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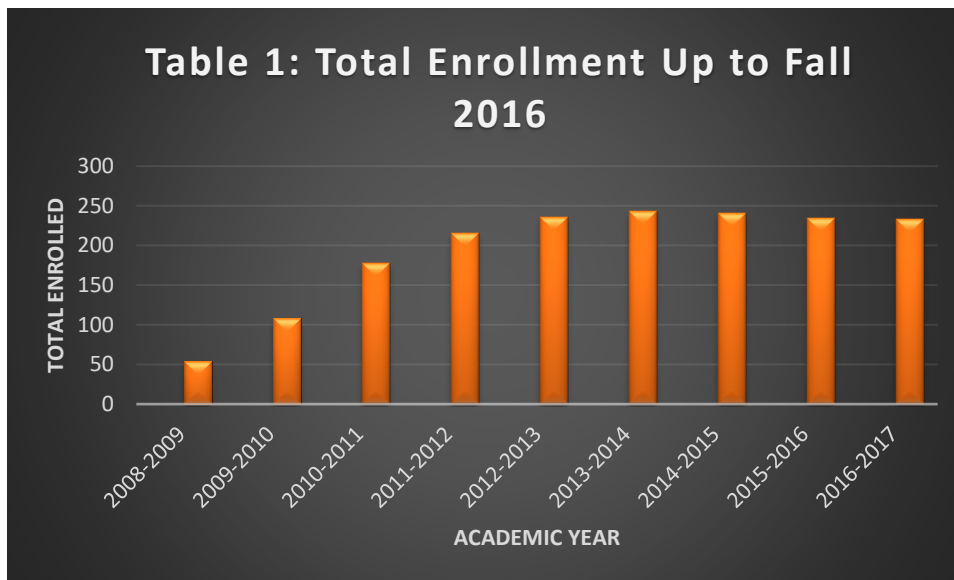
MBRSC Enrollment Retention AY 2016-2017

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.

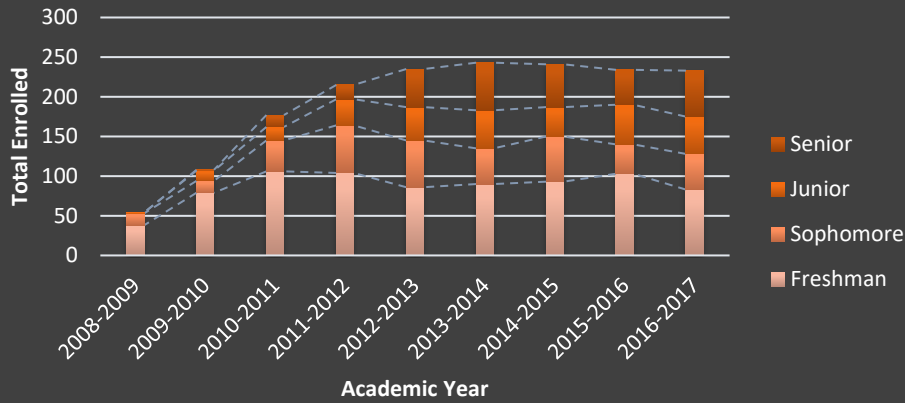
The MBRSC students may join the Digital Production and Storytelling (DPST) or the Journalism (JOUR) major, both of which begin at the freshman level with fundamental concepts, theories, and media ethics and culminate in a capstone project and an internship at a reputable media firm in the UAE. The DPST and JOUR majors offer Arabic track options allowing the students to take all their writing courses in Arabic.

The total enrollment at the MBRSC as of fall 2016 is 233 undergraduate students (see Table 1). The total number of the MBRSC students for the last four academic years has averaged 238 students.



The largest number of students by year of study in the MBRSC is consistently that of the freshman (see Table 2). This figure though may be inflated because some students take more than one academic year to move to the sophomore status since they have to complete remedial English and/or math courses that are non-credited.

