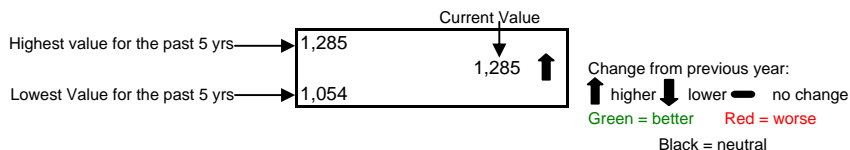
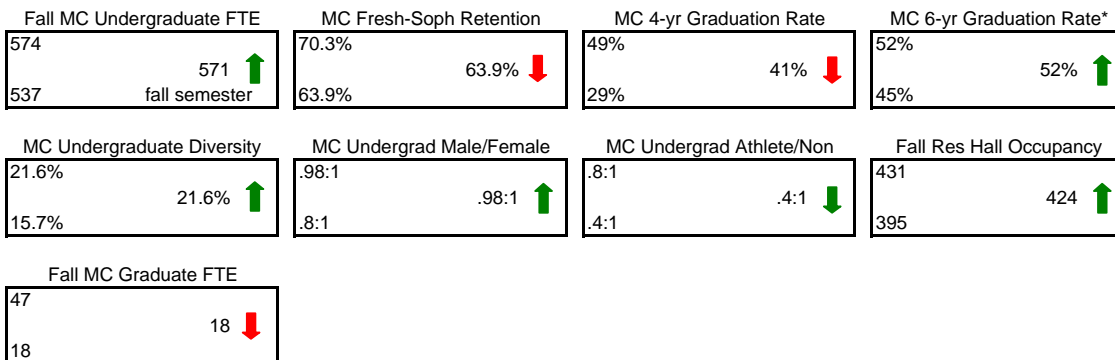


## Southwestern College 2010 Metric Report

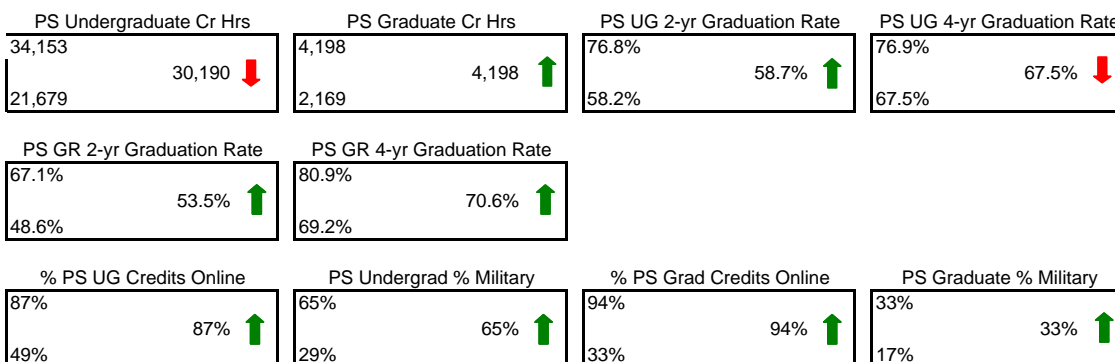


### Student Body

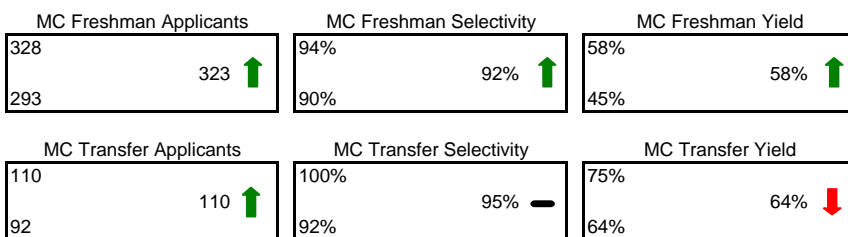
#### Main Campus



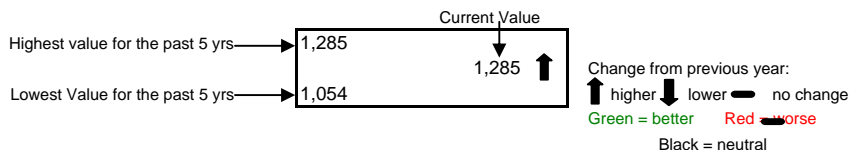
#### Professional Studies



### Main Campus Admissions



## Southwestern College 2010 Metric Report



### Faculty and Academics

#### Main Campus

<b>MC Student:Faculty Ratio</b> 13:1 11:1 13:1 ↑	<b>% MC Fac w/Terminal Degree</b> 69% 52% 58% ↓	<b>% MC UG Courses &lt;10</b> 58% 49% 57% ↓	<b>% MC GR Courses &lt;10</b> 72% 50% 72% ↑
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#### Professional Studies

