

**AUSTEN GROUP
CURRICULUM AND COST ANALYSIS
2008-2009**



**UNDERGRADUATE EXTERNAL DEMAND
FALL 2006, 2007, and 2008**

RAW PROSPECTIVE STUDENT DATA

ANTICIPATED MAJOR	INQUIRIES	ENROLLED
Accounting/Finance - Accounting Track	168	19
Accounting/Finance - Finance Track	13	-
Aerospace Engineering (DD) **	21	-
Architecture	311	2
Art	95	1
Athletic Training	19	-
Biblical Literature	2	-
Biochemistry	10	2
Biology	1,251	31
Biology - Biotechnology	3	1
Biology - Marine Biology	140	10
Biology - Pre Med Technology	6	1
Biology - Pre Physical Therapy	53	7
Biology - Pre-Dentistry	13	-
Biology - Pre-Nursing	8	1
Biology - Pre-Vet	37	3

CONSOLIDATED PROSPECTIVE STUDENT DATA

ANTICIPATED MAJOR	CONSOLIDATION	INQUIRIES	ENROLLED
Accounting/Finance - Accounting Track	added to Business		
Accounting/Finance - Finance Track	added to Business		
Aerospace Engineering (DD) **	added to Engineering		
Architecture	not included		
Art	not included		
Athletic Training	added to Physical Education		
Biblical Literature	added to Religion		
Biochemistry	split between Biology and Chemistry		
Biology		1,625	56
Biology - Biotechnology	added to Biology		
Biology - Marine Biology	added to Biology		
Biology - Pre Med Technology	added to Biology		
Biology - Pre Physical Therapy	added to Biology		
Biology - Pre-Dentistry	added to Biology		
Biology - Pre-Nursing	added to Biology		
Biology - Pre-Vet	added to Biology		

**UNDERGRADUATE EXTERNAL DEMAND
CONSOLIDATED LIST
FALL 2006, 2007, and 2008**

ALPHABETICAL

ANTICIPATED MAJORS	TOTAL PROSPECTS	PERCENT OF ALL	ENROLLED	YIELD RATE
Biology	1,625	8.3%	56	3.4%
Business	2,662	13.6%	113	4.2%
Chemistry	498	2.5%	33	6.6%
Communication Arts	1,948	10.0%	110	5.6%
Computer Science	614	3.1%	34	5.5%
Criminal Justice	408	2.1%	29	7.1%
Education	2,117	10.8%	151	7.1%
Engineering	829	4.2%	40	4.8%
English	540	2.8%	51	9.4%
Forensic Science	27	0.1%	2	7.4%
Health Sciences	2,433	12.5%	86	3.5%
History	1,287	6.6%	43	3.3%
Mathematics	229	1.2%	12	5.2%
Physical Education	239	1.2%	39	16.3%
Music	1,093	5.6%	152	13.9%
Physics	191	1.0%	14	7.3%
Psychology	1,247	6.4%	101	8.1%
Religion	1,086	5.6%	144	13.3%
Social Work	295	1.5%	43	14.6%
Sociology	174	0.9%	29	16.7%
	19,542	100%	1,282	

