

# Arkansas State University-Jonesboro

## **College of Media & Communication** **Institutional Assessment of Effectiveness** **Fall 2004 - Fall 2013**

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# Headcount & Enrollment

## College of Media & Communication - Spring 2004 to Fall 2013

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>UNDUPLICATED HEADCOUNT</b>																						
<b>Enrollment by Site</b>																						
Jonesboro Campus	425	398	409	388	405	428	408	381	386	387	98.4%	96.8%	99.0%	98.7%	99.0%	98.6%	98.1%	97.4%	95.5%	96.5%	385	398
All Other Instructional Sites	7	13	4	5	4	6	8	10	18	14	1.6%	3.2%	1.0%	1.3%	1.0%	1.4%	1.9%	2.6%	4.5%	3.5%	14	11
<b>Total Headcount</b>	<b>432</b>	<b>411</b>	<b>413</b>	<b>393</b>	<b>409</b>	<b>434</b>	<b>416</b>	<b>391</b>	<b>404</b>	<b>401</b>											<b>399</b>	<b>409</b>

### STUDENTS BY ENROLLMENT STATUS CATEGORY

New ASU Students	Fall Semesters										Percentage										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>Enrollment by Site</b>																						
Jonesboro Campus	58	67	67	60	67	59	73	40	29	32	64.4%	68.4%	71.3%	63.2%	64.4%	55.1%	61.3%	48.2%	33.3%	46.4%	34	47
Undergraduate Transfers	21	21	19	19	17	16	17	12	15	11	23.3%	21.4%	20.2%	20.0%	16.3%	15.0%	14.3%	14.5%	17.2%	15.9%	13	14
New Graduate Students	11	10	8	16	20	32	29	31	43	26	12.2%	10.2%	8.5%	16.8%	19.2%	29.9%	24.4%	37.3%	49.4%	37.7%	33	32
<b>Total New Students</b>	<b>90</b>	<b>98</b>	<b>94</b>	<b>95</b>	<b>104</b>	<b>107</b>	<b>119</b>	<b>83</b>	<b>87</b>	<b>69</b>											<b>80</b>	<b>93</b>
<b>New Students as a % of Total</b>	<b>20.8%</b>	<b>23.8%</b>	<b>22.8%</b>	<b>24.2%</b>	<b>25.4%</b>	<b>24.7%</b>	<b>28.6%</b>	<b>21.2%</b>	<b>21.5%</b>	<b>17.2%</b>												

Enrollment at Jonesboro & All Other Instructional Sites	Spring Semesters										Percentage										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>UNDUPLICATED HEADCOUNT</b>																						
<b>Enrollment by Site</b>																						
Jonesboro Campus	402	403	366	371	376	397	380	372	373	408	98.0%	99.8%	98.9%	99.2%	98.9%	98.5%	97.7%	95.9%	96.1%	96.2%	384	386
All Other Instructional Sites	8	1	4	3	4	6	9	16	15	16	2.0%	0.2%	1.1%	0.8%	1.1%	1.5%	2.3%	4.1%	3.9%	3.8%	16	12
<b>Total Headcount</b>	<b>410</b>	<b>404</b>	<b>370</b>	<b>374</b>	<b>380</b>	<b>403</b>	<b>389</b>	<b>388</b>	<b>388</b>	<b>424</b>											<b>400</b>	<b>398</b>

### STUDENTS BY ENROLLMENT STATUS CATEGORY

New ASU Students	Spring Semesters										Percentage										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>Enrollment by Site</b>																						
Jonesboro Campus	7	3	0	1	0	8	3	2	2	0	43.8%	20.0%	0.0%	6.3%	0.0%	38.1%	11.1%	8.7%	5.9%	0.0%	1	3
Undergraduate Transfers	6	9	5	7	7	2	8	4	8	9	37.5%	60.0%	55.6%	43.8%	58.3%	9.5%	29.6%	17.4%	23.5%	40.9%	7	6
New Graduate Students	3	3	4	8	5	11	16	17	24	13	18.8%	20.0%	44.4%	50.0%	41.7%	52.4%	59.3%	73.9%	70.6%	59.1%	18	16
<b>Total New Students</b>	<b>16</b>	<b>15</b>	<b>9</b>	<b>16</b>	<b>12</b>	<b>21</b>	<b>27</b>	<b>23</b>	<b>34</b>	<b>22</b>											<b>26</b>	<b>25</b>
<b>New Students as a % of Total</b>	<b>3.9%</b>	<b>3.7%</b>	<b>2.4%</b>	<b>4.3%</b>	<b>3.2%</b>	<b>5.2%</b>	<b>6.9%</b>	<b>5.9%</b>	<b>8.8%</b>	<b>5.2%</b>												

Data Source: Banner Student Enrollment

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# Enrollment by Student Load & Classification

Arkansas State University

College of Media & Communication - Fall 2004 to Fall 20113

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>ENROLLMENT BY STUDENT LOAD</b>																						
<i>(Full-time undergraduate course load is 12+ hours; full-time graduate course load is 9+ hours.)</i>																						
<b>Undergraduate Students</b>																						
<i>(Percent of Undergraduate Total)</i>																						
Full-Time	360	342	350	322	336	320	318	277	271	275	88.7%	87.9%	89.1%	88.7%	90.8%	84.7%	90.3%	87.4%	89.4%	85.9%	274	292
Part-Time	46	47	43	41	34	58	34	40	32	45	11.3%	12.1%	10.9%	11.3%	9.2%	15.3%	9.7%	12.6%	10.6%	14.1%	39	42
Full-Time Average Course Load	14.4	14.5	14.4	14.5	14.4	14.4	14.1	14.2	14.5	14.4											14.4	14.3
Part-Time Average Course Load	6.2	6.5	7.0	7.1	7.7	7.6	8.1	7.3	7.4	8.7											7.8	7.8
Average Course Load	13.4	13.5	13.6	13.7	13.8	13.3	13.6	13.3	13.7	13.6											13.5	13.5
<b>Graduate Students</b>																						
<i>(Percent of Graduate Total)</i>																						
Full-Time	11	12	13	14	20	28	33	40	47	35	42.3%	54.5%	65.0%	46.7%	51.3%	50.0%	51.6%	54.1%	46.5%	43.2%	41	37
Part-Time	15	10	7	16	19	28	31	34	54	46	57.7%	45.5%	35.0%	53.3%	48.7%	50.0%	48.4%	45.9%	53.5%	56.8%	45	39
Full-Time Average Course Load	9.3	9.8	9.8	9.6	9.6	10.0	10.1	10.2	10.2	9.9											10.1	10.1
Part-Time Average Course Load	5.0	5.4	5.1	5.3	5.4	6.0	5.9	5.6	5.2	5.4											5.4	5.6
Average Course Load	6.8	7.8	8.2	7.3	7.5	8.0	8.1	8.1	7.5	7.3											7.6	7.8
<b>Total Students</b>																						
<i>(Percent of Total Headcount)</i>																						
Full-Time	371	354	363	336	356	348	351	317	318	310	85.9%	86.1%	87.9%	85.5%	87.0%	80.2%	84.4%	81.1%	78.7%	77.3%	315	329
Part-Time	61	57	50	57	53	86	65	74	86	91	14.1%	13.9%	12.1%	14.5%	13.0%	19.8%	15.6%	18.9%	21.3%	22.7%	84	80
Total Headcount	432	411	413	393	409	434	416	391	404	401											399	409

## ENROLLMENT BY CAREER & CLASSIFICATION

<b>Undergraduate Students</b>																						
<i>(Percent of Undergraduate Total)</i>																						
All Freshmen	105	106	103	99	106	113	119	73	49	55	25.9%	27.2%	26.2%	27.3%	28.6%	29.9%	33.8%	23.0%	16.2%	17.2%	59	82
Sophomore	92	82	86	74	72	76	78	85	69	60	22.7%	21.1%	21.9%	20.4%	19.5%	20.1%	22.2%	26.8%	22.8%	18.8%	71	74
Junior	94	84	91	89	82	78	75	71	91	92	23.2%	21.6%	23.2%	24.5%	22.2%	20.6%	21.3%	22.4%	30.0%	28.8%	85	81
Senior	110	109	109	98	108	106	80	87	93	110	27.1%	28.0%	27.7%	27.0%	29.2%	28.0%	22.7%	27.4%	30.7%	34.4%	97	95
Unclassified Undergraduates	5	8	4	3	2	5	0	1	1	3	1.2%	2.1%	1.0%	0.8%	0.5%	1.3%	0.0%	0.3%	0.3%	0.9%	2	2
Total Undergraduates	406	389	393	363	370	378	352	317	303	320											313	334
<b>Graduate Students</b>																						
<i>(Percent of Graduate Total)</i>																						
Master's	26	22	20	30	39	56	64	74	100	80	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.0%	98.8%	85	75
Specialist	0	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%	0.0%	1.2%	0	0
Doctoral	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Unclassified Graduates	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%	1.0%	0.0%	0	0
Total Graduates	26	22	20	30	39	56	64	74	101	81											85	75
Undergraduates as a % of Total	94.0%	94.6%	95.2%	92.4%	90.5%	87.1%	84.6%	81.1%	75.0%	79.8%												
Graduates as a % of Total	6.0%	5.4%	4.8%	7.6%	9.5%	12.9%	15.4%	18.9%	25.0%	20.2%												

Data Source: Banner Student Enrollment Information.

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# Enrollment by Gender & Ethnicity

Arkansas State University

College of Media & Communication - Fall 2004 to Fall 2013

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>ENROLLMENT BY GENDER &amp; ETHNICITY</b>																						
<b>Male Undergraduate Students</b>																						
	<i>(Percent of Male Undergraduate Total)</i>																					
American Indian	1	2	2	2	0	1	2	2	1	1	0.6%	1.2%	1.3%	1.3%	0.0%	0.6%	1.4%	1.5%	0.9%	0.8%	1	1
Asian American	1	2	2	2	0	0	0	1	2	2	0.6%	1.2%	1.3%	1.3%	0.0%	0.0%	0.0%	0.8%	1.7%	1.6%	2	1
African American	31	20	25	27	24	26	30	23	22	25	17.5%	12.4%	15.6%	17.3%	17.8%	16.0%	20.4%	17.7%	19.0%	20.3%	23	25
Hispanic American	1	1	1	1	1	2	0	1	2	2	0.6%	0.6%	0.6%	0.6%	0.7%	1.2%	0.0%	0.8%	1.7%	1.6%	2	1
Native Hawaiian/Pacific Islander	--	--	--	--	--	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	--	--	--	--	--	0.6%	1.4%	1.5%	0.9%	2.4%	2	2
White, Non-Hispanic	139	132	125	120	103	115	105	91	78	79	78.5%	82.0%	78.1%	76.9%	76.3%	70.6%	71.4%	70.0%	67.2%	64.2%	83	94
Ethnicity Unknown	3	3	4	3	4	14	5	3	0	0	1.7%	1.9%	2.5%	1.9%	3.0%	8.6%	3.4%	2.3%	0.0%	0.0%	1	4
Nonresident Alien	1	1	1	1	3	4	3	7	10	11	0.6%	0.6%	0.6%	0.6%	2.2%	2.5%	2.0%	5.4%	8.6%	8.9%	9	7
	<i>(Percent of Total Headcount)</i>																					
Total Male Undergraduates	177	161	160	156	135	163	147	130	116	123	41.0%	39.2%	38.7%	39.7%	33.0%	37.6%	35.3%	33.2%	28.7%	30.7%	123	136
<b>Female Undergraduate Students</b>																						
	<i>(Percent of Female Undergraduate Total)</i>																					
American Indian	1	1	2	2	1	0	0	0	0	0	0.4%	0.4%	0.9%	1.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Asian American	1	0	2	1	1	0	1	0	1	1	0.4%	0.0%	0.9%	0.5%	0.4%	0.0%	0.5%	0.0%	0.5%	0.5%	1	1
African American	50	52	56	53	68	58	62	52	44	45	21.8%	22.8%	24.0%	25.6%	28.9%	27.0%	30.2%	27.8%	23.5%	22.8%	47	52
Hispanic American	0	0	1	2	5	6	5	7	7	6	0.0%	0.0%	0.4%	1.0%	2.1%	2.8%	2.4%	3.7%	3.7%	3.0%	7	6
Native Hawaiian/Pacific Islander	--	--	--	--	--	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	--	--	--	--	--	0.9%	2.4%	0.5%	1.1%	2.0%	2	3
White, Non-Hispanic	172	173	169	145	139	131	115	111	107	107	75.1%	75.9%	72.5%	70.0%	59.1%	60.9%	56.1%	59.4%	57.2%	54.3%	108	114
Ethnicity Unknown	4	1	2	3	19	10	6	4	2	2	1.7%	0.4%	0.9%	1.4%	8.1%	4.7%	2.9%	2.1%	1.1%	1.0%	3	5
Nonresident Alien	1	1	1	1	2	8	11	12	24	32	0.4%	0.4%	0.4%	0.5%	0.9%	3.7%	5.4%	6.4%	12.8%	16.2%	23	17
	<i>(Percent of Total Headcount)</i>																					
Total Female Undergraduates	229	228	233	207	235	215	205	187	187	197	53.0%	55.5%	56.4%	52.7%	57.5%	49.5%	49.3%	47.8%	46.3%	49.1%	190	198
<b>Male Graduate Students</b>																						
	<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	1	0	3	4	7	6	9	14	14	12	11.1%	0.0%	75.0%	40.0%	38.9%	24.0%	36.0%	38.9%	32.6%	30.0%	13	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
Two or More Races	--	--	--	--	--	0	0	0	0	0	--	--	--	--	--	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
White, Non-Hispanic	7	6	0	3	6	8	6	11	13	13	77.8%	85.7%	0.0%	30.0%	33.3%	32.0%	24.0%	30.6%	30.2%	32.5%	12	10
Ethnicity Unknown	0	0	0	1	0	1	1	1	0	0	0.0%	0.0%	0.0%	10.0%	0.0%	4.0%	4.0%	2.8%	0.0%	0.0%	0	1
Nonresident Alien	1	1	1	2	5	10	9	10	16	15	11.1%	14.3%	25.0%	20.0%	27.8%	40.0%	36.0%	27.8%	37.2%	37.5%	14	12
	<i>(Percent of Total Headcount)</i>																					
Total Male Graduates	9	7	4	10	18	25	25	36	43	40	2.1%	1.7%	1.0%	2.5%	4.4%	5.8%	6.0%	9.2%	10.6%	10.0%	40	34
<b>Female Graduate Students</b>																						
	<i>(Percent of Female Graduate Total)</i>																					
American Indian	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Asian American	0	0	0	0	0	1	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0	0
African American	4	7	8	9	8	18	17	31	16	16	23.5%	46.7%	50.0%	45.0%	38.1%	25.8%	46.2%	44.7%	53.4%	39.0%	21	18
Hispanic American	0	0	0	0	0	0	0	1	1	1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	1.7%	2.4%	1	1
Native Hawaiian/Pacific Islander	--	--	--	--	--	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	1	--	--	--	--	--	3.2%	0.0%	0.0%	0.0%	2.4%	0	0
White, Non-Hispanic	9	6	7	10	9	7	6	4	11	13	52.9%	40.0%	43.8%	50.0%	42.9%	22.6%	15.4%	10.5%	19.0%	31.7%	9	8
Ethnicity Unknown	1	0	1	0	0	0	0	0	0	0	5.9%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Nonresident Alien	3	2	0	1	4	14	15	16	15	10	17.6%	13.3%	0.0%	5.0%	19.0%	45.2%	38.5%	42.1%	25.9%	24.4%	14	14
	<i>(Percent of Total Headcount)</i>																					
Total Female Graduates	17	15	16	20	21	31	39	38	58	41	3.9%	3.6%	3.9%	5.1%	5.1%	7.1%	9.4%	9.7%	14.4%	10.2%	46	41

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# Enrollment by Gender, Ethnicity, Age & Applications

Arkansas State University

College of Media & Communication - Fall 2004 to Fall 2013

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages		
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year	
<b>ENROLLMENT BY GENDER &amp; ETHNICITY</b>																							
<b>Total Students by Gender</b>																							
											(Percent of Total Headcount)												
Male	186	168	164	166	153	188	172	166	159	163	43.1%	40.9%	39.7%	42.2%	37.4%	43.3%	41.3%	42.5%	39.4%	40.6%	163	170	
Female	246	243	249	227	256	246	244	225	245	238	56.9%	59.1%	60.3%	57.8%	62.6%	56.7%	58.7%	57.5%	60.6%	59.4%	236	240	
<b>Total Students by Ethnicity</b>																							
											(Percent of Total Headcount)												
American Indian	2	3	4	4	1	1	2	2	1	1	0.5%	0.7%	1.0%	1.0%	0.2%	0.2%	0.5%	0.5%	0.2%	0.2%	1	1	
Asian American	2	2	4	3	1	1	1	1	3	3	0.5%	0.5%	1.0%	0.8%	0.2%	0.2%	0.2%	0.3%	0.7%	0.7%	2	2	
African American	86	79	92	93	107	98	119	106	111	98	19.9%	19.2%	22.3%	23.7%	26.2%	22.6%	28.6%	27.1%	27.5%	24.4%	105	106	
Hispanic American	1	1	2	3	6	8	5	9	10	9	0.2%	0.2%	0.5%	0.8%	1.5%	1.8%	1.2%	2.3%	2.5%	2.2%	9	8	
Native Hawaiian/Pacific Islander	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0	
Two or More Races	0	0	0	0	0	4	7	3	3	8	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.7%	0.8%	0.7%	2.0%	5	5	
White, Non-Hispanic	327	317	301	278	257	261	232	217	209	212	75.7%	77.1%	72.9%	70.7%	62.8%	60.1%	55.8%	55.5%	51.7%	52.9%	213	226	
Ethnicity Unknown	8	4	7	7	23	25	12	8	2	2	1.9%	1.0%	1.7%	1.8%	5.6%	5.8%	2.9%	2.0%	0.5%	0.5%	4	10	
Nonresident Alien	6	5	3	5	14	36	38	45	65	68	1.4%	1.2%	0.7%	1.3%	3.4%	8.3%	9.1%	11.5%	16.1%	17.0%	59	50	
<b>Total Minorities* as a % of Total</b>	<b>21.1%</b>	<b>20.7%</b>	<b>24.7%</b>	<b>26.2%</b>	<b>28.1%</b>	<b>25.8%</b>	<b>32.2%</b>	<b>30.9%</b>	<b>31.7%</b>	<b>29.7%</b>													

## AGE OF STUDENTS

Under 25											(Percent of Total Headcount)											
	Undergraduate	353	337	343	313	327	331	312	281	273	283	81.7%	82.0%	83.1%	79.6%	80.0%	76.3%	75.0%	71.9%	67.6%	70.6%	279
Graduate	10	11	11	18	18	35	33	32	47	36	2.3%	2.7%	2.7%	4.6%	4.4%	8.1%	7.9%	8.2%	11.6%	9.0%	38	37
25 & Older											(Percent of Total Headcount)											
	Undergraduate	53	52	50	50	43	47	40	36	30	37	12.3%	12.7%	12.1%	12.7%	10.5%	10.8%	9.6%	9.2%	7.4%	9.2%	34
Graduate	16	11	9	12	21	21	31	42	54	45	3.7%	2.7%	2.2%	3.1%	5.1%	4.8%	7.5%	10.7%	13.4%	11.2%	47	39
<b>25 &amp; Older Students as a % of Total</b>	<b>16.0%</b>	<b>15.3%</b>	<b>14.3%</b>	<b>15.8%</b>	<b>15.6%</b>	<b>15.7%</b>	<b>17.1%</b>	<b>19.9%</b>	<b>20.8%</b>	<b>20.4%</b>												

## APPLICATIONS

First-Time Freshmen											(As a Percent of Applied)											
	Applied	155	133	124	115	122	122	165	117	99	106											107
Admitted	93	91	102	95	102	100	119	76	59	66	60.0%	68.4%	82.3%	82.6%	83.6%	82.0%	72.1%	65.0%	59.6%	62.3%	67	84
Enrolled	58	67	67	60	67	59	73	40	29	32	37.4%	50.4%	54.0%	52.2%	54.9%	48.4%	44.2%	34.2%	29.3%	30.2%	34	47
Undergraduate Transfers											(As a Percent of Applied)											
	Applied	35	37	35	28	27	28	31	35	35	33											34
Admitted	26	26	24	19	20	21	24	22	20	23	74.3%	70.3%	68.6%	67.9%	74.1%	75.0%	77.4%	62.9%	57.1%	69.7%	22	22
Enrolled	21	21	19	19	17	16	17	12	15	11	60.0%	56.8%	54.3%	67.9%	63.0%	57.1%	54.8%	34.3%	42.9%	33.3%	13	14
New Graduates											(As a Percent of Applied)											
	Applied	15	14	16	21	34	57	63	60	65	49											58
Admitted	15	14	10	16	32	51	46	45	54	30	100.0%	100.0%	62.5%	76.2%	94.1%	89.5%	73.0%	75.0%	83.1%	61.2%	43	45
Enrolled	11	10	8	16	20	32	29	31	43	26	73.3%	71.4%	50.0%	76.2%	58.8%	56.1%	46.0%	51.7%	66.2%	53.1%	33	32

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

Data Source: Banner Student Enrollment Information.

