

Morningside College: 2007-08 Fact Book

Location:	Sioux City, Iowa 51106
Main Telephone number:	1-712-274-5000
Home page:	www.morningside.com
Admission toll-free number:	1-800-831-0806
Admission e-mail address:	mscadm@morningside.edu
Type of Institution:	Private, four-year, coed, residential, liberal arts
Founded:	1894 by the Methodist Episcopal Church
Degrees Conferred:	Bachelor of Arts; Bachelor of Science; Bachelor of Science in Nursing; Bachelor of Music; Bachelor of Music Education; Master of Arts in Teaching
Academic Calendar:	Semester with May Term
Academic Year:	Late August through May
Campus:	68 acres, 21 buildings
Colors:	Maroon & White

Mission Statement

The Morningside College experience cultivates a passion for life-long learning and a dedication to ethical leadership and civic responsibility.

Vision Statement

The College is a student-centered participatory community, offering a liberal arts curriculum combined with a diverse array of practical experiences. The goal is the development of the whole person through an emphasis on critical thinking, effective communication, cultural understanding, practical wisdom, spiritual discernment, and ethical action. The Morningside College graduate is equipped for both personal and professional success.

Fast Facts: 2007-08

Full-Time Undergraduate Enrollment:	1,159
Total Enrollment:	1,798
ACT Composite Score of Incoming Freshmen	
25th Percentile:	20
75th Percentile:	25
Percent with score of 20 or higher:	82%
Percent of New Freshmen in Top 25% HS Class:	46%
Student-to-Faculty Ratio:	17:1
First-to-Second Year Retention Rate (2006 Cohort):	73%
Three Majors with Largest Enrollments:	Biology (90) Business Administration (72) Elementary Education (104)
Number of Baccalaureate Graduates (2006-07):	225
Annual Tuition	\$19,040
Placement Rate (2005-06 Graduates):	99%
Total Number of Full-Time Faculty:	70
Percent of Faculty with Terminal Degree:	79%

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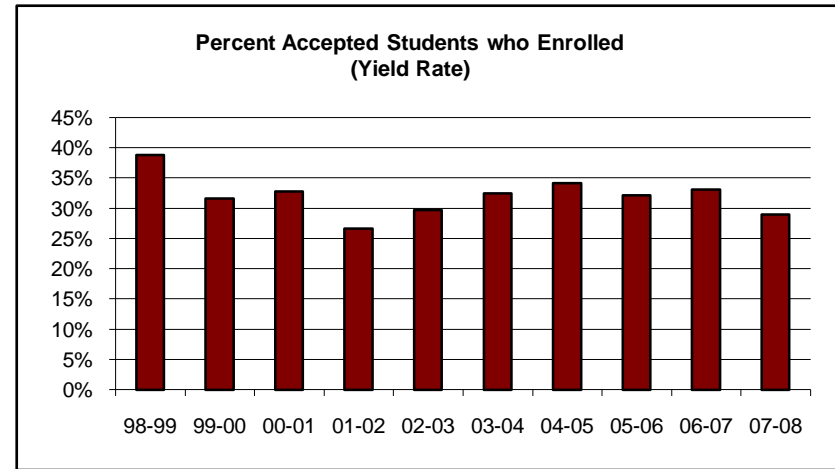
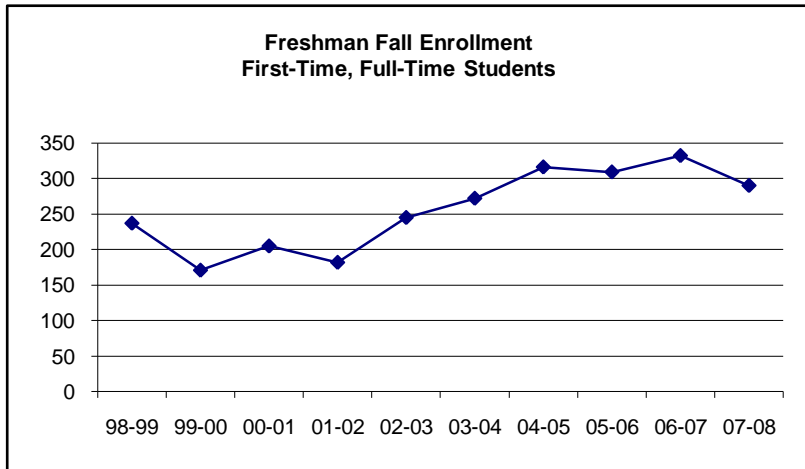
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Freshmen Matriculation Counts and Yield Rate

First-Time, Full-Time Students Only

Freshman Matriculation	1998-99	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08
Number of Applicants	694	637	814	944	1129	1126	1182	1296	1332	1334
Number Accepted	611	541	627	683	825	839	927	963	1003	1005
Number Enrolled	237	171	205	182	245	272	316	309	332	290
Percent of Applicants who were Accepted	88.0%	84.9%	77.0%	72.4%	73.1%	74.5%	78.4%	74.3%	75.3%	75.3%
Percent of Accepted who were Enrolled (Yield)	38.8%	31.6%	32.7%	26.6%	29.7%	32.4%	34.1%	32.1%	33.1%	28.9%

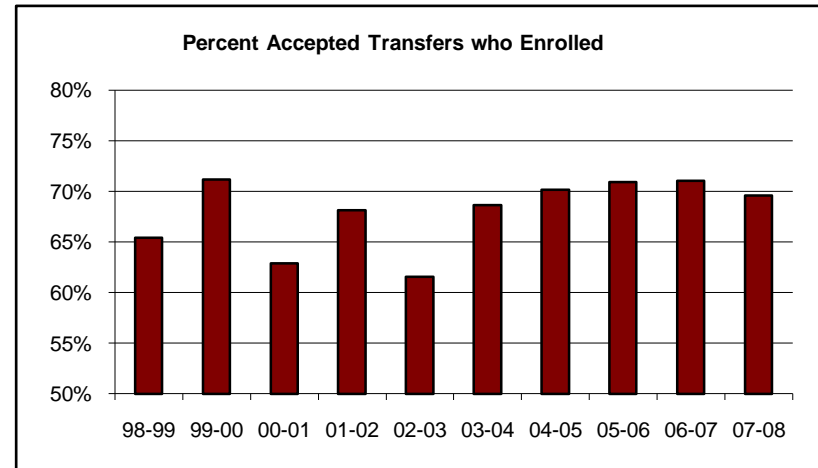
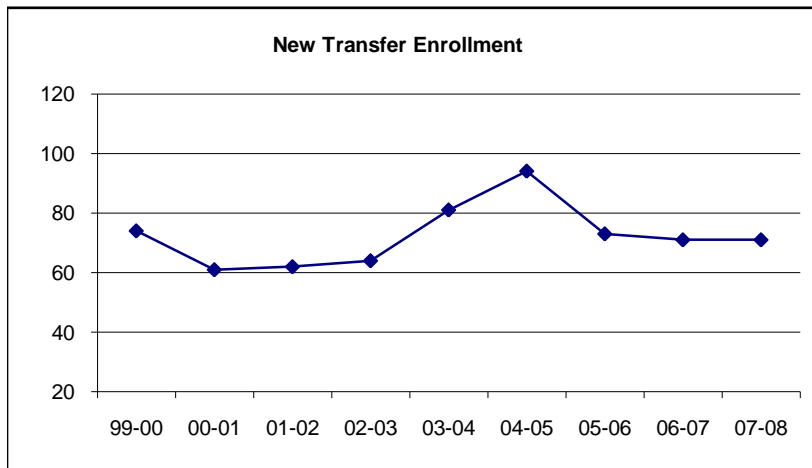


Data Source: Admissions

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New Transfer Matriculation Counts and Yield Rate

Transfer Matriculation	1998-99	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08
Number of Applicants	170	128	162	178	204	214	227	186	203	184
Number Accepted	130	104	97	91	104	118	134	103	100	102
Number Enrolled	85	74	61	62	64	81	94	73	71	72
Percent of Applicants who were Accepted	76.5%	81.3%	59.9%	51.1%	51.0%	55.1%	59.0%	55.4%	49.3%	55.4%
Percent of Accepted who were Enrolled (Yield)	65.4%	71.2%	62.9%	68.1%	61.5%	68.6%	70.1%	70.9%	71.0%	70.6%



Data Source: Admissions

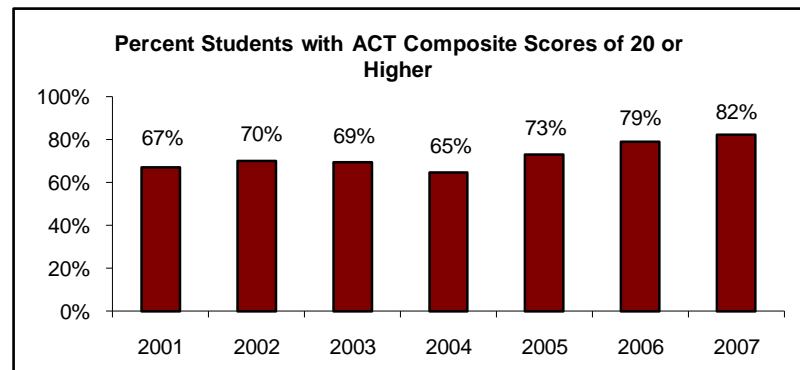
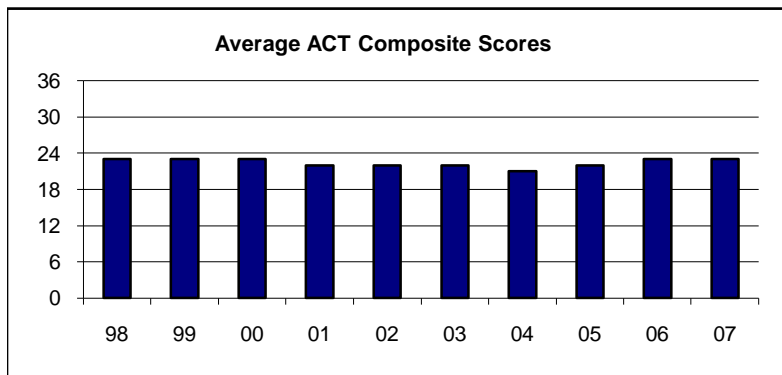
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Academic Preparation of New Students: ACT Scores

First-Time, Full-Time Undergraduate Students - Fall Semester

Average ACT Score										
	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
ACT English	23	22	22	21	21	21	21	21	22	22
ACT Math	23	21	22	21	21	21	21	21	22	22
ACT Reading	24	23	23	22	23	22	22	22	23	23
ACT Natural Sci.	23	22	23	22	22	22	22	22	23	22
ACT Composite	23	23	23	22	22	22	21	22	23	23

Frequency Distribution of ACT Composite Scores														
	2001		2002		2003		2004		2005		2006		2007	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
1-15	12	7%	6	3%	8	3%	8	3%	3	1%	1	0%	7	3%
16-19	44	26%	63	27%	73	28%	97	33%	76	26%	69	21%	44	15%
20-23	61	36%	81	35%	89	34%	113	38%	115	39%	127	39%	112	39%
24-28	45	27%	63	27%	83	32%	70	23%	82	28%	114	35%	114	39%
29-36	7	4%	17	7%	10	4%	10	3%	17	6%	16	5%	13	4%



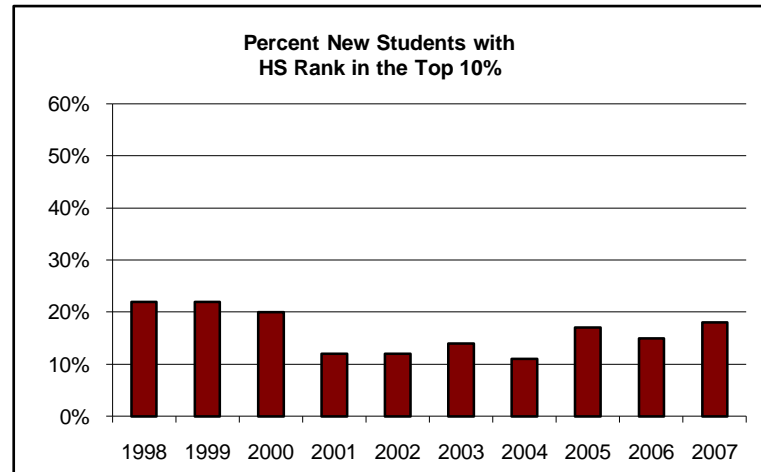
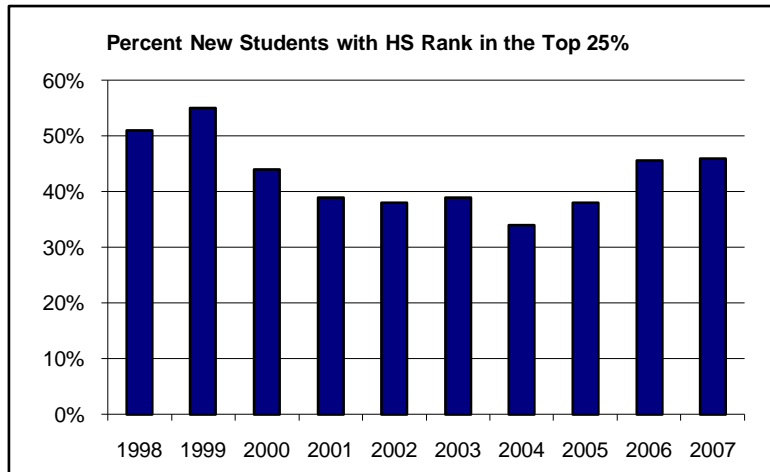
Data Source: Admissions

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Academic Preparation of New Students: High School Rank

New First-Time, Full-Time Undergraduate Students

HS Rank	Fall Semester									
	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Top 50%	77%	81%	76%	73%	71%	76%	72%	73%	78%	80%
Top 25%	51%	55%	44%	39%	38%	39%	34%	38%	46%	46%
Top 10%	22%	22%	20%	12%	12%	14%	11%	17%	15%	18%



Data Source: Admissions

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New Student State of Origin

First-Time, Full-Time Undergraduate Students only

	First Enrolling in Fall of ...				
	2003	2004	2005	2006	2007
Sioux City	50	40	45	40	33
Iowa, except Sioux City	113	153	156	171	164
Arizona	1		1		
California	2	3		2	4
Colorado	5				1
Connecticut					1
Florida	1				
Georgia		1			
Illinois	4	2	2	1	2
Kansas	5	7	2	3	
Louisiana	1				
Michigan					
Minnesota	9	5	11	6	3
Missouri	4	2	1	1	1
Montana	1				1
Nebraska	51	65	66	83	60
New York					
North Dakota				1	1
Ohio	1				
Oklahoma	1				
Oregon			2	1	
South Dakota	9	17	6	16	14
Tennessee			2		
Texas	11	14	8	4	2
Virginia			2		
Washington		1		1	
Wisconsin					1
Wyoming		2			
International	2	4	5	2	2
Military--out of country					
TOTALS	271	316	309	332	290

