

Masters Program Profile: Digital Content Strategy, MS

This program is in the School of Journalism.

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

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

School of Journalism Faculty	Fall 2017
Total Faculty	38
Tenured and Tenure Track Faculty	23
<i>Tenured Faculty</i>	20
<i>Non-tenured Faculty on Tenure Track</i>	3
Other Faculty/Instructors/Lecturers	15
<i>Total Faculty FTE</i>	28.7

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

Masters Enrollment	Fall 14-16 Avg	Fall 2017
Total	31.0	46
<i>Online program</i>	31.0	46
<i>Full time</i>	38.7%	34.8%
<i>Minority</i>	12.9%	15.2%
<i>International</i>	3.2%	2.2%
<i>Female</i>	71.0%	67.4%
Average Hours for Masters Students	7.2	7.2

Masters Program Admissions: Spring / Summer / Fall					
2015 - 2017	3-Year Average	Mean GPA	Mean Verbal GRE	Mean Quantitative GRE	Mean Analytical GRE
Applications	38.0	3.3	--	--	--
Admissions	35.0	3.3	--	--	--
Matriculations	29.5	3.3	--	--	--

All programs are encouraged to use holistic admissions. See program website for many factors that are considered in admissions.

Support for Fall 2017 Masters Students	Head Count	Avg AY Amount	Type of Support	Head Count
Number Receiving Support / Average Per-Student Support (excluding loans)	17	\$3,641	GTAs	0
Number Receiving Educational Loans / Average Amount	15	\$12,882	GRAs	0
			Other Institutional Support	14
			External Support	4

Includes support disbursed through or recorded in the university HR Pay, financial aid, or third party payment systems as of February 15, 2018. KUMC support included whenever possible. Some external support may not be included. Assistantships as of Fall 2017 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 2012 - 2014	0				
FY 2015 - 2017	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.