

SMSU Marketing Program Data

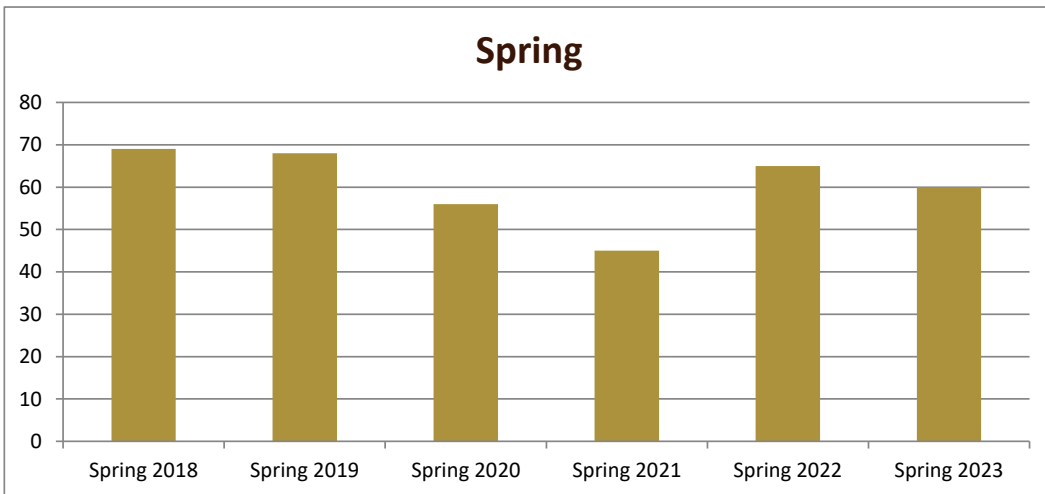
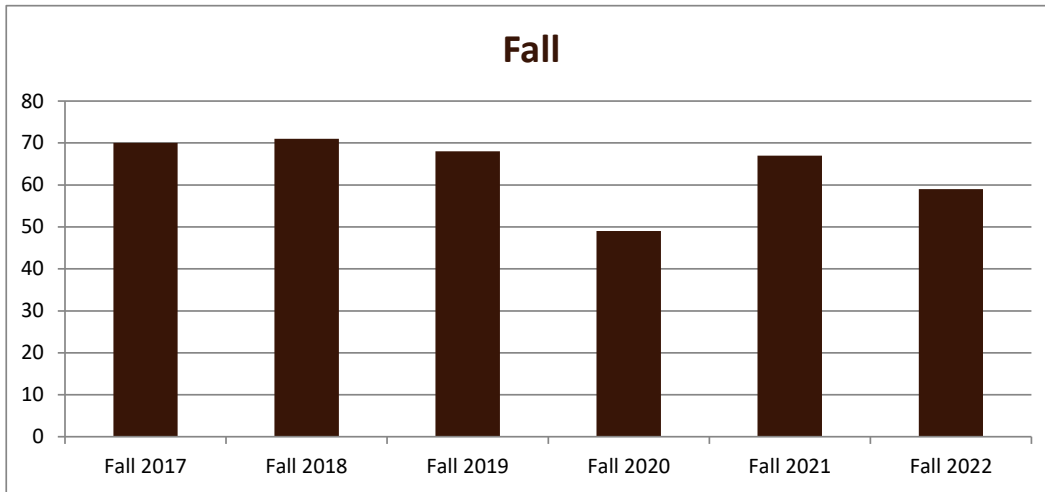
Majors Enrolled

Academic Years 2017-18 to 2022-23

Using Fall Semester data (Fall 2017 to Fall 2022) for Term specific measures



Enrollment by Term						
	2018	2019	2020	2021	2022	2023
Fall	70	71	68	49	67	59
Spring	69	68	56	45	65	60
Summer	21	21	17	18	16	25



