

Strategic Plan Performance Indicators

2003-2004



IOWA STATE UNIVERSITY

Pursuing Excellence *as Iowa's Engaged Land Grant University*

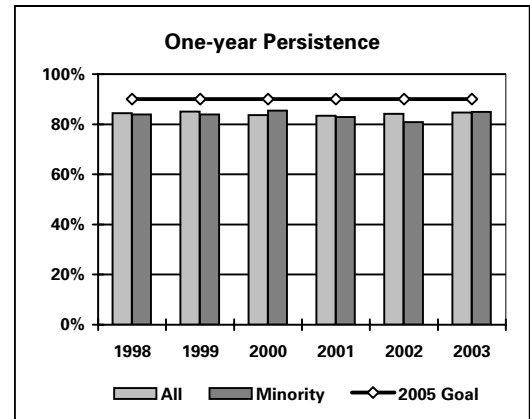
“Pursuing Excellence as Iowa’s Engaged Land-Grant University” is the focus of Iowa State University’s 2000-2005 strategic plan. Iowa State is committed to enhancing *Learning* through exceptional learner-centered teaching, services, and enrichment opportunities; promoting *Discovery* and innovation characterized by preeminent scholarship, including increasingly interdisciplinary and collaborative activities; substantial *Engagement* with key constituents through synergistic sharing and partnership of knowledge and expertise to address needs of communities and society; and the *integration* of these three goals in campus initiatives. By pursuing and achieving excellence, Iowa State is making progress toward its aspiration of becoming the best university in the nation in fulfilling its land-grant mission. This report documents progress made during 2003-2004, the fourth year of Iowa State’s third, five-year strategic plan. Data and short explanatory notes are included for the 31 performance indicators selected to chart strategic plan progress.

Performance Indicators

1 One-year undergraduate persistence rate.

Entry year	1998	1999	2000	2001	2002	2003
Native Am	80.0%	75.0%	40.0%	83.3%	83.3%	45.5%
African Am	82.7%	80.7%	85.6%	84.9%	78.4%	86.1%
Asian Am	87.7%	89.5%	92.0%	82.9%	79.5%	84.9%
Hispanic	81.1%	85.3%	82.5%	79.8%	86.9%	88.2%
White	84.6%	85.2%	83.6%	83.7%	84.5%	84.9%
All	84.4%	85.1%	83.7%	83.4%	84.2%	84.7%
Minority	83.9%	83.9%	85.5%	82.9%	80.9%	84.9%
2005 Goal	90.0%	90.0%	90.0%	90.0%	90.0%	90.0%

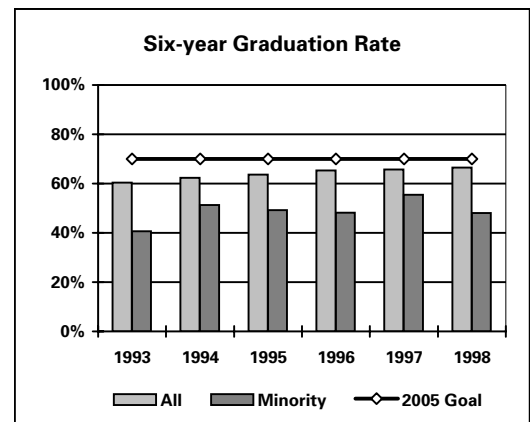
The one-year persistence rate for all students continues to increase. At 84.7%, the 2003 cohort is one percentage point higher than the 2000 cohort. The rate for total minority increased by four percentage points this year.



2 Six-year undergraduate graduation rate.

Entry year	1993	1994	1995	1996	1997	1998
Native Am	28.6%	71.4%	50.0%	42.9%	54.5%	60.0%
African Am	33.5%	34.0%	43.5%	40.0%	43.6%	36.5%
Asian Am	53.4%	72.0%	64.1%	61.0%	67.7%	56.8%
Hispanic	55.4%	50.9%	35.6%	45.0%	58.8%	54.7%
White	62.7%	63.1%	64.7%	66.5%	66.9%	68.1%
All	60.4%	62.4%	63.7%	65.3%	65.7%	66.5%
Minority	40.7%	51.3%	49.2%	48.2%	55.4%	48.0%
2005 Goal	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%

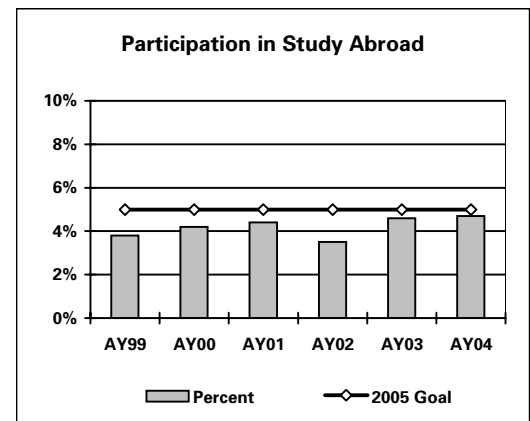
The six-year graduation rate for all students also continues to increase. At 66.5%, the rate for all students of the cohort of 1998 is nearly one percentage point higher than that of the cohort of 1997. However, the rate for total minority, at 48.0%, is down by about seven percentage points from the previous year.



