

Arkansas State University-Jonesboro

College of Media & Communication Department of Communication Institutional Assessment of Effectiveness Fall 2005 - Fall 2014

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

Headcount & Enrollment

Department of Communication - Spring 2005 to Fall 2014

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	3 Year	5 Year
UNDUPLICATED HEADCOUNT																						
Enrollment by Site																						
Jonesboro Campus	45	52	38	45	67	60	54	75	95	120	97.8%	100.0%	97.4%	97.8%	95.7%	90.9%	91.5%	86.2%	90.5%	89.6%	97	81
All Other Instructional Sites	1	0	1	1	3	6	5	12	10	14	2.2%	0.0%	2.6%	2.2%	4.3%	9.1%	8.5%	13.8%	9.5%	10.4%	12	9
Total Headcount	46	52	39	46	70	66	59	87	105	134											109	90

STUDENTS BY ENROLLMENT STATUS CATEGORY

New ASU Students											(Percent of New Student Total)										Averages	
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	3 Year	5 Year
First-Time Freshmen	6	5	1	2	8	8	1	6	5	13	60.0%	50.0%	14.3%	20.0%	47.1%	44.4%	12.5%	27.3%	27.8%	43.3%	8	7
Undergraduate Transfers	1	3	1	1	4	2	0	4	3	8	10.0%	30.0%	14.3%	10.0%	23.5%	11.1%	0.0%	18.2%	16.7%	26.7%	5	3
New Graduate Students	3	2	5	7	5	8	7	12	10	9	30.0%	20.0%	71.4%	70.0%	29.4%	44.4%	87.5%	54.5%	55.6%	30.0%	10	9
Total New Students	10	10	7	10	17	18	8	22	18	30											23	19
New Students as a % of Total	21.7%	19.2%	17.9%	21.7%	24.3%	27.3%	13.6%	25.3%	17.1%	22.4%												

Enrollment at Jonesboro & All Other Instructional Sites	Spring Semesters										Percentage										Averages	
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	3 Year	5 Year
UNDUPLICATED HEADCOUNT																						
Enrollment by Site																						
Jonesboro Campus	43	42	49	43	55	64	60	64	80	112	100.0%	100.0%	98.0%	95.6%	100.0%	92.8%	89.6%	90.1%	88.9%	93.3%	85	76
All Other Instructional Sites	0	0	1	2	0	5	7	7	10	8	0.0%	0.0%	2.0%	4.4%	0.0%	7.2%	10.4%	9.9%	11.1%	6.7%	8	7
Total Headcount	43	42	50	45	55	69	67	71	90	120											94	83

STUDENTS BY ENROLLMENT STATUS CATEGORY

New ASU Students											(Percent of New Student Total)										Averages	
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	3 Year	5 Year
First-Time Freshmen	0	0	0	0	0	0	1	0	0	1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	10.0%	0	0
Undergraduate Transfers	2	1	3	1	0	2	2	1	2	2	100.0%	50.0%	75.0%	33.3%	0.0%	33.3%	66.7%	7.7%	50.0%	20.0%	2	2
New Graduate Students	0	1	1	2	1	4	0	12	2	7	0.0%	50.0%	25.0%	66.7%	100.0%	66.7%	0.0%	92.3%	50.0%	70.0%	7	5
Total New Students	2	2	4	3	1	6	3	13	4	10											9	7
New Students as a % of Total	4.7%	4.8%	8.0%	6.7%	1.8%	8.7%	4.5%	18.3%	4.4%	8.3%												

Data Source: Banner Student Enrollment

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Enrollment by Student Load & Classification

