

Arkansas State University-Jonesboro

College of Media & Communication **Institutional Assessment of Effectiveness** **Fall 2006 - Fall 2015**

The Office of Institutional Research & Planning
email: asuirp@astate.edu
web: www.astate.edu/a/irp

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 2015

Headcount & Enrollment

College of Media & Communication - Spring 2006 to Fall 2015

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
UNDUPLICATED HEADCOUNT																						
Enrollment by Site																						
Jonesboro Campus	409	388	405	428	408	381	386	387	356	362	<i>(Percent of Total Headcount)</i>										368	374
All Other Instructional Sites	4	5	4	6	8	10	18	14	18	17	99.0%	98.7%	99.0%	98.6%	98.1%	97.4%	95.5%	96.5%	95.2%	95.5%	16	15
Total Headcount	413	393	409	434	416	391	404	401	374	379	1.0%	1.3%	1.0%	1.4%	1.9%	2.6%	4.5%	3.5%	4.8%	4.5%	385	390

STUDENTS BY ENROLLMENT STATUS CATEGORY

New ASU Students											<i>(Percent of New Student Total)</i>											
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
First-Time Freshmen	67	60	67	59	73	40	29	32	37	35	71.3%	63.2%	64.4%	55.1%	61.3%	48.2%	33.3%	46.4%	50.0%	41.2%	35	35
Undergraduate Transfers	19	19	17	16	17	12	15	11	15	35	20.2%	20.0%	16.3%	15.0%	14.3%	14.5%	17.2%	15.9%	20.3%	41.2%	20	18
New Graduate Students	8	16	20	32	29	31	43	26	22	15	8.5%	16.8%	19.2%	29.9%	24.4%	37.3%	49.4%	37.7%	29.7%	17.6%	21	27
Total New Students	94	95	104	107	119	83	87	69	74	85											76	80
New Students as a % of Total	22.8%	24.2%	25.4%	24.7%	28.6%	21.2%	21.5%	17.2%	19.8%	22.4%												

Enrollment at Jonesboro & All Other Instructional Sites	Spring Semesters										Percentage										Averages	
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
UNDUPLICATED HEADCOUNT																						
Enrollment by Site																						
Jonesboro Campus	366	371	376	397	380	372	373	408	398	356	<i>(Percent of Total Headcount)</i>										387	381
All Other Instructional Sites	4	3	4	6	9	16	15	16	13	15	98.9%	99.2%	98.9%	98.5%	97.7%	95.9%	96.1%	96.2%	96.8%	96.0%	15	15
Total Headcount	370	374	380	403	389	388	388	424	411	371	1.1%	0.8%	1.1%	1.5%	2.3%	4.1%	3.9%	3.8%	3.2%	4.0%	402	396

STUDENTS BY ENROLLMENT STATUS CATEGORY

New ASU Students											<i>(Percent of New Student Total)</i>											
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
First-Time Freshmen	0	1	0	8	3	2	2	0	1	1	0.0%	6.3%	0.0%	38.1%	11.1%	8.7%	5.9%	0.0%	4.3%	5.3%	1	1
Undergraduate Transfers	5	7	7	2	8	4	8	9	9	11	55.6%	43.8%	58.3%	9.5%	29.6%	17.4%	23.5%	40.9%	39.1%	57.9%	10	8
New Graduate Students	4	8	5	11	16	17	24	13	13	7	44.4%	50.0%	41.7%	52.4%	59.3%	73.9%	70.6%	59.1%	56.5%	36.8%	11	15
Total New Students	9	16	12	21	27	23	34	22	23	19											21	24
New Students as a % of Total	2.4%	4.3%	3.2%	5.2%	6.9%	5.9%	8.8%	5.2%	5.6%	5.1%												

Data Source: Banner Student Enrollment

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 2015

Enrollment by Student Load & Classification

Arkansas State University

College of Media & Communication - Fall 2006 to Fall 2015

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters											Percentage										Averages	
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	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	350	322	336	320	318	277	271	275	273	292	89.1%	88.7%	90.8%	84.7%	90.3%	87.4%	89.4%	85.9%	86.1%	86.6%	280	278	
Part-Time	43	41	34	58	34	40	32	45	44	45	10.9%	11.3%	9.2%	15.3%	9.7%	12.6%	10.6%	14.1%	13.9%	13.4%	45	41	
Full-Time Average Course Load	14.4	14.5	14.4	14.4	14.1	14.2	14.5	14.4	14.5	14.6											14.5	14.4	
Part-Time Average Course Load	7.0	7.1	7.7	7.6	8.1	7.3	7.4	8.7	7.4	7.6											7.9	7.7	
Average Course Load	13.6	13.7	13.8	13.3	13.6	13.3	13.7	13.6	13.5	13.6											13.6	13.6	
Graduate Students																							
<i>(Percent of Graduate Total)</i>																							
Full-Time	13	14	20	28	33	40	47	35	21	15	65.0%	46.7%	51.3%	50.0%	51.6%	54.1%	46.5%	43.2%	36.8%	35.7%	24	32	
Part-Time	7	16	19	28	31	34	54	46	36	27	35.0%	53.3%	48.7%	50.0%	48.4%	45.9%	53.5%	56.8%	63.2%	64.3%	36	39	
Full-Time Average Course Load	9.8	9.6	9.6	10.0	10.1	10.2	10.2	9.9	9.0	9.0											9.3	9.6	
Part-Time Average Course Load	5.1	5.3	5.4	6.0	5.9	5.6	5.2	5.4	5.4	7.6											6.1	5.8	
Average Course Load	8.2	7.3	7.5	8.0	8.1	8.1	7.5	7.3	6.7	6.5											6.8	7.2	
Total Students																							
<i>(Percent of Total Headcount)</i>																							
Full-Time	363	336	356	348	351	317	318	310	294	307	87.9%	85.5%	87.0%	80.2%	84.4%	81.1%	78.7%	77.3%	78.6%	81.0%	304	309	
Part-Time	50	57	53	86	65	74	86	91	80	72	12.1%	14.5%	13.0%	19.8%	15.6%	18.9%	21.3%	22.7%	21.4%	19.0%	81	81	
Total Headcount	413	393	409	434	416	391	404	401	374	379											385	390	

ENROLLMENT BY CAREER & CLASSIFICATION

Undergraduate Students																						
<i>(Percent of Undergraduate Total)</i>																						
All Freshmen	103	99	106	113	119	73	49	55	51	53	26.2%	27.3%	28.6%	29.9%	33.8%	23.0%	16.2%	17.2%	16.1%	15.7%	53	56
Sophomore	86	74	72	76	78	85	69	60	69	88	21.9%	20.4%	19.5%	20.1%	22.2%	26.8%	22.8%	18.8%	21.8%	26.1%	72	74
Junior	91	89	82	78	75	71	91	92	85	94	23.2%	24.5%	22.2%	20.6%	21.3%	22.4%	30.0%	28.8%	26.8%	27.9%	90	87
Senior	109	98	108	106	80	87	93	110	111	100	27.7%	27.0%	29.2%	28.0%	22.7%	27.4%	30.7%	34.4%	35.0%	29.7%	107	100
Unclassified Undergraduates	4	3	2	5	0	1	1	3	1	2	1.0%	0.8%	0.5%	1.3%	0.0%	0.3%	0.3%	0.9%	0.3%	0.6%	2	2
Total Undergraduates	393	363	370	378	352	317	303	320	317	337											325	319
Graduate Students																						
<i>(Percent of Graduate Total)</i>																						
Master's	20	30	39	56	64	74	100	80	57	42	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.0%	98.8%	100.0%	100.0%	60	71
Specialist	0	0	0	0	0	0	0	1	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0	0
Doctoral	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Unclassified Graduates	0	0	0	0	0	0	1	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0	0
Total Graduates	20	30	39	56	64	74	101	81	57	42											60	71
Undergraduates as a % of Total	95.2%	92.4%	90.5%	87.1%	84.6%	81.1%	75.0%	79.8%	84.8%	88.9%												
Graduates as a % of Total	4.8%	7.6%	9.5%	12.9%	15.4%	18.9%	25.0%	20.2%	15.2%	11.1%												

Data Source: Banner Student Enrollment Information.

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 2015

Enrollment by Gender & Ethnicity

Arkansas State University

College of Media & Communication - Fall 2006 to Fall 2015

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters											Percentage											Averages	
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year		
ENROLLMENT BY GENDER & ETHNICITY																								
Male Undergraduate Students																								
	<i>(Percent of Male Undergraduate Total)</i>																							
American Indian	2	2	0	1	2	2	1	1	0	0	1.3%	1.3%	0.0%	0.6%	1.4%	1.5%	0.9%	0.8%	0.0%	0.0%	0	1		
Asian American	2	2	0	0	0	1	2	2	3	3	1.3%	1.3%	0.0%	0.0%	0.0%	0.8%	1.7%	1.6%	2.2%	2.1%	3	2		
African American	25	27	24	26	30	23	22	25	35	29	15.6%	17.3%	17.8%	16.0%	20.4%	17.7%	19.0%	20.3%	25.4%	20.6%	30	27		
Hispanic American	1	1	1	2	0	1	2	2	4	5	0.6%	0.6%	0.7%	1.2%	0.0%	0.8%	1.7%	1.6%	2.9%	3.5%	4	3		
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		
Two or More Races	--	--	--	1	2	2	1	3	4	5	--	--	--	0.6%	1.4%	1.5%	0.9%	2.4%	2.9%	3.5%	4	3		
White, Non-Hispanic	125	120	103	115	105	91	78	79	84	87	78.1%	76.9%	76.3%	70.6%	71.4%	70.0%	67.2%	64.2%	60.9%	61.7%	83	84		
Ethnicity Unknown	4	3	4	14	5	3	0	0	0	2	2.5%	1.9%	3.0%	8.6%	3.4%	2.3%	0.0%	0.0%	0.0%	1.4%	1	1		
Nonresident Alien	1	1	3	4	3	7	10	11	8	10	0.6%	0.6%	2.2%	2.5%	2.0%	5.4%	8.6%	8.9%	5.8%	7.1%	10	9		
	<i>(Percent of Total Headcount)</i>																							
Total Male Undergraduates	160	156	135	163	147	130	116	123	138	141	38.7%	39.7%	33.0%	37.6%	35.3%	33.2%	28.7%	30.7%	36.9%	37.2%	134	130		
Female Undergraduate Students																								
	<i>(Percent of Female Undergraduate Total)</i>																							
American Indian	2	2	1	0	0	0	0	0	1	0	0.9%	1.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0	0		
Asian American	2	1	1	0	1	0	1	1	0	1	0.9%	0.5%	0.4%	0.0%	0.5%	0.0%	0.5%	0.5%	0.0%	0.5%	1	1		
African American	56	53	68	58	62	52	44	45	35	41	24.0%	25.6%	28.9%	27.0%	30.2%	27.8%	23.5%	22.8%	19.6%	20.9%	40	43		
Hispanic American	1	2	5	6	5	7	7	6	6	2	0.4%	1.0%	2.1%	2.8%	2.4%	3.7%	3.0%	3.4%	1.0%	1.0%	5	6		
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		
Two or More Races	--	--	--	2	5	1	2	4	3	7	--	--	--	0.9%	2.4%	0.5%	1.1%	2.0%	1.7%	3.6%	5	3		
White, Non-Hispanic	169	145	139	131	115	111	107	107	112	128	72.5%	70.0%	59.1%	60.9%	56.1%	59.4%	57.2%	54.3%	62.6%	65.3%	116	113		
Ethnicity Unknown	2	3	19	10	6	4	2	2	2	1	0.9%	1.4%	8.1%	4.7%	2.9%	2.1%	1.1%	1.0%	1.1%	0.5%	2	2		
Nonresident Alien	1	1	2	8	11	12	24	32	20	16	0.4%	0.5%	0.9%	3.7%	5.4%	6.4%	12.8%	16.2%	11.2%	8.2%	23	21		
	<i>(Percent of Total Headcount)</i>																							
Total Female Undergraduates	233	207	235	215	205	187	187	197	179	196	56.4%	52.7%	57.5%	49.5%	49.3%	47.8%	46.3%	49.1%	47.9%	51.7%	191	189		
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	3	4	7	6	9	14	14	12	8	6	75.0%	40.0%	38.9%	24.0%	36.0%	38.9%	32.6%	30.0%	28.6%	31.6%	9	11		
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%	0.0%	0	0		
Two or More Races	--	--	--	0	0	0	0	0	1	0	--	--	--	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0	0		
White, Non-Hispanic	0	3	6	8	6	11	13	13	9	2	0.0%	30.0%	33.3%	32.0%	24.0%	30.6%	30.2%	32.5%	32.1%	10.5%	8	10		
Ethnicity Unknown	0	1	0	1	1	1	0	0	1	2	0.0%	10.0%	0.0%	4.0%	4.0%	2.8%	0.0%	0.0%	3.6%	10.5%	1	1		
Nonresident Alien	1	2	5	10	9	10	16	15	10	8	25.0%	20.0%	27.8%	40.0%	36.0%	27.8%	37.2%	37.5%	35.7%	42.1%	11	12		
	<i>(Percent of Total Headcount)</i>																							
Total Male Graduates	4	10	18	25	25	36	43	40	28	19	1.0%	2.5%	4.4%	5.8%	6.0%	9.2%	10.6%	10.0%	7.5%	5.0%	29	33		
Female Graduate Students																								
	<i>(Percent of Female Graduate Total)</i>																							
American Indian	0	0	0	0	0	0	0	0	1	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0	0		
Asian American	0	0	0	1	0	0	0	0	1	1	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	3.4%	4.3%	1	0		
African American	8	9	8	8	18	17	31	16	10	11	50.0%	45.0%	38.1%	25.8%	46.2%	44.7%	53.4%	39.0%	34.5%	47.8%	12	17		
Hispanic American	0	0	0	0	0	1	1	1	2	1	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	1.7%	2.4%	6.9%	4.3%	1	1		
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		
Two or More Races	--	--	--	1	0	0	1	0	0	0	--	--	--	3.2%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0	0		
White, Non-Hispanic	7	10	9	7	6	4	11	13	7	4	43.8%	50.0%	42.9%	22.6%	15.4%	10.5%	19.0%	31.7%	24.1%	17.4%	8	8		
Ethnicity Unknown	1	0	0	0	0	0	0	0	0	0	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0		
Nonresident Alien	0	1	4	14	15	16	15	10	8	6	0.0%	5.0%	19.0%	45.2%	38.5%	42.1%	25.9%	24.4%	27.6%	26.1%	8	11		
	<i>(Percent of Total Headcount)</i>																							
Total Female Graduates	16	20	21	31	39	38	58	41	29	23	3.9%	5.1%	5.1%	7.1%	9.4%	9.7%	14.4%	10.2%	7.8%	6.1%	31	38		

Data Source: Banner Student Enrollment Information.

