



STUDENT RETENTION & GRADUATION DATA



Department of Journalism
and Strategic Media

Table of Contents

Undergraduate Retention	3
Graduate Retention	3
Graduation	4
Undergraduate Graduation Rates.....	4
Graduate Graduation Rates.....	5

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The University of Memphis is an Equal Opportunity/Affirmative Action University. It is committed to education of a non-racially identifiable student body.

Undergraduate Retention

Data from the University of Memphis Office of Institutional Research show the percentage of students as retained by the Department of Journalism and Strategic Media as they progressed through the program. Cohort level data is based on a student's declaration in a Journalism and Strategic Media major. These tables show the persistence of first-time, full-time freshmen as they advance through their studies.

Cohort	J+SM students (n)	UofM students (n)	Retained to 2nd fall (J+SM)	Retained to 2nd fall (UofM)	Retained to 3rd fall (J+SM)	Retained to 3rd fall (UofM)	Retained to 4th fall (J+SM)	Retained to 4th fall (UofM)
2018	71	2,428	83.1%	77.7%	77.5%	67.0%	64.8%	58.3%
2019	78	2,617	85.9%	79.5%	73.1%	64.8%	62.8%	59.8%
2020	74	2,448	87.8%	71.8%	77.0%	59.2%	73.0%	54.9%
2021	41	2,593	80.5%	73.3%	61.0%	59.7%	53.7%	55.8%
2022	60	2,414	70.0%	70.5%	65.0%	58.2%	TBD	TBD
2023	58	2,591	86.2%	76.7%	TBD	TBD	TBD	TBD

Graduate Retention

Data from the University of Memphis Office of Institutional Research show the percentage of students as retained by the Department of Journalism and Strategic Media as they progressed through the program. Cohort level data is based on a student's admission to the master's program. This tables shows the persistence of students as they advance through their studies.

Cohort	J+SM Master of Arts students (n)	UofM Master of Arts students (n)	Retained to 2nd fall (J+SM)	Retained to 2nd fall (UofM)
2018	14	126	64.3%	84.9%
2019	12	97	75.0%	87.6%
2020	19	152	68.4%	80.9%
2021	12	109	91.7%	78.9%
2022	10	103	70.0%	82.5%
2023	7	70	85.7%	85.7%

Graduation

Data from the University of Memphis Office of Institutional Research show the number of degrees in the Department of Journalism and Strategic Media awarded per academic year.

Year	Bachelor of Arts	Master of Arts	Certificate
2019-20	84	10	0
2020-21	93	11	0
2021-22	81	17	0
2022-23	79	17	1
2023-24	74	16	0
2024-25	65	8	3

Undergraduate Graduation Rates

Data from the University of Memphis Office of Institutional Research show the six-year graduation rates for first-time freshmen graduating from the Department of Journalism and Strategic Media as compared to similar data for the College of Communication and Fine Arts and the university as a whole, all based on the fall entry cohort.

Freshmen Cohort Graduation Rates

Cohort	J+SM 4-year	CCFA 4-year	UofM 4-year	J+SM 6-year	CCFA 6-year	UofM 6-year
2015	36.7%	36.7%	32.2%	66.7%	59.3%	54.4%
2016	42.9%	28.8%	28.3%	63.5%	52.6%	48.2%
2017	44.6%	37.5%	30.8%	61.5%	56.4%	49.3%
2018	43.7%	36.9%	33.4%	57.7%	52.3%	50.5%
2019	34.8%	27.4%	30.7%	49.6%	45.4%	46.0%
2020	44.0%	30.4%	28.1%	TBD	TBD	TBD
2021	34.2%	28.0%	28.1%	TBD	TBD	TBD

Graduate Graduation Rates

Data from the University of Memphis Office of Institutional Research show the four-year graduation rates for first-time Master of Arts students graduating from the Department of Journalism and Strategic Media as compared to similar data for other Master of Arts programs at the university, based on the fall entry cohort.

Cohort	J+SM 2-year	UofM MA 2-year	J+SM 4-year	UofM MA 4-year
2018	50.0%	65.9%	64.3%	79.7%
2019	41.7%	68.8%	58.3%	82.3%
2020	47.4%	56.7%	63.2%	70.0%
2021	38.1%	56.3%	76.9%	70.5%
2022	50.0%	63.1%	TBD	TBD
2023	57.1%	51.4%	TBD	TBD