

2010
Annual Survey of Journalism
&
Mass Communication Enrollments

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Aug. 10, 2011



Executive Summary

- Undergraduate enrollments in journalism and mass communication programs in the U.S. increased by 2.0% in the autumn of 2010, reversing the slowdown in growth of the last two years.
- At the same time, freshman and sophomore enrollments were static compared with a year earlier, suggesting that the growth may be temporary unless transfers into the major in the next few years compensate.
- Graduate level enrollments increased in the fall of 2010 compared with a year earlier, with enrollment at the master's level up a dramatic 13.4% and doctoral enrollment up 6.3%.
- Reflecting the general pattern of enrollment growth, journalism and mass communication programs sent a record number of bachelor's, master's and doctoral degree recipients into the job market in academic year 2009-10.
- If journalism and mass communication enrollments follow national trends in university enrollments across majors, as has been true in the past, the field will continue its growth in the foreseeable future.
- The number of programs included in the population of journalism and mass communication programs around the country actually declined slightly in 2010, and administrators were more likely to report that the topic of program merger and elimination was on the table than had been true a year earlier.
- Enrollment in the journalism specialization—historically the heart of the field—declined again in the autumn of 2010. The percentage of students enrolled in journalism has dropped 6.6% since as recently as 2007. Despite that, about a quarter of the students are still in that speciality, and it remains the largest in the field.
- Women continue to make up nearly two-thirds of those enrolled in journalism and mass communication programs, but the ratio is now static.
- Students classified as members of a racial or ethnic minority made up a larger percentage of enrolled students in journalism and mass communication programs in the autumn of 2010 than at any point in the history of the field. At the undergraduate level, 36.3% of the students were classified as racial or ethnic minorities.
- The number of faculty teaching in journalism and mass communication programs increased in the autumn of 2010 compared with a year earlier, and the percentage of programs with a hiring freeze in place for the academic year dropped compared with 2009.
- Journalism and mass communication programs reported engaging in a number of strategies to update the digital media skills of their faculties, from sending them to training programs to hiring

permanent and adjunct professors with those skills. Only 3.6% of the programs reported doing nothing in this regard.

- For most programs, operating budgets were flat in 2010. That is an improvement over a year earlier, when nearly four in 10 programs reported a decrease in operating budgets.
- The vast majority, but not all, of journalism and mass communication programs have incorporated web layout and design, writing, reporting and editing for the web, and using audio and video for the web in their curricula. Only 1.2% of the programs had made none of the listed 11 curricular changes.
- Eight in 10 of the program administrators said they had made changes in the last two years in their curricula in response to changes taking place in the media and communication landscape. One in 10 had added a digital course or even emphasis, and the same ratio had added multimedia courses.
- Nine in 10 of the administrators of journalism and mass communication programs reported that they are dealing with big challenges, and one in three of those with challenges said they are associated with budgets and financing.

Survey Methodology

The methods used in the *Annual Survey of Journalism & Mass Communication Enrollments* have remained unchanged since 1988. Schools included in this survey are listed in either the *Journalism & Mass Communication Directory*, published by the Association for Education in Journalism and Mass Communication, or *The Journalist's Road to Success: A Career Guide*, formerly published and printed by the Dow Jones Newspaper Fund, Inc., and now available online. All degree-granting senior colleges and universities with courses organized under the labels of journalism and mass communication are invited to be listed in the *AEJMC Directory*. To be included in the *Guide*, the college or university must offer at least 10 courses in news-editorial journalism, and those courses must include core courses, such as an introduction to the mass media and press law and ethics, as well as basic skills courses, such as reporting and editing. Since 1992, the two journalism programs listed in the *AEJMC Directory* in Puerto Rico have been included in the population.

A combination of these two directories produced 483 listings in 2010. In October 2010, a questionnaire was mailed to the administrator of each of these programs. A second mailing of this questionnaire was sent to the non-responding schools in December. A third mailing was sent to the non-responding schools in January of 2011. In February, the administrators were sent a fourth mailing. In each mailing, administrators were given the chance to return a written form via the mail or download a form from a website and return it electronically. The 258 administrators of the programs who had not responded by the beginning of April were contacted by telephone and asked to answer as many of the questions over the telephone as possible. Two of the 483 schools reported that their programs was no longer active.

Administrators were given the option of returning a printed form via the regular mail, returning a downloadable form by mail or as an attachment to an email message, or completing the form online. In the end, only 48, or 10.0%, completed the form online.

The questionnaire asked the administrators to provide information on total enrollments in autumn of 2010, enrollment by year in school, enrollment by sequence of study, enrollment by gender, and enrollment by racial or ethnic group. In addition, administrators were asked to indicate the number and type of degrees granted in the 2009-2010 academic year, degrees granted by sequence of study, degrees granted by gender, and degrees granted by racial group. The questionnaire also asked about tuition and fees, skills taught in the curricula, faculty size, faculty characteristics, and faculty hiring.

Data were obtained for all of the 481 active programs in the population. This is two programs fewer than in 2009, when the survey included the largest number of journalism and mass communication programs since 1987. That was the first year in which the population for the *Annual Survey of Journalism & Mass Communication Enrollments* was defined via the Newspaper Fund listing and *AEJMC Directory*.

Of the 481 returns, 342 were for programs listed in both directories, 92 were only in the AEJMC listing, and 47 were only in the Dow Jones *Guide*.

As in the past, there was great variability in the detail and precision of the information administrators provided. Some administrators answered every question, while others answered only a few. Data on degrees offered and on enrollments at the bachelor's, master's and doctoral level were obtained from all 481 programs. Of all these programs, 477 offered bachelor's degree programs, 215 offered master's degree programs, and 50 offered doctoral programs. Data on degrees granted at the undergraduate level were obtained for 439 of the 477 undergraduate programs, or 92.0%. For master's programs, the number was 180 of 215, or 83.7%. Forty-six of the 50 doctoral programs reported number of degrees granted, or 92.0%.

Data from the program administrators that were not obtained online were manually entered into a data file. Any inconsistencies in the original documents that were noted were corrected, sometimes by eliminating obviously erroneous information. All manual entry of data was then proofed against the original form. Reports by program administrators that were not clearly in error were taken as accurate. These data were then merged with the online data.

The AEJMC *Directory* lists membership of the Association of Schools of Journalism and Mass Communication (ASJMC) and accreditation by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC). This information was included in the data file. The most complete data were available for the 114 accredited programs.¹ In general, less complete data were available for the 80 schools that are members of ASJMC but not accredited by ACEJMC. The 287 schools without accreditation or ASJMC membership had the least complete data. In general, these latter schools are smaller than the accredited or ASJMC-affiliated schools.

These two characteristics--accreditation and ASJMC membership -- serve as ways of differentiating the 481 journalism and mass communication programs in the population. As was the case in recent years, these two characteristics were used in 2010 to make projections based on the data reported. Data from the reporting accredited schools were used to estimate characteristics of the accredited schools for which there was any missing information. Similarly, statistical means from the nonaccredited ASJMC schools were used to estimate missing data for similar schools, and data from the nonaccredited schools not affiliated with ASJMC were used to estimate missing data for those programs. The overall estimates, then, were based on complete information and best approximations about data not reported.²

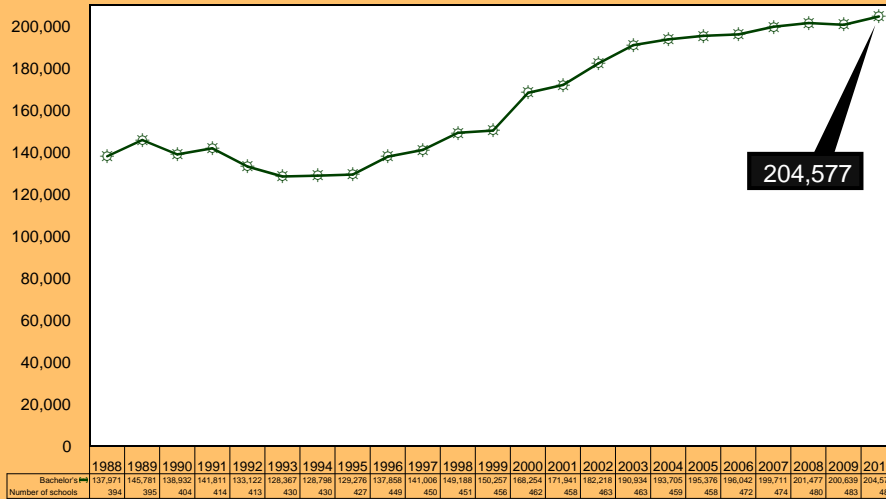
A full report of the findings of the 2010 *Annual Survey of Journalism & Mass Communication Enrollments* will appear in the Autumn 2011 issue of *Journalism & Mass Communication Educator*. Reports of the enrollment survey have appeared in that publication since 1972. The report and supplementary tables will be posted to the *Annual Survey of Journalism & Mass Communication* web site in November. The URL for the site is:
www.grady.uga.edu/annualsurveys/.

Endnotes

1. Indiana University's School of Journalism and the journalism program at the Indianapolis Campus of IU are treated as separate programs in this analysis, though they share accreditation.
2. Special thanks are given to the following University of Georgia students who worked on the 2010 graduate survey: Graduate Research Assistants Daphne Burden and Genevieve di Leonardo and Research Clerks John Copponex, Rachel Donovan, Catherine Deroth, Abby Engelberth, Alicia Harrell, Jordan Herin, Christian Peña, Megan Swanson.

