

DEPARTMENT OF COMMUNICATIONS STUDENT SUCCESS RATES PUBLIC ACCOUNTABILITY REPORT **2017**

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.

ENROLLMENT DATA - ANNUALIZED HEADCOUNT BY CONCENTRATION

	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017
COMM-Advertising	503	452	413	382	373	404
COMM-Journalism	426	437	416	402	372	367
COMM-Public Relations	655	676	730	754	750	738
COMM-Entertain/Tourism	427	407	396	396	418	387
COMM-Photocomm.	78	68	62	54	55	50
COMM-Undeclared	306	206	203	198	184	187
COMM-Grad	66	51	44	37	39	41
TOTAL	2486	2295	2262	2222	2189	2173

RETENTION RATES FOR CSUF COMMUNICATIONS MAJORS - FIRST-TIME FRESHMAN

First-Time Freshman Enrolled One Year After Entry						
Fall Entry Year	2010	2011	2012	2013	2014	2015
Total Cohort	160	225	191	208	145	159
# Retained in 2 nd Year	140	191	174	191	132	135
% Retained in 2 nd Year	87.5%	84.9%	91.1%	91.8%	91.0%	84.9%
University-Wide Rates	84.2%	87.5%	87.9%	87.8%	87.7%	88.1%

RETENTION RATES FOR CSUF COMMUNICATIONS MAJORS - NEW TRANSFER STUDENTS

New Transfer Students Enrolled One Year After Entry						
Fall Entry Year	2010	2011	2012	2013	2014	2015

THE CALIFORNIA STATE UNIVERSITY

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Total Cohort	371	281	323	339	306	285
# Retained in 2 nd Year	329	249	289	299	277	259
% Retained in 2 nd Year	88.7%	88.6%	89.5%	88.2%	90.5%	90.5%
University-Wide Rates	83.9%	87%	86.1%	85.5%	89.4%	88.4%

GRADUATION RATES FOR CSUF COMMUNICATIONS MAJORS - FIRST-TIME FRESHMEN

First-Time Full-Time Freshman After 6 Years						
Fall Entry Year	2005	2006	2007	2008	2009	2010
Total Cohort	244	208	264	215	184	157
# Graduated in 6 years	143	121	171	145	129	123
% Graduated in 6 years	58.6%	58.2%	64.8%	67.4%	70.1%	78.3%
University-Wide Rates	50%	51.1%	53.5%	55.7%	61.9%	62.3%

GRADUATION RATES FOR CSUF COMMUNICATIONS MAJORS - NEW TRANSFER STUDENTS

New Undergraduate Transfer Students After 4 Years						
Fall Entry Year	2007	2008	2009	2010	2011	2012
Total Cohort	402	309	394	371	281	323
# Graduated in 4 years	300	253	326	302	234	276
% Graduated in 4 years	74.6%	81.9%	82.7%	81.4%	83.3%	85.4%
University Rates	63.8%	67.7%	71%	71.5%	75.4%	74.3

BACHELOR'S DEGREES BY COLLEGE YEAR

	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017
COMM-Advertising	189	227	170	163	154	162
COMM-Journalism	99	132	109	116	98	111
COMM-Public Relations	225	245	224	262	290	314
COMM-Entertain/Tourism	188	186	156	159	160	178
COMM-Photocomm.	35	32	25	24	20	23
TOTAL	736	822	684	724	722	788

GRADE POINT AVERAGES FOR COMMUNICATIONS STUDENTS

	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Average GPA	2.87	2.90	2.92	2.95	2.98	2.99

	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017
Native American/Alaskan	10	9	8	8	6	4
Black	104	90	80	76	71	82
Hispanic	760	771	798	841	870	913
Asian	330	309	299	284	287	295
Pacific Islander	8	6	8	4	5	4
White	899	827	776	704	655	593

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Unknown	242	117	106	100	102	89
International	49	65	58	71	74	70
Multi-race	84	101	129	134	121	127
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ENROLLMENT BY ETHNICITY

All data provided by CSUF's Office of Institutional Research and Analytical Studies.

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