



Carson College of Business

WASHINGTON STATE UNIVERSITY

Performance Metrics Report 2017-2018





The Carson College will be the model school of business for tomorrow's land-grant university.

MISSION

We create insight and opportunity through the study of business and the power of our community, for Washington state and the world.



We are a globally engaged community, creating an amazing educational experience, developing outstanding business leaders and scholars, and producing impactful research.

STRATEGIC GOALS

- 1 UNDERGRADUATE PROGRAMS**
Our face-to-face undergraduate programs are *the* first choice for students seeking a business education from a Pacific Northwest university.
Target: **2026**
- 2 DISCIPLINARY RESEARCH**
We are recognized by our aspirational peers as a regular contributor of rigorous and influential research to academic disciplines. Our top doctoral students earn placements at peer universities and go on to successful research careers.
Target: **2026**
- 3 RESEARCH INSIGHTS**
We are recognized by the business and policy communities of the Pacific Northwest as *the* leading source of research-based insights and critical thinking about business.
Target: **2026**
- 4 BUSINESS EDUCATION ACROSS THE UNIVERSITY**
We work in partnership with other WSU colleges to provide premier business education to all WSU students who seek and would benefit from such education as a complement to their primary focus.
Target: **2021**
- 5 ONLINE PROGRAMS**
Our online business programs are *the* first choice for working students seeking an affordable, quality online business education from a Pacific Northwest university.
Target: **2021**

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Carson College of Business

Performance Metrics

Introduction

This report summarizes key performance outcomes for the Carson College of Business for 2017-18. College leaders have identified the metrics detailed here as a top-level list of key measurable indicators of success in achieving our major strategic goals for the college. Reporting on these metrics is one way of assessing our progress toward those goals. We recognize that some indicators of progress are not easily measurable, and that there are many possible measurable indicators of success. It is also true, however, that advancing toward our shared aspiration of becoming “the model school of business for tomorrow’s land grant university” should result in progress that can be measured and assessed. That is the aim of this report.

The report is the first of what will be annual reporting on our performance outcomes. Where possible, we have provided a time-series going back several years to provide context for a given metric. In other cases, the metrics are relatively new. You will also notice that several of our key measures remain under development. We are working to align our performance metrics with the WSU “Drive to 25” metrics, many of which remain under development.

Some of our measures correspond to one of our five major strategic goals. Others are composite indicators consistent with progress toward multiple goals. This report emphasizes college-level outcomes. Our campuses, academic departments, and centers will be developing their own performance metrics where appropriate.

Over the coming year we expect to develop our metrics-based approach in five directions:

- Goal-setting and planning toward improvement on well-established performance outcomes
- Sharper definition and measurement of metrics that are listed but not finalized
- Integration with the WSU Drive to 25 metrics in the context of a new WSU strategic plan
- Working with campuses, departments, and centers to establish unit-level metrics
- More extensive benchmarking against peer institutions where feasible

Progress toward our goals – and improvement on these measures – will require effort and investments. We will have to make decisions on the allocation of time, attention, and financial resources, and we will have to consider the trade-offs involved in those allocations.

Thank you for taking the time to review our performance outcomes. Comments and questions can be directed to Stephanie Rink, assistant to the dean (Stephanie.Rink@wsu.edu), who will manage these for the college and ensure that we respond to all input, ideas, and questions.

Undergraduate Programs

We did not intentionally list our five major strategic goals in order of priority. However, our first listed goal, establishing our face-to-face undergraduate program as the first choice for students seeking a business education in the Pacific Northwest, has become known to many in our community as “Goal Number One.” Five metrics assess progress toward this strategic goal.

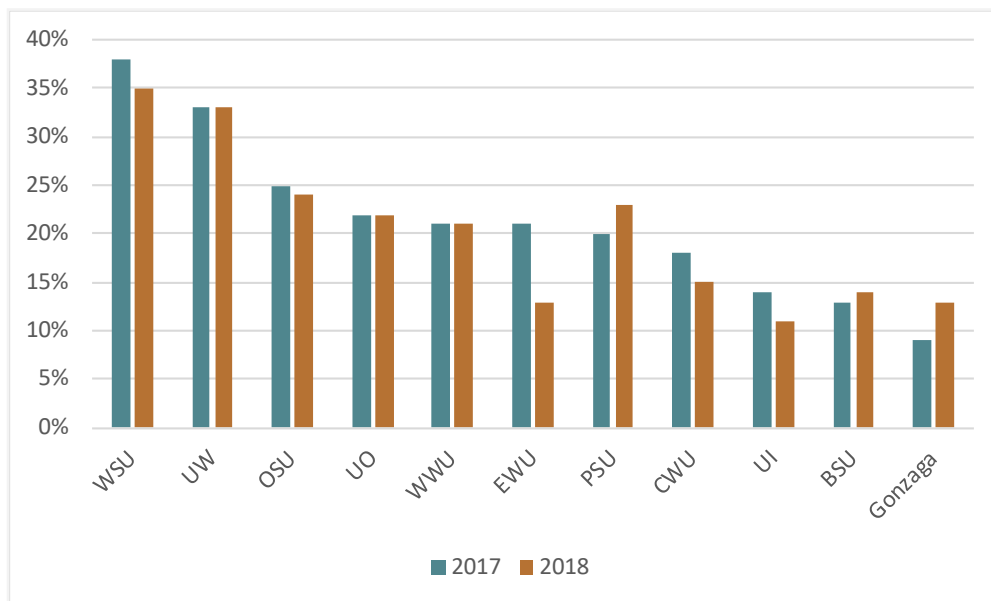
METRIC 1: Market Recognition

Perception in the market is one measure of our progress toward establishing ourselves as the first-choice program in the Pacific Northwest. In 2017 and again in 2018 we surveyed 600 prospective students and their families from Washington, Oregon, and Idaho: 200 high school students, 200 parents of high school students, and 200 community college students looking to transfer. All respondents are considering applying to universities in the Pacific Northwest, and considering majoring in business. The survey considered three dimensions of market recognition: program applications; interest in attending; and perception of quality.

Q1: To which of the following schools have you (has your child) applied?

The Carson College ranks first among Pacific Northwest Universities in applications from students who are interested in studying business. In 2018, over one-third of respondents who applied to four-year institutions (35%) applied to WSU. Other commonly applied-to schools include the University of Washington (Seattle) (33%), Oregon State University (24%), and Portland State University (23%).

Table 1: Application to Undergraduate Business Programs

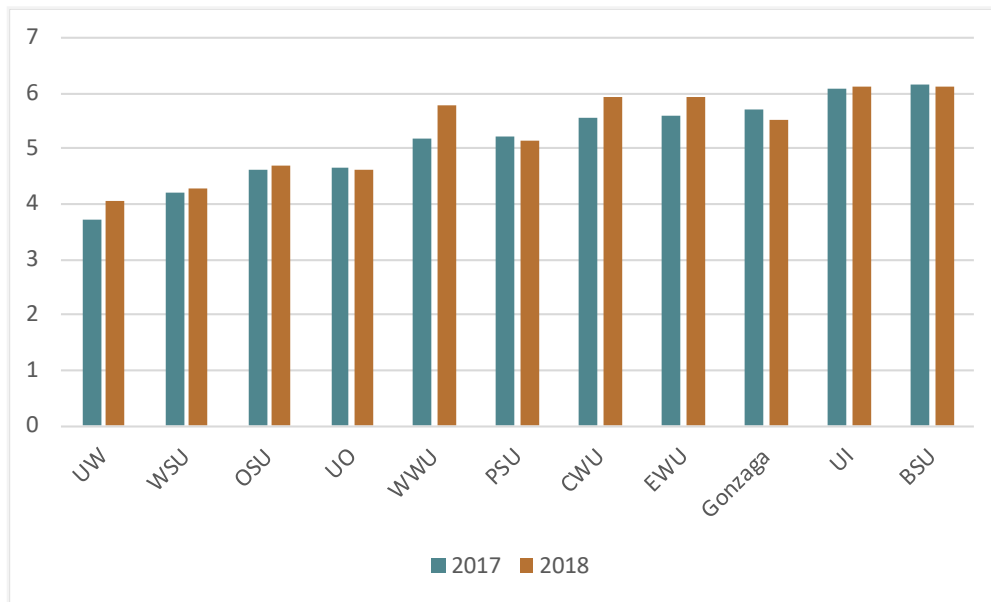


Percentage of sample who applied to the named Pacific Northwest university, intending to major in business.

Q2: Please rank school in order of interest in attending.

The Carson College ranks second among Pacific Northwest universities with respect to prospective students' interest in attending. The most recent survey results show that WSU not only holds second place, but gained significantly on the University of Washington from 2017 to 2018, while maintaining the lead over third place University of Oregon. In 2018, WSU posted an average rank of 4.27 out of 11 ranked schools. Only UW Seattle has a better average rank (4.05).

Table 2: Rank by Interest in Attending

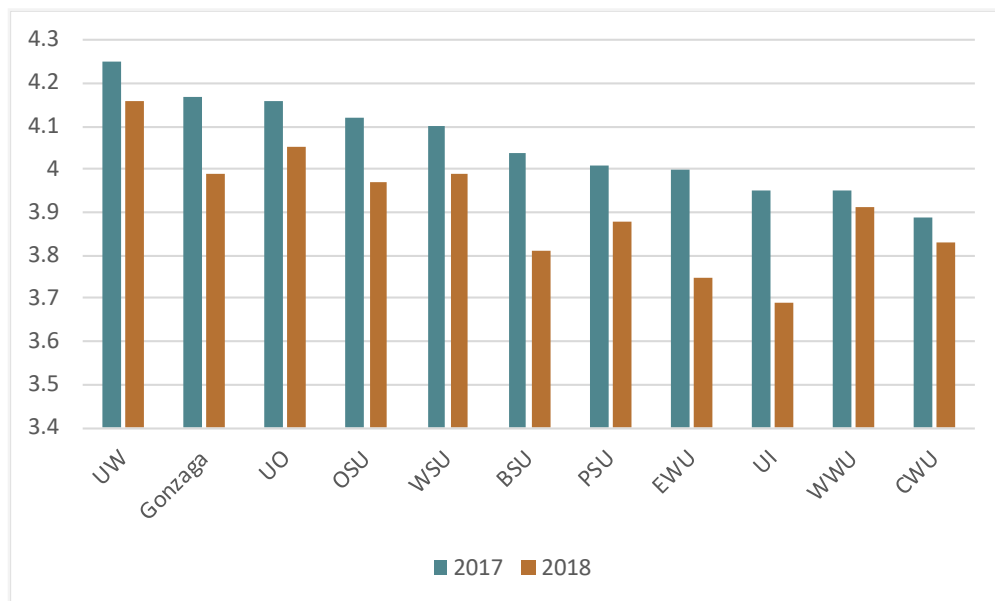


Average rank order among these eleven Pacific Northwest universities (lower number is higher rank)

Q3: How would you rate the overall quality of the undergraduate business program? (1-5 scale)

In 2018 the Carson College ranked third among business schools in the Pacific Northwest with respect to the perceived quality of the program, up from fifth place in 2017. Almost three-quarters of respondents (74%) rate the quality of WSU’s undergraduate business program as excellent or good, surpassed only by the University of Oregon (75%) and University of Washington (80%). There was a general drop in perceived quality of all business programs between 2017 and 2018.