3 Percent of all undergraduate students who participated in a study abroad experience during the academic year.

	AY99	AY00	AY01	AY02	AY03	AY04
Number	802	896	964	796	1,054	1,036
Percent	3.8%	4.2%	4.4%	3.5%	4.6%	4.7%
2005 Goal	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%

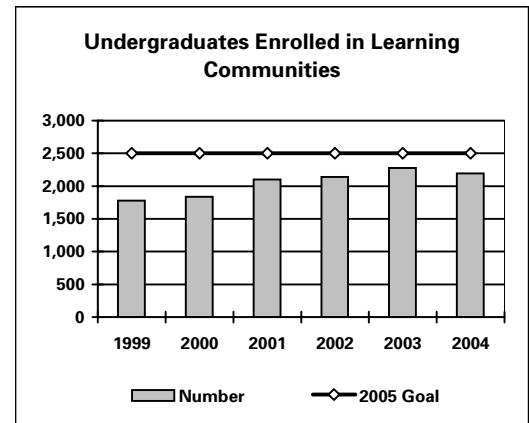
The percent of undergraduate students studying abroad continues to grow, except in AY 2002, due to international safety concerns. The number in AY 2004 stands at 1,036. The percent, at 4.7% for AY 2004, is within reach of the goal of 5.0% set for AY 2005.



4 Number of undergraduate students enrolled in learning communities during the academic year.

	1999	2000	2001	2002	2003	2004
Number	1,779	1,838	2,103	2,139	2,275	2,196
2005 Goal	2,500	2,500	2,500	2,500	2,500	2,500

The number of undergraduate students enrolled in learning communities has decreased from 2,275 in fall 2003 to 2,196 in fall 2004, a change of 3.5% reflecting the drop in ISU's undergraduate enrollment.

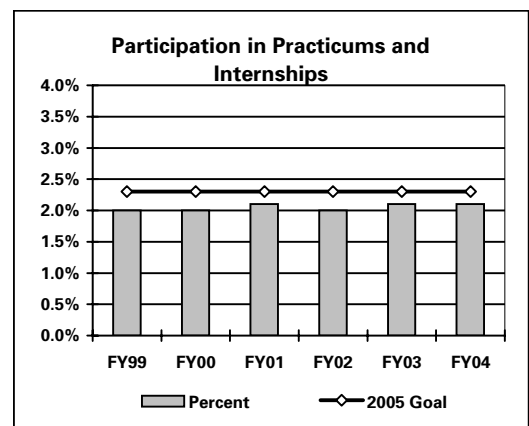


5 Percent of student credit hours (SCH) earned by undergraduate students who participated in practicum/internships that earn academic credit.

(excludes Veterinary Medicine)

	FY99	FY00	FY01	FY02	FY03	FY04
SCH	12,279	12,245	13,480	13,252	13,776	13,458
Percent	2.0%	2.0%	2.1%	2.0%	2.1%	2.1%
2005 Goal	2.3%	2.3%	2.3%	2.3%	2.3%	2.3%

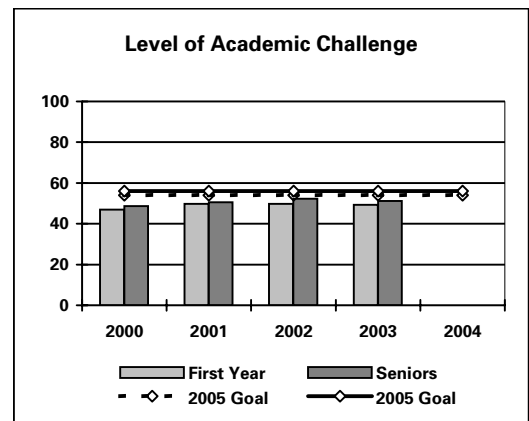
The number and percent of student credit hours earned by undergraduate students who participate in practicum/internships decreased slightly in FY 2004. The percent of SCH earned by participants has remained unchanged at 2.1%.



6 Level of academic challenge - National Survey on Student Engagement NSSE. (based on 100 point scale)

	2000	2001	2002	2003	2004
First Year	46.9	49.7	49.7	49.3	N/A
2005 Goal	54.0	54.0	54.0	54.0	54.0
Seniors	48.6	50.5	52.2	51.2	N/A
2005 Goal	56.0	56.0	56.0	56.0	56.0

The National Survey on Student Engagement (NSSE) asks first-year and senior students to rate the level of academic challenge they face on a 100-point scale. The rate by ISU first-year students in 2003 was 49.3, compared to 49.7 in 2002. Similarly, the rate by ISU seniors in 2003 was 51.2, one point lower than in 2002 but nearly three points higher than in 2000. ISU did not participate in the 2004 NSSE survey but is participating in the 2005 survey.



