

SMSU Marketing Program Data

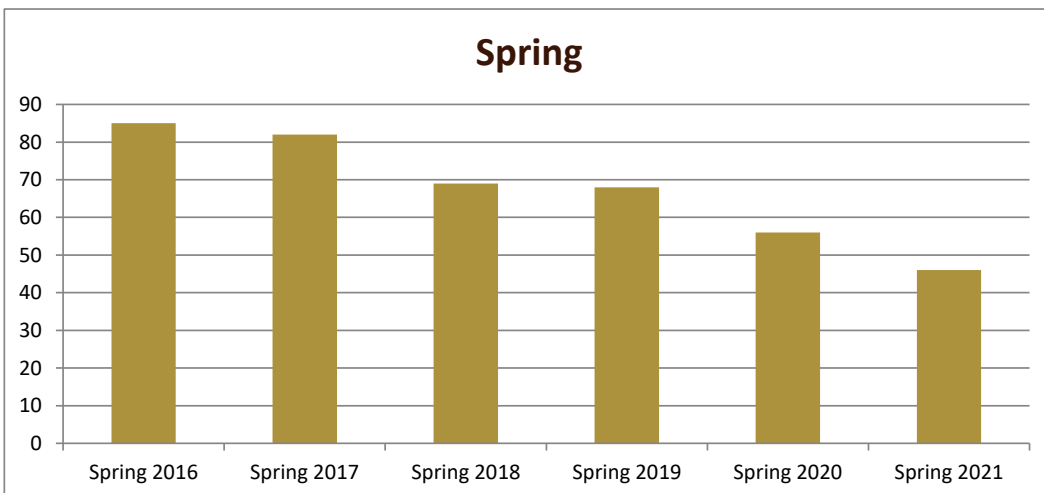
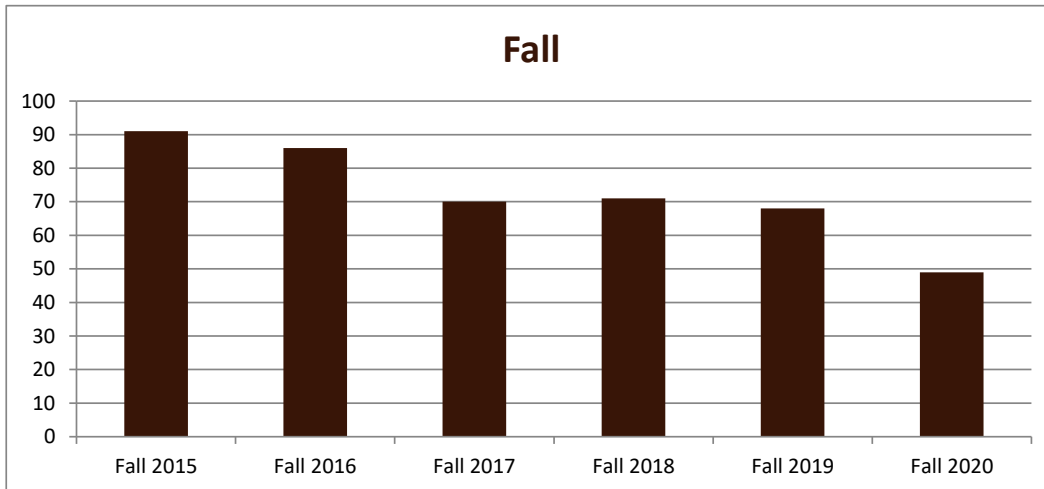
Majors Enrolled

Academic Years 2015-16 to 2020-21

Using Fall Semester data (Fall 2015 to Fall 2020) for Term specific measures



Enrollment by Term						
	2016	2017	2018	2019	2020	2021
Fall	91	86	70	71	68	49
Spring	85	82	69	68	56	46
Summer	25	14	21	21	17	18



