

Davis College 2007 Annual Report on the College Strategic Plan

1a. Fall Headcount Enrollment: based enrollment approved by HEPC; this reflects enrollment/registration as of the Fall Census Date. The total including pre-major enrollment has been provided by the Senior Associate Provost in order to provide a more accurate comparison with college/school enrollment goals.

		College/School	WVU (not including Potomac State)
Fall 2007	Undergrad	1,641	21,145
	Graduate	268	5,595
	Professional	n/a	1,373
	Total	1,909	28,113
	Total including CDFS adjustment	1,909	n/a
Fall 2006	Undergrad	1,685	20,590
	Graduate	247	5,105
	Professional	n/a	1,420
	Total	1,932	27,115
	Total including CDFS adjustment	1,829	n/a
Fall 2005	Undergrad	1,601	19,510
	Graduate	266	5,151
	Professional	n/a	1,390
	Total	1,867	26,051
	Total including CDFS adjustment	1,764	n/a

* Includes adjustment for CDFS majors (91 UG & 12 G) and CDFS FTE (128) moved from DCAFCS to HRE.

1b. FTE Enrollment: undergraduates and professional students are full-time at 15 credit hours; graduate students are full-time at 12 credit hours. FTE is determined by dividing the number of student credit hours by 15 for undergraduate and professional and 12 for graduate students and adding these together.

	College/School	WVU (not including Potomac State)
Fall 2007	1,566	26,287
Fall 2006	1,521	25,678
Fall 2005	1,400	24,601

*These FTE numbers come from Russ Dean, who has adjusted them to account for the move of CDFS to HR&E.

Comments: The Davis College has exceeded goals for enrollment and student FTE s. Our goal for 2007 was a head count of 1866; our actual number was 1909. These increases have been achieved during a national decline in enrollment in Agricultural and Natural Resources colleges across the nation. At the last national meeting of Plant and Soil Sciences, the national decline in majors was discussed and participants were warned of problems meeting demand for graduates. Most of the increases in the DCAFCS have come in selected majors. These include Agribusiness Management, Animal and Nutrition Sciences (especially in the pre-professional area), Human Nutrition and Foods, Wood Science and Technology, Textiles, Apparel and Merchandising, Landscape Architecture, Forest Resources Management, Biochemistry and our MDS major. On the other hand, numbers in some majors showed declining enrollment; including, Recreation Parks and Tourism Resources, Agricultural and Extension Education, and Wildlife and Fisheries Resources. Other majors held steady in numbers. We have put considerable efforts into recruiting and retention of undergraduate and graduate students. Specifically in the last two years we have:

- Hired a full-time DCAFCS Recruitment/Retention Coordinator to develop, implement, and coordinate college-wide recruitment and retention plans.
- Developed and implemented new academic programs (majors) in response to current and emerging student and employer demands. In addition we have added several minors.
- Hired a full-time DCAFCS website coordinator (split with HRE) who will develop appealing college web pages and maintain an up to date college website.
- Utilized the DCAFCS Student Ambassadors to meet with prospective students and their parents.
- Focused recruitment efforts at the program levels for both undergraduate and graduate students.
- Developed attractive and well-designed promotional materials for the DCAFCS undergraduate and graduate students.
- Utilized the DCAFCS residence hall (Lyon Tower) to recruit students
- Held events (such as the Student Council Picnic), developed advertisements, and work with the UASC to attract current WVU students who are not DCAFCS majors.
- Developed study-abroad opportunities for every major in the college.
- Increased out-of-state DCAFCS recruitment activities; especially the Ohio agreement.

- Provided increased opportunities through the Associate Dean's office for students with academic troubles to consider transferring into other DCAFCS programs.

