



Delaware College of Art and Design

FACT BOOK 2013-2014

June 2014

Updated September 2014

Prepared by Office of Institutional Research & Assessment and Office of the Registrar

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INTRODUCTION

The Office of Institutional Research and Assessment and the Registrar prepared the 2014 DCAD Fact Book. In addition to longitudinal data, this Fact Book includes benchmark data using IPEDS to identify DCAD's peer (size and programs) and aspirational schools (programs).

The Fact Book also includes 2- year college benchmark data from the June 2014 College Measures™, a partnership between the American Institutes for Research and Matrix Knowledge, focused on using data to drive improvement in higher education outcomes in the United States.

DCAD Peer Institutions, IPEDS

Art Academy of Cincinnati
Cleveland Institute of Art
Corcoran College of Art and Design
Lyme Academy College of Fine Arts
Maine College of Art
Memphis College of Art
Moore College of Art and Design
Pacific Northwest College of Art
Pennsylvania Academy of the Fine Arts
Pennsylvania College of Art and Design
School of the Museum of Fine Arts, Boston
Watkins College of Art, Design & Film

DCAD Aspirational Institutions, IPEDS *

California College of the Arts (Oakland, CA)
Maryland Institute College of Art (Baltimore, MD)
Pratt Institute-Main (Brooklyn, NY)
Savannah College of Art and Design (Savannah, GA)
School of Visual Arts (New York, NY)
The New School (New York, NY)
The University of the Arts (Philadelphia, PA)

*October 2012 MSCHE Monitoring Report Evaluation Team suggested; "There are precious few private, two-year art colleges, so DCAD must be particularly enterprising in its benchmarking. The team suggests that some of the comparison groups the College is currently using (e.g., the IPEDS group) may be more aspirational than functional and that DCAD should focus additional effort on defining an appropriate comparison group.

College Strategic Measures

Strategic Measure	Outcome	National Rank Among All 2Yr. Colleges	National Rank Among All 2 Yr. Colleges	Trend
		Percentile	Percentile	
Graduation + transfer rate	69.2%	89 th	52	↑
First-year retention rate	90.3%	90 th	53 rd	↓
Cost per student (FTE)	\$14,313	77 th	41 st	↓
Cost per completion	\$43,551	40 th	37 th	↑
Completions per 100 FTE students	33	77 th	60 th	↓
Cost of attrition*	\$0.2m	N/A	N/A	↑
Student loan default rate	8.3%	24 th	56 th	↓
Salary to Cost Ratio	no data	no data	no data	no data

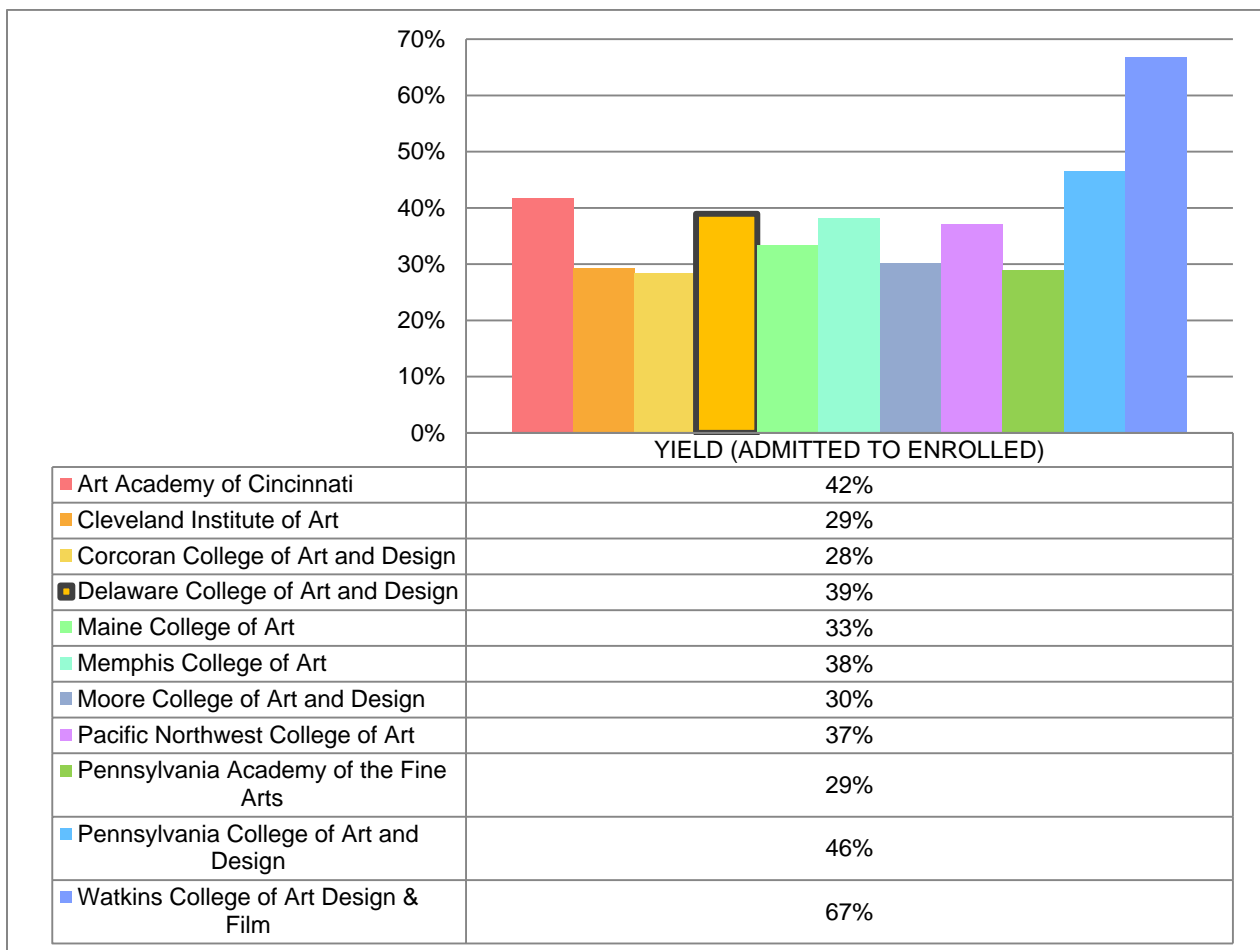
* Amount spent by the college to educate first-year degree-seeking students (first-time, full-time) who did not begin a second year.

YIELD

2009 - 2013 Admissions Yield

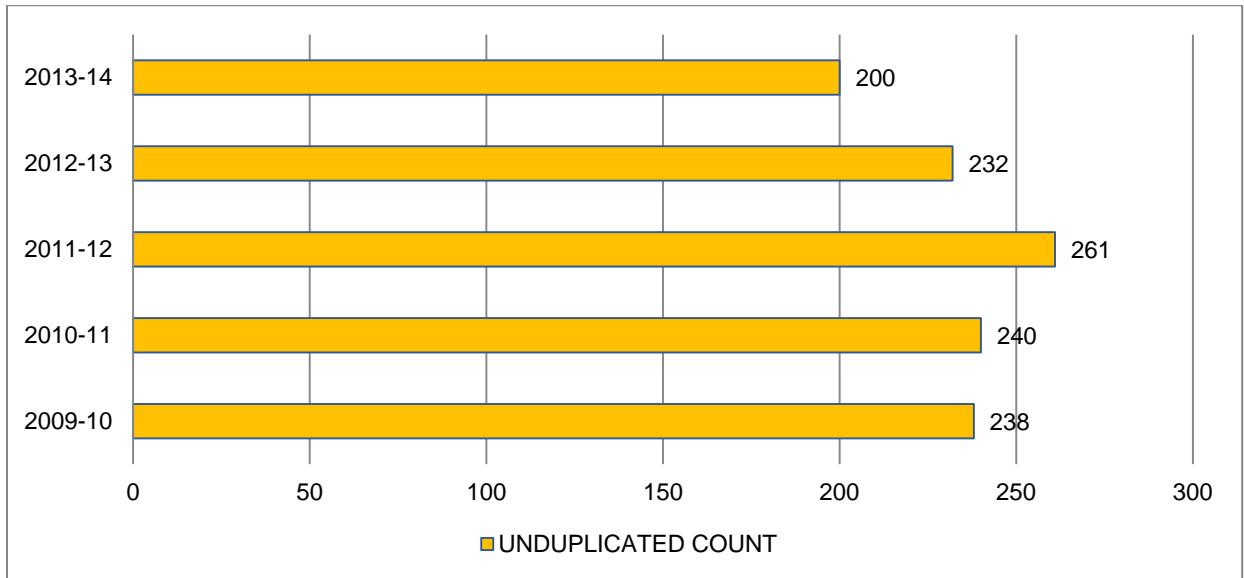
	2009	2010	2011	2012*	2013
Applicants	492	462	493	508	453
Offered	300	293	308	309	264
Accepted/Confirmed	129	120	133	106	99
Ratio offers/total applicants	0.60	0.63	0.62	0.61	0.58
Ratio of accepts to offers (Yield)	0.43	0.40	0.43	0.34	0.37

