2015
Survey of Journalism &
Mass Communication Enrollments

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Executive Summary

- Among the 182 journalism and mass communication programs that responded to the survey, 99.5% offered a bachelor’s degree, 40.7% offered a professional master’s degree, 33.5% offered a research master’s degree, and 17% offered a PhD. Moreover, 9.9% offered a bachelor’s degree online, 15.4% offered a professional master’s degree online, and 3.8% offered a research master’s degree online.

- Undergraduate enrollments in journalism and mass communication programs decreased by 1.2% from 2013, whereas master’s enrollments decreased by 0.8%, and PhD enrollments stayed about the same among the schools that reported enrollment data in both 2013 and 2015.

- The number of bachelor’s degrees granted in journalism and mass communication increased by 4.8% from 2013, whereas the number of master’s degrees increased by 4.8%, and the number of doctoral degrees granted increased by 8% among the schools that reported enrollment data in both 2013 and 2015.

- A majority of programs offer undergraduate sequences in strategic communications (83.5%) and journalism (79.9%). These sequence areas also had the highest enrollments.

- Among the schools that reported enrollment data by sequences in both 2013 and 2015, the number of undergraduate students enrolled in advertising increased by 3.8%, and the number of undergraduate students enrolled in public relations increased by 4.4%, whereas the number of undergraduate students enrolled in journalism (undifferentiated) decreased by 16.3%, the number of undergraduate students enrolled in news editorial/print journalism decreased by 13.9%, and number of undergraduate students enrolled in broadcast news/broadcast journalism decreased by 6.7%.

- Females continue to comprise the majority—about two-thirds—of journalism and mass communication students. Moreover, among the schools that reported enrollment data by gender in both 2013 and 2015, the percentage of female undergraduate students increased by 2.2%, and the percentage of female master’s students increased by 3.1%, whereas the percentage of female PhD students remained the same.

- The percentage of ethnic/racial minority undergraduate students decreased by 2.8%, whereas the percentage of minority master’s students increased by 1.1%, and the percentage of minority PhD students increased by 1.3% among the schools that reported enrollment data by race/ethnicity in both 2013 and 2015.

- In terms of curriculum and student development, the largest percentage of programs reported having undergraduate courses in their curriculum that focus primarily on media ethics (80.6%) and visual storytelling (77.1%) among other competencies and skills. Also, a majority of programs reported having a student-run newspaper
(86.2%), radio station (63.8%), and TV station (55.8%). Additionally, a large percentage of programs reported having a student-run advertising or PR agency (45.7%) and magazine (41.3%).

- The percentage of programs that saw an increase in their operating budget decreased by 5.3%, whereas the percentage of programs that saw a decrease in their operating budget increased by 11.8% among the schools that reported operating budget data in both 2013 and 2015.
- As with previous years, more than 80% of programs reported no faculty or staff hiring freezes at their university, although the percentage did decrease by 2.3% among the schools that reported hiring freeze data in both 2013 and 2015.
- One quarter (25.2%) of programs reported adding new sequences, whereas only 9% reported eliminating sequences.

**Method**

This report uses data from the 2015 Survey of Journalism & Mass Communication Enrollments and the 2013 Annual Survey of Journalism & Mass Communication Enrollments. As with the previous Annual Surveys of Journalism & Mass Communication Enrollments (Becker, Vlad, & Simpson, 2014), the population of journalism and mass communication programs for the 2015 survey was constructed using The Journalism & Mass Communication Directory (published by the Association for Education in Journalism and Mass Communication) and The Journalist’s Road to Success: A Career Guide (published online by the Dow Jones News Fund). The Directory includes colleges and universities that offer courses in journalism and mass communication, and the Career Guide includes colleges that offer journalism majors. Together, these directories generated a list of 474 colleges and universities. This list includes schools that are members of the Association of Schools of Journalism and Mass Communication (ASJMC)—both accredited by the Accrediting Council on Education and Journalism and Mass Communication (ACEJMC) as well as not accredited—and schools that are neither accredited by ACEJMC nor members of the ASJMC.

