



School of Communication & Journalism

2022-23 Annual Report – Enrollment / Retention & Graduation Rates

Prepared by the Office of Institutional Research, Planning & Effectiveness, June 23, 2023

The following annual report details enrollment and retention and graduation rates in the School of Communication & Journalism. This report is updated yearly and posted on the School’s webpage in compliance with ACEJMC’s (Accrediting Council on Education in Journalism and Mass Communications) Standard 1: Mission, Governance and Administration.

Enrollment

The School of Communication & Journalism measures enrollment in accordance with University standards, using headcount enrollment statistics from the official fall term day 15 snapshot. Below, programmatic enrollment is detailed for the past 10 years, including information about new and continuing students in these data, “New Transfer” indicates a new external transfer student, students switching their major are included under “Continuing Undergraduate.” Students are counted once in each program they are enrolled, and once in the overall total.

	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
School of Communication & Journalism	262	252	252	254	244	223	235	224	277	289
Journalism (Bachelor of Arts)	254	241	239	248	242	221	235	217	216	173
New Freshman	49	38	45	35	42	42	38	30	40	29
New Transfer	30	30	31	31	28	25	26	24	23	11
Continuing Undergraduate	175	173	163	182	172	154	171	163	153	133
Journalism (Master of Science)	8	11	13	6	2	2		1		3
New Graduate	1		2							3
Continuing Graduate	7	11	11	6	2	2		1		
Mass Communication (Bachelor of Science)									37	87
New Freshman									6	13
New Transfer									6	12
Continuing Undergraduate									25	62
Science Communication (Master of Science)									4	7
New Graduate									3	3
Continuing Graduate									1	4
Science Communication (Graduate Certificate)								6	20	19
New Graduate									2	1
Continuing Graduate								6	18	18

Retention & Graduation Rates

The School of Communication & Journalism measures Undergraduate student success following the University’s “junior year graduation” rate methodology, which tracks outcomes of students beginning in their “junior year.” Students “junior year” is considered the third fall after entry for students who entered as full-time, students or the first fall where they reach junior (U3) standing for students entering as transfer students. The University defines U3 standing as having earned between 57 and 84 credits, but in some rare cases can be manually assigned.

The School has identified retention and graduation rates of junior/U3 students as principal measures of program effectiveness because they are committed to their majors by this point in their careers. Some 60 percent of all Stony Brook undergraduates who complete a degree switch their majors at least once. The examination of success rates of students in the junior year better reflects the performance of students at the programmatic level rather than students’ exploratory activity in their early career and provides data more comparable to communication and journalism programs that admit students to the major as juniors. Cohorts are based upon enrollment at the official fall census date. Retention rates are calculated as the percent of each cohort enrolled on the official census date the following fall; graduation rates are the percent who graduated by August 31 two years (equivalent to 4 years from entry for freshmen or 100% of normal time) or four years (equivalent to 6 years from entry for freshmen or 150% of normal time) later.

Retention rates – Journalism (B.A.)

Over the past 5 years, 72.2% of Journalism juniors were retained within the Journalism program one year later, compared to university-wide where 74.7% of students were retained within their major one year later. Additionally, over the past 5 years, 84.1% of Journalism juniors were retained in any program at Stony Brook one year later, compared to university-wide, where 83.1% of juniors were retained in any program at Stony Brook one year later.

Figure 1.1 Percent of junior year students retained in their program one year later

