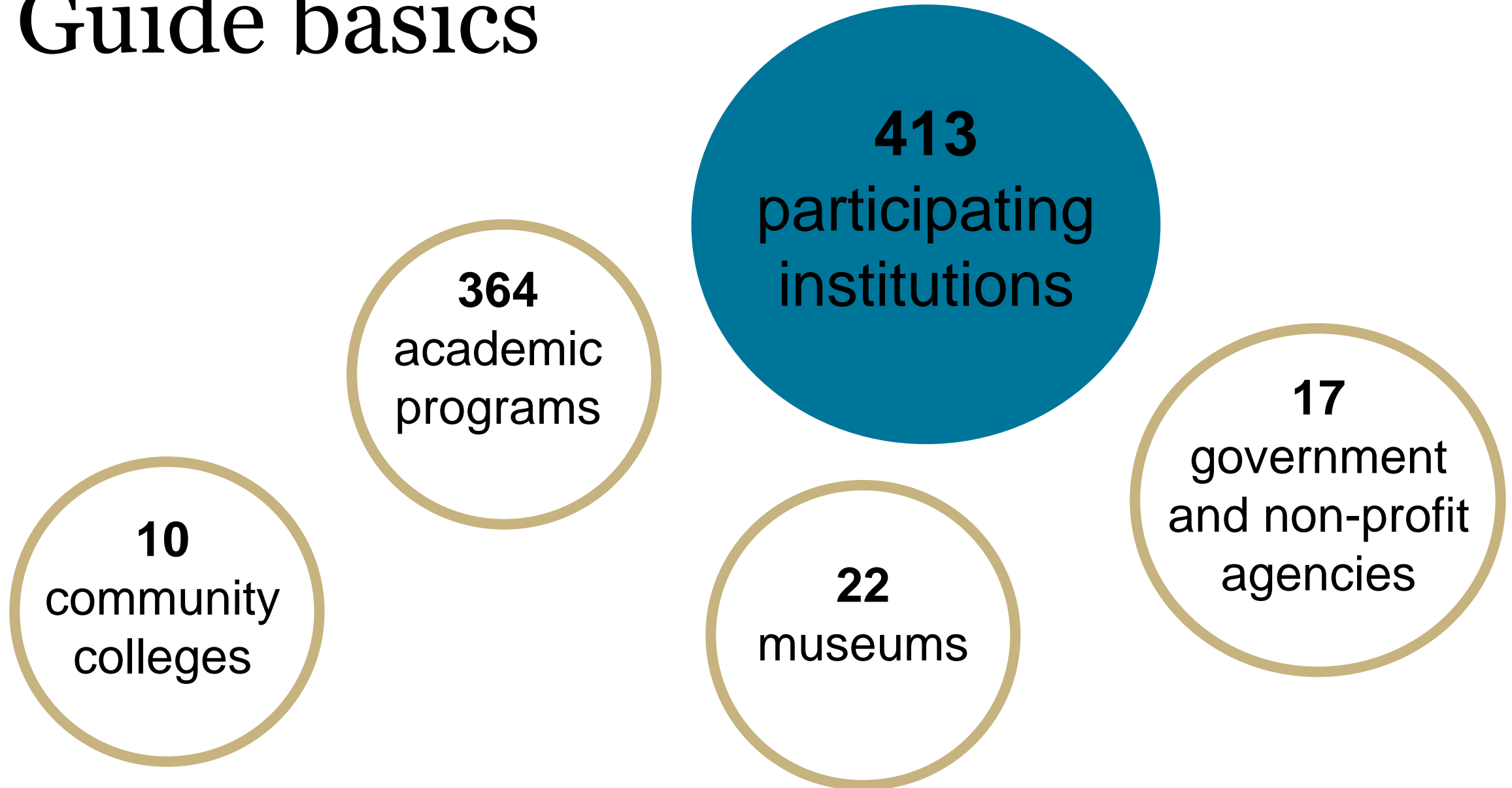# AnthroGuide Analysis

Comprehensive data from the 2016-2017 edition

Prepared by Lauryl Zenobi

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571-483-1165

Guide basics

413
participating
institutions

364
academic
programs

10
community
colleges

22
museums

17
government
and non-profit
agencies

AnthroGuide capture rate

A comparison of AnthroGuide institutions to the number of institutions that grant anthropology-related degrees as reported to [IPEDS](#) (Integrated Postsecondary Education Data System)

AnthroGuide	IPEDS

364 academic programs

586 institutions in database

68.5% capture rate of academic programs

degrees awarded
2013-2015: 18,888
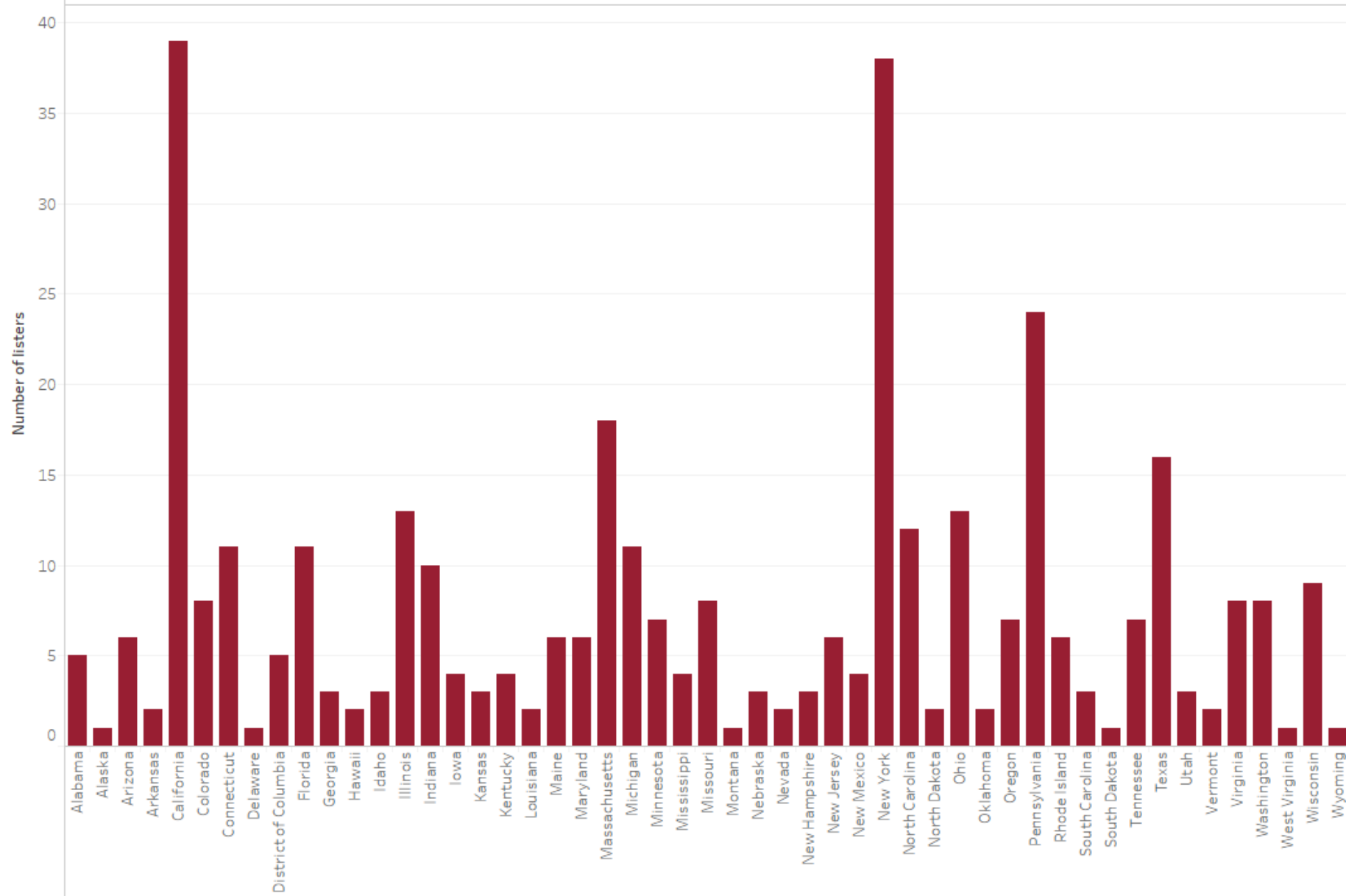
531 academic programs*

