

2008
Annual Survey of Journalism
&
Mass Communication Enrollments

Tudor Vlad • Lee B. Becker • Devora Olin • Donna Wilcox • Stephanie Hanisak

James M. Cox Jr. Center for International Mass Communication Training and Research
Grady College of Journalism & Mass Communication
University of Georgia
Athens, GA 30602
Tel. 706 542-5023
www.grady.uga.edu/annualsurveys/

2008 Project Sponsors:

American Society of Newspaper Editors
Association for Education in Journalism & Mass Communication*
Association of Schools of Journalism & Mass Communication
Cox Newspapers Inc.
Gannett
Hearst Corporation
John S. and James L. Knight Foundation*
National Association of Broadcasters
Newspaper Association of America
Sigma Delta Chi Foundation of the Society of Professional Journalists
Scripps Howard Foundation
Specialized Information Publishers Foundation
School of Journalism & Mass Communication, University of Minnesota
Grady College of Journalism & Mass Communication, University of Georgia

*Sustaining Sponsor

 **McCormick
Foundation**

Initiative

For the Annual Surveys of Journalism &
Mass Communication

August 5, 2009

Executive Summary

- Enrollments in U.S. journalism and mass communication programs increased by 0.8% in the autumn of 2008, compared with a year earlier. That growth rate was lower than the 2.4% growth rate from 2006 to 2007 but higher than the 0.2% growth rate from 2005 to 2006.
- The 0.9% growth rate at the undergraduate level was offset slightly by the -0.3% growth rate at the graduate level. Enrollments declined at both the master's (-0.1%) and doctoral (-1.7%) levels.
- Enrollments at the freshman and sophomore levels both declined in 2008 compared with a year earlier, as had been true in 2007 as well. The suggestion is that enrollment growth rates in the next few years will slow.
- Journalism and mass communication programs granted an estimated 55,056 degrees in academic year 2007-2008, up 2.2% from a year earlier and the largest number ever granted by journalism and mass communication programs in the U.S.
- The number of bachelor's degrees granted was 50,559, representing an increase of 1.3% from a year earlier. Master's degrees increased by 12.9% (to 4,271) and doctoral degrees by 43.0% (to 226).
- The percentage of students enrolled in print, broadcast journalism or just journalism was lower in the autumn of 2008 than a year earlier, but the 2005 percentage (29.2) was still higher than the percentage in 2006 (27.5).
- Women made up 63.8% of the enrolled undergraduate students in 2008, 67.4% of the master's degree students, and 56.0% of the doctoral students. All these figures are generally unchanged from a year earlier.
- Students classified as members of racial or ethnic minority groups made up 30.6% of the students enrolled in undergraduate journalism and mass communications programs around the country in the autumn of 2008. For master's students, the figure was 40.3%, and for doctoral students, it was 51.7%.
- The number of full-time faculty teaching in U.S. journalism and mass communication programs increased to 6,804 in the autumn of 2008, from 6,550 a year earlier. The number of part-time faculty declined to 4,979 from 5,341.
- Almost four in 10 of the nation's journalism and mass communications programs reported having some kind of hiring freeze in place in the 2008-2009 academic year.
- Despite the financial crises, talk of mergers of programs and outright elimination of programs has not surfaced at large numbers of universities.

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 on the web.¹ 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 485 listings in 2008. In October 2008, 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 2009. 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 web site and return it electronically. The 250 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. Five of the 485 schools reported that its program was no longer active.

The questionnaire asked the administrators to provide information on total enrollments in autumn of 2008, 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 2007-2008 academic year, degrees granted by sequence of study, degrees granted by gender, and degrees granted by racial group. The questionnaire also asked about faculty size, faculty characteristics, and faculty hiring.

Data were obtained for all of the 480 active programs in the population. This is the largest number of journalism and mass communication programs since 1987, the first year of the *Annual Survey of Journalism & Mass Communication Enrollments* in which the population was defined via the Newspaper Fund listing and AEJMC *Directory*. Of the 480 returns, 339 were for programs listed in both directories, 93 were only in the AEJMC listing, and 48 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, 477 offered bachelor's degree programs, 204 offered master's degree programs, and 49 offered doctoral programs. Data on degrees granted at the undergraduate level were obtained for 395 of the 477 undergraduate programs, or 82.8%. For master's programs, the number was 169 of 204, or 82.8%. Forty-two of the 49 doctoral programs reported number of degrees granted, or 85.7%.

Data from the program administrators were entered into a data file. Any inconsistencies in the original documents that were noted were corrected, sometimes by eliminating obviously erroneous information. Reports by program administrators that were not clearly in error were taken as accurate.

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 113 accredited programs.² In general, less complete data were available for the 83 schools that were members of ASJMC but not accredited by ACEJMC. The 284 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 2008 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.³

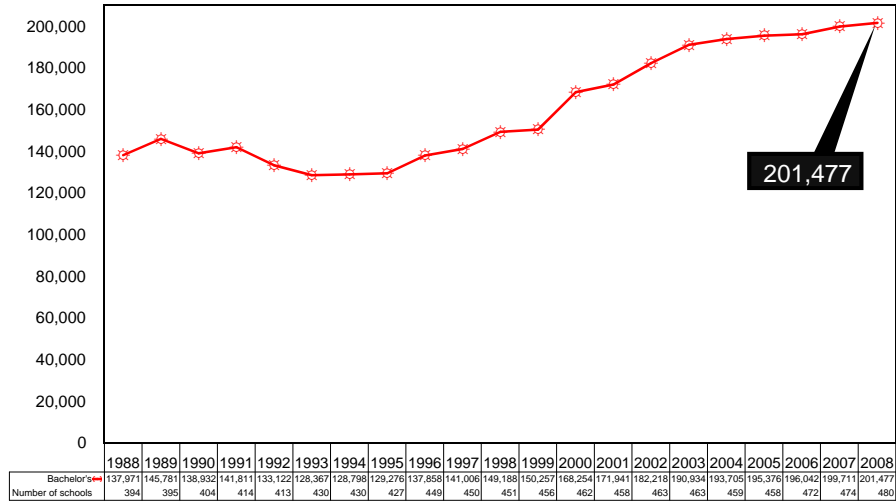
A full report of the findings of the 2008 *Annual Survey of Journalism & Mass Communication Enrollments* will appear in the Autumn 2009 issue of *Journalism & Mass Communication Educator*. Reports of the enrollment survey have appeared in that publication since 1972. The report and supplementary tables 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. The URL is: https://www.newspaperfund.org/PageText/JournRoad.aspx?Page_ID=JrRd.
2. 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.
3. Thanks are given to the following University of Georgia students who worked on the 2008 graduate survey: Graduate Research Assistant Megan Vogel and Research Clerks Alicia Harrell, Jessica May, Amanda Miller, Sarah Pelham, Alexandre Raffray, and Nicole Romero.

