

PROGRAM REVIEW

February 7, 2011

UNIT Mass Communication DEPARTMENT Mass Media COLLEGE College of Liberal Arts

GRADUATE _____ UNDERGRADUATE X

UNIT CONTACT PERSON _____

CHAIRPERSON SIGNATURE _____

DEAN SIGNATURE _____

EXECUTIVE SUMMARY UNDERGRADUATE

Program Review Final University Committee Chair Comments

I. SIZE, SCOPE, AND PRODUCTIVITY OF THE PROGRAM

Briefly describe the depth and breadth of your unit's offerings (Undergraduate).

SIZE and SCOPE DATA UNDERGRADUATE							
Measure	Minimum	Aspirational Target	Year				
			AY07	AY08	AY09	4	5
Majors UNIT Total	533	584	523	534	548		
Mass Comm: TV/Film (Hunan) [BS/BS/HMTV]			0	0	1		
Mass Communication: Advertisng [BS/BS/MCAD]			8	4	3		
Mass Communication: Advertisng [BS-2.5/BS/MCAD]			108	82	91		
Mass Communication: Advertisng [PRE-MAJOR/BS/MCAD]			30	53	40		
Mass Communication: Corp Video [BS-2.5/BS/MCVI]			4	2	0		
Mass Communication: Journalism [BA/BA/MCJO]			7	6	1		
Mass Communication: Journalism [BA-2.5/BA/MCJO]			56	45	53		
Mass Communication: Journalism [PRE-MAJOR/BS/MCJO]			24	42	29		
Mass Communication: Media Std [BA-2.5/BA/MCMD]			8	0	0		
Mass Communication: Public Rel [BS/BS/SMCP]			0	0	6		
Mass Communication: Radio [BS-2.5/BS/MCRD]			41	27	27		
Mass Communication: Radio [PRE-MAJOR/BS/MCRD]			14	23	17		
Mass Communication: TV & Film [BS-2.5/BS/MCTV]			0	8	38		
Mass Communication: TV & Film [PRE-MAJOR/BS/MCTV]			0	8	24		
Mass Communication: Video Prod [BS/BS/MCVP]			3	3	2		
Mass Communication: Video Prod [BS/BS/SMCV]			0	4	2		
Mass Communication: Video Prod [BS-2.5/BS/MCVP]			41	32	16		
Mass Communication: Video Prod [PRE-MAJOR/BS/MCVP]			13	21	7		
Mass Communicaton: Public Rel [BS/BS/MCPB]			8	8	6		
Mass Communicaton: Public Rel [BS-2.5/BS/MCPB]			128	114	132		
Mass Communicaton: Public Rel [PRE-MAJOR/BS/MCPB]			30	52	53		
Minors UNIT Total			25	35	37		
Mass Communication			9	35	37		
Mass Communication minor			16	0	0		
Completers UNIT Total	82	90	88	84	106		
Mass Communication: Advertisng [BS/BS/MCAD]			6	4	3		
Mass Communication: Advertisng [BS-2.5/BS/MCAD]			17	24	22		
Mass Communication: Corp Video [BS-2.5/BS/MCVI]			2	1	0		
Mass Communication: Journalism [BA/BA/MCJO]			3	4	1		

