

# STUDENT RETENTION & GRADUATION ANALYSIS



THE UNIVERSITY OF  
MEMPHIS®

Department of Journalism  
and Strategic Media

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Updated August 15, 2019

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# Undergraduate Retention

Data from the University of Memphis Office of Institutional Research show the percentage of students as retained by 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

Cohort	ADVR students (n)	UofM students (n)	Retained to 2nd fall (ADVR)	Retained to 2nd fall (UofM)	Retained to 3rd fall (ADVR)	Retained to 3rd fall (UofM)	Retained to 4th fall (ADVR)	Retained to 4th fall (UofM)
2014*	5	2,306	100.0%	77.8%	80.0%	66.7%	80.0%	61.4%
2015*	8	2,049	100.0%	80.2%	87.5%	69.0%	77.8%	63.8%
2016	5	2,647	100.0%	75.9%	81.8%	63.3%	TBD	TBD
2017	9	2,612	83.3%	76.1%	TBD	TBD	TBD	TBD
2018	11	2,428	TBD	TBD	TBD	TBD	TBD	TBD
2019	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD

## Journalism Major Retention

Cohort	JOUR students (n)	UofM students (n)	Retained to 2nd fall (JOUR)	Retained to 2nd fall (UofM)	Retained to 3rd fall (JOUR)	Retained to 3rd fall (UofM)	Retained to 4th fall (JOUR)	Retained to 4th fall (UofM)
2014*	41	2,306	85.4%	77.8%	68.3%	66.7%	70.7%	61.4%
2015*	31	2,049	90.3%	80.2%	83.9%	69.0%	81.3%	63.8%
2016	45	2,647	91.1%	75.9%	76.1%	63.3%	TBD	TBD
2017	33	2,612	86.5%	76.1%	TBD	TBD	TBD	TBD
2018	34	2,428	TBD	TBD	TBD	TBD	TBD	TBD
2019	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD

## Public Relations Major Retention

Cohort	PBRL students (n)	UofM students (n)	Retained to 2nd fall (PBRL)	Retained to 2nd fall (UofM)	Retained to 3rd fall (PBRL)	Retained to 3rd fall (UofM)	Retained to 4th fall (PBRL)	Retained to 4th fall (UofM)
2014*	8	2,306	100.0%	77.8%	100.0%	66.7%	87.5%	61.4%
2015*	19	2,049	100.0%	80.2%	94.7%	94.7%	94.7%	63.8%
2016	14	2,647	92.9%	75.9%	76.9%	63.3%	TBD	TBD
2017	16	2,612	78.3%	76.1%	TBD	TBD	TBD	TBD
2018	14	2,428	TBD	TBD	TBD	TBD	TBD	TBD
2019	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD

\* 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

Cohort	JRSM Master of Arts students (n)	UofM Master of Arts students (n)	Retained to 2nd fall or graduated (JRSM)	Retained to 2nd fall or graduated (UofM)
2013	63	353	73.0%	86.1%
2014	43	337	76.7%	84.9%
2015	31	300	80.6%	85.3%
2016	29	287	86.2%	84.3%
2017	31	307	68.0%	82.5%
2018	25	290	TBD	TBD

## 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

Year	Bachelor of Arts	Master of Arts	Certificate
2013-14	68	14	NA
2014-15	58	12	NA
2015-16	79	15	1
2016-17	74	11	1
2017-18	73	7	1
2018-19	76	8	1

## Time to Degree

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)

Graduation Year	In JRSM as major	Since starting at UofM	University-wide average
2013-14	3.66	4.54	5.33
2014-15	2.71	4.61	5.46
2015-16	3.49	4.25	5.31
2016-17	3.65	5.07	5.57
2017-18	3.58	4.78	5.08
2018-19	TBD	TBD	TBD

### Master's Time To Degree (years)

Graduation Year	In JRSM as MA student	Since starting at UofM	University-wide average
2013-14	3.66	3.57	2.69
2014-15	2.71	2.71	2.70
2015-16	3.13	3.83	2.76
2016-17	3.5	3.63	2.35
2017-18	2.21	2.21	2.83
2018-19	TBD	TBD	TBD

### Graduate Certificate Time To Degree (years)

Graduation Year	In JRSM as MA student	Since starting at UofM	University-wide average
2015-16	2.0	12.5	1.6
2016-17	1.0	5.5	1.4
2017-18	1.0	1.0	3.89
2018-19	TBD	TBD	TBD

## 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

Cohort	JRSM 4-year	CCFA 4-year	UofM 4-year	JRSM 6-year	CCFA 6-year	UofM 6-year
2010	32.7%	19.0%	17.8%	67.3%	49.4%	42.6%
2011	20.4%	20.3%	18.9%	67.3%	51.9%	43.6%
2012	44.2%	31.4%	22.6%	53.5%	47.6%	48.0%
2013	35.3%	31.9%	28.3%	75.0%	55.5%	52.6%
2014	28.6%	30.7%	28.0%	TBD	TBD	TBD
2015	40.0%	37.6%	30.1%	TBD	TBD	TBD
2016	TBD	TBD	TBD	TBD	TBD	TBD

### Transfer Student Graduation Rates

Cohort	JRSM 2-year	CCFA 2-year	UofM 2-year	JRSM 4-year	CCFA 4-year	UofM 4-year
2012	6.7%	7.8%	11.1%	40.0%	41.1%	44.1%
2013	10.0%	8.3%	12.3%	40.0%	42.2%	44.5%
2014	16.0%	15.5%	13.8%	76.0%	49.6%	47.9%
2015	4.5%	8.5%	12.4%	62.5%	49.1%	48.0%
2016	21.4%	8.8%	13.4%	TBD	TBD	TBD
2017	22.2%	9.4%	12.6%	TBD	TBD	TBD
2018	TBD	TBD	TBD	TBD	TBD	TBD