degrees awarded
2013-2015: 42,081

* That have reported granting a degree since 2003. Number does not reflect institutions that have closed, combined with other programs, or no longer award degrees
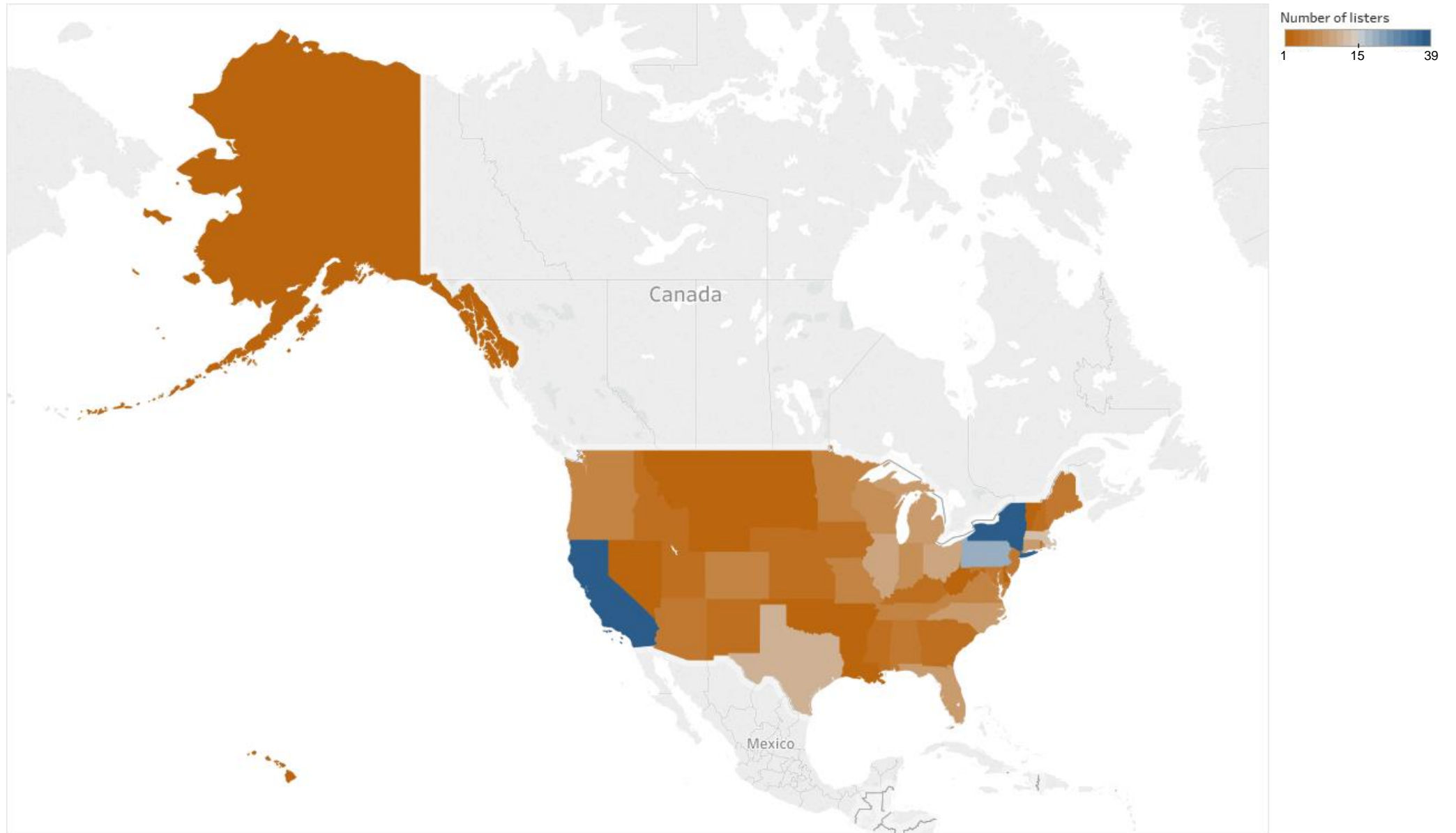
Countries represented in the Guide
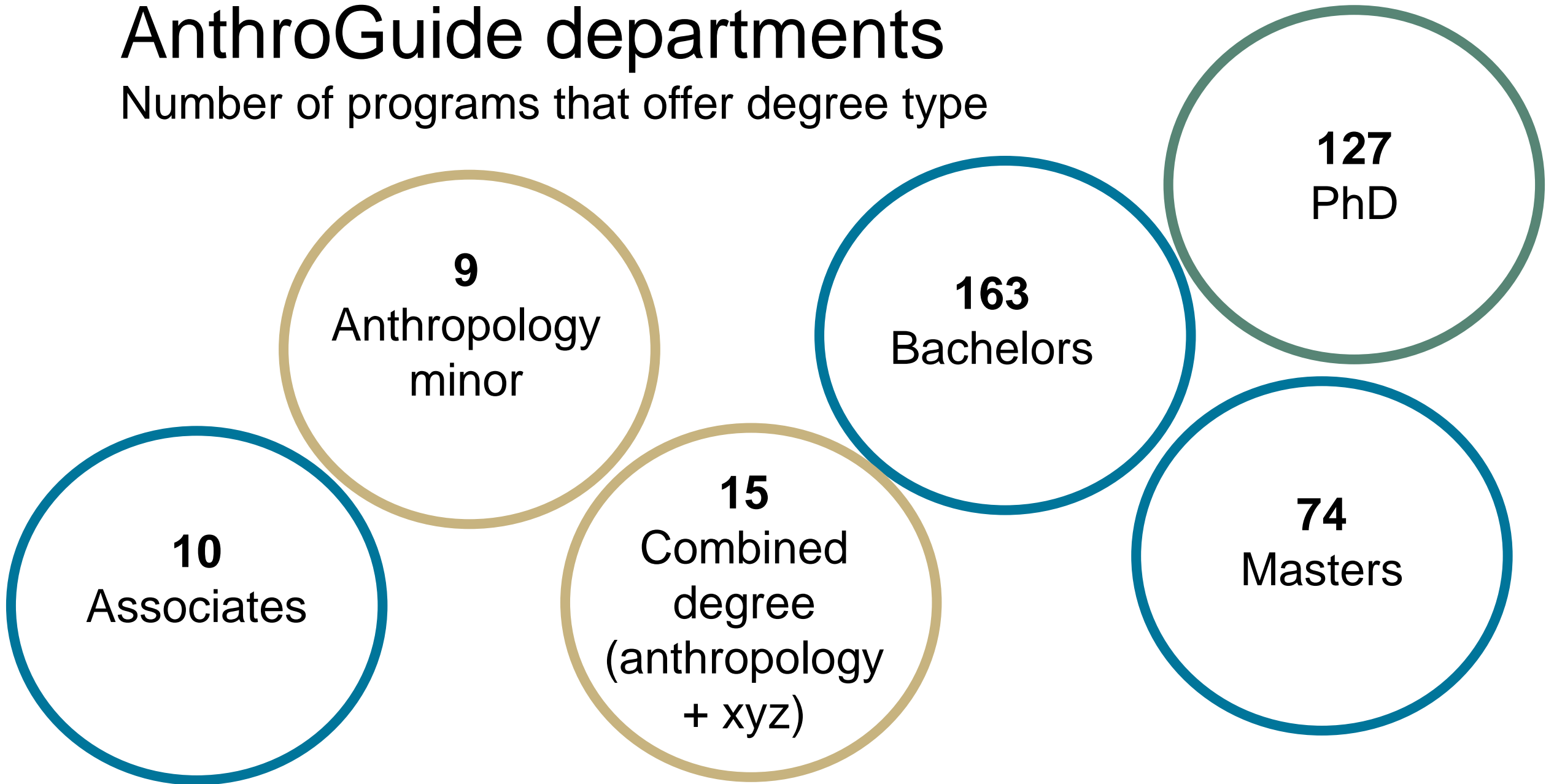
Guide institutions by state

Guide institutions by state

AnthroGuide departments
Number of programs that offer degree type

127
PhD

9
Anthropology minor

163
Bachelors

10
Associates

15
Combined degree (anthropology + xyz)

74
Masters

AnthroGuide departments
Types of certificates offered

CRM

California State University, Chico
East Carolina University
New Mexico State University
Simon Fraser University
Southern Oregon University
University of South Carolina
University of West Georgia

GIS

Clarion University of Pennsylvania
Depaul University
Florida International University
Indiana University of Pennsylvania
University of Memphis
University of Southern Maine
University of Wisconsin, Parkside
Virginia Commonwealth University

Forensics

Central Washington University
East Carolina University
Mercyhurst University
University of Hawaii, West Oahu
University of West Georgia

Visual anthropology

University of Southern California, LA

Research methods

University of Akron

Museum studies

Arizona State University
Brigham Young University
California State University, Chico
California State University, San Bernardino
Depaul University
Florida State University
Indiana University-Purdue University at Indianapolis
Lawrence University
Minnesota State University, Mankato
Museum of Anthropology, California State University, Chico
New Mexico State University
New York University
Southern Illinois University Edwardsville
University of Iowa
University of Memphis
University of Oregon
University of Tulsa
University of Wisconsin, Parkside
University of Wyoming
Utah State University
Wichita State University

AnthroGuide departments
Field areas offered for Associate degrees

Associate degree field areas	Number of institutions
Anthropology	8
Archaeology	6
Biological Anthropology	5
Cultural Anthropology	5
Linguistic Anthropology	3
Medical Anthropology	1