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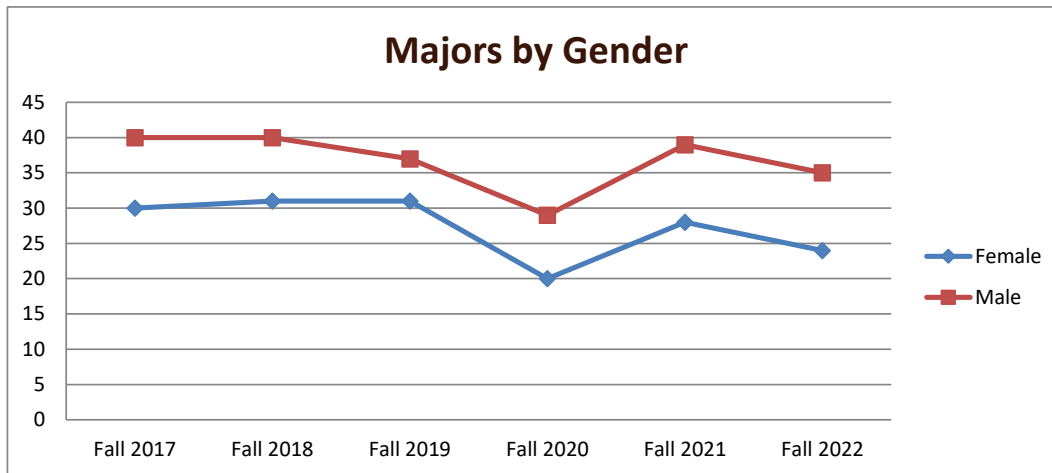
Majors Enrolled

Academic Years 2017-18 to 2022-23

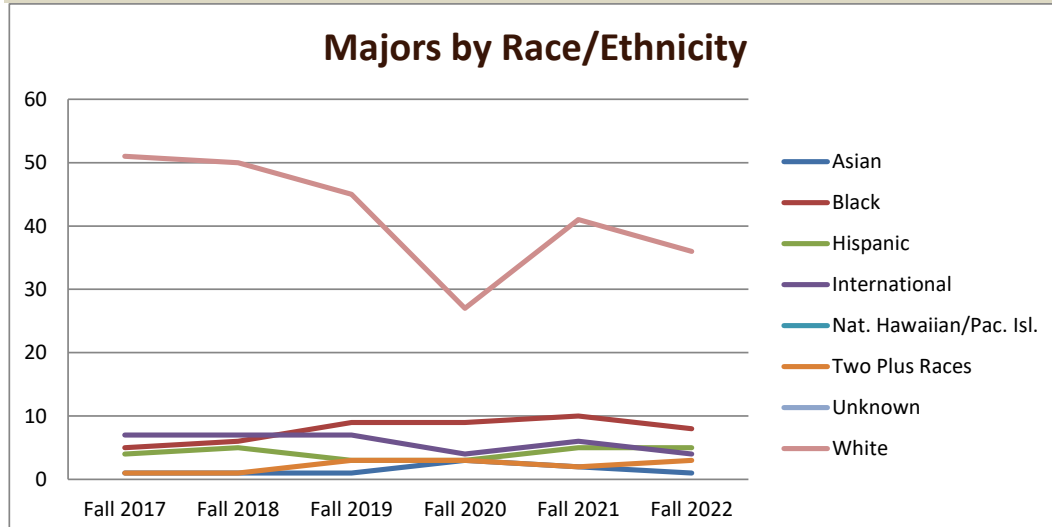
Using Fall Semester data (Fall 2017 to Fall 2022) for Term specific measures



Enrollment by Gender						
	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Female	30	31	31	20	28	24
Male	40	40	37	29	39	35
Grand Total	70	71	68	49	67	59



Enrollment by Race/Ethnicity						
	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Asian	1	1	1	3	2	1
Black	5	6	9	9	10	8
Hispanic	4	5	3	3	5	5
International	7	7	7	4	6	4
Nat. Hawaiian/Pac. Isl.		1			1	
Two Plus Races	1	1	3	3	2	3
Unknown	1					2
White	51	50	45	27	41	36
Grand Total	70	71	68	49	67	59



