

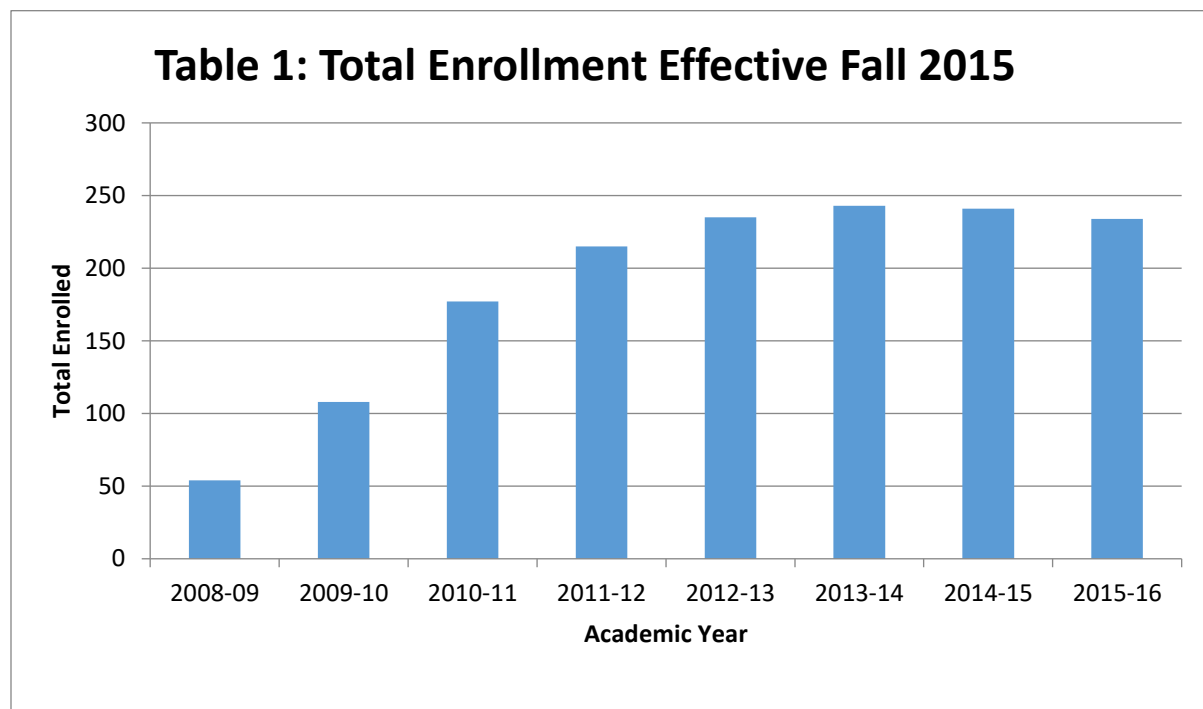
# MBRSC Enrollment Retention AY 2015-2016

## 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.

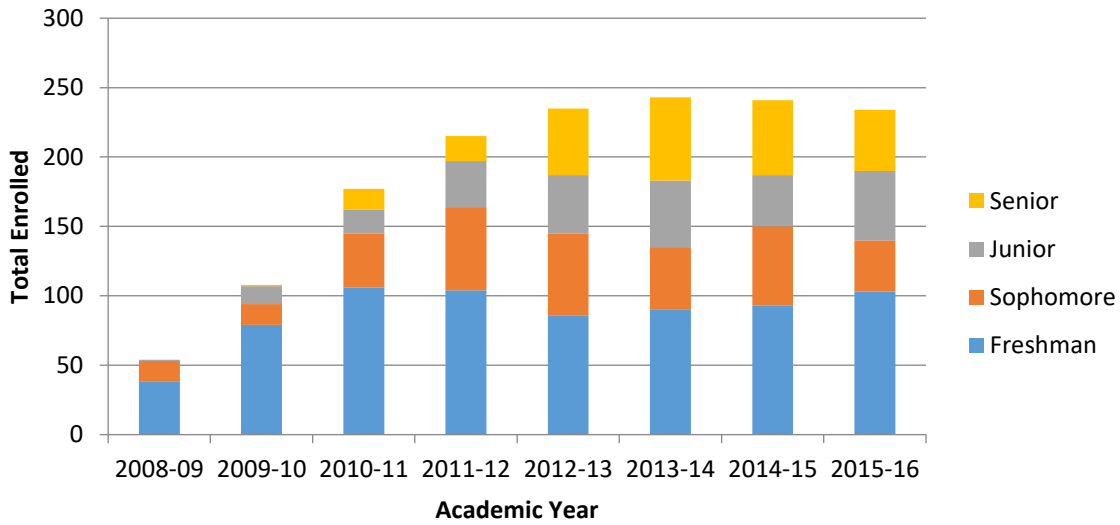
The MBRSC students may join the Digital Production and Storytelling (DPST) or the Journalism (JOUR) major, both of which begin at the freshman level with fundamental concepts, theories, and media ethics and culminate in a capstone project and an internship at a reputable media firm in the UAE. The DPST 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 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.

