



Program Accreditation

Fall-to-Fall Retention

All Undergraduates

All Undergraduates Fall-to-Fall Retention Over Time

Degree, Major, Concentration	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Bachelor of Science	89.6%	88.6%	84.9%	86.8%	86.5%	89.5%	88.4%
Advertising/Public Relations							77.8%
Advertising							83.3%
Public Relations							80.0%
Public Relations-Recording Ind							50.0%
Interactive Media	85.1%	83.0%	82.2%	87.2%	82.9%	86.7%	90.2%
No Concentration	85.1%	83.0%	82.2%	87.2%	82.9%	86.7%	90.2%
Journalism	90.0%	89.3%	85.3%	86.8%	86.9%	89.9%	88.7%
Advertising/Public Relations	87.8%	91.8%	88.7%	90.0%	91.7%	89.7%	96.4%
Entertainment Journalism						100.0%	90.9%
Environmental Journalism						100.0%	100.0%
Media Studies	81.3%	75.0%	66.7%	82.4%	92.9%	97.0%	88.9%
No Concentration	92.5%	89.1%	89.5%	89.4%	82.3%	86.0%	89.1%
Social Justice Journalism						100.0%	100.0%
Sports Media		84.4%	76.1%	81.2%	85.1%	90.4%	83.2%
Visual Communication	88.2%	86.4%	88.5%	81.5%	81.8%	81.8%	100.0%
Total	89.6%	88.6%	84.9%	86.8%	86.5%	89.5%	88.4%