



CALIFORNIA STATE UNIVERSITY, LONG BEACH

DEPARTMENT OF JOURNALISM & PUBLIC RELATIONS

**Department of Journalism & Public Relations
Public Accountability Report 2023
Student Success Rates**

(Data obtained from CSULB Institutional Research & Assessment on 7/19/2024)

Fall Enrollment Data

2019	2020	2021	2022	2023	2024
422	463	443	438	465	508

Retention Rates for Journalism & Public Relations BA Majors

First-Time Freshmen Enrolled One Year After Entry

Fall Entry Year	2019	2020	2021	2022	2023
Total Cohort	29	36	33	33	43
# Retained in 2 nd Year	25	25	27	25	38
% Retained in 2 nd Year	86.2%	69.4%	81.8%	80.6%	88.4%

New Transfer Students Enrolled One Year After Entry

Fall Entry Year	2019	2020	2021	2022	2023
Total Cohort	91	109	87	72	68
# Retained in 2 nd Year	89	100	73	65	64
% Retained in 2 nd Year	87.8%	91.7%	83.9%	90.3%	94.1%

First-Time Freshmen After 6 Years

Fall Entry Year	2014	2015	2016	2017	2018
Total Cohort	42	32	37	30	22
# Graduated in 6 Years	33	25	28	21	18
% Graduated in 6 Years	78.6%	77.1%	75.7%	70.0%	81.8%

New Transfer Students After 3 Years

Fall Entry Year	2017	2018	2019	2020	2021
Total Cohort	66	83	91	109	87
# Graduated in 3 Years	74	54	66	82	59
% Graduated in 3 Years	81.8%	79.5%	84.6%	75.2%	67.8%



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Total Degrees Awarded

2020-2021	2021 2022	2022-2023	2023-2024	2024-2025
163	133	138	135	158

Grade Point Average - Academic Year Ended

Spring 2020	Spring 2021	Spring 2022	Spring 2023	Spring 2024
3.07	3.10	3.08	3.11	3.17

Enrollment by Ethnicity

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Caucasian	72	63	74	81	84
African American	33	37	30	33	37
Native American	0	0	0	0	0
Asian/Pacific Islander	47	45	44	47	42
Two or more races	25	24	26	24	34
Latino/Latina	252	252	244	256	282
Unknown	11	10	12	19	19
Visa non-U.S. citizen	23	11	7	5	10
Total	463	442	438	465	508