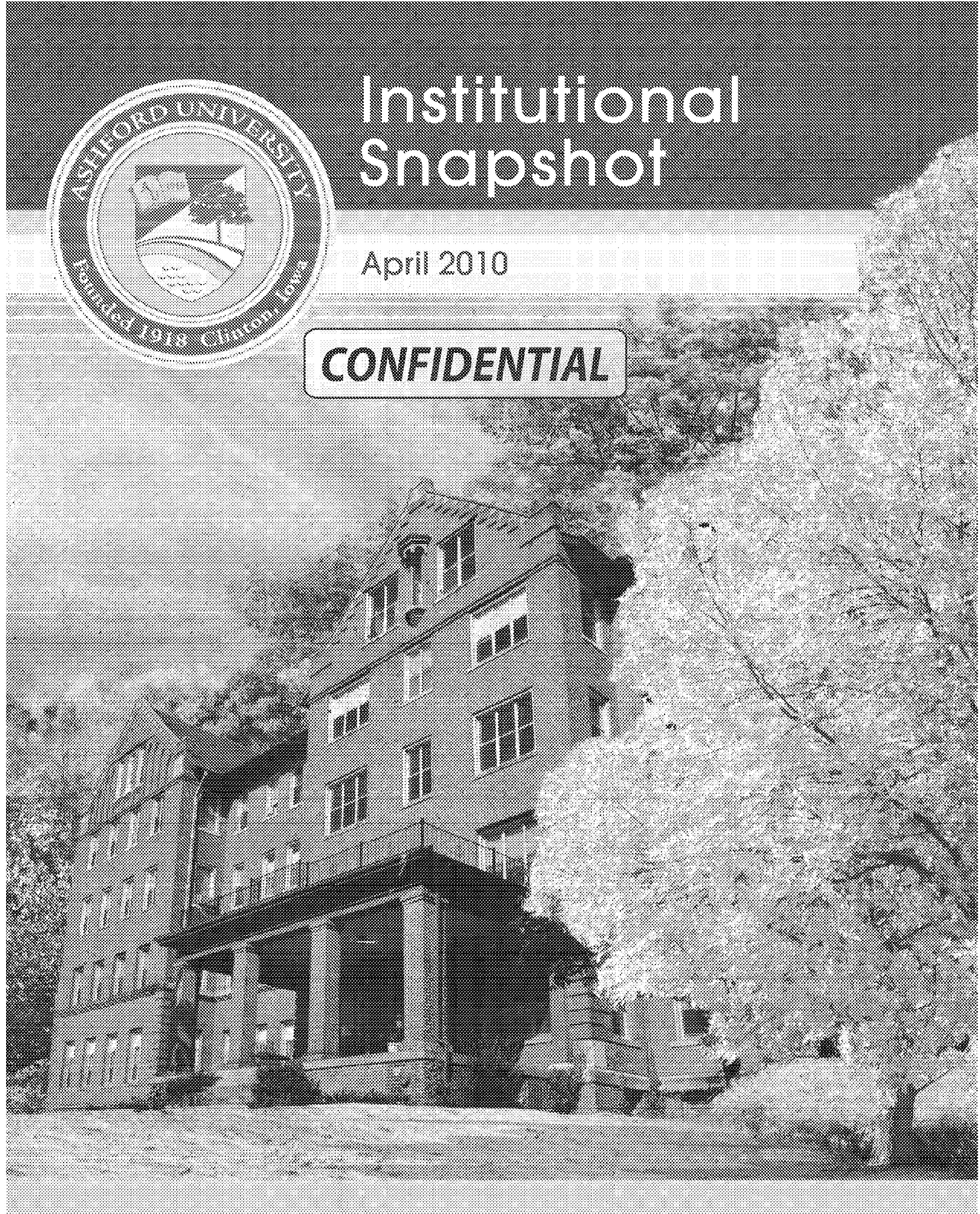


Institutional Snapshot

April 2010

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Ashford University

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400 North Bluff Boulevard, Clinton, Iowa 52732

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Institutional Snapshot

The following report provides documentation for the seven data categories identified by the Higher Learning Commission:

