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Armstrong

Strategic Indicators
FY 2014 and Fall 2014

Armstrong State University
Office of Institutional Research
April 2015

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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 2010		Fall 2011		Fall 2012		Fall 2013		Fall 2014		% Change 13-14
	<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	6,918	90.1%	6,813	90.9%	6,731	90.9%	6,377	89.8%	6,346	89.5%	-0.5% ↓
Graduate	764	10.0%	680	9.1%	708	9.1%	724	10.2%	748	10.5%	3.3% ↑
Female	5,051	65.8%	4,912	65.6%	4,907	65.6%	4,809	67.7%	4,807	67.8%	0.0% ↓
Male	2,631	34.3%	2,581	34.5%	2,532	34.5%	2,292	32.3%	2,287	32.2%	-0.2% ↓
Full-Time	5,251	68.4%	5,101	68.1%	5,105	65.6%	5,002	70.4%	5,029	70.9%	0.5% ↑
Part-Time	2,431	31.7%	2,392	31.9%	2,334	34.5%	2,099	29.6%	2,065	29.1%	-1.6% ↓
First-time Full-time Freshman	1,088	14.2%	1,067	14.2%	968	14.2%	864	12.2%	712	10.0%	-17.6% ↓
Hispanic Enrollment	401	5.2%	435	5.8%	472	5.8%	476	6.7%	485	6.7%	1.9% ↑
Total Enrollment	7,682		7,493		7,439		7,101		7,094		-0.1% ↓

2. Full Time Equivalent Enrollment

	Fall 2010		Fall 2011		Fall 2012		Fall 2013		Fall 2014		% Change 13-14
	<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	6,711		6,535		6,512		6,255		6,259		0.1% ↑

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

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

	Fall 2010	Fall 2011	Fall 2012	Fall 2013	Fall 2014	% Change 13-14
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	
SAT Verbal	514	513	513	514	519	1.0% ↑
SAT Math	504	510	501	502	494	-1.6% ↓
SAT Combined	1018	1023	1014	1016	1012	-0.4% ↓

4. Students in Housing

	Fall 2010		Fall 2011		Fall 2012		Fall 2013		Fall 2014		% Change 13-14
	<u>n</u>	%	<u>n</u>	%	<u>n</u>	%	<u>n</u>	%	<u>n</u>	%	
FTFTF	588	7.7%	577	7.7%	559	7.5%	452	6.4%	366	5.2%	-19.0% ↓
Undergraduate	1218	15.9%	1,366	18.2%	1,330	17.9%	1,190	16.8%	1,190	16.8%	0.0% →
Graduate	19	0.3%	23	0.3%	19	0.3%	14	0.2%	19	0.3%	35.7% ↑
Total	1237	16.2%	1,389	18.5%	1,349	18.1%	1,204	17.0%	1,209	17.0%	0.4% ↑

5. Learning Support Enrollment

	Fall 2010		Fall 2011		Fall 2012		Fall 2013		Fall 2014		% Change 13-14
	<u>n</u>	%	<u>n</u>	%	<u>n</u>	%	<u>n</u>	%	<u>n</u>	%	
Learning Support Unduplicated	279	3.6%	217	2.9%	153	2.1%	157	2.2%	185	2.6%	17.8% ↑

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

6a. One Year Retention Rates

FTFTF Cohort	2009	2010	2011	2012	2013	% Change 10-11
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
1-Year	69.89%	65.35%	68.60%	67.36%	70.02%	3.9% ↑

6b. Two Year Retention Rates

FTFTF Cohort	2008	2009	2010	2011	2012	% Change 09-10
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
2-Year	51.11%	51.82%	46.69%	46.58%	52.58%	12.9% ↑

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	2006	2007	2008	2009	2010	% Change
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	09-10
4-Year	8.73%	10.23%	10.77%	10.07%	12.78%	26.9% ↑

7b. Five Year Graduation Rates

FTFTF Cohort	2005	2006	2007	2008	2009	% Change
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	08-09
5 Year	23.60%	22.44%	26.03%	22.90%	25.86%	12.9% ↑

7c. Six Year Graduation Rates

FTFTF Cohort	2004	2005	2006	2007	2008	% Change
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	07-08
6-Year	28.15%	31.71%	31.02%	33.60%	30.32%	-9.8% ↓

