

Arkansas State University-Jonesboro

College of Communications **Institutional Assessment of Effectiveness** **Fall 2002 - Fall 2011**

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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, and Assessment to other federal, state, and regional agencies due to differences in reporting guidelines, reporting definitions, and the timing of when the information was prepared. November 2011

Headcount & Enrollment

Arkansas State University

College of Communications - Spring 2002 to Fall 2011

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	3 Year	5 Year
UNDUPLICATED HEADCOUNT																						
Enrollment by Site																						
Jonesboro Campus	485	441	425	398	409	388	405	428	408	381	99.0%	97.8%	98.4%	96.8%	99.0%	98.7%	99.0%	98.6%	98.1%	97.4%	406	402
All Other Instructional Sites	5	10	7	13	4	5	4	6	8	10	1.0%	2.2%	1.6%	3.2%	1.0%	1.3%	1.0%	1.4%	1.9%	2.6%	8	7
Total Headcount	490	451	432	411	413	393	409	434	416	391											414	409

STUDENTS BY ENROLLMENT STATUS CATEGORY

New ASU Students											(Percent of New Student Total)										Averages	
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	3 Year	5 Year
First-Time Freshmen	95	63	58	67	67	60	67	59	73	40	72.5%	61.8%	64.4%	68.4%	71.3%	63.2%	64.4%	55.1%	61.3%	48.2%	57	60
Undergraduate Transfers	20	29	21	21	19	19	17	16	17	12	15.3%	28.4%	23.3%	21.4%	20.2%	20.0%	16.3%	15.0%	14.3%	14.5%	15	16
New Graduate Students	16	10	11	10	8	16	20	32	29	31	12.2%	9.8%	12.2%	10.2%	8.5%	16.8%	19.2%	29.9%	24.4%	37.3%	31	26
Total New Students	131	102	90	98	94	95	104	107	119	83											103	102
New Students as a % of Total	26.7%	22.6%	20.8%	23.8%	22.8%	24.2%	25.4%	24.7%	28.6%	21.2%												

Enrollment at Jonesboro & All Other Instructional Sites	Spring Semesters										Percentage										Averages	
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	3 Year	5 Year
UNDUPLICATED HEADCOUNT																						
Enrollment by Site																						
Jonesboro Campus	466	445	402	403	366	371	376	397	380	372	98.7%	99.3%	98.0%	99.8%	98.9%	99.2%	98.9%	98.5%	97.7%	95.9%	383	379
All Other Instructional Sites	6	3	8	1	4	3	4	6	9	16	1.3%	0.7%	2.0%	0.2%	1.1%	0.8%	1.1%	1.5%	2.3%	4.1%	10	8
Total Headcount	472	448	410	404	370	374	380	403	389	388											393	387

STUDENTS BY ENROLLMENT STATUS CATEGORY

New ASU Students											(Percent of New Student Total)										Averages	
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	3 Year	5 Year
First-Time Freshmen	5	4	7	3	0	1	0	8	3	2	22.7%	22.2%	43.8%	20.0%	0.0%	6.3%	0.0%	38.1%	11.1%	8.7%	4	3
Undergraduate Transfers	8	11	6	9	5	7	7	2	8	4	36.4%	61.1%	37.5%	60.0%	55.6%	43.8%	58.3%	9.5%	29.6%	17.4%	5	6
New Graduate Students	9	3	3	3	4	8	5	11	16	17	40.9%	16.7%	18.8%	20.0%	44.4%	50.0%	41.7%	52.4%	59.3%	73.9%	15	11
Total New Students	22	18	16	15	9	16	12	21	27	23											24	20
New Students as a % of Total	4.7%	4.0%	3.9%	3.7%	2.4%	4.3%	3.2%	5.2%	6.9%	5.9%												

Data Source: Banner Student Enrollment

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Enrollment by Student Load & Classification

Arkansas State University

College of Communications - Fall 2002 to Fall 2011

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters											Percentage										Averages	
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	3 Year	5 Year	

ENROLLMENT BY STUDENT LOAD

(Full-time undergraduate course load is 12+ hours; full-time graduate course load is 9+ hours.)

Undergraduate Students

(Percent of Undergraduate Total)

Full-Time	410	377	360	342	350	322	336	320	318	277	89.7%	89.5%	88.7%	87.9%	89.1%	88.7%	90.8%	84.7%	90.3%	87.4%	305	315
Part-Time	47	44	46	47	43	41	34	58	34	40	10.3%	10.5%	11.3%	12.1%	10.9%	11.3%	9.2%	15.3%	9.7%	12.6%	44	41
Full-Time Average Course Load	14.5	14.2	14.4	14.5	14.4	14.5	14.4	14.4	14.1	14.2											14.2	14.3
Part-Time Average Course Load	6.9	6.6	6.2	6.5	7.0	7.1	7.7	7.6	8.1	7.3											7.7	7.6
Average Course Load	13.7	13.4	13.4	13.5	13.6	13.7	13.8	13.3	13.6	13.3											13.4	13.5

Graduate Students

(Percent of Graduate Total)

Full-Time	14	10	11	12	13	14	20	28	33	40	42.4%	33.3%	42.3%	54.5%	65.0%	46.7%	51.3%	50.0%	51.6%	54.1%	34	27
Part-Time	19	20	15	10	7	16	19	28	31	34	57.6%	66.7%	57.7%	45.5%	35.0%	53.3%	48.7%	50.0%	48.4%	45.9%	31	26
Full-Time Average Course Load	10.0	9.6	9.3	9.8	9.8	9.6	9.6	10.0	10.1	10.2											10.1	9.9
Part-Time Average Course Load	5.8	5.3	5.0	5.4	5.1	5.3	5.4	6.0	5.9	5.6											5.8	5.6
Average Course Load	7.6	6.7	6.8	7.8	8.2	7.3	7.5	8.0	8.1	8.1											8.0	7.8

Total Students

(Percent of Total Headcount)

Full-Time	424	387	371	354	363	336	356	348	351	317	86.5%	85.8%	85.9%	86.1%	87.9%	85.5%	87.0%	80.2%	84.4%	81.1%	339	342
Part-Time	66	64	61	57	50	57	53	86	65	74	13.5%	14.2%	14.1%	13.9%	12.1%	14.5%	13.0%	19.8%	15.6%	18.9%	75	67
Total Headcount	490	451	432	411	413	393	409	434	416	391											414	409

ENROLLMENT BY CAREER & CLASSIFICATION

Undergraduate Students

(Percent of Undergraduate Total)

All Freshmen	145	113	105	106	103	99	106	113	119	73	31.7%	26.8%	25.9%	27.2%	26.2%	27.3%	28.6%	29.9%	33.8%	23.0%	102	102
Sophomore	91	86	92	82	86	74	72	76	78	85	19.9%	20.4%	22.7%	21.1%	21.9%	20.4%	19.5%	20.1%	22.2%	26.8%	80	77
Junior	96	108	94	84	91	89	82	78	75	71	21.0%	25.7%	23.2%	21.6%	23.2%	24.5%	22.2%	20.6%	21.3%	22.4%	75	79
Senior	120	105	110	109	109	98	108	106	80	87	26.3%	24.9%	27.1%	28.0%	27.7%	27.0%	29.2%	28.0%	22.7%	27.4%	91	96
Unclassified Undergraduates	5	9	5	8	4	3	2	5	0	1	1.1%	2.1%	1.2%	2.1%	1.0%	0.8%	0.5%	1.3%	0.0%	0.3%	2	2
Total Undergraduates	457	421	406	389	393	363	370	378	352	317											349	356

Graduate Students

(Percent of Graduate Total)

Master's	33	30	26	22	20	30	39	56	64	74	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	65	53
Specialist	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
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	33	30	26	22	20	30	39	56	64	74											65	53

Undergraduates as a % of Total	93.3%	93.3%	94.0%	94.6%	95.2%	92.4%	90.5%	87.1%	84.6%	81.1%												
Graduates as a % of Total	6.7%	6.7%	6.0%	5.4%	4.8%	7.6%	9.5%	12.9%	15.4%	18.9%												

Data Source: Banner Student Enrollment Information.

