



School of Communication & Journalism

2023-24 Annual Report – Enrollment / Retention & Graduation Rates

Prepared by the Division of Educational & Institutional Effectiveness, June 26, 2024

The following annual report details enrollment, undergraduate 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 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023
School of Communication & Journalism	252	252	254	244	223	235	224	277	289	331
Communication (B.A.)										4
New Transfer										3
Continuing Undergraduate										1
Journalism (B.A.)	241	239	248	242	221	235	217	216	173	164
New Freshman	38	45	35	42	42	38	30	40	29	25
New Transfer	30	31	31	28	25	26	24	23	11	12
Continuing Undergraduate	173	163	182	172	154	171	163	153	133	127
Journalism (M.S.)	11	13	6	2	2		1		3	8
New Graduate		2							3	5
Continuing Graduate	11	11	6	2	2		1			3
Mass Communication (B.S.)								37	87	127
New Freshman								6	13	17
New Transfer								6	12	17
Continuing Undergraduate								25	62	93
Science Communication (M.S.)								4	7	16
New Graduate								3	3	10
Continuing Graduate								1	4	6

Science Communication (Grad. Cert.)	6	20	19	13
New Graduate		2	1	2
Continuing Graduate	6	18	18	11

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, 74.4% 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, 84.4% of Journalism juniors were retained in any program at Stony Brook one year later, compared to university-wide, where 82.5% 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

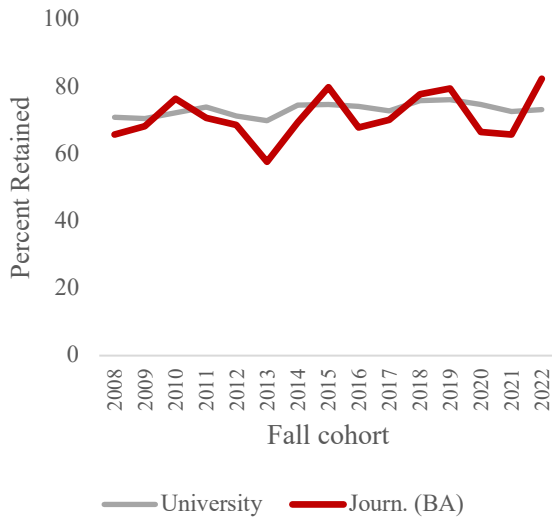
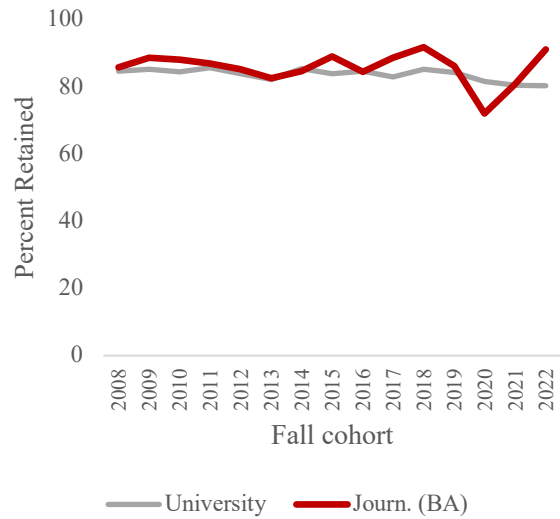


Figure 1.2 Percent of junior year students retained in any program one year later



Retention rates – Mass Communication (B.S.)

Because the Mass Communication program is new, 5-year averages are not available. For the most recent cohort, 73.5% of Mass Communication juniors were retained within the Mass Communication program one year later, compared to university-wide (5yr avg) where 74.7% of students were retained within their major one year later. Additionally, for the most recent cohort, 79.4% of Mass Communication juniors were retained in any program at Stony Brook one year later, compared to university-wide (5yr avg), where 82.5% of juniors were retained in any program at Stony Brook one year later.

