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Armstrong

Strategic Indicators
FY 2015 and Fall 2015

Armstrong State University
Office of Institutional Research
August 2016

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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 2011		Fall 2012		Fall 2013		Fall 2014		Fall 2015		% Change 14-15
	<u>n</u>	%	<u>n</u>	%	<u>n</u>	%	<u>n</u>	%	<u>n</u>	%	
Undergraduate	6,813	90.9%	6,731	90.9%	6,377	89.8%	6,346	89.5%	6,331	89.1%	-0.2% ↓
Graduate	680	9.1%	708	9.1%	724	10.2%	748	10.5%	772	10.9%	3.2% ↑
Female	4,912	65.6%	4,907	65.6%	4,809	67.7%	4,807	67.8%	4,786	67.4%	-0.4% ↓
Male	2,581	34.5%	2,532	34.5%	2,292	32.3%	2,287	32.2%	2,317	32.6%	1.3% ↑
Full-Time	5,101	68.1%	5,105	65.6%	5,002	70.4%	5,029	70.9%	4,980	70.1%	-1.0% ↓
Part-Time	2,392	31.9%	2,334	34.5%	2,099	29.6%	2,065	29.1%	2,123	29.9%	2.8% ↑
First-time Full-time Bachelor Seeking Freshman	1,067	14.2%	968	14.2%	864	12.2%	635	9.0%	578	8.1%	-9.0% ↓
Hispanic Enrollment	435	5.8%	472	5.8%	476	6.7%	485	6.7%	517	7.3%	6.6% ↑
Total Enrollment	7,493		7,439		7,101		7,094		7,103		0.1% ↑

2. Full Time Equivalent Enrollment

	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	% Change 14-15
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	
FTE Enrollment	6,535	6,512	6,255	6,259	6,234	-0.4% ↓

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

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

	Fall 2011		Fall 2012		Fall 2013		Fall 2014		Fall 2015		% Change 14-15
	<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>	
SAT Verbal	513		513		514		519		514		-1.0% ↓
SAT Math	510		501		502		494		494		0.0% →
SAT Combined	1023		1014		1016		1012		1007		-0.5% ↓

4. Students in Housing

	Fall 2011		Fall 2012		Fall 2013		Fall 2014		Fall 2015		% Change 14-15
	<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>	
First-time Full-time Bachelor Seeking Freshman	577	7.7%	559	7.5%	452	6.4%	416	5.9%	469	6.6%	12.7% ↑
Undergraduate	1366	18.2%	1330	17.9%	1190	16.8%	1190	16.8%	1252	17.6%	5.2% ↑
Graduate	23	0.3%	19	0.3%	14	0.2%	19	0.3%	16	0.2%	-15.8% ↓
Total	1389	18.5%	1349	18.1%	1204	17.0%	1209	17.0%	1268	17.9%	4.9% ↑

5. Retention Rates for First-Time Full-Time Bachelor Seeking Freshmen

5a. One Year Retention Rates

	2010	2011	2012	2013	2014	% Change 13-14
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
1-Year	65.4%	68.6%	67.4%	70.0%	70.1%	0.1% ↑

5b. Two Year Retention Rates

	2009	2010	2011	2012	2013	% Change 12-13
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
2-Year	51.8%	46.7%	46.6%	52.6%	54.4%	3.5% ↑

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

6. Graduation Rates for First-Time Full-Time Bachelor Seeking Freshmen

6a. Four Year Graduation Rates

FTFTF Cohort	2007	2008	2009	2010	2011	% Change 10-11
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
4-Year	10.2%	10.8%	10.1%	12.8%	12.6%	-1.4% ↓

6b. Five Year Graduation Rates

FTFTF Cohort	2006	2007	2008	2009	2010	% Change 09-10
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
5 Year	22.4%	26.0%	22.9%	25.9%	25.8%	-0.2% ↓

6c. Six Year Graduation Rates

FTFTF Cohort	2005	2006	2007	2008	2009	% Change 08-09
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
6-Year	31.7%	31.0%	33.6%	30.3%	32.6%	7.5% ↑

6d. Seven Year Graduation Rates

FTFTF Cohort	2004	2005	2006	2007	2008	% Change 07-08
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
7 Year	30.5%	34.5%	33.1%	36.4%	33.4%	-8.2% ↓

