Trends, Salaries, and Faculty Characteristics
ATMAE Accredited Programs

2022 Faculty Demographics Report
November 10, 2022

60 of 79 Institutions Responded
76% Response Rate
Institution Type

2-Year / 4-Year

Type of Institution Responded

- Four-Year College/University: 65%
- Two-Year College: 35%
Private vs Public Institutions

Institution Type
Public/Private

Private: 2%
Public: 98%
Degrees Offered

Offered by Institutions with ATMAE Accredited Programs

- Associates Degree: 60%
- Baccalaureate Degree: 65%
- Masters Degree: 55%
- Doctoral Degree: 40%
Number of Students Enrolled in ATMAE Accredited Programs by Degree Level

- Associate Degree: 6,073
- Baccalaureate Degree: 7,536
- Masters Degree: 490
How ATMAE Accreditation Impacts Faculty Recruitment & Retention
How ATMAE Accreditation Impacts Student Enrollment

- Very Poor: 0%
- Poor: 2%
- Average: 37%
- Good: 32%
- Very Good: 17%
- N/A: 12%
How ATMAE Accreditation Impacts Graduate Placement

Graduate Placement

- Very Poor: 0%
- Poor: 2%
- Average: 23%
- Good: 35%
- Very Good: 18%
- N/A: 20%
How ATMAE Accreditation Impacts Acceptance of Graduates by Companies

Acceptance of Graduates by Companies

- Very Poor: 0%
- Poor: 2%
- Average: 23%
- Good: 35%
- Very Good: 23%
- N/A: 15%
How ATMAE Accreditation Impacts Allocation of Resources
How ATMAE Accreditation Impacts Programs’ Image

Programs' Image

- Very Poor: 0%
- Poor: 2%
- Average: 23%
- Good: 42%
- Very Good: 27%
- N/A: 5%
Course Delivery Method

Course Delivery Methods Offered

- **Face-to-Face**: 97%
- **Online**: 88%
- **Hybrid**: 62%
Total Faculty: 1261

Faculty by Gender

- Full-time Males: 57%
- Full-time Females: 15%
- Part-time Males: 23%
- Part-time Females: 6%

Four-Year College/University:
- Full-time Males: 51%
- Full-time Females: 15%
- Part-time Males: 22%
- Part-time Females: 12%

Two-Year College:
- Full-time Females: 10%
- Part-time Females: 6%
Job Boards Used for Faculty Recruitment

Websites Used to Recruit Faculty

- Indeed: 100%
- ZipRecruiter: 47%
- Monster: 24%
- CareerBuilder: 18%
- GlassDoor: 12%
- Google: 6%
Social Media Channels Used for Faculty Recruitment

<table>
<thead>
<tr>
<th>Social Media Channel</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>73%</td>
</tr>
<tr>
<td>Facebook</td>
<td>45%</td>
</tr>
<tr>
<td>Twitter</td>
<td>18%</td>
</tr>
<tr>
<td>Instagram</td>
<td>18%</td>
</tr>
<tr>
<td>Youtube</td>
<td>5%</td>
</tr>
<tr>
<td>No Social Media</td>
<td>5%</td>
</tr>
</tbody>
</table>
Methods Used for Student Recruitment

- High Schools: 23%
- Social Media: 16%
- TV: 13%
- Radio: 11%
- Billboards: 15%
- Community Colleges: 19%
- Conferences: 10%
- No Advertising: 4%
- Other: 3%
Social Media Channels Used for Student Recruitment

- **Facebook**: 39% (Four-Year College/University), 29% (Two-Year College)
- **Twitter**: 25% (Four-Year College/University), 29% (Two-Year College)
- **Instagram**: 20% (Four-Year College/University), 26% (Two-Year College)
- **YouTube**: 8% (Four-Year College/University), 8% (Two-Year College)
- **TikTok**: 8% (Four-Year College/University), 8% (Two-Year College)
Expectations for New Faculty Qualifications

1 being LEAST important and 5 being Most important
Projected Retirement

Faculty Retirement

- Less Than 2 Years
- 3 To 5 Years
- 6 To 10 Years
- 11 To 15 Years
- 16 To 20 Years
- More Than 20 Years

Four-Year College/University
Two-Year College

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Four-Year College/University</th>
<th>Two-Year College</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less Than 2 Years</td>
<td>8%</td>
<td>13%</td>
</tr>
<tr>
<td>3 To 5 Years</td>
<td>13%</td>
<td>18%</td>
</tr>
<tr>
<td>6 To 10 Years</td>
<td>24%</td>
<td>25%</td>
</tr>
<tr>
<td>11 To 15 Years</td>
<td>17%</td>
<td>21%</td>
</tr>
<tr>
<td>16 To 20 Years</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>More Than 20 Years</td>
<td>20%</td>
<td>5%</td>
</tr>
</tbody>
</table>
Faculty Education

Highest Degree Earned by Faculty

- **Doctor of Philosophy**: 52%
- **Doctor of Education**: 4%
- **Doctor of Technology**: 1%
- **Masters**: 38%
- **Bachelors**: 40%
- **Education Specialist**: 30%
- **Four-Year College/University**: 4%
- **Two-Year College**: 9%
- **Other**: 14%
Faculty Employment Status

- Tenured: 43%
- Tenure track: 15%
- Full-time on tenure track: 34%
- Adjunct: 7%
- Other: 37%

Employment Status

- Four-Year College/University
- Two-Year College

ATMAE ACCREDITATION
Faculty Ranks

- Professor: 22%
- Associate Professor: 16%
- Assistant Professor: 12%
- Instructor fulltime: 18%
- Adjunct Lecturer parttime: 29%
- Other: 2%

Four-Year College/University:
- Professor: 5%
- Associate Professor: 7%
- Assistant Professor: 7%
- Instructor fulltime: 62%
- Adjunct Lecturer parttime: 17%
- Other: 2%

Two-Year College:
- Professor: 3%
- Associate Professor: 9%
- Assistant Professor: 9%
- Instructor fulltime: 18%
- Adjunct Lecturer parttime: 17%
- Other: 2%
<table>
<thead>
<tr>
<th>Position</th>
<th>Two-Year College</th>
<th>Four-Year College/University</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Average</td>
<td>Lowest</td>
</tr>
<tr>
<td>Dean/Director (12 month Contract)</td>
<td>$88,157</td>
<td>$75,000</td>
</tr>
<tr>
<td>Associate Dean/Director (12 month Contract)</td>
<td>$76,202</td>
<td>$57,607</td>
</tr>
<tr>
<td>Department Head/Chair (12 month Contract)</td>
<td>$77,464</td>
<td>$61,200</td>
</tr>
<tr>
<td>Professor (9 month Contract)</td>
<td>$66,196</td>
<td>$51,000</td>
</tr>
<tr>
<td>Associate Professor (9 month Contract)</td>
<td>$61,664</td>
<td>$46,000</td>
</tr>
<tr>
<td>Assistant Professor (9 month Contract)</td>
<td>$54,700</td>
<td>$43,000</td>
</tr>
<tr>
<td>New Assistant Professor (Less Than 2 Years)</td>
<td>$54,298</td>
<td>$51,000</td>
</tr>
<tr>
<td>Assistant Professor without Doctoral Degree</td>
<td>$56,198</td>
<td>$49,000</td>
</tr>
<tr>
<td>Full-time Instructors (9 month Contract)</td>
<td>$50,569</td>
<td>$41,000</td>
</tr>
<tr>
<td>Lecturers/Adjunct Faculty</td>
<td>$12,770</td>
<td>$826</td>
</tr>
</tbody>
</table>