Table 3: Overall Quality Ranking



Average rating of perceived quality on a 1-5 scale

	Q1 Applications		Q2 Interest		Q3 Quality	
	2017	2018	2017	2018	2017	2018
WSU	38%	35%	4.21	4.27	4.1	3.99
UW	33%	33%	3.72	4.05	4.25	4.16
OSU	25%	24%	4.62	4.7	4.12	3.97
UO	22%	22%	4.67	4.63	4.16	4.05
WWU	21%	21%	5.17	5.77	3.95	3.91
EWU	21%	13%	5.59	5.92	4	3.75
PSU	20%	23%	5.21	5.13	4.01	3.88
CWU	18%	15%	5.56	5.95	3.89	3.83
UI	14%	11%	6.08	6.13	3.95	3.69
BSU	13%	14%	6.18	6.12	4.04	3.81
Gonzaga	9%	13%	5.71	5.53	4.17	3.99

METRIC 2: Placement Rate of Undergraduates

Job placement of undergraduates is one key indicator of our progress toward becoming the first choice business program in the Pacific Northwest. Today's students and their families weigh career preparation heavily in their college decisions.

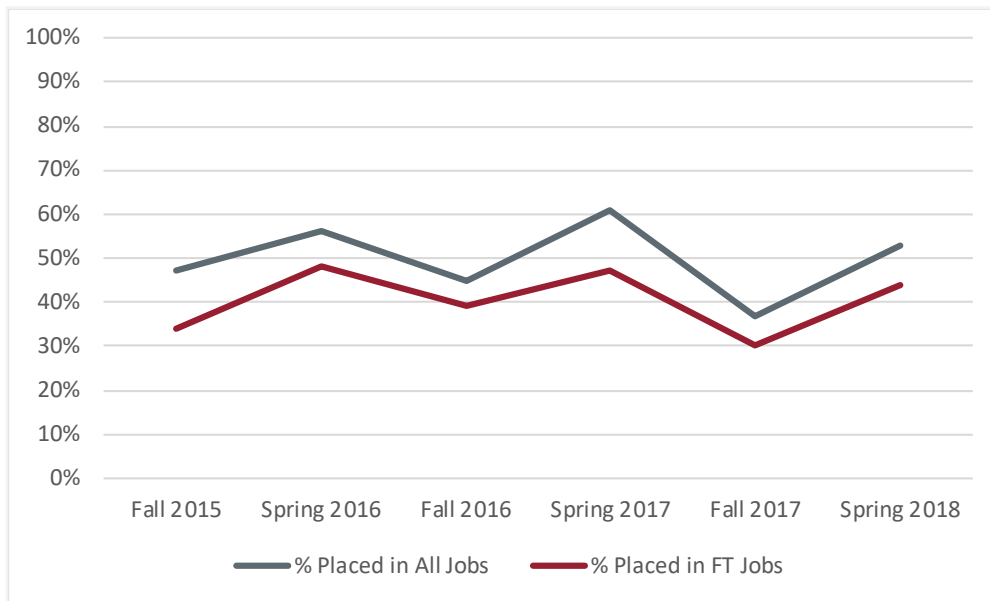
To measure job placement at time of graduation, we survey students taking Carson College of Business capstone courses on all campuses, two to three weeks before scheduled graduation. These courses comprise mostly seniors, and we draw data only from those students graduating during the semester in which they complete the survey. The statistics follow National Association of Colleges and Employers (NACE) best practices: placed students are those who self-declare they will be employed in either part-time or full-time positions at time of graduation. Students who report that they are not seeking employment (because of continuing education, military service or for other reasons) are not included in the rate.

The variation in number of survey participants across terms demonstrates challenges in gathering responses. Analyses indicate that the reported rates are representative of graduates as a whole. More responses, however, would enable detailed analyses by majors and across campuses, and so we are exploring alternative approaches to gathering data.

Placement rates for the college as a whole have not improved measurably in the past three years. We are unable to benchmark placement rates against other universities and colleges of business because standardized measures have neither been commonly adopted nor reported. Nevertheless, it is clear we should seek to improve on these results.

WSU has also identified placement as one of its 11 key metrics for the Drive to 25. The University-level indicator will measure placement six months following graduation. Follow-up surveys of our students suggest that placement rates six months out are considerably higher than those at time of graduation. Future Carson College reports will include both a college measure of placement at time of graduation and a measure aligned with the WSU six-month metric.

Table 4: Undergraduate Placement Rate

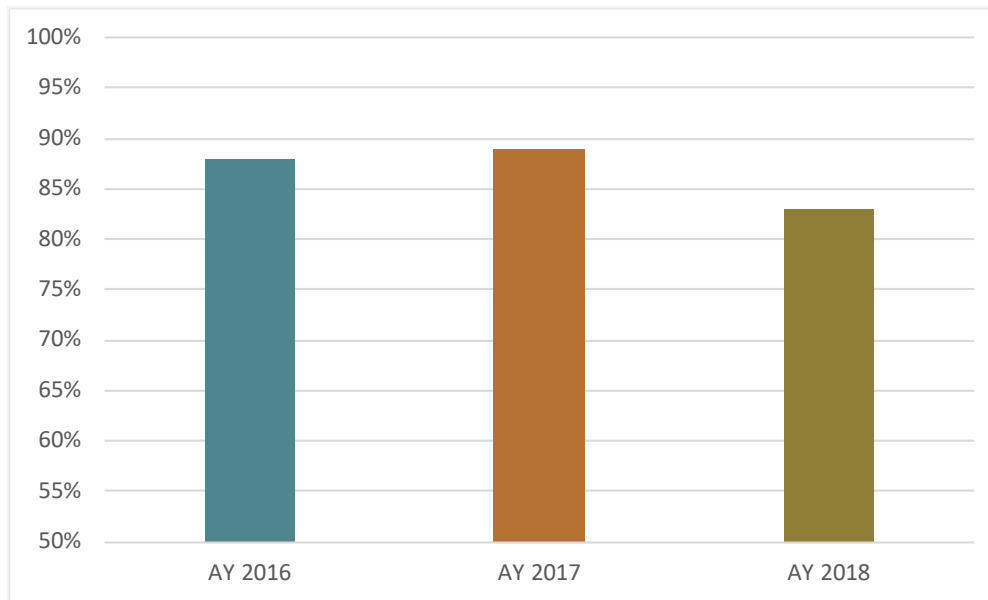


Semester	% Placed at Time of Graduation	% Placed in Full-time Jobs	Total Surveyed
Fall 2015	47%	34%	233
Spring 2016	56%	48%	225
Fall 2016	45%	39%	67
Spring 2017	61%	47%	147
Fall 2017	37%	30%	92
Spring 2018	53%	44%	300

METRIC 3: Willingness to Recommend the Program

Our students' willingness to recommend our program to their successors is another internal indicator of our progress toward becoming the school of choice in the Pacific Northwest. In 2016 and 2017 we asked this question on a six-month-post-graduation survey which attracted relatively few responses. In fall 2018 we began to collect the willingness to recommend data, along with placement status in the Capstone survey detailed above. We use a five-point scale from strongly disagree to strongly agree with the statement "I would recommend the Carson College of Business to a new WSU student." Scores of 4 or 5 indicate the student would recommend the college.

Table 5: Percentage Willing to Recommend Program



Academic Year	Percent Recommended	Total Surveyed	Total Recommended
AY 2016	88%	58	51
AY 2017	89%	54	48
AY 2018	83%	590	487

METRIC 4: Percentage of Undergraduates Involved in Research, Scholarship, and Creative Discovery (forthcoming)

This measure will be one of the 11 metrics featured in the WSU Drive to 25. It is an important measure of the extent to which WSU, as a public research university, is providing undergraduate students with a transformative research experience. In the Carson College we also see undergraduate participation in research, scholarship, and creative discovery as attributes of a first choice school in the Pacific Northwest. We will work with others at WSU to establish a standard measure of this participation and will adopt the standardized measure chosen by the University.

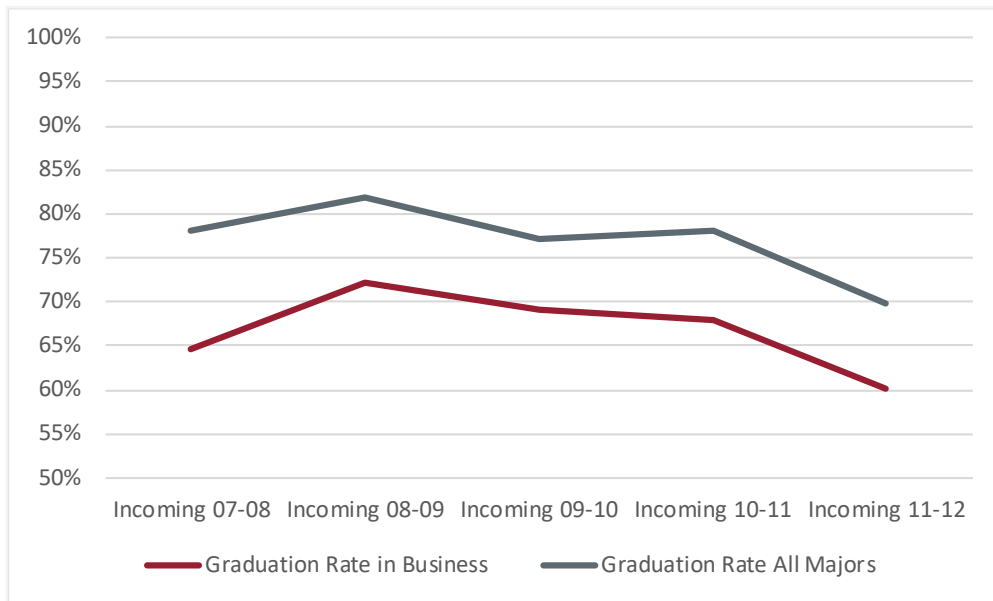
METRIC 5: Six-Year Graduation Rate of Intended Business Majors

One of the 11 major metrics in WSU’s Drive to 25 is the six-year graduation rate. This is a nationally standardized measure reported through the Integrated Postsecondary Education Data System (IPEDS). It is an important measure of university and college effectiveness in student retention and progress.