Mass Communication: Journalism [BA-2.5/BA/MCJO]			5	6	13		
Mass Communication: Media Std [BA/BA/MCMD]			3	0	0		
Mass Communication: Media Std [BA-2.5/BA/MCMD]			3	0	0		
Mass Communication: Radio [BS/BS/MCRD]			3	0	1		
Mass Communication: Radio [BS-2.5/BS/MCRD]			3	8	5		
Mass Communication: TV & Film [BS-2.5/BS/MCTV]			0	0	11		
Mass Communication: Video Prod [BS/BS/MCVP]			4	3	1		
Mass Communication: Video Prod [BS/BS/SMCV]			0	0	1		
Mass Communication: Video Prod [BS-2.5/BS/MCVP]			1	9	5		
Mass Communicaton: Public Rel [BS/BS/MCPB]			17	4	10		
Mass Communicaton: Public Rel [BS-2.5/BS/MCPB]			21	21	33		
% Completion Rate 6 YR	49	55	51	52	61		
Unit - % Retention FS YR 1 -- F YR 2	59	100	59	60	58		
Unit - % Retention FS YR 3 -- F YR 4	82	100	82	77	77		
UNIV - % Retention FS YR 1 -- F YR 2			71	78	76		
UNIV - % Retention FS YR 3 -- F YR 4			92	87	82		
SCH On Campus FS			5,487	5,819	5,854		
SCH Off Campus FS			30	33	6		
SCH Total FS			5,517	5,852	5,860		
SCH Summer On and Off Campus			421	573	447		
SCHR (SCH ratios) On Campus Fall/Spring	155	222	217	220	247		
SCHR (SCH ratios) Off Campus Fall/Spring	155	222	150	165	60		
SCHR (SCH ratios) Total	155	222	216	219	246		
Delaware SCHR			217	220			
% of Sections with Enrollment < 10 (GR < 8)	8	0	10	9	8		

TEACHING PERSONNEL DATA UNDERGRADUATE

	Minimum	Aspirational Target	AY07	AY08	AY09	Year 4	Year 5
Unit Full Time Faculty Number	13.00	15.00	12.00	12.00	12.00		
Unit Full Time Faculty Adjusted for Release	13.00	15.00	11.00	11.50	11.00		
Unit Full Time Faculty UG FTE			22.25	23.00	21.00		
Unit Regional Campus Faculty Number					0.00		
Other Teaching Personnel UG Number	1.00	1.00	7.00	8.00	8.00		
Other Teaching Personnel UG PTFTE	0.75	0.75	3.26	3.67	2.83		

COMPARISONS UNDERGRADUATE

	AY07		AY08		AY09		Year 4		Year 5	
	COLL	UNIV	COLL	UNIV	COLL	UNIV	COLL	UNIV	COLL	UNIV
% Completion Rate 6 YR	46.12	50.77	52.30	50.82	53.68	47.04				
Unit - % Retention FS YR 1 -- F YR 2	56.28	62.68	60.66	63.69	64.95	66.03				
Unit - % Retention FS YR 3 -- F YR 4	82.02	82.78	78.74	83.34	81.67	82.34				
UNIV - % Retention FS YR 1 -- F YR 2	71.06	62.81	72.33	63.69	74.27	66.13				
UNIV - % Retention FS YR 3 -- F YR 4	87.59	83.02	83.89	83.73	85.29	82.40				
SCHR (SCH ratios) On Campus Fall/Spring	262.00	262.00	261.00	261.00	247.00	248.00				
SCHR (SCH ratios) Off Campus Fall/Spring	240.00	227.00	335.00	290.00	236.00	213.00				
SCHR (SCH ratios) Total	259.00	242.00	270.00	265.00	247.00	242.00				
% of Sections with Enrollment < 10 (GR < 8)	12.21	17.54	11.46	17.42	20.61	22.70				

