Stats & Numbers

August 2021

College of Journalism & Mass Communications

IN OUR GRIT, OUR GLORY™

- Number of NE High School graduate to decline in 2025
  - Minority and International student support
  - Nebraska, Neighboring States are Becoming More Diverse
- Community colleges enrollment 11% lower
  - Impact on transfer students
  - 14 transfer students starting this fall
- Point in time to previous years CoJMC holding steady
  - One of the only institutions doing in-person visits
- Explore Center, large increase of students this fall

How many First Time Freshman (FTF) are starting at the CoJMC this fall?

CoJMC First Time Freshman Fall 2021

Total = 143

- Resident = 89
- Non-resident = 54

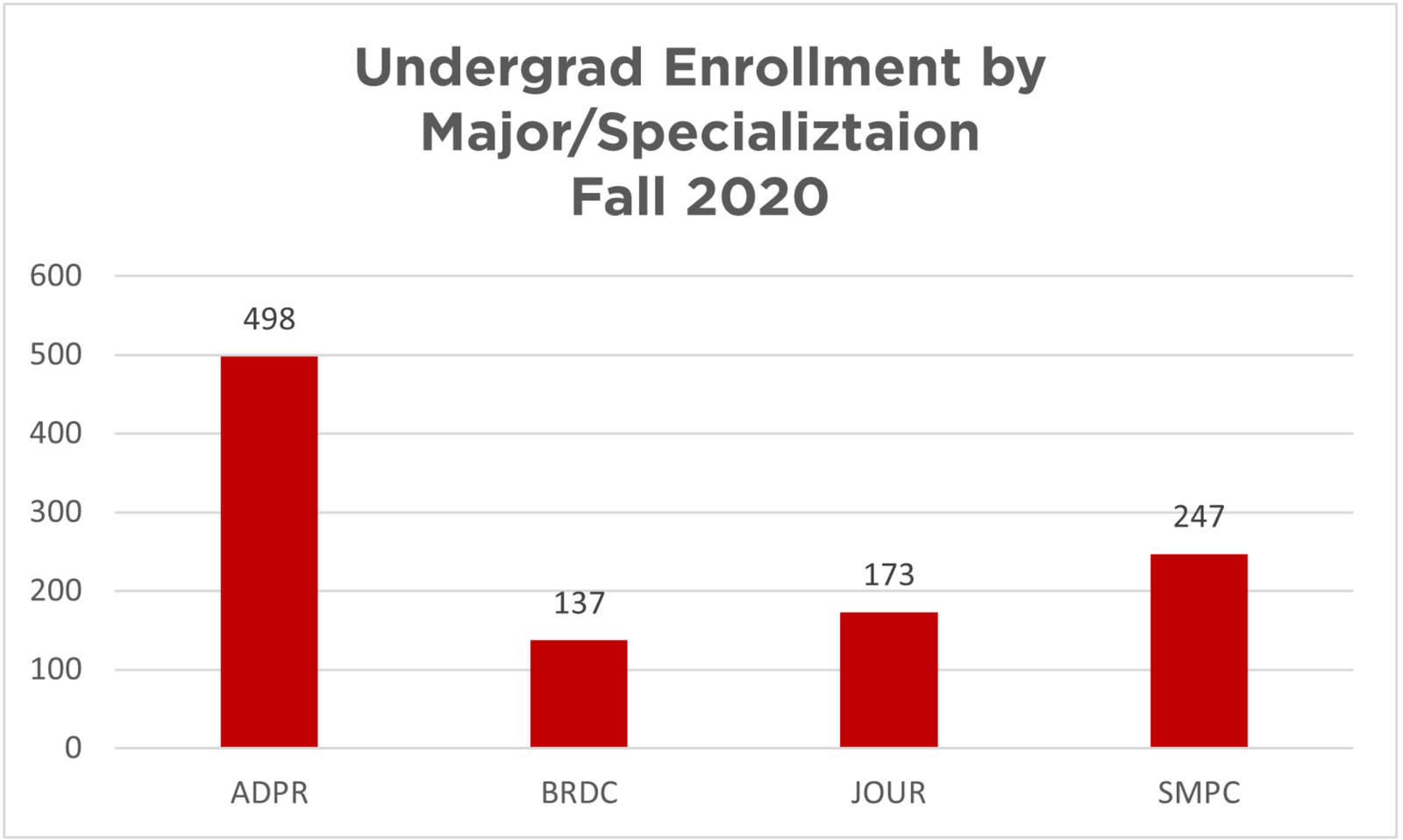
Profile Info

- 54% (77) Female / 46% (66) Male
- 20% (28) Identify as Minority
- 21.6% (39) are First Gen
- 38% (54) Non-residents from 19 states
- 59 Different High Schools

