KEY POINTS

Students can put into practice what they learn in the classroom at more than 13 student-run professional organizations and media outlets associated with the school.

Students can experience global communication and cultures on study abroad trips led by a Greenlee faculty member.

Even with the school’s growing enrollment, faculty advisers use their industry expertise to advise students individually and assist them in securing internships and jobs.
EXECUTIVE SUMMARY

The Greenlee School provides students with support and services that promote learning and ensure timely completion of their program of study. The school offers two full-time academic advisers, a full-time internship coordinator and a secretary in an undergraduate Student Services Office (101 Hamilton Hall).

Advising responsibilities are shared between the full-time professional advising staff and tenured, tenure-track professors and full-time lecturers. The school’s two professional advisers advise students until they complete JL MC 201, Reporting and Writing for the Mass Media. After successful completion of JL MC 201, students are assigned to a faculty adviser.

In addition to advising students prior to their completion of JL MC 201, the professional advising staff members also meet with prospective students and assist students enrolled in JL MC 110, Orientation to Journalism and Mass Communication, in completing four-year plans. The plans help ensure graduation rates that exceed the performance of both the college and the university. In 2009, 3.4% of Greenlee majors graduated in three years, compared to the college, 2.8% and university, 1.6%. 60.7% of Greenlee majors graduated in four years, compared to the college, 44.2% and university, 40.7%. 70.8% of Greenlee majors graduated in five years, compared to the college, 64.1% and university, 67.7%.

Our commitment to professional internships is evident in the assigning of a full-time internship coordinator to these duties. The internship coordinator oversees more than 100 internships in the summer alone and another 30–60 throughout the academic year. In addition to coordinating student internships, the internship coordinator plans internship workshops to prepare students for their professional experiences and hosts the semi-annual Jump-Start Internship and Job Fairs.

Student media and professional organizations are integral parts of the Greenlee student experience. The school offers a wide variety of clubs and organizations that allow students to put knowledge and skills from the classroom into practice. Students can gain print media experience with the Iowa State Daily, the independent student newspaper currently housed in Hamilton Hall (a planned move is scheduled for late fall 2015), or with several student-run print publications including: Ethos, a general interest magazine; Sir, a men’s magazine; Trend, a fashion magazine; Uhuru, a multicultural magazine; and Veritas, law and politics magazine. ISUtv and Cardinal & Gold Advertising Agency (C&G) provide students with additional opportunities to hone and apply media skills learned in the classroom. Student organizations like the Leo Mores Chapter of the Society of Professional Journalists, the Barbara Riedesel Iverson Chapter of the Public Relations Student Society of America and Ad Club provide students with opportunities to network with professionals, participate in national conferences and travel to professional media agencies, newspapers and firms.
Formal evaluation of advising happens at the conclusion of JL MC 110, Orientation to Journalism and Mass Communication, in the form of course evaluations and at the conclusion of student’s final semester in the form of the senior exit survey. Results from these assessments indicate students are satisfied with the overall quality of advising, including faculty advising, academic advising, internship advising and preparation for career goals.

The effectiveness and accuracy of advising and our streamlined curricula contribute to high retention and graduation rates that exceed the performance of both the university and college.

**Table 9. Student Aid**

<table>
<thead>
<tr>
<th>Scholarship Awards to Undergraduate Students in the Unit</th>
<th>2013-2014</th>
<th>2014-2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total amount of scholarship dollars from funds controlled by institution</td>
<td>$3,075,751</td>
<td>$3,402,331</td>
</tr>
<tr>
<td>Number of students receiving scholarships from funds controlled by institution</td>
<td>506</td>
<td>551</td>
</tr>
<tr>
<td>Median individual scholarship from funds controlled by institution</td>
<td>$6,078.56</td>
<td>$6,175</td>
</tr>
<tr>
<td>Total amount of scholarship dollars from funds controlled by unit</td>
<td>$145,760</td>
<td>$196,551</td>
</tr>
<tr>
<td>Number of students receiving scholarships from funds controlled by unit</td>
<td>58</td>
<td>80</td>
</tr>
<tr>
<td>Median individual scholarship from funds controlled by unit</td>
<td>$2,513.10</td>
<td>$2,457</td>
</tr>
</tbody>
</table>

