

Arkansas State University-Jonesboro

College of Media & Communication

Department of Media

Institutional Assessment of Effectiveness

Fall 2005 - Fall 2014

The Office of Institutional Research & Planning

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Disclaimer: It is important to note that the information in this profile may differ from data reported by the Office of Institutional Research & Planning to other federal, state, and regional agencies due to differences in reporting guidelines, reporting definitions, and the timing of when the information was prepared. September 2014

Headcount & Enrollment

Department of Media - Spring 2004 to Fall 2014

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	3 Year	5 Year
UNDUPLICATED HEADCOUNT																						
Enrollment by Site																						
Jonesboro Campus	353	357	350	360	361	348	327	311	292	236	96.7%	98.9%	98.9%	99.2%	99.2%	99.4%	98.5%	98.1%	98.6%	98.3%	280	303
All Other Instructional Sites	12	4	4	3	3	2	5	6	4	4	3.3%	1.1%	1.1%	0.8%	0.8%	0.6%	1.5%	1.9%	1.4%	1.7%	5	4
Total Headcount	365	361	354	363	364	350	332	317	296	240											284	307

STUDENTS BY ENROLLMENT STATUS CATEGORY

New ASU Students											(Percent of New Student Total)										Averages	
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	3 Year	5 Year
First-Time Freshmen	61	62	59	65	51	65	39	23	27	24	69.3%	73.8%	67.0%	69.1%	56.7%	64.4%	52.0%	35.4%	52.9%	54.5%	25	36
Undergraduate Transfers	20	16	18	16	12	15	12	11	8	7	22.7%	19.0%	20.5%	17.0%	13.3%	14.9%	16.0%	16.9%	15.7%	15.9%	9	11
New Graduate Students	7	6	11	13	27	21	24	31	16	13	8.0%	7.1%	12.5%	13.8%	30.0%	20.8%	32.0%	47.7%	31.4%	29.5%	20	21
Total New Students	88	84	88	94	90	101	75	65	51	44											53	67
New Students as a % of Total	24.1%	23.3%	24.9%	25.9%	24.7%	28.9%	22.6%	20.5%	17.2%	18.3%												

Enrollment at Jonesboro & All Other Instructional Sites	Spring Semesters										Percentage										Averages	
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	3 Year	5 Year
UNDUPLICATED HEADCOUNT																						
Enrollment by Site																						
Jonesboro Campus	360	324	322	333	342	316	312	309	328	286	99.7%	98.8%	99.4%	99.4%	98.3%	98.8%	97.2%	97.5%	98.2%	98.3%	308	310
All Other Instructional Sites	1	4	2	2	6	4	9	8	6	5	0.3%	1.2%	0.6%	0.6%	1.7%	1.3%	2.8%	2.5%	1.8%	1.7%	6	6
Total Headcount	361	328	324	335	348	320	321	317	334	291											314	317

STUDENTS BY ENROLLMENT STATUS CATEGORY

New ASU Students											(Percent of New Student Total)										Averages	
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	3 Year	5 Year
First-Time Freshmen	3	0	1	0	8	3	1	2	0	0	23.1%	0.0%	8.3%	0.0%	40.0%	14.3%	5.0%	9.5%	0.0%	0.0%	1	1
Undergraduate Transfers	7	4	4	6	2	6	2	7	7	7	53.8%	57.1%	33.3%	66.7%	10.0%	28.6%	10.0%	33.3%	38.9%	53.8%	7	6
New Graduate Students	3	3	7	3	10	12	17	12	11	6	23.1%	42.9%	58.3%	33.3%	50.0%	57.1%	85.0%	57.1%	61.1%	46.2%	10	12
Total New Students	13	7	12	9	20	21	20	21	18	13											17	19
New Students as a % of Total	3.6%	2.1%	3.7%	2.7%	5.7%	6.6%	6.2%	6.6%	5.4%	4.5%												

Data Source: Banner Student Enrollment

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Enrollment by Student Load & Classification