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Enrollment by Gender & Ethnicity

Arkansas State University

College of Communications - Fall 2002 to Fall 2011

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	3 Year	5 Year
ENROLLMENT BY GENDER & ETHNICITY																						
Male Undergraduate Students																						
											<i>(Percent of Male Undergraduate Total)</i>											
American Indian	2	0	1	2	2	2	0	1	2	2	1.0%	0.0%	0.6%	1.2%	1.3%	1.3%	0.0%	0.6%	1.4%	1.5%	2	1
Asian American	1	1	1	2	2	2	0	0	1	0	0.5%	0.6%	0.6%	1.2%	1.3%	1.3%	0.0%	0.0%	0.0%	0.8%	0	1
African American	18	21	31	20	25	27	24	26	30	23	9.4%	11.7%	17.5%	12.4%	15.6%	17.3%	17.8%	16.0%	20.4%	17.7%	26	26
Hispanic American	3	1	1	1	1	1	1	2	0	1	1.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.7%	1.2%	0.0%	0.8%	1	1
Native Hawaiian/Pacific Islander	--	--	--	--	--	--	--	0	0	0	--	--	--	--	--	--	--	0.0%	0.0%	0.0%	0	--
Two or More Races	--	--	--	--	--	--	--	1	2	2	--	--	--	--	--	--	--	0.6%	1.4%	1.5%	2	--
White, Non-Hispanic	166	154	139	132	125	120	103	115	105	91	86.9%	85.6%	78.5%	82.0%	78.1%	76.9%	76.3%	70.6%	71.4%	70.0%	104	107
Ethnicity Unknown	0	2	3	3	4	3	4	14	5	3	0.0%	1.1%	1.7%	1.9%	2.5%	1.9%	3.0%	8.6%	3.4%	2.3%	7	6
Nonresident Alien	1	1	1	1	1	1	3	4	3	7	0.5%	0.6%	0.6%	0.6%	0.6%	0.6%	2.2%	2.5%	2.0%	5.4%	5	4
											<i>(Percent of Total Headcount)</i>											
Total Male Undergraduates	191	180	177	161	160	156	135	163	147	130	39.0%	39.9%	41.0%	39.2%	38.7%	39.7%	33.0%	37.6%	35.3%	33.2%	147	146
Female Undergraduate Students																						
											<i>(Percent of Female Undergraduate Total)</i>											
American Indian	0	1	1	1	2	2	1	0	0	0	0.0%	0.4%	0.4%	0.4%	0.9%	1.0%	0.4%	0.0%	0.0%	0.0%	0	1
Asian American	2	0	1	0	2	1	1	0	1	0	0.8%	0.0%	0.4%	0.0%	0.9%	0.5%	0.4%	0.0%	0.5%	0.0%	0	1
African American	42	42	50	52	56	53	68	58	62	52	15.8%	17.4%	21.8%	22.8%	24.0%	25.6%	28.9%	27.0%	30.2%	27.8%	57	59
Hispanic American	2	1	0	0	1	2	5	6	5	7	0.8%	0.4%	0.0%	0.0%	0.4%	1.0%	2.1%	2.8%	2.4%	3.7%	6	5
Native Hawaiian/Pacific Islander	--	--	--	--	--	--	--	0	0	0	--	--	--	--	--	--	--	0.0%	0.0%	0.0%	0	--
Two or More Races	--	--	--	--	--	--	--	2	5	1	--	--	--	--	--	--	--	0.9%	2.4%	0.5%	3	--
White, Non-Hispanic	217	193	172	173	169	145	139	131	115	111	81.6%	80.1%	75.1%	75.9%	72.5%	70.0%	59.1%	60.9%	56.1%	59.4%	119	128
Ethnicity Unknown	1	2	4	1	2	3	19	10	6	4	0.4%	0.8%	1.7%	0.4%	0.9%	1.4%	8.1%	4.7%	2.9%	2.1%	7	8
Nonresident Alien	2	2	1	1	1	1	2	8	11	12	0.8%	0.8%	0.4%	0.4%	0.4%	0.5%	0.9%	3.7%	5.4%	6.4%	10	7
											<i>(Percent of Total Headcount)</i>											
Total Female Undergraduates	266	241	229	228	233	207	235	215	205	187	54.3%	53.4%	53.0%	55.5%	56.4%	52.7%	57.5%	49.5%	49.3%	47.8%	202	210
Male Graduate Students																						
											<i>(Percent of Male Graduate Total)</i>											
American Indian	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Asian American	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
African American	1	1	1	0	3	4	7	6	9	14	5.9%	10.0%	11.1%	0.0%	75.0%	40.0%	38.9%	24.0%	36.0%	38.9%	10	8
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	--
Two or More Races	--	--	--	--	--	--	--	0	0	0	--	--	--	--	--	--	--	0.0%	0.0%	0.0%	0	--
White, Non-Hispanic	14	7	7	6	0	3	6	8	6	11	82.4%	70.0%	77.8%	85.7%	0.0%	30.0%	33.3%	32.0%	24.0%	30.6%	8	7
Ethnicity Unknown	0	0	0	0	1	0	1	1	1	1	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	4.0%	4.0%	2.8%	1	1
Nonresident Alien	2	2	1	1	1	2	5	10	9	10	11.8%	20.0%	11.1%	14.3%	25.0%	20.0%	27.8%	40.0%	36.0%	27.8%	10	7
											<i>(Percent of Total Headcount)</i>											
Total Male Graduates	17	10	9	7	4	10	18	25	25	36	3.5%	2.2%	2.1%	1.7%	1.0%	2.5%	4.4%	5.8%	6.0%	9.2%	29	23
Female Graduate Students																						
											<i>(Percent of Female Graduate Total)</i>											
American Indian	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Asian American	0	0	0	0	0	0	0	1	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0	0
African American	7	7	4	7	8	9	8	8	18	17	43.8%	35.0%	23.5%	46.7%	50.0%	45.0%	38.1%	25.8%	46.2%	44.7%	14	12
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%	2.6%	0	0
Native Hawaiian/Pacific Islander	--	--	--	--	--	--	--	0	0	0	--	--	--	--	--	--	--	0.0%	0.0%	0.0%	0	--
Two or More Races	--	--	--	--	--	--	--	1	0	0	--	--	--	--	--	--	--	3.2%	0.0%	0.0%	0	--
White, Non-Hispanic	7	11	9	6	7	10	9	7	6	4	43.8%	55.0%	52.9%	40.0%	43.8%	50.0%	42.9%	22.6%	15.4%	10.5%	6	7
Ethnicity Unknown	0	0	1	0	1	0	0	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
Nonresident Alien	2	2	3	2	0	1	4	14	15	16	12.5%	10.0%	17.6%	13.3%	0.0%	5.0%	19.0%	45.2%	38.5%	42.1%	15	10
											<i>(Percent of Total Headcount)</i>											
Total Female Graduates	16	20	17	15	16	20	21	31	39	38	3.3%	4.4%	3.9%	3.6%	3.9%	5.1%	5.1%	7.1%	9.4%	9.7%	36	30

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Enrollment by Gender, Ethnicity, Age & Applications

Arkansas State University

College of Communications - Fall 2002 to Fall 2011

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	3 Year	5 Year
ENROLLMENT BY GENDER & ETHNICITY																						
Total Students by Gender																						
											(Percent of Total Headcount)											
Male	208	190	186	168	164	166	153	188	172	166	42.4%	42.1%	43.1%	40.9%	39.7%	42.2%	37.4%	43.3%	41.3%	42.5%	175	169
Female	282	261	246	243	249	227	256	246	244	225	57.6%	57.9%	56.9%	59.1%	60.3%	57.8%	62.6%	56.7%	58.7%	57.5%	238	240
Total Students by Ethnicity																						
											(Percent of Total Headcount)											
American Indian	2	1	2	3	4	4	1	1	2	2	0.4%	0.2%	0.5%	0.7%	1.0%	1.0%	0.2%	0.2%	0.5%	0.5%	2	2
Asian American	3	1	2	2	4	3	1	1	1	1	0.6%	0.2%	0.5%	0.5%	1.0%	0.8%	0.2%	0.2%	0.3%	0.3%	1	1
African American	68	71	86	79	92	93	107	98	119	106	13.9%	15.7%	19.9%	19.2%	22.3%	23.7%	26.2%	22.6%	28.6%	27.1%	108	105
Hispanic American	5	2	1	1	2	3	6	8	5	9	1.0%	0.4%	0.2%	0.2%	0.5%	0.8%	1.5%	1.8%	1.2%	2.3%	7	6
Native Hawaiian/Pacific Islander	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0
Two or More Races	0	0	0	0	0	0	0	4	7	3	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.7%	0.8%	5	3
White, Non-Hispanic	404	365	327	317	301	278	257	261	232	217	82.4%	80.9%	75.7%	77.1%	72.9%	70.7%	62.8%	60.1%	55.8%	55.5%	237	249
Ethnicity Unknown	1	4	8	4	7	7	23	25	12	8	0.2%	0.9%	1.9%	1.0%	1.7%	1.8%	5.6%	5.8%	2.9%	2.0%	15	15
Nonresident Alien	7	7	6	5	3	5	14	36	38	45	1.4%	1.6%	1.4%	1.2%	0.7%	1.3%	3.4%	8.3%	9.1%	11.5%	40	28
Total Minorities* as a % of Total	15.9%	16.6%	21.1%	20.7%	24.7%	26.2%	28.1%	25.8%	32.2%	30.9%												

