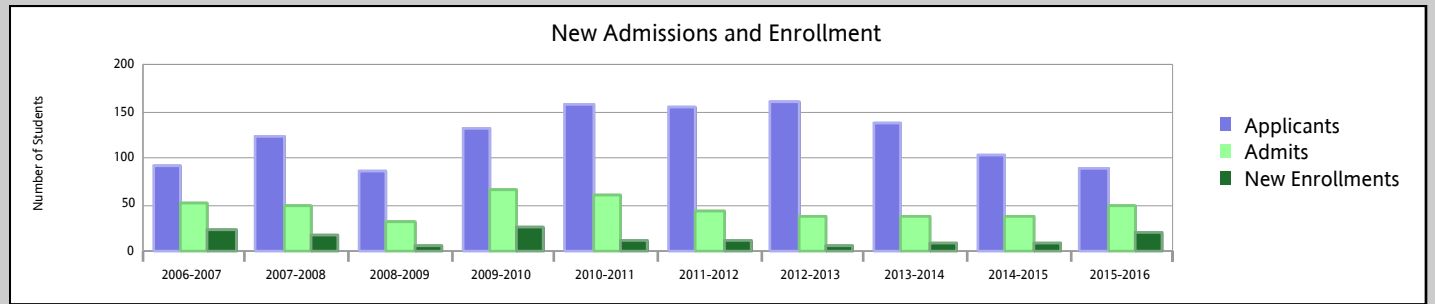


Journalism and Mass Communication MA

Admissions and New Enrollment Data

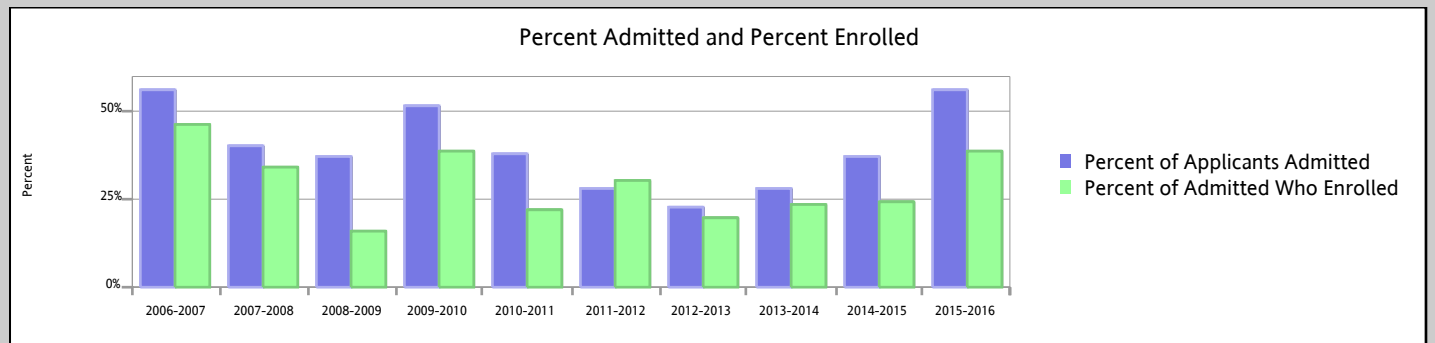
Headcount of New Graduate Program Applicants by Year*

| | 2006-2007 | 2007-2008 | 2008-2009 | 2009-2010 | 2010-2011 | 2011-2012 | 2012-2013 | 2013-2014 | 2014-2015 | 2015-2016 |
|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Applicants | 93 | 124 | 86 | 131 | 158 | 155 | 160 | 138 | 104 | 88 |
| Admits** | 52 | 50 | 32 | 67 | 60 | 43 | 36 | 39 | 38 | 49 |
| New Enrollments | 24 | 17 | 5 | 26 | 13 | 13 | 7 | 9 | 9 | 19 |



