

Arkansas State University-Jonesboro

College of Business

Department of Management & Marketing

Institutional Assessment of Effectiveness

Fall 2000 - Fall 2009

The Office of Institutional Research, Planning, & Assessment

email: asuirp@astate.edu

web: www.astate.edu/irp

Disclaimer: It is important to note that the information in this profile may differ from data reported by the Office of Institutional Research, Planning, and Assessment to other federal, state, and regional agencies due to differences in reporting guidelines, reporting definitions, and the timing of when the information was prepared. November 2009

Headcount & Enrollment

Department of Management & Marketing - Fall 2000 to Fall 2009

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	3 Year	5 Year

UNDUPLICATED HEADCOUNT

Enrollment by Site

(Percent of Total Headcount)

Jonesboro Campus	413	384	396	407	415	400	448	476	439	427	98.6%	94.6%	94.3%	93.3%	87.9%	90.3%	90.5%	94.1%	88.9%	87.7%	447	438
All Other Instructional Sites	6	22	24	29	57	43	47	30	55	60	1.4%	5.4%	5.7%	6.7%	12.1%	9.7%	9.5%	5.9%	11.1%	12.3%	48	47
Total Headcount	419	406	420	436	472	443	495	506	494	487											496	485

STUDENTS BY ENROLLMENT STATUS CATEGORY

New ASU Students

(Percent of New Student Total)

First-Time Freshmen	41	26	40	35	47	45	56	54	63	62	73.2%	46.4%	57.1%	44.9%	47.0%	54.2%	54.9%	65.1%	61.2%	57.9%	60	56
Undergraduate Transfers	15	29	28	42	53	36	46	29	40	45	26.8%	51.8%	40.0%	53.8%	53.0%	43.4%	45.1%	34.9%	38.8%	42.1%	38	39
New Graduate Students	0	1	2	1	0	2	0	0	0	0	0.0%	1.8%	2.9%	1.3%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0	0
Total New Students	56	56	70	78	100	83	102	83	103	107											98	96
New Students as a % of Total	13.4%	13.8%	16.7%	17.9%	21.2%	18.7%	20.6%	16.4%	20.9%	22.0%												

Enrollment at Jonesboro & All Other Instructional Sites	Spring Semesters										Percentage										Averages	
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	3 Year	5 Year

UNDUPLICATED HEADCOUNT

Enrollment by Site

(Percent of Total Headcount)

Jonesboro Campus	388	388	370	381	389	380	424	445	487	428	97.5%	98.0%	96.6%	94.5%	91.1%	86.0%	94.0%	96.3%	98.0%	88.6%	453	433
All Other Instructional Sites	10	8	13	22	38	62	27	17	10	55	2.5%	2.0%	3.4%	5.5%	8.9%	14.0%	6.0%	3.7%	2.0%	11.4%	27	34
Total Headcount	398	396	383	403	427	442	451	462	497	483											481	467

STUDENTS BY ENROLLMENT STATUS CATEGORY

New ASU Students

(Percent of New Student Total)

First-Time Freshmen	1	2	3	3	3	1	4	7	6	6	7.1%	11.1%	17.6%	13.0%	13.6%	4.0%	25.0%	25.9%	18.2%	23.1%	6	5
Undergraduate Transfers	13	16	14	19	19	24	12	20	26	20	92.9%	88.9%	82.4%	82.6%	86.4%	96.0%	75.0%	74.1%	78.8%	76.9%	22	20
New Graduate Students	0	0	0	1	0	0	0	0	1	0	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0	0
Total New Students	14	18	17	23	22	25	16	27	33	26											29	25
New Students as a % of Total	3.5%	4.5%	4.4%	5.7%	5.2%	5.7%	3.5%	5.8%	6.6%	5.4%												