7d. Seven Year Graduation Rates

FTFTF Cohort	2003	2004	2005	2006	2007	% Change
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	06-07
7 Year	33.63%	30.48%	34.51%	33.10%	36.39%	9.9% ↑

7e. Eight Year Graduation Rates

FTFTF Cohort	2002	2003	2004	2005	2006	% Change
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	05-06
8 Year	33.69%	35.60%	32.43%	36.43%	34.35%	-5.7% ↓

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

8. Application Data

8a. Freshmen Application Data

	Fall 2010		Fall 2011		Fall 2012		Fall 2013		Fall 2014		% Change 13-14
	<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	3,735		3,773		3,916		3,542		3,394		-4.2% ↓
Freshmen Accepted	2,100	56.2%	2,133	56.5%	1,924	49.1%	1,686	47.6%	1,600	47.1%	-5.1% ↓
Freshmen Enrolled	1,161	31.1%	1,105	29.3%	996	25.4%	906	25.6%	816	24.0%	-9.9% ↓
Freshmen Denied	530	14.2%	754	20.0%	817	20.9%	825	23.3%	818	24.1%	-0.8% ↓

8b. Transfer Application Data

	Fall 2010		Fall 2011		Fall 2012		Fall 2013		Fall 2014		% Change 13-14
	<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	1,767		1,719		1,698		1,540		1,869		21.4% ↑
Transfer Accepted	1,039	58.8%	1,156	67.3%	1,032	60.8%	912	59.2%	1,036	55.4%	13.6% ↑
Transfer Enrolled	562	31.8%	627	36.5%	600	35.3%	511	33.2%	656	35.1%	28.4% ↑
Transfer Denied	104	5.9%	96	5.6%	126	7.4%	111	7.2%	146	7.8%	31.5% ↑

8c. Graduate Application Data

	Fall 2010		Fall 2011		Fall 2012		Fall 2013		Fall 2014		% Change 13-14
	<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	302		369		484		485		549		13.2% ↑
Graduate Accepted	165	54.6%	226	61.3%	223	46.1%	249	51.3%	211	38.4%	-15.3% ↓
Graduate Enrolled	123	40.7%	177	48.0%	192	39.7%	216	44.5%	177	32.2%	-18.1% ↓
Graduate Denied	25	8.3%	31	8.4%	16	3.3%	12	2.5%	30	5.5%	150.0% ↑

8d. Overall Application Data

	Fall 2010		Fall 2011		Fall 2012		Fall 2013		Fall 2014		% Change 13-14
	<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	6,821		6,751		6,880		6,383		6,725		5.4% ↑
Total Accepted	4,103	60.2%	4,261	63.1%	3,805	55.3%	3,498	54.8%	3,498	52.0%	0.0% →
Total Enrolled	2,340	34.3%	2,305	34.1%	2,172	31.6%	2,014	31.6%	2,040	30.3%	1.3% ↑
Total Denied	684	9.7%	893	10.0%	971	14.1%	964	15.1%	1046	15.6%	8.5% ↑

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

9. DFW Rates

	FY10	FY11	FY12	FY13	FY14	% Change 13-14
	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	
Total	16.5%	17.1%	16.0%	15.6%	17.1%	9.4% ↑
Mean Per Course	11.7%	13.4%	12.2%	11.9%	14.6%	22.5% ↑
Education Total	6.7%	6.6%	7.1%	8.3%	7.4%	-10.9% ↓
Education Mean Per Course	5.1%	6.1%	6.8%	8.1%	6.6%	-18.5% ↓
Health Professions Total	5.0%	5.2%	4.7%	4.8%	4.3%	-9.7% ↓
Health Prof. Mean Per Course	4.7%	4.7%	3.7%	3.8%	3.8%	0.0% →
Liberal Arts Total	17.3%	17.4%	16.8%	14.8%	9.6%	-35.2% ↓
Liberal Arts Mean Per Course	11.7%	13.3%	12.3%	11.6%	11.5%	-0.9% ↓
Science/Technology Total	25.7%	26.8%	24.7%	25.1%	23.8%	-5.2% ↓
Science/Tech. Mean Per Crse	21.8%	23.5%	21.3%	20.5%	19.8%	-3.4% ↓
Lower Level Total	20.8%	21.8%	20.4%	20.5%	19.5%	-4.7% ↓
Lower Level Mean Per Crse	16.7%	19.3%	18.0%	18.7%	18.2%	-2.7% ↓
Upper Level Total	9.1%	9.2%	8.2%	8.0%	7.4%	-7.8% ↓
Upper Level Mean Per Crse	7.9%	7.6%	7.0%	6.3%	5.9%	-6.3% ↓
Graduate Level Total	5.6%	3.6%	3.4%	3.1%	3.6%	14.9% ↑
Grad. Level Mean Per Crse	5.0%	5.8%	4.1%	2.5%	3.2%	28.0% ↑