**Undergraduate Assistantships or Work-Study Appointments**

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of students holding appointments</td>
<td>15</td>
</tr>
<tr>
<td>Range of stipends</td>
<td>$8 to $10</td>
</tr>
</tbody>
</table>

1 Additional internship scholarship funds increased the amount of scholarship dollars controlled by the unit
2 Additional work-study appointments for the Greenlee School communications team supervised by the communications specialist
Greenlee students get in-depth information about degree planning and curriculum requirements starting in JL MC 110, Orientation to Journalism and Mass Communication, a course required of all majors before they can progress to foundation classes in journalism and mass communication, advertising, and public relations. Two sessions in the orientation course are devoted to Greenlee and Iowa State graduation requirements; one of those is structured as an in-class workshop during which advisers and the instructor are available to answer questions as students build their plans of study. Sample four-year plans are also provided. An additional class session focuses on the school's 400-hour internship requirement.

To pass the orientation course, students are required to complete four-year plans, including all courses required for graduation. Each must also meet with a Greenlee adviser to review the plan, ensuring all requirements are accounted for, including those relating to the major, the minor or secondary area of expertise, university general-education requirements, the 72-hour rule, credits outside of Greenlee but within Liberal Arts and Sciences, credits at the 300-level or above, total credits, transfer credits and any other requirements related to a particular student's plan of study.

After creating their graduation plans, students must continue to meet with Greenlee advisers each semester before registration to update those plans and track progress toward graduation. A registration checklist is required each semester to double-check how many hours are completed and how many hours are still needed to meet each graduation requirement.

Once students complete JL MC 201, Reporting and Writing for the Mass Media, students are assigned to a faculty adviser, who continues to meet with students prior to course registration each semester and provides internship and career guidance.

Related documents included in appendix 6: Four-year planning template, curriculum sheets (advertising, journalism and mass communication, public relations), sample four-year plans (ADVRT, JL MC, PR), registration checklist, list of minors, list of Greenlee courses.

Each full-time faculty member is required to advise undergraduate majors. Tenured and tenure-track professors and full-time lecturers are provided with a one-course release for advising duties. All full-time faculty members advise students. Professors provide curriculum advice in addition to career counsel.

Faculty members are required to maintain weekly office hours – a minimum of three hours per week plus additional work hours during registration – to accommodate advisees. In addition, many faculty members maintain email, blogs and other digital communications with students to discuss curricular planning, internships and other academic matters.

Outside of class time and office hours, several faculty members advise student media and clubs, working after hours with students and attending organization meetings.
Student media and professional organizations are integral parts of the Greenlee student experience. The school offers a wide variety of clubs and organizations that allow students to put knowledge and skills from the classroom into practice. Through student media and professional organizations, students have increased opportunities to network with professionals, build their portfolios and attend and compete in state, regional and national conferences and competitions.

Student leaders also have a role in school governance. The Student Advisory Board is made up of the leaders of each Greenlee student club, publication and organization. These student leaders meet with the school’s program coordinator four times a semester. Members of the Student Advisory Board choose the recipient of the Harry Heath/Lou Thompson Outstanding Adviser Award, provide feedback on Greenlee events and update the school on their organization’s events and activities.

Our student organizations and Iowa State student media include:

**Ad Club** is open to students from all majors who have an interest in advertising. It is one of our largest student organizations with more than 100 members. Members meet twice a month and invite professionals to discuss the latest news, trends and techniques in advertising. The Ad Club takes trips each year to advertising agencies and businesses across the country, providing networking opportunities for students. Ad Club members often work with the Cardinal & Gold Advertising Agency to create campaigns for Iowa State programs and events. Associate Director Joel Geske advises the club.

**Cardinal & Gold Advertising Agency (C&G)** welcomes all Iowa State students who have an interest in creating advertising. C&G students put classroom work into practice, creating advertising for campus organizations and academic units. The agency begins with research, develops a strategy and then implements the creative using video, print, online and social media. Associate Professor Jay Newell advises C&G.