Enrollment by Student Load & Classification

Arkansas State University

Department of Management & Marketing - Fall 2000 to Fall 2009

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages		
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	3 Year	5 Year	
ENROLLMENT BY STUDENT LOAD																							
<i>(Full-time undergraduate course load is 12+ hours; full-time graduate course load is 9+ hours.)</i>																							
Undergraduate Students											<i>(Percent of Undergraduate Total)</i>												
Full-Time	344	313	334	337	366	357	403	416	383	371	83.1%	78.3%	80.3%	77.6%	77.9%	81.0%	81.4%	82.2%	77.5%	76.5%	390	386	
Part-Time	70	87	82	97	104	84	92	90	111	114	16.9%	21.8%	19.7%	22.4%	22.1%	19.0%	18.6%	17.8%	22.5%	23.5%	105	98	
Full-Time Average Course Load	14.6	14.2	14.3	14.2	14.2	14.1	14.3	14.4	14.1	13.9											14.1	14.2	
Part-Time Average Course Load	6.8	6.7	6.1	6.3	6.9	7.3	6.5	7.0	6.7	6.5											6.7	6.8	
Average Course Load	13.3	12.6	12.6	12.5	12.6	12.8	12.8	13.0	12.4	12.2											12.5	12.6	
Graduate Students											<i>(Percent of Graduate Total)</i>												
Full-Time	1	3	2	1	0	1	0	0	0	0	20.0%	50.0%	50.0%	50.0%	0.0%	50.0%	--	--	--	0.0%	0	0	
Part-Time	4	3	2	1	2	1	0	0	0	2	80.0%	50.0%	50.0%	50.0%	100.0%	50.0%	--	--	--	100.0%	1	1	
Full-Time Average Course Load	9.0	12.0	10.5	9.0	0.0	9.0	0.0	0.0	0.0	0.0											0.0	1.8	
Part-Time Average Course Load	5.3	5.0	6.0	6.0	6.0	6.0	0.0	0.0	0.0	3.0											1.0	1.8	
Average Course Load	6.0	8.5	8.3	7.5	6.0	7.5	0.0	0.0	0.0	3.0											1.0	2.1	
Total Students											<i>(Percent of Total Headcount)</i>												
Full-Time	345	316	336	338	366	358	403	416	383	371	82.3%	77.8%	80.0%	77.5%	77.5%	80.8%	81.4%	82.2%	77.5%	76.2%	390	386	
Part-Time	74	90	84	98	106	85	92	90	111	116	17.7%	22.2%	20.0%	22.5%	22.5%	19.2%	18.6%	17.8%	22.5%	23.8%	106	99	
Total Headcount	419	406	420	436	472	443	495	506	494	487											496	485	
ENROLLMENT BY CAREER & CLASSIFICATION																							
Undergraduate Students											<i>(Percent of Undergraduate Total)</i>												
All Freshmen	74	79	86	76	82	86	107	120	126	116	17.9%	19.8%	20.7%	17.5%	17.4%	19.5%	21.6%	23.7%	25.5%	23.9%	121	111	
Sophomore	82	76	78	90	81	76	93	104	89	84	19.8%	19.0%	18.8%	20.7%	17.2%	17.2%	18.8%	20.6%	18.0%	17.3%	92	89	
Junior	115	107	114	127	130	108	119	108	124	118	27.8%	26.8%	27.4%	29.3%	27.7%	24.5%	24.0%	21.3%	25.1%	24.3%	117	115	
Senior	140	133	131	134	172	170	168	171	146	164	33.8%	33.3%	31.5%	30.9%	36.6%	38.5%	33.9%	33.8%	29.6%	33.8%	160	164	
Unclassified Undergraduates	3	5	7	7	5	1	8	3	9	3	0.7%	1.3%	1.7%	1.6%	1.1%	0.2%	1.6%	0.6%	1.8%	0.6%	5	5	
Total Undergraduates	414	400	416	434	470	441	495	506	494	485											495	484	
Graduate Students											<i>(Percent of Graduate Total)</i>												
Master's	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
Specialist	5	6	4	2	2	2	0	0	0	2	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	--	--	--	100.0%	1	1	
Doctoral	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
Unclassified Graduates	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	--	--	--	0.0%	0	0	
Total Graduates	5	6	4	2	2	2	0	0	0	2											1	1	
Undergraduates as a % of Total	98.8%	98.5%	99.0%	99.5%	99.6%	99.5%	100.0%	100.0%	100.0%	99.6%													
Graduates as a % of Total	1.2%	1.5%	1.0%	0.5%	0.4%	0.5%	0.0%	0.0%	0.0%	0.4%													

Data Source: Banner Student Enrollment Information.

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Enrollment by Gender & Ethnicity

