

Department of Mass Communication Winthrop University

Public Accountability Document (Accreditation: Standard 6)

Updated August 1, 2023

The Department of Mass Communication, one of 119 nationally or internationally 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 campus visitors, prospective students and their families year-round. Students receive career guidance, alumni mentorship and job preparation throughout their careers, culminating in 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 Institutional Effectiveness (IR) and are updated annually.

Prior to 2018, undergraduate enrollment had held fairly steady. That year, the university had a significant drop in enrollment, which continued in subsequent years, including 2020, 2021 and 2022 with particular impact during COVID and its aftermath. These drops were also reflected in the Department of Mass Communication. This enrollment loss for the department is partly offset by transfer students from other institutions and other majors across campus. In addition, an international cohort of French students enrolls in the program each spring through an agreement with a French institution.

Officially Enrolled students by class in IMCO and MCOM

FALL	2015	2016	2017	2018	2019	2020	2021	2022
Freshmen	47	39	35	27	24	35	19	21
Sophomores	55	65	51	39	35	29	36	20
Juniors	58	63	75	58	57	43	34	43
Seniors	84	77	75	74	58	59	44	37
TOTAL	244	244	236	198	174	166	133	121

FALL	2015	2016	2017	2018	2019	2020	2021	2022
Mass Communication	149	159	162	128	116	115	94	87
Integrated Marketing Communication	95	85	74	70	58	51	39	34

Retention data are an important measure of department performance. Of the Fall 2021 cohort, 50% percent of all first-time IMC freshmen and 76% percent of all first-time mass communication freshmen were retained at Winthrop to Fall 2022, and 50% and 65%, respectively, continued in the IMC and mass communication major as sophomores.

RETENTION RATES - FIRST-TIME FULL-TIME FRESHMEN (in any major)

Fall Cohort	IMC			MCOM		
	N in cohort	Year 2 N return next fall	% return next fall	N in cohort	Year 2 N return next fall	% return next fall
2015	13	12	92%	31	24	77%
2016	7	7	100%	31	25	81%
2017	3	3	100%	31	24	77%
2018	3	2	67%	26	17	65%
2019	6	2	33%	16	9	56%
2020	12	10	83%	22	18	82%
2021	2	1	50%	17	13	76%

Graduates from Spring, Summer and Fall 2021 in MCOM and IMCO

	2015	2016	2017	2018	2019	2020	2021	2022
Mass Communication	22	26	32	46	29	27	31	21
Integrated Marketing Communication	36	34	26	22	26	22	14	11
TOTAL	58	60	58	68	55	49	45	32

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 Mk. Comm (started as IMCP, g aduated with degree in IMCO)

Year	N in cohort	N grad by sumr 4th yr	4 Year	N grad by sumr 5th yr	5 Year
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%
2015	13	11	85%	11	85%
2016	7	4	57%	4	57%
2017	3	2	67%	2	67%

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
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%
2015	31	11	35%	12	39%
2016	31	12	39%	12	39%
2017	31	12	39%	12	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 2021-22, a total of 25 graduating seniors took the survey; 100 percent rated their programs as either Excellent/Very Good or Good.

PROGRAM SATISFACTION: SENIOR EXIT SURVEY 2022-2023

	Mass Comm	66.7%	IMC	33.3%
<i>Major introduces diversity of audiences, ideas, viewpoints</i>	SA/Agree Neutral SD/Disagree	100.0% 0.0% 0.0%	SA/Agree Neutral SD/Disagree	100.0% 0.0% 0.0%
<i>Awareness of global interconnectedness of media and audiences through major</i>	A lot/ Somewhat Neutral Not much/Not at all	87.5% 12.5% 0.0%	A lot/ Somewhat Neutral Not much/Not at all	100.0% 0.0% 0.0%
<i>Major helps analytical thinking</i>	SA/Agree Neutral SD/Disagree	87.5% 12.5% 0.0%	SA/Agree Neutral SD/Disagree	100.0% 0.0% 0.0%
<i>Major leads to better writing</i>	SA/Agree Neutral SD/Disagree	100.0% 0.0% 0.0%	SA/Agree Neutral SD/Disagree	100.0% 0.0% 0.0%
<i>Helps develop good presentations skills</i>	SA/Agree Neutral SD/Disagree	100.0% 0.0% 0.0%	SA/Agree Neutral SD/Disagree	100.0% 0.0% 0.0%
<i>Taught me to critically evaluate my work</i>	SA/Agree Neutral SD/Disagree	100.0% 0.0% 0.0%	SA/Agree Neutral SD/Disagree	100.0% 0.0% 0.0%
<i>Helped me master tools and technologies</i>	SA/Agree Neutral SD/Disagree	100.0% 0.0% 0.0%	SA/Agree Neutral SD/Disagree	100.0% 0.0% 0.0%
<i>Faculty interested in student learning</i>	SA/Agree Neutral SD/Disagree	100.0% 00% 0.0%	SA/Agree Neutral SD/Disagree	75.0% 0.0% 25.0%

<i>Overall positive educational setting</i>	SA/Agree	25.0%	SA/Agree	50.0%
	Neutral	0.0%	Neutral	0.0%
	SD/Disagree	12.5%	SD/Disagree	50.0%
<i>Overall program Quality</i>	Excellent/Very Good	100.0%	Excellent/Very Good	87.5%
	Good	0.0%	Good	12.5%
	Fair	0.0%	Fair	0.0%
	Poor	0.0%	Poor	0.0%