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RUST COLLEGE

Holly Springs, MS 38635 • Phone (662)252-2491/252-8896 • Fax (662)252-8863



OFFICE OF THE PRESIDENT
David L. Beckley
dlbeckley@rustcollege.edu

May 7, 2015

Greetings:

The pages that follow this brief Opening Statement will give the facts and figures on the College's operations for the 2014-15 fiscal and academic year. As indicated in the report, 2014-15 was another banner year in our long history of preparing leaders for the future. I commend the campus family for the outstanding team work during this year. As we look to the 2015-16 fiscal year, we are a stronger institution poised for even greater service to our students for years to come.

Thanks for your continued support.

Sincerely,

David L. Beckley
President

DLB:wt



"An Institution of the United Methodist Church"



RUST COLLEGE

150 Rust Avenue • Holly Springs, MS 38635 • 662-252-8000, Ext. 4050 • FAX: 662-252-8862



Sandra C. Vaughn, Ph.D.
Vice President
Academic Affairs
Professor of Political Science
s_vaughn@rustcollege.edu

May 5, 2015

Greetings,

As we strive for academic excellence it is necessary that our planning be guided by systemic assessment of all programs and personnel. Under the leadership of Dr. Vida Mays, the Office of Planning and Assessment has begun to provide the College with the data and analysis which are necessary in our commitment to excellence. The 2015 FACT BOOK provides a snapshot of our data, assessments and analysis of the College's programs and activities for the 2014-2015 academic year. Hopefully this information will be useful. We appreciate the opportunity to prepare and share this with you.

Sincerely,

Sandra C. Vaughn, Ph.D.
Vice President for Academic Affairs and Accreditation Liaison

2014-2015 Year Highlights

Dr. Gemma Beckley,
Chair and
Professor of
Social Work, is
the first
Fulbright
awardee in Rust



College history. It was announced by the United States Department of State and the J. Williams Fulbright Foreign Scholarship Board that she was awarded a grant to do research in India during the 2015-2016 academic year. Fulbright recipients are among more than 50,000 individuals participating in U.S. Department of State exchange programs each year. The Fulbright U.S. Scholar Program is administered by the Council for International Exchange of Scholars, a division of the Institute of International Education.



Dr. Marco Robinson
and members of
the Social
Science Club
hosted the
Chickasaw
Nation Dance

Troupe who performed traditional Native American dances and shared their rich history in Mississippi and Tennessee. Dr. Robinson also worked with the Social Science Majors in conducting oral interviews with a number of local Civil Rights Veterans in celebration of the passage of the Civil Rights Act of 1964 and Freedom Summer. He presented a paper at the Annual Conference of the Association for the Study of African American Life and History in Memphis, TN during September. The

presentation explored the Freed people's search for political rights and economic equality in DeSoto County, Mississippi during Reconstruction. In addition, Dr. Robinson submitted an article proposal for an upcoming book on Black Music Across the Globe.

Dr. A.J. Stovall, Chair of the Social Science Division and Professor of Political Science, received from the University of Illinois, 2014 Dr. Fred L. Hord



Legends and Legacies Award from the Association for Black Culture Center (ABCC) Annual Meeting. Dr. Stovall has served on the ABCC Board of Directors for twenty-four (24) years and was Vice President of the Board from 1997-2002.



Dr. Charles Williams was the Mississippi Humanities Council Humanities Teacher Awards awardee, which honors outstanding humanities instructors from each of the state's

universities and colleges. These awards serve simultaneously to celebrate Mississippi's humanities teachers and to promote the continued interest in the humanities throughout the state. Dr. Charles Williams, director of research and special projects and the Roy Wilkins and Earnest A. Smith Institute of Health Equity and Social Justice. Dr. Williams presented the findings of his research which resulted in the book, "African-American Life and Culture in Orange Mound: Case Study of a Black Community in Memphis, Tenn. 1890-1980.



Nissan announced the donation of \$250,000 to six local Historically Black Colleges and Universities (HBCU) to promote STEM initiatives at each school to inspire and develop talent. U.S. Representative Bennie Thompson (D-MS) and Nissan executives will present representatives from Alcorn State University, Coahoma Community College, Jackson State University, Mississippi Valley State University, **Rust College** and Tougaloo College with resources to support their programs. "These six institutions have a rich history of continuously advancing their programs to enhance their student's educational experience. This contribution continues Nissan's commitment to HBCUs and to diversity, education and service in our community," said, Jeffrey Webster, Director of Diversity and Inclusion.

The Holly Springs/Marshall County UNCF Committee raised more than \$40,000 for scholarships during the Frances A. Hathorne 25th UNCF Banquet. The annual banquet is named in



honor of the late Frances Allen Hathorne, who served UNCF and Rust College for more than 60 years. Dr. L. LaSimba M. Gray Jr., pastor of New Sardis Baptist Church in Memphis, served as the keynote speaker.

In 1964-65, **The Council of Federated Organizations (COFO)** came to Holly Springs, Mississippi.

This monument is in honor and recognition of the students who came from across the country and joined

with **Rust College** students and local citizens to register African-Americans to vote.



Rust College A'Cappella Choir performed with Harvard College's Ku'umba Singers at the National Civil Rights Museum in Memphis, Tennessee. The Ku'umba Singers' visit to Memphis marked the end of their spring break tour. Dawn Colquitt Anderson, 1992 Rust College alumna and member of the

the Ku'umba Singers was excited to have her two favorite choirs performing together.