1. Student Demography Headcounts
2. Student Recruitment and Admissions
3. Financial Assistance for Students
4. Student Retention and Productivity
5. Faculty Demography
6. Availability of Instructional Resources and Information Technology
7. Financial Data

1. Student Demography Headcounts

A. Undergraduate Enrollments by Class Level

Category	Fall 2006	Fall 2007	Fall 2008	Fall 2009
Freshman	1,403	4,258	10,525	16,701
Sophomore	1,103	1,651	3,966	8,707
Junior	349	2,612	5,751	10,303
Senior	567	1,284	3,477	6,957
Unclassified	63	61	121	309

B. Undergraduate Students by Degree Seeking and Non-degree Seeking Status

Undergraduate Degree Seeking	Fall 2006	Fall 2007	Fall 2008	Fall 2009
Total	3,414	9,805	23,665	42,668
Male	778	2,250	5,875	11,793
Female	2,636	7,555	17,790	30,875
White non-Hispanic	2,076	6,039	13,868	23,007
Black non-Hispanic	654	2,224	5,999	12,135
Hispanic	224	674	1,847	3,569
Asian or Pacific Islander*	55	154	393	738*
American Indian or Alaskan Native	40	99	309	498
Race-Ethnicity Unknown	354	589	1,217	1,996
Native Hawaiian or Other Pacific Islander*	N/A	N/A	N/A	*
Two or more races	N/A	N/A	N/A	684
Non-Resident Alien	11	26	32	41

* For this table, the 2009 categories of Asian and Native Hawaiian or Other Pacific Islander were combined.

Undergraduate Non-degree Seeking	Fall 2006	Fall 2007	Fall 2008	Fall 2009
Total	71	61	175	309
Male	17	22	75	155
Female	54	39	100	154
White non-Hispanic	22	47	119	181
Black non-Hispanic	2	5	12	55
Hispanic	0	1	3	32
Asian or Pacific Islander*	1	0	3	24*
American Indian or Alaskan Native	0	0	1	1
Race-Ethnicity Unknown	44	7	36	14
Native Hawaiian or Other Pacific Islander*	N/A	N/A	N/A	*
Two or more races	N/A	N/A	N/A	2
Non-Resident Alien	2	1	1	0

C. Graduate/Professional Students by Degree Seeking and Non-degree Seeking Students

Graduate/Professional Degree Seeking	Fall 2006	Fall 2007	Fall 2008	Fall 2009
Total	351	702	1,765	3,851
Male	126	249	629	1,304
Female	225	453	1,136	2,547
White non-Hispanic	223	419	926	1,837
Black non-Hispanic	39	178	552	1,367
Hispanic	10	37	104	235
Asian or Pacific Islander*	11	17	48	126*
American Indian or Alaskan Native	1	3	15	38
Race-Ethnicity Unknown	63	40	114	177
Native Hawaiian or Other Pacific Islander*	N/A	N/A	N/A	*
Two or more races	N/A	N/A	N/A	57
Non-Resident Alien	4	8	6	14

Graduate/Professional Non-degree Seeking	Fall 2006	Fall 2007	Fall 2008	Fall 2009
Total	None	None	None	7

* For this table, the 2009 categories of Asian and Native Hawaiian or Other Pacific Islander were combined.

D. Age Range of Undergraduate Students

Undergraduate Students 24 & Under	Fall 2006	Fall 2007	Fall 2008	Fall 2009
Total	723	1,618	3,802	6,389

Undergraduate Students 25 & Over	Fall 2006	Fall 2007	Fall 2008	Fall 2009
Total	2,762	8,248	20,038	36,588

E. Number of Students by Residency Status of Credit-seeking Students who Come to Campus or Site for Instruction

Students Who Come to Campus for Instruction	Fall 2006	Fall 2007	Fall 2008	Fall 2009
In-State Resident	175	142	136	298
Out-of-State Resident	156	208	253	324
Non-US Resident	5	6	10	14

