

Retention Rates by Degree Program*

Arkansas State University

Fall 2011 to Fall 2015

College, Department, Degree & Program	% of Students Returning or Graduating From Fall Semester to Fall Semester					Average	
	2011 to 2012	2012 to 2013	2013 to 2014	2014 to 2015	2015 to 2016	3 Year	5 Year
Media & Communication							
Communication							
BA Communication Studies	68.2%	70.9%	64.5%	62.5%	77.4%	68.1%	68.7%
BS Graphic Communications	87.5%	85.7%	100.0%	100.0%	--	100.0%	93.3%
BS Strategic Communications	--	--	--	73.2%	87.0%	--	--
MA Communication Studies	93.3%	74.2%	67.9%	81.0%	85.0%	78.0%	80.3%
Total Communication	83.0%	76.9%	77.5%	79.2%	82.1%	82.0%	80.8%
Media							
BS Creative Media Production	--	--	--	66.7%	79.5%	--	--
BS Journalism	72.8%	77.9%	55.0%	84.0%	89.5%	76.2%	75.8%
BS Multimedia Journalism	--	--	--	55.6%	76.8%	--	--
BS Radio-TV	75.8%	79.8%	60.2%	82.9%	94.4%	79.2%	78.6%
MSMC Journalism	100.0%	90.0%	75.0%	88.2%	90.0%	84.4%	88.6%
MSMC Radio-TV	78.0%	81.6%	71.9%	73.7%	91.7%	79.1%	79.4%
Total Media	81.7%	82.3%	65.5%	75.2%	82.0%	79.7%	80.6%
Total Media & Communication	82.3%	79.6%	71.5%	77.2%	82.1%	80.9%	80.7%

*Retention 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.