6e. Eight Year Graduation Rates

FTFTF Cohort	2003	2004	2005	2006	2007	% Change 06-07
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
8 Year	35.6%	32.4%	36.4%	34.4%	37.6%	9.5% ↑

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

7. Application Data

7a. Freshmen Application Data

	Fall 2011		Fall 2012		Fall 2013		Fall 2014		Fall 2015		% Change 14-15
	<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	3,827		3,953		3,593		3,440		4,161		21.0% ↑
Freshmen Accepted	2,158	56.4%	1,944	49.2%	1,717	47.8%	1,622	47.2%	1,744	41.9%	7.5% ↑
Freshmen Enrolled	1,130	52.4%	1,016	52.3%	937	54.6%	816	50.3%	912	52.3%	11.8% ↑
Freshmen Denied	760	19.9%	818	20.7%	892	24.8%	822	23.9%	607	14.6%	-26.2% ↓

7b. Transfer Application Data

	Fall 2011		Fall 2012		Fall 2013		Fall 2014		Fall 2015		% Change 14-15
	<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	1,779		1,762		1,606		1,905		1,733		-9.0% ↓
Transfer Accepted	1,214	68.2%	1,097	62.3%	968	60.3%	1,084	56.9%	962	55.5%	-11.3% ↓
Transfer Enrolled	655	54.0%	638	58.2%	554	57.2%	663	61.2%	602	62.6%	-9.2% ↓
Transfer Denied	106	6.0%	132	7.5%	123	7.7%	163	8.6%	80	4.6%	-50.9% ↓

7c. Graduate Application Data

	Fall 2011		Fall 2012		Fall 2013		Fall 2014		Fall 2015		% Change 14-15
	<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	423		541		510		572		900		57.3% ↑
Graduate Accepted	262	61.9%	273	50.5%	267	52.4%	226	39.5%	288	32.0%	27.4% ↑
Graduate Enrolled	215	82.1%	238	87.2%	236	88.4%	190	84.1%	243	84.4%	27.9% ↑
Graduate Denied	32	7.6%	16	3.0%	13	2.5%	29	5.1%	159	17.7%	448.3% ↑

7d. Overall Application Data

	Fall 2011		Fall 2012		Fall 2013		Fall 2014		Fall 2015		% Change 14-15
	<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	6,951		7,062		6,566		6,876		7,681		11.7% ↑
Total Accepted	4,422	63.6%	3,967	56.2%	3,642	55.5%	3,618	52.6%	3,628	47.2%	0.3% ↑
Total Enrolled	2,419	54.7%	2,286	57.6%	2,140	58.8%	2,071	57.2%	2,153	59.3%	4.0% ↑
Total Denied	913	13.1%	980	13.9%	1,049	16.0%	1,068	15.5%	875	11.4%	-18.1% ↓

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

8. DFW Rates

	FY11	FY12	FY13	FY14	FY15	% Change 14-15
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	
Total	17.1%	16.0%	15.6%	17.1%	14.4%	-15.6% ↓
Mean Per Course	13.4%	12.2%	11.9%	14.6%	11.3%	-22.5% ↓
Education Total	6.6%	7.1%	8.3%	7.4%	7.5%	0.8% ↑
Education Mean Per Course	6.1%	6.8%	8.1%	6.6%	6.3%	-4.5% ↓
Health Professions Total	5.2%	4.7%	4.8%	4.3%	4.1%	-5.4% ↓
Health Prof. Mean Per Course	4.7%	3.7%	3.8%	3.8%	3.9%	1.3% ↑
Liberal Arts Total	17.4%	16.8%	14.8%	9.6%	13.6%	41.8% ↑
Liberal Arts Mean Per Course	13.3%	12.3%	11.6%	11.5%	11.2%	-2.8% ↓
Science/Technology Total	26.8%	24.7%	25.1%	23.8%	23.0%	-3.4% ↓
Science/Tech. Mean Per Crse	23.5%	21.3%	20.5%	19.8%	18.9%	-4.4% ↓
Lower Level Total	21.8%	20.4%	20.5%	19.5%	19.0%	-2.8% ↓
Lower Level Mean Per Crse	19.3%	18.0%	18.7%	18.2%	17.4%	-4.2% ↓
Upper Level Total	9.2%	8.2%	8.0%	7.4%	7.1%	-4.4% ↓
Upper Level Mean Per Crse	7.6%	7.0%	6.3%	5.9%	6.2%	4.3% ↑
Graduate Level Total	3.6%	3.4%	3.1%	3.6%	3.2%	-11.6% ↓
Grad. Level Mean Per Crse	5.8%	4.1%	2.5%	3.2%	2.8%	-11.0% ↓