"The way to right wrongs is to turn the light of truth upon them"

-Ida B. Wells-Barnett

SUMMARY OF FACTS-FALL 2014

Tuition	\$9,286
Books and supplies	\$ 250
On-campus room and board	\$4,000
On-campus other expenses	\$2,250
Off-campus room and board	\$4,400
Off-campus other expenses	\$2,650
Off-campus family & other expenses	\$4,250

ACADEMIC DIVISIONS:

- Division of Business
- Division of Education
- Division of Humanities
- Division of Science and Mathematics
- Division of Social Science

DEGREES OFFERED:

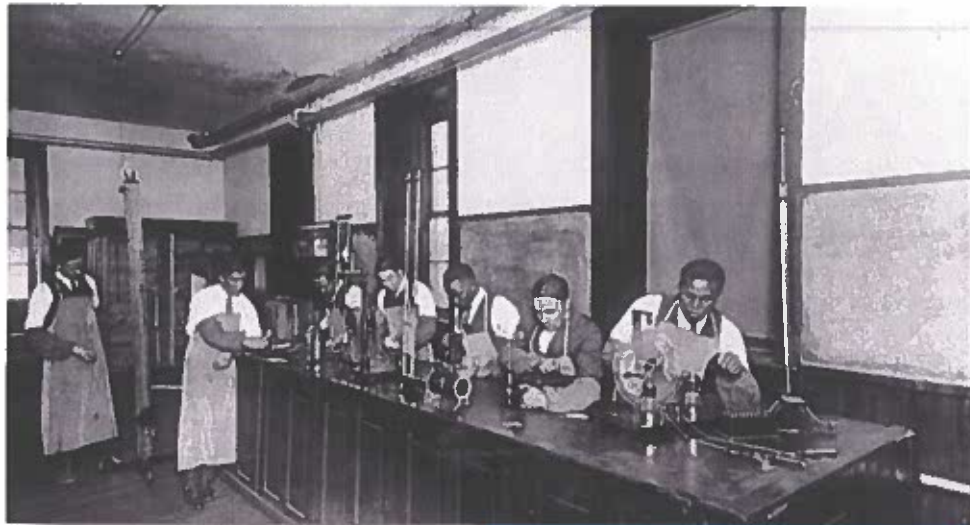
- Bachelor of Science
- Bachelor of Arts
- Associate of Science
- Bachelor of Social Work

MAJORS:

Business Administration (Areas of Concentration: Accounting, Management, Computer Information Systems); Secondary Education (Business, English, Biology, Mathematics, Social Science), Child Care Management, Early Childhood Education; Mass Communication/Broadcast Journalism, Mass Communication/Print Journalism, English; Biology, Computer Science, Chemistry, Mathematics; Political Science, Social Science, Social Science Education, Social Work and Sociology.



Retention Rate	71%
Student to Faculty Ratio	19:1
Alumni Chapters	20



Advanced Physics class, Rust College

Profile of Rust College

RUST COLLEGE was established in 1866 by the Freedman's Aid Society of the Methodist Episcopal Church. Its founders were missionaries from the North who opened a school in Asbury Methodist Episcopal Church, accepting adults of all ages, as well as children, for instruction in elementary subjects. A year later the first building on the present campus was erected.

In 1870, the school was chartered as Shaw University, honoring the Reverend S.O. Shaw, who made a gift of \$10,000 to the new institution. In 1892, the name was changed to Rust University to avoid confusion with another Shaw University. The name was a tribute to Richard S. Rust of Cincinnati, Ohio, Secretary of the Freedman's Aid Society. In 1915, the title was changed to the more realistic name, Rust College.

As students progressed, high school and college courses were added to the curriculum, and in 1878 two students were graduated from the college department. As public schools for Negroes became more widespread the need for private schools decreased, and in 1930 the grade school was discontinued. The high school continued to function until 1953.

A significant change in the administration of the institution took place in 1920 when Dr. M.S. Davage became president, the first Negro to hold that position. Dr. L. M. McCoy (1924), his successor, was the first alumnus to serve his Alma Mater as president. He was followed in 1957 by Dr. Earnest A. Smith, an alumnus, class of 1937. In 1967, Dr. William A. McMillan, a non-alumnus assumed the presidency. In 1993, Dr. David L. Beckley, an alumnus, class of 1967, became the eleventh president of Rust College.

Vision Statement

Our vision for the future reflects an institution of teaching and learning, internal and external to the classroom. Students will come to prepare for careers while living and studying in an environment that nurtures academic and personal development.

Mission Statement

Rust College is a historically Black, co-educational, senior liberal arts college founded in 1866 by the Freedman's Aid Society of the Methodist Episcopal Church to offer quality programs in business, education, humanities, science and math, and social science to prepare students for leadership and service in a global society.

WE ARE

- ❖ A college related to the United Methodist Church
- ❖ A college with sound programs designed to serve students who have a variety of academic preparations
- ❖ A college that recognizes the threefold functions of education as teaching, research, and community service, with its primary mission as teaching
- ❖ A college with programs designed to acquaint students with cultural, moral, and spiritual values both in theory and in practice
- ❖ A college that provides an opportunity for education to all, regardless of race, religion, gender, national origin, or ethnic background.

