

## School of Communication & Journalism 2024-25 Annual Report

### Enrollment / Retention & Graduation Rates / Time to Degree

*Prepared by the Division of Educational & Institutional Effectiveness, July 11, 2025*

The following annual report details enrollment, undergraduate retention and graduation rates, and undergraduate time to degree 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 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
<b>School of Communication &amp; Journalism</b>	<b>252</b>	<b>254</b>	<b>244</b>	<b>223</b>	<b>235</b>	<b>224</b>	<b>277</b>	<b>289</b>	<b>331</b>	<b>356</b>
<b>Communication (B.A.)</b>									<b>4</b>	<b>76</b>
New Freshman										32
New Transfer									3	15
Continuing Undergraduate									1	29
<b>Journalism (B.A.)</b>	<b>239</b>	<b>248</b>	<b>242</b>	<b>221</b>	<b>235</b>	<b>217</b>	<b>216</b>	<b>173</b>	<b>164</b>	<b>124</b>
New Freshman	45	35	42	42	38	30	40	29	25	18
New Transfer	31	31	28	25	26	24	23	11	12	4
Continuing Undergraduate	163	182	172	154	171	163	153	133	127	102
<b>Journalism (M.S.)</b>	<b>13</b>	<b>6</b>	<b>2</b>	<b>2</b>		<b>1</b>		<b>3</b>	<b>8</b>	<b>11</b>
New Graduate	2							3	5	6
Continuing Graduate	11	6	2	2		1			3	5
<b>Mass Communication (B.S.)</b>							<b>37</b>	<b>87</b>	<b>127</b>	<b>109</b>
New Freshman							6	13	17	10
New Transfer							6	12	17	10
Continuing Undergraduate							25	62	93	89
<b>Science Communication (M.S.)</b>							<b>4</b>	<b>7</b>	<b>16</b>	<b>18</b>
New Graduate							3	3	10	8
Continuing Graduate							1	4	6	10
<b>Science Communication (Cert.)</b>						<b>6</b>	<b>20</b>	<b>19</b>	<b>13</b>	<b>19</b>
New Graduate							2	1	2	3
Continuing Graduate						6	18	18	11	16

## 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, including those graduating before the following fall for the purposes of this report; 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.

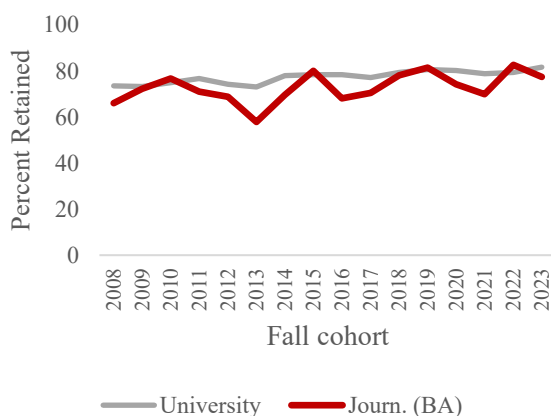
### Retention & graduation rates – Communication (B.A.)

The Communication program does not have enough data for meaningful retention or graduation rate trends, with only 3 students enrolled in the first junior year cohort in fall 2023.

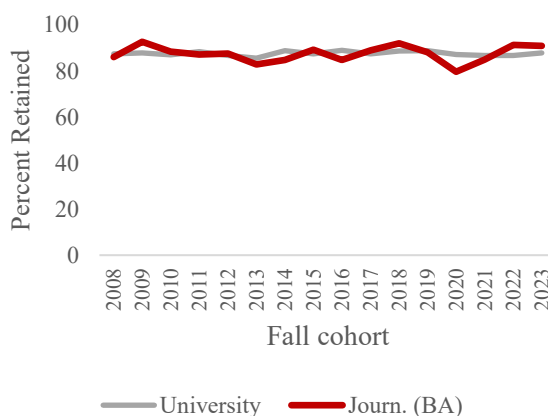
### Retention rates\* – Journalism (B.A.)