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

9. Undergraduate Student Credit Hour Production by College Majors

9a. College of Education

	Fall 2011		Fall 2012		Fall 2013		Fall 2014		Fall 2015		% Change 14-15
	<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	5,881		5,001		4,739		4,846		4,444		-8.3% ↓
SCH by Majors:											
Education Majors	3,081	52.4%	2,681	53.6%	2,590	54.7%	2,525	52.1%	2,335	52.5%	-7.5% ↓
Health Professions Majors	847	14.4%	775	15.5%	748	15.8%	773	16.0%	720	16.2%	-6.9% ↓
Liberal Arts Majors	970	16.5%	708	14.2%	643	13.6%	683	14.1%	626	14.1%	-8.3% ↓
Science & Technology Majors	745	12.7%	660	13.2%	593	12.5%	706	14.6%	622	14.0%	-11.9% ↓
Undecided	238	4.0%	177	3.5%	165	3.5%	159	3.3%	141	3.2%	-11.3% ↓

	Fall 2011		Fall 2012		Fall 2013		Fall 2014		Fall 2015		% Change 14-15
	<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	3,369		2,832		2,569		2,678		2,563		-4.3% ↓
SCH by Majors:											
Education Majors	891	26.4%	677	23.9%	609	23.7%	596	22.3%	669	26.1%	12.2% ↑
Health Professions Majors	814	24.2%	739	26.1%	714	27.8%	739	27.6%	659	25.7%	-10.8% ↓
Liberal Arts Majors	740	22.0%	631	22.3%	526	20.5%	546	20.4%	538	21.0%	-1.5% ↓
Science & Technology Majors	696	20.7%	635	22.4%	561	21.8%	644	24.0%	565	22.0%	-12.3% ↓
Undecided	228	6.8%	150	5.3%	159	6.2%	153	5.7%	132	5.2%	-13.7% ↓

	Fall 2011		Fall 2012		Fall 2013		Fall 2014		Fall 2015		% Change 14-15
	<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	2,520		2,172		2,170		2,168		1,881		-13.2% ↓
SCH by Majors:											
Education Majors	2,196	87.1%	2,004	92.3%	1,981	91.3%	1,929	89.0%	1,666	88.6%	-13.6% ↓
Health Professions Majors	35	1.4%	36	1.7%	34	1.6%	34	1.6%	61	3.2%	79.4% ↑
Liberal Arts Majors	230	9.1%	80	3.7%	117	5.4%	137	6.3%	88	4.7%	-35.8% ↓
Science & Technology Majors	49	1.9%	25	1.2%	32	1.5%	62	2.9%	57	3.0%	-8.1% ↓
Undecided	10	0.4%	27	1.2%	6	0.3%	6	0.3%	9	0.5%	50.0% ↑

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

9b. College of Health Professions

	Fall 2011		Fall 2012		Fall 2013		Fall 2014		Fall 2015		% Change 14-15
	<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	10,906		12,792		13,336		14,478		14,492		0.1% ↑
SCH by Majors:											
Education Majors	24	0.2%	6	0.0%	15	0.1%	15	0.1%	27	0.2%	80.0% ↑
Health Professions Majors	10,471	96.0%	12,121	94.8%	12,798	96.0%	13,986	96.6%	14,041	96.9%	0.4% ↑
Liberal Arts Majors	177	1.6%	383	3.0%	254	1.9%	245	1.7%	244	1.7%	-0.4% ↓
Science & Technology Majors	157	1.4%	191	1.5%	232	1.7%	169	1.2%	125	0.9%	-26.0% ↓
Undecided	77	0.7%	91	0.7%	37	0.3%	63	0.4%	55	0.4%	-12.7% ↓

