

Report to the Enrollment and Marketing
Working Group

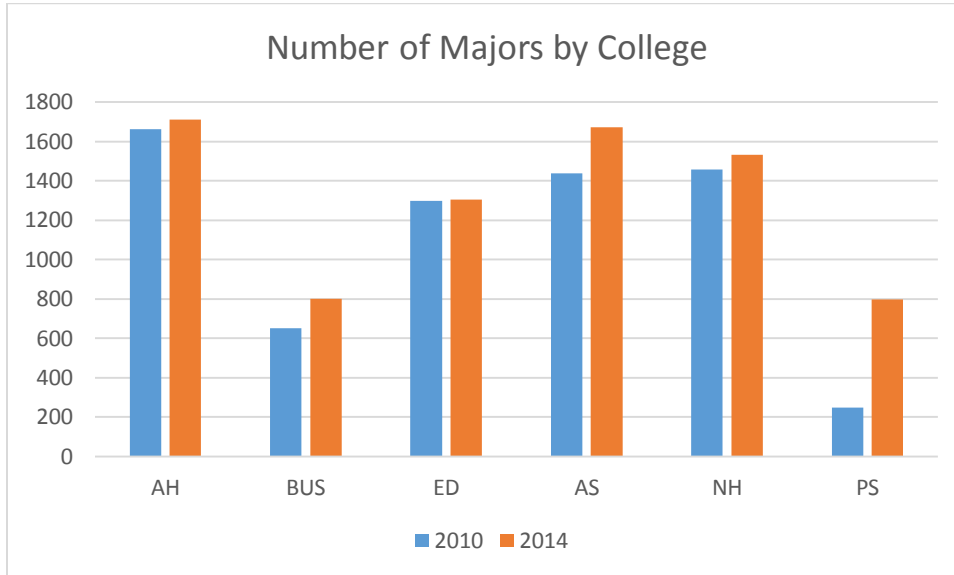
September 30, 2015

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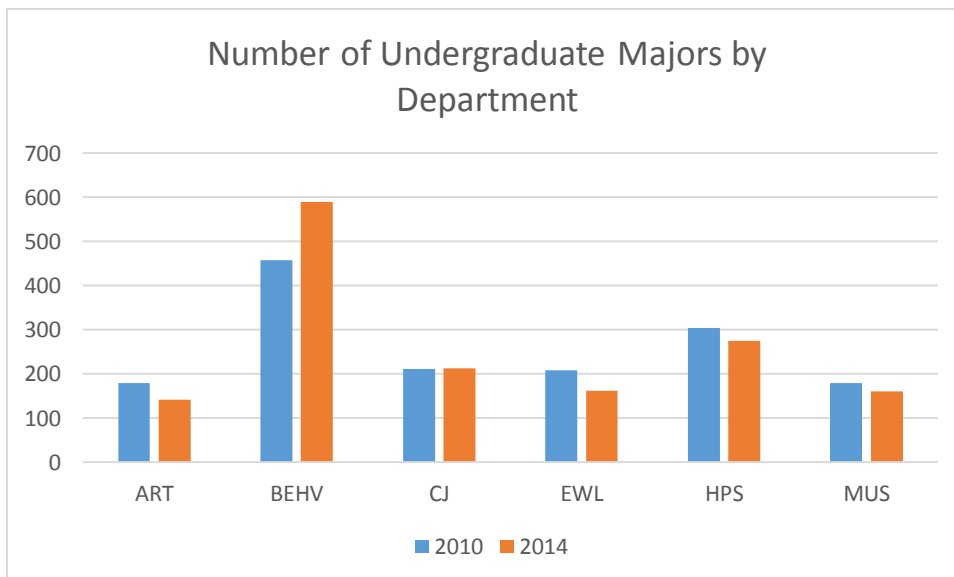
The College of Arts and Humanities