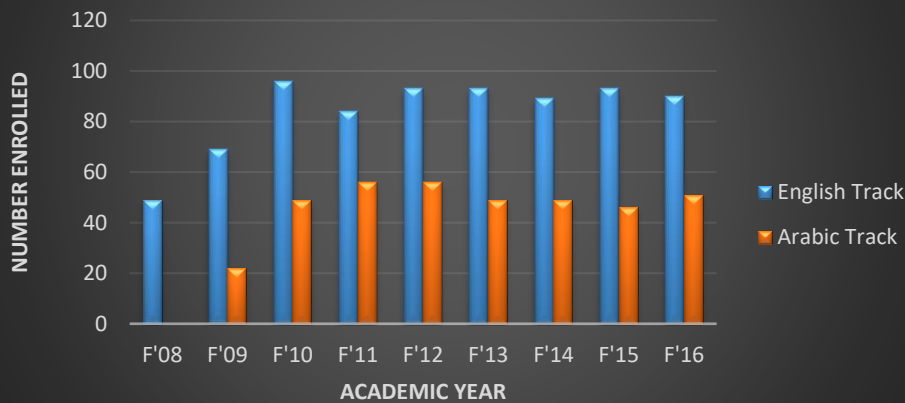
Table 2: Total Annual Enrollment by Seniority



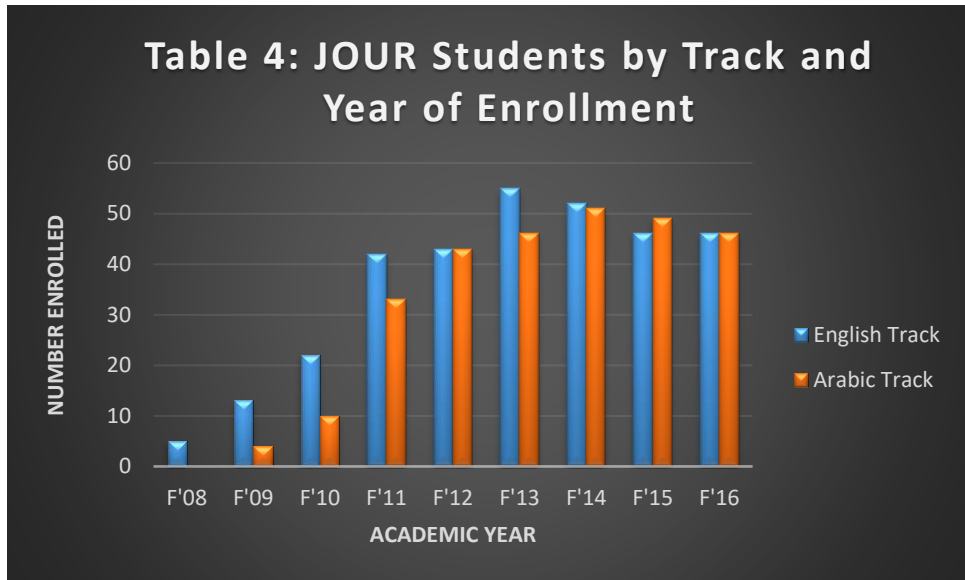
The MBRSC provides yearly around 15 merit-based scholarships, sponsored by the Mohammed Bin Rashid Foundation (MBRF). The scholarships are for Arabic track students joining the Journalism or the Digital Production and Storytelling majors. This guarantees having in the classrooms a high concentration of intellectually engaged and high performing students as well as having Arab students from all economic backgrounds. As of fall 2015, the proportion of the MBRSC students who have the MBRF scholarship averaged 28%.

In the DPST major, the number of English track students is almost double the number of Arabic track ones (see Table 3).

Table 3: DPST Students by Track and Year of Enrollment

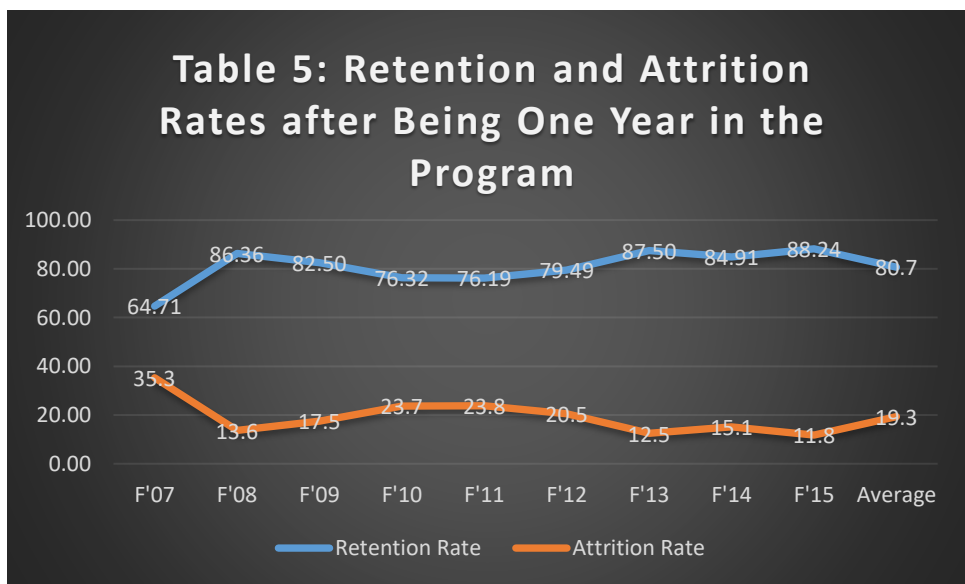


On the other hand, among the JOUR major, the numbers of students enrolled in the Arabic and English tracks are highly comparable and even identical in AY 2016-2017 (see Table 4).



