CoJMC Trend Analysis
(Sept. 20, 2021)

CoJMC Graduation Rates

<u>UNL Goal</u>
The N2025 targets for degree completion entail increasing the 4-year university graduation rate from 46.9% to 55%, increasing the 6-year graduation rate from 67.8% to 72%.

CoJMC Graduation Rates Compared to UNL

	2010	2011	2012	2013	2014	2015	2016
4-year	-	-	47.3% / 38.3%	52.3% / 39.4%	58.2% / 40.0%	59.6% / 44.0%	54.4% / 42.2%
5-year	-	71.4% / 58.1%	62.8% / 59.4%	70.3% / 58.8%	74.5% / 60.7%	76.9% / 59.9%	-
6-year	77.0% / 60.4%	76.2% / 61.4%	65.5% / 63.1%	73.5% / 62.4%	77.0% / 63.6%	-	-

*CoJMC rates / UNL rates
Green = meets the stated N2025 Goal
Yellow = within the range of current rate and stated N2025 goal
Red = below current UNL graduation rate

6 Year Graduation Goals

Instructions: College complete all cells shaded in blue

JMC

Fall Semester Cohort	College First-time Student Enrollment	Graduation Number [1]	Graduation Percent
2010	126	97	77.0%
2011	147	112	76.2%
2012	148	97	65.5%
2013	155	114	73.5%
2014	165	127	77.0%
2015	156	120	76.9%
2016	149	115	77.2%
2017	157	122	77.7%
2018	172	134	77.9%
2019	180	141	78.3%
2020	142	112	78.9%
2021	147	117	79.6%
2022	150	120	80.1%
2023	152	123	80.7%
2024	155	126	81.1%
2025	158	129	81.6%

The CoJMC's average growth in enrollment from 2010-2020 is 1.85%. The projected growth is based on this average getting up to 158 first-time-freshman by 2025, which is a number the college has achieved in the past.

The CoJMC has improved the graduation rate the last few years with the 4-year rate hovering just under 60% dipping slightly under the 55% mark for 2016.

Beyond 4-year the graduation rate is solid with the last few years in both 5-year and 6-year graduation rates above the 72% goal. It is steadily increasing both hovering around 77%.

Equity Gap

UNL Goal
The N2025 targets reducing the equity gap in degree completion from 14.4% to 7% for first generation, low- income, and underrepresented ethnic minority scholars

CoJMC Graduation Rates

4-Year

6-Year

Overall

Graduation Rates (4-Year)

Cohort	x̄	Grad #
Fall 2016		54.4% (81/149)
Fall 2015		59.6% (93/156)
Fall 2014		58.2% (96/165)
Fall 2013		52.3% (81/155)
Fall 2012		47.3% (70/148)

Graduation Rates (6-Year)

Cohort	x̄	Grad #
Fall 2014		77.0% (127/165)
Fall 2013		73.5% (114/155)
Fall 2012		65.5% (97/148)
Fall 2011		76.2% (112/147)
Fall 2010		77.0% (97/126)

White

Cohort	x̄	Grad #
Fall 2016		60.4% (64/106)
Fall 2015		62.9% (83/132)
Fall 2014		60.2% (80/133)
Fall 2013		51.9% (68/131)
Fall 2012		51.7% (61/118)

Cohort	x̄	Grad #
Fall 2014		78.2% (104/133)
Fall 2013		73.3% (96/131)
Fall 2012		71.2% (84/118)
Fall 2011		81.0% (98/121)
Fall 2010		78.4% (87/111)

URM - Black, Hispanic, Pacific Islander, American Indian

Cohort	x̄	Grad #
Fall 2016		40.0% (10/25)
Fall 2015		26.7% (4/15)
Fall 2014		42.9% (9/21)
Fall 2013		50.0% (8/16)
Fall 2012		14.3% (2/14)

Cohort	x̄	Grad #
Fall 2014		66.7% (14/21)
Fall 2013		75.0% (12/16)
Fall 2012		14.3% (2/14)
Fall 2011		46.2% (6/13)
Fall 2010		75.0% (6/8)

Pell

Cohort	x̄	Grad #
Fall 2016		32.4% (12/37)
Fall 2015		43.9% (18/41)
Fall 2014		40.0% (20/50)
Fall 2013		42.1% (16/38)
Fall 2012		28.1% (9/32)