**Ethos magazine** is an award-winning, student-run general interest magazine. Ethos magazine has been covering the culture of Iowa State University since the magazine’s inception in 1947. Ethos features in-depth stories and has a strong commitment to quality journalism. Ethos, the longest running student magazine on campus, has a strong online presence and has won a number of national awards in the past five years including two Pacemakers. The magazine’s adviser is Associate Professor Dennis Chamberlin.

**Barbara Riedesel Iverson Chapter of the Public Relations Student Society of America** is a named, endowed and award-winning student organization that offers students an opportunity to practice public relations through various competitions and service projects. It provides a variety of pre-professional development opportunities, such as portfolio workshops, speakers, national conferences and opportunities to network with students and professionals in the PR field. In fall 2014, the Iowa State chapter of PRSSA became a named chapter thanks to the generous support of Barbara Iverson, a 1976 Greenlee graduate. Senior Lecturer Erin Wilgenbusch serves as the organization’s adviser.

**ISUtV** is a student-operated online TV channel. During the school year, ISUtV has original programming comprised of sports, weather and
entertainment shows. Students manage all of the channel’s programming and resources. ISUtv welcomes students from all majors and experience levels. Assistant Professor Raluca Cozma advises ISUtv.

The Iowa State Daily is the independent student newspaper serving the Iowa State and Ames communities since 1890. The Daily has fully-functioning advertising and editorial departments.

Kappa Tau Alpha (KTA) is the national honor society of journalism and mass communication. Established in 1910 at the University of Missouri, KTA has 95 chapters and is one of 64 members of the Association of College Honor Societies. KTA membership is restricted to the top-ranking undergraduate and graduate students in journalism and mass communication programs. Iowa State University’s KTA chapter was established in 1986. ISU initiations are held annually, in conjunction with the school’s graduation reception. The adviser is Assistant Professor Raluca Cozma.

KURE 88.5, a student-produced and student-managed radio station broadcasts to the Ames and Iowa State communities. The radio station provides listeners with a wide range of musical genres, live broadcasts of Cyclone sporting events, news programs and talk shows.

Leo Mores Chapter of the Society of Professional Journalists is a named, endowed chapter of SPJ dedicated to the perpetuation of a free press as the cornerstone of our nation and our liberty. The Iowa State chapter of SPJ strongly encourages its members to reflect upon the more than two centuries of free-press tradition in this county. Toward that end, the SPJ takes part in the annual Greenlee school First Amendment Day celebration. The organization also brings in professional journalism speakers and takes part in state, regional and national conventions. Mark Witherspoon, editorial adviser for the Iowa State Daily, advises the Leo Mores Chapter.

SIR magazine is Iowa State’s men’s magazine, which publishes stimulating, informative and gentlemanly reads for the student body. Sir made its debut in spring 2011 and primarily focuses on the six departments of lifestyle, gear, travel, food and drink, sports and entertainment. Communication Specialist Matt Wettengel serves as the adviser for Sir magazine.

Veritas is a student-run publication that publishes once a semester. The magazine’s focus is in-depth coverage of law and politics. The purpose of this organization is to engage Iowa State students by providing them with unbiased, truthful information. Associate Professor Dennis Chamberlin serves as the adviser for Veritas.

Other student media outlets at Iowa State include: Trend, a fashion magazine that covers the latest developments in fashion and beauty, shopping and other cultural events. Uhuru, Swahili for “freedom,” is the multicultural magazine on campus written by, about and for those interested in gaining a multicultural education and thoughtful perspective of society.

Greenlee School Study Abroad In addition to student media, the school also has mass communication study abroad opportunities available to students every summer led by Associate Professor and Director of Undergraduate Education Dennis Chamberlin. In summer 2010 and 2014,
students traveled to Poland, for “Poland Through a Lens,” which offers students the opportunity to explore one of the most rapidly changing new democracies in Europe. During the course, students create a blog with photos to tell the stories of the people they meet during the three weeks of travel. As participants in “Poland Through a Lens,” students get to experience several sides of the contemporary Polish experience from the world of the affluent businessmen in the big cities to the struggling farmers learning to cope with the economic changes predicated by the country’s entry into the European Union. During the program, students attended lectures and meetings with accomplished Polish photographers, journalists and professors who led sessions on topics such as new Polish media, working in foreign countries, and contemporary Polish culture and society.