Fall 2011 IPEDS Peer Institutions' Admission Yield

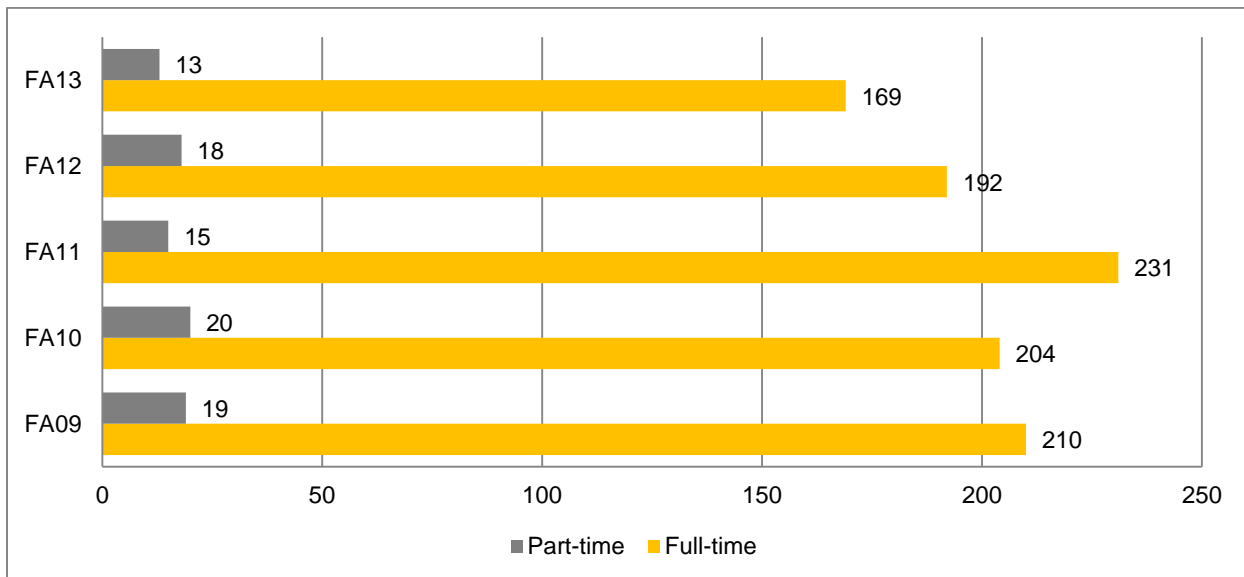


ENROLLMENT DATA

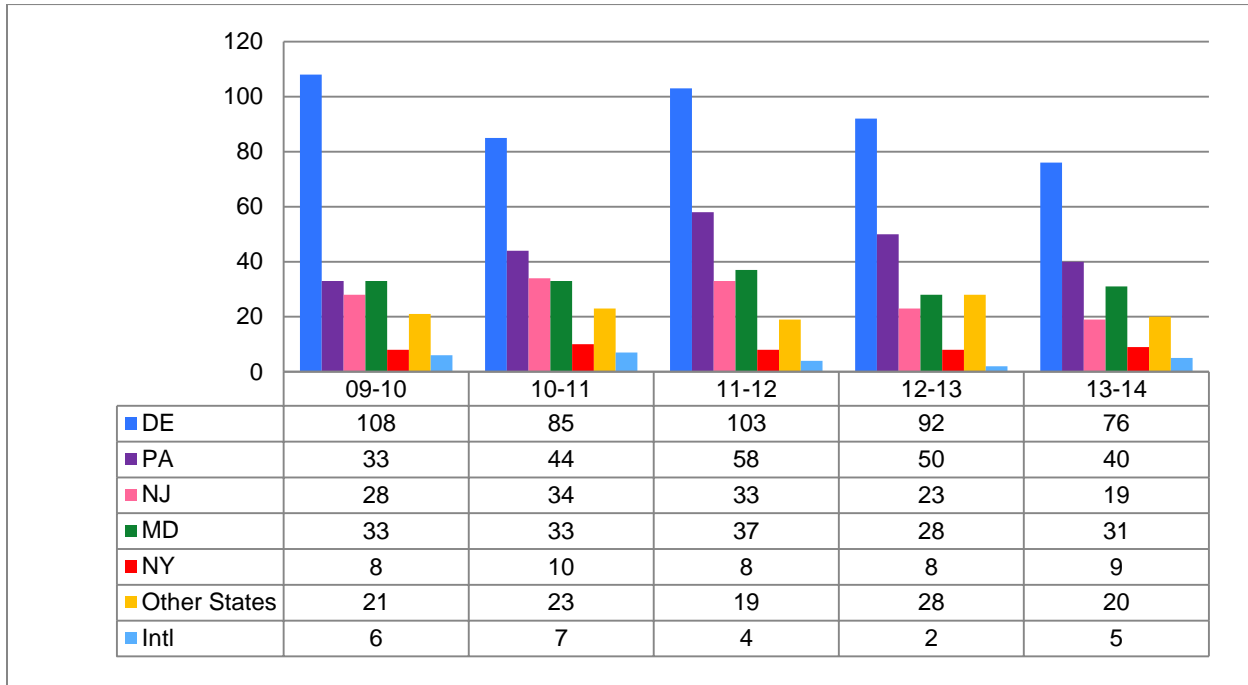
2009 – 2013 Unduplicated Head Count



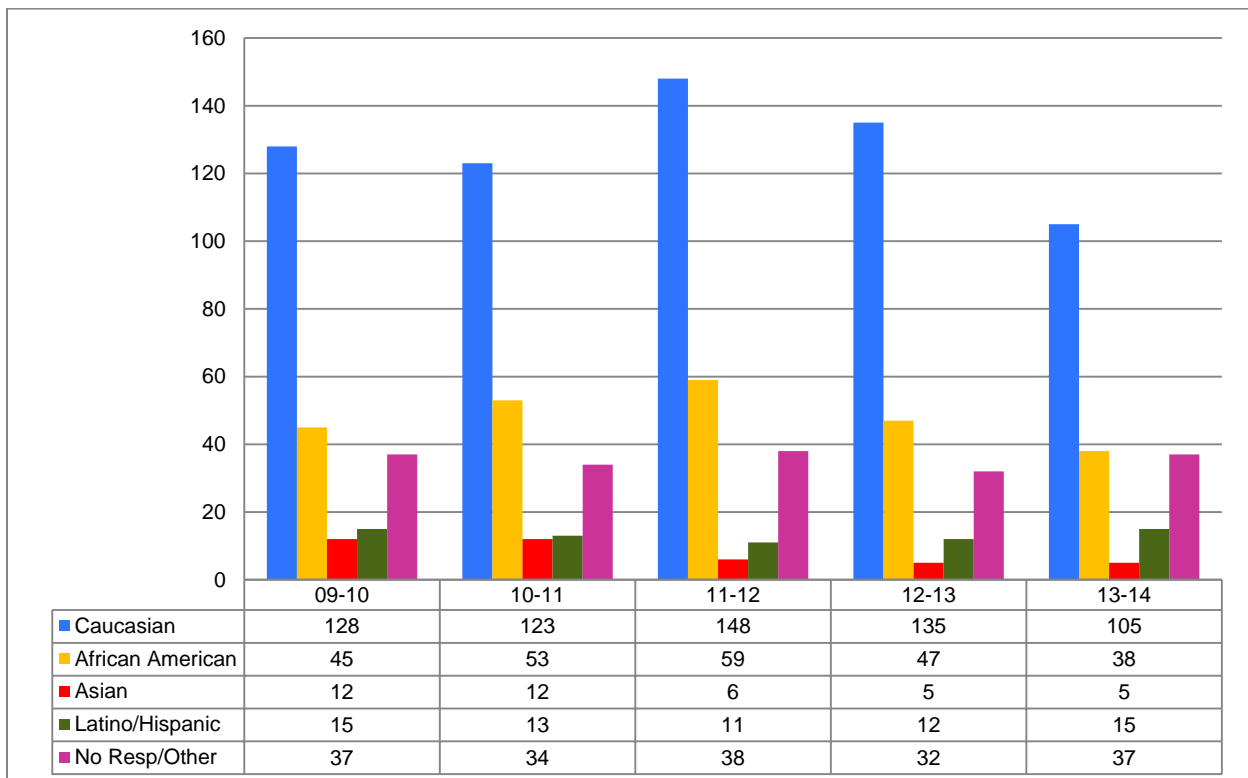
2009 – 2013 Full- and Part-time Enrollment Status



