

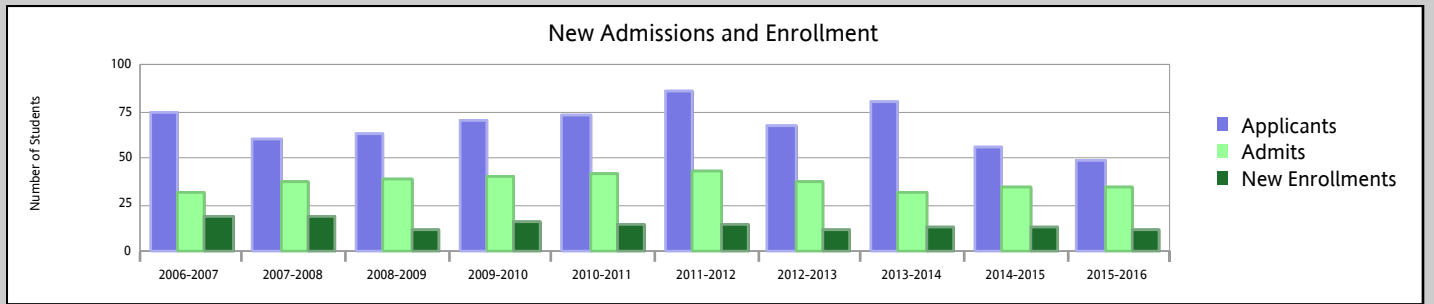
Mass Communications PHD

02/04/16

Admissions and New Enrollment Data

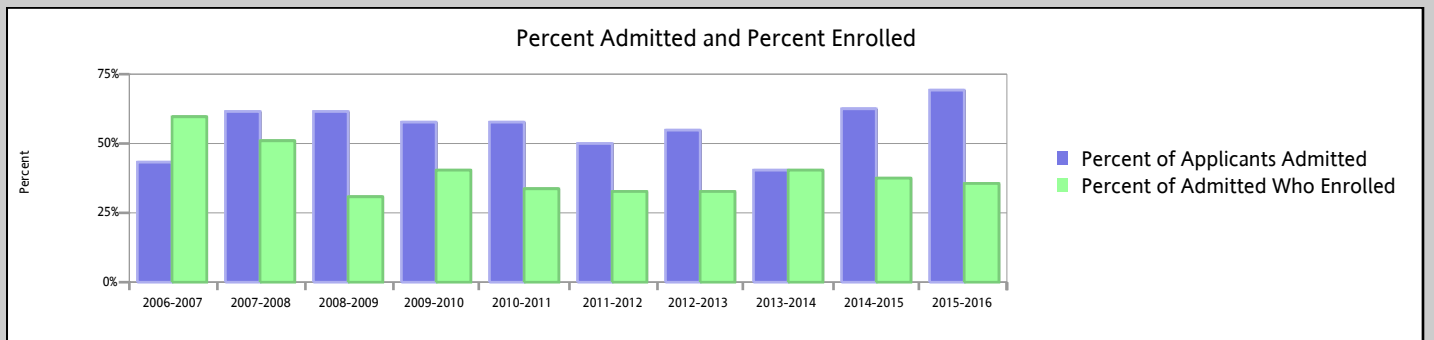
Headcount of New Graduate Program Applicants by Year*

	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Applicants	74	60	63	70	73	86	68	80	56	49
Admits**	32	37	39	40	42	43	37	32	35	34
New Enrollments	19	19	12	16	14	14	12	13	13	12



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	43%	62%	62%	57%	58%	50%	54%	40%	63%	69%
Percent of Admitted Who Enrolled	59%	51%	31%	40%	33%	33%	32%	41%	37%	35%



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	38	30	27	24	27	28	22	25	16	16
	Admits**	22	22	18	15	20	20	16	15	11	14
	New Enrollments	13	14	6	9	9	6	7	9	5	6
Domestic Targeted Minorities***	Applicants	4	3	2	2	5	3	5	1	4	1
	Admits**	2	2	2	1	5	2	3		3	1
	New Enrollments	1	2	1	1	2	1	1		1	
International***	Applicants	32	27	34	44	41	55	41	54	36	32
	Admits**	8	13	19	24	17	21	18	17	21	19
	New Enrollments	5	3	5	6	3	7	4	4	7	6

