



SCHOOL PERFORMANCE FACT SHEET
CALENDAR YEARS 2022 & 2023

DIGITAL AUDIENCE STRATEGY MASTER OF
SCIENCES - ARIZONA RESIDENT - 2 YEARS

On-Time Completion Rates (Graduation Rates)
 Includes data for the two calendar years prior to reporting

Calendar Year	Number of Students Who Began the Program	Students Available for Graduation	Number of On-Time Graduates	On-Time Completion Rate
2022	N/A	N/A	N/A	N/A
2023	N/A	N/A	N/A	N/A

Student's Initials: _____ Date: _____

Initial only after you have had sufficient time to read and understand the information.

Job Placement Rates (includes data for the two calendar years prior to reporting)

Calendar Year	Number of Students Who Began Program	Number of Graduates	Graduates Available for Employment	Graduates Employed in the Field	Placement Rate % Employed in the Field
2022	N/A	N/A	N/A	N/A	N/A
2023	N/A	N/A	N/A	N/A	N/A

You may obtain from the institution a list of the employment positions determined to be in the field for which a student received education and training. At the Arizona State University webpage [here](#)



Gainfully Employed Categories (includes data for the two calendar years prior to reporting)

Part-Time vs. Full-Time Employment

Calendar Year	Graduate Employed in the Field 20-29 Hours Per Week	Graduates Employed in the Field at Least 30 Hours Per Week	Total Graduates Employed in the Field
2022	N/A	N/A	N/A
2023	N/A	N/A	N/A

Single Position vs. Concurrent Aggregated Position

Calendar Year	Graduates Employed in the Field in a Single Position	Graduates Employed in the Field in Concurrent Aggregated Positions	Total Graduates Employed in the Field
2022	N/A	N/A	N/A
2023	N/A	N/A	N/A

Self-Employed / Freelance Positions

Calendar Year	Graduates Employed who are Self-Employed or Working Freelance	Total Graduates Employed in the Field
2022	N/A	N/A
2023	N/A	N/A

Institutional Employment

Calendar Year	Graduates Employed in the Field who are Employed by the Institution, an Employer Owned by the Institution, or an Employer who Shares Ownership with the Institution.	Total Graduates Employed in the Field
2022	N/A	N/A
2023	N/A	N/A

Student's Initials: _____ Date: _____

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License Examination Passage Rates (includes data for the two calendar years prior to reporting)

This program does not require state licensure.

Calendar Year	Number of Graduates in Calendar Year	Number of Graduates Taking Exam	Number Who Passed First Available Exam	Number Who Failed First Available Exam	Passage Rate
2022	N/A	N/A	N/A	N/A	N/A
2023	N/A	N/A	N/A	N/A	N/A

Licensure examination passage data is not available from the state agency administering the examination.

Student's Initials: _____ Date: _____

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Salary and Wage Information (includes data for the two calendar years prior to reporting)

Annual salary and wages reported for graduates employed in the field.

Calendar Year	Graduates Available for Employment	Graduates Employed in Field	\$20,001	\$35,001	\$40,001	\$45,001	\$50,001
			-	-	-	-	-
			\$25,000	\$40,000	\$45,000	\$50,000	\$55,000
2022	N/A	N/A	N/A	N/A	N/A	N/A	N/A
2023	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Calendar Year	\$55,001	\$60,001	\$65,001	\$70,001	\$75,001	\$80,001	No Salary Information Reported
	-	-	-	-	-	-	
	\$60,000	\$65,000	\$70,000	\$75,000	\$80,000	\$95,000	
2022	N/A	N/A	N/A	N/A	N/A	N/A	N/A
2023	N/A	N/A	N/A	N/A	N/A	N/A	N/A

A list of sources used to substantiate salary disclosures is available from the school. [Contact your academic advisor for more information.](#)

Student's Initials: _____ Date: _____

Initial only after you have had sufficient time to read and understand the information.

Cost of Educational Program

Total charges for the program for students completing on time in 2023: \$15,399 Total charges may be higher for students that do not complete on time.

