

**ACT Student Opinion Survey Demographics
Mass Communication Majors**

	2000		2001		2002		2003		2004	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Age										
18 or Under		0.0%	3	10.3%	2	4.9%	3	11.5%	1	5.3%
19	2	12.5%	3	10.3%	6	14.6%	5	19.2%	4	21.1%
20	4	25.0%	8	27.6%	8	19.5%	9	34.6%	8	42.1%
21	2	12.5%	9	31.0%	9	22.0%	6	23.1%	3	15.8%
22	1	6.3%	4	13.8%	8	19.5%	1	3.8%		0.0%
23 to 25	5	31.3%	1	3.4%	5	12.2%	1	3.8%	1	5.3%
26 to 29		0.0%		0.0%	1	2.4%	1	3.8%		0.0%
30 to 39	2	12.5%		0.0%	2	4.9%		0.0%	1	5.3%
40 to 61		0.0%	1	3.4%		0.0%		0.0%	1	5.3%
62 or Over		0.0%		0.0%		0.0%		0.0%		0.0%
Total	16		29		41		26		19	
Race										
African American or Black	15	93.8%	26	89.7%	40	97.6%	26	100.0%	18	94.7%
Native American		0.0%		0.0%		0.0%		0.0%		0.0%
Caucasian or White		0.0%		0.0%		0.0%		0.0%		0.0%
Mexican		0.0%		0.0%		0.0%		0.0%		0.0%
Asian	1	6.3%	1	3.4%		0.0%		0.0%		0.0%
Hispanic		0.0%		0.0%		0.0%		0.0%		0.0%
Other		0.0%	1	3.4%		0.0%		0.0%		0.0%
I prefer not to respond.		0.0%	1	3.4%	1	2.4%		0.0%	1	5.3%
Total	16		29		41		26		19	
Class										
Freshman	3	18.8%	8	27.6%	5	12.2%	8	30.8%	2	10.5%
Sophomore	3	18.8%	5	17.2%	5	12.2%	8	30.8%	7	36.8%
Junior	2	12.5%	8	27.6%	12	29.3%	8	30.8%	5	26.3%
Senior	2	12.5%	8	27.6%	18	43.9%	2	7.7%	4	21.1%
Graduate or Professional Student	6	37.5%		0.0%	1	2.4%		0.0%		0.0%
Special Student		0.0%		0.0%		0.0%		0.0%	1	5.3%
Other/Unclassified		0.0%		0.0%		0.0%		0.0%		0.0%
Total	16		29		41		26		19	

**ACT Student Opinion Survey Demographics
Mass Communication Majors**

	2000		2001		2002		2003		2004	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Purpose										
No Definite Purpose in Mind	1	6.3%	1	3.4%		0.0%	2	7.7%	1	5.3%
To Take a Few Job-Related Courses		0.0%		0.0%		0.0%		0.0%		0.0%
To Take a Few Courses for Self-Improvement		0.0%		0.0%		0.0%		0.0%		0.0%
To Take Courses Necessary for Transferring to Another College		0.0%		0.0%		0.0%		0.0%		0.0%
To Obtain or Maintain a Certification		0.0%		0.0%	1	2.5%		0.0%		0.0%
To Complete a Vocational/Technical Program		0.0%		0.0%		0.0%		0.0%		0.0%
To Obtain an Associate Degree		0.0%	1	3.4%	2	5.0%		0.0%		0.0%
To Obtain a Bachelor's Degree	8	50.0%	24	82.8%	34	85.0%	21	80.8%	17	89.5%
To Obtain a Master's Degree	7	43.8%	2	6.9%	1	2.5%	2	7.7%		0.0%
To Obtain a Doctorate or Professional Degree		0.0%	1	3.4%	2	5.0%	1	3.8%	1	5.3%
Total	16		29		40		26		19	
Sex										
Male	6	37.5%	10	34.5%	13	31.7%	16	61.5%	3	15.8%
Female	10	62.5%	19	65.5%	28	68.3%	10	38.5%	16	84.2%
Total	16		29		41		26		19	
Marital Status										
Unmarried	14	87.5%	29	100.0%	41	100.0%	26	100.0%	19	100.0%
Married	1	6.3%		0.0%		0.0%		0.0%		0.0%
Separated	1	6.3%		0.0%		0.0%		0.0%		0.0%
Prefer not to respond.		0.0%		0.0%		0.0%		0.0%		0.0%
Total	16		29		41		26		19	
Hours Employed										
0 or Only Occasional Jobs	4	25.0%	18	62.1%	20	48.8%	16	61.5%	8	42.1%
1 to 10	2	12.5%		0.0%	2	4.9%	2	7.7%	2	10.5%
11 to 20	5	31.3%	4	13.8%	8	19.5%	3	11.5%	5	26.3%
21 to 30	1	6.3%	6	20.7%	6	14.6%	4	15.4%	1	5.3%
31 to 40	3	18.8%	1	3.4%	4	9.8%	1	3.8%	1	5.3%
Over 40	1	6.3%		0.0%	1	2.4%		0.0%	2	10.5%
Total	16		29		41		26		19	

