

# U.S. NEWS AND WORLD REPORT

## Ranking Trends

### Background:

The University of North Florida is currently ranked as 43rd in the *U.S. News and World Report College Rankings* in the Best Universities - Master's Southern Region. Last year we were ranked 43rd and in 2006 we were ranked 47th.

In the analysis provided below, measures in which the University performed better than last year will be presented in **green**. Measures in which the University performed poorer than last year will be presented in **red**.

### Peer Assessment (indicator weight-25%)

The U.S. News ranking formula gives greatest weight to the opinions of those in a position to judge a school's academic excellence. The peer assessment survey allows the top academics contacted—presidents, provosts, and deans of admission—to account for intangibles such as faculty dedication to teaching. Each individual is asked to rate peer schools' academic programs on a scale from 1 (marginal) to 5 (distinguished). Those individuals who didn't know enough about a school to evaluate it fairly were asked to mark "don't know." Synovate, an opinion-research firm based near Chicago, in spring 2008 collected the data; of the 4,272 people who were sent questionnaires, 46 percent responded. Last year 51% of the 4,269 people sent questionnaires responded. In 2006, 58 percent of the 4,089 people sent questionnaires responded.

Publication Year				
2004	2005	2006	2007	2008
2.9	2.9	3.0	2.9	3.0

### Retention (indicator weight-25%)

The higher the proportion of freshmen who return to campus the following year and eventually graduate, the better a school is apt to be at offering the classes and services students need to succeed. This measure has two components: six-year graduation rate (80 percent of the retention score) and freshman retention rate (20 percent of the score).

#### ***Average Freshman Retention Rate (20%)***

Freshman retention indicates the average proportion of freshmen entering from 2003 through 2006 who returned the following fall. This includes first-year, first-time freshmen who entered the institution in the preceding summer. (Note: Part-time students are not used in the calculations.)

FTIC First Year Retention Rates				
2004	2005	2006	2007	2008
75.50%	76.50%	76.50%	77.00%	77.00%

2007 Publication	2008 Publication
77%	77%

Note: The annual figures are calculated using four years worth of data.

Historical Retention Rates: Fall term entered – Fall term returned							
1999 - 2000	2000 - 2001	2001 - 2002	2002 - 2003	2003 - 2004	2004 - 2005	2005 - 2006	2006 - 2007
75%	76%	76%	76%	79%	75%	78%	77%

For 2004, the percentages averaged were: 76%, 76%, 76%, and 75%

For 2005, the percentages averaged were: 79%, 76%, 76%, and 76%

For 2006, the percentages averaged were: 75%, 79%, 76%, and 76%

For 2007, the percentages averaged were: 78%, 75%, 79%, and 76%

For 2008, the percentages averaged were: 77%, 78%, 75%, and 79%,

**Average Graduation Rate (80%)**

The graduation rate indicates the average proportion of a graduating class who earn a degree in six years or less. Freshman classes that started from 1998 through 2001 are considered. (Note: This excludes transfers into the school)

6-Year Graduation Rates				
2004	2005	2006	2007	2008
44.25%	45.25%	47.25%	47.75%	

2007	2008
Publication	Publication
48%	47%

Note: The annual figures are calculated using four years worth of data.

Historical Graduation Rates: Cohort fall term entered – August of ending 6 years							
1994 - 2000	1995 - 2001	1996-2002	1997-2003	1998-2004	1999-2005	2000-2006	2001-2007
44%	41%	43%	49%	48%	49%	45%	46%

Note: Cohort is the pool of first-time, full-time bachelor's degree seeking undergraduate students

For 2004, the percentages averaged were: 49%, 43%, 41%, and 44%

For 2005, the percentages averaged were: 48%, 49%, 43%, and 41%

For 2006, the percentages averaged were: 49%, 48%, 49%, and 43%

For 2007, the percentages averaged were: 45%, 49%, 48%, and 49%

For 2008, the percentages averaged were: 46%, 45%, 49%, and 48%

**Faculty Resources (indicator weight-20%)**

Research shows that the more satisfied students are about their contact with professors, the more they will learn and the more likely it is they will graduate. US News and World Report uses six factors from the 2007-08 academic year to assess a school's commitment to instruction.