	Fall 2011		Fall 2012		Fall 2013		Fall 2014		Fall 2015		% Change 14-15
	<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	1,717		2,112		2,142		2,283		2,440		6.9% ↑
SCH by Majors:											
Education Majors	27	1.6%	0	0.0%	12	0.6%	12	0.5%	12	0.5%	0.0% ↑
Health Professions Majors	1,417	82.5%	1,784	84.5%	1,862	86.9%	2,010	88.0%	2,235	91.6%	11.2% ↑
Liberal Arts Majors	90	5.2%	155	7.3%	68	3.2%	98	4.3%	82	3.4%	-16.3% ↓
Science & Technology Majors	139	8.1%	109	5.2%	166	7.7%	103	4.5%	65	2.7%	-36.9% ↓
Undecided	44	2.6%	64	3.0%	34	1.6%	60	2.6%	46	1.9%	-23.3% ↓

	Fall 2011		Fall 2012		Fall 2013		Fall 2014		Fall 2015		% Change 14-15
	<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	9,204		10,683		11,194		12,195		12,052		-1.2% ↓
SCH by Majors:											
Education Majors	0	0.0%	6	0.1%	3	0.0%	3	0.0%	15	0.1%	400.0% ↑
Health Professions Majors	9,066	98.5%	10,340	96.8%	10,936	97.7%	11,976	98.2%	11,806	98.0%	-1.4% ↓
Liberal Arts Majors	87	0.9%	228	2.1%	186	1.7%	147	1.2%	162	1.3%	10.2% ↑
Science & Technology Majors	18	0.2%	82	0.8%	66	0.6%	66	0.5%	60	0.5%	-9.1% ↓
Undecided	33	0.4%	27	0.3%	3	0.0%	3	0.0%	9	0.1%	200.0% ↑

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

9c. College of Liberal Arts

	Fall 2011		Fall 2012		Fall 2013		Fall 2014		Fall 2015		% Change 14-15
	<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	35,581		33,470		31,883		31,166		32,073		2.9% ↑
SCH by Majors:											
Education Majors	1,685	4.7%	1,399	4.2%	1,232	3.9%	1,366	4.4%	1,241	3.9%	-9.2% ↓
Health Professions Majors	7,265	20.4%	6,769	20.2%	6,758	21.2%	6,945	22.3%	7,426	23.2%	6.9% ↑
Liberal Arts Majors	14,929	42.0%	14,558	43.5%	14,155	44.4%	13,994	44.9%	14,368	44.8%	2.7% ↑
Science & Technology Majors	8,685	24.4%	7,553	22.6%	6,914	21.7%	6,220	20.0%	6,035	18.8%	-3.0% ↓
Undecided	3,017	8.5%	3,191	9.5%	2,824	8.9%	2,641	8.5%	3,003	9.4%	13.7% ↑

	Fall 2011		Fall 2012		Fall 2013		Fall 2014		Fall 2015		% Change 14-15
	<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	29,173		26,618		24,847		24,133		24,921		3.3% ↑
SCH by Majors:											
Education Majors	1,503	5.2%	1,208	4.5%	1,062	4.3%	1,049	4.3%	973	3.9%	-7.2% ↓
Health Professions Majors	7,137	24.5%	6,648	25.0%	6,598	26.6%	6,783	28.1%	7,268	29.2%	7.2% ↑
Liberal Arts Majors	9,452	32.4%	8,643	32.5%	8,105	32.6%	8,108	33.6%	8,275	33.2%	2.1% ↑
Science & Technology Majors	8,194	28.1%	7,056	26.5%	6,403	25.8%	5,718	23.7%	5,568	22.3%	-2.6% ↓
Undecided	2,887	9.9%	3,063	11.5%	2,679	10.8%	2,475	10.3%	2,837	11.4%	14.6% ↑

