

December 1, 2006

## Ledger tracks OSU's academic progress

Among the links appearing on the OSU homepage is a gateway to information that serves ultimately as the barometer of the university's success. Established by OSU System CEO and President David Schmidly, the online academic ledger provides a comprehensive look at the performance and productivity of the university, each of its colleges and all departments.

More importantly, by featuring the kinds of information that is tallied for national rankings, the ledger shows the university's progress toward achieving greatness and provides a measure of accountability.

"When the university initiated the strategic plan, Achieving Greatness, and initiatives such as the faculty Restore, Reward and Grow program, it was essential to establish a baseline to measure our progress," Schmidly said. "As it has become increasingly necessary for universities to provide access to data on student performance and evidence of campus productivity, we find ourselves far ahead of other institutions."

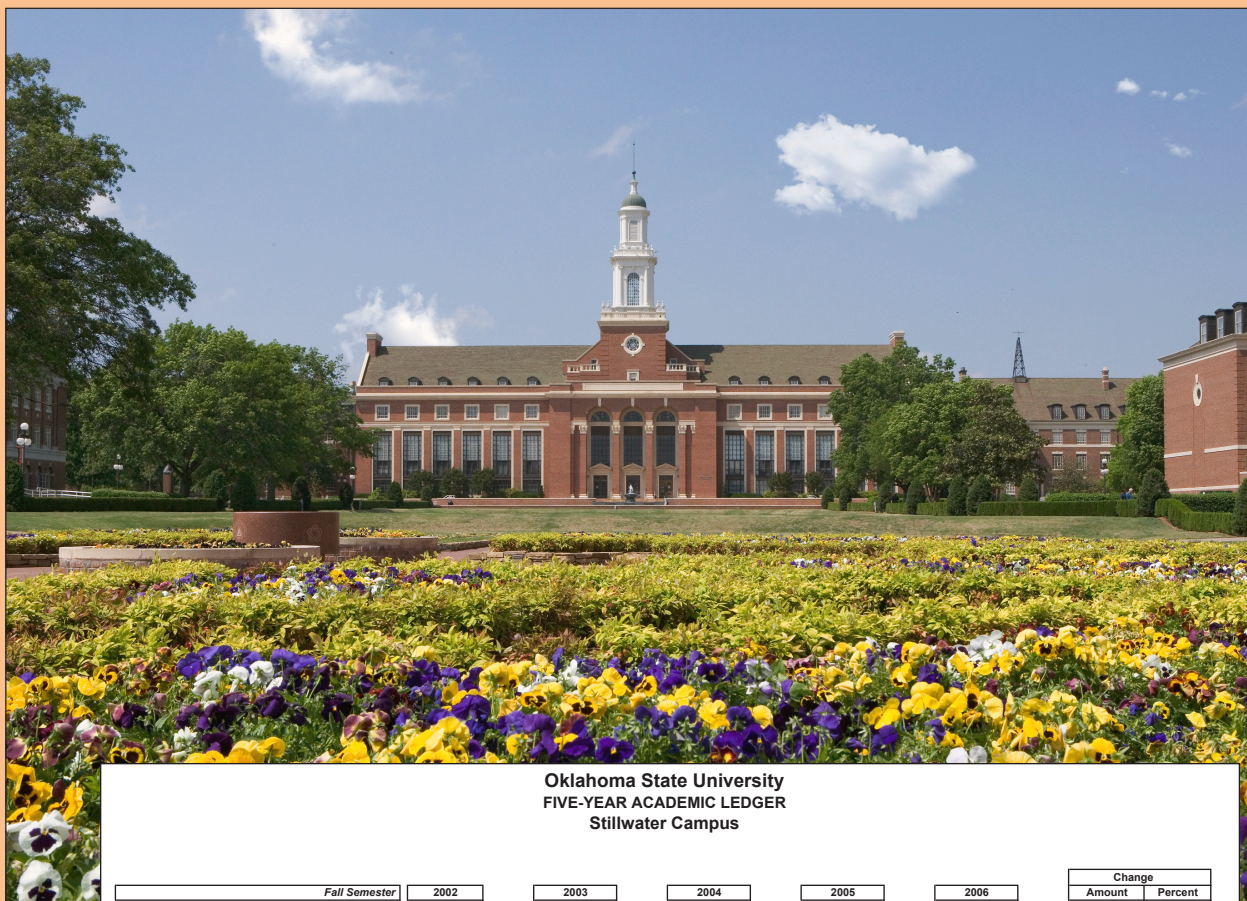
"The Academic Ledger system tracks five years' worth of data on faculty salaries, retention, student-to-teacher ratios, graduation rates and degrees awarded, gender and ethnicity makeup of faculty and students, freshman ACT scores, research and outreach expenditures. . . information that is useful to us as we implement programs to improve in such areas," Schmidly said. "At the same time, the information is openly available to prospective students, parents, legislators, taxpayers and others who want to know how well we are accomplishing our mission."