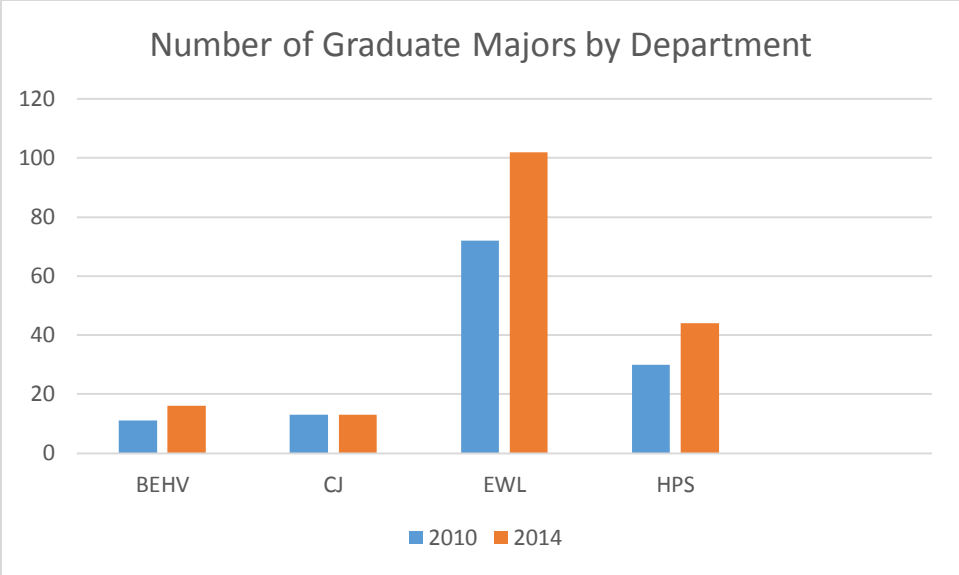
General Enrollment Patterns

Overall, enrollment in the College of Arts and Humanities has increased from 1662 in 2010 to 1712 in 2014. Total enrollment in Arts and Humanities majors has remained higher than any other college on campus but its enrollment growth rate (3% from 2010 to 2014) is slower than all but one other college.

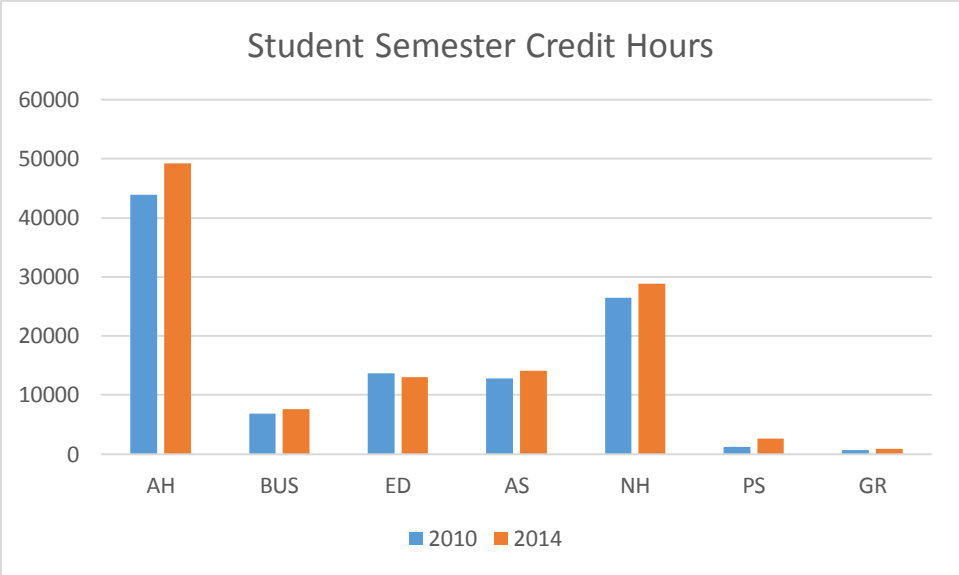


Within Arts and Humanities, English and World Languages and Behavioral Sciences department majors have experienced solid growth in the last few years. Graduate programs in English, especially in the Teaching English to Speakers of Other Languages (TESOL) and the English as a Second Language (ESL) academies have grown rapidly due to international recruitment and a shared \$2.3 million grant with the University of Arkansas for an ESL Academy. In Behavioral Science, Psychology, Criminal Justice and Rehabilitation Science majors have rapidly increased in popularity. Art, Communication and Journalism, History and Political Science and Music have experienced relatively flat enrollments in the past five years.