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 2015

Enrollment by Gender, Ethnicity, Age & Applications

Arkansas State University

College of Media & Communication - Fall 2006 to Fall 2015

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
ENROLLMENT BY GENDER & ETHNICITY																						
Total Students by Gender																						
Male	164	166	153	188	172	166	159	163	166	160	39.7%	42.2%	37.4%	43.3%	41.3%	42.5%	39.4%	40.6%	44.4%	42.2%	163	163
Female	249	227	256	246	244	225	245	238	208	219	60.3%	57.8%	62.6%	56.7%	58.7%	57.5%	60.6%	59.4%	55.6%	57.8%	222	227
Total Students by Ethnicity																						
American Indian	4	4	1	1	2	2	1	1	2	0	1.0%	1.0%	0.2%	0.2%	0.5%	0.5%	0.2%	0.2%	0.5%	0.0%	1	1
Asian American	4	3	1	1	1	1	3	3	4	5	1.0%	0.8%	0.2%	0.2%	0.2%	0.3%	0.7%	0.7%	1.1%	1.3%	4	3
African American	92	93	107	98	119	106	111	98	88	87	22.3%	23.7%	26.2%	22.6%	28.6%	27.1%	27.5%	24.4%	23.5%	23.0%	91	98
Hispanic American	2	3	6	8	5	9	10	9	12	8	0.5%	0.8%	1.5%	1.8%	1.2%	2.3%	2.5%	2.2%	3.2%	2.1%	10	10
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	4	7	3	3	8	7	13	0.0%	0.0%	0.0%	0.9%	1.7%	0.8%	0.7%	2.0%	1.9%	3.4%	9	7
White, Non-Hispanic	301	278	257	261	232	217	209	212	212	221	72.9%	70.7%	62.8%	60.1%	55.8%	55.5%	51.7%	52.9%	56.7%	58.3%	215	214
Ethnicity Unknown	7	7	23	25	12	8	2	2	3	5	1.7%	1.8%	5.6%	5.8%	2.9%	2.0%	0.5%	0.5%	0.8%	1.3%	3	4
Nonresident Alien	3	5	14	36	38	45	65	68	46	40	0.7%	1.3%	3.4%	8.3%	9.1%	11.5%	16.1%	17.0%	12.3%	10.6%	51	53
Total Minorities* as a % of Total	24.7%	26.2%	28.1%	25.8%	32.2%	30.9%	31.7%	29.7%	30.2%	29.8%												

AGE OF STUDENTS

Under 25																						
Undergraduate	343	313	327	331	312	281	273	283	288	300	83.1%	79.6%	80.0%	76.3%	75.0%	71.9%	67.6%	70.6%	77.0%	79.2%	290	285
Graduate	11	18	18	35	33	32	47	36	21	17	2.7%	4.6%	4.4%	8.1%	7.9%	8.2%	11.6%	9.0%	5.6%	4.5%	25	31
25 & Older																						
Undergraduate	50	50	43	47	40	36	30	37	29	37	12.1%	12.7%	10.5%	10.8%	9.6%	9.2%	7.4%	9.2%	7.8%	9.8%	34	34
Graduate	9	12	21	21	31	42	54	45	36	25	2.2%	3.1%	5.1%	4.8%	7.5%	10.7%	13.4%	11.2%	9.6%	6.6%	35	40
25 & Older Students as a % of Total	14.3%	15.8%	15.6%	15.7%	17.1%	19.9%	20.8%	20.4%	17.4%	16.4%												

APPLICATIONS

First-Time Freshmen																						
Applied	124	115	122	122	165	117	99	106	109	106											107	107
Admitted	102	95	102	100	119	76	59	66	78	64	82.3%	82.6%	83.6%	82.0%	72.1%	65.0%	59.6%	62.3%	71.6%	60.4%	69	69
Enrolled	67	60	67	59	73	40	29	32	37	35	54.0%	52.2%	54.9%	48.4%	44.2%	34.2%	29.3%	30.2%	33.9%	33.0%	35	35
Undergraduate Transfers																						
Applied	35	28	27	28	31	35	35	33	37	61											44	40
Admitted	24	19	20	21	24	22	20	23	25	48	68.6%	67.9%	74.1%	75.0%	77.4%	62.9%	57.1%	69.7%	67.6%	78.7%	32	28
Enrolled	19	19	17	16	17	12	15	11	15	35	54.3%	67.9%	63.0%	57.1%	54.8%	34.3%	42.9%	33.3%	40.5%	57.4%	20	18
New Graduates																						
Applied	16	21	34	57	63	60	65	49	51	49											50	55
Admitted	10	16	32	51	46	45	54	30	32	23	62.5%	76.2%	94.1%	89.5%	73.0%	75.0%	83.1%	61.2%	62.7%	46.9%	28	37
Enrolled	8	16	20	32	29	31	43	26	22	15	50.0%	76.2%	58.8%	56.1%	46.0%	51.7%	66.2%	53.1%	43.1%	30.6%	21	27

*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.

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 2015

Enrollment by Geographic Origin

Arkansas State University

College of Media & Communication - Fall 2006 to Fall 2015

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters											Percentage											Averages	
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year		
ENROLLMENT BY GEOGRAPHIC ORIGIN																								
Undergraduate Students																								
	(Percent of Undergraduate Total)																							
Arkansas	344	321	329	335	307	271	245	244	254	282	87.5%	88.4%	88.9%	88.6%	87.2%	85.5%	80.9%	76.3%	80.1%	83.7%	260	259		
Missouri	16	18	17	13	9	9	8	7	11	8	4.1%	5.0%	4.6%	3.4%	2.6%	2.8%	2.6%	2.2%	3.5%	2.4%	9	9		
Tennessee	13	6	8	9	9	12	10	9	6	6	3.3%	1.7%	2.2%	2.4%	2.6%	3.8%	3.3%	2.8%	1.9%	1.8%	7	9		
Other U.S. States/Territories	18	16	11	9	13	6	6	17	18	15	4.6%	4.4%	3.0%	2.4%	3.7%	1.9%	2.0%	5.3%	5.7%	4.5%	17	12		
Foreign	2	2	5	12	14	19	34	43	28	26	0.5%	0.6%	1.4%	3.2%	4.0%	6.0%	11.2%	13.4%	8.8%	7.7%	32	30		
Graduate Students																								
	(Percent of Graduate Total)																							
Arkansas	11	22	24	20	18	22	45	37	26	17	55.0%	73.3%	61.5%	35.7%	28.1%	29.7%	44.6%	45.7%	45.6%	40.5%	27	29		
Missouri	1	0	0	1	2	2	3	2	2	1	5.0%	0.0%	0.0%	1.8%	3.1%	2.7%	3.0%	2.5%	3.5%	2.4%	2	2		
Tennessee	2	1	1	3	3	4	2	1	0	0	10.0%	3.3%	2.6%	5.4%	4.7%	5.4%	2.0%	1.2%	0.0%	0.0%	0	1		
Other U.S. States/Territories	5	4	5	8	17	20	20	16	11	10	25.0%	13.3%	12.8%	14.3%	26.6%	27.0%	19.8%	19.8%	19.3%	23.8%	12	15		
Foreign	1	3	9	24	24	26	31	25	18	14	5.0%	10.0%	23.1%	42.9%	37.5%	35.1%	30.7%	30.9%	31.6%	33.3%	19	23		
Total Students																								
	(Percent of Total Headcount)																							
Arkansas	355	343	353	355	325	293	290	281	280	299	86.0%	87.3%	86.3%	81.8%	78.1%	74.9%	71.8%	70.1%	74.9%	78.9%	287	289		
Missouri	17	18	17	14	11	11	11	9	13	9	4.1%	4.6%	4.2%	3.2%	2.6%	2.8%	2.7%	2.2%	3.5%	2.4%	10	11		
Tennessee	15	7	9	12	12	16	12	10	6	6	3.6%	1.8%	2.2%	2.8%	2.9%	4.1%	3.0%	2.5%	1.6%	1.6%	7	10		
Other U.S. States/Territories	23	20	16	17	30	26	26	33	29	25	5.6%	5.1%	3.9%	3.9%	7.2%	6.6%	6.4%	8.2%	7.8%	6.6%	29	28		
Total Out-of-State	55	45	42	43	53	53	49	52	48	40	13.3%	11.5%	10.3%	9.9%	12.7%	13.6%	12.1%	13.0%	12.8%	10.6%	47	48		
Foreign	3	5	14	36	38	45	65	68	46	40	0.7%	1.3%	3.4%	8.3%	9.1%	11.5%	16.1%	17.0%	12.3%	10.6%	51	53		

ENROLLMENT FROM SELECTED U.S. COUNTIES

Arkansas																							
	(Percent of Arkansas Total)																						
Craighead	121	96	127	103	89	70	68	63	64	57	34.1%	28.0%	36.0%	29.0%	27.4%	23.9%	23.4%	22.4%	22.9%	19.1%	61	64	
Crittenden	13	6	5	7	9	8	11	14	11	14	3.7%	1.7%	1.4%	2.0%	2.8%	2.7%	3.8%	5.0%	3.9%	4.7%	13	12	
Cross	9	6	9	12	12	11	8	8	4	8	2.5%	1.7%	2.5%	3.4%	3.7%	3.8%	2.8%	2.8%	1.4%	2.7%	7	8	
Greene	29	21	19	22	19	26	21	21	18	16	8.2%	6.1%	5.4%	6.2%	5.8%	8.9%	7.2%	7.5%	6.4%	5.4%	18	20	
Independence	5	5	5	5	6	5	10	6	5	10	1.4%	1.5%	1.4%	1.4%	1.8%	1.7%	3.4%	2.1%	1.8%	3.3%	7	7	
Mississippi	13	13	11	13	15	14	13	9	9	7	3.7%	3.8%	3.1%	3.7%	4.6%	4.8%	4.5%	3.2%	3.2%	2.3%	8	10	
Poinsett	9	12	12	11	11	7	10	8	10	9	2.5%	3.5%	3.4%	3.1%	3.4%	2.4%	3.4%	2.8%	3.6%	3.0%	9	9	
Pulaski	34	36	42	38	40	30	33	27	26	32	9.6%	10.5%	11.9%	10.7%	12.3%	10.2%	11.4%	9.6%	9.3%	10.7%	28	30	
St. Francis	6	5	8	7	10	3	1	6	6	7	1.7%	1.5%	2.3%	2.0%	3.1%	1.0%	0.3%	2.1%	2.1%	2.3%	6	5	
White	3	4	9	9	8	7	7	9	3	9	0.8%	1.2%	2.5%	2.5%	2.5%	2.4%	2.4%	3.2%	1.1%	3.0%	7	7	
Other Arkansas Counties	113	139	106	128	106	112	108	110	124	130	31.8%	40.5%	30.0%	36.1%	32.6%	38.2%	37.2%	39.1%	44.3%	43.5%	121	117	
Missouri																							
	(Percent of Missouri Total)																						
Dunklin	3	2	5	6	3	3	2	0	1	2	17.6%	11.1%	29.4%	42.9%	27.3%	27.3%	18.2%	0.0%	7.7%	22.2%	1	2	
Pemiscot	1	3	2	0	1	4	3	2	2	0	5.9%	16.7%	11.8%	0.0%	9.1%	36.4%	27.3%	22.2%	15.4%	0.0%	1	2	
Other Missouri Counties	13	13	10	8	7	4	6	7	10	7	76.5%	72.2%	58.8%	57.1%	63.6%	36.4%	54.5%	77.8%	76.9%	77.8%	8	7	
Tennessee																							
	(Percent of Tennessee Total)																						
Shelby	14	6	7	9	10	14	12	8	6	6	93.3%	85.7%	77.8%	75.0%	83.3%	87.5%	100.0%	80.0%	100.0%	100.0%	7	9	
Other Tennessee Counties	1	1	2	3	2	2	0	2	0	0	6.7%	14.3%	22.2%	25.0%	16.7%	12.5%	0.0%	20.0%	0.0%	0.0%	1	1	

Data Source: Banner Student Enrollment Information.

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 2015

ACT Scores, Remediation, Parent Educational Attainment & Housing

Arkansas State University

College of Media & Communication - Fall 2006 to Fall 2014

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
FIRST-TIME FRESHMEN BY COMPOSITE ACT SCORE RANGE																						
	(Percent of First-Time Freshmen Total)																					
Composite 30 - 36	1	1	3	4	1	0	0	3	3	4	1.5%	1.7%	4.5%	6.8%	1.4%	0.0%	0.0%	9.4%	8.1%	11.4%	3	2
Composite 24 - 29	29	16	23	18	29	20	16	17	17	17	43.3%	26.7%	34.3%	30.5%	39.7%	50.0%	55.2%	53.1%	45.9%	48.6%	17	17
Composite 19 - 23	23	28	24	27	32	18	11	12	16	11	34.3%	46.7%	35.8%	45.8%	43.8%	45.0%	37.9%	37.5%	43.2%	31.4%	13	14
Composite Below 19	12	11	13	3	6	0	0	0	0	0	17.9%	18.3%	19.4%	5.1%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
ASSET/Compass/SAT*	2	4	4	7	5	2	2	0	1	3	3.0%	6.7%	6.0%	11.9%	6.8%	5.0%	6.9%	0.0%	2.7%	8.6%	1	2
Average ACT Composite Score	22.5	21.7	22.2	22.9	22.8	23.7	24.2	25.1	25.0	25.6											25.3	24.7

FIRST-TIME FRESHMEN REQUIRING REMEDIATION																						
	(Percent of First-Time Freshmen Total)																					
English Remediation	9	8	8	7	6	3	1	0	0	3	13.4%	13.3%	11.9%	11.9%	8.2%	7.5%	3.4%	0.0%	0.0%	8.6%	1	1
Mathematics Remediation	27	29	25	16	21	10	1	4	5	3	40.3%	48.3%	37.3%	27.1%	28.8%	25.0%	3.4%	12.5%	13.5%	8.6%	4	5
Reading Remediation	8	12	15	6	6	2	2	0	0	3	11.9%	20.0%	22.4%	10.2%	8.2%	5.0%	6.9%	0.0%	0.0%	8.6%	1	1
Total Unduplicated Remedial	27	30	28	22	23	12	3	4	5	4	40.3%	50.0%	41.8%	37.3%	31.5%	30.0%	10.3%	12.5%	13.5%	11.4%	4	6

FIRST-TIME FRESHMEN BY EDUCATIONAL ATTAINMENT OF PARENTS																						
	(Percent of First-Time Freshmen Total)																					
Less Than High School	0	1	1	0	0	0	0	0	0	0	0.0%	1.7%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
High School	17	15	19	20	11	3	5	1	6	4	25.4%	25.0%	28.4%	33.9%	15.1%	7.5%	17.2%	3.1%	16.2%	11.4%	4	4
Attended College	21	21	24	22	28	9	6	8	8	9	31.3%	35.0%	35.8%	37.3%	38.4%	22.5%	20.7%	25.0%	21.6%	25.7%	8	8
College Degree	19	19	16	11	30	24	16	23	22	19	28.4%	31.7%	23.9%	18.6%	41.1%	60.0%	55.2%	71.9%	59.5%	54.3%	21	21
Unknown	10	4	7	6	4	4	2	0	1	3	14.9%	6.7%	10.4%	10.2%	5.5%	10.0%	6.9%	0.0%	2.7%	8.6%	1	2
% of First-Time Freshmen Whose Parent(s) Have Not Earned A College Degree	66.7%	66.1%	73.3%	79.2%	56.5%	33.3%	40.7%	28.1%	38.9%	40.6%												

OCCUPANCY OF UNIVERSITY HOUSING																						
	(Percent of Total Headcount)																					
Residence Halls	114	98	112	112	114	110	77	88	87	117	27.6%	24.9%	27.4%	25.8%	27.4%	28.1%	19.1%	21.9%	23.3%	30.9%	97	96
University Apartments	36	47	43	41	48	50	48	60	45	44	8.7%	12.0%	10.5%	9.4%	11.5%	12.8%	11.9%	15.0%	12.0%	11.6%	50	49
Other University Housing	0	1	2	0	0	1	1	2	2	2	0.0%	0.3%	0.5%	0.0%	0.0%	0.3%	0.2%	0.5%	0.5%	0.5%	2	2
University Housing Occupants as a % of Total Headcount	36.3%	37.2%	38.4%	35.3%	38.9%	41.2%	31.2%	37.4%	35.8%	43.0%												

Data Source: Banner Student Enrollment Information.

*Could include students without test scores.

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 2015

Enrollment by Degree Program

Arkansas State University

College of Media & Communication - Fall 2006 to Fall 2015

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites		Fall Semesters										Averages	
		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
ENROLLMENT BY FULL-TIME STUDENT LOAD													
BA	Communication Studies	33	20	27	45	43	35	47	63	60	72	65	55
BS	Creative Media Production	--	--	--	--	--	--	--	--	51	70	--	--
BS	Graphic Communications	14	9	17	13	16	13	6	3	1	0	1	5
BS	Journalism	148	136	148	130	128	111	111	114	41	13	56	78
BS	Multimedia Journalism	--	--	--	--	--	--	--	--	50	61	--	--
BS	Radio-TV	147	151	141	128	127	118	107	95	36	15	49	74
BS	Strategic Communications	--	--	--	--	--	--	--	--	34	62	--	--
BSE	Communication Studies & Theatre Arts Education	8	6	3	4	4	--	--	--	--	--	--	--
GCert	Health Communications	--	--	--	--	--	0	1	0	0	0	0	0
MA	Communication Studies	3	6	4	6	5	6	8	8	7	7	7	7
MSMC	Journalism	4	3	6	11	8	7	10	10	6	4	7	7
MSMC	Radio-TV	6	5	10	11	20	27	28	17	8	4	10	17
SCCT	Comm. College Teaching - Comm. Studies & Theatre Arts Ed.	0	0	0	0	0	0	0	0	0	0	0	0
Total Full-Time Students		363	336	356	348	351	317	318	310	294	308	304	309
AVERAGE NUMBER OF HOURS ENROLLED BY FULL-TIME STUDENTS													
BA	Communication Studies	14.8	14.5	14.5	14.4	14.1	14.4	14.4	14.4	14.5	14.4	14.4	14.4
BS	Creative Media Production	--	--	--	--	--	--	--	--	14.6	14.6	--	--
BS	Graphic Communications	14.3	13.9	13.9	13.8	13.8	13.8	13.3	13.3	15.0	0.0	9.4	11.1
BS	Journalism	14.5	14.5	14.5	14.5	14.4	14.2	14.5	14.2	14.3	14.9	14.4	14.4
BS	Multimedia Journalism	--	--	--	--	--	--	--	--	14.8	14.6	--	--
BS	Radio-TV	14.3	14.6	14.3	14.3	13.9	14.2	14.6	14.7	13.9	13.9	14.2	14.3
BS	Strategic Communications	--	--	--	--	--	--	--	--	14.9	14.7	--	--
BSE	Communication Studies & Theatre Arts Education	14.1	15.2	15.7	14.3	14.5	--	--	--	--	--	--	--
Gcert	Health Communications	--	--	--	--	--	0.0	9.0	0.0	0.0	0.0	0.0	1.8
MA	Communication Studies	9.0	10.5	9.3	9.0	10.2	9.0	9.4	9.0	9.0	9.0	9.0	9.1
MSMC	Journalism	9.8	9.0	10.5	9.8	9.5	9.6	10.0	9.9	9.0	9.0	9.3	9.5
MSMC	Radio-TV	10.2	9.0	9.1	10.7	10.4	10.6	10.5	10.2	9.0	9.0	9.4	9.9
SCCT	Comm. College Teaching - Comm. Studies & Theatre Arts Ed.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Average Number of Hours Enrolled By Full-Time Undergraduate Students		14.4	14.5	14.4	14.4	14.1	14.2	14.5	14.4	14.5	14.6	14.5	14.4
Average Number of Hours Enrolled By Full-Time Graduate Students		9.8	9.6	9.6	10.0	10.1	10.2	10.2	9.9	9.0	9.0	9.3	9.6

Data Source: Banner Student Enrollment Information.