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 2010		Fall 2011		Fall 2012		Fall 2013		Fall 2014		% Change 13-14
	<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	6,559		5,881		5,001		4,739		4,846		2.3% ↑
SCH by Majors:											
Education Majors	4,026	61.4%	3,081	52.4%	2,681	53.6%	2,590	54.7%	2,525	52.1%	-2.5% ↓
Health Professions Majors	821	12.5%	847	14.4%	775	15.5%	748	15.8%	773	16.0%	3.3% ↑
Liberal Arts Majors	710	10.8%	970	16.5%	708	14.2%	643	13.6%	683	14.1%	6.2% ↑
Science & Technology Majors	654	10.0%	745	12.7%	660	13.2%	593	12.5%	706	14.6%	19.1% ↑
Undecided	348	5.3%	238	4.0%	177	3.5%	165	3.5%	159	3.3%	-3.6% ↓

	Fall 2010		Fall 2011		Fall 2012		Fall 2013		Fall 2014		% Change 13-14
	<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	3,293		3,369		2,832		2,569		2,678		4.2% ↑
SCH by Majors:											
Education Majors	932	28.3%	891	26.4%	677	23.9%	609	23.7%	596	22.3%	-2.1% ↓
Health Professions Majors	801	24.3%	814	24.2%	739	26.1%	714	27.8%	739	27.6%	3.5% ↑
Liberal Arts Majors	602	18.3%	740	22.0%	631	22.3%	526	20.5%	546	20.4%	3.8% ↑
Science & Technology Majors	624	18.9%	696	20.7%	635	22.4%	561	21.8%	644	24.0%	14.8% ↑
Undecided	334	10.1%	228	6.8%	150	5.3%	159	6.2%	153	5.7%	-3.8% ↓

	Fall 2010		Fall 2011		Fall 2012		Fall 2013		Fall 2014		% Change 13-14
	<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	3,305		2,520		2,172		2,170		2,168		-0.1% ↓
SCH by Majors:											
Education Majors	3,120	94.4%	2,196	87.1%	2,004	92.3%	1,981	91.3%	1,929	89.0%	-2.6% ↓
Health Professions Majors	32	1.0%	35	1.4%	36	1.7%	34	1.6%	34	1.6%	0.0% ↑
Liberal Arts Majors	109	3.3%	230	9.1%	80	3.7%	117	5.4%	137	6.3%	17.1% ↑
Science & Technology Majors	30	0.9%	49	1.9%	25	1.2%	32	1.5%	62	2.9%	93.8% ↑
Undecided	14	0.4%	10	0.4%	27	1.2%	6	0.3%	6	0.3%	0.0% ↑

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

10b. College of Health Professions

	Fall 2010		Fall 2011		Fall 2012		Fall 2013		Fall 2014		% Change 13-14
	<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	10,560		10,906		12,792		13,336		14,478		8.6% ↑
SCH by Majors:											
Education Majors	24	0.2%	24	0.2%	6	0.0%	15	0.1%	15	0.1%	0.0% ↑
Health Professions Majors	10,284	97.4%	10,471	96.0%	12,121	94.8%	12,798	96.0%	13,986	96.6%	9.3% ↑
Liberal Arts Majors	165	1.6%	177	1.6%	383	3.0%	254	1.9%	245	1.7%	-3.5% ↓
Science & Technology Majors	63	0.6%	157	1.4%	191	1.5%	232	1.7%	169	1.2%	-27.2% ↓
Undecided	24	0.2%	77	0.7%	91	0.7%	37	0.3%	63	0.4%	70.3% ↑