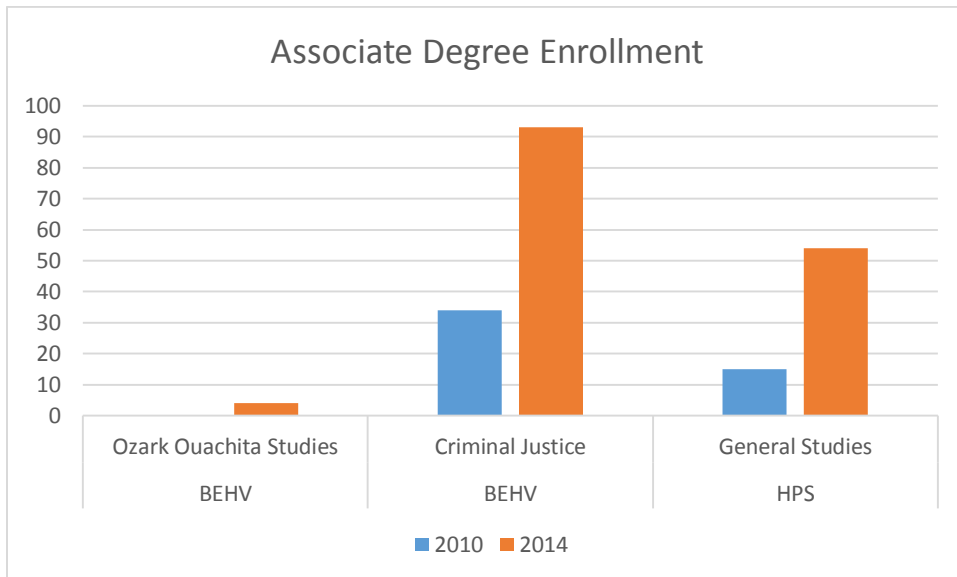


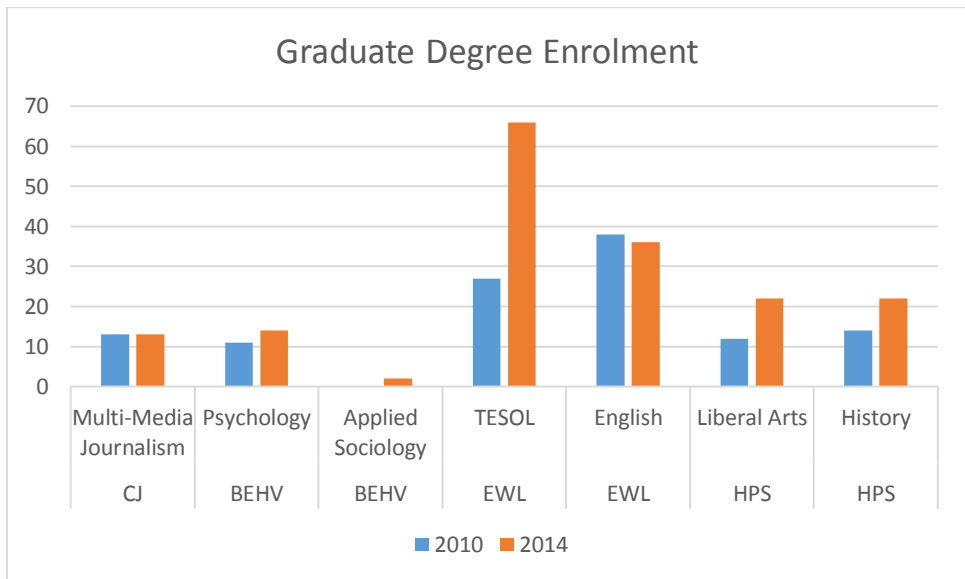
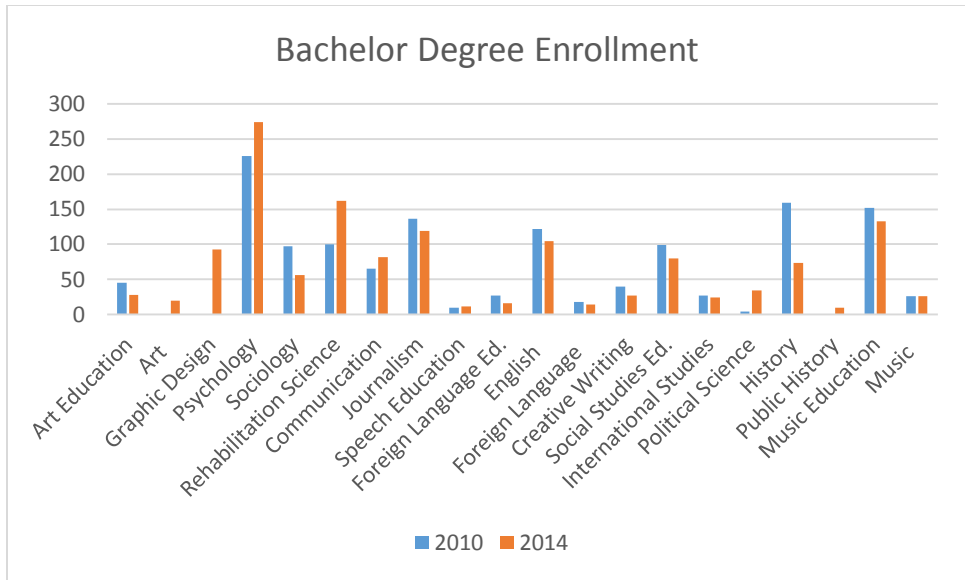
It is important to note that fluctuations in major programs only tells part of the story in the College of Arts and Humanities. 24 of the university's 35 general education hours (68.5%) come from courses that are primarily housed the college (minus a few agriculture and economics courses that are listed among the social studies options). On average the college produces nearly 40% of the university's overall student semester credit hours, and the burden is growing. Comparing year to year fall student semester credit hours, the College of Arts and Humanities has gone from generating 43,902 student semester credit hours (SSCH) in the fall of 2010 to 49,189 in the fall of 2014. That is an increase of 12%. While smaller colleges at Tech with programs that depend heavily on other college's faculty and resources (eTech/Professional Studies, Education, and the Graduate College) have increased SSCH at a greater rates, among the large, more independent colleges, Arts and Humanities has grown SSCH as fast as Business (12%), and faster than Applied Science (10%) and Natural and Health Science (9%). Tech's second largest college, Natural and Health Sciences, produced only 28,835 SSCH compared to Arts and Humanities 49,100 in fall 2014.