Over the past 3 years, 76.2% of Journalism juniors were retained within the Journalism program one year later, compared to university-wide where 79.9% of students were retained within their major one year later. Additionally, over the past 3 years, 88.8% of Journalism juniors were retained in any program at Stony Brook one year later, compared to university-wide, where 87.0% of juniors were retained in any program at Stony Brook one year later. *\*Note, these statistics include students graduating in 1 year.*

**Figure 1.1 Percent of junior year students retained in their program one year later**  
*\*includes students graduating*



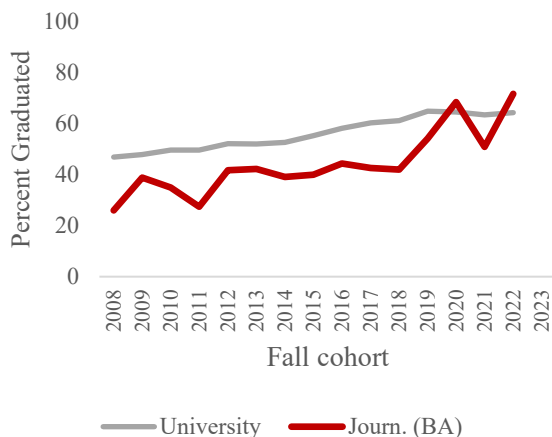
**Figure 1.2 Percent of junior year students retained in any program one year later**  
*\*includes students graduating*



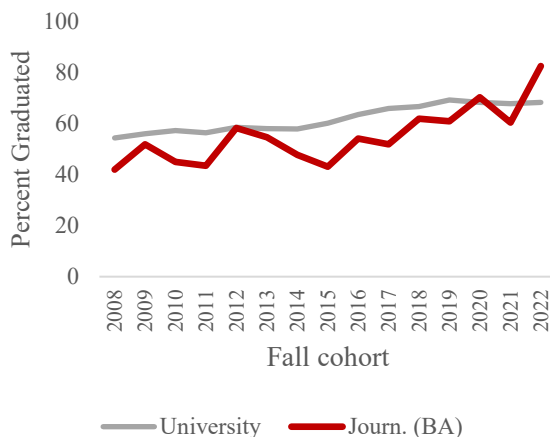
## Graduation Rate – Journalism (B.A.)

Over the past 3 years, 63.4% of Journalism juniors graduated in the Journalism program within two years, compared to university-wide where 64.1% of students graduated in their program within two years. Additionally, over the past 3 years, 70.6% of Journalism juniors graduated in any program at Stony Brook within two years, compared to university-wide, where 68.2% of juniors graduated in any program at Stony Brook within two years.

**Figure 1.3 Percent of junior year students graduating in their program within 2 yrs**

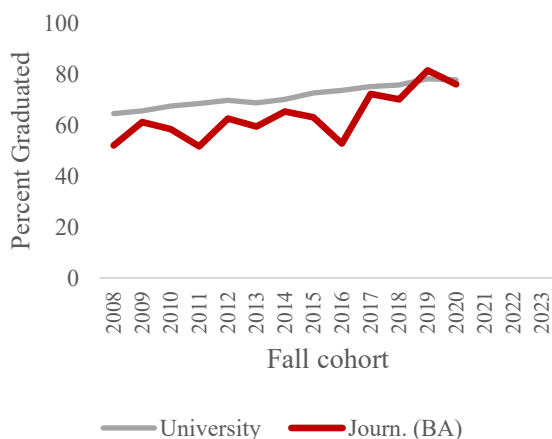


**Figure 1.4 Percent of junior year students graduating in any program within 2 yrs**

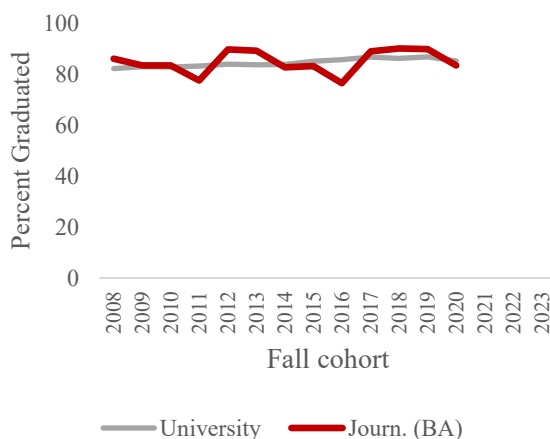


Over the past 3 years, 76.1% of Journalism juniors graduated in the Journalism program within four years, compared to university-wide where 77.2% of students graduated in their program within four years. Additionally, over the past 3 years, 87.7% of Journalism juniors graduated in any program at Stony Brook within four years, compared to university-wide, where 86.0% of juniors graduated in any program at Stony Brook within four years.