<b>% PS UG Courses &lt;10</b> 59% 37% 39% ↑	<b>% PS GR Courses &lt;10</b> 52% 21% 44% ↓
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### Finance

<b>Endowment Market Value</b> \$18.7 \$13.9 \$18.7 ↑ in millions	<b>Spending Rate</b> 8.7% 3.6% 3.6% ↓	<b>MC UG Net Tuition &amp; Fees</b> \$5.4 \$5.0 \$5.4 ↑ in millions	<b>MC Freshman COA Disc %</b> 43% 38% 40% ↓
<b>MC Undergrad COA Disc %</b> 38.5% 34.7% 38.5% ↑	<b>MC GR Net Tuition &amp; Fees</b> \$1,410,534 \$287,140 \$1,410,534 ↑	<b>PS Net Tuition &amp; Fees</b> \$13.2 \$5.8 \$13.1 ↓ in millions	<b>Total Net Tuition &amp; Fees</b> \$19.8 \$11.2 \$19.8 ↑ in millions
<b>Total COA Discount %</b> 25.0% 12.9% 12.9% ↓	<b>Trustee Tuition Grants</b> \$342,265 \$200,162 \$342,265 ↑	<b>Residence Hall Revenue</b> \$1.60 \$1.26 \$1.54 ↓ in millions	<b>Composite Financial Index</b> 2.1 1.0 2.1 ↑

### Advancement

<b># Alumni Donors</b> 1,269 824 1,143 ↑	<b>% Alumni Giving</b> 8.3% 5.5% 6.3% ↑	<b># President Council Donors</b> 179 135 179 ↑	<b>% President Council giving</b> 60% 62% 58% ↓
<b># Trustee Donors</b> 31 23 25 ↑	<b>% Trustee Giving</b> 87.9% 63.9% 78.1% ↑	<b># Employee Donors</b> 92 52 73 ↓	<b>% Employee Giving</b> 44.6% 29.7% 37.0% ↓
<b>Total Gifts*</b> \$3,836,263 \$2,499,743 \$3,628,379 ↑	<b>Total Cash Gifts less Estates*</b> \$2,795,670 \$433,570 \$2,549,938 ↑	<b>Total Unrestricted Gifts*</b> \$1,013,525 \$665,885 \$1,013,525 ↑	<b>Total Endowment Gifts*</b> \$1,626,246 \$287,215 \$387,456 ↑
<b>Annual Restricted Gifts*</b> \$837,472 \$648,892 \$775,985 ↓			

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**Fall Main Campus Undergraduate FTE:**

The Main Campus undergraduate full-time equivalent (FTE) is important because it relates directly to the net revenue and therefore, overall general financial health of the College. It is calculated by dividing total credit hours enrolled for by 15 (a full-time load). Based on Fall census.

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**Main Campus Freshman-Sophomore Retention:**

The freshman to sophomore raw retention is the number of first-year students who return for a second year. It is a measure of student satisfaction and successful recruitment.

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**Main Campus Graduation Rate (4-yr):**

The 4-yr graduation rate is the percentage of a cohort of first-time full-time freshmen who graduate within 4 years of starting college at Southwestern. Increasing this percentage is important because it indicates that we are improving student satisfaction and selectivity.

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**Main Campus Graduation Rate (6-yr):**

The 6-yr graduation rate is the percent of first-year cohort who graduate within 6 years of starting college at Southwestern. Increasing this percentage is important because it indicates that we are improving student satisfaction and selectivity.

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**Main Campus Undergraduate Diversity:**

Diversity is a measure of the percent of students (headcount) who identify themselves as Asian, African-American, Hispanic, American Indian, Pacific Islander or Multiracial.

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**Main Campus Undergraduate Male/Female Ratio:**

Male/female ratio is a measure of the gender balance of the student body. This ratio is important because, as a co-ed institution, we desire a gender balance in our classrooms and across campus.