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 2015

Enrollment by Degree Program

Arkansas State University

College of Media & Communication - Fall 2006 to Fall 2015

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites		Fall Semesters										Averages	
		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
ENROLLMENT BY PART-TIME STUDENT LOAD													
BA	Communication Studies	6	5	3	9	7	9	8	13	12	12	12	11
BS	Creative Media Production	--	--	--	--	--	--	--	--	6	8	--	--
BS	Graphic Communications	4	10	3	8	3	3	1	2	1	0	1	1
BS	Journalism	19	18	18	19	9	14	11	17	9	6	11	11
BS	Multimedia Journalism	--	--	--	--	--	--	--	--	4	8	--	--
BS	Radio-TV	13	8	9	20	15	14	12	13	5	3	7	9
BS	Strategic Communications	--	--	--	--	--	--	--	--	7	8	--	--
BSE	Communication Studies & Theatre Arts Education	1	0	1	2	0	--	--	--	--	--	--	--
GCert	Health Communications	--	--	--	--	0	0	0	0	0	0	0	0
MA	Communication Studies	1	2	8	4	7	9	23	20	14	13	16	16
MSMC	Journalism	4	7	3	10	9	2	10	10	11	6	9	8
MSMC	Radio-TV	2	7	8	14	15	23	21	15	11	8	11	16
SCCT	Comm. College Teaching - Comm. Studies & Theatre Arts Ed.	0	0	0	0	0	0	0	1	0	0	0	0
Total Part-Time Students		50	57	53	86	65	74	86	91	80	72	81	81
AVERAGE NUMBER OF HOURS ENROLLED BY PART-TIME STUDENTS													
BA	Communication Studies	6.8	8.2	7.0	8.2	9.0	6.8	9.4	9.5	7.3	6.7	7.8	7.9
BS	Creative Media Production	--	--	--	--	--	--	--	--	6.8	8.8	--	--
BS	Graphic Communications	8.0	6.8	5.3	6.6	7.7	7.0	9.0	9.0	3.0	0.0	4.0	5.6
BS	Journalism	6.8	6.6	8.3	6.6	8.8	7.0	6.4	8.2	6.7	6.0	7.0	6.8
BS	Multimedia Journalism	--	--	--	--	--	--	--	--	8.5	8.6	--	--
BS	Radio-TV	6.9	7.9	7.9	8.5	7.4	8.1	6.8	8.5	7.6	4.3	6.8	7.1
BS	Strategic Communications	--	--	--	--	--	--	--	--	9.1	9.0	--	--
BSE	Communication Studies & Theatre Arts Education	11.0	0.0	6.0	7.5	0.0	--	--	--	--	--	--	--
Gcert	Health Communications	--	--	--	--	--	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MA	Communication Studies	6.0	6.0	4.9	6.0	6.0	6.0	5.7	5.2	5.8	5.3	5.4	5.6
MSMC	Journalism	5.3	5.6	6.0	5.9	5.7	4.5	4.4	6.0	5.3	3.5	4.9	4.7
MSMC	Radio-TV	4.5	4.9	5.6	6.1	6.0	5.5	5.1	5.4	4.9	6.0	5.4	5.4
SCCT	Comm. College Teaching - Comm. Studies & Theatre Arts Ed.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	1.0	0.6
Average Number of Hours Enrolled By Part-Time Undergraduate Students		7.0	7.1	7.7	7.6	8.1	7.3	7.4	8.7	7.4	7.6	7.9	7.7
Average Number of Hours Enrolled By Part-Time Graduate Students		5.1	5.3	5.4	6.0	5.9	5.6	5.2	5.4	5.4	5.1	5.3	5.3

Data Source: Banner Student Enrollment Information.

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 2015

Degrees Conferred

Degrees Conferred at Jonesboro & All Other Instructional Sites	Fiscal Years										Percentage										Averages	
	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	3 Year	5 Year
DEGREES CONFERRED BY DEGREE LEVEL																						
	<i>(Percent of Total Degrees Conferred)</i>																					
Associate Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Baccalaureate Degrees	81	87	87	82	87	50	67	72	81	91	88.0%	87.9%	89.7%	85.4%	86.1%	64.9%	65.7%	68.6%	75.0%	75.2%	81	72
Graduate Certificate	--	--	--	--	--	2	2	0	2	1	--	--	--	--	--	2.6%	2.0%	0.0%	1.9%	0.8%	1	1
Master's Degrees	9	12	10	14	14	25	33	33	25	29	9.8%	12.1%	10.3%	14.6%	13.9%	32.5%	32.4%	31.4%	23.1%	24.0%	29	29
Specialist Degrees	2	0	0	0	0	0	0	0	0	0	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Doctoral Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Total Degrees Conferred	92	99	97	96	101	77	102	105	108	121											111	103
% of Undergraduate Degrees Conferred	88.0%	87.9%	89.7%	85.4%	86.1%	64.9%	65.7%	68.6%	75.0%	75.2%												

DEGREES CONFERRED BY ETHNIC ORIGIN & GENDER

Total Known Minorities*

	<i>(Percent of Total Degrees Conferred)</i>																					
Male	5	1	11	7	5	8	8	8	6	12	5.4%	1.0%	11.3%	7.3%	5.0%	10.4%	7.8%	7.6%	5.6%	9.9%	9	8
Female	15	15	11	17	17	18	21	25	23	22	16.3%	15.2%	11.3%	17.7%	16.8%	23.4%	20.6%	23.8%	21.3%	18.2%	23	22
Total Minorities	20	16	22	24	22	26	29	33	29	34											32	30
% of Minorities Degrees Conferred	21.7%	16.2%	22.7%	25.0%	21.8%	33.8%	28.4%	31.4%	26.9%	28.1%												

Total Nonresident Aliens

	<i>(Percent of Total Degrees Conferred)</i>																					
Male	1	0	0	3	2	6	7	5	4	8	1.1%	0.0%	0.0%	3.1%	2.0%	7.8%	6.9%	4.8%	3.7%	6.6%	6	6
Female	2	0	0	0	0	7	10	9	10	13	2.2%	0.0%	0.0%	0.0%	0.0%	9.1%	9.8%	8.6%	9.3%	10.7%	11	10
Total Nonresident Aliens	3	0	0	3	2	13	17	14	14	21											16	16
% of Nonresident Aliens Degrees Conferred	3.3%	0.0%	0.0%	3.1%	2.0%	16.9%	16.7%	13.3%	13.0%	17.4%												

Total White, Non-Hispanic; & Ethnicity Unknown

	<i>(Percent of Total Degrees Conferred)</i>																					
Male	37	36	35	28	31	21	27	19	27	27	40.2%	36.4%	36.1%	29.2%	30.7%	27.3%	26.5%	18.1%	25.0%	22.3%	24	24
Female	32	47	40	41	46	17	29	39	38	39	34.8%	47.5%	41.2%	42.7%	45.5%	22.1%	28.4%	37.1%	35.2%	32.2%	39	32
Total White & Ethnicity Unknown	69	83	75	69	77	38	56	58	65	66											63	57
% of White & Ethnicity Unknown Degrees Conferred	75.0%	83.8%	77.3%	71.9%	76.2%	49.4%	54.9%	55.2%	60.2%	54.5%												

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

Data Source: Integrated Postsecondary Education Data System, Completions Survey.

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 2015

Arkansas State University-Jonesboro

College of Media & Communication **Department of Communication** **Institutional Assessment of Effectiveness** **Fall 2006 - Fall 2015**

The Office of Institutional Research & Planning
email: asuirp@astate.edu
web: www.astate.edu/a/irp

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 2015

Headcount & Enrollment

Department of Communication - Spring 2006 to Fall 2015

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
UNDUPLICATED HEADCOUNT																						
Enrollment by Site																						
Jonesboro Campus	52	38	45	67	60	54	75	95	120	164	100.0%	97.4%	97.8%	95.7%	90.9%	91.5%	86.2%	90.5%	89.6%	94.8%	126	102
All Other Instructional Sites	0	1	1	3	6	5	12	10	14	9	0.0%	2.6%	2.2%	4.3%	9.1%	8.5%	13.8%	9.5%	10.4%	5.2%	11	10
Total Headcount	52	39	46	70	66	59	87	105	134	173											137	112

STUDENTS BY ENROLLMENT STATUS CATEGORY

New ASU Students											(Percent of New Student Total)										Averages	
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
First-Time Freshmen	5	1	2	8	8	1	6	5	13	16	50.0%	14.3%	20.0%	47.1%	44.4%	12.5%	27.3%	27.8%	43.3%	43.2%	11	8
Undergraduate Transfers	3	1	1	4	2	0	4	3	8	15	30.0%	14.3%	10.0%	23.5%	11.1%	0.0%	18.2%	16.7%	26.7%	40.5%	9	6
New Graduate Students	2	5	7	5	8	7	12	10	9	6	20.0%	71.4%	70.0%	29.4%	44.4%	87.5%	54.5%	55.6%	30.0%	16.2%	8	9
Total New Students	10	7	10	17	18	8	22	18	30	37											28	23
New Students as a % of Total	19.2%	17.9%	21.7%	24.3%	27.3%	13.6%	25.3%	17.1%	22.4%	21.4%												

Enrollment at Jonesboro & All Other Instructional Sites	Spring Semesters										Percentage										Averages	
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
UNDUPLICATED HEADCOUNT																						
Enrollment by Site																						
Jonesboro Campus	42	49	43	55	64	60	64	80	112	136	100.0%	98.0%	95.6%	100.0%	92.8%	89.6%	90.1%	88.9%	93.3%	93.2%	109	90
All Other Instructional Sites	0	1	2	0	5	7	7	10	8	10	0.0%	2.0%	4.4%	0.0%	7.2%	10.4%	9.9%	11.1%	6.7%	6.8%	9	8
Total Headcount	42	50	45	55	69	67	71	90	120	146											119	99

STUDENTS BY ENROLLMENT STATUS CATEGORY

New ASU Students											(Percent of New Student Total)										Averages	
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
First-Time Freshmen	0	0	0	0	0	1	0	0	1	0	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	10.0%	0.0%	0	0
Undergraduate Transfers	1	3	1	0	2	2	1	2	2	4	50.0%	75.0%	33.3%	0.0%	33.3%	66.7%	7.7%	50.0%	20.0%	44.4%	3	2
New Graduate Students	1	1	2	1	4	0	12	2	7	5	50.0%	25.0%	66.7%	100.0%	66.7%	0.0%	92.3%	50.0%	70.0%	55.6%	5	5
Total New Students	2	4	3	1	6	3	13	4	10	9											8	8
New Students as a % of Total	4.8%	8.0%	6.7%	1.8%	8.7%	4.5%	18.3%	4.4%	8.3%	6.2%												

Data Source: Banner Student Enrollment

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 2015

Enrollment by Student Load & Classification

Arkansas State University

Department of Communication - Fall 2006 to Fall 2015

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages		
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	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	41	26	30	49	47	35	47	63	94	133	85.4%	83.9%	88.2%	81.7%	87.0%	79.5%	85.5%	82.9%	83.2%	86.9%	97	74	
Part-Time	7	5	4	11	7	9	8	13	19	20	14.6%	16.1%	11.8%	18.3%	13.0%	20.5%	14.5%	17.1%	16.8%	13.1%	17	14	
Full-Time Average Course Load	14.7	14.7	14.6	14.4	14.2	14.4	14.4	14.4	14.7	14.6											14.5	14.5	
Part-Time Average Course Load	7.4	8.2	6.8	8.1	9.0	6.8	9.4	9.5	8.0	7.6											8.4	8.3	
Average Course Load	13.6	13.6	13.7	13.3	13.5	12.8	13.6	13.6	13.5	13.6											13.6	13.4	
Graduate Students											<i>(Percent of Graduate Total)</i>												
Full-Time	3	6	4	6	5	6	9	8	7	7	75.0%	75.0%	33.3%	60.0%	41.7%	40.0%	28.1%	27.6%	33.3%	35.0%	7	7	
Part-Time	1	2	8	4	7	9	23	21	14	13	25.0%	25.0%	66.7%	40.0%	58.3%	60.0%	71.9%	72.4%	66.7%	65.0%	16	16	
Full-Time Average Course Load	9.0	10.5	9.3	9.0	10.2	9.0	9.3	9.0	9.0	9.0											9.0	9.1	
Part-Time Average Course Load	6.0	6.0	4.9	6.0	6.0	6.0	5.7	5.1	5.8	5.3											5.4	5.6	
Average Course Load	8.3	9.4	6.3	7.8	7.8	7.2	6.8	6.2	6.9	6.6											6.6	6.7	
Total Students											<i>(Percent of Total Headcount)</i>												
Full-Time	44	32	34	55	52	41	56	71	101	140	84.6%	82.1%	73.9%	78.6%	78.8%	69.5%	64.4%	67.6%	75.4%	80.9%	104	82	
Part-Time	8	7	12	15	14	18	31	34	33	33	15.4%	17.9%	26.1%	21.4%	21.2%	30.5%	35.6%	32.4%	24.6%	19.1%	33	30	
Total Headcount	52	39	46	70	66	59	87	105	134	173											137	112	

ENROLLMENT BY CAREER & CLASSIFICATION

Undergraduate Students											<i>(Percent of Undergraduate Total)</i>												
All Freshmen	8	5	7	17	16	7	10	10	18	23	16.7%	16.1%	20.6%	28.3%	29.6%	15.9%	18.2%	13.2%	15.9%	15.0%	17	14	
Sophomore	9	5	8	12	11	15	12	21	26	45	18.8%	16.1%	23.5%	20.0%	20.4%	34.1%	21.8%	27.6%	23.0%	29.4%	31	24	
Junior	14	7	10	20	9	9	20	17	38	43	29.2%	22.6%	29.4%	33.3%	16.7%	20.5%	36.4%	22.4%	33.6%	28.1%	33	25	
Senior	17	14	9	10	18	12	12	27	30	41	35.4%	45.2%	26.5%	16.7%	33.3%	27.3%	21.8%	35.5%	26.5%	26.8%	33	24	
Unclassified Undergraduates	0	0	0	1	0	1	1	1	1	1	0.0%	0.0%	0.0%	1.7%	0.0%	2.3%	1.8%	1.3%	0.9%	0.7%	1	1	
Total Undergraduates	48	31	34	60	54	44	55	76	113	153											114	88	
Graduate Students											<i>(Percent of Graduate Total)</i>												
Master's	4	8	12	10	12	15	31	28	21	20	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	96.9%	96.6%	100.0%	100.0%	23	23	
Specialist	0	0	0	0	0	0	0	1	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0	0	
Doctoral	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
Unclassified Graduates	0	0	0	0	0	0	1	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0	0	
Total Graduates	4	8	12	10	12	15	32	29	21	20											23	23	
Undergraduates as a % of Total	92.3%	79.5%	73.9%	85.7%	81.8%	74.6%	63.2%	72.4%	84.3%	88.4%													
Graduates as a % of Total	7.7%	20.5%	26.1%	14.3%	18.2%	25.4%	36.8%	27.6%	15.7%	11.6%													

Data Source: Banner Student Enrollment Information.

