

Georgia Southern University

Georgia Southern Commons

Armstrong Strategic Indicators

Armstrong Office of Institutional Research

2012

Armstrong Strategic Indicators FY 2012 and Fall 2012

Armstrong State University

Follow this and additional works at: <https://digitalcommons.georgiasouthern.edu/armstrong-indicators>

Recommended Citation

Armstrong State University, "Armstrong Strategic Indicators FY 2012 and Fall 2012" (2012). *Armstrong Strategic Indicators*. 1.

<https://digitalcommons.georgiasouthern.edu/armstrong-indicators/1>

This other is brought to you for free and open access by the Armstrong Office of Institutional Research at Georgia Southern Commons. It has been accepted for inclusion in Armstrong Strategic Indicators by an authorized administrator of Georgia Southern Commons. For more information, please contact digitalcommons@georgiasouthern.edu.

Armstrong

Strategic Indicators
FY 2012 and Fall 2012

Armstrong Atlantic State University
Office of Institutional Research
February 2013

Table of Contents

Strategic Plan Overview.....	3
Strategic Goal 1.....	4
1. Overall Enrollment.....	4
2. Full Time Equivalent Enrollment.....	4
3. Mean SAT Scores First-Time Full-Time Freshmen.....	5
4. Students in Housing.....	5
5. Learning Support Enrollment.....	5
6. Retention Rates Bachelor Seeking First-Time Full-Time Freshmen.....	5
6a. One Year Retention Rates.....	5
6b. Two Year Retention Rates.....	5
7. Graduation Rates Bachelor Seeking First-Time Full-Time Freshmen.....	6
7a. Four Year Graduation Rates.....	6
7b. Five Year Graduation Rates.....	6
7c. Six Year Graduation Rates.....	6
7d. Seven Year Graduation Rates.....	6
7e. Eight Year Graduation Rates.....	6
8. Application Data.....	7
8a. Freshmen Application Data.....	7
8b. Transfer Application Data.....	7
8c. Graduate Application Data.....	7
8d. Overall Application Data.....	7
9. DFW Rates.....	8
10. Undergraduate Student Credit Hour Production by College Majors... ..	9
10a. College of Education.....	9
10b. College of Health Professions.....	10
10c. College of Liberal Arts.....	11
10d. College of Science & Technology.....	12
Strategic Goal 2.....	13
11. Full-Time Faculty.....	13
12. FTE Students to FTE Faculty.....	13
13. Student Credit Hours by Faculty Type.....	13
14. Mean Class Size.....	14
15. Study Abroad Participation.....	14
16. Honors Student Participation... ..	14
17. Percent of Programs Accredited.....	14
Strategic Goal 3.....	15
18. Lane Library Data.....	15
19. Online Library Resources.....	16
20. Distance Learning.....	16
Strategic Goal 4.....	17
21. Financials.....	17
22. Endowment.....	17
23. Undergraduate Student Financial Aid.....	17
Strategic Goal 5.....	18
24. Economic Impact.....	18
25. Homepage Visits.....	18
26. Treasure Savannah Participation.....	19
27. Alumni Information.....	19

Charting Excellence Together

Armstrong's Strategic Plan

Our Mission

Armstrong is teaching-centered and student-focused, providing diverse learning experiences and professional programs grounded in the liberal arts.

Our Vision

Armstrong strives to be an academically selective institution of first choice, recognized nationally for undergraduate, graduate, and professional education.

Our Values

Armstrong embraces these core values:

- We value education that is student-focused, transformative, experiential and rigorous, leading to student success.
- We value balance among teaching, mentoring, and scholarship.
- We value an environment of mutual trust and collegiality that builds an inclusive community.
- We value transparency that fosters shared governance.
- We value and respect diversity.
- We value ethical behavior and accountability that support high standards of performance.
- We value civic engagement through outreach and service.
- We value our relationship with Savannah, its unique geographic location, rich history, and abundant opportunities.

Strategic Goal 1

Armstrong will impart the skills and habits of mind to motivated students that help them realize their potential as productive citizens of the world.

Strategic Goal 2

Armstrong will build upon and strengthen its foundational commitment to teaching, ensuring that transformative student learning occurs inside and outside the classroom.

Strategic Goal 3

Armstrong will enhance existing campus technologies, expanding both its technological capabilities and reach, to meet current and emerging needs.

Strategic Goal 4

Armstrong will strengthen its financial base, diversify university resources, and wisely invest in initiatives in order to ensure long-term sustainability.