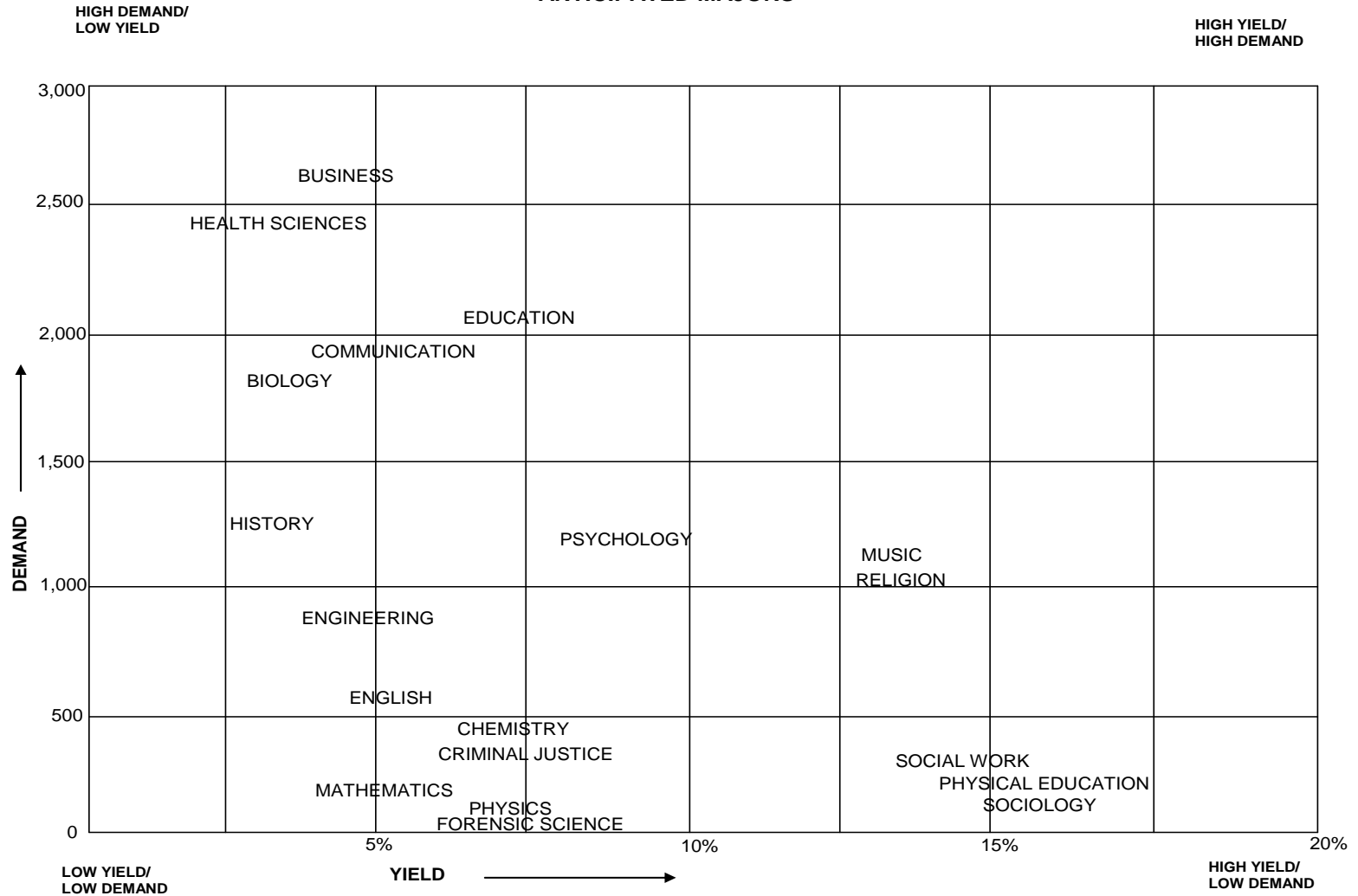
RANKED BY YIELD RATE

ANTICIPATED MAJORS	TOTAL PROSPECTS	PERCENT OF ALL	ENROLLED	YIELD RATE
Sociology	174	0.9%	29	16.7%
Physical Education	239	1.2%	39	16.3%
Social Work	295	1.5%	43	14.6%
Music	1,093	5.5%	152	13.9%
Religion	1,086	5.4%	144	13.3%
English	540	2.7%	51	9.4%
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Biology	1,625	8.1%	56	3.4%
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	19,542	98%	1,282	

RANKED BY NUMBER OF PROSPECTS

ANTICIPATED MAJORS	PROSPECTS	OF ALL	ENROLLED	YIELD RATE
Business	2,662	13.3%	113	4.2%
Health Sciences	2,433	12.2%	86	3.5%
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Physics	191	1.0%	14	7.3%
Sociology	174	0.9%	29	16.7%
Forensic Science	27	0.1%	2	7.4%
	19,515	98%	1,280	