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 2015

Enrollment by Gender & Ethnicity

Arkansas State University

Department of Communication - Fall 2006 to Fall 2015

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
ENROLLMENT BY GENDER & ETHNICITY																						
Male Undergraduate Students																						
	(Percent of Male Undergraduate Total)																					
American Indian	1	1	0	0	0	0	0	1	0	0	5.3%	7.7%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0	0	
Asian American	1	1	0	0	0	0	0	1	2	2	5.3%	7.7%	0.0%	0.0%	0.0%	0.0%	3.4%	4.7%	3.3%	2	1	
African American	4	2	3	6	6	7	6	6	10	11	21.1%	15.4%	33.3%	24.0%	31.6%	41.2%	23.1%	20.7%	23.3%	18.0%	9	8
Hispanic American	0	0	0	0	0	0	0	0	0	3	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	1	1	
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	
Two or More Races	--	--	--	1	0	1	1	1	2	3	--	--	--	4.0%	0.0%	5.9%	3.8%	3.4%	4.7%	4.9%	2	2
White, Non-Hispanic	13	9	6	16	13	8	15	19	27	37	68.4%	69.2%	66.7%	64.0%	68.4%	47.1%	57.7%	65.5%	62.8%	60.7%	28	21
Ethnicity Unknown	0	0	0	2	0	0	0	0	0	2	0.0%	0.0%	0.0%	8.0%	0.0%	0.0%	0.0%	0.0%	3.3%	1	0	
Nonresident Alien	0	0	0	0	0	1	4	1	2	3	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	15.4%	3.4%	4.7%	4.9%	2	2
Total Male Undergraduates	19	13	9	25	19	17	26	29	43	61	36.5%	33.3%	19.6%	35.7%	28.8%	28.8%	29.9%	27.6%	32.1%	35.3%	44	35
Female Undergraduate Students																						
	(Percent of Female Undergraduate Total)																					
American Indian	1	1	0	0	0	0	0	0	0	0	3.4%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0	
Asian American	1	0	0	0	0	0	0	0	0	1	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0	0	
African American	5	4	8	10	12	13	10	16	12	15	17.2%	22.2%	32.0%	28.6%	34.3%	48.1%	34.5%	34.0%	17.1%	16.3%	14	13
Hispanic American	0	0	0	0	0	1	2	1	4	1	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	6.9%	2.1%	5.7%	1.1%	2	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	0	
Two or More Races	--	--	--	0	1	0	0	0	1	3	--	--	--	0.0%	2.9%	0.0%	0.0%	0.0%	1.4%	3.3%	1	1
White, Non-Hispanic	21	13	13	22	20	12	14	23	47	67	72.4%	72.2%	52.0%	62.9%	57.1%	44.4%	48.3%	48.9%	67.1%	72.8%	46	33
Ethnicity Unknown	1	0	3	1	1	0	0	0	1	0	3.4%	0.0%	12.0%	2.9%	2.9%	0.0%	0.0%	0.0%	1.4%	0.0%	0	0
Nonresident Alien	0	0	1	2	1	1	3	7	5	5	0.0%	0.0%	4.0%	5.7%	2.9%	3.7%	10.3%	14.9%	7.1%	5.4%	6	4
Total Female Undergraduates	29	18	25	35	35	27	29	47	70	92	55.8%	46.2%	54.3%	50.0%	53.0%	45.8%	33.3%	44.8%	52.2%	53.2%	70	53
Male Graduate Students																						
	(Percent of Male Graduate Total)																					
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	
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	
African American	0	0	1	1	3	5	3	4	2	3	--	0.0%	16.7%	20.0%	37.5%	55.6%	42.9%	40.0%	33.3%	42.9%	3	3
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	
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	
Two or More Races	--	--	--	0	0	0	0	0	0	0	--	--	--	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0	
White, Non-Hispanic	0	2	4	3	4	4	4	5	3	1	--	100.0%	66.7%	60.0%	50.0%	44.4%	57.1%	50.0%	50.0%	14.3%	3	3
Ethnicity Unknown	0	0	0	0	0	0	0	0	1	1	--	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	14.3%	1	0
Nonresident Alien	0	0	1	1	1	0	0	1	0	2	--	0.0%	16.7%	20.0%	12.5%	0.0%	0.0%	10.0%	0.0%	28.6%	1	1
Total Male Graduates	0	2	6	5	8	9	7	10	6	7	0.0%	5.1%	13.0%	7.1%	12.1%	15.3%	8.0%	9.5%	4.5%	4.0%	8	8
Female Graduate Students																						
	(Percent of Female Graduate Total)																					
American Indian	0	0	0	0	0	0	0	0	1	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	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	1	2	1	1	3	2	17	10	7	7	25.0%	33.3%	16.7%	20.0%	75.0%	33.3%	68.0%	52.6%	46.7%	53.8%	8	9
Hispanic American	0	0	0	0	0	1	1	0	1	1	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	4.0%	0.0%	6.7%	7.7%	1	1
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	
Two or More Races	--	--	--	0	0	0	0	1	0	0	--	--	--	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0	0
White, Non-Hispanic	3	4	4	3	1	2	5	6	3	3	75.0%	66.7%	66.7%	60.0%	25.0%	33.3%	20.0%	31.6%	20.0%	23.1%	4	4
Ethnicity Unknown	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
Nonresident Alien	0	0	1	1	0	1	2	2	3	2	0.0%	0.0%	16.7%	20.0%	0.0%	16.7%	8.0%	10.5%	20.0%	15.4%	2	2
Total Female Graduates	4	6	6	5	4	6	25	19	15	13	7.7%	15.4%	13.0%	7.1%	6.1%	10.2%	28.7%	18.1%	11.2%	7.5%	16	16

Data Source: Banner Student Enrollment Information.

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 2015

Enrollment by Gender, Ethnicity, Age & Applications

Arkansas State University

Department of Communication - Fall 2006 to Fall 2015

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
ENROLLMENT BY GENDER & ETHNICITY																						
Total Students by Gender																						
(Percent of Total Headcount)																						
Male	19	15	15	30	27	26	33	39	49	68	36.5%	38.5%	32.6%	42.9%	40.9%	44.1%	37.9%	37.1%	36.6%	39.3%	52	43
Female	33	24	31	40	39	33	54	66	85	105	63.5%	61.5%	67.4%	57.1%	59.1%	55.9%	62.1%	62.9%	63.4%	60.7%	85	69
Total Students by Ethnicity																						
(Percent of Total Headcount)																						
American Indian	2	2	0	0	0	0	0	1	1	0	3.8%	5.1%	0.0%	0.0%	0.0%	0.0%	1.0%	0.7%	0.0%	1	0	
Asian American	2	1	0	0	0	0	0	1	2	3	3.8%	2.6%	0.0%	0.0%	0.0%	0.0%	1.0%	1.5%	1.7%	2	1	
African American	10	8	13	18	24	27	36	36	31	36	19.2%	20.5%	28.3%	25.7%	36.4%	45.8%	41.4%	34.3%	23.1%	20.8%	34	33
Hispanic American	0	0	0	0	0	2	3	1	5	5	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	3.4%	1.0%	3.7%	2.9%	4	3
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	
Two or More Races	0	0	0	1	1	1	1	2	3	6	0.0%	0.0%	0.0%	1.4%	1.5%	1.7%	1.1%	1.9%	2.2%	3.5%	4	3
White, Non-Hispanic	37	28	27	44	38	26	38	53	80	108	71.2%	71.8%	58.7%	62.9%	57.6%	44.1%	43.7%	50.5%	59.7%	62.4%	80	61
Ethnicity Unknown	1	0	3	3	1	0	0	0	2	3	1.9%	0.0%	6.5%	4.3%	1.5%	0.0%	0.0%	0.0%	1.5%	1.7%	2	1
Nonresident Alien	0	0	3	4	2	3	9	11	10	12	0.0%	0.0%	6.5%	5.7%	3.0%	5.1%	10.3%	10.5%	7.5%	6.9%	11	9
Total Minorities* as a % of Total	26.9%	28.2%	28.3%	27.1%	37.9%	50.8%	46.0%	39.0%	31.3%	28.9%												

AGE OF STUDENTS

Under 25																						
(Percent of Total Headcount)																						
Undergraduate	39	24	27	49	42	37	48	68	103	142	75.0%	61.5%	58.7%	70.0%	63.6%	62.7%	55.2%	64.8%	76.9%	82.1%	104	80
Graduate	3	6	6	6	4	6	13	11	8	9	5.8%	15.4%	13.0%	8.6%	6.1%	10.2%	14.9%	10.5%	6.0%	5.2%	9	9
25 & Older																						
(Percent of Total Headcount)																						
Undergraduate	9	7	7	11	12	7	7	8	10	11	17.3%	17.9%	15.2%	15.7%	18.2%	11.9%	8.0%	7.6%	7.5%	6.4%	10	9
Graduate	1	2	6	4	8	9	19	18	13	11	1.9%	5.1%	13.0%	5.7%	12.1%	15.3%	21.8%	17.1%	9.7%	6.4%	14	14
25 & Older Students as a % of Total	19.2%	23.1%	28.3%	21.4%	30.3%	27.1%	29.9%	24.8%	17.2%	12.7%												

APPLICATIONS

First-Time Freshmen																						
(As a Percent of Applied)																						
Applied	10	3	5	13	26	11	28	29	35	45											36	30
Admitted	8	3	5	10	19	7	14	17	26	25	80.0%	100.0%	100.0%	76.9%	73.1%	63.6%	50.0%	58.6%	74.3%	55.6%	23	18
Enrolled	5	1	2	8	8	1	6	5	13	16	50.0%	33.3%	40.0%	61.5%	30.8%	9.1%	21.4%	17.2%	37.1%	35.6%	11	8
Undergraduate Transfers																						
(As a Percent of Applied)																						
Applied	8	1	1	5	7	4	10	9	21	34											21	16
Admitted	5	1	1	4	5	1	5	5	13	24	62.5%	100.0%	100.0%	80.0%	71.4%	25.0%	50.0%	55.6%	61.9%	70.6%	14	10
Enrolled	3	1	1	4	2	0	4	3	8	15	37.5%	100.0%	100.0%	80.0%	28.6%	0.0%	40.0%	33.3%	38.1%	44.1%	9	6
New Graduates																						
(As a Percent of Applied)																						
Applied	2	6	11	11	15	19	18	20	24	27											24	22
Admitted	2	5	10	8	9	11	15	11	14	11	100.0%	83.3%	90.9%	72.7%	60.0%	57.9%	83.3%	55.0%	58.3%	40.7%	12	12
Enrolled	2	5	7	5	8	7	12	10	9	6	100.0%	83.3%	63.6%	45.5%	53.3%	36.8%	66.7%	50.0%	37.5%	22.2%	8	9

*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.

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 2015

Enrollment by Geographic Origin

Arkansas State University

Department of Communication - Fall 2006 to Fall 2015

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages		
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year	
ENROLLMENT BY GEOGRAPHIC ORIGIN																							
Undergraduate Students																							
	(Percent of Undergraduate Total)																						
Arkansas	44	30	32	56	51	37	42	54	83	125	91.7%	96.8%	94.1%	93.3%	94.4%	84.1%	76.4%	71.1%	73.5%	81.7%	87	68	
Missouri	1	0	1	0	0	2	1	3	7	3	2.1%	0.0%	2.9%	0.0%	0.0%	4.5%	1.8%	3.9%	6.2%	2.0%	4	3	
Tennessee	1	0	0	1	1	2	3	5	4	5	2.1%	0.0%	0.0%	1.7%	1.9%	4.5%	5.5%	6.6%	3.5%	3.3%	5	4	
Other U.S. States/Territories	2	1	0	1	1	1	2	6	12	12	4.2%	3.2%	0.0%	1.7%	1.9%	2.3%	3.6%	7.9%	10.6%	7.8%	10	7	
Foreign	0	0	1	2	1	2	7	8	7	8	0.0%	0.0%	2.9%	3.3%	1.9%	4.5%	12.7%	10.5%	6.2%	5.2%	8	6	
Graduate Students																							
	(Percent of Graduate Total)																						
Arkansas	3	7	10	7	7	9	25	20	15	11	75.0%	87.5%	83.3%	70.0%	58.3%	60.0%	78.1%	69.0%	71.4%	55.0%	15	16	
Missouri	0	0	0	0	0	1	1	0	0	1	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	3.1%	0.0%	0.0%	5.0%	0	1	
Tennessee	0	1	0	0	0	0	0	1	0	0	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0	0	
Other U.S. States/Territories	1	0	0	1	4	4	4	5	3	4	25.0%	0.0%	0.0%	10.0%	33.3%	26.7%	12.5%	17.2%	14.3%	20.0%	4	4	
Foreign	0	0	2	2	1	1	2	3	3	4	0.0%	0.0%	16.7%	20.0%	8.3%	6.7%	6.3%	10.3%	14.3%	20.0%	3	3	
Total Students																							
	(Percent of Total Headcount)																						
Arkansas	47	37	42	63	58	46	67	74	98	136	90.4%	94.9%	91.3%	90.0%	87.9%	78.0%	77.0%	70.5%	73.1%	78.6%	103	84	
Missouri	1	0	1	0	0	3	2	3	7	4	1.9%	0.0%	2.2%	0.0%	0.0%	5.1%	2.3%	2.9%	5.2%	2.3%	5	4	
Tennessee	1	1	0	1	1	2	3	6	4	5	1.9%	2.6%	0.0%	1.4%	1.5%	3.4%	3.4%	5.7%	3.0%	2.9%	5	4	
Other U.S. States/Territories	3	1	0	2	5	5	6	11	15	16	5.8%	2.6%	0.0%	2.9%	7.6%	8.5%	6.9%	10.5%	11.2%	9.2%	14	11	
Total Out-of-State	5	2	1	3	6	10	11	20	26	25	9.6%	5.1%	2.2%	4.3%	9.1%	16.9%	12.6%	19.0%	19.4%	14.5%	24	18	
Foreign	0	0	3	4	2	3	9	11	10	12	0.0%	0.0%	6.5%	5.7%	3.0%	5.1%	10.3%	10.5%	7.5%	6.9%	11	9	

ENROLLMENT FROM SELECTED U.S. COUNTIES

Arkansas																							
	(Percent of Arkansas Total)																						
Craighead	18	16	22	25	15	12	17	21	32	31	38.3%	43.2%	52.4%	39.7%	25.9%	26.1%	25.4%	28.4%	32.7%	22.8%	28	23	
Crittenden	2	0	1	2	3	2	3	5	4	5	4.3%	0.0%	2.4%	3.2%	5.2%	4.3%	4.5%	6.8%	4.1%	3.7%	5	4	
Cross	0	0	0	0	1	1	1	2	1	1	0.0%	0.0%	0.0%	0.0%	1.7%	2.2%	1.5%	2.7%	1.0%	0.7%	1	1	
Greene	5	3	2	3	7	6	4	7	7	4	10.6%	8.1%	4.8%	4.8%	12.1%	13.0%	6.0%	9.5%	7.1%	2.9%	6	6	
Independence	1	0	0	0	0	0	2	1	1	1	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	1.4%	1.0%	0.7%	1	1	
Mississippi	1	2	1	1	3	4	8	4	4	6	2.1%	5.4%	2.4%	1.6%	5.2%	8.7%	11.9%	5.4%	4.1%	4.4%	5	5	
Poinsett	1	1	0	2	0	0	4	0	1	3	2.1%	2.7%	0.0%	3.2%	0.0%	0.0%	6.0%	0.0%	1.0%	2.2%	1	2	
Pulaski	6	4	9	10	12	11	10	7	5	11	12.8%	10.8%	21.4%	15.9%	20.7%	23.9%	14.9%	9.5%	5.1%	8.1%	8	9	
St. Francis	3	1	1	2	3	0	0	1	0	3	6.4%	2.7%	2.4%	3.2%	5.2%	0.0%	0.0%	1.4%	0.0%	2.2%	1	1	
White	0	0	1	1	2	0	2	1	0	2	0.0%	0.0%	2.4%	1.6%	3.4%	0.0%	3.0%	1.4%	0.0%	1.5%	1	1	
Other Arkansas Counties	10	10	5	17	12	10	16	25	43	69	21.3%	27.0%	11.9%	27.0%	20.7%	21.7%	23.9%	33.8%	43.9%	50.7%	46	33	
Missouri																							
	(Percent of Missouri Total)																						
Dunklin	0	0	0	0	0	1	0	0	1	1	0.0%	--	0.0%	--	--	33.3%	0.0%	0.0%	14.3%	25.0%	1	1	
Pemiscot	0	0	0	0	0	2	2	1	1	0	0.0%	--	0.0%	--	--	66.7%	100.0%	33.3%	14.3%	0.0%	1	1	
Other Missouri Counties	1	0	1	0	0	0	0	2	5	3	100.0%	--	100.0%	--	--	0.0%	0.0%	66.7%	71.4%	75.0%	3	2	
Tennessee																							
	(Percent of Tennessee Total)																						
Shelby	0	1	0	1	1	2	3	4	4	5	0.0%	100.0%	--	100.0%	100.0%	100.0%	100.0%	66.7%	100.0%	100.0%	4	4	
Other Tennessee Counties	1	0	0	0	0	0	0	2	0	0	100.0%	0.0%	--	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	1	0	

Data Source: Banner Student Enrollment Information.