1. Undergraduate enrollments

Autumn undergraduate journalism and mass communication enrollments

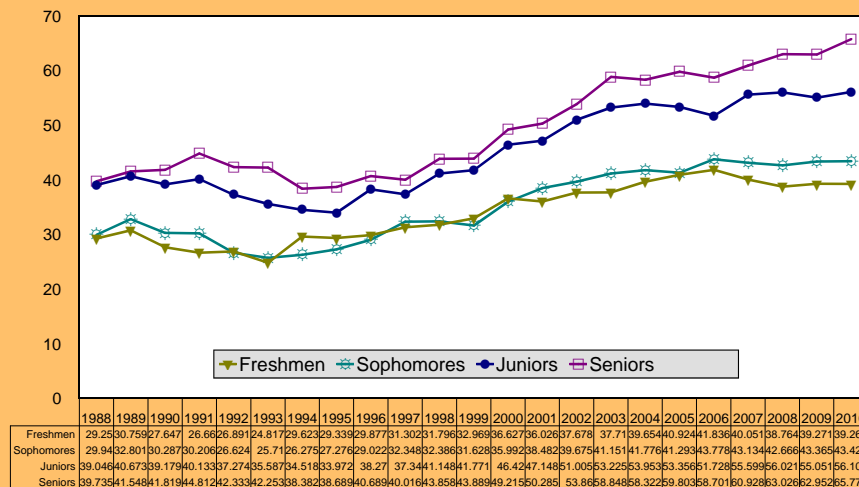


Source: Annual Survey of Journalism & Mass Communication Enrollments

2. Enrollments by class

Autumn journalism and mass communication undergraduate enrollments by class

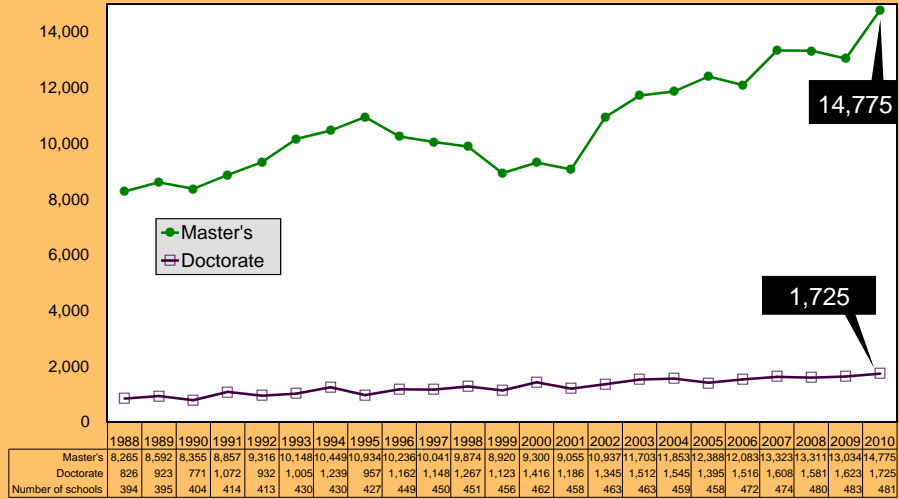
Thousands



Source: Annual Survey of Journalism & Mass Communication Enrollments

3. Graduate enrollments

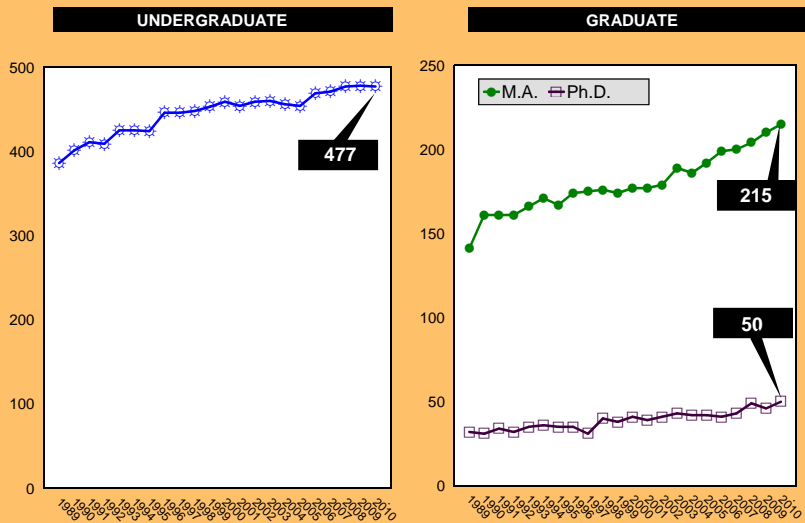
Autumn graduate journalism and mass communication enrollments



Source: Annual Survey of Journalism & Mass Communication Enrollments

4. Number of programs

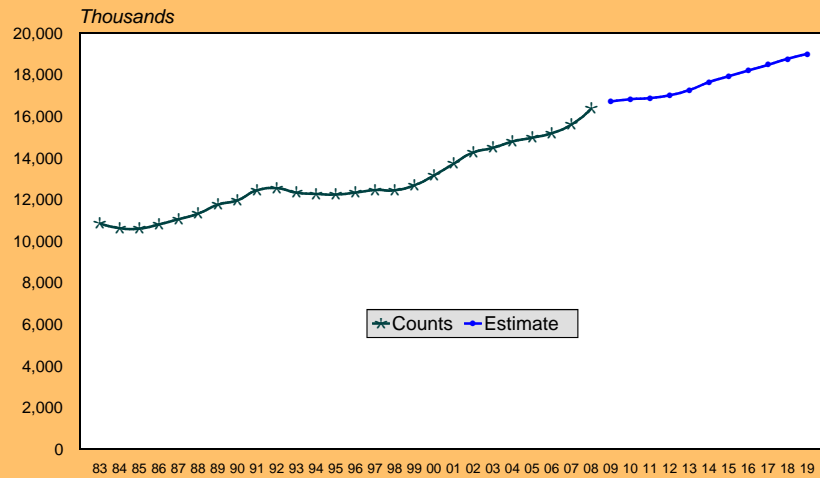
Growth in the number of undergraduate and graduate journalism and mass communication programs over the past 21 years



Source: Annual Survey of Journalism & Mass Communication Enrollments

5. National undergraduate enrollments

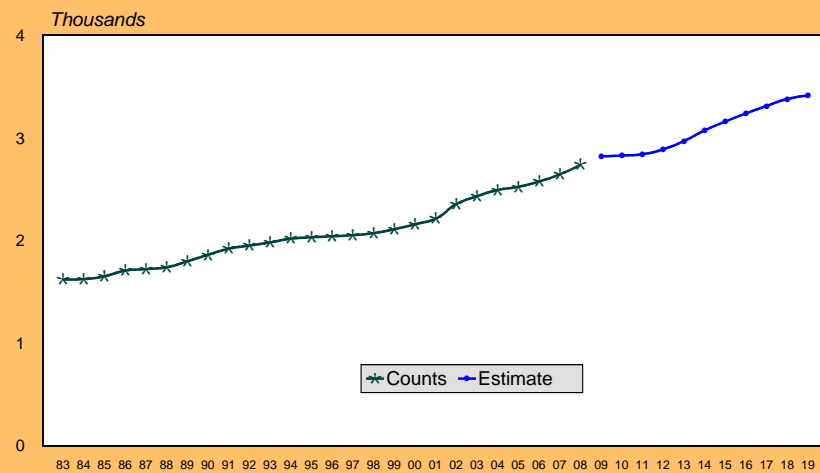
Autumn undergraduate enrollments across fields



Source: National Center for Education Statistics "Projections of Education Statistics to 2019"
Table 27, available at www.nces.ed.gov/edstats/

6. National postbaccalaureate enrollments

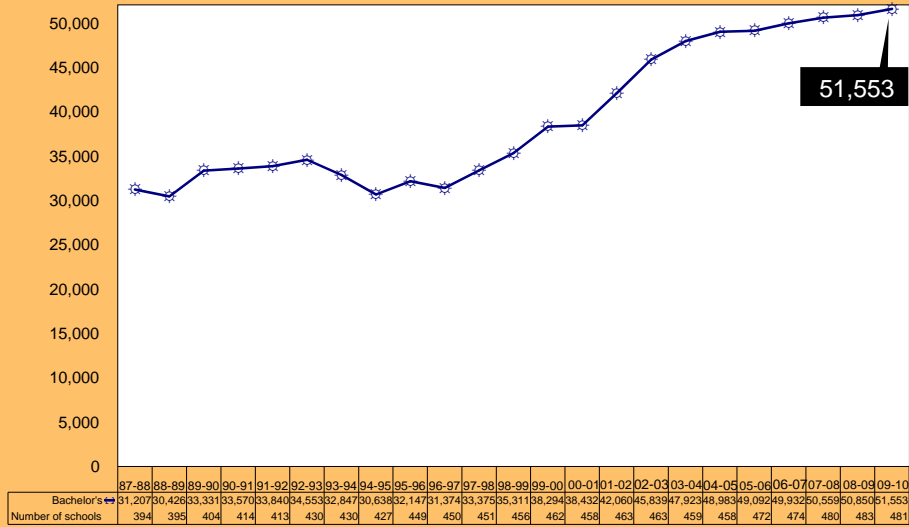
Autumn graduate enrollments across fields



Source: National Center for Education Statistics "Projections of Education Statistics to 2019"
Table 28, available at www.nces.ed.gov/edstats/
Table 206, Digest of Education Statistics

