



CALIFORNIA STATE UNIVERSITY, LONG BEACH

DEPARTMENT OF JOURNALISM & PUBLIC RELATIONS

**Department of Journalism & Public Relations
Public Accountability Report 2020
Student Success Rates**

(Data obtained from CSULB Institutional Research & Assessment on 11/13/2020)

Fall Enrollment Data

| 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|-------------|-------------|-------------|-------------|-------------|-------------|
| 471 | 453 | 476 | 447 | 408 | 422 |

Retention Rates for Journalism & Public Relations BA Majors

First-Time Freshmen Enrolled One Year After Entry

| Fall Entry Year | 2015 | 2016 | 2017 | 2018 | 2019 |
|------------------------------------|-------------|-------------|-------------|-------------|-------------|
| Total Cohort | 32 | 37 | 30 | 22 | 29 |
| # Retained in 2 nd Year | 27 | 32 | 26 | 22 | 25 |
| % Retained in 2 nd Year | 84.38% | 86.49% | 86.67% | 100% | 86.21% |

New Transfer Students Enrolled One Year After Entry

| Fall Entry Year | 2015 | 2016 | 2017 | 2018 | 2019 |
|------------------------------------|-------------|-------------|-------------|-------------|-------------|
| Total Cohort | 87 | 89 | 66 | 83 | 91 |
| # Retained in 2 nd Year | 77 | 85 | 62 | 73 | 89 |
| % Retained in 2 nd Year | 88.51% | 95.51% | 93.94% | 87.95% | 97.80% |

First-Time Freshmen After 6 Years

| Fall Entry Year | 2010 | 2011 | 2012 | 2013 | 2014 |
|------------------------|-------------|-------------|-------------|-------------|-------------|
| Total Cohort | 37 | 41 | 41 | 27 | 42 |
| # Graduated in 6 Years | 28 | 30 | 28 | 23 | 33 |
| % Graduated in 6 Years | 75.68% | 73.71% | 68.29% | 85.19% | 78.57% |

New Transfer Students After 3 Years

| Fall Entry Year | 2013 | 2014 | 2015 | 2016 | 2017 |
|------------------------|-------------|-------------|-------------|-------------|-------------|
| Total Cohort | 55 | 88 | 87 | 89 | 66 |
| # Graduated in 3 Years | 45 | 69 | 70 | 74 | 54 |
| % Graduated in 3 Years | 81.82% | 78.41% | 80.46% | 83.15% | 81.82% |



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Total Degrees Awarded

| 2015-2016 | 2016-2017 | 2017-2018 | 2018-2019 | 2019-2020 |
|-----------|-----------|-----------|-----------|-----------|
| 134 | 151 | 161 | 137 | 147 |

Grade Point Average - Academic Year Ended

| Spring 2016 | Spring 2017 | Spring 2018 | Spring 2019 | Spring 2020 |
|-------------|-------------|-------------|-------------|-------------|
| 2.96 | 3.01 | 2.98 | 3.00 | 3.07 |

Enrollment by Ethnicity

| | Fall 2016 | Fall 2017 | Fall 2018 | Fall 2019 | Fall 2020 |
|------------------------|-----------|-----------|-----------|-----------|-----------|
| Caucasian | 78 | 69 | 76 | 85 | 72 |
| African American | 40 | 31 | 28 | 28 | 33 |
| Native American | 0 | 1 | 1 | 1 | 0 |
| Asian/Pacific Islander | 69 | 65 | 52 | 45 | 47 |
| Two or more races | 34 | 25 | 21 | 22 | 25 |
| Latino/Latina | 222 | 224 | 206 | 210 | 252 |
| Unknown | 14 | 14 | 13 | 12 | 11 |
| Visa non-U.S. citizen | 19 | 18 | 11 | 19 | 23 |
| Total | 476 | 447 | 408 | 422 | 463 |