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Dr. M. David Arant, Chair
300 Meeman Journalism Building
darant@memphis.edu
901-678-2402

Dr. Sandra Utt, Assistant Chair
334A Meeman Journalism Building
sutt@memphis.edu
901-678-4795

Department of Journalism and Strategic Media
300 Meeman Journalism Building
The University of Memphis
Memphis, TN 38152-3290
www.memphis.edu/jrsm
901-678-2401

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The University of Memphis is an Equal Opportunity/Affirmative Action University. It is committed to education of a non-racially identifiable student body.
Undergraduate Retention

Data from the University of Memphis Office of Institutional Research show the percentage of students as retained by the Department of Journalism and Strategic Media as they progressed through the program. Cohort level data is based on a student’s declaration in a JRSM major. These tables show the persistence of first-time, full-time freshmen as they advance through their studies.

### Advertising Major Retention

<table>
<thead>
<tr>
<th>Cohort</th>
<th>Advertising students (n)</th>
<th>UofM students (n)</th>
<th>Retained to 2nd fall (JRSM)</th>
<th>Retained to 2nd fall (UofM)</th>
<th>Retained to 3rd fall (JRSM)</th>
<th>Retained to 3rd fall (UofM)</th>
<th>Retained to 4th fall (JRSM)</th>
<th>Retained to 4th fall (UofM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013*</td>
<td>2</td>
<td>2,078</td>
<td>50.0%</td>
<td>78.5%</td>
<td>100.0%</td>
<td>67.9%</td>
<td>100.0%</td>
<td>62.8%</td>
</tr>
<tr>
<td>2014*</td>
<td>5</td>
<td>2,306</td>
<td>100.0%</td>
<td>77.8%</td>
<td>80.0%</td>
<td>66.7%</td>
<td>80.0%</td>
<td>61.4%</td>
</tr>
<tr>
<td>2015*</td>
<td>8</td>
<td>2,049</td>
<td>100.0%</td>
<td>80.2%</td>
<td>87.5%</td>
<td>69.0%</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>2016</td>
<td>5</td>
<td>2,647</td>
<td>100.0%</td>
<td>75.9%</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>2017</td>
<td>9</td>
<td>2,612</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>2018</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
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### Journalism Major Retention

<table>
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<tr>
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<th>Journalism students (n)</th>
<th>UofM students (n)</th>
<th>Retained to 2nd fall (JRSM)</th>
<th>Retained to 2nd fall (UofM)</th>
<th>Retained to 3rd fall (JRSM)</th>
<th>Retained to 3rd fall (UofM)</th>
<th>Retained to 4th fall (JRSM)</th>
<th>Retained to 4th fall (UofM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013*</td>
<td>50</td>
<td>2,078</td>
<td>86.0%</td>
<td>78.5%</td>
<td>74.0%</td>
<td>67.9%</td>
<td>74.0%</td>
<td>62.8%</td>
</tr>
<tr>
<td>2014*</td>
<td>41</td>
<td>2,306</td>
<td>85.4%</td>
<td>77.8%</td>
<td>68.3%</td>
<td>66.7%</td>
<td>70.7%</td>
<td>61.4%</td>
</tr>
<tr>
<td>2015*</td>
<td>31</td>
<td>2,049</td>
<td>90.3%</td>
<td>80.2%</td>
<td>83.9%</td>
<td>69.0%</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>2016</td>
<td>45</td>
<td>2,647</td>
<td>91.1%</td>
<td>75.9%</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>2017</td>
<td>33</td>
<td>2,612</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>2018</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
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### Public Relations Major Retention