Several factors have contributed to the enrollment outlook of the college. High national and regional unemployment rates and a state government emphasis on growing the number of college graduates has generally driven up enrollment numbers at the university and in the college in recent years. ATU has also benefitted from lower overall costs, better television advertising, and more consistent positive publicity compared to its in-state competitors. In the College of Arts and Humanities, professionally tracked degrees such as Rehabilitation Science and Graphic Design as opposed to more general liberal arts degrees such as English and History have drawn greater numbers of students. Communications studies majors have increased as communication technology and social media have become more prominent parts of the American economy. English as a Second Language (ESL) and Teaching English to Speakers of Other Languages (TESOL) programs have benefitted from regional demographic trends such as the rise in Spanish-speaking immigration and from increased university recruitment in foreign countries. Other, shorter-term factors such as the recent drop in oil prices has likely affected enrollment in the college as well. Our Saudi Arabian cohort has not received as much support from the Saudi government for college since oil prices have dropped. This may be contributing to our recent dip in English Language Institute (ELI) enrollment. High tuition rates compared to state competitors offering English language training to incoming foreign students have also likely contributed to enrollment drops in Tech’s ELI. Facilities neglect and loss of key personnel likely negatively affected Music enrollment in the last year.

Enrollment Trends by Program





Art

Enrollment Trends – Decline from 179 total Art students in 2010 to 141 in 2014; New Game and Interactive Media Design Degree should attract many more students to the department.

Program Highlights – The splitting of the Art degree into Fine Art and Graphic Design in 2015 reveals the relative popularity of the Graphic Design major. The number of Art Education majors is declining.

Demographic Trends – The number of female students in Art is consistently about double the number of males. The percentage of white students in Art has declined from 88% in 2011 to 76% in 2014. The percentage of high need students in Art has risen slightly in the last 5 years. Out of state enrollment in Art has increased slightly but is still less than 10%.

Behavioral Sciences

Enrollment Trends – Growth from 457 total undergraduate Behavioral Science students in 2010 to 589 in 2014; Graduate student enrollment has increased from 11 in 2010 to 16 in 2014 with the introduction of the new Applied Sociology MA.

Program Highlights – Rehabilitation Science BA and Criminal Justice AS have grown faster than any other degrees in the college. There is strong growth in the Psychology BA as well, and Psychology is by far the most popular major in the college and among the most popular at Tech. Sociology BA has declined significantly. The Psychology MA has held relatively steady. The Sociology MS is just getting underway.

Demographic Trends – Females have gravitated more toward Psychology and Rehabilitation Science while males have signed up for Criminal Justice in greater numbers. Overall the trend in the department has been toward a balance in the female to male ratio. Minority representation is increasing in Criminal Justice, Sociology, and Psychology but decreasing in Rehabilitation Science. Financial need has fluctuated but in all programs 30-50% of students fall into the high need category. 29% of Psychology 2014 graduate students came from a foreign country. About 15% of Sociology students consistently come from out of state. Fewer than 10% come from out of state in the other BEHV programs.