Arkansas State University

Department of Media - Fall 2005 to Fall 2014

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	3 Year	5 Year
ENROLLMENT BY STUDENT LOAD																						
<i>(Full-time undergraduate course load is 12+ hours; full-time graduate course load is 9+ hours.)</i>																						
Undergraduate Students											<i>(Percent of Undergraduate Total)</i>											
Full-Time	306	309	296	306	271	271	242	224	212	179	87.4%	89.6%	89.2%	91.1%	85.2%	90.9%	88.6%	90.3%	87.6%	87.7%	205	226
Part-Time	44	36	36	30	47	27	31	24	32	25	12.6%	10.4%	10.8%	8.9%	14.8%	9.1%	11.4%	9.7%	13.2%	12.3%	27	28
Full-Time Average Course Load	14.5	14.4	14.5	14.4	14.4	14.1	14.2	14.5	14.4	14.5											14.5	14.3
Part-Time Average Course Load	6.4	7.0	6.9	7.9	7.4	7.9	7.3	6.7	8.3	7.0											7.4	7.5
Average Course Load	13.4	13.6	13.7	13.8	13.3	13.6	13.4	13.7	13.6	13.6											13.6	13.6
Graduate Students											<i>(Percent of Graduate Total)</i>											
Full-Time	8	10	8	16	22	28	34	38	27	14	53.3%	62.5%	36.4%	59.3%	47.8%	53.8%	57.6%	55.1%	51.9%	38.9%	26	28
Part-Time	7	6	14	11	24	24	25	31	25	22	46.7%	37.5%	63.6%	40.7%	52.2%	46.2%	42.4%	44.9%	48.1%	61.1%	26	25
Full-Time Average Course Load	9.4	10.0	9.0	9.6	10.3	10.1	10.4	10.4	10.1	9.0											9.8	10.0
Part-Time Average Course Load	6.0	5.0	5.2	5.7	6.0	5.9	5.4	4.9	5.6	5.1											5.2	5.4
Average Course Load	7.8	8.1	6.6	8.0	8.0	8.2	8.3	7.9	8.0	6.6											7.5	7.8
Total Students											<i>(Percent of Total Headcount)</i>											
Full-Time	314	319	304	322	293	299	276	262	239	193	86.0%	88.4%	85.9%	88.7%	80.5%	85.4%	83.1%	82.6%	80.7%	80.4%	231	254
Part-Time	51	42	50	41	71	51	56	55	57	47	14.0%	11.6%	14.1%	11.3%	19.5%	14.6%	16.9%	17.4%	19.3%	19.6%	53	53
Total Headcount	365	361	354	363	364	350	332	317	296	240											284	307

ENROLLMENT BY CAREER & CLASSIFICATION

Undergraduate Students											<i>(Percent of Undergraduate Total)</i>											
All Freshmen	99	95	94	99	96	103	66	39	45	33	28.3%	27.5%	28.3%	29.5%	30.2%	34.6%	24.2%	15.7%	18.6%	16.2%	39	57
Sophomore	77	77	69	64	64	67	70	57	39	43	22.0%	22.3%	20.8%	19.0%	20.1%	22.5%	25.6%	23.0%	16.1%	21.1%	46	55
Junior	70	77	82	72	58	66	62	71	75	47	20.0%	22.3%	24.7%	21.4%	18.2%	22.1%	22.7%	28.6%	31.0%	23.0%	64	64
Senior	97	92	84	99	96	62	75	81	83	81	27.7%	26.7%	25.3%	29.5%	30.2%	20.8%	27.5%	32.7%	34.3%	39.7%	82	76
Unclassified Undergraduates	7	4	3	2	4	0	0	0	0	0	2.0%	1.2%	0.9%	0.6%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Total Undergraduates	350	345	332	336	318	298	273	248	242	204											231	253
Graduate Students											<i>(Percent of Graduate Total)</i>											
Master's	15	16	22	27	46	52	59	69	52	36	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	52	54
Specialist	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Doctoral	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Unclassified Graduates	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Total Graduates	15	16	22	27	46	52	59	69	52	36											52	54
Undergraduates as a % of Total	95.9%	95.6%	93.8%	92.6%	87.4%	85.1%	82.2%	78.2%	81.8%	85.0%												
Graduates as a % of Total	4.1%	4.4%	6.2%	7.4%	12.6%	14.9%	17.8%	21.8%	17.6%	15.0%												

Data Source: Banner Student Enrollment Information.

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Enrollment by Gender & Ethnicity

