

Graduation Rate Improvement Plan

**School of Journalism and
Graphic Communication**

**FAMU Board of Trustees Meeting
June 7, 2018
Dr. Dhyana Ziegler, Interim Dean**

Graduation Rates

Goals:

Increase 4-Year Rate from 12.22% to 45% by 2022

Increase 6-Year Rate from 44.34% to 65% by 2022

Key Strategies/Activities:

- Enhance coordination of academic advisors with SJGC Curriculum Committee to ensure students follow the curriculum maps of academic programs.
- Monitor student progress in Blackboard for early intervention for students who are having difficulties to provide support services where needed.
- Enhance recruitment efforts to attract high performing students.
- Develop online classes and online tutorials to assist student with matriculation through distance learning.
- Offer additional sections of high traffic required courses.

Retention Rates

Goals:

Increase Second Year Rate from 88.8% to 90% by 2022

Increase APR from 77.78% to 88% by 2022

Key Strategies/Activities:

- Enhance customer service on all levels to create a culture of “*Excellence with Caring.*”
- Constantly upgrade curriculum, facilities and technology to mirror industry.
- Ensure students have professional development opportunities through internships and exposure to industry professionals to provide employment opportunities after graduation.



Degree Production

Goals:

Increase annual production of Bachelor's degree from 97 to 175 by 2022

Key Strategies/Activities:

- Strengthen relationships with Junior Colleges to attract transfer students.
- Develop a new degree program in Digital Media for undergraduates.
- Add new faculty with digital media skill sets.