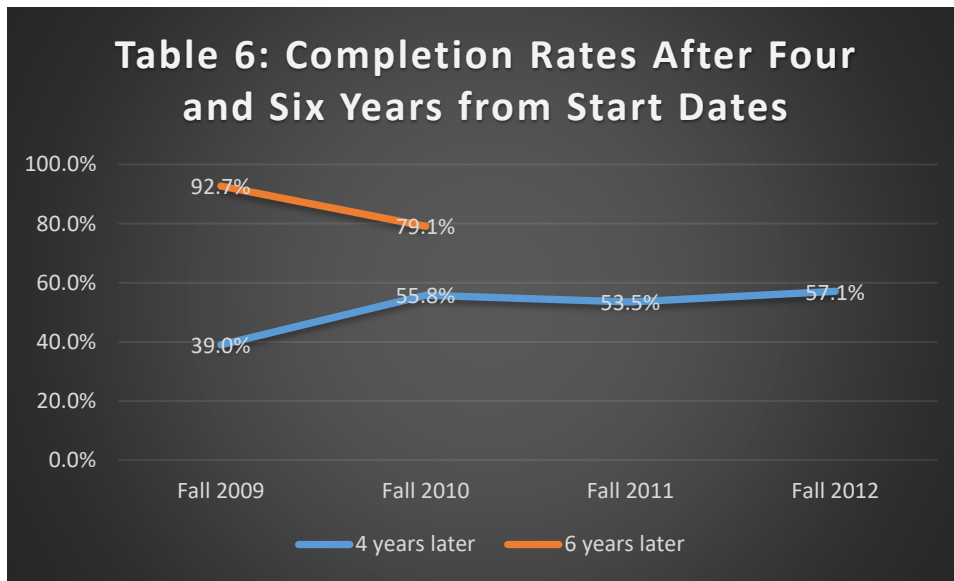
MBRSC Retention and Graduation Rates

The Retention Rates in Table 5 reflect the proportion of the MBRSC students who stayed in the program a year after they enrolled. The Retention Rate of students who joined in fall 2015 and are still in the program in fall 2016 is 88%, which is considered to be a very healthy number. The Attrition Rate is the proportion of the MBRSC students who are no longer in the program a year after they initially joined.



The Graduation Rates presented in Table 6 are computed for students who joined in fall 2009 onward. These Graduation Rates represent the proportion of students who completed their degree requirements, after four years and six years from the time they joined the program. For the cohorts that joined the MBRSC program in 2009 and 2010, the Graduation Rates computed four years later are 39% and 56% respectively, and are 93% and 79% respectively six years later.

Taking into account the average Attrition Rate of 19%, calculated at the end of the freshman year, The Completion Rates for the MBRSC students who stay beyond the Freshman year are almost 100% after six years of study.



Employment Rates of MBRSC Graduates

The employment rates noted in Table 7 are based on the last survey conducted in the summer of 2016 including all 249 BCIS alumni who graduated from the MBRSC since its launch in 2007 until May 2016. Excluded from Table 7 though are the 48 May 2016 graduates since many of them were unlikely to have found employment at the time the survey was conducted. As for the pool of BCIS graduates from May 2011 to May 2015, the overwhelming majority, 89%, were working full time, and only 5% were not working at the time of the survey.

