



DEPARTMENT OF COMMUNICATIONS STUDENT SUCCESS RATES PUBLIC ACCOUNTABILITY REPORT 2021

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

	2017-2018	2018-2019	2019-2020	2020-2021
COMM-Advertising	378	354	338	357
COMM-Journalism	330	288	284	273
COMM-Public Relations	671	595	525	522
COMM-Entertain/Tourism	323	298	273	275
COMM-Photocomm.	40	27	10	5
COMM-Undeclared	198	221	211	190
COMM-Grad	39	44	44	42
TOTAL	1979	1827	1685	1664

BACHELOR'S DEGREES BY Academic YEAR

	2017-2018	2018-2019	2019-2020	2020-2021
COMM-Advertising	167	165	140	146
COMM-Journalism	96	100	81	86
COMM-Public Relations	284	286	244	241
COMM-Entertain/Tourism	160	134	121	105
COMM-Photocomm.	20	17	6	5
TOTAL	727	702	592	583*

*does not include Summer 2021 graduates by reporting deadline.

GRADUATION RATES FOR CSUF COMMUNICATIONS MAJORS - FIRST-TIME FRESHMEN

First-Time Full-Time Freshman After 6 Years				
Fall Entry Year	2011	2012	2013	2014
Total Cohort	222	185	201	145
# Graduated in 6 years	156	146	160	116
% Graduated in 6 years	70.3%	78.9%	79.6%	80%
University-Wide Rates	66.2%	67.7%	69.0%	68.7%

GRADUATION RATES FOR CSUF COMMUNICATIONS MAJORS - NEW TRANSFER STUDENTS

New Undergraduate Transfer Students After 4 Years				
Fall Entry Year	2013	2014	2015	2016
Total Cohort	343	306	285	294
# Graduated in 4 years	284	259	242	259
% Graduated in 4 years	82.8%	84.6%	84.9%	88.1%
University Rates	74.8%	79.5%	79.5%	80.1%

RETENTION RATES FOR CSUF COMMUNICATIONS MAJORS - FIRST-TIME FRESHMAN

First-Time Freshman Enrolled One Year After Entry				
Fall Entry Year	2016	2017	2018	2019
Total Cohort	129	127	109	131
# Retained in 2 nd Year	112	114	102	121
% Retained in 2 nd Year	86.8%	89.8%	93.6%	92.4%
University-Wide Rates	86.1%	87.1%	87.3%	88.1%

RETENTION RATES FOR CSUF COMMUNICATIONS MAJORS - NEW TRANSFER STUDENTS

New Transfer Students Enrolled One Year After Entry				
Fall Entry Year	2016	2017	2018	2019
Total Cohort	294	262	219	231
# Retained in 2 nd Year	268	241	201	211
% Retained in 2 nd Year	91.2%	92.0%	91.8%	91.3%
University-Wide Rates	88.6%	89.9%	86.9%	89.6%

GRADE POINT AVERAGES FOR COMMUNICATIONS STUDENTS

	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Average GPA	3.02	3.05	3.06	3.12

ENROLLMENT BY ETHNICITY

	2017- 2018	2018 - 2019	2019- 2020	2020- 2021
Hispanic	852	795	772	810
White	523	475	419	394
Asian	271	250	230	231
Multi-race	113	102	99	82
Unknown	76	72	52	39
International	65	66	52	59
Black	70	62	58	47
Pacific Islander	6	4	1	1
Native American/Alaskan	3	1	2	1
TOTAL	1979	1827	1685	1664