Note: Self-reported data based on mailing address

Data Source: Admissions

Transfer Undergraduate Students, Full-Time only

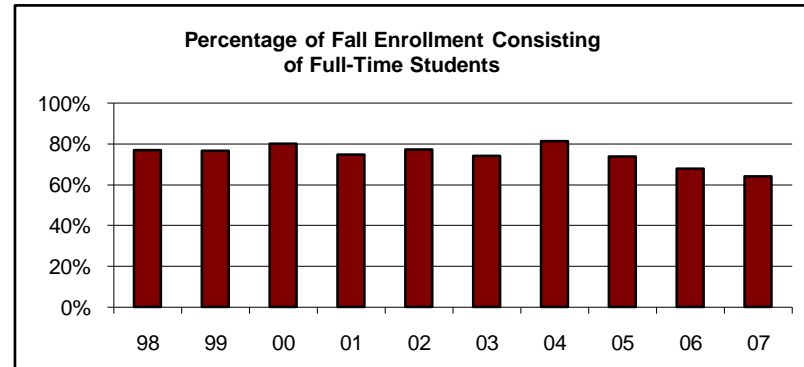
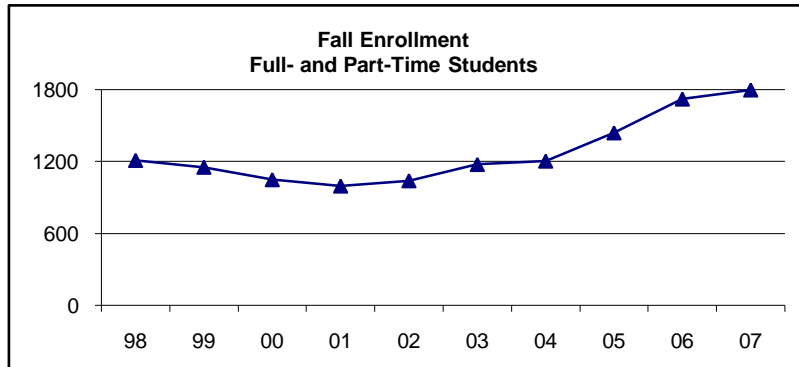
	First Enrolling in Fall of ...				
	2003	2004	2005	2006	2007
Sioux City	28	39	23	35	25
Iowa, except Sioux City	28	28	34	24	24
Alaska					
Arizona					
Arkansas	0	0	0	0	1
California	1		2	1	4
Florida	1				
Georgia					
Illinois		1			1
Kansas	1		2	1	
Kentucky					
Louisiana	1				
Minnesota	3			1	3
Missouri		1			1
Montana	3				2
Nebraska	5	17	7	6	7
New York					
North Carolina	1				
Ohio		1	1		
Oklahoma				1	
Puerto Rico		1			
South Dakota	1	1	1		1
Texas		2	1		1
Utah	1				
Virginia		1			1
Washington					
Wisconsin	1				
International	1	2	2	2	1
TOTALS	76	94	73	71	72

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Fall Enrollment

Fall Enrollment																				
	1998		1999		2000		2001		2002		2003		2004		2005		2006		2007	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Full-time	931	77%	885	77%	842	80%	744	75%	806	78%	871	74%	980	81%	1066	74%	1168	68%	1159	64%
Part-time*	279	23%	268	23%	207	20%	252	25%	234	23%	305	26%	224	19%	374	26%	554	32%	639	36%
Total	1210		1153		1049		996		1040		1176		1204		1440		1722		1798	

Fall Undergraduate Enrollment by Class (Full-Time Students only)																				
Class	1998		1999		2000		2001		2002		2003		2004		2005		2006		2007	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Freshmen**	273	29%	215	24%	225	27%	217	29%	283	35%	315	36%	358	37%	349	33%	355	30%	317	27%
Sophomores	237	25%	202	23%	170	20%	152	20%	166	21%	203	23%	246	25%	252	24%	295	25%	289	25%
Juniors	206	22%	230	26%	204	24%	169	23%	153	19%	155	18%	190	19%	229	21%	253	22%	285	25%
Seniors	210	23%	229	26%	235	28%	200	27%	192	24%	190	22%	174	18%	232	22%	259	22%	259	22%
Special	5	1%	9	1%	8	1%	6	1%	12	1%	8	1%	12	1%	4	0%	6	0%	9	0%
Total	931		885		842		744		806		871		980		1066		1168		1159	



*Includes Gateway on-site students, Evening College students, and Graduate students

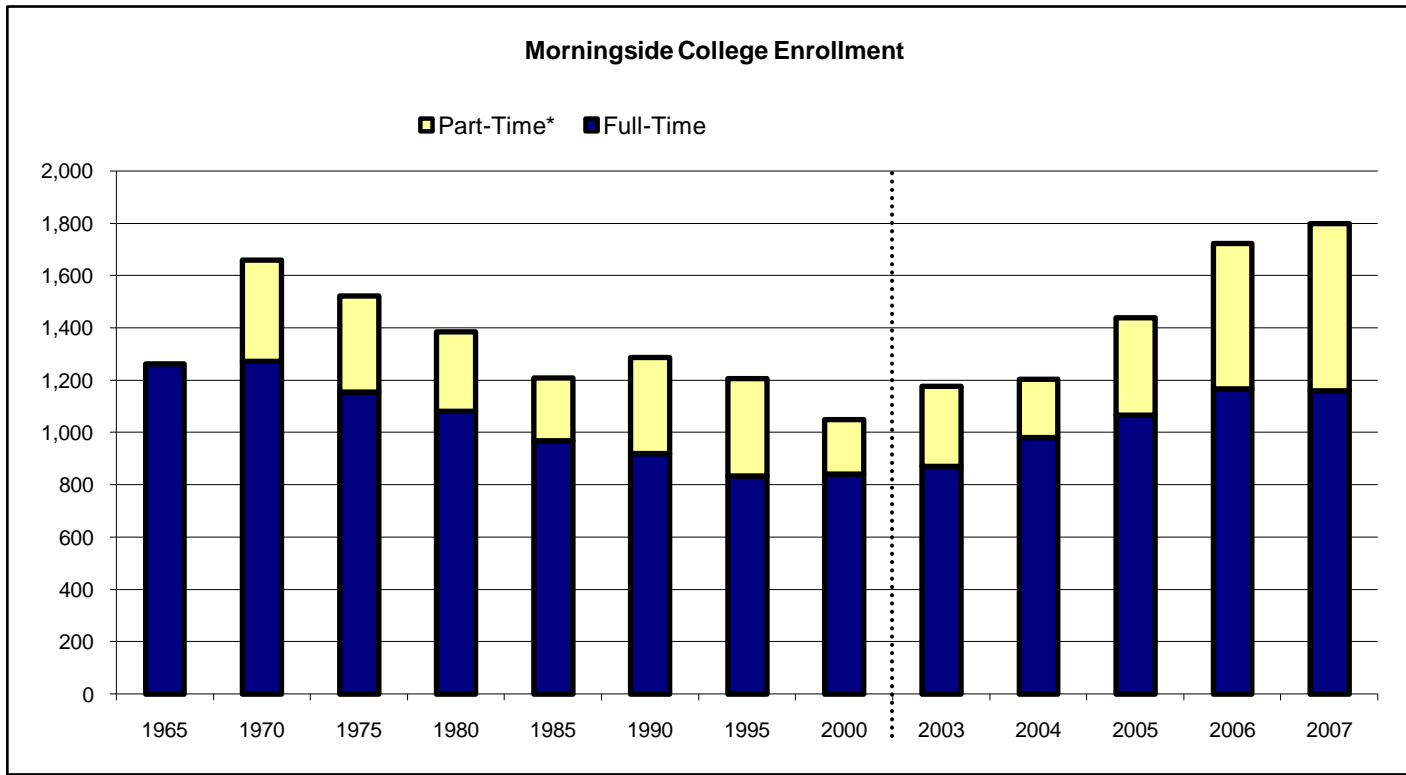
**Includes new freshmen, freshmen transfers, freshmen readmits

Data Source: Registrar

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Historical Fall Headcount

	Fall Term													
	1965	1970	1975	1980	1985	1990	1995	2000	2002	2003	2004	2005	2006	2007
Full-Time	1,263	1,272	1,155	1,082	969	919	834	842	806	871	980	1,066	1,168	1,159
Part-Time*		387	367	303	239	369	373	207	234	305	224	374	554	639



*Includes Gateway on-site students, Evening College students, and Graduate students

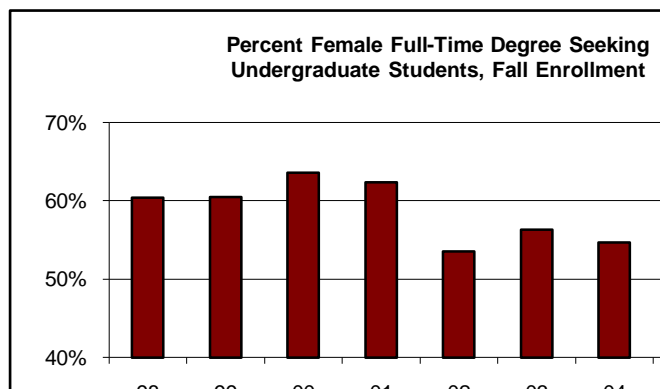
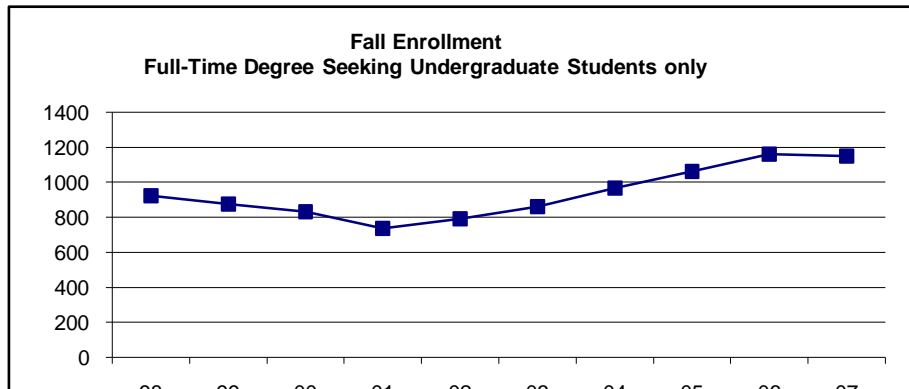
Data Source: President's Office

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Fall Enrollment by Class and Gender

Full-Time, Degree Seeking Undergraduate Students only*

Class	Gender	Fall Enrollment																			
		1998		1999		2000		2001		2002		2003		2004		2005		2006		2007	
		#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Freshmen	Male	101	37%	89	41%	67	30%	103	47%	160	57%	140	44%	176	49%	180	52%	180	51%	144	13%
	Female	172	63%	126	59%	158	70%	114	53%	123	43%	175	56%	182	51%	169	48%	175	49%	173	15%
Sophomores	Male	103	43%	77	38%	69	41%	47	31%	77	46%	109	54%	101	41%	115	46%	146	49%	147	13%
	Female	134	57%	125	62%	101	59%	105	69%	89	54%	94	46%	145	59%	137	54%	149	51%	142	12%
Juniors	Male	85	41%	95	41%	76	37%	69	41%	56	37%	63	41%	95	50%	94	41%	105	42%	137	12%
	Female	121	59%	135	59%	128	63%	100	59%	97	63%	92	59%	95	50%	135	59%	148	58%	148	13%
Seniors	Male	78	37%	85	37%	92	39%	59	30%	76	40%	65	34%	67	39%	103	44%	103	40%	104	9%
	Female	132	63%	144	63%	143	61%	141	71%	116	60%	125	66%	107	61%	129	56%	156	60%	155	13%
Total	Male	367	40%	346	39%	304	36%	278	38%	369	46%	377	44%	439	45%	492	46%	534	46%	532	46%
	Female	559	60%	530	61%	530	64%	460	62%	425	54%	486	56%	529	55%	570	54%	628	54%	618	54%
	All	926		876		834		738		794		863		968		1062		1162		1150	

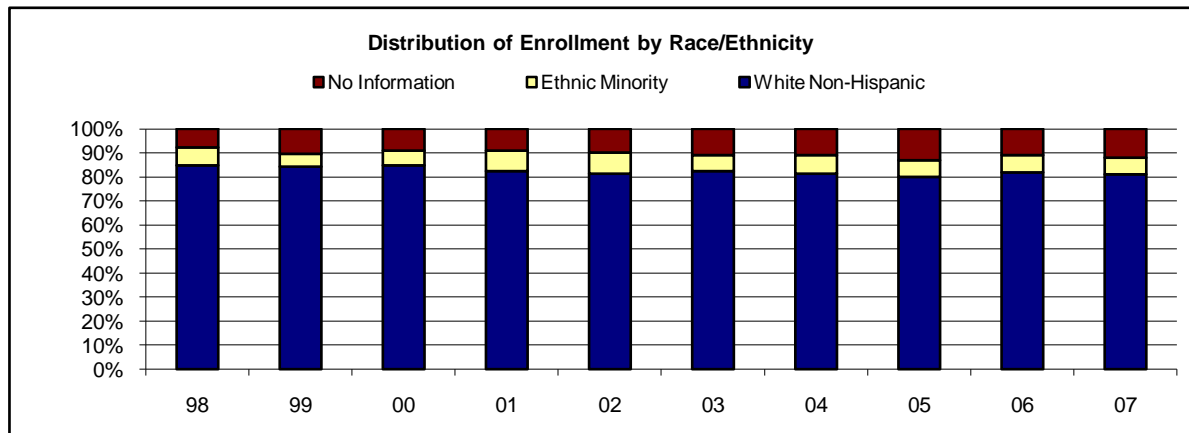


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Fall Enrollment by Race/Ethnicity

Full-Time Undergraduate Students only*

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
African-American	24	19	25	22	26	23	25	20	15	17
Asian-American	36	13	9	13	11	6	12	12	21	22
Hispanic	5	12	14	25	33	28	37	37	40	31
Native American	4	5	4	4	1	3	1	3	6	8
All Ethnic Minorities	69	49	52	64	71	60	75	72	82	78
Percent Ethnic Minority	7.4%	5.5%	6.2%	8.6%	8.8%	6.9%	7.7%	6.8%	7.0%	6.7%
White Non-Hispanic	791	745	714	613	655	717	798	856	954	943
Percent White Non-Hispanic	85.0%	84.2%	84.8%	82.4%	81.3%	82.3%	81.4%	80.3%	81.7%	81.4%
No Information**	71	91	76	67	80	94	107	138	132	138
Percent No Information	7.6%	10.3%	9.0%	9.0%	9.9%	10.8%	10.9%	12.9%	11.3%	11.9%
TOTAL	931	885	842	744	806	871	980	1066	1168	1159



*Self-reported data

**Includes non-resident aliens

Data Source: Registrar

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Fall Enrollment by Religious Preference

Full-Time Undergraduate Students only*

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Undesignated	215	208	207	184	213	261	304	323	329	335
Roman Catholic	230	207	190	177	169	180	200	225	274	253
United Methodist	180	170	165	145	153	161	188	217	231	227
Lutheran, General	133	133	124	107	131	140	163	176	170	179
Presbyterian	36	39	34	26	33	31	33	34	40	38
Lutheran, Missouri Synod	13	19	27	27	24	22	17	14	16	18
Reformed Church	23	25	16	12	11	10	10	9	12	12
Baptist, American	21	20	16	17	17	15	14	15	11	12
Evangelical Free	6	6	8	5	9	8	5	3	10	7
Baptist, Conservative	4	4	4	2	4	6	4	8	8	10
Protestant, General	9	8	7	4	6	7	6	7	8	5
Church of Christ	9	5	5	2	4	2	7	7	7	4
Assembly of God	4	3	3	2	4	4	3	4	7	6
Baptist, Other	2	2	3	3	1	1	1	0	6	17
Latter Day Saints	2	2	2	4	1	1	3	3	5	1
Disciple of Christ	12	10	7	4	3	2	1	2	4	3
Nazarene	0	0	1	2	2	4	4	4	3	3
Pentecostal	7	4	6	4	2	2	5	3	3	5
Christian Reformed	7	4	3	1	4	4	2	2	3	5
Eastern Orthodox	1	1	1	3	2	1	1	1	3	4
Episcopal	8	5	4	1	0	0	0	0	3	4
Buddhist	3	1	1	2	1	1	1	1	2	2
Jehovah's Witness	0	0	1	3	2	2	1	0	2	2
United Church of Christ	4	4	3	1	1	0	0	0	2	1
Covenant	0	1	1	3	3	2	3	2	1	1
UCC Congregational	1	2	1	0	1	1	1	2	1	2
Baptist, Southern	0	0	0	0	0	0	1	1	1	0
Lutheran, American	0	0	0	0	0	0	1	1	1	1
Jewish	0	0	0	0	0	0	0	1	1	0
Unitarian	0	0	0	0	0	0	0	1	1	1
Greek Orthodox	0	0	0	0	1	1	1	0	1	0
Reorganized Latter Day Saints	0	0	0	0	0	0	0	0	1	0
Seventh Day Adventist	1	2	2	2	3	2	0	0	1	1
Mennonite	0	0	0	1	1	0	0	0	0	0
Quakers/Friends	0	0	0	0	0	0	0	0	0	0
TOTALS	931	885	842	744	806	871	980	1066	1168	1159