Arkansas State University

Department of Communication - Fall 2005 to Fall 2014

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages		
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	3 Year	5 Year	
ENROLLMENT BY STUDENT LOAD																							
<i>(Full-time undergraduate course load is 12+ hours; full-time graduate course load is 9+ hours.)</i>																							
Undergraduate Students											<i>(Percent of Undergraduate Total)</i>												
Full-Time	36	41	26	30	49	47	35	47	63	94	92.3%	85.4%	83.9%	88.2%	81.7%	87.0%	79.5%	85.5%	82.9%	83.2%	68	57	
Part-Time	3	7	5	4	11	7	9	8	13	19	7.7%	14.6%	16.1%	11.8%	18.3%	13.0%	20.5%	14.5%	17.1%	16.8%	13	11	
Full-Time Average Course Load	15.1	14.7	14.7	14.6	14.4	14.2	14.4	14.4	14.4	14.7											14.5	14.4	
Part-Time Average Course Load	7.7	7.4	8.2	6.8	8.1	9.0	6.8	9.4	9.5	8.0											9.0	8.5	
Average Course Load	14.5	13.6	13.6	13.7	13.3	13.5	12.8	13.6	13.6	13.5											13.6	13.4	
Graduate Students											<i>(Percent of Graduate Total)</i>												
Full-Time	4	3	6	4	6	5	6	9	8	7	57.1%	75.0%	75.0%	33.3%	60.0%	41.7%	40.0%	28.1%	27.6%	33.3%	8	7	
Part-Time	3	1	2	8	4	7	9	23	21	14	42.9%	25.0%	25.0%	66.7%	40.0%	58.3%	60.0%	71.9%	72.4%	66.7%	19	15	
Full-Time Average Course Load	10.5	9.0	10.5	9.3	9.0	10.2	9.0	9.3	9.0	9.0											9.1	9.3	
Part-Time Average Course Load	4.0	6.0	6.0	4.9	6.0	6.0	6.0	5.7	5.1	5.8											5.5	5.7	
Average Course Load	7.7	8.3	9.4	6.3	7.8	7.8	7.2	6.8	6.2	6.9											6.6	7.0	
Total Students											<i>(Percent of Total Headcount)</i>												
Full-Time	40	44	32	34	55	52	41	56	71	101	87.0%	84.6%	82.1%	73.9%	78.6%	78.8%	69.5%	64.4%	67.6%	75.4%	76	64	
Part-Time	6	8	7	12	15	14	18	31	34	33	13.0%	15.4%	17.9%	26.1%	21.4%	21.2%	30.5%	35.6%	32.4%	24.6%	33	26	
Total Headcount	46	52	39	46	70	66	59	87	105	134											109	90	

ENROLLMENT BY CAREER & CLASSIFICATION

Undergraduate Students											<i>(Percent of Undergraduate Total)</i>												
All Freshmen	7	8	5	7	17	16	7	10	10	18	17.9%	16.7%	16.1%	20.6%	28.3%	29.6%	15.9%	18.2%	13.2%	15.9%	13	12	
Sophomore	5	9	5	8	12	11	15	12	21	26	12.8%	18.8%	16.1%	23.5%	20.0%	20.4%	34.1%	21.8%	27.6%	23.0%	20	17	
Junior	14	14	7	10	20	9	9	20	17	38	35.9%	29.2%	22.6%	29.4%	33.3%	16.7%	20.5%	36.4%	22.4%	33.6%	25	19	
Senior	12	17	14	9	10	18	12	12	27	30	30.8%	35.4%	45.2%	26.5%	16.7%	33.3%	27.3%	21.8%	35.5%	26.5%	23	20	
Unclassified Undergraduates	1	0	0	0	1	0	1	1	1	1	2.6%	0.0%	0.0%	0.0%	1.7%	0.0%	2.3%	1.8%	1.3%	0.9%	1	1	
Total Undergraduates	39	48	31	34	60	54	44	55	76	113											81	68	
Graduate Students											<i>(Percent of Graduate Total)</i>												
Master's	7	4	8	12	10	12	15	31	28	21	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	96.9%	96.6%	100.0%	27	21	
Specialist	0	0	0	0	0	0	0	0	1	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0	0	
Doctoral	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
Unclassified Graduates	0	0	0	0	0	0	0	1	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0	0	
Total Graduates	7	4	8	12	10	12	15	32	29	21											27	22	
Undergraduates as a % of Total	84.8%	92.3%	79.5%	73.9%	85.7%	81.8%	74.6%	63.2%	72.4%	84.3%													
Graduates as a % of Total	15.2%	7.7%	20.5%	26.1%	14.3%	18.2%	25.4%	36.8%	27.6%	15.7%													

Data Source: Banner Student Enrollment Information.