7. Undergraduate degrees granted

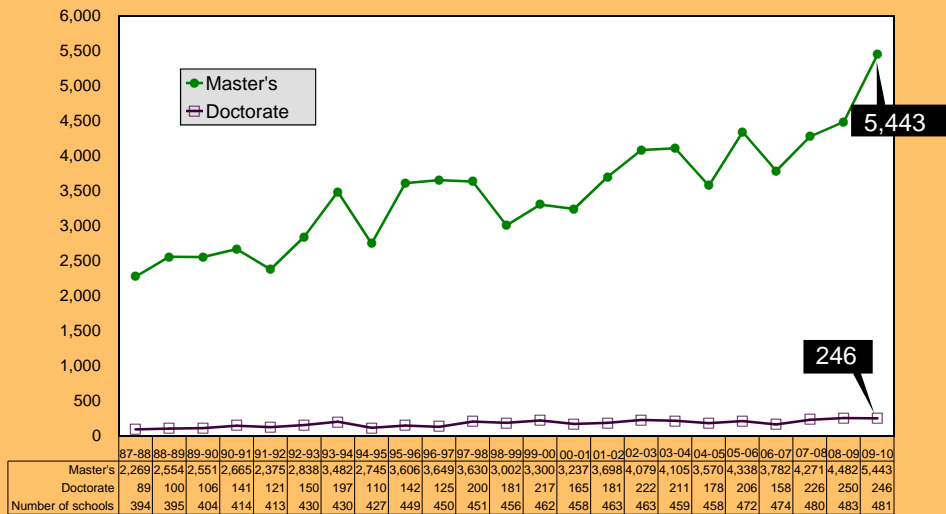
Undergraduate journalism and mass communication degrees granted



Source: Annual Survey of Journalism & Mass Communication Enrollments

8. Graduate degrees granted

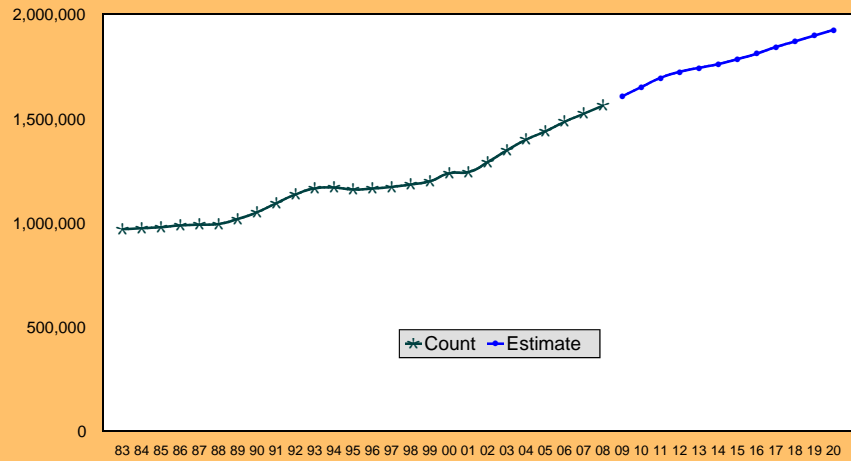
Graduate journalism and mass communication degrees granted



Source: Annual Survey of Journalism & Mass Communication Enrollments

9. Bachelor's degrees across fields

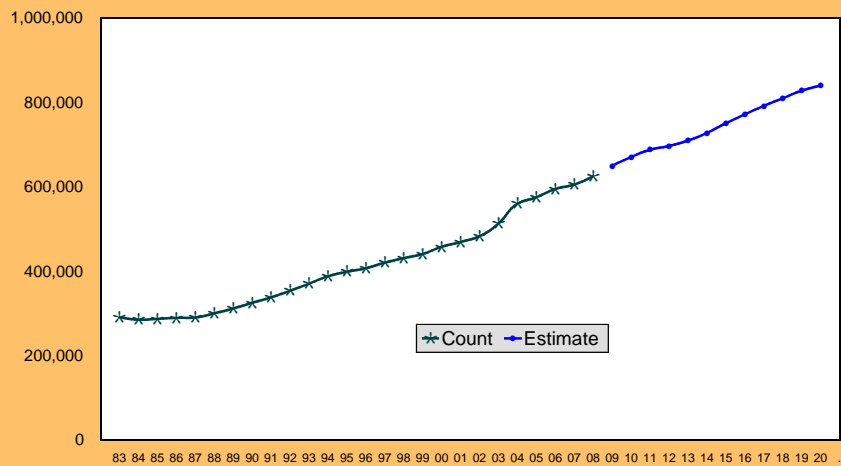
Undergraduate degrees granted nationally



Source: National Center for Education Statistics "Projections of Education Statistics to 2019"
Table 32, available at www.nces.ed.gov/edstats/

10. Master's degrees across fields

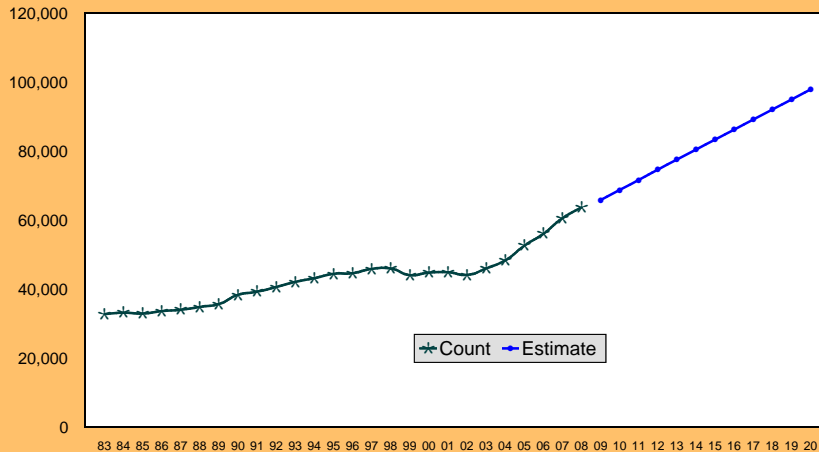
Master's degrees granted nationally



Source: National Center for Education Statistics "Projections of Education Statistics to 2019"
Table 33, available at www.nces.ed.gov/edstats/

11. Doctoral degrees across fields

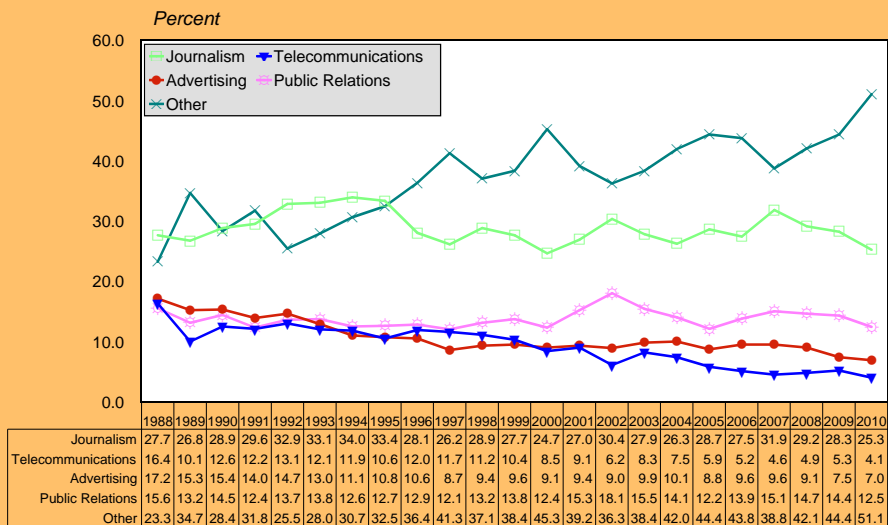
Doctoral degrees granted nationally



Source: National Center for Education Statistics "Projections of Education Statistics to 2019" Table 34, available at www.nces.ed.gov/edstats/

12. Enrollments by specialization

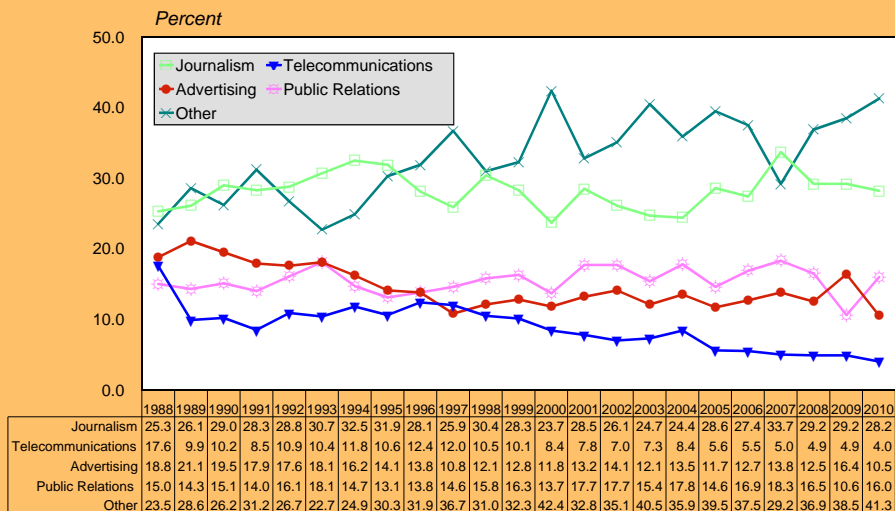
Undergraduate journalism and mass communication enrollments by specialization