Table 7: 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	158	89.3	89.3
Graduates working part time	3	1.7	91.0
Graduates pursuing a Master	7	3.9	94.9
Graduates not working	9	5.1	100.0
Total MBRSC graduates	177	100	

** Excluded from this analysis are the 24 students who could not be contacted.

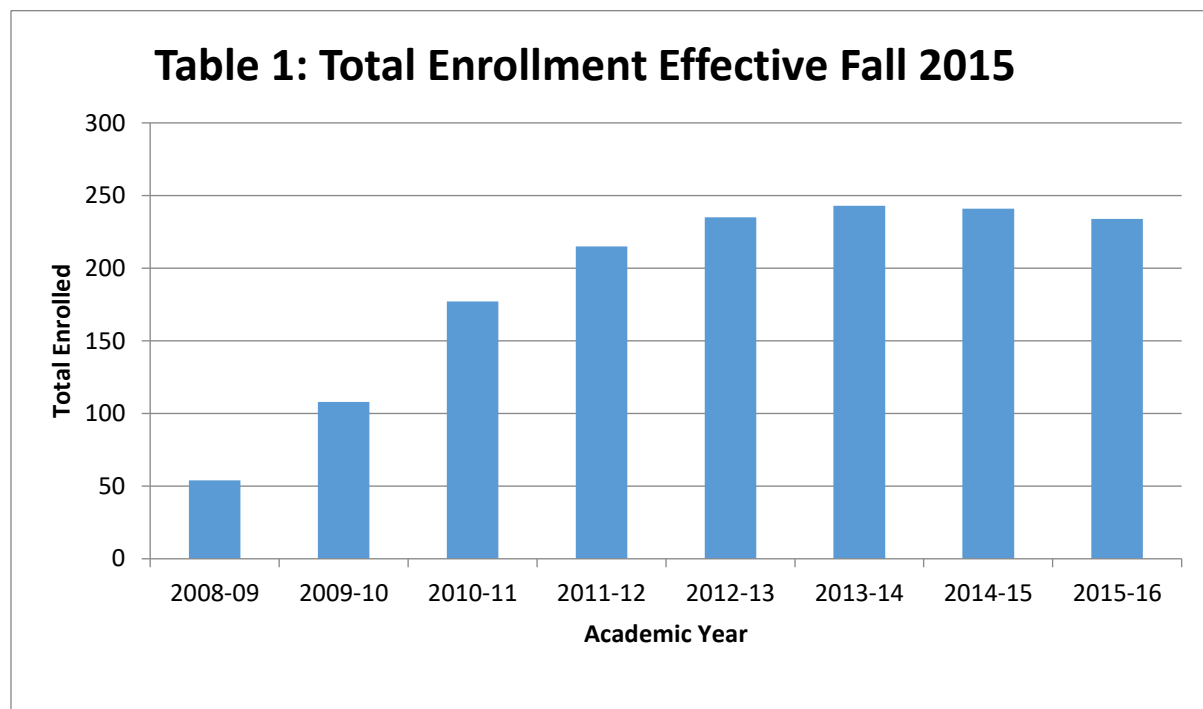
MBRSC Enrollment Retention AY 2015-2016

MBRSC Enrollment Rates

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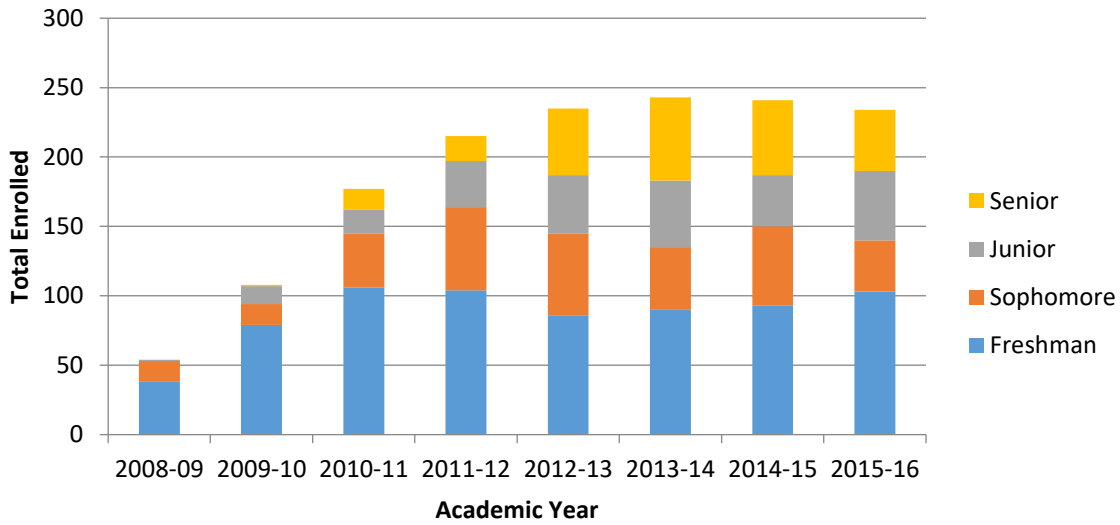
The MBRSC students may join the Digital Production and Storytelling (DPST) or the Journalism (JOUR) major, both of which begin at the freshman level with fundamental concepts, theories, and media ethics and culminate in a capstone project and an internship at a reputable media firm in the UAE. The DPST and JOUR majors offer Arabic track options allowing the students to take all their writing courses in Arabic.