TRADITIONAL vs. NON-TRADITIONAL AGED STUDENTS

Traditional Aged Students											(Percent of Total Headcount)											
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	3 Year	5 Year
Undergraduate	404	362	353	337	343	313	327	331	312	281	82.4%	80.3%	81.7%	82.0%	83.1%	79.6%	80.0%	76.3%	75.0%	71.9%	308	313
Graduate	18	13	10	11	11	18	18	35	33	32	3.7%	2.9%	2.3%	2.7%	2.7%	4.6%	4.4%	8.1%	7.9%	8.2%	33	27
Non-Traditional Aged Students																						
	(Non-traditional aged students are 25 years and older.)										(Percent of Total Headcount)											
Undergraduate	53	59	53	52	50	50	43	47	40	36	10.8%	13.1%	12.3%	12.7%	12.1%	12.7%	10.5%	10.8%	9.6%	9.2%	41	43
Graduate	15	17	16	11	9	12	21	21	31	42	3.1%	3.8%	3.7%	2.7%	2.2%	3.1%	5.1%	4.8%	7.5%	10.7%	31	25
Non-Traditional Aged Students as a % of Total	13.9%	16.9%	16.0%	15.3%	14.3%	15.8%	15.6%	15.7%	17.1%	19.9%												

APPLICATIONS

First-Time Freshmen											(As a Percent of Applied)											
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	3 Year	5 Year
Applied	144	122	155	133	124	115	122	122	165	117											135	128
Admitted	110	83	93	91	102	95	102	100	119	76	76.4%	68.0%	60.0%	68.4%	82.3%	82.6%	83.6%	82.0%	72.1%	65.0%	98	98
Enrolled	95	63	58	67	67	60	67	59	73	40	66.0%	51.6%	37.4%	50.4%	54.0%	52.2%	54.9%	48.4%	44.2%	34.2%	57	60
Undergraduate Transfers																						
											(As a Percent of Applied)											
Applied	42	42	35	37	35	28	27	28	31	35											31	30
Admitted	26	34	26	26	24	19	20	21	24	22	61.9%	81.0%	74.3%	70.3%	68.6%	67.9%	74.1%	75.0%	77.4%	62.9%	22	21
Enrolled	20	29	21	21	19	19	17	16	17	12	47.6%	69.0%	60.0%	56.8%	54.3%	67.9%	63.0%	57.1%	54.8%	34.3%	15	16
New Graduates																						
											(As a Percent of Applied)											
Applied	27	18	15	14	16	21	34	57	63	60											60	47
Admitted	23	18	15	14	10	16	32	51	46	45	85.2%	100.0%	100.0%	100.0%	62.5%	76.2%	94.1%	89.5%	73.0%	75.0%	47	38
Enrolled	16	10	11	10	8	16	20	32	29	31	59.3%	55.6%	73.3%	71.4%	50.0%	76.2%	58.8%	56.1%	46.0%	51.7%	31	26

*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 Communications - Fall 2002 to Fall 2011

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages	
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	3 Year	5 Year
ENROLLMENT BY GEOGRAPHIC ORIGIN																						
Undergraduate Students																						
(Percent of Undergraduate Total)																						
Arkansas	401	361	355	341	344	321	329	335	307	271	87.7%	85.7%	87.4%	87.7%	87.5%	88.4%	88.9%	88.6%	87.2%	85.5%	304	313
Missouri	23	20	17	12	16	18	17	13	9	9	5.0%	4.8%	4.2%	3.1%	4.1%	5.0%	4.6%	3.4%	2.6%	2.8%	10	13
Tennessee	14	14	12	14	13	6	8	9	9	12	3.1%	3.3%	3.0%	3.6%	3.3%	1.7%	2.2%	2.4%	2.6%	3.8%	10	9
Other U.S. States/Territories	16	23	20	20	18	16	11	9	13	6	3.5%	5.5%	4.9%	5.1%	4.6%	4.4%	3.0%	2.4%	3.7%	1.9%	9	11
Foreign	3	3	2	2	2	2	5	12	14	19	0.7%	0.7%	0.5%	0.5%	0.5%	0.6%	1.4%	3.2%	4.0%	6.0%	15	10
Graduate Students																						
(Percent of Graduate Total)																						
Arkansas	18	20	16	15	11	22	24	20	18	22	54.5%	66.7%	61.5%	68.2%	55.0%	73.3%	61.5%	35.7%	28.1%	29.7%	20	21
Missouri	3	1	2	1	1	0	0	1	2	2	9.1%	3.3%	7.7%	4.5%	5.0%	0.0%	0.0%	1.8%	3.1%	2.7%	2	1
Tennessee	1	1	1	1	2	1	1	3	3	4	3.0%	3.3%	3.8%	4.5%	10.0%	3.3%	2.6%	5.4%	4.7%	5.4%	3	2
Other U.S. States/Territories	7	4	3	2	5	4	5	8	17	20	21.2%	13.3%	11.5%	9.1%	25.0%	13.3%	12.8%	14.3%	26.6%	27.0%	15	11
Foreign	4	4	4	3	1	3	9	24	24	26	12.1%	13.3%	15.4%	13.6%	5.0%	10.0%	23.1%	42.9%	37.5%	35.1%	25	17
Total Students																						
(Percent of Total Headcount)																						
Arkansas	419	381	371	356	355	343	353	355	325	293	85.5%	84.5%	85.9%	86.6%	86.0%	87.3%	86.3%	81.8%	78.1%	74.9%	324	334
Missouri	26	21	19	13	17	18	17	14	11	11	5.3%	4.7%	4.4%	3.2%	4.1%	4.6%	4.2%	3.2%	2.6%	2.8%	12	14
Tennessee	15	15	13	15	15	7	9	12	12	16	3.1%	3.3%	3.0%	3.6%	3.6%	1.8%	2.2%	2.8%	2.9%	4.1%	13	11
Other U.S. States/Territories	23	27	23	22	23	20	16	17	30	26	4.7%	6.0%	5.3%	5.4%	5.6%	5.1%	3.9%	3.9%	7.2%	6.6%	24	22
Total Out-of-State	64	63	55	50	55	45	42	43	53	53	13.1%	14.0%	12.7%	12.2%	13.3%	11.5%	10.3%	9.9%	12.7%	13.6%	50	47
Foreign	7	7	6	5	3	5	14	36	38	45	1.4%	1.6%	1.4%	1.2%	0.7%	1.3%	3.4%	8.3%	9.1%	11.5%	40	28