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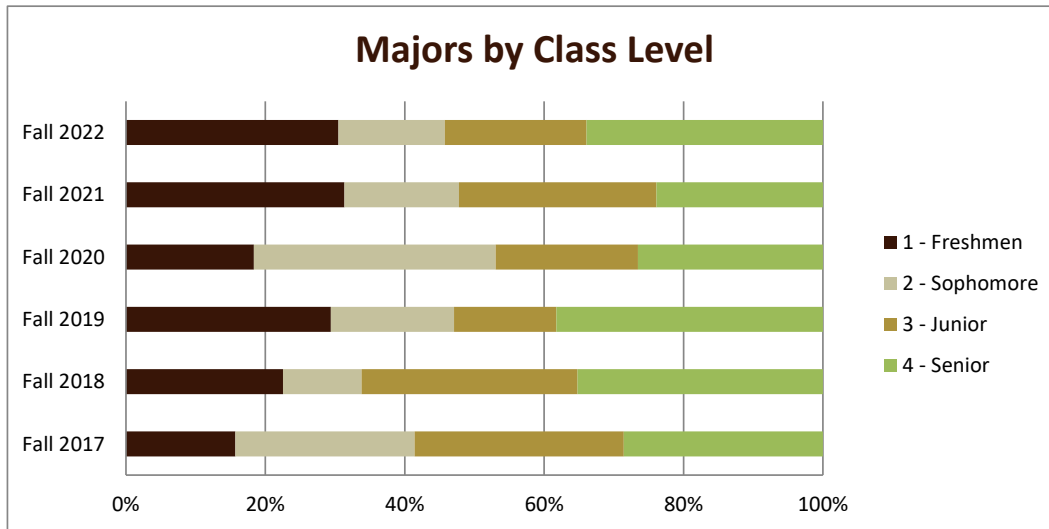
Majors Enrolled

Academic Years 2017-18 to 2022-23

Using Fall Semester data (Fall 2017 to Fall 2022) for Term specific measures



Enrollment by Class						
	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
1 - Freshmen	11	16	20	9	21	18
2 - Sophomore	18	8	12	17	11	9
3 - Junior	21	22	10	10	19	12
4 - Senior	20	25	26	13	16	20
Grand Total	70	71	68	49	67	59



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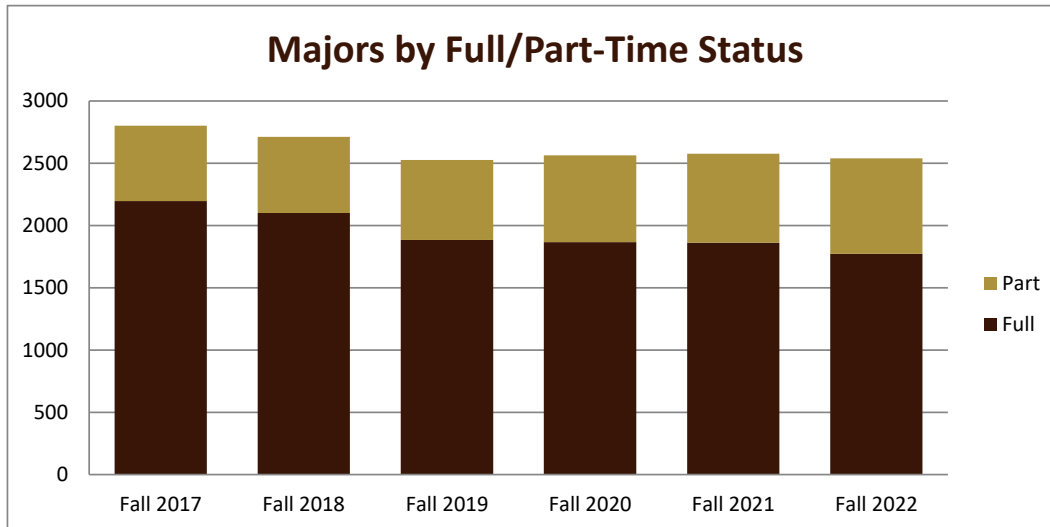
Majors Enrolled