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# Enrollment by Geographic Origin

Arkansas State University

College of Media & Communication - Fall 2004 to Fall 2013

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>ENROLLMENT BY GEOGRAPHIC ORIGIN</b>																						
<b>Undergraduate Students</b>																						
	<i>(Percent of Undergraduate Total)</i>																					
Arkansas	355	341	344	321	329	335	307	271	245	244	87.4%	87.7%	87.5%	88.4%	88.9%	88.6%	87.2%	85.5%	80.9%	76.3%	253	280
Missouri	17	12	16	18	17	13	9	9	8	7	4.2%	3.1%	4.1%	5.0%	4.6%	3.4%	2.6%	2.8%	2.6%	2.2%	8	9
Tennessee	12	14	13	6	8	9	9	12	10	9	3.0%	3.6%	3.3%	1.7%	2.2%	2.4%	2.6%	3.8%	3.3%	2.8%	10	10
Other U.S. States/Territories	20	20	18	16	11	9	13	6	6	17	4.9%	5.1%	4.6%	4.4%	3.0%	2.4%	3.7%	1.9%	2.0%	5.3%	10	10
Foreign	2	2	2	2	5	12	14	19	34	43	0.5%	0.5%	0.5%	0.6%	1.4%	3.2%	4.0%	6.0%	11.2%	13.4%	32	24
<b>Graduate Students</b>																						
	<i>(Percent of Graduate Total)</i>																					
Arkansas	16	15	11	22	24	20	18	22	45	37	61.5%	68.2%	55.0%	73.3%	61.5%	35.7%	28.1%	29.7%	44.6%	45.7%	35	28
Missouri	2	1	1	0	0	1	2	2	3	2	7.7%	4.5%	5.0%	0.0%	0.0%	1.8%	3.1%	2.7%	3.0%	2.5%	2	2
Tennessee	1	1	2	1	1	3	3	4	2	1	3.8%	4.5%	10.0%	3.3%	2.6%	5.4%	4.7%	5.4%	2.0%	1.2%	2	3
Other U.S. States/Territories	3	2	5	4	5	8	17	20	20	16	11.5%	9.1%	25.0%	13.3%	12.8%	14.3%	26.6%	27.0%	19.8%	19.8%	19	16
Foreign	4	3	1	3	9	24	24	26	31	25	15.4%	13.6%	5.0%	10.0%	23.1%	42.9%	37.5%	35.1%	30.7%	30.9%	27	26
<b>Total Students</b>																						
	<i>(Percent of Total Headcount)</i>																					
Arkansas	371	356	355	343	353	355	325	293	290	281	85.9%	86.6%	86.0%	87.3%	86.3%	81.8%	78.1%	74.9%	71.8%	70.1%	288	309
Missouri	19	13	17	18	17	14	11	11	11	9	4.4%	3.2%	4.1%	4.6%	4.2%	3.2%	2.6%	2.8%	2.7%	2.2%	10	11
Tennessee	13	15	15	7	9	12	12	16	12	10	3.0%	3.6%	3.6%	1.8%	2.2%	2.8%	2.9%	4.1%	3.0%	2.5%	13	12
Other U.S. States/Territories	23	22	23	20	16	17	30	26	26	33	5.3%	5.4%	5.6%	5.1%	3.9%	3.9%	7.2%	6.6%	6.4%	8.2%	28	26
Total Out-of-State	55	50	55	45	42	43	53	53	49	52	12.7%	12.2%	13.3%	11.5%	10.3%	9.9%	12.7%	13.6%	12.1%	13.0%	51	50
Foreign	6	5	3	5	14	36	38	45	65	68	1.4%	1.2%	0.7%	1.3%	3.4%	8.3%	9.1%	11.5%	16.1%	17.0%	59	50

## ENROLLMENT FROM SELECTED U.S. COUNTIES

<b>Arkansas</b>																						
	<i>(Percent of Arkansas Total)</i>																					
Craighead	92	96	121	96	127	103	89	70	68	63	24.8%	27.0%	34.1%	28.0%	36.0%	29.0%	27.4%	23.9%	23.4%	22.4%	67	79
Crittenden	9	12	13	6	5	7	9	8	11	14	2.4%	3.4%	3.7%	1.7%	1.4%	2.0%	2.8%	2.7%	3.8%	5.0%	11	10
Cross	7	7	9	6	9	12	12	11	8	8	1.9%	2.0%	2.5%	1.7%	2.5%	3.4%	3.7%	3.8%	2.8%	2.8%	9	10
Greene	23	18	29	21	19	22	19	26	21	21	6.2%	5.1%	8.2%	6.1%	5.4%	6.2%	5.8%	8.9%	7.2%	7.5%	23	22
Independence	5	4	5	5	5	5	6	5	10	6	1.3%	1.1%	1.4%	1.5%	1.4%	1.4%	1.8%	1.7%	3.4%	2.1%	7	6
Mississippi	16	14	13	13	11	13	15	14	13	9	4.3%	3.9%	3.7%	3.8%	3.1%	3.7%	4.6%	4.8%	4.5%	3.2%	12	13
Poinsett	12	12	9	12	12	11	11	7	10	8	3.2%	3.4%	2.5%	3.5%	3.4%	3.1%	3.4%	2.4%	3.4%	2.8%	8	9
Pulaski	41	38	34	36	42	38	40	30	33	27	11.1%	10.7%	9.6%	10.5%	11.9%	10.7%	12.3%	10.2%	11.4%	9.6%	30	34
St. Francis	12	5	6	5	8	7	10	3	1	6	3.2%	1.4%	1.7%	1.5%	2.3%	2.0%	3.1%	1.0%	0.3%	2.1%	3	5
White	4	5	3	4	9	9	8	7	7	9	1.1%	1.4%	0.8%	1.2%	2.5%	2.5%	2.5%	2.4%	2.4%	3.2%	8	8
Other Arkansas Counties	150	145	113	139	106	128	106	112	108	110	40.4%	40.7%	31.8%	40.5%	30.0%	36.1%	32.6%	38.2%	37.2%	39.1%	110	113
<b>Missouri</b>																						
	<i>(Percent of Missouri Total)</i>																					
Dunklin	4	1	3	2	5	6	3	3	2	0	21.1%	7.7%	17.6%	11.1%	29.4%	42.9%	27.3%	27.3%	18.2%	0.0%	2	3
Pemiscot	2	1	1	3	2	0	1	4	3	2	10.5%	7.7%	5.9%	16.7%	11.8%	0.0%	9.1%	36.4%	27.3%	22.2%	3	2
Other Missouri Counties	13	11	13	13	10	8	7	4	6	7	68.4%	84.6%	76.5%	72.2%	58.8%	57.1%	63.6%	36.4%	54.5%	77.8%	6	6
<b>Tennessee</b>																						
	<i>(Percent of Tennessee Total)</i>																					
Shelby	13	15	14	6	7	9	10	14	12	8	100.0%	100.0%	93.3%	85.7%	77.8%	75.0%	83.3%	87.5%	100.0%	80.0%	11	11
Other Tennessee Counties	0	0	1	1	2	3	2	2	0	2	0.0%	0.0%	6.7%	14.3%	22.2%	25.0%	16.7%	12.5%	0.0%	20.0%	1	2

Data Source: Banner Student Enrollment Information.

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# ACT Scores, Remediation, Parent Educational Attainment & Housing

Arkansas State University

College of Media & Communication - Fall 2004 to Fall 2013

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>FIRST-TIME FRESHMEN BY COMPOSITE ACT SCORE RANGE</b>																						
	(Percent of First-Time Freshmen Total)																					
Composite 30 - 36	1	1	1	1	3	4	1	0	0	3	1.7%	1.5%	1.5%	1.7%	4.5%	6.8%	1.4%	0.0%	0.0%	9.4%	1	2
Composite 24 - 29	13	21	29	16	23	18	29	20	16	17	22.4%	31.3%	43.3%	26.7%	34.3%	30.5%	39.7%	50.0%	55.2%	53.1%	18	20
Composite 19 - 23	22	27	23	28	24	27	32	18	11	12	37.9%	40.3%	34.3%	46.7%	35.8%	45.8%	43.8%	45.0%	37.9%	37.5%	14	20
Composite Below 19	20	15	12	11	13	3	6	0	0	0	34.5%	22.4%	17.9%	18.3%	19.4%	5.1%	8.2%	0.0%	0.0%	0.0%	0	2
ASSET/Compass/SAT*	2	3	2	4	4	7	5	2	2	0	3.4%	4.5%	3.0%	6.7%	6.0%	11.9%	6.8%	5.0%	6.9%	0.0%	1	3
Average ACT Composite Score	20.6	21.7	22.5	21.7	22.2	22.9	22.8	23.7	24.2	25.1											24.3	23.7

<b>FIRST-TIME FRESHMEN REQUIRING REMEDIATION</b>																						
	(Percent of First-Time Freshmen Total)																					
English Remediation	16	14	9	8	8	7	6	3	1	0	27.6%	20.9%	13.4%	13.3%	11.9%	11.9%	8.2%	7.5%	3.4%	0.0%	1	3
Mathematics Remediation	26	29	27	29	25	16	21	10	1	4	44.8%	43.3%	40.3%	48.3%	37.3%	27.1%	28.8%	25.0%	3.4%	12.5%	5	10
Reading Remediation	12	18	8	12	15	6	6	2	2	0	20.7%	26.9%	11.9%	20.0%	22.4%	10.2%	8.2%	5.0%	6.9%	0.0%	1	3
Total Unduplicated Remedial	28	33	27	30	28	22	23	12	3	4	48.3%	49.3%	40.3%	50.0%	41.8%	37.3%	31.5%	30.0%	10.3%	12.5%	6	13

<b>FIRST-TIME FRESHMEN BY EDUCATIONAL ATTAINMENT OF PARENTS</b>																						
	(Percent of First-Time Freshmen Total)																					
Less Than High School	3	4	0	1	1	0	0	0	0	0	5.2%	6.0%	0.0%	1.7%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
High School	13	15	17	15	19	20	11	3	5	1	22.4%	22.4%	25.4%	25.0%	28.4%	33.9%	15.1%	7.5%	17.2%	3.1%	3	8
Attended College	15	10	21	21	24	22	28	9	6	8	25.9%	14.9%	31.3%	35.0%	35.8%	37.3%	38.4%	22.5%	20.7%	25.0%	8	15
College Degree	19	26	19	19	16	11	30	24	16	23	32.8%	38.8%	28.4%	31.7%	23.9%	18.6%	41.1%	60.0%	55.2%	71.9%	21	21
Unknown	8	12	10	4	7	6	4	4	2	0	13.8%	17.9%	14.9%	6.7%	10.4%	10.2%	5.5%	10.0%	6.9%	0.0%	2	3
% of First-Time Freshmen Whose Parent(s) Have Not Earned A College Degree	62.0%	52.7%	66.7%	66.1%	73.3%	79.2%	56.5%	33.3%	40.7%	28.1%												

<b>OCCUPANCY OF UNIVERSITY HOUSING</b>																						
	(Percent of Total Headcount)																					
Residence Halls	110	97	114	98	112	112	114	110	77	88	25.5%	23.6%	27.6%	24.9%	27.4%	25.8%	27.4%	28.1%	19.1%	21.9%	92	100
University Apartments	38	42	36	47	43	41	48	50	48	60	8.8%	10.2%	8.7%	12.0%	10.5%	9.4%	11.5%	12.8%	11.9%	15.0%	53	49
Other University Housing	1	1	0	1	2	0	0	1	1	2	0.2%	0.2%	0.0%	0.3%	0.5%	0.0%	0.0%	0.3%	0.2%	0.5%	1	1
University Housing Occupants as a % of Total Headcount	34.5%	34.1%	36.3%	37.2%	38.4%	35.3%	38.9%	41.2%	31.2%	37.4%												

Data Source: Banner Student Enrollment Information.

\*Could include students without test scores.

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Analysis prepared by the Office of Institutional Research & Planning; September 2013.

# Enrollment by Degree Program

Arkansas State University

College of Media & Communication - Fall 2004 to Fall 2013

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites		Fall Semesters										Averages	
		2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>ENROLLMENT BY FULL-TIME STUDENT LOAD</b>													
BA	Communication Studies	29	33	33	20	27	45	43	35	47	63	48	47
BS	Graphic Communications	9	11	14	9	17	13	16	13	6	3	7	10
BS	Journalism	157	140	148	136	148	130	128	111	111	114	112	119
BS	Radio-TV	162	155	147	151	141	128	127	118	107	95	107	115
BSE	Communication Studies & Theatre Arts Education	3	3	8	6	3	4	4	--	--	--	--	--
GCert	Health Communications	--	--	--	--	--	--	--	0	1	0	0	--
MA	Communication Studies	8	4	3	6	4	6	5	6	8	8	7	7
MSMC	Journalism	2	4	4	3	6	11	8	7	10	10	9	9
MSMC	Radio-TV	1	4	6	5	10	11	20	27	28	17	24	21
SCCT	Comm. College Teaching - Comm. Studies & Theatre Arts Ed.	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Full-Time Students</b>		<b>371</b>	<b>354</b>	<b>363</b>	<b>336</b>	<b>356</b>	<b>348</b>	<b>351</b>	<b>317</b>	<b>318</b>	<b>310</b>	<b>315</b>	<b>329</b>
<b>AVERAGE NUMBER OF HOURS ENROLLED BY FULL-TIME STUDENTS</b>													
BA	Communication Studies	15.0	15.0	14.8	14.5	14.5	14.4	14.1	14.4	14.4	14.4	14.4	14.3
BS	Graphic Communications	13.7	13.3	14.3	13.9	13.9	13.8	13.8	13.8	13.3	13.3	13.5	13.6
BS	Journalism	14.3	14.5	14.5	14.5	14.5	14.4	14.2	14.5	14.2	14.2	14.3	14.3
BS	Radio-TV	14.4	14.5	14.3	14.6	14.3	14.3	13.9	14.2	14.6	14.7	14.5	14.3
BSE	Communication Studies & Theatre Arts Education	14.0	15.7	14.1	15.2	15.7	14.3	14.5	--	--	--	--	--
Gcert	Health Communications	--	--	--	--	--	--	--	0.0	9.0	0.0	3.0	--
MA	Communication Studies	9.4	10.5	9.0	10.5	9.3	9.0	10.2	9.0	9.4	9.0	9.1	9.3
MSMC	Journalism	9.0	9.0	9.8	9.0	10.5	9.8	9.5	9.6	10.0	9.9	9.8	9.8
MSMC	Radio-TV	9.0	9.8	10.2	9.0	9.1	10.7	10.4	10.6	10.5	10.2	10.5	10.5
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
<b>Average Number of Hours Enrolled By Full-Time Undergraduate Students</b>		<b>14.4</b>	<b>14.5</b>	<b>14.4</b>	<b>14.5</b>	<b>14.4</b>	<b>14.4</b>	<b>14.1</b>	<b>14.2</b>	<b>14.5</b>	<b>14.4</b>	<b>14.4</b>	<b>14.3</b>
<b>Average Number of Hours Enrolled By Full-Time Graduate Students</b>		<b>9.3</b>	<b>9.8</b>	<b>9.8</b>	<b>9.6</b>	<b>9.6</b>	<b>10.0</b>	<b>10.1</b>	<b>10.2</b>	<b>10.2</b>	<b>9.9</b>	<b>10.1</b>	<b>10.1</b>

Data Source: Banner Student Enrollment Information.

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# Enrollment by Degree Program

Arkansas State University

College of Media & Communication - Fall 2004 to Fall 2013

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites		Fall Semesters										Averages	
		2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>ENROLLMENT BY PART-TIME STUDENT LOAD</b>													
BA	Communication Studies	6	2	6	5	3	9	7	9	8	13	10	9
BS	Graphic Communications	4	5	4	10	3	8	3	3	1	2	2	3
BS	Journalism	19	27	19	18	18	19	9	14	11	17	14	14
BS	Radio-TV	15	12	13	8	9	20	15	14	12	13	13	15
BSE	Communication Studies & Theatre Arts Education	2	1	1	0	1	2	0	--	--	--	--	--
GCert	Health Communications	--	--	--	--	--	--	--	0	0	0	0	--
MA	Communication Studies	5	3	1	2	8	4	7	9	23	20	17	13
MSMC	Journalism	6	3	4	7	3	10	9	2	10	10	7	8
MSMC	Radio-TV	4	4	2	7	8	14	15	23	21	15	20	18
SCCT	Comm. College Teaching - Comm. Studies & Theatre Arts Ed.	0	0	0	0	0	0	0	0	0	1	0	0
<b>Total Part-Time Students</b>		<b>61</b>	<b>57</b>	<b>50</b>	<b>57</b>	<b>53</b>	<b>86</b>	<b>65</b>	<b>74</b>	<b>86</b>	<b>91</b>	<b>84</b>	<b>80</b>
<b>AVERAGE NUMBER OF HOURS ENROLLED BY PART-TIME STUDENTS</b>													
BA	Communication Studies	7.0	10.0	6.8	8.2	7.0	8.2	9.0	6.8	9.4	9.5	8.6	8.6
BS	Graphic Communications	4.5	5.4	8.0	6.8	5.3	6.6	7.7	7.0	9.0	9.0	8.3	7.9
BS	Journalism	6.6	6.6	6.8	6.6	8.3	6.6	8.8	7.0	6.4	8.2	7.2	7.4
BS	Radio-TV	6.1	6.5	6.9	7.9	7.9	8.5	7.4	8.1	6.8	8.5	7.8	7.9
BSE	Communication Studies & Theatre Arts Education	5.0	3.0	11.0	0.0	6.0	7.5	0.0	--	--	--	--	--
Gcert	Health Communications	--	--	--	--	--	--	--	0.0	0.0	0.0	0.0	--
MA	Communication Studies	5.4	4.0	6.0	6.0	4.9	6.0	6.0	6.0	5.7	5.2	5.6	5.8
MSMC	Journalism	5.0	6.0	5.3	5.6	6.0	5.9	5.7	4.5	4.4	6.0	5.0	5.3
MSMC	Radio-TV	4.5	6.0	4.5	4.9	5.6	6.1	6.0	5.5	5.1	5.4	5.3	5.6
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	3.0	1.0	0.6
<b>Average Number of Hours Enrolled By Part-Time Undergraduate Students</b>		<b>6.2</b>	<b>6.5</b>	<b>7.0</b>	<b>7.1</b>	<b>7.7</b>	<b>7.6</b>	<b>8.1</b>	<b>7.3</b>	<b>7.4</b>	<b>8.7</b>	<b>7.8</b>	<b>7.8</b>
<b>Average Number of Hours Enrolled By Part-Time Graduate Students</b>		<b>5.0</b>	<b>5.4</b>	<b>5.1</b>	<b>5.3</b>	<b>5.4</b>	<b>6.0</b>	<b>5.9</b>	<b>5.6</b>	<b>5.2</b>	<b>5.4</b>	<b>5.4</b>	<b>5.6</b>

Data Source: Banner Student Enrollment Information.

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# Degrees Conferred

Arkansas State University

College of Media & Communication - Fiscal Years 2003-2004 to 2012-2013

Jonesboro Campus

Degrees Conferred at Jonesboro & All Other Instructional Sites	Fiscal Years											Percentage								Averages			
	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	3 Year	5 Year	
<b>DEGREES CONFERRED BY DEGREE LEVEL</b>																							
	<i>(Percent of Total Degrees Conferred)</i>																						
Associate Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Baccalaureate Degrees	91	75	81	87	87	82	87	50	67	72	87.5%	87.2%	88.0%	87.9%	89.7%	85.4%	86.1%	64.9%	65.7%	68.6%	63	72	
Graduate Certificate	--	--	--	--	--	--	--	2	2	0	--	--	--	--	--	--	--	2.6%	2.0%	0.0%	1	--	
Master's Degrees	13	11	9	12	10	14	14	25	33	33	12.5%	12.8%	9.8%	12.1%	10.3%	14.6%	13.9%	32.5%	32.4%	31.4%	30	24	
Specialist Degrees	0	0	2	0	0	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	
Doctoral Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
<b>Total Degrees Conferred</b>	<b>104</b>	<b>86</b>	<b>92</b>	<b>99</b>	<b>97</b>	<b>96</b>	<b>101</b>	<b>77</b>	<b>102</b>	<b>105</b>											<b>95</b>	<b>96</b>	
<b>% of Undergraduate Degrees Conferred</b>	<b>87.5%</b>	<b>87.2%</b>	<b>88.0%</b>	<b>87.9%</b>	<b>89.7%</b>	<b>85.4%</b>	<b>86.1%</b>	<b>64.9%</b>	<b>65.7%</b>	<b>68.6%</b>													

## DEGREES CONFERRED BY ETHNIC ORIGIN & GENDER

<b>Total Known Minorities*</b>											<i>(Percent of Total Degrees Conferred)</i>											
Male	7	2	5	1	11	7	5	8	8	8	6.7%	2.3%	5.4%	1.0%	11.3%	7.3%	5.0%	10.4%	7.8%	7.6%	8	7
Female	11	10	15	15	11	17	17	18	21	25	10.6%	11.6%	16.3%	15.2%	11.3%	17.7%	16.8%	23.4%	20.6%	23.8%	21	20
<b>Total Minorities</b>	<b>18</b>	<b>12</b>	<b>20</b>	<b>16</b>	<b>22</b>	<b>24</b>	<b>22</b>	<b>26</b>	<b>29</b>	<b>33</b>											<b>29</b>	<b>27</b>
<b>% of Minorities Degrees Conferred</b>	<b>17.3%</b>	<b>14.0%</b>	<b>21.7%</b>	<b>16.2%</b>	<b>22.7%</b>	<b>25.0%</b>	<b>21.8%</b>	<b>33.8%</b>	<b>28.4%</b>	<b>31.4%</b>												

<b>Total Nonresident Aliens</b>											<i>(Percent of Total Degrees Conferred)</i>											
Male	2	1	1	0	0	3	2	6	7	5	1.9%	1.2%	1.1%	0.0%	0.0%	3.1%	2.0%	7.8%	6.9%	4.8%	6	5
Female	3	2	2	0	0	0	0	7	10	9	2.9%	2.3%	2.2%	0.0%	0.0%	0.0%	0.0%	9.1%	9.8%	8.6%	9	5
<b>Total Nonresident Aliens</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>2</b>	<b>13</b>	<b>17</b>	<b>14</b>											<b>15</b>	<b>10</b>
<b>% of Nonresident Aliens Degrees Conferred</b>	<b>4.8%</b>	<b>3.5%</b>	<b>3.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>3.1%</b>	<b>2.0%</b>	<b>16.9%</b>	<b>16.7%</b>	<b>13.3%</b>												

<b>Total White, Non-Hispanic; &amp; Ethnicity Unknown</b>											<i>(Percent of Total Degrees Conferred)</i>											
Male	34	28	37	36	35	28	31	21	27	19	32.7%	32.6%	40.2%	36.4%	36.1%	29.2%	30.7%	27.3%	26.5%	18.1%	22	25
Female	47	43	32	47	40	41	46	17	29	39	45.2%	50.0%	34.8%	47.5%	41.2%	42.7%	45.5%	22.1%	28.4%	37.1%	28	34
<b>Total White &amp; Ethnicity Unknown</b>	<b>81</b>	<b>71</b>	<b>69</b>	<b>83</b>	<b>75</b>	<b>69</b>	<b>77</b>	<b>38</b>	<b>56</b>	<b>58</b>											<b>51</b>	<b>60</b>
<b>% of White &amp; Ethnicity Unknown Degrees Conferred</b>	<b>77.9%</b>	<b>82.6%</b>	<b>75.0%</b>	<b>83.8%</b>	<b>77.3%</b>	<b>71.9%</b>	<b>76.2%</b>	<b>49.4%</b>	<b>54.9%</b>	<b>55.2%</b>												

\*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.

