

STUDENT RETENTION & GRADUATION ANALYSIS



THE UNIVERSITY OF
MEMPHIS®

Department of Journalism
and Strategic Media

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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)
2015*	9	9,055	100.0%	86.9%	88.9%	82.4%	88.9%	80.3%
2016	20	8,797	85.0%	87.3%	80.0%	82.9%	80.0%	81.1%
2017	31	8,839	90.3%	86.2%	83.9%	81.6%	83.9%	80.1%
2018	33	8,645	90.9%	86.8%	75.8%	83.1%	TBD	TBD
2019	34	8,464	85.3%	88.3%	TBD	TBD	TBD	TBD
2020	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)
2015	108	9,055	90.7%	86.9%	85.2%	82.4%	84.3%	80.3%
2016	112	8,797	88.4%	87.3%	84.8%	82.9%	83.9%	81.1%
2017	109	8,839	85.3%	86.2%	77.1%	81.6%	78.0%	80.1%
2018	87	8,645	85.1%	86.8%	86.2%	83.1%	TBD	TBD
2019	97	8,464	91.8%	88.3%	TBD	TBD	TBD	TBD
2020	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)
2015*	20	9,055	80.0%	86.9%	85.0%	82.4%	85.0%	80.3%
2016	47	8,797	89.4%	87.3%	87.2%	82.9%	85.1%	81.1%
2017	68	8,839	85.3%	86.2%	85.3%	81.6%	77.9%	80.1%
2018	81	8,645	93.8%	86.8%	85.2%	83.1%	TBD	TBD
2019	92	8,464	91.3%	88.3%	TBD	TBD	TBD	TBD
2020	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 entering	JRSM Master of Arts students (n)	UofM Master's level (n)	Retained to 2nd fall (JRSM)	Retained to 2nd fall (UofM)
2015	27	707	81.5%	95.2%
2016	23	699	91.3%	94.3%
2017	20	680	95.0%	95.0%
2018	17	688	70.6%	94.2%
2019	14	661	100.0%	94.7%
2020	TBD	TBD	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
2019-20	86	10	0

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
2012	41.7%	32.3%	22.1%	68.3%	55.9%	47.0%
2013	35.1%	31.1%	27.7%	64.9%	58.4%	52.2%
2014	33.3%	33.3%	27.4%	61.4%	56.9%	50.7%
2015	34.5%	34.9%	31.4%	TBD	TBD	TBD
2016	42.4%	28.4%	27.6%	TBD	TBD	TBD
2017	TBD	TBD	TBD	TBD	TBD	TBD
2018	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
2014	14.3%	14.3%	13.8%	67.9%	49.6%	47.3%
2015	3.6%	8.6%	12.4%	64.3%	49.1%	49.5%
2016	12.0%	8.0%	13.4%	52.0%	TBD	38.9%
2017	9.1%	11.9%	15.7%	TBD	TBD	TBD
2018	13.6%	8.0%	14.7%	TBD	TBD	TBD
2019	TBD	TBD	TBD	TBD	TBD	TBD
2020	TBD	TBD	TBD	TBD	TBD	TBD