



THE UNIVERSITY OF  
**MEMPHIS**

Department of Journalism  
and Strategic Media

# STUDENT RETENTION & GRADUATION DATA

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The University of Memphis is an Equal Opportunity/Affirmative Action University. It is committed to education of a non-racially identifiable student body.

## Undergraduate Retention

Data from the University of Memphis Office of Institutional Research show the percentage of students as retained by the Department of Journalism & Strategic Media as they progressed through the program. Cohort level data is based on a student's declaration in a Journalism & Strategic Media major. These tables show the persistence of first-time, full-time freshmen as they advance through their studies.

Cohort	J&SM students (n)	UofM students (n)	Retained to 2nd fall (J&SM)	Retained to 2nd fall (UofM)	Retained to 3rd fall (J&SM)	Retained to 3rd fall (UofM)	Retained to 4th fall (J&SM)	Retained to 4th fall (UofM)
2018	71	2,428	83.1%	77.7%	77.5%	67.0%	64.8%	58.3%
2019	78	2,617	85.9%	79.5%	73.1%	64.8%	62.8%	59.8%
2020	74	2,448	87.8%	71.8%	77.0%	59.2%	73.0%	54.9%
2021	42	2,500	81.0%	74.7%	61.9%	60.8%	TBD	TBD
2022	57	2,322	68.4%	71.1%	TBD	TBD	TBD	TBD
2023	50	2,535	TBD	TBD	TBD	TBD	TBD	TBD

## Graduate Retention

Data from the University of Memphis Office of Institutional Research show the percentage of students as retained by the Department of Journalism & Strategic Media as they progressed through the program. Cohort level data is based on a student's admission to the master's program. This tables shows the persistence of students as they advance through their studies.

Cohort	J&SM Master of Arts students (n)	UofM Master of Arts students (n)	Retained to 2nd fall (J&SM)	Retained to 2nd fall (UofM)
2018	14	126	64.3%	84.9%
2019	12	97	75.0%	87.6%
2020	19	152	68.4%	80.9%
2021	12	109	91.7%	78.9%
2022	10	103	70.0%	82.5%
2023	7	70		

## Graduation

Data from the University of Memphis Office of Institutional Research show the number of degrees in the Department of Journalism & Strategic Media awarded per academic year.

Year	Bachelor of Arts	Master of Arts	Certificate
2018-19	76	8	0
2019-20	84	10	0
2020-21	93	11	0
2021-22	81	17	0
2022-23	79	17	1
2023-24	74	16	0

## Undergraduate Graduation Rates

Data from the University of Memphis Office of Institutional Research show the six-year graduation rates for first-time freshmen graduating from the Department of Journalism & Strategic Media and the four-year graduation rates for transfer students, as compared to similar data for the College of Communication and Fine Arts and the University as a whole.

### Freshmen Cohort Graduation Rates

Cohort	J&SM 4-year	CCFA 4-year	UofM 4-year	J&SM 6-year	CCFA 6-year	UofM 6-year
2014	33.9%	33.9%	28.0%	60.7%	57.0%	51.4%
2015	36.7%	36.7%	32.2%	66.7%	59.3%	54.4%
2016	42.9%	28.8%	28.3%	63.5%	52.6%	48.2%
2017	44.6%	37.5%	30.8%	61.5%	56.4%	49.3%
2018	43.7%	36.9%	33.4%	57.7%	52.3%	50.5%
2019	37.2%	33.4%	35.2%	TBD	TBD	TBD
2020	51.4%	33.3%	29.8%	TBD	TBD	TBD

### Transfer Student Graduation Rates

Cohort	J&SM 2-year	CCFA 2-year	UofM 2-year	J&SM 4-year	CCFA 4-year	UofM 4-year
2016	17.6%	10.0%	16.4%	52.9%	41.1%	54.1%
2017	14.3%	15.1%	18.6%	64.3%	51.2%	56.4%
2018	10.0%	8.8%	17.6%	50.0%	48.4%	56.7%
2019	19.0%	18.6%	18.9%	66.7%	50.0%	56.7%
2020	5.9%	7.7%	19.5%	70.6%	53.8%	56.0%
2021	23.5%	8.6%	21.9%	TBD	TBD	TBD
2022	20.8%	11.2%	17.6%	TBD	TBD	TBD

# Graduate Graduation Rates

Data from the University of Memphis Office of Institutional Research show the four-year graduation rates for first-time Master of Arts students graduating from the Department of Journalism & Strategic Media as compared to similar data for other Master of Arts programs at the University.

Cohort	J&SM 2-year	UofM MA 2-year	J&SM 4-year	UofM MA 4-year
2017	66.7%	68.2%	100.0%	84.7%
2018	50.0%	80.4%	50.0%	90.2%
2019	66.7%	75.0%	83.3%	88.8%
2020	77.8%	69.9%	88.9%	79.6%
2021	80.0%	72.6%	TBD	TBD
2022	83.3%	72.2%	TBD	TBD