Graduation Rate Improvement Plan

School of Journalism and Graphic Communication
Graduation Rates

Goals:
Increase 4-Year Rate from 12.22% to 45% by 2022
Increase 6-Year Rate from 44.34% to 65% by 2022

Key Strategies/Activities:
• Enhance coordination of academic advisors with SJGC Curriculum Committee to ensure students follow the curriculum maps of academic programs.
• Monitor student progress in Blackboard for early intervention for students who are having difficulties to provide support services where needed.
• Enhance recruitment efforts to attract high performing students.
• Develop online classes and online tutorials to assist student with matriculation through distance learning.
• Offer additional sections of high traffic required courses.
Retention Rates

Goals:
Increase Second Year Rate from 88.8% to 90% by 2022
Increase APR from 77.78% to 88% by 2022

Key Strategies/Activities:

- Enhance customer service on all levels to create a culture of “Excellence with Caring.”
- Constantly upgrade curriculum, facilities and technology to mirror industry.
- Ensure students have professional development opportunities through internships and exposure to industry professionals to provide employment opportunities after graduation.
Degree Production

Goals:
Increase annual production of Bachelor’s degree from 97 to 175 by 2022

Key Strategies/Activities:
• Strengthen relationships with Junior Colleges to attract transfer students.
• Develop a new degree program in Digital Media for undergraduates.
• Add new faculty with digital media skill sets.