Communication and Journalism

Enrollment Trends – Flat from 211 total undergraduate enrollment in Communication and Journalism in 2010 to 212 in 2014; Graduate student enrollment has also held steady in recent years at 13 in 2010 and 13 in 2014.

Program Highlights – The number of Communications majors seems to be recovering and growing since a 2013 slump. Journalism has had slightly fewer majors since 2013.

Demographic Trends – There are generally more males than females in Multi-Media Journalism and Speech, while other programs are relatively balanced between males and females. Journalism has experienced more minority enrollment in recent years, but minority enrollment has remained relatively flat overall. 23% of the Multi-Media Journalism students came from a foreign country in 2014. 10-15% of Communication and Journalism undergraduates come from out of state.

English and World Languages

Enrollment Trends: Decline in undergraduate enrollment in English and World Languages majors from 207 students in 2010 to 161 in 2014; Growth in graduate enrollment in department programs from 72 students in 2010 to 102 in 2014. TESOL is by far the largest graduate program in the college and is among the largest at Tech.

Program Highlights: Our English language acquisition programs are in great demand. We have enrollment increases not only in the Teaching English to Speakers of Other Languages (TESOL) MA program which prepares future teachers to teach English but in the English as a Second Language (ESL) academy which certifies existing teachers to teach English as a second language. Tech's ESL academy shared a \$2.3 million grant with the University of Arkansas to cover the

costs of Arkansas teachers needing ESL. 224 students were enrolled in Tech's ESL program this year. International students coming to Tech also rely on the English Language Institute (ELI) program. While ELI enrollment numbers are down this year, from 80-90 students per year between 2011 and 2014 to 48 in 2015, a large percentage of international students rely on the program to prepare for English language college classroom instruction. Our ELI tuition is currently high compared to similar programs in the state. We are currently working on ways to make Tech's ELI tuition more competitive. We are also working toward boosting international enrollment through new agreements with foreign universities. This year we signed two agreements with Taiwanese Universities to send undergraduate students in their final semester to finish their undergraduate degree in the U.S. and complete their graduate degree at Tech.

Demographic Trends: The ratio of females to males remains consistently high in EWL. The percent of non-white students has increased rapidly in the TESOL graduate and foreign language undergraduate degrees. The percent of high need students in EWL has remained stable in recent years. 36% of students in the English MA program and 42% of students in the TESOL MA program come from foreign countries. Fewer than 10% of students in undergraduate EWL programs come from out of state.

History and Political Science

Enrollment Trends: Decline in enrollment in undergraduate programs from 304 students in 2010 to 275 in 2014; Growth in graduate enrollment from 30 students in 2010 to 44 in 2014.

Program Highlights: The graduate programs in History and Liberal Arts (housed in HPS but directed with EWL faculty) have grown steadily in recent years. The associate degree in general education has also grown. The History major has shown a rapid decline from 159 students in 2011 to 73 in 2015, but this is due in large part to the creation of separate Public History and Political Science degrees that were previously included in the History program numbers. When History, Political Science, and Public History are combined, there is still a decline, but from 190 total students in 2011 to 117 in 2015. International Studies enrollment has held steady while Social Studies Education has experienced slight declines. It should be noted that while the number of majors has declined, student semester credit hours has remained strong in HPS. The department houses a large number of classes dedicated to general education requirements. The department also has a new program that started in the fall of 2015 in Cultural and Geospatial Studies. We are hoping this program will attract new majors.

Demographic Trends: History attracts more males than females, but more consistently at the undergraduate level. International studies enrolls more females than males. Most of the graduate students in the department report themselves as white. Minority representation in department undergraduate programs is very low across the board as well. The number of high need students has remained relatively consistent over time. 13% of graduate students in the Master of Liberal Arts program come from a foreign country. Generally fewer than 10% of students in HPS come from out of state.

Music

Enrollment Trends: Decline in enrollment from 178 in 2010 to 159 in 2014.

Program Highlights: Declines in music enrollment can in part be attributed to recruitment issues tied to the loss of the band director in 2014, slight declines in band camp enrollment, and the deteriorating music facilities in Witherspoon. The choral and instrumental programs, nevertheless, continue to win awards and accolades.

Demographic Trends: Ratios fluctuate regularly between males and females but generally trend toward a balance. 80-90% of music students are white. There are comparatively more low need students and fewer high need students in music than other majors. Very few students in Music come from outside of the state.