The total enrollment at the MBRSC as of fall 2015 is 234 undergraduate students (see Table 1). The total number of the MBRSC students for the last four academic years has averaged 238 students.



The largest number of students by year of study in the MBRSC is that of the freshman (see Table 2). This figure though may be inflated because some students take more than one academic year to move to the sophomore status since they have to complete remedial English and/or math courses that are non-credited.

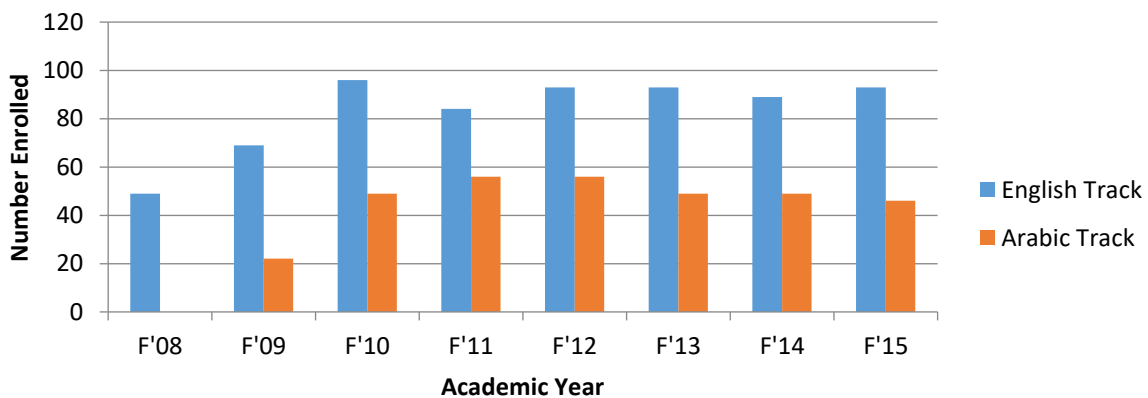
Table 2: Total Annual Enrollment by Seniority



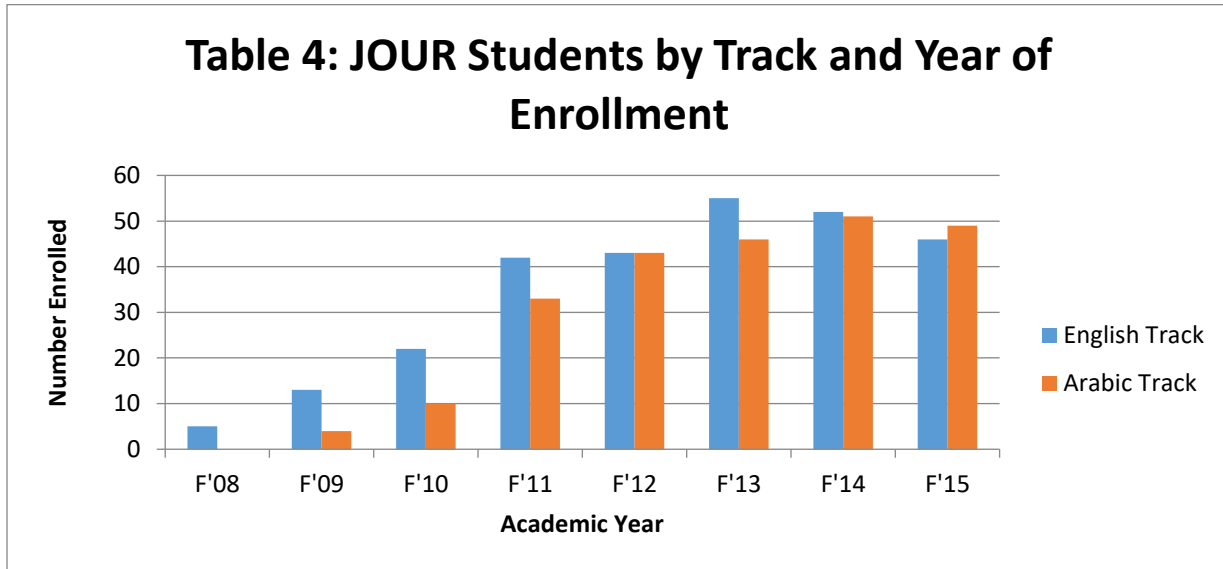
The MBRSC provides yearly around 15 merit-based scholarships, sponsored by the Mohammed Bin Rashid Foundation (MBRF). The scholarships are for Arabic track students joining the Journalism or the Digital Production and Storytelling majors. This guarantees having in the classrooms a high concentration of intellectually engaged and high performing students as well as having Arab students from all economic backgrounds. As of fall 2015, approximately 28% of the MBRSC student body have the MBRF scholarship.