06-08 PROSPECTS ANTICIPATED MAJORS



**GRADUATION MAJORS
2005, 2006, AND 2007**

RAW DATA

MAJOR	DEGREE	2006	2007	2008	TOTAL
Accounting-Finance	UG	-	-	4	4
Biology	UG	10	8	10	28
Business	UG	-	1	4	5
Business Administration	UG	4	-	-	4
Business Management	UG	11	5	7	23
CEC	UG	1	-	-	1
Chemistry	UG	-	4	1	5
Communication Arts	UG	8	14	9	31

CONSOLIDATION OF MAJORS FOR ANALYSIS

MAJOR	DEGREE	CONSOLIDATION	TOTAL
Accounting-Finance	UG	added to Business	
Biology	UG		28
Business	UG		36
Business Administration	UG	added to Business	
Business Management	UG	added to Business	
CEC	UG	not included	
Chemistry	UG		5
Communication Arts	UG		31

**GRADUATION MAJORS
2005, 2006, AND 2007**

ALPHABETICAL

MAJOR	DEGREE	TOTAL	% OF TOTAL
Biology	UG	28	6.5%
Business	UG	36	8.4%
Chemistry	UG	5	1.2%
Communication Arts	UG	31	7.2%
Computer Science	UG	10	2.3%
Criminal Justice	UG	1	0.2%
Education	UG	55	12.9%
Engineering	UG	12	2.8%
English	UG	31	7.2%
Health Sciences	UG	6	1.4%
History	UG	22	5.1%
Marriage & Family	UG	24	5.6%
Mathematics	UG	7	1.6%
Physical Education	UG	19	4.4%
Music	UG	23	5.4%
Physics	UG	1	0.2%
Psychology	UG	54	12.6%
Religion	UG	38	8.9%
Social Work	UG	14	3.3%
Sociology	UG	11	2.6%

TOTAL

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RANKED BY NUMBER

MAJOR	DEGREE	TOTAL	% OF TOTAL	CUMMULATIVE %	% OF MAJORS
Education	UG	55	12.9%	13%	5%
Psychology	UG	54	12.6%	25%	10%
Religion	UG	38	8.9%	34%	15%
Business	UG	36	8.4%	43%	20%
Communication Arts	UG	31	7.2%	50%	25%
English	UG	31	7.2%	57%	30%
Biology	UG	28	6.5%	64%	35%
Marriage & Family	UG	24	5.6%	69%	40%
Music	UG	23	5.4%	75%	45%
History	UG	22	5.1%	80%	50%
Physical Education	UG	19	4.4%	84%	55%
Social Work	UG	14	3.3%	88%	60%
Engineering	UG	12	2.8%	90%	65%
Sociology	UG	11	2.6%	93%	70%
Computer Science	UG	10	2.3%	95%	75%
Mathematics	UG	7	1.6%	97%	80%
Health Sciences	UG	6	1.4%	98%	85%
Chemistry	UG	5	1.2%	100%	90%
Criminal Justice	UG	1	0.2%	100%	95%
Physics	UG	1	0.2%	100%	100%

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REGISTRATION DATA 0809

SUBJECT	LEVEL	GEN ED SCH	MAJOR SCH	TOTAL SCH
Biology	Undergraduate	666	1,023	1,689
Business	Undergraduate	98	1,712	1,809
Chemistry	Undergraduate	148	584	495
Comm Arts	Undergraduate	704	853	1,556
Comp Sci	Undergraduate	-	150	150
Crim Justice	Undergraduate	30	378	408
Education	Undergraduate	-	1,028	1,028