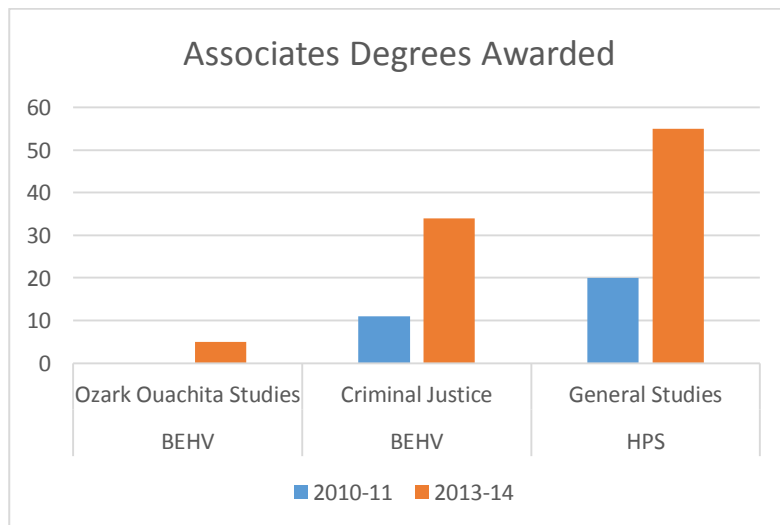
Graduation and Retention Rates

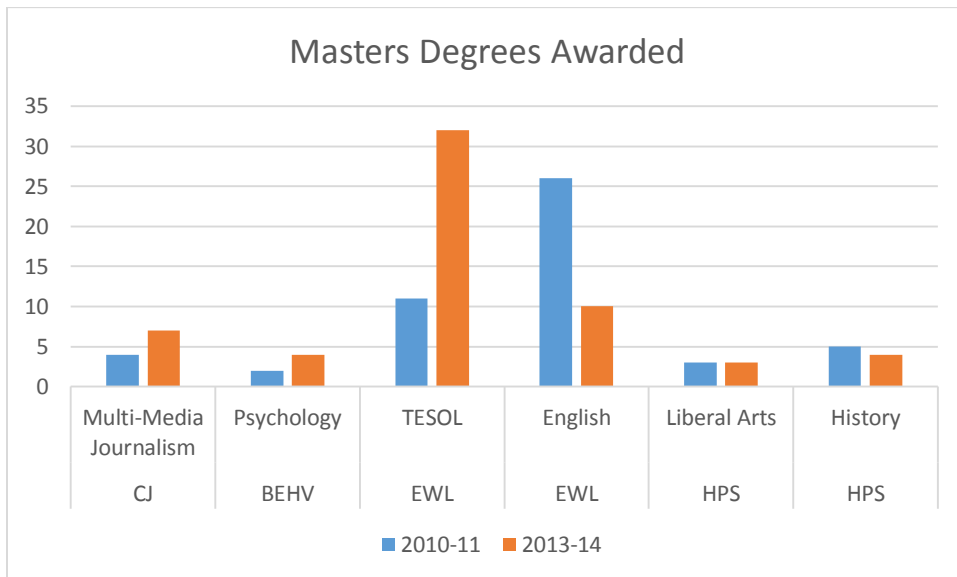
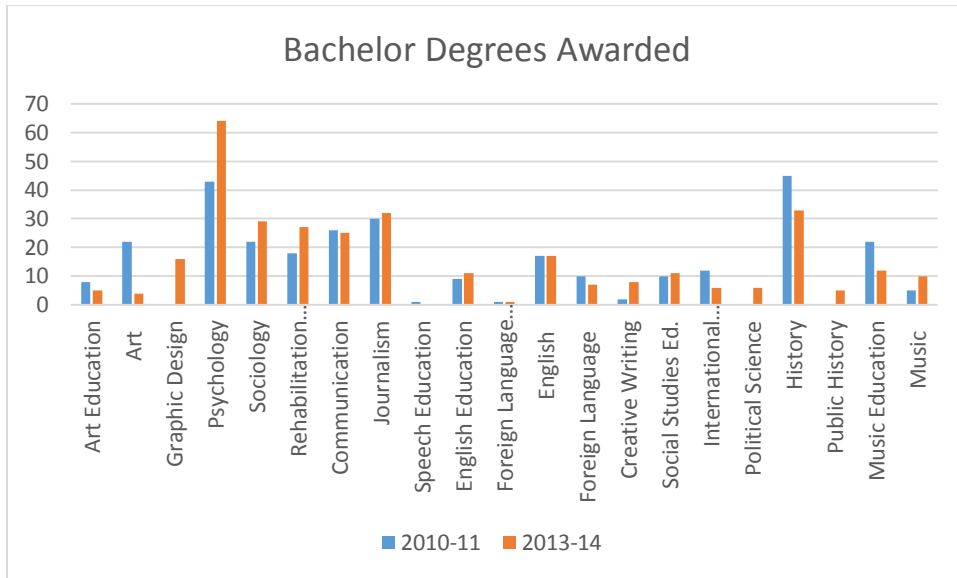
First semester retention rates for the college have averaged between 70-80% for the last several years. First year retention rates for the college have averaged between 50-60% and second year between 40-50%.

