

MBRSC Enrollment Retention AY 2014-2015

MBRSC Enrollment Rates

The Mohammed Bin Rashid School for Communication (MBRSC) graduates talented, proficient, and dedicated young media professionals. The American University in Dubai first offered the Bachelor of Communication and Information Studies (BCIS) degree in the fall of 2007. The current program has taken effect at the beginning of AY 2009-2010. Mr. Ali Jaber has been the dean of the school ever since the shift to the new curriculum.

Since the launch of the school, MBRSC has been constantly growing and has almost reached its maximum capacity (see Table 1). The total enrollment at MBRSC as of fall 2014 is 241 undergraduate students.

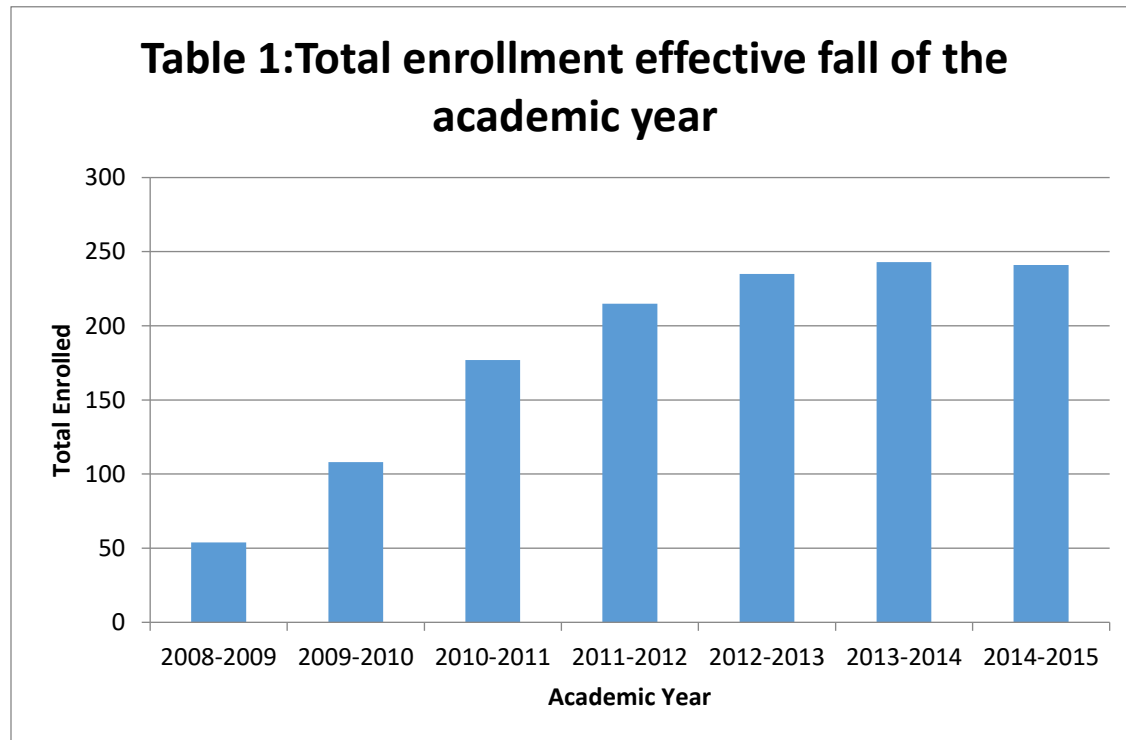
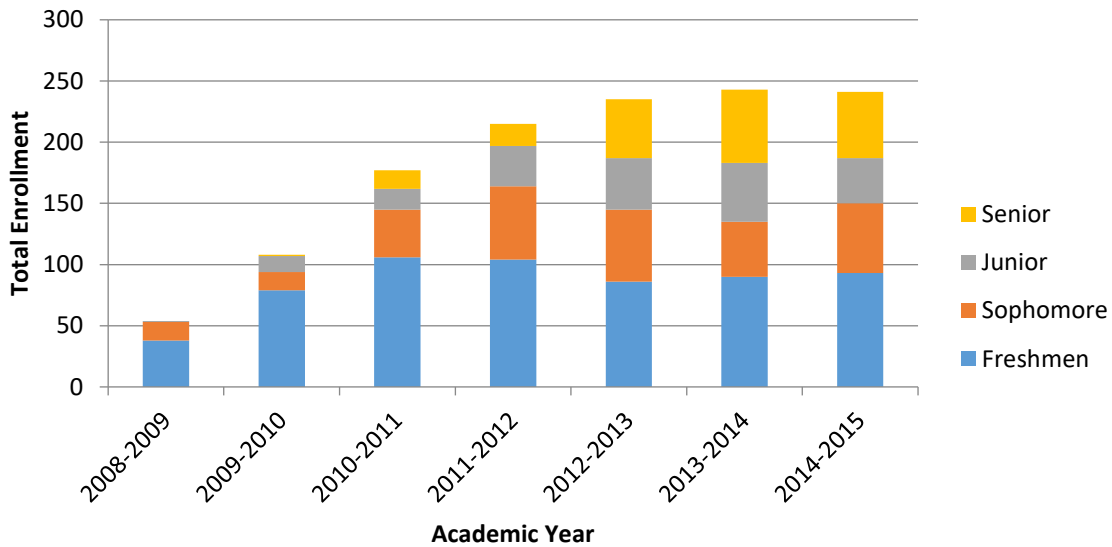
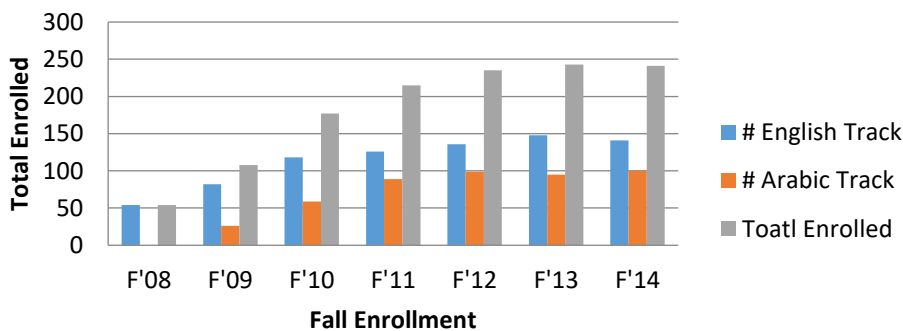


