

Public Accountability Statistics

All data for JAMM includes both BS and BA degrees

Enrollment by Major

	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Advertising	99	79	70	82
Broadcasting and Digital Media	89	87	97	95
Journalism	96	72	64	68
Public Relations	100	109	105	99
JAMM Total	384	347	336	344

First Year Student Retention Rates

Entering Class	JAMM	UI
2005-06	71%	73%
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%

Graduation Rates

	Four-Year		Five-Year		Six-Year	
Entering Class	JAMM	UI	JAMM	UI	JAMM	UI
2003-04	28%	25%	40%	50%	47%	56%
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%	57%	49%	55%
2011-12	38%	30%	53%	49%		