Arkansas State University

Department of Management & Marketing - Fall 2000 to Fall 2009

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	3 Year	5 Year
ENROLLMENT BY GENDER & ETHNICITY																						
Male Undergraduate Students																						
	(Percent of Male Undergraduate Total)																					
American Indian	0	1	1	1	1	0	0	1	0	1	0.0%	0.6%	0.5%	0.5%	0.4%	0.0%	0.0%	0.4%	0.0%	0.4%	1	0
Asian American	0	0	2	2	2	2	3	0	2	2	0.0%	0.0%	1.0%	0.9%	0.8%	0.9%	1.2%	0.0%	0.7%	0.7%	1	2
African American	16	13	23	29	43	44	42	47	51	44	8.5%	7.3%	11.7%	13.7%	17.1%	19.4%	17.1%	17.5%	19.0%	15.9%	47	46
Hispanic American	0	1	0	1	3	1	1	2	1	0	0.0%	0.6%	0.0%	0.5%	1.2%	0.4%	0.4%	0.7%	0.4%	0.0%	1	1
Native Hawaiian/Pacific Islander	--	--	--	--	--	--	--	--	--	0	--	--	--	--	--	--	--	--	0.0%	--	--	
Two or More Races	--	--	--	--	--	--	--	--	--	4	--	--	--	--	--	--	--	--	1.4%	--	--	
White, Non-Hispanic	169	158	164	176	197	174	189	206	174	180	89.4%	88.8%	83.2%	83.0%	78.2%	76.7%	76.8%	76.6%	64.9%	65.2%	187	185
Ethnicity Unknown	0	0	1	0	2	3	6	6	31	25	0.0%	0.0%	0.5%	0.0%	0.8%	1.3%	2.4%	2.2%	11.6%	9.1%	21	14
Nonresident Alien	4	5	6	3	4	3	5	7	9	20	2.1%	2.8%	3.0%	1.4%	1.6%	1.3%	2.0%	2.6%	3.4%	7.2%	12	9
	(Percent of Total Headcount)																					
Total Male Undergraduates	189	178	197	212	252	227	246	269	268	276	45.1%	43.8%	46.9%	48.6%	53.4%	51.2%	49.7%	53.2%	54.3%	56.7%	271	257
Female Undergraduate Students																						
	(Percent of Female Undergraduate Total)																					
American Indian	0	0	0	1	1	1	1	2	1	0	0.0%	0.0%	0.0%	0.5%	0.5%	0.5%	0.4%	0.8%	0.4%	0.0%	1	1
Asian American	1	2	3	4	4	1	0	3	4	2	0.4%	0.9%	1.4%	1.8%	1.8%	0.5%	0.0%	1.3%	1.8%	1.0%	3	2
African American	33	30	29	40	31	37	47	45	38	36	14.7%	13.5%	13.2%	18.0%	14.2%	17.3%	18.9%	19.0%	16.8%	17.2%	40	41
Hispanic American	1	3	3	4	4	3	5	5	6	4	0.4%	1.4%	1.4%	1.8%	1.8%	1.4%	2.0%	2.1%	2.7%	1.9%	5	5
Native Hawaiian/Pacific Islander	--	--	--	--	--	--	--	--	--	0	--	--	--	--	--	--	--	--	--	0.0%	--	--
Two or More Races	--	--	--	--	--	--	--	--	--	5	--	--	--	--	--	--	--	--	--	2.4%	--	--
White, Non-Hispanic	188	182	178	165	169	163	180	169	142	127	83.6%	82.0%	81.3%	74.3%	77.5%	76.2%	72.3%	71.3%	62.8%	60.8%	146	156
Ethnicity Unknown	1	0	0	2	2	3	7	3	21	19	0.4%	0.0%	0.0%	0.9%	0.9%	1.4%	2.8%	1.3%	9.3%	9.1%	14	11
Nonresident Alien	1	5	6	6	7	6	9	10	14	16	0.4%	2.3%	2.7%	2.7%	3.2%	2.8%	3.6%	4.2%	6.2%	7.7%	13	11
	(Percent of Total Headcount)																					
Total Female Undergraduates	225	222	219	222	218	214	249	237	226	209	53.7%	54.7%	52.1%	50.9%	46.2%	48.3%	50.3%	46.8%	45.7%	42.9%	224	227
Male Graduate Students																						
	(Percent of Male Graduate Total)																					
American Indian	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	--	--	--	--	--	0.0%	0	0
Asian American	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	--	--	--	--	--	0.0%	0	0
African American	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	--	--	--	--	--	0.0%	0	0
Hispanic American	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	--	--	--	--	--	0.0%	0	0
Native Hawaiian/Pacific Islander	--	--	--	--	--	--	--	--	--	0	--	--	--	--	--	--	--	--	--	0.0%	--	--
Two or More Races	--	--	--	--	--	--	--	--	--	0	--	--	--	--	--	--	--	--	--	0.0%	--	--
White, Non-Hispanic	1	3	2	0	0	0	0	0	0	1	50.0%	100.0%	100.0%	0.0%	--	--	--	--	--	100.0%	0	0
Ethnicity Unknown	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	--	--	--	--	--	0.0%	0	0
Nonresident Alien	1	0	0	1	0	0	0	0	0	0	50.0%	0.0%	0.0%	100.0%	--	--	--	--	--	0.0%	0	0
	(Percent of Total Headcount)																					
Total Male Graduates	2	3	2	1	0	0	0	0	0	1	0.5%	0.7%	0.5%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0	0
Female Graduate Students																						
	(Percent of Female Graduate Total)																					
American Indian	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	--	--	--	0.0%	0	0
Asian American	0	0	0	0	0	0	0	0	0	1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	--	--	--	100.0%	0	0
African American	0	0	1	0	0	1	0	0	0	0	0.0%	0.0%	50.0%	0.0%	0.0%	50.0%	--	--	--	0.0%	0	0
Hispanic American	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	--	--	--	0.0%	0	0
Native Hawaiian/Pacific Islander	--	--	--	--	--	--	--	--	--	0	--	--	--	--	--	--	--	--	--	0.0%	--	--
Two or More Races	--	--	--	--	--	--	--	--	--	0	--	--	--	--	--	--	--	--	--	0.0%	--	--
White, Non-Hispanic	3	3	1	0	0	1	0	0	0	0	100.0%	100.0%	50.0%	0.0%	0.0%	50.0%	--	--	--	0.0%	0	0
Ethnicity Unknown	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	--	--	--	0.0%	0	0
Nonresident Alien	0	0	0	1	2	0	0	0	0	0	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%	--	--	--	0.0%	0	0
	(Percent of Total Headcount)																					
Total Female Graduates	3	3	2	1	2	2	0	0	0	1	0.7%	0.7%	0.5%	0.2%	0.4%	0.5%	0.0%	0.0%	0.0%	0.2%	0	1

