

**Comprehensive Academic Program Evaluation (CAPE)
Western Kentucky University
Supplementary Data Tables**

Institution:
Western Kentucky University (00200200)
College:
Potter College of Arts & Letters
WKU Department Code:
COMM
Data as of:
30OCT18
Prepared by:
The WKU Office of Institutional Research

Enrolled Students by Fall Term

Enrollments are based on Fall census, and include multiple majors, minors, and certificates.

Level - Degree Type - Major - CIP				Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Graduate	Certificate	Communicating in Healthcare, CER (#0475)	090905	0	0	0	0	2
		Communicating in Organizations, CER (#0471)	090901	0	0	4	3	14
		Organizational Communication, CER (#175)~	090901	3	4	0	0	0
	Masters	Communication, MA (#109)~	090101	6	2	0	0	0
		Organizational Communication, MA (#0012)	090101	16	21	20	13	13
Undergraduate	Baccalaureate	Advertising, AB (#727)	090903	130	100	97	104	94
		Communication Studies, AB (#792)	090101	147	135	156	142	129
		Corporate and Organizational Communication, AB (#522)	090901	80	59	73	60	61
		Popular Culture Studies, AB (#758)	302601	28	22	19	24	12
		Public Relations, AB (#763)	090902	116	135	139	137	112
All				526	478	508	483	437

Level - Degree Type - Minor			Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Undergraduate	Non Degree	Communication Studies, Minor (#480)	43	49	42	35	30
		Digital Advertising, Minor (#351)	14	16	18	28	31
All			57	65	60	63	61

Conferrals by Academic Year

Conferrals awarded are based on Summer-Fall-Spring cycle, and include multiple majors.

Level - Degree Type - Major - CIP				AY 2013-2014	AY 2014-2015	AY 2015-2016	AY 2016-2017	AY 2017-2018
Graduate	Certificate	Communicating in Organizations, CER (#0471)	090901	0	0	2	1	1
		Organizational Communication, CER (#175)~	090901	3	1	0	0	0
	Masters	Communication, MA (#109)~	090101	11	0	1	0	0
		Organizational Communication, MA (#0012)	090101	4	7	11	6	6
Undergraduate	Baccalaureate	Advertising, AB (#727)	090903	33	30	25	29	32
		Communication Studies, AB (#792)	090101	43	28	43	41	51
		Corporate and Organizational Communication, AB (#522)	090901	27	24	19	21	26
		Popular Culture Studies, AB (#758)	302601	6	9	2	4	5
		Public Relations, AB (#763)	090902	22	21	28	37	35
All				149	120	131	139	156

Level - Degree Type - Minor			AY 2013-2014	AY 2014-2015	AY 2015-2016	AY 2016-2017	AY 2017-2018
Undergraduate	Non Degree	Communication Studies, Minor (#480)	7	4	6	6	8
		Digital Advertising, Minor (#351)	5	5	4	0	4
All			12	9	10	6	12

Departmental SCHP by Academic Year

In-Department student credit hours generated by majors, minors, and certificates.

Level - Major - CIP			Provided Credit Hours				
			AY 2013-2014	AY 2014-2015	AY 2015-2016	AY 2016-2017	AY 2017-2018
Graduate	Communicating in Healthcare, CER (#0475)	090905	0.0	0.0	0.0	0.0	6
	Communicating in Organizations, CER (#0471)	090901	0.0	6	48	18	51
	Communication, MA (#109)~	090101	48	2	0.0	0.0	0.0
	Organizational Communication, CER (#175)~	090901	21	9	0.0	0.0	0.0
	Organizational Communication, MA (#0012)	090101	243	261	240	187	176
Undergraduate	Advertising, AB (#727)	090903	267	873	634	711	799
	Communication Studies, AB (#792)	090101	1,611	1,567	1,831	1,754	1,382
	Communication Studies, Minor (#480)		257	262	243	213	201
	Corporate and Organizational Communication, AB (#522)	090901	973	865	956	792	813
	Digital Advertising, Minor (#351)		30	85	105	114	222
	Popular Culture Studies, AB (#758)	302601	57	61	46	69	48
	Public Relations, AB (#763)	090902	273	850	882	948	950
All			3,780	4,841	4,985	4,806	4,648

First Year Persistence by Fall Cohort

Fall-to-fall Persistence of the first time students entering with a declared major in the program. Persistence includes enrollment or graduation after one year.