	Fall 2011		Fall 2012		Fall 2013		Fall 2014		Fall 2015		% Change 14-15
	<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	6,445		6,896		7,036		7,033		7,152		1.7% ↑
SCH by Majors:											
Education Majors	219	3.4%	229	3.3%	170	2.4%	317	4.5%	268	3.7%	-15.5% ↓
Health Professions Majors	125	1.9%	121	1.8%	160	2.3%	162	2.3%	158	2.2%	-2.5% ↓
Liberal Arts Majors	5,480	85.0%	5,921	85.9%	6,050	86.0%	5,886	83.7%	6,093	85.2%	3.5% ↑
Science & Technology Majors	491	7.6%	497	7.2%	511	7.3%	502	7.1%	467	6.5%	-7.0% ↓
Undecided	130	2.0%	128	1.9%	145	2.1%	166	2.4%	166	2.3%	0.0% ↑

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

9d. College of Science & Technology

	Fall 2011		Fall 2012		Fall 2013		Fall 2014		Fall 2015		% Change 14-15
	<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	28,520		29,490		28,248		27,578		27,004		-2.1% ↓
SCH by Majors:											
Education Majors	1,520	5.3%	1,162	3.9%	1,055	3.7%	1,123	4.1%	959	3.6%	-14.6% ↓
Health Professions Majors	7,341	25.7%	7,531	25.5%	7,758	27.5%	7,679	27.8%	8,165	30.2%	6.3% ↑
Liberal Arts Majors	3,101	10.9%	3,553	12.0%	3,422	12.1%	3,046	11.0%	3,021	11.2%	-0.8% ↓
Science & Technology Majors	14,941	52.4%	15,320	51.9%	14,255	50.5%	13,994	50.7%	13,584	50.3%	-2.9% ↓
Undecided	1,617	5.7%	1,924	6.5%	1,758	6.2%	1,736	6.3%	1,275	4.7%	-26.6% ↓

	Fall 2011		Fall 2012		Fall 2013		Fall 2014		Fall 2015		% Change 14-15
	<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	24,116		24,530		23,121		22,262		22,104		-0.7% ↓
SCH by Majors:											
Education Majors	1,158	4.8%	793	3.2%	776	3.4%	805	3.6%	707	3.2%	-12.2% ↓
Health Professions Majors	7,152	29.7%	7,229	29.5%	7,374	31.9%	7,322	32.9%	7,768	35.1%	6.1% ↑
Liberal Arts Majors	2,767	11.5%	3,251	13.3%	3,039	13.1%	2,669	12.0%	2,673	12.1%	0.1% ↑
Science & Technology Majors	11,450	47.5%	11,381	46.4%	10,201	44.1%	9,767	43.9%	9,724	44.0%	-0.4% ↓
Undecided	1,589	6.6%	1,876	7.6%	1,731	7.5%	1,699	7.6%	1,232	5.6%	-27.5% ↓

	Fall 2011		Fall 2012		Fall 2013		Fall 2014		Fall 2015		% Change 14-15
	<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	4,464		4,956		5,127		5,283		4,900		-7.2% ↓
SCH by Majors:											
Education Majors	418	9.4%	372	7.5%	279	5.4%	318	6.0%	252	5.1%	-20.8% ↓
Health Professions Majors	189	4.2%	306	6.2%	384	7.5%	357	6.8%	397	8.1%	11.2% ↓
Liberal Arts Majors	334	7.5%	306	6.2%	383	7.5%	377	7.1%	348	7.1%	-7.7% ↓
Science & Technology Majors	3,491	78.2%	3,924	79.2%	4,054	79.1%	4,227	80.0%	3,860	78.8%	-8.7% ↑
Undecided	32	0.7%	48	1.0%	27	0.5%	4	0.1%	43	0.9%	975.0% ↓

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.

10. Full-Time Faculty

	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	% Change 14-15
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	
<i>Total</i>	258	252	263	265	286	7.9% ↑
<i>Gender</i>						
Female	148	142	154	153	165	7.8% ↑
Male	110	110	109	112	121	8.0% ↑
<i>Race/Ethnicity</i>						
Non-Resident Alien	8	7	9	8	6	-25.0% ↓
Hispanic/Latino	4	5	5	6	7	16.7% ↑
American Indian/Alaskan Nat.	0	0	0	0	0	n/a
Asian/Pacific Islander	5	5	5	9	11	22.2% ↑
Black/African American	20	19	23	21	27	28.6% ↑
White	214	211	215	214	228	6.5% ↑
Unknown	7	5	6	7	7	0.0% →