SIZE and SCOPE DATA SUMMARY UNDERGRADUATE

Measure	Mean	5 year Outcome	% of Aspiration Target	Trend
Majors UNIT Total	535.0	Needs Improvement	91.6	Improving
Mass Comm: TV/Film (Hunan) [BS/BS/HMTV]	0.3			Improving
Mass Communication: Advertisng [BS/BS/MCAD]	5.0			Declining
Mass Communication: Advertisng [BS-2.5/BS/MCAD]	93.7			Irregular
Mass Communication: Advertisng [PRE-MAJOR/BS/MCAD]	41.0			Irregular
Mass Communication: Corp Video [BS-2.5/BS/MCVI]	2.0			Declining
Mass Communication: Journalism [BA/BA/MCJO]	4.7			Declining
Mass Communication: Journalism [BA-2.5/BA/MCJO]	51.3			Irregular
Mass Communication: Journalism [PRE-MAJOR/BS/MCJO]	31.7			Irregular
Mass Communication: Media Std [BA-2.5/BA/MCMD]	2.7			Irregular
Mass Communication: Public Rel [BS/BS/SMCP]	2.0			Improving
Mass Communication: Radio [BS-2.5/BS/MCRD]	31.7			Irregular
Mass Communication: Radio [PRE-MAJOR/BS/MCRD]	18.0			Irregular
Mass Communication: TV & Film [BS-2.5/BS/MCTV]	15.3			Improving
Mass Communication: TV & Film [PRE-MAJOR/BS/MCTV]	10.7			Improving
Mass Communication: Video Prod [BS/BS/MCVP]	2.7			Declining
Mass Communication: Video Prod [BS/BS/SMCV]	2.0			Irregular
Mass Communication: Video Prod [BS-2.5/BS/MCVP]	29.7			Declining
Mass Communication: Video Prod [PRE-MAJOR/BS/MCVP]	13.7			Irregular
Mass Communicaton: Public Rel [BS/BS/MCPB]	7.3			Declining
Mass Communicaton: Public Rel [BS-2.5/BS/MCPB]	124.7			Irregular
Mass Communicaton: Public Rel [PRE-MAJOR/BS/MCPB]	45.0			Improving

Minors UNIT Total	32.3			Improving
Mass Communication	27.0			Improving
Mass Communication minor	5.3			Irregular
Completers UNIT Total	92.7	Aspiration	102.95	Irregular
Mass Communication: Advertisng [BS/BS/MCAD]	4.3			Declining
Mass Communication: Advertisng [BS-2.5/BS/MCAD]	21.0			Irregular
Mass Communication: Corp Video [BS-2.5/BS/MCVI]	1.0			Declining
Mass Communication: Journalism [BA/BA/MCJO]	2.7			Irregular
Mass Communication: Journalism [BA-2.5/BA/MCJO]	8.0			Improving
Mass Communication: Media Std [BA/BA/MCMD]	1.0			Irregular
Mass Communication: Media Std [BA-2.5/BA/MCMD]	1.0			Irregular
Mass Communication: Radio [BS/BS/MCRD]	1.3			Irregular
Mass Communication: Radio [BS-2.5/BS/MCRD]	5.3			Irregular
Mass Communication: TV & Film [BS-2.5/BS/MCTV]	3.7			Improving
Mass Communication: Video Prod [BS/BS/MCVP]	2.7			Declining
Mass Communication: Video Prod [BS/BS/SMCV]	0.3			Improving
Mass Communication: Video Prod [BS-2.5/BS/MCVP]	5.0			Irregular
Mass Communicaton: Public Rel [BS/BS/MCPB]	10.3			Irregular
Mass Communicaton: Public Rel [BS-2.5/BS/MCPB]	25.0			Improving
% Completion Rate 6 YR	54.7	Needs Improvement	99.38	Improving
Unit - % Retention FS YR 1 -- F YR 2	59.0	Red Flag	59	Irregular
Unit - % Retention FS YR 3 -- F YR 4	78.7	Red Flag	78.66	Irregular
UNIV - % Retention FS YR 1 -- F YR 2	75.0			Irregular
UNIV - % Retention FS YR 3 -- F YR 4	87.0			Declining
SCH On Campus FS	5,720.0			Improving
SCH Off Campus FS	23.0			Irregular
SCH Total FS	5,743.0			Improving
SCH Summer On and Off Campus	480.3			Irregular
SCHR (SCH ratios) On Campus Fall/Spring	228.0	Aspiration	102.7	Improving
SCHR (SCH ratios) Off Campus Fall/Spring	125.0	Red Flag	56.3	Irregular
SCHR (SCH ratios) Total	227.0	Aspiration	102.25	Improving
% of Sections with Enrollment < 10 (GR < 8)	9.0	Aspiration	0	Declining