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Enrollment by Gender & Ethnicity

Arkansas State University

Department of Communication - Fall 2005 to Fall 2014

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	3 Year	5 Year
ENROLLMENT BY GENDER & ETHNICITY																						
Male Undergraduate Students																						
	(Percent of Male Undergraduate Total)																					
American Indian	1	1	1	0	0	0	0	0	1	0	6.3%	5.3%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0	0
Asian American	1	1	1	0	0	0	0	0	1	2	6.3%	5.3%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	4.7%	1	1
African American	1	4	2	3	6	6	7	6	6	10	6.3%	21.1%	15.4%	33.3%	24.0%	31.6%	41.2%	23.1%	20.7%	23.3%	7	7
Hispanic American	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Native Hawaiian/Pacific Islander	--	--	--	--	0	0	0	0	0	0	--	--	--	--	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Two or More Races	--	--	--	--	1	0	1	1	1	2	--	--	--	--	4.0%	0.0%	5.9%	3.8%	3.4%	4.7%	1	1
White, Non-Hispanic	12	13	9	6	16	13	8	15	19	27	75.0%	68.4%	69.2%	66.7%	64.0%	68.4%	47.1%	57.7%	65.5%	62.8%	20	16
Ethnicity Unknown	1	0	0	0	2	0	0	0	0	0	6.3%	0.0%	0.0%	0.0%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Nonresident Alien	0	0	0	0	0	0	1	4	1	2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	15.4%	3.4%	4.7%	2	2
	(Percent of Total Headcount)																					
Total Male Undergraduates	16	19	13	9	25	19	17	26	29	43	34.8%	36.5%	33.3%	19.6%	35.7%	28.8%	28.8%	29.9%	27.6%	32.1%	33	27
Female Undergraduate Students																						
	(Percent of Female Undergraduate Total)																					
American Indian	0	1	1	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%	0	0
Asian American	0	1	0	0	0	0	0	0	0	0	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
African American	1	5	4	8	10	12	13	10	16	12	4.3%	17.2%	22.2%	32.0%	28.6%	34.3%	48.1%	34.5%	34.0%	17.1%	13	13
Hispanic American	0	0	0	0	0	0	1	2	1	4	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	6.9%	2.1%	5.7%	2	2
Native Hawaiian/Pacific Islander	--	--	--	--	0	0	0	0	0	0	--	--	--	--	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Two or More Races	--	--	--	--	0	1	0	0	0	1	--	--	--	--	0.0%	2.9%	0.0%	0.0%	0.0%	1.4%	0	0
White, Non-Hispanic	22	21	13	13	22	20	12	14	23	47	95.7%	72.4%	72.2%	52.0%	62.9%	57.1%	44.4%	48.3%	48.9%	67.1%	28	23
Ethnicity Unknown	0	1	0	3	1	1	0	0	0	1	0.0%	3.4%	0.0%	12.0%	2.9%	2.9%	0.0%	0.0%	0.0%	1.4%	0	0
Nonresident Alien	0	0	0	1	2	1	1	3	7	5	0.0%	0.0%	0.0%	4.0%	5.7%	2.9%	3.7%	10.3%	14.9%	7.1%	5	3
	(Percent of Total Headcount)																					
Total Female Undergraduates	23	29	18	25	35	35	27	29	47	70	50.0%	55.8%	46.2%	54.3%	50.0%	53.0%	45.8%	33.3%	44.8%	52.2%	49	42
Male Graduate Students																						
	(Percent of Male Graduate Total)																					
American Indian	0	0	0	0	0	0	0	0	0	0	0.0%	--	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0	0	0	1	1	3	5	3	4	2	0.0%	--	0.0%	16.7%	20.0%	37.5%	55.6%	42.9%	40.0%	33.3%	3	3
Hispanic American	0	0	0	0	0	0	0	0	0	0	0.0%	--	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Native Hawaiian/Pacific Islander	--	--	--	--	0	0	0	0	0	0	--	--	--	--	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Two or More Races	--	--	--	--	0	0	0	0	0	0	--	--	--	--	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
White, Non-Hispanic	3	0	2	4	3	4	4	4	5	3	100.0%	--	100.0%	66.7%	60.0%	50.0%	44.4%	57.1%	50.0%	50.0%	4	4
Ethnicity Unknown	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%	16.7%	0	0
Nonresident Alien	0	0	0	1	1	1	0	0	1	0	0.0%	--	0.0%	16.7%	20.0%	12.5%	0.0%	0.0%	10.0%	0.0%	0	0
	(Percent of Total Headcount)																					
Total Male Graduates	3	0	2	6	5	8	9	7	10	6	6.5%	0.0%	5.1%	13.0%	7.1%	12.1%	15.3%	8.0%	9.5%	4.5%	8	8
Female Graduate Students																						
	(Percent of Female Graduate Total)																					
American Indian	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
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	1	2	1	1	3	2	17	10	7	25.0%	25.0%	33.3%	16.7%	20.0%	75.0%	33.3%	68.0%	52.6%	46.7%	11	8
Hispanic American	0	0	0	0	0	0	1	1	0	1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	4.0%	0.0%	6.7%	1	1
Native Hawaiian/Pacific Islander	--	--	--	--	0	0	0	0	0	0	--	--	--	--	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Two or More Races	--	--	--	--	0	0	0	0	1	0	--	--	--	--	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0	0
White, Non-Hispanic	3	3	4	4	3	1	2	5	6	3	75.0%	75.0%	66.7%	66.7%	60.0%	25.0%	33.3%	20.0%	31.6%	20.0%	5	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	0	0	1	1	0	1	2	2	3	0.0%	0.0%	0.0%	16.7%	20.0%	0.0%	16.7%	8.0%	10.5%	20.0%	2	2
	(Percent of Total Headcount)																					
Total Female Graduates	4	4	6	6	5	4	6	25	19	15	8.7%	7.7%	15.4%	13.0%	7.1%	6.1%	10.2%	28.7%	18.1%	11.2%	20	14