Arkansas State University

Department of Media - Fall 2005 to Fall 2014

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	3 Year	5 Year
ENROLLMENT BY GENDER & ETHNICITY																						
Male Undergraduate Students																						
	<i>(Percent of Male Undergraduate Total)</i>																					
American Indian	1	1	1	0	1	2	2	1	0	0	0.7%	0.7%	0.7%	0.0%	0.7%	1.6%	1.8%	1.1%	0.0%	0.0%	0	1
Asian American	1	1	1	0	0	0	1	2	1	1	0.7%	0.7%	0.7%	0.0%	0.0%	0.0%	0.9%	2.2%	1.1%	1.1%	1	1
African American	19	21	25	21	20	24	16	16	19	25	13.1%	14.9%	17.5%	16.7%	14.5%	18.8%	14.2%	17.8%	20.2%	26.3%	20	20
Hispanic American	1	1	1	1	2	0	1	2	2	4	0.7%	0.7%	0.7%	0.8%	1.4%	0.0%	0.9%	2.2%	2.1%	4.2%	3	2
Native Hawaiian/Pacific Islander	--	--	--	--	0	0	0	0	0	0	--	--	--	--	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Two or More Races	--	--	--	--	0	2	1	0	2	2	--	--	--	--	0.0%	1.6%	0.9%	0.0%	2.1%	2.1%	1	1
White, Non-Hispanic	120	112	111	97	99	92	83	63	60	57	82.8%	79.4%	77.6%	77.0%	71.7%	71.9%	73.5%	70.0%	63.8%	60.0%	60	71
Ethnicity Unknown	2	4	3	4	12	5	3	0	0	0	1.4%	2.8%	2.1%	3.2%	8.7%	3.9%	2.7%	0.0%	0.0%	0.0%	0	2
Nonresident Alien	1	1	1	3	4	3	6	6	10	6	0.7%	0.7%	0.7%	2.4%	2.9%	2.3%	5.3%	6.7%	10.6%	6.3%	7	6
	<i>(Percent of Total Headcount)</i>																					
Total Male Undergraduates	145	141	143	126	138	128	113	90	94	95	39.7%	39.1%	40.4%	34.7%	37.9%	36.6%	34.0%	28.4%	31.8%	39.6%	93	104
Female Undergraduate Students																						
	<i>(Percent of Female Undergraduate Total)</i>																					
American Indian	1	1	1	1	0	0	0	0	0	1	0.5%	0.5%	0.5%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0	0
Asian American	0	1	1	1	0	1	0	1	1	0	0.0%	0.5%	0.5%	0.5%	0.0%	0.6%	0.0%	0.6%	0.7%	0.0%	1	1
African American	51	51	49	60	48	50	39	34	29	23	24.9%	25.0%	25.9%	28.6%	26.7%	29.4%	24.4%	21.5%	19.3%	21.1%	29	35
Hispanic American	0	1	2	5	6	5	6	5	5	2	0.0%	0.5%	1.1%	2.4%	3.3%	2.9%	3.8%	3.2%	3.3%	1.8%	4	5
Native Hawaiian/Pacific Islander	--	--	--	--	0	0	0	0	0	0	--	--	--	--	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Two or More Races	--	--	--	--	2	4	1	2	4	2	--	--	--	--	1.1%	2.4%	0.6%	1.3%	2.7%	1.8%	3	3
White, Non-Hispanic	151	148	132	126	109	95	99	93	84	65	73.7%	72.5%	69.8%	60.0%	60.6%	55.9%	61.9%	58.9%	56.0%	59.6%	81	87
Ethnicity Unknown	1	1	3	16	9	5	4	2	2	1	0.5%	0.5%	1.6%	7.6%	5.0%	2.9%	2.5%	1.3%	1.3%	0.9%	2	3
Nonresident Alien	1	1	1	1	6	10	11	21	25	15	0.5%	0.5%	0.5%	0.5%	3.3%	5.9%	6.9%	13.3%	16.7%	13.8%	20	16
	<i>(Percent of Total Headcount)</i>																					
Total Female Undergraduates	205	204	189	210	180	170	160	158	150	109	56.2%	56.5%	53.4%	57.9%	49.5%	48.6%	48.2%	49.8%	50.7%	45.4%	139	149
Male Graduate Students																						
	<i>(Percent of Male Graduate Total)</i>																					
American Indian	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Asian American	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
African American	0	3	4	6	5	6	9	11	8	6	0.0%	75.0%	50.0%	50.0%	25.0%	35.3%	33.3%	30.6%	26.7%	27.3%	8	8
Hispanic American	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Native Hawaiian/Pacific Islander	--	--	--	--	0	0	0	0	0	0	--	--	--	--	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Two or More Races	--	--	--	--	0	0	0	0	0	0	--	--	--	--	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
White, Non-Hispanic	3	0	1	2	5	2	7	9	8	6	75.0%	0.0%	12.5%	16.7%	25.0%	11.8%	25.9%	25.0%	26.7%	27.3%	8	6
Ethnicity Unknown	0	0	1	0	1	1	1	0	0	0	0.0%	0.0%	12.5%	0.0%	5.0%	5.9%	3.7%	0.0%	0.0%	0.0%	0	0
Nonresident Alien	1	1	2	4	9	8	10	16	14	10	25.0%	25.0%	25.0%	33.3%	45.0%	47.1%	37.0%	44.4%	46.7%	45.5%	13	12
	<i>(Percent of Total Headcount)</i>																					
Total Male Graduates	4	4	8	12	20	17	27	36	30	22	1.1%	1.1%	2.3%	3.3%	5.5%	4.9%	8.1%	11.4%	10.1%	9.2%	29	26
Female Graduate Students																						
	<i>(Percent of Female Graduate Total)</i>																					
American Indian	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Asian American	0	0	0	0	1	0	0	0	0	1	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	7.1%	0	0
African American	6	7	7	7	7	15	15	14	6	3	54.5%	58.3%	50.0%	46.7%	26.9%	42.9%	46.9%	42.4%	27.3%	21.4%	8	11
Hispanic American	0	0	0	0	0	0	0	0	1	1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	7.1%	1	0
Native Hawaiian/Pacific Islander	--	--	--	--	0	0	0	0	0	0	--	--	--	--	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Two or More Races	--	--	--	--	1	0	0	0	0	0	--	--	--	--	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
White, Non-Hispanic	3	4	6	5	4	5	2	6	7	4	27.3%	33.3%	42.9%	33.3%	15.4%	14.3%	6.3%	18.2%	31.8%	28.6%	6	5
Ethnicity Unknown	0	1	0	0	0	0	0	0	0	0	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Nonresident Alien	2	0	1	3	13	15	15	13	8	5	18.2%	0.0%	7.1%	20.0%	50.0%	42.9%	46.9%	39.4%	36.4%	35.7%	9	11
	<i>(Percent of Total Headcount)</i>																					
Total Female Graduates	11	12	14	15	26	35	32	33	22	14	3.0%	3.3%	4.0%	4.1%	7.1%	10.0%	9.6%	10.4%	7.4%	5.8%	23	27