Academic Years 2017-18 to 2022-23

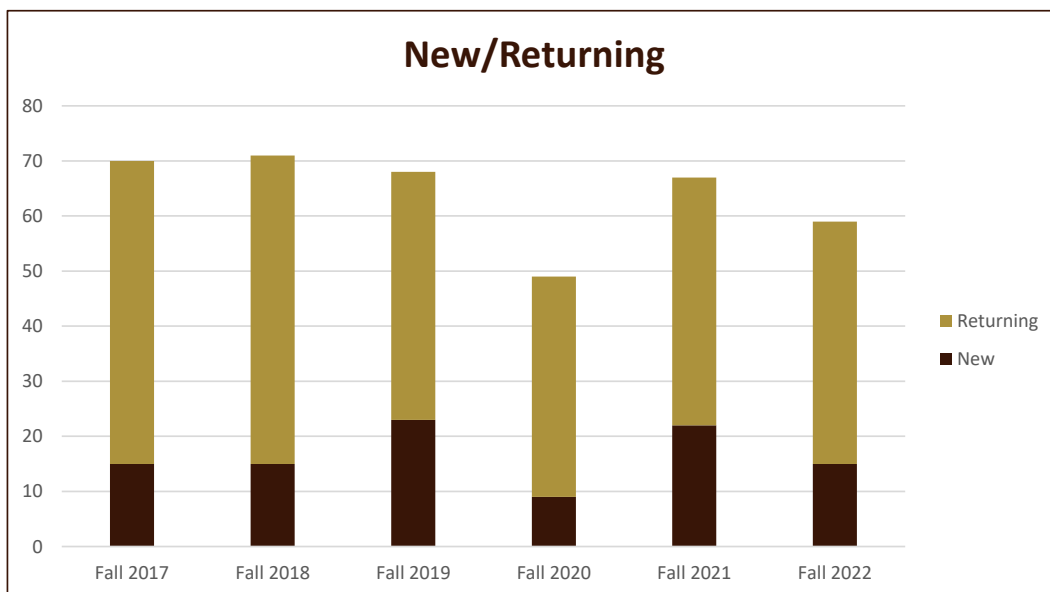
Using Fall Semester data (Fall 2017 to Fall 2022) for Term specific measures



Enrollment by FT/PT						
	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Full	65	66	62	42	56	46
Part	5	5	6	7	11	13
Grand Total	70	71	68	49	67	59



New/Return Headcount						
	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
New	15	15	23	9	22	15
Returning	55	56	45	40	45	44
Grand Total	70	71	68	49	67	59



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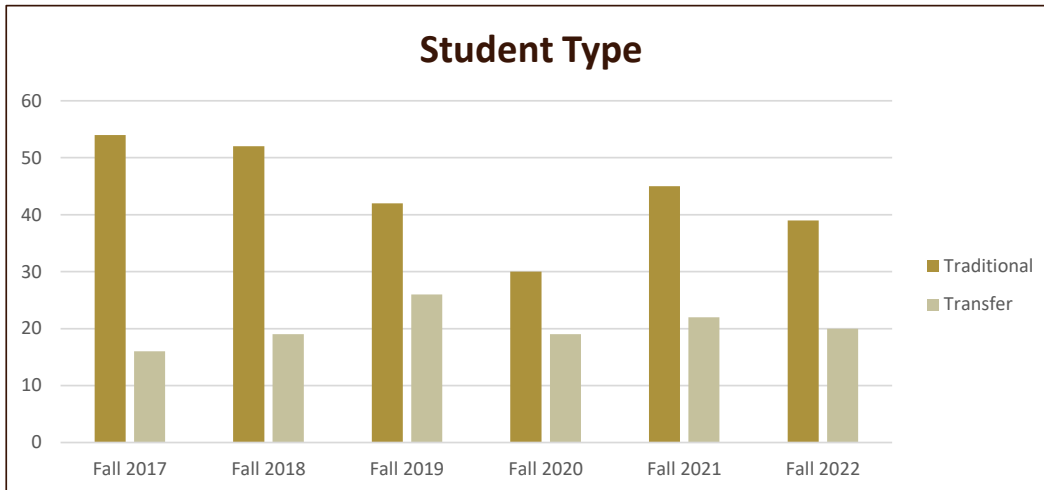
Majors Enrolled

Academic Years 2017-18 to 2022-23

Using Fall Semester data (Fall 2017 to Fall 2022) for Term specific measures



Student Type	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Traditional	54	52	42	30	45	39
Transfer	16	19	26	19	22	20
Grand Total	70	71	68	49	67	59



	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Program ACT Avg.	21.5	18.8	20.2	19.8	20.3	20.0
SMSU Avg.	21.1	20.7	21.3	20.3	20.7	19.8

	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Program H.S. Rank Avg.	54.6	31.1	42.9	45.7	59.8	41.9
SMSU Avg.	56.1	54.4	56.7	57.2	60.8	62.3

	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Program Avg. GPA	2.57	3.02	2.53	3.67	3.19	2.33
SMSU Avg.	2.68	2.93	3.01	3.02	3.15	3.4

	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Program Avg. Credits	14.13	15.87	13.30	14.33	13.32	13.87
SMSU Avg.	14.85	15.15	14.93	15.13	14.49	15.1