Cohort	x̄	Grad #
Fall 2014		64.0% (32/50)
Fall 2013		73.7% (28/38)
Fall 2012		53.1% (17/32)
Fall 2011		57.1% (20/35)
Fall 2010		60.9% (14/23)

First Generation

Cohort	x̄	Grad #
Fall 2016		40.0% (16/40)
Fall 2015		51.2% (21/41)
Fall 2014		39.5% (17/43)
Fall 2013		48.0% (24/50)
Fall 2012		35.4% (17/48)

Cohort	x̄	Grad #
Fall 2014		58.1% (25/43)
Fall 2013		76.0% (38/50)
Fall 2012		50.0% (24/48)
Fall 2011		71.4% (35/49)
Fall 2010		71.1% (27/38)

Green = meets the stated N2025 Goal
Yellow = within the range of current rate and stated N2025 goal
Red = below current UNL graduation rate

CoJMC Retention Rates

CoJMC Retention Rates YOY

1-Year — Retention Rates

Overall

Cohort	Ret #	
Fall 2019	91.1% (164/180)	▲
Fall 2018	85.5% (147/172)	▲
Fall 2017	79.6% (125/157)	▼
Fall 2016	82.6% (123/149)	▼
Fall 2015	84.6% (132/156)	

White

Cohort	Ret #	
Fall 2019	92.1% (129/140)	▲
Fall 2018	87.0% (127/146)	▲
Fall 2017	84.1% (106/126)	▼
Fall 2016	85.8% (91/106)	▼
Fall 2015	87.9% (116/132)	

URM - Black, Hispanic, Pacific Islander, American Indian

Cohort	Ret #	
Fall 2019	85.7% (24/28)	▲
Fall 2018	78.6% (11/14)	▲
Fall 2017	72.2% (13/18)	▲
Fall 2016	68.0% (17/25)	▲
Fall 2015	60.0% (9/15)	

Pell

Cohort	Ret #	
Fall 2019	84.1% (37/44)	▲
Fall 2018	77.6% (38/49)	▲
Fall 2017	68.2% (30/44)	▲
Fall 2016	64.9% (24/37)	▼
Fall 2015	73.2% (30/41)	

First Generation

Cohort	Ret #	
Fall 2019	88.0% (22/25)	▲
Fall 2018	78.8% (26/33)	▲
Fall 2017	63.2% (24/38)	▼
Fall 2016	75.0% (30/40)	▲
Fall 2015	70.7% (29/41)	

2-Year — Retention Rates

Overall

Cohort	Ret #		
Fall 2018	82.6% (142/172)	-2.9%	▲
Fall 2017	70.7% (111/157)	-8.9%	▼
Fall 2016	75.8% (113/149)	-6.8%	▼
Fall 2015	82.7% (129/156)	-1.9%	
Fall 2014	80.0% (132/165)	-	

White

Cohort	Ret #		
Fall 2018	84.9% (124/146)	-2.1%	▲
Fall 2017	73.8% (93/126)	-10.3%	▼
Fall 2016	78.3% (83/106)	-7.5%	▼
Fall 2015	85.6% (113/132)	-2.3%	
Fall 2014	82.7% (110/133)	-	

URM - Black, Hispanic, Pacific Islander, American Indian

Cohort	Ret #		
Fall 2018	71.4% (10/14)	-7.2%	▼
Fall 2017	72.2% (13/18)	0.0%	▲
Fall 2016	64.0% (16/25)	-4.0%	▼
Fall 2015	60.0% (9/15)	0.0%	
Fall 2014	61.9% (13/21)	-	

Pell

Cohort	Ret #		
Fall 2018	69.4% (34/49)	-8.2%	▲
Fall 2017	59.1% (26/44)	-9.1%	▲
Fall 2016	54.1% (20/37)	-10.8%	▼
Fall 2015	70.7% (29/41)	-2.5%	
Fall 2014	64.0% (32/50)	-	

First Generation

Cohort	Ret #		
Fall 2018	66.7% (22/33)	-12.1%	▲
Fall 2017	47.4% (18/38)	-15.8%	▼
Fall 2016	70.0% (28/40)	-5.0%	▼
Fall 2015	70.7% (29/41)	0.0%	
Fall 2014	60.5% (26/43)	-	