In Summer 2011, 2012, 2013 and 2015, students traveled to Urbino, Italy, for the Urbino Project. Throughout the month-long course, students learn the essentials of multimedia journalism—how to tell stories with text, images and video—and produce stories with the assistance of University of Urbino students, who act as interpreters. Students also have daily instruction in “survival” Italian, taught by Francesca Carducci, a professor at the University of Urbino. The classes cover the basics of conversational Italian and provide some insight into the culture, food and way of life in Italy.

Students work on skills critical for successful journalism, including the basics of finding and reporting compelling stories with words and images. All students report, write, shoot photos and video and post their stories to the class website. Students learn how to navigate as professional journalists in a foreign culture by working with interpreters and crafting ready-to-publish features and news stories.

The Urbino Project was started by ieiMedia and has been associated with San Francisco State University and James Madison University.

For each study abroad experience, students earn three journalism elective credit hours. Outside of the mass communication study abroad opportunities, many students study abroad in other programs offered through the university Office of Study Abroad.

**Greenlee School Learning Community** In fall 2013, the Greenlee School offered a new learning community called “Facts vs. Truthiness” for incoming Greenlee freshmen. The year-long learning community was led by Associate Professor and Director of Undergraduate Education Dennis Chamberlin. The learning community was designed to make students effective consumers of news. Students developed a daily news habit through subscriptions to the digital edition of The New York Times and were provided regular contact with faculty members through monthly seminars and field trips to local media outlets like The Des Moines Register and CBS affiliate KCCI.

The learning community guarantees members seats in the same sections of JL MC 110, Orientation to Journalism and Mass Communication; JL MC 101, Mass Media and Society; Library 160, Information Literacy; and ENGL 250, Written, Oral, Visual, and Electronic Composition, in the fall and the same JL MC 201, Reporting and Writing for the Mass Media, section in the spring. Members of the learning community participated in online discussions each week that were moderated by faculty. Through a
Describe the unit’s career counseling and placement strategy for assistance in students’ searches for employment. List placement statistics for the three most recent years before the self-study year for which accurate information is available.

The learning community was continued in the 2014–15 academic year. During the learning community’s second year, student continued to enroll in the same section of courses and Dennis Chamberlin organized monthly seminars and field trips to local media outlets.

While students do not receive academic credit for their participation in the learning community, enrolling in the same course sections and regular contact with Greenlee faculty help create a connection among students and to the Greenlee School. In addition to the Greenlee School learning community, students have the option of enrolling in other learning communities offered through the college and university. The community will continue in a similar format in the 2015–16 academic year.

**Meredith Apprentice Program**, a collaboration between the Greenlee School and Meredith Corporation, allows eight Iowa State students to work throughout the year as editorial or graphic design apprentices. Since the Meredith Apprentice Program (MAP) started in 2004, 75 Iowa State students have participated in MAP and graduated with résumés boasting an academic year of experience working for one of top magazine publishers in the nation at publications including Better Homes and Gardens, Successful Farming, Diabetic Living and more. The Greenlee School is responsible for selecting students for the five editorial and three graphic design apprenticeships. Former apprentices are now at E! News, Glamour, This Old House, Billboard, Men’s Journal and Martha Stewart Weddings. As part of the collaboration between Meredith Corporation and the Greenlee School, Meredith provides funding for Professional in Residence and Senior Lecturer Deb Gibson, the Meredith Multimedia Suite and student equipment.

**ADVRT/JL MC/P R 499 Professional Media Internship**

Formal career counseling and placement begins with the ADVRT/JL MC/P R 499 Professional Media Internship, Greenlee’s capstone course required for all majors. The Professional Media Internship course (499) has strict requirements for an internship to qualify for academic credit. An approved internship must meet the following criteria:

- A minimum of 400 hours of work.
- Duties related to journalism and mass communication, public relations or advertising.
- A professional supervisor who:
  - Has an education and/or significant professional experience in journalism and communication, advertising, public relations or a closely related field;
  - Works on site with the student and is an employee of the organization where he/she is interning;
  - Is not related to the student.
- A professional workplace (students cannot work from home or for a student organization).
- Necessary resources and equipment to complete the internship. Students cannot check out Greenlee School equipment for internships.
- An opportunity to build a professional portfolio.
The strict guidelines ensure each student will receive a professional experience in a field related to their degree, experiences that will help them find employment after graduation and a portfolio of work to use in their job search. In addition to strict internship guidelines, the internship experience is carefully monitored to ensure each internship experience meets these expectations and the stated learning goals.