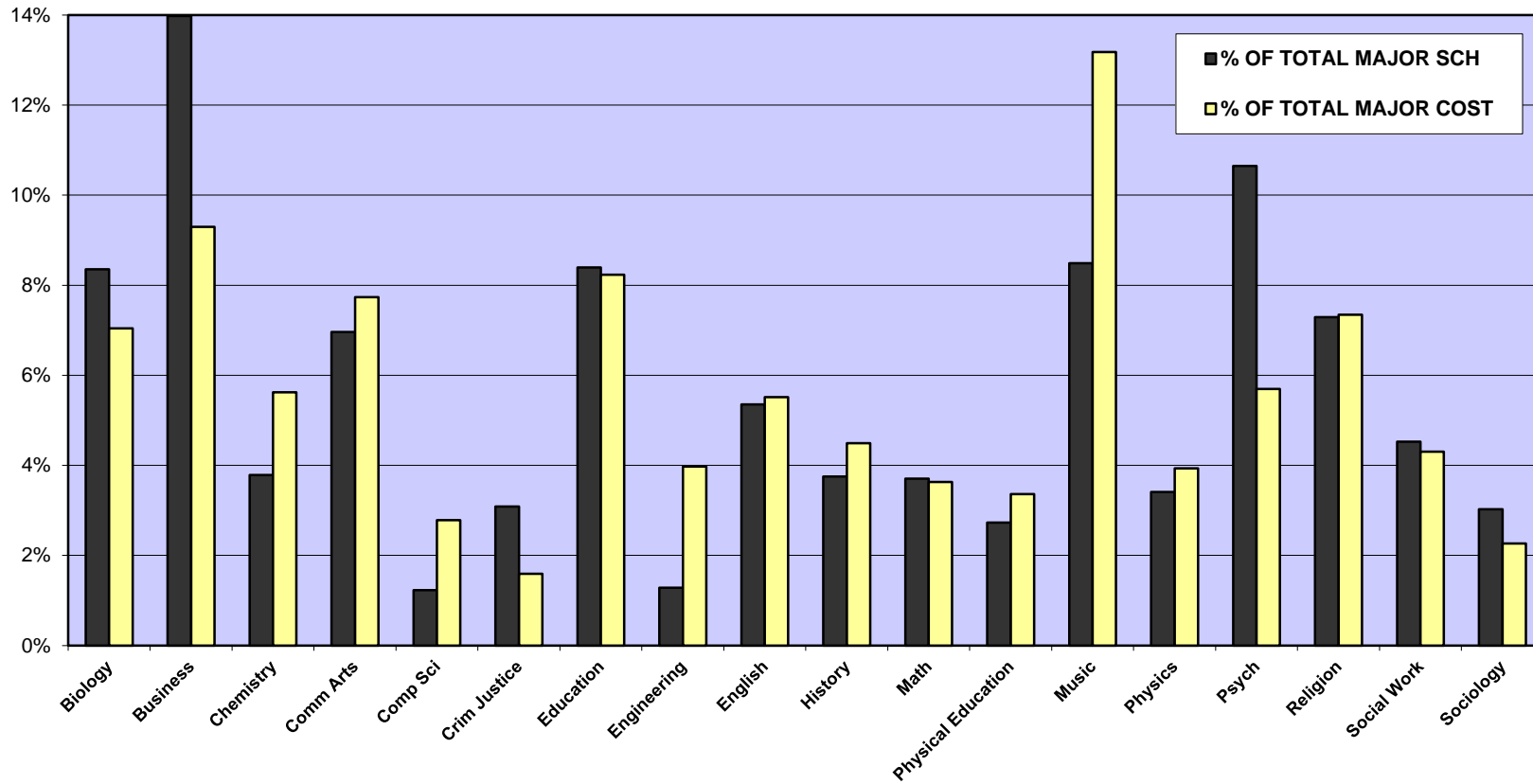
Dept	Level	Term	Course	Title	Name	Gen Ed 50%	Gen Ed 100%	Cross Listed	Student Count	Credit Hour	Student Credit Hour
ART	UG	063S	2331	PAINTING & COMP. II	Twain, Mark				1	3	3
ART	UG	064S	3336	SS:MEXICAN ART HIS.	Dickens, Charles				1	3	3
ART	UG	064S	3391	SS:TOPICS IN ITALIAN	Dickens, Charles				1	3	3
ART	UG	064S	4331	ADVANCED PROBLEMS	Dickens, Charles				5	3	15
ART	UG	061S	4306	CERAMICS I	Dickenson, Emily	X			7	3	21
ART	UG	063S	3339	DIGITAL IMAGE MANI.	Dickenson, Emily			X	7	3	21
ART	UG	064S	2331	PAINTING & COMP. II	Dickenson, Emily				7	3	21
ART	UG	063S	3312	ART HIS.: SURVEY I	Dickenson, Emily	X			8	3	24
ART	UG	063S	4311	CRAFTS	Emerson, Ralph W.	X			8	3	24
ART	UG	063S	4349	ADV. DIGITAL IMAGING	Emerson, Ralph W.				10	3	30