Strategic Goal 5

Armstrong will increase its visibility across the state and region by transforming its most compelling strengths, values, and offerings into resonant messaging that inspires loyalty among internal stakeholders and alumni and builds lasting relationships with the local community.

Strategic Goal 1

Armstrong will impart the skills and habits of mind to motivated students that help them realize their potential as productive citizens of the world.

Armstrong will foster student success.

Armstrong graduates have demonstrated a distinguished record of achievement and service to the city of Savannah, the state, and the nation. This new strategic plan will strengthen Armstrong's efforts to attract and retain dedicated, hard-working, and professionally striving students who will sustain this record of achievement and service.

Strategic Indicators for Strategic Goal 1:

1. Overall Enrollment




	Fall 2008		Fall 2009		Fall 2010		Fall 2011		Fall 2012		% Change 11-12	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>		
Undergraduate	6,215	87.9%	6,612	87.7%	6,918	90.1%	6,813	90.9%	6,731	90.9%	-1.2%	↓
Graduate	852	12.1%	926	12.3%	764	10.0%	680	9.1%	708	9.1%	4.1%	↑
Female	4,775	67.8%	5,006	66.4%	5,051	65.8%	4,912	65.6%	4,907	65.6%	-0.1%	↓
Male	2,267	32.2%	2,532	33.6%	2,631	34.3%	2,581	34.5%	2,532	34.5%	-1.9%	↓
Full-Time	4,398	62.5%	4,930	65.7%	5,251	68.4%	5,101	68.1%	5,105	65.6%	0.1%	↑
Part-Time	2,644	37.5%	2,608	34.7%	2,431	31.7%	2,392	31.9%	2,334	34.5%	-2.4%	↓
First-time Full-time Freshman	797	11.3%	963	12.8%	1,088	14.2%	1,067	14.2%	968	14.2%	-9.3%	↓
Hispanic Enrollment	268	3.8%	300	4.0%	401	5.2%	435	5.8%	472	5.8%	8.5%	↑
Total Enrollment	7,067		7,538		7,682		7,493		7,439		-0.7%	↓

2. Full Time Equivalent Enrollment





	Fall 2008		Fall 2009		Fall 2010		Fall 2011		Fall 2012		% Change 11-12	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>		
FTE Enrollment	5,984		6,515		6,711		6,535		6,512		-0.4%	↓

Note: Numbers highlighted in blue are the highest values across all years listed.


3. Mean SAT Scores First-Time Full-Time Freshmen

	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012	% Change 11-12
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	
SAT Verbal	508	511	514	513	513	0.0% 
SAT Math	503	509	504	510	501	-1.8% 
SAT Combined	1,011	1,020	1,018	1023	1014	-0.9% 

4. Students in Housing


	Fall 2008		Fall 2009		Fall 2010		Fall 2011		Fall 2012		% Change 11-12
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	
FTFTF	280	4.0%	347	4.6%	588	7.7%	577	7.7%	559	7.5%	-3.1% 
Undergraduate	804	11.4%	864	11.5%	1,218	15.9%	1,366	18.2%	1,330	17.9%	-2.6% 
Graduate	19	0.3%	14	0.2%	19	0.3%	23	0.3%	19	0.3%	-17.4% 
Total	823	11.6%	878	11.7%	1,237	16.2%	1,389	18.5%	1,349	18.1%	-2.9% 

5. Learning Support Enrollment


	Fall 2008		Fall 2009		Fall 2010		Fall 2011		Fall 2012		% Change 11-12
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	
Learning Support Unduplicated	210	3.0%	253	3.4%	279	3.6%	217	2.9%	153	2.1%	-29.5% 

6. Retention Rates Bachelor Seeking First-Time Full-Time Freshmen

6a. One Year Retention Rates

FTFTF Cohort	2007	2008	2009	2010	2011	% Change 10-11
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
1-Year	69.95%	70.54%	69.89%	65.35%	68.60%	5.0% 

6b. Two Year Retention Rates

FTFTF Cohort	2006	2007	2008	2009	2010	% Change 09-10
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
2-Year	54.02%	54.18%	51.11%	51.82%	46.69%	-9.9% 

Note: Numbers highlighted in blue are the highest values across all years listed.