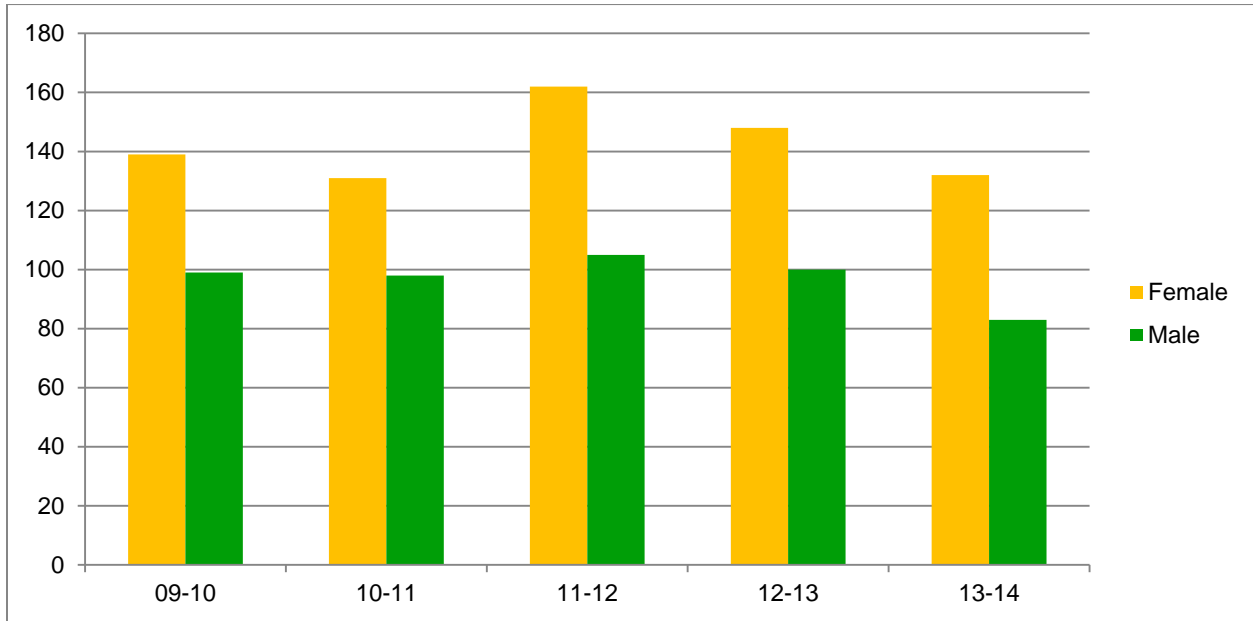
2009 – 2013 Enrollment by Location



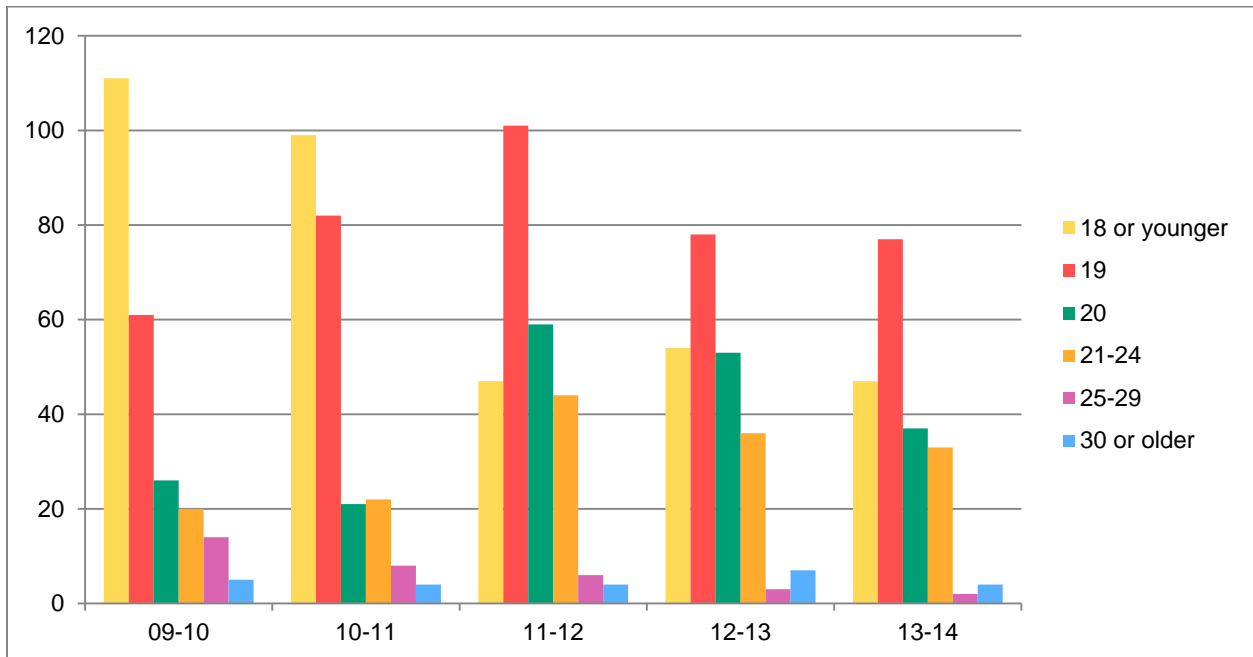
2009-2013 Enrollment by Race/Ethnicity



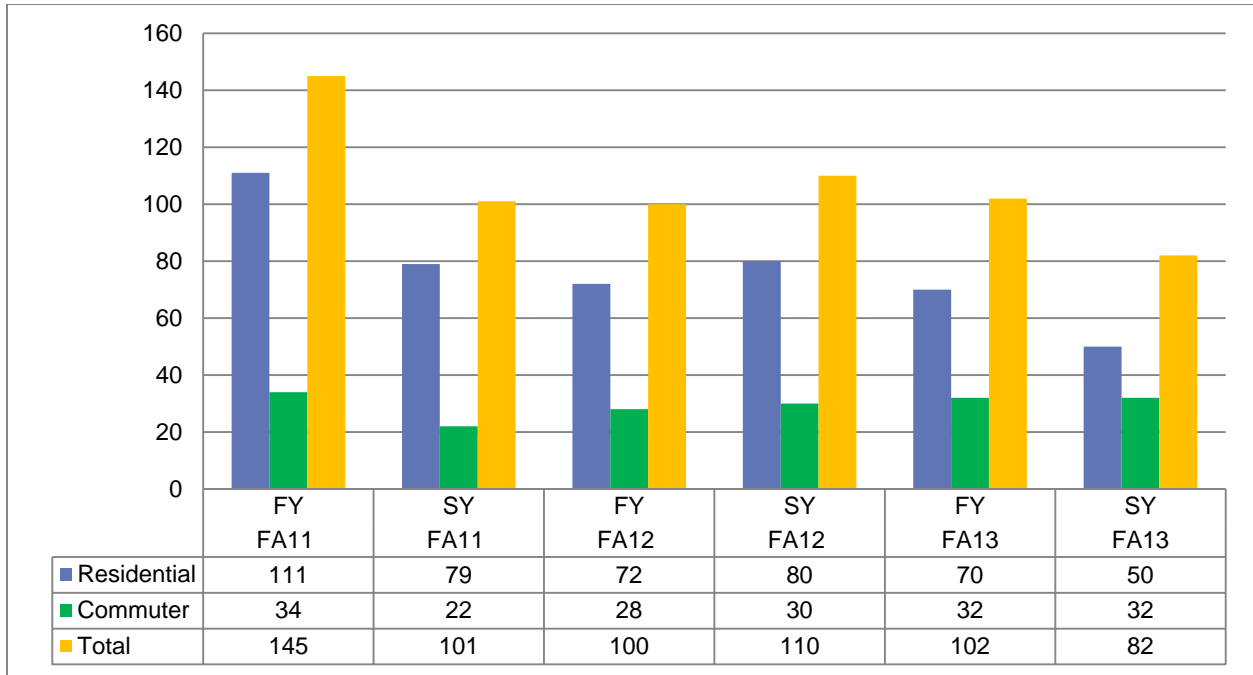
2009-2013 Enrollment by Gender



2009-2013 Enrollment by Age



Fall 2011 – Fall 2013 Enrollment, Commuter vs. Residential



First Year (FY) and Second Year (SY) Enrollment

PERSISTENCE AND GRADUATION RATES

2009-2013 Fall Cohort Persistence and Graduation Rates

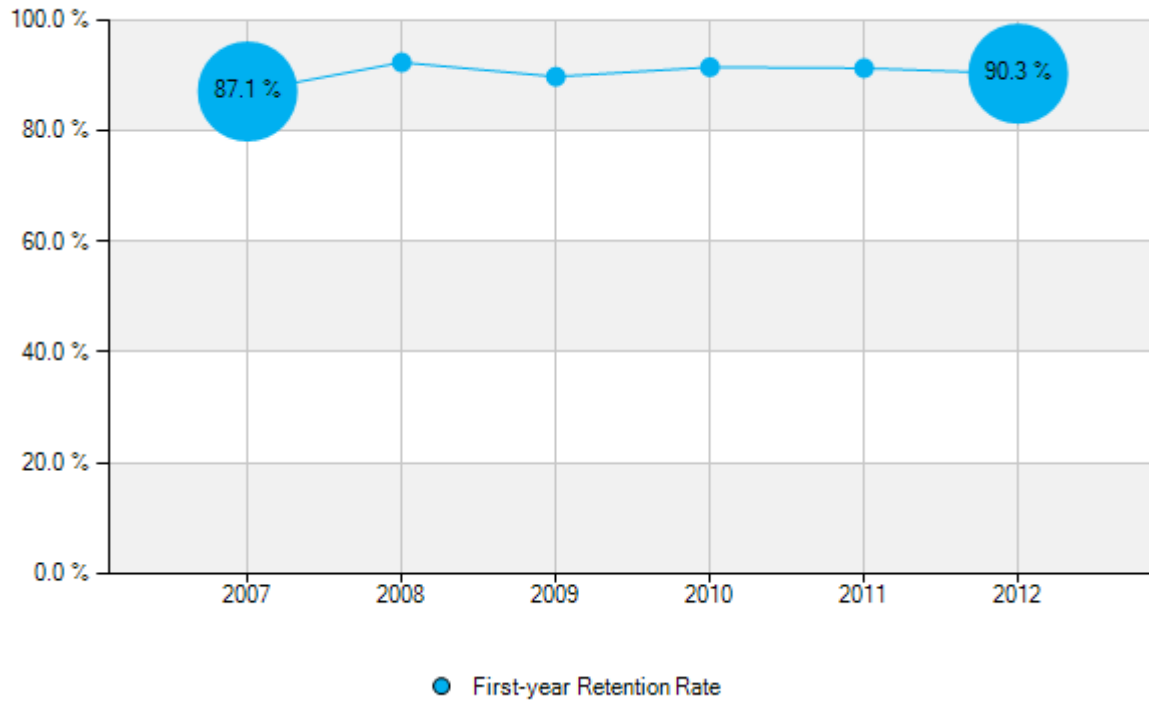
DCAD ENROLLMENT, DROPOUT RATES AND GRADUATION RATES BY FALL COHORT

Entering Fall Term	Enrollment and Dropout Rates				Graduation Rates			
	1st	2nd	3rd	4th	within	within	within	Total
	*Fall	Fall	Fall	Fall	2 yrs.	3 yrs.	4 yrs.	
2009 N % enrollment % dropout	137 100.0% 0.0%	90 65.7% 34.3%	10 7.3% 13.0%	1 1.1% 1.0%	65 47.4%	11 8.0%	1 0.7%	77 56.2%
2010 N % enrollment % dropout	132 100.0% 0.0%	99 75.0% 25.0%	9 6.8% 9.0%	2 2.0% 1.0%	71 53.8%	5 3.8%	1 0.8%	77 58.3%
2011 N % enrollment % dropout	144 100.0% 0.0%	98 68.1% 22.9%	5 3.5% 9.0%	0 0.0% 0.0%	71 49.3%	5 3.5%	0 0.0%	76 52.8%
2012 N % enrollment % dropout	103 100.0% 0.0%	73 70.9% 32.0%	0 0.0% 0.0%	0 0.0% 0.0%	49 47.6%	0 0.0%	0 0.0%	0 0.0%
2013 N % enrollment % dropout	115 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%