Goal Statement

To make Rust College the premier private liberal arts college in North Mississippi, serving young people from throughout the world.



Planning and Assessment

The Office of Planning and Assessment is the depository for institutional data at Rust College.

Mission Statement

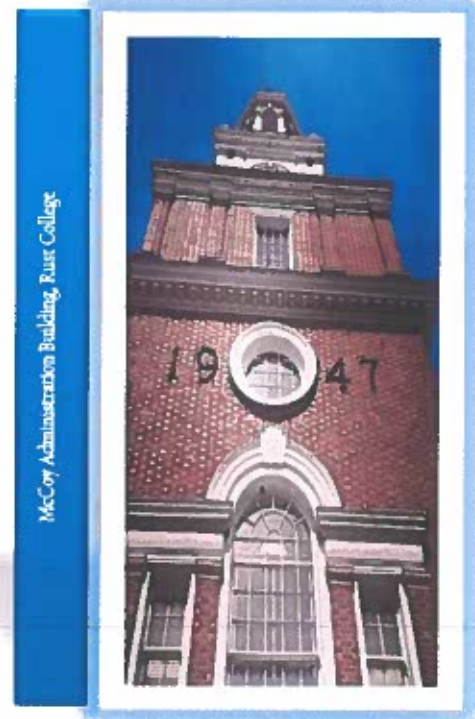
The mission of Planning and Assessment is to provide guidance and support to faculty and staff in developing, facilitating, and documenting a process of continuous improvement of student learning through the use of assessment activities designed to provide evidence of program and learning outcomes and compliance with national and professional accrediting agencies.

The Office of Planning and Assessment works with faculty, staff and administrators- assisting with all facets of assessment related needs upon request.

The Office of Planning and Assessment is responsible for informing the campus community and constituents of assessment initiatives and preparing and maintaining data and reports for special requests and accreditation. This office is responsible for all external surveys the College is required or requested to submit. Key among these is the annual IPEDS report to the Department of Education. Reports on all planning, management, and evaluation activities that support the Strategic Plan are housed in this office.

2014-2015 ACTIVITIES

- I. External Surveys
 - U.S. News and World Report
 - College Board
 - Campus Safety and Security
 - NCAA
 - Equity in Athletics Disclosure Act
 - Annual Survey of Colleges
 - Peterson's Annual Survey
- II. Completed the IPEDS Reports
 - IC Header (August 2014)
 - Institutional Characteristics (October 2014)
 - Completions (October 2014)
 - 12-Month Enrollment (October 2014)
 - Graduation Rates (February 2015)
 - Student Financial Aid (February 2015)
 - Fall Enrollment (March 2015)
 - Finance (April 2015)
 - Human Resources (April 2015)
- III. Assessment Activities
 - 2014-2019





Enrollment Services

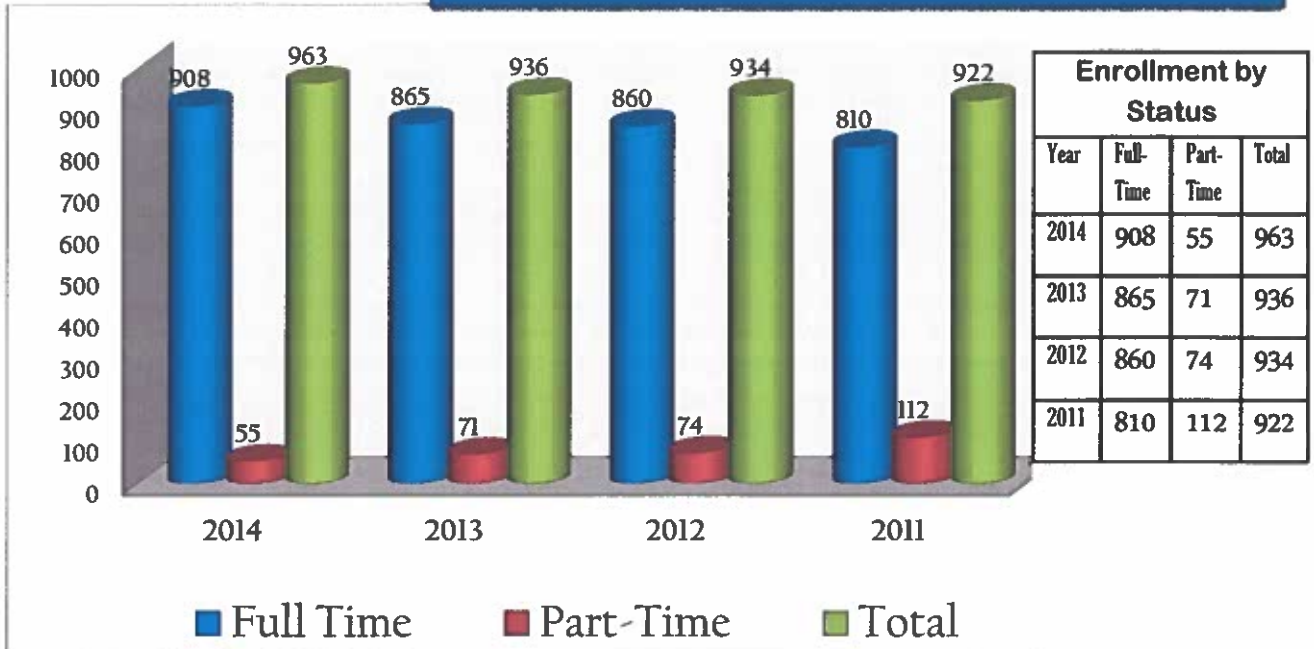
The Rust College Office of Enrollment Services is an integral part of the college which assists in meeting the institution's mission and goals. Enrollment Services is excited about academic year 2014-2015, and even more excited about the quality and quantity of new and returning students for this academic term.