<table>
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<th>Cohort</th>
<th>Journalism students (n)</th>
<th>UofM students (n)</th>
<th>Retained to 2nd fall (JRSM)</th>
<th>Retained to 2nd fall (UofM)</th>
<th>Retained to 3rd fall (JRSM)</th>
<th>Retained to 3rd fall (UofM)</th>
<th>Retained to 4th fall (JRSM)</th>
<th>Retained to 4th fall (UofM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013*</td>
<td>4</td>
<td>2,078</td>
<td>75.0%</td>
<td>78.5%</td>
<td>50.0%</td>
<td>67.9%</td>
<td>100.0%</td>
<td>62.8%</td>
</tr>
<tr>
<td>2014*</td>
<td>8</td>
<td>2,306</td>
<td>100.0%</td>
<td>77.8%</td>
<td>100.0%</td>
<td>66.7%</td>
<td>87.5%</td>
<td>61.4%</td>
</tr>
<tr>
<td>2015*</td>
<td>19</td>
<td>2,049</td>
<td>100.0%</td>
<td>80.2%</td>
<td>94.7%</td>
<td>69.0%</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>2016</td>
<td>14</td>
<td>2,647</td>
<td>92.9%</td>
<td>75.9%</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>2017</td>
<td>16</td>
<td>2,612</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>2018</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
</tbody>
</table>

* Advertising and Public Relations majors created in 2016. Students before those years were transferred to the new major upon its creation. Advertising and Public Relations existed as concentrations in Journalism major before 2016.
Graduate Retention

Data from the University of Memphis Office of Institutional Research show the percentage of students as retained by the Department of Journalism and Strategic Media as they progressed through the program. Cohort level data is based on a student’s admission to the master’s program. This tables shows the persistence of students as they advance through their studies.

One-Year Graduate Retention

<table>
<thead>
<tr>
<th>Cohort</th>
<th>JRSM Master of Arts students (n)</th>
<th>UofM Master of Arts students (n)</th>
<th>Retained to 2nd fall or graduated (JRSM)</th>
<th>Retained to 2nd fall or graduated (UofM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>63</td>
<td>353</td>
<td>73.0%</td>
<td>86.1%</td>
</tr>
<tr>
<td>2014</td>
<td>43</td>
<td>337</td>
<td>76.7%</td>
<td>84.9%</td>
</tr>
<tr>
<td>2015</td>
<td>31</td>
<td>300</td>
<td>80.6%</td>
<td>85.3%</td>
</tr>
<tr>
<td>2016</td>
<td>29</td>
<td>287</td>
<td>86.2%</td>
<td>84.3%</td>
</tr>
<tr>
<td>2017</td>
<td>31</td>
<td>307</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>2018</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
</tbody>
</table>

Graduation

Data from the University of Memphis Office of Institutional Research show the number of degrees in the Department of Journalism and Strategic Media awarded per academic year.

Graduation Numbers

<table>
<thead>
<tr>
<th>Year</th>
<th>Bachelor of Arts</th>
<th>Master of Arts</th>
<th>Certificate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012-13</td>
<td>67</td>
<td>13</td>
<td>NA</td>
</tr>
<tr>
<td>2013-14</td>
<td>68</td>
<td>14</td>
<td>NA</td>
</tr>
<tr>
<td>2014-15</td>
<td>58</td>
<td>12</td>
<td>NA</td>
</tr>
<tr>
<td>2015-16</td>
<td>79</td>
<td>15</td>
<td>1</td>
</tr>
<tr>
<td>2016-17</td>
<td>74</td>
<td>11</td>
<td>1</td>
</tr>
<tr>
<td>2017-18</td>
<td>73</td>
<td>7</td>
<td>1</td>
</tr>
</tbody>
</table>
Data from the University of Memphis Office of Institutional Research show the average years to the degree since joining the Department of Journalism and Strategic Media (JRSM) and the since joining the university measured in the year of graduation. Many students enter the university without a major and choose it within the first year. Additionally, the university has a high percentage of students who enter as transfers with community college or other university credit. In general, students in Journalism and Strategic Media graduate faster than their counterparts in other programs in the University.

### Undergraduate Time To Degree (years)

<table>
<thead>
<tr>
<th>Graduation Year</th>
<th>In JRSM as major</th>
<th>Since starting at UofM</th>
<th>University-wide average</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012-13</td>
<td>4.13</td>
<td>5.72</td>
<td>5.26</td>
</tr>
<tr>
<td>2013-14</td>
<td>3.66</td>
<td>4.54</td>
<td>5.33</td>
</tr>
<tr>
<td>2014-15</td>
<td>2.71</td>
<td>4.61</td>
<td>5.46</td>
</tr>
<tr>
<td>2015-16</td>
<td>3.49</td>
<td>4.25</td>
<td>5.31</td>
</tr>
<tr>
<td>2016-17</td>
<td>3.65</td>
<td>5.07</td>
<td>5.57</td>
</tr>
<tr>
<td>2017-18</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
</tbody>
</table>