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Enrollment by Gender, Ethnicity, Age & Applications

Arkansas State University

Department of Management & Marketing - Fall 2000 to Fall 2009

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters											Percentage										Averages	
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	3 Year	5 Year	
ENROLLMENT BY GENDER & ETHNICITY																							
Total Students by Gender												<i>(Percent of Total Headcount)</i>											
Male	191	181	199	213	252	227	246	269	268	277	45.6%	44.6%	47.4%	48.9%	53.4%	51.2%	49.7%	53.2%	54.3%	56.9%	271	257	
Female	228	225	221	223	220	216	249	237	226	210	54.4%	55.4%	52.6%	51.1%	46.6%	48.8%	50.3%	46.8%	45.7%	43.1%	224	228	
Total Students by Ethnicity												<i>(Percent of Total Headcount)</i>											
American Indian	0	1	1	2	2	1	1	3	1	1	0.0%	0.2%	0.2%	0.5%	0.4%	0.2%	0.2%	0.6%	0.2%	0.2%	2	1	
Asian American	1	2	5	6	6	3	3	3	6	5	0.2%	0.5%	1.2%	1.4%	1.3%	0.7%	0.6%	0.6%	1.2%	1.0%	5	4	
African American	49	43	53	69	74	82	89	92	89	80	11.7%	10.6%	12.6%	15.8%	15.7%	18.5%	18.0%	18.2%	18.0%	16.4%	87	86	
Hispanic American	1	4	3	5	7	4	6	7	7	4	0.2%	1.0%	0.7%	1.1%	1.5%	0.9%	1.2%	1.4%	1.4%	0.8%	6	6	
Native Hawaiian/Pacific Islander	--	--	--	--	--	--	--	--	--	0	--	--	--	--	--	--	--	--	--	0.0%	--	--	
Two or More Races	--	--	--	--	--	--	--	--	--	9	--	--	--	--	--	--	--	--	--	1.8%	--	--	
White, Non-Hispanic	361	346	345	341	366	338	369	375	316	308	86.2%	85.2%	82.1%	78.2%	77.5%	76.3%	74.5%	74.1%	64.0%	63.2%	333	341	
Ethnicity Unknown	1	0	1	2	4	6	13	9	52	44	0.2%	0.0%	0.2%	0.5%	0.8%	1.4%	2.6%	1.8%	10.5%	9.0%	35	25	
Nonresident Alien	6	10	12	11	13	9	14	17	23	36	1.4%	2.5%	2.9%	2.5%	2.8%	2.0%	2.8%	3.4%	4.7%	7.4%	25	20	
Total Minorities* as a % of Total	12.2%	12.3%	14.8%	18.8%	18.9%	20.3%	20.0%	20.8%	20.9%	20.3%													