The official six-year rate focuses only on entering first-year students, excluding transfer students, defined as those who enrolled in another academic institution after graduating high school and before enrolling in WSU, as well as “transient” students who enter taking fewer than four credits. The concentration on first-year full-time students leads to a heavy focus on Pullman undergraduates, also including some students at WSU Tri-Cities and WSU Vancouver. We will be exploring other measures of retention and progress of transfer and part-time students across all campuses, including our Global Campus.

We analyze all students who entered WSU as intended business majors, tracking both the students interested in business who eventually graduated with a degree from the Carson College of Business and those who graduated in another discipline. For the latter group, graduation indicates a successful transition from an intended business major to another program of study.

Table 6: Six-Year Graduation Rate



Year	Graduation Rate in Business	Graduation Rate from WSU	Total Graduated in Business	Total Number of Intended Business Majors in Incoming Class
Incoming 07-08	64.6%	78.2%	314	486
Incoming 08-09	72.2%	81.9%	386	536
Incoming 09-10	69.2%	77.1%	357	516
Incoming 10-11	68.0%	78.1%	397	584
Incoming 11-12	60.1%	69.8%	494	822

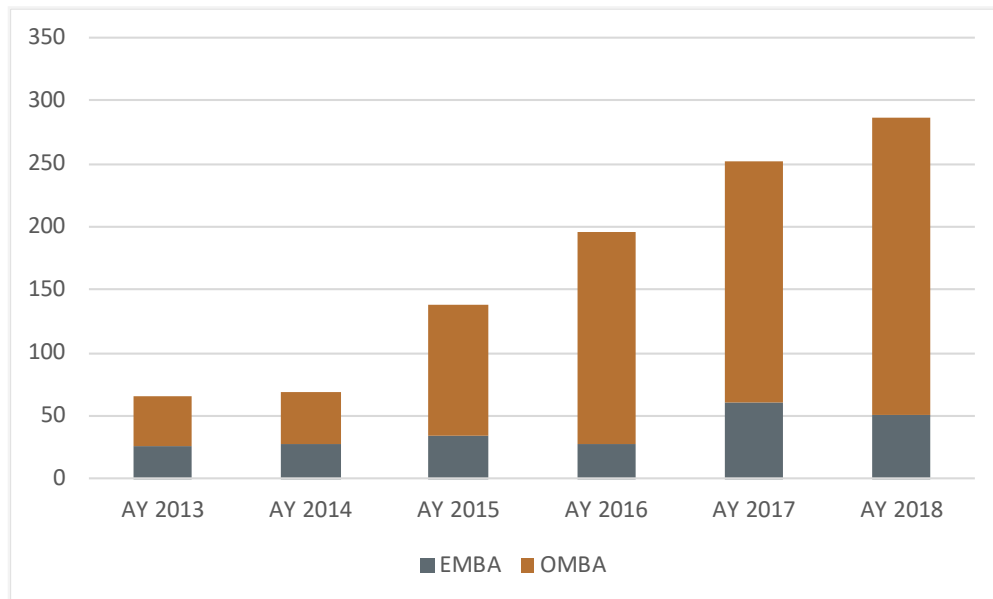
Executive MBA and Online MBA Programs

The Carson College MBA will soon be offered exclusively online, consistent with our decision to focus strategically on programs that best meet the changing market for graduate business education. We deliver on our land-grant mission by offering Online MBA programs that provide students with the opportunity to earn high-quality degrees without disrupting their careers.

METRIC 6: Number of Online MBA Degrees

The number of students who graduate with a WSU MBA is one measure of success in establishing the Carson College as the school of choice for students who pursue Online business degrees in the Pacific Northwest. The rapid growth in our MBA programs, which we have achieved while maintaining rigorous admissions standards, is an indicator of the success of these programs in a competitive marketplace for graduate education.

Table 7: Online MBA Graduates



Program	AY 2013	AY 2014	AY 2015	AY 2016	AY 2017	AY 2018
EMBA	25	28	34	28	60	51
OMBA	40	41	104	168	192	236

METRIC 7: Willingness to Recommend the MBA Program (forthcoming)

In subsequent reports, we will add a measure of perceived program quality for the Online MBA and Executive MBA, similar to that reported above for the undergraduate program. In Academic Year 2017-18, we piloted approaches for measuring students' willingness to recommend their MBA degree program. Next year, we will establish and report a standardized measure for willingness to recommend.

Research

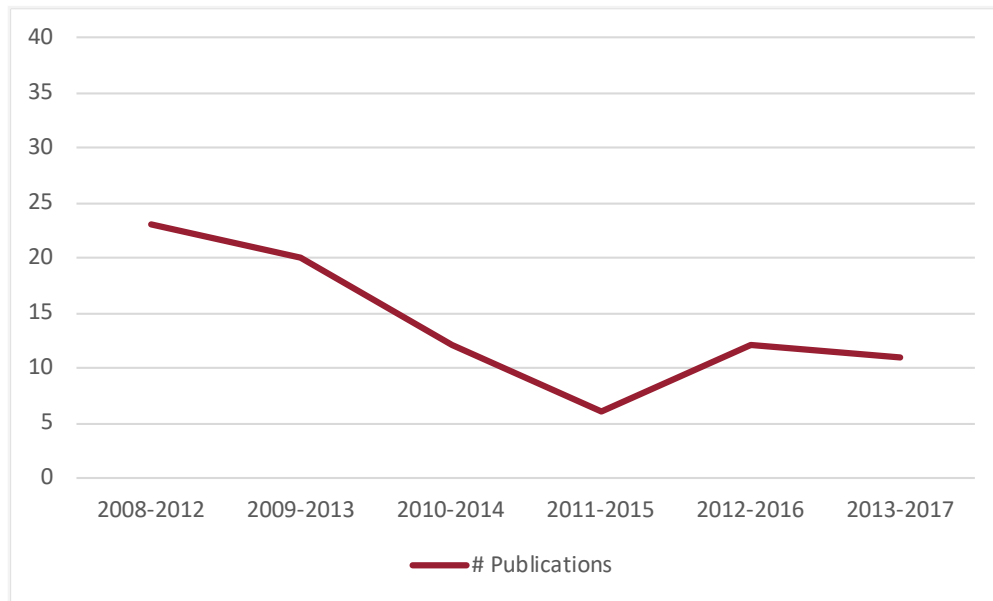
Recognition of the quality and impact of our research by our “aspirational peers,”— colleagues at the public research universities WSU is seeking to join in its Drive to 25 — is our strategic goal for our faculty research in business disciplines. Several metrics relate to this goal: publications; citations; and measures of success in our doctoral program.

METRIC 8: Publications: The UTD Top 100 Business School Research Rankings™

The UTD ranking, produced by the Jindal School of Management at the University of Texas-Dallas, is based on a five-year publication record by college faculty in 24 leading business journals (<http://jindal.utdallas.edu/som/the-utd-top-100-business-school-research-rankings/>). Schools are ranked by the total number of articles (not adjusted for faculty size) published in these journals.

In 2014 the Carson College of Business dropped out of the Top 100 and currently remains unranked on this list. As a point of reference, faculty at the 100th ranked institution in North America, the University of Texas-San Antonio, had 23 articles published in journals on the UTD list in the period 2013-17. The Carson College is aiming for a return to the Top 100 on the UTD list as a marker of progress toward an improved research reputation.

Table 8: UT Dallas Research Publications



	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017
# Publications	23	20	12	6	12	11
Overall Ranking	96	95	-	-	-	-

METRIC 9: Citations (forthcoming)

One measure of the impact of faculty research is the number of times that a given publication is cited by other researchers. Citations will also be one of the 11 metrics highlighted in the WSU Drive to 25. The WSU metric will likely be a standardized citation measure also used by the Association of American Universities; e.g. a five-year average measure obtained from the Thomson Reuters InCites database. Once WSU has a measure established, we will adopt this measure and report results.

Ph.D. Program

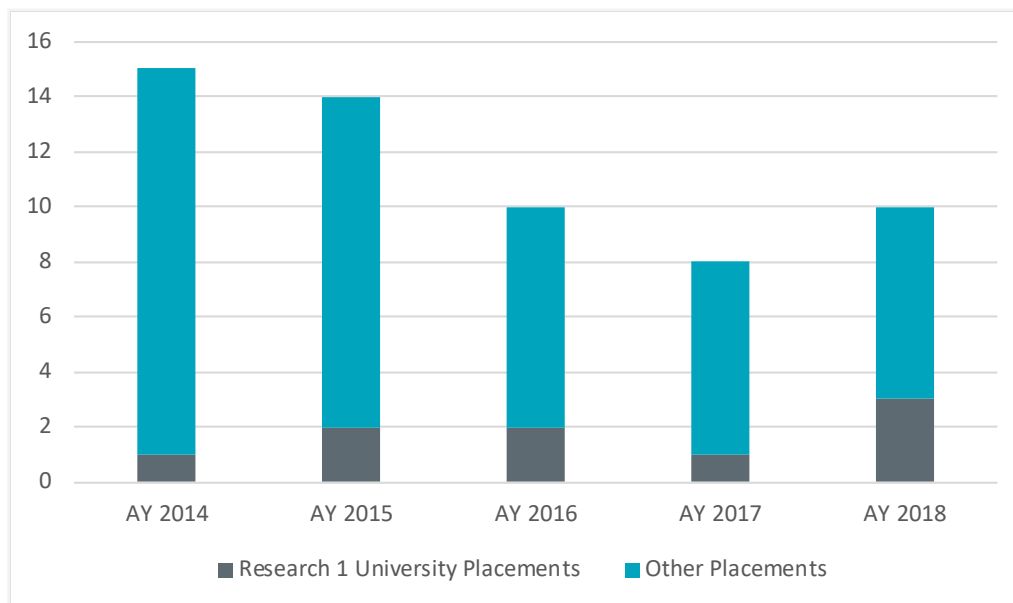
The Carson College doctoral program is a key component of college research productivity and reputation. One important metric for this aspect of our research is also one of the 11 top metrics in the WSU Drive to 25: the number of doctorates awarded. The quality of our research program is also reflected in the placement of our top doctoral graduates, with placements at major research universities being one indicator of our research reputation.