Top Majors FTF Fall 2018-2021

Major	2021	2020	2019	2018
Advertising and Public Relations	28	33	39	50
Broadcasting	15	22	18	26
Journalism	38	45	63	49
Sports Media and Communication	62	45	61	48
Grand Total	143	145	181	173

CoJMC Enrollment Fall 2020



- Broadcasting enrollment media production (83), news (29), undecided (25), minor (31)
- Broadcasting identified as destination major, attracts non-resident students
- ADPR transfer students

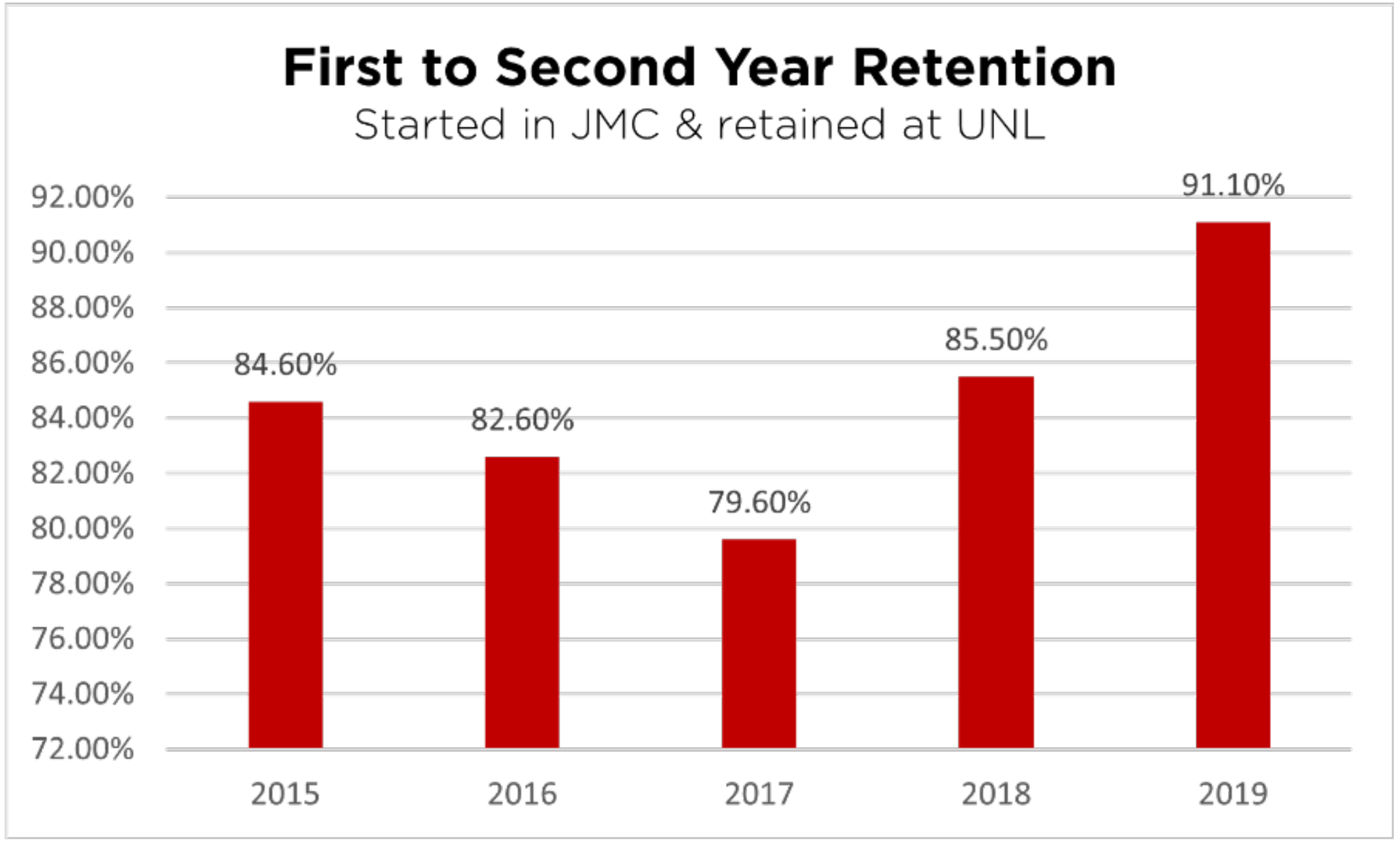
What UNL colleges do our on-campus transfer students come from?