The six year graduation rate in Arts and Humanities averaged between 30-40% until 2006. Since then six year graduation rates have hovered right at 40%, near the university average. The college's six year transfer rate has increased from 10-20% in the 1990s to 20-30% since 2000.

The college has made several attempts to improve retention and graduation rates in recent years. Two Arts and Humanities College courses are part of the G2C study that Tech is participating in. DFWI rates in Psychology 2003 and History 1903 are being analyzed with an eye to changing teaching and learning techniques that might improve success. First to second year results in G2C classes have shown little change, but second to third year results could show more significant results when analyzed in the summer of 2016. English initiated a remediation program several years ago. Currently about 50% of students completing the English remediation program go on to graduate from college. This matches regional trends in remedial student completion rates.

Degrees Awarded by Program





Art

Overall graduation rates in art programs have remained steady. Graphic Design is by far the most popular degree in the department.

Behavioral Science

Criminal Justice graduates increased markedly. Ozark and Ouachita Studies is also increasing, but the program is only a year old. Overall graduation numbers in BEHV undergraduate degrees are up dramatically. Psychology has the most graduates in the college over the past few years and both Psychology and Rehabilitation Science have the fastest rates of growth in graduates in the college. Graduate numbers are up slightly in Psychology. The new Applied Sociology Degree has not been offered long enough to produce any graduates.

Communication and Journalism

Communication and Journalism graduation numbers were steady and consistent over time. Graduates in Multi-Media Journalism are increasing.

English and World Languages

English and Foreign Language numbers were steady and consistent over time. English and World Languages has some of the largest graduate programs on campus. Overall numbers of graduates held steady over the last few years, but TESOL numbers were dramatically up over the MA in English. TESOL is by far the most popular graduate program in the college and had the second highest number of graduates among graduate programs at Tech in 2013-14.

History and Political Science

General Studies graduates have increased rapidly. The total number of degrees produced in History and Political Science are down slightly over the last few years. The large number of International Studies graduates in 2010-11, however, is an anomaly. Overall the number of department bachelor degrees granted has held steady. History numbers have decreased but some of those students have split off into Public History. Overall History has produced among the highest number of graduates in the college. Liberal Arts and History MA graduation numbers have held steady.

Music

The number of degrees granted in music has not changed much. Students are choosing Music degrees at a faster rate than Music Education.

Arts and Humanities Concerns and Opportunities

Liberal arts programs have recently come under greater scrutiny nationally. Legislators, parents, higher education officials, and the public media have emphasized the need for more STEM and professionally tracked college degrees. They have also looked to job placement as the primary measure of return on college investment. Traditional liberal arts majors have suffered under the impression that they do not lead directly to jobs, despite evidence that liberal arts majors on average earn as much over a lifetime as other majors.¹ In response to this trend, the college has developed new programs in Cultural and Geospatial Studies and Game and Interactive Media Design that tie traditional liberal arts programs (Geography, Anthropology, Art) to new technologies and professional skills (Geographic Information Systems, 3-D Digital Animation and Programming). We recognize the need to continue to address widespread concerns about the liberal arts in general.

College facilities have not uniformly kept up with enrollment and SSCH increases on the Tech campus in general but specifically in the college. Communication and Journalism in the Energy Center and Art in Norman Hall are in relatively good shape, though technology demands tied to Multi-Media Journalism, Broadcast, and Graphic Design are great and will likely increase with the new Social Media Minor and Game and Interactive Media Major. The theatre in the old Techionery building is only a few years old and in good shape, but the Museum side of the building struggles with maintenance needs. The biggest concern though is Witherspoon Hall. English, Behavioral Science, History and Political Science, and Music have stretched the capacity of Witherspoon to its limits. Music lacks adequate performance and

¹ See <https://www.aacu.org/nchems-report>.

practice space, and office space for all departments is at a premium (we have converted closets and conference rooms to offices in recent years). Witherspoon houses department that support half of the general education courses on campus. Nearly every student on campus has a class in Witherspoon and has a heavy impact on perceptions of institutional facilities as a whole.