*Self-reported data

Data Source: Registrar

Morningside College: 2007-08 Fact Book

Geographic Distribution of Students

Full-Time Undergraduate Students only

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Sioux City	284	256	234	232	196	212	224	249	258	232
Iowa, sans Sioux City	442	421	389	328	348	380	431	470	541	539
Alabama	0	0	0	0	2	0	0	0	0	0
Alaska	0	0	0	0	0	0	0	0	0	0
Arizona	3	0	3	2	1	2	0	1	1	0
Arkansas	0	0	1	0	0	0	0	1	1	1
California	6	17	12	7	6	4	6	4	6	16
Colorado	6	4	5	4	5	11	6	5	2	1
Connecticut	1	0	0	0	0	0	0	0	0	1
Delaware	0	0	0	0	0	0	0	0	0	0
District of Columbia	0	0	0	0	0	0	0	0	0	0
Florida	1	0	2	1	4	3	1	0	0	0
Georgia	0	0	0	0	0	0	1	0	0	1
Idaho	0	1	0	1	0	0	1	1	0	0
Illinois	3	3	5	4	6	5	5	6	6	8
Indiana	0	0	0	1	0	0	0	0	0	0
Kansas	3	2	6	3	7	10	14	13	10	6
Louisiana	0	0	0	0	0	2	0	0	0	0
Maryland	0	0	0	0	0	0	0	0	0	0
Massachusetts	1	1	1	1	1	0	0	0	0	0
Michigan	2	1	1	1	0	0	0	0	0	0
Minnesota	35	29	29	27	30	32	25	23	21	22
Mississippi	0	0	0	0	0	0	0	0	0	0
Missouri	2	1	7	5	6	6	7	4	7	4
Montana	0	0	1	0	2	5	2	1	0	3
Nebraska	68	74	85	74	102	119	164	198	225	242
Nevada	0	0	0	0	0	0	1	1	0	0
New Jersey	1	0	0	0	0	0	0	0	0	0
New Mexico	0	0	0	0	1	1	0	0	0	1
New York	2	3	3	8	7	5	0	0	0	0
North Dakota	1	0	1	0	5	5	1	1	2	2
Ohio	1	1	1	0	0	1	1	0	0	0
Oklahoma	2	1	1	0	0	1	1	0	1	0
Oregon	0	0	1	2	1	1	0	2	2	1
Pennsylvania	1	0	0	0	0	0	0	0	0	0
Puerto Rico	1	4	3	2	2	0	1	1	2	1
Rhode Island	0	0	0	0	0	0	0	0	0	0
South Carolina	0	0	0	1	0	0	0	0	0	0
South Dakota	13	16	14	16	23	23	30	26	38	40
Tennessee	0	0	0	0	0	0	0	2	2	3
Texas	9	7	5	9	23	15	25	21	17	15
Utah	1	0	0	0	0	1	1	2	1	0
Vermont	2	1	1	1	1	0	0	0	0	0
Virginia	0	0	0	0	1	0	1	2	0	1
Washington	1	2	4	3	5	3	3	2	3	0
West Virginia	0	0	1	0	0	0	0	0	0	0
Wisconsin	7	1	0	0	3	2	2	2	1	1
Wyoming	0	0	0	0	0	0	2	2	2	2
International	31	39	26	11	18	22	23	25	18	16
Military--out of country	1	0	0	0	0	0	1	1	1	0
TOTALS	931	885	842	744	806	871	980	1066	1168	1159

*Self-reported data (mailing address)

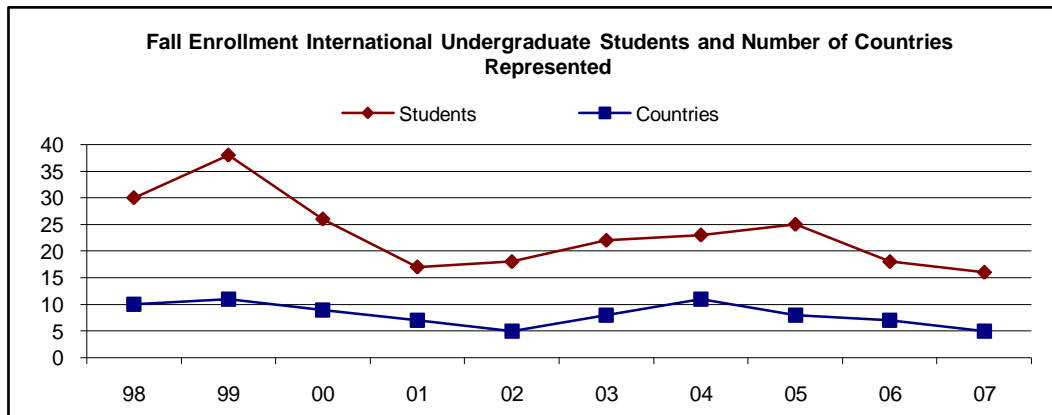
Data Source: Registrar

Morningside College: 2007-08 Fact Book

Geographic Distribution of International Students

Full-Time Undergraduate Students only

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Albania	0	0	0	0	0	1	1	1	1	0
Australia	1	0	0	0	0	0	0	0	0	0
Bahamas	0	0	0	0	0	0	0	0	0	0
Brazil	0	1	0	0	0	0	0	0	0	0
Canada	0	0	1	0	0	0	0	0	1	0
China	0	1	1	0	0	0	0	0	0	0
Espana (Spain)	0	0	0	0	0	1	2	1	0	0
France	2	1	1	0	0	0	0	0	0	0
Germany	0	1	1	0	0	0	1	2	2	3
Ghana	0	0	0	0	0	0	1	1	1	0
Indonesia	0	0	0	0	0	0	0	0	0	0
Ivory Coast	0	0	0	0	0	0	0	0	0	0
Japan	6	7	3	5	7	10	12	16	10	8
Jordan	0	0	0	0	0	1	1	0	0	0
Kenya	0	0	0	0	0	0	0	0	0	1
Korea	1	2	1	1	0	0	0	0	0	0
Lebanon		0	0	0	1	0	0	0	0	0
Mexico	1	0	0	0	0	0	0	0	0	0
Northern Ireland	1	0	1	0	2	0	1	1	1	1
Panama	0	1	0	0	0	0	0	0	0	0
Russia	0	0	0	0	0	0	0	0	0	0
Saudi Arabia	0	0	0	0	0	0	1	0	0	0
Taiwan	17	22	15	9	7	5	1	2	2	3
Uganda	0	0	0	0	0	0	0	0	0	0
United Kingdom	0	1	0	0	0	2	0	0	0	0
Yugoslavia	0	0	0	1	1	1	1	0	0	0
Zimbabwe	1	1	2	1	0	1	1	1	0	0
TOTALS	30	38	26	17	18	22	23	25	18	16



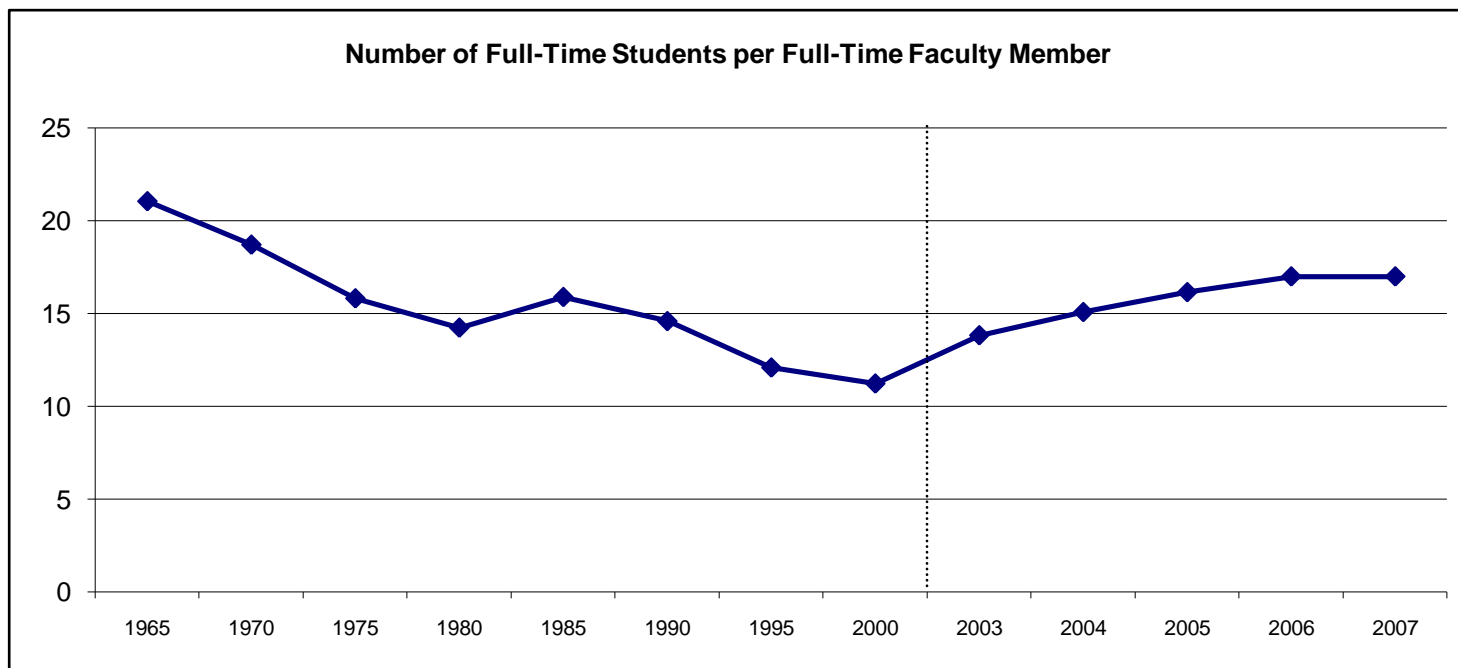
Data Source: Registrar

Morningside College: 2007-08 Fact Book

Student/Faculty Ratio

Full-Time only

	1965	1970	1975	1980	1985	1990	1995	2000	2002	2003	2004	2005	2006	2007
Number of Full-Time Students per Full-Time Faculty Member	21	19	16	14	16	15	12	11	12	14	15	16	17	17



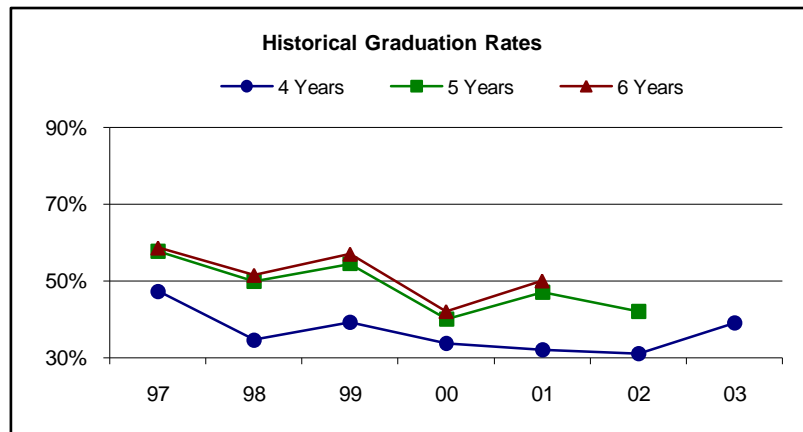
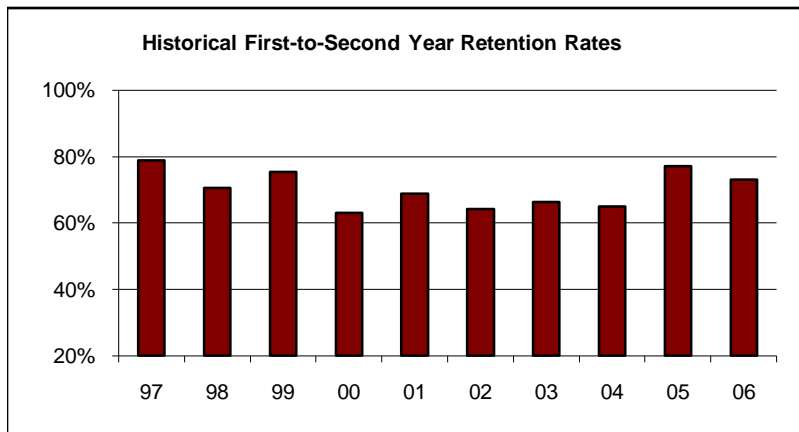
Data Source: President's Office

Morningside College: 2007-08 Fact Book

Historical Retention and Graduation Rates

Entering Cohorts (First-Time, Full-Time Undergraduate Students)

Entering Cohort	Beginning Enrollment	First-to-Second Year Retention Rate	Graduated within 4 Years	Graduated within 5 Years	Graduated within 6 Years
1997	203	79%	47%	58%	59%
1998	237	71%	35%	50%	51%
1999	171	75%	39%	54%	57%
2000	205	63%	34%	40%	42%
2001	182	69%	32%	47%	50%
2002	245	64%	31%	42%	
2003	272	66%	39%		
2004	316	65%			
2005	309	77%			
2006	332	73%			
2007					



Data Source: Admissions

Morningside College: 2007-08 Fact Book

Retention and Persistence to Graduation

First-Time, Full-Time Undergraduate Students

	1998		1999		2000		2001		2002		2003		2004		2005		2006		2007	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Entering Cohort*:	237		171		205		182		245		272		316		309		332		290	
Returning:																				
2nd year	167	70%	129	75%	129	63%	125	69%	157	64%	180	66%	205	65%	238	77%	244	73%		
3rd year	139	59%	99	58%	101	49%	103	57%	124	51%	145	53%	173	55%	197	64%				
4th year	127	54%	100	59%	95	46%	92	51%	119	49%	139	51%	164	52%						
5th year	45	19%	34	20%	18	9%	31	17%	30	12%	27	10%								
6th year	6	3%	5	3%	3	1%	7	4%	2	10%										
7th year	2	1%	1	1%	1	1%	2	10%												
Graduating in:																				
3 years	0	0%	1	1%	0	0%	2	1%	0	0%	0	0%	3	10%						
4 years	82	35%	66	39%	69	34%	57	31%	76	31%	105	39%								
5 years	36	15%	26	15%	12	6%	27	15%	28	11%										
6 years	4	2%	4	2%	5	2%	5	3%												
TOTAL	122	51%	97	57%	86	42%	91	50%	104	42%	105	39%	3	1%						