3-Year — Retention Rates

Overall

Cohort	Ret #			
Fall 2017	68.8% (108/157)	-1.9% ▲	-10.8% ▲
Fall 2016	67.8% (101/149)	-8.0% ▼	-14.8% ▼
Fall 2015	75.6% (118/156)	-7.1% ▼	-9%
Fall 2014	76.4% (126/165)	-3.6%	-
Fall 2013	77.4% (120/155)	-	-

White

Cohort	Ret #		
Fall 2017	71.4% (90/126)	-2.4% ▲	-12.7% ▲
Fall 2016	70.8% (75/106)	-7.5% ▼	-15.0% ▼
Fall 2015	79.5% (105/132)	-6.1% ▼	-8.4%
Fall 2014	77.4% (103/133)	-5.3%	
Fall 2013	76.3% (100/131)	-	-

URM - Black, Hispanic, Pacific Islander, American Indian

Cohort	Ret #		
Fall 2017	72.2% (13/18)	0.0% ▲	0.0% ▲
Fall 2016	56.0% (14/25)	-8.0% ▲	-12.0% ▲
Fall 2015	46.7% (7/15)	-13.3% ▼	-13.3%
Fall 2014	66.7% (14/21)	+4.8%	-
Fall 2013	81.3% (13/16)	-	-

Pell

Cohort	Ret #		
Fall 2017	59.1% (26/44)	0.0% ▲	-9.1% ▲
Fall 2016	45.9% (17/37)	-8.2% ▼	-19.0% ▼
Fall 2015	65.9% (27/41)	-4.8% ▼	-7.3%
Fall 2014	66.0% (33/50)	+2.0%	-
Fall 2013	78.9% (30/38)	-	-

First Generation

Cohort	Ret #		
Fall 2017	44.7% (17/38)	-2.7% ▲	-18.5% ▼
Fall 2016	60.0% (24/40)	-10.0% ▲	-15.0% ▼
Fall 2015	58.5% (24/41)	-12.2% ▼	-12.2%
Fall 2014	58.1% (25/43)	-2.4%	-
Fall 2013	82.0% (41/50)	-	-

Retention rates. Green/Red arrows = change from previous year
2-year percentages are the difference between 1-year and 2-year
3-year percentages are the difference between 2-year and 3-year and the total change from 1-year to 3-year

CoJMC does have lower graduation and retention rates for underrepresented, low-income, and first-generation students. Low numbers reflect large shifts in percentages. E.g. for 4-year Fall 2016 cohort 10/25 students graduated, one student represents a 4% swing. This is good and bad for the CoJMC as we can identify individuals to reach out to but is high stakes for individual students. For example, to reach the 55% goal the college would need to increase the Fall 2016 by 4 students. Depending on a student's situation could impact the ability to reach any stated goal.

In terms of enrollment, the increase in diversity will continue to be a goal for the college. This will require the college to monitor numbers closely to identify changes and implement strategies to raise students success in this student population.

Regardless of the small numbers the equity gap exists and will continue to be a priority. Both the 4-year graduation rates show significant differences between the overall and underrepresented, Pell eligible, and first-generation students. The 6-year rates do improve but a gap remains.

CoJMC Course Equity Gaps

DFW Rates: Course Equity Gaps

	Underrepresented	Represented		FirstGen	Non FirstGen
UNL	15.3%	8.5%		13.1%	8.2%
CoJMC	8.9%	4.7%		7.6%	4.7%

Academic Years: 2018-19, 2019-20, 2020-21

CoJMC DFW rates are an area to explore further. Currently, the college is doing well in comparison with the UNL rates. However, the gaps between groups of students are comparable to the difference between groups at UNL.