Source: Annual Survey of Journalism & Mass Communication Enrollments

13. Degrees by specialization

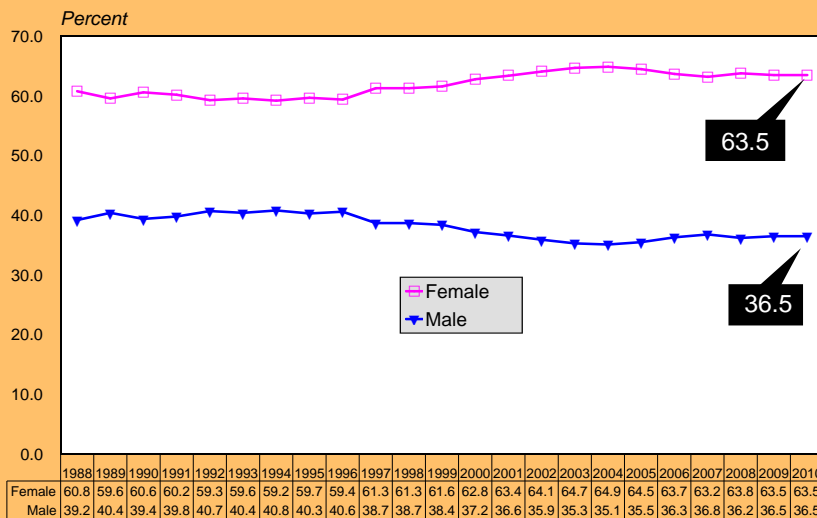
Undergraduate journalism and mass communication degrees granted by specialization



Source: Annual Survey of Journalism & Mass Communication Enrollments

14. Bachelor's enrollments - gender

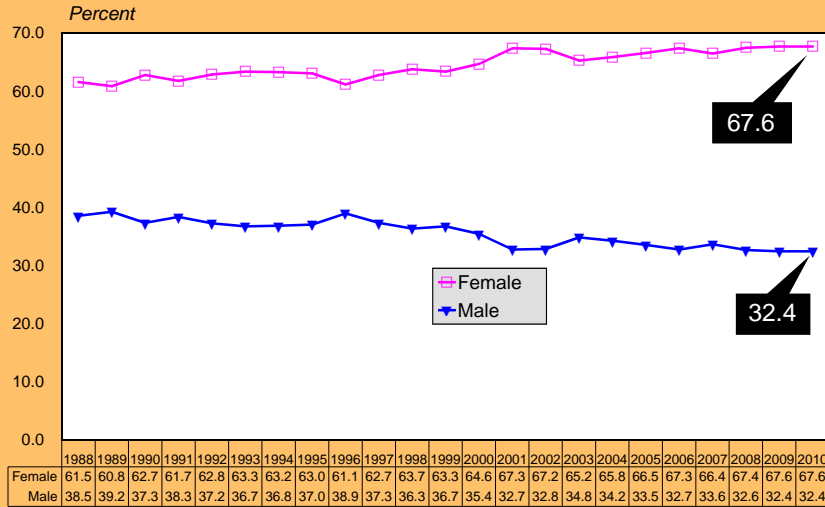
Bachelor's journalism and mass communication enrollments by gender



Source: Annual Survey of Journalism & Mass Communication Enrollments

15. Master's enrollments - gender

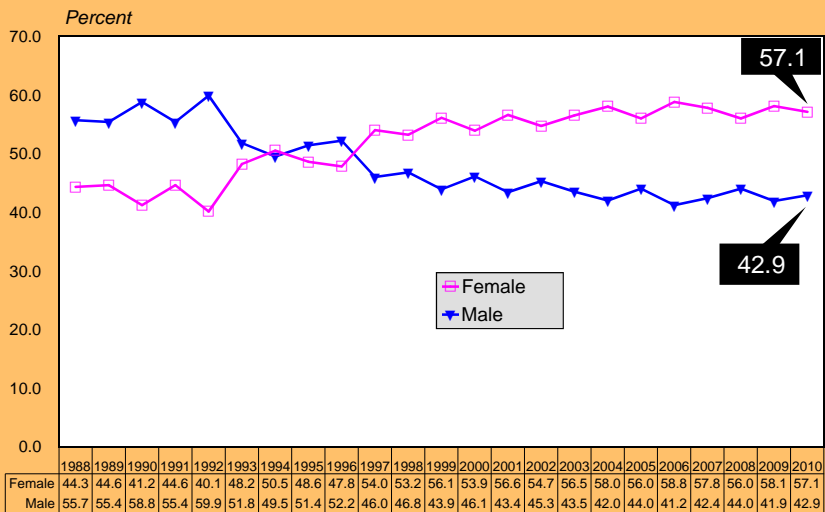
Master's journalism and mass communication enrollments by gender



Source: Annual Survey of Journalism & Mass Communication Enrollments

16. Doctoral enrollments - gender

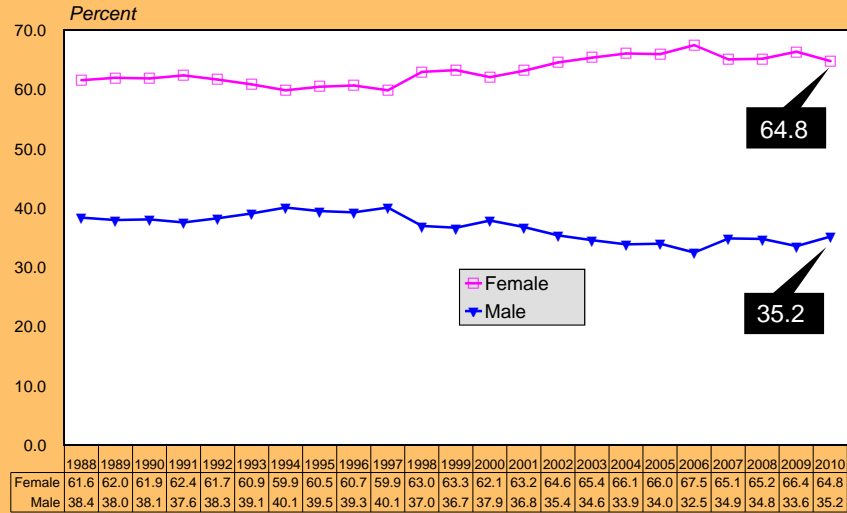
Doctoral journalism and mass communication enrollments by gender



Source: Annual Survey of Journalism & Mass Communication Enrollments

17. Bachelor's degrees granted - gender

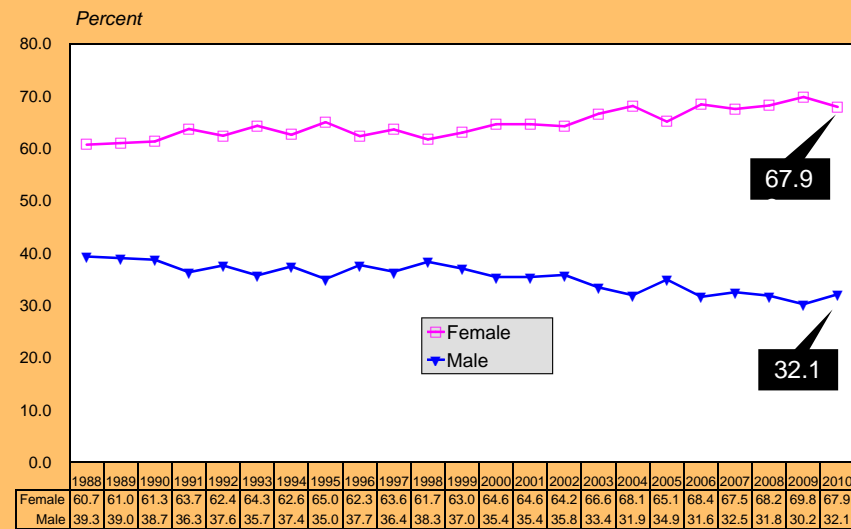
Undergraduate journalism and mass communication degrees granted by gender



Source: Annual Survey of Journalism & Mass Communication Enrollments

18. Master's degrees granted - gender

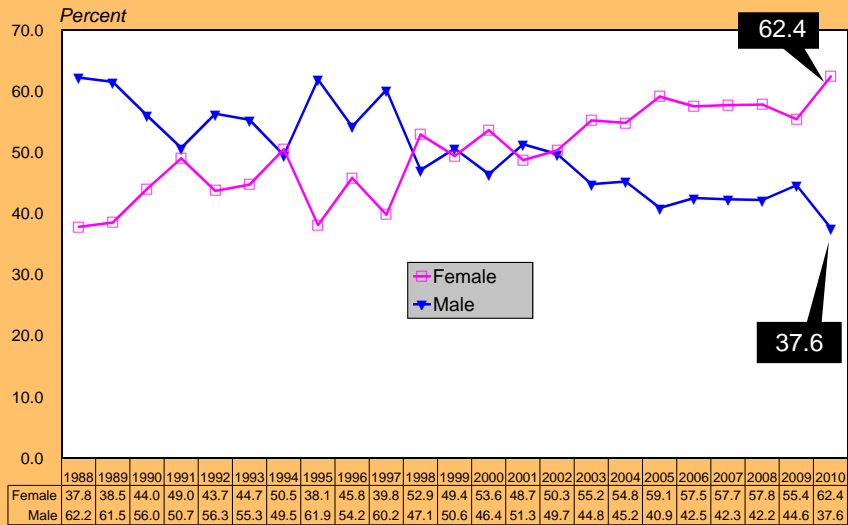
Master's journalism and mass communication degrees granted by gender