Journalism and mass communication program administrators were contacted in mid-March 2015 with an invitation e-mail that contained a link to the survey hosted in Qualtrics. Administrators were also provided with the option to fill out a PDF or Word version of the survey and return it via e-mail. E-mail reminders were sent late March, early April, and mid-June. Additionally, phone call reminders were made mid-April, mid-May, and late June; although, the third round of phone calls was made only to ASJMC member schools. A fourth round of phone calls was also made in early November to non-responding ASJMC member schools with a request to fill out a shortened (one-page) version of the survey that included only the basic enrollment questions. These efforts resulted in a sample of 182 schools—60 (33%) were ASJMC member schools accredited by the ACEJMC, 47 (25.8%) were ASJMC member schools not accredited
by ACEJMC, and 75 (41.2%) were non-accredited and non-ASJMC member schools. The survey asked administrators questions about enrollments (Fall 2015) and the number of degrees granted (2014-2015 academic year) in their undergraduate and graduate degree programs, as well as enrollments and the number of degrees granted broken down by sequence area and demographics. Additionally, the survey asked questions about curriculum and student development (e.g., competencies, student-run media, internship opportunities, study abroad opportunities), finances and administration (e.g., operating budget changes, hiring freezes, program changes), as well as institution characteristics (e.g., type of institution, funding, total enrollment size, and Carnegie classification) to facilitate comparisons with peer institutions.

Trends were captured by comparing data from the 177 schools that responded to both the 2013 Annual Survey of Journalism & Mass Communication Enrollments (Becker et al., 2014) and the 2015 Survey of Journalism & Mass Communication Enrollments. As in past years, there was significant variability in the number and types of questions answered by program administrators (Becker et al., 2014). Comparisons were made only among the 177 overlapping schools that provided data for each question both years.¹

¹ Special thanks are given to the Association of Schools of Journalism and Mass Communication and Dr. Lee Becker for their helpful advice and feedback in preparing and conducting the survey. Special thanks are also given to the following Texas Tech University graduate students for their help in administering the survey: Georgia Ann Kapusta, Amber Krause, and Bailey Thompson.
1. Degree programs

Percent of programs (N=182) that offer undergraduate and graduate degrees

<table>
<thead>
<tr>
<th>Degree Level</th>
<th>Onsite degree only</th>
<th>Online degree only</th>
<th>Both</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>89.6</td>
<td>9.9</td>
<td>0.5</td>
</tr>
<tr>
<td>Professional master's</td>
<td>6.6</td>
<td>8.8</td>
<td>25.3</td>
</tr>
<tr>
<td>Research master's</td>
<td>0.5</td>
<td>3.3</td>
<td>29.7</td>
</tr>
<tr>
<td>PhD</td>
<td>0.0</td>
<td>0.0</td>
<td>17.0</td>
</tr>
</tbody>
</table>

2. Undergraduate and graduate enrollments

Undergraduate and graduate enrollments for 2013 and 2015, same schools

<table>
<thead>
<tr>
<th>Degree Level</th>
<th>2013</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate (N=169)</td>
<td>94128</td>
<td>92962</td>
</tr>
<tr>
<td>Master's (N=76)</td>
<td>5113</td>
<td>5072</td>
</tr>
<tr>
<td>PhD (N=22)</td>
<td>690</td>
<td>698</td>
</tr>
</tbody>
</table>
3. Undergraduate and graduate degrees granted

Undergraduate and graduate degrees granted for 2013 and 2015, same schools

- Bachelor’s (N=138)
  - 2013: 19071
  - 2015: 20614

- Master’s (N=62)
  - 2013: 2114
  - 2015: 2216

- Doctoral (N=20)
  - 2013: 138
  - 2015: 149

4. Sequence breakdown

Percent of programs (N=164) that offer undergraduate sequences in the following areas

- Journalism: 83.5%
- Electronic media & production: 48.2%
- Strategic communications: 79.9%
- Communication studies: 48.2%
- Other: 29.3%
5. Undergraduate enrollments by sequence area