Starting UNL colleges in 2017 now in CoJMC captured 2020

Starting College	Freshman	Sophomore	Junior	Senior	JMC Total
ANR	0	3	1	-1	3
ARH	0	4	0	1	5
ASC	0	12	10	-1	21
CBA	0	31	19	0	50
EHS	0	8	2	0	10
ENG	0	1	2	1	4
FPA	0	6	2	0	8
GEN	0	32	13	-3	42
JMC	157	-53	-17	-8	79
Total	**157**	**201**	**233**	**222**	**222**

- Starting colleges (2017) of students enrolled in CoJMC during their fourth year
- Majority of transfer activity between freshman and sophomore years
- College of Business, Explore Center and Arts & Sciences
- Students who transferred out of the college leave the NU System

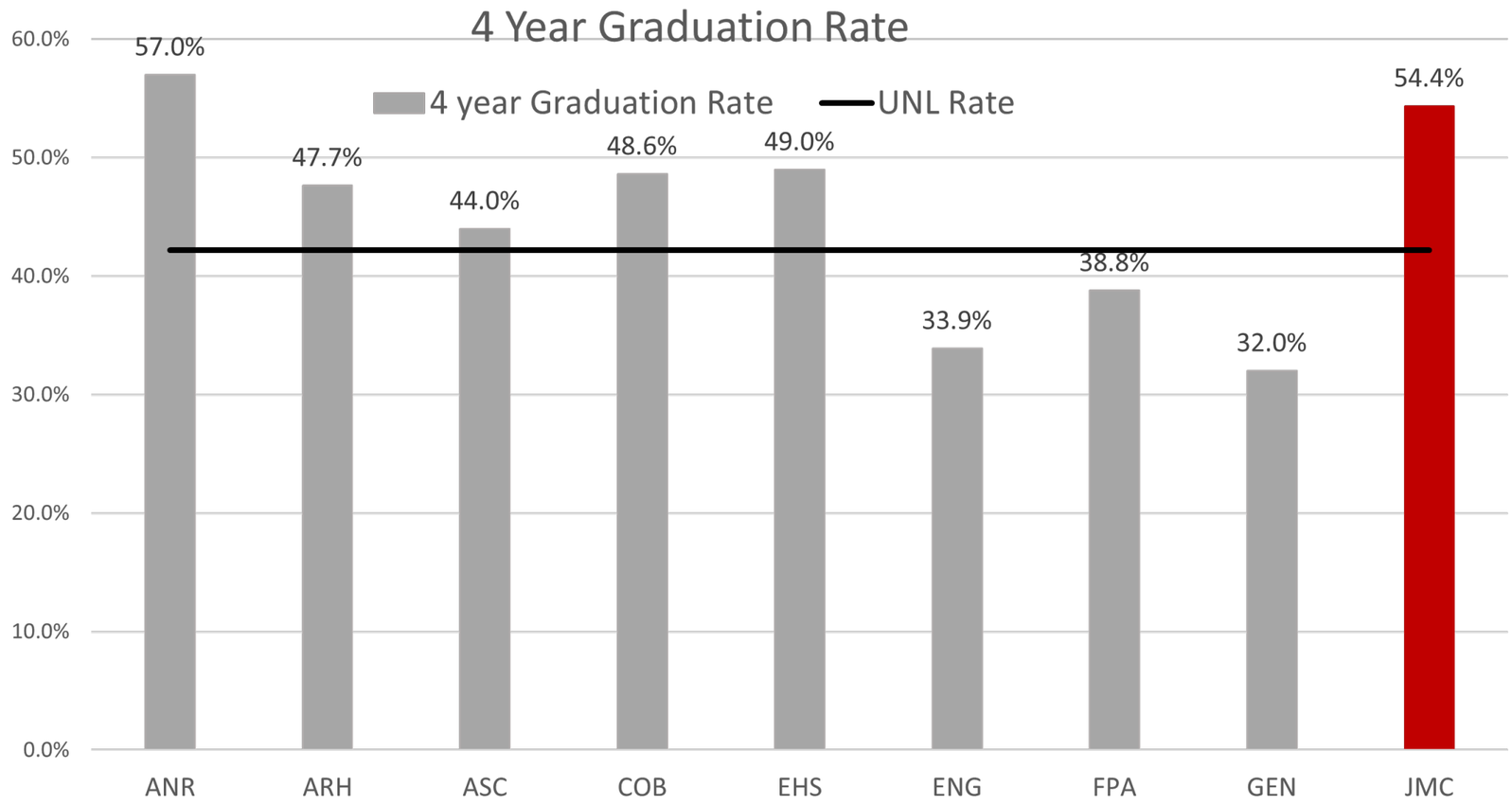
CoJMC Retention



- N2025: The first-year to second-year retention rate will increase from 84.1% to 88%
- Rate up the last three years
- 2019 likely high due to the university's decision not to dismiss students during COVID-19.