Source: Annual Survey of Journalism & Mass Communication Enrollments

19. Doctoral degrees granted - gender

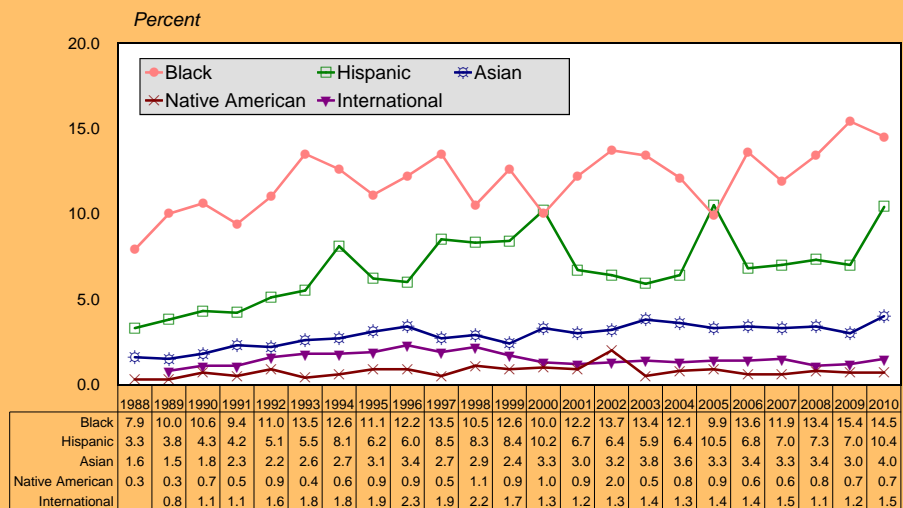
Doctoral journalism and mass communication degrees granted by gender



Source: Annual Survey of Journalism & Mass Communication Enrollments

20. Bachelor's enrollments - race/ethnicity

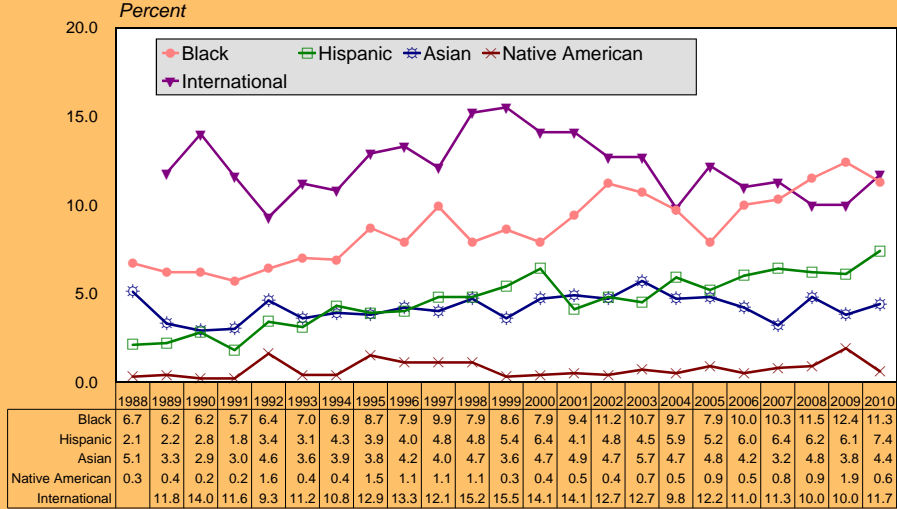
Undergraduate journalism and mass communication enrollments by racial or ethnic classification



Source: Annual Survey of Journalism & Mass Communication Enrollments

21. Master's enrollments - race/ethnicity

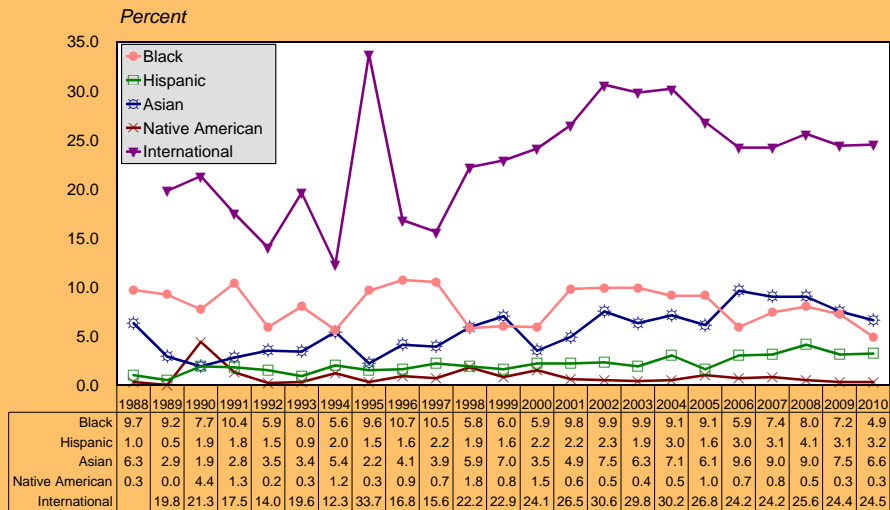
Master's journalism and mass communication enrollments by racial or ethnic classification



Source: Annual Survey of Journalism & Mass Communication Enrollments

22. Doctoral enrollments - race/ethnicity

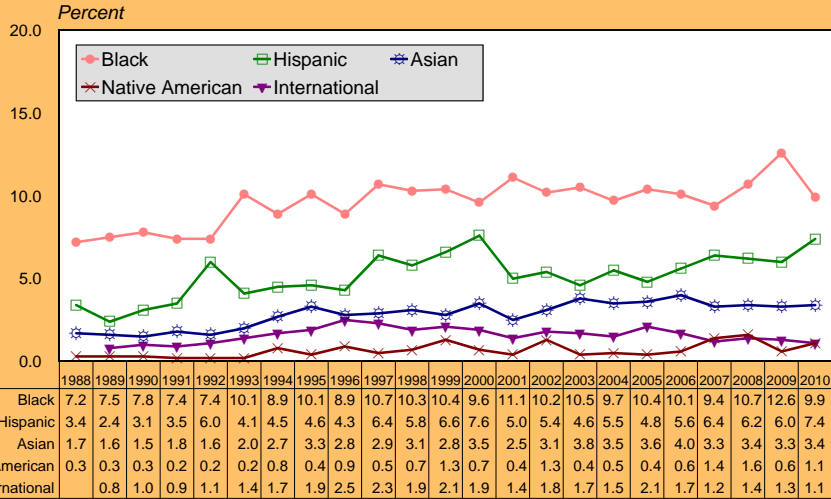
Doctoral journalism and mass communication enrollments by racial or ethnic classification



Source: Annual Survey of Journalism & Mass Communication Enrollments

23. Bachelor's degrees - race/ethnicity

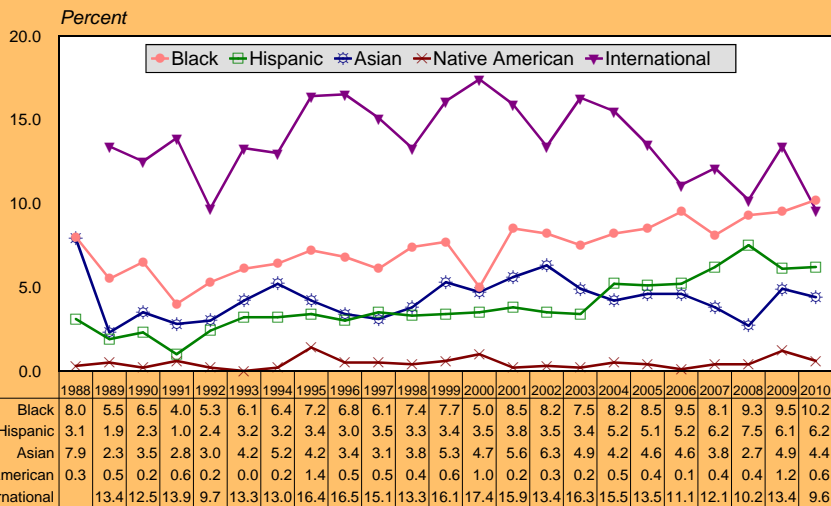
Undergraduate journalism and mass communication degrees granted by racial or ethnic classification



Source: Annual Survey of Journalism & Mass Communication Enrollments

24. Master's degrees - race/ethnicity

Master's journalism and mass communication degrees granted by racial or ethnic classification

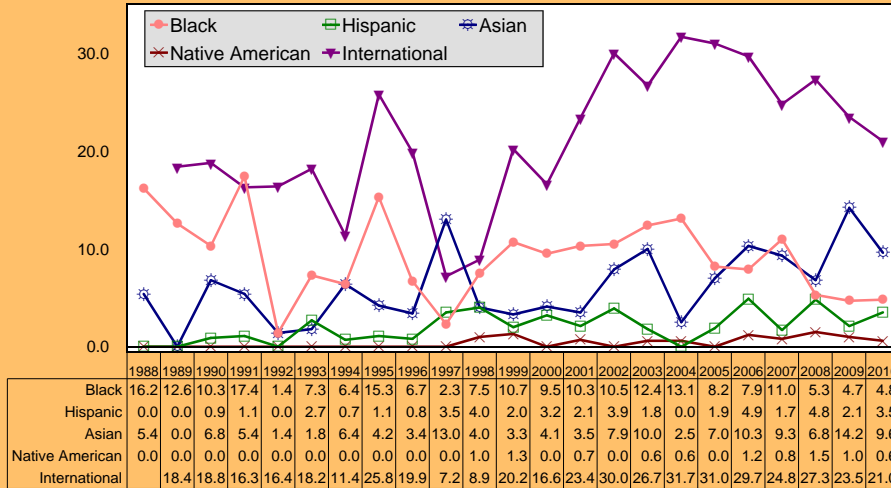


Source: Annual Survey of Journalism & Mass Communication Enrollments

25. Doctoral degrees - race/ethnicity

Doctoral journalism and mass communication degrees granted by racial or ethnic classification