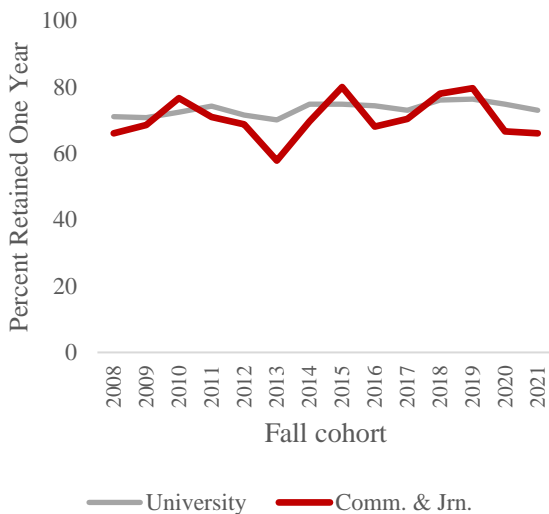
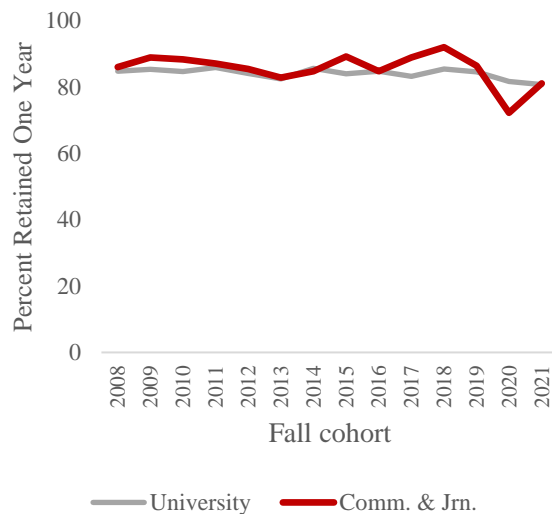


Figure 1.2 Percent of junior year students retained in any program one year later



Retention rates – Mass Communication (B.S.)

Because the Mass Communication program is new, 5-year averages are not available. For the most recent cohort, 80.0% of Mass Communication juniors were retained within the Mass Communication program one year later, compared to university-wide where 73.0% of students were retained within their major one year later. Additionally, for the most recent cohort, 90.0% of Mass Communication juniors were retained in any program at Stony Brook one year later, compared to university-wide, where 80.7% of juniors were retained in any program at Stony Brook one year later.

Figure 1.1 Percent of junior year students retained in their program one year later

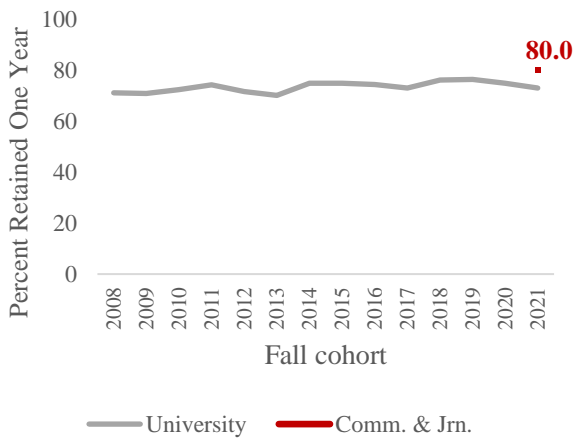
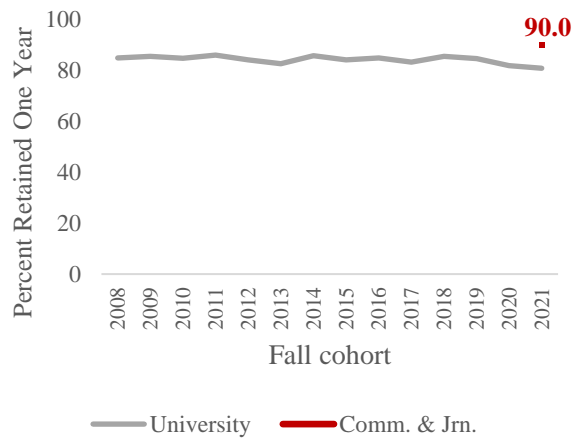


Figure 1.2 Percent of junior year students retained in any program one year later



Graduation Rate – Journalism (B.A.)

Over the past 5 years, 50.2% of Journalism juniors graduated in the Journalism program within two years, compared to university-wide where 61.8% of students graduated in their program within two years. Additionally, over the past 5 years, 59.5% of Journalism juniors graduated in any program at Stony Brook within two years, compared to university-wide, where 66.7% of juniors graduated in any program at Stony Brook within two years.