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# **Arkansas State University-Jonesboro**

## **College of Media & Communication** **Department of Communication Studies** **Institutional Assessment of Effectiveness** **Fall 2004 - Fall 2013**

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# Headcount & Enrollment

## Department of Communication Studies - Spring 2004 to Fall 2013

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>UNDUPLICATED HEADCOUNT</b>																						
<b>Enrollment by Site</b>																						
Jonesboro Campus	50	45	52	38	45	67	60	54	75	95	94.3%	97.8%	100.0%	97.4%	97.8%	95.7%	90.9%	91.5%	86.2%	90.5%	75	70
All Other Instructional Sites	3	1	0	1	1	3	6	5	12	10	5.7%	2.2%	0.0%	2.6%	2.2%	4.3%	9.1%	8.5%	13.8%	9.5%	9	7
Total Headcount	53	46	52	39	46	70	66	59	87	105											84	77

### STUDENTS BY ENROLLMENT STATUS CATEGORY

New ASU Students											(Percent of New Student Total)											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
First-Time Freshmen	0	6	5	1	2	8	8	1	6	5	0.0%	60.0%	50.0%	14.3%	20.0%	47.1%	44.4%	12.5%	27.3%	27.8%	4	6
Undergraduate Transfers	1	1	3	1	1	4	2	0	4	3	16.7%	10.0%	30.0%	14.3%	10.0%	23.5%	11.1%	0.0%	18.2%	16.7%	2	3
New Graduate Students	5	3	2	5	7	5	8	7	12	10	83.3%	30.0%	20.0%	71.4%	70.0%	29.4%	44.4%	87.5%	54.5%	55.6%	10	8
Total New Students	6	10	10	7	10	17	18	8	22	18											16	17
New Students as a % of Total	11.3%	21.7%	19.2%	17.9%	21.7%	24.3%	27.3%	13.6%	25.3%	17.1%												

Enrollment at Jonesboro & All Other Instructional Sites	Spring Semesters										Percentage										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>UNDUPLICATED HEADCOUNT</b>																						
<b>Enrollment by Site</b>																						
Jonesboro Campus	51	43	42	49	43	55	64	60	64	80	98.1%	100.0%	100.0%	98.0%	95.6%	100.0%	92.8%	89.6%	90.1%	88.9%	68	65
All Other Instructional Sites	1	0	0	1	2	0	5	7	7	10	1.9%	0.0%	0.0%	2.0%	4.4%	0.0%	7.2%	10.4%	9.9%	11.1%	8	6
Total Headcount	52	43	42	50	45	55	69	67	71	90											76	70

### STUDENTS BY ENROLLMENT STATUS CATEGORY

New ASU Students											(Percent of New Student Total)											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
First-Time Freshmen	0	0	0	0	0	0	0	1	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0	0
Undergraduate Transfers	0	2	1	3	1	0	2	2	1	2	0.0%	100.0%	50.0%	75.0%	33.3%	0.0%	33.3%	66.7%	7.7%	50.0%	2	1
New Graduate Students	2	0	1	1	2	1	4	0	12	2	100.0%	0.0%	50.0%	25.0%	66.7%	100.0%	66.7%	0.0%	92.3%	50.0%	5	4
Total New Students	2	2	2	4	3	1	6	3	13	4											7	5
New Students as a % of Total	3.8%	4.7%	4.8%	8.0%	6.7%	1.8%	8.7%	4.5%	18.3%	4.4%												

Data Source: Banner Student Enrollment

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# Enrollment by Student Load & Classification

Arkansas State University

Department of Communication Studies - Fall 2004 to Fall 2013

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages		
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year	
<b>ENROLLMENT BY STUDENT LOAD</b>																							
<i>(Full-time undergraduate course load is 12+ hours; full-time graduate course load is 9+ hours.)</i>																							
<b>Undergraduate Students</b>											<i>(Percent of Undergraduate Total)</i>												
Full-Time	32	36	41	26	30	49	47	35	47	63	80.0%	92.3%	85.4%	83.9%	88.2%	81.7%	87.0%	79.5%	85.5%	82.9%	48	48	
Part-Time	8	3	7	5	4	11	7	9	8	13	20.0%	7.7%	14.6%	16.1%	11.8%	18.3%	13.0%	20.5%	14.5%	17.1%	10	10	
Full-Time Average Course Load	14.9	15.1	14.7	14.7	14.6	14.4	14.2	14.4	14.4	14.4											14.4	14.3	
Part-Time Average Course Load	6.5	7.7	7.4	8.2	6.8	8.1	9.0	6.8	9.4	9.5											8.6	8.6	
Average Course Load	13.3	14.5	13.6	13.6	13.7	13.3	13.5	12.8	13.6	13.6											13.4	13.4	
<b>Graduate Students</b>											<i>(Percent of Graduate Total)</i>												
Full-Time	8	4	3	6	4	6	5	6	9	8	61.5%	57.1%	75.0%	75.0%	33.3%	60.0%	41.7%	40.0%	28.1%	27.6%	8	7	
Part-Time	5	3	1	2	8	4	7	9	23	21	38.5%	42.9%	25.0%	25.0%	66.7%	40.0%	58.3%	60.0%	71.9%	72.4%	18	13	
Full-Time Average Course Load	9.4	10.5	9.0	10.5	9.3	9.0	10.2	9.0	9.3	9.0											9.1	9.3	
Part-Time Average Course Load	5.4	4.0	6.0	6.0	4.9	6.0	6.0	6.0	5.7	5.1											5.6	5.8	
Average Course Load	7.8	7.7	8.3	9.4	6.3	7.8	7.8	7.2	6.8	6.2											6.7	7.1	
<b>Total Students</b>											<i>(Percent of Total Headcount)</i>												
Full-Time	40	40	44	32	34	55	52	41	56	71	75.5%	87.0%	84.6%	82.1%	73.9%	78.6%	78.8%	69.5%	64.4%	67.6%	56	55	
Part-Time	13	6	8	7	12	15	14	18	31	34	24.5%	13.0%	15.4%	17.9%	26.1%	21.4%	21.2%	30.5%	35.6%	32.4%	28	22	
Total Headcount	53	46	52	39	46	70	66	59	87	105											84	77	

## ENROLLMENT BY CAREER & CLASSIFICATION

<b>Undergraduate Students</b>											<i>(Percent of Undergraduate Total)</i>												
All Freshmen	4	7	8	5	7	17	16	7	10	10	10.0%	17.9%	16.7%	16.1%	20.6%	28.3%	29.6%	15.9%	18.2%	13.2%	9	12	
Sophomore	13	5	9	5	8	12	11	15	12	21	32.5%	12.8%	18.8%	16.1%	23.5%	20.0%	20.4%	34.1%	21.8%	27.6%	16	14	
Junior	12	14	14	7	10	20	9	9	20	17	30.0%	35.9%	29.2%	22.6%	29.4%	33.3%	16.7%	20.5%	36.4%	22.4%	15	15	
Senior	10	12	17	14	9	10	18	12	12	27	25.0%	30.8%	35.4%	45.2%	26.5%	16.7%	33.3%	27.3%	21.8%	35.5%	17	16	
Unclassified Undergraduates	1	1	0	0	0	1	0	1	1	1	2.5%	2.6%	0.0%	0.0%	0.0%	1.7%	0.0%	2.3%	1.8%	1.3%	1	1	
Total Undergraduates	40	39	48	31	34	60	54	44	55	76											58	58	
<b>Graduate Students</b>											<i>(Percent of Graduate Total)</i>												
Master's	13	7	4	8	12	10	12	15	31	28	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	96.9%	96.6%	25	19	
Specialist	0	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%	0.0%	3.4%	0	0	
Doctoral	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
Unclassified Graduates	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%	3.1%	0.0%	0	0	
Total Graduates	13	7	4	8	12	10	12	15	32	29											25	20	
Undergraduates as a % of Total	75.5%	84.8%	92.3%	79.5%	73.9%	85.7%	81.8%	74.6%	63.2%	72.4%													
Graduates as a % of Total	24.5%	15.2%	7.7%	20.5%	26.1%	14.3%	18.2%	25.4%	36.8%	27.6%													

Data Source: Banner Student Enrollment Information.

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# Enrollment by Gender & Ethnicity

Arkansas State University

Department of Communication Studies - Fall 2004 to Fall 2013

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>ENROLLMENT BY GENDER &amp; ETHNICITY</b>																						
<b>Male Undergraduate Students</b>																						
	<i>(Percent of Male Undergraduate Total)</i>																					
American Indian	0	1	1	1	0	0	0	0	0	1	0.0%	6.3%	5.3%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0	0
Asian American	0	1	1	1	0	0	0	0	0	1	0.0%	6.3%	5.3%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0	0
African American	1	1	4	2	3	6	6	7	6	6	5.9%	6.3%	21.1%	15.4%	33.3%	24.0%	31.6%	41.2%	23.1%	20.7%	6	6
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
Two or More Races	--	--	--	--	--	1	0	1	1	1	--	--	--	--	4.0%	0.0%	5.9%	3.8%	3.4%		1	1
White, Non-Hispanic	15	12	13	9	6	16	13	8	15	19	88.2%	75.0%	68.4%	69.2%	66.7%	64.0%	68.4%	47.1%	57.7%	65.5%	14	14
Ethnicity Unknown	1	1	0	0	0	2	0	0	0	0	5.9%	6.3%	0.0%	0.0%	0.0%	8.0%	0.0%	0.0%	0.0%	0.0%	0	0
Nonresident Alien	0	0	0	0	0	0	0	1	4	1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	15.4%	3.4%		2	1
<b>Total Male Undergraduates</b>	<b>17</b>	<b>16</b>	<b>19</b>	<b>13</b>	<b>9</b>	<b>25</b>	<b>19</b>	<b>17</b>	<b>26</b>	<b>29</b>	<b>32.1%</b>	<b>34.8%</b>	<b>36.5%</b>	<b>33.3%</b>	<b>19.6%</b>	<b>35.7%</b>	<b>28.8%</b>	<b>28.8%</b>	<b>29.9%</b>	<b>27.6%</b>	<b>24</b>	<b>23</b>
<b>Female Undergraduate Students</b>																						
	<i>(Percent of Female Undergraduate Total)</i>																					
American Indian	0	0	1	1	0	0	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
Asian American	1	0	1	0	0	0	0	0	0	0	4.3%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
African American	4	1	5	4	8	10	12	13	10	16	17.4%	4.3%	17.2%	22.2%	32.0%	28.6%	34.3%	48.1%	34.5%	34.0%	13	12
Hispanic American	0	0	0	0	0	0	0	1	2	1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	6.9%	2.1%		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
Two or More Races	--	--	--	--	--	0	1	0	0	0	--	--	--	--	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0	0
White, Non-Hispanic	18	22	21	13	13	22	20	12	14	23	78.3%	95.7%	72.4%	72.2%	52.0%	62.9%	57.1%	44.4%	48.3%	48.9%	16	18
Ethnicity Unknown	0	0	1	0	3	1	1	0	0	0	0.0%	0.0%	3.4%	0.0%	12.0%	2.9%	2.9%	0.0%	0.0%	0.0%	0	0
Nonresident Alien	0	0	0	0	1	2	1	1	3	7	0.0%	0.0%	0.0%	0.0%	4.0%	5.7%	2.9%	3.7%	10.3%	14.9%	4	3
<b>Total Female Undergraduates</b>	<b>23</b>	<b>23</b>	<b>29</b>	<b>18</b>	<b>25</b>	<b>35</b>	<b>35</b>	<b>27</b>	<b>29</b>	<b>47</b>	<b>43.4%</b>	<b>50.0%</b>	<b>55.8%</b>	<b>46.2%</b>	<b>54.3%</b>	<b>50.0%</b>	<b>53.0%</b>	<b>45.8%</b>	<b>33.3%</b>	<b>44.8%</b>	<b>34</b>	<b>35</b>
<b>Male Graduate Students</b>																						
	<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
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
African American	1	0	0	0	1	1	3	5	3	4	16.7%	0.0%	--	0.0%	16.7%	20.0%	37.5%	55.6%	42.9%	40.0%	4	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%	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
Two or More Races	--	--	--	--	--	0	0	0	0	0	--	--	--	--	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
White, Non-Hispanic	5	3	0	2	4	3	4	4	4	5	83.3%	100.0%	--	100.0%	66.7%	60.0%	50.0%	44.4%	57.1%	50.0%	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
Nonresident Alien	0	0	0	0	1	1	1	0	0	1	0.0%	0.0%	--	0.0%	16.7%	20.0%	12.5%	0.0%	0.0%	10.0%	0	1
<b>Total Male Graduates</b>	<b>6</b>	<b>3</b>	<b>0</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>8</b>	<b>9</b>	<b>7</b>	<b>10</b>	<b>11.3%</b>	<b>6.5%</b>	<b>0.0%</b>	<b>5.1%</b>	<b>13.0%</b>	<b>7.1%</b>	<b>12.1%</b>	<b>15.3%</b>	<b>8.0%</b>	<b>9.5%</b>	<b>9</b>	<b>8</b>
<b>Female Graduate Students</b>																						
	<i>(Percent of Female Graduate Total)</i>																					
American Indian	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Asian American	0	0	0	0	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	1	1	2	1	1	3	2	17	10	42.9%	25.0%	25.0%	33.3%	16.7%	20.0%	75.0%	33.3%	68.0%	52.6%	10	7
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%	16.7%	4.0%	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
Two or More Races	--	--	--	--	--	0	0	0	0	1	--	--	--	--	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0	0
White, Non-Hispanic	2	3	3	4	4	3	1	2	5	6	28.6%	75.0%	75.0%	66.7%	66.7%	60.0%	25.0%	33.3%	20.0%	31.6%	4	3
Ethnicity Unknown	1	0	0	0	0	0	0	0	0	0	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Nonresident Alien	1	0	0	0	1	1	0	1	2	2	14.3%	0.0%	0.0%	0.0%	16.7%	20.0%	0.0%	16.7%	8.0%	10.5%	2	1
<b>Total Female Graduates</b>	<b>7</b>	<b>4</b>	<b>4</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>25</b>	<b>19</b>	<b>13.2%</b>	<b>8.7%</b>	<b>7.7%</b>	<b>15.4%</b>	<b>13.0%</b>	<b>7.1%</b>	<b>6.1%</b>	<b>10.2%</b>	<b>28.7%</b>	<b>18.1%</b>	<b>17</b>	<b>12</b>

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 2013.

# Enrollment by Gender, Ethnicity, Age & Applications

Arkansas State University

Department of Communication Studies - Fall 2004 to Fall 2013

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>ENROLLMENT BY GENDER &amp; ETHNICITY</b>																						
<b>Total Students by Gender</b>																						
Male	23	19	19	15	15	30	27	26	33	39	43.4%	41.3%	36.5%	38.5%	32.6%	42.9%	40.9%	44.1%	37.9%	37.1%	33	31
Female	30	27	33	24	31	40	39	33	54	66	56.6%	58.7%	63.5%	61.5%	67.4%	57.1%	59.1%	55.9%	62.1%	62.9%	51	46
<b>Total Students by Ethnicity</b>																						
American Indian	0	1	2	2	0	0	0	0	0	1	0.0%	2.2%	3.8%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0	0
Asian American	1	1	2	1	0	0	0	0	0	1	1.9%	2.2%	3.8%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0	0
African American	9	3	10	8	13	18	24	27	36	36	17.0%	6.5%	19.2%	20.5%	28.3%	25.7%	36.4%	45.8%	41.4%	34.3%	33	28
Hispanic American	0	0	0	0	0	0	0	2	3	1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	3.4%	1.0%	1.0%	2	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%	0.0%	0.0%	0.0%	0.0%	0	0
Two or More Races	0	0	0	0	0	1	1	1	1	2	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	1.5%	1.7%	1.1%	1.9%	1	1
White, Non-Hispanic	40	40	37	28	27	44	38	26	38	53	75.5%	87.0%	71.2%	71.8%	58.7%	62.9%	57.6%	44.1%	43.7%	50.5%	39	40
Ethnicity Unknown	2	1	1	0	3	3	1	0	0	0	3.8%	2.2%	1.9%	0.0%	6.5%	4.3%	1.5%	0.0%	0.0%	0.0%	0	1
Nonresident Alien	1	0	0	0	3	4	2	3	9	11	1.9%	0.0%	0.0%	0.0%	6.5%	5.7%	3.0%	5.1%	10.3%	10.5%	8	6
<b>Total Minorities* as a % of Total</b>	<b>18.9%</b>	<b>10.9%</b>	<b>26.9%</b>	<b>28.2%</b>	<b>28.3%</b>	<b>27.1%</b>	<b>37.9%</b>	<b>50.8%</b>	<b>46.0%</b>	<b>39.0%</b>												

## AGE OF STUDENTS

											(Percent of Total Headcount)											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>Under 25</b>																						
Undergraduate	30	32	39	24	27	49	42	37	48	68	56.6%	69.6%	75.0%	61.5%	58.7%	70.0%	63.6%	62.7%	55.2%	64.8%	51	49
Graduate	7	2	3	6	6	6	4	6	13	11	13.2%	4.3%	5.8%	15.4%	13.0%	8.6%	6.1%	10.2%	14.9%	10.5%	10	8
<b>25 &amp; Older</b>																						
Undergraduate	10	7	9	7	7	11	12	7	7	8	18.9%	15.2%	17.3%	17.9%	15.2%	15.7%	18.2%	11.9%	8.0%	7.6%	7	9
Graduate	6	5	1	2	6	4	8	9	19	18	11.3%	10.9%	1.9%	5.1%	13.0%	5.7%	12.1%	15.3%	21.8%	17.1%	15	12
<b>25 &amp; Older Students as a % of Total</b>	<b>30.2%</b>	<b>26.1%</b>	<b>19.2%</b>	<b>23.1%</b>	<b>28.3%</b>	<b>21.4%</b>	<b>30.3%</b>	<b>27.1%</b>	<b>29.9%</b>	<b>24.8%</b>												

## APPLICATIONS

											(As a Percent of Applied)											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>First-Time Freshmen</b>																						
Applied	10	12	10	3	5	13	26	11	28	29											23	21
Admitted	1	9	8	3	5	10	19	7	14	17	10.0%	75.0%	80.0%	100.0%	100.0%	76.9%	73.1%	63.6%	50.0%	58.6%	13	13
Enrolled	0	6	5	1	2	8	8	1	6	5	0.0%	50.0%	50.0%	33.3%	40.0%	61.5%	30.8%	9.1%	21.4%	17.2%	4	6
<b>Undergraduate Transfers</b>																						
Applied	4	2	8	1	1	5	7	4	10	9											8	7
Admitted	2	2	5	1	1	4	5	1	5	5	50.0%	100.0%	62.5%	100.0%	100.0%	80.0%	71.4%	25.0%	50.0%	55.6%	4	4
Enrolled	1	1	3	1	1	4	2	0	4	3	25.0%	50.0%	37.5%	100.0%	100.0%	80.0%	28.6%	0.0%	40.0%	33.3%	2	3
<b>New Graduates</b>																						
Applied	7	4	2	6	11	11	15	19	18	20											19	17
Admitted	7	4	2	5	10	8	9	11	15	11	100.0%	100.0%	100.0%	83.3%	90.9%	72.7%	60.0%	57.9%	83.3%	55.0%	12	11
Enrolled	5	3	2	5	7	5	8	7	12	10	71.4%	75.0%	100.0%	83.3%	63.6%	45.5%	53.3%	36.8%	66.7%	50.0%	10	8

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

Data Source: Banner Student Enrollment Information.

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# Enrollment by Geographic Origin

Arkansas State University

Department of Communication Studies - Fall 2004 to Fall 2013

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>ENROLLMENT BY GEOGRAPHIC ORIGIN</b>																						
<b>Undergraduate Students</b>																						
	<i>(Percent of Undergraduate Total)</i>																					
Arkansas	32	35	44	30	32	56	51	37	42	54	80.0%	89.7%	91.7%	96.8%	94.1%	93.3%	94.4%	84.1%	76.4%	71.1%	44	48
Missouri	4	1	1	0	1	0	0	2	1	3	10.0%	2.6%	2.1%	0.0%	2.9%	0.0%	0.0%	4.5%	1.8%	3.9%	2	1
Tennessee	1	0	1	0	0	1	1	2	3	5	2.5%	0.0%	2.1%	0.0%	0.0%	1.7%	1.9%	4.5%	5.5%	6.6%	3	2
Other U.S. States/Territories	3	3	2	1	0	1	1	1	2	6	7.5%	7.7%	4.2%	3.2%	0.0%	1.7%	1.9%	2.3%	3.6%	7.9%	3	2
Foreign	0	0	0	0	1	2	1	2	7	8	0.0%	0.0%	0.0%	0.0%	2.9%	3.3%	1.9%	4.5%	12.7%	10.5%	6	4
<b>Graduate Students</b>																						
	<i>(Percent of Graduate Total)</i>																					
Arkansas	8	6	3	7	10	7	7	9	25	20	61.5%	85.7%	75.0%	87.5%	83.3%	70.0%	58.3%	60.0%	78.1%	69.0%	18	14
Missouri	1	0	0	0	0	0	0	1	1	0	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	3.1%	0.0%	1	0
Tennessee	0	0	0	1	0	0	0	0	0	1	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0	0
Other U.S. States/Territories	3	1	1	0	0	1	4	4	4	5	23.1%	14.3%	25.0%	0.0%	0.0%	10.0%	33.3%	26.7%	12.5%	17.2%	4	4
Foreign	1	0	0	0	2	2	1	1	2	3	7.7%	0.0%	0.0%	0.0%	16.7%	20.0%	8.3%	6.7%	6.3%	10.3%	2	2
<b>Total Students</b>																						
	<i>(Percent of Total Headcount)</i>																					
Arkansas	40	41	47	37	42	63	58	46	67	74	75.5%	89.1%	90.4%	94.9%	91.3%	90.0%	87.9%	78.0%	77.0%	70.5%	62	62
Missouri	5	1	1	0	1	0	0	3	2	3	9.4%	2.2%	1.9%	0.0%	2.2%	0.0%	0.0%	5.1%	2.3%	2.9%	3	2
Tennessee	1	0	1	1	0	1	1	2	3	6	1.9%	0.0%	1.9%	2.6%	0.0%	1.4%	1.5%	3.4%	3.4%	5.7%	4	3
Other U.S. States/Territories	6	4	3	1	0	2	5	5	6	11	11.3%	8.7%	5.8%	2.6%	0.0%	2.9%	7.6%	8.5%	6.9%	10.5%	7	6
Total Out-of-State	12	5	5	2	1	3	6	10	11	20	22.6%	10.9%	9.6%	5.1%	2.2%	4.3%	9.1%	16.9%	12.6%	19.0%	14	10
Foreign	1	0	0	0	3	4	2	3	9	11	1.9%	0.0%	0.0%	0.0%	6.5%	5.7%	3.0%	5.1%	10.3%	10.5%	8	6

## ENROLLMENT FROM SELECTED U.S. COUNTIES

<b>Arkansas</b>																						
	<i>(Percent of Arkansas Total)</i>																					
Craighead	9	12	18	16	22	25	15	12	17	21	22.5%	29.3%	38.3%	43.2%	52.4%	39.7%	25.9%	26.1%	25.4%	28.4%	17	18
Crittenden	3	3	2	0	1	2	3	2	3	5	7.5%	7.3%	4.3%	0.0%	2.4%	3.2%	5.2%	4.3%	4.5%	6.8%	3	3
Cross	0	0	0	0	0	0	1	1	1	2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	2.2%	1.5%	2.7%	1	1
Greene	4	2	5	3	2	3	7	6	4	7	10.0%	4.9%	10.6%	8.1%	4.8%	4.8%	12.1%	13.0%	6.0%	9.5%	6	5
Independence	1	1	1	0	0	0	0	0	2	1	2.5%	2.4%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	1.4%	1	1
Mississippi	4	2	1	2	1	1	3	4	8	4	10.0%	4.9%	2.1%	5.4%	2.4%	1.6%	5.2%	8.7%	11.9%	5.4%	5	4
Poinsett	1	1	1	1	0	2	0	0	4	0	2.5%	2.4%	2.1%	2.7%	0.0%	3.2%	0.0%	0.0%	6.0%	0.0%	1	1
Pulaski	6	5	6	4	9	10	12	11	10	7	15.0%	12.2%	12.8%	10.8%	21.4%	15.9%	20.7%	23.9%	14.9%	9.5%	9	10
St. Francis	2	1	3	1	1	2	3	0	0	1	5.0%	2.4%	6.4%	2.7%	2.4%	3.2%	5.2%	0.0%	0.0%	1.4%	0	1
White	1	1	0	0	1	1	2	0	2	1	2.5%	2.4%	0.0%	0.0%	2.4%	1.6%	3.4%	0.0%	3.0%	1.4%	1	1
Other Arkansas Counties	9	13	10	10	5	17	12	10	16	25	22.5%	31.7%	21.3%	27.0%	11.9%	27.0%	21.7%	23.9%	33.8%		17	16
<b>Missouri</b>																						
	<i>(Percent of Missouri Total)</i>																					
Dunklin	2	0	0	0	0	0	0	1	0	0	40.0%	0.0%	0.0%	--	0.0%	--	--	33.3%	0.0%	0.0%	0	0
Pemiscot	0	0	0	0	0	0	0	2	2	1	0.0%	0.0%	0.0%	--	0.0%	--	--	66.7%	100.0%	33.3%	2	1
Other Missouri Counties	3	1	1	0	1	0	0	0	0	2	60.0%	100.0%	100.0%	--	100.0%	--	--	0.0%	0.0%	66.7%	1	0
<b>Tennessee</b>																						
	<i>(Percent of Tennessee Total)</i>																					
Shelby	1	0	0	1	0	1	1	2	3	4	100.0%	--	0.0%	100.0%	--	100.0%	100.0%	100.0%	100.0%	66.7%	3	2
Other Tennessee Counties	0	0	1	0	0	0	0	0	0	2	0.0%	--	100.0%	0.0%	--	0.0%	0.0%	0.0%	0.0%	33.3%	1	0

Data Source: Banner Student Enrollment Information.

