

Full Time Equivalent Students by Major *Academic Program: Journalism (CY 2021/22)*

**Data based on students who were following the old curriculum.*

Total	Fall 2021			Spring 2022			CY Avg
	UG	Grad	Total	UG	Grad	Total	
<i>Advertising</i>	186		186	165		165	93
<i>Journalism</i>	127		127	100		100	63.5
<i>Mass Communications</i>		40	40		34		20
<i>Public Relations</i>	118		118		95	95	59
Total	431	40	471		394		235.5

Traditional Approach, Overall Student Tracking by Cohort

Academic Program: Journalism

Fall 2015 First-Time Freshmen Cohort

**Data based on students who were following the old curriculum.*

	Cohort Size	Retention Rate	Graduation Rate
Entering - Fall 2015	26		
Year 1 (2015-2016)		81%	0%
Year 2 (2016-2017)		73%	0%
Year 3 (2017-2018)		73%	4%
Year 4 (2018-2019)		69%	31%
Year 5 (2019-2020)		69%	60%
Year 6 (2020-2021)		69%	65%

Fall 2015 Undergrad Transfers Cohort

**Data based on students who were following the old curriculum.*

Cohort Size	Retention Rate	Graduation Rate	
Entering - Fall 2015	28		
Year 1 (2015-2016)		89%	

Year 2 (2016-2017)		82%	7%
Year 3 (2017-2018)		79%	57%
Year 4 (2018-2019)		75%	68%
Year 5 (2019-2020)		75%	71%
Year 6 (2020-2021)		75%	75%

Fall 2016 First-Time Freshman Cohort

**Data based on students who were following the old curriculum.*

	Cohort Size	Retention Rate	Graduation Rate
Entering - Fall 2016	22		
Year 1 (2016-2017)		86%	0%
Year 2 (2017-2018)		82%	0%
Year 3 (2018-2019)		72%	41%
Year 4 (2019-2020)		77%	68%
Year 5 (2020-2021)		68%	68%

Year 6 (2021-2022))		68%	68%
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Fall 2016 Undergrad Transfers Cohort

**Data based on students who were following the old curriculum.*

	Cohort Size	Retention Rate	Graduation Rate
Entering-Fall 2016	26		
Year 1 (2016-2017)		81%	0%
Year 2 (2017-2018)		77%	19%
Year 3 (2018-2019)		65%	58%
Year 4 (2019-2020)		73%	69%
Year 5 (2020-2021)		69%	69%
Year 6 (2021-2022)		73%	69%

Fall 2017 First-Time Freshman Cohort

**Data based on students who were following the old curriculum.*

	Cohort Size	Retention Rate	Graduation Rate
Entering Fall-2017	22		
Year 1 (2017-2018)		82%	0%
Year 2 (2018-2019)		82%	5%
Year 3 (2019-2020)		82%	41%
Year 4 (2020-2021)		82%	73%
Year 5 (2021-2022)		82%	N/A
Year 6 (2022-2023)		N/A	N/A

Fall 2017 Undergrad Transfers Cohort

**Data based on students who were following the old curriculum.*

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	Cohort Size	Retention Rate	Graduation Rate
Entering Fall-2017	23		
Year 1 (2017-2018)		96	13
Year 2 (2018-2019)		91	65
Year 3 (2019-2020)		83	91
Year 4 (2020-2021)		91	91
Year 5 (2021-2022)		91	N/A
Year 6 (2022-2023)		N/A	N/A

Fall 2018 First-Time Freshman Cohort

**Data based on students who were following the old curriculum.*

	Cohort Size	Retention Rate	Graduation Rate
Entering Fall-2018	25		
Year 1 (2018-2019)		68%	0%

	Cohort Size	Retention Rate	Graduation Rate
Entering Fall-2018	25		
Year 2 (2019-2020)		60%	4%
Year 3 (2020-2021)		64%	20%
Year 4 (2021-2022)		56%	N/A
Year 5 (2022-2023)		N/A	N/A
Year 6 (2023-2024)		N/A	N/A

Fall 2018 Undergrad Transfers Cohort

**Data based on students who were following the old curriculum.*

	Cohort Size	Retention Rate	Graduation Rate
Entering Fall-2018	25		
Year 1 (2018-2019)		68%	0%
Year 2 (2019-2020)		60%	4%