2. Student Recruitment and Admissions

A. Number of Applications, Acceptances, and Matriculations

2007	Applications	Acceptances	Matriculations
Undergraduate	25,191	24,996	18,426
Graduate	1,724	1,718	1,340
Total	26,915	26,714	19,766

2008	Applications	Acceptances	Matriculations
Undergraduate	61,704	60,828	46,000
Graduate	4,651	4,620	3,636
Total	66,355	65,448	49,636

2009**

ACT Results	Average Score		
	Fall 2007	Fall 2008	Fall 2009
Composite	19	19	20
English	17	18	18
Math	19	19	19
Reading	19	19	20
Science	20	20	20

**This information is currently unavailable.

3. Financial Assistance for Students

Undergraduate percentage receiving:	2005-06	2006-07	2007-08
Any financial aid	91%	76%	78%
Federal grant aid	42%	49%	52%
State/local grant aid	17%	4%	1%
Institutional grant aid	83%	21%	71%
Student loan aid	78%	17%	58%

Undergraduate percentage receiving:	2007-08
Any grant aid	58%
Pell grants	52%
Other federal grant aid	6%
Federal loan aid	71%
Other loan aid	6%
Total number of undergraduates	9,866
Total grant aid dollars received	\$14,724,237.00
Average grant aid dollars per student	\$1,492.42

4. Student Retention and Program Productivity

A. Percentage of first-time, full-time fall entering undergraduate students in the previous year who returned for study during the fall semester on which the report is based.

First-time Entering Undergraduates (Total 69)	# Entered Fall 2005	# Returned Fall 2006	Percentage
# White non-Hispanic	47	23	50%
# Black non-Hispanic	16	3	19%
# Hispanic	1	0	0%
# Asian or Pacific Islander	1	0	0%
# American Indian or Alaskan Native	0	0	0%
# Race-Ethnicity Unknown	4	0	0%
# Non-Resident Alien	0	0	0%

First-time Entering Undergraduates (Total 286)	# Entered Fall 2006	# Returned Fall 2007	Percentage
# White non-Hispanic	174	83	48%
# Black non-Hispanic	60	22	37%
# Hispanic	27	9	33%
# Asian or Pacific Islander	2	1	50%
# American Indian or Alaskan Native	5	3	60%
# Race-Ethnicity Unknown	18	10	56%
# Non-Resident Alien	0	0	0%

First-time Entering Undergraduates (Total 817)	# Entered Fall 2007	# Returned Fall 2008	Percentage
# White non-Hispanic	532	225	42%
# Black non-Hispanic	172	62	36%
# Hispanic	53	17	32%
# Asian or Pacific Islander	11	5	45%
# American Indian or Alaskan Native	8	2	25%
# Race-Ethnicity Unknown	41	13	32%
# Non-Resident Alien	0	0	0%

First-time Entering Undergraduates (Total 1,658)	# Entered Fall 2008	# Returned Fall 2009	Percentage
# White non-Hispanic	982	449	46%
# Black non-Hispanic	424	138	33%
# Hispanic	132	52	39%
# Asian or Pacific Islander*	18	4	22%
# American Indian or Alaskan Native	23	6	26%
# Race-Ethnicity Unknown	73	28	38%
# Non-Resident Alien	6	5	83%

B. Graduate and Professional Degrees in the Previous Year

Students Earning Graduate Degrees	2007	2008	2009
Total	191	237	745
# White non-Hispanic	124	160	438
# Black non-Hispanic	18	35	175
# Hispanic	1	12	37
# Asian or Pacific Islander*	3	9	20*
# American Indian or Alaskan Native	1	1	7
# Race-Ethnicity Unknown	39	20	64
Native Hawaiian or Other Pacific Islander*	N/A	N/A	*
Two or more races	N/A	N/A	0
# Non-Resident Alien	5	0	4

* For this table, the 2009 categories of Asian and Native Hawaiian or Other Pacific Islander were combined.