**Figure 1.5 Percent of junior year students graduating in their program within 4 yrs**



**Figure 1.6 Percent of junior year students graduating in any program within 4 yrs**

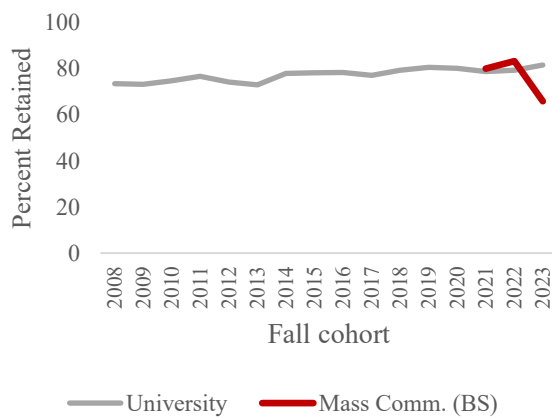


## Retention rates\* – Mass Communication (B.S.)

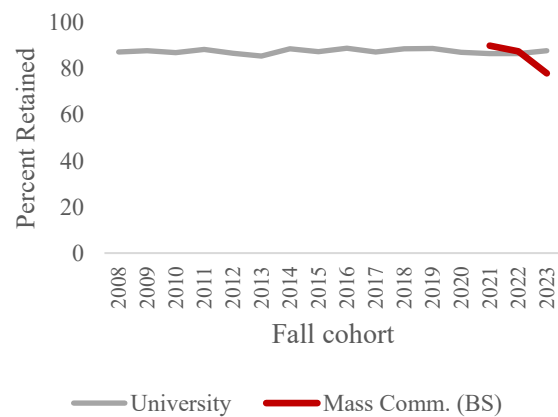
Over the past 3 years, 73.3% of Mass Communication juniors were retained within the Mass Communication program one year later, compared to university-wide where 79.9% of students were retained within their major one year later. Additionally, over the past 3 years, 82.7% of Mass Communication juniors were retained in any program at Stony Brook one year later, compared to university-wide, where 87.0% of juniors were retained in any program at Stony Brook one year later.

*\*Note, these statistics include students graduating in 1 year.*

**Figure 2.1 Percent of junior year students retained in their program one year later**  
*\*includes students graduating*



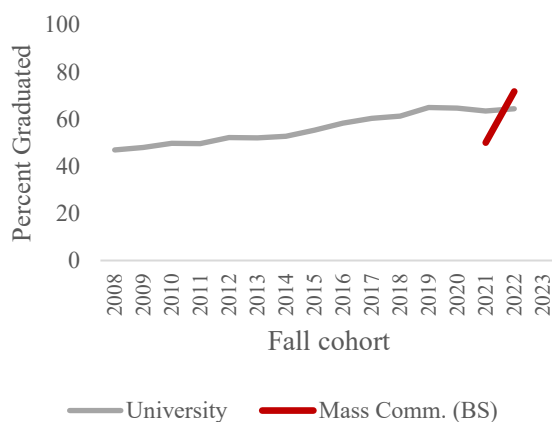
**Figure 2.2 Percent of junior year students retained in any program one year later**  
*\*includes students graduating*



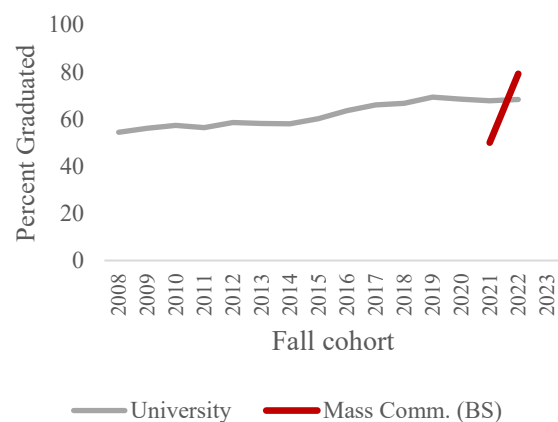
## Graduation Rate – Mass Communication (B.S.)