The unit goal is consistent with the institutional commitment designed to assist in accomplishing *"an enrollment management system aimed at the recruitment, retention and graduation of top quality students with the necessary skills for success in their chosen field,"* and *"stabilizing full-time enrollment at 1,000 students,"* as highlighted in the strategic plan for the College. To accomplish this goal, attention has been given to enhancing marketing strategies and recruitment has been enhanced.

The primary recruiting markets are: Mississippi, Tennessee, Arkansas, Missouri, and Alabama. Recruitment efforts are expanding in the state of Georgia and community colleges across the State of Mississippi. An additional recruiter/admissions counselor has been added to the staff, as a result of expanded markets.



Student Enrollment Data 2011-2014



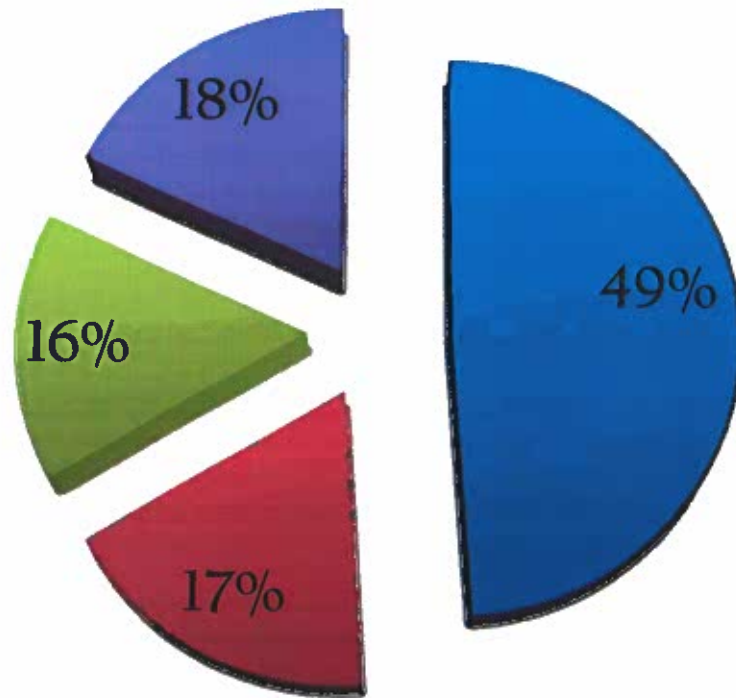
Enrollment by Summary of Students by Age Fall 2014

Age	Female	Male
Under 18	4	0
18-19	209	126
20-21	176	133
22-24	96	88
25-29	30	29
30-34	10	7
35-39	10	8
40-49	22	6
50-62	5	1
Unknown Ages	1	2
Total	563	400

2014 Residence of Students

State of Residence	Number of Students
Alabama	8
Arkansas	13
California	7
Florida	3
Georgia	17
Illinois	90
Indiana	3
Louisiana	1
Massachusetts	1
Michigan	8
Minnesota	1
Missouri	9
Mississippi	449
New York	1
Ohio	1
Pennsylvania	3
South Carolina	2
Tennessee	266
Texas	1
Washington	2
Wisconsin	20
Foreign Countries	2

2014 FALL ENROLLMENT BY CLASSIFICATION



Freshman
 Sophomore
 Junior
 Senior



2014 FALL ENROLLMENT BY CLASSIFICATION

Classification	Numbers
Freshman	472
Sophomore	168
Junior	150
Senior	173

Fall 2014-2015 Demographic List of International Students

COUNTRY	2014-2015
Bahamas	1
Gambia	11
Kenya	15
South Korea	1
Zambia	1
Zimbabwe	1
TOTAL	30

2014 IPEDS Report - Rust College Student Enrollment, Characteristics, and Retention and Graduation Cohort

Undergraduate Student Enrollment	
Total enrollment	963
Transfer-in enrollment	0
Student-to-faculty ratio	19 to 1

Undergraduate Student Characteristics	
Percent of undergraduates who are female	58%
Percent of undergraduates who are full-time	94%
Percent of undergraduates by race/ethnicity:	
American Indian or Alaska Native	0%
Asian	0%
Black or African American	96%
Hispanic/Latino	0%
Native Hawaiian or Pacific Islander	0%
White	0%
Two or More Races	0%
Race and ethnicity unknown	0%
Nonresident alien	3%
Percent of undergraduate students by age:	
24 and under	86%
25 and over	13%
Age unknown	0%

Undergraduate Retention and Graduation Rate Cohort	
First-time, full-time bachelor's seeking student retention rate	71%
First-time, part-time bachelor's seeking student retention rate	N/A
Graduation rate cohort as percent of total entering students	100%

2014 IPEDS Report - Residence of First-Time Undergraduates

Enrollment as of the institution's official fall reporting date or as of October 15, 2014

State of <u>residence</u> when student was first admitted	Total <u>first-time</u> degree/certificate-seeking undergraduates	Of students in column 1, those who enrolled within 12 months of high school graduation or receiving their GED
Alabama	2	2
Arkansas	7	7
California	1	1
Georgia	9	8
Illinois	15	10
Indiana	2	2
Louisiana	1	1
Michigan	5	5
Mississippi	135	118
Missouri	1	1
Ohio	1	1
Tennessee	104	93
Wisconsin	1	1
Foreign Countries	2	
Total first-time degree/certificate-seeking undergraduates	286	250

Financial Aid

The Primary objective of the Student Financial Aid area is to provide financial assistance to all eligible students matriculating at Rust College, who without such funds as FPELL, FSEOG, FWSP, Loans and Scholarships from private donors would be unable to attend this institution.