7. Graduation Rates Bachelor Seeking First-Time Full-Time Freshmen

7a. Four Year Graduation Rates

FTFTF Cohort	2004	2005	2006	2007	2008	% Change 07-08
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
4-Year	9.08%	10.32%	8.73%	10.23%	10.77%	5.3% ↑

7b. Five Year Graduation Rates

FTFTF Cohort	2003	2004	2005	2006	2007	% Change 06-07
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
5 Year	21.57%	22.18%	23.60%	22.44%	26.03%	16.0% ↑

7c. Six Year Graduation Rates

FTFTF Cohort	2002	2003	2004	2005	2006	% Change 05-06
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
6-Year	28.34%	29.86%	28.15%	31.71%	31.02%	-2.2% ↓

7d. Seven Year Graduation Rates

FTFTF Cohort	2001	2002	2003	2004	2005	% Change 04-05
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
7 Year	27.88%	31.91%	33.63%	30.48%	34.51%	13.2% ↑

7e. Eight Year Graduation Rates

FTFTF Cohort	2000	2001	2002	2003	2004	% Change 03-04
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
8 Year	27.22%	30.30%	33.69%	35.60%	32.43%	-8.9% ↓

Note: Numbers highlighted in blue are the highest values across all years listed.

8. Application Data

8a. Freshmen Application Data

	Fall 2008		Fall 2009		Fall 2010		Fall 2011		Fall 2012		% Change 11-12	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>		
Freshmen Apps	2,275		2,798		3,735		3,773		3,916		3.8%	↑
Freshmen Accepted	1,415	62.2%	1,751	62.6%	2,100	56.2%	2,133	56.5%	1,924	49.1%	-9.8%	↓
Freshmen Enrolled	877	38.5%	1,039	37.1%	1,161	31.1%	1,105	29.3%	996	25.4%	-9.9%	↓
Freshmen Denied	234	14.2%	396	14.2%	530	14.2%	754	20.0%	817	20.9%	8.4%	↑

8b. Transfer Application Data

	Fall 2008		Fall 2009		Fall 2010		Fall 2011		Fall 2012		% Change 11-12	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>		
Transfer Apps	1,429		1,644		1,767		1,719		1,698		-1.2%	↓
Transfer Accepted	876	61.3%	1,026	62.4%	1,039	58.8%	1,156	67.3%	1,032	60.8%	-10.7%	↓
Transfer Enrolled	556	38.9%	625	38.0%	562	31.8%	627	36.5%	600	35.3%	-4.3%	↓
Transfer Denied	84	5.9%	111	6.8%	104	5.9%	96	5.6%	126	7.4%	31.3%	↑

8c. Graduate Application Data

	Fall 2008		Fall 2009		Fall 2010		Fall 2011		Fall 2012		% Change 11-12	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>		
Graduate Apps	331		455		302		369		484		31.2%	↑
Graduate Accepted	226	68.3%	305	67.0%	165	54.6%	226	61.3%	223	46.1%	-1.3%	↓
Graduate Enrolled	163	49.2%	245	53.9%	123	40.7%	177	48.0%	192	39.7%	8.5%	↑
Graduate Denied	18	5.4%	32	7.0%	25	8.3%	31	8.4%	16	3.3%	-48.4%	↓

8d. Overall Application Data

	Fall 2008		Fall 2009		Fall 2010		Fall 2011		Fall 2012		% Change 11-12	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>		
Total Apps	4,919		5,835		6,821		6,751		6,880		1.9%	↑
Total Accepted	3,213	65.3%	3,856	66.1%	4,103	60.2%	4,261	63.1%	3,805	55.3%	-10.7%	↓
Total Enrolled	2,057	41.8%	2,414	41.4%	2,340	34.3%	2,305	34.1%	2,172	31.6%	-5.8%	↓
Total Denied	437	8.9%	565	8.9%	684	9.7%	893	10.0%	971	14.1%	8.7%	↑

Note: Numbers highlighted in blue are the highest values across all years listed.

9. DFW Rates

	FY08	FY09	FY10	FY11	FY12	% Change 11-12	
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>		
Total	16.4%	17.3%	16.5%	17.1%	16.0%	-6.7%	↓
Mean Per Course	12.1%	11.6%	11.7%	13.4%	12.2%	-8.7%	↓
Education Total	7.2%	7.3%	6.7%	6.6%	7.1%	7.6%	↑
Education Mean Per Course	5.7%	5.2%	5.1%	6.1%	6.8%	11.2%	↑
Health Professions Total	5.6%	4.7%	5.0%	5.2%	4.7%	-8.9%	↓
Health Prof. Mean Per Course	4.6%	4.2%	4.7%	4.7%	3.7%	-21.1%	↓
Liberal Arts Total	17.5%	17.8%	17.3%	17.4%	16.8%	-3.4%	↓
Liberal Arts Mean Per Course	12.7%	12.2%	11.7%	13.3%	12.3%	-7.9%	↓
Science/Technology Total	24.9%	28.1%	25.7%	26.8%	24.7%	-7.8%	↓
Science/Tech. Mean Per Crse	22.2%	21.9%	21.8%	23.5%	21.3%	-9.4%	↓
Lower Level Total	21.4%	22.3%	20.8%	21.8%	20.4%	-6.3%	↓
Lower Level Mean Per Crse	18.1%	17.7%	16.7%	19.3%	18.0%	-7.0%	↓
Upper Level Total	8.6%	9.8%	9.1%	9.2%	8.2%	-10.6%	↓
Upper Level Mean Per Crse	7.0%	7.4%	7.9%	7.6%	7.0%	-7.4%	↓
Graduate Level Total	7.2%	4.7%	5.6%	3.6%	3.4%	-6.3%	↓
Grad. Level Mean Per Crse	7.0%	3.9%	5.0%	5.8%	4.1%	-29.5%	↓