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 2015

ACT Scores, Remediation, Parent Educational Attainment & Housing

Arkansas State University

Jonesboro Campus

Department of Communication - Fall 2006 to Fall 2015

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages		
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year	
FIRST-TIME FRESHMEN BY COMPOSITE ACT SCORE RANGE																							
	(Percent of First-Time Freshmen Total)																						
Composite 30 - 36	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%	0	0
Composite 24 - 29	1	0	1	1	4	0	4	4	8	8	20.0%	0.0%	50.0%	12.5%	50.0%	0.0%	66.7%	80.0%	61.5%	50.0%		7	5
Composite 19 - 23	1	1	0	4	3	1	2	1	5	6	20.0%	100.0%	0.0%	50.0%	37.5%	100.0%	33.3%	20.0%	38.5%	37.5%		4	3
Composite Below 19	3	0	0	1	0	0	0	0	0	0	60.0%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0	0
ASSET/Compass/SAT*	0	0	1	2	1	0	0	0	0	2	0.0%	0.0%	50.0%	25.0%	12.5%	0.0%	0.0%	0.0%	0.0%	12.5%		1	0
Average ACT Composite Score	19.2	20.0	25.0	20.3	23.6	23.0	24.5	25.4	25.0	24.8												25.1	24.5

FIRST-TIME FRESHMEN REQUIRING REMEDIATION																							
	(Percent of First-Time Freshmen Total)																						
English Remediation	1	0	1	2	0	0	0	0	0	2	20.0%	0.0%	50.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%		1	0
Mathematics Remediation	4	1	1	2	4	1	1	1	3	2	80.0%	100.0%	50.0%	25.0%	50.0%	100.0%	16.7%	20.0%	23.1%	12.5%		2	2
Reading Remediation	3	0	1	2	0	0	0	0	0	2	60.0%	0.0%	50.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%		1	0
Total Unduplicated Remedial	4	1	1	4	4	1	1	1	3	3	80.0%	100.0%	50.0%	50.0%	50.0%	100.0%	16.7%	20.0%	23.1%	18.8%		2	2

FIRST-TIME FRESHMEN BY EDUCATIONAL ATTAINMENT OF PARENTS																							
	(Percent of First-Time Freshmen Total)																						
Less Than High School	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
High School	3	0	0	4	1	0	1	0	2	2	60.0%	0.0%	0.0%	50.0%	12.5%	0.0%	16.7%	0.0%	15.4%	12.5%		1	1
Attended College	1	0	1	0	3	0	0	0	3	3	20.0%	0.0%	50.0%	0.0%	37.5%	0.0%	0.0%	0.0%	23.1%	18.8%		2	1
College Degree	1	1	0	2	4	1	5	5	8	9	20.0%	100.0%	0.0%	25.0%	50.0%	100.0%	83.3%	100.0%	61.5%	56.3%		7	6
Unknown	0	0	1	2	0	0	0	0	0	2	0.0%	0.0%	50.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%		1	0
% of First-Time Freshmen Whose Parent(s) Have Not Earned A College Degree	80.0%	0.0%	100.0%	66.7%	50.0%	0.0%	16.7%	0.0%	38.5%	35.7%													

OCCUPANCY OF UNIVERSITY HOUSING																							
	(Percent of Total Headcount)																						
Residence Halls	12	2	5	15	11	10	14	19	29	52	23.1%	5.1%	10.9%	21.4%	16.7%	16.9%	16.1%	18.1%	21.6%	30.1%		33	25
University Apartments	4	7	4	4	4	9	11	14	15	21	7.7%	17.9%	8.7%	5.7%	6.1%	15.3%	12.6%	13.3%	11.2%	12.1%		17	14
Other University Housing	0	0	0	0	0	0	0	1	1	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.7%	0.0%		1	0
University Housing Occupants as a % of Total Headcount	30.8%	23.1%	19.6%	27.1%	22.7%	32.2%	28.7%	32.4%	33.6%	42.2%													

Data Source: Banner Student Enrollment Information.

*Could include students without test scores.

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 2015

Degrees Conferred

Degrees Conferred at Jonesboro & All Other Instructional Sites	Fiscal Years										Percentage										Averages		
	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	3 Year	5 Year	
DEGREES CONFERRED BY DEGREE LEVEL																							
	(Percent of Total Degrees Conferred)																						
Associate Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Baccalaureate Degrees	10	16	17	9	11	8	12	10	22	30	55.6%	80.0%	70.8%	69.2%	73.3%	50.0%	60.0%	55.6%	62.9%	76.9%	21	16	
Graduate Certificate	--	--	--	--	0	2	2	0	2	1	--	--	--	--	0.0%	12.5%	10.0%	0.0%	5.7%	2.6%	1	1	
Master's Degrees	6	4	7	4	4	6	6	8	11	8	33.3%	20.0%	29.2%	30.8%	26.7%	37.5%	30.0%	44.4%	31.4%	20.5%	9	8	
Specialist Degrees	2	0	0	0	0	0	0	0	0	0	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0	
Doctoral Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
Total Degrees Conferred	18	20	24	13	15	16	20	18	35	39											31	26	
% of Undergraduate Degrees Conferred	55.6%	80.0%	70.8%	69.2%	73.3%	50.0%	60.0%	55.6%	62.9%	76.9%													

DEGREES CONFERRED BY ETHNIC ORIGIN & GENDER

Total Known Minorities*

											(Percent of Total Degrees Conferred)											
Male	1	0	1	2	1	3	4	1	4	5	5.6%	0.0%	4.2%	15.4%	6.7%	18.8%	20.0%	5.6%	11.4%	12.8%	3	3
Female	6	2	3	4	1	5	6	8	9	10	33.3%	10.0%	12.5%	30.8%	6.7%	31.3%	30.0%	44.4%	25.7%	25.6%	9	8
Total Minorities	7	2	4	6	2	8	10	9	13	15											12	11
% of Minorities Degrees Conferred	38.9%	10.0%	16.7%	46.2%	13.3%	50.0%	50.0%	50.0%	37.1%	38.5%												

Total Nonresident Aliens

											(Percent of Total Degrees Conferred)											
Male	0	0	0	1	0	0	0	0	0	1	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0	0
Female	0	0	0	0	0	0	0	0	1	5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	12.8%	2	1
Total Nonresident Aliens	0	0	0	1	0	0	0	0	1	6											2	1
% of Nonresident Aliens Degrees Conferred	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	2.9%	15.4%												

Total White, Non-Hispanic; & Ethnicity Unknown

											(Percent of Total Degrees Conferred)											
Male	5	9	7	2	4	6	3	2	14	8	27.8%	45.0%	29.2%	15.4%	26.7%	37.5%	15.0%	11.1%	40.0%	20.5%	8	7
Female	6	9	13	4	9	2	7	7	7	10	33.3%	45.0%	54.2%	30.8%	60.0%	12.5%	35.0%	38.9%	20.0%	25.6%	8	7
Total White & Ethnicity Unknown	11	18	20	6	13	8	10	9	21	18											16	13
% of White & Ethnicity Unknown Degrees Conferred	61.1%	90.0%	83.3%	46.2%	86.7%	50.0%	50.0%	50.0%	60.0%	46.2%												

*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.

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 2015

Arkansas State University-Jonesboro

College of Media & Communication

Department of Media

**Institutional Assessment of Effectiveness
Fall 2006 - Fall 2015**

The Office of Institutional Research & Planning
email: asuirp@astate.edu
web: www.astate.edu/a/irp

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 2015

Headcount & Enrollment

Department of Media - Spring 2006 to Fall 2015

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
UNDUPLICATED HEADCOUNT																						
Enrollment by Site																						
Jonesboro Campus	357	350	360	361	348	327	311	292	236	198	98.9%	98.9%	99.2%	99.2%	99.4%	98.5%	98.1%	98.6%	98.3%	96.1%	242	273
All Other Instructional Sites	4	4	3	3	2	5	6	4	4	8	1.1%	1.1%	0.8%	0.8%	0.6%	1.5%	1.9%	1.4%	1.7%	3.9%	5	5
Total Headcount	361	354	363	364	350	332	317	296	240	206											247	278

STUDENTS BY ENROLLMENT STATUS CATEGORY

New ASU Students											(Percent of New Student Total)											
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
First-Time Freshmen	62	59	65	51	65	39	23	27	24	19	73.8%	67.0%	69.1%	56.7%	64.4%	52.0%	35.4%	52.9%	54.5%	39.6%	23	26
Undergraduate Transfers	16	18	16	12	15	12	11	8	7	20	19.0%	20.5%	17.0%	13.3%	14.9%	16.0%	16.9%	15.7%	15.9%	41.7%	12	12
New Graduate Students	6	11	13	27	21	24	31	16	13	9	7.1%	12.5%	13.8%	30.0%	20.8%	32.0%	47.7%	31.4%	29.5%	18.8%	13	19
Total New Students	84	88	94	90	101	75	65	51	44	48											48	57
New Students as a % of Total	23.3%	24.9%	25.9%	24.7%	28.9%	22.6%	20.5%	17.2%	18.3%	23.3%												

Enrollment at Jonesboro & All Other Instructional Sites	Spring Semesters										Percentage										Averages	
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
UNDUPLICATED HEADCOUNT																						
Enrollment by Site																						
Jonesboro Campus	324	322	333	342	316	312	309	328	286	220	98.8%	99.4%	99.4%	98.3%	98.8%	97.2%	97.5%	98.2%	98.3%	97.8%	278	291
All Other Instructional Sites	4	2	2	6	4	9	8	6	5	5	1.2%	0.6%	0.6%	1.7%	1.3%	2.8%	2.5%	1.8%	1.7%	2.2%	5	7
Total Headcount	328	324	335	348	320	321	317	334	291	225											283	298

STUDENTS BY ENROLLMENT STATUS CATEGORY

New ASU Students											(Percent of New Student Total)											
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
First-Time Freshmen	0	1	0	8	3	1	2	0	0	1	0.0%	8.3%	0.0%	40.0%	14.3%	5.0%	9.5%	0.0%	0.0%	10.0%	0	1
Undergraduate Transfers	4	4	6	2	6	2	7	7	7	7	57.1%	33.3%	66.7%	10.0%	28.6%	10.0%	33.3%	38.9%	53.8%	70.0%	7	6
New Graduate Students	3	7	3	10	12	17	12	11	6	2	42.9%	58.3%	33.3%	50.0%	57.1%	85.0%	57.1%	61.1%	46.2%	20.0%	6	10
Total New Students	7	12	9	20	21	20	21	18	13	10											14	16
New Students as a % of Total	2.1%	3.7%	2.7%	5.7%	6.6%	6.2%	6.6%	5.4%	4.5%	4.4%												

Data Source: Banner Student Enrollment

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 2015

Enrollment by Student Load & Classification

Arkansas State University

Department of Media - Fall 2006 to Fall 2015

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages		
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	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	309	296	306	271	271	242	224	212	179	159	89.6%	89.2%	91.1%	85.2%	90.9%	88.6%	90.3%	86.9%	87.7%	86.4%	183	203	
Part-Time	36	36	30	47	27	31	24	32	25	25	10.4%	10.8%	8.9%	14.8%	9.1%	11.4%	9.7%	13.1%	12.3%	13.6%	27	27	
Full-Time Average Course Load	14.4	14.5	14.4	14.4	14.1	14.2	14.5	14.4	14.5	14.6											14.5	14.4	
Part-Time Average Course Load	7.0	6.9	7.9	7.4	7.9	7.3	6.7	8.3	7.0	7.5											7.6	7.4	
Average Course Load	13.6	13.7	13.8	13.3	13.6	13.4	13.7	13.6	13.6	13.6											13.6	13.6	
Graduate Students											<i>(Percent of Graduate Total)</i>												
Full-Time	10	8	16	22	28	34	38	27	14	8	62.5%	36.4%	59.3%	47.8%	53.8%	57.6%	55.1%	51.9%	38.9%	36.4%	16	24	
Part-Time	6	14	11	24	24	25	31	25	22	14	37.5%	63.6%	40.7%	52.2%	46.2%	42.4%	44.9%	48.1%	61.1%	63.6%	20	23	
Full-Time Average Course Load	10.0	9.0	9.6	10.3	10.1	10.4	10.4	10.1	9.0	9.0											9.4	9.8	
Part-Time Average Course Load	5.0	5.2	5.7	6.0	5.9	5.4	4.9	5.6	5.1	4.9											5.2	5.2	
Average Course Load	8.1	6.6	8.0	8.0	8.2	8.3	7.9	8.0	6.6	6.4											7.0	7.4	
Total Students											<i>(Percent of Total Headcount)</i>												
Full-Time	319	304	322	293	299	276	262	239	193	167	88.4%	85.9%	88.7%	80.5%	85.4%	83.1%	82.6%	80.7%	80.4%	81.1%	200	227	
Part-Time	42	50	41	71	51	56	55	57	47	39	11.6%	14.1%	11.3%	19.5%	14.6%	16.9%	17.4%	19.3%	19.6%	18.9%	48	51	
Total Headcount	361	354	363	364	350	332	317	296	240	206											247	278	

ENROLLMENT BY CAREER & CLASSIFICATION

Undergraduate Students											<i>(Percent of Undergraduate Total)</i>												
All Freshmen	95	94	99	96	103	66	39	45	33	30	27.5%	28.3%	29.5%	30.2%	34.6%	24.2%	15.7%	18.4%	16.2%	16.3%	36	43	
Sophomore	77	69	64	64	67	70	57	39	43	43	22.3%	20.8%	19.0%	20.1%	22.5%	25.6%	23.0%	16.0%	21.1%	23.4%	42	50	
Junior	77	82	72	58	66	62	71	75	47	51	22.3%	24.7%	21.4%	18.2%	22.1%	22.7%	28.6%	30.7%	23.0%	27.7%	58	61	
Senior	92	84	99	96	62	75	81	83	81	59	26.7%	25.3%	29.5%	30.2%	20.8%	27.5%	32.7%	34.0%	39.7%	32.1%	74	76	
Unclassified Undergraduates	4	3	2	4	0	0	0	2	0	1	1.2%	0.9%	0.6%	1.3%	0.0%	0.0%	0.0%	0.8%	0.0%	0.5%	1	1	
Total Undergraduates	345	332	336	318	298	273	248	244	204	184											211	231	
Graduate Students											<i>(Percent of Graduate Total)</i>												
Master's	16	22	27	46	52	59	69	52	36	22	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	37	48	
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	16	22	27	46	52	59	69	52	36	22											37	48	
Undergraduates as a % of Total	95.6%	93.8%	92.6%	87.4%	85.1%	82.2%	78.2%	82.4%	85.0%	89.3%													
Graduates as a % of Total	4.4%	6.2%	7.4%	12.6%	14.9%	17.8%	21.8%	17.6%	15.0%	10.7%													

Data Source: Banner Student Enrollment Information.