11. FTE Students to FTE Faculty

	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	% Change 14-15
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	
Students Per Faculty	19:01	19:01	19:01	17:01	17:01	0.0% →

12. Student Credit Hours by Faculty Type

	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>	
Regular Tenure/Tenure Eligible	40,826	41,971	44,021	44,801	43,889	-2.0% ↓
Regular Other	7,555	11,111	12,534	11,309	21,388	89.1% ↑
Supplemental	27,067	29,777	34,632	29,941	22,220	-13.5% ↓

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

13. Mean Class Size

	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	% Change 14-15
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	
Overall	18.7	20.3	19.5	19.5	19.0	-2.4% ↓
Lower Level	24.7	26.58	23.97	24.4	22.69	-7.0% ↓
Upper Level	13.5	14.82	15.82	15.24	15.12	-0.8% ↓
Graduate	7.8	10.0	9.9	11.4	5.4	-52.5% ↓

14. Study Abroad Participation

	FY10	FY11	FY12	FY13	FY14	% Change 12-13
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	
Students that Studied Abroad	141	220	143	135		-5.6% ↓

15. Honors Student Participation

	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	% Change 14-15
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	
Number of FTFTF Bachelor & Associate Seeking Honors Students	136	102	110	106	115	8.5% ↑

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.

16. Lane Library Data

	FY11	FY12	FY13	FY14	FY15	% Change 14-15
Collection Data	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	
Volumes Added	1,650	1,799	1,629	1,926	2,044	6.1% ↑
Volumes Held	214,900	214,517	214,683	216,484	218,237	0.8% ↑
Microforms	535,080	535,080	535,080	535,080	535,080	0.0% →
Periodicals*	496	496	496	496	496	0.0% →
Circulation Information	28,995	27,174	23,012	18,756	16,344	-12.9% ↓
Interlibrary Loans						
Borrowed	3,814	3,444	4,203	3,431	3,271	-4.7% ↓
Loaned	5,654	5,858	5,988	5,573	5,085	-8.8% ↓
Reference Questions	9,926	8,996	9,888	7,426	16,423	121.2% ↓
Audio-Visual Circulation	3,646	3,010	2,761	1,529	1,333	-12.8% ↓
Bibliographic Instruction						
Number of Classes	173	202	383	194	156	-19.6% ↓
Students Participating	3,852	2,516	4,991	3,412	2,857	-16.3% ↓
Staff Data						
Professional Staff	10	10	10	10	10	0.0% →
Support Staff	8	8	8	9	9	5.9% ↑
Collection Expenditures	\$440,311***	429,784	420,591	469,012	478,029	1.9% ↑
Patron Visit Count****	315,119	328,065	295,711	314,512	404,547	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.

17. Online Library Resources

	FY11	FY12	FY13	FY14	FY15	% Change 14-15
Sessions	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	
GALILEO	41,212	42,458	52,837	58,423	n/a	n/a
WilsonWeb	5,013	5,230	n/a	n/a	n/a	n/a
Searches						
GALILEO*	650,285	905,153	3,648,586	6,906,131	461,182	-93.3% 
JSTOR	51,660	47,440	41,919	27,449	27,954	1.8% 
WilsonWeb	11,058	12,169	n/a	n/a	n/a	n/a
Oxford UP Journals	265	187	354	n/a	n/a	n/a
Articles						
GALILEO**	162,713	349,811	242,337	187,035	165,517	-11.5% 
JSTOR	44,158	41,736	39,942	35,023	29,235	-16.5% 
WilsonWeb	6,780	7,186	n/a	n/a	n/a	n/a
Science Direct	10,444	12,816	14,291	17,413	14,077	-19.2% 
Oxford UP Journals***	1,569	2,116	1,991	2,119	2,525	19.2% 
Ovid Journals	1,347	1,357	1,452	995	731	-26.5% 

18. Distance Learning

	FY11	FY12	FY13	FY14	FY15	% Change 14-15
	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	
Course Sections	318	381	462	546	545	-0.2% 
Students Taught (Duplicated)	5,109	5,646	6,534	6,927	7,582	9.5% 
SCH Production	13,831	15,527	17,886	18,917	21,090	11.5% 

*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.