COST DATA 0809

SUBJECT	LEVEL	ALL GEN ED COST	GEN ED SCH	GEN ED COST PER SCH	ALL MAJOR COST	MAJOR SCH	MAJOR COST PER SCH	ALL TOTAL COST	TOTAL SCH	TOTAL COST PER SCH
Biology	Undergrad	\$ 55,830	666	\$ 84	\$ 201,016	1,023	\$ 196	\$ 256,845	1,689	\$ 152
Business	Undergrad				\$ 270,886	1,809	\$ 150	\$ 270,886	1,809	\$ 150
Chemistry	Undergrad	\$ 36,790	148	\$ 249	\$ 160,492	463	\$ 347	\$ 197,282	584	\$ 338
Comm Arts	Undergrad	\$ 123,552	704	\$ 176	\$ 220,673	853	\$ 259	\$ 344,225	1,556	\$ 221
Comp Sci	Undergrad				\$ 79,306	150	\$ 529	\$ 79,306	150	\$ 529
Crim Justice	Undergrad	\$ 2,570	30	\$ 86	\$ 45,361	378	\$ 120	\$ 47,931	408	\$ 117
Education	Undergrad				\$ 234,961	1,028	\$ 229	\$ 234,961	1,028	\$ 229

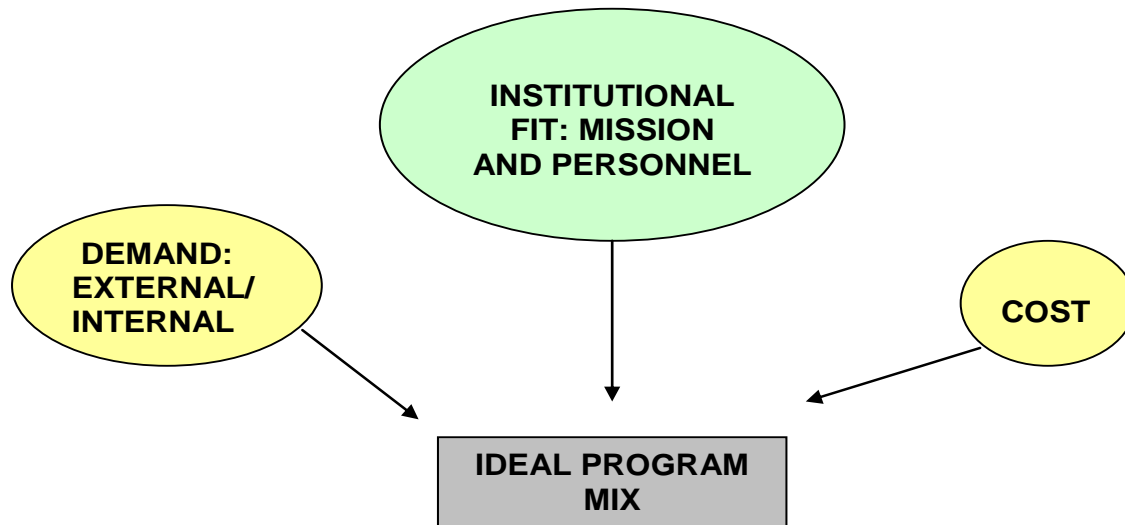
FACULTY	NOT A SECTION	DEPT	COURSE NUMBER	TITLE	COURSE CREDIT	STUDENT COUNT	GEN ED 50%	GEN ED 100%	COURSE CREDIT PERCENT	TOTAL TEACHING CREDIT HRS	TOTAL SALARY AND BENEFITS	COURSE'S PERCENT OF TOTAL TEACHING LOAD	COST PER COURSE
Williams, Michael E		COM	1310	FUND. OF HUMAN COM.	3	21		X	100%	21	\$48,831	14.3%	\$6,976
Williams, Michael E		COM	3360	CONFLICT RESOLUTION	3	14			100%	21	\$48,831	14.3%	\$6,976
Williams, Michael E		COM	3324	ORGANIZATIONAL COM.	3	19			50%	21	\$48,831	7.1%	\$3,488
Williams, Michael E		COM	1310	HUMAN COMMUNICATION	3	29		X	100%	21	\$48,831	14.3%	\$6,976
Williams, Michael E		COM	1310	FUND. OF HUMAN COM.	3	25		X	100%	21	\$48,831	14.3%	\$6,976
Williams, Michael E		THE	1200	MODERN THEATHER	3	30	X		100%	21	\$48,831	14.3%	\$6,976
Williams, Michael E		THE	1200	MODERN THEATHER	3	25	X		100%	21	\$48,831	14.3%	\$6,976
Williams, Michael E		COM	3350	INTERCULTURAL COM.	3	9			50%	21	\$48,831	7.1%	\$3,488
Williams, Michael E	X	CCS	3350	INTERCULTURAL COM.	3	2				21	\$48,831		