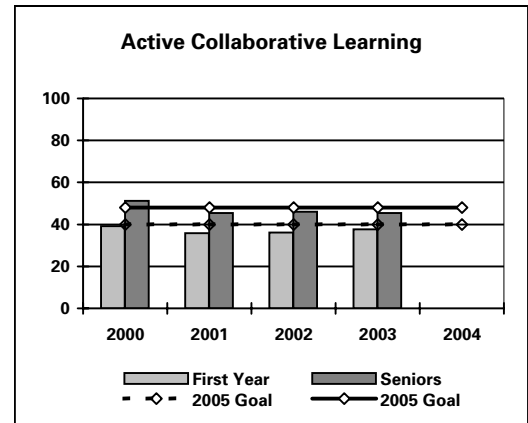
Performance Indicators

7 Active collaborative learning - NSSE.

(based on 100 point scale)

	2000	2001	2002	2003	2004
First Year	39.2	35.8	36.2	37.7	N/A
2005 Goal	40.0	40.0	40.0	40.0	40.0
Seniors	51.2	45.5	46.1	45.4	N/A
2005 Goal	48.0	48.0	48.0	48.0	48.0

NSSE also asks first-year and senior students to rate opportunities for active collaborative learning on a 100-point scale. The rate by ISU first-year students in 2003 was 37.7, slightly higher than the rate in 2002. The rate by seniors in 2003 was 45.4, nearly one point lower than in 2002. ISU did not participate in the 2004 NSSE survey but is participating in the 2005 survey.

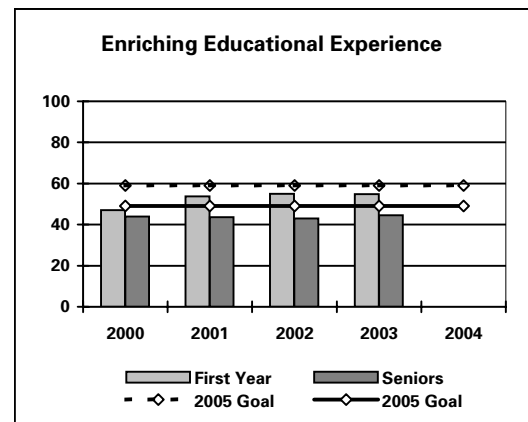


8 Enriching educational experience - NSSE.

(based on 100 point scale)

	2000	2001	2002	2003	2004
First Year	47.0	53.8	55.0	54.8	N/A
2005 Goal	59.0	59.0	59.0	59.0	59.0
Seniors	43.9	43.6	43.0	44.5	N/A
2005 Goal	49.0	49.0	49.0	49.0	49.0

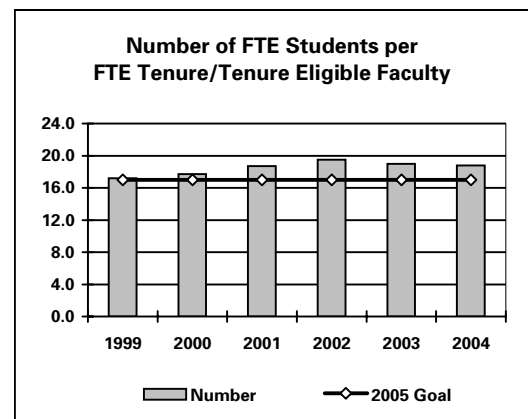
Finally, NSSE asks first-year and senior students to rate the enrichment of their educational experience on a 100-point scale. The rate by ISU first-year students in 2003 was 54.8, slightly lower than fall 2002 but nearly nine points higher than fall 2000. The rate by ISU seniors in 2003 was 44.5, one and a half points higher than fall 2002. ISU did not participate in the 2004 NSSE survey but is participating in the 2005 survey.



9 Number of FTE students per FTE tenured/tenure-eligible faculty member.

	1999	2000	2001	2002	2003	2004
Number	17.2	17.7	18.7	19.5	19.0	18.8
2005 Goal	17.0	17.0	17.0	17.0	17.0	17.0

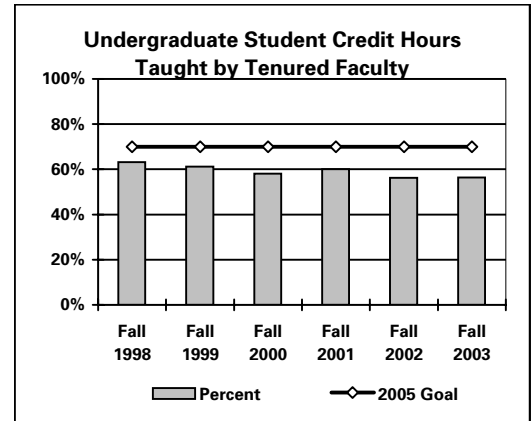
This ratio relates the number of FTE students to the number of FTE tenured/tenure-eligible faculty. The ratio for Fall is 18.8, decreasing two years in a row, thus reversing the upward trend observed in prior years. The decrease in Fall 2004 is primarily due to the decrease in our enrollment.



10 Percent of undergraduate student credit hours taught by tenured or tenure-eligible faculty.

	Fall 1998	Fall 1999	Fall 2000	Fall 2001	Fall 2002	Fall 2003
Percent	63.2%	61.2%	58.1%	60.1%	56.3%	56.3%
2005 Goal	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%

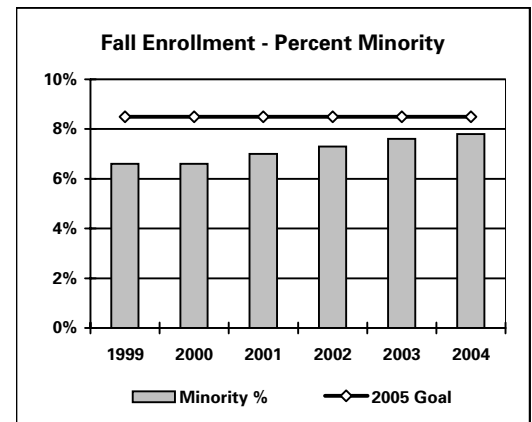
The percent of undergraduate student credit hours taught by tenured or tenure-eligible faculty in fall 2003 remained unchanged (at 56.3%) from the previous fall. That percent remains short of 70% set as the goal for 2005.



