## **Graduate Students Retention Rates** Strategic Public Specialized Public Relations and Specialized Journalism Specialized Journalism Journalism (MA) Journalism (MS) Relations (MA) Journalism (MA) (The Arts) (MA) (Arts and Culture) (MA) Advertising (MA) Program Total Total Total Total Total Total % Retention Total **Entering Cohort** Number Retention Number Number Retention Retention Retention Number Retention Retention Number Number Number The Specialized The Strategic Public Journalism (The Arts) The Journalism (MA) was Relations (MA) was (MA) was discontinued in discontinued in 2021 2023 discontinued in 2014 25 96% 22 96% 100% 72 97% The Strategic Public The Journalism (MA) was Relations (MA) was The SJAC (MA) was introduced discontinued in 2014 18 100% discontinued in 2021 100% 100% 126 97% 2022 22 in 2023 The Strategic Public The Journalism (MA) was Relations (MA) was The SJAC (MA) was introduced 2021 discontinued in 2014 100% discontinued 98% 10 100% in 2023 132 98% 54 39 The Journalism (MA) was The SJAC (MA) was introduced discontinued in 2014 96% 2-yr: 97% 16 91% in 2023 66 97% 2020 23 2-yr: 60 100% 11 The Journalism (MA) was The SJAC (MA) was introduced The PRA (MA) was discontinued in 2014 18 8 100% introduced in 2020 2019 33 100% 61 97% 100% in 2023 The Journalism (MA) was The SJAC (MA) was introduced The PRA (MA) was 2018 discontinued in 2014 58 93% 68 91% 19 95% 8 100% in 2023 introduced in 2020 The PRA (MA) was The Journalism (MA) was The SJAC (MA) was introduced discontinued in 2014 introduced in 2020 2017 48 94% 47 96% 17 94% 11 91% in 2023 The Journalism (MA) was The SJAC (MA) was introduced The PRA (MA) was 2016 discontinued in 2014 97% 38 97% 18 100% 90% in 2023 introduced in 2020 30 9 The Journalism (MA) was The SJAC (MA) was introduced The PRA (MA) was 2015 discontinued in 2014 37 97% 50 94% 89% 13 100% in 2023 introduced in 2020 9 The Journalism (MA) was The PRA (MA) was The SJAC (MA) was introduced discontinued 96% 100% introduced in 2020 2014 36 97% 46 12 100% 10 in 2023 The Journalism (MS) was 1-yr: 98% The SJAC (MA) was introduced The PRA (MA) was 1-yr: 100% 2013 2-yr: 98% introduced in 2014 60 100% 100% in 2023 introduced in 2020 2-yr: 97% 14



