

4/18/16

JMC Student Achievement by Demographic Group

The purpose of this report is to explore student achievement differences (freshman retention and graduation rates) in the most recent five cohorts by demographic group for the students in Journalism and Media Communications (JMC) compared to the College of Liberal Arts (CLA). It is important to understand the differences in student achievement by demographic group within departments to identify areas that are helping or hindering the overall university effort to reduce achievement gaps for minority, first generation (FG) and low income students.

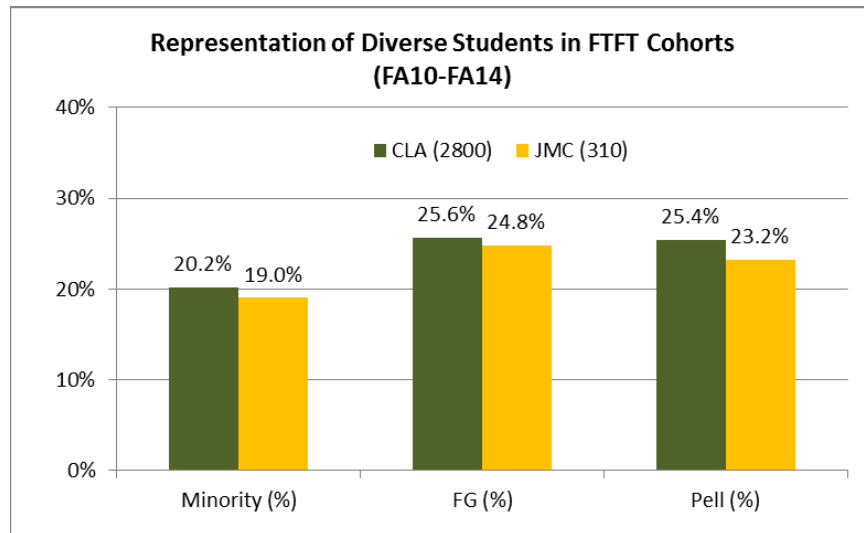
Executive Summary

Minority and Pell eligible students in the JMC department are more successful (in terms of freshman retention and graduation) than their peers in CLA. Minority and Pell eligible students JMC have higher rates of achievement than non-minority and non-Pell students, which is atypical. Similar to overall trends at CSU, JMC’s FG students have lower rates of achievement compared to non-FG students in JMC. The differences for FG students in JMC are more pronounced for the freshman retention outcome and less pronounced for the graduation outcome compared to FG students in CLA.

Demographics of JMC Students

Figure 1, below, displays the proportional representation of first-time, full-time (FTFT) diverse students in the JMC department and the CLA. It is important to consider the representation and cohort size of diverse students at CSU because these values effect the impact achievement gaps within the department have on the college and university overall.

Figure 1.



In the FA10 through FA14 of FTFT students, there are a total of 2,800 FTFT students who start their cohort semester with a major in CLA and 310 of these students start with a major in the JMC department. On average there are 560 FTFT students in CLA and 62 of these students start in the JMC department each fall. In the JMC department cohort size is relatively consistent in FA10-FA13, but decreased in FA14 compared to FA15. There is slightly lower representation of Minority, FG, and Pell recipients in the JMC department compared to the CLA. For instance, 25.6% of CLA students are FG but only 24.8% of JMC students are FG.

4/18/16

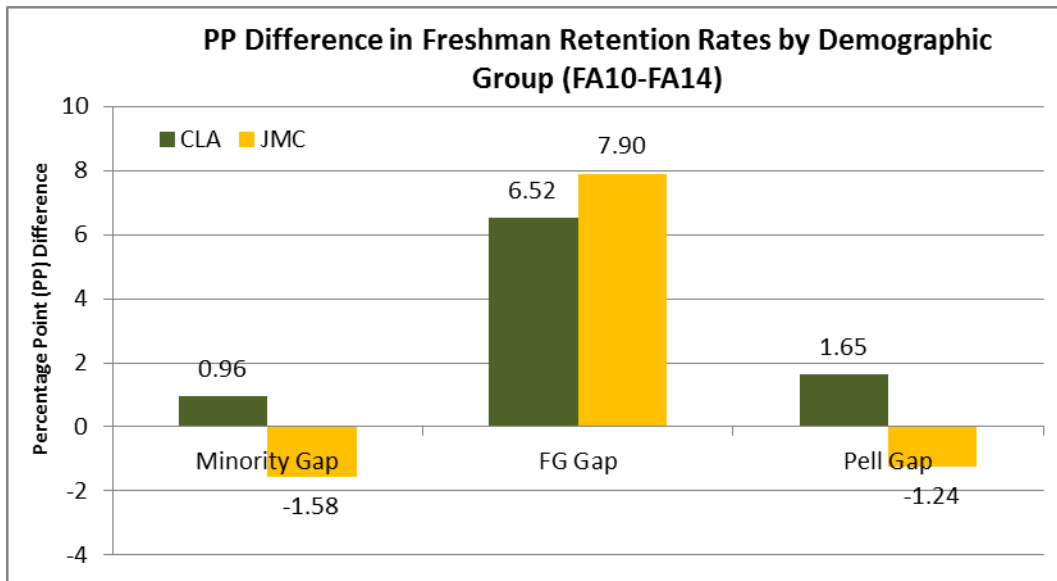
Percentage Point (PP) Differences in Observed Rates by Demographic Group

This section explores the PP difference in freshman retention and 6 year graduation rates for students in JMC and CLA. This analysis is bivariate and does not account for any other demographic or academic differences between groups. The observed rates for JMC and CLA by demographic group are included in Appendix A.