	Fall 2010		Fall 2011		Fall 2012		Fall 2013		Fall 2014		% Change 13-14
	<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	1,348		1,717		2,112		2,142		2,283		6.6% ↑
SCH by Majors:											
Education Majors	21	1.6%	27	1.6%	0	0.0%	12	0.6%	12	0.5%	n/a ↑
Health Professions Majors	1,212	89.9%	1,417	82.5%	1,784	84.5%	1,862	86.9%	2,010	88.0%	7.9% ↑
Liberal Arts Majors	57	4.2%	90	5.2%	155	7.3%	68	3.2%	98	4.3%	44.1% ↑
Science & Technology Majors	39	2.9%	139	8.1%	109	5.2%	166	7.7%	103	4.5%	-38.0% ↓
Undecided	19	1.4%	44	2.6%	64	3.0%	34	1.6%	60	2.6%	76.5% ↑

	Fall 2010		Fall 2011		Fall 2012		Fall 2013		Fall 2014		% Change 13-14
	<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	9,201		9,204		10,683		11,194		12,195		8.9% ↑
SCH by Majors:											
Education Majors	3	0.0%	0	0.0%	6	0.1%	3	0.0%	3	0.0%	0.0% ↑
Health Professions Majors	9,061	98.5%	9,066	98.5%	10,340	96.8%	10,936	97.7%	11,976	98.2%	9.5% ↑
Liberal Arts Majors	108	1.2%	87	0.9%	228	2.1%	186	1.7%	147	1.2%	-21.0% ↓
Science & Technology Majors	24	0.3%	18	0.2%	82	0.8%	66	0.6%	66	0.5%	0.0% ↑
Undecided	5	0.1%	33	0.4%	27	0.3%	3	0.0%	3	0.0%	0.0% ↑

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

10c. College of Liberal Arts

	Fall 2010		Fall 2011		Fall 2012		Fall 2013		Fall 2014		% Change 13-14
	<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	36,530		35,581		33,470		31,883		31,166		-2.2% ↓
SCH by Majors:											
Education Majors	1,873	5.1%	1,685	4.7%	1,399	4.2%	1,232	3.9%	1,366	4.4%	10.9% ↑
Health Professions Majors	7,379	20.2%	7,265	20.4%	6,769	20.2%	6,758	21.2%	6,945	22.3%	2.8% ↑
Liberal Arts Majors	16,165	44.3%	14,929	42.0%	14,558	43.5%	14,155	44.4%	13,994	44.9%	-1.1% ↓
Science & Technology Majors	7,612	20.8%	8,685	24.4%	7,553	22.6%	6,914	21.7%	6,220	20.0%	-10.0% ↓
Undecided	3,501	9.6%	3,017	8.5%	3,191	9.5%	2,824	8.9%	2,641	8.5%	-6.5% ↓

	Fall 2010		Fall 2011		Fall 2012		Fall 2013		Fall 2014		% Change 13-14
	<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	30,527		29,173		26,618		24,847		24,133		-2.9% ↓
SCH by Majors:											
Education Majors	1,716	5.6%	1,503	5.2%	1,208	4.5%	1,062	4.3%	1,049	4.3%	-1.2% ↓
Health Professions Majors	7,301	23.9%	7,137	24.5%	6,648	25.0%	6,598	26.6%	6,783	28.1%	2.8% ↑
Liberal Arts Majors	10,855	35.6%	9,452	32.4%	8,643	32.5%	8,105	32.6%	8,108	33.6%	0.0% ↑
Science & Technology Majors	7,248	23.7%	8,194	28.1%	7,056	26.5%	6,403	25.8%	5,718	23.7%	-10.7% ↓
Undecided	3,407	11.2%	2,887	9.9%	3,063	11.5%	2,679	10.8%	2,475	10.3%	-7.6% ↓

	Fall 2010		Fall 2011		Fall 2012		Fall 2013		Fall 2014		% Change 13-14
	<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	6,135		6,445		6,896		7,036		7,033		0.0% ↓
SCH by Majors:											
Education Majors	277	4.5%	219	3.4%	229	3.3%	170	2.4%	317	4.5%	86.5% ↑
Health Professions Majors	84	1.4%	125	1.9%	121	1.8%	160	2.3%	162	2.3%	1.3% ↑
Liberal Arts Majors	5,313	86.6%	5,480	85.0%	5,921	85.9%	6,050	86.0%	5,886	83.7%	-2.7% ↓
Science & Technology Majors	364	5.9%	491	7.6%	497	7.2%	511	7.3%	502	7.1%	-1.8% ↓
Undecided	97	1.6%	130	2.0%	128	1.9%	145	2.1%	166	2.4%	14.5% ↑