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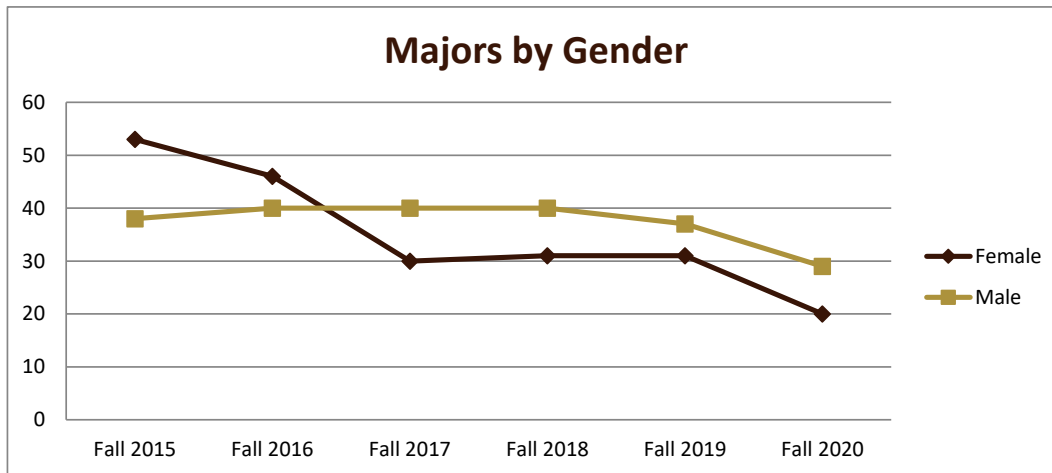
Majors Enrolled

Academic Years 2015-16 to 2020-21

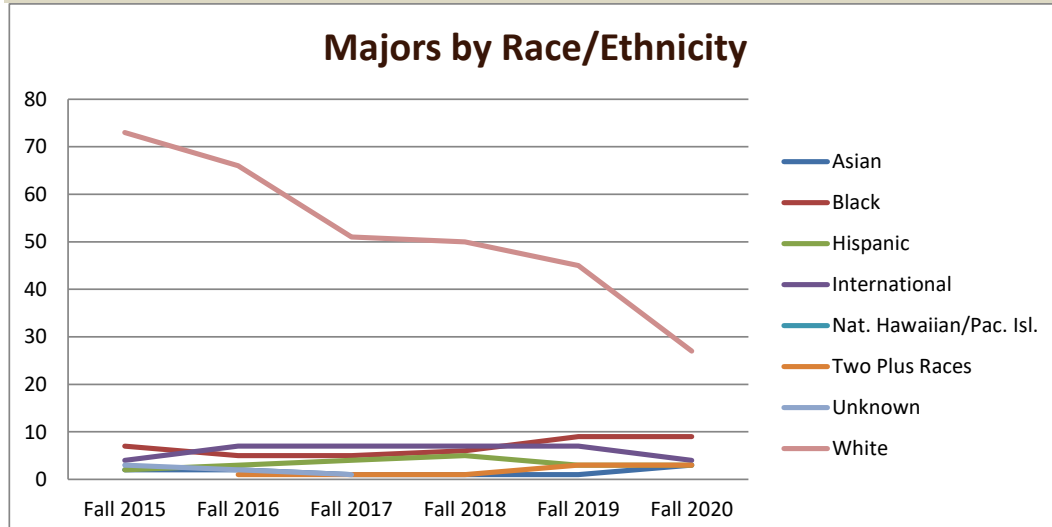
Using Fall Semester data (Fall 2015 to Fall 2020) for Term specific measures



Enrollment by Gender						
	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Female	53	46	30	31	31	20
Male	38	40	40	40	37	29
Grand Total	91	86	70	71	68	49



Enrollment by Race/Ethnicity						
	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Asian	2	2	1	1	1	3
Black	7	5	5	6	9	9
Hispanic	2	3	4	5	3	3
International	4	7	7	7	7	4
Nat. Hawaiian/Pac. Isl.				1		
Two Plus Races		1	1	1	3	3
Unknown	3	2	1			
White	73	66	51	50	45	27
Grand Total	91	86	70	71	68	49



