



### Fact Card '14-'15

7648 Victory Blvd, Newport, AR 72112  
 1-800-976-1676  
[www.asun.edu](http://www.asun.edu)

#### Mission

ASU-Newport provides an accessible, affordable, quality education that transforms the lives of our students, enriches our communities and strengthens the regional economy.

#### Established: 2001

#### Accreditation

ASU-Newport is accredited by the Higher Learning Commission and a member of the North Central Association.

Website: [www.higherlearningcommission.org](http://www.higherlearningcommission.org)

#### Divisions and Credentials Offered

##### General Education.....Joseph Campbell, M.A., EDS, Dean

- Associate of Arts or Associate of Science
  - Business Criminal Justice
  - Natural Sciences Education
- Associate of General Studies
- Associate of Applied Science
  - Renewable Energy Technology

##### Nursing/Allied Health/Community Services.....Crystal Gillihan, MHA, BSN, RN, Dean

- Associate of Arts or Associate of Science
  - Nursing
- Associate of Applied Science
  - Culinary Food Service Management
- Technical Certificate
  - Cosmetology Cosmetology Instructor Trainee
- Gerontology
  - Practical Nursing Patient Care Technician
  - Certificate of Proficiency Surgical Technology
- Hospitality Services EMT
- Behavioral Health Technician Phlebotomy
- Home Health Care Technician

##### Applied Sciences.....Robert Summers, M.S., Dean

- Associate of Applied Science
- Associate of General Studies
  - Automotive Service Technology
  - Business Technology
  - Collision Repair & Refinishing Technology
  - Computer Networking Technology
  - Energy Control Technology
- Technical Certificate
  - Advanced Manufacturing
  - Industrial Maintenance
  - Plumbing Technology Apprenticeship
  - Welding
- Certificate of Proficiency
  - Commercial Driver Training (CDL)
  - Manufacturing Welding
  - Construction Welding

##### Adult Education.....Martha Taussig, M.A., Director

##### Institutional Research and Academic Outreach.....Allen Mooneyhan, Ed.D., Dean

#### Administration

Dr. Sandra Massey	Chancellor
Dr. Martha Shull	Interim Vice-Chancellor of Academic Affairs
Adam Adair	Vice-Chancellor of Finance and Administration
Charles Appleby	Vice-Chancellor of Economic and Workforce Development
Jeff Bookout	Vice-Chancellor of Strategic Initiatives
Jacqueline Faulkner	Vice-Chancellor of Student Affairs
Ike Wheeler	Dean for Institutional Advancement

Fall 2014			
Headcount	2,699	Full-Time	1,096 (40.6%)
Full-Time Equivalency	1,453	Part-time	1,603 (59.4%)
SSCH	21,789		

Spring 2015			
Headcount	2,499	Full-Time	972 (38.9%)
Full-time Equivalency	1,413	Part-time	1,527 (61.1%)
SSCH	21,194		

Demographic Fall 2014			
Male	1,106 (41.0%)	African-American	15.5%
Female	1,593 (59.0%)	Caucasian	73.4%
		Hispanic	3.6%
		Other	7.5%

Residency Fall 2014			
Craighead County	47.0%	Other Arkansas Counties	20.2%
Jackson County	13.0%	Other States	1.0%
Poinsett County	18.6%	Foreign Country	0.2%

Distance Learning	Courses	Enrollments	SSCH
Online or Hybrid	156	2,574	n/a

Dual Credit Courses	Courses	Enrollments	SSCH
Concurrent	88	1,022	2,656

Basic Adult Education AY 2015		
Students enrolled	125	-16.1% from AY 14
Students served	224	-10.4% from AY 14
English as Second Language Students	0	

Workforce Training AY 2015	
Students/participants served	8,585
Classes/events conducted	243

Career Pathways AY 2015		
Number of students served	210	+1.0% from AY 14
Certificates/Degrees awarded	151	+17.1% from AY 14

Degrees/Certificates awarded '13-'14 (599 total)	
Associate Degrees (AA, AAS, AAT)	181
Technical Certificates (TC)	230
Certificates of Proficiency (CP)	188

Employees ('14-'15)			
<b>Full Time</b>	<b>167</b>	<b>Part Time</b>	<b>155</b>
Faculty	74	Adjunct Faculty	100
Classified	50	Part-Time Professional	55
Senior Administrators	7		
Professional Non-Faculty	36		

**Student Workers 41**

Library Holdings			
Volumes	13,928	Databases	5
Periodicals	35	Videos/Media	594

Physical Plant & Facilities Summer 2015	
Buildings	24
Gross Sq. Footage	328,414 ft <sup>2</sup>

2014-2015 Tuition per Semester Credit Hour			
In-District: \$90	Out-of-District: \$90	Out-of-State: \$147	
Arkansas Rural Nursing Education Consortium (ARNEC)			
In-State Registered Nursing: \$90	Out-of-State Registered Nursing: \$147		

#### Board of Trustees

Dan Pierce, Chair		
Charles Luter, Vice Chair		Ron Rhodes, Member
Howard L. Slinkard, Secretary		Tim Langford, Member

**Rebuilding the American Dream: Arkansas State University Newport, 2014-2019 Strategic Plan** was approved August 10, 2014.

**VISION:**

ASU-Newport will be the driving force that revitalized the Delta and restores the American Dream in the communities we serve.