Both the intern and internship work supervisor complete mid- and final-evaluations. These evaluations provide concrete professional feedback on students’ performance and their experiences during the internship. Additionally, these data are used to ascertain what skills students need to succeed in professional media careers. The feedback from both students and employers is also used to inform curriculum adjustments or additions and/or workshop offerings. Assessment data is extensively discussed in Standard 9. In addition to the systematic collection of data, students maintain contact with their faculty adviser throughout the internship experience, and meet with their faculty adviser (or proxy in the summer if the faculty member is not available) at the conclusion of the internship to complete an exit interview. During the exit interview, faculty advisers review students’ portfolio of work completed during their internship, as well as a paper reflecting on their internship experience.

Beyond gaining professional experience, internships help students broaden their professional network, which helps them find jobs after graduation. Internships often result in a job offer by the company where students complete their internship. We routinely have interns working all over the globe and across the United States. In summer 2015, we had interns working at Alaska SeaLife Center in Seward, Alaska; Leo Burnett –Arc Worldwide in Kuala Lumpur, Malaysia and Entertainment Media Networks in Dublin, Ireland. In recent years our students have completed internships with the following companies: Gannett Digital, Iowa Cubs, FleishmanHillard, Cyclones.tv, HyVee, Hearst Corporation, Seventeen Magazine, Rust-Oleum, Bernstein Rein, Weber Shandwick, FLM+, Post + Beam, Two Rivers Marketing, Caesars Entertainment, Wells Fargo, Leo Burnett, American Red Cross, Esquire Magazine, Elle, Colle+McVoy, KCCI, WHO-TV 13, The World Food Prize and The Des Moines Register.

Jump-Start Internship/career fairs

In order to help students find and prepare for internships and jobs after graduation, the school created the Jump-Start series, which includes internship and career fairs, professional development workshops and corporate sponsorships.

In fall 2014, the school held its inaugural Jump-Start Internship Fair. The internship fair included 35 companies from Iowa interested in hiring students with Greenlee-specific skills. More than 250 students attended the fair. Six weeks after the fair, four students reported receiving internship offers from contacts made at the fair.

Prior to the fall internship fair, two workshops were held to help students prepare for the fair. The workshops focused on résumé and cover letter writing, networking, and internship dress/etiquette.

In spring 2015, the school hosted another Jump-Start Internship and Career Fair. Prior to the career fair, Greenlee offered workshops on portfolio building and polishing, as well as interviewing and elevator speeches.
More than 160 students attended the event and met with representatives from more than 40 companies representing Iowa media and out-of-state companies, including Bernstein-Rein and Weber Shandwick.

After the success of these two fairs, the Greenlee School plans to host fairs on a semi-annual basis. In addition to the Jump-Start Internship and Career Fairs and workshops, the school is actively working to build corporate partnerships to provide paid internship opportunities and scholarship funds. The scholarship funds are used to help defray costs of completing the required 499 Professional Media Internship course. The school is actively working to form partnerships with Woodward Communications, Integer Advertising, Two Rivers Marketing, Iowa Public Television, Cyclone Sports Network and others.

**Internship/jobs postings**

The Greenlee School maintains an active internship and job board to share internship and job postings. Emails are sent to Greenlee students every Friday with internship and job postings. The school also works with the Greenlee Alumni & Friends group to post job and internships on Facebook, Twitter and LinkedIn.

In addition to events and workshops, students meet with their faculty advisers, professors and the internship coordinator to review résumés, cover letters, discuss careers and interviewing techniques.

