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Armstrong

Strategic Indicators
FY 2013 and Fall 2013

Armstrong Atlantic State University
Office of Institutional Research
March 2014

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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 2009		Fall 2010		Fall 2011		Fall 2012		Fall 2013		% Change 12-13	
	<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	6,612	87.7%	6,918	90.1%	6,813	90.9%	6,731	90.9%	6,377	89.8%	-5.3%	↓
Graduate	926	12.3%	764	10.0%	680	9.1%	708	9.1%	724	10.2%	2.3%	↑
Female	5,006	66.4%	5,051	65.8%	4,912	65.6%	4,907	65.6%	4,809	67.7%	-2.0%	↓
Male	2,532	33.6%	2,631	34.3%	2,581	34.5%	2,532	34.5%	2,292	32.3%	-9.5%	↓
Full-Time	4,930	65.7%	5,251	68.4%	5,101	68.1%	5,105	65.6%	5,002	70.4%	-2.0%	↓
Part-Time	2,608	34.7%	2,431	31.7%	2,392	31.9%	2,334	34.5%	2,099	29.6%	-10.1%	↓
First-time Full-time Freshman	963	12.8%	1,088	14.2%	1,067	14.2%	968	14.2%	864	12.2%	-10.7%	↓
Hispanic Enrollment	300	4.0%	401	5.2%	435	5.8%	472	5.8%	476	6.7%	0.8%	↑
Total Enrollment	7,538		7,682		7,493		7,439		7,101		-4.5%	↓

2. Full Time Equivalent Enrollment

	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013	% Change 12-13	
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>		
FTE Enrollment	6,515	6,711	6,535	6,512	6,255	-3.9%	↓

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

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

	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013	% Change 12-13	
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>		
SAT Verbal	511	514	513	513	514	0.2%	↑
SAT Math	509	504	510	501	502	0.2%	↑
SAT Combined	1,020	1,018	1023	1014	1016	0.2%	↑

4. Students in Housing

	Fall 2009		Fall 2010		Fall 2011		Fall 2012		Fall 2013		% Change 12-13	
	<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	347	4.6%	588	7.7%	577	7.7%	559	7.5%	452	6.4%	-19.1%	↓
Undergraduate	864	11.5%	1,218	15.9%	1,366	18.2%	1,330	17.9%	1,190	16.8%	-10.5%	↓
Graduate	14	0.2%	19	0.3%	23	0.3%	19	0.3%	14	0.2%	-26.3%	↓
Total	878	11.7%	1,237	16.2%	1,389	18.5%	1,349	18.1%	1,204	17.0%	-10.7%	↓

5. Learning Support Enrollment

	Fall 2009		Fall 2010		Fall 2011		Fall 2012		Fall 2013		% Change 12-13	
	<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	253	3.4%	279	3.6%	217	2.9%	153	2.1%	157	2.2%	2.6%	↑

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

6a. One Year Retention Rates

FTFTF Cohort	2008	2009	2010	2011	2012	% Change 10-11
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
1-Year	70.54%	69.89%	65.35%	68.60%	67.36%	-1.8%

6b. Two Year Retention Rates

FTFTF Cohort	2007	2008	2009	2010	2011	% Change 09-10
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
2-Year	54.18%	51.11%	51.82%	46.69%	46.58%	-0.2%

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	2005	2006	2007	2008	2009	% Change 07-08
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
4-Year	10.32%	8.73%	10.23%	10.77%	10.07%	-6.5% ↓

7b. Five Year Graduation Rates

FTFTF Cohort	2004	2005	2006	2007	2008	% Change 06-07
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
5 Year	22.18%	23.60%	22.44%	26.03%	22.90%	-12.0% ↓

7c. Six Year Graduation Rates

FTFTF Cohort	2003	2004	2005	2006	2007	% Change 05-06
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
6-Year	29.86%	28.15%	31.71%	31.02%	33.60%	8.3% ↑

7d. Seven Year Graduation Rates

FTFTF Cohort	2002	2003	2004	2005	2006	% Change 04-05
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
7 Year	31.91%	33.63%	30.48%	34.51%	33.10%	-4.1% ↓

7e. Eight Year Graduation Rates

FTFTF Cohort	2001	2002	2003	2004	2005	% Change 03-04
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
8 Year	30.30%	33.69%	35.60%	32.43%	36.43%	12.3% ↑