Our graduate numbers have been increasing, but we have fewer masters' students than in previous years. This is in part a deliberate attempt to increase the number of doctoral students. We are adding a non-thesis masters' degree in Animal and Nutrition Sciences for use by pre-professional students who need an MS to help gain entrance to professional schools and for our Human and Nutrition and Foods majors. We continue to update our graduate programs, increase stipends and recruit graduate students. Graduate enrollment is closely tied to grants and contracts. In 2000 the college supported over 90 GRAs; that number decreased to less than 20, all of which are targeted to new faculty hires as part of their start-up package. All other GRAs are supported from grants and contracts.

Our student FTE numbers are also ahead of goals and we will be adding more GEC classes to further increase numbers. We are teaching sections of Biology and Economics for other colleges and have added several new courses in the college. A concern is that because of research schedules, we actually generate more student credit hours in the spring than in the fall and we receive no credit for "rescue" classes, which begin late in the term. For example, last spring, WMAN 150 was taught as a rescue class for students who needed to drop classes but still maintain at least 12 hours for full time status. We opened the enrollment to general university and much to our surprise, 404 students signed up. We gave the instructor 12 GTAs to help with the class over the six weeks and the students sent many emails thanking the instructor for saving their "Promise Scholarship" and other financial aid. This tremendous effort (and college cost) was not reflected at all in student FTE. Rescue classes taught in the fall are also not counted because they begin in late October. In the Fall 2007 semester, two 3-credit rescue courses were taught, begun on Oct. 28. PLSC 105 had an enrollment of 423 students and WMAN 150 had an enrollment of 350 students.

2. First-year retention rate for first-time, full-time freshmen: Only students who enroll in the college/school upon entering as first-time, full-time freshmen are included in the cohort used to calculate retention. Pre-majors not included in standard college/school enrollment, such as those advised by the Undergraduate Academic Services Center, are not included. For this reason, some of the cohort groups are small.

Students retained by the university include students who have changed to majors in a different college/school but return to WVU for the fall semester of their second-year. Students retained by the college/school include students who return to the same college/school for the fall semester of their second year. These students may have changed majors, but they have not changed colleges/schools.

	Students from college/school retained at college/school	Students from college/school retained at WVU	WVU retention rate
2006 Cohort (returned Fall 2007)	69.9%*	81.8%	79.4%
2005 Cohort (returned Fall 2006)	66.9%	80.4%	80.5%

*Using the Fall 2006 first-time freshman cohort (314), and the number returned in Fall 2007 (214) the percent is 68.2%. The percent has been adjusted to account for 8 first-time, freshmen CDFS majors who were part of the 2006 cohort. The number was recalculated using a Fall 2006 cohort of 306 and a return number of 214, resulting in an actual retention of 69.9%. For the DCAFCS, note that 81.8% of the entering freshmen in the college remained at WVU, therefore, about 12% left the DCAFCS, but remained at WVU.

Comments: These data are hard to analyze because many of our students transfer into the college or from other schools or colleges within the university. Each year we get well over 100 transfer students into the various programs. From August 2007 through December 2007 we had 97 students transfer into the college. The programs receiving the highest numbers of transfers are Agribusiness Management, Human Nutrition and Foods, Wildlife and Fisheries Resources, Animal and Nutritional Sciences, and Textiles, Apparel and Merchandizing. Most of the students transferring from the college come from a few majors, Interior Design, Textiles, Apparel and Merchandizing, Landscape Architecture, Human Nutrition and Foods, and Animal and Nutritional Sciences. We are taking steps to better retain these majors. The Division of Design and Merchandizing has put in place a major in Design Studies to retain the students who do not go forward in ID and TAM. Students in ID leave when they are not selected to become part of the sophomore class, which is restricted to twenty students because of accreditation requirements. Students in TAM leave when they can not pass the math requirement for retail buyers. We are coupling our Landscape Architecture major with Landscape Management in Horticulture. Many students in LA are not prepared for the long studio hours and some discover that design is not something they like and would prefer to work with plants and landscaping. There are actually more jobs at higher pay in Landscape Management. The students in Animal and Nutritional Sciences and Human Nutrition and Foods most often transfer after a bad experience with Chemistry and our data shows that they most often transfer into non-science majors. We are trying to have the A&NS majors consider Agribusiness Management, but the HNF majors seldom stay in the college when they fail in Chemistry.