METRICS 10 & 11: Doctorates Awarded and Placed

The graph below displays the number of doctorates awarded over the past five academic years, as well as the number of placements at “Research 1 universities” – those universities categorized by the Carnegie Classification of Institutions of Higher Education as engaging in extensive research activity. (We also include international equivalents.)

In each of the last five years, all Ph.D. students who have earned doctorates have obtained jobs, for an overall placement rate of 100%. A total of nine students in the past five years have earned placements at Research 1 universities.

Table 9: Carson College Ph.D. Awarded and Placed

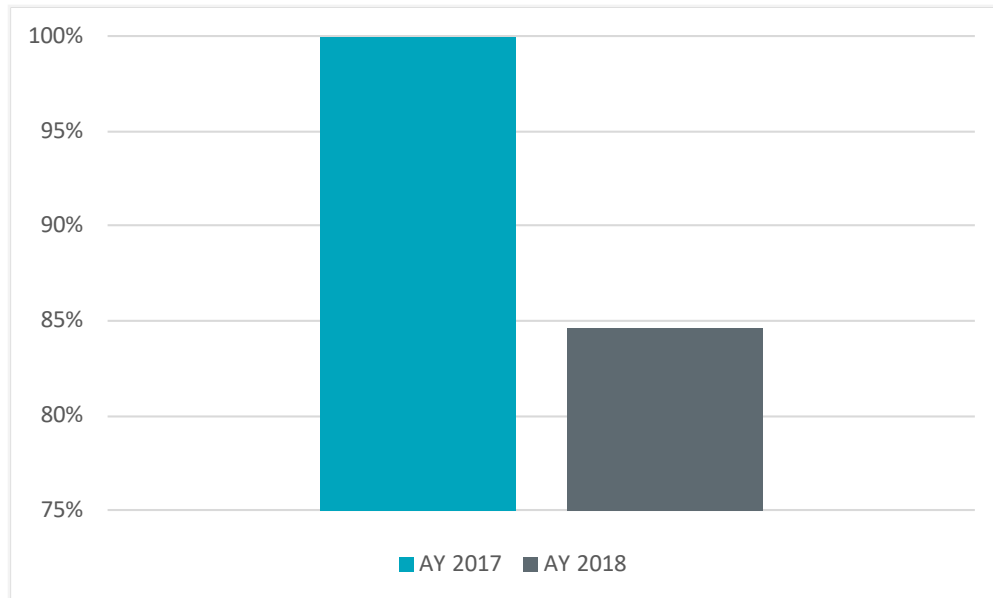


Academic Year	Research 1 University Placements	Ph.D.s. Awarded
AY 2014	Oregon State University	15
AY 2015	West Virginia University George Mason University	14
AY 2016	Temple University Washington State University	10
AY 2017	University of New Mexico	8
AY 2018	University of Missouri University of Western Ontario (2 placements)	10

METRIC 12: Ph.D. Students' Willingness to Recommend the Doctoral Program

Students' willingness to recommend the program to others is an additional measure of Ph.D. program quality. We began surveying Ph.D. graduates with respect to this question for 2017 class members earning a Ph.D. In an anonymous Online survey, graduating students are asked directly if they would recommend the WSU Carson College of Business Ph.D. program. In 2018 two graduates were not willing to recommend the program; we are examining this carefully to consider whether these are isolated cases or an indicator of systematic opportunities to improve.

Table 10: Ph.D. Students' Willingness to Recommend the Doctoral Program



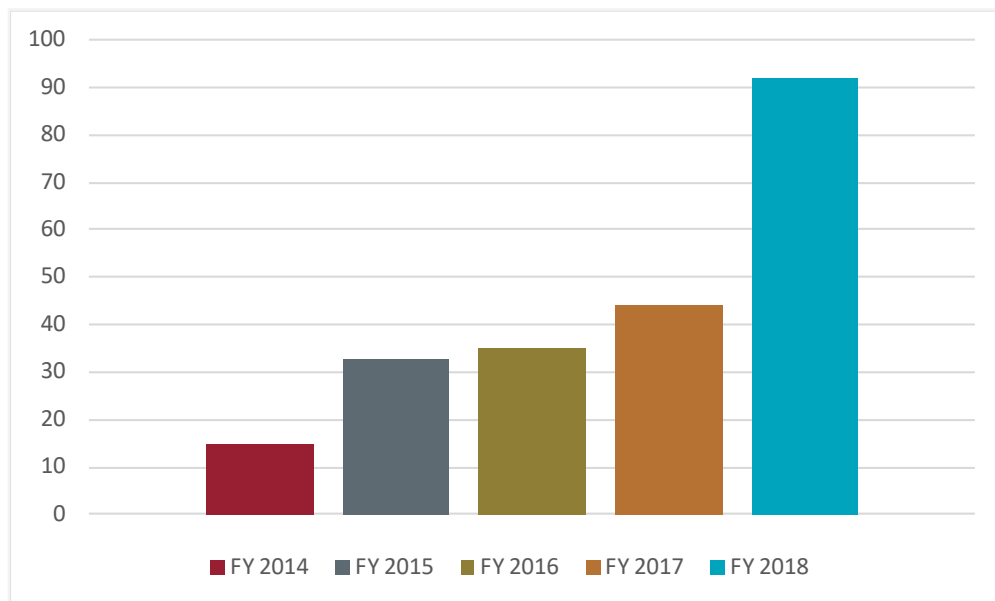
Public Recognition

Recognition by the business and policy communities of the Pacific Northwest as the leading source in the Pacific Northwest of research insights and critical thinking about business is one of our five strategic goals. Media attention to the outstanding work in the college is one measure of our progress in this area.

METRIC 13: Media Mentions

Media mentions are determined as the number of times the press mentions the Carson College of Business (written or digital) during the year (July 1- June 30). The mention may come as a result of a journalist writing about a topic within the business industry who quotes one of our faculty as an expert, or a contributor to an online publication who references our faculty's research or expertise to illustrate a point. Media mentions include reference to college programs and research, faculty, alumni, and students. This metric is a composite measure of our effectiveness in achieving recognition. Media mentions are only counted as unique mentions, meaning if the Carson College is mentioned in the print *and* the digital version of a publication, it is only counted once.

Table 11: Media Mentions



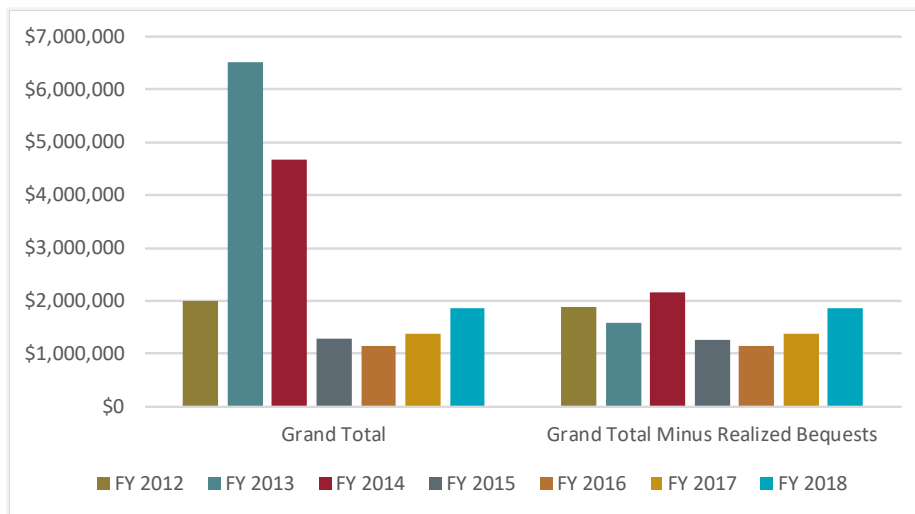
External Support

A key indicator of college progress is philanthropic support by alumni, corporate partners, and other friends of the college. Annual giving to WSU is also one of the 11 metrics chosen for focus in the Drive to 25.

METRIC 14: Annual Gifts Received (cash and cash equivalents)

The chart below represents totals for cash and cash-equivalent gifts (stocks, insurance policies, etc.) to the college for each of the last seven years (for fiscal years July 1- June 30). The total on the left includes all cash including bequests previously committed to the college and realized in the given year. The totals on the right include all realized gifts except those bequests.

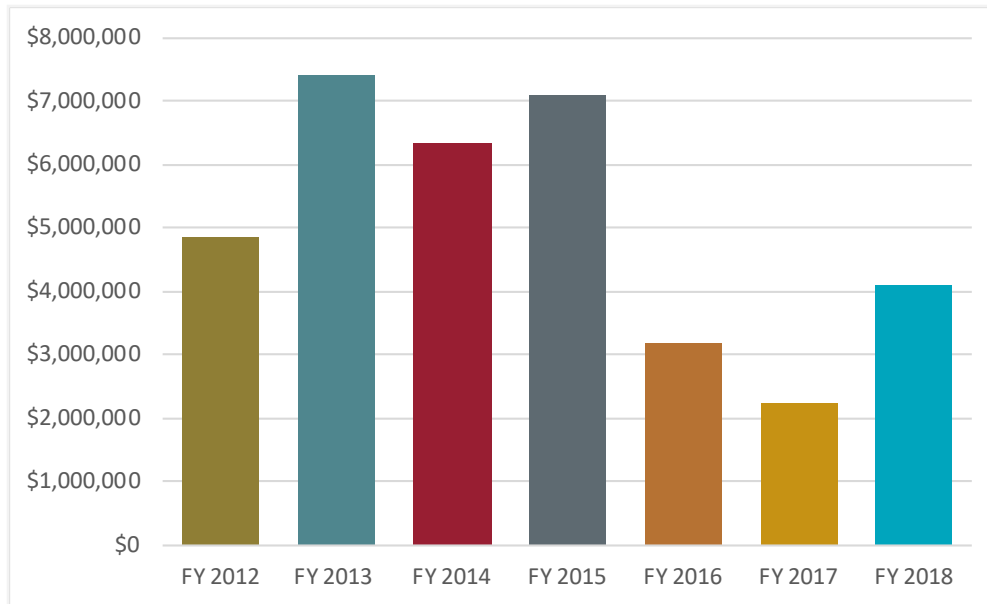
Table 12: Annual Gifts Received: Cash and Cash Equivalents



METRIC 15: Annual Gifts Received (total commitments)

Total commitments reflect a more comprehensive reporting of gifts which include not only cash and cash-equivalent gifts, but also bequests and pledges. This measure has traditionally been reported by WSU and was used to track progress toward goals in the most recent comprehensive fund-raising campaign concluded in 2015.

