

News You Can Use

Welcome back for the Spring 2008 semester. The Office of Institutional Research recently conducted several research projects that we would like to share. We hope that what we learned from these studies can be useful to you.

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Fall 2008 Enrollment Summary

Recently OIR completed its annual Research Note on fall 2007 enrollment. Below are some highlights.

- On-campus headcount enrollment increased to 17,428 in fall 2007, up 458 students (2.7%) from 16,970 in fall 2006.

- Full-time degree seeking undergraduate enrollment increased by 415 (2.7%).
- Applications for admission to the entering freshman class increased 3.3% to 18,352 in fall 2007 from 17,765 in fall 2006.
- Mean SAT scores for the Fall 2007 entering class were 565 critical reading, 575 math, and 1,140 composite.
- The percentage of on-campus males increased for the first time since fall 1995. Degree seeking undergraduate males increased from 6,115 (39.1%) in fall 2006 to 6,371 (39.6%) in fall 2007. Entering male freshmen increased from 1,314 (35.1%) in fall 2006 to 1,465 (37.9%) in fall 2007.



- On-campus graduate enrollment (degree and non-degree seeking) increased 6.8% from 1,136 in fall 2006 to 1,213 in fall 2007. Full-time graduate enrollment increased from 770 in fall 2006 to 839 in fall 2007. Graduate students now represent 7.0% of on-campus enrollment.

All the Research Notes can be found at:

<http://www.jmu.edu/instresrch/StudiesNotesNews.shtml>.

Approved Enrollment Projections

Every two years JMU is required to submit to SCHEV revised enrollment projections covering the next three biennia. In May Dr. Rose, three vice presidents and the director of institutional research met with SCHEV staff and representatives from several State agencies to discuss JMU's projections (see below). These projections were approved by SCHEV in July and can be viewed at the following: <http://www.jmu.edu/institresrch/project.shtml>.

| On-Campus, Fall Term | 06-07 | 07-08* | 08-09 | 13-14 |
|---|---------------|---------------|---------------|---------------|
| First Year (Includes new and returning) | 4,267 | 4,329 | 4,502 | 4,755 |
| Sophomores | 4,094 | 4,303 | 4,356 | 4,822 |
| Juniors | 3,672 | 3,800 | 4,015 | 4,574 |
| Seniors | 3,620 | 3,657 | 3,857 | 4,473 |
| Total Undergraduates | 15,653 | 16,089 | 16,730 | 18,624 |
| Graduate Students (Masters Only) | 923 | 1,025 | 1,177 | 1,720 |
| Graduate Students (Advanced: EDS and Doctoral) | 107 | 112 | 111 | 138 |
| Non-Degree-Seeking Undergraduates | 181 | 126 | 168 | 185 |
| Non-Degree-Seeking Graduate Students | 106 | 76 | 127 | 129 |
| Total On-Campus Headcount | 16,970 | 17,428 | 18,313 | 20,796 |
| Percent Change | 2.60% | 2.6% | 3.80% | 1.40% |
| Regular Session (Fall and Spring Combined) FTES | 15,869 | | 17,077 | 19,333 |
| * Actual data for 2007-08 | | | | |

PictureIt JMU

In 2006 the Office of Institutional Research began a qualitative research study of the JMU undergraduate experience by inviting 18 new freshmen to share their experiences using digital photography and in-depth discussions. It was a marvelous experience as OIR learned much about freshman and their first year at JMU. A story about the study appeared last summer

in the Madison Magazine and can be viewed at the following site.

http://www.jmu.edu/pictureitjmu/PICTURE_IT_JMU_MADISON_MAGAZINE.pdf .

A major purpose of this project is to help JMU faculty and staff to understand better what it is like to be an undergraduate at JMU. With increased understanding of how they change and their daily concerns we hope that all JMU faculty and staff can find ways to enhance their interactions with students inside and outside of the classroom.



We are now into the second year of the four-year study. The students are now taking pictures of their sophomore year experiences. How they have changed! The pictures from the fall can be found at: <http://www.jmu.edu/jmuweb/students/>. We will continue to collaborate with staff from several JMU offices to help us understand what the students tell us about their JMU experiences. We will be consulting this year with the Center for Research Studies (CARS) and the Institute for Visual Studies to assess the impacts of the study on the students and learn more about what they are telling us about JMU. In February selected images taken by the students will be featured in the first diversity gallery in the Festival (ground

floor). We plan to update you twice annually on what we are learning from these students.

Alumni Employment Survey

Annually OIR conducts an employment survey of graduates within two months of their graduation and then two years after their graduation. The major focus of these surveys is to gain information about the types of employment they have found or graduate school education they are pursuing. The survey also investigated how well they believe they were prepared by JMU for employment/graduate school and as citizens. Annually the results are provided to academic departments and students to help them gain a better understanding of what to expect upon graduation.

A summary of survey results can be viewed at: <http://www.jmu.edu/instresrch/surveydata.shtml>.

