

2013
Annual Survey of Journalism
&
Mass Communication Enrollments

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2013 Project Sponsors:

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Executive Summary

- Overall enrollments in journalism and mass communication programs declined in the autumn of 2013, marking the third year of lowered enrollments from the previous year.
- At the undergraduate level, enrollment dropped 1.0% from 2012, while enrollment in master's degree programs was down 1.2% and enrollment at the doctoral level was down 7.1%.
- The drop in enrollments is not unprecedented. The highest rates of enrollments in journalism and mass communication programs were in 2010.
- Undergraduate enrollments decreased sharply at the freshmen and sophomore levels but were up more modestly at the junior and the senior levels.
- The number of journalism and mass communication programs that were active in 2013 was 480, down from 485 a year earlier.
- Even among the same schools that reported enrollment data in 2012 and 2013, enrollments were down across all three levels of degrees.
- The number of master's level programs went up from 217 in 2012 to 224, while the number of doctoral programs in 2013 was 51, one up from a year earlier.
- The number of journalism and mass communication bachelor's degrees granted in 2013 was nearly the same as a year earlier, while the number of master's degree increased by just less than a percentage point and the number of doctoral degrees granted was up significantly.
- Nationally, university enrollments have slightly declined in 2011, the last year for which national data are available, but these enrollments are expected to increase slightly in the years to come.
- The percentages of students enrolled in the journalism specialization decreased in the autumn of 2013 compared with a year earlier. The percentage of students in public relations and advertising remained largely unchanged.
- Women dominate the field of journalism and mass communication, being almost two-thirds of the students enrolled in bachelor's degree and master's degree programs in the autumn of 2013. At the doctoral level, the number is the highest ever at 60.3%.
- The percentage of undergraduate students classified as members of racial or ethnic minorities was down just slightly from a year earlier, when that percentage was higher than at any point in the history of the field. The percentage of students classified as members of racial and ethnic minorities at the master's level increased in 2013, while the percentage of doctoral students classified this way was down dramatically.
- The financial situation at journalism and mass communication programs improved somewhat in 2013, continuing the trend that started in 2010. One quarter of the programs reported an increase in their operating budget and more than half reported no changes in their budgets.

- More than eight out of 10 administrators reported no hiring freeze at their universities.
- None of the program administrators said there was any discussion of elimination of their programs.
- Journalism and mass communication programs continued to engage in a number of strategies to update their curricula to reflect changes in the media landscape. More than nine in 10 administrators reported their programs taught skills such as: writing for the web, using the web in reporting, and using social media.

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*, available online from the Dow Jones News Fund, Inc. 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 media 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 484 listings in 2013. In October 2013, 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 2014. In February, the administrators were sent a fourth mailing. The 239 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. Four of the 484 schools reported, as a result of the contacts, that their programs were no longer active and were eliminated from the population.

With each mailing, 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. When contacted by phone, administrators also were given the option of using a downloadable form or completing the survey online. In the end, 155 (32.3%) of the administrators used the online option, compared with 119 (24.5%) a year earlier.

The questionnaire asked the administrators to provide information on total enrollments in autumn of 2013, 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 2012-2013 academic year, degrees granted by sequence of study, degrees granted by gender, and degrees granted by racial group. The questionnaire also asked about skills taught in the curricula, faculty size, and faculty hiring.

Data were obtained for all of the 480 active programs in the population. This is five programs fewer than in 2012 and down from the high of 491 programs in 2011. Of the 480 returns, 344 were for programs listed in both directories, 95 were only in the AEJMC listing, and 41 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 of the 480 programs. Of all these programs, 475 offered bachelor's degree programs, 225 offered master's degree programs, and 51 offered doctoral programs. Data on degrees granted at the undergraduate level were obtained for 473 of the 480 undergraduate programs, or 99.6%. For master's programs, the number was 223 of 225, or 99.6%. At the doctoral level, data on degrees granted were obtained for all 51 of the programs.

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 105 accredited programs.¹ In general, less complete data were available for the 77 schools that are members of ASJMC but not accredited by ACEJMC. The 298 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 480 journalism and mass communication programs in the population. As was the case in recent years, these two characteristics were used in 2013 to make projections based on the data reported.

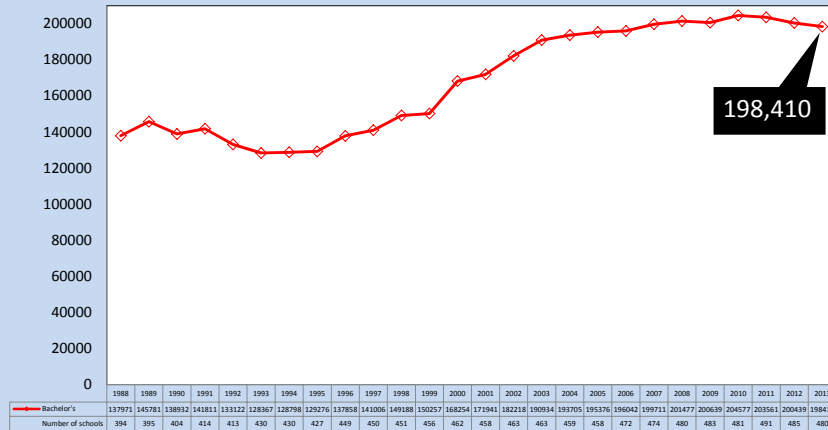
Data from the reporting accredited schools were used to estimate characteristics of the accredited schools for which there was any missing information. Similarly, statistical means from the nonaccredited ASJMC schools were used to estimate missing data for similar schools, and data from the nonaccredited 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

1. Indiana University's School of Journalism and the journalism program at the Indianapolis Campus of I.U. 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 2013 graduate survey: Meredith Dean, Kate Devlin, Grace Donnelly, Alex Kazragis, Trevor Lanier, Taylor Rooney, Cesar Toledo, Sarah Turner and Meg Ward.

1. Undergraduate enrollments

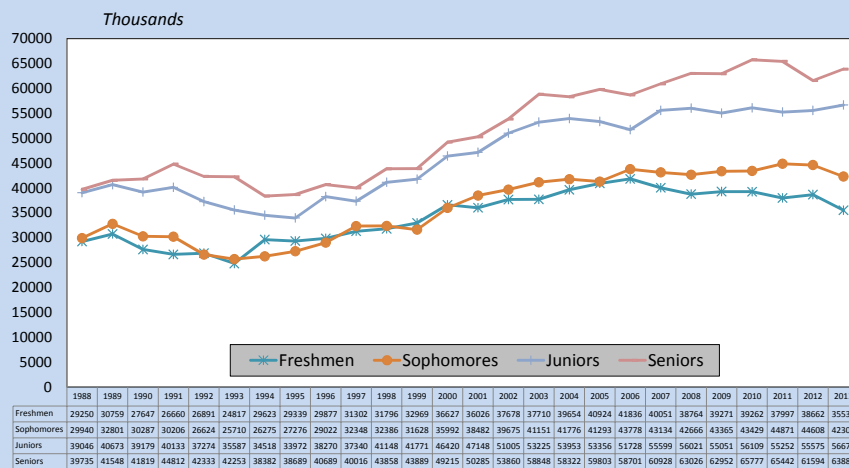
Autumn undergraduate journalism and mass communication enrollments



Source: Annual Survey of Journalism & Mass Communication Enrollments

2. Enrollments by class

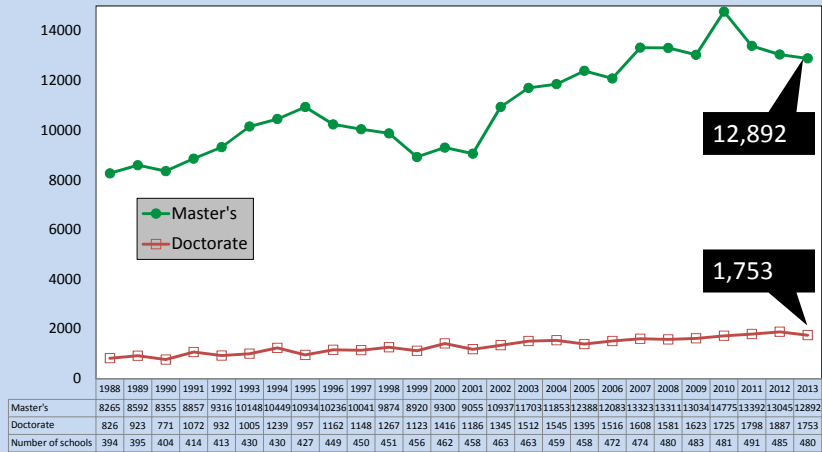
Autumn journalism and mass communication undergraduate enrollments by class



Source: Annual Survey of Journalism & Mass Communication Enrollments

3. Graduate enrollments

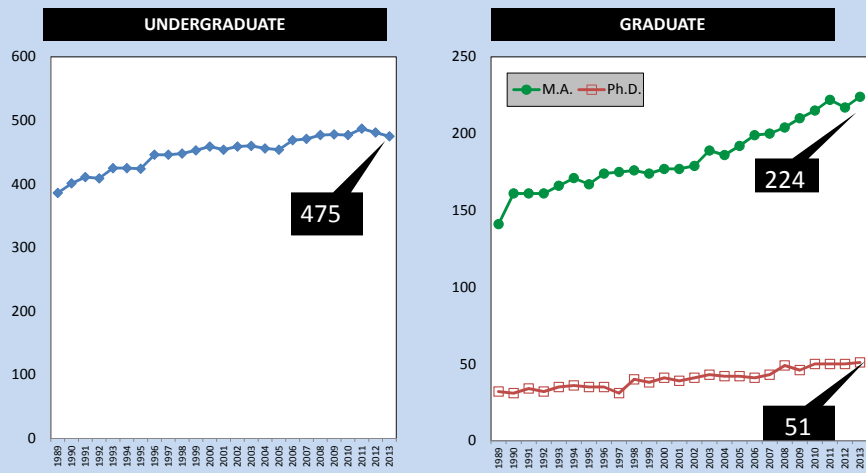
Autumn graduate journalism and mass communication enrollments