For each of the subcategories below, full-time instructional faculty are defined as follows:

Included are those on paid leave; visitors temporarily replacing faculty on paid/unpaid leave. Excluded are administrative officers (e.g., deans, librarians, registrar's), even if they devote time to instruction; faculty on unpaid leave; replacement faculty for faculty on sabbatical; non-professional rank faculty with title of instructor and lecturer.

***Faculty Salary (35%)***

The average faculty pay and benefits are adjusted for regional differences in cost of living. This includes full-time assistant, associate, and full professors. The values are taken for the 2006-2007 and 2007-2008 academic years and then averaged. (The regional differences in cost of living are taken from indices from Runzheimer International.)

<b>Faculty by Contract Length</b>	<b># of Faculty 0607/0708</b>	<b>Salary Expenditures 0607/0708</b>	<b>Fring Benefit Expenditures 0607/0708</b>
Professor, 9 month	78 / 69	6,731,457 / 6,740,111	1,868,499 / 1,744,968
Associate Professor, 9 month	108 / 112	6,912,793 / 7,846,507	2,147,803 / 2,348,652
Assistant Professor, 9 month	165 / 177	8,705,790 / 9,538,389	2,896,872 / 3,165,143
Professor, 12 month	13 / 12	1,642,209 / 1,443,907	327,311 / 305,614
Associate Professor, 12 month	14 / 17	1,362,993 / 1,680,300	318,249 / 387,478
Assistant Professor, 12 month	4 / 2	402,112 / 145,714	82,161 / 38,977

***Faculty with Ph.D's or top terminal degree (15%)***

The proportion of full-time faculty members with a doctorate or the highest degree possible in their field or specialty during the 2007-2008 academic year.

	<b>Fall 2003</b>	<b>Fall 2004</b>	<b>Fall 2005</b>	<b>Fall 2006</b>	<b>Fall 2007</b>
<b>Terminal Degrees</b>	93%	93%	93%	94%	93%

**Proportion of full-time faculty (5%)**

The proportion of the total number of faculty employed on a full-time basis during the 2007-2008 academic year as opposed to the number of full-time equivalent faculty. The number of full-time equivalent faculty is equal to the number of full-time faculty plus one-third of the number of part-time faculty. (Note: We do not include the following: faculty in pre-clinical and clinical medicine; administrative officers with titles such as dean of students, librarian, registrar, or coach, even though they may devote part of their time to classroom instruction and may have faculty status; undergraduate or graduate students who are teaching assistants or teaching fellows; faculty on leave without pay; or replacement faculty for those faculty members on sabbatical leave.) To calculate: percentage of full-time faculty = total full-time faculty / (total full-time faculty + 33.3% total part-time faculty).

	Fall 2003	Fall 2004	Fall 2005	Fall 2006	Fall 2007
Full-Time Faculty	84%	85%	84%	86%	86%

**Student/faculty ratio (5%)**

The ratio of full-time-equivalent students to full-time-equivalent faculty during the fall of 2007, Note: This excludes faculty and students of law, medical, business, and other stand-alone graduate or professional programs in which faculty teach virtually only graduate-level students. Faculty numbers also exclude graduate or undergraduate students who are teaching assistants.

	Fall 2003	Fall 2004	Fall 2005	Fall 2006	Fall 2007
Student / Faculty Ratio	22/1	23/1	22/1	23/1	22/1

**Class size, 1-19 students (30%)**

The proportion of undergraduate classes, excluding class subsections, with fewer than 20 students enrolled during the fall of 2007.

	Fall 2003	Fall 2004	Fall 2005	Fall 2006	Fall 2007
Class Size classes below 20	22%	23%	23%	22%	23%

**Class size, 50+ students (10%)**

The proportion of undergraduate classes, excluding class subsections, with 50 students or more enrolled during the fall of 2007.

	Fall 2003	Fall 2004	Fall 2005	Fall 2006	Fall 2007
Class Size classes above 50	11%	12%	12%	11%	12%

## Student Selectivity [Fall 2005 entering class] ( indicator weight-15%)

Per US News, an institutions academic atmosphere is determined in part by the abilities and ambitions of the student body.

The student selectivity data reflects the fall 2007 entering freshmen class. The fall entering class includes the summer 2007 admits who successfully complete the semester and enroll in the fall semester.