At Rust College, we value our students and are committed to making their education affordable. In addition to state and federal funds, the college invests from our own resources in support of financial aid programs to ensure that we attract students of high caliber who will enrich achievements, and interests. Last year, ninety-three percent of our students received some form of financial assistance to support their enrollment and success.

The Office of Financial Aid provides students with information on financial aid programs, eligibility requirements, important events, and pertinent deadline dates. Also, we assist students and parents in completing the Free Application of Federal Student Aid (FAFSA), loans, and scholarship applications.

Students at Rust College received over \$12 million dollars in combined federal, state, institutional and external forms of aid in 2013-2014. During the same period, we awarded \$5.1 million in direct student loans (Parent Plus, Subsidized and Un-Subsidized Loans) to students.

2014 IPEDS Report - Student Financial Aid (SFA) Survey Summary

Total grant aid received by all undergraduate students		\$11,046,298
Number of undergraduate students who received a Pell Grant		813
Percentage of FTFY students receiving any financial aid		99%
	Percentage of FTFY students receiving grant aid by type	Average amount of grant aid received by type
Total	99%	\$ 5,489
Federal Government	98%	\$ 4,885
Pell	93%	\$ 4,510
Other Federal	73%	\$ 802
State/Local Government	1%	\$ 325
Institutional	30%	\$ 2,202
	Percentage of FTFY students receiving loans by type	Average amount of loans received by type
Total	87%	\$ 3,168

Federal	87%	\$ 3,168
Non-federal	0%	N/A
Average net price for FTFT students who receive grant aid		\$ 9,796
Average net price for FTFT students who receive Title IV federal student aid		
\$0 – 30,000		\$ 9,193
\$30,001 – 48,000		\$ 10,119
\$48,001 – 75,000		\$ 12,138
\$75,001 – 110,000		\$ 13,835
\$110,001 and more		\$ 14,960
Military Service members and Veteran's Benefits		
	Number of students receiving benefits/assistance	Total dollar amount of benefits/assistance awarded through the institution
Post-9/11 GI Bill Benefits		
Undergraduate students	0	\$0
Department of Defense Tuition Assistance Program		
Undergraduate students	3	\$ 16,052

2014-2015 Fee Schedule

First Semester	On Campus	Off Campus
Tuition	\$ 4,743.00	\$ 4,743.00
Room and Board	\$ 2,000.00	\$ 0
Total	\$ 6,743.00	\$ 4,743.00
Second Semester	On Campus	Off Campus
Tuition	\$ 4,543.00	\$ 4,543.00
Room and Board	\$ 2,000.00	\$ 0
Total	\$ 6,543.00	\$ 4,543.00
Yearly Cost	\$13,286.00	\$ 9,286.00
2014-2015 SUMMER SCHOOL FEES		
Tuition	\$ 765.00	\$ 765.00
Insurance	\$ 15.00	\$ 15.00
Room and Board	\$ 745.00	\$ 0
Total	\$ 1,525.00	\$ 780.00

PCH - Per Credit Hour

Part-Time Student (pch)	\$ 396.00
Special/Evening/Adult Path/SSWK (pch)	\$ 396.00
Tuition Overload (pch)	\$ 396.00
Independent Study	\$ 140.00
Course Audit	\$ 100.00
Internship Fee	\$ 60.00
Graduation Fee	\$ 80.00
Key Deposit	\$ 10.00
Technology Fee (pch)	\$ 50.00
Married Housing (Semester)	\$1,265.00
Application Fees	\$ 10.00
Room Reservation Fee (annually)	\$ 50.00
Drop/Add fee (per course)	\$ 10.00
Summer Session-5 th Module (pch)	\$ 130.00
Summer Session-6 th Module (pch)	\$ 130.00
First time student (5 th /6 th module pch)	\$ 202.00
Evening/Special/Adult Path/SSWK	\$ 130.00
Married Housing	\$ 545.00

Books

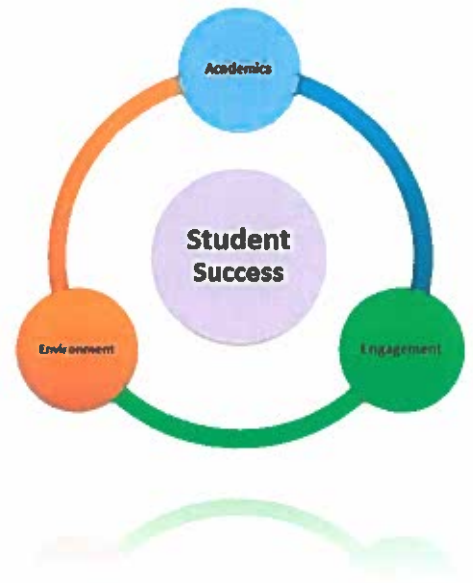
Students are not required to purchase books. Books are loaned to the students, but must be returned at the end of each module. Failure to return the books will result in a fee in the amount of each book being charged on the student's account.