*Does not include transfer students

Data Source: Admissions

Morningside College: 2007-08 Fact Book

Major Enrollment

Fall Undergraduate Enrollment, Duplicated Count

Department	Major	2003	2004	2005	2006	2007
Art	Art Teaching	5	10	12	8	8
	Art-Studio	21	18	18	11	12
	Graphic Design	30	31	30	29	36
	Photography	12	12	16	23	23
	Department Total	68	71	76	71	79
Biology and Chemistry	Biology	53	55	72	89	90
	Biology Teaching	4	0	0	0	11
	Chemistry	9	2	8	10	20
	Chemistry/Biology Teaching	0	2	2	1	2
	Chemistry/Physics Teaching	0	1	1	0	0
	General Science Teaching	0	0	0	2	2
	Department Total	66	60	83	102	125
Business Administration and Economics	Accounting	21	13	15	17	27
	Advertising	11	8	7	12	17
	Business Administration	67	81	90	60	72
	Business Education	7	4	0	2	0
	Busn Ad-Fin & Int'l Trade	0	0	1	0	2
	Busn Admin-Finance	10	11	10	17	26
	Busn Admin-Economics	0	0	0	0	1
	Busn Admin-Human Res.	4	10	2	1	1
	Busn Admin-International Trade	4	2	2	3	2
	Busn Admin-Management	0	0	16	35	49
	Busn Admin-Marketing	13	13	15	33	34
	Corporate Communication	8	11	7	8	12
	Human Resource Mgmt	8	6	2	1	0
	Department Total	153	159	168	189	243
Education	Elementary Education	110	81	86	94	104
	Special Education	23	20	23	29	29
	Department Total	140	102	111	123	133
English	English	0	0	12	0	16
	English Literature	2	3	5	2	0
	English Teaching Sec	12	12	0	14	5
	English Writing	10	12	10	9	0
	Department Total	24	27	27	25	21
History and Political Science	Amer Hist/Gov Teach	0	0	0	2	4
	Amer/World Hist Teach	4	12	5	8	11
	American Hist Teaching	5	2	11	2	0
	History	7	8	15	1	14
	History & Political Science	1	0	0	0	0
	History Teaching	1	0	0	11	0
	History-American	1	1	2	1	2
	History-Amer-World	3	1	0	0	0
	History-World/Asian	0	1	0	0	0
	International Affairs	0	1	1	1	1
	Political Science	11	11	23	25	11
	Department Total	33	37	57	51	43

Morningside College: 2007-08 Fact Book

Major Enrollment

Fall Undergraduate Enrollment, Duplicated Count

Department	Major	2003	2004	2005	2006	2007
Mass Communication	Mass Comm-Electronic Media	7	6	8	2	1
	Mass Comm-Print Media	2	1	1	2	1
	Mass Communication	16	16	15	18	32
	Department Total	25	23	24	22	34
Mathematical Sciences	CIS	3	0	0	0	0
	Computer Science	29	26	16	21	17
	Engineering Sciences	0	0	0	1	1
	Mathematics	9	23	24	26	14
	Mathematics Teaching	8	0	0	0	12
	MIS	3	0	0	0	0
	Physics Teaching	1	0	0	3	0
	Physics/Engineering Physics	1	3	5	5	6
Department Total	54	52	45	56	50	
Modern Languages	Spanish	8	5	19	7	10
	Spanish Teaching	2	4	0	7	4
	Department Total	10	9	19	14	14
Music	Music	9	10	12	5	7
	Music education	11	10	7	11	11
	Music performance	9	5	7	5	3
	Department Total	29	25	26	21	21
Nursing	Nursing	41	57	68	74	84
Philosophy	Philosophy	1	0	3	0	3
	Philosophy/Religion	0	0	1	1	0
	Department Total	1	0	4	1	3
Psychology	Biopsychology	0	0	0	1	5
	Industrial/Organizational Psychology	3	3	2	4	7
	Psychology	24	21	22	22	21
	Psychology Counseling	15	17	26	30	34
	Psychology Teaching	1	0	0	0	0
	Department Total	43	41	50	57	67
Religious Studies	Religious Studies	5	6	11	9	8
Theatre	Theatre	11	5	5	3	7
	Medical Technology	1	0	0	3	2
	Interdisciplinary major	2	0	4	5	2
	Undeclared & Exploring	71	39	17	10	7
Grand Total (duplicated)*		777	713	795	836	943

*Duplicated means that students with double majors appear twice in the count.

Morningside College: 2007-08 Fact Book

Majors of Baccalaureate Graduates

Duplicated Count

Department	Major	2002-03	2003-04	2004-05	2005-06	2006-07
Art	Art	3	1	1	0	0
	Art Studio	0	0	3	3	4
	Art Teaching	0	1	0	3	3
	Graphic Design	9	7	5	15	8
	Photography	3	2	3	4	9
	Department Total	15	11	12	25	24
Biology and Chemistry	*Environmental Science	1	0	0	0	0
	Biology	8	11	6	18	15
	Biology Teaching	1	0	0	0	1
	Chemistry	1	0	1	1	2
	Department Total	11	11	7	19	18
Business Administration and Economics	Accounting	4	3	2	2	0
	Advertising	2	3	3	3	4
	Business	0	0	1	0	0
	Business Administration	8	2	0	8	10
	Business Education	0	1	0	0	0
	Busn Admin - Finance	9	8	8	12	13
	Busn Admin - Finance & Human Resources	0	2	0	0	0
	Busn Admin - Finance & International Trade	1	0	0	1	0
	Busn Admin - Finance & Marketing	0	0	0	0	0
	Busn Admin - Human Resource	2	4	5	2	0
	Busn Admin - Human Resource & Int'l Trade	0	0	1	0	0
	Busn Admin - International Trade	0	1	3	1	1
	Busn Admin - Management	0	0	2	9	18
	Busn Admin - Marketing	13	11	12	13	21
	Busn Admin - Marketing & Human Resource	0	0	1	0	0
	Corporate Communication	3	3	5	3	4
	*Economics	2	0	0	0	0
	Human Resource Management	3	3	5	2	1
Department Total	47	41	48	56	72	
Education	*Early Childhood Education	2	3	2	0	0
	*Physical Education Teaching	2	7	0	1	1
	Educational Studies	0	1	0	0	0
	Elem (K-6) Behavior Disorders	0	0	0	0	0
	Elem (K-6) Mental Disabilities	0	0	0	0	0
	Elem (K-6) Multicategorical	0	0	0	0	0
	Elementary Education	37	41	26	22	21
	*HPER	0	0	0	0	0
	Special Education	13	11	5	2	8
Department Total	54	63	33	25	30	
English	English	0	0	2	0	5
	English Literature	2	1	0	0	0
	English Teaching Secondary	0	4	0	5	4
	English Writing	2	1	2	1	1
	Department Total	4	6	4	6	10
History and Political Science	American/World History Teaching	1	1	0	1	2
	History	2	0	1	3	5
	History Teaching	0	0	0	0	0
	History/Government	0	2	0	0	0
	History/International Affairs	0	0	0	0	0

Department	Major	2002-03	2003-04	2004-05	2005-06	2006-07
History and Political Science	History-American	2	0	0	1	1
	History-American/World	1	0	1	0	0
	History-World/Asia	1	0	1	0	0
	*Indian Studies	0	0	0	0	0
	International Affairs	0	0	0	1	0
	Political Science	2	0	2	2	12
	Department Total	9	3	5	8	20
Mass Communication	Mass Comm - Electronic Media	3	6	3	3	0
	Mass Comm - Print Media	3	1	1	0	0
	Mass Communication	1	1	0	5	7
	Department Total	7	8	4	8	7
Mathematical Sciences	Applied Computer Science	0	0	0	1	1
	Computer Information Systems	0	1	0	0	0
	Computer Science	8	6	3	3	6
	Mathematics	3	2	6	3	8
	Mathematics Teaching	3	1	0	0	3
	Medical Technology	0	2	0	0	0
	MIS	1	0	0	0	0
	Physics Teaching	0	1	0	0	0
	Physics/Engineering Physics	0	1	0	0	2
	Department Total	15	14	9	7	20
Modern Languages	*French	0	0	0	0	0
	Spanish	4	0	3	2	4
	Spanish Teaching	0	1	0	0	4
	Department Total	4	1	3	2	8
Music	Music	2	0	0	7	3
	Music Education	7	2	4	2	2
	Music Performance	1	1	0	3	0
	Department Total	10	3	4	12	5
Nursing	Nursing	10	8	15	14	17
Philosophy	Philosophy	1	1	1	1	0
	Philosophy/Religious Studies	0	0	0	1	0
	Department Total	1	1	1	2	0
Psychology	Criminal Justice	4	3	0	0	0
	Industrial/Organizational Psychology	0	1	2	1	1
	Psychology	0	1	1	4	5
	Psychology Counseling	4	6	5	9	11
	Psychology Teaching	0	0	0	0	0
	Sociology	6	5	0	0	0
Department Total	14	16	8	14	17	
Religious Studies	Religious Studies	2	2	1	4	4
Theatre	Theatre	1	1	1	1	0
	Interdisciplinary Major	4	3	0	1	3
Duplicated Total**		208	192	155	203	255

*These majors being phased out beginning 2001.

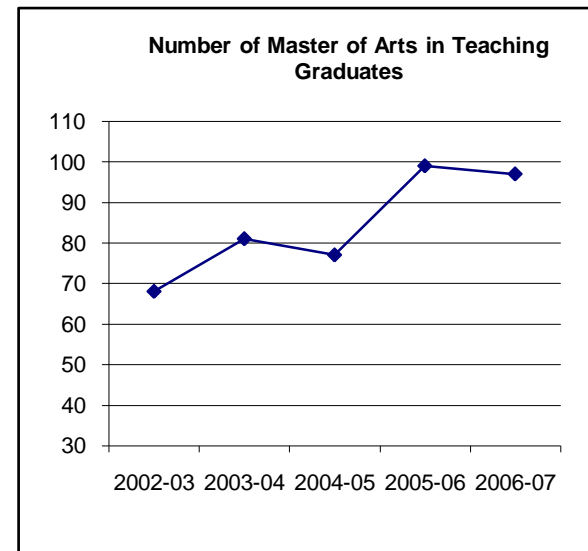
**Duplicated means that students with double majors appear twice in the count.

Data Source: Registrar

Morningside College: 2007-08 Fact Book

Fields of Study of Master of Arts in Teaching Graduates

Field of Study	2002-03	2003-04	2004-05	2005-06	2006-07
Elementary Teaching	23	22	16	3	0
Elementary Learning Disabilities	4	1	0	0	0
Secondary Learning Disabilities	2	2	0	0	0
7-12 MD	0	3	0	0	0
Elementary Counseling	0	0	0	0	0
Secondary Counseling	0	0	0	0	0
K-12 Counseling	0	0	0	0	0
K-12 Strategist I	0	2	0	0	0
K-12 Strategist BD	0	0	3	5	6
K-12 Strategist MD	0	2	1	5	1
Reading Specialist	0	0	0	0	0
Emotional Disability	1	0	0	0	0
Elementary BD	2	4	3	0	1
Secondary BD	4	7	2	1	2
Elementary MC	6	6	2	1	0
Secondary MC	6	7	5	0	0
Technology-Based Learning	19	12	1	1	0
K-6 MD	0	2	0	0	0
K-6 Strategist I	1	4	3	7	6
7-12 Strategist I	0	0	7	16	15
Professional Educator	0	7	34	60	66
Unspecified	0	0	0	0	0
TOTAL	68	81	77	99	97



Data Source: Registrar

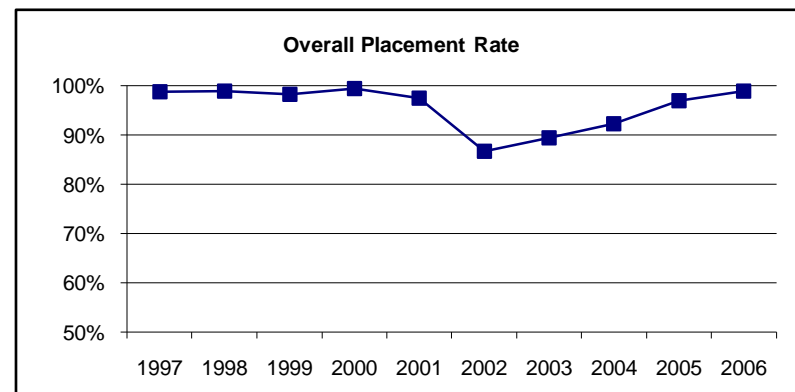
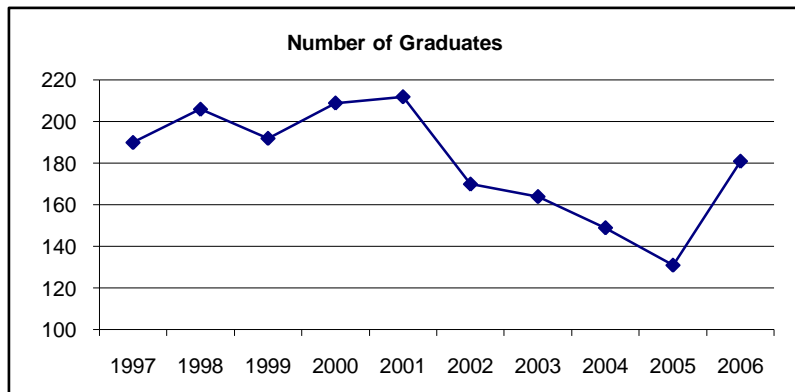
Morningside College: 2007-08 Fact Book

Alumni Placement within First Year of Graduation

One Year Post-Graduation Survey, Undergraduates only

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Number of Graduates	190	206	192	209	212	170	164	149	131	181
Sought employment	145	171	159	171	175	142	148	125	96	132
Found employment	143	169	156	170	170	120	131	114	99	130
Employed FT in field of study	139	167	151	154	165	95	104	94	68	97
Not seeking employment	2	2	1	1	6	4	2	2	2	0
Continuing undergraduate education	0	1	3	2	2	3	3	7	3	6
Enrolled in graduate schools	26	18	14	28	23	21	10	11	13	26
Unable to locate	17	14	15	7	6	0	1	4	18	17
Overall Placement Rate*	99%	99%	98%	100%	98%	87%	89%	92%	97%	99%

*Percentage of graduates employed and/or continuing their education; does not include those who could not be located or not seeking employment.