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 2015

Enrollment by Gender & Ethnicity

Arkansas State University

Department of Media - Fall 2006 to Fall 2015

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
ENROLLMENT BY GENDER & ETHNICITY																						
Male Undergraduate Students																						
	<i>(Percent of Male Undergraduate Total)</i>																					
American Indian	1	1	0	1	2	2	1	0	0	0	0.7%	0.7%	0.0%	0.7%	1.6%	1.8%	1.1%	0.0%	0.0%	0.0%	0	1
Asian American	1	1	0	0	0	1	2	1	1	1	0.7%	0.7%	0.0%	0.0%	0.0%	0.9%	2.2%	1.1%	1.1%	1.3%	1	1
African American	21	25	21	20	24	16	16	19	25	18	14.9%	17.5%	16.7%	14.5%	18.8%	14.2%	17.8%	20.2%	26.3%	22.5%	21	19
Hispanic American	1	1	1	2	0	1	2	2	4	2	0.7%	0.7%	0.8%	1.4%	0.0%	0.9%	2.2%	2.1%	4.2%	2.5%	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%	0.0%	0	0
Two or More Races	--	--	--	0	2	1	0	2	2	2	--	--	--	0.0%	1.6%	0.9%	0.0%	2.1%	2.1%	2.5%	2	1
White, Non-Hispanic	112	111	97	99	92	83	63	60	57	50	79.4%	77.6%	77.0%	71.7%	71.9%	73.5%	70.0%	63.8%	60.0%	62.5%	56	63
Ethnicity Unknown	4	3	4	12	5	3	0	0	0	0	2.8%	2.1%	3.2%	8.7%	3.9%	2.7%	0.0%	0.0%	0.0%	0.0%	0	1
Nonresident Alien	1	1	3	4	3	6	6	10	6	7	0.7%	0.7%	2.4%	2.9%	2.3%	5.3%	6.7%	10.6%	6.3%	8.8%	8	7
	<i>(Percent of Total Headcount)</i>																					
Total Male Undergraduates	141	143	126	138	128	113	90	94	95	80	39.1%	40.4%	34.7%	37.9%	36.6%	34.0%	28.4%	31.8%	39.6%	38.8%	90	94
Female Undergraduate Students																						
	<i>(Percent of Female Undergraduate Total)</i>																					
American Indian	1	1	1	0	0	0	0	0	1	0	0.5%	0.5%	0.5%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0	0
Asian American	1	1	1	0	1	0	1	1	0	0	0.5%	0.5%	0.5%	0.0%	0.6%	0.0%	0.6%	0.7%	0.0%	0.0%	0	0
African American	51	49	60	48	50	39	34	29	23	26	25.0%	25.9%	28.6%	26.7%	29.4%	24.4%	21.5%	19.3%	21.1%	25.0%	26	30
Hispanic American	1	2	5	6	5	6	5	5	2	1	0.5%	1.1%	2.4%	3.3%	2.9%	3.8%	3.2%	3.3%	1.8%	1.0%	3	4
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
Two or More Races	--	--	--	2	4	1	2	4	2	4	--	--	--	1.1%	2.4%	0.6%	1.3%	2.7%	1.8%	3.8%	3	3
White, Non-Hispanic	148	132	126	109	95	99	93	84	65	61	72.5%	69.8%	60.0%	60.6%	55.9%	61.9%	58.9%	56.0%	59.6%	58.7%	70	80
Ethnicity Unknown	1	3	16	9	5	4	2	2	1	1	0.5%	1.6%	7.6%	5.0%	2.9%	2.5%	1.3%	1.3%	0.9%	1.0%	1	2
Nonresident Alien	1	1	1	6	10	11	21	25	15	11	0.5%	0.5%	0.5%	3.3%	5.9%	6.9%	13.3%	16.7%	13.8%	10.6%	17	17
	<i>(Percent of Total Headcount)</i>																					
Total Female Undergraduates	204	189	210	180	170	160	158	150	109	104	56.5%	53.4%	57.9%	49.5%	48.6%	48.2%	49.8%	50.7%	45.4%	50.5%	121	136
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	3	4	6	5	6	9	11	8	6	3	75.0%	50.0%	50.0%	25.0%	35.3%	33.3%	30.6%	26.7%	27.3%	25.0%	6	7
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%	0.0%	0	0
Two or More Races	--	--	--	0	0	0	0	0	1	--	--	--	--	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	0	0
White, Non-Hispanic	0	1	2	5	2	7	9	8	6	1	0.0%	12.5%	16.7%	25.0%	11.8%	25.9%	25.0%	26.7%	27.3%	8.3%	5	6
Ethnicity Unknown	0	1	0	1	1	1	0	0	0	1	0.0%	12.5%	0.0%	5.0%	5.9%	3.7%	0.0%	0.0%	0.0%	8.3%	0	0
Nonresident Alien	1	2	4	9	8	10	16	14	10	6	25.0%	25.0%	33.3%	45.0%	47.1%	37.0%	44.4%	46.7%	45.5%	50.0%	10	11
	<i>(Percent of Total Headcount)</i>																					
Total Male Graduates	4	8	12	20	17	27	36	30	22	12	1.1%	2.3%	3.3%	5.5%	4.9%	8.1%	11.4%	10.1%	9.2%	5.8%	21	25
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	1	0	0	0	0	1	1	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	7.1%	10.0%	1	0
African American	7	7	7	7	15	15	14	6	3	4	58.3%	50.0%	46.7%	26.9%	42.9%	46.9%	42.4%	27.3%	21.4%	40.0%	4	8
Hispanic American	0	0	0	0	0	0	0	1	1	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	7.1%	0.0%	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%	0.0%	0	0
Two or More Races	--	--	--	1	0	0	0	0	0	0	--	--	--	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
White, Non-Hispanic	4	6	5	4	5	2	6	7	4	1	33.3%	42.9%	33.3%	15.4%	14.3%	6.3%	18.2%	31.8%	28.6%	10.0%	4	4
Ethnicity Unknown	1	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%	0	0
Nonresident Alien	0	1	3	13	15	15	13	8	5	4	0.0%	7.1%	20.0%	50.0%	42.9%	46.9%	39.4%	36.4%	35.7%	40.0%	6	9
	<i>(Percent of Total Headcount)</i>																					
Total Female Graduates	12	14	15	26	35	32	33	22	14	10	3.3%	4.0%	4.1%	7.1%	10.0%	9.6%	10.4%	7.4%	5.8%	4.9%	15	22

Data Source: Banner Student Enrollment Information.

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 2015

Enrollment by Gender, Ethnicity, Age & Applications

Arkansas State University

Department of Media - Fall 2006 to Fall 2015

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
ENROLLMENT BY GENDER & ETHNICITY																						
Total Students by Gender																						
Male	145	151	138	158	145	140	126	124	117	92	40.2%	42.7%	38.0%	43.4%	41.4%	42.2%	39.7%	41.9%	48.8%	44.7%	111	120
Female	216	203	225	206	205	192	191	172	123	114	59.8%	57.3%	62.0%	56.6%	58.6%	57.8%	60.3%	58.1%	51.3%	55.3%	136	158
Total Students by Ethnicity																						
American Indian	2	2	1	1	2	2	1	0	1	0	0.6%	0.6%	0.3%	0.3%	0.6%	0.6%	0.3%	0.0%	0.4%	0.0%	0	1
Asian American	2	2	1	1	1	1	3	2	2	2	0.6%	0.6%	0.3%	0.3%	0.3%	0.3%	0.9%	0.7%	0.8%	1.0%	2	2
African American	82	85	94	80	95	79	75	62	57	51	22.7%	24.0%	25.9%	22.0%	27.1%	23.8%	23.7%	20.9%	23.8%	24.8%	57	65
Hispanic American	2	3	6	8	5	7	7	8	7	3	0.6%	0.8%	1.7%	2.2%	1.4%	2.1%	2.2%	2.7%	2.9%	1.5%	6	6
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	3	6	2	2	6	4	7	0.0%	0.0%	0.0%	0.8%	1.7%	0.6%	0.6%	2.0%	1.7%	3.4%	6	4
White, Non-Hispanic	264	250	230	217	194	191	171	159	132	113	73.1%	70.6%	63.4%	59.6%	55.4%	57.5%	53.9%	53.7%	55.0%	54.9%	135	153
Ethnicity Unknown	6	7	20	22	11	8	2	2	1	2	1.7%	2.0%	5.5%	6.0%	3.1%	2.4%	0.6%	0.7%	0.4%	1.0%	2	3
Nonresident Alien	3	5	11	32	36	42	56	57	36	28	0.8%	1.4%	3.0%	8.8%	10.3%	12.7%	17.7%	19.3%	15.0%	13.6%	40	44
Total Minorities* as a % of Total	24.4%	26.0%	28.1%	25.5%	31.1%	27.4%	27.8%	26.4%	29.6%	30.6%												

AGE OF STUDENTS

Under 25											(Percent of Total Headcount)											
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
Undergraduate	304	289	300	282	270	244	225	215	185	158	84.2%	81.6%	82.6%	77.5%	77.1%	73.5%	71.0%	72.6%	77.1%	76.7%	186	205
Graduate	8	12	12	29	29	26	34	25	13	8	2.2%	3.4%	3.3%	8.0%	8.3%	7.8%	10.7%	8.4%	5.4%	3.9%	15	21
25 & Older											(Percent of Total Headcount)											
Undergraduate	41	43	36	36	28	29	23	29	19	26	11.4%	12.1%	9.9%	9.9%	8.0%	8.7%	7.3%	9.8%	7.9%	12.6%	25	25
Graduate	8	10	15	17	23	33	35	27	23	14	2.2%	2.8%	4.1%	4.7%	6.6%	9.9%	11.0%	9.1%	9.6%	6.8%	21	26
25 & Older Students as a % of Total	13.6%	15.0%	14.0%	14.6%	14.6%	18.7%	18.3%	18.9%	17.5%	19.4%												

APPLICATIONS

First-Time Freshmen											(As a Percent of Applied)											
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
Applied	114	112	117	109	139	106	71	77	74	61											71	78
Admitted	94	92	97	90	100	69	45	49	52	39	82.5%	82.1%	82.9%	82.6%	71.9%	65.1%	63.4%	63.6%	70.3%	63.9%	47	51
Enrolled	62	59	65	51	65	39	23	27	24	19	54.4%	52.7%	55.6%	46.8%	46.8%	36.8%	32.4%	35.1%	32.4%	31.1%	23	26
Undergraduate Transfers											(As a Percent of Applied)											
Applied	27	27	26	23	24	31	25	24	16	27											22	25
Admitted	19	18	19	17	19	21	15	18	12	24	70.4%	66.7%	73.1%	73.9%	79.2%	67.7%	60.0%	75.0%	75.0%	88.9%	18	18
Enrolled	16	18	16	12	15	12	11	8	7	20	59.3%	66.7%	61.5%	52.2%	62.5%	38.7%	44.0%	33.3%	43.8%	74.1%	12	12
New Graduates											(As a Percent of Applied)											
Applied	14	15	23	46	48	41	47	29	27	22											26	33
Admitted	8	11	22	43	37	34	39	19	18	12	57.1%	73.3%	95.7%	93.5%	77.1%	82.9%	83.0%	65.5%	66.7%	54.5%	16	24
Enrolled	6	11	13	27	21	24	31	16	13	9	42.9%	73.3%	56.5%	58.7%	43.8%	58.5%	66.0%	55.2%	48.1%	40.9%	13	19

*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.

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 2015

Enrollment by Geographic Origin

Arkansas State University

Department of Media - Fall 2006 to Fall 2015

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages		
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year	
ENROLLMENT BY GEOGRAPHIC ORIGIN																							
Undergraduate Students																							
	(Percent of Undergraduate Total)																						
Arkansas	300	291	297	279	256	234	203	190	171	157	87.0%	87.7%	88.4%	87.7%	85.9%	85.7%	81.9%	77.9%	83.8%	85.3%	173	191	
Missouri	15	18	16	13	9	7	7	4	4	5	4.3%	5.4%	4.8%	4.1%	3.0%	2.6%	2.8%	1.6%	2.0%	2.7%	4	5	
Tennessee	12	6	8	8	8	10	7	4	2	1	3.5%	1.8%	2.4%	2.5%	2.7%	3.7%	2.8%	1.6%	1.0%	0.5%	2	5	
Other U.S. States/Territories	16	15	11	8	12	5	4	11	6	3	4.6%	4.5%	3.3%	2.5%	4.0%	1.8%	1.6%	4.5%	2.9%	1.6%	7	6	
Foreign	2	2	4	10	13	17	27	35	21	18	0.6%	0.6%	1.2%	3.1%	4.4%	6.2%	10.9%	14.3%	10.3%	9.8%	25	24	
Graduate Students																							
	(Percent of Graduate Total)																						
Arkansas	8	15	14	13	11	13	20	17	11	6	50.0%	68.2%	51.9%	28.3%	21.2%	22.0%	29.0%	32.7%	30.6%	27.3%	11	13	
Missouri	1	0	0	1	2	1	2	2	2	0	6.3%	0.0%	0.0%	2.2%	3.8%	1.7%	2.9%	3.8%	5.6%	0.0%	1	1	
Tennessee	2	0	1	3	3	4	2	0	0	0	12.5%	0.0%	3.7%	6.5%	5.8%	6.8%	2.9%	0.0%	0.0%	0.0%	0	1	
Other U.S. States/Territories	4	4	5	7	13	16	16	11	8	6	25.0%	18.2%	18.5%	15.2%	25.0%	27.1%	23.2%	21.2%	22.2%	27.3%	8	11	
Foreign	1	3	7	22	23	25	29	22	15	10	6.3%	13.6%	25.9%	47.8%	44.2%	42.4%	42.0%	42.3%	41.7%	45.5%	16	20	
Total Students																							
	(Percent of Total Headcount)																						
Arkansas	308	306	311	292	267	247	223	207	182	163	85.3%	86.4%	85.7%	80.2%	76.3%	74.4%	70.3%	69.9%	75.8%	79.1%	184	204	
Missouri	16	18	16	14	11	8	9	6	6	5	4.4%	5.1%	4.4%	3.8%	3.1%	2.4%	2.8%	2.0%	2.5%	2.4%	6	7	
Tennessee	14	6	9	11	11	14	9	4	2	1	3.9%	1.7%	2.5%	3.0%	3.1%	4.2%	2.8%	1.4%	0.8%	0.5%	2	6	
Other U.S. States/Territories	20	19	16	15	25	21	20	22	14	9	5.5%	5.4%	4.4%	4.1%	7.1%	6.3%	6.3%	7.4%	5.8%	4.4%	15	17	
Total Out-of-State	50	43	41	40	47	43	38	32	22	15	13.9%	12.1%	11.3%	11.0%	13.4%	13.0%	12.0%	10.8%	9.2%	7.3%	23	30	
Foreign	3	5	11	32	36	42	56	57	36	28	0.8%	1.4%	3.0%	8.8%	10.3%	12.7%	17.7%	19.3%	15.0%	13.6%	40	44	

ENROLLMENT FROM SELECTED U.S. COUNTIES

Arkansas																						
	(Percent of Arkansas Total)																					
Craighead	103	80	105	78	74	58	51	42	32	26	33.4%	26.1%	33.8%	26.7%	27.7%	23.5%	22.9%	20.3%	17.6%	16.0%	33	42
Crittenden	11	6	4	5	6	6	8	9	7	9	3.6%	2.0%	1.3%	1.7%	2.2%	2.4%	3.6%	4.3%	3.8%	5.5%	8	8
Cross	9	6	9	12	11	10	7	6	3	7	2.9%	2.0%	2.9%	4.1%	4.1%	4.0%	3.1%	2.9%	1.6%	4.3%	5	7
Greene	24	18	17	19	12	20	17	14	11	12	7.8%	5.9%	5.5%	6.5%	4.5%	8.1%	7.6%	6.8%	6.0%	7.4%	12	15
Independence	4	5	5	5	6	5	8	5	4	9	1.3%	1.6%	1.6%	1.7%	2.2%	2.0%	3.6%	2.4%	2.2%	5.5%	6	6
Mississippi	12	11	10	12	12	10	5	5	5	1	3.9%	3.6%	3.2%	4.1%	4.5%	4.0%	2.2%	2.4%	2.7%	0.6%	4	5
Poinsett	8	11	12	9	11	7	6	8	9	6	2.6%	3.6%	3.9%	3.1%	4.1%	2.8%	2.7%	3.9%	4.9%	3.7%	8	7
Pulaski	28	32	33	28	28	19	23	20	21	21	9.1%	10.5%	10.6%	9.6%	10.5%	7.7%	10.3%	9.7%	11.5%	12.9%	21	21
St. Francis	3	4	7	5	7	3	1	5	6	4	1.0%	1.3%	2.3%	1.7%	2.6%	1.2%	0.4%	2.4%	3.3%	2.5%	5	4
White	3	4	8	8	6	7	5	8	3	7	1.0%	1.3%	2.6%	2.7%	2.2%	2.8%	2.2%	3.9%	1.6%	4.3%	6	6
Other Arkansas Counties	103	129	101	111	94	102	92	85	81	61	33.4%	42.2%	32.5%	38.0%	35.2%	41.3%	41.3%	41.1%	44.5%	37.4%	76	84
Missouri																						
	(Percent of Missouri Total)																					
Dunklin	3	2	5	6	3	2	2	0	0	1	18.8%	11.1%	31.3%	42.9%	27.3%	25.0%	22.2%	0.0%	0.0%	20.0%	0	1
Pemiscot	1	3	2	0	1	2	1	1	1	0	6.3%	16.7%	12.5%	0.0%	9.1%	25.0%	11.1%	16.7%	16.7%	0.0%	1	1
Other Missouri Counties	12	13	9	8	7	4	6	5	5	4	75.0%	72.2%	56.3%	57.1%	63.6%	50.0%	66.7%	83.3%	83.3%	80.0%	5	5
Tennessee																						
	(Percent of Tennessee Total)																					
Shelby	14	5	7	8	9	12	9	4	2	1	100.0%	83.3%	77.8%	72.7%	81.8%	85.7%	100.0%	100.0%	100.0%	100.0%	2	6
Other Tennessee Counties	0	1	2	3	2	2	0	0	0	0	0.0%	16.7%	22.2%	27.3%	18.2%	14.3%	0.0%	0.0%	0.0%	0.0%	0	0

Data Source: Banner Student Enrollment Information.