Figure 1.3 Percent of junior year students retained in their program one year later

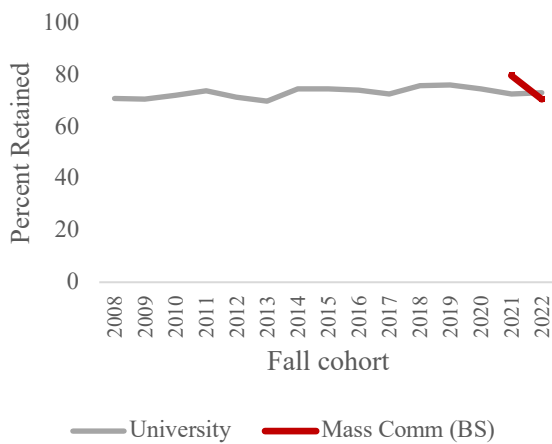
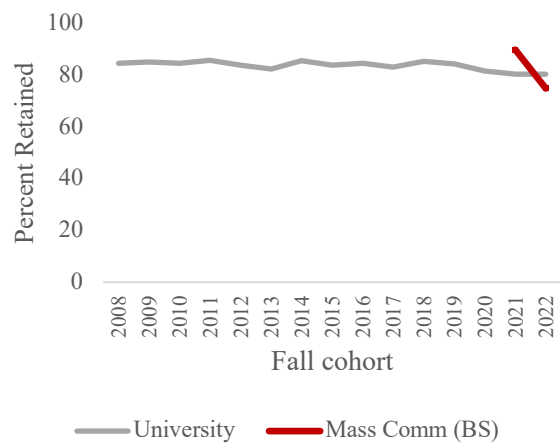


Figure 1.4 Percent of junior year students retained in any program one year later



Graduation Rate – Journalism (B.A.)

Over the past 5 years, 51.9% of Journalism juniors graduated in the Journalism program within two years, compared to university-wide where 62.8% of students graduated in their program within two years. Additionally, over the past 5 years, 61.1% of Journalism juniors graduated in any program at Stony Brook within two years, compared to university-wide, where 67.5% 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

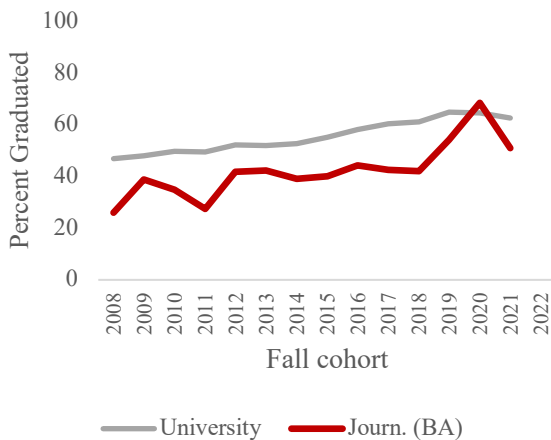
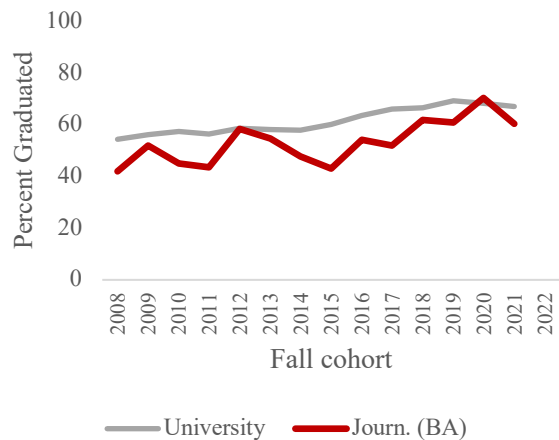


Figure 2.2 Percent of junior year students graduating in any program within 2 yrs



Over the past 5 years, 67.0% of Journalism juniors graduated in the Journalism program within four years, compared to university-wide where 75.0% of students graduated in their program within four years. Additionally, over the past 5 years, 85.0% of Journalism juniors graduated in any program at Stony Brook within four years, compared to university-wide, where 86.0% of juniors graduated in any program at Stony Brook within four years.