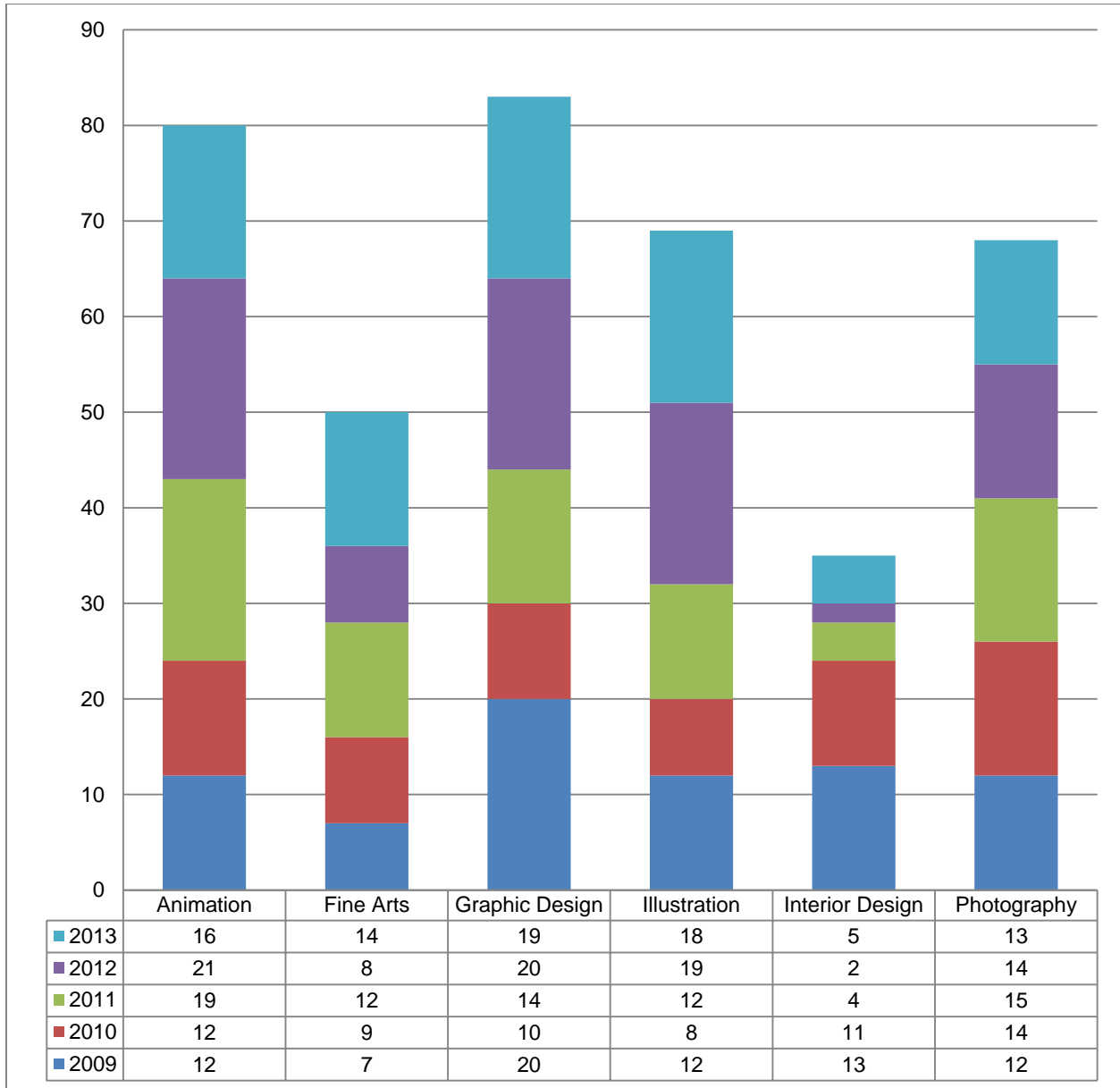
*Numbers include fall cohort and the following spring cohort

First-year Retention rate, College Measures

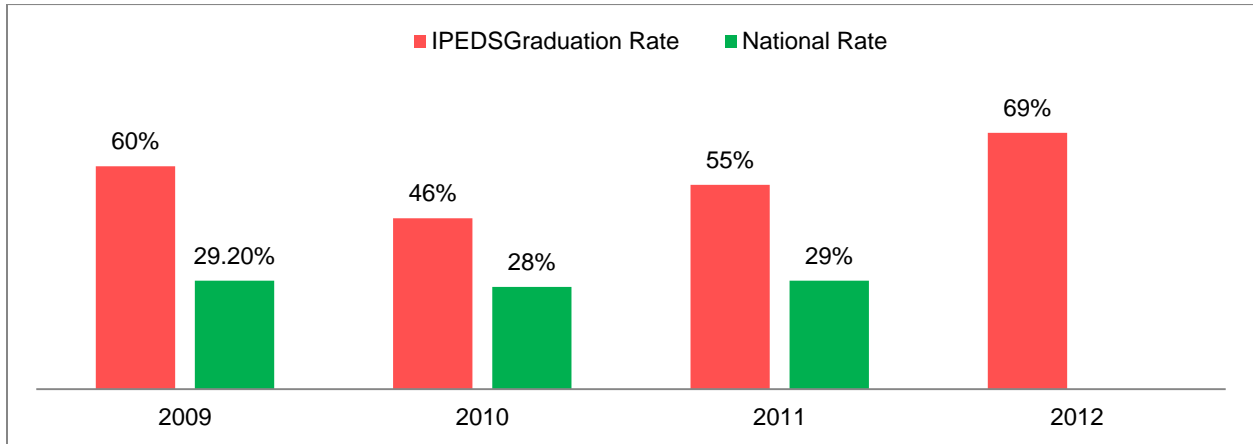
College's retention of first-year degree-seeking students (first-time, full-time)