Percent Admitted and Percent Enrolled by Year*

| | 2006-2007 | 2007-2008 | 2008-2009 | 2009-2010 | 2010-2011 | 2011-2012 | 2012-2013 | 2013-2014 | 2014-2015 | 2015-2016 |
|----------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Percent of Applicants Admitted | 56% | 40% | 37% | 51% | 38% | 28% | 23% | 28% | 37% | 56% |
| Percent of Admitted Who Enrolled | 46% | 34% | 16% | 39% | 22% | 30% | 19% | 23% | 24% | 39% |



Headcount of New Graduate Program Applicants by Year* and Diversity Categories

| | | 2006-2007 | 2007-2008 | 2008-2009 | 2009-2010 | 2010-2011 | 2011-2012 | 2012-2013 | 2013-2014 | 2014-2015 | 2015-2016 |
|---------------------------------|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Domestic Non-Targeted*** | Applicants | 61 | 73 | 56 | 72 | 62 | 48 | 41 | 31 | 25 | 11 |
| | Admits** | 39 | 42 | 29 | 53 | 36 | 24 | 18 | 16 | 18 | 9 |
| | New Enrollments | 20 | 15 | 5 | 19 | 11 | 10 | 3 | 3 | 5 | 6 |
| Domestic Targeted Minorities*** | Applicants | 4 | 5 | 1 | 8 | 5 | 8 | 8 | 3 | 4 | 1 |
| | Admits** | 3 | 3 | | 3 | 2 | 3 | | 2 | 1 | |
| | New Enrollments | 2 | 2 | | 2 | | 3 | | 2 | | |
| International*** | Applicants | 28 | 46 | 29 | 51 | 91 | 99 | 111 | 104 | 75 | 76 |
| | Admits** | 10 | 5 | 3 | 11 | 22 | 16 | 18 | 21 | 19 | 40 |
| | New Enrollments | 2 | | | 5 | 2 | | 4 | 4 | 4 | 13 |

*These data are grouped by fiscal year (summer, fall, spring), the standard measure used by Academic Planning & Analysis in the Office of the Provost.

**Changes were made to the way offers of admission are reported prior to the admission season for 2014-2015. Any drastic changes in admission counts and in admission and new enrollment rates may be due to more accurate capturing of the number of offers made.

***Targeted Minorities include African-American, Native American, Hispanic American, and Southeast Asian (Cambodians, Laotians, Vietnamese, and Hmong) students. Non-Targeted students include White, Other Asians, Native Hawaiians, and Unknown students. International students are assigned to the separate international category regardless of their ethnicity.

Enrollment Data

Enrollment Headcounts by Racial/Ethnic Category*

| | Fall, 2006 | Fall, 2007 | Fall, 2008 | Fall, 2009 | Fall, 2010 | Fall, 2011 | Fall, 2012 | Fall, 2013 | Fall, 2014 | Fall, 2015 |
|--------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Hispanic/Latino | 2 | 3 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | |
| Black/African American | | | | 1 | | 2 | 2 | 2 | 1 | |
| American Indian/Alaska Native | | 1 | 1 | 1 | 1 | | | | | |
| Asian | | 1 | | | | | | | | |
| Native Hawaiian/Oth Pac Island | | | | | | | | | | |
| White | 34 | 28 | 17 | 26 | 24 | 26 | 16 | 5 | 8 | 12 |
| Two or More Races | 1 | 1 | | | 1 | 1 | | | | |
| Unknown | 2 | 4 | 4 | 1 | 1 | | | | 1 | |
| International | 4 | 3 | 1 | 6 | 6 | 2 | 4 | 9 | 9 | 18 |
| Total | 43 | 41 | 24 | 36 | 34 | 32 | 23 | 18 | 20 | 30 |
| Domestic Targeted Minorities** | 1 | 5 | 2 | 3 | 2 | 3 | 3 | 4 | 2 | |
| Domestic Minorities** | 1 | 6 | 2 | 3 | 3 | 4 | 3 | 4 | 2 | |