C. Degrees in Previous Year Identified by CIP Codes

Students Earning Degrees Identified by CIP CODES	AA	BA	MA
Agriculture/Natural Resources (1,3)		4	
Biological and Physical Sciences (26, 40, 41)		3	
Business (52)	5	689	118
Communications/Communication Technology/ Fine Arts (9,10,50)		3	
Education/Library Science (13, 21, 25)		15	119
Health (51)		2	
Military Technology/Protective Services (29,43)		2	
Personal Services/Consumer Services/Fitness (12, 19, 31)		4	
Psychology/Social Sciences and Services (42, 44, 45)		367	

2009 Students Earning Degrees Identified by CIP CODES	AA	BA	MA
Agriculture/Natural Resources (1,3)		1	
Biological and Physical Sciences (26, 40, 41)		5	
Business (52)	25	1,497	525
Communications/Communication Technology/ Fine Arts (9,10,50)		5	
Computer Graphics (11)		7	
Education/Library Science (13, 21, 25)		28	216
English Language and Literature (23)		1	
Health (51)		46	1
History (54)		1	
Military Technology/Protective Services (29,43)		111	
Personal Services/Consumer Services/Fitness (12, 19, 31)		9	
Psychology/Social Sciences and Services (42, 44, 45)		1,318	3

D. Pass Rate on Licensure Examinations

Students Sitting for Licensure Examinations	2007 Pass Rate (%)	2008 Pass Rate (%)
Undergraduate		
Exit Examination/Praxis II**	*	*
Graduate		
Not applicable to institution's programs	N/A	N/A

* For this table, the 2009 categories of Asian and Native Hawaiian or Other Pacific Islander were combined.

**This information is currently unavailable.

5. Faculty Demography

A. Full-time Instructor Data

2009 Degrees	Total	%
Doctorate	27	61.36%
First Professional	2	4.55%
Master's	15	34.09%
Grand Total	44	100.00%

2009 Program	Total	%
Biological & Physical Science	4	9.09%
Business	11	25.00%
Communications/Communication Technology/Fine Arts	5	11.36%
Education/Library Science	8	18.18%
Health	2	4.55%
Humanities/Interdisciplinary	5	11.36%
Mathematics/Computer Science	2	4.55%
Psychology/Social Sciences & Services	7	15.91%
Grand Total	44	100.00%

B. Part-time Instructor Data

2009 Degrees	Total	%
Doctorate	417	27.89%
First Professional	12	0.80%
Master's	1,053	70.43%
Not yet verified	13	0.80%
Grand Total	1,495	100.00%

2009 Race/Ethnicity	Total	%
American Indian/Alaskan Native	8	0.54%
Asian/Pacific Islander	38	2.54%
Black non-Hispanic	157	10.50%
Hispanic	38	2.54%
Non-Resident Alien	1	0.07%
Race and Ethnicity Unknown	1	0.07%
White non-Hispanic	680	45.43%
Undisclosed	572	38.26%
Grand Total	1,495	100.00%



2009 Program	Total	%
Biological & Physical Science	18	1.20%
Business	530	35.45%
Communications/Communication Technology/Fine Arts	170	11.37%
Education/Library Science	263	17.59%
Health	40	2.68%
Humanities/Interdisciplinary	136	9.10%
Law	78	5.22%
Mathematics/Computer Science	58	3.88%
Psychology/Social Sciences & Services	202	13.51%
Grand Total	1,495	100.00%

2008 Program	Total	%
Biological & Physical Science	12	1.33%
Business	350	38.89%
Communications/Communication Technology/Fine Arts	81	9.00%
Education/Library Science	131	14.56%
Health	23	2.56%
Humanities/Interdisciplinary	90	10.00%
Law	51	5.67%
Mathematics/Computer Science	25	2.78%
Psychology/Social Sciences & Services	137	15.22%
Grand Total	900	100.00%

2008 Race/Ethnicity	Total	%
American Indian/Alaskan Native	4	0.44%
Asian/Pacific Islander	25	2.78%
Black, non-Hispanic	106	11.78%
Hispanic	21	2.33%
Non-Resident Alien	1	0.11%
White, non-Hispanic	392	43.56%
Undisclosed	351	39.00%
Grand Total	900	100.00%

6. Availability of Instructional Resources and Information Technology

The University has made an intentional commitment to provide library and data bank resources for on-campus and online learners.