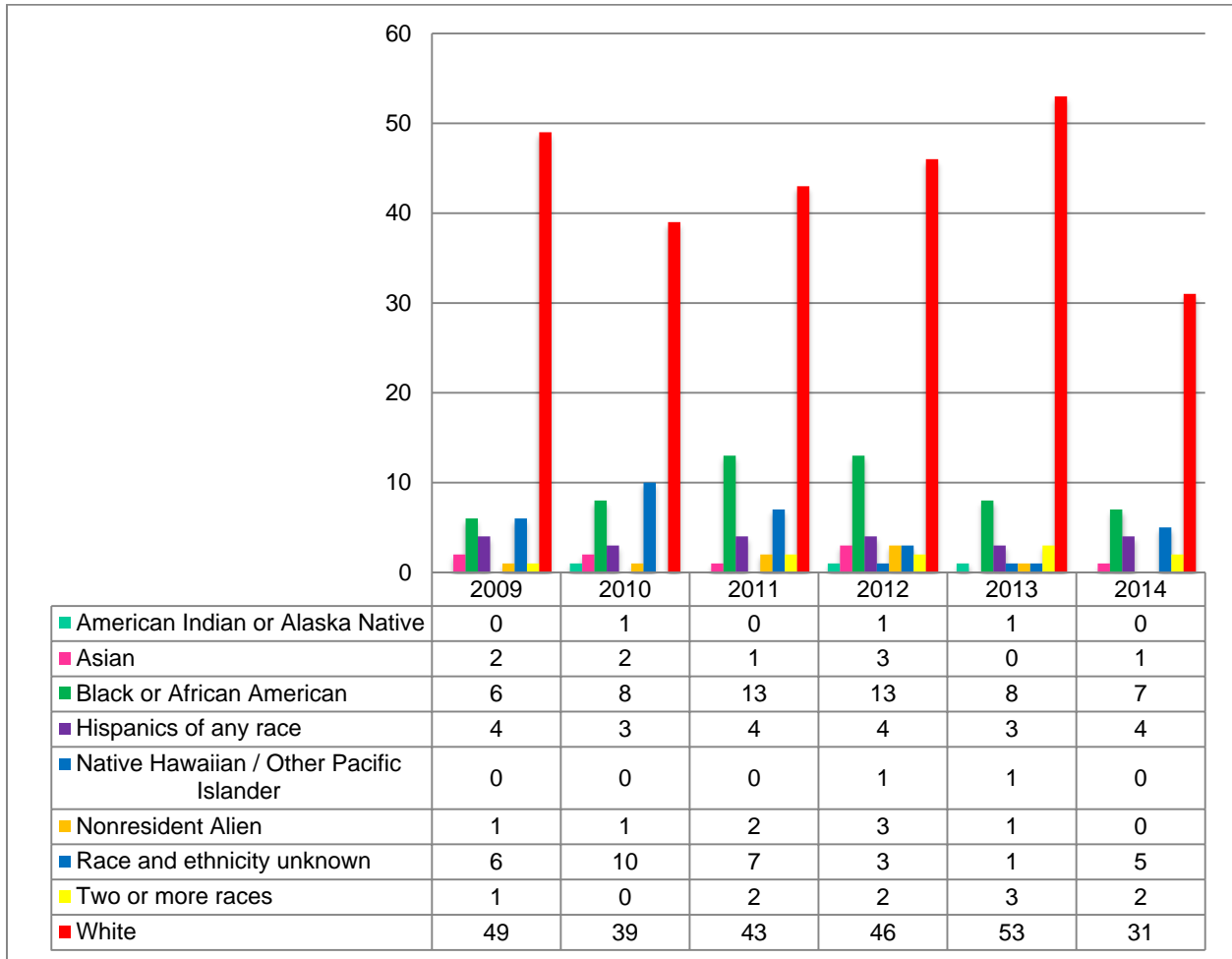
2009-2014 Degrees by Program



2009 – 2012 IPEDS and National 2yr Graduation Rate Comparison



2009-2014 Graduation Rate by Race/Ethnicity



Graduation & Transfer Rate Race/Ethnicity, College Measures

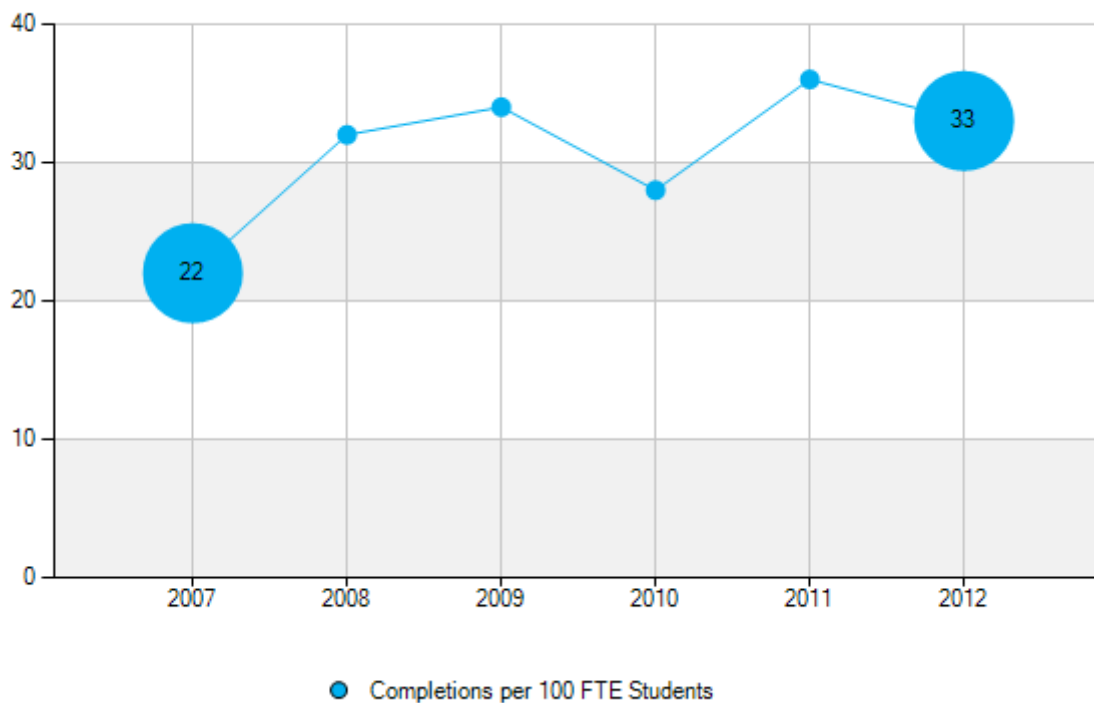
Student Group	Proportion of Student Body	Graduation Rate	Transfer Rate	Graduation + Transfer Rate	National Rank Among All Colleges	National Rank Among Private, Not-For-Profit Colleges	Trend
					Percentile	Percentile	
White students	50.5 %	83.3 %	No Data	83.3 %	95th	73rd	↑
Black students	21.5 %	56.5 %	No Data	56.5 %	80th	42nd	↓
Hispanic students	9.3 %	50.0 %	No Data	50.0 %	71st	41st	↑
Asian students	0.9 %	0.0 %	No Data	0.0 %	14th	24th	↓
Pacific Islander students	0.0 %	N/A	N/A	N/A	N/A	N/A	N/A
American Indian & Alaska Native students	0.0 %	N/A	N/A	N/A	N/A	N/A	N/A
Nonresident alien students	1.9 %	100.0 %	No Data	100.0 %	100th	95th	—
2 or more races students	5.6 %	33.3 %	No Data	33.3 %	42nd	18th	No Data
Unknown students	0.3 %	63.6 %	No Data	63.6 %	85th	50th	↑
Overall	100.0 %	69.2 %	No Data	69.2 %	89th	52nd	↑

Measure	2007	2008	2009	2010	2011	2012	5-year change
Overall	No Data	50.5 %	60.0 %	45.1 %	55.0 %	69.2 %	+36.8 %

Completions per 100 FTE Students, College Measures

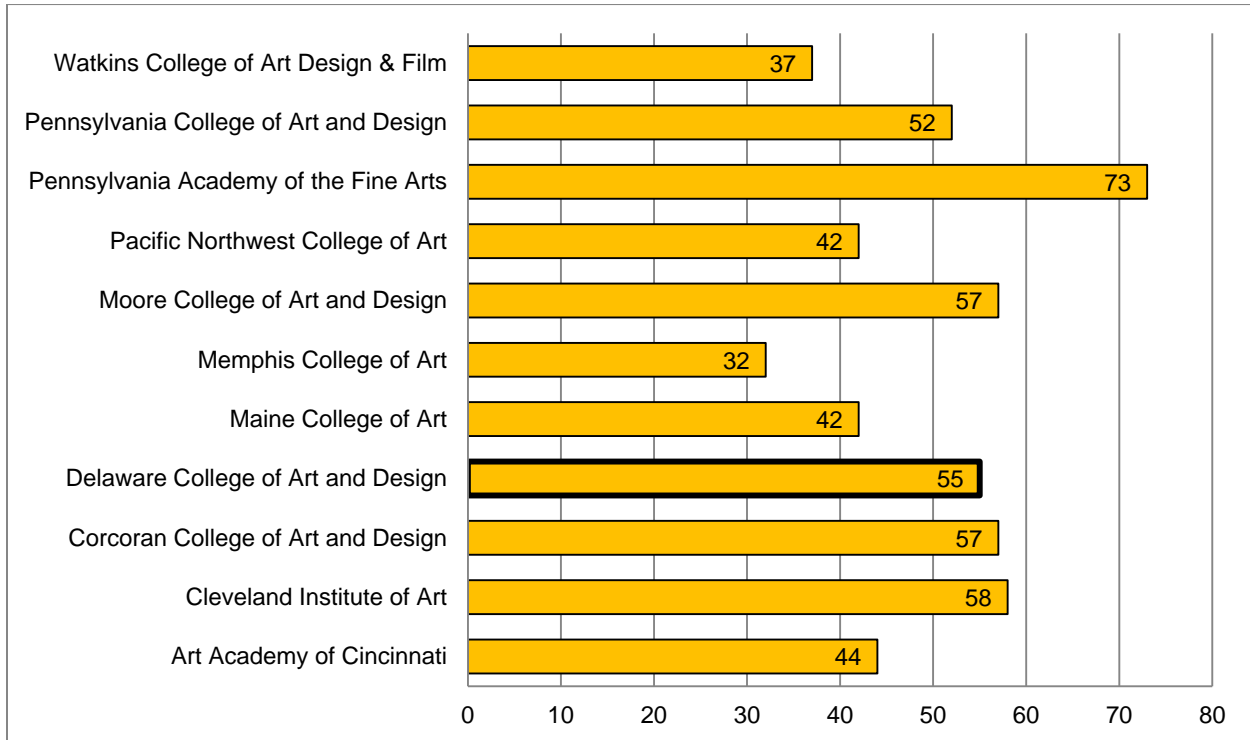
Full Time Equivalent (FTE), IPEDS: The number of FTE students is calculated based on fall student headcounts as reported by the institution on the [IPEDS Enrollment](#) (EF) component (Part A). The full-time equivalent (headcount) of the institution's [part-time](#) enrollment is estimated by multiplying the factors noted below times the part-time headcount. These are then added to the [full-time](#) enrollment headcounts to obtain an FTE for all students enrolled in the fall. This formula is used to produce an FTE that is used annually in the Digest of Education Statistics (IPEDS).

