

Department of Journalism and Digital Communication Statistics – Updated Fall 2022

USF Journalism and Digital Communication Majors by academic year

These statistics include all students who had Journalism and Digital Communication (JDC) as a declared major at any time during the indicated Academic Year. For undergraduates, this represents both new and continuing students who are enrolled in the Mass Communication major with a Journalism and Media Studies concentration (formerly) or the Digital Communication and Multimedia Journalism major (presently). For graduate students, the enrollments include both new and continuing students. The graduate level enrollments are broken out into three tracks: MJM (JMS M.A.), MDJ (DJD M.A. prior to 2021-2022) and DJD (DJD M.A. admits from 2021-2022 moving forward). The head counts for undergraduate and graduate level students are unduplicated within the indicated Academic Year. However, any student who went from the undergraduate program to the graduate program within the same academic year will be counted in both populations – once as an undergraduate and once as a graduate-level student.

Total Enrollment

	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022
B.A.*	144	139	149	159	181	164	120	184
MJM Journalism and Media Studies*	12	18	21	15	6	2	-	-
MDJ Digital Journalism*	50	44	40	42	43	54	55	15
DJD Digital Journalism and Design*	-	-	-	-	-	-	-	26

* *New and Continuing Students*

Undergraduate Retention

	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021
USF*	85.2%	85.9%	86.4%	87.0%	87.4%	88.7%	88.3%	88.8%	90.0%	91.4%	88.8%
USF College of Arts and Sciences*	85.7%	86.2%	86.2%	87.2%	87.5%	88.8%	87.7%	87.4%	89.5%	92.0%	88.6%
Dept. of Journalism & Digital Communication**	61.8%	82.6%	73.7%	75.8%	95.7%	86.5%	91.3%	75.0%	79.2%	90.9%	42.9%

* FTIC full- and part-time

** Students new to Department concentration

Graduate Retention Rates

	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021
USF*	77.0%	75.2%	76.5%	75.3%	73.2%	73.7%	76.6%	76.4%	75.7%	76.4%	71.8%
USF College of Arts and Sciences*	78.5%	81.2%	83.3%	79.1%	79.4%	84.1%	78.6%	79.0%	82.6%	79.3%	80.4%
MJM Journalism and Media Studies**	83.3%	83.3%	85.7%	-	100.0%	87.5%	100.0%	100.0%	50.0%	0.0%	-
MDJ Digital Journalism**	-	-	83.3%	50.0%	50.0%	57.1%	100.0%	55.6%	90.9%	66.7%	61.5%

* *Entering graduates full- and part-time*

** *Students new to MJM-MA and MDJ-MA programs (DJD-MA students will begin in 2021-2022)*

BA 4, 5, and 6-year Graduation Rates

		2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
4 Years	USF	42.9%	48.3%	51.4%	56.9%	57.9%	58.7%	60.3%	61.7%	58.6%
	JDC Program	17.6%	28.3%	10.5%	21.2%	30.4%	32.4%	26.1%	32.1%	29.2%
5 Years	USF	61.0%	64.2%	67.0%	69.6%	69.9%	70.8%	70.7%	70.2%	-
	JDC Program	20.6%	28.3%	15.8%	21.2%	30.4%	37.8%	26.1%	35.7%	-
6 Years	USF	65.9%	68.5%	70.9%	73.1%	72.5%	73.9%	72.9%	-	-
	JDC Program	20.6%	28.3%	15.8%	21.2%	30.4%	40.5%	26.1%	-	-

MA 2, 3, 4, and 5-year Graduation Rates (DJJ-MA students will begin in 2021-2022)

		2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021
2 Years	USF	50.1%	50.3%	51.9%	54.9%	54.3%	56.5%	56.3%	58.2%	57.9%	59.2%	45.6%
	MJM	50.0%	66.7%	57.1%	-	50.0%	62.5%	100.0%	66.7%	100.0%	0.0%	-
	MDJ	-	-	55.6%	35.7%	57.1%	71.4%	50.0%	33.3%	63.6%	53.3%	15.4%
3 Years	USF	70.1%	69.7%	70.7%	71.9%	71.6%	72.2%	73.7%	75.2%	74.9%	73.4%	-
	MJM	83.3%	66.7%	57.1%	-	50.0%	75.0%	100.0%	66.7%	100.0%	0.0%	-
	MDJ	-	-	83.3%	50.0%	71.4%	71.4%	70.0%	55.6%	90.9%	60.0%	-
4 Years	USF	75.5%	74.2%	75.4%	75.7%	75.5%	76.0%	76.7%	78.8%	77.7%	-	-
	MJM	83.3%	66.7%	57.1%	50.0%	50.0%	87.5%	100.0%	66.7%	100.0%	-	-
	MDJ	-	-	83.3%	50.0%	71.4%	71.4%	90.0%	66.7%	90.9%	-	-
5 Years	USF	77.4%	75.6%	76.9%	76.7%	76.8%	76.8%	78.0%	79.9%	-	-	-
	MJM	83.3%	66.7%	57.1%	50.0%	50.0%	87.5%	100.0%	66.7%	-	-	-
	MDJ	-	-	88.9%	50.0%	78.6%	71.4%	90.0%	66.7%	-	-	-

Data sources: ODS benchmark/SID database. Run SAS code to get retention and graduation rates.
Enrollment: ODS Cubes database - EIS Student Enrollment