

## A.Q. Miller School Retention Rates

A. Q. Miller School faculty members value their relationships with students. Of course, not every student who enters our programs will remain a News & Sports Media or Advertising & Public Relations major. But our goal is to provide a friendly, supportive atmosphere, excellent instruction and quality student advising. Over the past five years, we have invested heavily in our efforts to improve our student retention, as evidenced in our retention statistics:

Entering Class	First Year		Second Year		Third Year		Fourth Year		Fifth Year	
	KSU	SMC	KSU	SMC	KSU	SMC	KSU	SMC	KSU	SMC
Fall 2015	83.3	82.9	72.2	70.5	59.8	52.4	23.6	10.5	4.9	1.0
Fall 2016	82.2	83.7	72.2	73.9	58.8	62.0	20	8.7	4.1	1.1
Fall 2017	83.1	81.0	72.9	70.2	60.4	52.4	21.8	14.3	4.6	1.2
Fall 2018	84.0	85.9	73.2	71.9	59.6	51.6	19.9	12.5	4.1	1.6
Fall 2019	85.2	89.2	73.2	76.9	59.4	61.5	19.0	9.2	3.8	1.5
Fall 2020	85.6	90.2	74.4	90.2	60.6	70.7	17.5	12.2		
Fall 2021	84.8	89.2	73.2	73.0	58.3	51.4				
Fall 2022	85.7	93.3	74.1	88.9						
Fall 2023	84.7	93.5								
Fall 2024										

- Retention rates show the percentage of new, degree-seeking freshmen who continue to enroll at Kansas State University or within the School of Media and Communication in subsequent fall semesters after they begin coursework.

- Percentages include those with primary majors within the A. Q. Miller School (both majors and pre-majors, excluding majors in Communication Studies and Digital Innovation in Media, which are not accredited).

## A.Q. Miller School Graduation Rates

The goal, of course, is to ensure that our students advance through our program in a timely manner towards graduation. Students who join our program as freshmen and who take their courses as prescribed can easily graduate in four years. But we do find that many students take longer than four years to complete their degrees, as evidenced by recent graduation data.

Entering Class	Third Year		Fourth Year		Fifth Year		Sixth Year	
	KSU	SMC	KSU	SMC	KSU	SMC	KSU	SMC
Fall 2015	12.1	17.1	46.0	54.3	64.4	64.8	67.8	66.7
Fall 2016	12.6	15.2	50.0	69.6	65.3	76.1	67.7	76.1
Fall 2017	13.4	16.7	50.3	52.4	66.5	64.3	69.2	64.3
Fall 2018	14.7	20.3	52.8	54.7	68.1	65.6	70.6	67.29
Fall 2019	14.4	15.4	53.0	63.1	67.7	70.8		
Fall 2020	15.3	22.0	56.5	80.5				
Fall 2021	17.4	24.3						
Fall 2022								
Fall 2023								
Fall 2024								

· Graduation rates show the percentage of new, degree-seeking freshmen who enroll within the School of Media and Communication's News and Sports Media and Advertising & Public Relations majors and eventually graduate. SMC numbers do not reflect graduation rates of students who transfer into the major from another institution or from another department at Kansas State University.

· Percentages include those with primary majors within the A.Q. Miller School (both majors and pre- majors, excluding majors in Communication Studies and Digital Innovation in Media).

## A.Q. Miller School Undergraduate Enrollment (Full- & Part-time)

Our student media operations and professional organizations, coupled with the reputation of our faculty and the overall atmosphere of our School, continue to attract majors, especially as we launched new programs in News & Sports Media and in Advertising & Public Relations in Spring 2023 (soft launch in Fall 2022). Enrollment rates include full-time and part-time, degree-seeking students who have listed SMC (or the newly launched programs in News & Sports Media or Advertising & Public Relations) their primary major (the Pre-major was phased out).

<i>Fall semester</i>	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
<b>Pre-major</b>	298	181	164	91	148	102	67	39		
<b>Advertising</b>	42	61								
<b>Journalism/Electronic</b>	46	64								
<b>Journalism/Print</b>	17	30								
<b>Public Relations</b>	102	128								
<b>Mass Communications-BS</b>			152	180	131	139	132	134	61	21
<b>Mass Communications-BA</b>			90	94	62	53	48	51	23	7
<b>News &amp; Sports Media</b>								2	89	125
<b>Advertising &amp; Public Relations</b>								3	61	114
<b>Total</b>	505	464	406	365	341	295	247	229	234	267

### Codes

UPSMC

BMCBSAD

BMCBSDE

BMCBSDP

BMCBSPR

BMCBASC

BMCBSJM

BMCBAAD

BMCBADE

BMCBADP

BMCBAPR

BMCBASC

BMCBAJM

BANSM

BSNSM

BAPR-

BA

BAPR-

BA

# A.Q. Miller School Internships

One of the hallmarks of our curriculum is our long-established internship program. A.Q. Miller School interns have worked in and developed contacts in media and strategic communications firms in markets large and small across the country and in several countries around the world.

	Spring	Summer	Fall	Total
2015	24	35	39	98
2016	21	46	38	105
2017	26	33	36	95
2018	19	29	42	90
2019	21	27	40	88
2020	21	28	13	62
2021	20	58	22	100
2022	23	39	20	82
2023	18	34	16	68
2024	6	57	15	78

## A.Q. Miller School Scholarships

The A.Q. Miller School is blessed with a large and loyal alumni base. Many of our graduates have made generous contributions to SMC Scholarship Fund, as evidenced by our scholarship awards over the past five years:

	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
<b>Total Awarded</b>	\$182,050.00	\$203,450.00	\$208,750.00	\$272,050.00	\$227,600.00
<b>Number of Scholarships</b>	65	73	93	75	113

· Some students receive two or three scholarships from the A.Q. Miller School in a single academic year.