Source: Annual Survey of Journalism & Mass Communication Enrollments

4. Number of programs

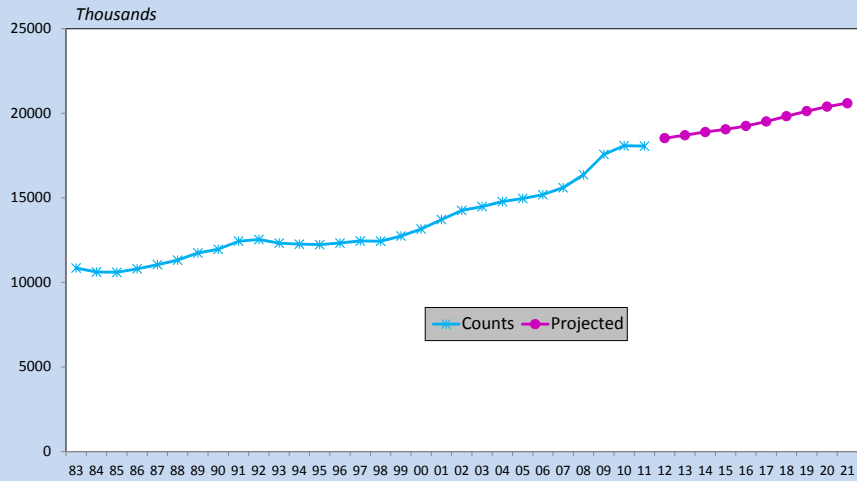
Growth in the number of undergraduate and graduate journalism and mass communication programs over the past 22 years



Source: Annual Survey of Journalism & Mass Communication Enrollments

5. National undergraduate enrollments

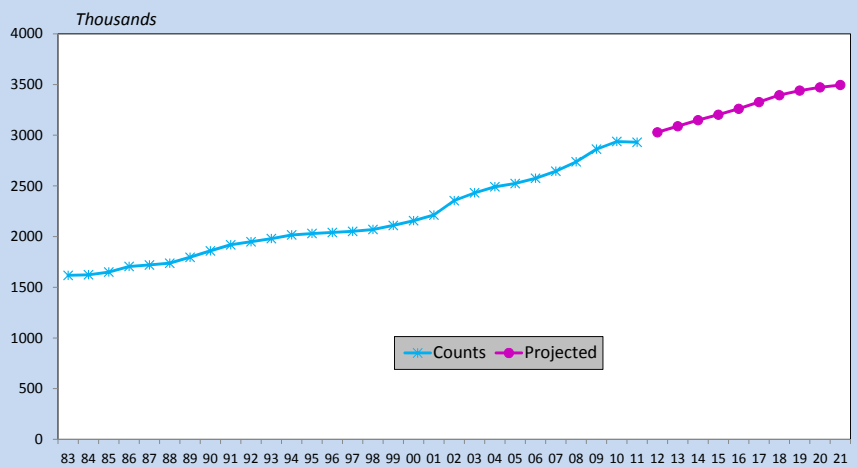
Autumn undergraduate enrollments across fields



Source: National Center for Education Statistics "Projections of Education Statistics to 2020"
Table 27, available at http://nces.ed.gov/programs/projections/projections2021/tables/table_27.asp?referrer=list
For 2011, data are from the most recent issue of Digest of Education Statistics.

6. National postbaccalaureate enrollments

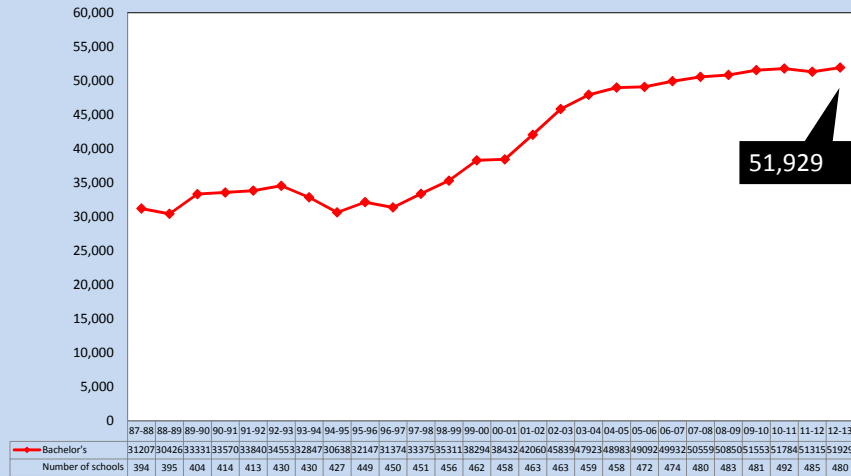
Autumn graduate enrollments across fields



Source: National Center for Education Statistics "Projections of Education Statistics to 2021"
Table 28, available at <http://nces.ed.gov/programs/projections/projections2021/tables.asp>
For 2011, data are from the most recent issue of Digest of Education Statistics.

7. Undergraduate degrees granted

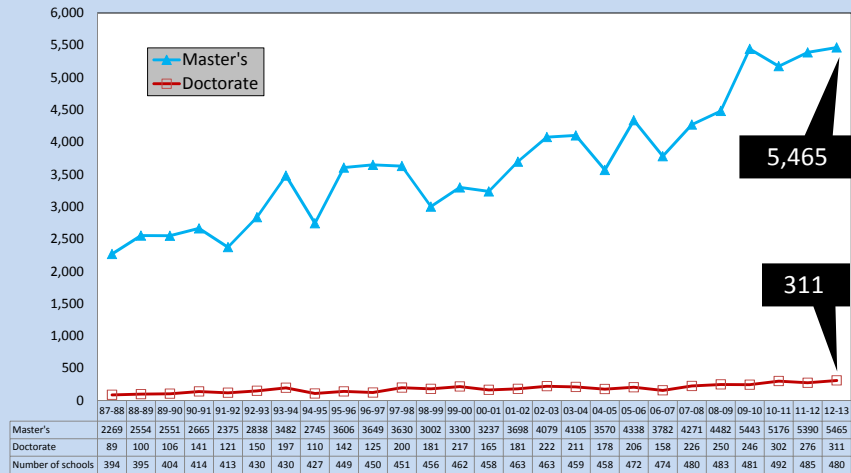
Undergraduate journalism and mass communication degrees granted



Source: Annual Survey of Journalism & Mass Communication Enrollments

8. Graduate degrees granted

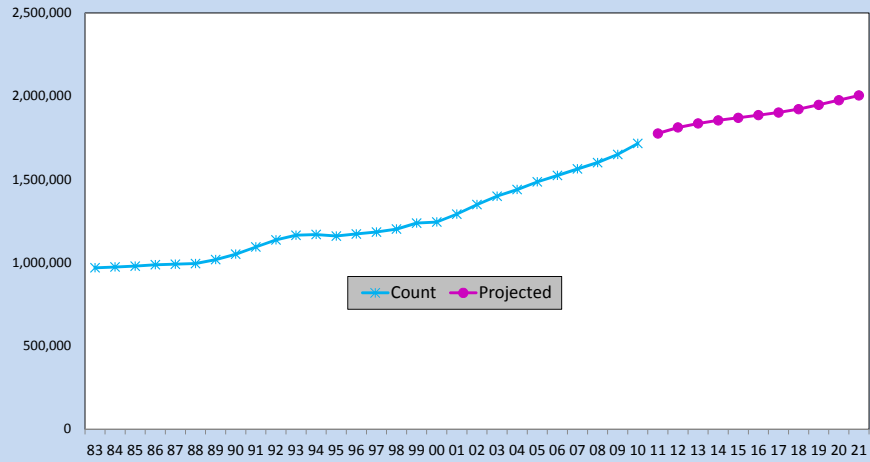
Graduate journalism and mass communication degrees granted



Source: Annual Survey of Journalism & Mass Communication Enrollments

9. Bachelor's degrees across fields

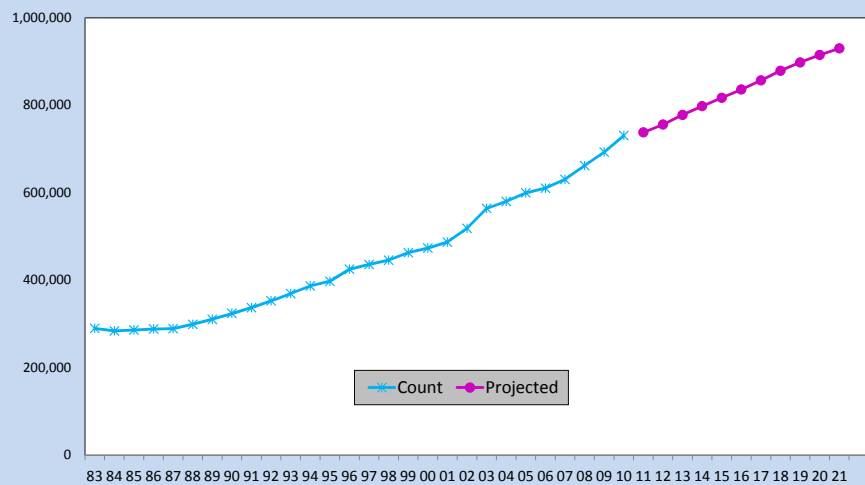
Undergraduate degrees granted nationally



Source: National Center for Education Statistics "Projections of Education Statistics to 2021"
 Table 33, available at http://nces.ed.gov/programs/projections/projections2021/tables/table_33.asp?referrer=list
 For 2011, data are from the most recent issue of Digest of Education Statistics.