Undergraduate enrollments by sequence area for 2013 and 2015, same schools

- Journalism (N=70)
  - 2013: 15192
  - 2015: 13826

- Electronic media & production (N=26)
  - 2013: 3193
  - 2015: 2874

- Strategic communications (N=64)
  - 2013: 18305
  - 2015: 19848

- Communication studies (N=35)
  - 2013: 5908
  - 2015: 7003

- Other (N=9)
  - 2013: 1039
  - 2015: 719

6. Undergraduate enrollments by specific sequences

Undergraduate enrollments by specific sequences for 2013 and 2015, same schools

- Advertising (N=29)
  - 2013: 5028
  - 2015: 5231

- Public relations (N=45)
  - 2013: 9034
  - 2015: 9742

- PR & Advertising combined (N=6)
  - 2013: 1284
  - 2015: 1226

- Strategic communication (N=11)
  - 2013: 1674
  - 2015: 2226

- Media production (N=8)
  - 2013: 696
  - 2015: 481

- Radio/TV (N=6)
  - 2013: 676
  - 2015: 644

- News editorial/print journalism (N=21)
  - 2013: 1690
  - 2015: 1446

- Broadcast news/journalism (N=24)
  - 2013: 3171
  - 2015: 2988

- Digital journalism (N=2)
  - 2013: 357
  - 2015: 308

- Journalism undifferentiated (N=33)
  - 2013: 5670
  - 2015: 6775
7. Bachelor’s degrees granted by sequence area

Bachelor’s degrees granted by sequence area for 2013 and 2015, same schools

8. Bachelor’s degrees granted by sequences

Bachelor’s degrees granted by specific sequences for 2013 and 2015, same schools
9. Undergraduate enrollments by gender

Percent of undergraduate enrollments by gender for 2013 and 2015, same schools (N=74)

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>63.6</td>
<td>65.8</td>
</tr>
<tr>
<td>Male</td>
<td>36.4</td>
<td>34.2</td>
</tr>
</tbody>
</table>

10. Master's enrollments by gender

Percent of master’s enrollments by gender for 2013 and 2015, same schools (N=36)

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>67.4</td>
<td>70.5</td>
</tr>
<tr>
<td>Male</td>
<td>32.6</td>
<td>29.5</td>
</tr>
</tbody>
</table>
11. PhD enrollments by gender

Percent of PhD enrollments by gender for 2013 and 2015, same schools (N=9)

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>60.7</td>
<td>60.7</td>
</tr>
<tr>
<td>Male</td>
<td>39.3</td>
<td>39.3</td>
</tr>
</tbody>
</table>

12. Undergraduate enrollments by race/ethnicity

Percent of undergraduate enrollments by race/ethnicity for 2013 and 2015, same schools (N=57)

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>66.1</td>
<td>63.5</td>
</tr>
<tr>
<td>Minority</td>
<td>31.3</td>
<td>34.1</td>
</tr>
<tr>
<td>International</td>
<td>2.7</td>
<td>2.3</td>
</tr>
</tbody>
</table>
13. Master’s enrollments by race/ethnicity

Percent of master’s enrollments by race/ethnicity for 2013 and 2015, same schools (N=29)

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>54.7</td>
<td>51.3</td>
</tr>
<tr>
<td>Minority</td>
<td>26.7</td>
<td>27.8</td>
</tr>
<tr>
<td>International</td>
<td>18.6</td>
<td>20.9</td>
</tr>
</tbody>
</table>

14. PhD enrollments by race/ethnicity

Percent of PhD enrollments by race/ethnicity for 2013 and 2015, same schools (N=8)

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>42.1</td>
<td>43.0</td>
</tr>
<tr>
<td>Minority</td>
<td>16.7</td>
<td>18.0</td>
</tr>
<tr>
<td>International</td>
<td>41.2</td>
<td>39.0</td>
</tr>
</tbody>
</table>
15. Bachelor's degrees granted by gender

Percent of bachelor's degrees granted by gender for 2013 and 2015, same schools (N=54)

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>67.1</td>
<td>67.0</td>
</tr>
<tr>
<td>Male</td>
<td>32.9</td>
<td>33.0</td>
</tr>
</tbody>
</table>

16. Master's degrees granted by gender

Percent of master's degrees granted by gender for 2013 and 2015, same schools (N=22)

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>69.3</td>
<td>66.7</td>
</tr>
<tr>
<td>Male</td>
<td>30.7</td>
<td>33.3</td>
</tr>
</tbody>
</table>
17. Doctoral degrees granted by gender

Percent of doctoral degrees granted by gender for 2013 and 2015, same schools (N=7)

