

800+

STUDENTS PARTICIPATED

(Includes undergrad journal submissions)

Total Professional Staff: 6 (FT=4, PT=2)

STUDENT MEDIA

THE LARGEST CLASSROOM ON CAMPUS

7,322+

EXPERIENTIAL LEARNING VISITS

(Unique student office visits)

▲▼ = Indicates Year-over-year Change



- Freshman 14% ▼
- Sophomore 18% ▼
- Junior 29% ▲
- Senior 26% ▲
- Graduate 13% ▲

2014-2015 EOY DATA

89%

Average retention rate among student staff.

46 TOTAL MAJORS



- TOP 5:** 1. Communication 2. English
3. Film & Video Studies 4. Creative Writing
5. Government

IV FOURTH ESTATE

Mason's official student newspaper in print and online.

Total Students Involved ▼

105

Staff: 19
Contributors: 52
Co-curricular: 34

1st

Editor Hau Chu's article, "Second Chance at Life," received 1st place in the Mark of Excellence Awards.

mcn 231 Mason Cable Network

Mason's student-operated television network airing 24/7.

Total Students Involved ▲

78

Staff: 29
Contributors: 37
Co-curricular: 12

94

The number of live streams produced by MCN staff. A 62% increase over last year.

WGMU

Mason's official student-run radio station for 35 years.

Total Students Involved ▼

96

Staff: 10
On-air DJs: 30
Co-curricular: 56

90

The number of radio shows totaling 1,632 on-air hours and 635 practice hours.

GMView

Mason's official student-produced yearbook+DVD.

Total Students Involved ▲

22

Staff: 3
Contributors: 5
Co-curricular: 14

488

The number of unique interactions at a single North Plaza event.

PHOEBE

Mason's graduate literary and arts journal since 1971.

Total Students Involved ▲

72

Staff: 9
Reviewers: 63
Submissions: 300

3,550

Total Twitter followers — the most of any group.

So to Speak

Mason's feminist graduate journal of language and art.

Total Students Involved ▼

30

Staff: 11
Reviewers: 19
Submissions: 362

2

The amount, in thousands of dollars, donated to Bethany House to help combat domestic violence since 2012.

GMR The George Mason Review

Mason's undergraduate journal of academic writing.

Total Students Involved ▼

14

Staff: 4
Reviewers: 10
Submissions: 78

7

The number of guest faculty contributors who wrote about their chosen academic field.

volition

Mason's undergraduate literary and arts journal.

Total Students Involved ▼

23

Staff: 6
Contributors: 17
Submissions: 290

397

The total of Open Mic Night event attendees. Over 80 performers.

hispanic culture review

Mason's bilingual (Spanish) journal for over 25 years.

Total Students Involved ▲

7

Staff: 3
Reviewers: 4
Faculty Judges: 5

567

The number of submissions received. Up 1,000% over last year.

SOCIETY OF PROFESSIONAL JOURNALISTS

Mason's chapter of the national organization.

Total Students Involved ▲

30

Officers: 3
Board Members: 3
Members: 24

6

The number of media career-related events involving CNN, USA Today, PBS, NewsPebbles, and more.

SALES & COMM. TEAM

Student-led teams providing support for all groups.

Total Students Involved ▲

11

Sales Team: 4
Comm. Team: 7

1,042

Number of unique office visits processed by Comm. Team.

617

Number of unique businesses contacted by Sales Team.

omason

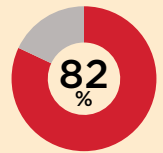
FREE online blogging platform available to all students hosted on Student Media servers. Also utilized by faculty and University Life.

268

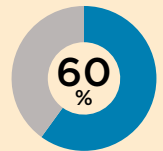
The number of active new users gained in the last year.

TOP 5 SKILLS

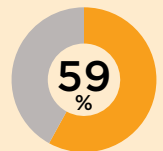
Based on Student Media end of year survey data.



