

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

<b>Institution:</b>
Western Kentucky University (00200200)
<b>College:</b>
Potter College of Arts & Letters
<b>WKU Department Code:</b>
JOUR
<b>Data as of:</b>
30OCT18
<b>Prepared by:</b>
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
Undergraduate	Baccalaureate	Broadcasting, AB (#726)	090402	308	293	266	261	242
		Film, AB (#667)	090701	154	152	142	143	132
		Journalism, AB (#736)	090401	0	32	58	84	89
		Mass Communication, AB (#725)~	090102	23	15	6	2	0
		News/Editorial Journalism, AB (#716)~	090401	94	62	26	12	3
		Photojournalism, AB (#750)	090404	127	104	111	99	101
	Certificate	iMedia, CER (#1702)	090702	3	4	1	0	1
All				709	662	610	601	568

Level - Degree Type - Minor				Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Undergraduate	Non Degree	Advertising(Mkg Majors Only), Minor (#306)		0	0	1	3	0
		Advertising, Minor (#303)~		0	0	1	0	0
		Broadcasting, Minor (#330)		65	69	57	46	48
		Journalism Education, Minor (#402)~		6	3	0	0	0
		Journalism Writing, Minor (#403)		0	15	27	28	28
		Mass Communication, Minor (#414)~		7	2	1	1	0
		News/Editorial Writing, Minor (#419)~		20	11	4	1	0
		Photojournalism, Minor (#433)		0	0	0	10	29
All				98	100	91	89	105

## 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
Undergraduate	Baccalaureate	Broadcasting, AB (#726)	090402	54	47	41	52	46
		Film, AB (#667)	090701	19	22	24	16	34
		Journalism, AB (#736)	090401	0	0	0	2	8
		Mass Communication, AB (#725)~	090102	3	5	1	2	1
		News/Editorial Journalism, AB (#716)~	090401	15	20	10	13	3
		Photojournalism, AB (#750)	090404	11	12	7	12	9
	Certificate	iMedia, CER (#1702)	090702	0	2	1	0	0
All				102	108	84	97	101

Level - Degree Type - Minor				AY 2013-2014	AY 2014-2015	AY 2015-2016	AY 2016-2017	AY 2017-2018
Undergraduate	Non Degree	Broadcasting, Minor (#330)		17	15	23	7	13
		Journalism Writing, Minor (#403)		0	1	3	5	6
		Mass Communication, Minor (#414)~		2	1	0	2	0
		News/Editorial Writing, Minor (#419)~		2	5	2	1	0
		Photojournalism, Minor (#433)		0	0	0	0	1
All				21	22	28	15	20

## 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
Undergraduate	Advertising(Mkg Majors Only), Minor (#306)		0.0	0.0	0.0	3	0.0
	Advertising, Minor (#303)~		0.0	0.0	6	0.0	0.0
	Broadcasting, AB (#726)	090402	2,486	2,839	2,903	2,921	2,453
	Broadcasting, Minor (#330)		343	327	267	195	223
	Film, AB (#667)	090701	1,016	1,249	1,348	1,101	1,263
	Journalism Education, Minor (#402)~		12	3	0.0	0.0	0.0
	Journalism Writing, Minor (#403)		0.0	135	164	164	172
	Journalism, AB (#736)	090401	0.0	348	573	913	1,002
	Mass Communication, AB (#725)~	090102	162	66	18	6	0.0
	Mass Communication, Minor (#414)~		42	18	15	3	0.0
	News/Editorial Journalism, AB (#716)~	090401	969	458	268	87	27
	News/Editorial Writing, Minor (#419)~		144	75	33	0.0	0.0
	Photojournalism, AB (#750)	090404	1,119	936	1,194	1,002	1,140
	Photojournalism, Minor (#433)		0.0	0.0	0.0	108	255
iMedia, CER (#1702)	090702	40	30	15	0.0	6	
All		6,333	6,484	6,804	6,503	6,541	