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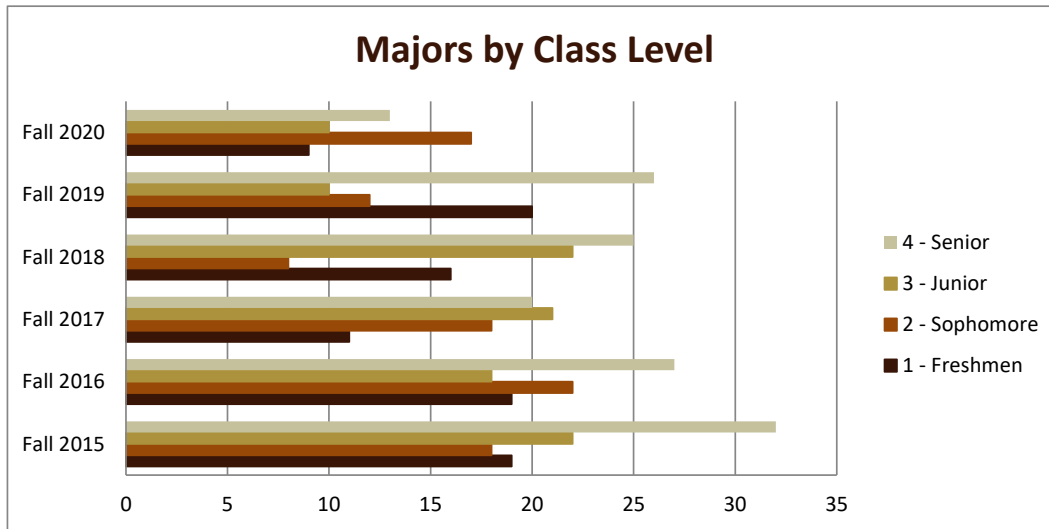
Majors Enrolled

Academic Years 2015-16 to 2020-21

Using Fall Semester data (Fall 2015 to Fall 2020) for Term specific measures



Enrollment by Class						
	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
1 - Freshmen	19	19	11	16	20	9
2 - Sophomore	18	22	18	8	12	17
3 - Junior	22	18	21	22	10	10
4 - Senior	32	27	20	25	26	13
Grand Total	91	86	70	71	68	49



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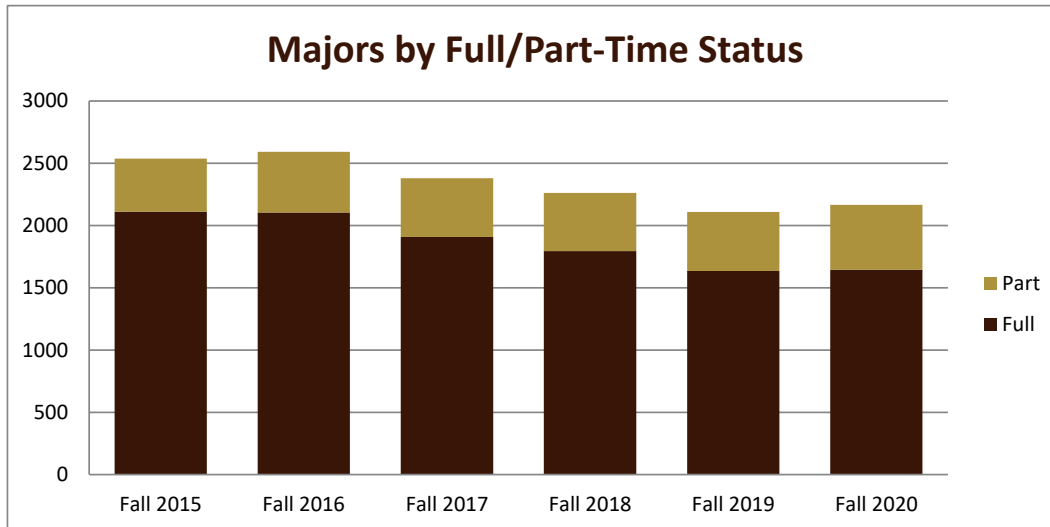
Majors Enrolled

