

Enrollment by Degree Program

Arkansas State University

Fall 2016 to Fall 2020

| College, Department, Degree & Program | Fall Semesters | | | | | Average | |
|--|----------------|------------|------------|------------|------------|------------|------------|
| | 2016 | 2017 | 2018 | 2019 | 2020 | 3 Year | 5 Year |
| Communication | | | | | | | |
| Media & Journalism | | | | | | | |
| Communication | | | | | | | |
| CP Social Media Management | -- | -- | 2 | 1 | 1 | 1 | 1 |
| BA Communication Studies | 109 | 113 | 90 | 98 | 88 | 92 | 100 |
| BS Strategic Communications | 107 | 119 | 108 | 105 | 109 | 107 | 110 |
| GC Health Communications | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| MA Communication Studies | 26 | 26 | 26 | 13 | 10 | 16 | 20 |
| Total Communication | 242 | 258 | 226 | 217 | 208 | 216 | 231 |
| Media & Journalism | | | | | | | |
| BS Creative Media Production | 108 | 99 | 110 | 118 | 119 | 116 | 111 |
| BS Journalism | 4 | 1 | 1 | 1 | 1 | 1 | 2 |
| BS Multimedia Journalism | 78 | 48 | 51 | 51 | 31 | 44 | 52 |
| BS Radio-TV | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| MS Media Management | -- | 19 | 36 | 46 | 44 | 42 | 36 |
| MSMC Journalism | 11 | 11 | 7 | 4 | 3 | 5 | 7 |
| MSMC Radio-TV | 13 | 10 | 9 | 3 | 4 | 5 | 8 |
| Total Media & Journalism | 216 | 188 | 214 | 223 | 202 | 213 | 216 |
| Grand Total | 458 | 446 | 440 | 440 | 410 | 429 | 447 |

Degrees Awarded

Arkansas State University

Fiscal Year 2015-2016 to 2019-2020

| Degrees Awarded at Jonesboro & All Other Instructional Sites | Fiscal Year | | | | | Average | |
|---|-------------|-----------|------------|------------|------------|------------|------------|
| | 2015-2016 | 2016-2017 | 2017-2018 | 2018-2019 | 2019-2020 | 3 Year | 5 Year |
| Communication | | | | | | | |
| Media & Journalism | | | | | | | |
| Baccalaureate Degrees | 78 | 72 | 109 | 99 | 102 | 103 | 92 |
| Master's Degrees | 20 | 14 | 14 | 34 | 31 | 26 | 23 |
| Graduate Certificates | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Degrees Awarded | 98 | 86 | 123 | 133 | 133 | 129 | 115 |

Degrees Awarded by Degree Program

Arkansas State University

Fiscal Year 2015-2016 to 2019-2020

| College, Department, Degree & Program | Fiscal Year | | | | | Average | |
|--|-------------|-----------|------------|------------|------------|------------|------------|
| | 2015-2016 | 2016-2017 | 2017-2018 | 2018-2019 | 2019-2020 | 3 Year | 5 Year |
| Communication | | | | | | | |
| Media & Journalism | | | | | | | |
| Communication | | | | | | | |
| BA Communication Studies | 20 | 22 | 39 | 32 | 29 | 33 | 28 |
| BS Strategic Communications | 12 | 17 | 37 | 35 | 36 | 36 | 27 |
| GC Health Communications | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| MA Communication Studies | 8 | 4 | 4 | 6 | 6 | 5 | 6 |
| Total Communication | 40 | 43 | 80 | 73 | 71 | 74 | 61 |
| Media & Journalism | | | | | | | |
| BS Creative Media Production | 12 | 20 | 24 | 29 | 33 | 29 | 24 |
| BS Journalism | 16 | 0 | 2 | 0 | 0 | 1 | 4 |
| BS Multimedia Journalism | 8 | 10 | 7 | 3 | 4 | 5 | 6 |
| BS Radio-TV | 10 | 3 | 0 | 0 | 0 | 0 | 3 |
| MSMC Media Management | -- | -- | 1 | 17 | 21 | 13 | 13 |
| MSMC Journalism | 8 | 5 | 4 | 4 | 3 | 4 | 5 |
| MSMC Radio-TV | 4 | 5 | 5 | 7 | 1 | 4 | 4 |
| Total Media & Journalism | 58 | 43 | 43 | 60 | 62 | 56 | 59 |
| Grand Total | 98 | 86 | 123 | 133 | 133 | 130 | 120 |