Student Affairs

The area of Student Affairs provides services, programs, and activities that build on the college's academic base. The area strives to consider all aspects of a student's life, always mindful of the "whole person" and the role the area can play in a student's development as an individual, working and living responsibly within a community. The staff, programs and services are designed to help students transition into and through college and prepare them for a lifetime of learning. The Area provides opportunities that complement the academic curricula and assist students with reaching their potential.



STUDENT ORGANIZATIONS

Student Government Association (SGA), Class Organizations, Special Service Groups, Major Area Clubs, Religious Organizations, Fraternal and Sorority Organizations, and Honorary.

ATHLETIC GROUPS

Basketball, Track and Field, Baseball, Tennis, and Volleyball

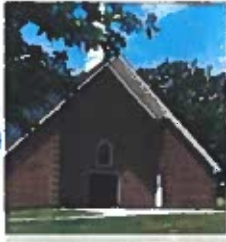
All athletic organizations operate at the will of Rust College. Therefore, all organizations must adhere to the policies, rules and regulations of the college.

School Mascot	Bearcats
School Colors	Royal Blue and White
Conference	NCAA, Division III

COLLEGE AND STUDENT PUBLICATIONS

The Rustorian - is the student newspaper, edited and circulated by the Rustorian staff selected by the student body at the Student Government election. The newspaper, published monthly during the regular semester, reflects the campus life and activities.

The Bearcat - is the college Yearbook that is published annually.



Religious Education supports the overall vision of the college by

servicing the spiritual needs of students, faculty, staff, and administration, regardless of race, religion, non-religion, gender, socio-economic status, national origin or ethnic background. Its mission is to be a dynamic diverse community of faith, supporting the entire Rust College family with a well-rounded program dedicated to teaching cultural, moral, and spiritual values in both theory and practice.

The Office of Religious Education mirrors the core values of Rust College. They are as follows:

- Faith, grounded in the Wesleyan tradition of the United Methodist Church.
- Tradition, a blend of American and African-American Christian heritage.
- Accountability, where teaching is our primary mission.
- Learning, a constant quest of excellence.
- Nurturing, training tomorrow's leaders who are students today.
- Service, so that "By Their Fruits, Ye Shall Know Them".

The primary goal of Rust College Religious Education is to provide a sacred space where the entire campus family travels a journey of faith that leads to transformation of the individual and the world where freedom, justice, liberty, dignity, and integrity are celebrated in all creation.



activities

and development and their understanding that each person matters.

Residence Education

Residence Education serves as a major component in the development of a student's ability to adapt to group living, academic achievement and social maturity in a diverse community. The degree to which a student benefits from the Residence Education depends on his/her participation in the planning and implementation of and his/her acceptance of responsibility for personal growth and development.

Comparative Residence Life Enrollment Spring 2013-Spring 2015

Residence Hall	Spring 2013	Spring 2014	Spring 2015
Davage-Smith Hall	182	153	174
E. L. Rust Hall	154	150	136
Emma Ely Hall	144	161	156
Gross Hall	81	73	74
Wiff Hall	57	58	77
Eaton Hall	4	6	6
Total	622	601	623



Health Education Services

The College Student Health Center and Services aims to empower students to make informed healthier choices, take responsibility for their lifelong wellness, and provide personalized health services, education, and prevention to a diverse student population to enhance academic achievement and personal growth.

Health Center Visits by Month 2012 - 2015

Month	2012-2013	2013-2014	2014-2015
August	191	137	194
September	189	125	210
October	90	135	127
November	135	132	142
December	110	115	117
January	102	110	106
February	110	125	123
March	105	170	84 (as of 3/19/15)
April	90	110	
May	66	96	
June	Planning	Planning	
July	Closed	Closed	
Total	1,296	1,188	1,019



Campus Security

Campus Security provides 24 hour service to protect the physical properties of the campus along with the student and employee community. Security authority encompasses all properties owned and operated by the College. The Officers investigate, prepare, and submit incident reports to the Dean of Students for further investigation and charges if required.

Campus Security Statistics for Fall 2011 – Fall 2014

Year	Fall 2011	Spring 2012	Fall 2012	Spring 2013	Fall 2013	Spring 2014	Fall 2014
Fire Arm Arrest	0	2	0	2	0	0	0
Drug Related Arrests	0	0	0	0	0	0	0
Robbery with Weapons	0	0	0	0	0	0	0
Aggravated Assaults	0	0	1	1	1	0	0
Burglary of Unoccupied Dwelling	0	1	3	0	0	0	0
Burglary (Other)	1	1	0	9	2	0	0
Auto Theft	0	0	9	0	3	0	0
Vehicle Theft (Parts)	0	0	2	1	0	0	0
Simple Assault	7	11	8	9	6	0	0
Auto Vandalism	0	0	0	0	0	0	0
Domestic Violence	0	0	2	1	0	0	0
Sexual Assault	0	0	0	1	1	0	0
Weapons Violation	0	0	0	0	3	0	0
Weapons Arrest	0	0	0	0	1	0	0
Total	9	14	29	24	17	0	0

Comparative Sanction for Spring 2013-Spring 2015

Sanction	Spring 2013	Spring 2014	Spring 2015
Probation	8	15	4
Warning	5	2	0
Expulsion	2	3	1
Suspension	27	35	8
Eviction	0	0	0
Barr Letters	4	2	0
Administrative Withdrawal	0	0	1
Total	46	57	14



Student Activities

The mission for Student Activities is to enhance the total quality of campus life for students, faculty, staff, and administrators with extra-curricular activities throughout the school year.