Note: Numbers highlighted in blue are the highest values across all years listed.

10. Undergraduate Student Credit Hour Production by College Majors

10a. College of Education

	Fall 2009		Fall 2010		Fall 2011		Fall 2012		% Change 11-12	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>		
College of Education SCH	6,973		6,559		5,881		5,001		-15.0%	↓
SCH by Majors:										
Education Majors	4,468	64.1%	4,026	61.4%	3,081	52.4%	2,681	53.6%	-13.0%	↓
Health Professions Majors	869	12.5%	821	12.5%	847	14.4%	775	15.5%	-8.5%	↓
Liberal Arts Majors	715	10.3%	710	10.8%	970	16.5%	708	14.2%	-27.0%	↓
Science & Technology Majors	601	8.6%	654	10.0%	745	12.7%	660	13.2%	-11.4%	↓
Undecided	320	4.6%	348	5.3%	238	4.0%	177	3.5%	-25.6%	↓
	Fall 2009		Fall 2010		Fall 2011		Fall 2012		% Change 11-12	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>		
College of Education Lower SCH	3,699		3,293		3,369		2,832		-15.9%	↓
SCH by Majors:										
Education Majors	1,388	37.5%	932	28.3%	891	26.4%	677	23.9%	-24.0%	↓
Health Professions Majors	846	22.9%	801	24.3%	814	24.2%	739	26.1%	-9.2%	↓
Liberal Arts Majors	613	16.6%	602	18.3%	740	22.0%	631	22.3%	-14.7%	↓
Science & Technology Majors	563	15.2%	624	18.9%	696	20.7%	635	22.4%	-8.8%	↓
Undecided	289	7.8%	334	10.1%	228	6.8%	150	5.3%	-34.2%	↓
	Fall 2009		Fall 2010		Fall 2011		Fall 2012		% Change 11-12	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>		
College of Education Upper SCH	3,506		3,305		2,520		2,172		-13.8%	↓
SCH by Majors:										
Education Majors	3,298	94.1%	3,120	94.4%	2,196	87.1%	2,004	92.3%	-8.7%	↓
Health Professions Majors	34	1.0%	32	1.0%	35	1.4%	36	1.7%	2.9%	↑
Liberal Arts Majors	102	2.9%	109	3.3%	230	9.1%	80	3.7%	-65.2%	↓
Science & Technology Majors	38	1.1%	30	0.9%	49	1.9%	25	1.2%	-49.0%	↓
Undecided	34	1.0%	14	0.4%	10	0.4%	27	1.2%	170.0%	↑

Note: Numbers highlighted in blue are the highest values across all years listed.

10b. College of Health Professions

	Fall 2009		Fall 2010		Fall 2011		Fall 2012		% Change 11-12	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>		
College of Health Professions SCH	10,300		10,560		10,906		12,792		17.3%	↑
SCH by Majors:										
Education Majors	9	0.1%	24	0.2%	24	0.2%	6	0.0%	-75.0%	↓
Health Professions Majors	10,084	97.9%	10,284	97.4%	10,471	96.0%	12,121	94.8%	15.8%	↑
Liberal Arts Majors	114	1.1%	165	1.6%	177	1.6%	383	3.0%	116.4%	↑
Science & Technology Majors	68	0.7%	63	0.6%	157	1.4%	191	1.5%	21.7%	↑
Undecided	25	0.2%	24	0.2%	77	0.7%	91	0.7%	18.2%	↑

