



CALIFORNIA STATE UNIVERSITY, LONG BEACH

DEPARTMENT OF JOURNALISM & PUBLIC RELATIONS

**Department of Journalism & Public Relations
Public Accountability Report 2023
Student Success Rates**

(Data obtained from CSULB Institutional Research & Assessment on 7/19/2024)

Fall Enrollment Data

2018	2019	2020	2021	2022	2023
408	422	463	443	438	465

Retention Rates for Journalism & Public Relations BA Majors

First-Time Freshmen Enrolled One Year After Entry

Fall Entry Year	2018	2019	2020	2021	2022
Total Cohort	22	29	36	33	31
# Retained in 2 nd Year	22	25	25	27	25
% Retained in 2 nd Year	100%	86.2%	69.4%	81.8%	80.6%

New Transfer Students Enrolled One Year After Entry

Fall Entry Year	2018	2019	2020	2021	2022
Total Cohort	83	91	109	87	72
# Retained in 2 nd Year	73	89	100	73	65
% Retained in 2 nd Year	88.0%	87.8%	91.7%	83.9%	90.3%

First-Time Freshmen After 6 Years

Fall Entry Year	2013	2014	2015	2016	2017
Total Cohort	27	42	32	37	30
# Graduated in 6 Years	23	33	25	28	21
% Graduated in 6 Years	85.2%	78.6%	77.1%	75.7%	70.0%

New Transfer Students After 3 Years

Fall Entry Year	2016	2017	2018	2019	2020
Total Cohort	89	66	83	91	109
# Graduated in 3 Years	70	74	54	66	82
% Graduated in 3 Years	83.2%	81.8%	79.5%	84.6%	75.2%



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Total Degrees Awarded

2019-2020	2020-2021	2021-2022	2022-2023	2023-2024
147	163	133	138	135

Grade Point Average - Academic Year Ended

Spring 2019	Spring 2020	Spring 2021	Spring 2022	Spring 2023
3.00	3.07	3.10	3.08	3.11

Enrollment by Ethnicity

	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023
Caucasian	85	72	63	74	81
African American	28	33	37	30	33
Native American	1	0	0	0	0
Asian/Pacific Islander	45	47	45	44	47
Two or more races	22	25	24	26	24
Latino/Latina	210	252	252	244	256
Unknown	12	11	10	12	19
Visa non-U.S. citizen	19	23	11	7	5
Total	422	463	442	438	465