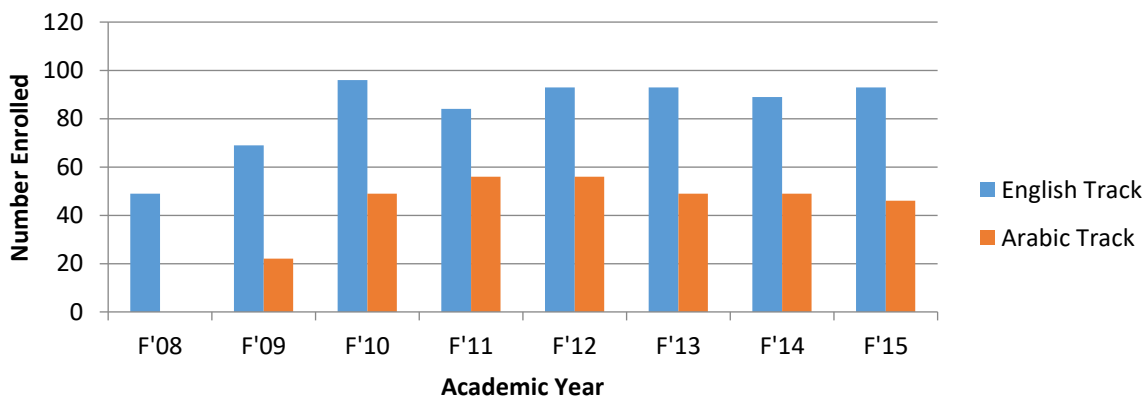
**Table 2: Total Annual Enrollment by Seniority**



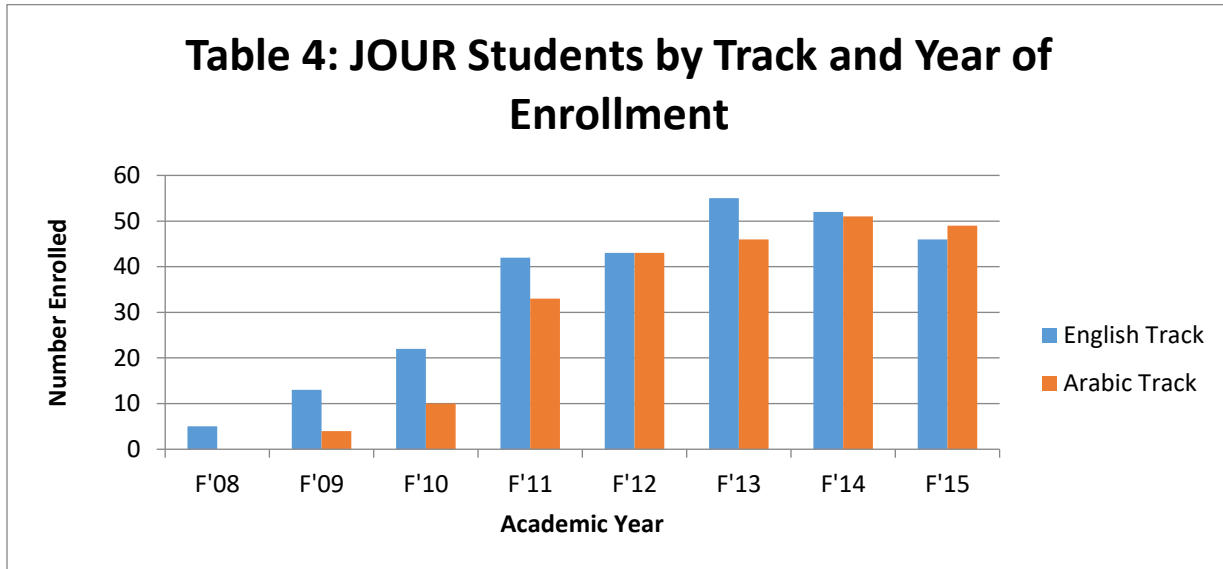
The MBRSC provides yearly around 15 merit-based scholarships, sponsored by the Mohammed Bin Rashid Foundation (MBRF). The scholarships are for Arabic track students joining the Journalism or the Digital Production and Storytelling majors. This guarantees having in the classrooms a high concentration 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**