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Enrollment by Gender, Ethnicity, Age & Applications

Arkansas State University

Department of Communication - Fall 2005 to Fall 2014

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	3 Year	5 Year
ENROLLMENT BY GENDER & ETHNICITY																						
Total Students by Gender																						
Male	19	19	15	15	30	27	26	33	39	49	41.3%	36.5%	38.5%	32.6%	42.9%	40.9%	44.1%	37.9%	37.1%	36.6%	40	35
Female	27	33	24	31	40	39	33	54	66	85	58.7%	63.5%	61.5%	67.4%	57.1%	59.1%	55.9%	62.1%	62.9%	63.4%	68	55
Total Students by Ethnicity																						
American Indian	1	2	2	0	0	0	0	0	1	1	2.2%	3.8%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.7%	1	0
Asian American	1	2	1	0	0	0	0	0	1	2	2.2%	3.8%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.5%	1	1
African American	3	10	8	13	18	24	27	36	36	31	6.5%	19.2%	20.5%	28.3%	25.7%	36.4%	45.8%	41.4%	34.3%	23.1%	34	31
Hispanic American	0	0	0	0	0	0	2	3	1	5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	3.4%	1.0%	3.7%	3	2
Native Hawaiian/Pacific Islander	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Two or More Races	0	0	0	0	1	1	1	1	2	3	0.0%	0.0%	0.0%	0.0%	1.4%	1.5%	1.7%	1.1%	1.9%	2.2%	2	2
White, Non-Hispanic	40	37	28	27	44	38	26	38	53	80	87.0%	71.2%	71.8%	58.7%	62.9%	57.6%	44.1%	43.7%	50.5%	59.7%	57	47
Ethnicity Unknown	1	1	0	3	3	1	0	0	0	2	2.2%	1.9%	0.0%	6.5%	4.3%	1.5%	0.0%	0.0%	0.0%	1.5%	1	1
Nonresident Alien	0	0	0	3	4	2	3	9	11	10	0.0%	0.0%	0.0%	6.5%	5.7%	3.0%	5.1%	10.3%	10.5%	7.5%	10	7
Total Minorities* as a % of Total	10.9%	26.9%	28.2%	28.3%	27.1%	37.9%	50.8%	46.0%	39.0%	31.3%												