Table 2: Total annual enrollement by seniority effective fall data



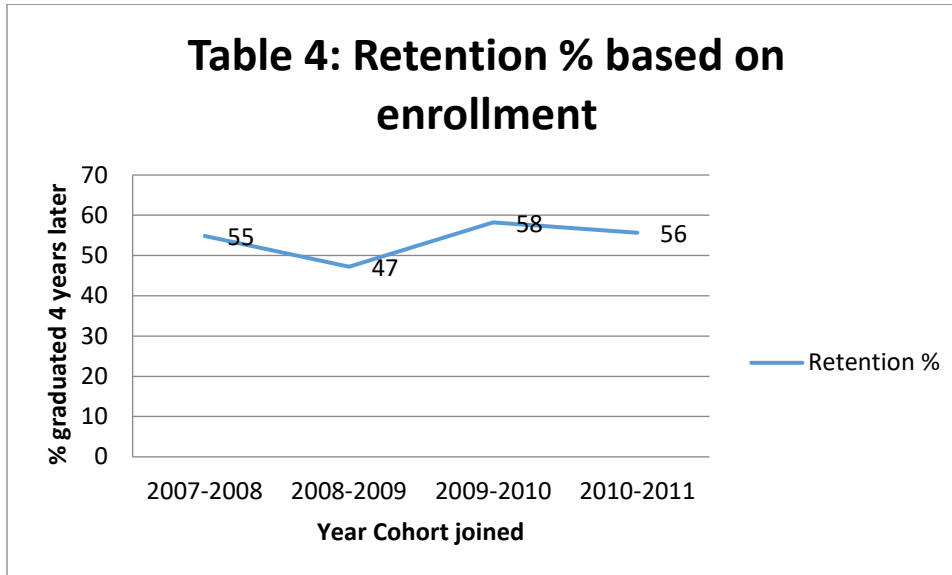
MBRSC provides merit-based scholarship, sponsored by the Mohammed Bin Rashid Foundation (MBRF), to around 15 students each year in the Arabic tracks from both majors, Journalism and Digital Production and Storytelling. This guarantees having in the classrooms a high concentration of intellectually engaged and high performing students. The scholarship ensures as well having Arab students from all economic backgrounds. As of fall 2014, approximately 30% of the MBRSC student body is on scholarship, including those newly enrolled and those on scholarship until graduation. Although the Arabic tracks contain a high concentration of scholarship students, they include as well regular students (see Table 3).