Enrollment Percentages by Diversity Category

| | Fall, 2006 | Fall, 2007 | Fall, 2008 | Fall, 2009 | Fall, 2010 | Fall, 2011 | Fall, 2012 | Fall, 2013 | Fall, 2014 | Fall, 2015 |
|--------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Domestic Non-Targeted** | 88% | 80% | 88% | 75% | 76% | 84% | 70% | 28% | 45% | 40% |
| Domestic Targeted Minorities** | 2% | 12% | 8% | 8% | 6% | 9% | 13% | 22% | 10% | |
| International** | 9% | 7% | 4% | 17% | 18% | 6% | 17% | 50% | 45% | 60% |

Enrollment Percentages of All Domestic Graduate Students by Racial/Ethnic Category*

| | Fall, 2006 | Fall, 2007 | Fall, 2008 | Fall, 2009 | Fall, 2010 | Fall, 2011 | Fall, 2012 | Fall, 2013 | Fall, 2014 | Fall, 2015 |
|--------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Hispanic/Latino | 5% | 8% | 4% | 3% | 4% | 3% | 5% | 22% | 9% | |
| Black/African American | | | | 3% | | 7% | 11% | 22% | 9% | |
| American Indian/Alaska Native | | 3% | 4% | 3% | 4% | | | | | |
| Asian | | 3% | | | | | | | | |
| Native Hawaiian/Oth Pac Island | | | | | | | | | | |
| White | 87% | 74% | 74% | 87% | 86% | 87% | 84% | 56% | 73% | 100% |
| Two or More Races | 3% | 3% | | | 4% | 3% | | | | |
| Unknown | 5% | 11% | 17% | 3% | 4% | | | | 9% | |

Enrollment Percentages by Gender

| | Fall, 2006 | Fall, 2007 | Fall, 2008 | Fall, 2009 | Fall, 2010 | Fall, 2011 | Fall, 2012 | Fall, 2013 | Fall, 2014 | Fall, 2015 |
|--------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Female | 77% | 71% | 58% | 61% | 53% | 66% | 70% | 72% | 65% | 70% |
| Male | 23% | 29% | 42% | 39% | 47% | 34% | 30% | 28% | 35% | 30% |

Enrollment Headcount by Academic Load***

| | Fall, 2006 | Fall, 2007 | Fall, 2008 | Fall, 2009 | Fall, 2010 | Fall, 2011 | Fall, 2012 | Fall, 2013 | Fall, 2014 | Fall, 2015 |
|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Full-Time | 29 | 30 | 17 | 28 | 28 | 27 | 16 | 16 | 16 | 27 |
| Part-Time | 14 | 11 | 7 | 8 | 6 | 5 | 7 | 2 | 4 | 3 |
| Total | 43 | 41 | 24 | 36 | 34 | 32 | 23 | 18 | 20 | 30 |

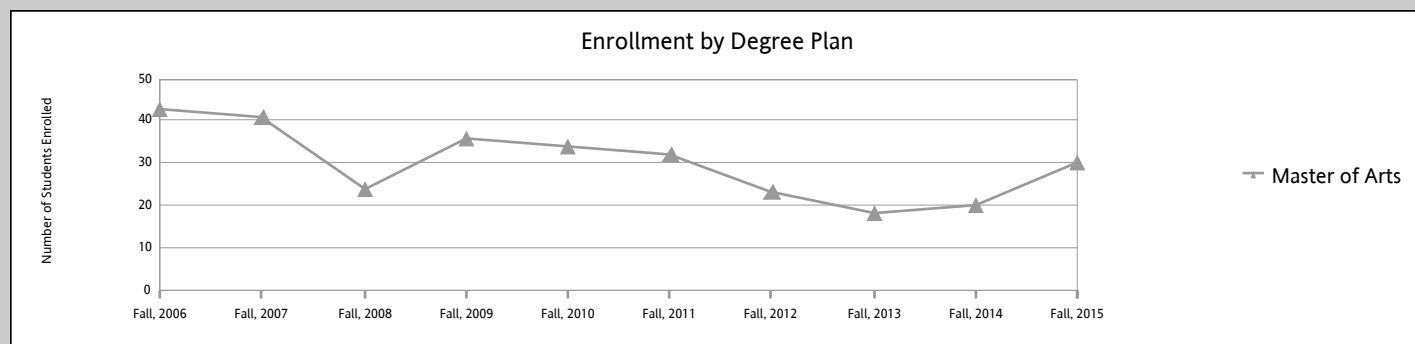
*Race/ethnicity categories and reporting methodology represent federal reporting categories and methodology. A major change in both data collection and reporting occurred in 2008. Data before and after are not directly comparable. Prior to 2008, students were only able to indicate a single race/ethnic category and that is the category that is reported. Starting in 2008, revised federal guidelines allowed students to indicate multiple race/ethnic identities. These guidelines stipulate that all domestic (non-international) students who indicate Hispanic ethnicity should be reported as Hispanic, regardless of other racial information provided. Non-Hispanic, domestic students who indicate more than one race are reported in the, "Two or More Races," category. All other non-Hispanic, domestic students who indicated a single race are reported in that category.