Recreation Facilities/Activities

Swimming, basketball, weightlifting, aerobics, board games, billiards, ping pong, softball, flag football, Aquatic (Natatorium) Center, Student REC Center, Dance Room, Club 1866, Health and Fitness Center, and Movie Theater.





Academic Affairs

The Academic Affairs' faculty and staff are dedicated to providing the instructional and emotional programs and support needed to graduate with an associate or bachelor's degree.

2014 IPEDS Report Full-time Instructional Staff by Academic Rank Men

Men							
Race/ethnicity	Academic Rank					No academic rank	Total
	Professors	Associate professors	Assistant professors	Instructors	Lecturers		
<u>Nonresident alien</u>	0	0	0	0	0	0	0
<u>Hispanic/Latino</u>	0	0	0	0	0	0	0
<u>American Indian or Alaska Native</u>	0	0	0	0	0	0	0
<u>Asian</u>	1	2	1	0	0	0	4
<u>Black or African American</u>	2	5	5	6	0	0	18
<u>Native Hawaiian or Other Pacific Islander</u>	0	0	0	0	0	0	0
<u>White</u>	1	0	2	1	0	0	4
<u>Two or more races</u>	0	0	0	0	0	0	0
<u>Race and ethnicity unknown</u>	0	0	0	0	0	0	0
Total men	4	7	8	7	0	0	26

**2014 IPEDS Report Full-time Instructional Staff by
Academic Rank Women**

Women							
Race/ethnicity	Academic Rank					No academic rank	Total
	Professors	Associate professors	Assistant professors	Instructors	Lecturers		
Nonresident alien	0	0	0	0	0	0	0
Hispanic/Latino	0	0	0	1	0	0	1
American Indian or Alaska Native	0	0	0	0	0	0	0
Asian	0	1	2	0	0	0	3
Black or African American	3	3	5	4	0	0	15
Native Hawaiian or Other Pacific Islander	0	0	0	0	0	0	0
White	0	0	1	0	0	0	1
Two or more races	0	0	0	0	0	0	0
Race and ethnicity unknown	0	0	0	0	0	0	0
Total Women	3	4	8	5	0	0	20
Total (Men + Women)	7	11	16	12	0	0	46



2014 IPEDS Report - Full Time Instructional Staff

Race/ethnicity	Total men	Total women	Total (men + women)
Nonresident alien	0	0	0
Hispanic/Latino	0	1	1
American Indian or Alaska Native	0	0	0
Asian	4	3	7
Black or African American	18	15	33
Native Hawaiian or Other Pacific Islander	0	0	0
White	4	1	5
Two or more races	0	0	0
Race and ethnicity unknown	0	0	0
Total	26	20	46

2014 IPEDS Report – Graduation Rate for Students Pursuing Bachelor’s Degrees

Graduation Rate for students pursuing Bachelor’s Degrees	
Graduation Rate for Bachelor’s Cohort	18%
Total number of students in the Adjusted Cohort	338
Total number of bachelor’s degree completers within 150% of normal time	61



First Year Experience

The First Year Experience Program is the portal of entry for all first time Rust College students. Over 95% of first year students are in campus housing; 51% indicated that neither parent graduated from college; 51% plan to get a part-time job; 62% plan to spend from 0-20 hours per week studying outside of class; 65% plan to use the library to assist in their studies; 33% are concerned they may not manage their time well; 24% plan to major in Science and Math; 19% plan to major in Social Science/Social Work; 16% Education; 13% English or Communications; 12% Business.





College Relations

The Vice President for College Relations office is an integral part of the college which assists in meeting the institution's mission and goals. The unit specifically engages in activities that help obtain the resources necessary to carry out the mission mandates. The unit also communicates with constituencies in an effort to tell the Rust College story, to keep alumni, churches and friends abreast of fund-raising activities at Rust, to cultivate new supporters, and to sustain current donors.

The mission of the office is to increase the level of public and private support required to sustain the quality and competitiveness of the College's programs. The area activities focus on student success; strengthen relationships with alumni and friends to build and sustain long-term relationships that will advance the reputation, visibility and support for Rust College.

The Vice President for College Relations has oversight of grants and contracts, development/alumni development, public relations, community affairs, institutional research and special projects, United Negro College Fund and intercollegiate athletics.