For students deciding to transfer out of the college, we would require the completion of a transfer-out survey in addition to an exit interview. We may be able to retain some of these students by combining minors that would fit into the college's MDS program to

meet their career goals. We also would like to conduct annual faculty advising workshops to help increase awareness of program options within the college.

3. Six-year graduation rate for first-time, full-time freshmen: Not available in a form meaningful way.

4. Degree production for bachelor, masters, professional, doctoral, and total: based on degrees awarded during the academic year (August, December, and May).

		College/School	WVU
2006-07	Bachelor	350*	3,620
	Masters	45*	1,459
	Professional	n/a	148
	Doctoral	12	396
	Total	407	5,623
2005-06	Bachelor	331*	3,372
	Masters	68*	1,619
	Professional	n/a	168
	Doctoral	11	351
	Total	410	5,510

*24 Bachelor degrees were awarded in May 2007 in the CDFS major. CDFS graduates of previous semesters are included in these totals. There were also two Masters degrees awarded in CDFS in May 2007.

Comments: Our numbers appear lower because CDFS graduates are included in the 2005-06 data, when in reality we graduated slightly more students from the other majors. We have put an emphasis on PhD students and are therefore graduating fewer masters' students. We are working towards a non-thesis option in A&NS for pre-professional graduates, who feel a masters would help them get into professional schools and I am encouraging programs to put in place an in-line masters into the PhD programs. We need to work on time to graduation and retention of graduate students. The problems seems specific to certain programs and major professors. Our degree production will increase as a reflection of our greater student numbers.

5. Degree production in STEM and health fields by specific degree program: see attached printout for all degrees awarded by college/school.

6. Licensure pass rates: These percent pass rates have been submitted by your college/school to Division of Planning, Institutional Research, and forwarded to HEPC. The pass rates are reported for the July 1 through June 30 fiscal year. The rates have been included here to facilitate the progress reports on the college/school strategic plan.

The following degree programs have licensure requirements, Dietetics, Interior Design, Landscape Architecture, and Agricultural and Extension Education. The data for AE&E are included in Human Resources and Education, but we are unable to obtain data for ID

and LA. The students can not sit for the exam in these fields until after a two-year work experience and the data are not coded to degree programs. This will become part of our assessment for these programs. With respect to the “Registration Examination for Dietitians Performance Data,” the average passage rate for these students 2002-2006 (n=24) is 89 percent. In 2006, there were seven graduate students enrolled in the WVU Davis College Masters Internship Program. (Some of these may be graduates from our BS program.) Five of these took the exam and all passed (passage rate 100%). Graduates from our BS program (2002 – 2006) who are enrolled in another Internship Program and take the examination for the first time have a passage rate of 87%. There were 17 students in this category, 15 took the exam and 13 passed. Rules of Accreditation require a first time passage rate on the examination of 80% or corrective action is requested from the program. For this reason, we are strengthening graduation and degree requirements for this program.

7. Sponsored program funding, with funding levels for instructional, research, service, and other. These data have been provided by the Office of Sponsored Programs. The funding is the actual amount received by the college/school during the July 1 through June 30 fiscal year. Funding for collaborative programs is split to reflect actual funding received by each college/school.

		College/School	WVU
2006-07	Research	\$6,199,817	\$87,397,028
	Instruction	\$74,514	\$11,972,281
	Service	\$38,517	\$21,477,407
	Other	\$44,271	\$17,737,446
	Total	\$6,357,119	\$138,584,161
2005-06	Research	\$6,045,981	\$88,323,826
	Instruction	\$213,021	\$12,857,671
	Service	\$42,292	\$22,351,083
	Other	\$38,227	\$19,337,113
	Total	\$6,339,521	\$142,869,693

*CDFS grant totals for \$30,000 in 2005-06. Neither ID or TAM have any grant funding for any year.

