

Masters Program Profile: Digital Content Strategy, MS

This program is in the School of Journalism.

Additional information available at <https://journalism.ku.edu/>

Notes: First enrollments in Digital Content Strategy in Summer 2016. This is an online masters program.

School of Journalism Faculty	Fall 2018
Total Faculty	36
Tenured and Tenure Track Faculty	22
<i>Tenured Faculty</i>	18
<i>Non-tenured Faculty on Tenure Track</i>	4
Other Faculty/Instructors/Lecturers	14
<i>Total Faculty FTE</i>	29.2

Includes tenured and tenure-track faculty paid by the department.

Masters Enrollment	Fall 15-17 Avg	Fall 2018
Total	38.5	35
<i>Online program</i>	38.5	35
<i>Full time</i>	36.4%	17.1%
<i>Minority</i>	14.3%	17.1%
<i>International</i>	2.6%	0.0%
<i>Female</i>	68.8%	65.7%
Average Hours for Masters Students	7.2	6.6

Masters Program Admissions: Spring / Summer / Fall					
2016 - 2018	3-Year Average	Mean GPA	Mean Verbal GRE	Mean Quantitative GRE	Mean Analytical GRE
Applications	33.7	3.3	--	--	--
Admissions	31.7	3.3	--	--	--
Matriculations	26.7	3.3	--	--	--

GRE scores included if submitted by 60% of applicants. See program website for exact admissions requirements.

Support for Fall 2018 Masters Students	Head Count	Avg AY Amount	Type of Support	Head Count
Number Receiving Support / Average Per-Student Support (excluding loans)	9	\$8,650	GTAs	0
Number Receiving Educational Loans / Average Amount	17	\$15,570	GRAs	0
			Other Institutional Support	7
			External Support	3

Includes support disbursed through or recorded in the university HR Pay, financial aid, or third party payment systems as of March 29, 2019. KUMC support included whenever possible. Some external support may not be included. Assistantships as of Fall 2018 calculated for 9 months; assistantships may be outside program. Other institutional support may include tuition waivers and adjustments, scholarships, grants and fellowships, and other grant-funded or institutional support.

Students may have more than one type of support.

Masters Degrees Completed			% of Degrees Completed		
Year of Completion (Su\Fa\Sp)	Count	Median Elapsed Years to Degree	Within 2 Yrs	Within 3 Yrs	Within 4 Yrs
FY 2013 - 2015	0				
FY 2016 - 2018	8	1.2	87.5%	100.0%	100.0%

Median years to degree calculation may include both full- and part-time students. Degree data may include doctoral students who complete masters degrees in the course of their program.