Program Accreditation
Fall-to-Fall Retention
All Undergraduates

All Undergraduates Fall-to-Fall Retention Over Time

Degree, Major, Concentration	Fall 2021	Fall 2022	Fall 2023	Fall 2024	Fall 2025
⊟ Bachelor of Science	86.8%	86.5%	89.5%	88.4%	87.9%
⊟ Advertising/Public Relations				77.8%	86.8%
Advertising				83.3%	89.5%
Public Relations				80.0%	85.2%
Public Relations-Recording Ind				50.0%	85.7%
⊟ Interactive Media	87.2%	82.9%	86.7%	90.2%	90.2%
No Concentration	87.2%	82.9%	86.7%	90.2%	90.2%
⊟ Journalism	86.8%	86.9%	89.9%	88.7%	87.7%
Advertising/Public Relations	90.0%	91.7%	89.7%	96.4%	84.2%
Entertainment Journalism			100.0%	90.9%	82.8%
Environmental Journalism			100.0%	100.0%	80.0%
Investigative Journalism					100.0%
Media Design					100.0%
Media Studies	82.4%	92.9%	97.0%	88.9%	90.9%
No Concentration	89.4%	82.3%	86.0%	89.1%	87.2%
Social Justice Journalism			100.0%	100.0%	100.0%
Sports Media	81.2%	85.1%	90.4%	83.2%	88.0%
Visual Communication	81.5%	81.8%	81.8%	100.0%	100.0%
Total	86.8%	86.5%	89.5%	88.4%	87.9%