	Fall 2009		Fall 2010		Fall 2011		Fall 2012		% Change 11-12	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>		
College of Health Prof. Lower SCH	1,384		1,348		1,717		2,112		23.0%	↑
SCH by Majors:										
Education Majors	3	0.2%	21	1.6%	27	1.6%	0	0.0%	-100.0%	↓
Health Professions Majors	1,314	94.9%	1,212	89.9%	1,417	82.5%	1,784	84.5%	25.9%	↑
Liberal Arts Majors	12	0.9%	57	4.2%	90	5.2%	155	7.3%	72.2%	↑
Science & Technology Majors	41	3.0%	39	2.9%	139	8.1%	109	5.2%	-21.6%	↓
Undecided	14	1.0%	19	1.4%	44	2.6%	64	3.0%	45.5%	↑

	Fall 2009		Fall 2010		Fall 2011		Fall 2012		% Change 11-12	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>		
College of Health Prof. Upper SCH	8,907		9,201		9,204		10,683		16.1%	↑
SCH by Majors:										
Education Majors	8	0.1%	3	0.0%	0	0.0%	6	0.1%	n/a	
Health Professions Majors	8,759	98.3%	9,061	98.5%	9,066	98.5%	10,340	96.8%	14.1%	↑
Liberal Arts Majors	102	1.1%	108	1.2%	87	0.9%	228	2.1%	162.1%	↑
Science & Technology Majors	27	0.3%	24	0.3%	18	0.2%	82	0.8%	355.6%	↑
Undecided	11	0.1%	5	0.1%	33	0.4%	27	0.3%	-18.2%	↓

Note: Numbers highlighted in blue are the highest values across all years listed.

10c. College of Liberal Arts

	Fall 2009		Fall 2010		Fall 2011		Fall 2012		% Change 11-12	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>		
College of Liberal Arts SCH	35,118		36,530		35,581		33,470		-5.9%	↓
SCH by Majors:										
Education Majors	2,135	6.1%	1,873	5.1%	1,685	4.7%	1,399	4.2%	-17.0%	↓
Health Professions Majors	6,802	19.4%	7,379	20.2%	7,265	20.4%	6,769	20.2%	-6.8%	↓
Liberal Arts Majors	16,559	47.2%	16,165	44.3%	14,929	42.0%	14,558	43.5%	-2.5%	↓
Science & Technology Majors	6,144	17.5%	7,612	20.8%	8,685	24.4%	7,553	22.6%	-13.0%	↓
Undecided	3,478	9.9%	3,501	9.6%	3,017	8.5%	3,191	9.5%	5.8%	↑

	Fall 2009		Fall 2010		Fall 2011		Fall 2012		% Change 11-12	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>		
College of Liberal Arts Lower SCH	28,805		30,527		29,173		26,618		-8.8%	↓
SCH by Majors:										
Education Majors	1,916	6.7%	1,716	5.6%	1,503	5.2%	1,208	4.5%	-19.6%	↓
Health Professions Majors	6,706	23.3%	7,301	23.9%	7,137	24.5%	6,648	25.0%	-6.9%	↓
Liberal Arts Majors	11,035	38.3%	10,855	35.6%	9,452	32.4%	8,643	32.5%	-8.6%	↓
Science & Technology Majors	5,827	20.2%	7,248	23.7%	8,194	28.1%	7,056	26.5%	-13.9%	↓
Undecided	3,321	11.5%	3,407	11.2%	2,887	9.9%	3,063	11.5%	6.1%	↑

	Fall 2009		Fall 2010		Fall 2011		Fall 2012		% Change 11-12	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>		
College of Liberal Arts Upper SCH	6,459		6,135		6,445		6,896		7.0%	↑
SCH by Majors:										
Education Majors	359	5.6%	277	4.5%	219	3.4%	229	3.3%	4.6%	↑
Health Professions Majors	102	1.6%	84	1.4%	125	1.9%	121	1.8%	-3.2%	↓
Liberal Arts Majors	5,524	85.5%	5,313	86.6%	5,480	85.0%	5,921	85.9%	8.0%	↑
Science & Technology Majors	320	5.0%	364	5.9%	491	7.6%	497	7.2%	1.2%	↑
Undecided	154	2.4%	97	1.6%	130	2.0%	128	1.9%	-1.5%	↓

Note: Numbers highlighted in blue are the highest values across all years listed.