1. Undergraduate enrollments

Autumn undergraduate journalism and mass communication enrollments

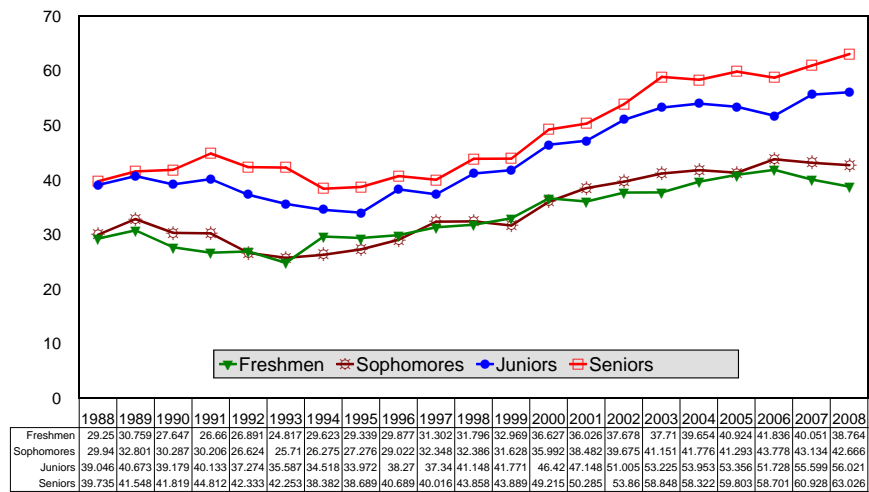


Source: Annual Survey of Journalism & Mass Communication Enrollments

2. Enrollments by class

Autumn journalism and mass communication undergraduate enrollments by class

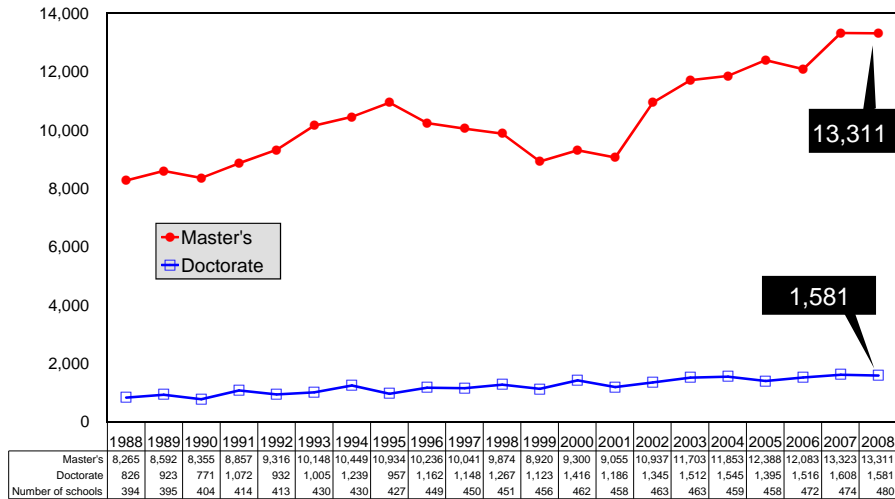
Thousands



Source: Annual Survey of Journalism & Mass Communication Enrollments

3. Graduate enrollments

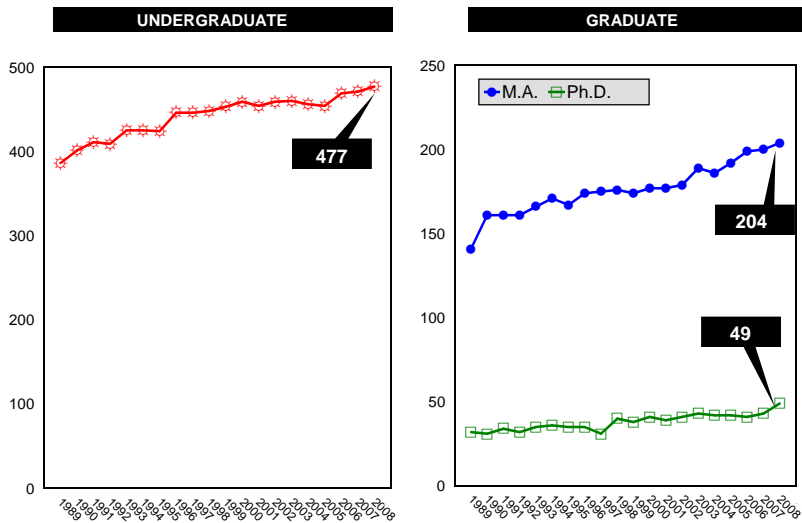
Autumn graduate journalism and mass communication enrollments



Source: Annual Survey of Journalism & Mass Communication Enrollments

4. Number of programs

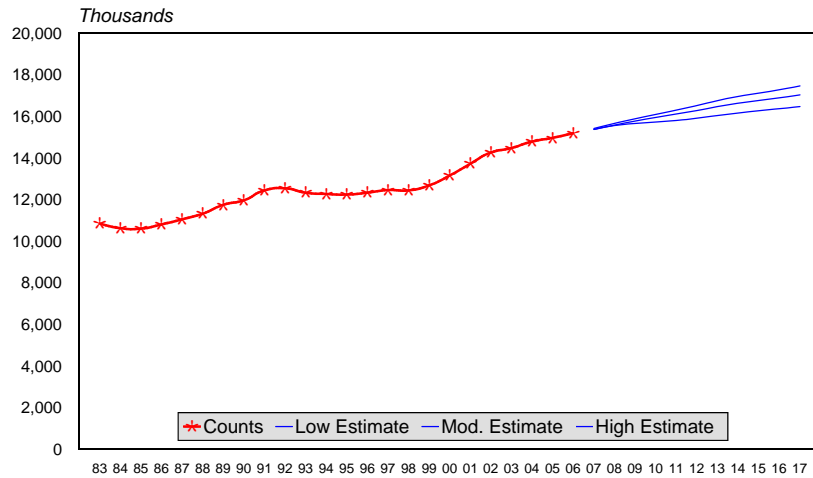
Growth in the number of undergraduate and graduate journalism and mass communication programs over the past 19 years



Source: Annual Survey of Journalism & Mass Communication Enrollments

5. National undergraduate enrollments

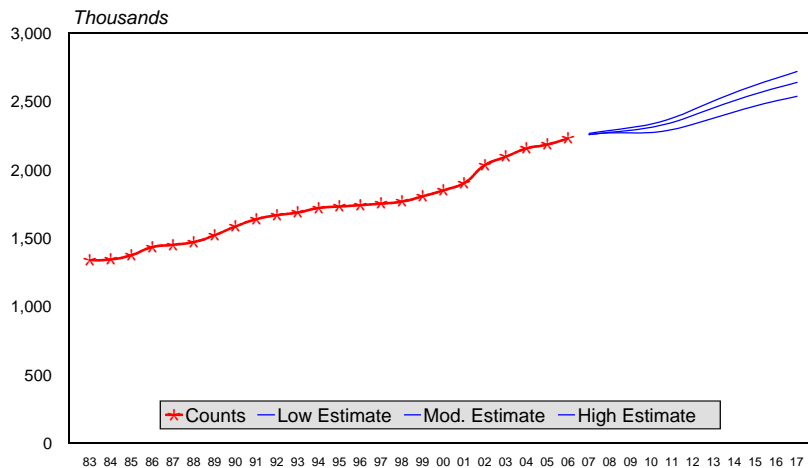
Autumn undergraduate enrollments across fields



Source: National Center for Education Statistics "Projections of Education Statistics to 2017"
Table 19, available at www.nces.ed.gov/edstats/

6. National graduate enrollments

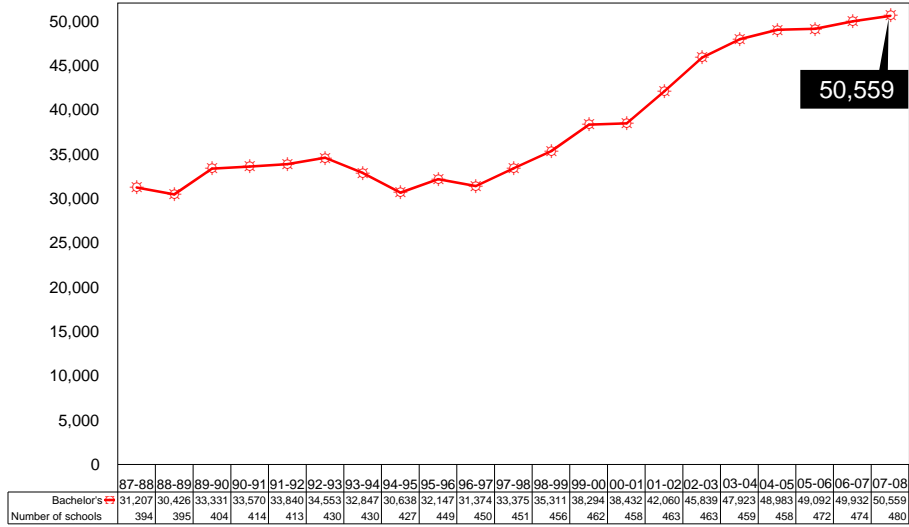
Autumn graduate enrollments across fields



Source: National Center for Education Statistics "Projections of Education Statistics to 2017"
Table 20, available at www.nces.ed.gov/edstats/

7. Undergraduate degrees granted

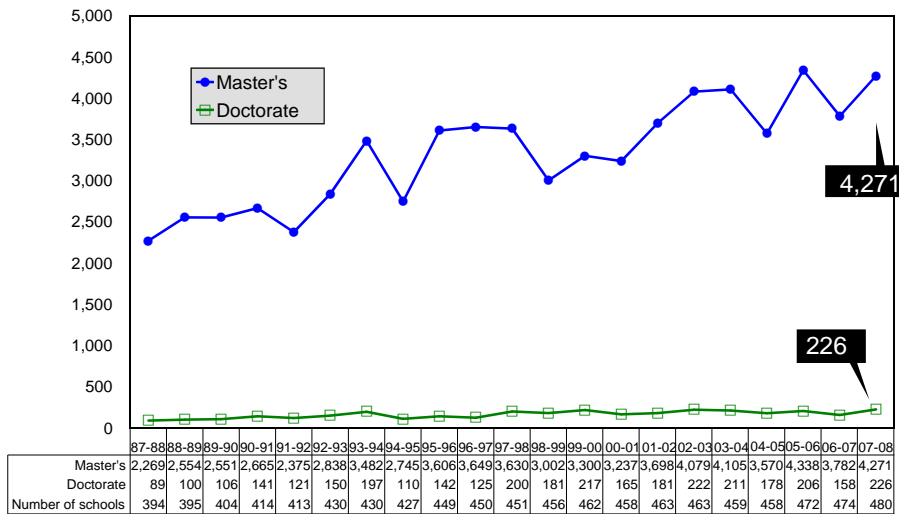
Undergraduate journalism and mass communication degrees granted



Source: Annual Survey of Journalism & Mass Communication Enrollments

8. Graduate degrees granted

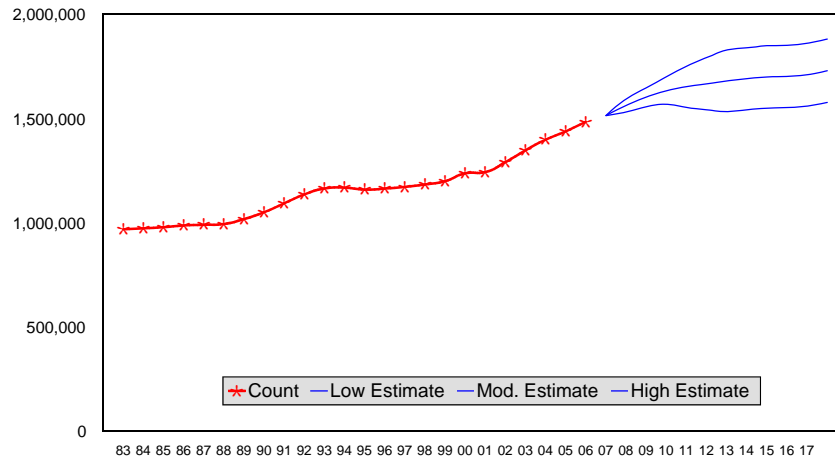
Graduate journalism and mass communication degrees granted