In the DPST major, the English track students are almost double the Arabic track ones (see Table 3).

Table 3: DPST Students by Track and Year of Enrollment

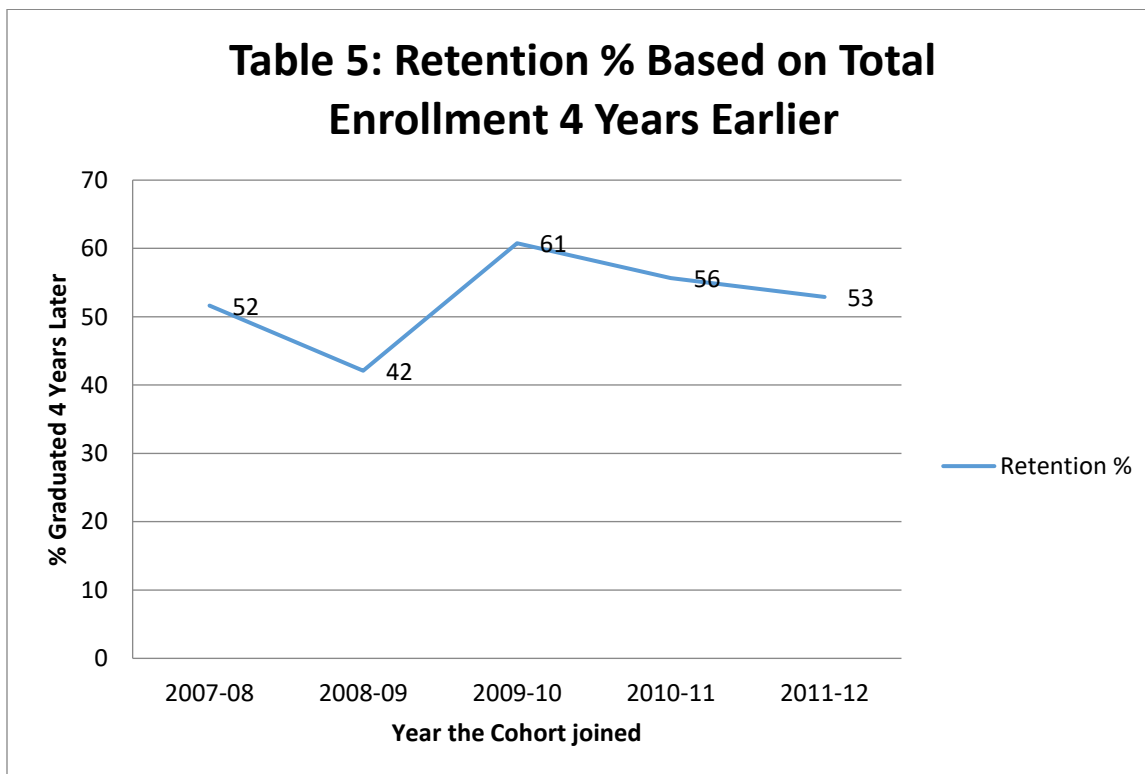


On the other hand, among the JOUR major, the Arabic track students have started to slightly outnumber the English track ones (see Table 4).



MBRSC Retention Rates

The graduation rates for the cohorts that joined the program from 2007 to 2011 average 54%. The retention rates are computed as the percentage of students who graduated in a specific year out of the total enrollees who joined four years earlier. So far the MBRSC has graduated five cohorts: the 2007-08 to the 2011-12 cohorts (see Table 5).



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

The above retention rates underestimate significantly the actual proportion of the students who remain in the program because they are based on the total number of freshmen in a given year and the number of graduates four years later. In reality, a substantial number of the freshmen need more than four years to graduate as they often take remedial non-credited courses in their first year. A case in point is the fact that although the program has 103 freshmen, only 40 students are registered in the first core communication course, the Introduction to Global Media (COMM 101), which all the MBRSC students have to take in the first semester of their study. This is because the co-requisite of COMM 101 is the English course, Composition and Rhetoric (COMM 101). Consequently, students who have to take remedial English instead of the ENGL 101 in their first semester of enrollment will not be able to register for COMM 101. On the other hand, many MBRSC students who are still considered freshmen (i.e., completed 30 credits or less) in fall 2015 are enrolled in the second year MBRSC courses. As shown in Table 2, the MBRSC has 37 sophomores enrolled in fall 2015 where in fact 56 students are registered in exclusively second year MBRSC courses.