10. Master's degrees across fields

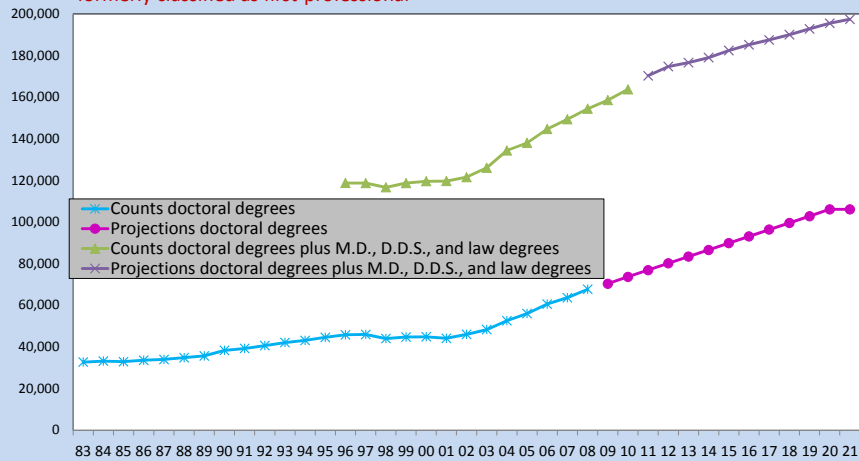
Master's degrees granted nationally



Source: National Center for Education Statistics "Projections of Education Statistics to 2021"
 Table 34, available at http://nces.ed.gov/programs/projections/projections2021/tables/table_34.asp?referrer=list
 For 2011, data are from the most recent issue of Digest of Education Statistics.

11. Doctoral degrees across fields

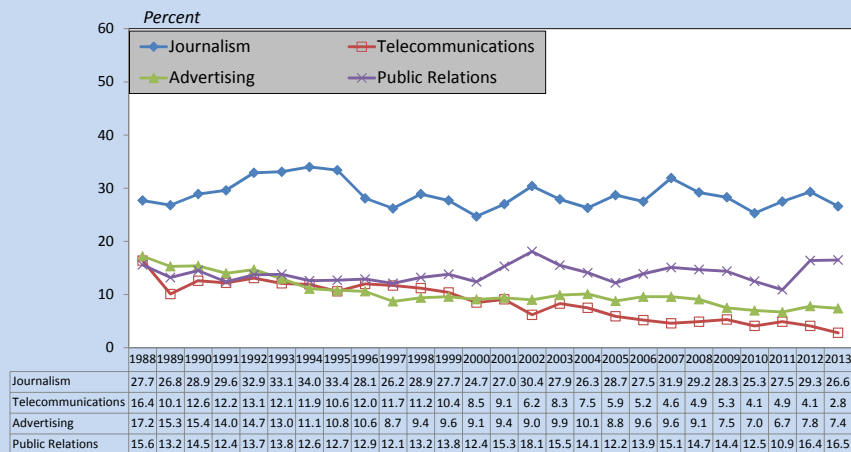
Doctoral degrees granted nationally and doctoral degrees plus most degrees formerly classified as first-professional



Source: National Center for Education Statistics "Projections of Education Statistics to 2020 & 2021"
Table 35, available at http://nces.ed.gov/programs/projections/projections2021/tables/table_35.asp?referrer=list
For 2011, data are from the most recent issue of Digest of Education Statistics.

12. Enrollments by specialization

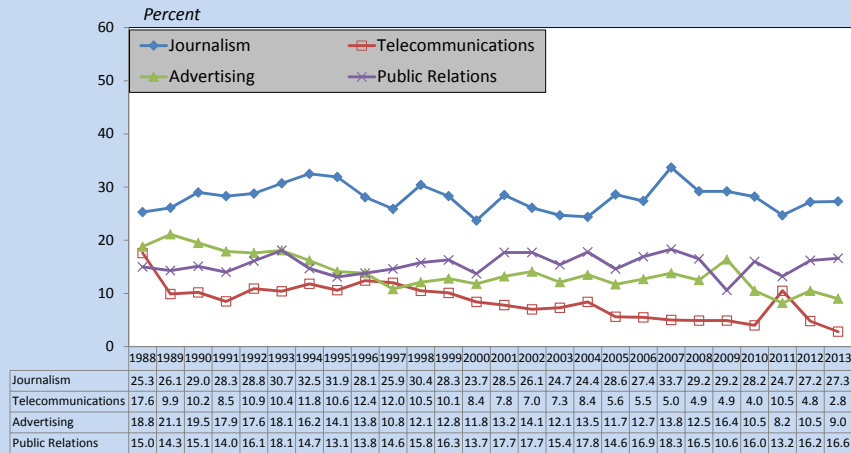
Undergraduate journalism and mass communication enrollments by specialization



Source: Annual Survey of Journalism & Mass Communication Enrollments

13. Degrees by specialization

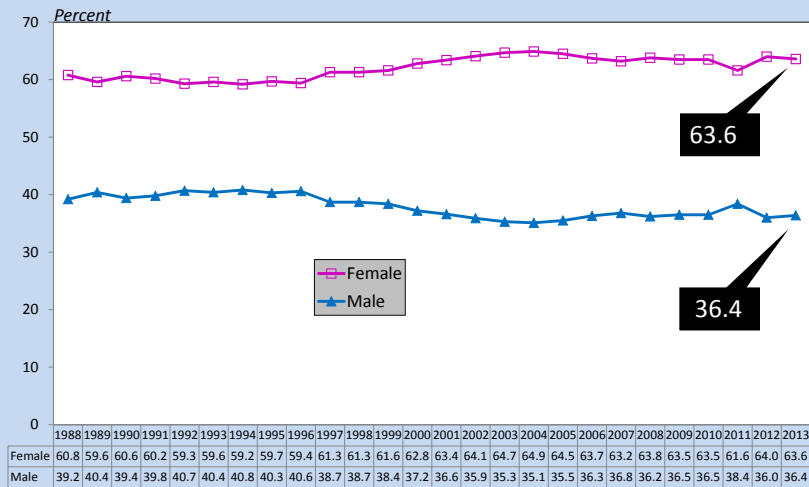
Undergraduate journalism and mass communication degrees granted by specialization



Source: Annual Survey of Journalism & Mass Communication Enrollments

14. Bachelor's enrollments - gender

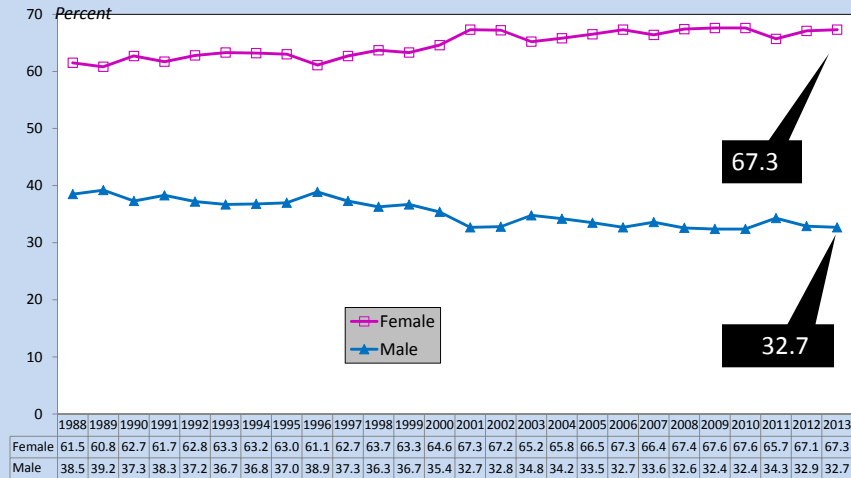
Bachelor's journalism and mass communication enrollments by gender



Source: Annual Survey of Journalism & Mass Communication Enrollments

15. Master's enrollments - gender

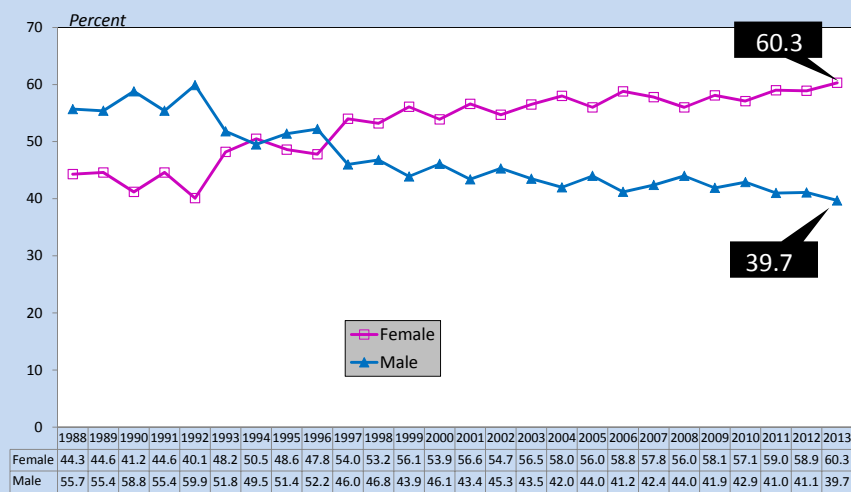
Master's journalism and mass communication enrollments by gender