AGE OF STUDENTS

											(Percent of Total Headcount)											
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	3 Year	5 Year
Under 25																						
Undergraduate	32	39	24	27	49	42	37	48	68	103	69.6%	75.0%	61.5%	58.7%	70.0%	63.6%	62.7%	55.2%	64.8%	76.9%	73	60
Graduate	2	3	6	6	6	4	6	13	11	8	4.3%	5.8%	15.4%	13.0%	8.6%	6.1%	10.2%	14.9%	10.5%	6.0%	11	8
25 & Older																						
Undergraduate	7	9	7	7	11	12	7	7	8	10	15.2%	17.3%	17.9%	15.2%	15.7%	18.2%	11.9%	8.0%	7.6%	7.5%	8	9
Graduate	5	1	2	6	4	8	9	19	18	13	10.9%	1.9%	5.1%	13.0%	5.7%	12.1%	15.3%	21.8%	17.1%	9.7%	17	13
25 & Older Students as a % of Total	26.1%	19.2%	23.1%	28.3%	21.4%	30.3%	27.1%	29.9%	24.8%	17.2%												

APPLICATIONS

											(As a Percent of Applied)											
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	3 Year	5 Year
First-Time Freshmen																						
Applied	12	10	3	5	13	26	11	28	29	35											31	26
Admitted	9	8	3	5	10	19	7	14	17	26	75.0%	80.0%	100.0%	100.0%	76.9%	73.1%	63.6%	50.0%	58.6%	74.3%	19	17
Enrolled	6	5	1	2	8	8	1	6	5	13	50.0%	50.0%	33.3%	40.0%	61.5%	30.8%	9.1%	21.4%	17.2%	37.1%	8	7
Undergraduate Transfers																						
Applied	2	8	1	1	5	7	4	10	9	21											13	10
Admitted	2	5	1	1	4	5	1	5	5	13	100.0%	62.5%	100.0%	100.0%	80.0%	71.4%	25.0%	50.0%	55.6%	61.9%	8	6
Enrolled	1	3	1	1	4	2	0	4	3	8	50.0%	37.5%	100.0%	100.0%	80.0%	28.6%	0.0%	40.0%	33.3%	38.1%	5	3
New Graduates																						
Applied	4	2	6	11	11	15	19	18	20	25											21	19
Admitted	4	2	5	10	8	9	11	15	11	15	100.0%	100.0%	83.3%	90.9%	72.7%	60.0%	57.9%	83.3%	55.0%	60.0%	14	12
Enrolled	3	2	5	7	5	8	7	12	10	9	75.0%	100.0%	83.3%	63.6%	45.5%	53.3%	36.8%	66.7%	50.0%	36.0%	10	9

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

Data Source: Banner Student Enrollment Information.

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Enrollment by Geographic Origin