**ACT Student Opinion Survey Demographics
Mass Communication Majors**

	2000		2001		2002		2003		2004	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Enrollment Status										
Full-time	14	87.5%	29	100.0%	41	100.0%	26	100.0%	19	100.0%
Part-time	2	12.5%		0.0%		0.0%		0.0%		0.0%
Total	16		29		41		26		19	
Residence										
In-State	14	87.5%	24	82.8%	31	75.6%	20	76.9%	14	73.7%
Out-of-State	2	12.5%	5	17.2%	10	24.4%	6	23.1%	5	26.3%
International		0.0%		0.0%		0.0%		0.0%		0.0%
Total	16		29		41		26		19	
Prior School Type										
High School	7	43.8%	20	69.0%	34	82.9%	22	84.6%	12	63.2%
Vocational/Technical School		0.0%		0.0%		0.0%		0.0%	1	5.3%
2-Year College	2	12.5%	5	17.2%	3	7.3%		0.0%	2	10.5%
4-Year College or University	7	43.8%	3	10.3%	3	7.3%	3	11.5%	3	15.8%
Graduate/Professional College		0.0%		0.0%		0.0%		0.0%		0.0%
Other		0.0%	1	3.4%	1	2.4%	1	3.8%	1	5.3%
Total	16		29		41		26		19	
Current Residence Type										
College Residence Hall	2	12.5%	9	31.0%	13	31.7%	14	53.8%	4	21.1%
Fraternity or Sorority House		0.0%		0.0%		0.0%		0.0%		0.0%
College Married Student Housing		0.0%		0.0%		0.0%		0.0%		0.0%
Off-Campus Room or Apartment	3	18.8%	8	27.6%	16	39.0%	5	19.2%	10	52.6%
Home of Parents or Relatives	10	62.5%	9	31.0%	10	24.4%	5	19.2%	3	15.8%
Own Home	1	6.3%	2	6.9%	2	4.9%	1	3.8%	1	5.3%
Other		0.0%	1	3.4%		0.0%	1	3.8%	1	5.3%
Total	16		29		41		26		19	
Financial Aid										
Yes	9	56.3%	26	89.7%	29	70.7%	19	73.1%	15	78.9%
No	7	43.8%	3	10.3%	12	29.3%	7	26.9%	4	21.1%
Total	16		29		41		26		19	

**ACT Student Opinion Survey
Use of College Services
Mass Communication Majors**

Use of Service

Year	<i>Not Available</i>		<i>Not Used</i>		<i>Used</i>		Total
	Count	Percent	Count	Percent	Count	Percent	
1. Academic Advising Services							
2000		0.0%	2	15.4%	11	84.6%	13
2001	1	4.0%	3	12.0%	21	84.0%	25
2002		0.0%	8	24.2%	25	75.8%	33
2003		0.0%	7	30.4%	16	69.6%	23
2004		0.0%	1	6.7%	14	93.3%	15
9. College-Sponsored tutorial services							
2000	1	7.1%	13	92.9%		0.0%	14
2001	1	3.8%	22	84.6%	3	11.5%	26
2002		0.0%	29	85.3%	5	14.7%	34
2003		0.0%	21	87.5%	3	12.5%	24
2004	1	5.9%	13	76.5%	3	17.6%	17
14. College-sponsored social activities							
2000		0.0%	6	46.2%	7	53.8%	13
2001		0.0%	7	28.0%	18	72.0%	25
2002		0.0%	6	17.6%	28	82.4%	34
2003		0.0%	3	13.0%	20	87.0%	23
2004	1	6.3%	2	12.5%	13	81.3%	16

**ACT Student Opinion Survey
Satisfaction with College Services
Mass Communication Majors**

Satisfaction with Service

5 = Very Satisfied 4 = Satisfied 3 = Neutral 2 = Dissatisfied 1 = Very Dissatisfied

