

DEPARTMENT: Holland College of Arts and Media - Mass Media

2017-2018 KEY PERFORMANCE INDICATORS

INDICATOR	2014		2015		2016		2017		2018	
1. BUDGETED FULL TIME FACULTY (Fall Term)										
Tenured and Tenure Track									8	
Regular Non-tenure Track									1	
Total Full-time Budgeted Positions									9	
2. CREDIT HOURS (Fall Term)	2013		2014		2015		2016		2017	
Undergraduate	2696		2246		2079		1994		1858	
Graduate	0		0		0		0		0	
Total Number of Credit Hours	2696		2246		2079		1994		1858	
3. NUMBER OF MAJORS (Fall Term)	2013		2014		2015		2016		2017	
Undergraduate	434		414		389		339		328	
Graduate	1		0		0		0		0	
Total Number of Majors	435		414		389		339		328	
4. DEGREES AWARDED (Summer, Fall, Spring)	2013-2014		2014-2015		2015-2016		2016-2017		2017-2018	
Undergraduate	104		89		100		82		67	
Graduate	0		0		0		0		0	
Total Number of Degrees Awarded	104		89		100		82		67	
5. DEGREES AWARDED PER 100 FTE	2013-2014		2014-2015		2015-2016		2016-2017		2017-2018	
Undergraduate	57.9		59.4		72.2		61.7		54.1	
Graduate	0.0		0.0		0.0		0.0		0.0	
Total	57.9		59.4		72.2		61.7		54.1	
6. ONE YEAR STUDENT RETENTION (WITHIN UNIVERSITY)*	2013		2014		2015		2016		2017	
	N	%	N	%	N	%	N	%	N	%
First-Time, Full-Time Freshmen	40	65.0%	35	74.3%	37	67.6%	34	0.8%	44	79.5%
First-Time, Part-Time Freshmen	1	100.0%	4	25.0%	2	50.0%	1	100.0%	0	0.0%
Undergraduate Transfer	20	90.0%	12	75.0%	12	83.3%	12	91.7%	11	90.9%
First-Time Masters	1	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	65	58.5%	64	51.6%	56	51.8%	63	55.6%	65	55.4%
First-Time, Part-Time Freshmen	1	0.0%	2	0.0%	1	0.0%	2	0.0%	1	0.0%
Undergraduate Transfer	29	69.0%	21	76.2%	34	67.6%	24	66.7%	30	66.7%
	2011		2012		2013		2014		2015	
	N	%	N	%	N	%	N	%	N	%
First-Time Masters	0	0.0%	0	0.0%	1	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									82	98.8%
Employed									68	84.0%
Continuing Education/Volunteer/US Military									10	12.0%
Graduate Known Status										
Employed										
Continuing Education/Volunteer/US Military										

*Graduating students included as retained