Table 13: Annual Gifts Received: Total Commitments



Fiscal year	Cash gifts and pledge payments	Gifts-in-kind, donations of securities and real estate, and irrevocable commitments	Realized bequests from estate gifts	Total cash and cash equivalent gifts	Pledges, revocable commitments, and other contributions	Total commitments
FY 2012	\$1,752,395	\$137,243	\$102,459	\$1,992,098	\$2,875,649	\$4,867,747
FY 2013	\$1,539,957	\$53,450	\$4,929,952	\$6,523,359	\$884,266	\$7,407,625
FY 2014	\$2,093,895	\$67,502	\$2,505,530	\$4,666,927	\$1,684,846	\$6,351,773
FY 2015	\$1,219,827	\$50,514	\$20,858	\$1,291,199	\$5,807,644	\$7,098,843
FY 2016	\$1,113,093	\$40,479	\$0	\$1,153,572	\$2,043,052	\$3,196,624
FY 2017	\$1,159,913	\$216,853	\$1,051	\$1,377,817	\$853,147	\$2,230,964
FY 2018	\$1,766,771	\$93,870	\$6,050	\$1,866,692	\$2,243,599	\$4,110,291

Diversity and Inclusion

One of the seven core values of WSU is “Diversity and Global Citizenship.” In addition to the core values of WSU, the Carson College of Business has identified “Community” and “Respect and inclusiveness” as two of the six values receiving special emphasis in the college. Further reinforcing the importance of diversity and inclusion at WSU, the Drive to 25 emphasizes diversity, culture and climate as a top-level metric.. Success in reaching all of our strategic goals for programs and research depends heavily on our ability to build an inclusive community. To offer first-choice programs, to produce top-level research, and to reach students across the university, the college must be welcoming for all regardless of background, and the climate must be one in which students, staff, and faculty can do their best work.

Appropriate data and measures assessing our progress in this area are the subject of continued work across WSU. Carson College faculty, staff, and students are joining many others across the university to establish standard measures of progress in this area. The Carson College, with the rest of WSU, will identify appropriate outcome measures in areas such as recruiting and retention of students, faculty, and staff; and measures of inclusiveness in campus culture and climate.

Data on the demographic composition of our student body is already available: these figures are included in the appendix to this report.

METRIC 16: Demographic Diversity (forthcoming)

METRIC 17: Inclusive Culture and Climate (forthcoming)

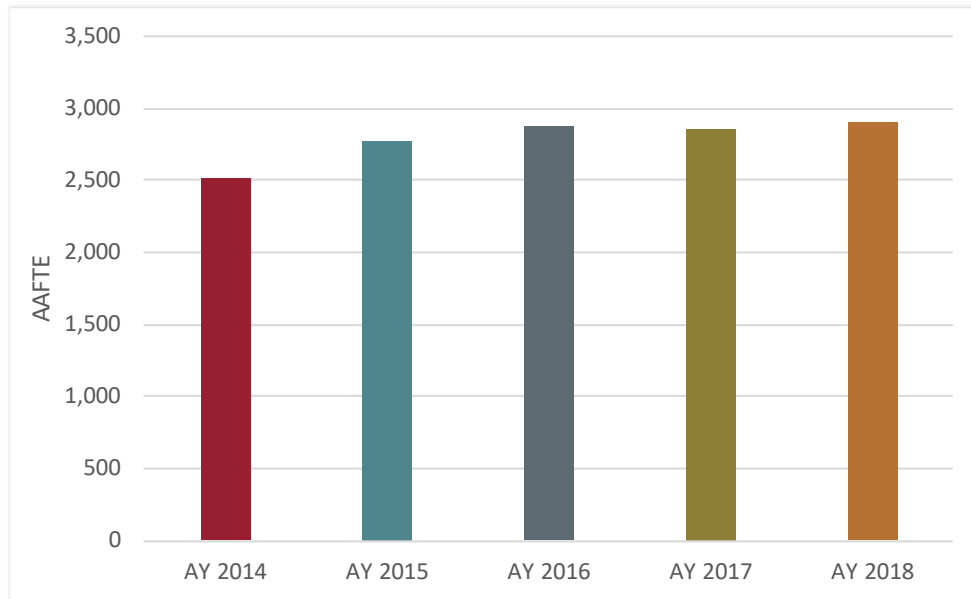
Students Served

The Carson College seeks to reach all students who are willing and able to do the expected work for a degree. Thus, measures of students served are important indicators of the fulfillment of our mission.

METRIC 18: Total Students Taught

We use a standardized WSU measure equivalent to teaching that number of full-time students each year. The Annual Average Credit Hours and Full-Time Equivalent (AAFTE) calculation measures students taught in courses for academic credit across campuses and colleges. Undergraduate (100 to 400 levels) course Student Credit Hours (SCH) are summed by academic year (AY) over the fall and spring semesters and divided by 30 to yield one AAFTE, while graduate and professional (500 to 800 levels) SCH are summed and divided by 20. The resulting AAFTE total is a standardized count allowing for comparisons.

Table 14: Total Students Taught



Academic Year	Total AAFTE	Pullman	Vancouver	Tri-Cities	Everett	Global	Spokane
AY 2014	2,518.32	1635.2	307.5	93.7	0	481.9	0
AY 2015	2,778.57	1748.5	319.5	84.5	0	623.6	2.5
AY 2016	2,873.37	1718.1	316.4	82.3	11.6	742.8	2.2
AY 2017	2,854.97	1721.3	325.3	77.8	16.0	712.3	2.2
AY 2018	2906.37	1744.8	343.5	96.7	17.5	701.6	2.4

METRIC 19: Total Non-Business Majors Taught (forthcoming)

The college also has a strategic goal of providing business education to non-business majors across WSU in partnership with those students' major programs. In subsequent reports, we will avail ourselves of new data sources to break out business and pre-business students from those who are undeclared and those who are not majoring in business.

METRIC 20: Program Participation by Non-Business Students (forthcoming)

Further, our measures of students taught as indicated by AAFTE in for-credit courses are only one way to indicate progress toward our strategic goal of providing business education to WSU students who are not business majors. In fact, a major part of our work with these students takes place in a range of co- and extra-curricular activities. In the coming year we will develop a metric to represent this set of activities.

Alignment with the WSU Drive to 25

The Carson College will focus its alignment with the Drive to 25 on seven of the 11 metrics specified in the plan:

- Citations
- Doctorates Awarded
- Annual Giving
- 6-year Graduation Rate
- Undergraduate Participation in Research, Scholarship, and Creative Discovery
- Placement of Graduates
- Diverse Faculty, Staff, and Students

There are four other major metrics specified in the Drive to 25 plan:

- Federal Research and Development Expenditures
- Faculty Awards
- National Academy Membership
- Total Research and Development Funded Expenditures

We will focus our strategic efforts and our investments of time and resources on improving performance on the top list of seven key outcomes as included in our broader set of 20 college-level metrics. We will support continued involvement in activities aimed at improving WSU performance on the four remaining metrics where we have opportunities to do so efficiently. For example, we will encourage our faculty, staff and students to work in partnership across WSU to strengthen proposals for funded research.

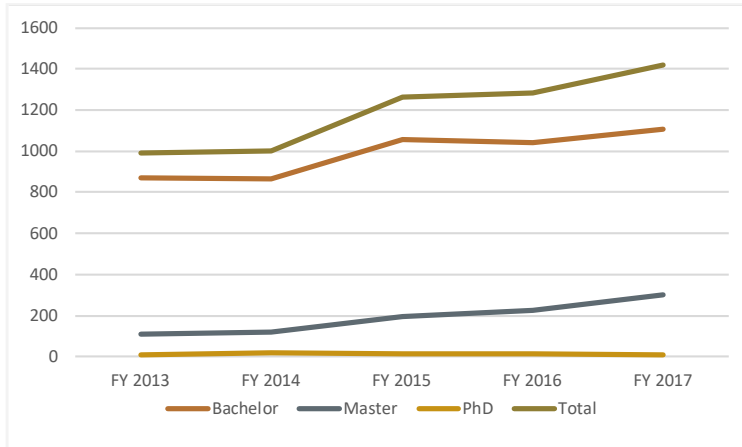
However, given the diversity of activities pursued by the Carson College (or, for that matter, any similar college of business), we do not plan to direct major investments toward college-level efforts to improve on these four measures. Our most significant contributions to WSU and the Drive to 25 will come from focusing on our strategic goals, the strength of our programs, and on the disciplinary success and public reputation of our faculty.

Appendix: 2017 Year End Carson College Profile

This profile represents a set of statistics for the Business College compiled from census data by the Management Analyst III and the Institutional Research Office. These figures are effective as of the end of 2017. The numbers may vary when compared to current real time data, but these represent the best approximations available in the University. FY refers to the fiscal year that runs July 1st to June 30th

Discrepancies in student counts may exist because some figures represent unique head counts and others the total number of plans, i.e. certificates, Academic Interests (AI), Majors (MAJ), Post-Baccalaureate (PBM), etc, but those discrepancies are explained in the notes. There is also a time discrepancy as we derive graduation data from the fiscal year snapshot taken in October, while all other data stems from the final Fall census data.

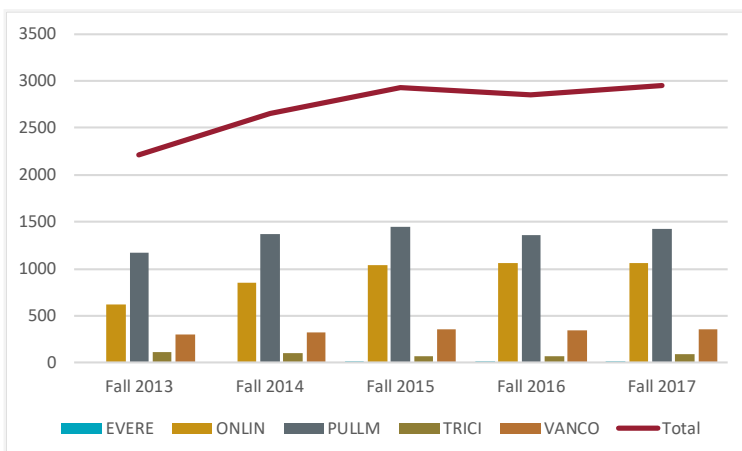
Total Degrees Conferred



Degree Level	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017
Bachelor	869	864	1056	1040	1109
Master	112	118	196	225	299
PhD	8	18	13	16	9
Total	989	1000	1265	1281	1417

Totals reflect fiscal year unique head counts (Fall, Spring, Summer) taken from an October snapshot following the end of the fiscal year.

