

# Department of Mass Communication Winthrop University

## Public Accountability Document (Accreditation: Standard 6)

*Updated August 5, 2020*

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.

Before the last two years, undergraduate enrollment had held fairly steady. In 2018, the university as a whole experienced a significant drop in enrollment, which continued in 2019; these drops were also reflected in the Department of Mass Communication. The department has often attracted 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, though the future of this program is uncertain.

<b>FALL</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Freshmen	66	54	43	47	39	35	27	24
Sophomores	63	71	53	55	65	51	39	35
Juniors	74	63	78	58	63	75	58	57
Seniors	70	90	79	84	77	75	74	58
<b>TOTAL</b>	<b>273</b>	<b>278</b>	<b>253</b>	<b>244</b>	<b>244</b>	<b>236</b>	<b>198</b>	<b>174</b>

<b>FALL</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Mass Communication	162	153	146	149	159	162	128	116
Integrated Marketing Communication	111	125	107	95	85	74	70	58

Retention data are an important measure of department performance. Of the Fall 2018 cohort, 100% percent of all first time IMC freshmen and 88% percent of all first time mass communication freshmen were retained at Winthrop to Fall 2019, and 67% and 65%, 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
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%
2018	3	3	100%	26	23	88%

	2012	2013	2014	2015	2016	2017	2018	2019
Mass Communication	21	25	28	22	26	32	46	29
Integrated Marketing Communication	34	35	38	36	34	26	22	26
<b>TOTAL</b>	<b>55</b>	<b>60</b>	<b>66</b>	<b>58</b>	<b>60</b>	<b>58</b>	<b>68</b>	<b>55</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%
2014	3	3	100%	3	100%

## 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
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%
2014	35	14	40%	16	46%

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 2019-2020, 38 students took the survey – 18 IMCO students and 20 mass communication students. More than 63 percent of the students rated their programs as excellent or very good, with another 28.9 percent rating it good.

### PROGRAM SATISFACTION: SENIOR EXIT SURVEY 2019-20

	<i>Mass Comm</i>	<i>%</i>	<i>IMC</i>	<i>%</i>
<i>Major introduces diversity of audiences, ideas, viewpoints</i>	SA/Agree Neutral SD/Disagree	89.0% 5.2% 5.2%	SA/Agree Neutral SD/Disagree	88.8% 5.5% 5.5%
<i>Awareness of global interconnectedness of media and audiences through major</i>	A lot/ Somewhat Neutral Not much/Not at all	95.0% 0.0% 4.7%	A lot/ Somewhat Neutral Not much/Not at all	100% 0.0% 0.0%
<i>Major helps analytical thinking</i>	SA/Agree Neutral SD/Disagree	90.0% 0.0% 10.0%	SA/Agree Neutral SD/Disagree	100% 0.0% 0.0%
<i>Major leads to better writing</i>	SA/Agree Neutral SD/Disagree	95.0% 0.0% 5.0%	SA/Agree Neutral SD/Disagree	83.3% 11.1% 5.5%
<i>Helps develop good presentations skills</i>	SA/Agree Neutral SD/Disagree	85.0% 10.0% 5.0%	SA/Agree Neutral SD/Disagree	88.8% 11.1% 0.0%
<i>Taught me to critically evaluate my work</i>	SA/Agree Neutral SD/Disagree	95.0% 0.0% 5.0%	SA/Agree Neutral SD/Disagree	94.4% 5.5% 0.0%
<i>Helped me master tools and technologies</i>	SA/Agree Neutral SD/Disagree	80.0% 15.0% 5.0%	SA/Agree Neutral SD/Disagree	83.3% 0.0% 16.6%
<i>Faculty interested in student learning</i>	SA/Agree Neutral SD/Disagree	90.0% 10.0% 0.0%	SA/Agree Neutral SD/Disagree	88.8% 5.5% 5.5%

<i>Overall positive educational setting</i>	SA/Agree	90.0%	SA/Agree	94.4%
	Neutral	5.0%	Neutral	0.0%
	SD/Disagree	5.0%	SD/Disagree	15.5%
<i>Overall program Quality</i>	Excellent/Very Good	60%	Excellent/Very Good	66.6%
	Good	30%	Good	27.7%
	Fair	0.0%	Fair	0.0%
	Poor	10.0%	Poor	5.5%