Total charges for the program for students completing on time in 2024: \$20,494 Total charges may be higher for students that do not complete on time.

Student's Initials: _____ Date: _____

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Federal Student Loan Debt

Calendar Year(s)	Most recent three-year cohort default rate, as reported by the United State Department of Education. ¹	The percentage of enrolled students in 22/23 receiving federal student loans to pay for this program.	The percentage of graduates in 22/23 who took out federal student loans to pay for this program.	The average amount of federal student loan debt of 22/23 graduates who took out federal student loans at this institution.
2022	N/A	N/A	N/A	N/A
2023	N/A	N/A	N/A	N/A

Student's Initials: _____ Date: _____

Initial only after you have had sufficient time to read and understand the information.

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ASU.EDU

This fact sheet is filed with the Bureau for Private Postsecondary Education. Regardless of any information you may have relating to completion rates, placement rates, starting salaries, or license exam passage rates, this fact sheet contains the information as calculated pursuant to state law.

Any questions a student may have regarding this fact sheet that have not been satisfactorily answered by the institution may be directed to the Bureau for Private Postsecondary Education at 1747 N. Market Blvd, Suite 225, Sacramento, CA 95834, www.bppe.ca.gov, toll-free telephone number (888) 370-7589 or by fax (916) 263-1897.

This program is new. Therefore, the number of students who graduate, the number of students who are placed, or the starting salary you can earn after finishing the educational program are unknown at this time. Information regarding general salary and placement statistics may be available from government sources or from the institution, but is not equivalent to actual performance data. This program began on **08/17/2023**. As of **08/17/2025** two full years of data for this program will be available.

Student Name - Print

Student Signature

School Official

Date

Date

Definitions

- “Number of Students Who Began the Program” means the number of students who began a program who were scheduled to complete the program within 100% of the published program length within the reporting calendar year and excludes all students who cancelled during the cancellation period.
- “Students Available for Graduation” is the number of students who began the program minus the number of students who have died, been incarcerated, or been called to active military duty.
- “Number of On-time Graduates” is the number of students who completed the program within 100% of the published program length within the reporting calendar year.
- “On-time Completion Rate” is the number of on-time graduates divided by the number of students available for graduation.
- “150% Graduates” is the number of students who completed the program within 150% of the program length (includes on-time graduates).
- “150% Completion Rate” is the number of students who completed the program in the reported calendar year within 150% of the published program length, including on-time graduates, divided by the number of students available for graduation.
- “Graduates Available for Employment” means the number of graduates minus the number of graduates unavailable for employment.
- “Graduates Unavailable for Employment” means the graduates who, after graduation, die, become incarcerated, are called to active military duty, are international students that leave the United States or do not have a visa allowing employment in the United States, or are continuing their education in an accredited or bureau-approved postsecondary institution.
- “Graduates Employed in the Field” means graduates who beginning within six months after a student completes the applicable educational program are gainfully employed, whose employment has been reported, and for whom the institution has documented verification of employment. For occupations for which the state requires passing an examination, the six months period begins after the announcement of the examination results for the first examination available after a student completes an applicable educational program.
- “Placement Rate Employed in the Field” is calculated by dividing the number of graduates gainfully employed in the field by the number of graduates available for employment.
- “Number of Graduates Taking Exam” is the number of graduates who took the first available exam in the reported calendar year
- “First Available Exam Date” is the date for the first available exam after a student completed a program.
- “Passage Rate” is calculated by dividing the number of graduates who passed the exam by the number of graduates who took the reported licensing exam.
- “Number Who Passed First Available Exam” is the number of graduates who took and passed the first available licensing exam after completing the program.
- “Salary” is as reported by graduate or graduate’s employer.
- “No Salary Information Reported” is the number of graduates for whom, after making reasonable attempts, the school was not able to obtain salary information.

STUDENT'S RIGHT TO CANCEL

You have the right to cancel this agreement and receive a refund of charges paid (less any nonrefundable charge) through attendance at the first class session, or the seventh day after enrollment, whichever is later.