

Enrollment by Degree Program

Arkansas State University

Fall 2014 to Fall 2018

College, Department, Degree & Program	Fall Semesters					Average	
	2014	2015	2016	2017	2018	3 Year	5 Year
Media & Communication							
Communication							
CP Social Media Management	--	--	--	--	2	--	--
BA Communication Studies	72	84	109	113	90	104	94
BS Graphic Communications	2	--	--	--	--	--	--
BS Digital Innovations	--	--	--	--	4	--	--
BS Strategic Communications	41	69	107	119	108	111	89
GC Health Communications	0	0	0	0	0	0	0
MA Communication Studies	21	20	26	26	26	26	24
Total Communication	136	173	242	258	230	243	208
Media							
BS Creative Media Production	57	78	108	99	110	106	90
BS Journalism	50	19	4	1	1	2	15
BS Multimedia Journalism	54	69	78	48	51	59	60
BS Radio-TV	41	18	2	0	0	1	12
MS Media Management	--	--	--	19	36	--	--
MSMC Journalism	17	10	11	11	7	10	11
MSMC Radio-TV	19	12	13	10	9	11	13
Total Media	238	206	216	188	214	206	212
Total Media & Communication	374	379	458	446	444	449	420

Degrees Awarded

Arkansas State University

Fiscal Year 2013-2014 to 2017-2018

Degrees Awarded at Jonesboro & All Other Instructional Sites	Fiscal Year					Average	
	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	3 Year	5 Year
Media & Communication							
Baccalaureate Degrees	81	91	78	72	109	86	86
Master's Degrees	25	29	20	14	14	16	20
Graduate Certificates	2	1	0	0	0	0	1
Total Degrees Awarded	108	121	98	86	123	102	107

Degrees Awarded by Degree Program

Arkansas State University

Fiscal Year 2013-2014 to 2017-2018

College, Department, Degree & Program	Fiscal Year					Average	
	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	3 Year	5 Year
Media & Communication							
Communication							
BA Communication Studies	18	30	20	22	39	27	26
BS Graphic Communications	4	--	--	--	--	--	--
BS Strategic Communications	--	0	12	17	37	22	--
GC Health Communications	2	1	0	0	0	0	1
MA Communication Studies	11	8	8	4	4	5	7
Total Communication	35	39	40	43	80	54	47
Media							
BS Creative Media Production	--	3	12	20	24	19	--
BS Journalism	33	37	16	0	2	6	18
BS Multimedia Journalism	--	2	8	10	7	8	--
BS Radio-TV	26	19	10	3	0	4	12
MSMC Media Management	--	--	--	--	1	--	--
MSMC Journalism	4	10	8	5	4	6	6
MSMC Radio-TV	10	11	4	5	5	5	7
Total Media	73	82	58	43	43	48	60
Total Media & Communication	108	121	98	86	123	102	107

Success Rates by Degree Program*

Arkansas State University

Fall 2013 to Fall 2017

College, Department, Degree & Program	% of Students Returning or Graduating From Fall Semester to Fall Semester					Average	
	2013 to 2014	2014 to 2015	2015 to 2016	2016 to 2017	2017 to 2018	3 Year	5 Year
	Media & Communication						
Communication							
BA Communication Studies	64.5%	62.5%	77.4%	77.1%	75.2%	76.6%	71.3%
BS Graphic Communications	100.0%	100.0%	--	--	--	--	--
BS Strategic Communications	--	73.2%	87.0%	73.8%	82.4%	81.1%	--
MA Communication Studies	67.9%	81.0%	85.0%	76.9%	80.8%	80.9%	78.3%
Total Communication	77.5%	79.2%	82.1%	75.6%	79.1%	79.5%	74.8%
Media							
BS Creative Media Production	--	66.7%	79.5%	74.1%	84.8%	79.5%	--
BS Journalism	55.0%	84.0%	89.5%	50.0%	100.0%	79.8%	75.7%
BS Multimedia Journalism	--	55.6%	76.8%	65.4%	79.2%	73.8%	--
BS Radio-TV	60.2%	82.9%	94.4%	100.0%	--	97.2%	84.4%
MS Media Management	--	--	--	--	57.9%	--	--
MSMC Journalism	75.0%	88.2%	90.0%	81.8%	90.9%	87.6%	85.2%
MSMC Radio-TV	71.9%	73.7%	91.7%	76.9%	100.0%	89.5%	82.8%
Total Media	65.5%	75.2%	82.0%	71.3%	81.9%	84.6%	82.0%
Total Media & Communication	71.5%	77.2%	82.1%	73.6%	80.3%	82.0%	78.4%

*Success rates are calculated by dividing the number of students that re-enrolled the following fall or graduated during the academic year by the number in the program the previous fall.

Graduation Rates by Degree Program

Arkansas State University

Fall 2008 to Fall 2012*

Enrollment at Jonesboro
& All Other Instructional Sites

SIX-YEAR GRADUATION RATES FOR FULL-TIME FIRST-TIME FRESHMEN

First Fall Semester	2008-2014			2009-2015			2010-2016			2011-2017			2012-2018		
	Graduated			Graduated			Graduated			Graduated			Graduated		
	Cohort	#	%	Cohort	#	%	Cohort	#	%	Cohort	#	%	Cohort	#	%
Media & Communication															
Communication Studies	2	1	50.0%	6	0	0.0%	5	1	20.0%	2	1	50.0%	6	1	16.7%
Journalism	29	6	20.7%	23	7	30.4%	34	11	32.4%	15	7	46.7%	12	5	41.7%
Radio-Television	33	10	30.3%	26	6	23.1%	30	15	50.0%	21	8	38.1%	11	5	45.5%

*The fall 2012 cohort is most recent term for which 6-year graduation rates are available.