

STUDENT RETENTION & GRADUATION DATA



THE UNIVERSITY OF
MEMPHIS®

Department of Journalism
and Strategic Media



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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 & 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.

Cohort	J&SM students (n)	UofM students (n)	Retained to 2nd fall (J&SM)	Retained to 2nd fall (UofM)	Retained to 3rd fall (J&SM)	Retained to 3rd fall (UofM)	Retained to 4th fall (J&SM)	Retained to 4th fall (UofM)
2017	65	2,585	83.1%	75.9%	73.8%	62.9%	69.2%	58.0%
2018	70	2,392	82.9%	77.5%	77.1%	66.6%	65.7%	57.8%
2019	78	2,565	84.6%	79.3%	74.4%	64.4%	64.1%	59.5%
2020	74	2,405	87.8%	71.7%	75.7%	58.5%	TBD	TBD
2021	41	2,451	80.5%	74.5%	TBD	TBD	TBD	TBD
2022	61	2,276	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.

Cohort	J&SM Master of Arts students (n)	UofM Master of Arts students (n)	Retained to 2nd fall (J&SM)	Retained to 2nd fall (UofM)
2017	13	117	61.5%	80.3%
2018	13	121	69.2%	85.1%
2019	11	91	72.2%	87.9%
2020	17	150	76.5%	82.0%
2021	12	97	91.7%	80.4%
2022	9	96	TBD	TBD

Graduation

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

Year	Bachelor of Arts	Master of Arts	Certificate
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
2022-23	79	18	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 & 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	J&SM 4-year	CCFA 4-year	UofM 4-year	J&SM 6-year	CCFA 6-year	UofM 6-year
2013	35.7%	30.7%	28.1%	66.1%	59.0%	53.1%
2014	33.9%	33.9%	27.6%	60.7%	57.0%	51.2%
2015	35.6%	36.3%	31.9%	66.1%	59.2%	54.2%
2016	42.2%	27.2%	27.8%	64.1%	51.9%	47.8%
2017	34.6%	36.6%	30.3%	61.5%	55.6%	48.4%
2018	42.9%	36.5%	32.8%	TBD	TBD	TBD
2019	34.6%	31.1%	31.2%	TBD	TBD	TBD

Transfer Student Graduation Rates

Cohort	J&SM 2-year	CCFA 2-year	UofM 2-year	J&SM 4-year	CCFA 4-year	UofM 4-year
2013	12.0%	7.5%	13.3%	44.0%	46.3%	49.9%
2014	16.0%	18.0%	17.0%	72.0%	55.1%	55.9%
2015	4.3%	8.8%	14.4%	65.2%	52.5%	56.2%
2016	17.6%	10.0%	16.4%	52.9%	41.1%	54.1%
2017	14.3%	15.1%	18.6%	64.3%	51.2%	56.4%
2018	10.0%	8.7%	17.6%	50.0%	47.8%	56.7%
2019	19.0%	18.8%	18.9%	66.7%	49.4%	55.6%

Graduate Graduation Rates

Data from the University of Memphis Office of Institutional Research show the four-year graduation rates for first-time Master of Arts students graduating from the Department of Journalism & Strategic Media as compared to similar data for other Master of Arts programs at the University.

Cohort	J&SM 2-year	UofM MA 2-year	J&SM 4-year	UofM MA 4-year
2016	34.8%	67.2%	82.6%	83.1%
2017	48.5%	68.6%	75.8%	82.9%
2018	56.1%	76.4%	78.0%	87.3%
2019	65.7%	78.6%	82.9%	87.9%
2020	60.4%	70.0%	TBD	TBD
2021	58.8%	64.1%	TBD	TBD