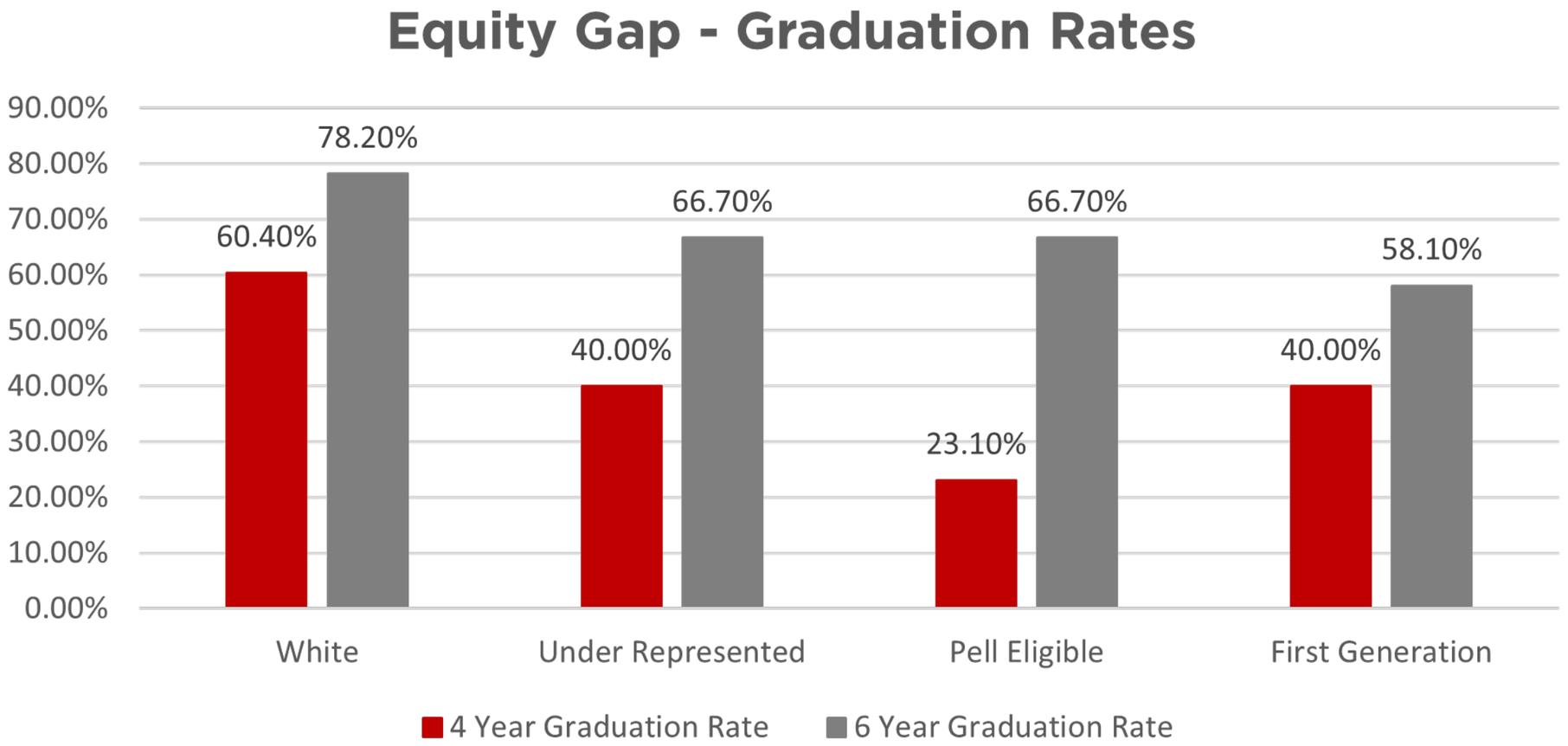
What is the 4-year graduation rate at the CoJMC?

CoJMC Graduation Rates



- Four-year graduation rate is second-highest on campus at 54.4% , 6-year is 77%
- UNL-wide four-year graduation rate currently sits at 42.2%
- Measured from students starting FTF at CoJMC
- N2025: The 4-year UNL graduation rate will increase from 46.9% to 55%; the 6-year graduation rate will increase from 67.8% to 72%

CoJMC Equity Gaps



- CoJMC 4-year graduation rate is 54%, 6-year 77% (UNL 63.6%)
- Underrepresented, pell eligible and first-generation students lag behind white students in both four and six-year graduation rates.
- N2025: The equity gap in degree completion will be reduced from 14.4% to 7%