UNDERGRADUATE

Brief Conclusion from Data

Additional Data or Comments

Plan to Address

Brief Follow Up on Outcomes of Plans to Address from Last Review

Program Review Final University Committee Chair Comments

II. REVENUE AND OTHER RESOURCES GENERATED BY THE PROGRAM

REVENUE DATA UNDERGRADUATE					
Measure	AY07	AY08	AY09	Year 4	Year 5
All Courses - SCH Revenue					
On Campus FS	1,098,421.80	1,273,410.65	1,372,679.72		
Off Campus FS	3,570.00	4,207.50	1,414.08		
Summer On and Off Campus	85,794.33	127,794.33	107,048.46		
Subtotal Revenue SCH	1,187,786.13	1,405,412.48	1,481,142.26		
All Courses - Fees Revenue					
On Campus FS	4,495.00	4,255.00	3,760.00		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	240.00	225.00	0.00		
Subtotal Revenue FeeS	4,735.00	4,480.00	3,760.00		
All Courses - Total SCH and Fees	1,192,521.13	1,409,892.48	1,484,902.26		
Univ Studies Crses - SCH Revenue					
On Campus FS	445,511.46	489,823.53	512,913.72		
Off Campus FS	3,570.00	4,207.50	1,414.08		
Summer On and Off Campus	23,058.03	36,318.78	27,836.52		
Subtotal Revenue SCH	472,139.49	530,349.81	542,164.32		
Univ Studies Crses - Fees Revenue					
On Campus FS	0.00	0.00	0.00		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	0.00	0.00	0.00		
Subtotal Revenue FeeS	0.00	0.00	0.00		
Univ Studies - Total SCH and Fees	472,139.49	530,349.81	542,164.32		
SER/BC/ROM Crses - SCH Revenue					
On Campus FS	130,688.61	123,616.38	118,756.80		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	7,478.28	0.00	0.00		
Subtotal Revenue SCH	138,166.89	123,616.38	118,756.80		
SER/BC/ROM Crses - Fees Revenue					
On Campus FS	2,190.00	1,880.00	1,700.00		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	120.00	0.00	0.00		
Subtotal Revenue Fees	2,310.00	1,880.00	1,700.00		
SER/BC/ROM - Total SCH and Fees	140,476.89	125,496.38	120,456.80		
Major Courses - SCH Revenue					

On Campus FS	522,221.73	659,970.74	741,009.20		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	55,258.02	91,475.55	79,211.94		
Subtotal Revenue SCH	577,479.75	751,446.29	820,221.14		
Major Courses - Fees Revenue					
On Campus FS	2,305.00	2,375.00	2,060.00		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	120.00	225.00	0.00		
Subtotal Revenue FeeS	2,425.00	2,600.00	2,060.00		
Major Courses - Total SCH and Fees	579,904.75	754,046.29	822,281.14		
Unit Revenue External Grants	114,325.00	126,922.00	0.00		

SUMMARY UNDERGRADUATE

Measure	Mean	Trend
All Courses - SCH Revenue		
On Campus FS	1,248,170.72	Improving
Off Campus FS	3,063.86	Irregular
Summer On and Off Campus	106,879.04	Irregular
Subtotal Revenue SCH	1,358,113.62	Improving
All Courses - Fees Revenue		
On Campus FS	4,170.00	Declining
Off Campus FS	0.00	Static
Summer On and Off Campus	155.00	Declining
Subtotal Revenue FeeS	4,325.00	Declining
All Courses - Total SCH and Fees	1,362,438.62	Improving
Univ Studies Crses - SCH Revenue		
On Campus FS	482,749.57	Improving
Off Campus FS	3,063.86	Irregular
Summer On and Off Campus	29,071.11	Irregular
Subtotal Revenue SCH	514,884.54	Improving
Univ Studies Crses - Fees Revenue		
On Campus FS	0.00	Static
Off Campus FS	0.00	Static
Summer On and Off Campus	0.00	Static
Subtotal Revenue FeeS	0.00	Static
Univ Studies - Total SCH and Fees	514,884.54	Improving
SER/BC/ROM Crses - SCH Revenue		
On Campus FS	124,353.93	Declining