Note: Numbers highlighted in blue are the highest values across all years listed.
Armstrong Atlantic State University

8. Application Data

8a. Freshmen Application Data

	Fall 2009		Fall 2010		Fall 2011		Fall 2012		Fall 2013		% Change 12-13	
	<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	2,798		3,735		3,773		3,916		3,542		-9.6%	↓
Freshmen Accepted	1,751	62.6%	2,100	56.2%	2,133	56.5%	1,924	49.1%	1,686	47.6%	-12.4%	↓
Freshmen Enrolled	1,039	37.1%	1,161	31.1%	1,105	29.3%	996	25.4%	906	25.6%	-9.0%	↓
Freshmen Denied	396	14.2%	530	14.2%	754	20.0%	817	20.9%	825	23.3%	1.0%	↑

8b. Transfer Application Data

	Fall 2009		Fall 2010		Fall 2011		Fall 2012		Fall 2013		% Change 12-13	
	<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	1,644		1,767		1,719		1,698		1,540		-9.3%	↓
Transfer Accepted	1,026	62.4%	1,039	58.8%	1,156	67.3%	1,032	60.8%	921	59.8%	-10.8%	↓
Transfer Enrolled	625	38.0%	562	31.8%	627	36.5%	600	35.3%	511	33.2%	-14.8%	↓
Transfer Denied	111	6.8%	104	5.9%	96	5.6%	126	7.4%	111	7.2%	-11.9%	↓

8c. Graduate Application Data

	Fall 2009		Fall 2010		Fall 2011		Fall 2012		Fall 2013		% Change 12-13	
	<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	455		302		369		484		485		0.2%	↑
Graduate Accepted	305	67.0%	165	54.6%	226	61.3%	223	46.1%	249	51.3%	11.7%	↑
Graduate Enrolled	245	53.9%	123	40.7%	177	48.0%	192	39.7%	216	44.5%	12.5%	↑
Graduate Denied	32	7.0%	25	8.3%	31	8.4%	16	3.3%	12	2.5%	-25.0%	↓

8d. Overall Application Data

	Fall 2009		Fall 2010		Fall 2011		Fall 2012		Fall 2013		% Change 12-13	
	<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	5,835		6,821		6,751		6,880		6,383		-7.2%	↓
Total Accepted	3,856	66.1%	4,103	60.2%	4,261	63.1%	3,805	55.3%	3,498	54.8%	-8.1%	↓
Total Enrolled	2,414	41.4%	2,340	34.3%	2,305	34.1%	2,172	31.6%	2,014	31.6%	-7.3%	↓
Total Denied	565	8.9%	684	9.7%	893	10.0%	971	14.1%	964	15.1%	-0.7%	↓

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

9. DFW Rates

	FY09	FY10	FY11	FY12	FY13	% Change 12-13	
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>		
Total	17.3%	16.5%	17.1%	16.0%	15.6%	-2.5%	↓
Mean Per Course	11.6%	11.7%	13.4%	12.2%	11.9%	-2.5%	↓
Education Total	7.3%	6.7%	6.6%	7.1%	8.3%	16.9%	↑
Education Mean Per Course	5.2%	5.1%	6.1%	6.8%	8.1%	20.0%	↑
Health Professions Total	4.7%	5.0%	5.2%	4.7%	4.8%	2.1%	↑
Health Prof. Mean Per Course	4.2%	4.7%	4.7%	3.7%	3.8%	3.5%	↑
Liberal Arts Total	17.8%	17.3%	17.4%	16.8%	14.8%	-11.9%	↓
Liberal Arts Mean Per Course	12.2%	11.7%	13.3%	12.3%	11.6%	-5.3%	↓
Science/Technology Total	28.1%	25.7%	26.8%	24.7%	25.1%	1.6%	↑
Science/Tech. Mean Per Crse	21.9%	21.8%	23.5%	21.3%	20.5%	-3.8%	↓
Lower Level Total	22.3%	20.8%	21.8%	20.4%	20.5%	0.5%	↑
Lower Level Mean Per Crse	17.7%	16.7%	19.3%	18.0%	18.7%	4.2%	↑
Upper Level Total	9.8%	9.1%	9.2%	8.2%	8.0%	-2.4%	↓
Upper Level Mean Per Crse	7.4%	7.9%	7.6%	7.0%	6.3%	-10.1%	↓
Graduate Level Total	4.7%	5.6%	3.6%	3.4%	3.1%	-8.8%	↓
Grad. Level Mean Per Crse	3.9%	5.0%	5.8%	4.1%	2.5%	-38.7%	↓