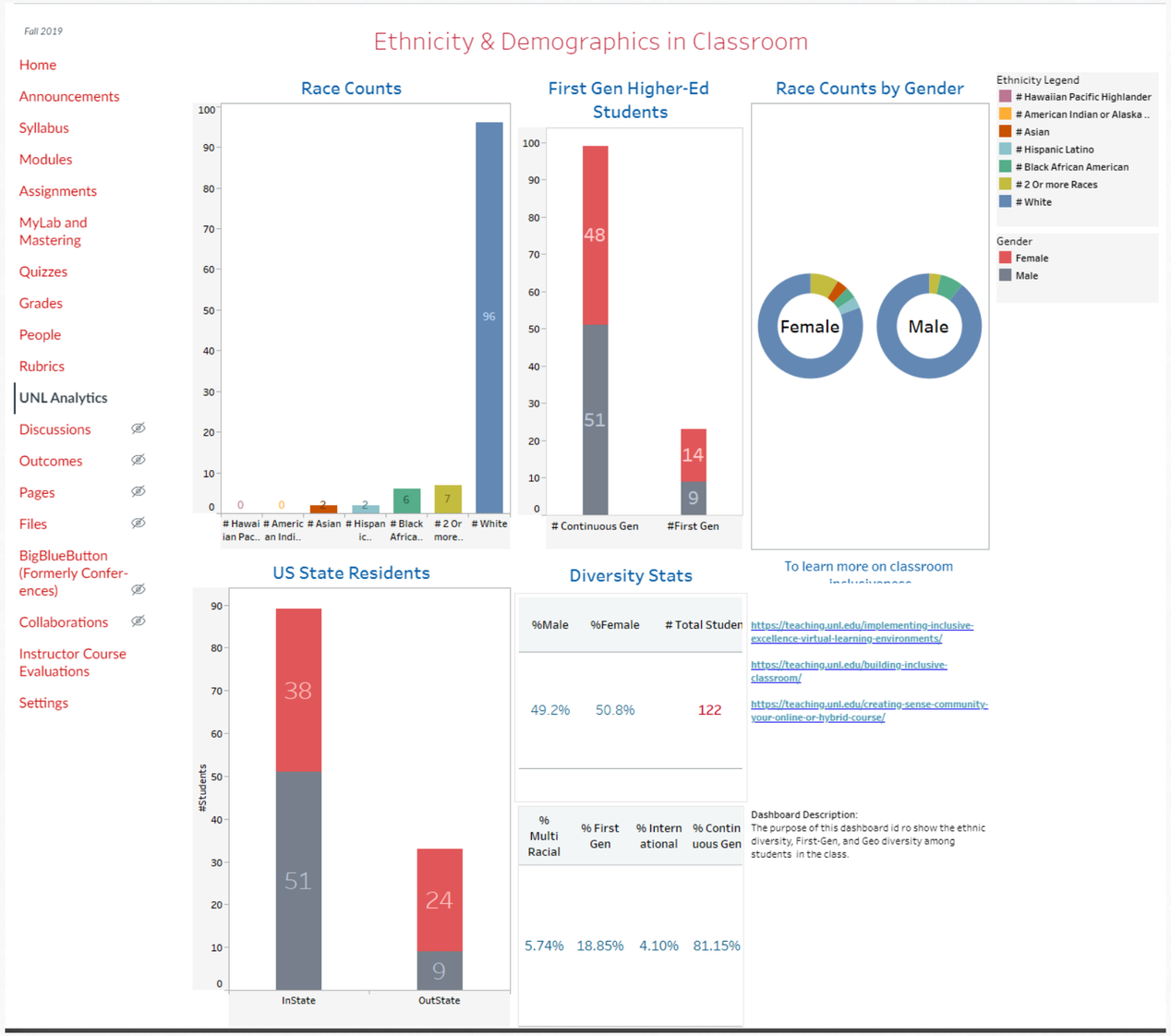
30 UNL Credits Year One, Fall 2019 Cohort

College	Underrepresented	Represented	Average
ARCH	50%	57.9%	53.9%
COB	43.4%	49.9%	46.7%
CASNR	43.8%	49.4%	46.6%
COE	33.3%	58.9%	46.1%
COJMC	42.4%	49.7%	46.0%
FPA	42.1%	47.4%	44.8%
CAS	35.8%	49.3%	42.5%
CEHS	27.6%	47.1%	37.4%
EXPL	24.9%	40.0%	32.5%

JOMC 30/60/90 percent for all Earned Credits by Ethnicity

	30		60		90	
	No	Yes	No	Yes	No	Yes
White	22.66%	77.34%	19.82%	80.18%	21.95%	78.05%
Hispanic	40%	60%	33.33%	66.67%	18.75%	81.25%
Black/African American	33.33%	66.67%	37.50%	62.50%	30%	70%
American Indian/Alaska	NA		NA		100%	
International	50%	50%	NA		20%	80%
Two or More Races	33.33%	66.67%	44.44%	55.56%	62.50%	37.50

Resources



Coming Soon

- Canvas ethnicity and demographics in your classes

Available Reports

- Examine the historical equity gaps in your sections as compared to all of the sections for a given class
- Tableau > My Courses Report > Key Student Attributes
  - “Primary Course” select the course(s)
  - “Attribute of Interest” select First Generation, Race Ethnicity, etc.
- Great tool for self reflection to get started
- **go.unl.edu/cojmc_report**

Discussion Questions

- What are ways you can help in your role at the CoJMC to improve retention, graduation rates, and the equity gap?

- What metrics would be helpful for your courses? Majors? Committees?

