<table>
<thead>
<tr>
<th>Program Facts</th>
<th>2008 Grads</th>
<th>2004 Grads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minority enrollment</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Male</td>
<td>17</td>
<td>19</td>
</tr>
<tr>
<td>Female</td>
<td>39</td>
<td>43</td>
</tr>
<tr>
<td>Total enrollment</td>
<td>56</td>
<td>62</td>
</tr>
<tr>
<td>SCH</td>
<td>722</td>
<td>844</td>
</tr>
<tr>
<td>Student FTE</td>
<td>48</td>
<td>56</td>
</tr>
<tr>
<td>New Freshmen</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Transfers</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>Number of graduates by year:</td>
<td>-</td>
<td>7</td>
</tr>
<tr>
<td>Number of male graduates</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Number of female graduates</td>
<td>-</td>
<td>6</td>
</tr>
<tr>
<td>Number of minority graduates</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Number employed in related major:</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Number continuing education:</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Number employed in major:</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Percent employed:</td>
<td>NA</td>
<td>100.0%</td>
</tr>
<tr>
<td>One-Year Retention Rates - Any Program</td>
<td>NA</td>
<td>100.0%</td>
</tr>
<tr>
<td>Six-Year Graduation Rates in Program</td>
<td>NA</td>
<td>100.0%</td>
</tr>
<tr>
<td>Six-Year Graduation Rates Any Program</td>
<td>NA</td>
<td>100.0%</td>
</tr>
<tr>
<td>Average High School Percentile</td>
<td>55.0%</td>
<td>33.0%</td>
</tr>
<tr>
<td>Average ACT Composite of New Freshmen</td>
<td>25.3</td>
<td>22.7</td>
</tr>
<tr>
<td>Average Cumulative GPA</td>
<td>NA</td>
<td>3.32</td>
</tr>
<tr>
<td>Freshmen: 1-29.5 credits</td>
<td>6</td>
<td>14</td>
</tr>
<tr>
<td>Sophomore: 30-59.5 credits</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>Junior: 60-89.5 credits</td>
<td>9</td>
<td>20</td>
</tr>
<tr>
<td>Senior: 90 or more credits</td>
<td>29</td>
<td>18</td>
</tr>
<tr>
<td>Honors Program (FA10)</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Study Abroad Students</td>
<td>3</td>
<td>-</td>
</tr>
<tr>
<td>% of grads who participated in Experiential Learning</td>
<td>85%</td>
<td>-</td>
</tr>
<tr>
<td>Salary Average</td>
<td>NA</td>
<td>NA $ 45,000</td>
</tr>
<tr>
<td>Salary Low</td>
<td>NA</td>
<td>NA $ 40,000</td>
</tr>
<tr>
<td>Salary High</td>
<td>NA</td>
<td>NA $ 52,000</td>
</tr>
<tr>
<td>I would attend UW-Stout again</td>
<td>4.40</td>
<td>3.50</td>
</tr>
<tr>
<td>I would enroll in the same academic program</td>
<td>4.20</td>
<td>3.50</td>
</tr>
<tr>
<td>Three-Year Show Rates - New Freshmen</td>
<td>48%</td>
<td>-</td>
</tr>
<tr>
<td>Three-Year Show Rates - New Transfers</td>
<td>68%</td>
<td>-</td>
</tr>
</tbody>
</table>
### Program Facts

<table>
<thead>
<tr>
<th>FR High School Percentile Rank</th>
<th>Enrollment Demographics</th>
<th>Enrollment New FR and Transfer</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-11</td>
<td>55.0%</td>
<td>11</td>
</tr>
<tr>
<td>09-10</td>
<td>33.0%</td>
<td></td>
</tr>
<tr>
<td>08-09</td>
<td>57.3%</td>
<td></td>
</tr>
<tr>
<td>07-08</td>
<td>54.0%</td>
<td></td>
</tr>
<tr>
<td>06-07</td>
<td>68.2%</td>
<td></td>
</tr>
</tbody>
</table>

| FR ACT Avg. Composite score   |                        |                               |
|-------------------------------|-------------------------|                               |
| 10-11                         | 25.3                    |                               |
| 09-10                         | 22.7                    |                               |
| 08-09                         | 22.5                    |                               |
| 07-08                         | 22.0                    |                               |
| 06-07                         | 23.2                    |                               |

| FR Avg GPA                    |                        |                               |
|-------------------------------|-------------------------|                               |
| 10-11                         | 3.32                    |                               |
| 09-10                         | 3.09                    |                               |
| 08-09                         | 1.85                    |                               |
| 07-08                         | 3.00                    |                               |
| 06-07                         | -                       |                               |
**Professional Communication and Emerging Media, B.S. 2**

