



STUDENT RETENTION & GRADUATION DATA



**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 and Strategic Media as they progressed through the program. Cohort level data is based on a student's declaration in a Journalism and 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)
2019	115	4,138	83.5%	77.0%	71.3%	63.6%	65.3%	59.5%
2020	105	3,761	84.8%	70.5%	73.3%	59.1%	68.6%	55.4%
2021	61	3,753	80.3%	72.9%	63.9%	60.2%	59.0%	57.2%
2022	88	3,534	70.5%	70.5%	62.5%	59.8%	59.1%	56.3%
2023	73	3,644	86.3%	75.4%	76.7%	69.1%	TBD	TBD
2024	54	2,921	79.6%	76.5%	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 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.

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)
2019	9	95	100%	86.3%
2020	16	151	87.5%	80.1%
2021	17	113	100%	78.8%
2022	18	107	77.8%	83.2%
2023	9	74	88.9%	85.1%
2024	12	90	91.7%	87.8%

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.

Year	Bachelor of Arts	Master of Arts	Certificate
2020-21	93	11	0
2021-22	81	17	0
2022-23	79	17	1
2023-24	74	16	0
2024-25	65	8	3
2025-26	53	16	5

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 as compared to similar data for the College of Communication and Fine Arts and the university as a whole, all based on the fall entry cohort.

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
2016	43.5%	28.8%	28.3%	64.5%	52.6%	48.2%
2017	46.0%	37.8%	30.8%	63.5%	56.1%	49.3%
2018	44.3%	36.9%	33.4%	58.6%	52.3%	50.8%
2019	37.2%	33.4%	35.2%	53.8%	54.4%	52.8%
2020	53.0%	36.2%	32.3%	72.4%	58.7%	48.8%
2021	30.0%	30.0%	33.8%	TBD	TBD	TBD
2022	40.7%	30.6%	29.3%	TBD	TBD	TBD

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 and Strategic Media as compared to similar data for other Master of Arts programs at the university, based on the fall entry cohort.

Cohort	J+SM 2-year	UofM MA 2-year	J+SM 4-year	UofM MA 4-year
2019	66.7%	85.5%	88.9%	92.0%
2020	81.3%	80.2%	87.5%	86.9%
2021	70.6%	79.6%	82.4%	85.4%
2022	72.2%	86.6%	77.8%	90.0%
2023	88.9%	83.5%	TBD	TBD
2024	75.0%	70.9%	TBD	TBD