Arkansas State University

Department of Communication - Fall 2005 to Fall 2014

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages		
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	3 Year	5 Year	
ENROLLMENT BY GEOGRAPHIC ORIGIN																							
Undergraduate Students																							
	(Percent of Undergraduate Total)																						
Arkansas	35	44	30	32	56	51	37	42	54	83	89.7%	91.7%	96.8%	94.1%	93.3%	94.4%	84.1%	76.4%	71.1%	73.5%	60	53	
Missouri	1	1	0	1	0	0	2	1	3	7	2.6%	2.1%	0.0%	2.9%	0.0%	0.0%	4.5%	1.8%	3.9%	6.2%	4	3	
Tennessee	0	1	0	0	1	1	2	3	5	4	0.0%	2.1%	0.0%	0.0%	1.7%	1.9%	4.5%	5.5%	6.6%	3.5%	4	3	
Other U.S. States/Territories	3	2	1	0	1	1	1	2	6	12	7.7%	4.2%	3.2%	0.0%	1.7%	1.9%	2.3%	3.6%	7.9%	10.6%	7	4	
Foreign	0	0	0	1	2	1	2	7	8	7	0.0%	0.0%	0.0%	2.9%	3.3%	1.9%	4.5%	12.7%	10.5%	6.2%	7	5	
Graduate Students																							
	(Percent of Graduate Total)																						
Arkansas	6	3	7	10	7	7	9	25	20	15	85.7%	75.0%	87.5%	83.3%	70.0%	58.3%	60.0%	78.1%	69.0%	71.4%	20	15	
Missouri	0	0	0	0	0	0	1	1	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	3.1%	0.0%	0.0%	0	0	
Tennessee	0	0	1	0	0	0	0	0	1	0	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0	0	
Other U.S. States/Territories	1	1	0	0	1	4	4	4	5	3	14.3%	25.0%	0.0%	0.0%	10.0%	33.3%	26.7%	12.5%	17.2%	14.3%	4	4	
Foreign	0	0	0	2	2	1	1	2	3	3	0.0%	0.0%	0.0%	16.7%	20.0%	8.3%	6.7%	6.3%	10.3%	14.3%	3	2	
Total Students																							
	(Percent of Total Headcount)																						
Arkansas	41	47	37	42	63	58	46	67	74	98	89.1%	90.4%	94.9%	91.3%	90.0%	87.9%	78.0%	77.0%	70.5%	73.1%	80	69	
Missouri	1	1	0	1	0	0	3	2	3	7	2.2%	1.9%	0.0%	2.2%	0.0%	0.0%	5.1%	2.3%	2.9%	5.2%	4	3	
Tennessee	0	1	1	0	1	1	2	3	6	4	0.0%	1.9%	2.6%	0.0%	1.4%	1.5%	3.4%	3.4%	5.7%	3.0%	4	3	
Other U.S. States/Territories	4	3	1	0	2	5	5	6	11	15	8.7%	5.8%	2.6%	0.0%	2.9%	7.6%	8.5%	6.9%	10.5%	11.2%	11	8	
Total Out-of-State	5	5	2	1	3	6	10	11	20	26	10.9%	9.6%	5.1%	2.2%	4.3%	9.1%	16.9%	12.6%	19.0%	19.4%	19	15	
Foreign	0	0	0	3	4	2	3	9	11	10	0.0%	0.0%	0.0%	6.5%	5.7%	3.0%	5.1%	10.3%	10.5%	7.5%	10	7	

ENROLLMENT FROM SELECTED U.S. COUNTIES

Arkansas																							
	(Percent of Arkansas Total)																						
Craighead	12	18	16	22	25	15	12	17	21	32	29.3%	38.3%	43.2%	52.4%	39.7%	25.9%	26.1%	25.4%	28.4%	32.7%	23	19	
Crittenden	3	2	0	1	2	3	2	3	5	4	7.3%	4.3%	0.0%	2.4%	3.2%	5.2%	4.3%	4.5%	6.8%	4.1%	4	3	
Cross	0	0	0	0	0	1	1	1	2	1	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	2.2%	1.5%	2.7%	1.0%	1	1	
Greene	2	5	3	2	3	7	6	4	7	7	4.9%	10.6%	8.1%	4.8%	4.8%	12.1%	13.0%	6.0%	9.5%	7.1%	6	6	
Independence	1	1	0	0	0	0	0	2	1	1	2.4%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	1.4%	1.0%	1	1	
Mississippi	2	1	2	1	1	3	4	8	4	4	4.9%	2.1%	5.4%	2.4%	1.6%	5.2%	8.7%	11.9%	5.4%	4.1%	5	5	
Poinsett	1	1	1	0	2	0	0	4	0	1	2.4%	2.1%	2.7%	0.0%	3.2%	0.0%	0.0%	6.0%	0.0%	1.0%	2	1	
Pulaski	5	6	4	9	10	12	11	10	7	5	12.2%	12.8%	10.8%	21.4%	15.9%	20.7%	23.9%	14.9%	9.5%	5.1%	7	9	
St. Francis	1	3	1	1	2	3	0	0	1	0	2.4%	6.4%	2.7%	2.4%	3.2%	5.2%	0.0%	0.0%	1.4%	0.0%	0	1	
White	1	0	0	1	1	2	0	2	1	0	2.4%	0.0%	0.0%	2.4%	1.6%	3.4%	0.0%	3.0%	1.4%	0.0%	1	1	
Other Arkansas Counties	13	10	10	5	17	12	10	16	25	43	31.7%	21.3%	27.0%	11.9%	27.0%	20.7%	21.7%	23.9%	33.8%	43.9%	28	21	
Missouri																							
	(Percent of Missouri Total)																						
Dunklin	0	0	0	0	0	0	1	0	0	1	0.0%	0.0%	--	0.0%	--	--	33.3%	0.0%	0.0%	14.3%	0	0	
Pemiscot	0	0	0	0	0	0	2	2	1	1	0.0%	0.0%	--	0.0%	--	--	66.7%	100.0%	33.3%	14.3%	1	1	
Other Missouri Counties	1	1	0	1	0	0	0	0	2	5	100.0%	100.0%	--	100.0%	--	--	0.0%	0.0%	66.7%	71.4%	2	1	
Tennessee																							
	(Percent of Tennessee Total)																						
Shelby	0	0	1	0	1	1	2	3	4	4	--	0.0%	100.0%	--	100.0%	100.0%	100.0%	100.0%	66.7%	100.0%	4	3	
Other Tennessee Counties	0	1	0	0	0	0	0	0	2	0	--	100.0%	0.0%	--	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	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 - Fall 2005 to Fall 2014