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

10d. College of Science & Technology

	Fall 2010		Fall 2011		Fall 2012		Fall 2013		Fall 2014		% Change 13-14
	<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	28,628		28,520		29,490		28,248		27,578		-2.4% ↓
SCH by Majors:											
Education Majors	1,598	5.6%	1,520	5.3%	1,162	3.9%	1,055	3.7%	1,123	4.1%	6.4% ↑
Health Professions Majors	7,617	26.6%	7,341	25.7%	7,531	25.5%	7,758	27.5%	7,679	27.8%	-1.0% ↓
Liberal Arts Majors	3,112	10.9%	3,101	10.9%	3,553	12.0%	3,422	12.1%	3,046	11.0%	-11.0% ↓
Science & Technology Majors	14,306	50.0%	14,941	52.4%	15,320	51.9%	14,255	50.5%	13,994	50.7%	-1.8% ↓
Undecided	1,995	7.0%	1,617	5.7%	1,924	6.5%	1,758	6.2%	1,736	6.3%	-1.3% ↓

	Fall 2010		Fall 2011		Fall 2012		Fall 2013		Fall 2014		% Change 13-14
	<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	24,065		24,116		24,530		23,121		22,262		-3.7% ↓
SCH by Majors:											
Education Majors	1,243	5.2%	1,158	4.8%	793	3.2%	776	3.4%	805	3.6%	3.7% ↑
Health Professions Majors	7,441	30.9%	7,152	29.7%	7,229	29.5%	7,374	31.9%	7,322	32.9%	-0.7% ↓
Liberal Arts Majors	2,700	11.2%	2,767	11.5%	3,251	13.3%	3,039	13.1%	2,669	12.0%	-12.2% ↓
Science & Technology Majors	10,716	44.5%	11,450	47.5%	11,381	46.4%	10,201	44.1%	9,767	43.9%	-4.3% ↓
Undecided	1,965	8.2%	1,589	6.6%	1,876	7.6%	1,731	7.5%	1,699	7.6%	-1.8% ↓

	Fall 2010		Fall 2011		Fall 2012		Fall 2013		Fall 2014		% Change 13-14
	<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	4,665		4,464		4,956		5,127		5,283		3.0% ↑
SCH by Majors:											
Education Majors	438	9.4%	418	9.4%	372	7.5%	279	5.4%	318	6.0%	14.0% ↑
Health Professions Majors	195	4.2%	189	4.2%	306	6.2%	384	7.5%	357	6.8%	-7.0% ↓
Liberal Arts Majors	412	8.8%	334	7.5%	306	6.2%	383	7.5%	377	7.1%	-1.6% ↓
Science & Technology Majors	3,590	77.0%	3,491	78.2%	3,924	79.2%	4,054	79.1%	4,227	80.0%	4.3% ↑
Undecided	30	0.6%	32	0.7%	48	1.0%	27	0.5%	4	0.1%	-85.2% ↓

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 2013)

	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013	% Change 12-13
<i>Gender</i>						
Female	132	144	148	142	154	8.5% ↑
Male	107	110	110	110	109	-0.9% ↓
<i>Race/Ethnicity</i>						
Non-Resident Alien	7	8	8	7	9	28.6% ↑
Hispanic/Latino	3	3	4	5	5	0.0% →
American Indian/Alaskan Nat.	0	0	0	0	0	n/a
Asian/Pacific Islander	5	7	5	5	5	0.0% →
Black/African American	15	20	20	19	23	21.1% ↑
White	204	207	214	211	215	1.9% ↑
Unknown	5	9	7	5	6	20.0% ↑
<i>Contract Length</i>						
10 Month Contract	224	232	243	239	254	6.3% ↑
12 Month Contract	15	22	15	12	21	75.0% ↑

12. FTE Students to FTE Faculty

	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013	% Change 12-13
Students Per Faculty	21:01	19:01	19:01	19:01	19:01	0.0% →

13. Student Credit Hours by Faculty Type

	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013	% Change 12-13
Regular Tenure/Tenure Eligible	39,637	40,826	41,971	44,021	44,801	1.8% ↑
Regular Other	14,491	7,555	11,111	12,534	11,309	-9.8% ↓
Supplemental	15,227	27,067	29,777	34,632	29,941	16.3% ↓