Figure 2.1 Percent of junior year students graduating in their program within 2 yrs

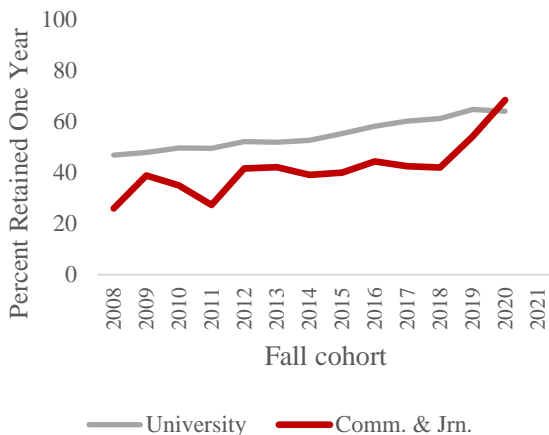
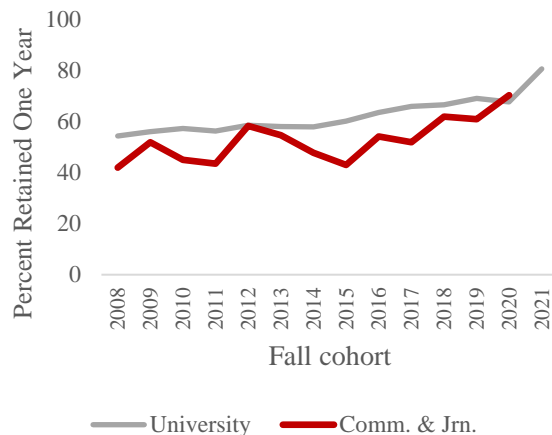


Figure 2.2 Percent of junior year students graduating in any program within 2 yrs



Over the past 5 years, 63.8% of Journalism juniors graduated in the Journalism program within two years, compared to university-wide where 73.4% of students graduated in their program within two years. Additionally, over the past 5 years, 83.6% of Journalism juniors graduated in any program at Stony Brook within two years, compared to university-wide, where 85.4% of juniors graduated in any program at Stony Brook within two years.

Figure 3.1 Percent of junior year students graduating in their program within 4 yrs

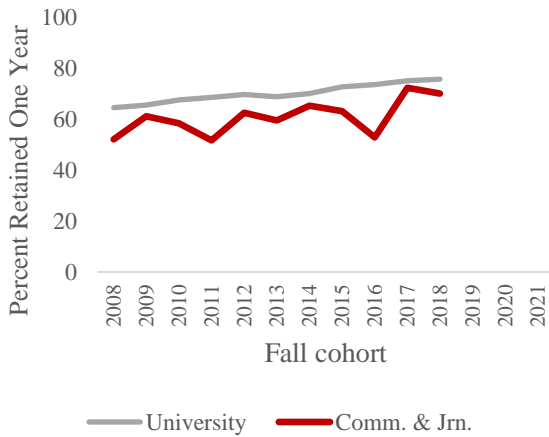
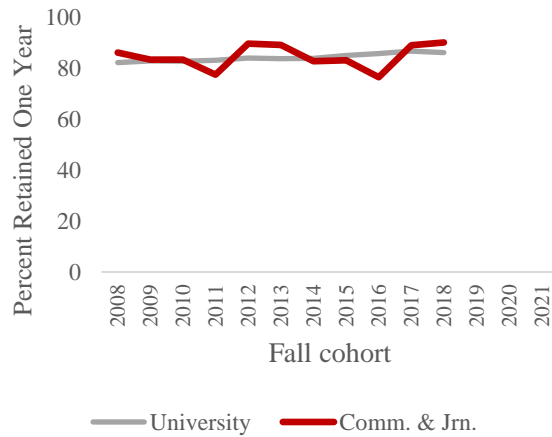


Figure 3.2 Percent of junior year students graduating in any program within 4 yrs



Graduation Rate – Mass Communication (B.S.)

At this time, the Mass Communication’s first “Junior Year” cohort has yet to reach the two-year threshold for analyzing graduation rates. Data will be available in future annual reports.