Because the Mass Communication program is new, 3-year averages are not available. For the most recent two cohorts, 67.6% of Mass Communication juniors graduated in the Mass Communication program within two years, compared to university-wide (3yr avg) where 64.1% of students graduated in their program within two years. Additionally, for the most recent two cohorts, 70.6% of Mass Communication juniors graduated in any program at Stony Brook within two years, compared to university-wide (3yr avg), where 68.2% of juniors graduated in any program at Stony Brook within two years.

**Figure 2.3 Percent of junior year students graduating in their program within 2 yrs**



**Figure 2.4 Percent of junior year students graduating in any program within 2 yrs**



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

## Undergraduate Time to Degree

In addition to undergraduate retention and graduation rates, the School of Communication & Journalism also uses Time to Degree to measure Undergraduate student success. Time to Degree examines a graduating class of students to determine how many years it took them to complete their program. It considers all degrees awarded in an academic year (June 30<sup>th</sup> – July 1<sup>st</sup>). Data only include students entering as first-time, full-time students, as transfer student completion is highly dependent on the number of credits at entry.

Typically, an “on-time” four-year completion would take approximately 3.75 years (beginning in August and graduating in May of senior year).

The School of Communication and Journalism has seen a steady improvement in time to degree of the Journalism B.A. program over the past 10 years, reducing the time to completion from over 4 years (completing the summer after senior year) to under 3.75 years (completing in spring of senior year). Students in the initial graduating classes of the Mass Communication B.S. program have also graduated on time. At this point, no student entering as Full-Time, First-Time has completed a Communication degree. These data will be updated in the future as they become available.

	2014 -15	2015 -16	2016 -17	2017 -18	2018 -19	2019 -20	2020 -21	2021 -22	2022 -23	2023 -24
<b>School of Communication &amp; Journalism</b>										
<b>Communication B.A.</b>										
Degrees (Entered as FTFT)	--	--	--	--	--	--	--	--	--	--
Average Time to Degree (Years)										
<b>Mass Communication B.S.</b>										
Degrees (Entered as FTFT)	--	--	--	--	--	--	--	--	4	9
Average Time to Degree (Years)									3.29	3.69
<b>Journalism B.A.</b>										
Degrees (Entered as FTFT)	27	19	33	29	29	24	33	31	23	28
Average Time to Degree (Years)	4.04	4.12	4.06	4.02	4.18	3.97	3.86	3.71	3.83	3.76
<b>Stony Brook University</b>										
Degrees (Entered as FTFT)	2,117	2,158	2,295	2,464	2,406	2,574	2,701	2,835	2,733	2,793
Average Time to Degree (Years)	4.20	4.18	4.12	4.05	4.04	3.99	3.98	3.93	3.94	3.93

## 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

*\*Note, these statistics include students graduating in 1 year.*

Retained 1 Year	Metrics	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023
Communication B.A.	Junior Year Cohort											3
	1-Yr Retained Same Major											33.3%
	1-Yr Retained Other Major											33.3%
	1-Yr Retention Rate											66.7%
Journalism B.A.	Junior Year Cohort	64	46	65	72	54	50	59	54	53	46	44
	1-Yr Retained Same Major	57.8%	69.6%	80.0%	68.1%	70.4%	78.0%	81.4%	74.1%	69.8%	82.6%	77.3%
	1-Yr Retained Other Major	25.0%	15.2%	9.2%	16.7%	18.5%	14.0%	6.8%	5.6%	15.1%	8.7%	13.6%
	1-Yr Retention Rate	82.8%	84.8%	89.2%	84.7%	88.9%	92.0%	88.1%	79.6%	84.9%	91.3%	90.9%
Mass Communication B.S.	Junior Year Cohort									10	24	41
	1-Yr Retained Same Major									80.0%	83.3%	65.9%
	1-Yr Retained Other Major									10.0%	4.2%	12.2%
	1-Yr Retention Rate									90.0%	87.5%	78.0%
Stony Brook Overall	Junior Year Cohort	3,748	4,103	4,434	4,619	4,548	4,621	4,839	4,935	4,873	4,613	4,724
	1-Yr Retained Same Major	73.0%	77.9%	78.3%	78.4%	77.1%	79.3%	80.6%	80.2%	78.8%	79.3%	81.6%
	1-Yr Retained Other Major	12.5%	10.8%	9.2%	10.4%	10.2%	9.3%	8.2%	6.9%	7.8%	7.3%	6.2%
	1-Yr Retention Rate	85.5%	88.7%	87.4%	88.9%	87.3%	88.6%	88.8%	87.1%	86.6%	86.6%	87.8%