10d. College of Science & Technology

	Fall 2009		Fall 2010		Fall 2011		Fall 2012		% Change	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	11-12	
College of Science & Tech. SCH	26,206		28,628		28,520		29,490		3.4%	↑
SCH by Majors:										
Education Majors	1,743	6.7%	1,598	5.6%	1,520	5.3%	1,162	3.9%	-23.6%	↓
Health Professions Majors	7,076	27.0%	7,617	26.6%	7,341	25.7%	7,531	25.5%	2.6%	↑
Liberal Arts Majors	2,560	9.8%	3,112	10.9%	3,101	10.9%	3,553	12.0%	14.6%	↑
Science & Technology Majors	12,974	49.5%	14,306	50.0%	14,941	52.4%	15,320	51.9%	2.5%	↑
Undecided	1,853	7.1%	1,995	7.0%	1,617	5.7%	1,924	6.5%	19.0%	↑
	Fall 2009		Fall 2010		Fall 2011		Fall 2012		% Change	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	11-12	
Science & Tech. Lower SCH	21,358		24,065		24,116		24,530		1.7%	↑
SCH by Majors:										
Education Majors	1,219	5.7%	1,243	5.2%	1,158	4.8%	793	3.2%	-31.5%	↓
Health Professions Majors	6,930	32.4%	7,441	30.9%	7,152	29.7%	7,229	29.5%	1.1%	↑
Liberal Arts Majors	2,082	9.7%	2,700	11.2%	2,767	11.5%	3,251	13.3%	17.5%	↑
Science & Technology Majors	9,340	43.7%	10,716	44.5%	11,450	47.5%	11,381	46.4%	-0.6%	↓
Undecided	1,787	8.4%	1,965	8.2%	1,589	6.6%	1,876	7.6%	18.1%	↑
	Fall 2009		Fall 2010		Fall 2011		Fall 2012		% Change	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	11-12	
Science & Tech. Upper SCH	4,968		4,665		4,464		4,956		11.0%	↑
SCH by Majors:										
Education Majors	620	12.5%	438	9.4%	418	9.4%	372	7.5%	-11.0%	↓
Health Professions Majors	163	3.3%	195	4.2%	189	4.2%	306	6.2%	61.9%	↑
Liberal Arts Majors	482	9.7%	412	8.8%	334	7.5%	306	6.2%	-8.4%	↓
Science & Technology Majors	3,634	73.1%	3,590	77.0%	3,491	78.2%	3,924	79.2%	12.4%	↑
Undecided	69	1.4%	30	0.6%	32	0.7%	48	1.0%	50.0%	↑

Note: Numbers highlighted in blue are the highest values across all years listed.

Strategic Goal 2

Armstrong will build upon and strengthen its foundational commitment to teaching, ensuring that transformative student learning occurs inside and outside the classroom.

Armstrong's history of academic excellence rests upon superior teaching. The strategic plan reinforces the continued expectation of high-quality learning experiences underscored by diverse learning environments.

11. Full-Time Faculty (through Fall 2011)

	Fall 2008	Fall 2009	Fall 2010	Fall 2011	% Change 10-11	
<i>Gender</i>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>		
Female	132	132	144	148	2.8%	↑
Male	107	107	110	110	0.0%	▬
<i>Race/Ethnicity</i>						
Non-Resident Alien	7	7	8	8	0.0%	▬
Hispanic/Latino	3	3	3	4	33.3%	↑
American Indian/Alaskan Nat.	0	0	0	0	n/a	
Asian/Pacific Islander	5	5	7	5	-28.6%	↓
Black/African American	15	15	20	20	0.0%	▬
White	204	204	207	214	3.4%	↑
Unknown	5	5	9	7	-22.2%	↓
<i>Contract Length</i>						
10 Month Contract	224	224	232	243	4.7%	↑
12 Month Contract	15	15	22	15	-31.8%	↓

12. FTE Students to FTE Faculty

	Fall 2008	Fall 2009	Fall 2010	Fall 2011	% Change 10-11	
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>		
Students Per Faculty	20:01	21:01	19:01	19:01	0.0%	▬

13. Student Credit Hours by Faculty Type

	Fall 2008	Fall 2009	Fall 2010	Fall 2011	% Change 10-11	
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>		
Regular Tenure/Tenure Eligibl	38,639	39,637	40,826	41,971	2.8%	↑
Regular Other	12,086	14,491	7,555	11,111	47.1%	↑
Supplemental	17,815	15,227	27,067	29,777	10.0%	↑

Note: Numbers highlighted in blue are the highest values across all years listed.

14. Mean Class Size

	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012	% Change 11-12	
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>		
Overall	15.4	17.3	17.7	18.7	20.3	8.6%	↑
Lower Level	20.5	23.4	23.9	24.7	26.6	7.6%	↑
Upper Level	12.7	13.5	13.4	13.5	14.8	9.8%	↑
Graduate	7.1	9.2	9.5	7.8	10.0	28.3%	↑

15. Study Abroad Participation

	FY08	FY09	FY10	FY11	FY12	% Change 11-12	
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>		
Students that Studied Abroad	141	126	141	220	143	-35.0%	↓

16. Honors Student Participation

	Fall 2009	Fall 2010	Fall 2011	Fall 2012	% Change 11-12	
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>		
Number of Honors Students	121	114	136	384	182.4%	↑

17. Percent of Programs Accredited

	FY08	FY09	FY10	FY11	FY12	% Change 11-12	
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>		
% Programs Accredited	19.67%	19.67%	19.67%	19.67%	19.67%	0.0%	▬

Note: Numbers highlighted in blue are the highest values across all years listed.