Level - Degree - Major - CIP				Fall 2013		Fall 2014		Fall 2015		Fall 2016		Fall 2017	
				# in Cohort	% Persisted	# in Cohort	% Persisted	# in Cohort	% Persisted	# in Cohort	% Persisted	# in Cohort	% Persisted
Graduate	Certificate	Communicating in Organizations, CER (#0471)	090901	0	0	0	0	0	0	1	100.0%	0	0
		Organizational Communication, CER (#175)~	090901	0	0	1	0.0%	0	0	0	0	0	0
	Masters	Communication Studies, AB (#792)	090101	0	0	0	0	0	0	1	100.0%	0	0
		Communication, MA (#109)~	090101	1	100.0%	0	0	0	0	0	0	0	0
		Organizational Communication, MA (#0012)	090101	8	100.0%	4	75.0%	10	90.0%	4	75.0%	7	85.7%
Level Subtotal				9	100.0%	5	60.0%	10	90.0%	6	83.3%	7	85.7%
Undergraduate	Baccalaureate	Advertising, AB (#727)	090903	14	85.7%	20	70.0%	8	87.5%	10	90.0%	12	75.0%
		Communication Studies, AB (#792)	090101	11	63.6%	21	76.2%	21	85.7%	13	76.9%	11	81.8%
		Corporate and Organizational Communication, AB (#522)	090901	3	100.0%	3	66.7%	2	100.0%	4	100.0%	2	100.0%
		Popular Culture Studies, AB (#758)	302601	2	100.0%	2	100.0%	0	0	1	0.0%	4	75.0%
		Public Relations, AB (#763)	090902	11	72.7%	17	88.2%	23	82.6%	19	78.9%	14	85.7%
	Level Subtotal				41	78.0%	63	77.8%	54	85.2%	47	80.9%	43

Progression Numbers by Academic Year

The number of undergraduate students progressing to the next classification or graduating during the academic year.

Level - Degree - Major - CIP				Academic Year							
				2014/15		2015/16		2016/17		2017/18	
				#	% Progressed	#	% Progressed	#	% Progressed	#	% Progressed
Undergraduate	Baccalaureate	Advertising, AB (#727)	090903	100	73.0%	91	83.5%	98	83.7%	91	83.5%
		Communication Studies, AB (#792)	090101	122	68.0%	129	72.9%	134	72.4%	107	76.6%
		Corporate and Organizational Communication, AB (#522)	090901	60	73.3%	61	85.2%	65	84.6%	68	77.9%
		Popular Culture Studies, AB (#758)	302601	21	81.0%	18	77.8%	18	88.9%	17	70.6%
		Public Relations, AB (#763)	090902	110	75.5%	126	82.5%	125	86.4%	106	80.2%

150% Graduation Rates by Fall Cohort

Percentage of degree-seeking students graduating within 150% of normal time.

150% graduation time varies by degree type - Associates: 3 years; Bachelors: 6 years; Masters/Specialist: 3 years; Doctoral: 4 years.

Graduation Rates are calculated through the most recent cohort with a graduating term of Summer 2018.

Level - Degree - Major - CIP				AY 2013-2014		AY 2014-2015		AY 2015-2016		AY 2016-2017		AY 2017-2018	
				#	%	#	%	#	%	#	%	#	%
Undergraduate	Baccalaureate	Advertising, AB (#727)	090903	26	50.0%	15	53.3%	20	55.0%	17	52.9%	14	71.4%
		Communication Studies, AB (#792)	090101	3	100.0%	19	68.4%	15	73.3%	13	53.8%	11	36.4%
		Corporate and Organizational Communication, AB (#522)	090901	2	100.0%	0	0	4	100.0%	4	75.0%	3	66.7%
		Popular Culture Studies, AB (#758)	302601	0	0	0	0	1	100.0%	3	66.7%	2	100.0%
		Public Relations, AB (#763)	090902	19	78.9%	17	58.8%	12	58.3%	20	65.0%	10	60.0%
All				50	66.0%	51	60.8%	52	65.4%	57	59.6%	40	60.0%