Employment Rates of MBRSC Graduates

The employment rates noted in Table 6 are based on the last survey conducted in the summer of 2015 including all 194 BCIS alumni who graduated from the MBRSC since its launch in 2007 until May 2015. Excluded from Table 6 though are the May 2015 graduates since many of them were unlikely to have found employment at the time the survey was conducted. On the other hand, the overwhelming majority, 90%, of the BCIS graduates were working full time, and only 5% were not working at the time of the survey.

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	106	89.8	89.8
Graduates working part time	4	3.4	93.2
Graduates pursuing a Master	2	1.7	94.9
Graduates not working	6	5.1	100.0
Total MBRSC graduates	118	100	

** Excluded from this analysis are the 21 students who could not be contacted.

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.

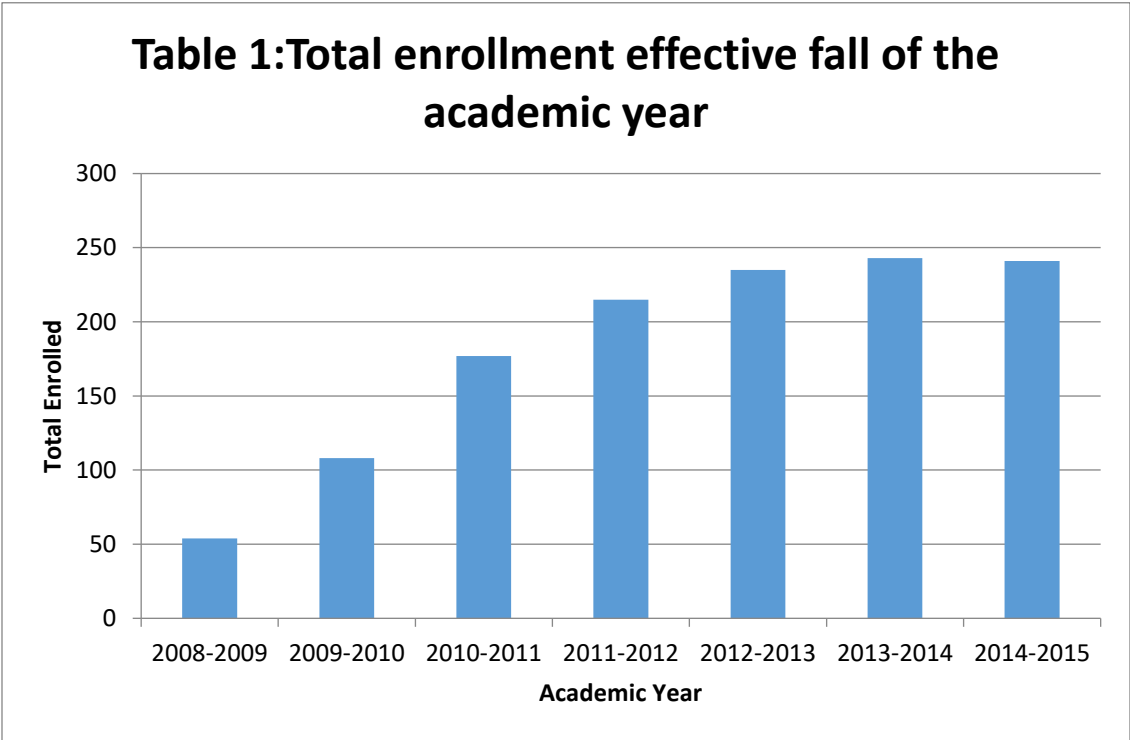
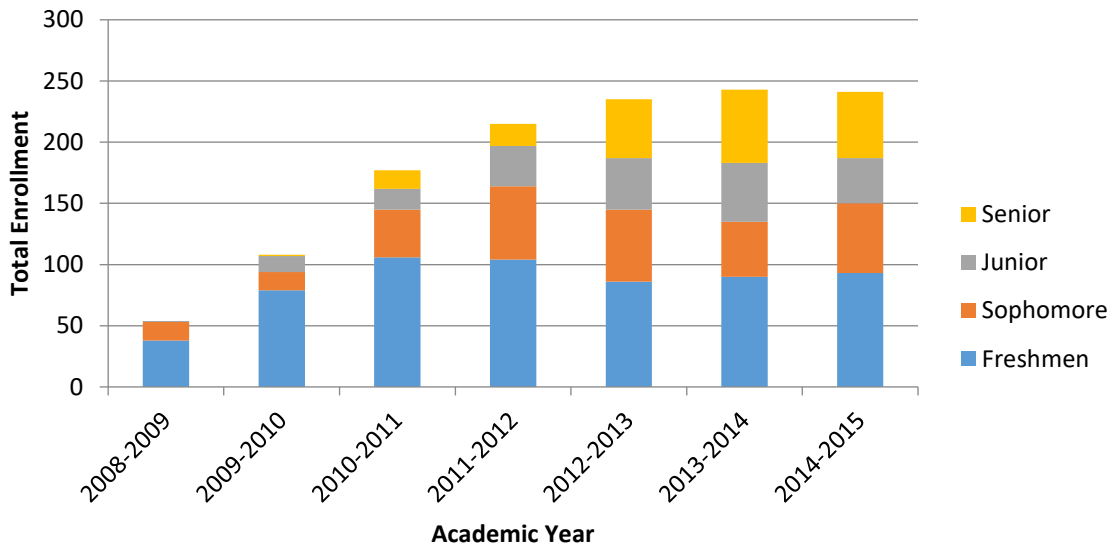
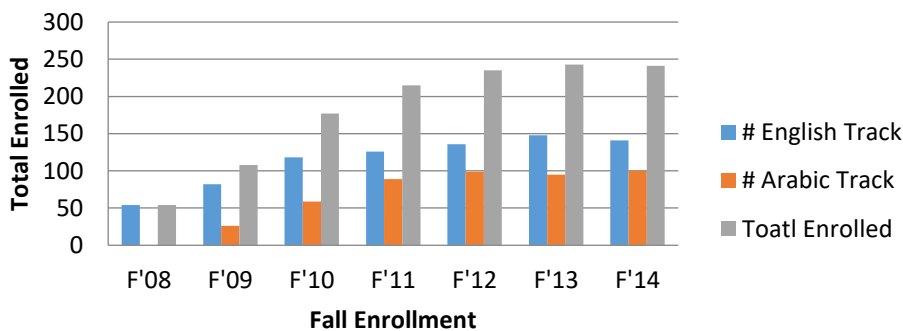