11 Percent of students who are part of an ethnic minority group.

	1999	2000	2001	2002	2003	2004
Minority	1,730	1,781	1,943	2,039	2,082	2,055
Minority %	6.6%	6.6%	7.0%	7.3%	7.6%	7.8%
2005 Goal	8.5%	8.5%	8.5%	8.5%	8.5%	8.5%

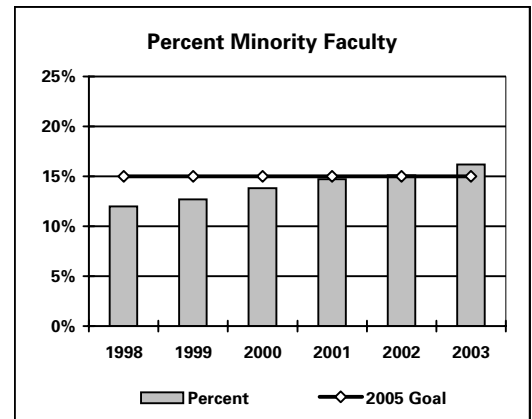
The percent of ISU students who are members of an ethnic minority group has been increasing steadily. At 7.8% for fall 2004, that percent is within reach of the goal set at 8.5% for 2005. The slight decrease from 2,082 in fall 2003 to 2,055 in fall 2004 reflects the decrease in ISU's overall enrollment.



12 Percent of tenured and tenure-eligible faculty who are part of an ethnic minority group.

	1998	1999	2000	2001	2002	2003
Number	172	181	196	205	204	222
Percent	12.0%	12.7%	13.8%	14.7%	15.1%	16.2%
2005 Goal	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%

There has been real progress in the percent of tenured and tenure-eligible faculty who are part of an ethnic minority group. At 16.2% in fall 2003, the goal set at 15.0% for 2005 is surpassed.

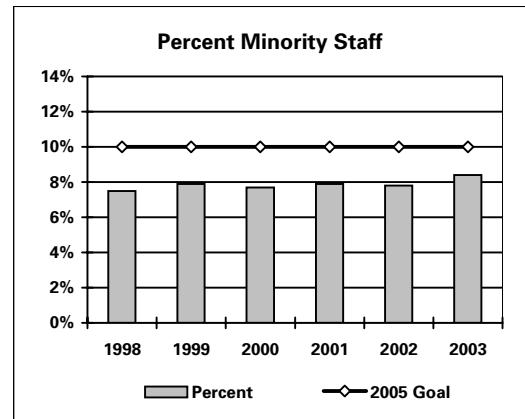


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13 Percent of staff members who are part of an ethnic minority group.

	1998	1999	2000	2001	2002	2003
Number	163	178	176	184	180	203
Percent	7.5%	7.9%	7.7%	7.9%	7.8%	8.4%
2005 Goal	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%

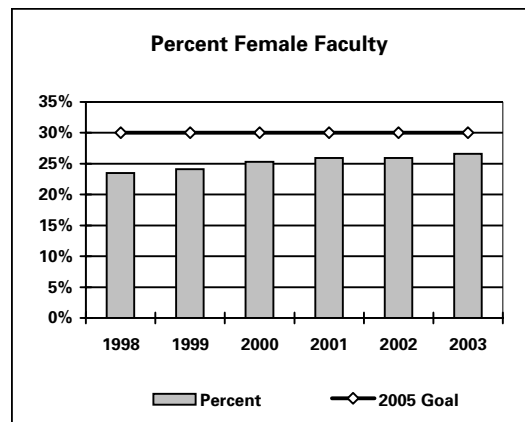
Both the number and percent of staff members who are part of an ethnic minority group were up in fall 2003 compared with fall 2002. At 8.4% for fall 2003, the goal set at 10.0% for 2005 is within reach.



14 Percent of tenured and tenure-eligible faculty who are female.

	1998	1999	2000	2001	2002	2003
Number	338	343	361	361	351	364
Percent	23.5%	24.1%	25.3%	25.9%	25.9%	26.6%
2005 Goal	30.0%	30.0%	30.0%	30.0%	30.0%	30.0%

The number and percent of tenured and tenure-eligible faculty who are female has increased between fall 2002 and 2003. The percent stands at 26.6% in fall 2003. Aggressive recruitment and retention measures will have to be taken in the coming year if the goal set at 30.0% for 2005 is to be reached.