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Enrollment by Gender, Ethnicity, Age & Applications

Arkansas State University

Department of Media - Fall 2005 to Fall 2014

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	3 Year	5 Year
ENROLLMENT BY GENDER & ETHNICITY																						
Total Students by Gender																						
											(Percent of Total Headcount)											
Male	149	145	151	138	158	145	140	126	124	117	40.8%	40.2%	42.7%	38.0%	43.4%	41.4%	42.2%	39.7%	41.9%	48.8%	122	130
Female	216	216	203	225	206	205	192	191	172	123	59.2%	59.8%	57.3%	62.0%	56.6%	58.6%	57.8%	60.3%	58.1%	51.3%	162	177
Total Students by Ethnicity																						
											(Percent of Total Headcount)											
American Indian	2	2	2	1	1	2	2	1	0	1	0.5%	0.6%	0.6%	0.3%	0.3%	0.6%	0.6%	0.3%	0.0%	0.4%	1	1
Asian American	1	2	2	1	1	1	1	3	2	2	0.3%	0.6%	0.6%	0.3%	0.3%	0.3%	0.3%	0.9%	0.7%	0.8%	2	2
African American	76	82	85	94	80	95	79	75	62	57	20.8%	22.7%	24.0%	25.9%	22.0%	27.1%	23.8%	23.7%	20.9%	23.8%	65	74
Hispanic American	1	2	3	6	8	5	7	7	8	7	0.3%	0.6%	0.8%	1.7%	2.2%	1.4%	2.1%	2.2%	2.7%	2.9%	7	7
Native Hawaiian/Pacific Islander	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Two or More Races	0	0	0	0	3	6	2	2	6	4	0.0%	0.0%	0.0%	0.0%	0.8%	1.7%	0.6%	0.6%	2.0%	1.7%	4	4
White, Non-Hispanic	277	264	250	230	217	194	191	171	159	132	75.9%	73.1%	70.6%	63.4%	59.6%	55.4%	57.5%	53.9%	53.7%	55.0%	154	169
Ethnicity Unknown	3	6	7	20	22	11	8	2	2	1	0.8%	1.7%	2.0%	5.5%	6.0%	3.1%	2.4%	0.6%	0.7%	0.4%	2	5
Nonresident Alien	5	3	5	11	32	36	42	56	57	36	1.4%	0.8%	1.4%	3.0%	8.8%	10.3%	12.7%	17.7%	19.3%	15.0%	50	45
Total Minorities* as a % of Total	21.9%	24.4%	26.0%	28.1%	25.5%	31.1%	27.4%	27.8%	26.4%	29.6%												

AGE OF STUDENTS

Under 25																						
											(Percent of Total Headcount)											
Undergraduate	305	304	289	300	282	270	244	225	215	185	83.6%	84.2%	81.6%	82.6%	77.5%	77.1%	73.5%	71.0%	72.6%	77.1%	208	228
Graduate	9	8	12	12	29	29	26	34	25	13	2.5%	2.2%	3.4%	3.3%	8.0%	8.3%	7.8%	10.7%	8.4%	5.4%	24	25
25 & Older																						
											(Percent of Total Headcount)											
Undergraduate	45	41	43	36	36	28	29	23	29	19	12.3%	11.4%	12.1%	9.9%	9.9%	8.0%	8.7%	7.3%	9.8%	7.9%	24	26
Graduate	6	8	10	15	17	23	33	35	27	23	1.6%	2.2%	2.8%	4.1%	4.7%	6.6%	9.9%	11.0%	9.1%	9.6%	28	28
25 & Older Students as a % of Total	14.0%	13.6%	15.0%	14.0%	14.6%	14.6%	18.7%	18.3%	18.9%	17.5%												

