



**DEPARTMENT OF COMMUNICATIONS  
STUDENT SUCCESS RATES  
PUBLIC ACCOUNTABILITY REPORT 2024**

The Department of Communications produces this Public Accountability Report annually for compliance with accreditation from the Accrediting Council on Education in Journalism and Mass Communication. For additional information about ACEJMC, please follow this link: <http://www.acejmc.org>

**ENROLLMENT DATA - ANNUALIZED HEADCOUNT BY CONCENTRATION**

	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024
COMM-Advertising	338	357	361	369	369
COMM-Journalism	284	273	253	245	260
COMM-Public Relations	525	522	488	479	448
COMM-Entertain/Tourism	273	275	253	246	248
COMM-Photocomm.	10	5	2	1	0
COMM-Undeclared	211	190	134	109	111
COMM-Grad	44	42	43	47	55
<b>TOTAL</b>	<b>1685</b>	<b>1664</b>	<b>1533</b>	<b>1494</b>	<b>1491</b>

**BACHELOR'S DEGREES BY Academic YEAR**

	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024
COMM-Advertising	140	146	141	144	145
COMM-Journalism	81	86	65	79	59
COMM-Public Relations	244	241	181	201	187
COMM-Entertain/Tourism	121	105	105	85	100
COMM-Photocomm.	6	5	0	3	0
<b>TOTAL</b>	<b>592</b>	<b>583</b>	<b>492</b>	<b>512</b>	<b>491</b>

**GRADUATION RATES FOR CSUF COMMUNICATIONS MAJORS - FIRST-TIME FRESHMEN**

<b>First-Time Full-Time Freshman After 6 Years</b>							
<b>Fall Entry Year</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Total Cohort	222	185	201	145	157	124	125
# Graduated in 6 years	156	146	160	116	124	89	96
% Graduated in 6 years	70.3%	78.9%	79.6%	80%	79.0%	71.8%	76.8%
University-Wide Rates	66.2%	67.7%	69.0%	68.7%	71.7%	69.3	69.2%

**GRADUATION RATES FOR CSUF COMMUNICATIONS MAJORS - NEW TRANSFER STUDENTS**

<b>New Undergraduate Transfer Students After 4 Years</b>							
<b>Fall Entry Year</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Total Cohort	343	306	285	294	262	219	231
# Graduated in 4 years	284	259	242	259	230	190	199
% Graduated in 4 years	82.8%	84.6%	84.9%	88.1%	87.8%	86.8%	86.1%
University Rates	74.8%	79.5%	79.5%	80.1%	81.9%	80.3%	80.1%

**RETENTION RATES FOR CSUF COMMUNICATIONS MAJORS - FIRST-TIME FRESHMAN**

<b>First-Time Freshman Enrolled One Year After Entry</b>							
<b>Fall Entry Year</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
Total Cohort	129	127	109	131	131	103	112
# Retained in 2 <sup>nd</sup> Year	112	114	102	121	122	92	104
% Retained in 2 <sup>nd</sup> Year	86.8%	89.8%	93.6%	92.4%	93.1%	89.3%	92.9%
University-Wide Rates	86.1%	87.1%	87.3%	88.1%	85.3%	84.1%	83.6%

**RETENTION RATES FOR CSUF COMMUNICATIONS MAJORS - NEW TRANSFER STUDENTS**

<b>New Transfer Students Enrolled One Year After Entry</b>							
<b>Fall Entry Year</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
Total Cohort	294	262	219	231	254	203	198
# Retained in 2 <sup>nd</sup> Year	268	241	201	211	228	184	178
% Retained in 2 <sup>nd</sup> Year	91.2%	92.0%	91.8%	91.3%	89.8%	90.6%	90%
University-Wide Rates	88.6%	89.9%	86.9%	89.6%	87.4%	87.2%	87.9%

### GRADE POINT AVERAGES FOR COMMUNICATIONS STUDENTS

	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023
Average GPA	3.06	3.12	3.19	3.18	3.15

### ENROLLMENT BY ETHNICITY

	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024
Hispanic	772	810	758	771	798
White	419	394	330	292	277
Asian	230	231	227	220	212
Multi-race	99	82	80	77	72
Unknown	52	39	33	28	25
International	52	59	62	61	51
Black	58	47	41	42	51
Pacific Islander	1	1	3	2	2
Native American/Alaskan	2	1	1	2	3
TOTAL	1685	1664	1533	1494	1491

\*includes all concentrations for the Department of Communications