15 Number of academic programs ranked in the top 25th percentile by national disciplinary surveys.

Source of Ranking	Rank	Percentile	Year
National Research Council			
Chemistry	26/173	15	1995
Physics	32/147	22	1995
Statistics and Biostatistics	8/63	13	1995
US News & World Report:			
University			
National Doctoral Universities - All	84/248	34	2005
National Doctoral Universities - Public	38/162	23	2005
College			
Business - Undergraduate	77/375	21	2005
Business - Graduate	67/377	18	2005
Engineering - Undergraduate	33/126	26	2005
Engineering - Graduate	46/185	25	2005
Veterinary Medicine	17/28	61	2003

Source of Ranking	Rank	Percentile	Year
US News & World Report (contd.)			
Programs			
Agriculture & Biosystems Engineering - Undergrad.	5/45	11	2004
Agriculture & Biosystems Engineering - Graduate	10/45	22	2004
Chemistry - Graduate	32 in top 50		2002
Analytic Chemistry - Graduate	5 in top 10		2002
Learning Communities	Among top 26		2005
Other Program Rankings (Professional)			
Agriculture Education & Studies	5/90	6	2003
Animal Science - in Meat Science Ed.	2/40	5	2003
Rural Sociology	5/56	9	2003
Architecture (B.Arch.)	12/70	17	2005
Landscape Architecture (B.LA)	12/45	27	2005
Interior Design	13/118	10	2005
Civil Engineering - Undergraduate	8/215	11	2003
Civil Engineering - MS program	33/167	20	2003
Psychology	3/40	7.5	2003

16 Number of national academy members - current faculty and emeritus faculty who are still active in the university.

(National Academy of Sciences, National Academy of Engineering, Institute of Medicine, American Academy of Arts and Sciences)

	FY02	FY03	FY04
Number	6	8	10
2005 Goal	10	10	10

National Academy of Sciences

John Corbett, Chemistry
 Donald Duvick, Agronomy
 Arnel Hallauer, Emeritus, Agronomy
 Harley Moon, Emeritus, Veterinary Pathology

National Academy of Engineering

Aziz Fouad, Distinguished Professor Emeritus
 Dan Shechtman, Materials Science & Engineering
 Donald Thompson, Emeritus, Aerospace Engineering
 R. Bruce Thompson, Materials Science & Engineering
 Vijay Vittal, Electrical & Computer Engineering

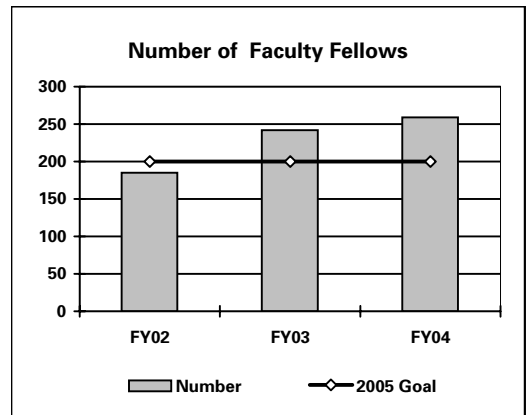
Institute of Medicine

Catherine Woteki, Agriculture Administration

17 Number of faculty members who are fellows of national and international scientific/disciplinary associations.

	FY02	FY03	FY04
Number	185	242	259
2005 Goal	200	200	200

This is the third year we have collected data on faculty members who are fellows of scientific/disciplinary associations. The number continues to increase. At 259, the number in FY04 is 40% higher than in FY02.



Performance Indicators

18 Number of faculty: (a) journal editors & associate editors, (b) on editorial or advisory boards of national/international professional journals, and (c) holding offices in national/international professional associations, and/or serving on national academy committees.

Associate editors added in FY 2003.

	FY02	FY03	FY04
a. Journal Editors	50	220	262
2005 Goal	55	55	55
b. On Editorial / Advisory Boards	284	268	298
2005 Goal	300	300	300
c. Office holders	237	469	545
2005 Goal	to be determined		

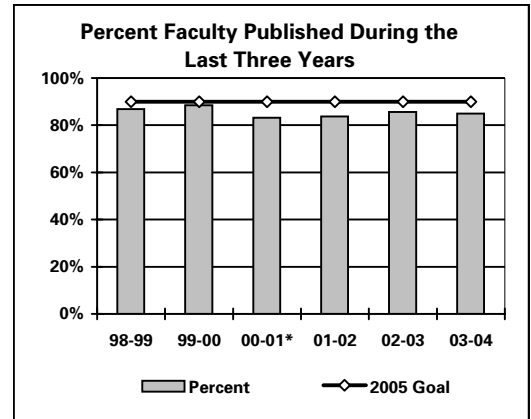
19 Percent of tenured/tenure-eligible faculty with at least one scholarly work published, exhibited, or performed in the last three years.

(based on calendar year)

	98-99	99-00	00-01*	01-02	02-03	03-04
Percent	86.8%	88.4%	83.2%	83.7%	85.6%	85.0%
2005 Goal	90.0%	90.0%	90.0%	90.0%	90.0%	90.0%

*Beginning 2000-01 new methodology was used to calculate this figure.