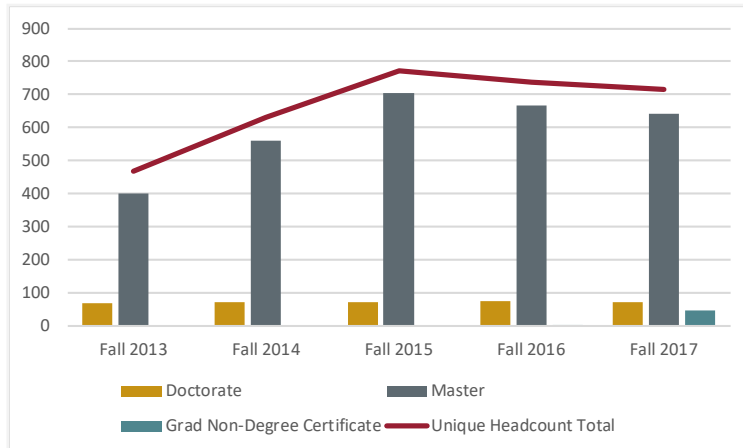
Total Certified Population



Campus	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
EVERE			9	12	15
ONLIN	624	849	1041	1062	1062
PULLM	1170	1374	1446	1359	1419
TRICI	113	105	74	73	91
VANCO	303	327	353	345	360
Total	2210	2655	2923	2851	2947

Includes a plan count of all certified undergraduate majors, Master's students and PhD students as of the final census data for the designated Fall Semester.

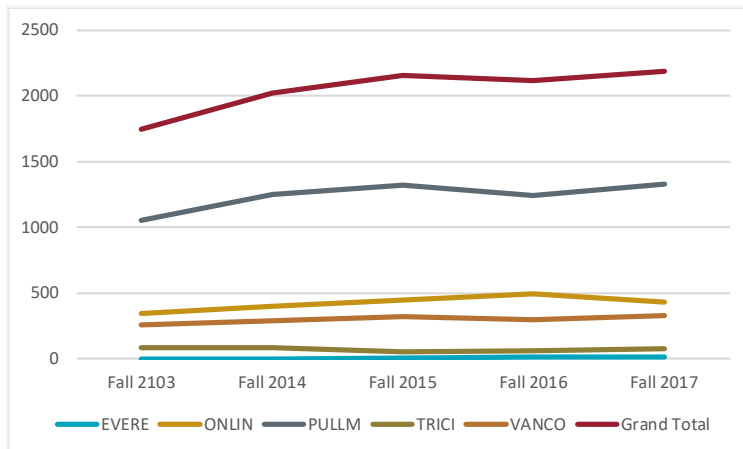
Graduate and MBA Programs Total



Status	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Doctorate	67	71	70	73	70
Master	400	560	703	665	642
Grad Certificate	0	0	0	1	47
Unique Headcount Total	466	629	772	738	715

Includes a unique headcount of all graduate students across the Carson College. Totals reflect final census data values as of the end of the designated Fall semester. BUSN represents the MBA and EMBA programs, while GRAD represents the on PhD.

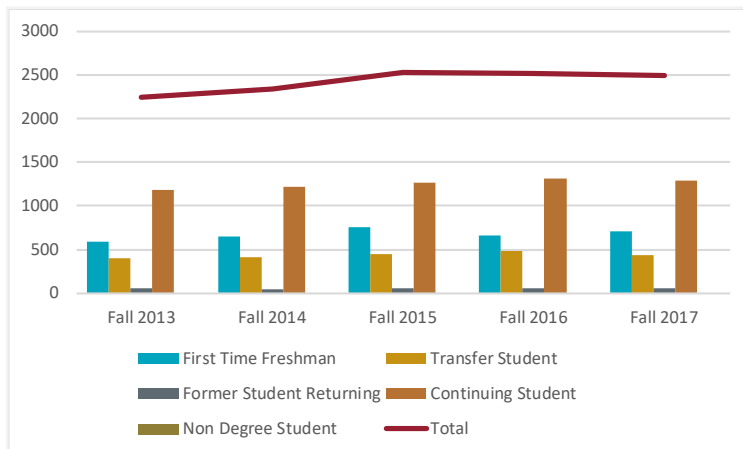
Undergraduate Majors by Campus



Campus	Fall 2103	Fall 2014	Fall 2015	Fall 2016	Fall 2017
EVERE	0	0	9	12	15
ONLIN	346	398	449	493	435
PULLM	1053	1249	1317	1245	1332
TRICI	84	86	56	60	75
VANCO	260	291	319	301	327
Grand Total	1743	2024	2150	2111	2184

Includes a plan count of all undergraduate certified majors. Totals reflect final census data values as of the end of the designated Fall semester. Discrepancies in student counts exist because some figures represent unique head counts and others the total number of plans, i.e. certificates, Majors (MAJ), Post-Baccalaureate (PBM), etc.

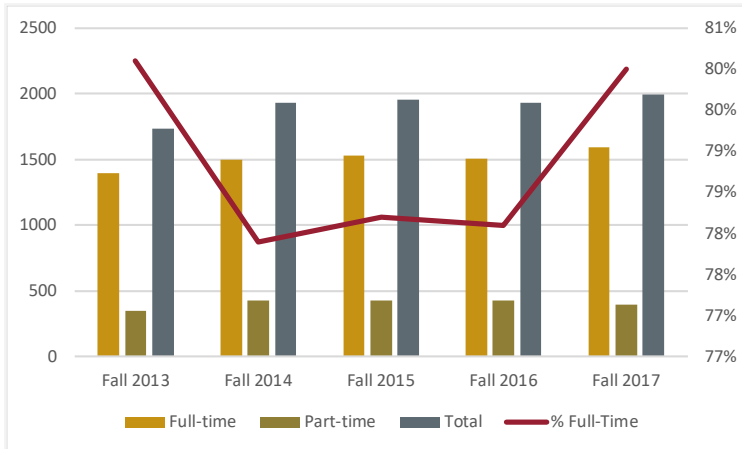
Undergraduate Academic Interests



Status	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
First Time Freshman	593	654	762	657	704
Transfer Student	403	410	448	486	439
Former Student Returning	58	50	57	59	62
Continuing Student	1188	1218	1263	1315	1286
Non Degree Student	0	0	0	0	0
Total	2242	2332	2530	2517	2491

Students designate Academic Interests on the WSU Application for Admission. Totals reflect a unique headcount of census data values as of the end of the designated Fall semester. "First Time Freshman," includes 22 INTO Pathway students, and 297 "Pre Business" interests for Fall, 2017.

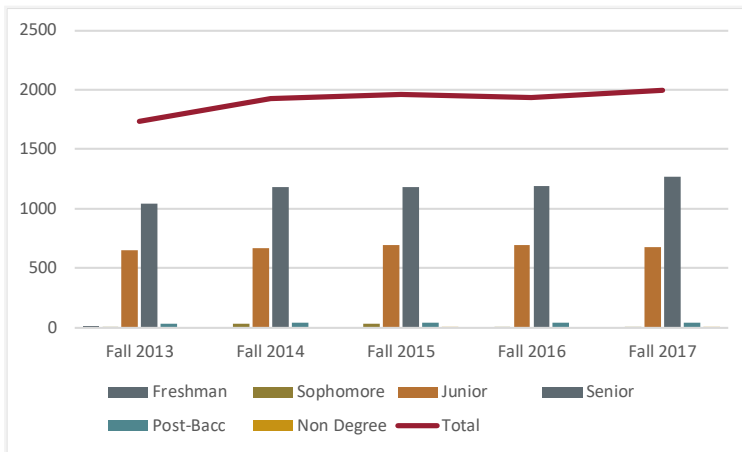
Undergraduate Full-Time vs Part Time



Full-time/ Part-time	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Full-time	1392	1501	1529	1508	1595
Part-time	345	426	427	424	399
Total	1737	1927	1956	1932	1994
% Full-Time	80.1%	77.9%	78.2%	78.1%	80.0%

A unique headcount that includes all undergraduate certified majors. Totals reflect final census data values as of the end of the designated Fall semester.

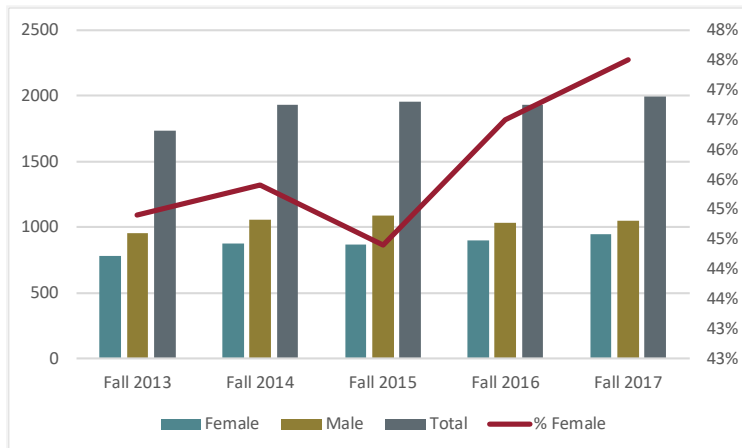
Undergraduate Academic Level



Academic Level	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Freshman	2
Sophomore	4	32	31	9	7
Junior	652	667	696	691	679
Senior	1044	1184	1182	1189	1270
Post-Bacc	35	44	44	43	37
Non Degree	0	0	3	0	1
Total	1737	1927	1956	1932	1994

A unique headcount that includes all undergraduate certified majors. Totals reflect final census data values as of the end of the designated Fall semester.