**Targeted minority and minority counts are provided because they cannot be derived from the race/ethnic categories alone. Targeted Minorities are domestic students who are African-American, Native American, Hispanic American, and Southeast Asian (Cambodians, Laotians, Vietnamese, and Hmong) students. Non-targeted students include White, Other Asians, Native Hawaiians (new category in 2008), and Unknown students. Minority includes all the targeted categories as well as students who are other Asians (non Southeast Asian) and Native Hawaiian. International students are assigned to the separate international category regardless of their ethnicity.

***For definitions of full-time status, please consult the Enrollment Requirements section of the Graduate School's academic policies and procedures at <https://grad.wisc.edu/acadpolicy/>.

Enrollment Headcounts by Degree Plan

| | Fall, 2006 | Fall, 2007 | Fall, 2008 | Fall, 2009 | Fall, 2010 | Fall, 2011 | Fall, 2012 | Fall, 2013 | Fall, 2014 | Fall, 2015 |
|----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Master of Arts | 43 | 41 | 24 | 36 | 34 | 32 | 23 | 18 | 20 | 30 |



Funding Data

Headcount of Students with an Appointment of 33% or Higher*

| | Fall, 2006 | Fall, 2007 | Fall, 2008 | Fall, 2009 | Fall, 2010 | Fall, 2011 | Fall, 2012 | Fall, 2013 | Fall, 2014 | Fall, 2015 |
|-----------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Fellows | 2 | 1 | 2 | 2 | 1 | 3 | 1 | 1 | | |
| Trainees | | | | | | | | | | |
| Research Assistants | | | | | | 1 | | | | 1 |
| Teaching Assistants** | 6 | 11 | 6 | 7 | 6 | 10 | 7 | 4 | 5 | 7 |
| Project Assistants | 7 | 5 | 3 | 5 | 4 | 3 | 4 | 5 | 3 | 1 |
| No/Low/Other Funding* | 28 | 24 | 13 | 22 | 23 | 15 | 11 | 8 | 12 | 21 |
| Total | 43 | 41 | 24 | 36 | 34 | 32 | 23 | 18 | 20 | 30 |

Percentage of Students with an Appointment of 33% or Higher*

| | Fall, 2006 | Fall, 2007 | Fall, 2008 | Fall, 2009 | Fall, 2010 | Fall, 2011 | Fall, 2012 | Fall, 2013 | Fall, 2014 | Fall, 2015 |
|-----------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Fellows | 5% | 2% | 8% | 6% | 3% | 9% | 4% | 6% | | |
| Trainees | | | | | | | | | | |
| Research Assistants | | | | | | 3% | | | | 3% |
| Teaching Assistants** | 14% | 27% | 25% | 19% | 18% | 31% | 30% | 22% | 25% | 23% |
| Project Assistants | 16% | 12% | 13% | 14% | 12% | 9% | 17% | 28% | 15% | 3% |
| No/Low/Other Funding* | 65% | 59% | 54% | 61% | 68% | 47% | 48% | 44% | 60% | 70% |