APPLICATIONS

First-Time Freshmen																						
											(As a Percent of Applied)											
Applied	121	114	112	117	109	139	106	71	77	74											74	93
Admitted	82	94	92	97	90	100	69	45	49	52	67.8%	82.5%	82.1%	82.9%	82.6%	71.9%	65.1%	63.4%	63.6%	70.3%	49	63
Enrolled	61	62	59	65	51	65	39	23	27	24	50.4%	54.4%	52.7%	55.6%	46.8%	46.8%	36.8%	32.4%	35.1%	32.4%	25	36
Undergraduate Transfers																						
											(As a Percent of Applied)											
Applied	35	27	27	26	23	24	31	25	24	16											22	24
Admitted	24	19	18	19	17	19	21	15	18	12	68.6%	70.4%	66.7%	73.1%	73.9%	79.2%	67.7%	60.0%	75.0%	75.0%	15	17
Enrolled	20	16	18	16	12	15	12	11	8	7	57.1%	59.3%	66.7%	61.5%	52.2%	62.5%	38.7%	44.0%	33.3%	43.8%	9	11
New Graduates																						
											(As a Percent of Applied)											
Applied	10	14	15	23	46	48	41	47	29	26											34	38
Admitted	10	8	11	22	43	37	34	39	19	17	100.0%	57.1%	73.3%	95.7%	93.5%	77.1%	82.9%	83.0%	65.5%	65.4%	25	29
Enrolled	7	6	11	13	27	21	24	31	16	13	70.0%	42.9%	73.3%	56.5%	58.7%	43.8%	58.5%	66.0%	55.2%	50.0%	20	21

*Note: Minorities include American Indian, Asian American, African American, Hispanic American, Native Hawaiian/Pacific Islander, and those reporting two or more races.

Data Source: Banner Student Enrollment Information.

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Enrollment by Geographic Origin

Arkansas State University

Department of Media - Fall 2005 to Fall 2014

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages			
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	3 Year	5 Year		
ENROLLMENT BY GEOGRAPHIC ORIGIN																								
Undergraduate Students																								
	(Percent of Undergraduate Total)																							
Arkansas	306	300	291	297	279	256	234	203	190	171	87.4%	87.0%	87.7%	88.4%	87.7%	85.9%	85.7%	81.9%	78.5%	83.8%	188	211		
Missouri	11	15	18	16	13	9	7	7	4	4	3.1%	4.3%	5.4%	4.8%	4.1%	3.0%	2.6%	2.8%	1.7%	2.0%	5	6		
Tennessee	14	12	6	8	8	8	10	7	4	2	4.0%	3.5%	1.8%	2.4%	2.5%	2.7%	3.7%	2.8%	1.7%	1.0%	4	6		
Other U.S. States/Territories	17	16	15	11	8	12	5	4	11	6	4.9%	4.6%	4.5%	3.3%	2.5%	4.0%	1.8%	1.6%	4.5%	2.9%	7	8		
Foreign	2	2	2	4	10	13	17	27	35	21	0.6%	0.6%	0.6%	1.2%	3.1%	4.4%	6.2%	10.9%	14.5%	10.3%	28	23		
Graduate Students																								
	(Percent of Graduate Total)																							
Arkansas	9	8	15	14	13	11	13	20	17	11	60.0%	50.0%	68.2%	51.9%	28.3%	21.2%	22.0%	29.0%	32.7%	30.6%	16	14		
Missouri	1	1	0	0	1	2	1	2	2	2	6.7%	6.3%	0.0%	0.0%	2.2%	3.8%	1.7%	2.9%	3.8%	5.6%	2	2		
Tennessee	1	2	0	1	3	3	4	2	0	0	6.7%	12.5%	0.0%	3.7%	6.5%	5.8%	6.8%	2.9%	0.0%	0.0%	1	2		
Other U.S. States/Territories	1	4	4	5	7	13	16	16	11	8	6.7%	25.0%	18.2%	18.5%	15.2%	25.0%	27.1%	23.2%	21.2%	22.2%	12	13		
Foreign	3	1	3	7	22	23	25	29	22	15	20.0%	6.3%	13.6%	25.9%	47.8%	44.2%	42.4%	42.0%	42.3%	41.7%	22	23		
Total Students																								
	(Percent of Total Headcount)																							
Arkansas	315	308	306	311	292	267	247	223	207	182	86.3%	85.3%	86.4%	85.7%	80.2%	76.3%	74.4%	70.3%	69.9%	75.8%	204	225		
Missouri	12	16	18	16	14	11	8	9	6	6	3.3%	4.4%	5.1%	4.4%	3.8%	3.1%	2.4%	2.8%	2.0%	2.5%	7	8		
Tennessee	15	14	6	9	11	11	14	9	4	2	4.1%	3.9%	1.7%	2.5%	3.0%	3.1%	4.2%	2.8%	1.4%	0.8%	5	8		
Other U.S. States/Territories	18	20	19	16	15	25	21	20	22	14	4.9%	5.5%	5.4%	4.4%	4.1%	7.1%	6.3%	6.3%	7.4%	5.8%	19	20		
Total Out-of-State	45	50	43	41	40	47	43	38	32	22	12.3%	13.9%	12.1%	11.3%	11.0%	13.4%	13.0%	12.0%	10.8%	9.2%	31	36		
Foreign	5	3	5	11	32	36	42	56	57	36	1.4%	0.8%	1.4%	3.0%	8.8%	10.3%	12.7%	17.7%	19.3%	15.0%	50	45		