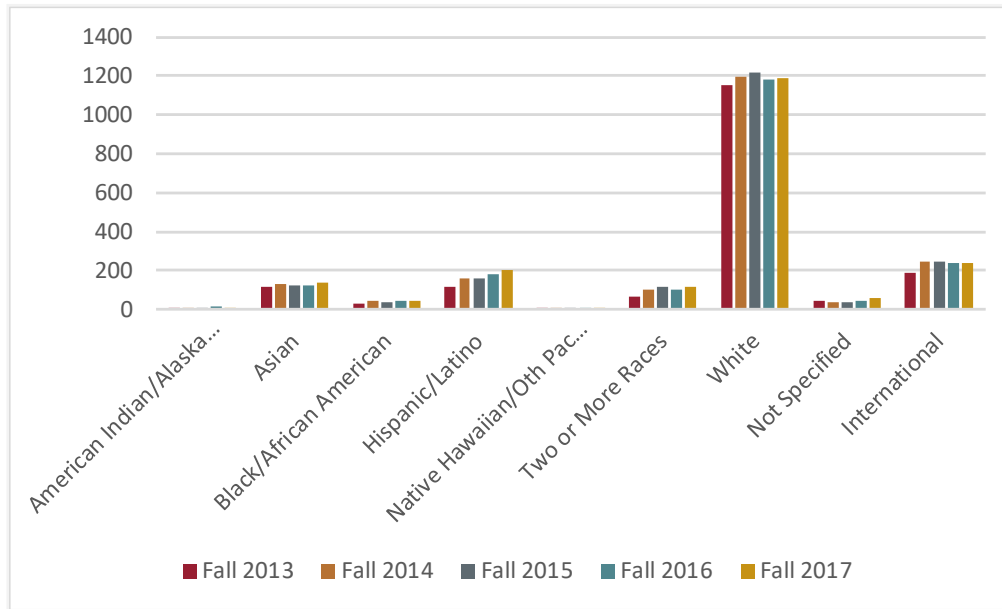
Undergraduate Gender Makeup



Sex	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Female	780	874	869	898	948
Male	957	1053	1087	1034	1046
Total	1737	1927	1956	1932	1994
% Female	44.9%	45.4%	44.4%	46.5%	47.5%

Calculations may differ from major totals because this calculation represents a unique headcount. Totals reflect final census data values as of the end of the designated Fall semester.

Undergraduate Ethnic Diversity



Calculations may differ from major totals because these figures represent a unique headcount. Minority and %Minority based on all other reported ethnicities but White and Not Specified. International counts reflect declared country of origin. Totals reflect final census data values as of the end of the designated Fall semester.

Ethnicity	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
American Indian/ Alaska Native	8	3	11	13	5
Asian	114	129	123	125	136
Black/African American	31	42	39	42	47
Hispanic/Latino	120	163	163	180	206
Native Hawaiian/ Oth Pac Island	9	7	2	3	3
Two or More Races	70	102	116	102	116
White	1153	1197	1215	1183	1186
Not Specified	43	40	39	43	57
International	189	244	248	241	238
Total	1737	1927	1956	1932	1994
Minority	352	446	454	465	513
% Minority	20.3%	23.1%	23.2%	24.1%	25.7%

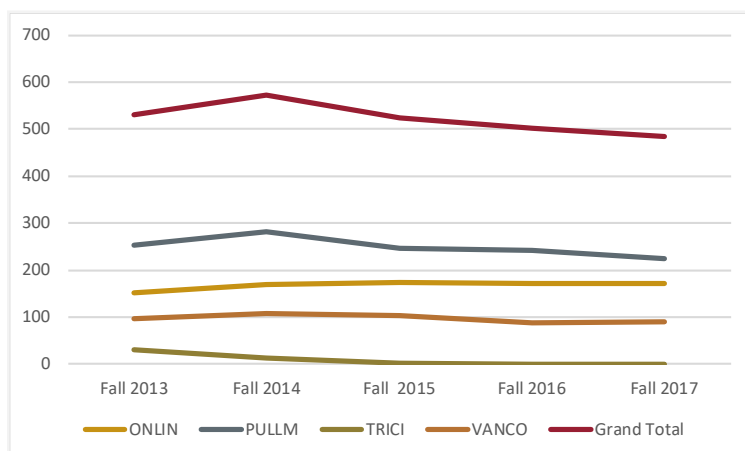
Department Snapshot

Includes all undergraduate certified majors. Graduation totals reflect fiscal year counts, (Summer, Fall, Spring) taken from an October snapshot following the end of the fiscal year and all other totals reflect census data values as of the end of the Fall 2017. Certifications represent only data collected from the Carson Center for Pullman Certifications. Students designate Academic Interests on the WSU Application for Admission.

Accounting

Department	College Academic Interest	Fall 2017 Count	College Majors	Fall 2017 Count	College Graduations	FY 2017 Count
Accounting	Total Interested	230	Total Majors	485	Total Graduated	292
ACCTG	Online	126	Majors	456	Pullman	133
	Pullman	57	Additional Majors	2	Vancouver	52
	Tri-Cities	10	Post Bac Majors	27	Tri-Cities	6
	Vancouver	37			Online	101

Undergraduate Majors



Campus	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
ONLIN	152	169	173	172	171
PULLM	252	282	246	242	224
TRICI	30	13	1	0	0
VANCO	97	108	103	88	90
Grand Total	531	572	523	502	485

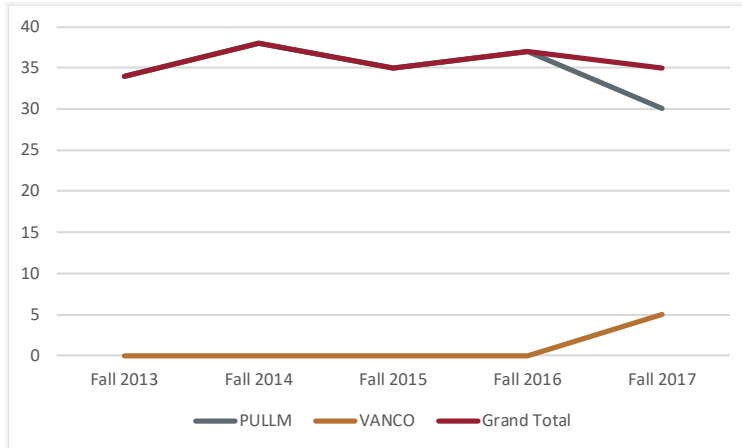
General Business Administration

Department	College Academic Interest	Fall 2017 Count	College Majors	Fall 2017 Count	College Graduations	FY 2017 Count
Business Administration	Total Interests	1,623	Total Majors	78	Total Graduated	30
B_A	Pullman	1,139	Majors	77	Tri-Cities	17
	Tri-Cities	54	Additional Majors	1	Vancouver	13
	Vancouver	119				

Entrepreneurship

Department	College Academic Interest	Fall 2017 Count	College Majors	Fall 2017 Count	College Graduations	FY 2017 Count
Entrepreneurship	Total Interests	18	Total Majors	35	Total Graduated	14
ENTRP	Pullman	16	Majors	27	Pullman	14
	Vancouver	2	Additional Majors	8		

Undergraduate Majors

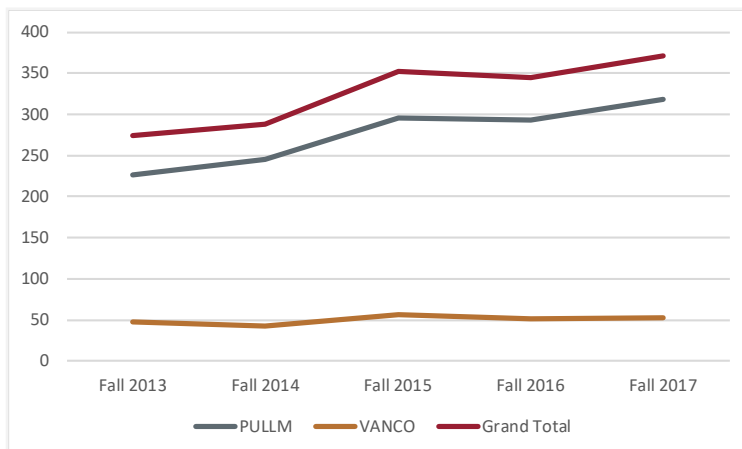


Campus	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
PULLM	34	38	35	37	30
VANCO					5
Grand Total	34	38	35	37	35

Finance

Department	College Academic Interest	Fall 2017 Count	College Majors	Fall 2017 Count	College Graduations	FY 2017 Count
Finance	Total Interests	63	Total Majors	371	Total Graduated	158
FIN	Pullman	45	Majors	317	Pullman	142
	Vancouver	18	Additional Majors	54	Vancouver	16

Undergraduate Majors

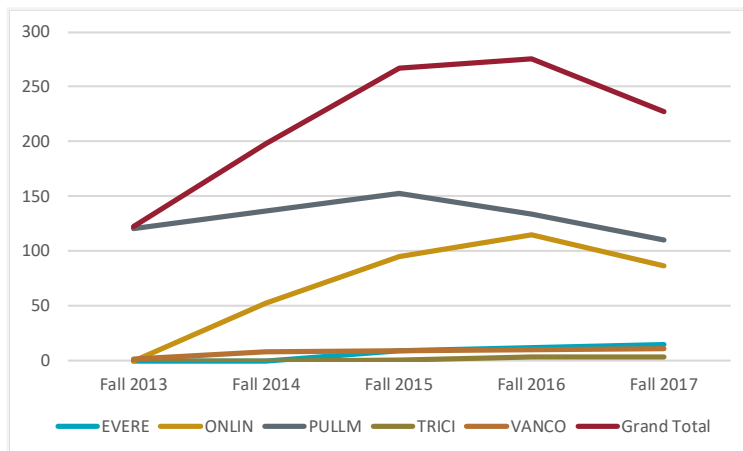


Campus	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
PULLM	226	245	295	293	318
VANCO	48	43	57	51	53
Grand Total	274	288	352	344	371

Hospitality Business Management

Department	College Academic Interest	Fall 2017 Count	College Majors	Fall 2017 Count	College Graduations	FY 2017 Count
Hospitality and Business Management	Total Interests	179	Total Majors	227	Total Graduated	226
HBM	Online	27	Majors	152	Pullman	84
	Pullman	86	Post Bac Majors	0	Vancouver	5
	Vancouver	14	HBM Cesar Ritz	75	Everett	6
	Everett/Tri-Cities	10			Tri-Cities	1
	HBM Cesar Ritz	42			HBM Cesar Ritz	130