Placement information is systematically gathered and reported by the College of Liberal Arts and Sciences Career Services. The college follows up with graduates six months after graduation to gather placement data and post graduation status, which includes continuing education, employed, military appointment, seeking employment, not seeking employment and otherwise occupied.

### Greenlee School Placement Statistics

**2011–12 Academic Year**

<table>
<thead>
<tr>
<th>Major</th>
<th>Grads</th>
<th>Response rate</th>
<th>Continuing education</th>
<th>Otherwise occupied</th>
<th>Available for employment</th>
<th>Employed</th>
<th>Total occupied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>66</td>
<td>65, 98%</td>
<td>1</td>
<td>0</td>
<td>64</td>
<td>63</td>
<td>64, 98%</td>
</tr>
<tr>
<td>Journalism and Mass Communication</td>
<td>94</td>
<td>94, 100%</td>
<td>10</td>
<td>0</td>
<td>84</td>
<td>79</td>
<td>89, 95%</td>
</tr>
</tbody>
</table>

**2012–13 Academic Year**

<table>
<thead>
<tr>
<th>Major</th>
<th>Grads</th>
<th>Response rate</th>
<th>Continuing education</th>
<th>Otherwise occupied</th>
<th>Available for employment</th>
<th>Employed</th>
<th>Total occupied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>46</td>
<td>45, 98%</td>
<td>3</td>
<td>0</td>
<td>42</td>
<td>42</td>
<td>45, 100%</td>
</tr>
<tr>
<td>Journalism and Mass Communication</td>
<td>110</td>
<td>104, 95%</td>
<td>8</td>
<td>1</td>
<td>95</td>
<td>93</td>
<td>102, 98%</td>
</tr>
</tbody>
</table>
Advising for Greenlee students begins in JL MC 110, Orientation to Journalism and Mass Communication. In JL MC 110, students complete a four-year plan and meet with an adviser to discuss their enrollment. After JL MC 110, students are required to meet with their adviser each semester to obtain their registration number, required for students to register for classes. Prior to completing JL MC 201, Reporting and Writing for the Mass Media, students meet with a professional advising staff member. Once students successfully complete JL MC 201, students are assigned to a faculty adviser.

In addition to advising, students use their university degree audits to determine their academic progress toward a degree. The final responsibility for programs of study resides with the student. This is communicated to students during JL MC 110, and it appears at the end of a student’s degree audit: “While efforts have been made to ensure its accuracy, final responsibility for meeting graduation requirements resides with you.”

Formal evaluation of advising happens at the conclusion of JL MC 110 in the form of course evaluations and at the conclusion of student’s final semester in the form of the senior exit survey.

A review of the JL MC 110 evaluations from fall 2013 and spring 2014 show that students give high praise for the creation of four-year plans, discussion of career paths, assistance registering for classes and conversation of major options. When students were asked to identify what they liked best about JL MC 110, many students commented on the benefits of creating a four-year plan and the help they received registering for classes. Two examples, taken directly from students’ course evaluations, about the most beneficial class activities:

- “When the advisers came in about scheduling classes, and when professors came in about the different majors.”
- “I liked how we had speakers from all three different majors and that we had help in doing our four year plans.”

The senior exit survey, sent to graduating students, gathers information about students’ academic careers at Iowa State. A copy of the senior exit survey is available appendix 6. Four items on the senior exit survey assess students’ satisfaction with advising and counseling services. Students are asked to rate their overall satisfaction on a scale from 1 to 5 where 5 is “very satisfied” on several items including: faculty advising, academic advising Greenlee Student Services Office, internship coordination and advising and preparation for my career goals. The senior exit survey is not

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1 JL MC 110 was restructured in fall 2013. A full-time faculty member teaches each section and students earn one credit hour for completing the course.
mandatory and has an average response rate of 42%. The following chart is a summary of the data collected from the senior exit survey.

