



**DEPARTMENT OF COMMUNICATIONS
STUDENT SUCCESS RATES
PUBLIC ACCOUNTABILITY REPORT 2019**

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

	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
COMM-Advertising	382	373	404	378	354
COMM-Journalism	402	372	367	330	288
COMM-Public Relations	754	750	738	671	595
COMM-Entertain/Tourism	396	418	387	323	298
COMM-Photocomm.	54	55	50	40	27
COMM-Undeclared	198	184	187	198	221
COMM-Grad	37	39	41	39	44
TOTAL	2222	2189	2173	1979	1827

BACHELOR'S DEGREES BY Academic YEAR

	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
COMM-Advertising	163	154	162	167	165
COMM-Journalism	116	98	111	96	100
COMM-Public Relations	262	290	314	284	286
COMM-Entertain/Tourism	159	160	178	160	134
COMM-Photocomm.	24	20	23	20	17
TOTAL	724	722	788	727	702

GRADUATION RATES FOR CSUF COMMUNICATIONS MAJORS - FIRST-TIME FRESHMEN

First-Time Full-Time Freshman After 6 Years					
Fall Entry Year	2008	2009	2010	2011	2012
Total Cohort	215	184	157	222	185
# Graduated in 6 years	145	129	123	156	146
% Graduated in 6 years	67.4%	70.1%	78.3%	70.3%	78.9%
University-Wide Rates	55.7%	61.9%	62.3%	66.2%	67.7%

GRADUATION RATES FOR CSUF COMMUNICATIONS MAJORS - NEW TRANSFER STUDENTS

New Undergraduate Transfer Students After 4 Years					
Fall Entry Year	2010	2011	2012	2013	2014
Total Cohort	371	281	323	343	306
# Graduated in 4 years	302	234	276	284	259
% Graduated in 4 years	81.4%	83.3%	85.4%	82.8%	84.6%
University Rates	71.5%	75.4%	74.3	74.8%	79.5%

RETENTION RATES FOR CSUF COMMUNICATIONS MAJORS - FIRST-TIME FRESHMAN

First-Time Freshman Enrolled One Year After Entry					
Fall Entry Year	2013	2014	2015	2016	2017
Total Cohort	208	145	159	129	127
# Retained in 2 nd Year	191	132	135	112	114
% Retained in 2 nd Year	91.8%	91.0%	84.9%	86.8%	89.8%
University-Wide Rates	87.8%	87.7%	88.1%	86.1%	87.1%

RETENTION RATES FOR CSUF COMMUNICATIONS MAJORS - NEW TRANSFER STUDENTS

New Transfer Students Enrolled One Year After Entry					
Fall Entry Year	2013	2014	2015	2016	2017
Total Cohort	339	306	285	294	262
# Retained in 2 nd Year	299	277	259	268	241
% Retained in 2 nd Year	88.2%	90.5%	90.5%	91.2%	92.0%
University-Wide Rates	85.5%	89.4%	88.4%	88.6%	89.9%

GRADE POINT AVERAGES FOR COMMUNICATIONS STUDENTS

	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
Average GPA	2.92	2.95	2.98	2.99	3.02	3.05

ENROLLMENT BY ETHNICITY

	2013- 2014	2014- 2015	2015- 2016	2016- 2017	2017- 2018	2018 - 2019
Hispanic	798	841	870	913	852	795
White	776	704	655	593	523	475
Asian	299	284	287	295	271	250
Multi-race	129	134	121	127	113	102
Unknown	106	100	102	89	76	72
International	58	71	74	70	65	66
Black	80	76	71	82	70	62
Pacific Islander	8	4	5	4	6	4
Native American/Alaskan	8	8	6	4	3	1
TOTAL	2262	2222	2189	2173	1979	1827

THE CALIFORNIA STATE UNIVERSITY

Bakersfield / Channel Islands / Chico / Dominguez Hills / East Bay / Fresno / Fullerton / Humboldt / Long Beach / Los Angeles / Maritime Academy
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