

DEPARTMENT: Harrison College of Business and Computing - Marketing

2017-2018 KEY PERFORMANCE INDICATORS

INDICATOR	2014		2015		2016		2017		2018	
1. BUDGETED FULL TIME FACULTY (Fall Term)										
Tenured and Tenure Track									13	
Regular Non-tenure Track									3	
Total Full-time Budgeted Positions									16	
2. CREDIT HOURS (Fall Term)	2013		2014		2015		2016		2017	
Undergraduate	1986		2245		2098		2350		2367	
Graduate	201		168		189		225		207	
Total Number of Credit Hours	2187		2413		2287		2575		2574	
3. NUMBER OF MAJORS (Fall Term)	2013		2014		2015		2016		2017	
Undergraduate	431		527		618		626		636	
Graduate	0		0		0		0		0	
Total Number of Majors	431		527		618		626		636	
4. DEGREES AWARDED (Summer, Fall, Spring)	2013-2014		2014-2015		2015-2016		2016-2017		2017-2018	
Undergraduate	66		61		105		84		109	
Graduate	0		0		0		0		0	
Total Number of Degrees Awarded	66		61		105		84		109	
5. DEGREES AWARDED PER 100 FTE	2013-2014		2014-2015		2015-2016		2016-2017		2017-2018	
Undergraduate	49.8		40.8		75.1		53.6		69.1	
Graduate	0.0		0.0		0.0		0.0		0.0	
Total	49.8		40.8		75.1		53.6		69.1	
6. ONE YEAR STUDENT RETENTION (WITHIN UNIVERSITY)*	2013		2014		2015		2016		2017	
	N	%	N	%	N	%	N	%	N	%
First-Time, Full-Time Freshmen	74	71.6%	67	67.2%	83	78.3%	81	77.8%	75	72.0%
First-Time, Part-Time Freshmen	5	20.0%	7	57.1%	8	37.5%	6	50.0%	9	55.6%
Undergraduate Transfer	43	76.7%	45	64.4%	62	69.4%	56	64.3%	69	68.1%
First-Time Masters	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
First-Time Specialist	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
7. GRADUATION RATES (WITHIN UNIVERSITY)	2008		2009		2010		2011		2012	
	N	%	N	%	N	%	N	%	N	%
First-Time, Full-Time Freshmen	29	55.2%	14	50.0%	19	63.2%	25	68.0%	45	55.6%
First-Time, Part-Time Freshmen	0	0.0%	0	0.0%	1	0.0%	0	0.0%	5	0.0%
Undergraduate Transfer	7	100.0%	10	80.0%	14	50.0%	18	55.6%	34	47.1%
	2011		2012		2013		2014		2015	
	N	%	N	%	N	%	N	%	N	%
First-Time Masters	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
First-Time Specialist	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
8. GRADUATE OUTCOMES									2016-2017	
									N	%
Undergraduate Known Status									81	94.2%
Employed									74	92.5%
Continuing Education/Volunteer/US Military									3	3.5%
Graduate Known Status										
Employed										
Continuing Education/Volunteer/US Military										

*Graduating students included as retained