Note: Numbers highlighted in blue are the highest values across all years listed.
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10. Undergraduate Student Credit Hour Production by College Majors

10a. College of Education

	Fall 2009		Fall 2010		Fall 2011		Fall 2012		Fall 2013		% Change 12-13	
	<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>		
College of Education SCH	6,973		6,559		5,881		5,001		4,739		-5.2%	↓
SCH by Majors:												
Education Majors	4,468	64.1%	4,026	61.4%	3,081	52.4%	2,681	53.6%	2,590	54.7%	-3.4%	↓
Health Professions Majors	869	12.5%	821	12.5%	847	14.4%	775	15.5%	748	15.8%	-3.5%	↓
Liberal Arts Majors	715	10.3%	710	10.8%	970	16.5%	708	14.2%	643	13.6%	-9.2%	↓
Science & Technology Majors	601	8.6%	654	10.0%	745	12.7%	660	13.2%	593	12.5%	-10.2%	↓
Undecided	320	4.6%	348	5.3%	238	4.0%	177	3.5%	165	3.5%	-6.8%	↓
	Fall 2009		Fall 2010		Fall 2011		Fall 2012		Fall 2013		% Change 12-13	
	<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>		
College of Education Lower SCH	3,699		3,293		3,369		2,832		2,569		-9.3%	↓
SCH by Majors:												
Education Majors	1,388	37.5%	932	28.3%	891	26.4%	677	23.9%	609	23.7%	-10.0%	↓
Health Professions Majors	846	22.9%	801	24.3%	814	24.2%	739	26.1%	714	27.8%	-3.4%	↓
Liberal Arts Majors	613	16.6%	602	18.3%	740	22.0%	631	22.3%	526	20.5%	-16.6%	↓
Science & Technology Majors	563	15.2%	624	18.9%	696	20.7%	635	22.4%	561	21.8%	-11.7%	↓
Undecided	289	7.8%	334	10.1%	228	6.8%	150	5.3%	159	6.2%	6.0%	↑
	Fall 2009		Fall 2010		Fall 2011		Fall 2012		Fall 2013		% Change 12-13	
	<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>		
College of Education Upper SCH	3,506		3,305		2,520		2,172		2,170		-0.1%	↓
SCH by Majors:												
Education Majors	3,298	94.1%	3,120	94.4%	2,196	87.1%	2,004	92.3%	1,981	91.3%	-1.1%	↓
Health Professions Majors	34	1.0%	32	1.0%	35	1.4%	36	1.7%	34	1.6%	-5.6%	↓
Liberal Arts Majors	102	2.9%	109	3.3%	230	9.1%	80	3.7%	117	5.4%	46.3%	↑
Science & Technology Majors	38	1.1%	30	0.9%	49	1.9%	25	1.2%	32	1.5%	28.0%	↑
Undecided	34	1.0%	14	0.4%	10	0.4%	27	1.2%	6	0.3%	-77.8%	↓

10b. College of Health Professions

	Fall 2009		Fall 2010		Fall 2011		Fall 2012		Fall 2013		% Change 12-13
	<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>	
College of Health Professions SCH	10,300		10,560		10,906		12,792		13,336		4.3% ↑
SCH by Majors:											
Education Majors	9	0.1%	24	0.2%	24	0.2%	6	0.0%	15	0.1%	150.0% ↑
Health Professions Majors	10,084	97.9%	10,284	97.4%	10,471	96.0%	12,121	94.8%	12,798	96.0%	5.6% ↑
Liberal Arts Majors	114	1.1%	165	1.6%	177	1.6%	383	3.0%	254	1.9%	-33.7% ↓
Science & Technology Majors	68	0.7%	63	0.6%	157	1.4%	191	1.5%	232	1.7%	21.5% ↑
Undecided	25	0.2%	24	0.2%	77	0.7%	91	0.7%	37	0.3%	-59.3% ↓