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# ACT Scores, Remediation, Parent Educational Attainment & Housing

Arkansas State University

Jonesboro Campus

Department of Communication Studies - Fall 2004 to Fall 2013

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages		
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year	
<b>FIRST-TIME FRESHMEN BY COMPOSITE ACT SCORE RANGE</b>																							
	(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
Composite 24 - 29	--	1	1	0	1	1	4	0	4	4	--	16.7%	20.0%	0.0%	50.0%	12.5%	50.0%	0.0%	66.7%	80.0%		3	3
Composite 19 - 23	--	3	1	1	0	4	3	1	2	1	--	50.0%	20.0%	100.0%	0.0%	50.0%	37.5%	100.0%	33.3%	20.0%		1	2
Composite Below 19	--	0	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
ASSET/Compass/SAT*	--	2	0	0	1	2	1	0	0	0	--	33.3%	0.0%	0.0%	50.0%	25.0%	12.5%	0.0%	0.0%	0.0%		0	1
Average ACT Composite Score	--	22.0	19.2	20.0	25.0	20.3	23.6	23.0	24.5	25.4												24.3	23.4

<b>FIRST-TIME FRESHMEN REQUIRING REMEDIATION</b>																							
	(Percent of First-Time Freshmen Total)																						
English Remediation	--	1	1	0	1	2	0	0	0	0	--	16.7%	20.0%	0.0%	50.0%	25.0%	0.0%	0.0%	0.0%	0.0%		0	0
Mathematics Remediation	--	2	4	1	1	2	4	1	1	1	--	33.3%	80.0%	100.0%	50.0%	25.0%	50.0%	100.0%	16.7%	20.0%		1	2
Reading Remediation	--	2	3	0	1	2	0	0	0	0	--	33.3%	60.0%	0.0%	50.0%	25.0%	0.0%	0.0%	0.0%	0.0%		0	0
Total Unduplicated Remedial	--	3	4	1	1	4	4	1	1	1	--	50.0%	80.0%	100.0%	50.0%	50.0%	50.0%	100.0%	16.7%	20.0%		1	2

<b>FIRST-TIME FRESHMEN BY EDUCATIONAL ATTAINMENT OF PARENTS</b>																							
	(Percent of First-Time Freshmen Total)																						
Less Than High School	--	1	0	0	0	0	0	0	0	0	--	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0	0
High School	--	2	3	0	0	4	1	0	1	0	--	33.3%	60.0%	0.0%	0.0%	50.0%	12.5%	0.0%	16.7%	0.0%		0	1
Attended College	--	0	1	0	1	0	3	0	0	0	--	0.0%	20.0%	0.0%	50.0%	0.0%	37.5%	0.0%	0.0%	0.0%		0	1
College Degree	--	2	1	1	0	2	4	1	5	5	--	33.3%	20.0%	100.0%	0.0%	25.0%	50.0%	100.0%	83.3%	100.0%		4	3
Unknown	--	1	0	0	1	2	0	0	0	0	--	16.7%	0.0%	0.0%	50.0%	25.0%	0.0%	0.0%	0.0%	0.0%		0	0
% of First-Time Freshmen Whose Parent(s) Have Not Earned A College Degree	--	60.0%	80.0%	0.0%	100.0%	66.7%	50.0%	0.0%	16.7%	0.0%													

<b>OCCUPANCY OF UNIVERSITY HOUSING</b>																							
	(Percent of Total Headcount)																						
Residence Halls	6	8	12	2	5	15	11	10	14	19	11.3%	17.4%	23.1%	5.1%	10.9%	21.4%	16.7%	16.9%	16.1%	18.1%		14	14
University Apartments	4	7	4	7	4	4	4	9	11	14	7.5%	15.2%	7.7%	17.9%	8.7%	5.7%	6.1%	15.3%	12.6%	13.3%		11	8
Other University Housing	0	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%	0.0%	1.0%		0	0
University Housing Occupants as a % of Total Headcount	18.9%	32.6%	30.8%	23.1%	19.6%	27.1%	22.7%	32.2%	28.7%	32.4%													

Data Source: Banner Student Enrollment Information.

\*Could include students without test scores.

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Analysis prepared by the Office of Institutional Research & Planning; September 2013.

# Degrees Conferred

Arkansas State University

Department of Communication Studies - Fiscal Years 2003-2004 to 2012-2013

Jonesboro Campus

Degrees Conferred at Jonesboro & All Other Instructional Sites	Fiscal Years											Percentage										Averages	
	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	3 Year	5 Year	
<b>DEGREES CONFERRED BY DEGREE LEVEL</b>																						<i>(Percent of Total Degrees Conferred)</i>	
Associate Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Baccalaureate Degrees	10	8	10	16	17	9	11	8	12	10	66.7%	57.1%	55.6%	80.0%	70.8%	69.2%	73.3%	50.0%	60.0%	55.6%	10	10	
Graduate Certificate	--	--	--	--	--	--	0	2	2	0	--	--	--	--	--	--	0.0%	12.5%	10.0%	0.0%	1	--	
Master's Degrees	5	6	6	4	7	4	4	6	6	8	33.3%	42.9%	33.3%	20.0%	29.2%	30.8%	26.7%	37.5%	30.0%	44.4%	7	6	
Specialist Degrees	0	0	2	0	0	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	
Doctoral Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
<b>Total Degrees Conferred</b>	<b>15</b>	<b>14</b>	<b>18</b>	<b>20</b>	<b>24</b>	<b>13</b>	<b>15</b>	<b>16</b>	<b>20</b>	<b>18</b>											<b>18</b>	<b>16</b>	
<b>% of Undergraduate Degrees Conferred</b>	<b>66.7%</b>	<b>57.1%</b>	<b>55.6%</b>	<b>80.0%</b>	<b>70.8%</b>	<b>69.2%</b>	<b>73.3%</b>	<b>50.0%</b>	<b>60.0%</b>	<b>55.6%</b>													

## DEGREES CONFERRED BY ETHNIC ORIGIN & GENDER

### Total Known Minorities\*

	Fiscal Years											Percentage										Averages	
	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	3 Year	5 Year	
<i>(Percent of Total Degrees Conferred)</i>																							
Male	0	1	1	0	1	2	1	3	4	1	0.0%	7.1%	5.6%	0.0%	4.2%	15.4%	6.7%	18.8%	20.0%	5.6%	3	2	
Female	0	5	6	2	3	4	1	5	6	8	0.0%	35.7%	33.3%	10.0%	12.5%	30.8%	6.7%	31.3%	30.0%	44.4%	6	5	
<b>Total Minorities</b>	<b>0</b>	<b>6</b>	<b>7</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>2</b>	<b>8</b>	<b>10</b>	<b>9</b>											<b>9</b>	<b>7</b>	
<b>% of Minorities Degrees Conferred</b>	<b>0.0%</b>	<b>42.9%</b>	<b>38.9%</b>	<b>10.0%</b>	<b>16.7%</b>	<b>46.2%</b>	<b>13.3%</b>	<b>50.0%</b>	<b>50.0%</b>	<b>50.0%</b>													

### Total Nonresident Aliens

	Fiscal Years											Percentage										Averages	
	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	3 Year	5 Year	
<i>(Percent of Total Degrees Conferred)</i>																							
Male	0	0	0	0	0	1	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0	0	
Female	0	1	0	0	0	0	0	0	0	0	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0	
<b>Total Nonresident Aliens</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>											<b>0</b>	<b>0</b>	
<b>% of Nonresident Aliens Degrees Conferred</b>	<b>0.0%</b>	<b>7.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>7.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>													

### Total White, Non-Hispanic; & Ethnicity Unknown

	Fiscal Years											Percentage										Averages	
	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	3 Year	5 Year	
<i>(Percent of Total Degrees Conferred)</i>																							
Male	9	5	5	9	7	2	4	6	3	2	60.0%	35.7%	27.8%	45.0%	29.2%	15.4%	26.7%	37.5%	15.0%	11.1%	4	3	
Female	6	2	6	9	13	4	9	2	7	7	40.0%	14.3%	33.3%	45.0%	54.2%	30.8%	60.0%	12.5%	35.0%	38.9%	5	6	
<b>Total White &amp; Ethnicity Unknown</b>	<b>15</b>	<b>7</b>	<b>11</b>	<b>18</b>	<b>20</b>	<b>6</b>	<b>13</b>	<b>8</b>	<b>10</b>	<b>9</b>											<b>9</b>	<b>9</b>	
<b>% of White &amp; Ethnicity Unknown Degrees Conferred</b>	<b>100.0%</b>	<b>50.0%</b>	<b>61.1%</b>	<b>90.0%</b>	<b>83.3%</b>	<b>46.2%</b>	<b>86.7%</b>	<b>50.0%</b>	<b>50.0%</b>	<b>50.0%</b>													

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

Data Source: Banner Student Enrollment Information.

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# **Arkansas State University-Jonesboro**

**College of Media & Communication**

**Department of Journalism**

**Institutional Assessment of Effectiveness**

**Fall 2004 - Fall 2013**

The Office of Institutional Research & Planning

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# Headcount & Enrollment

## Department of Journalism - Spring 2004 to Fall 2013

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>UNDUPLICATED HEADCOUNT</b>																						
<b>Enrollment by Site</b>																						
Jonesboro Campus	195	182	191	180	193	189	172	147	146	153	99.0%	95.8%	99.0%	98.4%	99.0%	99.0%	99.4%	98.0%	98.0%	98.1%	149	161
All Other Instructional Sites	2	8	2	3	2	2	1	3	3	3	1.0%	4.2%	1.0%	1.6%	1.0%	1.0%	0.6%	2.0%	2.0%	1.9%	3	2
Total Headcount	197	190	193	183	195	191	173	150	149	156											152	164

### STUDENTS BY ENROLLMENT STATUS CATEGORY

New ASU Students											(Percent of New Student Total)										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
First-Time Freshmen	23	36	35	31	32	25	34	16	12	12	60.5%	66.7%	79.5%	66.0%	78.0%	64.1%	69.4%	66.7%	41.4%	60.0%	13	20
Undergraduate Transfers	12	15	7	10	6	5	9	6	5	4	31.6%	27.8%	15.9%	21.3%	14.6%	12.8%	18.4%	25.0%	17.2%	20.0%	5	6
New Graduate Students	3	3	2	6	3	9	6	2	12	4	7.9%	5.6%	4.5%	12.8%	7.3%	23.1%	12.2%	8.3%	41.4%	20.0%	6	7
Total New Students	38	54	44	47	41	39	49	24	29	20											24	32
New Students as a % of Total	19.3%	28.4%	22.8%	25.7%	21.0%	20.4%	28.3%	16.0%	19.5%	12.8%												

Enrollment at Jonesboro & All Other Instructional Sites	Spring Semesters										Percentage										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>UNDUPLICATED HEADCOUNT</b>																						
<b>Enrollment by Site</b>																						
Jonesboro Campus	189	179	170	173	189	199	167	152	148	153	96.9%	99.4%	98.8%	99.4%	99.5%	97.5%	98.8%	96.8%	97.4%	96.2%	151	164
All Other Instructional Sites	6	1	2	1	1	5	2	5	4	6	3.1%	0.6%	1.2%	0.6%	0.5%	2.5%	1.2%	3.2%	2.6%	3.8%	5	4
Total Headcount	195	180	172	174	190	204	169	157	152	159											156	168

### STUDENTS BY ENROLLMENT STATUS CATEGORY

New ASU Students											(Percent of New Student Total)										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
First-Time Freshmen	2	3	0	0	0	6	3	1	2	0	33.3%	50.0%	0.0%	0.0%	0.0%	42.9%	25.0%	20.0%	20.0%	0.0%	1	2
Undergraduate Transfers	4	2	3	2	5	1	4	1	4	3	66.7%	33.3%	100.0%	28.6%	71.4%	7.1%	33.3%	20.0%	40.0%	60.0%	3	3
New Graduate Students	0	1	0	5	2	7	5	3	4	2	0.0%	16.7%	0.0%	71.4%	28.6%	50.0%	41.7%	60.0%	40.0%	40.0%	3	4
Total New Students	6	6	3	7	7	14	12	5	10	5											7	9
New Students as a % of Total	3.1%	3.3%	1.7%	4.0%	3.7%	6.9%	7.1%	3.2%	6.6%	3.1%												

Data Source: Banner Student Enrollment

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# Enrollment by Student Load & Classification

Arkansas State University

Department of Journalism - Fall 2004 to Fall 2013

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>ENROLLMENT BY STUDENT LOAD</b>																						
<i>(Full-time undergraduate course load is 12+ hours; full-time graduate course load is 9+ hours.)</i>																						
<b>Undergraduate Students</b>											<i>(Percent of Undergraduate Total)</i>											
Full-Time	166	151	162	145	165	143	144	124	117	117	87.8%	82.5%	87.6%	83.8%	88.7%	84.1%	92.3%	87.9%	90.7%	86.0%	119	129
Part-Time	23	32	23	28	21	27	12	17	12	19	12.2%	17.5%	12.4%	16.2%	11.3%	15.9%	7.7%	12.1%	9.3%	14.0%	16	17
Full-Time Average Course Load	14.2	14.4	14.5	14.4	14.4	14.4	14.3	14.1	14.4	14.2											14.2	14.3
Part-Time Average Course Load	6.2	6.4	7.0	6.7	7.9	6.6	8.5	7.0	6.6	8.3											7.3	7.4
Average Course Load	13.3	13.0	13.5	13.2	13.7	13.2	13.9	13.3	13.7	13.4											13.4	13.5
<b>Graduate Students</b>											<i>(Percent of Graduate Total)</i>											
Full-Time	2	4	4	3	6	11	8	7	10	10	25.0%	57.1%	50.0%	30.0%	66.7%	52.4%	47.1%	77.8%	50.0%	50.0%	9	9
Part-Time	6	3	4	7	3	10	9	2	10	10	75.0%	42.9%	50.0%	70.0%	33.3%	47.6%	52.9%	22.2%	50.0%	50.0%	7	8
Full-Time Average Course Load	9.0	9.0	9.8	9.0	10.5	9.8	9.5	9.6	10.0	9.9											9.8	9.8
Part-Time Average Course Load	5.0	6.0	5.3	5.6	6.0	5.9	5.7	4.5	4.4	6.0											5.0	5.3
Average Course Load	6.0	7.7	7.5	6.6	9.0	8.0	7.5	8.4	7.2	8.0											7.9	7.8
<b>Total Students</b>											<i>(Percent of Total Headcount)</i>											
Full-Time	168	155	166	148	171	154	152	131	127	127	85.3%	81.6%	86.0%	80.9%	87.7%	80.6%	87.9%	87.3%	85.2%	81.4%	128	138
Part-Time	29	35	27	35	24	37	21	19	22	29	14.7%	18.4%	14.0%	19.1%	12.3%	19.4%	12.1%	12.7%	14.8%	18.6%	23	26
Total Headcount	197	190	193	183	195	191	173	150	149	156											152	164

## ENROLLMENT BY CAREER & CLASSIFICATION

<b>Undergraduate Students</b>											<i>(Percent of Undergraduate Total)</i>											
All Freshmen	42	51	50	44	44	47	55	29	21	25	22.2%	27.9%	27.0%	25.4%	23.7%	27.6%	35.3%	20.6%	16.3%	18.4%	25	35
Sophomore	37	36	41	35	38	29	32	38	24	22	19.6%	19.7%	22.2%	20.2%	20.4%	17.1%	20.5%	27.0%	18.6%	16.2%	28	29
Junior	51	36	40	47	38	36	33	29	44	40	27.0%	19.7%	21.6%	27.2%	20.4%	21.2%	21.2%	20.6%	34.1%	29.4%	38	36
Senior	56	55	52	46	65	54	36	45	40	48	29.6%	30.1%	28.1%	26.6%	34.9%	31.8%	23.1%	31.9%	31.0%	35.3%	44	45
Unclassified Undergraduates	3	5	2	1	1	4	0	0	0	1	1.6%	2.7%	1.1%	0.6%	0.5%	2.4%	0.0%	0.0%	0.0%	0.7%	0	1
Total Undergraduates	189	183	185	173	186	170	156	141	129	136											135	146
<b>Graduate Students</b>											<i>(Percent of Graduate Total)</i>											
Master's	8	7	8	10	9	21	17	9	20	20	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	16	17
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	8	7	8	10	9	21	17	9	20	20											16	17
Undergraduates as a % of Total	95.9%	96.3%	95.9%	94.5%	95.4%	89.0%	90.2%	94.0%	86.6%	87.2%												
Graduates as a % of Total	4.1%	3.7%	4.1%	5.5%	4.6%	11.0%	9.8%	6.0%	13.4%	12.8%												

Data Source: Banner Student Enrollment Information.

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# Enrollment by Gender & Ethnicity

Arkansas State University

Department of Journalism - Fall 2004 to Fall 2013

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>ENROLLMENT BY GENDER &amp; ETHNICITY</b>																						
<b>Male Undergraduate Students</b>																						
	<i>(Percent of Male Undergraduate Total)</i>																					
American Indian	0	0	0	0	0	0	1	1	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	2.4%	0.0%	0.0%	0	0
Asian American	1	1	1	1	0	0	0	0	1	1	1.6%	1.8%	1.9%	1.9%	0.0%	0.0%	0.0%	0.0%	3.2%	2.6%	1	0
African American	7	4	6	9	8	7	5	2	3	6	11.1%	7.3%	11.3%	17.0%	16.0%	11.9%	9.4%	4.9%	9.7%	15.4%	4	5
Hispanic American	0	0	0	0	0	1	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	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
Two or More Races	--	--	--	--	--	0	1	0	0	1	--	--	--	--	0.0%	1.9%	0.0%	0.0%	0.0%	2.6%	0	0
White, Non-Hispanic	54	50	44	43	41	42	41	35	25	25	85.7%	90.9%	83.0%	81.1%	82.0%	71.2%	77.4%	85.4%	80.6%	64.1%	28	34
Ethnicity Unknown	1	0	2	0	0	7	4	1	0	0	1.6%	0.0%	3.8%	0.0%	0.0%	11.9%	7.5%	2.4%	0.0%	0.0%	0	2
Nonresident Alien	0	0	0	0	1	2	1	2	2	6	0.0%	0.0%	0.0%	0.0%	2.0%	3.4%	1.9%	4.9%	6.5%	15.4%	3	3
	<i>(Percent of Total Headcount)</i>																					
Total Male Undergraduates	63	55	53	53	50	59	53	41	31	39	32.0%	28.9%	27.5%	29.0%	25.6%	30.9%	30.6%	27.3%	20.8%	25.0%	37	45
<b>Female Undergraduate Students</b>																						
	<i>(Percent of Female Undergraduate Total)</i>																					
American Indian	1	1	1	1	1	0	0	0	0	0	0.8%	0.8%	0.8%	0.8%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Asian American	0	0	0	0	0	0	0	0	1	1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.0%	1	0
African American	18	21	24	22	33	19	21	14	14	13	14.3%	16.4%	18.2%	18.3%	24.3%	17.1%	20.4%	14.0%	14.3%	13.4%	14	16
Hispanic American	0	0	1	2	3	3	1	3	3	5	0.0%	0.0%	0.8%	1.7%	2.2%	2.7%	1.0%	3.0%	3.1%	5.2%	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
Two or More Races	--	--	--	--	--	2	2	1	1	1	--	--	--	--	1.8%	1.9%	1.0%	1.0%	1.0%	1.0%	1	1
White, Non-Hispanic	104	104	104	92	88	79	69	72	62	54	82.5%	81.3%	78.8%	76.7%	64.7%	71.2%	67.0%	72.0%	63.3%	55.7%	63	67
Ethnicity Unknown	2	1	1	2	10	4	2	2	1	1	1.6%	0.8%	0.8%	1.7%	7.4%	3.6%	1.9%	2.0%	1.0%	1.0%	1	2
Nonresident Alien	1	1	1	1	1	4	8	8	16	22	0.8%	0.8%	0.8%	0.8%	0.7%	3.6%	7.8%	8.0%	16.3%	22.7%	15	12
	<i>(Percent of Total Headcount)</i>																					
Total Female Undergraduates	126	128	132	120	136	111	103	100	98	97	64.0%	67.4%	68.4%	65.6%	69.7%	58.1%	59.5%	66.7%	65.8%	62.2%	98	102
<b>Male Graduate Students</b>																						
	<i>(Percent of Male Graduate Total)</i>																					
American Indian	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Asian American	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
African American	0	0	1	2	1	0	2	0	0	1	0.0%	0.0%	100.0%	50.0%	25.0%	0.0%	33.3%	0.0%	0.0%	7.7%	0	1
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
Two or More Races	--	--	--	--	--	0	0	0	0	0	--	--	--	--	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
White, Non-Hispanic	1	1	0	0	0	3	1	1	4	4	100.0%	100.0%	0.0%	0.0%	0.0%	30.0%	16.7%	50.0%	40.0%	30.8%	3	3
Ethnicity Unknown	0	0	0	0	0	1	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0	0
Nonresident Alien	0	0	0	2	3	6	3	1	6	8	0.0%	0.0%	0.0%	50.0%	75.0%	60.0%	50.0%	50.0%	60.0%	61.5%	5	5
	<i>(Percent of Total Headcount)</i>																					
Total Male Graduates	1	1	1	4	4	10	6	2	10	13	0.5%	0.5%	0.5%	2.2%	2.1%	5.2%	3.5%	1.3%	6.7%	8.3%	8	8
<b>Female Graduate Students</b>																						
	<i>(Percent of Female Graduate Total)</i>																					
American Indian	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Asian American	0	0	0	0	0	1	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%	0	0
African American	1	4	4	2	1	1	3	2	3	1	14.3%	66.7%	57.1%	33.3%	20.0%	9.1%	27.3%	28.6%	30.0%	14.3%	2	2
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
Two or More Races	--	--	--	--	--	0	0	0	0	0	--	--	--	--	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
White, Non-Hispanic	6	1	3	4	4	3	3	1	4	4	85.7%	16.7%	42.9%	66.7%	80.0%	27.3%	27.3%	14.3%	40.0%	57.1%	3	3
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	1	0	0	0	6	5	4	3	2	0.0%	16.7%	0.0%	0.0%	0.0%	54.5%	45.5%	57.1%	30.0%	28.6%	3	4
	<i>(Percent of Total Headcount)</i>																					
Total Female Graduates	7	6	7	6	5	11	11	7	10	7	3.6%	3.2%	3.6%	3.3%	2.6%	5.8%	6.4%	4.7%	6.7%	4.5%	8	9

Data Source: Banner Student Enrollment Information.