Freshman Retention

Figure 2 displays the difference in persistence to the second fall (freshman retention) among FTFT students in the FA10-FA14 cohorts with a first semester major in the CLA and also in JMC.

Figure 2.



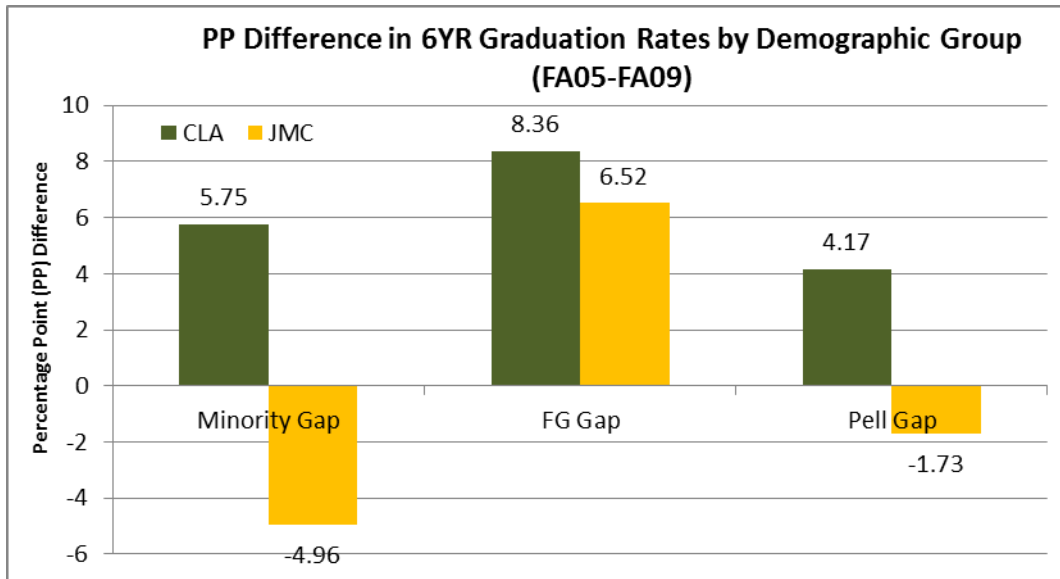
Minority, FG, and Pell students typically have lower rates of freshman retention at CSU. This statement holds true for CLA; however, minority and Pell students in JMC have slightly higher rates of freshman retention compared to non-minority and non-Pell students in JMC. For instance, minority students who start as FTFT students with a major in JMC are retained at a rate of 86.4%, which is slightly higher than the freshman retention rate of non-minority students in JMC (84.9%) by 1.6 pp's. In contrast, FG students in JMC graduate at lower rates than non-FG students in JMC. This result is typical because overall at CSU FG students have the biggest achievement gaps; however, it is important to note that the difference in retention by FG status is larger for JMC students than it is for CLA. The overall retention rates for JMC and CLA by demographic group are available in Appendix A.

4/18/16

6 Year Graduation Rates

Figure 3 displays the difference in 6 year university graduation rates among FTFT students in the FA05-FA09 cohorts with a first-semester major in the CLA and also in JMC.

Figure 3.



Minority, FG, and Pell students typically have lower rates of graduation at CSU. This statement holds true for CLA; however, minority and Pell eligible students in JMC have higher rates of 6 year graduation compared to non-minority and non-Pell students in JMC. For instance, minority students in JMC graduate at a rate of 78.6%, which is higher than the graduation rate of non-minority students in JMC (73.6%) by 5 pp's. JMC FG students graduate at a lower rate than JMC non-FG students, but the difference by demographic group is smaller in JMC compared to CLA. The overall graduation rates for JMC and CLA by demographic group are also available in Appendix A.

4/18/16

Percentage Point (PP) Differences in Predicted Rates by Demographic Group

A prior [study](#) completed by Institutional Research Planning & Effectiveness explored the differences by department in predicted graduation and retention rates compared to the observed rates for the most recent five cohorts of FTFT students. This analysis uses regression models to predict department retention and graduation rates based on the academic preparation and demographics of departments' cohorts. Student characteristics vary considerably between departments; therefore, when evaluating departments' retention and graduation rates it is important to consider the cohorts' attributes.

It is important to consider JMC's predicted success rates in addition to the observed rates by demographic group (main analysis in this report) because the predicted rates account for the multivariate relationships of demographics and academic preparation with student achievement. This prior report indicates that JMC has a retention rate that is approximately what would be predicted for CLA based on the demographics and CCHE index score of FTFT students in the JMC department and has a graduation rate that exceeds what would be predicted based on the FTFT cohorts' characteristics. These results commensurate the bivariate analysis by demographic subgroup previously discussed for JMC.

Conclusions

In conclusion, diverse students in the JMC department generally have higher rates of graduation and similar rates of retention than their peers in CLA. Minority and Pell eligible JMC students' unambiguously have higher levels of success, but the results are not as strong for FG students in JMC because the gap in retention rates by FG status is slightly larger for JMC compared to CLA.

4/18/16

Appendix A

Retention and Graduation Rates for JMC and CLA by Demographic Group				
	Freshman Retention (FA10-FA14)		6YR Graduation (FA05-FA09)	
	CLA	JMC	CLA	JMC
Minority	82.3%	86.4%	61.3%	78.6%
Non-minoirty	83.3%	84.9%	67.1%	73.6%
FG	78.2%	79.2%	60.0%	69.7%
Non-FG	84.7%	87.1%	68.3%	76.2%
Pell Eligible	81.8%	86.1%	62.7%	75.7%
Non-Pell Eligible	83.5%	84.9%	66.9%	74.0%