19. Financials

	FY11	FY12	FY13	FY14	FY15	% Change 14-15	
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>		
SCH Production	194,867	184,785	188,539	184,177	183,322	-0.5%	↓
Fiscal Year FTE	7,833	7,617	7,328	7,136	7,063	-1.0%	↓
Total State Appropriations	\$27,780,208	\$26,051,486	\$26,669,365	\$28,838,670	\$29,622,688	2.7%	↑
State Appropriations Per FTE Student	\$3,547	\$3,420	\$3,639	\$4,041	\$4,194	3.8%	↑
Total Expenditures	\$87,789,957	\$89,527,648	\$90,108,583	\$93,969,457	\$96,227,054	2.4%	↑
Expenditures/FTE Student	\$11,208	\$11,754	\$12,296	\$13,168	\$13,624	3.5%	↑
Revenue	\$95,248,454	\$102,113,080	\$100,230,169	\$98,353,762	\$104,330,941	6.1%	↑

20. Endowment

	FY11	FY12	FY13	FY14	FY15	% Change 14-15	
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>		
Total Market Value of Endowment	\$7,738,904	\$8,972,008	\$8,745,550	\$9,849,667	\$10,788,106	9.5%	↑

21. Undergraduate Student Financial Aid

	FY11	FY12	FY13	FY14	FY15	% Change 14-15	
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>		
Scholarships/Grants							
Need-Based	\$12,080,508	\$13,458,058	\$12,547,491	\$17,815,482	\$13,660,854	-23.3%	↓
Non-Need-Based	\$8,949,965	\$6,603,014	\$6,928,921	\$658,034	\$7,249,459	1001.7%	↑
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	\$13,756,338	0.5%	↑
Non-Need-Based	\$13,996,389	\$18,253,622	\$22,156,640	\$21,802,916	\$27,398,500	25.7%	↑

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.

22. Economic Impact

Armstrong had an economic impact on the Savannah area of \$235 million for Fiscal Year 2015.

23. Armstrong Webpage Visits

23a. On-and-Off Campus Usage

	FY13	FY14	FY15	FY16	% Change 15-16
	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	
Unique Views of Homepage	2,745,995	2,390,133	2,229,557	2,074,308	-7.0% ↓
Unique Views of Mobile Homepage	226,807	326,584	427,692	120,315	-71.9% ↑

23b. Off-Campus Only

	FY13	FY14	FY15	FY 16	% Change 15-16
	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	
Unique Views of Homepage	1,745,551	1,465,978	1,622,591	3,031,674	86.8% ↑
Unique Views of Mobile Homepage	200,691	280,459	363,762	106,149	-70.8% ↑
Landed on Homepage	1,599,755	1,365,089	1,516,983	2,931,050	93.2% ↑
Landed on Mobile Homepage	188,551	207,653	344,651	100,953	-70.7% ↑
Landed on Port/Logins	1,648,479	2,391,578	2,012,469	899,095	-55.3% ↓
First Interaction on Port/Logins	842,501	766,297	640,008	817,322	27.7% ↓
Landed on Content Pages	1,247,676	958,903	992,080	852,915	-14.0% ↑
First Interaction Content Pages	757,254	598,792	876,975	2,113,728	141.0% ↑
Visits to Entire Website	4,684,461	4,923,223	4,866,183	4,784,013	-1.7% ↓

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

24. Treasure Savannah (Day of Service) Participation

	Fall 2013	Spring 2014	Fall 2014	Spring 2015	Fall 2015	% Change 14-15
	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	<u>n</u>	
Total	417	353	360	236	362	53.4% ↑

25. Alumni Information

	FY11		FY12		FY13		FY14		FY15		% Change 14-15
	<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 Alumni of Record	22,627		25,090		19,216		20,543		20,892		1.7% ↑
Undergraduate Alumni Solicited	22,108	97.7%	11,603	46.2%	8,612	44.8%	8,854	43.1%	20,414	97.7%	130.6% ↑
Undergraduate Alumni Donors	472	2.1%	760	3.0%	1,248	6.5%	879	4.3%	1,044	5.0%	18.8% ↑

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