

TALISMAN

Undergraduate Student Enrollment Fact Sheet • Fall 2019

Overview & History

The Talisman currently offers positions in writing, photography, videography, design, illustration and editorial leadership. The fall 2019 Talisman staff is made up of **60 students, including three first-year students, representing 22 academic majors across four colleges.** Majors with the highest representation include 15 students majoring in photojournalism, 12 in English, 11 in journalism and 8 in advertising.

The Talisman yearbook was published annually beginning in 1924. After a six-year hiatus, the yearbook was resurrected in 2002 and published again beginning in 2003. The final Talisman yearbook was published in 2016. During the 2015-2016 academic year, the Talisman began publishing news, culture and lifestyle pieces at WKUTalisman.com. The Talisman began publishing a semi-annual magazine during 2016-2017.

RETENTION RATE

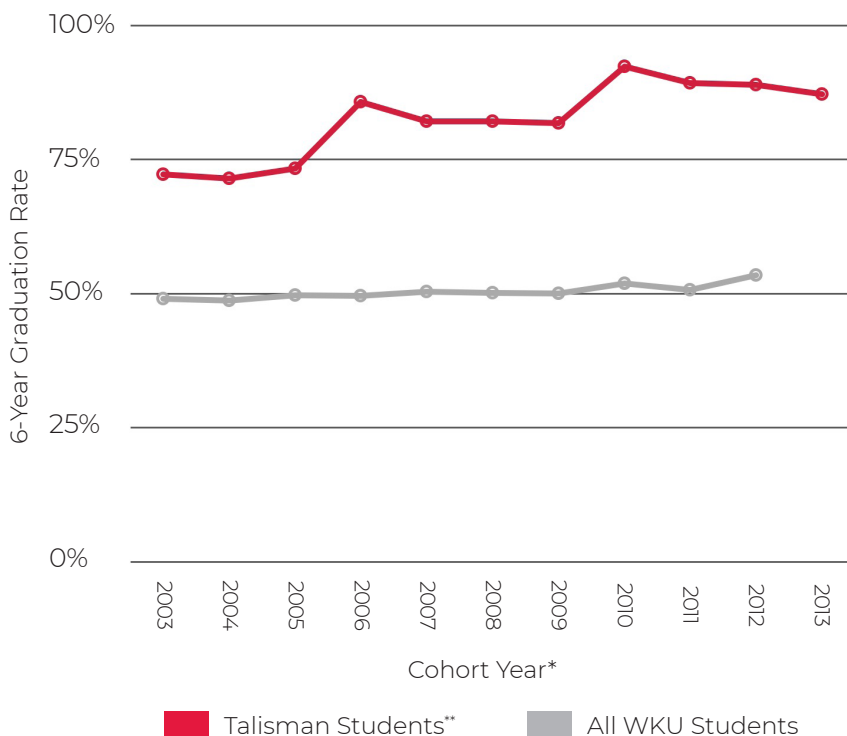
Since 2002,

92.7%

of full-time, degree-seeking undergraduate students who worked on the Talisman during their first year at WKU remained enrolled at WKU for their second year.

GRADUATION RATE

Undergraduate students graduating from WKU within six years



Cohort Year*	No. of Talisman Graduates*	Rate of Talisman Graduates**	Rate of all WKU Students
2003	13	72.2%	49%
2004	10	71.4%	48.7%
2005	11	73.3%	49.7%
2006	24	85.7%	49.6%
2007	23	82.1%	50.3%
2008	32	82.1%	50.1%
2009	36	81.8%	50%
2010	24	92.3%	51.9%
2011	23	89.2%	50.7%
2012	24	88.9%	53.4%
2013	34	87.2%	tbd

*Cohorts consist of first-time, full-time, degree-seeking undergraduate students who entered in fall or summer of the cohort year.

**Includes all students who worked on the Talisman at any time during their undergraduate education.