

# Performance Effectiveness Assessment Tool (PEAT)

Quantitative Analysis - Explanatory Sheet

College of Arts & Humanities

## Communications

Undergraduate

Criteria	Performance Measure	Performance Year					
		'08-'09	'09-'10	'10-'11	'11-'12	'12-'13	'13-'14
Quality: Faculty Indicators	AY 1. Percentage of sections taught by full-time lecturers and/or tenured/tenure track faculty.	47 / 64 73.4%	44 / 63 69.8%	38 / 75 50.7%	28 / 86 32.6%	25 / 93 26.9%	27 / 91 29.7%
	CY 2. Success rate of tenured/tenure track faculty searches (if applicable). Success rate=number of appointments divided by the number of searches.	0 / 0 -	0 / 0 -	0 / 0 -	0 / 0 -	1 / 1 100.0%	1 / 1 100.0%
	CY 3. Percentage of tenured/tenure track faculty with one or more of the following academic achievement(s) during the past academic year: Research grant proposals submitted, Conference presentations made, Publications to refereed publications, Invited talks, Creative works/activities (e.g. Play productions, art exhibits), Prestigious awards or honors.	12 / 6 200.0%	17 / 5 340.0%	N/A -	N/A -	N/A -	N/A -
	CY 4. Percentage of tenured/tenure track faculty who served on one or more of the following standing committees/ councils or faculty/MPP level search committees during the past academic year: College level, University level, System level	13 / 6 216.7%	N/A -	N/A -	N/A -	9 / 2 450.0%	9 / 5 180.0%
	Fall 5. Comparison of tenured/tenure track faculty headcount to total faculty headcount.	6 / 10 60.0%	5 / 9 55.6%	4 / 9 44.4%	4 / 13 30.8%	2 / 17 11.8%	5 / 20 25.0%
Quality: Student Indicators	Fall 1. First-time Freshmen first year continuation rates (percent that return the following fall).	13 / 20 65.0%	17 / 23 73.9%	22 / 24 91.7%	16 / 20 80.0%	30 / 38 78.9%	NYA
	Fall 2. Transfer Junior first year continuation rates (percent that return the following fall).	51 / 61 83.6%	87 / 100 87.0%	83 / 96 86.5%	66 / 81 81.5%	49 / 57 86.0%	NYA
	Fall 3. Percentage of enrolled students (12 units completed) in the major with GPA >=3.4 (honors level).	29 / 324 9.0%	16 / 369 4.3%	28 / 414 6.8%	31 / 432 7.2%	29 / 278 10.4%	22 / 395 5.6%
	CY 4. First-Time Freshmen Median Elapsed Time-to-Degree (Summer 08 - Spring 13).					101 degrees 5.5 years	
	CY 5. Upper Division Transfer Median Elapsed Time-to-Degree (Summer 08 - Spring 13).					285 degrees 2.5 years	
	CY 6. Mean GWE test scores within department/program.	7.8	8.4	8.0	8.3	7.9	7.9
Centrality/ Complementariness	Fall 1. Proportion of general education or developmental FTES (taught) over departmental FTES.	8.4 / 147.87 5.7%	22.9 / 190 12.1%	11 / 201.3 5.5%	11.2 / 240.4 4.7%	10.4 / 232.5 4.5%	10.2 / 227.4 4.5%

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Demand	AY 1. FTES taught by the department/program (percent change from the prior year).	145.0	183.1 26.3%	219.2 19.7%	246.5 12.4%	232.8 -5.6%	224.0 -3.7%
	Fall 2. Number of students declaring the department/program (percent change from the prior year).	356	408 14.6%	440 7.8%	452 2.7%	415 -8.2%	427 2.9%
	Fall 3. FTES taken by students declaring the department/program major (percent change from the prior year).	267.7	322.2 20.4%	350.7 8.8%	351.7 0.3%	323.9 -7.9%	341.6 5.5%
	Fall 4. Mean unit load by the department/program major (percent change from the prior year).	11.3	11.9 5.1%	12.0 1.3%	11.7 -2.5%	11.7 0.0%	12.0 2.6%
Uniqueness	1. Number of local public universities offering similar programs. Comparison campuses include: CSULB, CSULA, CSUN, CSUF, UCI, UCLA and Cal Poly Pomona.	6	6	6	6	6	6
	2. Number of local public universities offering similar program features, options, specialties, and/or concentrations.	3	3	3	3	3	3
Vitality: Application Activity	Fall 1. First-time freshman applicant to enrollment yield statistic (percent difference from college yield statistic).	-0.1%	-1.3%	0.0%	-2.2%	1.3%	0.1%
	Fall 2. Upper division applicant to enrollment yield statistic (percent difference from college yield statistic).	-5.1%	-1.9%	-3.1%	-3.6%	-5.4%	-3.0%
Vitality: Persistence and Tracking Measures	Fall 1. First-time freshmen four year graduation rates (i.e. fall 2004 cohort to summer 2008).	0 / 22 0.0%	0 / 28 0.0%	1 / 37 2.7%	0 / 20 0.0%	4 / 23 17.4%	NYA
	Fall 2. First-time freshmen five year graduation rates (i.e. fall 2003 cohort to summer 2008).	8 / 18 44.4%	2 / 22 9.1%	5 / 28 17.9%	9 / 37 24.3%	4 / 20 20.0%	NYA
	Fall 3. First-time freshmen six year graduation rates (i.e. fall 2002 cohort to summer 2008).	6 / 13 46.2%	10 / 18 55.6%	4 / 22 18.2%	9 / 28 32.1%	14 / 37 37.8%	NYA
	Fall 4. Transfer Junior two year graduation rates (i.e. fall 2006 cohort to summer 2008).	3 / 26 11.5%	5 / 41 12.2%	22 / 100 22.0%	26 / 92 28.3%	22 / 72 30.6%	NYA
	Fall 5. Transfer Junior three year graduation rates (i.e. fall 2005 cohort to summer 2008).	12 / 35 34.3%	6 / 26 23.1%	17 / 41 41.5%	45 / 100 45.0%	54 / 92 58.7%	NYA
	Fall 6. Transfer Junior four year graduation rates (i.e. fall 2004 cohort to summer 2008).	19 / 33 57.6%	17 / 35 48.6%	9 / 26 34.6%	21 / 41 51.2%	54 / 100 54.0%	NYA
	Fall 7. First-time freshmen six year tracking (graduates + enrollees) rate (i.e. fall 2003 cohort to fall 2009).	8 / 23 34.8%	7 / 13 53.8%	10 / 18 55.6%	7 / 22 31.8%	10 / 28 35.7%	19 / 37 51.4%
	Fall 8. Transfer Junior four year tracking (graduates + enrollees) rate (i.e. fall 2004 cohort to fall 2009).	16 / 27 59.3%	22 / 33 66.7%	23 / 35 65.7%	28 / 41 68.3%	13 / 26 50.0%	65 / 100 65.0%

Report based on State-Support only, AY = Academic Year, CY = College Year, N/A = Not Available, NYA = Not Yet Available