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

14. Mean Class Size

	Fall 2010	Fall 2011	Fall 2012	Fall 2013	Fall 2014	% Change 13-14
Overall	<u>17.7</u>	<u>18.7</u>	20.3	19.5	19.5	0.1% ↑
Lower Level	23.9	24.7	26.58	24.0	24.4	1.8% ↑
Upper Level	13.4	13.5	14.82	15.8	15.2	-3.7% ↓
Graduate	9.5	7.8	10.01	9.9	11.4	14.7% ↑

15. Study Abroad Participation

	FY10	FY11	FY12	FY13	FY14	% Change 13-14
Students that Studied Abroad	<u>141</u>	220	143	135	143	5.9% ↑

16. Honors Student Participation

	Fall 2010	Fall 2011	Fall 2012	Fall 2013	Fall 2014	% Change 13-14
Number of FTFTF Honors Students	<u>114</u>	136	102	110	89	-19.1% ↓

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.

17. Lane Library Data

	FY10	FY11	FY12	FY13	FY14	% Change 13-14	
Collection Data	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>		
Volumes Added	1,436	1,650	1,799	1,629	1,926	18.2%	↑
Volumes Held	212,822	214,900	214,517	214,683	216,484	0.8%	↑
Microforms	535,080	535,080	535,080	535,080	535,080	0.0%	→
Periodicals*	591	496	496	496	496	0.0%	→
Circulation Information	29,061	28,995	27,174	23,012	18,756	-18.5%	↓
Interlibrary Loans							
Borrowed	4,265	3,814	3,444	4,203	3,431	-18.4%	↓
Loaned	6,276	5,654	5,858	5,988	5,573	-6.9%	↓
Reference Questions	9,180	9,926	8,996	9,888	7,426	-24.9%	↓
Audio-Visual Circulation	3,280	3,646	3,010	2,761	1,529	-44.6%	↓
Bibliographic Instruction							
Number of Classes	169	173	202	383	194	-49.3%	↓
Students Participating	3,382	3,852	2,516	4,991	3,412	-31.6%	↓
Staff Data							
Professional Staff	10	10	10	10	10	0.0%	→
Support Staff	8	8	8	8	9	6.3%	↑
Collection Expenditures	\$385,687**	\$440,311***	429,784	420,591	469,012	11.5%	↑
Patron Visit Count****	290,523	315,119	328,065	295,711	314,512	6.4%	↑

*Does not include online only periodicals

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

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

****Includes figures from Learning Commons beginning Jan. 13, 2014

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

18. Online Library Resources

	FY10	FY11	FY12	FY13	FY14	% Change 13-14	
Sessions	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>		
GALILEO	44,657	41,212	42,458	52,837	58,423	10.6%	↑
WilsonWeb	9,615	5,013	5,230	n/a	n/a	n/a	

Searches

GALILEO*	603,313	650,285	905,153	3,648,586	6,906,131	89.3%	↑
JSTOR	38,049	51,660	47,440	41,919	27,449	-34.5%	↓
WilsonWeb	19,431	11,058	12,169	n/a	n/a	n/a	
Oxford UP Journals	334	265	187	354	n/a	n/a	

Articles

GALILEO**	188,027	162,713	349,811	242,337	187,035	-22.8%	↓
JSTOR	31,443	44,158	41,736	39,942	35,023	-12.3%	↓
WilsonWeb	13,735	6,780	7,186	n/a	n/a	n/a	
Science Direct	21,769	10,444	12,816	14,291	17,413	21.8%	↑
Oxford UP Journals***	1,246	1,569	2,116	1,991	2,119	6.4%	↑
Ovid Journals	1,462	1,347	1,357	1,452	995	-31.5%	↓

19. Distance Learning

	FY10	FY11	FY12	FY13	FY14	% Change 13-14	
Course Sections	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>		
Course Sections	282	318	381	462	546	18.2%	↑
Students Taught (Duplicated)	4,631	5,109	5,646	6,534	6,927	6.0%	↑
SCH Production	12,647	13,831	15,527	17,886	18,917	5.8%	↑

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

**estimate for 2012

***OUP stopped tracking searches in FY 2014

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.