Strategic Goal 3

Armstrong will enhance existing campus technologies, expanding both its technological capabilities and reach, to meet current and emerging needs.

Armstrong is keenly aware of the rapid changes in technological innovation that impact higher education. The university must or will assess the needs of faculty, staff, students, and other constituents in order to systematically develop plans to secure, deploy, and maintain appropriate technologies campus-wide.

18. Lane Library Data

	FY08	FY09	FY10	FY11	FY12	% Change 11-12	
Collection Data	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>		
Volumes Added	4,515	2,725	1,436	1,650	1,799	9.0%	↑
Volumes Held	228,876	231,500	212,822	214,900	214,517	-0.2%	↓
Microforms	698,572	698,568	535,080	535,080	535,080	0.0%	█
Periodicals	925	925	591*	496*	496*	0.0%	█
Circulation Information	32,094	29,998	29,061	28,995	27,174	-6.3%	↓
Interlibrary Loans							
Borrowed	5,008	4,643	4,265	3,814	3,444	-9.7%	↓
Loaned	6,143	6,545	6,276	5,654	5,858	3.6%	↑
Reference Questions	10,797	10,495	9,180	9,926	8,996	-9.4%	↓
Audio-Visual Circulation	6,129	4,315	3,280	3,646	3,010	-17.4%	↓
Bibliographic Instruction							
Number of Classes	160	161	169	173	202	16.8%	↑
Students Participating	3,150	3,199	3,382	3,852	2,516	-34.7%	↓
Staff Data							
Professional Staff	11	10	10	10	10	0.0%	█
Support Staff	9	8	8	8	8	0.0%	█
Collection Expenditures	\$644,724	\$482,083**	\$385,687***	\$440,311****	\$429,784	-2.4%	↓
Patron Visit Count	268,811	269,703	290,523	315,119	328,065	4.1%	↑

*Does not include online only periodicals

**Includes \$8,572 of non-institutional funding.

***Includes \$7,700 of non-institutional funding

****Includes \$1,840 of non-institutional funding

Note: Numbers highlighted in blue are the highest values across all years listed.

19. Online Library Resources

	FY08	FY09	FY10	FY11	FY12	% Change 11-12	
Sessions	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>		
GALILEO	43,650	40,677	44,657	41,212	42,458	3.0%	↑
WilsonWeb	9,979	10,800	9,615	5,013	5,230	4.3%	↑
Searches							
GALILEO	683,696	627,981	603,313	650,285	905,153	39.2%	↑
JSTOR	33,658	36,670	38,049	51,660	47,440	-8.2%	↓
WilsonWeb	22,180	19,190	19,431	11,058	12,169	10.0%	↑
Oxford UP Journals	381	405	334	265	187	-29.4%	↓
Articles							
GALILEO	134,743	158,287	188,027	162,713	349,811	115.0%	↑
JSTOR	36,837	32,881	31,443	44,158	41,736	-5.5%	↓
WilsonWeb	11,920	19,013	13,735	6,780	7,186	6.0%	↑
Science Direct	12,812	15,524	21,769	10,444	12,816	22.7%	↑
Oxford UP Journals	1,527	1,351	1,246	1,569	2,116	34.9%	↑
Ovid Journals	612	966	1,462	1,347	1,357	0.7%	↑

20. Distance Learning

	FY08	FY09	FY10	FY11	FY12	% Change 11-12	
	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>		
Course Sections	231	252	282	318	381	19.8%	↑
Students Taught (Duplicated)	3,633	4,353	4,631	5,109	5,646	10.5%	↑
SCH Production	10,218	11,454	12,647	13,831	15,527	12.3%	↑

Note: Numbers highlighted in blue are the highest values across all years listed.

Strategic Goal 4

Armstrong will strengthen its financial base, diversify university resources, and wisely invest in initiatives in order to ensure long-term sustainability.

Armstrong faces strong competition for limited resources. The university will identify and secure diverse but reliable sources of revenue in order to meet its obligations while fueling future development.