Source: Annual Survey of Journalism & Mass Communication Enrollments

16. Doctoral enrollments - gender

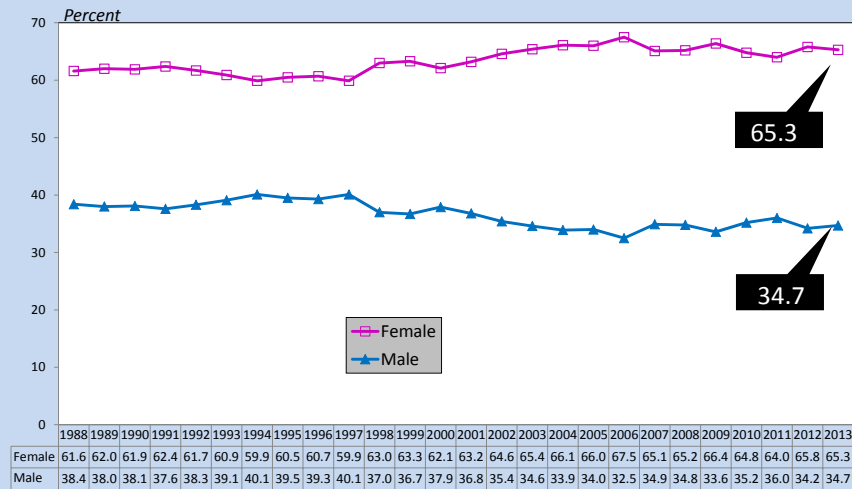
Doctoral journalism and mass communication enrollments by gender



Source: Annual Survey of Journalism & Mass Communication Enrollments

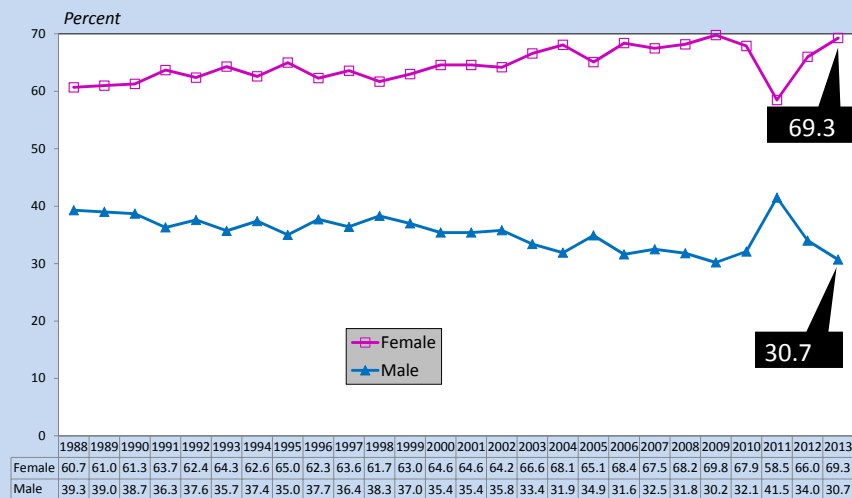
17. Bachelor's degrees granted - gender

Undergraduate journalism and mass communication degrees granted by gender



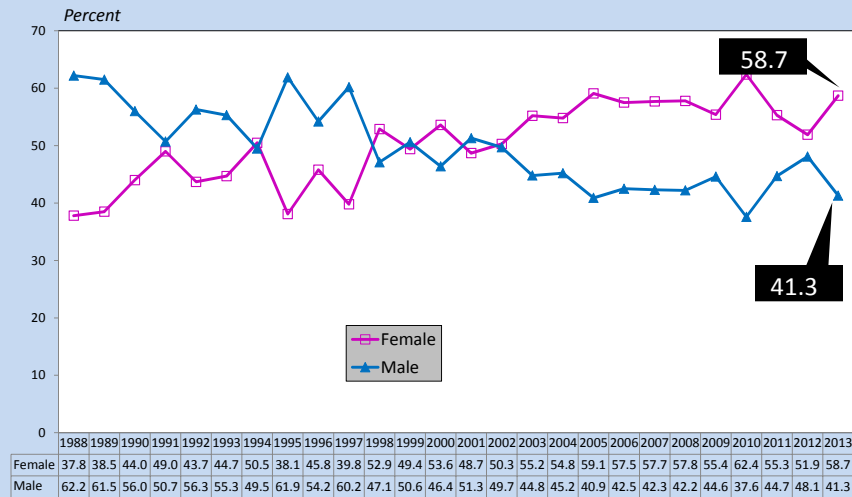
18. Master's degrees granted - gender

Master's journalism and mass communication degrees granted by gender



19. Doctoral degrees granted - gender

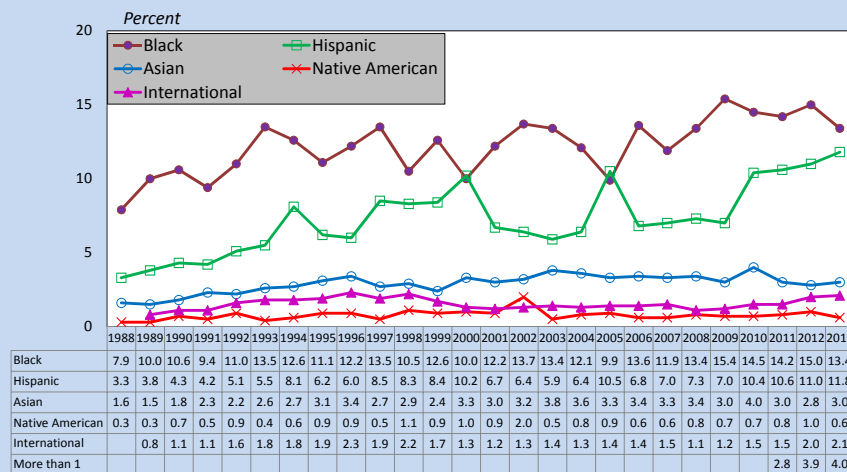
Doctoral journalism and mass communication degrees granted by gender



Source: Annual Survey of Journalism & Mass Communication Enrollments

20. Bachelor's enrollments – race/ethnicity

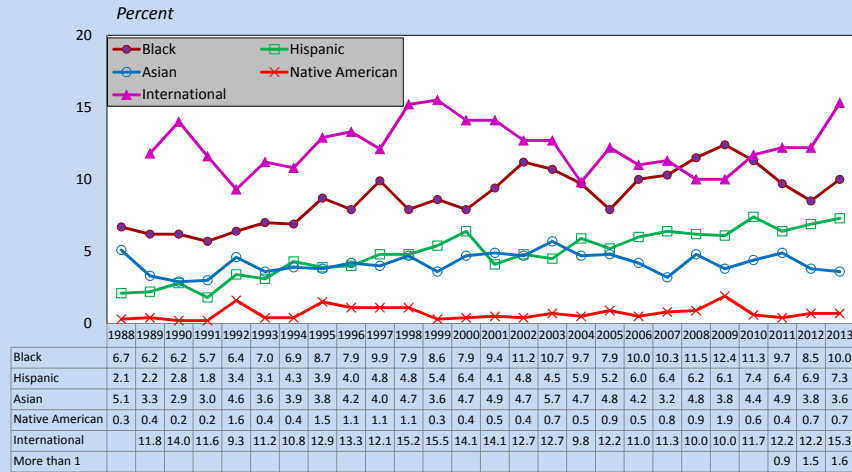
Undergraduate journalism and mass communication enrollments by racial or ethnic classification



Source: Annual Survey of Journalism & Mass Communication Enrollments

21. Master's enrollments – race/ethnicity

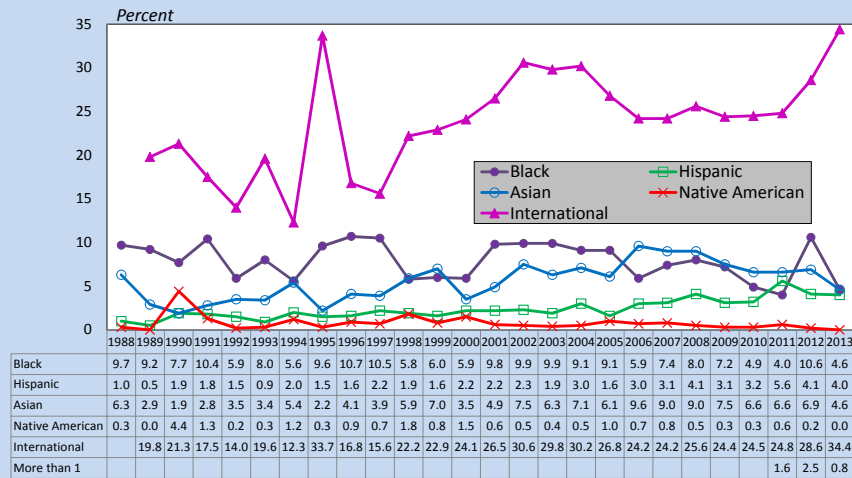
Master's journalism and mass communication enrollments by racial or ethnic classification