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**Main Campus Undergraduate Athlete/Non-Athlete Ratio:**

Athlete/Non-Athlete ratio measures the balance between athletes and non-athletes. An effort is being made to be less dependent on recruitment for sports to maintain the campus enrollment.

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**Fall Residence Hall Occupancy:**

Occupancy rate is the number of beds filled in campus housing during the fall semester. It is important as a reflection of how well we are able to engage students directly in campus life and a measure of potential revenue.

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**Fall Main Campus Graduate FTE:**

The graduate full-time equivalent (FTE) is important because it relates directly to the net revenue and therefore, overall general financial health of the College.

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**Professional Studies Undergraduate Credit Hours:**

The Professional Studies undergraduate credit hours is important because it relates directly to the net revenue and therefore, overall general financial health of the College. Based on full academic - 7/01 to 6/30

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**Professional Studies Graduate Credit Hours:**

The Professional Studies graduate credit hours is important because it relates directly to the net revenue and therefore, overall general financial health of the College. Based on full academic - 7/01 to 6/30

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**Professional Studies Undergraduate 2-yr Graduation Rate:**

The Professional Studies graduation rates are based on cohorts established according to Transparency by Design definition. Anyone beginning a program of study for a degree anytime during a given academic year (7/1 to the following 6/30) and demonstrated commitment by subsequent enrollment. TbD tracks graduation rates from 2-10 years in 2 year increments.

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**Professional Studies Undergraduate 4-yr Graduation Rate:**

The Professional Studies graduation rates are based on cohorts established according to Transparency by Design definition. Anyone beginning a program of study for a degree anytime during a given academic year (7/1 to the following 6/30) and demonstrated commitment by subsequent enrollment. TbD tracks graduation rates from 2-10 years in 2 year increments.

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**Professional Studies Graduate 2-yr Graduation Rate:**

Cohorts determined similarly to the undergraduate cohorts for consistency. Graduation rate based on 2 years.

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**Professional Studies Graduate 4-yr Graduation Rate:**

Cohorts determined similarly to the undergraduate cohorts for consistency. Graduation rate based on 4 years.

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**Professional Studies Undergraduate Percentage of Online Credit Hours:**

This is the percentage of PS undergraduate credit hours that are generated through online instruction.

**Southwestern College 2010 Metric Report**

**STUDENT BODY**  
Fall 2010

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**Professional Studies Undergraduate Percentage of Military Credit Hours:**

This is the percentage of PS undergraduate credit hours generated by military learners.

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**Professional Studies Graduate Percentage of Online Credit Hours:**

This is the percentage of PS graduate credit hours that are generated through online instruction.

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**Professional Studies Graduate Percentage of Military Credit Hours:**

This is the percentage of PS graduate credit hours generated by military learners.

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**Main Campus # of Freshman Applicants:**

This is the total number of applications from first-year students. The size of the applicant pool is the key to improving the number, quality, diversity and economic strength of the students we admit and, ultimately, enroll.

**Main Campus Freshman Selectivity:**

Selectivity reflects the percentage of completed first-year applicants that were offered admission to Southwestern.

**Main Campus Freshman Yield:**

Yield reflects the number of first-year students who choose to enroll as a fraction of those who are admitted. It is a measure of demand and of our ability to convert students from admittance to matriculation.

**Main Campus # of Transfer Applicants:**

This is the total number of applications from transfer students. The size of the applicant pool is the key to improving the number, quality, diversity and economic strength of the students we admit and, ultimately, enroll.

**Main Campus Transfer Selectivity:**

Selectivity reflects the percentage of completed transfer applicants that were offered admission to Southwestern.

**Main Campus Transfer Yield:**

Yield reflects the number of transfer students who choose to enroll as a fraction of those who are admitted. It is a measure of demand and of our ability to convert students from admittance to matriculation.

## Southwestern College 2010 Metric Report

### FACULTY and ACADEMICS

Fall 2010

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**Main Campus Faculty to Student Ratio:**

This is the ratio of Main Campus students to full-time faculty.

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**% of Main Campus Faculty with Terminal Degrees:**

The percentage of full-time faculty with earned doctorates or the highest degree in their field is important as a measure of faculty quality.

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**% of Main Campus Undergraduate Courses with Enrollments < 10:**

This is the percentage of Main Campus undergraduate courses with enrollments of less than 10 students.

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**% of Main Campus Graduate Courses with Enrollments < 10:**

This is the percentage of Main Campus graduate courses with enrollments of less than 10 students.