A searchable database of employment and graduate school attendance can be viewed at:

<http://oirsacs.jmu.edu/alumni/alumempl.asp>.



New Faculty Salary Peer Group

In June 2007 Dr. Rose, three vice presidents and two members of the OIR staff met with SCHEV staff and representatives from several State agencies to negotiate a new faculty salary peer group for JMU. The previous peer group was established in 1997. The peer groups are used to set targets for JMU's annual faculty salary average. The Commonwealth's stated goal is to bring each public's institution to the 60th percentile of its faculty salary peers. The new peer institutions were approved by SCHEV in July.

Below is a list of JMU's new peer institutions. These data are taken from the IPEDES annual Staff Survey. In 2006 the average peer salary, excluding JMU, was \$70,786 while the 60th percentile was \$70,944. JMU's average was \$63,249. Data for 2007 will be available later this year. See more peer information here:

<http://oirsacs.jmu.edu/PerfMeasures/peerAcademics.asp>

| Institution | 2006 Salary |
|---|---------------|
| Boston College | 100,515 |
| St. John's University-New York | 91,519 |
| Hofstra University | 89,556 |
| Loyola Marymount University | 84,829 |
| Fairfield University | 78,154 |
| Rowan University | 78,120 |
| The University of Alabama | 77,861 |
| Marquette University | 76,982 |
| Texas Christian University | 73,843 |
| Bloomsburg University of Pennsylvania | 71,126 |
| Duquesne University | 70,823 |
| Miami University-Oxford | 70,723 |
| Baylor University | 69,099 |
| Ohio University-Main Campus | 67,651 |
| Gonzaga University | 66,636 |
| University of North Carolina-Wilmington | 66,609 |
| Appalachian State University | 65,195 |
| James Madison University | 63,249 |
| University of Northern Iowa | 62,202 |
| Illinois State University | 61,367 |
| Western Washington University | 61,167 |
| College of Charleston | 59,573 |
| Truman State University | 56,766 |
| University of Wisconsin-La Crosse | 56,709 |
| University of Wisconsin-Eau Claire | 56,292 |
| Eastern Illinois University | 55,876 |
| Average Salary, JMU not included | 70,786 |
| 60th Percentile, JMU not Included | 70,944 |

JMU Performance Measures

Typically change occurs slowly in higher education institutions, making year-to-year comparisons difficult. However, it is important to look for change as it can lead to important issues to address. The Office of Institutional Research annually monitors more than 100 separate measures of JMU's performance in 11 categories. Most of the measures extend back to the early 1990s.

You are invited to view these measures at: <http://oirsacs.jmu.edu/PerfMeasures/Index.asp>.

Institutional Performance Standards

Over the years several efforts have been undertaken by the SCHEV and the General Assembly to encourage accountability by monitoring the performance of Virginia's higher education institutions. The 2006 General Assembly adopted Institutional Performance Standards (IPS) that are used to "certify" that institutions are meeting important objectives of the Commonwealth. According to the website of Virginia's Secretary of Education:

"Under the restructuring act, three levels of autonomy are available to all public institutions of higher education, with the level of autonomy depending on each institution's financial strength and ability to manage day-to-day operations. The act requires the institutions to develop six-year academic, financial and enrollment plans that outline tuition and fee estimates as well as enrollment projections, to develop detailed plans for meeting statewide objectives, and to accept a number of accountability measures, including meeting benchmarks related to accessibility and affordability. Financial incentives are available to schools which meet state objectives.

This legislation is the most sweeping change in Virginia's system of public higher education in decades. In the effort to provide colleges and universities with more predictability and flexibility, the Governor and legislature

worked to ensure that Virginians see tangible benefits, like improved access, affordability, and quality. In return for additional autonomy from the state, the institutions commit to continue participating in enterprise-wide government reforms, especially helping the state leverage its purchasing power and manage information technology in the most cost-efficient way."

<http://www.education.virginia.gov/Initiatives/HigherEducation/Restructuring.cfm>

Of the 25 performance standards, JMU is required to report on 22. At this time JMU has performed exceptionally well on all standards for which it is responsible and for which SCHEV has created measures. Recently a PowerPoint presentation was given by Dr. Warner to the JMU Board of Visitors on JMU's performance. The PowerPoint presentation may be viewed here.

<http://www.jmu.edu/jmuplans/ips/bov0108IPS.pdf>

Statistical Summary

For more than 30 years the Office of Institutional Research has produced a Statistical Summary of the most important information requested by members of the JMU community. Since 1995-96 the Statistical Summary has been posted on OIR's website. The data for these tables come from many sources and are posted as soon as they have been cleaned and judged by OIR to be official. Some data are available as early as August and some are gathered and reported in March. You are encouraged to view the Statistical Summary for updated information.

<http://www.jmu.edu/instrsrch/statsum.shtml>

Please visit our website for further information. As always, suggestions and comments are welcome.

Thank you.

<http://www.jmu.edu/instrsrch>

