

## APASP Unit of Analysis Datasheet

**Unit of Analysis:** Communication Studies  
**College:** College of Humanities & Sciences  
**Author:** Greg Larson  
**Degree:** Bachelor

**Unit No:** 22.00

**Department:** Communication Studies  
**Major:** Communication Studies

### Program Information Data (Not a criterion, Not Weighted):

Communication Studies	2013	2014	2015	2016	2017
<b>Instructional Faculty FTE (includes Grad Asst)</b>	14.3	13.7	15.6	14.2	10.6
<b>TT/T Instructional Faculty FTE</b>	5.9	7.2	6.7	6.4	5.6
<b>Total Personnel Costs (w/o benefits)</b>	\$913,115	\$960,800	\$1,192,734	\$1,110,156	\$1,121,567
<b>Total Personnel Benefit Cost</b>	\$192,587	\$219,181	\$264,687	\$254,696	\$288,265
<b>Faculty Personnel Cost (w/o benefits)</b>	\$547,076	\$602,935	\$754,574	\$710,078	\$748,718
<b>Research Faculty FTE</b>	0.0	0.0	0.0	0.0	0.0

### Criteria 2 Metric 1: 5 YA of SCH for Gen-Ed courses, total (2Y, UG) – Department Metric

Department for Unit of Analysis	2013	2014	2015	2016	2017	Quintile (score 1-5)
<b>Communication Studies</b>	5,085	4,764	4,647	4,599	3,582	4

**Criteria 2 Metric 2: 5 YA of SCH for Gen-Ed courses, per instructional FTE – Department Metric**

Department for Unit of Analysis	2013	2014	2015	2016	2017	Quintile (score 1-5)
Communication Studies	279.9	278.3	299.0	293.9	248.4	4

**Criteria 2 Metric 3: 5 YA of SCH ratio of non-majors to total – Department Metric**

Department for Unit of Analysis	2013	2014	2015	2016	2017	Quintile (score 1-5)
Non-Major SCH	5,547.0	4,934.0	4,919.0	4,365.0	3,299.0	
Total SCH	8,578.0	8,243.0	8,123.0	7,746.0	6,011.0	3
Percent	64.7%	59.9%	60.6%	56.4%	54.9%	

**Criteria 3 Metric 1: Number of Majors and Metric 2: Trend over 5 years**

Unit of Analysis	2013	2014	2015	2016	2017	5 Yr Avg	Quintile (score 1-5)
Communication Studies	434.0	451.0	474.0	455.0	441.0	451.0	4
<b>Trend</b>							
Trend Analysis (slope of metric over 5 years)						0.2	5.0



	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
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**Certificates**

	2013	2014	2015	2016	2017	5 Yr Avg
	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A

**Criteria 3 Metric 5: 5YA of Degrees Awarded and Metric 6: Trend over 5 years**

Unit of Analysis	2013	2014	2015	2016	2017	5 Yr Avg	Quintile (score 1-5)
Communication Studies	51.0	84.0	79.0	88.0	85.0	77.4	5
<b>Trend</b>							
Trend Analysis (slope of metric over 5 years)						0.6	5

**Criteria 3 Metric 7: 5 YA of minors awarded**

Unit of Analysis	2013	2014	2015	2016	2017	5 Yr Avg	Quintile (score 1-5)
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<b>Communication Studies</b>	15	13	14	18	19	15.8	5
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**Criteria 3 Metric 8: 5YA of student FTE/instructional FTE ratio and Metric 9: Trend over 5 years – Department Metric**

<b>Department for Unit of Analysis</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>5 Yr Avg</b>	<b>Quintile (score 1-5)</b>
<b>Communication Studies</b>	14.8	15.4	17.5	16.0	15.8	15.9	3
<b>Trend</b>							
<b>Trend Analysis (slope of metric over 5 years)</b>						<b>0.4</b>	<b>5</b>

**Criteria 4 Metric 1: 5YA Time to Degree**

<b>Unit of Analysis</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>5 Yr Avg</b>	<b>Quintile (score 1-5)</b>
<b>Communication Studies</b>	6.5	5.3	5.4	5.9	5.1	5.6	2

**Criteria 4 Metric 2: 5YA Sophomore Persistence rates**

<b>Unit of Analysis</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>5 Yr Avg</b>	<b>Quintile (score 1-5)</b>
<b>Communication Studies</b>	0.9	0.9	0.8	1.0	0.8	0.9	4

**Criteria 5 Metric 1: UG SCH per instructional FTE – Department Metric**

Department for Unit of Analysis	2013	2014	2015	2016	2017	5 Yr Avg	Quintile (score 1-5)
<b>Communication Studies</b>	443.3	461.7	522.8	480.1	471.5	475.9	3

**Criteria 5 Metric 2: UG SCH per T/TT Faculty FTE – Department Metric**

Department for Unit of Analysis	2013	2014	2015	2016	2017	5 Yr Avg	Quintile (score 1-5)
<b>Communication Studies</b>	1085.0	877.7	1213.4	1068.8	883.8	1025.7	5

**Criteria 5 Metric 5: Expenditures Grants & Contracts per TT/T and Research Faculty and Metric 6: 5 year Trend – Department Metric**

Department for Unit of Analysis	2013	2014	2015	2016	2017	5 Yr Avg	Quintile (score 1-5)	
<b>Communication Studies</b>	\$0	\$0	\$0	\$0	\$0	\$0	1	
<b>Trend</b>								
<b>Trend Analysis (slope of metric over 5 years)</b>						<b>0</b>	<b>0</b>	

**Criteria 5 Metric 7: IDC Generated per TT/T and Research Faculty – Department Metric**

<b>Department for Unit of Analysis</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>5 Yr Avg</b>	<b>Quintile (score 1-5)</b>
<b>Communication Studies</b>	\$0	\$0	\$0	\$0	\$0	\$0	1