## 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
Undergraduate	Baccalaureate	Broadcasting, AB (#726)	090402	80	78.8%	96	75.0%	80	75.0%	61	77.0%	56	66.1%
		Film, AB (#667)	090701	27	77.8%	42	83.3%	33	90.9%	36	83.3%	32	59.4%
		Journalism, AB (#736)	090401	0	0	0	0	26	69.2%	29	65.5%	39	79.5%
		Mass Communication, AB (#725)~	090102	7	71.4%	8	50.0%	1	0.0%	0	0	0	0
		News/Editorial Journalism, AB (#716)~	090401	31	77.4%	24	70.8%	0	0	0	0	0	0
		Photojournalism, AB (#750)	090404	41	68.3%	37	78.4%	28	75.0%	34	73.5%	28	82.1%
	Level Subtotal		186	75.8%	207	75.8%	168	76.8%	160	75.6%	155	71.0%	

## 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	Broadcasting, AB (#726)	090402	229	62.0%	240	65.8%	219	72.6%	196	66.8%
		Film, AB (#667)	090701	125	60.8%	121	71.1%	120	70.8%	113	64.6%
		Journalism, AB (#736)	090401	0	0	31	41.9%	58	55.2%	67	64.2%
		Mass Communication, AB (#725)~	090102	18	33.3%	6	66.7%	3	33.3%	0	0
		News/Editorial Journalism, AB (#716)~	090401	64	68.8%	33	78.8%	12	83.3%	3	100.0%
		Photojournalism, AB (#750)	090404	85	57.6%	72	61.1%	84	56.0%	66	65.2%
	Certificate	iMedia, CER (#1702)	090702	3	100.0%	0	0	0	0	0	0

## 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	Broadcasting, AB (#726)	090402	96	54.2%	93	60.2%	76	63.2%	82	57.3%	80	62.5%
		Film, AB (#667)	090701	0	0	0	0	16	50.0%	35	54.3%	27	48.1%
		Mass Communication, AB (#725)~	090102	10	60.0%	4	25.0%	4	100.0%	4	50.0%	7	42.9%
		News/Editorial Journalism, AB (#716)~	090401	36	52.8%	39	71.8%	36	80.6%	26	57.7%	31	58.1%
		Photojournalism, AB (#750)	090404	58	43.1%	49	59.2%	47	53.2%	52	51.9%	41	43.9%
All				200	51.0%	185	61.6%	179	63.7%	199	55.3%	186	54.8%

## 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
JOUR	Broadcasting, Minor (#330)		4.75 (N=16)	4.22 (N=15)	4.49 (N=23)	5.00 (N=7)	4.31 (N=13)
	Journalism Writing, Minor (#403)			3.67 (N=1)	3.89 (N=3)	3.40 (N=5)	4.83 (N=6)
	Mass Communication, Minor (#414)~		3.67 (N=2)	3.67 (N=1)		6.83 (N=2)	
	News/Editorial Writing, Minor (#419)~		3.51 (N=2)	3.40 (N=5)	4.17 (N=2)	5.00 (N=1)	
	Photojournalism, Minor (#433)						4.67 (N=1)
	Film, AB (#667)	090701	3.60 (N=19)	3.62 (N=21)	4.25 (N=24)	3.98 (N=16)	3.94 (N=34)
	News/Editorial Journalism, AB (#716)~	090401	4.40 (N=15)	4.22 (N=20)	4.47 (N=10)	5.62 (N=13)	4.22 (N=3)
	Mass Communication, AB (#725)~	090102	4.00 (N=3)	4.13 (N=5)	4.33 (N=1)	3.84 (N=2)	
	Broadcasting, AB (#726)	090402	4.25 (N=53)	3.77 (N=47)	4.02 (N=39)	4.15 (N=52)	3.73 (N=45)
	Journalism, AB (#736)	090401				2.17 (N=2)	4.50 (N=8)
	Photojournalism, AB (#750)	090404	4.55 (N=11)	4.86 (N=12)	4.29 (N=7)	4.89 (N=12)	4.85 (N=9)



## 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 $\left(\frac{[A*B] + [C*D]}{E}\right)$
JOUR	14	\$62,759	3	\$48,784	7,738	\$132

## 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		294	269	340	340	302
% SCHP Taught by Full-time Faculty		86.4%	83.6%	89.5%	88.0%	89.7%
Upper Div Median Class Size		15	15	15	15	15
% Upper Div Sections with < 15 Enrolled		47.4%	48.6%	42.9%	47.9%	49.3%
Graduate Median Class Size		10	15			
% Graduate Sections with < 10 Enrolled		0.0%	0.0%			