



DEPARTMENT OF COMMUNICATIONS STUDENT SUCCESS RATES PUBLIC ACCOUNTABILITY REPORT 2025

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

	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
COMM-Advertising	357	361	369	369	354
COMM-Journalism	273	253	245	260	229
COMM-Public Relations	522	488	479	448	446
COMM-Entertain/Tourism	275	253	246	248	234
COMM-Photocomm.	5	2	1	0	0
COMM-Undeclared	190	134	109	111	122
COMM-Grad	42	43	47	55	73
TOTAL	1664	1533	1494	1491	1457

BACHELOR'S DEGREES BY Academic YEAR

	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025*
COMM-Advertising	146	141	144	147	127
COMM-Journalism	86	65	79	60	63
COMM-Public Relations	241	181	201	187	163
COMM-Entertain/Tourism	105	105	85	101	84
COMM-Photocomm.	5	0	3	0	0
TOTAL	583	492	512	495	437

*Early estimate of graduates by reporting deadline.

GRADUATION RATES FOR CSUF COMMUNICATIONS MAJORS - FIRST-TIME FRESHMEN

First-Time Full-Time Freshman After 6 Years							
Fall Entry Year	2012	2013	2014	2015	2016	2017	2018
Total Cohort	185	201	145	157	124	125	107
# Graduated in 6 years	146	160	116	124	89	96	83
% Graduated in 6 years	78.9%	79.6%	80%	79.0%	71.8%	76.8%	77.6%
University-Wide Rates	67.7%	69.0%	68.7%	71.7%	69.3	69.2%	70.2%

GRADUATION RATES FOR CSUF COMMUNICATIONS MAJORS - NEW TRANSFER STUDENTS

New Undergraduate Transfer Students After 4 Years							
Fall Entry Year	2014	2015	2016	2017	2018	2019	2020
Total Cohort	306	285	294	262	219	231	254
# Graduated in 4 years	259	242	259	230	190	199	209
% Graduated in 4 years	84.6%	84.9%	88.1%	87.8%	86.8%	86.1%	82.3%
University Rates	79.5%	79.5%	80.1%	81.9%	80.3%	80.1%	77.2%

RETENTION RATES FOR CSUF COMMUNICATIONS MAJORS - FIRST-TIME FRESHMAN

First-Time Freshman Enrolled One Year After Entry							
Fall Entry Year	2017	2018	2019	2020	2021	2022	2023
Total Cohort	127	109	131	131	103	112	181
# Retained in 2 nd Year	114	102	121	122	92	104	167
% Retained in 2 nd Year	89.8%	93.6%	92.4%	93.1%	89.3%	92.9%	92.3%
University-Wide Rates	87.1%	87.3%	88.1%	85.3%	84.1%	83.6%	80.9%

RETENTION RATES FOR CSUF COMMUNICATIONS MAJORS - NEW TRANSFER STUDENTS

New Transfer Students Enrolled One Year After Entry							
Fall Entry Year	2017	2018	2019	2020	2021	2022	2023
Total Cohort	262	219	231	254	203	198	179
# Retained in 2 nd Year	241	201	211	228	184	178	164
% Retained in 2 nd Year	92.0%	91.8%	91.3%	89.8%	90.6%	89.9%	91.6%
University-Wide Rates	89.9%	86.9%	89.6%	87.4%	87.2%	87.9%	91.5%

THE CALIFORNIA STATE UNIVERSITY

Bakersfield / Channel Islands / Chico / Dominguez Hills / East Bay / Fresno / Fullerton / Humboldt / Long Beach / Los Angeles / Maritime Academy
Monterey Bay / Northridge / Pomona / Sacramento / San Bernardino / San Diego / San Francisco / San Jose / San Luis Obispo / San Marcos / Sonoma / Stanislaus

GRADE POINT AVERAGES FOR COMMUNICATIONS STUDENTS

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Average GPA	3.12	3.19	3.18	3.15	3.13

ENROLLMENT BY ETHNICITY

	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
Hispanic	810	758	771	798	821
White	394	330	292	277	251
Asian	231	227	220	212	207
Multi-race	82	80	77	72	59
Unknown	39	33	28	25	24
International	59	62	61	51	34
Black	47	41	42	51	58
Pacific Islander	1	3	2	2	2
Native American/Alaskan	1	1	2	3	4
TOTAL	1664	1533	1494	1491	1457

*Includes all concentrations for Department of Communications