

Undergraduate Students Retention Rates after One Year

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Program		Journalism (BA)		Broadcast and Digital Journalism (BA)		Print and Digital Journalism (BA)		Public Relations (BA)		Public Relations and Advertising (BA)		Total	
Entry Year		Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
2024	Fall Freshmen	49								41		90	
	All New Students	75								74		149	
2023	Fall Freshmen	61	95%	The BRDJ major was discontinued in 2016		The PRDJ major was discontinued in 2016		PREL was discontinued in 2023		31	97%	92	96%
	All New Students	93	97%							55	98%	148	97%
2022	Fall Freshmen	69	91%	The BRDJ major was discontinued in 2016		The PRDJ major was discontinued in 2016		20	90%			89	91%
	All New Students	107	94%					48	94%			155	94%
2021	Fall Freshmen	74	99%	The BRDJ major was discontinued in 2016		The PRDJ major was discontinued in 2016		15	100%			89	99%
	All New Students	112	98%					45	98%			157	98%
2020	Fall Freshman	52	100%	The BRDJ major was discontinued in 2016		The PRDJ major was discontinued in 2016		12	92%			64	98%
	All New Students	99	98%					46	98%			145	98%
2019	Fall Freshman	56	86%	The BRDJ major was discontinued in 2016		The PRDJ major was discontinued in 2016		19	89%			75	87%
	All New Students	78	82%					45	93%			123	86%
2018	Fall Freshman	61	98%	The BRDJ major was discontinued in 2016		The PRDJ major was discontinued in 2016		18	100%			79	99%
	All New Students	114	99%					43	98%			157	99%
2017	Fall Freshman	49	92%	The BRDJ major was discontinued in 2016		The PRDJ major was discontinued in 2016		18	100%			67	94%
	All New Students	83	95%					46	100%			129	97%
2016	Fall Freshman	56	96%	The BRDJ major was discontinued in 2016		The PRDJ major was discontinued in 2016		21	86%			77	94%
	All New Students	78	95%					56	95%			134	95%
2015	Fall Freshman	The Journalism (BA) major was added in 2016		32	94%	25	100%	21	100%			78	97%
	All New Students			47	96%	39	95%	57	100%			142	97%
2014	Fall Freshman			39	97%	28	96%	17	100%			84	98%
	All New Students			74	99%	37	95%	51	100%			162	98%

2013	Fall Freshman		45	98%	29	100%	23	100%		97	99%
	All New Students		73	99%	42	100%	62	98%		177	99%
2012	Fall Freshman		34	94%	36	97%	17	94%		87	95%
	All New Students		54	94%	46	98%	36	97%		136	96%
2011	Fall Freshman		24	93%	29	97%	23	96%		76	97%
	All New Students		45	100%	36	97%	50	98%		131	98%
2010	Fall Freshman		35	100%	57	96%	28	96%		120	98%
	All New Students		55	100%	64	97%	45	98%		164	98%
2009	Fall Freshman		38	95%	44	95%	26	96%		108	95%
	All New Students		47	96%	47	94%	27	96%		121	95%
2008	Fall Freshman		31	94%	46	93%	31	100%		108	95%
	All New Students		36	92%	54	93%	36	97%		126	94%
2007	Fall Freshman		35	100%	55	98%	31	100%		121	99%
	All New Students		49	100%	62	98%	38	97%		149	99%
2006	Fall Freshman		56	96%	43	93%	20	100%		119	96%
	All New Students		59	97%	53	94%	22	100%		134	96%
2005	Fall Freshman		50	92%	45	98%	33	100%		128	96%
	All New Students		56	93%	45	98%	34	97%		135	96%
2004	Fall Freshman		33	88%	41	90%	15	87%		89	89%
	All New Students		41	90%	42	90%	17	88%		100	90%
2003	Fall Freshman		64	89%	53	98%	20	90%		137	93%
	All New Students		72	90%	44	98%	28	93%		144	93%

- Data reported using first degree program posted at USC
- All freshmen refers to first-year cohort entering in fall or spring semester