Source: Annual Survey of Journalism & Mass Communication Enrollments

9. Bachelor's degrees across fields

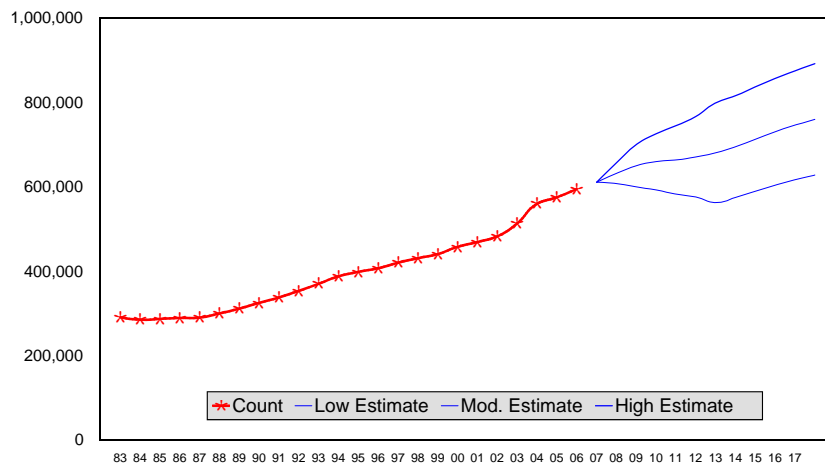
Undergraduate degrees granted nationally



Source: National Center for Education Statistics "Projections of Education Statistics to 2017"
Table 28, available at www.nces.ed.gov/edstats/

10. Master's degrees across fields

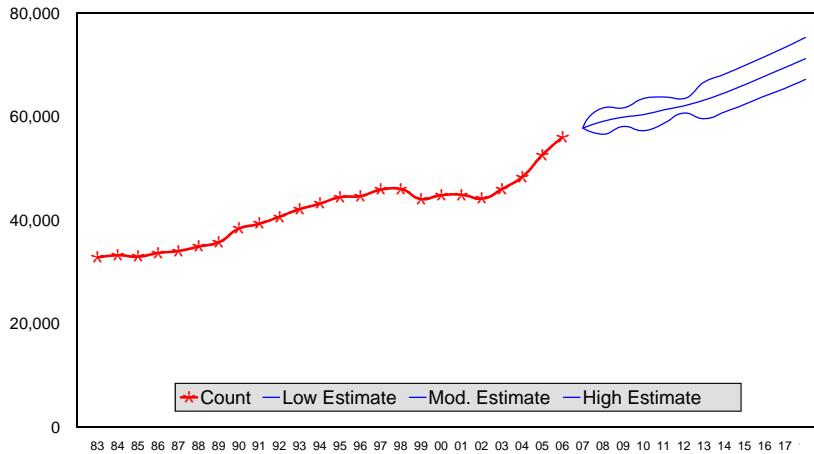
Master's degrees granted nationally



Source: National Center for Education Statistics "Projections of Education Statistics to 2017"
Table 29, available at www.nces.ed.gov/edstats/

11. Doctoral degrees across fields

Doctoral degrees granted nationally

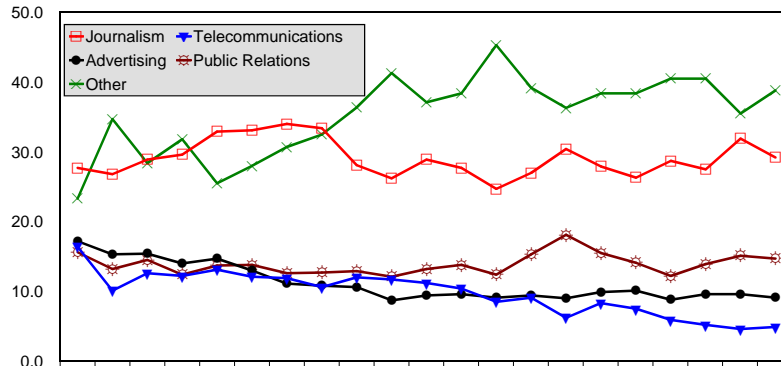


Source: National Center for Education Statistics "Projections of Education Statistics to 2017" Table 30, available at www.nces.ed.gov/edstats/

12. Enrollments by specialization

Undergraduate journalism and mass communication enrollments by specialization

Percent

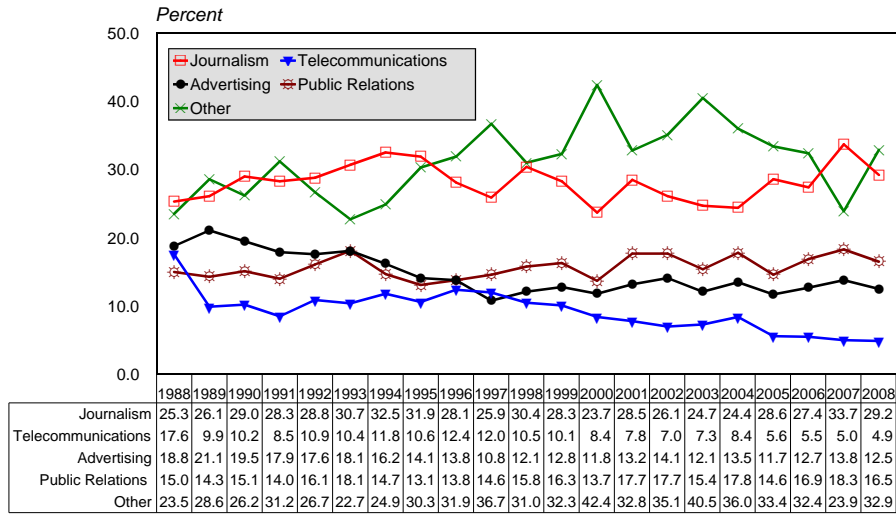


	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Journalism	27.7	26.8	28.9	29.6	32.9	33.1	34.0	33.4	28.1	26.2	28.9	27.7	24.7	27.0	30.4	27.9	26.3	28.7	27.5	31.9	29.2
Telecommunications	16.4	10.1	12.6	12.2	13.1	12.1	11.9	10.6	12.0	11.7	11.2	10.4	8.5	9.1	6.2	8.3	7.5	5.9	5.2	4.6	4.9
Advertising	17.2	15.3	15.4	14.0	14.7	13.0	11.1	10.8	10.6	8.7	9.4	9.6	9.1	9.4	9.0	9.9	10.1	8.8	9.6	9.6	9.1
Public Relations	15.6	13.2	14.5	12.4	13.7	13.8	12.6	12.7	12.9	12.1	13.2	13.8	12.4	15.3	18.1	15.5	14.1	12.2	13.9	15.1	14.7
Other	23.3	34.7	28.4	31.8	25.5	28.0	30.7	32.5	36.4	41.3	37.1	38.4	45.3	39.2	36.3	38.4	38.4	40.5	40.5	35.5	38.8

Source: Annual Survey of Journalism & Mass Communication Enrollments

13. Degrees by specialization

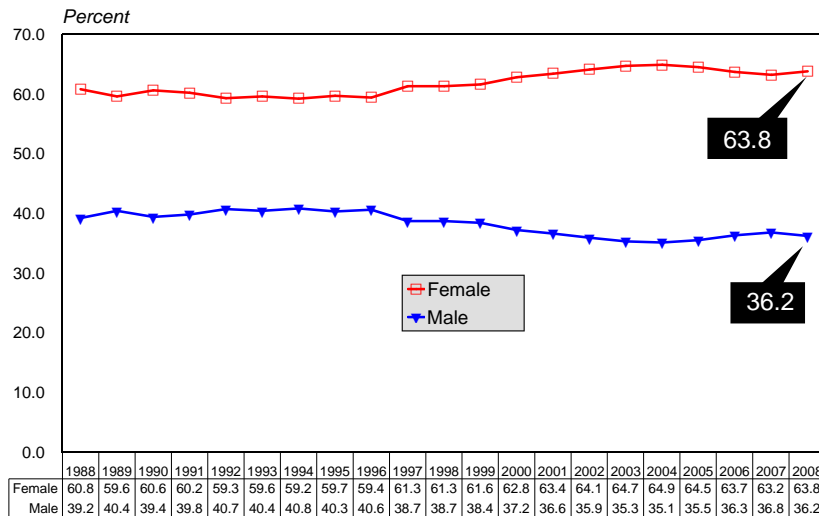
Undergraduate journalism and mass communication degrees granted by specialization