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# Enrollment by Gender, Ethnicity, Age & Applications

Arkansas State University

Department of Journalism - Fall 2004 to Fall 2013

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>ENROLLMENT BY GENDER &amp; ETHNICITY</b>																						
<b>Total Students by Gender</b>																						
Male	64	56	54	57	54	69	59	43	41	52	<i>(Percent of Total Headcount)</i>										45	53
Female	133	134	139	126	141	122	114	107	108	104	32.5%	29.5%	28.0%	31.1%	27.7%	36.1%	34.1%	28.7%	27.5%	33.3%	106	111
<b>Total Students by Ethnicity</b>																						
American Indian	1	1	1	1	1	0	1	1	0	0	<i>(Percent of Total Headcount)</i>										0	0
Asian American	1	1	1	1	0	1	0	0	2	2	0.5%	0.5%	0.5%	0.5%	0.0%	0.5%	0.0%	0.0%	1.3%	1.3%	1	1
African American	26	29	35	35	43	27	31	18	20	21	13.2%	15.3%	18.1%	19.1%	22.1%	14.1%	17.9%	12.0%	13.4%	13.5%	20	23
Hispanic American	0	0	1	2	3	4	1	3	3	5	0.0%	0.0%	0.5%	1.1%	1.5%	2.1%	0.6%	2.0%	2.0%	3.2%	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%	0	0
Two or More Races	0	0	0	0	0	2	3	1	1	2	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.7%	0.7%	0.7%	1.3%	1	2
White, Non-Hispanic	165	156	151	139	133	127	114	109	95	87	83.8%	82.1%	78.2%	76.0%	68.2%	66.5%	65.9%	72.7%	63.8%	55.8%	97	106
Ethnicity Unknown	3	1	3	2	10	12	6	3	1	1	1.5%	0.5%	1.6%	1.1%	5.1%	6.3%	3.5%	2.0%	0.7%	0.6%	2	5
Nonresident Alien	1	2	1	3	5	18	17	15	27	38	0.5%	1.1%	0.5%	1.6%	2.6%	9.4%	9.8%	10.0%	18.1%	24.4%	27	23
<b>Total Minorities* as a % of Total</b>	<b>14.2%</b>	<b>16.3%</b>	<b>19.7%</b>	<b>21.3%</b>	<b>24.1%</b>	<b>17.8%</b>	<b>20.8%</b>	<b>15.3%</b>	<b>17.4%</b>	<b>19.2%</b>												

## AGE OF STUDENTS

<b>Under 25</b>																						
Undergraduate	163	153	160	146	163	151	142	125	119	120	<i>(Percent of Total Headcount)</i>										121	131
Graduate	2	6	5	5	5	13	7	4	8	9	1.0%	3.2%	2.6%	2.7%	2.6%	6.8%	4.0%	2.7%	5.4%	5.8%	7	8
<b>25 &amp; Older</b>																						
Undergraduate	26	30	25	27	23	19	14	16	10	16	<i>(Percent of Total Headcount)</i>										14	15
Graduate	6	1	3	5	4	8	10	5	12	11	3.0%	0.5%	1.6%	2.7%	2.1%	4.2%	5.8%	3.3%	8.1%	7.1%	9	9
<b>25 &amp; Older Students as a % of Total</b>	<b>16.2%</b>	<b>16.3%</b>	<b>14.5%</b>	<b>17.5%</b>	<b>13.8%</b>	<b>14.1%</b>	<b>13.9%</b>	<b>14.0%</b>	<b>14.8%</b>	<b>17.3%</b>												

## APPLICATIONS

<b>First-Time Freshmen</b>																						
Applied	71	74	68	71	68	55	88	60	40	46	<i>(As a Percent of Applied)</i>										49	58
Admitted	43	52	55	58	57	46	59	34	28	28	60.6%	70.3%	80.9%	81.7%	83.8%	83.6%	67.0%	56.7%	70.0%	60.9%	30	39
Enrolled	23	36	35	31	32	25	34	16	12	12	32.4%	48.6%	51.5%	43.7%	47.1%	45.5%	38.6%	26.7%	30.0%	26.1%	13	20
<b>Undergraduate Transfers</b>																						
Applied	17	24	17	13	11	11	12	20	12	10	<i>(As a Percent of Applied)</i>										14	13
Admitted	14	17	10	10	8	9	10	14	7	8	82.4%	70.8%	58.8%	76.9%	72.7%	81.8%	83.3%	70.0%	58.3%	80.0%	10	10
Enrolled	12	15	7	10	6	5	9	6	5	4	70.6%	62.5%	41.2%	76.9%	54.5%	45.5%	75.0%	30.0%	41.7%	40.0%	5	6
<b>New Graduates</b>																						
Applied	3	4	5	9	11	16	22	10	18	10	<i>(As a Percent of Applied)</i>										13	15
Admitted	3	4	2	6	10	15	15	8	16	5	100.0%	100.0%	40.0%	66.7%	90.9%	93.8%	68.2%	80.0%	88.9%	50.0%	10	12
Enrolled	3	3	2	6	3	9	6	2	12	4	100.0%	75.0%	40.0%	66.7%	27.3%	56.3%	27.3%	20.0%	66.7%	40.0%	6	7

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

Data Source: Banner Student Enrollment Information.

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# Enrollment by Geographic Origin

Arkansas State University

Department of Journalism - Fall 2004 to Fall 2013

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages		
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year	
<b>ENROLLMENT BY GEOGRAPHIC ORIGIN</b>																							
<b>Undergraduate Students</b>																							
	(Percent of Undergraduate Total)																						
Arkansas	168	160	162	153	164	151	131	121	100	96	88.9%	87.4%	87.6%	88.4%	88.2%	88.8%	84.0%	85.8%	77.5%	70.6%	106	120	
Missouri	9	8	12	12	9	6	5	4	4	4	4.8%	4.4%	6.5%	6.9%	4.8%	3.5%	3.2%	2.8%	3.1%	2.9%	4	5	
Tennessee	3	7	6	1	4	2	3	3	4	2	1.6%	3.8%	3.2%	0.6%	2.2%	1.2%	1.9%	2.1%	3.1%	1.5%	3	3	
Other U.S. States/Territories	8	7	4	6	7	5	8	3	3	6	4.2%	3.8%	2.2%	3.5%	3.8%	2.9%	5.1%	2.1%	2.3%	4.4%	4	5	
Foreign	1	1	1	1	2	6	9	10	18	28	0.5%	0.5%	0.5%	0.6%	1.1%	3.5%	5.8%	7.1%	14.0%	20.6%	19	14	
<b>Graduate Students</b>																							
	(Percent of Graduate Total)																						
Arkansas	7	4	4	8	6	8	6	2	9	7	87.5%	57.1%	50.0%	80.0%	66.7%	38.1%	35.3%	22.2%	45.0%	35.0%	6	6	
Missouri	1	0	0	0	0	0	1	1	1	1	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	11.1%	5.0%	5.0%	1	1	
Tennessee	0	1	2	0	0	0	0	0	0	0	0.0%	14.3%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0	
Other U.S. States/Territories	0	1	2	0	0	1	2	1	1	2	0.0%	14.3%	25.0%	0.0%	0.0%	4.8%	11.8%	11.1%	5.0%	10.0%	1	1	
Foreign	0	1	0	2	3	12	8	5	9	10	0.0%	14.3%	0.0%	20.0%	33.3%	57.1%	47.1%	55.6%	45.0%	50.0%	8	9	
<b>Total Students</b>																							
	(Percent of Total Headcount)																						
Arkansas	175	164	166	161	170	159	137	123	109	103	88.8%	86.3%	86.0%	88.0%	87.2%	83.2%	79.2%	82.0%	73.2%	66.0%	112	126	
Missouri	10	8	12	12	9	6	6	5	5	5	5.1%	4.2%	6.2%	6.6%	4.6%	3.1%	3.5%	3.3%	3.4%	3.2%	5	5	
Tennessee	3	8	8	1	4	2	3	3	4	2	1.5%	4.2%	4.1%	0.5%	2.1%	1.0%	1.7%	2.0%	2.7%	1.3%	3	3	
Other U.S. States/Territories	8	8	6	6	7	6	10	4	4	8	4.1%	4.2%	3.1%	3.3%	3.6%	3.1%	5.8%	2.7%	2.7%	5.1%	5	6	
Total Out-of-State	21	24	26	19	20	14	19	12	13	15	10.7%	12.6%	13.5%	10.4%	10.3%	7.3%	11.0%	8.0%	8.7%	9.6%	13	15	
Foreign	1	2	1	3	5	18	17	15	27	38	0.5%	1.1%	0.5%	1.6%	2.6%	9.4%	9.8%	10.0%	18.1%	24.4%	27	23	

## ENROLLMENT FROM SELECTED U.S. COUNTIES

<b>Arkansas</b>																							
	(Percent of Arkansas Total)																						
Craighead	52	56	63	45	61	46	44	34	28	22	29.7%	34.1%	38.0%	28.0%	35.9%	28.9%	32.1%	27.6%	25.7%	21.4%	28	35	
Crittenden	4	3	5	3	2	1	3	4	5	3	2.3%	1.8%	3.0%	1.9%	1.2%	0.6%	2.2%	3.3%	4.6%	2.9%	4	3	
Cross	2	3	4	3	4	6	5	6	5	4	1.1%	1.8%	2.4%	1.9%	2.4%	3.8%	3.6%	4.9%	4.6%	3.9%	5	5	
Greene	16	11	15	8	6	8	3	7	5	7	9.1%	6.7%	9.0%	5.0%	3.5%	5.0%	2.2%	5.7%	4.6%	6.8%	6	6	
Independence	1	2	4	3	3	1	2	3	5	3	0.6%	1.2%	2.4%	1.9%	1.8%	0.6%	1.5%	2.4%	4.6%	2.9%	4	3	
Mississippi	7	6	4	4	7	6	5	5	2	2	4.0%	3.7%	2.4%	2.5%	4.1%	3.8%	3.6%	4.1%	1.8%	1.9%	3	4	
Poinsett	4	5	5	9	12	8	7	4	2	3	2.3%	3.0%	3.0%	5.6%	7.1%	5.0%	5.1%	3.3%	1.8%	2.9%	3	5	
Pulaski	11	10	12	20	18	14	12	6	8	8	6.3%	6.1%	7.2%	12.4%	10.6%	8.8%	8.8%	4.9%	7.3%	7.8%	7	10	
St. Francis	4	2	3	2	4	4	4	2	0	1	2.3%	1.2%	1.8%	1.2%	2.4%	2.5%	2.9%	1.6%	0.0%	1.0%	1	2	
White	2	2	2	1	3	3	2	5	2	5	1.1%	1.2%	1.2%	0.6%	1.8%	1.9%	1.5%	4.1%	1.8%	4.9%	4	3	
Other Arkansas Counties	72	64	49	63	50	62	50	47	47	45	41.1%	39.0%	29.5%	39.1%	29.4%	39.0%	36.5%	38.2%	43.1%	43.7%	46	50	
<b>Missouri</b>																							
	(Percent of Missouri Total)																						
Dunklin	1	1	2	1	2	3	2	2	2	0	10.0%	12.5%	16.7%	8.3%	22.2%	50.0%	33.3%	40.0%	40.0%	0.0%	1	2	
Pemiscot	1	1	1	3	2	0	1	1	0	0	10.0%	12.5%	8.3%	25.0%	22.2%	0.0%	16.7%	20.0%	0.0%	0.0%	0	0	
Other Missouri Counties	8	6	9	8	5	3	3	2	3	5	80.0%	75.0%	75.0%	66.7%	55.6%	50.0%	50.0%	40.0%	60.0%	100.0%	3	3	
<b>Tennessee</b>																							
	(Percent of Tennessee Total)																						
Shelby	3	8	8	1	2	1	2	3	4	2	100.0%	100.0%	100.0%	100.0%	50.0%	50.0%	66.7%	100.0%	100.0%	100.0%	3	2	
Other Tennessee Counties	0	0	0	0	2	1	1	0	0	0	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	33.3%	0.0%	0.0%	0.0%	0	0	

Data Source: Banner Student Enrollment Information.

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# ACT Scores, Remediation, Parent Educational Attainment & Housing

Arkansas State University

Jonesboro Campus

Department of Journalism - Fall 2004 to Fall 2013

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>FIRST-TIME FRESHMEN BY COMPOSITE ACT SCORE RANGE</b>																						
	(Percent of First-Time Freshmen Total)																					
Composite 30 - 36	0	1	1	1	2	2	1	0	0	1	0.0%	2.8%	2.9%	3.2%	6.3%	8.0%	2.9%	0.0%	0.0%	8.3%	0	1
Composite 24 - 29	5	13	14	10	11	8	14	8	6	5	21.7%	36.1%	40.0%	32.3%	34.4%	32.0%	41.2%	50.0%	50.0%	41.7%	6	8
Composite 19 - 23	11	16	14	15	12	13	13	7	4	6	47.8%	44.4%	40.0%	48.4%	37.5%	52.0%	38.2%	43.8%	33.3%	50.0%	6	9
Composite Below 19	7	5	6	4	5	0	4	0	0	0	30.4%	13.9%	17.1%	12.9%	15.6%	0.0%	11.8%	0.0%	0.0%	0.0%	0	1
ASSET/Compass/SAT*	0	1	0	1	2	2	2	1	2	0	0.0%	2.8%	0.0%	3.2%	6.3%	8.0%	5.9%	6.3%	16.7%	0.0%	1	1
Average ACT Composite Score	20.5	22.8	22.6	22.4	22.5	23.3	23.2	23.8	24.6	24.7											24.4	23.9

<b>FIRST-TIME FRESHMEN REQUIRING REMEDIATION</b>																						
	(Percent of First-Time Freshmen Total)																					
English Remediation	4	5	5	3	4	2	3	1	1	0	17.4%	13.9%	14.3%	9.7%	12.5%	8.0%	8.8%	6.3%	8.3%	0.0%	1	1
Mathematics Remediation	8	17	13	13	13	5	10	4	0	2	34.8%	47.2%	37.1%	41.9%	40.6%	20.0%	29.4%	25.0%	0.0%	16.7%	2	4
Reading Remediation	5	5	3	5	6	2	3	1	2	0	21.7%	13.9%	8.6%	16.1%	18.8%	8.0%	8.8%	6.3%	16.7%	0.0%	1	2
Total Unduplicated Remedial	9	17	13	13	14	8	10	5	2	2	39.1%	47.2%	37.1%	41.9%	43.8%	32.0%	29.4%	31.3%	16.7%	16.7%	3	5

<b>FIRST-TIME FRESHMEN BY EDUCATIONAL ATTAINMENT OF PARENTS</b>																						
	(Percent of First-Time Freshmen Total)																					
Less Than High School	1	2	0	1	1	0	0	0	0	0	4.3%	5.6%	0.0%	3.2%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
High School	8	6	11	8	11	5	3	1	2	1	34.8%	16.7%	31.4%	25.8%	34.4%	20.0%	8.8%	6.3%	16.7%	8.3%	1	2
Attended College	10	5	13	7	9	13	15	5	3	5	43.5%	13.9%	37.1%	22.6%	28.1%	52.0%	44.1%	31.3%	25.0%	41.7%	4	8
College Degree	4	15	7	11	8	5	13	8	5	6	17.4%	41.7%	20.0%	35.5%	25.0%	20.0%	38.2%	50.0%	41.7%	50.0%	6	7
Unknown	0	8	4	4	3	2	3	2	2	0	0.0%	22.2%	11.4%	12.9%	9.4%	8.0%	8.8%	12.5%	16.7%	0.0%	1	2
% of First-Time Freshmen Whose Parent(s) Have Not Earned A College Degree	82.6%	46.4%	77.4%	59.3%	72.4%	78.3%	58.1%	42.9%	50.0%	50.0%												

<b>OCCUPANCY OF UNIVERSITY HOUSING</b>																						
	(Percent of Total Headcount)																					
Residence Halls	45	38	52	40	50	47	53	46	31	42	22.8%	20.0%	26.9%	21.9%	25.6%	24.6%	30.6%	30.7%	20.8%	26.9%	40	44
University Apartments	15	18	17	22	23	18	19	18	17	25	7.6%	9.5%	8.8%	12.0%	11.8%	9.4%	11.0%	12.0%	11.4%	16.0%	20	19
Other University Housing	0	0	0	1	2	0	0	0	0	0	0.0%	0.0%	0.0%	0.5%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
University Housing Occupants as a % of Total Headcount	30.5%	29.5%	35.8%	34.4%	38.5%	34.0%	41.6%	42.7%	32.2%	42.9%												

Data Source: Banner Student Enrollment Information.

\*Could include students without test scores.

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# Degrees Conferred

Arkansas State University

Department of Journalism - Fiscal Years 2003-2004 to 2012-2013

Jonesboro Campus

Degrees Conferred at Jonesboro & All Other Instructional Sites	Fiscal Years											Percentage										Averages	
	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	3 Year	5 Year	
<b>DEGREES CONFERRED BY DEGREE LEVEL</b>																							
	(Percent of Total Degrees Conferred)																						
Associate Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
Baccalaureate Degrees	46	41	35	43	33	47	47	22	30	31	90.2%	93.2%	97.2%	91.5%	97.1%	90.4%	90.4%	75.9%	78.9%	88.6%	28	35	
Master's Degrees	5	3	1	4	1	5	5	7	8	4	9.8%	6.8%	2.8%	8.5%	2.9%	9.6%	9.6%	24.1%	21.1%	11.4%	6	6	
Specialist Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
Doctoral Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
Total Degrees Conferred	51	44	36	47	34	52	52	29	38	35											34	41	
% of Undergraduate Degrees Conferred	90.2%	93.2%	97.2%	91.5%	97.1%	90.4%	90.4%	75.9%	78.9%	88.6%													

## DEGREES CONFERRED BY ETHNIC ORIGIN & GENDER

### Total Known Minorities\*

	Fiscal Years											Percentage										Averages	
	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	3 Year	5 Year	
(Percent of Total Degrees Conferred)																							
Male	1	0	0	0	3	1	2	1	1	0	2.0%	0.0%	0.0%	0.0%	8.8%	1.9%	3.8%	3.4%	2.6%	0.0%	1	1	
Female	5	2	3	7	2	5	11	5	4	2	9.8%	4.5%	8.3%	14.9%	5.9%	9.6%	21.2%	17.2%	10.5%	5.7%	4	5	
Total Minorities	6	2	3	7	5	6	13	6	5	2											4	6	
% of Minorities Degrees Conferred	11.8%	4.5%	8.3%	14.9%	14.7%	11.5%	25.0%	20.7%	13.2%	5.7%													

### Total Nonresident Aliens

	Fiscal Years											Percentage										Averages	
	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	3 Year	5 Year	
(Percent of Total Degrees Conferred)																							
Male	0	0	0	0	0	1	1	2	2	0	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	1.9%	6.9%	5.3%	0.0%	1	1	
Female	2	0	1	0	0	0	0	3	4	3	3.9%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	10.3%	10.5%	8.6%	3	2	
Total Nonresident Aliens	2	0	1	0	0	1	1	5	6	3											5	3	
% of Nonresident Aliens Degrees Conferred	3.9%	0.0%	2.8%	0.0%	0.0%	1.9%	1.9%	17.2%	15.8%	8.6%													

### Total White, Non-Hispanic; & Ethnicity Unknown

	Fiscal Years											Percentage										Averages	
	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	3 Year	5 Year	
(Percent of Total Degrees Conferred)																							
Male	11	13	12	10	9	16	11	6	11	4	21.6%	29.5%	33.3%	21.3%	26.5%	30.8%	21.2%	20.7%	28.9%	11.4%	7	10	
Female	32	29	20	30	20	29	27	12	16	26	62.7%	65.9%	55.6%	63.8%	58.8%	55.8%	51.9%	41.4%	42.1%	74.3%	18	22	
Total White & Ethnicity Unknown	43	42	32	40	29	45	38	18	27	30											25	32	
% of White & Ethnicity Unknown Degrees Conferred	84.3%	95.5%	88.9%	85.1%	85.3%	86.5%	73.1%	62.1%	71.1%	85.7%													

\*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.