Data considered for the Top American Research Universities and the U.S. News and World Report rankings, as well as comparisons between OSU and its peers in the Big 12 Conference appear in blue and red to allow for immediate assessments. However, the ledger provides a comprehensive look at the academic experience within individual departments. In addition to the faculty makeup, information is provided on the number of classes taught by tenured versus tenure track professors. Retention and graduation percentages that hint at the potential for students to successfully complete a degree in a department are complemented by the number of national scholarship recipients it has produced.

Other parts of the ledger include information on research and operational budgets, including breakdowns on expenses versus revenues from grants, development gifts and economic development. And there are ledgers for each campus throughout the OSU System. While the ledger for OSU-Stillwater/OSU-Tulsa is maintained by the office of Institutional Research and Information Management, its annual compilation and update involves the offices of Grants and Contracts, the Vice President for Research, Budget and Asset Management, the OSU Foundation and the OSU Alumni Association.

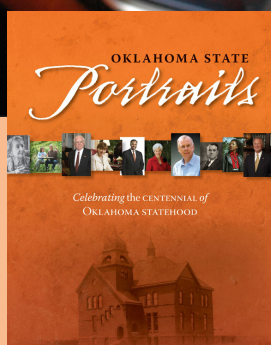
"It's really a team effort to pull all this together and compiling the ledger was an enormous undertaking," said Christie Hawkins, IRIM director. "But if you don't know where you're at, how do you know (1) where you want to go and (2) when you get there."

"As things are implemented, for instance the student success centers that have been put in place in every college over the last few years to improve retention, we should be able to see how well they are working."



Fall Semester	2002	2003	2004	2005	2006	Change	
						Amount	Percent
<b>Peer Assessment Score</b>	2.7	2.7	2.7	2.7	2.7		
<b>Headcount by Level</b>							
Undergraduate	18,043	18,683	18,789	18,909	18,737	694	3.8%
Graduate	4,057	4,591	4,541	4,256	4,282	-395	-8.5%
Professional	292	297	296	296	308	16	5.5%
<b>Total</b>	<b>22,992</b>	<b>23,571</b>	<b>23,626</b>	<b>23,461</b>	<b>23,307</b>	<b>315</b>	<b>1.4%</b>
<b>Headcount by Ethnicity</b>							
White	17,475	17,905	17,943	17,894	17,769	294	1.7%
African American	766	773	917	917	957	193	25.2%
Native American	1,784	1,838	1,898	1,973	1,990	206	11.5%
Hispanic	415	444	447	523	533	118	28.4%
Asian American	375	371	389	388	411	36	9.6%
International	2,177	2,235	2,033	1,766	1,645	-532	-24.4%
<b>Headcount by Gender</b>							
Male	12,020	12,198	12,247	12,147	11,851	-169	-1.4%
Female	10,972	11,373	11,379	11,314	11,456	484	4.4%
<b>Degrees Granted, Prior Year</b>							
Bachelor	3,004	3,221	3,392	3,549	3,698	694	23.1%
Master	782	874	995	1,073	904	122	15.6%
Doctorate	191	185	208	180	180	-11	-5.8%
Professional	71	69	73	69	68	-3	-4.2%

To see more, go to Academic Ledger at <http://osu.okstate.edu>



With innovative programs that allow graphic artists to learn the latest software in days rather than weeks, PL Studios helps clients such as Nickelodeon, MTV, Disney and Pixar train the hundreds of artists they employ. Since College of Education graduate Piyush Patel started the company in 1998 from his room in Willham Hall, it has risen to become the second-ranked tutorials provider in the industry.