	Year	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Total	Average	SD
1. Academic Advising Services														
	2000	5	45.5%	5	45.5%	1	9.1%		0.0%		0.0%	11	4.4	0.7
	2001	4	19.0%	10	47.6%	5	23.8%	2	9.5%		0.0%	21	3.8	0.9
	2002	1	4.0%	14	56.0%	8	32.0%	2	8.0%		0.0%	25	3.6	0.7
	2003	2	12.5%	11	68.8%	2	12.5%	1	6.3%		0.0%	16	3.9	0.7
	2004	1	7.1%	5	35.7%	3	21.4%	3	21.4%	2	14.3%	14	3.0	1.2
9. College-Sponsored tutorial services														
	2000		0.0%		0.0%		0.0%		0.0%		0.0%	0	0.0	0.0
	2001		0.0%	1	33.3%	2	66.7%		0.0%		0.0%	3	3.3	0.6
	2002		0.0%	3	100.0%		0.0%		0.0%		0.0%	3	4.0	0.0
	2003		0.0%	3	100.0%		0.0%		0.0%		0.0%	3	4.0	0.0
	2004		0.0%		0.0%	2	100.0%		0.0%		0.0%	2	3.0	0.0
14. College-sponsored social activities														
	2000	4	57.1%	3	42.9%		0.0%		0.0%		0.0%	7	4.6	0.5
	2001	2	11.8%	6	35.3%	8	47.1%		0.0%	1	5.9%	17	3.5	0.9
	2002	4	14.8%	15	55.6%	7	25.9%	1	3.7%		0.0%	27	3.8	0.7
	2003	5	25.0%	10	50.0%	4	20.0%	1	5.0%		0.0%	20	4.0	0.8
	2004	2	16.7%	5	41.7%	5	41.7%		0.0%		0.0%	12	3.8	0.8

**ACT Student Opinion Survey
Satisfaction with College Environment
Mass Communication Majors**

Year	5 = Very Satisfied		4 = Satisfied		3 = Neutral		2 = Dissatisfied		1 = Very Dissatisfied		Total	Average	SD
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent			
1. Testing/grading system													
2000	3	18.8%	10	62.5%	3	18.8%		0.0%		0.0%	16	4.0	0.6
2001	4	14.3%	13	46.4%	10	35.7%	1	3.6%		0.0%	28	3.7	0.8
2002	6	14.6%	25	61.0%	10	24.4%		0.0%		0.0%	41	3.9	0.6
2003	1	4.0%	20	80.0%	4	16.0%		0.0%		0.0%	25	3.9	0.4
2004		0.0%	12	63.2%	5	26.3%	2	10.5%		0.0%	19	3.5	0.7
2. Course content in your major field													
2000	4	25.0%	8	50.0%	3	18.8%	1	6.3%		0.0%	16	3.9	0.9
2001	5	17.2%	11	37.9%	7	24.1%	5	17.2%	1	3.4%	29	3.5	1.1
2002	2	4.9%	25	61.0%	8	19.5%	5	12.2%	1	2.4%	41	3.5	0.9
2003	4	17.4%	15	65.2%	1	4.3%	2	8.7%	1	4.3%	23	3.8	1.0
2004	4	21.1%	7	36.8%	5	26.3%	3	15.8%		0.0%	19	3.6	1.0
3. Instruction in your major field													
2000	5	33.3%	6	40.0%	3	20.0%	1	6.7%		0.0%	15	4.0	0.9
2001	5	17.2%	13	44.8%	7	24.1%	4	13.8%		0.0%	29	3.7	0.9
2002	5	12.5%	20	50.0%	12	30.0%	3	7.5%		0.0%	40	3.7	0.8
2003	3	12.5%	16	66.7%	5	20.8%		0.0%		0.0%	24	3.9	0.6
2004	4	22.2%	7	38.9%	6	33.3%	1	5.6%		0.0%	18	3.8	0.9
4. Out-of-class availability of your instructors													
2000	4	25.0%	8	50.0%	4	25.0%		0.0%		0.0%	16	4.0	0.7
2001	4	14.3%	8	28.6%	7	25.0%	9	32.1%		0.0%	28	3.3	1.1
2002	3	7.5%	10	25.0%	20	50.0%	6	15.0%	1	2.5%	40	3.2	0.9
2003	2	9.1%	9	40.9%	8	36.4%	2	9.1%	1	4.5%	22	3.4	1.0
2004	1	5.6%	9	50.0%	6	33.3%	2	11.1%		0.0%	18	3.5	0.8
5. Attitude of the faculty toward students													
2000	2	12.5%	11	68.8%	2	12.5%	1	6.3%		0.0%	16	3.9	0.7
2001	3	10.3%	13	44.8%	4	13.8%	6	20.7%	3	10.3%	29	3.2	1.2
2002	2	4.9%	15	36.6%	13	31.7%	8	19.5%	3	7.3%	41	3.1	1.0
2003	2	8.7%	9	39.1%	8	34.8%	3	13.0%	1	4.3%	23	3.3	1.0
2004	1	5.3%	9	47.4%	4	21.1%	4	21.1%	1	5.3%	19	3.3	1.0