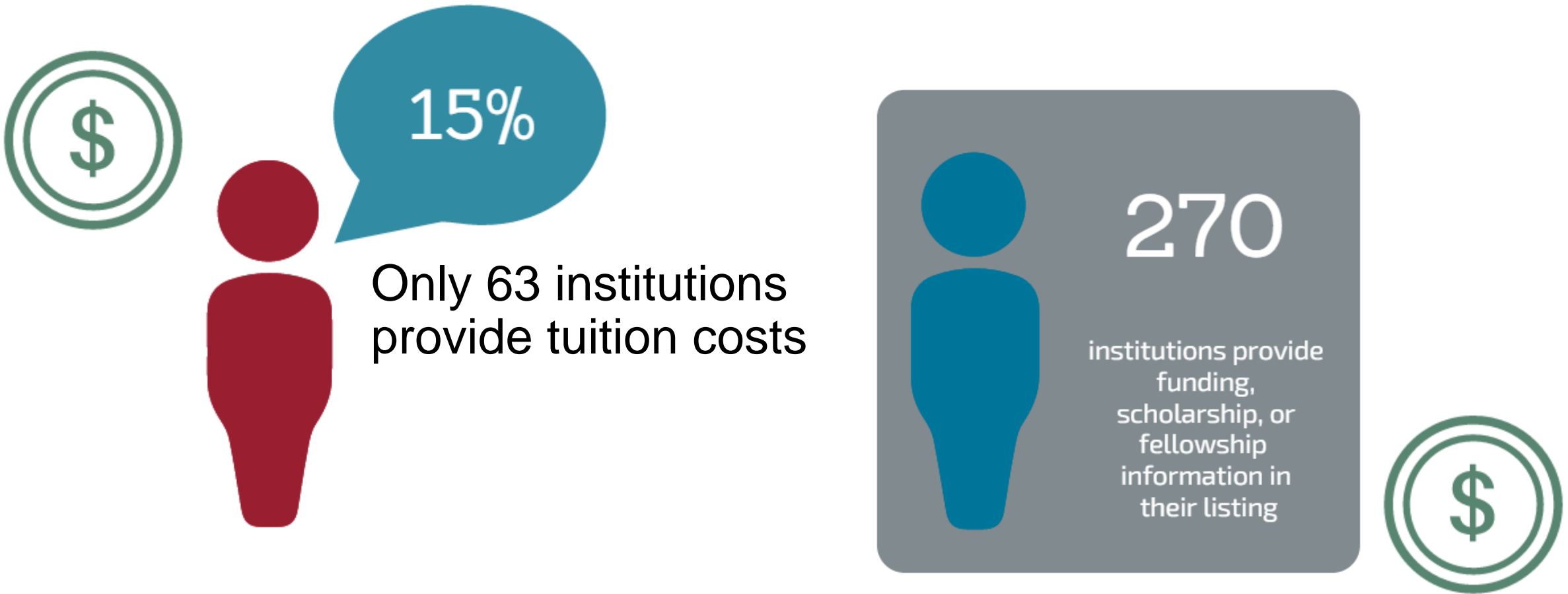# AnthroGuide departments
Field areas offered for Bachelors degrees

Bachelors degree field areas	Number of institutions
Anthropology	309
Applied Anthropology	44
Archaeology	235
Biological Anthropology	191
Cultural Anthropology	248
Ethnomusicology	3
Forensic Anthropology	23
Linguistic Anthropology	112
Medical Anthropology	82

AnthroGuide departments
Field areas offered for Masters degrees

Masters degree field areas	Number of institutions
Anthropology	134
Applied Anthropology	36
Archaeology	130
Biological Anthropology	104
Cultural Anthropology	133
Forensic Anthropology	12
Linguistic Anthropology	45
Medical Anthropology	61
Museum/Curatorial Studies	7

AnthroGuide departments
Field areas offered for PhD degrees

PhD degree field areas	Number of institutions
Anthropology	96
Applied Anthropology	10
Archaeology	91
Biological Anthropology	76
Cultural Anthropology	98
Forensic Anthropology	5
Linguistic Anthropology	40
Medical Anthropology	43
Museum/Curatorial Studies	1

Funding and fellowships

15%

Only 63 institutions provide tuition costs

270

institutions provide funding, scholarship, or fellowship information in their listing

Extracurriculars

294

Institutions have
anthropology clubs

Learn more about
AAA Anthropology Club Membership and benefits

128

Institutions have Lambda Alpha
honor societies
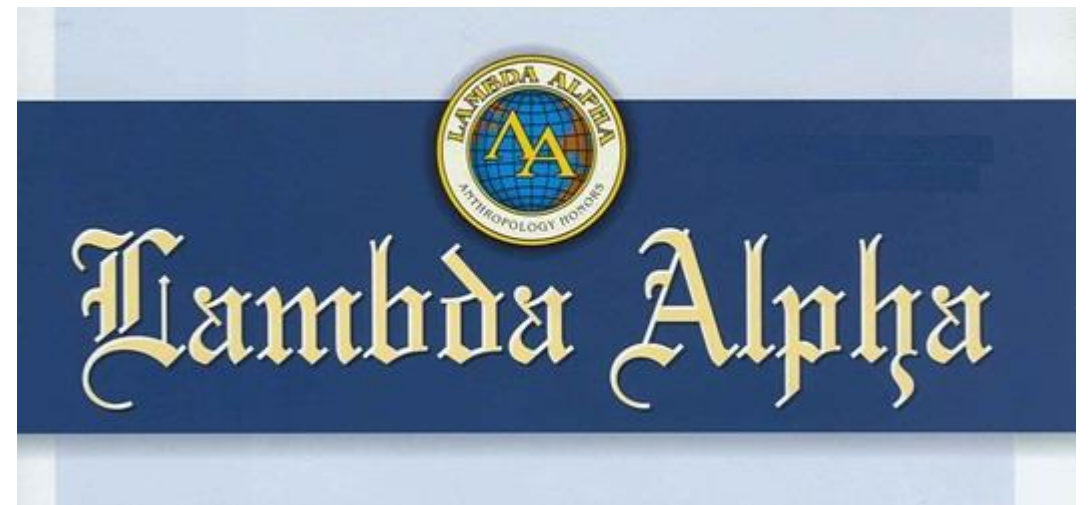
Learn more about
joining a Lambda Alpha honor society

Additional opportunities

210 or **50%** of institutions offer field schools

115 or **27%** offer internships

139 or **33%** offer online courses
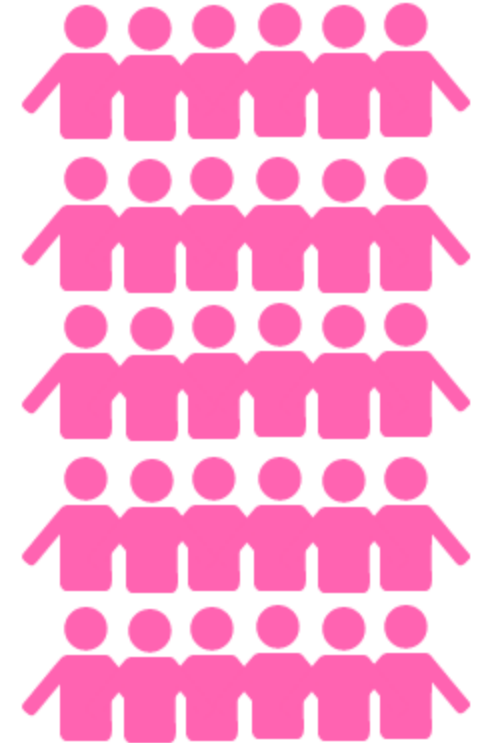
91 or **22%** produce publications

Student demographics
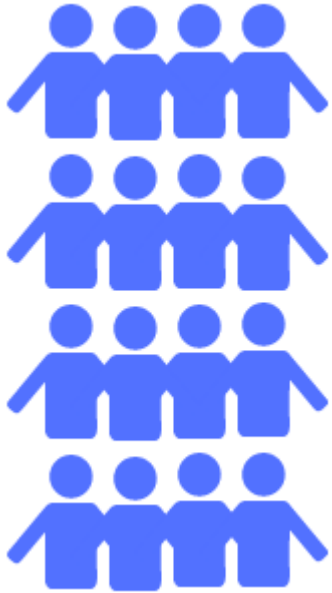
Number of graduate students enrolled 2015-2016*
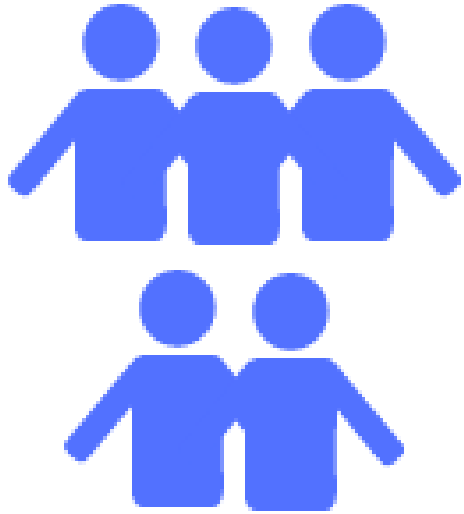
Total = 4,615

