

# Department of Mass Communication Winthrop University

## Public Accountability Document (Accreditation: Standard 6)

Updated July 17, 2019

The Department of Mass Communication, one of 116 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 are updated annually.

Undergraduate enrollment has held fairly steady over the last eight years, with some growth in 2012 and 2013, then returning to more traditional numbers in 2017. 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

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<b>FALL</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Freshmen	56	66	54	43	47	39	35	27
Sophomores	60	63	71	53	55	65	51	39
Juniors	55	74	63	78	58	63	75	58
Seniors	71	70	90	79	84	77	75	74
<b>TOTAL</b>	<b>242</b>	<b>273</b>	<b>278</b>	<b>253</b>	<b>244</b>	<b>244</b>	<b>236</b>	<b>198</b>

### ENROLLMENT BY MAJOR

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<b>FALL</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Mass Communication	136	162	153	146	149	159	162	128
Integrated Marketing Communication	106	111	125	107	95	85	74	70

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Retention data are an important measure of department performance. Of the Fall 2017 cohort, 100 percent of all first time IMC freshmen and 77 percent of all first time mass communication freshmen were retained at Winthrop to Fall 2018, and 100% and 61%, respectively, continued in the IMC and mass communication major as sophomores.

## RETENTION RATES - FIRST-TIME FULL-TIME FRESHMEN

Fall Cohort	IMC			MCOM		
	Year 2 N in cohort	N return next fall	% return next fall	Year 2 N in cohort	N return next fall	% return next fall
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%
2015	13	12	92%	31	24	77%
2016	7	7	100%	31	25	81%
2017	3	3	100%	31	24	77%

## TOTAL GRADUATES

	2011	2012	2013	2014	2015	2016	2017	2018
Mass Communication	27	21	25	28	22	26	32	46
Integrated Marketing Communication	27	34	35	38	36	34	26	22
<b>TOTAL</b>	<b>54</b>	<b>55</b>	<b>60</b>	<b>66</b>	<b>58</b>	<b>60</b>	<b>58</b>	<b>68</b>

Graduation rates for the department's freshman cohort are provided in the tables below. 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.

## 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
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%	5	45%
2012	12	4	33%	7	58%
2013	11	5	45%	6	55%

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

(started as MCMP or MCOM, graduated w degree in MCOM)

Year	N in cohort	N grad by sumr 4th yr	4 Year	N grad by sumr 5th yr	5 Year
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	33%	16	41%
2012	48	15	31%	18	38%
2013	38	10	26%	15	39%

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 2018-19, 58 students took the survey – 30 IMC students and 28 mass communication students. More than 67 percent of the students rated their programs excellent or very good.

### PROGRAM SATISFACTION: SENIOR EXIT SURVEY 2018-19

	<i>Mass Comm</i>	%	<i>IMC</i>	%
<i>Major introduces diversity of audiences, ideas, viewpoints</i>	SA/Agree Neutral SD/Disagree	89% 7% 4%	SA/Agree Neutral SD/Disagree	100% 0% 0%
<i>Awareness of global interconnectedness of media and audiences through major</i>	A lot Somewhat Neutral	54% 43% 3%	A lot Somewhat Neutral	47% 40% 13%
<i>Major helps analytical thinking</i>	SA/Agree Neutral SD/Disagree	96% 0% 4%	SA/Agree Neutral SD/Disagree	93% 7% 0%
<i>Major leads to better writing</i>	SA/Agree Neutral SD/Disagree	100% 0% 0%	SA/Agree Neutral SD/Disagree	97% 3% 0%
<i>Helps develop good presentation skills</i>	SA/Agree Neutral SD/Disagree	96% 4% 0%	SA/Agree Neutral SD/Disagree	93% 7% 0%
<i>Taught me to critically evaluate my work</i>	SA/Agree Neutral SD/Disagree	97% 3% 0%	SA/Agree Neutral SD/Disagree	100% 0% 0%
<i>Helped me master tools and technologies</i>	SA/Agree Neutral SD/Disagree	90% 10% 0%	SA/Agree Neutral SD/Disagree	87% 10% 3%
<i>Faculty interested in student learning</i>	SA/Agree Neutral SD/Disagree	100% 0% 0%	SA/Agree Neutral SD/Disagree	90% 10% 0%
<i>Overall positive education setting</i>	SA/Agree Neutral SD/Disagree	93% 7% 0%	SA/Agree Neutral SD/Disagree	93% 7% 0%
<i>Overall program quality</i>	Excellent/V Good Good Fair/Poor	68% 25% 7%	Excellent/V. Good Good Fair/Poor	67% 30% 3%