Junior Year Graduation Rates – School of Communication & Journalism Compared to Stony Brook University Overall

Retained 1 Year	Metrics	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021
Journalism	Junior Year Cohort	62	48	64	46	65	72	54	50	59	54	53
	1-Yr Retained Same Major	71.0%	68.8%	57.8%	69.6%	80.0%	68.1%	70.4%	78.0%	79.7%	66.7%	66.0%
	1-Yr Retained Other Major	16.1%	16.7%	25.0%	15.2%	9.2%	16.7%	18.5%	14.0%	6.8%	5.6%	15.1%
	1-Yr Retention Rate	87.1%	85.4%	82.8%	84.8%	89.2%	84.7%	88.9%	92.0%	86.4%	72.2%	81.1%
Mass Communication	Junior Year Cohort											10
	1-Yr Retained Same Major											80.0%
	1-Yr Retained Other Major											10.0%
	1-Yr Retention Rate											90.0%
Stony Brook Overall	Junior Year Cohort	3,623	3,751	3,748	4,103	4,434	4,619	4,548	4,621	4,839	4,935	4,873
	1-Yr Retained Same Major	74.2%	71.5%	70.1%	74.8%	74.8%	74.3%	73.0%	76.1%	76.3%	74.8%	73.0%
	1-Yr Retained Other Major	11.7%	12.5%	12.4%	10.8%	9.2%	10.5%	10.2%	9.3%	8.2%	6.9%	7.7%
	1-Yr Retention Rate	85.9%	84.1%	82.4%	85.6%	84.0%	84.8%	83.2%	85.4%	84.5%	81.7%	80.7%

Graduated in 2 Years	Metrics	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
School of Communication and Journalism	Junior Year Cohort	62	48	64	46	65	72	54	50	59	54
	2-Yr Graduated Same Major	27.4%	41.7%	42.2%	39.1%	40.0%	44.4%	42.6%	42.0%	54.2%	68.5%
	2-Yr Graduated Other Major	16.1%	16.7%	12.5%	8.7%	3.1%	9.7%	9.3%	20.0%	6.8%	1.9%
	2-Yr Graduation Rate	43.5%	58.3%	54.7%	47.8%	43.1%	54.2%	51.9%	62.0%	61.0%	70.4%
Stony Brook Overall	Junior Year Cohort	3,623	3,751	3,748	4,103	4,434	4,619	4,548	4,621	4,839	4,935
	2-Yr Graduated Same Major	49.6%	52.2%	52.0%	52.7%	55.3%	58.2%	60.3%	61.2%	64.8%	64.1%
	2-Yr Graduated Other Major	6.9%	6.4%	6.1%	5.3%	4.9%	5.5%	5.7%	5.5%	4.4%	3.7%
	2-Yr Graduation Rate	56.4%	58.6%	58.1%	58.0%	60.2%	63.6%	66.0%	66.7%	69.2%	67.8%

Graduated in 4 Years	Metrics	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2017
School of Communication and Journalism	Junior Year Cohort	62	48	64	46	65	72	54	50
	4-Yr Graduated Same Major	51.6%	62.5%	59.4%	65.2%	63.1%	52.8%	72.2%	70.0%
	4-Yr Graduated Other Major	25.8%	27.1%	29.7%	17.4%	20.0%	23.6%	16.7%	20.0%
	4-Yr Graduation Rate	77.4%	89.6%	89.1%	82.6%	83.1%	76.4%	88.9%	90.0%
Stony Brook Overall	Junior Year Cohort	3,623	3,751	3,748	4,103	4,434	4,619	4,548	4,621
	4-Yr Graduated Same Major	68.4%	69.6%	68.7%	70.0%	72.6%	73.5%	75.0%	75.6%
	4-Yr Graduated Other Major	14.6%	14.3%	15.0%	13.7%	12.3%	12.1%	11.6%	10.4%
	4-Yr Graduation Rate	83.1%	83.9%	83.6%	83.7%	84.9%	85.7%	86.6%	86.0%