	Cohort Size	Retention Rate	Graduation Rate
Entering Fall-2018	25		
Year 3 (2020-2021)		64%	20%
Year 4 (2021-2022)		56%	N/A
Year 5 (2022-2023)		N/A	N/A
Year 6 (2023-2024)		N/A	N/A

Fall 2019 First-Time Freshman Cohort

**Data based on students who were following the old curriculum.*

	Cohort Size	Retention Rate	Graduation Rate
Entering Fall-2019	24		
Year 1 (2019-2020)		83%	0%
Year 2 (2020-2021)		83%	0%
Year 3 (2021-2022)		71%	N/A

	Cohort Size	Retention Rate	Graduation Rate
Entering Fall-2019	24		
Year 4 (2022-2023)		N/A	N/A
Year 5 (2023-2024)		N/A	N/A
Year 6 (2024-2025)		N/A	N/A

Fall 2019 Undergrad Transfers Cohort

**Data based on students who were following the old curriculum.*

	Cohort Size	Retention Rate	Graduation Rate
Entering Fall-2019	24		
Year 1 (2019-2020)		96%	46%
Year 2 (2020-2021)		92%	75%
Year 3 (2021-2022)		83%	N/A
Year 4 (2022-2023)		N/A	N/A

	Cohort Size	Retention Rate	Graduation Rate
Entering Fall-2019	24		
Year 5 (2023-2024)		N/A	N/A
Year 6 (2024-2025)		N/A	N/A

Fall 2020 First-Time Freshman Cohort

**Data based on students who were following the old curriculum.*

	Cohort Size	Retention Rate	Graduation Rate
Entering Fall-2020	17		
Year 1 (2020-2021)		100%	N/A
Year 2 (2021-2022)		88%	0%
Year 3 (2022-2023)		N/A	N/A
Year 4 (2023-2024)		N/A	N/A
Year 5 (2025-2025)		N/A	N/A

	Cohort Size	Retention Rate	Graduation Rate
Entering Fall-2020	17		
Year 6 (2025-2026)		N/A	N/A

Fall 2020 Undergrad Transfers Cohort

**Data based on students who were following the old curriculum.*

	Cohort Size	Retention Rate	Graduation Rate
Entering Fall-2020	14		
Year 1 (2020-2021)		93%	N/A
Year 2 (2021-2022)		79%	43%
Year 3 (2022-2023)		N/A	N/A
Year 4 (2023-2024)		N/A	N/A
Year 5 (2024-2025)		N/A	N/A
Year 6 (2025-2026)		N/A	N/A

Fall 2021 First-Time Freshman Cohort

**Data based on students who were following the old curriculum.*

	Cohort Size	Retention Rate	Graduation Rate
Entering Fall-2021	10		
Year 1 (2021-2022)		80%	N/A
Year 2 (2022-2023)		N/A	N/A
Year 3 (2023-2024)		N/A	N/A
Year 4 (2024-2025)		N/A	N/A
Year 5 (2025-2026)		N/A	N/A
Year 6 (2026-2027)		N/A	N/A

Fall 2021 Undergrad Transfers Cohort

**Data based on students who were following the old curriculum.*

	Cohort Size	Retention Rate	Graduation Rate
Entering Fall-2021	14		
Year 1 (2021-2022)		93%	N/A
Year 2 (2022-2023)		N/A	N/A
Year 3 (2023-2024)		N/A	N/A
Year 4 (2024-2025)		N/A	N/A
Year 5 (2025-2026)		N/A	N/A
Year 6 (2026-2027)		N/A	N/A

Enrollment

Academic Program: Journalism

**Note: As of Fall 2019, only the Journalism major is accredited by ACEJMC. Therefore, enrollment statistics beginning Fall 2019 only reflect the Journalism program.*

****Note:** As of Fall 2019, SJSU Institutional Research no longer reports the Applied/Admitted/Enrolled numbers for Spring semesters.

