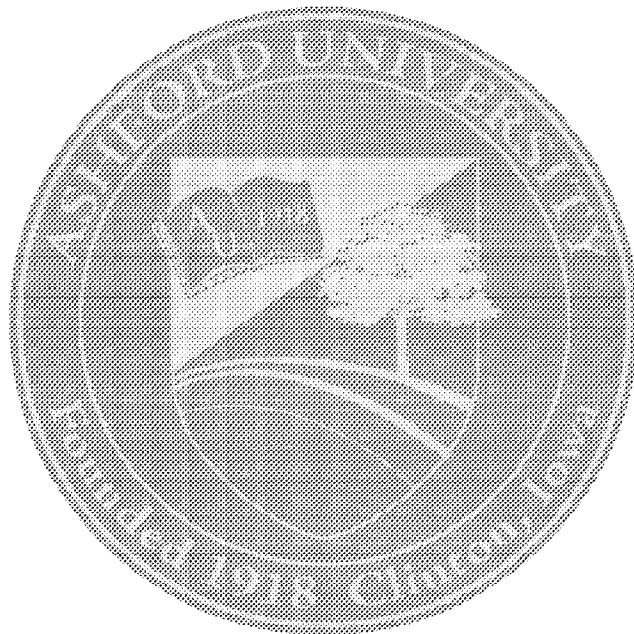


**CONFIDENTIAL**

# Ashford University

Institutional Snapshot • November 2009



400 North Bluff Boulevard, Clinton, Iowa 52732

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**BPI-HELP\_00021644**

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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
Freshman	1,403	4,258	10,525
Sophomore	1,103	1,651	3,966
Junior	349	2,612	5,751
Senior	567	1,284	3,477
Unclassified	63	61	121

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

Undergraduate Degree Seeking	Fall 2006	Fall 2007	Fall 2008
Total	3,414	9,805	23,665
Male	778	2,250	5,875
Female	2,636	7,555	17,790
White non-Hispanic	2,076	6,039	13,868
Black non-Hispanic	654	2,224	5,999
Hispanic	224	674	1,847
Asian or Pacific Islander	55	154	393
American Indian or Alaskan Native	40	99	309
Race-Ethnicity Unknown	354	589	1,217
Non-Resident Alien	11	26	32

Undergraduate Non-degree Seeking	Fall 2006	Fall 2007	Fall 2008
Total	71	61	175
Male	17	22	75
Female	54	39	100
White non-Hispanic	22	47	119
Black non-Hispanic	2	5	12
Hispanic	0	1	3
Asian or Pacific Islander	1	0	3
American Indian or Alaskan Native	0	0	1
Race-Ethnicity Unknown	44	7	36
Non-Resident Alien	2	1	1

\*Please Note: Official Fall 2009 enrollment numbers are not available at this time.

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

<b>Graduate/Professional Degree Seeking</b>	<b>Fall 2006</b>	<b>Fall 2007</b>	<b>Fall 2008</b>
Total	351	702	1,765
Male	126	249	629
Female	225	453	1,136
White non-Hispanic	223	419	926
Black non-Hispanic	39	178	552
Hispanic	10	37	104
Asian or Pacific Islander	11	17	48
American Indian or Alaskan Native	1	3	15
Race-Ethnicity Unknown	63	40	114
Non-Resident Alien	4	8	6

<b>Graduate/Professional Non-degree Seeking</b>	<b>Fall 2006</b>	<b>Fall 2007</b>	<b>Fall 2008</b>
Total	None	None	None

D. Age Range of Undergraduate Students

<b>Undergraduate Students 24 &amp; Under</b>	<b>Fall 2006</b>	<b>Fall 2007</b>	<b>Fall 2008</b>
Total	723	1,618	3,802

<b>Undergraduate Students 25 &amp; Over</b>	<b>Fall 2006</b>	<b>Fall 2007</b>	<b>Fall 2008</b>
Total	2,762	8,248	20,038

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

<b>Students Who Come to Campus for Instruction</b>	<b>Fall 2006</b>	<b>Fall 2007</b>	<b>Fall 2008</b>
In-State Resident	175	142	136
Out-of-State Resident	156	208	253
Non-US Resident	5	6	10

2. Student Recruitment and Admissions

A. Number of Applications, Acceptances, and Matriculations

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

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

<b>ACT Results</b>	<b>Average Score</b>	
	<b>Fall 2007</b>	<b>Fall 2008</b>
Composite	19	19
English	17	18
Math	19	19
Reading	19	19
Science	20	20

### 3. Financial Assistance for Students

<b>Undergraduate percentage receiving:</b>	<b>2005-06</b>	<b>2006-07</b>	<b>2007-08</b>
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%

<b>Undergraduate percentage receiving:</b>	<b>2007-08</b>
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.