*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 Ethnic Category

	Fall, 2006	Fall, 2007	Fall, 2008	Fall, 2009	Fall, 2010	Fall, 2011	Fall, 2012	Fall, 2013	Fall, 2014	Fall, 2015
Hispanic/Latino	3	4	3	4	6	7	7	7	5	3
Black/African American			1	1	1	1	1	1	1	1
American Indian/Alaska Native	1	1	1	1	1	1	1	1	1	1
Asian	3	4	4	4	4	2	2	3	2	3
Native Hawaiian/Oth Pac Island										
White	38	44	42	38	42	38	37	41	35	28
Two or More Races										
Unknown	4	4	5	4	4	3	4	4	3	3
International	24	27	24	29	26	33	31	32	32	32
Total	73	84	80	81	84	85	83	89	79	71
Domestic Targeted Minorities**	3	5	5	6	8	9	9	9	7	5
Domestic Minorities**	6	9	9	10	12	11	11	12	9	8

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**	63%	62%	64%	57%	60%	51%	52%	54%	51%	48%
Domestic Targeted Minorities**	4%	6%	6%	7%	10%	11%	11%	10%	9%	7%
International**	33%	32%	30%	36%	31%	39%	37%	36%	41%	45%

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	6%	7%	5%	8%	10%	13%	13%	12%	11%	8%
Black/African American			2%	2%	2%	2%	2%	2%	2%	3%
American Indian/Alaska Native	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%
Asian	6%	7%	7%	8%	7%	4%	4%	5%	4%	8%
Native Hawaiian/Oth Pac Island										
White	78%	77%	75%	73%	72%	73%	71%	72%	74%	72%
Two or More Races										
Unknown	8%	7%	9%	8%	7%	6%	8%	7%	6%	8%

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	48%	52%	54%	54%	51%	51%	49%	53%	58%	56%
Male	52%	48%	46%	46%	49%	49%	51%	47%	42%	44%

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	63	77	67	64	74	75	76	80	66	64
Part-Time	10	7	13	17	10	10	7	9	13	7
Total	73	84	80	81	84	85	83	89	79	71

*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.

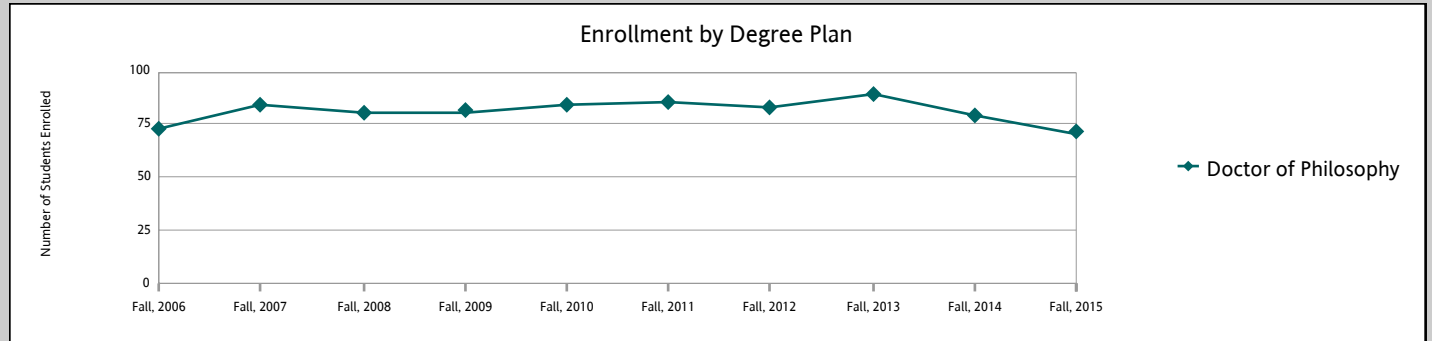
**Targeted minority and minority counts are provided because they cannot be derived from the race/ethnic categories alone. Targeted Minorities are domestic students who are African-American, Native American, Hispanic American, and Southeast Asian (Cambodians, Laotians, Vietnamese, and Hmong) students. 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/>.