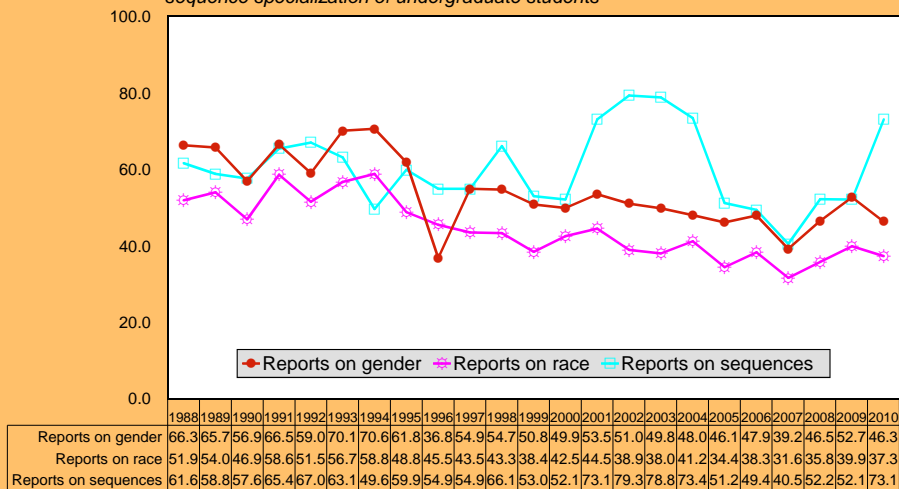
Percent



Source: Annual Survey of Journalism & Mass Communication Enrollments

26. Reports on student characteristics

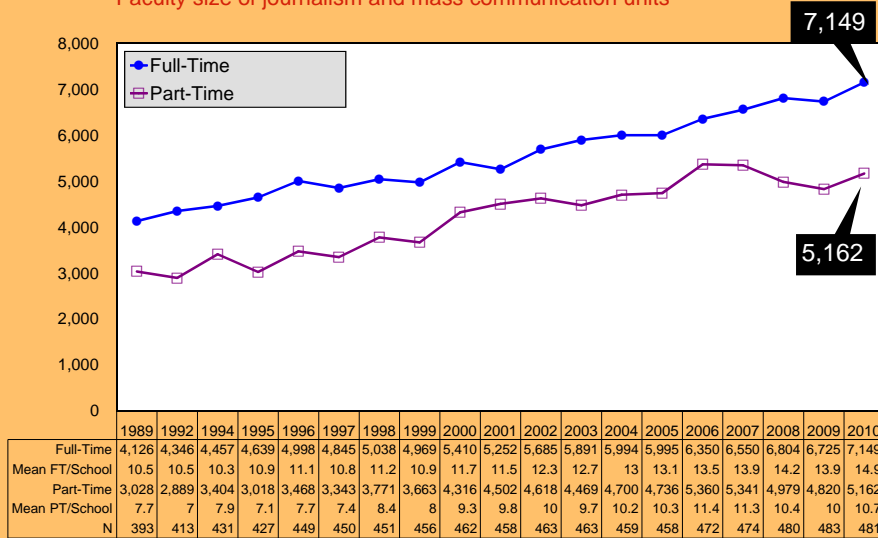
Percentage of units reporting on race/ethnicity, gender, and sequence specialization of undergraduate students



Source: Annual Survey of Journalism & Mass Communication Enrollments

27. Faculty size

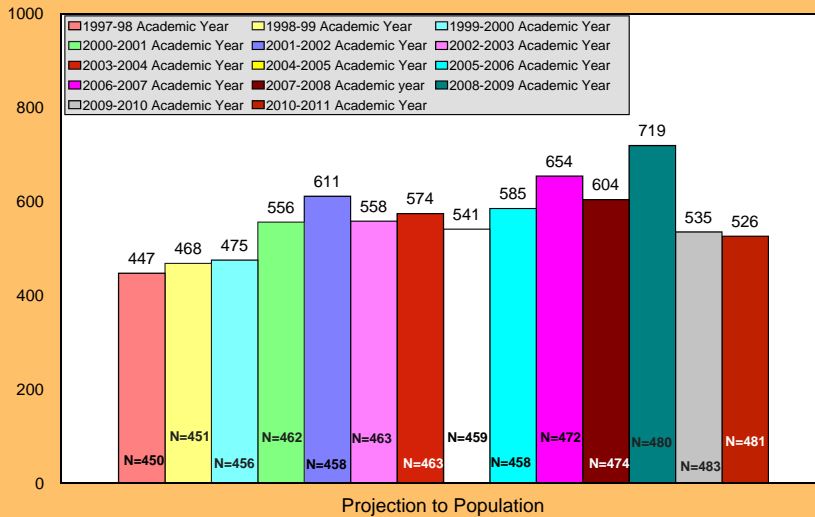
Faculty size of journalism and mass communication units



Source: Annual Survey of Journalism & Mass Communication Enrollments

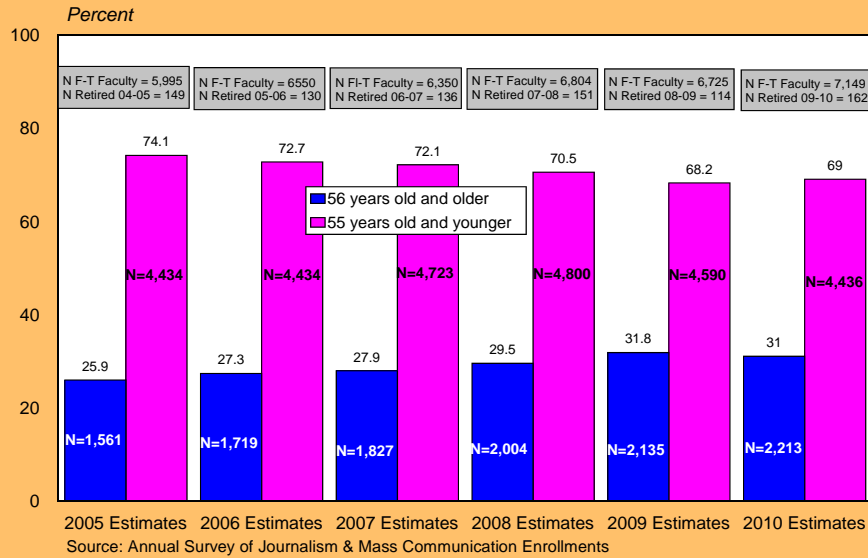
28. Hiring of full-time faculty

Journalism and mass communication faculty hiring in full-time positions; For 1997-1998 through 2010-2011

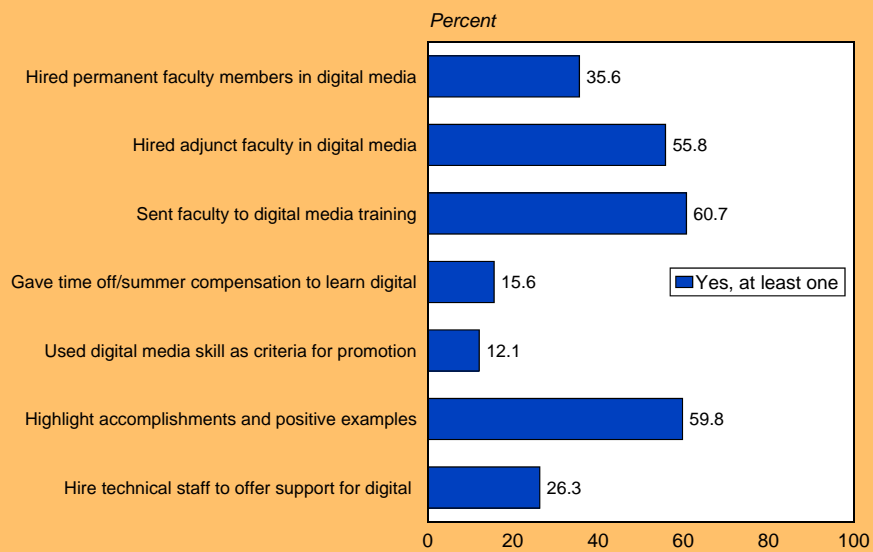


Source: Annual Survey of Journalism & Mass Communication Enrollments

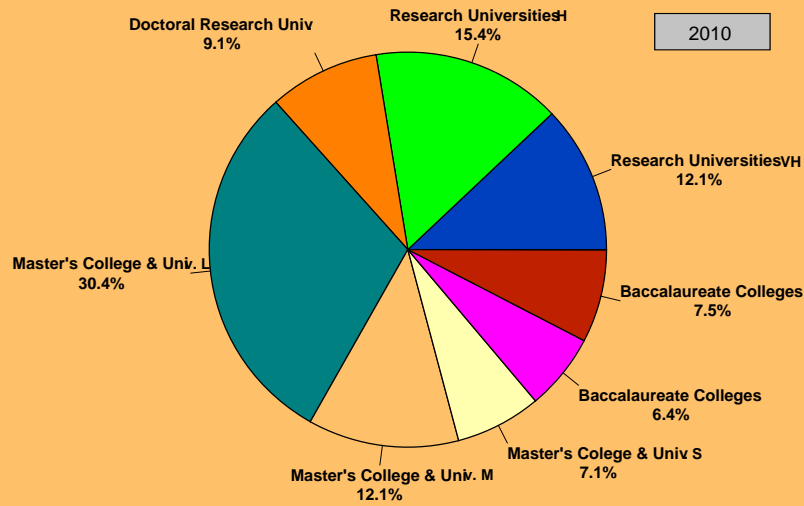
29. Age of full-time journalism and mass communication faculty