Source: Annual Survey of Journalism & Mass Communication Enrollments

22. Doctoral enrollments – race/ethnicity

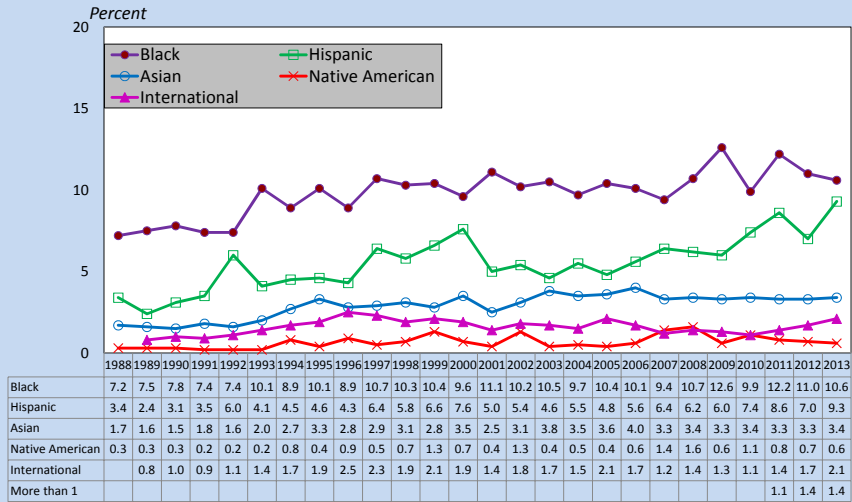
Doctoral journalism and mass communication enrollments by racial or ethnic classification



Source: Annual Survey of Journalism & Mass Communication Enrollments

23. Bachelor's degrees – race/ethnicity

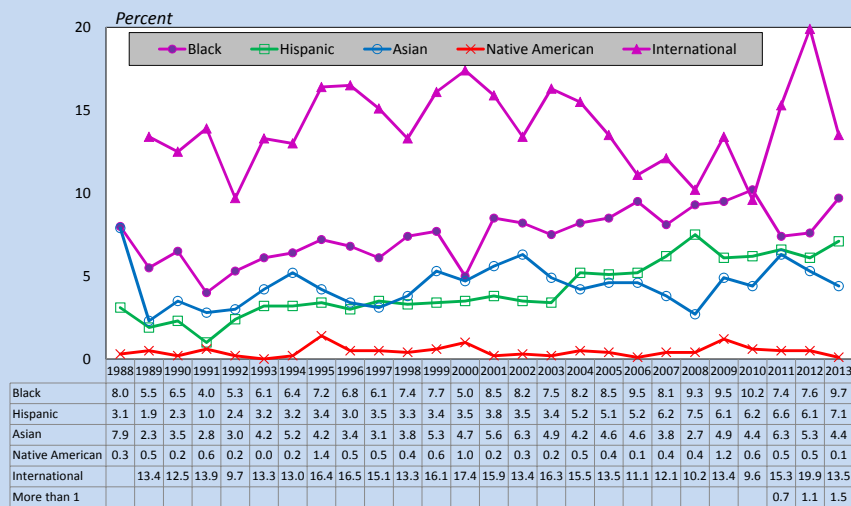
Undergraduate journalism and mass communication degrees granted by racial or ethnic classification



Source: Annual Survey of Journalism & Mass Communication Enrollments

24. Master's degrees – race/ethnicity

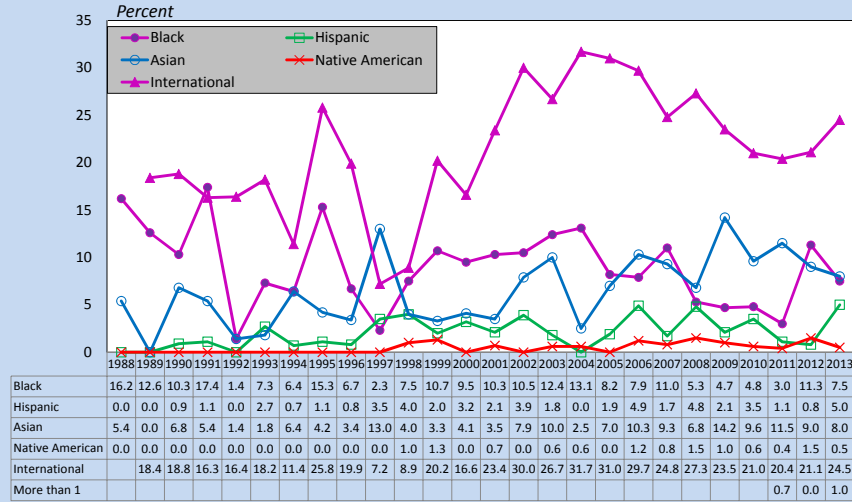
Master's journalism and mass communication degrees granted by racial or ethnic classification



Source: Annual Survey of Journalism & Mass Communication Enrollments

25. Doctoral degrees – race/ethnicity

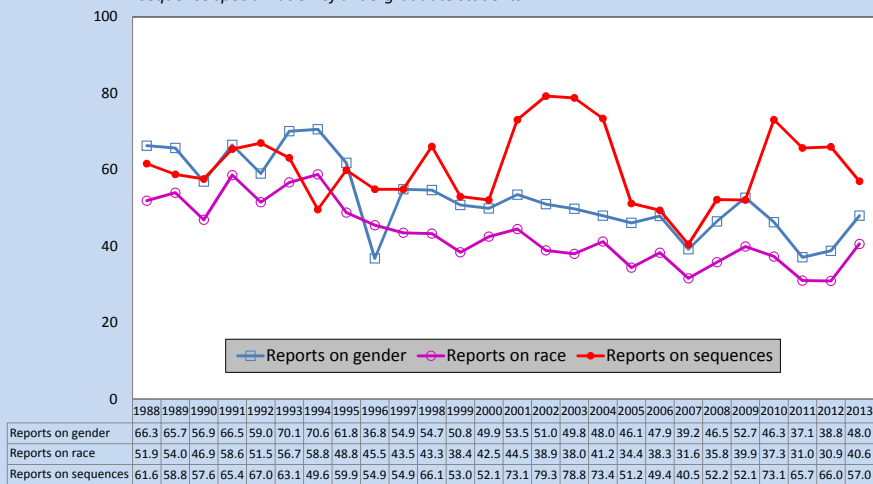
Doctoral journalism and mass communication degrees granted by racial or ethnic classification



Source: Annual Survey of Journalism & Mass Communication Enrollments

26. Reports on student characteristics

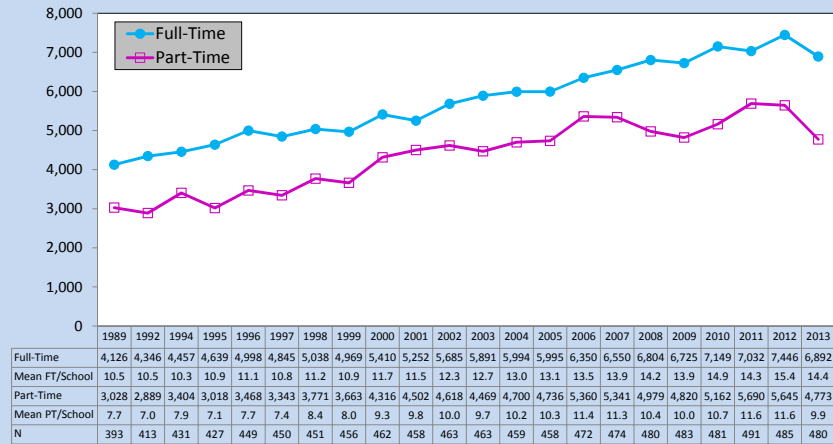
Percentage of units reporting on race/ethnicity, gender, and sequence specialization of undergraduate students



Source: Annual Survey of Journalism & Mass Communication Enrollments

27. Faculty Size

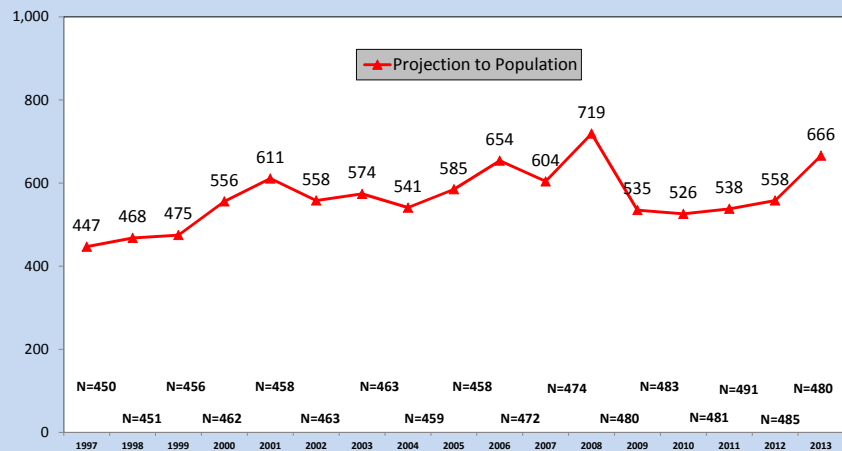
Faculty size of journalism and mass communication units



Source: Annual Survey of Journalism & Mass Communication Enrollments

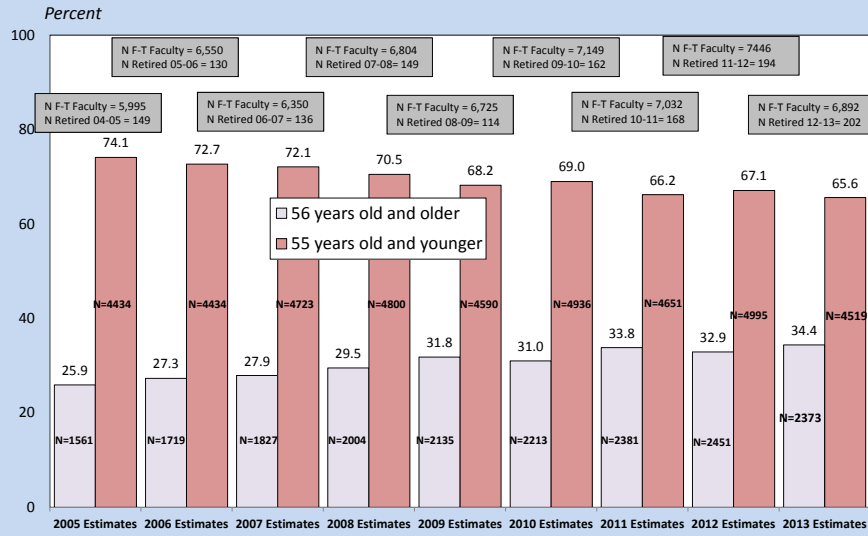
28. Hiring of full-time faculty

Journalism and mass communication faculty hiring in full-time positions; For 1997-1998 through 2013-2014