*Completions achieved per 100 FTE students, 4.24.14**



Measure	2006	2007	2008	2009	2010	2011	5-year change
Degrees Granted	35	64	72	60	76	78	+122.9 %
Number of FTE Students	161	200	210	215	212	237	+47.8 %
Completions per 100 FTE students	22	32	34	28	36	33	+50.7 %

2008 Cohort Graduation Rate First-Time, Full-Time Peer Institutions



2009-2013 DCAD Top 10 Transfer Institutions

Class of	2009	2010	2011	2012	2013	2014						
Graduating Class	71	60	73	77	78	56						
Students with no data available	29	20	23	42	44	25						
# of Students Transferring	42	59%	37	62%	48	66%	36	47%	54	69%	31	55%
Transfer Institution												
Corcoran College of Art and Design			4	8%	5	14%						
Maryland Institute College of Art	6	14%	8	22%	4	8%	5	14%	4	8%	1	2%
Moore College of Art and Design	1	2%	4	11%					5	10%	3	6%
Pratt Institute	17	40%	5	14%	21	44%	11	23%	10	21%	14	29%
Rhode Island School of Design	3	7%										
Savannah College of Art and Design			3	8%	2	4%	2	6%	4	8%	4	8%
School of the Art Institute Chicago			1	3%					3	6%		
School of Museum of Fine Arts/Tufts					2	4%						
School of Visual Arts			2	5%								
Temple University (Tyler)							1	2%			2	4%
University of the Arts	3	7%	5	14%	10	21%	5	10%	8	17%		

Source: National Student Clearinghouse as of 10/14

TUITION AND FEES

2011 – 2014 Tuition and Fees, per Semester

	2011-2012	2012-2013*	2013-2014	2014-2015
Per Credit hour	\$830	\$875	\$915	\$950
Full-Time Tuition (12-18 Credits)	\$9500	\$9975	\$10,425	10,800
Full-Time Fees	\$635	\$710	\$740	\$765
Semester Tuition & Fees Total	\$10,135	\$10,685	\$11,165	\$11,565
Percent Increase		5.4%	4.5%	3.6%
Student Housing: Double	\$3,650	\$3,825	\$3,825	\$3,950
Meal Plan*	N/A	\$1,800	\$1,800	\$1,865
Room & Board Total	\$3,650	\$5,625	\$5,625	\$5,8/15
Percent Increase		54%	0%	3.4%

*Added meal plan in 2012-2013

Tuition and Fees for First-Time, Full-Time for Peer Institutions

Institution Name	2011-12 Tuition and Fees (FT/FT)	2010-11 Tuition and Fees (FT/FT)	2009-10 Tuition and Fees (FT/FT)
Art Academy of Cincinnati	\$23,530	22,740	21,850
Cleveland Institute of Art	\$33,882	32,922	31,904
Corcoran College of Art and Design	\$30,140	29,180	28,160
Delaware College of Art and Design	\$20,270	18,947	18,265
Maine College of Art	\$29,395	28,695	28,280
Memphis College of Art	\$25,050	23,950	22,600
Moore College of Art and Design	\$31,478	30,268	29,104
Pacific Northwest College of Art	\$30,730	27,926	24,268
Pennsylvania Academy of the Fine Arts	\$27,210	25,220	23,366
Pennsylvania College of Art and Design	\$18,980	18,180	17,280
Watkins College of Art Design & Film	\$18,414	15,600	14,880

Source IPEDS

Tuition and Fees for First-Time, Full-Time for Top 10 Transfer Institutions

Institution Name	2011-12 Tuition and Fees (FT/FT)	2010-11 Tuition and Fees (FT/FT)	2009-10 Tuition and Fees (FT/FT)
Corcoran College of Art and Design	30,140	29,180	28,160
Delaware College of Art and Design	20,270	18,947	18,265
Maryland Institute College of Art	37,470	35,690	34,090
Moore College of Art and Design	31,478	30,268	29,104
Pratt Institute-Main	38,980	36,790	34,880
Rhode Island School of Design	39,777	38,295	36,659
Savannah College of Art and Design	31,010	29,570	28,265
School of the Art Institute of Chicago	37,560	36,150	34,770
School of the Museum of Fine Arts-Boston	33,166	31,465	30,660
School of Visual Arts	29,500	28,140	26,800
University of Delaware	11,192	10,208	9,486

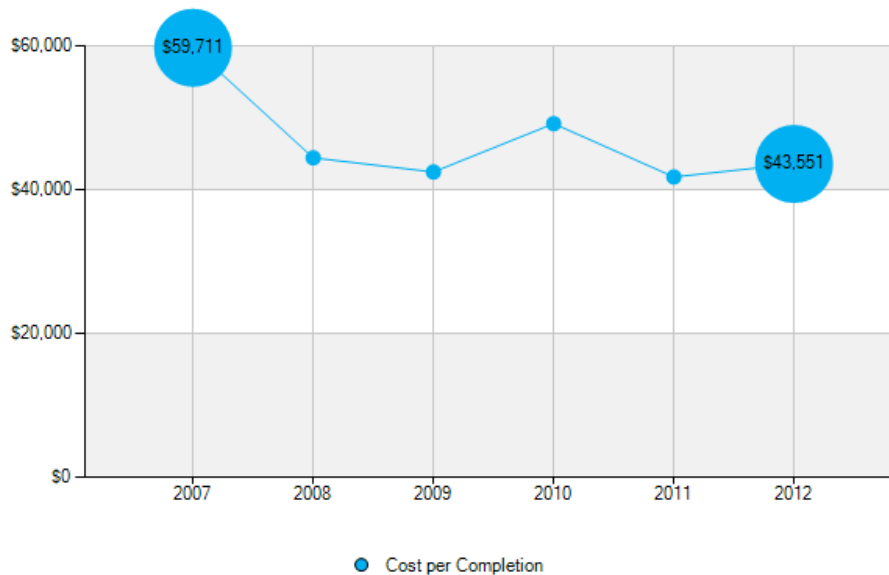
Cost per Student, College Measures

Breakdown of the College's education and related cost per student (FTE)

Cost Component 4.24.14	Cost per Student (FTE)	National Rank Among All Colleges	National Rank Among Private, not for profit Colleges	Trend
		Percentile	Percentile	
Instruction	\$4,877	53rd	43rd	↓
Student services	\$3,787	89th	81st	↓
Academic support	\$1,546	85th	62nd	↓
Operations & maintenance	\$0	6th	33rd	-
Institutional support	\$4,103	93rd	49th	↑
Overall	\$14,313	77th	41st	↓

Cost per Completion, College Measures

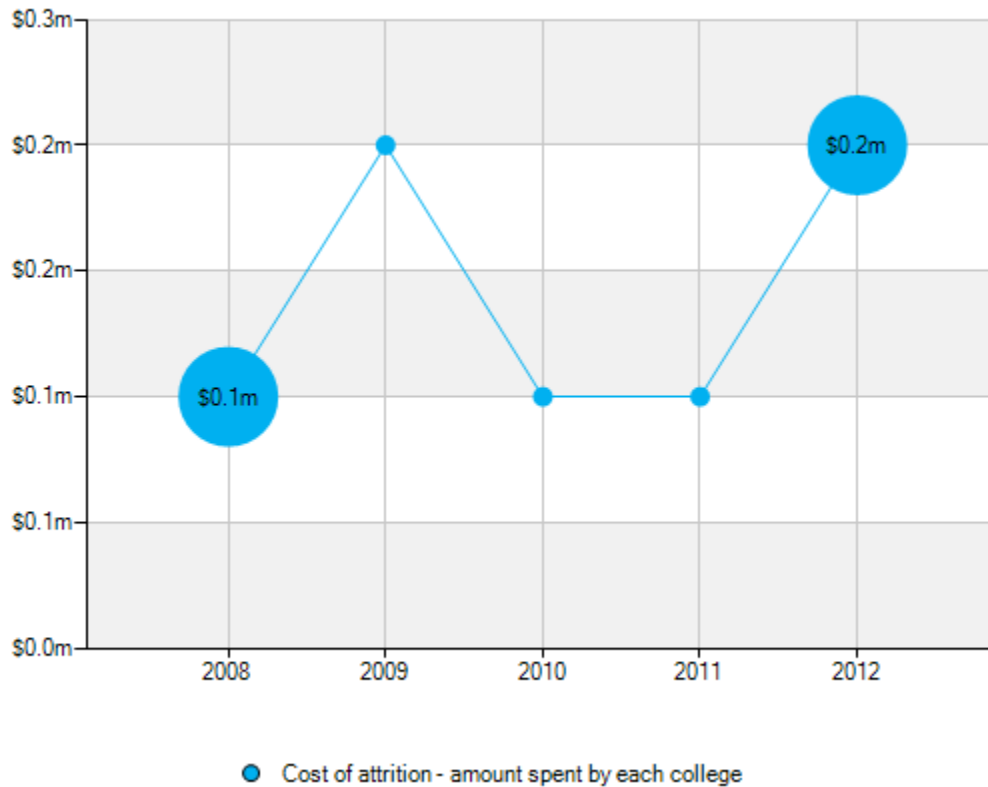
College's cost per completion



Measure	2007	2008	2009	2010	2011	2012	5-year change
Total education and related costs	\$2,089,890	\$2,842,216	\$3,055,801	\$2,950,150	\$3,172,918	\$3,397,013	+62.5 %
Degrees Granted	35	64	72	60	76	78	+122.9 %
Cost per completion	\$59,711	\$44,410	\$42,442	\$49,169	\$41,749	\$43,551	-27.1 %

