

Department of Mass Communication Winthrop University

Public Accountability Document (Accreditation: Standard 6)

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The Department of Mass Communication, one of 118 nationally accredited by ACEJMC, is committed to students' success from the time they enter the program until after they graduate. The department participates enthusiastically in all Winthrop recruitment events and hosts an annual high school media workshop. Students receive career guidance and job preparation through a course required of all graduating seniors. Exit surveys evaluate students' satisfaction at the end of their college education.

Enrollment, retention and graduation data are provided by Winthrop's Department of Accreditation, Accountability, and Academic Services (AAAS) and will be updated as available.

Undergraduate enrollment has held fairly steady over the last five years, with some substantial growth in 2012. The department also attracts transfer students from other institutions and other majors across campus. An international cohort of French students enrolls in the program each spring through an agreement with a French institution. While some come as transient students, many stay on and complete the IMC degree.

ENROLLMENT BY YEAR

FALL	2008	2009	2010	2011	2012	2013	2014	2015
Freshmen	62	52	50	56	66	54	43	47
Sophomores	58	54	47	60	63	71	53	55
Juniors	58	61	60	55	74	63	78	58
Seniors	76	79	74	71	70	90	79	84
TOTAL	254	246	231	242	273	278	253	244

ENROLLMENT BY MAJOR

FALL	2008	2009	2010	2011	2012	2013	2014	2015
Mass Communication	151	139	128	136	162	153	146	149
Integrated Marketing Communication	103	107	103	106	111	125	107	95

Retention data are an important measure of department performance. Of the Fall 2014 cohort, 100 percent of all first time IMC freshmen and 89 percent of all first time mass communication freshmen were retained at Winthrop to Fall 2015, and 100% and 63%, respectively, continued in the IMC and mass communication major as sophomores.

RETENTION RATES - FIRST-TIME FULL-TIME FRESHMEN

Fall Cohort	IMC Year 2			MCOM Year 2		
	N in cohort	N return next fall	% return next fall	N in cohort	N return next fall	% return next fall
2008	19	15	79%	42	28	64%
2009	14	10	71%	31	20	65%
2010	13	11	85%	33	24	73%
2011	11	8	73%	39	28	72%
2012	12	11	92%	48	36	75%
2013	11	8	73%	38	29	76%
2014	3	3	100%	35	31	89%

TOTAL GRADUATES

	2008	2009	2010	2011	2012	2013	2014	2015
Mass Communication	35	35	21	27	21	25	28	22
Integrated Marketing Communication	45	26	30	27	34	35	38	36
TOTAL	80	61	51	54	55	60	66	58

Graduation rates for the department's freshman cohort are provided in the tables below for years for which data are available. This includes only entering fall freshmen cohorts who originally declared mass communication/IMC as their major. It excludes a) transfers from other majors in the university b) transfers from other institutions c) cohort of French students that enter the IMC program each spring. The tables are also indicative of the fact that students may transfer between programs or select a major more appropriate to their needs. Four- and five-year graduation rate data for 2011-2014 freshmen cohorts will be added as available.

IMCO FOUR- AND FIVE-YEAR GRADUATION RATES: FRESHMAN COHORT

(Int Mkt Comm (started as IMCP, graduated with degree in IMCO)

Year	N in cohort	N grad by sumr 4th yr	4 Year	N grad by sumr 5th yr	5 Year
2005	11	5	45%	5	45%
2006	19	4	21%	5	26%
2007	13	4	31%	5	38%
2008	19	7	37%	8	42%
2009	14	2	14%	6	43%
2010	13	7	54%	8	62%
2011	11	3	27%	<i>Data awaited, still enrolled</i>	

MASS COMM FOUR- AND FIVE-YEAR GRADUATION RATES: FRESHMAN COHORT

<i>(started as MCMP or MCOM, graduated w degree in MCOM)</i>					
Year	N in cohort	N grad by sumr 4th yr	4 Year	N grad by sumr 5th yr	5 Year
2005	37	7	19%	12	32%
2006	48	7	15%	12	25%
2007	43	9	21%	12	28%
2008	42	9	21%	12	29%
2009	31	9	29%	13	42%
2010	33	9	27%	10	30%
2011	39	13	28%	<i>Data awaited, still enrolled</i>	

The department's senior exit survey of graduating students measures student satisfaction with the academic program and the learning environment. The survey also contains indirect measures specific to student learning outcomes that provide valuable feedback for curriculum development. In 2015-16, 40 students took the survey – 21 IMC students and 19 mass communication students. More than 84 percent of the students rated their programs excellent or very good.

PROGRAM SATISFACTION: SENIOR EXIT SURVEY 2015-16

	<i>Mass Comm</i>	%	<i>IMC</i>	%
<i>Major introduces diversity of audiences, ideas, viewpoints</i>	SA/Agree Neutral SD/Disagree	89 11 0	SA/Agree Neutral SD/Disagree	95 5
<i>Awareness of global interconnectedness of media and audiences through major</i>	A lot/somewhat Neutral Not much/not at all	84 11 5	A lot/somewhat Neutral Not much/not at all	86 14
<i>Major helps analytical thinking</i>	SA/Agree Neutral SD/Disagree	79 16 5	SA/Agree Neutral SD/Disagree	100
<i>Major leads to better writing</i>	SA/Agree Neutral SD/Disagree	84 16	SA/Agree Neutral SD/Disagree	90 10
<i>Helps develop good presentation skills</i>	SA/Agree Neutral SD/Disagree	100	SA/Agree Neutral SD/Disagree	100
<i>Taught me to critically evaluate my work</i>	SA/Agree Neutral SD/Disagree	100	SA/Agree Neutral SD/Disagree	100
<i>Helped me master tools and technologies</i>	SA/Agree Neutral SD/Disagree	89 5.5 5.5	SA/Agree Neutral SD/Disagree	86 9 5
<i>Faculty interested in student learning</i>	SA/Agree Neutral SD/Disagree	95 5	SA/Agree Neutral SD/Disagree	90 10
<i>Overall positive education setting</i>	SA/Agree Neutral SD/Disagree	95 5	SA/Agree Neutral SD/Disagree	95 5
<i>Overall program quality</i>	Excellent/V. Good Good Fair/Poor	84 16	Excellent/V. Good Good Fair/Poor	95 5