Student Success Metrics

August 2021

College of Journalism & Mass Communications

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Student Success at CoJMC

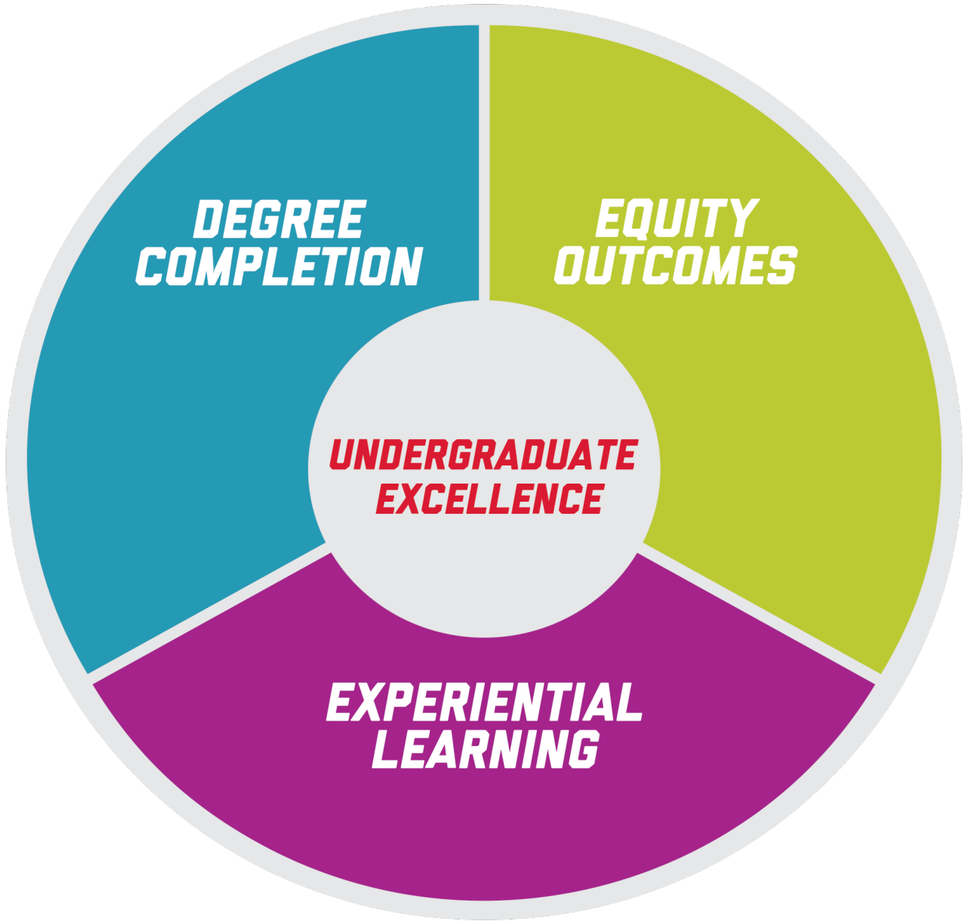
CoJMC Advising
- NSE and Advising
- Degree Planner
- JOMC 100

Center for Transformative Teaching
- Reflective Practitioner Program
- Canvas Workshops and resources

Experiential Learning
- N2025 for all students
- EL designation
- Experience Lab and other courses

Husker Power Survey

College Deadlines



Trend Analysis, EL Plan & College Metric	Sept. 17
College Plan	Oct. 8
Final Plan	Dec. 3

Focused on degree completion

- Increase student retention
- Eliminate institutional barriers

Goal completion is for the proportion of the budget model dedicated to the leading metrics.

- Less than 75% = 0% funding
- 75% - 90% = 50% funding
- > 90% = 100% funding

1. Degree Planner

Percentage of fall full-time, first-year scholars in college who submit at least a two-term enrollment plan in degree planner.

2. Advising Sessions

Percentage of fall, full-time first-year scholars in college who have at least one advising appointment note or advising walk-in note interaction recorded in MyPlan in both the fall and spring semesters.

3. Canvas

Percentage of instructors in college who use Canvas each semester by publishing the course and posting a grade for at least one assignment in the first four weeks for credit-bearing, undergraduate lecture courses.

Midterm Grades Pilot

- This Fall
- Like degree grades Canvas > MyRed
- Week 6 aligns with priority registration
- Advisors reach out to students below a passing midterm grade
- JOMC 101, ADPR 333, JOMC 486, if interested let me know

- **Groupwork**
  - Assessment
  - Best practices
  - Diversity and Inclusion
- **Flagging students in MyPlan**
- **Belonging, Engagement, Community**

Husker POWER Survey Trends

- 1st year & transfer responders have higher 1st and 2nd term GPAs and spring to fall and 2nd year retention rates than non-responders
  - First-gen responders 9.8% higher fall to spring retention than First-gen non responders
  - Pell responders 6.5% higher 2nd year retention than Pell no-responders

- Non-responders have risks same as responders with 4-5 concerns

What factors might indicate a student might not enroll next year?