PERCENT OF TOTAL SCH AND TOTAL COST IN MAJOR BY DEPARTMENT



**DATA FOR PREVIOUS CHART
PERCENT OF TOTAL STUDENT CREDIT HOURS AND TOTAL COST BY MAJOR**

	MAJOR SCH	% OF TOTAL MAJOR SCH	MAJOR COST	% OF TOTAL MAJOR COST	DIFFERENCE
Biology	1,023	8.4%	201,016	7.0%	1.3
Business	1,712	14.0%	265,217	9.3%	4.7
Chemistry	463	3.8%	160,492	5.6%	-1.8
Comm Arts	853	7.0%	220,673	7.7%	-0.8
Comp Sci	150	1.2%	79,306	2.8%	-1.6
Crim Justice	378	3.1%	45,361	1.6%	1.5
Education	1,028	8.4%	234,961	8.2%	0.2
Engineering	157	1.3%	113,433	4.0%	-2.7
English	656	5.4%	157,374	5.5%	-0.2
History	459	3.7%	128,185	4.5%	-0.7
Math	454	3.7%	103,676	3.6%	0.1
Physical Education	334	2.7%	95,838	3.4%	-0.6
Music	1,040	8.5%	376,105	13.2%	-4.7
Physics	418	3.4%	112,235	3.9%	-0.5
Psych	1,304	10.7%	162,467	5.7%	5.0
Religion	893	7.3%	209,647	7.3%	-0.1
Social Work	554	4.5%	122,839	4.3%	0.2
Sociology	371	3.0%	64,573	2.3%	0.8
	12,243	100.0%	2,853,396	100.0%	



UNDERGRADUATE MAJOR INFORMATION FOR ANALYSIS

	05-07 GRADUATION TOTAL	06-08 PROSPECTIVE STUDENTS	06-08 ENROLLED	PROSPECTIVE STUDENT YIELD	08-09 COST PER SCH IN MAJOR	DEMAND FACTOR
Biology	28	1,625	56	3.4%	\$ 196	8.5
Business	36	2,662	113	4.2%	\$ 155	12.6
Chemistry	5	498	33	6.6%	\$ 347	2.1
Communication Arts	31	1,948	110	5.6%	\$ 259	9.8
Computer Science	10	614	34	5.5%	\$ 529	3.1
Criminal Justice	1	408	29	7.1%	\$ 120	1.3
Education	55	2,117	151	7.1%	\$ 229	13.5
Engineering	12	829	40	4.8%	\$ 723	4.0
English	31	540	51	9.4%	\$ 240	5.6
History	22	1,287	43	3.3%	\$ 279	6.7
Mathematics	7	229	12	5.2%	\$ 229	1.6
Physical Education	19	239	39	16.3%	\$ 287	3.2
Music	23	1,093	152	13.9%	\$ 362	6.3
Physics	1	191	14	7.3%	\$ 269	0.7
Psychology	54	1,247	101	8.1%	\$ 125	10.7
Religion	38	1,086	144	13.3%	\$ 235	8.2
Sociology	11	174	29	16.7%	\$ 174	2.0
TOTAL/AVG	384	16,787	1,151	6.9%	\$ 280	5.9