Table 2: Total annual enrollement by seniority effective fall data



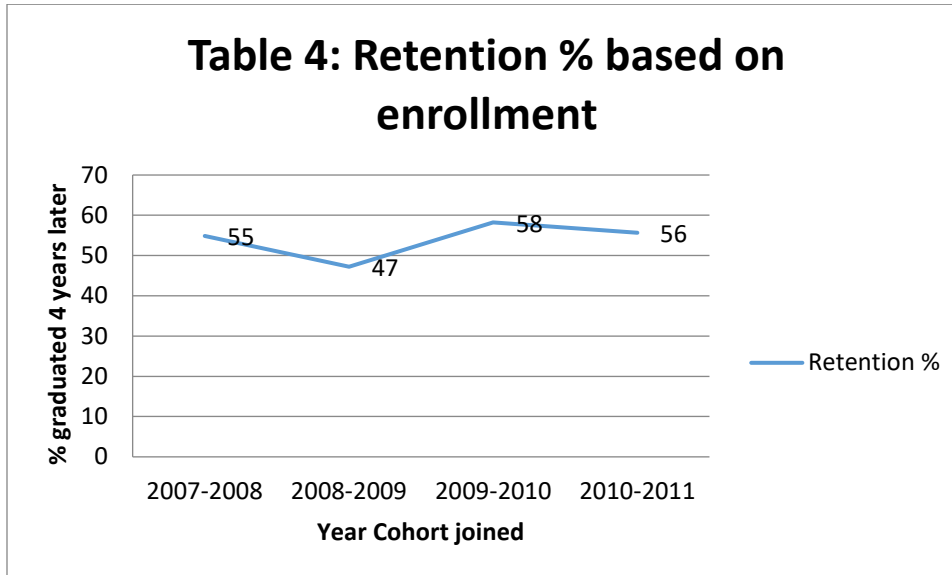
MBRSC provides merit-based scholarship, sponsored by the Mohammed Bin Rashid Foundation (MBRF), to around 15 students each year in the Arabic tracks from both majors, Journalism and Digital Production and Storytelling. This guarantees having in the classrooms a high concentration of intellectually engaged 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.