**VALUES:**

- Community
- Diversity
- Innovation
- Integrity
- Student-Centeredness
- Trust

**STRATEGIC PRIORITIES:**

**1. Student Success**

- a. We will create an integrated, intensive and ongoing student-centered experience which leads to increased enrollment, retention, completion, transfer and employment rates.
- b. We will ensure the highest level of excellence of faculty and staff through an emphasis on recruitment, employee retention and professional development.
- c. We will provide high-quality general education and training pathways which lead to family-supporting wages in high-demand occupations.

**2. Institutional Excellence**

- a. We will effectively communicate with stakeholders both internally and externally.
- b. We will create a brand that promotes the institution as a catalyst for positive change.
- c. We will ensure continuous improvement in all institutional operations, guided by rigorous assessment and strengthened by accountability.
- d. We will promote a culture of trust and transparency through accountability, emphasizing efficiency, stewardship and integrity.
- e. We will ensure the appropriate resources to retain high-quality employees.

**3. Community Engagement**

- a. We will serve as a catalyst for economic development by anticipating and responding to industry needs.
- b. We will actively engage external parties to obtain support that will strengthen the college and provide additional resources to enhance the student learning experience.
- c. We will ensure engagement and visibility in our communities to influence positive change and bring enhanced cultural opportunities that increase global awareness in our region.

**EFFECTIVENESS INDICATORS:**

The following indicators measure our success and effectiveness in living out our vision, our mission, and our strategic priorities.

1. Associate Degrees Awarded
2. Certificates Awarded
3. Student Headcount
4. Full Time Equivalent (FTE) Students
5. First-Year Retention Rate
6. Three-Year Graduation Rate
7. Performance Funding Score
8. Student Satisfaction Indicator (CCSSE)
9. Employee Personal Assessment of the College Environment (PACE)
10. Website (Page Views/Visitors)
11. Working Capital Reserves
12. Endowment
13. Total Annual Giving

**Enrollment Statistics**

Year	10/11	11/12	12/13	13/14	14/15	5 Year Change
<b>SSCH</b>	45,543	45,206	46,366	47,035	51,520	13.1%
<i>Annual Change</i>	+0.3%	-0.1%	+2.6%	+1.4%	+9.0%	
<b>FTE</b>	1,518	1,507	1,545	1,568	1,717	13.1%
<b>Headcount</b>	3,173	3,863	3,912	3,904	4,530	42.8%
<i>Annual Change</i>	-12.0%	+21.7%	+1.3%	-0.2%	+16.0%	

**Race/Ethnicity**

Year	10/11	11/12	12/13	13/14	14/15
<b>Black</b>	220 (5.9%)	435 (11.3%)	493 (12.6%)	498 (12.8%)	702 (14.3%)
<b>White</b>	1,423 (38.3%)	2,707 (70.1%)	2,968 (75.9%)	2,961 (75.8%)	3,688 (75.1%)
<b>Hispanic</b>	30 (0.8%)	53 (1.4%)	86 (2.2%)	109 (2.8%)	164 (3.3%)
<b>Other</b>	2,040 <sup>1</sup> (54.9%)	667 <sup>2</sup> (17.3%)	365 (9.3%)	336 (8.6%)	359 (7.3%)

**Gender**

Year	10/11	11/12	12/13	13/14	14/15
<b>Male</b>	1,675 (45.1%)	1,724 (44.6%)	1,722 (44.0%)	1,581 (40.5%)	2,015 (41.0%)
<b>Female</b>	2,038 (54.9%)	2,139 (55.4%)	2,190 (56.0%)	2,323 (59.5%)	2,897 (59.0%)

**Attendance Status**

Year	10/11	11/12	12/13	13/14	14/15
<b>Full-Time</b>	1,471 (39.6%)	1,530 (39.6%)	1,483 (37.9%)	1,556 (39.8%)	1,836 (37.4%)
<b>Part-time</b>	2,242 (60.4%)	2,333 (60.4%)	2,429 (62.1%)	2,348 (60.2%)	3,076 (62.6%)

**Remediation Enrollment of First Time Students**

Year	10/11	11/12	12/13	13/14	14/15
<b>Math</b>	F 67.3%	F 61.1%	F 64.3%	F 53.2%	F 62.1%
<b>Reading</b>	F 55.6%	F 37.8%	F 38.3%	F 44.6%	F 44.5%
<b>Writing</b>	F 63.3%	F 38.3%	F 47.8%	F 56.8%	F 57.7%

**Concurrent Enrollment**

Year	10/11	11/12	12/13	13/14	14/15
	F 441	F 435	F 575	F 510	F 768
	Sp 434	Sp 452	Sp 568	Sp 494	Sp 544
<b>Total</b>	875	887	1,143	1,004	1,312

**Degrees/Certificates by Program Group 2013-2014**

CIP Program Group	CPs	TCs	AA/AAS
Personal and Culinary Services		19	
Engineering Technologies and Engineering-related Fields		17	11
Liberal Arts and Sciences, General Studies and Humanities	17		69
Multi/Interdisciplinary Studies			21
Construction Trades		20	
Mechanic and Repair Technologies/Technicians		17	17
Transportation and Materials Moving	89		
Health Professions and Related Programs	77	89	26

Year	09/10	10/11	11/12	12/13	13/14	5 Year Change
<b>Degrees and Certificates</b>	539	571	730	549	599	+11.1%
<i>Annual Change</i>	-36%	+6%	+28%	-25%	+9%	

<sup>1</sup> 53% (3105) of duplicated headcount (5811) "Unknown"

<sup>2</sup> 13% (775) of duplicated headcount (5847) "Unknown"