### *Acceptance rate (15%)*

The ratio of the number of students admitted to the number of applicants for the fall 2007 admission. To calculate: acceptance rate = total admitted/total applicants.

	Fall 2003	Fall 2004	Fall 2005	Fall 2006	Fall 2007
Acceptance Rate	66%	69%	62%	68%	66%

### *Yield (10%)*

The percentage of the number of first-time students who were admitted to the school that actually enrolled for the fall 2007 entering freshmen class. To calculate: yield = enrolled/admitted.

	Fall 2003	Fall 2004	Fall 2005	Fall 2006	Fall 2007
Yield Rate	38%	40%	42%	42%	58%

### *High School Class Standing (35%)*

The proportion of students enrolled for the fall 2007 academic year who graduated in the top 25 percent of their high school class.

	Fall 2003	Fall 2004	Fall 2005	Fall 2006	Fall 2007
Rank	54%	52%	55%	49%	47%

### ***SAT/ACT Scores (40%)***

Average test scores on the SAT or ACT of all enrolled students for the fall 2007 entering class, converted to percentile scores by using the distribution of all test takers.

	Fall 2003	Fall 2004	Fall 2005	Fall 2006	Fall 2007
SAT/ACT Range	1000 – 1200	1000 – 1200	1010 – 1210	20-23	20-23

Fall 2006 was the first year on the US News and World Report enrollment report for the University of North Florida where we reported over fifty percent ACT scores as opposed to the SAT scores that have been reported in years past. This is due to an increasing number of Florida high school students taking the ACT. In 2005, Florida had 58,302 high school students take the ACT. That number rose increased by almost 8,000 students in 2006 and in 2007, that number is projected to reach 81,527.

### **Financial Resources (indicator weight-10%)**

Generous per-student spending indicates that a college can offer a wide variety of programs and services. U.S. News measures financial resources by using the average spending per student on instruction, research, student services, and related educational expenditures in the 2006 and 2007 fiscal years. Spending on sports, dorms, and hospitals doesn't count, only the part of a school's budget that goes toward educating students.

This measure is not well defined, as US News does not disclose where it obtains the source data for this measure. In addition, the result of the calculations performed on the unknown source data is not provided. UNF should continue to allocate a significant proportion of its E&G spending on Instruction, Research and Student Services.

**Alumni Giving (indicator weight-5%)**

The average percent of undergraduate alumni of record who donated money to the college or university. Alumni of record are former full- or part-time students that received an undergraduate degree and for whom the college or university has a current address. Graduates who earned only a graduate degree are excluded. Undergraduate alumni donors are alumni with undergraduate degrees from an institution that made one or more gifts for either current operations or capital expenses during the specified academic year. The alumni giving rate is the number of appropriate donors during a given academic year divided by the number of appropriate alumni of record. These rates were averaged for the 2005-2006 and 2006-2007 academic years. The percent of alumni giving serves as a proxy for how satisfied students are with the school.

<b>Edition</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
<b>Alumni Giving</b>	7%	7%	7%	8%	8%

**US News World Report  
Quick Comparison**

<b>Universities—Master's (South)</b>	<b>2008</b>		<b>2007</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>
	<b>Publication</b>	<b>Change</b>	<b>Publication</b>	<b>Publication</b>	<b>Publication</b>	<b>Publication</b>
Ranking	43	Same	43	47	54	55
Peer assessment score (5.0=highest):	3.0	Improved	2.9	3.0	2.9	2.9
Average freshman retention rate:	77%	Same	77%	77%	77%	76%
Average graduation rate:	47%	Dropped	48%	47%	45%	44%
Classes with under 20 students:	23%	Improved	22%	23%	23%	22%
Classes with 50 or more students:	12%	Dropped	11%	12%	12%	12%
Student/faculty ratio:	22/1	Improved	23/1	22/1	23/1	22/1
Percent of faculty who are full-time:	86%	Same	86%	84%	85%	84%
SAT/ACT 25th-75th percentile:	20-23	Same	20-23	1010-1210	1000-1200	1000-1200
Freshmen in top 25 percent of high school class:	47%	Dropped	49%	55%	52%	54%
Acceptance rate:	66%	Improved	68%	62%	69%	66%
Average alumni giving rate:	8%	Same	8%	7%	7%	7%