Although he has just started to define his legacy, Patel is among OSU alumni profiled in Oklahoma State Portraits: Celebrating the Centennial of Oklahoma Statehood. Order it today at: [https://www.shopokstate.com/webapps/cart/centennial\\_book.asp](https://www.shopokstate.com/webapps/cart/centennial_book.asp)

## Around the STATE...

### 'Tipping Point' author to launch speaker series

Malcolm Gladwell kicks off this year's OSU business speaker series on Tuesday, Dec. 5 from 10 - 11:30 a.m. at the Cox Business Center in Oklahoma City, and Thursday, Dec. 7, at the Tulsa Renaissance Hotel in Tulsa.

Gladwell, a staff writer for "The New Yorker" since 1996, is renowned for making research understandable and valuable for business.

Gladwell is the first of three speakers for this year's series, sponsored by the Spears School of Business at OSU. NBC's Tim Russert, AT&T Chairman and CEO Edward Whitacre and John Hofmeister, president of Shell Oil, also will speak.

For more information, call 866-678-3933 or e-mail [cepd@okstate.edu](mailto:cepd@okstate.edu).



### Regent, professor to provide commencement addresses

OSU/A&M College Regent Burns Hargis and Regents Professor John Mowen will give the addresses for OSU's commencement ceremonies Dec. 15-16.

The ceremony for master's and Ph.D. candidates will be held Friday, Dec. 15 at 7 p.m. in Gallagher-Iba Arena. Mowen, Noble Chair of marketing strategies at OSU, will address the graduates and guests.

Commencement for students in the Colleges of Agriculture, Arts and Sciences and Education will be Saturday, Dec. 16 at 10:30 a.m. in Gallagher-Iba and followed at 1:30 p.m. by the ceremony for Spears School of Business and College of Engineering, Architecture and Technology and Human Environmental Sciences students.

Hargis will speak at both commencements Saturday. In addition to his service on the board of regents, Hargis is vice chairman of Bank of Oklahoma, N.A. and an established attorney, having practiced for 28 years. He is also a panelist on the weekly politically-oriented television program "Flashpoint."

### OSU-OKC opens Winter Farmers' Market indoors

The OSU-OKC Winter Farmers' Market season debuts this year with new vendors, a new location, more choices and the comfort of indoors. Indoor winter market hours are Saturdays, 10 a.m. to 1 p.m., inside the new Horticulture Pavilion at 400 N. Portland.

The OSU-OKC Winter Market is the area's only registered farmers' market open all year. Every item sold at the market is grown or made in Oklahoma.

For more information, directions or a list of items for the current week, visit [www.osuokc.edu/farmersmarket](http://www.osuokc.edu/farmersmarket) or call 405-945-3358.

### Electrical engineering technical open house scheduled

The School of Electrical and Computer Engineering next week will observe the 300th anniversary of the birthday of Benjamin Franklin, the world's first electrical engineer, with a showcase of student projects and design skills. The ECEN Technical Open House Tuesday, Dec. 5 from 11 a.m. to 3 p.m. in Engineering South will also be a celebration of students' accomplishments this past year and a recruiting event.

For more information, contact Professor Jim West at [jim.west@okstate.edu](mailto:jim.west@okstate.edu) or 405-744-6096.

For all these stories and more, go to: <http://osu.okstate.edu/news>

## "OSU in the News"

The Atherton Hotel is billed as a choice destination in a book of the 45 finest hotels, inns and restaurants in America.



## Balancing the boom

While Oklahoma's oil and gas industry is making the economy look good, higher energy prices for residents clouds the overall economic outlook for the state, says featured expert Mark Snead.