FUNDED PROGRAMS *July 1, 2012-June 30, 2015*

Funding Sources	2012-2013 Amount Funded	2013-2014 Amount Funded	2014-2015 Amount Funded
U.S. Department of Education	2,285,990.00	2,234,608.00	2,392,895.00
Corporation for Public Broadcasting	164,051.00	164,051.00	169,920.00
Department of Health and Human Services Public Health Grant-through the University of Southern Mississippi			32,193.00
National Aeronautics and Space Administration (NASA)	150,000.00	150,000.00	No cost extension
Total Federal Grants	2,600,041.00	2,548,659.00	2,595,008.00
Total State Grants	0	0	400,000.00
Total Foundations	295,150.00	385,400.00	261,300.00
Others	553,129.00	521,541.67	3,500.00
U. S. Department of Education			

Student Support Services	280,952.00	266,258.00	280,952.00
Title III Program	2,005,038.00	1,465,508.00	1,611,943.00
Title III-HBCU-SAFRA Program		502,842.00	500,000.00
Total Department of Education	2,285,990.00	2,234,608.00	2,392,895.00
Department of Health & Human Services Public Health Grant - through the University of Southern Mississippi			32,193.00
Corporation for Public Broadcasting	164,051.00	164,051.0	169,920.00
National Aeronautics and Space Administration (NASA)	150,000.00	150,000.00	No cost extension
National Institute of Health-National Institute of General Medical Sciences (Mississippi INBRE Institutional Development Award)		25,000.00	
Foundations			
J. R. Hyde Foundation	17,200.00	8,600.00	
Robert H. Hearin Support Foundation	145,000.00	145,000.00	145,000.00
Robert H. Hearin Special Funding	60,000.00		
Alcoa Foundation	500.00		
Iowa UM Foundation			
McVay Foundation		10,000.00	15,000.00
H. B. Fuller Company Foundation		400.00	
Tom Joyner Foundation			
Algernon Sydney Sullivan	12,450.00	13,350.00	
Lettie Pate Whitehead Foundation	57,000.00	124,000.00	67,500.00
Shell Oil Company Foundation		300.00	300.00
Rock River Foundation			
Leo W Seal Family Foundation			
McVay Foundation			
Judy & Jim Sloan Foundation		2,250.00	
Charitable Foundation			
New York Life Foundation			
Wal-Mart AIHEC HACU NAFEO	On going	55,000.00	On going
ExxonMobil Foundation		22,500.00	
Ida B. Wells Memorial	3,000.00	3,000.00	
New Hope Foundation		1,000.00	
Genevieve McMillan-Reba Stewart Foundation			30,000.00
The Allstate Foundation			1,500.00
C C Taylor Foundation			2,000.00
	295,150.00	385,400.00	261,300.00

Total Foundations			
Others			
HBCU-CFE-Behavioral Health Program			
Partner with Moore House School of Medicine		7,500.00	
UNCF/Henry C. McBay Research Fellowship			
Faculty Grant			
General Bd of Discipline			
Black College Fund	470,329.00	465,291.67	
UNCF/Mellon Program			
Mental Healthy Pilot Mini Grant			
Home Investment Partnership Program (HOME)	50,000.00		
Southern University for WK Kellogg Foundation	14,000.00*	2,000.00	
William and Ross-Hill	300.00		
Mississippi INBRE-IDeA-			
National Institute of General Medical Sciences of NIH		25,000.00	
TCAP Institutions (Montana State & Colorado State Universities) Partnership	10,000.00	10,000.00	
Learn & Serve America -MS			
Service Learning			
Program-Partner, University of Southern MS	5,000.00	7,250.00	
Sally and Dick Molpus	500.00		
Wm Wrigley Jr. Company	3,000.00	3,000.00	
Bank of America Charity		500.00	
State Farm Companies		1,000.00	
Community Heritage Preservation Grant			400,000.00
Mississippi Land Bank & Farm			
Credit Bank of Texas			
Community Foundation of Greater Memphis			2,500.00
Total Others			1,000.00
	553,129.00	521,541.67	403,500.00
Grand Total	3,448,320.00	3,480,600.67	****3,259,808.00

****Funded Program through October 1, 2014

Fiscal Data

The mission of the Vice President/Finance & Business office is an integral part of the college which assists in meeting the institution's mission and goals.

2014 IPEDS Report - Core Revenues

Revenue Source	Reported values	Percent of total core revenues	Core revenues per FTE enrollment
Tuition and fees	\$7,736,110	42%	\$8,418
Government grants and contracts	\$3,739,677	20%	\$4,069
Private gifts, grants, and contracts	\$2,107,606	11%	\$2,293
Investment return	\$4,935,489	26%	\$5,370
Other core revenues	\$121,983	1%	\$133
Total core revenues	\$18,640,865	100%	\$20,284
Total revenues	\$21,595,677		\$23,499

Other core revenues include government appropriations (federal, state, and local), contributions from affiliated entities; sales and services of educational activities; and other sources. Core revenues exclude revenues from auxiliary enterprises (e.g., bookstores, dormitories), hospitals, and independent operations.

2014 IPEDS Report - Core Expenses

Expense function	Reported values	Percent of total core expenses	Core expenses per FTE enrollment
Instruction	\$4,378,741	32%	\$4,765
Research	\$0	0%	\$0
Public service	\$307,326	2%	\$334
Academic support	\$751,481	5%	\$818
Institutional support	\$4,674,912	34%	\$5,087
Student services	\$2,325,387	17%	\$2,530
Other core expenses	\$1,386,777	10%	\$1,509
Total core expenses	\$13,824,624	100%	\$15,043
Total expenses	\$16,662,107		\$18,131

Other core expenses include net grant aid to students, net of discounts and allowances, and other expenses. Core expenses exclude expenses from auxiliary enterprises (e.g., bookstores, dormitories), hospitals, and independent operations.