2007-08 will be our best year for research expenditures. While our total grant support for 2006 appears to be level at first glance, available research funds were actually much higher. At the national level, earmarked funds for USDA were placed into formula funds. We funded all projects from added formula funds and saw a net increase of over \$1 million. We did not receive the funding until April and did not make the awards until late May; therefore very little money was actually expended in 2006-07. Since these were in-effect internal grants, they did not show in the data from OSP. The funds for our special grants from the Agricultural Research Service did not arrive until September, these accounts for another \$1.2 million. Depending on how you look at the data – our research funds were one to three million dollars greater than shown in the table.

We were the first college in the general University to have our strategic plan for research approved, resulting in an extra \$156,000 in F&A funds. These funds will be invested in greenhouse research. The National Science Foundation ranking of research expenditures is a good measure of how WVU ranks with peer institutions. The weakness of the ranking is that faculty numbers are not considered. Both Davis College and WVU Extension expenditures for research are counted. Out of the 150 colleges of Agriculture and Natural Resources, WVU ranked 39th, which was 5th out of 13 Land-Grant universities in the northeast, behind Cornell, Penn State, Rutgers, and Maryland. Prior to last year our highest ranking was 41st. WVU was ranked 117th overall, and Engineering was the only other area (68th) to be ranked in the top 100.

8a. Placement and employment rates for undergraduate students: The data included are from the WVU pilot Survey of Graduating Seniors, which was administered to May 2007 graduates. No other years are available at this time. Your college/school may have more comprehensive data that have been collected for accreditation or other purposes. Please feel free to use other sources for undergraduate placement and employment.

	College/School (percent responding to question)	WVU (percent responding to question)	WVU (percent of viable surveys, no response included as negative response)
Percent of respondents with post-graduation employment prior to graduation	35.0%	29.8%	28.2%
Percent of respondents accepted into graduate or professional school prior to graduation	57.1%	46.7%	27.8%

*CDFS majors are not included for this year, and data does not exist for previous years.

The following data are not available from any central sources but should be included in the annual progress reports on the college/school strategic plan when available:

8b. Placement and employment rates for graduate students:

A survey of the division directors indicates that we have nearly 100% placement of our graduate students from our thesis-option Masters and Ph.D. programs. Of course we often leave the students on assistantship until they become employed. Our non-thesis Masters placement also approaches 100%.

9. Faculty awards, in a chart or spreadsheet cross-listing teaching, research, and service categories with High-Recognition National Awards (see attachment), Discipline Specific Awards, and 2006-07 College/School or University Awards

With respect to national awards, Dr. Joe Moritz received the National Teaching Award from Poultry Science Association for 2007.

James Armstrong, Professor of Wood Science and Technology: President of the Society of Wood Science and Technology.

The Davis College continues to give mid-career awards to outstanding associate professors; we have a total of seven Davis-Michael Mid-Career awards. In addition, each year the college recognizes outstanding teaching, research, advising and service with awards given during our spring awards day.

10. List of programs with national recognition and evidence of recognition (e.g. ranking by *U.S. News* or accrediting agency)

Our Agricultural and Natural Resource Economics program was named one of the most highly regarded in the nation by the *Chronicle of Higher Education*.

Our Division of Forestry and Natural Resources faculty was ranked as the most productive in terms of research publication by the *Journal of Forestry*. This past fall they were ranked 9th in productivity by the *Chronicle of Higher Education*, only one of three programs ranked at WVU.

The National Science Foundation ranking of research expenditures is a good measure of how WVU ranks with peer institutions. The weakness of the ranking is that faculty numbers are not considered. Both Davis College and WVU Extension expenditures for research are counted. Out of the 150 colleges of Agriculture and Natural Resources, agricultural and natural resources research at WVU ranked 39th, which was 5th out of 13 Land-Grant universities in the northeast, behind Cornell, Penn State, Rutgers, and Maryland. Prior to last year our highest ranking was 41st. WVU was ranked 117th overall, and Engineering was the only other area (68th) to be ranked in the top 100.