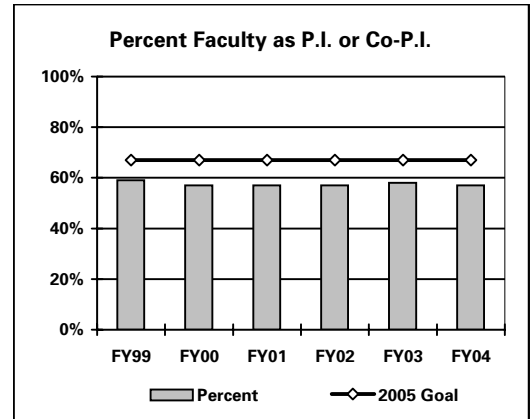
The percent of tenured and tenure-eligible faculty with at least one scholarly work published, exhibited, or performed in the last three years has increased since 2000-01, when a new methodology was used to calculate this figure. The percent in 2003-04, at 85.0%, though slightly lower than the previous year, is nearly two percentage points higher than in 2001-02, and within reach of the goal of 90.0% set for 2005.



20 Percent of tenured/tenure-eligible faculty who are principal or co-principal investigators for projects receiving external sponsored funding.

	FY99	FY00	FY01	FY02	FY03	FY04
Percent	59%	57%	57%	57%	58%	57%
2005 Goal	67%	67%	67%	67%	67%	67%

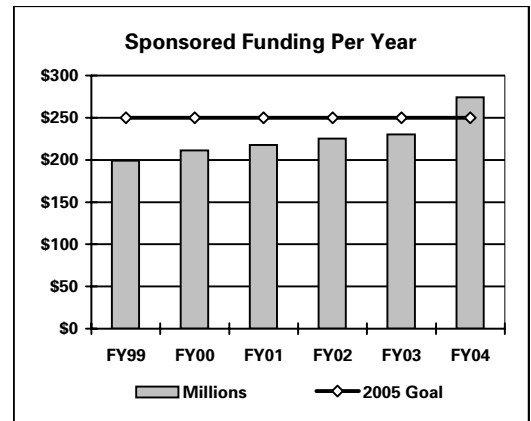
The percent of tenured and tenure-eligible faculty who are principal or co-principal investigators for projects receiving external sponsored funding has been, more or less, steady at about 57%. It falls short of the goal of 67% set for 2005.



21 Total annual external sponsored funding.

	FY99	FY00	FY01	FY02	FY03	FY04
Millions	\$199.2	\$211.2	\$217.7	\$225.4	\$230.4	\$274.2
2005 Goal	\$250.0	\$250.0	\$250.0	\$250.0	\$250.0	\$250.0

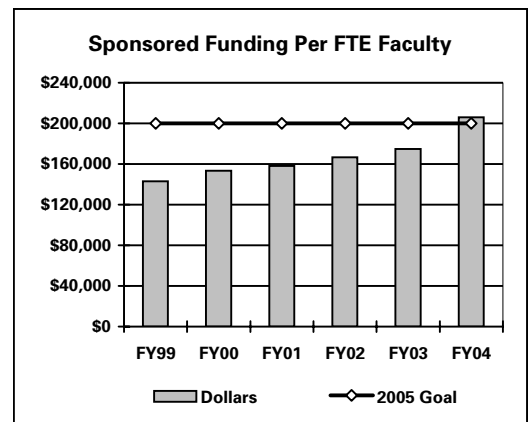
Sponsored funding includes all external contracts, grants and gifts received for research, public service, student financial aid, equipment and instruction. Iowa State continues to register new heights in sponsored funding. The FY 2004 sponsored funding of \$274.2 million is a record amount, and represents an increase of 19.0% over FY 2003. That amount has surpassed the goal of \$250.0 million set for FY 2005.



22 External sponsored funding per FTE faculty.

	FY99	FY00	FY01	FY02	FY03	FY04
Dollars	\$143,000	\$153,500	\$158,097	\$166,767	\$174,743	\$205,963
2005 Goal	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000

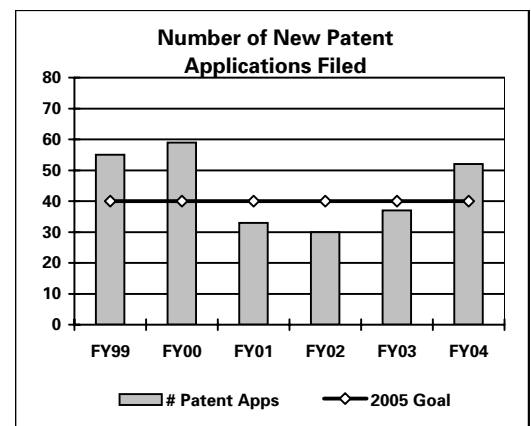
The amount of sponsored funding per FTE faculty at ISU has been steadily increasing over the past five years. The amount in FY 2004 was \$205,963, an increase of 17.9% from FY 2003. The FY 2004 amount has surpassed the goal of \$200,000 set for 2005.



23 New patent applications filed.

	FY99	FY00	FY01	FY02	FY03	FY04
# Patent Apps	55	59	33	30	37	52
2005 Goal	40	40	40	40	40	40

The number of patent applications filed in FY 2004 was 52, an increase of 15 (or 40.5%) than the previous year. The goal of 40 patent applications set as the goal for FY 2005 is surpassed.