Source: Annual Survey of Journalism & Mass Communication Enrollments

14. Bachelor's enrollments - gender

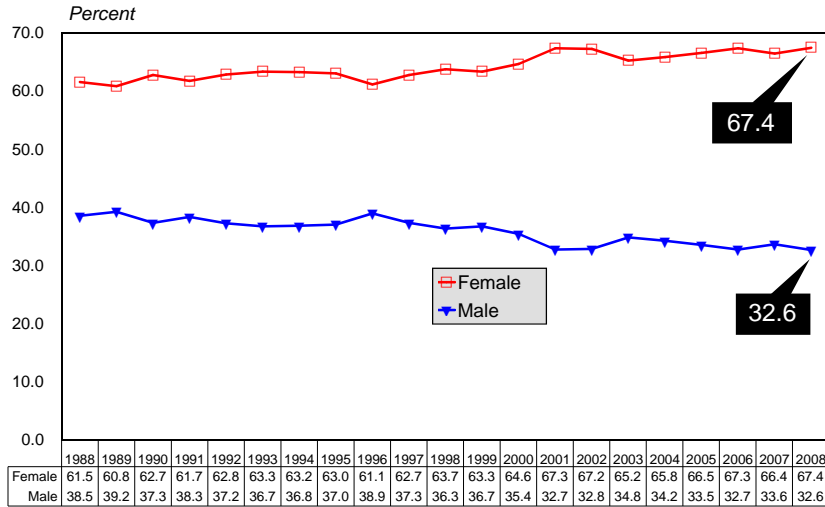
Bachelor's journalism and mass communication enrollments by gender



Source: Annual Survey of Journalism & Mass Communication Enrollments

15. Master's enrollments - gender

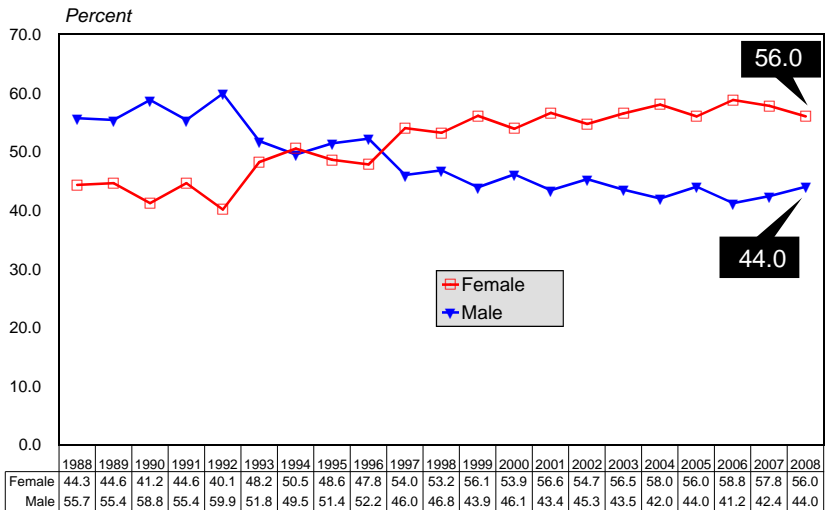
Master's journalism and mass communication enrollments by gender



Source: Annual Survey of Journalism & Mass Communication Enrollments

16. Doctoral enrollments - gender

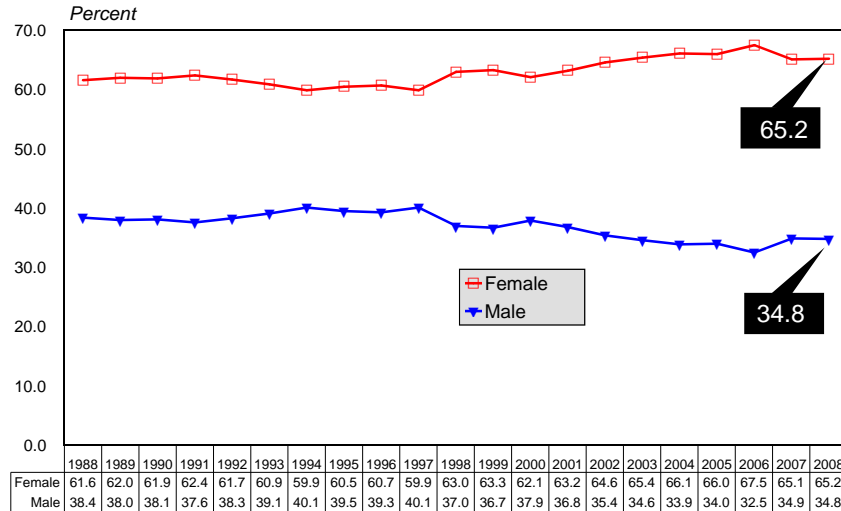
Doctoral journalism and mass communication enrollments by gender



Source: Annual Survey of Journalism & Mass Communication Enrollments

17. Bachelor's degrees granted - gender

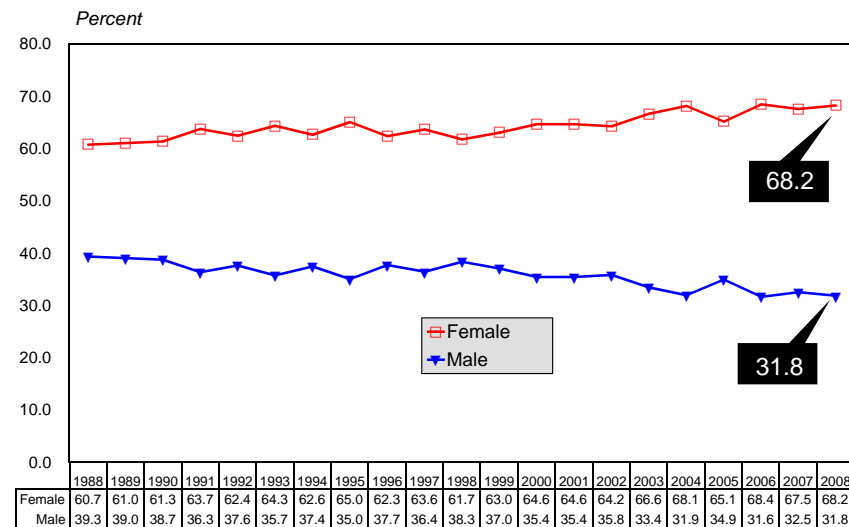
Undergraduate journalism and mass communication degrees granted by gender



Source: Annual Survey of Journalism & Mass Communication Enrollments

18. Master's degrees granted - gender

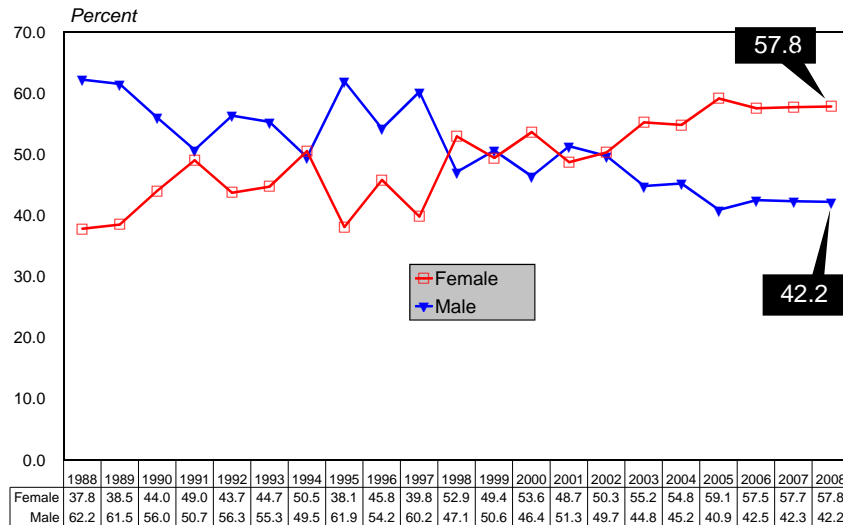
Master's journalism and mass communication degrees granted by gender



Source: Annual Survey of Journalism & Mass Communication Enrollments

19. Doctoral degrees granted - gender

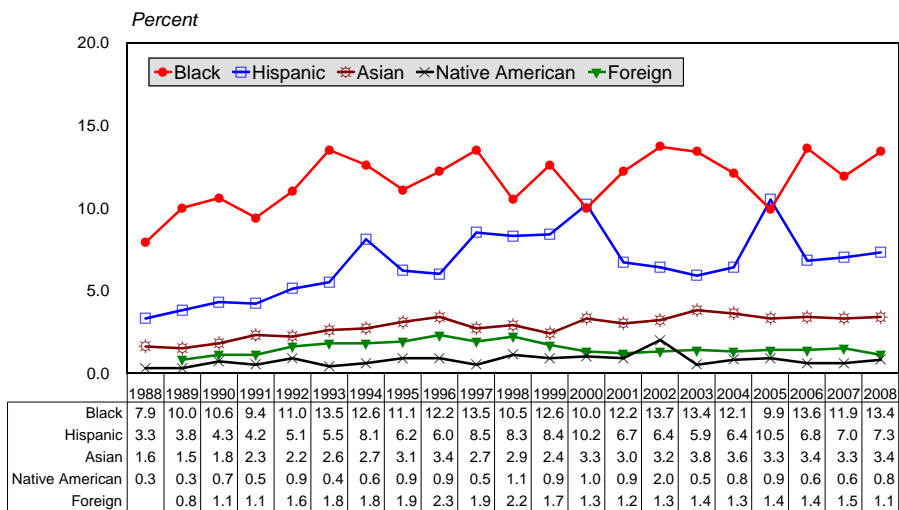
Doctoral journalism and mass communication degrees granted by gender



