

Performance Effectiveness Assessment Tool (PEAT)

Quantitative Analysis - Explanatory Sheet

College of Arts & Humanities

Digital Media Arts

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.	24 / 43 55.8%	24 / 44 54.5%	23 / 44 52.3%	23 / 42 54.8%	24 / 46 52.2%	23 / 50 46.0%
	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 -	0 / 0 -	0 / 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.	72 / 3 2400.0%	N/A -	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	10 / 3 333.3%	N/A -	N/A -	5 / 3 166.7%	9 / 3 300.0%	9 / 3 300.0%
	Fall 5. Comparison of tenured/tenure track faculty headcount to total faculty headcount.	3 / 7 42.9%	3 / 7 42.9%	3 / 6 50.0%	3 / 8 37.5%	3 / 8 37.5%	3 / 8 37.5%
Quality: Student Indicators	Fall 1. First-time Freshmen first year continuation rates (percent that return the following fall).	7 / 13 53.8%	15 / 21 71.4%	17 / 21 81.0%	15 / 18 83.3%	11 / 14 78.6%	NYA
	Fall 2. Transfer Junior first year continuation rates (percent that return the following fall).	30 / 33 90.9%	29 / 36 80.6%	36 / 39 92.3%	33 / 43 76.7%	39 / 47 83.0%	NYA
	Fall 3. Percentage of enrolled students (12 units completed) in the major with GPA >=3.4 (honors level).	19 / 139 13.7%	9 / 154 5.8%	14 / 142 9.9%	22 / 170 12.9%	24 / 176 13.6%	20 / 177 11.3%
	CY 4. First-Time Freshmen Median Elapsed Time-to-Degree (Summer 08 - Spring 13).					28 degrees 5.8 years	
	CY 5. Upper Division Transfer Median Elapsed Time-to-Degree (Summer 08 - Spring 13).					146 degrees 2.5 years	
	CY 6. Mean GWE test scores within department/program.	7.6	8.1	7.7	8.1	7.7	7.9
Centrality/ Complementariness	Fall 1. Proportion of general education or developmental FTES (taught) over departmental FTES.	0 / 0 -	0 / 84.1 0.0%	0 / 78.6 0.0%	0 / 82.47 0.0%	0 / 80.6 0.0%	0 / 86.9 0.0%

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Demand	AY 1. FTES taught by the department/program (percent change from the prior year).	72.0	78.5	71.0	73.1	74.3	79.7
	Fall 2. Number of students declaring the department/program (percent change from the prior year).	155	186	161	186	191	196
	Fall 3. FTES taken by students declaring the department/program major (percent change from the prior year).	128.5	153.7	139.0	154.5	161.0	167.1
	Fall 4. Mean unit load by the department/program major (percent change from the prior year).	12.4	12.4	13.0	12.5	12.6	12.8
Uniqueness	1. Number of local public universities offering similar programs. Comparison campuses include: CSULB, CSULA, CSUN, CSUF, UCI, UCLA and Cal Poly Pomona.	0	0	0	0	0	0
	2. Number of local public universities offering similar program features, options, specialties, and/or concentrations.	0	0	0	0	0	0
Vitality: Application Activity	Fall 1. First-time freshman applicant to enrollment yield statistic (percent difference from college yield statistic).	0.4%	3.8%	3.1%	1.5%	-0.3%	0.8%
	Fall 2. Upper division applicant to enrollment yield statistic (percent difference from college yield statistic).	6.4%	5.9%	9.2%	5.7%	17.2%	11.1%
Vitality: Persistence and Tracking Measures	Fall 1. First-time freshmen four year graduation rates (i.e. fall 2004 cohort to summer 2008).	2 / 11 18.2%	1 / 18 5.6%	0 / 15 0.0%	0 / 13 0.0%	1 / 21 4.8%	NYA
	Fall 2. First-time freshmen five year graduation rates (i.e. fall 2003 cohort to summer 2008).	1 / 8 12.5%	2 / 11 18.2%	2 / 18 11.1%	0 / 15 0.0%	4 / 13 30.8%	NYA
	Fall 3. First-time freshmen six year graduation rates (i.e. fall 2002 cohort to summer 2008).	1 / 5 20.0%	2 / 8 25.0%	4 / 11 36.4%	5 / 18 27.8%	1 / 15 6.7%	NYA
	Fall 4. Transfer Junior two year graduation rates (i.e. fall 2006 cohort to summer 2008).	12 / 25 48.0%	9 / 25 36.0%	9 / 36 25.0%	12 / 34 35.3%	12 / 35 34.3%	NYA
	Fall 5. Transfer Junior three year graduation rates (i.e. fall 2005 cohort to summer 2008).	10 / 27 37.0%	14 / 25 56.0%	15 / 25 60.0%	17 / 36 47.2%	16 / 34 47.1%	NYA
	Fall 6. Transfer Junior four year graduation rates (i.e. fall 2004 cohort to summer 2008).	17 / 31 54.8%	16 / 27 59.3%	16 / 25 64.0%	16 / 25 64.0%	20 / 36 55.6%	NYA
	Fall 7. First-time freshmen six year tracking (graduates + enrollees) rate (i.e. fall 2003 cohort to fall 2009).	1 / 2 50.0%	2 / 5 40.0%	2 / 8 25.0%	5 / 11 45.5%	5 / 18 27.8%	1 / 15 6.7%
	Fall 8. Transfer Junior four year tracking (graduates + enrollees) rate (i.e. fall 2004 cohort to fall 2009).	13 / 22 59.1%	18 / 31 58.1%	17 / 27 63.0%	17 / 25 68.0%	17 / 25 68.0%	22 / 36 61.1%

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