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters											Percentage										Averages	
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	3 Year	5 Year	
FIRST-TIME FRESHMEN BY COMPOSITE ACT SCORE RANGE																							
	(Percent of First-Time Freshmen Total)																						
Composite 30 - 36	0	0	0	0	0	0	0	0	0	0	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	8	16.7%	20.0%	0.0%	50.0%	12.5%	50.0%	0.0%	66.7%	80.0%	61.5%		5	4
Composite 19 - 23	3	1	1	0	4	3	1	2	1	5	50.0%	20.0%	100.0%	0.0%	50.0%	37.5%	100.0%	33.3%	20.0%	38.5%		3	2
Composite Below 19	0	3	0	0	1	0	0	0	0	0	0.0%	60.0%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%		0	0
ASSET/Compass/SAT*	2	0	0	1	2	1	0	0	0	0	33.3%	0.0%	0.0%	50.0%	25.0%	12.5%	0.0%	0.0%	0.0%	0.0%		0	0
Average ACT Composite Score	22.0	19.2	20.0	25.0	20.3	23.6	23.0	24.5	25.4	25.0												25.0	24.3

FIRST-TIME FRESHMEN REQUIRING REMEDIATION																							
	(Percent of First-Time Freshmen Total)																						
English Remediation	1	1	0	1	2	0	0	0	0	0	16.7%	20.0%	0.0%	50.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0	0
Mathematics Remediation	2	4	1	1	2	4	1	1	1	3	33.3%	80.0%	100.0%	50.0%	25.0%	50.0%	100.0%	16.7%	20.0%	23.1%		2	2
Reading Remediation	2	3	0	1	2	0	0	0	0	0	33.3%	60.0%	0.0%	50.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0	0
Total Unduplicated Remedial	3	4	1	1	4	4	1	1	1	3	50.0%	80.0%	100.0%	50.0%	50.0%	50.0%	100.0%	16.7%	20.0%	23.1%		2	2

FIRST-TIME FRESHMEN BY EDUCATIONAL ATTAINMENT OF PARENTS																							
	(Percent of First-Time Freshmen Total)																						
Less Than High School	1	0	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%		0	0
High School	2	3	0	0	4	1	0	1	0	2	33.3%	60.0%	0.0%	0.0%	50.0%	12.5%	0.0%	16.7%	0.0%	15.4%		1	1
Attended College	0	1	0	1	0	3	0	0	0	3	0.0%	20.0%	0.0%	50.0%	0.0%	37.5%	0.0%	0.0%	0.0%	23.1%		1	1
College Degree	2	1	1	0	2	4	1	5	5	8	33.3%	20.0%	100.0%	0.0%	25.0%	50.0%	100.0%	83.3%	100.0%	61.5%		6	5
Unknown	1	0	0	1	2	0	0	0	0	0	16.7%	0.0%	0.0%	50.0%	25.0%	0.0%	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%	38.5%													

OCCUPANCY OF UNIVERSITY HOUSING																							
	(Percent of Total Headcount)																						
Residence Halls	8	12	2	5	15	11	10	14	19	29	17.4%	23.1%	5.1%	10.9%	21.4%	16.7%	16.9%	16.1%	18.1%	21.6%		21	17
University Apartments	7	4	7	4	4	4	9	11	14	15	15.2%	7.7%	17.9%	8.7%	5.7%	6.1%	15.3%	12.6%	13.3%	11.2%		13	11
Other University Housing	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%	0.7%		1	0
University Housing Occupants as a % of Total Headcount																							
	32.6%	30.8%	23.1%	19.6%	27.1%	22.7%	32.2%	28.7%	32.4%	33.6%													

Data Source: Banner Student Enrollment Information.

