

A.Q. Miller School Retention Rates

A. Q. Miller School faculty members value their relationships with students. Of course, not every student who enters our programs will remain a News & Sports Media or Advertising & Public Relations major. But our goal is to provide a friendly, supportive atmosphere, excellent instruction and quality student advising. Over the past five years, we have invested heavily in our efforts to improve our student retention, as evidenced in our retention statistics:

| Entering Class | First Year | | Second Year | | Third Year | | Fourth Year | | Fifth Year | |
|----------------|------------|------|-------------|------|------------|------|-------------|------|------------|-----|
| | KSU | JMC | KSU | JMC | KSU | JMC | KSU | JMC | KSU | JMC |
| Fall 2014 | 81.0 | 78.6 | 71.7 | 64.1 | 59.4 | 50.5 | 24.8 | 12.6 | 5.4 | 2.9 |
| Fall 2015 | 83.3 | 82.9 | 72.2 | 70.5 | 59.8 | 52.4 | 23.6 | 10.5 | 4.9 | 1.0 |
| Fall 2016 | 82.2 | 83.7 | 72.2 | 73.9 | 58.8 | 62.0 | 20 | 8.7 | 4.1 | 1.1 |
| Fall 2017 | 83.1 | 81.0 | 72.9 | 70.2 | 60.4 | 52.4 | 21.8 | 14.3 | 4.6 | 1.2 |
| Fall 2018 | 84.0 | 85.9 | 73.2 | 71.9 | 59.6 | 51.6 | 19.9 | 12.5 | 4.1 | 1.6 |
| Fall 2019 | 85.2 | 89.2 | 73.2 | 76.9 | 59.4 | 61.5 | 19.0 | 9.2 | | |
| Fall 2020 | 85.6 | 90.2 | 74.4 | 90.2 | 60.6 | 70.7 | | | | |
| Fall 2021 | 84.8 | 89.2 | 73.2 | 73.0 | | | | | | |
| Fall 2022 | 85.7 | 93.3 | | | | | | | | |
| Fall 2023 | | | | | | | | | | |

- Retention rates show the percentage of new, degree-seeking freshmen who continue to enroll at Kansas State University or within the School of Media and Communication in subsequent fall semesters after they begin coursework.

- Percentages include those with primary majors within the A. Q. Miller School (both majors and pre-majors, excluding majors in Communication Studies and Digital Innovation in Media, which are not accredited).

A.Q. Miller School Graduation Rates

The goal, of course, is to ensure that our students advance through our program in a timely manner towards graduation. Students who join our program as freshmen and who take their courses as prescribed can easily graduate in four years. But we do find that many students take longer than four years to complete their degrees, as evidenced by recent graduation data.

| Entering Class | Third Year | | Fourth Year | | Fifth Year | | Sixth Year | |
|----------------|------------|------|-------------|------|------------|------|------------|------|
| | KSU | JMC | KSU | JMC | KSU | JMC | KSU | JMC |
| Fall 2014 | 11.1 | 13.6 | 43.9 | 50.5 | 62.2 | 60.2 | 66.0 | 63.1 |
| Fall 2015 | 12.1 | 17.1 | 46.0 | 54.3 | 64.4 | 64.8 | 67.8 | 66.7 |
| Fall 2016 | 12.6 | 15.2 | 50.0 | 69.6 | 65.3 | 76.1 | 67.7 | 76.1 |
| Fall 2017 | 13.4 | 16.7 | 50.3 | 52.4 | 66.5 | 64.3 | 69.2 | 64.3 |
| Fall 2018 | 14.7 | 20.3 | 52.8 | 54.7 | 68.1 | 65.6 | | |
| Fall 2019 | 14.4 | 15.4 | 53.0 | 63.1 | | | | |
| Fall 2020 | 15.1 | 22.0 | | | | | | |
| Fall 2021 | | | | | | | | |
| Fall 2022 | | | | | | | | |
| Fall 2023 | | | | | | | | |

· Graduation rates show the percentage of new, degree-seeking freshmen who enroll within the School of Media and Communication's News and Sports Media and Advertising & Public Relations majors and eventually graduate. JMC numbers do not reflect graduation rates of students who transfer into the major from another institution or from another department at Kansas State University.

· Percentages include those with primary majors within the A.Q. Miller School (both majors and pre- majors, excluding majors in Communication Studies and Digital Innovation in Media).