The Prairie Cat consortium online public access catalog is available to all Ashford University students and faculty, with access either by visiting a member library or by placing holds on materials for delivery by courier three times per week. Materials for online students can be mailed, faxed, or emailed by Ashford University librarians. Reference librarians offer both individual and group bibliographic instruction and reference assistance online and on campus.

Research aids such as Virtual Vertical File listings are available in the library and within the learning management system. Resources include paper, microform, and online materials. Books are delivered by mail or in person, while journal articles and book segments are transmitted via fax or email. Faculty may also request that articles be placed on e-reserves; a service made possible by a license with the Copyright Clearance Center. Databases offer combinations of indexing and abstracting, full-text, and images of journal articles. Student and faculty place interlibrary loan requests either directly through these online databases or via email, and articles are supplied via fax, phone, email, USPS, or campus mail.

The following resources are available online:

- | | |
|--|---|
| <p>APA/PsycNet *
 PsycARTICLES, PsycBOOKS,
 and PsycCRITIQUES
 ArchiveGrid
 BioOne*
 Children's Literature Comprehensive Database
 Columbia Encyclopedia*
 Credo Reference
 EBSCO Host
 Academic Search Premier
 CINAHL (Cumulative Index of Nursing
 and Allied Health)
 Health Source: Nursing/Academic Edition*
 Health Source: Consumer Edition &
 Nursing/Academic Edition*
 MLA Director of Periodicals
 MLA International Bibliography
 Eisenhower National Clearinghouse*
 First Search Expanded OCLC*
 ArticleFirst
 Clase Periodica
 ECO
 Ebooks
 GPO Monthly Catalog Proceedings
 Illinois Catalog
 MEDLINE
 ERIC
 OAlster
 PapersFirst
 World Cat Dissertations
 Funk & Wagnalls New World Encyclopedia*</p> | <p>JSTOR
 MAS Ultra – School Edition (High School)*
 Mergent
 Middle Search Plus (Middle School)*
 NewsBank
 Newspaper Source*
 NoodleTools
 Oxford Encyclopedia of Women in World History
 PastPortal*
 Prairie Cat*
 Primary Search (Elementary School)*
 Professional Development Collection*
 Project MUSE
 ProQuest Central
 Includes Accounting & Tax
 ABI-INFORM – Complete, Dateline, Global,
 Trade & Industry
 Hoover's Company Records
 ProQuest Newstand
 ProQuest Medical & Health Complete
 ProQuest Professional Education
 ProQuest Psychology
 ProQuest Social Sciences Journals
 Research Library and others
 ProQuest Entrepreneur**
 Reference USA
 Regional Business News*
 TOPICSearch*
 Vocational and Career Collection*
 World Cat Services
 World Book Online</p> |
|--|---|

Collections marked with an asterisk (*) are available to students in Ashford University's Clinton campus. Databases marked with a double asterisk (**) are available to students in Ashford University's online programs. Otherwise, resources are available to all students.

Instructional Platform During the fall of 2009, the University transitioned from Blackboard to eCollege as its instructional platform.

Technical Support In addition to being a more robust instructional platform, the eCollege structure provides 24/7 technical support for its students, faculty, and staff.



7. Financial Data

A. Actual Unrestricted Revenues

Actual Unrestricted Revenue	2007	2008	2009
Tuition and Fees	84,195,681	214,497,488	439,879,812
Other	1,036,184	1,973,354	3,664,018
Total	85,231,865	216,470,842	443,543,830

B. Actual Unrestricted Expenses

Actual Unrestricted Expenses	2007	2008	2009
Instructional/Departmental/Library	18,293,873	35,044,469	60,746,347
Student Services	20,763,696	49,934,150	83,711,762
Operation and Maintenance of Plant	1,631,761	1,500,647	2,610,020
Administration	16,351,288	24,549,468	34,044,563
Fundraising	0	0	0
Auxiliary	0	0	0
Other	15,723,495	27,746,480	38,623,130
Total	72,764,113	138,775,214	219,735,822