Program Accreditation
Fall-to-Fall Retention
First-Time Freshmen

First-Time Freshmen: Retention Over Time

Degree, Major, Concentration	Fall 2021	Fall 2022	Fall 2023	Fall 2024	Fall 2025
⊟ Bachelor of Science	88.1%	82.6%	91.9%	77.3%	78.9%
⊟ Advertising/Public Relations				75.0%	71.4%
Advertising				83.3%	100.0%
Public Relations				80.0%	66.7%
⊟ Interactive Media	75.0%	66.7%	100.0%	77.8%	
No Concentration	75.0%	66.7%	100.0%	77.8%	
⊟ Journalism	89.5%	83.7%	91.2%	77.8%	81.6%
Advertising/Public Relations	85.7%	85.7%	100.0%		
Entertainment Journalism			100.0%	71.4%	90.0%
Environmental Journalism				100.0%	
Investigative Journalism					100.0%
Media Design					100.0%
Media Studies	100.0%	100.0%	66.7%	100.0%	100.0%
No Concentration	92.9%	81.8%	50.0%	88.9%	83.3%
Social Justice Journalism				100.0%	
Sports Media	84.6%	81.0%	94.6%	73.1%	73.9%
Visual Communication			100.0%		
Total	88.1%	82.6%	91.9%	77.3%	78.9%