TRADITIONAL vs. NON-TRADITIONAL AGED STUDENTS

Traditional Aged Students												<i>(Percent of Total Headcount)</i>											
Undergraduate	335	306	317	324	338	330	395	405	399	382	80.0%	75.4%	75.5%	74.3%	71.6%	74.5%	79.8%	80.0%	80.8%	78.4%	395	382	
Graduate	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0	
Non-Traditional Aged Students												<i>(Percent of Total Headcount)</i>											
<i>(Non-traditional aged students are 25 years and older.)</i>																							
Undergraduate	79	94	99	110	132	111	100	101	95	103	18.9%	23.2%	23.6%	25.2%	28.0%	25.1%	20.2%	20.0%	19.2%	21.1%	100	102	
Graduate	5	6	4	2	2	2	0	0	0	2	1.2%	1.5%	1.0%	0.5%	0.4%	0.5%	0.0%	0.0%	0.0%	0.4%	1	1	
Non-Traditional Aged Students as a % of Total	20.0%	24.6%	24.5%	25.7%	28.4%	25.5%	20.2%	20.0%	19.2%	21.6%													

APPLICATIONS

First-Time Freshmen												<i>(As a Percent of Applied)</i>											
Applied	54	55	73	57	79	78	107	110	162	160											144	123	
Admitted	41	37	45	35	50	47	71	78	114	123	75.9%	67.3%	61.6%	61.4%	63.3%	60.3%	66.4%	70.9%	70.4%	76.9%	105	87	
Enrolled	41	26	40	35	47	45	56	54	63	62	75.9%	47.3%	54.8%	61.4%	59.5%	57.7%	52.3%	49.1%	38.9%	38.8%	60	56	
Undergraduate Transfers												<i>(As a Percent of Applied)</i>											
Applied	24	44	34	56	55	55	57	61	59	81											67	63	
Admitted	15	39	28	45	53	44	46	41	46	67	62.5%	88.6%	82.4%	80.4%	96.4%	80.0%	80.7%	67.2%	78.0%	82.7%	51	49	
Enrolled	15	29	28	42	53	36	46	29	40	45	62.5%	65.9%	82.4%	75.0%	96.4%	65.5%	80.7%	47.5%	67.8%	55.6%	38	39	
New Graduates												<i>(As a Percent of Applied)</i>											
Applied	0	1	2	1	0	2	14	7	0	0											2	5	
Admitted	--	1	2	1	--	2	12	4	--	--	-- 100.0%	100.0%	100.0%	-- 100.0%	85.7%	57.1%	--	--	--	--	--	--	
Enrolled	--	1	2	1	--	2	0	0	--	--	-- 100.0%	100.0%	100.0%	-- 100.0%	0.0%	0.0%	--	--	--	--	--	--	

*Note: Minorities include American Indian, Asian American, African American, Hispanic American, Native Hawaiian/Pacific Islander, and those reporting two or more races.

Data Source: Banner Student Enrollment Information.

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Enrollment by Geographic Origin

Arkansas State University

Department of Management & Marketing - Fall 2000 to Fall 2009

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	3 Year	5 Year
ENROLLMENT BY GEOGRAPHIC ORIGIN																						
Undergraduate Students																						
	(Percent of Undergraduate Total)																					
Arkansas	370	349	368	382	392	369	413	411	404	399	89.4%	87.3%	88.5%	88.0%	83.4%	83.7%	83.4%	81.2%	81.8%	82.3%	405	399
Missouri	17	14	16	17	28	25	26	31	25	21	4.1%	3.5%	3.8%	3.9%	6.0%	5.7%	5.3%	6.1%	5.1%	4.3%	26	26
Tennessee	9	9	9	12	15	10	10	18	17	10	2.2%	2.3%	2.2%	2.8%	3.2%	2.3%	2.0%	3.6%	3.4%	2.1%	15	13
Other U.S. States/Territories	13	18	11	14	24	28	32	29	25	19	3.1%	4.5%	2.6%	3.2%	5.1%	6.3%	6.5%	5.7%	5.1%	3.9%	24	27
Foreign	5	10	12	9	11	9	14	17	23	36	1.2%	2.5%	2.9%	2.1%	2.3%	2.0%	2.8%	3.4%	4.7%	7.4%	25	20
Graduate Students																						
	(Percent of Graduate Total)																					
Arkansas	3	3	3	0	0	2	0	0	0	2	60.0%	50.0%	75.0%	0.0%	0.0%	100.0%	--	--	--	100.0%	1	1
Missouri	1	2	1	0	0	0	0	0	0	0	20.0%	33.3%	25.0%	0.0%	0.0%	0.0%	--	--	--	0.0%	0	0
Tennessee	0	1	0	0	0	0	0	0	0	0	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	--	--	--	0.0%	0	0
Other U.S. States/Territories	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	--	--	--	0.0%	0	0
Foreign	1	0	0	2	2	0	0	0	0	0	20.0%	0.0%	0.0%	100.0%	100.0%	0.0%	--	--	--	0.0%	0	0
Total Students																						
	(Percent of Total Headcount)																					
Arkansas	373	352	371	382	392	371	413	411	404	401	89.0%	86.7%	88.3%	87.6%	83.1%	83.7%	83.4%	81.2%	81.8%	82.3%	405	400
Missouri	18	16	17	17	28	25	26	31	25	21	4.3%	3.9%	4.0%	3.9%	5.9%	5.6%	5.3%	6.1%	5.1%	4.3%	26	26
Tennessee	9	10	9	12	15	10	10	18	17	10	2.1%	2.5%	2.1%	2.8%	3.2%	2.3%	2.0%	3.6%	3.4%	2.1%	15	13
Other U.S. States/Territories	13	18	11	14	24	28	32	29	25	19	3.1%	4.4%	2.6%	3.2%	5.1%	6.3%	6.5%	5.7%	5.1%	3.9%	24	27
Total Out-of-State	40	44	37	43	67	63	68	78	67	50	9.5%	10.8%	8.8%	9.9%	14.2%	14.2%	13.7%	15.4%	13.6%	10.3%	65	65
Foreign	6	10	12	11	13	9	14	17	23	36	1.4%	2.5%	2.9%	2.5%	2.8%	2.0%	2.8%	3.4%	4.7%	7.4%	25	20