Level - Degree - Major - CIP				AY 2013-2014		AY 2014-2015		AY 2015-2016		AY 2016-2017		AY 2017-2018	
				#	%	#	%	#	%	#	%	#	%
Graduate	Masters	Communication Studies, AB (#792)	090101	0	0	0	0	0	0	0	0	1	100.0%
		Communication, MA (#109)~	090101	5	100.0%	1	100.0%	0	0	0	0	0	0
		Organizational Communication, MA (#0012)	090101	0	0	8	87.5%	4	50.0%	10	90.0%	4	100.0%
All				5	100.0%	9	88.9%	4	50.0%	10	90.0%	5	100.0%

Average Years To Graduate by Program

Average years to graduate (i.e., degree term less first term at WKU at the same level).

Department	Major	CIP	AY 2013-2014	AY 2014-2015	AY 2015-2016	AY 2016-2017	AY 2017-2018
COMM	Organizational Communication, MA (#0012)	090101	1.67 (N=4)	2.45 (N=6)	1.94 (N=10)	1.75 (N=4)	2.54 (N=5)
	Communication, MA (#109)~	090101	3.15 (N=9)		3.67 (N=1)		
	Digital Advertising, Minor (#351)		3.80 (N=5)	4.87 (N=5)	3.67 (N=4)		4.75 (N=4)
	Communication Studies, Minor (#480)		4.05 (N=7)	5.17 (N=4)	4.27 (N=5)	3.73 (N=6)	3.76 (N=7)
	Corporate and Organizational Communication, AB (#522)	090901	3.85 (N=25)	4.62 (N=23)	3.76 (N=19)	6.10 (N=21)	3.89 (N=26)
	Advertising, AB (#727)	090903	3.97 (N=32)	4.00 (N=30)	4.51 (N=25)	3.85 (N=29)	3.69 (N=32)
	Popular Culture Studies, AB (#758)	302601	4.50 (N=4)	4.96 (N=9)	3.83 (N=2)	4.42 (N=4)	3.93 (N=5)
	Public Relations, AB (#763)	090902	4.35 (N=22)	4.05 (N=20)	4.79 (N=27)	3.75 (N=35)	3.80 (N=35)
	Communication Studies, AB (#792)	090101	4.24 (N=42)	3.89 (N=28)	4.41 (N=42)	3.83 (N=41)	4.09 (N=50)

Delivery Cost

Total Department SCHP includes all SCHP taught in courses owned by the Department, including those taught by part-time faculty and full-time faculty outside the department. Data excludes ensemble performance, independent study, maintaining matriculation, co-op ed, dual credit, on-demand, research, and student teaching course sections.

Department	# Tenure Track Faculty (A)	Tenure Track Mean Salary (B)	# Non-Tenure Track Faculty (C)	Non-Tenure Track Mean Salary (D)	Total Department SCHP (E)	Cost Per SCHP $\left(\frac{[A*B] + [C*D]}{E}\right)$
COMM	15	\$59,168	8	\$47,808	14,614	\$87

Faculty Efficiency and Class Size

Excludes ensemble performance, independent study, maintaining matriculation, co-op ed, dual credit, on-demand, research, and student teaching course sections.

Departmental Efficiency Data:		AY 2013-2014	AY 2014-2015	AY 2015-2016	AY 2016-2017	AY 2017-2018
SCHP per Full-Time Faculty		364	363	432	447	400
% SCHP Taught by Full-time Faculty		63.3%	65.5%	65.1%	69.3%	65.7%
Upper Div Median Class Size		24	19	24	24	20
% Upper Div Sections with < 15 Enrolled		27.3%	35.1%	29.6%	26.0%	33.8%
Graduate Median Class Size		8	12	11	10	10
% Graduate Sections with < 10 Enrolled		61.5%	28.6%	38.5%	41.7%	35.7%