Off Campus FS	0.00	Static
Summer On and Off Campus	2,492.76	Irregular
Subtotal Revenue SCH	126,846.69	Declining
SER/BC/ROM Crses - Fees Revenue		
On Campus FS	1,923.33	Declining
Off Campus FS	0.00	Static
Summer On and Off Campus	40.00	Irregular
Subtotal Revenue Fees	1,963.33	Declining
SER/BC/ROM - Total SCH and Fees	128,810.02	Declining
Major Courses - SCH Revenue		
On Campus FS	641,067.22	Improving
Off Campus FS	0.00	Static
Summer On and Off Campus	75,315.17	Irregular
Subtotal Revenue SCH	716,382.39	Improving
Major Courses - Fees Revenue		
On Campus FS	2,246.67	Irregular
Off Campus FS	0.00	Static
Summer On and Off Campus	115.00	Irregular
Subtotal Revenue FeeS	2,361.67	Irregular
Major Courses - Total SCH and Fees	718,744.06	Improving
Unit Revenue External Grants	80,415.67	Irregular

UNDERGRADUATE

Brief Conclusion from Data

Additional Data or Comments

Plan to Address

Brief Follow Up on Outcomes of Plans to Address from Last Review

Program Review Final University Committee Chair Comments

III. COSTS AND OTHER EXPENSES ASSOCIATED WITH THE PROGRAM

COSTS DATA UNDERGRADUATE					
	AY07	AY08	AY09	Year 4	Year 5
Cost Per Major	1,220.00	1,327.00	1,215.00		
Unit Costs per Major SCH - On campus FS	201.00	207.00	184.00		
Unit Costs per Major SCH - Off campus FS	0.00	0.00	0.00		
Unit Costs per Major SCH - Summer	171.00	124.00	100.00		
Unit Costs per Major SCH - Overall	198.00	198.00	176.00		
Unit Costs for Major Crses - On campus FS	586,294.00	657,283.00	632,772.00		
Unit Costs for Major Crses - Off campus FS	0.00	0.00	0.00		
Unit Costs for Major Crses - Summer	51,789.00	51,289.00	33,274.00		
Unit Costs for Major Crses - Overall	638,083.00	708,572.00	666,047.00		
Unit Costs per Univ Studies SCH - On campus FS	99.00	104.00	100.00		
Unit Costs per Univ Studies SCH - Off campus FS	108.00	100.00	119.00		
Unit Costs per Univ Studies SCH - Summer	140.00	101.00	96.00		
Unit Costs per Univ Studies SCH - Overall	101.00	104.00	99.00		
Unit Costs for Univ Studies Crses - On campus FS	217,829.00	230,434.00	214,332.00		
Unit Costs for Univ Studies Crses - Off campus FS	3,235.00	3,303.00	717.00		
Unit Costs for Univ Studies Crses - Summer	15,556.00	15,995.00	10,928.00		
Unit Costs for Univ Studies Crses - Overall	236,620.00	249,732.00	225,977.00		
Unit Costs per SER/BC/ROM SCH - On campus FS	236.00	210.00	153.00		
Unit Costs per SER/BC/ROM SCH - Off campus FS	0.00	0.00	0.00		
Unit Costs per SER/BC/ROM SCH - Summer	0.00	0.00	0.00		
Unit Costs per SER/BC/ROM SCH - Overall	236.00	210.00	153.00		
Unit Costs for SER/BC/ROM Crses - On campus FS	77,667.00	59,105.00	39,054.00		
Unit Costs for SER/BC/ROM Crses - Off campus FS	0.00	0.00	0.00		
Unit Costs for SER/BC/ROM Crses - Summer	0.00	0.00	0.00		
Unit Costs for SER/BC/ROM Crses - Overall	77,667.00	59,105.00	39,054.00		
Unit Costs per All SCH - On campus FS	162.00	167.00	151.00		
Unit Costs per All SCH - Off campus FS	108.00	100.00	119.00		
Unit Costs per All SCH - Summer	163.00	117.00	99.00		
Unit Costs per All SCH - Overall	162.00	162.00	148.00		
Unit Costs for All Crses - On campus FS	881,789.00	946,822.00	886,158.00		
Unit Costs for All Crses - Off campus FS	3,235.00	3,303.00	717.00		
Unit Costs for All Crses - Summer	67,345.00	67,284.00	44,202.00		
Unit Costs for All Crses - Overall	952,369.00	1,017,409.00	931,077.00		