Fall 2017

Headcount	Applied Indicator	Admit Rate	Enroll Rate	Show Rate
First-time Freshman	336	69%	12%	18%
New Undergraduate Transfer	220	71%	25%	35%
First-time Graduate	20	65%	25%	38%
Total	576	70%	17%	25%

Fall 2018

Headcount	Applied Indicator	Admit Rate	Enroll Rate	Show Rate
First-time Freshman	364	69%	12%	18%
New Undergraduate Transfer	188	71%	25%	35%
First-time Graduate	19	65%	25%	38%
Total	571	70%	17%	25%

**Fall 2019*

Headcount	Applied Indicator	Admit Rate	Enroll Rate	Show Rate
<i>First-time Freshman</i>	185	83%	11%	13%
<i>New Undergraduate Transfer</i>	97	74%	23%	31%
<i>First-time Graduate</i>	31	55%	39%	71%
Total	313	78%	17%	22%

Fall 2020

Headcount	Applied Indicator	Admit Rate	Enroll Rate	Show Rate
<i>First-time Freshman</i>	204	82%	8%	10%
<i>New Undergraduate Transfer</i>	79	75%	16%	22%
<i>First-time Graduate</i>	37	84%	49%	58%
Total	320	70%	17%	25%

Spring 2018

Headcount	Applied Indicator	Admit Rate	Enroll Rate	Show Rate
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<i>First-time Freshman</i>				
<i>New Undergraduate Transfer</i>	41	15%	10%	67%
<i>Total</i>	41	15%	10%	67%

Spring 2019

<i>Headcount</i>	<i>Applied Indicator</i>	<i>Admit Rate</i>	<i>Enroll Rate</i>	<i>Show Rate</i>
<i>First-time Freshman</i>	1			
<i>New Undergraduate Transfer</i>	53	55%	25%	45%
<i>Total</i>	54	54%	24%	45%

***Spring 2020*

<i>Headcount</i>	<i>Applied Indicator</i>	<i>Admit Rate</i>	<i>Enroll Rate</i>	<i>Show Rate</i>
<i>First-time Freshman</i>	N/A	N/A	N/A	N/A
<i>New Undergraduate Transfer</i>	N/A	N/A	N/A	N/A
<i>Total</i>				

Spring 2021

Headcount	Applied Indicator	Admit Rate	Enroll Rate	Show Rate
First-time Freshman	N/A	N/A	N/A	N/A
New Undergraduate Transfer	N/A	N/A	N/A	N/A
Total				

Admit Rate (Adm/App), Enrollment Rate (Enr/App), Show Rate (Enr/Adm)

Academic Program: Journalism

***Note:** As of Fall 2019, only the Journalism major is accredited by ACEJMC. Therefore, enrollment statistics beginning Fall 2019 only reflect the Journalism program.

****Note:** As of Fall 2019, SJSU Institutional Research no longer reports the Applied/Admitted/Enrolled numbers for Spring semesters.

Fall 2017

Headcount	Applied Indicator	Admitted Indicator	Enrolled Indicator
First-time Freshman	336	233	41
New Undergraduate Transfer	220	156	54

<i>First-time Graduate</i>	20	13	5
<i>Total</i>	576	402	100

Fall 2018

<i>Headcount</i>	<i>Applied Indicator</i>	<i>Admitted Indicator</i>	<i>Enrolled Indicator</i>
<i>First-time Freshman</i>	364	266	61
<i>New Undergraduate Transfer</i>	188	119	51
<i>First-time Graduate</i>	19	9	6
<i>Total</i>	571	394	118

**Fall 2019*

<i>Headcount</i>	<i>Applied Indicator</i>	<i>Admitted Indicator</i>	<i>Enrolled Indicator</i>
<i>First-time Freshman</i>	185	154	20
<i>New Undergraduate Transfer</i>	97	72	22
<i>First-time Graduate</i>	31	17	12

Total	313	243	54
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Fall 2020

Headcount	Applied Indicator	Admitted Indicator	Enrolled Indicator
First-time Freshman	204	168	17
New Undergraduate Transfer	79	59	13
First-time Graduate	37	31	18
Total	320	258	48

Spring 2018

Headcount	Applied Indicator	Admitted Indicator	Enrolled Indicator
First-time Freshman	41	6	4
New Undergraduate Transfer	37	31	18
Total	78	37	22

Spring 2019

Headcount	Applied Indicator	Admitted Indicator	Enrolled Indicator
<i>First-time Freshman</i>	53	29	13
<i>New Undergraduate Transfer</i>	37	31	18
<i>Total</i>	90	60	31

***Spring 2020*

Headcount	Applied Indicator	Admitted Indicator	Enrolled Indicator
<i>First-time Freshman</i>	N/A	N/A	N/A
<i>New Undergraduate Transfer</i>	N/A	N/A	N/A
<i>Total</i>			

Spring 2021

Headcount	Applied Indicator	Admitted Indicator	Enrolled Indicator
<i>First-time Freshman</i>	N/A	N/A	N/A
<i>New Undergraduate Transfer</i>	N/A	N/A	N/A

Total			
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Journalism Enrollment by Gender and Ethnicity

Academic Program: Journalism

***Note:** As of Fall 2019, only the Journalism major is accredited by ACEJMC. Therefore, enrollment statistics beginning Fall 2019 only reflect the Journalism program.