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# **Arkansas State University-Jonesboro**

## **College of Media & Communication** **Department of Radio & Television** **Institutional Assessment of Effectiveness** **Fall 2004 - Fall 2013**

The Office of Institutional Research & Planning  
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# Headcount & Enrollment

## Department of Radio & Television - Spring 2004 to Fall 2013

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>UNDUPLICATED HEADCOUNT</b>																						
<b>Enrollment by Site</b>																						
Jonesboro Campus	180	171	166	170	167	172	176	180	165	139	<i>(Percent of Total Headcount)</i>										161	166
All Other Instructional Sites	2	4	2	1	1	1	1	2	3	1	98.9%	97.7%	98.8%	99.4%	99.4%	99.4%	99.4%	98.9%	98.2%	99.3%	2	2
Total Headcount	182	175	168	171	168	173	177	182	168	140	1.1%	2.3%	1.2%	0.6%	0.6%	0.6%	0.6%	1.1%	1.8%	0.7%	163	168

### STUDENTS BY ENROLLMENT STATUS CATEGORY

New ASU Students											<i>(Percent of New Student Total)</i>											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
First-Time Freshmen	35	25	27	28	33	26	31	23	11	15	76.1%	73.5%	67.5%	68.3%	62.3%	51.0%	59.6%	45.1%	30.6%	48.4%	16	21
Undergraduate Transfers	8	5	9	8	10	7	6	6	6	4	17.4%	14.7%	22.5%	19.5%	18.9%	13.7%	11.5%	11.8%	16.7%	12.9%	5	6
New Graduate Students	3	4	4	5	10	18	15	22	19	12	6.5%	11.8%	10.0%	12.2%	18.9%	35.3%	28.8%	43.1%	52.8%	38.7%	18	17
Total New Students	46	34	40	41	53	51	52	51	36	31											39	44
New Students as a % of Total	25.3%	19.4%	23.8%	24.0%	31.5%	29.5%	29.4%	28.0%	21.4%	22.1%												

Enrollment at Jonesboro & All Other Instructional Sites	Spring Semesters										Percentage										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>UNDUPLICATED HEADCOUNT</b>																						
<b>Enrollment by Site</b>																						
Jonesboro Campus	162	181	154	149	144	143	149	160	161	175	<i>(Percent of Total Headcount)</i>										165	158
All Other Instructional Sites	1	0	2	1	1	1	2	4	4	0	99.4%	100.0%	98.7%	99.3%	99.3%	99.3%	98.7%	97.6%	97.6%	100.0%	3	2
Total Headcount	163	181	156	150	145	144	151	164	165	175	0.6%	0.0%	1.3%	0.7%	0.7%	0.7%	1.3%	2.4%	2.4%	0.0%	168	160

### STUDENTS BY ENROLLMENT STATUS CATEGORY

New ASU Students											<i>(Percent of New Student Total)</i>											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
First-Time Freshmen	5	0	0	1	0	2	0	0	0	0	62.5%	0.0%	0.0%	20.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0	0
Undergraduate Transfers	2	5	1	2	1	1	2	1	3	4	25.0%	71.4%	25.0%	40.0%	50.0%	16.7%	22.2%	6.7%	27.3%	30.8%	3	2
New Graduate Students	1	2	3	2	1	3	7	14	8	9	12.5%	28.6%	75.0%	40.0%	50.0%	50.0%	77.8%	93.3%	72.7%	69.2%	10	8
Total New Students	8	7	4	5	2	6	9	15	11	13											13	11
New Students as a % of Total	4.9%	3.9%	2.6%	3.3%	1.4%	4.2%	6.0%	9.1%	6.7%	7.4%												

Data Source: Banner Student Enrollment

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# Enrollment by Student Load & Classification

Arkansas State University

Department of Radio & Television - Fall 2004 to Fall 2013

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>ENROLLMENT BY STUDENT LOAD</b>																						
<i>(Full-time undergraduate course load is 12+ hours; full-time graduate course load is 9+ hours.)</i>																						
<b>Undergraduate Students</b>											<i>(Percent of Undergraduate Total)</i>											
Full-Time	162	155	147	151	141	128	127	118	107	95	91.5%	92.8%	91.9%	95.0%	94.0%	86.5%	89.4%	89.4%	89.9%	88.0%	107	115
Part-Time	15	12	13	8	9	20	15	14	12	13	8.5%	7.2%	8.1%	5.0%	6.0%	13.5%	10.6%	10.6%	10.1%	12.0%	13	15
Full-Time Average Course Load	14.4	14.5	14.3	14.6	14.3	14.3	13.9	14.2	14.6	14.7											14.5	14.3
Part-Time Average Course Load	6.1	6.5	6.9	7.9	7.9	8.5	7.4	8.1	6.8	8.5											7.8	7.9
Average Course Load	13.7	13.9	13.7	14.3	14.0	13.5	13.2	13.6	13.8	13.9											13.8	13.6
<b>Graduate Students</b>											<i>(Percent of Graduate Total)</i>											
Full-Time	1	4	6	5	10	11	20	27	28	17	20.0%	50.0%	75.0%	41.7%	55.6%	44.0%	57.1%	54.0%	57.1%	53.1%	24	21
Part-Time	4	4	2	7	8	14	15	23	21	15	80.0%	50.0%	25.0%	58.3%	44.4%	56.0%	42.9%	46.0%	42.9%	46.9%	20	18
Full-Time Average Course Load	9.0	9.8	10.2	9.0	9.1	10.7	10.4	10.6	10.5	10.2											10.5	10.5
Part-Time Average Course Load	4.5	6.0	4.5	4.9	5.6	6.1	6.0	5.5	5.1	5.4											5.3	5.6
Average Course Load	5.4	7.9	8.8	6.6	7.6	8.1	8.5	8.2	7.1	8.0											7.8	8.0
<b>Total Students</b>											<i>(Percent of Total Headcount)</i>											
Full-Time	163	159	153	156	151	139	147	145	135	112	89.6%	90.9%	91.1%	91.2%	89.9%	80.3%	83.1%	79.7%	80.4%	80.0%	131	136
Part-Time	19	16	15	15	17	34	30	37	33	28	10.4%	9.1%	8.9%	8.8%	10.1%	19.7%	16.9%	20.3%	19.6%	20.0%	33	32
Total Headcount	182	175	168	171	168	173	177	182	168	140											163	168

## ENROLLMENT BY CAREER & CLASSIFICATION

<b>Undergraduate Students</b>											<i>(Percent of Undergraduate Total)</i>											
All Freshmen	59	48	45	50	55	49	48	37	18	20	33.3%	28.7%	28.1%	31.4%	36.7%	33.1%	33.8%	28.0%	15.1%	18.5%	25	34
Sophomore	42	41	36	34	26	35	35	32	33	17	23.7%	24.6%	22.5%	21.4%	17.3%	23.6%	24.6%	24.2%	27.7%	15.7%	27	30
Junior	31	34	37	35	34	22	33	33	27	35	17.5%	20.4%	23.1%	22.0%	22.7%	14.9%	23.2%	25.0%	22.7%	32.4%	32	30
Senior	44	42	40	38	34	42	26	30	41	35	24.9%	25.1%	25.0%	23.9%	22.7%	28.4%	18.3%	22.7%	34.5%	32.4%	35	35
Unclassified Undergraduates	1	2	2	2	1	0	0	0	0	1	0.6%	1.2%	1.3%	1.3%	0.7%	0.0%	0.0%	0.0%	0.0%	0.9%	0	0
Total Undergraduates	177	167	160	159	150	148	142	132	119	108											120	130
<b>Graduate Students</b>											<i>(Percent of Graduate Total)</i>											
Master's	5	8	8	12	18	25	35	50	49	32	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	44	38
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	5	8	8	12	18	25	35	50	49	32											44	38
Undergraduates as a % of Total	97.3%	95.4%	95.2%	93.0%	89.3%	85.5%	80.2%	72.5%	70.8%	77.1%												
Graduates as a % of Total	2.7%	4.6%	4.8%	7.0%	10.7%	14.5%	19.8%	27.5%	29.2%	22.9%												

Data Source: Banner Student Enrollment Information.

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# Enrollment by Gender & Ethnicity

Arkansas State University

Department of Radio & Television - Fall 2004 to Fall 2013

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>ENROLLMENT BY GENDER &amp; ETHNICITY</b>																						
<b>Male Undergraduate Students</b>																						
											<i>(Percent of Male Undergraduate Total)</i>											
American Indian	1	1	1	1	0	1	1	1	1	0	1.0%	1.1%	1.1%	1.1%	0.0%	1.3%	1.3%	1.4%	1.7%	0.0%	1	1
Asian 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%	1.4%	1.7%	0.0%	1	0
African American	23	15	15	16	13	13	19	14	13	13	23.7%	16.7%	17.0%	17.8%	17.1%	16.5%	25.3%	19.4%	22.0%	23.6%	13	14
Hispanic American	1	1	1	1	1	1	0	1	2	2	1.0%	1.1%	1.1%	1.1%	1.3%	1.3%	0.0%	1.4%	3.4%	3.6%	2	1
Native Hawaiian/Pacific Islander	--	--	--	--	--	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	1	0	1	--	--	--	--	0.0%	1.3%	1.4%	0.0%	1.8%		1	1
White, Non-Hispanic	70	70	68	68	56	57	51	48	38	35	72.2%	77.8%	77.3%	75.6%	73.7%	72.2%	68.0%	66.7%	64.4%	63.6%	40	46
Ethnicity Unknown	1	2	2	3	4	5	1	2	0	0	1.0%	2.2%	2.3%	3.3%	5.3%	6.3%	1.3%	2.8%	0.0%	0.0%	1	2
Nonresident Alien	1	1	1	1	2	2	2	4	4	4	1.0%	1.1%	1.1%	1.1%	2.6%	2.5%	2.7%	5.6%	6.8%	7.3%	4	3
											<i>(Percent of Total Headcount)</i>											
Total Male Undergraduates	97	90	88	90	76	79	75	72	59	55	53.3%	51.4%	52.4%	52.6%	45.2%	45.7%	42.4%	39.6%	35.1%	39.3%	62	68
<b>Female Undergraduate Students</b>																						
											<i>(Percent of Female Undergraduate 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	1	1	1	0	1	0	0	0	0.0%	0.0%	1.4%	1.4%	1.4%	0.0%	1.5%	0.0%	0.0%	0.0%	0	0
African American	28	30	27	27	27	29	29	25	20	16	35.0%	39.0%	37.5%	39.1%	36.5%	42.0%	43.3%	41.7%	33.3%	30.2%	20	24
Hispanic American	0	0	0	0	2	3	4	3	2	0	0.0%	0.0%	0.0%	0.0%	2.7%	4.3%	6.0%	5.0%	3.3%	0.0%	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
Two or More Races	--	--	--	--	--	0	2	0	1	3	--	--	--	--	0.0%	3.0%	0.0%	0.0%	1.7%	5.7%	1	1
White, Non-Hispanic	50	47	44	40	38	30	26	27	31	30	62.5%	61.0%	61.1%	58.0%	51.4%	43.5%	38.8%	45.0%	51.7%	56.6%	29	29
Ethnicity Unknown	2	0	0	1	6	5	3	2	1	1	2.5%	0.0%	0.0%	1.4%	8.1%	7.2%	4.5%	3.3%	1.7%	1.9%	1	2
Nonresident Alien	0	0	0	0	0	2	2	3	5	3	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	3.0%	5.0%	8.3%	5.7%	4	3
											<i>(Percent of Total Headcount)</i>											
Total Female Undergraduates	80	77	72	69	74	69	67	60	60	53	44.0%	44.0%	42.9%	40.4%	44.0%	39.9%	37.9%	33.0%	35.7%	37.9%	58	62
<b>Male Graduate Students</b>																						
											<i>(Percent of Male Graduate Total)</i>											
American Indian	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Asian American	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
African American	0	0	2	2	5	5	4	9	11	7	0.0%	0.0%	66.7%	50.0%	62.5%	50.0%	36.4%	36.0%	42.3%	41.2%	9	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
Two or More Races	--	--	--	--	--	0	0	0	0	0	--	--	--	--	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
White, Non-Hispanic	1	2	0	1	2	2	1	6	5	4	50.0%	66.7%	0.0%	25.0%	25.0%	20.0%	9.1%	24.0%	19.2%	23.5%	5	4
Ethnicity Unknown	0	0	0	1	0	0	1	1	0	0	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	9.1%	4.0%	0.0%	0.0%	0	0
Nonresident Alien	1	1	1	0	1	3	5	9	10	6	50.0%	33.3%	33.3%	0.0%	12.5%	30.0%	45.5%	36.0%	38.5%	35.3%	8	7
											<i>(Percent of Total Headcount)</i>											
Total Male Graduates	2	3	3	4	8	10	11	25	26	17	1.1%	1.7%	1.8%	2.3%	4.8%	5.8%	6.2%	13.7%	15.5%	12.1%	23	18
<b>Female Graduate Students</b>																						
											<i>(Percent of Female Graduate Total)</i>											
American Indian	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Asian American	0	0	0	0	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	2	3	5	6	6	12	13	11	5	0.0%	40.0%	60.0%	62.5%	60.0%	40.0%	50.0%	52.0%	47.8%	33.3%	10	9
Hispanic American	0	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%	0.0%	6.7%	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
Two or More Races	--	--	--	--	--	1	0	0	0	0	--	--	--	--	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
White, Non-Hispanic	1	2	1	2	1	1	2	1	2	3	33.3%	40.0%	20.0%	25.0%	10.0%	6.7%	8.3%	4.0%	8.7%	20.0%	2	2
Ethnicity Unknown	0	0	1	0	0	0	0	0	0	0	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Nonresident Alien	2	1	0	1	3	7	10	11	10	6	66.7%	20.0%	0.0%	12.5%	30.0%	46.7%	41.7%	44.0%	43.5%	40.0%	9	9
											<i>(Percent of Total Headcount)</i>											
Total Female Graduates	3	5	5	8	10	15	24	25	23	15	1.6%	2.9%	3.0%	4.7%	6.0%	8.7%	13.6%	13.7%	13.7%	10.7%	21	20

Data Source: Banner Student Enrollment Information.

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# Enrollment by Gender, Ethnicity, Age & Applications

Arkansas State University

Department of Radio & Television - Fall 2004 to Fall 2013

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>ENROLLMENT BY GENDER &amp; ETHNICITY</b>																						
<b>Total Students by Gender</b>																						
(Percent of Total Headcount)																						
Male	99	93	91	94	84	89	86	97	85	72	54.4%	53.1%	54.2%	55.0%	50.0%	51.4%	48.6%	53.3%	50.6%	51.4%	85	86
Female	83	82	77	77	84	84	91	85	83	68	45.6%	46.9%	45.8%	45.0%	50.0%	48.6%	51.4%	46.7%	49.4%	48.6%	79	82
<b>Total Students by Ethnicity</b>																						
(Percent of Total Headcount)																						
American Indian	1	1	1	1	0	1	1	1	1	0	0.5%	0.6%	0.6%	0.6%	0.0%	0.6%	0.6%	0.5%	0.6%	0.0%	1	1
Asian American	0	0	1	1	1	0	1	1	1	0	0.0%	0.0%	0.6%	0.6%	0.6%	0.0%	0.6%	0.5%	0.6%	0.0%	1	1
African American	51	47	47	50	51	53	64	61	55	41	28.0%	26.9%	28.0%	29.2%	30.4%	30.6%	36.2%	33.5%	32.7%	29.3%	52	55
Hispanic American	1	1	1	1	3	4	4	4	4	3	0.5%	0.6%	0.6%	0.6%	1.8%	2.3%	2.3%	2.2%	2.4%	2.1%	4	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%	0.0%	0.0%	0.0%	0.0%	0	0
Two or More Races	0	0	0	0	0	1	3	1	1	4	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.7%	0.5%	0.6%	2.9%	2	2
White, Non-Hispanic	122	121	113	111	97	90	80	82	76	72	67.0%	69.1%	67.3%	64.9%	57.7%	52.0%	45.2%	45.1%	45.2%	51.4%	77	80
Ethnicity Unknown	3	2	3	5	10	10	5	5	1	1	1.6%	1.1%	1.8%	2.9%	6.0%	5.8%	2.8%	2.7%	0.6%	0.7%	2	4
Nonresident Alien	4	3	2	2	6	14	19	27	29	19	2.2%	1.7%	1.2%	1.2%	3.6%	8.1%	10.7%	14.8%	17.3%	13.6%	25	22
<b>Total Minorities* as a % of Total</b>	<b>29.1%</b>	<b>28.0%</b>	<b>29.8%</b>	<b>31.0%</b>	<b>32.7%</b>	<b>34.1%</b>	<b>41.2%</b>	<b>37.4%</b>	<b>36.9%</b>	<b>34.3%</b>												

## AGE OF STUDENTS

Under 25											(Percent of Total Headcount)											
	Undergraduate	160	152	144	143	137	131	128	119	106	95	87.9%	86.9%	85.7%	83.6%	81.5%	75.7%	72.3%	65.4%	63.1%	67.9%	107
Graduate	1	3	3	7	7	16	22	22	26	16	0.5%	1.7%	1.8%	4.1%	4.2%	9.2%	12.4%	12.1%	15.5%	11.4%	21	20
<b>25 &amp; Older</b>																						
(Percent of Total Headcount)																						
Undergraduate	17	15	16	16	13	17	14	13	13	13	9.3%	8.6%	9.5%	9.4%	7.7%	9.8%	7.9%	7.1%	7.7%	9.3%	13	14
Graduate	4	5	5	5	11	9	13	28	23	16	2.2%	2.9%	3.0%	2.9%	6.5%	5.2%	7.3%	15.4%	13.7%	11.4%	22	18
<b>25 &amp; Older Students as a % of Total</b>	<b>11.5%</b>	<b>11.4%</b>	<b>12.5%</b>	<b>12.3%</b>	<b>14.3%</b>	<b>15.0%</b>	<b>15.3%</b>	<b>22.5%</b>	<b>21.4%</b>	<b>20.7%</b>												

## APPLICATIONS

First-Time Freshmen											(As a Percent of Applied)											
	Applied	74	47	46	41	49	54	51	46	31	31											36
Admitted	49	30	39	34	40	44	41	35	17	21	66.2%	63.8%	84.8%	82.9%	81.6%	81.5%	80.4%	76.1%	54.8%	67.7%	24	32
Enrolled	35	25	27	28	33	26	31	23	11	15	47.3%	53.2%	58.7%	68.3%	67.3%	48.1%	60.8%	50.0%	35.5%	48.4%	16	21
<b>Undergraduate Transfers</b>																						
(As a Percent of Applied)																						
Applied	14	11	10	14	15	12	12	11	13	14											13	12
Admitted	10	7	9	8	11	8	9	7	8	10	71.4%	63.6%	90.0%	57.1%	73.3%	66.7%	75.0%	63.6%	61.5%	71.4%	8	8
Enrolled	8	5	9	8	10	7	6	6	6	4	57.1%	45.5%	90.0%	57.1%	66.7%	58.3%	50.0%	54.5%	46.2%	28.6%	5	6
<b>New Graduates</b>																						
(As a Percent of Applied)																						
Applied	5	6	9	6	12	30	26	31	29	19											26	27
Admitted	5	6	6	5	12	28	22	26	23	14	100.0%	100.0%	66.7%	83.3%	100.0%	93.3%	84.6%	83.9%	79.3%	73.7%	21	23
Enrolled	3	4	4	5	10	18	15	22	19	12	60.0%	66.7%	44.4%	83.3%	83.3%	60.0%	57.7%	71.0%	65.5%	63.2%	18	17

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

Data Source: Banner Student Enrollment Information.

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# Enrollment by Geographic Origin

Arkansas State University

Department of Radio & Television - Fall 2004 to Fall 2013

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages			
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year		
<b>ENROLLMENT BY GEOGRAPHIC ORIGIN</b>																								
<b>Undergraduate Students</b>																								
	(Percent of Undergraduate Total)																							
Arkansas	155	146	138	138	133	128	125	113	103	94	87.6%	87.4%	86.3%	86.8%	88.7%	86.5%	88.0%	85.6%	86.6%	87.0%	103	113		
Missouri	4	3	3	6	7	7	4	3	3	0	2.3%	1.8%	1.9%	3.8%	4.7%	4.7%	2.8%	2.3%	2.5%	0.0%	2	3		
Tennessee	8	7	6	5	4	6	5	7	3	2	4.5%	4.2%	3.8%	3.1%	2.7%	4.1%	3.5%	5.3%	2.5%	1.9%	4	5		
Other U.S. States/Territories	9	10	12	9	4	3	4	2	1	5	5.1%	6.0%	7.5%	5.7%	2.7%	2.0%	2.8%	1.5%	0.8%	4.6%	3	3		
Foreign	1	1	1	1	2	4	4	7	9	7	0.6%	0.6%	0.6%	0.6%	1.3%	2.7%	2.8%	5.3%	7.6%	6.5%	8	6		
<b>Graduate Students</b>																								
	(Percent of Graduate Total)																							
Arkansas	1	5	4	7	8	5	5	11	11	10	20.0%	62.5%	50.0%	58.3%	44.4%	20.0%	14.3%	22.0%	22.4%	31.3%	11	8		
Missouri	0	1	1	0	0	1	1	0	1	1	0.0%	12.5%	12.5%	0.0%	0.0%	4.0%	2.9%	0.0%	2.0%	3.1%	1	1		
Tennessee	1	0	0	0	1	3	3	4	2	0	20.0%	0.0%	0.0%	0.0%	5.6%	12.0%	8.6%	8.0%	4.1%	0.0%	2	2		
Other U.S. States/Territories	0	0	2	4	5	6	11	15	15	9	0.0%	0.0%	25.0%	33.3%	27.8%	24.0%	31.4%	30.0%	30.6%	28.1%	13	11		
Foreign	3	2	1	1	4	10	15	20	20	12	60.0%	25.0%	12.5%	8.3%	22.2%	40.0%	42.9%	40.0%	40.8%	37.5%	17	15		
<b>Total Students</b>																								
	(Percent of Total Headcount)																							
Arkansas	156	151	142	145	141	133	130	124	114	104	85.7%	86.3%	84.5%	84.8%	83.9%	76.9%	73.4%	68.1%	67.9%	74.3%	114	121		
Missouri	4	4	4	6	7	8	5	3	4	1	2.2%	2.3%	2.4%	3.5%	4.2%	4.6%	2.8%	1.6%	2.4%	0.7%	3	4		
Tennessee	9	7	6	5	5	9	8	11	5	2	4.9%	4.0%	3.6%	2.8%	3.0%	5.2%	4.5%	6.0%	3.0%	1.4%	6	7		
Other U.S. States/Territories	9	10	14	13	9	9	15	17	16	14	4.9%	5.7%	8.3%	7.6%	5.4%	5.2%	8.5%	9.3%	9.5%	10.0%	16	14		
Total Out-of-State	22	21	24	24	21	26	28	31	25	17	12.1%	12.0%	14.3%	14.0%	12.5%	15.0%	15.8%	17.0%	14.9%	12.1%	24	25		
Foreign	4	3	2	2	6	14	19	27	29	19	2.2%	1.7%	1.2%	1.2%	3.6%	8.1%	10.7%	14.8%	17.3%	13.6%	25	22		

## ENROLLMENT FROM SELECTED U.S. COUNTIES

<b>Arkansas</b>																							
	(Percent of Arkansas Total)																						
Craighead	31	28	40	35	44	32	30	24	23	20	19.9%	18.5%	28.2%	24.1%	31.2%	24.1%	23.1%	19.4%	20.2%	19.2%	22	26	
Crittenden	2	6	6	3	2	4	3	2	3	6	1.3%	4.0%	4.2%	2.1%	1.4%	3.0%	2.3%	1.6%	2.6%	5.8%	4	4	
Cross	5	4	5	3	5	6	6	4	2	2	3.2%	2.6%	3.5%	2.1%	3.5%	4.5%	4.6%	3.2%	1.8%	1.9%	3	4	
Greene	3	5	9	10	11	11	9	13	12	7	1.9%	3.3%	6.3%	6.9%	7.8%	8.3%	6.9%	10.5%	10.5%	6.7%	11	10	
Independence	3	1	0	2	2	4	4	2	3	2	1.9%	0.7%	0.0%	1.4%	1.4%	3.0%	3.1%	1.6%	2.6%	1.9%	2	3	
Mississippi	5	6	8	7	3	6	7	5	3	3	3.2%	4.0%	5.6%	4.8%	2.1%	4.5%	5.4%	4.0%	2.6%	2.9%	4	5	
Poinsett	7	6	3	2	0	1	4	3	4	5	4.5%	4.0%	2.1%	1.4%	0.0%	0.8%	3.1%	2.4%	3.5%	4.8%	4	3	
Pulaski	24	23	16	12	15	14	16	13	15	12	15.4%	15.2%	11.3%	8.3%	10.6%	10.5%	12.3%	10.5%	13.2%	11.5%	13	14	
St. Francis	6	2	0	2	3	1	3	1	1	4	3.8%	1.3%	0.0%	1.4%	2.1%	0.8%	2.3%	0.8%	0.9%	3.8%	2	2	
White	1	2	1	3	5	5	4	2	3	3	0.6%	1.3%	0.7%	2.1%	3.5%	3.8%	3.1%	1.6%	2.6%	2.9%	3	3	
Other Arkansas Counties	69	68	54	66	51	49	44	55	45	40	44.2%	45.0%	38.0%	45.5%	36.2%	36.8%	33.8%	44.4%	39.5%	38.5%	47	47	
<b>Missouri</b>																							
	(Percent of Missouri Total)																						
Dunklin	1	0	1	1	3	3	1	0	0	0	25.0%	0.0%	25.0%	16.7%	42.9%	37.5%	20.0%	0.0%	0.0%	0.0%	0	1	
Pemiscot	1	0	0	0	0	0	0	1	1	1	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	25.0%	100.0%	1	1	
Other Missouri Counties	2	4	3	5	4	5	4	2	3	0	50.0%	100.0%	75.0%	83.3%	57.1%	62.5%	80.0%	66.7%	75.0%	0.0%	2	3	
<b>Tennessee</b>																							
	(Percent of Tennessee Total)																						
Shelby	9	7	6	4	5	7	7	9	5	2	100.0%	100.0%	100.0%	80.0%	100.0%	77.8%	87.5%	81.8%	100.0%	100.0%	5	6	
Other Tennessee Counties	0	0	0	1	0	2	1	2	0	0	0.0%	0.0%	0.0%	20.0%	0.0%	22.2%	12.5%	18.2%	0.0%	0.0%	1	1	

Data Source: Banner Student Enrollment Information.

