



CALIFORNIA STATE UNIVERSITY, LONG BEACH

DEPARTMENT OF JOURNALISM & PUBLIC RELATIONS

**Department of Journalism & Public Relations
Public Accountability Report 2021
Student Success Rates**

(Data obtained from CSULB Institutional Research & Assessment on 7/14/2022)

Fall Enrollment Data

2016	2017	2018	2019	2020	2021
476	447	408	422	463	443

Retention Rates for Journalism & Public Relations BA Majors

First-Time Freshmen Enrolled One Year After Entry

Fall Entry Year	2016	2017	2018	2019	2020
Total Cohort	37	30	22	29	36
# Retained in 2 nd Year	32	26	22	25	25
% Retained in 2 nd Year	86.49%	86.67%	100%	86.21%	69.4%

New Transfer Students Enrolled One Year After Entry

Fall Entry Year	2016	2017	2018	2019	2020
Total Cohort	89	66	83	91	109
# Retained in 2 nd Year	85	62	73	89	100
% Retained in 2 nd Year	95.51%	93.94%	87.95%	97.80%	91.7%

First-Time Freshmen After 6 Years

Fall Entry Year	2011	2012	2013	2014	2015
Total Cohort	41	41	27	42	32
# Graduated in 6 Years	30	28	23	33	25
% Graduated in 6 Years	73.71%	68.29%	85.19%	78.57%	77.1%

New Transfer Students After 3 Years

Fall Entry Year	2014	2015	2016	2017	2018
Total Cohort	88	87	89	66	83
# Graduated in 3 Years	69	70	74	54	66
% Graduated in 3 Years	78.41%	80.46%	83.15%	81.82%	79.5%



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Total Degrees Awarded

2016-2017	2017-2018	2018-2019	2019-2020	2020-2021
151	161	137	147	163

Grade Point Average - Academic Year Ended

Spring 2017	Spring 2018	Spring 2019	Spring 2020	Spring 2021
3.01	2.98	3.00	3.07	3.10

Enrollment by Ethnicity

	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021
Caucasian	69	76	85	72	63
African American	31	28	28	33	37
Native American	1	1	1	0	0
Asian/Pacific Islander	65	52	45	47	45
Two or more races	25	21	22	25	24
Latino/Latina	224	206	210	252	252
Unknown	14	13	12	11	10
Visa non-U.S. citizen	18	11	19	23	11
Total	447	408	422	463	442