities and technology centers, as well as school counselors and parents, will also benefit from the streamlined flow of information made possible via the Internet.

- **ReachHigher: Oklahoma's Degree Completion Program**

More than 69,000 Oklahomans attended college for more than two years but never finished their bachelor's degrees. In January 2007, Oklahoma's regional public universities began offering a degree program for working adults in an accelerated, flexible format that's convenient for Oklahomans who wish to attend college while working and raising a family.

Outreach

Improved outreach is a major priority of the State Regents, and the Web is becoming an increasingly important method to provide vital information to decision makers, opinion leaders and the public at large.

Key Indicators of Accountability is a print and Web-based report that provides detailed information on the state of public higher education in Oklahoma to assure the public that their higher education system is held to the highest level of accountability.

Even more information is available online at the Oklahoma Education Information System (OEIS), a data warehouse with information supplied by and for Oklahoma's colleges and universities. This information can be accessed at www.okhighered.org/oeis.



BrainGain

...the ongoing initiative to
build Oklahoma through
intellectual power

2008-2009



BACKGROUND

In a report prepared in January 1999, the Oklahoma State Regents for Higher Education released specific strategies to improve the level of college degree attainment for Oklahoma citizens. This was done with a clear understanding of the public benefits of higher education attainment, including increased tax revenue, greater worker productivity, decreased reliance on government support, reduced crime rate and increased quality of civic life.

Three key collaborative strategies were established to increase the proportion of Oklahomans with an associate or bachelor's degree.

- Increase the number of Oklahomans who earn a college degree.
- Work with other state leaders to develop ways to keep more Oklahoma graduates in the state.
- Work with other state leaders to attract college degree holders from outside the state.

Strategy 1 **Increase the number of Oklahomans who earn a college degree**

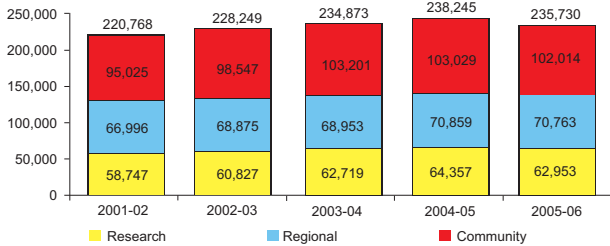
The strategy spawned two specific tactics that have resulted in measurable improvements: 1. increase college enrollment and 2. improve graduation.

1. Increase college enrollment

Enrollment at Oklahoma's public colleges and universities continues at record levels (see table 1).

The college-going rate is significantly lower than the national average. State Regents' programs that help prepare high school students and encourage college attendance – Oklahoma's Promise, Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) and the Educational Planning and Assessment System (EPAS) continue to be very important (see table 2).

Table 1
Enrollment trends by tier

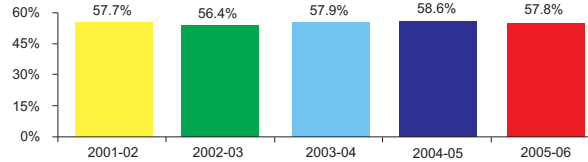


Source: Oklahoma State Regents for Higher Education, Student Data Report



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Table 2
State college-going rates



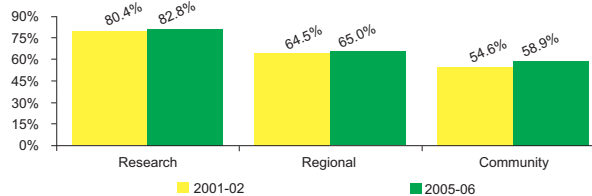
Source: Oklahoma State Regents for Higher Education, High School Indicators Project, High School to College Going Rates for Oklahoma High School Graduates to Oklahoma Colleges

2. Improve college and university graduation rates

Improvements in college-going and enrollment rates must become more consistent, and institutions should continue to devote more resources to assure that freshmen return for the sophomore year (see table 3).

Although there has been some improvement in retention and graduation rates for many institutions, there is still room for improvement, particularly at the regional universities. Oklahoma's community colleges have shown the greatest improvement in retention and compare favorably to national averages (55.3 percent retention in Oklahoma compared with 52 percent) (see table 4).

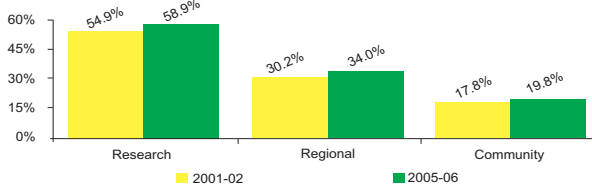
Table 3
Retention trends by tier



Source: Brain Gain Persistence and Graduation Tables Reports

Graduation rates have improved at the research universities, but compared to the nation, there is still room for improvement. Community colleges and regional universities continue to work on ways to improve their results.

Table 4
Graduation rate trends by tier

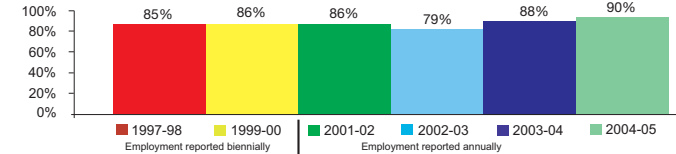


Source: Brain Gain Persistence and Graduation Tables Reports

Strategy 2 **Keep more Oklahoma college graduates in the state**

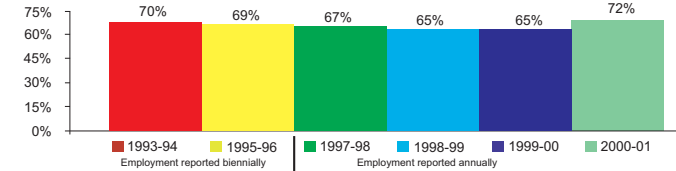
Oklahoma policy makers and taxpayers are in for a pleasant surprise when they see the actual percentage of Oklahoma resident graduates who stay in Oklahoma to start careers after graduation (see table 5). As the state's economy becomes more diversified, it is expected that the percentage of graduates still in the state after five years will improve (see table 6).

Table 5
Employment of Oklahoma resident graduates bachelor's degree holders after one year



Source: Oklahoma State Regents for Higher Education, Employment Outcomes Report

Table 6
Employment of Oklahoma resident graduates Oklahoma bachelor's degree holders after five years



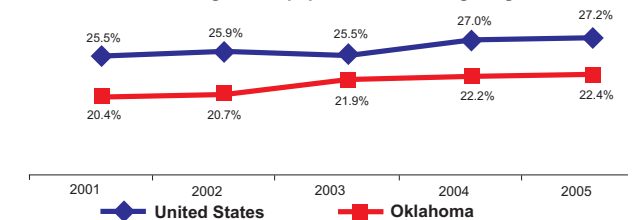
Source: Oklahoma State Regents for Higher Education, Employment Outcomes Report

Strategy 3 **Attract college degree holders from outside the state**

Through efforts such as Gov. Brad Henry's EDGE (Economic Development Generating Excellence) project and other economic development initiatives, the State Regents have helped provide leadership in an effort to retain Oklahoma graduates and attract college degree holders from other states.

There is a noticeable upward trend in the number of Oklahoma residents with college degrees. One of the contributing factors is the relatively high percentage of non-resident college graduates who stay in the state after graduation (see tables 7, 8 & 9).

Table 7
Percentage of the population with college degrees



Source: U.S. Census Bureau, American Community Surveys