Cost of Attrition, College Measures

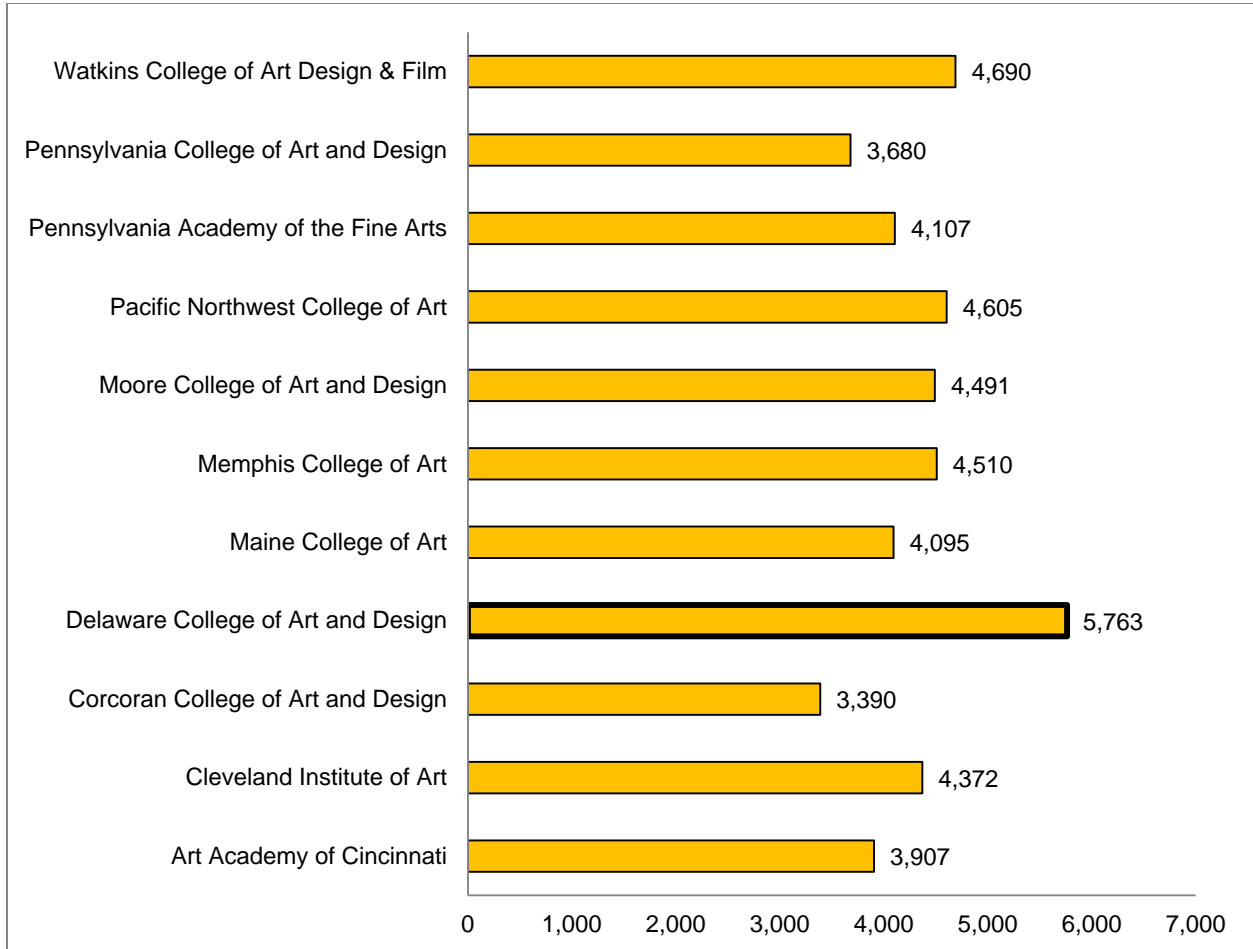
Amount spent by the College to educate first-year degree-seeking students (first-time, full-time) who did not begin a second year



Measure	2008	2009	2010	2011	2012	4-year change
First-year degree-seeking students (first-time, full-time)	102	109	119	109	118	+15.7 %
Attrition rate	7.7 %	10.2 %	8.5 %	8.7 %	9.7 %	+26.6 %
Education and related cost per student (FTE)	\$14,201	\$14,527	\$13,751	\$14,999	\$14,312	+0.8 %
Cost of attrition	\$0.1m	\$0.2m	\$0.1m	\$0.1m	\$0.2m	+47.6 %

FINANCIAL AID

2010-2011 Cohort Average Pell Grant First Time, Full Time Students IPEDS Peer Comparison



Cohort Default Rate, September 2014

School Default Rates 3-year; source [Official DoE Cohort Default Rate](#)

OPE ID	School	Type	Control	PRGMS		FY 2011	FY 2010	FY 2009
041398	DELAWARE COLLEGE OF ART AND DESIGN 600 NORTH MARKET STREET WILMINGTON DE 19801-3007	Associate's Degree	Private	Both (FFEL/FDL)	Default Rate	16.6	20	13
					No. in Default	12	12	3
					No. in Repay	72	60	23
					Enrollment figures	239	262	220
					Percentage Calculation	30.1	22.9	10.5

Secretary Duncan announced that the FY 2011 3-year national cohort default rate is 13.7 percent.

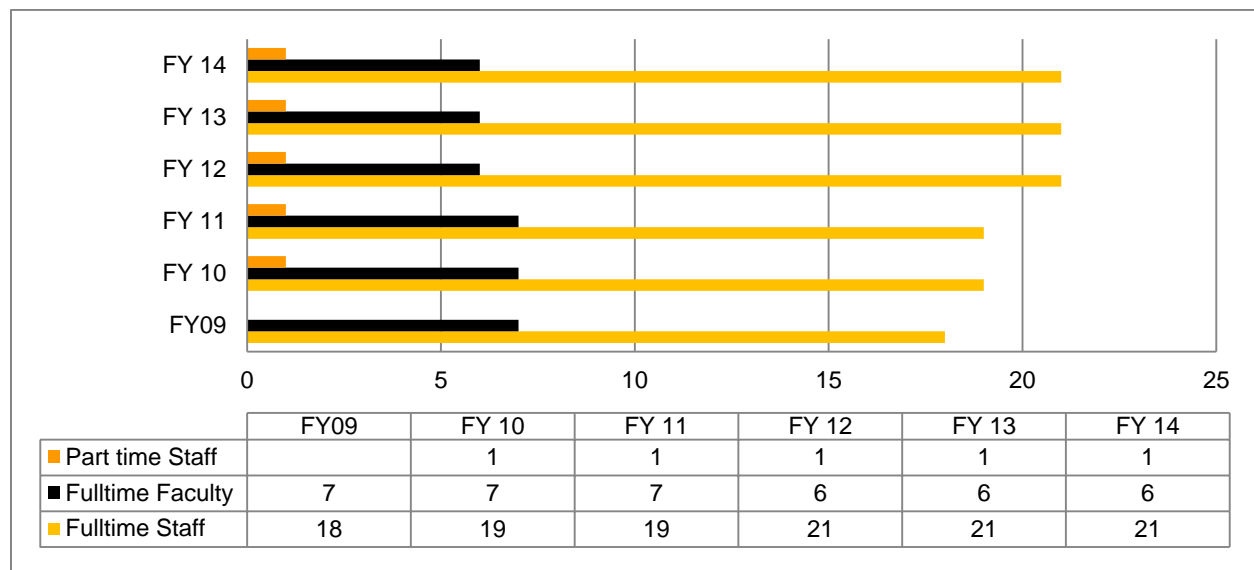
EMPLOYEES

Faculty Breakdown (FT/PT, Area by Years of Service)

DCAD Faculty by Area	1-3 yrs.	4 - 6 yrs.	7+ yrs.	Grand Total
Full-Time		1	4	6
AN		1		1
FA			1	1
GD			1	1
ID			1	1
IL			1	1
PH*			1	1
Part-Time	11	4	11	26
AN	2	1		3
FA	1		1	2
FN	1	1	4	6
GD	1			1
ID		1	1	2
IL	1			1
PH	2		1	3
LA	3	1	4	8
Grand Total	11	5	15	31

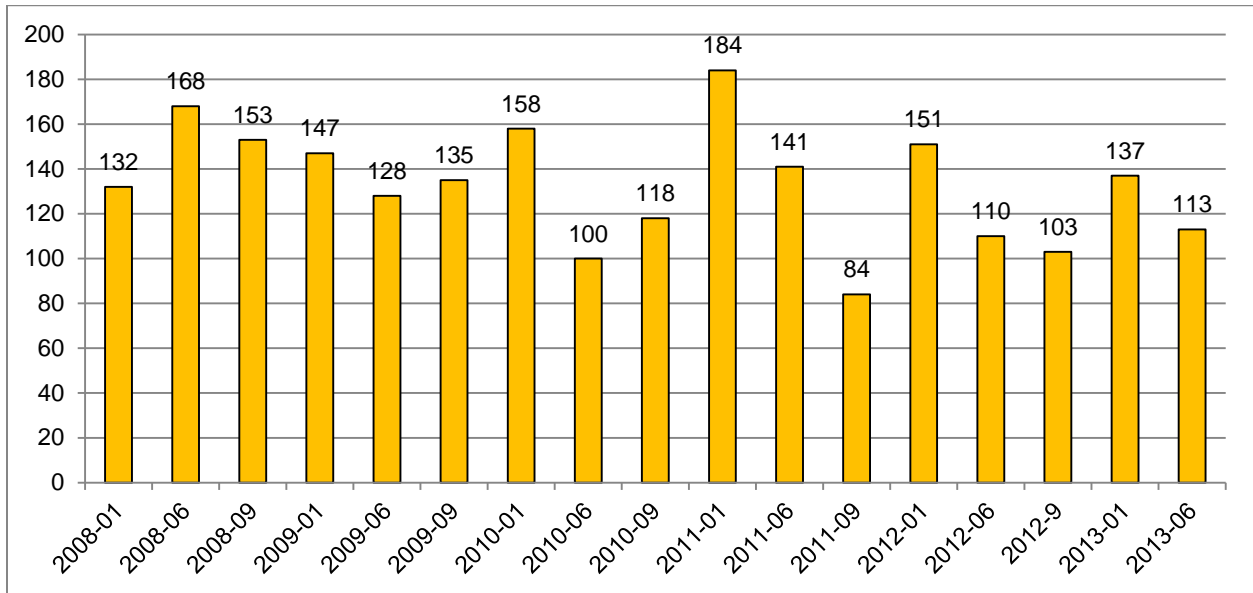
*As of 6/12, the area coordinator of photography is also the interim dean.