Data Source: Counseling, Student Services

Morningside College: 2007-08 Fact Book

Areas of Interest of Alumni Continuing their Education

Graduate and Professional Studies

One Year Post-Graduation Survey, Undergraduates only

Area of Interest	2001	2002	2003	2004	2005	2006
Architecture	0	1	0	0	1	0
Art	0	0	0	0	0	1
Athletic Training	1	0	0	0	0	0
Biology	1	0	0	1	0	1
Business Administration	1	0	0	1	0	1
Chiropractic	2	1	0	0	0	1
Computer Science	0	1	0	0	0	0
Counseling	0	0	0	0	3	0
Counseling Psychology	0	0	0	0	1	4
Criminal Justice	0	1	0	1	0	0
Education	0	1	0	0	1	5
English	1	1	0	0	0	0
Exercise Physiology	1	0	0	0	0	0
Film Production	0	0	0	0	1	0
Forensic Science	0	1	0	2	0	0
Forensic Psychology	0	0	0	0	1	0
International Studies	0	0	0	0	0	1
Law School	3	1	3	0	2	3
Math/Statistics	0	1	1	1	0	0
Museum Studies	0	0	2	0	0	0
Music	2	0	0	0	0	2
Music Performance	0	0	0	1	0	0
Nursing	0	0	1	0	0	0
Nurse Practitioner	0	0	0	0	2	0
Occupational Therapy	0	0	0	0	0	1
Pharmacy	1	1	1	0	0	0
Philosophy	0	1	0	0	0	0
Photography	0	1	0	0	0	0
Physical Therapy	0	0	1	0	0	0
Physician's Assistant	3	1	0	0	1	1
Pre-med	1	2	1	0	0	4
Psychology	5	2	0	3	0	0
Software Engineering	0	0	0	1	0	0
Sports Administration	0	1	0	0	0	0
Theatre	0	0	0	0	0	1
Theology	1	2	0	0	0	0
Veterinary Medicine	0	1	0	0	0	0
TOTAL	23	21	10	11	13	26

Data Source: Counseling, Student Services

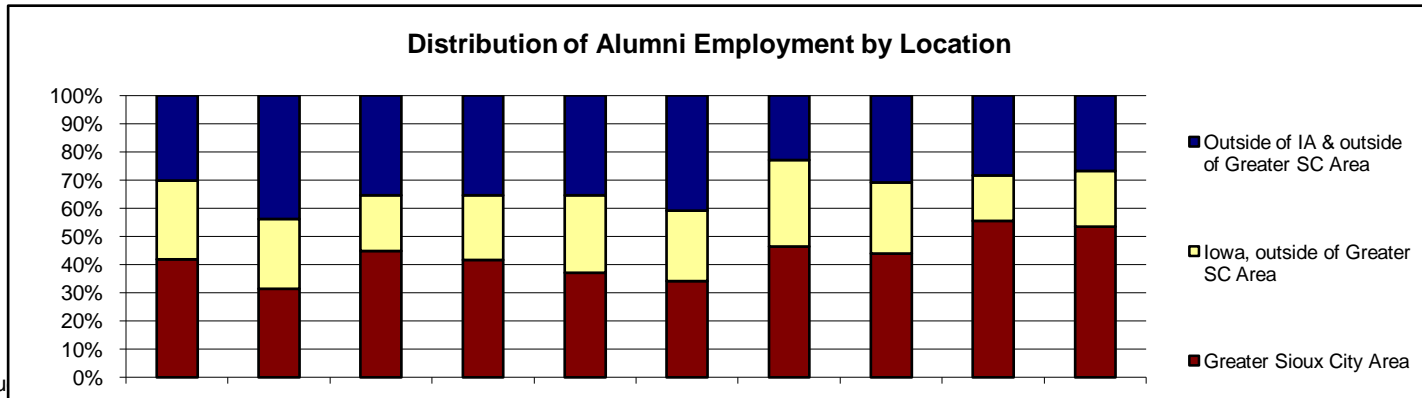
Morningside College: 2007-08 Fact Book

Location of Alumni Employment

One Year Post-Graduation Survey, Undergraduates only

Location of Employment	1998		1999		2000		2001		2002		2003		2004		2005		2006	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Greater Sioux City Area*	53	31%	70	45%	71	42%	63	53%	41	31%	61	54%	50	51%	55	56%	76	53%
Iowa, outside of Greater Sioux City Area	42	25%	31	20%	39	23%	47	39%	30	23%	40	35%	29	29%	16	16%	28	20%
Outside of Iowa & outside of Greater Sioux City Area	74	44%	55	35%	60	35%	60	50%	49	37%	30	26%	35	35%	28	28%	38	27%
Total # of employed grads/year	169		156		170		120		131		114		99		99		142	

*Began using Greater Sioux City Area (Sioux City, Sergeant Bluff, South Sioux City, NE, North Sioux city, SD, Dakota Dunes, SD, McCook Lake, SD) in 2003; prior years are Sioux City only



Data Source: Counseling, Stu

Morningside College: 2007-08 Fact Book

Career Areas of Alumni

Living, Undergraduate Degrees Alumni only, with Current Addresses on File (9/19/2007)

Career Description	Number	Career Description	Number	Career Description	Number	Career Description	Number
Agriculture/Ranching	85	Communication	35	Teaching - Elem.	722	Transportation	63
Conserv/Forestry	5	Advertising	32	Teaching - Spec. Ed.	133	Unknown	2276
Landscaping	7	Journalism/Publish.	40	Teaching - Secondary	438	Homemaker	266
Architecture	4	Public Relations	18	Teaching - Col/Univ	231	Student	42
Engineering	52	Radio/Television	45	Vocational Education	10	TOTAL	10,333
Arts	17	Telecommunications	22	Elm/Teacher - Coach	28		
Fine Arts	14	Community Services	46	Sec/Teacher - Coach	106		
Graphic Arts	47	Firefighter	14	Col/Teacher - Coach	9		
Interior Design	6	Clergy	98	College - Coach	10		
Performing Arts	32	United Meth. Clergy	94	Government Elective	6		
Photography	11	Crim Just/Court Ofcr	29	Govern. Non-Elective	104		
Bio/Chemical Science	50	Law Enforcement	64	Health/Medicine	162		
Zoology	3	Library/Museum	94	Chiropractor	7		
Business Administration	214	Parks & Recreation	13	Dentist	19		
Business-Owner	208	Public Admin.	25	Dietitian	2		
Accounting	230	Social Work	160	Medical Secretary	4		
Accounting - CPA	61	Urban Planning	4	Medical Technology	39		
Agri-Business	111	Church/Non-Clergy	48	Nursing	381		
Banking & Finance	295	Politics	1	Therapy	36		
Stocks/Investments	59	Computer/Info. Serv.	92	Optometry	9		
Bookkeeping	26	Computer Programming	47	Pharmacy	9		
Clerical	63	Computer Sys. Repair	7	Physician,M.D.,D.O.	85		
Consulting	62	Data Entry	2	Psychiatry	6		
Hotel/Restaurant	28	Mgmnt - Info Systems	64	Psychology	38		
Insurance	186	Systems Analysis	35	Veterinarian	11		
Marketing	94	Internet Services	1	Law	150		
Human Resource/Labor	71	Education	561	Military	41		
Public Utilities	33	Admin. - Pre-School	10	Social Sciences	1		
Real Estate	85	Admin. - Elementary	48	Economist	3		
Recreation/Tourism	23	Admin. - Secondary	64	Historian	1		
Retailing	130	Admin. - College/Unv	117	Sociology	2		
Sales	303	Teaching - Pre-Schl	44	Technical/Trade/Indust.	120		

Data Source: Institutional Advancement

Morningside College: 2007-08 Fact Book

Geographic Distribution of Alumni

Living, Undergraduate Degrees Alumni only, with Current Addresses on File (10/13/2007)



Data Source: Institutional Advancement

Morningside College: 2007-08 Fact Book

Faculty by Department

Number of Full- and Part-Time Faculty

Academic Department	2003-04		2004-05		2005-06		2006-07		2007-08	
	FT	PT	FT	PT	FT	PT	FT	PT	FT	PT
Art	3	5	3	4	3	4	4	5	4	5
Biology & Chemistry**	6	2	6	0	6	1	7	0	7	3
Busn Admin-Economics	7	2	7	1	8	2	8	4	9	4
Dance	0	2	0	2	0	3	0	3	0	2
Education	6	14	7	11	6	22	7	34	6	31
English	3	1	3	1	3	1	4	1	4	1
Health, Phys. Educ & Rec.*	0	1	0	0	0	0	0	0	0	0
History, Political Science	5	0	5	0	5	2	5	3	5	2
Mass Communications	3	0	3	1	3	2	3	2	3	1
Mathematical Sciences**	7	1	7	2	7	0	6	1	7	1
Modern Languages	2	0	2	1	2	0	2	1	2	1
Morningside Experience#	0	8	0	4	0	3	0	5	0	4
Music	7	10	8	9	7	13	7	11	7	12
Nursing Education	4	1	4	3	5	4	5	3	5	3
Philosophy	2	0	2	0	2	0	2	0	2	0
Psychology	4	0	4	1	4	1	4	3	5	2
Religious Studies	2	1	2	0	2	2	2	2	2	2
Sociology***	0	0	0	2	0	2	0	1	0	1
Sport	0	0	0	1	0	4	0	4	0	3
St. Luke's	0	0	0	1	0	0	0	0	0	0
Theatre	2	0	2	0	3	0	2	1	2	2
TOTAL	63	48	65	44	66	66	68	84	70	80

*This department is being phased out.

**Beginning fall 2003, Physics merged with Mathematical Sciences and Chemistry merged with Biology.

#Includes former Core (ended after 2004) and First (ended before 2004)

Data Source: Office of Academic Affairs

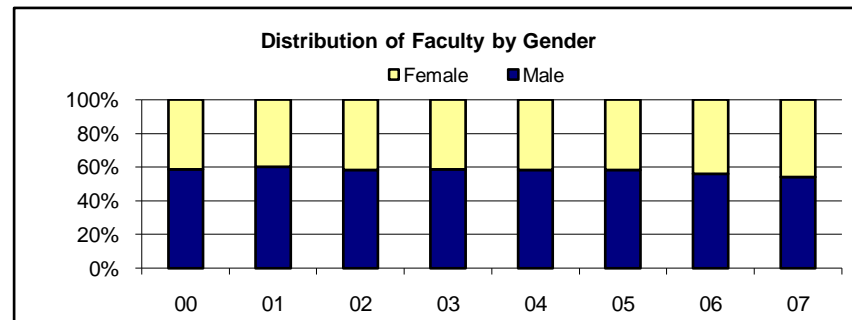
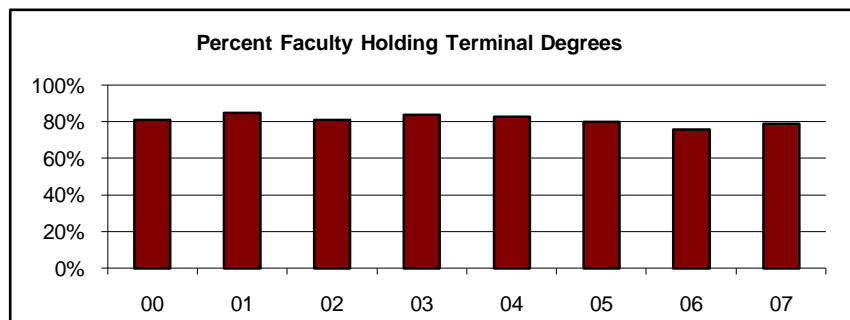
Morningside College: 2007-08 Fact Book

Faculty Profile

Full-Time only

		2001-02		2002-03*		2003-04		2004-05		2005-06		2006-07		2007-08	
Full-Time Faculty		65		67		63		65		66		68		70	
Degree Held		#	%	#	%	#	%	#	%	#	%	#	%	#	%
Highest	Doctorate	41	63%	42	63%	43	68%	44	68%	40	62%	40	59%	43	62%
	Masters, Specialist or JD	23	35%	22	33%	19	30%	20	31%	25	38%	26	38%	26	37%
	Baccalaureate	1	2%	3	4%	1	2%	1	2%	1	2%	2	3%	1	1%
Terminal		55	85%	54	81%	53	84%	54	83%	53	80%	52	76%	55	79%
Age		Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	60+	5	2	5	2	3	2	3	3	4	3	6	3	7	4
	50-59	12	13	11	13	11	12	15	9	13	11	11	11	11	9
	40-49	13	8	14	7	16	7	12	13	13	12	13	11	10	11
	30-39	8	2	9	5	6	4	7	1	6	2	6	5	7	6
	< 30	1	1	0	1	1	1	1	1	2	0	2	0	3	2
	TOTAL	39	26	39	28	37	26	38	27	38	28	38	30	38	32

*Beginning with this year, full-time faculty include those who hold a faculty position even if part of their job responsibility is administrative.

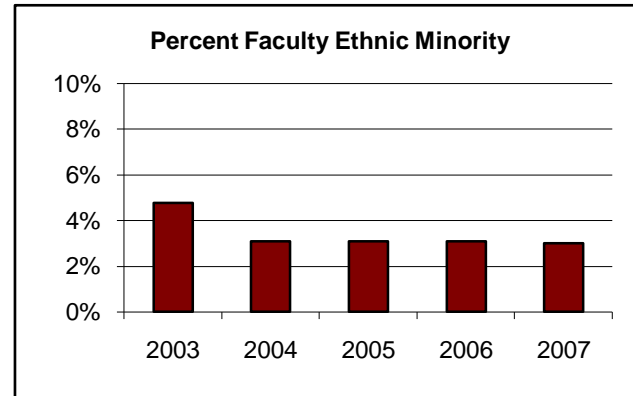


Data Source: Office of Academic Affairs

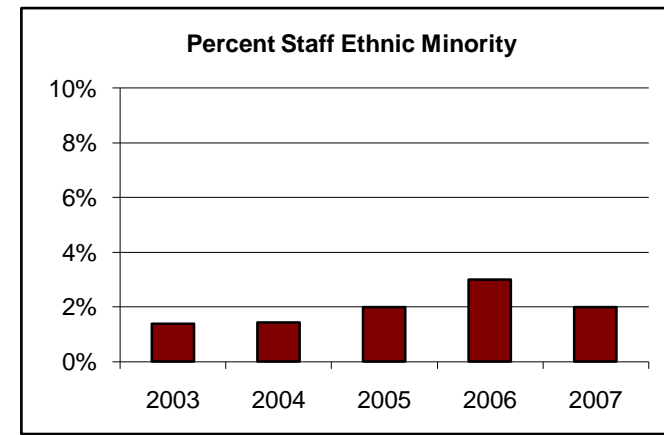
Morningside College: 2007-08 Fact Book

Faculty & Staff Diversity

Faculty (full-time only)	2003	2004	2005	2006	2007
Black, non-Hispanic	1	0	0	0	0
American Indian or Eskimo	0	0	0	0	0
Asian or Pacific	0	0	0	1	1
Hispanic	2	2	2	1	1
All Ethnic Minorities	3	2	2	2	2
<i>Percent Ethnic Minority</i>	5%	3%	3%	3%	3%
White, non-Hispanic	60	63	64	66	68
TOTAL	63	65	66	68	70



Staff (full-time and part-time)	2003	2004	2005	2006	2007
Black, non-Hispanic	0	0	1	1	1
American Indian or Eskimo	0	0	0		0
Asian or Pacific	0	1	0	2	2
Hispanic	2	1	2	1	1
All Ethnic Minorities	2	2	3	4	4
<i>Percent Ethnic Minority</i>	1%	1%	2%	3%	2%
White, non-Hispanic	141	138	138	148	161
Unknown	1	1	1	1	0
TOTAL	144	141	142	153	165

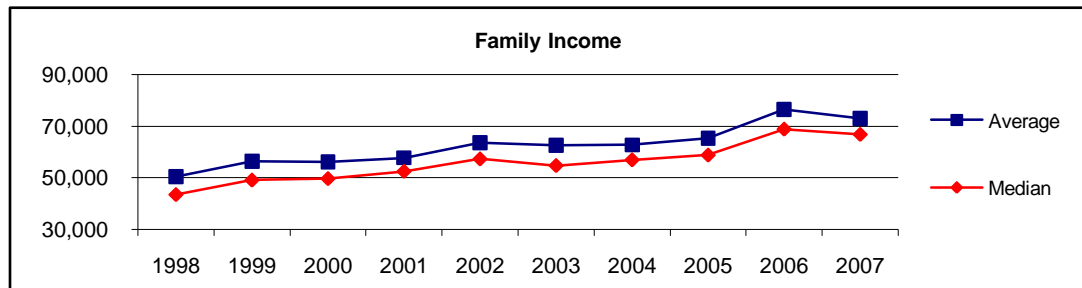


Data Sources: Human Resources & Office of Academic Affairs

Morningside College: 2007-08 Fact Book

Total Family Income

Family Income			1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
0	-	2,999	2	1	1	1	6	7	7	4	8	7
3,000	-	5,999	2	0	2	3	2	2	2	3	1	6
6,000	-	8,999	1	4	6	1	2	4	3	4	2	3
9,000	-	11,999	3	1	5	2	3	1	2	2	1	0
12,000	-	14,999	0	2	2	3	2	8	4	3	5	3
15,000	-	17,999	4	2	0	1	0	8	5	6	4	3
18,000	-	23,999	11	7	12	6	11	12	12	18	6	7
24,000	-	29,999	34	11	14	18	10	14	18	19	9	11
30,000	-	35,999	28	13	23	7	15	21	23	15	16	16
36,000	-	41,999	24	14	18	12	22	20	27	19	20	17
42,000	-	47,999	25	24	15	21	18	18	17	23	15	18
48,000	-	53,999	16	14	10	15	16	17	24	18	21	17
54,000	-	59,999	21	15	19	19	26	14	19	22	28	9
60,000	-	99,999	49	42	51	55	76	83	100	105	113	99
100,000	&	Over	9	13	22	12	30	37	44	40	79	64
Non FAFSA Filers			8	8	5	6	6	6	9	8	4	10
Total # of Students			237	171	205	182	245	272	316	309	332	290
Average			50,434	56,404	56,227	57,726	63,505	62,627	62,688	65,367	76,408	72,920
Median			43,359	49,003	49,571	52,418	57,245	54,668	56,897	58,745	68,856	66,800