	Fall 2009		Fall 2010		Fall 2011		Fall 2012		Fall 2013		% Change 12-13
	<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>	
College of Health Prof. Lower SCH	1,384		1,348		1,717		2,112		2,142		1.4% ↑
SCH by Majors:											
Education Majors	3	0.2%	21	1.6%	27	1.6%	0	0.0%	12	0.6%	n/a
Health Professions Majors	1,314	94.9%	1,212	89.9%	1,417	82.5%	1,784	84.5%	1,862	86.9%	4.4% ↑
Liberal Arts Majors	12	0.9%	57	4.2%	90	5.2%	155	7.3%	68	3.2%	-56.1% ↓
Science & Technology Majors	41	3.0%	39	2.9%	139	8.1%	109	5.2%	166	7.7%	52.3% ↑
Undecided	14	1.0%	19	1.4%	44	2.6%	64	3.0%	34	1.6%	-46.9% ↓

	Fall 2009		Fall 2010		Fall 2011		Fall 2012		Fall 2013		% Change 12-13
	<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>	
College of Health Prof. Upper SCH	8,907		9,201		9,204		10,683		11,194		4.8% ↑
SCH by Majors:											
Education Majors	8	0.1%	3	0.0%	0	0.0%	6	0.1%	3	0.0%	-50.0% ↓
Health Professions Majors	8,759	98.3%	9,061	98.5%	9,066	98.5%	10,340	96.8%	10,936	97.7%	5.8% ↑
Liberal Arts Majors	102	1.1%	108	1.2%	87	0.9%	228	2.1%	186	1.7%	-18.4% ↓
Science & Technology Majors	27	0.3%	24	0.3%	18	0.2%	82	0.8%	66	0.6%	-19.5% ↓
Undecided	11	0.1%	5	0.1%	33	0.4%	27	0.3%	3	0.0%	-88.9% ↓

10c. College of Liberal Arts

	Fall 2009		Fall 2010		Fall 2011		Fall 2012		Fall 2013		% Change 12-13	
	<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>		
College of Liberal Arts SCH	35,118		36,530		35,581		33,470		31,883		-4.7%	↓
SCH by Majors:												
Education Majors	2,135	6.1%	1,873	5.1%	1,685	4.7%	1,399	4.2%	1,232	3.9%	-11.9%	↓
Health Professions Majors	6,802	19.4%	7,379	20.2%	7,265	20.4%	6,769	20.2%	6,758	21.2%	-0.2%	↓
Liberal Arts Majors	16,559	47.2%	16,165	44.3%	14,929	42.0%	14,558	43.5%	14,155	44.4%	-2.8%	↓
Science & Technology Majors	6,144	17.5%	7,612	20.8%	8,685	24.4%	7,553	22.6%	6,914	21.7%	-8.5%	↓
Undecided	3,478	9.9%	3,501	9.6%	3,017	8.5%	3,191	9.5%	2,824	8.9%	-11.5%	↓

	Fall 2009		Fall 2010		Fall 2011		Fall 2012		Fall 2013		% Change 12-13	
	<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>		
College of Liberal Arts Lower SCH	28,805		30,527		29,173		26,618		24,847		-6.7%	↓
SCH by Majors:												
Education Majors	1,916	6.7%	1,716	5.6%	1,503	5.2%	1,208	4.5%	1,062	4.3%	-12.1%	↓
Health Professions Majors	6,706	23.3%	7,301	23.9%	7,137	24.5%	6,648	25.0%	6,598	26.6%	-0.8%	↓
Liberal Arts Majors	11,035	38.3%	10,855	35.6%	9,452	32.4%	8,643	32.5%	8,105	32.6%	-6.2%	↓
Science & Technology Majors	5,827	20.2%	7,248	23.7%	8,194	28.1%	7,056	26.5%	6,403	25.8%	-9.3%	↓
Undecided	3,321	11.5%	3,407	11.2%	2,887	9.9%	3,063	11.5%	2,679	10.8%	-12.5%	↓

	Fall 2009		Fall 2010		Fall 2011		Fall 2012		Fall 2013		% Change 12-13	
	<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>		
College of Liberal Arts Upper SCH	6,459		6,135		6,445		6,896		7,036		2.0%	↑
SCH by Majors:												
Education Majors	359	5.6%	277	4.5%	219	3.4%	229	3.3%	170	2.4%	-25.8%	↓
Health Professions Majors	102	1.6%	84	1.4%	125	1.9%	121	1.8%	160	2.3%	32.2%	↑
Liberal Arts Majors	5,524	85.5%	5,313	86.6%	5,480	85.0%	5,921	85.9%	6,050	86.0%	2.2%	↑
Science & Technology Majors	320	5.0%	364	5.9%	491	7.6%	497	7.2%	511	7.3%	2.8%	↑
Undecided	154	2.4%	97	1.6%	130	2.0%	128	1.9%	145	2.1%	13.3%	↑