### Master’s Time To Degree (years)

<table>
<thead>
<tr>
<th>Graduation Year</th>
<th>In JRSM as MA student</th>
<th>Since starting at UofM</th>
<th>University-wide average</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012-13</td>
<td>3.96</td>
<td>4.81</td>
<td>2.62</td>
</tr>
<tr>
<td>2013-14</td>
<td>3.66</td>
<td>3.57</td>
<td>2.69</td>
</tr>
<tr>
<td>2014-15</td>
<td>2.71</td>
<td>2.71</td>
<td>2.70</td>
</tr>
<tr>
<td>2015-16</td>
<td>3.13</td>
<td>3.83</td>
<td>2.76</td>
</tr>
<tr>
<td>2016-17</td>
<td>3.5</td>
<td>3.63</td>
<td>2.35</td>
</tr>
<tr>
<td>2017-18</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
</tbody>
</table>

### Graduate Certificate Time To Degree (years)

<table>
<thead>
<tr>
<th>Graduation Year</th>
<th>In JRSM as MA student</th>
<th>Since starting at UofM</th>
<th>University-wide average</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015-16</td>
<td>2.0</td>
<td>12.5</td>
<td>1.6</td>
</tr>
<tr>
<td>2016-17</td>
<td>1.0</td>
<td>5.5</td>
<td>1.4</td>
</tr>
<tr>
<td>2017-18</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
</tbody>
</table>
Undergraduate Graduation Rates

Data from the University of Memphis Office of Institutional Research show the six-year graduation rates for first-time freshmen graduating from the Department of Journalism and Strategic Media and the four-year graduation rates for transfer students, as compared to similar data for the College of Communication and Fine Arts and the University as a whole.

Freshmen Cohort Graduation Rates

<table>
<thead>
<tr>
<th>Cohort</th>
<th>JRSM 4-year</th>
<th>CCFA 4-year</th>
<th>UofM 4-year</th>
<th>JRSM 6-year</th>
<th>CCFA 6-year</th>
<th>UofM 6-year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>26.7%</td>
<td>24.2%</td>
<td>17.5%</td>
<td>66.7%</td>
<td>50.7%</td>
<td>44.7%</td>
</tr>
<tr>
<td>2010</td>
<td>32.7%</td>
<td>19.0%</td>
<td>17.8%</td>
<td>67.3%</td>
<td>49.4%</td>
<td>42.6%</td>
</tr>
<tr>
<td>2011</td>
<td>20.4%</td>
<td>20.3%</td>
<td>18.9%</td>
<td>67.3%</td>
<td>51.9%</td>
<td>43.6%</td>
</tr>
<tr>
<td>2012</td>
<td>44.2%</td>
<td>31.4%</td>
<td>22.6%</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>2013</td>
<td>35.3%</td>
<td>31.9%</td>
<td>28.3%</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>2014</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>2015</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
</tbody>
</table>

Transfer Student Graduation Rates

<table>
<thead>
<tr>
<th>Cohort</th>
<th>JRSM 2-year</th>
<th>CCFA 2-year</th>
<th>UofM 2-year</th>
<th>JRSM 4-year</th>
<th>CCFA 4-year</th>
<th>UofM 4-year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>14.3%</td>
<td>6.8%</td>
<td>11.7%</td>
<td>51.4%</td>
<td>31.8%</td>
<td>40.5%</td>
</tr>
<tr>
<td>2012</td>
<td>6.7%</td>
<td>7.8%</td>
<td>11.1%</td>
<td>40.0%</td>
<td>41.1%</td>
<td>44.1%</td>
</tr>
<tr>
<td>2013</td>
<td>10.0%</td>
<td>8.3%</td>
<td>12.3%</td>
<td>40.0%</td>
<td>42.2%</td>
<td>44.5%</td>
</tr>
<tr>
<td>2014</td>
<td>16.0%</td>
<td>15.5%</td>
<td>13.8%</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>2015</td>
<td>4.5%</td>
<td>8.5%</td>
<td>12.4%</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>2016</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>2017</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
</tbody>
</table>