



## **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 113 Journalism and Mass Communication programs nationally with full accreditation status.

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.

## 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.

Fall Cohort	FIRST-TIME/FULL-TIME ENROLLMENT	RETENTION (%)		
	Communication Dept.	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
2016	24	1294	75.00	74.11
2017	31	1115	74.19	75.43
2018	24	1060	79.17	75.66
2019	25	1469	72.00	73.38
<b>MEAN RETENTION RATE FOR 11 COHORTS</b>			<b>74</b>	<b>71.46</b>

(Table Prepared Based on Information 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.

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	14	24	28	32	36
2011	14	14	25	32	32	37
2012	12	18	39	35	48	42
2013	18	20	32	35	35	41
2014	24	22	41	38	44	46
Sixth-year mean graduation rate for nine cohorts					33	33

(Table Prepared Based on Information from JSU's Office of Institutional Research and 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.

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

*(Revised base on JSU's IRA Data)*