Source: Annual Survey of Journalism & Mass Communication Enrollments

20. Bachelor's enrollments - race/ethnicity

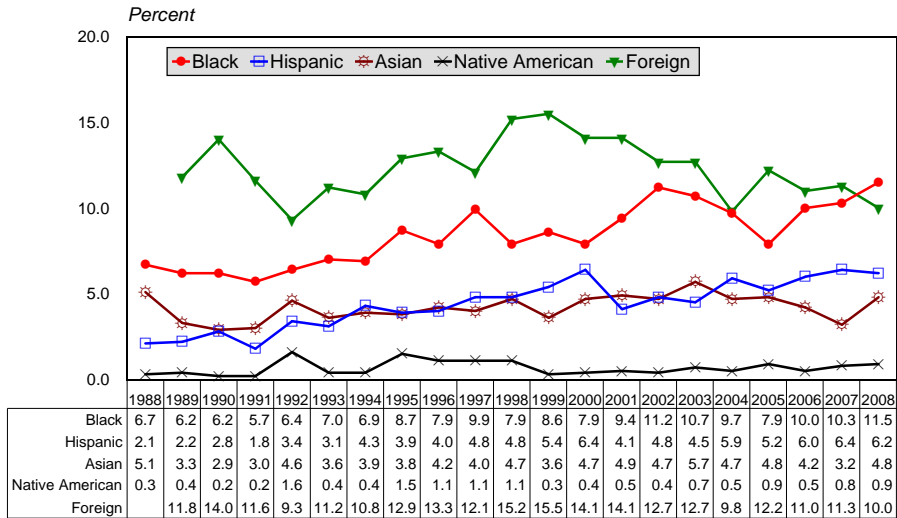
Undergraduate journalism and mass communication enrollments by racial or ethnic classification



Source: Annual Survey of Journalism & Mass Communication Enrollments

21. Master's enrollments - race/ethnicity

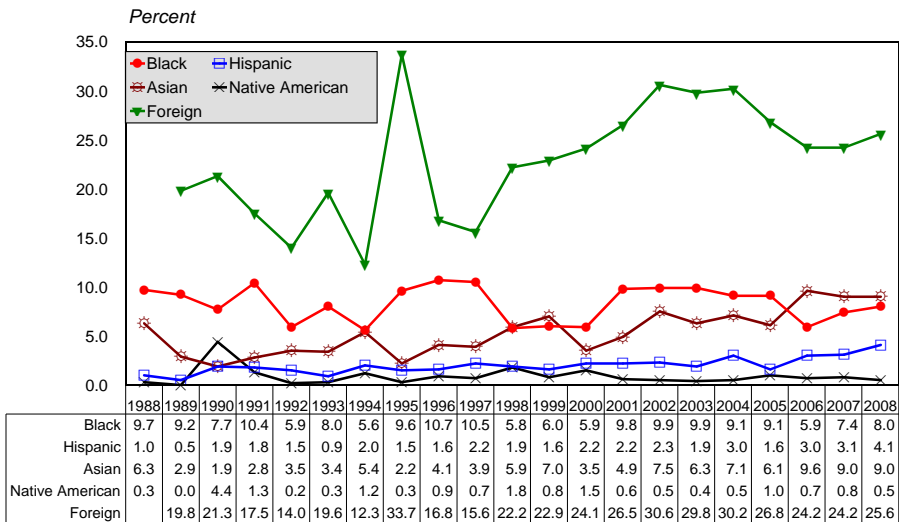
Master's journalism and mass communication enrollments by racial or ethnic classification



Source: Annual Survey of Journalism & Mass Communication Enrollments

22. Doctoral enrollments - race/ethnicity

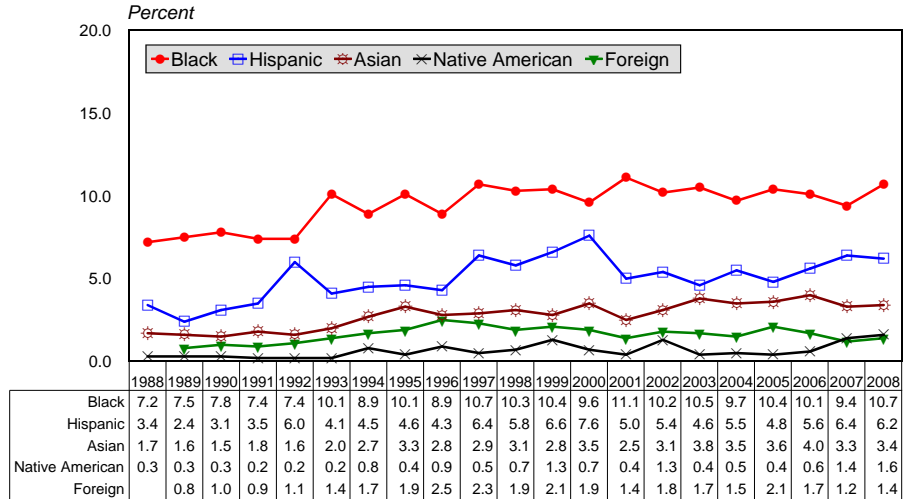
Doctoral journalism and mass communication enrollments by racial or ethnic classification



Source: Annual Survey of Journalism & Mass Communication Enrollments

23. Bachelor's degrees - race/ethnicity

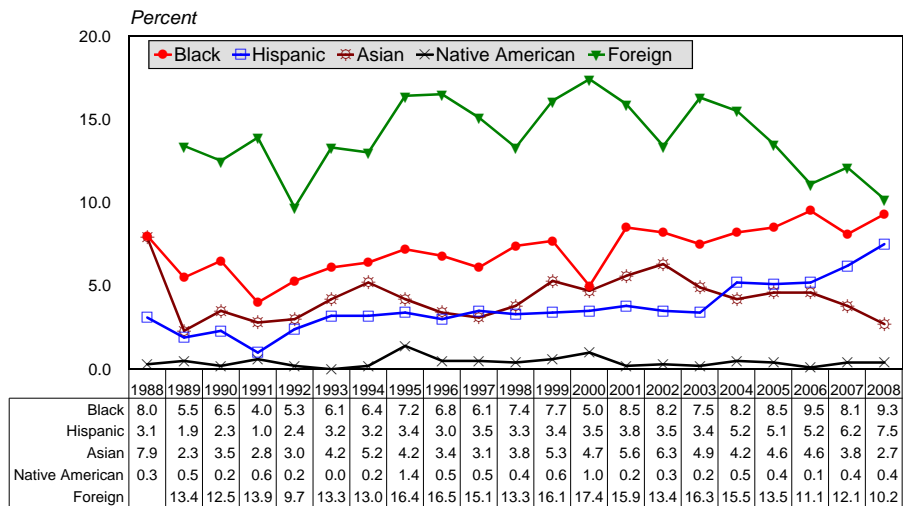
Undergraduate journalism and mass communication degrees granted by racial or ethnic classification