30. Personnel strategies for digital media

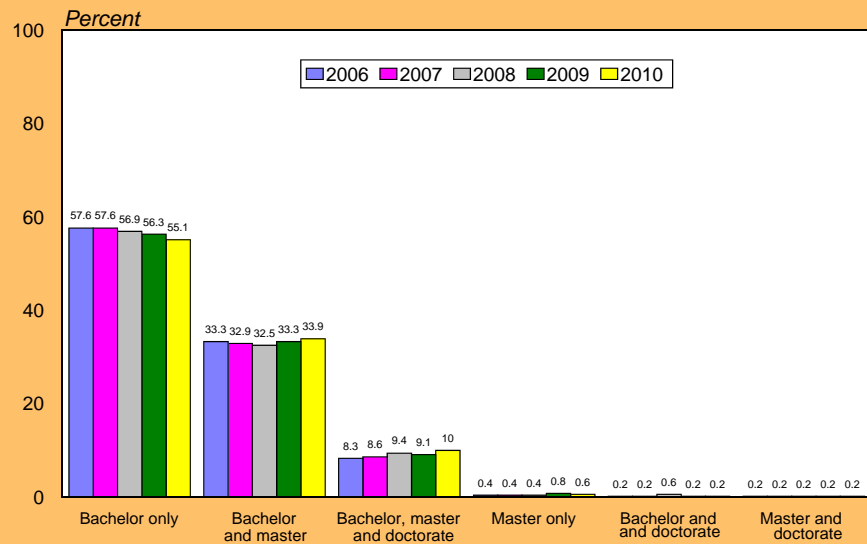


31. Carnegie classification (2005) of journalism and mass communication programs



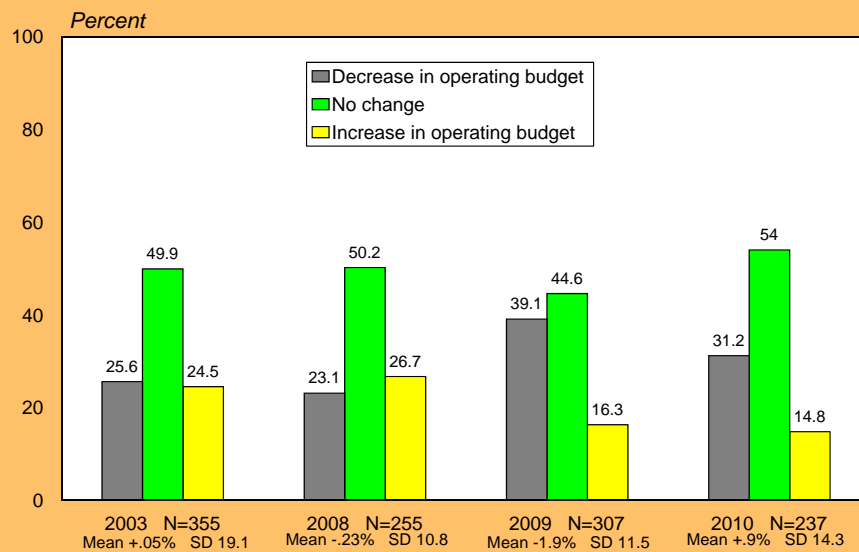
Source: Annual Survey of Journalism & Mass Communication Enrollments

32. Programs classified by journalism degrees granted



Source: Annual Survey of Journalism & Mass Communication Enrollments

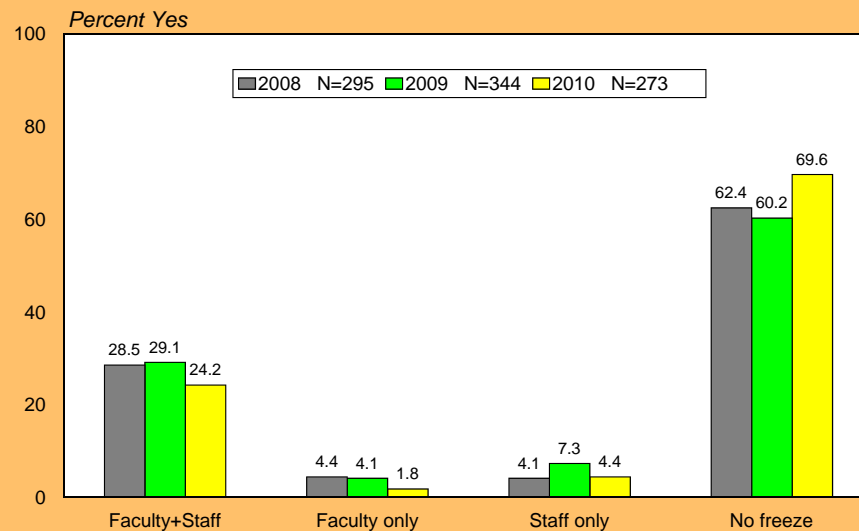
33. Changes in operating budget



Source: Annual Survey of Journalism & Mass Communication Enrollments

34. Hiring freeze at university

Is there a hiring freeze at your university?

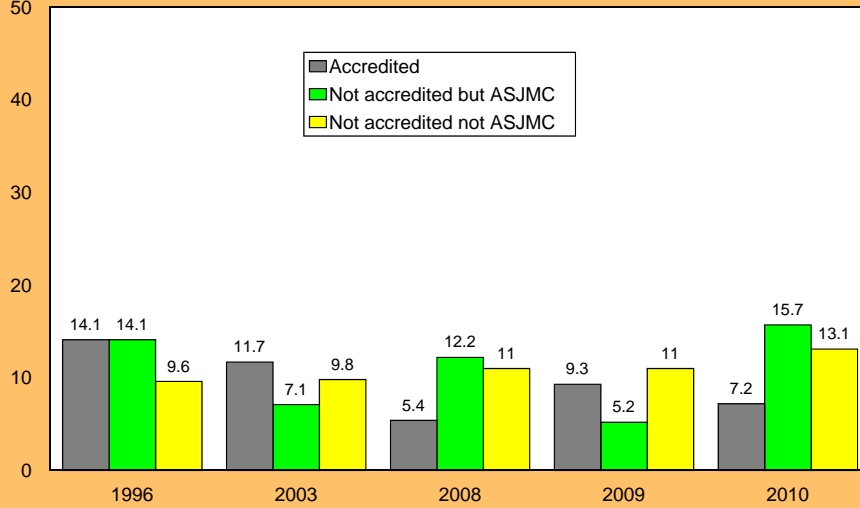


Source: Annual Survey of Journalism & Mass Communication Enrollments

35. Merger of programs

Administrators who reported serious discussion about combining their program with another

Percent

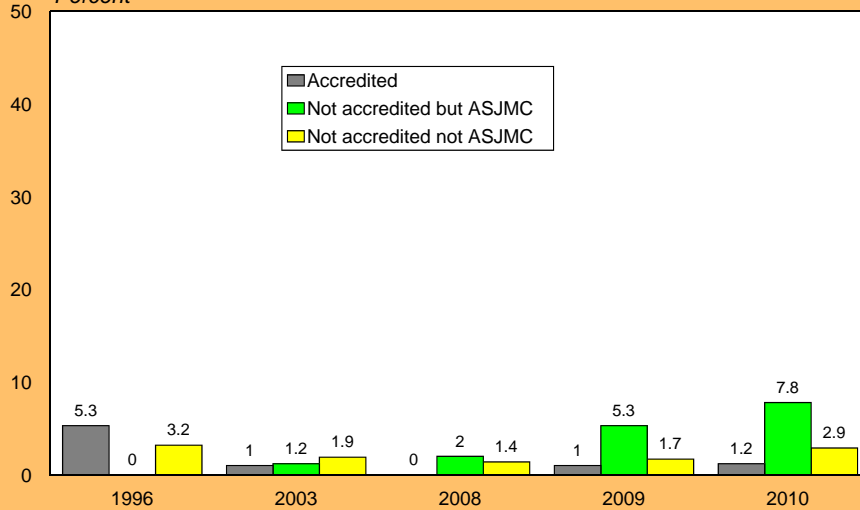


Source: Annual Survey of Journalism & Mass Communication Enrollments

36. Elimination of programs

Administrators who reported serious discussion about eliminating their programs

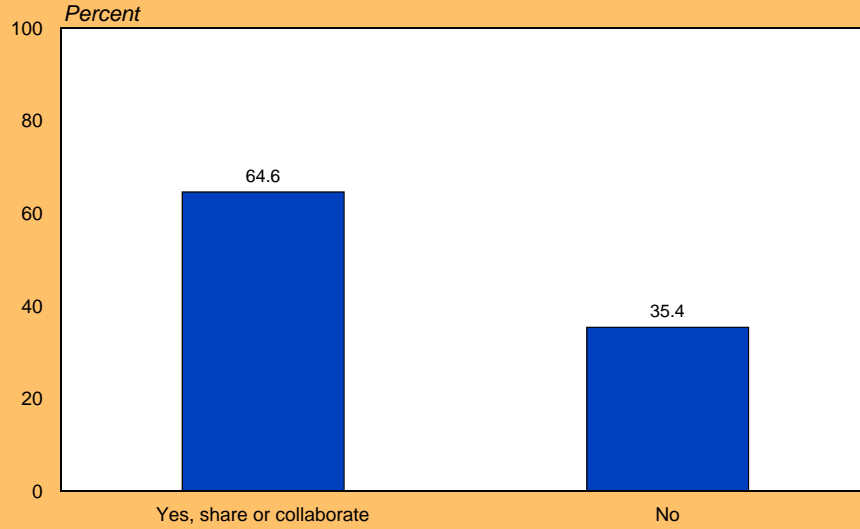
Percent



Source: Annual Survey of Journalism & Mass Communication Enrollments

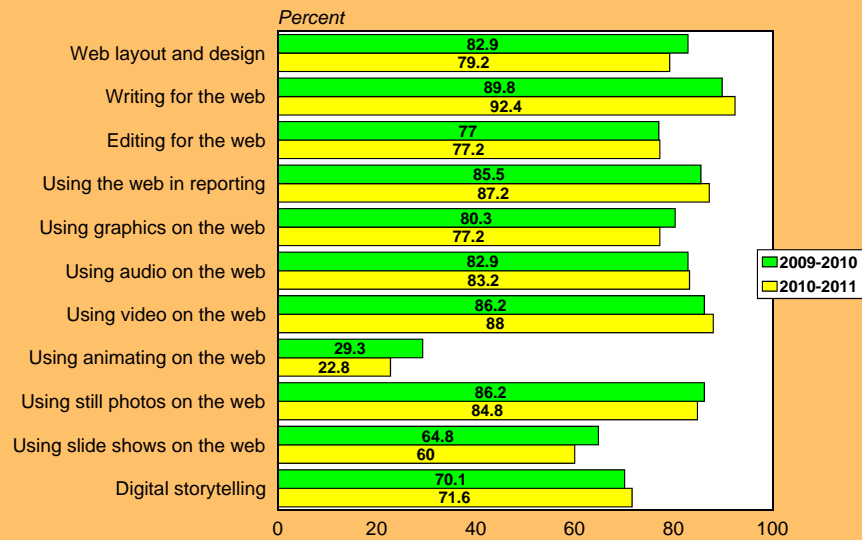
37. Sharing a program or collaborating on curriculum with other academic units

