

APASP Unit of Analysis Datasheet

Unit of Analysis: Sales and Marketing

Unit No: 171.00

College: Missoula College

Author: Cheryl Galipeau/Tom Stanton

Department: Business Technology

Degree: Certificate

Major: Sales and Marketing

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

Sales and Marketing	2013	2014	2015	2016	2017
Instructional Faculty FTE (includes Grad Asst)	9.1	9.0	9.4	9.3	8.2
TT/T Instructional Faculty FTE	5.3	5.5	4.6	6.5	4.7
Total Personnel Costs (w/o benefits)	\$658,855	\$691,785	\$712,853	\$781,243	\$772,362
Total Personnel Benefit Cost	\$178,786	\$186,416	\$202,727	\$211,010	\$243,080
Faculty Personnel Cost (w/o benefits)	\$446,053	\$472,322	\$474,320	\$532,794	\$467,644
Research Faculty FTE	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)
Sales and Marketing	861	861	831	681	900	3

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)
Sales and Marketing	87.3	82.6	59.9	38.9	85.4	2

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	4,019.0	3,483.0	3,442.0	2,583.0	2,451.0	
Total SCH	9,104.0	8,951.0	8,531.0	6,323.0	5,474.0	3
Percent	44.1%	38.9%	40.3%	40.9%	44.8%	

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)
Sales and Marketing	0.0	0.0	0.0	0.0	0.0	0.0	0
Trend							

	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A

Certificates

	2013	2014	2015	2016	2017	5 Yr Avg
Sales and Marketing	0.0	0.0	0.0	0.0	0.0	0.0
	#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)
Sales and Marketing	1.0	3.0	6.0	6.0	1.0	3.4	1
Trend							
Trend Analysis (slope of metric over 5 years)						0.2236068	4

Criteria 3 Metric 7: 5 YA of minors awarded

Unit of Analysis	2013	2014	2015	2016	2017	5 Yr Avg	Quintile (score 1-5)
Sales and Marketing	0	0	0	0	0	0.0	0

Criteria 3 Metric 8: 5YA of student FTE/instructional FTE ratio and Metric 9: Trend over 5 years – Department Metric

Department for Unit of Analysis	2013	2014	2015	2016	2017	5 Yr Avg	Quintile (score 1-5)
Sales and Marketing	27.9	27.8	24.6	18.1	19.0	23.5	4
Trend							
Trend Analysis (slope of metric over 5 years)						-0.8	1

Criteria 4 Metric 1: 5YA Time to Degree

Unit of Analysis	2013	2014	2015	2016	2017	5 Yr Avg	Quintile (score 1-5)
Sales and Marketing	15.7	3.1	2.6	2.8	1.7	3.5	1

Criteria 4 Metric 2: 5YA Sophomore Persistence rates

Unit of Analysis	2013	2014	2015	2016	2017	5 Yr Avg	Quintile (score 1-5)
Sales and Marketing	0.0	0.0	0.0	0.0	0.0	0.0	0

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)
Sales and Marketing	838.2	834.6	736.9	543.2	570.6	704.7	5

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)
Sales and Marketing	1422.2	1383.3	1516.0	782.6	1001.8	1221.1	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)
Sales and Marketing	\$0	\$0	\$0	\$0	\$0	\$0	1

Trend		
Trend Analysis (slope of metric over 5 years)	0	0

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

Department for Unit of Analysis	2013	2014	2015	2016	2017	5 Yr Avg	Quintile (score 1-5)
Sales and Marketing	\$0	\$0	\$0	\$0	\$0	\$0	1