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| Graduate Students Retention Rates |  |  |  |  |
| Program | Journalism (MA) | Journalism (MS) | Strategic Public Relations (MA) | Specialized Journalism (MA) | Specialized Journalism (The Arts) (MA) | Specialized Journalism (Arts and Culture) (MA) | Public Relations and Advertising (MA) |
| Entering Cohort | Total Number | % Retention | Total Number | % Retention | Total Number | % Retention | Total Number | % Retention | Total Number | % Retention | Total Number | % Retention | Total Number | % Retention |
| 2023 | The Journalism (MA) was discontinued in 2014 | 25 | 96% | The Strategic Public Relations (MA) was discontinued in 2021 | 22 | 96% | The Specialized Journalism (The Arts) (MA) was discontinued in 2023 | 6 | 100% | 72 | 97% |
| 2022 | The Journalism (MA) was discontinued in 2014 | 18 | 100% | The Strategic Public Relations (MA) was discontinued in 2021 | 22 | 100% | 7 | 100% | The SJAC (MA) was introduced in 2023 | 126 | 97% |
| 2021 | The Journalism (MA) was discontinued in 2014 | 54 | 100% | The Strategic Public Relations (MA) was discontinued | 39 | 98% | 10 | 100% | The SJAC (MA) was introduced in 2023 | 132 | 98% |
| 2020 | The Journalism (MA) was discontinued in 2014 | 23 | 96% | 2-yr: 60 | 2-yr: 97% | 16 | 100% | 11 | 91% | The SJAC (MA) was introduced in 2023 | 66 | 97% |
| 2019 | The Journalism (MA) was discontinued in 2014 | 33 | 100% | 61 | 97% | 18 | 100% | 8 | 100% | The SJAC (MA) was introduced in 2023 | The PRA (MA) was introduced in 2020 |
| 2018 | The Journalism (MA) was discontinued in 2014 | 58 | 93% | 68 | 91% | 19 | 95% | 8 | 100% | The SJAC (MA) was introduced in 2023 | The PRA (MA) was introduced in 2020 |
| 2017 | The Journalism (MA) was discontinued in 2014 | 48 | 94% | 47 | 96% | 17 | 94% | 11 | 91% | The SJAC (MA) was introduced in 2023 | The PRA (MA) was introduced in 2020 |
| 2016 | The Journalism (MA) was discontinued in 2014 | 30 | 97% | 38 | 97% | 18 | 100% | 9 | 90% | The SJAC (MA) was introduced in 2023 | The PRA (MA) was introduced in 2020 |
| 2015 | The Journalism (MA) was discontinued in 2014 | 37 | 97% | 50 | 94% | 9 | 89% | 13 | 100% | The SJAC (MA) was introduced in 2023 | The PRA (MA) was introduced in 2020 |
| 2014 | The Journalism (MA) was discontinued | 36 | 97% | 46 | 96% | 12 | 100% | 10 | 100% | The SJAC (MA) was introduced in 2023 | The PRA (MA) was introduced in 2020 |
| 2013 | 45 | 1-yr: 100%2-yr: 98% | The Journalism (MS) wasintroduced in 2014 | 60 | 1-yr: 98%2-yr: 97% | 9 | 100% | 14 | 100% | The SJAC (MA) was introduced in 2023 | The PRA (MA) was introduced in 2020 |