

Executive Summaries

Annual Surveys of Journalism & Mass Communication

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2012 Annual Survey of Journalism & Mass Communication Graduates

- Just fewer than three out of four of those earning bachelor's degrees in journalism and mass communication had at least one job upon graduation, comparable to what was true a year earlier.
- By Oct. 31—the benchmark date for comparison year-to-year—56.0% of the bachelor's degree recipients had a full-time job, up just slightly from 53.3% a year earlier.
- The rate of employment improved in the months after graduation, and 65.6% of the graduate reported holding a full-time job roughly six to eight months after graduation.
- The level of unemployment for journalism and mass communication bachelor's degree recipients remained below that of the age cohort of which the graduates are a part.
- Bachelor's degree recipients were more likely to have found a job in the field of communication than a year earlier, with 59.7% of them so employed six to eight months after graduation.
- Those bachelor's degree recipients who are members of racial and ethnic minorities continued to have more difficulty finding work than did other graduates. Women once again had more success in the job market than did men.
- Those earning master's degrees in journalism and mass communication in 2012 saw no improvement in the job market compared with what was experienced by graduates a year earlier.
- Bachelor's degree recipients who found full-time work earned on average \$32,000 in 2012, compared with \$31,000 a year earlier. The increase offset the impact of inflation.
- Master's degree recipients with full-time jobs earned \$40,000 in 2012, the same as their counterparts in 2011.
- About a quarter of the bachelor's degree recipients regret that they studied journalism, similar to in the past, and six in 10 said they felt they were adequately prepared for the job, again, similar to the past.
- Graduates say overwhelmingly that their coursework and professors were up-to-date.

2012 Annual Survey of Journalism & Mass Communication Enrollments

- Overall enrollments in journalism and mass communication programs declined 2.9% in the fall of 2012 from a year earlier. It was the second year in which enrollments dropped from the year before.
- Enrollments have dropped two years in a row only once before going back to 1988. That was in 1992 and 1993.
- At the undergraduate level, enrollment dropped 2.9%, following a decrease of 0.5% one year earlier.
- Undergraduate enrollments were down at the sophomore (-2.0%) and junior level (-1.0%) and down substantially (-6.9%) at the senior level. Enrollments just barely increased (0.1%) at the freshmen level.
- Enrollments in journalism and mass communication master's degree programs also were 2.9% lower in 2012 than in 2011. Master's enrollments had dropped 9.4% a year earlier.
- Doctoral program enrollment increased from 2011 to 2012 by 4.9%. They had increased by 4.2% a year earlier.
- Journalism and mass communication education continues to be dominated by undergraduate enrollments, with 93.0% of those enrolled in the fall of 2012 seeking a bachelor's degree.
- The number of journalism and mass communication programs that were active in 2012 was 485, down from 491 a year earlier.
- The number of master's level programs went down from 222 in 2011 to 217 in 2012, while the number of doctoral programs remained unchanged from the previous year at 50.
- The field showed a decrease in the number of undergraduate (-0.9%) and doctoral degrees granted (-8.6%), while the number of master's degrees granted went up 4.1%.
- Nationally, university enrollments continue to increase and are expected to grow slightly in coming years.

- Enrollments in the journalism specialization, as well as in public relations and advertising, increased on a percentage basis in the autumn of 2011 compared with a year earlier, while the number of students with a specialization in telecommunications declined slightly.
- Women continue to dominate the field of journalism and mass communication, and the percentage of women enrolled in bachelor's degree and master's degree programs in the autumn of 2012 increased from a year earlier. At the doctoral level, the number was almost identical with the one a year earlier.
- The field continued to become more diverse racially and ethnically at the undergraduate level. Undergraduate students classified as members of racial or ethnic minorities made up a larger percentage of enrolled students in journalism and mass communication programs in the autumn of 2012 than at any point in the history of the field.
- The number of full-time faculty teaching in journalism and mass communication programs increased 5.9% from a year earlier, while the number of part-time faculty went down slightly.
- The financial situation at journalism and mass communication programs improved somewhat in 2012, continuing the trend that started in 2011. More programs reported an increase in their operating budget and fewer reported a decrease. Eight out of 10 administrators reported there was no hiring freeze at their university.
- Journalism and mass communication programs continued to engage in a number of strategies to update their curricula to reflect changes in the media landscape. Nearly nine in 10 administrators reported their programs taught skills such as: using social media, using video and still photos on the web, using video in reporting, and editing and writing for the web.
- More than 90% of the administrators said their programs had formal assessments of the curricula impact on students.
- More than half of the administrators report that they have encountered obstacles to curricular change at their institutions, but most of those encountering obstacles have found ways to overcome.

Doctoral Programs in Communication: Updated Report for 2010-2011 Graduates

- Eighty-two universities in the U.S. reported enrollments in doctoral programs as part of the 2010-2011 Integrated Postsecondary Education Data System (IPEDS), the core postsecondary education data collection program of the National Center for Education Statistics (NCES).
- These 82 universities listed 123 different programs in terms of the Classification of Instructional Programs (CIP) codes used by IPEDS.
- The programs, based on this classification system, focus overwhelmingly on Speech Communication and Rhetoric.
- Mass Communication and Media studies and Rhetoric and Composition are the second most common classification of the programs.
- The 82 universities with doctoral programs granted 671 degrees in academic year 2010-2011.
- Women dominate the field, earning 64.4% of the doctoral degrees conferred in communications in 2010-2011. This figure is the highest ever recorded.
- Students from outside the U.S. earned 23.4% of the doctoral degrees granted in the field of communication in 2010-2011.
- Among domestic graduates, members of racial and ethnic minorities are few. Only 7.6% of the degrees granted went to African-Americans, and only 3.3% went to Hispanics. Asian Pacific Islanders earned 3.5% of the doctoral degrees.
- Students who classified themselves as White earned 75.7% of the doctoral degrees in the field of communication conferred on domestic students. This figure is lower than a year earlier but still not at the level of 2007-2008.