

Bachelor Level Academic Focus Academic Focus

New Freshmen Fall-to-Fall Retention

Major

Journalism

Degree Program

Bachelor of Science

New Freshmen Fall-to-Fall Retention

Degree/Major/Concentration	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
<input type="checkbox"/> Bachelor of Science	74.6%	86.0%	89.7%	89.5%	79.2%	89.5%	83.7%
<input type="checkbox"/> Journalism	74.6%	86.0%	89.7%	89.5%	79.2%	89.5%	83.7%
	72.9%	85.3%	90.0%	90.0%	90.9%	92.9%	81.8%
Advertising/Public Relations	83.3%	100.0%	77.8%	92.9%	75.0%	85.7%	85.7%
Media Studies	100.0%	50.0%	100.0%	50.0%	75.0%	100.0%	100.0%
Sports Media				94.1%	66.7%	84.6%	81.0%
Visual Communication	33.3%	87.5%	100.0%	100.0%	100.0%		
Total	74.6%	86.0%	89.7%	89.5%	79.2%	89.5%	83.7%

New Freshmen Fall-to-Fall Retention