Success Rates by Degree Program*

Arkansas State University

Fall 2015 to Fall 2019

| College, Department, Degree & Program | % of Students Returning or Graduating From Fall Semester to Fall Semester | | | | | Average | |
|--|--|--------------|--------------|--------------|--------------|--------------|--------------|
| | 2015 to 2016 | 2016 to 2017 | 2017 to 2018 | 2018 to 2019 | 2019 to 2020 | 3 Year | 5 Year |
| Communication | | | | | | | |
| Media & Journalism | | | | | | | |
| Communication | | | | | | | |
| BA Communication Studies | 77.4% | 77.1% | 75.2% | 81.1% | 77.6% | 78.0% | 77.7% |
| BS Strategic Communications | 87.0% | 73.8% | 82.4% | 84.3% | 90.5% | 85.7% | 83.6% |
| MA Communication Studies | 85.0% | 76.9% | 80.8% | 61.5% | 100.0% | 80.8% | 80.8% |
| Average Communication | 83.1% | 75.9% | 79.5% | 75.6% | 89.4% | 81.5% | 80.7% |
| Media & Journalism | | | | | | | |
| BS Creative Media Production | 79.5% | 74.1% | 84.8% | 83.6% | 90.7% | 86.4% | 82.5% |
| BS Journalism | 89.5% | 50.0% | 100.0% | 100.0% | 100.0% | 100.0% | 87.9% |
| BS Multimedia Journalism | 76.8% | 65.4% | 79.2% | 82.4% | 80.4% | 80.7% | 76.8% |
| BS Radio-TV | 94.4% | 100.0% | -- | -- | -- | -- | 97.2% |
| MS Media Management | -- | -- | 57.9% | 66.7% | 67.4% | 64.0% | 64.0% |
| MSMC Journalism | 90.0% | 81.8% | 90.9% | 100.0% | 100.0% | 97.0% | 92.5% |
| MSMC Radio-TV | 91.7% | 76.9% | 100.0% | 88.9% | 100.0% | 96.3% | 91.5% |
| Average Media & Journalism | 87.0% | 74.7% | 85.5% | 86.9% | 89.8% | 87.4% | 84.6% |
| Total Average | 85.1% | 75.3% | 82.5% | 81.3% | 89.6% | 84.4% | 82.7% |

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

Graduation Rates by Degree Program

Arkansas State University

Fall 2009 to Fall 2013*

Enrollment at Jonesboro
& All Other Instructional Sites

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

| First Fall Semester | 2009-2015 | | | 2010-2016 | | | 2011-2017 | | | 2012-2018 | | | 2013-2019 | | |
|---|-----------|---|-------|-----------|----|-------|-----------|---|-------|-----------|---|-------|-----------|----|-------|
| | Graduated | | | Graduated | | | Graduated | | | Graduated | | | Graduated | | |
| | Cohort | # | % | Cohort | # | % | Cohort | # | % | Cohort | # | % | Cohort | # | % |
| Communication Media & Journalism | | | | | | | | | | | | | | | |
| Communication Studies | 6 | 0 | 0.0% | 5 | 1 | 20.0% | 2 | 1 | 50.0% | 6 | 1 | 16.7% | 4 | 1 | 25.0% |
| Journalism | 23 | 7 | 30.4% | 34 | 11 | 32.4% | 15 | 7 | 46.7% | 12 | 5 | 41.7% | 11 | 7 | 63.6% |
| Radio-Television | 26 | 6 | 23.1% | 30 | 15 | 50.0% | 21 | 8 | 38.1% | 11 | 5 | 45.5% | 14 | 11 | 78.6% |

*The Fall 2013 cohort is the most recent term for which 6-year graduation rates are available.