ENROLLMENT FROM SELECTED U.S. COUNTIES

Arkansas																						
(Percent of Arkansas Total)																						
Craighead	105	96	92	96	121	96	127	103	89	70	25.1%	25.2%	24.8%	27.0%	34.1%	28.0%	36.0%	29.0%	27.4%	23.9%	87	97
Crittenden	7	4	9	12	13	6	5	7	9	8	1.7%	1.0%	2.4%	3.4%	3.7%	1.7%	1.4%	2.0%	2.8%	2.7%	8	7
Cross	6	6	7	7	9	6	9	12	12	11	1.4%	1.6%	1.9%	2.0%	2.5%	1.7%	2.5%	3.4%	3.7%	3.8%	12	10
Greene	23	30	23	18	29	21	19	22	19	26	5.5%	7.9%	6.2%	5.1%	8.2%	6.1%	5.4%	6.2%	5.8%	8.9%	22	21
Independence	6	9	5	4	5	5	5	6	5	5	1.4%	2.4%	1.3%	1.1%	1.4%	1.5%	1.4%	1.4%	1.8%	1.7%	5	5
Mississippi	15	16	16	14	13	13	11	13	15	14	3.6%	4.2%	4.3%	3.9%	3.7%	3.8%	3.1%	3.7%	4.6%	4.8%	14	13
Poinsett	15	12	12	12	9	12	12	11	11	7	3.6%	3.1%	3.2%	3.4%	2.5%	3.5%	3.4%	3.1%	3.4%	2.4%	10	11
Pulaski	46	45	41	38	34	36	42	38	40	30	11.0%	11.8%	11.1%	10.7%	9.6%	10.5%	11.9%	10.7%	12.3%	10.2%	36	37
St. Francis	6	8	12	5	6	5	8	7	10	3	1.4%	2.1%	3.2%	1.4%	1.7%	1.5%	2.3%	2.0%	3.1%	1.0%	7	7
White	7	3	4	5	3	4	9	9	8	7	1.7%	0.8%	1.1%	1.4%	0.8%	1.2%	2.5%	2.5%	2.5%	2.4%	8	7
Other Arkansas Counties	183	152	150	145	113	139	106	128	106	112	43.7%	39.9%	40.4%	40.7%	31.8%	40.5%	30.0%	36.1%	32.6%	38.2%	115	118
Missouri																						
(Percent of Missouri Total)																						
Dunklin	6	5	4	1	3	2	5	6	3	3	23.1%	23.8%	21.1%	7.7%	17.6%	11.1%	29.4%	42.9%	27.3%	27.3%	4	4
Pemiscot	2	2	2	1	1	3	2	0	1	4	7.7%	9.5%	10.5%	7.7%	5.9%	16.7%	11.8%	0.0%	9.1%	36.4%	2	2
Other Missouri Counties	18	14	13	11	13	13	10	8	7	4	69.2%	66.7%	68.4%	84.6%	76.5%	72.2%	58.8%	57.1%	63.6%	36.4%	6	8
Tennessee																						
(Percent of Tennessee Total)																						
Shelby	11	14	13	15	14	6	7	9	10	14	73.3%	93.3%	100.0%	100.0%	93.3%	85.7%	77.8%	75.0%	83.3%	87.5%	11	9
Other Tennessee Counties	4	1	0	0	1	1	2	3	2	2	26.7%	6.7%	0.0%	0.0%	6.7%	14.3%	22.2%	25.0%	16.7%	12.5%	2	2

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ACT Scores, Remediation, Parent Educational Attainment & Housing

Arkansas State University

Jonesboro Campus

College of Communications - Fall 2002 to Fall 2011

Enrollment at Jonesboro & All Other Instructional Sites	Fall Semesters										Percentage										Averages		
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	3 Year	5 Year	
FIRST-TIME FRESHMEN BY COMPOSITE ACT SCORE RANGE																						<i>(Percent of First-Time Freshmen Total)</i>	
Composite 30 - 36	3	2	1	1	1	1	3	4	1	0	3.2%	3.2%	1.7%	1.5%	1.5%	1.7%	4.5%	6.8%	1.4%	0.0%	2	2	
Composite 24 - 29	43	20	13	21	29	16	23	18	29	20	45.3%	31.7%	22.4%	31.3%	43.3%	26.7%	34.3%	30.5%	39.7%	50.0%	22	21	
Composite 19 - 23	28	25	22	27	23	28	24	27	32	18	29.5%	39.7%	37.9%	40.3%	34.3%	46.7%	35.8%	45.8%	43.8%	45.0%	26	26	
Composite Below 19	20	12	20	15	12	11	13	3	6	0	21.1%	19.0%	34.5%	22.4%	17.9%	18.3%	19.4%	5.1%	8.2%	0.0%	3	7	
ASSET/Compass/SAT*	1	4	2	3	2	4	4	7	5	2	1.1%	6.3%	3.4%	4.5%	3.0%	6.7%	6.0%	11.9%	6.8%	5.0%	5	4	
Average ACT Composite Score	22.2	22.1	20.6	21.7	22.5	21.7	22.2	22.9	22.8	23.7											23.1	22.7	

FIRST-TIME FRESHMEN REQUIRING REMEDIATION											<i>(Percent of First-Time Freshmen Total)</i>											
English Remediation	17	10	16	14	9	8	8	7	6	3	17.9%	15.9%	27.6%	20.9%	13.4%	13.3%	11.9%	11.9%	8.2%	7.5%	5	6
Mathematics Remediation	36	26	26	29	27	29	25	16	21	10	37.9%	41.3%	44.8%	43.3%	40.3%	48.3%	37.3%	27.1%	28.8%	25.0%	16	20
Reading Remediation	20	12	12	18	8	12	15	6	6	2	21.1%	19.0%	20.7%	26.9%	11.9%	20.0%	22.4%	10.2%	8.2%	5.0%	5	8
Total Unduplicated Remedial	38	28	28	33	27	30	28	22	23	12	40.0%	44.4%	48.3%	49.3%	40.3%	50.0%	41.8%	37.3%	31.5%	30.0%	19	23

FIRST-TIME FRESHMEN BY EDUCATIONAL ATTAINMENT OF PARENTS											<i>(Percent of First-Time Freshmen Total)</i>																					
Less Than High School	1	2	3	4	0	1	1	0	0	0	1.1%	3.2%	5.2%	6.0%	0.0%	1.7%	1.5%	0.0%	0.0%	0.0%	0	0										
High School	17	9	13	15	17	15	19	20	11	3	17.9%	14.3%	22.4%	22.4%	25.4%	25.0%	28.4%	33.9%	15.1%	7.5%	11	14										
Attended College	27	12	15	10	21	21	24	22	28	9	28.4%	19.0%	25.9%	14.9%	31.3%	35.0%	35.8%	37.3%	38.4%	22.5%	20	21										
College Degree	46	35	19	26	19	19	16	11	30	24	48.4%	55.6%	32.8%	38.8%	28.4%	31.7%	23.9%	18.6%	41.1%	60.0%	22	20										
Unknown	4	5	8	12	10	4	7	6	4	4	4.2%	7.9%	13.8%	17.9%	14.9%	6.7%	10.4%	10.2%	5.5%	10.0%	5	5										
% of First-Time Freshmen Whose Parent(s) Have Not Earned A College Degree																																
											49.5%	39.7%	62.0%	52.7%	66.7%	66.1%	73.3%	79.2%	56.5%	33.3%												

OCCUPANCY OF UNIVERSITY HOUSING											<i>(Percent of Total Headcount)</i>																					
Residence Halls	123	115	110	97	114	98	112	112	114	110	25.1%	25.5%	25.5%	23.6%	27.6%	24.9%	27.4%	25.8%	27.4%	28.1%	112	109										
University Apartments	32	46	38	42	36	47	43	41	48	50	6.5%	10.2%	8.8%	10.2%	8.7%	12.0%	10.5%	9.4%	11.5%	12.8%	46	46										
Other University Housing	3	2	1	1	0	1	2	0	0	1	0.6%	0.4%	0.2%	0.2%	0.0%	0.3%	0.5%	0.0%	0.0%	0.3%	0	1										
University Housing Occupants as a % of Total Headcount																																
											32.2%	36.1%	34.5%	34.1%	36.3%	37.2%	38.4%	35.3%	38.9%	41.2%												

Data Source: Banner Student Enrollment Information.

*Could include students without test scores.

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Enrollment by Degree Program