### Senior Exit Survey Results

<table>
<thead>
<tr>
<th></th>
<th>Faculty advising</th>
<th>Academic advising Greenlee Student Services Office</th>
<th>Internship coordination and advising</th>
<th>Preparation for my career goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Averages for Fall, Summer and Spring 2012 graduates</td>
<td>4.06</td>
<td>4.01</td>
<td>4.17</td>
<td>4.04</td>
</tr>
<tr>
<td>68 graduating students completed exit survey, 42% response rate; 160 graduates</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Averages for Fall, Summer and Spring 2013 graduates</td>
<td>3.87</td>
<td>3.96</td>
<td>4.01</td>
<td>4.06</td>
</tr>
<tr>
<td>71 graduating students completed exit survey, 45% response rate; 156 graduates</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Averages for Fall, Summer and Spring 2014 graduates</td>
<td>3.82</td>
<td>4.07</td>
<td>3.87</td>
<td>4</td>
</tr>
<tr>
<td>56 graduating students completed exit survey, 38% response rate; 148 graduates</td>
<td></td>
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</tr>
</tbody>
</table>

7 Discuss the processes in place to collect, maintain and analyze enrollment, retention and graduation rates within the major and in comparison with university rates. Discuss the findings of the analysis.

The university reports enrollment, retention and graduation rates on the 10th instructional day of the fall semester. The Greenlee School collects retention and graduation rates from the College of Liberal Arts and Sciences and the Office of Institutional Research. Once enrollment, retention and graduation rates are available, they are reviewed by the Greenlee School administration, shared with faculty and staff and updated on our transparency and public accountability website.

The university 10th instructional day figures officially report primary majors for the school. While primary majors -- meaning the student has selected journalism and mass communication, advertising or public relations as their first major -- make up the vast majority of the school's enrollment; secondary majors account for around 10% of the school's total enrollment. The school reports enrollment figures that include both primary and secondary majors.

The Greenlee School has enjoyed three consecutive years of enrollment growth. In 2012, our enrollment increased from 612 to 637, for a 4% increase; in 2013, from 637 to 662, for another 4% increase; and in 2014, from 662 to 793, for a 20% increase. While the addition of the public relations major contributed to the school's growth, the number of students majoring in advertising and journalism and mass communication has also increased. Taken together, our total enrollment has increased by nearly 30% over a three-year period.
Our analysis of graduation rates from 2006–2010 indicates that the school's four-year graduation rate is consistently higher than the rates of Iowa State and the College of Liberal Arts and Sciences (LAS). Although these years fall outside of the current re-accreditation period, complete graduation and retention data through the sixth year are available for this time frame. In 2006, the school's four-year graduation rate was 46.23%, compared to ISU, 38.6% and LAS, 39.9%. In 2009, the school's four-year graduation rate was 60.7%, compared to ISU, 40.7% and LAS, 44.2%.

In 2010, the four-year graduation rate in the school decreased to 50.0%, but remained above the rates of ISU and LAS, 43.2% and 47.0% respectively. However, in 2010 6.1% of Greenlee majors graduated in three years, well above the percentage for ISU (2.2%) and LAS (2.8%).

In 2006, the school's five-year graduation rate was 64.15%, which was below ISU (65.6%), but above LAS (61.5%). The school's five-year graduation rate improved and exceeded ISU and LAS in 2008, 66.7% (ISU, 64.5%, LAS, 61.5%) and 2009, 70.8% (ISU, 67.7%, LAS, 64.1%).

An analysis of student retention rates from 2009–2013 show the Greenlee School retains students after their first year at a higher rate than LAS and Iowa State. Using the 2011 entering class as a cohort base, the school retained 87.5% of students through the second year (ISU, 79.4%, LAS, 74.6%) with 5.6% graduating at the end the third year (ISU and LAS, 1.8%).

The complete graduation rates from 2006–2011 and student retention rates from 2009–2013 are included in appendix 6.
Provide the Web link where the unit shares its most recent retention and graduation data with the public.

http://www.greenlee.iastate.edu/greenlee-facts

APPENDIX

- Curriculum Sheets and Four-Year Plans: advertising, journalism and mass Communication and public relations
- Registration Checklist, Graduation Planner and Graduation Checklist
- Minor Requirements: journalism and mass communication and advertising
- Greenlee Senior Exit Interview
- Greenlee Senior Exit Interview Results: 2012, 2013, 2014
- Recruitment and Retention Rates
- Public Accountability Page

WORKROOM

- Full Scholarship Records