1,639

35% of total

2,976

64% of total

*We recognize that a gender binary is not the ideal way to report demographic data. We acknowledge this and are looking into adding additional categories. These statistics are voluntarily supplied by AnthroGuide institutions and are not collected by the AAA directly. Colors are used for demonstration purposes only. Each person icon represents 100 students.
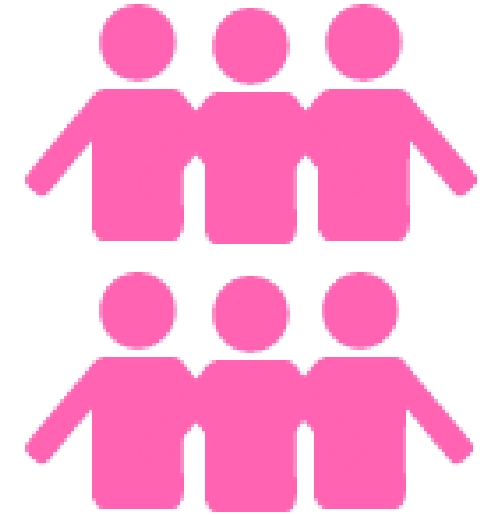
Student demographics

Graduate degrees awarded
2015-2016*

Total = 324

150

9% degree
completion rate
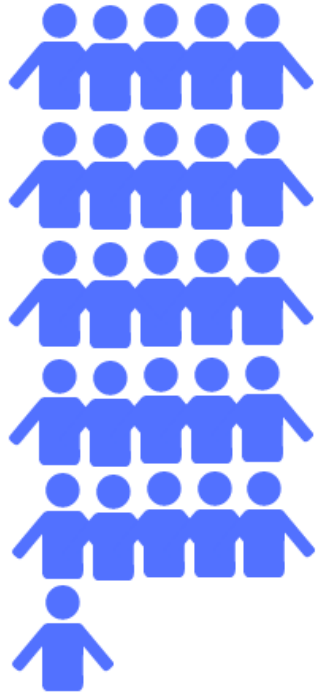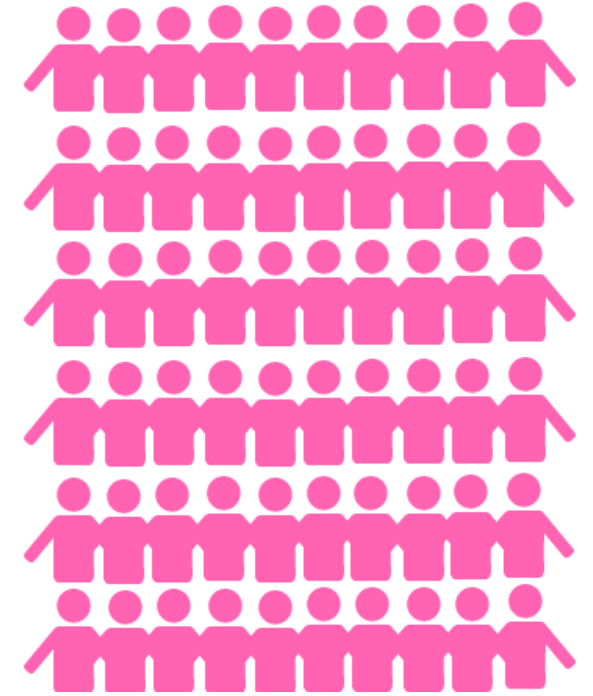
198

what's going
on here??

6% degree
completion rate

Student demographics

Undergraduate students
enrolled 2015-2016*

Total = 17,081

5,310

31% of total

11,771

68% of total

*We recognize that a gender binary is not the ideal way to report demographic data. We acknowledge this and are looking into adding additional categories. These statistics are voluntarily supplied by AnthroGuide institutions and are not collected by the AAA directly. Colors are used for demonstration purposes only. Each person icon represents 200 students.

Dissertations and Theses

Most common title words in theses and dissertations awarded in 2016
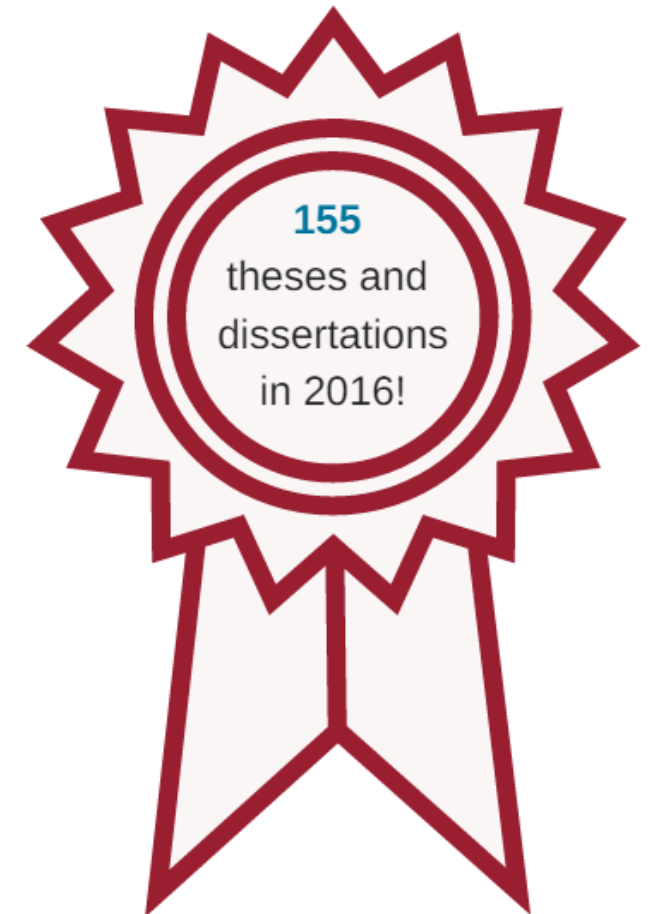
Dissertations and Theses

Field areas of theses and dissertations awarded in 2016

Field areas	Number of dissertations/theses
Anthropology/Cultural Anthropology	80
Applied Anthropology	3
Archaeology	33
Biological Anthropology	16
Environmental/Evolutionary Anthropology	4
Indigenous Peoples	1
Linguistic Anthropology	3
Medical Anthropology	9
Miscellaneous	5

Dissertations and Theses

Departments with the highest frequency of dissertations and theses awarded in 2016