Figure 2.3 Percent of junior year students graduating in their program within 4 yrs

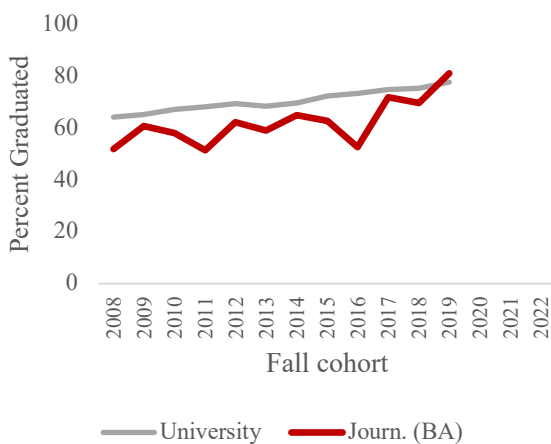
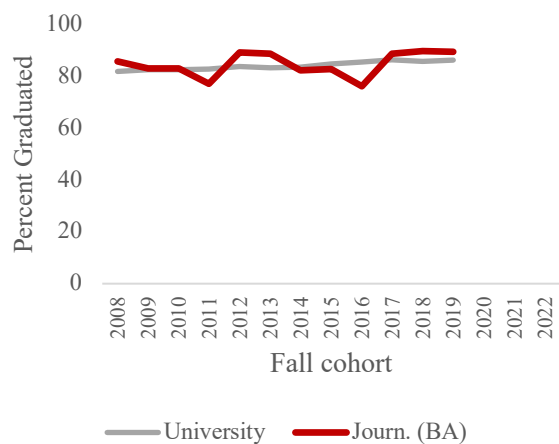


Figure 2.4 Percent of junior year students graduating in any program within 4 yrs



Graduation Rate – Mass Communication (B.S.)

Because the Mass Communication program is new, 5-year averages are not available. For the most recent two cohorts, 50.0% of Mass Communication juniors graduated in the Mass Communication program within two years, compared to university-wide (5yr avg) where 62.8% of students graduated in their program within two years. Additionally, for the most recent two cohorts, 50.0% of Mass Communication juniors graduated in any program at Stony Brook within two years, compared to university-wide (5yr avg), where 67.5% of juniors graduated in any program at Stony Brook within two years.

Figure 2.5 Percent of junior year students graduating in their program within 2 yrs

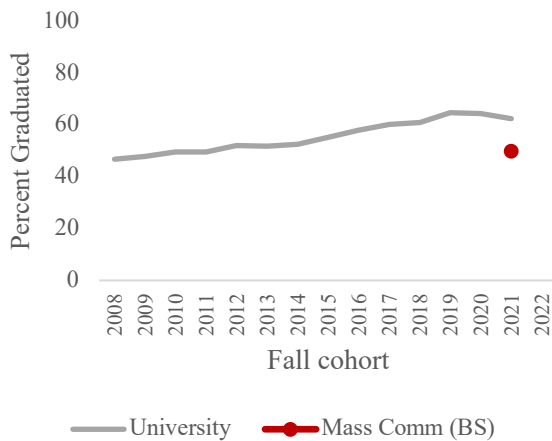
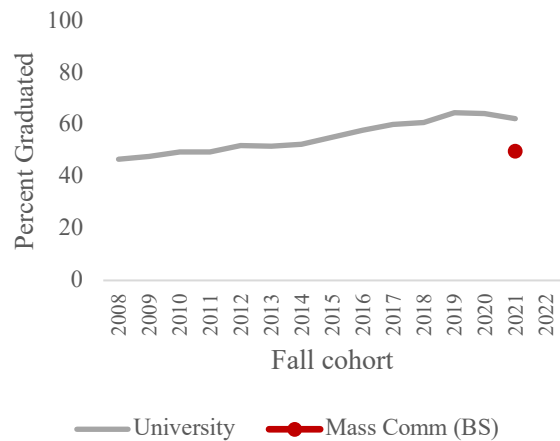


Figure 2.6 Percent of junior year students graduating in their program within 2 yrs



Note: See the appendix for full graduation & retention rate details.