Total		Fall 2017			Fall 2018		
		UG	Grad	Total	UG	Grad	Total
M	Amlnd	1		1			0
	Black	3	1	4	10		10
	Asian	43	1	44	36		36
	Paclsl			0			0
	Hisp	60	1	61	62	2	64
	White	31	1	32	29	1	30
	Foreign	9	1	10	6		6
	Other	19	1	20	21	1	22

	Total	166	6	172	164	4	168
F	Amlnd	2		2	1		1
	Black	22	1	23	18		18
	Asian	64		64	55		55
	Paclsl	1		1	1		1
	Hisp	95	2	97	89	1	90
	White	47	5	52	38	1	39
	Foreign	17	5	22	19	6	25
	Other	27	1	28	29	1	30
	Total	275	14	289	250	9	259
Total	441	20	461	414	13	427	

Total	Fall 2019			Fall 2020		
	UG	Grad	Total	UG	Grad	Total

M	Amlnd			0			0
	Black	3		3	3		3
	Asian	11		11	11		11
	Paclsl			0			0
	Hisp	24		24	19	5	24
	White	16	2	18	10	4	14
	Foreign			0	1		1
	Other	8	1	9	5		5
	Total	62	3	65	48		48
F	Amlnd			0	1		1
	Black	6		6	8		8
	Asian	12	2	14	11	2	13
	Paclsl	1		1	1	1	2
	Hisp	48	6	54	46	11	57
	White	15	2	17	14	1	15

	Foreign	5	7	12	4	4	8
	Other	7		7	6	2	8
	Total	94	17	111	91	21	112
Total		156	20	176	139	21	160

**Note: Gender for ethnicity data is not available for fall 2021/2022*

Total	Fall 2021			Fall 2022		
	UG	Grad	Total	UG	Grad	Total
Amlnd	1	0	1			
Asian	21	3	24	17	4	21
Black	8	1	9	11	1	12
Hispanic	58	12	70	46	11	57
White	22	8	30	22	5	27
Two or more races	4	1	5	7		7

Unknown	5	2	7	5	1	6
Foreign/International		6	6		7	7
Total	119	33	152	108	29	137

Total by Gender

**Note: As of Fall 2019, only the Journalism major is accredited by ACEJMC. Therefore, enrollment statistics beginning Fall 2019 only reflect the Journalism program.*

Total	Fall 2017			Fall 2018		
	UG	Grad	Total	UG	Grad	Total
M	166	6	172	164	4	168
F	275	14	289	250	9	259
Total	441	20	461	414	13	427

Total	Fall 2019			Fall 2020		
	UG	Grad	Total	UG	Grad	Total
M	62	3	65	48	9	57
F	94	17	111	91	21	112
Total	156	20	176	139	30	169

Total	Fall 2021			Fall 2022		
	UG	Grad	Total	UG	Grad	Total
M	62	13	75	57	12	69
F	57	20	77	51	17	68
Total	119	33	152	108	29	137

Total by Ethnicity

**Note: As of Fall 2019, only the Journalism major is accredited by ACEJMC. Therefore, enrollment statistics beginning Fall 2019 only reflect the Journalism program.*

Total	Fall 2017			Fall 2018		
	UG	Grad	Total	UG	Grad	Total
Amlnd	3		3	108		108
Black	25	2	27	1		1
Asian	107	1	108	158	1	159
Paclsl	1		1	84		84
Hisp	155	3	158	32	3	35
White	78	6	84	48	2	50

Foreign	26	6	32	461	6	467
Other	46	2	48	463	2	465
Total	441	20	461	1355	14	1369

Total	Fall 2019			Fall 2020		
	UG	Grad	Total	UG	Grad	Total
Amlnd			0	1		1
Black	9		9	11		11
Asian	23	2	25	22	2	24
Paclsl	1		1	1	1	2
Hisp	72	6	78	65	16	81
White	31	4	35	24	5	29
Foreign	5	7	12	4	4	8
Other	15	1	16	11	1	12
Total	156	20	176	139	29	168