Faculty demographics

8,389 faculty and staff are listed in the AnthroGuide

- 330 (4%) are adjunct researchers, instructors, or professors

- 1,194 (14%) are assistant professors

- 1,752 (21%) are associate professors

- 2,910 (35%) are full professors

- 860 (10%) are emeritus

- 236 (2%) are curators or curatorial staff

Faculty demographics

3224
cultural anthropology

1935
archaeology

700
medical anthropology

468
biological anthropology

346
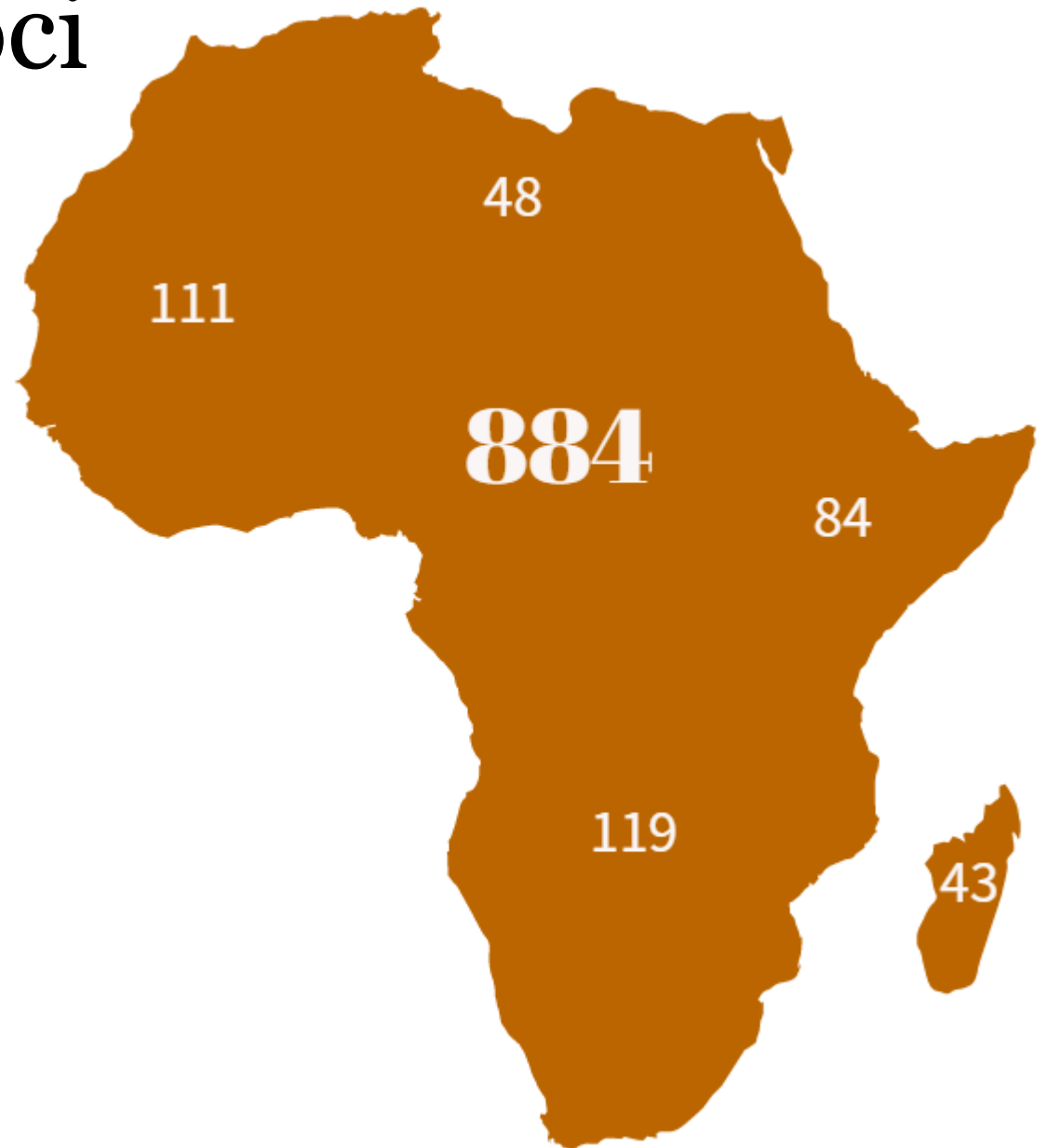linguistic anthropology

326
primatology

188
psychological anthropology

Faculty geographic foci

African continent

10% of Guide faculty specialize in Africa

North Africa
West Africa
East Africa
Southern Africa
Madagascar

48

111

884

84

119

43

Faculty geographic foci

South America

2% of Guide faculty specialize in South America
5% of Guide faculty specialize in Latin America
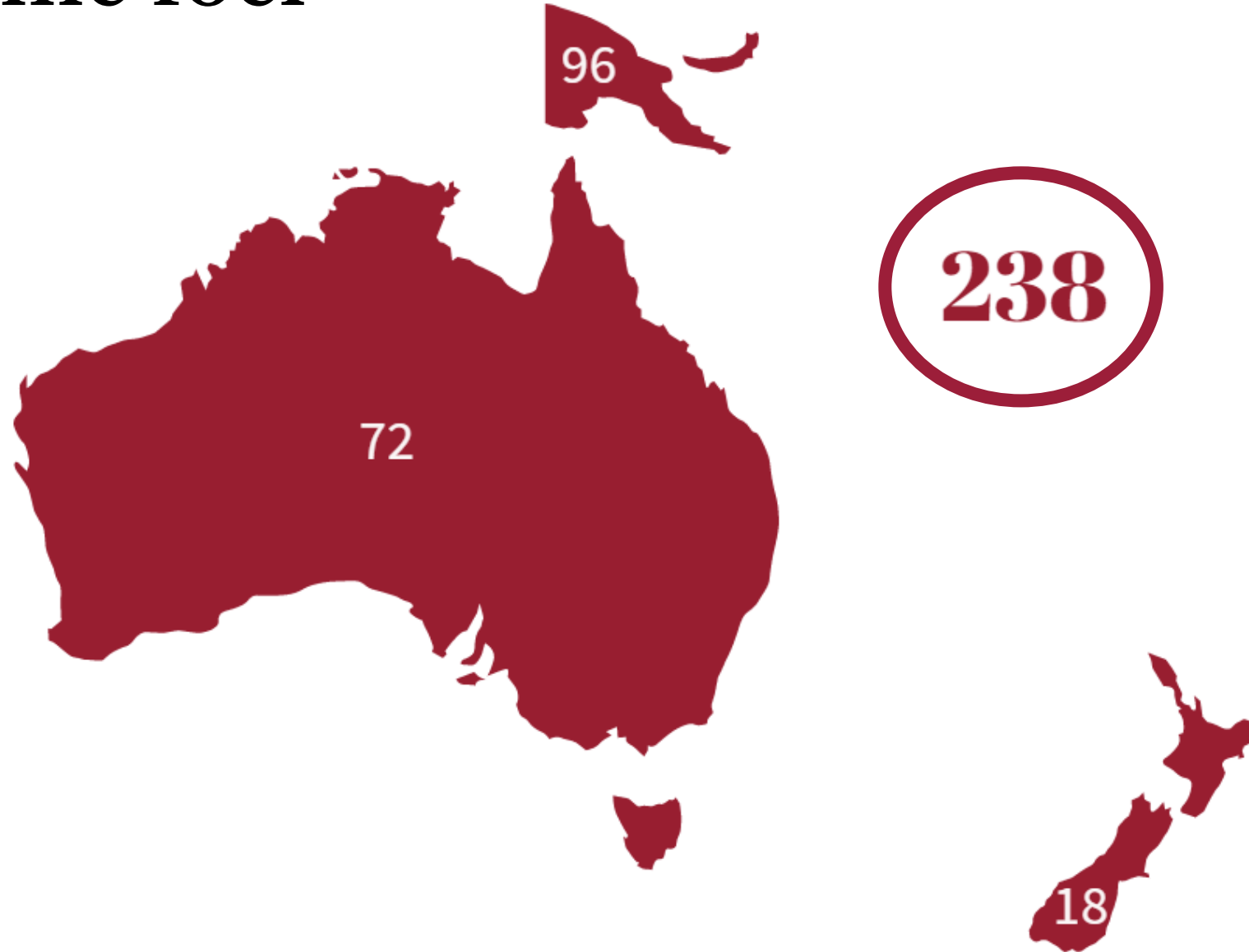
Peru
Amazon
Brazil
Argentina
Chile

466
Latin America

95

61

204

103

20

14

Faculty geographic foci

Oceania

3% of Guide faculty specialize in Oceania

Australia
New Zealand
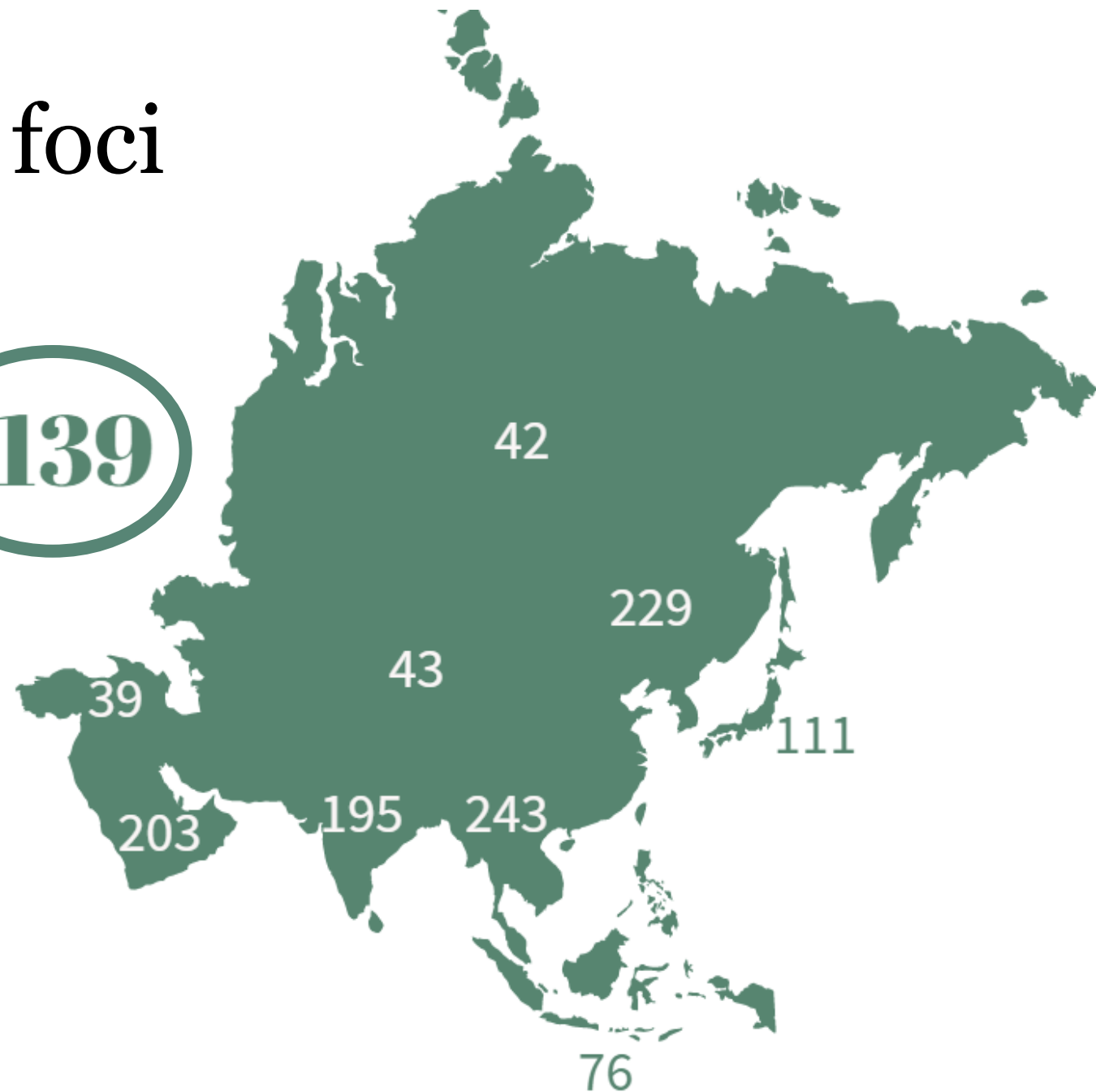New Guinea + Melanesia