ENROLLMENT FROM SELECTED U.S. COUNTIES

Arkansas																								
	(Percent of Arkansas Total)																							
Craighead	84	103	80	105	78	74	58	51	42	32	26.7%	33.4%	26.1%	33.8%	26.7%	27.7%	23.5%	22.9%	20.3%	17.6%	42	51		
Crittenden	9	11	6	4	5	6	6	8	9	7	2.9%	3.6%	2.0%	1.3%	1.7%	2.2%	2.4%	3.6%	4.3%	3.8%	8	7		
Cross	7	9	6	9	12	11	10	7	6	3	2.2%	2.9%	2.0%	2.9%	4.1%	4.1%	4.0%	3.1%	2.9%	1.6%	5	7		
Greene	16	24	18	17	19	12	20	17	14	11	5.1%	7.8%	5.9%	5.5%	6.5%	4.5%	8.1%	7.6%	6.8%	6.0%	14	15		
Independence	3	4	5	5	5	6	5	8	5	4	1.0%	1.3%	1.6%	1.6%	1.7%	2.2%	2.0%	3.6%	2.4%	2.2%	6	6		
Mississippi	12	12	11	10	12	12	10	5	5	5	3.8%	3.9%	3.6%	3.2%	4.1%	4.5%	4.0%	2.2%	2.4%	2.7%	5	7		
Poinsett	11	8	11	12	9	11	7	6	8	9	3.5%	2.6%	3.6%	3.9%	3.1%	4.1%	2.8%	2.7%	3.9%	4.9%	8	8		
Pulaski	33	28	32	33	28	28	19	23	20	21	10.5%	9.1%	10.5%	10.6%	9.6%	10.5%	7.7%	10.3%	9.7%	11.5%	21	22		
St. Francis	4	3	4	7	5	7	3	1	5	6	1.3%	1.0%	1.3%	2.3%	1.7%	2.6%	1.2%	0.4%	2.4%	3.3%	4	4		
White	4	3	4	8	8	6	7	5	8	3	1.3%	1.0%	1.3%	2.6%	2.7%	2.2%	2.8%	2.2%	3.9%	1.6%	5	6		
Other Arkansas Counties	132	103	129	101	111	94	102	92	85	81	41.9%	33.4%	42.2%	32.5%	38.0%	35.2%	41.3%	41.3%	41.1%	44.5%	86	91		
Missouri																								
	(Percent of Missouri Total)																							
Dunklin	1	3	2	5	6	3	2	2	0	0	8.3%	18.8%	11.1%	31.3%	42.9%	27.3%	25.0%	22.2%	0.0%	0.0%	1	1		
Pemiscot	1	1	3	2	0	1	2	1	1	1	8.3%	6.3%	16.7%	12.5%	0.0%	9.1%	25.0%	11.1%	16.7%	16.7%	1	1		
Other Missouri Counties	10	12	13	9	8	7	4	6	5	5	83.3%	75.0%	72.2%	56.3%	57.1%	63.6%	50.0%	66.7%	83.3%	83.3%	5	5		
Tennessee																								
	(Percent of Tennessee Total)																							
Shelby	15	14	5	7	8	9	12	9	4	2	100.0%	100.0%	83.3%	77.8%	72.7%	81.8%	85.7%	100.0%	100.0%	100.0%	5	7		
Other Tennessee Counties	0	0	1	2	3	2	2	0	0	0	0.0%	0.0%	16.7%	22.2%	27.3%	18.2%	14.3%	0.0%	0.0%	0.0%	0	1		

Data Source: Banner Student Enrollment Information.