Appendix

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

1-Year Retention Rates

School of Communication & Journalism by Program vs Stony Brook

Retained 1 Year	Metrics	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Journalism B.A.	Junior Year Cohort	48	64	46	65	72	54	50	59	54	53	46
	1-Yr Retained Same Major	68.8%	57.8%	69.6%	80.0%	68.1%	70.4%	78.0%	79.7%	66.7%	66.0%	82.6%
	1-Yr Retained Other Major	16.7%	25.0%	15.2%	9.2%	16.7%	18.5%	14.0%	6.8%	5.6%	15.1%	8.7%
	1-Yr Retention Rate	85.4%	82.8%	84.8%	89.2%	84.7%	88.9%	92.0%	86.4%	72.2%	81.1%	91.3%
Mass Communication B.S.	Junior Year Cohort										10	24
	1-Yr Retained Same Major										80.0%	70.8%
	1-Yr Retained Other Major										10.0%	4.2%
	1-Yr Retention Rate										90.0%	75.0%
Stony Brook Overall	Junior Year Cohort	3,482	3,503	3,791	4,141	4,192	4,157	4,239	4,401	4,444	4,432	4,260
	1-Yr Retained Same Major	71.5%	70.1%	74.8%	74.8%	74.3%	73.0%	76.1%	76.3%	74.8%	72.8%	73.3%
	1-Yr Retained Other Major	12.5%	12.4%	10.8%	9.2%	10.5%	10.2%	9.3%	8.2%	6.9%	7.8%	7.3%
	1-Yr Retention Rate	84.1%	82.4%	85.6%	84.0%	84.8%	83.2%	85.4%	84.5%	81.7%	80.6%	80.5%

2-Year Graduation Rates

School of Communication & Journalism by Program vs Stony Brook

Graduated in 2 Years	Metrics	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021
Journalism B.A.	Junior Year Cohort	48	64	46	65	72	54	50	59	54	53
	2-Yr Graduated Same Major	41.7%	42.2%	39.1%	40.0%	44.4%	42.6%	42.0%	54.2%	68.5%	50.9%
	2-Yr Graduated Other Major	16.7%	12.5%	8.7%	3.1%	9.7%	9.3%	20.0%	6.8%	1.9%	9.4%
	2-Yr Graduation Rate	58.3%	54.7%	47.8%	43.1%	54.2%	51.9%	62.0%	61.0%	70.4%	60.4%
Mass Communication B.S.	Junior Year Cohort										10
	2-Yr Graduated Same Major										50.0%
	2-Yr Graduated Other Major										0.0%
	2-Yr Graduation Rate										50.0%

Stony Brook	Junior Year Cohort	3,482	3,503	3,791	4,141	4,192	4,157	4,239	4,401	4,444	4,432
Overall	2-Yr Graduated Same Major	52.2%	52.0%	52.7%	55.3%	58.2%	60.3%	61.2%	64.9%	64.6%	62.7%
	2-Yr Graduated Other Major	6.4%	6.1%	5.3%	4.9%	5.5%	5.7%	5.5%	4.4%	3.8%	4.5%
	2-Yr Graduation Rate	58.6%	58.1%	58.0%	60.2%	63.6%	66.0%	66.7%	69.3%	68.3%	67.2%

4-Year Graduation Rates

School of Communication & Journalism by Program vs Stony Brook

Graduated in 4 Years	Metrics	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
Journalism B.A.	Junior Year Cohort	48	64	46	65	72	54	50	59
	4-Yr Graduated Same Major	62.5%	59.4%	65.2%	63.1%	52.8%	72.2%	70.0%	81.4%
	4-Yr Graduated Other Major	27.1%	29.7%	17.4%	20.0%	23.6%	16.7%	20.0%	8.5%
	4-Yr Graduation Rate	89.6%	89.1%	82.6%	83.1%	76.4%	88.9%	90.0%	89.8%
Mass Communication B.S.	Junior Year Cohort								
	4-Yr Graduated Same Major								
	4-Yr Graduated Other Major								
	4-Yr Graduation Rate								
Stony Brook Overall	Junior Year Cohort	3,482	3,503	3,791	4,141	4,192	4,157	4,239	4,401
	4-Yr Graduated Same Major	69.6%	68.7%	70.0%	72.6%	73.5%	75.0%	75.7%	78.0%
	4-Yr Graduated Other Major	14.3%	15.0%	13.7%	12.3%	12.1%	11.6%	10.4%	8.5%
	4-Yr Graduation Rate	83.9%	83.6%	83.7%	85.0%	85.7%	86.6%	86.1%	86.6%