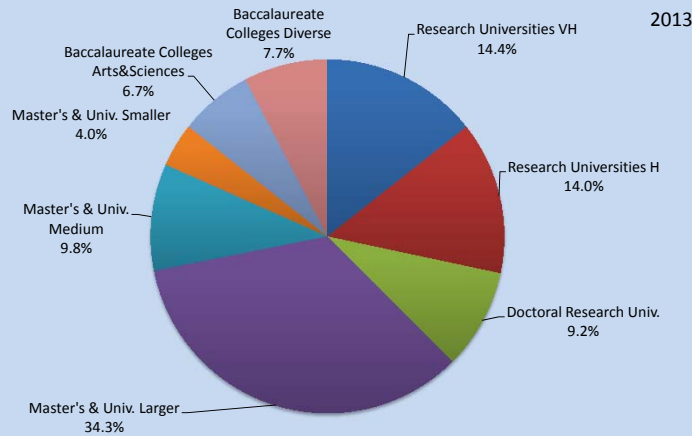
Source: Annual Survey of Journalism & Mass Communication Enrollments

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



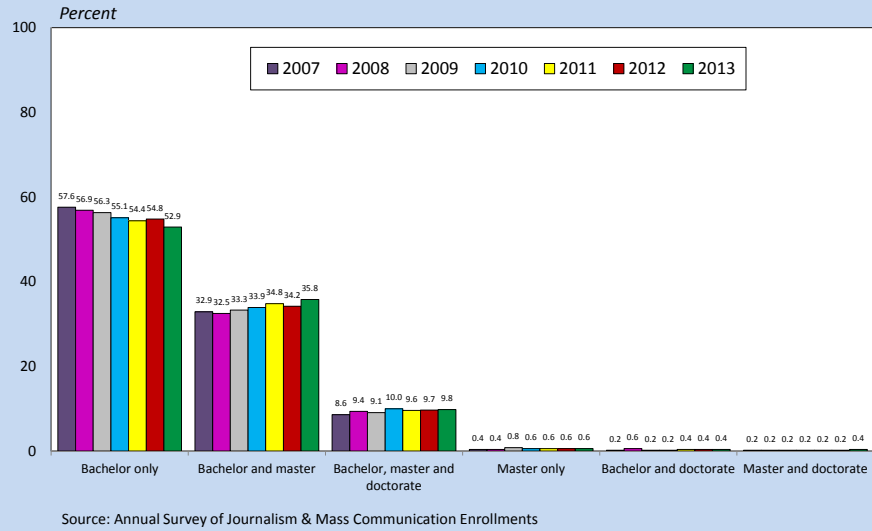
Source: Annual Survey of Journalism & Mass Communication Enrollments

30. Carnegie classification (2010) of journalism and mass communication programs

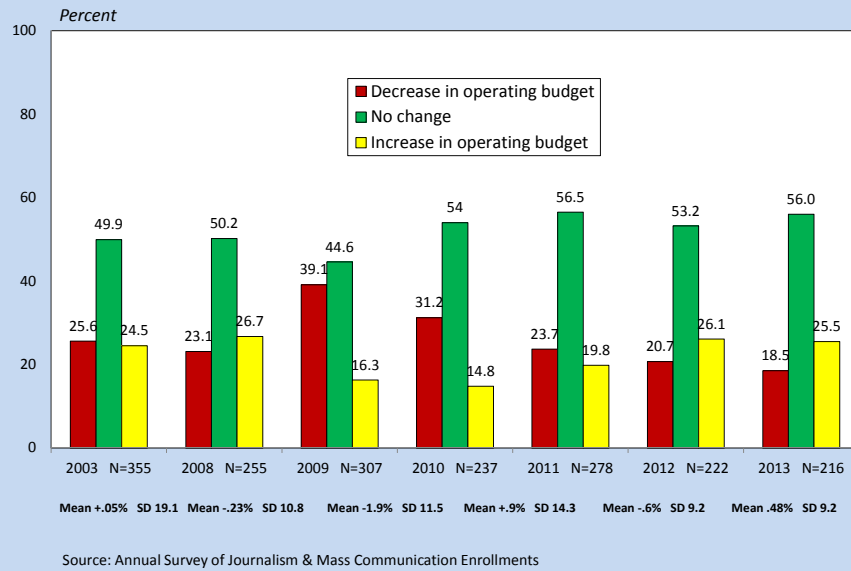


Source: Annual Survey of Journalism & Mass Communication Enrollments

31. Programs classified by journalism degrees granted

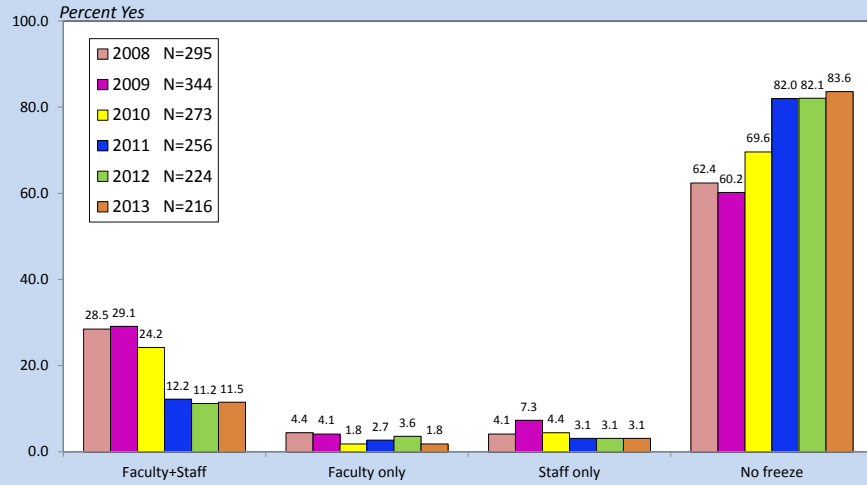


32. Changes in operating budget



33. Hiring freeze at university

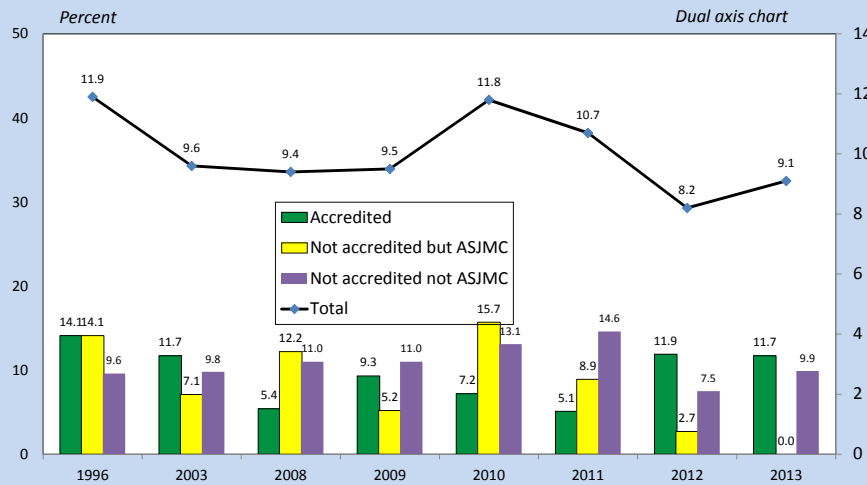
Is there a hiring freeze at your university?



Source: Annual Survey of Journalism & Mass Communication Enrollments

34. Merger of programs

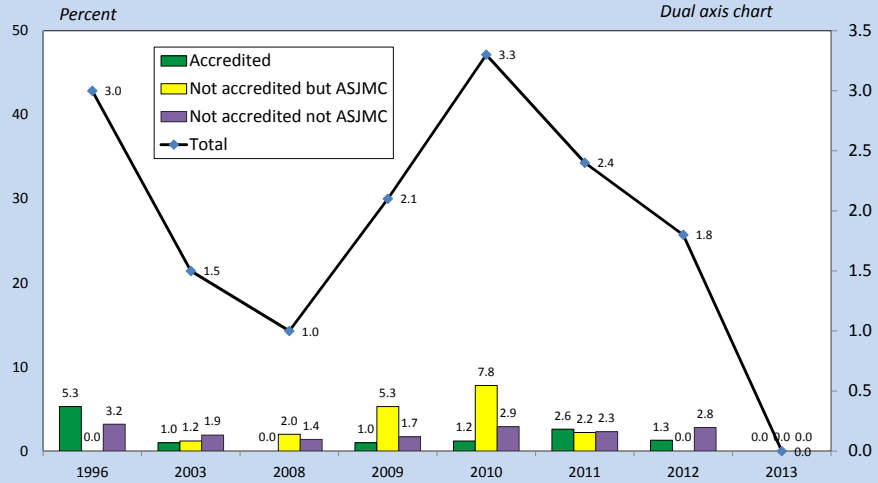
Administrators who reported serious discussion about combining their program with another



