

Oklahoma State University

FIVE-YEAR ACADEMIC LEDGER

MARKETING

<i>Fall Semester</i>	2004	2005	2006	2007	2008	Change		
						Amount	Percent	
Student Information								
Headcount								
Undergraduate	570	571	509	584	567	-3	-0.5%	
Graduate	13	13	14	14	16	3	23.1%	
Professional	0	0	0	0	0	0	-	
Total	583	584	523	598	583	0	0.0%	
Headcount by Ethnicity								
White	458	451	401	479	456	-2	-0.4%	
African American	27	32	18	23	30	3	11.1%	
Native American	46	52	52	51	57	11	23.9%	
Hispanic	17	13	11	10	12	-5	-29.4%	
Asian	4	9	12	12	4	0	0.0%	
International	31	27	29	23	24	-7	-22.6%	
Female	279	283	265	287	269	-10	-3.6%	
Male	304	301	258	311	314	10	3.3%	
Degrees Granted								
Bachelor	256	283	271	245	234	-22	-8.6%	
Master	0	0	0	0	0	0	-	
Doctorate	0	0	0	0	1	1	-	
Professional	0	0	0	0	0	0	-	
Total	256	283	271	245	235	-21	-8.2%	
Entry Information								
ACT Average	24.0	26.5	24.0	24.3	24.0	0.0	-0.1%	
ACT 25th - 75th Percentile	24-24	24-29	23-25	22-26	21-26			
Top 10% High Sch. Class(%)	0.0%	33.3%	33.3%	27.8%	20.0%	20.0		
Retention/Graduation Rates								
No. of Full-time Semesters	8.6	8.5	8.2	8.1	8.1	-0.5	-5.8%	
Semester Credit Hours - State Funded								
Undergraduate	8,342	8,650	8,458	8,301	7,630	-712	-8.5%	
Graduate	940	936	892	836	747	-193	-20.5%	
Professional	0	0	0	0	0	0	-	
Total	9,282	9,586	9,350	9,137	8,377	-905	-9.8%	
Number of Lecture Classes Taught Avg Class Size	Number	Avg.	Number	Avg.	Number	Avg.	Number	Avg.
Undergraduate	46	62.0	52	59.0	56	49.0	50	63.0
Graduate/Professional	9	24.0	8	32.0	9	28.0	7	31.0
All Student	55	55.8	60	55.4	65	46.1	57	59.1
Class Size								
% of Classes < 20	10.9%	3.3%	10.8%	5.3%	7.3%	-3.6		
% of Classes > 50	32.7%	31.7%	21.5%	28.1%	25.5%	-7.3		
OSU-Tulsa								
Headcount	136	158	139	138	118	-18	-13.2%	
Student Credit Hours	1686	1817	1661	1560	1389	-297	-17.6%	
Faculty Information								
Instructional-FTE								
Professor-Lecturer	17.16	19.98	21.35	19.31	18.87	1.71	10.0%	
Graduate Assistant	5.75	4.50	4.50	5.00	4.50	-1.25	-21.7%	
Total	22.91	24.48	25.85	24.31	23.37	0.46	2.0%	
Headcount								
Professor-Lecturer	23	26	27	25	25	2	8.7%	
Tenured/Tenure Track	15	17	17	15	15	0	0.0%	
Tenured	9	10	10	11	11	2	22.2%	
%Tenured	60.0%	58.8%	58.8%	73.3%	73.3%	13.3		
Faculty Headcount by Ethnicity								
White	20	21	22	19	18	-2	-10.0%	
African American	0	0	0	0	0	0	-	
Native American	0	0	0	0	1	1	-	
Hispanic	0	0	0	0	0	0	-	
Asian	2	2	2	2	2	0	0.0%	
International	1	3	3	4	3	2	200.0%	
Hawaiian Island	0	0	0	0	0	0	-	
Multicultural	0	0	0	0	1	1	-	
Female	2	5	7	7	6	4	200.0%	
Male	21	21	20	18	19	-2	-9.5%	
% of Faculty Full - Time	87.3%	87.1%	85.7%	86.4%	84.2%	-3.1		
Student Faculty Ratio	35.2	32.6	29.6	32.0	30.0	-5.2	-14.8%	

Student Faculty Ratio: ((Undergraduate SCH/15)+(Graduate SCH/12)+(Professional Student Headcount))/(Instructional FTE+Research FTE)