Table 3: Total enrolled by track and year of enrollement



MBRSC Retention Rates

The graduation rates for the cohorts that joined in from 2007 to 2010 average 54%. The retention rate is computed as the percentage of cohort of students who joined four years earlier. So far MBRSC has graduated four cohorts: 2007-2008 to 2010-2011 (see Table 4).



*The retention % is the proportion of students who graduated out of the cohort that joined four years earlier in fall of the academic year.

The above retention percentages are based on total number of freshmen in a given year and the number of graduates four years later. However, a substantial number of freshmen students need more than four years to graduate as they often take remedial non credited courses in their first year.

An alternative method to assess retention is by tracing enrollment of students as they register in the major courses listed below, which are specific to grade level:

- COMM 101(Introduction to Global Media): First course that all BCIS registered students have to take in the first year along with ENGL 101(Composition and Rhetoric).
- COMM 221 (Media Writing Skills) and COMM 223 (Writing Fundamentals): Journalism (JOUR) and Digital Production and Storytelling Students (DPST) have to take the respective courses in the fall of their second year of study.
- JOUR 321 (Reporting) and DPST 322 (Writing Comedy): JOUR and DPST students have to take the respective courses in the fall of their third year of study.
- JOUR 441 (The Documentary) and DPST 422 (Writing Drama): JOUR and DPST students have to take the respective courses in the fall of their fourth year of study.

Based on Table 5, out of 49 students who were in the JOUR and DPST programs in fall 2012, 46 students registered for third year major courses in fall 2013 (94%), and 43 students registered for their senior year courses in fall 2014. Hence the retention rate for the 2012 sophomore cohort is 88% ($43 \cdot 100 / 49$).

Table 5: Retention percentage based on students registered in the courses in following year

Course specific to grade level	F'12	F'13	% Registered in course in following year	F'14	% Registered in course in following year
COMM 101	45	28		36	
COMM 221 & COMM 223	49	60	133% (60*100/45)	49	175% (49*100/28)
JOUR 321 & DPST 322	56	46	94% (46*100/49)	58	97% (58*100/60)
JOUR 441 & DPST 422	55	63	113% (63*100/56)	43	94% (43*100/46)
Graduates	46	59		-	
Total	205	197		186	

The MBRSC students registered in second year courses often outnumber those registered in COMM 101 in the fall of the preceding year, because a substantial number of students in the program register for COMM 101 in the spring semester and summer of the same academic year.

Employment Rates of MBRSC Graduates

The employment rates noted in Tables 6 are based on a survey of all graduates, which the MBRSC conducted during October 2013. As shown in Table 6, around 64% of BCIS graduates are either working full time, part-time, or pursuing graduate studies.

Table 6: Employment rates including all BCIS graduates that completed their degree requirements and were contacted successfully**

Status of BCIS graduates	N	%	Cumulative %
Graduates working full time	47	67.1	67.1
Graduates working part time	5	7.1	74.3
Graduates pursuing a Master	5	7.1	81.4
Graduates not working	13	18.6	100.0
Total MBRSC graduates	70	100	

** Excluded from this analysis are 12 students who couldn't be contacted.