



**DEPARTMENT OF COMMUNICATIONS  
STUDENT SUCCESS RATES  
PUBLIC ACCOUNTABILITY REPORT 2020**

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**

	<b>2017-2018</b>	<b>2018-2019</b>	<b>2019-2020</b>
COMM-Advertising	378	354	338
COMM-Journalism	330	288	284
COMM-Public Relations	671	595	525
COMM-Entertain/Tourism	323	298	273
COMM-Photocomm.	40	27	10
COMM-Undeclared	198	221	211
COMM-Grad	39	44	44
<b>TOTAL</b>	<b>1979</b>	<b>1827</b>	<b>1685</b>

**BACHELOR'S DEGREES BY Academic YEAR**

	<b>2017-2018</b>	<b>2018-2019</b>	<b>2019-2020</b>
COMM-Advertising	167	165	140
COMM-Journalism	96	100	81
COMM-Public Relations	284	286	244
COMM-Entertain/Tourism	160	134	121
COMM-Photocomm.	20	17	6
<b>TOTAL</b>	<b>727</b>	<b>702</b>	<b>592</b>

**GRADUATION RATES FOR CSUF COMMUNICATIONS MAJORS - FIRST-TIME FRESHMEN**

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

**GRADUATION RATES FOR CSUF COMMUNICATIONS MAJORS - NEW TRANSFER STUDENTS**

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

**RETENTION RATES FOR CSUF COMMUNICATIONS MAJORS - FIRST-TIME FRESHMAN**

<b>First-Time Freshman Enrolled One Year After Entry</b>			
Fall Entry Year	2016	2017	2018
Total Cohort	129	127	109
# Retained in 2 <sup>nd</sup> Year	112	114	102
% Retained in 2 <sup>nd</sup> Year	86.8%	89.8%	93.6%
University-Wide Rates	86.1%	87.1%	87.3%

**RETENTION RATES FOR CSUF COMMUNICATIONS MAJORS - NEW TRANSFER STUDENTS**

<b>New Transfer Students Enrolled One Year After Entry</b>			
Fall Entry Year	2016	2017	2018
Total Cohort	294	262	219
# Retained in 2 <sup>nd</sup> Year	268	241	201
% Retained in 2 <sup>nd</sup> Year	91.2%	92.0%	91.8%
University-Wide Rates	88.6%	89.9%	86.9%

**GRADE POINT AVERAGES FOR COMMUNICATIONS STUDENTS**

	<b>Fall 2017</b>	<b>Fall 2018</b>	<b>Fall 2019</b>
Average GPA	3.02	3.05	3.06

**ENROLLMENT BY ETHNICITY**

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

THE CALIFORNIA STATE UNIVERSITY

Bakersfield / Channel Islands / Chico / Dominguez Hills / East Bay / Fresno / Fullerton / Humboldt / Long Beach / Los Angeles / Maritime Academy  
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