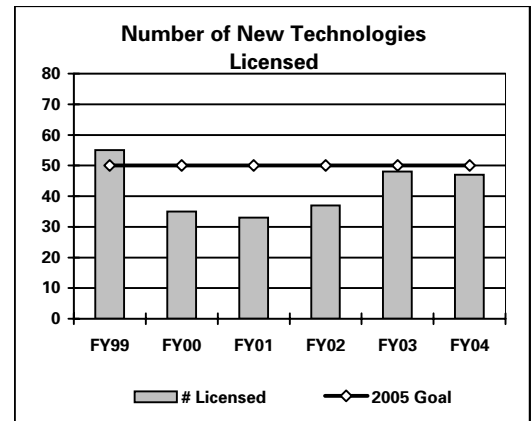


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24 Number of new technologies licensed/optioned.

	FY99	FY00	FY01	FY02	FY03	FY04
# Licensed	55	35	33	37	48	47
2005 Goal	50	50	50	50	50	50

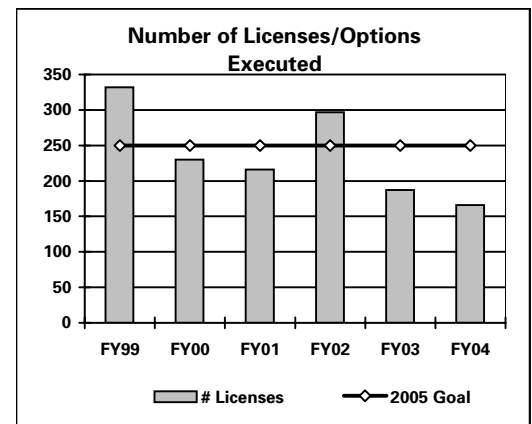
The number of technologies licensed/optioned for the first time in FY 2004 was 47, one less than the previous year. The number is within reach of the goal of 50 set for FY 2005.



25 Number of licenses and options executed.

	FY99	FY00	FY01	FY02	FY03	FY04
# Licenses	332	230	216	297	187	166
2005 Goal	250	250	250	250	250	250

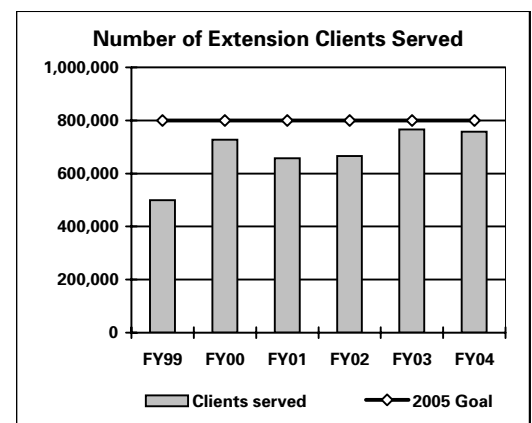
The number of licenses and options executed is an indication of the actual transfer of ISU technologies to the market place. In FY 2004, the ISU Research Foundation signed 166 license and option agreements, which includes germplasm, which are primarily for food-grade soybeans. The area planted for soybeans has declined due to severe infestation of the soybean leaf beetle. This partially explains the drop in the total number of licenses and options executed in the last two fiscal years.



26 Number of extension clients served.

	FY99	FY00	FY01	FY02	FY03	FY04
Clients served	499,537	727,370	657,316	665,354	766,268	757,852
2005 Goal	800,000	800,000	800,000	800,000	800,000	800,000

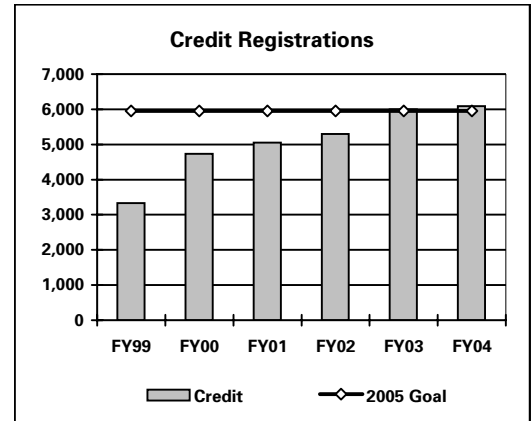
The number of extension clients served indicates ISU's engagement in serving the citizens of Iowa. The number has decreased by 1.1% in FY 2004, but is still within reach of the 800,000 mark established as the goal for FY 2005.



27 Distance and continuing education: credit course registrations.

	FY99	FY00	FY01	FY02	FY03	FY04
Credit	3,333	4,734	5,050	5,298	5,996	6,092
2005 Goal	5,950	5,950	5,950	5,950	5,950	5,950

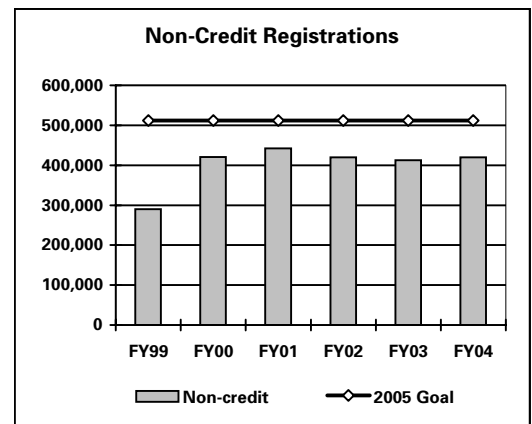
The number of credit course registrations is another indicator of engagement in serving the citizens of Iowa. Credit course registration has been increasing steadily over the past five years. At 6,092, the number of credit course registrations in FY 2004 is 1.6% higher than FY 2003 and has already surpassed the goal of 5,950 set for FY 2005. This figure does not include an additional 11,454 enrollments in weekend and evening courses.



