

Retention Rates

The retention rates for freshman students for the first and second year in the last six years (2008-2013) is between 66% and 84%. There was a steady improvement in retention rates as reflected in the rates in 2013 (80% for the first year and 75% for the second year). There are many of reasons for students who do not complete their academic studies at the college as change of major and international students who return to their home country when the work contract of their parents is terminated and dismissal for poor academic records. (See Table 4 for retention rates from 2008-2013).

**Table 4: Retention Rates at the College Level
From 2008-2013**

Fall Term	Freshman	First Year		Second Year	
	No	No	%	No	%
2008	155	113	73%	107	69%
2009	164	126	77%	112	68%
2010	214	179	84%	160	75%
2011	295	217	74%	190	64%
2012	282	197	70%	193	68%
2013	249	200	80%	187	75%

The retention rates vary from one major to another and from one year to another. The retention rates are steady for Electronic Media ($\geq 83\%$ for the first year ≥ 69 for the second year) and Graphic Design ($\geq 83\%$ except for the year 2011 (56%). It is often difficult to retain faculty members in the Graphic Design Program given that most faculty members in that program have technical knowledge but not enough research to satisfy the requirements of contract renewal and promotion. The retention rates for Journalism are affected by the relative small number of students in the program. The rates for the Mass Communication Program in English are between ≥ 70 for the first year and $\geq 65\%$ for the second year. The fact that this program is relatively new in comparison may be a reason for the rates in question. The retentions rates for Public Relations are $\geq 73\%$ for the first year and $\geq 63\%$ for the second year. The average of retention rate rates for all programs, however, is 77% for the first year and 70.% for the second year from 2010 to 2013. The last year 2013 had a higher average: 80% for the first year and 75% for the second year.

Table 5: Retention Rates According to Majors from 2010 to 2013

Fall Term	Major	Freshman	First Year		Second Year	
		No	No	%	No	%
2010	Electronic Media	46	38	83%	36	78%
	Graphic Design	51	43	84%	36	71%
	Journalism	11	7	64%	7	64%
	Public Relations	106	91	86%	81	76%
	Total College	214	179	84%	160	75%
2011	Electronic Media	77	63	82%	53	69%
	Graphic Design	52	32	62%	29	56%
	Journalism	9	7	78%	6	67%
	Public Relations	157	115	73%	102	65%
	Total College	295	217	74%	190	64%
2012	Electronic Media	14	12	86%	12	86%
	Graphic Design	15	14	93%	15	100%
	Journalism	5	5	100%	5	100%
	Mass Communication	18	16	89%	15	83%
	Public Relations	230	150	65%	146	63%
	Total	282	197	70%	193	68%
2013	Electronic Media	28	25	89%	23	82%
	Graphic Design and Multimedia	17	15	88%	13	76%
	Journalism	3	2	67%	2	67%
	Mass Communication	23	16	70%	15	65%
	Public Relations	178	142	80%	134	75%
	Total	249	200	80%	187	75%

The graduation rates for the College are good. The percent of students graduating in their fourth year is $\leq 69\%$. The last year, 2010, had the highest rate of 87% (See Table 6).

Table 6: Graduate Rates at the College Level from 2006 to 2010

Fall Term	Forth Year		Fifthe Year		Sixth Year		Total
	No	%	No	%	No	%	
2006	87	71%	32	26%	4	3%	123
2007	122	83%	20	14%	5	3%	147
2008	82	75%	19	17%	8	7%	109
2009	74	69%	28	26%	6	6%	108
2010	133	87%	20	13%	0	0%	153

The graduation rates are becoming similar for all programs. The rates for 2010 are similar for Electronic Media, Graphic Design and Journalism (86%) and a little higher for Public Relations (88%). (See Table 7)

Table 7: Graduation Rates According to Major from 2006 to 2010

Fall Term	Major	Forth Year		Fifthe Year		Sixth Year		Total
		No	%	No	%	No	%	
2006	Communication	4	57%	3	43%	0	0%	7
	Electronic Media	14	70%	6	30%	0	0%	20
	Graphic Design	20	69%	7	24%	2	7%	29
	Journalism	9	75%	3	25%	0	0%	12
	Public Relations	40	73%	13	24%	2	4%	55
	Total	87	71%	32	26%	4	3%	123
2007	Communication	105	87%	15	12%	1	1%	121
	Electronic Media	2	50%	1	25%	1	25%	4
	Graphic Design	10	77%	2	15%	1	8%	13
	Public Relations	5	56%	2	22%	2	22%	9
	Total	122	83%	20	14%	5	3%	147
2008	Communication	0	0%	2	50%	2	50%	4
	Electronic Media	11	69%	3	19%	2	13%	16
	Graphic Design	28	85%	3	9%	2	6%	33
	Journalism	3	60%	2	40%	0	0%	5
	Public Relations	40	78%	9	18%	2	4%	51
	Total	82	75%	19	17%	8	7%	109
2009	Electronic Media	10	59%	5	29%	2	12%	17
	Graphic Design	22	69%	7	22%	3	9%	32
	Journalism	4	100%	0	0%	0	0%	4
	Public Relations	38	69%	16	29%	1	2%	55
	Total	74	69%	28	26%	6	6%	108
2010	Electronic Media	30	86%	5	14%	0	0%	35
	Graphic Design	30	86%	5	14%	0	0%	35
	Journalism	6	86%	1	14%	0	0%	7
	Public Relations	67	88%	9	12%	0	0%	76
	Total	133	87%	20	13%	0	0%	153