A.Q. Miller School Undergraduate Enrollment (Full- & Part-time)

Our student media operations and professional organizations, coupled with the reputation of our faculty and the overall atmosphere of our School, continue to attract majors, especially as we launched new programs in News & Sports Media and in Advertising & Public Relations in Spring 2023 (soft launch in Fall 2022). Enrollment rates include full-time and part-time, degree-seeking students who have listed JMC (or the newly launched programs in News & Sports Media or Advertising & Public Relations) their primary major (the Pre-major was phased out).

| | Fall semester 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|---|--------------------|------|------|------|------|------|------|------|------|------|
| Pre-major | 328 | 298 | 181 | 164 | 91 | 148 | 102 | 67 | 39 | |
| Advertising | 43 | 42 | 61 | | | | | | | |
| Journalism/Electronic | 57 | 46 | 64 | | | | | | | |
| Journalism/Print | 22 | 17 | 30 | | | | | | | |
| Public Relations | 112 | 102 | 128 | | | | | | | |
| Mass Communications-BS | | | | 152 | 180 | 131 | 139 | 132 | 134 | 61 |
| Mass Communications-BA | | | | 90 | 94 | 62 | 53 | 48 | 51 | 23 |
| News & Sports Media | | | | | | | | | 2 | 89 |
| Advertising & Public Relations | | | | | | | | | 3 | 61 |
| Total | 562 | 505 | 464 | 406 | 365 | 341 | 295 | 247 | 229 | 234 |

Codes

UPJMC

BMCBSAD

BMCBAAD

BANSM

BMCBSDE

BMCBADE

BSNSM

BMCBSDP

BMCBADP

BAPR-

BMCBSPR

BMCBAPR

BA

BMCBASC

BMCBASC

BAPR-

BMCBSJM

BMCBAJM

BA

A.Q. Miller School Undergraduate Diversity (Full- & Part-time)

A.Q. Miller School students come from varied backgrounds, and while most of our students are Kansans, we find that students from across the United States and around the world are increasingly coming to Manhattan to study with us. Here is a breakdown of the ethnic origins of our student body, accounting for full-time and part-time, degree-seeking students who have listed Mass Communications or News & Sports Media or Advertising & Public Relations as their primary major:

| | Spring 2019 | Spring 2020 | Spring 2021 | Spring 2022 | Spring 2023 | Spring 2024 |
|--------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| American Indian/Alaska Native | 1 | 3 | 2 | 1 | | |
| Asian | 1 | 1 | 1 | | | 1 |
| Black/African American | 22 | 10 | 9 | 5 | 6 | 7 |
| Hawaiian/Pacific Islander | 1 | 1 | 1 | | | 1 |
| Hispanic/Latino | 20 | 13 | 12 | 15 | 17 | 27 |
| Multiracial | 8 | 15 | 11 | 10 | 7 | 4 |
| Not specified | 5 | 4 | 5 | 4 | 3 | 2 |
| International | 8 | 4 | 2 | 1 | 4 | 3 |
| White | 293 | 277 | 223 | 187 | 168 | 200 |
| Total | 359 | 328 | 266 | 223 | 205 | 245 |

A.Q. Miller School Internships

One of the hallmarks of our curriculum is our long-established internship program. A.Q. Miller School interns have worked in and developed contacts in media and strategic communications firms in markets large and small across the country and in several countries around the world.

| | Spring | Summer | Fall | Total |
|-------------|---------------|---------------|-------------|--------------|
| 2014 | 30 | 47 | 37 | 114 |
| 2015 | 24 | 35 | 39 | 98 |
| 2016 | 21 | 46 | 38 | 105 |
| 2017 | 26 | 33 | 36 | 95 |
| 2018 | 19 | 29 | 42 | 90 |
| 2019 | 21 | 27 | 40 | 88 |
| 2020 | 21 | 28 | 13 | 62 |
| 2021 | 20 | 58 | 22 | 100 |
| 2022 | 23 | 39 | 20 | 82 |
| 2023 | 18 | 34 | 16 | 68 |

A.Q. Miller School Scholarships

The A.Q. Miller School is blessed with a large and loyal alumni base. Many of our graduates have made generous contributions to JMC Scholarship Fund, as evidenced by our scholarship awards over the past five years:

| | 2019-2020 | 2020-2021 | 2021-2022 | 2022-2023 | 2023-2024 |
|-------------------------------|--------------|--------------|--------------|--------------|--------------|
| Total Awarded | \$230,200.00 | \$182,050.00 | \$203,450.00 | \$208,750.00 | \$272,050.00 |
| Number of Scholarships | 71 | 65 | 73 | 93 | 75 |

· Some students receive two or three scholarships from the A.Q. Miller School in a single academic year.