



**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
<b>TOTAL</b>	<b>1664</b>	<b>1533</b>	<b>1494</b>	<b>1491</b>	<b>1457</b>

**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
<b>TOTAL</b>	<b>583</b>	<b>492</b>	<b>512</b>	<b>495</b>	<b>437</b>

\*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 <sup>nd</sup> Year	114	102	121	122	92	104	167
% Retained in 2 <sup>nd</sup> 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 <sup>nd</sup> Year	241	201	211	228	184	178	164
% Retained in 2 <sup>nd</sup> 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%

**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