Husker POWER Survey, First-Year Students, 2019 & 2020
Overall cohort

	Count	First Term GPA	2nd Term enroll	2nd Term GPA	Second Fall Enroll
Attending classes	0 6,110	3.32	95.6%	3.33	**86.4%**
	1 231	2.27	77.1%	2.57	**50.7%**
Consider not return	0 5,928	3.31	96.2%	3.32	**86.9%**
	1 413	3.00	77.5%	3.09	**58.9%**
Financial distress	0 4,945	3.35	96%	3.36	**87.4%**
	1 1,396	3.06	91.3%	3.12	**76.8%**
Technological difficulties	0 2,851	3.35	94.5%	3.29	**82.6%**
	1 420	2.95	89.3%	3.08	**70.5%**
Struggling in classes	0 3,898	3.42	96.2%	3.38	**87.6%**
	1 2,443	3.08	93%	3.19	**81.1%**

Husker POWER Survey, First-Year Students, 2019 & 2020 in Black/African American, Hispanic, & American Indian

	Count	First Term GPA	2nd Term enroll	2nd Term GPA	Second Fall Enroll
Attending classes	0 751	2.91	94.7%	2.98	**81.3%**
	1 46	1.49	71.7%	1.95	**37.8%**
Consider not return	0 717	2.87	95.8%	2.95	**82.2%**
	1 80	2.56	71.3%	2.72	**48.1%**
Financial distress	0 497	2.95	96.0%	2.99	**85.0%**
	1 300	2.66	89.0%	2.84	**68.4%**
Technological difficulties	0 349	2.94	91.4%	2.90	**73.4%**
	1 65	2.19	89.2%	2.61	**61.5%**
Struggling in classes	0 399	3.12	96.0%	3.06	**85.3%**
	1 398	2.56	90.7%	2.80	**72.3%**

Discussion Questions

- How might your courses, majors, and/or committees improve/contribute to student success in the CoJMC?

- What programs past, present, or future do you know about that may help our under-represented students?

- What other early alert methods, techniques, ideas do you have for the college to reduce the equity gap and student success metrics moving forward?

Undergraduate Programs

August 2021

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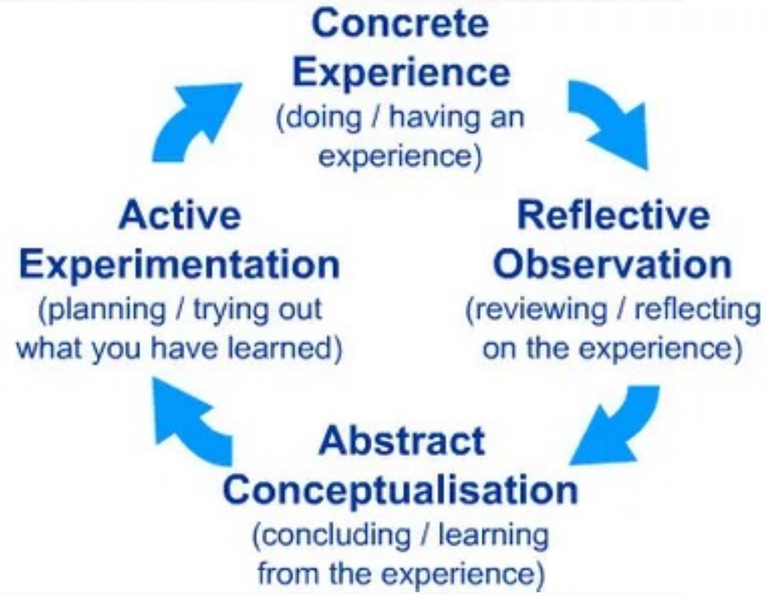
Student Success Metric: Process and timeline for the college to approve EL requirement to begin 2022-2023 Undergraduate Catalog.

- EL designation: Experience Lab, Comm Design, ACE 10 courses
- ASC doc defining and guidelines for EL courses
- Next Steps
    - Syllabi: JOMC 197, 297, 397, 497, 897
        - 4-6 hours a week
        - Pass/No Pass
        - 1 credit
    - Catalog language for requirement
        - JOMC 197, 297, 397
        - JOMC 497 repeatable



Kolb's experiential learning style

Other EL Participation by College

College	UCARE	Internship	Ed Abroad
CASNR	4.8%	59.7%	1.7%
ARCH	19.4%	61.1%	8.3%
CAS	10.0%	36.1%	6.6%
COB	1.0%	62.0%	3.3%
CEHS	3.2%	46.0%	1.7%
COE	9.4%	54.5%	2.5%
FPA	3.5%	37.5%	2.8%
JMC	1.1%	64.2%	5.5%

Data from 4,360 undergraduates who graduated in Spring, Summer, and Fall of 2020. Internships from First Destination Survey. Ed Abroad from SPCW registrar codes. Individuals may be double counted.