COSTS COMPARISONS UNDERGRADUATE					
	AY07	AY08	AY09	Year 4	Year 5
College Cost per Major	4,466.00	4,625.00	2,171.00		
University Cost per Major	3,297.00	3,345.00	2,083.00		
Delaware Study Cost/SCH Unit	161.00	171.00	0.00		
College Cost per Major SCHR	211.00	226.00	223.00		
University Cost per Major SCHR	204.00	214.00	231.00		
College Cost per Univ Studies SCHR	130.00	97.00	98.00		
University Cost per Univ Studies SCHR	153.00	108.00	106.00		
College Cost per SER/BC/ROM SCHR	180.00	160.00	139.00		
University Cost per SER/BC/ROM SCHR	121.00	130.00	117.00		
College Cost per all SCHR	130.00	132.00	133.00		
University Cost per all SCHR	153.00	155.00	161.00		

SUMMARY UNDERGRADUATE		
	Mean	Trend
Cost Per Major	1,254.00	Irregular
Unit Costs per Major SCH - On campus FS	197.33	Irregular
Unit Costs per Major SCH - Off campus FS	0.00	Static
Unit Costs per Major SCH - Summer	131.66	Declining
Unit Costs per Major SCH - Overall	190.66	Declining
Unit Costs for Major Crses - On campus FS	625,449.66	Irregular
Unit Costs for Major Crses - Off campus FS	0.00	Static
Unit Costs for Major Crses - Summer	45,450.66	Declining
Unit Costs for Major Crses - Overall	670,900.66	Irregular
Unit Costs per Univ Studies SCH - On campus FS	101.00	Irregular
Unit Costs per Univ Studies SCH - Off campus FS	109.00	Irregular
Unit Costs per Univ Studies SCH - Summer	112.33	Declining
Unit Costs per Univ Studies SCH - Overall	101.33	Irregular
Unit Costs for Univ Studies Crses - On campus FS	220,865.00	Irregular
Unit Costs for Univ Studies Crses - Off campus FS	2,418.33	Irregular
Unit Costs for Univ Studies Crses - Summer	14,159.66	Irregular
Unit Costs for Univ Studies Crses - Overall	237,443.00	Irregular
Unit Costs per SER/BC/ROM SCH - On campus FS	199.66	Declining
Unit Costs per SER/BC/ROM SCH - Off campus FS	0.00	Static
Unit Costs per SER/BC/ROM SCH - Summer	0.00	Static
Unit Costs per SER/BC/ROM SCH - Overall	199.66	Declining
Unit Costs for SER/BC/ROM Crses - On campus FS	58,608.66	Declining

Unit Costs for SER/BC/ROM Crses - Off campus FS	0.00	Static
Unit Costs for SER/BC/ROM Crses - Summer	0.00	Static
Unit Costs for SER/BC/ROM Crses - Overall	58,608.66	Declining
Unit Costs per All SCH - On campus FS	160.00	Irregular
Unit Costs per All SCH - Off campus FS	109.00	Irregular
Unit Costs per All SCH - Summer	126.33	Declining
Unit Costs per All SCH - Overall	157.33	Declining
Unit Costs for All Crses - On campus FS	904,923.00	Irregular
Unit Costs for All Crses - Off campus FS	2,418.33	Irregular
Unit Costs for All Crses - Summer	59,610.33	Declining
Unit Costs for All Crses - Overall	966,951.66	Irregular

UNDERGRADUATE

Brief Conclusion from Data

Additional Data or Comments

Plan to Address

Brief Follow Up on Outcomes of Plans to Address from Last Review

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IV. CONTRIBUTION TO UNIVERSITY STUDIES AND COURSES SERVING OTHER PROGRAMS