Data Source: Student Financial Planning

Morningside College: 2007-08 Fact Book

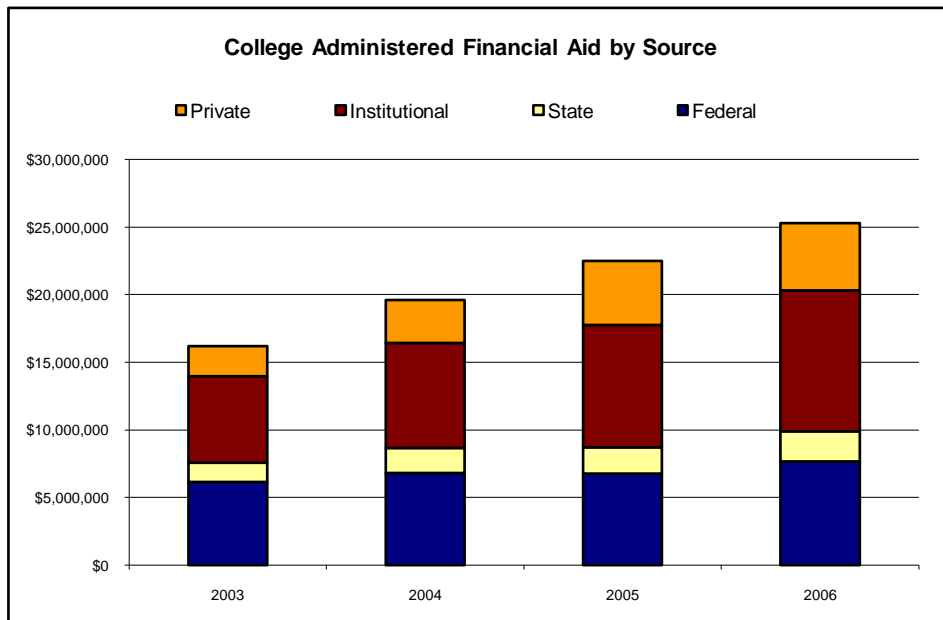
College Administered Financial Aid

	2003-2004	2004-2005	2005-2006	2006-07	2007-08
FEDERAL:					(NOT FINAL)
Grants: Pell:	974,102	1,051,426	999,342	1,046,157	1,069,979
Other:	292,154	291,494	267,681	296,368	313,700
Work Study:	311,208	374,481	325,805	325,090	829,436
Loans: Perkins	785,896	721,059	315,692	468,668	563,290
Subsidized Stafford:	2,239,565	2,724,181	2,878,843	3,210,073	2,956,870
Unsubsidized Stafford:	1,241,488	1,355,593	1,600,863	1,723,265	1,379,191
PLUS:	321,283	321,314	380,166	578,745	240,625
TOTAL:	6,165,697	6,839,548	6,768,392	7,648,366	7,353,091
STATE:					
Grants: Iowa Tuition Grant:	1,291,359	1,633,376	1,772,907	2,052,384	1,912,205
Other:	91,880	165,780	117,551	144,484	133,908
Work Study:	-	-	830	980	
Loans: Teacher's Forgivable:	28,500	24,000	63,000	63,837	7,500
TOTAL:	1,411,739	1,823,156	1,954,288	2,261,685	2,053,613
INSTITUTIONAL:					
Grants: Need Based:	978,909	1,129,459	1,118,606	1,060,752	1,081,551
Non Need Based:					
Academic:	2,115,206	2,306,225	2,823,742	3,364,793	3,509,476
Athletic:	908,513	1,126,517	1,244,037	1,370,765	1,447,357
Employee Rebates:	401,106	370,465	477,508	624,577	497,107
Other Talent Grants:	309,184	461,041	662,602	951,764	1,124,650
U. M. & Min. Dep.:	2,600	-	-	-	-
Other:	1,394,961	1,878,800	2,162,475	2,424,710	2,501,790
Work:	209,605	282,807	387,614	484,379	348,880
Loans:	51,900	201,805	149,111	140,758	117,000
TOTAL:	6,371,985	7,757,119	9,025,695	10,422,498	10,627,811
PRIVATE:					
Grants:	393,207	456,333	614,644	583,721	516,887
Loans:	1,877,521	2,711,023	4,115,908	4,360,649	1,975,030
TOTAL:	2,270,728	3,167,356	4,730,552	4,944,370	2,491,917
GRAND TOTAL:	16,220,148	19,587,179	22,478,927	25,276,919	22,526,432

Data Source: Student Financial Planning

Morningside College: 2007-08 Fact Book
College Administered Financial Aid

Financial Aid Source	2003	2004	2005	2006	2007
Federal	\$6,165,697	\$6,839,549	\$6,768,392	\$7,648,365	\$7,353,091
State	\$1,411,739	\$1,823,156	\$1,954,288	\$2,261,685	\$2,053,613
Institutional	\$6,371,985	\$7,757,119	\$9,025,695	\$10,422,498	\$10,627,811
Private	\$2,270,728	\$3,167,356	\$4,730,552	\$4,944,371	\$2,491,917
Total	\$16,220,148	\$19,587,180	\$22,478,927	\$25,276,919	\$22,526,432



Data Source: Student Financial Planning

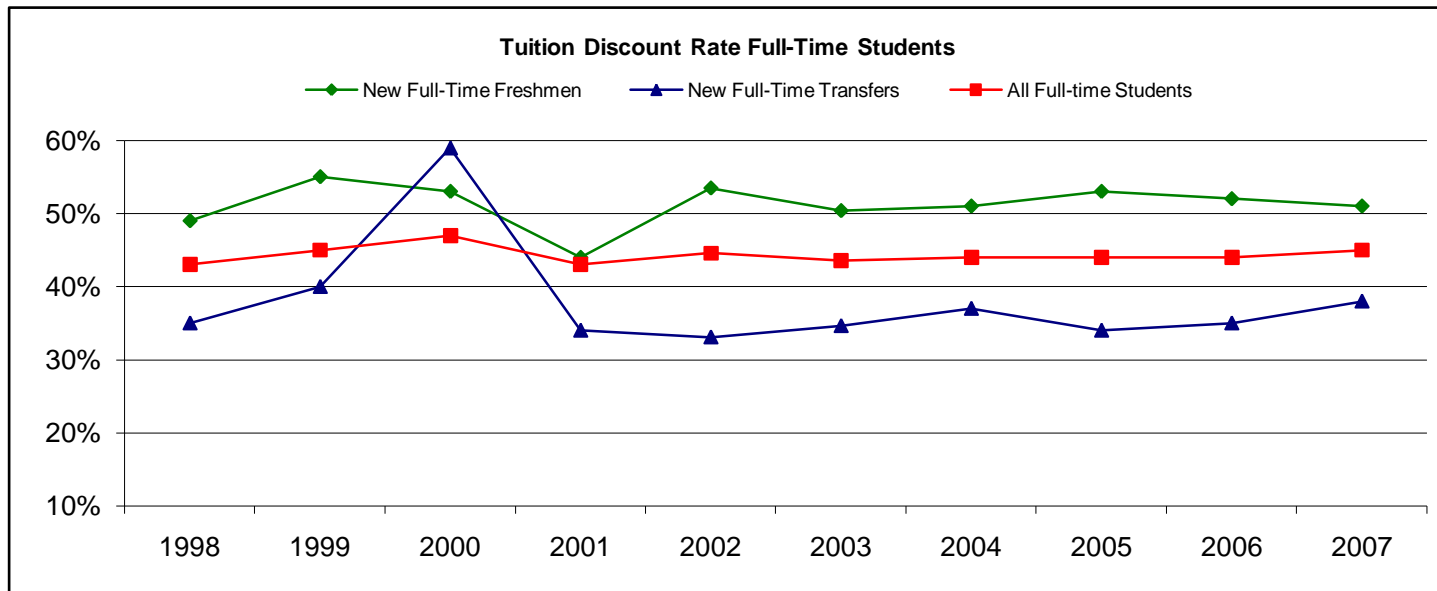
Morningside College: 2007-08 Fact Book

Tuition Discount Rate

Full-Time Students*, Fall Semester

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
New Full-Time Freshmen	49%	55%	53%	44%	53%	50%	51%	53%	52%	51%
New Full-Time Transfers	35%	40%	59%	34%	33%	35%	37%	34%	35%	38%
All Full-time Students	43%	45%	47%	43%	45%	44%	44%	44%	44%	45%

*A full-time student is a student enrolled for at least 12 semester hours



Data Source: Student Financial Planning

Morningside College: 2007-08 Fact Book

Comparison Group Profile

Colleges	Founded	Religious Affiliation	U.S. News Rank		Location	
			Category	Ranking	City	State
Augustana	1860	Lutheran	Baccalaureate (Midwest)	5	Sioux Falls	South Dakota
Briar Cliff	1930	Catholic	Baccalaureate (Midwest)	38	Sioux City	Iowa
Central	1853	Reformed	Liberal Arts	T3	Pella	Iowa
Coe	1851	Presbyterian	Liberal Arts	106	Cedar Rapids	Iowa
Concordia	1884	Lutheran	Baccalaureate (Midwest)	19	Seward	Nebraska
Cornell	1853	Methodist	Liberal Arts	97	Mt. Vernon	Iowa
Dakota Wesleyan	1885	Methodist	Baccalaureate (Midwest)	T3	Mitchell	South Dakota
Dana	1884	Lutheran	Baccalaureate (Midwest)	48	Blair	Nebraska
Dordt	1955	Christian Reformed	Baccalaureate (Midwest)	3	Sioux Center	Iowa
Graceland	1895	LD Saints	Master's	T4	Lamoni	Iowa
Grand View	1896	Lutheran	Baccalaureate (Midwest)	T3	Des Moines	Iowa
Hastings	1882	Presbyterian	Liberal Arts	T3	Hastings	Nebraska
Midland	1883	Lutheran	Baccalaureate (Midwest)	T3	Fremont	Nebraska
Morningside	1894	Methodist	Baccalaureate (Midwest)	26	Sioux City	Iowa
Mount Mercy	1928	Catholic	Baccalaureate (Midwest)	24	Cedar Rapids	Iowa
Nebraska Wesleyan	1887	Methodist	Liberal Arts	T3	Lincoln	Nebraska
Northwestern	1882	Reformed	Baccalaureate (Midwest)	8	Orange City	Iowa
Simpson	1860	Methodist	Liberal Arts	T3	Indianola	Iowa
Univ of Sioux Falls	1883	Baptist	Baccalaureate (Midwest)	40	Sioux Falls	South Dakota
Wartburg	1852	Lutheran	Liberal Arts	T3	Waverly	Iowa
William Penn	1873	Quaker	Baccalaureate (Midwest)	T4	Oskaloosa	Iowa

Note: this comparison group of colleges and universities has been revised and differs from the group used in previous years.

Data Source: President's Office

Morningside College: 2007-08 Fact Book

Comparison Group: Tuition

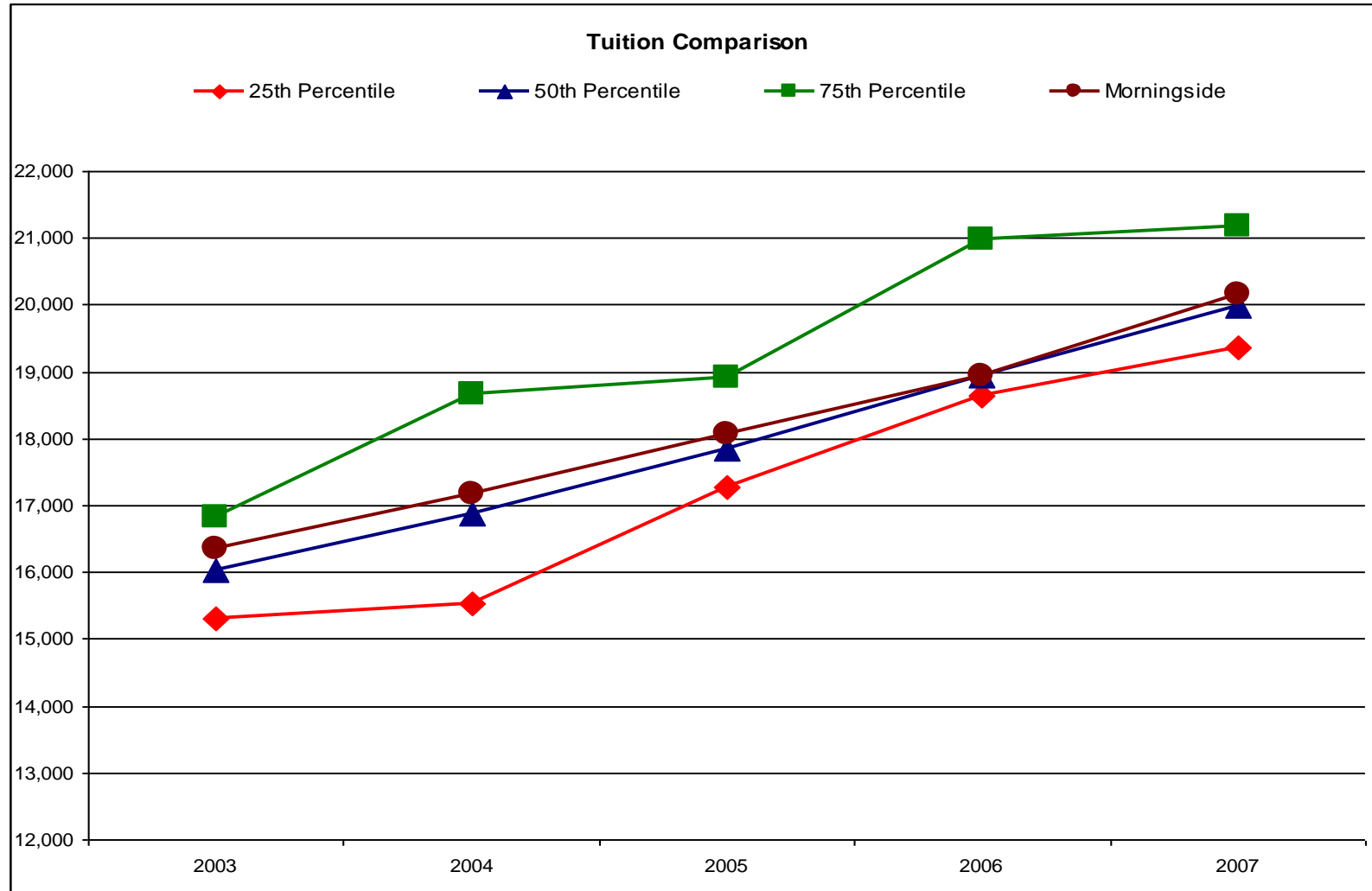
Detail

Colleges	2003	Colleges	2004	Colleges	2005	Colleges	2006	Colleges	2007
Cornell	21,790	Clarke	24,799	Coe	23,930	Coe	25,120	Coe	26,390
Coe	21,605	Coe	22,650	Cornell	23,680	Cornell	24,800	Cornell	26,280
Wartburg	18,550	Cornell	22,650	Wartburg	21,130	Wartburg	22,410	Wartburg	24,300
Simpson	18,097	Wartburg	19,700	Simpson	20,911	Simpson	22,266	Simpson	23,596
Central	17,753	Simpson	19,635	Central	19,928	Central	21,222	Central	22,510
Augustana	16,972	Central	18,892	Clarke	18,945	75th Percentile	20,991	75th Percentile	21,182
75th Percentile	16,817	75th Percentile	18,664	75th Percentile	18,924	Clarke	20,297	Augustana	21,182
Briar Cliff	16,350	Augustana	17,980	Augustana	18,860	Augustana	19,986	Midland	20,925
Morningside	16,350	Midland	17,210	Midland	18,440	Midland	19,510	Nebraska Wesleyan	20,252
Midland	16,310	Morningside	17,170	Morningside	18,080	Morningside	18,940	Morningside	20,164
Clarke	16,190	Briar Cliff	16,995	Mount Mercy	18,030	50th Percentile	18,935	Mount Mercy	20,070
Mount Mercy	16,070	50th Percentile	16,880	Briar Cliff	17,985	Mount Mercy	18,930	50th Percentile	19,995
50th Percentile	16,035	Concordia	16,880	50th Percentile	17,855	Doane	18,770	Briar Cliff	19,995
Concordia	16,000	Mount Mercy	16,880	Concordia	17,724	Concordia	18,750	Dordt	19,900
Dordt	15,770	Dana	16,800	Dordt	17,640	Dordt	18,660	Concordia	19,790
Dana	15,750	Dordt	16,670	Doane	17,536	25th Percentile	18,653	Hastings	19,604
Doane	15,400	Northwestern	16,360	Dana	17,450	Dana	18,650	Northwestern	19,576
Hastings	15,398	Doane	15,970	Hastings	17,268	Northwestern	18,296	25th Percentile	19,370
25th Percentile	15,317	25th Percentile	15,827	25th Percentile	17,262	Grand View	16,890	Dana	19,370
Northwestern	15,290	Hastings	15,398	Northwestern	17,260	Univ of Sioux Falls	16,720	Graceland	17,900
Graceland	14,800	Grandview	15,342	Univ of Sioux Falls	16,100	Dakota Wesleyan	16,650	Grand View	17,752
Grandview	14,740	Graceland	15,150	Grandview	16,060	Briar Cliff	n/a	Dakota Wesleyan	17,500
William Penn	14,190	Univ of Sioux Falls	15,100	Graceland	16,000	Graceland	n/a	Univ of Sioux Falls	16,720
Univ of Sioux Falls	14,100	Dakota Wesleyan	14,800	Dakota Wesleyan	15,600	Hastings	n/a	William Penn	15,945
Dakota Wesleyan	13,570	William Penn	14,190	William Penn	15,334	William Penn	n/a		

