

Public Accountability Statistics

All data for JAMM includes both BS and BA degrees

Enrollment by Major

	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
Advertising	99	79	70	82	91	73
Broadcasting and Digital Media	89	87	97	95	75	74
Film & Television Studies					11	30
Journalism	96	72	64	68	91	57
Public Relations	100	109	105	99	72	68
JAMM Total	384	347	336	344	340	302

First Year Student Retention Rates

Entering Class	JAMM	UI
2006-07	75%	76%
2007-08	74%	77%
2008-09	74%	77%
2009-10	87%	81%
2010-11	82%	80%
2011-12	74%	77%
2012-13	78%	79%
2013-14	80%	77%
2014-15	80%	80%
2015-16	71%	77%
2016-17	93%	82%
2017-18	77%	81%

Graduation Rates

Entering Class	Four-Year		Five-Year		Six-Year	
	JAMM	UI	JAMM	UI	JAMM	UI
2004-05	15%	24%	44%	50%	47%	55%
2005-06	27%	23%	52%	46%	52%	51%
2006-07	19%	23%	47%	49%	53%	56%
2007-08	24%	25%	46%	48%	46%	54%
2008-09	28%	28%	58%	52%	62%	58%
2009-10	44%	29%	65%	54%	68%	57%
2010-11	31%	30%	46%	51%	49%	56%
2011-12	38%	30%	53%	50%	57%	54%
2012-13	33%	34%	51%	54%	58%	59%
2013-14	50%	35%	64%	52%		
2014-15	47%	37%				