Academic Years 2015-16 to 2020-21

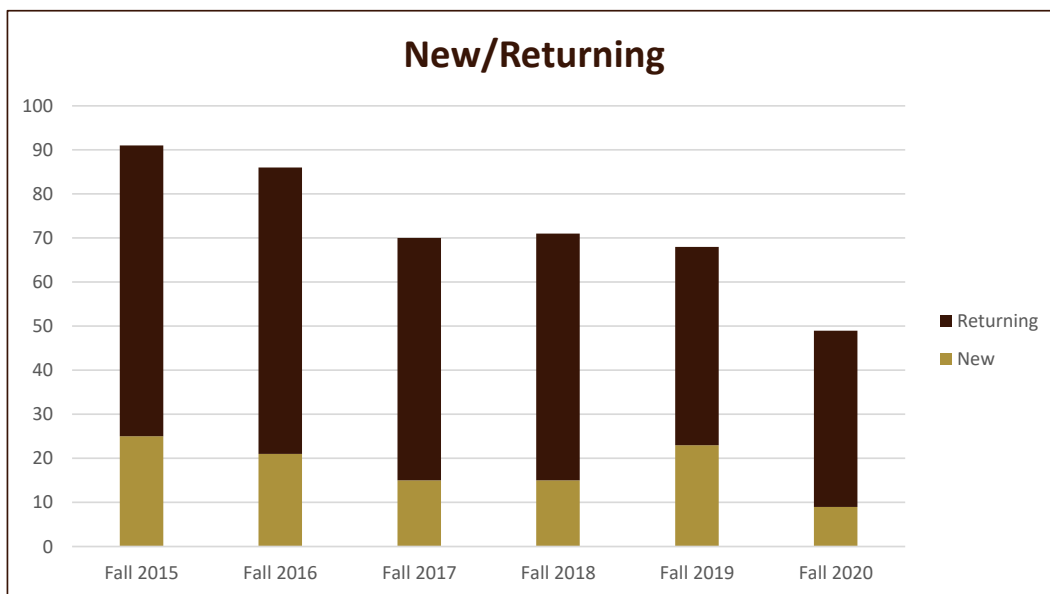
Using Fall Semester data (Fall 2015 to Fall 2020) for Term specific measures



Enrollment by FT/PT						
	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Full	83	78	65	66	62	42
Part	8	8	5	5	6	7
Grand Total	91	86	70	71	68	49



New/Return Headcount						
	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
New	25	21	15	15	23	9
Returning	66	65	55	56	45	40
Grand Total	91	86	70	71	68	49



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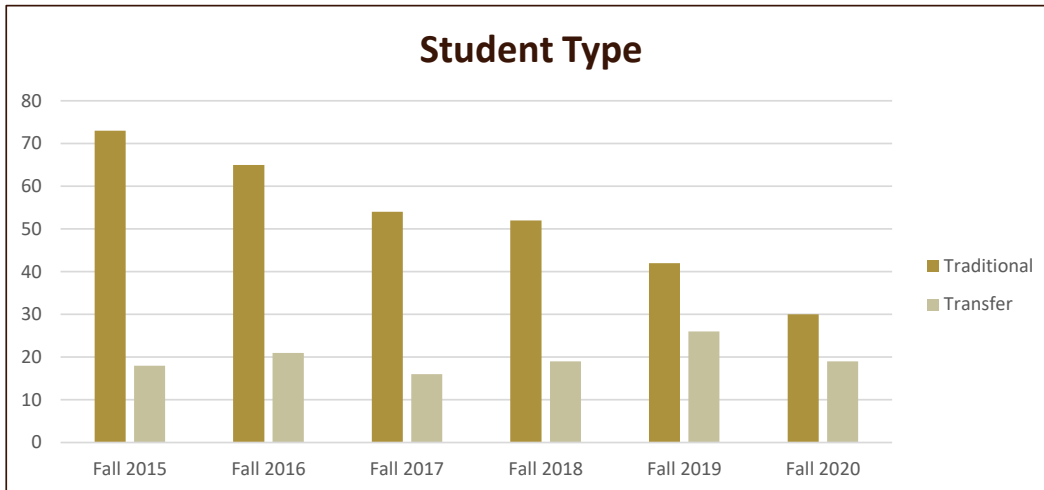
Majors Enrolled

Academic Years 2015-16 to 2020-21

Using Fall Semester data (Fall 2015 to Fall 2020) for Term specific measures



Student Type	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Traditional	73	65	54	52	42	30
Transfer	18	21	16	19	26	19
Grand Total	91	86	70	71	68	49



	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Program ACT Avg.	20.4	22.0	21.5	18.8	20.2	19.8
SMSU Avg.	21.5	21.3	21.5	20.7	21.2	21.0

	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Program H.S. Rank Avg.	50.2	54.0	53.8	31.1	42.9	45.7
SMSU Avg.	57.7	54.6	53.6	50.9	57.6	54.2

	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Program Avg. GPA	2.98	2.47	2.57	3.02	2.53	3.67
SMSU Avg.	3.23	3.22	3.22	3.10	3.23	3.22

	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Program Avg. Credits	14.96	13.76	14.13	15.87	13.30	14.33
SMSU Avg.	14.81	14.77	14.77	14.31	14.95	15.18