Standard 2 (Curriculum and Instruction), the requirement for 72 hours outside the unit is eliminated. The goal is to give students and units more flexibility in constructing learning plans that connect with today's journalism and strategic communication worlds. The Council stressed that this recommendation does not conflict with ACEJMC's fundamental commitment to students receiving a well-rounded liberal arts and science education. Units will be required to explain how their curriculum results in a balance between professional skills and liberal arts and sciences.

Majors are 43 hours

- Experience Lab (3 hours)
- Gaps in our curriculum
  - Research Methods 3XX (3 hours)
  - Race, Gender, & Media 422 (3 hours)
  - If large lectures it would add eight sections / year
- Total 52 hours

Accreditation Assessment Plans

- Year of record 2022-2023
- Report due July 1, 2023
- Berens Test
- Program
  - Comm Design, JOUR 200a, Global Eyewitness
  - ACE Courses = ACE 10 Courses this year
- Surveys
  - Undergraduate Senior Exit
  - Employee Climate (new)
  - Alumni (first year and 5-year increments)
  - First Destination
  - Internship

Students – let us know about your internships!

<u>Why does UNL ask for this information?</u>

1.) Your experiential learning – such as an internship – impacts UNL's accreditation and academic rankings, and influences the future value of the degree you're working hard for now

2.) This info will be shared with career and academic advisors so they can share specific internship examples with future students

3.) Career advisors can partner with internship employers for future student opportunities

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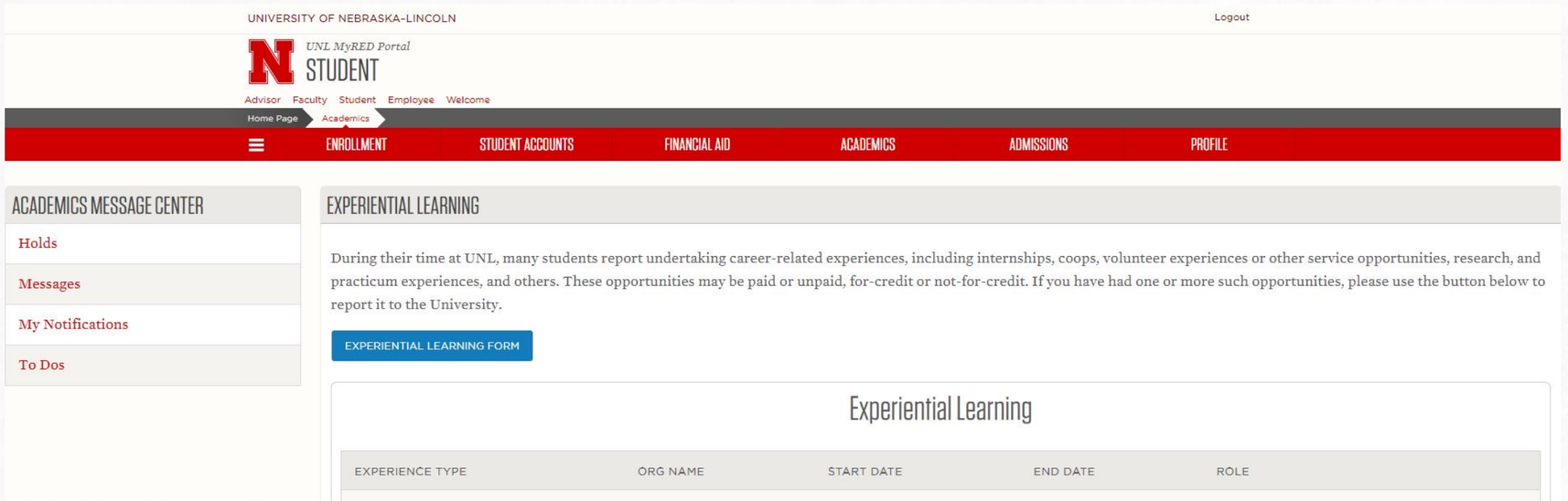
To report your experience/internship, please go to MyRed:

1.) https://myred.nebraska.edu

2.) Sign into MyRed – under Academics, select **Experiential Learning**

3.) Click the EXPERIENTIAL LEARNING FORM (blue button)

4.) Complete the brief Experience Survey



Thank you for sharing this valuable information!

Discussion Questions

- How many times should students be able to take the Experience Lab course?

- Should be increase the majors more than the Experience Lab 3 hours? Are Research Methods and Race, Gender, and Media the right courses? What should they be? What should the max hours in the major be? Is 52, 55, 58, 61 too many?

- What have you found helpful during past accreditation visits or what assessment plans/techniques (course and program level) do you find most helpful?