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# ACT Scores, Remediation, Parent Educational Attainment & Housing

Arkansas State University

Jonesboro Campus

Department of Radio & Television - Fall 2004 to Fall 2013

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>FIRST-TIME FRESHMEN BY COMPOSITE ACT SCORE RANGE</b>																						
	(Percent of First-Time Freshmen Total)																					
Composite 30 - 36	1	0	0	0	1	2	0	0	0	2	2.9%	0.0%	0.0%	0.0%	3.0%	7.7%	0.0%	0.0%	0.0%	13.3%	1	1
Composite 24 - 29	8	7	14	6	11	9	11	12	6	8	22.9%	28.0%	51.9%	21.4%	33.3%	34.6%	35.5%	52.2%	54.5%	53.3%	9	9
Composite 19 - 23	11	8	8	12	12	10	16	10	5	5	31.4%	32.0%	29.6%	42.9%	36.4%	38.5%	51.6%	43.5%	45.5%	33.3%	7	9
Composite Below 19	13	10	3	7	8	2	2	0	0	0	37.1%	40.0%	11.1%	25.0%	24.2%	7.7%	6.5%	0.0%	0.0%	0.0%	0	1
ASSET/Compass/SAT*	2	0	2	3	1	3	2	1	0	0	5.7%	0.0%	7.4%	10.7%	3.0%	11.5%	6.5%	4.3%	0.0%	0.0%	0	1
Average ACT Composite Score	20.6	20.2	23.0	20.8	21.9	23.1	22.2	23.6	23.6	25.3											24.2	23.6

<b>FIRST-TIME FRESHMEN REQUIRING REMEDIATION</b>																						
	(Percent of First-Time Freshmen Total)																					
English Remediation	12	8	3	5	3	3	3	2	0	0	34.3%	32.0%	11.1%	17.9%	9.1%	11.5%	9.7%	8.7%	0.0%	0.0%	1	2
Mathematics Remediation	18	10	10	15	11	9	7	5	0	1	51.4%	40.0%	37.0%	53.6%	33.3%	34.6%	22.6%	21.7%	0.0%	6.7%	2	4
Reading Remediation	7	11	2	7	8	2	3	1	0	0	20.0%	44.0%	7.4%	25.0%	24.2%	7.7%	9.7%	4.3%	0.0%	0.0%	0	1
Total Unduplicated Remedial	19	13	10	16	13	10	9	6	0	1	54.3%	52.0%	37.0%	57.1%	39.4%	38.5%	29.0%	26.1%	0.0%	6.7%	2	5

<b>FIRST-TIME FRESHMEN BY EDUCATIONAL ATTAINMENT OF PARENTS</b>																						
	(Percent of First-Time Freshmen Total)																					
Less Than High School	2	1	0	0	0	0	0	0	0	0	5.7%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
High School	5	7	3	7	8	11	7	2	2	0	14.3%	28.0%	11.1%	25.0%	24.2%	42.3%	22.6%	8.7%	18.2%	0.0%	1	4
Attended College	5	5	7	14	14	9	10	4	3	3	14.3%	20.0%	25.9%	50.0%	42.4%	34.6%	32.3%	17.4%	27.3%	20.0%	3	6
College Degree	15	9	11	7	8	4	13	15	6	12	42.9%	36.0%	40.7%	25.0%	24.2%	15.4%	41.9%	65.2%	54.5%	80.0%	11	10
Unknown	8	3	6	0	3	2	1	2	0	0	22.9%	12.0%	22.2%	0.0%	9.1%	7.7%	3.2%	8.7%	0.0%	0.0%	1	1
% of First-Time Freshmen Whose Parent(s) Have Not Earned A College Degree	44.4%	59.1%	77.8%	75.0%	73.3%	83.3%	56.7%	28.6%	45.5%	20.0%												

<b>OCCUPANCY OF UNIVERSITY HOUSING</b>																						
	(Percent of Total Headcount)																					
Residence Halls	59	51	50	56	57	50	50	54	32	27	32.4%	29.1%	29.8%	32.7%	33.9%	28.9%	28.2%	29.7%	19.0%	19.3%	38	43
University Apartments	19	17	15	18	16	19	25	23	20	21	10.4%	9.7%	8.9%	10.5%	9.5%	11.0%	14.1%	12.6%	11.9%	15.0%	21	22
Other University Housing	1	1	0	0	0	0	0	1	1	1	0.5%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.6%	0.7%	1	1
University Housing Occupants as a % of Total Headcount	43.4%	39.4%	38.7%	43.3%	43.5%	39.9%	42.4%	42.9%	31.5%	35.0%												

Data Source: Banner Student Enrollment Information.

\*Could include students without test scores.

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# Degrees Conferred

Degrees Conferred at Jonesboro & All Other Instructional Sites	Fiscal Years											Percentage										Averages	
	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	3 Year	5 Year	
<b>DEGREES CONFERRED BY DEGREE LEVEL</b>																							
(Percent of Total Degrees Conferred)																							
Associate Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Baccalaureate Degrees	35	26	36	28	37	26	29	20	25	31	92.1%	92.9%	94.7%	87.5%	94.9%	83.9%	85.3%	62.5%	56.8%	59.6%	40.4%	25	26
Master's Degrees	3	2	2	4	2	5	5	12	19	21	7.9%	7.1%	5.3%	12.5%	5.1%	16.1%	14.7%	37.5%	43.2%	40.4%	40.4%	17	12
Specialist Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Doctoral Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
<b>Total Degrees Conferred</b>	<b>38</b>	<b>28</b>	<b>38</b>	<b>32</b>	<b>39</b>	<b>31</b>	<b>34</b>	<b>32</b>	<b>44</b>	<b>52</b>												<b>43</b>	<b>39</b>
<b>% of Undergraduate Degrees Conferred</b>	<b>92.1%</b>	<b>92.9%</b>	<b>94.7%</b>	<b>87.5%</b>	<b>94.9%</b>	<b>83.9%</b>	<b>85.3%</b>	<b>62.5%</b>	<b>56.8%</b>	<b>59.6%</b>													

## DEGREES CONFERRED BY ETHNIC ORIGIN & GENDER

### Total Known Minorities\*

	Fiscal Years											Percentage										Averages	
	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	3 Year	5 Year	
(Percent of Total Degrees Conferred)																							
Male	6	1	4	1	7	4	2	4	3	7	15.8%	3.6%	10.5%	3.1%	17.9%	12.9%	5.9%	12.5%	6.8%	13.5%	13.5%	5	4
Female	6	3	6	6	6	8	5	8	11	15	15.8%	10.7%	15.8%	18.8%	15.4%	25.8%	14.7%	25.0%	25.0%	28.8%	28.8%	11	9
<b>Total Minorities</b>	<b>12</b>	<b>4</b>	<b>10</b>	<b>7</b>	<b>13</b>	<b>12</b>	<b>7</b>	<b>12</b>	<b>14</b>	<b>22</b>												<b>16</b>	<b>13</b>
<b>% of Minorities Degrees Conferred</b>	<b>31.6%</b>	<b>14.3%</b>	<b>26.3%</b>	<b>21.9%</b>	<b>33.3%</b>	<b>38.7%</b>	<b>20.6%</b>	<b>37.5%</b>	<b>31.8%</b>	<b>42.3%</b>													

### Total Nonresident Aliens

	Fiscal Years											Percentage										Averages	
	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	3 Year	5 Year	
(Percent of Total Degrees Conferred)																							
Male	2	1	1	0	0	1	1	4	5	5	5.3%	3.6%	2.6%	0.0%	0.0%	3.2%	2.9%	12.5%	11.4%	9.6%	9.6%	5	3
Female	1	1	1	0	0	0	0	4	6	6	2.6%	3.6%	2.6%	0.0%	0.0%	0.0%	0.0%	12.5%	13.6%	11.5%	11.5%	5	3
<b>Total Nonresident Aliens</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>8</b>	<b>11</b>	<b>11</b>												<b>10</b>	<b>6</b>
<b>% of Nonresident Aliens Degrees Conferred</b>	<b>7.9%</b>	<b>7.1%</b>	<b>5.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>3.2%</b>	<b>2.9%</b>	<b>25.0%</b>	<b>25.0%</b>	<b>21.2%</b>													

### Total White, Non-Hispanic; & Ethnicity Unknown

	Fiscal Years											Percentage										Averages	
	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	3 Year	5 Year	
(Percent of Total Degrees Conferred)																							
Male	14	10	20	17	19	10	16	9	13	13	36.8%	35.7%	52.6%	53.1%	48.7%	32.3%	47.1%	28.1%	29.5%	25.0%	25.0%	12	12
Female	9	12	6	8	7	8	10	3	6	6	23.7%	42.9%	15.8%	25.0%	17.9%	25.8%	29.4%	9.4%	13.6%	11.5%	11.5%	5	7
<b>Total White &amp; Ethnicity Unknown</b>	<b>23</b>	<b>22</b>	<b>26</b>	<b>25</b>	<b>26</b>	<b>18</b>	<b>26</b>	<b>12</b>	<b>19</b>	<b>19</b>												<b>17</b>	<b>19</b>
<b>% of White &amp; Ethnicity Unknown Degrees Conferred</b>	<b>60.5%</b>	<b>78.6%</b>	<b>68.4%</b>	<b>78.1%</b>	<b>66.7%</b>	<b>58.1%</b>	<b>76.5%</b>	<b>37.5%</b>	<b>43.2%</b>	<b>36.5%</b>													

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

Data Source: SIS Student Enrollment Information.

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# **Arkansas State University-Jonesboro**

## **Assessment of Diversity by Degree Program** **College of Media & Communication** **Fall 2004 - Fall 2013**

The Office of Institutional Research & Planning  
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# Enrollment by Degree Program

Arkansas State University

**Total** - Fall 2004 to Fall 2013

Jonesboro Campus

College, Department, Degree & Program	Fall Semesters										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>Media &amp; Communication</b>												
<b>Communication Studies</b>												
BA Communication Studies	35	35	39	25	30	54	50	44	55	76	58	56
BSE Communication Studies	5	4	9	6	4	6	4	--	--	--	--	--
Gcert Health Communications	--	--	--	--	--	--	--	0	1	0	0	--
MA Communication Studies	13	7	4	8	12	10	12	15	31	28	25	19
SCCT Comm. Coll. Teach. - Communication Studies	0	0	0	0	0	0	0	0	0	1	0	0
<b>Total Communication Studies</b>	<b>53</b>	<b>46</b>	<b>52</b>	<b>39</b>	<b>46</b>	<b>70</b>	<b>66</b>	<b>59</b>	<b>87</b>	<b>105</b>	<b>84</b>	<b>77</b>
<b>Journalism</b>												
BS Graphic Communications	13	16	18	19	20	21	19	16	7	5	9	14
BS Journalism	176	167	167	154	166	149	137	125	122	131	126	133
MSMC Journalism	8	7	8	10	9	21	17	9	20	20	16	17
<b>Total Journalism</b>	<b>197</b>	<b>190</b>	<b>193</b>	<b>183</b>	<b>195</b>	<b>191</b>	<b>173</b>	<b>150</b>	<b>149</b>	<b>156</b>	<b>152</b>	<b>164</b>
<b>Radio - Television</b>												
BS Radio-TV	177	167	160	159	150	148	142	132	119	108	120	130
MSMC Radio-TV	5	8	8	12	18	25	35	50	49	32	44	38
<b>Total Radio - Television</b>	<b>182</b>	<b>175</b>	<b>168</b>	<b>171</b>	<b>168</b>	<b>173</b>	<b>177</b>	<b>182</b>	<b>168</b>	<b>140</b>	<b>163</b>	<b>168</b>
<b>Total Communications</b>	<b>432</b>	<b>411</b>	<b>413</b>	<b>393</b>	<b>409</b>	<b>434</b>	<b>416</b>	<b>391</b>	<b>404</b>	<b>401</b>	<b>399</b>	<b>409</b>

Data Source: Banner Student Enrollment Information.

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# Enrollment by Degree Program & Ethnicity

Arkansas State University

**African Americans** - Fall 2004 to Fall 2013

Jonesboro Campus

College, Department, Degree & Program	Fall Semesters										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>African American Males in the College of Media &amp; Communication</b>												
<b>Communication Studies</b>												
BA Communication Studies	1	1	3	1	3	6	6	7	6	6	6	6
BSE Communication Studies	0	0	1	1	0	0	0	--	--	--	--	--
Gcert Health Communications	--	--	--	--	--	--	--	0	0	0	0	--
MA Communication Studies	1	0	0	0	1	1	3	5	3	4	4	3
SCCT Comm. Coll. Teach. - Communication Studies	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Communication Studies</b>	<b>2</b>	<b>1</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>7</b>	<b>9</b>	<b>12</b>	<b>9</b>	<b>10</b>	<b>10</b>	<b>9</b>
<b>Journalism</b>												
BS Graphic Communications	2	1	1	2	2	1	0	0	0	0	0	0
BS Journalism	5	3	5	7	6	6	5	2	3	6	4	4
MSMC Journalism	0	0	1	2	1	0	2	0	0	1	0	1
<b>Total Journalism</b>	<b>7</b>	<b>4</b>	<b>7</b>	<b>11</b>	<b>9</b>	<b>7</b>	<b>7</b>	<b>2</b>	<b>3</b>	<b>7</b>	<b>4</b>	<b>5</b>
<b>Radio - Television</b>												
BS Radio-TV	23	15	15	16	13	13	19	14	13	13	13	14
MSMC Radio-TV	0	0	2	2	5	5	4	9	11	7	9	7
<b>Total Radio - Television</b>	<b>23</b>	<b>15</b>	<b>17</b>	<b>18</b>	<b>18</b>	<b>18</b>	<b>23</b>	<b>23</b>	<b>24</b>	<b>20</b>	<b>22</b>	<b>22</b>
<b>Total African American Males</b>	<b>32</b>	<b>20</b>	<b>28</b>	<b>31</b>	<b>31</b>	<b>32</b>	<b>39</b>	<b>37</b>	<b>36</b>	<b>37</b>	<b>37</b>	<b>36</b>

## African American Females in the College of Media & Communication

<b>Communication Studies</b>												
BA Communication Studies	4	1	5	4	8	10	12	13	10	16	13	12
BSE Communication Studies	0	0	0	0	0	0	0	--	--	--	--	--
Gcert Health Communications	--	--	--	--	--	--	--	0	1	0	0	--
MA Communication Studies	3	1	1	2	1	1	3	2	16	10	9	6
SCCT Comm. Coll. Teach. - Communication Studies	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Communication Studies</b>	<b>7</b>	<b>2</b>	<b>6</b>	<b>6</b>	<b>9</b>	<b>11</b>	<b>15</b>	<b>15</b>	<b>27</b>	<b>26</b>	<b>23</b>	<b>19</b>
<b>Journalism</b>												
BS Graphic Communications	2	2	0	0	1	1	1	1	0	0	0	1
BS Journalism	16	19	24	22	32	18	20	13	14	13	13	16
MSMC Journalism	1	4	4	2	1	1	3	2	3	1	2	2
<b>Total Journalism</b>	<b>19</b>	<b>25</b>	<b>28</b>	<b>24</b>	<b>34</b>	<b>20</b>	<b>24</b>	<b>16</b>	<b>17</b>	<b>14</b>	<b>16</b>	<b>18</b>
<b>Radio - Television</b>												
BS Radio-TV	28	30	27	27	27	29	29	25	20	16	20	24
MSMC Radio-TV	0	2	3	5	6	6	12	13	11	5	10	9
<b>Total Radio - Television</b>	<b>28</b>	<b>32</b>	<b>30</b>	<b>32</b>	<b>33</b>	<b>35</b>	<b>41</b>	<b>38</b>	<b>31</b>	<b>21</b>	<b>30</b>	<b>33</b>
<b>Total African American Females</b>	<b>54</b>	<b>59</b>	<b>64</b>	<b>62</b>	<b>76</b>	<b>66</b>	<b>80</b>	<b>69</b>	<b>75</b>	<b>61</b>	<b>68</b>	<b>70</b>

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# Enrollment by Degree Program & Ethnicity

Arkansas State University

Hispanic Americans - Fall 2004 to Fall 2013

Jonesboro Campus

College, Department, Degree & Program	Fall Semesters										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>Hispanic American Males in the College of Media &amp; Communication</b>												
<b>Communication Studies</b>												
BA Communication Studies	0	0	0	0	0	0	0	0	0	0	0	0
BSE Communication Studies	0	0	0	0	0	0	0	--	--	--	--	--
Gcert Health Communications	--	--	--	--	--	--	--	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
<b>Total Communication Studies</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Journalism</b>												
BS Graphic Communications	0	0	0	0	0	0	0	0	0	0	0	0
BS Journalism	0	0	0	0	0	1	0	0	0	0	0	0
MSMC Journalism	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Journalism</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Radio - Television</b>												
BS Radio-TV	1	1	1	1	1	1	0	1	2	2	2	1
MSMC Radio-TV	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Radio - Television</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>
<b>Total Hispanic American Males</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>

## Hispanic American Females in the College of Media & Communication

<b>Communication Studies</b>												
BA Communication Studies	0	0	0	0	0	0	0	1	2	1	1	1
BSE Communication Studies	0	0	0	0	0	0	0	--	--	--	--	--
Gcert Health Communications	--	--	--	--	--	--	--	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
<b>Total Communication Studies</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>1</b>
<b>Journalism</b>												
BS Graphic Communications	0	0	0	0	0	0	0	0	0	0	0	0
BS Journalism	0	0	1	2	3	3	1	3	3	5	4	3
MSMC Journalism	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Journalism</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>4</b>	<b>3</b>
<b>Radio - Television</b>												
BS Radio-TV	0	0	0	0	2	3	4	3	2	0	2	2
MSMC Radio-TV	0	0	0	0	0	0	0	0	0	1	0	0
<b>Total Radio - Television</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>3</b>
<b>Total Hispanic American Females</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>8</b>	<b>8</b>	<b>7</b>	<b>8</b>	<b>7</b>

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# Enrollment by Degree Program & Ethnicity

Arkansas State University

White Americans - Fall 2004 to Fall 2013

Jonesboro Campus

College, Department, Degree & Program	Fall Semesters										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>White American Males in the College of Media &amp; Communication</b>												
<b>Communication Studies</b>												
BA Communication Studies	12	10	12	7	6	15	13	8	15	19	14	14
BSE Communication Studies	3	2	1	2	0	1	0	--	--	--	--	--
Gcert Health Communications	--	--	--	--	--	--	--	0	0	0	0	--
MA Communication Studies	5	3	0	2	4	3	4	4	4	4	4	4
SCCT Comm. Coll. Teach. - Communication Studies	0	0	0	0	0	0	0	0	0	1	0	0
<b>Total Communication Studies</b>	<b>20</b>	<b>15</b>	<b>13</b>	<b>11</b>	<b>10</b>	<b>19</b>	<b>17</b>	<b>12</b>	<b>19</b>	<b>24</b>	<b>18</b>	<b>18</b>
<b>Journalism</b>												
BS Graphic Communications	6	6	7	8	6	7	8	8	4	3	5	6
BS Journalism	48	44	37	35	35	35	33	27	21	22	23	28
MSMC Journalism	1	1	0	0	0	3	1	1	4	4	3	3
<b>Total Journalism</b>	<b>55</b>	<b>51</b>	<b>44</b>	<b>43</b>	<b>41</b>	<b>45</b>	<b>42</b>	<b>36</b>	<b>29</b>	<b>29</b>	<b>31</b>	<b>36</b>
<b>Radio - Television</b>												
BS Radio-TV	70	70	68	68	56	57	51	48	38	35	40	46
MSMC Radio-TV	1	2	0	1	2	2	1	6	5	4	5	4
<b>Total Radio - Television</b>	<b>71</b>	<b>72</b>	<b>68</b>	<b>69</b>	<b>58</b>	<b>59</b>	<b>52</b>	<b>54</b>	<b>43</b>	<b>39</b>	<b>45</b>	<b>49</b>
<b>Total White American Males</b>	<b>146</b>	<b>138</b>	<b>125</b>	<b>123</b>	<b>109</b>	<b>123</b>	<b>111</b>	<b>102</b>	<b>91</b>	<b>92</b>	<b>95</b>	<b>104</b>