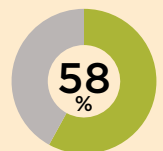
Communication



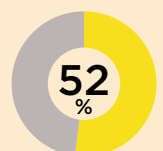
Creativity/Innovation



Decision Making

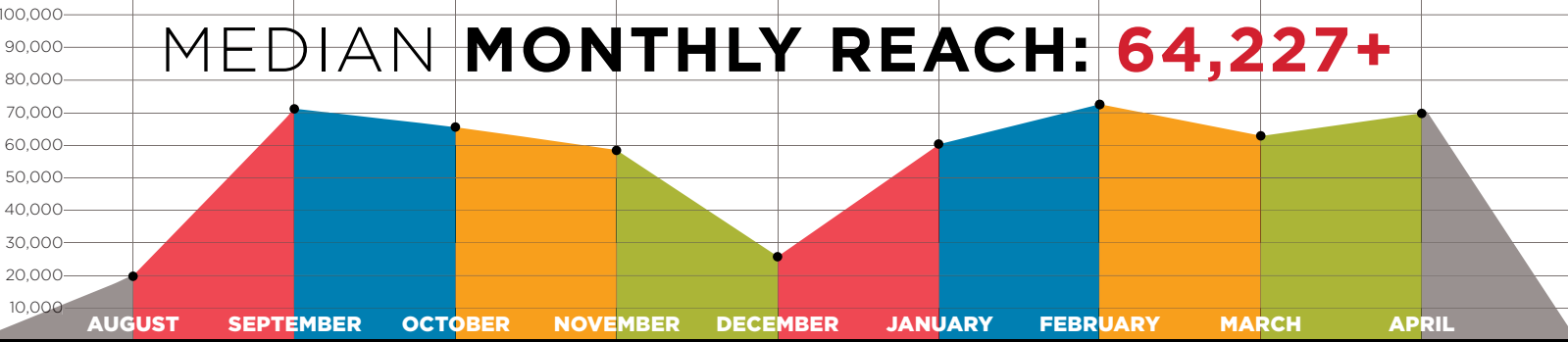


Teamwork



Leadership

MEDIAN MONTHLY REACH: 64,227+



MEDIAN MONTHLY REACH is a total of all unique interactions. This number is comprised mainly of Audience (63,134) but also includes Events, Kiosks, Classroom Visits, Faculty Outreach, Visitors, and Professional Development Attendees (1,093). *Does not include social media.*

AUDIENCE

One of our goals was to foster a culture of “audience first,” and our data shows mixed results.

146 The percent increase in overall MCN YouTube viewership. MCN added new programming, including 59 daily news updates.

PROGRESS & INSIGHTS:

- 160% increase in *Fourth Estate* readership in the month of April.
- NVCC newspaper partnership doubles biweekly readership.

- onMason avg. 31K views/month.
- WG MU saw a large spike in listenership when Student Gov’t candidates were guests.
- Conducted 342 Mason Day surveys gauging reader habits.

FACULTY

Progress in this area reflects targeted outreach efforts that encouraged faculty partnerships.

78 The number of unique faculty members that participated. In addition, Student Media admin staff taught 16 sections of co-curricular workshops.

WAYS THEY WERE INVOLVED:

- Class visits (57)
- Class assignments/projects (8)
- Extra credit (5)
- Internship credit (3)

- Recommended students (15)
- Contest judge or advisor (11)
- Guest journal contributor (7)
- Utilized onMason for student portfolios or *GMR* content in classroom exercises (6)

EVENTS

SM hosted events to complement our mission of providing a forum for diverse student voices.

74 The total number of events with a Student Media presence. SM hosted 39 unique events and partnered with UL offices & academic depts on 35.

EVENT HIGHLIGHTS:

- Press Pass (Welcome Week)
- “8 Years Past Midnight” Screening
- WG MU Day (35th Anniversary)
- 4 Arlington Headshot Sessions

PROF. DEV. HIGHLIGHTS:

- 2 LEAD student trainings
- Digital Storytelling Summit
- Public Relations Workshop in DC
- Team StrengthsQuest dinner

COMMUNITY

Student Media increased the variety of initiatives aimed at building community relationships.

175 The number of local Boy Scouts who toured our studios and newsroom as part of merit badge programs. WG MU and MCN voluntarily participate.

OUTREACH EFFORTS:

- WG MU Summer Radio Camp for local students grades 6-12.
- Represented Mason at Nat’l High School Journalism Conf.

- Partnered with Tyson’s Corner to live stream dedication of new sculpture by Mason faculty.
- *GMR* editors served as judges in Oak View Elem. writing contest.
- *Volition* raised \$300+ for NIH.



CAREER READINESS

92%

of students said they planned to “include their Student Media experience on their resume.”

- 30+ student staff internship and job offers (ABC 7, USA Today, Discovery, Fox 5, Gannett, Wolf Trap, Nova Magazine, K12, GKI).
- Created monthly Student Recognition program.

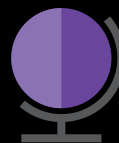


CIVIC LEARNING & COMMUNITY ENG.

250+

exit surveys conducted by Student Media leaders at Merten Hall polling place on election day.

- Live 2014 Election Coverage.
- Mason Votes political website.
- 9/11 Event (150+ attendees).
- WG MU radio show hosted 20+ local and nat’l political guests.
- Mentored 8 Mason LIFE students.



GLOBAL & MULTI-CULTURAL COMP.

335+

viewers of MCN’s live stream of International Week Dance Competition.

- *Hispanic Culture Review*, a foreign language publication.
- *So to Speak*, a feminist journal.
- Co-sponsor of the Spanish Film Festival (Festival de Cine).
- Published multicultural content.



WELL-BEING

64%

of students said that Student Media “allowed me to explore who I am and what is important to me” and “helped me develop relationships and connect with others in a positive way.”

- WG MU piloted a show called “The 18 to 24 Year Old Program” that focused on well-being in personal/intimate relationships.