ACT Student Opinion Survey
Satisfaction with College Environment
Mass Communication Majors

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6. Variety of courses offered at this college

Year	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Total	Average	SD
2000	1	6.3%	8	50.0%	4	25.0%	2	12.5%	1	6.3%	16	3.4	1.0
2001	6	20.7%	7	24.1%	11	37.9%	5	17.2%		0.0%	29	3.5	1.0
2002	3	7.3%	17	41.5%	14	34.1%	7	17.1%		0.0%	41	3.4	0.9
2003	3	12.5%	16	66.7%	1	4.2%	4	16.7%		0.0%	24	3.8	0.9
2004	2	11.1%	4	22.2%	8	44.4%	1	5.6%	3	16.7%	18	3.1	1.2

7. Class size relative to the type of course

2000	5	31.3%	10	62.5%	1	6.3%		0.0%		0.0%	16	4.3	0.6
2001	5	17.2%	18	62.1%	6	20.7%		0.0%		0.0%	29	4.0	0.6
2002	5	12.2%	27	65.9%	9	22.0%		0.0%		0.0%	41	3.9	0.6
2003	5	21.7%	12	52.2%	6	26.1%		0.0%		0.0%	23	4.0	0.7
2004	3	15.8%	8	42.1%	8	42.1%		0.0%		0.0%	19	3.7	0.7

8. Flexibility to design your own program of study

2000	3	20.0%	7	46.7%	4	26.7%	1	6.7%		0.0%	15	3.8	0.9
2001	6	22.2%	10	37.0%	6	22.2%	3	11.1%	2	7.4%	27	3.6	1.2
2002	5	12.5%	14	35.0%	17	42.5%	4	10.0%		0.0%	40	3.5	0.8
2003	4	18.2%	10	45.5%	4	18.2%	4	18.2%		0.0%	22	3.6	1.0
2004	1	5.9%	3	17.6%	10	58.8%	3	17.6%		0.0%	17	3.1	0.8

9. Availability of your advisor

2000	6	37.5%	6	37.5%	3	18.8%	1	6.3%		0.0%	16	4.1	0.9
2001	8	27.6%	10	34.5%	7	24.1%	4	13.8%		0.0%	29	3.8	1.0
2002	3	7.5%	20	50.0%	13	32.5%	3	7.5%	1	2.5%	40	3.5	0.8
2003	4	17.4%	14	60.9%	4	17.4%	1	4.3%		0.0%	23	3.9	0.7
2004	1	5.3%	8	42.1%	5	26.3%	1	5.3%	4	21.1%	19	3.1	1.3

10. Value of the information provided by your advisor

2000	6	37.5%	8	50.0%	2	12.5%		0.0%		0.0%	16	4.3	0.7
2001	10	35.7%	10	35.7%	7	25.0%	1	3.6%		0.0%	28	4.0	0.9
2002	4	10.0%	20	50.0%	13	32.5%	2	5.0%	1	2.5%	40	3.6	0.8
2003	4	16.7%	13	54.2%	5	20.8%	1	4.2%	1	4.2%	24	3.8	0.9
2004	3	17.6%	4	23.5%	5	29.4%	1	5.9%	4	23.5%	17	3.1	1.4