## White American Females in the College of Media & Communication

<b>Communication Studies</b>												
BA Communication Studies	16	20	14	10	9	18	16	12	14	23	16	17
BSE Communication Studies	2	2	7	3	4	4	4	--	--	--	--	--
Gcert Health Communications	--	--	--	--	--	--	--	0	0	0	0	--
MA Communication Studies	2	3	3	4	4	3	1	2	5	6	4	3
SCCT Comm. Coll. Teach. - Communication Studies	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Communication Studies</b>	<b>20</b>	<b>25</b>	<b>24</b>	<b>17</b>	<b>17</b>	<b>25</b>	<b>21</b>	<b>14</b>	<b>19</b>	<b>29</b>	<b>21</b>	<b>22</b>
<b>Journalism</b>												
BS Graphic Communications	3	7	10	7	10	12	9	6	2	2	3	6
BS Journalism	101	97	94	85	78	67	60	66	60	52	59	61
MSMC Journalism	6	1	3	4	4	3	3	1	4	4	3	3
<b>Total Journalism</b>	<b>110</b>	<b>105</b>	<b>107</b>	<b>96</b>	<b>92</b>	<b>82</b>	<b>72</b>	<b>73</b>	<b>66</b>	<b>58</b>	<b>66</b>	<b>70</b>
<b>Radio - Television</b>												
BS Radio-TV	50	47	44	40	38	30	26	27	31	30	29	29
MSMC Radio-TV	1	2	1	2	1	1	2	1	2	3	2	2
<b>Total Radio - Television</b>	<b>51</b>	<b>49</b>	<b>45</b>	<b>42</b>	<b>39</b>	<b>31</b>	<b>28</b>	<b>28</b>	<b>33</b>	<b>33</b>	<b>31</b>	<b>31</b>
<b>Total White American Females</b>	<b>181</b>	<b>179</b>	<b>176</b>	<b>155</b>	<b>148</b>	<b>138</b>	<b>121</b>	<b>115</b>	<b>118</b>	<b>120</b>	<b>118</b>	<b>122</b>

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# Enrollment by Degree Program & Ethnicity

Arkansas State University

**Nonresident Aliens** - Fall 2004 to Fall 2013

Jonesboro Campus

College, Department, Degree & Program	Fall Semesters										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>Nonresident Alien Males in the College of Media &amp; Communication</b>												
<b>Communication Studies</b>												
BA Communication Studies	0	0	0	0	0	0	0	1	4	1	2	1
BSE Communication Studies	0	0	0	0	0	0	0	--	--	--	--	--
Gcert Health Communications	--	--	--	--	--	--	--	0	0	0	0	--
MA Communication Studies	0	0	0	0	1	1	1	0	0	1	0	1
SCCT Comm. Coll. Teach. - Communication Studies	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Communication Studies</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>Journalism</b>												
BS Graphic Communications	0	0	0	0	0	0	0	0	0	0	0	0
BS Journalism	0	0	0	0	1	2	1	2	2	6	3	3
MSMC Journalism	0	0	0	2	3	6	3	1	6	8	5	5
<b>Total Journalism</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>8</b>	<b>4</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>8</b>	<b>7</b>
<b>Radio - Television</b>												
BS Radio-TV	1	1	1	1	2	2	2	4	4	4	4	3
MSMC Radio-TV	1	1	1	0	1	3	5	9	10	6	8	7
<b>Total Radio - Television</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>13</b>	<b>14</b>	<b>10</b>	<b>12</b>	<b>10</b>
<b>Total Nonresident Alien Males</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>12</b>	<b>17</b>	<b>26</b>	<b>26</b>	<b>23</b>	<b>19</b>

## Nonresident Alien Females in the College of Media & Communication

<b>Communication Studies</b>												
BA Communication Studies	0	0	0	0	1	1	1	1	3	7	4	3
BSE Communication Studies	0	0	0	0	0	1	0	--	--	--	--	--
Gcert Health Communications	--	--	--	--	--	--	--	0	0	0	0	--
MA Communication Studies	1	0	0	0	1	1	0	1	2	2	2	1
SCCT Comm. Coll. Teach. - Communication Studies	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Communication Studies</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>5</b>	<b>9</b>	<b>5</b>	<b>4</b>
<b>Journalism</b>												
BS Graphic Communications	0	0	0	0	0	0	1	1	1	0	1	1
BS Journalism	1	1	1	1	1	4	7	7	15	22	15	11
MSMC Journalism	0	1	0	0	0	6	5	4	3	2	3	4
<b>Total Journalism</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>10</b>	<b>13</b>	<b>12</b>	<b>19</b>	<b>24</b>	<b>18</b>	<b>16</b>
<b>Radio - Television</b>												
BS Radio-TV	0	0	0	0	0	2	2	3	5	3	4	3
MSMC Radio-TV	2	1	0	1	3	7	10	11	10	6	9	9
<b>Total Radio - Television</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>3</b>	<b>9</b>	<b>12</b>	<b>14</b>	<b>15</b>	<b>9</b>	<b>13</b>	<b>12</b>
<b>Total Nonresident Alien Females</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>6</b>	<b>22</b>	<b>26</b>	<b>28</b>	<b>39</b>	<b>42</b>	<b>36</b>	<b>31</b>

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# Enrollment by Degree Program & Ethnicity

Arkansas State University

**Total All Other Ethnicity\*** - Fall 2004 to Fall 2013

Jonesboro Campus

College, Department, Degree & Program	Fall Semesters										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>All Other Ethnicity Males in the College of Media &amp; Communication</b>												
<b>Communication Studies</b>												
BA Communication Studies	1	3	2	2	0	3	0	1	1	3	2	2
BSE Communication Studies	0	0	0	0	0	0	0	--	--	--	--	--
Gcert Health Communications	--	--	--	--	--	--	--	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
<b>Total Communication Studies</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>2</b>
<b>Journalism</b>												
BS Graphic Communications	0	0	0	0	0	0	0	0	0	0	0	0
BS Journalism	2	1	3	1	0	7	6	2	1	2	2	4
MSMC Journalism	0	0	0	0	0	1	0	0	0	0	0	0
<b>Total Journalism</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>8</b>	<b>6</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>4</b>
<b>Radio - Television</b>												
BS Radio-TV	2	3	3	4	4	6	3	5	2	1	3	3
MSMC Radio-TV	0	0	0	1	0	0	1	1	0	0	0	0
<b>Total Radio - Television</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>4</b>	<b>6</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>4</b>
<b>Total All Other Ethnicity Males</b>	<b>5</b>	<b>7</b>	<b>8</b>	<b>8</b>	<b>4</b>	<b>17</b>	<b>10</b>	<b>9</b>	<b>4</b>	<b>6</b>	<b>6</b>	<b>9</b>

## All Other Ethnicity Females in the College of Media & Communication

<b>Communication Studies</b>												
BA Communication Studies	1	0	3	1	3	1	2	0	0	0	0	1
BSE Communication Studies	0	0	0	0	0	0	0	--	--	--	--	--
Gcert Health Communications	--	--	--	--	--	--	--	0	0	0	0	--
MA Communication Studies	1	0	0	0	0	0	0	0	0	1	0	0
SCCT Comm. Coll. Teach. - Communication Studies	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Communication Studies</b>	<b>2</b>	<b>0</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>
<b>Journalism</b>												
BS Graphic Communications	0	0	0	2	1	0	0	0	0	0	0	0
BS Journalism	3	2	2	1	10	6	4	3	3	3	3	4
MSMC Journalism	0	0	0	0	0	1	0	0	0	0	0	0
<b>Total Journalism</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>11</b>	<b>7</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>4</b>
<b>Radio - Television</b>												
BS Radio-TV	2	0	1	2	7	5	6	2	2	4	3	4
MSMC Radio-TV	0	0	1	0	0	1	0	0	0	0	0	0
<b>Total Radio - Television</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>7</b>	<b>6</b>	<b>6</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>4</b>
<b>Total All Other Ethnicity Females</b>	<b>7</b>	<b>2</b>	<b>7</b>	<b>6</b>	<b>21</b>	<b>14</b>	<b>12</b>	<b>5</b>	<b>5</b>	<b>8</b>	<b>6</b>	<b>9</b>

\*Note: All other ethnicity includes American Indian, Asian American, Native Hawaiian/Pacific Islander, ethnicity unknown, and those reporting two or more races.

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# **Arkansas State University-Jonesboro**

## **Assessment of Degree Program Demand by Student Classification College of Media & Communication Fall 2004 - Fall 2013**

The Office of Institutional Research & Planning  
email: [asuirp@astate.edu](mailto:asuirp@astate.edu)  
web: [www.astate.edu/a/irp](http://www.astate.edu/a/irp)

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# Enrollment by Degree Program & Classification

Arkansas State University

Media & Communication - Fall 2004 to Fall 2013

Jonesboro Campus

College, Department, Degree & Program	Fall Semesters										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>New Freshmen (NFR) in the College of Media &amp; Communication</b>												
<b>Communication Studies</b>												
BA Communication Studies	0	6	5	1	2	6	5	1	6	5	4	5
BSE Communication Studies	0	0	0	0	0	2	3	--	--	--	--	--
<b>Total Communication Studies NFR</b>	<b>0</b>	<b>6</b>	<b>5</b>	<b>1</b>	<b>2</b>	<b>8</b>	<b>8</b>	<b>1</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>6</b>
<b>Journalism</b>												
BS Graphic Communications	1	2	1	1	1	2	0	1	0	0	0	1
BS Journalism	22	34	34	30	31	23	34	15	12	12	13	19
<b>Total Journalism NFR</b>	<b>23</b>	<b>36</b>	<b>35</b>	<b>31</b>	<b>32</b>	<b>25</b>	<b>34</b>	<b>16</b>	<b>12</b>	<b>12</b>	<b>13</b>	<b>20</b>
<b>Radio - Television</b>												
BS Radio-TV	35	25	27	28	33	26	31	23	11	15	16	21
<b>Total Radio - Television NFR</b>	<b>35</b>	<b>25</b>	<b>27</b>	<b>28</b>	<b>33</b>	<b>26</b>	<b>31</b>	<b>23</b>	<b>11</b>	<b>15</b>	<b>16</b>	<b>21</b>
<b>Total Communications NFR</b>	<b>58</b>	<b>67</b>	<b>67</b>	<b>60</b>	<b>67</b>	<b>59</b>	<b>73</b>	<b>40</b>	<b>29</b>	<b>32</b>	<b>34</b>	<b>47</b>

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

<b>Communication Studies</b>												
BA Communication Studies	3	1	2	3	4	8	8	6	4	5	5	6
BSE Communication Studies	1	0	1	1	1	1	0	--	--	--	--	--
<b>Total Communication Studies FR</b>	<b>4</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>9</b>	<b>8</b>	<b>6</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>6</b>
<b>Journalism</b>												
BS Graphic Communications	3	3	3	1	3	0	2	0	0	0	0	0
BS Journalism	16	12	12	12	9	22	19	13	9	13	12	15
<b>Total Journalism FR</b>	<b>19</b>	<b>15</b>	<b>15</b>	<b>13</b>	<b>12</b>	<b>22</b>	<b>21</b>	<b>13</b>	<b>9</b>	<b>13</b>	<b>12</b>	<b>16</b>
<b>Radio - Television</b>												
BS Radio-TV	24	23	18	22	22	23	17	14	7	5	9	13
<b>Total Radio - Television FR</b>	<b>24</b>	<b>23</b>	<b>18</b>	<b>22</b>	<b>22</b>	<b>23</b>	<b>17</b>	<b>14</b>	<b>7</b>	<b>5</b>	<b>9</b>	<b>13</b>
<b>Total Communications FR</b>	<b>47</b>	<b>39</b>	<b>36</b>	<b>39</b>	<b>39</b>	<b>54</b>	<b>46</b>	<b>33</b>	<b>20</b>	<b>23</b>	<b>25</b>	<b>35</b>

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# Enrollment by Degree Program & Classification

Arkansas State University

Media & Communication - Fall 2004 to Fall 2013

Jonesboro Campus

College, Department, Degree & Program	Fall Semesters										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>Sophomores (SO) in the College of Communications</b>												
<b>Communication Studies</b>												
BA Communication Studies	10	5	6	5	7	11	10	15	12	21	16	14
BSE Communication Studies	3	0	3	0	1	1	1	--	--	--	--	--
<b>Total Communication Studies SO</b>	<b>13</b>	<b>5</b>	<b>9</b>	<b>5</b>	<b>8</b>	<b>12</b>	<b>11</b>	<b>15</b>	<b>12</b>	<b>21</b>	<b>16</b>	<b>14</b>
<b>Journalism</b>												
BS Graphic Communications	1	3	6	6	4	4	4	6	1	0	2	3
BS Journalism	36	33	35	29	34	25	28	32	23	22	26	26
<b>Total Journalism SO</b>	<b>37</b>	<b>36</b>	<b>41</b>	<b>35</b>	<b>38</b>	<b>29</b>	<b>32</b>	<b>38</b>	<b>24</b>	<b>22</b>	<b>28</b>	<b>29</b>
<b>Radio - Television</b>												
BS Radio-TV	42	41	36	34	26	35	35	32	33	17	27	30
<b>Total Radio - Television SO</b>	<b>42</b>	<b>41</b>	<b>36</b>	<b>34</b>	<b>26</b>	<b>35</b>	<b>35</b>	<b>32</b>	<b>33</b>	<b>17</b>	<b>27</b>	<b>30</b>
<b>Total Communications SO</b>	<b>92</b>	<b>82</b>	<b>86</b>	<b>74</b>	<b>72</b>	<b>76</b>	<b>78</b>	<b>85</b>	<b>69</b>	<b>60</b>	<b>71</b>	<b>74</b>
<b>Juniors (JR) in the College of Communications</b>												
<b>Communication Studies</b>												
BA Communication Studies	12	12	11	4	10	19	9	9	20	17	15	15
BSE Communication Studies	0	2	3	3	0	1	0	--	--	--	--	--
<b>Total Communication Studies JR</b>	<b>12</b>	<b>14</b>	<b>14</b>	<b>7</b>	<b>10</b>	<b>20</b>	<b>9</b>	<b>9</b>	<b>20</b>	<b>17</b>	<b>15</b>	<b>15</b>
<b>Journalism</b>												
BS Graphic Communications	3	3	2	3	6	5	5	4	4	1	3	4
BS Journalism	48	33	38	44	32	31	28	25	40	39	35	33
<b>Total Journalism JR</b>	<b>51</b>	<b>36</b>	<b>40</b>	<b>47</b>	<b>38</b>	<b>36</b>	<b>33</b>	<b>29</b>	<b>44</b>	<b>40</b>	<b>38</b>	<b>36</b>
<b>Radio - Television</b>												
BS Radio-TV	31	34	37	35	34	22	33	33	27	35	32	30
<b>Total Radio - Television JR</b>	<b>31</b>	<b>34</b>	<b>37</b>	<b>35</b>	<b>34</b>	<b>22</b>	<b>33</b>	<b>33</b>	<b>27</b>	<b>35</b>	<b>32</b>	<b>30</b>
<b>Total Communications JR</b>	<b>94</b>	<b>84</b>	<b>91</b>	<b>89</b>	<b>82</b>	<b>78</b>	<b>75</b>	<b>71</b>	<b>91</b>	<b>92</b>	<b>85</b>	<b>81</b>

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# Enrollment by Degree Program & Classification

Arkansas State University

Media & Communication - Fall 2004 to Fall 2013

Jonesboro Campus

College, Department, Degree & Program	Fall Semesters										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>Seniors (SR) in the College of Communications</b>												
<b>Communication Studies</b>												
BA Communication Studies	10	11	15	12	7	9	18	12	12	27	17	16
BSE Communication Studies	0	1	2	2	2	1	0	--	--	--	--	--
<b>Total Communication Studies SR</b>	<b>10</b>	<b>12</b>	<b>17</b>	<b>14</b>	<b>9</b>	<b>10</b>	<b>18</b>	<b>12</b>	<b>12</b>	<b>27</b>	<b>17</b>	<b>16</b>
<b>Journalism</b>												
BS Graphic Communications	5	5	6	8	6	9	8	5	2	4	4	6
BS Journalism	51	50	46	38	59	45	28	40	38	44	41	39
<b>Total Journalism SR</b>	<b>56</b>	<b>55</b>	<b>52</b>	<b>46</b>	<b>65</b>	<b>54</b>	<b>36</b>	<b>45</b>	<b>40</b>	<b>48</b>	<b>44</b>	<b>45</b>
<b>Radio - Television</b>												
BS Radio-TV	44	42	40	38	34	42	26	30	41	35	35	35
<b>Total Radio - Television SR</b>	<b>44</b>	<b>42</b>	<b>40</b>	<b>38</b>	<b>34</b>	<b>42</b>	<b>26</b>	<b>30</b>	<b>41</b>	<b>35</b>	<b>35</b>	<b>35</b>
<b>Total Communications SR</b>	<b>110</b>	<b>109</b>	<b>109</b>	<b>98</b>	<b>108</b>	<b>106</b>	<b>80</b>	<b>87</b>	<b>93</b>	<b>110</b>	<b>97</b>	<b>95</b>

## Unclassified (UN) in the College of Communications

<b>Communication Studies</b>												
BA Communication Studies	0	0	0	0	0	1	0	1	1	1	1	1
BSE Communication Studies	1	1	0	0	0	0	0	--	--	--	--	--
<b>Total Communication Studies UN</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Journalism</b>												
BS Graphic Communications	0	0	0	0	0	1	0	0	0	0	0	0
BS Journalism	3	5	2	1	1	3	0	0	0	1	0	1
<b>Total Journalism UN</b>	<b>3</b>	<b>5</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>
<b>Radio - Television</b>												
BS Radio-TV	1	2	2	2	1	0	0	0	0	1	0	0
<b>Total Radio - Television UN</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>
<b>Total Communications UN</b>	<b>5</b>	<b>8</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>5</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>2</b>

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# Enrollment by Degree Program & Classification

Arkansas State University

Media & Communication - Fall 2004 to Fall 2013

Jonesboro Campus

College, Department, Degree & Program	Fall Semesters										Averages	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	3 Year	5 Year
<b>Graduates (GR) in the College of Communications</b>												
<b>Communication Studies</b>												
Gcert Health Communications	--	--	--	--	--	--	--	--	1	0	--	--
MA Communication Studies	13	7	4	8	12	10	12	15	31	28	25	19
SCCT Comm. Coll. Teach. - Communication Studies	0	0	0	0	0	0	0	0	0	1	0	0
<b>Total Communication Studies GR</b>	<b>13</b>	<b>7</b>	<b>4</b>	<b>8</b>	<b>12</b>	<b>10</b>	<b>12</b>	<b>15</b>	<b>32</b>	<b>29</b>	<b>25</b>	<b>20</b>
<b>Journalism</b>												
MSMC Journalism	8	7	8	10	9	21	17	9	20	20	16	17
<b>Total Journalism GR</b>	<b>8</b>	<b>7</b>	<b>8</b>	<b>10</b>	<b>9</b>	<b>21</b>	<b>17</b>	<b>9</b>	<b>20</b>	<b>20</b>	<b>16</b>	<b>17</b>
<b>Radio - Television</b>												
MSMC Radio-TV	5	8	8	12	18	25	35	50	49	32	44	38
<b>Total Radio - Television GR</b>	<b>5</b>	<b>8</b>	<b>8</b>	<b>12</b>	<b>18</b>	<b>25</b>	<b>35</b>	<b>50</b>	<b>49</b>	<b>32</b>	<b>44</b>	<b>38</b>
<b>Total Communications GR</b>	<b>26</b>	<b>22</b>	<b>20</b>	<b>30</b>	<b>39</b>	<b>56</b>	<b>64</b>	<b>74</b>	<b>101</b>	<b>81</b>	<b>85</b>	<b>75</b>
<b>Transfer Undergraduates (TRU) in the College of Communications</b>												
<b>Communication Studies</b>												
BA Communication Studies	0	1	1	0	1	3	1	0	4	3	2	2
BSE Communication Studies	1	0	2	1	0	1	1	--	--	--	--	--
<b>Total Communication Studies TRU</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>2</b>	<b>0</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>3</b>
<b>Journalism</b>												
BS Graphic Communications	1	0	2	2	1	0	2	0	0	0	0	0
BS Journalism	11	15	5	8	5	5	7	6	5	4	5	5
<b>Total Journalism TRU</b>	<b>12</b>	<b>15</b>	<b>7</b>	<b>10</b>	<b>6</b>	<b>5</b>	<b>9</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>6</b>
<b>Radio - Television</b>												
BS Radio-TV	8	5	9	8	10	7	6	6	6	4	5	6
<b>Total Radio - Television TRU</b>	<b>8</b>	<b>5</b>	<b>9</b>	<b>8</b>	<b>10</b>	<b>7</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>4</b>	<b>5</b>	<b>6</b>
<b>Total Communications TRU</b>	<b>21</b>	<b>21</b>	<b>19</b>	<b>19</b>	<b>17</b>	<b>16</b>	<b>17</b>	<b>12</b>	<b>15</b>	<b>11</b>	<b>13</b>	<b>14</b>

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# Arkansas State University-Jonesboro

## Assessment of Degree Program Productivity **College of Media & Communication** Fiscal Years 2003-04 to 2012-13

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

Arkansas State University

Fiscal Years 2003-04 to 2012-13

Jonesboro Campus

College, Department, Degree & Program	Fiscal Years										Averages	
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	3 Year	5 Year
<b>Communication Studies</b>												
BA Communication Studies	9	8	10	14	17	8	10	8	12	10	10	10
BSE Communication Studies Education	1	0	0	2	0	1	1	0	0	0	0	0
Gcert Health Communication	--	--	--	--	--	--	0	2	2	0	1	--
MA Communication Studies	5	6	6	4	7	4	4	6	6	8	7	6
SCCT Community College Teaching-Communication Studies Education	0	0	2	0	0	0	0	0	0	0	0	0
<b>Total Communication Studies</b>	<b>15</b>	<b>14</b>	<b>18</b>	<b>20</b>	<b>24</b>	<b>13</b>	<b>15</b>	<b>16</b>	<b>20</b>	<b>18</b>	<b>18</b>	<b>16</b>
<b>Journalism</b>												
BS Graphic Communications	3	2	3	0	6	3	4	4	4	0	3	3
BS Journalism	43	39	32	43	27	44	43	18	26	31	25	32
MSMC Journalism	5	3	1	4	1	5	5	7	8	4	6	6
<b>Total Journalism</b>	<b>51</b>	<b>44</b>	<b>36</b>	<b>47</b>	<b>34</b>	<b>52</b>	<b>52</b>	<b>29</b>	<b>38</b>	<b>35</b>	<b>34</b>	<b>41</b>
<b>Radio &amp; Television</b>												
BS Radio - TV	35	26	36	28	37	26	29	20	25	31	25	26
MSMC Radio-TV	3	2	2	4	2	5	5	12	19	21	17	12
<b>Total Radio &amp; Television</b>	<b>38</b>	<b>28</b>	<b>38</b>	<b>32</b>	<b>39</b>	<b>31</b>	<b>34</b>	<b>32</b>	<b>44</b>	<b>52</b>	<b>43</b>	<b>39</b>
<b>Total Media &amp; Communication</b>	<b>104</b>	<b>86</b>	<b>92</b>	<b>99</b>	<b>97</b>	<b>96</b>	<b>101</b>	<b>77</b>	<b>102</b>	<b>105</b>	<b>95</b>	<b>96</b>

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