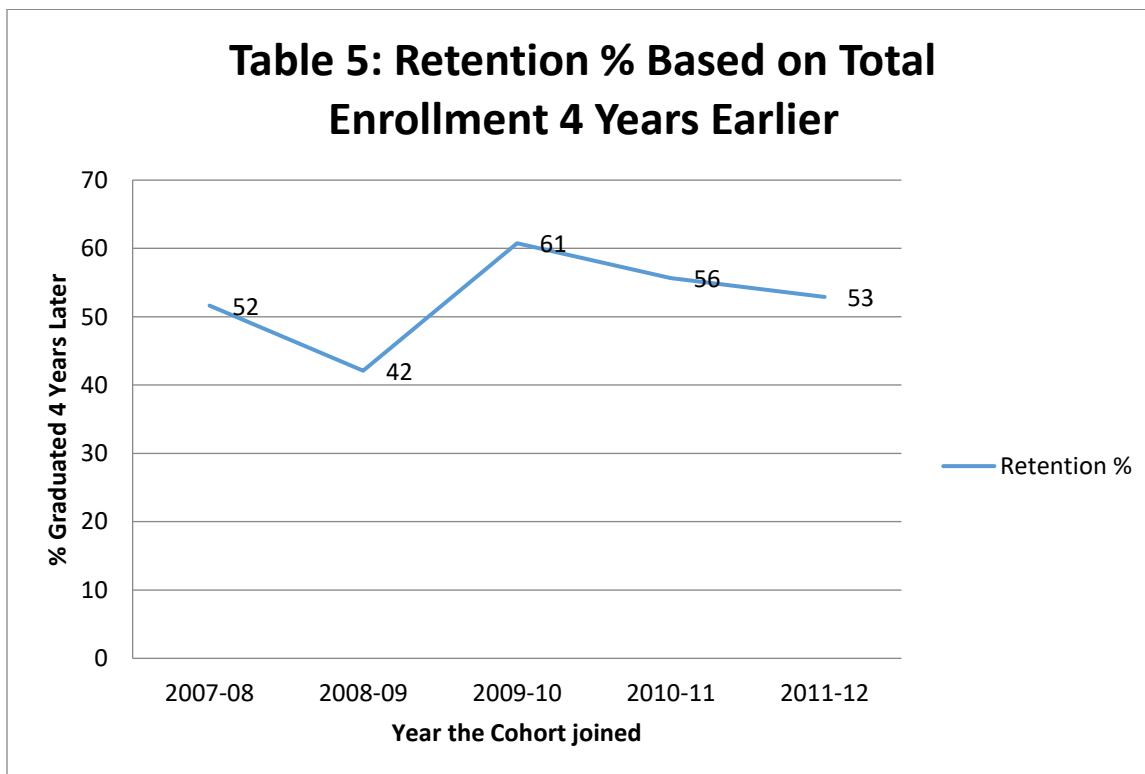


On the other hand, among the JOUR major, the Arabic track students have started to slightly outnumber the English track ones (see Table 4).



**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.