20. Financials

	FY10	FY11	FY12	FY13	FY14	% Change 13-14	
	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>		
SCH Production	190,773	194,867	184,785	188,539	183,193	-2.8%	↓
Fiscal Year FTE	7,949	7,833	7,617	7,328	7,612	3.9%	↑
Total State Appropriations	\$25,004,411	\$27,780,208	\$26,051,486	\$26,669,365	\$28,838,670	8.1%	↑
State Appropriations Per FTE Student	\$3,146	\$3,547	\$3,420	\$3,639	\$3,789	4.1%	↑
Total Expenditures	\$82,326,049	\$87,789,957	\$89,527,648	\$90,108,583	\$93,969,457	4.3%	↑
Expenditures/FTE Student	\$10,357	\$11,208	\$11,754	\$12,296	\$12,345	0.4%	↑
Revenue	\$89,310,369	\$95,248,454	\$102,113,080	\$100,230,169	\$98,353,762	-1.9%	↓

21. Endowment

	FY10	FY11	FY12	FY13	FY14	% Change 13-14	
	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>		
Total Market Value of Endowment	\$7,120,630	\$7,738,904	\$8,972,008	\$8,745,550	\$9,849,667	12.6%	↑

22. Undergraduate Student Financial Aid

	FY11	FY12	FY13	FY14	% Change 13-14	
	<u> </u>	<u> </u>	<u> </u>	<u> </u>		
Scholarships/Grants						
Need-Based	\$12,080,508	\$13,458,058	\$12,547,491	\$17,815,482	42.0%	↑
Non-Need-Based	\$8,949,965	\$6,603,014	\$6,928,921	\$658,034	-90.5%	↓
Self Help (Student Loans, Federal Work Study, Non-Federal Work Study)						
Need-Based	\$16,744,310	\$19,052,528	\$14,941,834	\$13,682,503	-8.4%	↓
Non-Need-Based	\$13,996,389	\$18,253,622	\$22,156,640	\$21,802,916	-1.6%	↓

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.

23. Economic Impact

Armstrong had an economic impact on the Savannah area of \$214 million for Fiscal Year 2012.

24. Armstrong Webpage Visits

24a. Unique Pageviews of Armstrong Homepage

	FY10**	FY11	FY12	FY13	FY14	% Change 13-14
On- and Off-Campus Usage	<u>3,010,386</u>	<u>3,203,946</u>	2,814,784	2,700,259	2,377,580	-11.9% ↓
Off-Campus Only	1,915,614	2,066,573	1,830,963	1,746,498	1,467,017	-16.0% ↓

24b. Unique Pageviews of Mobile Homepage

	FY10**	FY11	FY12	FY13	FY14	% Change 13-14
On- and Off-Campus Usage	---	---	166,735	226,437	326,379	44.1% ↑
Off-Campus Only	---	---	151,404	220,384	280,437	27.2% ↑

24c. Visits to Entire Armstrong Website

	FY10**	FY11	FY12	FY13	FY14	% Change 13-14
On- and Off-Campus Usage	<u>3,619,254</u>	<u>5,868,447</u>	6,375,049	6,580,082	6,889,681	4.7% ↑
Off-Campus Only	2,422,947	4,052,390	4,489,013	4,684,461	4,923,223	5.1% ↑

** 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.

25. Treasure Savannah (Day of Service) Participation

	Fall 2012	Spring 2013	Fall 2013	Spring 2014	Fall 2014	% Change 13-14
Students	<u>519</u>	325	377	313	321	-14.9% ↓
Faculty/Staff	<u>54</u>	23	31	34	32	3.2% ↑
Alumni	2	2	2	3	<u>4</u>	100.0% ↑
Other	0	1	<u>7</u>	3	3	-57.1% ↓
Total	<u>575</u>	351	417	353	360	-13.7% ↓

26. Alumni Information

	FY10		FY11		FY12		FY13		FY14		Percent Change 13-14
	<u>n</u>	%	<u>n</u>	%	<u>n</u>	%	<u>n</u>	%	<u>n</u>	%	
Undergraduate Alumni of Record	21,925		22,627		<u>25,090</u>		19,216		20,543		6.9% ↑
Undergraduate Alumni Solicited	20,121	91.8%	<u>22,108</u>	97.7%	11,603	46.2%	8,612	44.8%	8,854	43.1%	2.8% ↑
Undergraduate Alumni Donors	611	2.8%	472	2.1%	760	3.0%	<u>1,248</u>	6.5%	879	4.3%	-29.6% ↓

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