Source: Annual Survey of Journalism & Mass Communication Enrollments

35. Elimination of programs

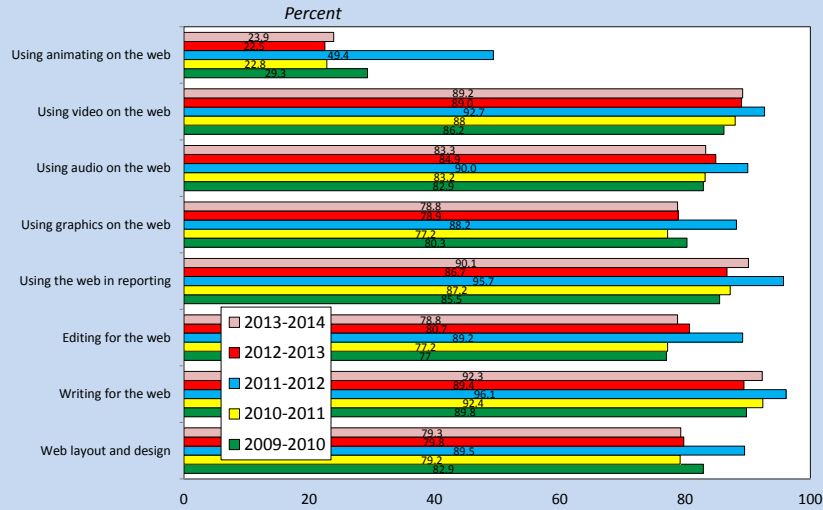
Administrators who reported serious discussion about eliminating their program



Source: Annual Survey of Journalism & Mass Communication Enrollments

36. Skills taught in curricula I

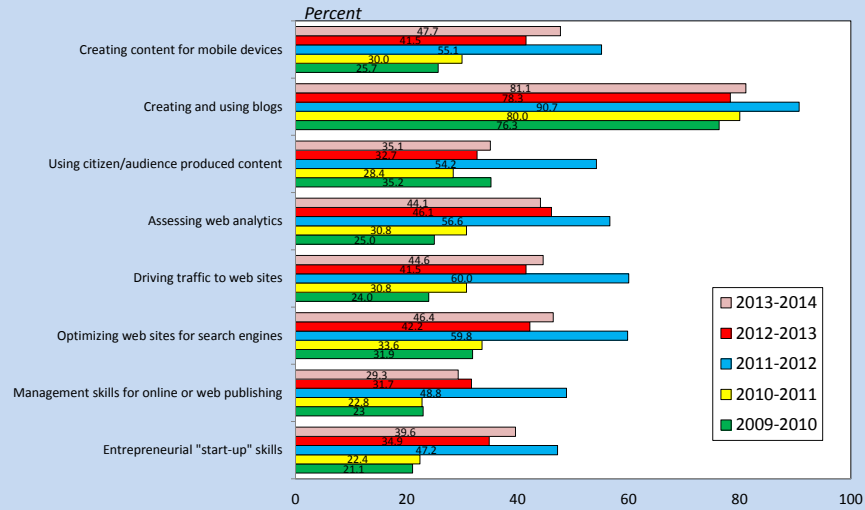
Types of skills now being taught in journalism and mass communication curricula



Source: Annual Survey of Journalism & Mass Communication Enrollments

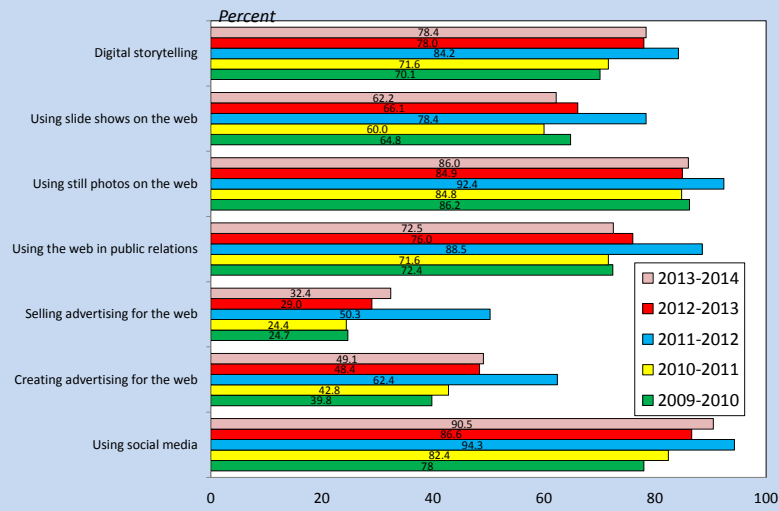
37. Skills taught in curricula II

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

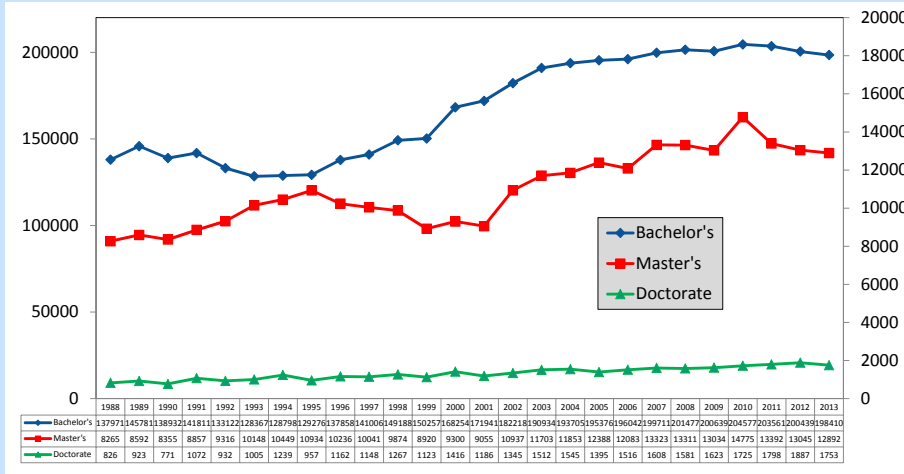


38. Skills taught in curricula III

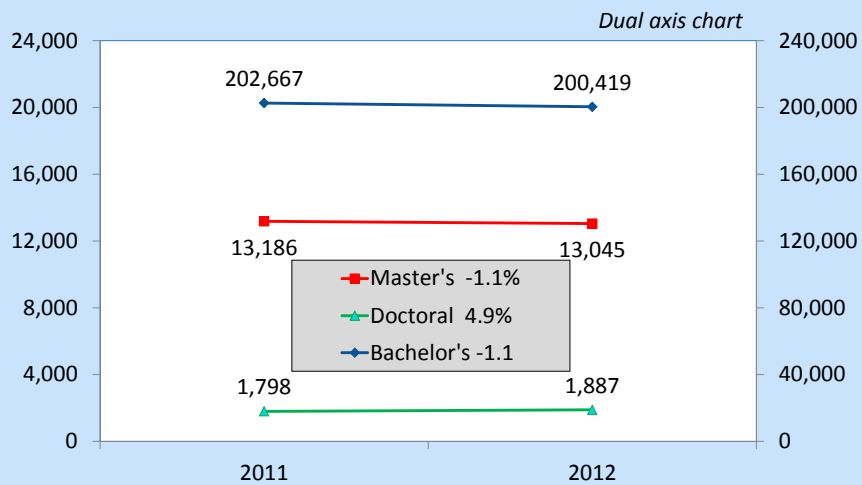
Types of skills now being taught in journalism and mass communication curricula



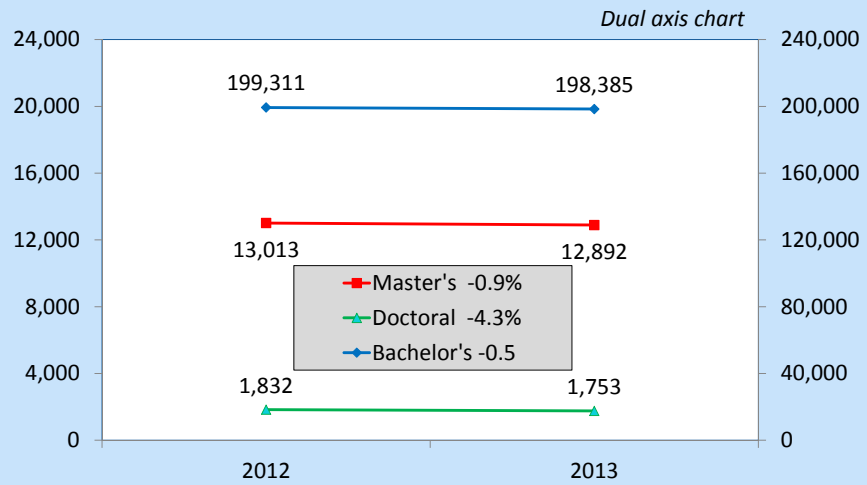
39. Autumn undergraduate and graduate enrollments (dual Y axis)