Arkansas State University

College of Communications - Fall 2002 to Fall 2011

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites		Fall Semesters										Averages	
		2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	3 Year	5 Year
ENROLLMENT BY FULL-TIME STUDENT LOAD													
BA	Communication Studies	24	27	29	33	33	20	27	45	43	35	41	34
BS	Graphic Communications	9	9	9	11	14	9	17	13	16	13	14	14
BS	Journalism	195	178	157	140	148	136	148	130	128	111	123	131
BS	Radio-TV	175	160	162	155	147	151	141	128	127	118	124	133
BSE	Communication Studies & Theatre Arts Education	7	3	3	3	8	6	3	4	4	--	--	--
MA	Communication Studies & Theatre Arts	7	3	8	4	3	6	4	6	5	6	6	5
MSMC	Journalism	3	4	2	4	4	3	6	11	8	7	9	7
MSMC	Radio-TV	4	3	1	4	6	5	10	11	20	27	19	15
SCCT	Comm. College Teaching - Comm. Studies & Theatre Arts Ed.	0	0	0	0	0	0	0	0	0	0	0	0
Total Full-Time Students		424	387	371	354	363	336	356	348	351	317	339	342
AVERAGE NUMBER OF HOURS ENROLLED BY FULL-TIME STUDENTS													
BA	Communication Studies	14.1	15.1	15.0	15.0	14.8	14.5	14.5	14.4	14.1	14.4	14.3	14.4
BS	Graphic Communications	15.2	14.4	13.7	13.3	14.3	13.9	13.9	13.8	13.8	13.8	13.8	13.8
BS	Journalism	14.4	14.2	14.3	14.5	14.5	14.5	14.5	14.5	14.4	14.2	14.4	14.4
BS	Radio-TV	14.5	14.0	14.4	14.5	14.3	14.6	14.3	14.3	13.9	14.2	14.1	14.3
BSE	Communication Studies & Theatre Arts Education	15.3	14.0	14.0	15.7	14.1	15.2	15.7	14.3	14.5	--	--	--
MA	Communication Studies & Theatre Arts	10.1	10.0	9.4	10.5	9.0	10.5	9.3	9.0	10.2	9.0	9.4	9.6
MSMC	Journalism	10.0	9.8	9.0	9.0	9.8	9.0	10.5	9.8	9.5	9.6	9.6	9.7
MSMC	Radio-TV	9.8	9.0	9.0	9.8	10.2	9.0	9.1	10.7	10.4	10.6	10.6	10.0
SCCT	Comm. College Teaching - Comm. Studies & Theatre Arts Ed.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Average Number of Hours Enrolled By Full-Time Undergraduate Students		14.5	14.2	14.4	14.5	14.4	14.5	14.4	14.4	14.1	14.2	14.2	14.3
Average Number of Hours Enrolled By Full-Time Graduate Students		10.0	9.6	9.3	9.8	9.8	9.6	9.6	10.0	10.1	10.2	10.1	9.9

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Enrollment by Degree Program

Arkansas State University

College of Communications - Fall 2002 to Fall 2011

Jonesboro Campus

Enrollment at Jonesboro & All Other Instructional Sites		Fall Semesters										Averages	
		2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	3 Year	5 Year
ENROLLMENT BY PART-TIME STUDENT LOAD													
BA	Communication Studies	4	2	6	2	6	5	3	9	7	9	8	7
BS	Graphic Communications	7	4	4	5	4	10	3	8	3	3	5	5
BS	Journalism	21	25	19	27	19	18	18	19	9	14	14	16
BS	Radio-TV	14	13	15	12	13	8	9	20	15	14	16	13
BSE	Communication Studies & Theatre Arts Education	1	0	2	1	1	0	1	2	0	--	--	--
MA	Communication Studies & Theatre Arts	3	8	5	3	1	2	8	4	7	9	7	6
MSMC	Journalism	7	7	6	3	4	7	3	10	9	2	7	6
MSMC	Radio-TV	9	5	4	4	2	7	8	14	15	23	17	13
SCCT	Comm. College Teaching - Comm. Studies & Theatre Arts Ed.	0	0	0	0	0	0	0	0	0	0	0	0
Total Part-Time Students		66	64	61	57	50	57	53	86	65	74	75	67
AVERAGE NUMBER OF HOURS ENROLLED BY PART-TIME STUDENTS													
BA	Communication Studies	8.0	3.0	7.0	10.0	6.8	8.2	7.0	8.2	9.0	6.8	8.0	7.8
BS	Graphic Communications	6.4	6.0	4.5	5.4	8.0	6.8	5.3	6.6	7.7	7.0	7.1	6.7
BS	Journalism	6.9	7.4	6.6	6.6	6.8	6.6	8.3	6.6	8.8	7.0	7.5	7.5
BS	Radio-TV	6.7	5.8	6.1	6.5	6.9	7.9	7.9	8.5	7.4	8.1	8.0	8.0
BSE	Communication Studies & Theatre Arts Education	10.0	0.0	5.0	3.0	11.0	0.0	6.0	7.5	0.0	--	--	--
MA	Communication Studies & Theatre Arts	6.0	6.0	5.4	4.0	6.0	6.0	4.9	6.0	6.0	6.0	6.0	5.8
MSMC	Journalism	5.6	4.7	5.0	6.0	5.3	5.6	6.0	5.9	5.7	4.5	5.4	5.5
MSMC	Radio-TV	6.0	4.8	4.5	6.0	4.5	4.9	5.6	6.1	6.0	5.5	5.9	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	0.0	0.0	0.0
Average Number of Hours Enrolled By Part-Time Undergraduate Students		6.9	6.6	6.2	6.5	7.0	7.1	7.7	7.6	8.1	7.3	7.7	7.6
Average Number of Hours Enrolled By Part-Time Graduate Students		5.8	5.3	5.0	5.4	5.1	5.3	5.4	6.0	5.9	5.6	5.8	5.6

Data Source: Banner Student Enrollment Information.

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Degrees Conferred

Arkansas State University

College of Communications - Fiscal Years 2001-2002 to 2010-2011

Jonesboro Campus

Degrees Conferred at Jonesboro & All Other Instructional Sites	Fiscal Years											Percentage											Averages	
	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	3 Year	5 Year		
DEGREES CONFERRED BY DEGREE LEVEL																								
	<i>(Percent of Total Degrees Conferred)</i>																							
Associate Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Baccalaureate Degrees	101	99	91	75	81	87	87	82	87	50	86.3%	90.0%	87.5%	87.2%	88.0%	87.9%	89.7%	85.4%	86.1%	64.9%	73	79		
Graduate Certificate	--	--	--	--	--	--	--	--	--	2	--	--	--	--	--	--	--	--	--	2.6%	--	--		
Master's Degrees	14	11	13	11	9	12	10	14	14	25	12.0%	10.0%	12.5%	12.8%	9.8%	12.1%	10.3%	14.6%	13.9%	32.5%	18	15		
Specialist Degrees	2	0	0	0	2	0	0	0	0	0	1.7%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0	0		
Doctoral Degrees	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--		
Total Degrees Conferred	117	110	104	86	92	99	97	96	101	77											91	94		
% of Undergraduate Degrees Conferred																								
	86.3%	90.0%	87.5%	87.2%	88.0%	87.9%	89.7%	85.4%	86.1%	64.9%														

DEGREES CONFERRED BY ETHNIC ORIGIN & GENDER

Total Known Minorities*

	Fiscal Years											Percentage											Averages	
	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	3 Year	5 Year		
<i>(Percent of Total Degrees Conferred)</i>																								
Male	4	5	7	2	5	1	11	7	5	8	3.4%	4.5%	6.7%	2.3%	5.4%	1.0%	11.3%	7.3%	5.0%	10.4%	7	6		
Female	10	7	11	10	15	15	11	17	17	18	8.5%	6.4%	10.6%	11.6%	16.3%	15.2%	11.3%	17.7%	16.8%	23.4%	17	16		
Total Minorities	14	12	18	12	20	16	22	24	22	26											24	22		
% of Minorities Degrees Conferred																								
	12.0%	10.9%	17.3%	14.0%	21.7%	16.2%	22.7%	25.0%	21.8%	33.8%														

Total Nonresident Aliens

	Fiscal Years											Percentage											Averages	
	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	3 Year	5 Year		
<i>(Percent of Total Degrees Conferred)</i>																								
Male	2	1	2	1	1	0	0	3	2	6	1.7%	0.9%	1.9%	1.2%	1.1%	0.0%	0.0%	3.1%	2.0%	7.8%	4	2		
Female	0	0	3	2	2	0	0	0	0	7	0.0%	0.0%	2.9%	2.3%	2.2%	0.0%	0.0%	0.0%	0.0%	9.1%	2	1		
Total Nonresident Aliens	2	1	5	3	3	0	0	3	2	13											6	4		
% of Nonresident Aliens Degrees Conferred																								
	1.7%	0.9%	4.8%	3.5%	3.3%	0.0%	0.0%	3.1%	2.0%	16.9%														

Total White, Non-Hispanic; & Ethnicity Unknown

	Fiscal Years											Percentage											Averages	
	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	3 Year	5 Year		
<i>(Percent of Total Degrees Conferred)</i>																								
Male	41	38	34	28	37	36	35	28	31	21	35.0%	34.5%	32.7%	32.6%	40.2%	36.4%	36.1%	29.2%	30.7%	27.3%	27	30		
Female	60	59	47	43	32	47	40	41	46	17	51.3%	53.6%	45.2%	50.0%	34.8%	47.5%	41.2%	42.7%	45.5%	22.1%	35	38		
Total White & Ethnicity Unknown	101	97	81	71	69	83	75	69	77	38											61	68		
% of White & Ethnicity Unknown Degrees Conferred																								
	86.3%	88.2%	77.9%	82.6%	75.0%	83.8%	77.3%	71.9%	76.2%	49.4%														