30, 60, 90 Credits

30, 60, 90 Credits Earned Percent: UNL Only Overall

	30	60	90
UNL	54.75%	50.73%	50.17%
CoJMC (all)	52.33%	48.16%	48.02%
CoJMC (CoJMC majors)	60.38%	61.9%	57.20%

1st Time Freshmen Cohorts included: Fall 2017, Fall 2018, Fall 2019
Terms Included: All

30, 60, 90 Credits Earned Percent: All Earned Credits Overall

	30	60	90
UNL	77.15%	75.03%	77.07%
CoJMC (all majors)	71.02%	69.17%	71.87%
CoJMC (CoJMC majors)	76.10%	80.06%	80.11%

1st Time Freshmen Cohorts included: Fall 2017, Fall 2018, Fall 2019
Terms Included: All

CoJMC 30, 60, 90 percentages for all majors are lower than the UNL average. This may speak to the retention rates between years one and two. Additionally, this contributes to the 4-year graduation rate being adequate but significantly improving in 5-year and 6-year graduation rates. The 30, 60, 90 credits, however, flip when students start as CoJMC majors as a first-time freshman. Reflected in the tables above (CoJMC majors). E.g. for all earned credits, all majors vs starting out at CoJMC, there is a 5% difference at 30 credits and jumps to a 10% difference at 60/90 credits. As a CoJMC major starting in our college does raise the 30, 60, 90 rates above the UNL percentages. Continued efforts will need to be made for transfer students and incoming students finding the CoJMC majors sooner.

Canvas Course Usage

Canvas Course Metric #3 (Fall and Spring semesters only)

	Courses	Published	Feedback by Week 4
2021-2022	117	100%	95.7%
2020-2021	246	100%	95.9%
2019-2020	251	100%	96.8%
2018-2019	219	100%	89.0%

* Feedback requires the grade of at least one student be posted for at least one assignment before the end of the 4th week of courses.
****** Only examines courses tagged as "Lecture" in CourseLeaf. Courses with enrollment less than 5 are eliminated from this metric.*

The CoJMC is an active user of Canvas for courses. The college has met the goals set the last two academic years and is on pace to continue that trend for 2021-2022.

Experiential Learning Plan

<u>UNL Goal</u>
The N2025 strategic plan calls for the university to establish an experiential learning requirement that appears on each student's transcript and supports and enhances students' educational experiences and career and life goals in flexible, diverse, equitable, and individualized ways.

Experiential learning is embedded in the CoJMC's mission. We nurture curious and creative minds to thrive in the ever-changing media and communication professions. Our inclusive "do from day one" experience is rooted in hard work, collaborative problem-solving and the ethical pursuit of truth to uphold democracy.

In the CoJMC's strategic plan, the first aim is to launch a college-wide experiential learning lab. This is planned to become a multi-semester, multi-credit student-lead practicum program, required for all undergraduate majors and optional for graduate students. The college has named this The Experience Lab. The Experience Lab is an opportunity for students to explore their passion in a real-world setting and experiment with advertising and public relations, broadcasting, sports media and journalism. Students will develop skills in content production, social and digital media, and other emerging technologies.

The CoJMC is known for its professionally oriented programs and experiential learning opportunities. The Experience Lab will provide an opportunity for students to gain hands-on learning experience from the first semester they enroll in our college. Each one-credit practicum will allow students to build their academic skill set, explore their professional interests and apply their learnings in a practical and reflective way.

Sixty students from all CoJMC majors and academic years are represented in the pilot (Fall 2021). Students will earn 1-credit and work in the practicum for 4-6 hours/week.

- Underclassmen are mentored by upperclassmen (selected from summer 2021 internship pool)
- Mentors will manage day-to-day operations alongside faculty for the practicum program
- Students who are hired during the summer of 2021 have the opportunity to serve as mentors during the fall 2021 pilot session.
- All mentors went through an in-depth leadership training that covered the following areas: Managing up, down and across; Project Management; SMART Goal Development; Constructive Feedback

Sample Catalog Language:
All undergraduates in the College of Journalism and Mass Communications must complete Experiential Learning (EL) designated courses beginning with the 2022-23 Undergraduate

Catalog. The Experience Lab provides an opportunity for students to gain hands-on learning experience from the first semester they enroll in the college. Three credits in the Experience Lab is required. Each one-credit practicum allows students to build their academic skill set, explore their professional interests and apply their learnings in a practical and reflective way.

Timeline:
- Currently syllabi and catalog language being developed
- Oct. 7, 2021 CoJMC curriculum committee review syllabi and requirements
- Nov. 12, 2021 CoJMC full faculty vote
- Dec. 17, 2021 UUCC vote
- December 2021 update CoJMC catalog requirements
- February 2022 add Experience Lab to Fall schedule