

STUDENT RETENTION & GRADUATION DATA



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 the Department of Journalism & Strategic Media as they progressed through the program. Cohort level data is based on a student's declaration in a Journalism & Strategic Media major. These tables show the persistence of first-time, full-time freshmen as they advance through their studies.

Advertising Major Retention

Cohort	Advertising 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)
2016	10	2,713	100.0%	75.0%	90.0%	62.3%	90.0%	56.6%
2017	7	2,641	85.7%	75.5%	57.1%	62.2%	42.9%	57.5%
2018	11	2,443	81.8%	77.1%	72.7%	66.2%	72.7%	57.4%
2019	14	2,631	85.7%	78.8%	85.7%	63.7%	TBD	TBD
2020	10	2,495	90.0%	71.1%	TBD	TBD	TBD	TBD
2021	3	2,541	TBD	TBD	TBD	TBD	TBD	TBD

Journalism Major Retention

Cohort	Journalism 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)
2016	42	2,713	88.1%	75.0%	73.8%	62.3%	64.3%	56.6%
2017	36	2,641	83.3%	75.5%	77.8%	62.2%	75.0%	57.5%
2018	37	2,443	75.7%	77.1%	67.6%	66.2%	56.8%	57.4%
2019	41	2,631	82.9%	78.8%	63.4%	63.7%	TBD	TBD
2020	41	2,495	82.9%	71.1%	TBD	TBD	TBD	TBD
2021	27	2,541	TBD	TBD	TBD	TBD	TBD	TBD

Public Relations Major Retention

Cohort	Public Rel. 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)
2016	13	2,713	92.3%	75.0%	76.9%	62.3%	92.3%	56.6%
2017	23	2,641	82.6%	75.5%	73.9%	62.2%	69.6%	57.5%
2018	23	2,443	91.3%	77.1%	91.3%	66.2%	73.9%	57.4%
2019	26	2,631	92.3%	78.8%	80.8%	63.7%	TBD	TBD
2020	24	2,495	87.5%	71.1%	TBD	TBD	TBD	TBD
2021	10	2,541	TBD	TBD	TBD	TBD	TBD	TBD

Graduate Retention

Data from the University of Memphis Office of Institutional Research show the percentage of students as retained by the Department of Journalism & 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 (JRSM)	Retained to 2nd fall (UofM)
2016	7	103	71.4%	86.4%
2017	11	105	72.7%	81.9%
2018	13	118	69.2%	84.7%
2019	10	84	80.0%	88.1%
2020	18	147	77.8%	82.3%
2021	11	94	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
2016-17	72	8	0
2017-18	74	9	1
2018-19	76	8	0
2019-20	84	10	0
2020-21	93	11	0
2021-22	80	17	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
2011	17.3%	18.3%	24.3%	61.5%	54.8%	54.6%
2012	41.1%	36.7%	28.3%	67.9%	64.2%	55.1%
2013	33.9%	33.0%	35.5%	64.3%	61.5%	61.8%
2014	31.6%	38.2%	35.3%	59.6%	62.7%	61.9%
2015	34.4%	35.5%	40.0%	63.9%	60.7%	64.8%
2016	43.1%	38.5%	37.9%	TBD	TBD	TBD
2017	43.9%	40.6%	41.6%	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
2012	6.3%	12.7%	10.2%	43.8%	47.3%	40.6%
2013	10.0%	7.3%	11.3%	40.0%	38.2%	45.3%
2014	14.3%	18.3%	13.3%	67.9%	63.3%	52.4%
2015	3.4%	10.7%	11.4%	62.1%	58.9%	53.1%
2016	12.5%	8.3%	10.7%	54.2%	40.0%	47.5%
2017	9.1%	14.1%	15.1%	54.5%	56.3%	52.9%
2018	14.3%	10.5%	17.7%	TBD	TBD	TBD