*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

Assessment of Diversity by Degree Program **College of Communications** Fall 2002 - Fall 2011

The Office of Institutional Research, Planning, & Assessment
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Enrollment by Degree Program

Arkansas State University

Total - Fall 2002 to Fall 2011

Jonesboro Campus

College, Department, Degree & Program	Fall Semesters										Averages	
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	3 Year	5 Year
Communications												
Communication Studies												
BA Communication Studies	28	29	35	35	39	25	30	54	50	44	49	41
BSE Communication Studies & Theatre Arts Educ.	8	3	5	4	9	6	4	6	4	--	--	--
MA Communication Studies & Theatre Arts	10	11	13	7	4	8	12	10	12	15	12	11
SCCT Comm. Coll. Teach. - Comm. Studies & Theatre Arts	0	0	0	0	0	0	0	0	0	0	0	0
Total Communication Studies	46	43	53	46	52	39	46	70	66	59	65	56
Journalism												
BS Graphic Communications	16	13	13	16	18	19	20	21	19	16	19	19
BS Journalism	216	203	176	167	167	154	166	149	137	125	137	146
MSMC Journalism	10	11	8	7	8	10	9	21	17	9	16	13
Total Journalism	242	227	197	190	193	183	195	191	173	150	171	178
Radio - Television												
BS Radio-TV	189	173	177	167	160	159	150	148	142	132	141	146
MSMC Radio-TV	13	8	5	8	8	12	18	25	35	50	37	28
Total Radio - Television	202	181	182	175	168	171	168	173	177	182	177	174
Total Communications	490	451	432	411	413	393	409	434	416	391	414	409

Data Source: Banner Student Enrollment Information.

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Enrollment by Degree Program & Ethnicity

Arkansas State University

African Americans - Fall 2002 to Fall 2011

Jonesboro Campus

College, Department, Degree & Program	Fall Semesters										Averages	
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	3 Year	5 Year
African American Males in the College of Communications												
Communication Studies												
BA Communication Studies	1	1	1	1	3	1	3	6	6	7	6	5
BSE Communication Studies & Theatre Arts Educ.	0	0	0	0	1	1	0	0	0	--	--	--
MA Communication Studies & Theatre Arts	0	1	1	0	0	0	1	1	3	5	3	2
SCCT Comm. Coll. Teach. - Comm. Studies & Theatre Arts	0	0	0	0	0	0	0	0	0	0	0	0
Total Communication Studies	1	2	2	1	4	2	4	7	9	12	9	7
Journalism												
BS Graphic Communications	1	1	2	1	1	2	2	1	0	0	0	1
BS Journalism	1	1	5	3	5	7	6	6	5	2	4	5
MSMC Journalism	0	0	0	0	1	2	1	0	2	0	1	1
Total Journalism	2	2	7	4	7	11	9	7	7	2	5	7
Radio - Television												
BS Radio-TV	15	18	23	15	15	16	13	13	19	14	15	15
MSMC Radio-TV	1	0	0	0	2	2	5	5	4	9	6	5
Total Radio - Television	16	18	23	15	17	18	18	18	23	23	21	20
Total African American Males	19	22	32	20	28	31	31	32	39	37	36	34
African American Females in the College of Communications												
Communication Studies												
BA Communication Studies	6	4	4	1	5	4	8	10	12	13	12	9
BSE Communication Studies & Theatre Arts Educ.	1	0	0	0	0	0	0	0	0	--	--	--
MA Communication Studies & Theatre Arts	2	2	3	1	1	2	1	1	3	2	2	2
SCCT Comm. Coll. Teach. - Comm. Studies & Theatre Arts	0	0	0	0	0	0	0	0	0	0	0	0
Total Communication Studies	9	6	7	2	6	6	9	11	15	15	14	11
Journalism												
BS Graphic Communications	0	1	2	2	0	0	1	1	1	1	1	1
BS Journalism	12	16	16	19	24	22	32	18	20	13	17	21
MSMC Journalism	2	2	1	4	4	2	1	1	3	2	2	2
Total Journalism	14	19	19	25	28	24	34	20	24	16	20	24
Radio - Television												
BS Radio-TV	23	21	28	30	27	27	27	29	29	25	28	27
MSMC Radio-TV	3	3	0	2	3	5	6	6	12	13	10	8
Total Radio - Television	26	24	28	32	30	32	33	35	41	38	38	36
Total African American Females	49	49	54	59	64	62	76	66	80	69	72	71

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Enrollment by Degree Program & Ethnicity

Arkansas State University

Hispanic Americans - Fall 2002 to Fall 2011

Jonesboro Campus

College, Department, Degree & Program	Fall Semesters										Averages	
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	3 Year	5 Year
Hispanic American Males in the College of Communications												
Communication Studies												
BA Communication Studies	0	0	0	0	0	0	0	0	0	0	0	0
BSE Communication Studies & Theatre Arts Educ.	0	0	0	0	0	0	0	0	0	0	--	--
MA Communication Studies & Theatre Arts	0	0	0	0	0	0	0	0	0	0	0	0
SCCT Comm. Coll. Teach. - Comm. Studies & Theatre Arts	0	0	0	0	0	0	0	0	0	0	0	0
Total Communication Studies	0	0	0	0	0	0	0	0	0	0	0	0
Journalism												
BS Graphic Communications	0	0	0	0	0	0	0	0	0	0	0	0
BS Journalism	3	0	0	0	0	0	0	1	0	0	0	0
MSMC Journalism	0	0	0	0	0	0	0	0	0	0	0	0
Total Journalism	3	0	0	0	0	0	0	1	0	0	0	0
Radio - Television												
BS Radio-TV	0	1	1	1	1	1	1	1	0	1	1	1
MSMC Radio-TV	0	0	0	0	0	0	0	0	0	0	0	0
Total Radio - Television	0	1	1	1	1	1	1	1	0	1	1	1
Total Hispanic American Males	3	1	1	1	1	1	1	2	0	1	1	1
Hispanic American Females in the College of Communications												
Communication Studies												
BA Communication Studies	0	0	0	0	0	0	0	0	0	1	0	0
BSE Communication Studies & Theatre Arts Educ.	0	0	0	0	0	0	0	0	0	--	--	--
MA Communication Studies & Theatre Arts	0	0	0	0	0	0	0	0	0	1	0	0
SCCT Comm. Coll. Teach. - Comm. Studies & Theatre Arts	0	0	0	0	0	0	0	0	0	0	0	0
Total Communication Studies	0	0	0	0	0	0	0	0	0	2	1	0
Journalism												
BS Graphic Communications	0	0	0	0	0	0	0	0	0	0	0	0
BS Journalism	1	1	0	0	1	2	3	3	1	3	2	2
MSMC Journalism	0	0	0	0	0	0	0	0	0	0	0	0
Total Journalism	1	1	0	0	1	2	3	3	1	3	2	2
Radio - Television												
BS Radio-TV	1	0	0	0	0	0	2	3	4	3	3	2
MSMC Radio-TV	0	0	0	0	0	0	0	0	0	0	0	0
Total Radio - Television	1	0	0	0	0	0	2	3	4	3	3	2
Total Hispanic American Females	2	1	0	0	1	2	5	6	5	8	6	5

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Enrollment by Degree Program & Ethnicity

Arkansas State University

White Americans - Fall 2002 to Fall 2011

Jonesboro Campus

College, Department, Degree & Program	Fall Semesters										Averages	
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	3 Year	5 Year
White American Males in the College of Communications												
Communication Studies												
BA Communication Studies	11	12	12	10	12	7	6	15	13	8	12	10
BSE Communication Studies & Theatre Arts Educ.	1	2	3	2	1	2	0	1	0	--	--	--
MA Communication Studies & Theatre Arts	8	6	5	3	0	2	4	3	4	4	4	3
SCCT Comm. Coll. Teach. - Comm. Studies & Theatre Arts	0	0	0	0	0	0	0	0	0	0	0	0
Total Communication Studies	20	20	20	15	13	11	10	19	17	12	16	14
Journalism												
BS Graphic Communications	6	7	6	6	7	8	6	7	8	8	8	7
BS Journalism	59	53	48	44	37	35	35	35	33	27	32	33
MSMC Journalism	1	1	1	1	0	0	0	3	1	1	2	1
Total Journalism	66	61	55	51	44	43	41	45	42	36	41	41
Radio - Television												
BS Radio-TV	89	80	70	70	68	68	56	57	51	48	52	56
MSMC Radio-TV	5	0	1	2	0	1	2	2	1	6	3	2
Total Radio - Television	94	80	71	72	68	69	58	59	52	54	55	58
Total White American Males	180	161	146	138	125	123	109	123	111	102	112	114