<b>First-time Entering Undergraduates (Total 69)</b>	<b># Entered Fall 2005</b>	<b># Returned Fall 2006</b>	<b>Percentage</b>
# 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%

<b>First-time Entering Undergraduates (Total 286)</b>	<b># Entered Fall 2006</b>	<b># Returned Fall 2007</b>	<b>Percentage</b>
# 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%

<b>First-time Entering Undergraduates (Total 817)</b>	<b># Entered Fall 2007</b>	<b># Returned Fall 2008</b>	<b>Percentage</b>
# 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%

**B. Graduate and Professional Degrees in the Previous Year**

<b>Students Earning Graduate Degrees</b>	<b>2007</b>	<b>2008</b>
Total	191	237
# White non-Hispanic	124	160
# Black non-Hispanic	18	35
# Hispanic	1	12
# Asian or Pacific Islander	3	9
# American Indian or Alaskan Native	1	1
# Race-Ethnicity Unknown	39	20
# Non-Resident Alien	5	0

**C. Degrees in Previous Year Identified by CIP Codes**

<b>Students Earning Degrees Identified by CIP CODES</b>	<b>AA</b>	<b>BA</b>	<b>MA</b>
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	

D. Pass Rate on Licensure Examinations

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

5. Faculty Demography

A. Full-time Instructor Data

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

<b>2009 Program</b>	<b>Total</b>	<b>%</b>
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>2009 Degrees</b>	<b>Total</b>	<b>%</b>
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%

\*This information is currently unavailable.

B. Part-time Instructor Data

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	45.48%
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%

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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:

APA/PsycNet *	ECO
PsycARTICLES, PsycBOOKS, and PsycCRITIQUES	Ebooks
ArchiveGrid	GPO Monthly Catalog Proceedings
BioOne*	Illinois Catalog
Children's Literature Comprehensive Database	MEDLINE
Columbia Encyclopedia*	ERIC
Credo Reference	OAIster
EBSCO Host	PapersFirst
Academic Search Premier	World Cat Dissertations
CINAHL (Cumulative Index of Nursing and Allied Health)	Funk & Wagnalls New World Encyclopedia*
Health Source: Nursing/Academic Edition*	JSTOR
Health Source: Consumer Edition & Nursing/Academic Edition*	MAS Ultra – School Edition (High School)*
MLA Director of Periodicals	Mergent
MLA International Bibliography	Middle Search Plus (Middle School)*
Eisenhower National Clearinghouse*	NewsBank
First Search Expanded OCLC*	Newspaper Source*
ArticleFirst	NoodleTools
Clase Periodica	Oxford Encyclopedia of Women in World History
	PastPortal*
	Prairie Cat*
	Primary Search (Elementary School)*





Professional Development Collection*	ProQuest Psychology
Project MUSE	ProQuest Social Sciences Journals
ProQuest Central	Research Library and others
Includes Accounting & Tax	ProQuest Entrepreneur**
ABI-INFORM – Complete, Dateline, Global, Trade & Industry	Reference USA
Hoover's Company Records	Regional Business News*
ProQuest Newstand	TOPICSearch*
ProQuest Medical & Health Complete	Vocational and Career Collection*
ProQuest Professional Education	World Cat Services
	World Book Online

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** The University deploys Blackboard 7.3 as its instructional platform.

**Technical Support** The University has contracted with Presidium Learning to provide 24x7 technical support to its students, faculty, and staff. Presidium provides branded support for Blackboard clients across the country.

## 7. Financial Data

### A. Actual Unrestricted Revenues

<b>Actual Unrestricted Revenue</b>	<b>2007</b>	<b>2008</b>
Tuition and Fees	84,195,681	214,497,488
Other	1,036,184	1,973,354
<b>Total</b>	<b>85,231,865</b>	<b>216,470,842</b>

### B. Actual Unrestricted Expenses

<b>Actual Unrestricted Expenses</b>	<b>2007</b>	<b>2008</b>
Instructional/Departmental/Library	18,293,873	35,044,469
Student Services	20,763,696	49,934,150
Operation and Maintenance of Plant	1,631,761	1,500,647
Administration	16,351,288	24,549,468
Fundraising	0	0
Auxiliary	0	0
Other	15,723,495	27,746,480
<b>Total</b>	<b>72,764,113</b>	<b>138,775,213</b>