ENROLLMENT FROM SELECTED U.S. COUNTIES

Arkansas																						
	(Percent of Arkansas Total)																					
Craighead	113	108	109	125	115	93	160	144	176	140	30.3%	30.7%	29.4%	32.7%	29.3%	25.1%	38.7%	35.0%	43.6%	34.9%	153	143
Crittenden	11	12	11	15	14	15	17	25	22	16	2.9%	3.4%	3.0%	3.9%	3.6%	4.0%	4.1%	6.1%	5.4%	4.0%	21	19
Cross	6	5	8	5	4	7	5	6	8	10	1.6%	1.4%	2.2%	1.3%	1.0%	1.9%	1.2%	1.5%	2.0%	2.5%	8	7
Greene	29	31	47	37	36	32	34	37	31	27	7.8%	8.8%	12.7%	9.7%	9.2%	8.6%	8.2%	9.0%	7.7%	6.7%	32	32
Independence	7	7	14	14	14	13	8	7	8	11	1.9%	2.0%	3.8%	3.7%	3.6%	3.5%	1.9%	1.7%	2.0%	2.7%	9	9
Mississippi	33	16	15	23	24	30	19	16	11	12	8.8%	4.5%	4.0%	6.0%	6.1%	8.1%	4.6%	3.9%	2.7%	3.0%	13	18
Poinsett	18	15	13	14	14	10	13	8	8	5	4.8%	4.3%	3.5%	3.7%	3.6%	2.7%	3.1%	1.9%	2.0%	1.2%	7	9
Pulaski	9	16	14	17	18	21	19	14	19	23	2.4%	4.5%	3.8%	4.5%	4.6%	5.7%	4.6%	3.4%	4.7%	5.7%	19	19
St. Francis	9	8	8	7	13	11	9	8	13	9	2.4%	2.3%	2.2%	1.8%	3.3%	3.0%	2.2%	1.9%	3.2%	2.2%	10	10
White	9	8	5	9	13	16	22	20	14	22	2.4%	2.3%	1.3%	2.4%	3.3%	4.3%	5.3%	4.9%	3.5%	5.5%	19	19
Other Arkansas Counties	129	126	127	116	127	123	107	126	94	126	34.6%	35.8%	34.2%	30.4%	32.4%	33.2%	25.9%	30.7%	23.3%	31.4%	115	115
Missouri																						
	(Percent of Missouri Total)																					
Dunklin	7	8	6	6	8	5	7	5	2	1	38.9%	50.0%	35.3%	35.3%	28.6%	20.0%	26.9%	16.1%	8.0%	4.8%	3	4
Pemiscot	3	3	4	1	0	3	2	2	3	4	16.7%	18.8%	23.5%	5.9%	0.0%	12.0%	7.7%	6.5%	12.0%	19.0%	3	3
Other Missouri Counties	8	5	7	10	20	17	17	24	20	16	44.4%	31.3%	41.2%	58.8%	71.4%	68.0%	65.4%	77.4%	80.0%	76.2%	20	19
Tennessee																						
	(Percent of Tennessee Total)																					
Shelby	8	7	8	11	11	8	6	14	13	7	88.9%	70.0%	88.9%	91.7%	73.3%	80.0%	60.0%	77.8%	76.5%	70.0%	11	10
Other Tennessee Counties	1	3	1	1	4	2	4	4	4	3	11.1%	30.0%	11.1%	8.3%	26.7%	20.0%	40.0%	22.2%	23.5%	30.0%	4	3

Data Source: Banner Student Enrollment Information.