Data Source: President's Office

Comparison Group: Tuition

Chart



Morningside College: 2007-08 Fact Book

Comparison Group: Freshman Applications

Detail

Colleges	2002	Colleges	2003	Colleges	2004
Wartburg	1,713	Central	1,865	Wartburg	1,821
Cornell	1,625	Wartburg	1,841	Central	1,732
Central	1,598	Augustana	1,692	Cornell	1,716
Augustana	1,534	Cornell	1,555	Augustana	1,698
Coe	1,285	Hastings	1,553	Hastings	1,403
Simpson	1,177	75th Percentile	1,390	Briar Cliff	1,324
75th Percentile	1,176	Coe	1,336	75th Percentile	1,315
Hastings	1,173	Northwestern	1,311	Northwestern	1,289
Northwestern	1,150	Briar Cliff	1,297	Simpson	1,281
Morningside	1,130	Simpson	1,271	Coe	1,177
Briar Cliff	1,080	Morningside	1,130	Graceland	1,170
Graceland	1,054	50th Percentile	1,087	Morningside	1,164
50th Percentile	1,049	Midland	1,044	50th Percentile	1,154
Doane	1,043	Graceland	1,016	Doane	1,144
Midland	950	Concordia	863	Midland	950
William Penn	781	Dordt	780	Clarke	945
Dordt	740	William Penn	722	Dana	927
Concordia	718	25th Percentile	718	Univ of Sioux Falls	871
25th Percentile	714	Clarke	704	25th Percentile	828
Clarke	712	Dana	583	Dordt	813
Dana	591	Dakota Wesleyan	543	Concordia	746
Univ of Sioux Falls	488	Mount Mercy	488	William Penn	656
Mount Mercy	471	Grandview	438	Mount Mercy	541
Dakota Wesleyan	468	Doane	n/a	Dakota Wesleyan	500
Grandview	421	Univ of Sioux Falls	n/a	Grandview	432

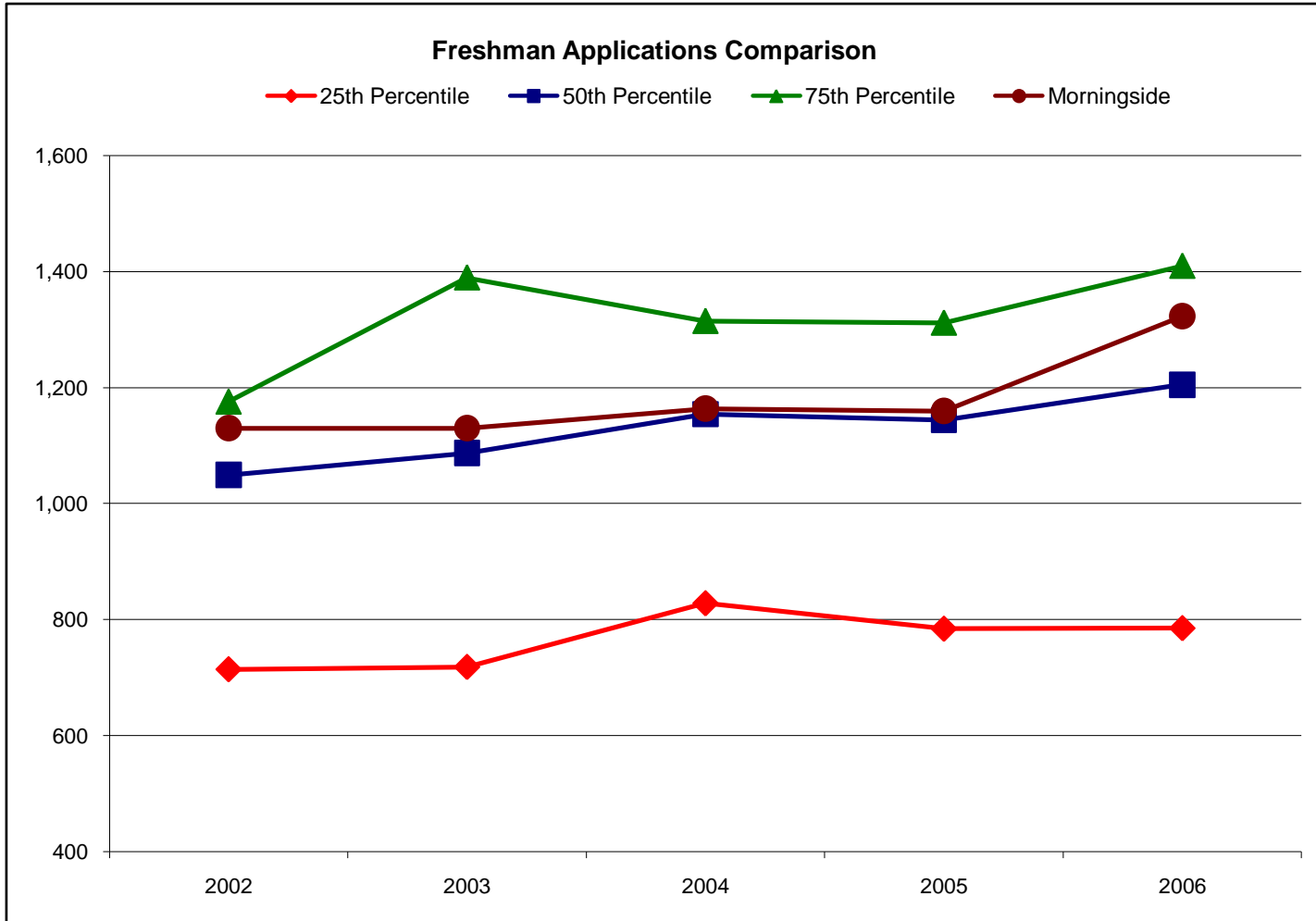
Colleges	2005
Wartburg	1,681
Cornell	1,653
Central	1,641
Augustana	1,544
Hastings	1,413
75th Percentile	1,312
Coe	1,278
Briar Cliff	1,275
Simpson	1,216
Northwestern	1,185
Morningside	1,160
50th Percentile	1,144
Doane	1,127
Dana	901
Midland	898
Dakota Wesleyan	799
25th Percentile	784
Clarke	784
Concordia	784
Dordt	774
Univ of Sioux Falls	552
Mount Mercy	478
Grand View	442
Graceland	n/a
William Penn	n/a

Colleges	2006
Central	1,797
Wartburg	1,719
Cornell	1,717
Coe	1,647
Augustana	1,413
75th Percentile	1,410
Nebraska Wesleyan	1,409
Briar Cliff	1,351
Morningside	1,323
Northwestern	1,277
Hastings	1,210
50th Percentile	1,205
Simpson	1,199
Concordia	1,082
Midland	920
Dordt	844
Dana	818
25th Percentile	785
William Penn	686
Mount Mercy	680
Dakota Wesleyan	614
Univ of Sioux Falls	597
Grand View	418
Graceland	n/a

Data Source: President's Office

Comparison Group: Freshman Applications

Chart



Morningside College: 2007-08 Fact Book

Comparison Group: Full-Time Students

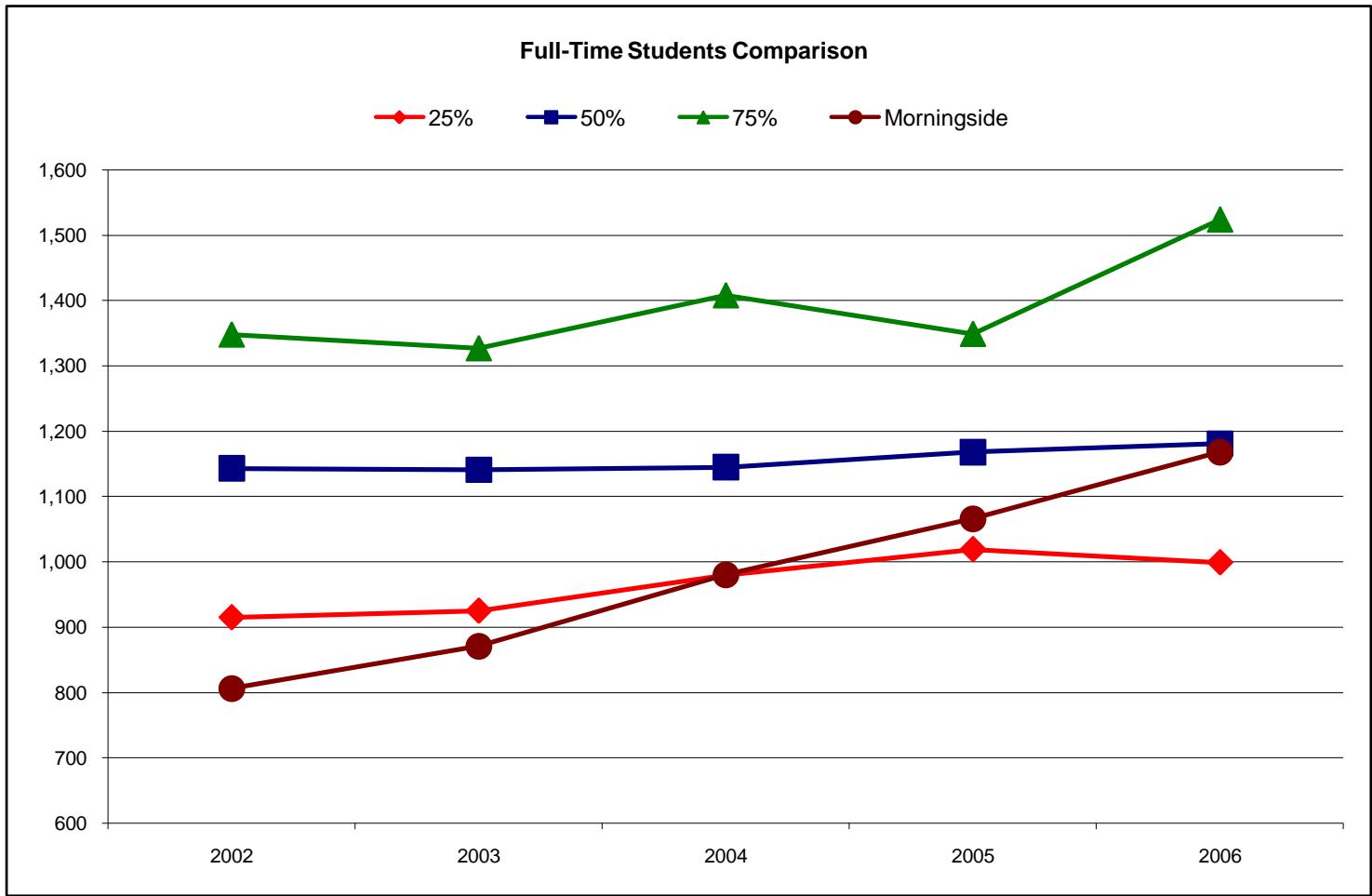
Details

Colleges	2002	Colleges	2003	Colleges	2004	Colleges	2005	Colleges	2006
Augustana	1,665	Wartburg	1,705	Wartburg	1,725	Augustana	2,363	William Penn	1,944
Wartburg	1,615	Augustana	1,686	Central	1,706	William Penn	1,768	Wartburg	1,696
Central	1,613	Augustana	1,665	Augustana	1,653	Wartburg	1,732	Augustana	1,650
William Penn	1,411	Central	1,653	William Penn	1,477	Central	1,601	Nebraska Wesleyan	1,629
Doane	1,368	Simpson	1,436	Simpson	1,452	Simpson	1,507	Central	1,562
Simpson	1,353	Doane	1,367	Doane	1,408	75th Percentile	1,349	75th Percentile	1,524
75th Percentile	1,348	Graceland	1,343	75th Percentile	1,408	Doane	1,349	Simpson	1,524
Graceland	1,334	75th Percentile	1,322	Grandview	1,305	Grand View	1,305	Grand View	1,334
Dordt	1,285	William Penn	1,300	Dordt	1,227	Coe	1,245	Northwestern	1,290
Northwestern	1,245	Dordt	1,233	Northwestern	1,225	Northwestern	1,226	Graceland	1,206
Concordia	1,201	Northwestern	1,227	Coe	1,202	Dordt	1,197	Dordt	1,190
Coe	1,190	Grandview	1,182	Cornell	1,145	50th Percentile	1,168	50th Percentile	1,181
50th Percentile	1,143	Coe	1,177	50th Percentile	1,145	Univ of Sioux Falls	1,168	Coe	1,181
Grandview	1,095	50th Percentile	1,141	Concordia	1,101	Cornell	1,166	Morningside	1,168
Hastings	1,005	Cornell	1,105	Hastings	1,090	Hastings	1,121	Cornell	1,107
Cornell	992	Concordia	1,098	Univ of Sioux Falls	1,067	Concordia	1,091	Hastings	1,064
Univ of Sioux Falls	938	Hastings	1,054	Mount Mercy	989	Morningside	1,066	Concordia	1,047
Mount Mercy	918	Mount Mercy	975	25th Percentile	980	25th Percentile	1,019	25th Percentile	999
25th Percentile	915	25th Percentile	925	25th Percentile	980	Mount Mercy	1,019	Univ of Sioux Falls	999
Midland	914	Midland	925	Briar Cliff	932	Briar Cliff	970	Mount Mercy	992
Morningside	806	Briar Cliff	884	Midland	917	Midland Lutheran	888	Briar Cliff	978
Briar Cliff	782	Morningside	871	Clarke	867	Clarke	857	Midland	906
Clarke	756	Clarke	799	Dakota Wesleyan	665	Dakota Wesleyan	705	Dakota Wesleyan	691
Dakota Wesleyan	661	Dakota Wesleyan	665	Dana	619	Dana	653	Dana	589
Dana	566	Dana	563	Graceland	n/a	Graceland	n/a		