<table>
<thead>
<tr>
<th>Employment Numbers</th>
<th>Graduates in Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number employed in major</td>
<td>Total graduates by year</td>
</tr>
<tr>
<td>Number employed in related major</td>
<td>Male graduates</td>
</tr>
<tr>
<td>Number continuing education</td>
<td>Female graduates</td>
</tr>
<tr>
<td>Minority graduates</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
<th>Number</th>
<th>Number</th>
<th>Number</th>
<th>Number</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-11</td>
<td>3</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>09-10</td>
<td>5</td>
<td>6</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>08-09</td>
<td></td>
<td>7</td>
<td>3</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>07-08</td>
<td></td>
<td></td>
<td>4</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>06-07</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

**One Year Retention Rates**

<table>
<thead>
<tr>
<th>Retention Rates in Program</th>
<th>10-11</th>
<th>09-10</th>
<th>08-09</th>
<th>07-08</th>
<th>06-07</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-11</td>
<td>75.0%</td>
<td>50.0%</td>
<td>33.3%</td>
<td>40.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>09-10</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>08-09</td>
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<td></td>
</tr>
<tr>
<td>07-08</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>06-07</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Six Year Graduation Rates**

<table>
<thead>
<tr>
<th>Graduation Rates In Program</th>
<th>Graduation Rates - Any Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004 14.3%</td>
<td>16.7%</td>
</tr>
<tr>
<td>2003 0.0%</td>
<td>71.4%</td>
</tr>
<tr>
<td>2002 14.3%</td>
<td>21.4%</td>
</tr>
<tr>
<td>2001 71.4%</td>
<td>41.7%</td>
</tr>
<tr>
<td>2000 0.0%</td>
<td>14.3%</td>
</tr>
</tbody>
</table>

**Experiential Learning**

- 10-11: 85%
- 09-10: 100%
- 08-09: 80%
- 07-08: 88%
- 06-07: NA

For more information on retention/graduation rates go to:
[http://www2.uwstout.edu/content/bpa/ir/retention/indexstu.html](http://www2.uwstout.edu/content/bpa/ir/retention/indexstu.html)
## Program Facts

<table>
<thead>
<tr>
<th>Other</th>
<th>Three-Year Show Rates</th>
<th>Salary Data</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10-11</td>
<td></td>
</tr>
<tr>
<td>10-11</td>
<td>10-11</td>
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</tbody>
</table>

### Salary Data

<table>
<thead>
<tr>
<th>Year</th>
<th>High</th>
<th>Average</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>08-09</td>
<td>$52,000</td>
<td>$45,000</td>
<td>$40,000</td>
</tr>
</tbody>
</table>

### SCH

<table>
<thead>
<tr>
<th>Year</th>
<th>Student Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-11</td>
<td>722</td>
</tr>
<tr>
<td>09-10</td>
<td>844</td>
</tr>
<tr>
<td>08-09</td>
<td>719</td>
</tr>
<tr>
<td>07-08</td>
<td>602</td>
</tr>
<tr>
<td>06-07</td>
<td>797</td>
</tr>
</tbody>
</table>

### FTE

<table>
<thead>
<tr>
<th>Year</th>
<th>Student FTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-11</td>
<td>48</td>
</tr>
<tr>
<td>09-10</td>
<td>56</td>
</tr>
<tr>
<td>08-09</td>
<td>48</td>
</tr>
<tr>
<td>07-08</td>
<td>40</td>
</tr>
<tr>
<td>06-07</td>
<td>53</td>
</tr>
</tbody>
</table>

### Program Details

- **Honors Program (FA10)**: 1
- **Learning Comm. Partic.**: -
- **Study Abroad Students**: 3

### Student Participation

- **Three-Year Show Rates - New Freshmen**: 68%
- **Three-Year Show Rates - New Transfers**: 48%