UNIT SCH FROM UNIVERSITY STUDIES AND COURSES SERVING OTHER PROGRAMS					
	AY07	AY08	AY09	Year 4	Year 5
University Studies: On Campus FS	2,202	2,208	2,154		
University Studies: Off Campus FS	30	33	6		
University Studies: Summer	111	159	114		
University Studies: Total	2,343	2,400	2,274		
Services: On Campus FS	0	0	0		
Services: Off Campus FS	0	0	0		
Services: Summer	0	0	0		
Services: Total	0	0	0		
ROM: On Campus FS	657	564	510		
ROM: Off Campus FS	0	0	0		
ROM: Summer	36	0	0		
ROM: Total	693	564	510		
Business Core: On Campus FS	0	0	0		
Business Core: Off Campus FS	0	0	0		
Business Core: Summer	0	0	0		
Business Core: Total	0	0	0		

UNIT SCH SUMMARY		
Measure	Mean	Trend
University Studies: On Campus FS	2,188.0	Irregular
University Studies: Off Campus FS	23.0	Irregular
University Studies: Summer	128.0	Irregular
University Studies: Total	2,339.0	Irregular
Services: On Campus FS	0.0	Static
Services: Off Campus FS	0.0	Static
Services: Summer	0.0	Static
Services: Total	0.0	Static
ROM: On Campus FS	577.0	Declining
ROM: Off Campus FS	0.0	Static
ROM: Summer	12.0	Irregular
ROM: Total	589.0	Declining
Business Core: On Campus FS	0.0	Static
Business Core: Off Campus FS	0.0	Static

Business Core: Summer	0.0	Static
Business Core: Total	0.0	Static

UNDERGRADUATE

Brief Conclusion from Data

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V. EXTERNAL DEMAND

EXTERNAL DEMAND DATA UNDERGRADUATE										
	AY07		AY08		AY09		Year 4		Year 5	
ACT DATA										
	N	ACT	N	ACT	N	ACT	N	ACT	N	ACT
No. Identifying Planned Major										
UNIT Totals			769	22.51						
ADVERTISING [521]			59	21.10						
CINEMATOGRAPHY/FILM/VIDEO [924]			125	23.20						
JOURNALISM [524]			393	23.10						
PUBLIC RELATIONS [526]			44	22.50						
RADIO/TV BROADCASTING [527]			132	20.90						
RADIO/TV PRODUCTN & TECH [528]			16	21.10						
No. of ACT Scores to Southeast										
UNIT Totals			69	21.21						
ADVERTISING [521]			8	20.30						
CINEMATOGRAPHY/FILM/VIDEO [924]			10	21.40						
JOURNALISM [524]			35	21.80						
PUBLIC RELATIONS [526]			5	21.40						
RADIO/TV BROADCASTING [527]			10	20.10						
RADIO/TV PRODUCTN & TECH [528]			1	16.00						
Yield: No. Enrolled at Southeast										
UNIT Totals			18	21.53						
ADVERTISING [521]			4	22.50						
CINEMATOGRAPHY/FILM/VIDEO [924]			2	24.00						
JOURNALISM [524]			7	20.10						
PUBLIC RELATIONS [526]			3	21.30						
RADIO/TV BROADCASTING [527]			2	22.50						
RADIO/TV PRODUCTN & TECH [528]			0	0.00						

SUMMARY UNDERGRADUATE		
	Mean	Trend
Yield: No. Enrolled at Southeast		
UNIT Totals	21.5	
ADVERTISING [521]	22.5	
CINEMATOGRAPHY/FILM/VIDEO [924]	24.0	

JOURNALISM [524]	20.1	
PUBLIC RELATIONS [526]	21.3	
RADIO/TV BROADCASTING [527]	22.5	
RADIO/TV PRODUCTN & TECH [528]	0.0	

Additional Data Available at http://www.missourieconomy.org/occupations/occ_proj.stm