Data Source: President's Office

Comparison Group: Full-Time Students

Chart



Morningside College: 2007-08 Fact Book

Comparison Group: Part-Time Students

Details

Colleges	2002	Colleges	2003	Colleges	2004
Cornell	9	Cornell	12	Cornell	10
Dana	15	Dana	18	Hastings	15
Midland	18	Hastings	20	Dana	20
Hastings	28	Midland	24	Midland	38
Central	46	Concordia	41	Central	44
Dakota Wesleyan	56	Central	46	Morningside	57
25th Percentile	57	25th Percentile	46	25th Percentile	57
Northwestern	60	Dordt	54	Northwestern	59
Dordt	62	Northwestern	58	Dordt	63
Wartburg	80	Wartburg	70	Dakota Wesleyan	73
William Penn	88	Morningside	71	Concordia	78
Morningside	109	Dakota Wesleyan	73	Wartburg	79
Coe	110	50th Percentile	73	50th Percentile	79
50th Percentile	110	Coe	113	Augustana	117
Concordia	119	Augustana	124	Coe	119
Augustana	139	Briar Cliff	171	Briar Cliff	152
Briar Cliff	191	Clarke	196	Clarke	186
Doane	226	Doane	243	William Penn	208
75th Percentile	238	75th Percentile	243	75th Percentile	208
Clarke	242	William Penn	251	Univ of Sioux Falls	237
Univ of Sioux Falls	248	Grandview	448	Doane	247
Grandview	451	Mount Mercy	498	Grandview	454
Simpson	506	Simpson	501	Mount Mercy	497
Mount Mercy	514	Graceland	690	Simpson	503
Graceland	732	Univ of Sioux Falls	n/a	Graceland	n/a

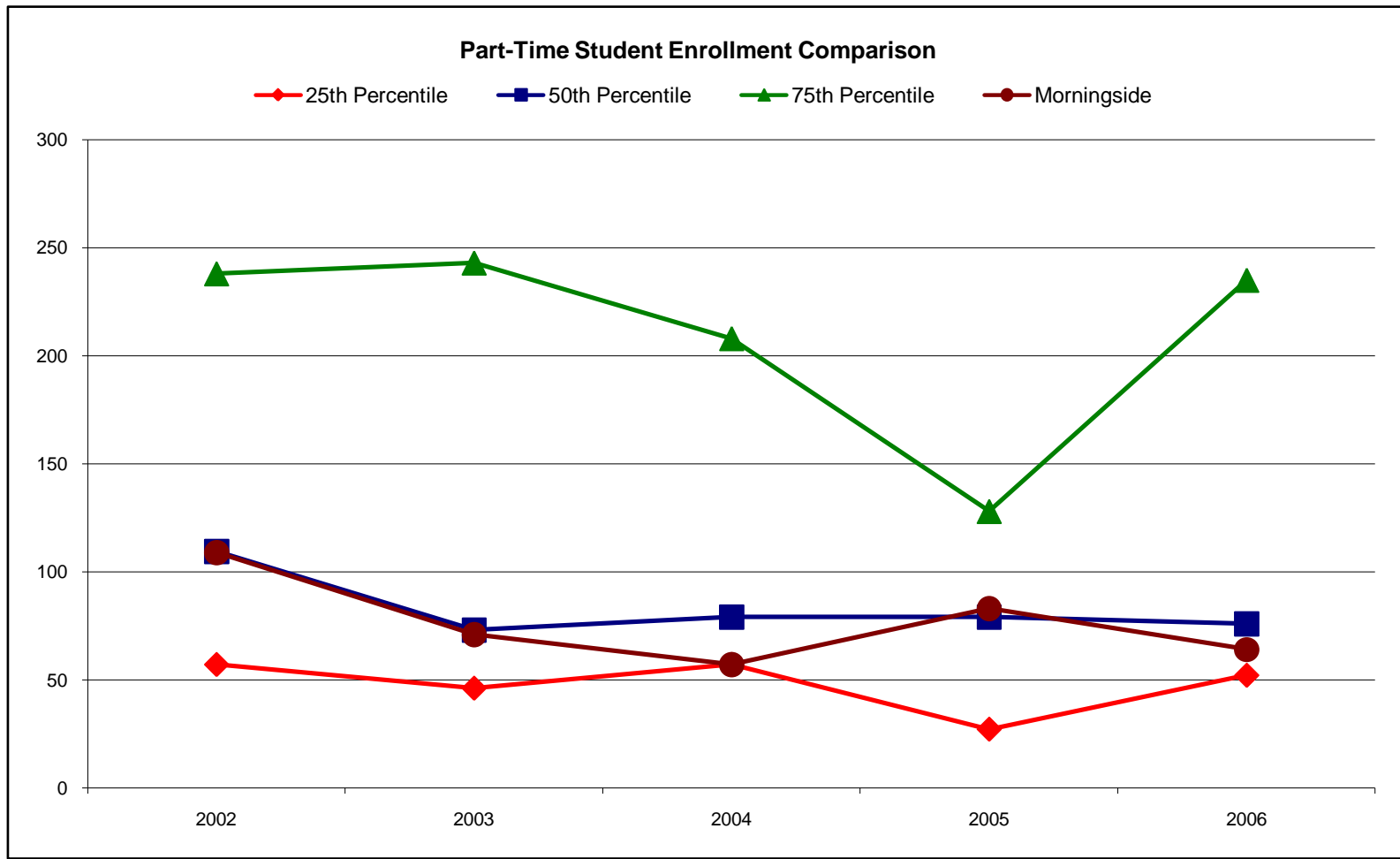
Colleges	2005
Cornell	13
Midland Lutheran	21
Augustana	23
Dana	23
Hastings	23
25th Percentile	27
William Penn	27
Central	34
Northwestern	47
Dakota Wesleyan	53
Dordt	62
50th Percentile	79
Wartburg	79
Morningside	83
Concordia	85
Coe	86
Briar Cliff	126
75th Percentile	128
Univ of Sioux Falls	128
Clarke	164
Doane	247
Grand View	454
Mount Mercy	471
Simpson	528
Graceland	n/a

Colleges	2006
Dana	13
Cornell	14
Midland	26
Hastings	29
Central	44
25th Percentile	52
Northwestern	52
Dakota Wesleyan	58
Concordia	60
Morningside	64
Wartburg	73
50th Percentile	76
Dordt	76
Coe	94
Augustana	97
Briar Cliff	117
William Penn	141
75th Percentile	235
Nebraska Wesleyan	235
Univ of Sioux Falls	270
Grand View	373
Mount Mercy	490
Simpson	506
Graceland	614

Data Source: President's Office

Comparison Group: Part-Time Students

Chart



Morningside College: 2007-08 Fact Book

Comparison Group: Graduation Rate

Four-Year Averages

Details

Colleges	2002	Colleges	2003	Colleges	2004
Wartburg	70	Wartburg	71	Wartburg	69
Simpson	68	Coe	70	Dordt	67
Dordt	67	Cornell	68	Simpson	67
Coe	66	Dordt	67	Central	66
Hastings	65	Simpson	67	75th Percentile	65
75th Percentile	63	75th Percentile	64	Augustana	65
Clarke	63	Central	64	Coe	65
Doane	63	Hastings	64	Cornell	65
Central	62	Augustana	63	Hastings	63
Augustana	61	Clarke	63	50th Percentile	62
Concordia	60	Doane	63	Clarke	62
Mount Mercy	56	Concordia	62	Concordia	62
50th Percentile	56	50th Percentile	61	Doane	62
Cornell	55	Mount Mercy	59	Mount Mercy	61
Midland	55	Northwestern	55	Northwestern	57
Briar Cliff	54	Dana	54	Morningside	54
William Penn	54	Midland	54	Dana	52
Northwestern	53	25th Percentile	53	25th Percentile	51
25th Percentile	52	Briar Cliff	53	Briar Cliff	51
Univ of Sioux Falls	51	Morningside	53	Dakota Wesleyan	51
Dakota Wesleyan	50	Dakota Wesleyan	49	Midland	49
Dana	50	Univ of Sioux Falls	49	Univ of Sioux Falls	49
Morningside	50	Graceland	47	Graceland	47
Graceland	46	Grandview	35	Grandview	35
Grandview	33	William Penn	20	William Penn	20

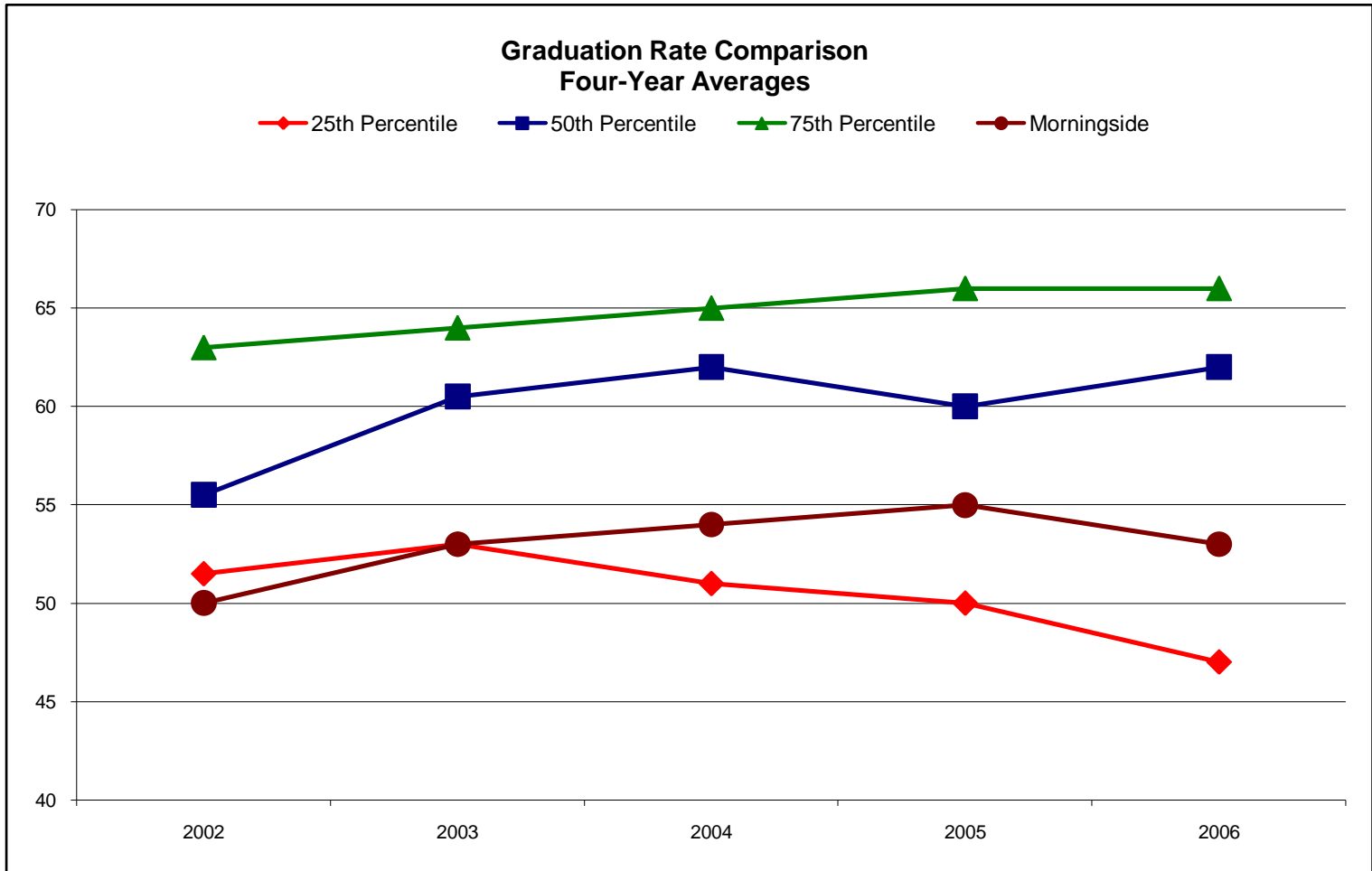
Colleges	2005
Coe	73
Wartburg	69
Cornell	67
75th Percentile	66
Augustana	66
Central	66
Dordt	66
Simpson	66
Doane	64
Mount Mercy	63
Hastings	62
Clarke	61
50th Percentile	60
Concordia	59
Northwestern	58
Morningside	55
Briar Cliff	51
Dana	51
25th Percentile	50
Univ of Sioux Falls	49
Graceland	48
Dakota Wesleyan	46
Midland	46
Grandview	35
William Penn	32

Colleges	2006
Northwestern	77
Nebraska Wesleyan	70
Simpson	69
Central	68
75th Percentile	66
Augustana	66
Cornell	66
Coe	64
Dordt	64
Wartburg	64
50th Percentile	62
Hastings	62
Mount Mercy	62
Concordia	57
Morningside	53
Briar Cliff	52
Dana	50
25th Percentile	47
Midland	47
Univ of Sioux Falls	47
Dakota Wesleyan	40
Grand View	38
Graceland	36
William Penn	28

Data Source: President's Office

Comparison Group: Graduation Rate

Four-Year Averages
Chart



Morningside College: 2007-08 Fact Book

Comparison Group: Freshman Retention Rate

Four-Year Averages

Details

Colleges	2002	Colleges	2003	Colleges	2004
Central	81	Central	81	Central	81
Doane	81	Coe	81	Coe	81
Simpson	81	Doane	81	Augustana	80
Coe	80	Simpson	81	Midland	80
Concordia	80	Concordia	80	Concordia	80
Augustana	79	Cornell	80	Cornell	80
Cornell	79	Dordt	80	Dordt	80
Dordt	79	75th Percentile	80	Doane	80
75th Percentile	79	Augustana	79	75th Percentile	80
Clarke	77	Midland	79	Simpson	79
Mount Mercy	77	Clarke	77	Clarke	78
Wartburg	77	Mount Mercy	77	Wartburg	78
50th Percentile	77	Wartburg	77	50th Percentile	77
Midland	76	50th Percentile	77	Northwestern	76
Hastings	75	Northwestern	76	Mount Mercy	76
Northwestern	75	Hastings	75	Hastings	75
25th Percentile	71	Graceland	70	Briar Cliff	69
Graceland	71	Briar Cliff	69	Graceland	69
Morningside	70	25th Percentile	68	25th Percentile	68
Briar Cliff	68	Morningside	68	Grandview	68
Dana	68	Dana	66	Univ of Sioux Falls	67
Univ of Sioux Falls	65	Grandview	66	Morningside	66
Dakota Wesleyan	65*	Univ of Sioux Falls	66	Dakota Wesleyan	65
Grandview	62	Dakota Wesleyan	65	Dana	65
William Penn	n/a	William Penn	42	William Penn	42

Colleges	2005
Dordt	82
Augustana	81
Central	81
Coe	81
Cornell	80
75th Percentile	79
Clarke	79
Concordia	79
Simpson	79
Doane	78
Wartburg	78
50th Percentile	76
Northwestern	76
Hastings	75
Mount Mercy	75
Midland	70
Briar Cliff	69
Grand View	69
25th Percentile	68
Graceland	67
Univ of Sioux Falls	67
Morningside	66
Dana	63
Dakota Wesleyan	62
William Penn	45

Colleges	2006
Coe	82
Cornell	82
Dordt	82
Nebraska Wesleyan	81
75th Percentile	80
Augustana	80
Central	80
Simpson	80
Concordia	78
Northwestern	77
Wartburg	77
50th Percentile	76
Mount Mercy	76
Hastings	74
Briar Cliff	69
Grand View	69
Univ of Sioux Falls	69
25th Percentile	68
Graceland	68
Midland	68
Morningside	68
Dakota Wesleyan	61
Dana	61
William Penn	47

*Less than four years used in average

Data Source: President's Office

Comparison Group: Freshman Retention Rate

Four-Year Averages
Chart