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ACT Scores, Remediation, Parent Educational Attainment & Housing

Arkansas State University

Jonesboro Campus

Department of Management & Marketing - Fall 2000 to Fall 2009

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	3 Year	5 Year
FIRST-TIME FRESHMEN BY COMPOSITE ACT SCORE RANGE																						
	<i>(Percent of First-Time Freshmen Total)</i>																					
Composite 30 - 36	0	0	0	1	0	1	4	0	0	2	0.0%	0.0%	0.0%	2.9%	0.0%	2.2%	7.1%	0.0%	0.0%	3.2%	1	1
Composite 24 - 29	16	5	14	12	11	12	11	12	6	9	39.0%	19.2%	35.0%	34.3%	23.4%	26.7%	19.6%	22.2%	9.5%	14.5%	9	10
Composite 19 - 23	17	10	12	13	19	18	23	20	28	27	41.5%	38.5%	30.0%	37.1%	40.4%	40.0%	41.1%	37.0%	44.4%	43.5%	25	23
Composite Below 19	8	10	12	7	6	10	15	16	20	6	19.5%	38.5%	30.0%	20.0%	12.8%	22.2%	26.8%	29.6%	31.7%	9.7%	14	13
Took SAT or ASSET Test*	0	1	2	2	11	4	3	6	9	18	0.0%	3.8%	5.0%	5.7%	23.4%	8.9%	5.4%	11.1%	14.3%	29.0%	11	8
Average ACT Composite Score	21.9	20.0	20.7	21.8	20.9	21.2	21.2	20.5	19.4	21.4											20.4	20.7

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	3 Year	5 Year
FIRST-TIME FRESHMEN REQUIRING REMEDIATION																						
	<i>(Percent of First-Time Freshmen Total)</i>																					
English Remediation	6	8	14	7	16	12	20	17	25	18	14.6%	30.8%	35.0%	20.0%	34.0%	26.7%	35.7%	31.5%	39.7%	29.0%	20	18
Mathematics Remediation	10	12	15	11	21	20	14	25	42	14	24.4%	46.2%	37.5%	31.4%	44.7%	44.4%	25.0%	46.3%	66.7%	22.6%	27	23
Reading Remediation	7	7	10	9	16	11	17	14	21	16	17.1%	26.9%	25.0%	25.7%	34.0%	24.4%	30.4%	25.9%	33.3%	25.8%	17	16
Total Unduplicated Remedial	14	13	19	14	28	22	26	29	46	29	34.1%	50.0%	47.5%	40.0%	59.6%	48.9%	46.4%	53.7%	73.0%	46.8%	35	30

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	3 Year	5 Year
FIRST-TIME FRESHMEN BY EDUCATIONAL ATTAINMENT OF PARENTS																						
	<i>(Percent of First-Time Freshmen Total)</i>																					
Less Than High School	1	2	2	1	4	2	1	1	2	0	2.4%	7.7%	5.0%	2.9%	8.5%	4.4%	1.8%	1.9%	3.2%	0.0%	1	1
High School	11	3	9	8	5	15	20	18	15	15	26.8%	11.5%	22.5%	22.9%	10.6%	33.3%	35.7%	33.3%	23.8%	24.2%	16	17
Attended College	13	5	8	6	15	12	6	8	25	16	31.7%	19.2%	20.0%	17.1%	31.9%	26.7%	10.7%	14.8%	39.7%	25.8%	16	13
College Degree	14	15	19	15	17	11	24	15	6	11	34.1%	57.7%	47.5%	42.9%	36.2%	24.4%	42.9%	27.8%	9.5%	17.7%	11	13
Unknown	2	1	2	5	6	5	5	12	15	20	4.9%	3.8%	5.0%	14.3%	12.8%	11.1%	8.9%	22.2%	23.8%	32.3%	16	11
% of First-Time Freshmen Whose Parent(s) Have Not Earned A College Degree	64.1%	40.0%	50.0%	50.0%	58.5%	72.5%	52.9%	64.3%	87.5%	73.8%												