UNDERGRADUATE

Brief Conclusion from Data

Additional Data or Comments

Plan to Address

Brief Follow Up on Outcomes of Plans to Address from Last Review

Program Review Final University Committee Chair Comments

VI. QUALITY OF PROGRAM INPUTS

UNDERGRADUATE					
Measure	AY07	AY08	AY09	Year 4	Year 5
ACT	22.04	21.95	22.79		
Selected Merit Scholarships	7.00	9.00	19.00		
High School GPA	3.20	3.17	3.38		
CBASE Composite	0.00	0.00	0.00		
CBASE English	0.00	0.00	0.00		
CBASE Math	0.00	0.00	0.00		
CBASE Science	0.00	0.00	0.00		
CBASE Social Studies	0.00	0.00	0.00		
CBASE Writing	0.00	0.00	0.00		

COMPARISONS UNDERGRADUATE															
	AY07			AY08			AY09			Year 4			Year 5		
	COLL	UNIV	NAT	COLL	UNIV	NAT	COLL	UNIV	NAT	COLL	UNIV	NAT	COLL	UNIV	NAT
ACT	23.20	22.24	21.10	23.20	22.38	21.20	23.47	22.59	21.10						
High School GPA	3.33	3.31		3.32	3.29		3.43	3.40							
CBASE Composite	0.00	0.00		0.00	0.00		0.00	0.00							
CBASE English	0.00	0.00		0.00	0.00		0.00	0.00							
CBASE Math	0.00	0.00		0.00	0.00		0.00	0.00							
CBASE Science	0.00	0.00		0.00	0.00		0.00	0.00							
CBASE Social Studies	0.00	0.00		0.00	0.00		0.00	0.00							
CBASE Writing	0.00	0.00		0.00	0.00		0.00	0.00							

SUMMARY UNDERGRADUATE		
Measure	Mean	Trend
ACT	22.29	Irregular
High School GPA	3.22	Irregular
CBASE Composite	0.00	Static

UNDERGRADUATE

Brief Conclusion from Data

Additional Data or Comments

Plan to Address

Brief Follow Up on Outcomes of Plans to Address from Last Review

Program Review Final University Committee Chair Comments

VII. QUALITY OF PROGRAM OUTPUTS

WP003 UNDERGRADUATE										
	AY07		AY08		AY09		Year 4		Year 5	
	N	%	N	%	N	%	N	%	N	%
>= 9.5 (superior)	8	9.30	8	7.84	27	20.45				
8.0 - 9.0 (proficiency)	53	61.62	74	72.54	84	63.63				
7.0 - 7.5 (marginal pass)	20	23.25	16	15.68	18	13.63				
< 7.0 (fail)	5	5.81	4	3.92	3	2.27				
Unit First Time Pass Rate	85	98.83	101	99.01	129	97.72				
Unit Mean	86	8.00	102	8.16	132	8.43				

WP003 COMPARISONS UNDERGRADUATE					
	AY07	AY08	AY09	Year 4	Year 5
College Mean	8.34	8.47	8.62		
College Pass Rate	98.49	98.91	98.32		
University Mean	8.25	8.34	8.35		
University Pass Rate	97.99	98.74	98.23		

WP003 SUMMARY UNDERGRADUATE		
Method	Mean	Trend
WP003 Mean	8.23	Improving

UNDERGRADUATE

Brief Conclusion from Data

Additional Data or Comments

Plan to Address

Brief Follow Up on Outcomes of Plans to Address from Last Review

Program Review Final University Committee Chair Comments

VIII. CURRENCY OF CURRICULUM

UNDERGRADUATE

What steps have you taken to ensure that your programs and courses are up-to-date and effective?

Program Review Final University Committee Chair Comments

IX. IMPACT, JUSTIFICATION, AND OVERALL ESSENTIALITY TO THE SOUTHEAST MISSION

UNDERGRADUATE

Program Review Final University Committee Chair Comments

X. PLANNING FOR THE FUTURE

Given impending personnel and environmental changes, how do you envision the configuration of your unit in five years? What components would be phased out? What components would be reduced in size? What components will have grown? What new components will have been developed? What other units might be involved in the new components?

UNDERGRADUATE

Program Review Final University Committee Chair Comments

DEANS' COMMENTS

Final University Committee Chair Comments on Entire Document

Provost's Decision