



Department of Communication
JACKSONVILLE STATE UNIVERSITY

Public Accountability:

The Department of Communication Facts and Statistics

The Department of Communication at Jacksonville State University is dedicated to providing a high quality of education within a public institution that serves the best interest of its constituents. As a professional program, the department emphasizes rigorous and quality teaching ingrained in what we term The JSU 5+7—the 12 values and competences recognized by the Accrediting Council on Education in Journalism and Mass Communications as core to all professional JMC training. To successfully go through our program, all graduates must be grounded in writing, editing, technology, research, numbers and statistics, media law, media history, media theory, media ethics, critical thinking, domestic diversity, and global diversity.

The department was awarded national accreditation by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) in May 2008, and has been reaccredited in 2014, making JSU one of four programs in Alabama with such distinction and one of 117 nationally and internationally.

Graduates routinely embark upon rewarding and prosperous careers such as advertising, print journalism (electronic newspapers and magazines), public relations, radio and television (broadcast), and web design or site maintenance.

**Department of Communication's Statistics
Jacksonville State University**

RETENTION RATE

Retention rate is calculated for all first-time/full-time bachelor's degree-seeking undergraduate students who entered JSU during the fall semester and attended the next consecutive fall term as of census reporting date. The table below shows the retention rates for the department and the entire university.

AUGUST 2017 POSTING

Fall Cohort	FIRST-TIME/FULL-TIME ENROLLMENT		RETENTION (%)	
	Communication Dept. (n)	JSU (n)	Communication Dept.	JSU
2007	40	1252	77.50	70.29
2008	27	1243	55.56	68.06
2009	29	1220	62.07	67.95
2010	41	1246	68.29	67.82
2011	44	1384	77.27	66.76
2012	33	1302	78.79	71.04
2013	34	1142	73.53	71.80
2014	41	1169	78.05	74.34
2015	32	1021	93.75	78.45
MEAN RETENTION RATE FOR 9 COHORTS			73.87	70.72

(Information Based on Data from JSU's Office of Institutional Research and Analytics)

GRADUATION RATE

Graduation rate is calculated for all first-time/full-time bachelor's degree-seeking undergraduate students who entered JSU during the fall semester and graduated within six years. The table below shows four-, five-, and six-year rates for the department and the entire university.

AUGUST 2017 POSTING

Fall Cohort	Fourth Year (%)		Fifth Year (%)		Sixth Year (%)	
	Com Dept	JSU	Com Dept	JSU	Com Dept	JSU
2004	12	9	23	23	27	33
2005	21	11	28	25	31	32
2006	13	10	16	23	29	29
2007	15	10	33	25	33	31
2008	4	9	22	23	33	30
2009	10	11	31	25	34	31
2010	7	9	24	28	32	36

(Data from JSU's Office of Institutional Research & Analytics)

Graduating Seniors' Rating of the Department of Communication

The table below shows graduating students' (from 2011-2012 & 2012-2013) overall rating of the Department of Communication on a scale of 1 to 5, with 1 being poor and 5 being outstanding.

		Broadcasting	Print Journalism	Public Relations	Total
(a) Overall quality of the program	Mean	4.31	4.20	4.48	4.37
	Valid N	35	10	31	76
	Std Dev	.72	.63	.68	.69
(b) Preparing you for your career	Mean	4.19	4.00	4.35	4.23
	Valid N	36	10	31	77
	Std Dev	1.04	.67	.66	.86
(c) Enhancing your intellectual growth	Mean	4.44	4.40	4.65	4.52
	Valid N	36	10	31	77
	Std Dev	.91	.70	.55	.75
(d) Faculty strength	Mean	4.36	4.40	4.23	4.31
	Valid N	36	10	31	77
	Std Dev	.72	.97	.76	.77

(Revised based on JSU's IRA Data)

Practical Training: Mandatory internal and external practica (internships) for all students (3+250 hours).

- **Majority (81.82%) of our 2011-2013 graduating students** rated internship as the most beneficial course in preparing them for their careers.

Job Placement

A 2008-2009 survey shows the following:

- 51% of our graduating communication students had a job offer prior to graduation (N=37).
- Of the 49% (18) without a job offer prior to graduation, half reported that their chance of a job offer in six months was between 80% to 100%.
- 81% reported they would attend graduate school at JSU if a communication graduate degree existed. A similar survey of 2011-2013 graduating students shows that:
- 48.68% of the respondents reported having job offers that they were considering or had accepted before graduation.
- Of those who didn't have job offers, the mean response of the likelihood of getting one in six months was 3.76, on a scale of 1 to 5 with 1=least likely and 5=most likely.
- 82.19% indicated that they would pursue a Master's Degree in Communication at JSU, if it were offered.