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ACT Scores, Remediation, Parent Educational Attainment & Housing

Arkansas State University

Jonesboro Campus

Department of Media - Fall 2005 to Fall 2014

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	3 Year	5 Year
FIRST-TIME FRESHMEN BY COMPOSITE ACT SCORE RANGE																						
	(Percent of First-Time Freshmen Total)																					
Composite 30 - 36	1	1	1	3	4	1	0	0	3	3	1.6%	1.6%	1.7%	4.6%	7.8%	1.5%	0.0%	0.0%	11.1%	12.5%	2	1
Composite 24 - 29	20	28	16	22	17	25	20	12	13	9	32.8%	45.2%	27.1%	33.8%	33.3%	38.5%	51.3%	52.2%	48.1%	37.5%	11	16
Composite 19 - 23	24	22	27	24	23	29	17	9	11	11	39.3%	35.5%	45.8%	36.9%	45.1%	44.6%	43.6%	39.1%	40.7%	45.8%	10	15
Composite Below 19	15	9	11	13	2	6	0	0	0	0	24.6%	14.5%	18.6%	20.0%	3.9%	9.2%	0.0%	0.0%	0.0%	0.0%	0	1
ASSET/Compass/SAT*	1	2	4	3	5	4	2	2	0	1	1.6%	3.2%	6.8%	4.6%	9.8%	6.2%	5.1%	8.7%	0.0%	4.2%	1	2
Average ACT Composite Score	21.7	22.8	21.7	22.2	23.2	22.7	23.7	24.1	25.0	23.0											24.0	23.7

FIRST-TIME FRESHMEN REQUIRING REMEDIATION																						
	(Percent of First-Time Freshmen Total)																					
English Remediation	13	8	8	7	5	6	3	1	0	0	21.3%	12.9%	13.6%	10.8%	9.8%	9.2%	7.7%	4.3%	0.0%	0.0%	0	2
Mathematics Remediation	27	23	28	24	14	17	9	0	3	2	44.3%	37.1%	47.5%	36.9%	27.5%	26.2%	23.1%	0.0%	11.1%	8.3%	2	6
Reading Remediation	16	5	12	14	4	6	2	2	0	0	26.2%	8.1%	20.3%	21.5%	7.8%	9.2%	5.1%	8.7%	0.0%	0.0%	1	2
Total Unduplicated Remedial	30	23	29	27	18	19	11	2	3	2	49.2%	37.1%	49.2%	41.5%	35.3%	29.2%	28.2%	8.7%	11.1%	8.3%	2	7

FIRST-TIME FRESHMEN BY EDUCATIONAL ATTAINMENT OF PARENTS																						
	(Percent of First-Time Freshmen Total)																					
Less Than High School	3	0	1	1	0	0	0	0	0	0	4.9%	0.0%	1.7%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
High School	13	14	15	19	16	10	3	4	1	4	21.3%	22.6%	25.4%	29.2%	31.4%	15.4%	7.7%	17.4%	3.7%	16.7%	3	4
Attended College	10	20	21	23	22	25	9	6	8	5	16.4%	32.3%	35.6%	35.4%	43.1%	38.5%	23.1%	26.1%	29.6%	20.8%	6	11
College Degree	24	18	18	16	9	26	23	11	18	14	39.3%	29.0%	30.5%	24.6%	17.6%	40.0%	59.0%	47.8%	66.7%	58.3%	14	18
Unknown	11	10	4	6	4	4	4	2	0	1	18.0%	16.1%	6.8%	9.2%	7.8%	6.2%	10.3%	8.7%	0.0%	4.2%	1	2
% of First-Time Freshmen Whose Parent(s) Have Not Earned A College Degree																						
	52.0%	65.4%	93.1%	72.9%	80.9%	57.4%	34.3%	47.6%	33.3%	39.1%												

OCCUPANCY OF UNIVERSITY HOUSING																						
	(Percent of Total Headcount)																					
Residence Halls	89	102	96	107	97	103	100	63	69	58	24.4%	28.3%	27.1%	29.5%	26.6%	29.4%	30.1%	19.9%	23.3%	24.2%	63	79
University Apartments	35	32	40	39	37	44	41	37	46	30	9.6%	8.9%	11.3%	10.7%	10.2%	12.6%	12.3%	11.7%	15.5%	12.5%	38	40
Other University Housing	1	0	1	2	0	0	1	1	1	1	0.3%	0.0%	0.3%	0.6%	0.0%	0.0%	0.3%	0.3%	0.3%	0.4%	1	1
University Housing Occupants as a % of Total Headcount																						
	34.2%	37.1%	38.7%	40.8%	36.8%	42.0%	42.8%	31.9%	39.2%	37.1%												

Data Source: Banner Student Enrollment Information.

*Could include students without test scores.

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Analysis prepared by the Office of Institutional Research & Planning; September 2014.