## **2-Year Graduation Rates**

### **School of Communication & Journalism by Program vs Stony Brook**

<b>Graduated in 2 Years</b>	<b>Metrics</b>	<b>Fall 2013</b>	<b>Fall 2014</b>	<b>Fall 2015</b>	<b>Fall 2016</b>	<b>Fall 2017</b>	<b>Fall 2018</b>	<b>Fall 2019</b>	<b>Fall 2020</b>	<b>Fall 2021</b>	<b>Fall 2022</b>
Journalism B.A.	Junior Year Cohort	64	46	65	72	54	50	59	54	53	46
	2-Yr Graduated Same Major	42.2%	39.1%	40.0%	44.4%	42.6%	42.0%	54.2%	68.5%	50.9%	71.7%
	2-Yr Graduated Other Major	12.5%	8.7%	3.1%	9.7%	9.3%	20.0%	6.8%	1.9%	9.4%	10.9%
	2-Yr Graduation Rate	54.7%	47.8%	43.1%	54.2%	51.9%	62.0%	61.0%	70.4%	60.4%	82.6%
Mass Communication B.S.	Junior Year Cohort									10	24
	2-Yr Graduated Same Major									50.0%	75.0%
	2-Yr Graduated Other Major									0.0%	4.2%
	2-Yr Graduation Rate									50.0%	79.2%
Stony Brook Overall	Junior Year Cohort	3,748	4,103	4,434	4,619	4,548	4,621	4,839	4,935	4,873	4,613
	2-Yr Graduated Same Major	52.0%	52.7%	55.3%	58.2%	60.3%	61.2%	64.9%	64.6%	63.4%	64.4%
	2-Yr Graduated Other Major	6.1%	5.3%	4.9%	5.5%	5.7%	5.5%	4.4%	3.8%	4.4%	3.9%
	2-Yr Graduation Rate	58.1%	58.0%	60.2%	63.6%	66.0%	66.7%	69.3%	68.4%	67.8%	68.3%

## **4-Year Graduation Rates**

### **School of Communication & Journalism by Program vs Stony Brook**

<b>Graduated in 4 Years</b>	<b>Metrics</b>	<b>Fall 2013</b>	<b>Fall 2014</b>	<b>Fall 2015</b>	<b>Fall 2016</b>	<b>Fall 2017</b>	<b>Fall 2018</b>	<b>Fall 2019</b>	<b>Fall 2020</b>
Journalism B.A.	Junior Year Cohort	64	46	65	72	54	50	59	54
	4-Yr Graduated Same Major	59.4%	65.2%	63.1%	52.8%	72.2%	70.0%	81.4%	75.9%
	4-Yr Graduated Other Major	29.7%	17.4%	20.0%	23.6%	16.7%	20.0%	8.5%	7.4%
	4-Yr Graduation Rate	89.1%	82.6%	83.1%	76.4%	88.9%	90.0%	89.8%	83.3%
Stony Brook Overall	Junior Year Cohort	3,748	4,103	4,434	4,619	4,548	4,621	4,839	4,935
	4-Yr Graduated Same Major	68.7%	70.0%	72.6%	73.5%	75.0%	75.7%	78.1%	77.7%
	4-Yr Graduated Other Major	15.0%	13.7%	12.3%	12.1%	11.6%	10.4%	8.5%	7.4%
	4-Yr Graduation Rate	83.7%	83.7%	85.0%	85.7%	86.6%	86.1%	86.7%	85.1%