A shortage of personnel is also a recurring concern in Arts and Humanities that can potentially affect marketing and recruiting. As SSCH has increased, the college has had to rely increasingly on adjuncts and less on full-time faculty. Departments with high SSCH such as Behavioral Sciences, Communication and Journalism, English and World Languages and History and Political Science have higher numbers of adjuncts. At some point, dependence on adjuncts who work for low wages and no benefits could affect quality and ultimately enrollment and retention.

Enrollment trends, demographic trends, and graduation rates indicate areas of focus that might guide Arts and Humanities marketing and recruiting in the next few years. As with ATU in general, over 90% of Arts and Humanities undergraduates come from Arkansas. Consistently, 70-80% of undergraduate students in the college report themselves as white, though minority enrollment is increasing overall, mostly in graduate programs. The college is still a majority female though the gap between the number of males and females is narrowing. Generally 30-40% of undergraduate students fall into the high need category, though Music has fewer high need students. College growth areas, however, include graduate programs that are in high demand among foreign students. Along with maintaining its broad student base in Arkansas, an emphasis on expanding recruitment of foreign students, recruitment in regional urban centers with jobs in technology and health-related fields (Dallas, Memphis, Tulsa, Oklahoma City, etc.) and recruitment in the growth areas of central and northwest Arkansas would most benefit the college.

Professional marketing, advertising, recruiting, and development support would help as well. Generally department heads and deans have worked hard to improve marketing, advertising, recruiting, and development for the college. The College of Arts and Humanities maintains a college Facebook page while most of the departments and a few individual programs have their own social media sites. The dean's office runs information updates on a closed circuit TV system in Witherspoon. Each of the departments recruits students at the Tech Open House and at Time Out for Tech. Music recruits heavily through its band camp, and Art holds contests for high school and junior high school students. Perhaps the college's single most significant recruiting tool is the K-12 initiative which provides lectures to high school classrooms on a variety of subjects taught by Tech faculty. The college also oversees several concurrent courses that draw a significant high school students to Tech. This fall, Arts and Humanities will also hold its first college open house for Alumni and families on November 1 and will recruit a board of advisors to aid in building industry and foundation support. Nevertheless, these are all initiatives that come from within the college. Arts and Humanities would benefit greatly from additional help in producing professional quality marketing, advertising, and recruiting campaigns that can be tied to the overall strategic plan of the university.

Arts and Humanities Strategic Initiatives

The following is a list of initiatives already under way in the College of Arts and Humanities that capitalize on current enrollment and graduation trends:

Leverage language needs, including targeting foreign and domestic students for English language (ELI, ESL, and TESOL) programs.

Develop new programs that tie traditional liberal arts to new technology.

Create advisory board to stay connected to industry partners and build foundation support.

Create a Criminal Justice major.

Create a Rehabilitation Science graduate program.

Market and advertise the new Cultural and Geospatial Studies and Game and Interactive Media Design programs.

Make improvements to the Witherspoon facility, especially the auditorium.

Direct resources toward our rapidly growing Psychology and Rehabilitation Science Programs.

Pursue interdisciplinary programs and project-based courses.

Pursue grants that raise the profile and reputation of the college.

Enhance technology and training for electronic delivery of classroom content.

Develop more online and flexible schedule courses.

Improve student learning through classroom studies (G2C) and enhanced student experience (Study Abroad, College Distinction, Project-Based Courses).

Implications for Arkansas Tech University Strategic Initiatives

Branding is a key part of the overall strategic plan and at the core of the marketing committee's work. The Arts and Humanities College's current enrollment and graduation trends suggest the need for a greater emphasis on the key areas of technology, language, health, public outreach, and social justice. This has implications for the university's overall branding message in the next five years. The following are a list of themes that have come up in university-wide meetings that blend well with with Arts and Humanities current emphases:

Grit/Perseverance

Friendly/Community/Family

Health/Hope

Technology/Innovation

Global/Diversity/Social Justice

If there is a common thread in this list of themes, it might be "giving students the confidence to solve global problems."