21. Financials

	FY08	FY09	FY10	FY11	FY12	% Change 11-12	
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>		
SCH Production	162,634	181,486	190,773	194,867	184,785	-5.2%	↓
Fiscal Year FTE	6,776	7,562	7,949	7,833	7,617	-2.8%	↓
Total State Appropriations	\$34,533,440	\$31,437,611	\$25,004,411	\$27,780,208	\$26,081,486	-6.1%	↓
State Appropriations Per FTE Student	\$5,096	\$4,157	\$3,146	\$3,547	\$3,424	-3.5%	↓
Total Expenditures	\$77,408,992	\$77,319,499	\$82,326,049	\$87,789,957	\$89,527,648	2.0%	↑
Expenditures/FTE Student	\$11,423	\$10,225	\$10,357	\$11,208	\$11,754	4.9%	↑
Revenue	\$79,604,512	\$82,233,939	\$89,310,369	\$95,248,454	\$102,113,080	7.2%	↑

22. Endowment

	FY08	FY09	FY10	FY11	FY12	% Change 11-12	
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>		
Total Market Value of Endowment	\$7,916,906	\$6,516,183	\$7,120,630	\$7,738,904	\$8,972,008	15.9%	↑

23. Undergraduate Student Financial Aid

	FY10	FY11	FY12	% Change 11-12	
	<u>n</u>	<u>n</u>	<u>n</u>		
Scholarships/Grants					
Need-Based	\$7,123,173	\$12,080,508	\$24,609,685	103.7%	↑
Non-Need-Based	\$7,394,432	\$8,949,965	\$6,819,678	-23.8%	↓
Self Help (Student Loans, Federal Work Study, Non-Federal Work Study)					
Need-Based	\$14,100,601	\$16,744,310	\$17,445,335	4.2%	↑
Non-Need-Based	\$11,299,191	\$13,996,389	\$15,391,706	10.0%	↑
Parent Loans	\$663,305	\$1,944,235	\$3,156,325	62.3%	↑
Tuition Waivers	\$556,159	\$2,269,861	\$4,583,596	101.9%	↑
Athletic Awards	\$732,865	\$1,053,157	\$1,163,190	10.4%	↑

Note: Numbers highlighted in blue are the highest values across all years listed.

Strategic Goal 5

Armstrong will increase its visibility across the state and region by transforming its most compelling strengths, values, and offerings into resonant messaging that inspires loyalty among internal stakeholders and alumni and builds lasting relationships with the local community.

Armstrong must have a clearly defined image and increased visibility to attract students, faculty, staff, donors and community partners. With strong, targeted marketing and public relations plans, Armstrong can position and differentiate itself to achieve its vision.

24. Economic Impact

Armstrong had an economic impact on the Savannah area of \$209 million for Fiscal Year 2011.

25. Armstrong Webpage Visits

24a. Unique Pageviews of Armstrong Homepage

	FY09*	FY10**	FY11	FY12	% Change 11-12	
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>		
On- and Off-Campus Usage	3,211,782	3,010,386	3,203,946	2,814,784	-12.1%	↓
Off-Campus Only	2,060,752	1,915,614	2,066,573	1,830,963	-11.4%	↓

24b. Visits to Entire Armstrong Website

	FY09*	FY10**	FY11	FY12	% Change 11-12	
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>		
On- and Off-Campus Usage	3,292,337	3,619,254	5,868,447	6,375,049	8.6%	↑
Off-Campus Only	2,133,877	2,422,947	4,052,390	4,489,013	10.8%	↑

* FY 09 includes data from 7/15/2008 - 6/30/2009 (no data before July 15)

** FY 10 includes data from 8/7/2009 - 6/30/2010 (no data before August 7)

Note: Numbers highlighted in blue are the highest values across all years listed.

26. Treasure Savannah (Day of Service) Participation

	Spring 2011	Fall 2011	Spring 2012	Fall 2012	% Change 11-12	
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>		
Students	163	322	278	519	218.4%	↑
Faculty/Staff	27	41	26	54	100.0%	↑
Alumni	2	6	1	2	0.0%	↑
Other	32	0	0	0	-100.0%	↓
Total	224	369	305	575	156.7%	↑

27. Alumni Information

	FY09		FY10		FY11		FY12		Percent Change 11-12	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>		
Undergraduate Alumni of Record	21,576		21,925		22,627		25,090		10.9%	↑
Undergraduate Alumni Solicited	19,969	92.6%	20,121	91.8%	22,108	97.7%	11,603	46.2%	-52.7%	↓
Undergraduate Alumni Donors	624	2.9%	611	2.8%	472	2.1%	760	3.0%	44.9%	↑

Note: Numbers highlighted in blue are the highest values across all years listed.