UNDERGRADUATE MAJOR INFORMATION RANKED BY DEMAND

	05-07 GRADUATION TOTAL	06-08 PROSPECTIVE STUDENTS	06-08 ENROLLED	PROSPECTIVE STUDENT YIELD	08-09 COST PER SCH IN MAJOR	DEMAND FACTOR	
Education	55	2,117	151	7.1%	\$ 229	13.5	HIGH
Business	36	2,662	113	4.2%	\$ 155	12.6	
Psychology	54	1,247	101	8.1%	\$ 125	10.7	
Communication Arts	31	1,948	110	5.6%	\$ 259	9.8	
Biology	28	1,625	56	3.4%	\$ 196	8.5	MID
Religion	38	1,086	144	13.3%	\$ 235	8.2	
History	22	1,287	43	3.3%	\$ 279	6.7	
Music	23	1,093	152	13.9%	\$ 362	6.3	
English	31	540	51	9.4%	\$ 240	5.6	LOW
Engineering	12	829	40	4.8%	\$ 723	4.0	
Physical Education	19	239	39	16.3%	\$ 287	3.2	
Computer Science	10	614	34	5.5%	\$ 529	3.1	
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Criminal Justice	1	408	29	7.1%	\$ 120	1.3	
Physics	1	191	14	7.3%	\$ 269	0.7	

UNDERGRADUATE MAJOR INFORMATION RANKED BY COST

	05-07 GRADUATION TOTAL	06-08 PROSPECTIVE STUDENTS	06-08 ENROLLED	PROSPECTIVE STUDENT YIELD	08-09 COST PER SCH IN MAJOR	DEMAND FACTOR	
Engineering	12	829	40	4.8%	\$ 723	4.0	HIGH
Computer Science	10	614	34	5.5%	\$ 529	3.1	
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UNDERGRADUATE MAJOR INFORMATION RANKED BY YIELD

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History	22	1,287	43	3.3%	\$ 279	6.7	

AUSTEN GROUP PROGRAM MIX ANALYSIS CHART

FOUR BASIC CATEGORIES OF PROGRAMS

- 1. Fine as they are (resources at current level)
- 2. Need to be more efficient (fewer resources)
- 3. Growth is indicated (more resources)
- 4. No longer make sense for the institution (no resources)

FOUR BASIC PATTERNS

- 1. Demand, cost, and yield fairly equal and in the middle range of the chart.
- 2. Demand and yield in the mid to high range with a pronounced dip in the cost column.
- 3. Demand high, cost low, and yield low, a line slanting downward to the right.
- 4. Low demand, mid to high costs, and mid to high yield; a line curving upward to the right.

JIM COLLINS - GOOD TO GREAT

Good is the enemy of great.... We don't have great schools, principally because we have good schools.

We studied the question--Can a good company become a great company and, if so, how?--and our search for timeless, universal answers can be applied by any organization.

The good-to-great companies did not focus primarily on what to *do* to become great; they focused equally on what *not* to do and what to *stop* doing.

DEMAND	COST	YIELD
HIGH DEMAND TOP	LOW COST PER SCH IN MAJOR TOP	HIGH YIELD TOP
Education	Criminal Justice	Special Education
Business Administration	Special Education	Consumer Science
Psychology	Phys. Ed.	Education
Biology	Sociology	Accounting
Phys. Ed.	History	History
Art	Leisure Studies	English
Communication	Accounting Business Administration Economics	Math
Physics	Spanish	Computer Science
Music	Math	Business Administration
Religion	Education	Economics
English	Psychology	Phys. Ed.
Special Education	Communication	Social Work
Chemistry	Social Work	Music
Accounting	Art	Leisure Studies
Social Work	Computer Science	Communication
Math	English	Art
Leisure Studies	Consumer Science	Psychology
Computer Science	Chemistry	Criminal Justice
Criminal Justice	Religion	Spanish
History	Biology	Sociology
Spanish	Music	Religion
Sociology	Physics	Biology
Economics		Chemistry
Consumer Science		Physics