Degrees Conferred

Degrees Conferred at Jonesboro & All Other Instructional Sites	Fiscal Years										Percentage										Averages		
	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	3 Year	5 Year	
DEGREES CONFERRED BY DEGREE LEVEL																							
<i>(Percent of Total Degrees Conferred)</i>																							
Associate Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Baccalaureate Degrees	67	71	71	70	73	76	42	55	62	59	93.1%	95.9%	89.9%	95.9%	88.0%	88.4%	68.9%	67.1%	71.3%	80.8%	59	59	
Graduate Certificate	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Master's Degrees	5	3	8	3	10	10	19	27	25	14	6.9%	4.1%	10.1%	4.1%	12.0%	11.6%	31.1%	32.9%	28.7%	19.2%	22	19	
Specialist Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Doctoral Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Total Degrees Conferred	72	74	79	73	83	86	61	82	87	73											81	78	
% of Undergraduate Degrees Conferred	93.1%	95.9%	89.9%	95.9%	88.0%	88.4%	68.9%	67.1%	71.3%	80.8%													

DEGREES CONFERRED BY ETHNIC ORIGIN & GENDER

Total Known Minorities*

											<i>(Percent of Total Degrees Conferred)</i>											
Male	1	4	1	10	5	4	5	4	7	2	1.4%	5.4%	1.3%	13.7%	6.0%	4.7%	8.2%	4.9%	8.0%	2.7%	4	4
Female	5	9	13	8	13	16	13	15	17	14	6.9%	12.2%	16.5%	11.0%	15.7%	18.6%	21.3%	18.3%	19.5%	19.2%	15	15
Total Minorities	6	13	14	18	18	20	18	19	24	16											20	19
% of Minorities Degrees Conferred	8.3%	17.6%	17.7%	24.7%	21.7%	23.3%	29.5%	23.2%	27.6%	21.9%												

Total Nonresident Aliens

											<i>(Percent of Total Degrees Conferred)</i>											
Male	1	1	0	0	2	2	6	7	5	4	1.4%	1.4%	0.0%	0.0%	2.4%	2.3%	9.8%	8.5%	5.7%	5.5%	5	5
Female	1	2	0	0	0	0	7	10	9	9	1.4%	2.7%	0.0%	0.0%	0.0%	0.0%	11.5%	12.2%	10.3%	12.3%	9	7
Total Nonresident Aliens	2	3	0	0	2	2	13	17	14	13											15	12
% of Nonresident Aliens Degrees Conferred	2.8%	4.1%	0.0%	0.0%	2.4%	2.3%	21.3%	20.7%	16.1%	17.8%												

Total White, Non-Hispanic; & Ethnicity Unknown

											<i>(Percent of Total Degrees Conferred)</i>											
Male	23	32	27	28	26	27	15	24	17	13	31.9%	43.2%	34.2%	38.4%	31.3%	31.4%	24.6%	29.3%	19.5%	17.8%	18	19
Female	41	26	38	27	37	37	15	22	32	31	56.9%	35.1%	48.1%	37.0%	44.6%	43.0%	24.6%	26.8%	36.8%	42.5%	28	27
Total White & Ethnicity Unknown	64	58	65	55	63	64	30	46	49	44											46	47
% of White & Ethnicity Unknown Degrees Conferred	88.9%	78.4%	82.3%	75.3%	75.9%	74.4%	49.2%	56.1%	56.3%	60.3%												

*Note: Minorities include American Indian, Asian American, African American, Hispanic American, Native Hawaiian/Pacific Islander, and those reporting two or more races.

Data Source: SIS Student Enrollment Information.

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Arkansas State University-Jonesboro

Assessment of Degree Program Productivity **College of Media & Communication** Fiscal Years 2004-05 to 2013-14

The Office of Institutional Research & Planning
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Media & Communication Degrees Conferred by Degree Program

Arkansas State University

Fiscal Years 2004-05 to 2013-14

Jonesboro Campus

College, Department, Degree & Program	Fiscal Years										Averages	
	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	3 Year	5 Year
Communication												
BA Communication Studies	8	10	14	17	8	10	8	12	10	18	13	12
BSE Communication Studies Education	0	0	2	0	1	1	0	0	0	0	0	0
Gcert Health Communication	--	--	--	--	--	0	2	2	0	2	1	1
MA Communication Studies	6	6	4	7	4	4	6	6	8	11	8	7
SCCT Community College Teaching-Communication Studies Education	0	2	0	0	0	0	0	0	0	0	0	0
Total Communication	14	18	20	24	13	15	16	20	18	31	23	20
Media												
BS Graphic Communications	2	3	0	6	3	4	4	4	0	4	3	3
BS Journalism	39	32	43	27	44	43	18	26	31	33	30	30
BS Radio - TV	26	36	28	37	26	29	20	25	31	26	27	26
MSMC Journalism	3	1	4	1	5	5	7	8	4	4	5	6
MSMC Radio-TV	2	2	4	2	5	5	12	19	21	10	17	13
Total Media	72	74	79	73	83	86	61	82	87	77	82	79
Total Media & Communication	86	92	99	97	96	101	77	102	105	108	105	99

Disclaimer: It is important to note that the information in this profile may differ from data reported by the Office of Institutional Research & Planning to other federal, state, and regional agencies due to differences in reporting guidelines, reporting definitions, and the timing of when the information was prepared. Analysis prepared by the Office of Institutional Research & Planning; September 2014.