White American Females in the College of Communications

Communication Studies												
BA Communication Studies	9	11	16	20	14	10	9	18	16	12	15	13
BSE Communication Studies & Theatre Arts Educ.	6	1	2	2	7	3	4	4	4	--	--	--
MA Communication Studies & Theatre Arts	0	1	2	3	3	4	4	3	1	2	2	3
SCCT Comm. Coll. Teach. - Comm. Studies & Theatre Arts	0	0	0	0	0	0	0	0	0	0	0	0
Total Communication Studies	15	13	20	25	24	17	17	25	21	14	20	19
Journalism												
BS Graphic Communications	9	4	3	7	10	7	10	12	9	6	9	9
BS Journalism	138	127	101	97	94	85	78	67	60	66	64	71
MSMC Journalism	6	8	6	1	3	4	4	3	3	1	2	3
Total Journalism	153	139	110	105	107	96	92	82	72	73	76	83
Radio - Television												
BS Radio-TV	55	50	50	47	44	40	38	30	26	27	28	32
MSMC Radio-TV	1	2	1	2	1	2	1	1	2	1	1	1
Total Radio - Television	56	52	51	49	45	42	39	31	28	28	29	34
Total White American Females	224	204	181	179	176	155	148	138	121	115	125	135

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Enrollment by Degree Program & Ethnicity

Arkansas State University

Nonresident Aliens - Fall 2002 to Fall 2011

Jonesboro Campus

College, Department, Degree & Program	Fall Semesters										Averages	
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	3 Year	5 Year
Nonresident Alien Males in the College of Communications												
Communication Studies												
BA Communication Studies	0	0	0	0	0	0	0	0	0	1	0	0
BSE Communication Studies & Theatre Arts Educ.	0	0	0	0	0	0	0	0	0	--	--	--
MA Communication Studies & Theatre Arts	0	0	0	0	0	0	1	1	1	0	1	1
SCCT Comm. Coll. Teach. - Comm. Studies & Theatre Arts	0	0	0	0	0	0	0	0	0	0	0	0
Total Communication Studies	0	0	0	0	0	0	1	1	1	1	1	1
Journalism												
BS Graphic Communications	0	0	0	0	0	0	0	0	0	0	0	0
BS Journalism	0	0	0	0	0	0	1	2	1	2	2	1
MSMC Journalism	0	0	0	0	0	2	3	6	3	1	3	3
Total Journalism	0	0	0	0	0	2	4	8	4	3	5	4
Radio - Television												
BS Radio-TV	1	1	1	1	1	1	2	2	2	4	3	2
MSMC Radio-TV	2	2	1	1	1	0	1	3	5	9	6	4
Total Radio - Television	3	3	2	2	2	1	3	5	7	13	8	6
Total Nonresident Alien Males	3	3	2	2	2	3	8	14	12	17	14	11
Nonresident Alien Females in the College of Communications												
Communication Studies												
BA Communication Studies	0	0	0	0	0	0	1	1	1	1	1	1
BSE Communication Studies & Theatre Arts Educ.	0	0	0	0	0	0	0	1	0	--	--	--
MA Communication Studies & Theatre Arts	0	1	1	0	0	0	1	1	0	1	1	1
SCCT Comm. Coll. Teach. - Comm. Studies & Theatre Arts	0	0	0	0	0	0	0	0	0	0	0	0
Total Communication Studies	0	1	1	0	0	0	2	3	1	2	2	2
Journalism												
BS Graphic Communications	0	0	0	0	0	0	0	0	1	1	1	0
BS Journalism	1	1	1	1	1	1	1	4	7	7	6	4
MSMC Journalism	1	0	0	1	0	0	0	6	5	4	5	3
Total Journalism	2	1	1	2	1	1	1	10	13	12	12	7
Radio - Television												
BS Radio-TV	1	1	0	0	0	0	0	2	2	3	2	1
MSMC Radio-TV	1	1	2	1	0	1	3	7	10	11	9	6
Total Radio - Television	2	2	2	1	0	1	3	9	12	14	12	8
Total Nonresident Alien Females	4	4	4	3	1	2	6	22	26	28	25	17

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Enrollment by Degree Program & Ethnicity

Arkansas State University

Total All Other Ethnicity* - Fall 2002 to Fall 2011

Jonesboro Campus

College, Department, Degree & Program	Fall Semesters										Averages	
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	3 Year	5 Year
All Other Ethnicity Males in the College of Communications												
Communication Studies												
BA Communication Studies	1	1	1	3	2	2	0	3	0	1	1	1
BSE Communication Studies & Theatre Arts Educ.	0	0	0	0	0	0	0	0	0	--	--	--
MA Communication Studies & Theatre Arts	0	0	0	0	0	0	0	0	0	0	0	0
SCCT Comm. Coll. Teach. - Comm. Studies & Theatre Arts	0	0	0	0	0	0	0	0	0	0	0	0
Total Communication Studies	1	1	1	3	2	2	0	3	0	1	1	1
Journalism												
BS Graphic Communications	0	0	0	0	0	0	0	0	0	0	0	0
BS Journalism	0	2	2	1	3	1	0	7	6	2	5	3
MSMC Journalism	0	0	0	0	0	0	0	1	0	0	0	0
Total Journalism	0	2	2	1	3	1	0	8	6	2	5	3
Radio - Television												
BS Radio-TV	2	0	2	3	3	4	4	6	3	5	5	4
MSMC Radio-TV	0	0	0	0	0	1	0	0	1	1	1	1
Total Radio - Television	2	0	2	3	3	5	4	6	4	6	5	5
Total All Other Ethnicity Males	3	3	5	7	8	8	4	17	10	9	12	10
All Other Ethnicity Females in the College of Communications												
Communication Studies												
BA Communication Studies	0	0	1	0	3	1	3	1	2	0	1	1
BSE Communication Studies & Theatre Arts Educ.	0	0	0	0	0	0	0	0	0	--	--	--
MA Communication Studies & Theatre Arts	0	0	1	0	0	0	0	0	0	0	0	0
SCCT Comm. Coll. Teach. - Comm. Studies & Theatre Arts	0	0	0	0	0	0	0	0	0	0	0	0
Total Communication Studies	0	0	2	0	3	1	3	1	2	0	1	1
Journalism												
BS Graphic Communications	0	0	0	0	0	2	1	0	0	0	0	1
BS Journalism	1	2	3	2	2	1	10	6	4	3	4	5
MSMC Journalism	0	0	0	0	0	0	0	1	0	0	0	0
Total Journalism	1	2	3	2	2	3	11	7	4	3	5	6
Radio - Television												
BS Radio-TV	2	1	2	0	1	2	7	5	6	2	4	4
MSMC Radio-TV	0	0	0	0	1	0	0	1	0	0	0	0
Total Radio - Television	2	1	2	0	2	2	7	6	6	2	5	5
Total All Other Ethnicity Females	3	3	7	2	7	6	21	14	12	5	10	12

*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 Communications** Fall 2002 - Fall 2011

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Enrollment by Degree Program & Classification

Arkansas State University

Communications - Fall 2002 to Fall 2011

Jonesboro Campus

College, Department, Degree & Program	Fall Semesters										Averages	
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	3 Year	5 Year
New Freshmen (NFR) in the College of Communications												
Communication Studies												
BA Communication Studies	3	2	0	6	5	1	2	6	5	1	4	3
BSE Communication Studies & Theatre Arts Educ.	2	2	0	0	0	0	0	2	3	--	--	--
Total Communication Studies NFR	5	4	0	6	5	1	2	8	8	1	6	4
Journalism												
BS Graphic Communications	0	0	1	2	1	1	1	2	0	1	1	1
BS Journalism	39	34	22	34	34	30	31	23	34	15	24	27
Total Journalism NFR	39	34	23	36	35	31	32	25	34	16	25	28
Radio - Television												
BS Radio-TV	51	25	35	25	27	28	33	26	31	23	27	28
Total Radio - Television NFR	51	25	35	25	27	28	33	26	31	23	27	28
Total Communications NFR	95	63	58	67	67	60	67	59	73	40	57	60

