



University of Idaho

School of Journalism and Mass Media

Public Accountability Statistics

Enrollment by Major

Program	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
Advertising	99	79	70	82	91	73	61
Broadcasting & Digital Media	89	87	97	95	75	74	48
Film & Television Studies					11	30	41
Journalism	96	72	64	68	91	57	37
Public Relations	100	109	105	99	72	68	40
JAMM Total	384	347	336	344	340	302	227

First Year Student Retention Rates, percentage

Entering Class	JAMM	University of Idaho
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
2018-19	64	77

Graduation Rates, percentage

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	64	56
2014-15	47	37	63	56	63	60
2015-16	46	38	57	56	NA	NA

All data for the School of Journalism and Mass Media includes both BS and BA degrees.