**Oklahoma State University
FIVE-YEAR ACADEMIC LEDGER
MARKETING**

Fall Semester	2004	2005	2006	2007	2008	Change						
							Amount	Percent				
Faculty Information - con't												
Faculty Salaries vs. Peer Inst. (Full-time Faculty - 9 mos.)	OSU	Big 12	OSU	Big 12	OSU	Big 12	OSU	Big 12				
Professor	\$114,123	\$135,545	\$120,368	\$140,906	\$125,415	\$142,820	\$140,346	\$154,321	\$146,308	\$159,854	\$32,185	28.2%
Associate	\$93,004	\$98,381	\$94,691	\$105,789	\$93,540	\$110,230	\$102,576	\$117,219	\$107,798	\$119,348	\$14,794	15.9%
Assistant	\$90,780	\$96,819	\$98,884	\$98,478	\$102,549	\$103,708	\$105,941	\$113,317	\$109,485	\$117,455	\$18,705	20.6%
Classes Taught by Tenured/Tenure Track												
% Lower Div. Classes	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0	
% Undergrad. Classes	39%	44%	45%	44%	45%	45%	45%	45%	45%	45%	6	
Research Information												
Sponsored Programs**	FY04	FY05	FY06	FY07	FY08	Change						
						Amount	Percent					
Research												
General Support	\$75,646	\$39,655	\$35,239	\$63,074	\$33,452	(\$42,194)	-55.8%					
Federal	\$128	\$0	\$35,360	\$39,077	\$45,434	\$45,306	35395.3%					
State	\$143,210	\$77,675	\$66,591	\$72,949	\$9,194	(\$134,016)	-93.6%					
Private	\$2,576	\$11,953	\$0	\$2,073	\$32,641	\$30,065	1167.1%					
Total	\$221,559	\$129,283	\$137,189	\$177,173	\$120,721	(\$100,838)	-45.5%					
Instruction												
General Support	\$0	\$0	\$0	\$0	\$0	\$0	-					
Federal	\$0	\$0	\$0	\$0	\$0	\$0	-					
State	\$0	\$0	\$0	\$0	\$0	\$0	-					
Private	\$0	\$0	\$0	\$0	\$0	\$0	-					
Total	\$0	\$0	\$0	\$0	\$0	\$0	-					
Outreach												
General Support	\$0	\$0	\$0	\$0	\$0	\$0	-					
Federal	\$0	\$0	\$0	\$0	\$0	\$0	-					
State	\$0	\$0	\$0	\$0	\$0	\$0	-					
Private	\$0	\$0	\$0	\$0	\$0	\$0	-					
Total	\$0	\$0	\$0	\$0	\$0	\$0	-					
Sponsored Program Funds												
Total General Support	\$75,646	\$39,655	\$35,239	\$63,074	\$33,452	(\$42,194)	-55.8%					
Total Federal	\$128	\$0	\$35,360	\$39,077	\$45,434	\$45,306	35395.3%					
Total State	\$143,210	\$77,675	\$66,591	\$72,949	\$9,194	(\$134,016)	-93.6%					
Total Private	\$2,576	\$11,953	\$0	\$2,073	\$32,641	\$30,065	1167.1%					
Total	\$221,559	\$129,283	\$137,189	\$177,173	\$120,721	(\$100,838)	-45.5%					
Research Exp. per Faculty Ratio	\$12,140	\$6,050	\$6,009	\$8,538	\$6,036	(\$6,104)	-50.3%					
Financial Information												
Faculty Salaries	\$1,215,916	\$1,300,267	\$1,570,879	\$1,589,935	\$1,439,572	\$223,656	18.4%					
Other Salaries	\$65,421	\$56,876	\$49,118	\$54,380	\$71,141	\$5,720	8.7%					
Fringe Benefits	\$325,012	\$388,231	\$498,217	\$477,012	\$426,242	\$101,230	31.1%					
Travel	\$16,810	\$21,753	\$26,629	\$29,214	\$30,920	\$14,110	83.9%					
Utilities	\$0	\$0	\$0	\$0	\$0	\$0	-					
Supplies Other Oper. Exp.	\$9,490	\$11,012	\$6,865	\$6,675	\$2,901	(\$6,589)	-69.4%					
Property, Furniture Equip.	\$755	\$614	\$884	\$946	\$6,180	\$5,425	719.0%					
Library Books Periodicals	\$19	\$43	\$0	\$0	\$35	\$16	82.5%					
Transfers Other Disbur.	\$0	\$0	\$0	\$0	\$0	\$0	-					
Total	\$1,633,423	\$1,778,796	\$2,152,591	\$2,158,162	\$1,976,991	\$343,568	21.0%					
Cost per SCH	\$87.51	\$85.15	\$108.87	\$107.25	\$99.85	\$12.35	14.1%					
Cost per SCH in Constant \$	\$87.51	\$81.59	\$101.44	\$95.27	\$85.90	(\$1.61)	-1.8%					
Other Revenue												
Other Student Fees	\$0	\$0	\$0	\$0	\$0	\$0	-					
Gifts and Grants	\$0	\$134	\$3,266	\$0	\$1,383	\$1,383	-					
Fees Related to Educ. Depts.	\$0	\$0	\$0	\$0	\$0	\$0	-					
Other Income	\$39,205	\$54,757	\$31,477	\$42,806	\$51,049	\$11,844	30.2%					
Total	\$39,205	\$54,890	\$34,743	\$42,806	\$52,432	\$13,226	33.7%					

**Excludes federal appropriations for College of Agriculture Sciences and Natural Resources.

Plant funds, OSU Foundations, In-Kind Contributions, and Unfunded F and A on C/S are not included at the department level.