Percent of Full-Time Masters Students with First 2 Years Funded Through the University***: 31%

*A graduate student fellowship, traineeship, or assistantship of at least 33% full-time equivalent (FTE) carries with it tuition remission benefits and eligibility for health insurance. These counts include students whose appointment(s) have a combined FTE of 33% or higher. Students who have multiple appointments were counted once in the appointment with the higher FTE or in the order above for those with multiple appointments with the same FTE. Students with funding outside of the university and students with appointments that are less than 33% are included in the No/Low/Other Funding category.

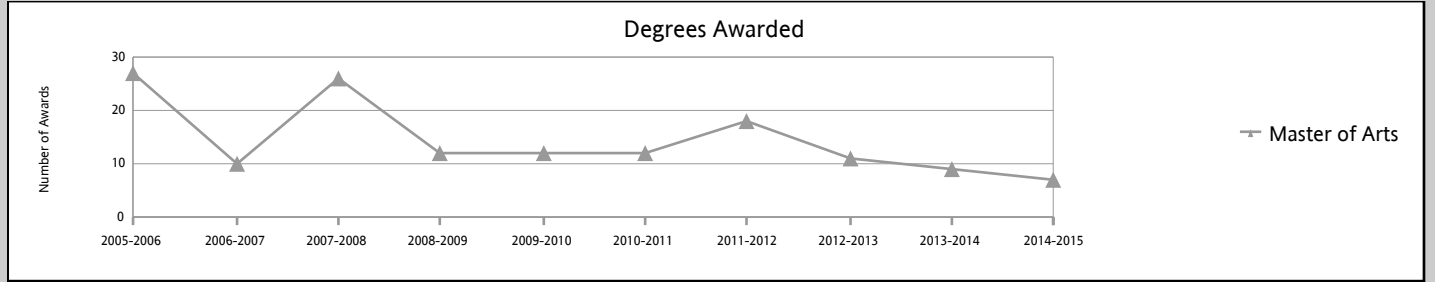
**Lecturer (SA) appointments are included in the TA category.

***The first years of funding is based on entering cohorts between Summer, 2006 and Fall, 2015 that were full time for their first 2 years (for masters students) or their first 4 years (for doctoral students) and were fully funded through the university during that time. Years of support are based on funding in the fall semesters. Students enrolled in less than 2 or 4 years are included if they were funded for each year.

Degree Data

Degrees Awarded by Year*

| | 2005-2006 | 2006-2007 | 2007-2008 | 2008-2009 | 2009-2010 | 2010-2011 | 2011-2012 | 2012-2013 | 2013-2014 | 2014-2015 |
|----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Master of Arts | 27 | 10 | 26 | 12 | 12 | 12 | 18 | 11 | 9 | 7 |



*Years are grouped by fiscal year graduations (Summer, Fall, Spring), the standard measure used in the campus Data Digest. Data includes degrees recorded as of October 1, 2015. Students who earned multiple degrees in a year are counted twice.

Enrolled Terms to Degree*

| | Average Fall and Spring Term Count | Median Fall and Spring Term Count | Average Summer Term Count | Median Summer Term Count |
|----------------|------------------------------------|-----------------------------------|---------------------------|--------------------------|
| Master of Arts | 4 | 4 | 0.6 | 1 |

*Terms to degree information is based on degrees awarded from the summer of 2005 through spring of 2015 and is a count of all terms enrolled in the degree-granting program prior to the degree. Doctoral time to degree will include time spent on a masters degree if that masters was in the same program.

Dataview Sources: UW_RETENTION_AWARDS_MAIN, UW_RETENTION_AWARDS_PLAN, UW_RETENTION_PLAN_HISTORY, UW_STDNT_ACAD_PLAN_ATTRIBUTES