2009 – 2013 Employees

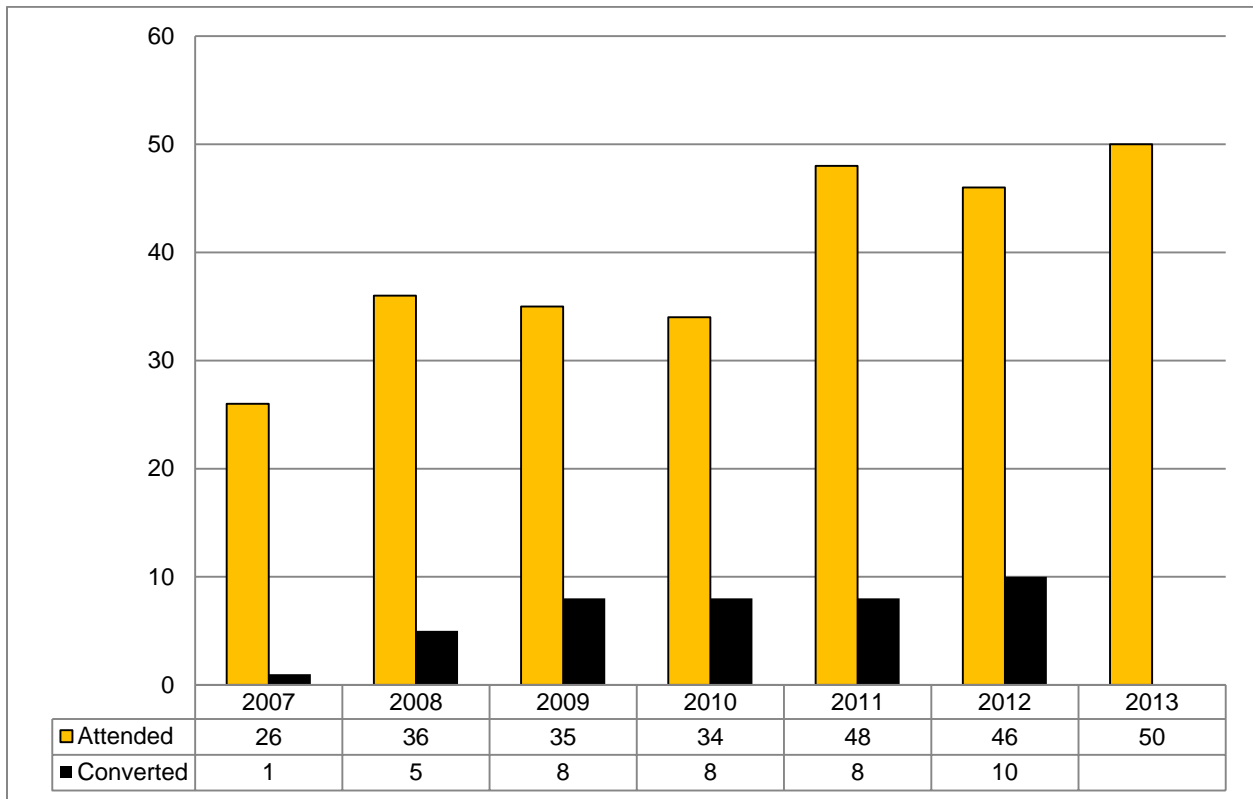


CONTINUING EDUCATION

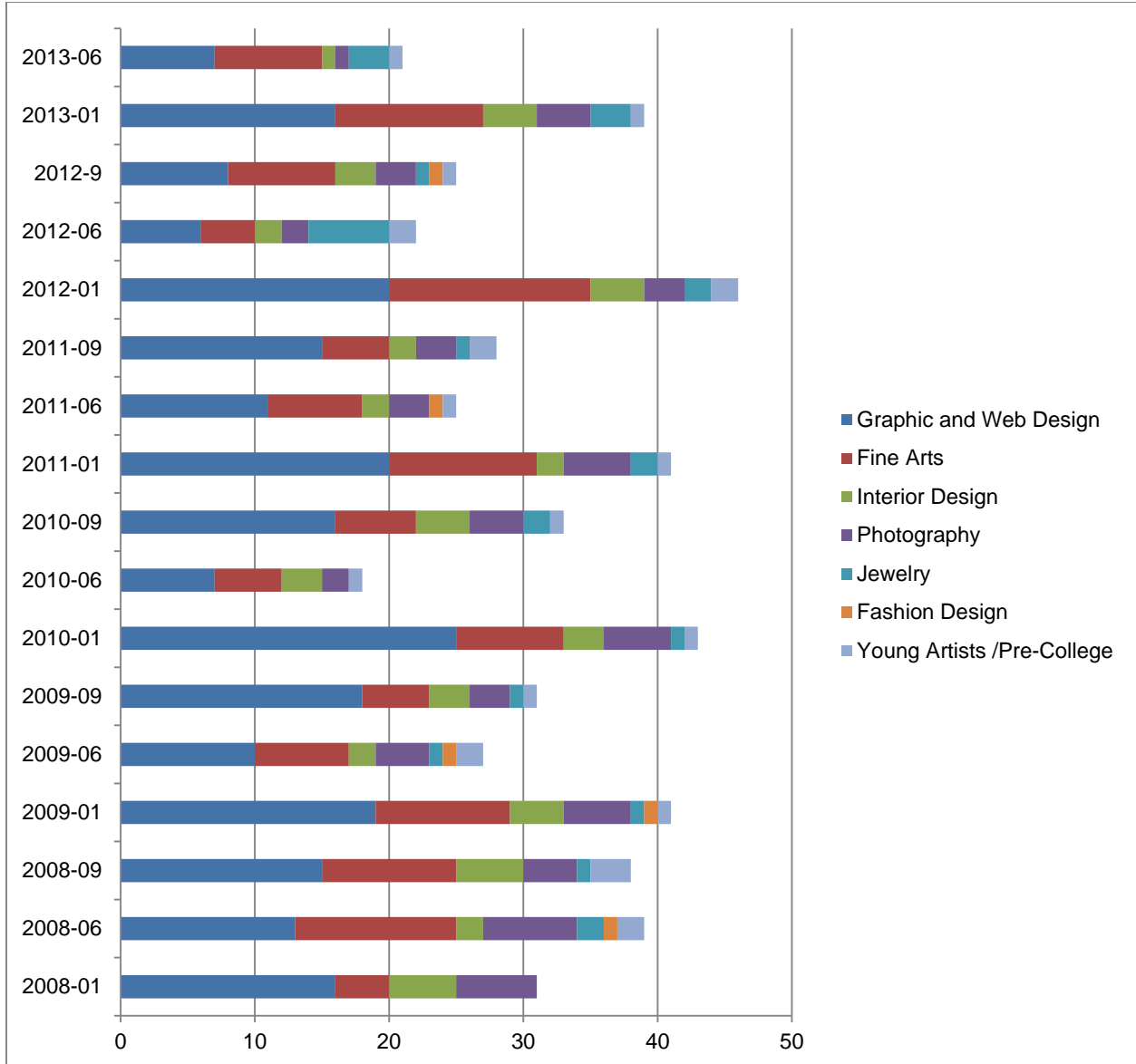
2008 – 2013 CE Enrollment



2007-2013 CE Converted

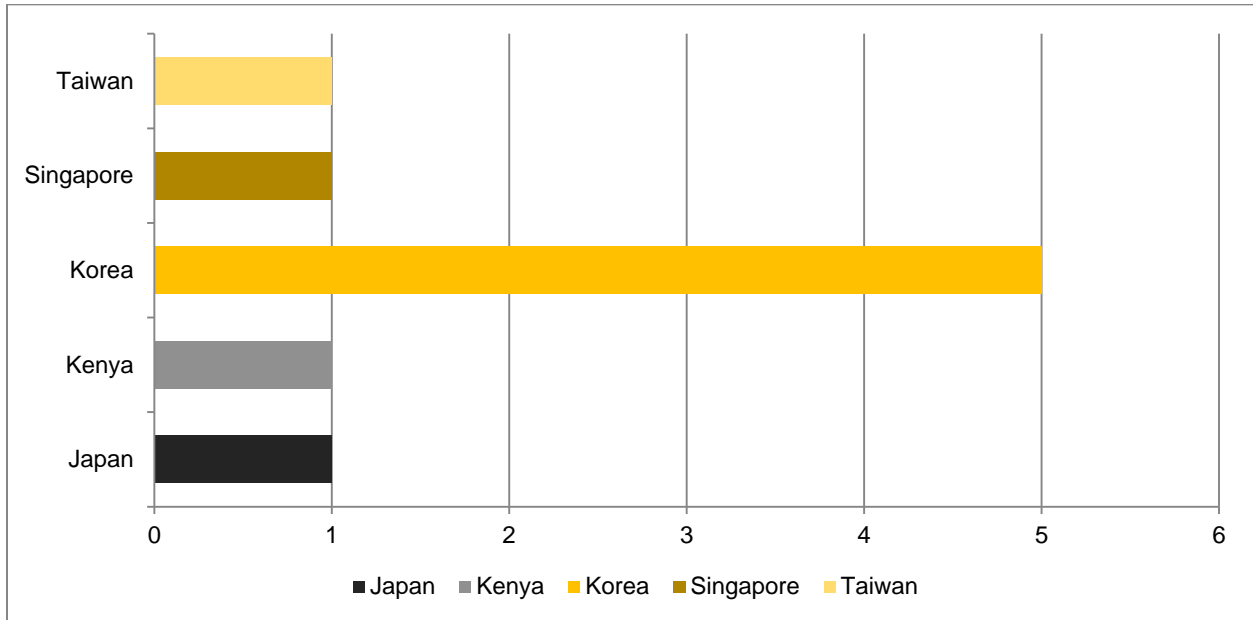


2008-2013 CE Classes Conducted by Area of Study



ALUMNI, as of April 2014

International Alumni by Location



Alumni by Race/Ethnicity