Dataview Sources: UW_RETENTION_STUDENT, UW_RETENTION_PLAN_HISTORY, UW_RETENTION_SEM_HISTORY, UW_STDNT_MULTITERM, UW_STDNT_PLAN_MULTITERM, UW_UA_OCTOBER_PAYROLL

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
Doctor of Philosophy	73	84	80	81	84	85	83	89	79	71



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	5	7	8	6	9	9	10	14	6	9
Trainees										
Research Assistants	3	5	3	3	3	4	6	3	2	2
Teaching Assistants**	20	18	23	20	27	27	28	32	29	25
Project Assistants	17	18	21	15	14	7	10	11	10	8
No/Low/Other Funding*	28	36	25	37	31	38	29	29	32	27
Total	73	84	80	81	84	85	83	89	79	71

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	7%	8%	10%	7%	11%	11%	12%	16%	8%	13%
Trainees										
Research Assistants	4%	6%	4%	4%	4%	5%	7%	3%	3%	3%
Teaching Assistants**	27%	21%	29%	25%	32%	32%	34%	36%	37%	35%
Project Assistants	23%	21%	26%	19%	17%	8%	12%	12%	13%	11%
No/Low/Other Funding*	38%	43%	31%	46%	37%	45%	35%	33%	41%	38%

Percent of Full-Time Doctoral Students with First 4 Years Funded Through the University***: 61%

*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.

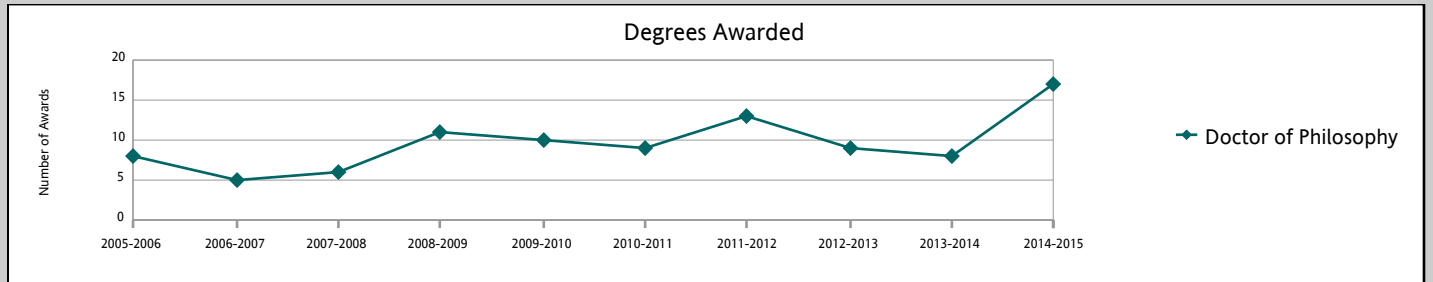
**Lecturer (SA) appointments are included in the TA category.

***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
Doctor of Philosophy	8	5	6	11	10	9	13	9	8	17



*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
Doctor of Philosophy	11.2	10	1.6	2

*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

Doctoral Program Years to Degree*

Graduate Level	Doctoral Level	Final Academic Program	Final PhD Program	Candidacy in Final PhD Program
6.0	5.0	5.0	5.0	2.0

Peer Comparison

Graduate Level (All AAUs)	Final PhD Program (All AAUs)
5.3	4.4

Time to Degree Markers:

Graduate Level = Time as a graduate student at UW in any program

Doctoral Level = Time as a doctoral student at UW in any program

Final Academic Program = Time as a graduate student at UW in the degree-granting program

Final PhD Program = Time as a doctoral student at UW in the degree-granting program

Candidacy in Final PhD Program = Time as a dissertator at UW in the degree-granting program

Graduate Level (All AAUs) = Weighted average of years to degree at the graduate level of all Association of American Universities schools that reported doctoral time to degrees for the same field

*The data are measures of elapsed time to degree from various markers for degrees earned between fall of 2010 and spring of 2013. The numbers shown represent the median values.

Source: Academic Planning & Institutional Research, Office of the Provost

10-Year Doctoral Completions Rates*

Cohort Size	% PhD Completed	% Master's Completed (No PhD)	% Total Degrees Completed
69	68%	0%	68%

Peer Comparison

% PhD Completed (All AAUs)
69%

*Doctoral completions are based on entrance cohorts, determined by the first term that a student is in a PhD plan in a given program, even if they earn a Master's degree after that term or are enrolled in a Master's program in previous terms. The cohort represented consists of students whose first term in a doctoral program was in or between Summer, 2000 and Spring, 2004.

Source: Academic Planning & Institutional Research, Office of the Provost