*Could include students without test scores.

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Degrees Conferred

Arkansas State University

Department of Communication - Fiscal Years 2004-2005 to 2013-2014

Jonesboro Campus

Degrees Conferred at Jonesboro & All Other Instructional Sites	Fiscal Years											Percentage										Averages																					
	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	3 Year	5 Year																					
DEGREES CONFERRED BY DEGREE LEVEL																						<i>(Percent of Total Degrees Conferred)</i>																					
Associate Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--																				
Baccalaureate Degrees	8	10	16	17	9	11	8	12	10	22	57.1%	55.6%	80.0%	70.8%	69.2%	73.3%	50.0%	60.0%	55.6%	62.9%	15	13																					
Graduate Certificate	--	--	--	--	--	0	2	2	0	2	--	--	--	--	--	0.0%	12.5%	10.0%	0.0%	5.7%	1	1																					
Master's Degrees	6	6	4	7	4	4	6	6	8	11	42.9%	33.3%	20.0%	29.2%	30.8%	26.7%	37.5%	30.0%	44.4%	31.4%	8	7																					
Specialist Degrees	0	2	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%	0	0																					
Doctoral Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--																					
Total Degrees Conferred	14	18	20	24	13	15	16	20	18	35											24	21																					
% of Undergraduate Degrees Conferred	57.1%	55.6%	80.0%	70.8%	69.2%	73.3%	50.0%	60.0%	55.6%	62.9%																																	

DEGREES CONFERRED BY ETHNIC ORIGIN & GENDER

Total Known Minorities*												<i>(Percent of Total Degrees Conferred)</i>											
Male	1	1	0	1	2	1	3	4	1	4	7.1%	5.6%	0.0%	4.2%	15.4%	6.7%	18.8%	20.0%	5.6%	11.4%	3	3	
Female	5	6	2	3	4	1	5	6	8	9	35.7%	33.3%	10.0%	12.5%	30.8%	6.7%	31.3%	30.0%	44.4%	25.7%	8	6	
Total Minorities	6	7	2	4	6	2	8	10	9	13											11	8	
% of Minorities Degrees Conferred	42.9%	38.9%	10.0%	16.7%	46.2%	13.3%	50.0%	50.0%	50.0%	37.1%													

Total Nonresident Aliens												<i>(Percent of Total Degrees Conferred)</i>											
Male	0	0	0	0	1	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%	0	0	
Female	1	0	0	0	0	0	0	0	0	1	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0	0	
Total Nonresident Aliens	1	0	0	0	1	0	0	0	0	1											0	0	
% of Nonresident Aliens Degrees Conferred	7.1%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	2.9%													

Total White, Non-Hispanic; & Ethnicity Unknown												<i>(Percent of Total Degrees Conferred)</i>											
Male	5	5	9	7	2	4	6	3	2	14	35.7%	27.8%	45.0%	29.2%	15.4%	26.7%	37.5%	15.0%	11.1%	40.0%	6	6	
Female	2	6	9	13	4	9	2	7	7	7	14.3%	33.3%	45.0%	54.2%	30.8%	60.0%	12.5%	35.0%	38.9%	20.0%	7	6	
Total White & Ethnicity Unknown	7	11	18	20	6	13	8	10	9	21											13	12	
% of White & Ethnicity Unknown Degrees Conferred	50.0%	61.1%	90.0%	83.3%	46.2%	86.7%	50.0%	50.0%	50.0%	60.0%													

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

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

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Media & Communication Degrees Conferred by Degree Program

Arkansas State University

Fiscal Years 2004-05 to 2013-14

Jonesboro Campus

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

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