

**FAMU Academic Scorecard - School of Journalism and Graphic Communication**

<b>School of Journalism and Graphic Communication</b>	<b>2019 - 2020</b>	<b>2020 - 2021</b>	<b>2021 - 2022</b>	<b>2022 - 2023</b>	<b>2023 - 2024</b>	<b>2024 - 2025 Target</b>	<b>Data Source</b>
Academic Scorecards can be at <a href="https://www.famu.edu/about-famu/uspc/collegesandschools.php">https://www.famu.edu/about-famu/uspc/collegesandschools.php</a>							
<b>A. Leadership (Dean)</b>							
Customer Service: Percent of graduates who indicate they were "very satisfied" with the customer service offered in the major program's department office (Source: Exit Survey)	40.00%	35.00%	31.00%	31.00%	30.00%		Senior Exit Survey
Accreditation status: Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) Programs: Journalism, Public Relations	Good Standing	Good Standing	Good Standing	Good Standing	Good Standing		Program Quality
Percent of on-time submissions (data, reports, etc)	--	--	--	75% (report)	75% (plan)		OUA
Annual dollars raised (as of 3/23/2023)	\$39,804	\$42,000	\$242,700	\$1,380,357	\$215,936		Univ. Advancement
Assessment rating (Office of University Assessment)	4	1.5 (report)	1.58 (plan)/1.25 (report)	3.67 (plan)/2.2 (report)	2.5 (plan)		OUA
Number of college-wide faculty meetings	9	3	6	5	5		Dean
<b>B. Student Success</b>							
Four-year graduation rates (PBF metric)	39.68%	33.70%	41.33%	36.90%		37.60%	OIR
Six-year graduation rate (KPI)	66.67%	73.68%	66.67%	67.39%		60.39%	OIR
Total undergraduate enrollment (Fall enrollment) (Accountability Plan)	511	509	497	510	476	513.38	OIR
New Full-time FTIC enrollment (Fall only) (Accountability Plan)	87	52	60	64	62	69.50	OIR
FCS AA transfer enrollment (PBF metric)	65	81	84	103	91	76.88	OIR
Bachelor's degrees awarded (KPI)	93	81	130	107	106(Preliminary)	103	OIR
Bachelor's degrees awarded to FCS transfers with AA degree (PBF metric)	18	11	27	24	22(Preliminary)	20	OIR
Bachelor's degrees awarded within Programs of Strategic Emphasis (PBF metric)	54	38	76	49	58(Preliminary)	60	OIR
Second year retention rate	89.33%	94.05%	87.76%	98.31%	90.63%	93.00%	OIR
Academic progress rate (2nd year retention with GPA above 2.0) (PBF metric)	84.00%	90.59%	79.59%	93.22%	85.94%	86.00%	OIR
Average time to degree for 120 hour programs (years) (KPI)	4.2	4.9	4.3	4.7	4.7(Preliminary)	4.6	OIR
Percent of graduates without excess credit hours (PBF metric)	60%	62%	62%	70%	55%	65%	OIR
<b>C. Faculty</b>							
Percent of courses taught by full-time and adjunct faculty with overall student rating > 3.0	90.02%	90.89%	--	--	90.95%		Test Service Bureau
Average student rating for all courses taught by full-time and adjunct faculty	4.26	4.01	--	--	4.21		Test Service Bureau
Average faculty FTE assignment (this is measure of faculty overloads)	1	1.04	1.14	1.01	1.11		Dean
Percent of full-time faculty with overload assignment	--	25.00%	40.00%	6.25%	13.00%		Dean
Percent of student credit hours generated by full-time faculty	85%	97%	93%	73%	76%		OIR
<b>D. Research, Scholarship and Creative Activities</b>							
Total grant awards (Sponsored Research)	\$0	\$0	\$0	\$0	\$0		Research
Percent of full-time faculty with at least one active external grant (PI or Co-PI)	N/A	6.25%	6.60%	0.00%	6%		Dean
Annual number of peer-reviewed publications or comparable scholarship activity (single count)	N/A	3	3	6	11		Dean
Percent of full-time faculty with at least one creative project or activity	N/A	6.00%	6.00%	6.00%	6.00%		Dean
Number of external conference presentations	N/A	N/A	2	4	16		Dean
<b>E. Outreach and Community Service</b>							
Percent of full-time faculty participating in at least one outreach/community service project	33.00%	0.00%	40.00%	38.00%	20.00%		Dean
Annual number of college outreach activities	2	N/A	6	6	6		Dean
Annual number of K-12 students, teachers, parents and community members served	N/A	N/A	500	500	500		Dean