



DEPARTMENT OF COMMUNICATIONS STUDENT SUCCESS RATES PUBLIC ACCOUNTABILITY REPORT 2023

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	2022-2023
COMM-Advertising	338	357	361	369
COMM-Journalism	284	273	253	245
COMM-Public Relations	525	522	488	479
COMM-Entertain/Tourism	273	275	253	246
COMM-Photocomm.	10	5	2	1
COMM-Undeclared	211	190	134	109
COMM-Grad	44	42	43	47
TOTAL	1685	1664	1533	1494

BACHELOR'S DEGREES BY Academic YEAR

	2019-2020	2020-2021	2021-2022	2022-2023
COMM-Advertising	140	146	141	144
COMM-Journalism	81	86	65	79
COMM-Public Relations	244	241	181	201
COMM-Entertain/Tourism	121	105	105	85
COMM-Photocomm.	6	5	0	3
TOTAL	592	583	492	512*

*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	2011	2012	2013	2014	2015	2016
Total Cohort	222	185	201	145	157	124
# Graduated in 6 years	156	146	160	116	124	89
% Graduated in 6 years	70.3%	78.9%	79.6%	80%	79.0%	71.8%
University-Wide Rates	66.2%	67.7%	69.0%	68.7%	71.7%	69.3

GRADUATION RATES FOR CSUF COMMUNICATIONS MAJORS - NEW TRANSFER STUDENTS

	New Undergraduate Transfer Students After 4 Years					
Fall Entry Year	2013	2014	2015	2016	2017	2018
Total Cohort	343	306	285	294	262	219
# Graduated in 4 years	284	259	242	259	230	190
% Graduated in 4 years	82.8%	84.6%	84.9%	88.1%	87.8%	86.8%
University Rates	74.8%	79.5%	79.5%	80.1%	81.9%	80.3%

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	2021
Total Cohort	129	127	109	131	131	103
# Retained in 2 nd Year	112	114	102	121	122	92
% Retained in 2 nd Year	86.8%	89.8%	93.6%	92.4%	93.1%	89.3%
University-Wide Rates	86.1%	87.1%	87.3%	88.1%	85.3%	84.1%

RETENTION RATES FOR CSUF COMMUNICATIONS MAJORS - NEW TRANSFER STUDENTS

	New Transfer Students Enrolled One Year After Entry					
Fall Entry Year	2016	2017	2018	2019	2020	2021
Total Cohort	294	262	219	231	254	184
# Retained in 2 nd Year	268	241	201	211	228	203
% Retained in 2 nd Year	91.2%	92.0%	91.8%	91.3%	89.8%	90.6%
University-Wide Rates	88.6%	89.9%	86.9%	89.6%	87.4%	87.2%

GRADE POINT AVERAGES FOR COMMUNICATIONS STUDENTS

	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Average GPA	3.06	3.12	3.19	3.18

ENROLLMENT BY ETHNICITY

	2019- 2020	2020- 2021	2021- 2022	2022- 2023
Hispanic	772	810	758	771
White	419	394	330	292
Asian	230	231	227	220
Multi-race	99	82	80	77
Unknown	52	39	33	28
International	52	59	62	61
Black	58	47	41	42
Pacific Islander	1	1	3	2
Native American/Alaskan	2	1	1	2
TOTAL	1685	1664	1533	1494

*includes all concentrations for Department of Communications