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

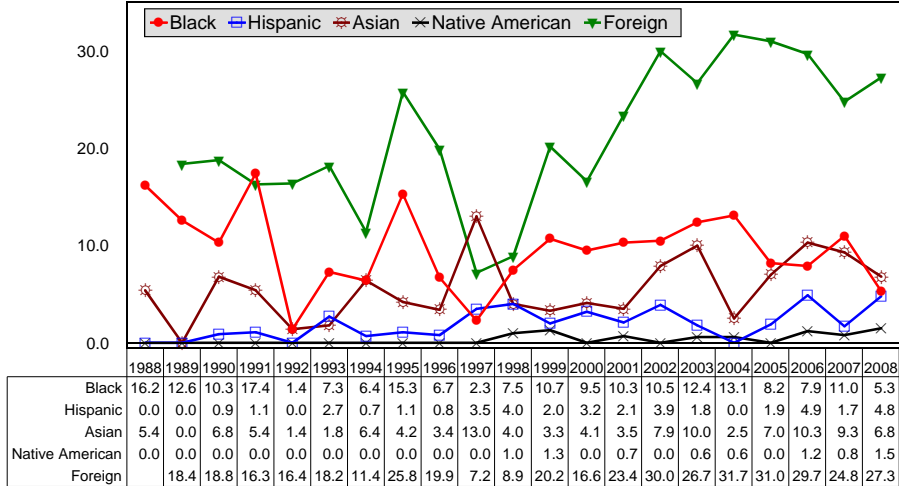


Source: Annual Survey of Journalism & Mass Communication Enrollments

25. Doctoral degrees - race/ethnicity

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

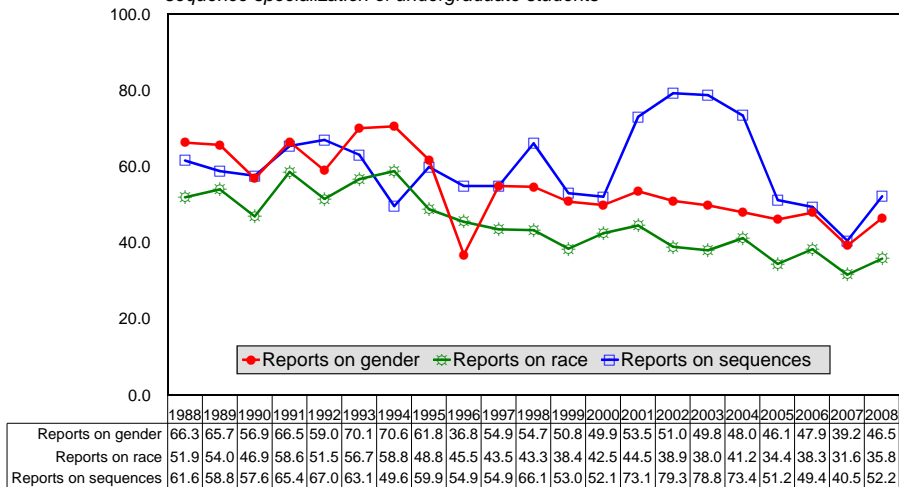
Percent



Source: Annual Survey of Journalism & Mass Communication Enrollments

26. Reports on student characteristics

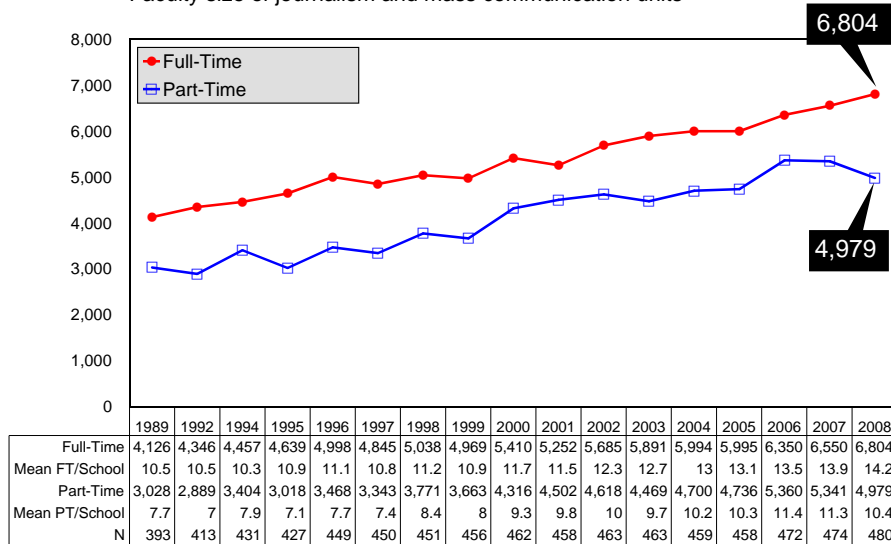
Percentage of units reporting on race/ethnicity, gender, and sequence specialization of undergraduate students



Source: Annual Survey of Journalism & Mass Communication Enrollments

27. Faculty size

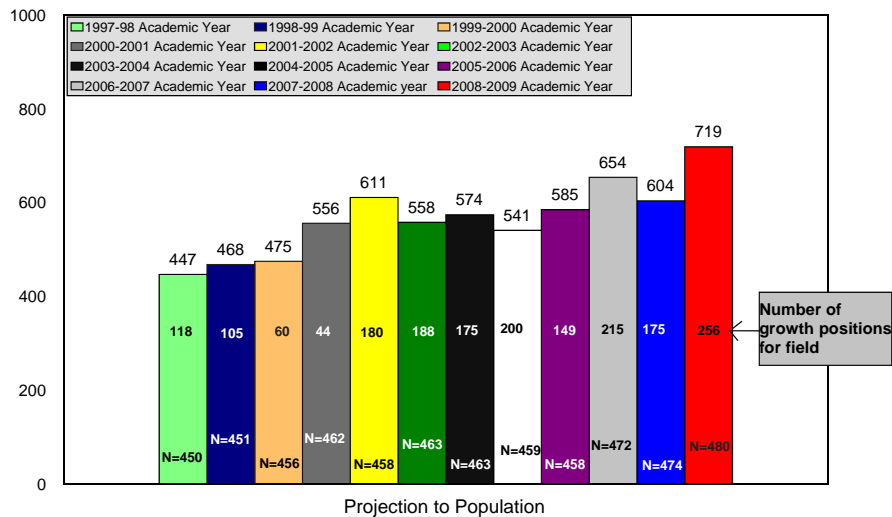
Faculty size of journalism and mass communication units



Source: Annual Survey of Journalism & Mass Communication Enrollments

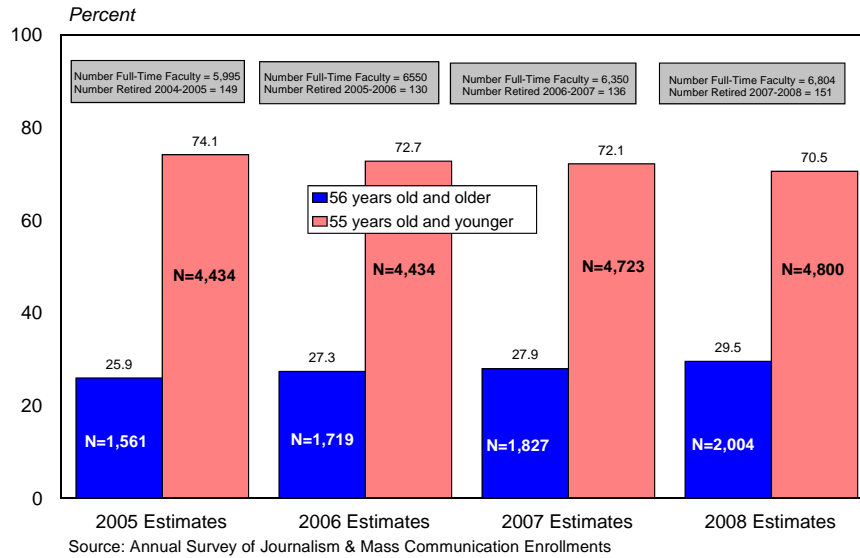
28. Hiring of full-time faculty

Journalism and mass communication faculty hiring in full-time positions; For 1997-1998 through 2007-2008

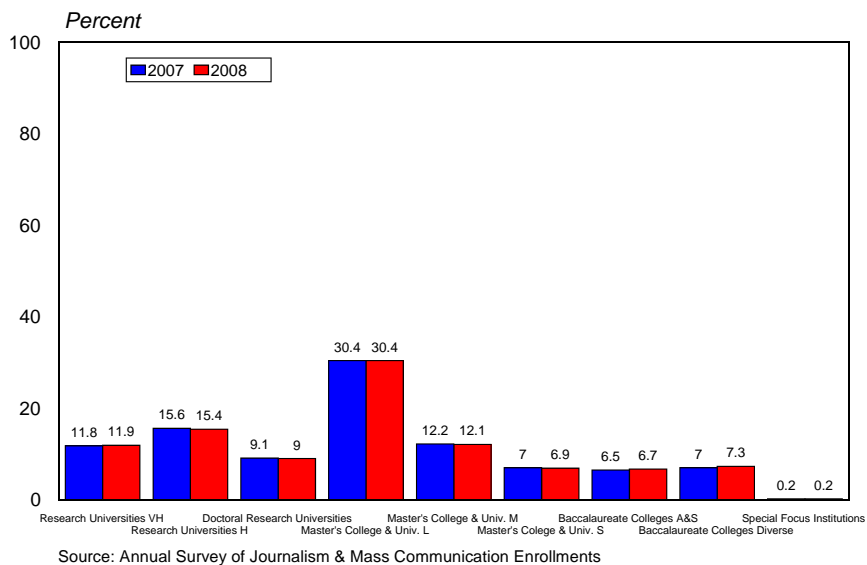


Source: Annual Survey of Journalism & Mass Communication Enrollments

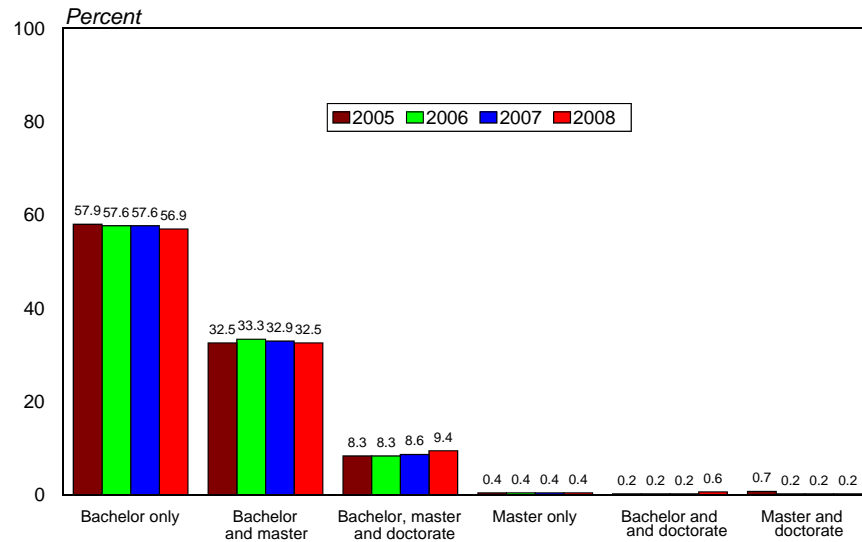
29. Age of full-time journalism and mass communication faculty