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**% of Professional Studies Undergraduate Courses with Enrollments < 10:**

This is the percentage of Professional Studies undergraduate courses with enrollments of less than 10 students.

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**% of Professional Studies Graduate Courses with Enrollments < 10:**

This is the percentage of Professional Studies graduate courses with enrollments of less than 10 students.

## Southwestern College 2010 Metric Report

FINANCIAL  
Fall 2010

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**Endowment Market Value:**

The value of the College's endowment is important because we are dependent on the endowment to provide a significant part of our operating budget and it is one measure of institutional strength.

**Spending Rate:**

The spending rate is the percentage of the value of the endowment that was spent in any given year. The spending rate is important because it reflects our dependence on endowment to fund operations.

**Main Campus Undergraduate Net Tuition and Fees Revenue:**

This is the amount of Main Campus undergraduate tuition and fees revenue less institutional financial aid. Net tuition and fees revenue is important because it is the primary source of operating funds.

**Main Campus Freshman Cost of Attendance (COA) Discount %:**

The new student discount rate measures the percentage of gross new student revenues that is returned as institutional aid. This new student discount rate is important because it directly affects the net tuition revenue amount.

**Main Campus Undergraduate Cost of Attendance (COA) Discount %:**

The Main Campus undergraduate discount rate measures the percentage of gross undergraduate revenues that is returned as financial aid. This discount rate is important because it directly affects the net tuition revenue amount.

**Main Campus Graduate Net Tuition and Fees Revenue:**

This is the amount of Main Campus graduate tuition and fees revenue less institutional financial aid. Net tuition and fees revenue is important because it is the primary source of operating funds.

**Professional Studies Net Tuition and Fees Revenue:**

This is the amount of Professional Studies tuition and fees revenue less discounts. Net tuition and fees revenue is important because it is the primary source of operating funds.

**Total College Net Tuition and Fees Revenue:**

This is the amount of the College's tuition and fees revenue less discounts. Net tuition and fees revenue is important because it is the primary source of operating funds.

**Total College Cost of Attendance (COA) Discount Rate:**

The overall discount rate measures the percentage of gross student revenues that is returned to all students as institutional aid. This value is important because it affects directly the net tuition revenue amount.

**Trustee Tuition Grants:**

The trustee tuition grants are the tuition remissions allowed for employees, spouses, and their children.

**Residence Hall Revenue:**

Residence hall revenue is important because it is a primary source of operating funds.

**Composite Financial Index:**

The composite financial index (CFI) is comprised of four core ratios that are weighted and scored on a common scale to create one overall financial measurement. The four ratios are the primary reserve ratio, the net income ratio, the return on net assets ratio, and the viability ratio.

## Southwestern College 2010 Metric Report

### ADVANCEMENT

Fall 2010

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**Total # of Alumni Donors:**

This number is important as it is one indicator of external support for the institution. Based on graduates.

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**Percent of Alumni Who Give:**

This percentage is important as it is one indicator of external support for the institution.

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**Percent of gift total received from President Council members:**

This number is important as it is one indicator of external support for the institution.

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**Percent of President's Council Who Give:**

This percentage is important as it is one indicator of external support for the institution.

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**Total # of Trustee Donors:**

This number is important as it is one indicator of external support for the institution.

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**Percent of Trustees Who Give:**

This percentage is important as it is one indicator of external support for the institution.

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**Total # of Employee Donors:**

This number is important as it is one indicator of internal support for the institution.

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**Percent of Employees Who Give:**

This number is important as it is one indicator of internal support for the institution.

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**Total Gifts:**

This is the amount of total gifts received during the fiscal year. The amount of total cash gifts is important because it allows the college to fund special projects and operations as appropriate.

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**Total Cash Gifts Less Estates:**

This is the amount of total gifts less the estates received during the fiscal year. The amount of total cash gifts is important because it allows the college to fund special projects and operations as appropriate.

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**Total Unrestricted Gifts:**

The amount of unrestricted gifts to the college is important because it is a source for our operating budget and is one indicator of external support for the institution.

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**Total Endowment Gifts:**

The amount of endowment gifts to the college is important because it is a perpetual source for our operating budget and is one indicator of external support for the institution.

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**Total Annual Restricted Gifts:**

The amount of restricted gifts to the college is important because it allows the college to fund special projects and is one indicator of external support for the institution.