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 2015

ACT Scores, Remediation, Parent Educational Attainment & Housing

Arkansas State University

Jonesboro Campus

Department of Media - Fall 2006 to Fall 2015

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages		
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year	
FIRST-TIME FRESHMEN BY COMPOSITE ACT SCORE RANGE																						<i>(Percent of First-Time Freshmen Total)</i>	
Composite 30 - 36	1	1	3	4	1	0	0	3	3	4	1.6%	1.7%	4.6%	7.8%	1.5%	0.0%	0.0%	11.1%	12.5%	21.1%	3	2	
Composite 24 - 29	28	16	22	17	25	20	12	13	9	9	45.2%	27.1%	33.8%	33.3%	38.5%	51.3%	52.2%	48.1%	37.5%	47.4%	10	13	
Composite 19 - 23	22	27	24	23	29	17	9	11	11	5	35.5%	45.8%	36.9%	45.1%	44.6%	43.6%	39.1%	40.7%	45.8%	26.3%	9	11	
Composite Below 19	9	11	13	2	6	0	0	0	0	0	14.5%	18.6%	20.0%	3.9%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0	
ASSET/Compass/SAT*	2	4	3	5	4	2	2	0	1	1	3.2%	6.8%	4.6%	9.8%	6.2%	5.1%	8.7%	0.0%	4.2%	5.3%	1	1	
Average ACT Composite Score	22.8	21.7	22.2	23.2	22.7	23.7	24.1	25.0	23.0	26.3											24.8	24.4	

FIRST-TIME FRESHMEN REQUIRING REMEDIATION																						<i>(Percent of First-Time Freshmen Total)</i>	
English Remediation	8	8	7	5	6	3	1	0	0	1	12.9%	13.6%	10.8%	9.8%	9.2%	7.7%	4.3%	0.0%	0.0%	5.3%	0	1	
Mathematics Remediation	23	28	24	14	17	9	0	3	2	1	37.1%	47.5%	36.9%	27.5%	26.2%	23.1%	0.0%	11.1%	8.3%	5.3%	2	3	
Reading Remediation	5	12	14	4	6	2	2	0	0	1	8.1%	20.3%	21.5%	7.8%	9.2%	5.1%	8.7%	0.0%	0.0%	5.3%	0	1	
Total Unduplicated Remedial	23	29	27	18	19	11	2	3	2	1	37.1%	49.2%	41.5%	35.3%	29.2%	28.2%	8.7%	11.1%	8.3%	5.3%	2	4	

FIRST-TIME FRESHMEN BY EDUCATIONAL ATTAINMENT OF PARENTS																						<i>(Percent of First-Time Freshmen Total)</i>	
Less Than High School	0	1	1	0	0	0	0	0	0	0	0.0%	1.7%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0	
High School	14	15	19	16	10	3	4	1	4	2	22.6%	25.4%	29.2%	31.4%	15.4%	7.7%	17.4%	3.7%	16.7%	10.5%	2	3	
Attended College	20	21	23	22	25	9	6	8	5	6	32.3%	35.6%	35.4%	43.1%	38.5%	23.1%	26.1%	29.6%	20.8%	31.6%	6	7	
College Degree	18	18	16	9	26	23	11	18	14	10	29.0%	30.5%	24.6%	17.6%	40.0%	59.0%	47.8%	66.7%	58.3%	52.6%	14	15	
Unknown	10	4	6	4	4	4	2	0	1	1	16.1%	6.8%	9.2%	7.8%	6.2%	10.3%	8.7%	0.0%	4.2%	5.3%	1	2	
% of First-Time Freshmen Whose Parent(s) Have Not Earned A College Degree																							
	65.4%	93.1%	72.9%	80.9%	57.4%	34.3%	47.6%	33.3%	39.1%	44.4%													

OCCUPANCY OF UNIVERSITY HOUSING																						<i>(Percent of Total Headcount)</i>	
Residence Halls	102	96	107	97	103	100	63	69	58	65	28.3%	27.1%	29.5%	26.6%	29.4%	30.1%	19.9%	23.3%	24.2%	31.6%	64	71	
University Apartments	32	40	39	37	44	41	37	46	30	23	8.9%	11.3%	10.7%	10.2%	12.6%	12.3%	11.7%	15.5%	12.5%	11.2%	33	35	
Other University Housing	0	1	2	0	0	1	1	1	1	2	0.0%	0.3%	0.6%	0.0%	0.0%	0.3%	0.3%	0.3%	0.4%	1.0%	1	1	
University Housing Occupants as a % of Total Headcount																							
	37.1%	38.7%	40.8%	36.8%	42.0%	42.8%	31.9%	39.2%	37.1%	43.7%													

Data Source: Banner Student Enrollment Information.

*Could include students without test scores.

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 2015

Degrees Conferred

Degrees Conferred at Jonesboro & All Other Instructional Sites	Fiscal Years											Percentage										Averages	
	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	3 Year	5 Year	
DEGREES CONFERRED BY DEGREE LEVEL																							
	(Percent of Total Degrees Conferred)																						
Associate Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Baccalaureate Degrees	71	71	70	73	76	42	55	62	59	61	95.9%	89.9%	95.9%	88.0%	88.4%	68.9%	67.1%	71.3%	80.8%	74.4%	61	56	
Graduate Certificate	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
Master's Degrees	3	8	3	10	10	19	27	25	14	21	4.1%	10.1%	4.1%	12.0%	11.6%	31.1%	32.9%	28.7%	19.2%	25.6%	20	21	
Specialist Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
Doctoral Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
Total Degrees Conferred	74	79	73	83	86	61	82	87	73	82													
% of Undergraduate Degrees Conferred	95.9%	89.9%	95.9%	88.0%	88.4%	68.9%	67.1%	71.3%	80.8%	74.4%													

DEGREES CONFERRED BY ETHNIC ORIGIN & GENDER

Total Known Minorities*

	(Percent of Total Degrees Conferred)																					
Male	4	1	10	5	4	5	4	7	2	7	5.4%	1.3%	13.7%	6.0%	4.7%	8.2%	4.9%	8.0%	2.7%	8.5%	5	5
Female	9	13	8	13	16	13	15	17	14	12	12.2%	16.5%	11.0%	15.7%	18.6%	21.3%	18.3%	19.5%	19.2%	14.6%	14	14
Total Minorities	13	14	18	18	20	18	19	24	16	19												
% of Minorities Degrees Conferred	17.6%	17.7%	24.7%	21.7%	23.3%	29.5%	23.2%	27.6%	21.9%	23.2%												

Total Nonresident Aliens

	(Percent of Total Degrees Conferred)																					
Male	1	0	0	2	2	6	7	5	4	7	1.4%	0.0%	0.0%	2.4%	2.3%	9.8%	8.5%	5.7%	5.5%	8.5%	5	6
Female	2	0	0	0	0	7	10	9	9	8	2.7%	0.0%	0.0%	0.0%	0.0%	11.5%	12.2%	10.3%	12.3%	9.8%	9	9
Total Nonresident Aliens	3	0	0	2	2	13	17	14	13	15												
% of Nonresident Aliens Degrees Conferred	4.1%	0.0%	0.0%	2.4%	2.3%	21.3%	20.7%	16.1%	17.8%	18.3%												

Total White, Non-Hispanic; & Ethnicity Unknown

	(Percent of Total Degrees Conferred)																					
Male	32	27	28	26	27	15	24	17	13	19	43.2%	34.2%	38.4%	31.3%	31.4%	24.6%	29.3%	19.5%	17.8%	23.2%	16	18
Female	26	38	27	37	37	15	22	32	31	29	35.1%	48.1%	37.0%	44.6%	43.0%	24.6%	26.8%	36.8%	42.5%	35.4%	31	26
Total White & Ethnicity Unknown	58	65	55	63	64	30	46	49	44	48												
% of White & Ethnicity Unknown Degrees Conferred	78.4%	82.3%	75.3%	75.9%	74.4%	49.2%	56.1%	56.3%	60.3%	58.5%												

*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.

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 2015

Arkansas State University-Jonesboro

Assessment of Diversity by Degree Program **College of Media & Communication** Fall 2006 - Fall 2015

The Office of Institutional Research & Planning
email: asuirp@astate.edu

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 2015

Enrollment by Degree Program

Arkansas State University

Total - Fall 2006 to Fall 2015

Jonesboro Campus

College, Department, Degree & Program	Fall Semesters										Averages	
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
Media & Communication												
Communication												
BA Communication Studies	39	25	30	54	50	44	55	76	72	84	77	66
BA Strategic Communications	--	--	--	--	--	--	--	0	41	69	37	--
BSE Communication Studies	9	6	4	6	4	--	--	--	--	--	--	--
Gcert Health Communications	--	--	--	--	--	0	1	0	0	0	0	0
MA Communication Studies	4	8	12	10	12	15	31	28	21	20	23	23
SCCT Comm. Coll. Teach. - Communication Studies	0	0	0	0	0	0	0	1	0	0	0	0
Total Communication Studies	52	39	46	70	66	59	87	105	134	173	137	112
Media												
BS Creative Media Production	--	--	--	--	--	--	--	--	57	78	--	--
BS Graphic Communications	18	19	20	21	19	16	7	5	2	0	2	6
BS Journalism	167	154	166	149	137	125	122	131	50	19	67	89
BS Multimedia Journalism	--	--	--	--	--	--	--	--	54	69	--	--
BS Radio-TV	160	159	150	148	142	132	119	108	41	18	56	84
MSMC Journalism	8	10	9	21	17	9	20	20	17	10	16	15
MSMC Radio-TV	8	12	18	25	35	50	49	32	19	12	21	32
Total Radio - Television	361	354	363	364	350	332	317	296	240	206	247	278
Total Communication	413	393	409	434	416	391	404	401	374	379	385	390

Data Source: Banner Student Enrollment Information.

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 2015

Enrollment by Degree Program & Ethnicity

Arkansas State University

African Americans - Fall 2006 to Fall 2015

Jonesboro Campus

College, Department, Degree & Program		Fall Semesters										Averages	
		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
African American Males in the College of Media & Communication													
Communication													
BA	Communication Studies	3	1	3	6	6	7	6	6	9	11	9	8
BS	Strategic Communication	--	--	--	--	--	--	--	--	1	0	--	--
BSE	Communication Studies	1	1	0	0	0	0	--	--	--	--	--	--
Gcert	Health Communications	--	--	--	--	--	--	0	0	0	0	0	--
MA	Communication Studies	0	0	1	1	3	5	3	4	2	3	3	3
SCCT	Comm. Coll. Teach. - Communication Studies	0	0	0	0	0	0	0	0	0	0	0	0
Total Communication		4	2	4	7	9	12	9	10	12	14	12	11
Media													
BS	Creative Media Production	--	--	--	--	--	--	--	--	9	10	--	--
BS	Graphic Communications	1	2	2	1	0	0	0	0	0	0	0	0
BS	Journalism	5	7	6	6	5	2	3	6	4	1	4	3
BS	Multimedia Journalism	--	--	--	--	--	--	--	--	5	4	--	--
BS	Radio-TV	15	16	13	13	19	14	13	13	7	3	8	10
MSMC	Journalism	1	2	1	0	2	0	0	1	2	0	1	1
MSMC	Radio-TV	2	2	5	5	4	9	11	7	4	3	5	7
Total Media		24	29	27	25	30	25	27	27	31	21	26	26
Total African American Males		28	31	31	32	39	37	36	37	43	35	38	38
African American Females in the College of Media & Communication													
Communication													
BA	Communication Studies	5	4	8	10	12	13	10	16	10	9	12	12
BS	Strategic Communication	--	--	--	--	--	--	--	--	2	6	--	--
BSE	Communication Studies	0	0	0	0	0	0	--	--	--	--	--	--
Gcert	Health Communications	--	--	--	--	--	--	1	0	0	0	0	--
MA	Communication Studies	1	2	1	1	3	2	16	10	7	7	8	8
SCCT	Comm. Coll. Teach. - Communication Studies	0	0	0	0	0	0	0	0	0	0	0	0
Total Communication		6	6	9	11	15	15	27	26	19	22	22	22
Media													
BS	Creative Media Production	--	--	--	--	--	--	--	--	5	9	7	7
BS	Graphic Communications	0	0	1	1	1	1	0	0	0	0	0	0
BS	Journalism	24	22	32	18	20	13	14	13	2	1	5	9
BS	Multimedia Journalism	--	--	--	--	--	--	--	--	8	12	--	--
BS	Radio-TV	27	27	27	29	29	25	20	16	8	4	9	15
MSMC	Journalism	4	2	1	1	3	2	3	1	0	0	0	1
MSMC	Radio-TV	3	5	6	6	12	13	11	5	3	4	4	7
Total Media		58	56	67	55	65	54	48	35	26	30	30	39
Total African American Females		64	62	76	66	80	69	75	61	45	52	53	60

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 2015

Enrollment by Degree Program & Ethnicity

Arkansas State University

Hispanic Americans - Fall 2006 to Fall 2015

Jonesboro Campus

College, Department, Degree & Program		Fall Semesters										Averages	
		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
Hispanic American Males in the College of Media & Communication													
Communication													
BA	Communication Studies	0	0	0	0	0	0	0	0	0	1	0	0
BS	Strategic Communication	--	--	--	--	--	--	--	--	0	2	--	--
BSE	Communication Studies	0	0	0	0	0	0	--	--	--	--	--	--
Gcert	Health Communications	--	--	--	--	--	--	0	0	0	0	0	--
MA	Communication Studies	0	0	0	0	0	0	0	0	0	0	0	0
SCCT	Comm. Coll. Teach. - Communication Studies	0	0	0	0	0	0	0	0	0	0	0	0
Total Communication		0	0	0	0	0	0	0	0	0	3	1	1
Media													
BS	Creative Media Production	--	--	--	--	--	--	--	--	0	1	--	--
BS	Graphic Communications	0	0	0	0	0	0	0	0	0	0	0	0
BS	Journalism	0	0	0	1	0	0	0	0	0	0	0	0
BS	Multimedia Journalism	--	--	--	--	--	--	--	--	2	0	--	--
BS	Radio-TV	1	1	1	1	0	1	2	2	2	1	2	2
MSMC	Journalism	0	0	0	0	0	0	0	0	0	0	0	0
MSMC	Radio-TV	0	0	0	0	0	0	0	0	0	0	0	0
Total Media		1	1	1	2	0	1	2	2	4	2	3	2
Total Hispanic American Males		1	1	1	2	0	1	2	2	4	5	4	3
Hispanic American Females in the College of Media & Communication													
Communication													
BA	Communication Studies	0	0	0	0	0	1	2	1	2	1	1	1
BS	Strategic Communication	--	--	--	--	--	--	--	--	2	0	--	--
BSE	Communication Studies	0	0	0	0	0	0	--	--	--	--	--	--
Gcert	Health Communications	--	--	--	--	--	--	0	0	0	0	0	--
MA	Communication Studies	0	0	0	0	0	1	1	0	1	1	1	1
SCCT	Comm. Coll. Teach. - Communication Studies	0	0	0	0	0	0	0	0	0	0	0	0
Total Communication		0	0	0	0	0	2	3	1	5	2	3	3
Media													
BS	Creative Media Production	--	--	--	--	--	--	--	--	0	0	--	--
BS	Graphic Communications	0	0	0	0	0	0	0	0	0	0	0	0
BS	Journalism	1	2	3	3	1	3	3	5	2	0	2	3
BS	Multimedia Journalism	--	--	--	--	--	--	--	--	0	1	--	--
BS	Radio-TV	0	0	2	3	4	3	2	0	0	0	0	1
MSMC	Journalism	0	0	0	0	0	0	0	0	0	0	0	0
MSMC	Radio-TV	0	0	0	0	0	0	0	1	1	0	1	0
Total Media		1	2	5	6	5	6	5	6	3	1	3	4
Total Hispanic American Females		1	2	5	6	5	8	8	7	8	3	6	7

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 2015

Enrollment by Degree Program & Ethnicity

Arkansas State University

White Americans - Fall 2006 to Fall 2015

Jonesboro Campus

College, Department, Degree & Program		Fall Semesters										Averages	
		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
White American Males in the College of Media & Communication													
Communication													
BA	Communication Studies	12	7	6	15	13	8	15	19	17	25	20	17
BS	Strategic Communication	--	--	--	--	--	--	--	--	10	12	--	--
BSE	Communication Studies	1	2	0	1	0	0	--	--	--	--	--	--
Gcert	Health Communications	--	--	--	--	--	--	0	0	0	0	0	--
MA	Communication Studies	0	2	4	3	4	4	4	4	3	1	3	3
SCCT	Comm. Coll. Teach. - Communication Studies	0	0	0	0	0	0	0	1	0	0	0	0
Total Communication		13	11	10	19	17	12	19	24	30	38	31	25
Media													
BS	Creative Media Production	--	--	--	--	--	--	--	--	17	23	--	--
BS	Graphic Communications	7	8	6	7	8	8	4	3	1	0	1	3
BS	Journalism	37	35	35	35	33	27	21	22	9	4	12	17
BS	Multimedia Journalism	--	--	--	--	--	--	--	--	18	18	--	--
BS	Radio-TV	68	68	56	57	51	48	38	35	12	5	17	28
MSMC	Journalism	0	0	0	3	1	1	4	4	3	0	2	2
MSMC	Radio-TV	0	1	2	2	1	6	5	4	3	1	3	4
Total Media		112	112	99	104	94	90	72	68	63	51	61	69
Total White American Males		125	123	109	123	111	102	91	92	93	89	91	93
White American Females in the College of Media & Communication													
Communication													
BA	Communication Studies	14	10	9	18	16	12	14	23	25	24	24	20
BS	Strategic Communication	--	--	--	--	--	--	--	--	22	43	--	--
BSE	Communication Studies	7	3	4	4	4	--	--	--	--	--	--	--
Gcert	Health Communications	--	--	--	--	--	--	0	0	0	0	0	--
MA	Communication Studies	3	4	4	3	1	2	5	6	3	3	4	4
SCCT	Comm. Coll. Teach. - Communication Studies	0	0	0	0	0	0	0	0	0	0	0	0
Total Communication		24	17	17	25	21	14	19	29	50	70	50	36
Media													
BS	Creative Media Production	--	--	--	--	--	--	--	--	17	21	--	--
BS	Graphic Communications	10	7	10	12	9	6	2	2	1	0	1	2
BS	Journalism	94	85	78	67	60	66	60	52	22	8	27	42
BS	Multimedia Journalism	--	--	--	--	--	--	--	--	16	28	--	--
BS	Radio-TV	44	40	38	30	26	27	31	30	9	4	14	20
MSMC	Journalism	3	4	4	3	3	1	4	4	1	0	2	2
MSMC	Radio-TV	1	2	1	1	2	1	2	3	3	1	2	2
Total Media		152	138	131	113	100	101	99	91	69	62	74	84
Total White American Females		176	155	148	138	121	115	118	120	119	132	124	121