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>55.8</td>
<td>61.5</td>
</tr>
<tr>
<td>Male</td>
<td>44.2</td>
<td>38.5</td>
</tr>
</tbody>
</table>

18. Bachelor's degrees granted by race/ethnicity

Percent of bachelor's degrees granted by race/ethnicity for 2013 and 2015, same schools (N=34)

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>74.2</td>
<td>69.6</td>
</tr>
<tr>
<td>Minority</td>
<td>23.8</td>
<td>27.3</td>
</tr>
<tr>
<td>International</td>
<td>1.9</td>
<td>3.0</td>
</tr>
</tbody>
</table>
19. Master's degrees granted by race/ethnicity

Percent of master's degrees granted by race/ethnicity for 2013 and 2015, same schools (N=21)

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>2013</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>57.6</td>
<td>55.8</td>
</tr>
<tr>
<td>Minority</td>
<td>27.7</td>
<td>29.8</td>
</tr>
<tr>
<td>International</td>
<td>14.7</td>
<td>14.4</td>
</tr>
</tbody>
</table>

20. Doctoral degrees granted by race/ethnicity

Percent of doctoral degrees granted by race/ethnicity for 2013 and 2015, same schools (N=7)

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>2013</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>46.3</td>
<td>42.9</td>
</tr>
<tr>
<td>Minority</td>
<td>31.5</td>
<td>12.5</td>
</tr>
<tr>
<td>International</td>
<td>22.2</td>
<td>44.6</td>
</tr>
</tbody>
</table>
21. Competencies and skills taught

Percent of programs (N=144) that offer undergraduate courses focused primarily on the development of specific competencies or skills

- Media ethics: 80.6%
- Entrepreneurship: 30.6%
- Cross-cultural communication: 56.9%
- Media literacy: 61.1%
- Visual storytelling: 77.1%
- Data analytics: 42.4%
- Web layout and design: 61.8%
- Web content production: 63.2%

22. Student-run media

Percent of programs (N=138) that have student-run media

- Newspaper: 86.2%
- Magazine: 41.3%
- Radio station: 63.8%
- TV station: 55.8%
- Agency: 45.7%
- Online publication/website: 12.3%
23. Internship credit opportunities

Percent of programs (N=152) that offer internship credit

- Required for students in all sequences: 38.2%
- Required for students in some sequences: 17.1%
- Offered, but not required: 44.7%

24. Study abroad opportunities

Percent of programs (N=115) that offer undergraduate study abroad opportunities broken down by type

- Domestic off-campus study abroad: 53.9%
- International study abroad: 96.5%
25. Changes in operating budget

Percent of programs that saw changes in their operating budget for 2013 and 2015, same schools (N=76)

2013 2015
Increase 30.3 25.0
Decrease 15.8 27.6
No change 53.9 47.7

26. Hiring freeze

Percent of programs that had hiring freezes at their university for 2013 and 2015, same schools (N=85)

2013 2015
Faculty only 1.2 0.0
Staff only 2.4 2.4
Faculty and staff 11.8 15.3
No hiring freeze 84.7 82.4
27. Program changes

Percent of programs that had program changes

- Combined with another unit on campus (N=147): 7.5%
- Added new sequences (N=147): 25.2%
- Eliminated sequences (N=144): 9.0%

28. Type of institution

Percent of programs at universities and liberal arts colleges

- University: 88.5%
- Liberal Arts College: 11.5%
29. Funding of institution

Percent of programs at public and private colleges/universities

- Public: 66.5%
- Private: 33.5%

30. Total enrollment size

Percent of programs by total enrollment size of college/university

- Greater than 45,000: 28.0%
- 30,000-44,999: 20.0%
- 15,000-29,999: 19.2%
- 5,000-14,999: 15.4%
- Less than 5,000: 4.4%
31. Carnegie classification

Carnegie classification of college/university

- **R1**: Doctoral Universities – Highest research activity
- **R2**: Doctoral Universities – Higher research activity
- **R3**: Doctoral Universities – Moderate research activity
- **M1**: Master's Colleges and Universities – Larger programs
- **M2**: Master's Colleges and Universities – Medium programs
- **M3**: Master's Colleges and Universities – Smaller programs
- Does not apply