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



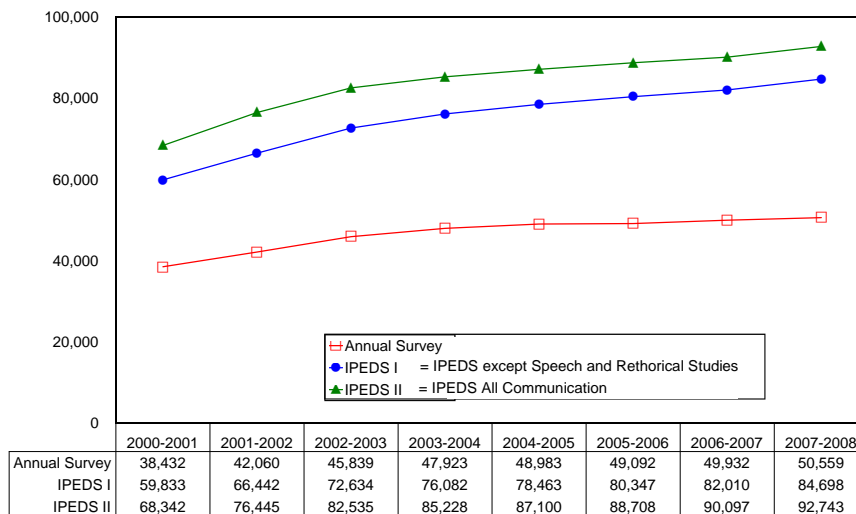
31. Programs classified by journalism degrees granted



Source: Annual Survey of Journalism & Mass Communication Enrollments

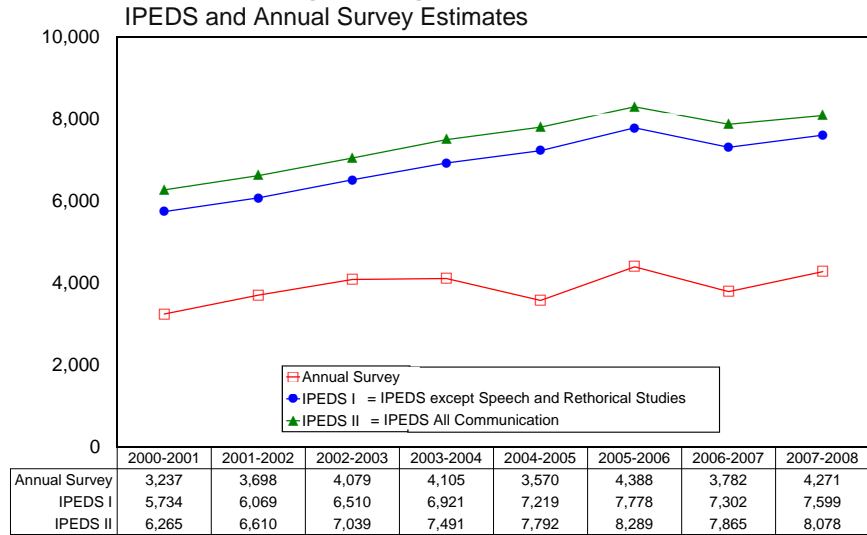
32. Bachelor's degree granted: 2000-2008

IPEDS and Annual Survey Estimates



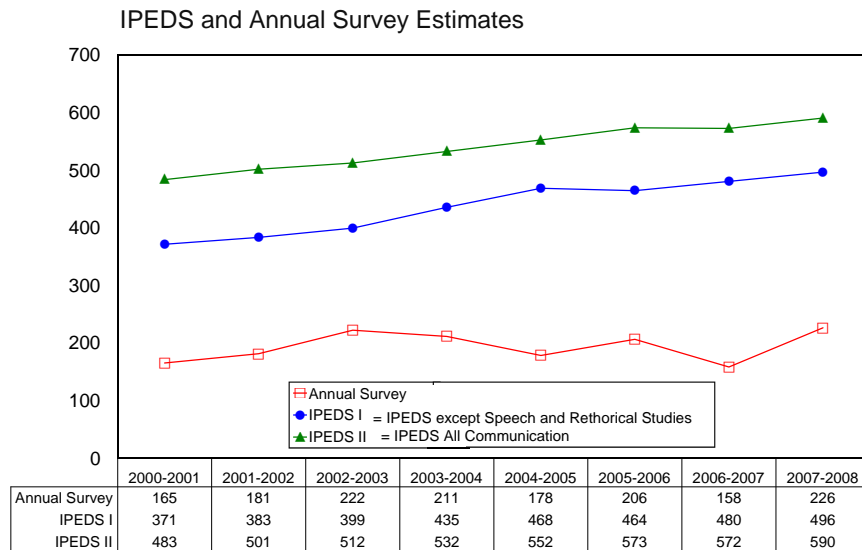
Source: Annual Survey of Journalism & Mass Communication Enrollments
Institute of Education Sciences, National Center for Education Statistics

33. Master's degree granted: 2000-2008



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

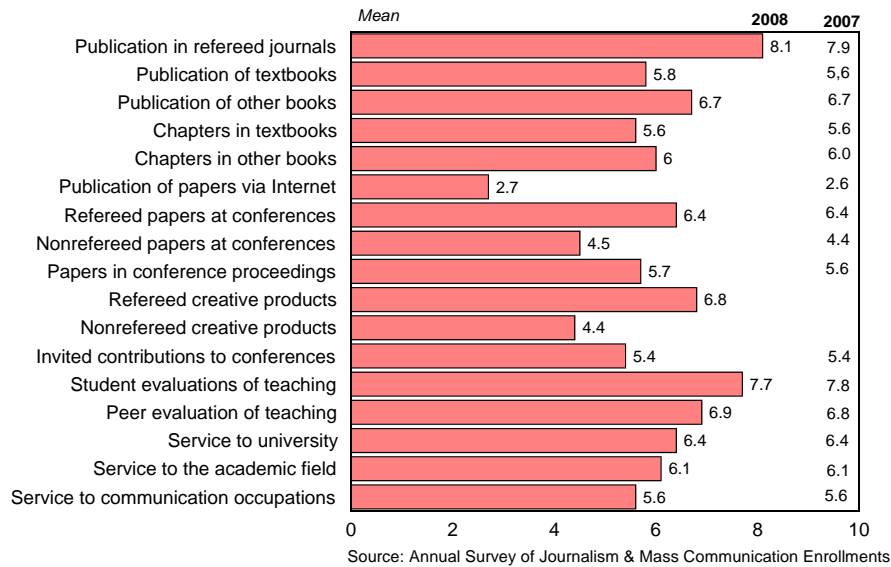
34. Doctoral degree granted: 2000-2008



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

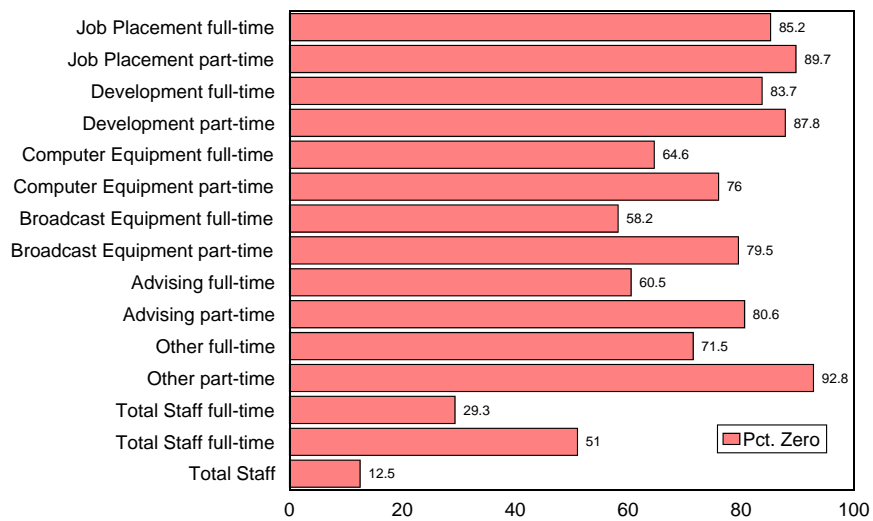
35. Criteria for faculty promotion decisions

Importance - at the university level - of criteria for decisions about promotion from 1 ("not very important") to 10 ("very important")



36. Staff size by assignment

Programs with no staff persons handling the duties listed below



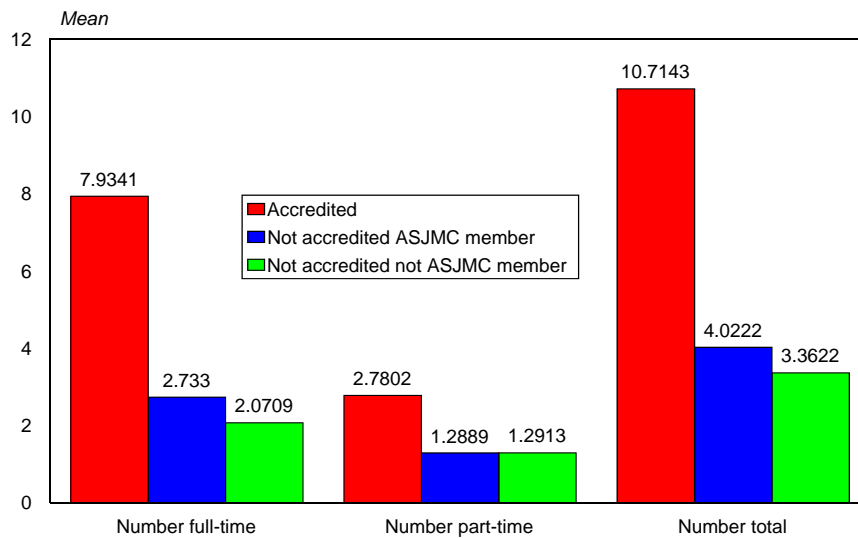
37. Staff size by assignment

Number of staff persons handling the duties listed below

	Pct. Zero	Maximum	Sum	Mean
Job Placement full-time	85.2	10	66	0.25
Job Placement part-time	89.7	4	31	0.12
Development full-time	83.7	14	76	0.29
Development part-time	87.8	12	47	0.18
Computer Equipment full-time	64.6	12	162	0.62
Computer Equipment part-time	76	6	79	0.3
Broadcast Equipment full-time	58.2	13	185	0.7
Broadcast Equipment part-time	79.5	27	99	0.38
Advising full-time	60.5	18	360	1.37
Advising part-time	80.6	28	185	0.7
Other full-time	71.5	28	259	0.98
Other part-time	92.8	10	34	0.13
Total Staff full-time	29.3	54	1108	4.2129
Total Staff part-time	51	43	475	1.8061
Total Staff	12.5	82	1583	6.019