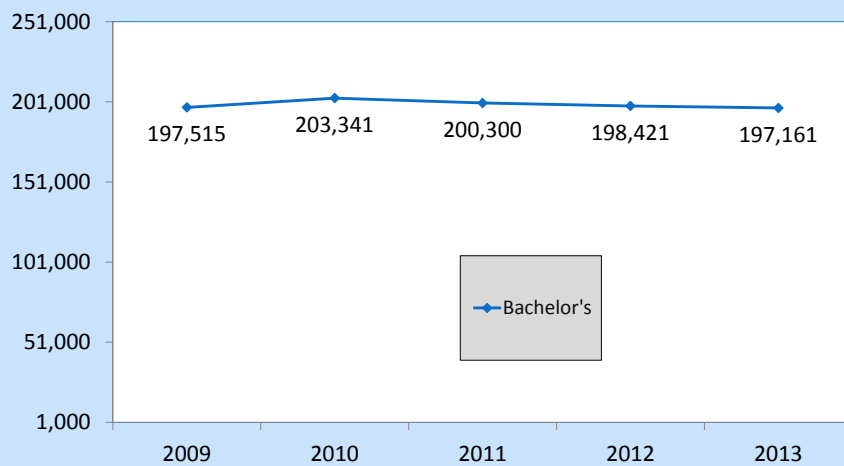
40. Enrollments 2011 and 2012, same schools (N=484)



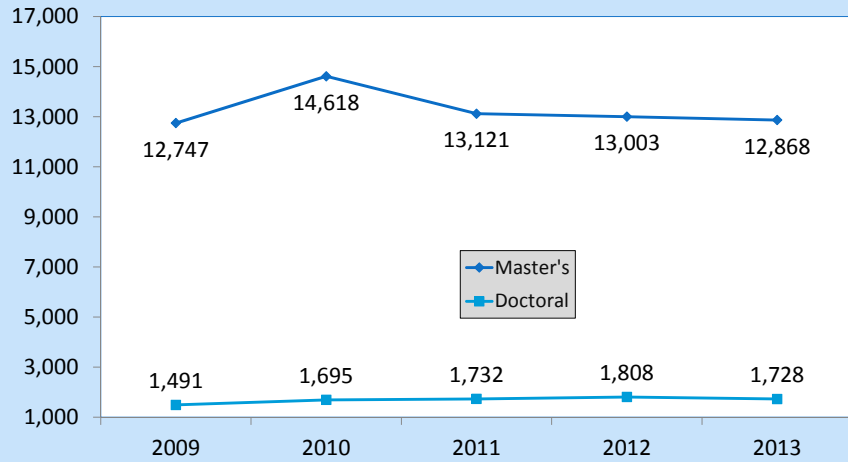
41. Enrollments 2012 and 2013, same schools (N=479)



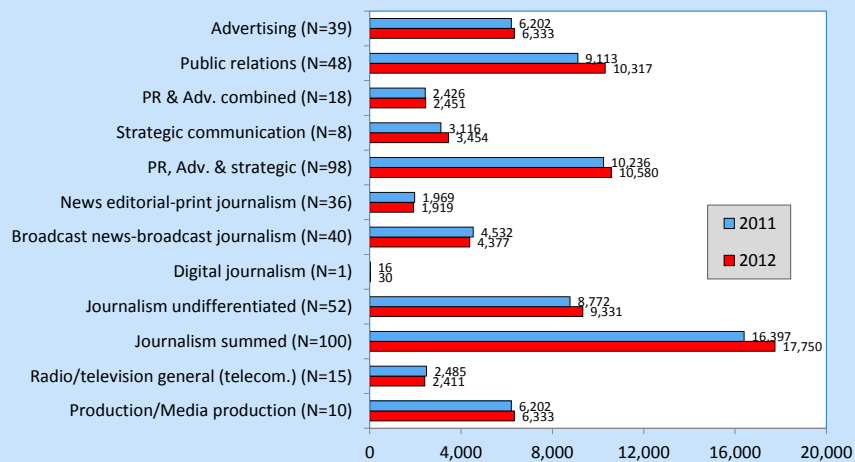
42. Undergraduate enrollments 2009, 2010, 2011, 2012 and 2013, same schools (N=471)



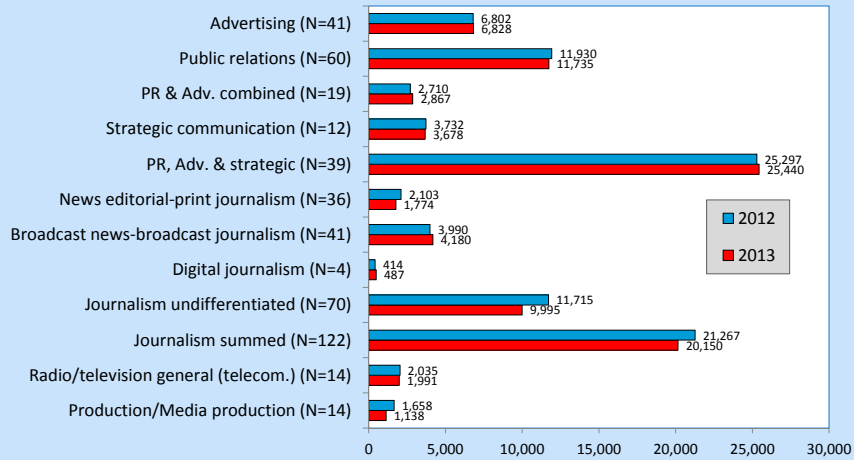
43. Graduate enrollments 2009, 2010, 2011, 2012 and 2013, same schools (N=471)



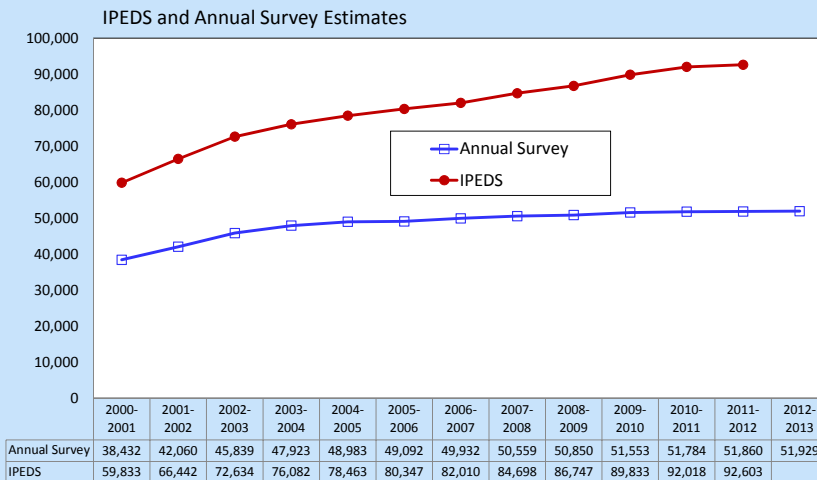
44. Enrollments 2011 and 2012, same schools, by sequence



45. Enrollments 2012 and 2013, same schools, by sequence

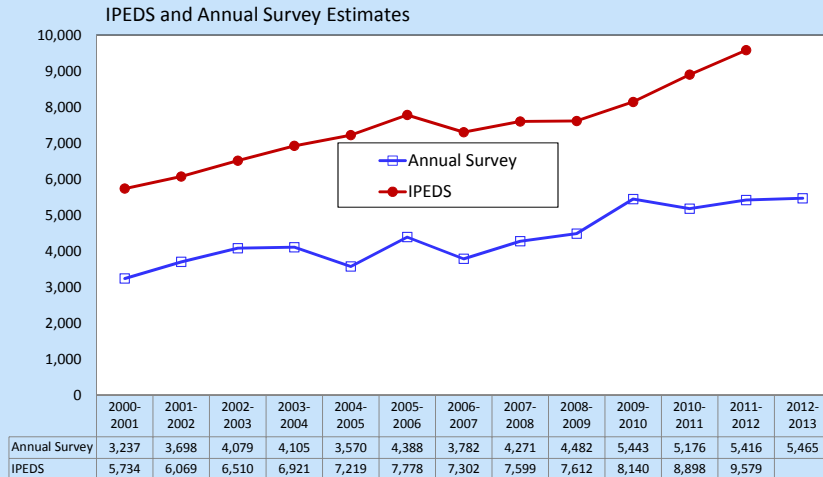


46. Bachelor's degrees granted: 2000-2013



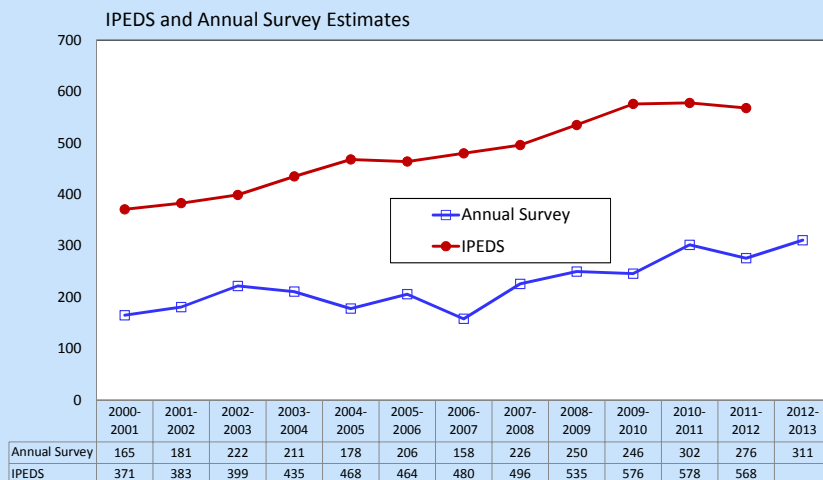
Source: Annual Survey of Journalism & Mass Communication Enrollments
Institute of Education Sciences, National Center for Education

47. Master's degrees granted: 2000-2013



Source: Annual Survey of Journalism & Mass Communication Enrollments
Institute of Education Sciences, National Center for Education

48. Doctoral degrees granted: 2000-2013



Source: Annual Survey of Journalism & Mass Communication Enrollments
Institute of Education Sciences, National Center for Education