10d. College of Science & Technology

	Fall 2009		Fall 2010		Fall 2011		Fall 2012		Fall 2013		% Change 12-13	
	<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>		
College of Science & Tech. SCH	26,206		28,628		28,520		29,490		28,248		-4.2%	↓
SCH by Majors:												
Education Majors	1,743	6.7%	1,598	5.6%	1,520	5.3%	1,162	3.9%	1,055	3.7%	-9.2%	↓
Health Professions Majors	7,076	27.0%	7,617	26.6%	7,341	25.7%	7,531	25.5%	7,758	27.5%	3.0%	↑
Liberal Arts Majors	2,560	9.8%	3,112	10.9%	3,101	10.9%	3,553	12.0%	3,422	12.1%	-3.7%	↓
Science & Technology Majors	12,974	49.5%	14,306	50.0%	14,941	52.4%	15,320	51.9%	14,255	50.5%	-7.0%	↓
Undecided	1,853	7.1%	1,995	7.0%	1,617	5.7%	1,924	6.5%	1,758	6.2%	-8.6%	↓

	Fall 2009		Fall 2010		Fall 2011		Fall 2012		Fall 2013		% Change 12-13	
	<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>		
Science & Tech. Lower SCH	21,358		24,065		24,116		24,530		23,121		-5.7%	↓
SCH by Majors:												
Education Majors	1,219	5.7%	1,243	5.2%	1,158	4.8%	793	3.2%	776	3.4%	-2.1%	↓
Health Professions Majors	6,930	32.4%	7,441	30.9%	7,152	29.7%	7,229	29.5%	7,374	31.9%	2.0%	↑
Liberal Arts Majors	2,082	9.7%	2,700	11.2%	2,767	11.5%	3,251	13.3%	3,039	13.1%	-6.5%	↓
Science & Technology Majors	9,340	43.7%	10,716	44.5%	11,450	47.5%	11,381	46.4%	10,201	44.1%	-10.4%	↓
Undecided	1,787	8.4%	1,965	8.2%	1,589	6.6%	1,876	7.6%	1,731	7.5%	-7.7%	↓

	Fall 2009		Fall 2010		Fall 2011		Fall 2012		Fall 2013		% Change 12-13	
	<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>		
Science & Tech. Upper SCH	4,968		4,665		4,464		4,956		5,127		3.5%	↑
SCH by Majors:												
Education Majors	620	12.5%	438	9.4%	418	9.4%	372	7.5%	279	5.4%	-25.0%	↓
Health Professions Majors	163	3.3%	195	4.2%	189	4.2%	306	6.2%	384	7.5%	25.5%	↑
Liberal Arts Majors	482	9.7%	412	8.8%	334	7.5%	306	6.2%	383	7.5%	25.2%	↑
Science & Technology Majors	3,634	73.1%	3,590	77.0%	3,491	78.2%	3,924	79.2%	4,054	79.1%	3.3%	↑
Undecided	69	1.4%	30	0.6%	32	0.7%	48	1.0%	27	0.5%	-43.8%	↓

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 2012)

	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012	% Change 11-12	
<i>Gender</i>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>		
Female	132	132	144	148	142	-4.1%	↓
Male	107	107	110	110	110	0.0%	█
<i>Race/Ethnicity</i>							
Non-Resident Alien	7	7	8	8	7	-12.5%	↓
Hispanic/Latino	3	3	3	4	5	25.0%	↑
American Indian/Alaskan Nat.	0	0	0	0	0	n/a	
Asian/Pacific Islander	5	5	7	5	5	0.0%	█
Black/African American	15	15	20	20	19	-5.0%	↓
White	204	204	207	214	211	-1.4%	↓
Unknown	5	5	9	7	5	-28.6%	↓
<i>Contract Length</i>							
10 Month Contract	224	224	232	243	239	-1.6%	↓
12 Month Contract	15	15	22	15	12	-20.0%	↓

12. FTE Students to FTE Faculty

	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>		
Students Per Faculty	20:01	21:01	19:01	19:01	19:01	0.0%	█

