

18 Characteristics of Texas Public Doctoral Programs

	Program	Advertising				
	Degree awarded	Ph.D.				
	Program Web site	http://advertising.utexas.edu/				
	Measure	Operational Definition	Departmental Response			Comments (if needed)
			2008-09	2009-10	2010-11	
1	Number of Degrees Per Year	For each of the three most recent years, number of degrees awarded per academic year.	8	4	9	
2	Graduation Rates	For each of the three most recent years, the percent of first-year doctoral students who graduated within ten years.	100%	100%	100%	Results based on students who graduated within 10 years.
3	Average Time to Degree	For each of the three most recent years, average of the graduates' time to degree.	4.67	4.88	4.55	IMA information was based on 7 students, should be based on 9.
4	Employment Profile (in field within one year of graduation)	For each of the three most recent years, the number and percent of graduates by year employed, those still seeking employment, and unknown.	8/87.5%/1/0	4/100%/0/0	8/88%/1/0	
5	Admission Criteria	Description of admission factors.	see comments.			http://registrar.utexas.edu/catalogs/grad09-11/ch04/com/grad09.adv.ch.html
6	Percentage of Full-time Students	FTS / number of students enrolled (headcount) for the last three fall semesters.	74%	73%	80%	
7	Average Institutional Financial Support Provided	For those receiving financial support, the average monetary institutional support provided per full-time graduate student for the prior year from assistantships, scholarships, stipends, grants, and fellowships.			\$9,000.00	
8	Percentage Full-Time Students with Institutional Financial Support	In the prior year (2010-11), the number of FTS with at least \$1000 of annual support / the number of FTS.			98%	
9	Number of Core Faculty	Number of core faculty in the prior year (2010-11 - see definitions).			18	
10	Student to Core Faculty Ratio	For each of the three most recent years, average of full-time student equivalent (FTSE) / average of full-time faculty equivalent (FTFE) of core faculty.	not available	2.54	2.33	
11	Core Faculty Publications	For each of the three most recent years, average of the number of discipline-related refereed papers or publications, books or book chapters, juried creative or performance accomplishments, and notices of discoveries files or patents issued per core faculty member		7.29	6.22	

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12	Core Faculty External Grants	For each of the three most recent years, (1) average of the number of core faculty receiving external funds, (2) average external funds per faculty, and (3) total external funds per program per academic year.		(1) 6, (2) \$26,935.76 (3) \$457,908	(1) 5 (2)\$5,000 (3) 282,426		
13	Faculty Teaching Load	Total number of semester credit hours in organized teaching courses taught per academic year by core faculty divided by the number of core faculty.	not available	20.52	21.57		
14	Faculty Diversity	Core faculty by ethnicity (White, Black, Hispanic, Other) and gender, updated when changed.	White 13 (8M,5F)	Black 2 (1M,1F)	Hispanic 0	Other 3 (3F)	
15	Student Diversity	Enrollment headcount by ethnicity (White, Black, Hispanic, Other) and gender in program during the prior year.	White 14 (5M,9F)	Black 4 (2M,2F)	Hispanic 4 (2M,2F)	Other 24 (8M,16F)	
16	Date of Last External Review	Date of last formal external review, updated when changed.			Aug-10		
17	External Program Accreditation	Name of body and date of last program accreditation review, if applicable, updated when changed.					
18	Student Publications & Presentations	For the three most recent years, the number of discipline-related papers & publications, juried creative or performance accomplishments, book chapters, books, and external presentations per year by student FTE.			3.22		For 2010-2011