28 Distance and continuing education: non credit course registrations.

	FY99	FY00	FY01	FY02	FY03	FY04
Non-credit	289,729	420,380	442,121	419,378	412,468	419,579
2005 Goal	512,000	512,000	512,000	512,000	512,000	512,000

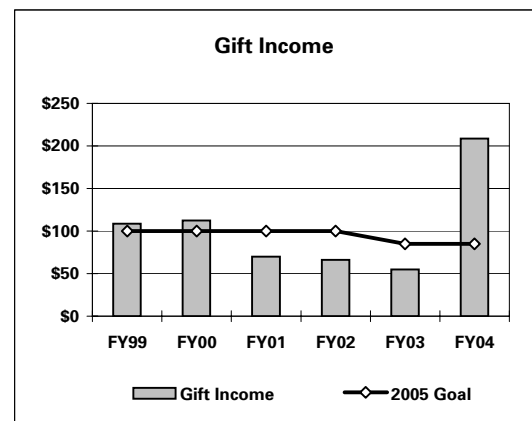
ISU also engages in distance and continuing education by offering non-credit courses through its various extension programs. The number of non-credit course registrations in FY 2004 was 419,579, an increase of 1.7% from FY03.



29 Private gift income.

In millions	FY99	FY00	FY01	FY02	FY03	FY04
Gift Income	\$108.6	\$112.5	\$70.1	\$66.0	\$54.7	\$208.5
2005 Goal	\$100.0	\$100.0	\$100.0	\$100.0	\$85.0	\$85.0

Private gift income for FY04 showed a strong upward trend over the previous year, both in number of donors and in dollars. More than 53,000 donors (an increase of 14%), 10,000 of them new, supported Iowa State University with private gifts. The gift income of 208.5 million includes a \$141 million in-kind gift of software from EDS PLM Solutions. Gift income (excluding all in-kind gifts) increased by 62% over the previous year.

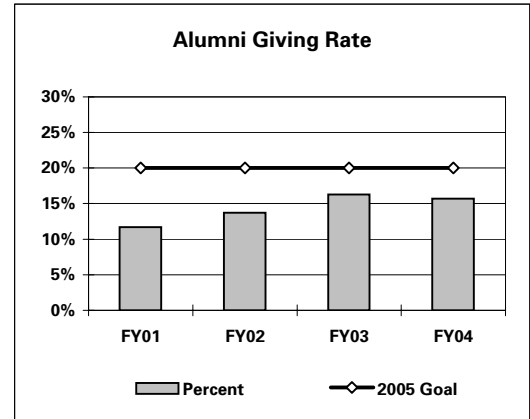


Performance Indicators

30 Alumni giving rate.

	FY01	FY02	FY03	FY04
Percent	11.7%	13.7%	16.3%	15.7%
2005 Goal	20%	20%	20.0%	20%

This is the fourth year we have collected data on alumni giving rate. The rate increased in the previous two years, but decreased slightly in FY 2004, standing at 15.7%.



31 Average faculty salary by rank (based on 9-month).

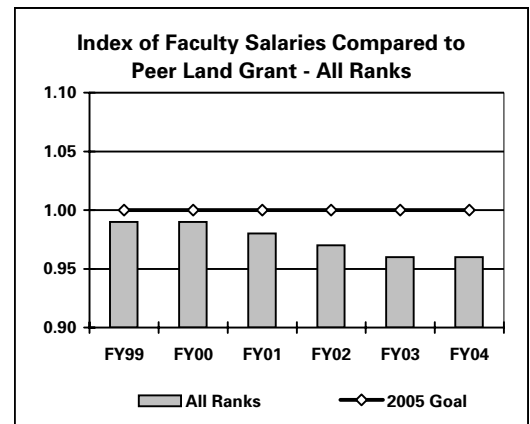
No goal established.

	98-99	99-00	00-01	01-02	02-03	03-04
Professor	\$79,406	\$83,180	\$85,702	\$88,196	\$90,587	\$93,051
Assoc. Prof.	\$59,425	\$62,131	\$63,442	\$65,771	\$67,444	\$69,334
Assist. Prof.	\$47,877	\$50,744	\$53,293	\$54,973	\$56,337	\$57,984

Index of Average ISU Faculty Salaries Compared to Peer Land Grant Universities

	FY99	FY00	FY01	FY02	FY03	FY04
Professor	0.99	0.98	0.97	0.96	0.95	0.96
Assoc. Prof.	1.00	1.00	0.98	0.98	0.97	0.97
Assist. Prof.	0.97	0.99	0.98	0.97	0.96	0.96
All Ranks	0.99	0.99	0.98	0.97	0.96	0.96
2005 Goal	1.00	1.00	1.00	1.00	1.00	1.00

The index of average faculty salaries indicates ISU's competitive position in faculty salaries relative to its peer land grant universities. The index of all ranks combined is 96% in FY 2004 compared to the goal of 1.00. The index of average ISU faculty salary by rank ranges from 96% at the full and assistant professor levels to 97% at the associate professor level. Such salary levels place ISU at a competitive disadvantage in the recruitment and retention of faculty.



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