TEXAS TECH UNIVERSITY
COLLEGE OF MEDIA AND COMMUNICATION
NATIONAL PROFESSIONAL ADVISORY BOARD
DR. LAWRENCE SCHOVANEC, PRESIDENT
University Enrollment

- Total Enrollment: 38,209: Up 34%
  Since Fall ‘08
- New Freshmen: 6,173
- Graduate and Law: 6,252

National Merit Finalists:
26 in 2018 Freshman Class

Record Retention Rates, Fall 2018:
First-Year: 85%
Second-Year: 74.5%
Third-Year: 69.5%

Total Degrees Awarded:
8,434 (FY18)
349 Doctoral Degrees

Presidential Scholars:
2,933
(Fall ‘16 - 1,145)

Six-Year Graduation Rate:
60%
University Research

2018

- **Total Research Expenditures**: $179.8M
  - 22.6% increase over five years, top 14% nationally (NSF HERD)

- **Restricted Research Expenditures**: $57.2M
  - 29.3% increase over five years

- **Federal Research Expenditures**: $31.0M
  - 8.8% increase over five years, top 19% nationally (NSF HERD)
Texas Tech University
- Forbes Best Value Colleges - #138
  - One-year increase of 160 positions
- Money Magazine - #261
- ARWU (Shanghai) - #401-500
  - Moved up from #501-600 category
  - Academic Ranking of World Universities
- CWRU - #437
  - One-year increase of 63 positions
  - Center for World University Rankings

Money Magazine - #261

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College of Media & Communication
- Communication - #34 global ranking
  - Academic Ranking of World Universities
- Communication & Journalism*
  - #6 best value | #72 overall
- Journalism
  - #39 best value | #59 highest paid graduates
- Public Relations & Advertising*
  - #11 highest paid graduates
- Radio, Television & Digital Communication*
  - #3 best value | #17 highest paid graduates
  - #34 overall

*CollegeFactual.com 2018
63% Enrollment Increase
Since Fall 2013

Enrolled a record 2,369 students in Fall 2018

627 – degrees conferred in 2018; 94% five-year increase

90.7% one-year rate
74.5% two-year rate (Fall 2018)

111.1% – increase in faculty since 2013

$2.5M – increase in college endowment since 2013
Study Abroad Examples:

- New Zealand  
  • creative media

- London  
  • advertising and creative media

- Costa Rica  
  • sustainability and eco-tourism

- Germany  
  • public relations

Rebranded/New Programs:

- Changed Electronic Media Communications to Creative Media Industries

- Health Communication in partnership with School of Nursing

- Created Digital Media and Professional Communication

- Adventure Media