



DEPARTMENT OF COMMUNICATIONS STUDENT SUCCESS RATES PUBLIC ACCOUNTABILITY REPORT 2022

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

	2019-2020	2020-2021	2021-2022
COMM-Advertising	338	357	361
COMM-Journalism	284	273	253
COMM-Public Relations	525	522	488
COMM-Entertain/Tourism	273	275	253
COMM-Photocomm.	10	5	2
COMM-Undeclared	211	190	134
COMM-Grad	44	42	43
TOTAL	1685	1664	1533

BACHELOR'S DEGREES BY Academic YEAR

	2019-2020	2020-2021	2021-2022
COMM-Advertising	140	146	141
COMM-Journalism	81	86	65
COMM-Public Relations	244	241	181
COMM-Entertain/Tourism	121	105	105
COMM-Photocomm.	6	5	0
TOTAL	592	583*	492*

*Early estimate of 2021-2022 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	2015
Total Cohort	222	185	201	145	157
# Graduated in 6 years	156	146	160	116	124
% Graduated in 6 years	70.3%	78.9%	79.6%	80%	79.0%
University-Wide Rates	66.2%	67.7%	69.0%	68.7%	71.7%

GRADUATION RATES FOR CSUF COMMUNICATIONS MAJORS - NEW TRANSFER STUDENTS

New Undergraduate Transfer Students After 4 Years					
Fall Entry Year	2013	2014	2015	2016	2017
Total Cohort	343	306	285	294	262
# Graduated in 4 years	284	259	242	259	230
% Graduated in 4 years	82.8%	84.6%	84.9%	88.1%	87.8%
University Rates	74.8%	79.5%	79.5%	80.1%	81.9%

RETENTION RATES FOR CSUF COMMUNICATIONS MAJORS - FIRST-TIME FRESHMAN

First-Time Freshman Enrolled One Year After Entry					
Fall Entry Year	2016	2017	2018	2019	2020
Total Cohort	129	127	109	131	131
# Retained in 2 nd Year	112	114	102	121	122
% Retained in 2 nd Year	86.8%	89.8%	93.6%	92.4%	93.1%
University-Wide Rates	86.1%	87.1%	87.3%	88.1%	85.3%

RETENTION RATES FOR CSUF COMMUNICATIONS MAJORS - NEW TRANSFER STUDENTS

New Transfer Students Enrolled One Year After Entry					
Fall Entry Year	2016	2017	2018	2019	2020
Total Cohort	294	262	219	231	254
# Retained in 2 nd Year	268	241	201	211	228
% Retained in 2 nd Year	91.2%	92.0%	91.8%	91.3%	89.8%
University-Wide Rates	88.6%	89.9%	86.9%	89.6%	87.4%

GRADE POINT AVERAGES FOR COMMUNICATIONS STUDENTS

	Fall 2019	Fall 2020	Fall 2021
Average GPA	3.06	3.12	3.19

ENROLLMENT BY ETHNICITY

	2019- 2020	2020- 2021	2021- 2022
Hispanic	772	810	758
White	419	394	330
Asian	230	231	227
Multi-race	99	82	80
Unknown	52	39	33
International	52	59	62
Black	58	47	41
Pacific Islander	1	1	3
Native American/Alaskan	2	1	1
TOTAL	1685	1664	1533

*includes all concentrations for dept of communications