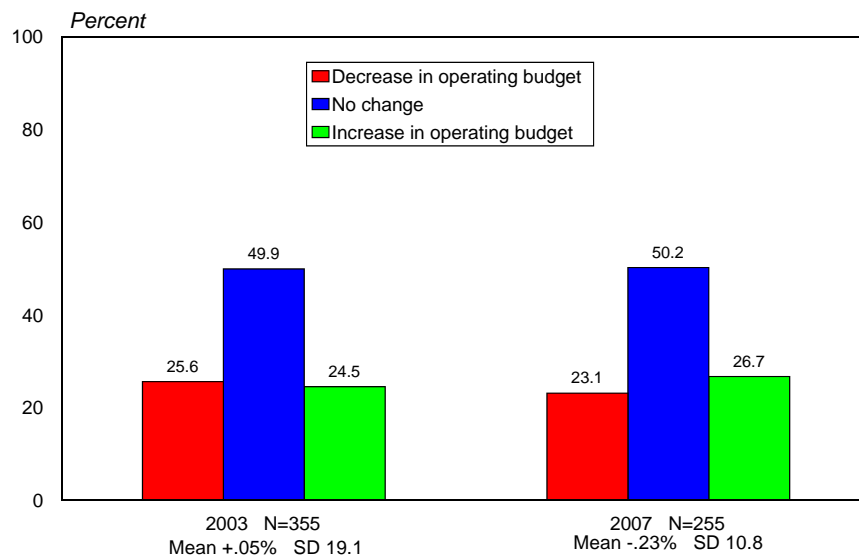
Source: Annual Survey of Journalism & Mass Communication Enrollments

38. Staff size by accreditation and ASJMC membership



Source: Annual Survey of Journalism & Mass Communication Enrollments

39. Changes in operating budget

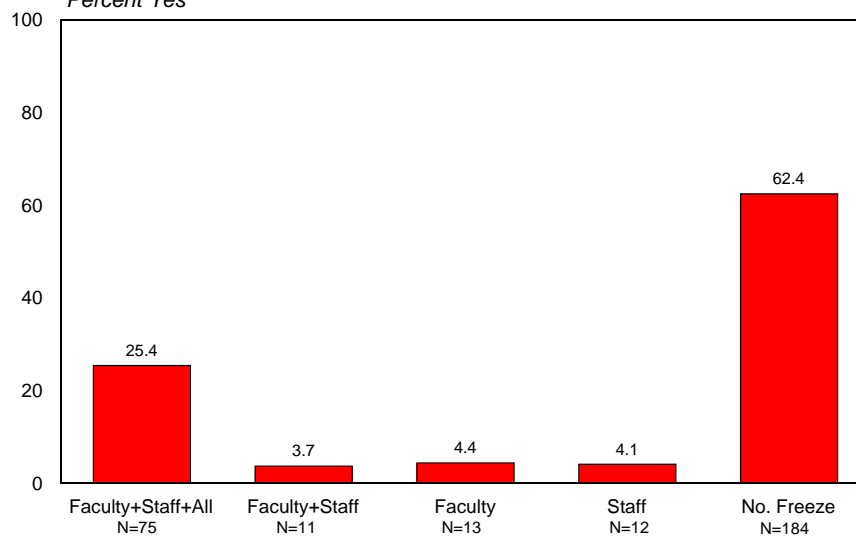


Source: Annual Survey of Journalism & Mass Communication Enrollments

40. Hiring freeze at university

Is there a hiring freeze at your university?

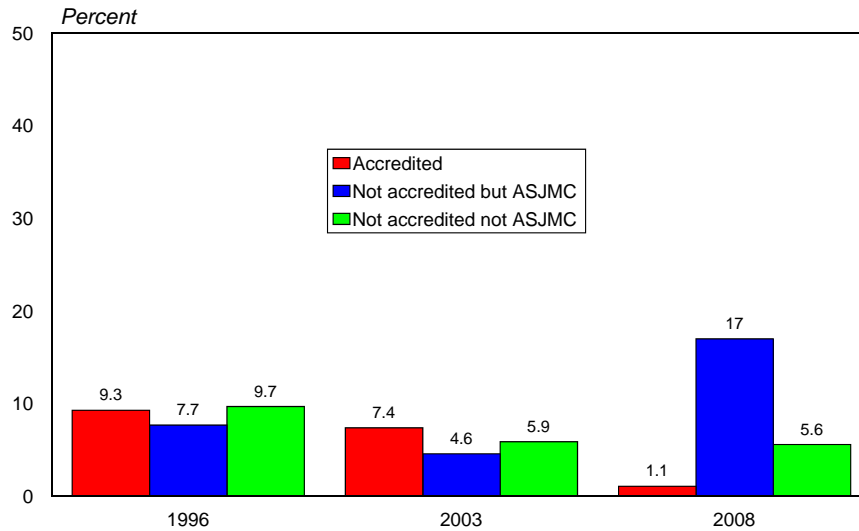
Percent Yes



Source: Annual Survey of Journalism & Mass Communication Enrollments

41. Units created by merger

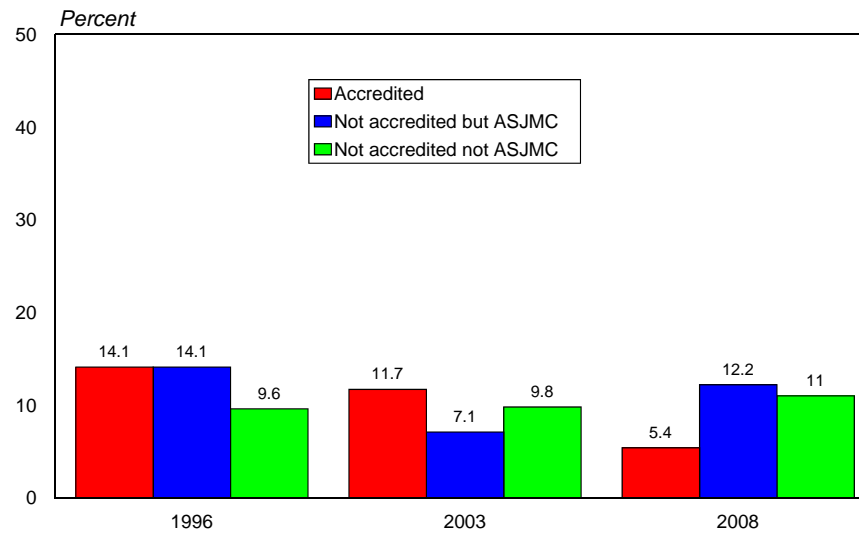
Journalism and mass communication units created by merger five years prior to years 1996, 2003 and 2008



Source: Annual Survey of Journalism & Mass Communication Enrollments

42. Merger of programs

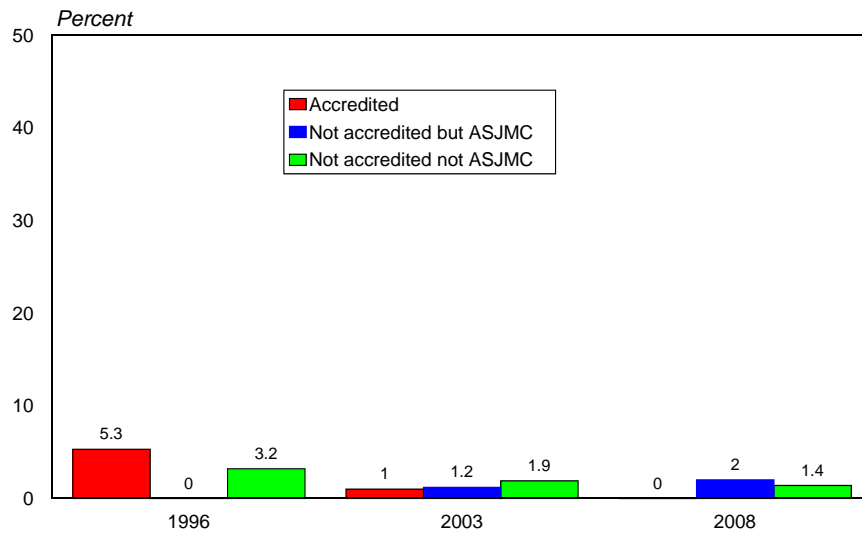
Administrators who reported serious discussion about combining their programs with another



Source: Annual Survey of Journalism & Mass Communication Enrollments

43. Elimination of programs

Administrators who reported serious discussion about eliminating their programs



Source: Annual Survey of Journalism & Mass Communication Enrollments