All Other Freshmen (FR) in the College of Communications

Communication Studies												
BA Communication Studies	1	1	3	1	2	3	4	8	8	6	7	6
BSE Communication Studies & Theatre Arts Educ.	1	1	1	0	1	1	1	1	0	--	--	--
Total Communication Studies FR	2	2	4	1	3	4	5	9	8	6	8	6
Journalism												
BS Graphic Communications	2	0	3	3	3	1	3	0	2	0	1	1
BS Journalism	23	20	16	12	12	12	9	22	19	13	18	15
Total Journalism FR	25	20	19	15	15	13	12	22	21	13	19	16
Radio - Television												
BS Radio-TV	23	28	24	23	18	22	22	23	17	14	18	20
Total Radio - Television FR	23	28	24	23	18	22	22	23	17	14	18	20
Total Communications FR	50	50	47	39	36	39	39	54	46	33	44	42

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Enrollment by Degree Program & Classification

Arkansas State University

Communications - Fall 2002 to Fall 2011

Jonesboro Campus

College, Department, Degree & Program	Fall Semesters										Averages	
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	3 Year	5 Year
Sophomores (SO) in the College of Communications												
Communication Studies												
BA Communication Studies	5	5	10	5	6	5	7	11	10	15	12	10
BSE Communication Studies & Theatre Arts Educ.	1	0	3	0	3	0	1	1	1	--	--	--
Total Communication Studies SO	6	5	13	5	9	5	8	12	11	15	13	10
Journalism												
BS Graphic Communications	1	3	1	3	6	6	4	4	4	6	5	5
BS Journalism	45	37	36	33	35	29	34	25	28	32	28	30
Total Journalism SO	46	40	37	36	41	35	38	29	32	38	33	34
Radio - Television												
BS Radio-TV	39	41	42	41	36	34	26	35	35	32	34	32
Total Radio - Television SO	39	41	42	41	36	34	26	35	35	32	34	32
Total Communications SO	91	86	92	82	86	74	72	76	78	85	80	77

Juniors (JR) in the College of Communications

Communication Studies												
BA Communication Studies	8	10	12	12	11	4	10	19	9	9	12	10
BSE Communication Studies & Theatre Arts Educ.	1	0	0	2	3	3	0	1	0	--	--	--
Total Communication Studies JR	9	10	12	14	14	7	10	20	9	9	13	11
Journalism												
BS Graphic Communications	5	4	3	3	2	3	6	5	5	4	5	5
BS Journalism	49	55	48	33	38	44	32	31	28	25	28	32
Total Journalism JR	54	59	51	36	40	47	38	36	33	29	33	37
Radio - Television												
BS Radio-TV	33	39	31	34	37	35	34	22	33	33	29	31
Total Radio - Television JR	33	39	31	34	37	35	34	22	33	33	29	31
Total Communications JR	96	108	94	84	91	89	82	78	75	71	75	79

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Enrollment by Degree Program & Classification

Arkansas State University

Communications - Fall 2002 to Fall 2011

Jonesboro Campus

College, Department, Degree & Program	Fall Semesters										Averages	
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	3 Year	5 Year
Seniors (SR) in the College of Communications												
Communication Studies												
BA Communication Studies	11	10	10	11	15	12	7	9	18	12	13	12
BSE Communication Studies & Theatre Arts Educ.	2	0	0	1	2	2	2	1	0	--	--	--
Total Communication Studies SR	13	10	10	12	17	14	9	10	18	12	13	13
Journalism												
BS Graphic Communications	7	6	5	5	6	8	6	9	8	5	7	7
BS Journalism	58	51	51	50	46	38	59	45	28	40	38	42
Total Journalism SR	65	57	56	55	52	46	65	54	36	45	45	49
Radio - Television												
BS Radio-TV	42	38	44	42	40	38	34	42	26	30	33	34
Total Radio - Television SR	42	38	44	42	40	38	34	42	26	30	33	34
Total Communications SR	120	105	110	109	109	98	108	106	80	87	91	96

Unclassified (UN) in the College of Communications

Communication Studies												
BA Communication Studies	0	1	0	0	0	0	0	1	0	1	1	0
BSE Communication Studies & Theatre Arts Educ.	1	0	1	1	0	0	0	0	0	--	--	--
Total Communication Studies UN	1	1	1	1	0	0	0	1	0	1	1	0
Journalism												
BS Graphic Communications	1	0	0	0	0	0	0	1	0	0	0	0
BS Journalism	2	6	3	5	2	1	1	3	0	0	1	1
Total Journalism UN	3	6	3	5	2	1	1	4	0	0	1	1
Radio - Television												
BS Radio-TV	1	2	1	2	2	2	1	0	0	0	0	1
Total Radio - Television UN	1	2	1	2	2	2	1	0	0	0	0	1
Total Communications UN	5	9	5	8	4	3	2	5	0	1	2	2

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Enrollment by Degree Program & Classification

Arkansas State University

Communications - Fall 2002 to Fall 2011

Jonesboro Campus

College, Department, Degree & Program	Fall Semesters										Averages	
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	3 Year	5 Year
Graduates (GR) in the College of Communications												
Communication Studies												
MA Communication Studies & Theatre Arts	10	11	13	7	4	8	12	10	12	15	12	11
SCCT Comm. Coll. Teach. - Comm. Studies & Theatre Arts	0	0	0	0	0	0	0	0	0	0	0	0
Total Communication Studies GR	10	11	13	7	4	8	12	10	12	15	12	11
Journalism												
MSMC Journalism	10	11	8	7	8	10	9	21	17	9	16	13
Total Journalism GR	10	11	8	7	8	10	9	21	17	9	16	13
Radio - Television												
MSMC Radio-TV	13	8	5	8	8	12	18	25	35	50	37	28
Total Radio - Television GR	13	8	5	8	8	12	18	25	35	50	37	28
Total Communications GR	33	30	26	22	20	30	39	56	64	74	65	53
Transfer Undergraduates (TRU) in the College of Communications												
Communication Studies												
BA Communication Studies	3	3	0	1	1	0	1	3	1	0	1	1
BSE Communication Studies & Theatre Arts Educ.	0	0	1	0	2	1	0	1	1	--	--	--
Total Communication Studies TRU	3	3	1	1	3	1	1	4	2	0	2	2
Journalism												
BS Graphic Communications	0	1	1	0	2	2	1	0	2	0	1	1
BS Journalism	4	16	11	15	5	8	5	5	7	6	6	6
Total Journalism TRU	4	17	12	15	7	10	6	5	9	6	7	7
Radio - Television												
BS Radio-TV	13	9	8	5	9	8	10	7	6	6	6	7
Total Radio - Television TRU	13	9	8	5	9	8	10	7	6	6	6	7
Total Communications TRU	20	29	21	21	19	19	17	16	17	12	15	16

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Arkansas State University-Jonesboro

Assessment of Degree Program Productivity **College of Communications** Fiscal Years 2001-02 to 2010-11

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Communications Degrees Conferred by Degree Program

Arkansas State University

Fiscal Years 2001-02 to 2010-11

Jonesboro Campus

College, Department, Degree & Program	Fiscal Years										Averages	
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	3 Year	5 Year
Communication Studies												
BA Communication Studies	11	14	9	8	10	14	17	8	10	8	9	11
BSE Communication Studies & Theatre Arts Education	1	1	1	0	0	2	0	1	1	0	1	1
Gcert Health Communication	--	--	--	--	--	--	--	--	0	2	--	--
MA Communication Studies & Theatre Art	7	5	5	6	6	4	7	4	4	6	5	5
SCCT Community College Teaching-Comm. Studies & Theatre Arts Educ.	2	0	0	0	2	0	0	0	0	0	0	0
Total Communication Studies	21	20	15	14	18	20	24	13	15	16	15	18
Journalism												
BS Graphic Communications	8	8	3	2	3	0	6	3	4	4	4	3
BS Journalism	44	46	43	39	32	43	27	44	43	18	35	35
MSMC Journalism	5	4	5	3	1	4	1	5	5	7	6	4
Total Journalism	57	58	51	44	36	47	34	52	52	29	44	43
Radio & Television												
BS Radio - TV	37	30	35	26	36	28	37	26	29	20	25	28
MSMC Radio-TV	2	2	3	2	2	4	2	5	5	12	7	6
Total Radio & Television	39	32	38	28	38	32	39	31	34	32	32	34
Total Communications	117	110	104	86	92	99	97	96	101	77	91	94

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