13. Student Credit Hours by Faculty Type

	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>		
Regular Tenure/Tenure Eligible	38,639	39,637	40,826	41,971	44,021	4.9%	↑
Regular Other	12,086	14,491	7,555	11,111	12,534	12.8%	↑
Supplemental	17,815	15,227	27,067	29,777	34,632	10.0%	↑

Note: Numbers highlighted in blue are the highest values across all years listed.
Armstrong Atlantic State University

14. Mean Class Size

	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013	% Change 12-13
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	
Overall	17.3	17.7	18.7	20.3	19.5	-4.0% ↓
Lower Level	23.4	23.9	24.7	26.6	24.0	-9.8% ↓
Upper Level	13.5	13.4	13.5	14.8	15.8	6.7% ↑
Graduate	9.2	9.5	7.8	10.0	9.9	-0.9% ↓

15. Study Abroad Participation

	FY09	FY10	FY11	FY12	FY13	% Change 12-13
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	
Students that Studied Abroad	126	141	220	143	135	-5.6% ↓

16. Honors Student Participation

	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013	% Change 12-13
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	
Number of FTFTF Honors Students	121	114	136	102	110	7.8% ↑

17. Percent of Programs Accredited

	FY09	FY10	FY11	FY12	FY13	% Change 12-13
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
% Programs Accredited	19.67%	19.67%	19.67%	19.67%	19.67%	0.0% ■

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

	FY09	FY10	FY11	FY12	FY13	% Change 12-13	
Collection Data	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>		
Volumes Added	2,725	1,436	1,650	1,799	1,629	-9.4%	↓
Volumes Held	231,500	212,822	214,900	214,517	214,683	0.1%	↑
Microforms	698,568	535,080	535,080	535,080	535,080	0.0%	█
Periodicals	925	591*	496*	496*	496*	0.0%	█
Circulation Information	29,998	29,061	28,995	27,174	23,012	-15.3%	↓
Interlibrary Loans							
Borrowed	4,643	4,265	3,814	3,444	4,203	22.0%	↑
Loaned	6,545	6,276	5,654	5,858	5,988	2.2%	↑
Reference Questions	10,495	9,180	9,926	8,996	9,888	9.9%	↑
Audio-Visual Circulation	4,315	3,280	3,646	3,010	2,761	-8.3%	↓
Bibliographic Instruction							
Number of Classes	161	169	173	202	383	89.6%	↑
Students Participating	3,199	3,382	3,852	2,516	4,991	98.4%	↑
Staff Data							
Professional Staff	10	10	10	10	10	0.0%	█
Support Staff	8	8	8	8	8	0.0%	█
Collection Expenditures	\$482,083**	\$385,687***	\$440,311****	\$429,784	\$420,591	-2.1%	↓
Patron Visit Count	269,703	290,523	315,119	328,065	295,711	-9.9%	↓

*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

	FY09	FY10	FY11	FY12	FY13	% Change 12-13	
Sessions	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>		
GALILEO	40,677	44,657	41,212	42,458	52,837	24.4%	↑
WilsonWeb	10,800	9,615	5,013	5,230	n/a	n/a	
Searches							
GALILEO*	627,981	603,313	650,285	905,153	3,648,586	303.1%	↑
JSTOR	36,670	38,049	51,660	47,440	41,919	-11.6%	↓
WilsonWeb	19,190	19,431	11,058	12,169	n/a	n/a	
Oxford UP Journals	405	334	265	187	354	89.3%	↑
Articles							
GALILEO**	158,287	188,027	162,713	349,811	242,337	-30.7%	↓
JSTOR	32,881	31,443	44,158	41,736	39,942	-4.3%	↓
WilsonWeb	19,013	13,735	6,780	7,186	n/a	n/a	
Science Direct	15,524	21,769	10,444	12,816	14,291	11.5%	↑
Oxford UP Journals	1,351	1,246	1,569	2,116	1,991	-5.9%	↓
Ovid Journals	966	1,462	1,347	1,357	1,452	7.0%	↑

20. Distance Learning

	FY09	FY10	FY11	FY12	FY13	% Change 12-13	
	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>		
Course Sections	252	282	318	381	462	21.3%	↑
Students Taught (Duplicated)	4,353	4,631	5,109	5,646	6,534	15.7%	↑
SCH Production	11,454	12,647	13,831	15,527	17,886	15.2%	↑