Administrators who reported they shared a program or collaborated with other academic units



38. Skills taught in curricula I

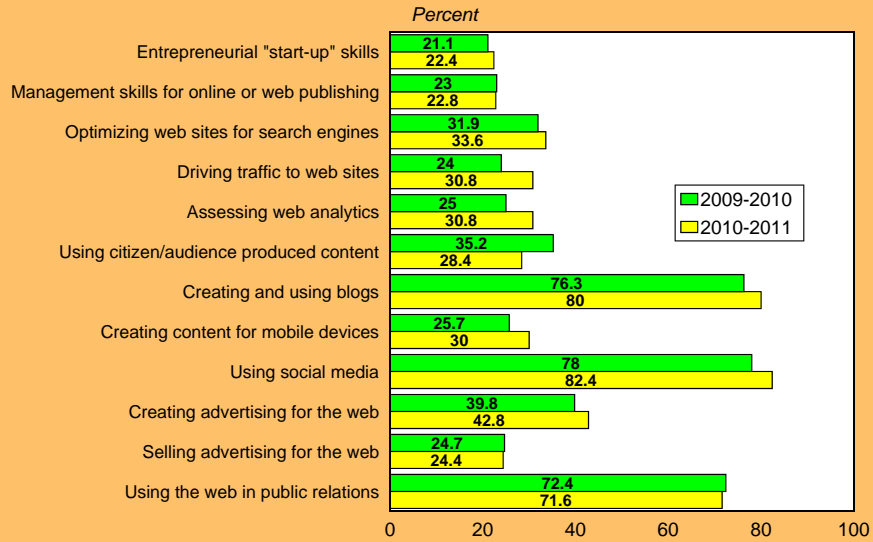
Types of skills now being taught in journalism and mass communication curricula



Source: Annual Survey of Journalism & Mass Communication Enrollments

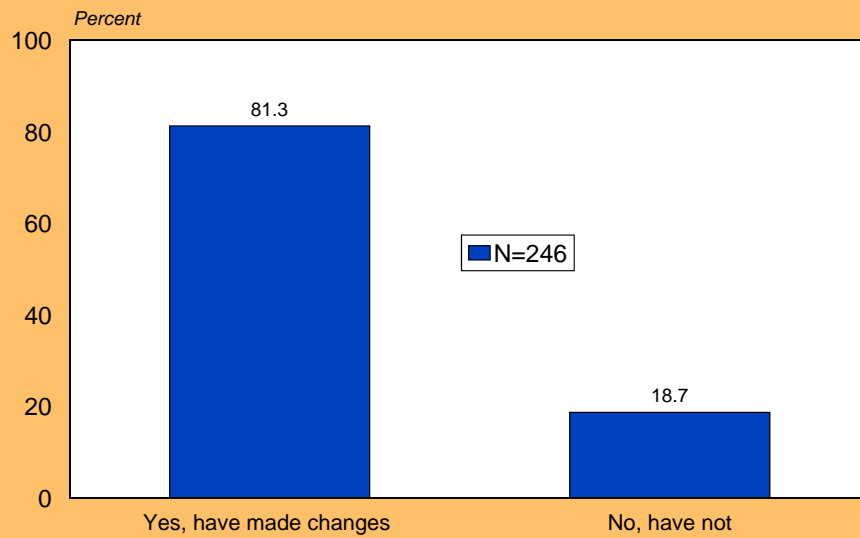
39. Skills taught in curricula II

Types of skills now being taught in journalism and mass communication curricula



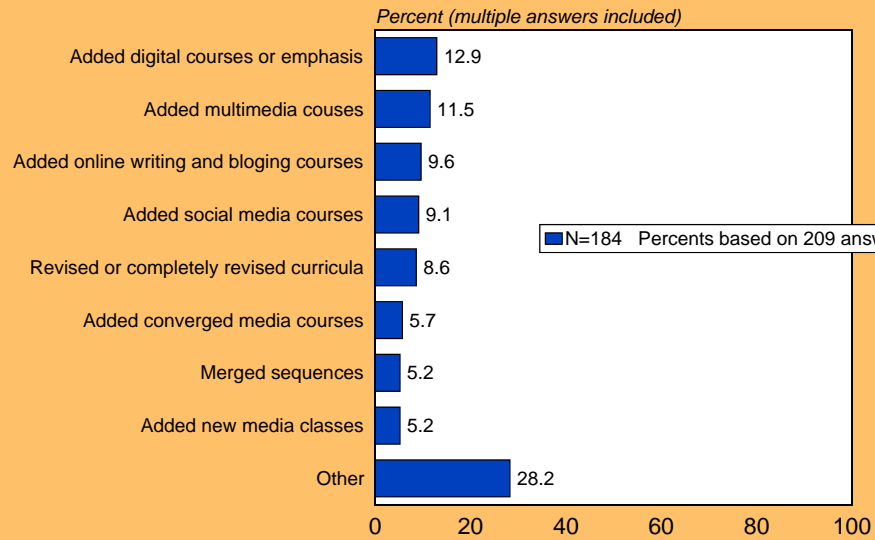
40. Made changes in the curriculum

Administrators who answered if they made changes in their curricula



41. Changes made in the curriculum

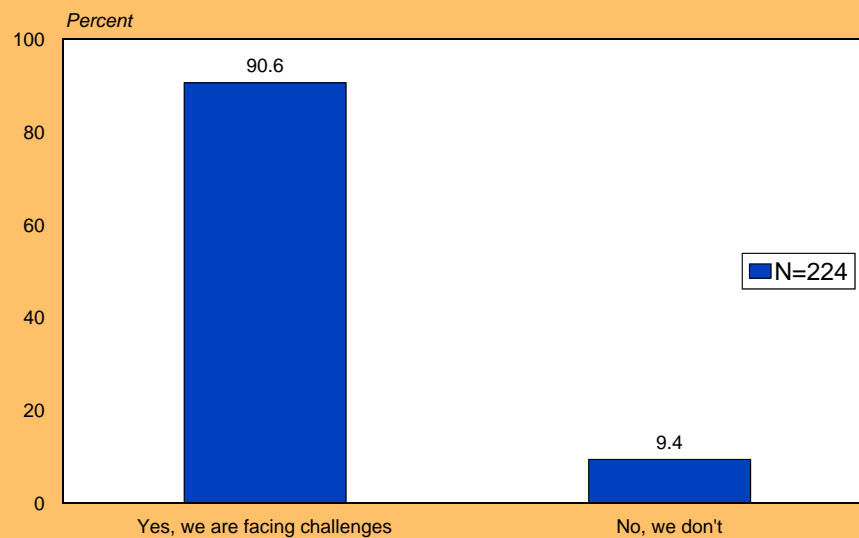
Types of curricular changes implemented in the last two years



Source: Annual Survey of Journalism & Mass Communication Enrollments

42. Challenges faced today

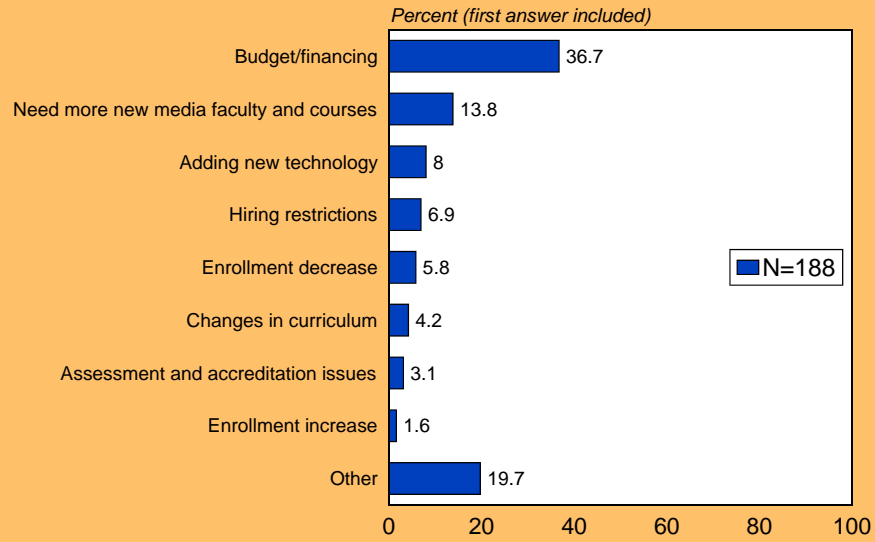
Administrators who answered if their units are facing big challenges



Source: Annual Survey of Journalism & Mass Communication Enrollments

43. Biggest challenges today

Administrators' view of the biggest challenges their units are currently facing



Source: Annual Survey of Journalism & Mass Communication Enrollments