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Satisfaction with College Environment
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Year	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Total	Average	SD
11. Preparation you are receiving for your future occupation													
2000	3	18.8%	6	37.5%	6	37.5%	1	6.3%		0.0%	16	3.7	0.9
2001	4	13.8%	16	55.2%	5	17.2%	2	6.9%	2	6.9%	29	3.6	1.0
2002	2	5.3%	15	39.5%	14	36.8%	7	18.4%		0.0%	38	3.3	0.8
2003	3	12.0%	15	60.0%	5	20.0%	2	8.0%		0.0%	25	3.8	0.8
2004	4	21.1%	9	47.4%	5	26.3%		0.0%	1	5.3%	19	3.8	1.0
22. Classroom facilities													
2000	1	6.3%	7	43.8%	5	31.3%	3	18.8%		0.0%	16	3.4	0.9
2001	3	10.3%	10	34.5%	10	34.5%	6	20.7%		0.0%	29	3.3	0.9
2002	2	4.9%	20	48.8%	9	22.0%	8	19.5%	2	4.9%	41	3.3	1.0
2003	1	4.0%	11	44.0%	10	40.0%	1	4.0%	2	8.0%	25	3.3	0.9
2004	1	5.3%	9	47.4%	6	31.6%	2	10.5%	1	5.3%	19	3.4	1.0
23. Laboratory facilities													
2000	1	6.3%	6	37.5%	8	50.0%	1	6.3%		0.0%	16	3.4	0.7
2001	2	7.4%	11	40.7%	8	29.6%	6	22.2%		0.0%	27	3.3	0.9
2002	2	5.1%	15	38.5%	13	33.3%	7	17.9%	2	5.1%	39	3.2	1.0
2003	1	4.3%	11	47.8%	9	39.1%	2	8.7%		0.0%	23	3.5	0.7
2004		0.0%	7	41.2%	4	23.5%	5	29.4%	1	5.9%	17	3.0	1.0
31. Availability of the courses you want at times you can take them													
2000		0.0%	8	53.3%	2	13.3%	3	20.0%	2	13.3%	15	3.1	1.2
2001	3	10.3%	6	20.7%	4	13.8%	12	41.4%	4	13.8%	29	2.7	1.3
2002	2	4.9%	13	31.7%	9	22.0%	13	31.7%	4	9.8%	41	2.9	1.1
2003	2	8.0%	4	16.0%	12	48.0%	3	12.0%	4	16.0%	25	2.9	1.1
2004	1	5.3%	2	10.5%	6	31.6%	5	26.3%	5	26.3%	19	2.4	1.2
35. Attitude of the college nonteaching staff toward students													
2000	1	6.3%	3	18.8%	8	50.0%	3	18.8%	1	6.3%	16	3.0	1.0
2001	1	3.6%	8	28.6%	6	21.4%	5	17.9%	8	28.6%	28	2.6	1.3
2002	3	7.3%	9	22.0%	14	34.1%	9	22.0%	6	14.6%	41	2.9	1.2
2003		0.0%	5	21.7%	12	52.2%	3	13.0%	3	13.0%	23	2.8	0.9
2004	1	5.3%	5	26.3%	8	42.1%	5	26.3%		0.0%	19	3.1	0.9
42. This college in general													
2000	3	18.8%	9	56.3%	4	25.0%		0.0%		0.0%	16	3.9	0.7
2001	2	7.1%	13	46.4%	9	32.1%	4	14.3%		0.0%	28	3.5	0.8
2002	6	14.6%	19	46.3%	14	34.1%		0.0%	2	4.9%	41	3.7	0.9
2003	5	20.8%	13	54.2%	3	12.5%	1	4.2%	2	8.3%	24	3.8	1.1
2004	2	10.5%	9	47.4%	6	31.6%	2	10.5%		0.0%	19	3.6	0.8

**ACT Student Opinion Survey
Louisiana Instructor Questions
Mass Communication Majors**

7. How well do instructors in your program know you?

Year	<i>All of them know me well.</i>		<i>Many of them know me well.</i>		<i>Some know me well and some do not.</i>		<i>Only a few of them know me well.</i>		<i>None of them know me well.</i>		Total
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
2000*											
2001	6	22.2%	10	37.0%	9	33.3%	2	7.4%		0.0%	27
2002	8	20.5%	17	43.6%	13	33.3%		0.0%	1	2.6%	39
2003	1	4.5%	3	13.6%	10	45.5%	2	9.1%	6	27.3%	22
2004	1	5.9%	6	35.3%	5	29.4%	5	29.4%		0.0%	17

8. How would you rate the teaching ability of the instructors in your program?

Year	<i>Very Good</i>		<i>Good</i>		<i>Average</i>		<i>Poor</i>		<i>Very Poor</i>		Total
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
2000*											
2001	4	14.8%	8	29.6%	14	51.9%	1	3.7%		0.0%	27
2002	5	12.8%	21	53.8%	11	28.2%	2	5.1%		0.0%	39
2003	3	13.6%	11	50.0%	8	36.4%		0.0%		0.0%	22
2004	5	29.4%	7	41.2%	5	29.4%		0.0%		0.0%	17

*Less than 10 students responded to this question in this year.