96

72

238

18

Faculty geographic foci

Eurasia + Middle East

14% of Guide faculty specialize
in Eurasia + Middle East

Russia
China
Central Asia
Japan
Indonesia
Southeast Asia
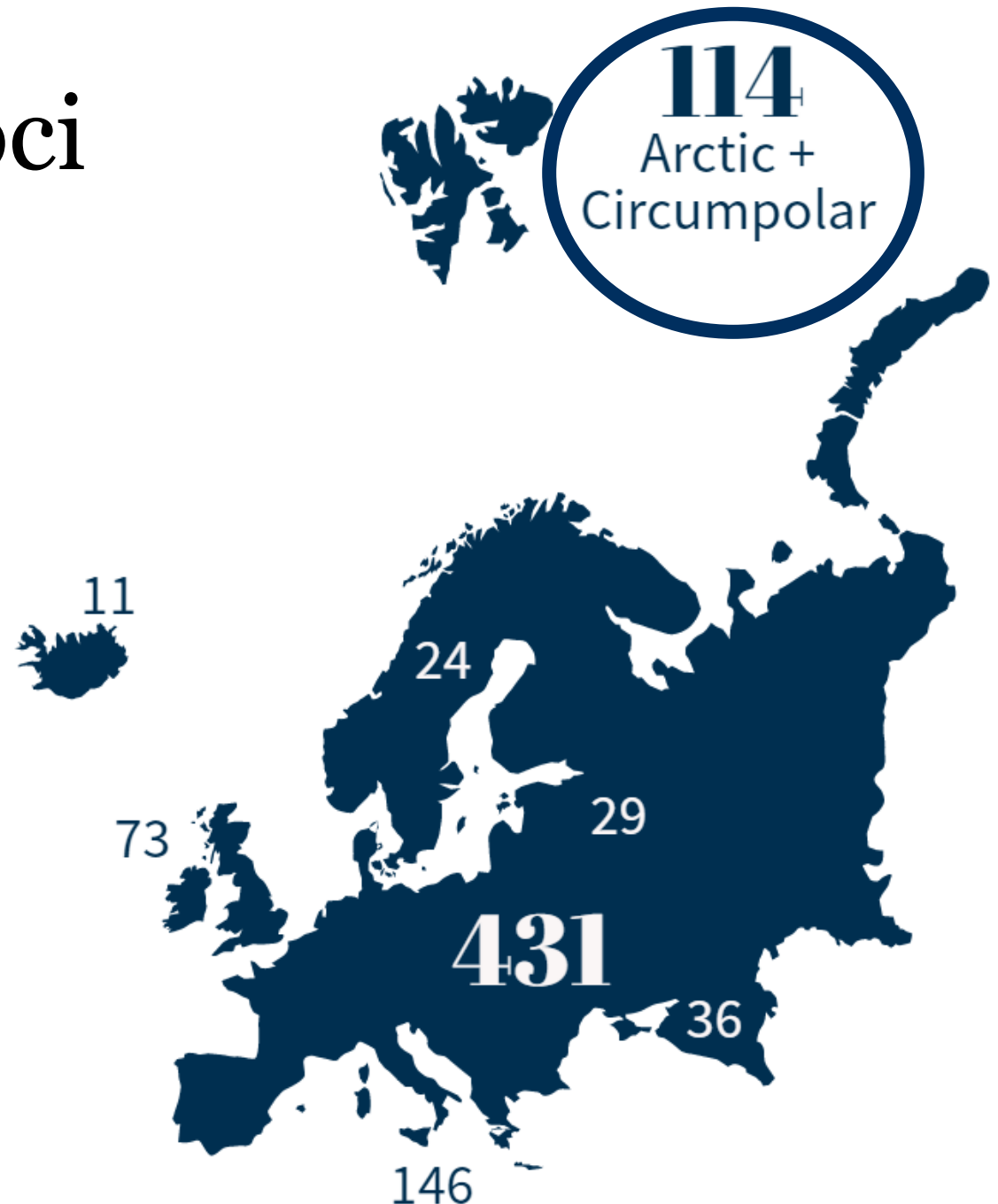South Asia
Middle East
Israel

1139

42

229

43

39

203

195

243

111

76

Faculty geographic foci

Europe

5% of Guide faculty specialize in Europe

United Kingdom
Iceland
Nordic region
Western Europe
Mediterranean
Turkey

114 Arctic + Circumpolar

11

24

73

29

431

36

146

Faculty geographic foci

North America
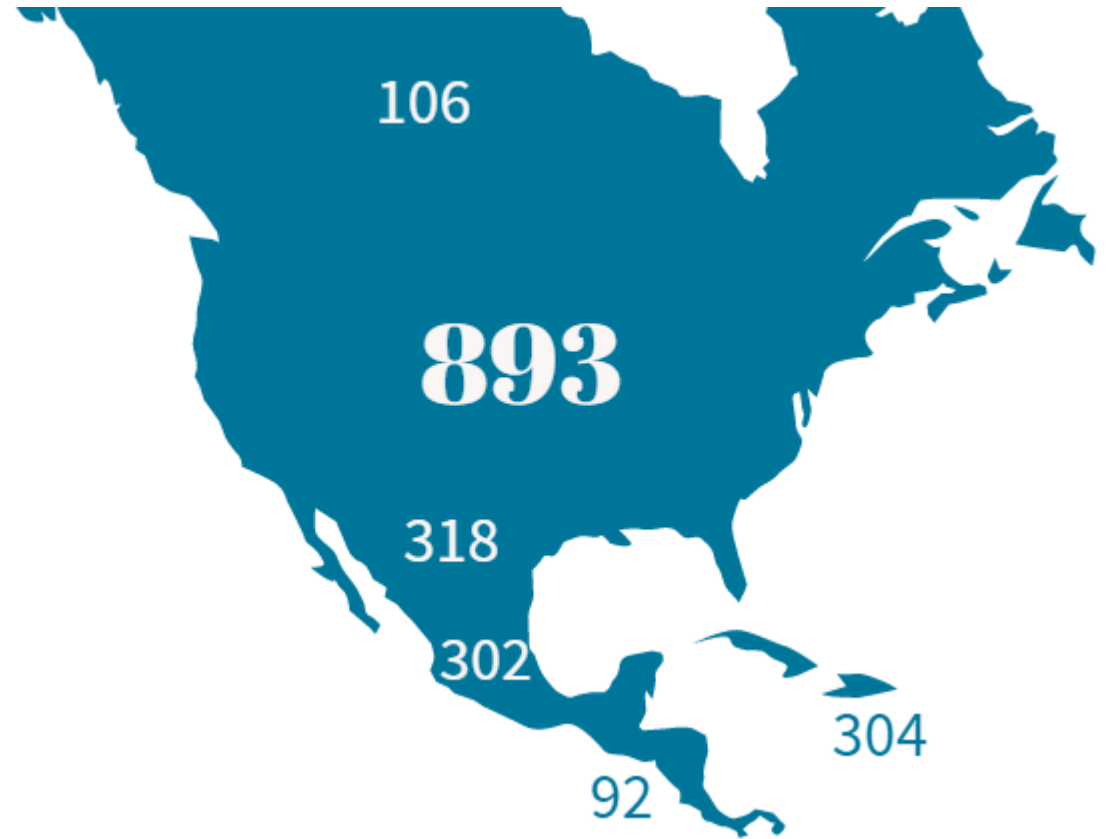16% of Guide faculty specialize in North America