*GALILEO Discovery begins FY13, greatly increases GALILEO results by searching multiple databases

**estimate for 2012

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

	FY09	FY10	FY11	FY12	FY13	% Change 12-13	
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>		
SCH Production	181,486	190,773	194,867	184,785	188,539	2.0%	↑
Fiscal Year FTE	7,562	7,949	7,833	7,617	7,328	-3.8%	↓
Total State Appropriations	\$31,437,611	\$25,004,411	\$27,780,208	\$26,051,486	\$26,669,365	2.4%	↑
State Appropriations Per FTE Student	\$4,157	\$3,146	\$3,547	\$3,420	\$3,639	6.4%	↑
Total Expenditures	\$77,319,499	\$82,326,049	\$87,789,957	\$89,527,648	\$90,108,583	0.6%	↑
Expenditures/FTE Student	\$10,225	\$10,357	\$11,208	\$11,754	\$12,296	4.6%	↑
Revenue	\$82,233,939	\$89,310,369	\$95,248,454	\$102,113,080	\$100,230,169	-1.8%	↓

22. Endowment

	FY09	FY10	FY11	FY12	FY13	% Change 12-13	
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>		
Total Market Value of Endowment	\$6,516,183	\$7,120,630	\$7,738,904	\$8,972,008	\$8,745,550	-2.5%	↓

23. Undergraduate Student Financial Aid

	FY10	FY11	FY12	FY13	% Change 12-13	
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>		
Scholarships/Grants						
Need-Based	\$7,123,173	\$12,080,508	\$13,458,058	\$12,547,491	-6.8%	↓
Non-Need-Based	\$7,394,432	\$8,949,965	\$6,603,014	\$6,928,921	-22.6%	↓
Self Help (Student Loans, Federal Work Study, Non-Federal Work Study)						
Need-Based	\$14,100,601	\$16,744,310	\$19,052,528	\$14,941,834	-10.8%	↓
Non-Need-Based	\$11,299,191	\$13,996,389	\$18,253,622	\$22,156,640	58.3%	↑
Parent Loans	\$663,305	\$1,944,235	\$3,395,481	\$2,648,702	36.2%	↑
Tuition Waivers	\$556,159	\$2,269,861	\$5,137,096	\$2,548,302	12.3%	↑
Athletic Awards	\$732,865	\$1,053,157	\$1,167,525	\$1,217,721	15.6%	↑

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 \$214 million for Fiscal Year 2012.

25. Armstrong Webpage Visits



24a. Unique Pageviews of Armstrong Homepage

	FY09*	FY10**	FY11	FY12	FY13	% Change 12-13
	<u>n</u>	<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	2,700,259	-4.1% 
Off-Campus Only	2,060,752	1,915,614	2,066,573	1,830,963	1,746,498	-4.6% 

24b. Unique Pageviews of Mobile Homepage

	FY09*	FY10**	FY11	FY12	FY13	% Change 12-13
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	
On- and Off-Campus Usage	---	---	---	166,735	226,437	35.8% 
Off-Campus Only	---	---	---	151,404	220,384	45.6% 

24c. Visits to Entire Armstrong Website

	FY09*	FY10**	FY11	FY12	FY13	% Change 12-13
	<u>n</u>	<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	6,580,082	3.2% 
Off-Campus Only	2,133,877	2,422,947	4,052,390	4,489,013	4,684,461	4.4% 

* 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)

26. Treasure Savannah (Day of Service) Participation

	Fall 2011	Spring 2012	Fall 2012	Spring 2013	Fall 2013	% Change 12-13
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	
Students	322	278	519	325	377	-27.4% ↓
Faculty/Staff	41	26	54	23	31	-42.6% ↓
Alumni	6	1	2	2	2	0.0% █
Other	0	0	0	1	7	n/a
Total	369	305	575	351	417	-27.5% ↓

27. Alumni Information

	FY10		FY11		FY12		FY13		Percent Change 12-13
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	
Undergraduate Alumni of Record	21,925		22,627		25,090		19,216		-23.4% ↓
Undergraduate Alumni Solicited	20,121	91.8%	22,108	97.7%	11,603	46.2%	8,612	44.8%	-3.1% ↓
Undergraduate Alumni Donors	611	2.8%	472	2.1%	760	3.0%	1248	6.5%	114.4% ↑

Note: Numbers highlighted in blue are the highest values across all years listed.
Armstrong Atlantic State University