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	3 Year	5 Year
OCCUPANCY OF UNIVERSITY HOUSING																						
	<i>(Percent of Total Headcount)</i>																					
Residence Halls	41	42	51	57	42	55	78	88	72	76	9.8%	10.3%	12.1%	13.1%	8.9%	12.4%	15.8%	17.4%	14.6%	15.6%	79	74
University Apartments	14	13	14	20	26	28	29	28	30	26	3.3%	3.2%	3.3%	4.6%	5.5%	6.3%	5.9%	5.5%	6.1%	5.3%	28	28
Other University Housing	2	2	5	0	1	1	0	0	1	1	0.5%	0.5%	1.2%	0.0%	0.2%	0.2%	0.0%	0.0%	0.2%	0.2%	1	1
University Housing Occupants as a % of Total Headcount	13.6%	14.0%	16.7%	17.7%	14.6%	19.0%	21.6%	22.9%	20.9%	21.1%												

Data Source: Banner Student Enrollment Information.

* Could include students without test scores.

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Degrees Conferred

Arkansas State University

Department of Management & Marketing - Fiscal Years 1999-2000 to 2008-2009

Jonesboro Campus

Degrees Conferred at Jonesboro & All Other Instructional Sites	Fiscal Years											Percentage										Averages	
	1999-2000	2001-2002	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	1999-2000	2001-2002	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	3 Year	5 Year	
DEGREES CONFERRED BY DEGREE LEVEL																							
	<i>(Percent of Total Degrees Conferred)</i>																						
Associate Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Baccalaureate Degrees	91	114	112	100	103	129	111	133	99	117	98.9%	99.1%	94.9%	97.1%	98.1%	98.5%	99.1%	99.3%	100.0%	100.0%	116	118	
Master's Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Specialist Degrees	1	1	6	3	2	2	1	1	0	0	1.1%	0.9%	5.1%	2.9%	1.9%	1.5%	0.9%	0.7%	0.0%	0.0%	0	1	
Doctoral Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Total Degrees Conferred	92	115	118	103	105	131	112	134	99	117											117	119	
% of Undergraduate Degrees Conferred	98.9%	99.1%	94.9%	97.1%	98.1%	98.5%	99.1%	99.3%	100.0%	100.0%													
DEGREES CONFERRED BY ETHNIC ORIGIN & GENDER																							
Total Known Minorities*																							
	<i>(Percent of Total Degrees Conferred)</i>																						
Male	3	4	3	2	3	10	7	8	4	6	3.3%	3.5%	2.5%	1.9%	2.9%	7.6%	6.3%	6.0%	4.0%	5.1%	6	7	
Female	2	6	13	6	3	12	8	7	9	15	2.2%	5.2%	11.0%	5.8%	2.9%	9.2%	7.1%	5.2%	9.1%	12.8%	10	10	
Total Minorities	5	10	16	8	6	22	15	15	13	21											16	17	
% of Minorities Degrees Conferred	5.4%	8.7%	13.6%	7.8%	5.7%	16.8%	13.4%	11.2%	13.1%	17.9%													
Total Nonresident Aliens																							
	<i>(Percent of Total Degrees Conferred)</i>																						
Male	4	3	2	1	2	1	2	1	0	1	4.3%	2.6%	1.7%	1.0%	1.9%	0.8%	1.8%	0.7%	0.0%	0.9%	1	1	
Female	3	0	1	1	4	2	2	0	1	4	3.3%	0.0%	0.8%	1.0%	3.8%	1.5%	1.8%	0.0%	1.0%	3.4%	2	2	
Total Nonresident Aliens	7	3	3	2	6	3	4	1	1	5											2	3	
% of Nonresident Aliens Degrees Conferred	7.6%	2.6%	2.5%	1.9%	5.7%	2.3%	3.6%	0.7%	1.0%	4.3%													
Total White, Non-Hispanic; & Ethnicity Unknown																							
	<i>(Percent of Total Degrees Conferred)</i>																						
Male	40	45	38	44	37	50	40	63	39	47	43.5%	39.1%	32.2%	42.7%	35.2%	38.2%	35.7%	47.0%	39.4%	40.2%	50	48	
Female	40	57	61	49	56	56	53	55	46	44	43.5%	49.6%	51.7%	47.6%	53.3%	42.7%	47.3%	41.0%	46.5%	37.6%	48	51	
Total White & Ethnicity Unknown	80	102	99	93	93	106	93	118	85	91											98	99	
% of White & Ethnicity Unknown Degrees Conferred	87.0%	88.7%	83.9%	90.3%	88.6%	80.9%	83.0%	88.1%	85.9%	77.8%													

*Note: Minorities include American Indian, Asian/Pacific Islander American, African American and Hispanic American.

Data Source: Integrated Postsecondary Education Data System, Completions Survey.

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