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 2015

Enrollment by Degree Program & Ethnicity

Arkansas State University

Nonresident Aliens - Fall 2006 to Fall 2015

Jonesboro Campus

College, Department, Degree & Program		Fall Semesters										Averages	
		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
Nonresident Alien Males in the College of Media & Communication													
Communication													
BA	Communication Studies	0	0	0	0	0	1	4	1	2	3	2	2
BS	Strategic Communication	--	--	--	--	--	--	--	--	0	0	--	--
BSE	Communication Studies	0	0	0	0	0	0	--	--	--	--	--	--
Gcert	Health Communications	--	--	--	--	--	--	0	0	0	0	0	--
MA	Communication Studies	0	0	1	1	1	0	0	1	0	2	1	1
SCCT	Comm. Coll. Teach. - Communication Studies	0	0	0	0	0	0	0	0	0	0	0	0
Total Communication		0	0	1	1	1	1	4	2	2	5	3	3
Media													
BS	Creative Media Production	--	--	--	--	--	--	--	--	3	4	--	--
BS	Graphic Communications	0	0	0	0	0	0	0	0	0	0	0	0
BS	Journalism	0	0	1	2	1	2	2	6	1	1	3	2
BS	Multimedia Journalism	--	--	--	--	--	--	--	--	1	2	--	--
BS	Radio-TV	1	1	2	2	2	4	4	4	1	0	2	3
MSMC	Journalism	0	2	3	6	3	1	6	8	8	6	7	6
MSMC	Radio-TV	1	0	1	3	5	9	10	6	2	0	3	5
Total Media		2	3	7	13	11	16	22	24	16	13	18	18
Total Nonresident Alien Males		2	3	8	14	12	17	26	26	18	18	21	21
Nonresident Alien Females in the College of Media & Communication													
Communication													
BA	Communication Studies	0	0	1	1	1	1	3	7	4	4	5	4
BS	Strategic Communication	--	--	--	--	--	--	--	--	1	1	--	--
BSE	Communication Studies	0	0	0	1	0	--	--	--	--	--	--	--
Gcert	Health Communications	--	--	--	--	--	--	0	0	0	0	0	--
MA	Communication Studies	0	0	1	1	0	1	2	2	3	2	2	2
SCCT	Comm. Coll. Teach. - Communication Studies	0	0	0	0	0	0	0	0	0	0	0	0
Total Communication		0	0	2	3	1	2	5	9	8	7	8	6
Media													
BS	Creative Media Production	--	--	--	--	--	--	--	--	4	6	--	--
BS	Graphic Communications	0	0	0	0	1	1	1	0	0	0	0	0
BS	Journalism	1	1	1	4	7	7	15	22	8	3	11	11
BS	Multimedia Journalism	--	--	--	--	--	--	--	--	2	1	--	--
BS	Radio-TV	0	0	0	2	2	3	5	3	1	1	2	3
MSMC	Journalism	0	0	0	6	5	4	3	2	2	3	2	3
MSMC	Radio-TV	0	1	3	7	10	11	10	6	3	1	3	6
Total Media		1	2	4	19	25	26	34	33	20	15	23	26
Total Nonresident Alien Females		1	2	6	22	26	28	39	42	28	22	31	32

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 2015

Enrollment by Degree Program & Ethnicity

Arkansas State University

Total All Other Ethnicity* - Fall 2006 to Fall 2015

Jonesboro Campus

College, Department, Degree & Program		Fall Semesters										Averages	
		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
Total All Other Ethnicity Males in the College of Media & Communication													
Communication													
BA	Communication Studies	2	2	0	3	0	1	1	3	2	4	3	2
BS	Strategic Communication	--	--	--	--	--	--	--	--	2	3	--	--
BSE	Communication Studies	0	0	0	0	0	0	--	--	--	--	--	--
Gcert	Health Communications	--	--	--	--	--	--	0	0	0	0	0	--
MA	Communication Studies	0	0	0	0	0	0	0	0	1	1	1	0
SCCT	Comm. Coll. Teach. - Communication Studies	0	0	0	0	0	0	0	0	0	0	0	0
Total Communication		2	2	0	3	0	1	1	3	5	8	5	4
Media													
BS	Creative Media Production	--	--	--	--	--	--	--	--	1	1	--	--
BS	Graphic Communications	0	0	0	0	0	0	0	0	0	0	0	0
BS	Journalism	3	1	0	7	6	2	1	2	1	1	1	1
BS	Multimedia Journalism	--	--	--	--	--	--	--	--	1	1	--	--
BS	Radio-TV	3	4	4	6	3	5	2	1	0	0	0	2
MSMC	Journalism	0	0	0	1	0	0	0	0	0	0	0	0
MSMC	Radio-TV	0	1	0	0	1	1	0	0	0	2	1	1
Total Media		6	6	4	14	10	8	3	3	3	5	4	4
Total Total All Other Ethnicity Males		8	8	4	17	10	9	4	6	8	13	9	8
Total All Other Ethnicity Females in the College of Media & Communication													
Communication													
BA	Communication Studies	3	1	3	1	2	0	0	0	1	2	1	1
BS	Strategic Communication	--	--	--	--	--	--	--	--	1	2	--	--
BSE	Communication Studies	0	0	0	0	0	0	--	--	--	--	--	--
Gcert	Health Communications	--	--	--	--	--	--	0	0	0	0	0	--
MA	Communication Studies	0	0	0	0	0	0	0	1	1	0	1	0
SCCT	Comm. Coll. Teach. - Communication Studies	0	0	0	0	0	0	0	0	0	0	0	0
Total Communication		3	1	3	1	2	0	0	1	3	4	3	2
Media													
BS	Creative Media Production	--	--	--	--	--	--	--	--	1	3	--	--
BS	Graphic Communications	0	2	1	0	0	0	0	0	0	0	0	0
BS	Journalism	2	1	10	6	4	3	3	3	1	0	1	2
BS	Multimedia Journalism	--	--	--	--	--	--	--	--	1	2	--	--
BS	Radio-TV	1	2	7	5	6	2	2	4	1	0	2	2
MSMC	Journalism	0	0	0	1	0	0	0	0	1	1	1	0
MSMC	Radio-TV	1	0	0	1	0	0	0	0	0	0	0	0
Total Media		4	5	18	13	10	5	5	7	5	6	6	6
Total Total All Other Ethnicity Females		7	6	21	14	12	5	5	8	8	10	9	7

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 2015

Arkansas State University-Jonesboro

Assessment of Degree Program Demand by Student Classification College of Media & Communication Fall 2006 - Fall 2015

The Office of Institutional Research & Planning
email: asuirp@astate.edu
web: www.astate.edu/a/irp

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. October 2015

Enrollment by Degree Program & Classification

Arkansas State University

Media & Communication - Fall 2006 to Fall 2015

Jonesboro Campus

College, Department, Degree & Program		Fall Semesters										Averages	
		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
New Freshmen (NFR) in the College of Media & Communication													
Communication													
BA	Communication Studies	5	1	2	6	5	1	6	5	7	11	8	6
BS	Strategic Communication	--	--	--	--	--	--	--	--	6	5	--	--
BSE	Communication Studies	0	0	0	2	3	--	--	--	--	--	--	--
Total Communication NFR		5	1	2	8	8	1	6	5	13	16	11	8
Media													
BS	Creative Media Production	--	--	--	--	--	--	--	--	8	8	--	--
BS	Graphic Communications	1	1	1	2	0	1	0	0	0	0	0	0
BS	Journalism	34	30	31	23	34	15	12	12	0	1	4	8
BS	Multimedia Journalism	--	--	--	--	--	--	--	--	16	9	--	--
BS	Radio-TV	27	28	33	26	31	23	11	15	0	1	5	10
Total Media NFR		62	59	65	51	65	39	23	27	24	19	23	26
Total Media & Communication NFR		67	60	67	59	73	40	29	32	37	35	35	35

All Other Freshmen (FR) in the College of Media & Communication

Communication													
BA	Communication Studies	2	3	4	8	8	6	4	5	4	3	4	4
BS	Strategic Communication	--	--	--	--	--	--	--	--	1	4	--	--
BSE	Communication Studies	1	1	1	1	0	--	--	--	--	--	--	--
Total Communication FR		3	4	5	9	8	6	4	5	5	7	6	5
Media													
BS	Creative Media Production	--	--	--	--	--	--	--	--	2	7	--	--
BS	Graphic Communications	3	1	3	0	2	0	0	0	0	0	0	0
BS	Journalism	12	12	9	22	19	13	9	13	0	0	4	7
BS	Multimedia Journalism	--	--	--	--	--	--	--	--	7	4	--	--
BS	Radio-TV	18	22	22	23	17	14	7	5	0	0	2	5
Total Media FR		33	35	34	45	38	27	16	18	9	11	13	16
Total Media & Communication FR		36	39	39	54	46	33	20	23	14	18	18	22

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 2015

Enrollment by Degree Program & Classification

Arkansas State University

Media & Communication - Fall 2006 to Fall 2015

Jonesboro Campus

College, Department, Degree & Program	Fall Semesters										Averages	
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
Sophomores (SO) in the College of Media & Communication												
Communication												
BA Communication Studies	6	5	7	11	10	15	12	21	14	19	18	16
BS Strategic Communication	--	--	--	--	--	--	--	--	12	26	--	--
BSE Communication Studies	3	0	1	1	1	--	--	--	--	--	--	--
Total Communication SO	9	5	8	12	11	15	12	21	26	45	31	24
Media												
BS Creative Media Production	--	--	--	--	--	--	--	--	18	18	--	--
BS Graphic Communications	6	6	4	4	4	6	1	0	0	0	0	1
BS Journalism	35	29	34	25	28	32	23	22	4	0	9	16
BS Multimedia Journalism	--	--	--	--	--	--	--	--	17	24	--	--
BS Radio-TV	36	34	26	35	35	32	33	17	4	1	7	17
Total Media SO	77	69	64	64	67	70	57	39	43	43	42	50
Total Media & Communication SO	86	74	72	76	78	85	69	60	69	88	72	74

Juniors (JR) in the College of Media & Communication

Communication												
BA Communication Studies	11	4	10	19	9	9	20	17	24	27	23	19
BS Strategic Communication	--	--	--	--	--	--	--	--	14	16	--	--
BSE Communication Studies	3	3	0	1	0	--	--	--	--	--	--	--
Total Communication JR	14	7	10	20	9	9	20	17	38	43	33	25
Media												
BS Creative Media Production	--	--	--	--	--	--	--	--	18	23	--	--
BS Graphic Communications	2	3	6	5	5	4	4	1	0	0	0	2
BS Journalism	38	44	32	31	28	25	40	39	14	4	19	24
BS Multimedia Journalism	--	--	--	--	--	--	--	--	6	22	--	--
BS Radio-TV	37	35	34	22	33	33	27	35	9	2	15	21
Total Media JR	77	82	72	58	66	62	71	75	47	51	58	61
Total Media & Communication JR	91	89	82	78	75	71	91	92	85	94	90	87

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 2015

Enrollment by Degree Program & Classification

Arkansas State University

Media & Communication - Fall 2006 to Fall 2015

Jonesboro Campus

College, Department, Degree & Program	Fall Semesters										Averages	
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
Seniors (SR) in the College of Media & Communication												
Communication												
BA Communication Studies	15	12	7	9	18	12	12	27	22	23	24	19
BS Strategic Communication	--	--	--	--	--	--	--	--	8	18	--	--
BSE Communication Studies	2	2	2	1	0	--	--	--	--	--	--	--
Total Communication SR	17	14	9	10	18	12	12	27	30	41	33	24
Media												
BS Creative Media Production	--	--	--	--	--	--	--	--	11	22	--	--
BS Graphic Communications	6	8	6	9	8	5	2	4	2	0	2	3
BS Journalism	46	38	59	45	28	40	38	44	32	14	30	34
BS Multimedia Journalism	--	--	--	--	--	--	--	--	8	9	--	--
BS Radio-TV	40	38	34	42	26	30	41	35	28	14	26	30
Total Radio - Television SR	92	84	99	96	62	75	81	83	81	59	74	76
Total Media & Communication SR	109	98	108	106	80	87	93	110	111	100	107	100

Unclassified (UN) in the College of Media & Communication

Communication												
BA Communication Studies	0	0	0	1	0	1	1	1	1	1	1	1
BS Strategic Communication	--	--	--	--	--	--	--	--	0	0	--	--
BSE Communication Studies	0	0	0	0	0	--	--	--	--	--	--	--
Total Communication UN	0	0	0	1	0	1	1	1	1	1	1	1
Media												
BS Creative Media Production	--	--	--	--	--	--	--	--	0	0	--	--
BS Graphic Communications	0	0	0	1	0	0	0	0	0	0	0	0
BS Journalism	2	1	1	3	0	0	0	1	0	0	0	0
BS Multimedia Journalism	--	--	--	--	--	--	--	--	0	1	--	--
BS Radio-TV	2	2	1	0	0	0	0	1	0	0	0	0
Total Median UN	4	3	2	4	0	0	0	2	0	1	1	1
Total Media & Communication UN	4	3	2	5	0	1	1	3	1	2	2	2

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 2015

Enrollment by Degree Program & Classification

Arkansas State University

Media & Communication - Fall 2006 to Fall 2015

Jonesboro Campus

College, Department, Degree & Program	Fall Semesters										Averages	
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3 Year	5 Year
Graduates (GR) in the College of Media & Communication												
Communication												
Gcert Health Communications	--	--	--	--	--	--	1	0	0	0	0	--
MA Communication Studies	4	8	12	10	12	15	31	28	21	20	23	23
SCCT Comm. Coll. Teach. - Communication Studies	0	0	0	0	0	0	0	1	0	0	0	0
Total Communication GR	4	8	12	10	12	15	32	29	21	20	23	23
Media												
MSMC Journalism	8	10	9	21	17	9	20	20	17	10	16	15
MSMC Radio-TV	8	12	18	25	35	50	49	32	19	12	21	32
Total Media GR	16	22	27	46	52	59	69	52	36	22	37	48
Total Media & Communication GR	20	30	39	56	64	74	101	81	57	42	60	71
Transfer Undergraduates (TRU) in the College of Media & Communication												
Communication												
BA Communication Studies	1	0	1	3	1	0	4	3	4	12	6	5
BS Strategic Communication	--	--	--	--	--	--	--	--	4	3	--	--
BSE Communication Studies	2	1	0	1	1	--	--	--	--	--	--	--
Total Communication TRU	3	1	1	4	2	0	4	3	8	15	9	6
Media												
BS Creative Media Production	--	--	--	--	--	--	--	--	4	10	--	--
BS Graphic Communications	2	2	1	0	2	0	0	0	0	0	0	0
BS Journalism	5	8	5	5	7	6	5	4	0	0	1	3
BS Multimedia Journalism	--	--	--	--	--	--	--	--	3	10	--	--
BS Radio-TV	9	8	10	7	6	6	6	4	0	0	1	3
Total Media TRU	16	18	16	12	15	12	11	8	7	20	12	12
Total Media & Communication TRU	19	19	17	16	17	12	15	11	15	35	20	18

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 2015

Arkansas State University-Jonesboro

Assessment of Degree Program Productivity **College of Media & Communication** Fiscal Years 2005-06 to 2014-15

The Office of Institutional Research & Planning
email: asuirp@astate.edu
web: www.astate.edu/a/irp

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. October 2015

Media & Communication Degrees Conferred by Degree Program

Arkansas State University

Fiscal Years 2005-06 to 2014-15

Jonesboro Campus

College, Department, Degree & Program		Fiscal Years										Averages	
		2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	3 Year	5 Year
Communication													
BA	Communication Studies	10	14	17	8	10	8	12	10	18	30	19	16
BSE	Communication Studies Education	0	2	0	1	1	0	0	0	0	0	0	0
Gcert	Health Communication	--	--	--	--	0	2	2	0	2	1	1	1
MA	Communication Studies	6	4	7	4	4	6	6	8	11	8	9	8
SCCT	Community College Teaching-Communication Studies Education	2	0	0	0	0	0	0	0	0	0	0	0
Total Communication		18	20	24	13	15	16	20	18	31	39	29	25
Media													
BS	Graphic Communications	3	0	6	3	4	4	4	0	4	0	1	2
BS	Creative Media Production	--	--	--	--	--	--	--	--	0	3	--	--
BS	Journalism	32	43	27	44	43	18	26	31	33	37	34	29
BS	Multimedia Journalism	--	--	--	--	--	--	--	--	0	2	--	--
BS	Radio - TV	36	28	37	26	29	20	25	31	26	19	25	24
MSMC	Journalism	1	4	1	5	5	7	8	4	4	10	6	7
MSMC	Radio-TV	2	4	2	5	5	12	19	21	10	11	14	15
Total Media		74	79	73	83	86	61	82	87	77	82	82	78
Total Media & Communication		92	99	97	96	101	77	102	105	108	121	111	103

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 2015