Undergraduate Majors

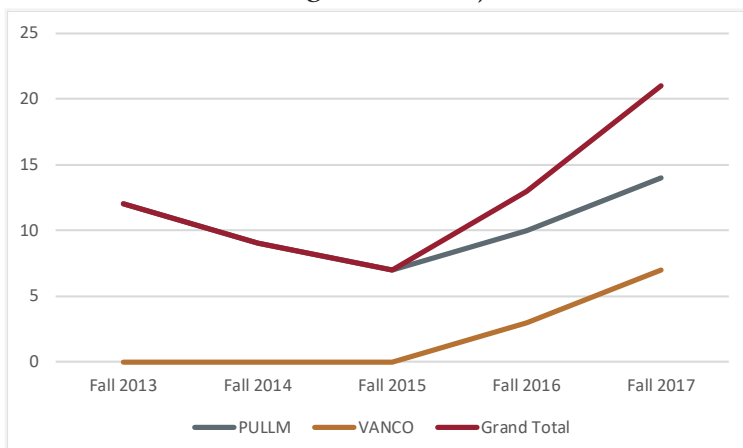


Campus	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
EVERE	0	0	9	12	15
ONLIN	0	53	95	115	87
PULLM	121	137	153	134	110
TRICI	0	0	1	4	4
VANCO	2	8	9	10	11
Grand Total	123	198	267	275	227

Wine Business Management

Department	College Academic Interest	Fall 2017 Count	College Majors	Fall 2017 Count	College Graduations	FY 2017 Count
Wine and Beverage Business Management	Total Interests	22	Total Majors	21	Total Graduated	7
HBM	Tri-Cities	6	Majors	21	Pullman	7
	Pullman	16				

Undergraduate Majors

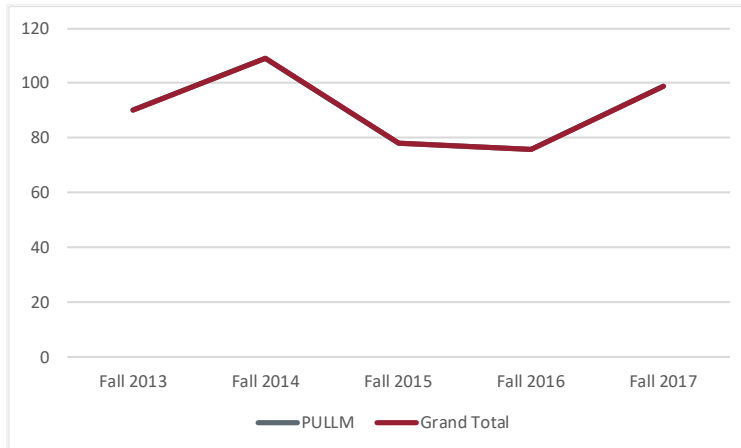


Campus	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
PULLM	12	9	7	10	14
VANCO				3	7
Grand Total	12	9	7	13	21

International Business

Department	College Academic Interest	Fall 2017 Count	College Majors	Fall 2017 Count	College Graduations	FY 2017 Count
International Business	Total Interests	51	Total Majors	99	Total Graduated	36
I_BUS	Pullman	51	Majors	87	Pullman	36
			Additional Majors	12		

Undergraduate Majors

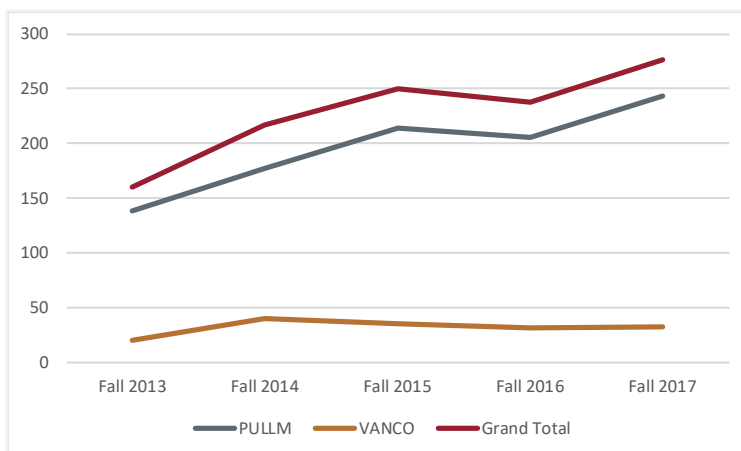


Campus	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
PULLM	90	109	78	76	99
Grand Total	90	109	78	76	99

Marketing

Department	College Academic Interest	Fall 2017 Count	College Majors	Fall 2017 Count	College Graduations	FY 2017 Count
Marketing	Total Interests	88	Total Majors	276	Total Graduated	140
MKTG	Vancouver	36	Majors	233	Pullman	116
	Pullman	52	Additional Majors	43	Vancouver	24

Undergraduate Majors

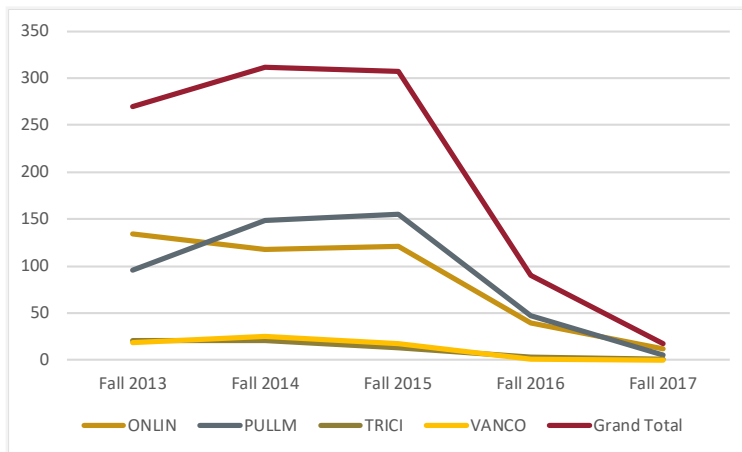


Campus	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
PULLM	139	177	214	206	243
VANCO	21	40	36	32	33
Grand Total	160	217	250	238	276

Management Operations

Department	College Academic Interest	Fall 2017 Count	College Majors	Fall 2017 Count	College Graduations	FY 2017 Count
OLD Management and Operations	Total Interests		Total Majors	18	Total Graduated	87
MGTOP	Pullman	31	Majors	18	Pullman	46
	Vancouver	2			Vancouver	1
					Online	35
					Tri-Cities	5

Undergraduate Majors

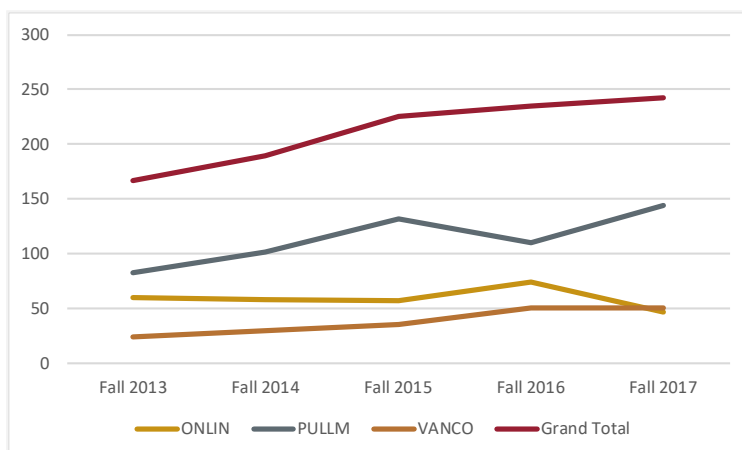


Campus	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
ONLIN	134	118	121	39	12
PULLM	96	148	155	47	5
TRICI	21	21	13	3	1
VANCO	19	25	18	1	
Grand Total	270	312	307	90	18

Information Systems

Department	College Academic Interest	Fall 2017 Count	College Majors	Fall 2017 Count	College Graduations	FY 2017 Count
Management Information Systems	Total Interests	80	Total Major	242	Total Graduated	119
MIS	Online	47	Majors	205	Pullman	56
	Pullman	31	Additional Majors	31	Vancouver	29
	Vancouver	2	Post Bac Majors	6	Online	34

Undergraduate Majors

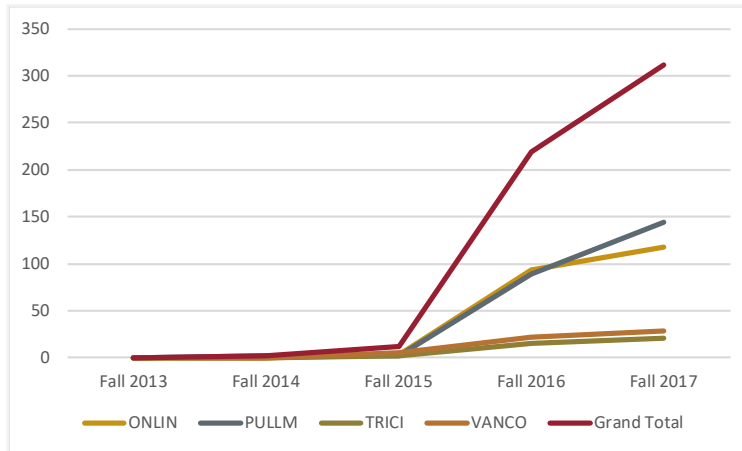


Campus	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
ONLIN	60	58	57	74	47
PULLM	83	102	132	110	144
VANCO	24	30	36	51	51
Grand Total	167	190	225	235	242

Management

Department	College Academic Interest	Fall 2017 Count	College Majors	Fall 2017 Count	College Graduations	FY 2017 Count
Management	Total Interests	134	Total Majors	311	<i>Reported with MIS</i>	
MGMT	Online	107	Majors	288		
	Tri-Cities	4	Additional Majors	19		
	Pullman	18	Post Bac Majors	4		
	Vancouver	5				

Undergraduate Majors



Campus	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
ONLIN	0	0	3	93	118
PULLM	0	2	2	89	144
TRICI	0	0	2	15	21
VANCO	0	0	5	22	28
Grand Total	0	2	12	219	311

Department Data Totals

	College Academic Interest	Fall 2017 Count	College Majors	Fall 2017 Count	College Graduations	FY 2017 Count
TOTALS	TOTAL Undergrad AI	2,491	TOTAL Majors	2,184	TOTAL Undergrads Graduated	1,109



Carson College
of Business

WASHINGTON STATE UNIVERSITY