Canada
Mexico
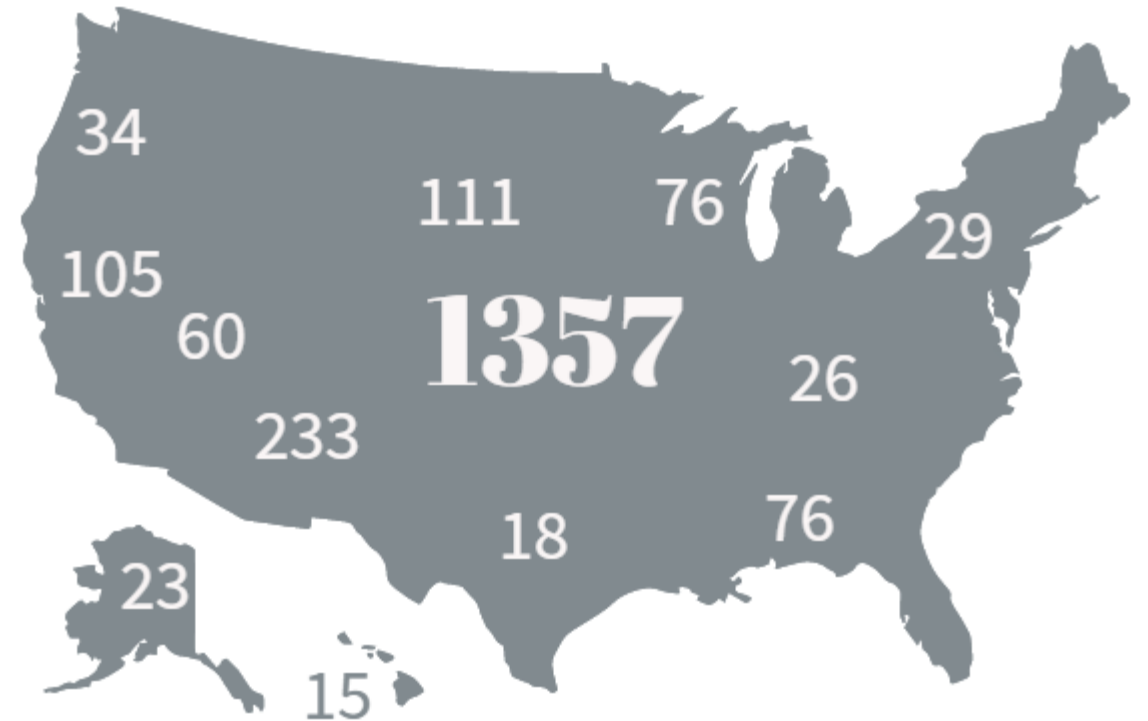Mesoamerica
Central America
Caribbean

Faculty geographic foci

United States

16% of Guide faculty specialize
in the United States

Alaska + Hawaii
Pacific Northwest Coast
California
Southwest US
Great Basin US
Great Plains
Great Lakes + Midwest
Woodlands
Southeast US

2016 AnthroGuide survey

In early 2016 we conducted a survey of AnthroGuide listers to get a sense of what was important to our users, and identify where we could improve.

You can view the survey here.

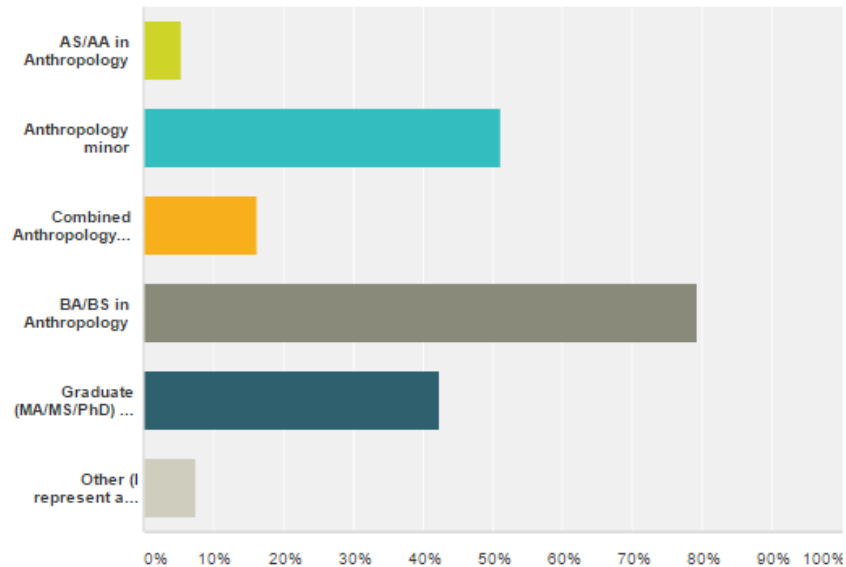Survey was sent to **319** Guide institutions

92 responses

28% response rate

Key survey results

What type of degree do you offer? (check all that apply)

Answered: 92   Skipped: 0

- Almost 80% offer a BA degree

- 42% offer a graduate degree

- Over 67% offer a Anthropology minor or a combined Anthropology degree

Answer Choices	Responses	
AS/AA in Anthropology	5.43%	5
Anthropology minor	51.09%	47
Combined Anthropology/Sociology/other degree	16.30%	15
BA/BS in Anthropology	79.35%	73
Graduate (MA/MS/PhD) in Anthropology	42.39%	39
Other (I represent a museum, non-profit, or government agency)	7.61%	7
Total Respondents: 92		

Key survey results

Reasons why institutions list in the Guide

44% Advertise faculty

"AAA Guide remains a major way that our colleagues find us and that we find them."
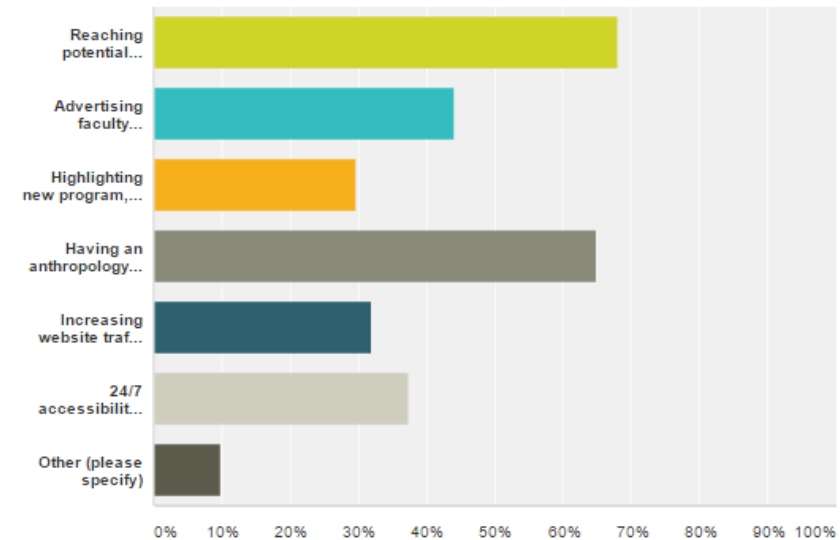
64% Help students find other programs

"…to find merit and promotion case external reviewers Phd year & institution, & research areas"

68% Increase enrollment

"faculty hires - convey our mission and specializations"

Which AnthroGuide listing benefits are most important to you?(check all that apply)

Answered: 91   Skipped: 1

Answer Choices	Responses	
Reaching potential students/increasing enrollment	68.13%	62
Advertising faculty interest	43.96%	40
Highlighting new program, field schools, research collections, curation facility, etc.	29.67%	27
Having an anthropology resource for current students (eg so they can find grad schools, etc.)	64.84%	59
Increasing website traffic to department page	31.87%	29
24/7 accessibility of AnthroGuide online through the eAnthroGuide	37.36%	34
Other (please specify)	Responses	9.89%	9
Total Respondents: 91		

Key survey results

What changes would you like to see to the AnthroGuide?

Answered: 35   Skipped: 57

● Responses (35)   ☁ Text Analysis   🏷 My Categories

Categorize as... ▼   Filter by Category ▼   Search responses 🔍 ❓

Showing 35 responses

5/4/2016 1:40 PM   View respondent's answers

I would like edit page to appear as the Print listing instead of having to press print.
5/2/2016 3:50 PM   View respondent's answers

Better publicity so students know it's available to help them find anthropology programs
5/2/2016 3:38 PM   View respondent's answers

The AnthroGuide in itself is an institution. I can't think of anything that should be changed.
5/2/2016 1:48 PM   View respondent's answers

renewal pages need to be easier to find.
5/2/2016 1:26 PM   View respondent's answers

The cost is almost prohibitive, I'd like to see an online only option that is cheaper, especially since we don't use the books. Also the format is off-putting
5/2/2016 12:12 PM   View respondent's answers

none
4/29/2016 2:40 PM   View respondent's answers

A QR code next to the institution's listing would be helpful.

Common topics

Cost
"The cost is almost prohibitive"

Ease of use
"Easier review and submission of changes"

Outreach
"Better publicity so students know it's available to help them find anthropology programs"
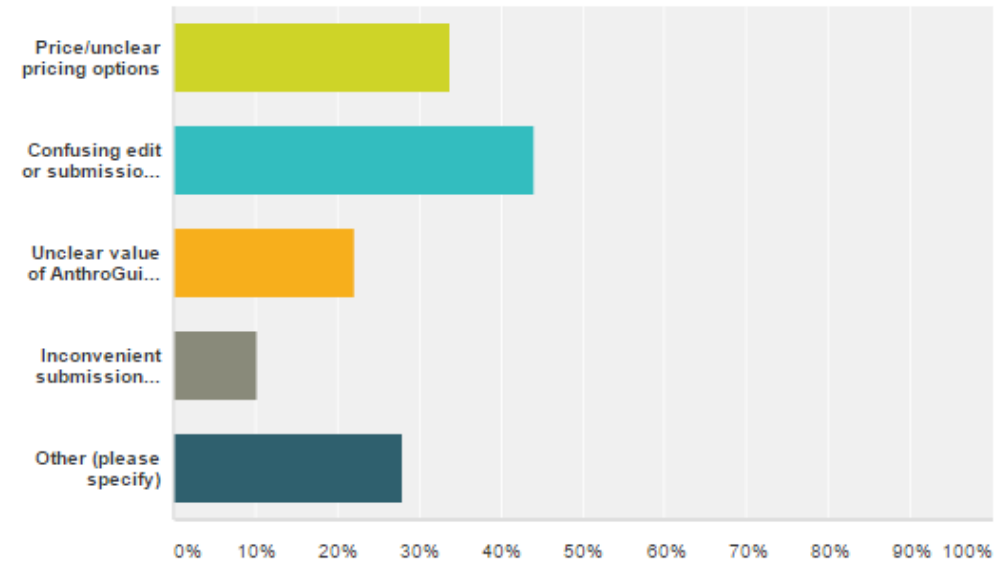
Key survey results - pain points

High
price

Unclear
value

Confusing
submission
process

What do you like least about the AnthroGuide?(check all that apply)

Answered: 68   Skipped: 24

| Answer Choices		Responses	
Price/unclear pricing options		33.82%	23
Confusing edit or submission process		44.12%	30
Unclear value of AnthroGuide listing		22.06%	15
Inconvenient submission deadline		10.29%	7
Other (please specify)	Responses	27.94%	19
Total Respondents: 68			

Actionable next steps

> Easier to navigate website

> Simpler editing/submission process

> Increase outreach and marketing of AnthroGuide

> Increase perceived value of AnthroGuide

Solutions

We're implementing a flat fee pricing system for the 2017-2018 edition!

- We've streamlined the AnthroGuide website

- Added clearer call to action buttons on individual profile pages to make it easier to find and edit your AnthroGuide listing

- Reduced unnecessary copy on the AnthroGuide landing page

- Increased price transparency – **you**, the user, **selects the price upfront**, allowing you to budget reliably.
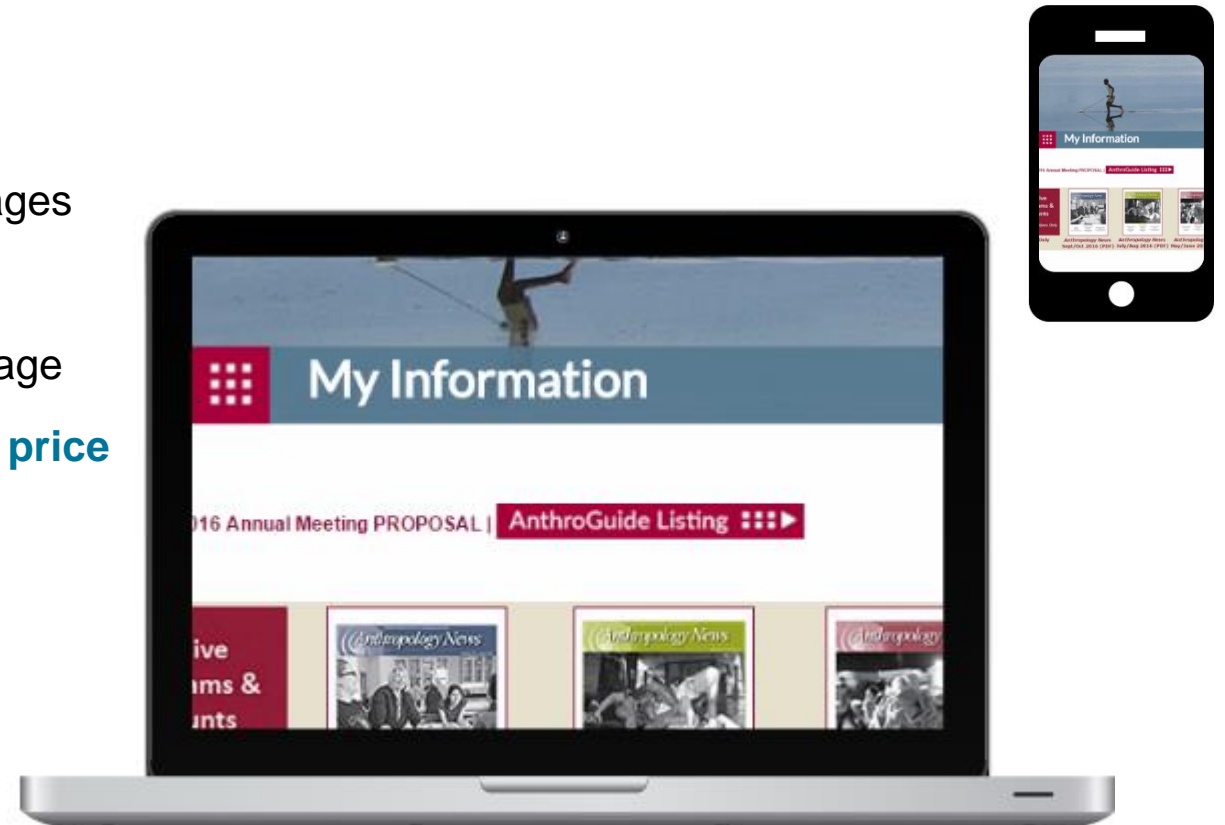
Other improvements

- We've rearranged the layout of AnthroGuide listings to make it easier for readers to find important information

- Added full faculty/staff information to online AnthroGuide listings

- Refreshed the print AnthroGuide cover, using member submitted photos

- Reduced paper waste and shipping weight of print AnthroGuide by selecting eco-friendly printing options

- Increased usability of AnthroGuide listings by standardizing terms and removing confusing abbreviations
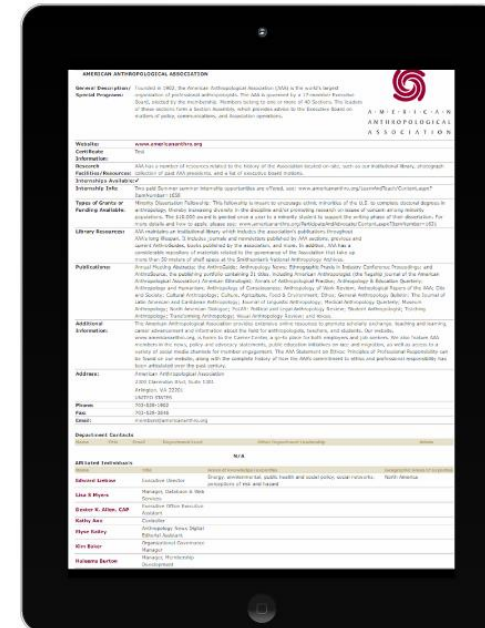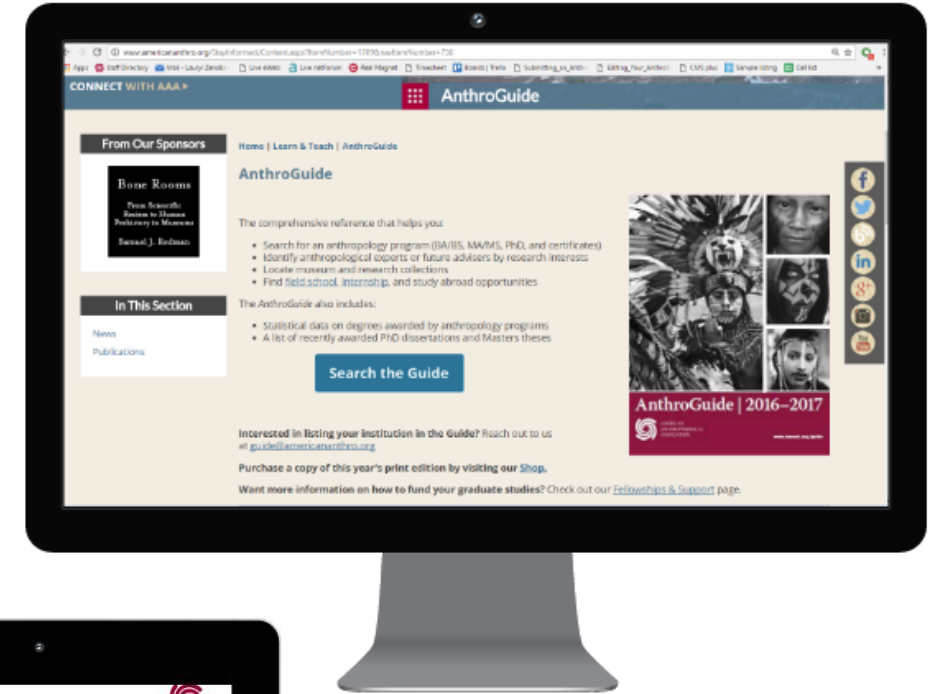
All the information you need in one place

Concerns? Suggestions? Questions?

Lauryl Zenobi

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571-483-1165